

2010 RETAIL SURVEY RESULTS

Introduction

In April the Washington County Economic Development Council released an on-line retail survey to Washington County residents. The intent is to measure retail spending leaking out of Washington County and identify potential retail sectors and brands to recruit into Washington County. A total of 674 residents participated in the survey.

Method

Survey questions consisted of whether Washington County has an adequate amount of specific retail sectors to include: clothing stores, shoe stores, sporting goods stores, grocery stores, home furnishing stores, and restaurants. Next participants were given a list of stores outside of Washington County and asked to rate the frequency (once a week, once a month, once every 2 months, once every six months, or once a year) they shop at these stores. Finally, participants are given the option to write-in any stores they frequent that is not identified in the survey. Demand was identified by those who shop at stores at least once a year. A demand/location quotient measures the demand of a particular brand weighted against the nearest location of that brand to Washington County. Please note, this is not the most scientific tool to measure demand and distance for a retail product. However, since most stores are within 200 miles of Washington County it provides a basic level tool to compare brand attraction in Washington County.

Results

Results are based on respondent's demand or how many respondents shop at a particular store at least once a year. In addition, the demand/location quotient comparing the respondents who shop at that particular store versus the distance to the nearest location is identified in brackets (the higher the number to greater the demand pull).

Over 73% of participants stated Washington County does not have an adequate amount of clothing stores. Based on demand results the following stores are potential markets in Washington County:

- Macy's – 64.9% (3.42)
- Ann Taylor – 37.8% (1.61)
- Dillard's – 62.1% (1.58)
- Gordman's – 12.0% (2.73)

Other significant write-in stores include Ann Taylor Loft (25) and Nordstrom (25).

Survey residents placed a lower demand for new shoe stores. Only 53.8% of respondents stated Washington County does not have an adequate amount of shoe stores. That said two stores could be potential markets in Washington County:

- DSW – 31.7% (2.64)
- The Athlete's Foot – 22.6% (2.06)

Other significant write-in stores include Tops (22).

A majority of residents (51.4%) stated Washington County had an adequate amount of sporting goods stores. Recruiting efforts should focus on other areas for retail development.

Over 62% of participants believed Washington County did not have an adequate amount of grocery stores. Potential brands to target include:

- Fresh Market – 46.0% (1.11)
- Publix – 37.9% (1.91)
- Trader Joes – 35.4% (2.79)
- Whole Foods – 30.8% (1.73)

The only significant store written-in was Harris-Teeter (16).

Respondents identified a clear demand for home furnishing stores in Washington County. Over 66% stated Washington County does not have an adequate amount of home furnishing stores. Potential targets include:

- Pottery Barn – 62.0% (2.63)
- Williams and Sonoma – 52.9% (1.27)
- Restoration Hardware – 34.9% (2.76)

Other significant stores respondents wrote-in include Crate and Barrel (28) and Ikea (26).

Finally, 69.3% of respondents stated Washington County does not have an adequate amount of restaurants. Restaurants with a potential market in Washington County include:

- Macaroni Grill – 54.3% (2.19)
- PF Changs – 51.9% (1.25)
- Red Robin – 27.5% (1.38)
- Sticky Fingers – 26.5% (1.63)
- Culvers – 10% (2.66)

Two restaurants were heavily identified in the write-in section; Cheesecake Factory (30) and Bone Fish Grill (27).

Conclusions

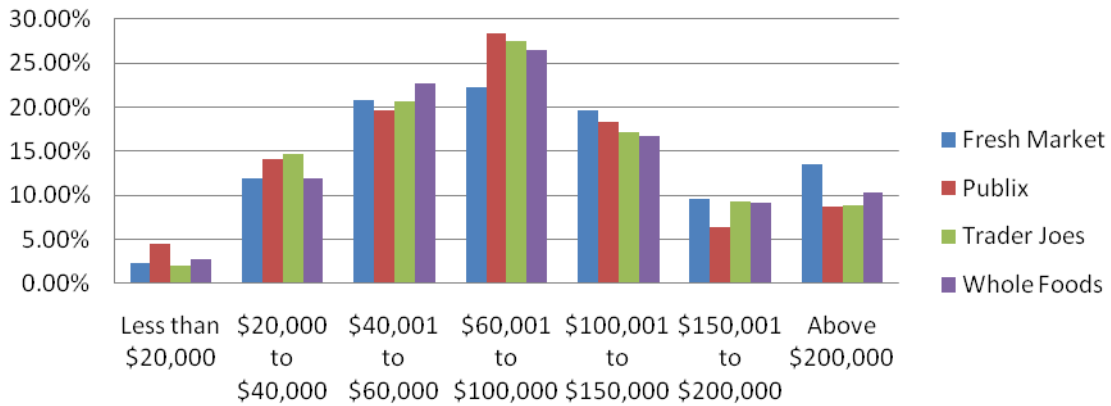
The above results reflect potential retail markets and brands to attempt to recruit to Washington County. Many of the brands identified are based on actual demand identified, while other brands appear because of their demand/location quotient. Furthermore, local leaders should also consider the frequency respondents shop at a particular store. Stores that show a high preponderance of Washington County residents shopping at least once every 2 months should be considered potential targets to Washington County. It is important to note that many respondents stated they would shop at a particular store if it were closer to home – thus underscoring the importance of comparing demand with distance to nearest location. That said, also understand that the demand/location quotient is not scientific, and simply should be used as a rough comparison between brands. Finally, it is important to note the significance of brands that frequently appear in the write-in section. For a number of respondents to identify a brand in the write-in section shows a strong demand for that particular store. These stores with strong write-in votes should also be considered potential recruits to the Washington County market.

