



Retail Market Analysis for Uptown Martinsville, Virginia

TECHNICAL APPENDIX

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Survey comments

What do you like most about downtown Martinsville?

Accessiblity, ease of parking

Arts etc

Arts etc

arts etc

arts etc

arts etc

arts etc

Arts etc, , Dollarhite Barber

arts etc, let it beadz, TGIF

arts etc, Rantias, Hurleys

arts etc, simply the best

Arts etc.

Arts etc. & other restaurants, furniture outlets

Arts Etc., The Herbal Cupboard

Arts, etc

Arts, etc, convenience

Arts, etc, His & Hers (beauty)

Arts, etc.

Arts, etc.

Arts, etc.

Arts, etc.

Arts, etc.

Arts, etc.

Atmosphere

atmosphere

atmosphere
atmosphere
Atmosphere
Atmosphere, location
Atmosphere-Closeness of buildings
beautiful scenery
Beautiful scenery & Streets
Beautiful trees
beauty parlor
Beauty Salon
can walk around
Central location, attractiveness of area and businesses, parking availability
charm
city hall
Clean
cleanliness
cleanliness and accessibility, public works dept., safety,
cleanliness, parking
Close by
Close to home
Close to you
close, convenient
Clothing atorea
clothing stores
Clothing, Drug Store, Toy Store
coffee
Compact area that is appealing
compact urban design that feels friendly and is walkable
compact, friendly
convenience
convenience

Convenience
convenience
Convenience
convenience
Convenience
convenience
convenience
convenience to work and home
convenience to work/variety
Convenience, Security
convenient
Convenient for where I work/lunch
convenient for lunch, paying bills, shopping
convenient location
country atmosphere
cozy, friendly, accesible
decorations
Dining
Don't have good restaurants
Do-nut shop- J. Jones. C. Seay & Co.
ease of walking
easy access
easy to get around
Easy to get around
Easy to get around
easy to get around, parking
Easy to get to and compact are
Easy to park and get around
easy walking, fairly flat
Everyone Kind
everything is close together

Everything's in walking distance
facades look great, furniture, arts, etc.
family environment
feeling of closeness
Festive, the jobs
festivals
festivals and special events
first-name basis, great parking, great potential
Flowers in Summer. Seasonal decorations
Food
Food
Fred Martin
Free Parking
Friendliness
friendliness
Friendliness of people
Friendliness of people you meet
Friendliness, convenience
friendly
Friendly atmosphere
Friendly atmosphere
friendly atmosphere
friendly atmosphere
Friendly atmosphere, Arts, etc
friendly people
friendly people
Friendly people
Friendly people
Friendly people
friendly people
friendly people, no crowds, parking

friendly, small town, safe
Furniture Stores
getting my hair done
good parking
good place to live
Good traffic flow
Great place to walk - lovely lighting
gym
hair dressers
Hazel's
Hazels (local break/lunch café)
Hazels (local break/lunch café)
Hazels (local break/lunch café)
historic buildings
historic buildings
Hometown feel
Hometown feel
hometown feel
Hooker outlet, Showroom
I can get a haircut and buy a suit
I don't like Uptown since the mall opened
I like the trees & Plants. I like to see the trees bigger
I work in Uptown Martinsville. Easy to go to other businesses such as office
supply
Individual attention
Is a place we can go to
It is my home
It is quiet and safe
Its close together
Its historical presence
Its home

It's home
It's home
Its not too big
It's quiet
Its still young room for improvement
landscape, good upkeep, small-town quaintness
large sidewalks
library
library
Like closeness of everything
little traffic
location
location
location,atmosphere
Location/History
look
most things are walking distance
my doctor's office is uptown
My job! And friendly people!
Netta's
nice people
nice people
Nice place to walk
Nice walking areas (sidewalks) makes it convenient to travel to the stores on
nice days
no traffic or parking problems
not far from home
not real busy
Octoberfest
Old buildings
Old sites (Historic)

Ole' Courthouse needs revitalization
parking
Parking
parking
parking
peace & quiet
Pedestrian traffic
people
people
people are very friendly and helpful
people I know
place where everyone can go and meet
Plants, Trees
Pleasant
Post Office
post office
Potential
Priallaman's meat market
Price of building
prices
Prillaman's Market
Prillaman's Meat
Prillaman's Meat
Prillaman's Meat
Prillaman's Meat
Prillaman's Meat
quaintness
Quaintness
Quiet
quiet
quiet

quiet
quiet
quiet
quiet
quietness
Quite
Rania;s, pretty architecture potential
Rania's, clothing stores
restaurants
restaurants
Safe to walk around
Safety & Police & Fire
safety and convenience
samll (all in walking distance). Memories
scenery
Scenery
shopping
shopping
sidewalks, flowers, aesthetic quality
size
small and friendly
Small city, friendly
Small family business
small town
small town
small town
Small Town
small town
small town
small town
Small town feel

Small town feel
Small Town Feel
Speciality shops
stores
Stores
Tasty Kreme donuts
The buildings
the cleanliness and flowers/decorations
The fact that we are trying
The feel of an "oldtime" environment, individuality
The People
The people
the stores and prices
The view
the walk around town at night
the working community
Traffic flow good
travel time
trees, decorations
Unsure
variety of shops
Views
walk streets
walk/window shop, "herbal cupboard"
walkable
walkable
walkable
walking
walking distance
Walking distance from workplace
Walking distance of businesses

walking during lunch
Wal-mart
Wal-mart
What it used to be, more alive

What do you like least about downtown Martinsville?

abc store
all the empty buildings
amount of attractions
appears deserted from time to time
attractiveness
availability of drugs, too expensive,
better in old days
boring
boring
boring
buildings need exterior work, better advertising
cars parking on side of road/inroad
Children playing on the street!
City Council, managers, leadership
closed businesses
Closes up at night, no anchor stores to go to after 5 pm.
closing times
crazy people
crime
customer service
drugs
Dull
Emptiness - miss the samller shops

Empty
empty at night
empty buildings
empty buildings
empty buildings
Empty buildings
Empty stores, dreary
everything else
Few Stores
Few stores
Furniture Store
Good people
Growth
hours on weekends, lack of variety
How Fayette Street is not kept clean as other streets
I have no negative thoughtd about Uptown Area
I cannot buy Tylenol or band-aids
I have no comment
I like that the workers water plants in the morning
illegible
In the evening it is too quite. I like to see lots of people walking on the
sidewalks in town
inactivity
It closes down at 5.00pm
it's dead
Its dying
Its empty
J. Jones, banks, churches
Job are still back on color not education
Lack of competitive stores
Lack of diversity, orginal appeal

lack of activity
lack of activity
lack of activity, traffic
lack of businesses
lack of businesses and activity
lack of businesses, hours
lack of businesses/inconvenient hours
lack of choice, vacated after 5 p.m and on weekends
Lack of customer traffic
lack of diversity, "junk" stores
Lack of entertainment
lack of eye-catching things
lack of family attractions
Lack of men's, childrens stores
lack of people
lack of pharmacy or restaurants that are open sundays
lack of restaurants
lack of retail mix to make it a destination
Lack of Shopping alternatives
lack of stores
lack of stores
lack of stores, high prices
lack of variety
lack of variety
lack of variety
Lack of variety
lack of variety
Lack of variety
lack of variety
lack of variety
lack of variety of anything

Lack of variety of businesses
Lack of variety of businesses
Lack of variety of stores
lack of variety, too many offices
Lack of retail
leadership in Martinsville
Like Uptown
Limited # of stores
little variety
mall too small
Martin owns all, runs people out of town with increases in rent; "junk" stores
mNot enough stores
Most citizens seem to have forgotten/abandoned uptown
Most stores are closed
Need a wider diversity in business. Too many furniture and hair salons
Need more people living in Uptown
Need more places to shop and eat
Need more shops
Need some more restaurants
Needs facelift
Needs more stores
Needs more variety
No after 5 hours during the week
No Business
no businesses
no businesses
no businesses working for people to do
no choices of places to dine/shop
no dept. store
no jobs
no jobs

no large clothing chain
no major dept. stores
no new stores
no parking
No places to shop
no police on foot
No really good shopping
No reason to come Uptown Mvill
no stores
no stores to choose from
No variety
no variety, everything closes at 5 pm
Noe
not a great variety of stores
Not a variety of shops
not attractive
Not enough
Not enough action at times
Not enough Business
Not enough business
Not enough business growth
not enough businesses
not enough businesses
not enough businesses
Not enough businesses or black employees
not enough businesses/empty buildings
Not enough good clothing/dept. stores
Not enough jobs
Not enough large business
Not enough people shopping or looking
Not enough places to shop

Not enough places to shop/eat
Not enough regular shops
not enough restaurants
Not enough restaurants
Not enough restaurants or other social events
Not enough shopping
not enough shopping areas or entertainment
not enough shopping, restaurants
not enough shops
Not enough shops
Not enough shops for women or big clothing stores - Uptown is dead
Not enough shops, close to early
not enough stores
not enough stores
not enough stores
Not enough stores
Not enough stores
not enough stores
not enough stores
not enough stores
Not enough stores to attract me
not enough to do
not enough to do, need more businesses
Not enough vaeiety to choose from
Not enough variety
Not enough variety
Not enough variety of stores
not lively in evening
not many retail stores
not much happening
Not much to do after hours

not much variety
not pretty, poor shopping selection
Nothing
Nothing
Nothing
Nothing
nothing for kids
nothing for teens
nothing for teens
nothing for young adults
nothing for youth/teens
nothing here
nothing there
nothing there
nothing to do
Nothing to do
Nothing to do
nothing to do
Nowhere to shop, no people to support stores and restaurants
Offers little, very dead
officials, local politics
Old buildings need to be renovated
Old buildings, not being tended to
old Globman's store
one-way streets
one-way streets
one-way streets
one-way streets
overall appearance
parking
parking

parking
Parking
Parking
Parking
parking
Parking
parking
parking
Parking
Parking
Parking & not enough variety
Parking is far to just run in for a minute (lie for food). Not that safe at night.
Has no walking lights
Parking, nothing to interest me or my family
parking, roads
pedestrian crossing meters do not work
People are "down" on the area. They don't realize the advantages
People hanging on streets
Poor clothing shop choices
Post office not open when I need it
prices too high, politicians not helping
recreation
Restaurants
safety
Security
Seems to be empty now
Shopping areas and other attractions
sight of poverty
Size
small amount of parking, one-way streets, little shopping variety
Small, not enough adventure

Some stores closed on Mondays
Store Hours
stores
stores are high priced; cater to one group
stores close early
The ghost town look
There is nothing to do
There are not enough businesses in Uptown Mville
There's limited shops
Time of hours, lack of variety
Too few shops, no family activities
too many churches
Too many empty stores
too many police on payroll
too many vacant buildings
Too many weirdos walking around
too much furniture
too much open space
too much talk and gossip, not enough working together
too small
Too small
traffic
trash
trash on the street in the mornings
trash, tacky signs
unfriendly merchants
Uptown does not offer a lot to draw people uptown
vagrants sitting in front of buildings, no green space to walk or eat lunch on a
pretty day
We don't have much up here
You can't pay your bills anymore. Sprint, AEP

What new businesses would you like to see downtown?

A bistro

A bit of everything

A nice family restaurant

A nice restaurant, a shoe store, a department store

a tea, coffee, ice cream shop; hardware store; somewhere to buy safety pins

a thread and needle;

all kinds

All kinds of good stores and really good restaurants

an "anchor" store to bring in more business

Anchor Store, Dept. Store

Antique and gift, restaurant

any kind

Any/all

anything

Anything

Anything

Anything but furniture

art stores

bakery

Bakery

bars

bars, specialty stores

Better Restaurants

Better Restaurants, shoe stores, department stores

book store, drug store

bookstore

bookstore, bar
bookstore, coffee shop, restaurants,golf
bookstore, gift shop, art gallery
bookstore, music
bookstore, music store
bookstores
Bowling
Cafes, special shops
Cafeteria style restaurant (like K&W), affordable clothing store with variety of
mens, women's and children's clothes
Chainstores, Dollar General, Restaurant (Outback), Cracker Barrel
cheap, fun places to go
Childrens Clothing, ladies clothing
chinese restaurant
Clothes, restaurants, books
clothing
clothing
clothing
Clothing
clothing
clothing & furniture; Abercrombie
Clothing store
Clothing Store
clothing store for plus size women
Clothing Stores
clothing stores
clothing stores
clothing stores
clothing stores
Clothing stores
clothing stores

