



3rd Annual 2008 U.S. Small Business Valentine's Day Outlook Survey

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

	2008	2007
Yes	46%	37%
No	54%	63%

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

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

What marketing methods will you use to promote your Valentine's Day offerings?
(Check all that apply)

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



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Do you think that, in general, consumers will be making more purchases online for Valentine's Day in 2008?

	2008	2007
Yes	59%	64%
No	41%	36%

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

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

What do you think will be the most popular item during this year's Valentine's season?

	2008	2007
Flowers	41%	51%
Dinner	23%	18%
Jewelry	18%	15%
Chocolate	14%	14%
Clothing	4%	2%



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How would you describe the majority of your Valentine's Day customers?

They make their purchases...

2008

More than 1 week before Valentine's Day	43%
The week of Valentine's Day	46%
The day of Valentine's Day	11%

Survey Methodology

The 2008 U.S. Small Business Valentine's Day Outlook survey was conducted through targeted online distribution to U.S. small business owners, who are current customers of Constant Contact, recording results from more than 600 respondents. The survey was conducted from December 31, 2007 through January 9, 2008.