

Understanding Customers and Markets Through Research

Mgmt X461.1 Instructor:

Matt Disston



UCIRVINE | EXTENSION

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

Instructor: Matthew Disston, DMG Economics (714) 356-6538

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%).

ELEMENTS OF A RESEARCH PROPOSAL

1. **Summary**-- a brief statement of the major points from each of the other sections. 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.

Prjstuci
PROJECT ESTIMATION FORM

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Clerical	\$35	Project:	
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
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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	

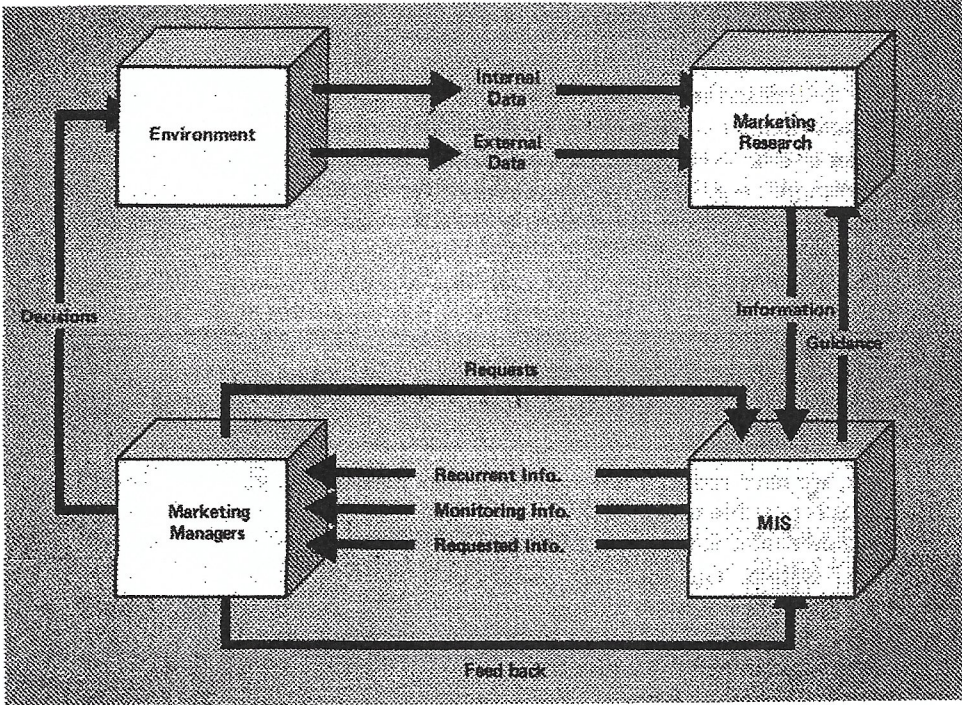
Analysis & Report Prep.

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
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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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SECTION I THE NATURE OF MARKETING RESEARCH

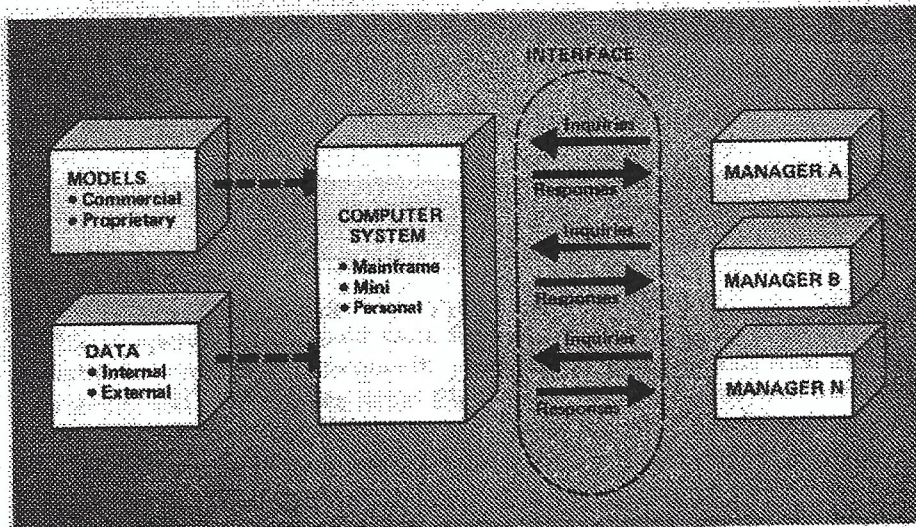


Figure 2-3 A Typical Decision Support System (DSS)

SECTION I THE NATURE OF MARKETING RESEARCH

Organizational Position	Recurrent	Monitoring	Investment
Salesperson	<ul style="list-style-type: none"> Regional economic data Regional market share Competitor prices/promotions 	<ul style="list-style-type: none"> Competitor product changes Customer acquisitions, other key changes New entrants 	<ul style="list-style-type: none"> Customer profiles Customer needs/satisfaction
Sales Manager	<ul style="list-style-type: none"> Product margins Cost per call per customer Share by salesperson 	<ul style="list-style-type: none"> Regional economic changes New competitive activities 	<ul style="list-style-type: none"> Contribution per customer Salesforce effectiveness vs. competitors
Brand Manager	<ul style="list-style-type: none"> Brand share Customer satisfaction Feature preferences 	<ul style="list-style-type: none"> Competitor activities Technology changes Government regulations 	<ul style="list-style-type: none"> Test of new formulation Price elasticity study
Advertising Manager	<ul style="list-style-type: none"> Advertising awareness Media habits of target audience 	<ul style="list-style-type: none"> Media rates Ad themes of competitors Media effectiveness studies 	<ul style="list-style-type: none"> New commercial theme test Communications impact of competitor's ad
Public Relations Manager	<ul style="list-style-type: none"> Key public attitudes toward the firm Company plans that affect the public 	<ul style="list-style-type: none"> Legislative activities Trade and popular publications 	<ul style="list-style-type: none"> Impact on buyers' attitudes of a strike by the union Impact of firms of other industries' responses to safety problems
Marketing Vice President	<ul style="list-style-type: none"> Net contribution by product line Market share by product line/market Customer satisfaction levels 	<ul style="list-style-type: none"> New competitors Developments in related markets New product launches by competitors 	<ul style="list-style-type: none"> Impact on related products of dropping one product line Price and advertising elasticities across products

