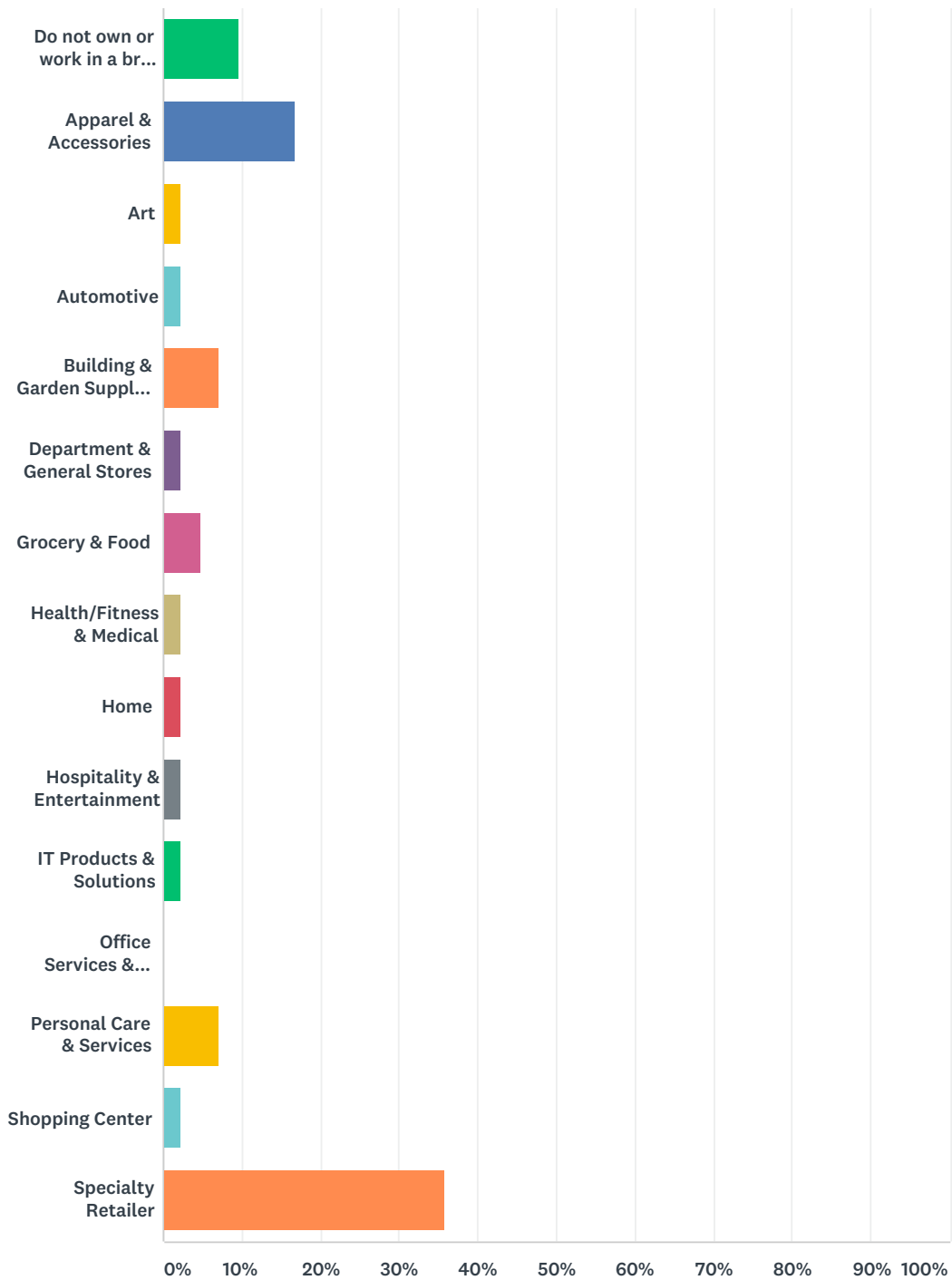


## Q2 Please choose the most appropriate category for your business from the dropdown list:

Answered: 42 Skipped: 0



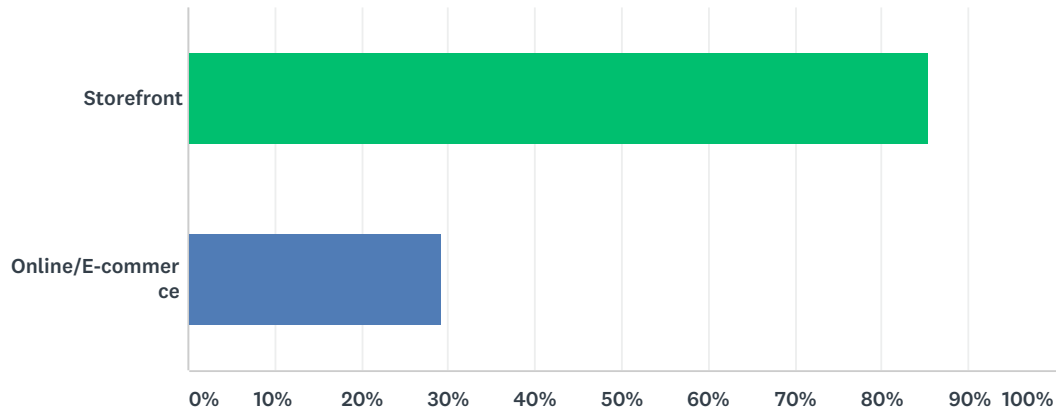
ANSWER CHOICES	RESPONSES
Do not own or work in a brick and mortar store	9.52% 4
Apparel & Accessories	16.67% 7

## Hampton Roads Retail Pulse - 2017 Holiday Season Business Survey

Art	2.38%	1
Automotive	2.38%	1
Building & Garden Supplies & Services	7.14%	3
Department & General Stores	2.38%	1
