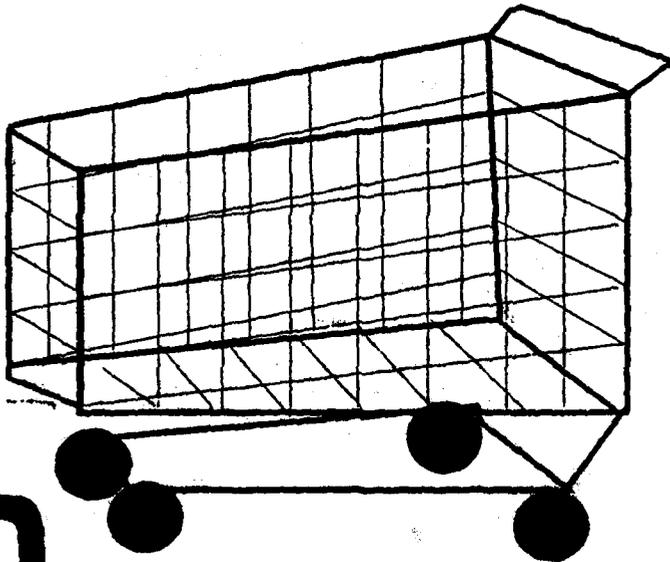


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SHOPPING SURVEY
of the
MILITARY CONSUMER
at
WHITEMAN AIR FORCE BASE

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Conducted by the Staff
of the
Whiteman Area Steering Council

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Robert E. Pulliam
William R. Dudte
Mary Beth Schroeder

February 21, 1991

REPORT DOCUMENTATION PAGE

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SHOPPING SURVEY
of the
MILITARY CONSUMER
at
WHITEMAN AIR FORCE BASE

February 21, 1991



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This survey was prepared by staff of the Whiteman Area Steering Council with financial support provided by the Office of Economic Adjustment, Department of Defense. The content reflects the views of the Whiteman Area Steering Council and does not necessarily reflect the views of the Office of Economic Adjustment.

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ACKNOWLEDGEMENTS

This survey was carried out with assistance from the Small Business Development Center, Central Missouri State University (CMSU), Randee J. Brady, Coordinator of Small Business Development; and with the cooperation and assistance of the United States Air Force, Whiteman Air Force Base (AFB), Colonel Ron Anthony, 351 CSG/CC.

BACKGROUND

The Whiteman AFB military community, made up of active duty and retired military personnel and their dependents, constitutes a highly significant retail spending force within the region. The size of the Whiteman military community is estimated at 16,000 individuals within a 40-mile radius of the base (source: Whiteman AFB Hospital records).

To better understand the desires and needs of consumers, surveys are taken so that the results can be studied and analyzed, and adjustments made to fulfill consumer desires and needs within the capacities of the businesses.

To assist businesses within the Whiteman AFB area and to assist the base leadership in better understanding the needs of their personnel, a study of the shopping habits and opinions of active duty and retired military persons was carried out by the Whiteman Area Steering Council (WASC). The study was conducted by the WASC staff in coordination with the Small Business Development Center.

OBJECTIVES

This study was specifically designed to answer the following questions:

1. What are the demographic characteristics of the military consuming community?
2. What products/services are purchased on-base?
3. What products/services are purchased off-base?
4. When products/services are purchased off-base, what is purchased where?
5. What are the perceived reasons for shopping on- and off-base?
6. What days and hours are most convenient for shopping by the military consumer?

METHODOLOGY

In November and December 1990, a questionnaire was developed with the assistance of the Small Business Development Center, CMSU, Warrensburg, Missouri. The survey was distributed or mailed to 520 persons. Of this total, 400 questionnaires were distributed to active duty military persons assigned to Whiteman AFB, Missouri, and returned through the base mail distribution center. An additional 120 questionnaires were mailed to retired persons living within six ZIP codes in the Whiteman AFB area. All questionnaires stressed the anonymous nature of the survey. Included with the questionnaire and cover letters for retired persons was a postage-paid envelope addressed to the WASC for the respondents' convenience.

The mix of active duty and retired personnel helped to create an even-age mixture similar to a civilian population.

Each questionnaire contained two cover letters. The first letter (see Attachment C) was from the Base Commander of Whiteman AFB. The second letter was from the WASC Executive Director, and was in two forms, the first sent to active duty military personnel (see Attachment A) and the second to retired personnel (see Attachment B). Each cover letter stressed the importance of completing the questionnaire and returning it, and thanked them for providing the information.

The returned questionnaires were then tabulated by the WASC staff using a computer spreadsheet program; written comments were recorded using a computer word processing program. The final report was completed using a computer desktop publishing program.

QUESTIONNAIRE DEVELOPMENT

The preliminary questionnaire was closely patterned after the Knob Noster, Sedalia and Warrensburg Outshopping Studies completed in 1989 and 1990 by the Small Business Development Center, CMSU. Since commercial-like establishments exist on-base and are mainly available only to active duty and retired personnel, the questions were altered to reflect the desired information for both on- and off-base shopping habits.

To insure a representative sampling of respondents, careful consideration was taken in targeting the sampling. Active duty personnel surveyed were based on the total personnel assigned to Whiteman AFB and divided into four categories: Officers, senior non-commissioned officers, non-commissioned officers, and airmen. The distribution to these personnel was one survey per eight persons in each category. The respondents for retired personnel surveyed were based on the mailing lists of six selected ZIP codes; in addition, the mailing lists made it possible to separate retired personnel into three categories: Officers, senior non-commissioned officers, and non-commissioned officers. The distribution to these personnel was one survey per six persons.

LIMITATIONS

Four questions created problems for the respondents and resulted in less than satisfactory answers. They were:

1. Question #14: The lack of clarity in this question resulted in many improper answers. The respondents tended to rate all cities either 1, 2, or 3, whereas the desired result was to rate only their top three choices. Also, many respondents only listed their first choice.
2. Question #16: This question, similar in nature to #14, suffered from the same lack of clarity and resulted in improper answers.
3. Question #17: This question shared the clarity problems of questions #14 and #16.
4. Question #18: All categories were not completed for both on-base and off-base, since in many cases they were not appropriate to the respondent's situation, *e.g.*, single men do not often buy children's clothes. The high no response in the alcoholic beverages category can be attributed to a large negative response toward the purchase of alcoholic beverages.

NOTE: Due to rounding in the survey attachments, some percentages were adjusted up or down to total 100%. No adjustment was greater than 0.2% in any result. No adjustment was made to the actual number of responses to any question.

RESPONSE

Of the 520 questionnaires distributed, 396 completed questionnaires were received, representing a 76.2% response rate. Of the completed questionnaires received, 122 or 30.8% contained written comments. The following is a breakdown of the 520 questionnaires sent and received:

| | NUMBER SENT | NUMBER RETURNED | PERCENT-AGE | SURVEYS WITH COMMENTS | PERCENT-AGE |
|-----------------------------|-------------|-----------------|--------------|-----------------------|--------------|
| Active Duty | | | | | |
| ON-base | 168 | 116 | 69.0% | 35 | 30.2% |
| OFF-base | 232 | 188 | 81.0% | 57 | 30.3% |
| Retired | | | | | |
| Knob Noster Area | 50 | 38 | 76.0% | 14 | 36.8% |
| Other than Knob Noster Area | 70 | 54 | 77.1% | 16 | 29.6% |
| TOTAL | 520 | 396 | 76.2% | 122 | 30.8% |

FINDINGS

The attachments containing the respondents' answers are divided into five separate sets of data. They are:

1. Attachment D: Summary of all responses
2. Attachment E: Summary of active duty military living on-base
3. Attachment F: Summary of active duty military living off-base
4. Attachment G: Summary of retired military living in Knob Noster area
5. Attachment H: Summary of retired military living in other than the Knob Noster area

The following findings present a summary of all respondents. For further information about specific sub-populations, consult Attachments E through H.

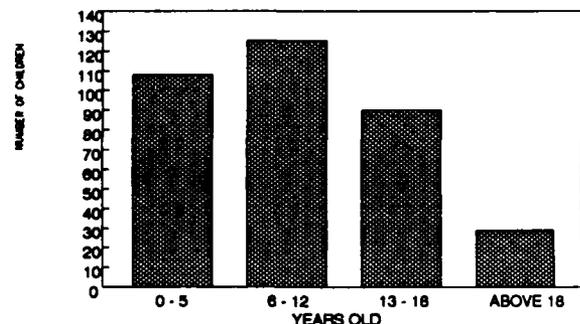
IDENTIFICATION

The first ten questions of the shopper's survey were used to identify the respondents to the survey.

The identification of the 396 respondents to the shoppers' survey reveals that 84.6% are male and 15.4% female. Of this group 69.7% are married and 30.3% single. Of the 276 married respondents, 41.8% of their spouses work full-time, 29.5% of their spouses work part-time, and 28.7% of the spouses do not work at all. One respondent did not answer the question.

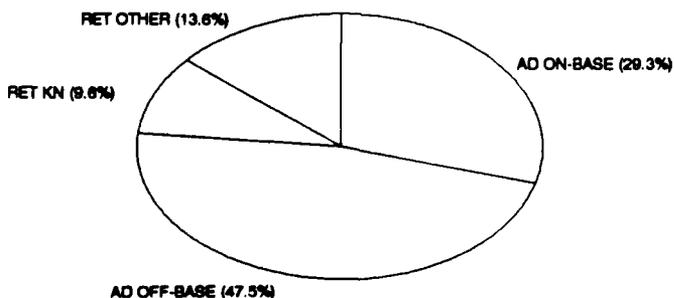
Respondents indicated that 50.3% of the households are without children and 49.7% include children. The 197 households with 352 children (average of 1.8 per household) can be divided into four age categories: (1) birth to 5 years of age - 108 children, (2) age 6 to 12 - 125 children, (3) age 13 to 18 - 90 children, and (4) age 19 and above - 29 children.

AGE DISTRIBUTION OF CHILDREN



STATUS OF RESPONDENTS

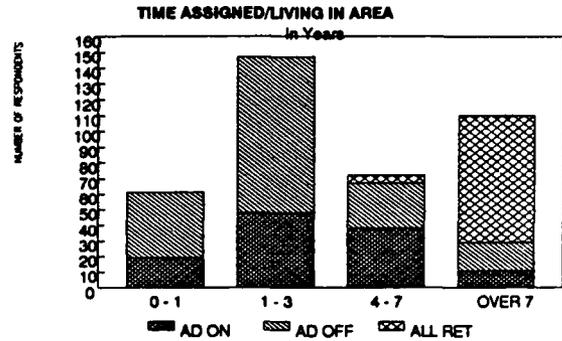
AD = Active Duty



Of the 396 respondents, 29.3% are active duty military personnel living on-base, 47.5% are active duty personnel living off-base, 9.6% are retired military personnel living in the Knob Noster area (mailing address was a 65336 zip code), and 13.6% are retired military personnel living outside the Knob Noster area but within 50 miles of Whiteman AFB. Of the 396 respondents, 116 live on base. The driving

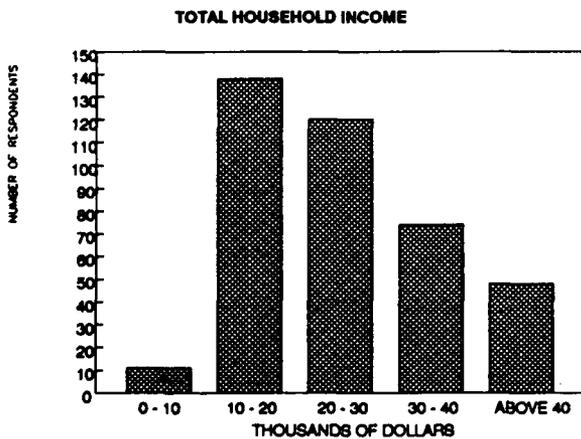
distance from Whiteman AFB for the remaining 280 respondents was divided into six categories: (1) 50% live within 10 miles, (2) 32% live from 10 to 20 miles, (3) 7.2% live 20 to 30 miles, (4) 3.6% live 30 to 40 miles, (5) 7.2% live a distance greater than 40 miles, and (6) 2 persons did not answer the question. Therefore 255 or 72.4% of all the respondents either live on-base or within 10 miles of the base.

Question #6 was used to determine the time assigned to Whiteman AFB by active duty military personnel and the time lived in the area by retired military personnel. Those respondents assigned/living less than one year: 61, one to three years: 147, four to seven years: 72, over seven years: 110, and 6 of the respondents did not answer this question.



The respondents were divided into seven age groups: 14.9% are 17 to 23 years old, 30.1% are 24 to 29 years old, 25.5% are 30 to 39 years old, 12.6% are 40 to 49 years old, 6.6% are 50 to 59 years old, 9.8% are 60 or older, and 0.5% did not answer this question. Therefore 279 or 70.5% of all the respondents are under the age of 40.

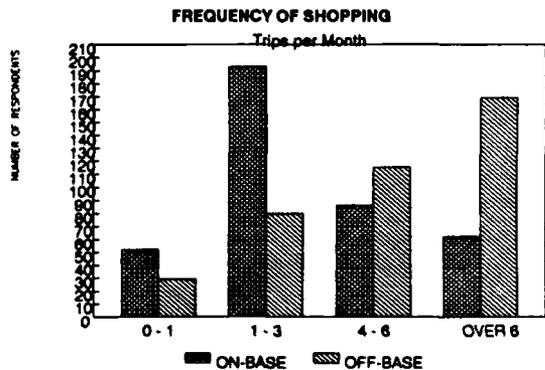
The level of education obtained by the respondents is: 26.8% have a high school (or GED equivalent) level, 40.4% have some college education but less than two years, 10.4% have a two-year college degree, 13.4% have a four-year college degree, 8.5% have a college graduate degree, and 0.5% did not answer this question. It should be noted that no respondent had less than a high school (GED) education.



The total household income for the past year for all respondents was: 11 make less than \$10,000, 138 make between \$10,000 and \$19,999, 120 make between \$20,000 and \$29,999, 74 make between \$30,000 and \$39,999, 48 make \$40,000 and above, and 5 did not answer this question. Therefore 258 or 65.1% of the respondents are making between \$10,000 and \$29,999 total household income per year. The 258 respondents in the \$10,000 to \$29,999 category can be further divided into 221 (85.7%) active duty military and 37 (14.3%) retired military.

ON-BASE SHOPPING

The frequency of on-base shopping was: 13.1% shop less than once per month, 48.7% shop from one to three times per month, 21.7% shop from four to six times per month, 15.7% shop more than six times per month, and 0.8% did not respond to the question. Even though 255 respondents either live on-base or within 10 miles of the base, the shopping frequency shows that almost half (48.7%) of all the respondents



shop less than once per week on-base.

Base shopping facilities were rated in seven areas by the respondents. Their ratings range from very good to very poor. The first area rated was competitive prices, 52.5% of the respondents rate prices as good or very good, 44.7% rate them fair and below, with 2.8% not answering the question. In the area of adequate parking, 53.8% rate parking as very good to good, whereas 44.7% rate parking as fair and below, and 1.5% failed to respond. NOTE: During the survey period, a major parking area located between the Commissary and Base Exchange was not available for use due to construction at the Commissary. The product/service selection category received only a 28.3% very good to good rating and 69.2% in the fair and below ratings; 2.5% did not answer the question. The lack of product selection and service received one of the highest number of written comments. Convenience of locations received 70.4% in the very good to good rating, 26.8% in the fair and below ratings, and 2.8% failed to respond. Convenience of hours received 52.9% in the very good to good rating, 45.1% in the fair and below ratings, and 2% did not answer the question. Financing/terms of payment received 49.4% in the very good to good rating, 40.2% in the fair and below rating, and 10.4% failed to respond. The use of credit cards resulted in 72.2% in the very good to good rating, 15.2% in the fair and below rating, and 12.6% did not answer the question.

Question #19 asked what time/day was most convenient for them to shop on-base. It was divided into three time blocks covering the seven days of the week, for a total of 21 time/day blocks. Eight time/day blocks stood out as most convenient for shopping. They were: Monday through Friday 4 pm to 9 pm (five blocks), Saturday 9 am to 4 pm (two blocks), and Sunday 1 pm to 4 pm (one block). The response to these eight time/day blocks was on the average three times greater than the other 13 time/day blocks.