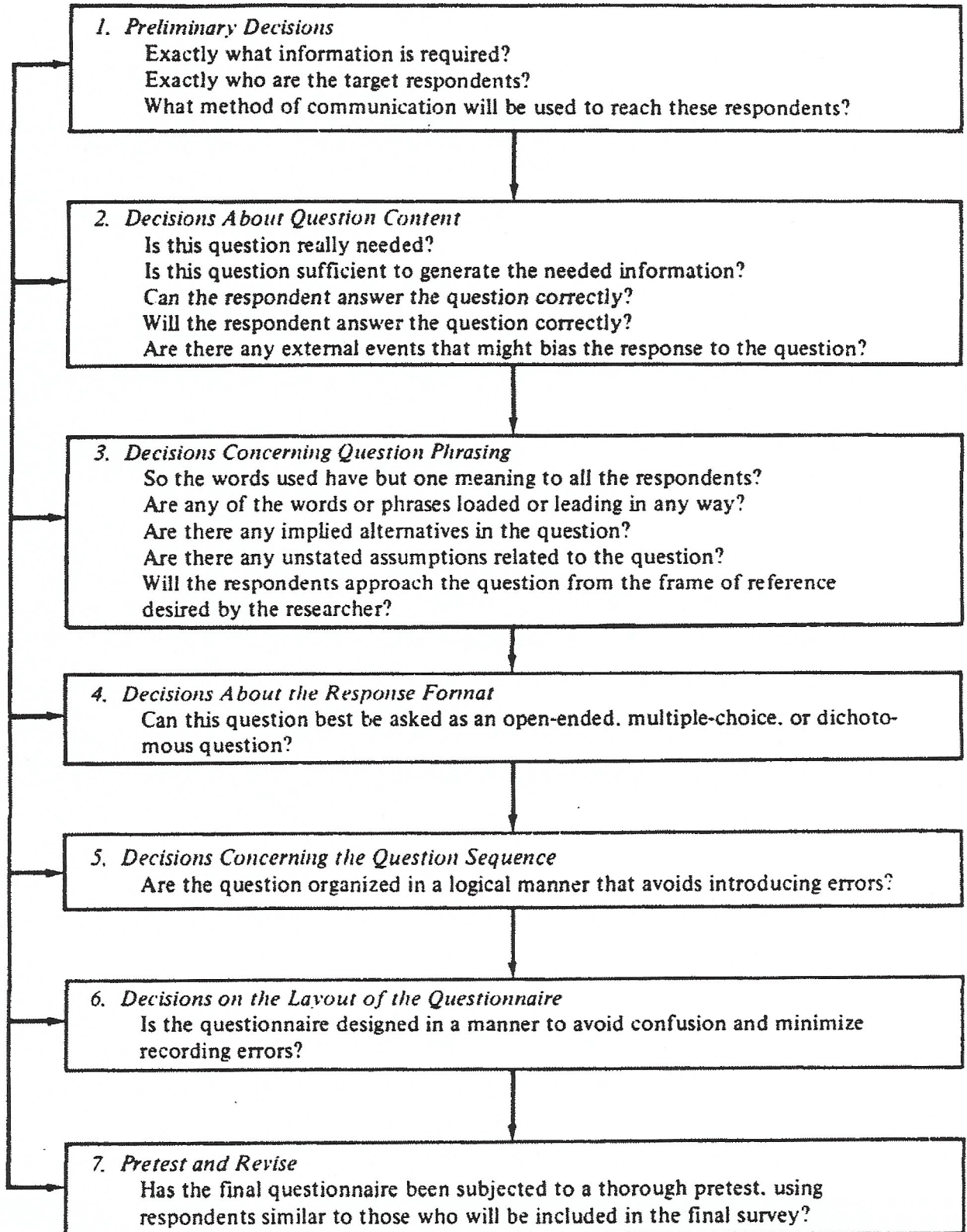
Figure 2-2 Typical Information Requirements from an MIS