Grocery & Food	4.76%	2
Health/Fitness & Medical	2.38%	1
Home	2.38%	1
Hospitality & Entertainment	2.38%	1
IT Products & Solutions	2.38%	1
Office Services & Suppliers	0.00%	0
Personal Care & Services	7.14%	3
Shopping Center	2.38%	1
Specialty Retailer	35.71%	15
<b>TOTAL</b>		<b>42</b>

### Q3 Please choose which of the following you operate:

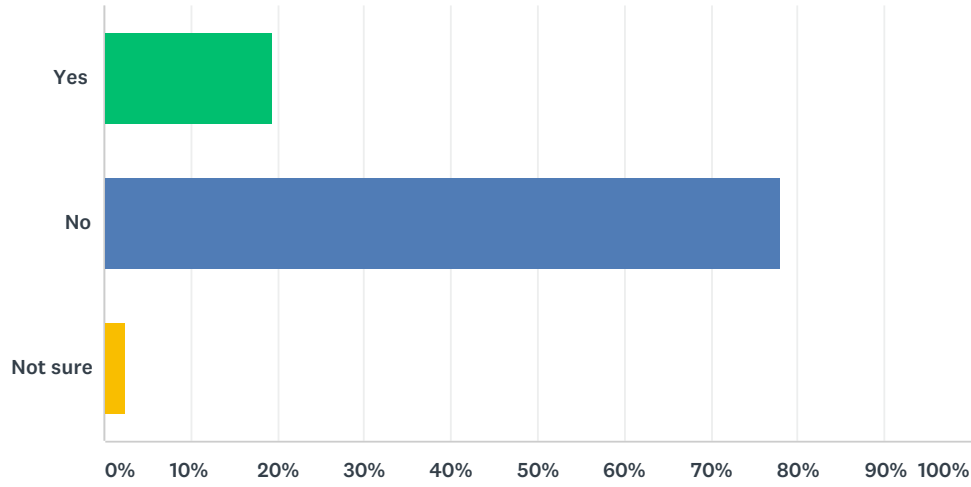
Answered: 41 Skipped: 1



ANSWER CHOICES	RESPONSES	
Storefront	85.37%	35
Online/E-commerce	29.27%	12
Total Respondents: 41		

