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A Survey by Sampling of Out of Town Buying Habits of the Residents of Ellensburg, Washington

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A SURVEY BY SAMPLING OF OUT OF TOWN BUYING
HABITS OF THE RESIDENTS OF
ELLENSBURG, WASHINGTON

A Thesis
Presented to
the Graduate Faculty
Central Washington State College

In Partial Fulfillment
of the Requirements for the Degree
Master of Education

by
Carol Lee Barto
June 1962

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CHAPTER I

THE PROBLEM AND DEFINITIONS OF TERMS USED

I. INTRODUCTION

Marketing research, a field of marketing, is still in its infancy. It is only a little over three decades old (6:61). In the general area of consumer buying habits, many studies have been made (4, 19, 22, 26, 27, and 35). However, very little information has been gathered concerning out of town buying habits. The studies which have been made on out of town buying habits usually have been made by local chambers of commerce and state agencies.

The results of consumer research studies have much to offer in that they should provide merchants with data for the adjustment of services in line with consumer preferences, increase market efficiency, and make the teaching of consumer buying more effective (25:22-23).

II. THE PROBLEM

Statement of purpose. It was the purpose of this study to obtain data from residents of Ellensburg, Washington in order to determine some of the habits and reasons for their shopping out of town. Surveys have been made in the past on the out of town buying habits of the people of Ellensburg, but these surveys have used an untested

geographical survey technique. In this study a random survey technique was used in addition to the geographical technique, in order to test the validity of the geographical sample.

Need for the study. There is a great deal of need for research concerning shoppers' habits. The outcome would mean not only more satisfied shoppers but more satisfied merchants as well.

It is hoped that this study will help create interest in the field of local buying habits and will be a starting point for further investigations.

Importance of the study. A considerable amount of money, it is suspected, has been spent out of town. This means a loss to the local businesses. A study of the reasons for out of town buying would at least acquaint merchants with the problem. It would also provide them with material for making decisions to provide the kind of service to encourage buying at home.

This study might also be a starting point for further studies along the same line. Retailers sell service, as well as products. This is a study, in part, of merchants' adaptation to the needs of consumers in their market area.

Limitations of the study. This study was limited to the residents in the city limits of Ellensburg, Washington,

and also to the addresses given in Polk's Ellensburg City Directory, 1959 (24:1-38).

A serious limitation of this study was the fact that thirteen interviewers with no previous experience were used to collect the data. With so many different people interviewing, certain biases are undoubtedly present.

Some of the questions called for estimations, and it is possible those interviewed, did not remember or estimate correctly.

III. DEFINITIONS OF TERMS USED

The following terms need defining within the scope of this study.

Marketing research. A method of trying to obtain by objective means the relevant facts pertaining to a problem (7:60).

Shopping goods. A transaction is classified in the shopping category if the buyer compares the offerings of more than one outlet or looks at more than one assortment of goods before making the transaction (7:157).

Convenience goods. A purchase which is convenient to a shopper. A transaction in which the purchaser wishes to acquire the goods with a minimum amount of effort (7:156).

Specialty goods. In buying a specialty item, the purchaser knows exactly what he wants and is willing to exert considerable effort to obtain it (7:158).

Consumer habit. A product of the purchaser's relationship to his environment representing adjustments to reality at the time the habit is formed. A "line of least resistance" so new decisions are not necessary each time a purchase is made (36:195-97).

Shopping center. A group of retail establishments of various types under separate ownership and management, occupying a center that is planned, developed, and operated as a unit. Such centers have extensive common parking facilities and are related in locations, size, and type of stores to the surrounding area, generally a suburban area (31:19).

Discount house. A retail establishment whose key policy is to sell nationally advertised consumer goods consistently at substantial discounts from customary or list prices; also handles private and other brands. Generally gives limited service and enjoys a high turnover at a low dollar markup per unit of sale (31:20).

Depth interview. An interviewing technique in which flexible probing questions are asked in an attempt to uncover the motives which underly or influence respondent

behavior (31:45).

Trading area. A geographical area consisting of a city that is a dominant retail or wholesale center plus the regions whose trade flows to and from that center (31:53).

Department store. A retail establishment carrying a wide line of assorted merchandise from wearing apparel to appliances and furniture. In reality, nothing more than a combination of many small retail stores (7:304).

Specialty store. A retail establishment which concentrates its inventory in a relatively limited number of lines, all of the same basic nature (7:304).

Random sample. A sample in which every element of the population has an equal chance of being selected (17:148).

Geographical or area sample. A sample in which the universe of the study is divided into areas and only people in the selected areas are interviewed (7:68).

CHAPTER II

REVIEW OF RELATED LITERATURE

There is a dearth of published material concerning out of town buying habits of consumers. In this review, all information which could be found regarding this study in any way has been given. In addition, two unpublished surveys which were made by members of the Marketing class at Central Washington State College have been included.

I. REVIEW OF LITERATURE ON GENERAL REASONS FOR OUT OF TOWN BUYING

One of the main reasons people do more out of town shopping than even twenty-five years ago, is transportation (13:165). To the average person of today, transportation is no longer a problem and people have a variety of stores from which to choose in or out of town (13:166). Shopping has become a form of entertainment in many families because there is definitely more free time now and many people use this time for traveling to other cities to shop (33:8).

If people were willing to accept standardized distribution methods, foregoing a variety of offerings by a variety of retailing institutions, lower retailing costs would result (12:407). In smaller towns, especially, if preferences and tastes involved in consumer purchases remain heterogeneous, requiring a varied distribution system,

either costs will remain high or the small town merchants will not be able to offer as great a selection of goods as the larger city merchants (12:408-409).

Goods are generally divided into three categories: convenience, shopping, and specialty goods (7:156). Under convenience goods comes any item for which a purchaser desires to put out minimum effort, such as food. It would not be very likely, therefore, that people would travel a great distance just for purchasing groceries.

People are usually willing to spend more time and exert more effort when buying shopping goods (14:28). The shopping goods category is divided into fashion goods and service goods. For fashion goods, as clothing, people wish more variety and a greater number of stores for comparison. The fulfillment of these conditions will usually be found in larger cities and trading center towns. In service goods, as washing machines or automobiles, the quality is hard to discern and people will probably rely on the reputation of the manufacturer, the local dealer, or the local repair service (14:29-30).

Specialty goods usually encompass a certain brand or make of an item and people will go to great lengths to get exactly what they desire (36:116).

