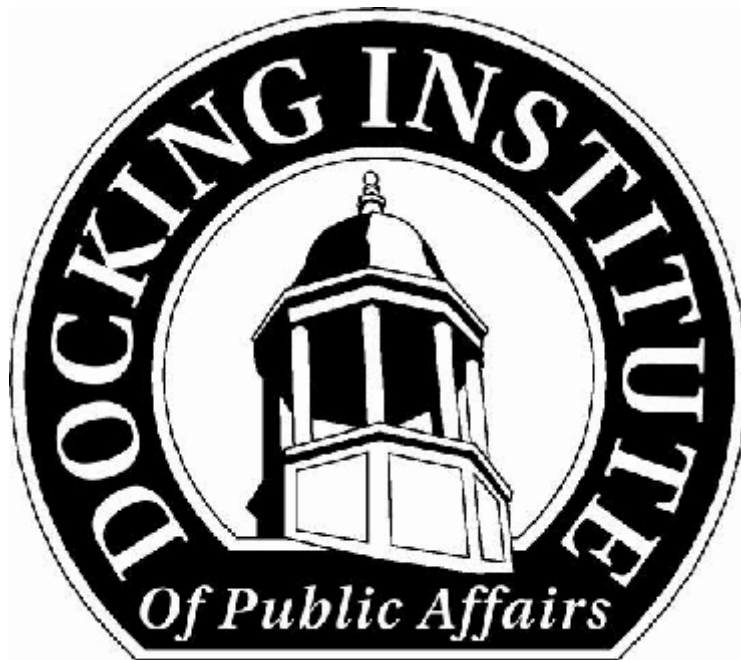


Ellis County Retail Shopping Survey 2002



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The staff of **The Docking Institute of Public Affairs** and its **University Center for Survey Research** are dedicated to serving the people of Kansas and surrounding states.

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Ellis County Retail Shopping Survey 2002

By Trevor Steinert, M.L.S.
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Executive Summary

The Ellis County Coalition for Economic Development (ECCED) contracted the Docking Institute of Public Affairs to conduct a telephone survey and analysis of a representative sample of the Hays retail market area¹. The specific objectives of the survey were to:

- % Determine the extent and type of retail purchases in Hays by those who live in the Hays retail market area.
- % Determine reasons for not shopping in Hays among the Hays retail market population.
- % Ascertain the types of products and establishments most desired for Hays among the Hays retail market population.

From the Institute's independent analysis of 690 survey respondents it finds that:

- C Eighty-one percent of Hays respondents usually buy shoes and clothes in Hays.
- C Among Hays respondents who shop for shoes outside Hays, 92% indicate that finding higher quality products is important in deciding to shop elsewhere, and 91% indicate that selection and variety is an important factor in their decision.
- C Eighty-four percent of Hays respondents usually buy home furnishings and appliances in Hays.
- C Among Hays respondents who shop for home furnishings and appliances outside Hays, 98% indicate that finding good prices is important in deciding to shop elsewhere, 96% indicate selection and variety is important, and 94% indicate higher quality products is important.

¹ The Hays retail market area includes the following counties: Ellis, Cheyenne, Decatur, Gove, Graham, Logan, Norton, Phillips, Rawlins, Rooks, Rush, Russell, Sheridan, Sherman, Thomas, Trego, and Wallace.

- C Sixty-nine percent of Hays respondents usually shop for automobiles in Hays.
- C Among Hays respondents who shop for automobiles outside Hays, 82% indicate finding good prices is important in deciding to shop elsewhere.
- C The city most visited for shopping by Hays residents, other than Hays, is Salina. Seventy-five percent of Hays respondents shop Salina at least once a year.
- C Other than their hometowns, the city most visited for shopping by non-Hays respondents is Hays. Eighty-nine percent of non-Hays respondents shop Hays at least once a year.
- C One hundred percent of non-Hays respondents living less than 15 miles from Hays shop Hays at least once a month. 82% of those living 15 to 29 miles from Hays shop Hays at least once a month. 78% living 30 to 44 miles from Hays shop Hays at least once a month, and 64% living 45 to 59 miles from Hays shop Hays at least once a month. Those living 60 miles or more from Hays are less likely to shop in Hays on a monthly basis, but a large percentage report that they still do. Even among those living more than 90 miles from Hays, 20% indicate that they shop in Hays at least once a month.
- C Clothes, shoes, and apparel are most often purchased by non-Hays respondents when shopping Hays, with 95% indicating they buy them at least sometimes.
- C Non-Hays respondents are slightly more likely to shop at locations north of I-70 than locations on Vine Street or downtown.
- C 69% of non-Hays respondents agree that Hays needs more home improvement or hardware stores. 66% of non-Hays respondents agree that Hays needs more men's clothing stores, while 65% believe so with regard to women's clothing stores. 62% agree that more children's clothing stores are needed, and 60% agree that more shoe stores are needed.
- C 87% of Hays respondents agree that Hays needs more men's clothes stores. 76% of Hays respondents agree that Hays needs more women's clothing stores, while 75% believe so with regard to children's clothing stores. 73% agree that more shoe stores are needed, and 72% agree that more home improvement or hardware stores are needed.

Section I

Methods

Between March 4, 2002 and March 27, 2002 the Docking Institute's University Center for Survey Research conducted a survey of 690 household in the Hays regional market area. The telephone numbers were generated using a random sampling technique and the survey was conducted using a Computer Aided Telephone Interviewing (CATI) system. The CATI system enables interviewers to code survey information directly into a computer database as the interviewers administer a questionnaire to respondents. After up to six call attempts per telephone number, 972 households were successfully contacted. In 690 of these households an adult resident agreed to complete the survey. This represents a response rate of 71%.

Using a 95% confidence interval, the results from the survey of households have a margin of error of +/- 4%. That is to say, given 100 separate random samples of 690 households in the Hays regional market area, only 5% of the time would the results obtained from those samples vary by more than +/- 4% from the results that would be obtained if the total population were surveyed (assuming no response bias). It is important to note the margin of error for subgroups is higher, with results from subgroups fewer than 40 being primarily suggestive.

Survey Instrument

The Docking Institute and the ECCED agreed on the survey items used. The ECCED was responsible for identifying subject areas and objectives of the survey. It was the responsibility of the Docking Institute to develop survey items what were technically correct and without bias. Design of the survey instrument and question wording are the property of the Docking Institute and are not to be used for additional surveys without written permission given by the Director of the Docking Institute. A copy of the survey instrument is provided in Appendix 1, and the frequencies for each survey item are provided in Appendix 2.

Format of the Report

The analysis of findings follows this section and is divided into four separate sections. Section II identifies the demographic characteristics of respondents. Section III reports whether respondents shop locally or at a place other than where they reside, and the reasons that influence their shopping decisions. Section IV examines the shopping patterns of non-Hays residents that shop in Hays, and factors that influence non-Hays residents' decisions to shop in Hays. Section V reports the types of products and establishments most desired for Hays among survey respondents. Individual analyses of responses gathered from Hays or non-Hays residents are also included throughout this report, wherever appropriate. It is important to note that when reading the tables in this report, the percentages cited in the text are generally those from the "Valid Percent" column appearing in the table.

Section II

Sample Demographics

Throughout this section demographic data will be reported separately for Hays respondents, non-Hays respondents, and the aggregate set of all respondents.² A total of 192 Hays residents responded to the survey; 498 non-Hays residents responded.

Females represent 66% of Hays respondents, 67% of non-Hays respondents, and 67% of the aggregated respondents (see Table 1). Though females represent two thirds of the sample,

Table 1: Gender

		Hays		Non-Hays		Aggregate	
		Freq.	Valid Percent	Freq.	Valid Percent	Freq.	Valid Percent
Valid	Female	122	65.6	298	67.0	418	66.6
	Male	64	34.4	147	33.0	209	33.4
	Total	186	100.0	445	100.0	626	100.0
Missing	System	6		53		64	
Total		192		498		690	

results should not be adversely affected. Respondents were instructed to answer questions for the entire household, and it is likely that females have better knowledge of the shopping habits within their house.

Table 2 shows that both the mean and median ages of Hays respondents are 45 years. For non-Hays respondents the mean and median ages are 54 and 52 years, respectively. The mean and median ages of the aggregate sample are 52 and 51 years.

Table 2: Age

		Hays	Non-Hays	Aggregate
N	Valid	189	445	629
	Missing	3	53	61
Mean		45.49	54.10	52.15
Median		45.00	52.00	51.00
Minimum		19.00	19.00	19.00
Maximum		88.00	94.00	94.00

Respondents were asked to identify their race or ethnicity, and another question was asked regarding whether they are of Hispanic origin. Some of the data gathered from these questions

is represented in Table 3 (next page). Responding to the first question, 94% of Hays respondents, 98% of non-Hays respondents, and 97% of the aggregate group indicated they are white. In all three populations, no category (with the exception of “other”)

² Numbers reported for the aggregate group may not equal the combined total of the Hays and non-Hays subgroups due to weighting.

represented greater than 1% of all responses. A table containing information for all races and ethnic groups is available in Appendix 2. When asked specifically if they were “of Mexican or some other Hispanic origin”, 5% of Hays respondents, 1% of non-Hays respondents, and 2% of the aggregate group answered “yes”.

Table 3: Race and Ethnicity

	Hays		Non-Hays		Aggregate	
	Freq.	Valid Percent	Freq.	Valid Percent	Freq.	Valid Percent
White	178	93.7	440	98.2	615	97.2
Total N	190		448		633	
Hispanic	9	4.8	6	1.3	13	2.1
Total N	189		449		633	

The education level of survey respondents is shown in Table 4. Ninety-five percent of Hays respondents have at least a high school diploma, 93% of non-Hays respondents indicate the same, and 93% of the aggregate group also have at least a high school diploma. Sixty-nine percent of Hays respondents have

Table 4: Education Level

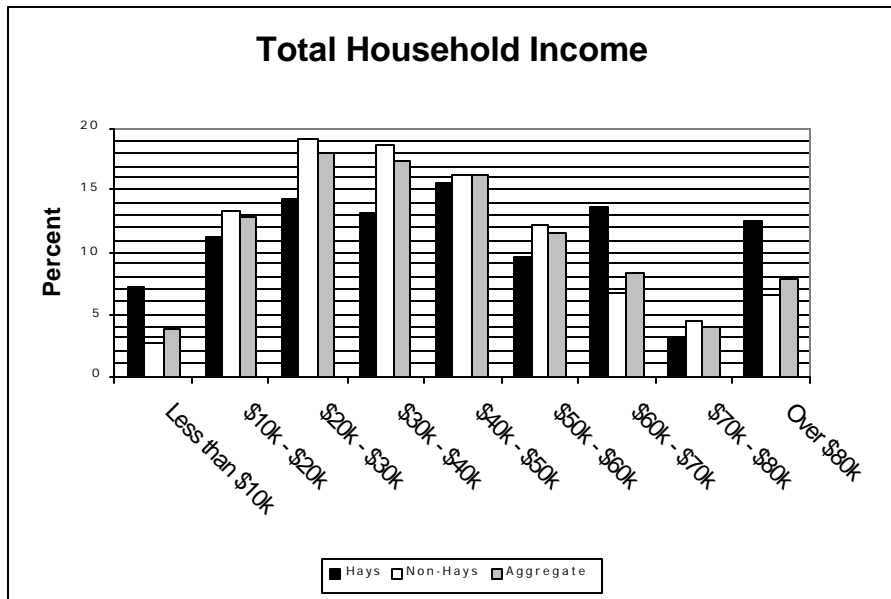
		Hays		Non-Hays		Aggregate	
		Freq.	Valid Percent	Freq.	Valid Percent	Freq.	Valid Percent
Valid	Less 8th	6	3.2	8	1.8	13	2.1
	Some H. S.	4	2.1	25	5.6	31	4.8
	H. S. Grad.	49	25.8	161	36.0	213	33.8
	Vocational	8	4.2	20	4.5	28	4.4
	Some College	60	31.6	126	28.2	183	28.9
	College Grad.	44	23.2	76	17.0	116	18.3
	Post-Coll. Grad.	19	10.0	31	6.9	48	7.6
	Total	190	100.0	447	100.0	632	100.0
Missing	System	2		51		58	
Total		192		498		690	

had at least some college education. Non-Hays respondents are less likely to have had some college, with 57% indicating that they have. Among the aggregate group, 59% have had some college education.

A tri-modal distribution is apparent when examining total household income among Hays respondents. As shown in Figure 1 (next page), the single largest percentage of Hays respondents (15.5%) indicate total family incomes in the range of \$40,000 to \$50,000. The second largest income category among Hays respondents is \$20,000 to \$30,000 (14.3%), and the third largest is \$60,000 to \$70,000 (13.7%). A large percentage of Hays respondents (12.5%) fall into the largest income category, “over

\$80,000" per year. Family incomes among non-Hays respondents are noticeably lower, with the largest percentage (19.1%) of these respondents in the range of \$20,000 to \$30,000. The \$30,000 to \$40,000 income range and the \$40,000 to \$50,000 income range are also frequently indicated among non-Hays respondents, with 18.6% and 16.3%, respectively. The trend among the aggregate group closely resembles that of the non-Hays respondents, and should be expected. Non-Hays residents comprise the majority of the Hays retail market population.

Figure 1



Respondents were asked to indicate the number of years they have lived in the community in which they presently reside. The results can be found in Table 5. The mean number of years of residence among Hays respondents is 23, and the median is 20. Among non-Hays respondents, the mean

Table 5: Years of Residence

		Hays	Non-Hays	Aggregate
N	Valid	190	451	636
	Missing	2	47	54
Mean		23.11	33.07	30.88
Median		20.00	32.00	30.00
Minimum		1.00	0.00	0.00
Maximum		81.00	91.00	91.00

number of years of residence is 33, and the median is 32. The aggregate group is only slightly different, with a mean of 31 years and a median 30 years.

A question regarding the number of people living in the home, and another question regarding the ownership status of the respondents home, completed the demographic part of the interview. The median number of people per household for all three groups was 2. The mean number of people per household is slightly higher among Hays respondents (2.62) than among non-Hays respondents (2.51). The mean number of people per household for the aggregate group was 2.54. Forty-seven percent of Hays respondents own their home outright, 23% are currently making mortgage payments, and 30% rent rather than own. Sixty-six percent of non-Hays respondents own their home outright, 21% are currently making mortgage payments, and 13% rent their home. When combined and weighted to form the aggregate group, 62% of all survey respondents own their home outright, 22% currently make mortgage payments, and 17% rent their present home.

Table 6: People Per Household

		Hays	Non-Hays	Aggregate
N	Valid	189	448	632
	Missing	3	50	58
Mean		2.62	2.51	2.54
Median		2.00	2.00	2.00
Minimum		1.00	1.00	1.00
Maximum		8.00	7.00	8.00

Table 7: Home Ownership

		Hays		Non-Hays		Aggregate	
		Freq.	Valid Percent	Freq.	Valid Percent	Freq.	Valid Percent
Valid	Own Home	88	46.8	295	66.0	389	61.7
	Mortgage	43	22.9	94	21.0	136	21.5
	Rent	57	30.3	58	13.0	106	16.8
	Total	188	100.0	447	100.0	630	100.0
Missing	System	4		51		60	
Total		192		498		690	

Section III

Shopping Locally

Respondents were asked if they shopped locally or in a town other than where they reside when purchasing certain products. Findings from these questions will be reported for Hays residents and non-Hays residents separately. Results reported for Hays resident responses are based on 192 total responses, and results reported for non-Hays resident responses are based on 498 total responses.

When asked if they “usually buy shoes and clothes in the town where” they live, 81% of Hays respondents answer “yes”. Table 8 shows that only 25% of non-Hays respondents indicate that they usually buy shoes and clothes in their hometown. Respondents were then asked to indicate the importance of certain factors in

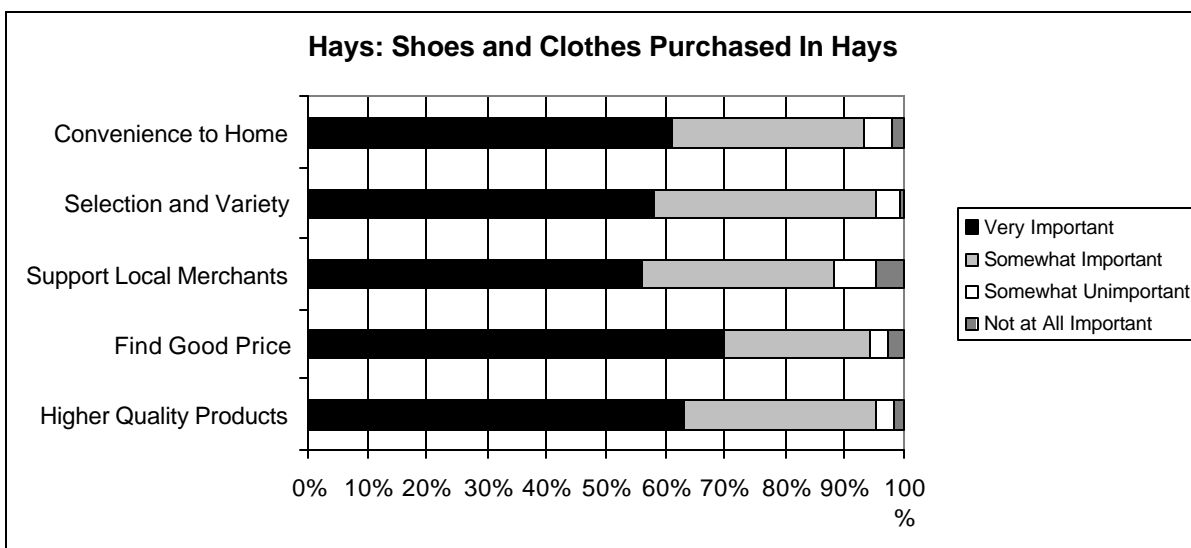
Table 8: Shoes and Clothes Purchased In Hometown

		Hays		Non-Hays	
		Freq.	Valid Percent	Freq.	Valid Percent
Valid	Yes	154	80.6	123	24.8
	No	37	19.4	373	75.2
	Total	191	100.0	496	100.0
Missing	System	1		2	
Total		192		498	

influencing their decision to shop in their hometown or elsewhere.

