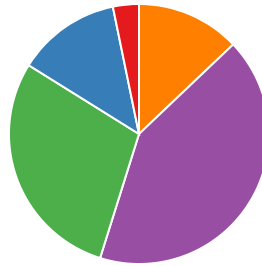
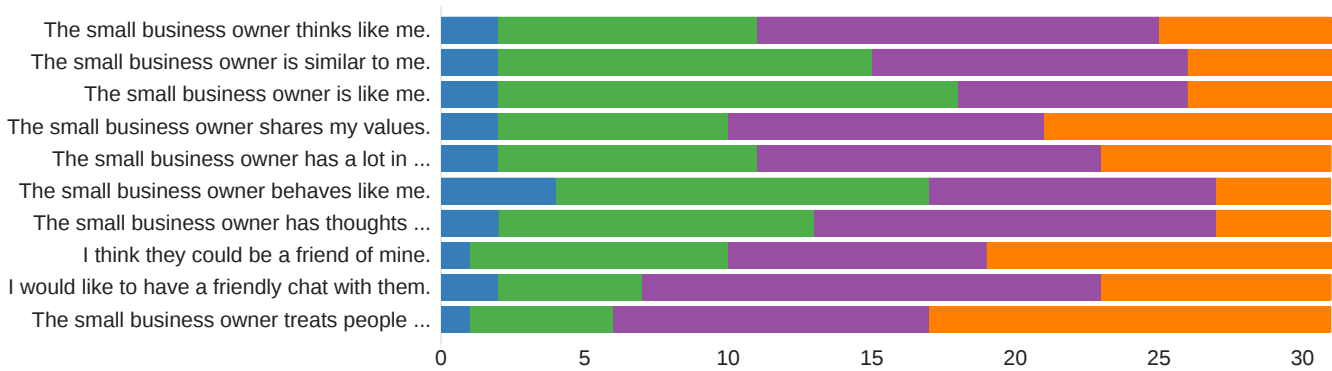


ShopSmall - How important is it to you to support small businesses?



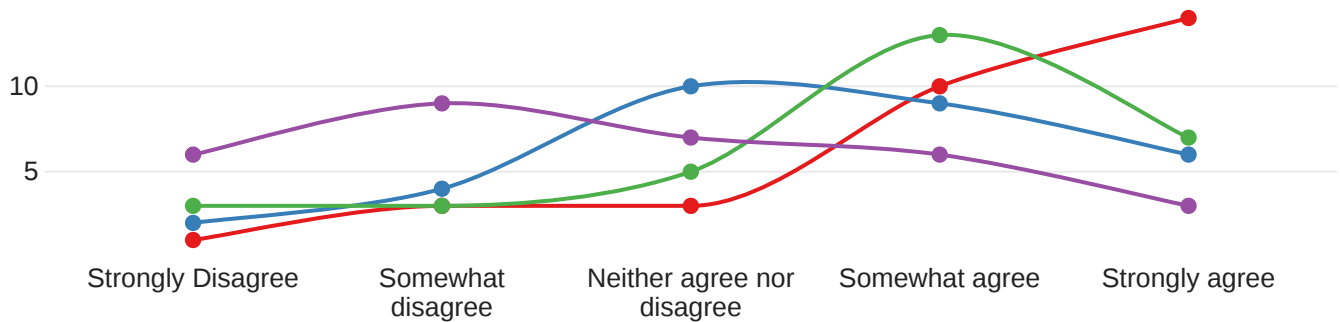
Extremely important Very important Moderately important Slightly important Not at all important

SBO - I am more inclined to shop if...



