

Still in the Game

Our sixth annual retail survey studies the dealers that survived the recession

BY ALAN E. SANDERFOOT

An interesting thing about surveys: They're only as good as the quality of the responses you get. For our annual survey of billiard retailers, the responses are fewer than in years past — most likely due to a number of retailers going out of business during the past year. But the quality of those responses is immense because they give us a snapshot of what the survivors look like. Although many are still struggling to emerge from the worse economic crisis since the Great Depression, others seem to be getting on with the business of actually growing their enterprises.

Used as a benchmark, the survey is a valuable tool for assessing your own store's performance, as well as identifying some business trends.

Some highlights from this year's survey:

- Fewer entrepreneurs are drawn to the billiard industry, resulting in a steady decline of retailers less than six years old.
- For the first time, a majority of billiard retailers are using "base salary plus commission" to compensate salespeople as they try to provide an incentive for performance while assuring a living wage in the tough economy.
- Fewer billiard retailers are offering any form of healthcare to their employees, a trend that has continued for several years.
- Many billiard retailers are diversifying their product mix by expanding into other gameroom products and carrying complementary items such as home theater seating.

- On average, survey respondents experienced a 4.9% decline in sales between 2009 and 2010, with the median sales decline being 5.9%.

- Roughly a third of billiard retailers with websites are set up to do some level of e-commerce.

- The gap between the highest and lowest average price charged for a billiard table is closing, indicating that retailers are homing in on a pricing "sweet spot" that appeals to the middle-of-the-road shopper. Among survey respondents, the average price for a table is \$2,482.

- More than 3 out of 5 dealers sell used billiard tables, and a third of those report an increase in used tables sales for 2010.

- Retailers are displaying fewer cues — probably in an attempt to not have so much money tied up in inventory. Whereas nearly 24% of dealers displayed 200 or more cues in 2009, only 15.5% of dealers display that many today.

- Only 1 in 4 retailers hire a professional ad agency or marketing firm to help with their advertising.

- Though billiard retailers use a wide range of advertising media, pay-per-click Internet advertising emerged as the top-ranking media for this year's survey participants.

- About a third of this year's respondents say they don't hold any sales events in their stores, while roughly 6% hold 13 or more.

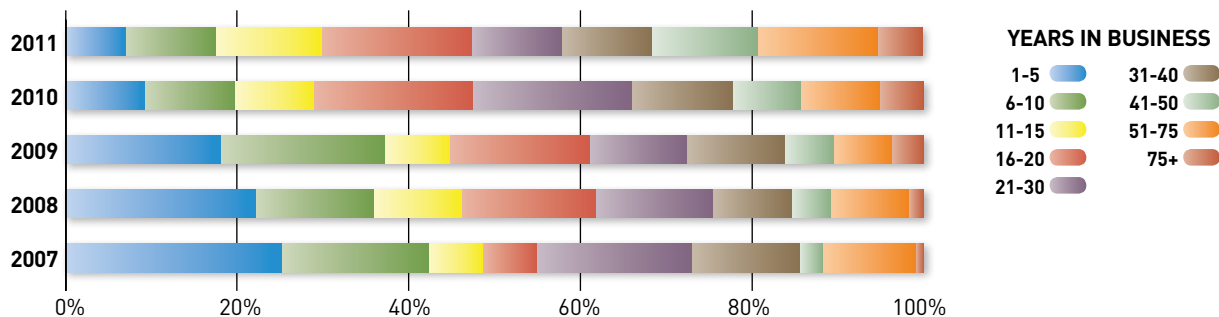
- Increasingly, billiard retailers are selling gift cards, with 3 out of 4 dealers now offering them. However, retailers are having a wide range of success rates with the cards. The typical billiard retailer sold only 15 gift cards in 2010, with the most popular value being \$50.

In these challenging times, retailers need to base their decisions less on emotions and more on solid data. We encourage you to use the information on the following pages to assess your own store's performance and glean some tips for improving your marketing and sales success in the months ahead.

Also, thank you to all of the retailers that participated in this year's survey. The entire industry owes you a debt of gratitude for making it possible for these statistics to be compiled. For anyone who would like to participate in the 2012 survey, it will be accessible from our website — www.billiardretailer.com — in January.



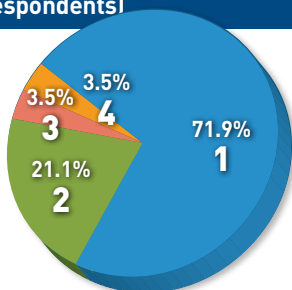
HOW MANY YEARS HAVE YOU BEEN IN BUSINESS? (Percent of Respondents)



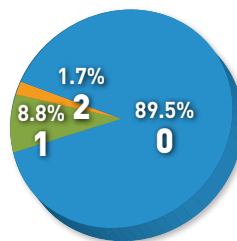
The number of survey participants that have been in business for 1-5 years continues its steady decline. While a quarter of retailers were less than 6 years old in 2007, that number has fallen to 7% today, indicating that few entrepreneurs see billiards as a growth industry worthy of investment. In addition, businesses less than 10 years old tend to have a lower survival rate than older businesses that are more established in their markets. As such, a growing percentage of today's retailers have been around for more than 40 years.