The importance of each factor, as reported by Hays residents indicating that they usually shop for shoes and clothes in Hays, is represented in Figure 2. When looking at

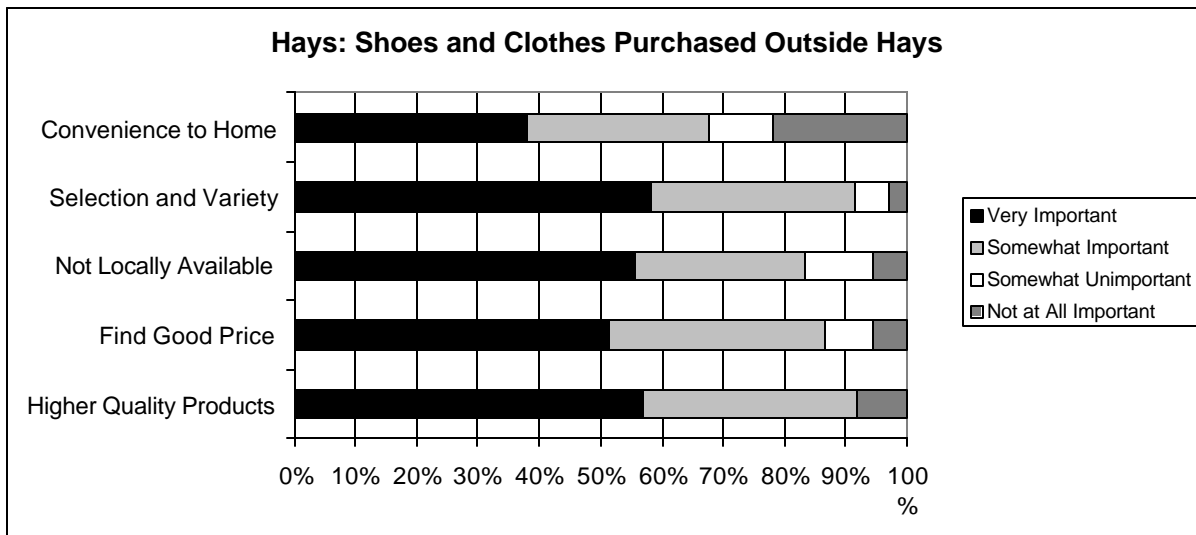
Figure 2



the combined percentages of respondents indicating “very important” and “somewhat important”, there is very little variation between factors. When looking only at the percentage reporting “very important”, the ability to find good prices clearly stands out as the strongest factor influencing Hays respondents decision to shop for shoes and clothes locally (70% indicate “very important”). The availability of higher quality products is considered a “very important” factor by 63%, and convenience to home by 61%.

Figure 3 shows the importance of each factor for Hays residents that usually shop for shoes and clothes outside Hays. Because only 37 respondents fall into this group, these data are only suggestive. Ninety-two percent of these respondents indicate that finding higher quality products is important in deciding to shop elsewhere, and 91% indicate that selection and variety is an important factor in their decision.

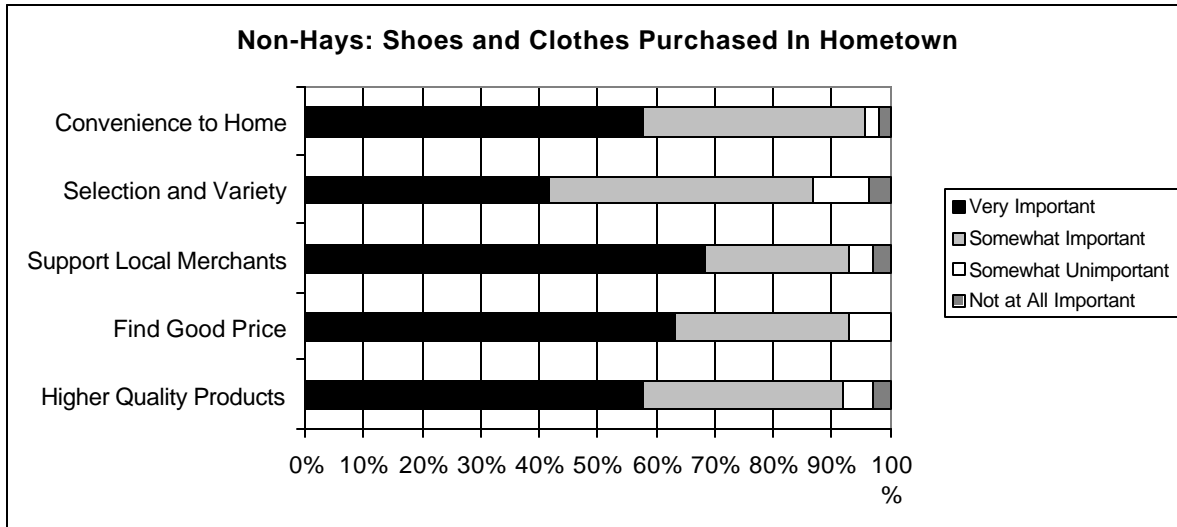
Figure 3



The importance of each factor for non-Hays residents that usually shop in their hometown for shoes and clothes is shown in Figure 4. Little variation exists between factors when looking at “very important” and “somewhat important” responses together. When looking only at the percentage responding “very important”, 68% of non-Hays residents that shop in their hometown indicate that supporting local merchants is an important factor in their decision to shop at home. Sixty-three percent indicate that finding

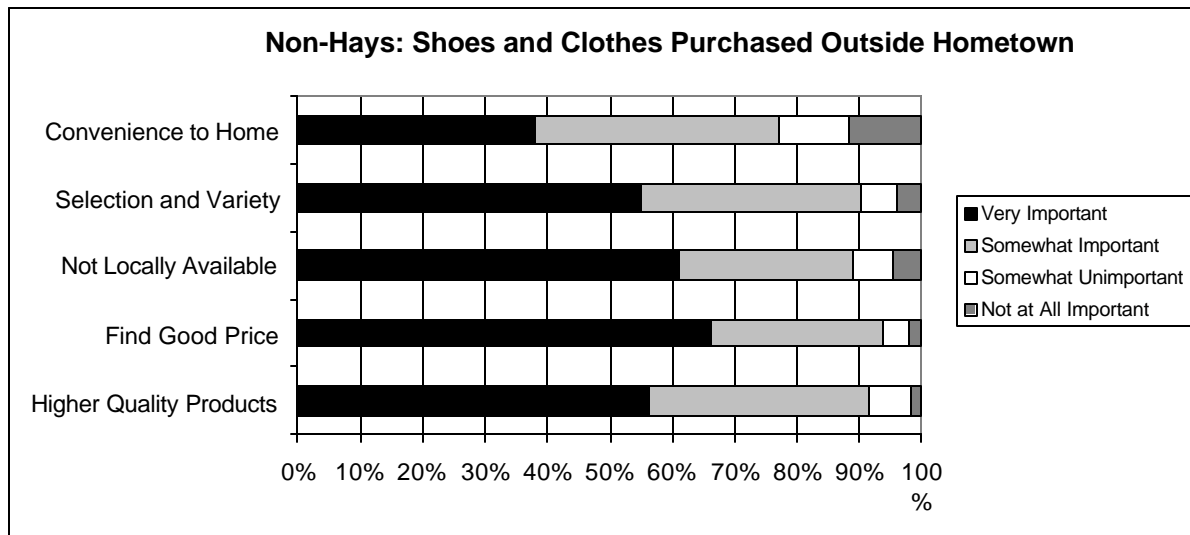
good prices is very important, and 58% indicate that convenience to home is very important.

Figure 4



To find variation among responses gathered from non-Hays residents that usually shop outside their hometown, it is also necessary to look at those responding that a factor is “very important”. Figure 5 shows that 67% of this set of respondents consider the ability to find good prices “very important” in their decision to shop away from home for shoes

Figure 5



and clothes. Sixty-one percent indicate that products not being available locally is very important in their decision, and 57% indicate that finding higher quality products is “very important” in their decision to shop away from home for shoes and clothes.

Respondents were asked how much they usually spend on shoes and clothes per month for their family, and separate results for Hays and non-Hays residents are contained in Table 9. Hays residents appear to spend more per month on shoes and clothes than non-Hays residents. Over 52% of Hays residents spend more than \$50 per month on shoes and clothes for their family, while only 36% of non-Hays residents spend that amount.

Table 9: Family Expenditures for Shoes and Clothes Each Month

		Hays		Non-Hays	
		Freq.	Valid Percent	Freq.	Valid Percent
Valid	Under \$30	47	25.3	134	30.5
	\$30 - \$50	42	22.6	146	33.2
	\$50 - \$100	54	29.0	93	21.1
	\$100 - \$250	37	19.9	60	13.6
	Over \$250	6	3.2	7	1.6
	Total	186	100.0	440	100.0
Missing	System	6		58	
Total		192		498	

When asked if they “usually buy home furnishings and appliances in the town where” they live, 84% of Hays respondents answer “yes”. Table 10 shows that 50% of non-Hays respondents indicate that they usually buy home furnishings and appliances in their hometown. Respondents were then

Table 10: Home Furnishings and Appliances Purchased in Hometown

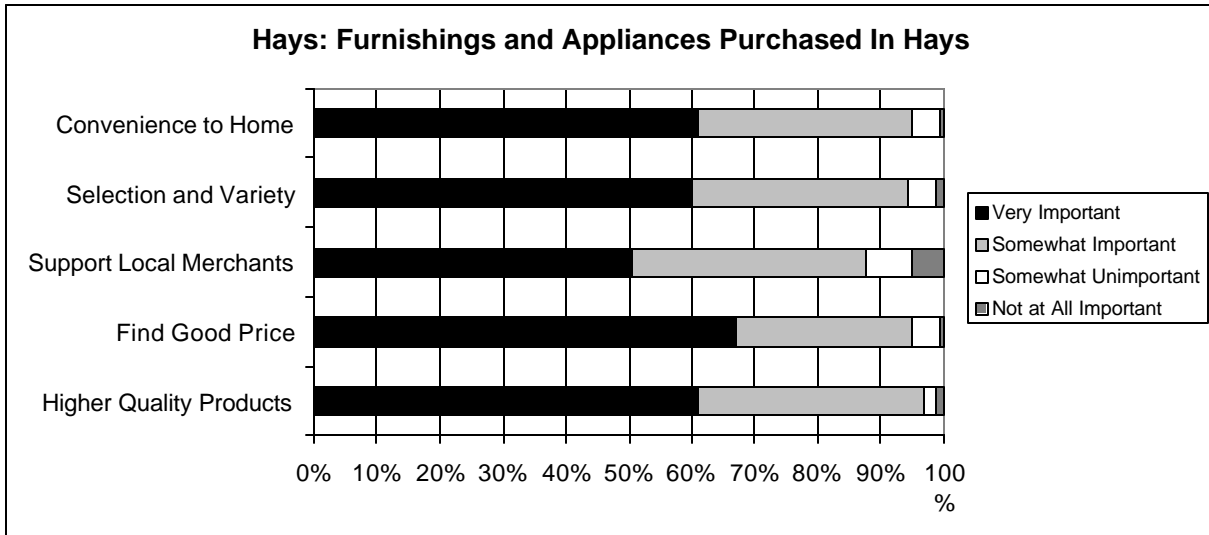
		Hays		Non-Hays	
		Freq.	Valid Percent	Freq.	Valid Percent
Valid	Yes	161	83.9	235	49.8
	No	31	16.1	237	50.2
	Total	192	100.0	472	100.0
Missing	System	0		26	
Total		192		498	

asked to indicate the importance of certain factors in influencing their decision to shop in their hometown or elsewhere for home furnishings and appliances.

Results for Hays residents that usually shop for home furnishings and appliances in Hays are available in Figure 6 (next page). Finding good prices is the factor with the greatest percentage of respondents indicating it is “very important” in their decision to shop in Hays for home furnishings and appliances, at 67%. While this group does support local merchants by shopping in Hays, only 50% of the group indicated that supporting local

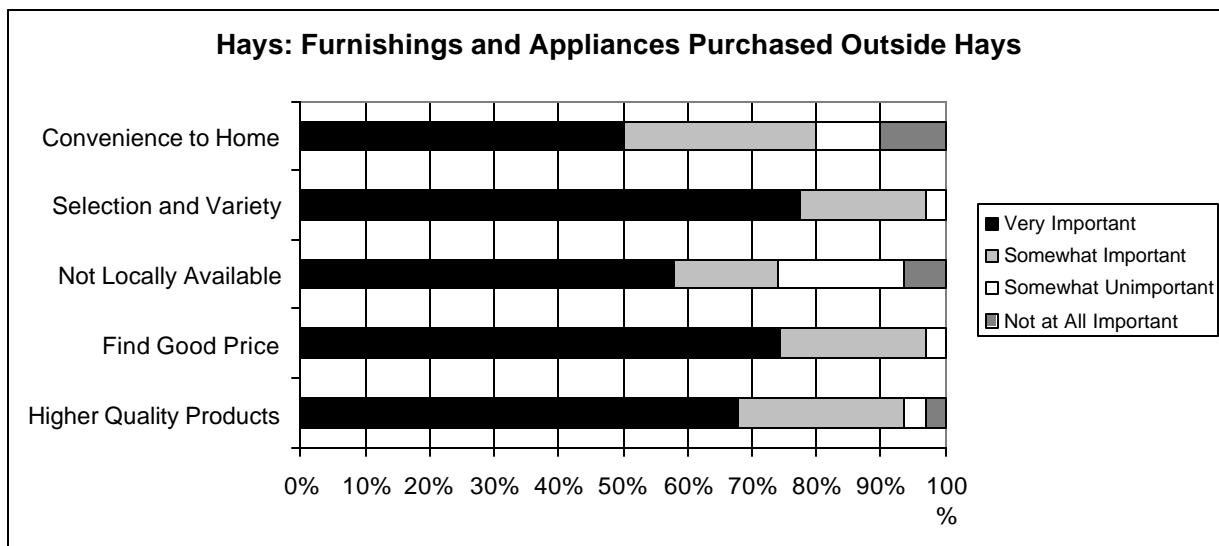
merchants was “very important” in their decision to shop at home. Each of the remaining factors is considered “very important” by approximately 60% of this set of respondents.

Figure 6



Among Hays residents that usually shop for home furnishings and appliances somewhere other than Hays, selection and variety is the factor that most influences their decision to shop elsewhere. Seventy-seven percent of respondents from this group indicate that selection and variety is “very important”, and another 19% indicate it is

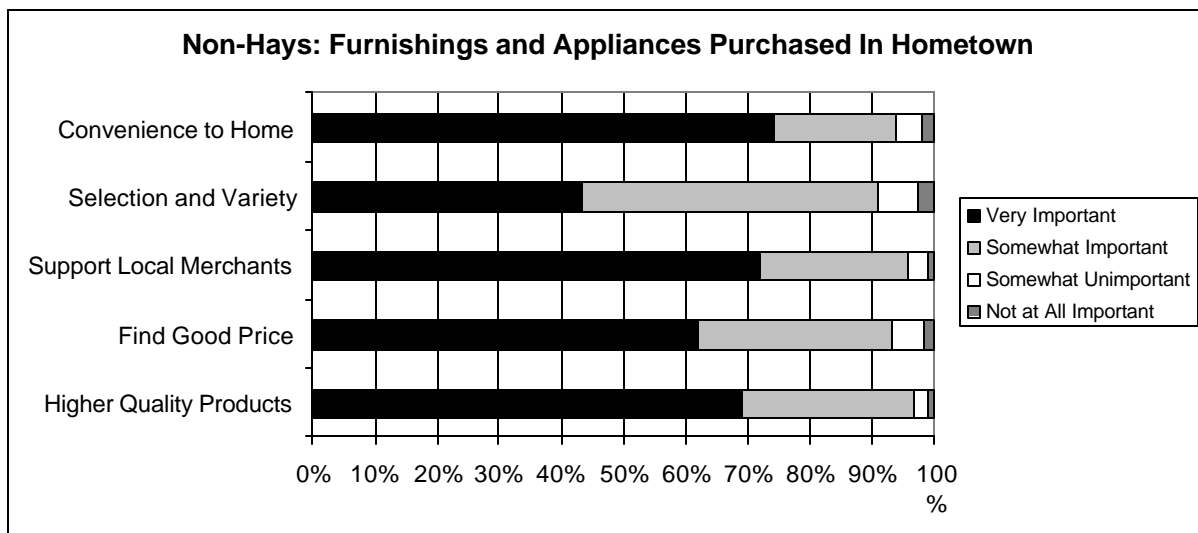
Figure 7



“somewhat important”. Almost equal in importance is finding good prices, with 74% indicating that this factor is “very important”, and 24% indicating it is “somewhat important”. Higher quality products are another important factor, with 68% considering it “very important” and 26% considering it “somewhat important”. Again, because these data are based on only 31 responses, they are only suggestive.

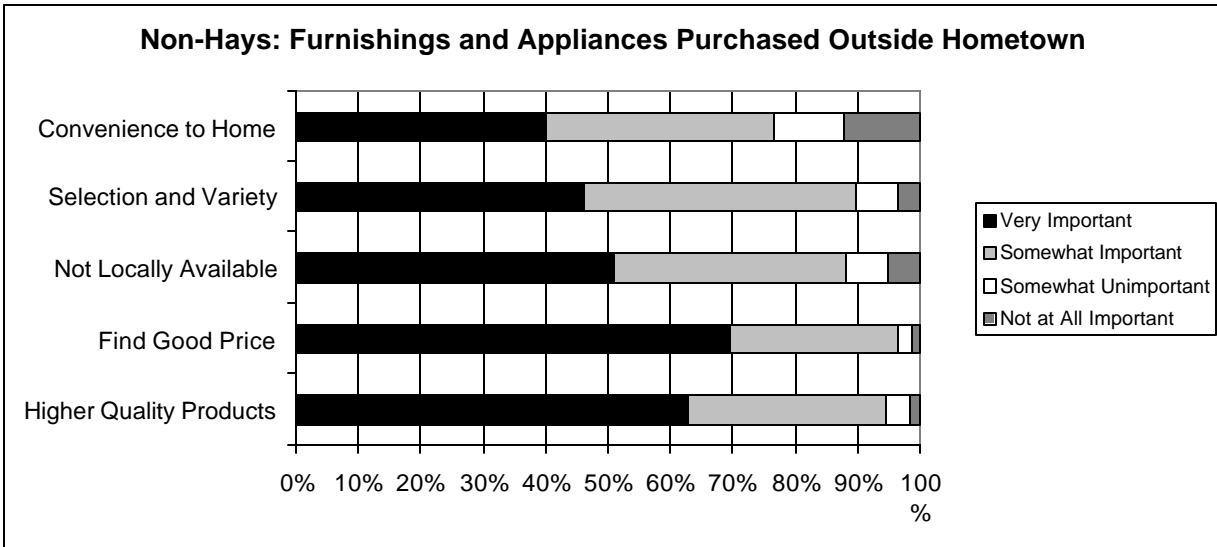
Figure 8 shows results for non-Hays residents that usually shop for home furnishings and appliances in their hometown. The most important factor that influences their decision to shop at home is convenience to home, with 74% indicating that it is “very important”. Other important factors among this group are supporting local merchants (72% consider it “very important”) and high quality products (69% consider it “very important”).