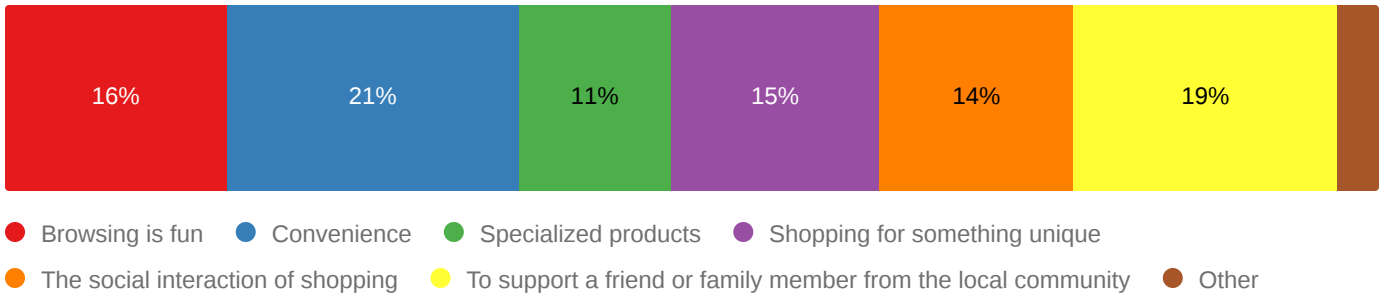
Strongly Disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree

ShopLocal - Please respond to the following statements:

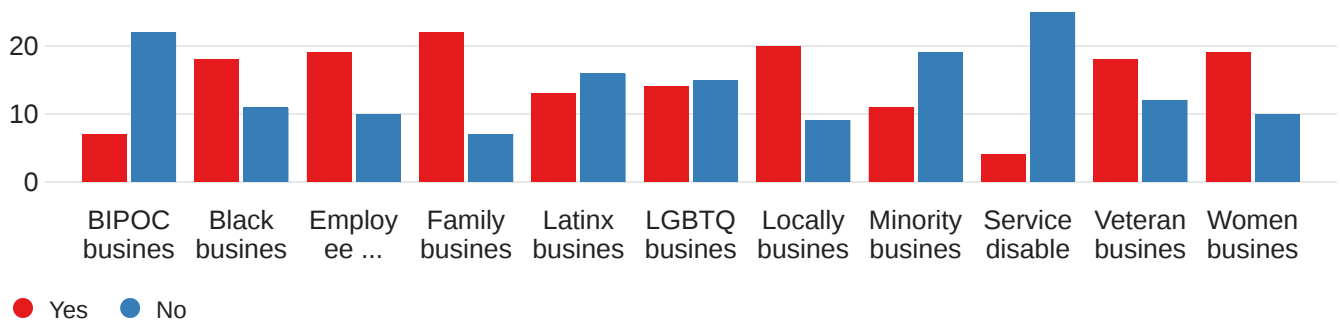


● I shop locally to support local owned and operated businesses
● I owe it to my community to shop at locally owned and operated businesses
● I am loyal to locally owned and operated businesses
 ● I shop online shops of local owned and operated businesses

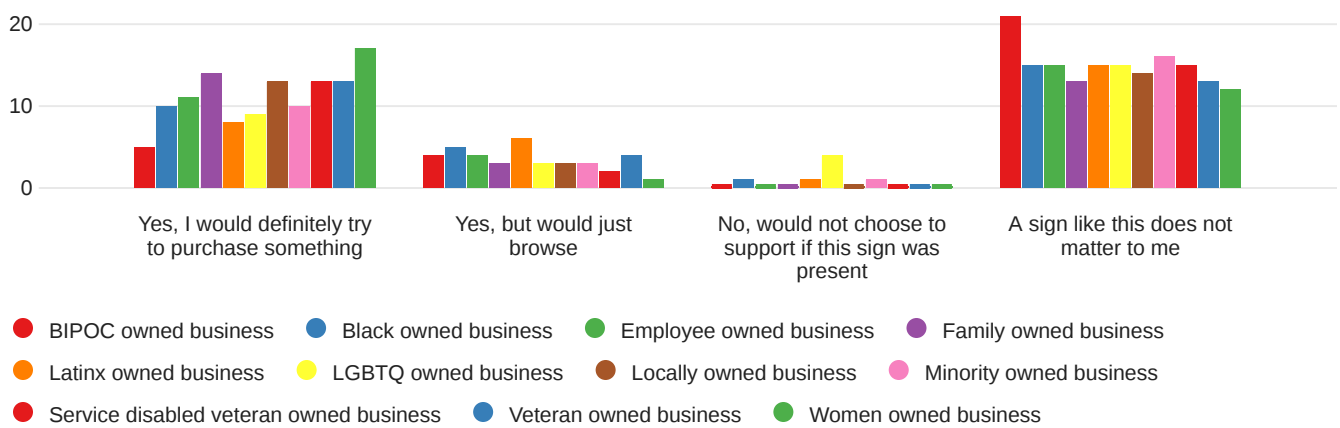
WhyLocal - What are the reasons that you choose to shop local? Select all that apply.



