Understanding Customers and Markets Through Research

Mgmt X461.1

Instructor: Matt Disston

Summer 2008

UCIRVINE | EXTENSION

UNDERSTANDING CUSTOMERS AND MARKETS THROUGH RESEARCH
Mgmt X461.1 (3 units)
Summer 2008

Instructor: Matthew Disston, DMG Economics   (949) 858-8069
Lectures: July 8, 2008 – September 9, 2008
          6:30pm - 9:30pm

Course Description
Overview of marketing research. Marketing research and its applications as input to management and policy decisions. Problem definition. Research purpose and objectives. Secondary, qualitative and quantitative research. Study design, sampling, experimental techniques. Questionnaire design, data collection, analysis, interpretation.

Course Objectives
The major objectives of the course are to provide a conceptual and pragmatic understanding of the research process and its role in aiding market planning. Specific objectives are to:

- Develop participants' abilities to translate management problems into feasible research objectives

- Familiarize participants with the marketing research process, covering: problem definition, research design and implementation, data collection and analysis.

- Provide illustrative case studies to develop in participants a working knowledge of concepts and methodology which are integral to the analytical framework of market research.

- Explore applications and characteristics of secondary market information, identifying exemplary sources.

- Develop sensitivity to biases and limitations inherent in market research.

- Introduce participants to traditional and innovative approaches to market segmentation, product positioning, advertising research, tracking and public policy creation through market research.

These objectives will be achieved through lectures, guest speakers, readings, group discussions and case studies. The class will include two exams and an individual project consisting of a research proposal.

Textbook: Basic Marketing Research, by Gilbert Churchill, published by South-Western College

The final course grade will be based on two exams (25%), class participation (25%) and the project (50%).

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CLASS SCHEDULE

Sessions/ Exams	Class Topic	Readings
1	The role and scope of marketing research	Ch. 1, 2
2	Overview of the marketing research process	Ch. 3, 4
3	Secondary data – Sources, methodology, applications, limitations – Internet	Ch. 7, 8
4	Qualitative and exploratory research – methodology, applications, limitations. Meeting held in Irvine at Discovery Research Group – focus group facility	Ch. 5, 6
5/Midterm Exam	Review for midterm, 1 hour, open notes – Introduction to the proposal	Ch. 9, 10
6	Questionnaire design continued, experimental design/errors, sampling – proposal discussion – midterm review	Ch. 11, 12, 18
7	Measurement – Descriptive research –- introduction to survey methodology, questionnaire design	Ch. 13, 14
8	Sampling continued, data tabulation, analysis	Ch. 15, 17
9	Data reduction, ethics in market research, proposal review, Case Study	Ch. 19, Handouts
10/Final	Review/final exam, 1 hour, open notes, proposal due	

ELEMENTS OF A RESEARCH PROPOSAL

1. **Summary** -- a brief statement of the major points from each of the other secti ɔns. The objective is to allow an executive to develop a basic understanding of the proposal *without* reading it.

2. **Background** -- a statement of the management problem and the factors that influence it.

3. **Objectives** -- a description of the types of data the research project will generate and how these data are relevant to the management problem. A statement of the value of the information should generally be included in this section.

4. **Research Approach** -- a non-technical description of the data-collection method, measurement instrument, sample, and analytical techniques.

5. **Time and Costs Requirements** -- an explanation of the time and costs required by the planned methodology, accompanied by a PERT chart.

6. **Technical Appendices** -- any statistical or detailed information in which only one or a few of the potential readers would be interested.

PROJECT ESTIMATION FORM

		Project:						
Clerical	$35							
Analyst	$50	UCI Proposal						
Economist	$55							
Sr. Economist	$65	Total Budget:						$20,185
Principal	$75							

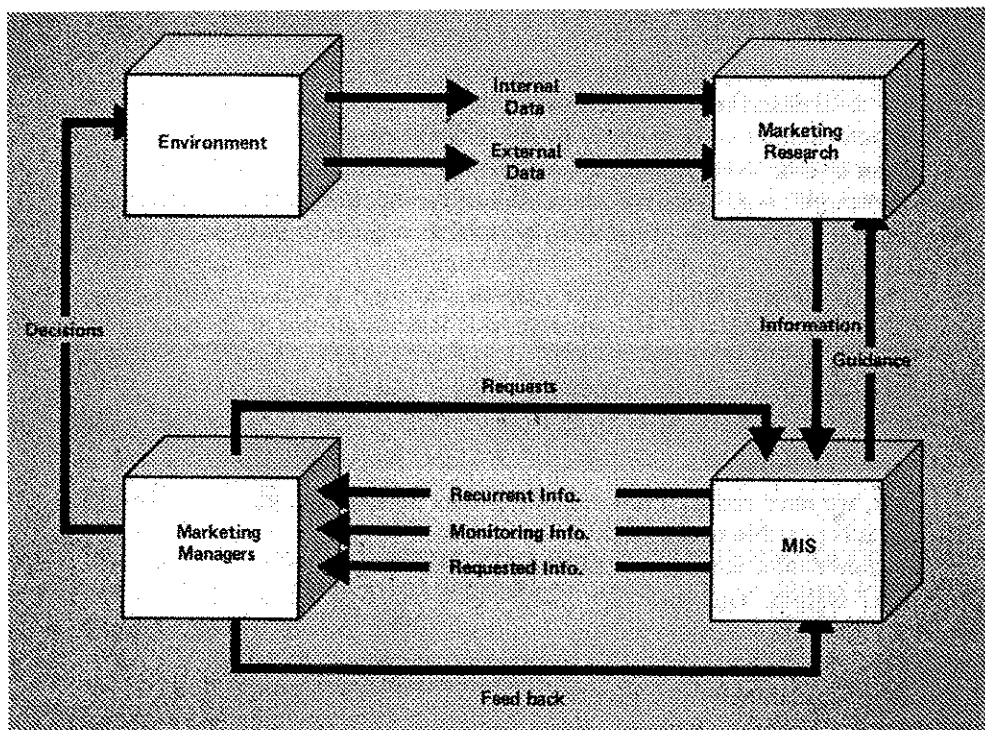| Task	Hours					Cost					Comments
	C	A	E	S	P	C	A	E	S	P	
Secondary Data											
Initial Meeting	0	0	0	0	2	$0	$0	$0	$0	$150	
Ex. Data Review	0	0	4	4	2	$0	$0	$220	$260	$150	
Guidance Pkg.	0	0	0	0	4	$0	$0	$0	$0	$300	
Subtotal	0	0	4	4	8	$0	$0	$220	$260	$600	$1,080
Focus Groups Two groups -- Users and non-users											
Administration	0	0	0	0	1	$0	$0	$0	$0	$75	
Study Design	0	0	0	0	4	$0	$0	$0	$0	$300	
Fieldwork											
Client Interview	0	0	0	0	4	$0	$0	$0	$0	$300	
Script	0	0	0	0	8	$0	$0	$0	$0	$600	
Recruitment	24	0	0	0	0	$840	$0	$0	$0	$0	
Conduct Group	8	4	0	0	8	$280	$200	$0	$0	$600	
Report Prep & Analysis											
Analysis	4	0	0	0	8	$140	$0	$0	$0	$600	
Report Prep	4	0	0	0	8	$140	$0	$0	$0	$600	
Subtotal	40	4	0	0	41	$1,400	$200	$0	$0	$3,075	$4,675
Consumer Research:											
Proj. Admin.	0	0	0	0	2	$0	$0	$0	$0	$150	
Quest. Design	0	0	0	0	6	$0	$0	$0	$0	$450	
Fieldwork: 400 telephone interviews											
Interviewing	200	16	0	0	0	$7,000	$800	$0	$0	$0	
Editing	20	0	0	0	1	$700	$0	$0	$0	$75	
Administration	0	8	0	0	1	$0	$400	$0	$0	$75	
Analysis & Report Prep.											
Analysis	4	4	0	0	8	$140	$200	$0	$0	$600	
Report	4	4	0	0	8	$140	$200	$0	$0	$600	
Subtotal	228	32	0	0	26	$7,980	$1,600	$0	$0	$1,950	$11,530
Total Prof. Time	268	36	4	4	75	$9,380	$1,800	$220	$260	$5,625	$17,285
Direct Expense Budget											$2,900
Grand Total											$20,185

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OVERVIEW OF THE MARKETING RESEARCH PROCESS

1. The Function of Marketing Research
   A. Purpose of marketing research.

   B. Definition:

   C. Product of marketing research.

2. Information and Decision Making
   A. Six step process.

   B. Problem/opportunity --
      Identification -- Marketing research assists in this process
      1. Establish objectives
         a. identifying market segments

      2. Measured performance indicates objectives are not being met --
         a. calculating market share
         b. calculating per capita expenditure

      Problem/opportunity --
      Selection
               -- Prioritize problems and opportunities

      Resolution
      1. Develop alternatives to meet objectives
      2. Evaluate those alternatives in terms of the objectives

   C. The Marketing Decision

3. Marketing Information Systems (MIS)
   A. Definition

   B. Nature of the marketing information system
      1. Recurrent information -- Provided on a periodic basis
         Internal --   Accounting records, sales reports
         External --   Customer surveys, panels, store audits

      2. Monitoring information -- Regular scanning of certain sources

      3. Requested information -- One time study

4.. Marketing Decision Support System (DSS)-- Ultimate refinement of MIS
5. The Marketing Research Department
   A. Develop a department vs. "Buy Out"

6. The Marketing Research Industry -- $1.5 billion in 1984

THE RESEARCH PROCESS AND RESEARCH DESIGN

1. Research Process

2. Nature of Research Design

3. Steps in Research Design Process
  A. Define the Research Problem -- Specify the type of information needed **with the client**
    1. Define the Research problem
    2. Establish value of the research
    3. Select data collection methodology
      1. Three types of data sources
      2. Three types of information
    4. Select measurement technique -- What output is expected
    5. Select the sample -- who, how many, units of measurement
    6. Select analytical approach
    7. Ethics
    8. Specify timing and cost
    9. Proposal

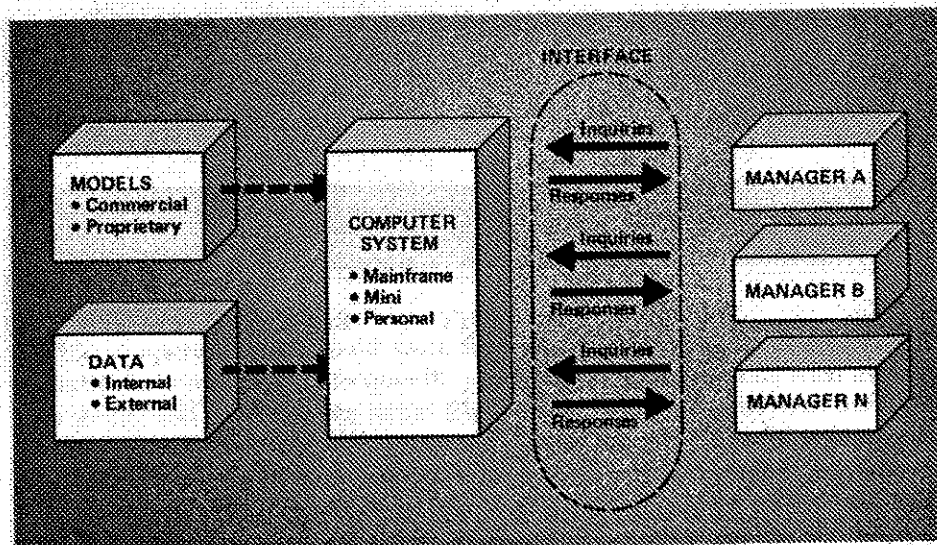4. Potential Errors Affecting Research Designs

Figure 2-3 *A Typical Decision Support System (DSS)*

Organization Position	Recurrent	Monitoring	Requested
Salesman	• Regional economic data • Regional market share • Competitor prices/ promotions	• Competitor product changes • Customer acquisitions, other key changes • New entrants	• Customer profiles • Customer needs/ satisfaction
Sales Manager	• Product margins • Cost per call per customer • Share by salesperson	• Regional economic changes • New competitive activities	• Contribution per customer • Salesforce effectiveness vs. competitors
Brand Manager	• Brand share • Customer satisfaction • Feature preferences	• Competitor activities • Technology changes • Government regulations	• Test of new formulation • Price elasticity study
Advertising Manager	• Advertising awareness • Media habits of target audience	• Media rates • Ad themes of competitors • Media effectiveness studies	• New commercial theme test • Communications impact of competitor's ad
Public Relations Manager	• Key public attitudes toward the firm • Company plans that affect the public	• Legislative activities • Trade and popular publications	• Impact on buyers' attitudes of a strike by the union • Impact of firms of other industries' responses to safety problems
Marketing Vice President	• Net contribution by product line • Market share by product line/ market • Customer satisfaction levels	• New competitors • Developments in related markets • New product launches by competitors	• Impact on related products of dropping one product line • Price and advertising elasticities across products

Figure 2-2 *Typical Information Requirements from an MIS*

MARKETS

1. Do you know all that would be useful about the differences in buying habits and
    tastes by territory and the kind of prospect?

2. Do you know why some territories and kinds of prospects produce well and others
    poorly?

3. Do you have as much information as you need on brand or maker loyalty and repeat
    purchasing in your product category?

4. Do you know all you need to know about buying frequency and cycles in your
    product category?

5. Do you know who the buying influencers are in each of your product categories?

6. Do you know what other purchases or practices significantly affect the
    probability of purchasing your kind of product?

7. Do you know all that would be useful about the number, location and pertinent
    characteristics of the people who buy your kind of product?

8. Can you now plot. your share of market from period to period, by product?

9. Do you know the extent to which the total market for your type of product is
    increasing or decreasing?

10. Do you know whether you are getting your share from the newer, younger (or
    older) users of your product?

11. Do you have up-to-date information on the foreign markets for your types of
    product?

12. Are you satisfied that you are keeping up with changes in your prospects buying
    habits?

13. Do you know whether your customers are satisfied with your practices on
    installation and training - especially compared with your competitors?

14. Do you know whether your customers are satisfied with your practices on service
    and repairs - especially compared with your competitors?

15. Do you know whether your customers are satisfied with your practices on credits
    and returns - especially compared with your competitiors?

16. Do you know whether your customers are satisfied with your practices in handling
    complaints - especially compared with your competitors?

SALES

17. Do you know all you need to know about your competitors' sales performances by kind of product and by territory?

18. Are you and your sales forces satisfied with your methods of setting sales goals?

19. Is your sales power deployed where it can do the most good, maximizing your investment in selling costs?

20. Are you satisfied that your sales records and call reports are yielding all useful information ... and that a different method of recording and processing the data might not be rewarding?

21. Are you sure you know, and that your salespeople are using, the most persuasive selling appeals for each type of customer and product?

22. Do you know which accounts are profitable and how to recognize a potentially profitable one?

23. Do you know all that would be useful about your customers' and prospects' reactions to your own and your competitors' sales methods?

24. Do you know what your sales calls cost?

PRODUCTS

25. Do you have an inexpensive method for learning customers' and prospects' attitudes toward new products and product changes before large development investments are made?

26. Do you have a reliable, quantitative method for testing the market acceptability of new products and product changes?

27. Do you have a reliable method for testing the effect on sales of new or changed packaging?

28. Are you satisfied that you know all the new and profitable end uses for your products?

29. Do you know what might help profits and buyers' attitudes and reactions toward your current products and services ... and your competitors?

30. Do you have a satisfactory method for seeking and selecting new products appropriate to your marketing methods?

31. Is your product line adapted to the needs of all the profitable segments of your potential market?

32. Are you sure that adding higher or lower quality levels might not make new profitable markets for your products?

33. Are you sure there are no items in your line which do not - and never will - make a fair profit contribution?

34. Have you recently studied ultimate consumers, for how you might add to each product or service greater convenience of purchase or use?

DISTRIBUTION

35. If you are considering introducing a new product or line, do you know all you should about distributors and dealers attitudes about it?

36. Do you know all that would be useful about your dealers attitudes toward your products - and toward your competitors' products?

37. Are you sure you're getting your share from all the profitable distribution channels available?

38. If there are channels you don't use because you fear using them would be resented by established outlets, have you recently investigatedtheir attitudes ... and your competitors' sales practices in "offbeat" channels?

39. Are your distributors' and dealers' salespeople saying the right things about your products or services?

40. Should you test new or supplementary methods of motivating dealers anda their salespeople to push your line?

41. Has your distribution pattern changed along with the geographical shifts of your market?

ADVERTISING AND PROMOTION

42. Is your advertising reaching the right people?

43. Is your advertising being read by the right people?

44. Is your advertising convincing the right people?

45. Do you know how effective your advertising is compared with that of your competition?

46. Are you sure your advertising says the right things about your products, prospects and markets?

47. Is your advertising as fully coordinated with personal selling efforts as it should be?

48. Do you pre-test new campaigns?

49. Have you an advertising goal which, if achieved, can be measured apart from other things that help make sales?

50. Is your mail advertising going the right people and doing the right job?

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51. Is your telemarketing using the right lists? Is it using the right benefits?

52. Have you a system that gets the most value and information from your advertising inquiries ... and are you sure a different recording system would not yield greater value?

53. Do you know what your consumer mail is saying about you ... about your channels?

54. Do the selling aids and sales tools you provide for your field personnel and distributors compare favorable with those of your competitors?

55. Is your budget allocated - appropriately for greater profit - according to products, territories and market potentials?

56. Are your consumer promotions price effective?

57. How are your trade allowances being used by channel members. Are they cost effective? Are they achieving the measurable goals set for them?

1BB/ARM

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THE SOURCES OF RESEARCH DATA
SECONDARY RESEARCH

1. The Nature of Secondary Data
   A. Advantages of secondary data

   B. Problems with secondary data

      1. Availablitiy
      2. Relevance
      3. Accuracy

2. Sources of Secondary Data

   A. Internal sources
      1. Accounting records
      2. Sales force reports
      3. Other sources

   B. External sources
      1. Computerized/subscription databases
      2. Bibliographic databases
      3. Numeric databases
      4. Associations
      5. Government agencies
      6. Syndicated services -- panels
      7. Other published sources

3. Example of an Application of Secondary Data

   A. Sales Marketing Management market calculations
   B. Retail demand case study
   C. School needs assessment

TABLE 1
SELECTED DATA BY SUBAREA
ORANGE COUNTY APARTMENT SURVEY
APRIL, 1993

	NORTH			CENTRAL			SOUTH			TOTAL		
	1992	1993	Chg	1992	1993	Chg	1992	1993	Chg	1992	1993	Chg
TOTAL UNITS SURVEYED	9,019	9,460		37,809	36,967		36,869	36,622		83,697	83,049	
OCCUPANCY	96.3%	96.6%	0.3%	95.0%	95.8%	0.8%	95.3%	96.2%	0.9%	95.3%	96.0%	0.7%
OCCUPANCY BY UNIT												
Studio	98.7%	97.8%	-0.9%	94.2%	94.9%	0.7%	95.4%	96.8%	1.4%	95.3%	96.1%	0.8%
One-Bedroom	96.7	96.3	-0.4	95.2	95.8	0.6	95.6	96.6	1.0	95.6	96.2	0.6
Two-Bed/One-Bath	95.7	94.7	-1.0	95.1	95.7	0.6	94.5	95.6	1.1	95.1	95.5	0.4
Two-Bed/Two-Bath	95.8	97.6	1.8	95.0	96.1	1.1	95.1	95.8	0.7	95.1	96.1	1.0
Three-Bedroom	96.7	98.0	1.3	94.8	95.8	1.0	95.2	96.0	0.8	95.2	96.1	0.9
Four-Bedroom	n/a	n/a	n/a	76.4	82.3	5.9	n/a	n/a	n/a	76.4	82.3	5.9
MIX												
Studio	7.2%	6.8%		6.5%	6.3%		6.9%	7.0%		6.7%	6.7%	
One-Bedroom	39.7	38.2		39.9	40.1		39.1	39.1		39.5	39.4	
Two-Bed/One-Bath	22.5	20.2		17.9	17.9		7.5	7.5		13.8	13.6	
Two-Bed/Two-Bath	27.9	31.6		31.9	31.8		42.0	42.1		35.9	36.3	
Three-Bedroom	2.7	3.2		3.8	3.8		4.5	4.3		4.0	4.0	
Four-Bedroom	n/a	n/a		0.1	0.1		n/a	n/a		0.1	0.1	
AVERAGE RENT												
Studio	$557	$555	-0.4%	$582	$591	1.5%	$649	$661	1.8%	$609	$619	1.6%
One-Bedroom	636	639	-0.5%	656	650	-0.9%	754	748	-0.8%	697	692	-0.7%
Two-Bed/One-Bath	751	747	-0.5%	745	735	-1.3%	847	844	-0.4%	770	764	-0.8%
Two-Bed/Two-Bath	820	832	1.5%	804	801	-0.4%	940	937	-0.3%	875	874	-0.1%
Three-Bedroom	928	979	5.5%	916	905	-1.2%	1,109	1,109	0.0%	1,013	1,010	-0.3%
Four-Bedroom	n/a	n/a	n/a	947	947	0.0%	n/a	n/a	n/a	948	947	-0.1%
Total	$715	$727	1.7%	$724	$720	-0.6%	$848	$844	-0.5%	$778	$775	-0.4%
AVERAGE SIZE												
Studio	477	477		538	563		507	507		487	527	
One-Bedroom	690	690		725	726		719	720		722	719	
Two-Bed/One-Bath	885	882		919	920		928	928		909	916	
Two-Bed/Two-Bath	1,028	1,032		1,011	1,012		1,029	1,021		1,021	1,019	
Three-Bedroom	1,278	1,304		1,211	1,214		1,225	1,228		1,213	1,229	
Four-Bedroom	n/a	n/a		1,388	1,388		n/a	n/a		1,400	1,388	