RETAIL SURVEY RESULTS BY INCOME

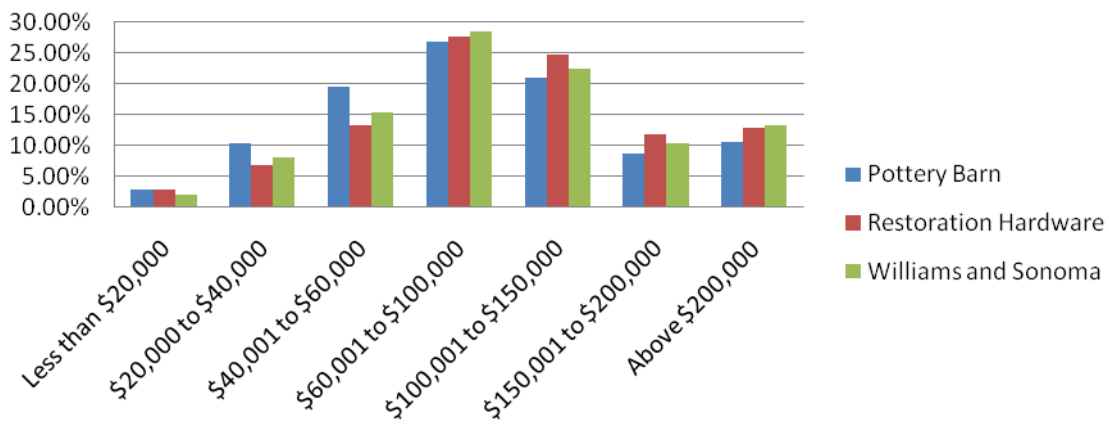
Note Washington County Median Household income in 2009 was \$42,320



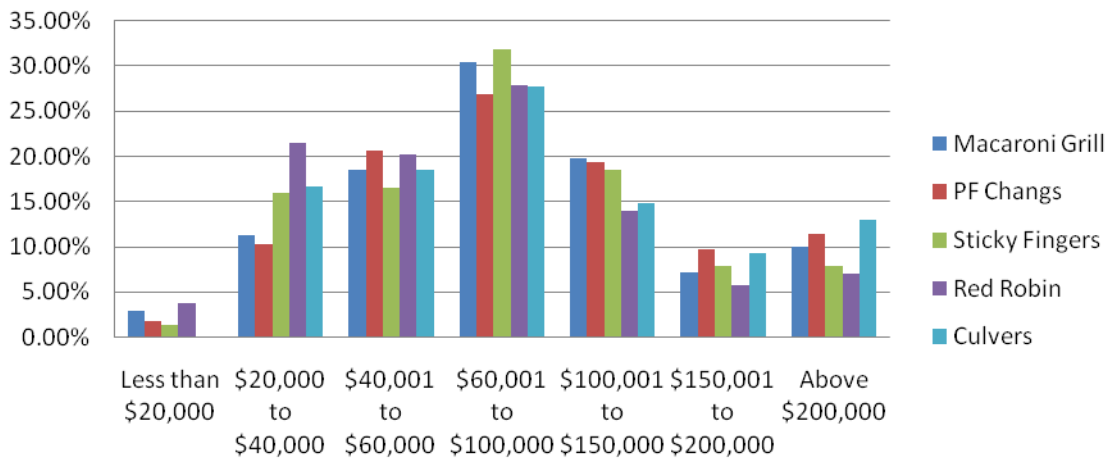
Grocery Store Shoppers by Income



Home Furnishing Shoppers by Income



Restaurants by Income



Q1

Grouping /

Does Washington County have an adequate amount of clothing stores for the area

Yes	160	26.27%
No	449	73.73%
Total	609	

Q3

Grouping /

Below is a list of clothing stores not currently in Washington County.**If you shop at any of the stores below, please mark how often you shop there.****Ann Taylor**