## Q4 Will you open on Thanksgiving?

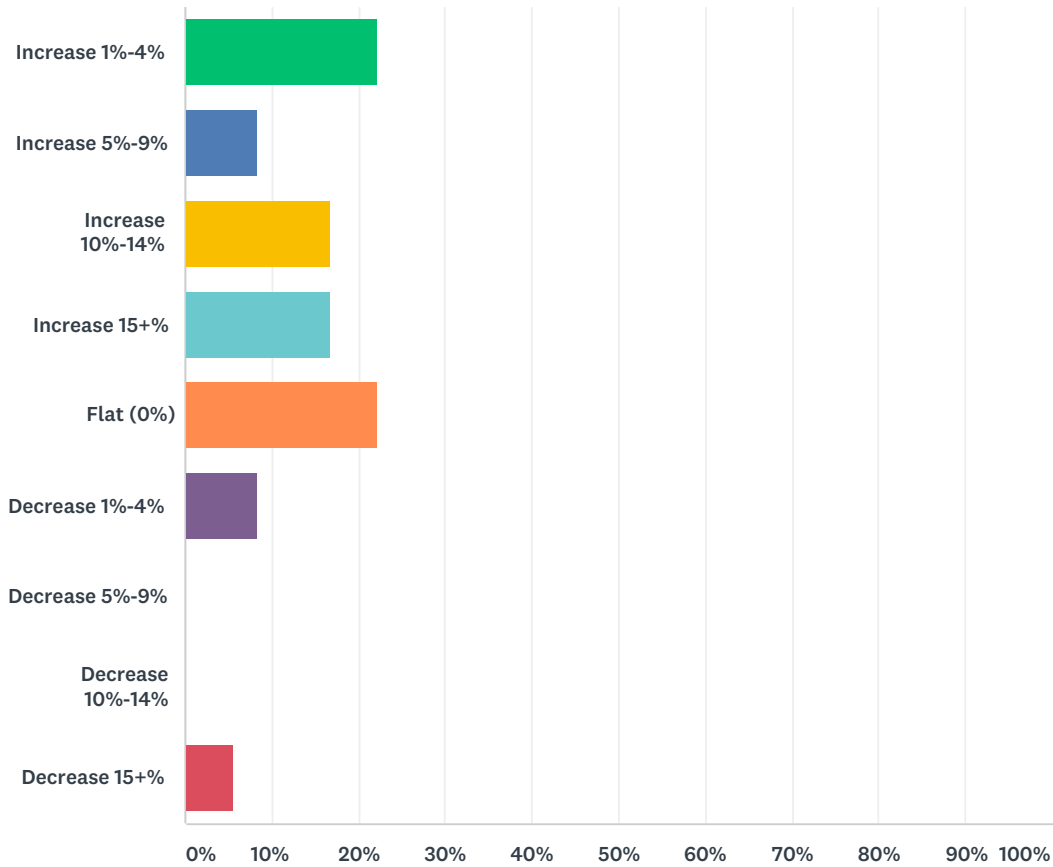
Answered: 41 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	19.51%	8
No	78.05%	32
Not sure	2.44%	1
TOTAL		41

