
OAKLAND FIRST FRIDAYS

VENDOR AND ATTENDEE SURVEY REPORT

08/15/2017

PHOTO

TABLE OF CONTENT

- TABLE OF CONTENT 1
- EXECUTIVE SUMMARY 2
- METHODOLOGY 3
 - Vendor Survey 3
 - Attendee Survey 3
- THE VENDOR SURVEY 4
 - Demographics 4
 - Event Participation 9
 - Licenses 10
 - Marketing 10
 - Business Aspirations 12
 - Vendor Satisfaction 13
- THE ATTENDEE SURVEY 16
 - Demographics 16
 - Spending 16
 - Event Participation 18
 - Attendee Satisfaction 20
- APPENDIX 24
 - Appendix 1: Vendor Survey Questions 24
 - Appendix 2: Attendee Survey Questions 30

EXECUTIVE SUMMARY

Two surveys were conducted between May and July 2017: one vendor survey and one attendee survey for the Oakland First Friday event. The purpose of this report is to provide insight into the effects of Oakland First Fridays on participating vendors and gain information on how attendees experience the event.

Results of survey data analyzed show that:

- Oakland First Fridays provides an opportunity to promote and test new products to a large audience at minimal costs, and the event is a popular place to introduce new businesses. Almost 30 % of the vendors reported that Oakland First Fridays was their first event, and 81% of these continued to vend at other events.
- The event creates great values and jobs and many vendors rely on the income from the event. Fifty one percent (51%) of the vendors would not be able to afford monthly expenses or would have to find another source of income if the event went away.
- The event continues to increase its popularity and receive high scores on satisfaction from both vendors and attendees, and most of the attendees return to the event. Attendees and vendors are coming from all across the Bay Area but the majorities are from Oakland and its nearest neighbors. All ethnicities are represented at the event and the diversity is one of the things that are mentioned often, as things attendees like about the event.
- Overall, Oakland First Fridays is a platform to support the creative economy of Oakland and get positive response from vendors and attendees. It is a monthly event, which provides great value to the local community by generating work, business growth and other economic activity that otherwise, would not exist in the area.

METHODOLOGY

The two surveys were self-administered, meaning that the surveys were emailed out and/or dropped off and picked up. This type of survey was chosen due to limited time and resources and to obtain a larger sample size needed to get more reliable quantitative data.

Vendor Survey

The vendor survey was sent out to the Oakland First Fridays vendor database consisting of 1420 email addresses. The event organizers estimate that 10% of the addresses in the database were nonprofits or duplicates. Therefore, a more accurate estimated number of vendors contacted is 1278. Staff and volunteers also handed out the survey to the vendors in paper format during the First Friday event on the 7th of July 2017. Of those who responded, 131 responded online and 21 completed the survey on paper. Sixteen surveys were excluded from the analysis due to duplicates or irrelevant respondents (sponsors and nonprofits). The final survey sample ended up a total of 136, resulting in a respondent rate of 10.6%. When duplicates were deleted, the first survey respondents were consistently kept.

The vendor survey contained 39 questions. The survey questions are attached in appendix 1.

Attendee Survey

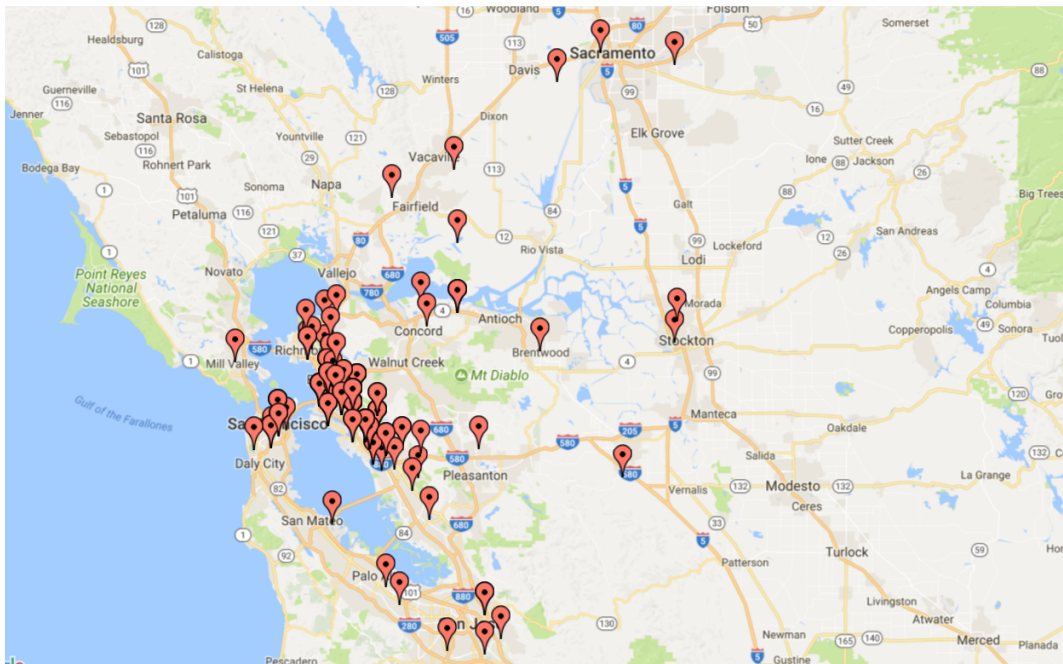
The attendee survey was conducted and created by Marketing and Communication Intern Marta Fratter. It was promoted online through the Oakland First Fridays Facebook page and was distributed on paper during the events on the 5th of May and 2nd of June 2017. In total, 204 completed survey. The attendee survey was anonymous.

The survey contained 17 questions and the questions are attached in appendix 2.

