



CITY OF NORTH POLE COMPREHENSIVE STRATEGIC PLAN IMPLEMENTATION

Retail Needs and Opportunities Survey

May 2017

City of North Pole
Agnew:Beck Consulting

METHODOLOGY

FIELDING DATES: March 26 – April 3, 2017

FIELDING METHODOLOGY: Telephone – landline and cellphone

PHONE TYPE: 332 land, 175 cell

SAMPLE: 507 Alaska residents aged 18+

LOCATION: Zip codes 99705, 99702 and 99714

MARGIN OF ERROR: $\pm 4.3\%$ at 95% confidence

WEIGHTING: Data weighted to yield a sample with a representative distribution by gender, geographical area, age and ethnicity

DATA ANALYSIS: SPSS

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SUMMARY OF FINDINGS

Introduction

This survey is a representative snapshot of the adult population of an area that encompasses three zip codes, 99705, 99702 and 99714. The catchment area thus extends from the eastern boundary of Fort Wainwright, down the Richardson highway to North Pole, and on to Eielson AFB and out to Salcha.

507 respondents aged 18+ were surveyed and asked their opinions of where they live and what kinds of services they would like to see. Weighting procedures were adopted to make sure that our resulting 507 sample is representative of the population based on gender, ethnicity and age, and that they are appropriately distributed through the three zip codes.

Area terminology

For brevity and simplicity's sake, during this summary we will refer to the full geographic region that was surveyed, defined as the 99705, 99702 and 99714 zip code areas, as North Pole or the North Pole area. If we need to discuss a smaller subregion, we will describe it more specifically.

Means and medians

During the course of the analysis of the survey data, both in this executive summary and in the frequencies and crosstabs, we will look at average results both with mean and median statistics.

Means and medians are both averages. The mean is the result you get when you sum all the values in a set and divide by the number of items, and is the "conventional" idea we have of an average. The median is another type of average, which you get when you arrange all the items in a set in ascending order and pick the midpoint item.

The critical difference between means and medians becomes important when a measure we are looking at is unbounded, like the expenditure data we measure in this report, for example. Often, particularly high values in the distribution can push the mean upwards, sometimes dramatically, but a median will remain largely unaffected by high values. In these cases, it is instructive to look at both mean and median to get a clear picture of what's going on.

NOTE: If the distribution of the variable we're looking at is bounded at both ends, like it is, for example, when we measure of trip days to North Pole and Fairbanks in the last 30 days (range 0-30), then it's fine to consider the mean alone.

Survey Participant Profile

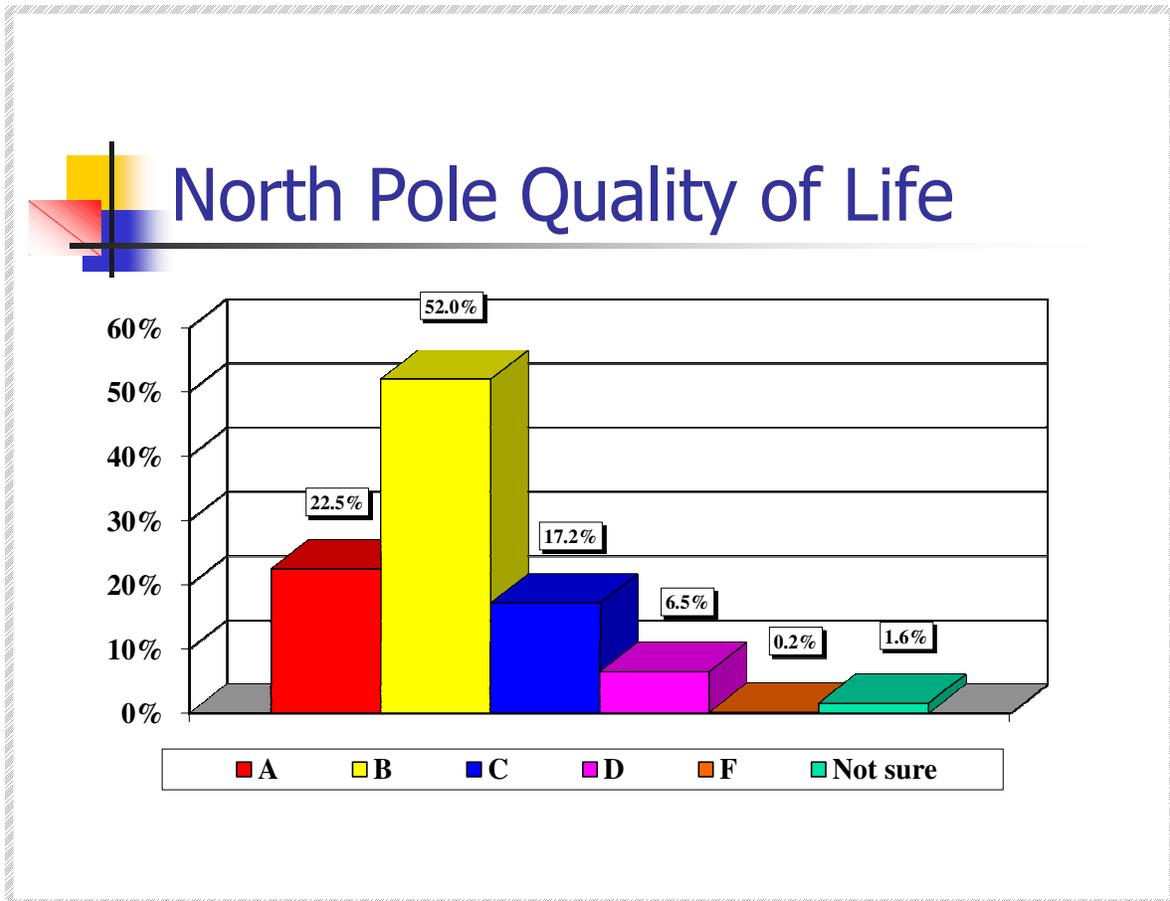
The survey sample had the following demographic characteristics:

- ⊕ A 52.8% - 47.2% male to female split, which matches census data for the area.
- ⊕ 78.8% white only, with 21.2% non-white or white in combination with other races. This also matches the census demographic for the area.
- ⊕ A mean age of 41 years old, with the six age categories weighted to make sure each is appropriately matched to census data.
- ⊕ Median household income of \$69,000
- ⊕ 61.1% married, 38.9% single
- ⊕ Relatively speaking, there is a high number of households with children, when compared to results we see in other areas of the state. 46.2% of respondents live in households with at least one child aged 18 or under.
- ⊕ 65.6% of respondents are employed full-time, 9.8% employed part-time. Just under 40% of the remainder who are “not employed” are retired.
- ⊕ Just under 20% of those employed full or part-time work in North Pole. This approximates to about 14% of the total sample.

Aspects of Community and Quality of Life

Q: First of all, on a scale of A, B, C, D or F, just like on a report card, I'd like you to grade the North Pole area on the following six dimensions. What grade would you give North Pole for _____ (INSERT ITEM)?

Here's the overall quality of life result:



This is a positive result, with just under 75% of respondents giving an A or B grade and just under 7% giving a D or F grade. This result yields a mean score of 2.914 on a 0-4 GPA scale, or just under a B average.

We see how positive a result it is when we compare it to the other five results measured.

Results as follows:

GRADING ITEM	A/B	C	D/F	Mean	CC with overall grade
Overall quality of life	74.5%	17.2%	6.7%	2.914	
Public safety and low crime rates	55.7%	24.5%	18.1%	2.476	0.351
Sports and recreational access and facilities	41.5%	25.3%	26.6%	2.174	0.323
Local shopping and retail options	23.7%	41.1%	34.5%	1.868	0.195
Low tax rates and cost of living	24.7%	38.1%	32.8%	1.822	0.283
Access to medical services	26.3%	27.3%	41.2%	1.696	0.203

We see a few conclusive things in this data:

- ⊕ Results for the other five items are lower, the highest of which is “Public safety and low crime rates”. It’s the only one of the other five items that has an A/B % higher than 50%.
- ⊕ The three lowest items, including “Local shopping and retail options”, all have means below 2.0 (i.e. below a C average) and D/F %’s higher than the A/B %. Shopping and retail has the lowest A/B percent of all items at 23.7% of respondents.
- ⊕ The five items tested here don’t seem to individually or collectively define “quality of life” as measured. We can tell this for two reasons... one, because it’s unlikely that high quality of life would be driven significantly by items with much lower levels of satisfaction, and two, because the measures of correlation between the five items and the overall quality of life measure are quite low. (See following page for primer on correlation.)
- ⊕ The item that correlates most strongly with overall quality of life is “Public safety and low crime rates”, but even at a 0.351 correlation coefficient, this relationship isn’t very strong.
- ⊕ The lowest correlating item of all is “Local shopping and retail options” at a 0.195, a level that frankly can be caused simply by the tendency for some people to grade consistently highly and some other to grade low.

To show the strength of this last relationship, between shopping and quality of life, look at the following crosstab result that shows how quality of life varies depending on how a respondent rates shopping and retail options.

SHOPPING GRADE	A/B	C	D/F	Mean
Overall Quality of Life grade	74.5%	17.2%	6.7%	2.914
A/B	80.6%	14.2%	1.3%	2.476
C	78.1%	15.9%	5.2%	2.174
D/F	66.6%	21.1%	12.3%	1.868

Even the respondents who rate shopping and retail options a D/F still have a very positive outlook on their quality of life in North Pole.

BOTTOM LINE: North Pole residents aren't particularly satisfied with shopping and retail options in their area, but it doesn't seem to make them unhappy. Quality of life is rated highly.

Here's the quick primer on CORRELATION:

CORRELATION – a statistical measure that quantifies the linear relationship between two variables.

The result of a correlation analysis is the “correlation coefficient”. This varies anywhere from -1 to 1. A correlation coefficient of 1 represents a pair of perfectly correlated variables – for example a variable correlated with itself would produce a correlation coefficient of 1. A negative coefficient indicates a pair of variables which is negatively correlated, in other words, as one goes up the other tends to go down. A coefficient of 0 indicates a measure of no correlation at all, in either direction.

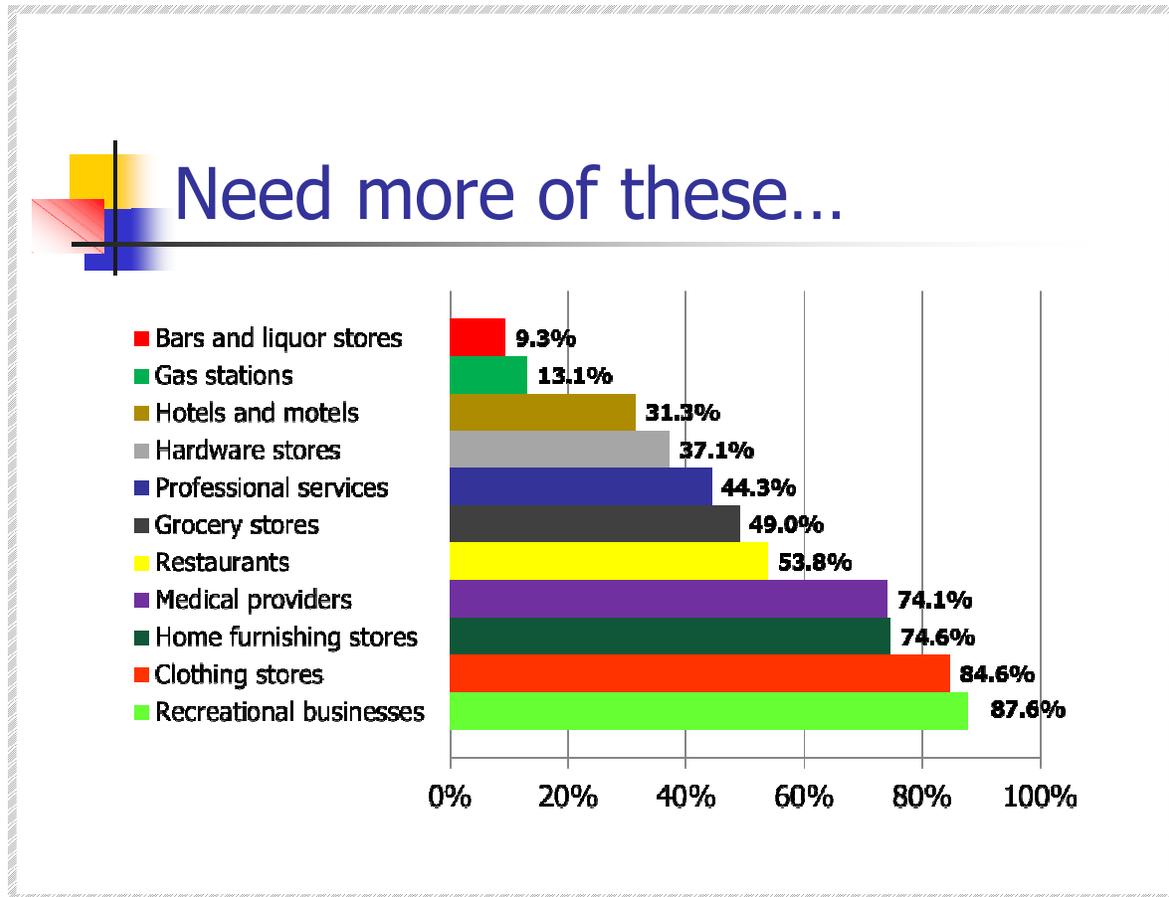
Consider the following guidelines when looking at correlation coefficients:

<0.3	Negligible correlation
0.3 – 0.4	Significant, but not very strong
0.4 – 0.5	Medium strength correlation
0.5 – 0.6	Strongish driving relationship
0.6 – 0.7	Very strong and significant
>0.7	Very similar variables

Desired/Needed Businesses and Services

We took two question approaches to try and measure what North Pole residents want to see in terms of new businesses and services. Here's the first:

Q: I'm now going to read you a list of types of businesses that sell things or provide services. For each one tell me if you think the North Pole area has too many of these types of business, about the right amount, or if you think North Pole needs more of them. Here we go...



We've seen already that the satisfaction grade for shopping and retail option in North Pole is not good. We see the same thing in response to this question... with high proportions of respondents saying that North Pole "needs more" of many of these types of business.

- ⊕ Topping the list with 87.6% are the recreational-type "something to do" businesses. Whether browsing in a bookstore, going bowling or to the movies, it seems there's a need for the types of businesses that keep people occupied, particularly kids.

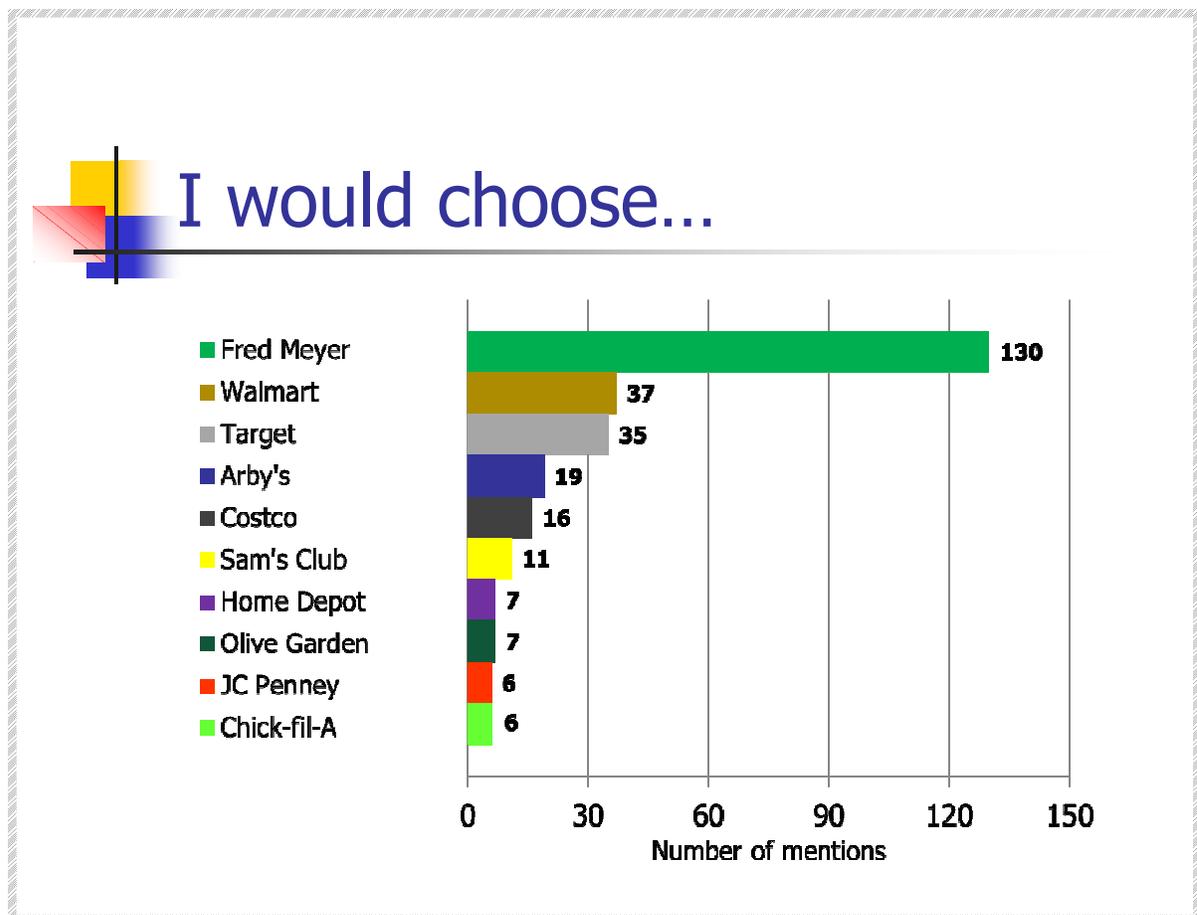
- ⊕ The other three high-need business types are clothing stores, home furnishing stores and medical providers each with over 70% of respondents saying North Pole needs more of them.
- ⊕ Food related businesses, both restaurants and a competing grocery store, are next, with around 50% of respondents saying more are needed.

Here's the second way we looked at it:

Q: If you were in charge for a day and could choose to bring any store or business to open up in North Pole, what store or business would you choose?

The following top ten stores and businesses were cumulatively named by over 50% of respondents, with Fred Meyer dominating the field at the top of the list:

- ⊕ North Pole's top priority is its own multi-product superstore, where the community's need for a competing grocery outlet that also sells clothing, hardware, sporting goods, electronics and home furnishings can be satisfied.



The point of comparing these two different ways of asking this question is to illustrate the difference in the response. Given the choice of one store, not many people are naming bowling alleys or movie theaters, or other types of recreational businesses. So this puts the first result in context. Recreational businesses are something that people want, perhaps not something that would be a top priority if they only had one choice.

- ⊕ Notice that the single product line large stores like JC Penney and Home Depot get relatively few mentions, but this may also be a result of the question construct allowing only one choice.
- ⊕ Restaurants fill out the list, starting with Arby’s, which cracks the Top 5, and continuing down through a host of the most popular national chains like Olive Garden, Chick-fil-A, Chili’s, Sonic, BWW, Golden Corral and Red Lobster.

BOTTOM LINE: North Pole’s top priority is a multi-product superstore along the lines of a Fred Meyer, Walmart or Target. A Costco or Sam’s Club is also in high demand. As are restaurants. And then, even though it’s not the highest priority, some fun things to do would be good also.

Travel to Downtown North Pole and Fairbanks

Q: In the last 30 days, on how many days did you go into the downtown area of North Pole?

Q: In the last 30 days, on how many days did you travel into Fairbanks?