Frequently, small-town merchants over-value the convenience function of all types of goods and overcharge their customers with the result that they drive trade away

to nearby larger towns (7:307).

The main things which people consider important when they buy and therefore, are important when deciding where to buy are: quality and variety of goods, prices, convenience, services, well-informed sales people, credit availability, good displays, as well as, the ethical and social considerations of buying locally (33:8, 30:2-3, 13:167).

II. REVIEW OF LITERATURE ON SPECIFIC REASONS FOR OUT OF TOWN SHOPPING BY THE RESIDENTS OF ELLENSBURG

Consumers, in forming buying patterns, and merchants, in forming inventory policies, adjust to their environment at certain times when decisions must be made. After a decision has been made, and repeated, it is far easier to continue in the same habit pattern than to readjust. If this were not true, people would probably get little accomplished for they would be spending a great deal of time simply making new decisions (36:195-197).

For the above reasons, it would seem important to find out what conditions existed in this area to cause people to buy out of town. In 1932 a commercial survey was published for the Pacific Northwest disclosing conditions of the area around Ellensburg. Retailers generally operated under a relatively simple condition of competition, i. e., competition was almost nil. There was no problem of formal training for store employees, possibly because store owners

did not consider this important and there were few people who wanted or were able to work in stores. In addition, business was not heavy enough to afford taking on help outside the family which owned a store. The retailers were catering to a limited population and therefore, found it necessary to concentrate on just the most popular lines, with higher priced lines being limited. Retailers felt it was better to lose the small volume of trade which desired other than the most popular lines than to go after it. Also, the people usually traveled a great distance away to shop for shopping and specialty goods (3:111-114).

III. REVIEW OF RELATED SURVEYS

The first survey which will be discussed will be one which was actually used for shopping centers versus downtown areas in Columbus, Ohio, Houston, Texas, and Seattle, Washington. However, because Ellensburg is in the trading area of Yakima, and Seattle, Washington, and Portland, Oregon, it could be likened to a suburb except for the distance.

A close relationship was found between shopping habits and attitudes. In other words, if a person were favorably disposed toward a given shopping area he would go there and use it more intensively than he would use an alternate facility (20:25).

It seemed that neighborhood loyalty, as measured by the length of residence had no effect on shopping orientation

(20:59-60). Distance was not a determining factor on where a person might shop (20:60).

The older age groups of fifty years of age and over were more strongly oriented to downtown shopping districts. The reasons assumed were: (1) They were not tied down with young children, (2) Their shopping habits had been formed before the rise of suburban shopping areas, and (3) They were probably in a higher income group (20:83).

All groups agreed that a large selection of goods was the greatest advantage for the downtown area, and this was chosen to a greater extent by the eighteen to forty-nine year old age group. Cheaper prices downtown was the number one reason chosen by the lower income groups (20:65).

The following results show the per cent which replied selection, quality, price, and displays were of no concern to them (20:45):

Factor	Columbus	Houston	Seattle
greater variety of styles and sizes	.7	.6	.1
better quality	3.3	1.8	.1
prices cheaper	3.8	2.1	.6
displays better	6.1	3.3	.8

In another study it was found that three people to one would rather have a courteous salesclerk than one which knew all about the merchandise carried in a store (11:9).

In our culture, women do most of the shopping. Various studies estimate that women do about 85 per cent of the family shopping (20:13). These surveys listed choices for "male," "female," and "other" as responses. For the survey in this study, an additional choice of "about equal" was included. Nearly 60 per cent of those surveyed for this study replied that the wife did the shopping for the family and 30 per cent said it was about equal between husband and wife. If these two categories were added, in 90 per cent of the cases the wife was responsible to some degree for the shopping in the family.

Another group of studies was undertaken in Washington State by the Washington State Department of Commerce and Economic Development (8, 9, and 10).

Below, the results in percentiles, are given for two of the questions which were comparable to questions asked in this study. The cities involved in this study are Olympia, Tacoma, and Goldendale, Washington.

Do you combine your food buying with your shopping activities?

	Olympia	Tacoma	Goldendale
Always	7	2	
Usually	27	18	47.1
Occasionally	28	32	27.1
Seldom	24	26	8.2

Never	11	18	
No Response	3	4	17.6

Olympia and Tacoma have similar results on most of the responses. Goldendale seems to vary to a large degree on some of the results, e. g., "usually," "seldom," and "no response." These differences can probably be accounted for in the fact that Olympia and Tacoma are both larger cities, while Goldendale is basically a farming community.

Why do you shop outside of town?

	Olympia	Tacoma	Goldendale
Greater selection	42	22	65.8
Easier parking	10	28	1.2
Proper sizes	10	2	36.1
Lower prices	3	1	34.1
Sales personnel	3	3	0
Store service	3	3	6
Better quality	2	1	11.1
Other	7	14	11.8

Again, Olympia and Tacoma have similar results, one with the other, while Goldendale's results are markedly different. The same reason, as given above, is probably the basis for this difference.

The last surveys which will be discussed were taken by some of the members of the Marketing class at Central Washington State College in 1954 and 1959. The results,

given in percentiles, and interpretations of these surveys are given below (16 and 29).

How often do you shop out of town?

	1954	1959
2 weeks	6	7
1 month	14	23
2 months	10	27
6 months	40	24
1 year	20	8
No out of town buying		10

Comparing the results of these two surveys, it can be seen that there was a marked increase in the number of people who purchased out of town at least every two months. In the 1954 survey, 30 per cent purchased out of town at least every two months, while this per cent rose to 57 by 1959. The number of people who purchased out of town only twice a year, fell in 1959 to 24 per cent or about one-fourth of the population as compared to 40 per cent or two-fifths in 1954. A choice was not given for "no out of town buying" in the 1954 survey and it is assumed those who might have answered in this way are recorded in the "1 year" response instead. If this is the case, the figures for the 1954 and 1959 surveys are comparable for "1 year" and "1 year" added to "no out of town buying" in the 1959 survey.

Do you do any shopping when you go out of town for

some other reason, such as:

	1954	1959
Medical	10	22
Business	12	12
Visiting	42	38
Entertainment	14	21
None but shopping	22	42

More than twice the number of people said they combined medical trips and out of town shopping in 1959 than was the case in 1954. Almost twice the number of people stated they went out of town just for shopping in 1959 than in 1954 and a third more who went out of town for entertainment did shopping out of town in 1959 than in 1954. Both business and visiting trips were about the same in the two surveys.

The results of what was bought out of town in the 1954 and 1959 surveys are presented in the following four groups.