THE VENDOR SURVEY

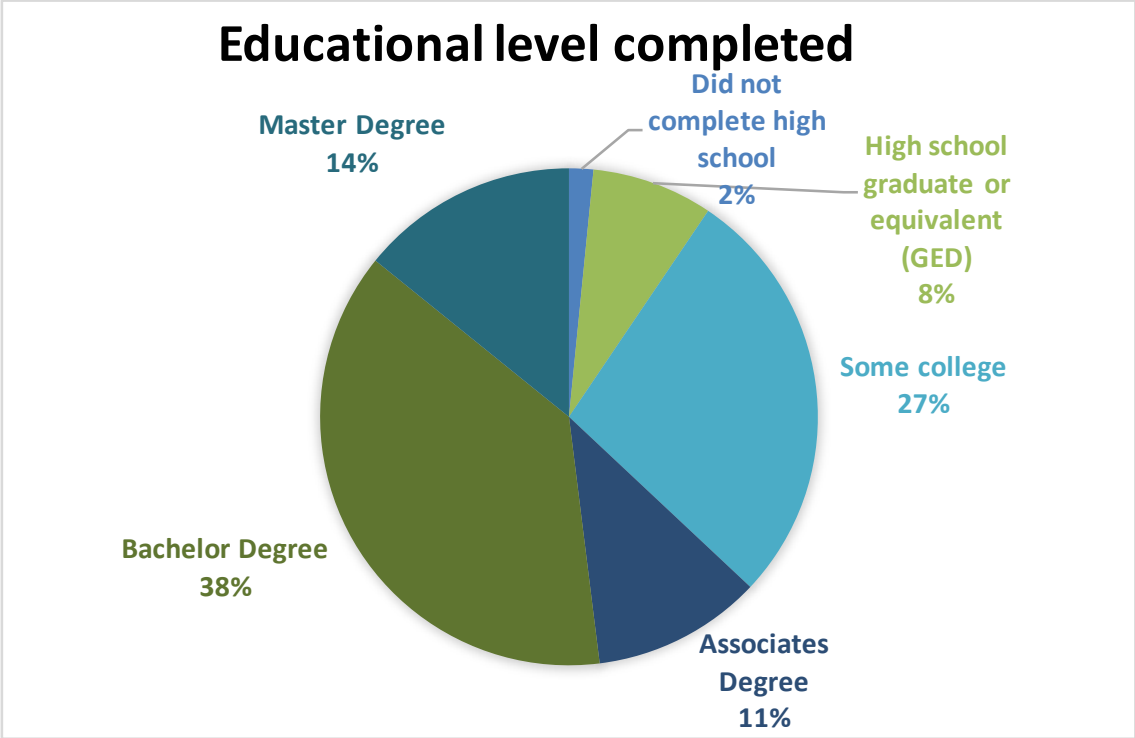
Demographics

The vendors were asked to provide their addresses. The map below shows the different zip code locations of all the vendors that responded. The majority appears to come from cities in the East Bay area and San Francisco, but there are also vendors traveling from as far as Sacramento and Stockton. More specifically, forty percent of the vendors (40%) reported being from the City of Oakland. Another 25% are from the neighboring cities of Berkeley, San Leandro, Emeryville, Richmond, Hayward and Alameda. Six percent (6%) reported being from San Francisco. This shows that the Oakland First Fridays vendors are locally represented by 71%.



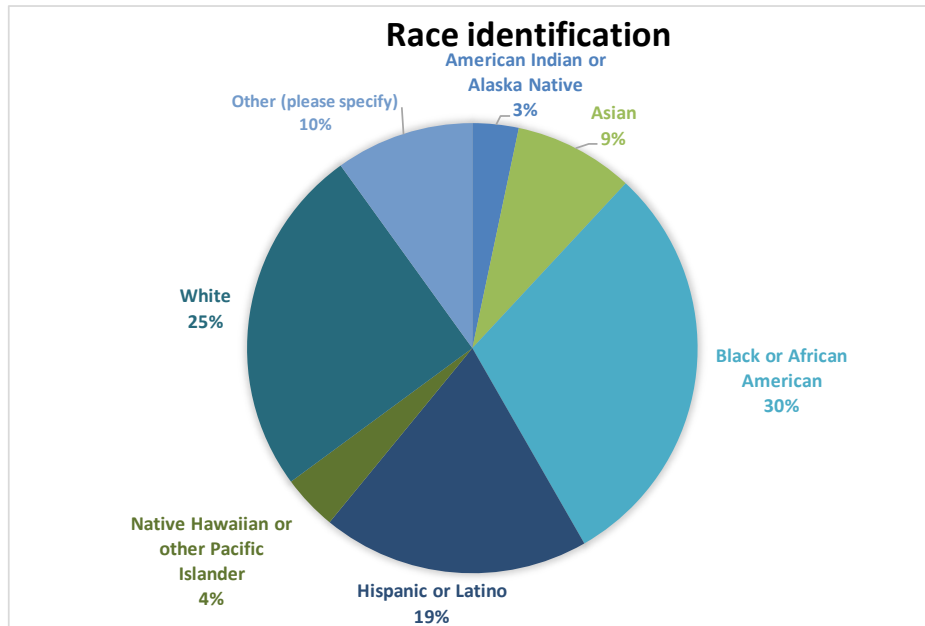
Vendor survey respondents were 56% female, 43% male and 1% other. When asked their age, 70% of the vendors report being between the ages of 25 and 45 years old.

When examining the educational level of the Oakland First Fridays vendors it was interesting that it was almost equally divided between people who have bachelor and master degree (52%) and those who have associates degree or lesser education.



Most of the vendors at Oakland First Fridays are self-employed (61%) and less than one third are employed for wages. Four percent (4%) are unable to work or out of work looking for employment. Only five percent (5%) reported being retired.

The vendors were also asked about their race identification. As shown in the figure below, the majority (30%) of the vendors say that they identify themselves as Black or African American and 25% identify themselves as White. Nineteen percent (19%) identify themselves as Hispanic or Latino. This demonstrates that Oakland First Fridays vendors reflect the racial diversity that represents the City of Oakland.

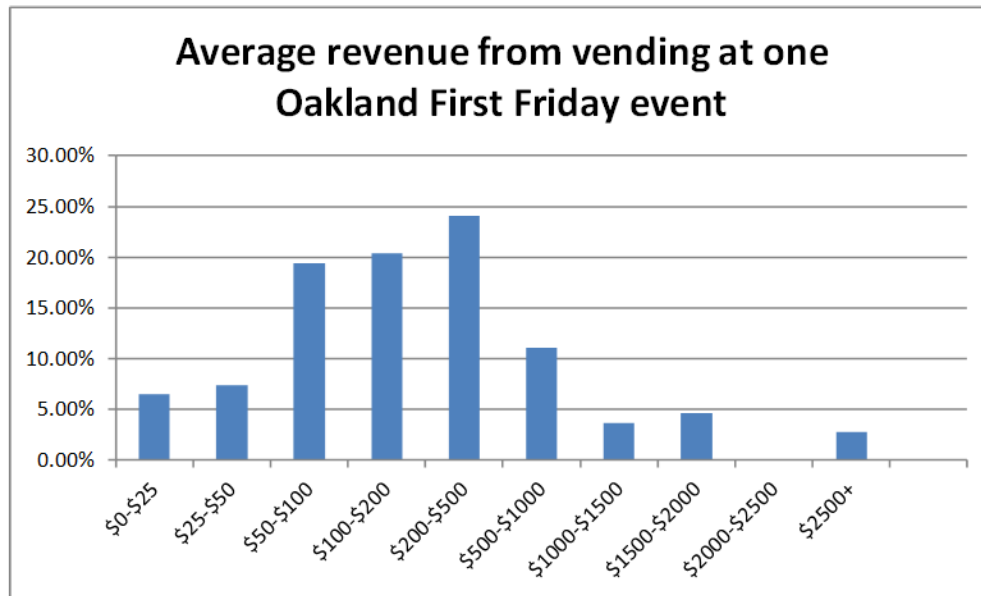


Economic Outcomes

The findings in this section are based on self-reported financial data and there is a potential bias towards under reporting actual revenues due to a concern that organizers will increase vending fees in the future.