RESIDENCE AREA	6+ trips to Downtown North Pole	Mean North Pole	6+ trips to Fairbanks	Mean Fairbanks
Total Sample	57.2%	12.8	74.6%	15.7
99705 – Near Fairbanks	39.4%	5.9	85.5%	20.1
99705 – Near North Pole	72.5%	17.5	74.8%	16.7
99705 – Near Eielson	79.8%	16.7	91.6%	12.8
99705 – Elsewhere	61.3%	14.2	74.0%	14.7
99702 – Eielson	21.4%	4.5	57.6%	12.5
99714 – Salcha	28.5%	6.3	52.0%	9.3

- ⊕ Among the total sample, 57.2% of respondents have made six or more trips into the Downtown North Pole area in the last 30 days. The mean number of trips made per respondent is 12.8, including those who made none.

- ⊕ Again among the total sample, 74.6% of respondents have made six or more trips into Fairbanks in the last 30 days. The mean number of Fairbanks trips is 15.7.
- ⊕ Respondents on the whole travel more often into Fairbanks than they do into Downtown North Pole (15.7 – 12.8). This is especially true among those who live within two miles of the Clear Creek Park on the Fairbanks side of the 99705 area.
- ⊕ Those who live close to Downtown North Pole travel more to North Pole than they do to Fairbanks, but only just (17.5 – 16.7). Those who live near Eielson, at the southeast end of the 99705 area, also travel more to North Pole than they do to Fairbanks (16.7 – 12.8).
- ⊕ Those who live “elsewhere” in 99705, mainly in the Badger Road northern part of the zip area, are split fairly evenly in their travel (14.2 – 14.7).
- ⊕ Interestingly, the other two zip codes, 99702 and 99714, both show more travel to Fairbanks than they do to North Pole. We can perhaps surmise that since they’ve got to travel a fair distance anyway even to get to North Pole, they might as well continue to Fairbanks. So maybe there is some traffic going by on the Richardson highway that more retail options might attract.

Variation in travel patterns by other demographics provides interesting data:

DEMOGRAPHIC	6+ North Pole	Mean North Pole	6+ Fairbanks	Mean Fairbanks
EMPLOYMENT:				
Full-time	59.0%	13.5	78.2%	17.1
Part-time	57.8%	11.5	77.3%	20.6
Not employed	51.5%	11.4	62.9%	10.2
SUBSET: Retired	54.4%	11.3	63.5%	10.5
LOCATION OF EMPLOYMENT:				
North Pole	73.0%	18.5	66.6%	11.4
Fairbanks	55.7%	12.5	83.5%	22.4
Elsewhere	55.2%	10.8	76.5%	11.2

- ⊕ Full-time employed respondents show higher frequency of travel to both North Pole and Fairbanks. The not employed show lower frequency. Retired respondents show travel results similar to the rest of the “not employed” segment.

Here are some more interesting travel results by demographics:

DEMOGRAPHIC	6+ North Pole	Mean North Pole	6+ Fairbanks	Mean Fairbanks
AGE OF RESPONDENT:				
18-34	54.7%	13.1	69.3%	14.9
35-44	63.5%	13.2	88.0%	18.9
45-54	56.7%	13.0	82.0%	17.2
55+	58.0%	12.3	67.2%	12.9
CHILDREN IN HOUSEHOLD:				
None	53.6%	12.2	66.5%	14.4
One or more	60.3%	13.3	82.6%	16.9
HOUSEHOLD INCOME:				
\$0 - \$40,000	63.4%	11.4	74.8%	13.9
\$40,000 - \$100,000	54.6%	12.5	76.2%	16.0
\$100,000+	52.9%	12.9	80.1%	17.7
ETHNICITY:				
White	57.2%	12.9	71.7%	15.4
Non-white	57.6%	12.7	86.2%	17.1
GENDER OF RESPONDENT:				
Male	59.2%	13.0	74.1%	16.1
Female	55.0%	12.6	75.2%	15.2

- ⊕ Not surprising result by location of employment: full-time and part-time employed respondents who work in North Pole travel more to Downtown North Pole and travel less to Fairbanks (18.5 trips to NP, 11.4 to Fairbanks). Those who work in Fairbanks travel more to Fairbanks (22.4 trips), but they travel as much to North Pole as the overall population (12.5 trips).
- ⊕ Travel to North Pole doesn't vary much across the four age groups. Fairbanks travel shows higher frequency among the middle two groups. The 35-44's average 18.9 trips and the 45-54's average 17.2 trips.

- ⊕ Children need taking to school, and require trips for a variety of other purposes. As a result, we see that respondents with children travel more frequently to both North Pole and Fairbanks.
- ⊕ There's an interesting anomaly on the household income result. While the proportion of respondents making trips to North Pole declines with increasing income, the mean number of trips increases gently. So a greater proportion of lower income respondents travel to North Pole, but they do so less frequently. A somewhat smaller proportion of high income folks travel there, but those that do, do so more frequently. With Fairbanks travel, both the proportion and the means increase.
- ⊕ We can try and clarify this relationship between income and travel by looking at it "the other way round", like this:

TRAVEL FREQUENCY	Median household income
Total Sample	\$69,000
6+ trips to North Pole	\$64,400
6+ trips to Fairbanks	\$69,000
20+ trips to North Pole	\$69,500
20+ trips to Fairbanks	\$75,700

- ⊕ We see that people who travel more, earn more. And we see an income gap between North Pole and Fairbanks... not a large one, but people who travel to Fairbanks earn a little more than people who make a commensurate amount of travel to North Pole.
- ⊕ By ethnicity, we see no difference in trip frequency with North Pole travel, but we do see an increased amount of travel by non-white respondents to Fairbanks.
- ⊕ Finally, we see slightly higher travel numbers by men than by women.

Shopping Location Factors

Why do people choose to shop in North Pole? Why do they choose to shop in Fairbanks?

Q: Think about all the times you spend money shopping, for any of the kinds of items we've discussed so far. We're interested in knowing what the main factors are that help you decide whether you're going to shop in Fairbanks or in North Pole. First of all, give me your top 3 deciding factors for shopping in North Pole. What's your number one factor?

The unexpurgated list of verbatim responses can be read in the questionnaire and frequencies section following this summary. They have been sorted and arranged in broad categories, which can be summarized as follows:

I shop in North Pole...

- Because it's convenient, close by and quicker
- If it's on my way to where I'm going
- Because it has what I need
- If I need just a few items
- To eat out at a restaurant and for groceries
- If I need things urgently
- Because I don't like driving, it's safer and I save on gas
- Because it's local, I support the local community
- If it is cheaper, or as cheap as Fairbanks
- Because it's familiar, and has friendly people

I shop in Fairbanks...

- Because it's cheaper
- Because it has a wider variety of stores and products
- Because it has bigger and better stores
- Because it has what I need
- Because there's no tax
- Because it's convenient, close by and quicker
- It's close to my work/on my way to work
- Because I'm there anyway
- For bigger/bulk/more expensive purchases
- Because my doctor is there
- For one-stop shopping

Consumer Spending

Q: In the last 30 days, how many times have you personally (INSERT ITEM)?

Q: (IF ONE OR MORE, THEN ASK...) Think of the last time you (INSERT ITEM). Did you go somewhere in North Pole, did you go into Fairbanks, or did you go somewhere else?

Q: (IF ONE OR MORE, THEN ASK...) And approximately, how much did you spend that last time?

- Purchased food and groceries
- Purchased kitchen bedroom or bathroom supplies
- Purchased building supplies or hardware
- Purchased medical, dental or pharmacy services
- Purchased a meal at a restaurant

SPENDING ITEM	1+ times	North Pole percent	Fairbanks/elsewhere Percent	Mean/median spend
Purchased food and groceries	96.9%	32.0%	67.3%	\$153/\$100
Purchased kitchen bedroom or bathroom supplies	59.4%	12.9%	86.9%	\$112/\$50
Purchased building supplies or hardware	41.4%	27.1%	72.2%	\$209/\$55
Purchased medical, dental or pharmacy services	54.5%	22.7%	76.7%	\$172/\$40
Purchased a meal at a restaurant	87.8%	31.2%	68.7%	\$52/\$33

- ⊕ In the last 30 days, the most frequent expenditures were food and groceries and eating at a restaurant.
- ⊕ We see the North Pole taking over 30% of the “market share” of both these frequent items.
- ⊕ North Pole market share declines through hardware (27.1%), medical (22.7%) and kitchen/bathroom/bedroom (12.9%).
- ⊕ The largest deviations between mean and median was for hardware purchases and for medical. Medical expenditures within the sample varied greatly, up to a high of \$6,000 for one respondent. On the hardware front, the high spend reported was \$5,000.
- ⊕ For food and groceries and for meals, the discrepancy was much smaller. The mean is always going to be higher if the distribution is only unbounded above. The median food and grocery shop is \$100, half the population spent more the last time they shopped for groceries, the other half spent less. The mean is \$153. Similarly, the median eating out spend is \$33, while the mean is \$52.

Estimates of Total Spending

The first and most important assumption we make in making these calculations is this:

The reported last expenditure is considered to be representative of all expenditures.

While you couldn't possibly make this assumption for one respondent, when you consider a large number of them, you can. For every respondent who reports a particularly large last expenditure in comparison to his/her other expenditures, there is another respondent who reports a lower than average last expenditure.

Also we will assume this:

The reported last expenditure location is considered to be representative of all expenditure locations.

Having made these assumptions, we perform calculations in the data for each respondent that represents a total 30 day spend in each of our five categories. We do this by multiplying up the number of purchases they made by the dollar amount of the most recent expenditure. For example if a respondent reports that he/she made 10 purchases of food and groceries and says they spent \$80 the last time, we calculate their monthly spend as \$800.

We then compile the data and yield the following results:

SPENDING ITEM	30 day overall mean expenditure	30 day shopper mean expenditure	30 day shopper median expenditure
Purchased food and groceries	\$1,101	\$1,136	\$600
Purchased kitchen bedroom or bathroom supplies	\$165	\$277	\$100
Purchased building supplies or hardware	\$529	\$1,278	\$100
Purchased medical, dental or pharmacy services	\$297	\$545	\$80
Purchased a meal at a restaurant	\$312	\$355	\$156

The difference between the "overall mean" in the first column and the "shopper mean" in the second is as follows, using building supplies and hardware as an example:

Among ALL respondents, the mean expenditure on building supplies and hardware in the last 30 days is \$529 per respondent. Among ONLY the respondents who made at least one purchase of building supplies and hardware (41.4% of respondents), the mean is \$1,278.

So we now need to “factor up” our expenditure data. We do it in two ways:

- ⊕ We must multiply it by 12 to yield an annual figure
- ⊖ And we must multiply the individual data up to represent the total population

The crucial question to ask ourselves at this stage is this: is this expenditure data personal expenditure reporting or household expenditure reporting?

The survey wording, we should remind ourselves, asks respondents how often they PERSONALLY purchased items in each of our five categories, so we consciously have attempted to record personal, individual data. But the reality is, if a husband and wife, for example, go shopping for groceries together and spend \$200, both of them, if surveyed, might report the same \$200 expenditure. So let’s consider factors based on both population and occupied housing units, do it both ways and consider the range between them.

Most recent American Community Survey data (2015) measured for our population area yields the following:

ZIP CODE	Total 18+ population	Occupied housing units
99705	17,479	8,373
99702	1,729	775
99714	789	430
Total	19,997	9,578

So, if we assume our expenditure data to be personal reporting, we factor up by 19,997:1... but it’s clear that this would result in somewhat of an overestimation. And if we assume the expenditures reported to be household reporting, we will factor up by 9,578:1.

SPENDING ITEM	30 day overall mean expenditure	Annual expenditure (factored up per capita)	Annual expenditure (factored up per household)
Purchased food and groceries	\$1,101	\$264.2m	\$126.5m
Purchased kitchen bedroom or bathroom supplies	\$165	\$39.6m	\$19.0m
Purchased building supplies or hardware	\$529	\$126.9m	\$60.8m
Purchased medical, dental or pharmacy services	\$297	\$71.3m	\$34.1m
Purchased a meal at a restaurant	\$312	\$74.9m	\$35.9m

Since we don't actually know the degree to which reported expenditures are personal or household expenses, let's just split the difference and consider the midpoint of our range, and distribute it between North Pole and Fairbanks based on the location data reported for each category:

SPENDING ITEM	Midpoint annual population expenditure	North Pole share	Fairbanks share
Purchased food and groceries	\$195.4m	\$59.0m	\$110.8m
Purchased kitchen bedroom or bathroom supplies	\$29.3m	\$3.8m	\$23.2m
Purchased building supplies or hardware	\$93.9m	\$25.4m	\$64.0m
Purchased medical, dental or pharmacy services	\$52.7m	\$12.0m	\$38.3m
Purchased a meal at a restaurant	\$55.4m	\$17.3m	\$32.3m
TOTAL	\$426.7m	\$117.5m	\$268.6m

CAVEAT: There's a particularly anomaly with medical expenses caused by insurance issues. The reporting in this case is what the respondent reported as out of pocket expense, which is not the same as the total income the provider receives.

BOTTOM LINE: Our results yield an estimated total annual expenditure in these five categories combined, by the total population of the survey region, of \$426.7m. Of this total, \$117.5m is spent in North Pole, while \$268.6m goes to Fairbanks. Almost exactly half of this North Pole estimated expenditure is food and grocery, \$59.0m.

There is no way to estimate how much additional revenue North Pole might be able to realize by improving their shopping and retail options, except by just looking at these numbers and suggesting what might be possible. We would suggest that it might be a reasonable goal to increase the North Pole "market share" for these categories from the current range of about 15-30% up to 25-40%, thus capturing an additional 10% of total expenditures, or \$43 million per year, just for these five measured categories.

Thank you for the opportunity to conduct this research. Any questions concerning the contents of this report should be directed to Ivan Moore at 907-278-4600 or by e-mail at ivan@ivanmoorerresearch.com



CITY OF NORTH POLE RETAIL NEEDS AND OPPORTUNITIES SURVEY

MARCH 2017

Hello, my name is _____ and I'm calling for Alaska Survey Research, an Alaska public opinion research firm. We are conducting a public opinion survey today in the North Pole, Eielson and Salcha areas of the Fairbanks North Star Borough. Specifically, we are looking for people whose residence is in the 99702, 99705 or 99714 zip codes. Do you live in one of those three zip areas?

IF YES, CONTINUE...
IF NO, TERMINATE...

IF CELLPHONE RESPONDENT... We'd like to get your input to the survey as a cellphone respondent. We've deliberately called you on the weekend/after 7p so that hopefully we're not using up your minutes, and we'd like to ask if you can safely respond to the survey where you are right now.

IF LANDLINE RESPONDENT... If they are available, I'd like to speak with the youngest male aged 18 or older in your household. (IF AVAILABLE, SWITCH AND REPEAT INTRO. IF NOT AVAILABLE...) How about the youngest female aged 18 or older? (IF AVAILABLE, SWITCH AND REPEAT INTRO. IF NOT AVAILABLE, CONTINUE WITH RESPONDENT.)

All phone numbers used for this survey were randomly generated. We don't know your name, but your opinions are important to us, and we'd appreciate your participation if that's OK with you. We'll be drawing five lucky winners to receive a \$50 VISA gift card as a thank you for participating. And of course, your responses will be completely confidential.

S1. What is the zipcode where you live?

	ZIP CODE:	
	Count	%
99702	45	8.9%
99705	434	85.6%
99714	28	5.5%

OK, all the people being interviewed for this project live in the region of North Pole, extending from Badger Road all the way down to Eielson and Salcha. The purpose of this survey is to find out what people think about certain services provided in the North Pole area.

1. First of all, on a scale of A, B, C, D or F, just like on a report card, I'd like you to grade the North Pole area on the following six dimensions. What grade would you give North Pole for _____ (INSERT ITEM)?

(ITEMS ORDERED IN DESCENDING ORDER OF MEAN GRADE ON 0-4 SCALE)

4 3 2 1 0
 A B C D F NOT SURE

Public safety and low crime rates:

	PUBLIC SAFETY AND LOW CRIME GRADE:	
	Count	%
A	78	15.5%
B	204	40.2%
C	124	24.5%
D	61	11.9%
F	31	6.2%
Not sure	8	1.7%

Mean = 2.476

Sports and recreational access and facilities:

	SPORTS AND RECREATION GRADE:	
	Count	%
A	58	11.4%
B	153	30.1%
C	128	25.3%
D	85	16.7%
F	50	9.9%
Not sure	34	6.6%

Mean = 2.174

Local shopping and retail options:

SHOPPING AND RETAIL GRADE:		
	Count	%
A	33	6.5%
B	87	17.2%
C	208	41.1%
D	130	25.6%
F	45	8.8%
Not sure	4	.7%

Mean = 1.868

Low tax rates and cost of living:

LOW TAX AND COST OF LIVING GRADE:		
	Count	%
A	18	3.6%
B	107	21.1%
C	193	38.1%
D	103	20.3%
F	63	12.5%
Not sure	22	4.4%

Mean = 1.822

Access to medical services:

ACCESS TO MEDICAL GRADE:		
	Count	%
A	29	5.7%
B	104	20.6%
C	138	27.3%
D	110	21.6%
F	99	19.5%
Not sure	27	5.3%

Mean = 1.696

Overall quality of life:

OVERALL GRADE:		
	Count	%
A	114	22.5%
B	264	52.0%
C	87	17.2%
D	33	6.5%
F	1	.2%
Not sure	8	1.6%

Mean = 2.914

2. I'm now going to read you a list of types of businesses that sell things or provide services. For each one tell me if you think the North Pole area has too many of these types of business, about the right amount, or if you think North Pole needs more of them. Here we go... (ITEMS ORDER IN TERMS OF DESCENDING "NEED MORE" PERCENT)

Recreational businesses like bookstores, a bowling alley or movie theater:

	NUMBER OF RECREATIONAL BUSINESSES:	
	Count	%
Too many	1	.2%
About right	48	9.4%
Need more	444	87.6%
Not sure	14	2.7%

Clothing stores:

	NUMBER OF CLOTHING STORES:	
	Count	%
Too many	3	.6%
About right	59	11.7%
Need more	429	84.6%
Not sure	16	3.1%

Home furnishings stores:

	NUMBER OF HOME FURNISHINGS STORES:	
	Count	%
Too many	5	1.0%
About right	102	20.1%
Need more	379	74.6%
Not sure	21	4.2%

Medical providers:

	NUMBER OF MEDICAL PROVIDERS:	
	Count	%
Too many	1	.1%
About right	98	19.3%
Need more	376	74.1%
Not sure	33	6.5%

Restaurants:

NUMBER OF RESTAURANTS:		
	Count	%
Too many	10	2.0%
About right	221	43.6%
Need more	273	53.8%
Not sure	3	.6%

Grocery stores:

NUMBER OF GROCERY STORES:		
	Count	%
Too many	2	.4%
About right	254	50.1%
Need more	248	49.0%
Not sure	2	.5%

Professional services like accountants,
attorneys and financial planners:

NUMBER OF PROFESSIONAL SERVICES:		
	Count	%
Too many	5	1.1%
About right	226	44.6%
Need more	225	44.3%
Not sure	50	9.9%

Hardware stores:

NUMBER OF HARDWARE STORES:		
	Count	%
Too many	3	.6%
About right	305	60.2%
Need more	188	37.1%
Not sure	11	2.1%

Hotels and motels:

NUMBER OF HOTELS AND MOTELS:		
	Count	%
Too many	14	2.8%
About right	328	64.6%
Need more	158	31.3%
Not sure	7	1.3%

Gas stations:

NUMBER OF GAS STATIONS:		
	Count	%
Too many	25	4.9%
About right	413	81.5%
Need more	66	13.1%
Not sure	2	.5%

Bars and liquor stores:

NUMBER OF BARS AND LIQUOR STORES:		
	Count	%
Too many	88	17.4%
About right	348	68.5%
Need more	47	9.3%
Not sure	24	4.7%

3A. In the last 30 days, on how many days did you go into the downtown area of North Pole?

NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:		
	Count	%
None	59	11.7%
1-5	151	29.9%
6-19	120	23.6%
20+	170	33.6%
Not sure	7	1.3%

Mean = 12.8 days

3B. (IF ONE OR MORE...) Think of the last time you went into the downtown area of North Pole. What was the reason you went there?

FOOD & DRINK

- Grocery store/Groceries/Food shopping x187
- Dinner/Dining/Eating out/Restaurant/Lunch/To eat x18
- Food x5
- Buy milk x4
- Fast food/McDonalds/Take out x4
- I went there to get a loaf of bread
- To get to the bar

SHOPPING

Shopping/Go to the store/To shop/To buy something x24
Hardware store x10
Birthday gift shopping
Buy something, accessory
Get a phone
Auto parts
Heating fuel.
Looking for showcase countertops

OTHER

Post office/Check mail x35
School/Drop off/Pick up kids x14
Bank x12
Work/Go to job x12
Passing/Driving through x8
Church x7
Medical/Doctor/Dentist/Pharmacy x7
Visit family/friends x5
Trash/Go to the dump x4
Go to Blockbuster x3
Go swimming/Go to the pool x3
Hair salon/Hair cut x2
I live there x2
Get gas x2
Business x2
Pick someone up x2
Vet x2
Insurance agent x2
A social gathering
Emergency
Dog race
Exercise
Memorial Service
Working on a friend's house
Go to North Pole on business everyday
To take my dog to the dog park and also take him to the Santa Claus house.

COMBO

Groceries and post office x12
Groceries and restaurant x3
Check my mail, and get food
Dining out, shopping
Grocery, church, park
Get gas and to the grocery store
Groceries and gas
Groceries and hardware store
Groceries, bank, post office
Groceries, beer, dump
Grocery, bank
Grocery shopping and for breakfast.

Grocery store, McDonalds and gas station
 Grocery store, pay bills
 Grocery store, restaurant and school
 Grocery, restaurants and bars.
 I got fuel and went to the store
 I needed a few groceries, trash run and went to the hardware store.
 I went there for groceries and hardware
 Post office and buy water
 To the bank, post office, senior center, and grocery store.
 To the fabric store, veterinarian, and grocery store
 To visit friends and to eat
 To work and shop for groceries
 Bank, Post Office and Coffee Shop.
 Fast food or gas
 Food or liquor
 I worked there and ate dinner
 It's on my way to work and the post office
 Library and church and a restaurant
 We rented a front loader and had lunch.
 We went to the pool and then the stores
 Gas, groceries, post office, daily goods and I live there
 To swim and to shop
 Shopping and at the bank
 Shopping and checking the mail
 Shopping and PO Box
 Restaurant, dog grooming, dry cleaning
 Restaurant, grocery
 Shop and go to the hardware store
 Shop and eat
 Store and pharmacy
 The reason I went was to pick medications and go to the bank
 To eat and shop
 To eat breakfast; take back movies.
 To get lunch and rent a movie.
 Visiting people and going to the hardware store
 To get weekly supplies groceries, mail, gas
 Pass through to pick up kids, or grocery store at least once week

3C. (IF ONE OR MORE...) And what mode of transportation did you use to get there?

	MODE OF TRANSPORTATION:	
	Count	%
Car	434	98.6%
Bus	2	.5%
Taxi	1	.2%
Walk	0	.1%
Other	2	.5%
Not sure	0	.1%

3D. (IF CAR, THEN ASK...) Was it your own car, did you borrow a car, or did you get a ride?

WHOSE CAR WAS IT?		
	Count	%
Own car	412	94.8%
Borrowed car	5	1.2%
Got a ride	17	4.0%

4A. In the last 30 days, on how many days did you travel into Fairbanks?

NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:		
	Count	%
None	21	4.1%
1-5	99	19.6%
6-19	170	33.6%
20+	208	41.0%
Not sure	9	1.7%

Mean = 15.7 days

4B. (IF ONE OR MORE...) Think of the last time you went into Fairbanks. What was the reason you went there?

WORK

- Work/I work there x114
- Staff meeting for work
- Substitute teach
- Volunteer
- We own a restaurant in town
- Working on projects. Supply pickups.
- To take my wife to work

MEDICAL

- Doctor's appointment x39
- Pharmacy/Pick up medications x6
- Dental/See the dentist x5
- Physical therapy x2
- Hospital
- Chiropractor
- Vet
- Therapy
- Went to the emergency care room for spider bite

FOOD AND DRINK

Groceries/Grocery shopping x48
Go to a bar
Breakfast
Carls Jr
Dining out/Restaurant/Dinner/Lunch x5
Pick up a pizza
To get food

SHOPPING

Shopping x48
Hardware store x11
Walmart x3
Went to the parts store/Went to get parts x3
Went to the bookstore x3
Home Depot x2
Haircut appointment x2
Clothes shopping x2
Sam's Club x2
Sporting goods store x2
AT&T Store
Birthday gift shopping
Dry cleaning
Gas/Fuel
Pet store
Buy dog food
Get a phone
For paper towels
Get supplies for an event
Home goods
Buy construction materials
I went to go get supplies, faucets
Building materials
Buy car parts
Purchase motorcycle parts
Buy lumber for my house.
Shopping for clothes for boys
Shopping for electronics
Shopping for shoes
To buy a car
To go to the print shop
To get something I couldn't get out here
To go to the supply stores

OTHER

School/Class x10
Church x9
Airport x9
Visiting friends/family x8
Work out/Go to gym/Exercise x6
Home show x6

On business x6
Pay a bill x3
Went to the movies x3
Sports x3
Post Office x3
Sporting event x2
Entertainment x2
Recreational purposes x2
Had to go to a meeting x2
Banking
Go skiing
Go swimming
For an event
Look at a house
My diet program
Own a small business there
Preschool for children
Running errands
Sports for my kids
To donate to a non-profit organization
To go bowling
To put my cat to sleep
To go get my truck
To take my wife out
Went to go to the ice park
To pick wife up
To pick up my siblings from daycare
Working on an application and had to drop of papers

COMBO

Shopping and work x4
Work and groceries x2
Business, errands, pet store
Grocery shopping, school activities
Pet store, grocery store, and errands
Work and medical treatment
Doctor appointment, welfare office
Doctor's appointment and work
Gas and groceries.
Gas and grocery shopping
Go get gas, go to the local barbershop
Food shopping and general errands
Groceries, gas, recreational activities and church
Groceries, needing to Fedex a package, visit a government office
Groceries, shopping, vehicle shopping, my wife works there
Gym shopping tan many things
Home depot and also had a medical appointment
I go to see my doctor to get medication and groceries
I went there for work and groceries
I work there and I also do all my shopping there
Ice hockey games, shopping
Medical and shopping
Medical, meetings and grocery
Multiple reasons: Lions meeting, library, shopping, lumber yard, water

Picked up kids from school and to grocery shop
 Ran into the store and the bank.
 Retail and hospital
 Shopping and grocery and pay bills
 Shopping and kid's lessons
 Shopping for groceries, laundry, and water
 Shopping, school and work
 Son had a doctor's appointment and I had to go grocery shopping
 The last time I went was for grocery shopping and an eyeglass store for my glasses.
 The last time I went was to go to a doctor's appointment and I also work there
 To dinner and the play
 To get parts for my company and grocery
 To get groceries and clothes
 To go grocery shopping and to go to the movies
 To go to the grocery store to buy items in bulk and get gas
 To the movies, then to eat dinner x2
 To pay a bank loan and doctor appointment
 To pick up a prescription for my husband, and a little shopping but nothing major
 To shop, doctor's office, volunteer on Saturday
 To shop for groceries, and to work out and everything
 Volunteer for food bank and went to the bank
 Work, shopping, everything is in Fairbanks
 Work and grocery shopping and clothing
 Work and to go to school
 Work, grocery store and airport
 Work, go to hospital to pick up my husband

5A. In the last 30 days, how many times have you personally _____
 (INSERT ITEM)?

5B. (IF ONE OR MORE, THEN ASK...) Think of the last time you
 (INSERT ITEM). Did you go somewhere in North Pole, did you go
 into Fairbanks, or did you go somewhere else?

5C. (IF ONE OR MORE, THEN ASK...) And approximately, how much did
 you spend that last time?

Purchased food and groceries:

	NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:	
	Count	%
None	16	3.1%
1-5	202	39.9%
6-19	214	42.2%
20+	75	14.8%

Mean = 8.9

LAST FOOD AND GROCERY PURCHASE LOCATION:		
	Count	%
In North Pole	157	32.0%
In Fairbanks	278	56.7%
Elsewhere	52	10.6%
Not sure	4	.7%

ELSEWHERE

- Both/50-50/Fairbanks and North Pole x26
- Fort Wainwright/Army Base x12
- Eielson/Air Force Base x5
- Commissary/On base/Post x3
- Out of state x2
- Anchorage
- Delta
- Ester
- Wasilla

AMOUNT OF LAST FOOD AND GROCERY PURCHASE:		
	Count	%
Less than \$50	96	19.8%
\$50-\$100	169	34.9%
More than \$100	201	41.6%
Not sure	18	3.6%

Mean = \$158
Median = \$100

THE FOLLOWING MONTHLY TOTAL VARIABLE ASSUMES THAT THE AMOUNT THEY SPENT ON THEIR LAST SHOP IS REPRESENTATIVE OF ALL THEIR SHOPS - AND THUS THE TOTAL SPENT IN THE LAST 30 DAYS CAN BE APPROXIMATED BY MULTIPLYING THE NUMBER OF TIMES THEY SHOPPED BY THE AMOUNT THE AMOUNT SPENT ON THEIR LAST SHOP:

TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:		
	Count	%
\$0	16	3.1%
\$1-\$399	156	30.7%
\$400-\$1000	173	34.1%
More than \$1000	163	32.1%

Overall mean = \$1101
Shopper mean = \$1136
Shopper median = \$600

Purchased kitchen, bedroom or bathroom supplies:

	NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:	
	Count	%
None	206	40.6%
1-5	277	54.6%
6-19	24	4.8%
20+	0	.1%

Mean = 1.7

	LAST KITCHEN/BED/BATH PURCHASE LOCATION:	
	Count	%
In North Pole	39	12.9%
In Fairbanks	238	79.2%
Elsewhere	23	7.7%
Not sure	1	.2%

ELSEWHERE

- Fort Wainwright/Army Base x8
- Eielson/Air Force Base x5
- Both/Fairbanks and North Pole x3
- amazon.com x3
- Delta
- Glennallen
- Wasilla
- Out of state

	AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:	
	Count	%
Less than \$50	115	38.6%
\$50-\$100	112	37.6%
More than \$100	49	16.4%
Not sure	22	7.4%

Mean = \$112
Median = \$50

COMPUTED MONTHLY TOTAL VARIABLE:

	TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:	
	Count	%
\$0	206	40.6%
\$1-\$99	133	26.2%
\$100-\$300	110	21.6%
More than \$300	59	11.7%

Overall mean = \$165
Shopper mean = \$277
Shopper median = \$100

Purchased building supplies or hardware:

	NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:	
	Count	%
None	297	58.6%
1-5	188	37.2%
6-19	21	4.1%
20+	1	.1%

Mean = 1.2

	LAST BUILDING SUPPLY PURCHASE LOCATION:	
	Count	%
In North Pole	57	27.1%
In Fairbanks	143	68.2%
Elsewhere	8	4.0%
Not sure	1	.7%

ELSEWHERE

Both/Fairbanks and North Pole x2
Anchorage
Delta

	AMOUNT OF LAST BUILDING SUPPLY PURCHASE:	
	Count	%
Less than \$50	69	33.6%
\$50-\$100	75	36.5%
More than \$100	57	27.8%
Not sure	4	2.0%

Mean = \$209
Median = \$55

COMPUTED MONTHLY TOTAL VARIABLE:

	TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:	
	Count	%
\$0	297	58.6%
\$1-\$99	87	17.2%
\$100-\$300	64	12.6%
More than \$300	59	11.5%

Overall mean = \$529
Shopper mean = \$1278
Shopper median = \$100

Purchased medical, dental or pharmacy services:

	NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:	
	Count	%
None	231	45.5%
1-5	244	48.2%
6-19	30	5.9%
20+	2	.4%

Mean = 1.5

	LAST MEDICAL PURCHASE LOCATION:	
	Count	%
In North Pole	63	22.7%
In Fairbanks	201	72.6%
Elsewhere	11	4.1%
Not sure	2	.6%

ELSEWHERE

- Both North Pole and Fairbanks x5
- Fort Wainwright x4
- Eielson/Air Force Base x2
- Anchorage x2
- Idaho
- Outside the city limits of North Pole and outside of Fairbanks.
- Prescriptions in North Pole, doctor in Fairbanks

	AMOUNT OF LAST MEDICAL PURCHASE:	
	Count	%
Less than \$50	105	39.9%
\$50-\$100	28	10.5%
More than \$100	66	25.0%
Not sure	65	24.6%

Mean = \$172
Median = \$40

COMPUTED MONTHLY TOTAL VARIABLE:

	TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	
	Count	%
\$0	231	45.5%
\$1-\$99	151	29.8%
\$100-\$300	61	11.9%
More than \$300	65	12.8%

Overall mean = \$297
Shopper mean = \$545
Shopper median = \$80

Purchased a meal at a restaurant:

	NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:	
	Count	%
None	62	12.2%
1-5	245	48.4%
6-19	182	35.8%
20+	18	3.5%

Mean = 5.7

	LAST RESTAURANT MEAL PURCHASE LOCATION:	
	Count	%
In North Pole	139	31.2%
In Fairbanks	259	58.3%
Elsewhere	46	10.4%
Not sure	1	.2%

ELSEWHERE

- Both North Pole and Fairbanks x17
- Out of state x3
- Fox x3
- Anchorage x3
- At the ice park, at the Hilltop Café, North on the Haul Road 20 miles out of town
- Eielson
- Glennallen
- Hawaii
- Idaho
- North Pole and the Lower 48
- Salcha
- Two Rivers
- Wasilla

	AMOUNT OF LAST RESTAURANT MEAL PURCHASE:	
	Count	%
Less than \$50	302	68.4%
\$50-\$100	108	24.4%
More than \$100	24	5.4%
Not sure	8	1.8%

Mean = \$52
Median = \$33

COMPUTED MONTHLY TOTAL VARIABLE:

	TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:	
	Count	%
\$0	62	12.2%
\$1-\$99	148	29.2%
\$100-\$300	181	35.8%
More than \$300	115	22.8%

Overall mean = \$312
Shopper mean = \$355
Shopper median = \$156

6A. Think about all the times you spend money shopping, for any of the kinds of items we've discussed so far. We're interested in knowing what the main factors are that help you decide whether you're going to shop in Fairbanks or in North Pole. First of all, give me your top 3 deciding factors for shopping in North Pole. What's your number one factor? Number two? Number three?

NUMBER ONE FACTOR

CONVENIENCE

Convenience x131
Convenience of location x2
Convenience of getting something at that time
Convenience, don't have to drive 30 miles to Fairbanks
Convenience, I don't have to go to town
Convenience in driving
Convenience, it is easy to get to
Convenience of selection
Convenience, if I'm there for something else
Convenience to my home
Convenience, close to home
Convenience, grocery shopping, right down the road from where I live
Convenience, it's closer
Convenience, it's twenty miles closer
Convenience, ten miles closer
Convenience; they're only 6 miles from me
Convenience, because I live here, it is closer to my house than going into Fairbanks
Local convenience
I only go afternoon shopping there because of convenience.
Shopping in North Pole, convenience
There's nothing else; it's just convenient. It sure isn't the prices.

CLOSE

Close/Close by/Closer/Close to my home/house/where I live/Proximity/Nearby x104
Location x10
Accessibility x2
6 miles from there
Approximate
Distance
Distance, not having to go far
Half the distance
I wouldn't need to travel far
Where I live
Availability, I'm not traveling 20 miles roundtrip to deal with the morons in Fairbanks just to save \$7
Because it's here
We go to church in North Pole so it's the closest for us.
Mail box is closer to me
Ease of access

IF I'M THERE/ON MY WAY

Don't really shop in North Pole. Unless nearby.
If I happen to be there
By coincidence
I only really shop there if I'm going there.
If I had other things to do in North Pole
If I have business out there; convenience
If I have other errands in the area
It's on the way from work to home.
On my way home
On the way to somewhere else
If I'm already in the area I'll shop there.
If I'm physically there
If I'm in the area
It is on my way to things
It's on my way to work
Only if I am driving through the area
I go there often for church and volunteer work

QUICK

Less time/Time/Quicker/Timeliness x9
In a hurry and need to get something fast
If I need something quick I'll go to North Pole
If I need something simple and quick from the store
Time it takes to go and buy items
Less time, quicker, closer
Run into store to pick up something
Less than 5 minutes
It's quicker to get there. Not worth gas to go to further

AVAILABILITY/WHAT I NEED

Availability/Available x8
Depends on what I need x3
Availability of what I need
Available items I need
Whether or not they have it
Availability, some things are not available
If they have what I'm looking for
If it has the item I'm look for
Whether they have what I need
Type of items
If they have it there

COST

Price/Cost/Money x11
Cheaper in Fairbanks x2
It's too expensive
Closest for groceries, but most expensive
Price and availability
Pay less
I'd rather go shopping in Fairbanks because it's cheaper. It's only a ten minute drive
There isn't one reason why I would shop in the North Pole, it's too expensive compared to Fairbanks

FEW ITEMS

If I need one or two items x2
If I just need a couple things.
Necessity, one item
If we only needed one or two items that we needed to spend money on
Quantity, depends how much I'm buying
If needing bulk items, I go to Fairbanks. If small quantity, then I go to North Pole
Never big weekly purchases at North Pole
Only for a couple items, don't need to go to Fairbanks

RESTAURANTS

Restaurants x3
The fast food x2
The only reason I go to North Pole is to eat in a restaurant
One specific restaurant in North Pole, Pagoda
Eating. There is 1 place that's extremely good
Eat breakfast
I don't go to North Pole, only for favorite restaurants that aren't in Fairbanks

URGENCY/NOW

If I have to x2
Emergency situations where I have to
If I need it immediately
If I'm desperate
Something we need right now
Necessity
Needing some things

NEGATIVE

Don't shop in North Pole x6
Can I find the product in North Pole?
Don't go to North Pole
Don't like North Pole stores
We avoid shopping North Pole

SELECTION

Variety x2
Fairbanks has more of a selection
Poor selection or not available
Well I would say Fairbanks just because there's more to choose from there
Choices
Range

I LIKE IT

I like the stores better in the North Pole
I like North Pole
Like the grocery store in North Pole

TAX

I don't wanna pay taxes so I go to Fairbanks.
Sales tax
Sales tax vs no sales tax, they have a sales tax
The price with the sales tax

LOCAL

Well I live here, support local businesses
Shop local.
Local
Support the community
The home town appeal.
Time to keep the store open that we do have

DON'T LIKE DRIVING

Not wanting to drive into Fairbanks
Not wanting to travel into town
To save a trip to Fairbanks
Necessity, because Fairbanks is 15 miles

DISCOUNTS

If they have specials
Sales
Sales at the grocery, sales in the paper

DRIVING SAFETY

Safer less traffic
Convenience with the roads in winter
More convenient in winter time

TIME OF DAY

Depending on the hour of the day
Time of day

BASICS

Better milk for groceries
To get some bread and milk

CROWDS

It is not as crowded
Lack of crowds

OTHER

Groceries x14
I live in North Pole x4
Safeway x2
The hardware store x2
That's where the laundry mat that we use is.
Bank
24hr store
Clothes
Family
The pharmacy
Sam's
Specifically for the veterinarian
They have a NAPA store for parts
Only go to North Pole shop to for clothes
Beverages or food
I don't shop there, I shop in Fairbanks because of low prices, convenience of location and it's part of my routine
If we forget to go shopping in Fairbanks
Transportation
Only have Safeway; nothing is really here.
There is only one reason I shop in North Pole and it's because I know the store and where everything is at

