

- 34. How many grocery stores does the chief food buyer of your household shop on a regular basis?**
- Only one store 1 Four stores 4
 Two stores 2 More than four 5
 Three stores 3

- 35. Have you or any member of your household purchased any item at any of the following stores in the last month? (check all that apply)**
- BiMart 1 L & L Market 6
 Bon Marche 2 Lamonts 7
 Fred Meyer 3 Montgomery Wards 8
 Hirons 4 Sears 9
 J.C. Penney Co 5 Target 10

- 36. Do you take advantage of University of Oregon discounts/coupons?**
- Yes 1 No 2

- 37. Which of the following is your primary financial institution? (check one only)**
- Ben Franklin 1 U.S. Bank 5
 First Interstate Bank 2 Willamette Savings 6
 Selco Credit Union 3 Other 7
 U-Lane-O 4

- 38. If you plan to borrow, which of the following will you need to borrow money for in the next 12 months? (check all that apply)**
- Business loan 1 Purchase home 6
 Carpeting/furniture 2 Real estate (other than personal home) 7
 College expenses 3 Vacation 8
 Debt consolidation 4 New vehicle 9
 Home remodeling 5 Recreation equipment 10

- 39. Which of the following products or services do you need for your car at the present time? (check all that apply)**
- Alignment 1 Shocks 8
 Battery 2 Tires 9
 Body work 3 Transmission 10
 Brake replace/adjust 4 Tune-up 11
 Muffler 5 Upholstery repair 12
 Oil change/lube 6 Wheels 13
 Painting 7

- 40. Please indicate which of the following medical services you or someone in your household have needed in the last year: (please check all that apply)**
- Allergy 1 Geriatrics 8
 Cardiovascular 2 Internal medicine 9
 Dental 3 OB/Gyn 10
 Dermatology 4 Pediatrics 11
 Ear, Nose & Throat 5 Psychology/Psychiatry 12
 Eye care 6 Sports medicine 13
 Family practice 7 Surgery 14

- 41. Which of the following services or products do you currently need or plan to purchase for your home? (check all that apply)**
- Building materials 1 Painting 11
 Carpeting/floor cover 2 Pest control 12
 Deck 3 Plumbing repair 13
 Decorating 4 Purchase or repair air conditioning 14
 Electrical repair 5 Roof repair 15
 Fencing 6 Screen porch 16
 Furniture 7 Wallpaper 17
 Heating repair 8 Window coverings 18
 Hot tub/spa 9 Cable television 19
 Landscaping service 10

- 42. Do you plan to remodel or repair your home in the next 12 months? (check all that apply)**
- Repair home 1 No repair or remodel 3
 Remodel home 2 Don't own a home 4

- 43. Which of the following lawn and garden products or services do you plan to buy in the next 6 months? (check all that apply)**
- Bark dust 1 Lawn seed 6
 Bedding flowers 2 Lawnmower 7
 Garden tools 3 Rototiller 8
 Gravel 4 Shrubbery 9
 Landscaping 5

44. Approximately, how much does your household spend on groceries in an average week?

Groceries \$ _____ average week

- 45. Approximately, how much does your household spend on the following products or services in an average month?**
- Restaurant dining (not fast food restaurant) \$ _____ average month
 Fast food dining \$ _____ average month
 Movie tickets \$ _____ average month
 Video movie rental \$ _____ average month
 Barber shop/beauty salon \$ _____ average month
 Books (not textbooks) \$ _____ average month
 Snacks/alcoholic beverages \$ _____ average month

- 46. Approximately, how much does your household spend on the following products or services in an average year?**
- Women's clothing \$ _____ average year
 Men's clothing \$ _____ average year
 Children's clothing \$ _____ average year
 Shoes \$ _____ average year
 Medical services \$ _____ average year
 Live entertainment/concerts \$ _____ average year
 Auto repairs/parts \$ _____ average year

- 47. Approximately how much will you spend on the following products or services in the next 12 months?**
- Car repair services \$ _____
 Home furnishings \$ _____
 Vacations/long weekends \$ _____
 College tuition/expenses \$ _____

48. Approximately what percentage of your necessity item shopping dollars do you spend outside of the campus area (over a mile from campus)?

% spent away from campus %

COMPETITION/MEDIA

- 49. Does your household subscribe to the Register-Guard?**
- Yes 1 No 2

- 50. If you do not subscribe, why not? (check all that apply)**
- Buy at newsstand 1 Not interested in local news 6
 Too expensive 2 Subscribed before, stopped 7
 No time to read 3 poor delivery 8
 Subscribe to/read other paper 4 Get free paper with ads 9
 Get news from TV or radio 5 Other 10

- 51. Which of these local publications do you regularly read (read 3 out of the 4 last issues)? (check all that apply)**
- Oregon Daily Emerald 1 Springfield News 3
 Register Guard 2 What's Happening 4

- 52. Which of the following sources do you rely on most for information to help you make shopping decisions? (check up to 3)**
- Direct mail 1 Radio 6
 Flyers 2 Yellow pages 7
 Newspapers 3 Free shoppers 8
 Catalogs 4 Television 9
 Magazines 5 Other 10

- 53. Which of the following sources do you rely on most for local news? (check one only)**
- Oregon Daily Emerald 1 Radio 4
 Eugene Register-Guard 2 Television (non-cable) 5
 Cable television 3

- 54. Which of the following yellow page directories do you use? (check all that apply)**
- Student/University Directory 1 Pacific NW Bell/ATT 3
 Women's Yellow Pages 2

- 55. How frequently to you refer to the yellow pages?**
- Daily 1 Monthly 5
 Couple times a week 2 Couple times a year 6
 Weekly 3 Never 7
 Couple times a month 4

- 56. Which of the following radio stations did you listen to in the last week? (check all that apply)**
- KZEL 1 KWAX 6
 KUGN 2 KLCX 7
 KSND 3 KRVM 8
 KLCC 4 Other 9
 KMGE 5

- 57. Do you read advertising material that comes in the mail?**
- Yes, always 1 Seldom 3
 Yes, sometimes 2 Never 4

- 58. Do you subscribe to cable TV?**
- Yes 1 No 2