### Q5 Do you expect an increase or decrease in retail sales during the holiday period (Nov thru Dec)?

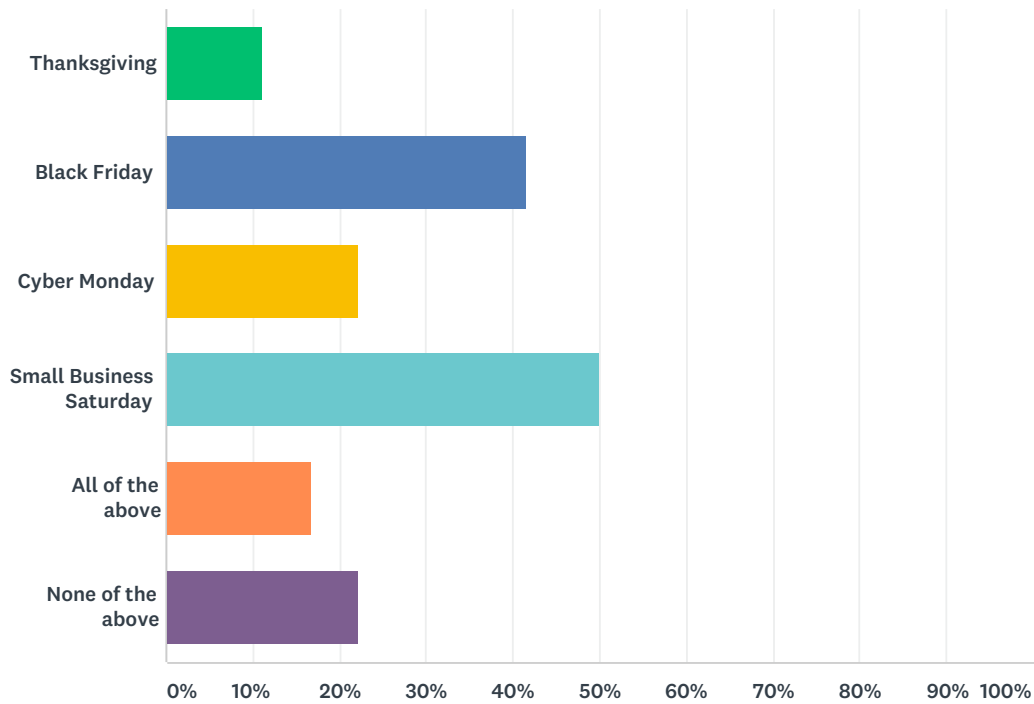
Answered: 36 Skipped: 6



ANSWER CHOICES	RESPONSES	
Increase 1%-4%	22.22%	8
Increase 5%-9%	8.33%	3
Increase 10%-14%	16.67%	6
Increase 15+%	16.67%	6
Flat (0%)	22.22%	8
Decrease 1%-4%	8.33%	3
Decrease 5%-9%	0.00%	0
Decrease 10%-14%	0.00%	0
Decrease 15+%	5.56%	2
<b>TOTAL</b>		<b>36</b>

## Q6 Which day/s do you offer any discounts, sales, or special promotions during the holiday season? Check all that apply.

Answered: 36 Skipped: 6



ANSWER CHOICES	RESPONSES	
Thanksgiving	11.11%	4
Black Friday	41.67%	15
Cyber Monday	22.22%	8
Small Business Saturday	50.00%	18
All of the above	16.67%	6
None of the above	22.22%	8
Total Respondents: 36		