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	✓	✓	✓
	✓		✓
		✓	✓
			✓

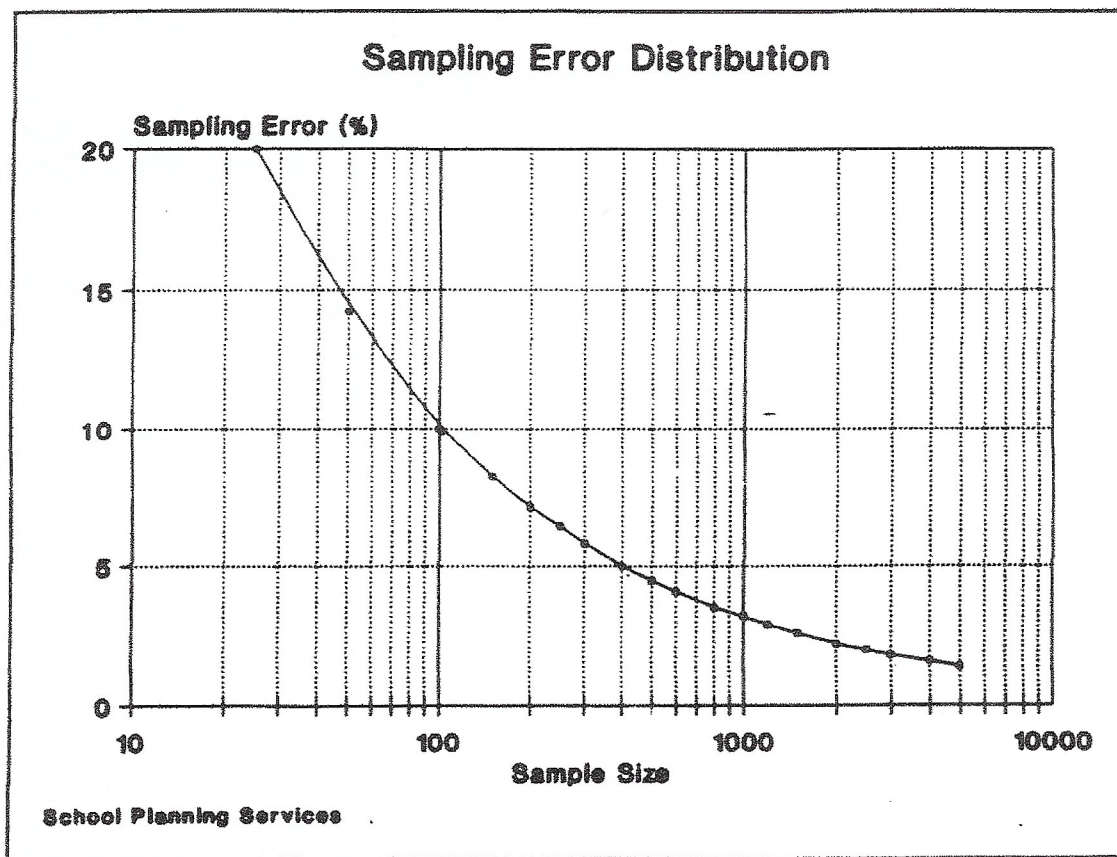
T 8-2

QUESTIONNAIRE CONSTRUCTION



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.



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	1.8	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.

VAL _____
MON _____
EDIT _____

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THE RESEARCH NETWORK LTD.
9/88

741QUEST

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

Tel. # (____) _____

Time Started _____ Time Finished _____ Minutes: _____

Interviewer _____ Date Of Interview _____

Must be one of these zip's

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)		<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>
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

X written to side

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? *if man*

- 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?

<u>FOR FEMALES</u>		<u>FOR MALES</u>	
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

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*

- 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)

<u>Shopping Mall</u>	<u>City</u>	<u>Major Stores</u>	<i>Multiplus one only</i> 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~~24~~ or 26)

South Coast Plaza	Costa Mesa	May Co, Sears, Bullocks, Nordstrom, Saks 5th Ave., I Magnin	-8	-8
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(IF RESPONDENT MENTIONS SCP MALL FOR EITHER, ASK Q ²³~~24~~ or 27)

The City	Orange	JC Penney, May Co	-9	-9
Westminster Mall	Westminster	Sears, May Co., Buffums, Robinsons	-10	-10
Other	<i>written in digital for verification and circled</i>		-11	-11

21. Approximately how many minutes does it usually take to the mall you most frequently shop at? (SEE Q. 20) *no. range* ^{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	Q. 23	Q. 24
	Laguna Hills	So. Cst Plaza	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 <i>specific and ver. broad specify as other</i>	-14	-14	-14
Less Frequently	Q. 25	Q. 26	Q. 27
	Laguna Hills	So. Cst Plaza	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 <i>specify</i>	-12	-12	-12

No.

some multiples

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 included 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 mgmnt /poor training -8
- Location not convenient -9
- Poor access -10
- Other specified and included as other -11

30. Which ONE 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

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

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

Main Place
Bullock's.....30
Nordstrom's.....31
Robinson's.....32

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

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

Mall of Orange
Broadway.....33
Penney's.....34
Sears.....35

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

Laguna Hills Mall
Broadway.....-26
Buffum's.....-27
Penney's.....-28
Sears.....-29

Huntington Center
Broadway.....36
Mervyn's.....37
Montgomery Wrd.38
Penney's.....39

Westminster Mall
Buffum's.....40
May Company....41
Robinson's.....42
Sears.....43

OTHER: (PLEASE SPECIFY)

44- (Mall)
45- (Retailer)

specify both

others verified and left as is since no coding sheet provided

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: _____

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

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

DK returned with this in 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 specified and

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 _____
- 40. Between 10 and 16 _____
- 41. Between 17 and 20 _____

none = 0 or blank

Edited to make sure

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

1. Mr. 2. Mrs. 3. Ms. 4. Miss 84G01-01

First Name Initial

ELLIOTT A

Last Name

DUSTON

Street

21985 MILL ST R D

Apt. No.

City

APARUCO CA ZIP Code 92617

PRIMARY RIDER INFORMATION

The primary rider should answer questions 2 through 19. (An adult should complete this for a child who is the primary rider.)

2. 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 100 %

4. Bike Paths 50 %

3. 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 %

4. Weather permitting, how often do you plan to ride this bicycle?

1. Everyday 4. Twice a month

2. Once a week 5. Once a month

3. Once a week 6. Less than once a month

5. Date of Purchase: 02 / 10 / 94
Month Day Year

6. Store Name: C O S T C O

HUFFY BICYCLES

11. 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

12. 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

13. What other brands did you consider before buying a HUFFY product? (check all that apply)

- 1. Schwinn
- 2. Murray
- 3. Roadmaster
- 4. Kent
- 5. Raleigh
- 6. Trek
- 7. Giant
- 8. Cannondale
- 9. Motiv
- 10. Other

14. What additional bicycle items did you purchase? (check all that apply)

- 1. Pump
- 2. Lighting
- 3. Car Carrier
- 4. Bike Bags
- 5. Helmet
- 6. Lock
- 7. Tubes
- 8. Child Carrier
- 9. Repair Kit
- 10. Other

15. Was this bicycle:

- 1. Pre-Assembled?
- 2. Assembled by Store Personnel?
- 3. Assembled by Self/User?

