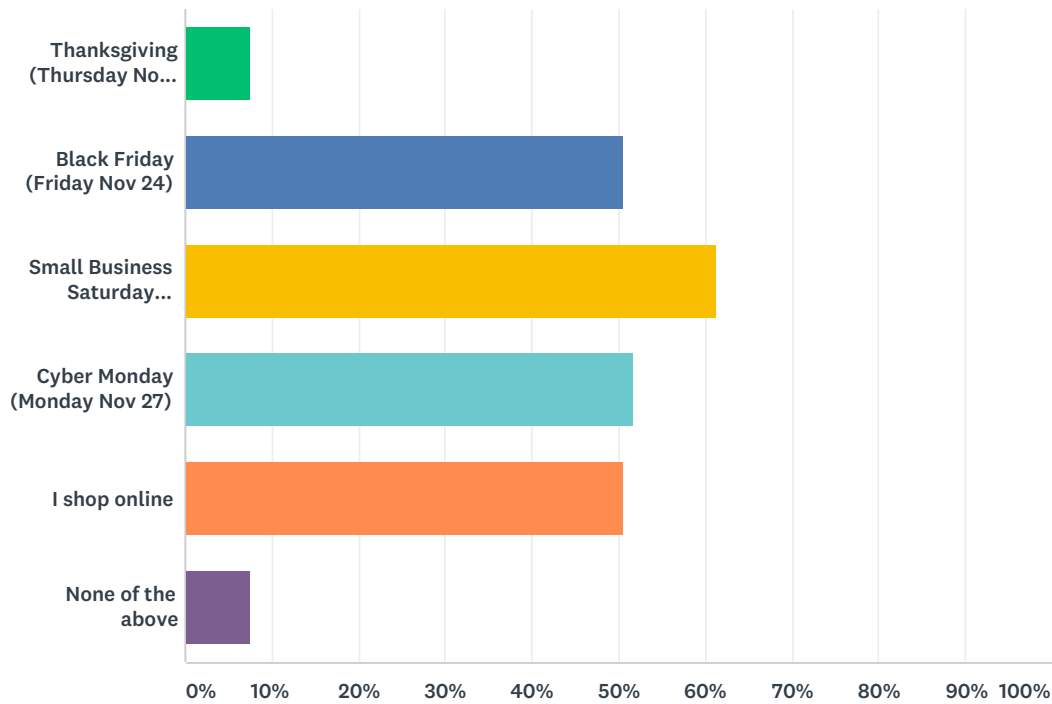


## Q2 Which day/s do you normally go shopping in store during the holiday season? Check all that apply.

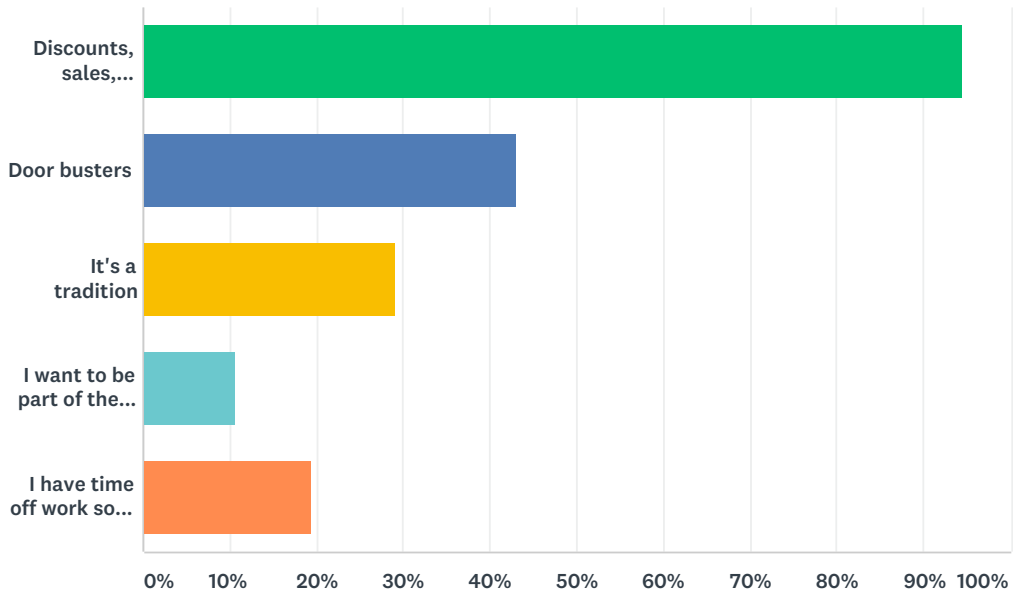
Answered: 93 Skipped: 0



ANSWER CHOICES	RESPONSES	
Thanksgiving (Thursday Nov 23)	7.53%	7
Black Friday (Friday Nov 24)	50.54%	47
Small Business Saturday (Saturday Nov 25)	61.29%	57
Cyber Monday (Monday Nov 27)	51.61%	48
I shop online	50.54%	47