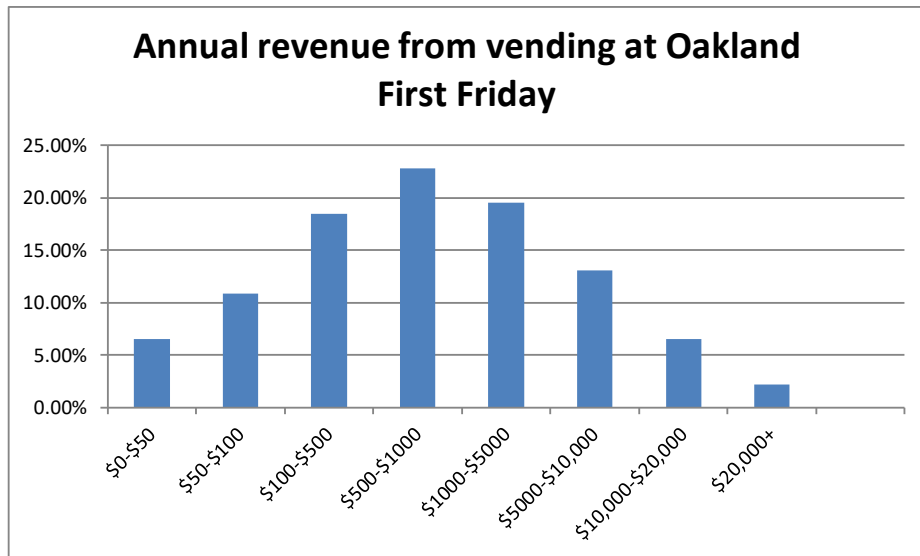
When asked about average revenue from vending at one Oakland First Friday event, 20% of the vendors reported that they generate between \$100- \$200 per event and 24% of the vendors reported generating \$200 - \$500 per event. This means that 44% of the vendors earn roughly \$44.44-\$111.11 per hour (Based on upper bound calculations* and event hours from 5pm to 9.30pm). 11% of the vendors earn \$1000 or more per event ((\$222+ per hour).

The Oakland First Friday organizers estimate that, on average, 150 vendors participate at each event. Based on upper bound calculations (where \$2,500 is used as the upper bound for the \$25,000+ range), the total average revenue to the vendors from one event is \$78,900.

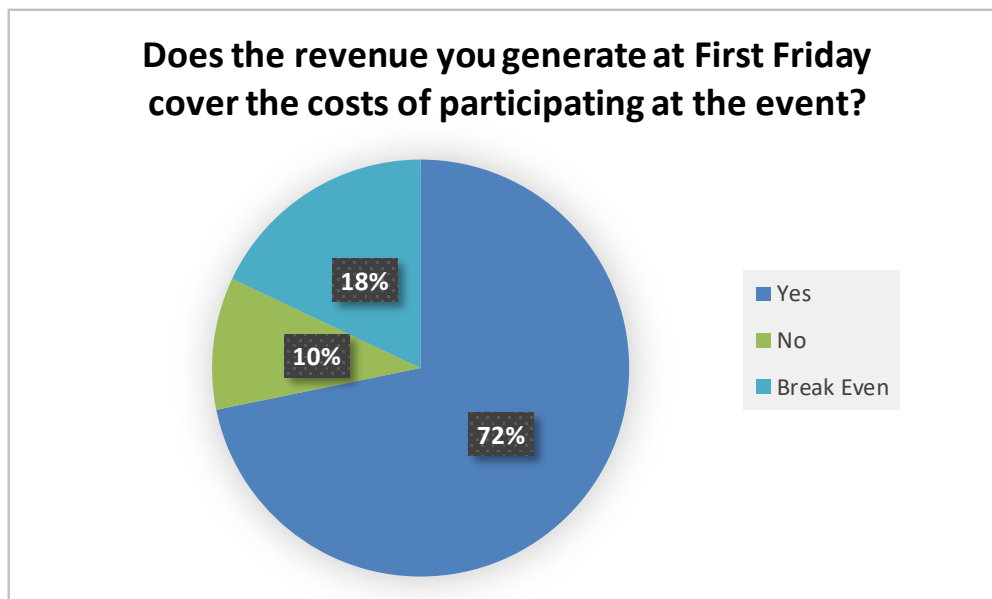


The vendors were specifically asked about their annual revenue from vending at Oakland First Fridays. Forty two percent (42%) of the vendors earn \$500-\$5,000 per year from vending at the event and 22% of the vendors earn \$5,000 or more. Using the estimate of 150 participations per event, calculations give us a total of \$664,703 in revenue to the vendors per year (based on upper bound calculations and \$20,000 as the upper bound for the \$20,000 + range). This demonstrates that Oakland First Fridays is an event which provide great value in the City of Oakland by generating jobs and incomes bringing roughly \$664,703 per year to vendors and \$61,485 in sales tax revenue.

*Upper bound calculation means using the highest in the range

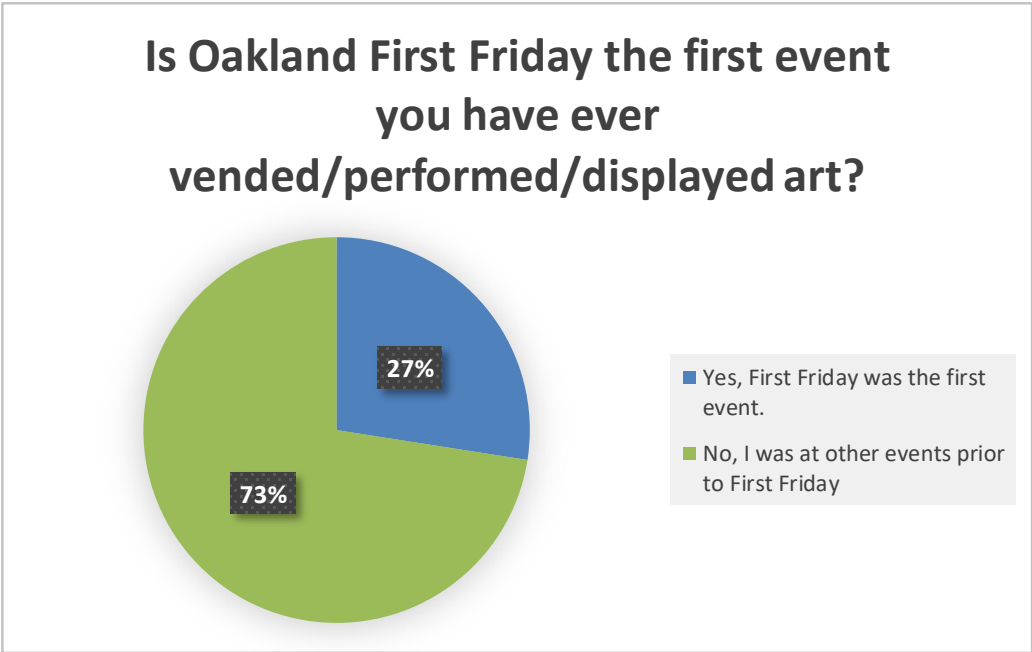


When asked if the income generated at the event covered the cost of participation, 72% of the vendors report that the revenue they generate from Oakland First Fridays cover the costs of participating. Of the remaining 28% who claim that they break even or lose money, the event is still an opportunity to market and test products in front of a large audience (30,000 people).