OFF-BASE SHOPPING

The frequency of shopping off-base was: 7.3% shop less than once per month, 20.2% shop from one to three times per month, 29% shop from four to six times per month, 42.7% shop more than six times per month, and 0.8% did not respond to the question. Whereas almost half (48.7%) of all respondents shop on-base less than once per week, we find that 71.7% of the respondents shop once or more per week off-base. NOTE: See Frequency of Shopping graph for comparison.

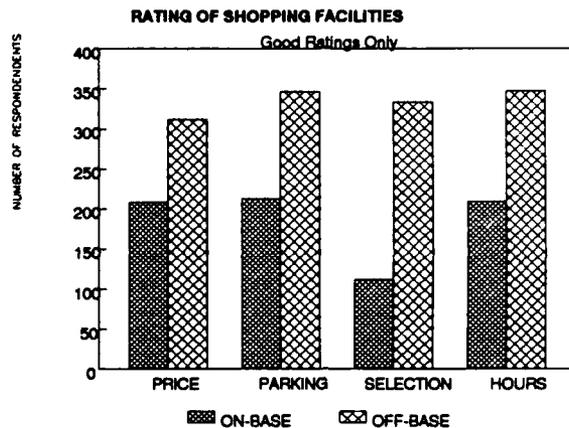
In trying to ascertain which communities were the most favored shopping alternatives for the military consumer, the following communities were listed in the questionnaire: Columbia, Kansas City, Knob Noster, Sedalia, and Warrensburg. Respondents were also invited to list other choices and to specify them. More cities were not listed due to the desire to keep the alternatives to a reasonable number and to keep the number of improper answers to a minimum. Kansas City and Columbia were included as "regional" shopping alternatives.

When asked where (what city) they shopped most frequently off-base, the first choice was Warrensburg which received 60.1%. The second choice was not as conclusive: Kansas City received 30.3% and Sedalia 23.5%. The third choice confirmed Sedalia and Kansas City as strong shopping alternatives with Sedalia receiving 27% and Kansas City 23.7%. The third choice also had 27.3% improper answers. Other communities receiving mention include: Belton, Blue Springs, Clinton, Concordia, Higginsville, Jefferson City, Laurie, Marshall, Nevada, Odessa,

Springfield, Windsor, and some cities out-of-state. NOTE: See Limitations concerning the second and third choice for question #14.

Off-base shopping facilities in the city where the respondent shopped were rated in seven areas. Their ratings ranged from very good to very poor. The first area rated was competitive prices, 78.7% of the respondents rate prices as good or very good, 21% rate them from fair down, with 0.3% not answering the question. In the area of adequate parking, they rate parking 87.4% in the very good to good category, whereas 12.1% rated parking as fair and below and 0.5% failed to respond. The product/service selection category received 84.1% in the very good to good rating, 13.4% in the fair and below ratings and 0.5% did not answer the question. Convenience of locations received 71.6% in the very good to good rating, 27.4% in the fair and below ratings and 1% failed to respond. Convenience of hours received 87.6% in the very good to good rating, 12.1% in the fair and below ratings, and 0.3% did not answer the question. The area of financing/terms of payment received 60.9% in the very good to good rating, 29.3% in the fair and below rating, and 9.8% failed to respond. The use of credit cards resulted in 81.6% in the very good to good rating, 8.3% in the fair and below rating, and 10.1% did not answer the question.

Each of the seven areas rated was higher in the off-base communities compared to on-base facilities. The four major areas where there were significant differences in the very good to good categories favoring off-base shopping were: (1) 26.3% higher rating in competitive price, (2) 33.6% higher rating in adequate parking, (3) 55.8% higher rating in product/service selection, and (4) 34.7% higher rating in convenience of hours. In setting out these distinctions, it must be remembered that off-base facilities will always be larger and more extensive than on-base facilities.



When asked where (what city) they spend the most money off-base (question #16), the first choice was Warrensburg which received 50.3%. In the second choice, Kansas City received 32.5%, Sedalia 19.7% and Warrensburg 18.7%. In third choice answers, Sedalia received 29.8%, Kansas City 16.9% and Knob Noster 14.4%. The third choice also had 26% improper answers. Other cities mentioned include Belton, Blue Springs, Booneville, Clinton, Concordia, Higginsville, Jefferson City, Laurie, Nevada, Odessa, Springfield, and some cities out-of-state. Comparing the answers from question #14 (where do you shop most frequently off-base) and question #18 (where do you spend the most money) is instructive. Even though the responses to question #16 bear some similarity to the answers to question #14, there is clear evidence that there are significant choices being made for high dollar purchases. Further distinctions can be made by studying the responses to question #18, which asks respondents to list where they make purchases for specific items/services. NOTE: See Limitations concerning the second and third choice for question #16.

In question #17, the respondents were asked to rank the three main reasons why they shop off-base. They were given eleven possible answers plus an "other" category in which they were to briefly list that reason. The first choice was non-availability of products/services on-base which received 26.9%. Second choice was divided between wider product selection at 18% and non-

availability of products/services on-base at 17.6%. The third choice was wider product selection at 17.5%. A second look at the results of this question provides greater clarity. By looking at each of the eleven possible answers and what percentage of total responses they received, we find that non-availability of products/services on-base received a total of 54.6% of all responses, wider product selection received a total of 49.3% of all responses, and low prices received a total of 33.4% of all responses. From the results of question #17 (main reasons the respondent shops off-base), we find the respondents showing a strong tendency to shop off-base because of the non-availability of products/services on-base, a desire for wider product selection, and the mobility of the military consumer. NOTE: See Limitations concerning this question.

In question #18, the respondents were asked where they made purchases of 21 specific products/services. The respondents were asked to choose between on-base and five off-base communities, and had the option of specifying an off-base choice not listed. The top five choices on-base were groceries (299 responses), over-the-counter drugs (270 responses), personal care products (263 responses), barber/hair styling (203 responses), and dry cleaning (187 responses). The top three choices for Knob Noster were barber/hair styling (78 responses), dry cleaning (78 responses), and banking (58 responses). The top three choices for Warrensburg were hardware (168 responses), dining out (165 responses), and auto parts and accessories (148 responses). The top three choices for Sedalia were furniture (88 responses), dining out (57 responses), and hardware (48 responses). The top three choices for Kansas City were women's apparel (152 responses), men's apparel (149 responses), and shoes (135 responses). This table deserves careful attention by retailers: an intimate knowledge of the shopping preferences of the military consumer for specific products and services can be gained through its study. Other cities mentioned include: Blue Springs, Clinton, Concordia, Eldon, Jefferson City, Lamonte, Laurie, Nevada, Springfield, St. Joseph, St. Louis, Windsor, and some cities out-of-state. Other facilities mentioned include: R-G Federal Credit Union. NOTE: See Limitations concerning this question.

Question #20 asked what time/day was most convenient for military consumers to shop off-base. It was divided into three time blocks covering the seven days of the week, for a total of 21 time/day blocks. Eight time/day blocks stood out as top choices. They were: Monday through Friday, 4 PM to 9 PM (five blocks), Saturday, 1 PM to 9 PM (two blocks), and Sunday, 1 PM to 4 PM (one block). The response to these eight time/day blocks was on the average six times greater than the other 13 time/day blocks.

It's worth noting that the answers to question #19 (time/day preference for on-base shopping) and #20 are nearly identical with the exception that the respondents preferred Saturday morning for shopping on-base and Saturday evening for shopping off-base. Also, it should be noted that there were 35 written comments concerning the need for expanding the hours of businesses both on- and off-base.

S A M P L E

(Whiteman Area Steering Council Letterhead)

(This letter was attached to all surveys sent to active duty military personnel)

Dear Whiteman Survey Participant:

We're asking you to take the time (approximately 15 minutes) to complete the shopping survey, and to return it to us in the attached envelope.

We're asking you to complete the survey for two good reasons:

- (1) to help us learn your on- and off-base shopping needs, and**
- (2) to help area merchants and communities better meet your needs.**

You and the other personnel stationed at Whiteman AFB are important members of our regional community. We realize that you have particular shopping needs related to the hours you work, your pay grade, your family size and other considerations. What we don't know is how those considerations specifically affect your needs. This survey is the best way we know to find out.

Only a small, but representative, sampling of the Whiteman AFB community is being surveyed. That makes it even more important that you take the time to answer and return this document.

Your reply will be completely confidential - no names are requested on the completed form.

Please help us to help you, and complete and return the survey today. Thank you.

Sincerely Yours,

**Bob Pulliam
Executive Director**

S A M P L E

(Whiteman Area Steering Council Letterhead)

(This letter was attached to all surveys sent to retired personnel)

Dear Whiteman Survey Participant:

We're asking you to take the time (approximately 15 minutes) to complete the shopping survey, and to return it to us in the postage-paid envelope.

We're asking you to complete the survey for two good reasons:

- (1) to help us learn your on- and off-base shopping needs, and**
- (2) to help area merchants and communities better meet your needs.**

You and the other retired personnel living in the Whiteman AFB area are important members of our regional community. We realize that you have particular shopping needs related to the hours you work, your pay grade, your family size and other considerations. What we don't know is how those considerations specifically affect your needs. This survey is the best way we know to kind out.

Only a small, but representative, sampling of the Whiteman AFB regional community is being surveyed. That makes it even more important that you take the time to answer and return this document.

Your reply will be completely confidential - no names are requested on the completed form.

Please help us to help you, and complete and return the survey today. Thank you.

Sincerely Yours,

**Bob Pulliam
Executive Director**

S A M P L E

(Headquarters 800th Combat Support Group Letterhead)

(This letter was attached to all surveys)

Survey Participants

1. The Whiteman Area Steering Council was formed to deal with the issues of growth in the surrounding communities caused by the B-2 buildup. The council represents over 300 community leaders from 5 counties around Whiteman AFB. Their current project is a comprehensive plan for community improvement. You are being asked to take part in that project by answering the attached survey questions. Your responses will give area merchants and community leaders a better understanding of your needs and help them to provide ways of meeting those needs.

2. Only 520 surveys are being distributed. For this reason, it is extremely important for you to complete the survey and return it in the postage paid envelope immediately. I highly encourage you to take a few minutes of your time to help make the Whiteman community an even better place in the future.

3. My point of contact is Major Tommy D. Harris. You may direct any questions or comments to him at 687-6161 during duty hours or 429-6808 after duty hours. I sincerely appreciate your cooperation.

**RON A. ANTHONY, Colonel, USAF
Commander**

SHOPPER'S SURVEY
Summary of All Responses

1. Please indicate whether you are:

| | | | |
|----|-----|-------|---------|
| A. | 335 | 84.6% | Males |
| B. | 61 | 15.4% | Females |

2. Please indicate whether you are:

| | | | |
|----|-----|-------|---------|
| A. | 276 | 69.7% | Married |
| B. | 120 | 30.3% | Single |

3. Please indicate the number of children you have in your household in the following age categories.

| | | | |
|----|-----|-------|-----------------------------|
| A. | 197 | 49.7% | Households WITH children |
| B. | 199 | 50.3% | Households WITHOUT children |
| | 108 | 30.7% | Birth to 5 years old |
| | 125 | 35.5% | 6 - 12 years old |
| | 90 | 25.6% | 13 - 18 years old |
| | 29 | 8.2% | 19 and above |

4. Please indicate your status.

| | | | |
|----|-----|-------|--|
| A. | 116 | 29.3% | Active duty military living ON-base |
| B. | 188 | 47.5% | Active duty military living OFF-base |
| C. | 38 | 9.6% | Retired military living in Knob Noster area |
| D. | 54 | 13.6% | Retired military living in other than Knob Noster area |

5. If you live ON-base go to question 6, if you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

| | | | |
|----|-----|-------|--------------------------|
| A. | 116 | | Personnel living ON-Base |
| B. | 139 | 50.0% | Within 10 miles |
| C. | 89 | 32.0% | 10 - 20 miles |
| D. | 20 | 7.2% | 20 - 30 miles |
| E. | 10 | 3.6% | 30 - 40 miles |
| F. | 20 | 7.2% | Greater than 40 miles |
| G. | 2 | | No response |

6. For Military personnel, indicate the time you have been assigned to Whiteman. For Retired personnel, indicate the time you have lived in this area.

| | | | |
|----|-----|-------|---------------------|
| A. | 61 | 15.4% | Less than one year |
| B. | 147 | 37.1% | One to three years |
| C. | 72 | 18.2% | Four to seven years |
| D. | 110 | 27.8% | Over seven years |
| E. | 6 | 1.5% | No response |

7. Which of the following age groups describe your age?

| | | | |
|----|----|-------|---------|
| A. | 59 | 14.9% | 17 - 23 |
|----|----|-------|---------|

| | | | |
|----|-----|-------|-------------|
| B. | 119 | 30.1% | 24 - 29 |
| C. | 101 | 25.5% | 30 - 39 |
| D. | 50 | 12.6% | 40 - 49 |
| E. | 26 | 6.6% | 50 - 59 |
| F. | 39 | 9.8% | 60 or older |
| G. | 2 | 0.5% | No response |

8. Please indicate whether your spouse works.

| | | | |
|----|-----|-------|---------------|
| A. | 115 | 41.8% | Full-time |
| B. | 81 | 29.5% | Part-time |
| C. | 79 | 28.7% | Does not work |
| D. | 120 | | No spouse |
| E. | 1 | | No response |

9. What was your total household income for the past year?

| | | | |
|----|-----|-------|---------------------|
| A. | 11 | 2.8% | 0 - \$9,999 |
| B. | 138 | 34.8% | \$10,000 - \$19,999 |
| C. | 120 | 30.3% | \$20,000 - \$29,999 |
| D. | 74 | 18.7% | \$30,000 - \$39,999 |
| E. | 48 | 12.1% | \$40,000 - or more |
| F. | 5 | 1.3% | No response |

10. What is the highest level of education you have completed?

| | | | |
|----|-----|-------|--------------------------------|
| A. | 0 | 0.0% | Less than High School |
| B. | 106 | 26.8% | High School (including GED) |
| C. | 160 | 40.4% | Less than two years of college |
| D. | 41 | 10.4% | Two year college degree |
| E. | 53 | 13.4% | Four year college degree |
| F. | 34 | 8.5% | Graduate Degree |
| G. | 2 | 0.5% | No response |

11. How many times do you and your spouse usually shop ON-base?

| | | | |
|----|-----|-------|-----------------------------|
| A. | 52 | 13.1% | Less than once a month |
| B. | 193 | 48.7% | One to three times a month |
| C. | 86 | 21.7% | Four to six times a month |
| D. | 62 | 15.7% | More than six times a month |
| E. | 3 | 0.8% | No response |

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|------|------|------|-----------|-------------|----------------------------|
| 44 | 164 | 137 | 33 | 7 | 11 | Competitive prices |
| 46 | 167 | 100 | 56 | 21 | 6 | Adequate parking |
| 25 | 87 | 171 | 79 | 24 | 10 | Product/Service selection |
| 65 | 214 | 90 | 15 | 1 | 11 | Convenience of locations |
| 32 | 177 | 115 | 54 | 10 | 8 | Convenience of hours |
| 38 | 158 | 119 | 32 | 8 | 41 | Financing/terms of payment |
| 71 | 215 | 54 | 1 | 5 | 50 | Use of Credit Cards |

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|-------|-------|-------|-----------|-------------|----------------------------|
| 11.1% | 41.4% | 34.6% | 8.3% | 1.8% | 2.8% | Competitive prices |
| 11.6% | 42.2% | 25.3% | 14.1% | 5.3% | 1.5% | Adequate parking |
| 6.3% | 22.0% | 43.2% | 19.9% | 6.1% | 2.5% | Product/Service selection |
| 16.4% | 54.0% | 22.7% | 3.8% | 0.3% | 2.8% | Convenience of locations |
| 8.1% | 44.8% | 29.0% | 13.6% | 2.5% | 2.0% | Convenience of hours |
| 9.6% | 39.8% | 30.1% | 8.1% | 2.0% | 10.4% | Financing/terms of payment |
| 17.9% | 54.3% | 13.6% | 0.3% | 1.3% | 12.6% | Use of Credit Cards |