Source: The Research Network Ltd., 5/93 287TBL1

TABLE 2
APARTMENT RENTS AND OCCUPANCY
ORANGE COUNTY BY CITY
1993

City	1993 Surveyed Units	Average Rent 1993	Rent 1992 (1993$)	Real Percent Change	1993 Average Occupancy	1992 Average Occupancy	Change
Anaheim	12,768	$699	$717	-2.5%	94.2%	94.7%	-0.5%
Brea	1,520	$749	781	-4.1%	98.6%	99.2%	-0.6%
Buena Park	1,513	$689	714	-3.5%	94.3%	96.1%	-1.8%
Costa Mesa	7,019	$836	864	-3.3%	95.8%	94.5%	1.3%
Cypress	1,308	$740	774	-4.4%	97.5%	97.1%	0.4%
Dana Point	596	$930	964	-3.5%	95.6%	94.4%	1.2%
El Toro/Lake Forest	2,123	$778	789	-1.4%	95.0%	97.5%	-2.5%
Fountain Valley	2,219	$786	815	-3.5%	96.3%	96.5%	-0.2%
Fullerton	4,986	$689	713	-3.4%	95.5%	95.5%	0.0%
Garden Grove	3,058	$726	745	-2.6%	96.4%	95.5%	0.9%
Huntington Beach	7,081	$777	819	-5.1%	97.3%	95.4%	1.9%
Irvine	4,913	$942	975	-3.4%	97.1%	95.7%	1.4%
La Habra	988	$634	655	-3.2%	94.6%	94.2%	0.4%
La Palma	342	$775	798	-2.9%	95.6%	93.8%	1.8%
Laguna Beach	420	$881	969	-9.1%	92.8%	92.8%	0.0%
Laguna Hills	2,276	$824	848	-2.8%	96.2%	94.7%	1.5%
Laguna Niguel	3,473	$999	856	16.7%	95.8%	95.5%	0.3%
Los Alamitos	40	$723	714	1.2%	90.0%	90.0%	0.0%
Mission Viejo	1,854	$776	794	-2.2%	96.6%	96.2%	0.4%
Newport Beach	4,291	$928	982	-5.5%	94.2%	95.4%	-1.2%
Orange	2,857	$730	762	-4.2%	97.7%	95.4%	2.3%
Placentia	1,150	$809	849	-4.7%	98.7%	98.2%	0.5%
Rancho Santa Margarita includes Trabuco Canyon	909	$754	768	-1.8%	94.9%	95.1%	-0.2%
San Clemente	844	$782	809	-3.4%	97.2%	96.6%	0.6%
San Juan Capistrano	274	$863	910	-5.1%	95.2%	95.2%	0.0%
Santa Ana	8,104	$733	782	-6.3%	97.2%	95.2%	2.0%
Seal Beach	549	$1,083	1,134	-4.5%	98.7%	97.4%	1.3%
Stanton	737	$717	726	-1.2%	97.2%	97.5%	-0.3%
Tustin	2,949	$697	730	-4.5%	96.0%	93.5%	2.5%
Westminster	1,072	$749	768	-2.5%	95.6%	91.8%	3.8%
Yorba Linda	816	$911	913	-0.2%	98.4%	96.0%	2.4%
Orange County	83,049	$775	$805	-3.8%	96.0%	95.3%	0.7%

Source: The Research Network Ltd.; 5/93 287TBL2

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TABLE 3
ORANGE COUNTY APARTMENT UNIT INVENTORY
APRIL, 1993

City	1985	1986	1987	1988	1989	1990	1991	1992	Units Added 1992*	Units U/C 1Q93*	Permitted Future Units*	Planned Future Units*
	EXISTING UNITS											
Anaheim	26,559	27,760	28,121	28,897	29,676	29,997	30,165	30,165	0	0	18	0
Brea	1,787	1,859	1,859	2,179	2,225	2,225	2,265	2,265	0	0	0	63
Buena Park	5,115	5,263	5,414	5,599	5,659	5,795	5,860	5,860	0	0	0	0
Costa Mesa	11,755	12,072	12,573	13,492	13,731	14,065	14,245	14,245	0	0	0	0
Cypress	1,708	1,715	1,735	1,760	1,800	1,807	1,821	1,824	3	0	0	0
Dana Point	908	1,203	1,399	1,649	1,811	1,811	1,811	1,811	0	0	0	0
Fountain Valley	1,671	1,671	1,671	1,671	1,671	1,671	1,671	1,671	0	0	0	0
Fullerton	10,361	10,828	10,900	10,964	11,240	11,550	11,888	12,085	197	0	52	62
Garden Grove	9,289	9,614	9,672	9,714	9,714	9,740	9,740	9,742	2	0	7	4
Huntington Beach	15,366	16,011	16,186	16,198	16,198	16,198	16,198	16,198	0	0	0	273
Irvine	3,690	4,924	5,520	6,836	7,426	8,295	8,772	8,936	164	192	0	3,168
Lake Forest	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2,123	0	0	0	0
Laguna Hills	n/a	n/a	n/a	n/a	n/a	n/a	n/a	988	0	0	0	0
Laguna Beach	1,855	1,855	1,935	2,356	2,371	2,371	2,371	2,371	0	0	0	0
Laguna Niguel	532	708	2,093	2,553	3,692	3,692	3,692	3,692	0	0	0	0
La Habra	4,085	4,345	4,370	4,370	4,370	4,395	4,395	4,405	10	0	0	8
La Palma	751	751	751	751	751	751	751	751	0	0	0	0
Los Alamitos	1,196	1,226	1,261	1,311	1,326	1,331	1,402	1,402	0	11	0	7
Mission Viejo	n/a	n/a	n/a	1,472	1,574	1,574	1,574	1,574	0	0	0	156
Newport Beach	6,814	6,845	7,415	7,415	7,493	7,493	7,493	7,467	(26)	0	0	0
Orange	7,203	7,203	7,207	7,267	7,267	7,653	7,656	7,699	43	0	0	15
Placentia	1,324	1,613	2,313	3,113	3,462	3,474	3,494	3,454	(40)	0	0	0
San Clemente	3,360	3,384	3,425	3,628	3,837	3,837	3,837	3,837	0	0	0	0
S.J. Capistrano	619	893	893	945	945	945	945	945	0	0	0	0
Santa Ana	18,153	18,519	19,013	19,210	19,280	19,326	19,333	19,345	12	0	0	400
Seal Beach	1,983	1,983	1,983	1,983	1,983	1,983	1,983	1,983	0	0	0	0
Stanton	2,860	2,878	2,890	2,918	2,918	2,940	2,940	2,940	0	0	0	0
Tustin	5,206	5,222	5,378	5,722	6,240	6,806	7,372	7,678	306	0	0	0
Villa Park	-	-	-	-	-	-	-	-	-	-	-	-
Westminster	4,244	4,432	4,475	4,518	4,518	4,554	4,557	4,560	3	4	0	0
Yorba Linda	409	409	409	409	705	705	705	705	0	0	0	0
Unincorporated	8,761	8,946	9,141	8,764	10,623	11,124	12,139	9,028	0	0	0	0
Total	157,562	164,130	170,000	177,664	184,506	188,108	191,075	191,749	674	207	77	4,156

* Includes those multi-family units permitted that do not have subdivision maps filed.

Source: Census Bureau; Local Planning Departments; The Research Network Ltd., 5/93

ORANGE
COUNTY

North

Central

South

Daniel J. Carlsson
Public Relations

NEWS RELEASE

Client: The Research Network, Ltd.

Date: Jan. 28, 1994

Contact: Dan Carlsson, 714/583-2545

ORANGE COUNTY APARTMENT OCCUPANCY LEVELS UP,

RENTAL RATES DOWN, ACCORDING TO NEW MARKET STUDY

--Construction activity at all-time low--

LAGUNA HILLS -- Orange County's apartment market is a mixed-bag with

occupancy rates edging up, rental rates edging down, and construction activity at an all-time

low, according to a new study by The Research Network of Laguna Hills.

The study shows that the current occupancy rate of the county's apartment units is 96

percent, up slightly from 1992's rate of 95.3 percent, the lowest occupancy level since The

Research Network began its annual study in 1985. There are currently 192,000 apartment

units in the county compared to 157,560 units in 1985.

Even with a rising occupancy rate, coupled with the fact that only a few hundred new

units were added to the county's apartment stock over the past year, rental rates dipped for the

second year in a row, according to the survey. The average rent for all apartments surveyed

is $775 a month, down from $778 a month in 1992.

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Adding to the lackluster financial performance of the county's apartment industry is the fact that rent increases have not kept pace with inflation, said Pamela Wooldridge, principal of the Research Network and director of the study. She noted that the current average monthly apartment rental of $775 should have been $991 to keep up with inflation since 1985.

"Orange County's current apartment market can best be described as good-news, bad-news," said Wooldridge. "The good news is, the average occupancy rate is rising and Orange County continues to have one of the strongest markets in the nation for apartments. The bad news is, rents have fallen for the second year in a row, and historically rental rates in Orange County have not kept up with inflation. While the market is good for renters, owners are faced with conflicting signals and an uncertain future."

The apartment survey, the ninth annual study to be conducted by The Research Network, includes more than 80,000 apartment units in approximately 500 projects, which represents about 45 percent of the county's total inventory. The study analyzes the entire apartment market as well as sub-markets by three geographical regions: north, central, and south/coastal. The analysis is based on such factors as rental rates, unit mixes, vacancies, and special marketing incentives.

Wooldridge said adding to the uncertainty of the county's apartment picture is the fact that new apartment construction has almost stopped due to the recession and ensuing credit crunch. Only 674 new units were added to the county's apartment stock in 1992, the lowest volume since The Research Network study was inaugurated.

"Between 1985 and 1991, new apartment units were being added to the county's stock

at an average of 5,500 units a year," Wooldridge noted. "We hit the construction skids in 1991 and haven't yet recovered, and there is no recovery on the immediate horizon."

Another complicating factor is the continuing use of move-in incentives to attract renters. Wooldridge said that nearly 70 percent of the projects surveyed offered some form of incentive, ranging from reduced security deposits to free cable TV.

She noted that every apartment project surveyed in Fountain Valley, La Palma, Laguna Beach, Los Alamitos, Placentia, Santa Margarita/Trabuco Canyon, San Juan Capistrano, Seal Beach and Westminster, offered some type of incentive.

"The highest incidence of incentives was in those communities where competition for renters is greatest," said Wooldridge. "However, in areas where occupancy is high and supply is low, there was very little incentive giving. For instance, in Mission Viejo only 29 percent of the projects offered incentives."

Looking at specific geographical areas, the study shows that the north county apartment market has the best occupancy rate at 96.6 percent with an average monthly rent of $727, while the central area has the softest market with 95.8 percent occupancy and an average rent of $720. The south county occupancy is at 96 2 percent and the average monthly rent is highest at $844.

"The fact of the matter is Orange County, regardless of which part you look at, has a very solid apartment market that has weathered the recession and the battered real estate market very well," said Wooldridge. "Relative to the rest of California and the U.S., the county's apartment market has historically been quite strong and the outlook is for that strength to continue."

Wooldridge noted that although there are more than 4,100 apartment units planned for future development, she expects only a small percentage will actually be built until financing constraints are loosened.   The City of Irvine accounts for approximately 76 percent of the county's total planned apartment inventory and also leads the county in construction activity with 192 units being built. The only other apartment construction is 11 units in Los Alamitos.

"The shortage of construction funding has been brought on, in part, by the federal regulation of the savings and loan crisis and the resulting trepidation among all lenders of real estate construction loans," she explained. "The difficulty in securing capital is a result of current equity requirements demanded by lenders, which many developers cannot or will not accept. Thus, these apartment projects will not move into a construction phase until federal policies and lenders' attitudes change."

The "news" for apartment owners and developers for the next 24 months is that the county's apartment market will continue to be competitive, although the seeds of recovery may have been planted with increasing occupancy, decreasing construction, and more limited supply, Wooldridge concluded.

"The continued decline in units under construction suggests the development and financial communities have responded to the softening market by delaying or discontinuing projects," she said.

The Research Network is a market and consumer research firm that specializes in real estate, with emphasis on residential and commercial development.

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DESCRIPTIVE RESEARCH I
SURVEY RESEARCH - PANELS - EXPERIMENTAL DATA

1. The Nature of Survey Research
   A. Types of interviews
      1. Stuctured and unstructured
      2. Direct and indirect

2. Criteria for Selection of a Survey Method
   A. Complexity of the questionnaire
   B. Amount of data
   C. Accuracy of the resultant data
   D. Sample control
   E. Time requirements
   F. Response rate
   G. Cost

3. Nonresponse Error in Survey Research
   A. Reducing nonresponse in telephone and personal surveys
      1. Contacting
      2. Motivating

   B. Nonresponse in mail surveys
      1. Predicting response
      2. Reducing nonresponse

   C. Strategies for dealing with nonresponse

4. Panels
   A. Panel characteristics and uses

5. The Nature of Experimentation

6. Ex Post Facto Stidies

7. Types of Errors Affecting Experimental Results
   A. Premeasurement error
   B. Interaction error
   C. Maturation
   D. History
   E. Instrumentation
   F. Selection
   G. Mortality
   H. Reactive error
   I. Measurement timing
   J. Surrogate situation

2   DESCRIPTIVE RESEARCH I
       SURVEY RESEARCH - PANELS - EXPERIMENTAL DATA

8.   Experimental design
       A.   After-only
       B.   Before-after design
       C.   Before-after with control
       D.   Simulated before-after
       E.   After-only with control
       F.   Solomon four-group design

9.   Statistical designs
       A.   Randomized blocks
       B.   Latin square
       C.   Factorial design

10.   Experimental Environment
       A.   Laboratory experiements
       B.   Field experiments

Experimental

~~RESEARCH~~ DESIGN ERRORS

Error	Measurement Before	Event	Measurement After
After Only		✔	✔
Before and After	✔	✔	✔
Before -After with Control	✔	✔	✔
	✔		✔
Simulated Before and After	✔		
		✔	✔
After Only With Control		✔	✔
			✔
Solomon 4 Group	✔	✔	✔
	✔		✔
		✔	✔
			✔

The Preparation of Marketing Research Data
For Further Analysis

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                          ┌─────────────────┐
                          │   Information   │
                          │      from       │
                          │   Respondent    │
                          └─────────────────┘
                     ┌───────────┴───────────┐
                     ▼                       ▼
              ┌──────────────┐        ┌──────────────┐
Coding        │     Data     │        │    Field     │
              │  Collection  │        │ Investigator │
              │  Instrument  │        │   Coding     │
              │   Coding     │        └──────────────┘
              └──────────────┘
    ┌────────────┐                              ┌────────────┐
    │ Corrective │                              │ Corrective │
    │  Feedback  │                              │  Feedback  │
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Editing                 │ Field Supervisor │
                        │       Edit       │
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Coding                  │  Central Office  │
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    ┌────────────┐      └──────────────────┘       │  Feedback  │
    │ Corrective │      ┌──────────────────┐       └────────────┘
    │  Feedback  │      │    Key Punch     │
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Editing                 │   Computerized   │
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                        │   Tabulation     │
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                        │     Further      │
                        │    Analysis      │
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23

PLEASE READ AND ANSWER THIS SIDE FIRST

Dear Panel Member,

The questions on this card ask about USAGE OF GOLF RANGE FACILITIES. Specifically, I'd like to know whether you or anyone in your household USED GOLF RANGE FACILITIES in the past year.

The back of the card lists questions for each household member who has used golf range facilities in the past year.

Important: I'm interested in usage of facilities specifically designed for golf practice (often called driving ranges). Such facilities may be connected to or located on the property of a golf course, or they may be stand alone (off-course) facilities that are not connected to or located on a golf course. They can also be located both indoors and outdoors. A fee is charged to acquire/use golf balls at these facilities. I am not interested in miniature golf course facilities or golf course putting greens.

1. Have you or has any member of your household used a golf range facility (driving range) in the past year?

   Yes ☐¹ ——► (Continue)   No ☐² ——► (Thank you. Please return card)   (9)

2. How many members of your household used a golf range facility (driving range) in the past year? (Write-in.)

   # _____ household members   (10)

I would like you to act as my interviewer when answering the questions below. First, write in the age and sex of each household member (up to five members) who used a golf range facility in the past year. Then ask questions 3-6 and record answers for each person.

RECORD AGE AND SEX OF EACH MEMBER WHO USED A GOLF RANGE FACILITY IN THE PAST YEAR	Person #1	Person #2	Person #3	Person #4	Person #5
Age:	_____	_____	_____	_____	_____
Sex:	M ☐¹ F ☐² (11-13)	M ☐¹ F ☐² (33-35)	M ☐¹ F ☐² (9-11)	M ☐¹ F ☐² (31-33)	M ☐¹ F ☐² (9-11)
3. In the past year, about how many times did you use … (write-in number of times for each. If none, write-in "0").					
Golf range facilities at golf courses	_____ times	_____ times	_____ times	_____ times	_____ times
Stand alone golf range facilities (not connected to or located on a golf course)	_____ times (14-19)	_____ times (36-41)	_____ times (12-17)	_____ times (34-39)	_____ times (12-17)
4. On average, how much time do you typically spend at a golf range facility per visit? (Write-in number minutes visit for each).					
Golf range facilities at golf courses	_____ mins	_____ mins	_____ mins	_____ mins	_____ mins
Stand alone golf range facilities	_____ mins (20-25)	_____ mins (42-47)	_____ mins (18-23)	_____ mins (40-45)	_____ mins (18-23)
5. And, on average, how many dollars do you spend on golf balls per visit? (Write-in number of dollars per visit for each.)					
Golf range facilities at golf courses	$ _____	$ _____	$ _____	$ _____	$ _____
Stand alone golf range facilities	$ _____ (26-29)	$ _____ (48-51)	$ _____ (24-27)	$ _____ (46-49)	$ _____ (24-27)
6. About how many times did you play golf (at a golf course) during the past year? (Write-in number of times).	_____ times (30-32)	_____ times ☐¹ (52-54)	_____ times (28-30)	_____ times ☐² (50-52)	_____ times ☐³ (28-30)

1. Which, if any, of the following frozen food products have you purchased in the past year? (9)

Totino's/Jeno's Pizza Rolls ☐1	Jeno's Pizza Pops ☐3	
Bagel Bites Pizza Snacks ☐2	Ellio's Pizza Slices ☐4	
	None of these ☐5	

2. If you have bought Bagel Bites Pizza Snacks, what did you like most about them? (10)

Bite-sized ☐1	Bagel crust ☐4	
Hot snack ☐2	Pizza taste ☐5	
Good value ☐3	None of these ☐6	

3. How many packages of each product listed below have you bought in the past 3 MONTHS? (IF "NONE", WRITE IN "0")

	# of Pkgs.
Pancake Mixes	_____ (11-)
Cake Mixes	_____
Ready-to-Spread Frosting	_____
Brownie Mixes	_____
Muffin Mixes	_____ (19-)

4. For each product listed below, indicate how many items you bought in the PAST 6 MONTHS. (IF NONE, WRITE IN "0")

Pancake Mixes	# Of Items Bought
Hungry Jack	_____ (21-)
Aunt Jemima	_____
Betty Crocker	_____
Mrs. Butterworths	_____

Cake Mixes	
Angel Food Cake	_____ (29-)
White Cake	_____
Lemon Cake	_____
Yellow Cake	_____
Devil's Food Cake	_____

Ready-to-Spread Frosting	
Chocolate (Regular)	_____ (39-)
Milk Chocolate	_____
Dark/Double Dutch Fudge Chocolate	_____
Any Other Chocolate	_____
Vanilla	_____ (47-)
Lemon	_____
Cream Cheese	_____
Coconut Pecan	_____

Brownie Mixes	
Any Betty Crocker	_____ (55-)
Any Duncan Hines	_____
Any Pillsbury	_____

Muffin Mixes	
Any BRAN Muffin Mix	_____ (61-)
Any BLUEBERRY Muffin Mix	_____
Any Other Muffin Mix	_____ (80) 1

5. Have you bought any FROZEN boneless chicken products such as chicken nuggets, tenders or patties, in the past 3 months? ("X" ONE BOX)

Yes ☐1   No ☐2 → (SKIP TO QU. 7) (9)

6. How many packages of each brand have you bought in the past 3 months?

Banquet	_____ (10-)
Country Skillet	_____
Tyson	_____
Weaver	_____
Private Label/Store Brand	_____
Other	_____ (20-)

7. Have you bought any FROZEN breaded fried chicken pieces (with the bone-in) in the past 3 months? ("X" ONE BOX)

Yes ☐1   No ☐2 → (SKIP TO QU. 9) (22)

8. How many packages of each brand have you bought in the past 3 months?

Banquet	_____ (23-)
Country Skillet	_____
Morton	_____
Swanson	_____
Tyson	_____
Weaver	_____
Private Label/Store Brand	_____
Other	_____ (37-)

QU. 9 & 10 TO BE ANSWERED BY FEMALE HEAD.
No female in household ☐x → (RETURN CARD) (39)

9. Have you or any other female adults in your household used any of the following liquid meal replacement drinks just since January 1, 1994?

	Female Head	Other 18+ Female
Slim Fast	☐1 (40)	☐1 (41)
Ultra Slim Fast	☐2	☐2
Nestle Sweet Success	☐3	☐3
None of the above	☐4	☐4

→ (GO TO QU. 10)

IF ONLY "SLIM FAST" USED OR "NONE OF THE ABOVE", RETURN CARD

10. Please "X" the forms of Ultra Slim Fast or Nestle Sweet Success drinks that were ever used under Column A. Then for each brand used, "X" the one form that was/is used most often under Column B, and the one form that is most preferred by your household under Column C.