16. When do you intend to purchase an additional bicycle?

- 1. The Next 6 Months
- 2. 6 - 12 Months
- 3. 1 - 2 Years
- 4. 2 - 3 Years
- 5. 3 + Years
- 6. Do not intend to purchase additional bicycle

ADULT INFORMATION

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

17. Date of birth of person whose name appears above:

03 / 19 / 54
Month Year

18. Excluding yourself, what is the SEX and AGE (in years) of children and other adults living in your household?

Male	Female	Age
1. <input checked="" type="checkbox"/>	2. <input type="checkbox"/>	10 years
1. <input type="checkbox"/>	2. <input checked="" type="checkbox"/>	07 years
1. <input type="checkbox"/>	2. <input checked="" type="checkbox"/>	05 years
1. <input checked="" type="checkbox"/>	2. <input type="checkbox"/>	11 years

19. Marital Status:

Married	Divorced	Separated	Widowed	Never Married	(Single)
1. <input checked="" type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>	6. <input type="checkbox"/>

20. Occupation:

Homemaker	Professional/Technical	Upper Management/Executive	Middle Management	Sales/Marketing	Clerical or Service Worker	Tradesman/Machine Oper./Laborer	Retired	Student	Self Employed/Business Owner
1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>	6. <input type="checkbox"/>	7. <input type="checkbox"/>	8. <input type="checkbox"/>	9. <input type="checkbox"/>	10. <input type="checkbox"/>

21. Which group describes your annual family income?

- 1. Under \$15,000
- 2. \$15,000-\$19,999
- 3. \$20,000-\$24,999
- 4. \$25,000-\$29,999
- 5. \$30,000-\$34,999
- 6. \$35,000-\$39,999
- 7. \$40,000-\$44,999
- 8. \$45,000-\$49,999
- 9. \$50,000-\$59,999
- 10. \$60,000-\$74,999
- 11. \$75,000-\$99,999
- 12. \$100,000 & over

22. Education: (please check those which apply)

Some High School or Less	Completed High School	Vocational/Technical School	Some College	Completed College	Some Graduate School	Completed Graduate School
1. <input type="checkbox"/>	2. <input type="checkbox"/>	3. <input type="checkbox"/>	4. <input type="checkbox"/>	5. <input type="checkbox"/>	6. <input checked="" type="checkbox"/>	7. <input type="checkbox"/>

23. 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. <input type="checkbox"/> Bicycling Frequently | 26. <input type="checkbox"/> Bible/Devotional Reading |
| 02. <input type="checkbox"/> Golf | 27. <input type="checkbox"/> Health/Natural Foods |
| 03. <input type="checkbox"/> Physical Fitness/Exercise | 28. <input type="checkbox"/> Photography |
| 04. <input type="checkbox"/> Running/Jogging | 29. <input checked="" type="checkbox"/> Home Furnishing/Decorating |
| 05. <input type="checkbox"/> Snow Skiing Frequently | 30. <input checked="" type="checkbox"/> Attending Cultural/Arts Events |
| 06. <input type="checkbox"/> Tennis Frequently | 31. <input type="checkbox"/> Fashion Clothing |
| 07. <input type="checkbox"/> Camping/Hiking | 32. <input type="checkbox"/> Fine Art/Antiques |
| 08. <input type="checkbox"/> Fishing Frequently | 33. <input checked="" type="checkbox"/> Foreign Travel |
| 09. <input type="checkbox"/> Hunting/Shooting | 34. <input type="checkbox"/> Travel in the USA |
| 10. <input type="checkbox"/> Power Boating | 35. <input type="checkbox"/> Gourmet Cooking |
| 11. <input type="checkbox"/> Sailing | 36. <input type="checkbox"/> Wines |
| 12. <input type="checkbox"/> House Plants | 37. <input type="checkbox"/> Coin/Stamp Collecting |
| 13. <input type="checkbox"/> Grandchildren | 38. <input type="checkbox"/> Collectibles/Collections |
| 14. <input type="checkbox"/> Needlework/Knitting | 39. <input type="checkbox"/> Our Nation's Heritage |
| 15. <input type="checkbox"/> Vegetable Gardening | 40. <input type="checkbox"/> Real Estate Investments |
| 16. <input type="checkbox"/> Flower Gardening | 41. <input type="checkbox"/> Stock/Bond Investments |
| 17. <input type="checkbox"/> Sewing | 42. <input type="checkbox"/> Entering Sweepstakes |
| 18. <input checked="" type="checkbox"/> Crafts | 43. <input type="checkbox"/> Casino Gambling |
| 19. <input type="checkbox"/> Automotive Work | 44. <input type="checkbox"/> Science Fiction |
| 20. <input checked="" type="checkbox"/> Electronics | 45. <input type="checkbox"/> Wildlife/Environmental Issues |
| 21. <input type="checkbox"/> Home Workshop/Do It Yourself | 46. <input type="checkbox"/> Dieting/Weight Control |
| 22. <input type="checkbox"/> Recreational Vehicles | 47. <input checked="" type="checkbox"/> Science/New Technology |
| 23. <input type="checkbox"/> Stereo/Records/Tapes/CDs | 48. <input checked="" type="checkbox"/> Self Improvement |
| 24. <input checked="" type="checkbox"/> Buy Pre-Recorded Videos | 49. <input checked="" type="checkbox"/> Walking for Health |
| 25. <input type="checkbox"/> Avid Book Reading | 50. <input type="checkbox"/> Watching Sports on TV |

