

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**N = 70, 9/14 - 10/06/09****Please indicate your company's deadline for the following shipping orders to be received by Friday, December 25th.**

	2009		2008		2007	
	Percentage	Cumulative	Percentage	Cumulative	Percentage	Cumulative
STANDARD						
Prior to December 13th	3.8%	3.8%	4.3%	4.3%	6.6%	6.6%
December 14th	7.5%	11.3%	0.0%	4.3%	17.6%	24.2%
December 15th	5.7%	17.0%	14.9%	19.2%	6.6%	30.8%
December 16th	5.7%	22.6%	17.0%	36.2%	5.5%	36.3%
December 17th	5.7%	28.3%	10.6%	46.8%	15.4%	51.6%
December 18th	34.0%	62.3%	10.6%	57.5%	15.4%	67.0%
December 19th	11.3%	73.6%	10.6%	68.1%	11.0%	78.0%
December 20th	11.3%	84.9%	10.6%	78.7%	13.2%	91.2%
December 21st	9.4%	94.3%	10.6%	89.4%	8.8%	100.0%
December 22nd or after	5.7%	100.0%	10.6%	100.01%		
EXPRESS TWO-DAY						
December 21st	61.2%	61.2%	61.9%	61.9%	73.4%	61.2%
December 22nd	32.7%	93.9%	31.0%	92.9%	17.7%	91.1%
December 23rd	6.1%	100.0%	7.1%	100.0%	8.9%	100.0%
EXPRESS ONE DAY/OVERNIGHT						
December 21st	14.6%	14.6%	15.0%	15.0%	N/A	N/A
December 22nd	31.3%	45.8%	35.0%	50.0%	N/A	N/A
December 23rd	50.0%	95.8%	47.5%	97.5%	83.6%	83.6%
December 24th	4.2%	100.0%	2.5%	100.0%	16.4%	100.0%

If your company plans to offer a free STANDARD shipping promotion, please indicate the last day customers can place an order and take advantage of the offer.