Once a week or more	16	6.96%
Once a month	61	26.52%
Once every 2 months	37	16.09%
Once every 6 months	50	21.74%
Once a year	66	28.70%

Total 230**Nearest Location Miles**

Knoxville 100

Banana Republic

Once a week or more	18	6.62%
Once a month	53	19.49%
Once every 2 months	53	19.49%
Once every 6 months	78	28.68%
Once a year	70	25.74%

Total 272**Nearest Location Miles**

Asheville 60

J Crew

Once a week or more	19	7.72%
Once a month	51	20.73%
Once every 2 months	47	19.11%
Once every 6 months	67	27.24%
Once a year	62	25.20%

Total 246**Nearest Location Miles**

Asheville 60

Sephora

Once a week or more	19	9.95%
Once a month	52	27.23%
Once every 2 months	34	17.80%
Once every 6 months	34	17.80%
Once a year	52	27.23%

Nearest Location Miles
Knoxville 100

Total 191

Urban Outfitters

Once a week or more	8	5.93%
Once a month	26	19.26%
Once every 2 months	19	14.07%
Once every 6 months	24	17.78%
Once a year	58	42.96%

Nearest Location Miles
Asheville 60

Total 135

Coldwater Creek

Once a week or more	10	4.22%
Once a month	53	22.36%
Once every 2 months	55	23.21%
Once every 6 months	53	22.36%
Once a year	66	27.85%

Nearest Location Miles
Asheville 60

Total 237

West Elm

Once a week or more	1	1.14%
Once a month	6	6.82%
Once every 2 months	12	13.64%
Once every 6 months	17	19.32%
Once a year	52	59.09%

Nearest Location Miles
Charlotte 180

Total 88

Coach			Nearest Location	Miles
Once a week or more	8	3.88%	Blowing Rock	60
Once a month	33	16.02%		
Once every 2 months	35	16.99%		
Once every 6 months	56	27.18%		
Once a year	74	35.92%		
Total	206			

Marshalls			Nearest Location	Miles
Once a week or more	35	13.31%	Asheville	60
Once a month	86	32.70%		
Once every 2 months	52	19.77%		
Once every 6 months	51	19.39%		
Once a year	39	14.83%		
Total	263			

Dillard's			Nearest Location	Miles
Once a week or more	34	8.99%	Asheville	60
Once a month	121	32.01%		
Once every 2 months	90	23.81%		
Once every 6 months	80	21.16%		
Once a year	53	14.02%		
Total	378			

Macys			Nearest Location	Miles
Once a week or more	48	12.15%	Greenville, SC	120
Once a month	124	31.39%		
Once every 2 months	78	19.75%		
Once every 6 months	89	22.53%		
Once a year	56	14.18%		
Total	395			

Ulta			Nearest Location	Miles
Once a week or more	17	13.49%	Kingsport	20
Once a month	32	25.40%		
Once every 2 months	23	18.25%		
Once every 6 months	14	11.11%		
Once a year	40	31.75%		
Total	126			

The Disney Store			Nearest Location	Miles
Once a week or more	6	3.68%	Sevierville	90
Once a month	31	19.02%		
Once every 2 months	30	18.40%		
Once every 6 months	38	23.31%		
Once a year	58	35.58%		
Total	163			

The Childrens Place			Nearest Location	Miles
Once a week or more	13	7.10%	Asheville	60
Once a month	54	29.51%		
Once every 2 months	37	20.22%		
Once every 6 months	35	19.13%		
Once a year	44	24.04%		
Total	183			

Gordmans			Nearest Location	Miles
Once a week or more	3	4.11%	Lexington, KY	240
Once a month	5	6.85%		
Once every 2 months	5	6.85%		
Once every 6 months	9	12.33%		
Once a year	51	69.86%		
Total	73			

Clothing Stores Not Listed But Identified By Participants

Store	Number
Ann Taylor Loft	25
Nordstrom	25
Eddie Bauer	20
Christopher & Banks	15
White House/Black Market	11
Anthropologie	10
LL Bean	9
Saks Fifth Avenue	9
J Jill	8
Jos A Banks	8
Macy's	8
CJ Banks	7
H & M	7
Brooks Brothers	6
Express	6
Kohls	6
Liz Claiborne	6
Pottery Barn	6
Ralph Lauren	6
Dillards	5
Hamricks	5
Lands End	5
Mast General Outfitters	5
Nautica	5
The Limited	5
Burlington Coat Factory	4
Cabela's	4
Express	4
REI	4
Rue 21	4
Title Nine	4
Torrid	4
Williams and Sonoma	4
Beall's	3
Charlotte Russe	3