Clothing stores
clothing stores, restaurants
Clothing stores, speciality shoes, books
clothing, food
clothing, restaurants, pharmacy, books
clothing, shoes, drugstore, outlet store, housewares,
Clubs
clubs for kids
clubs, bars
Clubs, clothing stores, restaurants
Cofee Shops
coffee and bagel shop
coffee and bagel shop
community center
community playhouse
Corporations
craft shops, bakery, affordable furniture, hair salon, dress, shop, shoe repair
Craft Store
Craft Store
Crafts, clothing
cute shops, starbucks, bookstore
department store
department store
Department Store
department store
Department Stores
Dept. Stores
Dept. Stores, e.g. Targets
Different stores, shoe place, more parking area
dining
dinner club

dinner theater
dollar general
dollar general
dollar general or CVS type store
Dollar Store, Clothing Store, Sporting
donut store open 24 hours
drag strip, convention center
dress shops, shoe stores
drug store, department store
drug store, gift shop, ice cream
Drugs, card shop, 5x10 type store
drugstore
Eating places
Electronic Supplies
electronics
Entertainment
Entertainment, musical
everything had years ago
factories for jobs
family clothing, shoes
family clothing, shoes, dept stores (target)
family restaurants
fast food, clothing
fine dining
Fine dining and dancing
food
food
Furniture and Restaurants
Furniture Showrooms
Game Room, Pool room, a real nice bar and restaurants
General dollar market, clothing stores

gift shops, bargains, restaurants
Gifts, restaurants
Good restaurants, nice retail store
Good restaurants, specialty stores
Got enough businesses. Need places for people to work/jobs
Greater diversity of music & entertainment
grocery
grocery store
Grocery store, clothing store
Hardware
hardware, drug store, fine dining
higher end restaurant and bar
hot dog stand, bus transit system, monthly event for youth
I have been shopping out of town for so long I really don't know
I have no desire to shop uptown
I think quality would need to be better, not matter type
ice cream parlor
Ice Cream parlor, hot dogs/hamburgers
IHOP
illegible
industries
Industry
It's Fashion, Old Navy, Deb
Jazz Club
Jobs - Uptown
kids store, restaurants, jobs
kids store/game room
Kohl's, Circuit City, Home Depot
Lane Bryant, Avenue
Large, brand name men and women's clothing
larger area for children, playground

layne bryant, value city, wendy's, discounts

Lunch Options

lunch restaurants

Major Retailer

Marshalls, Retail Clothing, Sports & Hobby Shop

men's clothing, restaurants

men's shoes and clothings, mexican/chinese restaurants, book/record store,

restaurants that are open Sunday evenings, pharmacy

metaphysical stores, bookstore, discount clothing

mexican restaurant

mid to upper end stores

Minority businesses in professional fields

Miss Holls Clothing

more brand name restaurants

more businesses for middle class people

More cafes, ice cream, gifts

More clothing shops or dept stores, accesory shopsm restuarants

More clothing, and fun restaurants

More clothing, Sports stores

More coffee shops, bookstores

more dining

more diversity

More diversity in types of stores/shops

more dress shops

More eating establishments, clothing stores

More family oriented

more food and clothing

More geared towards the middle class people. Fast food restaurant, drug store

More general & specialty retail

more jobs, department stores

more modern stores
More neat restaurants
More of anything to provide jobs
more places to work
more restaurants
More restaurants & Bars
more restaurants and affordable clothing
more restaurants,
more restaurants, clothing stores, bookstore, fine foods/wine
More restaurants, entertainment for kinds
more restaurants, specialty shops
More retail name brand clothing stores
More retail stores
More retailers, more diverse businesses
More shops
more shops, looks like ghost-town
more sit-down restaurants (dinner)
More specialty shops - bok stores,
more stores
More stores devoted to a mixture of needs - a one-stop shopping area
More stores, restaurants
more urban clothing, toy and music stores
More variety of stores
more work
N/A
need more; grocery store
New Business open
New clothing, dept. stores, restuarants
new movie theater, restaurants
nice pub, small evening restaurant, ice cream, coffee shop, higher end
prepared foods

Nice Shoe Store - clothing/dept store - Restaurant-apts/housing
night clubs, place for teens
No idea
None
None
None really
Not sure
novelty, records, specialty
Other outlets beside furniture
People who seek their own business
Pharmacy, hardware, more dining
Pharmacy, small food stores, anchor stores, hardware stores
Restaurants! Antiques/Flea (affordable) Clothing shops, Crafts
Restaurant/college
restaurants
restaurants
restaurants
restaurants
restaurants
restaurants
restaurants
restaurants
Restaurants
restaurants
restaurants
Restaurants
Restaurants
Restaurants
Restaurants
restaurants
restaurants

restaurants
restaurants
Restaurants
Restaurants open at night
restaurants,
restaurants, bars
Restaurants, better clothing at reasonable prices, drug store
Restaurants, better clothing stores
restaurants, books, music, gifts, antiques
restaurants, clothing, variety stores
restaurants, entertainment
restaurants, kids activities
restaurants, pharmacy
restaurants, whole foods, entertainment
Retail Drug stores, more restaurants
retail stores
retail, restaurants
Ruby Tuesday, Denny's, IHOP
seafood restaurant
Sears, JC Penny
Shoes/ Retail, more restaurants
shops
similar to Fredricksburg
Sit down restaurants with nice environment
skate shop
small business; mini-coliseum
small grocery or drug store; antique shop; deli or bakery; expand farmer's
market;
small specialty shops
Snappy lunch. Pork chops
Some kind of convenience store in walking distance of businesses

something for kids
something for kids
Specialty shops - outlets
Specialty shops catering to different needs for Uptown business professionals
who cannot get away before 5pm
Specialty shops, Antique Shops
Specialty shops, restaurants, book stores, coffee shop
specialty stores
Specialty Stores - books, delis, fine dining
Sporting goods dept. Stores
Starbucks, Target, Coldstone, Kohl's
Steinmart
store for Buddhists/nature-based religion
stores
stores - book, variety, dept; bakery
stores back like used to be
stores like Globman's and Sidney's
supper club
textile
toys for children
Toys r us, restaurants - seafood, sporting store, target, apartments
up-scale clothings
Used to like department stores. Would like Hechts or Kohls, Steinman in
Uptown
variety
Variety of retail, drugstore
Variety of specialty shops, ice cream parlor, crafts, pavillion of restuarants
Variety stores, lilke CVS, Walgreens
Victoria's Secret, Fashion Bug, Deb
Wiccan supplies, bookstore, fetish shop
Women's clothing

women's clothing, music and bookstores, restaurants, general giftshop with Hallmark cards, new college, ice cream shop
Work places

Additional comments

From the intercept survey:

a pharmacy would be great!
a whole week of festivals with food and exciting shows
All businesses need to pull together to stop the "Crab Barrel" Effect
Better dining, more stores
better leadership
Better Parks
better restaurants and new things
better scenery
Bring concerts to area and more events to attract people to the area
Bring in more businesses, and different types
Bring in Restaurants & Businesses. We don't have Target, Red Lobster, etc
bring more stores in
City leaders need to work with businesses more. They need to be seen, talk, get feedback on how to help businesses
Close Liberty Fair Mall
close off main roads so people can walk
close the mall
Combine city/county
Continue to work to improve looks, appearance. Revert to town status & then annexe the ENTIRE county to \stop all bickering between city and county. Put everyone on same level (taxes, etc

Encourage more speciality shops
fire all leaders; annex everything from bassett to ridgeway
Fix up storefronts- make more attractive, Work on consistant signage for all stores, most store fronts look closed abandoned
Get a variety of people, not just one kind
Get more involvd with the local colleges not ojus tone but all
Get more stores
God is not a politician
Great place to take a brisk walk during lunch; college would make big difference; need to diversify offerings in general; lots of treasures uptown but room for more
Have more clean businesses on Fayette st
hold a fair
I appreciate feeling safe uptown.
I would like to see Broad Street parking lots, across the street from Old Globman's Store, made into a nice park. Trees and green grass, benches
I would like to see more family friendly activities, such as make-a-bear or pottery
I would love to see Martinsville and Henry County be able to work together in Harmony.
increase foot traffic
It feels like there is sufficient activity and good energy being mobilized to improve uptown
Just keep trying to make things happen & of course a new college will be helpful
Just keep working to improve appearance of downtown area
Just that it needs a bigger variety of stores
Keep trying you are on the right track
make crime decrease; add more public attractions

Many stores need refacing of their facades. Perhaps an Uptown Business Alliance of the Business Owners would be good for increasing their collaborative draw to potential clientele

Martinsville needs a natural disaster

more advertising, better organized events

more black-owned businesses, later closing hours

More community events

more festivals, shops with unusual stuff, beach bands, Macados

More jobs will bring in more people

More jobs, more businesses for jobs

More jobs; give people chance to voice ideas

more options; not just a place to stop and run in for 1 item; something to make me want to spend an afternoon in Uptown

More restaurants

more space

More special events, small restaurants

More stores; clothing stores: Gap, Nike, Old Navy

More to do! Like Chester NJ, Hope PA, Longrove IL

more vanity stores

More Variety

N/A

Nean Sign

need businesses open on weekends and evenings; try to appeal to college age crowd with diverse events such as TGIF; give local bands opportunity to perform;

Need longer business hours for after-work crowd, bars, etc for college age

need more activities for kids and Christians

Need Red Lobster. I would like to shop Uptown. Needs better store hours (weekends). I would like more to do Uptown. Good entertainment in area. I have to go to Greensboro or Roanoke to see good entertainment & music,

plays for older people. Mixture of entertainment to suit everybody. I would like Uptown like it used to be. Christmas shopping. I don't like Mall
Need Target
Needs help
Open it on weekends
open up the street
Planning needs to improve at city level to recruit new businesses
Preserve what we have, don't tear things down.
Put 1;oft apartments over stores and shopping in, deli, drugstores etc to accommodate folks who walk here everyday
Put something in empty buildings
redecorate it and bring in good businesses
Remove or lump together all the furniture stores in the area
Remove some buildings to make a square or courtyard for restaurants, outdoor seating
Restaurants
restaurants and shops within average local salaries
restore the city park, add specialty shops, expand farmers market
Revitalize old buildings. Turn some into apartments for new university
Rich people have everything, and middle class and poor have nothing
road patterns are terrible
shelter for prostitutes to get them off street.
Shoe store & hat has smlla shoes (size 5) or big shoes. Store that carries athletic suppliers (we really only have on ein town and that is Hibbiet. Extend the hours uptown)
shops-bistros-coffee shops; better visibility for shop services. I cannot drive by a recognizedshop specialty at a glance. Encourage stop and shop excitement
Staunton, VA is a great example: farmers market that sells the usual fruits and vegetables but also sells homemade goods, fresh meats, candles, antique

shops, restaurants, organic grocery store/deli, thrift store, wine cellar, art exhibits -- something that makes people want to spend money!
take advantage of our musical (blue grass) heritage
Thanks for trying to improve the area
The mall took a lot away from downtown.
The mix of stores is interesting.
There is really nothing Uptown to draw the average person. No major stores or restaurants are Uptown so we go elsewhere
to treat all people the same
Town goes up and down because of store closings. Need to keep business in this town
Try to bring in more business
Turn the old courthouse into a restaurant or a small shops area.
Variety of different stores are needed
We need more restaurants, shops, small parks/sitting areas, coffee shops, college
We need nicer named restaurant
We need to bring more businesses back to uptown like the old days
We think you should promote the area as an excellent affordable place for retirement

From the community/online survey:

A city bus line

A nice restaurant with private dining rooms

Add more plants and flowers and coordinate the look and style of the buildings.

Dept Store Drug Store Upgrade movie theater More industry to the area would help it all. Jobs means money to spend

Get more jobs.

Have more events to get people Uptown all year. Promote Uptown specials in paper. Add more restaurants and some more variety in shops. Offer discounts to customers to get Uptown to buy. Keep it clean and looking nice

Have the rent lower so businesses can afford to come and then to stay

I am a new resident of Oak Level but work part-time in M'ville. I would like to see a variety of shops and stores in the downtown area but realize more people gravitate to malls. There are too many 'gift' shops or shops that sell kitsch. How about a music store, Barnes and Noble type place? How about an old fashioned band stand or gardens and fountains with a carillon (clock)tower to play out over the city. (Carillons are not as costly as other type structures in parks and memorial gardens!)

I consider Uptown Martinsville Church Street and Main Street. I do not consider 220 Bus Uptown - therefore I believe to upgrade w/ some artsy 'niche' shops, antiques, cafe, coffee shops or bookstores would bring a clientele willing to spend money and possibly more to Martinsville. To overcome the traditional 'mill' culture will take some different approaches; e.g. Durham, NC; Wilmington, NC

I do not currently live in Martinsville, but I am a native of Martinsville. I remember the vibrant downtown, and miss that the most on my return visits to Martinsville. I would like to suggest a return to a vibrant downtown community. The renovation of the Pythian building for residents is a start, but that is all. I would suggest, and did suggest to Fred Martin, that the

Broad Street Parking lot be redeveloped into a combination Condo/small business development. Maybe a courtyard or a small park in the center. Utilizing the downstairs for retail and the upstairs for condo development would infuse traffic back into the center of Martinsville. Once the 'center' is revitalized, infrastructure will return to the perimeters. I would also, if possible, suggest renovating the old 'Roxie' Theater, (the building is still standing) This will bring 'nighttime back to downtown'. The next natural development would be the block of Bridge Street between Church and Main. Parking lots don't bring business, they are needed to serve business. I wouldn't tear down a single building, as they are only a few of the historical treasures, that attest to what was one of the most beautiful downtowns that I have ever visited. Today, with the baby boomers maturing, is the perfect time to market condos, to repopulate and renovate, before the remaining infrastructure erodes away.

I do not visit uptown Martinsville much anymore. I do go through it to get to other places I need and want to go. If there were shops and restaurants there I would stop, shop and eat. It is so much easier to go to the outlying areas for my needs.

I have lived in Martinsville 30 years, when you go to other cities, where there is all the hustle, bustle, traffic, high prices, it makes you appreciate where you live and the closeness of everything, post office, grocery stores, gas stations, etc, you don't have to go and drive on an interstate to get where you are going

I just think you need to get NEW ideas. I have seen pictures before everything started to close uptown and it was a GREAT place. I'm sorry that we missed it. Another thing that would be quite nice would be an ice cream store. NEW ideas from some of your NEW residents...I would love not to

have to drive 49 miles to go shopping. I also realize this is a small town, but you need to work on this to keep business here and not in NC or Roanoke....
Thanks

I liked it better when it was called Down Town

I miss gald rags

I personally seldom shop uptown. If I were in the market for furniture, I would shop there first. Otherwise, there is not very much available now that appeals to me.

I think we are fortunate to have PAA and the new VMNH as special draws for tourism in Martinsville. It would be great if we could have some better restaurants (fine dining) and small shops to entertain them and keep them in our area longer.

I would like a good family place

I would like to see businesses created in the interest of the youth as well as th eold. I would like to see festival of a cultural nature (African Fest). I just want to see a more living martinsville. A retirement location is one thing but a dead town is a dead town. Theres too many young people here to just lay down and die. Thank you for asking my opinion

I would like to see more variety stores, more furniture stores, more toy stores and a clothing store for the whole family. We need more stores that people can come to and find everything they need so they do not have to go to the malls

I would love to see a place for poets cause I love to write poetry and I'd just like to for teens and adults to get together & read & write poetry and maybe even meet poets but other than that I like Uptown Martinsville pretty good I would NEVER shop uptown if I had a chance to go to Greensboro.

I'd like the traffic stopped - like when we have festivals, thus making Uptown a place for people to walk without fear of traffic. However, we'd need more business for this to work

If you really care about the uptown, then you should join the Historical Society and help get our Courthouse restored and become the rallying place for all of uptown. Preserve what's left of our historic buildings and mature old-growth trees. We need a locally available arborist to preserve and advise on the dwindling tree cover in the area.

Improve Courthouse Square. Offer music concerts during warm weather. Foodcourt facility. Gift shop with specialty items.