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

You Spouse

- Please check all that apply to your household:
- | | | |
|--|--|--|
| 1. <input checked="" type="checkbox"/> Regularly Purchase Items Through the Mail | 4. <input type="checkbox"/> Support Health Charities | 8. <input checked="" type="checkbox"/> Have a VCR |
| 2. <input type="checkbox"/> Military Veteran in Household | 5. <input checked="" type="checkbox"/> Subscribe to Cable TV | 9. <input checked="" type="checkbox"/> Use a Personal Computer |
| 3. <input checked="" type="checkbox"/> Member of Frequent Flyer Program | 6. <input checked="" type="checkbox"/> Have a Microwave Oven | 10. <input checked="" type="checkbox"/> Have a Dog |
| | 7. <input type="checkbox"/> Have a CD Player | 11. <input type="checkbox"/> 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 45401

Part #: 1C3272

1996 Anaheim Hills Festival Exit Survey

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
- 2 [] Less than \$50.00
- 3 [] \$50.00-\$74.99
- 4 [] \$75.00-\$99.99
- 5 [] \$100.00-\$149.99
- 6 [] \$150.00-\$199.99
- 7 [] \$200.00-\$299.99
- 8 [] \$300.00-\$399.99
- 9 [] \$400.00-\$499.99
- 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
- 2 [] Less than \$25.00
- 3 [] \$25.00 - \$49.99
- 4 [] \$50.00 - \$74.99
- 5 [] \$75.00 - \$99.99
- 6 [] \$100.00 - \$149.99
- 7 [] \$150.00 - \$199.99
- 8 [] \$200.00 - \$299.99
- 9 [] \$300.00 - \$399.99
- 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
- 2 [] O.C. Register
- 3 [] Brea Progress
- 4 [] Placentia News-Times
- 5 [] Anaheim Hills News
- 6 [] Yorba Linda Star (33)
- 7 [] Corona/Norco Independent
- 8 [] Other _____

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

- 1 [] USA
- 2 [] Lifetime
- 3 [] TNT - Turner
- 4 [] ESPN - Sports Channel
- 5 [] CNN - Cable News Network
- 6 [] VH-1 - Video Music (34)
- 7 [] MTV - Music Television
- 8 [] Discovery Channel
- 9 [] Do not watch any of these
- 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, similar to this center, have you shopped at or visited in the past two months? (Do not read list. Accept multiple responses.)

	<u>Center Name</u>	<u>Significant Stores</u>	
(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		

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

(38-40)

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 Warehouse
- 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 like least about Anaheim Hills Festival?
(Do not read list. Record multiple responses. Probe.)

(41-43)

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.)

(77) 25

- 1 [] Under \$15,000
- 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: _____

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:

- To answer the question of significance, compare the Total to Over 65. First, find the average of the bases:
 $500 + 150 \div 2 = 325$
- Find the Average of the Reported Percentages:
 $70\% + 50\% \div 2 = 60\%$
- Look at the Significance Table. Follow the 60% column down to 300 in the N column. The table shows 8%.
- Return to the Sample Table. The difference between the Total Responses and the Over 65 is 20%.
 $70\% - 50\% = 20\%$
- Subtract the Significance Table value from the Sample Table calculation above. If the answer (difference) is greater than 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.

Baywood Focus Group

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)

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
- Air Quality.....-2
- Arts and culture.....-3
- CC&R's.....-4
- Child care.....-5
- Cost of Living High.....-6
- Crime and personal safety.....-7
- Drug and alcohol abuse.....-8
- Education.....-9
- Employment.....60-1
- Environmental concerns.....-2
- Growth Management Poor.....-3
- Housing growth.....-4
- Medical services.....-5
- New Growth Taxes, Assessments...-6
- Open Space Preservation.....-7
- Parks, Bike, Jog Trails.....-8
- Population growth.....-9
- Quality of Life (get more specifics).....61-1
- Recreation/sports facilities...-2
- Retail, Grocery stores.....-3
- Road improvements.....-4
- Rural Atmosphere Loss.....-5
- Seniors services.....-6
- Traffic Congestion.....-7
- Traffic commute time.....-8
- Water.....-9
- Gangs.....-0
- Poor growth management.....62-1
- None.....-2
- Other (specify): _____ 63-

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

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

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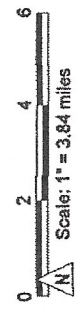
San Fernando Trade Area