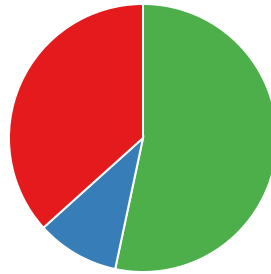
SignSupport - Do you notice signs on storefronts or websites?



Signage - Do signs on storefronts or websites affect your support?

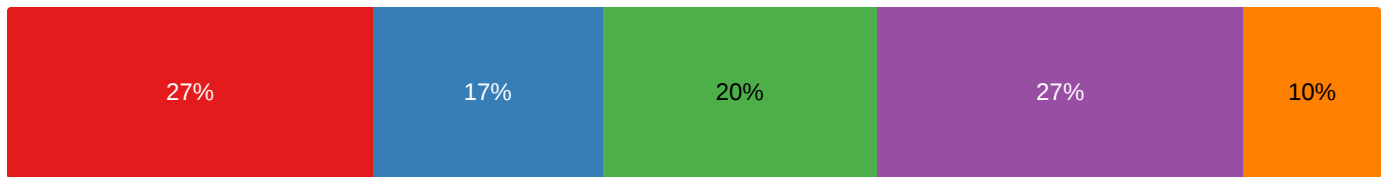


SignInfluence - Do signs declaring how the business owner identifies make you more inclined to support or not?



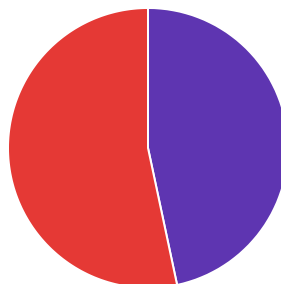
- I don't notice the signs or the signs have no influence on my decisions to purchase
- No, I am less inclined to support a business that posts these signs
- Yes, I think it's great when business owners post these signs

PurchasingPower - How important is it to you to direct your purchasing power to support small businesses with these identified signs on storefront or websites?



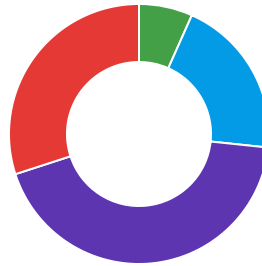
- Not at all important
- Slightly important
- Moderately important
- Very important
- Extremely important

Gender - Now, finishing up with some demographics questions. How do you describe yourself? - Selected Choice



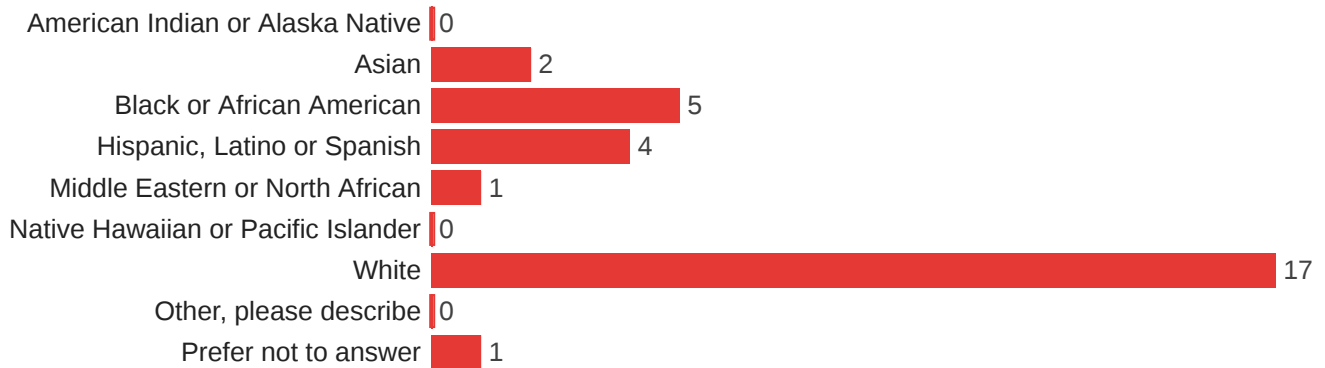
- Male
- Female

Age - What is your age?