Martinsville when I was growing up was a neat place to spend the day. Lots of neat stores - good shoe store where I can find narrow sizes, Globmna and Belk carried good quality clothes and other items. Woolworth's where you could get a great lunch at a good price. Now Martinsville has nothing. Everything has gone replaced with furniture outlets and cheap no count stores. The only good place to eat is the Tasty Donut - the best food, good donuts and friendly people

More advertising of city events. Better buisnesses and hours.

more fesitivals,

more flowers and green areas....attractive walking and dining areas that would attract business and residential development

More stores. Cops on the street as we visit stores so we will feel safer

Need another store like Globman's! How about an old fashioned bandstand (similar to Roanoke's Elm Park). A place a variety of groups could perform a variety of music (not just rock bands) and art performances. With so many churches, is there a way to utilize its combined musical forces of all these groups for weekend musicals. What about weekend fairs such as Roanokes's festival in the Park. Turn one of these huge vacant buildings into a concert hall or indoor mall.

Part with the welfare hotels, bring in some more businesses to attract a more broad crowd, have some entertainment for people aside from the events (Octoberfest was nice), etc.

People of color perceive an attitude from city government that they are not genuinely welcomed or encouraged

Please see my previous comments regarding the transformation of Nashville, Indiana. Let's face it: industry is not coming back here to MVI, and this community will not again become prosperous through manufacturing. If the new college is built, that would go a long way toward revitalizing uptown, but it's going to take years. However, the transition to a tourist-based economy could happen much faster. Artisans could be provided with low-overhead, subsidized shop space. MVI is in a good location for tourism, halfway between Greensboro and Roanoke. Do it and they will come!

Stop tearing things down to make way for all the 'new industries' we are going to get here. If we keep on there will be no more uptown Martinsville just vacant lots waiting for a building.

Stop trying to make it like it used to be. Reinvent. How? I don't know. Find something people want that can't be found elsewhere in the area. Provide what people want/need at a price they can afford. Make Uptown the campus & dormitories for new college of VA.

The only reasons I've gone to Uptown Martinsville was to visit my bank, rent some tuxedos, and eat at Rania's and Art's Etc. The area needs to be appealing to the younger crowds and families.

The problem is bigger than Martinsville. It has to do with the importance of money in our society. Businesses going off-shore where labor is the cheapest thus giving them more profits. Is there a way to take away some of the importance of money? I don't know what the answer is. I'm wondering if we need to get back to the basics of providing food, clothing, and shelter in ways that don't have to do as much with money. Catch 22.

There is a need for a appearance code. I am not sure why we are neglecting our appearance in highly traveled areas. The greeting a person, town, city, county, etc. presents will set the tone for the entire 1st encounter as well as being uplifting for its residents. If a person, business, or traveler is not impressed while in there vehicle, how/why will they be encouraged 'shop' the area? NOTE*** To visit the City, one must pass through the County of Henry. There must be a common direction set forth to maintain litter control and a Standards for real estate appearance in both the City/County. Not abiding by a strict code would result in penalties, fines, etc. This must be enforced or we need to move on to another subject. Community involvement and policies will prevent us from having to make excuses to potential

prospects on why we cannot clean our roadways and real estate. Regardless of the past 10-15 years, we need to look successful and take pride in our surroundings, rather than offering the appearance of a depressed area. I would recommend utilizing some of the 'study monies' to invest in removing refuse, cleaning store fronts, assisting persons to paint homes, clean streets, assist Gateway, and install a welcome sign entering the area and exiting. We are not re-inventing the wheel, just being aware of our surroundings and visibly showing we do take pride in our community.

There seems to be a lot of money wasted on studies or surveys for bringing more businesses to Martinsville. Where are these businesses? The City would have been better off just keeping the money.

Uptown cant be made much better without more & better jobs available - rebuild the middle class

We can't compete with larger cities around us; so bo back to the small town atmosphere - toy stores, drug store with a counter - variety store - book store - clothing store - medium prices - ice cream store - make it safe - give me a place to take out of town guests - maybe a small restaurant. We go out of town for dinner theaters. Something along this line would be great for uptown Martinsville.

We need to grow (encourage) more industries before we can worry too much about uptown Martinsville. People need good paying jobs. I have to travel 35 mi. each way to work in Chatham, VA. I would rather work closer to home in the Martinsville area.

Intercept survey data

Impressions of uptown Martinsville

Characteristic	All survey participants	Gender		Age of householder							
		Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Overall attractiveness of DT	1.86	1.76	1.78	1.80	1.60	1.74	1.91	1.84	1.79	1.53	1.43
Business hours	1.82	1.71	1.77	2.00	1.63	1.87	1.71	1.75	1.73	1.66	1.57
Cleanliness (public spaces)	1.98	1.88	1.94	0.00	0.00	1.99	0.00	0.00	0.00	0.00	0.00
Cleanliness (stores)	2.06	1.99	1.99	1.80	1.93	2.00	2.09	1.96	1.97	1.97	2.00
Customer service	2.05	1.98	1.93	1.80	2.00	2.02	2.10	1.93	1.93	1.78	1.79
Festivals + events	1.95	1.80	1.77	1.80	1.80	1.96	1.88	1.78	1.80	1.44	1.57
Mix of businesses	1.59	1.46	1.50	1.80	1.60	1.72	1.49	1.41	1.43	1.28	1.36
Parking	1.96	1.81	1.99	2.00	1.67	1.87	2.03	1.90	1.93	1.75	1.71
Prices for value received	1.93	1.71	1.88	2.00	1.87	1.85	1.76	1.82	1.73	1.50	1.86
Safety (crime)	2.01	1.81	2.02	1.60	1.83	2.00	1.87	1.89	1.97	1.84	1.71
Safety (traffic + pedestrian)	2.07	1.90	2.06	2.20	1.80	2.09	2.04	1.94	1.95	1.78	2.14

Impressions of uptown Martinsville (continued)

	All survey participants	Household income												
		Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Overall attractiveness of DT	1.86	1.50	2.11	1.76	1.81	1.71	1.85	1.78	1.78	1.91	1.80	1.71	1.86	1.82
Business hours	1.82	1.85	1.84	1.76	1.88	1.80	1.81	1.67	1.75	1.61	1.64	1.71	1.86	1.61
Cleanliness (public spaces)	1.98	0.00	0.00	0.00	0.00	0.00	1.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cleanliness (stores)	2.06	2.00	2.05	1.76	2.06	1.94	2.02	1.94	2.03	2.00	2.04	1.86	2.00	1.96
Customer service	2.05	1.95	2.05	1.90	1.88	1.94	1.98	1.92	2.06	1.83	1.88	1.79	2.43	2.07
Festivals + events	1.95	1.75	1.89	1.71	1.88	1.80	1.73	1.83	2.06	1.70	1.88	1.50	2.14	1.86
Mix of businesses	1.59	1.45	1.63	1.29	1.75	1.57	1.59	1.47	1.56	1.43	1.36	1.43	1.14	1.43
Parking	1.96	1.65	2.00	1.71	1.94	1.83	1.82	1.92	2.03	1.91	2.08	1.57	2.00	2.11
Prices for value received	1.93	1.75	1.63	1.71	1.81	1.86	1.76	1.69	1.81	1.74	1.72	1.64	2.14	1.93
Safety (crime)	2.01	1.60	1.95	1.81	1.94	1.71	1.78	1.94	2.03	2.00	2.00	1.71	2.00	2.14
Safety (traffic + pedestrian)	2.07	1.90	2.00	1.90	2.00	1.89	1.92	1.97	2.11	1.96	1.88	1.50	2.14	2.11

Impressions of uptown Martinsville (continued)

	All survey participants	Race/ethnicity					Place of employment						
		African-American	Asian	Latino	White	Other	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	Im' a student	I'm unemployed	I'm retired
Overall attractiveness of DT	1.86	1.72	1.67	1.75	1.67	1.80	1.82	1.69	1.66	1.58	1.67	1.46	1.74
Business hours	1.82	1.75	1.67	1.75	1.67	1.69	1.73	1.70	1.54	1.63	1.71	1.63	1.74
Cleanliness (public spaces)	1.98	1.99	0.00	0.00	0.00	0.00	1.90	1.87	1.80	1.63	1.83	1.88	1.85
Cleanliness (stores)	2.06	1.94	2.00	1.75	2.33	1.99	1.95	2.06	1.93	1.74	1.96	1.79	1.98
Customer service	2.05	1.89	2.00	1.50	1.67	2.01	1.96	2.06	1.90	1.84	1.96	1.71	1.74
Festivals + events	1.95	1.77	2.00	2.00	2.00	1.78	1.84	1.85	1.61	1.63	1.83	1.67	1.52
Mix of businesses	1.59	1.46	2.00	1.50	2.00	1.46	1.47	1.46	1.51	1.32	1.67	1.36	1.31
Parking	1.96	1.78	1.67	2.00	2.33	1.93	1.96	1.83	1.90	1.42	1.67	1.88	1.72
Prices for value received	1.93	1.67	2.00	2.00	2.00	1.81	1.79	1.76	1.71	1.68	1.79	1.64	1.57
Safety (crime)	2.01	1.84	1.67	1.25	2.00	1.92	1.96	1.96	1.76	1.68	1.75	1.80	1.67
Safety (traffic + pedestrian)	2.07	1.87	2.00	2.00	2.67	1.98	2.01	1.91	1.83	1.79	1.79	2.00	1.85

Where survey respondents last purchased books

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	4%	5%	0%	3%	8%	2%	4%	5%	10%	14%
Wal-Mart/Lowe's	21%	14%	0.0%	6.9%	23.1%	21.9%	20.5%	12.0%	28.6%	28.6%
Liberty Fair Mall	37%	36%	80.0%	31.0%	30.8%	35.9%	39.8%	34.7%	28.6%	42.9%
Roanoke/Lynchburg	4%	2%	0.0%	0.0%	5.1%	6.3%	1.2%	2.7%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	7%	11%	0.0%	10.3%	2.6%	6.3%	8.4%	13.3%	9.5%	0.0%
Online or by catalog	13%	11%	0.0%	17.2%	20.5%	12.5%	13.3%	9.3%	9.5%	0.0%
I never buy this	6%	11%	20.0%	20.7%	7.7%	9.4%	6.0%	6.7%	0.0%	14.3%
Elsewhere	8%	10%	0.0%	10.3%	2.6%	6.3%	7.2%	16.0%	14.3%	0.0%

Where survey respondents last purchased books (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	6.3%	0.0%	13.3%	9.1%	3.1%	2.3%	2.9%	9.1%	9.1%	4.0%	0.0%	0.0%	0.0%
Wal-Mart/Lowe's	12.5%	42.9%	26.7%	18.2%	25.0%	15.9%	26.5%	24.2%	9.1%	12.0%	0.0%	0.0%	12.0%
Liberty Fair Mall	25.0%	35.7%	40.0%	27.3%	43.8%	40.9%	35.3%	27.3%	50.0%	40.0%	33.3%	66.7%	24.0%
Roanoke/Lynchburg	0.0%	0.0%	6.7%	0.0%	0.0%	6.8%	2.9%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	7.1%	0.0%	18.2%	3.1%	4.5%	11.8%	6.1%	0.0%	8.0%	33.3%	16.7%	20.0%
Online or by catalog	6.3%	0.0%	6.7%	0.0%	6.3%	15.9%	11.8%	9.1%	13.6%	16.0%	8.3%	16.7%	32.0%
I never buy this	31.3%	14.3%	6.7%	0.0%	9.4%	9.1%	5.9%	12.1%	0.0%	4.0%	8.3%	0.0%	0.0%
Elsewhere	18.8%	0.0%	0.0%	27.3%	9.4%	4.5%	2.9%	3.0%	18.2%	16.0%	16.7%	0.0%	12.0%

Where survey respondents last purchased books (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	9.1%	4.0%	9.7%	6.0%	2.1%	5.9%	0.0%	4.5%	9.5%	2.5%
Wal-Mart/Lowe's	9.1%	18.7%	19.4%	16.7%	10.4%	23.5%	30.8%	4.5%	28.6%	25.0%
Liberty Fair Mall	59.1%	29.3%	43.1%	34.0%	47.9%	23.5%	30.8%	40.9%	19.0%	45.0%
Roanoke/Lynchburg	0.0%	2.7%	0.0%	3.3%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	12.0%	8.3%	10.0%	12.5%	5.9%	15.4%	4.5%	4.8%	5.0%
Online or by catalog	0.0%	14.0%	11.1%	17.3%	8.3%	8.8%	7.7%	18.2%	0.0%	10.0%
I never buy this	4.5%	9.3%	4.2%	5.3%	10.4%	8.8%	7.7%	18.2%	23.8%	2.5%
Elsewhere	18.2%	10.0%	4.2%	7.3%	8.3%	11.8%	7.7%	9.1%	14.3%	10.0%

Where survey respondents last purchased men's clothing and shoes

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	5%	12%	0%	3%	8%	6%	8%	9%	4%	33%
Wal-Mart/Lowe's	14%	17%	0%	6.7%	28.2%	21.9%	17.6%	5.4%	13.0%	0.0%
Liberty Fair Mall	35%	41%	33%	16.7%	35.9%	37.5%	40.0%	43.2%	39.1%	44.4%
Roanoke/Lynchburg	9%	6%	33%	20.0%	5.1%	7.8%	4.7%	6.8%	4.3%	0.0%
Greensboro/High Point/Winston-Salem	13%	14%	33%	20.0%	12.8%	7.8%	15.3%	12.2%	17.4%	11.1%
Online or by catalog	4%	2%	0%	0.0%	2.6%	6.3%	1.2%	5.4%	8.7%	0.0%
I never buy this	10%	2%	0%	20.0%	0.0%	3.1%	4.7%	8.1%	8.7%	11.1%
Elsewhere	10%	6%	0%	13.3%	7.7%	9.4%	8.2%	9.5%	4.3%	0.0%