HOW MANY STORES DO YOU OPERATE? (Percent of Respondents)

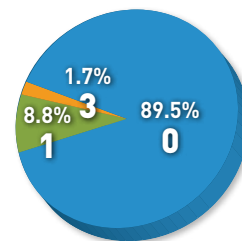
The vast majority of respondents (71.9%) operate only one store location. The number of dealers operating three or more stores, however, is down, causing an increase in the number of dealers operating two stores.



HOW MANY NEW STORES DID YOU OPEN IN 2010?

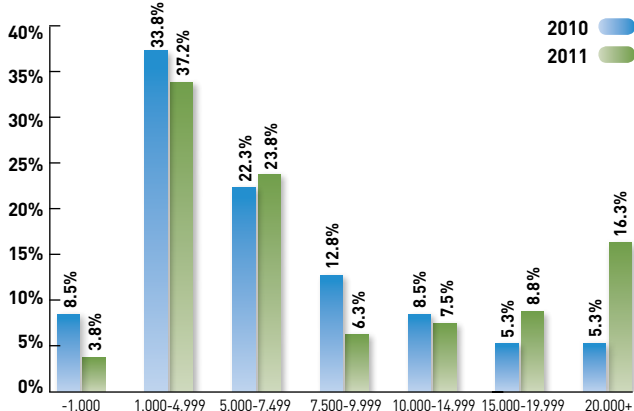


HOW MANY STORES DID YOU CLOSE IN 2010?



Store openings and closings are a good indicator of how a retail industry is doing. For billiard retailers, the news is mixed. Although 89.5% of dealers neither opened nor closed stores in 2010, 8.8% opened at least one new store while the same percentage closed at least one store. Note, however, that this survey doesn't account for retailers that actually went out of business entirely in 2010, as they didn't take the survey. Also, some of the new store openings may actually be relocations and not reflective of a net increase in store-fronts. Nevertheless, that's a dramatic improvement over 2009, when nearly four times more dealers closed stores than opened new ones.

WHAT IS THE SQUARE FOOTAGE OF YOUR STORE(S)?



Most billiard stores are less than 7,500 square feet, and more than a third are less than 5,000 square feet.

There's been much talk about retailers moving to smaller stores to save on overhead, but the statistics don't fully support this observation. Indeed, the percentage of stores in the 7,500- to 9,999-square-foot range fell from 12.8% in 2010 to 6.3% in 2011. However, the percentage of stores smaller than 5,000 square feet also dropped, while the percentage of stores larger than 15,000 square feet increased — possibly because property management firms have been quick to write favorable lease terms during the recession.

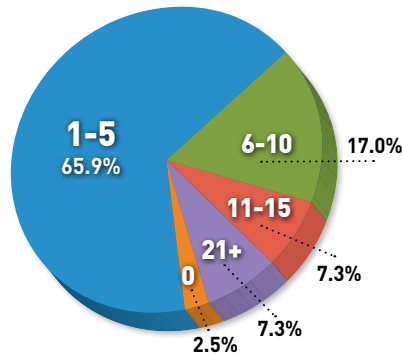
These larger stores have also made it possible for retailers to diversify their product mix, especially if they're starting to carry large items such as home theater seating.

Open for Business

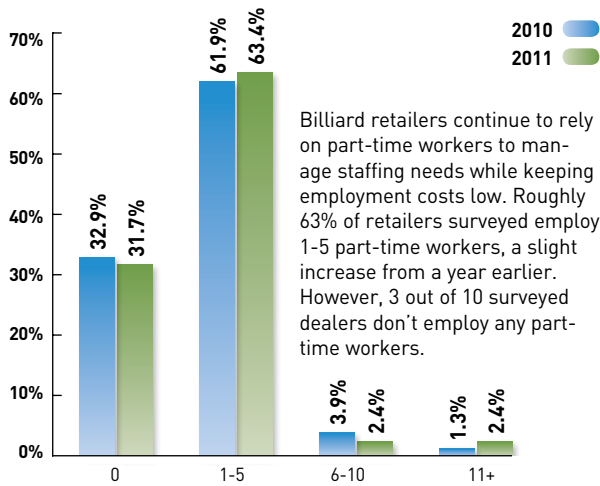
One the quickest ways to cut expenses is to reduce payroll, which might explain why an increasing number of billiard retailers are closing on Sunday. Nearly **58%** of dealers surveyed close their stores on Sunday, an increase from **50%** a year ago. Meanwhile, slightly fewer retailers — **7%** now vs. **7.9%** last year — are closed on Monday, the next most popular day to rest. And **38.6%** of retailers are open seven days a week in an attempt to capture every sale and be accessible to their customers.