What do you buy out of town? (Group I)

	1954	1959
Vegetables	0	8
Meat	0	7
Canned goods	8	12
Specialty bakery goods	0	3
Specialty foods	2	2

Stove	0	8
Refrigerator	0	11
Washer, dryer, water heater	0	15
Radio, Television	0	14
Small Appliances	6	17

In every instance, the percentage which bought the above items in 1959 was the same or above the figures given for 1954. In 1954 Canned goods, Specialty foods, and Small appliances were the only items purchased out of town according to the survey, but in 1959 all the items were purchased out of town to some degree. Even though none of these percentages is extremely high, it does show a trend that people are purchasing more things out of town.

What clothing items do you buy out of town?

Men's Clothing (Group II)	1954	1959
Shoes	14	50
Shirts	14	36
Coats	10	42
Accessories	14	35
Suits	18	40

All the items of men's clothing show a definite increase from the 1954 survey to the 1959 survey. Every item has at least doubled while shoes has more than trebled and coats has quadrupled. Men's shoes, coats, and suits were mentioned as being purchased out of town in at least

40 or 50 per cent of the cases.

Women's Clothing (Group III)	1954	1959
Everyday dresses	34	24
Cocktail dresses	38	52
Suits	32	42
Accessories	32	37
Coats	36	55
Sportswear		30
Shoes	46	65

Although shoes was the main item purchased out of town in both surveys, the percentage of those buying shoes out of town in 1959 was almost 20 per cent higher than in the 1954 survey. This holds true for the next two main items also, which are coats and cocktail dresses. The percentage of suits purchased out of town rose from 32 per cent in 1954 to 42 per cent in 1959, a rise of 10 per cent. Accessories were almost the same in both years. Sportswear was not given as a choice in the 1954 survey, so no comparison can be made. The only item which showed a decrease from the 1954 survey was everyday dresses. In 1954 the percentage of people who purchased everyday dresses out of town was 34 per cent and in 1959 it was 24 per cent, a decrease of 10 per cent.

Children's Clothing (Group IV)	1954	1959
Play clothes	12	23

Dress clothes	14	37
Coats	12	38
Shoes	16	30

The amount of children's clothing purchased out of town increased between the 1954 and the 1959 surveys. The percentage of people purchasing play clothes and shoes almost doubled, dress clothes more than doubled and coats more than trebled. The number one item purchased out of town in 1959 was coats, while shoes had been the number one item in the 1954 survey.

About how much do you spend out of town a year?

	1954	1959
Less than \$100	70	46
\$100 to \$500	30	39
\$500 or more	0	15

There is a wide discrepancy in these two sets of figures considering how much people stated they bought out of town. It was estimated that the average amount spent out of town in 1954 was \$200 while the estimate was \$350 for 1959. No one admitted buying \$500 or more worth of items out of town in the 1954 survey and only 15% said they spent over \$500 in 1959.

IV. SUMMARY OF THE CHAPTER

In this chapter, all general and specific reasons

were given why people might shop outside Ellensburg. In addition, all related findings from various surveys have been given including the results of two unpublished surveys conducted by members of Central Washington State College's Marketing class on Out of Town Buying Habits of the People of Ellensburg, Washington.

CHAPTER III

METHODS OF PROCEDURE

The purpose of this chapter is to present the seven major steps in the procedure of this study.

First, in order to start this market survey, literature was read concerning how to conduct a survey, how to construct a questionnaire, and how the data should be tabulated.

Defining the universe for this study and deciding the sampling techniques to be used came next.

The construction of the questionnaire was the next step in this study. The two studies made in 1954 and 1959 by the Marketing class of Central Washington State College had questionnaires which were revised and expanded for this study.

Since some students in the fall marketing class of 1961 volunteered to help with the personal interviewing which was involved in this survey, maps, instructions, a list of pre-selected addresses, name tags, and publicity had to be attended to before formal instructions and materials were given these students.

The last three steps involved tabulating the raw data, correlating certain questions to find out the validity of the two survey sampling techniques, and arranging the data in tables.

I. DEFINING THE UNIVERSE

It was decided that only residents within the city limits of Ellensburg would be surveyed. Since there are so many farmers outside the city limits, too many problems would be encountered if boundaries other than the city limits were made. Also, since this was a personal interview survey, problems of time and transportation would have entered in to a great extent if residences outside the city limits had been included.

Next, in order to find the approximate number of residences within the city limits, the City Manager was called. It was found there were approximately three thousand domestic electrical connections in Ellensburg. Therefore, our universe for this study was the city limits of Ellensburg containing about three thousand residences.

II. SAMPLING TECHNIQUES USED

Two sampling techniques were used in this study. After these two techniques were used, it would be possible to check the results of one technique against the other for validity.

The first type of technique was of the geographical or area nature. In the city of Ellensburg, five areas were designated from which two hundred total residents would be interviewed. For a description of these areas and the per

cent of residences interviewed from each area, see Appendix A.

The second technique was a random survey and one hundred total residents were selected by this method. Polk's Ellensburg City Directory of 1959 gives a list of all residential addresses (24:1-38) and every fifteenth address was selected for the random survey. More addresses were selected than needed because there was a possibility some of the pre-selected residences would be vacant or no one would be found at home when the interviewers called. For the complete list of pre-selected addresses, see Appendix B. The telephone directory was not used to obtain the list of pre-selected addresses because this would bias the study even more in that those not having a telephone would automatically be omitted.

These two survey techniques were used in a combined total of three hundred residential visits. Since there are approximately three thousand residences in the city of Ellensburg, this means about one-tenth of the residences were interviewed.

III. CONSTRUCTION OF THE QUESTIONNAIRE

The basis for this questionnaire came from the two previous questionnaires of 1954 and 1959 which have already been mentioned and the results of which appear in Chapter II. In order to make this study broader, many more items were

included and others expanded. The questionnaire used for this study will be found in Appendix C.

Available literature on the construction of questionnaires was studied to assist the writer in making questions which could be easily understood and answered without bias on the part of the interviewee. Question #5 on this questionnaire was put in this position because it was thought after people has answered questions one to four, they would be able to give a better answer than they would if it were put at the first.

After the questionnaire was completed, the writer tested it ten times, and with two minor changes after the third interview, found it to be easily understandable by the remaining seven people who were then interviewed.

IV. WORK WITH INTERVIEWERS

Thirteen students in the fall Marketing class volunteered to help with the personal interviewing for this study. Five of these students were given a list of twenty pre-selected addresses from the random sample. Additional addresses could be secured if they found no one at home after the second or third call back. The remaining eight students were given an area in which they were to interview twenty-five persons each.