NUMBER TWO FACTOR

CONVENIENCE

Convenience x28
Its convenience, it's right here
The convenience of getting everything in one spot
Convenience to someone's house for my business
Convenience, again Fairbanks is further away

AVAILABILITY/WHAT I NEED

Availability x12
They have what I want/need x7
Availability of item/product x5
Supply x2
Availability of services
Availability of what I'm looking for
If it's not available anywhere else
The availability in North Pole.
If it's not on base
Sometimes they have it sometimes they don't.
They don't have it in town
They have the basics in North Pole

CLOSE

Close/Closer/Close to home/Distance/Proximity/Nearby x20
Location x5
Accessibility x2
If I'm at home, North Pole is closer
Live close to there
Put a couple dollars for fuel to make it to Fairbanks. It's closer
Less miles
It is easy to get to, it's only a mile and a half away
Not having to drive so far
Short distance
Its only eight miles away
Live in North Pole

COST/PRICE

Cost/Price x16
Cheaper than going to town
Costs in the different places
Higher price
How much more it costs.
Price (if they are cheaper)
Price - about same it is
Price compared to Fairbanks
Price points
Higher priced in North Pole
Good prices
The price of goods is more in North Pole than in Fairbanks
I buy heating oil, it's cheaper
Well the groceries are 50 cents more expensive per item
Save money

IF I'M THERE/ON MY WAY

Because I go to the library
Convenience from my work
Convenience when we are going in through town
Depends where I'm at
If I'm in the area
If I'm in the area I'll shop there.
If I'm in town I can stop and get something
It's on my way to the post office
It's on the way to and from work
If I have another reason to go in
If I have anything else to do
If I am heading to the city
If there is someone was already there and I needed to meet up with them.
On the way home
There every day
Work there
Only if I am in North Pole already
I've already gone there to get the mail

FOOD/GROCERY

Grocery store x6
Food/Food places x4
Likes the food.
If I need groceries, it's easier to go to North Pole
Milk
Need milk or eggs
Organic foods
Quality, different variety of foods
Products from Safeway (produce, etc)
The Safeway in North Pole has things that the others don't have.
Only go to Safeway
Only one grocery store
Quality of meat the store has a very good quality of meat there
Safeway

QUICK/SAVE TIME

Time/Saving time x6
How much time I have
Time and convenience
It would be much quicker
Quick
Quick and easy to get
Time, its quicker
Time spent going to location
Timely
It could save me some time since I'm always running around everywhere

SELECTION/CHOICES

- Selection x5
- Choice of food
- Choice of what I need
- Choices/Options x3
- Lack of choices
- Larger selection
- Variety of products
- Different items
- Well stocked stores
- There are more options in Fairbanks
- More stores to shop at in Fairbanks

LOCAL/SUPPORT COMMUNITY

- Supporting local business/local stores/local economy x9
- Buying locally
- Keep money local
- Good for the community
- Like to shop in my community

URGENCY/NOW

- Emergencies
- Emergency need for groceries
- Impatiently need
- In a hurry
- If I have an immediate need of the item
- Urgent item
- Necessity
- Need
- If I need the item right away
- If it's a necessity
- Ran out of something, need it now
- Run out of supplies
- Something I have to buy right now
- Time, I need it now

DON'T LIKE DRIVING

- Less traffic x2
- Don't have to drive on winter highway
- I don't feel like driving
- Road conditions
- Roads are too icy
- I don't wanna drive 20 miles to Fairbanks
- Weather conditions
- Weather - North Pole will have it
- Weather, who wants to drive to Fairbanks when it's 50 below 0
- I drive a grown up pick up truck and why would I make a 50 run mile trip its bad on gas
- Just don't want to run into town

FAMILIARITY

Familiarity x2
I like the layout of the grocery store
I like the people
I like the people at Safeway.
I like the shops
I like the small down to earth city
It's my local area
Know everybody
Is the store I know well
I know where everything is in the store
It's what we like
We know the people in North Pole

DISCOUNTS

Coupons for store
The sale prices
If there are sales
Sales
Five dollar Friday at Safeway

EASE

Easy x2
Ease of access
Ease of access to products needed.
Easier than going to town

TAX

Don't like their sales tax
Fairbanks has no sales tax/ prefer to shop there.
We try not to - the prices and taxes
Paying city tax
Pricing - Fairbanks has no sales tax

CROWDS

It is less crowded
Less crowded
Less people

FEW ITEMS

The quantity x2
How much I'm buying
Small amount of items
It's a small purchase

FAMILY/FRIENDS

Have a friend there
Spend time with friends
That's where my daughter works

DON'T LIKE

I don't go to North Pole
I prefer not to shop in North Pole

OTHER

Gas/Save gas/Save money on gas x7
Pharmacy/Prescriptions x3
Quality/Quality of the product x3
Hardware x2
Shopping/To go shopping x2
If there's a store/specific store where I need to go x2
Monopoly/They have a monopoly thing at Safeway x2
Family lives there
Automobile and home owners stores
Canned goods
Clothes
Delivery
Good services, like cell phone
I would go for materials and arts and crafts
I have no vehicle
I would shop in North Pole because it is where i get prescription
Snow machine access
If i get paid
I'm single so I eat out a lot
Good restaurant
Specifically like the fabric store there
Specialty store
Safer place
Smaller stores
Service
To get money at bank
The scenery
Walmart
Not available if you want to buy building material you need to go to Fairbanks.
Safeway, if I need anything it's handy I'm already there
Shopping for something in specific that i know they have like for example a plug in
Some things are there that Fairbanks doesn't have, like hardware or construction material
Too lazy to cook

NUMBER THREE FACTOR

CLOSE

Location x5
Distance x2
Proximity
Accessibility
Close proximity of grocery stores
Close to home
Close to my daughter's school
Closeness
I live here
Simple access
Easily accessible, little bit of traffic
I live closer to North Pole
Generally it's just close to home, it's just not my primary shopping area because of prices
I would shop close to where to work, but because there are not many options in the North Pole nothing else is available

COST/PRICE

Price/Cost x6
Cheaper x3
Inexpensive
Price more expensive
Cheaper, because I don't have to drive to town, meaning Fairbanks
Cost, costs are higher in North Pole

CONVENIENCE

Convenience x10
Convenience and location
It's more convenient to buy stuff in North Pole

AVAILABILITY/WHAT I NEED

Availability x5
Availability, something in North Pole that Fairbanks doesn't have
Availability, they may not have it in North Pole
Depends on product
Don't have what I need in Fairbanks
Looking for something specific
What exactly I needed
The need for services
They have what I need, they have the product I use

IF I'M THERE/ON MY WAY

After I go to church I might shop
Because I was there
In town already
Only if I am closer to North Pole
Getting the mail
The dump is located there
I'm already in Fairbanks
Just because we're usually there
Ease of access, if I'm at work in Fairbanks then that's easier for me than North Pole
Where I am when I'm deciding that I need them

FAMILIARITY

Friendlier/Friendliness/Friendly people x9
I like my community
People I know
More fun
Social
I like the people in the Safeway store
Smaller community feels more home
Small and nice

QUICK/SAVE TIME

Time/Save time x6
How much time I have x3
It's faster/quicker x2
If I can get it quick enough
The amount of time I have
Time wise, is fast
Save travel time
Things are close so if we need something quickly, we can get it

SELECTION/CHOICES

Selection x4
Variety/Bigger/more variety x3
Choice x2
Options
Variety of products
Variety (less variety)
They have more varieties
More selection in Fairbanks and stuff is cheaper

LOCAL/SUPPORT COMMUNITY

- To support the community x2
- Support economy
- Supporting local business
- Supporting the local economy
- Helps community
- I like to support my local businesses.
- Shop locally
- Support businesses
- Loyalty to the town, to give them business
- Just to support the local community
- Wanting to keep my business locally

FOOD/GROCERY

- Groceries/Grocery item x2
- Grocery store
- Fred Meyer
- Safeway has a rewards program.
- Safeway has good products.
- Grocery shopping always in North Pole. Better prices
- Only go to Safeway
- Fresh

DON'T LIKE DRIVING

- Didn't want to drive to town
- I don't like driving to Fairbanks
- Less driving
- Weather
- Little Traffic
- When I am driving, I want to avoid the traffic

DISCOUNTS

- Sale items
- Sales
- Sales and discounts
- I have coupons for the fast food places
- More sales in Fairbanks

TAX

- Contributing to the local sales tax revenue
- No taxes
- Don't like the sales tax
- Only use North Pole when I absolutely have to because of the sales tax.
- The prices in North Pole are higher, in Fairbanks there is no 5% sales tax tacked on to what you buy

FEW ITEMS

- How much I need
- Smaller purchases
- It's small items you can get fast
- Grabbing a couple items

URGENCY/NOW

- Necessities
- Needing it quick
- Last minute item
- Last minute purchase

CROWDS

- A quick way to grab something, less people
- Not as populated
- Not as crowded

FAMILY/FRIENDS

- Visiting family
- Have to get dinner for my family
- Meet with someone

EASE

- Easier on customer
- Straight forward

DON'T LIKE

- I prefer not to shop in North Pole.

OTHER

- Fuel/Gas/Save gas/Cost of gas x12
- Quality x3
- Customer service/I like the customer service in my local area x3
- Restaurant/Good restaurant x3
- Best Chinese in the world/Chinese restaurant x2
- Laziness x2
- Bread
- Date night
- For a specific gift, like at the Santa Clause house.
- If I forgot something
- Medical
- Hardware store
- Stores like Home Depot

Personal products
If I come home late
It's where Blockbuster is
For business
Scenery, it's pretty
Pastries
Maybe go to the go kart place.
If I have a doctor's appointment in Fairbanks
Fairbanks - has more quality than North Pole
They have a lot of good take away food
Just hungry and closer to home and school
Nice little ride
One grocery store and one hardware store
To get out of the house
To see people communicate

6B. Now give me your top 3 deciding factors for shopping in Fairbanks.
What's your number one factor? Number two? Number three?

NUMBER ONE FACTOR

CHEAPER

Cheaper/Lower/Better prices/cost x74
Lower cost of products and services
Cheaper groceries
Cheaper than North Pole, more variety and easy access to everything so you can get it quick.
Cheaper stuff in certain stores
You can find places that are cheaper
The prices of food is cheaper
I get a discount in Fairbanks
Save money
Low prices. – there's more stores in Fairbanks and they are closer together so you can comparison shop
Price and availability x2
Necessity and cost

SELECTION/VARIETY/ABUNDANCE

Variety/More variety/Wider variety x50
Selection/Bigger/Better/More/Wider selection x18
More/Greater choice/choices x17
More stores/Variety/Selection of stores x14
Options/More/Better options x8
Better/Bigger variety x4
More supply x2
They have a variety of items/things x2
More to choose from x2
More variety of choices
Can get larger selection of what i need there compared to north pole
More selection like building material
More selection or better selection. The north pole grocery stores, they run out of things. It's not the selection of things in north pole, it's just that they run out and don't restock.
Selection- more variety and stores

Selection of goods
Selection, they have way more options when it comes to clothing and hardware
Selection; of whatever I'm looking for.
More of a variety of products in Fairbanks
That's more variety and stuff is.
The variety of different items
The variety of things you can purchase.
They have the things I need. A bigger variety
Variety - there is a lot more options, there's only one store in North Pole
Variety of more things to buy
Variety of goods available
Variety of grocery store
Variety there is more to pick from more stores
Variety, there's more to choose from
Variety, of everything
Wide of variety of places to go
I got more options in Fairbanks
Well, more places to shop
More places to shop
There is a little more variety over there
They have more things to shop for
More things to do
Get more done there
More inventory on things; more choices of buildings such as home depot or lowes
They have everything

BETTER STORES

All the stores/All the stores we need x3
All three stores
Bigger stores
Convenience of all stores available
More stores with more options of products
More varieties of stores
The stores are better
They have larger box stores
Like the stores
Store I wanted to go to

CERTAIN STORES

Fred Meyer in Fairbanks/Fred Meyer x4
For food, Fred Meyers
The weekly ads for Fred Meyers are in the Sunday paper. If it's something I need or has a good price I will go in and get it
To go to Fred Meyers
Walmart and Fred Meyers and Sam's Club
There is more available, in terms of stores, usually I go to Walmart and Fred Meyer
There's a Sam's Club and a Walmart so it's less expensive
They have a Walmart
Because I like to go to Sam's Club
Sam's club
Wholesale groceries at Sam's Club
Home Depot

More things available, more of a variety like Sam's Club and Walmart
A lot more choices; restaurants, store items, Sam's Club
Commissary

AVAILABILITY/WHAT I NEED

Availability x21
They have what I need x4
Availability for the things you can't get here, like clothing
Availability for what I want
Availability of stuff I need that's not in North Pole
Availability, you can get things in Fairbanks that you can't get in North Pole
Availability, you're more likely to find what you are looking for in Fairbanks
Because they aren't available in North Pole
Can't get what I want in North Pole
Availability of the things I need when shopping
Can't find in North Pole
For things that North Pole doesn't carry
I can't get it in North Pole
If they don't have it in North Pole
Items not found in North Pole
Items that are not available in North Pole
Something I can't get here
Something I can't get in North Pole
Shop there because doesn't have it in North Pole
To get something that's not in North Pole
Access to the supplies we don't have in North Pole
Because I can go to Fairbanks and get everything I need, I can't do that in North Pole
Things that aren't available in the North Pole area like sporting goods or clothing
I can get what I need there usually
Whether or not they have it
Item at the store
What I am going to purchase; availability of items
Type of items
They just had the product
More availability of more items
Availability, selection, and price.
Products not available, products sporting goods limited house hold goods

TAX

No sales tax/No taxes/Lack of tax/Tax free x35
Cheaper because it doesn't have tax and stuff
Compare taxes
Don't want to pay for tax
Prices - no taxes
The tax is a huge thing

CONVENIENCE

Convenience x13
Convenient, get what I want there
Convenience, I do all my shopping there
Everything is in Fairbanks, it's convenient
For the convenience

CLOSE

Location x4
Location convenient x2
Closer
I am closer
If I'm closer to Fairbanks
It's closer to me
Close to Wainwright
Proximity
The time

WORK

Close to my work
I am in town already because I work in town, I work there.
It is convenient when I am at work
I'm there because of work.
It is convenient when I am at work
It is on my way to work
It's close to my work and home
It's close to work
I work there, I'm already in town.
Proximity to my work

BECAUSE I'M THERE

Because I'm there every day
I'm there all the time
Already in town
Convenience if I'm in town, I'll shop Fairbanks
Convenience because I'm already there
In Fairbanks for another reason
If I was already in Fairbanks
If we have to be in town for a doctor visit we tie them together

BIGGER PURCHASES

Bulk sales
Buy everything in bulk
Different options more bulk
Larger purchases
Large purchases
Quantity and bigger stuff

Major items like furniture, automobiles or any other mechanics
Large ticket items like furniture, light fixtures, and clothing
I like to shop once a month and I can get everything at once
If I have a lot of stuff to get
Size and quantity

FOOD/GROCERY

Grocery/Groceries/Grocery shopping x8
Better produce
Better quality of food
Better variety of produce
Food
I need a lot of groceries
Likes their food
Shopping for food

ONLY OPTION

Only option x2
It's the only other place
Few other places to go

OTHER

Quality/Quality of items/Good products x6
One stop shopping x2
Pays bills there x2
Medical/My doctor x2
Sales/Sales on groceries x2
Buy food for pets
I really don't shop in Fairbanks
Coupons
Depending on the hour of the day
Friendliness
To get out of the house
School
Shopping in Fairbanks, buy my meat in town
To check mail
Family
Better in town
Goods and supplies
I live in between North Pole and Fairbanks about equally
There are more errands I can get done there instead of North Pole

NUMBER TWO FACTOR

CHEAPER

- Cheaper/Lower/Better prices/cost x81
- Cheaper gas x5
- Cheaper for some items
- Cost is a little cheaper for products.
- Cost is cheaper, other than groceries
- Fuel purchasing - can get fuel cheaper
- Price cheaper to buy in Fairbanks than in North Pole
- Not too pricey
- Expense, a little bit cheaper because the quantity is more
- The product doesn't cost so much

SELECTION/VARIETY/ABUNDANCE

- Variety/Better/Bigger/Wider/More variety x34
- Selection/Bigger/Better/Wider/More selection x12
- More/Variety/Options of stores/facilities/businesses x10
- Options/More options x9
- More/Better choices x4
- Variety of stores and products x2
- Bigger variety of selection of everything
- Better selection - North Pole is small and Fairbanks has multiple grocery stores and everything
- Better selection, convenience
- Competitive options
- Different things at different areas. Bigger selection
- More variety of products
- More options on things to buy
- More options, more shopping options, stores that have everything: Walmart, Fred Meyer
- More selection, looking for the items
- Options, variety of stores and apparel to choose from and variety of products in each store range
- Selection and more things to choose from
- Selection of goods
- Selection, they have more things
- Selection, number of stores
- Having a bunch of shopping to do, more selection available
- Variety and options
- Variety; selection of food and supplies
- Variety of options
- Variety of products
- The selection, there's more variety
- The variety, I have several options don't have to go to just one store
- More quantity
- More stores and products, more selection
- More stores in Fairbanks, cost and compare in Fairbanks easier
- More stores, choices
- More stores, organic areas
- More things to do
- They have more stuff
- Everything is there, all stores are there
- Better stores
- There are more services

CERTAIN STORES

Safeway x2
Sam's Club x2
Fred Meyer, for anything
Go to Sam's to buy in bulk
If I need hardware I go to Home Depot
More choices, like a lot of bulk shopping at Sam's Club
Post exchange
I shop at Fred Meyers because I get cash back and get a fuel discount

AVAILABILITY/WHAT I NEED

Availability x12
They have what I need x2
Availability of goods/items x2
Availability, more selection
Because they have something I can't get at North Pole
Certain stores that are in Fairbanks that aren't in North Pole
Get things you can't get in North Pole
If North Pole doesn't have it, Fairbanks will
Some things you can't get in North Pole
Produce that I can't get in North Pole
Products not available in North Pole
They have things North Pole doesn't

TAX

No tax/No sales tax/Tax free x36
I like that there's no tax on food in Fairbanks
I shop in Fairbanks because I save money, they do not tax things
No taxes on any of the items, and in North Pole they do charge tax
Price there no 5% sales tax here
Prices and no paying taxes
The pricing is a little cheaper because they don't have the tax
Think North Pole's taxes are too high

WORK

Because I work in Fairbanks and I'm already there
Convenience of going to work then shopping afterwards
I work at the store there
I work there
It's close to my work
It's easier for me to go into the store since I work there
It's on my way to and from work
It's where we go. My family and I have always worked there
Location to work
On the way off of work
The proximity to where I work
We work in Fairbanks
When I am in town for work
Takes her boyfriend to work in Fairbanks

CONVENIENCE

Convenience/More convenient x13
Convenience for supplies
Convenience, if we have doctor appointments in Fairbanks we get everything done at once
Convenience, even though it's further, more choices and get more accomplished
Convenient coming home from church
Convenient location

CLOSE

Am close enough to it
Accessibility
Closer, access of location
Distances to home
It saves time
Location
Relativity close

BECAUSE I'M THERE

On my way home x2
Already in town
Already in town, try to get everything at the same time
Because I'm going to be there
I'm already going in for another reason
I'm in Fairbanks a lot and its convenient
I'm in there, I shop there
In Fairbanks a lot so it's convenience
In Fairbanks anyways so might as well grab it here
Already in Fairbanks
Already there, save travel
Heads to Fairbanks everyday
Going to be there
If I'm already in town I'll shop there
When he is in town
Usually going that way
In town
Errands that require us to go there
Paying bills
We're usually already in town

FOOD/GROCERY

Restaurants/More restaurants x3
Quality of food x2
Have better grocery stores/Prefer their grocery store x2
Food is fresher
Better quality restaurants
To go to a certain restaurant.
Quantity selection is better, like groceries.

