

Incentive Merchandise IQ Survey Results 2008

The survey was conducted online from January 24-February 14, 2008. There were 247 respondents who are involved in merchandise incentive programs.

1. Please classify your organization's business sector.		
		Response Percent
Manufacturing		25.5%
Distribution		5.7%
Retail		11.7%
Service		20.6%
Professional		15.8%
Transportation		0.0%
Other		20.6%

2. Please classify your industry.

	Response Percent
Automotive	3.6%
Real Estate/Insurance/Financial	13.4%
Pharmaceutical/Health care	5.3%
Retail	10.9%
Channel Sales	1.2%
Technology/Telecommunications	12.6%
Manufacturing/Heavy industry	11.3%
Other	41.7%

3. How large is your company?

Average = 1,984 employees		Response Percent
1 to 50 employees		30.3%
51 to 500 employees		36.5%
501 to 1,000 employees		6.1%
1,001 to 5,000 employees		11.1%
5,001-10,000 employees		4.1%
10,001 or more employees		11.9%

4. What is your company's annual budget for merchandise awards in 2008?

Average = \$29,697.50		Response Percent
\$0		5.9%
\$1 to \$4,999		38.4%
\$5,000 to \$9,999		15.3%
\$10,000 to \$49,999		15.3%
\$49,999-\$99,999		8.4%
\$100,000 or more		16.7%

5. What percentage of your company's overall annual budget for incentive and recognition rewards is allocated to merchandise awards?

Average = 30.3%		Response Percent
0%		11.0%
1-10%		51.5%
11-25%		14.0%
26-50%		9.5%
51-75%		8.0%
76-99%		4.0%
100%		2.0%

6. On average, how much will you spend on merchandise awards per recipient in 2008?

Average = \$173.33		Response Percent
Under \$50		36.9%
\$50 to \$99		33.5%
\$100 to \$199		12.3%
\$200 to \$499		11.8%
\$500 to \$999		3.0%
\$1,000 to \$1,999		0.5%
\$2,000 or more		2.0%

7. How much of a change is this from last year?

		Response Percent
Up to 4% increase		18.8%
5-9% increase		6.9%
10-24% increase		4.5%
25-49% increase		1.0%
50%+ increase		1.0%
Same/No change		63.9%
Up to 4% decrease		1.5%
5-9% decrease		1.0%
10-24% decrease		1.0%
25-49% decrease		0.0%
50%+ decrease		0.5%

8. Which of the following audiences do your merchandise awards target? (Select all that apply)

		Response Percent
Consumers/customers		45.6%
Salespeople		52.8%
Non-sales personnel		42.1%
Dealers/distributors		14.9%
Other		20.5%

9. What objectives do you set for using awards? (Select all that apply)

	Response Percent
Employee recognition	61.9%
Build customer loyalty	39.2%
Increase sales	45.4%
Build morale/Job satisfaction	47.4%
Increase market share	17.0%
Improve customer service	26.8%
Improve employee health/supplemental healthcare benefits	8.2%
Recruitment/increase retention	16.5%
Build traffic to Web site	10.3%
Improve employee loyalty	27.3%
Thank employees/Client gifts	50.0%
Service awards	36.6%
Introduce new products	10.3%
Foster teamwork	14.9%

9. What objectives do you set for using awards? (Select all that apply)

Sell new accounts		11.9%
Improve safety		10.8%
Other		10.8%

10. Which of the following merchandise awards do you offer? (Select all that apply)

	Response Percent
Apparel	54.2%
Appliances	11.1%
Books, music, movies	26.8%
Cameras	22.6%
Computers	9.5%
Cookware	11.1%
Crystal/tabletop	17.9%
Desktop/Office accessories	41.1%
Electronics (valued under \$100)	34.7%
Electronics (valued \$100-\$499)	26.3%
Electronics (valued \$500-\$999)	6.8%
Electronics (valued over \$1,000)	5.8%
Food & beverage	40.5%
Home furnishings	6.8%

10. Which of the following merchandise awards do you offer? (Select all that apply)

Jewelry	18.9%
Leather goods	17.4%
Luggage	16.8%
Outdoor/leisure equipment	15.8%
Plaques/trophies	41.6%
Sporting goods	19.5%
Tools	17.9%
Toys/games	14.2%
Watches/clocks	31.6%
Writing instruments	35.3%
Other	34.7%

11. How important is the brand name of the award product?

		Response Percent	
Very important		22.1%	
Somewhat important		54.7%	
Not at all important		23.2%	

12. Who handles your merchandise program?

	Response Percent
C-Suite (CEO, COO, CMO, etc.)	17.7%
Sales vice president	7.0%
Sales manager	5.4%
Marketing vice president	8.1%
Marketing manager	26.9%
HR vice president	2.2%
HR manager	8.1%
Office manager	2.2%
Other	22.6%

13. How do you purchase merchandise awards? (Select all that apply)

		Response Percent
Print catalog		52.2%
Manufacturer's special markets dept.		14.0%
Manufacturer's rep/distributor		41.4%
Reseller		22.0%
Online		47.3%
Retailer		32.8%
Other		18.8%

14. How are merchandise awards redeemed? (Select all that apply)

		Response Percent
Via mail		24.5%
On the Internet		31.0%
In person		75.5%
Phone		8.7%
Fax		2.7%
Other		11.4%

15. Do you use merchandise in your travel programs?

		Response Percent
Yes		25.3%
No		74.7%

16. Do you plan to replace any of your incentive travel programs with merchandise rewards in 2008?

		Response Percent
Yes		25.5%
No		74.5%

17. If so, why do you plan to replace any of your incentive travel programs with merchandise rewards in 2008?

		Response Percent
Budget Constraints		75.0%
Management's safety/security concerns		0.0%
Attendees' safety/security concerns		0.0%
Other		25.0%

18. Do you plan to replace any of your merchandise rewards with incentive travel programs in 2008?

		Response Percent
	Yes	9.7%
	No	90.3%

19. If so, why do you plan to replace any of your merchandise rewards with incentive travel programs in 2008?

		Response Percent
	Increased Budgets	35.3%
	Management's safety/security concerns about travel decreasing	5.9%
	Participants' safety/security concerns about travel decreasing	0.0%
	Other	58.8%