One full hour was used in which questionnaires,

instruction sheets, a list of pre-selected addresses, maps of the city, and name tags were given the students. The students who were to do the random survey had their own individual lists of pre-selected addresses, while the students who were working in the area survey had a complete list of all pre-selected addresses. The addresses which the students in the area survey were not to call upon were clearly underlined for each one. Name tags with the student's name, name of the college, and class were given each student. These tags were to be worn plainly visible when the students were interviewing. Each student was given a map of the city of Ellensburg, and those students working on the area survey had their personal area outlined in red ink. Instruction sheets were also passed out and these were discussed during this period to be sure the students understood how to ask the questions, mark down the answers, and fill in any other information requested. See Appendix D for the instruction sheet.

Publicity was given the survey by the local radio station and The Ellensburg Daily Record. This was to inform the residents of Ellensburg that college students would be interviewing them. For the write up which appeared in the local newspaper, The Ellensburg Daily Record, see Appendix E.

V. ORGANIZATION OF DATA

After the questionnaires were returned by the interviewers, each return was hand tabulated. The results from the two sampling techniques were kept separate. The number of responses for each item for the two techniques will be found in Table I. The combined responses from all three hundred questionnaires were then put into percentages which will also be found in Table I.

In order to determine if the geographic sampling technique was valid in comparison with the random sampling technique, questions 3, 5, 6, and 8 were correlated.

VI. EVALUATION TECHNIQUES

As the responses to the items on the questionnaire were not quantitative data and the number of cases for each sampling device was different, certain steps were taken before questions 3, 5, 6, and 8 could be correlated.

The median had to be found for each question in each of the sampling techniques. A numerical value of one was assigned for the first response listed for a question, a value of two if the answer was for the second response, and so forth. The number of responses for each choice in the geographic sampling technique was then divided by two since this technique was used in two hundred cases and the random sampling technique was used in only one hundred cases. It

was necessary to have the same number of cases in each technique or an equivalent thereof before these two techniques could be correlated. The numerical value for each response was then multiplied by the number of times the response had been checked. This total was then divided by one hundred.

Next the standard deviation for each was found by using the formula $\sigma = \sqrt{\frac{\sum d^2}{N}}$ or standard deviation equals the square root of the sum of the squared differences of the original scores minus the mean, divided by the number involved.

The Pearson-product-moment coefficient of correlation formula (17:263) which is $R = \frac{\sum xy}{N\sigma_x\sigma_y}$ or correlation equals the sum of the individual pairs' differences times one another divided by the number of cases involved times the standard deviation of the first variable times the standard deviation of the second variable was used.

An estimation of probable error was made by using the formula (17:186) $\sigma'_s = \sqrt{\frac{N-n}{N}}$ or the error of an arbitrary statistic adjusted for samples from finite populations equals the square root of the number in the universe minus the number in the sample divided by the number in the universe.

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

In this chapter the number of responses are given separately for each question for both sampling techniques, and then these responses are combined and given in a percentage figure for each question. Four questions were correlated to determine if the area sampling technique was valid in comparison with the random sampling technique. Finally, the probable error was determined for the sample taken from the entire universe of this study.

I. NUMBER OF RESPONSES AND PERCENTAGES FOR THIS SURVEY

In Table I, the number of responses are presented for each question for the geographical sampling technique and for the random sampling technique. There were two hundred residents surveyed in the geographical technique and one hundred residents surveyed in the random technique. The numbers for both sampling techniques were then combined and put into a percentage figure which is also shown in Table I.

TABLE I

NUMBER OF RESPONSES GIVEN SEPARATELY FOR THE GEOGRAPHIC
AND RANDOM SAMPLING TECHNIQUES. COMBINED
PERCENTAGE FIGURE FOR BOTH TECHNIQUES.

Question Number	Replies	Number of Responses For Geo- graphic Technique (200 Re- sponses)	Number of Responses For Random Technique (100 Re- sponses)	Combined Responses Given in a Percentage
I	Wife	105	74	59.7
	Husband	17	8	8.3
	About equal	74	18	30.7
	Other	4	0	1.3
II	Usually	58	23	27.0
	Sometimes	54	15	23.0
	Very Seldom	73	60	44.3
	Other	15	2	5.7
III	Easter	3	1	1.3
	Fall, for school clothes	25	15	13.3
	Christmas, for gifts	61	30	23.7
	Other	111	54	61.7
IV	Medical	23	5	9.3
	Business	18	8	9.0
	Visiting	57	38	31.7
	Entertainment	11	8	6.3
	None but shopping	24	24	16.0
Other	67	17	27.7	
V	Once every two weeks	11	2	4.3
	Once every month	28	14	14.0
	Once every two months	53	22	21.7
	Once every six months	60	20	26.7

TABLE I (CONTINUED)

	Once a year	15	12	9.0
	Practically never	33	30	24.3
	Satisfied with shopping facilities	29	28	63.2
	Inability to shop out of town	14	11	27.7
	Other	5	3	9.1
VI	Department stores	149	72	73.7
	Specialty stores	18	3	7.0
	Discount houses	12	7	6.3
	Other	21	18	13.0
VII	Fruits	29	9	12.7
	Vegetables	8	0	2.7
	Meat	8	0	2.7
	Canned goods	9	0	3.0
	Specialty bakery goods	8	1	3.0
	Specialty foods	6	1	2.3
	Other	153	89	73.6
	Selection	15	3	31.0
	Price	24	3	46.5
	Availability	7	4	19.0
	Dissatisfaction	0	0	0.0
	Other	1	1	3.5
	Stove	16	2	6.0
	Refrigerator, freezer	15	2	5.7
	Washer, dryer	18	4	7.3
	Radio, television	15	1	5.3
	Vacuum cleaners	12	0	4.0
	Small appliances	16	8	8.0
	Other	151	85	63.7
	Selection	11	2	20.3
	Price	32	12	68.7
	Availability	2	0	3.1
	Dissatisfaction	1	0	1.5
	Other	3	1	6.4
	Automobiles	23	6	9.3
	Home furnishings	20	3	7.3
	Sporting equipment	8	4	4.0
	Gifts	54	29	27.7
	Other	115	61	51.7

TABLE I (CONTINUED)

