

4th Annual 2009 U.S. Small Business Valentine's Day Outlook Survey



Questions Asked Consistently Year-Over-Year:

Do you anticipate a strong Valentine's Day season in sales for your business?

	2009	2008	2007
Yes	24%	46%	37%
No	76%	54%	63%

Are you planning any promotional offers for Valentine's Day?

	2009	2008	2007
Yes	47%	68%	53%
No	53%	32%	47%

How much do your customers (per individual) typically spend on Valentine's Day gifts?

	2009	2008	2007
Less than \$25	46%	39%	53%
Between \$25 and \$50	21%	25%	20%
Between \$51 and \$75	11%	15%	12%
Between \$76 and \$100	10%	9%	7%
More than \$100	12%	12%	8%

What marketing methods will you use to promote your Valentine's Day offerings? ("Check all that apply" in 2007 versus "Choose One" in 2008/2009.)

	2009	2008	2007
Email Marketing	40%	42%	66%
Online Marketing	16%	20%	32%
Flyers	3%	12%	16%
Direct Mail	11%	9%	16%
Advertising (TV, radio, or newspaper)	8%	7%	12%
Other	22%	8%	32%

New Questions or Questions Changed in 2009:

What do you think will be the most popular item during this year's Valentine's season? (Survey options varied year over year.)

	2009	2008	2007
Flowers	58%	41%	51%
Dinner	N/A	23%	18%
Jewelry	6%	18%	15%
Chocolate	15%	14%	14%
Clothing	N/A	4%	2%
Electronics	2%	N/A	N/A
Books/Music	3%	N/A	N/A

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Do you expect your customers to scale back their spending for this Valentine's Day?

	2009	2008	2007
Yes	72%	N/A	N/A
No	28%	N/A	N/A

How do you feel about the economy overall?

	2009	2008	2007
Extremely Positive	3%	N/A	N/A
Positive	23%	N/A	N/A
Neutral	26%	N/A	N/A
Negative	38%	N/A	N/A
Extremely Negative	10%	N/A	N/A

Do you feel more positive, more negative, or the same about the state of the economy than you did six months ago?

	2009	2008	2007
Much More Positive	3%	N/A	N/A
More Positive	16%	N/A	N/A
Same	25%	N/A	N/A
More Negative	44%	N/A	N/A
Much More Negative	12%	N/A	N/A

Typically, do your male or female customers spend more on Valentine's Day gifts?

	2009	2008	2007
Men	60%	N/A	N/A
Women	40%	N/A	N/A

When do you think the economy will return to full health?

	2009	2008	2007
Already returned to normal	1%	N/A	N/A
3 months	3%	N/A	N/A
6 months	10%	N/A	N/A
1 year	25%	N/A	N/A
More than a year	60%	N/A	N/A

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Questions Asked in Prior Years:

Do you think that, in general, consumers will be making more purchases online for Valentine's Day in 2008? (Compare to the "scale back their spending" question asked in 2009.)

	2009	2008	2007
Yes	N/A	59%	64%
No	N/A	41%	36%