GAP	3
Homegoods	3
Ikea	3
JC Pennys	3
Johnston and Murphy	3
Marshalls	3
OshKosh	3
American Apparel	2
Athleta	2
Bass	2
Bells	2
Boden	2
Calvin Klein	2
Carters	2
Coldwater Creek	2
Guess	2
Hanna Andersson	2
Lord and Taylors	2
Meijer	2
Naartjie	2
Steve and Berry's	2
Stride Rite	2
Super Target	2
TJ Maxx	2
Wal Mart	2
World Market	2
Aerosoles	1
Aldo Shoes	1
American Eagle	1
Ann Klein	1
Appleseed's	1
Ashley Stewart	1
Avenue	1
Babies R Us	1
BCBGMaxazria	1
BEBE	1
Beehive Retail	1

Belk	1
Belk	1
Bloomingdale's	1
Bon Worth	1
Burkes	1
Cache	1
Cato	1
Cole Haan	1
Cosmetics Company	1
Costco	1
Crabtree and Evelyn	1
Crate and Barrel	1
D & W Shoes	1
DC Shoes	1
DEB Clothing	1
Delias	1
DKNY Donna Karan	1
Dots	1
DSW	1
Fashion Bug	1
Filene's Basement	1
Fossil	1
Francescas Collection	1
Gadzooks	1
Gander Mountain	1
Geoffrey Beene	1
Giorgio Armani	1
Goody's	1
GUESS	1
Hanes	1
Hendricks	1
Hobby Lobby	1
Home Store	1
Izod	1
Janie and Jack	1
Jeffrey Beane	1
K Mart	1

Lane Bryant	1
LeGourmet	1
Lucky Brand Jeans	1
Maggianos	1
Maggios	1
Mahoney's	1
Maiden Form	1
Nike	1
Nine West	1
Norm Thompson	1
Oakley	1
Off Broadway Shoes	1
Old Navy	1
Orvis	1
Orvis	1
Peebles	1
Pendleton	1
Pottery Barn Kids	1
Puma	1
QuikSilver	1
Rockport	1
Sas Shoes	1
Sears	1
Sierra Traders	1
Soma	1
Stein Mart	1
Talbots	1
Target	1
Target	1
The Body Shoppe	1
The Children's Place	1
Tiffany and Co.	1
Timberland Store	1
Tommy Hilfiger	1
Tops	1
Trader Joes	1
Travel Smith	1

Under Armour	1
Van Heusen	1
Vanns	1
Versache	1
Vineyard Vines	1
Waccamaw Pottery	1
William King	1
Zappos	1

TOTAL

418

Q5**Does Washington County have an adequate amount of shoe stores in the area**

Yes	287	43.16%
No	378	56.84%
Total	665	

Q6

Below is a list of shoe stores not currently in Washington County.

If you shop at any of the stores below, please mark how often you shop there.

DSW			Nearest Location	Miles
Once a week or more	12	5.69%	Charlotte	180
Once a month	57	27.01%		
Once every 2 months	42	19.91%		
Once every 6 months	52	24.64%		
Once a year	48	22.75%		
Total	211			

The Walking Company			Nearest Location	Miles
Once a week or more	2	1.77%	Knoxville	100
Once a month	12	10.62%		
Once every 2 months	24	21.24%		
Once every 6 months	31	27.43%		
Once a year	44	38.94%		
Total	113			

Off Broadway Shoes			Nearest Location	Miles
Once a week or more	12	7.69%	Knoxville	100
Once a month	40	25.64%		
Once every 2 months	22	14.10%		
Once every 6 months	37	23.72%		
Once a year	45	28.85%		
Total	156			

The Athletes Foot			Nearest Location	Miles
Once a week or more	7	4.67%	Charlotte	180
Once a month	16	10.67%		
Once every 2 months	22	14.67%		
Once every 6 months	44	29.33%		
Once a year	61	40.67%		
Total	150			

Shoe Stores Not Listed But Identified By Participants

Store	Number
Tops	22
Nine West	8
Naturalizer	8
Nordstrom	7
Sas	6
Zappos	6
Birkenstock	4
Nike Factory Store	4
Skecher	4
Stride Rite	4
Ecco Shoe Outlet	3
Aerosoles	3
Easy Spirit	3
Houser Shoes	3
Bass	3
Johnston and Murphy	3
Dillards	3
Discount Shoes	3
Macy's	3
Rangoni	2
Neiman Marcus	2
Rockport	2
Allen Edmonds	2
Shoozies	2
Aldo	2
Timberland	2
Merrell Shoes	2
Cole Haan	2
Shoe Station	2
Clark Store	2
Lands End	2
New Balance Outlet	2
DSW	2
Fleet Feet	2
Road Runner Sports	1
PUMA	1
Flip Flop Stop	1
Kenneth Cole	1
Ugg Australia	1
Shoes.com	1