None of the above	7.53%	7
Total Respondents: 93		

### Q3 What attracts you to shop on those days? Check all that apply.

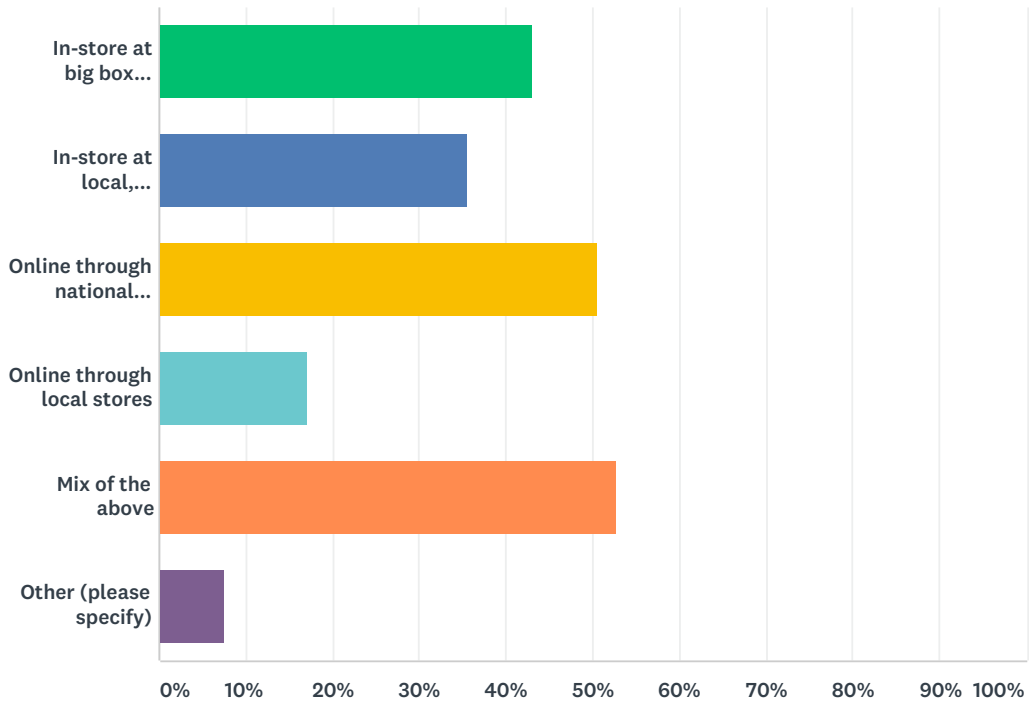
Answered: 93 Skipped: 0



ANSWER CHOICES	RESPONSES	
Discounts, sales, promotions	94.62%	88
Door busters	43.01%	40
It's a tradition	29.03%	27
I want to be part of the holiday shopping craziness	10.75%	10
I have time off work so taking advantage of it	19.35%	18
Total Respondents: 93		