13. How many times do you and your spouse usually shop OFF-base?

| Response | Count | Percentage | Description |
|----------|-------|------------|-----------------------------|
| A. | 29 | 7.3% | Less than once a month |
| B. | 80 | 20.2% | One to three times a month |
| C. | 115 | 29.0% | Four to six times a month |
| D. | 169 | 42.7% | More than six times a month |
| E. | 3 | 0.8% | No response |

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 1 | 5 | 10 | Columbia |
| 53 | 120 | 94 | Kansas City |
| 30 | 39 | 44 | Knob Noster |
| 45 | 93 | 107 | Sedalia |
| 238 | 62 | 19 | Warrensburg |
| 13 | 7 | 14 | Other (please specify) |
| 16 | 70 | 108 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.3% | 1.3% | 2.5% | Columbia |
| 13.4% | 30.2% | 23.8% | Kansas City |
| 7.6% | 9.8% | 11.1% | Knob Noster |
| 11.4% | 23.5% | 27.0% | Sedalia |
| 60.0% | 15.7% | 4.8% | Warrensburg |
| 3.3% | 1.8% | 3.5% | Other (please specify) |
| 4.0% | 17.7% | 27.3% | Improper Answer |

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|------|------|------|-----------|-------------|----------------------------|
| 90 | 222 | 78 | 4 | 1 | 1 | Competitive prices |
| 106 | 240 | 42 | 6 | 0 | 2 | Adequate parking |
| 131 | 202 | 51 | 9 | 1 | 2 | Product/Service selection |
| 89 | 195 | 87 | 20 | 1 | 4 | Convenience of locations |
| 130 | 217 | 42 | 6 | 0 | 1 | Convenience of hours |
| 58 | 183 | 102 | 10 | 4 | 39 | Financing/terms of payment |
| 125 | 198 | 29 | 2 | 2 | 40 | Use of Credit Cards |

| Very Good | Good | Fair | Very Poor | No Poor | Response | |
|-----------|-------|-------|-----------|---------|----------|----------------------------|
| 22.7% | 56.0% | 19.7% | 1.0% | 0.3% | 0.3% | Competitive prices |
| 26.8% | 60.6% | 10.6% | 1.5% | 0.0% | 0.5% | Adequate parking |
| 33.1% | 51.0% | 12.8% | 2.3% | 0.3% | 0.5% | Product/Service selection |
| 22.5% | 49.1% | 22.0% | 5.1% | 0.3% | 1.0% | Convenience of locations |
| 32.8% | 54.8% | 10.6% | 1.5% | 0.0% | 0.3% | Convenience of hours |
| 14.7% | 46.2% | 25.8% | 2.5% | 1.0% | 9.8% | Financing/terms of payment |
| 31.6% | 50.0% | 7.3% | 0.5% | 0.5% | 10.1% | Use of Credit Cards |

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 2 | 6 | 10 | Columbia |
| 94 | 129 | 67 | Kansas City |
| 12 | 40 | 57 | Knob Noster |
| 44 | 78 | 118 | Sedalia |
| 199 | 74 | 28 | Warrensburg |
| 15 | 5 | 13 | Other (please specify) |
| 30 | 64 | 103 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.5% | 1.5% | 2.5% | Columbia |
| 23.7% | 32.5% | 16.9% | Kansas City |
| 3.0% | 10.1% | 14.4% | Knob Noster |
| 11.1% | 19.7% | 29.8% | Sedalia |
| 50.3% | 18.7% | 7.1% | Warrensburg |
| 3.8% | 1.3% | 3.3% | Other (please specify) |
| 7.6% | 16.2% | 26.0% | Improper Answer |

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

| First | Second | Third | |
|-------|--------|-------|---|
| 0 | 1 | 2 | Adequate parking |
| 45 | 23 | 19 | Already there for reasons other than shopping |
| 60 | 34 | 38 | Low prices |
| 13 | 27 | 28 | Convenient hours |
| 3 | 3 | 7 | Courteous salespeople |
| 14 | 18 | 31 | Different atmosphere/change of scenery |
| 107 | 70 | 40 | Non-availability of products/services ON-base |
| 12 | 41 | 33 | Special sales or discounts |
| 55 | 72 | 69 | Wider product selection |
| 3 | 11 | 18 | Quality of merchandise |
| 1 | 3 | 11 | Terms or payment |
| 19 | 1 | 2 | Other (convenience/distance) |
| 64 | 93 | 98 | Improper response |

| First | Second | Third | |
|-------|--------|-------|---|
| 0.0% | 0.3% | 0.5% | Adequate parking |
| 11.4% | 5.8% | 4.8% | Already there for reasons other than shopping |

| | | | |
|-------|-------|-------|---|
| 15.2% | 8.6% | 9.6% | Low prices |
| 3.3% | 6.8% | 7.1% | Convenient hours |
| 0.8% | 0.8% | 1.8% | Courteous salespeople |
| 3.5% | 4.5% | 7.8% | Different atmosphere/change of scenery |
| 26.9% | 17.6% | 10.1% | Non-availability of products/services ON-base |
| 3.0% | 10.3% | 8.3% | Special sales or discounts |
| 13.8% | 18.0% | 17.5% | Wider product selection |
| 0.8% | 2.8% | 4.5% | Quality of merchandise |
| 0.3% | 0.8% | 2.8% | Terms or payment |
| 4.8% | 0.3% | 0.5% | Other (convenience/distance) |
| 16.2% | 23.4% | 24.7% | Improper response |

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia

KC = Kansas City, Col = Columbia, Otr = Other

No resp = No response or Not Applicable

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|---------|----|------|-----|-----|-----|-----|----------|---------|--------------------------|
| 50 | 23 | 168 | 48 | 31 | 0 | 21 | 0 | 1 | Hardware |
| 94 | 47 | 148 | 47 | 21 | 1 | 19 | 0 | 1 | Auto parts / accessories |
| 76 | 1 | 117 | 25 | 66 | 2 | 7 | 2 | 9 | Toys |
| 299 | 8 | 62 | 13 | 8 | 0 | 8 | 0 | 2 | Groceries |
| 121 | 2 | 122 | 28 | 17 | 1 | 12 | 0 | 7 | School / office supplies |
| 98 | 1 | 57 | 22 | 123 | 1 | 14 | 1 | 5 | Jewelry |
| 263 | 3 | 73 | 20 | 11 | 0 | 13 | 0 | 1 | Personal care products |
| 270 | 2 | 65 | 21 | 8 | 0 | 12 | 0 | 5 | Over-the-counter drugs |
| 15 | 6 | 72 | 88 | 116 | 2 | 15 | 1 | 6 | Furniture |
| 53 | 2 | 121 | 38 | 74 | 2 | 16 | 1 | 6 | Sporting goods |
| 78 | 5 | 100 | 43 | 85 | 1 | 12 | 0 | 4 | Appliances |
| 124 | 3 | 97 | 29 | 97 | 0 | 12 | 1 | 4 | Electronics |
| 49 | 1 | 107 | 33 | 149 | 4 | 10 | 5 | 1 | Men's apparel |
| 33 | 1 | 102 | 22 | 152 | 3 | 9 | 2 | 5 | Women's apparel |
| 56 | 1 | 87 | 20 | 98 | 1 | 7 | 0 | 16 | Children's apparel |
| 73 | 1 | 113 | 30 | 135 | 2 | 17 | 1 | 2 | Shoes |
| 148 | 58 | 94 | 26 | 14 | 0 | 39 | 0 | 1 | Banking |
| 51 | 15 | 165 | 57 | 64 | 4 | 14 | 0 | 2 | Dining out |
| 169 | 7 | 45 | 19 | 10 | 0 | 11 | 0 | 40 | Alcoholic beverages |
| 203 | 78 | 56 | 20 | 10 | 0 | 14 | 0 | 3 | Barber/hair styling |
| 187 | 78 | 53 | 21 | 9 | 0 | 14 | 0 | 5 | Dry cleaning |

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|---------|----|------|-----|----|-----|-----|----------|---------|--|
|---------|----|------|-----|----|-----|-----|----------|---------|--|

PERCENTAGES

| | | | | | | | | | |
|------|------|------|------|------|-----|-----|-----|-----|--------------------------|
| 14.6 | 6.7 | 49.2 | 14.0 | 9.1 | 0.0 | 6.1 | 0.0 | 0.3 | Hardware |
| 24.9 | 12.4 | 39.1 | 12.4 | 5.6 | 0.3 | 5.0 | 0.0 | 0.3 | Auto parts / accessories |
| 24.9 | 0.3 | 38.3 | 8.2 | 21.6 | 0.7 | 2.3 | 0.7 | 3.0 | Toys |
| 74.7 | 2.0 | 15.5 | 3.3 | 2.0 | 0.0 | 2.0 | 0.0 | 0.5 | Groceries |
| 39.0 | 0.6 | 39.4 | 9.0 | 5.5 | 0.3 | 3.9 | 0.0 | 2.3 | School / office supplies |
| 30.4 | 0.3 | 17.7 | 6.8 | 38.3 | 0.3 | 4.3 | 0.3 | 1.6 | Jewelry |
| 68.4 | 0.8 | 19.0 | 5.2 | 2.9 | 0.0 | 3.4 | 0.0 | 0.3 | Personal care products |
| 70.5 | 0.5 | 17.0 | 5.5 | 2.1 | 0.0 | 3.1 | 0.0 | 1.3 | Over-the-counter drugs |
| 4.7 | 1.9 | 22.4 | 27.4 | 36.1 | 0.6 | 4.7 | 0.3 | 1.9 | Furniture |
| 16.9 | 0.6 | 38.8 | 12.1 | 23.7 | 0.6 | 5.1 | 0.3 | 1.9 | Sporting goods |

| | | | | | | | | | |
|------|------|------|------|------|-----|------|-----|------|-----------------------|
| 23.8 | 1.5 | 30.5 | 13.1 | 25.9 | 0.3 | 3.7 | 0.0 | 1.2 | Appliances |
| 33.8 | 0.8 | 26.4 | 7.9 | 26.4 | 0.0 | 3.3 | 0.3 | 1.1 | Electronics |
| 13.6 | 0.3 | 29.8 | 9.2 | 41.5 | 1.1 | 2.8 | 1.4 | 0.3 | Men's apparel |
| 10.0 | 0.3 | 31.0 | 6.7 | 46.3 | 0.9 | 2.7 | 0.6 | 1.5 | Women's apparel |
| 19.6 | 0.3 | 30.4 | 7.0 | 34.4 | 0.3 | 2.4 | 0.0 | 5.6 | Children's apparel |
| 19.5 | 0.3 | 30.2 | 8.0 | 36.2 | 0.5 | 4.5 | 0.3 | 0.5 | Shoes |
| 38.9 | 15.3 | 24.7 | 6.8 | 3.7 | 0.0 | 10.3 | 0.0 | 0.3 | Banking |
| 13.7 | 4.0 | 44.4 | 15.3 | 17.2 | 1.1 | 3.8 | 0.0 | 0.5 | Dining out |
| 56.1 | 2.3 | 15.0 | 6.3 | 3.3 | 0.0 | 3.7 | 0.0 | 13.3 | Alcoholic beverages |
| 52.9 | 20.3 | 14.6 | 5.2 | 2.6 | 0.0 | 3.6 | 0.0 | 0.8 | Barber / hair styling |
| 51.0 | 21.2 | 14.4 | 5.7 | 2.5 | 0.0 | 3.8 | 0.0 | 1.4 | Dry cleaning |

PERCENTAGES

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 57 | 49 | 178 | Monday |
| 58 | 48 | 173 | Tuesday |
| 58 | 47 | 176 | Wednesday |
| 57 | 48 | 184 | Thursday |
| 64 | 68 | 188 | Friday |
| 179 | 195 | 138 | Saturday |
| 62 | 185 | 100 | Sunday |
| 17 | 17 | 18 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 2.4% | 2.1% | 7.5% | Monday |
| 2.5% | 2.0% | 7.3% | Tuesday |
| 2.5% | 2.0% | 7.4% | Wednesday |
| 2.4% | 2.0% | 7.8% | Thursday |
| 2.7% | 2.9% | 8.0% | Friday |
| 7.6% | 8.3% | 5.8% | Saturday |
| 2.6% | 7.8% | 4.2% | Sunday |
| 0.7% | 0.7% | 0.8% | No Preference |

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 44 | 35 | 206 | Monday |
| 34 | 31 | 202 | Tuesday |
| 35 | 32 | 204 | Wednesday |
| 32 | 31 | 204 | Thursday |
| 46 | 35 | 226 | Friday |
| 167 | 203 | 208 | Saturday |
| 102 | 205 | 174 | Sunday |
| 21 | 22 | 21 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|-----------|
| 1.7% | 1.4% | 8.2% | Monday |
| 1.3% | 1.2% | 8.0% | Tuesday |
| 1.4% | 1.3% | 8.1% | Wednesday |

| | | | |
|------|------|------|---------------|
| 1.3% | 1.2% | 8.1% | Thursday |
| 1.8% | 1.4% | 9.0% | Friday |
| 6.7% | 8.1% | 8.3% | Saturday |
| 4.0% | 8.1% | 6.9% | Sunday |
| 0.8% | 0.9% | 0.8% | No Preference |

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole

- (1) 11 Need fast-food facility
- (2) 9 Need competitive prices
- (3) 7 Need to expand hours
- (4) 5 Lack of selection
- (5) 3 Limited amount of facilities
- (6) 3 Need competitive prices and service
- (7) 2 Need more parking
- (8) 1 Distance precludes purchases ON-base
- (9) 1 Lack desirable dining facilities
- (10) 1 Need a car wash
- (11) 1 Need a place to eat an evening meal during the week
- (12) 1 No place for brunch on Sunday
- (13) 1 Poor Quality
- (15) 1 Poor Service
- (16) 1 Base facilities are handy
- (17) 1 Enjoys shopping on Whiteman AFB

B. Auto Hobby Shop (Whiteman AFB)

- (1) 2 Need to improve scheduling
- (2) 1 Not convenient (if you don't work on your own car)

C. Bank (Whiteman AFB)

- (1) 2 Need to expand hours

D. Barber shop (Whiteman AFB)

- (1) 1 Better care and service

E. Base Exchange (BX) (Whiteman AFB)

Note: This includes some comments concerning the Shoppette

- (1) 29 Lack of selection
- (2) 22 Need competitive prices
- (3) 5 Need better service
- (4) 4 Need to enlarge the men's clothing selection
- (5) 4 Need to expand hours
- (6) 3 Lack of selection and limited space
- (7) 3 Need to enlarge the sporting goods selection
- (8) 1 Lay-a-Way policy is inconsistent (TVs vs Computer purchase)
- (9) 1 Need a better (larger selection) catalog
- (10) 1 Need to enlarge the automotive selection
- (11) 1 Need to lower the minimum on Lay-a-Way
- (12) 1 Fliers are effective advertising
- (13) 1 Good service, given their size

F. Bowling Alley (Whiteman AFB)

- (1) 1 Need competitive prices
- (2) 1 Need to stay open 24 hours a day including the Snack bar (have a breakfast meal)

G. Clothing Sales (Whiteman AFB)

- (1) 1 Extend the Deferred Payment Plan to cover purchases in the Base Exchange
- (2) 1 Need to be open on Monday
- (3) 1 Need to expand hours
- (4) 1 Reduce payment rates on Deferred Payment Plan

H. Commissary (Whiteman AFB)

- (1) 16 Need to expand hours
- (2) 8 Need competitive prices
- (3) 4 Too many lines
- (4) 3 Change express line policy to include checks
- (5) 3 Lack of selection
- (6) 3 Need better service
- (7) 3 Need to be open on Monday
- (8) 3 Need to be open on Sunday
- (9) 1 Enforce the cash policy in the express line
- (10) 1 Have customer bag and take out their own groceries
- (11) 1 Inconsistent on prices and quality of products
- (12) 1 Inconvenient check-out area
- (13) 1 Need better Produce section
- (14) 1 Need more case lot sales
- (15) 1 Need more parking
- (16) 5 Good competitive prices
- (17) 1 Great Produce section