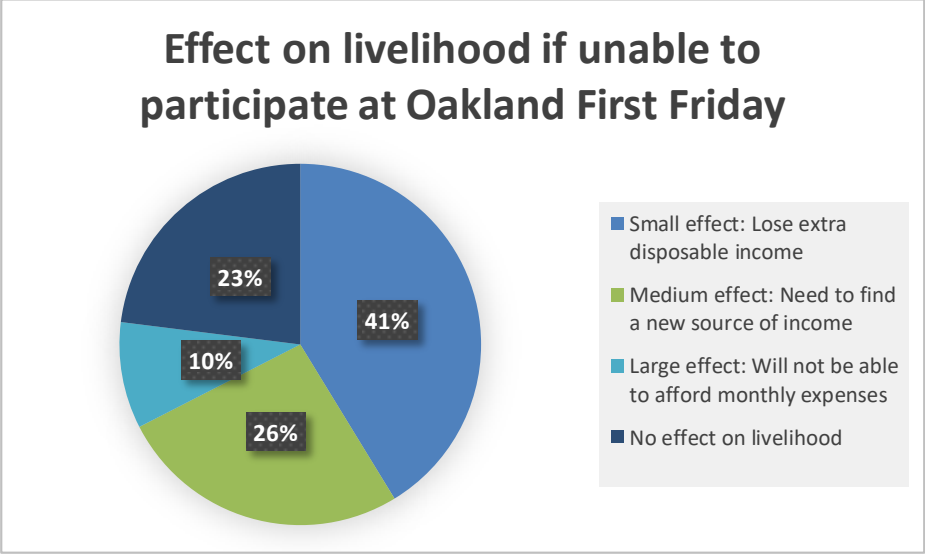


Event Participation

Almost 1/3 of the respondents answered that Oakland First Fridays was the first event they had ever vended. 81 % of those first-time vendors report that they are now vending at other events. This demonstrates that Oakland First Fridays continues to be a venue for incubation and opportunity to launch new businesses.



Vendors were asked whether vending/performing/displaying art is their main source of income, and 42% said yes. Twenty four (24%) of the vendors vend at Oakland First Fridays 11-12 times a year. Approximately half of the vendors (51%) say that if they were unable to attend the event it would have a large or medium effect on their livelihood. For those vendors, it means that if Oakland First Fridays went away, they would not be able to afford monthly expenses or they would have to find another source of income.



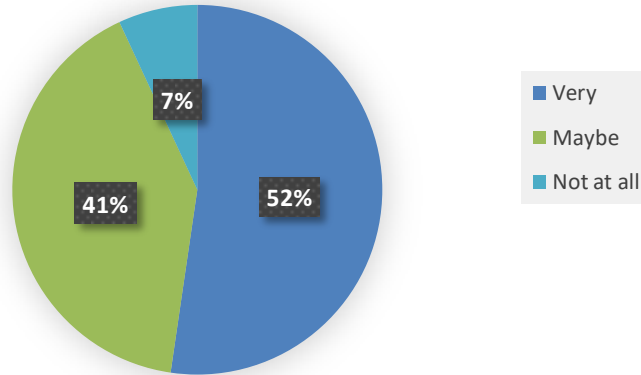
Licenses

Only 54% of the vendors reported having an Oakland business license, but 80% reported having a California seller’s permit. The Oakland First Fridays team is working towards encouraging vendors to get their licenses, which will generate more revenue for the City of Oakland.

Marketing

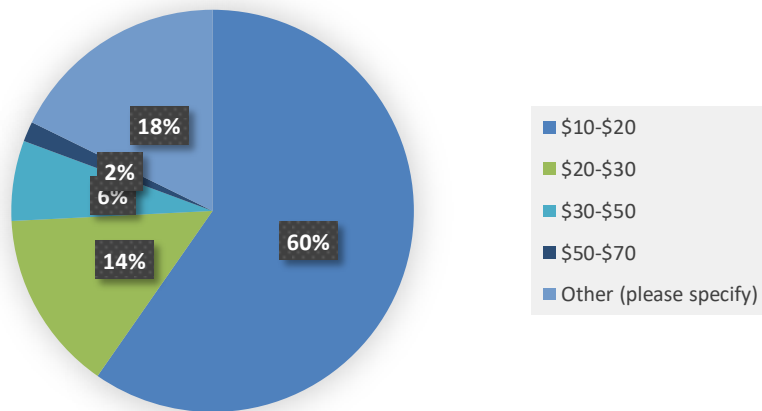
As many as 80% of the vendors reported that they market their participation at Oakland First Fridays through social media (Facebook, Twitter etc.). Seventy percent (70%) use word of mouth as a marketing channel, 27% use email and 23% use blogs (WordPress, Tumblr, Instagram, etc.). Only 5% answered that they do not market their participation at Oakland First Fridays. 93% of the vendor are interested or might be interested in being marketed in an online directory of local independent businesses.

Interest in being marketed in an online directory



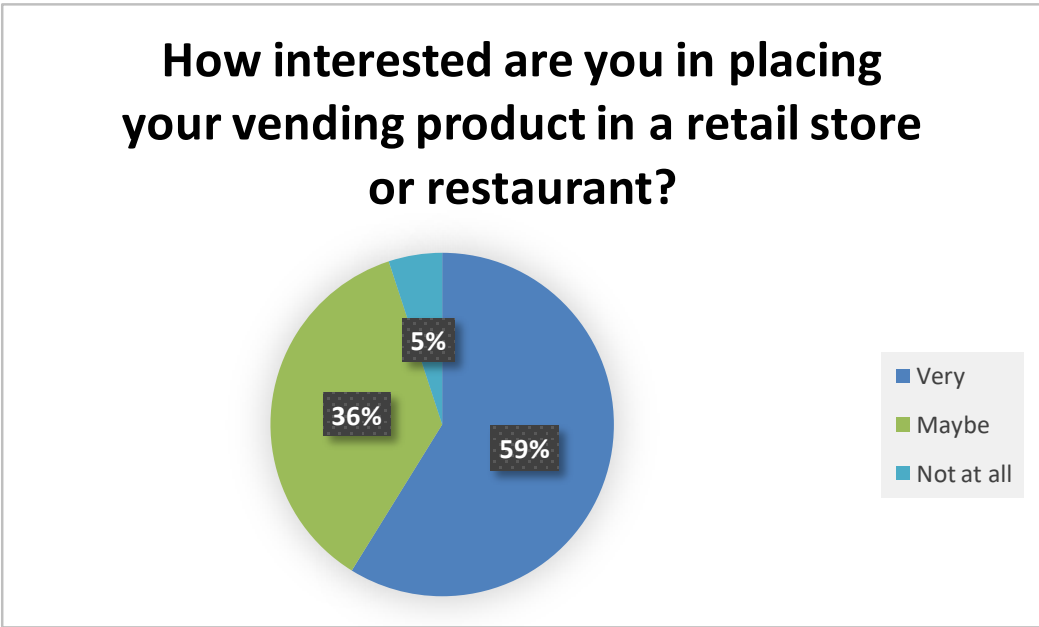
The monthly fee that the most vendors (60%) are willing to pay for being in a directory of local independent businesses is between \$10 and \$20. Fourteen (14%) stated that they would be willing to pay between \$20 and \$30. As the survey did not provide any additional information about the practices of the directory, it was as expected that some people needed more information before being able to state their preferred fee range. Eighteen percent (18%) of the respondent answered the option “other” and most of them said that they are not sure and it depends on the exposure.