Ultra Slim Fast	A Ever Used	B Most Often	C Prefer Most
Powdered Mix in a canister	☐1	☐1	☐1 (42-44)
Other Drink Form (single serve pouches, cans or cartons)	☐2	☐2	☐2

Nestle Sweet Success	A Ever Used	B Most Often	C Prefer Most
Powdered Mix in a canister	☐1	☐1	☐1 (45-47)
Other Drink Form (single serve pouches, cans or cartons)	☐2	☐2	☐2 2 (50

25

TRAVEL STUDY : BOTH SIDES TO BE COMPLETED BY THE ADULT WHO TRAVELS MOST!!!
Travel is any **Day Trip** out of your local area (50+ miles one-way) or any **Night Away** from home.

Did/will you or anyone in your household travel in...

8. **Past 12 months?**	Yes ☐	No ☐
9. **Past 6 months?**	Yes ☐	No ☐
10. **Next 6 months?**	Yes ☐	No ☐

Q.11-20: For you personally: Record travel **plans** for the **next** 6 months this year (February '94 thru July '94) for business in column A for leisure in column B.
Record **actual** travel for the same period **a year ago** (February '93 thru July '93) for business in column C for leisure in column D.

	A	B	C	D
	Next 6 months Feb '94 - Jul '94		Year Ago 6 months Feb '93 - Jul '93	
	Business	Leisure	Business	Leisure
11. your # of travel **days**?				
12. # of days in hotel or paid accommodation?				
13. your # of **times** travel by air?				
14. # of times travel mainly by personal car?				
15. # of times rent a car				
16. # of times travel out of U.S.?				
17. # of times travel with children?				
18. # of times travel close to home?				
19. # of times stay with friends or relatives?				
20. # of times made hotel, plane or rental car reservations				

	Current Economic Situation	Travel safety	Overall cost of travel	Other ___
21. Check the item that most affects your travel plans.				

22. Do you plan to gamble at a casino in Nevada or New Jersey or on a riverboat or Indian reservation in the next 6 months? Yes ☐ No ☐

Check the answer that best describes how you compare the following items to last year:	Better	Worse	Same
23. Overall cost of travel?			
24. Travel safety?			
25. Current U.S. economic situation?			
26. Your current financial situation?			
27. Your future financial situation?			

Check the answer that describes how you compare the cost of the following items to last year's costs.	Higher	Lower	Same
28. Airline tickets			
29. Hotel rooms			
30. Car rentals			

31. Approximately how many people work at your company, including branch offices? _____

32. Are you a member of AAA auto club? Yes ☐ No ☐

---

1. Your Age: ____ Sex: ☐ Male ☐ Female

2. For the past 12 months, write in number of nights spent in HOTELS/MOTELS at listed price ranges per night for business and leisure. IF NONE write "0".	Under $45	$45 - $70	$71 - $100	$101 +
Past 12 months, # of **business** nights				
Past 12 months, # of **leisure** nights				

Answer Questions 3-6 for each hotel/motel chain listed	Comfort Inn	Marriott	Travelodge	Courtyard	Howard Johnson	Red Roof	Radisson	Residence Inn	La Quinta	Ramada
3. Write in # nights spent in last 12 mos. If NONE write "0".										
4. ✓ if stayed in last 2 years										
5. ✓ if stayed over 2 years ago										

6. For each chain you EVER STAYED AT, rate from 1-10 for the listed items: t = Poor up to 10 Excellent

	CI	MR	TL	CY	HJ	RR	RD	RI	LQ	RA
a. Overall satisfaction										
b. Value for the money										
t. Likelihood to stay in next 12 mos.										
s. Consistent quality throughout the chain										
q. Efficiency of the reservation system										
p. Fast & efficient check-in/check out										
r. Hotel restaurant										
n. Attractive room decor										
m. Overall service quality										
l. Convenient locations										
k. A quiet room										
j. Newer modern rooms										
i. Attractive hotel building & grounds										
h. Low prices										
g. Safe feeling from harm										
f. Well-maintained hotel										
e. Friendly/helpful staff										
d. Everything in room works										
c. Clean hotels										

PLEASE READ OTHER SIDE FIRST

4. Which cleanser or acne products have you used in the past 4 WEEKS?

	Panel Member	Other Female
Acne Treatment Products	1 (40)	1 (49)
Acne Cleansers/Pads	2	2
Astringent/Toner	3	3
Bar Soap	4	4
Non-Rinsing Cold Cream	5	5
Rinseable Cream or Lotion Cleanser	6	6
Foaming/Lathering Cleanser	7	7

5a. Please "X" all facial cleansers used IN THE PAST 3 MONTHS?

5b. Please "X" all facial cleansers used IN THE PAST 4 WEEKS.

	PANEL MEMBER		OTHER FEMALE	
	Past 3 Mos.	Past 4 Wks.	Past 3 Mos.	Past 4 Wks.
Avon Cleansers	1	1	1	1
Clearasil Daily Face Wash	2	2	2	2
Clearasil Medicated Deep Cleanser	3	3	3	3
Clearasil Pads	4	4	4	4
Clinique Cleansers	5	5	5	5
Dove Beauty Wash	6	6	6	6
L'Oreal Plenitude Cleansers	7	7	7	7
Neutrogena Cleanser	8	8	8	8
Original Noxzema Skin Cream	9	9	9	9
Noxzema Plus Skin Cream	0	0	0	0
Noxzema Sensitve Skin Cream	X	X	X	X
Noxzema Astringent	R	R	R	R
Noxzema Pads	-1	-1	-1	-1
Oil of Olay:				
Facial Cleansing Lotion	-2	-2	-2	-2
Foaming Face Wash	-3	-3	-3	-3
Refreshing Toner	-4	-4	-4	-4
Water Rinseable Cold Cream	-5	-5	-5	-5
Oxy Cleansers	-6	-6	-6	-6
Oxy Pads	-7	-7	-7	-7
Pond's Cold Cream	-8	-8	-8	-8
Other Pond's Cleansers	-9	-9	-9	-9
Sea Breeze Antiseptic	-0	-0	-0	-0
Stridex Pads	-X	-X	-X	-X
Suave Foaming Face Wash	-R	-R	-R	-R
Suave Medicated Skin Cream	1	1	1	1
Other cleanser	2	2	2	2
Do not use cleansers	3	3	3	3
	(41-43)	(46-48)	(50-52)	(55-57)

6. How many times per week do you use a facial cleanser? ("X" ONE)

	Panel Member	Other Female
Less than once a week/never	1 (44)	1 (53)
1-2 times per week	2	2
3-6 times per week	3	3
7 or more times per week	4	4

7. How would you describe the sensitivity of your facial skin? ("X" ONE)

Extremely Sensitive	1 (45)	1 (54)
Very Sensitive	2	2
Somewhat Sensitive	3	3
Slightly Sensitive	4	4
Not At All Senstive	5	5

Both sides of this card are to be completed by you, the female panel member, and one other female household member 13 years of age or older.

1a. Please "X" all facial moisturizers used IN THE PAST 3 MONTHS?

1b. Please "X" all facial moisturizers used IN THE PAST 4 WEEKS.

WRITE IN AGE: → (IMPORTANT)	Panel Member		Other Female	
	Past 3 Mos. yrs.	Past 4 Wks.	Past 3 Mos. yrs.	Past 4 Wks.
Avon Moisturizers	1	1	1	1
Clinique Moisturizers	2	2	2	2
L'Oreal Plenitude Moisturizers	3	3	3	3
Mary Kay Moisturizers	4	4	4	4
Neutrogena Moisturizers	5	5	5	5
Nivea Visage Moisturizer	6	6	6	6
Original Noxzema Skin Cream	7	7	7	7
Noxzema Plus Skin Cream	8	8	8	8
Oil of Olay:				
Beauty Fluid (pink)-Lotion	9	9	9	9
Moisture Replenishing (pink) Cream	0	0	0	0
Night of Olay Cream	X	X	X	X
Daily UV Protectant (yellow/white)-Lotion	R	R	R	R
Daily UV Protectant (yellow/white)-Cream	-1	-1	-1	-1
Oil Free (white)-Lotion	-2	-2	-2	-2
Oil Free (white)-Cream	-3	-3	-3	-3
Sensitive Skin (white)-Lotion	-4	-4	-4	-4
Sensitive Skin (white)-Cream	-5	-5	-5	-5
Intensive Complex-Tube	-6	-6	-6	-6
Hydro-Gel/Hydro-Night Gel	-7	-7	-7	-7
Pond's Dry Skin Cream	-8	-8	-8	-8
Other Pond's Moisturizer	-9	-9	-9	-9
Suave Moisturizer	-0	-0	-0	-0
Vaseline Intensive Care Lotion	-X	-X	-X	-X
Other moisturizer	-R	-R	-R	-R
Do not use moisturizers	1	1	1	1
	(20-22)	(26-28)	(31-33)	(37-39)

2a. Which form or forms of facial moisturizer do you currently use? ("X" ALL THAT APPLY)

	Panel Member	Other Female
A lotion with SPF# on the label	1 (23)	1 (34)
A lotion without an SPF#	2	2
A cream with SPF# on the label	3	3
A cream without an SPF#	4	4

2b. Which form of facial moisturizer do you use most often ("X" ONE)

	Panel Member	Other Female
Lotion	1 (24)	1 (35)
Cream	2	2

3. How many times per week do you use a facial moisturizer? ("X" ONE)

	Panel Member	Other Female
Less than once a week/never	1 (25)	1 (36)
1-2 times per week	2	2
3-6 times per week	3	3
7 or more times per week	4	4

5. Have you bought any **FROZEN** boneless **chicken products** such as chicken nuggets, tenders or patties, in the past **3** months? (**"X" ONE BOX**)

Yes ☐1   No ☐2 ──➤ **(SKIP TO QU. 7)** (9)

6. How many packages of each brand have you bought in the past **3** months?

Banquet	_____ (10-)
Country Skillet	_____
Tyson	_____
Weaver	_____
Private Label/Store Brand	_____
Other	_____ (20-)

7. Have you bought any **FROZEN breaded fried chicken pieces** (with the bone-in) in the past **3** months? (**"X" ONE BOX**)

Yes ☐1   No ☐2 ──➤ **(SKIP TO QU. 9)** (22)

8. How many packages of each brand have you bought in the past **3** months?

Banquet	_____ (23-)
Country Skillet	_____
Morton	_____
Swanson	_____
Tyson	_____
Weaver	_____
Private Label/Store Brand	_____
Other	_____ (37-)

QU. 9 & 10 TO BE ANSWERED BY FEMALE HEAD.
No female in household ☐x ──➤ **(RETURN CARD)** (39)

9. Have you or any other female adults in your household used any of the following liquid meal replacement **drinks** just since **January 1, 1994**?

	Female Head	Other 18 + Female	
Slim Fast	☐1 (40)	☐1 (41)	
Ultra Slim Fast	☐2	☐2	**(GO TO QU. 10)**
Nestle Sweet Success	☐3	☐3	
None of the above	☐4	☐4	

IF ONLY "SLIM FAST" USED OR "NONE OF THE ABOVE", RETURN CARD

10. Please "X" the forms of Ultra Slim Fast or Nestle Sweet Success drinks that were ever used under Column A. Then for **each brand** used, "X" the one form that was/is used most often under Column B, and the one form that is most preferred by your household under Column C.

Ultra Slim Fast	A Ever Used	B Most Often	C Prefer Most
Powdered Mix in a canister	☐1	☐1	☐1 (42-44)
Other Drink Form (single serve pouches, cans or cartons)	☐2	☐2	☐2

Nestle Sweet Success	A Ever Used	B Most Often	C Prefer Most
Powdered Mix in a canister	☐1	☐1	☐ (45-47)
Other Drink Form (single serve pouches, cans or cartons)	☐2	☐2	☐2 2 (80

28

DESCRIPTIVE RESEARCH II
SURVEY RESEARCH - QUESTIONNAIRE DESIGN - ATTITUDE SCALES

I Questionnaire Design

1 The Nature of Questionnaire Design
  A. Required Information

2. Question Content
  A. Be sure of the need for the data asked for
  B. Does the question produce the data required
  C. Can the respondent answer the question
  D. Is the respondent willing to respond
  E. Effect of external events -- experiment error -- bicycle survey after a week of bad weather.

3. Decisions About Phrasing
  A. The meaning of words
  B. Biased and leading wording
  C. Implied alternatives
  D. Implied assumptions
  E. Frame of reference

4. Decisions About Response Format
  A. Open-ended questions
    Advantages -- don't influence respondent, provides more feel.
    Disadvantages -- Cost, interviewer error, try precoding.

  B. Multiple-Choice Questions

5. Question Sequence

6. Physical Characteristics of Questionnaire

7. Pretest

8. Multi-national Questionnaires
  A. Language
  B. Cultural patterns
  C. Respondent characteristics

II   Attitude Scales and Rating Scales

   1.   Rating Scales
                A.   Non-Comparative Rating Scales
                B.   Comparative Rating Scales
                C.   **Rank Order Rating Scales**
                D.   Constant Sum Scales

   2.   Attitude Scales
                A.   Semantic Differential Scale
                B.   Stapel Scale
                C.   Likert Scale

   3.   Measuring Emotions

III   Derived Attitude Scales

   1.   Conjoint Analysis

                A   Approaches
                B.   Selecting Attributes
                C.   Data Collection
                D.   Analysis of Conjoint

                E.   Issues in Conjoint Analysis
                         1.   Is Conjoint Appropriate
                         2.   Are Attributes Independent
                         3.   Should Price Be Used As An Attribute

                F.   Applications of Conjoint

   2.   Perceptual Mapping

                A.   Attribute Base Perceptual Mapping
                         1.   Factor Analysis
                         2.   Discriminant Analysis
                         3.   Correspondence Analysis

                B.   Nonattribute Based Mapping
                         1.   Simple MDS
                         2.   Joint Space Maps

T 8-2

QUESTIONNAIRE CONSTRUCTION

1. Preliminary Decisions

Exactly what information is required?

Exactly who are the target respondents?

What method of communication will be used to reach these respondents?

2. Decisions About Question Content

Is this question really needed?

Is this question sufficient to generate the needed information?

Can the respondent answer the question correctly?

Will the respondent answer the question correctly?

Are there any external events that might bias the response to the question?

3. Decisions Concerning Question Phrasing

So the words used have but one meaning to all the respondents?

Are any of the words or phrases loaded or leading in any way?

Are there any implied alternatives in the question?

Are there any unstated assumptions related to the question?

Will the respondents approach the question from the frame of reference desired by the researcher?

4. Decisions About the Response Format

Can this question best be asked as an open-ended. multiple-choice. or dichotomous question?

5. Decisions Concerning the Question Sequence

Are the question organized in a logical manner that avoids introducing errors?

6. Decisions on the Layout of the Questionnaire

Is the questionnaire designed in a manner to avoid confusion and minimize recording errors?

7. Pretest and Revise

Has the final questionnaire been subjected to a thorough pretest. using respondents similar to those who will be included in the final survey?

THE RESEARCH NETWORK LTD.   741QUEST
9/88

START →

Qual

A. We want to make sure we include all segments of the population in our study, what is your zipcode please? (CIRCLE)

92624	92630	92662	92675	92688	92707
92625	92651	92663	92677	92691	92709
92626	92653	92666	92678	92692	92714
92627	92660	92669	92679	92701	92715
92629	92661	92672	92680	92705	92720

must be one of these zips

Tel. # (___)_____

Time Started_____ Time Finished_____ Minutes:_____

Interviewer_____ Date Of Interview_____

Qual

Hello.   My name is _____ and I am with The Research Network Ltd., a local consumer research firm.   We are conducting a survey about fashion and shopping in your area and would like to ask you a few questions. May I please talk with a head of the household?

First I would like to get some idea of your fashion orientation.

1. I'm going to read a list of five descriptions of peoples wardrobes.   Which number best describes your own wardrobe? (one only)

-1   I prefer to wear traditional styles that stay in fashion for several years.

-2   Most of my clothes are in traditional styles, but I mix in some of the newer fashions.

-3   I only wear the new popular styles, but I avoid real high-styled clothing. While some of my clothes remain in style for a couple of years, much of my wardrobe changes from one season to the next.

-4   Most of my clothes are the new popular styles, but I mix in some high-styled clothes.

-5   I only wear real high-styled clothes.   Very little of my wardrobe carries over to the next season.

Now I will mention some statements about apparel and apparel shopping. For each statement, tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

(ROTATE)	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
2. I tend to wear styles which are similar to those worn by my friends and associates. (do you strongly agree, somewhat agree, etc.)	-4	-3	-2	-1
3. I deliberately buy apparel which makes me stand out.	-4	-3	-2	-1
4. I buy the latest fashions but not too far ahead of the others.	-4	-3	-2	-1
5. I'm uncomfortable wearing clothes that are sexually revealing.	-4	-3	-2	-1
6. My wardrobe is not overly affected by new fashion trends.	-4	-3	-2	-1
7. I am only slightly aware of fashion trends.	-4	-3	-2	-1

Now, I would like to ask several questions about your shopping habits. I'm not asking about grocery shopping, but all the other shopping for clothes, gifts, and specialty items, etc.

(INTERVIEWER: ASK WOMEN ONLY)
8. Please describe the size grouping in which you buy most of your own clothes?

-1 Junior
-2 Misses
-3 Junior and Misses
-4 Petite
-5 Junior and Petite

-6 Misses and Petite
-7 Junior, Misses and Petite
-8 Women's Large
-9 Women's Large and Other
-10 Other (Specify)_____

The last time you bought a .... for yourself, about how much did it cost?

FOR FEMALES	FOR MALES
9. $_____ Blouse	13. $_____ Dress Shirt
10. $_____ Skirt	14. $_____ Suit
11. $_____ Daytime Dress	15. $_____ Pair of Casual Slacks
12. $_____ Pair of Leather Dress Shoes	16. $_____ Pair of Dress Shoes

37

17. Could you tell me approximately the total you spent for your own clothes and accessories, including footwear, during the last year?

$_____.00   (INTERVIEWER: "DK" IF DON'T KNOW, PUT "0" IF ZERO) *No range >*

18. Which of these statements best describes the extent to which you look for sales or specials when shopping for clothes? — *circle /*

      -1 Almost all of my clothing is purchased on sale.
      -2 I do purchase sale items when possible, but much of my clothing is not purchased on sale.
      -3 I almost never find clothing on sale that I wish to purchase.

Now I would like to ask several questions about the shopping malls you shop at.

