

## Retail Goods and Services Gap Analysis Survey

Cheyenne	Rawlins	Decatur	Norton	Phillips	Smith	Jewell	Republic
Sherman	Thomas	Sheridan	Graham	Rooks	Osborne	Mitchell	Cloud
Wallace	Logan	Gove	Trego	Ellis	Russell	Lincoln	Ottawa
						Ellsworth	Saline
				Rush	Barton		
				Pawnee			

Sponsored by  
FHSU Kansas Small Business Development Center

Conducted by  
FHSU Docking Institute of Public Affairs

The Kansas Small Business Development Center (KSBDC) has commissioned the Docking Institute of Public Affairs at Fort Hays State University to conduct a study on availability and accessibility of retail goods and services in Northwest and North-central Kansas.

The study aims to understand local purchasing in order to identify opportunities for meeting local products and services needs. Your household was randomly selected to participate in the study. We ask that the adult (18 or older) in the household with the most knowledge of the household's purchases of goods and services complete this questionnaire. For this study "household" means those living together in the home as a family, who share a budget and income for household purchases.

Participation is voluntary. With only randomly selected households in 29 counties being invited to participate, your participation is important to a successful study of the region. The questionnaire will likely take less than 15 minutes to complete. Most of the questions can be answered by checking a box corresponding to your answer, while a few questions allow you to write a brief answer.

You are assured complete confidentiality. The Docking Institute will collect and analyze grouped data only and will deliver a report of findings to KSBDC. We ask that you return your questionnaire within five days. The questionnaire has a mailing list number. The number allows us to remove your household from the list when your questionnaire is returned, so that we will not mail you another questionnaire.

After you have completed the questionnaire, simply tape the booklet closed and drop it in any U.S. Postal Service mailbox. Postage is pre-paid, and the booklet is pre-addressed for direct return to the Docking Institute.

If you have any questions about this study, you may contact either the Docking Institute or KSBDC at the numbers below. We thank you in advance for your assistance in this study!

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The survey starts with some background questions, then goods and service purchasing and interest questions, and concludes with two questions for local business owners/operators. For each question, please fill in the blank or check the box with your answer. Just leave blank any you do not wish to answer.

How long have you lived in your county of residence? _____ years	How many people live in your household? _____
How many children live at home? _____	Number of vehicles in your household? _____
Do you routinely get rides from neighbors, friends, or relatives living outside the home? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Just for confirmation, what city and county do you live in? _____ <div style="display: flex; justify-content: space-around; width: 100%;"> <span>City</span> <span>County</span> </div>	
What is your age? _____ years	
What is your gender? <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Other <input type="checkbox"/> Prefer not to answer	
Are you Hispanic, Latino/a, or of Spanish origin? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Which one or more of the following would you say is your race? <input type="checkbox"/> White <input type="checkbox"/> Black or African American <input type="checkbox"/> Asian or Pacific Islander <input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Other <input type="checkbox"/> Don't Know <input type="checkbox"/> Prefer not to answer	
What is the highest level of education you have completed? <input type="checkbox"/> Less than high school <input type="checkbox"/> High school diploma or equivalency <input type="checkbox"/> Associates/technical degree or some college <input type="checkbox"/> Bachelor's degree <input type="checkbox"/> Graduate degree	
What category includes your total annual household income in 2021 before taxes and withholdings? <input type="checkbox"/> Up to \$24,999 <input type="checkbox"/> \$25,000-\$49,999 <input type="checkbox"/> \$50,000-\$74,999 <input type="checkbox"/> \$75,000-\$99,999 <input type="checkbox"/> \$100,000 or more	

First, we would like you to think about **goods** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these goods...				We purchase these goods from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Men's Clothing</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Women's Clothing</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Children's Clothing</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Shoes &amp; Boots</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **goods** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these goods...				We purchase these goods from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
Grocery	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
Restaurant & Bar	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
Subscription Food Kits (e.g., HelloFresh)	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
Local Homemade Foods	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **goods** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these goods...				We purchase these goods from <b>out of county/online or by phone</b> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Toiletries &amp; Hygiene</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Cosmetics</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Pharmacy</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Flowers &amp; Gifts</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **goods** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these goods...				We purchase these goods from <b>out of county/online or by phone</b> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Toys</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Game Systems</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Sporting Goods &amp; Hobby</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Books</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **goods** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these goods...				We purchase these goods from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Musical Instruments</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Cell Phone</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Small, Portable Appliances</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Small Electronics</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____