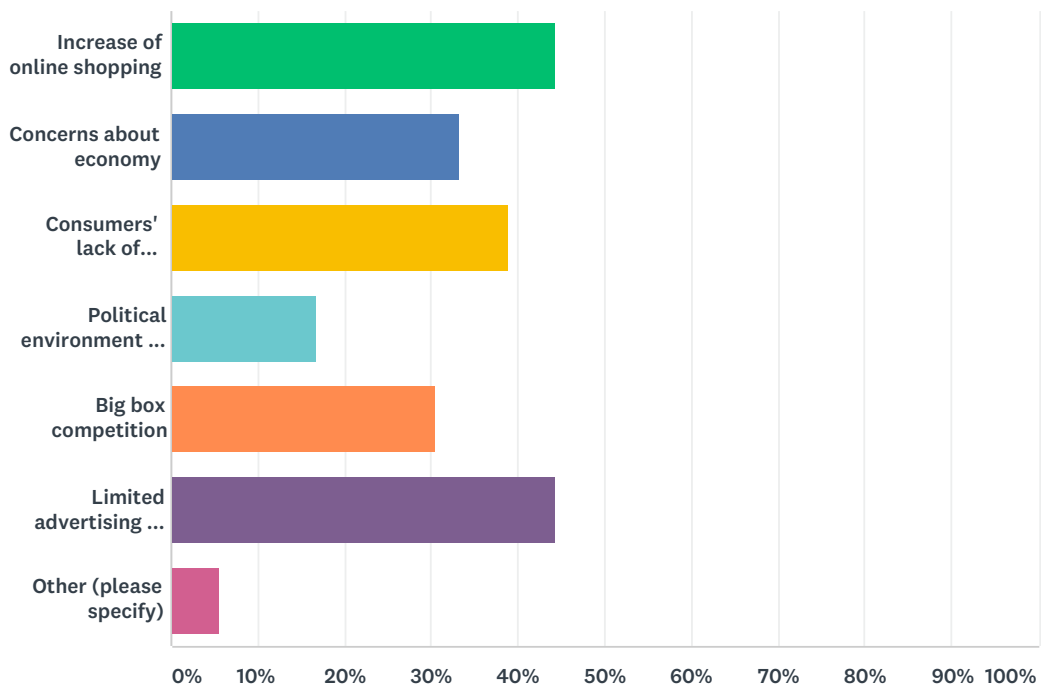
#	IF YOU DO ANY SPECIAL PROMOTIONS, WHAT DO YOU OFFER? (EG BOGO, 10% OFF, DOOR BUSTERS, ETC)	DATE
1	We will have several BOGO's and gift with purchase promotions	11/9/2017 6:04 PM
2	BOGO, 20% off, Doorbusters,	11/9/2017 4:51 PM
3	\$5 reward with every \$100 of non-clearance items purchased.	11/8/2017 10:32 PM
4	20% off everything over \$20.	11/6/2017 11:14 PM
5	Black Friday 40% off 6-10am. 20% off after that.	11/6/2017 5:12 PM
6	Black Friday 40%/30%/20% off based on what time they shop. Earlier has bigger discounts. Small Business Saturday - discount (20%) if they have or download the LOVEVA app that day. We will also do a large category sale the weekend before Black Friday	11/6/2017 3:33 PM
7	Bogo	11/3/2017 5:07 AM

## Hampton Roads Retail Pulse - 2017 Holiday Season Business Survey

8	Door Busters, bogo's , free giveaway bags for the first 25 people each day to spend \$25 and belong to our Loyalty Club	11/1/2017 9:32 PM
9	Discounts from 20% - 50% on all in stock merchandise. We do a drawing to drive people into the store. We do an open house and gifts with purchases.	11/1/2017 9:03 PM
10	We offer packages for dinner & party set up.	11/1/2017 9:19 AM
11	Percentages off and coupons	10/28/2017 10:50 AM
12	Will have a discount most every day throughout the holidays	10/28/2017 10:46 AM
13	10% off of items and services	10/28/2017 8:16 AM
14	Sales on certain plant material and potting mix. Promotions include ~ We start "Countryside Cash" November 1 thru Christmas. For every \$10.00 spent, guest gets \$1.00 in Countryside Cash. Redeem it the month of January on any item in the store. We also have a rewards program that is year round and the Loveva. promotion. We created a flyer advertising all of the ways to save at Countryside Gardens. Promotion starts November 1st.along with the handout of Countryside Cash.	10/28/2017 7:35 AM
15	Promo specials	10/28/2017 6:25 AM
16	Storewide discount on Black Friday 20-40% off	10/27/2017 7:45 PM
17	Door busters on suits, sport coats, outerwear, sweaters and shirts	10/27/2017 3:31 PM

## Q7 What do you see as your biggest challenges throughout this holiday period (Nov thru end Dec)? Check all that apply.

Answered: 36 Skipped: 6



ANSWER CHOICES	RESPONSES
Increase of online shopping	44.44% 16
Concerns about economy	33.33% 12
Consumers' lack of awareness of locally owned or franchised stores	38.89% 14
Political environment (eg legislative changes)	16.67% 6
Big box competition	30.56% 11
Limited advertising and marketing budget	44.44% 16
Other (please specify)	5.56% 2
Total Respondents: 36	

#	OTHER (PLEASE SPECIFY)	DATE
1	Lots of rain	10/30/2017 7:04 AM
2	November and December are part of our "off season" so very little foot traffic is seen.	10/27/2017 3:22 PM