19. Please tell me which shopping malls you have shopped at in the past three months.

20. Also, which ONE mall do you shop at most frequently?
    (DO NOT READ RESPONSES)   *multiples   one only*

Shopping Mall	City	Major Stores	Q.#19 Past 3 Months	Q.#20 Most Frequently
Crystal Court	Costa Mesa	Broadway, Robinsons	-1	-1
Fashion Island (Newport Center)	Newport Beach	Robinsons, Broadway, Buffums, Neiman-Marcus, Bullocks Wilshire	-2	-2
Huntington Ctr.	Huntington Bch.	Broadway, Mervyns, JC Penney, Wards	-3	-3
Laguna Hills Mall	Laguna Hills	Sears, Buffums, - Broadway, JC Penney	-4	-4

(IF RESPONDENT MENTIONS LH MALL FOR EITHER, ASK Q 22 or 25)

Main Place (Santa Ana Fashion Square)	Santa Ana	Bullocks, Nordstrom, Robinsons	-5	-5
Mall of Orange	Orange	Broadway, Sears, JC Penney	-6	-6
Mission Viejo Mall	Mission Viejo	Bullocks, May Co., Robinsons, Wards	-7	-7

(IF RESPONDENT MENTIONS MV MALL FOR EITHER, ASK Q 24 or 26)

South Coast Plaza	Costa Mesa	May Co, Sears, Bullocks, Nordstrom, Saks 5th Ave., I Magnin	-8	-8

(IF RESPONDENT MENTIONS SCP MALL FOR EITHER, ASK Q 23 or 27)

The City	Orange	JC Penney, May Co	-9	-9
Westminster Mall	Westminster	Sears, May Co., Buffums, Robinsons	-10	-10
Other *written in, edited for verification and circled*			-11	-11

34

21. Approximately how many minutes does it usually take to the mall you most frequently shop at? (SEE Q. 20) ~~ ~~~~~ ^get to

_____minutes

(SKIP TO Q 28 IF HAVEN'T SHOPPED LAGUNA HILLS, MISSION VIEJO OR SOUTH COAST PLAZA)

In the past three months, do you find you are shopping at Laguna Hills/Mission Viejo/South Coast Plaza mall more or less frequently than a year ago? Why? (DO NOT READ RESPONSES -- ONLY ONE RESPONSE PER MALL)

More Frequently	Q. 22 Laguna Hills	Q. 23 So. Cst Plza	Q.24 Mission Viejo
Location convenient to work/home	-1	-1	-1
Good Choice of stores	-2	-2	-2
Has my favorite store	-3	-3	-3
Renovated/rebuilt	-4	-4	-4
Not so crowded as other malls	-5	-5	-5
New/modern/just opened	-6	-6	-6
Pleasant atmosphere	-7	-7	-7
Prices reasonable	-8	-8	-8
Smaller/easier to get around	-9	-9	-9
Parking convenient	-10	-10	-10
Good quality stores/restaurants	-11	-11	-11
Good service	-12	-12	-12
Recently moved	-13	-13	-13
Other _____	-14	-14	-14

Less Frequently	Q.25 Laguna Hills	Q.26 So. Cst Plza	Q.27 Mission Viejo
Location no longer convenient	-1	-1	-1
Freeways make too difficult to get to	-2	-2	-2
Selection of stores became limited	-3	-3	-3
Too crowded	-4	-4	-4
Prices became too high	-5	-5	-5
Parking inadequate/inconvenient	-6	-6	-6
Better mall opened nearby	-7	-7	-7
Too large/too spread out	-8	-8	-8
Too old/run-down	-9	-9	-9
Poor service	-10	-10	-10
Recently moved	-11	-11	-11
Other _____	-12	-12	-12

25

28.   What do you like best about (PROMPT: Most frequent mall Q. 20)

It's convenient   -1
Has a good choice of stores   -2
Has convenient/adequate parking   -3
Has pleasant atmosphere   -4
Feeling of security/safety   -5
Has a nice class of people who shop at this mall   -6
It's new/modern   -7
Has a good selection of restaurants   -8
Has a movie theater   -9
Has activities for children   -10
Other _specified and verified as other_   -11

29.   What sometimes disappoints you about this Mall?

Limited selection of stores/store types   -1
Parking not adequate/convenient   -2
Too crowded   -3
Mall needs better/more restaurants   -4
Prices are (have become) too high   -5
Should be enlarged/renovated/modernized   -6
Too spread out/too large   -7
Service problems -- rude salespeople/mall mngmnt   -8
/poor training
Location not convenient   -9
Poor access   -10
Other _specified and verified as other_   -11

30.	Which <u>ONE</u> department store do you shop most often to accommodate your clothing needs? (PROMPT: WHERE IS THAT) *one only*

(DO NOT READ FOLLOWING LIST)

DO NOT SHOP ANY DEPARTMENT STORES...............-1

<u>South Coast Plaza</u>
Bullock's......... -2
I. Magnin.......... -3
May Company........ -4
Nordstrom's........ -5
Sak's Fifth Ave.... -6
Sears.............. -7

<u>Fashion Island</u>
Broadway..........-14
Buffum's..........-15
Bullock's Wilshre.16
Neiman Marcus....-17
Robinson's.......-18

<u>Main Place</u>
Bullock's......30
Nordtrom's.....31
Robinson's.....32

<u>Crystal Court/South Coast Plaza</u>
Broadway.............-8
Robinson's..........-9

<u>Discount Dept. Stores</u>
Loehmann's.......-19
Marshall's.......-20
Mervyn's..........-21
Ross's...........-22
Nordstrom's Rack.-23
Target...........-24
Kmart............-25

<u>Mall of Orange</u>
Broadway.......33
Penney's.......34
Sears..........35

<u>Huntington Center</u>
Broadway.......36
Mervyn's.......37
Montgomery Wrd.38
Penney's.......39·

<u>Mission Viejo Mall</u>
Bullock's...... -10
May Company......-11
Montgomery Ward..-12
Robinson's.......-13

<u>Laguna Hills Mall</u>
Broadway......-26
Buffum's......-27
Penney's......-28
Sears.........-29

<u>Westminster Mall</u>
Buffum's.......-40
May Company....41
Robinson's.....42
Sears..........43

OTHER: (PLEASE SPECIFY)

_____ 44- (Mall)   ⌉ *specify both* ⌉ *others verified and left as is since no coding sheet prov.*
_____ 45- (Retailer)   ⌋   ⌋

31.	How many times in the past year have you purchased clothing from Nordstrom either by phone or thru the mail?

none = 0
no ranges

_____

32.	Which store, other than department stores, do you shop most often to accommodate your clothing needs? (USING PRECODED LIST, WRITE NUMBER OF CODE BELOW:)

None................-1

CODE_____   *from coding sheet*

OTHER: _____

37

Now I would like to ask a few questions, for statistical purposes only.

33. Would you define your job as white collar, blue collar, self employed or military? Or are you retired, primarily a student or just not employed outside the home?

-1   White Collar
-2   Blue Collar
-3   Self Employed

-4   Military
-5   Retired
-6   Not Employed Outside the Home
-7   Student

DK refused write in

34. How many in your household, 18 years and older (Including yourself), are employed outside the home for at least 20 hours per week?

no ranges

_____ (Write in number of persons.)

35. Can you describe for me who they are? Are they:

-1   Yourself Only
-2   Yourself and Your Spouse
-3   Yourself and Other(s)
-4   Yourself, Your Spouse and Other(s)

-5   Spouse Only
-6   Spouse and Other(s)
-7   Only Other(s)

-8   Other *specify and write*

36. Including yourself, how many people live in your household?

_____ (Write in Number.)   *no ranges*

37. Which of the following categories corresponds to your age group?

-1   18-19
-2   20-24
-3   25-29
-4   30-34

-5   35-39
-6   40-44
-7   45-49
-8   50-54

-9   55-59
10   60-64
11   65+

38. Are there any children under 21 in your household?
    -1 Yes   -2 No (SKIP TO 42)

How many of them are:

39. Under 10   _____   *none = o or blank*
40. Between 10 and 16   _____
41. Between 17 and 20   _____

38

HUFFY BICYCLES

Congratulations on purchasing HUFFY, America's first choice" for bicycles. The information we are asking from you on this Product Information Card will help us continue to bring you new product lines that are specifically designed to meet your cycling needs. Please take a moment to tell us more about you, our valued HUFFY customer, by returning this Product Information Card.

Again, thanks for selecting HUFFY! We look forward to hearing from you.

PRIMARY ADULT RIDER'S OR PARENT'S FIRST NAME

84G01-01

❶ 1. ☐ Mr. 2. ☑ Mrs. 3. ☐ Ms. 4. ☐ Miss

First Name: CHAUNA Initial: ☐

Last Name: DUSTEIN

Street: 711965 MILL STREAM RD

Apt. No. ☐

City: PARADISE CALIYEN State: CA ZIP Code: 92612

PRIMARY RIDER INFORMATION
The primary rider should answer questions 2 through 16 (An adult should complete this for a child who is the primary rider.)

❷ Please indicate where you plan to ride this bicycle, based on the following scale: 10% to 100%. Total should equal 100%.
1 Sidewalk ___%
3. Off-Road ___%
2. Streets 50%
4. Bike Paths 50%

❸ Please indicate how you plan to use your bicycle, based on the following scale: 10% to 100%. Total should equal 100%.
1 Transportation ___%
2 Recreation 100%

❹ Weather permitting, how often do you plan to ride this bicycle?
1. ☐ Everyday   4 ☐ Twice a month
2. ☐ Twice a week   5. ☐ Once a month
3. ☑ Once a week   6. ☐ Less than once a month

❺ Date of Purchase: 02 10 94 Month Day Year

❻ Store Name: COSTCO

❼ A. Price Paid: (excluding tax) $ 135.00
B. Was this price:
1. ☑ Full/Regular   2. ☐ Sale

❽ Please check the sex and list the age of the primary rider.
1. ☐ Male   2. ☑ Female
39 Years of age

❾ Who was responsible for the decision to purchase this product? (check all that apply)
1. ☐☐ Father of the user   4. ☐ User - adult
2. ☐☐ Mother of the user   5. ☑ Other
3. ☐☐ User - child

❿ Select the most important factors influencing your decision to purchase this HUFFY product. (check up to three)
1. ☐ Quality/Durability
2. ☐ HUFFY Brand Reputation
3. ☐ Good Value for the Money
4. ☐ Made in U.S.A.
5. ☑ Previous Experience with HUFFY Products
6. ☐ Friend's/Relative's Recommendation
7. ☐ Salesperson's Recommendation
8. ☐ Received as Gift
9. ☑ Price
10. ☐ Advertisement

HUFFY·BICYCLES

⓫ Select the most important features influencing your decision to purchase this bicycle. (check up to three)
1. ☐ Color/Graphics
2. ☐ Brakes
3. ☐ Tires
4. ☐ Construction
5. ☑ Ease of Operation
6. ☑ Comfort
7. ☐ Style/Appearance
8. ☑ Number of Speeds
9. ☐ Shifter Manufacturer
10. ☐ Included Accessories

⓬ How did you first become aware of this HUFFY brand bicycle?
1. ☐ Television Advertisement
2. ☐ Store Display
3. ☐ Friend's/Relative's Recommendation
4. ☐ Salesperson's Recommendation
5. ☑ Other

⓭ What other brands did you consider before buying a HUFFY product? (check all that apply)
1. ☐ Schwinn   6. ☐ Trek
2. ☐ Murray   7. ☐ Giant
3. ☐ Roadmaster   8. ☐ Cannondale
4. ☐ Kent   9. ☑ Motiv
5. ☐ Raleigh   10. ☐ Other

⓮ What additional bicycle items did you purchase? (check all that apply)
1. ☐ Pump   5. ☐ Helmet   8. ☐ Child Carrier
2. ☐ Lighting   6. ☐ Lock   9. ☐ Repair Kit
3. ☐ Car Carrier   7. ☐ Tubes   10. ☐ Other
4. ☐ Bike Bags

⓯ Was this bicycle:
1. ☑ Pre-Assembled?
2. ☐ Assembled by Store Personnel?
3. ☐ Assembled by Self/User?

⓰ When do you intend to purchase an additional bicycle?
1. ☐ The Next 6 Months   5. ☐ 3 + Years
2. ☑ 6 - 12 Months   6. ☐ Do not intend to purchase additional bicycle
3. ☐ 1 - 2 Years
4. ☐ 2 - 3 Years

ADULT INFORMATION
The adult whose name appears in question 1 should answer the remaining questions.

⓱ Date of birth of person whose name appears above: 03 19 54 Month / Year

⓲ Excluding yourself, what is the SEX and AGE (in years) of children and other adults living in your household?
1. ☐ No one else in household

Male	Female	Age
1. ☑	2. ☐	10 years
1. ☐	2. ☑	12 years
1. ☐	2. ☐	15 years
1. ☐	2. ☐	41 years

⓳ Marital Status:
1. ☑ Married   3. ☐ Widowed
2. ☐ Divorced/Separated   4. ☐ Never Married (Single)

⓴ Occupation:
	You	Spouse
Homemaker	1.	
Professional/Technical	2.	
Upper Management/Executive	3.	
Middle Management	4.	
Sales/Marketing	5.	
Clerical or Service Worker	6.	
Tradesman/Machine Oper./Laborer	7.	
Retired	8.	
Student	9.	
Self Employed/Business Owner	10.	

Which group describes your annual family income?
1. ☐ Under $15,000   7. ☐ $40,000-$44,999
2. ☐ $15,000-$19,999   8. ☐ $45,000-$49,999
3. ☐ $20,000-$24,999   9. ☐ $50,000-$59,999
4. ☐ $25,000-$29,999   10. ☐ $60,000-$74,999
5. ☐ $30,000-$34,999   11. ☑ $75,000-$99,999
6. ☐ $35,000-$39,999   12. ☐ $100,000 & over

Education: (please check those which apply)
	You	Spouse
Some High School or Less	1.	
Completed High School	2.	
Vocational/Technical School	3.	
Some College	4.	
Completed College	5.	
Some Graduate School	6.	
Completed Graduate School	7.	

Which credit cards do you use regularly?
1. ☐ American Express, Diners Club
2. ☑ MasterCard, Visa, Discover
3. ☑ Department Store, Oil Company, etc.
4. ☐ Do not use credit cards

PLEASE CONTINUE ON BACK!

HUFFY·BICYCLES

● For your primary residence, do you:
- 1. ☐ Own a House?
- 2. ☐ Own a Townhouse or Condominium?
- 3. ☐ Rent a House?
- 4. ☐ Rent an Apartment, Townhouse or Condominium?

● To help us understand our customers' lifestyles, please indicate the interests and activities in which you or your spouse enjoy participating on a regular basis:

- 01. ☐ Bicycling Frequently
- 02. ☐ Golf
- 03. ☐ Physical Fitness/Exercise
- 04. ☐ Running/Jogging
- 05. ☐ Snow Skiing Frequently

- 06. ☐ Tennis Frequently
- 07. ☐ Camping/Hiking
- 08. ☐ Fishing Frequently
- 09. ☐ Hunting/Shooting
- 10. ☐ Power Boating

- 11. ☐ Sailing
- 12. ☐ House Plants
- 13. ☐ Grandchildren
- 14. ☐ Needlework/Knitting
- 15. ☐ Vegetable Gardening

- 16. ☐ Flower Gardening
- 17. ☐ Sewing
- 18. ☑ Crafts
- 19. ☐ Automotive Work
- 20. ☑ Electronics

- 21. ☐ Home Workshop/Do It Yourself
- 22. ☐ Recreational Vehicles
- 23. ☐ Stereo,Records/Tapes/CDs
- 24. ☑ Buy Pre-Recorded Videos
- 25. ☐ Avid Book Reading

- 26. ☐ Bible/Devotional Reading
- 27. ☐ Health/Natural Foods
- 28. ☐ Photography
- 29. ☑ Home Furnishing/Decorating
- 30. ☑ Attending Cultural/Arts Events

- 31. ☐ Fashion Clothing
- 32. ☐ Fine Art/Antiques
- 33. ☑ Foreign Travel
- 34. ☐ Travel in the USA
- 35. ☐ Gourmet Cooking

- 36. ☐ Wines
- 37. ☐ Coin/Stamp Collecting
- 38. ☐ Collectibles/Collections
- 39. ☐ Our Nation's Heritage
- 40. ☐ Real Estate Investments

- 41. ☐ Stock/Bond Investments
- 42. ☐ Entering Sweepstakes
- 43. ☐ Casino Gambling
- 44. ☐ Science Fiction
- 45. ☐ Wildlife/Environmental Issues

- 46. ☐ Dieting/Weight Control
- 47. ☑ Science/New Technology
- 48. ☑ Self Improvement
- 49. ☑ Walking for Health
- 50. ☐ Watching Sports on TV

● Using the numbers in the above list, please indicate the 3 most important activities for:

You | 1 | 8 | 3 | 3 | 2 | 9 | Spouse | 2 | 0 | 4 | 7 | 4 | 8 |

● Please check all that apply to your household:
- 1. ☑ Regularly Purchase Items Through the Mail
- 2. ☐ Military Veteran in Household
- 3. ☑ Member of Frequent Flyer Program
- 4. ☐ Support Health Charities
- 5. ☑ Subscribe to Cable TV
- 6. ☑ Have a Microwave Oven
- 7. ☐ Have a CD Player
- 8. ☑ Have a VCR
- 9. ☑ Use a Personal Computer
- 10. ☑ Have a Dog
- 11. ☐ Have a Cat

Thanks for taking the time to fill out this questionnaire. Your answers will be used for market research studies and reports — and will help us better serve you in the future. They will also allow you to receive important mailings and special offers from a number of fine companies whose products and services relate directly to the specific interests, hobbies, and other information indicated above. Through this selective program, you will be able to obtain more information about activities in which you are involved and less about those in which you are not. Please check here if, for some reason, you would prefer not to participate in this opportunity. ☐

If you have comments or suggestions about our product, please write to:

Huffy Bicycles
P.O. Box 1204
Dayton, OH 45 01

Part #: 1C3272

Interviewer: _____

Location: _____

1) First of all, please tell me the zip code of your residence.

_____ _____ _____ _____ _____   (If refused, discontinue)   (10-14)

2) What was the primary purpose of your visit to Anaheim Hills Festival Center today?
(Do not read list. Probe. Check all that apply.)

(15)   -1 [ ] Work at a store or restaurant in the center - *Terminate interview*   (15-16)
            -2 [ ] General shopping, browse, look around
            -3 [ ] To shop for groceries
            -4 [ ] To shop for clothes
            -5 [ ] To purchase a gift
            -6 [ ] To eat at a specific restaurant
            -7 [ ] To go to the movies

To visit a specific store:

(16)   -1 [ ] Target
            -2 [ ] Mervyn's
            -3 [ ] Marshall's
            -4 [ ] T.J. Maxx
            -5 [ ] Pavilions (Grocery)
            -6 [ ] Edward's Cinemas
            -7 [ ] Discovery Zone
            -8 [ ] Men's Wearhouse
            -9 [ ] Super Crown Books
            -0 [ ] Three D Bed & Bath
            -X [ ] Crown Ace Hardware
            -Y [ ] Other specific purpose (Specify) _____   (17)

3) Please tell me all of the stores in the Anaheim Hills Festival, including restaurants and the cinema,
you visited or will visit today regardless of whether or not you made or plan to make a purchase.
(If respondent cannot recall stores, show card with store list.)

#1 _____ #2 _____ #3 _____ #4 _____ #5 _____ #6 _____   (18-29)

4) What was the approximate total amount you spent today here at Anaheim Hills Festival including all purchases,
groceries, food, dining and movies? *(Do not read.)*

-1 [ ] 0, nothing spent   -6 [ ] $150.00-$199.99   (30)
-2 [ ] Less than $50.00   -7 [ ] $200.00-$299.99
-3 [ ] $50.00-$74.99   -8 [ ] $300.00-$399.99
-4 [ ] $75.00-$99.99   -9 [ ] $400.00-$499.99
-5 [ ] $100.00-$149.99   -0 [ ] $500.00 or more

5) What was the approximate total amount your spent today only at Pavilions? *(Do not read.)*

-1 [ ] 0, nothing spent   -6 [ ] $100.00 - $149.99   (31)
-2 [ ] Less than $25.00   -7 [ ] $150.00 - $199.99
-3 [ ] $25.00 - $49.99   -8 [ ] $200.00 - $299.99
-4 [ ] $50.00 - $74.99   -9 [ ] $300.00 - $399.99
-5 [ ] $75.00 - $99.99   -0 [ ] $400.00 or more

6) What would be the best way for Anaheim Hills Festival to communicate with you regarding new store openings, center promotions, sales events, etc.? (*Read list. Accept multiple responses.*)

-1 [ ] Direct Mail   (32)
-2 [ ] Newspaper
-3 [ ] Radio
-4 [ ] In-center signs, posters, flyers
-5 [ ] Coupons
-6 [ ] Other _____

7) Which of these newspapers do you read regularly? (*Read List. Accept multiple responses.*)

-1 [ ] L.A. Times   -6 [ ] Yorba Linda Star   (33)
-2 [ ] O.C. Register   -7 [ ] Corona/Norco Independent
-3 [ ] Brea Progress   -8 [ ] Other_____
-4 [ ] Placentia News-Times
-5 [ ] Anaheim Hills News

8) Which of the following cable television channels do you view regularly? (*Read List. Accept multiple responses.*)

-1 [ ] USA   -6 [ ] VH-1 - Video Music   (34)
-2 [ ] Lifetime   -7 [ ] MTV - Music Television
-3 [ ] TNT - Turner   -8 [ ] Discovery Channel
-4 [ ] ESPN - Sports Channel   -9 [ ] Do not watch any of these
-5 [ ] CNN - Cable News Network   -0 [ ] Other

9) How many times have you shopped at or visited this center in the past month?

     1   2   3   4   5   6   7   8   9   10+   (35)

10) Other than Anaheim Hills Festival, what shopping centers, <u>similar to this center</u>, have you shopped at or visited in the past two months? (*Do <u>not</u> read list. Accept multiple responses.*)

	Center Name	Significant Stores	
(36)	-1 [ ] Brea Mall	Nordstrom, Broadway, Robinsons-May, Sears	(36-37))
	-2 [ ] Galleria at Tyler	Nordstrom, JCPenney, Broadway, Robinsons-May	
	-3 [ ] Main Place	Nordstrom, Bullocks, Robinsons-May	
	-4 [ ] Mall of Orange	Sears, JCPenney	
	-5 [ ] South Coast Plaza	Sears, Nordstrom, Bullock's, Robinson's-May	
	-6 [ ] Tustin Market Place	Ikea, Home Depot, Toys "R" Us, Chick's, Good Guys, Ross	
	-7 [ ] (Alpha Beta Center)	Alpha Beta, CVS (Nohl Ranch Rd. & Anaheim Hills Rd.)	
	-8 [ ] Anaheim Hills Village	Hughes (Santa Ana Canyon & Fairmont)	
	-9 [ ] Bryant Ranch Center	Ralph's (La Palma Road & Via Lomas de Yorba)	
	-0 [ ] Canyon Plaza	Delaney's (Imperial & Santa Ana Canyon)	
(37)	-1 [ ] Canyon Village	Lucky, Sav-on (Imperial & La Palma)	
	-2 [ ] The Crossroads	Vons, Thrifty (Imperial & Santa Ana Canyon)	
	-3 [ ] Imperial Promenade	Cinemaopolis (Imperial near Yorba Linda Blvd.)	
	-4 [ ] Rancho Yorba Town & Cntry.	Vons, Thrifty (Imperial & Santa Ana Canyon)	
	-5 [ ] Sycamore Canyon Plaza	Ralph's, Sav-on Express (Weir Canyon & Serrano)	
	-6 [ ] Other _____		
	-7 [ ] Don't Know		

42

11) What do you <u>like best</u> about Anaheim Hills Festival?
(Do <u>not</u> read list. Record multiple responses. Probe.)

Location:
(38) -1 [ ] Convenient location
-2 [ ] Close to home
-3 [ ] Close to work
-4 [ ] On the way to home or work

Selection:
-5 [ ] Good choice of major stores
-6 [ ] Good choice of smaller stores
-7 [ ] Good selection of restaurants

-8 [ ] Like Discovery Zone
-9 [ ] Like Target
-0 [ ] Like Marshalls
-X [ ] Like T.J. Maxx
-Y [ ] Like Mervyns
(39) -1 [ ] Like Pavilions
-2 [ ] Like Three D Bed and Bath
-3 [ ] Like Super Crown Books
-4 [ ] Like Wherehouse
-5 [ ] Like another store _____

Entertainment/Dining:
-6 [ ] Like Edwards Cinema
-7 [ ] Like Coco's
-8 [ ] Like another restaurant

Security:
-9 [ ] Feeling of security/safety
-0 [ ] Security personnel are always present/visible
-X [ ] Aware of/feel safer with Police Substation

Operational:
(40) -1 [ ] Convenient/adequate parking
-2 [ ] Pleasant atmosphere
-3 [ ] Clean, cleanliness of center

Other:
-4 [ ] Familiar/know it better than other centers
-5 [ ] Less expensive/better prices/value
-6 [ ] Good place to meet friends
-7 [ ] Open-air center
-8 [ ] Not crowded
-9 [ ] New
-0 [ ] Good place for movies and dining
-X [ ] Other _____

12) What do you <u>like least</u> about Anaheim Hills Festival?
(Do <u>not</u> read list. Record multiple responses. Probe.)