HOW MANY FULL-TIME EMPLOYEES DO YOU HAVE? (Percent of Respondents)

Most billiard retailers employ 1-5 full-time employees, and an increasing number employ 6-10. However, whereas 10.5% of dealers surveyed last year had no full-time workers, that number dropped to just 2.5% this year due to a combination of those businesses either going out of business and not taking this year's survey or hiring staff as the economy improves.



HOW MANY PART-TIME EMPLOYEES DO YOU HAVE? (Percent of Respondents)



HOW MUCH DO YOU PAY ENTRY-LEVEL, PART-TIME WORKERS PER HOUR?

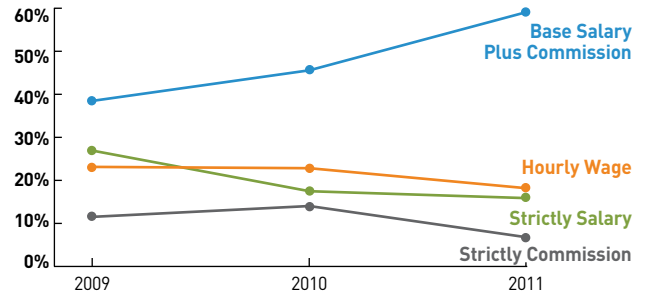
	2009	2010	2011
High	\$25.00	\$20.00	\$12.00
Low	\$6.55	\$7.25	\$8.00
Median	\$10.00	\$9.75	\$10.00
Average	\$9.71	\$9.88	\$9.70

WHAT IS THE MOST YOU PAY PART-TIME WORKERS PER HOUR?

	2009	2010	2011
High	\$50.00	\$50.00	\$20.00
Low	\$7.00	\$7.50	\$8.00
Median	\$12.00	\$11.00	\$13.00
Average	\$13.34	\$12.97	\$13.09

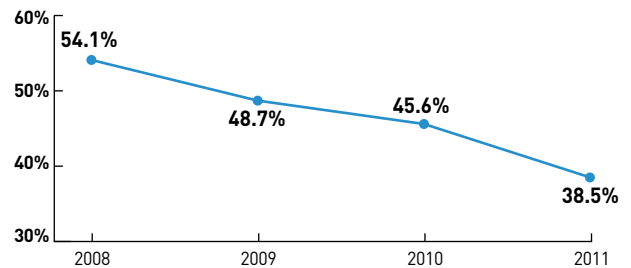
Although survey respondents pay anywhere from \$8 to \$12 an hour for entry-level, part-time workers, some retailers pay up to \$20 for experienced part-time help. However, those top wages have fallen over the past three years as dealers try to reduce payroll expenses during this period of sluggish sales. Meanwhile, the median hourly rate of pay has remained steady for entry-level workers and actually increased for more experience employees, rising to \$13 this year.

HOW DO YOU COMPENSATE YOUR SALESPeOPLE? (Percent of Respondents)



With consumers still nervous about spending, more billiard retailers realize that few salespeople are willing to work for just commissions in this economy. But retailers also want to make sure that they're salespeople are motivated, and a salary or hourly wage doesn't always do that. So billiard retailers are increasingly offering a base salary plus commission. Indeed, 6 out of 10 billiard retailers now use that type of compensation structure.

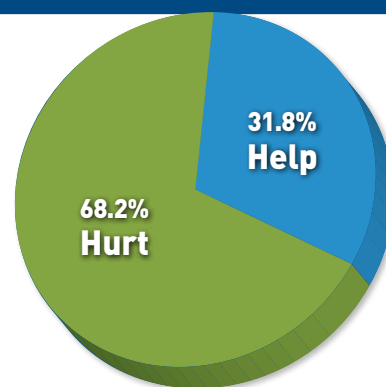
PERCENTAGE OF DEALERS OFFERING HEALTHCARE TO FULL-TIME EMPLOYEES?



The percentage of retailers offering healthcare to full-time employees continues to decline as dealers try to reign in costs. Meanwhile, only 5.6% of dealers make some form of healthcare available to part-time employees, down from 9% in 2009.

With the rising cost of healthcare, 44.4% of surveyed dealers say they will ask employees to pay a larger share of the premium in 2011.

DO YOU THINK HEALTHCARE REFORM WILL HELP OR HURT YOUR BUSINESS?



Although fewer dealers can afford to offer their employees healthcare coverage and almost half of those who do are asking employees to pay more for that coverage, two-thirds of billiard retailers still think healthcare reform will have a negative effect on their business.



