



# The 2011 CBA State of the Industry Report

Each year, as the Association for the Christian Retail Channel, CBA compiles the annual State of the Industry report. This year's report has been compiled based on 167 anonymous survey responses based on sales and operations data from the 2010 calendar year. The data contained in this survey is historical in that it details what the industry has seen over the past year. However, it is also a report utilized by many to make plans for the future based on industry trends and practices utilized by others to achieve positive results.

## Who can purchase the final survey results?

The 2011 CBA State of the Industry Report is available as follows:

### Retail Segment

- FREE to all CBA member retailers who participated in the survey
- \$39 to all CBA member retailers who did not participate in the survey
- \$59 to all non-member retailers who participated in the survey
- Not available to non-member retailers who did not participate in the survey

### Supplier Segment

- \$79 to all CBA member suppliers
- Not available to non-member suppliers

To place an order, please check the appropriate box above, and then return this form to CBA with your payment. Upon receipt of payment for your order, the report will be emailed to you in PDF format.

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