Location:
(41) -1 [ ] Not convenient location
-2 [ ] Not close to home
-3 [ ] Not close to work
-4 [ ] Not on the way to home or work

Selection:
-5 [ ] Limited selection of stores/store types
-6 [ ] Doesn't have the stores I like
-7 [ ] Insufficient apparel/clothing stores
-8 [ ] Don't like the selection of restaurants/need more

Stores:
-9 [ ] Prices are too high/expensive
-0 [ ] Service problems at center stores

Parking:
(42) -1 [ ] Parking is not adequate
-2 [ ] Parking is not convenient
-3 [ ] Circulation in parking lots is poor
-4 [ ] Poor access in and out of center
-5 [ ] Parking lots are confusing
-6 [ ] Poor parking lot signage

Operational:
-7 [ ] Hard to know where to go
-8 [ ] Center seems dead/lack of activity
-9 [ ] Center isn't friendly
-0 [ ] Center looks dirty
-X [ ] Center needs better signage

Security:
(43) -1 [ ] Don't feel safe at night
-2 [ ] Don't feel safe at any time of day
-3 [ ] Lighting is poor
-4 [ ] Other _____

13) When you choose a family dining restaurant, which one restaurant most frequently comes to mind?   (44)
-1 [ ] Chevy's
-2 [ ] Coco's
-3 [ ] Other_____
-4 [ ] Don't Know/No Answer

14) How many times have you dined at this Chevy's during the past month?

_____   (45-46)

15) On a scale from 1 to 6, 6 being outstanding, 1 being unsatisfactory, please rate your last dining experience at Chevy's?

-1[ ]   -2[ ] -3[ ]   -4[ ]   -5[ ]   -6[ ]   -7 [ ] Have never dined   (47)

(For those responding 1-3) Why?   (48)

-1 [ ] Service poor
-2 [ ] Food quality poor
-3 [ ] Limited Menu
-4 [ ] Prices too high
-5 [ ] Wait too long before seating
-6 [ ] Other _____

16) How many times have you dined at this Coco's in the past month?

_____ ____   (49-50)

17) On a scale from 1 to 6, please rate your last dining experience at Coco's.

-1[ ]   -2[ ] -3[ ]   -4[ ]   -5[ ]   -6[ ]   -7 [ ] Have never dined   (51)

(For those responding 1-3) Why?   (52)

-1 [ ] Service poor
-2 [ ] Food quality poor
-3 [ ] Limited Menu
-4 [ ] Prices too high
-5 [ ] Wait too long before seating
-6 [ ] Other _____

The following questions are for demographic purposes only,

18) Starting with yourself, please tell me the age and sex of each person residing in your household? (Do Not Read List.)
(Insert ages in years)

Female	Male	-X [ ] Refused
_____(53-54)	_____(55-56)	(Respondent)
_____(57-58)	_____(59-60)	(Other HH Heads)
_____(61-62)	_____(63-64)	
_____(65-66)	_____(67-68)	
_____(69-70)	_____(71-72)	
_____(73-74)	_____(75-76)	

19) Lastly, please tell me which category includes your household's total 1995 income. *(Read List.)*

-1 [ ] Under $15,000   (77)
-2 [ ] $15,000 to $24,999
-3 [ ] $25,000 to $34,999
-4 [ ] $35,000 to $44,999
-5 [ ] $45,000 to $54,999
-6 [ ] $55,000 to $64,999
-7 [ ] $65,000 to $74,999
-8 [ ] $75,000 to $84,999
-9 [ ] $85,000 to $99,999
-0 [ ] $100,000 or more
-X [ ] Refused

That's all of our questions. Thank you very much for your cooperation.

Ethnicity: -1 [ ] White   -2 [ ] Asian   -3 [ ] Hisp.   -4 [ ] Black   -5 [ ] Other   (78)

Time of day: -1 [ ] 11-12   -2 [ ] 12-1   -3 [ ] 1-2   -4 [ ] 2-3   -5 [ ] 3-4   -6 [ ] 4-5   -7 [ ] 5-6   (79))

Day of Week: -1 [ ] Sat.   -2 [ ] Sun.   -3 [ ] Other   (80)

Location: 1   2   3   4   5   6   7   8   9   10   (06)

Interviewer: 1   2   3   4   5   6   7   8   9   10   (07)

Interviewer's Initials: _____

45

MEASUREMENT IN MARKETING RESEARCH

I   Measurement

II   Concepts of measurement
          A.   Conceptual definition
          B.   Operational definition

III   Scales of Measurement
          A.   Nominal
          B.   Ordinal
          C.   Interval
          D.   Ratio

IV   Components of Measurement

          A.   True characteristics
          B.   Additional stable characteristics
          C.   Short-term characteristics
          D.   Situational characteristics
          E.   Characteristics of the measurement process
          F.   Characteristics of the measuring instrument
          G.   Characteristics of the response process
          H.   Characteristics of the analysis

V   Measurement Accuracy
          A.   Reliability
          B.   Validity

VI   Measurement Development -- 8 steps
          A.   Specify the Domain
          B.   Generate a sample
          C.   Collect data for measuring/purifying
          D.   Purify the measure
          E.   Collect data for reliability/validity assessment
          F.   Assess reliability
          G.   Assess validity
          H.   Develop norms/similarities

SAMPLING ERROR

Depending on the number of times a survey is conducted, you can be confident that 95% of the time, the answers will fall within the range of the percentage indicated on the graph. For example, if 55% of 100 respondents answer YES to a question, you can be 95% confident that between 45% and 65% of the population from which the sample is drawn would answer YES to the same question.

Sampling Error Distribution

Sampling Error (%)

School Planning Services
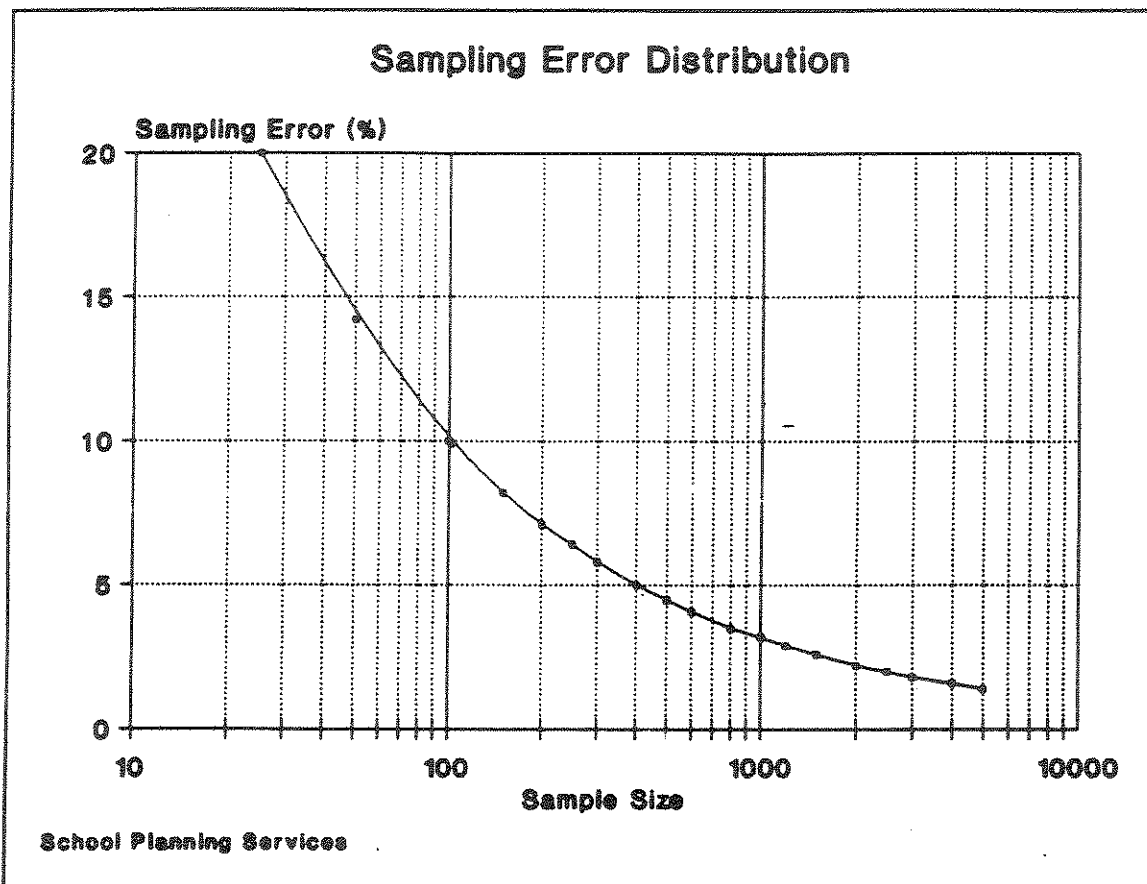
Sample Size

Adapted from California Survey Research

The Accuracy of Survey Results

1) The accuracy of survey results increases as sample size increases but never by as much as the increase in sample size.

The Margin of Error Table below sets out the likely margin of error attaching to survey results for various sample sizes. For example, given a sample of 100, an answer of 35% (or 65%) can be expected to be accurate to within plus or minus 9.5%. That is, 95 times out of 100 the _true_ figure will be within the range of 25.5% to 44.5%.

MARGIN OF ERROR TABLE

(95% Confidence Level)

Sample Size	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6.2	8.5	10.1	11.3	12.2	13.0	13.5	13.9	14.1	14.1
100	4.4	6.0	7.1	8.0	8.7	9.2	9.5	9.8	9.9	10.0
150	3.6	4.9	5.8	6.5	7.1	7.5	7.8	8.0	8.1	8.2
200	3.1	4.2	5.0	5.7	6.1	6.5	6.7	6.9	7.0	7.1
250	2.8	3.8	4.5	5.1	5.5	5.8	6.0	6.2	6.3	6.3
300	2.5	3.5	4.1	4.6	5.0	5.3	5.5	5.7	5.7	5.8
400	2.2	3.0	3.6	4.0	4.3	4.6	4.8	4.9	5.0	5.0
500	1.9	2.7	3.2	3.6	3.9	4.1	4.3	4.4	4.4	4.5
600	1.8	2.4	2.9	3.3	3.5	3.7	3.9	4.0	4.1	4.1
700	1.6	2.3	2.7	3.0	3.3	3.5	3.6	3.7	3.8	3.8
800	1.5	2.1	2.5	2.8	3.1	3.2	3.4	3.5	3.5	3.5
900	1.5	2.0	2.4	2.7	2.9	3.1	3.2	3.3	3.3	3.3
1000	1.4	1.9	2.3	2.5	2.7	2.9	3.0	3.1	3.1	3.2
1500	1.1	1.5	1.8	2.1	2.2	2.4	2.5	2.5	2.6	2.6
2000	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.2	2.2	2.2
3000	0.8	1.1	1.3	1.5	1.6	1.7	1.7	1.8	1.8	1.8
4000	0.7	0.9	1.1	1.3	1.4	1.4	1.5	1.5	1.6	1.6
5000	0.6	0.8	1.0	1.1	1.2	1.3	1.3	1.4	1.4	1.4

Doubling the sample from 100 to 200, however, does not double the accuracy of the research.

SIGNIFICANCE OF DIFFERENCES BETWEEN PERCENTAGES
Independent Sample (Approx.)
(At a 95% significance level)

	Average of the Reported Percentages					
N:	10% or 90%	20% or 80%	25% or 75%	30% or 70%	40% or 60%	50%
25	17	22	24	25	27	28
50	12	16	17	18	19	20
60	10	14	15	16	17	17
70	10	13	14	15	16	16
80	9	12	13	14	15	15
100	8	11	12	13	14	14
150	7	9	10	10	11	11
200	6	8	8	9	10	10
250	5	7	8	8	9	9
300	5	7	7	8	8	**8**
400	4	6	6	6	7	7
600	3	4	5	5	5	5
800	3	4	4	4	5	5
1000	3	4	4	4	4	4

Note: N is the average of the bases of the percentages being compared.
Sample:

	Total Responses	Over 65	Females
Total Responses	500	150	200
Clinton	70%	50%	75%
Bush	30%	50%	25%

Sample Question:
 Is there a significant difference between the total responses and the responses of those over 65?

Analysis:
1. To answer the question of significance, compare the *Total to Over 65.* First, find the average of the bases:
 500 + 150 ÷ 2 = 325
2. Find the *Average of the Reported Percentages*:
 70% + 50% ÷ 2 = 60%
3. Look at the *Significance Table*. Follow the 60% column down to 300 in the N column. The table shows 8%.
4. Return to the *Sample Table*. The difference between the *Total Responses* and the *Over 65* is 20%.
 70% - 50% = 20%
5. Subtract the *Significance Table* value from the *Sample Table* caculation above. If the answer (difference) is greater that 8% (remains positive), then there is a **Significant Difference** between the samples. 20% - 8% = 12%

Conclusion: There is a significant difference between those over 65 and the total sample.

QUALITATIVE RESEARCH
FOCUS GROUPS

1. Qualitative VS Quantitative research

2. The focus group facility

3. Applications of qualitative data

4. 8 Steps to performing a focus group

5. The focus group "script"

CASTILE BUYERS

1. Introduction

        Introductions of moderator and attendees

        Moderator introduces topic and identifies objectives.

            Moderator provides general introduction outlining the focus of this study.

            Defines the concepts:

                lifestyle --   How you actually use this home. What are the rooms used for.

                streetscape -- The look and feeling you get from the homes as you pass down the street.

        Identify this focus group as being done among buyers of Castile homes.

        Moderator identifies the observation booth and recording.

2. Purchase motivation

        Why did you decide to purchase this home?

        What were you looking for in a home purchase? (Probe price, value, commute, family planning, differentiation of the home, Uniqueness of design)

        Who was the most influential person to you during your shopping? Why?

        Did you use a broker?   How do you feel about your involvement?

        How did you find out about Castile and what attracted you to this project?

        Which competitive projects did you consider? Now, which ones were really serious alternatives to Castile?

        What finally cinched your decision in favor of Castile?

3. Community Features

        What is your opinion of Rancho Santa Margarita as a community?

        What single feature of the community do you like best?   Why?

        What community characteristic would you like to see?

        Do you walk for recreation here?   Why?

        Do you walk to get places in the community?   Why?

        Are you aware of the Town Center in Santa Margarita?   (Probe with description/map)

4. Competitive Communities Considered

        Did they shop in any other communities?   Which ones?

        What was the strongest reason for choosing RSM?

        How important were the community's amenities?

        How important were the community services/school/shopping?

        Was a home near the Town Center an important issue for you?

        Are all these planned communities about the same? Why? Why not?

        Were they aware of any community issues before they moved in?

        Did these play a role in your decision to purchase? What?

5.	"Neo-Traditional" vs Typical Design

How would you describe the Castile neighborhood as compared to other neighborhoods?

Why didn't you purchase a more typically designed home with a rear yard and garage and driveway in front?

How would you compare your lot design to a more typical lot design? What would you say the pros and cons are in your home design?

6.	Castile Project Amenities

What do you like or dislike about the Castile streetscape?

Would a more typical streetscape with garage doors and longer driveways have been more or less attractive?

Was it a consideration in your purchase that you did not have a pool and spa in your neighborhood?

Does a more typical neighborhood design seem more or less prestigious? Why?

Does the Castile design, with the pedestrian oriented front yard, and garage in the back seem more like a better walking environment than a typical streetscape?

7.	Floor Plan and Design

What single design feature of your home do you like best?   Why?

Which ones would you change?   Why?

Would it have been any more attractive to you if you could have chosen any floor plan to put on your lot?

Would you have preferred a downstairs bedroom? How about a 5th bedroom

8.	Lifestyle Issues

Were the model homes decorated in a way that reflected anything in your lifestyle?

How many of you have kids? Planning to?

What is more important, inside or private outside space? Why?

How do you plan to use your outside space?

Would you prefer more outside or inside space? Why?

How do you feel about the usefulness of the outside space in your home as compared to a more typical back yard?

How have you used the inside spaces in your home? (Office, all bedrooms, options)

Would a gated community have been important to your decision making process?

How would you expect a gate on your community affect your home price and monthly association cost?

9.	Baywood name test -- Introduction

Potential Graphics Needed:

A.	Blow up of Castile floor plans/lot schematic/site map (Matt)
B.	Town Center Map (Pick up from SMCo Thurs 10:00)

San Fernando Trade Area

Legend

- ☐ Areas009
- • Sample Shopping Centers
- ▬ Interstate
- ▬ Major Roads
- ☐ ZIP areas, ©1996 GDT
- ☐ 90 Census tracts
- ▨ Counties, 1:200T

03/04/97

N
Scale: 1" = 3.84 miles
0   2   4   6
3.84 miles

Source: GSA; DMG Economics, 2/97

53
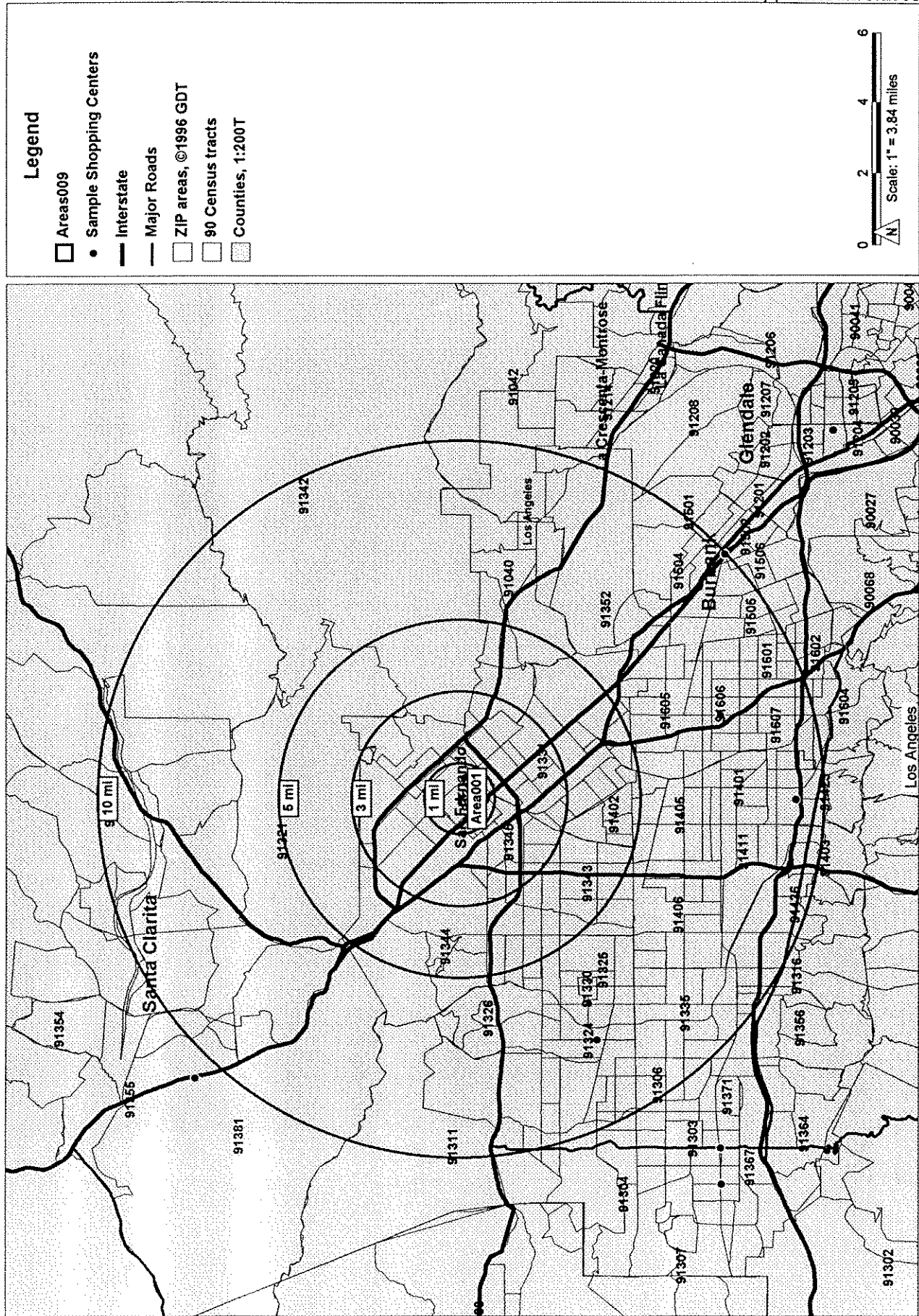
San Fernando Trade Area - Income

Stoffel DMG

Map produced with Scan/US

03/04/97

Legend

90 Census tracts

96 Avg hshld income
(thous.)

25.0 - 50.0 (69)
50.0 - 75.0 (76)
75.0 - 100.0 (18)
100.0 - 125.0 (8)
125.0 - 150.0 (3)
150.0+ (2)