**Where survey respondents last purchased men's clothing and shoes
(continued)**

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	18.8%	14.3%	6.7%	18.2%	6.3%	2.3%	2.9%	6.1%	4.5%	8.0%	16.7%	33.3%	8.0%
Wal-Mart/Lowe's	25.0%	28.6%	20.0%	27.3%	15.6%	15.9%	17.6%	21.2%	9.1%	4.0%	0.0%	0.0%	4.0%
Liberty Fair Mall	12.5%	57.1%	46.7%	27.3%	50.0%	45.5%	47.1%	51.5%	22.7%	36.0%	33.3%	16.7%	24.0%
Roanoke/Lynchburg	6.3%	7.1%	13.3%	0.0%	9.4%	2.3%	8.8%	6.1%	9.1%	0.0%	0.0%	33.3%	16.0%
Greensboro/High Point/Winston-Salem	12.5%	7.1%	20.0%	27.3%	6.3%	2.3%	8.8%	9.1%	27.3%	32.0%	8.3%	0.0%	24.0%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	3.0%	0.0%	8.0%	25.0%	16.7%	8.0%
I never buy this	18.8%	0.0%	13.3%	9.1%	6.3%	13.6%	8.8%	3.0%	0.0%	4.0%	0.0%	0.0%	0.0%
Elsewhere	18.8%	0.0%	6.7%	18.2%	3.1%	6.8%	5.9%	3.0%	18.2%	4.0%	8.3%	0.0%	16.0%

**Where survey respondents last purchased men's clothing and shoes
(continued)**

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	18.2%	7.9%	10.1%	8.2%	6.7%	2.9%	12.5%	9.1%	0.0%	13.6%
Wal-Mart/Lowe's	18.2%	14.0%	11.1%	10.7%	16.7%	17.6%	30.8%	13.6%	42.9%	10.0%
Liberty Fair Mall	50.0%	34.0%	37.5%	39.3%	33.3%	38.2%	15.4%	18.2%	38.1%	50.0%
Roanoke/Lynchburg	0.0%	6.7%	8.3%	5.3%	8.3%	11.8%	15.4%	13.6%	9.5%	5.0%
Greensboro/High Point/Winston-Salem	0.0%	14.7%	16.7%	14.7%	10.4%	11.8%	23.1%	18.2%	9.5%	10.0%
Online or by catalog	0.0%	8.0%	0.0%	6.7%	6.3%	0.0%	7.7%	0.0%	0.0%	0.0%
I never buy this	4.5%	6.7%	6.9%	5.3%	4.2%	5.9%	7.7%	13.6%	4.8%	12.5%
Elsewhere	9.1%	9.3%	5.6%	7.3%	8.3%	11.8%	7.7%	13.6%	9.5%	7.5%

Where survey respondents last purchased women's clothing and shoes

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	7%	5%	0%	0%	2%	3%	7%	8%	10%	40%
Wal-Mart/Lowe's	17%	17%	0%	3.6%	24.4%	21.0%	18.3%	10.8%	25.0%	0.0%
Liberty Fair Mall	34%	34%	67%	17.9%	29.3%	41.9%	31.7%	36.9%	35.0%	40.0%
Roanoke/Lynchburg	8%	4%	33%	17.9%	4.9%	8.1%	7.3%	1.5%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	18%	12%	0%	28.6%	17.1%	4.8%	18.3%	16.9%	15.0%	0.0%
Online or by catalog	4%	3%	0%	0.0%	4.9%	6.5%	0.0%	3.1%	15.0%	0.0%
I never buy this	1%	20%	0%	10.7%	9.8%	8.1%	2.4%	12.3%	0.0%	20.0%
Elsewhere	13%	7%	0%	21.4%	7.3%	6.5%	14.6%	10.8%	0.0%	0.0%

Where survey respondents last purchased women's clothing and shoes (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	5.9%	14.3%	6.3%	6.7%	3.3%	7.5%	9.4%	0.0%	5.6%	4.8%	0.0%	0.0%	4.3%
Wal-Mart/Lowe's	17.6%	28.6%	25.0%	20.0%	13.3%	25.0%	12.5%	29.0%	5.6%	4.8%	0.0%	16.7%	4.3%
Liberty Fair Mall	17.6%	14.3%	31.3%	26.7%	50.0%	40.0%	46.9%	38.7%	22.2%	42.9%	9.1%	50.0%	13.0%
Roanoke/Lynchburg	5.9%	7.1%	6.3%	0.0%	10.0%	2.5%	0.0%	9.7%	5.6%	4.8%	0.0%	16.7%	17.4%
Greensboro/High Point/Winston-Salem	11.8%	7.1%	12.5%	20.0%	13.3%	10.0%	15.6%	9.7%	22.2%	19.0%	36.4%	0.0%	26.1%
Online or by catalog	0.0%	0.0%	6.3%	0.0%	0.0%	7.5%	0.0%	0.0%	11.1%	14.3%	18.2%	0.0%	4.3%
I never buy this	17.6%	21.4%	12.5%	13.3%	3.3%	2.5%	9.4%	3.2%	0.0%	4.8%	18.2%	16.7%	13.0%
Elsewhere	23.5%	7.1%	0.0%	13.3%	6.7%	5.0%	6.3%	9.7%	27.8%	4.8%	18.2%	0.0%	17.4%

Where survey respondents last purchased women's clothing and shoes (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	20.0%	5.7%	5.9%	3.6%	13.3%	3.1%	6.7%	5.9%	0.0%	10.5%
Wal-Mart/Lowe's	20.0%	13.6%	14.7%	14.3%	17.8%	12.5%	20.0%	11.8%	39.1%	15.8%
Liberty Fair Mall	35.0%	29.3%	38.2%	36.4%	28.9%	40.6%	33.3%	11.8%	13.0%	39.5%
Roanoke/Lynchburg	0.0%	4.3%	8.8%	5.7%	8.9%	9.4%	6.7%	11.8%	8.7%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	16.4%	17.6%	16.4%	8.9%	15.6%	20.0%	23.5%	13.0%	15.8%
Online or by catalog	0.0%	6.4%	2.9%	7.1%	2.2%	0.0%	6.7%	0.0%	0.0%	2.6%
I never buy this	15.0%	10.7%	4.4%	5.0%	4.4%	12.5%	0.0%	17.6%	17.4%	10.5%
Elsewhere	10.0%	13.6%	7.4%	11.4%	15.6%	6.3%	6.7%	17.6%	8.7%	5.3%

Where survey respondents last purchased children's clothing and shoes

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	2%	5%	0%	0%	3%	5%	3%	0%	13%	0%
Wal-Mart/Lowe's	19%	23%	0%	0.0%	26.3%	25.4%	23.9%	18.5%	13.3%	33.3%
Liberty Fair Mall	28%	24%	50%	14.3%	23.7%	23.8%	26.8%	33.3%	33.3%	33.3%
Roanoke/Lynchburg	9%	7%	50%	17.9%	5.3%	9.5%	8.5%	3.7%	6.7%	0.0%
Greensboro/High Point/Winston-Salem	14%	9%	0%	21.4%	18.4%	6.3%	12.7%	11.1%	6.7%	0.0%
Online or by catalog	2%	2%	0%	0.0%	2.6%	6.3%	0.0%	1.9%	0.0%	0.0%
I never buy this	16%	25%	0%	35.7%	13.2%	15.9%	15.5%	24.1%	20.0%	33.3%
Elsewhere	10%	6%	0%	10.7%	7.9%	7.9%	9.9%	7.4%	6.7%	0.0%

Where survey respondents last purchased children's clothing and shoes (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	0.0%	7.7%	0.0%	7.7%	0.0%	2.5%	0.0%	0.0%	5.9%	5.3%	0.0%	0.0%	0.0%
Wal-Mart/Lowe's	21.4%	7.7%	13.3%	23.1%	18.5%	27.5%	33.3%	33.3%	11.8%	5.3%	0.0%	0.0%	11.1%
Liberty Fair Mall	7.1%	30.8%	33.3%	7.7%	37.0%	37.5%	23.3%	25.9%	17.6%	31.6%	20.0%	60.0%	11.1%
Roanoke/Lynchburg	7.1%	7.7%	13.3%	7.7%	11.1%	5.0%	3.3%	11.1%	5.9%	5.3%	10.0%	0.0%	16.7%
Greensboro/High Point/Winston-Salem	21.4%	15.4%	13.3%	23.1%	7.4%	10.0%	10.0%	7.4%	5.9%	26.3%	30.0%	20.0%	11.1%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	5.9%	5.3%	10.0%	0.0%	5.6%
I never buy this	28.6%	23.1%	26.7%	15.4%	14.8%	10.0%	23.3%	14.8%	35.3%	21.1%	20.0%	20.0%	22.2%
Elsewhere	14.3%	7.7%	0.0%	15.4%	11.1%	2.5%	6.7%	7.4%	11.8%	0.0%	10.0%	0.0%	22.2%

Where survey respondents last purchased children's clothing and shoes (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	11.8%	2.4%	3.5%	3.9%	0.0%	4.0%	7.1%	0.0%	0.0%	3.8%
Wal-Mart/Lowe's	5.9%	21.4%	17.5%	21.7%	17.1%	24.0%	21.4%	16.7%	27.3%	11.5%
Liberty Fair Mall	47.1%	23.0%	28.1%	24.0%	31.7%	24.0%	35.7%	16.7%	13.6%	38.5%
Roanoke/Lynchburg	5.9%	5.6%	10.5%	7.8%	9.8%	12.0%	0.0%	11.1%	13.6%	3.8%
Greensboro/High Point/Winston-Salem	0.0%	14.3%	14.0%	12.4%	7.3%	12.0%	14.3%	16.7%	9.1%	11.5%
Online or by catalog	0.0%	4.0%	1.8%	3.9%	2.4%	0.0%	7.1%	0.0%	0.0%	0.0%
I never buy this	17.6%	22.2%	15.8%	19.4%	22.0%	16.0%	7.1%	27.8%	22.7%	23.1%
Elsewhere	11.8%	7.1%	8.8%	7.0%	9.8%	8.0%	7.1%	11.1%	13.6%	7.7%

Where survey respondents last purchased furniture

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	21%	37%	0%	15%	26%	26%	29%	23%	58%	60%
Wal-Mart/Lowe's	9%	8%	0%	25.9%	15.4%	8.1%	4.3%	4.9%	0.0%	0.0%
Liberty Fair Mall	1%	0%	0%	0.0%	0.0%	0.0%	1.4%	0.0%	5.3%	0.0%
Roanoke/Lynchburg	6%	5%	25%	11.1%	0.0%	3.2%	8.7%	6.6%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	8%	8%	0%	3.7%	15.4%	4.8%	8.7%	11.5%	0.0%	0.0%
Online or by catalog	2%	1%	25%	0.0%	5.1%	0.0%	0.0%	3.3%	0.0%	0.0%
I never buy this	18%	15%	50%	33.3%	7.7%	16.1%	10.1%	21.3%	10.5%	40.0%
Elsewhere	35%	27%	0%	11.1%	30.8%	41.9%	37.7%	29.5%	26.3%	0.0%

Where survey respondents last purchased furniture (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	6.7%	69.2%	33.3%	33.3%	33.3%	22.7%	29.6%	28.0%	15.8%	25.0%	41.7%	33.3%	26.9%
Wal-Mart/Lowe's	26.7%	7.7%	26.7%	22.2%	16.7%	6.8%	11.1%	4.0%	0.0%	4.2%	0.0%	0.0%	3.8%
Liberty Fair Mall	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%
Roanoke/Lynchburg	6.7%	0.0%	0.0%	11.1%	0.0%	2.3%	0.0%	8.0%	10.5%	12.5%	0.0%	16.7%	7.7%
Greensboro/High Point/Winston-Salem	6.7%	0.0%	0.0%	11.1%	0.0%	9.1%	11.1%	8.0%	5.3%	20.8%	25.0%	0.0%	3.8%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	3.8%
I never buy this	33.3%	15.4%	20.0%	0.0%	29.2%	11.4%	29.6%	8.0%	0.0%	16.7%	8.3%	16.7%	7.7%
Elsewhere	20.0%	7.7%	13.3%	22.2%	20.8%	45.5%	18.5%	44.0%	52.6%	20.8%	25.0%	33.3%	46.2%

Where survey respondents last purchased furniture (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	55.6%	28.2%	21.5%	28.5%	21.4%	19.4%	40.0%	5.3%	36.8%	34.3%
Wal-Mart/Lowe's	5.6%	9.2%	6.2%	6.9%	2.4%	12.9%	13.3%	21.1%	15.8%	5.7%
Liberty Fair Mall	0.0%	0.8%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	2.9%
Roanoke/Lynchburg	5.6%	3.8%	7.7%	6.2%	9.5%	0.0%	6.7%	15.8%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	7.6%	13.8%	9.2%	7.1%	16.1%	0.0%	5.3%	5.3%	2.9%
Online or by catalog	5.6%	0.8%	3.1%	1.5%	0.0%	3.2%	0.0%	5.3%	0.0%	2.9%
I never buy this	11.1%	20.6%	9.2%	15.4%	21.4%	6.5%	6.7%	31.6%	15.8%	22.9%
Elsewhere	16.7%	29.0%	38.5%	32.3%	35.7%	41.9%	33.3%	15.8%	26.3%	28.6%

Where survey respondents last purchased groceries

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	7%	8%	0%	10%	7%	6%	6%	9%	4%	27%
Wal-Mart/Lowe's	45%	48%	100%	62.1%	73.8%	40.0%	40.5%	42.3%	40.0%	0.0%
Liberty Fair Mall	18%	18%	0%	10.3%	7.1%	15.4%	15.5%	24.4%	32.0%	36.4%
Roanoke/Lynchburg	1%	1%	0%	0.0%	2.4%	1.5%	1.2%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	1%	2%	0%	3.4%	2.4%	0.0%	0.0%	1.3%	0.0%	9.1%
Online or by catalog	0%	0%	0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	1%	1%	0%	3.4%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Elsewhere	28%	23%	0%	10.3%	7.1%	36.9%	36.9%	21.8%	24.0%	27.3%

Where survey respondents last purchased groceries (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	6.3%	11.8%	19.0%	14.3%	9.4%	4.3%	5.9%	5.9%	0.0%	12.5%	21.4%	0.0%	0.0%
Wal-Mart/Lowe's	56.3%	70.6%	33.3%	71.4%	65.6%	43.5%	50.0%	47.1%	47.6%	25.0%	28.6%	16.7%	33.3%
Liberty Fair Mall	6.3%	11.8%	19.0%	0.0%	9.4%	15.2%	17.6%	17.6%	19.0%	25.0%	28.6%	33.3%	20.8%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	4.2%	0.0%	0.0%	0.0%
Elsewhere	31.3%	5.9%	23.8%	14.3%	15.6%	32.6%	20.6%	23.5%	33.3%	29.2%	21.4%	50.0%	45.8%