## Q4 Where do you do the majority of your shopping? Check all that apply.

Answered: 93 Skipped: 0



ANSWER CHOICES	RESPONSES
In-store at big box retailers (eg Walmart, Target, etc)	43.01% 40
In-store at local, independent businesses (eg Taylor's Do It Center, Garden Gazebo, McDonald Garden Center)	35.48% 33
Online through national e-commerce sites (eg Amazon)	50.54% 47
Online through local stores	17.20% 16
Mix of the above	52.69% 49
Other (please specify)	7.53% 7
Total Respondents: 93	

#	OTHER (PLEASE SPECIFY)	DATE
1	Retailers at local malls.	11/10/2017 3:12 PM
2	Small, independent sellers/shops across the US via online & etsy	11/10/2017 2:53 PM
3	Any local boutiques, Etsy	11/10/2017 2:44 PM
4	Ross and tj max	11/10/2017 10:51 AM
5	Etsy, local craft fairs, etc	11/9/2017 4:22 PM
6	Catalogues	11/6/2017 6:19 AM
7	The Mall	10/28/2017 1:06 PM

## Q5 Why do you choose to do your shopping there?

Answered: 88 Skipped: 5

#	RESPONSES	DATE
1	Quality first, then price	11/10/2017 4:31 PM
2	I usually can find stuff on sale, sometimes Christmas presents.	11/10/2017 3:58 PM
3	I go wherever I need to go to complete my quest for whatever it is I am searching for.	11/10/2017 3:39 PM
4	Habit	11/10/2017 3:32 PM
5	Different stores sell different items that I need (dorm supplies, clothes, etc.)	11/10/2017 3:26 PM
6	Local	11/10/2017 3:17 PM
7	Because of where they are located (close to home).	11/10/2017 3:12 PM
8	Convenience,selection and price	11/10/2017 3:09 PM
9	I shop where I can get the best value	11/10/2017 3:06 PM
10	I like a mixture of deals and local goodies	11/10/2017 3:04 PM
11	Prices tend to be cheaper & can't get the deals online	11/10/2017 3:02 PM
12	its easier on line. less hassel	11/10/2017 2:59 PM
13	Convenience, prices	11/10/2017 2:56 PM
14	Convenience	11/10/2017 2:54 PM
15	Product, service	11/10/2017 2:53 PM
16	Ease and convenience	11/10/2017 2:51 PM
17	convience	11/10/2017 2:47 PM
18	Multiple people in my life to shop for. Can't find everything for everyone at just one store!	11/10/2017 2:44 PM
19	Convenience	11/10/2017 2:43 PM
20	Convenient	11/10/2017 2:41 PM
21	As a small bus in NN, I choose to shop local	11/10/2017 2:38 PM
22	Variety, convenience	11/10/2017 2:33 PM
23	I like to make sure that I am shopping locally for items that I can get here in Hampton Roads but also know that I won't be able to find everything I need here - so I shop online if it is easier/cheaper/if the item can't be found locally.	11/10/2017 2:32 PM
24	Convenience	11/10/2017 1:38 PM
25	Convenient and cheap	11/10/2017 12:46 PM
26	Good selections	11/10/2017 10:51 AM
27	Less people depending on the place and convenience.	11/10/2017 9:23 AM
28	Convenience, product selection, and price	11/10/2017 12:31 AM
29	Convenience	11/9/2017 7:38 PM
30	Deals	11/9/2017 6:48 PM
31	Easy access	11/9/2017 5:11 PM
32	Sales and convenience	11/9/2017 4:58 PM
33	Convenience	11/9/2017 4:43 PM
34	They have everything I need	11/9/2017 4:43 PM