Stoffel DMG



Legend

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



Map produced with Scan/US

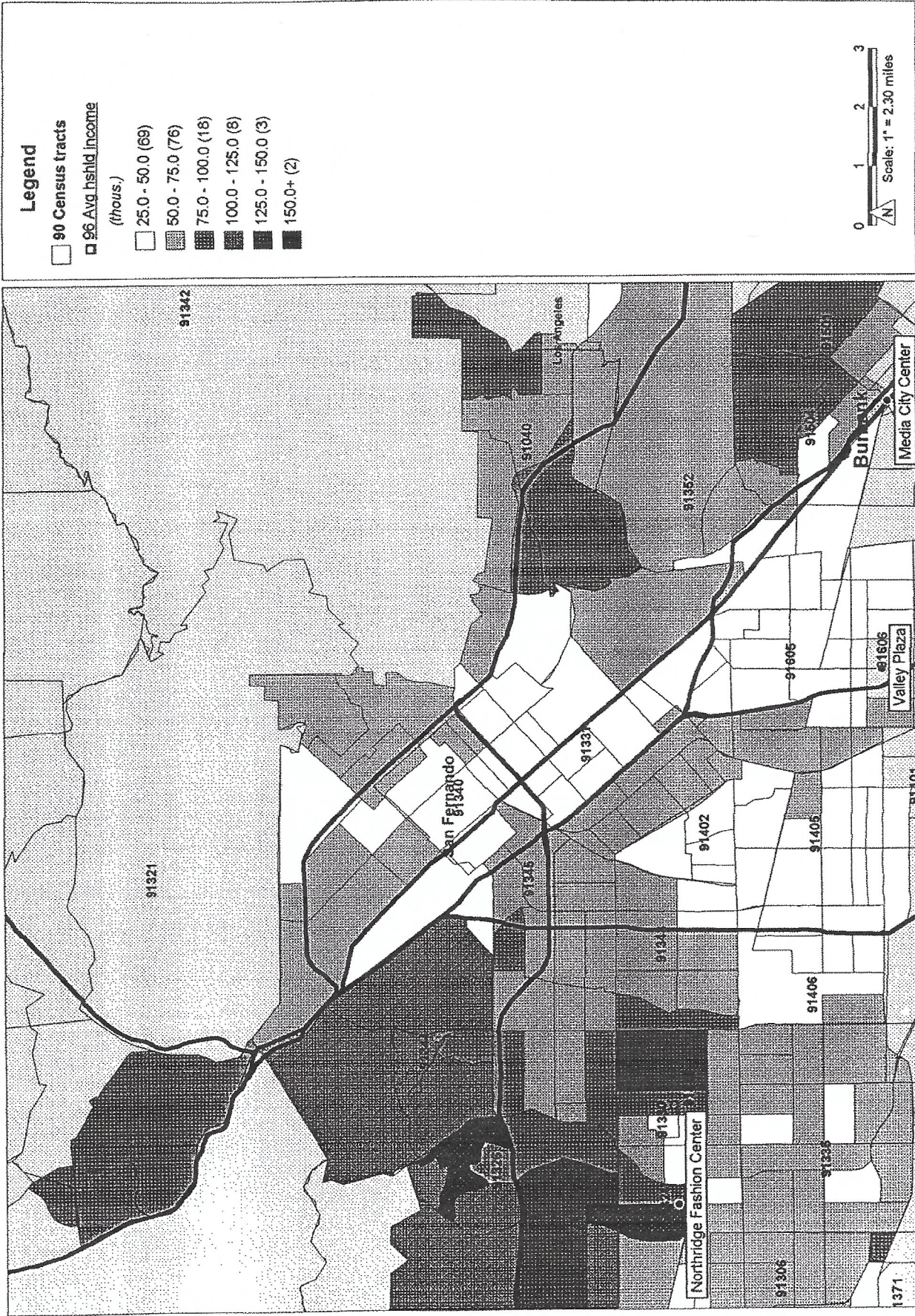
03/04/97

Source: GSA; DMG Economics, 2/97

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San Fernando Trade Area - Income