WHAT PRODUCTS DO YOU SELL? (Percent of Respondents)

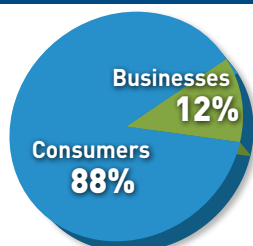
Product	2010	2011	Difference
Billiard Cues	97.0%	98.6%	1.6%
Billiard Accessories	97.3%	100.0%	2.70%
Billiard Cues	98.6%	98.2%	-0.40%
Billiard Tables	94.5%	96.5%	2.00%
Gameroom Lighting	95.9%	96.5%	0.60%
Gameroom Furniture	93.2%	94.7%	1.50%
Billiard/Gameroom Décor/Art	91.8%	93.0%	1.20%
Foosball	84.9%	91.2%	6.30%
Game Tables	90.4%	91.2%	0.80%
Air Hockey	78.1%	86.0%	7.90%
Ping-Pong Tables	75.3%	86.0%	10.70%
Shuffleboard	75.3%	86.0%	10.70%
Darts	87.7%	82.5%	-5.20%
Juke Boxes	39.7%	52.6%	12.90%
Video Arcade Games	42.5%	47.4%	4.90%
Board Games	45.2%	43.9%	-1.30%
Pinball	32.9%	43.9%	11.00%
Home Theater Seating	32.9%	42.1%	9.20%
Spas	19.2%	22.8%	3.60%
Spa/Pool Chemicals and Supplies	17.8%	21.1%	3.30%
Outdoor Furniture	12.3%	15.8%	3.50%
Above Ground Pools	11.0%	10.5%	-0.50%
Saunas	9.6%	10.5%	0.90%
Fireplaces	9.6%	8.8%	-0.80%
Backyard Play Systems	NA	7.0%	NA
Barbecue Grills	5.5%	7.0%	1.50%
Electronics (TVs, stereos, etc.)	6.8%	5.3%	-1.50%
Christmas Items	5.5%	3.5%	-2.00%
In Ground Pools	5.5%	3.5%	-2.00%
Bowling Balls and Accessories	2.7%	1.8%	-0.90%
Tanning Beds	2.7%	1.8%	-0.90%

Billiard retailers continue to try new product categories to shore up depressed billiard sales. Indeed, most product categories are seeing more action this year as dealers try to hedge their bets concerning what consumers will be looking to buy in a post-recession economy. Several traditional gameroom categories — pinball, shuffleboard, jukeboxes and Ping-Pong tables — have captured more billiard retailers' attention this past year. Among non-traditional gameroom products, however, home theater seating seems to be making a resurgence. For the past couple of years, about a third a billiard retailers were carrying home theater seating, but that number has climbed to 42.1% as more dealers look for something new, yet complementary, to pull them out of the recession.

Some other categories sold by survey participants but not measured include pianos, professional league products, sports memorabilia, jewelry, scooters, trophies and dinette sets.

However, about 58% of survey respondents only sell billiard and gameroom items, choosing not to diversify their product mix further.

WHAT PERCENTAGES OF YOUR BILLIARD SALES ARE FROM CONSUMERS VS. BUSINESSES?



On average, survey respondents get about 12% of their sales from businesses, such as pool halls, recreation centers, community centers and youth clubs.

WHAT WAS YOUR GROSS REVENUE FOR 2009 AND 2010?

	2009	2010	Difference
High	\$10,700,000	\$9,000,000	-15.9%
Low	\$9,000	\$5,000	-44.4%
Median	\$850,000	\$800,000	-5.9%
Average	\$1,648,242	\$1,567,248	-4.9%

Not surprising, 2010 revenues still declined for survey respondents at every income level. On average, survey respondents logged a 4.9% revenue decline for 2010.

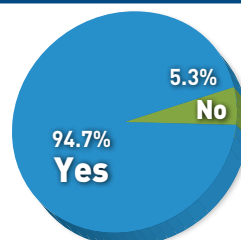
WHAT PERCENTAGE OF YOUR 2010 SALES REVENUE WAS ATTRIBUTED TO JUST BILLIARDS?

Survey respondents attribute anywhere from 4% to 100% of their revenue to billiards, with the typical survey respondent getting 60% of its revenue from billiards.

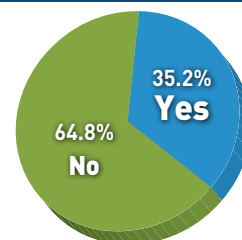
As billiard retailers diversify their product mix to offset the slump in billiard sales, the percentage of overall sales attributed to billiards had been declining, but remained relatively flat between 2009 and 2010.

	Percentage
High	100%
Low	4%
Median	60%
Average	56.1%

DO YOU HAVE A WEBSITE?



IS YOUR WEBSITE SET UP FOR E-COMMERCE?



Although 2009 saw a significant increase in billiard retailers launching websites, the trend continues. Today, 94.7% of billiard retailers have a website, the highest number recorded. However, just over a third of these sites are set up for e-commerce, even at a time when online competition has increased.