Figure 8



Results for non-Hays residents that usually shop for home furnishings and appliances outside their hometown are depicted in Figure 9 (next page). The most influential factor affecting this group’s decision to shop away from home is finding good prices, with 70% considering it “very important” to their decision. High quality products are considered “very important” by 63%, and products not being locally available is considered “very important” by 51%.

Figure 9



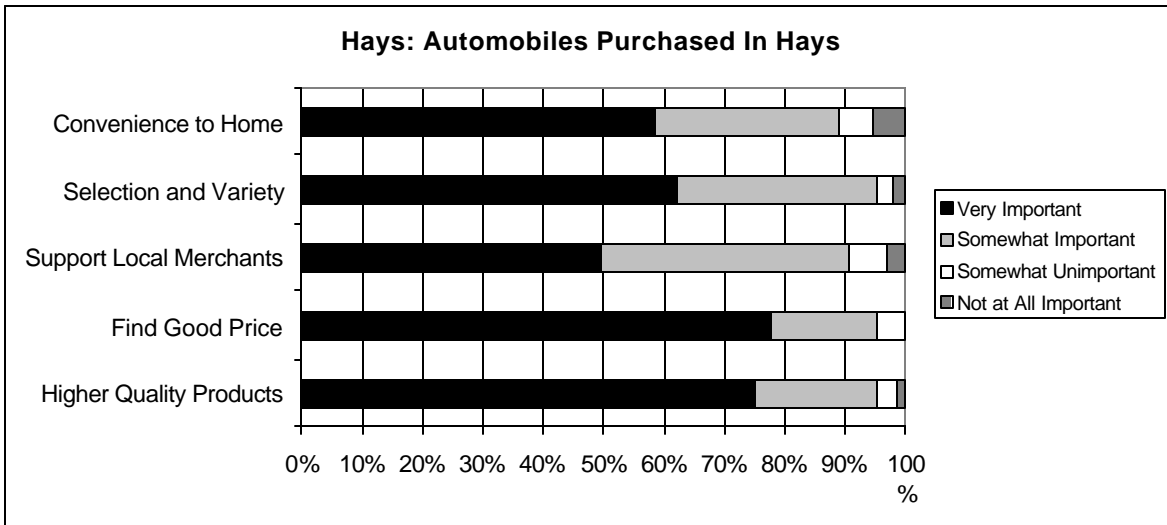
When asked if they “usually shop for automobiles in the town where” they live, 69% of Hays respondents answer “yes”. Table 11 shows that 35% of non-Hays respondents indicate that they usually shop for automobiles in their hometown. Respondents were then asked to indicate the importance of certain factors in influencing their decision to shop in their hometown or elsewhere for automobiles.

Table 11: Shop for Automobiles in Hometown

		Hays		Non-Hays	
		Freq.	Valid Percent	Freq.	Valid Percent
Valid	Yes	129	68.6	162	35.0
	No	57	30.3	288	62.2
	Don't Drive	2	1.1	13	2.8
	Total	188	100.0	463	100.0
Missing	System	4		35	
Total		192		498	

Hays residents that usually shop in Hays for automobiles report that finding a good price is the most important factor influencing their decision to shop locally. Figure 10 (next page) shows that 78% of this group consider finding a good price “very important” in their decision of where to shop for automobiles. High quality products is considered “very important” by 75%, and selection and variety is considered “very important” by 62%.

Figure 10



Results for Hays residents that usually shop for automobiles outside of Hays are shown in Figure 11. The most influential factor affecting this group’s decision to shop for automobiles outside of Hays is finding good prices, with 82% considering it “very important” to their decision. High quality products is considered “very important” by 73%, and selection and variety by 62%.

Figure 11

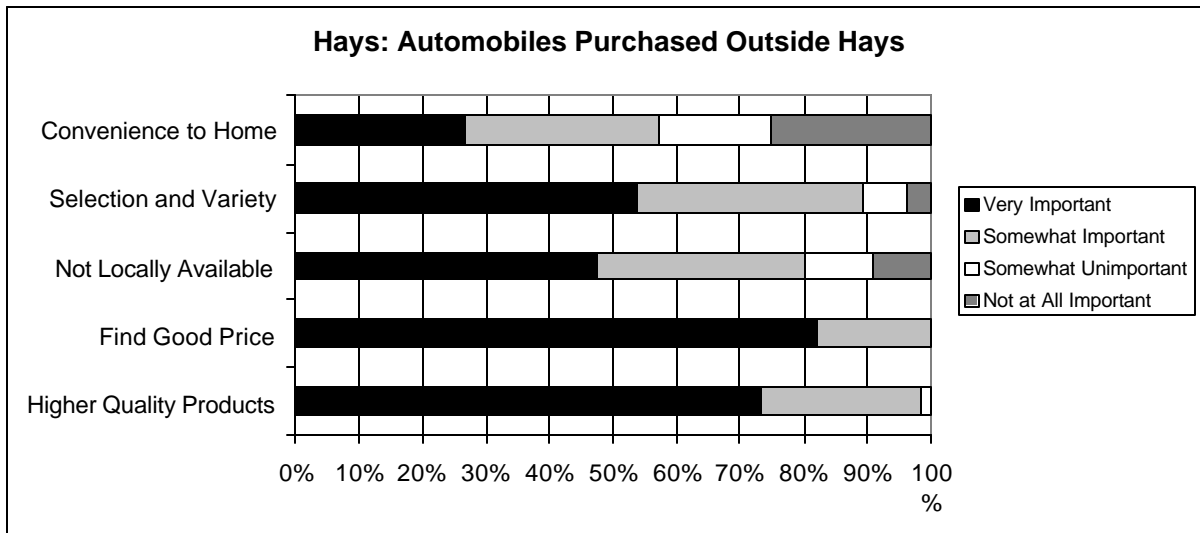
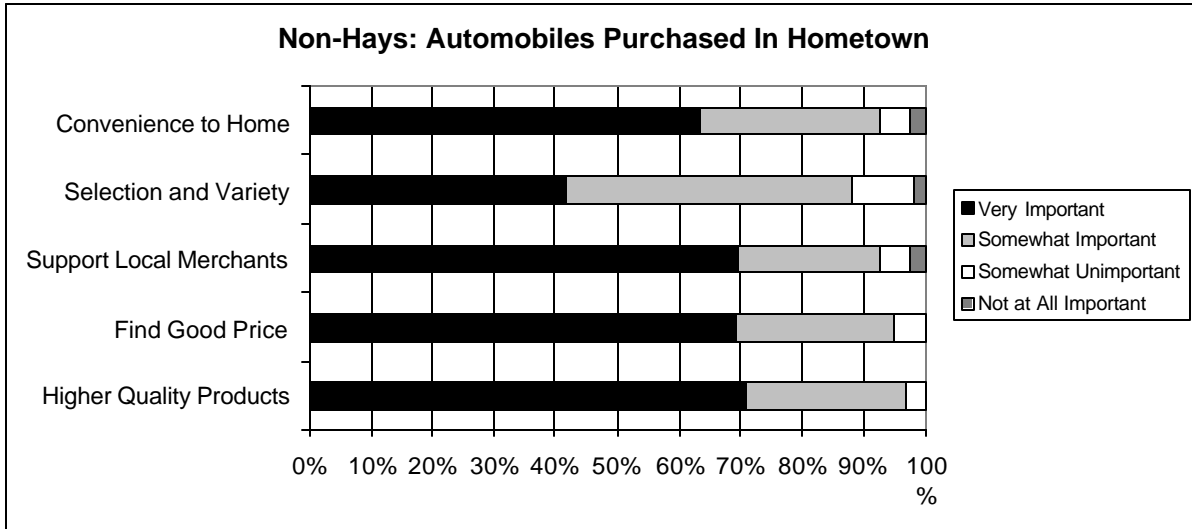


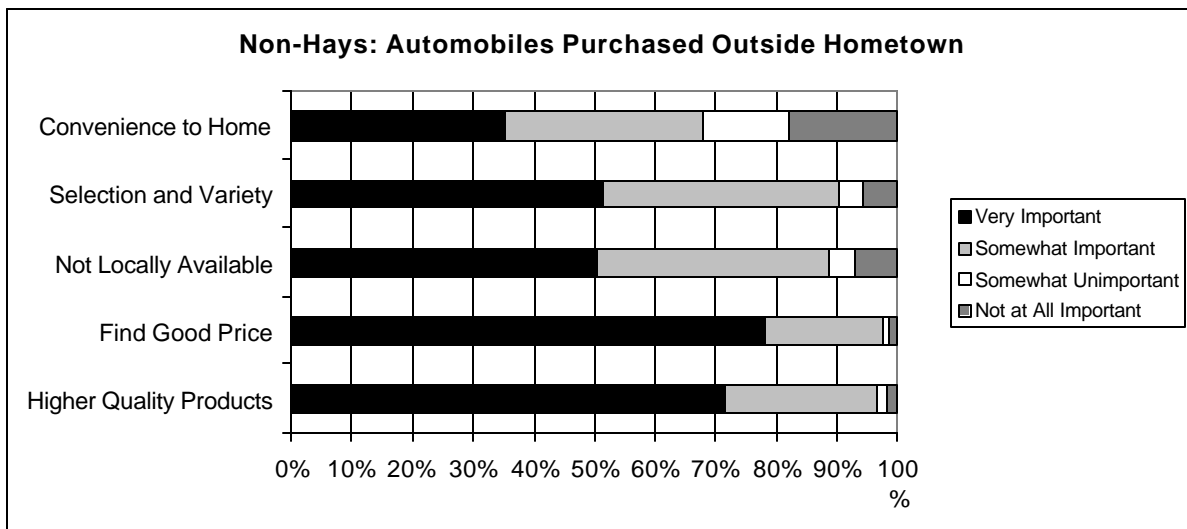
Figure 12 shows results for non-Hays residents who usually shop for automobiles in their hometown. The most important factor that influences their decision to shop at home is selection and variety, with 71% indicating that it is “very important”. Other “very important” factors among this group are supporting local merchants (70%) and finding good prices (69%).

Figure 12



Results for non-Hays residents who usually shop for automobiles outside their hometown are depicted in Figure 13. The most influential factor affecting this group’s

Figure 13



decision to shop away from home is finding good prices, with 78% considering it “very important” to their decision. High quality products are considered “very important” by 72%, and selection and variety is considered “very important” by 52%.

Each respondent was read a list of towns, and for each town was asked if they “do any retail shopping at least once a year in these towns.” Figure 14 illustrates the results of this series of questions, and allows for comparisons between Hays and non-Hays residents. The city most visited for shopping by Hays residents, other than Hays, is Salina, with 75% of Hays respondents indicating they shop there at least once a year. Other cities shopped at least once a year by large percentages of Hays residents are Wichita (63%), Kansas City (50%), Topeka (44%), and Denver (29%). Other than their hometowns, the city most visited for shopping by non-Hays residents is Hays, with 89% of non-Hays respondents indicating they shop there at least once a year. Other cities shopped at least once a year by large percentages of non-Hays residents are Salina (58%), Colby (51%), Wichita (37%), and Denver (33%).

Figure 14

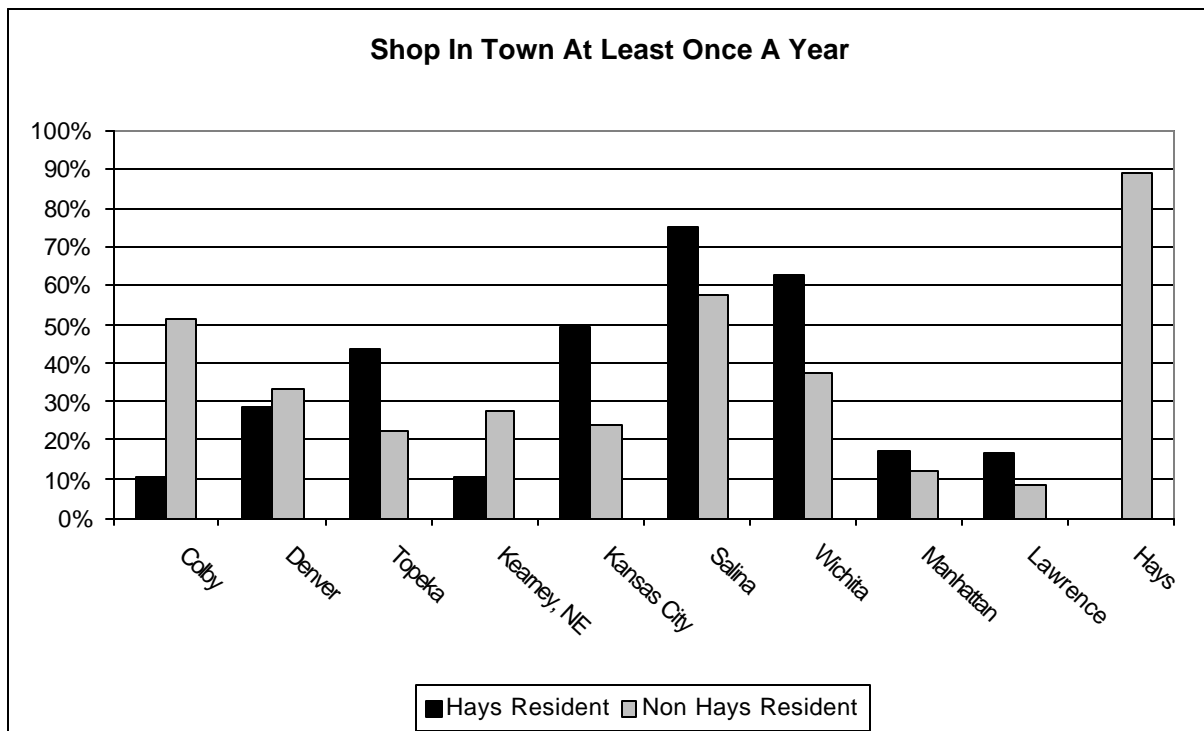
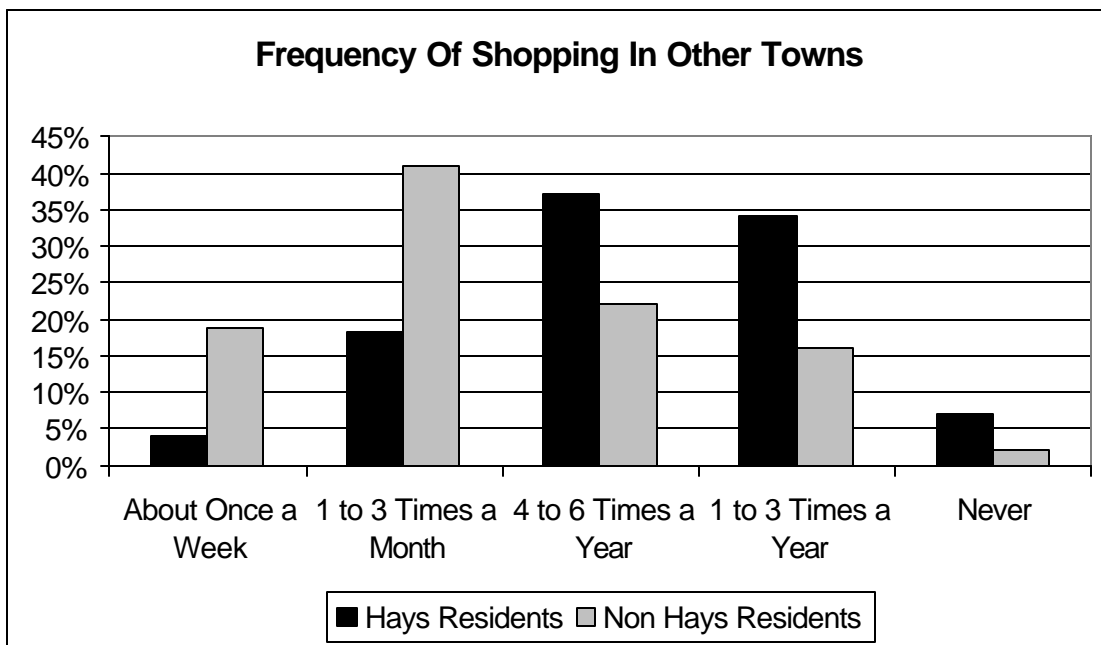


Figure 15 shows how often respondents visit towns, other than the one in which they live, to go shopping. Results are separated so that comparisons can be made between Hays and non-Hays residents. Non-Hays residents are much more likely to visit another town to go shopping than Hays residents. About 60% of non-Hays residents visit another town to shop at least once a month, compared to only 22% of Hays residents. Nearly 7% of Hays residents report that they never shop anywhere other than Hays, while only 2% of non-Hays residents only shop in their hometown.

Figure 15



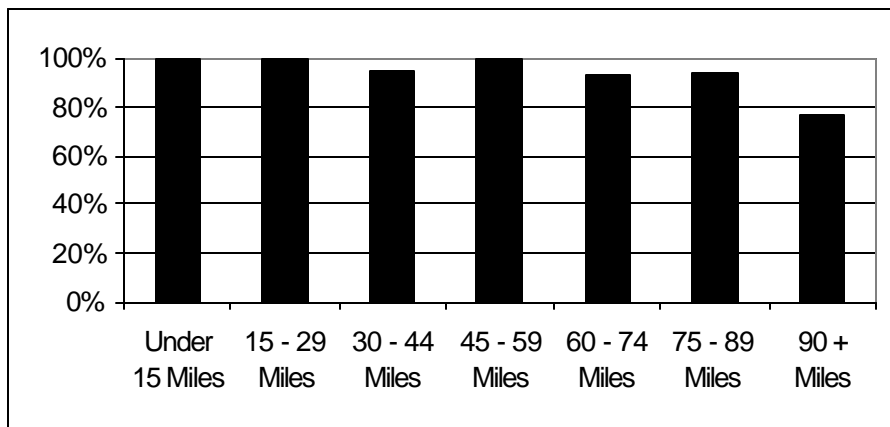
Section IV
Shopping Hays

Table 12 shows that 89% of non-Hays residents indicate that they do shop in Hays at least once a year. The distance non-Hays residents live from Hays appears to have little impact on whether they will or will not shop in Hays, as seen in Figure 16. Over 90% of non-Hays respondents who live less than 90 miles from Hays indicate that they shop in Hays at least once a year, and 77% of non-Hays respondents who live more than 90 miles from Hays indicate that they shop in Hays at least once a year.