BIGGER PURCHASES

Bulk buys/Buying in bulk x2
Buy in quantity x2
Furniture
You can buy more things there
The heavy duty stuff is here.
Get surplus goods

ONE-STOP SHOPPING

One-stop shopping
I can find everything that I want in one place
I can get everything done in one place
It's all in one place, one area
Getting everything in one place
If you need a number of things, you can do it all at once in Fairbanks

OTHER

Medical/Medical care/Medical reasons/My doctor is there x8
Clothing/Clothes/Go clothes shopping x7
Good sales/Items on sale x4
Friends live in Fairbanks/live there/To meet friends x3
Quality/Better quality compared to North Pole x3
My bank is there x2
Meats/Better meats x2
Specialty stores/They have special items x2
Only option/No other options x2
Movies/Going to the movies, we go a lot x2
For entertainment, movies and bowling/Leisure, it's fun going out there x2
Pharmacy/We get our prescriptions filled there x2
Gas x2
Because North Pole has nothing
By chance
Combine shopping with activities
I have coupons/savings there
My daughter lives there
Ease of shopping
I can get more done going to Fairbanks, if I have a doctor appointment I can go to the store too
I like the hardware store there, past experience
I'd rather go to Anchorage but it's six hours away, Fairbanks has nothing to offer.
They have hardware
Snowmachine access
Parking spots
The hours they are open
People are nicer
Routine
Shopping local
Sports facilities if we're there for my kids
Something that my wife likes
Saves time
Urgent item
They have a small engine shop that carries all the handy stuff

NUMBER THREE FACTOR

SELECTION/VARIETY/ABUNDANCE

Variety/More/Better/Wider variety x19
Selection/More/Better/Bigger selection x7
Bigger variety of stores/More stores/Multiple stores to choose from x6
Choice/More choices x4
Variety of goods/Better variety of goods x2
More options/to choose from x2
A lot more to offer/More to offer x2
Availability because of the variety
For more variety of shopping for things
Merchandise variety
More stores and a variety
More variety, products, services and businesses
Options and all the varieties
Variety in terms of choices to shop
Variety of options
Variety of products
Variety, like there is no clothes store in North Pole. There is one grocery store
Better selection of food
Better selections, as in goods and services
Limited selection of restaurants
Selection of items
Selection, more things to choose from
To have dinner, for the larger selection of places
Couple of more options in Fairbanks
More competition or options
More options, different stores
More options for shopping
There's more options of everything
No choices
More competition
More in stock
Abundance of things
More stuff there
More to do
You can get more things
Multiple places to go
I can do multiple stops in Fairbanks
More shopping
Variety of products
More services
More people so more competition between businesses

CHEAPER

Price/Prices/Better/Lower prices x21
Cheaper/It's cheaper x13
Saves money x2
Buy more for my money
Cost
Prices, it's cheaper in Fairbanks

AVAILABILITY/WHAT I NEED

Availability x6

It depends on what I want

Specific supplies in Fairbanks

A lot more to get done in Fairbanks versus North Pole

A lot of things in North Pole are not open when you need them

Availability, sometimes just what I want is just available in North Pole, no Papa Murphy's pizza or Home

Depot or Lowe's, and I know I can get it in town

Availability, you go to get stuff that's not available in North Pole, like if you need clothing or shoes

Because it is not in North Pole

Can't find certain items in North Pole

Fairbanks has a couple of major chains that North Pole doesn't have

In case I can't find anything in North Pole

Not in North Pole

Provides things that I can't get in North Pole

The availability of what you want compared to North Pole

The price, coupon savings, as well as gasoline, because it's less than in North Pole

Things that are not available in North Pole

Household goods products not available in North Pole

CLOSE

Location x5

Location to other businesses

Location of store

A lot closer

Closer

I live closer to Fairbanks

Just closer during the week, more opportunities to shop

We live close t there

How far away it is

Accessibility

I live there

Not too far

Proximity, and if I'm in town

It's easy to get to

Location, I'm in Fairbanks

Ease of access

WORK

Work/It's where I work/I work there x4

It's close to my work, so I do all my shopping there.

Close to my job

Convenience, because I work there

Convenience leaving work

I work in Fairbanks and grocery shopping after work is convenient.

I work in town so I'm already there when I need to shop

I'm already there because I work there

My husband works at one of the grocery stores

Shop after work, convenience

CONVENIENCE

Convenience x17
Convenience of the location
Convenience for doing it all
More convenient in town
Because we go to Fairbanks more often, it's more convenient

CERTAIN STORES

Walmart x3
Big box stores like Sam's
I do some of my shopping once every 3 months and get all the supplies at a Sam's Club
Walmart and Sam's Club
Go to Fred Meyers, Safeway
I like Fred Meyers, the way it is set up
Michael's, I love crafts.

TAX

No tax/No sales tax/in Fairbanks x15
The cost is less in Fairbanks with no tax
They have a little bit more to choose from and have no sales tax.

BECAUSE I'M THERE

Already in town
Because I go to school in Fairbanks and I'm already there
I already go to the movies
If I'm already in Fairbanks, I'll shop there
If I'm already in Fairbanks
I'm already in Fairbanks
I'm already in town when I shop
I'm already there
Normally there anyways, convenience
I belong to the Elks Club so I stop by there a lot
Always go that direction, convenient
Where I am when I decide I need them
Run my errands in Fairbanks

FAMILY

Family
Visit family
I visit my grandson often
Looking for something to reward my son to go in with me and look for some place that I think he would like
Grocery shopping and to take my daughter to school
Wife told me to
It's on the way to see my dad
Girlfriend

FOOD/GROCERY

- Food
- And fresh produce
- The restaurants
- Only restaurant I like
- If I want organic or local produce

TIME

- How much time I have to spare
- The amount of time
- Time if I have the time
- If I have time
- If I can get it quick enough

ONLY OPTION

- The next town is 300+ miles away
- Can't get it anywhere else
- Nothing else available to him
- It is the only other place besides the North Pole to shop

MEDICAL

- I just shop down there everything is there doctors.
- Medical
- Medical doctor visits
- Most doctors and places like that are in Fairbanks
- I can go to Fairbanks for medical care and it's sometimes cheaper in Fairbanks

FAMILIARITY

- I know half the town
- Knowledge of location
- Know where stores are located
- I know the store so I know where everything is and I know they will have everything I want

ONE-STOP SHOPPING

- Just go because we have multiple things to do and get can it done in one trip
- Any other purchases that I need to tag on top of other purchases already bought
- In one outing, more time efficient or multitasking,
- Normally end up doing something else while in Fairbanks. When I go I usually just don't do shopping only

OTHER

Sales/Better sales x4
Gas/Fuel/Get gas x4
To get out of the house x2
Clothing x2
Hardware x2
Friendliness/People x2
Support local business x2
I like the stores/shopping there better x2
Air is cleaner
Ft Wainwright go and get gas
I buy gas when I'm there because it is cheaper.
Auto supplies
Banking.
Canned Goods
Swimming
Different scenery
Quality of customer service
All specialty items
More name brand products
For fun
The activities in Fairbanks
Better water quality
More leisurely
It's become part of my routine
Home improvements
Better quality
The businesses I need things from are only there.
Something different
It works for me
It is probably better if you have an number of errands to run, you can get them done better, get more done
Easy on transportation
Gas mileage
The amount we are buying
Just to get out of North Pole area and go into a larger community.
Customer service is better than North Pole
It is not North Pole

7. If you were in charge for a day and could choose to bring any store or business to open up in North Pole, what store or business would you choose?

Fred Meyer x130
Walmart x37
Target x35
Arby's x19
Costco x16
Sam's Club x11
Home Depot x7
Olive Garden x7
JC Penney x6
Chick-fil-A x6
Cabela's x5
Chili's x4
Sonic x4

Lowes x4
Buffalo Wild Wings x3
Golden Corral x3
Red Lobster x3
Kohl's x3
Dairy Queen x2
Bed, Bath and Beyond x2
Burlington Coat Factory x2
Famous Dave's x2
Outback x2
In-n-out Burger x2
Auto Zone x2
Nordstrom x2
Albertson's x2
Applebees x2
Safeway x2
Hot Topic x2
KFC
Best Buy
Carls Jr
Denny's
Cold Stone Creamery
Jack in the Box
J Crew
IKEA
Long John Silvers
McDonald's
Dave and Buster's
Dunkin Donuts
K-Mart
O'Reilly's
Bruegger's Bagels
Fedex
UPS
Food Factory
IHOP
Michael's
Papa John's
Starbucks
Sears
Macy's
Wild Flower
Rooster's
Six Flag's
True Value
Taco John's
Walgreens
TJ Maxx
Marshall's
Chuck E Cheese
TGI Fridays
Big K

NON-SPECIFIC

Grocery store/Supermarket x14
Restaurant x13
Clothing store x11
Bowling alley x9
Activity/Recreation/Community center for kids/families x8
Movie theatre x7
Hardware store x5
Department store x5
Superstore/Multistore/Box store x5
Steakhouse x5
Doctor/GP/Medical clinic x5
Mall x4
High quality/Fine dining restaurant x4
Sporting goods store x4
Gym/Health club x3
Home goods/supply store x2
Roller rink x2
Bookstore x2
Car dealership x2
Athletic clothing store x2
Auto parts store x2
Automotive/Auto repair shop x2
Gun/Gunsmithing store x2
Recreational business for entertainment
Butcher/Fishmonger
Outlet stores
Museum
Anything 24 hours
Arcade
Big Rays
Brewery
Building Supply
Clothing store for women
Computer store
Dispensary
Pizza restaurant
Gaming/hobby store
Home schooling store
Fabric store
Bakery
Indoor firing range
Lumber Yard
Pet store
Sports bar
Strip Club
Tire shop
Tobacco store
Tractor supply
Canned food store

8A. In the last 30 days, how many times have you personally purchased anything online?

	NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:	
	Count	%
None	180	35.8%
1-5	196	39.0%
6-19	98	19.6%
20+	16	3.2%
Not sure	12	2.5%

Mean = 4.1

8B. (IF ONE OR MORE...) What was the last thing you purchased online?

	LAST ITEM PURCHASED ONLINE:	
	Count	%
Food	7	2.3%
Clothing	85	27.5%
Books/Music	26	8.6%
Electronics	44	14.4%
IT & Phone	7	2.4%
Furniture & Mattress	4	1.3%
Kitchen/Bed/Bath	15	4.8%
Hardware/Tools	29	9.3%
Travel	9	3.0%
Event tickets	4	1.3%
Other	68	22.1%
Not sure	9	2.9%

OTHER

- Toys x8
- Auto parts/accessories x5
- Dog food x2
- Dog medication/supplements x2
- Movie x2
- Cosmetics/Make up x2
- Pet supplies x2
- Sporting equipment/item x2
- Health supplements/vitamins x2
- Novelty item
- Picture
- Antique barn pulley
- Backpack
- Baseball glove
- Bible
- Birthday supplies
- Books and clothing
- Business cards
- Camping stove
- Cat tree houses
- Cleaning supplies
- Clothing and music

College registration
 Computer software
 Cosmetic tins
 Dog treats
 Doll heads
 Fake hair
 Farming supplies
 Firing pin for a pistol
 Fishing reel
 Flowers
 Food and clothes
 Grow light
 CDs/DVDs.
 Holster for magazines
 LED light bar
 Lights for off road truck, reflectors and electrical parts
 Magic cards
 Medicine
 New phone case
 Office supplies
 Paper lanterns that go in the air
 Part for washing machine
 Printer ink
 Radiator
 Reptile stuff
 Seeds to grow in the ground
 Shocks for the car
 Snowmachine cover
 Tobacco
 Training course
 Uniforms for work
 Watch band

8C. (IF ONE OR MORE...) How much did you spend on this purchase?

		AMOUNT SPENT ON LAST PURCHASE:		
		Count	%	
	Less than \$50	122	41.3%	
	\$50-\$100	91	30.8%	
	More than \$100	82	27.7%	Mean = \$151
	Not sure	0	.1%	Median = \$60

The following questions are for statistical purposes only.

9A. (IF LANDLINE, THEN ASK...) Do you use a cellphone?

9B. (IF CELLPHONE, THEN ASK...) Do you have a landline telephone in your home?

9C. (IF YES TO EITHER 9A OR 9B, THEN ASK...) On which line do you conduct most of your day-to-day telephone communication, your landline or your cellphone?

LANDLINE/CELL STATUS:		
	Count	%
Land only	7	1.4%
Both - land dominant	53	10.4%
Both - cell dominant	168	33.2%
Cell only	279	55.1%

10A. What is your employment status, are you employed full-time, employed part-time or not employed in the workforce?

EMPLOYMENT STATUS:		
	Count	%
Full time	323	65.6%
Part time	48	9.8%
Not employed	121	24.6%

10B. (IF FULL TIME OR PART TIME...) Is your principal employment with a private company, a non-profit organization, for a government agency or are you self-employed?

PRINCIPAL EMPLOYER:		
	Count	%
Private company	142	38.7%
Non-profit	21	5.7%
Government	134	36.5%
Self-employed	49	13.3%
Not sure	21	5.8%

10C. (IF FULL TIME OR PART TIME...) Is your principal employment located in the Greater North Pole Area, in Fairbanks, or elsewhere?

LOCATION OF PRINCIPAL EMPLOYMENT:		
	Count	%
In North Pole	71	19.3%
In Fairbanks	211	57.6%
Elsewhere	84	23.1%

ELSEWHERE

- Eielson/Air Force Base x19
- Fort Wainwright x5
- Anchorage x4
- In the North Star Borough x3
- Just outside North Pole x3
- Salcha x3
- In between North Pole and Fairbanks x2
- North Slope/Prudhoe Bay x2
- Denali Park/Denali Borough x2
- Fort Knox
- Fox
- Glenallen
- Illinois
- In between North Pole and Eielson
- Moose Creek
- Outside of Fairbanks
- South of North Pole
- Yukon River
- Wherever needed, based in Fairbanks
- Valdez

10D. (IF NOT EMPLOYED...) Which of the following best describes you... not employed and looking for work, not employed and not looking for work, unable to work, a homemaker, a student, or retired?

NON-EMPLOYMENT TYPE:		
	Count	%
Not employed - Looking	20	16.3%
Not employed - Not looking	3	2.1%
Unable to work	11	9.3%
Homemaker	22	17.8%
Student	18	14.6%
Retired	48	39.8%

11. In what year were you born?

AGE OF RESPONDENT:		
	Count	%
18-24	72	15.1%
25-34	115	24.0%
35-44	95	19.7%
45-54	93	19.4%
55-64	69	14.3%
65+	36	7.5%

Mean = 41 years

12. Of the people currently living in your household, how many are children or adolescents aged 18 or under?

CHILDREN IN HOUSEHOLD:		
	Count	%
None	264	53.8%
One or more	226	46.2%

Mean = 1.05

13. Are you married or single?

MARITAL STATUS:		
	Count	%
Married	295	61.1%
Single	188	38.9%

14. In which of the following broad categories does your household income fall?

ANNUAL HOUSEHOLD INCOME:		
	Count	%
\$0-20,000	32	6.9%
\$20-40,000	68	15.0%
\$40-60,000	92	20.2%
\$60-80,000	54	11.8%
\$80-100,000	71	15.5%
\$100-150,000	72	15.9%
\$150,000+	43	9.4%
Not sure	24	5.3%

Median = \$69,000

15. Which one of the following best describes your race?

ETHNICITY:		
	Count	%
White	379	78.8%
Black	5	1.0%
Asian	6	1.3%
Hawaiian/Pacific Islander	14	3.0%
Native/American Indian	20	4.1%
Combination	45	9.3%
Some other race	12	2.4%

16A. (IF 99705, THEN ASK...) And finally, I've got some questions to get an idea of approximately where you live in the 99705 zip code area. Would you say you live within two miles of Downtown North Pole?

16B. (IF 16A = NO, THEN ASK...) Do you live nearer Fairbanks, within two miles of Clear Creek Park and the boundary with Fort Wainwright?

16C. (IF 16B = NO, THEN ASK...) Do you live in an area within one mile of Eielson Air Force Base?

AREA:		
	Count	%
99705 - Near Fairbanks	81	16.2%
99705 - Near North Pole	170	34.3%
99705 - Near Eielson	25	5.0%
99705 - Elsewhere	148	29.8%
99702 - Eielson	45	9.0%
99714 - Salcha	28	5.6%

17. GENDER...

GENDER OF RESPONDENT:		
	Count	%
Male	268	52.8%
Female	239	47.2%

THE FOLLOWING VARIABLE IS COMPUTED USING GENDER AND MARITAL STATUS DATA:

MARITAL STATUS BY GENDER:		
	Count	%
Married males	148	30.5%
Married females	148	30.5%
Single males	110	22.7%
Single females	79	16.3%

That completes the survey. I have a telephone number for Alaska Survey Research that you can call with any comments, compliments or complaints. Would you like the number? (907-278-4600)

Thank you very much for your help. We will let you know if you get drawn as one of the gift card winners. Goodbye.