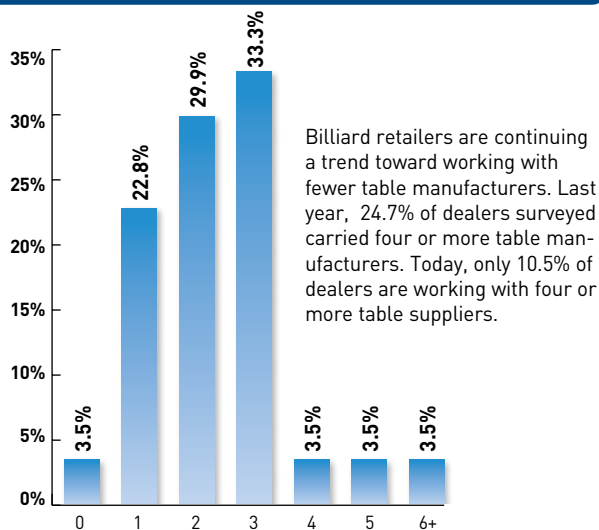
IF YOU TAKE ORDERS VIA YOUR WEBSITE, WHICH OF THE FOLLOWING PAYMENT OPTIONS DO YOU ACCEPT?

	2010	2011	Difference
Credit Card	96.7%	94.7%	-3.0%
PayPal or Google Checkout	46.6%	79.0%	32.4%
Debit Card	53.3%	63.2%	9.9%
Money Order	44.7%	21.1%	-23.6%
Check	43.3%	21.1%	-22.2%
Electronic Funds Transfer	26.7%	21.1%	-5.5%
Instant Financing	3.3%	10.5%	7.2%
C.O.D.	13.3%	0.5%	-12.8%

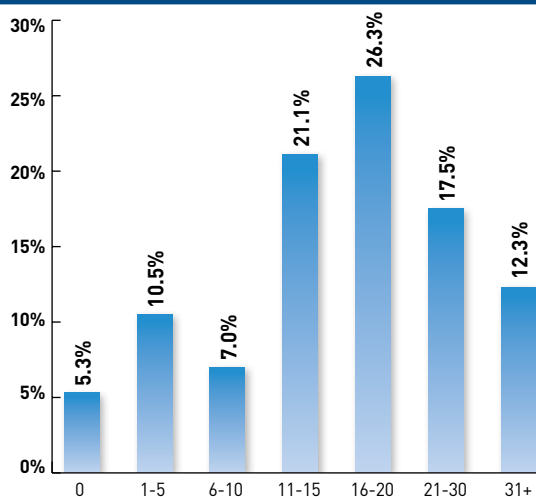
As some billiard retailers become more adept at e-commerce, the industry is seeing a move away from paper currency (such as checks and money orders) to electronic forms of payment. Although credit cards have always been the dominant form of online currency, this past year saw a huge increase in billiard retailers using PayPal or Google Checkout to make online purchases easy and secure for their customers.

Interestingly, online instant financing is three times more popular this year, indicating that banks have finally started making credit available during the sluggish economic recovery.

HOW MANY BILLIARD TABLE MANUFACTURERS DO YOU CARRY?



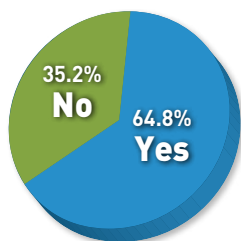
ON AVERAGE, HOW MANY TABLES DO YOU DISPLAY IN EACH STORE?



Billiard retailers appear to be beefing up their table displays after trimming inventory during the recession. In 2009, almost 29% of dealers surveyed displayed five or fewer billiard tables. Today, that percentage has dropped to almost 16%. Meanwhile, survey respondents displaying 16 or more tables has increased to 56.1%, up from 46.6% in 2009. That said, it's possible those dealers that have survived the recession are the ones that have always displayed more product, and a higher percentage of them are still in business today to take the survey.

DO YOU SELL USED BILLIARD TABLES?

The recession has prompted a lot of consumers to search and settle for a used billiard table, which in turn has encouraged more billiard retailers to get into the used table business. Almost two out of three survey respondents now sell used billiard tables. Of those, 67.7% reported an increase in used table sales in 2010.



HOW MANY BILLIARD TABLES DID YOU SELL?

	2009	2010	% Change
High	600	600	0.0%
Low	0	0	0.0%
Median	70	100	42.9%
Average	104	138	32.7%

The median number of billiard tables sold increased from 70 in 2009 to 100 in 2010. The median represents the middle of all survey respondents and is a more accurate representation of the "typical" dealer than a straight average would represent.

Though 2010 was a better year for some retailers, that doesn't fully explain these significant increases. It's important to note that many struggling dealers are no longer in business, so their poor performance isn't reflected in the survey statistics. Therefore, the average number of units sold is up for surviving dealers, but that doesn't mean the industry's total unit sales are on the rise. In fact, 6 out of 10 survey respondents reported a decline in 2010 unit sales.

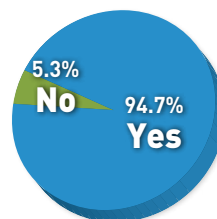
Nevertheless, today's retailers are a healthier bunch than a couple of years ago. Last year, survey respondents reported anywhere from an 80% decrease to an 80% increase in 2009 billiard table sales. This year, however, survey respondents reported anywhere from a 60% decrease to a 110% increase in 2010 billiard table sales. In short, as a group, dealers are reporting less dire decreases and more promising increases.