I. Non-Commissioned Officers Club (Whiteman AFB)

- (1) 1 Need competitive prices
- (2) 1 Need better overall operations
- (3) 1 Need better pizza

J. Optical Shop (Whiteman AFB)

- (1) 1 Good prices

K. Service Station (Whiteman AFB)

Note: No service station currently exists

- (1) 18 Need a base service station
- (2) 3 Need good repair capabilities

L. Snack Bar (Whiteman AFB)

- (1) 1 Have ice tea available year round

M. Video Rental Shop (Whiteman AFB)

- (1) 1 Don't close, doing a good job

N. Local communities

- (1) 2 Lack of product selection
- (2) 1 Lack desirable dining facilities
- (3) 1 Lack of selection for children's clothing, age 7- 16
- (4) 1 Need competitive prices
- (5) 1 Need some grocery stores that stay open 24 hours a day
- (6) 1 Need to expand hours

O. Knob Noster, MO

- (1) 14 Need more facilities to shop (Wal-Mart, K-Mart) and eat (McDonalds, Burger King, or Taco Bell)
- (2) 4 Need to expand hours
- (3) 2 Needs a face lift
- (4) 1 Need a drug store
- (5) 1 Need another bank
- (6) 1 Need better service
- (7) 1 Need competitive prices

P. Other Comments

- (1) 1 Close the class VI (liquor) store
- (2) 1 Improve quality of life in the base housing area, such as installing sidewalks
- (3) 1 Need a shuttle bus on weekends to Kansas City malls
- (4) 1 No entertainment
- (5) 1 Opposition to routing traffic away from Knob Noster
- (6) 1 Pave the gravel road on the west side of Whiteman AFB
- (7) 1 Poor attitude of store owner in Knob Noster
- (8) 1 The area has nothing to offer

SHOPPER'S SURVEY
Summary of Active Duty Military Living ON-base

1. Please indicate whether you are:

| | | | |
|----|-----|-------|---------|
| A. | 101 | 87.1% | Males |
| B. | 15 | 12.9% | Females |

2. Please indicate whether you are:

| | | | |
|----|----|-------|---------|
| A. | 75 | 64.7% | Married |
| B. | 41 | 35.3% | Single |

3. Please indicate the number of children you have in your household in the following age categories.

| | | | |
|----|----|-------|-----------------------------|
| A. | 79 | 68.1% | Households WITH children |
| B. | 37 | 31.9% | Households WITHOUT children |
| | 54 | 38.0% | Birth to 5 years old |
| | 61 | 43.0% | 6 - 12 years old |
| | 25 | 17.6% | 13 - 18 years old |
| | 2 | 1.4% | 19 and above |

4. Please indicate your status.

| | | |
|----|-----|-------------------------------------|
| A. | 116 | Active duty military living ON-base |
|----|-----|-------------------------------------|

5. If you live ON-base go to question 6, if you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

| | | |
|----|-----|--------------------------|
| A. | 116 | Personnel living ON-Base |
|----|-----|--------------------------|

6. For Military personnel, indicate the time you have been assigned to Whiteman.

| | | | |
|----|----|-------|---------------------|
| A. | 19 | 16.4% | Less than one year |
| B. | 48 | 41.4% | One to three years |
| C. | 38 | 32.8% | Four to seven years |
| D. | 11 | 9.5% | Over seven years |

7. Which of the following age groups describe your age?

| | | | |
|----|----|-------|---------|
| A. | 13 | 11.2% | 17 - 23 |
| B. | 51 | 44.0% | 24 - 29 |
| C. | 44 | 37.9% | 30 - 39 |
| D. | 7 | 6.0% | 40 - 49 |
| E. | 1 | 0.9% | 50 - 59 |

8. Please indicate whether your spouse works.

| | | | |
|----|----|-------|---------------|
| A. | 27 | 36.0% | Full-time |
| B. | 23 | 30.7% | Part-time |
| C. | 25 | 33.3% | Does not work |
| D. | 41 | | No spouse |

9. What was your total household income for the past year?

| | | | |
|----|----|-------|---------------------|
| A. | 3 | 2.6% | 0 - \$9,999 |
| B. | 52 | 44.9% | \$10,000 - \$19,999 |
| C. | 36 | 31.0% | \$20,000 - \$29,999 |
| D. | 20 | 17.2% | \$30,000 - \$39,999 |
| E. | 4 | 3.4% | \$40,000 - or more |
| F. | 1 | 0.9% | No response |

10. What is the highest level of education you have completed?

| | | | |
|----|----|-------|--------------------------------|
| B. | 24 | 20.7% | High School (including GED) |
| C. | 56 | 48.3% | Less than two years of college |
| D. | 16 | 13.8% | Two year college degree |
| E. | 12 | 10.3% | Four year college degree |
| F. | 8 | 6.9% | Graduate Degree |

11. How many times do you and your spouse usually shop ON-base?

| | | | |
|----|----|-------|-----------------------------|
| A. | 11 | 9.5% | Less than once a month |
| B. | 45 | 38.7% | One to three times a month |
| C. | 25 | 21.6% | Four to six times a month |
| D. | 34 | 29.3% | More than six times a month |
| E. | 1 | 0.9% | No response |

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

| | Very Good | Good | Fair | Poor | Very Poor | No Response | |
|--|-----------|------|------|------|-----------|-------------|----------------------------|
| | 10 | 52 | 39 | 11 | 3 | 1 | Competitive prices |
| | 5 | 49 | 31 | 21 | 10 | 0 | Adequate parking |
| | 5 | 22 | 51 | 25 | 10 | 3 | Product/Service selection |
| | 23 | 68 | 21 | 3 | 0 | 1 | Convenience of locations |
| | 9 | 52 | 31 | 17 | 5 | 2 | Convenience of hours |
| | 12 | 55 | 31 | 10 | 3 | 5 | Financing/terms of payment |
| | 24 | 68 | 17 | 0 | 1 | 6 | Use of Credit Cards |

| | Very Good | Good | Fair | Poor | Very Poor | No Response | |
|--|-----------|-------|-------|-------|-----------|-------------|----------------------------|
| | 8.6% | 44.8% | 33.6% | 9.5% | 2.6% | 0.9% | Competitive prices |
| | 4.3% | 42.3% | 26.7% | 18.1% | 8.6% | 0.0% | Adequate parking |
| | 4.3% | 19.0% | 43.9% | 21.6% | 8.6% | 2.6% | Product/Service selection |
| | 19.8% | 58.6% | 18.1% | 2.6% | 0.0% | 0.9% | Convenience of locations |
| | 7.8% | 44.8% | 26.7% | 14.7% | 4.3% | 1.7% | Convenience of hours |
| | 10.3% | 47.5% | 26.7% | 8.6% | 2.6% | 4.3% | Financing/terms of payment |
| | 20.7% | 58.5% | 14.7% | 0.0% | 0.9% | 5.2% | Use of Credit Cards |

13. How many times do you and your spouse usually shop OFF-base?

| | | | |
|----|----|-------|-----------------------------|
| A. | 15 | 12.9% | Less than once a month |
| B. | 25 | 21.6% | One to three times a month |
| C. | 40 | 34.4% | Four to six times a month |
| D. | 35 | 30.2% | More than six times a month |

E. 1 0.9% No response

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0 | 1 | 1 | Columbia |
| 14 | 22 | 39 | Kansas City |
| 10 | 12 | 16 | Knob Noster |
| 10 | 41 | 29 | Sedalia |
| 76 | 22 | 2 | Warrensburg |
| 1 | 0 | 2 | Other (please specify) |
| 5 | 18 | 27 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.0% | 0.9% | 0.9% | Columbia |
| 12.1% | 19.0% | 33.6% | Kansas City |
| 8.6% | 10.3% | 13.8% | Knob Noster |
| 8.6% | 35.3% | 25.0% | Sedalia |
| 65.5% | 19.0% | 1.7% | Warrensburg |
| 0.9% | 0.0% | 1.7% | Other (please specify) |
| 4.3% | 15.5% | 23.3% | Improper Answer |

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|------|------|------|-----------|-------------|----------------------------|
| 28 | 71 | 14 | 2 | 1 | 0 | Competitive prices |
| 27 | 76 | 10 | 2 | 0 | 1 | Adequate parking |
| 39 | 64 | 10 | 3 | 0 | 0 | Product/Service selection |
| 19 | 49 | 38 | 10 | 0 | 0 | Convenience of locations |
| 33 | 68 | 12 | 3 | 0 | 0 | Convenience of hours |
| 9 | 73 | 22 | 4 | 1 | 7 | Financing/terms of payment |
| 36 | 64 | 10 | 0 | 1 | 5 | Use of Credit Cards |

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|-------|-------|------|-----------|-------------|----------------------------|
| 24.1% | 61.2% | 12.1% | 1.7% | 0.9% | 0.0% | Competitive prices |
| 23.3% | 65.5% | 8.6% | 1.7% | 0.0% | 0.9% | Adequate parking |
| 33.6% | 55.2% | 8.6% | 2.6% | 0.0% | 0.0% | Product/Service selection |
| 16.4% | 42.2% | 32.8% | 8.6% | 0.0% | 0.0% | Convenience of locations |
| 28.4% | 58.7% | 10.3% | 2.6% | 0.0% | 0.0% | Convenience of hours |
| 7.8% | 62.9% | 19.0% | 3.4% | 0.9% | 6.0% | Financing/terms of payment |
| 31.0% | 55.2% | 8.6% | 0.0% | 0.9% | 4.3% | Use of Credit Cards |

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

| First | Second | Third | |
|-------|--------|-------|-------------|
| 1 | 1 | 1 | Columbia |
| 28 | 26 | 29 | Kansas City |

| | | | |
|----|----|----|------------------------|
| 4 | 9 | 20 | Knob Noster |
| 8 | 40 | 34 | Sedalia |
| 68 | 24 | 6 | Warrensburg |
| 3 | 0 | 0 | Other (please specify) |
| 4 | 16 | 26 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.9% | 0.9% | 0.9% | Columbia |
| 24.1% | 22.4% | 25.0% | Kansas City |
| 3.4% | 7.8% | 17.2% | Knob Noster |
| 6.9% | 34.4% | 29.3% | Sedalia |
| 58.7% | 20.7% | 5.2% | Warrensburg |
| 2.6% | 0.0% | 0.0% | Other (please specify) |
| 3.4% | 13.8% | 22.4% | Improper Answer |

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

| First | Second | Third | |
|-------|--------|-------|---|
| 0 | 0 | 1 | Adequate parking |
| 4 | 0 | 6 | Already there for reasons other than shopping |
| 20 | 12 | 7 | Low prices |
| 4 | 7 | 11 | Convenient hours |
| 1 | 2 | 1 | Courteous salespeople |
| 8 | 6 | 11 | Different atmosphere/change of scenery |
| 34 | 22 | 12 | Non-availability of products/services ON-base |
| 4 | 12 | 7 | Special sales or discounts |
| 23 | 21 | 22 | Wider product selection |
| 0 | 4 | 4 | Quality of merchandise |
| 0 | 1 | 3 | Terms or payment |
| 0 | 0 | 0 | Other (convenience/distance) |
| 18 | 29 | 31 | Improper response |

| First | Second | Third | |
|-------|--------|-------|---|
| 0.0% | 0.0% | 0.9% | Adequate parking |
| 3.4% | 0.0% | 5.2% | Already there for reasons other than shopping |
| 17.2% | 10.3% | 6.0% | Low prices |
| 3.4% | 6.0% | 9.5% | Convenient hours |
| 0.9% | 1.7% | 0.9% | Courteous salespeople |
| 6.9% | 5.2% | 9.5% | Different atmosphere/change of scenery |
| 29.4% | 19.0% | 10.3% | Non-availability of products/services ON-base |
| 3.4% | 10.3% | 6.0% | Special sales or discounts |
| 19.9% | 18.1% | 19.0% | Wider product selection |
| 0.0% | 3.4% | 3.4% | Quality of merchandise |
| 0.0% | 0.9% | 2.6% | Terms or payment |
| 0.0% | 0.0% | 0.0% | Other (convenience/distance) |
| 15.5% | 25.1% | 26.7% | Improper response |

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia
 KC = Kansas City, Col = Columbia, Otr = Other
 No resp = No response or Not Applicable

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|---------|----|------|-----|----|-----|-----|----------|---------|--------------------------|
| 29 | 9 | 48 | 7 | 3 | 0 | 2 | 0 | 1 | Hardware |
| 31 | 23 | 44 | 11 | 1 | 0 | 1 | 0 | 1 | Auto parts / accessories |
| 24 | 0 | 50 | 6 | 16 | 0 | 0 | 0 | 1 | Toys |
| 96 | 1 | 16 | 2 | 0 | 0 | 0 | 0 | 2 | Groceries |
| 54 | 0 | 43 | 4 | 0 | 0 | 0 | 0 | 2 | School / office supplies |
| 37 | 0 | 22 | 2 | 33 | 0 | 0 | 0 | 2 | Jewelry |
| 84 | 1 | 20 | 3 | 1 | 0 | 0 | 0 | 1 | Personal care products |
| 92 | 0 | 16 | 3 | 0 | 0 | 0 | 0 | 2 | Over-the-counter drugs |
| 6 | 1 | 18 | 35 | 27 | 0 | 2 | 0 | 2 | Furniture |
| 21 | 0 | 49 | 10 | 18 | 1 | 1 | 0 | 1 | Sporting goods |
| 32 | 0 | 26 | 12 | 23 | 0 | 1 | 0 | 3 | Appliances |
| 38 | 0 | 29 | 7 | 33 | 0 | 1 | 0 | 1 | Electronics |
| 20 | 0 | 36 | 8 | 44 | 0 | 0 | 0 | 1 | Men's apparel |
| 12 | 0 | 40 | 2 | 35 | 0 | 1 | 0 | 2 | Women's apparel |
| 22 | 0 | 40 | 3 | 29 | 0 | 0 | 0 | 1 | Children's apparel |
| 23 | 0 | 42 | 6 | 41 | 0 | 1 | 0 | 1 | Shoes |
| 67 | 12 | 21 | 3 | 1 | 0 | 8 | 0 | 1 | Banking |
| 21 | 2 | 54 | 14 | 19 | 0 | 0 | 0 | 1 | Dining out |
| 73 | 1 | 7 | 3 | 0 | 0 | 0 | 0 | 8 | Alcoholic beverages |
| 74 | 21 | 12 | 0 | 3 | 0 | 1 | 0 | 1 | Barber/hair styling |
| 62 | 36 | 7 | 1 | 0 | 0 | 0 | 0 | 2 | Dry cleaning |

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|--------------------|------|------|------|------|-----|-----|----------|---------|--------------------------|
| PERCENTAGES | | | | | | | | | |
| 29.3 | 9.1 | 48.5 | 7.1 | 3.0 | 0.0 | 2.0 | 0.0 | 1.0 | Hardware |
| 27.7 | 20.5 | 39.3 | 9.8 | 0.9 | 0.0 | 0.9 | 0.0 | 0.9 | Auto parts / accessories |
| 24.7 | 0.0 | 51.6 | 6.2 | 16.5 | 0.0 | 0.0 | 0.0 | 1.0 | Toys |
| 82.0 | 0.9 | 13.7 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 | 1.7 | Groceries |
| 52.5 | 0.0 | 41.7 | 3.9 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | School / office supplies |
| 38.5 | 0.0 | 22.9 | 2.1 | 34.4 | 0.0 | 0.0 | 0.0 | 2.1 | Jewelry |
| 76.4 | 0.9 | 18.2 | 2.7 | 0.9 | 0.0 | 0.0 | 0.0 | 0.9 | Personal care products |
| 81.3 | 0.0 | 14.2 | 2.7 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | Over-the-counter drugs |
| 6.6 | 1.1 | 19.8 | 38.4 | 29.7 | 0.0 | 2.2 | 0.0 | 2.2 | Furniture |
| 20.8 | 0.0 | 48.5 | 9.9 | 17.8 | 1.0 | 1.0 | 0.0 | 1.0 | Sporting goods |
| 33.0 | 0.0 | 26.8 | 12.4 | 23.7 | 0.0 | 1.0 | 0.0 | 3.1 | Appliances |
| 34.9 | 0.0 | 26.6 | 6.4 | 30.3 | 0.0 | 0.9 | 0.0 | 0.9 | Electronics |
| 18.3 | 0.0 | 33.0 | 7.3 | 40.5 | 0.0 | 0.0 | 0.0 | 0.9 | Men's apparel |
| 13.0 | 0.0 | 43.5 | 2.2 | 38.0 | 0.0 | 1.1 | 0.0 | 2.2 | Women's apparel |
| 23.2 | 0.0 | 42.0 | 3.2 | 30.5 | 0.0 | 0.0 | 0.0 | 1.1 | Children's apparel |
| 20.2 | 0.0 | 36.7 | 5.3 | 36.0 | 0.0 | 0.9 | 0.0 | 0.9 | Shoes |
| 59.2 | 10.6 | 18.6 | 2.7 | 0.9 | 0.0 | 7.1 | 0.0 | 0.9 | Banking |
| 18.9 | 1.8 | 48.7 | 12.6 | 17.1 | 0.0 | 0.0 | 0.0 | 0.9 | Dining out |
| 79.3 | 1.1 | 7.6 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 | 8.7 | Alcoholic beverages |
| 66.0 | 18.8 | 10.7 | 0.0 | 2.7 | 0.0 | 0.9 | 0.0 | 0.9 | Barber / hair styling |
| 57.4 | 33.3 | 6.5 | 0.9 | 0.0 | 0.0 | 0.0 | 0.0 | 1.9 | Dry cleaning |

