



REGIONAL OUTLOOK: 2004 Small Business Monitor by OPEN from American Express(SM)

Percentage of businesses planning to celebrate the holiday season with staff	North East	North Central	South	West	Small Business Overall
2004 Holiday Season (positive responses)	81%	86%	79%	82%	82%
2003 Holiday Season (positive responses)	84%	72%	77%	79%	78%
Do you plan to do any of the following for your staff during the upcoming holiday season?	North East	North Central	South	West	Small Business Overall
Give end-of-year bonuses	58%	46%	56%	40%	51%
Give raises	27%	29%	25%	22%	26%
Give time off	45%	46%	47%	47%	47%
Hold holiday party or get-together	49%	51%	54%	57%	53%
Take part in a volunteer activity as a group	20%	17%	24%	20%	21%
Give gifts	32%	42%	46%	46%	42%
Percentage of businesses planning to buy gifts for clients/customers for the holiday season	North East	North Central	South	West	Small Business Overall
2004 Holiday Season (positive responses)	63%	76%	67%	74%	69%
2003 Holiday Season (positive responses)	60%	54%	54%	61%	57%
What do you plan to buy for your clients/customers this holiday season?	North East	North Central	South	West	Small Business Overall
Fruit/food basket	16%	20%	23%	18%	20%
Wine/liquor	10%	12%	9%	12%	11%
Donation to charity on my clients' behalf	7%	11%	13%	17%	12%
Gift certificates for retail or restaurant	22%	24%	24%	24%	24%
Send card or calendar	31%	45%	42%	43%	41%
Unique (e.g. company-branded or monogrammed) items	23%	24%	23%	20%	22%
Flowers/plants	5%	13%	9%	8%	9%
Baked goods/nuts	<1%	1%	2%	1%	1%
How much do you think you will spend on holiday gifts for clients and customers this holiday season?	North East	North Central	South	West	Small Business Overall
Less than \$100	10%	12%	10%	5%	9%
\$100 - 249	9%	12%	17%	22%	16%
\$250 - 499	14%	11%	8%	14%	11%
\$500 - 999	17%	20%	16%	9%	15%
\$1,000 - 2,499	25%	20%	24%	20%	22%
\$2,500 +	5%	4%	4%	13%	6%
Avg. planned spend on gifts for clients and customers	\$1,008	\$792	\$840	\$1,101	\$923

Survey Methodology

The OPEN Small Business Network Semi-Annual Monitor, released each March and October, is based on a nationally representative sample of 773 small business owners/managers of companies with fewer than 100 employees. International Communications Research conducted the survey via telephone from September 13-27, 2004. The poll has a margin of error of +3.5%.