Shoe Show	1
Piperlime	1
Endless.com	1
Reebok	1
Hush Puppies	1
Bally	1
Davis	1
Mahoney's	1
Famous Footwear	1
Meijers	1
Red Wing	1
Beall's	1
Planet Shoes	1
Coffin Shoes	1
The Big Peach	1
Saks Fifth Avenue	1
Shoe Dazzle	1
Asics Factory Outlet	1
Marshalls	1
Home Goods	1
Cabela's	1
Adidas Factory Store	1
Sports Authority	1
Pottery Barn	1
Shoe Department	1
Designers Shoe Warehouse	1
Liz Claiborne Shoes	1
Algera	1
Maryland Court	1
Whole Earth Provisions	1
REI	1
Life Stride	1
LL Bean	1
Wiseman's	1
The Runners Market	1
J Crew	1
Bakers	1
TOTAL	173

Q8

Does Washington County have an adequate amount of sporting goods stores in the area?

Yes	327	51.42%
No	309	48.58%
Total	636	

Q9

**Below is a list of sporting goods stores not currently in Washington County.
If you shop at any of the stores below, please mark how often you shop there.**

Gander Mountain			Nearest Location	Miles
Once a week or more	4	3.05%	Knoxville	100
Once a month	21	16.03%		
Once every 2 months	28	21.37%		
Once every 6 months	34	25.95%		
Once a year	44	33.59%		
Total	131			

Cabelas			Nearest Location	Miles
Once a week or more	9	4.43%	Wheeling W Va	250
Once a month	33	16.26%		
Once every 2 months	38	18.72%		
Once every 6 months	55	27.09%		
Once a year	68	33.50%		
Total	203			

Hibbett Sports			Nearest Location	Miles
Once a week or more	8	5.97%	Elizabethton	10
Once a month	23	17.16%		
Once every 2 months	30	22.39%		
Once every 6 months	35	26.12%		
Once a year	38	28.36%		
Total	134			

Bass Pro Shops

Once a week or more	20	7.07%
Once a month	59	20.85%
Once every 2 months	71	25.09%
Once every 6 months	78	27.56%
Once a year	55	19.43%

Nearest Location Miles
Sevierville 90

Total 283

Academy Sports

Once a week or more	2	2.53%
Once a month	12	15.19%
Once every 2 months	16	20.25%
Once every 6 months	11	13.92%
Once a year	38	48.10%

Nearest Location Miles
Spartanburg 120

Total 79

Dunhams

Once a week or more	0	0.00%
Once a month	3	5.56%
Once every 2 months	5	9.26%
Once every 6 months	6	11.11%
Once a year	40	74.07%

Nearest Location Miles
Richmond, KY 210

Total 54

Sports Authority

Once a week or more	5	3.91%
Once a month	17	13.28%
Once every 2 months	26	20.31%
Once every 6 months	33	25.78%
Once a year	47	36.72%

Nearest Location Miles
Greenville, SC 120

Total 128

Sporting Goods Stores Not Listed But Identified By Participants

Store	Number
REI	19
LL Bean	5
Orvis	3
Dicks	3
Mast General Store	2
Lands End	2
Golfsmith	1
Athleta	1
Title Nine	1
Academy	1
Fleet Feet	1
Play it Again Sports	1
PGA Super Store	1
Mason Shoes	1
Columbia Outlet	1
Sports Authority	1
Soccer.com	1
Nike	1
Coleman's	1
Bass Pro Shops	1
Cabela's	1
Duluth TC	1
Bertrand Townsend	1
Sierra Traders	1
Road Runner Sports	1
Total	53

Q11

Grouping /

Does Washington County have an adequate amount of grocery stores in the area?

Yes	245	37.58%
No	407	62.42%
Total	652	

Q12

Grouping /

Below is a list of grocery stores not currently in Washington County.**If you shop at any of the stores below, please mark how often you shop there.****Trader Joes**

Once a week or more	46	19.91%
Once a month	44	19.05%
Once every 2 months	37	16.02%
Once every 6 months	51	22.08%
Once a year	53	22.94%

Total 231**Nearest Location Miles**

Charlotte 180

Fresh Market

Once a week or more	54	18.00%
Once a month	92	30.67%
Once every 2 months	54	18.00%
Once every 6 months	55	18.33%
Once a year	45	15.00%

Total 300**Nearest Location Miles**

Asheville 60

Publix

Once a week or more	48	19.43%
Once a month	47	19.03%
Once every 2 months	43	17.41%
Once every 6 months	64	25.91%
Once a year	45	18.22%

Total 247**Nearest Location Miles**

Greenville, SC 120

Wild Oats			Nearest Location	Miles
Once a week or more	12	14.46%	Greenville, SC	120
Once a month	12	14.46%		
Once every 2 months	11	13.25%		
Once every 6 months	12	14.46%		
Once a year	36	43.37%		
Total	83			