CROSSTABULATION TABLES

Areas of North Pole

Column Percents

	AREA:						Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:							
A/B	36.3%	63.4%	63.6%	53.2%	74.6%	54.3%	56.5%
C	33.1%	21.4%	35.5%	26.3%	10.2%	19.6%	24.4%
D/F	28.4%	14.9%		18.9%	12.2%	18.6%	17.5%
Not sure	2.2%	.3%	1.0%	1.6%	3.0%	7.5%	1.7%
SPORTS AND RECREATION GRADE:							
A/B	33.5%	39.1%	62.2%	43.4%	59.7%	31.8%	42.1%
C	17.9%	28.4%	19.4%	29.1%	15.8%	25.0%	25.1%
D/F	33.6%	28.4%	17.4%	26.1%	5.3%	31.5%	26.1%
Not sure	15.1%	4.1%	1.0%	1.4%	19.2%	11.7%	6.7%
SHOPPING AND RETAIL GRADE:							
A/B	29.3%	24.4%	35.6%	17.6%	33.4%	15.5%	24.0%
C	39.4%	36.9%	36.1%	42.4%	56.1%	47.6%	41.2%
D/F	30.7%	38.5%	27.3%	40.1%	6.8%	33.1%	34.0%
Not sure	.6%	.2%	1.0%		3.7%	3.8%	.8%
LOW TAX AND COST OF LIVING GRADE:							
A/B	18.6%	21.5%	49.9%	26.2%	46.6%	2.6%	25.1%
C	50.8%	34.4%	28.6%	39.3%	29.3%	39.8%	38.1%
D/F	26.9%	38.1%	21.4%	33.6%	21.1%	34.8%	32.4%
Not sure	3.7%	6.0%		.9%	3.0%	22.8%	4.5%
ACCESS TO MEDICAL GRADE:							
A/B	37.3%	29.1%	2.9%	28.5%	19.0%	3.9%	26.6%
C	16.2%	26.3%	33.8%	23.2%	48.9%	45.5%	27.2%
D/F	40.0%	40.4%	63.4%	47.2%	15.8%	39.3%	41.2%
Not sure	6.5%	4.2%		1.1%	16.3%	11.3%	4.9%
OVERALL GRADE:							
A/B	69.0%	78.5%	93.0%	75.7%	65.3%	66.3%	75.0%
C	29.2%	11.8%	7.0%	15.2%	30.2%	19.1%	17.5%
D/F	1.2%	7.6%		8.8%	1.5%	7.2%	6.0%
Not sure	.6%	2.1%		.3%	3.0%	7.4%	1.6%
NUMBER OF GROCERY STORES:							
Too many	.4%			.9%		1.7%	.4%
About right	50.4%	43.0%	39.0%	56.1%	68.5%	46.6%	50.4%
Need more	47.8%	56.8%	61.0%	43.1%	29.8%	50.5%	48.7%
Not sure	1.4%	.2%			1.7%	1.1%	.5%
NUMBER OF HARDWARE STORES:							
Too many		.4%		1.5%			.6%
About right	69.6%	58.7%	67.7%	64.8%	29.4%	58.8%	60.1%
Need more	28.8%	40.3%	32.3%	33.5%	53.4%	40.1%	37.2%
Not sure	1.5%	.7%		.3%	17.2%	1.1%	2.2%
NUMBER OF GAS STATIONS:							
Too many	1.1%	6.7%	9.4%	6.5%		1.3%	5.0%
About right	89.2%	79.5%	82.2%	82.1%	93.0%	53.7%	81.8%
Need more	9.7%	13.8%	8.4%	10.4%	5.3%	43.9%	12.8%
Not sure				.9%	1.7%	1.1%	.5%
Total	16.2%	34.3%	5.0%	29.9%	9.0%	5.6%	100.0%

	AREA:						Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:							
Too many	6.9%	1.2%		2.4%	1.7%		2.4%
About right	69.0%	61.7%	80.6%	71.3%	49.6%	43.2%	64.6%
Need more	20.9%	36.9%	19.4%	25.3%	48.7%	48.8%	31.7%
Not sure	3.3%	.2%		1.1%		8.0%	1.4%
NUMBER OF RESTAURANTS:							
Too many	3.6%	.9%	7.5%	2.2%		1.7%	2.0%
About right	20.9%	48.4%	49.9%	47.5%	41.3%	51.3%	43.3%
Need more	74.3%	50.5%	42.6%	50.1%	57.0%	45.9%	54.2%
Not sure	1.2%	.3%		.3%	1.7%	1.1%	.6%
NUMBER OF CLOTHING STORES:							
Too many	3.3%	.1%					.6%
About right	13.4%	12.3%		10.6%	4.7%	24.3%	11.4%
Need more	82.6%	85.3%	100.0%	87.4%	81.1%	69.1%	84.9%
Not sure	.6%	2.2%		2.0%	14.2%	6.6%	3.1%
NUMBER OF HOME FURNISHINGS STORES:							
Too many	3.7%	.1%		1.3%			1.0%
About right	24.3%	21.7%		16.2%	29.9%	17.2%	19.9%
Need more	64.4%	74.3%	100.0%	79.5%	64.6%	76.7%	74.8%
Not sure	7.6%	3.8%		3.0%	5.5%	6.1%	4.3%
NUMBER OF MEDICAL PROVIDERS:							
Too many		.1%				1.1%	.1%
About right	29.0%	14.8%	14.4%	22.9%	14.9%	8.9%	19.2%
Need more	61.1%	79.4%	85.6%	73.8%	67.9%	81.4%	74.2%
Not sure	9.9%	5.7%		3.2%	17.2%	8.7%	6.6%
NUMBER OF BARS AND LIQUOR STORES:							
Too many	26.0%	16.5%	11.8%	20.3%	3.7%	14.5%	17.7%
About right	65.3%	70.6%	86.0%	65.3%	72.6%	60.2%	68.5%
Need more	5.1%	7.9%		12.9%	15.9%	10.9%	9.4%
Not sure	3.6%	5.0%	2.2%	1.5%	7.8%	14.5%	4.3%
NUMBER OF RECREATIONAL BUSINESSES:							
Too many		.6%					.2%
About right	14.4%	5.8%	3.6%	8.9%	17.2%	14.0%	9.5%
Need more	82.9%	91.5%	96.4%	89.7%	72.1%	81.4%	87.5%
Not sure	2.6%	2.1%		1.4%	10.7%	4.6%	2.8%
NUMBER OF PROFESSIONAL SERVICES:							
Too many	3.7%	.7%	2.5%	.5%			1.1%
About right	44.3%	46.6%	38.0%	41.6%	54.3%	43.3%	44.8%
Need more	45.0%	42.9%	39.6%	50.9%	23.5%	48.3%	44.0%
Not sure	7.0%	9.9%	19.9%	7.1%	22.2%	8.4%	10.1%
Total	16.2%	34.3%	5.0%	29.9%	9.0%	5.6%	100.0%

	AREA:						Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:							
None	20.4%	8.5%		5.5%	29.0%	24.1%	11.8%
1-5	39.7%	17.4%	20.2%	30.9%	49.5%	47.4%	29.8%
6-19	32.6%	21.4%	47.2%	21.1%	13.1%	18.0%	23.4%
20+	6.8%	51.1%	32.6%	40.2%	8.3%	10.5%	33.6%
Not sure	.5%	1.6%		2.3%			1.3%
MODE OF TRANSPORTATION:							
Car	98.4%	99.1%	100.0%	97.2%	100.0%	100.0%	98.5%
Bus	1.6%	.1%		.8%			.5%
Taxi		.4%		.2%			.2%
Walk		.2%					.1%
Other		.2%		1.4%			.5%
Not sure				.4%			.1%
WHOSE CAR WAS IT?							
Own car	100.0%	93.6%	75.9%	94.9%	100.0%	100.0%	94.7%
Borrowed car		1.2%		2.5%			1.2%
Got a ride		5.2%	24.1%	2.6%			4.1%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:							
None	1.2%	4.0%		3.2%	.8%	27.3%	4.1%
1-5	13.0%	16.3%	8.4%	22.8%	41.5%	20.7%	19.8%
6-19	27.1%	29.1%	67.5%	37.4%	27.4%	31.7%	33.2%
20+	58.4%	45.7%	24.1%	36.6%	30.2%	20.3%	41.2%
Not sure	.3%	4.9%					1.7%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:							
None	2.0%	4.2%	2.6%	3.4%	.8%	3.5%	3.2%
1-5	50.8%	33.7%	52.0%	34.6%	58.1%	35.0%	39.9%
6-19	36.1%	42.2%	42.8%	44.6%	32.8%	56.8%	41.9%
20+	11.1%	19.9%	2.5%	17.4%	8.3%	4.7%	15.0%
LAST FOOD AND GROCERY PURCHASE LOCATION:							
In North Pole	10.9%	46.5%	71.6%	31.1%	7.8%	23.0%	32.4%
In Fairbanks	82.2%	40.5%	16.1%	61.1%	79.8%	52.5%	56.6%
Elsewhere	5.3%	12.2%	12.3%	7.1%	12.4%	24.5%	10.2%
Not sure	1.6%	.8%		.7%			.7%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:							
Less than \$50	12.7%	17.3%	39.7%	30.2%	1.7%	7.4%	19.5%
\$50-\$100	44.1%	30.9%	26.9%	30.0%	47.5%	51.6%	35.2%
More than \$100	42.7%	44.8%	33.4%	36.6%	50.8%	36.3%	41.5%
Not sure	.4%	7.1%		3.2%		4.7%	3.7%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:							
\$0	2.0%	4.2%	2.6%	3.4%	.8%	3.5%	3.2%
\$1-\$399	25.9%	31.6%	45.6%	30.4%	14.2%	44.1%	30.2%
\$400-\$1000	41.9%	32.0%	32.0%	33.1%	42.0%	27.3%	34.6%
More than \$1000	30.1%	32.2%	19.8%	33.1%	43.0%	25.1%	32.1%
Total	16.2%	34.3%	5.0%	29.9%	9.0%	5.6%	100.0%

	AREA:						Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:							
None	33.8%	41.5%	69.0%	37.2%	47.4%	38.5%	40.7%
1-5	65.3%	50.9%	28.9%	57.9%	52.6%	59.0%	54.8%
6-19	.9%	7.4%	2.0%	5.0%		2.5%	4.4%
20+		.3%					.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:							
In North Pole	9.1%	17.9%	15.7%	12.5%	12.6%		13.1%
In Fairbanks	90.1%	73.1%	81.5%	77.8%	87.4%	70.3%	78.9%
Elsewhere	.8%	8.6%	2.8%	9.4%		29.7%	7.8%
Not sure		.3%		.3%			.2%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:							
Less than \$50	49.6%	39.0%	20.3%	36.1%	11.5%	45.8%	37.7%
\$50-\$100	33.2%	40.4%	72.2%	29.0%	66.0%	37.3%	38.2%
More than \$100	10.6%	14.2%	7.6%	24.9%	18.8%	6.2%	16.6%
Not sure	6.6%	6.5%		10.1%	3.7%	10.6%	7.5%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:							
\$0	33.8%	41.5%	69.0%	37.2%	47.4%	38.5%	40.7%
\$1-\$99	31.1%	23.0%	6.3%	31.1%	17.0%	36.1%	26.1%
\$100-\$300	29.9%	22.5%	20.3%	14.3%	27.4%	19.1%	21.4%
More than \$300	5.1%	13.1%	4.3%	17.4%	8.2%	6.3%	11.8%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:							
None	65.5%	63.4%	59.9%	54.7%	55.7%	40.5%	59.0%
1-5	31.9%	32.7%	36.4%	40.2%	40.5%	51.3%	36.7%
6-19	2.6%	3.7%	3.8%	4.9%	3.7%	8.1%	4.1%
20+		.3%		.2%			.1%
LAST BUILDING SUPPLY PURCHASE LOCATION:							
In North Pole	5.4%	33.9%	30.9%	26.1%	39.5%	18.9%	26.6%
In Fairbanks	94.6%	63.5%	69.1%	69.4%	40.2%	74.5%	68.6%
Elsewhere		1.6%		4.4%	20.3%	2.2%	4.1%
Not sure		1.0%				4.4%	.7%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:							
Less than \$50	44.1%	34.8%	30.1%	35.9%	7.5%	30.8%	33.2%
\$50-\$100	28.0%	39.1%	69.9%	31.0%	61.2%	22.0%	37.4%
More than \$100	20.7%	24.3%		32.2%	28.7%	47.3%	27.3%
Not sure	7.2%	1.8%		.9%	2.6%		2.1%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:							
\$0	65.5%	63.4%	59.9%	54.7%	55.7%	40.5%	59.0%
\$1-\$99	7.5%	17.5%	22.9%	19.8%	20.1%	16.4%	17.0%
\$100-\$300	19.2%	9.1%	13.5%	11.7%	11.4%	23.0%	12.7%
More than \$300	7.7%	10.1%	3.8%	13.7%	12.7%	20.1%	11.3%
Total	16.2%	34.3%	5.0%	29.9%	9.0%	5.6%	100.0%

	AREA:						Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:							
None	35.4%	48.1%	49.1%	48.3%	49.8%	44.6%	46.1%
1-5	62.6%	49.1%	37.5%	46.5%	20.5%	51.9%	47.5%
6-19	2.0%	2.8%	13.5%	4.8%	26.0%	3.6%	5.9%
20+				.3%	3.7%		.4%
LAST MEDICAL PURCHASE LOCATION:							
In North Pole	10.0%	26.9%	43.1%	26.7%	16.6%	23.0%	23.2%
In Fairbanks	85.8%	69.7%	56.9%	68.4%	65.5%	77.0%	71.9%
Elsewhere	4.2%	2.2%		4.1%	17.9%		4.2%
Not sure		1.2%		.8%			.7%
AMOUNT OF LAST MEDICAL PURCHASE:							
Less than \$50	60.2%	40.1%	17.2%	40.7%	10.7%	40.8%	40.6%
\$50-\$100	4.1%	13.3%	4.6%	12.0%		34.7%	10.7%
More than \$100	20.4%	22.8%	40.3%	25.4%	44.7%	16.3%	25.4%
Not sure	15.3%	23.8%	37.9%	21.9%	44.6%	8.1%	23.3%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:							
\$0	35.4%	48.1%	49.1%	48.3%	49.8%	44.6%	46.1%
\$1-\$99	48.3%	28.1%	28.1%	27.0%	5.9%	32.3%	29.3%
\$100-\$300	8.2%	15.3%	9.4%	12.7%	5.6%	5.4%	11.7%
More than \$300	8.1%	8.5%	13.5%	11.9%	38.7%	17.7%	12.9%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:							
None	16.6%	10.4%	12.2%	14.0%	2.5%	11.6%	12.0%
1-5	38.2%	55.9%	55.4%	46.3%	39.2%	63.2%	49.0%
6-19	45.0%	32.2%	32.4%	32.5%	49.4%	23.3%	35.4%
20+	.2%	1.5%		7.2%	9.0%	1.9%	3.6%
LAST RESTAURANT MEAL PURCHASE LOCATION:							
In North Pole	21.0%	34.1%	24.6%	34.5%	35.1%	20.1%	31.0%
In Fairbanks	69.7%	59.6%	46.3%	55.8%	55.7%	47.8%	58.3%
Elsewhere	9.3%	6.3%	29.1%	9.8%	9.2%	29.2%	10.5%
Not sure						2.8%	.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:							
Less than \$50	67.9%	69.8%	80.0%	66.6%	48.5%	91.7%	68.1%
\$50-\$100	30.1%	23.9%	12.5%	25.1%	34.0%	5.2%	24.7%
More than \$100	2.0%	3.9%	7.4%	5.4%	16.3%	3.1%	5.4%
Not sure		2.4%		2.9%	1.2%		1.8%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:							
\$0	16.6%	10.4%	12.2%	14.0%	2.5%	11.6%	12.0%
\$1-\$99	32.5%	31.1%	41.0%	27.7%	10.2%	43.0%	29.6%
\$100-\$300	30.3%	39.5%	21.9%	36.2%	41.8%	30.6%	35.8%
More than \$300	20.6%	19.0%	24.9%	22.1%	45.6%	14.9%	22.6%
Total	16.2%	34.3%	5.0%	29.9%	9.0%	5.6%	100.0%

	AREA:						Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:							
None	33.0%	31.9%	37.5%	35.7%	46.8%	51.2%	35.9%
1-5	34.1%	43.3%	40.3%	43.7%	28.0%	22.3%	39.2%
6-19	29.2%	14.4%	12.8%	19.0%	25.1%	24.5%	19.7%
20+	3.7%	4.5%	9.4%	1.5%		2.1%	3.2%
Not sure		5.9%					2.0%
LAST ITEM PURCHASED ONLINE:							
Food	5.5%	2.0%	3.2%	1.7%			2.3%
Clothing	35.1%	24.4%	4.6%	20.4%	60.5%	39.9%	27.5%
Books/Music	2.9%	14.6%		8.2%		11.6%	8.6%
Electronics	18.2%	14.1%	49.8%	9.1%	10.0%	6.3%	14.4%
IT & Phone		5.5%		1.6%			2.4%
Furniture & Mattress		3.0%		.9%			1.3%
Kitchen/Bed/Bath	2.3%	3.4%		8.7%		12.1%	4.8%
Hardware/Tools	6.6%	7.2%		13.6%	5.7%	24.7%	9.3%
Travel	8.4%	1.0%		3.8%			3.0%
Event tickets	6.2%			.7%			1.3%
Other	14.1%	18.3%	38.8%	30.0%	23.9%	5.4%	22.1%
Not sure	.6%	6.5%	3.6%	1.3%			2.9%
AMOUNT SPENT ON LAST PURCHASE:							
Less than \$50	31.7%	49.7%	45.3%	38.0%	47.8%	17.4%	41.3%
\$50-\$100	37.5%	14.9%	50.1%	42.0%	16.9%	55.5%	30.8%
More than \$100	30.8%	35.4%	4.6%	19.5%	35.3%	27.1%	27.7%
Not sure				.5%			.1%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:							
\$0	33.0%	33.9%	37.5%	35.7%	46.8%	51.2%	36.7%
\$1-\$99	16.0%	16.8%	26.3%	20.2%	3.3%	10.6%	16.6%
\$100-\$300	15.8%	29.2%	13.2%	21.9%	31.1%	12.6%	23.1%
More than \$300	35.2%	20.1%	23.0%	22.3%	18.8%	25.7%	23.6%
LANDLINE/CELL STATUS:							
Land only	.3%	.8%		2.3%	3.1%	1.8%	1.4%
Both - land dominant	7.7%	7.1%	.9%	13.6%	6.0%	38.7%	10.5%
Both - cell dominant	30.9%	30.7%	32.5%	40.1%	23.9%	41.3%	33.6%
Cell only	61.0%	61.4%	66.6%	44.1%	67.0%	18.3%	54.5%
EMPLOYMENT STATUS:							
Employed full-time	59.4%	62.9%	42.8%	68.7%	91.4%	63.3%	65.6%
Employed part-time	18.2%	12.5%	2.5%	6.2%	5.4%	1.8%	9.9%
Not employed - Looking		4.7%	31.1%	2.2%		2.8%	4.0%
Not employed - Not looking	.4%	.4%		.6%		2.1%	.5%
Not employed - Unable to work	2.6%	.9%	14.1%	2.3%	1.7%		2.3%
Not employed - Homemaker	8.5%	3.1%		4.4%		11.5%	4.4%
Not employed - Student	3.3%	5.8%		3.5%			3.6%
Not employed - Retired	7.5%	9.6%	9.5%	12.1%	1.4%	18.5%	9.7%
Total	16.7%	34.9%	3.1%	29.5%	11.6%	4.3%	100.0%

	AREA:						Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Col %
	Col %	Col %	Col %	Col %	Col %	Col %	
PRINCIPAL EMPLOYER:							
Private company	39.9%	44.7%	30.1%	39.4%	17.9%	43.7%	38.7%
Non-profit	5.4%	6.4%	5.8%	6.4%		10.0%	5.7%
Government	38.9%	27.2%	58.5%	31.6%	67.0%	36.1%	36.5%
Self-employed	13.1%	13.8%	5.6%	16.3%	9.5%	6.2%	13.3%
Not sure	2.6%	7.9%		6.3%	5.6%	4.0%	5.8%
LOCATION OF PRINCIPAL EMPLOYMENT:							
In North Pole	12.9%	21.8%	10.7%	23.5%	15.9%	11.5%	19.3%
In Fairbanks	66.0%	65.7%	54.8%	56.8%	35.2%	27.3%	57.6%
Elsewhere	21.2%	12.6%	34.5%	19.7%	48.9%	61.2%	23.1%
AGE OF RESPONDENT:							
18-34	29.9%	44.8%	46.9%	31.9%	57.9%	31.3%	39.1%
35-44	37.5%	13.2%	20.4%	16.1%	28.6%	9.8%	19.7%
45-54	14.5%	20.6%	15.0%	24.7%	6.8%	23.6%	19.4%
55+	18.0%	21.4%	17.6%	27.2%	6.8%	35.3%	21.8%
CHILDREN IN HOUSEHOLD:							
None	50.7%	60.2%	29.3%	54.2%	44.2%	58.6%	53.8%
One or more	49.3%	39.8%	70.7%	45.8%	55.8%	41.4%	46.2%
MARITAL STATUS:							
Married	58.0%	56.5%	56.6%	60.1%	79.5%	76.9%	61.1%
Single	42.0%	43.5%	43.4%	39.9%	20.5%	23.1%	38.9%
HOUSEHOLD INCOME:							
\$0-\$40,000	35.3%	22.8%	57.1%	13.0%	4.0%	20.4%	21.9%
\$40,000-\$100,000	30.4%	44.9%	39.3%	47.6%	89.6%	46.8%	47.5%
\$100,000+	34.0%	22.4%	2.7%	32.8%	6.4%	32.7%	25.3%
Not sure	.3%	9.8%	.9%	6.6%			5.3%
ETHNICITY OF RESPONDENT:							
White	65.3%	84.4%	88.6%	79.0%	73.4%	84.9%	78.8%
Non-white	34.7%	15.6%	11.4%	21.0%	26.6%	15.1%	21.2%
GENDER OF RESPONDENT:							
Male	44.5%	52.6%	44.6%	57.9%	58.8%	53.1%	53.1%
Female	55.5%	47.4%	55.4%	42.1%	41.2%	46.9%	46.9%
MARITAL STATUS BY GENDER:							
Married males	24.5%	27.7%	41.2%	31.0%	39.8%	38.4%	30.6%
Married females	33.5%	28.8%	15.4%	29.2%	39.7%	38.5%	30.5%
Single males	18.2%	26.7%	3.4%	26.1%	19.0%	15.6%	22.6%
Single females	23.8%	16.8%	40.0%	13.8%	1.5%	7.5%	16.3%
Total	16.3%	33.9%	5.2%	30.0%	9.3%	5.5%	100.0%