PERCENTAGES

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 11 | 13 | 65 | Monday |
| 12 | 9 | 65 | Tuesday |
| 9 | 10 | 62 | Wednesday |
| 11 | 9 | 67 | Thursday |
| 14 | 28 | 70 | Friday |
| 50 | 67 | 54 | Saturday |
| 20 | 64 | 41 | Sunday |
| 5 | 5 | 5 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 1.4% | 1.7% | 8.5% | Monday |
| 1.6% | 1.2% | 8.5% | Tuesday |
| 1.2% | 1.3% | 8.1% | Wednesday |
| 1.4% | 1.2% | 8.7% | Thursday |
| 1.8% | 3.7% | 9.1% | Friday |
| 6.5% | 8.7% | 7.0% | Saturday |
| 2.6% | 8.3% | 5.4% | Sunday |
| 0.7% | 0.7% | 0.7% | No Preference |

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 5 | 4 | 69 | Monday |
| 5 | 3 | 69 | Tuesday |
| 3 | 4 | 68 | Wednesday |
| 3 | 4 | 71 | Thursday |
| 4 | 5 | 74 | Friday |
| 41 | 64 | 74 | Saturday |
| 22 | 65 | 65 | Sunday |
| 5 | 5 | 5 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 0.7% | 0.5% | 9.4% | Monday |
| 0.7% | 0.4% | 9.4% | Tuesday |
| 0.4% | 0.5% | 9.2% | Wednesday |
| 0.4% | 0.5% | 9.6% | Thursday |
| 0.5% | 0.7% | 10.0% | Friday |
| 5.6% | 8.8% | 10.0% | Saturday |
| 3.0% | 8.8% | 8.8% | Sunday |
| 0.7% | 0.7% | 0.7% | No Preference |

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole.

- (1) 3 Lack of selection
- (2) 3 Need competitive prices
- (3) 3 Need to expand hours

- (4) 2 Need competitive prices and service
- (5) 2 Need fast-food facility
- (6) 1 Limited amount of facilities
- (7) 1 Need more parking
- (8) 1 No place for brunch on Sunday

B. Auto Hobby Shop (Whiteman AFB)

- (1) 1 Need to improve scheduling
- (2) 1 Not convenient (if you don't work on your own car)

C. Barber shop (Whiteman AFB)

- (1) 1 Better care and service

D. Base Exchange (BX) (Whiteman AFB)

- (1) 7 Lack of selection
- (2) 6 Need competitive prices
- (3) 1 Lack of selection and limited space
- (4) 1 Need a better (larger selection) catalog
- (5) 1 Need to enlarge the automotive selection
- (6) 1 Need to enlarge the men's clothing selection
- (7) 1 Need to enlarge the sporting goods selection
- (8) 1 Need to expand hours
- (9) 1 Need to lower the minimum on Lay-a-Way

E. Bowling Alley (Whiteman AFB)

- (1) 1 Need to stay open 24 hours a day including the Snack bar (have a breakfast meal)

F. Clothing Sales (Whiteman AFB)

- (1) 1 Extend the Deferred Payment Plan to cover purchases in the Base Exchange

G. Commissary (Whiteman AFB)

- (1) 4 Need to expand hours
- (2) 2 Lack of selection
- (3) 1 Need to be open on Monday
- (4) 1 Enforce the cash policy in the express line
- (5) 1 Have customer bag and take out their own groceries
- (6) 1 Inconsistent on prices and quality of products
- (7) 1 Need competitive prices
- (8) 1 Need more case lot sales

H. Non-Commissioned Officers Club (Whiteman AFB)

- (1) 1 Need better pizza

I. Service Station (Whiteman AFB)

Note: No service station currently exists

- (1) 7 Need a base service station
- (2) 1 Need good repair capabilities

J. Snack Bar (Whiteman AFB)

(1) 1 Have ice tea available year round

K. Video Rental Shop (Whiteman AFB)

(1) 1 Don't close, doing a good job

L. Local communities

(1) 1 Lack of product selection

(2) 1 Lack of selection for children's clothing, age 7- 16

(3) 1 Need some grocery stores that stay open 24 hours a day

M. Knob Noster, MO

(1) 5 Need more facilities to shop (Wal-Mart, K-Mart) and eat (McDonalds, Burger King, or Taco Bell)

(2) 1 Need to expand hours

N. Other Comments

(1) 1 Improve quality of life in the base housing area, such as installing sidewalks

(2) 1 Need a shuttle bus on weekends to Kansas City malls

(3) 1 Opposition to routing traffic away from Knob Noster

(4) 1 Pave the gravel road on the west side of Whiteman AFB

(5) 1 Poor attitude of store owner in Knob Noster

(6) 1 The area has nothing to offer

SHOPPER'S SURVEY
Summary of Active Duty Military Living OFF-base

1. Please indicate whether you are:

| | | | |
|----|-----|-------|---------|
| A. | 143 | 76.1% | Males |
| B. | 45 | 23.9% | Females |

2. Please indicate whether you are:

| | | | |
|----|-----|-------|---------|
| A. | 118 | 62.8% | Married |
| B. | 70 | 37.2% | Single |

3. Please indicate the number of children you have in your household in the following age categories.

| | | | |
|----|----|-------|-----------------------------|
| A. | 90 | 47.9% | Households WITH children |
| B. | 98 | 52.1% | Households WITHOUT children |
| | 52 | 33.3% | Birth to 5 years old |
| | 53 | 34.0% | 6 - 12 years old |
| | 44 | 28.2% | 13 - 18 years old |
| | 7 | 4.5% | 19 and above |

4. Please indicate your status.

| | | |
|----|-----|--------------------------------------|
| B. | 188 | Active duty military living OFF-base |
|----|-----|--------------------------------------|

5. If you live ON-base go to question 6, if you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

| | | | |
|----|----|-------|-----------------------|
| B. | 88 | 47.1% | Within 10 miles |
| C. | 75 | 40.1% | 10 - 20 miles |
| D. | 10 | 5.3% | 20 - 30 miles |
| E. | 3 | 1.6% | 30 - 40 miles |
| F. | 11 | 5.9% | Greater than 40 miles |
| G. | 1 | | No response |

6. For Military personnel, indicate the time you have been assigned to Whiteman.

| | | | |
|----|----|-------|---------------------|
| A. | 42 | 22.3% | Less than one year |
| B. | 99 | 52.7% | One to three years |
| C. | 29 | 15.4% | Four to seven years |
| D. | 18 | 9.6% | Over seven years |

7. Which of the following age groups describe your age?

| | | | |
|----|----|-------|---------|
| A. | 46 | 24.5% | 17 - 23 |
| B. | 68 | 36.2% | 24 - 29 |
| C. | 57 | 30.3% | 30 - 39 |
| D. | 17 | 9.0% | 40 - 49 |

8. Please indicate whether your spouse works.

| | | | |
|----|----|-------|---------------|
| A. | 58 | 49.1% | Full-time |
| B. | 44 | 37.3% | Part-time |
| C. | 16 | 13.6% | Does not work |
| D. | 70 | | No Spouse |

9. What was your total household income for the past year?

| | | | |
|----|----|-------|---------------------|
| A. | 7 | 3.7% | 0 - \$9,999 |
| B. | 73 | 38.9% | \$10,000 - \$19,999 |
| C. | 60 | 31.9% | \$20,000 - \$29,999 |
| D. | 26 | 13.8% | \$30,000 - \$39,999 |
| E. | 21 | 11.2% | \$40,000 - or more |
| F. | 1 | 0.5% | No response |

10. What is the highest level of education you have completed?

| | | | |
|----|----|-------|--------------------------------|
| A. | 0 | 0.0% | Less than High School |
| B. | 55 | 29.3% | High School (including GED) |
| C. | 75 | 39.9% | Less than two years of college |
| D. | 18 | 9.6% | Two year college degree |
| E. | 26 | 13.8% | Four year college degree |
| F. | 14 | 7.4% | Graduate Degree |

11. How many times do you and your spouse usually shop ON-base?

| | | | |
|----|-----|-------|-----------------------------|
| A. | 29 | 15.4% | Less than once a month |
| B. | 111 | 59.1% | One to three times a month |
| C. | 33 | 17.6% | Four to six times a month |
| D. | 14 | 7.4% | More than six times a month |
| E. | 1 | 0.5% | No response |

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|------|------|------|-----------|-------------|----------------------------|
| 15 | 79 | 72 | 16 | 4 | 2 | Competitive prices |
| 14 | 73 | 62 | 30 | 9 | 0 | Adequate parking |
| 7 | 33 | 93 | 42 | 12 | 1 | Product/Service selection |
| 19 | 99 | 59 | 10 | 0 | 1 | Convenience of locations |
| 6 | 85 | 65 | 29 | 3 | 0 | Convenience of hours |
| 14 | 66 | 76 | 20 | 3 | 9 | Financing/terms of payment |
| 32 | 115 | 26 | 1 | 2 | 12 | Use of Credit Cards |

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|-------|-------|-------|-----------|-------------|----------------------------|
| 8.0% | 42.0% | 38.3% | 8.5% | 2.1% | 1.1% | Competitive prices |
| 7.4% | 38.8% | 33.0% | 16.0% | 4.8% | 0.0% | Adequate parking |
| 3.7% | 17.6% | 49.5% | 22.3% | 6.4% | 0.5% | Product/Service selection |
| 10.1% | 52.7% | 31.4% | 5.3% | 0.0% | 0.5% | Convenience of locations |
| 3.2% | 45.2% | 34.6% | 15.4% | 1.6% | 0.0% | Convenience of hours |
| 7.4% | 35.1% | 40.5% | 10.6% | 1.6% | 4.8% | Financing/terms of payment |

17.0% 61.2% 13.8% 0.5% 1.1% 6.4% Use of Credit Cards

13. How many times do you and your spouse usually shop OFF-base.

| | | | |
|----|----|-------|-----------------------------|
| A. | 11 | 5.9% | Less than once a month |
| B. | 37 | 19.7% | One to three times a month |
| C. | 50 | 26.6% | Four to six times a month |
| D. | 89 | 47.3% | More than six times a month |
| E. | 1 | 0.5% | No response |

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 1 | 3 | 5 | Columbia |
| 33 | 63 | 38 | Kansas City |
| 12 | 15 | 17 | Knob Noster |
| 10 | 40 | 51 | Sedalia |
| 123 | 23 | 10 | Warrensburg |
| 4 | 5 | 3 | Other (please specify) |
| 5 | 39 | 64 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.5% | 1.6% | 2.7% | Columbia |
| 17.6% | 33.5% | 20.2% | Kansas City |
| 6.4% | 8.0% | 9.0% | Knob Noster |
| 5.3% | 21.3% | 27.1% | Sedalia |
| 65.4% | 12.2% | 5.3% | Warrensburg |
| 2.1% | 2.7% | 1.6% | Other (please specify) |
| 2.7% | 20.7% | 34.1% | Improper Answer |

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|------|------|------|-----------|-------------|----------------------------|
| 40 | 99 | 48 | 1 | 0 | 0 | Competitive prices |
| 49 | 116 | 20 | 3 | 0 | 0 | Adequate parking |
| 68 | 90 | 25 | 4 | 1 | 0 | Product/Service selection |
| 40 | 101 | 35 | 8 | 1 | 3 | Convenience of locations |
| 58 | 103 | 24 | 3 | 0 | 0 | Convenience of hours |
| 32 | 72 | 68 | 6 | 1 | 9 | Financing/terms of payment |
| 64 | 98 | 11 | 2 | 0 | 13 | Use of Credit Cards |

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|-------|-------|------|-----------|-------------|----------------------------|
| 21.3% | 52.7% | 25.5% | 0.5% | 0.0% | 0.0% | Competitive prices |
| 26.1% | 61.7% | 10.6% | 1.6% | 0.0% | 0.0% | Adequate parking |
| 36.2% | 47.9% | 13.3% | 2.1% | 0.5% | 0.0% | Product/Service selection |
| 21.3% | 53.7% | 18.6% | 4.3% | 0.5% | 1.6% | Convenience of locations |
| 30.9% | 54.7% | 12.8% | 1.6% | 0.0% | 0.0% | Convenience of hours |
| 17.0% | 38.3% | 36.2% | 3.2% | 0.5% | 4.8% | Financing/terms of payment |
| 34.0% | 52.1% | 5.9% | 1.1% | 0.0% | 6.9% | Use of Credit Cards |

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 1 | 4 | 5 | Columbia |
| 56 | 61 | 24 | Kansas City |
| 6 | 17 | 22 | Knob Noster |
| 13 | 27 | 58 | Sedalia |
| 99 | 40 | 11 | Warrensburg |
| 3 | 3 | 5 | Other (please specify) |
| 10 | 36 | 63 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.5% | 2.1% | 2.7% | Columbia |
| 29.8% | 32.5% | 12.8% | Kansas City |
| 3.2% | 9.0% | 11.7% | Knob Noster |
| 6.9% | 14.4% | 30.8% | Sedalia |
| 52.7% | 21.3% | 5.9% | Warrensburg |
| 1.6% | 1.6% | 2.7% | Other (please specify) |
| 5.3% | 19.1% | 33.4% | Improper Answer |

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

| First | Second | Third | |
|-------|--------|-------|---|
| 0 | 0 | 1 | Adequate parking |
| 22 | 11 | 9 | Already there for reasons other than shopping |
| 25 | 13 | 29 | Low prices |
| 4 | 11 | 10 | Convenient hours |
| 2 | 1 | 3 | Courteous salespeople |
| 6 | 9 | 15 | Different atmosphere/change of scenery |
| 54 | 34 | 19 | Non-availability of products/services ON-base |
| 6 | 21 | 15 | Special sales or discounts |
| 25 | 40 | 30 | Wider product selection |
| 2 | 3 | 8 | Quality of merchandise |
| 1 | 1 | 7 | Terms or payment |
| 11 | 1 | 0 | Other (convenience/distance) |
| 30 | 43 | 42 | Improper response |

| First | Second | Third | |
|-------|--------|-------|---|
| 0.0% | 0.0% | 0.5% | Adequate parking |
| 11.7% | 5.9% | 4.8% | Already there for reasons other than shopping |
| 13.3% | 6.9% | 15.4% | Low prices |
| 2.1% | 5.9% | 5.3% | Convenient hours |
| 1.1% | 0.5% | 1.6% | Courteous salespeople |
| 3.2% | 4.8% | 8.0% | Different atmosphere/change of scenery |
| 28.6% | 18.1% | 10.1% | Non-availability of products/services ON-base |
| 3.2% | 11.2% | 8.0% | Special sales or discounts |
| 13.3% | 21.3% | 16.0% | Wider product selection |
| 1.1% | 1.6% | 4.3% | Quality of merchandise |
| 0.5% | 0.5% | 3.7% | Terms or payment |
| 5.9% | 0.5% | 0.0% | Other (convenience/distance) |

