

McLAUGHLIN & ASSOCIATES
NATIONAL SURVEY - E-RETAILERS
OCTOBER 3, 2012

1. REGIONS

Total	106
NORTHEAST	16.2
MIDWEST	25.3
SOUTH	32.5
WEST	26.0

2. ARE YOU CURRENTLY...

Total	106
EMPLOYED, FULL-TIME	100.0

3. WHICH ONE OF THE FOLLOWING BEST DESCRIBES THE TYPE OF INDUSTRY YOUR ORGANIZATION WORKS IN?

Total	106
RETAIL/RETAIL STORE/ ERETAIL	100.0

4. DO YOU WORK FOR A RETAIL BUSINESS THAT HAS AN E-RETAIL WEBSITE WHERE IT SELLS MERCHANDISE AND PRODUCTS ONLINE?

Total	106
YES	100.0

5. ARE YOU INVOLVED IN MANAGING OR MAKING FINAL RECOMMENDATIONS OR DECISIONS ABOUT YOUR COMPANY'S E-RETAIL WEBSITE AND ONLINE SALES?

Total	106
YES	100.0

6. ABOUT HOW MUCH IN ONLINE SALES DOES YOUR COMPANY GENERATE ANNUALLY?

Total	106
UNDER 1 MILLION	14.5
1-9 MILLION	26.4
10-19 MILLION	13.4
20-49 MILLION	11.5
50-99 MILLION	10.5
100-249 MILLION	11.4
250-499 MILLION	6.6
OVER 500 MILLION	5.7
Mean	102.55

7. WHAT PERCENT OF YOUR BUSINESS' OVERALL SALES ARE FROM ONLINE PURCHASES?

Total	106
UNDER 25%	11.6
25-49%	52.8
50-74%	23.2
75-100%	12.4
Mean	46.81

8. ABOUT HOW LONG HAS YOUR COMPANY HAD AN E-RETAIL WEB SITE WHERE IT SELLS MERCHANDISE OR PRODUCTS ONLINE?

Total	106
LESS THAN 5 YEARS	25.1
5-9 YEARS	38.4
10-14 YEARS	30.3
MORE THAN 15 YEARS	4.7
DON'T KNOW	1.4
Mean	7.87

9. DOES YOUR BUSINESS HAVE A RETAIL STORE OR IS YOUR RETAIL DONE ALL ONLINE?

Total	106
ONLINE/RETAIL STORES	92.1
ONLY ONLINE	7.9

10. WHAT PERCENT OF YOUR BUSINESS' OVERALL HOLIDAY SALES ARE GENERATED FROM ONLINE SHOPPING?

Total	106
LESS 25%	15.5
25-49%	43.6
50-74%	30.9
75-100%	9.9
Mean	46.93

11. DO YOU EXPECT THIS YEAR'S ONLINE HOLIDAY SALES TO BE BETTER, ABOUT THE SAME OR WORSE THAN LAST YEAR?

Total	106
BETTER	45.6
SAME	45.3
WORSE	9.1

12. WHEN DOES YOUR COMPANY START PROMOTING THE HOLIDAY SEASON?

Total	106
BEFORE NOVEMBER	62.6
SEPTEMBER/EARLIER	15.4
IN OCTOBER	47.2
NOVEMBER/AFTER	37.4
NOV. /BEFORE	34.1
THANKSGIVING	
WEEK OF THANKSGIVING/	1.4
BLACKFRIDAY	
CYBER MONDAY	1.9

13. FOR HOLIDAY SALES, WHICH IS MORE IMPORTANT TO YOUR BUSINESS?

Total	106
BLACK FRIDAY	53.2
CYBER MONDAY	39.9
OTHER	6.9

14. DO YOU EXPECT THIS YEAR'S CYBER MONDAY TO BE MORE OR LESS IMPORTANT TO SHOPPERS THAN LAST YEAR?

Total	106
IMPORTANT	56.0
MUCH	21.3
SOMEWHAT	34.7
SAME AS LAST YEAR	39.7
SOMEWHAT	2.7
MUCH	1.6
LESS IMPORTANT	4.4

15. WHAT PERCENT OF YOUR COMPANY'S ANNUAL SALES ARE MADE ON CYBER MONDAY?

Total	106
LESS THAN 10%	22.5
10-25%	40.5
26-50%	27.2
51-75%	9.7
76-100%	-
Mean	24.46

16. WILL YOUR COMPANY BE HIRING MORE, ABOUT THE SAME OR FEWER HOLIDAY WORKERS THAN LAST YEAR?

Total	106
MORE	28.8
ABOUT THE SAME	64.7
FEWER	6.6

17. WILL YOUR COMPANY BE DOING ANY OF THE FOLLOWING THINGS TO IMPROVE THE ONLINE SHOPPING EXPERIENCE FOR THIS YEAR'S HOLIDAY SEASON?

Total	106
INCREASE COMP. CAPACITY	47.9
REDESIGN WEBSITE	44.1
ENSURE SECURITY	43.6
THIRD PARTY HOSTING	28.4
LAUNCH NEW APPS	24.7
OTHER	1.0
NO/NONE	18.6

18. WHAT STEPS HAS YOUR COMPANY TAKEN OR PLAN ON TAKING TO REDUCE OR ELIMINATE WEBSITE DOWNTIME FOR THE 2012 HOLIDAY SEASON?

Total	106
LOAD TEASTING	37.4
PRE-PLAN/THIRD PART HOST	34.6
WEBSITE REDUNDANCY	33.3
HIRE ADDITIOINAL IT STAFF	30.1
SERV./SPPR T W/OUTSIE IT	29.8
OTHER	1.6
NO/NONE	23.2

19. DID YOUR E-RETAIL WEBSITE EXPERIENCE ANY DOWNTIME FOR ANY REASON DURING LAST YEAR'S HOLIDAY SEASON?

Total	106
YES	18.3
NO	81.7

20. ABOUT HOW MUCH REVENUE WOULD YOU SAY YOUR BUSINESS LOST FROM YOUR E-RETAIL WEBSITE BEING DOWN?

Total Answering	19
LESS THAN \$500k	60.5
\$500k-1 MILLION	2.6
2-5 MILLION	19.2
6-10 MILLION	-
11-25 MILLION	6.2
26-50 MILLION	6.2
51-100 MILLION	-
MORE THAN 100 MILLION	5.2
DON'T KNOW	-
Mean	10.79

21. HOW MUCH REVENUE WOULD YOU ESTIMATE YOUR BUSINESS COULD LOSE IF YOUR E-RETAIL WEBSITE WAS DOWN FOR A DAY DURING THE HOLIDAY SEASON?

Total	106
LESS THAN \$500k	33.8
\$500k-1 MILLION	25.9
2-5 MILLION	19.2
6-10 MILLION	5.7
11-25 MILLION	3.4
26-50 MILLION	0.9
51-100 MILLION	3.2
MORE THAN 100 MILLION	6.2
DON'T KNOW	1.6
Mean	12.73