**Bought Out by
Whole Foods**

Whole Foods			Nearest Location	Miles
Once a week or more	35	17.41%	Greenville, SC	120
Once a month	49	24.38%		
Once every 2 months	30	14.93%		
Once every 6 months	51	25.37%		
Once a year	36	17.91%		
Total	201			

Winn Dixie			Nearest Location	Miles
Once a week or more	14	12.50%	Jacksonville, AL	300
Once a month	23	20.54%		
Once every 2 months	17	15.18%		
Once every 6 months	23	20.54%		
Once a year	35	31.25%		
Total	112			

Grocery Stores Not Listed But Identified By Participants

Store	Number
Harris-Teeter	16
Costco	6
Meijer	6
Aldi	5
Bi-Lo	4
Piggly Wiggly	4
Green Life Grocery	3
Go Grocery Outlet	3
Ingles	3
Food City	3
Ingles	3
Lowe's Foods	2
Sav-A-Lot	2
Wegman's	2
Kroger	2
Albertsons	2
Cub	2
Rainbow	2
Super Target	1
SavMor	1
Giant	1
Super Fresh	1
Safeway	1
Weiss	1
Kroger	1
Harry's	1
Wal-Mart	1
Sam's Club	1
Food Lion	1
Byerly's	1
World Market	1
Target Super Store	1
Total	84

Q14

Does Washington County have an adequate amount of home furnishing stores in the area?

Yes	220	33.95%
No	428	66.05%
Total	648	

Q15

Below is a list of home furnishing stores not currently in Washington County.

If you shop at any of the stores below, please mark how often you shop there.

Restoration Hardware

Once a week or more	19	8.41%
Once a month	44	19.47%
Once every 2 months	37	16.37%
Once every 6 months	61	26.99%
Once a year	65	28.76%

Total 226

Nearest Location

Charlotte, NC

Miles

180

Williams and Sonoma

Once a week or more	30	8.75%
Once a month	81	23.62%
Once every 2 months	74	21.57%
Once every 6 months	97	28.28%
Once a year	61	17.78%

Total 343

Nearest Location

Asheville

Miles

60

Pottery Barn

Once a week or more	39	9.70%
Once a month	99	24.63%
Once every 2 months	86	21.39%
Once every 6 months	104	25.87%
Once a year	74	18.41%

Total 402

Nearest Location

Knoxville

Miles

100

World Market

Once a week or more	25	11.42%
Once a month	58	26.48%
Once every 2 months	48	21.92%
Once every 6 months	42	19.18%
Once a year	46	21.00%

Total 219

Nearest Location

Asheville

Miles

60

Home Furnishing Stores Not Listed But Identified By Participants

Store	Number
Crate and Barrel	28
Ikea	26
Home Goods	18
Ethan Allen	7
The Home Store	3
The Container Store	3
Kirklands	3
Hobby Lobby	3
Rooms To Go	2
Four Corners	1
Mobilia	1
Lazy Boy	1
Le Creuset	1
Old Time Pottery	1
Linens and Things	1
TJ Maxx Home Store	1
Z Gallerie	1
Ballard Design	1
Grandin Road	1
Carolina Pottery	1
Henredon Company Store	1
Calhouns	1
Jennifer Furniture	1
Park Avenue Furniture	1
West Elm	1
Kitchen and Company	1
The Great Indoors	1
Tysons	1
Viva Terra	1
Broyhill	1
Lane Kincaid	1
Thomasville	1
Total	116

Q17**Does Washington County have an adequate amount of restaurants in the area?**

Yes	189	30.73%
No	426	69.27%
Total	615	

Q18

Below is a list of restaurants not currently in Washington County.

If you eat at any of the restaurants below, please mark how often you eat there.

Jimmy Johns

			Nearest Location	Miles
Once a week or more	8	10.26%	Boone, NC	60
Once a month	13	16.67%		
Once every 2 months	10	12.82%		
Once every 6 months	13	16.67%		
Once a year	34	43.59%		
Total	78			

Famous Daves

			Nearest Location	Miles
Once a week or more	8	8.51%	Knoxville	100
Once a month	18	19.15%		
Once every 2 months	14	14.89%		
Once every 6 months	18	19.15%		
Once a year	36	38.30%		
Total	94			

Menchies

			Nearest Location	Miles
Once a week or more	2	4.65%	Knoxville	100
Once a month	4	9.30%		
Once every 2 months	2	4.65%		
Once every 6 months	7	16.28%		
Once a year	28	65.12%		
Total	43			

Culvers			Nearest Location	Miles
Once a week or more	4	6.56%	Lexington, KY	240
Once a month	9	14.75%		
Once every 2 months	11	18.03%		
Once every 6 months	11	18.03%		
Once a year	26	42.62%		
Total	61			

