

**IMA SUPPLIER BENCHMARKING SURVEY
MID-YEAR
SAMPLE OF SURVEY QUESTIONS**

NOTE: This document is for sample purposes only. Do not complete this form.

1) My company's product category is (check one):

Apparel Non-apparel Both

2) My company's promotional products sales in 2009 were in the following range (check one):

5 to 10 million 10 to 25 million 25 to 50 million 50 million plus

3) By what percentage was your business up or down (in dollars) for the first 6 months of 2010 compared to the first 6 months of 2009?

4) By what percentage was your business up or down (in dollars) for calendar year 2009 compared to calendar year 2008?

5) By what percentage was your business up or down (in dollars) for calendar year 2008 compared to calendar year 2007?

6) By what percentage was your business up or down (in dollars) for the first 6 months of 2010 compared to the first 6 months of 2008?

7) By what percentage do you think your business will be up or down (in dollars) for calendar year 2010 compared to calendar year 2009? (This question will indicate your confidence in business conditions going forward.)

- 8) By what percentage do you think total industry sales will be up or down (in dollars) in 2010? (This question will measure your confidence in your own company's performance going forward vs. overall industry performance.)
- 9) By how much has your company's net operating profits increased or decreased for the first 6 months of 2010 compared to the first 6 months of 2009?
- 10) Do you expect your company's net operating profits to increase or decrease during calendar year 2010 compared to 2009 (check one)?
- 11) Did your average prices increase, decrease or stay the same from January 2009 to January 2010?
- 12) Did your average prices increase, decrease or stay the same from January 2008 to January 2009?
- 13) Did your average prices increase, decrease or stay the same from January 2007 to January 2008?
- 14) Of your total inventory purchases in dollars, what percentage is sourced from Asia?
- 15) Of your total inventory purchases in dollars, what percentage is sourced from China?
- 16) From year end 2008 to year end 2009, by what percentage did your material costs change as a % of cost of goods sold?
- 17) By what percentage did your overseas product cost rise or fall (on average) between 2008 year end and 2009 year end?
- 18) What is the single biggest challenge to your business in 2010?