WHAT IS YOUR AVERAGE RETAIL PRICE FOR A BILLIARD TABLE?

	2010	2011	% Change
High	\$4,000	\$3,000	-25.0%
Low	\$1,200	\$1,500	25.0%
Median	\$2,500	\$2,354	-5.8%
Average	\$2,404	\$2,482	3.2%

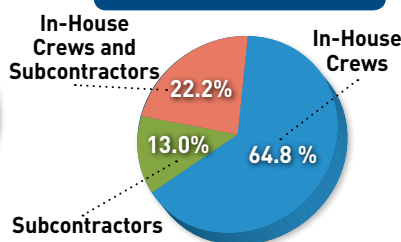
Retailers seem to be homing in on a sweet spot when it comes to pricing billiard tables. The disparity between the high and low average prices has shrunk greatly over the past year, although the median average price has dipped slightly.

DO YOU PROVIDE TABLE DELIVERY AND INSTALLATION?



The vast majority of billiard dealers provide delivery and installation of billiard tables. However, fewer retailers are exclusively using in-house crews, choosing to use a combination of in-house crews and subcontractors. The percentage of survey respondents using both in-house crews and subcontractors increased to 22.2% this year, up from 10 percent in 2010 and 15.7% in 2009. One explanation is that dealers would prefer to keep deliveries in-house, but they can't afford to employ delivery crews when sales are low. So until sales pick up, they're relying more on subcontractors.

WHO DELIVERS AND INSTALLS THE TABLES YOU SELL?





HOW MUCH DO YOU CHARGE TO DELIVER AND INSTALL A BILLIARD TABLE?

High	\$500
Low	\$99
Median	\$275
Average	\$286

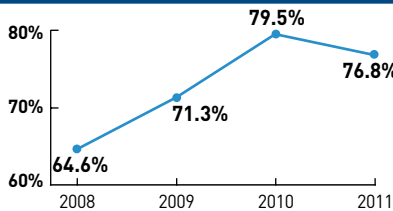
Many dealers include the cost of delivery and installation in the price of the tables they sell. Among those who charge separately for the service, the average fee has remained virtually unchanged after falling slightly during the recession.

HOW MUCH DO YOU CHARGE TO RE-CLOTH A BILLIARD TABLE?

High	\$550
Low	\$150
Median	\$316
Average	\$337

The fee for re-clothing a billiard table ranges from \$150 to \$550 among dealers surveyed this year, with the median charge being \$316. The wide disparity is partly the result of some retailers using more costly materials than others. Industry wide, however, the average charge for re-clothing a table has remained steady for several years.

DEALERS OFFERING IN-SHOP CUE REPAIR



More than 3 out of 4 dealers offer cue repair services in their stores. Although down slightly from last year, this represents a 12.2% increase since 2008.

HOW MANY CUES DID YOU SELL?

	2009	2010	% Change
High	2,500	3,350	34.0%
Low	0	7	NA
Median	300	479	59.7%
Average	470	245	-47.9%

The median number of cues sold increased from 300 in 2009 to 479 in 2010. However, the average dropped significantly, from 470 in 2009 to 245 in 2010.

Roughly 57% of this year's survey respondents reported a decline in the number of cues sold in 2010.

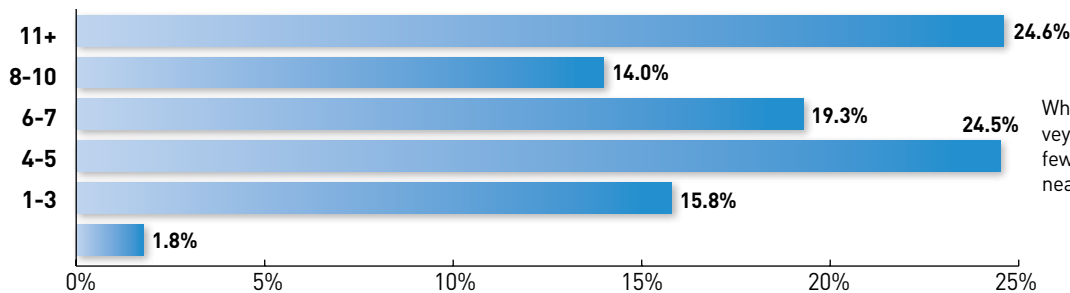
Dealers reported anywhere from a 90% decrease to a 100% increase in 2010 cue sales, illustrating the wide range of experiences dealers are having — especially in light of the hyper-competitiveness of online cue retailers. (Note that this year's survey only includes brick-and-mortar stores, many of which sell online. However, online-only retailers were excluded from this year's survey to better assess what's happening in physical stores.)

WHAT IS YOUR AVERAGE RETAIL PRICE FOR A CUE?