	Selection	52	21	61.9
	Price	21	11	23.8
	Availability	8	3	8.1
	Dissatisfaction	2	1	2.2
	Other	2	3	4.0
(Men)	Shoes	52	19	23.7
	Shirts	33	6	13.0
	Slacks	33	16	16.3
	Coats	22	11	11.0
	Suits	46	22	22.7
	Accessories	9	0	3.0
	Other	111	65	55.3
	Selection	68	29	76.5
	Price	10	4	13.1
	Availability	9	2	8.8
	Dissatisfaction	1	0	.8
	Other	1	0	.8
(Women)	Everyday dresses	21	10	13.3
	Cocktail dresses	50	23	24.3
	Suits	40	7	15.3
	Coats	52	19	23.7
	Sportswear	32	5	12.3
	Shoes	81	38	39.7
	Accessories	5	4	3.5
	Other	64	38	34.0
	Selection	111	42	82.1
	Price	9	6	7.6
	Availability	15	4	9.3
	Dissatisfaction	0	1	.5
	Other	1	0	.5
(Children)	Play clothes	35	16	17.0
	Dress clothes	30	11	13.7
	Coats	22	6	9.3
	Shoes	24	11	11.7
	Other	143	72	71.7
	Selection	40	20	70.6
	Price	11	4	17.6
	Availability	4	3	8.2
	Dissatisfaction	0	1	1.1
	Other	2	0	2.5
VIII	Once every two weeks	1	2	1.0
	Once a month	13	7	6.7

TABLE I (CONCLUDED)

	Once every two months	34	19	17.7
	Once every six months	60	24	28.0
	Once a year	30	14	14.7
	Practically never	67	34	31.9
IX	Appliances	15	5	6.7
	Home furnishings	12	8	6.7
	Clothes	96	38	44.7
	Gifts	26	19	9.2
	Other	68	30	32.7
X	Less than \$100	82	39	40.3
	\$100 to \$500	99	44	47.7
	\$500 or more	19	17	12.0
XI (first choice)	Wider selection	139	73	70.7
	Price	17	8	8.7
	Style	2	0	.7
	More stores or businesses	8	6	3.7
	Better trained personnel	16	7	7.7
	Better parking facilities	6	2	2.7
	Better servicing	6	2	2.7
	Different store hours	2	0	.7
	More attractive store fronts	4	1	1.7
	Better advertising	2	0	0.0
	More attractive windows and displays	6	0	0.0
	Other	0	1	.7
(second choice)	Wider selection	28	7	11.7
	Price	65	26	30.3
	Style	19	9	9.3
	More stores or businesses	46	22	19.3
	Better trained personnel	12	16	9.3
	Better parking facilities	7	5	5.0
	Better servicing	12	9	4.0
	Different store hours	1	0	.4

TABLE I (CONCLUDED)

More attractive store fronts	12	4	6.3
Better advertising	2	0	.7
More attractive windows and dis- plays	6	2	3.7
Other	0	0	0.0

II. INTERPRETATION OF DATA

Each question, in turn, will now be discussed separately in light of the percentages obtained for the responses. Pertinent comments which residents gave in connection with these questions will also be presented.

Household purchaser. The wife definitely was the largest purchaser with a percentage of almost 60 per cent. If the two responses of "wife" and "about equal" were grouped together, it would mean the wife, either singularly or together with the husband, had part in over 90 per cent of the purchasing. No attempt was made to study the quantity of purchasing by either sex. It would seem, therefore, that merchants should definitely keep the female view point in mind in all aspects of selling.

The "other" category, which accounted for 1.3 per cent, generally included people outside the household who shopped for the family. The major reason given was the inability of family members to shop for themselves.

Combining types of shopping. About half the respondents replied that they very seldom combined grocery and other types of shopping. The other half usually or sometimes combined types of shopping. These replies do not seem to lend themselves to any particular analysis except that about half the families combine types of shopping while the other half do not.

Occasions for out of town shopping. Approximately 60 per cent of the replies to this question fell in the "other" category. Almost all the comments given on this reply were that there was no particular occasion for which the respondent went out of town to shop. Time available and need of the family were the main factors in choosing when to go out of town.

Christmas accounted for about one-fourth of the replies on specific occasions and in the fall for school clothes came next with about one-eighth of the replies given for this.

Shopping when out of town for some other reason. About 30 per cent said they did some shopping when they were visiting out of town. This is less than the percentages obtained on the two previous surveys in 1954 and 1959 which gave percentages of 42 and 38 per cent respectively. All the percentages found in this survey were less than in the other two surveys, but this questionnaire included the choice of "other" in the replies which did not appear in 1954 and 1959.

Most of the comments given to the "other" reply were that this particular family never shopped out of town. Some replied they did all their shopping when they went home. This would probably indicate college students, not considering their home in Ellensburg.

Frequency of out of town shopping. If the replies to "once every year" and "practically never" were added, the response to this question would show the longer the period of time between out of town buying, the greater the percentage of replies. The results of this survey would show a trend different than the trends in the 1954 and 1959 surveys. In the two previous surveys, it was shown that more people went out of town to buy from one- to six-month intervals, and a smaller percentage went out of town only once a year or practically never.

The people who answered this question with the reply "once a year" or "practically never," were also asked the reason for this. Sixty-three per cent stated they were satisfied with the shopping facilities in Ellensburg and 27 per cent said they were unable to go out of town to shop.

Store type. The response from the next question showed almost three-fourths of the people shopping out of town did their main purchasing in department stores. The other types of stores mentioned in this survey did not receive many replies.

Types of goods purchased out of town and reasons for so doing. In all the sections of this question, the reply "other" was practically synonymous with "none." The percentages given for the reasons were taken only on the number of people who did buy any of the articles mentioned out of town.

Very few people purchase food out of town and of those that do, fruits are the main types of food purchased. The reasons given were first, price, second, selection, and third availability. Food is considered mainly a convenience good, so it is not surprising that few people purchase food items out of town.

Appliances, in general, do not seem to be purchased out of town to any great extent, and small appliances, purchased by 8 per cent, was the highest percentage obtained in this category. All the appliances mentioned in the 1959 survey received a greater percentage than in this survey. The ranking of reasons, however, is the same for the two surveys. Price was first, and selection was second. Most people find buying large appliances out of town unsatisfactory because they must pay transportation charges and usually have to forego free repairs unless they wish to ship the item back to the town in which they purchased the appliance. This is a very costly process both in time and money.

Again, the percentages of the items in the miscellaneous category were not as high as the items on the 1959 survey,

possibly for the same reasons as given above. The main reason people gave for buying any of these items was selection, which accounted for about 60 per cent of the reasons.