Scale: 1" = 2.30 miles

Source: GSA; DMG Economics, 2/97

San Fernando Trade Area - Income
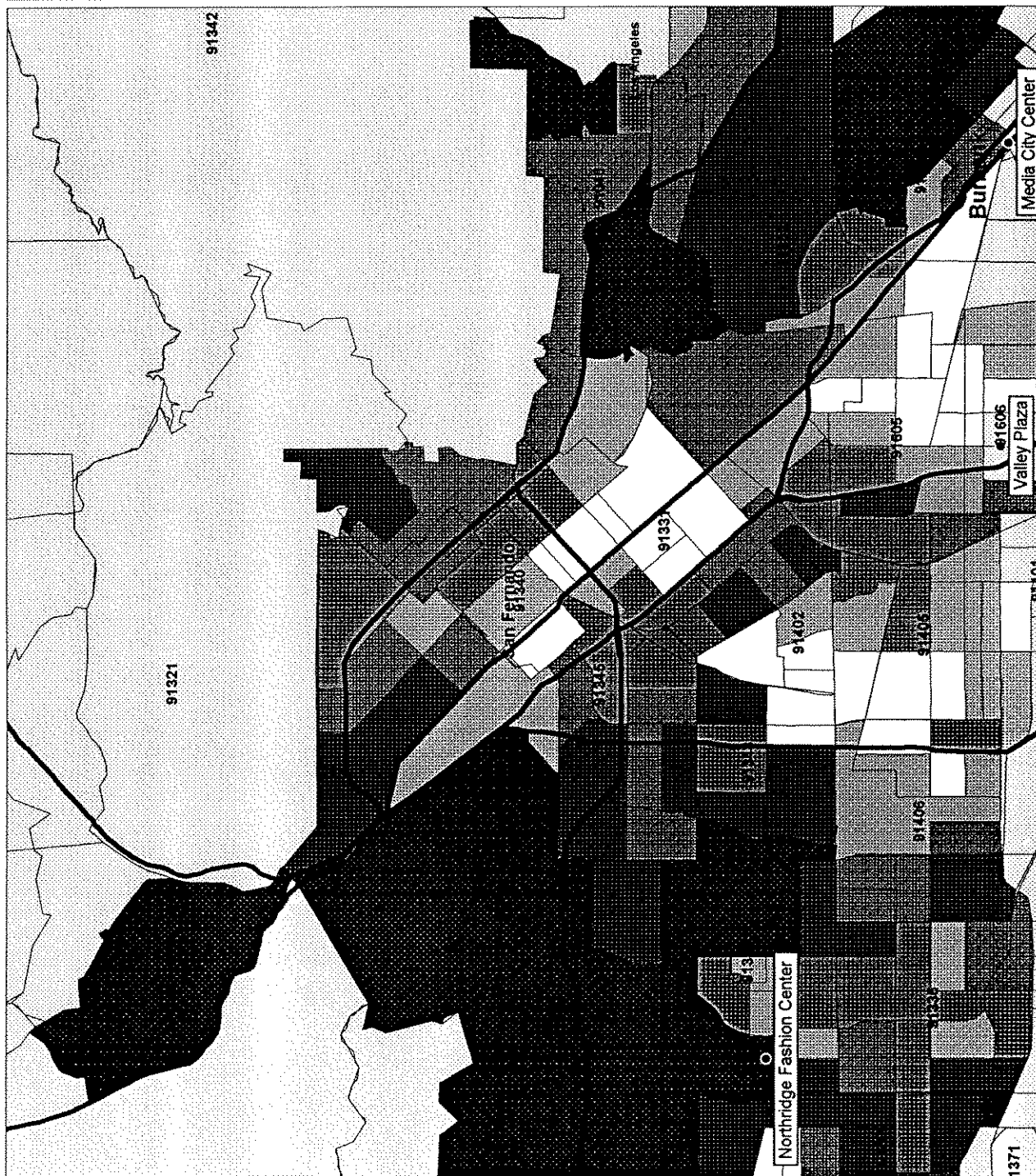
Legend

90 Census tracts

□ **96 Avg hshld income**
(thous.)

- 25.0 - 41.1 (29)
- 41.1 - 46.8 (29)
- 46.8 - 53.2 (29)
- 53.2 - 62.1 (29)
- 62.1 - 75.4 (30)
- 75.4+ (30)

N

0   1   2   3

Scale: 1" = 2.30 miles

91342

91321

San Fernando

91133

91402

Valley Plaza

91606

91605

Media City Center

Northridge Fashion Center

Source: GSA; DMG Economics, 2/97

55

San Fernando Trade Area - Households

Map produced with Scan/US

Legend

90 Census tracts

96 Households

Density per Sq.Mi (thous.)

- 0.163 - 1.31 (29)
- 1.31 - 1.87 (29)
- 1.87 - 2.39 (29)
- 2.39 - 2.97 (29)
- 2.97 - 4.35 (30)
- 4.35+ (30)

Scale: 1" = 2.30 miles

0   1   2   3

N

03/04/97

91342

91040

91352

91501

Media City Center

Bu

91321

91160

Valley Plaza

91124

91315

91406

91344

91325

Northridge Fashion Center

91324

1371

Source: GSA; DMG Economics, 2/97

San Fernando Trade Area - Households

Legend

90 Census tracts

☐ **96 Households**

☐ 314 - 1038 (29)

▨ 1038 - 1310 (29)

▨ 1310 - 1611 (29)

▨ 1611 - 1975 (29)

▨ 1975 - 2455 (30)

■ 2455+ (30)

Map produced with Scan/US

03/04/97

N Scale: 1" = 2.30 miles
0   1   2   3

Source: GSA; DMG Economics, 2/97

Media City Center

Valley Plaza

Northridge Fashion Center

91342
91321
91344
91326
91324
1371

57
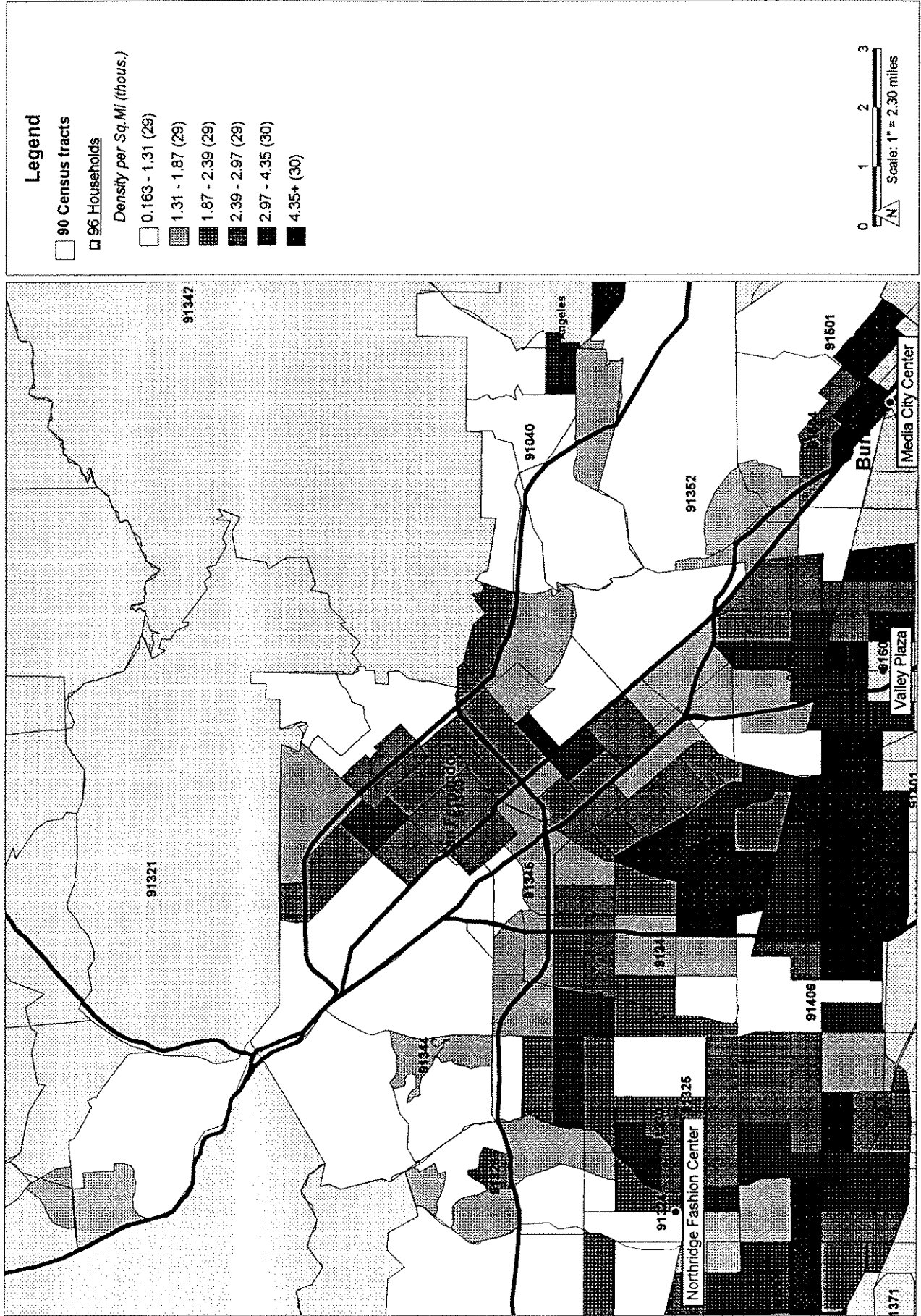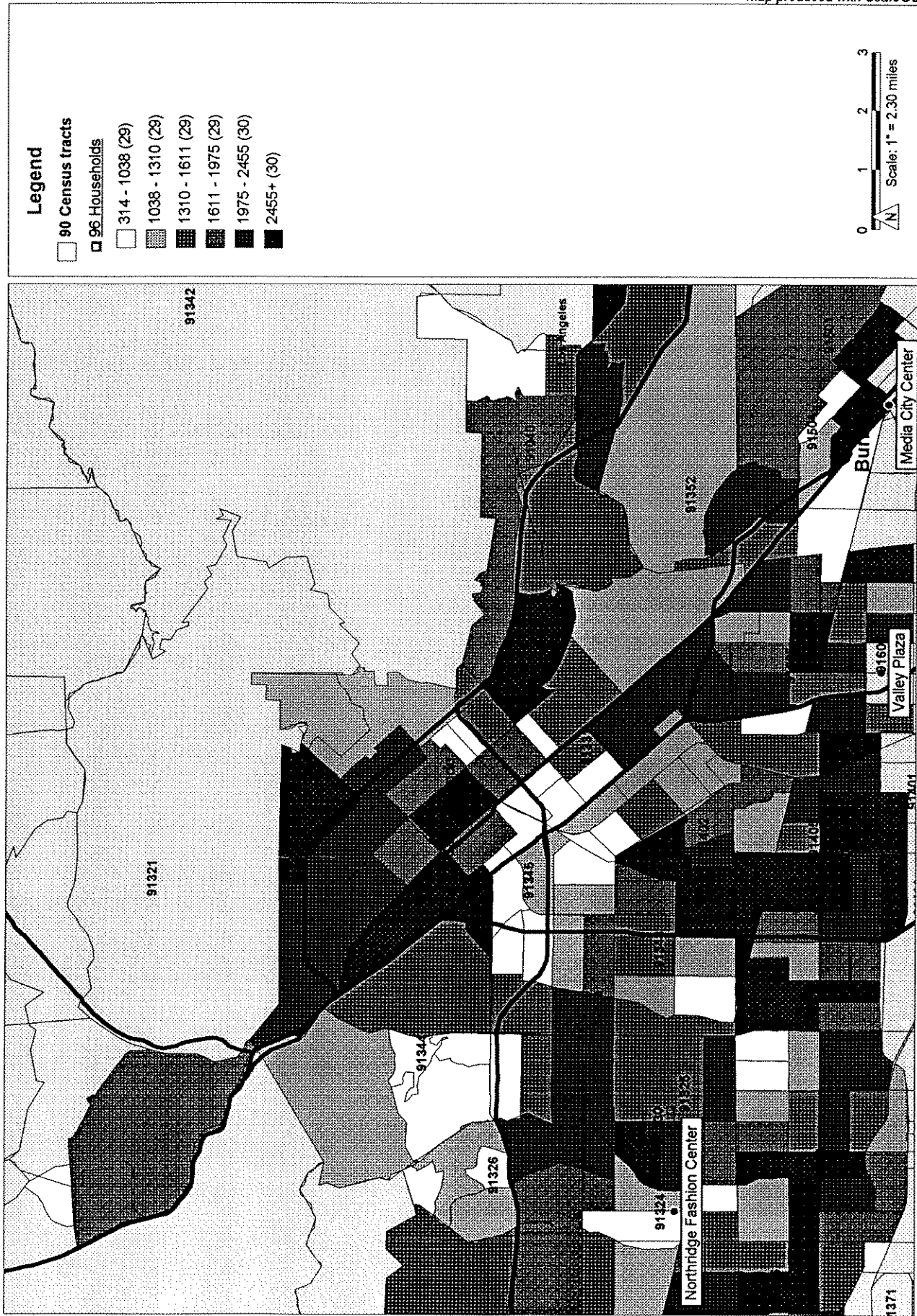
	1 MI RING		3 MI RING		5 MI RING	
Females	18,044		92,379		180,424	
< 6 years	1,781	9.9%	8,708	9.4%	16,249	9.0%
6-9 years	1,704	9.4%	8,236	8.9%	14,879	8.2%
10-13 years	1,183	6.6%	5,957	6.4%	10,721	5.9%
14-17 years	1,223	6.8%	6,053	6.6%	10,762	6.0%
18-20 years	766	4.2%	3,983	4.3%	7,528	4.2%
21-24 years	1,127	6.2%	5,485	5.9%	10,844	6.0%
25-29 years	1,455	8.1%	7,378	8.0%	14,493	8.0%
30-34 years	1,556	8.6%	7,845	8.5%	15,480	8.6%
35-39 years	1,395	7.7%	7,563	8.2%	15,131	8.4%
40-44 years	1,153	6.4%	6,439	7.0%	13,245	7.3%
45-49years	950	5.3%	5,693	6.2%	11,652	6.5%
50-54 years	793	4.4%	4,379	4.7%	8,845	4.9%
55-59 years	592	3.3%	3,407	3.7%	6,915	3.8%
60-64 years	510	2.8%	2,840	3.1%	5,949	3.3%
65-69 years	506	2.8%	2,596	2.8%	5,560	3.1%
70-74 years	448	2.5%	2,177	2.4%	4,521	2.5%
75-79 years	366	2.0%	1,625	1.8%	3,349	1.9%
80+ years	536	3.0%	2,015	2.2%	4,301	2.4%
Median Age, Females	29.2		30.2		31.6	
Males	18,220		94,896		183,939	
< 6 years	1,848	10.1%	9,012	9.5%	16,758	9.1%
6-9 years	1,705	9.4%	8,506	9.0%	15,262	8.3%
10-13 years	1,230	6.8%	6,288	6.6%	11,375	6.2%
14-17 years	1,219	6.7%	6,339	6.7%	11,878	6.5%
18-20 years	931	5.1%	4,866	5.1%	8,931	4.9%
21-24 years	1,360	7.5%	6,874	7.2%	12,958	7.0%
25-29 years	1,658	9.1%	8,230	8.7%	16,139	8.8%
30-34 years	1,695	9.3%	8,540	9.0%	16,597	9.0%
35-39 years	1,534	8.4%	8,189	8.6%	16,107	8.8%
40-44 years	1,191	6.5%	6,488	6.8%	13,161	7.2%
45-49years	997	5.5%	5,617	5.9%	11,374	6.2%
50-54 years	665	3.6%	4,082	4.3%	8,403	4.6%
55-59 years	532	2.9%	3,231	3.4%	6,661	3.6%
60-64 years	431	2.4%	2,523	2.7%	5,283	2.9%
65-69 years	394	2.2%	2,243	2.4%	4,824	2.6%
70-74 years	346	1.9%	1,704	1.8%	3,719	2.0%
75-79 years	239	1.3%	1,150	1.2%	2,423	1.3%
80+ years	245	1.3%	1,014	1.1%	2,086	1.1%
Median Age, Males	27.5		28.5		29.8	
Hshlds By Age of Head						
<25 years	400	4.7%	2,021	4.3%	4,916	4.9%
25-34 years	1,953	22.8%	9,918	21.2%	21,218	21.0%
35-44 years	2,195	25.6%	12,343	26.3%	26,296	26.0%
45-54 years	1,575	18.4%	9,503	20.3%	20,429	20.2%
55-64 years	956	11.2%	5,717	12.2%	12,180	12.0%
65-74 years	923	10.8%	4,913	10.5%	10,911	10.8%
75+ years	569	6.6%	2,468	5.3%	5,308	5.2%
Housing Units						
Total Units	8,824		48,315		105,732	
Owner Occupied	5,162	58.5%	31,572	65.3%	62,892	59.5%
Renter Occupied	3,409	38.6%	15,311	31.7%	38,366	36.3%
Vacant	253	2.9%	1,432	3.0%	4,474	4.2%

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San Fernando Trade Area
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	1 MI RING		3 MI RING		5 MI RING	
Population	36,264		187,275		364,363	
In Families	29,906	82.5%	155,331	82.9%	298,827	82.0%
In Non-families	5,532	15.3%	28,793	15.4%	59,853	16.4%
In Group Quarters	826	2.3%	3,151	1.7%	5,683	1.6%
Race						
White	15,229	42.0%	83,872	44.8%	185,186	50.8%
Black	1,909	5.3%	15,763	8.4%	29,142	8.0%
American Indian	217	0.6%	1,212	0.6%	2,124	0.6%
Asian/Pacific Isl.	1,464	4.0%	11,460	6.1%	35,913	9.9%
Other Race	17,445	48.1%	74,968	40.0%	111,998	30.7%
Hispanic Population	29,917	82.5%	132,243	70.6%	210,963	57.9%
Age						
< 6 years	3,629	10.0%	17,720	9.5%	33,007	9.1%
6-9 years	3,409	9.4%	16,742	8.9%	30,141	8.3%
10-13 years	2,413	6.7%	12,245	6.5%	22,096	6.1%
14-17 years	2,442	6.7%	12,392	6.6%	22,640	6.2%
18-20 years	1,697	4.7%	8,849	4.7%	16,459	4.5%
21-24 years	2,487	6.9%	12,359	6.6%	23,802	6.5%
25-29 years	3,113	8.6%	15,608	8.3%	30,632	8.4%
30-34 years	3,251	9.0%	16,385	8.7%	32,077	8.8%
35-39 years	2,929	8.1%	15,752	8.4%	31,238	8.6%
40-44 years	2,344	6.5%	12,927	6.9%	26,406	7.2%
45-49years	1,947	5.4%	11,310	6.0%	23,026	6.3%
50-54 years	1,458	4.0%	8,461	4.5%	17,248	4.7%
55-59 years	1,124	3.1%	6,638	3.5%	13,576	3.7%
60-64 years	941	2.6%	5,363	2.9%	11,232	3.1%
65-69 years	900	2.5%	4,839	2.6%	10,384	2.8%
70-74 years	794	2.2%	3,881	2.1%	8,240	2.3%
75-79 years	605	1.7%	2,775	1.5%	5,772	1.6%
80-84 years	394	1.1%	1,630	0.9%	3,395	0.9%
85+ years	387	1.1%	1,399	0.7%	2,992	0.8%
Median Age	28.3		29.3		30.7	
Marital Status						
Population, 25+	20,187		106,968		216,218	
Never married	3,577	17.7%	18,854	17.6%	37,847	17.5%
Now married	12,545	62.1%	67,360	63.0%	135,326	62.6%
Separated	787	3.9%	4,204	3.9%	7,768	3.6%
Widowed	1,562	7.7%	6,990	6.5%	14,567	6.7%
Divorced	1,716	8.5%	9,560	8.9%	20,710	9.6%
Households	8,571		46,883		101,258	
Avg Hshld Size	4.13		3.93		3.54	
Families	6,700	78.2%	36,498	77.8%	76,158	75.2%
Avg Fam Size	4.46		4.26		3.92	
Non-families	1,871	21.8%	10,385	22.2%	25,100	24.8%
Avg Non-Fam HH Size	2.96		2.77		2.38	
Persons Per Hshld						
1 person	1,500	17.5%	8,328	17.8%	19,378	19.1%
2 persons	1,719	20.1%	11,410	24.3%	26,407	26.1%
3 persons	1,224	14.3%	7,267	15.5%	16,967	16.8%
4 persons	1,358	15.8%	6,948	14.8%	15,581	15.4%
5 persons	1,049	12.2%	4,911	10.5%	9,640	9.5%
6+ persons	1,721	20.1%	8,019	17.1%	13,285	13.1%

