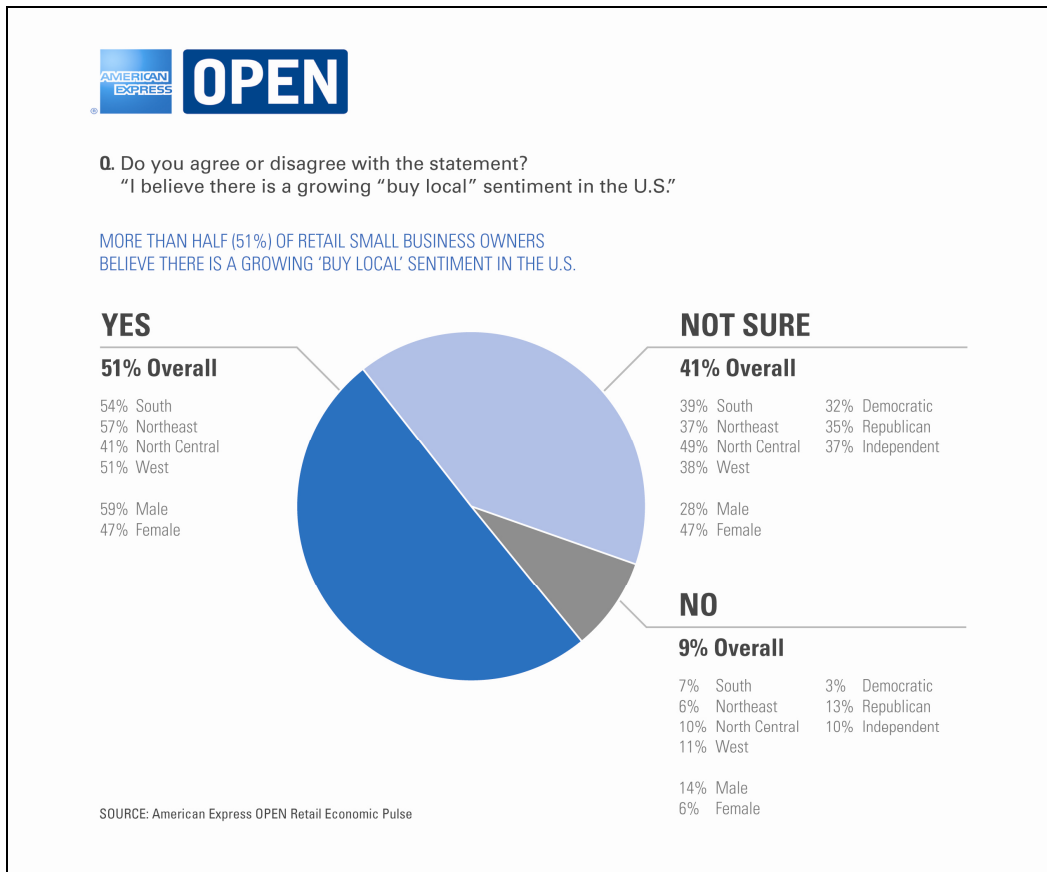




American Express OPENSM Retail Economic Pulse

KEY FINDINGS

The American Express OPEN Retail Economic Pulse, a survey of retail small business owners with storefront locations reveals the growing importance of “buy local” initiatives, reports on economic outlook and looks at other trends such as social media. The survey of 600 owners/managers was conducted from January 13 – January 20, 2011. The poll has a margin of error of +/-4.0%. For the purpose of this fact sheet, “retail” refers to retail businesses with brick-and-mortar locations.





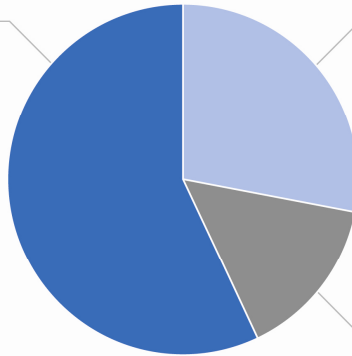
Q. Which of the following local campaigns is your company planning in 2011?

AROUND ONE IN FIVE SMALL BUSINESS RETAILERS WILL PLAN TO USE SOCIAL MEDIA TO OFFER LOCAL PROMOTIONS (22%) AND GIVE MORE OF THEIR BUSINESS TO LOCAL BUSINESSES (20%) IN 2011.

YES

57% planning local campaigns

- 22% Use social media to offer local promotions
- 20% Give more business to local businesses
25% Male vs. 17% Female
- 18% Institute a loyalty program to incent repeat customers
- 14% Adopt a "buy local" message to market business
23% Male vs. 9% Female
- 14% Participate in a shop local network in the local community
- 64% Male
54% Female



NOT SURE

28%

NO

15%

SOURCE: American Express OPEN Retail Economic Pulse



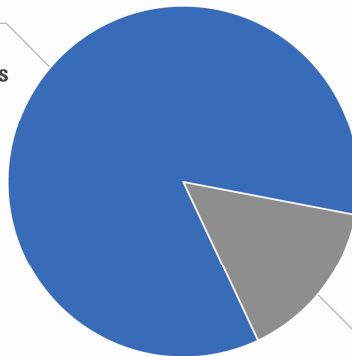
Q. Which of these is the greatest incentive for consumers to buy at local, independent businesses?