Table 12: Non-Hays Residents That Shop Hays

		Non-Hays	
		Freq.	Valid Percent
Valid	Yes	403	89.4
	No	48	10.6
	Total	451	100.0
Missing	System	47	
Total		498	

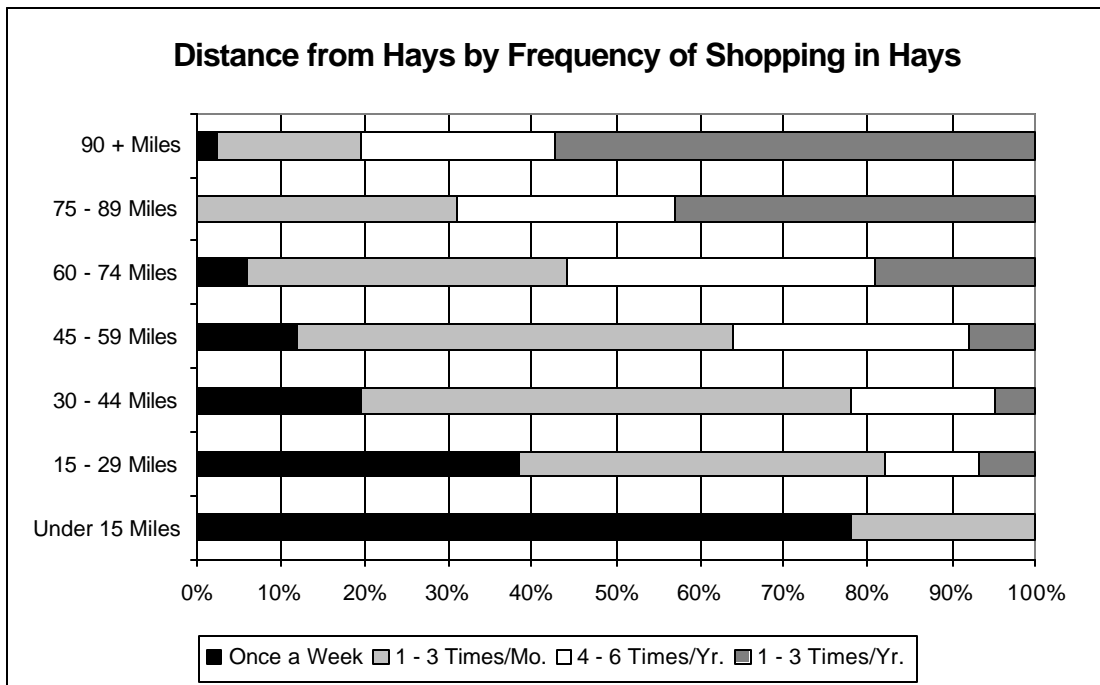
Figure 16



Non-Hays respondents that indicated they do shop in Hays were asked how often they do so, and these results are represented in Figure 17 (next page). Seventy-eight percent of those living less than 15 miles from Hays shop in Hays at least once a week, and 100% shop in Hays at least once a month. Among those living 15 to 29 miles from Hays, 82% shop in Hays at least once a month. Seventy-eight percent of those living 30 to 44 miles from Hays shop in Hays at least once a month, and 64% of those living 45 to 59 miles from Hays shop in Hays at least once a month. Those living 60 miles or more from

Hays are less likely to shop in Hays on a monthly basis, but a large percentage report that they still do. Even among those living more than 90 miles from Hays, 20% indicate that they shop in Hays at least once a month.

Figure 17



Non-Hays residents responding that never shop in Hays were asked, “Why do you not shop in Hays?” Table 13 shows a summary of the responses provided. Forty-six percent felt the distance was too far to travel to shop, and 27% said they do not go to Hays.

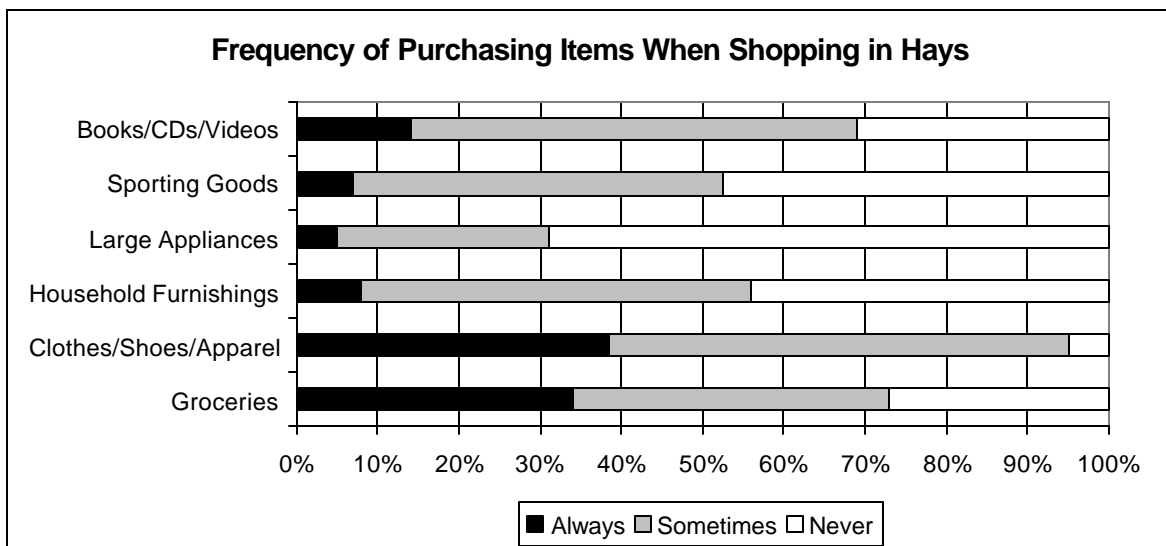
Further analysis revealed that nearly all respondents indicating the distance was too far, or that they did not go to Hays, lived more than 90 miles from Hays. About 10% say they shop in their hometown rather than travel to Hays to shop, and another 10% choose to shop in a town other than their hometown or Hays.

Table 13: Why Don't You Shop In Hays?

		Freq.	Valid Percent
Valid	Too Far	22	45.8
	Shop in Hometown	5	10.4
	Do Not Go to Hays	13	27.1
	Shop in Other Towns	5	10.4
	Poor Selection	1	2.1
	Other	2	4.2
	Total	48	100.0
Missing	System	450	
Total		498	

Non-Hays residents that do shop in Hays were asked whether they always, sometimes, or never bought certain kinds of products when shopping in Hays. Results from this series of questions are shown in Figure 18. Clothes, shoes, and apparel are most often purchased by non-Hays residents when shopping in Hays, with 95% indicating they purchase these items at least sometimes. Seventy-three percent purchase groceries at least sometimes when they shop in Hays, and 69% purchase books, CDs, and videos. Further analysis shows that as non-Hays residents live further from Hays they purchase large appliances and household furnishings in Hays less frequently. There were no outstanding distinctions between the purchase patterns as a result of distance for other items shown in Figure 18. It is possible that large appliances and household furnishings are purchased less frequently by those further away because of the inconvenience in taking them home.

Figure 18



Another set of questions was asked of the non-Hays respondents regarding the importance of certain factors when deciding to shop in Hays. The results from this series of questions are shown in Figures 19 and 20. Figure 19 (next page) shows that “variety of products” is the most important shopping related factor, with 97% indicating it is an important consideration. Nearly as important is “quality of products”, with 96% indicating it is important. Store hours are the least important consideration, with 81% indicating it as

an important factor. Figure 20 shows that “convenience to home” is the most important other type of factor, with 84% considering it important. “Occasions for special outings” and “medical services” were also important factors, with 80% and 70% considering them important, respectively. The distance that respondents live from Hays appears to have little effect on the importance they place on any of the factors included in Figures 19 or 20.

Figure 19

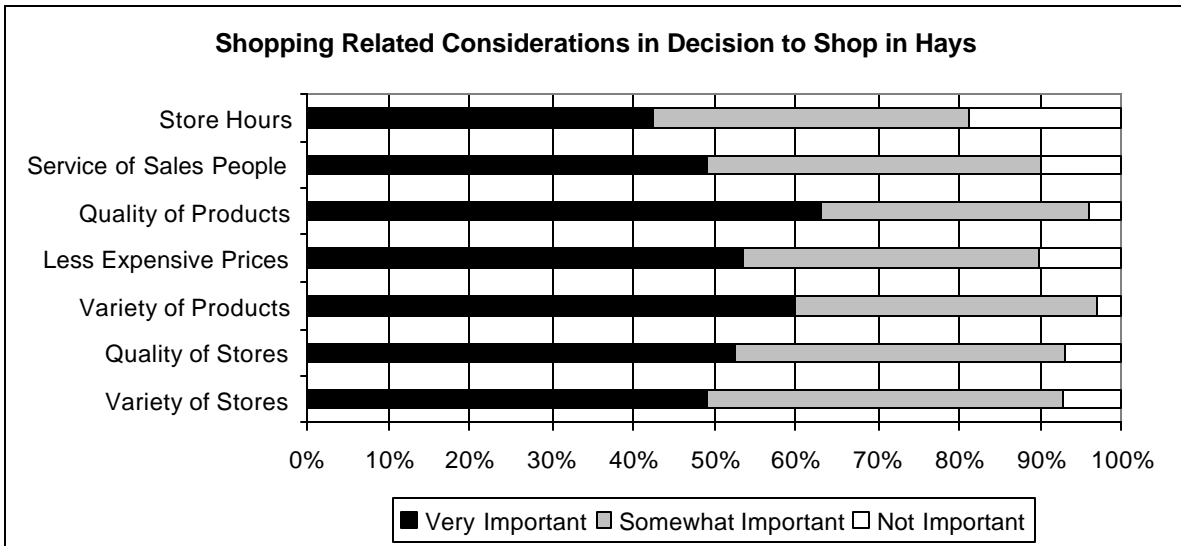
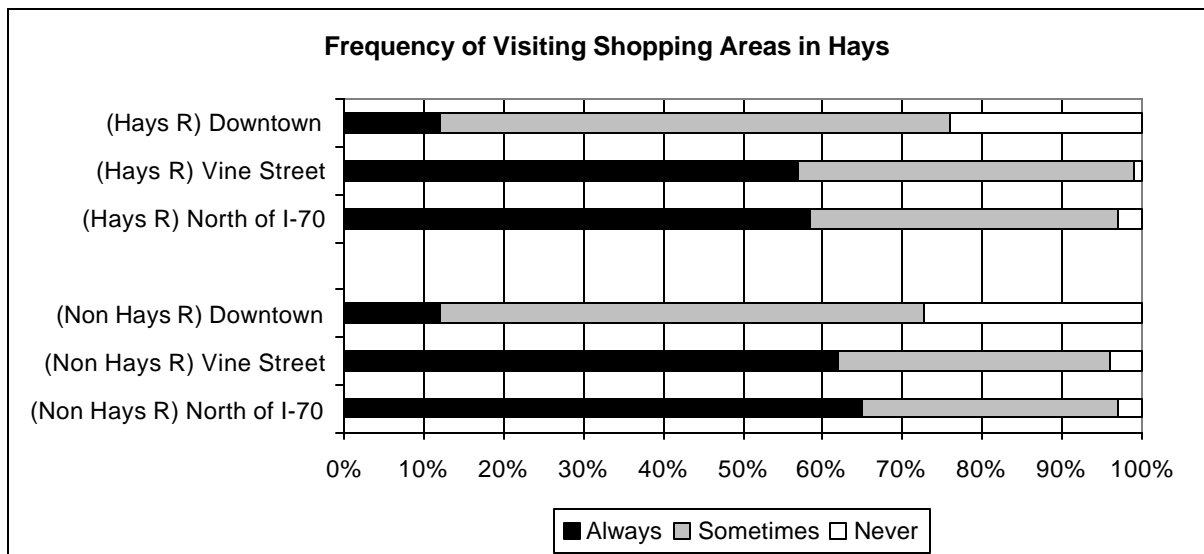


Figure 20



Figure 21 shows the frequency with which Hays and non-Hays residents visit the various areas in Hays where shopping locations are prevalent. Hays residents are more likely to shop at locations on Vine Street rather than locations north of I-70 or downtown. Only 1% of Hays residents report that they never shop on Vine Street, as compared to 3% that never shop north of I-70 and 24% that never shop downtown. Non-Hays residents are more likely to shop at locations north of I-70 rather than locations on Vine Street or downtown, and this is likely due to ease of access and/or visibility issues as non-Hays residents often arrive at Hays via I-70. Three percent of non-Hays residents report that they never shop north of I-70, as compared to 4% that never shop on Vine Street, or 27% that never shop downtown.

Figure 21



Section V

Improving the Shopping Experience in Hays and On-Line Shopping

Figure 22a through Figure 22d show agreement among survey respondents that Hays needs more of certain goods, and divide results between Hays and non-Hays residents. The highest percentage of non-Hays respondents (69%) strongly agree, or agree, that Hays needs more home improvement or hardware stores. Sixty-six percent agree at some level that Hays needs more men’s clothing stores. Women’s clothing stores are agreed with by 65%, children’s clothing stores by 62%, and shoe stores by 60% of non-Hays respondents.

The highest percentage of Hays respondents (87%) strongly agree, or agree, that Hays needs more men’s clothing stores. Seventy-six percent agree at some level that Hays needs more women’s clothing stores. Children’s clothing stores are agreed with by 75%, shoe stores by 73%, and home improvement or hardware stores by 72% of Hays respondents. The top five types of goods that Hays, and non-Hays, residents most agree are needed are the same, only in a slightly different order.