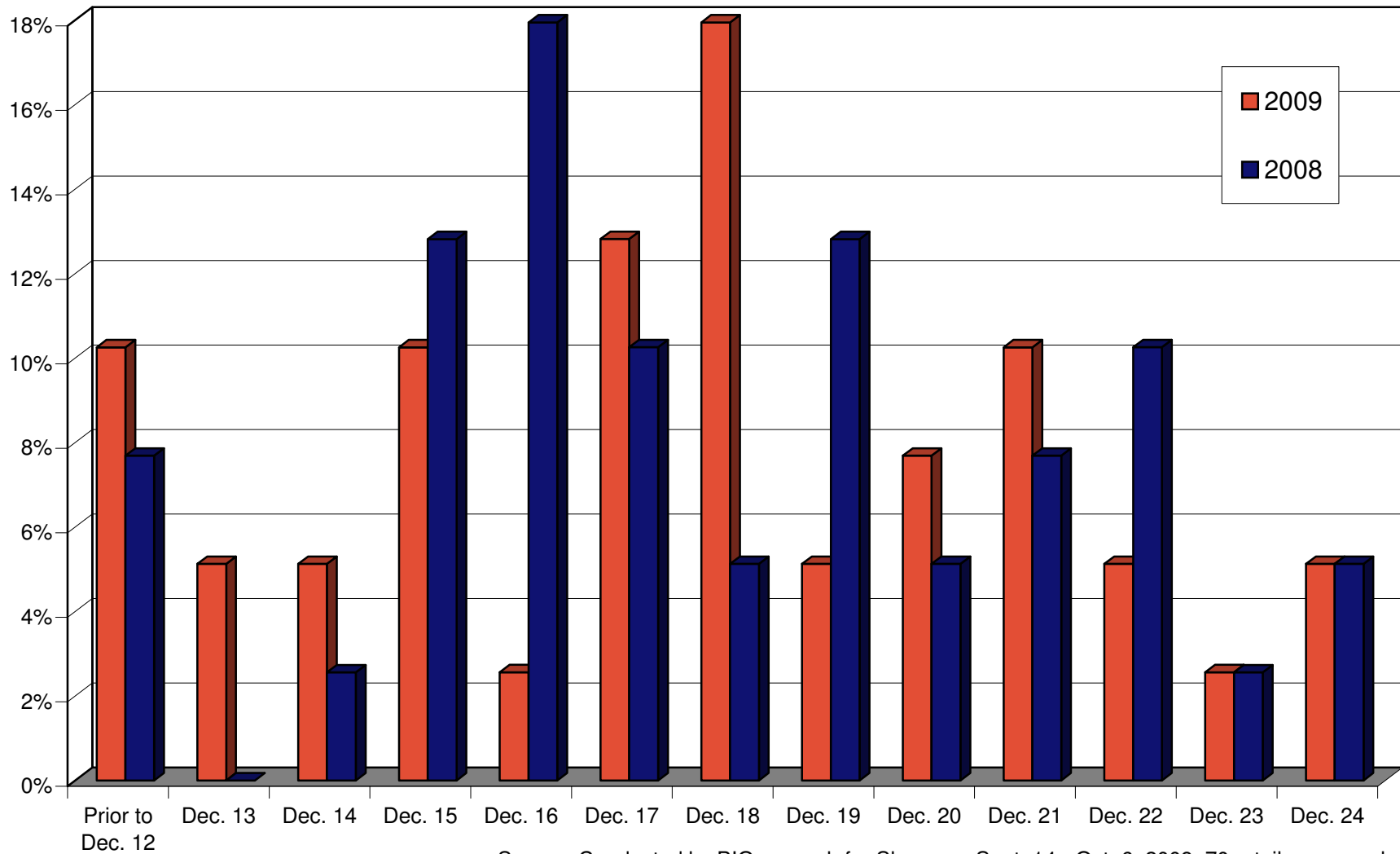
Prior to Dec. 12	10.3%	10.3%	7.7%	7.7%	20.9%	20.9%
Dec. 13	5.1%	15.4%	0.0%	7.7%	0.0%	20.9%
Dec. 14	5.1%	20.5%	2.6%	10.3%	17.9%	38.8%
Dec. 15	10.3%	30.8%	12.8%	23.1%	3.0%	41.8%
Dec. 16	2.6%	33.3%	18.0%	41.0%	3.0%	44.8%
Dec. 17	12.8%	46.2%	10.3%	51.3%	11.9%	56.7%
Dec. 18	17.9%	64.1%	5.1%	56.4%	19.4%	76.1%
Dec. 19	5.1%	69.2%	12.8%	69.2%	4.5%	80.6%
Dec. 20	7.7%	76.9%	5.1%	74.4%	7.5%	88.1%
Dec. 21	10.3%	87.2%	7.7%	82.1%	3.0%	91.1%
Dec. 22	5.1%	92.3%	10.3%	92.3%	0.0%	91.1%
Dec. 23	2.6%	94.9%	2.6%	94.9%	1.5%	92.5%
Dec. 24	5.1%	100.0%	5.1%	100.0%	7.5%	100.0%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**N = 70, 9/14 - 10/06/09**

If your company plans to offer a free or upgraded EXPEDITED shipping promotion, please indicate the last day customers can place an order and take advantage of the offer. (Choose only one)