Where survey respondents last purchased groceries (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	19.2%	6.3%	9.7%	3.9%	6.4%	5.7%	5.9%	13.0%	18.2%	18.4%
Wal-Mart/Lowe's	46.2%	45.9%	47.2%	44.7%	44.7%	57.1%	52.9%	65.2%	50.0%	30.6%
Liberty Fair Mall	15.4%	22.6%	13.9%	17.1%	23.4%	11.4%	23.5%	8.7%	9.1%	24.5%
Roanoke/Lynchburg	3.8%	0.0%	0.0%	0.7%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	0.6%	4.2%	1.3%	0.0%	0.0%	0.0%	4.3%	0.0%	2.0%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	0.0%	0.6%	1.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere	15.4%	23.9%	23.6%	30.9%	25.5%	20.0%	17.6%	8.7%	22.7%	24.5%

Where survey respondents last purchased hair care, barber, nail services

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	43%	40%	20%	27%	44%	43%	43%	41%	40%	78%
Wal-Mart/Lowe's	12%	8%	0%	16.7%	16.3%	9.5%	6.1%	11.6%	10.0%	0.0%
Liberty Fair Mall	6%	8%	20%	6.7%	9.3%	7.9%	7.3%	2.9%	10.0%	0.0%
Roanoke/Lynchburg	2%	0%	0%	0.0%	2.3%	1.6%	1.2%	1.4%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	3%	3%	0%	6.7%	7.0%	1.6%	0.0%	5.8%	0.0%	0.0%
Online or by catalog	0%	1%	0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	4%	11%	20%	13.3%	2.3%	7.9%	4.9%	4.3%	15.0%	0.0%
Elsewhere	30%	30%	40%	26.7%	18.6%	28.6%	37.8%	33.3%	25.0%	22.2%

Where survey respondents last purchased hair care, barber, nail services (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	36.8%	66.7%	52.9%	38.5%	43.3%	40.0%	45.7%	40.0%	33.3%	37.5%	46.2%	33.3%	38.5%
Wal-Mart/Lowe's	21.1%	20.0%	17.6%	23.1%	16.7%	6.7%	11.4%	6.7%	9.5%	8.3%	0.0%	0.0%	0.0%
Liberty Fair Mall	10.5%	0.0%	5.9%	0.0%	10.0%	4.4%	2.9%	6.7%	9.5%	8.3%	15.4%	0.0%	11.5%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.0%	3.3%	2.2%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	0.0%	0.0%	0.0%	6.7%	4.4%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	7.7%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	15.8%	6.7%	0.0%	0.0%	3.3%	8.9%	8.6%	6.7%	9.5%	0.0%	7.7%	0.0%	7.7%
Elsewhere	15.8%	6.7%	23.5%	38.5%	16.7%	33.3%	31.4%	33.3%	38.1%	33.3%	30.8%	66.7%	34.6%

Where survey respondents last purchased hair care, barber, nail services (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	58.3%	44.1%	39.4%	37.5%	45.7%	40.0%	52.9%	33.3%	31.6%	50.0%
Wal-Mart/Lowe's	12.5%	10.3%	8.5%	9.0%	13.0%	5.7%	17.6%	0.0%	36.8%	7.1%
Liberty Fair Mall	4.2%	6.9%	9.9%	6.9%	4.3%	8.6%	5.9%	16.7%	0.0%	7.1%
Roanoke/Lynchburg	0.0%	0.0%	1.4%	1.4%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	2.8%	5.6%	2.8%	0.0%	0.0%	5.9%	8.3%	5.3%	4.8%
Online or by catalog	0.0%	0.7%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	20.8%	5.5%	4.2%	4.2%	4.3%	5.7%	0.0%	20.8%	5.3%	11.9%
Elsewhere	4.2%	29.7%	31.0%	38.2%	30.4%	34.3%	17.6%	20.8%	21.1%	19.0%

Where survey respondents last purchased home furnishings

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	8%	12%	0%	7%	7%	11%	12%	6%	9%	44%
Wal-Mart/Lowe's	49%	47%	50%	62.1%	55.8%	49.2%	42.7%	45.1%	59.1%	0.0%
Liberty Fair Mall	11%	15%	0%	0.0%	2.3%	12.7%	12.2%	18.3%	22.7%	44.4%
Roanoke/Lynchburg	2%	3%	0%	3.4%	2.3%	3.2%	4.9%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	12%	6%	0%	6.9%	18.6%	3.2%	11.0%	11.3%	9.1%	0.0%
Online or by catalog	3%	2%	0%	3.4%	4.7%	4.8%	1.2%	1.4%	0.0%	0.0%
I never buy this	4%	9%	50%	6.9%	4.7%	6.3%	4.9%	7.0%	0.0%	11.1%
Elsewhere	10%	6%	0%	10.3%	4.7%	9.5%	11.0%	11.3%	0.0%	0.0%

**Where survey respondents last purchased home furnishings
(continued)**

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	15.8%	20.0%	18.8%	21.4%	9.4%	6.5%	2.9%	18.8%	5.3%	8.7%	0.0%	0.0%	8.0%
Wal-Mart/Lowe's	42.1%	53.3%	50.0%	28.6%	75.0%	39.1%	55.9%	59.4%	47.4%	30.4%	33.3%	33.3%	24.0%
Liberty Fair Mall	0.0%	13.3%	6.3%	14.3%	0.0%	19.6%	11.8%	12.5%	21.1%	21.7%	22.2%	50.0%	4.0%
Roanoke/Lynchburg	0.0%	0.0%	6.3%	0.0%	0.0%	2.2%	2.9%	3.1%	5.3%	4.3%	0.0%	0.0%	8.0%
Greensboro/High Point/Winston-Salem	5.3%	0.0%	6.3%	14.3%	3.1%	10.9%	11.8%	0.0%	5.3%	17.4%	33.3%	0.0%	32.0%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	2.9%	0.0%	10.5%	8.7%	0.0%	0.0%	8.0%
I never buy this	10.5%	6.7%	6.3%	7.1%	9.4%	4.3%	5.9%	3.1%	0.0%	4.3%	0.0%	16.7%	4.0%
Elsewhere	26.3%	6.7%	6.3%	14.3%	3.1%	15.2%	5.9%	3.1%	5.3%	4.3%	11.1%	0.0%	12.0%

**Where survey respondents last purchased home furnishings
(continued)**

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	18.2%	8.3%	12.3%	10.3%	7.0%	11.8%	12.5%	9.1%	9.1%	11.9%
Wal-Mart/Lowe's	50.0%	47.6%	46.6%	50.0%	53.5%	29.4%	43.8%	45.5%	40.9%	52.4%
Liberty Fair Mall	18.2%	13.8%	13.7%	13.0%	11.6%	5.9%	12.5%	9.1%	9.1%	23.8%
Roanoke/Lynchburg	0.0%	1.4%	1.4%	2.1%	0.0%	8.8%	0.0%	4.5%	4.5%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	11.7%	6.8%	9.6%	14.0%	11.8%	25.0%	0.0%	4.5%	4.8%
Online or by catalog	0.0%	2.1%	1.4%	2.7%	2.3%	0.0%	6.3%	9.1%	0.0%	0.0%
I never buy this	9.1%	8.3%	4.1%	4.8%	2.3%	11.8%	0.0%	13.6%	13.6%	4.8%
Elsewhere	4.5%	6.9%	13.7%	7.5%	9.3%	20.6%	0.0%	9.1%	18.2%	2.4%

Where survey respondents last purchased lawn and garden items

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	3%	5%	0%	3%	5%	3%	3%	1%	14%	29%
Wal-Mart/Lowe's	75%	76%	25%	65.5%	78.6%	70.8%	74.7%	82.6%	86.4%	57.1%
Liberty Fair Mall	2%	5%	25%	0.0%	0.0%	4.6%	6.3%	2.9%	0.0%	0.0%
Roanoke/Lynchburg	1%	0%	0%	0.0%	2.4%	1.5%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	1%	1%	0%	0.0%	4.8%	0.0%	0.0%	1.4%	0.0%	0.0%
Online or by catalog	1%	0%	0%	3.4%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
I never buy this	8%	8%	50%	20.7%	9.5%	9.2%	7.6%	0.0%	0.0%	14.3%
Elsewhere	9%	5%	0%	6.9%	0.0%	10.8%	8.9%	10.1%	0.0%	0.0%

**Where survey respondents last purchased lawn and garden items
(continued)**

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	6.3%	0.0%	5.9%	7.1%	3.2%	4.8%	5.9%	6.3%	0.0%	4.5%	0.0%	0.0%	0.0%
Wal-Mart/Lowe's	56.3%	83.3%	82.4%	57.1%	77.4%	66.7%	73.5%	71.9%	81.0%	77.3%	84.6%	85.7%	92.0%
Liberty Fair Mall	0.0%	0.0%	0.0%	7.1%	0.0%	4.8%	2.9%	9.4%	0.0%	4.5%	7.7%	0.0%	0.0%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	7.7%	0.0%	0.0%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	25.0%	16.7%	11.8%	7.1%	12.9%	7.1%	11.8%	3.1%	0.0%	0.0%	0.0%	14.3%	0.0%
Elsewhere	12.5%	0.0%	0.0%	14.3%	6.5%	11.9%	2.9%	6.3%	19.0%	4.5%	0.0%	0.0%	8.0%

**Where survey respondents last purchased lawn and garden items
(continued)**

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	15.8%	2.8%	9.6%	2.0%	2.2%	3.0%	7.7%	9.1%	9.1%	10.5%
Wal-Mart/Lowe's	52.6%	76.4%	69.9%	78.5%	86.7%	60.6%	84.6%	54.5%	45.5%	76.3%
Liberty Fair Mall	0.0%	2.1%	4.1%	3.4%	2.2%	6.1%	0.0%	4.5%	9.1%	2.6%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	1.4%	2.7%	0.7%	0.0%	3.0%	7.7%	0.0%	0.0%	2.6%
Online or by catalog	0.0%	1.4%	0.0%	0.7%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%
I never buy this	15.8%	9.0%	6.8%	7.4%	4.4%	9.1%	0.0%	22.7%	22.7%	2.6%
Elsewhere	15.8%	6.9%	6.8%	7.4%	4.4%	12.1%	0.0%	4.5%	13.6%	5.3%

Where survey respondents last purchased music (vinyl, cds, etc.)

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	3%	4%	0%	0%	4%	3%	2%	3%	6%	14%
Wal-Mart/Lowe's	41%	27%	20%	36.7%	42.2%	33.3%	38.3%	32.4%	22.2%	42.9%
Liberty Fair Mall	23%	31%	60%	20.0%	20.0%	31.7%	29.6%	23.5%	33.3%	0.0%
Roanoke/Lynchburg	3%	2%	0%	3.3%	2.2%	4.8%	2.5%	1.5%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	4%	3%	20%	3.3%	6.7%	1.6%	2.5%	2.9%	11.1%	0.0%
Online or by catalog	8%	13%	0%	16.7%	13.3%	14.3%	6.2%	10.3%	5.6%	0.0%
I never buy this	9%	11%	0%	6.7%	6.7%	6.3%	9.9%	13.2%	16.7%	28.6%
Elsewhere	8%	9%	0%	13.3%	4.4%	4.8%	8.6%	13.2%	5.6%	14.3%

**Where survey respondents last purchased music (vinyl, cds, etc.)
(continued)**

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	11.1%	0.0%	17.6%	8.3%	0.0%	0.0%	0.0%	6.5%	0.0%	4.8%	0.0%	0.0%	0.0%
Wal-Mart/Lowe's	33.3%	33.3%	41.2%	33.3%	39.4%	40.9%	43.8%	41.9%	21.1%	47.6%	11.1%	16.7%	24.0%
Liberty Fair Mall	16.7%	33.3%	17.6%	33.3%	30.3%	36.4%	28.1%	16.1%	26.3%	9.5%	22.2%	16.7%	20.0%
Roanoke/Lynchburg	0.0%	0.0%	5.9%	0.0%	0.0%	2.3%	3.1%	6.5%	0.0%	0.0%	0.0%	0.0%	12.0%
Greensboro/High Point/Winston-Salem	0.0%	0.0%	0.0%	8.3%	0.0%	4.5%	3.1%	3.2%	0.0%	9.5%	33.3%	16.7%	0.0%
Online or by catalog	5.6%	0.0%	0.0%	0.0%	3.0%	6.8%	12.5%	6.5%	26.3%	19.0%	11.1%	16.7%	28.0%
I never buy this	5.6%	33.3%	5.9%	0.0%	15.2%	4.5%	6.3%	12.9%	10.5%	4.8%	11.1%	16.7%	8.0%
Elsewhere	27.8%	0.0%	11.8%	16.7%	12.1%	4.5%	3.1%	6.5%	15.8%	4.8%	11.1%	16.7%	8.0%

**Where survey respondents last purchased music (vinyl, cds, etc.)
(continued)**

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	9.1%	0.7%	10.0%	1.4%	0.0%	9.1%	7.1%	8.3%	4.5%	5.6%
Wal-Mart/Lowe's	22.7%	32.4%	41.4%	38.7%	31.3%	24.2%	42.9%	25.0%	50.0%	27.8%
Liberty Fair Mall	27.3%	30.4%	15.7%	23.9%	39.6%	21.2%	28.6%	25.0%	18.2%	30.6%
Roanoke/Lynchburg	0.0%	2.0%	1.4%	2.8%	0.0%	9.1%	0.0%	4.2%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	4.1%	7.1%	3.5%	4.2%	3.0%	0.0%	12.5%	0.0%	5.6%
Online or by catalog	0.0%	12.2%	10.0%	13.4%	8.3%	18.2%	0.0%	16.7%	4.5%	0.0%
I never buy this	31.8%	9.5%	4.3%	10.6%	4.2%	6.1%	14.3%	0.0%	13.6%	19.4%
Elsewhere	9.1%	8.8%	10.0%	5.6%	12.5%	9.1%	7.1%	8.3%	9.1%	11.1%

