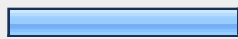

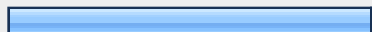



Holiday Spending Pulse

How have you changed holiday spending on customers and clients, if at all?			
		Response Percent	Response Count
Scaled back money spent on client gifts		35.3%	284
Increased money spent on client gifts		1.6%	13
No change		55.9%	450
Got creative, did something entirely different		7.2%	58
Comments			103
answered question			805
skipped question			46

Comments		
1	We are planning more personal, face-to-face thank you's vs. thank you gifts.	Oct 26, 2009 8:15 PM
2	Undecided	Oct 26, 2009 8:21 PM
3	We are in the pharma industry. We can't give gifts to clients.	Oct 26, 2009 8:23 PM
4	We have always sent a corporate holiday card to vendors and special relationship contacts, and we will continue to do that this year.	Oct 26, 2009 8:24 PM
5	Does not apply to my department.	Oct 26, 2009 8:24 PM
6	Sending Thanksgiving card with thanks for business and a list of our charitable community involvement due to their doing business with us.	Oct 26, 2009 8:25 PM
7	Government Contractor, this does not apply	Oct 26, 2009 8:25 PM
8	ditto	Oct 26, 2009 8:26 PM
9	The only thing we do are Christmas cards and we are still doing those. We do watch the amount we send and the price of the cards.	Oct 26, 2009 8:30 PM
10	Do not provide gifts to customers or clients.	Oct 26, 2009 8:30 PM
11	Giving to charity in honor of the client	Oct 26, 2009 8:30 PM
12	This is the 30th anniversary for our company, so we're having a big party for employees and customers.	Oct 26, 2009 8:31 PM
13	Not even sure we are doing client gifts this year.	Oct 26, 2009 8:33 PM
14	We are a non-profit and the gifts we provide are for needy client children.	Oct 26, 2009 8:34 PM
15	we have to stay in front of the customer especially this year-- I will send a special I am grateful for your business card at Thanksgiving.	Oct 26, 2009 8:34 PM
16	It's CHRISTMAS to us	Oct 26, 2009 8:34 PM
17	we do not send customers or clients anything from the office	Oct 26, 2009 8:35 PM
18	It will cost less in total but brought it in house to showcase our team's talents.	Oct 26, 2009 8:36 PM

Comments		
19	Pretty much "cards" only	Oct 26, 2009 8:37 PM
20	do not spend on constituents	Oct 26, 2009 8:37 PM
21	We don't do anything like that.	Oct 26, 2009 8:37 PM
22	N/a... No clients.	Oct 26, 2009 8:38 PM
23	Will send gifts but to fewer people who still spent this year and had no holiday open house this year as have had for 9 years	Oct 26, 2009 8:38 PM
24	No gifts this year. 60% behind plan	Oct 26, 2009 8:40 PM
25	Sent e-cards and made donations to local charities rather than giving random gifts.	Oct 26, 2009 8:40 PM
26	No client gifts this year	Oct 26, 2009 8:41 PM
27	We are going to try to scale back, but we all LOVE holiday shopping for our guests and clients.	Oct 26, 2009 8:41 PM
28	For the past few years we have only sent cards	Oct 26, 2009 8:42 PM
29	Rather than gift baskets and goodies, we will be making charitable contributions in our client's names.	Oct 26, 2009 8:43 PM
30	donate our holiday party budget to charity	Oct 26, 2009 8:43 PM
31	Don't know this info. I don't have access to holiday budgets.	Oct 26, 2009 8:44 PM
32	Began sending holiday cards last year to clients and colleagues and will continue to do so this year.	Oct 26, 2009 8:44 PM
33	As a nonprofit, we do not have a tradition of spending on customers/clients.	Oct 26, 2009 8:45 PM
34	Typically our brokers pay for gifts for their clients, and there has been no change in that policy. However, I am certain the money spent by the individual brokers will be scaled way back.	Oct 26, 2009 8:45 PM
35	Nonprofit who doesn't give "gifts", but honors our board with a nice dinner and party.	Oct 26, 2009 8:45 PM
36	In the words of Sam Walton when asked how the recession (of the 80's) was affecting him. "I choose not to participate"...	Oct 26, 2009 8:45 PM
37	No client gifts, they are all government	Oct 26, 2009 8:46 PM
38	Historically, we have not done any holiday spending on customers and clients.	Oct 26, 2009 8:46 PM
39	We are a non-profit. This question does not apply.	Oct 26, 2009 8:48 PM
40	We only send Christmas cards	Oct 26, 2009 8:50 PM
41	not applicable	Oct 26, 2009 8:50 PM
42	We are a state agency and do not provide gifts to clients.	Oct 26, 2009 9:00 PM
43	spend \$50 to \$75 on gifts for physicians on our medical staff	Oct 26, 2009 9:01 PM
44	We don't do holiday gifts, we just send a holiday card.	Oct 26, 2009 9:05 PM
45	Don't do anything.	Oct 26, 2009 9:11 PM
46	We are not allowed to buy gifts for customers or clients using taxpayers' monies.	Oct 26, 2009 9:15 PM
47	We will send out thank you's of some sort, but nothing expensive.	Oct 26, 2009 9:16 PM
48	Will still have Membership Christmas Party	Oct 26, 2009 9:18 PM
49	Instead of holiday cards (printing, mailing) we are sending ecards to save costs	Oct 26, 2009 9:22 PM
50	still considering creative ideas	Oct 26, 2009 9:26 PM
51	No Xmas money spent	Oct 26, 2009 9:28 PM
52	Again, we do not spend on customers.	Oct 26, 2009 9:28 PM
53	We made the decision not to have our annual holiday customer appreciation party this year due to the economy.	Oct 26, 2009 9:35 PM
54	We don't do spending on clients.	Oct 26, 2009 9:38 PM
55	budget was cut back	Oct 26, 2009 9:40 PM