Figure 22a

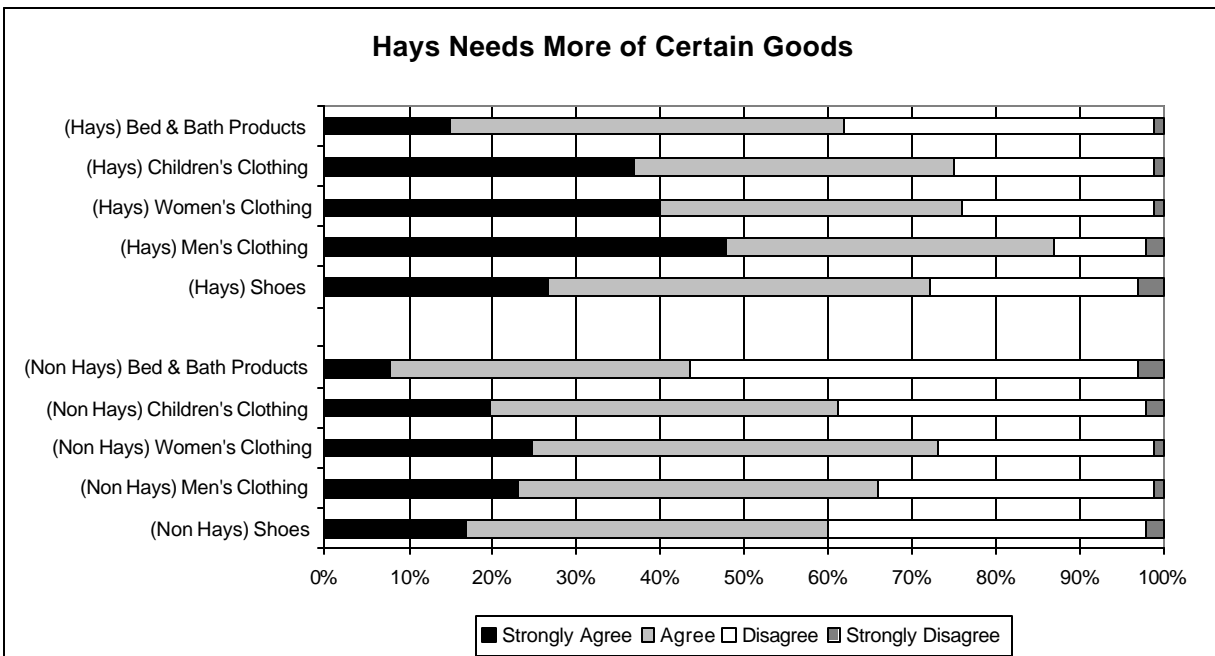


Figure 22b

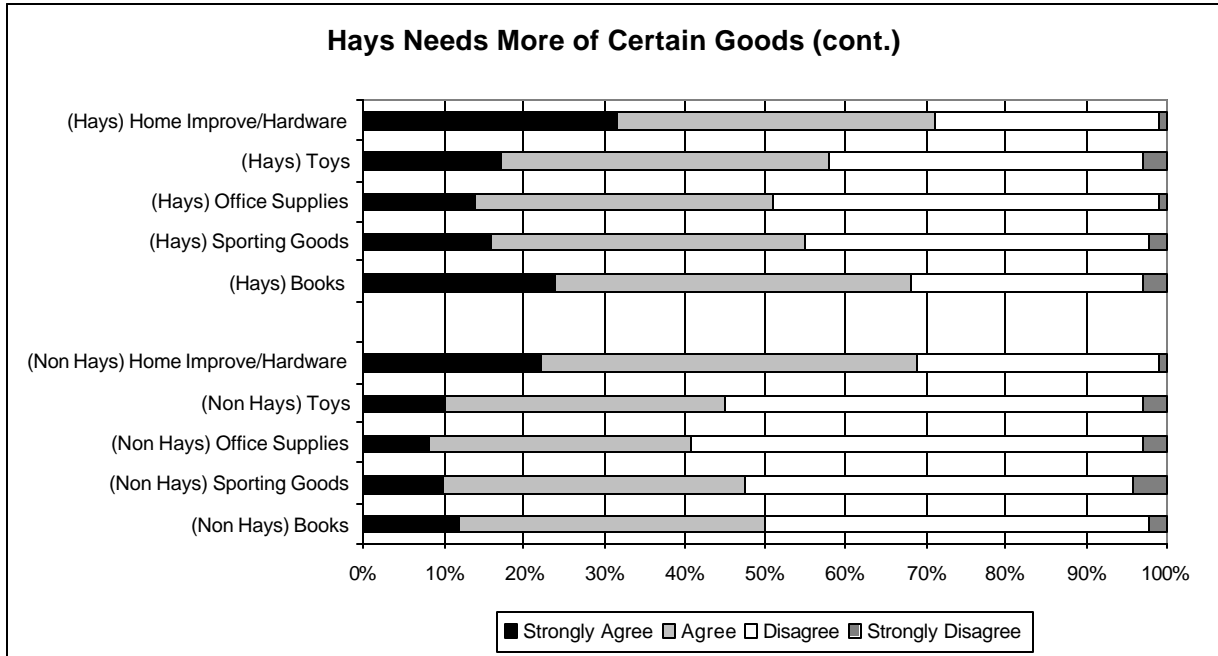


Figure 22c

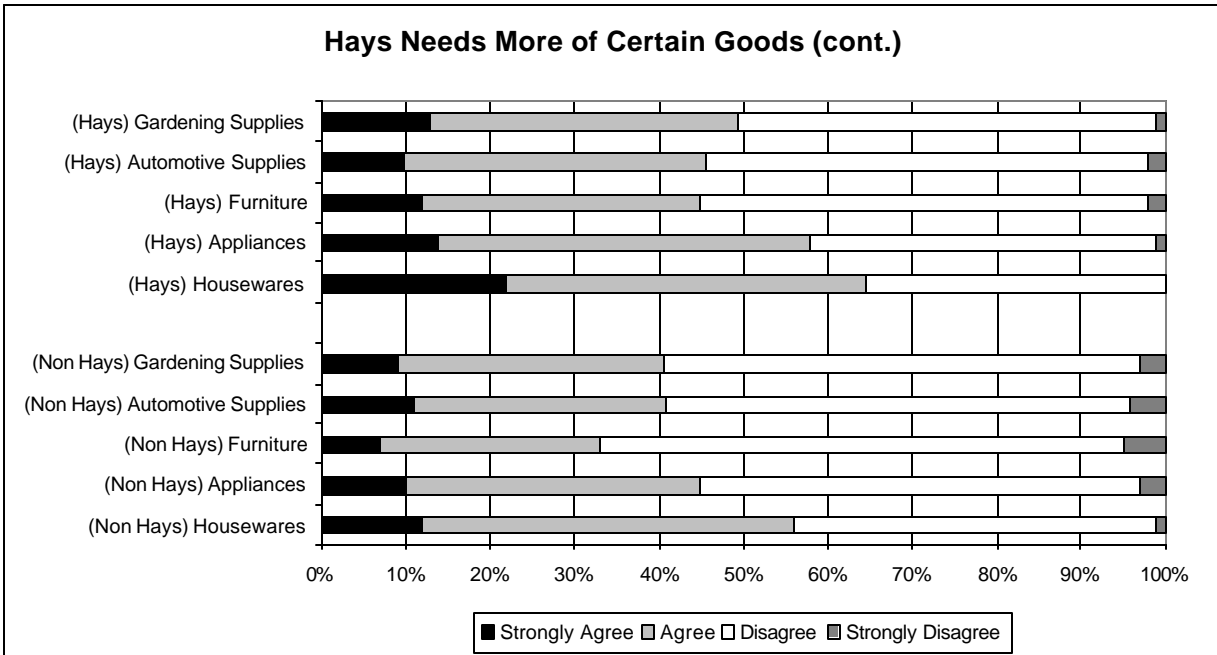


Figure 22d

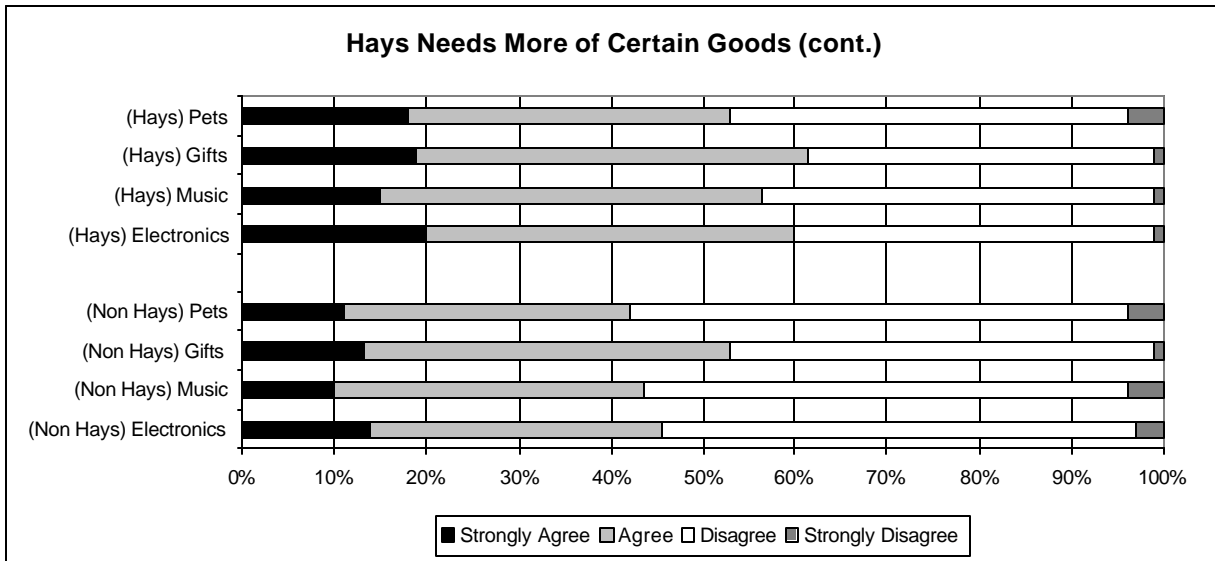
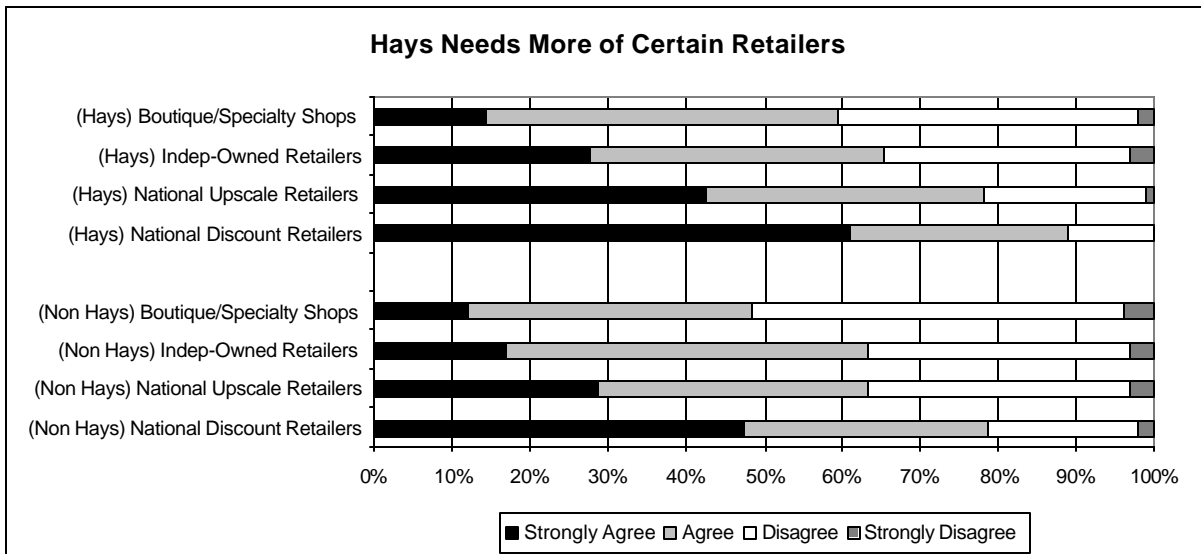


Figure 23 shows agreement among survey respondents that Hays needs more of certain types of retailers, and divides results between Hays and non-Hays residents. The highest percentage of Hays respondents (89%) strongly agree, or agree, that Hays needs more national discount retailers. Seventy-nine percent agree at some level that Hays needs more national upscale retailers. Independently owned retailers are agreed with by 66%, and boutiques and specialty shops by 59% of Hays respondents. The highest

Figure 23



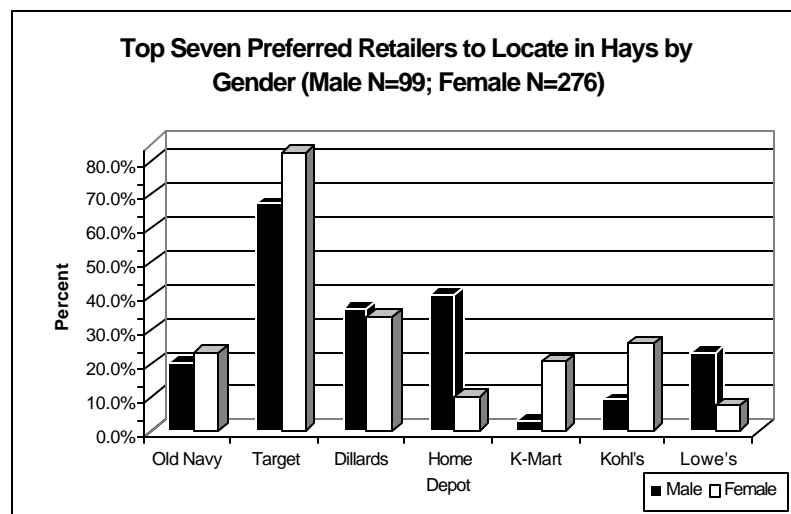
percentage of non-Hays respondents (78%) agree at some level that Hays needs more national discount retailers. Both national upscale retailers and independently owned retailers are agreed with by 64%, and boutiques and specialty shops by 49% of non-Hays respondents.

Survey respondents were asked to name three specific retailers they would like to see locate in Hays, and the top seven retailers are shown in Table 14. Target is the most desired retailer with a total of 300 respondents naming it. Respondents named Dillard's 131 times, Old Navy 86 times, and Kohl's 81 times. Figure 24 shows the results broken down by gender. Percentages represent the number within a particular gender indicating desire for a store as percent of all members of the gender responding to at least one of the retailers, thus the denominator is always 99 for males and 276 for females.

Table 14: Most Desired Retailers

	Listed 1st (Q22a) N=485 Frequency	Listed 2nd (Q22b) N=407 Frequency	Listed 3rd (Q22c) N=297 Frequency	Total N=1189 Frequency
Target	206	67	27	300
Dillards	49	50	32	131
Home Depot	36	18	16	70
Old Navy	32	31	23	86
Kohl's	24	32	25	81
K-Mart	22	29	11	62
Lowe's	13	22	9	44

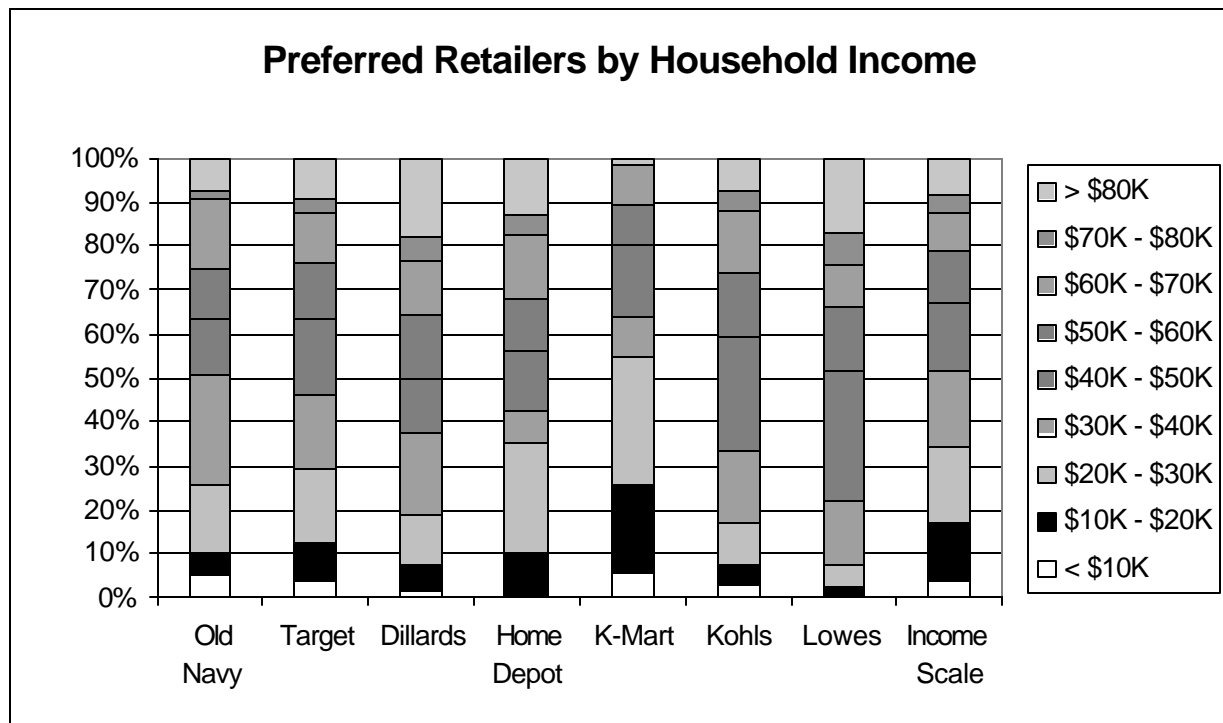
Figure 24



Target is the most common response by both males (68%) and females (83%). Home Depot is second most common among males (40%), and Dillard's is third (34%). Among females, Dillard's is second most common (34%), and Kohl's is third (26%).

Figure 25 shows the household income characteristics of those respondents indicating they would like to see certain retailers locate in Hays. The income scale of the entire sample is included for comparison as the last bar in the figure. The income distributions among respondents that would like to see a Target, Old Navy, or Home Depot locate in Hays closely resemble the income distribution among the entire sample. The income distribution among respondents that would like to see K-Mart locate in Hays is lower than the that for the entire sample. The income distributions among respondents that would like to see Dillard's, Kohl's, or Lowe's locate in Hays are higher than the income distribution for the entire sample.

Figure 25



Toward the end of the interview respondents were asked a series of questions related to on-line shopping. Figure 26 shows the weighted results for all respondents when asked to identify their preferred way to shop. Almost 91% indicate that they prefer to visit the store, about 7% prefer ordering from a catalog, and about 3% prefer ordering on-line. Figure 27 shows the weighted results for all respondents when asked if they ever buy products on-line. Approximately 32% indicate that they do sometimes buy products on-line.

Figure 26

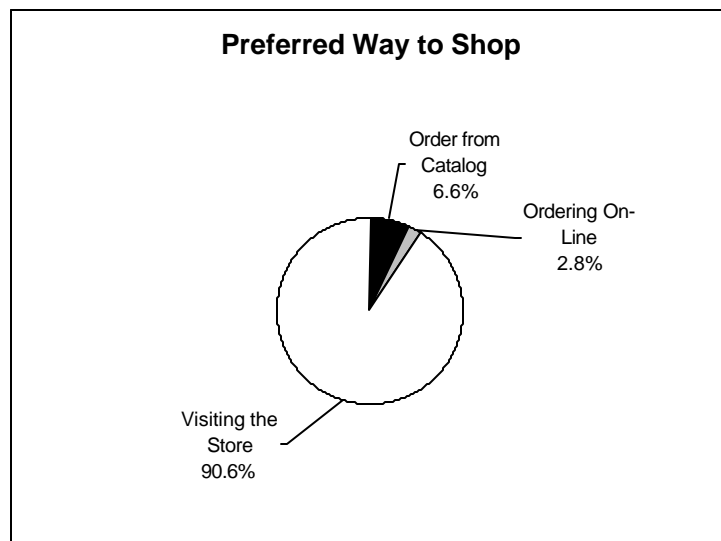
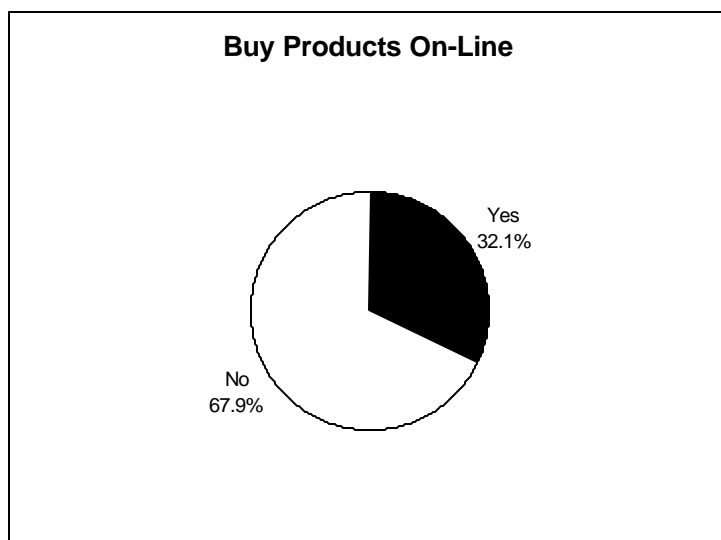


Figure 27



Respondents were asked if they buy on-line for a variety of reasons, and the percent of respondents indicating they do buy for each specific reason are represented in Figure 28. Percentages are for the entire weighted set of respondents. The most popular reason selected by respondents is that an item is not locally available, with 71% indicating it as a reason they buy on-line. Other frequently selected reasons are convenience (55%), selection (40%), and better prices (33%).

Figure 28

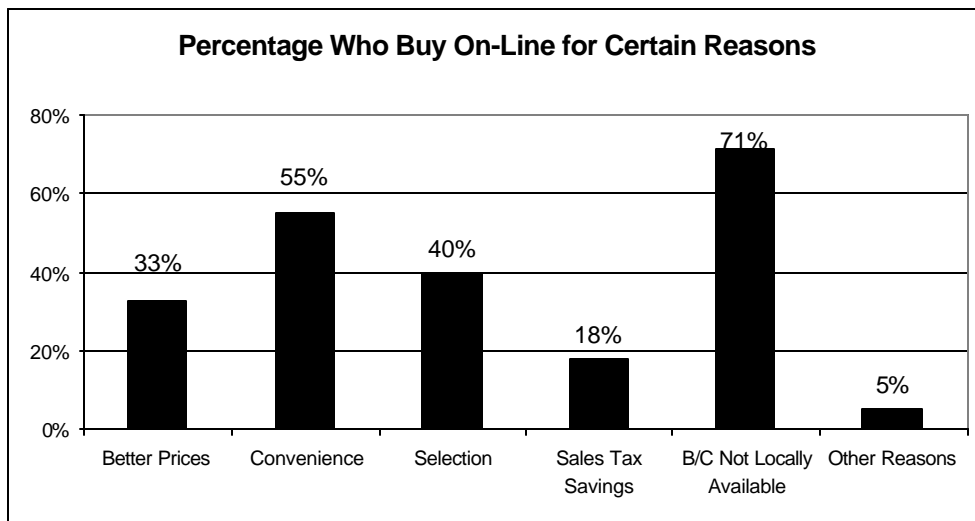


Figure 29

Figure 29 shows how frequently of buying on-line among those respondents that indicated they do. Over 8% buy on-line about once a week, and another 34% buy on-line at least one to three times a month.