Monthly fee willing to pay



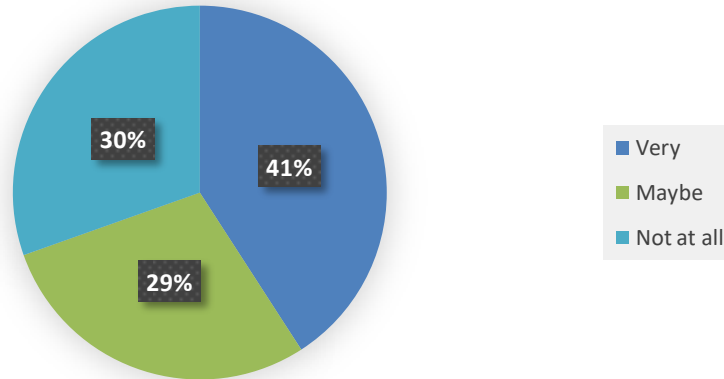
Business Aspirations

Almost all of the vendors (95%) stated that they are interested or might be interested in placing their product in a retail store or restaurant. If the vendors are successful in this happening it would give them more exposure and make their products more accessible, which again can create business growth. For the retail stores, this is also an opportunity to differentiate by providing locally handcrafted products.



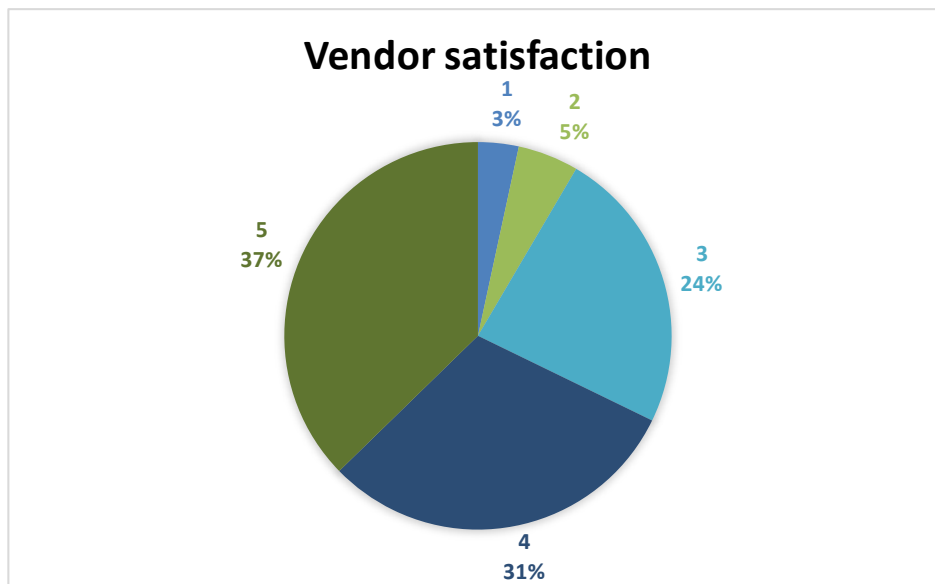
More than one third (70%) of the vendors have reported that they are interested in opening their own retail store or restaurant. This shows that the vendors at Oakland First Fridays have aspirations for their businesses and it might be that vending at events, like Oakland First Fridays, is one of their first steps in their entrepreneurial journey.

How interested are you in opening your own retail store or restaurant?



Vendor Satisfaction

The vendors were asked to rate their overall satisfaction with Oakland First Friday from 1 to 5, where 1=worst and 5=best. 92% of the respondents rated their satisfaction as 3 or better. There is a very small number of vendors who are unsatisfied.



An open question asking for opinions on how Oakland First Friday has helped the vendors' businesses was included. The responses most frequently mentioned on this question were exposure and promotion, networking and generating of new customers. Some of the vendors say that the event has helped their business gain long term customers and that Oakland First Friday is a great advertising venue for small businesses.

Quotes from vendors:

LOG INTO SURVEYMONKEY AND YOU MIGHT FIND VENDOR QUOTES THAT YOU LIKE BETTER

If we are going to use their names, we need their accept.

"My very first vending event was First Fridays in 2013. The exposure that I receive and being able to do this event consistently each month has helped my revenue to grow, as well as make connections for other vending and showcase opportunities." Marisol Catchings (aztecanegra@gmail.com), Artisan vendor

"It's become a must-go monthly event for my business. I've had a lot of custom order and repeat customers from the event." Ha Le, (info@lessismorejewelry.com), Artisan vendor

"Thank you for the email. First Friday has been a great platform for Maru's Kitchen since we are a small catering business. First Fridays serves as a store-front for us since we do not function like a traditional food truck or brick and mortar. Our clientele at First Friday continues to come back every month, which assists our survival as a small business. David Lopez (delopez114@gmail.com), Food vendor

Finally, the last question in the survey was asking for additional thoughts and suggestions to the First Friday team. A sample of their quotes follows:

"I think small artist vendors who don't vend often should be a high priority. Unique people with affordable products. They don't take a lot of space and contribute to the vibe and cuteness of it all, if the same giant booths are there every month it loses its charm" **Natasha Price**
(hellofromnatasha@gmail.com), Artisan Vendor

"First Friday is beautiful. I started selling there when it was a free for all and I think it's improved a lot since then. Maybe better organization? I know that's hard but maybe a jewelry section, a clothing section, an art section? I don't know if that'd be good or not-just a thought ?? Anyway, you guys are great! Thanks for making First Friday happen" **Hellenmae,**
(Hellenmaehastosay@yahoo.com), Artisan vendor