Wasabi			Nearest Location	Miles
Once a week or more	5	6.02%	Knoxville	100
Once a month	20	24.10%		
Once every 2 months	11	13.25%		
Once every 6 months	17	20.48%		
Once a year	30	36.14%		
Total	83			

Qdoba			Nearest Location	Miles
Once a week or more	5	8.06%	Knoxville	100
Once a month	12	19.35%		
Once every 2 months	9	14.52%		
Once every 6 months	10	16.13%		
Once a year	26	41.94%		
Total	62			

PF Changs			Nearest Location	Miles
Once a week or more	38	11.91%	Asheville	60
Once a month	87	27.27%		
Once every 2 months	66	20.69%		
Once every 6 months	73	22.88%		
Once a year	55	17.24%		
Total	319			

The Chop House			Nearest Location	Miles
Once a week or more	20	7.69%	Kingsport	20
Once a month	74	28.46%		
Once every 2 months	58	22.31%		
Once every 6 months	64	24.62%		
Once a year	44	16.92%		
Total	260			

Boston Market

Once a week or more	26	13.61%
Once a month	36	18.85%
Once every 2 months	40	20.94%
Once every 6 months	43	22.51%
Once a year	46	24.08%

Nearest Location

Asheville

Miles

60

Total 191**TGI Fridays**

Once a week or more	26	8.67%
Once a month	82	27.33%
Once every 2 months	70	23.33%
Once every 6 months	73	24.33%
Once a year	49	16.33%

Nearest Location

Asheville

Miles

60

Total 300**Red Robin**

Once a week or more	18	10.65%
Once a month	42	24.85%
Once every 2 months	41	24.26%
Once every 6 months	37	21.89%
Once a year	31	18.34%

Nearest Location

Knoxville

Miles

100

Total 169**Sticky Fingers**

Once a week or more	11	6.75%
Once a month	33	20.25%
Once every 2 months	27	16.56%
Once every 6 months	44	26.99%
Once a year	48	29.45%

Nearest Location

Greenville, SC

Miles

120

Total 163

Maggie Moos			Nearest Location	Miles
Once a week or more	5	8.62%	Knoxville	100
Once a month	9	15.52%		
Once every 2 months	10	17.24%		
Once every 6 months	6	10.34%		
Once a year	28	48.28%		
Total	58			

Great Harvest Bread Co.			Nearest Location	Miles
Once a week or more	6	9.23%	Greenville	120
Once a month	13	20.00%		
Once every 2 months	13	20.00%		
Once every 6 months	7	10.77%		
Once a year	26	40.00%		
Total	65			

Pizzeria Uno			Nearest Location	Miles
Once a week or more	6	5.83%	Huntington, W Va	215
Once a month	17	16.50%		
Once every 2 months	19	18.45%		
Once every 6 months	25	24.27%		
Once a year	36	34.95%		
Total	103			

Macaroni Grill			Nearest Location	Miles
Once a week or more	29	8.68%	Knoxville	100
Once a month	78	23.35%		
Once every 2 months	68	20.36%		
Once every 6 months	85	25.45%		
Once a year	74	22.16%		
Total	334			

Restaurants Not Listed But Identified By Participants

Restaurant	Number
Cheesecake Factory	30
Bone Fish Grill	27
Steak N Shake	17
Dave and Busters	11
Calhouns	9
Ruth's Chris	8
Denny's	8
Californian Pizza Kitchen	8
Wild Wing Café	7
The Melting Pot	7
Maggianos	7
Fatz	7
McAllisters	6
Buffalo Wild Wings	6
Chipotle	6
Dunkin Donuts	6
Popeye's	6
Morton's	5
Abuelos	5
Pei Wei	5
Joe's Crab Shack	4
Chipotle	4
La Madeleine	4
Mimis	4
Moe's	4
Sonny's BBQ	4
Puleo's	4
Skyline Chili	3
Buddy's BBQ	3
On the Border	3
Jack N Box	3
Wolfgang Puck	3
Don Pablo	3
Captain D's	3
Longhorn Steakhouse	3
Pot Belly	3
Steak and Ale	2

Tim Horton's	2
Papa's and Beer	2
Tomy Thai	2
Cheeseburger in Paradise	2
Portillos	2
Conner's	2
Rainforest Café	2
Bahama Breeze	2
Chick-fil-A	2
Bubba Gump's	2
Ridgewood BBQ	2
Uncle Julio's Mexican	2
Pappasitos	2
Le Madelaine's	2
Bravo's	2
Salsa Rita's	2
Friendly's	2
Benihana	2
Sweet Tomatoes	2
Einstein Brothers Bagels	2
Picadilly	2
Texas De Brazil	1
Aubrey's	1
Kanpai of Tokyo	1
Jim and Nick's BBQ	1
Fish Bone Alley	1
Apollo Flame	1
In & Out	1
Purple Cow	1
Palm	1
Fleming's	1
Pappasitos	1
Cheddar's	1
Cootie Browns	1
Panera	1
El Chico	1
Bonanza	1
Western Sizzlin	1
Taco Shop	1