16.0% 22.8% 22.3% Improper response

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia
 KC = Kansas City, Col = Columbia, Otr = Other
 No resp = No response or Not Applicable

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|---------|----|------|-----|----|-----|-----|----------|---------|--------------------------|
| 15 | 8 | 85 | 19 | 21 | 0 | 7 | 0 | 0 | Hardware |
| 62 | 10 | 72 | 13 | 15 | 1 | 4 | 0 | 0 | Auto parts / accessories |
| 35 | 1 | 46 | 8 | 38 | 2 | 1 | 0 | 0 | Toys |
| 135 | 3 | 37 | 5 | 6 | 0 | 1 | 0 | 0 | Groceries |
| 53 | 2 | 55 | 6 | 13 | 1 | 2 | 0 | 0 | School / office supplies |
| 34 | 1 | 24 | 6 | 74 | 1 | 5 | 0 | 0 | Jewelry |
| 121 | 1 | 45 | 4 | 7 | 0 | 2 | 0 | 0 | Personal care products |
| 140 | 2 | 27 | 3 | 5 | 0 | 1 | 0 | 0 | Over-the-counter drugs |
| 6 | 5 | 36 | 32 | 62 | 2 | 4 | 0 | 0 | Furniture |
| 13 | 2 | 53 | 11 | 44 | 1 | 6 | 0 | 0 | Sporting goods |
| 29 | 3 | 48 | 14 | 45 | 1 | 4 | 0 | 0 | Appliances |
| 64 | 3 | 43 | 8 | 47 | 0 | 3 | 1 | 0 | Electronics |
| 18 | 1 | 48 | 8 | 76 | 4 | 3 | 1 | 0 | Men's apparel |
| 10 | 1 | 43 | 6 | 86 | 3 | 2 | 0 | 0 | Women's apparel |
| 21 | 1 | 38 | 8 | 53 | 1 | 1 | 0 | 0 | Children's apparel |
| 32 | 1 | 50 | 8 | 72 | 2 | 7 | 0 | 0 | Shoes |
| 69 | 26 | 53 | 4 | 8 | 0 | 15 | 0 | 0 | Banking |
| 25 | 6 | 88 | 17 | 29 | 3 | 2 | 0 | 0 | Dining out |
| 80 | 2 | 27 | 4 | 6 | 0 | 5 | 0 | 9 | Alcoholic beverages |
| 116 | 34 | 25 | 1 | 4 | 0 | 2 | 0 | 0 | Barber/hair styling |
| 110 | 30 | 24 | 2 | 6 | 0 | 1 | 0 | 0 | Dry cleaning |

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|---------|----|------|-----|----|-----|-----|----------|---------|--|
|---------|----|------|-----|----|-----|-----|----------|---------|--|

PERCENTAGES

| | | | | | | | | | |
|------|------|------|------|------|-----|-----|-----|-----|--------------------------|
| 9.7 | 5.2 | 54.8 | 12.3 | 13.5 | 0.0 | 4.5 | 0.0 | 0.0 | Hardware |
| 35.0 | 5.6 | 40.7 | 7.3 | 8.5 | 0.6 | 2.3 | 0.0 | 0.0 | Auto parts / accessories |
| 26.7 | 0.8 | 35.1 | 6.1 | 29.0 | 1.5 | 0.8 | 0.0 | 0.0 | Toys |
| 72.2 | 1.6 | 19.8 | 2.7 | 3.2 | 0.0 | 0.5 | 0.0 | 0.0 | Groceries |
| 40.2 | 1.5 | 41.7 | 4.5 | 9.8 | 0.8 | 1.5 | 0.0 | 0.0 | School / office supplies |
| 23.4 | 0.7 | 16.6 | 4.1 | 51.1 | 0.7 | 3.4 | 0.0 | 0.0 | Jewelry |
| 67.2 | 0.6 | 25.0 | 2.2 | 3.9 | 0.0 | 1.1 | 0.0 | 0.0 | Personal care products |
| 78.6 | 1.1 | 15.2 | 1.7 | 2.8 | 0.0 | 0.6 | 0.0 | 0.0 | Over-the-counter drugs |
| 4.1 | 3.4 | 24.5 | 21.8 | 42.1 | 1.4 | 2.7 | 0.0 | 0.0 | Furniture |
| 10.0 | 1.5 | 40.8 | 8.5 | 33.8 | 0.8 | 4.6 | 0.0 | 0.0 | Sporting goods |
| 20.1 | 2.1 | 33.3 | 9.7 | 31.3 | 0.7 | 2.8 | 0.0 | 0.0 | Appliances |
| 37.9 | 1.8 | 25.4 | 4.7 | 27.8 | 0.0 | 1.8 | 0.6 | 0.0 | Electronics |
| 11.3 | 0.6 | 30.2 | 5.0 | 47.7 | 2.5 | 1.9 | 0.6 | 0.0 | Men's apparel |
| 6.6 | 0.7 | 28.5 | 4.0 | 56.9 | 2.0 | 1.3 | 0.0 | 0.0 | Women's apparel |
| 17.1 | 0.8 | 30.9 | 6.5 | 43.1 | 0.8 | 0.8 | 0.0 | 0.0 | Children's apparel |
| 18.6 | 0.6 | 29.0 | 4.7 | 41.8 | 1.2 | 4.1 | 0.0 | 0.0 | Shoes |
| 39.3 | 14.9 | 30.3 | 2.3 | 4.6 | 0.0 | 8.6 | 0.0 | 0.0 | Banking |
| 14.7 | 3.5 | 51.7 | 10.0 | 17.1 | 1.8 | 1.2 | 0.0 | 0.0 | Dining out |
| 60.1 | 1.5 | 20.3 | 3.0 | 4.5 | 0.0 | 3.8 | 0.0 | 6.8 | Alcoholic beverages |
| 63.8 | 18.7 | 13.7 | 0.5 | 2.2 | 0.0 | 1.1 | 0.0 | 0.0 | Barber / hair styling |

63.5 17.3 13.9 1.2 3.5 0.0 0.6 0.0 0.0 Dry cleaning

PERCENTAGES

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 30 | 25 | 94 | Monday |
| 25 | 21 | 90 | Tuesday |
| 30 | 22 | 97 | Wednesday |
| 25 | 22 | 91 | Thursday |
| 30 | 23 | 101 | Friday |
| 87 | 99 | 70 | Saturday |
| 32 | 94 | 46 | Sunday |
| 5 | 5 | 6 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 2.6% | 2.1% | 8.0% | Monday |
| 2.1% | 1.8% | 7.7% | Tuesday |
| 2.6% | 1.9% | 8.3% | Wednesday |
| 2.1% | 1.9% | 7.8% | Thursday |
| 2.6% | 2.0% | 8.6% | Friday |
| 7.5% | 8.5% | 6.0% | Saturday |
| 2.7% | 8.0% | 3.9% | Sunday |
| 0.4% | 0.4% | 0.5% | No Preference |

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 22 | 17 | 110 | Monday |
| 20 | 15 | 106 | Tuesday |
| 21 | 16 | 110 | Wednesday |
| 19 | 15 | 108 | Thursday |
| 24 | 16 | 123 | Friday |
| 91 | 113 | 110 | Saturday |
| 63 | 110 | 86 | Sunday |
| 5 | 5 | 5 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 1.7% | 1.3% | 8.3% | Monday |
| 1.5% | 1.1% | 8.0% | Tuesday |
| 1.6% | 1.2% | 8.3% | Wednesday |
| 1.4% | 1.1% | 8.1% | Thursday |
| 1.8% | 1.2% | 9.1% | Friday |
| 6.8% | 8.5% | 8.3% | Saturday |
| 4.7% | 8.3% | 6.5% | Sunday |
| 0.4% | 0.4% | 0.4% | No Preference |

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole

- (1) 8 Need fast-food facility
- (2) 6 Need competitive prices
- (3) 2 Lack of selection
- (4) 2 Need to expand hours
- (5) 1 Limited amount of facilities
- (6) 1 Need a car wash
- (7) 1 Need competitive prices and service
- (8) 1 Need more parking
- (9) 1 Poor service

B. Auto Hobby Shop (Whiteman AFB)

- (1) 1 Need to improve scheduling

C. Bank (Whiteman AFB)

- (1) 2 Need to expand hours

D. Base Exchange (BX) (Whiteman AFB)

Note: This includes some comments concerning the Shoppette

- (1) 17 Lack of selection
- (2) 7 Need competitive prices
- (3) 4 Need better service
- (4) 3 Need to expand hours
- (5) 2 Lack of selection and limited space
- (6) 2 Need to enlarge the men's clothing selection
- (7) 1 Need to enlarge the sporting goods selection
- (8) 1 Good service, given their size

E. Clothing Sales (Whiteman AFB)

- (1) 1 Need to be open on Monday
- (2) 1 Need to expand hours
- (3) 1 Reduce payment rates on Deferred Payment Plan

F. Commissary (Whiteman AFB)

- (1) 8 Need to expand hours
- (2) 6 Need competitive prices
- (3) 3 Need to be open on Sunday
- (4) 3 Too many lines
- (5) 2 Change express line policy to include checks
- (6) 2 Need to be open on Monday
- (7) 1 Need better service
- (8) 1 Need more parking
- (9) 4 Good competitive prices

G. Service Station (Whiteman AFB)

Note: No service station currently exists

- (1) 8 Need a base service station

H. Local communities

- (1) 1 Lack of product selection
- (2) 1 Need competitive prices
- (3) 1 Need to expand hours
- (4) 1 Good prices and good hours

I. Knob Noster, MO

- (1) 5 Need more facilities to shop (Wal-Mart, K-Mart) and eat (McDonalds, Burger King, or Taco Bell)
- (2) 2 Need to expand hours

J. Other Comments

- (1) 1 Close the class VI (liquor) store

SHOPPER'S SURVEY
Summary of Retired Military Living in Knob Noster Area

1. Please indicate whether you are:

| | | | |
|----|----|--------|---------|
| A. | 38 | 100.0% | Males |
| B. | 0 | 0.0% | Females |

2. Please indicate whether you are:

| | | | |
|----|----|-------|---------|
| A. | 31 | 81.6% | Married |
| B. | 7 | 18.4% | Single |

3. Please indicate the number of children you have in your household in the following age categories.

| | | | |
|----|----|-------|-----------------------------|
| A. | 14 | 36.8% | Households WITH children |
| B. | 24 | 63.2% | Households WITHOUT children |
| | 1 | 3.7% | Birth to 5 years old |
| | 6 | 22.3% | 6 - 12 years old |
| | 10 | 37.0% | 13 - 18 years old |
| | 10 | 37.0% | 19 and above |

4. Please indicate your status.

| | | |
|----|----|---|
| C. | 38 | Retired military living in Knob Noster area |
|----|----|---|

5. If you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

| | | |
|----|----|-----------------|
| B. | 38 | Within 10 miles |
|----|----|-----------------|

6. For Retired personnel, indicate the time you have lived in this area.

| | | | |
|----|----|-------|---------------------|
| A. | 0 | 0.0% | Less than one year |
| B. | 0 | 0.0% | One to three years |
| C. | 1 | 2.6% | Four to seven years |
| D. | 34 | 89.5% | Over seven years |
| E. | 3 | 7.9% | No response |

7. Which of the following age groups describe your age?

| | | | |
|----|----|-------|-------------|
| D. | 14 | 36.8% | 40 - 49 |
| E. | 10 | 26.4% | 50 - 59 |
| F. | 14 | 36.8% | 60 or older |

8. Please indicate whether your spouse works.

| | | | |
|----|----|-------|---------------|
| A. | 13 | 41.9% | Full-time |
| B. | 5 | 16.2% | Part-time |
| C. | 13 | 41.9% | Does not work |
| D. | 7 | | No spouse |

9. What was your total household income for the past year?

| | | | |
|----|----|-------|---------------------|
| A. | 1 | 2.6% | 0 - \$9,999 |
| B. | 7 | 18.4% | \$10,000 - \$19,999 |
| C. | 9 | 23.7% | \$20,000 - \$29,999 |
| D. | 15 | 39.5% | \$30,000 - \$39,999 |
| E. | 5 | 13.2% | \$40,000 - or more |
| F. | 1 | 2.6% | No response |

10. What is the highest level of education you have completed?

| | | | |
|----|----|-------|--------------------------------|
| B. | 12 | 31.6% | High School (including GED) |
| C. | 10 | 26.3% | Less than two years of college |
| D. | 4 | 10.5% | Two year college degree |
| E. | 7 | 18.4% | Four year college degree |
| F. | 5 | 13.2% | Graduate Degree |

11. How many times do you and your spouse usually shop ON-base?

| | | | |
|----|----|-------|-----------------------------|
| A. | 1 | 2.6% | Less than once a month |
| B. | 8 | 21.1% | One to three times a month |
| C. | 18 | 47.4% | Four to six times a month |
| D. | 11 | 28.9% | More than six times a month |

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|------|------|------|-----------|-------------|----------------------------|
| 8 | 10 | 16 | 3 | 0 | 1 | Competitive prices |
| 7 | 20 | 5 | 4 | 2 | 0 | Adequate parking |
| 5 | 13 | 9 | 10 | 1 | 0 | Product/Service selection |
| 10 | 19 | 5 | 2 | 0 | 2 | Convenience of locations |
| 9 | 15 | 8 | 5 | 1 | 0 | Convenience of hours |
| 4 | 13 | 8 | 2 | 2 | 9 | Financing/terms of payment |
| 6 | 13 | 8 | 0 | 1 | 10 | Use of Credit Cards |

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|-------|-------|-------|-----------|-------------|----------------------------|
| 21.1% | 26.3% | 42.1% | 7.9% | 0.0% | 2.6% | Competitive prices |
| 18.4% | 52.6% | 13.2% | 10.5% | 5.3% | 0.0% | Adequate parking |
| 13.2% | 34.2% | 23.7% | 26.3% | 2.6% | 0.0% | Product/Service selection |
| 26.3% | 49.9% | 13.2% | 5.3% | 0.0% | 5.3% | Convenience of locations |
| 23.7% | 39.4% | 21.1% | 13.2% | 2.6% | 0.0% | Convenience of hours |
| 10.5% | 34.1% | 21.1% | 5.3% | 5.3% | 23.7% | Financing/terms of payment |
| 15.8% | 34.2% | 21.1% | 0.0% | 2.6% | 26.3% | Use of Credit Cards |

13. How many times do you and your spouse usually shop OFF-base?

| | | | |
|----|----|-------|-----------------------------|
| A. | 0 | 0.0% | Less than once a month |
| B. | 9 | 23.7% | One to three times a month |
| C. | 11 | 28.9% | Four to six times a month |
| D. | 18 | 47.4% | More than six times a month |

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0 | 0 | 0 | Columbia |
| 1 | 7 | 9 | Kansas City |
| 8 | 9 | 9 | Knob Noster |
| 4 | 8 | 18 | Sedalia |
| 25 | 12 | 1 | Warrensburg |
| 0 | 0 | 0 | Other (please specify) |
| 0 | 2 | 1 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.0% | 0.0% | 0.0% | Columbia |
| 2.6% | 18.4% | 23.7% | Kansas City |
| 21.1% | 23.6% | 23.7% | Knob Noster |
| 10.5% | 21.1% | 47.4% | Sedalia |
| 65.8% | 31.6% | 2.6% | Warrensburg |
| 0.0% | 0.0% | 0.0% | Other (please specify) |
| 0.0% | 5.3% | 2.6% | Improper Answer |

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|------|------|------|-----------|-------------|----------------------------|
| 11 | 20 | 6 | 1 | 0 | 0 | Competitive prices |
| 17 | 12 | 9 | 0 | 0 | 0 | Adequate parking |
| 14 | 18 | 5 | 1 | 0 | 0 | Product/Service selection |
| 14 | 15 | 8 | 1 | 0 | 0 | Convenience of locations |
| 16 | 20 | 2 | 0 | 0 | 0 | Convenience of hours |
| 7 | 15 | 8 | 0 | 0 | 8 | Financing/terms of payment |
| 9 | 16 | 5 | 0 | 0 | 8 | Use of Credit Cards |