Shoes and suits were the main articles men purchased out of town with selection being the major reason given.

Cocktail dresses, coats, and shoes were again the three leading items women bought out of town with selection given as the reason in 82 per cent of the cases.

All the children's clothing ranked about the same in percentage with selection as the main reason. Small boys items and clothes for girls from 10-14 years of age were mentioned as being especially hard to find in this town.

Mail orders. The results of this survey were almost the same as those in 1959. The largest percentage of people buy through the mail once every six months. Practically all who replied "practically never" said they never bought anything through the mail because they could not see it first.

Clothes was the main type of article bought from this service. Many people mentioned they purchase garden and lawn equipment, yardage, and other small items from catalogs.

Estimated amount spent out of town. Almost half the respondents estimated they spent between \$100 and \$500 per year outside of Ellensburg. Forty per cent said they spent less than \$100. The figures from this question were very close to those obtained in the 1959 survey.

Recommendations. Two replies were allowed for this question, a first and second choice. The three top first choices were: wider selection of goods, 70 per cent, price, 8.7 per cent, and better trained personnel, 7.7 per cent. The three top second choices were: price, 30.3 per cent, more stores and businesses, 19.3 per cent, and a wider selection of goods, 11.7 per cent.

It would seem from these results that 82.4 per cent of the people wish a wider selection of goods and 39 per cent want lower prices. Although a wider selection of goods might increase the cost of goods, perhaps the people of Ellensburg would be happier with more merchandise from which to choose even if they did have to pay a little more, especially as the percentage favoring a wider selection of goods was so much larger than the percentage wanting lower prices.

III. TESTING THE TWO SAMPLING TECHNIQUES FOR VALIDITY BY MEANS OF CORRELATIONS

One of the purposes of the study was to determine the validity of the geographic sample assuming the random sample was valid. This was done by correlating the same question for both sampling techniques.

Four questions were chosen to be correlated. They were: Question III, Question V, Question VI, and Question VIII.

The procedure pertaining to how this was done was fully described in Chapter III and the results are as follows.

QUESTION	CORRELATION
III	+ .964
V	+ .904
VI	+ .944
VIII	+ .914

Validity coefficients involving figures purporting to measure the same thing should not fall below positive .60 and preferably not below positive .70 (18:353). Since all the coefficients fell at or above positive .90, it would seem the geographic sampling technique was validated.

These coefficients of correlation were then looked up on a table (17:395) to determine if they fell within the 95 per cent confident limits. They all did.

IV. DETERMINING THE PROBABLE ERROR

The probable error was determined for the sample based on the universe of this study. The procedure for this last step was discussed in Chapter III.

It was found that the probable error of this sampling was 9.5 per cent. The confidence estimation would therefore be 90.5 per cent for the results of this study.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

I. SUMMARY

The purpose of this study was to determine through two different types of sampling techniques some of the habits and reasons leading to out of town buying by the residents of Ellensburg. The types of articles purchased out of town and prime reasons were felt to be most important. The results of this study were compared with the two earlier surveys to give some idea of out of town buying trends.

Two different types of techniques were run concurrently. One was a random sampling technique in which one hundred pre-selected addresses were used. The other was an area technique in which two hundred residences were picked by the interviewers in five designated areas. The same questionnaire was used in all three hundred cases and all the respondents were personally interviewed by members of the fall Marketing class at Central Washington State College.

The results of the questionnaires were then tabulated separately for the two techniques. The number of responses for each question for each technique was tabled and in addition, these responses were combined and put into a percentage figure on the same table. Interpretations were drawn upon the basis of these percentages and compared, if possible, to the results

obtained from the two previous surveys made by the Marketing classes at Central Washington State College in 1954 and 1959. It was necessary to determine if the sampling techniques were valid, one with another, and four questions were correlated. These correlations showed a high degree of validity.

II. CONCLUSIONS

According to this survey, about half the families in Ellensburg spend from \$100 to \$500 out of town a year. Approximately one-third of those interviewed stated they hardly ever went out of town to shop. However, several of the questionnaires were returned with comments that the family interviewed owned a local business and if they expected the other merchants to trade with them they must shop in town. Fear that the information would not be kept confidential may have accounted for some not giving complete information. Of the one-third who went out of town once a year or less, only 63 per cent replied they were satisfied with the shopping facilities in Ellensburg. Most people did not go out of town shopping for any particular occasion but went out of town because the time was convenient or the family needed certain things then.

Clothing for all the members of families was by far the largest type of article purchased out of town either personally or through the mail. Selection was given as the

prime reason, ranging from 70 to 82 per cent, in all categories of clothing. Shoes and suits were the main items men purchased out of town. Shoes, cocktail dresses, and coats were the main items women purchased out of town and all types of children's wear were chosen. Although the percentages seem low for the children's clothing, many residents interviewed did not have children and this should be taken into consideration when viewing these percentages.

Selection definitely was the main recommendation given by the respondents for improving the merchandise and shopping facilities. This recommendation was given by 70 per cent of the cases as the first choice and 12 per cent for the second choice. Price followed with almost 9 per cent for first choice and 30 per cent for a second choice. More stores and businesses, which many people may have checked with the idea of greater selection, had 4 per cent for the first choice and 19 per cent as second choice.

More than two-thirds of the people buying clothing out of town gave the need for a wider selection as their prime reason. While objections to price appeared as second in the list, it was given in less than one-tenth of the cases as the major reason. The main conclusion which could be drawn would seem to be that people leave town to buy clothing elsewhere because the selection is so limited in Ellensburg.

III. IMPLICATIONS FOR FURTHER STUDY

In light of the fact that there are so very few surveys at the present time concerning out of town buying habits, one recommendation would certainly be that there should be many more such studies made in other towns.

Another survey along the line of this study might be made in five years to ascertain if any buying habits or reasons have changed considerably.

Possibly the local merchants could use this study as a basis if they wished to carry out a similar study of their own or have a professional marketing research concern do one for them.

The implications for further study on this topic are endless as well as fascinating.

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APPENDICES

APPENDIX A

GEOGRAPHIC SAMPLE

AREA #1

Area #1 extended from Delphine Street East to "D" Street; from Eighth Avenue North to Eleventh Avenue. Fifty residences were interviewed in this area.

AREA #2

Area #2 extended from Walnut Street East to Willow Street; from Capital Avenue North to Fourth Street. Fifty residences were interviewed in this area.