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	1 MI RING		3 MI RING		5 MI RING	
Per Capita Income	$10,380		$12,738		$15,087	
Aggregate Income (M)	$376.40		$2,385.60		$5,497.07	
Household Income	8,571		46,883		101,258	
< $14,999	1,241	14.5%	6,121	13.1%	12,770	12.6%
$15,000 - $19,999	608	7.1%	2,838	6.1%	5,890	5.8%
$20,000 - $24,999	646	7.5%	3,007	6.4%	6,084	6.0%
$25,000 - $29,999	455	5.3%	2,426	5.2%	5,308	5.2%
$30,000 - $34,999	391	4.6%	2,407	5.1%	5,155	5.1%
$35,000 - $39,999	666	7.8%	3,158	6.7%	6,731	6.6%
$40,000 - $49,999	1,055	12.3%	5,361	11.4%	11,271	11.1%
$50,000 - $59,999	1,015	11.8%	5,216	11.1%	11,106	11.0%
$60,000 - $74,999	935	10.9%	5,737	12.2%	11,962	11.8%
$75,000 - $99,999	836	9.8%	5,418	11.6%	11,920	11.8%
$100,000 - $124,999	421	4.9%	2,805	6.0%	6,531	6.4%
$125,000 - $149,999	139	1.6%	1,075	2.3%	2,820	2.8%
$150,000 +	163	1.9%	1,314	2.8%	3,710	3.7%
Aggregate HH Income (M)	$375.51		$2,380.31		$5,480.22	
Average HH Income	$43,812		$50,771		$54,121	
Median HH Income	$42,005		$46,750		$48,974	
Family Income	6,700		36,498		76,158	
< $14,999	685	10.2%	3,596	9.9%	6,999	9.2%
$15,000 - $19,999	433	6.5%	2,093	5.7%	4,118	5.4%
$20,000 - $24,999	521	7.8%	2,364	6.5%	4,554	6.0%
$25,000 - $29,999	367	5.5%	1,818	5.0%	3,726	4.9%
$30,000 - $34,999	322	4.8%	1,808	5.0%	3,696	4.9%
$35,000 - $39,999	561	8.4%	2,611	7.2%	5,287	6.9%
$40,000 - $49,999	892	13.3%	4,365	12.0%	8,605	11.3%
$50,000 - $59,999	821	12.3%	4,286	11.7%	8,738	11.5%
$60,000 - $74,999	763	11.4%	4,716	12.9%	9,658	12.7%
$75,000 - $99,999	737	11.0%	4,573	12.5%	9,875	13.0%
$100,000 - $124,999	343	5.1%	2,387	6.5%	5,547	7.3%
$125,000 - $149,999	112	1.7%	887	2.4%	2,316	3.0%
$150,000 +	143		994		3,039	
Aggregate Fam Income (M)	$326.47		$2,025.02		$4,587.76	
Average Fam Income	$48,727		$55,483		$60,240	
Median Fam Income	$44,336		$49,436		$52,800	
Non-family Income	1,871		10,385		25,100	
< $14,999	556	29.7%	2,525	24.3%	556	2.2%
$15,000 - $19,999	175	9.4%	745	7.2%	1,772	7.1%
$20,000 - $24,999	125	6.7%	643	6.2%	1,530	6.1%
$25,000 - $29,999	88	4.7%	608	5.9%	1,582	6.3%
$30,000 - $34,999	69	3.7%	599	5.8%	1,459	5.8%
$35,000 - $39,999	105	5.6%	547	5.3%	1,444	5.8%
$40,000 - $49,999	163	8.7%	996	9.6%	2,666	10.6%
$50,000 - $59,999	194	10.4%	930	9.0%	2,368	9.4%
$60,000 - $74,999	172	9.2%	1,021	9.8%	2,304	9.2%
$75,000 - $99,999	99	5.3%	845	8.1%	2,045	8.1%
$100,000 - $124,999	78	4.2%	418	4.0%	984	3.9%
$125,000 - $149,999	27	1.4%	188	1.8%	504	2.0%
$150,000 +	20	1.1%	320	3.1%	671	2.7%
Non-fam income (M)	$49.04		$355.30		$892.46	
Average Non-fam Income	$26,211		$34,212		$35,556	
Median Non-fam Income	$33,221		$40,058		$38,973	

	1 MI RING		3 MI RING		5 MI RING	
Educational Attainment						
Population 25+	20,187		106,968		216,218	
< Grade 9	6,732	33.3%	28,317	26.5%	44,092	20.4%
Grade 9-12	4,294	21.3%	21,642	20.2%	37,451	17.3%
High School	4,070	20.2%	22,196	20.8%	46,095	21.3%
Some College	2,556	12.7%	16,473	15.4%	38,988	18.0%
Associate Degree	972	4.8%	6,257	5.8%	14,164	6.6%
Bachelors Degree	1,016	5.0%	8,364	7.8%	24,624	11.4%
Graduate Degree	547	2.7%	3,719	3.5%	10,804	5.0%
Work Force						
Population, Pop 16+	25,588		134,371		267,789	
Employed	16,220	63.4%	86,404	64.3%	175,785	65.6%
Unemployed	1,386	5.4%	7,212	5.4%	13,085	4.9%
In Armed Forces	23	0.1%	141	0.1%	265	0.1%
Not In Labor Force	7,959	31.1%	40,614	30.2%	78,654	29.4%
Occupation						
Agriculture	277	1.7%	1,526	1.8%	3,037	1.7%
Mining	11	0.1%	52	0.1%	199	0.1%
Construction	1,576	9.7%	7,551	8.7%	13,835	7.9%
Mfg: durables	1,752	10.8%	6,564	7.6%	11,316	6.4%
Mfg: non-durables	3,062	18.9%	15,987	18.5%	28,612	16.3%
Transportation	667	4.1%	3,391	3.9%	6,681	3.8%
Communication	261	1.6%	1,867	2.2%	4,113	2.3%
Wholesale trade	772	4.8%	4,259	4.9%	8,247	4.7%
Retail trade	2,322	14.3%	12,058	14.0%	25,482	14.5%
Fin.,Ins.,Real.Est.	946	5.8%	5,586	6.5%	13,176	7.5%
Business/Repair	1,107	6.8%	6,006	7.0%	12,217	6.9%
Personal serv	410	2.5%	2,532	2.9%	5,660	3.2%
Ent/Recreation serv	381	2.3%	2,297	2.7%	5,592	3.2%
Health serv	893	5.5%	6,113	7.1%	13,573	7.7%
Education serv	789	4.9%	4,643	5.4%	9,867	5.6%
Other Services	719	4.4%	4,258	4.9%	10,441	5.9%
Public Administration	275	1.7%	1,714	2.0%	3,737	2.1%
Executive	1,069	6.6%	7,582	8.8%	19,015	10.8%
Professional	1,253	7.7%	8,191	9.5%	20,138	11.5%
Technicians	339	2.1%	2,533	2.9%	6,009	3.4%
Sales	1,464	9.0%	7,442	8.6%	17,494	10.0%
Clerical	2,656	16.4%	14,593	16.9%	30,372	17.3%
Private Hshld wrkrs	120	0.7%	792	0.9%	1,767	1.0%
Protective Services	155	1.0%	1,204	1.4%	2,323	1.3%
Services	1,632	10.1%	8,780	10.2%	17,521	10.0%
Agri/Forest/Fish	322	2.0%	1,693	2.0%	3,325	1.9%
Production	2,627	16.2%	13,301	15.4%	24,739	14.1%
Operators	2,807	17.3%	11,810	13.7%	18,262	10.4%
Materials	696	4.3%	3,379	3.9%	5,955	3.4%
Laborers	1,080	6.7%	5,104	5.9%	8,865	5.0%
Total Vehicles available	14,879		92,609		193,743	
0 vehicles/hshld	769	9.0%	2,988	6.4%	6,331	6.3%
1 vehicle	2,695	31.4%	12,559	26.8%	28,434	28.1%
2 or more vehicles	5,107	59.6%	31,336	66.8%	66,493	65.7%
Average vehicles/Hshld	1.74		1.98		1.91	

Table 4.   Western region by income before taxes: Average annual expenditures and characteristics
Consumer Expenditure Survey 1994-1995

Item	Complete reporting of income	Complete Reporting of Income								
		Less than $5,000	$5,000 to $9,999	$10,000 to $14,999	$15,000 to $19,999	$20,000 to $29,999	$30,000 to $39,999	$40,000 to $49,999	$50,000 to $69,999	$70,000 and over
Number of Consumer Units in Thousands	18,855	788	1,899	2,117	1,620	2,873	2,470	1,984	2,302	2,802
Income Before Taxes	$40,027	($6,240)	$7,630	$12,340	$17,306	$24,828	$34,516	$44,553	$58,655	$110,981
Income After Taxes	$35,867	($7,168)	$7,560	$11,931	$16,536	$22,841	$31,182	$40,443	$52,210	$97,233
Age of reference person	46.8	44.0	49.9	49.5	46.6	47.1	45.7	44.5	45.0	47.0
Avg. Persons per Consumer Unit	2.6	1.7	2.0	2.3	2.4	2.6	2.8	3.0	3.2	3.0
Children under 18	0.8	0.4	0.5	0.7	0.7	0.8	0.8	0.9	1.0	0.8
Persons 65 and older	0.3	0.2	0.4	0.5	0.4	0.4	0.2	0.2	0.1	0.2
Earners	1.4	0.8	0.7	0.8	1.0	1.3	1.5	1.8	2.0	2.0
Vehicles	2.2	1.3	1.0	1.4	1.7	2.0	2.4	2.8	2.9	2.9
Percent Distribution:										
Male	66	52	37	50	63	65	74	78	76	84
Female	34	48	63	50	37	35	26	22	24	16
Percent Homeowners	60	37	35	46	42	53	61	71	79	86
With Mortgage	40	14	14	14	20	29	46	56	67	72
Without Mortgage	19	23	21	32	21	25	16	15	12	13
Renter	40	63	65	54	58	47	39	29	21	14
Black	4	4	4	5	3	6	5	3	4	4
White & Other	96	96	96	95	97	94	95	97	96	96
Elementary (1-8)	7	7	19	10	10	12	5	2	1	0
High School (9-12)	36	45	42	44	48	40	38	32	29	17
College	57	47	36	46	41	48	56	66	69	83
Never Attended - Other	0	2	2	0	0	0	0	0	0	0
At Least One Vehicle Owned	89	64	61	84	86	93	97	97	98	96

Source: BLS Consumer Expenditure Survey

Item	Complete reporting of income	Less than $5,000	$5,000 to $9,999	$10,000 to $14,999	$15,000 to $19,999	$20,000 to $29,999	$30,000 to $39,999	$40,000 to $49,999	$50,000 to $69,999	$70,000 and over
Average Annual Expenditures	36,279	19,017	14,896	19,390	23,773	27,427	34,160	42,655	49,980	70,709
Food	4,869	3,021	2,689	3,182	3,830	4,230	4,810	5,652	6,568	7,379
Food at Home	3,014	2,023	1,988	2,156	2,805	2,801	2,910	3,610	3,818	3,848
Cereals and bakery products	464	262	296	326	436	425	446	562	597	605
Cereals and cereal products	183	109	120	135	179	180	184	229	210	222
Bakery Products	281	152	177	191	257	245	263	333	387	383
Meat, poultry, fish and eggs	737	552	565	489	778	721	687	903	857	881
Beef	227	136	186	149	266	206	211	300	265	255
Pork	148	75	118	80	164	176	165	189	156	133
Other Meats	92	60	63	71	91	77	90	108	100	134
Poultry	129	106	81	98	115	117	125	162	151	170
Fish and Seafood	105	143	77	55	105	107	62	105	146	159
Eggs	37	32	39	37	36	38	35	39	40	31
Dairy Products	337	208	210	274	292	297	329	400	430	449
Fresh milk and cream	141	90	103	127	126	139	130	164	175	158
Other dairy products	196	118	107	147	166	158	198	235	255	291
Fruits and vegetables	487	408	314	406	437	458	477	546	594	614
Fresh fruits	156	157	97	124	133	144	149	174	196	208
Fresh vegetables	153	122	95	130	133	149	145	166	189	203
Processed fruits	100	74	69	83	95	97	103	102	119	124
Processed vegetables	77	55	52	68	76	68	79	104	90	79
Other fruit at home	990	593	602	660	862	901	972	1,200	1,340	1,298
Sugar and other sweets	128	66	82	81	96	124	116	174	185	158
Fats and oils	89	67	61	66	87	83	94	109	110	97
Miscellaneous foods	446	275	260	297	410	378	450	536	599	607
Nonalcoholic beverages	261	146	178	187	241	257	244	298	359	312
Food prepared for out of town	65	39	22	30	27	58	68	82	88	125
Food away from home	1,855	998	701	1,026	1,025	1,429	1,900	2,042	2,750	3,531
Alcoholic beverages	327	284	101	194	202	210	269	420	479	663

Source: BLS Consumer Expenditure Survey

Item	Complete reporting of income	Less than $5,000	$5,000 to $9,999	$10,000 to $14,999	$15,000 to $19,999	$20,000 to $29,999	$30,000 to $39,999	$40,000 to $49,999	$50,000 to $69,999	$70,000 and over
Housing	12,075	6,767	5,462	7,402	8,281	9,073	11,098	12,669	16,619	23,575
Shelter	7,269	4,522	3,522	4,480	5,382	5,532	6,907	7,782	9,127	13,988
Owned dwellings	4,413	1,432	1,058	1,605	2,013	2,487	3,900	5,003	6,745	11,131
Mortgage interest and charges	2,810	549	442	536	859	1,472	2,482	3,368	4,630	7,667
Property taxes	800	484	274	395	391	518	722	859	1,169	1,800
Maintenance, repairs ins etc.	803	399	342	674	763	496	696	775	946	1,664
Rented dwellings	2,425	2,886	2,372	2,648	3,054	2,801	2,683	2,336	1,877	1,700
Other lodging	430	203	91	227	315	244	324	442	505	1,158
Utilities fuels and other public service	1,995	1,305	1,226	1,502	1,489	1,839	2,029	2,206	2,536	2,915
Natural gas	230	149	149	165	164	202	219	252	304	361
Electricity	714	495	466	555	528	666	761	794	850	1,014
Fuel, oil and other fuels	32	13	27	26	29	33	30	33	42	38
Telephone	704	481	457	542	588	675	707	774	888	954
Water and other public services	314	168	127	215	181	263	312	353	452	549
Household operations	589	261	203	256	300	371	391	671	767	1,552
Personal services	271	60	32	149	126	177	192	441	440	572
Other household expenses	318	201	171	107	174	193	199	230	328	979
Housekeeping supplies	481	255	215	297	298	413	467	557	662	863
Laundry and cleaning supplies	126	51	62	88	97	143	125	133	181	155
Other household products	201	102	94	125	129	143	174	256	272	398
Postage and stationery	154	102	59	84	72	127	167	168	209	310
Household furnishings and equipment	1,741	424	296	867	811	919	1,303	1,453	3,527	4,257
Household textiles	88	9	36	28	48	97	78	97	167	130
Furniture	357	133	42	233	232	183	400	295	501	862
Floor coverings	363	0	7	14	36	108	51	82	1,473	917
Major appliances	162	98	70	101	178	128	181	200	159	272
Small appliances, misc. housewares	95	35	33	50	49	64	104	148	132	173
Misc. household equipment	677	149	107	442	268	338	488	632	1,095	1,904

Source: BLS Consumer Expenditure Survey

Item	Complete reporting of income	Less than $5,000	$5,000 to $9,999	$10,000 to $14,999	$15,000 to $19,999	$20,000 to $29,999	$30,000 to $39,999	$40,000 to $49,999	$50,000 to $69,999	$70,000 and over
Apparel and services	1,766	768	771	851	1,182	1,332	1,705	1,804	2,533	3,631
Men and boys	478	128	172	275	262	365	471	521	752	901
Men, 16 and over	361	122	125	194	159	318	398	394	419	792
Boys, 2-15	117	6	48	81	103	48	73	127	333	109
Women and girls	643	179	251	258	378	438	588	656	984	1,486
Women, 16 and over	550	123	212	210	323	352	511	532	836	1,335
Girls, 2-15	93	56	39	48	54	86	77	124	148	150
Children under 2	88	28	53	43	64	68	90	85	129	164
Footwear	271	265	152	146	167	231	342	226	318	507
Other apparel products	287	167	142	129	311	230	214	316	350	573
Transportation	6,385	2,765	2,372	3,197	4,400	5,343	6,244	9,517	8,483	10,954
Vehicle purchases, net outlay	2,596	558	956	1,188	1,958	2,458	2,639	4,925	3,031	3,811
Cars and trucks, new	1,158	459	383	639	553	783	1,069	1,620	1,266	2,666
Cars and trucks, used	1,394	96	573	543	1,354	1,649	1,522	3,098	1,754	1,106
Other vehicles	44	4	0	6	51	26	48	207	11	39
Gasoline and motor oil	1,062	522	489	649	764	965	1,174	1,307	1,430	1,613
Other vehicle expense	2,278	1,311	718	1,197	1,422	1,632	2,104	2,922	3,479	4,311
Vehicle finance charges	247	68	60	56	128	150	281	391	462	429
Maintenance and repairs	827	647	294	508	585	634	685	1,151	1,234	1,398
Vehicle insurance	749	392	229	438	511	574	768	932	1,092	1,325
Veh. rent, lease, license, etc.	455	204	136	196	198	273	369	448	691	1,158
Public transportation	449	374	208	163	256	287	328	363	543	1,219
Health Care	1,673	791	995	1,281	1,455	1,461	1,621	1,921	2,193	2,462
Health insurance	733	306	431	645	687	724	660	866	829	1,054
Medical services	604	334	338	375	452	438	644	706	942	908
Drugs	244	92	188	197	237	228	240	248	284	344
Medical supplies	93	60	37	64	79	71	77	101	138	156

Source: BLS Consumer Expenditure Survey

Page 4

Item	Complete reporting of income	Less than $5,000	$5,000 to $9,999	$10,000 to $14,999	$15,000 to $19,999	$20,000 to $29,999	$30,000 to $39,999	$40,000 to $49,999	$50,000 to $69,999	$70,000 and over
Entertainment	1,964	973	803	975	1,013	1,507	2,036	2,166	2,874	3,833
Fees and admissions	548	343	161	346	280	299	417	616	753	1,327
Television, radios, sound equip.	588	333	289	356	389	498	618	693	833	940
Pets, toys and playground equipment	370	175	118	185	188	406	342	387	581	628
Other supplies	458	122	234	88	156	304	658	470	706	940
Personal care products and services	462	203	186	272	305	327	514	548	753	713
Reading	189	115	73	116	130	148	176	224	253	353
Education	477	460	318	320	236	264	268	600	458	1,177
Tobacco products and smoking supplies	211	211	122	155	186	232	284	193	273	200
Miscellaneous	938	1,681	332	376	555	603	989	1,383	1,154	1,593
Cash contributions	1,071	519	364	448	933	746	812	1,040	1,084	2,826
Personal insurance and pensions	3,872	459	311	621	1,064	1,952	3,334	4,518	6,257	11,350
Life and other personal insurance	344	141	46	83	144	256	252	412	499	913
Pensions and social security	3,527	319	265	538	920	1,696	3,081	4,106	5,758	10,437
Money income before taxes	40,027	(6,240)	7,630	12,340	17,306	24,828	34,516	44,553	58,655	110,981
Wages and salaries	30,076	2,242	2,475	5,062	9,883	16,461	26,492	35,273	47,706	86,142
Self employment income	2,983	(10,366)	71	555	604	921	1,665	3,213	4,510	13,781
Social security, priv., gov. retirement	4,164	1,051	2,564	4,000	4,658	5,120	4,154	3,660	3,713	5,717
Int,divid, rent, property inc.etc.	1,215	135	122	294	401	697	691	1,076	1,447	4,327
Unemployment ins. workers comp etc.	369	51	169	249	381	454	556	551	399	269
Public assistance	666	399	1,877	1,767	863	619	337	255	103	68
Regular contributions for support	361	172	208	260	381	316	504	245	622	366
Other income	192	77	143	153	136	239	117	280	154	309
Personal taxes	4,160	927	70	409	770	1,987	3,334	4,110	6,445	13,749
Federal income taxes	3,189	742	31	257	567	1,476	2,484	3,197	4,960	10,663
State and local taxes	838	154	20	109	154	433	706	774	1,314	2,718
Other taxes	133	31	20	42	49	78	143	138	171	367

Source: BLS Consumer Expenditure Survey

Item	Complete reporting of income	Less than $5,000	$5,000 to $9,999	$10,000 to $14,999	$15,000 to $19,999	$20,000 to $29,999	$30,000 to $39,999	$40,000 to $49,999	$50,000 to $69,999	$70,000 and over
Income after taxes1/	35,867	(7,168)	7,560	11,931	16,536	22,841	31,182	40,443	52,210	97,233
Net change in total assets & liabilities	(2,988)	5,244	(697)	(473)	(7,976)	1,639	(5,310)	(4,086)	(4,403)	(6,631)
Net change in total assets	4,134	5,017	257	539	(4,523)	4,252	1,109	8,612	6,151	11,953
Net change in total liabilities	7,122	(227)	954	1,012	3,453	2,613	6,419	12,698	10,554	18,585
Other money receipts	941	494	655	230	333	1,325	295	742	434	2,884
Mortgage principal paid owned prop	(1,300)	(429)	(211)	(201)	(397)	(606)	(876)	(1,201)	(1,803)	(4,503)
Estimated value of owned home	92,523	56,470	34,581	50,106	45,666	62,153	77,977	92,004	123,821	219,693
Est. monthly rentl value of owned home	574	285	242	341	332	420	523	646	799	1,165
Gifts of goods and services	1,035	400	432	507	849	612	826	1,179	1,448	2,292
Food	82	19	8	38	52	49	94	70	125	190
Housing	249	155	121	183	123	142	187	324	403	464
Housekeeping supplies	48	13	28	30	20	37	53	59	62	92
Household textiles	10	9	2	5	4	9	5	4	40	6
Appliances and misc. housewares	27	4	10	11	19	19	28	46	40	47
Major appliances	7	0	1	6	15	10	2	11	3	10
Small appliances and misc. housew	21	4	9	5	4	9	26	35	38	38
Miscellaneous household equipment	59	54	12	22	14	24	32	64	152	127
Other housing	104	76	69	115	66	54	69	150	109	193
Apparel and services	260	91	118	121	383	163	213	322	319	490
Males 2 and over	64	13	31	54	69	40	75	98	66	88
Females 2 and over	93	25	58	25	86	44	66	131	113	232
Children under 2	38	21	20	22	26	33	31	37	65	63
Other apparel products and services	66	33	9	18	201	46	41	57	75	108
Jewelry and watches	38	9	5	6	151	14	18	18	53	69
All other apparel products and serv.	28	24	4	13	50	31	23	40	23	39
Transportation	66	10	16	29	48	46	48	56	140	138
Health care	24	13	3	5	7	18	22	39	43	46
Entertainment	97	32	36	35	69	69	87	135	139	201
Toys, games and hobbies	33	10	10	17	14	34	30	38	55	56
Other entertainment	65	22	25	18	55	35	57	96	84	146
Education	111	27	60	43	65	46	34	58	81	446
All other gifts	145	53	70	54	102	80	140	174	199	316

Source: BLS Consumer Expenditure Survey

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Item	Complete reporting of income	Less than $5,000	$5,000 to $9,999	$10,000 to $14,999	$15,000 to $19,999	$20,000 to $29,999	$30,000 to $39,999	$40,000 to $49,999	$50,000 to $69,999	$70,000 and over

1/ Componenets of income and taxes are derived from " complete income reports" only. See glossary.