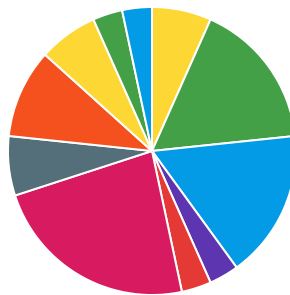
● Prefer not to answer ● 75 and older ● 56-74 ● 40-55 ● 25-39 ● 18-24

Ethnicity - Please select one or more you identify with: - Selected Choice



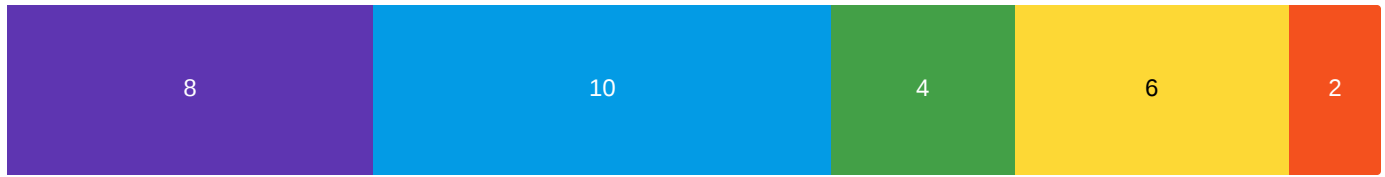
● Choice Count

Income - Information about income is very important to understand. Would you please give your best guess? Please indicate the answer that includes your entire household income in (previous year) before taxes



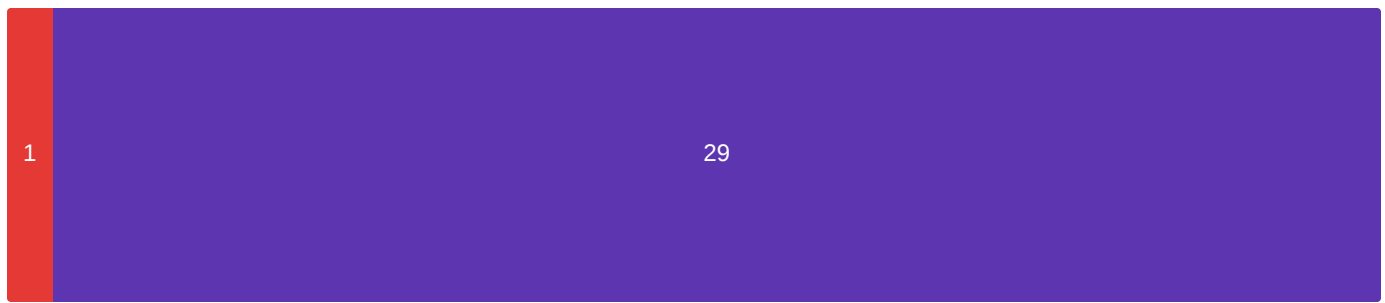
● Prefer not to answer ● More than \$150,000 ● \$100,000 - \$149,999 ● \$90,000 - \$99,999
 ● \$80,000 - \$89,999 ● \$70,000 - \$79,999 ● \$60,000 - \$69,999 ● \$50,000 - \$59,999 ● \$40,000 - \$49,999
 ● \$30,000 - \$39,999 ● \$20,000 - \$29,999 ● \$10,000 - \$19,999 ● Less than \$10,000

Education - What is the highest level of school you have completed or the highest degree you have recieved?



- Less than high school
- High school graduate
- Some college
- 2 year degree
- 4 year degree
- Master's degree

Armed Forces - Have you ever served or are currently serving in the U.S. Armed Forces, Reserves, or National Guard?



Zipcode - What is your ZIP code?