Photo

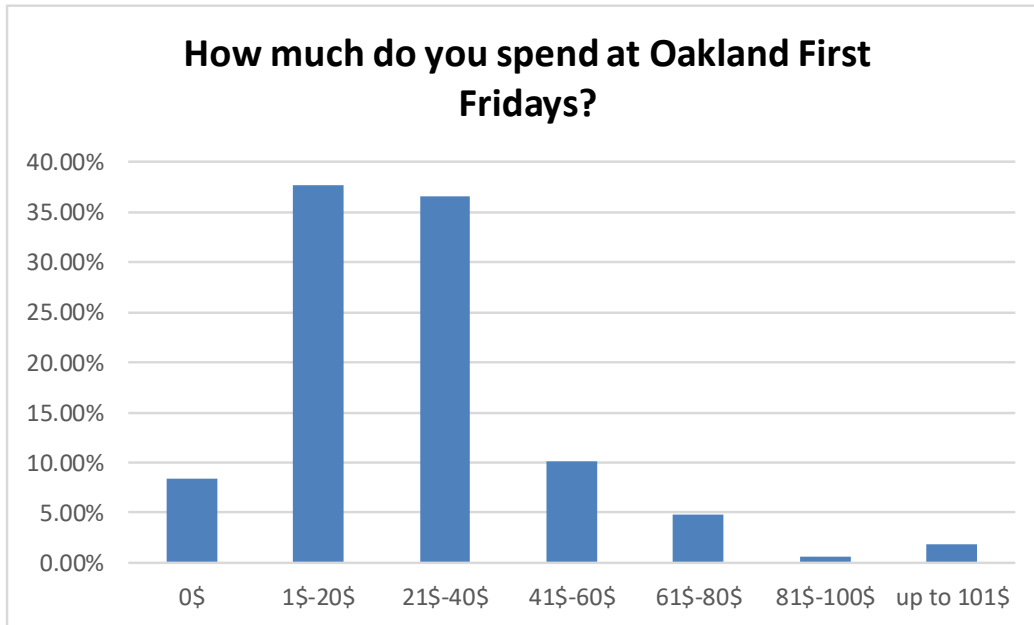
THE ATTENDEE SURVEY

Demographics

Almost half (47%) of attendees are Oakland residents. Another 33% are from Berkeley, San Francisco, Emeryville, Hayward, Alameda and Richmond. This demonstrates that 80% of attendees are from Oakland or neighboring cities. Forty three (43) different cities all over the country were represented among the attendees.

Spending

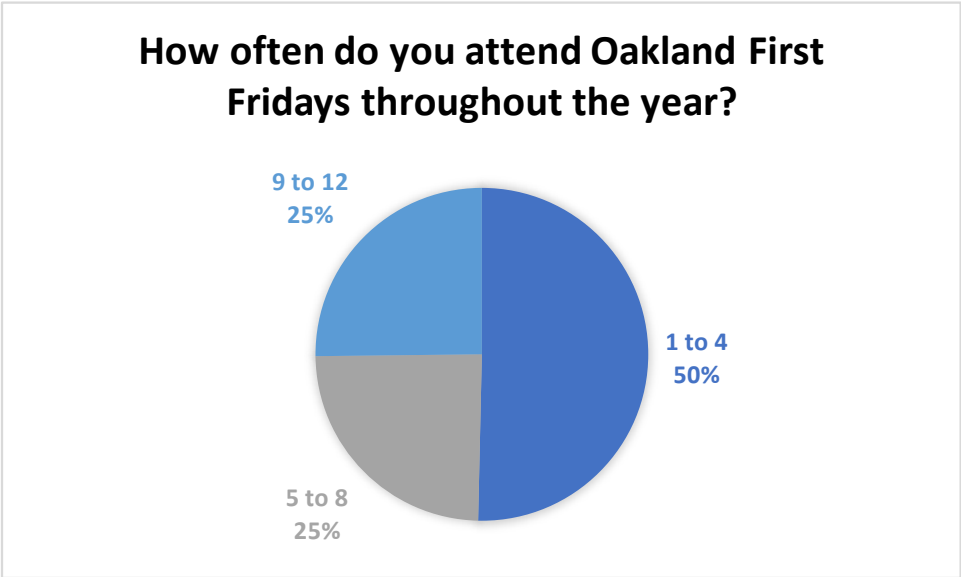
Oakland First Fridays has been growing over the past years and today the estimated number of attendees per event is around 30,000. More than half of those who responded in the attendee survey stated that they spend \$21 or more at the event. The average spending per person per event is \$35 (based on upper bound calculations). If assuming that the percentages in each spending range are representative for the 30,000 people that attend each event, one can conclude that the total revenue attendees contribute to locally is roughly \$1,062,600 per event (based on upper bound calculations). Due to rainouts, the event organizers estimate that there are ten Oakland First Fridays event yearly, meaning that attendee spending amounts to a total of 10,626,000 a year. This is revenue that streams into the local economy at each event and is assumed to not exist if the event did not occur.



It appears that there is a discrepancy between what the attendees report spending and what the vendors report in revenue per event. The gap could be because vendors purposely underestimate their income. It is also important to remember that the question did not ask about what the attendees spend their money on, it is likely that the attendees also spend money in the brick and mortar businesses and on transportation.

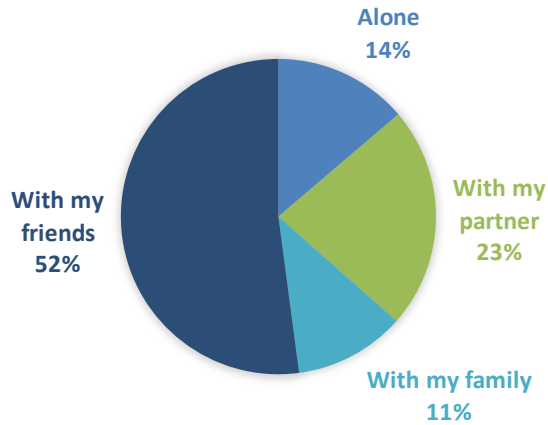
Event Participation

When asked how frequently they attend the Oakland First Fridays event, 25% attendees stated that they attend Oakland First Fridays between 9 to 12 times per year. Twenty five percent (25%) said they attend the event 5 to 8 times a year and 50% said that they attend the event between 1 to 4 times per year. In other words, 50% of attendees return to the event at least 5 times a year, which demonstrates that Oakland First Fridays is an event that attracts return customers at a high rate.



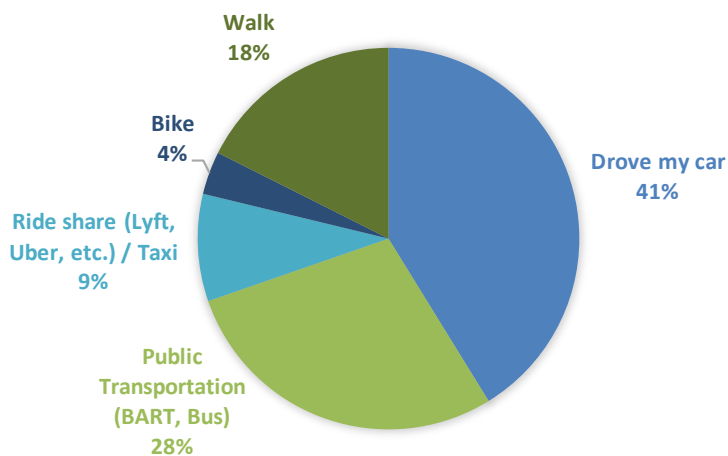
When asked if they came alone or with family or friends, most (52%) of the attendees reported that they come to the event with their friends. It was interesting to discover that 11% reported that they come with their family, since Oakland First Fridays aims to be family friendly. The event organizers are planning to have more activities for children and youngsters to make the event even more attractive for families.

