

2008 West Virginia Vendor Survey

Preservation Alliance of West Virginia is working with artists, crafters and producers to increase the availability of local products in heritage tourism markets. Studies show visitors value an authentic experience and a unique, quality product. Please complete the following questions to help us better assess this program.

1. The average price of items you sell is: *(highlight one or more, if appropriate)*

\$1- \$9	\$10-\$29	\$30-\$59	\$60—\$99	\$100+
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2. Your approximate Annual Sales in \$1,000s are: *(highlight one)*

\$1000-\$9000	\$10-\$29,000	\$30-\$59,000	\$60- \$99,000	\$100-\$149,000	\$150,000+
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3. How many items are in a typical order for your product? : *(highlight one)*

1 to 10	11 to 25	26 to 50	50+
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4. How much time do you need to fill your usual order? *(highlight one)*

Less than 2 weeks	2 to 4 weeks	4 to 6 weeks	6 weeks+
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5. Approximate percent of gifts are targeted to customers are which gender?

Male	%	Female	%
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6. Approximate percent of gifts are targeted to customers in which age range? Please fill in the percentages in **all boxes**.

Child	%	Teen	%	21-30	%	31-50	%	51-70	%	70+	%
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Check items you currently do produce and **circle** your best sellers.

current items produced **top sellers (may be both)**

	baskets		photos/prints		souvenirs-nature theme
	bath & body		post cards		souvenirs-park logo
	books		pottery		souvenirs-WV logo
	candles		jewelry		T shirts
	clothing		magnets		toys & dolls
	food items		music		wind chimes
	glassware		note cards		wood products

If your product(s) is not included, please list here:

Name
Business
e-mail
phone