

# CROP - PANORAMA

| <b>2017 - In general, would you prefer to do your shopping...</b>  |    |              |              |              |            |               |               |               |             |                  |              |              |  |  |                                      |   |
|--|----|--------------|--------------|--------------|------------|---------------|---------------|---------------|-------------|------------------|--------------|--------------|--|--|--------------------------------------|---|
|  |    | <b>Age</b>   |              |              |            | <b>Income</b> |               |               |             | <b>Education</b> |              |              | <b>Occupation</b>                          |  |                                      |   |
|  |    | <b>Total</b> | <b>18-34</b> | <b>35-54</b> | <b>55+</b> | <b>-20M</b>   | <b>20-40M</b> | <b>40-60M</b> | <b>60M+</b> | <b>H.S.</b>      | <b>Coll.</b> | <b>Univ.</b> | <b>Prof., Admin / owner large business</b> | <b>Tech, semi-prof., Admin. / owner large business</b> | <b>white collar, services, sales</b> | <b>Tradesman, skilled, semi-skilled worker, blue collar</b> |
| <b>Population:</b>   |    | 26502        | 7003         | 9379         | 10120      | 1848          | 3833          | 4539          | 12689       | 9541             | 10601        | 6361         | 5046                                       | 2420   | 3737                                 | 3489  |
| <b>Sample:</b>   |    | 6288         | 1585         | 2288         | 2415       | 436           | 906           | 1097          | 3023        | 1810             | 2609         | 1869         | 1296                                       | 606  | 856                                  | 721   |
| <b>online (on the internet) without having to go to the store</b>  | V% | 19           | 30           | 21           | 9          | 19            | 19            | 15            | 21          | 18               | 18           | 20           | 23   | 25   | 20                                   | 17  |
| <b>at the store, so you can see, touch or try on the products</b>  | V% | 68           | 55           | 65           | 80         | 66            | 71            | 71            | 65          | 71               | 69           | 64           | 62   | 60   | 67                                   | 71  |
| <b>go to the store so you can see, touch or try on the products, but then order online and have your purchases delivered at home</b> | V% | 13           | 15           | 14           | 11         | 15            | 10            | 14            | 13          | 12               | 12           | 16           | 15   | 15   | 13                                   | 12  |

| <b>2019 - In general, would you prefer to do your shopping...</b>  |    |              |              |              |            |               |               |               |             |                  |              |              |  |  |                                      |   |
|--|----|--------------|--------------|--------------|------------|---------------|---------------|---------------|-------------|------------------|--------------|--------------|--|--|--------------------------------------|---|
|  |    | <b>Age</b>   |              |              |            | <b>Income</b> |               |               |             | <b>Education</b> |              |              | <b>Occupation</b>                          |  |                                      |   |
|  |    | <b>Total</b> | <b>18-34</b> | <b>35-54</b> | <b>55+</b> | <b>-20M</b>   | <b>20-40M</b> | <b>40-60M</b> | <b>60M+</b> | <b>H.S.</b>      | <b>Coll.</b> | <b>Univ.</b> | <b>Prof., Admin / owner large business</b> | <b>Tech, semi-prof., Admin. / owner large business</b> | <b>white collar, services, sales</b> | <b>Tradesman, skilled, semi-skilled worker, blue collar</b> |
| <b>Population:</b>   |    | 28040        | 7665         | 9551         | 10825      | 2339          | 4928          | 4847          | 13456       | 10213            | 11130        | 6697         | 4877                                       | 2068   | 3832                                 | 3560  |
| <b>Sample:</b>   |    | 4990         | 1251         | 1819         | 1920       | 417           | 855           | 856           | 2437        | 1476             | 2085         | 1429         | 943  | 393  | 688                                  | 585   |
| <b>online (on the internet) without having to go to the store</b>  | V% | 25           | 37           | 29           | 14         | 26            | 21            | 24            | 29          | 23               | 25           | 30           | 36   | 35   | 28                                   | 21  |
| <b>at the store, so you can see, touch or try on the products</b>  | V% | 60           | 49           | 56           | 73         | 60            | 64            | 64            | 57          | 65               | 60           | 54           | 47   | 55   | 57                                   | 63  |
| <b>go to the store so you can see, touch or try on the products, but then order online and have your purchases delivered at home</b> | V% | 14           | 14           | 16           | 13         | 14            | 15            | 12            | 15          | 12               | 15           | 16           | 17   | 10   | 15                                   | 15  |