How do you come to Oakland First Fridays?



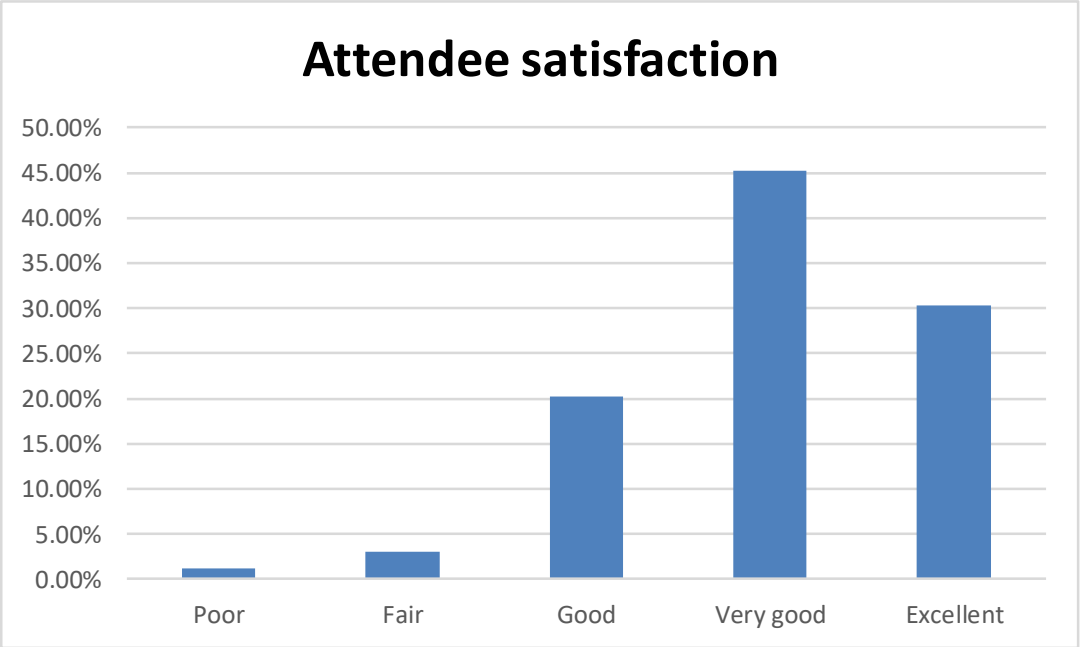
In determining what mode of transportation attendees use to arrive at the event we discovered that fifty nine percent (59%) do not drive but rather use either public transportation (28%), walk (18%), ride share (9%), or bike (4%). The most common way to arrive at the event is still by car (41%).

How did you arrive to Oakland First Fridays?



Attendee Satisfaction

The attendees gave positive feedback on the question about satisfaction. Ninety six percent (96%) of the attendees rated the event as good, very good or excellent. When asked if they would recommend the event to a friend, fifty six percent (56%) said that it is extremely likely that they will recommend the event to a friend and only 1% said that it is not likely at all.



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To the question, “what do you like about Oakland First Fridays street festival?,” some people answered:

“I get to see the real diversity of Oakland not packaged and sold to me. All kinds of people having fun and enjoying Oakland.” (Anonymous respondent zip code 94705)

“Great crowd! The people are amazing, brings out people from every walk of life and is a great community event for Oakland” (Anonymous respondent zip code 94705)

“Local folks, creativity, dancing, fun activities, its Oakland! It brings a lot of neighborhoods together: Temescal, Downtown, Jack London” (Anonymous respondent zip code 94706)

7. What do you like about Oakland First Fridays Street Festival?



When the attendees were asked about additional feedback some of them said:

“Would be nice to expand and have more vendors and restaurants in the city participate by offering deals” (Anonymous respondent zip code 94545)

“Um, Keep it small! I have no idea how, but there was a time when it got really big, then lately it seems to have been able to bring it back down, which is good. Keep it local. I love the double dutch. I love people selling what they make. I love the kids jumping on the spring board for a slam dunk!” (Anonymous respondent zip code 94607)

“Please don't become too commercial! Reach out to more local/ small/ upcoming businesses first. Please keep a balance of supporting local artists. On a positive note, my friend Marisol owner of Azteca Negra, was featured in LonelyPlanet or some major magazine. Also each time I vend at your event I am invited to other events, meet new amazing people, and organizations that have helped my art business expand! I appreciate this experience you provide. I understand you're still GROWING AND EXPANDING. This event has blown up so quickly and you're all still figuring out how to do all this work.”

10. Got any comments about your festival experience?

“ To encourage more contributions
Make a deal with some vendors
to give \$1 off on purchase by
showing receipt on paying
entrance fee. ”

“Do more activities, art stuff,
chalkboard the side walks or
graffiti walk for attendees to
enjoy and add their own
personal touch to it, do some
raffles that keep attendees
staying or coming back”

“Might be nice to have a kind of
temple sacred space.”

“It could go a little longer and have
more things for kids to do”

“Spread out food stalls so there's less of
a crowd bunched around them.”

“I appreciate the email list with
notifications of upcoming events and
updates”

CONCLUSION

This report summarizes and highlights the findings in the two surveys that were conducted between May and July 2017. Both the vendor and attendee survey had a great number of respondents, which increase the credibility of the findings.

Oakland First Fridays is a monthly event which provides considerable value in the City of Oakland by generating jobs, consistent income to vendors in the area, tax revenues and new business opportunities which otherwise would not exist. The event supports entrepreneurship and is unique because it allows entrepreneurs to introduce new businesses to a large audience at minimal costs.

The event continues to be popular among the attendees, and the large rate of return is a proof of that. The event gives the community a place to come together to celebrate music, dance and arts. Overall, Oakland First Fridays protects one of the most important assets in the City of Oakland; the arts and the cultural diversity.

Photo

APPENDIX

Appendix 1: Vendor Survey Questions

1. Contact information

- Name:
- Business/Org name (If applicable):
- Mailing address:
- ZIP/Postal Code:
- Email address:
- Telephone number:

2. Please select your age range:

- a) 0-18
- b) 18-25
- c) 25-35
- d) 35-45
- e) 45-55
- f) 55-65
- g) 65+

3. Tell us about your gender identification

- a) Male
- b) Female
- c) Other

4. Tell us about your race identification

- a) American Indian or Alaska Native
- b) Asian
- c) Black or African American
- d) Hispanic or Latino
- e) Native Hawaiian or other Pacific Islander
- f) White
- g) Other (please specify)

5. Educational level completed

- a) Currently in middle school or high school
- b) Did not complete high school
- c) High school graduate or equivalent (GED)
- d) Some college

- e) Associates Degree
- f) Bachelor Degree
- g) Master Degree
- h) Doctorate Degree
- i) Other (please specify)

6. Employment status, are you currently...

- a) Employed for wages
- b) Self-employed
- c) Out of work and looking for employment
- d) Out of work but not currently looking for employment
- e) Homemaker
- f) Retired
- g) Unable to work
- h) Other (please specify)

* 7. Which of the following best describes your participation with First Fridays?