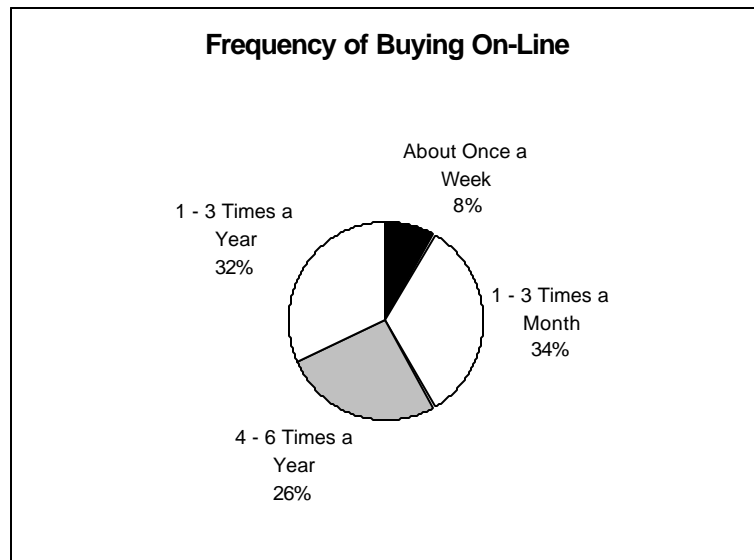
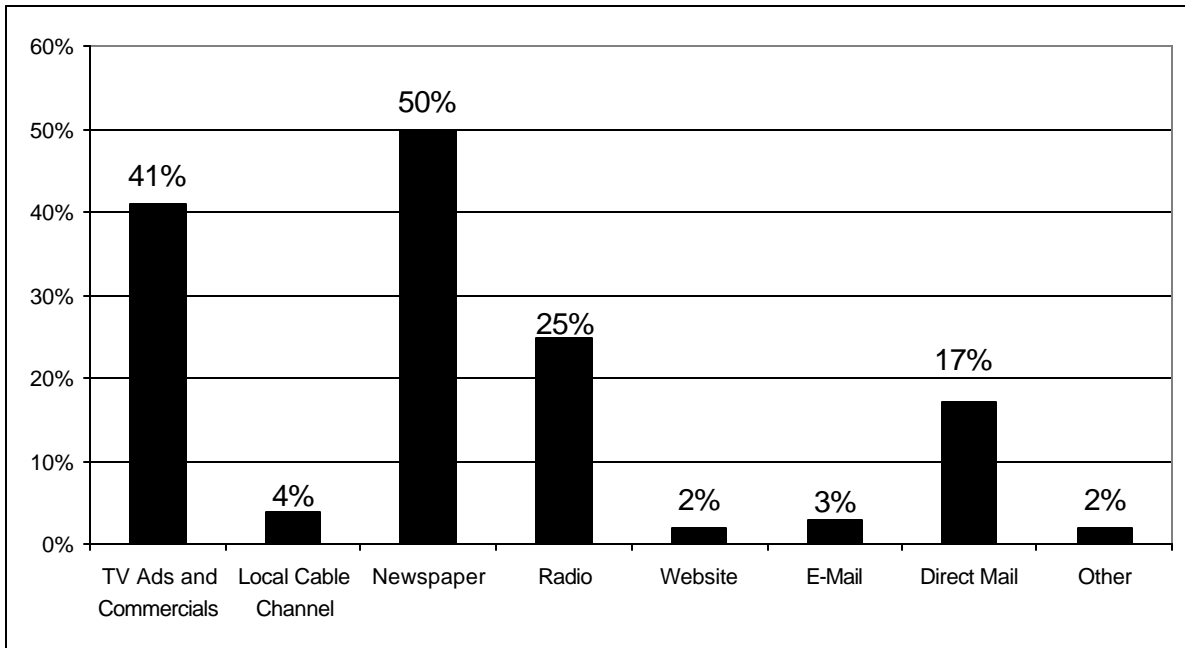


Figure 30 shows the percent of weighted respondents that indicate they prefer hearing about retail shopping opportunities through various media. The most preferred medium is newspaper, with 50% of respondents indicating they would like to hear about retail shopping opportunities this way. Also highly preferred are TV ads and commercials at 41%, radio at 25%, and direct mail at 17%.

Figure 30



Appendix 1
Survey Instrument

ELLIS RETAIL SURVEY

Q: QINTRO

Hello. My name is _____ from the Center for Survey Research at Fort Hays State University. I'm calling to ask a few questions about household shopping patterns among people in Northwest Kansas. I need to speak with an adult member of the household. May I speak with you?
[IF THEY SAY NO, ASK IF SOMEONE ELSE IN HOUSEHOLD CAN HELP US?]
[IF SOMEONE ELSE IS GIVEN THE PHONE, RE-READ INTRO ABOVE]
SURVEYORS: PRESS 1 TO CONTINUE PRESS CTRL END TO TERMINATE

Hi, my name is _____ from the Center for Survey Research. We began a survey about shopping patterns _____. May we please continue that survey now?
[SURVEYORS: PRESS 1 TO CONTINUE PRESS CTRL END TO TERMINATE]

Q: Q1a

This is a very short survey, and your answers will remain completely anonymous. First, what town do you live in?

Q: Q1b

SURVEYORS: SILENTLY INDICATE WHETHER THE TOWN WAS HAYS

- 1 IF HAYS
- 2 IF NOT HAYS
- 9 REFUSED

Q: Q2

Do you usually buy shoes and clothes in the town where you live?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

Q: Q3a

Please tell us whether each of the following reasons is Very Important, Somewhat Important, Somewhat Unimportant, or Not at all Important in your decision to shop in the particular town where you usually buy shoes

and clothes. How about...

Convenience to home

- 1 Very Important
- 2 Somewhat Important
- 3 Somewhat Unimportant
- 4 Not at all Important
- 8 DON'T KNOW
- 9 REFUSED

Q: Q3b

How about...Selection and variety of stores/products

Q: Q3c

To find Items that are not available locally

Q: Q3d

To support local merchants

Q: Q3e

To find good prices.

Q: Q3f

To purchase high quality products

Q: Q4

What stores do you visit in this town to buy shoes and clothes?

Q: Q5

How much do you usually spend on shoes and clothes per month for your family?

- 1 Under \$30
- 2 \$30 to \$50
- 3 \$50 to 100
- 4 \$100 to \$250
- 5 Over \$250
- 8 DON'T KNOW
- 9 REFUSED

Q: Q6

Do you usually buy home furnishings and appliances in the town where you live?

[IF RESP SAYS THEY DON'T BUY THEM OR HAVEN'T BOUGHT THEM IN A LONG TIME, ASK "IF YOU HAD TO BUY THEM, WOULD YOU SHOP IN THE TOWN WHERE YOU LIVE?"]

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 REFUSED

Q: Q7a

Please tell us whether each of the following reasons is Very Important, Somewhat Important, Somewhat Unimportant, or Not at all Important in your decision to shop in the particular town where you usually buy home furnishings and appliances.

How about convenience to home

- 1 Very Important
- 2 Somewhat Important
- 3 Somewhat Unimportant
- 4 Not at all Important
- 8 DON'T KNOW
- 9 REFUSED

Q: Q7b

How about selection and variety of stores/products

Q: Q7c

To find items that are not available locally

Q: Q7d

To support local merchants

Q: Q7e

To find good prices.

Q: Q7f

To purchase high quality products

Q: Q8

What stores do you visit in this town to buy home furnishings and

appliances?

Q: Q9

Do you usually shop for automobiles in the town where you live?

1 YES

2 NO

3 I DON'T DRIVE or SOMEONE ELSE TAKES CARE OF THAT FOR ME

8 DON'T KNOW

9 REFUSED

IF (ANS = 3) SKP Q12a

Q: Q10a

Please tell us whether each of the following reasons is Very Important, Somewhat Important, Somewhat Unimportant, or Not at all Important in your decision to shop in the particular town where you usually buy automobiles.

How about convenience to home

1 Very Important

2 Somewhat Important

3 Somewhat Unimportant

4 Not at all Important

8 DON'T KNOW

9 REFUSED

Q: Q10b

How about selection and variety of stores/products

Q: Q10c

To find items that are not available locally

Q: Q10d

To support local merchants

Q: Q10e

To find good prices.

Q: Q10f

To purchase high quality products

Q: Q11

What establishments do you visit in this town to buy automobiles?

Q: Q12a

I'm going to read you a list of towns. Please tell me whether you do any retail shopping at least once a year in these towns.

How about...

Colby

1 Yes

2 No

8 DON'T KNOW

9 REFUSED

Q: Q12b

Denver

Q: Q12c

Topeka

Q: Q12d

Kearney, Nebraska

Q: Q12e

Kansas City

Q: Q12f

Salina

Q: Q12g

Wichita

Q: Q12h

Manhattan

Q: Q12i

Lawrence

Q: Q12j

Hays

Q: Q13

About how often do you visit other towns, besides the one in which you live, to go shopping?

- 1 About once a week
- 2 1 to 3 times a month
- 3 4 to 6 times a year
- 4 1 to 3 times a year
- 5 Never
- 8 DON'T KNOW
- 9 REFUSED

C If does not shop in Hays and does not live in Hays, SKIP to Q16.

C If shop in Hays, SKIP to Q17.

[Only non-Hays respondents were asked Q16 through Q19m.]

Q: Q16

Earlier, when we asked whether you do any retail shopping in other towns, you said that you did not do any retail shopping in Hays. Why do you not shop in Hays?

SKIP to Q20a

Q: Q17

How often would you say that you shop in Hays?

[READ RESPONSES]

- 1 About once a week
- 2 1 to 3 times a month
- 3 4 to 6 times a year
- 4 1 to 3 times a year
- 5 Never
- 8 DON'T KNOW
- 9 REFUSED

Q: Q18a

When you shop in Hays, do you always, sometimes, or never buy the following kinds of things?

Groceries

- 1 Always
- 2 Sometimes
- 3 Never
- 8 DON'T KNOW
- 9 REFUSED

Q: Q18b

Clothes/Shoes/Apparel

Q: Q18c
Household furnishings

Q: Q18d
Large appliances (eg washing machine, etc)

Q: Q18e
Sporting Goods

Q: Q18f
Books, CDs, Videos, etc

Q: Q18g
Is there any other product that you purchase in Hays?

Q: Q18OTH
What do you purchase?

Q: Q19a
Please tell me whether each of the following considerations are very important, somewhat important, or not important in your decision to shop in Hays:

Variety of stores
1 Very Important
2 Somewhat Important
3 Not Important
8 DON'T KNOW
9 REFUSED

Q: Q19b
Quality of stores

Q: Q19c
Variety of products

Q: Q19d
Less expensive prices

Q: Q19e
Quality of products

Q: Q19f
Service of sales people

Q: Q19g
Store Hours

Q: Q19h
Convenience to home

Q: Q19i
Occasion for a special outing

Q: Q19j
Visit family and friends

Q: Q19k
School events/conferences

Q: Q19L
Medical Services

Q: Q19m
Entertainment activities

Q: Q19n
When you shop in Hays, do you always, sometimes, or never visit
the following retail areas?

Hays respondents re-enter interview from Q13.

North of I-70, the Walmart area

- 1 Always
- 2 Sometimes
- 3 Never
- 8 DON'T KNOW
- 9 REFUSED

Q: Q19o
Vine Street

Q: Q19p
Downtown

Q: Q20a
We're now going to ask your opinion on how to best improve
the shopping experience in Hays. Please tell me whether you
strongly agree, agree, disagree, or strongly disagree that Hays
needs more of the following types of goods:

Non-Hays respondents who do not

Shoes

1 Strongly Agree

2 Agree

3 Disagree

4 Strongly Disagree

8 DON'T KNOW

9 REFUSED

Q: Q20b

Men's clothing

Q: Q20c

Women's clothing

Q: Q20d

Children's clothing

Q: Q20e

Bed and Bath products

Q: Q20f

Books

Q: Q20g

Sporting goods

Q: Q20h

Office Supplies

Q: Q20i

Toys

Q: Q20j

Home Improvement / Hardware products

Q: Q20k

Housewares

Q: Q20l

Appliances

Q: Q20m

Furniture

Q: Q20n
Automotive Supplies

Q: Q20o
Gardening Supplies

Q: Q20p
Electronics

Q: Q20q
Music

Q: Q20r
Gifts

Q: Q20s
Pets

Q: Q21a
Using the same answer scale please tell me whether you strongly agree, agree, disagree, or strongly disagree that Hays needs more of the following types of retail establishments:

National discount retailers, like Target, K-Mart, and Old Navy

- 1 Strongly Agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 8 DON'T KNOW
- 9 REFUSED

Q: Q21b
National upscale retailers, like Dillard's, Macys, and Kohls

Q: Q21c
Independently-owned retailers, like the Furniture Look and Heartland Lumber

Q: Q21d
Boutique / specialty shops like C.S. Post and antique stores

Q: Q22a, Q22b, Q22c

Name three specific retailers you'd like to see locate in Hays:

Q: Q23

Which is your most preferred way to shop?

- 1 Ordering through catalogs or
- 2 Ordering on-line through web sites
- 3 Visiting the store
- 8 DON'T KNOW
- 9 REFUSED

Q: Q24a

Do you ever buy products on-line through web sites?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

Q: Q24b

Do you buy on line for:

[READ RESPONSES. CHOOSE ALL THAT ARE ANSWERED "YES"]

- 1 Better prices
- 2 Convenience
- 3 Selection
- 4 Sales tax saving
- 5 Purchasing items not available in your area
- 6 Some other reason _____
- 8 DON'T KNOW
- 9 REFUSED
- 10 EXIT TO NEXT QUESTION

Q: Q24c

How often do you make a purchase on-line?

[READ RESPONSES]

- 1 About once a week
- 2 1 to 3 times a month
- 3 4 to 6 times a year
- 4 1 to 3 times a year
- 5 Never
- 8 DON'T KNOW
- 9 REFUSED

Q: Q25a, Q25b, Q25c

Name three web sites you do most of your on-line ordering from:

Q: Q26

Retailers use a variety of mediums to advertise their products.

Television, newspaper, and radio ads are used, as well as internet sites, e-mail, and direct mail.

How would YOU like to hear about retail shopping opportunities?

[DO NOT READ. CHOOSE ALL THAT APPLY]

1 TV ads and commercials

2 Local cable channel [FOR EXAMPLE: OUR CHANNELS 8, 14, 16, ETC]

3 Newspaper

4 Radio

5 Website on the internet

6 E-mail

7 Direct Mail

8 Other _____

88 DON'T KNOW

99 REFUSED

[DEMOGRAPHICS]

Q: Q27

And finally, we have some questions about yourself. These questions will be used for analysis purposes only.

How many years have you lived in your community?

Q: Q28

Do you own your home outright, pay a monthly mortgage payment, or rent your home?

1 Own home

2 Mortgage payments

3 Rent

8 DON'T KNOW

9 REFUSED

Q: Q29

What is your occupation?

[ANSWER FOR RESPONDENTS FULL TIME JOB OR MAIN JOB IF MORE THAN ONE JOB]

[CHOOSE THE ONE THAT BEST APPLIES]

BLUE COLLAR OCCUPATIONS

- 1 General Labor, Construction
- 2 Mechanic or Welder
- 3 Farmer/Agricultural Worker
- 4 Factory Worker, Meat Packer
- 5 Other Blue Collar

SERVICE OCCUPATIONS

- 15 Social Service(Health, Babysitting)
- 16 Hotel/Restaurant/Food Services
- 17 Customer Service Representative
- 18 Military

WHITE COLLAR OCCUPATIONS

- 6 Governmental Services (Pol/Fire)
- 7 Business Professional/Owner/
Manager, Banker, Finance
- 8 Doctor, Attorney, Engineer
- 9 Computer Programming
- 10 Clerical or Data Entry
- 11 Arts and/or Crafts
- 12 Sales(ie Auto,Insurance,Travel)
- 13 Educator or Professor
- 14 Other White Collar

OTHER CATEGORIES

- 19 Homemaker
- 20 Full or Part-Time Student
- 21 Unemployed
- 22 Retired
- 88 DON'T KNOW
- 99 REFUSED

Q: Q30

For the past year, how many people lived in your household at least half of the year?_____

88 DON'T KNOW

99 REFUSED

Q: Q31

What is the highest level of education you completed?

[FIT ANSWER]

- 1 Eighth grade or less
- 2 Some high school
- 3 High school graduate
- 4 Vocational school
- 5 Some college
- 6 College graduate (Bachelors)
- 7 Post college graduate (Anything more than bachelors)
- 8 DON'T KNOW
- 9 REFUSED

Q: Q32

What year were you born? _____

8888 DON'T KNOW

9999 REFUSED

Q: Q33

Do you consider yourself:

- 1 White
- 2 Black or African American
- 3 Biracial
- 4 American Indian or Alaskan Native
- 5 Asian
- 6 Native Hawaiian or Other Pacific Islander
- 7 Some other race
- 8 DON'T KNOW
- 9 REFUSED

Q: Q34

Are you of Mexican or some other Hispanic origin?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

Q: Q35

Was your total family income for the last year above or below \$40,000?

[IF BELOW \$40,000, READ THE FOLLOWING RESPONSES]

- 1 Was it less than \$10,000,
- 2 Between \$10,000 and \$20,000,
- 3 Between \$20,000 and \$30,000?
- 4 Or was it between \$30,000 and \$40,000?

[IF ABOVE \$40,000, READ THE FOLLOWING RESPONSES]

- 5 Was it between \$40,000 and \$50,000,
- 6 Between \$50,000 and \$60,000,
- 7 Between \$60,000 and \$70,000,
- 8 Between \$70,000 and \$80,000
- 9 Or was it over \$80,000
- 88 DON'T KNOW
- 99 REFUSED

Q: Q36

What is your zip code? _____

IF NEEDED, EXPLAIN ZIP CODE:

"WHAT IS THE FIVE DIGIT NUMBER YOU PUT AFTER THE STATE ABBREVIATION WHEN YOU SEND A LETTER?"

- 88888 DON'T KNOW
- 99999 REFUSED

Q: Q37

And finally, is it okay for my supervisor to call and confirm your participation in this survey?

- 1 Yes
- 2 No
- 8 DON'T KNOW
- 9 REFUSED

Q: Q38

Okay, that's all the questions I have. Thank you very much for your participation.

WAS THE RESPONDENT A

- 1 Male
- 2 Female

8 Don't know

Q: Q39

What is your station number?

Q: Q40

What time of day was this survey completed?