	2010	2011	% Change
High	\$350	\$250	-28.6%
Low	\$40	\$25	-37.5%
Median	\$100	\$100	0.0%
Average	\$123	\$106	-13.8%

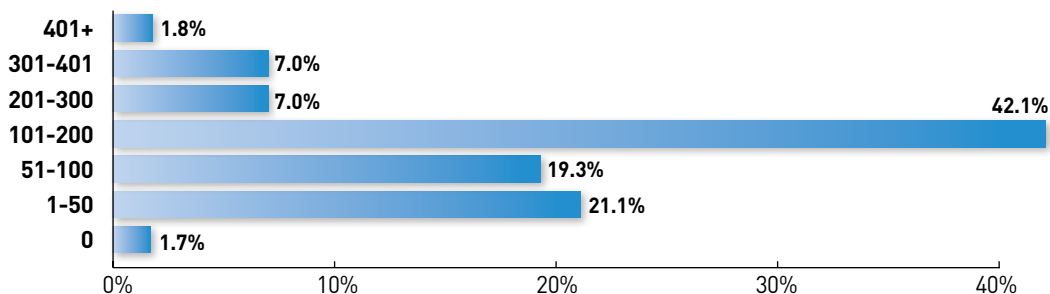
Retailers have become very aggressive in their pricing to sell more cues. Indeed, the range between the high and low ends of the cue market is shrinking as some price points have been steadily lowered to appeal to frugal shoppers. Whereas the highest average price for a cue was \$500 in 2009, that dropped to \$350 in 2010 and plummeted to \$250 this year. Although the median average price has remained steady, the "average" average price is at an all-time low of \$106.

HOW MANY CUE MANUFACTURERS DO YOU CARRY?



While roughly 40% of surveyed dealers carry five or fewer cue manufacturers, nearly 25% carry 11 or more.

HOW MANY CUES DO YOU DISPLAY?



Surveyed retailers are increasingly concerned about not having too much money tied up in inventory, and nowhere is that more evident than in the number of cues they're willing to display in their showrooms. Whereas nearly 24% of dealers displayed 200 or more cues in 2009, only 15.8% of dealers display that many today.

WHAT PERCENTAGE OF GROSS SALES DO YOU SPEND ON ADVERTISING?

High	20%
Low	0%
Median	5.5%
Average	6.4%

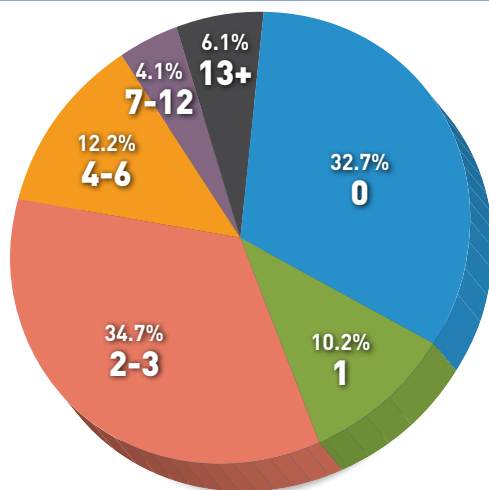
On average, survey respondents spend 6.4% of gross sales on advertising.

WHICH ADVERTISING MEDIA DO YOU USE?

Medium	% of Respondents
Yellow Pages	70.4%
Newspapers	56.8%
Radio	47.7%
Internet (other than own site)	52.2%
Cable TV	29.5%
Home Shows	38.6%
Broadcast TV	25.0%
City/Regional Magazine	27.2%
Direct Mail	29.5%
E-mail Marketing	18.1%
Newsletter (digital/E-mailed)	9.0%
Newsletter (printed/mailed)	6.8%
Billboards	18.1%
Blogs	6.8%

With newspaper's struggling with online readership and declining print circulations, it's no surprise that fewer billiard retailers are turning to newspaper when planning their advertising campaigns. Direct mail, with its high production and postage costs, is also losing favor with billiard retailers. The same goes for cable and broadcast TV. However, more dealers are exploring Internet opportunities beyond their own websites. Survey respondents are also using billboards more than they did a year ago.

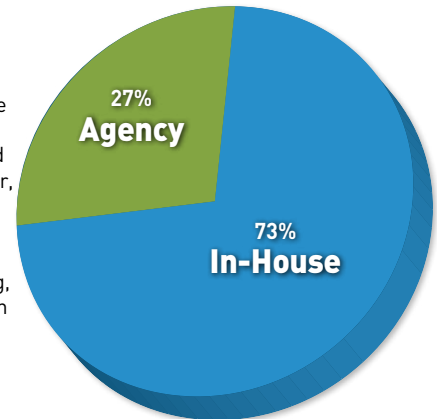
HOW MANY SALES EVENTS DO YOU HOLD EACH YEAR? (Percent of Respondents)



Surprisingly, a third of survey respondents don't hold any special sales events. On the flip side, roughly 6% hold 13 or more sales events a year.

DO YOU DO YOUR OWN ADVERTISING IN-HOUSE OR DO YOU HIRE AN AGENCY?