MORE THAN ONE THIRD (36%) SMALL BUSINESS RETAILERS SAY THE BIGGEST INCENTIVE FOR CONSUMERS TO BUY AT LOCAL, INDEPENDENT BUSINESSES IS 'BETTER CUSTOMER SERVICE'.

YES

84% motivation for shopping at local, independent businesses

- 36% Get better customer service
25% Male vs. 41% Female
- 16% Support community by creating local jobs
- 12% Convenience
- 11% Unique products and services
22% Male vs. 5% Female
- 9% More value for money
- 81% Male
85% Female



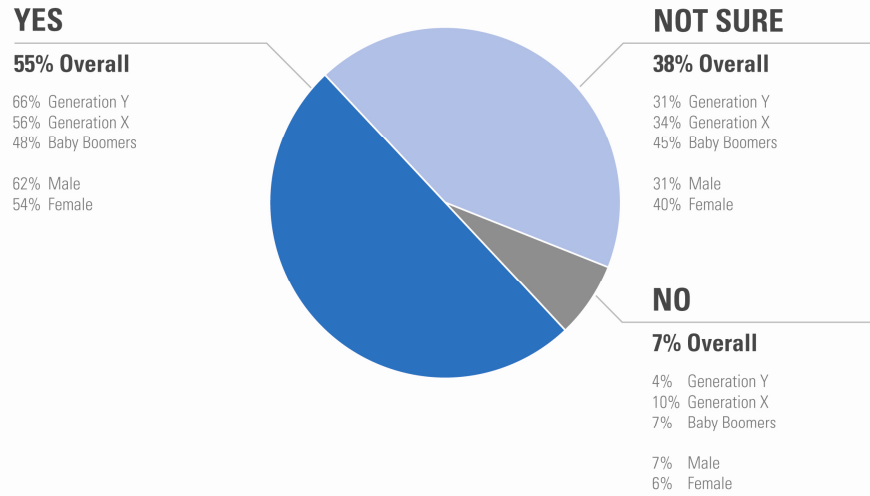
NO

16%

SOURCE: American Express OPEN Retail Economic Pulse

Q. Do you agree or disagree with the statement?
 "Buy local" campaigns can help small businesses compete in challenging economic times"

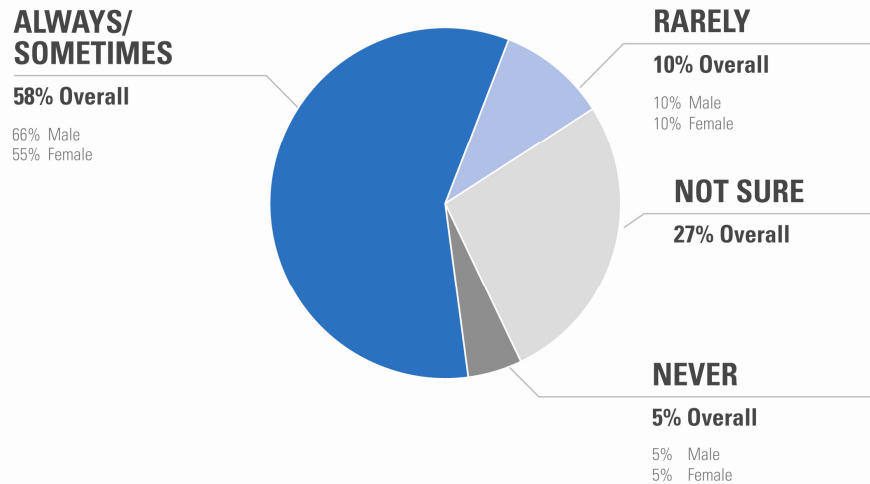
A MAJORITY OF SMALL BUSINESS RETAILERS (55%) BELIEVE THAT 'BUY LOCAL' CAMPAIGNS CAN HELP SMALL BUSINESSES COMPETE IN CHALLENGING ECONOMIC TIMES



SOURCE: American Express OPEN Retail Economic Pulse

Q. How frequently do you buy goods/services/raw materials from local, independent businesses?

A MAJORITY OF RETAIL STORE FRONT SMALL BUSINESS OWNERS (58%) SAY THEY ALWAYS/SOMETIMES BUY GOODS/SERVICES/RAW MATERIALS FROM LOCAL, INDEPENDENT BUSINESSES.



SOURCE: American Express OPEN Retail Economic Pulse

Survey Methodology

The January 2011 American Express OPEN Retail Economic Pulse is based on a nationally representative sample of 600 retail store front (brick 'n mortar) small business owners/managers of companies with fewer than 100 employees. The anonymous online survey was conducted by Echo Research from January 13 – January 20, 2011. The poll has a margin of error of +/- 4.0%.

States within the Northeast include Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania and New Jersey.

States within the North Central Region include Ohio, Illinois, Michigan, Wisconsin, Indiana, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska and Kansas

States within the South include Delaware, Maryland, West Virginia, Virginia, South Carolina, North Carolina, Georgia, Florida, District of Columbia, Kentucky, Mississippi, Tennessee, Alabama, Arkansas, Louisiana, Oklahoma and Texas.

States within the West include Montana, Wyoming, Idaho, Nevada, Utah, Colorado, Arizona, New Mexico, Washington, Oregon and California.

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