Note that all values have been rounded, and therefoe some rounded values equal zero.
This is particularly evident in the characteristics section.
Where data are not reported or are not applicable, missing values are set to zero.
Note that some data are likely to have sampling errors.

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DEMAND FOR ALL TYPES OF RETAIL DEVELOPMENT

Inputs:	
Population	187,275
Population/Household	2.8
Households	66,884
Household Income	$50,771
Employment	35,000

Output:	% On Rtl.	($000)
Aggregate Income		$3,395,763,938
Purchasing Power [1]	34.9%	$1,184,442,461

Capture Rates:	Type Cntr.	This Loc.	Agg. Cap.
Apparel:	100%	100%	100%
General Merchandise	100%	100%	100%
Specialty Stores:	100%	100%	100%
Food/Drug Stores:	100%	100%	100%
Eating & Drinking :	100%	100%	100%
Household Furn:	100%	100%	100%
Bldg. Matr./Farm:	100%	100%	100%
Automotive Group:	100%	100%	100%
Bus. & Prsnl. Srvcs.	100%	100%	100%

Retail Support Retail Type :	Capturable Res. Demand:	Emp. Demand:	Total Demand:	Existing Rtl. Sales:	Net Demand:	$/S.F.:	Net Supportable S.F.:
Apparel:	$63,452,748	$1,540,000	$64,992,748	$0	$64,992,748	$250	259,971
General Merchandise:	$159,526,673	$3,150,000	$162,676,673	$0	$162,676,673	$200	813,383
Drug Stores	$22,899,850	$0	$22,899,850	$0	$22,899,850	$225	101,777
Specialty Stores:	$145,934,720	$3,360,000	$149,294,720	$0	$149,294,720	$250	597,179
Food Stores:	$306,009,026	$3,430,000	$309,439,026	$0	$309,439,026	$400	773,598
Packaged Liquor	$18,163,517	$0	$18,163,517	$0	$18,163,517	$225	80,727
Eating & Drinking Places:	$126,152,405	$16,660,000	$142,812,405	$0	$142,812,405	$300	476,041
Household Furnishings:	$52,383,452	$0	$52,383,452	$0	$52,383,452	$150	349,223
Building Materials/Farm.:	$68,477,650	$0	$68,477,650	$0	$68,477,650	$100	684,776
Bus. & Personal Services	$50,685,630	$0	$50,685,630	$0	$50,685,630	$125	405,485
Automotive Group:							
Parts	$14,515,124	$0	$14,515,124	$0	$14,515,124	$250	58,060
New/Used Vehicles	$123,802,462	$0	$123,802,462	$0	$123,802,462	$12,000,000	10
Service Stations	$75,558,426	$9,275,000	$84,833,426	$0	$84,833,426	$2,750,000	31
Total Retail Stores	$1,227,561,681	$37,415,000	$1,264,976,681	$0	$1,264,976,681		4,600,221

[1] Inflated at 1.1% to account for real expenditure growth between 1994 and 2000.

Source: California State Board of Equalization; DMG Economics, 6/94

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17.   If answered "probably don't need" or "don't want" in Q.16, ask, why do
       you say that/what is it about that type of housing that makes you say
       that?

       _____

       _____   58-

       _____

18.   If you were on the Moreno Valley City Council and could make one
       change or improvement in your community, what would that one change
       be? (DO NOT READ LIST)

       Affordable housing............59-1   Parks, Bike, Jog Trails.......-8
       Air Quality.....................-2   Population growth..............-9
       Arts and culture................-3   Quality of Life (get
       CC&R's..........................-4   more specifics)........61-1
       Child care......................-5   Recreation/sports facilities..-2
       Cost of Living High............-6   Retail, Grocery stores.........-3
       Crime and personal safety.......-7   Road improvements..............-4
       Drug and alcohol abuse..........-8   Rural Atmosphere Loss..........-5
       Education.......................-9   Seniors services...............-6
       Employment....................60-1   Traffic Congestion.............-7
       Environmental concerns..........-2   Traffic commute time...........-8
       Growth Management Poor..........-3   Water..........................-9
       Housing growth..................-4   Gangs..........................-0
       Medical services................-5   Poor growth management......62-1
       New Growth Taxes,Assessments...-6
       Open Space Preservation.........-7

       None...-2

                                                                          63-
       Other (specify):_____

19.   Are you currently a registered voter in the City of Moreno Valley or
       not?
                      Not a registered voter..........64-1
                      Registered voter.....................-2

20.   Thinking about the general election coming up in November, which of
       the following phrases best describes how you feel about voting in that
       election?

                      I definitely plan on voting......65-1
                      I will probably vote................-2
                      I probably won't be voting..........-3
                      I definitely won't be voting.......-4

TABLE 175
Q.18 - ONE CHANGE WOULD MAKE IF YOU WERE ON THE CITY COUNCIL

	TOTAL	GENDER FE-MALE	GENDER MALE	COUNCIL DISTRICT 1	2	3	4	5	RESIDENTIAL TENURE LESS 2 YRS.	3-4 YRS.	5-8 YRS.	9 YRS PLUS	AGE 34-UNDR	35-44	45 PLUS	HOUSEHOLD INCOME UNDR $30K	$30K-39K	$40K-49K	$50K-69K	$70K PLUS	DUAL INCOME	SINGLE INCM
BASE - THOSE ANSWERING	618 100%	249 100%	369 100%	113 100%	149 100%	121 100%	129 100%	106 100%	114 100%	161 100%	194 100%	147 100%	233 100%	210 100%	172 100%	125 100%	131 100%	108 100%	139 100%	56 100%	323 100%	218 100%
EDUCATION	88 14%	34 14%	54 15%	11 10%	28 19%	17 14%	21 16%	12 11%	11 9%	35 22%	33 17%	10 7%	33 14%	40 19%	14 8%	16 12%	18 14%	22 21%	18 13%	8 14%	50 16%	33 15%
CRIME AND PERSONAL SAFETY	63 10%	30 12%	33 9%	10 9%	14 10%	8 7%	15 11%	16 15%	15 14%	16 10%	21 11%	10 7%	25 11%	22 11%	15 9%	13 10%	13 10%	11 10%	14 10%	5 9%	33 10%	22 10%
ROAD IMPROVEMENTS	62 10%	23 9%	38 10%	12 10%	14 10%	14 12%	15 11%	7 6%	15 13%	15 9%	20 11%	12 8%	27 12%	16 8%	18 11%	15 12%	13 10%	9 9%	17 12%	5 9%	34 10%	21 10%
EMPLOYMENT	47 8%	17 7%	30 8%	7 6%	13 9%	12 10%	6 5%	8 8%	8 7%	10 6%	17 9%	10 7%	19 8%	14 7%	14 8%	8 6%	9 7%	10 9%	10 8%	7 12%	31 10%	11 5%
TRAFFIC CONGESTION	38 6%	18 7%	20 5%	12 10%	8 6%	7 6%	7 6%	3 3%	9 8%	12 7%	11 6%	6 4%	15 6%	13 6%	10 6%	5 4%	14 10%	3 3%	9 6%	3 5%	18 6%	15 7%
GROWTH MANAGEMENT POOR	38 6%	15 6%	23 6%	5 5%	8 6%	8 7%	7 6%	8 8%	3 3%	11 7%	8 4%	16 11%	13 5%	13 6%	12 7%	12 9%	3 3%	5%	8 6%	7 12%	12 4%	15 7%
FIRE CURRENT CITY COUNCIL/MAYOR/OFFICIALS	27 4%	15 6%	12 3%	5 4%	5 3%	7 6%	5 4%	6 6%	1 1%	7 4%	11 6%	8 6%	9 4%	10 5%	9 5%	1 1%	7 5%	6 5%	9 6%	3 6%	14 4%	8 4%
POPULATION GROWTH	25 4%	6 2%	18 5%	7 6%	2 2%	5 4%	7 6%	3 2%	3 2%	1 1%	7 4%	14 9%	6 2%	8 4%	11 6%	2 2%	6 4%	7 6%	6 4%	1 2%	14 4%	9 4%
HOUSING GROWTH	24 4%	8 3%	16 4%	4 3%	5 3%	5 4%	6 5%	4 4%	2 2%	4 3%	9 5%	8 6%	5 2%	9 4%	10 6%	7 6%	2 2%	5 4%	5 4%	1 2%	11 3%	10 5%
PARKS, BIKE, JOG TRAILS	20 3%	9 4%	11 3%	6 6%	1 1%	6 5%	4 3%	3 2%	4 3%	9 5%	4 2%	4 3%	6 2%	9 4%	6 3%	4 3%	3 3%	3 3%	6 4%	2 4%	12 4%	8 3%
RECREATION/SPORTS FACILITIES	17 3%	7 3%	11 3%	5 4%	4 2%	2 2%	3 2%	4 4%	4 4%	4 2%	3 1%	8 5%	6 3%	5 2%	7 4%	6 5%	5 3%	3 2%	3 2%	–	9 3%	8 4%
POOR GROWTH MANAGEMENT	15 2%	8 3%	7 2%	2 2%	4 2%	4 3%	4 3%	2 2%	3 2%	2 1%	5 2%	6 4%	4 2%	8 4%	3 2%	3 2%	2 1%	5 5%	5 4%	–	6 2%	8 4%
GANGS	13 2%	2 1%	10 3%	4 3%	6 4%	1 1%	1 1%	1 1%	–	–	9 5%	3 2%	4 2%	2 1%	6 3%	1 1%	5 4%	3 3%	–	2 3%	6 2%	7 3%
ENVIRONMENTAL CONCERNS	12 2%	5 2%	7 2%	1 1%	4 2%	2 2%	3 2%	3 2%	2 2%	2 1%	7 4%	1 1%	6 3%	2 1%	2 2%	2 1%	3 2%	2 2%	3 2%	2 3%	7 2%	4 2%

TABLE 175
Q.18 - ONE CHANGE WOULD MAKE IF YOU WERE ON THE CITY COUNCIL

	TOTAL	GENDER FEMALE	GENDER MALE	DIST 1	DIST 2	DIST 3	DIST 4	DIST 5	TENURE LESS 2 VRS	TENURE 3-4 VRS	TENURE 5-8 YRS	TENURE 9 YRS PLUS	AGE 34 UNDR	AGE 35-44	AGE 45 PLUS	INC UNDR $30K	INC $30K-39K	INC $40K-49K	INC $50K-69K	INC $70K PLUS	DUAL INCOME	SINGLE INCM
CLEAN-UP DIRTY AREAS	12 2%	3 1%	9 2%	3 2%	1 1%	5 4%	2 2%	1 1%	5 5%	2 1%	2 1%	3 2%	7 3%	2 1%	3 2%	2 2%	3 2%	-	3 2%	4 7%	9 3%	2 1%
NEW GROWTH TAXES, ASSESSMENTS	11 2%	3 1%	8 2%	2 2%	4 2%	3 2%	1 1%	2 2%	3 3%	3 2%	2 1%	3 2%	3 1%	2 1%	6 4%	3 2%	3 2%	2 2%	2 2%	-	4 1%	3 1%
QUALITY OF LIFE	9 2%	3 1%	6 2%	2 2%	5 3%	-	1 1%	2 2%	2 2%	1 1%	2 1%	4 3%	4 2%	2 1%	3 2%	2 2%	1 1%	1 1%	2 1%	1 2%	4 1%	4 2%
ATTRACT MORE INDUSTRY	9 1%	5 2%	4 1%	-	1 1%	2 2%	3 2%	3 2%	-	1 1%	4 2%	4 3%	2 1%	3 1%	4 2%	2 2%	2 2%	2 2%	1 1%	1 2%	4 1%	4 2%
AFFORDABLE HOUSING	7 1%	1 0%	5 1%	2 2%	1 1%	2 2%	-	2 2%	4 3%	-	1 0%	2 1%	2 1%	2 1%	3 2%	3 2%	-	1 1%	1 1%	-	4 1%	-
CONTROL CITY SPENDING/BALANCE BUDGET	6 1%	4 2%	2 1%	-	-	2 2%	2 2%	2 2%	1 1%	1 1%	3 1%	1 1%	4 2%	2 1%	-	2 2%	-	-	2 1%	2 3%	4 1%	1 0%
DRUG AND ALCOHOL ABUSE	5 1%	2 1%	3 1%	1 1%	1 1%	-	1 1%	2 2%	-	3 2%	1 0%	1 1%	2 1%	2 1%	1 1%	2 2%	-	-	-	-	-	2 1%
OPEN SPACE PRESERVATION	4 1%	2 1%	2 0%	2 2%	-	-	1 1%	1 1%	1 1%	2 1%	1 0%	-	2 1%	2 1%	-	2 2%	1 1%	-	1 1%	-	2 1%	2 1%
CHILD CARE	4 1%	1 0%	3 1%	1 1%	-	1 1%	-	2 2%	1 1%	-	3 1%	-	4 2%	-	-	-	3 2%	-	1 1%	-	2 1%	2 1%
WATER	2 0%	1 0%	1 0%	1 1%	1 1%	-	-	-	1 1%	1 1%	-	-	-	2 1%	-	-	-	1 1%	1 1%	-	2 1%	-
COST OF LIVING HIGH	2 0%	-	2 1%	-	1 1%	-	-	-	1 1%	-	-	1 1%	2 1%	-	-	1 1%	1 1%	-	-	-	2 1%	-
TRAFFIC COMMUTE TIME	2 0%	-	2 1%	-	-	2 2%	-	-	1 1%	1 1%	-	-	1 0%	1 0%	-	-	-	1 1%	-	1 2%	-	2 1%
AIR QUALITY	2 0%	1 0%	1 0%	1 1%	-	1 1%	-	-	-	2 1%	-	2 1%	1 0%	-	1 1%	1 1%	-	-	-	-	-	-
MEDICAL SERVICES	2 0%	-	2 1%	1 1%	-	1 1%	-	-	-	2 1%	-	-	1 0%	-	1 1%	-	-	1 1%	1 1%	-	-	2 1%
ARTS AND CULTURE	2 0%	-	2 0%	1 1%	-	-	-	1 1%	1 1%	-	1 0%	-	1 0%	1 0%	-	-	1 1%	1 1%	1 1%	-	2 1%	-

TABLE 175
Q.18 - ONE CHANGE WOULD MAKE IF YOU WERE ON THE CITY COUNCIL

	GENDER			COUNCIL DISTRICT					RESIDENTIAL TENURE				AGE			HOUSEHOLD INCOME					DUAL IN-COME	SIN-GLE INCM
	TO-TAL	FE-MALE	MALE	1	2	3	4	5	LESS 2 VRS.	3-4 VRS.	5-8 VRS	9VRS PLUS	34 & UNDR	35-44	45 PLUS	UNDR $30K	$30K -39K	$40K -49K	$50K -69K	$70K PLUS		
SENIORS SERVICES	1 0%	-	1 0%	1 1%	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	1 1%	-	-	1 0%
RETAIL. GROCERY STORES	1 0%	1 0%	-	-	-	-	-	1 1%	-	-	1 0%	-	1 0%	-	-	-	-	-	1 1%	-	1 0%	-
OTHER	39 6%	21 8%	19 5%	7 6%	12 8%	4 3%	5 4%	11 10%	6 5%	13 8%	9 5%	12 8%	17 7%	13 6%	9 6%	8 7%	12 9%	3 3%	8 5%	5 8%	18 6%	14 7%
NONE	53 9%	23 9%	30 8%	11 10%	12 8%	10 8%	12 9%	8 8%	15 13%	11 7%	15 8%	12 8%	23 10%	12 6%	16 9%	11 9%	11 8%	9 8%	10 7%	3 5%	32 10%	14 7%

Name	Age	Sex	Household Income	Number of Children	Beers Drunk Last Week	Activities When Purchased				Favorite Brands			Job Description
						TV Sports	Bar B Que	Outdoor	Other	Bud	Coors	Other	
1 John	37	M	$41,250	2	6	Yes				Yes			Vet
2 Mabel	46	F	$62,837	6	14		Yes	Yes			Yes	Yes	Stay at home mom
3 Thelonius	62	M	$22,555	0	16				Yes		Yes	Yes	Musician
4 Buzz	42	M	$108,425	2	6	Yes	Yes	Yes		Yes	Yes	Yes	Real estate developer
5 Muffy	41	F	$128,016	1	24	Yes	Yes	Yes	Yes	Yes		Yes	Stock broker
6 Red	55	M	$167,880	8	36			Yes		Yes			Contractor
7 Griff	24	M	$66,666	0	48	Yes		Yes	Yes	Yes		Yes	Car mechanic
8 Colton	33	M	$55,000	3	12	Yes		Yes		Yes		Yes	Teacher
9 Terry	52	F	$50,000	1	0		Yes				Yes		Clerk
10 Milton	22	M	$600,000	4	4	Yes				Yes			Computer programmer
11 Roger	39	M	$400,000	2	30	Yes	Yes			Yes		Yes	Doctor
12 Richard	38	M	$16,000	2	30	Yes	Yes		Yes	Yes		Yes	Framer
13 Mary	36	F	$38,000	2	12			Yes			Yes		Aerobics Instructor
14 Ginny	44	F	$72,725	3	16		Yes		Yes	Yes		Yes	Flight instructor
15 Ferlinghetti	72	M	$38,000	1	6				Yes	Yes		Yes	Poet
		Average	$124,490		17.33	8	7	8	6	8	4	9	

Name	Age	Sex	Household Income	Number of Children	Beers Drunk Last Week	Activities When Purchased				Favorite Brands			Job Description
						TV Sports	Bar B Que	Outdoor	Other	Bud	Coors	Other	
10 Milton	22	M	$600,000	4	4	Yes				Yes			Computer programmer
11 Roger	39	M	$400,000	2	30	Yes	Yes			Yes		Yes	Doctor
6 Red	55	M	$167,880	8	36					Yes			Contractor
5 Muffy	41	F	$128,016	1	24	Yes	Yes	Yes	Yes	Yes		Yes	Stock broker
4 Buzz	42	M	$108,425	2	6	Yes	Yes	Yes	Yes	Yes		Yes	Real estate developer
14 Ginny	44	F	$72,725	3	16			Yes	Yes			Yes	Flight instructor
7 Griff	24	M	$66,666	0	48	Yes		Yes	Yes			Yes	Car mechanic
2 Mabel	46	F	$62,837	6	14		Yes	Yes			Yes	Yes	Stay at home mom
8 Colton	33	M	$55,000	3	12	Yes		Yes		Yes		Yes	Teacher
9 Terry	52	F	$50,000	1	0		Yes				Yes		Clerk
1 John	37	M	$41,250	2	6	Yes		Yes		Yes			Vet
13 Mary	36	F	$38,000	2	12			Yes			Yes		Aerobics Instructor
15 Ferlinghetti	72	M	$38,000	1	6				Yes			Yes	Poet
3 Thelonius	62	M	$22,555	0	16					Yes		Yes	Musician
12 Richard	38	M	$16,000	2	30	Yes	Yes	Yes	Yes	Yes		Yes	Framer
		Median	$62,837										

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						TV Sports	Bar B Que	Outdoor	Other	Bud	Coors	Other	
7 Griff	24	M	$66,666	0	48	Yes		Yes	Yes			Yes	Car mechanic
6 Red	55	M	$167,880	8	36	Yes		Yes	Yes	Yes		Yes	Contractor
11 Roger	39	M	$400,000	2	30	Yes	Yes	Yes		Yes		Yes	Doctor
12 Richard	38	M	$16,000	2	30	Yes	Yes	Yes	Yes	Yes		Yes	Framer
5 Muffy	41	F	$128,016	1	24	Yes	Yes	Yes	Yes	Yes		Yes	Stock broker
14 Ginny	44	F	$72,725	3	16	Yes	Yes	Yes	Yes	Yes		Yes	Flight instructor
3 Thelonius	62	M	$22,555	0	16						Yes		Musician
2 Mabel	46	F	$62,837	6	14		Yes	Yes			Yes	Yes	Stay at home mom
8 Colton	33	M	$55,000	3	12			Yes		Yes	Yes	Yes	Teacher
13 Mary	36	F	$38,000	2	12	Yes		Yes			Yes		Aerobics Instructor
4 Buzz	42	M	$108,425	2	6	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Real estate developer
1 John	37	M	$41,250	1	6	Yes		Yes	Yes	Yes		Vet
15 Ferlinghetti	72	M	$38,000	1	6		Yes		Yes			Yes	Poet
10 Milton	22	M	$600,000	4	4	Yes				Yes			Computer programmer
9 Terry	52	F	$50,000	1	0		Yes				Yes		Clerk