Comments		
56	Since we are a non-profit, we do not give gifts to our client's unless they are donated to us.	Oct 26, 2009 9:50 PM
57	As a residential health care center, we provide gifts, decorations and a party for our residents, as well as a "Pamper You" party for their family members, with chair massage, wine and snacks, hand massage, etc.	Oct 26, 2009 9:51 PM
58	Same for clients; looking for something different for staff.	Oct 26, 2009 9:54 PM
59	We will be spending more on gifts, but mainly more rewards plan are implimented by our corporate marketing and by us at motel level	Oct 26, 2009 10:02 PM
60	We don't spend money on clients/participants.	Oct 26, 2009 10:15 PM
61	Don't spend on clients	Oct 26, 2009 10:24 PM
62	no traditional spending on customers/clients	Oct 26, 2009 10:24 PM
63	used art from our childrens program to creat recognition awards, gifts etc.	Oct 26, 2009 10:40 PM
64	Sending out electronic cards instead of physical holiday cards	Oct 26, 2009 10:49 PM
65	We have never given client gifts.	Oct 26, 2009 11:14 PM
66	didn't give gifts to customers in past	Oct 26, 2009 11:53 PM
67	More rewards, More community Involvement, upgrading the property during slow period.	Oct 27, 2009 12:32 AM
68	No gifts	Oct 27, 2009 2:40 AM
69	Our client gift list is short and our gift fairly inexpensive.	Oct 27, 2009 3:07 AM
70	we don't really spend on clients	Oct 27, 2009 3:12 AM
71	We do not have a history of customer/client gifts. We only send cards and do that at Thanksgiving.	Oct 27, 2009 8:09 AM
72	N/A	Oct 27, 2009 11:33 AM
73	We do not buy customer gifts, but we are hosting a holiday reception at a new venue.	Oct 27, 2009 11:53 AM
74	We will still do targeted Christmas cards and wine/ chocolate gifts.	Oct 27, 2009 12:53 PM
75	Too important - save elsewhere but nurture the client	Oct 27, 2009 1:25 PM
76	NA	Oct 27, 2009 1:41 PM
77	We are hosting a catered customer appreciation at our facility to show off our products, mfg processes and departments. We are working harder to show ourselves different than our competition.	Oct 27, 2009 1:53 PM
78	N/A	Oct 27, 2009 2:00 PM
79	Not applicable	Oct 27, 2009 2:09 PM
80	We do not do client gifts	Oct 27, 2009 2:13 PM
81	I'm not sure what the company has done.	Oct 27, 2009 2:15 PM
82	Our firm is sending e-cards this year instead of real holiday cards	Oct 27, 2009 2:19 PM
83	Don't know	Oct 27, 2009 2:20 PM
84	We do not send Christmas gifts.	Oct 27, 2009 3:04 PM
85	We're prohibited from giving things of value to customers.	Oct 27, 2009 3:11 PM
86	na	Oct 27, 2009 3:15 PM
87	We are restricted from giving gifts by the Texas Dept. of Insurance to our customers.	Oct 27, 2009 3:46 PM
88	We had our childcare kids make holiday cards to send instead of getting them printed.	Oct 27, 2009 3:49 PM
89	give very few gifts	Oct 27, 2009 4:09 PM
90	I believe our Sales department is continuing with general tradition there.	Oct 27, 2009 4:42 PM
91	Sending Thanksgiving/holiday season cards	Oct 27, 2009 4:46 PM

Comments		
92	Well we don't have as many servicing clients at this time but, we will continue to provide the same dollar amount as last year.	Oct 27, 2009 4:58 PM
93	We scaled back last year so we will increase our spending to previous levels this year.	Oct 27, 2009 5:13 PM
94	Bottling our own wine and giving gift baskets to customers who do not drink	Oct 27, 2009 6:34 PM
95	We don't generally give client gifts. We prefer to give charitable gifts.	Oct 27, 2009 6:53 PM
96	Did not spend as much on retail for clients to purchase.	Oct 27, 2009 7:48 PM
97	we get donations from outside sources	Oct 27, 2009 9:25 PM
98	N/A	Oct 28, 2009 1:19 PM
99	N/A	Oct 28, 2009 2:20 PM
100	We do a calendar but that's all	Oct 28, 2009 4:05 PM
101	I am still using the personalized calendars with clients names for the top clients. I have added an ornament, which is mailable with the card) for the next level of clients. The lower level will receive cards and mailing labels only.	Oct 28, 2009 7:16 PM
102	we provide financial gifts to several non-profits	Oct 29, 2009 4:22 PM
103	never sent gifts.	Oct 29, 2009 7:38 PM