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|-------|-------|------|-----------|-------------|----------------------------|
| 28.9% | 52.7% | 15.8% | 2.6% | 0.0% | 0.0% | Competitive prices |
| 44.7% | 31.6% | 23.7% | 0.0% | 0.0% | 0.0% | Adequate parking |
| 36.8% | 47.4% | 13.2% | 2.6% | 0.0% | 0.0% | Product/Service selection |
| 36.8% | 39.5% | 21.1% | 2.6% | 0.0% | 0.0% | Convenience of locations |
| 42.1% | 52.6% | 5.3% | 0.0% | 0.0% | 0.0% | Convenience of hours |
| 18.4% | 39.4% | 21.1% | 0.0% | 0.0% | 21.1% | Financing/terms of payment |
| 23.7% | 42.0% | 13.2% | 0.0% | 0.0% | 21.1% | Use of Credit Cards |

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

| First | Second | Third | |
|-------|--------|-------|-------------|
| 0 | 0 | 0 | Columbia |
| 4 | 12 | 6 | Kansas City |
| 2 | 11 | 13 | Knob Noster |
| 2 | 7 | 16 | Sedalia |

| | | | |
|----|---|---|------------------------|
| 19 | 6 | 3 | Warrensburg |
| 0 | 0 | 0 | Other (please specify) |
| 11 | 2 | 0 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.0% | 0.0% | 0.0% | Columbia |
| 10.5% | 31.6% | 15.8% | Kansas City |
| 5.3% | 28.9% | 34.2% | Knob Noster |
| 5.3% | 18.4% | 42.1% | Sedalia |
| 50.0% | 15.8% | 7.9% | Warrensburg |
| 0.0% | 0.0% | 0.0% | Other (please specify) |
| 28.9% | 5.3% | 0.0% | Improper Answer |

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

| First | Second | Third | |
|-------|--------|-------|---|
| 0 | 1 | 0 | Adequate parking |
| 5 | 4 | 2 | Already there for reasons other than shopping |
| 10 | 4 | 1 | Low prices |
| 2 | 4 | 3 | Convenient hours |
| 0 | 0 | 3 | Courteous salespeople |
| 0 | 2 | 5 | Different atmosphere/change of scenery |
| 10 | 7 | 3 | Non-availability of products/services ON-base |
| 1 | 2 | 5 | Special sales or discounts |
| 5 | 7 | 6 | Wider product selection |
| 0 | 2 | 2 | Quality of merchandise |
| 0 | 0 | 1 | Terms or payment |
| 0 | 0 | 2 | Other (convenience/distance) |
| 5 | 5 | 5 | Improper response |

| First | Second | Third | |
|-------|--------|-------|---|
| 0.0% | 2.6% | 0.0% | Adequate parking |
| 13.2% | 10.5% | 5.3% | Already there for reasons other than shopping |
| 26.2% | 10.5% | 2.6% | Low prices |
| 5.3% | 10.5% | 7.9% | Convenient hours |
| 0.0% | 0.0% | 7.9% | Courteous salespeople |
| 0.0% | 5.3% | 13.1% | Different atmosphere/change of scenery |
| 26.3% | 18.3% | 7.9% | Non-availability of products/services ON-base |
| 2.6% | 5.3% | 13.2% | Special sales or discounts |
| 13.2% | 18.4% | 15.7% | Wider product selection |
| 0.0% | 5.4% | 5.3% | Quality of merchandise |
| 0.0% | 0.0% | 2.6% | Terms or payment |
| 0.0% | 0.0% | 5.3% | Other (convenience/distance) |
| 13.2% | 13.2% | 13.2% | Improper response |

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia
 KC = Kansas City, Col = Columbia, Otr = Other
 No resp = No response or Not Applicable

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|---------|----|------|-----|----|-----|-----|----------|---------|--------------------------|
| 3 | 6 | 20 | 5 | 3 | 0 | 0 | 0 | 0 | Hardware |
| 1 | 14 | 17 | 3 | 2 | 0 | 0 | 0 | 0 | Auto parts / accessories |
| 7 | 0 | 15 | 1 | 4 | 0 | 0 | 2 | 4 | Toys |
| 34 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | Groceries |
| 9 | 0 | 15 | 3 | 1 | 0 | 0 | 0 | 3 | School / office supplies |
| 13 | 0 | 7 | 1 | 5 | 0 | 0 | 1 | 2 | Jewelry |
| 29 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | Personal care products |
| 21 | 0 | 17 | 1 | 0 | 0 | 0 | 0 | 1 | Over-the-counter drugs |
| 3 | 0 | 12 | 3 | 12 | 0 | 0 | 1 | 4 | Furniture |
| 10 | 0 | 12 | 2 | 5 | 0 | 1 | 1 | 2 | Sporting goods |
| 9 | 2 | 16 | 1 | 6 | 0 | 0 | 0 | 1 | Appliances |
| 12 | 0 | 16 | 2 | 5 | 0 | 0 | 0 | 1 | Electronics |
| 5 | 0 | 16 | 3 | 11 | 0 | 0 | 3 | 0 | Men's apparel |
| 4 | 0 | 11 | 1 | 13 | 0 | 0 | 2 | 2 | Women's apparel |
| 6 | 0 | 5 | 1 | 7 | 0 | 0 | 0 | 5 | Children's apparel |
| 8 | 0 | 14 | 2 | 9 | 0 | 2 | 1 | 0 | Shoes |
| 12 | 16 | 7 | 0 | 1 | 0 | 2 | 0 | 0 | Banking |
| 4 | 7 | 13 | 7 | 3 | 1 | 3 | 0 | 0 | Dining out |
| 12 | 3 | 6 | 0 | 0 | 0 | 0 | 0 | 9 | Alcoholic beverages |
| 5 | 20 | 8 | 1 | 0 | 0 | 0 | 0 | 1 | Barber/hair styling |
| 12 | 12 | 10 | 0 | 0 | 0 | 0 | 0 | 1 | Dry cleaning |

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|---------|----|------|-----|----|-----|-----|----------|---------|--|
|---------|----|------|-----|----|-----|-----|----------|---------|--|

PERCENTAGES

| | | | | | | | | | |
|------|------|------|------|------|-----|-----|-----|------|--------------------------|
| 8.1 | 16.2 | 54.1 | 13.5 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 | Hardware |
| 2.7 | 37.8 | 46.0 | 8.1 | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 | Auto parts / accessories |
| 21.2 | 0.0 | 45.5 | 3.0 | 12.1 | 0.0 | 0.0 | 6.1 | 12.1 | Toys |
| 81.0 | 9.5 | 9.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | Groceries |
| 29.0 | 0.0 | 48.4 | 9.7 | 3.2 | 0.0 | 0.0 | 0.0 | 9.7 | School / office supplies |
| 44.9 | 0.0 | 24.2 | 3.4 | 17.2 | 0.0 | 0.0 | 3.4 | 6.9 | Jewelry |
| 90.6 | 3.1 | 6.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | Personal care products |
| 52.5 | 0.0 | 42.5 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | Over-the-counter drugs |
| 8.6 | 0.0 | 34.2 | 8.6 | 34.3 | 0.0 | 0.0 | 2.9 | 11.4 | Furniture |
| 30.3 | 0.0 | 36.3 | 6.1 | 15.2 | 0.0 | 3.0 | 3.0 | 6.1 | Sporting goods |
| 25.7 | 5.7 | 45.7 | 2.9 | 17.1 | 0.0 | 0.0 | 0.0 | 2.9 | Appliances |
| 33.3 | 0.0 | 44.4 | 5.6 | 13.9 | 0.0 | 0.0 | 0.0 | 2.8 | Electronics |
| 13.2 | 0.0 | 42.1 | 7.9 | 28.9 | 0.0 | 0.0 | 7.9 | 0.0 | Men's apparel |
| 12.1 | 0.0 | 33.3 | 3.0 | 39.4 | 0.0 | 0.0 | 6.1 | 6.1 | Women's apparel |
| 25.0 | 0.0 | 20.8 | 4.2 | 29.2 | 0.0 | 0.0 | 0.0 | 20.8 | Children's apparel |
| 22.2 | 0.0 | 38.8 | 5.6 | 25.0 | 0.0 | 5.6 | 2.8 | 0.0 | Shoes |
| 31.6 | 42.1 | 18.4 | 0.0 | 2.6 | 0.0 | 5.3 | 0.0 | 0.0 | Banking |
| 10.5 | 18.4 | 34.1 | 18.4 | 7.9 | 2.6 | 7.9 | 0.0 | 0.0 | Dining out |
| 40.0 | 10.0 | 20.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 30.0 | Alcoholic beverages |
| 14.3 | 57.0 | 22.9 | 2.9 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | Barber / hair styling |
| 34.2 | 34.3 | 28.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.9 | Dry cleaning |

PERCENTAGES

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 7 | 7 | 12 | Monday |
| 7 | 9 | 11 | Tuesday |
| 6 | 8 | 9 | Wednesday |
| 6 | 9 | 14 | Thursday |
| 7 | 9 | 11 | Friday |
| 18 | 16 | 5 | Saturday |
| 5 | 16 | 6 | Sunday |
| 3 | 3 | 3 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 3.4% | 3.4% | 5.8% | Monday |
| 3.4% | 4.3% | 5.3% | Tuesday |
| 2.9% | 3.9% | 4.3% | Wednesday |
| 2.9% | 4.3% | 6.9% | Thursday |
| 3.4% | 4.3% | 5.3% | Friday |
| 8.7% | 7.8% | 2.4% | Saturday |
| 2.4% | 7.8% | 2.9% | Sunday |
| 1.4% | 1.4% | 1.4% | No Preference |

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 8 | 6 | 18 | Monday |
| 8 | 6 | 17 | Tuesday |
| 6 | 6 | 17 | Wednesday |
| 6 | 5 | 16 | Thursday |
| 9 | 5 | 16 | Friday |
| 15 | 12 | 12 | Saturday |
| 10 | 17 | 13 | Sunday |
| 2 | 2 | 2 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 3.4% | 2.6% | 7.6% | Monday |
| 3.4% | 2.6% | 7.3% | Tuesday |
| 2.6% | 2.6% | 7.3% | Wednesday |
| 2.6% | 2.1% | 6.8% | Thursday |
| 3.8% | 2.1% | 6.8% | Friday |
| 6.4% | 5.1% | 5.1% | Saturday |
| 4.3% | 7.2% | 5.6% | Sunday |
| 0.9% | 0.9% | 0.9% | No Preference |

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole.

- (1) 1 Limited amount of facilities
- (2) 1 Need a place to eat an evening meal during the week

(3) 1 Base facilities are handy

B. Base Exchange (BX) (Whiteman AFB)

- (1) 5 Need competitive prices
- (2) 3 Lack of selection
- (3) 1 Lay-a-Way policy is inconsistent (TVs vs Computer purchase)
- (4) 1 Need better service
- (5) 1 Need to enlarge the sporting goods selection
- (6) 1 Fliers are effective advertising

C. Bowling Alley (Whiteman AFB)

- (1) 1 Need competitive prices

D. Commissary (Whiteman AFB)

- (1) 2 Need better service
- (2) 2 Need to expand hours
- (3) 1 Inconvenient check-out area
- (4) 1 Need better produce section
- (5) 1 Need competitive prices
- (6) 1 Great produce section

E. Non-Commissioned Officers Club (Whiteman AFB)

- (1) 1 Need better overall operations

F. Optical Shop (Whiteman AFB)

- (1) 1 Good prices

G. Service Station (Whiteman AFB)

Note: No service station currently exists

- (1) 3 Need a base service station
- (2) 2 Need good repair capabilities

H. Knob Noster, MO

- (1) 4 Need more facilities to shop (Wal-Mart, K-Mart) and eat (McDonalds, Burger King, or Taco Bell)
- (2) 2 Needs a face lift
- (3) 1 Need a drug store
- (4) 1 Need another bank
- (5) 1 Need better service
- (6) 1 Need competitive prices
- (7) 1 Need to expand hours

I. Other Comments

- (1) 1 No entertainment

SHOPPER'S SURVEY
Summary of Retired Military Living in
OTHER than the Knob Noster Area

1. Please indicate whether you are:

| | | | |
|----|----|-------|---------|
| A. | 53 | 98.1% | Males |
| B. | 1 | 1.9% | Females |

2. Please indicate whether you are:

| | | | |
|----|----|-------|---------|
| A. | 52 | 96.3% | Married |
| B. | 2 | 3.7% | Single |

3. Please indicate the number of children you have in your household in the following age categories.

| | | | |
|----|----|-------|-----------------------------|
| A. | 14 | 25.9% | Households WITH children |
| B. | 40 | 74.1% | Households WITHOUT children |
| | 1 | 3.7% | Birth to 5 years old |
| | 5 | 18.5% | 6 - 12 years old |
| | 11 | 40.8% | 13 - 18 years old |
| | 10 | 37.0% | 19 and above |

4. Please indicate your status.

| | | |
|----|----|--|
| D. | 54 | Retired military living in other than Knob Noster area |
|----|----|--|

5. If you live ON-base go to question 6, if you live OFF-Base, indicate the approximate driving distance you live from Whiteman AFB.

| | | | |
|----|----|-------|-----------------------|
| B. | 13 | 24.1% | Within 10 miles |
| C. | 14 | 25.9% | 10 - 20 miles |
| D. | 10 | 18.5% | 20 - 30 miles |
| E. | 7 | 13.0% | 30 - 40 miles |
| F. | 9 | 16.7% | Greater than 40 miles |
| G. | 1 | | No response |

6. For Retired personnel, indicate the time you have lived in this area.

| | | | |
|----|----|-------|---------------------|
| A. | 0 | 0.0% | Less than one year |
| B. | 0 | 0.0% | One to three years |
| C. | 4 | 7.4% | Four to seven years |
| D. | 47 | 87.0% | Over seven years |
| E. | 3 | 5.6% | No response |

7. Which of the following age groups describe your age?

| | | | |
|----|----|-------|-------------|
| D. | 12 | 22.2% | 40 - 49 |
| E. | 15 | 27.8% | 50 - 59 |
| F. | 25 | 46.3% | 60 or older |
| G. | 2 | 3.7% | No response |

8. Please indicate whether your spouse works.

| | | | |
|----|----|-------|---------------|
| A. | 17 | 33.3% | Full-time |
| B. | 9 | 17.6% | Part-time |
| C. | 25 | 49.1% | Does not work |
| D. | 2 | | No spouse |
| E. | 1 | | No response |

9. What was your total household income for the past year?

| | | | |
|----|----|-------|---------------------|
| A. | 0 | 0.0% | 0 - \$9,999 |
| B. | 6 | 11.1% | \$10,000 - \$19,999 |
| C. | 15 | 27.8% | \$20,000 - \$29,999 |
| D. | 13 | 24.1% | \$30,000 - \$39,999 |
| E. | 18 | 33.3% | \$40,000 - or more |
| F. | 2 | 3.7% | No response |

10. What is the highest level of education you have completed?

| | | | |
|----|----|-------|--------------------------------|
| B. | 15 | 27.8% | High School (including GED) |
| C. | 19 | 35.1% | Less than two years of college |
| D. | 3 | 5.6% | Two year college degree |
| E. | 8 | 14.8% | Four year college degree |
| F. | 7 | 13.0% | Graduate Degree |
| G. | 2 | 3.7% | No response |

11. How many times do you and your spouse usually shop ON-base?

| | | | |
|----|----|-------|-----------------------------|
| A. | 11 | 20.4% | Less than once a month |
| B. | 29 | 53.6% | One to three times a month |
| C. | 10 | 18.5% | Four to six times a month |
| D. | 3 | 5.6% | More than six times a month |
| E. | 1 | 1.9% | No response |

12. Rate the Base shopping facilities in the following areas: (please put a check in the area that indicates your rating.)

| | Very Good | Good | Fair | Poor | Very Poor | No Response | |
|--|-----------|------|------|------|-----------|-------------|----------------------------|
| | 11 | 23 | 10 | 3 | 0 | 7 | Competitive prices |
| | 20 | 25 | 2 | 1 | 0 | 6 | Adequate parking |
| | 8 | 19 | 18 | 2 | 1 | 6 | Product/Service selection |
| | 13 | 28 | 5 | 0 | 1 | 7 | Convenience of locations |
| | 8 | 25 | 11 | 3 | 1 | 6 | Convenience of hours |
| | 8 | 24 | 4 | 0 | 0 | 18 | Financing/terms of payment |
| | 9 | 19 | 3 | 0 | 1 | 22 | Use of Credit Cards |

| | Very Good | Good | Fair | Poor | Very Poor | No Response | |
|--|-----------|-------|-------|------|-----------|-------------|----------------------------|
| | 20.4% | 42.5% | 18.5% | 5.6% | 0.0% | 13.0% | Competitive prices |
| | 37.0% | 46.3% | 3.7% | 1.9% | 0.0% | 11.1% | Adequate parking |
| | 14.8% | 35.2% | 33.3% | 3.7% | 1.9% | 11.1% | Product/Service selection |
| | 24.0% | 51.8% | 9.3% | 0.0% | 1.9% | 13.0% | Convenience of locations |
| | 14.8% | 46.2% | 20.4% | 5.6% | 1.9% | 11.1% | Convenience of hours |
| | 14.8% | 44.5% | 7.4% | 0.0% | 0.0% | 33.3% | Financing/terms of payment |

16.7% 35.2% 5.6% 0.0% 1.9% 40.6% Use of Credit Cards

13. How many times do you and your spouse usually shop OFF-base?

| | | | |
|----|----|-------|-----------------------------|
| A. | 3 | 5.6% | Less than once a month |
| B. | 9 | 16.7% | One to three times a month |
| C. | 14 | 25.9% | Four to six times a month |
| D. | 27 | 49.9% | More than six times a month |
| E. | 1 | 1.9% | No response |

14. Please rate where you shop most frequently OFF-base. "1" for most frequent, "2" for second most frequent, and "3" for third most frequent.