## Hampton Roads Retail Pulse -&nbsp;2017 Holiday Season Consumer Survey

35	It is easy to shop online, however when I shop local stores or craft fairs I am supporting the local economy.	11/9/2017 4:22 PM
36	Conviency	11/9/2017 4:18 PM
37	Deals	11/9/2017 3:13 PM
38	Sales	11/9/2017 7:24 AM
39	Deals	11/8/2017 11:23 AM
40	Support local businesses, find different items, not same old same old	11/7/2017 10:48 AM
41	Love the stores and deals	11/6/2017 7:39 PM
42	Convenience. Can shop from home. Live in a rural area. Everything is 30 mins away.	11/6/2017 5:13 PM
43	Convience	11/6/2017 4:25 PM
44	Selection	11/6/2017 3:53 PM
45	Convinent	11/6/2017 3:47 PM
46	Variety. Support local. And convenience	11/6/2017 3:44 PM
47	Deals	11/6/2017 3:21 PM
48	Most sales cheaper prices popular items	11/6/2017 3:20 PM
49	First try to shop during the week at finner time when less crowded. Second, try to stay in my hometown, Hampton, 3rd try to shop at PTC and small businesses closer to home, peebles, ace, countryside. You didn't ask, but owners and employees shouldn't take up PTC storefront parking, also there seems to be white flight from PTC - I don't know why but it needs to be addressed to get more shoppers there.	11/6/2017 6:19 AM
50	The crowds make shopping unpleasant, parking is a mess, inventory is more accurate online-don't you hate when you take the time to drive out to a store on one of those crazy holidays and the item(s) you want is sold-out on the shelf or has not been replenished by the store clerks? I do.	11/1/2017 10:05 AM
51	Easier, simpler, less scammy	11/1/2017 6:28 AM
52	deals/prices and good customer service	10/30/2017 7:21 PM
53	I don't like the lines or crowds of people in-stores.	10/30/2017 5:52 PM
54	selection	10/30/2017 3:31 PM
55	Each store offers different options so I go to the store best suited to the purchase	10/30/2017 2:05 PM
56	Always been fun and lots of specials!	10/28/2017 1:06 PM
57	Sometimes I like to visit the stores and other times I need to shop online when I have the time	10/28/2017 12:03 PM
58	Best deals	10/28/2017 11:56 AM
59	Variety	10/28/2017 7:52 AM
60	Convenience, discounts, advertisments	10/27/2017 10:31 PM
61	Price and convenience	10/27/2017 10:30 PM
62	Time dependent	10/27/2017 10:13 PM
63	Just love shopping in those stores.	10/27/2017 10:10 PM
64	Buy local matters to me as a local business owner.	10/27/2017 9:29 PM
65	Easy and styles	10/27/2017 9:26 PM
66	Easy access	10/27/2017 6:59 PM
67	Price and convenience.	10/27/2017 5:27 PM
68	I like to support local businesses	10/27/2017 5:17 PM
69	Better prices	10/27/2017 4:58 PM
70	It's fun	10/27/2017 4:58 PM

## Hampton Roads Retail Pulse -&nbsp;2017 Holiday Season Consumer Survey

71	Based on who I'm shopping for and what I need to get	10/27/2017 4:51 PM
72	Convenient, looking for a specific item, so I will locate where I can get it from.	10/27/2017 4:40 PM
73	Convenience and support local businesses	10/27/2017 4:30 PM
74	like the local feel and want to keep them in business	10/27/2017 3:58 PM
75	convenience and wanting to support the little guy. Best pricing	10/27/2017 3:49 PM
76	Savings	10/27/2017 3:22 PM
77	Convenient and able to price comparison	10/27/2017 3:16 PM
78	Support local businesses	10/27/2017 3:14 PM
79	Support local when I can and online for big brand items not found in local stores	10/27/2017 3:12 PM
80	Free shipping	10/27/2017 3:06 PM
81	I look for presents that my friends and family want for the holidays and I go to the store that offers it.	10/27/2017 3:06 PM
82	Buying what's on gift lists	10/27/2017 3:00 PM
83	Largest variety to reduce errands and save time.	10/27/2017 2:58 PM
84	Convenient	10/27/2017 2:56 PM
85	I shop local any time I can, some things I get a better deal online or big box	10/27/2017 2:56 PM
86	I get what I can from local stores I love but sometimes only the big stores have what I need.	10/27/2017 2:55 PM
87	I can see an item before I buy it. Better customer service.	10/26/2017 2:15 PM
88	There are some items I cannot find in a store, plus I send gifts out of town and I can order from amazon , QVC HSN and have it sent to out of town address.	10/25/2017 2:55 PM