

# Retail Preference SURVEY

1. What percentage of your total shopping in the past year was done through catalogs, mail order or the Internet?

- 0 – 20 %
- 20 – 40 %
- 40 – 60 %
- 60 – 80 %
- 80 – 100 %

2. What percentage of your shopping was done **IN** Salina in the past year?

- 0 – 20 %
- 20 – 40 %
- 40 – 60 %
- 60 – 80 %
- 80 – 100 %

3. What percentage of your shopping was done **OUTSIDE** Salina in the past year?

- 0 – 20 %
- 20 – 40 %
- 40 – 60 %
- 60 – 80 %
- 80 – 100 %

4. What items or services do you purposely leave Salina to seek?

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5. What are the names of the stores that you most frequently patronized outside Salina within the last year?

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6. In general, why do you prefer to shop at out-of-town locations for these items or services?

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7. If you live outside of Salina/Saline County, what are the two biggest non-work reasons you stop in Salina?

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8. What three retail businesses already in Salina would you like to see expand?

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9. What three restaurants already in Salina would you like to see expand?

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10. What three non-food retail businesses would you like to see locate in Salina?

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## We value your opinions!

Please use this space for additional comments.

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NAME (OPTIONAL)



**Salina**  
Area Chamber of Commerce

Please return survey to [info@salinakansas.org](mailto:info@salinakansas.org)  
or PO Box 586 or 120 W. Ash St.

11. What three restaurants would you most like to see come to Salina?

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12. Here is a list of items people commonly purchase. Thinking about your shopping habits, where are you now most likely to purchase them? (Percent of answers)

	IN SALINA	NOT IN SALINA	CATALOG	INTERNET	HOME PARTY	DON'T BUY
Clothing						
Shoes						
Groceries						
Sporting equipment						
Books						
CDs/DVDs						
Prescription medications						
Gifts						
Small appliances						
Major appliances						
Office supplies						
Vehicles						
Household Goods						

13. Answer the following questions in regards to Salina. (Percent of answers)

	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE
I like the look and feel of Salina					
Salina salespeople are friendly and helpful					
I feel safe in Salina, even at night					
There are a lot of products and services in Salina					
There is plenty of convenient parking in Salina					
Salina businesses are open when I want to shop					
Salina businesses sell products/services I want					
Salina businesses sell at a fair price					
I like to bring out of town guests to Salina					
I recommend shopping in Salina					