Stoffel DMG



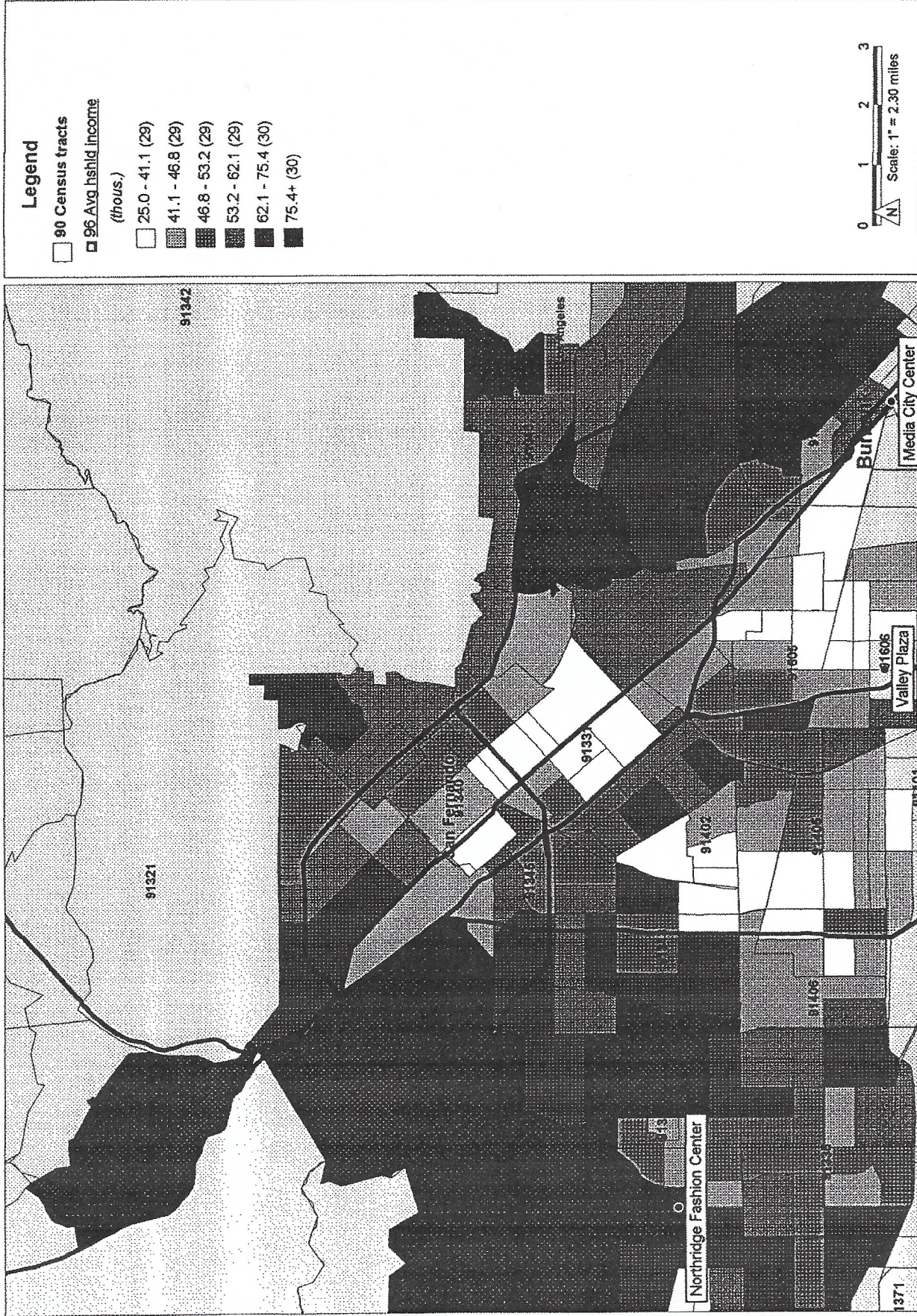
03/04/97

Source: GSA; DMG Economics, 2/97

San Fernando Trade Area - Income

Stoffel DMG

Map produced with Scan/US



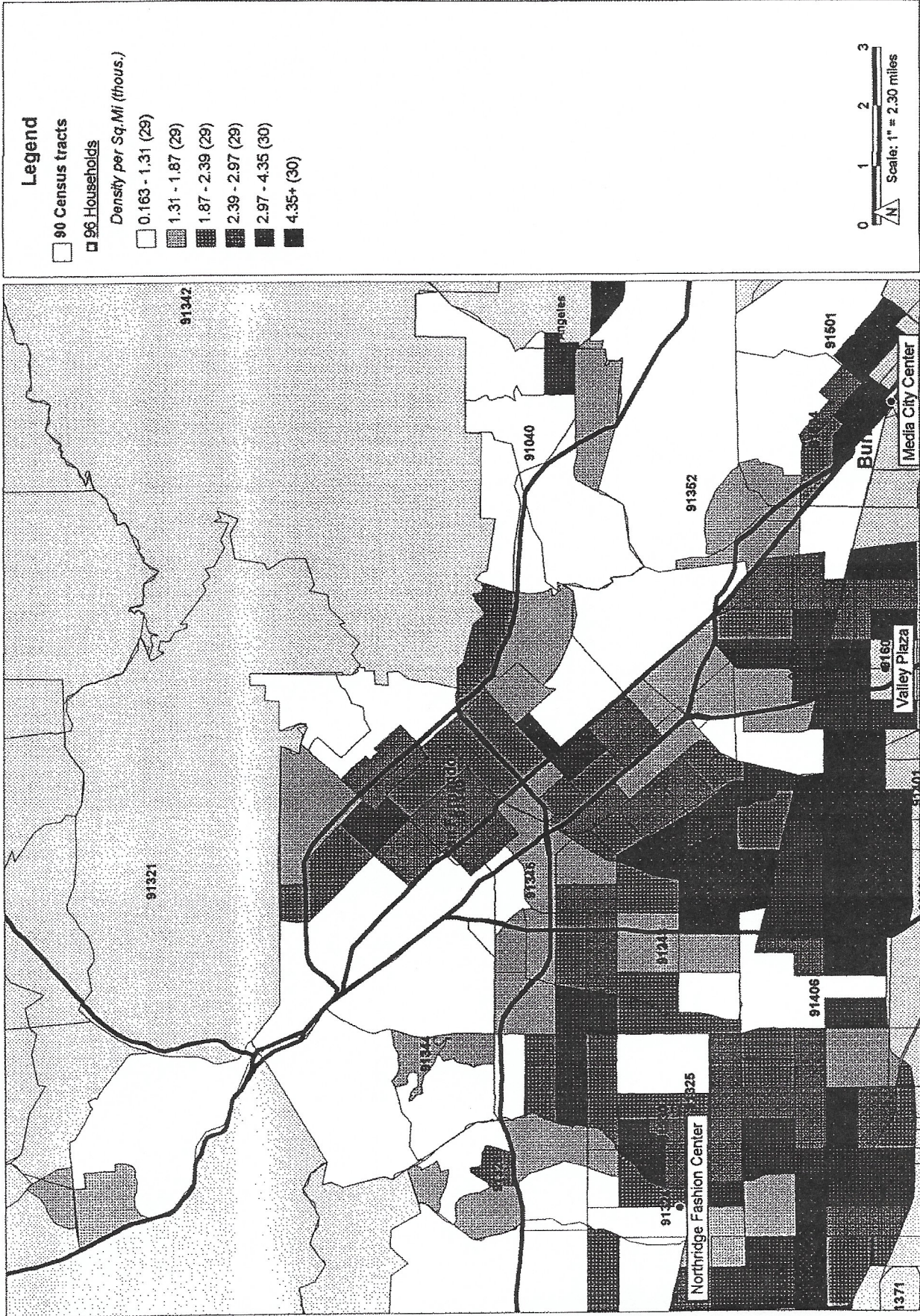
03/04/97

Source: GSA; DMG Economics, 2/97

San Fernando Trade Area - Households

Stoffel DMG

Map produced with Scan/US



03/04/97

Source: GSA; DMG Economics, 2/97

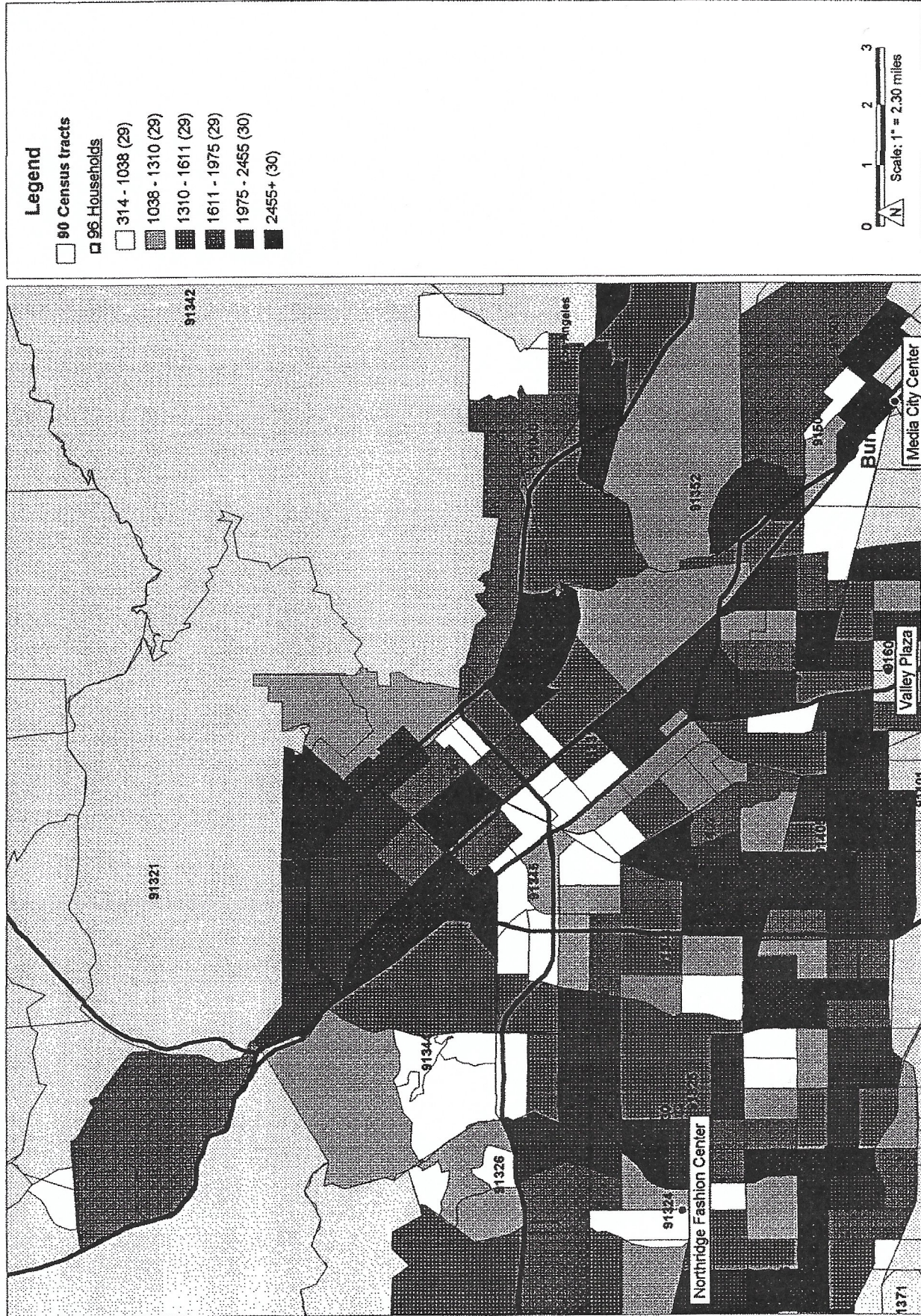
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San Fernando Trade Area - Households

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Source: GSA; DMG Economics, 2/97

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	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%
45-49 years	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%
45-49 years	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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	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%
45-49 years	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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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	

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	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 wrks	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						
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

Item	Complete reporting of income	Less than, \$5,000 to \$70,000 and over									
		\$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											
Food	36,279	19,017	14,896	19,390	23,773	27,427	34,160	42,655	49,980	70,709	
Food at Home	4,869	3,021	2,689	3,182	3,830	4,230	4,810	5,652	6,568	7,379	
Cereals and bakery products	3,014	2,023	1,988	2,156	2,805	2,801	2,910	3,610	3,818	3,848	
Cereals and cereal products	464	262	296	326	436	425	446	562	597	605	