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0 | 1 | 4 | Columbia |
| 5 | 28 | 8 | Kansas City |
| 0 | 3 | 2 | Knob Noster |
| 21 | 4 | 9 | Sedalia |
| 14 | 5 | 6 | Warrensburg |
| 8 | 2 | 9 | Other (please specify) |
| 6 | 11 | 16 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.0% | 1.9% | 7.4% | Columbia |
| 9.3% | 51.8% | 14.8% | Kansas City |
| 0.0% | 5.6% | 3.7% | Knob Noster |
| 38.9% | 7.4% | 16.7% | Sedalia |
| 25.9% | 9.3% | 11.1% | Warrensburg |
| 14.8% | 3.7% | 16.7% | Other (please specify) |
| 11.1% | 20.3% | 29.6% | Improper Answer |

15. Please rate the shopping facilities of the city where you shop most frequently (from question 14) OFF-base. (Please put a check in the area that indicates your rating.)

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|------|------|------|-----------|-------------|----------------------------|
| 11 | 32 | 10 | 0 | 0 | 1 | Competitive prices |
| 13 | 36 | 3 | 1 | 0 | 1 | Adequate parking |
| 10 | 30 | 11 | 1 | 0 | 2 | Product/Service selection |
| 16 | 30 | 6 | 0 | 0 | 1 | Convenience of locations |
| 23 | 26 | 4 | 0 | 0 | 1 | Convenience of hours |
| 10 | 23 | 4 | 0 | 2 | 15 | Financing/terms of payment |
| 16 | 20 | 3 | 0 | 1 | 14 | Use of Credit Cards |

| Very Good | Good | Fair | Poor | Very Poor | No Response | |
|-----------|-------|-------|------|-----------|-------------|----------------------------|
| 20.4% | 59.2% | 18.5% | 0.0% | 0.0% | 1.9% | Competitive prices |
| 24.0% | 66.6% | 5.6% | 1.9% | 0.0% | 1.9% | Adequate parking |
| 18.5% | 55.5% | 20.4% | 1.9% | 0.0% | 3.7% | Product/Service selection |
| 29.5% | 55.5% | 11.1% | 1.9% | 0.0% | 1.9% | Convenience of locations |
| 42.6% | 48.1% | 7.4% | 0.0% | 0.0% | 1.9% | Convenience of hours |
| 18.5% | 42.6% | 7.4% | 0.0% | 3.7% | 27.8% | Financing/terms of payment |

16. Please estimate (roughly) where you spend the most money OFF-base. "1" for most money, "2" for second largest amount, and "3" for third largest amount.

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0 | 1 | 4 | Columbia |
| 6 | 30 | 8 | Kansas City |
| 0 | 3 | 2 | Knob Noster |
| 21 | 4 | 10 | Sedalia |
| 13 | 4 | 8 | Warrensburg |
| 9 | 2 | 8 | Other (please specify) |
| 5 | 10 | 14 | Improper Answer |

| First | Second | Third | |
|-------|--------|-------|------------------------|
| 0.0% | 1.9% | 7.4% | Columbia |
| 11.1% | 55.5% | 14.8% | Kansas City |
| 0.0% | 5.6% | 3.7% | Knob Noster |
| 38.8% | 7.4% | 18.5% | Sedalia |
| 24.1% | 7.4% | 14.8% | Warrensburg |
| 16.7% | 3.7% | 14.8% | Other (please specify) |
| 9.3% | 18.5% | 26.0% | Improper Answer |

17. Please rank the three main reasons why you and your spouse shop OFF-base. "1" for the most important, "2" for the second most important, and "3" for the third most important.

| First | Second | Third | |
|-------|--------|-------|---|
| 0 | 0 | 0 | Adequate parking |
| 14 | 8 | 2 | Already there for reasons other than shopping |
| 5 | 5 | 1 | Low prices |
| 3 | 5 | 4 | Convenient hours |
| 0 | 0 | 0 | Courteous salespeople |
| 0 | 1 | 0 | Different atmosphere/change of scenery |
| 9 | 7 | 6 | Non-availability of products/services ON-base |
| 1 | 6 | 6 | Special sales or discounts |
| 2 | 4 | 11 | Wider product selection |
| 1 | 2 | 4 | Quality of merchandise |
| 0 | 1 | 0 | Terms or payment |
| 8 | 0 | 0 | Other (convenience/distance) |
| 11 | 16 | 20 | Improper response |

| First | Second | Third | |
|-------|--------|-------|---|
| 0.0% | 0.0% | 0.0% | Adequate parking |
| 25.8% | 14.5% | 3.7% | Already there for reasons other than shopping |
| 9.3% | 9.1% | 1.9% | Low prices |
| 5.6% | 9.1% | 7.4% | Convenient hours |
| 0.0% | 0.0% | 0.0% | Courteous salespeople |
| 0.0% | 1.8% | 0.0% | Different atmosphere/change of scenery |
| 16.7% | 12.7% | 11.1% | Non-availability of products/services ON-base |
| 1.9% | 10.9% | 11.1% | Special sales or discounts |
| 3.7% | 7.3% | 20.4% | Wider product selection |
| 1.9% | 3.6% | 7.4% | Quality of merchandise |
| 0.0% | 1.8% | 0.0% | Terms or payment |

14.8%
20.3%

0.0%
29.2%

0.0%
37.0%

Other (convenience/distance)
Improper response

18. Please indicate where you make the majority of your purchases for each of the following product/service:

KN = Knob Noster, Wnbg = Warrensburg, Sed = Sedalia
 KC = Kansas City, Col = Columbia, Otr = Other
 No resp = No response or Not Applicable

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|---------|----|------|-----|----|-----|-----|----------|---------|--------------------------|
| 3 | 0 | 15 | 17 | 4 | 0 | 12 | 0 | 0 | Hardware |
| 0 | 0 | 15 | 20 | 3 | 0 | 14 | 0 | 0 | Auto parts / accessories |
| 10 | 0 | 6 | 10 | 8 | 0 | 6 | 0 | 4 | Toys |
| 34 | 0 | 5 | 6 | 2 | 0 | 7 | 0 | 0 | Groceries |
| 5 | 0 | 9 | 15 | 3 | 0 | 10 | 0 | 2 | School / office supplies |
| 14 | 0 | 4 | 13 | 11 | 0 | 9 | 0 | 1 | Jewelry |
| 29 | 0 | 6 | 13 | 3 | 0 | 11 | 0 | 0 | Personal care products |
| 17 | 0 | 5 | 14 | 3 | 0 | 11 | 0 | 2 | Over-the-counter drugs |
| 0 | 0 | 6 | 18 | 15 | 0 | 9 | 0 | 0 | Furniture |
| 9 | 0 | 7 | 15 | 7 | 0 | 8 | 0 | 3 | Sporting goods |
| 8 | 0 | 10 | 16 | 11 | 0 | 7 | 0 | 0 | Appliances |
| 10 | 0 | 9 | 12 | 12 | 0 | 8 | 0 | 2 | Electronics |
| 6 | 0 | 7 | 14 | 18 | 0 | 7 | 1 | 0 | Men's apparel |
| 7 | 0 | 8 | 13 | 18 | 0 | 6 | 0 | 1 | Women's apparel |
| 7 | 0 | 4 | 8 | 9 | 0 | 6 | 0 | 10 | Children's apparel |
| 10 | 0 | 7 | 14 | 13 | 0 | 7 | 0 | 1 | Shoes |
| 0 | 4 | 13 | 19 | 4 | 0 | 14 | 0 | 0 | Banking |
| 1 | 0 | 10 | 19 | 13 | 0 | 9 | 0 | 1 | Dining out |
| 4 | 1 | 5 | 12 | 4 | 0 | 6 | 0 | 14 | Alcoholic beverages |
| 8 | 3 | 11 | 18 | 3 | 0 | 11 | 0 | 1 | Barber/hair styling |
| 3 | 0 | 12 | 18 | 3 | 0 | 13 | 0 | 2 | Dry cleaning |

| ON-Base | KN | Wnbg | Sed | KC | Col | Otr | Cat-alog | NO Resp | |
|--------------------|-----|------|------|------|-----|------|----------|---------|--------------------------|
| PERCENTAGES | | | | | | | | | |
| 5.9 | 0.0 | 29.4 | 33.4 | 7.8 | 0.0 | 23.5 | 0.0 | 0.0 | Hardware |
| 0.0 | 0.0 | 28.8 | 38.5 | 5.8 | 0.0 | 26.9 | 0.0 | 0.0 | Auto parts / accessories |
| 22.8 | 0.0 | 13.6 | 22.7 | 18.2 | 0.0 | 13.6 | 0.0 | 9.1 | Toys |
| 62.9 | 0.0 | 9.3 | 11.1 | 3.7 | 0.0 | 13.0 | 0.0 | 0.0 | Groceries |
| 11.4 | 0.0 | 20.5 | 34.1 | 6.8 | 0.0 | 22.7 | 0.0 | 4.5 | School / office supplies |
| 26.9 | 0.0 | 7.7 | 25.0 | 21.2 | 0.0 | 17.3 | 0.0 | 1.9 | Jewelry |
| 46.8 | 0.0 | 9.7 | 21.0 | 4.8 | 0.0 | 17.7 | 0.0 | 0.0 | Personal care products |
| 32.7 | 0.0 | 9.6 | 26.9 | 5.8 | 0.0 | 21.2 | 0.0 | 3.8 | Over-the-counter drugs |
| 0.0 | 0.0 | 12.5 | 37.4 | 31.3 | 0.0 | 18.8 | 0.0 | 0.0 | Furniture |
| 18.4 | 0.0 | 14.3 | 30.6 | 14.3 | 0.0 | 16.3 | 0.0 | 6.1 | Sporting goods |
| 15.4 | 0.0 | 19.2 | 30.8 | 21.2 | 0.0 | 13.5 | 0.0 | 0.0 | Appliances |
| 18.9 | 0.0 | 17.0 | 22.6 | 22.6 | 0.0 | 15.1 | 0.0 | 3.8 | Electronics |
| 11.3 | 0.0 | 13.2 | 26.4 | 34.0 | 0.0 | 13.2 | 1.9 | 0.0 | Men's apparel |
| 13.2 | 0.0 | 15.1 | 24.5 | 34.0 | 0.0 | 11.3 | 0.0 | 1.9 | Women's apparel |
| 15.9 | 0.0 | 9.1 | 18.2 | 20.5 | 0.0 | 13.6 | 0.0 | 22.7 | Children's apparel |
| 19.2 | 0.0 | 13.5 | 26.9 | 25.0 | 0.0 | 13.5 | 0.0 | 1.9 | Shoes |
| 0.0 | 7.4 | 24.1 | 35.2 | 7.4 | 0.0 | 25.9 | 0.0 | 0.0 | Banking |
| 1.9 | 0.0 | 18.9 | 35.8 | 24.5 | 0.0 | 17.0 | 0.0 | 1.9 | Dining out |
| 8.7 | 2.2 | 10.9 | 26.1 | 8.7 | 0.0 | 13.0 | 0.0 | 30.4 | Alcoholic beverages |

| | | | | | | | | | |
|------|-----|------|------|-----|-----|------|-----|-----|-----------------------|
| 14.5 | 5.5 | 20.0 | 32.7 | 5.5 | 0.0 | 20.0 | 0.0 | 1.8 | Barber / hair styling |
| 5.9 | 0.0 | 23.5 | 35.3 | 5.9 | 0.0 | 25.5 | 0.0 | 3.9 | Dry cleaning |

PERCENTAGES

19. What is the most convenient day(s) for you to do your shopping ON-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 9 | 4 | 7 | Monday |
| 14 | 9 | 7 | Tuesday |
| 13 | 7 | 8 | Wednesday |
| 15 | 8 | 12 | Thursday |
| 13 | 8 | 6 | Friday |
| 24 | 13 | 9 | Saturday |
| 5 | 11 | 7 | Sunday |
| 4 | 4 | 4 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 4.1% | 1.8% | 3.2% | Monday |
| 6.3% | 4.1% | 3.2% | Tuesday |
| 5.9% | 3.2% | 3.6% | Wednesday |
| 6.8% | 3.6% | 5.3% | Thursday |
| 5.9% | 3.6% | 2.7% | Friday |
| 10.8% | 5.9% | 4.1% | Saturday |
| 2.3% | 5.0% | 3.2% | Sunday |
| 1.8% | 1.8% | 1.8% | No Preference |

20. What is the most convenient day(s) for you to do your shopping OFF-BASE? Which time period(s) is most convenient for you to shop? Put an "X" by the time blocks for each day to indicate your choice.

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 9 | 8 | 9 | Monday |
| 1 | 7 | 10 | Tuesday |
| 5 | 6 | 9 | Wednesday |
| 4 | 7 | 9 | Thursday |
| 9 | 9 | 13 | Friday |
| 20 | 14 | 12 | Saturday |
| 7 | 13 | 10 | Sunday |
| 9 | 10 | 9 | No Preference |

| 9AM-1PM | 1PM-4PM | 4PM-9PM | |
|---------|---------|---------|---------------|
| 4.1% | 3.7% | 4.1% | Monday |
| 0.5% | 3.2% | 4.6% | Tuesday |
| 2.3% | 2.7% | 4.1% | Wednesday |
| 1.8% | 3.2% | 4.1% | Thursday |
| 4.1% | 4.1% | 5.9% | Friday |
| 9.1% | 6.4% | 5.5% | Saturday |
| 3.2% | 5.9% | 4.6% | Sunday |
| 4.1% | 4.6% | 4.1% | No Preference |

21. If you have any additional comments or suggestions, please make them below and on the back of this sheet.

A. Whiteman AFB facilities as a whole

- (1) 2 Need to expand hours
- (2) 1 Distance precludes purchases ON-base
- (3) 1 Lack desirable dining facilities
- (4) 1 Need fast-food facility
- (5) 1 Poor quality
- (6) 1 Enjoys shopping on Whiteman AFB

B. Base Exchange (BX) (Whiteman AFB)

- (1) 4 Need competitive prices
- (2) 2 Lack of selection
- (3) 1 Need to enlarge the men's clothing selection

C. Commissary (Whiteman AFB)

- (1) 2 Need to expand hours
- (2) 1 Change express line policy to include checks
- (3) 1 Lack of selection
- (4) 1 Too many lines
- (5) 1 Good competitive prices

D. Non-Commissioned Officers Club (Whiteman AFB)

- (1) 1 Need competitive prices

E. Local communities

- (1) 1 Lack desirable dining facilities