We would like you to think about **goods** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these goods...				We purchase these goods from <b>out of county/online or by phone</b> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Large Appliances</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Large Electronics</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Furniture</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Garden Supplies</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **goods** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these goods...				We purchase these goods from <b>out of county/online or by phone</b> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Hardware</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Building Supplies</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Vehicle Parts</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Vehicles New &amp; Used</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **goods** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these goods...				We purchase these goods from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Home Office Supplies</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Pet Supplies</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

Please tell us any other good(s) you would buy in your county, so long as you think someone could offer the good(s) as a viable business:

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Now, we would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these services...				We purchase these services from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Home Improvement</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Plumbing Services</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Electrician Services</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>HVAC Services</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these services...				We purchase these services from <b>out of county/online or by phone</b> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Residential Construction</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Lawn &amp; Garden Care</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Auto Mechanics</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Vehicle Restoration &amp; Customization</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these services...				We purchase these services from <b>out of county/online or by phone</b> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Appliance Repair</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Electronic Repair</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Realtor Service</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Rental Property Management</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these <b>services</b> ...				We purchase these services from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Broadband &amp; Internet</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Cellular Service</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Publicly Supported Transit</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Private Ride Services (e.g., Uber, Lyft, Taxi)</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

We purchase these services...				We purchase these services from <u>out of county/online or by phone</u> because...				
in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	Please list up to three items from this category that you would prefer to purchase in your county:
Paid Food Delivery (e.g., DoorDash, UberEats)	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/> →	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
Legal	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/> →	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
Insurance	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/> →	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
Tax & Accounting	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/> →	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____



We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these services...				We purchase these services from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Financial Planning/ Management</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Banking</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Theater</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Catering Services</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these services...				We purchase these services from <u>out of county/online or by phone</u> because...				
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	Please list up to three items from this category that you would prefer to purchase in your county:
Disk Jockey Services	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
Wedding & Other Special Event Venues	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
Haircut, Coloring, Styling	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
Nail Care	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these services...				We purchase these services from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Fitness, Wellness &amp; Recreation</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Massage</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Childcare</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Dental Health</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these services...				We purchase these services from <u>out of county/online or by phone</u> because...				
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Mental Health</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Physical Therapy</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Chiropractic Services</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Medical</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these services...				We purchase these services from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Adult Daycare</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Independent Senior Living</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Assisted Living</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Skilled Nursing</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

We would like you to think about **services** purchased by your household. For each row, please **check all boxes that apply** and, if applicable, write in answers that best represent your household situation. If a category does not apply to your household, simply leave that row blank.

	We purchase these services...				We purchase these services from <u>out of county/online or by phone</u> because...				Please list up to three items from this category that you would prefer to purchase in your county:
	in my county.	by traveling to another county.	online or by phone.		not available locally.	lack variety or quantity.	lack quality.	priced too high.	
<b>Hospice</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Pet Daycare</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____
<b>Pet Grooming &amp; Boarding</b>	<input type="checkbox"/>	<input type="checkbox"/> Usual town: _____	<input type="checkbox"/>	➔	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1) _____ 2) _____ 3) _____

Please tell us any other services you would buy in your county, so long as you think someone could offer the services as a viable business:

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Do you own or operate any business (can be brick and mortar, home-based, online, etc.) in the county?

No (skip the table)

Yes 

<p>Okay, we would like you to think about any <b>goods</b> that you purchase out of county for the business but would prefer to purchase <u>in the county</u>.</p> <p>Please list up to three <b>goods</b> that you believe could feasibly be sourced locally and would support your business.</p> <p>1) _____</p> <p>2) _____</p> <p>3) _____</p>	<p>Okay, we would like you to think about any <b>services</b> that you purchase out of county for the business but would prefer to purchase <u>in the county</u>.</p> <p>Please list up to three <b>services</b> that you believe could feasibly be sourced locally and would support your business.</p> <p>1) _____</p> <p>2) _____</p> <p>3) _____</p>
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If you have any other comments for us please share them here:

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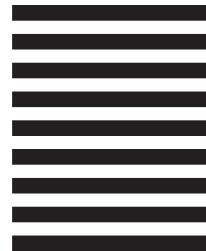
***Now that you are finished, please tape the booklet closed and drop it in the mail. Return postage is pre-paid, and the booklet is pre-addressed for direct return to the Docking Institute.***

*Thank you for your participation in this survey!*

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