

## 5<sup>th</sup> Annual 2009 U.S. Small Business Holiday Outlook Survey

### How would you describe yourself?

	2007	2008	2009
I'm a small business owner	65%	58%	69%
I work for a small business (only an option in 2008 and 2009)	NA	22%	19%
I work for an association or nonprofit	15%	12%	6%
I'm an independent consultant	11%	4%	5%
None of the above (please specify)	9%	4%	1%

### How many people does your business employ?

	2007	2008	2009
1	28%	18%	24%
2-10	56%	49%	51%
11-25	10%	14%	14%
26-50	4%	8%	5%
51+	2%	11%	5%

### Is your business on the Internet?

	2007	2008	2009
My business is primarily a physical store, but I have an informational website	42%	50%	48%
My business is primarily a physical store, but I also conduct sales online	25%	32%	28%
My business is 100% online-based	28%	13%	17%
My business does not have a website but has a social media presence (only an option in 2009)	NA	NA	3%
My business does not have a website	5%	4%	4%

### How important are the December holidays to your yearly earnings?

	2007	2008	2009
Extremely important	30%	29%	21%
Very Important	17%	20%	17%
Important	17%	18%	19%
Moderately important	16%	18%	23%
Not important at all	20%	15%	20%

### What percentage of your business is from online sales?

	2007	2008	2009
0-10%	58%	34%	39%
11-25%	12%	21%	18%
26-50%	8%	12%	11%
51-75%	7%	11%	9%
76-100%	15%	23%	23%

**When do you typically begin your holiday marketing efforts?**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
3 months or more before Christmas	33%	28%	25%
Two months before Christmas	30%	34%	33%
One month before Christmas	11%	15%	17%
Less than one month before Christmas	2%	2%	3%
I do not do holiday-specific marketing	24%	20%	21%

**Will you begin marketing for this holiday season earlier than you did last year?**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
Yes	42%	53%	44%
No	58%	47%	56%

**What marketing methods will you use to promote your holiday season offerings? (check all that apply)**

Email marketing	86%	60%	89%
Direct Mail	29%	27%	31%
Flyers	30%	26%	32%
Advertising (TV, radio, or newspaper)	26%	21%	26%
Online marketing/Banner ads	38%	19%	27%
Social Media (first asked in 2009)	NA	NA	54%
Other	18%	8%	22%

**Do you plan to hire workers for this year's holiday season?**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
Yes	19%	16%	13%
No	81%	84%	87%

**Are you planning to have a holiday party for your business or office this year?**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
Yes	48%	50%	42%
No	52%	50%	58%

**Did you have a holiday party for your business or office last year?**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
Yes	34%	46%	37%
No	66%	54%	63%

**Are you planning to give your employees holiday bonuses this year?**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
Yes	42%	35%	31%
No	58%	65%	69%

**Did you give your employees holiday bonuses last year?**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
Yes	34%	37%	31%
No	66%	63%	69%

**How do you rate your current confidence level in the overall economy?**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
Excellent	7%	3%	5%
Good	47%	22%	30%
Neutral (an option in only 2009's survey)	NA	NA	33%
Fair	37%	44%	27%
Poor	9%	30%	4%