1 Morning

2 Afternoon

3 Evening

Appendix 2

Frequencies

Hays or Not Hays q1b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	If Hays	196	28.4	28.4	28.4
	If Not Hays	493	71.4	71.6	100.0
	Total	689	99.9	100.0	
Missing	Refused	1	.1		
Total		690	100.0		

Buy Shoes and Clothes Locally q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	277	40.1	40.3	40.3
	No	410	59.4	59.7	100.0
	Total	687	99.6	100.0	
Missing	Don't Know	3	.4		
Total		690	100.0		

Shoes Clothes: Convenience to Home q3a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	312	45.2	46.9	46.9
	Somewhat Important	244	35.4	36.7	83.6
	Somewhat Unimportant	54	7.8	8.1	91.7
	Not at all Important	55	8.0	8.3	100.0
	Total	665	96.4	100.0	
Missing	Don't Know	14	2.0		
	System	11	1.6		
	Total	25	3.6		
Total		690	100.0		

Shoes Clothes: Selection and Variety q3b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	355	51.4	53.5	53.5
	Somewhat Important	249	36.1	37.6	91.1
	Somewhat Unimportant	40	5.8	6.0	97.1
	Not at all Important	19	2.8	2.9	100.0
	Total	663	96.1	100.0	
Missing	Don't Know	11	1.6		
	System	16	2.3		
	Total	27	3.9		
Total		690	100.0		

Shoes Clothes: Items Not Available Locally q3c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	241	34.9	60.6	60.6
	Somewhat Important	113	16.4	28.4	88.9
	Somewhat Unimportant	26	3.8	6.5	95.5
	Not at all Important	18	2.6	4.5	100.0
	Total	398	57.7	100.0	
Missing	Don't Know	2	.3		
	System	290	42.0		
	Total	292	42.3		
Total		690	100.0		

Shoes Clothes: Support Local Merchants q3d

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	163	23.6	61.0	61.0
	Somewhat Important	77	11.2	28.8	89.9
	Somewhat Unimportant	17	2.5	6.4	96.3
	Not at all Important	10	1.4	3.7	100.0
	Total	267	38.7	100.0	
Missing	Don't Know	3	.4		
	System	420	60.9		
	Total	423	61.3		
Total		690	100.0		

Shoes Clothes: Good Prices q3e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	437	63.3	65.9	65.9
	Somewhat Important	182	26.4	27.5	93.4
	Somewhat Unimportant	31	4.5	4.7	98.0
	Not at all Important	13	1.9	2.0	100.0
	Total	663	96.1	100.0	
Missing	Don't Know	5	.7		
	System	22	3.2		
	Total	27	3.9		
Total		690	100.0		

Shoes Clothes: High Quality Products q3f

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	384	55.7	58.4	58.4
	Somewhat Important	225	32.6	34.2	92.7
	Somewhat Unimportant	33	4.8	5.0	97.7
	Not at all Important	15	2.2	2.3	100.0
	Total	657	95.2	100.0	
Missing	Don't Know	10	1.4		
	System	23	3.3		
	Total	33	4.8		
Total		690	100.0		

Monthly Amount Spent on Shoes and Clothes q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$30	181	26.2	28.9	28.9
	\$30 to \$50	188	27.2	30.0	58.9
	\$50 to \$100	147	21.3	23.5	82.4
	\$100 to \$250	97	14.1	15.5	97.9
	Over \$250	13	1.9	2.1	100.0
	Total	626	90.7	100.0	
Missing	Don't Know	39	5.7		
	Refused	1	.1		
	System	24	3.5		
	Total	64	9.3		
Total		690	100.0		

Buy Home Furnishings and Appliances Locally q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	396	57.4	59.6	59.6
	No	268	38.8	40.4	100.0
	Total	664	96.2	100.0	
Missing	Don't Know	2	.3		
	System	24	3.5		
	Total	26	3.8		
Total		690	100.0		

Furnishings Appliances: Convenience to Home q7a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	380	55.1	57.8	57.8
	Somewhat Important	194	28.1	29.5	87.4
	Somewhat Unimportant	46	6.7	7.0	94.4
	Not at all Important	37	5.4	5.6	100.0
	Total	657	95.2	100.0	
Missing	Don't Know	7	1.0		
	System	26	3.8		
	Total	33	4.8		
Total		690	100.0		

Furnishings Appliances: Selection and Variety q7b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	328	47.5	50.1	50.1
	Somewhat Important	272	39.4	41.5	91.6
	Somewhat Unimportant	39	5.7	6.0	97.6
	Not at all Important	16	2.3	2.4	100.0
	Total	655	94.9	100.0	
Missing	Don't Know	9	1.3		
	System	26	3.8		
	Total	35	5.1		
Total		690	100.0		

Furnishings Appliances: Items Not Available Locally q7c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	137	19.9	51.7	51.7
	Somewhat Important	92	13.3	34.7	86.4
	Somewhat Unimportant	22	3.2	8.3	94.7
	Not at all Important	14	2.0	5.3	100.0
	Total	265	38.4	100.0	
Missing	Don't Know	5	.7		
	System	420	60.9		
	Total	425	61.6		
Total		690	100.0		

Furnishings Appliances: Support Local Merchants q7d

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	246	35.7	62.9	62.9
	Somewhat Important	115	16.7	29.4	92.3
	Somewhat Unimportant	20	2.9	5.1	97.4
	Not at all Important	10	1.4	2.6	100.0
	Total	391	56.7	100.0	
Missing	Don't Know	3	.4		
	System	296	42.9		
	Total	299	43.3		
Total		690	100.0		

Furnishings Appliances: Good Prices q7e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	437	63.3	66.5	66.5
	Somewhat Important	187	27.1	28.5	95.0
	Somewhat Unimportant	25	3.6	3.8	98.8
	Not at all Important	8	1.2	1.2	100.0
	Total	657	95.2	100.0	
Missing	Don't Know	7	1.0		
	System	26	3.8		
	Total	33	4.8		
Total		690	100.0		

Furnishings Appliances: High Quality Prices q7f

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	423	61.3	64.7	64.7
	Somewhat Important	203	29.4	31.0	95.7
	Somewhat Unimportant	19	2.8	2.9	98.6
	Not at all Important	9	1.3	1.4	100.0
	Total	654	94.8	100.0	
Missing	Don't Know	9	1.3		
	System	27	3.9		
	Total	36	5.2		
Total		690	100.0		

Buy Automobiles Locally q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	291	42.2	44.7	44.7
	No	345	50.0	53.0	97.7
	3	15	2.2	2.3	100.0
	Total	651	94.3	100.0	
Missing	Don't Know	9	1.3		
	Refused	1	.1		
	System	29	4.2		
	Total	39	5.7		
Total		690	100.0		

Automobiles: Convenience to Home q10a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	295	42.8	46.4	46.4
	Somewhat Important	199	28.8	31.3	77.7
	Somewhat Unimportant	65	9.4	10.2	87.9
	Not at all Important	77	11.2	12.1	100.0
	Total	636	92.2	100.0	
Missing	Don't Know	7	1.0		
	Refused	1	.1		
	System	46	6.7		
	Total	54	7.8		
Total		690	100.0		

Automobiles: Selection and Variety q10b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	327	47.4	51.6	51.6
	Somewhat Important	249	36.1	39.3	90.9
	Somewhat Unimportant	34	4.9	5.4	96.2
	Not at all Important	24	3.5	3.8	100.0
	Total	634	91.9	100.0	
Missing	Don't Know	9	1.3		
	System	47	6.8		
	Total	56	8.1		
Total		690	100.0		

Automobiles: Items Not Available Locally q10c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	168	24.3	49.9	49.9
	Somewhat Important	126	18.3	37.4	87.2
	Somewhat Unimportant	18	2.6	5.3	92.6
	Not at all Important	25	3.6	7.4	100.0
	Total	337	48.8	100.0	
Missing	Don't Know	13	1.9		
	System	340	49.3		
	Total	353	51.2		
Total		690	100.0		

Automobiles: Support Local Merchants q10d

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	176	25.5	60.7	60.7
	Somewhat Important	90	13.0	31.0	91.7
	Somewhat Unimportant	16	2.3	5.5	97.2
	Not at all Important	8	1.2	2.8	100.0
	Total	290	42.0	100.0	
Missing	Don't Know	1	.1		
	System	399	57.8		
	Total	400	58.0		
Total		690	100.0		

Automobiles: Good Prices q10e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	480	69.6	75.9	75.9
	Somewhat Important	130	18.8	20.6	96.5
	Somewhat Unimportant	17	2.5	2.7	99.2
	Not at all Important	5	.7	.8	100.0
	Total	632	91.6	100.0	
Missing	Don't Know	9	1.3		
	System	49	7.1		
	Total	58	8.4		
Total		690	100.0		

Automobiles: High Quality Products q10f

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	455	65.9	72.1	72.1
	Somewhat Important	155	22.5	24.6	96.7
	Somewhat Unimportant	14	2.0	2.2	98.9
	Not at all Important	7	1.0	1.1	100.0
	Total	631	91.4	100.0	
Missing	Don't Know	10	1.4		
	System	49	7.1		
	Total	59	8.6		
Total		690	100.0		

Shop in Colby q12a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	258	37.4	39.3	39.3
	No	398	57.7	60.7	100.0
	Total	656	95.1	100.0	
Missing	System	34	4.9		
Total		690	100.0		

Shop in Denver q12b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	210	30.4	32.0	32.0
	No	446	64.6	68.0	100.0
	Total	656	95.1	100.0	
Missing	System	34	4.9		
Total		690	100.0		

Shop in Topeka q12c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	190	27.5	29.0	29.0
	No	466	67.5	71.0	100.0
	Total	656	95.1	100.0	
Missing	System	34	4.9		
Total		690	100.0		

Shop in Kearney, Nebraska q12d

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	149	21.6	22.7	22.7
	No	506	73.3	77.3	100.0
	Total	655	94.9	100.0	
Missing	Don't Know	1	.1		
	System	34	4.9		
	Total	35	5.1		
Total		690	100.0		

Shop in Kansas City q12e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	207	30.0	31.6	31.6
	No	449	65.1	68.4	100.0
	Total	656	95.1	100.0	
Missing	System	34	4.9		
Total		690	100.0		

Shop in Salina q12f

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	410	59.4	62.6	62.6
	No	245	35.5	37.4	100.0
	Total	655	94.9	100.0	
Missing	Don't Know	1	.1		
	System	34	4.9		
	Total	35	5.1		
Total		690	100.0		

Shop in Wichita q12g

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	293	42.5	44.7	44.7
	No	363	52.6	55.3	100.0
	Total	656	95.1	100.0	
Missing	System	34	4.9		
Total		690	100.0		

Shop in Manhattan q12h

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	13.2	13.9	13.9
	No	565	81.9	86.1	100.0
	Total	656	95.1	100.0	
Missing	System	34	4.9		
Total		690	100.0		

Shop in Lawrence q12i

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	10.4	11.0	11.0
	No	584	84.6	89.0	100.0
	Total	656	95.1	100.0	
Missing	System	34	4.9		
Total		690	100.0		

Shop in Hays q12j

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	420	60.9	89.7	89.7
	No	48	7.0	10.3	100.0
	Total	468	67.8	100.0	
Missing	System	222	32.2		
Total		690	100.0		

Visit Other Towns to Shop q13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	About Once a Week	94	13.6	14.4	14.4
	1 to 3 Times a Month	224	32.5	34.3	48.7
	4 to 6 Times a Year	171	24.8	26.2	74.9
	1 to 3 Times a Year	141	20.4	21.6	96.5
	Never	23	3.3	3.5	100.0
	Total	653	94.6	100.0	
Missing	Don't Know	3	.4		
	System	34	4.9		
	Total	37	5.4		
Total		690	100.0		

Q16CODED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too far	22	3.2	44.9	44.9
	Shop in home town	5	.7	10.2	55.1
	Do not go to Hays	13	1.9	26.5	81.6
	Shop in other town	5	.7	10.2	91.8
	Poor Selection	1	.1	2.0	93.9
	Other	3	.4	6.1	100.0
	Total	49	7.1	100.0	
Missing	System	641	92.9		
Total		690	100.0		

Frequency of Shopping in Hays q17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	About Once a Week	75	10.9	18.1	18.1
	1 to 3 Times a Month	140	20.3	33.7	51.8
	4 to 6 Times a Year	88	12.8	21.2	73.0
	1 to 3 Times a Year	112	16.2	27.0	100.0
	Total	415	60.1	100.0	
Missing	Don't Know	3	.4		
	System	272	39.4		
	Total	275	39.9		
Total		690	100.0		

Buy Groceries in Hays q18a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	142	20.6	34.0	34.0
	Sometimes	162	23.5	38.8	72.7
	Never	114	16.5	27.3	100.0
	Total	418	60.6	100.0	
Missing	System	272	39.4		
Total		690	100.0		

Buy Clothes/Shoes/Apparel in Hays q18b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	162	23.5	38.8	38.8
	Sometimes	236	34.2	56.5	95.2
	Never	20	2.9	4.8	100.0
	Total	418	60.6	100.0	
Missing	System	272	39.4		
Total		690	100.0		

Buy Household Furnishings in Hays q18c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	33	4.8	7.9	7.9
	Sometimes	200	29.0	48.1	56.0
	Never	183	26.5	44.0	100.0
	Total	416	60.3	100.0	
Missing	Don't Know	2	.3		
	System	272	39.4		
Total		274	39.7		
Total		690	100.0		

Buy Large Appliances in Hays q18d

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	21	3.0	5.0	5.0
	Sometimes	110	15.9	26.3	31.3
	Never	287	41.6	68.7	100.0
	Total	418	60.6	100.0	
Missing	System	272	39.4		
Total		690	100.0		

Buy Sporting Goods in Hays q18e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	28	4.1	6.7	6.7
	Sometimes	190	27.5	45.6	52.3
	Never	199	28.8	47.7	100.0
	Total	417	60.4	100.0	
Missing	Don't Know	1	.1		
	System	272	39.4		
	Total	273	39.6		
Total		690	100.0		

Buy Books/CDs/Videos in Hays q18f

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	59	8.6	14.2	14.2
	Sometimes	229	33.2	55.0	69.2
	Never	128	18.6	30.8	100.0
	Total	416	60.3	100.0	
Missing	Don't Know	2	.3		
	System	272	39.4		
	Total	274	39.7		
Total		690	100.0		

Other Products Bought in Hays q18g

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	115	16.7	27.8	27.8
	No	299	43.3	72.2	100.0
	Total	414	60.0	100.0	
Missing	Don't Know	4	.6		
	System	272	39.4		
	Total	276	40.0		
Total		690	100.0		

Q18CODED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	automobiles	27	3.9	24.1	24.1
	agriculture products	8	1.2	7.1	31.3
	fuel	7	1.0	6.3	37.5
	restaurants	5	.7	4.5	42.0
	housewares	10	1.4	8.9	50.9
	medication/prescriptions	18	2.6	16.1	67.0
	groceries	6	.9	5.4	72.3
	auto/motorcycle parts	3	.4	2.7	75.0
	supplies	17	2.5	15.2	90.2
	clothing/shoes	2	.3	1.8	92.0
	other	9	1.3	8.0	100.0
	Total		112	16.2	100.0
Missing	System	578	83.8		
Total		690	100.0		

Variety of Stores q19a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	204	29.6	48.9	48.9
	Somewhat Important	183	26.5	43.9	92.8
	Not Important	30	4.3	7.2	100.0
	Total	417	60.4	100.0	
Missing	Don't Know	1	.1		
	System	272	39.4		
Total	Total	273	39.6		
Total		690	100.0		

Quality of Stores q19b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	219	31.7	52.5	52.5
	Somewhat Important	171	24.8	41.0	93.5
	Not Important	27	3.9	6.5	100.0
	Total	417	60.4	100.0	
Missing	Don't Know	1	.1		
	System	272	39.4		
Total	Total	273	39.6		
Total		690	100.0		

Variety of Products q19c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	248	35.9	59.6	59.6
	Somewhat Important	154	22.3	37.0	96.6
	Not Important	14	2.0	3.4	100.0
	Total	416	60.3	100.0	
Missing	Don't Know	1	.1		
	System	273	39.6		
	Total	274	39.7		
Total		690	100.0		

Less Expensive Prices q19d

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	220	31.9	53.4	53.4
	Somewhat Important	150	21.7	36.4	89.8
	Not Important	42	6.1	10.2	100.0
	Total	412	59.7	100.0	
Missing	Don't Know	5	.7		
	System	273	39.6		
	Total	278	40.3		
Total		690	100.0		

Quality of Products q19e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	263	38.1	63.4	63.4
	Somewhat Important	136	19.7	32.8	96.1
	Not Important	16	2.3	3.9	100.0
	Total	415	60.1	100.0	
Missing	Don't Know	2	.3		
	System	273	39.6		
	Total	275	39.9		
Total		690	100.0		

Service of Sales People q19f

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	202	29.3	48.7	48.7
	Somewhat Important	171	24.8	41.2	89.9
	Not Important	42	6.1	10.1	100.0
	Total	415	60.1	100.0	
Missing	Don't Know	2	.3		
	System	273	39.6		
	Total	275	39.9		
Total		690	100.0		

Store Hours q19g

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	177	25.7	42.8	42.8
	Somewhat Important	160	23.2	38.6	81.4
	Not Important	77	11.2	18.6	100.0
	Total	414	60.0	100.0	
Missing	Don't Know	3	.4		
	System	273	39.6		
	Total	276	40.0		
Total		690	100.0		

Convenience to Home q19h

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	172	24.9	41.5	41.5
	Somewhat Important	174	25.2	42.0	83.6
	Not Important	68	9.9	16.4	100.0
	Total	414	60.0	100.0	
Missing	Don't Know	3	.4		
	System	273	39.6		
	Total	276	40.0		
Total		690	100.0		

Occasion for a Special Outing q19i

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	125	18.1	30.7	30.7
	Somewhat Important	201	29.1	49.4	80.1
	Not Important	81	11.7	19.9	100.0
	Total	407	59.0	100.0	
Missing	Don't Know	10	1.4		
	System	273	39.6		
	Total	283	41.0		
Total		690	100.0		

Visit Family and Friends q19j

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	122	17.7	29.4	29.4
	Somewhat Important	91	13.2	21.9	51.3
	Not Important	202	29.3	48.7	100.0
	Total	415	60.1	100.0	
Missing	Don't Know	2	.3		
	System	273	39.6		
	Total	275	39.9		
Total		690	100.0		

School Events/Conferences q19k

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	53	7.7	12.8	12.8
	Somewhat Important	110	15.9	26.6	39.4
	Not Important	251	36.4	60.6	100.0
	Total	414	60.0	100.0	
Missing	Don't Know	3	.4		
	System	273	39.6		
	Total	276	40.0		
Total		690	100.0		