CROSSTABULATION TABLES

Areas of North Pole

Means

	AREA:						Group Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Mean
	Mean	Mean	Mean	Mean	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.11	2.63	2.67	2.41	2.94	2.47	2.50
SPORTS AND RECREATION GRADE - MEAN (0-4):	1.94	2.13	2.66	2.20	2.86	1.88	2.20
SHOPPING AND RETAIL GRADE - MEAN (0-4):	1.96	1.78	2.24	1.77	2.42	1.78	1.88
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	1.80	1.74	2.26	1.85	2.22	1.36	1.84
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.87	1.74	1.11	1.66	2.00	1.37	1.70
OVERALL GRADE - MEAN (0-4):	2.84	3.02	3.34	2.87	2.84	2.75	2.93
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	5.86	17.53	16.66	14.20	4.50	6.33	12.77
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	20.15	16.73	12.82	14.74	12.51	9.29	15.68
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	8.09	9.47	6.75	10.35	6.42	7.03	8.96
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	125.32	130.16	105.38	202.01	209.60	128.90	157.09
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	939.48	1131.79	625.26	1242.32	1132.14	900.61	1095.54
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.60	1.88	.75	1.70	1.21	1.38	1.64
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	68.70	77.56	71.89	144.02	264.59	115.73	113.93
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	126.20	143.54	53.56	222.82	232.97	101.91	165.68
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	1.18	1.13	.78	1.34	1.01	2.13	1.23

(continued)

	AREA:						Group Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Mean
	Mean	Mean	Mean	Mean	Mean	Mean	
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	102.35	290.29	69.36	219.33	164.19	180.65	210.63
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	87.63	849.91	53.07	542.27	316.81	590.89	532.17
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.12	1.18	1.57	1.43	3.96	1.49	1.53
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	127.06	146.43	102.21	192.77	325.23	262.34	172.16
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	122.54	114.07	171.15	222.90	1260.68	939.59	300.04
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	5.03	4.97	4.95	6.05	9.69	4.08	5.68
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	36.49	41.65	65.14	54.29	110.82	39.07	52.54
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	161.92	206.81	198.54	456.77	654.62	192.39	313.35
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	4.93	4.36	4.48	3.73	3.07	3.03	4.08
AMOUNT SPENT ON LAST PURCHASE - MEAN:	103.33	143.73	103.97	143.66	341.47	146.07	150.87
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	565.30	863.41	447.71	663.86	681.43	428.55	690.47
MEAN AGE OF RESPONDENT:	41.40	39.68	38.73	43.64	34.24	47.23	41.01
MEAN CHILDREN IN HOUSEHOLD:	1.25	.88	1.05	1.07	1.18	1.25	1.05

CROSSTABULATION TABLES

Areas of North Pole

Medians

	AREA:						Group Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Median
	Median	Median	Median	Median	Median	Median	
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	4.00	20.00	15.00	12.00	3.00	3.00	8.00
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	20.00	15.00	8.00	14.00	10.00	6.00	15.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	5.00	6.00	5.00	8.00	4.00	6.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	100.00	100.00	70.00	80.00	120.00	80.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	600.00	600.00	400.00	690.00	600.00	420.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.00	1.00	.00	1.00	1.00	1.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	35.00	50.00	50.00	50.00	50.00	40.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	50.00	28.00	.00	48.00	10.00	50.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	.00	.00	.00	.00	.00	1.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	50.00	50.00	80.00	60.00	55.00	100.00	55.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	.00	.00	.00	.00	.00	20.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.00	1.00	1.00	1.00	1.00	1.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	30.00	40.00	150.00	40.00	300.00	50.00	40.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	12.00	7.00	5.00	8.00	60.00	10.00	10.00

(continued)

	AREA:						Group Total
	99705 - near Fairbanks	99705 - near North Pole	99705 - near Eielson	99705 - elsewhere	99702 - Eielson	99714 - Salcha	Median
	Median	Median	Median	Median	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	5.00	4.00	2.00	3.00	10.00	3.00	4.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	30.00	33.00	20.00	33.00	50.00	30.00	33.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	100.00	120.00	84.00	120.00	300.00	72.00	120.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	3.00	2.00	1.00	2.00	2.00	.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEAN:	60.00	50.00	50.00	60.00	80.00	80.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	100.00	90.00	40.00	70.00	80.00	.00	68.00

CROSSTABULATION TABLES

Employment Status

Column Percents

	EMPLOYMENT STATUS:			Total
	Full time	Part time	Not employed	Col %
	Col %	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:				
A/B	58.8%	57.8%	51.3%	56.9%
C	23.6%	26.1%	25.0%	24.2%
D/F	16.2%	14.2%	21.5%	17.3%
Not sure	1.4%	2.0%	2.2%	1.6%
SPORTS AND RECREATION GRADE:				
A/B	39.0%	51.9%	46.5%	42.1%
C	24.1%	33.5%	25.1%	25.3%
D/F	29.0%	9.6%	24.0%	25.8%
Not sure	7.9%	4.9%	4.4%	6.8%
SHOPPING AND RETAIL GRADE:				
A/B	24.2%	21.3%	24.4%	24.0%
C	43.1%	24.4%	43.1%	41.3%
D/F	31.8%	54.2%	31.9%	34.0%
Not sure	.9%		.6%	.7%
LOW TAX AND COST OF LIVING GRADE:				
A/B	24.6%	20.5%	28.5%	25.1%
C	39.5%	38.4%	35.0%	38.3%
D/F	31.7%	27.5%	34.9%	32.1%
Not sure	4.3%	13.6%	1.6%	4.6%
ACCESS TO MEDICAL GRADE:				
A/B	25.1%	42.0%	25.6%	26.9%
C	27.7%	24.3%	26.9%	27.1%
D/F	42.1%	24.4%	45.0%	41.1%
Not sure	5.1%	9.4%	2.5%	4.9%
OVERALL GRADE:				
A/B	74.6%	70.6%	79.1%	75.4%
C	18.0%	21.0%	15.2%	17.6%
D/F	5.6%	7.4%	4.4%	5.5%
Not sure	1.8%	1.0%	1.2%	1.5%
NUMBER OF GROCERY STORES:				
Too many	.5%	1.0%		.4%
About right	49.1%	47.0%	54.9%	50.3%
Need more	50.2%	52.0%	43.8%	48.8%
Not sure	.2%		1.3%	.4%
NUMBER OF HARDWARE STORES:				
Too many	.9%			.6%
About right	59.8%	68.3%	58.5%	60.3%
Need more	36.7%	30.1%	40.1%	36.9%
Not sure	2.5%	1.6%	1.4%	2.2%
NUMBER OF GAS STATIONS:				
Too many	5.2%	4.3%	3.8%	4.8%
About right	84.0%	60.8%	85.2%	82.0%
Need more	10.4%	35.0%	10.3%	12.8%
Not sure	.4%		.6%	.4%
Total	65.6%	9.8%	24.6%	100.0%

	EMPLOYMENT STATUS:			Total
	Full time	Part time	Not employed	Col %
	Col %	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:				
Too many	2.8%	3.9%	.8%	2.4%
About right	66.8%	53.5%	63.5%	64.7%
Need more	29.6%	40.2%	33.5%	31.6%
Not sure	.8%	2.5%	2.2%	1.3%
NUMBER OF RESTAURANTS:				
Too many	1.7%	1.0%	3.5%	2.1%
About right	42.8%	22.7%	52.7%	43.2%
Need more	55.1%	76.3%	42.9%	54.2%
Not sure	.4%		1.0%	.5%
NUMBER OF CLOTHING STORES:				
Too many	.9%			.6%
About right	12.0%	11.3%	9.8%	11.4%
Need more	83.9%	85.4%	87.6%	84.9%
Not sure	3.2%	3.3%	2.7%	3.1%
NUMBER OF HOME FURNISHINGS STORES:				
Too many	1.4%		.6%	1.1%
About right	21.3%	16.6%	17.3%	19.9%
Need more	74.2%	71.5%	77.5%	74.8%
Not sure	3.0%	11.9%	4.6%	4.3%
NUMBER OF MEDICAL PROVIDERS:				
Too many	.1%			.0%
About right	22.3%	16.6%	11.9%	19.2%
Need more	70.9%	70.7%	84.3%	74.2%
Not sure	6.7%	12.7%	3.8%	6.6%
NUMBER OF BARS AND LIQUOR STORES:				
Too many	16.2%	22.6%	18.7%	17.5%
About right	69.1%	65.9%	68.3%	68.6%
Need more	11.7%	7.2%	4.9%	9.6%
Not sure	3.0%	4.4%	8.1%	4.4%
NUMBER OF RECREATIONAL BUSINESSES:				
Too many	.2%			.1%
About right	9.8%	8.2%	9.1%	9.5%
Need more	87.0%	90.8%	87.9%	87.6%
Not sure	3.0%	1.0%	2.9%	2.8%
NUMBER OF PROFESSIONAL SERVICES:				
Too many	1.6%		.2%	1.1%
About right	49.3%	45.0%	33.1%	44.9%
Need more	40.0%	44.7%	54.1%	43.9%
Not sure	9.1%	10.3%	12.6%	10.1%
Total	65.6%	9.8%	24.6%	100.0%

	EMPLOYMENT STATUS:			Total
	Full time	Part time	Not employed	Col %
	Col %	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:				
None	11.9%	11.1%	12.4%	12.0%
1-5	27.7%	30.2%	34.8%	29.7%
6-19	22.6%	33.4%	22.2%	23.5%
20+	36.4%	24.4%	29.3%	33.5%
Not sure	1.4%	.9%	1.3%	1.3%
MODE OF TRANSPORTATION:				
Car	98.9%	99.3%	97.5%	98.6%
Bus	.4%		1.2%	.5%
Taxi	.2%		.3%	.2%
Walk		.7%		.1%
Other	.3%		1.0%	.5%
Not sure	.2%			.1%
WHOSE CAR WAS IT?				
Own car	97.8%	84.4%	90.3%	94.6%
Borrowed car	1.2%		1.7%	1.2%
Got a ride	1.0%	15.6%	8.0%	4.2%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:				
None	3.7%		6.5%	4.1%
1-5	17.7%	8.4%	30.0%	19.8%
6-19	29.9%	18.9%	47.2%	33.1%
20+	48.3%	58.4%	15.7%	41.3%
Not sure	.3%	14.2%	.6%	1.8%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:				
None	3.0%		5.1%	3.2%
1-5	37.4%	42.3%	45.0%	39.8%
6-19	42.2%	50.5%	37.5%	41.8%
20+	17.4%	7.2%	12.4%	15.1%
LAST FOOD AND GROCERY PURCHASE LOCATION:				
In North Pole	31.0%	13.6%	44.0%	32.3%
In Fairbanks	57.7%	84.5%	41.6%	56.6%
Elsewhere	10.4%	1.9%	13.5%	10.3%
Not sure	.8%		.9%	.8%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:				
Less than \$50	17.7%	19.4%	24.3%	19.4%
\$50-\$100	33.3%	26.2%	43.4%	35.0%
More than \$100	47.8%	40.2%	26.6%	41.9%
Not sure	1.3%	14.3%	5.7%	3.7%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:				
\$0	3.0%		5.1%	3.2%
\$1-\$399	23.7%	38.9%	41.6%	29.6%
\$400-\$1000	36.7%	26.8%	33.7%	35.0%
More than \$1000	36.6%	34.3%	19.6%	32.2%
Total	65.6%	9.8%	24.6%	100.0%

	EMPLOYMENT STATUS:			Total
	Full time	Part time	Not employed	Col %
	Col %	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:				
None	39.1%	38.1%	46.3%	40.8%
1-5	56.8%	55.7%	48.8%	54.7%
6-19	3.9%	6.2%	5.0%	4.4%
20+	.1%			.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:				
In North Pole	13.6%	5.5%	14.9%	13.1%
In Fairbanks	77.5%	90.6%	77.4%	78.8%
Elsewhere	8.9%	4.0%	6.8%	7.9%
Not sure			.9%	.2%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:				
Less than \$50	36.4%	41.0%	39.6%	37.6%
\$50-\$100	37.5%	47.1%	37.9%	38.6%
More than \$100	18.5%	11.1%	13.3%	16.6%
Not sure	7.6%	.9%	9.2%	7.3%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:				
\$0	39.1%	38.1%	46.3%	40.8%
\$1-\$99	26.3%	19.6%	27.6%	25.9%
\$100-\$300	21.9%	31.1%	16.7%	21.5%
More than \$300	12.7%	11.2%	9.5%	11.8%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:				
None	54.7%	78.9%	62.5%	59.0%
1-5	40.5%	19.4%	33.7%	36.7%
6-19	4.7%	1.7%	3.8%	4.2%
20+	.2%			.1%
LAST BUILDING SUPPLY PURCHASE LOCATION:				
In North Pole	25.0%	46.0%	28.4%	26.8%
In Fairbanks	68.6%	54.0%	70.8%	68.3%
Elsewhere	5.5%		.8%	4.2%
Not sure	1.0%			.7%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:				
Less than \$50	25.3%	61.9%	50.4%	32.9%
\$50-\$100	39.9%	29.9%	30.3%	37.2%
More than \$100	31.9%	8.2%	19.3%	27.8%
Not sure	3.0%			2.1%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:				
\$0	54.7%	78.9%	62.5%	59.0%
\$1-\$99	17.1%	12.4%	17.5%	16.8%
\$100-\$300	13.6%	6.0%	13.7%	12.8%
More than \$300	14.6%	2.7%	6.3%	11.4%
Total	65.6%	9.8%	24.6%	100.0%

	EMPLOYMENT STATUS:			Total
	Full time	Part time	Not employed	Col %
	Col %	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:				
None	47.2%	48.1%	42.0%	46.0%
1-5	45.4%	45.8%	54.1%	47.6%
6-19	6.9%	6.1%	3.5%	6.0%
20+	.5%		.4%	.4%
LAST MEDICAL PURCHASE LOCATION:				
In North Pole	21.4%	7.2%	32.6%	23.0%
In Fairbanks	72.8%	92.8%	62.8%	72.1%
Elsewhere	4.8%		4.6%	4.3%
Not sure	1.0%			.7%
AMOUNT OF LAST MEDICAL PURCHASE:				
Less than \$50	38.6%	40.8%	46.6%	40.9%
\$50-\$100	11.0%	8.1%	10.3%	10.5%
More than \$100	28.4%	27.4%	17.3%	25.4%
Not sure	22.1%	23.7%	25.8%	23.2%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:				
\$0	47.2%	48.1%	42.0%	46.0%
\$1-\$99	24.6%	32.1%	41.4%	29.5%
\$100-\$300	13.1%	6.4%	8.8%	11.4%
More than \$300	15.1%	13.3%	7.8%	13.1%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:				
None	8.8%	23.2%	15.6%	11.9%
1-5	47.2%	41.1%	55.8%	48.7%
6-19	39.9%	34.5%	25.4%	35.8%
20+	4.1%	1.2%	3.3%	3.6%
LAST RESTAURANT MEAL PURCHASE LOCATION:				
In North Pole	30.3%	30.4%	33.5%	31.0%
In Fairbanks	58.2%	68.4%	55.5%	58.4%
Elsewhere	11.3%	1.2%	11.0%	10.4%
Not sure	.2%			.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:				
Less than \$50	64.3%	80.2%	74.3%	68.1%
\$50-\$100	28.2%	16.3%	17.2%	24.6%
More than \$100	5.4%	2.8%	6.9%	5.5%
Not sure	2.0%	.7%	1.6%	1.8%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:				
\$0	8.8%	23.2%	15.6%	11.9%
\$1-\$99	24.2%	29.6%	42.7%	29.3%
\$100-\$300	41.4%	41.9%	18.8%	35.9%
More than \$300	25.6%	5.4%	22.9%	22.9%
Total	65.6%	9.8%	24.6%	100.0%

	EMPLOYMENT STATUS:			Total
	Full time	Part time	Not employed	Col %
	Col %	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:				
None	30.9%	43.9%	46.0%	35.9%
1-5	41.1%	28.6%	37.2%	38.9%
6-19	23.7%	11.2%	13.3%	19.9%
20+	3.3%	2.7%	3.3%	3.2%
Not sure	1.0%	13.6%	.2%	2.1%
LAST ITEM PURCHASED ONLINE:				
Food	1.6%	2.1%	5.1%	2.4%
Clothing	28.3%	26.2%	24.7%	27.4%
Books/Music	7.5%	1.3%	15.2%	8.7%
Electronics	14.1%	5.9%	19.2%	14.6%
IT & Phone	1.3%	19.2%	.9%	2.4%
Furniture & Mattress	1.3%	3.9%	.5%	1.3%
Kitchen/Bed/Bath	4.7%	3.2%	5.7%	4.8%
Hardware/Tools	8.8%		13.1%	9.1%
Travel	3.9%		1.1%	3.1%
Event tickets	.3%	16.4%		1.3%
Other	25.1%	21.9%	12.9%	22.3%
Not sure	3.0%		1.5%	2.5%
AMOUNT SPENT ON LAST PURCHASE:				
Less than \$50	38.4%	77.0%	40.0%	41.5%
\$50-\$100	30.2%	11.6%	38.2%	30.6%
More than \$100	31.2%	11.3%	21.8%	27.7%
Not sure	.2%			.1%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:				
\$0	31.2%	50.8%	46.1%	36.6%
\$1-\$99	15.9%	12.6%	18.7%	16.3%
\$100-\$300	24.5%	26.5%	19.6%	23.5%
More than \$300	28.3%	10.0%	15.6%	23.6%
LANDLINE/CELL STATUS:				
Land only	.2%	.6%	4.6%	1.3%
Both - land dominant	6.3%	3.0%	23.2%	10.1%
Both - cell dominant	33.1%	38.1%	31.5%	33.2%
Cell only	60.4%	58.3%	40.8%	55.4%
EMPLOYMENT STATUS:				
Employed full-time	100.0%			65.6%
Employed part-time		100.0%		9.8%
Not employed - Looking			16.3%	4.0%
Not employed - Not looking			2.1%	.5%
Not employed - Unable to work			9.3%	2.3%
Not employed - Homemaker			17.8%	4.4%
Not employed - Student			14.6%	3.6%
Not employed - Retired			39.8%	9.8%
Total	86.8%	13.2%		100.0%