AREA #3

Area #3 extended from Pine Street East to Sprague Avenue; from Foster Street North to Capital Avenue. Twenty residences were interviewed in this area.

AREA #4

Area #4 extended from Whitman Street East to Maple Street; from Mountain View North to Tacoma Avenue. Sixty residences were interviewed in this area.

AREA #5

Area #5 extended from Lincoln Street East to Dennis Street; from First Avenue North to Fourth Avenue. Twenty residences were interviewed in this area.

APPENDIX B

PRE-SELECTED ADDRESSES
for Random Sample

807 A	301 Main S
1109 A	402 Main S
804 Alder N	602 Manitoba Avenue E
101 Anderson N	805 Manitoba Avenue E
204 Anderson N	910 Manitoba Avenue E
310 Anderson N	1105 Maple N
508 Anderson N	307 Maple S
707 Anderson N	705 Maple S
301 Anderson S	809 Maple S
403 Anderson S	811 Mountain View Avenue
807 B	705 Nanum N
1106 B	1202 Okanogan
1106 Brook Lane	322 Pacific
806 C	508 Pacific
1006 C	608 Pacific
500 Capital Avenue E	706 Park Place
810 Capital Avenue E	106 Pearl S
909 Capital Avenue E	207 Pearl S
1121 Capital Avenue E	400 Pearl S
400 Cherry Lane	504 Pearl S
510 Chestnut N	104 Pine N
1315 Chestnut N	606 Pine N--Apt. #2
702 Chestnut S	106 Pine S
605 Cle Elum	210 Pine S
902 Columbia	404 Pine S
1103 Cora	601 Pine S
1014 Craig Avenue	709 Pine S
1004 D	1003 Poplar N
905 Delphine	304 Poplar S
213 Dennis N	408 Poplar S
703 Douglas	113 Railroad S
805 Douglas	200 Ruby N
202 Elliott N	608 Ruby N
312 Elliott N	201 Ruby S
1107 Franklin Avenue	305 Ruby S
704 Holbert Avenue	406 Ruby S
804 Holbert Avenue	108 Sampson N
402 Kird Blvd	307 Sampson N
501 Kittitas N	503 Sampson N
609 Kittitas N	601 Sampson N--Apt. #3
707 Kittitas N	102 Sampson S
302 Lincoln	303 Sampson S
401 Lincoln	806 Seattle Avenue

APPENDIX B (Continued)

907	Seattle Avenue	710	3rd Avenue E
802	Spokane Avenue	715	3rd Avenue E
813	Spokane Avenue	806	3rd Avenue E
200	Sprague N	913	3rd Avenue E
303	Sprague N	1101	3rd Avenue E
509	Sprague N	708	4th Avenue E
601	Sprague N--Apt. #3	813	4th Avenue E
609	Sprague N	1105	4th Avenue E
207	Sprague S	704	5th Avenue E
310	Sprague S	712	5th Avenue E
411	Sprague S	807	5th Avenue E
711	Tacoma Avenue E	908	5th Avenue E
811	Tacoma Avenue E	913	5th Avenue W
207	Tacoma Avenue W	305	6th Avenue E
8	Vista Road	707	6th Avenue E
407	Walnut N	814	6th Avenue E
1207	Walnut N	406	6th Avenue W
109	Walnut S	500	7th Avenue E--Apt. #C-1
305	Walnut S	802	7th Avenue E
800	Washington Avenue E	406	7th Avenue W
812	Washington Avenue E	213	8th Avenue E
409	Water N	806	8th Avenue E
607	Water N	904	8th Avenue E
805	Water N	1000	8th Avenue E
1005	Water N	1101	8th Avenue E
1202	Water N	302	8th Avenue W
1515	Water N	201	9th Avenue E
2201	Water N	811	9th Avenue E
300	Water S	110	9th Avenue W
701	Whitman	304	9th Avenue W
505	Willow N	415	9th Avenue W
106	1st Avenue E	104	10th Avenue E
700	1st Avenue E--Apt. #A-2	211	10th Avenue E
700	1st Avenue E--Apt. #C-4	811	10th Avenue E
811	1st Avenue E	1005	10th Avenue E
908	1st Avenue E	105	10th Avenue W
1007	1st Avenue E	209	10th Avenue W
1112	1st Avenue E	410	10th Avenue W
602	2nd Avenue E	512	10th Avenue W
707	2nd Avenue E	106	11th Avenue E
808	2nd Avenue E	209	11th Avenue E
908	2nd Avenue E	901	11th Avenue E
1100	2nd Avenue E	1006	11th Avenue E
1115	2nd Avenue E	406	11th Avenue W
306	3rd Avenue E	508	11th Avenue W
309	3rd Avenue E--Apt. #26	615	11th Avenue W
507	3rd Avenue E	404	12th Avenue W

APPENDIX B (Concluded)

510 12th Avenue W
313 13th Avenue E
306 13th Avenue W
411 13th Avenue W
300 14th Avenue E

312 14th Avenue E
303 14th Avenue W
306 15th Avenue E
415 15th Avenue W

APPENDIX C

SHOPPER ATTITUDE SURVEY
 With Special Emphasis On
 Out of Town Buying Habits
 Personal Interview Questionnaire

1. Who is the main purchaser for this household? ___ wife,
 ___ husband, ___ about equal, ___ other.
 Comments:

2. Do you combine your grocery and other types of shopping,
 such as clothing? ___ usually, ___ sometimes, ___ very
 seldom, ___ other.
 Comments:

3. Are there any particular occasions for which you gen-
 erally always go out of town to shop, such as: ___ Easter,
 ___ in the fall for school clothes, ___ Christmas gifts,
 ___ other.
 Comments:

4. Do you do any shopping when you go out of town for some
 other reason, such as: ___ medical, ___ business,
 ___ visiting, ___ entertainment, ___ none but shopping,
 ___ other.
 Comments:

5. How often do you go out of town to shop? ___ once every
 two weeks, ___ once every month, ___ once every two
 months, ___ once every six months, ___ once every year,
 ___ practically never.

 (On responses of once a year or practically never) Is
 this because ___ you are satisfied with the shopping
 facilities in Ellensburg, ___ you are unable to shop
 outside of Ellensburg, ___ other.
 Comments:

6. In what type of store do you mainly shop out of town?
 ___ department stores, ___ specialty stores, ___ discount
 houses, ___ other.
 Comments:

APPENDIX C (Continued)

7. What do you buy out of town?

If you buy any of these goods out of town, what is your main reason?

