



## Home Accessories Survey, 2017

Please help us provide benchmarks that you and your fellow retailers can use to measure and improve your home accessory sales. **All of your answers will be anonymous and held in the strictest confidence** and will be reported only in combination with those of other retailers. Thanks for your help.

### 1. How many total stores do you operate?

\_\_\_\_\_

### 2. Please indicate your total 2016 sales for ALL stores.

- ☐ Less than \$2 million  
☐ \$2 million to \$4.9 million  
☐ \$5 million to \$19.9 million  
☐ \$20 million to \$49.9 million  
☐ \$50 million or more

### 3. What percentage of your sales floor is dedicated to home accessories (lamps, area rugs, wall décor, vases, etc.)? What percentage of your sales is from home accessories? Use average for all locations.

#### Home Accessories

% of sales floor \_\_\_\_\_ %  
 % of total sales \_\_\_\_\_ %

### 4. Do you sell home accessories online?

- ☐ Yes  
☐ No

**IF YES**, what % of your store's total accessories sales comes from online? \_\_\_\_\_ %

### 5. How do home accessory margins compare with your store's furniture margins?

#### Home accessory margins are:

- ☐ Lower than furniture margins  
☐ About the same as furniture  
☐ Higher than furniture margins

### 6. What home accessories do you sell? How many lines do you carry? At what price point do you do the MOST sales?

*Please give the average per store if you have more than one store.*

Sell	# of lines carried	Best-selling price point
<input type="checkbox"/> Area rugs	_____	\$ _____
<input type="checkbox"/> Lamps	_____	\$ _____
<input type="checkbox"/> Lighting fixtures	_____	\$ _____
<input type="checkbox"/> Permanent botanicals	_____	\$ _____
<input type="checkbox"/> Decorative pillows	_____	\$ _____
<input type="checkbox"/> Top-of-bed linens	_____	\$ _____
<input type="checkbox"/> Wall art	_____	\$ _____
<input type="checkbox"/> Mirrors	_____	\$ _____
<input type="checkbox"/> Poufs/ottomans	_____	\$ _____
<input type="checkbox"/> Accent furniture (Bar carts, drink tables, étagères, etc.)	_____	\$ _____
<input type="checkbox"/> Decorative accessories (vases, sculpture, candleholders, etc.)	_____	\$ _____
<input type="checkbox"/> Other _____	_____	\$ _____

**7. What's the fastest-growing home accessory? Check only ONE.**

- |   |   |
|---|---|
| <input type="checkbox"/> Area rugs            | <input type="checkbox"/> Wall art               |
| <input type="checkbox"/> Lamps                | <input type="checkbox"/> Mirrors                |
| <input type="checkbox"/> Lighting fixtures    | <input type="checkbox"/> Poufs/ottomans         |
| <input type="checkbox"/> Permanent botanicals | <input type="checkbox"/> Accent furniture       |
| <input type="checkbox"/> Decorative pillows   | <input type="checkbox"/> Decorative accessories |
| <input type="checkbox"/> Top-of-bed linens    | <input type="checkbox"/> Other, _____           |

**8. What percentage of your store's furniture sales include an add-on home accessories sale?**

Sales **with** any add-on decorative accessories sale

(wall décor, decorative pillows, area rugs, lamps, etc.) \_\_\_\_\_%

Sales **without** an add-on accessory \_\_\_\_\_%

Should total 100%

**9. How did your 2014 home accessories sales compare with your sales in 2013?**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Lower than in 2013<br>By _____% | <input type="checkbox"/> About the same as 2013 | <input type="checkbox"/> Higher than in 2013<br>By _____% |
|--|---|---|

**10. What do you expect for your home accessories sales in 2015?**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Lower than in 2014<br>By _____% | <input type="checkbox"/> About the same as 2014 | <input type="checkbox"/> Higher than in 2014<br>By _____% |
|--|---|---|

**11. Does your store have an interior designer on staff?** ☐ Yes ☐ No

**12. How do you motivate your sales staff to sell home accessories?**

**13. How does your store display home accessories?**

**14. Which U.S. tradeshows/markets does your store typically attend to source home accessories?**

**To source furniture?**

*Check ALL that apply.*

- |   |  |
|---|--|
| <input type="checkbox"/> High Point Market (April)                                  | <input type="checkbox"/> Dallas Total Home & Gift Market (January) |
| <input type="checkbox"/> High Point Market (October)                                | <input type="checkbox"/> Dallas Total Home & Gift Market (July)    |
| <input type="checkbox"/> Las Vegas Market (January)                                 | <input type="checkbox"/> NY Now (February)                         |
| <input type="checkbox"/> Las Vegas Market (July)                                    | <input type="checkbox"/> NY Now (August)                           |
| <input type="checkbox"/> Atlanta Gift & Home Furnishings Market<br>(January)        | <input type="checkbox"/> Other, _____                              |
| <input type="checkbox"/> Atlanta Gift & Home Furnishings Market (July)              |  |
| <input type="checkbox"/> Tupelo Furniture Market (February)                         |  |
| <input type="checkbox"/> Tupelo Furniture Market (August)                           |  |
| <input type="checkbox"/> Casual Furniture and Accessories Show, Chicago (September) |  |

**15. Which area rug features or benefits do your salespeople emphasize when working with consumers who are shopping for rugs? Let 1 indicate "Never"; 2 indicate "Sometimes"; and 3 indicate "Always."**

**Our salespeople emphasize the area rug's**

<i>Never</i>	<i>Sometimes</i>	<i>Always</i>	
1	2	3	Brand
1	2	3	Style/design
1	2	3	Durability
1	2	3	How the rug completes the room
1	2	3	Green/eco-friendly product
1	2	3	Price
1	2	3	Construction material
1	2	3	Return policy
1	2	3	Quality
1	2	3	Other, <i>please describe</i> _____

**16. Who is your leading manufacturer, in terms of sales, for home accessories?** \_\_\_\_\_

**17. What do they do better than other suppliers?** \_\_\_\_\_

**18. In which of the following categories do you believe your store associates have the greatest training needs?**

*Please check ALL that apply.*

- ☐ Area rugs
- ☐ Lamps
- ☐ Decorative pillows
- ☐ Top-of-bed linens
- ☐ Wall art
- ☐ Mirrors
- ☐ Poufs/ottomans
- ☐ Accent furniture
- ☐ Decorative accessories (vases, sculptures, candleholders, etc.)

**To enter your name in a drawing to win 1 of 3 \$100 gift cards.**

Contact name \_\_\_\_\_

Contact email \_\_\_\_\_

Company name \_\_\_\_\_

Contact phone \_\_\_\_\_

**Questions?**

**Please contact Courtney N. Thabet at  
cthabet@pbmbrands.com**

**Please return your survey form by  
May 12, 2017**

**FAX: (336) 464-2168**

**EMAIL: cthabet@pbmbrands.com**