Where survey respondents last purchased office supplies

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	21%	26%	0%	7%	21%	29%	24%	26%	15%	38%
Wal-Mart/Lowe's	20%	21%	50%	41.4%	35.7%	17.5%	10.7%	19.1%	10.0%	12.5%
Liberty Fair Mall	33%	29%	25%	20.7%	21.4%	22.2%	38.1%	33.8%	60.0%	25.0%
Roanoke/Lynchburg	2%	1%	0%	0.0%	2.4%	1.6%	1.2%	2.9%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	2%	1%	0%	0.0%	4.8%	0.0%	1.2%	1.5%	0.0%	0.0%
Online or by catalog	3%	3%	0%	6.9%	4.8%	1.6%	2.4%	1.5%	5.0%	0.0%
I never buy this	7%	11%	25%	6.9%	4.8%	9.5%	13.1%	4.4%	5.0%	25.0%
Elsewhere	13%	8%	0%	17.2%	4.8%	19.0%	9.5%	10.3%	5.0%	0.0%

Where survey respondents last purchased office supplies (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	5.9%	9.1%	29.4%	20.0%	20.0%	23.3%	17.6%	21.9%	28.6%	31.8%	38.5%	33.3%	29.6%
Wal-Mart/Lowe's	29.4%	36.4%	23.5%	33.3%	30.0%	23.3%	23.5%	18.8%	14.3%	9.1%	7.7%	16.7%	7.4%
Liberty Fair Mall	11.8%	27.3%	23.5%	26.7%	26.7%	25.6%	35.3%	37.5%	28.6%	40.9%	38.5%	33.3%	37.0%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	7.4%
Greensboro/High Point/Winston-Salem	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	4.5%	0.0%	0.0%	7.4%
Online or by catalog	0.0%	9.1%	0.0%	0.0%	0.0%	4.7%	5.9%	0.0%	4.8%	9.1%	0.0%	0.0%	3.7%
I never buy this	35.3%	18.2%	23.5%	6.7%	16.7%	4.7%	5.9%	3.1%	0.0%	0.0%	0.0%	0.0%	3.7%
Elsewhere	17.6%	0.0%	0.0%	13.3%	6.7%	16.3%	8.8%	12.5%	23.8%	4.5%	15.4%	16.7%	3.7%

Where survey respondents last purchased office supplies (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	15.0%	25.9%	27.8%	32.4%	13.0%	13.5%	26.7%	10.0%	18.2%	16.7%
Wal-Mart/Lowe's	30.0%	17.5%	20.8%	17.9%	13.0%	16.2%	33.3%	45.0%	31.8%	13.9%
Liberty Fair Mall	30.0%	28.0%	27.8%	29.0%	39.1%	29.7%	26.7%	5.0%	27.3%	47.2%
Roanoke/Lynchburg	0.0%	1.4%	0.0%	1.4%	2.2%	5.4%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	1.4%	1.4%	1.4%	0.0%	0.0%	0.0%	0.0%	4.5%	2.8%
Online or by catalog	0.0%	2.8%	4.2%	3.4%	2.2%	2.7%	0.0%	10.0%	0.0%	2.8%
I never buy this	15.0%	9.8%	6.9%	4.1%	17.4%	10.8%	6.7%	10.0%	18.2%	11.1%
Elsewhere	10.0%	13.3%	11.1%	10.3%	13.0%	21.6%	6.7%	20.0%	0.0%	5.6%

Where survey respondents last purchased pharmacy and personal care items

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	15%	22%	0%	4%	14%	18%	21%	15%	40%	44%
Wal-Mart/Lowe's	42%	27%	33%	73.1%	47.2%	29.1%	25.0%	36.7%	26.7%	0.0%
Liberty Fair Mall	4%	12%	0%	0.0%	2.8%	7.3%	11.8%	6.7%	13.3%	11.1%
Roanoke/Lynchburg	1%	0%	0%	0.0%	2.8%	1.8%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	1%	1%	33%	0.0%	2.8%	0.0%	0.0%	1.7%	0.0%	0.0%
Online or by catalog	0%	2%	0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
I never buy this	1%	4%	0%	7.7%	0.0%	7.3%	0.0%	1.7%	0.0%	0.0%
Elsewhere	35%	32%	33%	15.4%	30.6%	36.4%	42.6%	35.0%	20.0%	44.4%

Where survey respondents last purchased pharmacy and personal care items (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	20.0%	16.7%	26.7%	18.2%	7.1%	20.0%	11.1%	18.5%	33.3%	25.0%	16.7%	25.0%	18.2%
Wal-Mart/Lowe's	40.0%	41.7%	33.3%	54.5%	53.6%	32.5%	40.7%	44.4%	13.3%	20.0%	25.0%	25.0%	9.1%
Liberty Fair Mall	0.0%	0.0%	0.0%	0.0%	7.1%	5.0%	14.8%	14.8%	13.3%	5.0%	25.0%	0.0%	9.1%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	4.5%
I never buy this	13.3%	8.3%	6.7%	0.0%	3.6%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%
Elsewhere	26.7%	33.3%	33.3%	27.3%	28.6%	37.5%	33.3%	18.5%	40.0%	35.0%	33.3%	50.0%	54.5%

Where survey respondents last purchased pharmacy and personal care items (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	35.3%	17.6%	25.5%	15.6%	10.4%	18.2%	35.7%	18.8%	21.4%	37.5%
Wal-Mart/Lowe's	23.5%	32.4%	39.2%	33.6%	31.3%	36.4%	57.1%	62.5%	35.7%	15.6%
Liberty Fair Mall	5.9%	8.8%	7.8%	9.0%	6.3%	9.1%	0.0%	0.0%	21.4%	6.3%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	0.7%	2.0%	0.8%	0.0%	0.0%	0.0%	6.3%	0.0%	3.1%
Online or by catalog	0.0%	0.0%	3.9%	0.8%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	5.9%	2.9%	0.0%	2.5%	4.2%	0.0%	0.0%	6.3%	0.0%	3.1%
Elsewhere	29.4%	37.5%	21.6%	37.7%	45.8%	30.3%	7.1%	6.3%	21.4%	34.4%

Where survey respondents last purchased hardware

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	4%	9%	0%	7%	7%	5%	3%	6%	15%	33%
Wal-Mart/Lowe's	64%	68%	25%	39.3%	69.8%	65.6%	68.6%	72.5%	80.0%	44.4%
Liberty Fair Mall	2%	4%	0%	3.6%	2.3%	0.0%	4.7%	1.4%	5.0%	0.0%
Roanoke/Lynchburg	2%	0%	0%	0.0%	2.3%	1.6%	1.2%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	2%	1%	0%	0.0%	4.7%	0.0%	1.2%	2.9%	0.0%	0.0%
Online or by catalog	1%	1%	0%	3.6%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
I never buy this	15%	9%	50%	42.9%	14.0%	11.5%	9.3%	4.3%	0.0%	22.2%
Elsewhere	11%	8%	25%	3.6%	0.0%	16.4%	10.5%	13.0%	0.0%	0.0%

Where survey respondents last purchased hardware (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	12.5%	8.3%	11.8%	13.3%	3.2%	2.5%	0.0%	9.1%	5.0%	13.0%	8.3%	0.0%	7.4%
Wal-Mart/Lowe's	43.8%	58.3%	64.7%	53.3%	74.2%	62.5%	69.7%	60.6%	75.0%	60.9%	75.0%	100.0%	63.0%
Liberty Fair Mall	6.3%	0.0%	5.9%	0.0%	0.0%	2.5%	3.0%	6.1%	0.0%	0.0%	0.0%	0.0%	3.7%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	3.7%
Greensboro/High Point/Winston-Salem	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	5.0%	13.0%	8.3%	0.0%	0.0%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%
I never buy this	31.3%	33.3%	11.8%	13.3%	16.1%	10.0%	21.2%	6.1%	0.0%	4.3%	0.0%	0.0%	11.1%
Elsewhere	6.3%	0.0%	5.9%	13.3%	6.5%	20.0%	3.0%	15.2%	15.0%	4.3%	8.3%	0.0%	11.1%

Where survey respondents last purchased hardware (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	21.1%	4.8%	12.3%	7.0%	2.1%	2.9%	12.5%	10.0%	4.3%	17.5%
Wal-Mart/Lowe's	36.8%	71.0%	60.3%	71.3%	76.6%	47.1%	62.5%	45.0%	43.5%	65.0%
Liberty Fair Mall	0.0%	3.4%	2.7%	1.4%	0.0%	2.9%	6.3%	5.0%	8.7%	2.5%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.7%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	1.4%	5.5%	2.1%	0.0%	2.9%	6.3%	0.0%	0.0%	2.5%
Online or by catalog	0.0%	0.7%	0.0%	0.0%	2.1%	0.0%	0.0%	5.0%	0.0%	0.0%
I never buy this	31.6%	11.0%	8.2%	9.1%	12.8%	11.8%	0.0%	35.0%	30.4%	7.5%
Elsewhere	10.5%	7.6%	11.0%	8.4%	6.4%	26.5%	12.5%	0.0%	13.0%	5.0%

Where survey respondents last dined out (family dining)

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	27%	31%	20%	27%	39%	25%	29%	27%	29%	14%
Wal-Mart/Lowe's	1%	5%	0%	3.3%	4.9%	0.0%	2.3%	2.7%	9.5%	0.0%
Liberty Fair Mall	8%	9%	0%	6.7%	7.3%	6.2%	9.3%	11.0%	9.5%	28.6%
Roanoke/Lynchburg	8%	5%	20%	16.7%	9.8%	7.7%	4.7%	5.5%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	16%	14%	20%	30.0%	22.0%	12.3%	15.1%	12.3%	4.8%	0.0%
Online or by catalog	0%	0%	0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	2%	3%	20%	3.3%	0.0%	1.5%	1.2%	2.7%	4.8%	14.3%
Elsewhere	37%	33%	20%	13.3%	17.1%	47.7%	38.4%	38.4%	42.9%	42.9%

Where survey respondents last dined out (family dining) (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	33.3%	42.9%	29.4%	21.4%	29.0%	31.8%	17.6%	28.1%	35.0%	25.0%	33.3%	33.3%	28.6%
Wal-Mart/Lowe's	5.6%	7.1%	5.9%	14.3%	3.2%	0.0%	2.9%	0.0%	0.0%	0.0%	8.3%	0.0%	3.6%
Liberty Fair Mall	5.6%	14.3%	11.8%	7.1%	9.7%	9.1%	17.6%	12.5%	0.0%	0.0%	8.3%	16.7%	3.6%
Roanoke/Lynchburg	22.2%	0.0%	17.6%	0.0%	9.7%	4.5%	5.9%	3.1%	10.0%	8.3%	8.3%	0.0%	3.6%
Greensboro/High Point/Winston-Salem	0.0%	14.3%	11.8%	28.6%	25.8%	20.5%	14.7%	9.4%	5.0%	16.7%	16.7%	0.0%	17.9%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	5.6%	0.0%	11.8%	0.0%	0.0%	0.0%	2.9%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%
Elsewhere	27.8%	21.4%	11.8%	28.6%	22.6%	34.1%	38.2%	46.9%	45.0%	50.0%	25.0%	50.0%	42.9%

Where survey respondents last dined out (family dining) (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	41.7%	28.6%	42.5%	30.9%	22.4%	22.9%	35.3%	47.8%	14.3%	30.8%
Wal-Mart/Lowe's	4.2%	2.0%	2.7%	0.7%	4.1%	5.7%	0.0%	4.3%	4.8%	5.1%
Liberty Fair Mall	20.8%	10.9%	4.1%	7.4%	4.1%	2.9%	11.8%	4.3%	28.6%	17.9%
Roanoke/Lynchburg	8.3%	4.1%	6.8%	6.7%	4.1%	11.4%	5.9%	13.0%	9.5%	5.1%
Greensboro/High Point/Winston-Salem	0.0%	19.0%	11.0%	12.1%	16.3%	22.9%	23.5%	26.1%	9.5%	7.7%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	0.0%	3.4%	2.7%	2.0%	0.0%	0.0%	0.0%	4.3%	9.5%	5.1%
Elsewhere	25.0%	32.0%	30.1%	40.3%	49.0%	34.3%	23.5%	0.0%	23.8%	28.2%

Where survey respondents last purchased dined out (fine dining)

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	18%	23%	50%	17%	28%	20%	9%	17%	38%	50%
Wal-Mart/Lowe's	1%	5%	0%	6.7%	7.0%	0.0%	2.6%	1.4%	0.0%	0.0%
Liberty Fair Mall	3%	4%	0%	3.3%	2.3%	4.6%	3.9%	2.8%	4.8%	0.0%
Roanoke/Lynchburg	14%	8%	0%	20.0%	16.3%	12.3%	11.8%	8.5%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	24%	25%	0%	26.7%	30.2%	18.5%	27.6%	26.8%	23.8%	0.0%
Online or by catalog	0%	0%	0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	6%	12%	50%	6.7%	2.3%	9.2%	9.2%	8.5%	4.8%	30.0%
Elsewhere	33%	25%	0%	20.0%	14.0%	35.4%	35.5%	35.2%	28.6%	20.0%

Where survey respondents last dined out (fine dining) (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	16.7%	35.7%	26.7%	21.4%	12.9%	25.0%	15.6%	20.0%	10.0%	21.7%	18.2%	33.3%	11.5%
Wal-Mart/Lowe's	11.1%	7.1%	0.0%	14.3%	3.2%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liberty Fair Mall	5.6%	14.3%	6.7%	0.0%	0.0%	2.3%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	3.8%
Roanoke/Lynchburg	22.2%	0.0%	20.0%	7.1%	19.4%	11.4%	12.5%	13.3%	15.0%	4.3%	18.2%	0.0%	11.5%
Greensboro/High Point/Winston-Salem	0.0%	21.4%	13.3%	28.6%	38.7%	25.0%	31.3%	20.0%	20.0%	34.8%	36.4%	16.7%	26.9%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	22.2%	14.3%	20.0%	7.1%	9.7%	4.5%	6.3%	3.3%	15.0%	13.0%	9.1%	0.0%	0.0%
Elsewhere	22.2%	7.1%	13.3%	21.4%	16.1%	31.8%	28.1%	40.0%	40.0%	26.1%	18.2%	50.0%	46.2%