Cheeburger Cheeburger	1
Calypso	1
Black Eyed Pea	1
House of Blues	1
La Paz	1
Lion's Choice	1
T-Bonz	1
Beethoven Grill	1
Eggs Up Grill	1
Spaghetti Factory	1
Cazy Mel's	1
Fuguo de Chao	1
Johnny Rockets	1
Sagebrush	1
Lapaz	1
Laughing Seed Café	1
Smoky Mountain Brewery	1
Alamo	1
Farmer's Daughter	1
Alexanders	1
Moto's	1
Dairy Queen	1
Shell's	1
Copeland's	1
Macadoos	1
Tapa's Style Restaurant	1
Ruby Tuesday	1
Firehouse Subs	1
Milano's	1
Mountain View	1
Souper Salad	1
Asiana Grand Buffet	1
Tripps	1
Shula's Steak House	1
The Fishmonger	1
Fish City	1
McCormick & Schmick's Seafood	1
Tommie Tai's	1
Palm Restaurant	1

Nothing But Noodles	1
Original Soupman	1
Salad Alley	1
Brio	1
McGuire's Irish Pub	1
Chart House	1
Houston's	1
Roy's Hawaiian Fusion	1
Filibertos	1
Someburros	1
Eatzi's	1
Geno's East Pizza	1
Wendy's	1
Philips Seafood	1
Margaritaville	1
Riverfront Seafood	1
Max's Diner	1
A & W Root Beer	1
Amigos	1
Jacks	1
Luke's Pizza	1
Carlos O'Kelly's	1
The Tomato Head	1
The Gondolier	1
J & S Cafeteria	1
Asian Market	1
Tu Do	1
Tijuana Flats	1
Rafaella's	1
Ted's Montana Grill	1
Cinn A Bon	1
Perkins	1
First Watch	1
Landry's	1
Legal Seafood	1
Boston Market	1
Sbarro	1
Ben and Jerry's	1
Damon's	1

The Pancake House	1
Max and Erma's	1
Silver Spoon	1
Coldstone	1
Provinos'	1
Cosi	1
Zuma's	1
Mi Cocina	1
Rendevous Ribs	1
Brio	1
S & K	1
Dixie	1
Lenny's Sub Shop	1
Jillian's	1
Total	400

Q20

Grouping ,

On a scale of 1 to 5 (1 being never and 5 being all of the time)
when you purchase retail products how often is it in Washington County?

1	9	1.38%
2	89	13.61%
3	196	29.97%
4	271	41.44%
5	89	13.61%
Total	654	
Mean	3.52	
Standard Dev.	0.94	
Variance	0.88	

Q21

Grouping ,

On a scale of 1 to 5 (1 being never and 5 being all of the time)
when you go out to eat how often is it in Washington County?

1	15	2.29%
2	52	7.94%
3	153	23.36%
4	300	45.80%
5	135	20.61%
Total	655	
Mean	3.75	
Standard Dev.	0.95	
Variance	0.90	

Q22

Grouping ,

On a scale of 1 to 5 (1 being never and 5 being all of the time)
when you purchase retail products how often is it an online purchase?

1	68	10.45%
2	172	26.42%
3	197	30.26%
4	163	25.04%
5	51	7.83%
Total	651	

Mean	2.93
Standard Dev.	1.12
Variance	1.24

Q28

Grouping ,

How much money do you spend in a month on internet purchases?

\$0 to \$50	171	26.76%
\$51 to 100	130	20.34%
\$101 to \$150	128	20.03%
\$151 to \$200	69	10.80%
\$201 to \$250	56	8.76%
\$250 or more	85	13.30%
Total	639	

Mean	2.94
Standard Dev.	1.71
Variance	2.93

Q24 Grouping ↓

Gender		
Male	188	29.01%
Female	460	70.99%
Total	648	

Q25 Grouping ↓

Married		
Yes	485	75.19%
No	160	24.81%
Total	645	

Q26 Grouping ↓

Number of children in your household		
0	333	56.06%
1	127	21.38%
2	90	15.15%
3	29	4.88%
4	11	1.85%
5	1	0.17%
6 or more	3	0.51%
Total	594	

Q27 Grouping ↓

Annual Household Income		
Less than \$20,000	21	3.49%
\$20,000 to \$40,000	84	13.98%
\$40,001 to \$60,000	121	20.13%
\$60,001 to \$100,000	171	28.45%
\$100,001 to \$150,000	109	18.14%
\$150,001 to \$200,000	44	7.32%
Above \$200,000	51	8.49%
Total	601	