



2007 Small Business Holiday Outlook Survey Results

What are small businesses like yours expecting from the 2007 holiday season? Constant Contact's® 3rd annual Holiday Outlook Survey has the answers. More than 2,000 small business across the United States participated in this in-depth survey. The results include their expectations for the 2007 holiday season — including sales forecasts, confidence levels, and marketing plans.

We hope this information will serve as a valuable tool for your business during this holiday season and beyond.

Happy and successful holidays!

Your Constant Contact Team



Holiday Season Expectations

Do you anticipate a strong holiday season in sales for your business?

	2007	2006
Yes	63%	62%
No	37%	38%

How important are the December holidays to your yearly earnings?

Extremely important	30%
Very important	17%
Important	17%
Moderately important	16%
Not important at all	20%

Do you think that, in general, consumers will be making more purchases online for the holidays in 2007?

Yes	74%
No	26%

Holiday Season Marketing

When do you typically begin your holiday marketing efforts?

Three months or more before Christmas	33%
Two months before Christmas	30%
One month before Christmas	11%
Less than one month before Christmas	2%
I do not do holiday-specific marketing	24%

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

Yes	42%
No	58%

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

Email Marketing	87%
Online Marketing	38%
Flyers	30%
Direct Mail	29%
Advertising (TV, radio or newspaper)	26%

**Which of the below methods has the greatest impact on driving sales
for your business?**

Email marketing	35%
Other	25%
Online marketing	14%
Direct mail	11%
Advertising (TV, radio or newspaper)	10%
Flyers	5%

Holiday Sales Concerns

Which do you feel is most likely to negatively affect your holiday sales?

Competition from large retailers	39%
Credit concerns	27%
Housing market	18%
High energy costs	16%

How concerned are you that the economy will hurt your holiday sales?

I'm very concerned	16%
I'm moderately concerned	27%
I'm slightly concerned	29%
No, I'm not concerned	28%

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

	2007	2006
Excellent	7%	9%
Good	47%	49%
Fair	34%	34%
Poor	8%	8%

Hiring Plans

Do you plan to hire workers for this holiday season?

Yes	19%
No	81%

Year-End Employee Recognition

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

	2007	2006
Yes	48%	47%
No	52%	53%

Are you planning to give your employees bonuses this year?

	2007	2006
Yes	42%	39%
No	58%	61%

Survey Methodology

The 2007 Small Business Holiday Outlook survey was conducted from September 17 – October 1, 2007 through targeted online distribution to U.S. small businesses who are current customers of Constant Contact. Results were recorded from more than 2,000 respondents.