Where survey respondents last dined out (fine dining) (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	36.4%	19.7%	21.7%	16.8%	20.0%	14.7%	31.3%	31.8%	14.3%	31.0%
Wal-Mart/Lowe's	13.6%	0.7%	1.4%	0.7%	2.2%	8.8%	0.0%	4.5%	4.8%	2.4%
Liberty Fair Mall	13.6%	3.4%	2.9%	2.1%	4.4%	2.9%	0.0%	4.5%	9.5%	4.8%
Roanoke/Lynchburg	9.1%	8.8%	13.0%	14.0%	4.4%	17.6%	12.5%	9.1%	9.5%	9.5%
Greensboro/High Point/Winston-Salem	0.0%	25.2%	27.5%	30.1%	22.2%	23.5%	18.8%	27.3%	9.5%	14.3%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	13.6%	10.9%	8.7%	4.9%	13.3%	2.9%	6.3%	9.1%	23.8%	11.9%
Elsewhere	13.6%	31.3%	24.6%	31.5%	33.3%	29.4%	31.3%	13.6%	28.6%	26.2%

Where survey respondents last purchased take-out food

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	31%	33%	67%	30%	40%	33%	27%	31%	33%	14%
Wal-Mart/Lowe's	5%	4%	0%	20.0%	4.8%	1.6%	5.2%	1.4%	0.0%	0.0%
Liberty Fair Mall	6%	5%	0%	10.0%	0.0%	4.7%	9.1%	7.0%	0.0%	0.0%
Roanoke/Lynchburg	2%	1%	0%	0.0%	4.8%	3.1%	1.3%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	2%	2%	0%	0.0%	9.5%	0.0%	0.0%	1.4%	6.7%	0.0%
Online or by catalog	0%	0%	0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	7%	13%	33%	6.7%	2.4%	4.7%	7.8%	12.7%	33.3%	28.6%
Elsewhere	47%	42%	0%	33.3%	38.1%	53.1%	49.4%	46.5%	26.7%	57.1%

Where survey respondents last purchased take-out food (continued)

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	38.9%	41.7%	25.0%	28.6%	30.0%	27.9%	26.5%	39.4%	23.8%	22.7%	46.2%	25.0%	33.3%
Wal-Mart/Lowe's	11.1%	8.3%	6.3%	14.3%	13.3%	0.0%	5.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liberty Fair Mall	11.1%	16.7%	0.0%	0.0%	3.3%	2.3%	8.8%	12.1%	0.0%	0.0%	7.7%	25.0%	8.3%
Roanoke/Lynchburg	0.0%	0.0%	0.0%	0.0%	3.3%	4.7%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Greensboro/High Point/Winston-Salem	0.0%	0.0%	6.3%	7.1%	0.0%	2.3%	0.0%	3.0%	0.0%	9.1%	7.7%	0.0%	0.0%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	16.7%	8.3%	0.0%	7.1%	6.7%	4.7%	8.8%	6.1%	19.0%	9.1%	7.7%	0.0%	12.5%
Elsewhere	22.2%	25.0%	62.5%	42.9%	43.3%	58.1%	50.0%	33.3%	57.1%	59.1%	30.8%	50.0%	41.7%

Where survey respondents last purchased take-out food (continued)

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	38.1%	31.9%	38.6%	35.4%	26.7%	18.8%	46.7%	47.6%	27.3%	25.0%
Wal-Mart/Lowe's	9.5%	4.3%	1.4%	1.4%	2.2%	9.4%	13.3%	14.3%	9.1%	2.8%
Liberty Fair Mall	23.8%	5.8%	2.9%	4.2%	4.4%	9.4%	6.7%	4.8%	13.6%	8.3%
Roanoke/Lynchburg	0.0%	0.0%	2.9%	1.4%	2.2%	6.3%	0.0%	0.0%	0.0%	0.0%
Greensboro/High Point/Winston-Salem	0.0%	2.9%	4.3%	1.4%	2.2%	9.4%	0.0%	0.0%	0.0%	2.8%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I never buy this	9.5%	10.1%	10.0%	7.6%	6.7%	3.1%	6.7%	14.3%	18.2%	16.7%
Elsewhere	19.0%	44.9%	40.0%	48.6%	55.6%	43.8%	26.7%	19.0%	31.8%	44.4%

Where survey respondents last purchased toys and games

Where purchased	Gender		Age of householder							
	Female	Male	Under 18	18-24	25-34	35-44	45-54	55-64	65-74	75 and over
Uptown Martinsville	4%	3%	0%	0%	4%	3%	1%	6%	13%	0%
Wal-Mart/Lowe's	48%	40%	33%	46.4%	54.3%	48.5%	43.6%	39.1%	26.7%	40.0%
Liberty Fair Mall	12%	17%	33%	25.0%	10.9%	10.6%	10.3%	15.6%	20.0%	20.0%
Roanoke/Lynchburg	4%	3%	0%	3.6%	6.5%	4.5%	3.8%	0.0%	6.7%	0.0%
Greensboro/High Point/Winston-Salem	6%	3%	0%	0.0%	8.7%	4.5%	6.4%	1.6%	6.7%	20.0%
Online or by catalog	4%	4%	0%	7.1%	6.5%	6.1%	1.3%	4.7%	0.0%	0.0%
I never buy this	15%	22%	0%	10.7%	6.5%	13.6%	21.8%	28.1%	26.7%	20.0%
Elsewhere	8%	7%	33%	7.1%	2.2%	9.1%	11.5%	4.7%	0.0%	0.0%

**Where survey respondents last purchased toys and games
(continued)**

Where purchased	Household income												
	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+
Uptown Martinsville	0.0%	0.0%	5.9%	7.7%	0.0%	6.8%	2.9%	0.0%	0.0%	4.5%	0.0%	0.0%	4.5%
Wal-Mart/Lowe's	33.3%	58.3%	47.1%	53.8%	51.7%	56.8%	48.6%	59.4%	23.8%	40.9%	20.0%	50.0%	13.6%
Liberty Fair Mall	20.0%	16.7%	17.6%	7.7%	10.3%	6.8%	20.0%	15.6%	9.5%	9.1%	20.0%	33.3%	18.2%
Roanoke/Lynchburg	6.7%	0.0%	5.9%	0.0%	3.4%	2.3%	0.0%	6.3%	4.8%	4.5%	0.0%	0.0%	13.6%
Greensboro/High Point/Winston-Salem	6.7%	0.0%	0.0%	7.7%	0.0%	2.3%	5.7%	6.3%	9.5%	4.5%	40.0%	0.0%	9.1%
Online or by catalog	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	8.6%	0.0%	4.8%	18.2%	0.0%	16.7%	13.6%
I never buy this	20.0%	16.7%	5.9%	7.7%	24.1%	13.6%	11.4%	9.4%	33.3%	18.2%	20.0%	0.0%	22.7%
Elsewhere	13.3%	8.3%	17.6%	15.4%	10.3%	9.1%	2.9%	3.1%	14.3%	0.0%	0.0%	0.0%	4.5%

**Where survey respondents last purchased toys and games
(continued)**

Where purchased	Place of residence			Place of employment						
	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	Uptown Martinsville	Elsewhere in Martinsville	Outside Martinsville	I'm a homemaker	I'm a student	I'm unemployed	I'm retired
Uptown Martinsville	9.1%	2.8%	3.3%	2.8%	0.0%	0.0%	13.3%	5.0%	4.5%	12.5%
Wal-Mart/Lowe's	59.1%	45.1%	41.0%	51.7%	43.2%	38.7%	46.7%	35.0%	36.4%	18.8%
Liberty Fair Mall	18.2%	13.4%	13.1%	9.8%	11.4%	6.5%	20.0%	20.0%	27.3%	25.0%
Roanoke/Lynchburg	0.0%	0.7%	8.2%	4.2%	2.3%	9.7%	0.0%	0.0%	0.0%	3.1%
Greensboro/High Point/Winston-Salem	0.0%	9.2%	3.3%	5.6%	6.8%	6.5%	13.3%	0.0%	0.0%	6.3%
Online or by catalog	0.0%	4.2%	4.9%	6.3%	2.3%	0.0%	0.0%	15.0%	0.0%	0.0%
I never buy this	9.1%	17.6%	13.1%	14.7%	25.0%	12.9%	6.7%	15.0%	22.7%	31.3%
Elsewhere	4.5%	7.0%	13.1%	4.9%	9.1%	25.8%	0.0%	10.0%	9.1%	3.1%

Consumer buying power

Buying power of Martinsville and Henry County residents for various retail goods and services, according to household income

Item	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	Total
Groceries	3,951,000	3,299,000	5,585,000	6,913,000	13,688,000	13,413,000	11,744,000	14,832,000	4,611,000	4,625,000	2,800,000	1,971,000	3,113,000	90,544,000
Cereals and bakery products														
Cereals	230,000	185,000	300,000	349,000	618,000	636,000	547,000	676,000	199,000	206,000	121,000	82,000	127,000	4,277,000
Bakery products	354,000	319,000	483,000	647,000	1,278,000	1,251,000	1,098,000	1,385,000	391,000	419,000	254,000	181,000	285,000	8,346,000
Meats, poultry, fish and eggs														
Beef	315,000	276,000	403,000	562,000	1,083,000	1,167,000	954,000	1,133,000	400,000	371,000	214,000	147,000	223,000	7,249,000
Pork	230,000	214,000	358,000	369,000	851,000	755,000	702,000	790,000	214,000	239,000	147,000	95,000	128,000	5,092,000
Other meats	138,000	101,000	164,000	236,000	428,000	404,000	399,000	477,000	147,000	157,000	89,000	59,000	113,000	2,912,000
Poultry	212,000	152,000	284,000	318,000	618,000	641,000	536,000	693,000	216,000	212,000	130,000	90,000	138,000	4,239,000
Fish and seafood	123,000	127,000	188,000	238,000	502,000	465,000	507,000	550,000	219,000	156,000	99,000	86,000	134,000	3,394,000
Eggs	66,000	55,000	93,000	97,000	206,000	198,000	148,000	175,000	44,000	49,000	30,000	20,000	32,000	1,212,000
Dairy products														
Fresh milk and cream	199,000	162,000	279,000	335,000	639,000	636,000	515,000	627,000	177,000	193,000	112,000	74,000	112,000	4,060,000
Other dairy products	245,000	183,000	332,000	426,000	893,000	895,000	785,000	1,019,000	304,000	323,000	201,000	146,000	230,000	5,981,000
Fruits and vegetables														
Fresh fruits	212,000	169,000	334,000	372,000	777,000	737,000	695,000	750,000	237,000	253,000	159,000	117,000	201,000	5,014,000
Fresh vegetables	226,000	171,000	348,000	392,000	697,000	724,000	605,000	823,000	241,000	245,000	161,000	111,000	182,000	4,925,000
Processed fruits	123,000	105,000	199,000	227,000	444,000	474,000	381,000	477,000	142,000	153,000	89,000	61,000	106,000	2,982,000
Processed vegetables	113,000	84,000	143,000	199,000	328,000	342,000	295,000	359,000	109,000	102,000	71,000	43,000	70,000	2,256,000

Item	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	Total
Groceries (continued)														
Other food at home														
Sugar and other sweets	138,000	140,000	215,000	253,000	512,000	470,000	425,000	554,000	159,000	185,000	103,000	97,000	131,000	3,382,000
Fats and oils	125,000	105,000	164,000	199,000	391,000	369,000	346,000	383,000	116,000	112,000	73,000	46,000	68,000	2,496,000
Miscellaneous foods	529,000	432,000	801,000	1,042,000	2,045,000	1,984,000	1,710,000	2,400,000	810,000	793,000	480,000	319,000	512,000	13,856,000
Nonalcoholic bev. (not milk)	341,000	296,000	467,000	610,000	1,268,000	1,137,000	1,001,000	1,357,000	423,000	380,000	226,000	164,000	252,000	7,920,000
Dining out	2,225,000	1,390,000	2,324,000	3,214,000	7,845,000	8,471,000	7,878,000	10,888,000	3,684,000	3,917,000	2,473,000	1,734,000	3,579,000	59,621,000
Alcoholic beverages														
Consumed at home	297,000	192,000	379,000	359,000	927,000	887,000	1,029,000	1,164,000	417,000	474,000	230,000	174,000	425,000	6,953,000
Consumed in restaurants	129,000	112,000	143,000	189,000	459,000	531,000	588,000	806,000	281,000	328,000	175,000	142,000	324,000	4,208,000
Housekeeping supplies														
Laundry + cleaning supplies	177,000	138,000	244,000	264,000	634,000	619,000	576,000	676,000	196,000	207,000	114,000	87,000	126,000	4,059,000
Other household products	319,000	189,000	414,000	534,000	909,000	1,110,000	835,000	1,267,000	365,000	484,000	244,000	175,000	475,000	7,321,000
Postage and stationery	136,000	109,000	180,000	329,000	475,000	522,000	540,000	685,000	205,000	294,000	141,000	111,000	177,000	3,904,000
Furnishings + equipment														
Household textiles	136,000	68,000	119,000	227,000	571,000	557,000	443,000	575,000	188,000	304,000	177,000	135,000	245,000	3,745,000
Furniture	199,000	165,000	430,000	488,000	977,000	900,000	1,177,000	1,793,000	664,000	659,000	442,000	469,000	884,000	9,246,000
Floor coverings	19,000	12,000	32,000	31,000	95,000	70,000	194,000	277,000	51,000	92,000	49,000	33,000	161,000	1,117,000
Major appliances	66,000	93,000	180,000	389,000	534,000	698,000	846,000	892,000	363,000	370,000	176,000	139,000	287,000	5,033,000
Small appliances	76,000	58,000	106,000	168,000	396,000	465,000	324,000	322,000	147,000	172,000	122,000	84,000	143,000	2,583,000