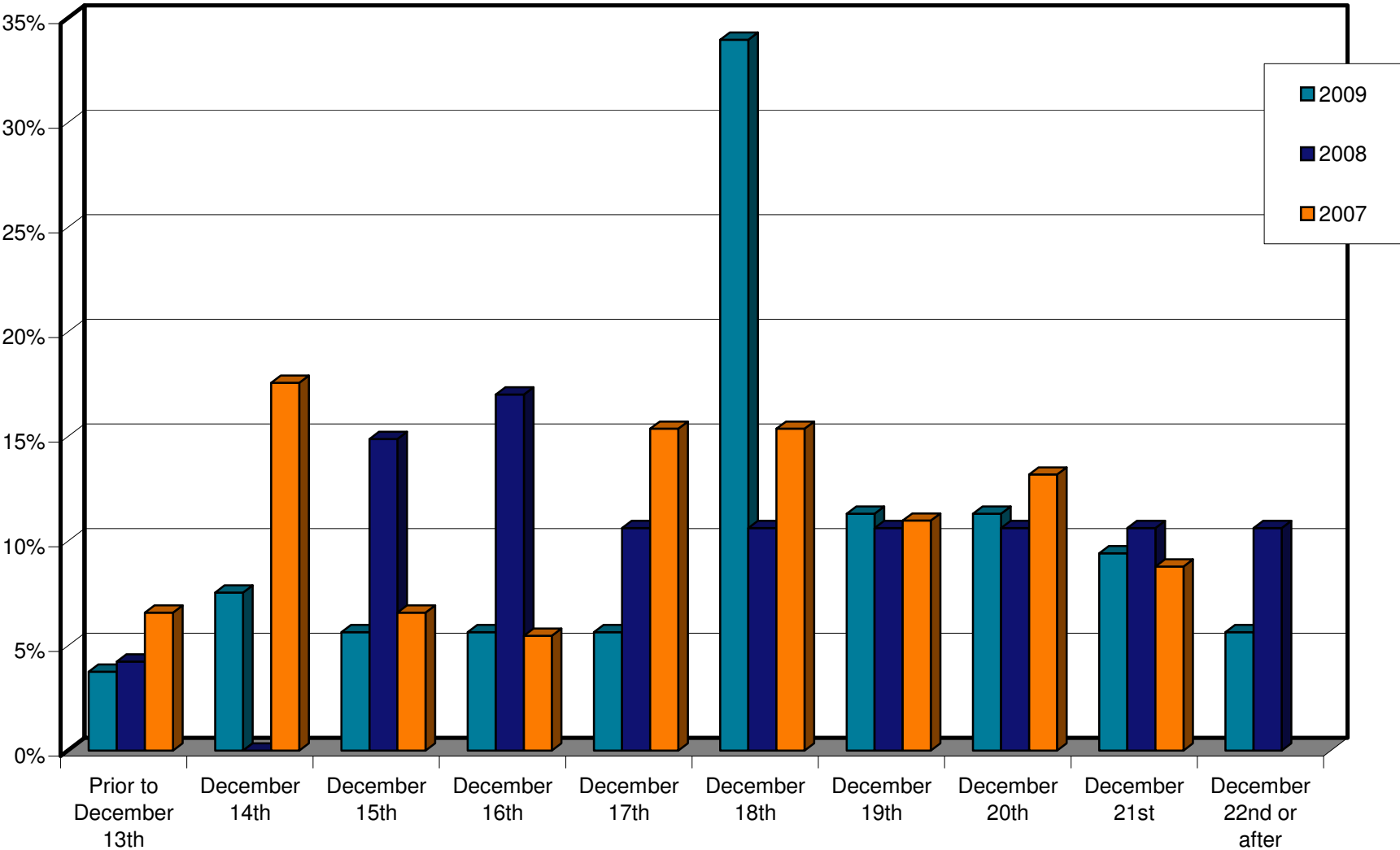
December 20th	16.1%	16.1%	11.2%	11.2%	42.0%	42.0%
December 21st	22.6%	38.7%	33.3%	44.5%	32.0%	74.0%
December 22nd	38.7%	77.4%	33.3%	77.8%	8.0%	82.0%
December 23rd	22.6%	100.0%	22.2%	100.0%	16.0%	98.0%
					Other	2.0%
						100.0%

Last Day Retailers Will Offer Free Standard Shipping for Delivery by Christmas



Source: Conducted by BIGresearch for Shop.org, Sept. 14 - Oct. 6, 2009. 70 retailer respondents.

Expiration Dates of Standard Shipping for Christmas Delivery



Source: Conducted by BIGresearch for Shop.org, Sept. 14 - Oct. 6, 2009. 70 retailer respondents.