Source: BIGinsight™, Shop.org Merchant Pre-Holiday Survey #2 2012

N = 40, 9/25 - 10/11/12 **Raw Data**

Please indicate your company's deadline for the following shipping orders to be received by Tuesday, December 25th:

STANDARD		
Prior to December 15th	5	14.3%
December 16th	5	14.3%
December 17th	6	17.1%
December 18th	6	17.1%
December 19th	6	17.1%
December 20th	5	14.3%
December 21st	2	5.7%
December 22nd or after	0	0.0%
Total	35	100.0%

EXPRESS TWO-DAY		
December 21st	24	85.7%
December 22nd	4	14.3%
Total	28	100.0%

EXPRESS ONE DAY/OVERNIGHT		
December 21st	11	35.5%
December 22nd	16	51.6%
December 23rd	4	12.9%
Total	31	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.

No free standard shipping	0	0.0%
Prior to December 12th	1	3.2%
December 13th	0	0.0%
December 14th	3	9.7%
December 15th	2	6.5%
December 16th	4	12.9%
December 17th	7	22.6%
December 18th	6	19.4%
December 19th	1	3.2%
December 20th	2	6.5%
December 21st	4	12.9%
December 22nd	0	0.0%
December 23rd	1	3.2%
Total	31	100.0%

If your company plans to offer a free or upgraded EXPEDITED shipping promotion, please

We will not offer free or upgraded expedited shipping	11	36.7%
December 20th	5	16.7%
December 21st	8	26.7%
December 22nd	4	13.3%
December 23rd	0	0.0%
Other (please specify)	2	6.7%
Total	30	100.0%

Which of the following describes your business? We are... (Choose only one)

Multi-channel primarily store based (more than 50% of sales from physical stores)	22	56.4%
Multi-channel primarily catalog based (more than 50% of sales from catalog)	4	10.3%
Multi-channel primarily online based (more than 50% of sales online)	4	10.3%
Multi-channel without a majority of sales from any single channel - physical store, catalog, or online	2	5.1%
Online pureplay (online only)	2	5.1%
Branded manufacturer	3	7.7%
Other (please specify)	2	5.1%
Total	39	100.0%

What was your annual revenue from the online channel in 2011? (Choose only one)

Less than $10 million	4	10.8%
Between $10 million and less than $50 million	11	29.7%
Between $50 million and less than $100 million	7	18.9%
Between $100 million and less than $250 million	1	2.7%
Between $250 million and less than $500 million	8	21.6%
Between $500 million and less than $1 billion	1	2.7%
More than $1 billion	5	13.5%
Total	37	100.0%

How long has your online business been in operation? (Choose only one)

Less than 1 year	0	0.0%
1 year to less than 2 years	0	0.0%
2 years to less than 5 years	4	10.5%
5 years to less than 8 years	7	18.4%
8 years to less than 10 years	4	10.5%
More than 10 years	23	60.5%
Total	38	100.0%