Item	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	Total
Furnishings (continued)														
Misc. household equipment														
Window coverings	3,000	13,000	7,000	38,000	62,000	23,000	26,000	82,000	31,000	76,000	24,000	17,000	65,000	468,000
Infants' equipment	5,000	14,000	6,000	17,000	27,000	43,000	18,000	32,000	7,000	9,000	19,000	2,000	5,000	202,000
Laundry/cleaning equip.	7,000	18,000	28,000	28,000	68,000	69,000	42,000	70,000	20,000	24,000	14,000	12,000	13,000	413,000
Outdoor equip.	7,000	7,000	80,000	65,000	57,000	102,000	123,000	112,000	25,000	53,000	15,000	83,000	51,000	780,000
Clocks	2,000	10,000	9,000	5,000	22,000	13,000	19,000	17,000	6,000	10,000	9,000	6,000	30,000	159,000
Lamps + lighting fixtures	10,000	6,000	9,000	13,000	29,000	32,000	31,000	58,000	20,000	28,000	50,000	13,000	28,000	327,000
Other hsl'd. decorative items	162,000	70,000	97,000	163,000	334,000	434,000	336,000	689,000	241,000	205,000	166,000	123,000	455,000	3,476,000
Telephones/access.	11,000	12,000	7,000	18,000	95,000	58,000	95,000	84,000	29,000	59,000	35,000	16,000	68,000	587,000
Lawn + garden equip.	9,000	9,000	49,000	58,000	167,000	152,000	170,000	173,000	68,000	172,000	45,000	36,000	44,000	1,153,000
Power tools	36,000	0	34,000	36,000	83,000	186,000	92,000	215,000	42,000	42,000	33,000	25,000	30,000	853,000
Office furniture (home use)	5,000	4,000	3,000	8,000	13,000	13,000	26,000	29,000	15,000	12,000	9,000	14,000	57,000	207,000
Hand tools	3,000	8,000	3,000	5,000	31,000	13,000	31,000	32,000	4,000	14,000	6,000	4,000	5,000	158,000
Indoor plants, fresh flowers	16,000	22,000	34,000	42,000	118,000	122,000	103,000	188,000	54,000	84,000	47,000	39,000	75,000	944,000
Closet + storage items	10,000	12,000	9,000	25,000	22,000	26,000	37,000	40,000	40,000	19,000	20,000	12,000	78,000	350,000
Furniture rental	3,000	4,000	5,000	4,000	28,000	14,000	16,000	3,000	0	1,000	0	0	2,000	79,000
Luggage	8,000	7,000	6,000	5,000	10,000	14,000	17,000	26,000	10,000	11,000	6,000	6,000	18,000	144,000
Computers (non-biz use)	124,000	113,000	135,000	138,000	311,000	373,000	433,000	587,000	203,000	270,000	152,000	105,000	214,000	3,159,000
Software (non-biz use)	16,000	9,000	9,000	15,000	54,000	75,000	45,000	92,000	24,000	41,000	20,000	20,000	27,000	446,000
Telephone answering devices	1,000	0	1,000	1,000	4,000	2,000	3,000	7,000	0	1,000	1,000	0	1,000	23,000
Calculators	6,000	1,000	1,000	1,000	4,000	2,000	3,000	7,000	2,000	2,000	2,000	1,000	3,000	35,000
Biz equip. for home use	0	0	2,000	0	4,000	3,000	6,000	5,000	0	1,000	1,000	1,000	1,000	26,000
Other hardware	19,000	5,000	6,000	15,000	222,000	351,000	44,000	151,000	34,000	77,000	18,000	61,000	10,000	1,014,000

Item	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	Total
Furnishings (continued)														
Misc. household equip, (cont.)														
Smoke alarms	0	1,000	1,000	1,000	3,000	5,000	3,000	6,000	1,000	2,000	1,000	1,000	1,000	25,000
Other hsl'd appl. (homeowner)	2,000	3,000	6,000	6,000	12,000	59,000	22,000	55,000	19,000	31,000	9,000	8,000	20,000	254,000
Other hsl'd appl (renter)	1,000	1,000	8,000	2,000	7,000	4,000	4,000	5,000	3,000	0	0	0	0	37,000
Misc. hsl'd equip. + parts	19,000	6,000	21,000	42,000	99,000	215,000	116,000	195,000	45,000	65,000	77,000	21,000	51,000	971,000
Apparel and services														
Men, 16+	169,000	210,000	305,000	349,000	761,000	979,000	975,000	1,222,000	474,000	549,000	376,000	244,000	616,000	7,231,000
Boys, 2-15	66,000	68,000	138,000	122,000	380,000	329,000	263,000	363,000	142,000	152,000	98,000	55,000	99,000	2,275,000
Women, 16+	759,000	510,000	634,000	886,000	1,907,000	1,997,000	1,767,000	2,632,000	786,000	1,139,000	699,000	487,000	972,000	15,176,000
Girls, 2-15	66,000	60,000	138,000	142,000	333,000	369,000	288,000	485,000	180,000	185,000	133,000	80,000	133,000	2,592,000
Children under 2	88,000	84,000	109,000	165,000	343,000	263,000	227,000	318,000	133,000	105,000	81,000	53,000	86,000	2,054,000
Footwear	452,000	288,000	536,000	559,000	1,104,000	1,418,000	1,080,000	1,324,000	430,000	437,000	354,000	201,000	400,000	8,582,000
Other apparel items/services														
Material for making clothes	2,000	4,000	10,000	14,000	40,000	19,000	144,000	27,000	13,000	27,000	5,000	6,000	25,000	335,000
Sewing patterns/notions	3,000	9,000	6,000	8,000	32,000	51,000	33,000	20,000	7,000	9,000	7,000	5,000	15,000	204,000
Watches	9,000	9,000	30,000	16,000	54,000	45,000	42,000	75,000	23,000	19,000	37,000	16,000	75,000	450,000
Jewelry	36,000	47,000	72,000	124,000	158,000	257,000	244,000	404,000	194,000	276,000	144,000	76,000	307,000	2,338,000
Shoe repair/shoe services	1,000	0	1,000	0	4,000	3,000	2,000	4,000	1,000	2,000	1,000	1,000	3,000	24,000
Coin-operated laundry	102,000	97,000	124,000	152,000	272,000	190,000	143,000	100,000	22,000	13,000	8,000	3,000	5,000	1,233,000
Tailoring	2,000	3,000	3,000	12,000	16,000	14,000	12,000	18,000	7,000	9,000	6,000	5,000	10,000	117,000
Clothing rental	0	0	1,000	4,000	6,000	5,000	6,000	15,000	6,000	4,000	3,000	2,000	1,000	53,000
Watch + jewelry repair	1,000	2,000	3,000	6,000	9,000	9,000	9,000	19,000	5,000	9,000	3,000	3,000	7,000	86,000

Item	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	Total
Apparel (continued)														
Other apparel services (cont.)														
Laundry (not coin-operated)	24,000	13,000	35,000	37,000	106,000	126,000	126,000	205,000	87,000	111,000	79,000	69,000	177,000	1,195,000
Clothing storage	0	0	0	1,000	2,000	2,000	5,000	1,000	0	1,000	0	0	0	14,000
Transportation														
Vehicle purchases (net outlay)	1,386,000	1,363,000	3,207,000	3,770,000	11,549,000	11,723,000	10,318,000	18,495,000	4,768,000	6,310,000	3,358,000	2,499,000	4,469,000	83,215,000
Gasoline + motor oil	1,343,000	1,207,000	2,075,000	2,737,000	6,287,000	6,285,000	5,834,000	7,958,000	2,409,000	2,707,000	1,369,000	955,000	1,371,000	42,536,000
Maintenance and repairs	457,000	448,000	684,000	1,397,000	2,235,000	2,405,000	2,055,000	3,076,000	938,000	1,199,000	605,000	436,000	737,000	16,673,000
Health care														
Health insurance	746,000	1,267,000	2,528,000	3,069,000	6,060,000	5,368,000	5,183,000	6,198,000	1,732,000	2,020,000	993,000	640,000	1,158,000	36,960,000
Medical services	494,000	352,000	870,000	1,076,000	2,462,000	2,449,000	1,868,000	2,966,000	980,000	1,081,000	649,000	434,000	827,000	16,509,000
Drugs + vitamins	411,000	561,000	1,236,000	1,337,000	2,515,000	2,173,000	1,742,000	1,988,000	578,000	604,000	318,000	211,000	335,000	14,008,000
Medical supplies														
Eyeglasses + contact lenses	20,000	36,000	66,000	72,000	152,000	124,000	150,000	229,000	62,000	87,000	54,000	36,000	65,000	1,153,000
Hearing aids	22,000	10,000	19,000	66,000	43,000	51,000	76,000	98,000	9,000	11,000	21,000	4,000	9,000	439,000
Topicals and dressings	22,000	29,000	47,000	59,000	114,000	139,000	89,000	164,000	44,000	45,000	28,000	21,000	26,000	827,000
Medical equip. for gen. use	5,000	13,000	10,000	15,000	14,000	27,000	50,000	17,000	7,000	10,000	8,000	6,000	3,000	184,000
Convalescent equip.	4,000	10,000	8,000	6,000	15,000	72,000	10,000	33,000	9,000	6,000	7,000	2,000	11,000	194,000
Rental of medical equip.	1,000	4,000	2,000	2,000	4,000	18,000	4,000	6,000	2,000	3,000	3,000	1,000	2,000	50,000
Rental of convalescent equip.	3,000	1,000	4,000	3,000	18,000	40,000	17,000	14,000	2,000	4,000	2,000	0	5,000	113,000

Item	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	Total
Entertainment														
Fees and admissions	405,000	195,000	318,000	386,000	1,088,000	1,255,000	1,364,000	2,233,000	761,000	1,057,000	589,000	525,000	1,215,000	11,391,000
Television, radios, equipment														
Musical instruments/access.	18,000	6,000	12,000	5,000	62,000	43,000	22,000	123,000	44,000	27,000	19,000	20,000	43,000	443,000
All other sound equipment	681,000	619,000	1,158,000	1,335,000	2,992,000	2,907,000	2,619,000	3,646,000	1,105,000	1,280,000	652,000	450,000	825,000	20,268,000
Pets, toys, playground equip.														
Pets, supplies, pet care	242,000	143,000	289,000	352,000	820,000	1,136,000	788,000	1,178,000	460,000	487,000	237,000	223,000	340,000	6,695,000
Toys, games, arts/crafts	58,000	48,000	123,000	160,000	312,000	409,000	320,000	447,000	168,000	188,000	90,000	63,000	121,000	2,507,000
Stamp + coin collecting	1,000	1,000	1,000	6,000	12,000	8,000	22,000	6,000	2,000	4,000	1,000	1,000	53,000	118,000
Playground equipment	0	0	0	2,000	3,000	10,000	6,000	11,000	2,000	12,000	14,000	2,000	1,000	62,000
Other supplies, equip., svcs.														
Sports, recreation, exercise														
Athletic gear, equipment	26,000	20,000	23,000	57,000	115,000	69,000	98,000	285,000	128,000	122,000	43,000	62,000	74,000	1,121,000
Bicycles	9,000	5,000	13,000	10,000	39,000	32,000	24,000	43,000	16,000	15,000	16,000	14,000	20,000	256,000
Camping equipment	34,000	35,000	30,000	3,000	18,000	52,000	43,000	39,000	11,000	37,000	19,000	9,000	6,000	337,000
Hunting/fishing equipment	110,000	3,000	23,000	10,000	274,000	62,000	66,000	84,000	55,000	84,000	20,000	35,000	14,000	840,000
Winter sports equipment	15,000	4,000	0	4,000	4,000	5,000	6,000	16,000	2,000	12,000	3,000	6,000	9,000	88,000
Water sports equipment	3,000	1,000	1,000	1,000	9,000	9,000	7,000	20,000	4,000	8,000	10,000	4,000	13,000	91,000
All other equip.	6,000	7,000	5,000	3,000	32,000	41,000	63,000	48,000	15,000	34,000	20,000	16,000	25,000	315,000
Photographic equip., supplies	51,000	36,000	59,000	84,000	217,000	222,000	219,000	404,000	128,000	176,000	101,000	65,000	134,000	1,896,000
All other supplies, equipment	1,000	9,000	201,000	143,000	1,991,000	435,000	654,000	1,958,000	343,000	664,000	181,000	183,000	609,000	7,372,000

Item	Under \$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	Total
Personal care products/svcs.														
Personal care products														
Hair care products	68,000	52,000	93,000	86,000	260,000	248,000	221,000	292,000	81,000	76,000	61,000	43,000	84,000	1,663,000
Nonelectric articles for hair	5,000	10,000	6,000	21,000	28,000	24,000	22,000	23,000	7,000	9,000	7,000	4,000	6,000	171,000
Wigs and hairpieces	4,000	1,000	4,000	6,000	14,000	12,000	4,000	8,000	3,000	2,000	1,000	0	1,000	60,000
Oral hygiene products	48,000	26,000	62,000	66,000	144,000	122,000	125,000	137,000	41,000	55,000	28,000	22,000	42,000	917,000
Shaving needs	14,000	15,000	22,000	21,000	67,000	65,000	67,000	71,000	25,000	28,000	22,000	14,000	27,000	458,000
Cosmetics, perfume	162,000	90,000	166,000	242,000	552,000	528,000	548,000	589,000	142,000	249,000	156,000	114,000	181,000	3,720,000
Deodorants, misc. hygiene	49,000	46,000	58,000	82,000	117,000	122,000	120,000	133,000	42,000	54,000	31,000	20,000	38,000	914,000
Electric pers. care appliances	115,000	0	0	152,000	225,000	152,000	160,000	138,000	16,000	27,000	7,000	7,000	9,000	1,007,000
Personal care services	188,000	162,000	336,000	414,000	937,000	836,000	836,000	1,145,000	389,000	475,000	261,000	199,000	372,000	6,550,000
Reading														
Newspaper subscriptions	17,000	34,000	77,000	91,000	160,000	133,000	134,000	176,000	56,000	65,000	39,000	32,000	53,000	1,069,000
Newspapers, non-subscription	14,000	8,000	14,000	20,000	50,000	44,000	40,000	39,000	15,000	15,000	7,000	3,000	6,000	274,000
Magazine subscriptions	9,000	8,000	16,000	23,000	50,000	49,000	60,000	62,000	21,000	27,000	14,000	12,000	21,000	370,000
Magazines, non-subscription	12,000	7,000	8,000	114,000	29,000	30,000	31,000	35,000	11,000	15,000	9,000	5,000	11,000	318,000
Newsletters	0	0	0	2,000	0	1,000	0	0	0	0	0	0	3,000	6,000
Books through book clubs	2,000	3,000	4,000	16,000	10,000	17,000	21,000	31,000	6,000	8,000	5,000	4,000	9,000	137,000
Encyclopedias/reference books	40,000	34,000	38,000	53,000	138,000	142,000	139,000	212,000	70,000	95,000	53,000	49,000	85,000	1,149,000
Education	1,991,000	1,240,000	1,311,000	1,087,000	1,669,000	1,387,000	1,501,000	2,877,000	1,063,000	1,762,000	1,041,000	770,000	2,336,000	20,034,000
Tobacco/smoking products	346,000	368,000	634,000	778,000	1,537,000	1,404,000	1,184,000	1,381,000	381,000	347,000	156,000	103,000	101,000	8,721,000