

MRA 2014 Holiday Sales Forecast Survey

How have sales been in September and so far in October?

Better than the same period in 2013 _____

Less than the same period in 2013 _____

About the same as 2013 _____

What factors will most impact your holiday sales? (e.g. weather, economy, consumer confidence, federal budget debate, etc.)

Describe your expectations for holiday sales

Pessimistic _____

Neutral _____

Cautiously optimistic _____

Enthusiastic _____

What increase or decrease in sales for this holiday season do you expect compared to last year

Decrease _____

Flat or 1% _____

2%-3% above last year _____

3%-4% above last year _____

Above 5% _____

If you expect to increase the number of employees during the holidays, how much of an increase are you anticipating?

1%-5% _____

6%-10% _____

11%-15% _____

16%-20% _____

Over 20% _____

How will your promotion and advertising spending this season compare to last year?

More

The same

Less

List products you expect to sell well this season in your store(s)

How does your inventory this holiday season compare to last year?

Above

Same

Less

Are you available to give weekly updates via e-mail on Monday mornings from November 25 thru December 30?

Yes

No

If yes, please provide your email address