- a) Artisan Vendor (Arts, makers and hand-crafted vendors)
- b) Food & Beverage Vendor
- c) Retail Vendor (Selling products manufactured by others)
- d) Performer/Entertainer
- e) Displaying art that is not for purchase
- f) Other (please specify)

8. Which category best describes your food:

- a) Savory
- b) Sweets
- c) Beverages
- d) Other (please specify)

9. Please describe your cuisine (Ex. Mexican, Italian, Korean, Californian etc.):

10. If you currently vend as an individual food business in Oakland, which neighborhood(s)?

- Oakland neighborhood(s):
- Other cities (outside of Oakland):

11. Were you aware the City has a new food vending permit program?

- a) Yes
- b) No

12. Please briefly describe your product or merchandise:

13. How many First Friday events do you participate in throughout the year as a vendor/artist/performer?

- a) 1-2
- b) 3-4
- c) 5-6
- d) 7-8

- e) 9-10
- f) 11-12
- g) Other (please specify)

14. Is First Friday the first event you have ever vended/performed/displayed art?

- a) Yes, First Friday was the first event.
- b) No, I was at other events prior to First Friday

15. Do you participate as a vendor/artist/performer at other events outside of First Friday?

- a) Yes
- b) No

16. How many events (First Fridays and other events) do you vend/perform/display art per month?

- a) 1-2
- b) 2-4
- c) 4-6
- d) 6-8
- e) 10-12
- f) 12+
- g) 0

17. How do you market your participation at First Fridays?

- a) Social Media (Facebook, Twitter, etc.)
- b) Blogs (Wordpress, Tumblr, Instagram, etc.)
- c) Media advertising (print newspapers, radio spots, etc.)
- d) Email
- e) Fliers
- f) Word of Mouth
- g) I do not market my participation
- h) Other (please specify)

18. How interested are you in being marketed in an online directory of local independent businesses?

- a) Very
- b) Maybe
- c) Not at all
- d) Other (please specify)

19. What monthly fee would you be willing to pay to be marketed in a directory of local independent businesses?

- a) \$10-\$20
- b) \$20-\$30
- c) \$30-\$50
- d) \$50-\$70
- e) \$70-\$100
- f) \$100+
- g) Other (please specify)

20. How long have you been in business?

- a. year
- b) 1-2 year
- c) 2-3 year
- d) 3-4 year
- e) 4-5 year
- f) 5-7 year
- g) 7-10 year
- h) 10-15 year
- i) 15+ year

21. Does the revenue you generate at First Friday cover the costs of participating at the event?

- a) Yes
- b) No
- c) Break Even
- d) Not applicable

22. Is vending/performing/displaying art your main source of income?

- a) Yes
- b) No

23. If you were unable to participate at First Friday how much would your livelihood be effected?

- a) Small effect: Lose extra disposable income
- b) Medium effect: Need to find a new source of income
- c) Large effect: Will not be able to afford monthly expenses
- d) No effect on livelihood

24. What is your average revenue from one First Friday event?

- a) \$0-\$25
- b) \$25-\$50
- c) \$50-\$100
- d) \$100-\$200
- e) \$200-\$500
- f) \$500-\$1000
- g) \$1000-\$1500
- h) \$1500-\$2000
- i) \$2000-\$2500
- j) \$2500+
- k) Not applicable

25. What is your annual revenue from First Friday?

- a) \$0-\$50
- b) \$50-\$100
- c) \$100-\$500
- d) \$500-\$1000
- e) \$1000-\$5000

- f) \$5000-\$10,000
- g) \$10,000-\$20,000
- h) \$20,000+
- i) Not applicable

26. How interested are you in placing your vending product in a retail store or restaurant?

- a) Very
- b) Maybe
- c) Not at all
- d) Other (please specify)

27. How interested are you in opening your own retail store or restaurant?

- a) Very
- b) Maybe
- c) Not at all
- d) Other (please specify)

28. Do you have a California sellers permit?

- a) Yes
- b) No
- c) Unsure
- d) Not applicable

29. Do you have an Oakland business license?

- a) Yes
- b) No
- c) Unsure
- d) Not applicable

30. Have you ever applied for an Oakland business license?

- a) Yes
- b) No
- c) Unsure
- d) Not applicable

31. How do you vend at Oakland First Fridays?

- a) Booth
- b) Cart
- c) Truck
- d) Other (please specify)

32. What amount of space do you take up in the event?

- a) 5ft
- b) 10ft
- c) 15ft
- d) 20ft

- e) 25ft
- f) 30ft
- g) 35ft
- h) 40ft
- i) Not applicable
- j) Other (please specify)

33. What do you think is a fair price for you to vend at Oakland First Fridays?

34. At what price would a vending space at First Fridays begin to look inexpensive or cheap?

35. At what price would a vending space at First Fridays begin to look too expensive?

36. What is your overall satisfaction with Oakland First Friday? (1=worst, 5=best)

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

37. Please explain your rating on the previous question:

38. How has the Oakland First Fridays event helped your business?

39. Do you have any additional thoughts or suggestions about Oakland First Friday's operation practices?

Appendix 2: Attendee Survey Questions

1. Have you ever attended OakFF Festival?

- a) Yes
- b) No

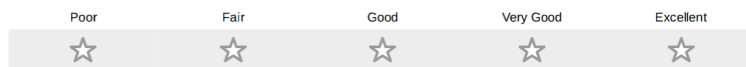
2. Why not?

* 3. When did you last attend the Festival?

- a) Within 6 months
- b) Within last year
- c) More than a year ago

* 4. How often do you attend Oakland First Fridays throughout the year? (Please, respond choosing among "1 to 4 times" - "5 to 8" - "9 to 12").

* 5. Overall, how would you rate the event?



* 6. How likely is it that you would recommend the event to a friend?



* 7. What do you like about Oakland First Fridays street festival?

* 8. What do you dislike about OakFF Street Festival?

* 9. What is your zip code?

10. Got any suggestions or comments about your festival experience? Let us know below!:

* 11. Do you come to Oakland First Fridays

- a) Alone
- b) With my partner
- c) With my family
- d) With my friends

* 12. How many people are there in your group?

- a) 1-5
- b) 6-10
- c) 11-15
- d) 16+

* 13. How did you arrive to Oakland First Fridays?

- a) Drove my car
- b) Public Transportation (BART, Bus)
- c) Ride share (Lyft, Uber, etc.) / Taxi
- d) Bike
- e) Walk

* 14. How much do you spend at Oakland First Fridays?

- a) 0\$
- b) 1\$-20\$
- c) 21\$-40\$
- d) 41\$-60\$
- e) 61\$-80\$
- f) 81\$-100\$
- g) up to 101\$

15. Do you follow us on:

- a) Facebook
- b) Twitter
- c) Instagram

* 16. Are you interested in receiving Oakland First Fridays updates and announcements?

- a) No
- b) I am already in your Mail List
- c) Yes (Email Address):

17. Is there anything we are missing?

- a) No
- b) Yes (please specify):