FOOD

fruits
 vegetables
 meat
 canned goods
 specialty bakery goods
 specialty foods
 other

selection
 price
 availability
 dissatisfaction with town merchants; clerks
 other

APPLIANCES

stove
 refrigerator, freezer
 washer, dryer, water heater
 radio, television
 vacuum cleaners, floor equipment
 small appliances
 other

selection
 price
 availability
 dissatisfaction with town merchants; clerks
 other

MISCELLANEOUS

automobiles
 home furnishings (furniture, carpets, draperies, etc.)
 sporting equipment; hunting, fishing, pleasure
 gifts, especially Christmas
 other

selection
 price
 availability
 dissatisfaction with town merchants; clerks
 other

MEN'S CLOTHES

shoes
 shirts
 slacks
 coats
 suits

selection
 price
 availability
 dissatisfaction with town merchants; clerks

APPENDIX C (Continued)

___accessories
 ___other

___other

WOMEN'S CLOTHES

___everyday dresses
 ___cocktail dresses
 ___suits
 ___coats
 ___sportswear; skirts,
 sweaters
 ___shoes
 ___accessories
 ___other

___selection
 ___price
 ___availability
 ___dissatisfaction with
 town merchants; clerks
 ___other

CHILDREN'S CLOTHES

___play clothes
 ___dress clothes
 ___coats
 ___shoes
 ___other

___selection
 ___price
 ___availability
 ___dissatisfaction with
 town merchants; clerks
 ___other

Comments:

8. If you don't buy goods out of town personally, do you order merchandise by mail? ___once every two weeks, ___once a month, ___once every two months, ___once every six months, ___once a year, ___practically never.
 Comments:
9. What do you mainly buy from this type of service?
 ___appliances, ___home furnishings, ___clothes,
 ___gifts, ___other.
 Comments:
10. About how much do you spend out of town a year? ___less than \$100, ___\$100 to \$500, ___\$500 or more.
11. Do you have any recommendations which you as a potential buyer could make to improve the town's merchandise or shopping facilities?

APPENDIX C (Concluded)

- | | |
|--|---|
| <input type="checkbox"/> wider selection of goods | <input type="checkbox"/> better servicing (includes all types of service, even alterations on clothing) |
| <input type="checkbox"/> price | <input type="checkbox"/> different store hours |
| <input type="checkbox"/> style | <input type="checkbox"/> more attractive store fronts (the buildings themselves) |
| <input type="checkbox"/> more stores or businesses | <input type="checkbox"/> more attractive windows and inside displays |
| <input type="checkbox"/> better trained personnel in the stores (attitudes, knowledge of goods sold) | <input type="checkbox"/> better advertising |
| <input type="checkbox"/> better parking facilities | <input type="checkbox"/> other |

Comments:

PERSONAL INFORMATION

To be asked:

1. How long have you lived in Ellensburg? less than a year, from one to five years, from five to ten years, over ten years.

Not to be asked:

1. Estimation of the adults' ages? 20-39 years, 40-59 years, 60 or over.

Comments:

ADDITIONAL DATA

1. Give the address of the residence from which this information came.
2. Name of the interviewer.

APPENDIX D

INSTRUCTIONS

You should have the following materials; please check to make sure that you do.

Area Surveyors: 30 questionnaires, a list of all the pre-selected addresses, a map of the city of Ellensburg with your area outlined, and a name tag.

Random Surveyors: 25 questionnaires, a list of your pre-selected addresses, a map of the city of Ellensburg, and a name tag.

1. Afternoons would probably be the best time to survey. Try to avoid lunch and dinner hours. Those of you who have pre-selected addresses will probably have to make some call backs because people are not at home or the time is inconvenient. In the latter case, try to arrange a more convenient time with the residents and be sure you are there.

2. The questionnaire contains 12 questions and will take between 15-20 minutes per house. Try to get the residents to talk, not just answer the question you have asked. In so doing, you may get answers to other questions you would ask later.

3. Each of the first 10 questions should be checked for only one answer. Be sure the respondent understands this at the start of the interview. When people offer two or more reasons, check only their first or main reason. On question #11, get two responses; their first and second choices.

4. The opening statement should be standardized in every instance to eliminate some of the bias from this survey. Please memorize and use the following:

Good afternoon, (morning, evening,) I am _____. The marketing class at the college is conducting a shopper's survey consisting of 12 questions. This data is confidential and only a summary of all returns will be released. We would appreciate it if you could spare a few moments of your time.

Naturally, when you are leaving, thank people for their time and cooperation.

APPENDIX D (Concluded)

5. Please do the following:
 - a. look and act interested in what you are doing.
 - b. speak loudly and clearly.
 - c. be familiar with the questions so you do not hesitate when reading.
 - d. be sure the respondent understands the question.
 - e. write plainly.
6. There is space after each question for additional comments. Use this space for listing reasons when "other" is the response to a question; more than one reason may be listed, and for any other pertinent information given.
7. On question #10 try to get an accurate estimate. Stress the fact that this is for the whole year.
8. Question #11 is quite long and the questionnaire should be handed to the respondent for this question only. Remember there should be a first and second reply given to this question.
9. Do not check the estimation of age until the interview has ended. Consider anything you noticed or anything that was said for this estimation.
10. After you have left the house, be sure to check the questionnaire immediately. If you have additional comments to make, do so then. Be sure the address and your name are put in the section of "additional information."
11. These questionnaires should be finished by Friday, November 10. You can hand them in at class time.

If you have any questions, need additional questionnaires, or anything else comes up and you feel you need help, call

Mrs. Carol Barto
College Apartments #E-2

W02-9666

APPENDIX E

ARTICLE FROM THE ELLENSBURG DAILY RECORD

SHOPPER HABITS TO BE PUT UNDER
GLASS FOR STUDY

For four days beginning Tuesday, Nov. 7, members of the marketing class at CWSC will be in Ellensburg residential areas conducting a survey of shopper habits and attitudes. Emphasis in the survey is on the types of goods most often purchased in other cities, and the reason for such out-of-town purchases.

Similar studies were made in 1954 and 1959, and the results of the current study will be compared to the earlier ones for indication of changes or trends.

Two hundred homes in six areas established in the earlier surveys will be visited. In addition, a random sample based on a directory will be included as a check on the area sampling technique. Individual interviews, as indicated in testing the questionnaire, will take about fifteen minutes.

The study is being planned by a CWSC graduate student, Mrs. Carol Barto, and is under the supervision of Dr. Harold Williams.