Medical Services q19I

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	159	23.0	38.1	38.1
	Somewhat Important	132	19.1	31.7	69.8
	Not Important	126	18.3	30.2	100.0
	Total	417	60.4	100.0	
Missing	System	273	39.6		
Total		690	100.0		

Entertainment Activities q19m

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	64	9.3	15.4	15.4
	Somewhat Important	174	25.2	41.8	57.2
	Not Important	178	25.8	42.8	100.0
	Total	416	60.3	100.0	
Missing	Don't Know	1	.1		
	System	273	39.6		
	Total	274	39.7		
Total		690	100.0		

Visit North of I-70, the Walmart Area q19n

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	381	55.2	63.2	63.2
	Sometimes	205	29.7	34.0	97.2
	Never	17	2.5	2.8	100.0
	Total	603	87.4	100.0	
Missing	System	87	12.6		
Total		690	100.0		

Visit Vine Street q19o

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	365	52.9	60.5	60.5
	Sometimes	222	32.2	36.8	97.3
	Never	16	2.3	2.7	100.0
	Total	603	87.4	100.0	
Missing	System	87	12.6		
Total		690	100.0		

Visit Downtown q19p

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	73	10.6	12.1	12.1
	Sometimes	370	53.6	61.5	73.6
	Never	159	23.0	26.4	100.0
	Total	602	87.2	100.0	
Missing	Don't Know	1	.1		
	System	87	12.6		
	Total	88	12.8		
Total		690	100.0		

More Types of Shoes q20a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	114	16.5	20.2	20.2
	Agree	248	35.9	44.0	64.3
	Disagree	190	27.5	33.7	98.0
	Strongly Disagree	11	1.6	2.0	100.0
	Total	563	81.6	100.0	
Missing	Don't Know	84	12.2		
	Refused	3	.4		
	System	40	5.8		
	Total	127	18.4		
Total		690	100.0		

More Types of Men's Clothing q20b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	163	23.6	31.7	31.7
	Agree	216	31.3	41.9	73.6
	Disagree	129	18.7	25.0	98.6
	Strongly Disagree	7	1.0	1.4	100.0
	Total	515	74.6	100.0	
Missing	Don't Know	134	19.4		
	System	41	5.9		
	Total	175	25.4		
Total		690	100.0		

More Types of Women's Clothing q20c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	149	21.6	27.7	27.7
	Agree	218	31.6	40.5	68.2
	Disagree	161	23.3	29.9	98.1
	Strongly Disagree	10	1.4	1.9	100.0
	Total	538	78.0	100.0	
Missing	Don't Know	111	16.1		
	System	41	5.9		
	Total	152	22.0		
Total		690	100.0		

More Types of Children's Clothing q20d

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	110	15.9	25.4	25.4
	Agree	175	25.4	40.4	65.8
	Disagree	141	20.4	32.6	98.4
	Strongly Disagree	7	1.0	1.6	100.0
	Total	433	62.8	100.0	
Missing	Don't Know	216	31.3		
	System	41	5.9		
	Total	257	37.2		
Total		690	100.0		

More Types of Bed/Bath Products q20e

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	56	8.1	10.7	10.7
	Agree	207	30.0	39.4	50.1
	Disagree	253	36.7	48.2	98.3
	Strongly Disagree	9	1.3	1.7	100.0
	Total	525	76.1	100.0	
Missing	Don't Know	123	17.8		
	Refused	1	.1		
	System	41	5.9		
	Total	165	23.9		
Total		690	100.0		

More Types of Books q20f

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	86	12.5	16.0	16.0
	Agree	215	31.2	40.1	56.2
	Disagree	221	32.0	41.2	97.4
	Strongly Disagree	14	2.0	2.6	100.0
	Total	536	77.7	100.0	
Missing	Don't Know	113	16.4		
	System	41	5.9		
	Total	154	22.3		
Total		690	100.0		

More Types of Sporting Goods q20g

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	62	9.0	12.3	12.3
	Agree	192	27.8	38.1	50.4
	Disagree	234	33.9	46.4	96.8
	Strongly Disagree	16	2.3	3.2	100.0
	Total	504	73.0	100.0	
Missing	Don't Know	145	21.0		
	System	41	5.9		
	Total	186	27.0		
Total		690	100.0		

More Types of Office Supplies q20h

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	51	7.4	10.3	10.3
	Agree	170	24.6	34.5	44.8
	Disagree	262	38.0	53.1	98.0
	Strongly Disagree	10	1.4	2.0	100.0
	Total	493	71.4	100.0	
Missing	Don't Know	155	22.5		
	Refused	1	.1		
	System	41	5.9		
	Total	197	28.6		
Total		690	100.0		

More Types of Toys q20i

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	61	8.8	12.6	12.6
	Agree	178	25.8	36.9	49.5
	Disagree	229	33.2	47.4	96.9
	Strongly Disagree	15	2.2	3.1	100.0
	Total	483	70.0	100.0	
Missing	Don't Know	164	23.8		
	Refused	1	.1		
	System	42	6.1		
	Total	207	30.0		
Total		690	100.0		

More Types of Home Improvement/Hardware Products q20j

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	138	20.0	25.4	25.4
	Agree	240	34.8	44.2	69.6
	Disagree	160	23.2	29.5	99.1
	Strongly Disagree	5	.7	.9	100.0
	Total	543	78.7	100.0	
Missing	Don't Know	106	15.4		
	System	41	5.9		
	Total	147	21.3		
Total		690	100.0		

More Types of Housewares q20k

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	83	12.0	15.1	15.1
	Agree	241	34.9	43.7	58.8
	Disagree	222	32.2	40.3	99.1
	Strongly Disagree	5	.7	.9	100.0
	Total	551	79.9	100.0	
Missing	Don't Know	98	14.2		
	System	41	5.9		
	Total	139	20.1		
Total		690	100.0		

More Types of Appliances q20l

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	60	8.7	11.4	11.4
	Agree	200	29.0	38.0	49.4
	Disagree	254	36.8	48.3	97.7
	Strongly Disagree	12	1.7	2.3	100.0
	Total	526	76.2	100.0	
Missing	Don't Know	123	17.8		
	System	41	5.9		
	Total	164	23.8		
Total		690	100.0		

More Types of Furniture q20m

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	47	6.8	8.7	8.7
	Agree	153	22.2	28.4	37.2
	Disagree	318	46.1	59.1	96.3
	Strongly Disagree	20	2.9	3.7	100.0
	Total	538	78.0	100.0	
Missing	Don't Know	111	16.1		
	System	41	5.9		
	Total	152	22.0		
Total		690	100.0		

More Types of Automotive Supplies q20n

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	53	7.7	10.5	10.5
	Agree	162	23.5	32.1	42.6
	Disagree	275	39.9	54.5	97.0
	Strongly Disagree	15	2.2	3.0	100.0
	Total	505	73.2	100.0	
Missing	Don't Know	144	20.9		
	System	41	5.9		
	Total	185	26.8		
Total		690	100.0		

More Types of Gardening Supplies q20o

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	52	7.5	10.0	10.0
	Agree	176	25.5	33.7	43.7
	Disagree	282	40.9	54.0	97.7
	Strongly Disagree	12	1.7	2.3	100.0
	Total	522	75.7	100.0	
Missing	Don't Know	127	18.4		
	System	41	5.9		
	Total	168	24.3		
Total		690	100.0		

More Types of Electronics q20p

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	80	11.6	15.7	15.7
	Agree	179	25.9	35.0	50.7
	Disagree	241	34.9	47.2	97.8
	Strongly Disagree	11	1.6	2.2	100.0
	Total	511	74.1	100.0	
Missing	Don't Know	136	19.7		
	Refused	2	.3		
	System	41	5.9		
	Total	179	25.9		
Total		690	100.0		

More Types of Music q20q

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	59	8.6	11.4	11.4
	Agree	189	27.4	36.5	47.9
	Disagree	257	37.2	49.6	97.5
	Strongly Disagree	13	1.9	2.5	100.0
	Total	518	75.1	100.0	
Missing	Don't Know	128	18.6		
	Refused	3	.4		
	System	41	5.9		
Total		172	24.9		
Total		690	100.0		

More Types of Gifts q20r

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	83	12.0	14.8	14.8
	Agree	228	33.0	40.6	55.3
	Disagree	245	35.5	43.6	98.9
	Strongly Disagree	6	.9	1.1	100.0
	Total	562	81.4	100.0	
Missing	Don't Know	87	12.6		
	System	41	5.9		
	Total	128	18.6		
Total		690	100.0		

More Types of Pets q20s

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	63	9.1	13.3	13.3
	Agree	155	22.5	32.7	46.0
	Disagree	237	34.3	50.0	96.0
	Strongly Disagree	19	2.8	4.0	100.0
	Total	474	68.7	100.0	
Missing	Don't Know	175	25.4		
	System	41	5.9		
	Total	216	31.3		
Total		690	100.0		

More National Discount Retailers q21a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	314	45.5	51.7	51.7
	Agree	181	26.2	29.8	81.5
	Disagree	103	14.9	17.0	98.5
	Strongly Disagree	9	1.3	1.5	100.0
	Total	607	88.0	100.0	
Missing	Don't Know	38	5.5		
	Refused	1	.1		
	System	44	6.4		
Total		83	12.0		
Total		690	100.0		

More National Upscale Retailers q21b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	197	28.6	33.2	33.2
	Agree	209	30.3	35.2	68.5
	Disagree	176	25.5	29.7	98.1
	Strongly Disagree	11	1.6	1.9	100.0
	Total	593	85.9	100.0	
Missing	Don't Know	52	7.5		
	Refused	1	.1		
	System	44	6.4		
	Total	97	14.1		
Total		690	100.0		

More Independently-Owned Retailers q21c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	117	17.0	20.9	20.9
	Agree	246	35.7	44.0	64.9
	Disagree	186	27.0	33.3	98.2
	Strongly Disagree	10	1.4	1.8	100.0
	Total	559	81.0	100.0	
Missing	Don't Know	86	12.5		
	Refused	1	.1		
	System	44	6.4		
	Total	131	19.0		
Total		690	100.0		

More Boutique/Specialty Shops q21d

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	71	10.3	12.8	12.8
	Agree	218	31.6	39.4	52.3
	Disagree	246	35.7	44.5	96.7
	Strongly Disagree	18	2.6	3.3	100.0
	Total	553	80.1	100.0	
Missing	Don't Know	90	13.0		
	Refused	3	.4		
	System	44	6.4		
	Total	137	19.9		
Total		690	100.0		

Preferred Way to Shop q23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ordering Through Catalogs	43	6.2	6.7	6.7
	Ordering On-Line Through Web Sites	18	2.6	2.8	9.6
	Visiting the Store	577	83.6	90.4	100.0
	Total	638	92.5	100.0	
Missing	Don't Know	8	1.2		
	System	44	6.4		
	Total	52	7.5		
Total		690	100.0		

Buy Products On-Line q24a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	210	30.4	32.7	32.7
	No	432	62.6	67.3	100.0
	Total	642	93.0	100.0	
Missing	Don't Know	3	.4		
	System	45	6.5		
	Total	48	7.0		
Total		690	100.0		

How Often Buy On-Line q24c

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	About Once a Week	17	2.5	8.2	8.2
	1 to 3 Times a Month	69	10.0	33.2	41.3
	4 to 6 Times a Year	56	8.1	26.9	68.3
	1 to 3 Times a Year	66	9.6	31.7	100.0
	Total	208	30.1	100.0	
Missing	Never	1	.1		
	Don't Know	1	.1		
	System	480	69.6		
	Total	482	69.9		
Total		690	100.0		

Buy On-Line for Better Prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	139	20.1	66.2	66.2
	Yes	71	10.3	33.8	100.0
	Total	210	30.4	100.0	
Missing	System	480	69.6		
Total		690	100.0		

Buy On-Line for Convenience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	96	13.9	45.7	45.7
	Yes	114	16.5	54.3	100.0
	Total	210	30.4	100.0	
Missing	System	480	69.6		
Total		690	100.0		

Buy On-Line for Selection

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	125	18.1	59.5	59.5
	Yes	85	12.3	40.5	100.0
	Total	210	30.4	100.0	
Missing	System	480	69.6		
Total		690	100.0		

Buy On-Line for Sales Tax Savings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	173	25.1	82.4	82.4
	Yes	37	5.4	17.6	100.0
	Total	210	30.4	100.0	
Missing	System	480	69.6		
Total		690	100.0		

Buy On-Line for Items Locally Unavailable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	61	8.8	29.0	29.0
	Yes	149	21.6	71.0	100.0
	Total	210	30.4	100.0	
Missing	System	480	69.6		
Total		690	100.0		

Buy On-Line for Other Reasons

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	200	29.0	95.2	95.2
	Yes	10	1.4	4.8	100.0
	Total	210	30.4	100.0	
Missing	System	480	69.6		
Total		690	100.0		

TV Ads and Commercials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	377	54.6	58.5	58.5
	Yes	267	38.7	41.5	100.0
	Total	644	93.3	100.0	
Missing	System	46	6.7		
Total		690	100.0		

Local Cable Channel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	615	89.1	95.5	95.5
	Yes	29	4.2	4.5	100.0
	Total	644	93.3	100.0	
Missing	System	46	6.7		
Total		690	100.0		

Newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	323	46.8	50.2	50.2
	Yes	321	46.5	49.8	100.0
	Total	644	93.3	100.0	
Missing	System	46	6.7		
Total		690	100.0		

Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	481	69.7	74.7	74.7
	Yes	163	23.6	25.3	100.0
	Total	644	93.3	100.0	
Missing	System	46	6.7		
Total		690	100.0		

Website on the Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	630	91.3	97.8	97.8
	Yes	14	2.0	2.2	100.0
	Total	644	93.3	100.0	
Missing	System	46	6.7		
Total		690	100.0		

E-Mail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	622	90.1	96.6	96.6
	Yes	22	3.2	3.4	100.0
	Total	644	93.3	100.0	
Missing	System	46	6.7		
Total		690	100.0		

Direct Mail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	537	77.8	83.4	83.4
	Yes	107	15.5	16.6	100.0
	Total	644	93.3	100.0	
Missing	System	46	6.7		
Total		690	100.0		

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	630	91.3	97.8	97.8
	Yes	14	2.0	2.2	100.0
	Total	644	93.3	100.0	
Missing	System	46	6.7		
Total		690	100.0		

Own Home q28

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own Home	383	55.5	60.3	60.3
	Mortgage Payment	137	19.9	21.6	81.9
	Rent	115	16.7	18.1	100.0
	Total	635	92.0	100.0	
Missing	Don't Know	4	.6		
	Refused	2	.3		
	System	49	7.1		
	Total	55	8.0		
Total		690	100.0		

Occupation q29

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General Labor, Construction	3	.4	5.9	5.9
	Mechanic or Welder	2	.3	3.9	9.8
	Farmer/Agricultural Worker	8	1.2	15.7	25.5
	Factory Worker, Meat Packer	2	.3	3.9	29.4
	Business Professional/Owner/Manager, Banker, Finance	6	.9	11.8	41.2
	Doctor, Attorney, Engineer	1	.1	2.0	43.1
	Computer Programming	2	.3	3.9	47.1
	Clerical or Data Entry	2	.3	3.9	51.0
	Sales	2	.3	3.9	54.9
	Educator or Professor	3	.4	5.9	60.8
	Other White Collar	2	.3	3.9	64.7
	Social Services	1	.1	2.0	66.7
	Customer Service Representative	2	.3	3.9	70.6
	Homemaker	4	.6	7.8	78.4
	Full or Part-Time Student	3	.4	5.9	84.3
	Unemployed	1	.1	2.0	86.3
	Retired	7	1.0	13.7	100.0
	Total	51	7.4	100.0	
Missing	System	639	92.6		
Total		690	100.0		

Number People in Household q30

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	141	20.4	22.1	22.1
	2	254	36.8	39.9	62.0
	3	91	13.2	14.3	76.3
	4	84	12.2	13.2	89.5
	5	45	6.5	7.1	96.5
	6	16	2.3	2.5	99.1
	7	5	.7	.8	99.8
	8	1	.1	.2	100.0
	Total	637	92.3	100.0	
Missing	System	53	7.7		
Total		690	100.0		

Education Level q31

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Eighth Grade or Less	14	2.0	2.2	2.2
	Some High School	29	4.2	4.6	6.8
	High School Graduate	210	30.4	33.0	39.7
	Vocational School	28	4.1	4.4	44.1
	Some College	186	27.0	29.2	73.3
	College Graduate (Bachelors)	120	17.4	18.8	92.2
	Post College Graduate	50	7.2	7.8	100.0
	Total	637	92.3	100.0	
Missing	Don't Know	1	.1		
	Refused	2	.3		
	System	50	7.2		
	Total	53	7.7		
Total	690	100.0			

Ethnic Identity q33

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	618	89.6	96.9	96.9
	Black or African American	2	.3	.3	97.2
	Biracial	1	.1	.2	97.3
	American Indian or Alaskan Native	3	.4	.5	97.8
	Asian	1	.1	.2	98.0
	Native Hawaiian or Other Pacific Islander	1	.1	.2	98.1
	Some Other Race	12	1.7	1.9	100.0
	Total	638	92.5	100.0	
	Missing	Don't Know	1	.1	
Refused		1	.1		
System		50	7.2		
Total		52	7.5		
Total	690	100.0			

Hispanic q34

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	2.2	2.4	2.4
	No	623	90.3	97.6	100.0
	Total	638	92.5	100.0	
Missing	Refused	2	.3		
	System	50	7.2		
	Total	52	7.5		
Total		690	100.0		

Total Family Income q35

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$10,000	23	3.3	4.1	4.1
	Between \$10,000 and \$20,000	71	10.3	12.8	16.9
	Between \$20,000 and \$30,000	98	14.2	17.7	34.6
	Between \$30,000 and \$40,000	94	13.6	16.9	51.5
	Between \$40,000 and \$50,000	89	12.9	16.0	67.6
	Between \$50,000 and \$60,000	63	9.1	11.4	78.9
	Between \$60,000 and \$70,000	49	7.1	8.8	87.7
	Between \$70,000 and \$80,000	22	3.2	4.0	91.7
	Over \$80,000	46	6.7	8.3	100.0
	Total	555	80.4	100.0	
	Missing	Don't Know	31	4.5	
Refused		53	7.7		
System		51	7.4		
Total		135	19.6		
Total		690	100.0		

Gender q38

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	211	30.6	33.4	33.4
	Female	420	60.9	66.6	100.0
	Total	631	91.4	100.0	
Missing	System	59	8.6		
Total		690	100.0		