A growing minority of billiard retailers understand the value of professionally produced and placed advertising. This year, 27 percent of survey respondents said they use an agency to handle advertising, up from just 11.5% in 2009.



Best Advertising Media

(Ranked by how often they appeared in respondents' top three)

More than **40%** of survey respondents listed the Internet among their top three advertising media. About a third of dealers still think highly of the Yellow Pages, and about **30%** listed radio and newspapers among their top three. Not a single survey respondent listed printed and mailed store newsletters among their top three advertising media, even though almost **7%** of dealers surveyed still publish one.

- 1 Internet advertising
- 2 Yellow Pages display ad
- 3 Radio
- 4 Newspapers
- 5 Direct mail postcards/flyers
- 6 Broadcast TV
- 7 Home shows
- 8 Cable/satellite TV
- 9 E-mail marketing
- 10 City/regional magazines
- 11 Billboards
- 12 Store newsletters (digital/E-mailed)
- 13 Blogging
- 14 Store newsletters (printed/mailed)

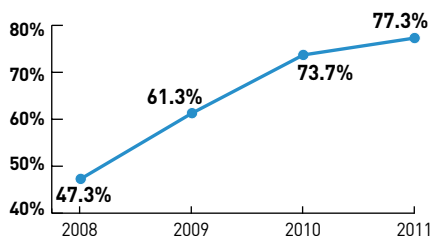


WHAT PERCENTAGE OF SALES IS ATTRIBUTED TO THE CHRISTMAS SELLING SEASON?

On average, billiard retailers report getting 23.6% of their annual sales revenue from the Christmas selling season. This is a slight dip from the past few years, possibly a result of consumers spreading out their holiday purchases and waiting for post-holiday sales before buying.

High	67.0%
Low	5.0%
Median	22.5%
Average	23.6%

PERCENTAGE OF BILLIARD RETAILERS OFFERING GIFT CARDS



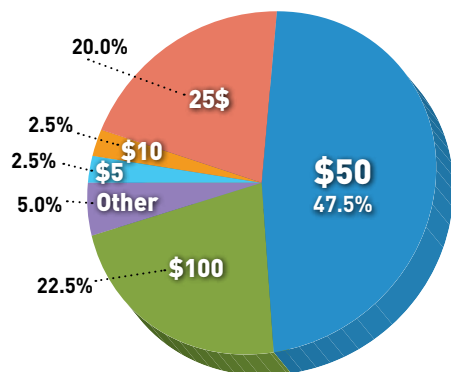
The number of billiard retailers offering gift cards has steadily grown over the past few years as dealers grasp their profit potential.

IF YOU SELL GIFT CARDS, HOW MANY DID YOU SELL IN 2010?

While one dealer sold 210 gift cards in 2010, other survey respondents sold none. The typical, or median, dealer sold 15 gift cards in 2010, down from 20 in 2009.

High	210
Low	0
Median	15
Average	29

WHAT WAS THE MOST COMMON VALUE OF THE GIFT CARDS SOLD IN 2010?



The most popular gift card value in 2010 was \$50.

WHICH OF THE FOLLOWING TRADE SHOWS DO YOU PLAN TO ATTEND IN 2011?

0.0% **Hearth, Patio and Barbecue Expo**
(March 3-5, 2011, Salt Lake City)

82.9% **BCA International Billiard & Home Entertainment Expo**
(July 13-15, 2011, Las Vegas)

9.8% **Casual Furniture & Accessories Market**
(Sept. 12-15, 2011, Chicago)

7.3% **International Pool/Spa/Patio Expo**
(Nov. 2-4, 2011, Las Vegas)

Travel budgets remain tight, and billiard retailers continue to cut back on trade show attendance. In fact, projected attendance by billiard retailers is down for all four shows measured in the survey.

By a margin of 3-to-1, survey respondents said that they'd be willing to participate in a virtual tradeshow, which would allow them to meet with vendors and colleagues via an interactive web-based online event, thereby reducing time away from their stores and saving on travel expense. When asked how much they'd be willing to pay to attend this kind of live event, responses ranged from \$0 to \$500, with the median response being \$22.50.

WHY DO YOU ATTEND TRADE SHOWS?

	Not Important	Somewhat Important	Very Important
Discover new products	0.0%	19.4%	80.6%
Network with industry colleagues	9.7%	35.5%	54.8%
Make early buys/place orders	22.6%	48.4%	29.0%
Attend seminars/educational events	32.1%	50.0%	17.9%

Trade shows are still important for networking and placing orders, but the most important thing for dealers is discovering new products.



Methodology

From January through April 2011, ads ran in *Billiard Retailer* encouraging dealers to take part in the online survey. In addition, E-mail invitations were sent to subscribers and trade show attendees. More than 100 surveys were submitted, but some were only partially completed. Thus, some questions are based on fewer responses than others. We encourage every billiard dealer to take the survey, which can be found on our website at www.billiardretailer.com. The 2012 survey will be available in January.