Bakery Products	183	109	120	135	179	180	184	229	210	222	
	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

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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	
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 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							

Item	Complete reporting of income	Less than \$5,000		\$5,000 to \$10,000		\$10,000 to \$15,000		\$15,000 to \$20,000		\$20,000 to \$30,000		\$30,000 to \$40,000		\$40,000 to \$50,000		\$50,000 to \$70,000		\$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									

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 taxes ^{1/}	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 rental 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

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

Note that all values have been rounded, and therefore 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.

DEMAND FOR ALL TYPES OF RETAIL DEVELOPMENT

Inputs:		Capture Rates:		Type	This	Agg.	Net Support- able S.F.:
Population	187,275	Apparel:	100%	Cntr.	Loc.	Cap.	
Population/Household	2.8	General Merchandise	100%	100%	100%	100%	
Households	66,884	Specialty Stores:	100%	100%	100%	100%	
Household Income	\$50,771	Food/Drug Stores:	100%	100%	100%	100%	
Employment	35,000	Eating & Drinking :	100%	100%	100%	100%	
Output:	(\$000)	Household Furn:	100%	100%	100%	100%	
Aggregate Income	\$3,395,763,938	Bldg. Matr./Farm:	100%	100%	100%	100%	
Purchasing Power [1]	\$1,184,442,461	Automotive Group:	100%	100%	100%	100%	
	% On Rtl.	Bus. & Prsnl. Svcs.	100%	100%	100%	100%	
	34.9%						
Retail Support		Capturable		Existing		Net	
Retail Type :	Res. Demand:	Emp. Demand:	Total Demand:	Rtl. Sales:	Demand:	\$/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.