	EMPLOYMENT STATUS:			Total
	Full time	Part time	Not employed	Col %
	Col %	Col %	Col %	
PRINCIPAL EMPLOYER:				
Private company	38.0%	43.5%		38.7%
Non-profit	4.6%	13.1%		5.7%
Government	38.5%	22.8%		36.5%
Self-employed	14.4%	6.0%		13.3%
Not sure	4.5%	14.6%		5.8%
LOCATION OF PRINCIPAL EMPLOYMENT:				
In North Pole	19.7%	16.6%		19.3%
In Fairbanks	55.0%	75.0%		57.6%
Elsewhere	25.3%	8.4%		23.1%
AGE OF RESPONDENT:				
18-34	41.3%	35.4%	34.3%	39.1%
35-44	23.3%	26.4%	7.5%	19.8%
45-54	22.1%	20.4%	12.2%	19.6%
55+	13.3%	17.8%	46.0%	21.5%
CHILDREN IN HOUSEHOLD:				
None	51.3%	51.3%	61.3%	53.8%
One or more	48.7%	48.7%	38.7%	46.2%
MARITAL STATUS:				
Married	67.6%	28.4%	56.2%	60.9%
Single	32.4%	71.6%	43.8%	39.1%
HOUSEHOLD INCOME:				
\$0-\$40,000	10.8%	34.2%	45.4%	21.6%
\$40,000-\$100,000	52.7%	43.0%	36.2%	47.7%
\$100,000+	35.1%	5.7%	7.7%	25.4%
Not sure	1.5%	17.1%	10.8%	5.3%
ETHNICITY OF RESPONDENT:				
White	77.3%	82.0%	81.0%	78.7%
Non-white	22.7%	18.0%	19.0%	21.3%
GENDER OF RESPONDENT:				
Male	62.7%	30.0%	37.5%	53.3%
Female	37.3%	70.0%	62.5%	46.7%
MARITAL STATUS BY GENDER:				
Married males	39.6%	2.3%	17.2%	30.5%
Married females	27.9%	26.1%	39.0%	30.4%
Single males	22.7%	27.1%	20.9%	22.7%
Single females	9.7%	44.5%	22.9%	16.4%
AREA:				
99705 - near Fairbanks	14.9%	30.5%	15.0%	16.5%
99705 - near North Pole	33.0%	43.7%	34.5%	34.5%
99705 - near Eielson	3.3%	1.3%	11.3%	5.1%
99705 - elsewhere	31.1%	18.6%	30.3%	29.7%
99702 - Eielson	12.4%	4.9%	1.1%	8.9%
99714 - Salcha	5.2%	1.0%	7.7%	5.4%
Total	65.6%	9.9%	24.5%	100.0%

CROSSTABULATION TABLES

Employment Status

Means

	EMPLOYMENT STATUS:			Group Total
	Full time	Part time	Not employed	Mean
	Mean	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.55	2.55	2.36	2.50
SPORTS AND RECREATION GRADE - MEAN (0-4):	2.09	2.61	2.33	2.20
SHOPPING AND RETAIL GRADE - MEAN (0-4):	1.91	1.56	1.93	1.88
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	1.86	1.85	1.82	1.85
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.66	2.12	1.68	1.71
OVERALL GRADE - MEAN (0-4):	2.93	2.79	3.02	2.94
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	13.48	11.46	11.36	12.76
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	17.13	20.62	10.21	15.71
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	9.51	7.86	7.99	8.97
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	181.39	113.94	109.83	158.43
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	1266.95	753.12	808.76	1103.66
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.70	1.78	1.44	1.64
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	130.03	70.19	69.93	110.20
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	197.69	111.96	97.35	164.57

(continued)

	EMPLOYMENT STATUS:			Group Total
	Full time	Part time	Not employed	Mean
	Mean	Mean	Mean	
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	1.30	.47	1.34	1.23
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	216.74	48.07	240.26	213.55
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	506.18	43.87	826.95	539.53
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.59	1.80	1.28	1.54
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	186.78	111.56	159.25	172.49
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	301.45	337.86	295.77	303.64
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	6.33	4.71	4.49	5.72
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	52.39	31.11	61.93	52.80
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	287.87	132.55	467.75	316.81
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	4.65	3.51	2.89	4.11
AMOUNT SPENT ON LAST PURCHASE - MEAN:	179.17	53.98	93.25	151.23
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	917.73	207.66	290.85	698.79
MEAN AGE OF RESPONDENT:	39.03	39.11	46.97	40.93
MEAN CHILDREN IN HOUSEHOLD:	1.05	.86	1.13	1.05

CROSSTABULATION TABLES

Employment Status

Medians

	EMPLOYMENT STATUS:			Group Total
	Full time	Part time	Not employed	Median
	Median	Median	Median	
MEDIAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	10.00	8.00	7.00	8.00
MEDIAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	15.00	20.00	8.00	15.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEDIAN:	6.00	7.00	5.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEDIAN:	100.00	100.00	80.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEDIAN:	675.00	460.00	500.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEDIAN:	50.00	50.00	50.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEDIAN:	44.00	30.00	25.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEDIAN:	60.00	20.00	45.00	55.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEDIAN:	.00	.00	.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEDIAN:	50.00	40.00	35.00	40.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEDIAN:	10.00	3.00	30.00	10.00

(continued)

	EMPLOYMENT STATUS:			Group Total
	Full time	Part time	Not employed	Median
	Median	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEDIAN:	5.00	4.00	2.00	4.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEDIAN:	40.00	25.00	30.00	33.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEDIAN:	160.00	90.00	66.00	120.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEDIAN:	2.00	.00	1.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEDIAN:	60.00	35.00	65.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEDIAN:	105.00	.00	38.00	70.00

CROSSTABULATION TABLES

Principal Employer

Column Percents

	PRINCIPAL EMPLOYER:					Total
	Private company	Non-profit	Government	Self-employed	Not sure	Col %
	Col %	Col %	Col %	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:						
A/B	46.2%	59.5%	69.8%	55.3%	76.8%	58.5%
C	34.8%	19.1%	14.1%	23.9%	19.5%	24.0%
D/F	17.3%	21.4%	14.3%	19.9%	3.7%	16.0%
Not sure	1.8%		1.8%	.9%		1.5%
SPORTS AND RECREATION GRADE:						
A/B	46.9%	33.4%	45.8%	13.6%	26.2%	40.1%
C	24.8%	43.9%	22.1%	34.0%	15.6%	25.6%
D/F	22.9%	19.4%	24.3%	43.8%	35.1%	26.7%
Not sure	5.3%	3.4%	7.8%	8.5%	23.2%	7.6%
SHOPPING AND RETAIL GRADE:						
A/B	25.3%	26.7%	23.9%	13.8%	23.2%	23.2%
C	41.0%	37.7%	44.2%	41.1%	25.6%	41.1%
D/F	32.5%	35.7%	31.3%	45.0%	49.5%	34.9%
Not sure	1.2%		.6%		1.7%	.8%
LOW TAX AND COST OF LIVING GRADE:						
A/B	19.5%	32.0%	29.0%	16.5%	22.2%	23.4%
C	40.1%	35.5%	41.0%	39.6%	33.5%	39.7%
D/F	30.1%	32.5%	28.5%	36.3%	44.2%	31.3%
Not sure	10.3%		1.5%	7.6%		5.6%
ACCESS TO MEDICAL GRADE:						
A/B	33.7%	35.6%	21.1%	30.2%	12.2%	27.5%
C	26.0%	15.7%	31.6%	17.4%	31.1%	26.6%
D/F	36.0%	32.8%	41.7%	44.1%	56.7%	40.2%
Not sure	4.3%	16.0%	5.6%	8.3%		5.7%
OVERALL GRADE:						
A/B	72.5%	80.6%	79.3%	68.1%	57.5%	74.0%
C	17.1%	17.4%	17.6%	22.9%	25.3%	18.6%
D/F	9.2%	2.1%	2.1%	9.0%	1.7%	5.8%
Not sure	1.2%		.9%		15.5%	1.7%
NUMBER OF GROCERY STORES:						
Too many			.4%	3.3%		.6%
About right	51.4%	32.4%	52.1%	48.6%	33.6%	49.2%
Need more	48.1%	67.6%	47.6%	48.1%	66.4%	50.1%
Not sure	.4%					.2%
NUMBER OF HARDWARE STORES:						
Too many	.5%		.7%	2.7%		.8%
About right	65.8%	55.2%	61.1%	59.4%	45.3%	61.4%
Need more	32.3%	44.8%	33.1%	38.0%	54.7%	35.3%
Not sure	1.5%		5.1%			2.4%
NUMBER OF GAS STATIONS:						
Too many	4.8%	1.3%	4.9%	10.9%		5.2%
About right	75.2%	56.2%	88.4%	79.6%	96.7%	80.8%
Need more	20.1%	42.6%	6.6%	6.9%	3.3%	13.7%
Not sure				2.7%		.4%
Total	38.7%	5.7%	36.5%	13.3%	5.8%	100.0%

	PRINCIPAL EMPLOYER:					Total
	Private company	Non- profit	Governmen t	Self- employed	Not sure	Col %
	Col %	Col %	Col %	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:						
Too many	3.5%		1.6%	4.3%	7.6%	3.0%
About right	57.7%	45.2%	70.0%	75.3%	75.9%	64.9%
Need more	37.1%	54.8%	28.1%	18.5%	16.5%	31.1%
Not sure	1.7%		.4%	1.9%		1.0%
NUMBER OF RESTAURANTS:						
Too many	2.7%		.4%	3.1%		1.6%
About right	38.4%	11.6%	43.2%	57.6%	25.6%	40.4%
Need more	58.9%	86.4%	55.8%	39.2%	74.4%	57.6%
Not sure		2.1%	.7%			.4%
NUMBER OF CLOTHING STORES:						
Too many	1.9%			.5%		.8%
About right	14.3%	24.6%	7.3%	16.8%	1.7%	11.9%
Need more	83.8%	75.4%	86.3%	82.7%	82.8%	84.0%
Not sure			6.5%		15.5%	3.3%
NUMBER OF HOME FURNISHINGS STORES:						
Too many	1.9%			3.8%		1.2%
About right	22.8%	25.2%	21.0%	17.4%	7.6%	20.7%
Need more	69.2%	57.9%	77.9%	75.4%	92.4%	73.9%
Not sure	6.1%	16.9%	1.2%	3.4%		4.2%
NUMBER OF MEDICAL PROVIDERS:						
Too many				.5%		.1%
About right	28.2%	22.3%	19.0%	14.6%	10.6%	21.7%
Need more	66.8%	71.7%	70.5%	79.4%	89.4%	71.4%
Not sure	5.0%	6.0%	10.5%	5.6%		6.8%
NUMBER OF BARS AND LIQUOR STORES:						
Too many	14.2%	14.5%	16.0%	20.2%	28.5%	16.5%
About right	74.2%	73.7%	71.4%	61.2%	36.3%	69.2%
Need more	9.4%	11.7%	8.7%	17.2%	22.7%	11.1%
Not sure	2.2%		4.0%	1.4%	12.6%	3.2%
NUMBER OF RECREATIONAL BUSINESSES:						
Too many			.4%			.2%
About right	10.9%	8.0%	9.9%	6.4%	7.6%	9.6%
Need more	86.6%	92.0%	89.1%	81.9%	92.4%	87.5%
Not sure	2.6%		.5%	11.7%		2.7%
NUMBER OF PROFESSIONAL SERVICES:						
Too many	3.1%			1.7%		1.4%
About right	50.2%	49.4%	44.7%	62.0%	23.8%	48.2%
Need more	38.0%	33.7%	45.8%	30.9%	62.0%	41.0%
Not sure	8.7%	16.9%	9.5%	5.4%	14.2%	9.4%
Total	38.7%	5.7%	36.5%	13.3%	5.8%	100.0%

	PRINCIPAL EMPLOYER:					Total
	Private company	Non-profit	Government	Self-employed	Not sure	Col %
	Col %	Col %	Col %	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:						
None	16.1%		5.5%	15.1%	29.3%	11.9%
1-5	23.4%	66.8%	32.4%	22.0%	12.6%	28.3%
6-19	23.3%	12.3%	27.8%	15.8%	23.8%	23.3%
20+	35.5%	20.9%	33.4%	44.4%	34.4%	35.0%
Not sure	1.7%		.9%	2.7%		1.4%
MODE OF TRANSPORTATION:						
Car	98.9%	100.0%	99.6%	95.9%	100.0%	98.9%
Bus				2.7%		.3%
Taxi	.5%					.2%
Walk	.3%					.1%
Other	.4%			1.3%		.3%
Not sure			.4%			.2%
WHOSE CAR WAS IT?						
Own car	90.3%	100.0%	100.0%	100.0%	89.4%	95.9%
Borrowed car	2.9%					1.1%
Got a ride	6.7%				10.6%	3.0%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:						
None	4.1%	8.3%	.7%	.6%	15.2%	3.3%
1-5	14.4%	13.1%	17.8%	21.4%	15.1%	16.5%
6-19	24.4%	25.7%	35.0%	33.4%	10.6%	28.7%
20+	52.3%	52.9%	45.7%	44.6%	59.1%	49.3%
Not sure	4.8%		.8%			2.2%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:						
None		3.1%	1.8%	.6%	17.2%	1.9%
1-5	44.5%	49.9%	34.3%	30.4%	29.2%	38.3%
6-19	39.2%	40.5%	48.4%	46.9%	38.1%	43.6%
20+	16.3%	6.5%	15.5%	22.1%	15.5%	16.2%
LAST FOOD AND GROCERY PURCHASE LOCATION:						
In North Pole	29.0%	32.5%	29.6%	28.7%	12.6%	28.6%
In Fairbanks	62.6%	67.5%	57.3%	57.5%	87.4%	61.5%
Elsewhere	7.0%		12.5%	13.9%		9.2%
Not sure	1.4%		.5%			.7%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:						
Less than \$50	18.3%	14.2%	16.0%	21.6%	20.6%	17.8%
\$50-\$100	28.7%	12.9%	34.1%	41.4%	43.5%	32.3%
More than \$100	46.6%	71.9%	49.6%	34.5%	35.9%	46.9%
Not sure	6.4%	1.0%	.3%	2.5%		3.0%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:						
\$0		3.1%	1.8%	.6%	17.2%	1.9%
\$1-\$399	27.4%	27.2%	21.8%	26.8%	37.3%	25.8%
\$400-\$1000	36.5%	29.5%	39.3%	32.1%	20.2%	35.6%
More than \$1000	36.1%	40.1%	37.2%	40.5%	25.4%	36.7%
Total	38.7%	5.7%	36.5%	13.3%	5.8%	100.0%

	PRINCIPAL EMPLOYER:					Total
	Private company	Non-profit	Government	Self-employed	Not sure	Col %
	Col %	Col %	Col %	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:						
None	32.8%	25.5%	44.9%	42.6%	40.1%	38.5%
1-5	66.3%	69.0%	50.5%	49.6%	42.5%	57.1%
6-19	.6%	5.5%	4.5%	7.8%	17.4%	4.2%
20+	.3%					.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:						
In North Pole	19.9%	2.8%	10.7%	2.2%	3.4%	12.6%
In Fairbanks	69.0%	89.5%	80.5%	96.8%	96.6%	79.2%
Elsewhere	11.2%	7.7%	8.8%	.9%		8.2%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:						
Less than \$50	31.3%	29.6%	44.3%	41.2%	39.6%	37.1%
\$50-\$100	44.4%	36.7%	38.1%	12.2%	60.4%	38.9%
More than \$100	15.9%	33.7%	16.6%	23.4%		17.3%
Not sure	8.4%		1.1%	23.2%		6.7%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:						
\$0	32.8%	25.5%	44.9%	42.6%	40.1%	38.5%
\$1-\$99	31.8%	25.2%	20.1%	24.5%	22.2%	25.6%
\$100-\$300	19.9%	22.6%	26.6%	18.4%	34.4%	23.2%
More than \$300	15.5%	26.7%	8.3%	14.5%	3.3%	12.7%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:						
None	60.6%	65.2%	59.6%	35.2%	70.2%	57.7%
1-5	36.5%	32.7%	39.0%	44.2%	29.8%	37.8%
6-19	2.9%	2.1%	1.4%	19.6%		4.3%
20+				1.0%		.1%
LAST BUILDING SUPPLY PURCHASE LOCATION:						
In North Pole	29.3%	18.2%	31.1%	10.0%	47.3%	26.2%
In Fairbanks	61.0%	81.8%	68.9%	77.2%	52.7%	67.7%
Elsewhere	7.2%			12.7%		5.2%
Not sure	2.5%					.9%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:						
Less than \$50	39.4%	45.4%	20.6%	9.4%	54.1%	27.6%
\$50-\$100	26.5%	28.9%	50.7%	48.4%	25.1%	39.5%
More than \$100	32.1%	25.7%	27.8%	35.7%	11.0%	30.2%
Not sure	2.0%		1.0%	6.5%	9.9%	2.8%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:						
\$0	60.6%	65.2%	59.6%	35.2%	70.2%	57.7%
\$1-\$99	15.4%	14.5%	17.9%	13.0%	26.5%	16.6%
\$100-\$300	11.8%	13.5%	11.9%	22.7%		12.7%
More than \$300	12.2%	6.8%	10.6%	29.1%	3.3%	13.0%
Total	38.7%	5.7%	36.5%	13.3%	5.8%	100.0%

	PRINCIPAL EMPLOYER:					Total
	Private company	Non-profit	Government	Self-employed	Not sure	Col %
	Col %	Col %	Col %	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:						
None	55.2%	51.7%	38.2%	43.9%	49.2%	46.9%
1-5	43.2%	46.2%	47.0%	52.8%	38.0%	45.7%
6-19	.4%	2.1%	14.8%	3.3%	12.8%	6.9%
20+	1.2%					.5%
LAST MEDICAL PURCHASE LOCATION:						
In North Pole	16.8%	17.2%	26.7%	9.1%	5.8%	19.3%
In Fairbanks	82.4%	72.0%	69.0%	73.8%	94.2%	75.6%
Elsewhere	.8%	4.3%	3.0%	17.1%		4.2%
Not sure		6.5%	1.3%			.9%
AMOUNT OF LAST MEDICAL PURCHASE:						
Less than \$50	46.3%	30.3%	29.7%	47.7%	53.5%	39.0%
\$50-\$100	12.6%	27.0%	9.0%	8.4%		10.4%
More than \$100	32.8%	30.7%	19.8%	38.6%	40.7%	28.3%
Not sure	8.2%	12.0%	41.5%	5.3%	5.8%	22.3%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:						
\$0	55.2%	51.7%	38.2%	43.9%	49.2%	46.9%
\$1-\$99	20.6%	20.4%	31.1%	27.7%	28.5%	25.8%
\$100-\$300	16.0%	12.2%	12.1%	6.9%	1.7%	12.3%
More than \$300	8.3%	15.7%	18.5%	21.5%	20.7%	14.9%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:						
None	16.1%	7.7%	3.9%	13.0%	16.8%	10.8%
1-5	46.2%	54.3%	46.0%	36.6%	58.3%	46.0%
6-19	36.2%	38.0%	48.5%	31.2%	24.9%	39.4%
20+	1.5%		1.6%	19.2%		3.7%
LAST RESTAURANT MEAL PURCHASE LOCATION:						
In North Pole	31.7%	8.5%	31.7%	29.3%	39.7%	30.5%
In Fairbanks	58.7%	86.6%	55.7%	56.9%	60.3%	59.0%
Elsewhere	9.6%	4.9%	12.5%	12.2%		10.3%
Not sure				1.6%		.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:						
Less than \$50	65.1%	68.1%	68.1%	64.3%	72.3%	66.8%
\$50-\$100	27.6%	27.8%	25.6%	29.2%	27.7%	27.0%
More than \$100	4.7%	3.1%	6.3%	5.9%		5.2%
Not sure	2.5%	1.1%		.6%		1.1%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:						
\$0	16.1%	7.7%	3.9%	13.0%	16.8%	10.8%
\$1-\$99	26.7%	29.2%	21.9%	16.1%	37.8%	24.3%
\$100-\$300	35.5%	43.1%	49.0%	43.5%	34.6%	41.9%
More than \$300	21.7%	20.0%	25.3%	27.4%	10.8%	23.0%
Total	38.7%	5.7%	36.5%	13.3%	5.8%	100.0%

	PRINCIPAL EMPLOYER:					Total
	Private company	Non-profit	Government	Self-employed	Not sure	Col %
	Col %	Col %	Col %	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:						
None	43.6%	13.3%	26.7%	27.9%	28.9%	32.8%
1-5	33.2%	66.0%	41.3%	39.4%	35.5%	39.0%
6-19	17.0%	11.8%	30.1%	22.0%	20.1%	22.3%
20+	1.6%	8.9%	1.9%	10.6%		3.2%
Not sure	4.7%				15.5%	2.7%
LAST ITEM PURCHASED ONLINE:						
Food	1.0%		2.8%	1.3%		1.7%
Clothing	33.6%	38.9%	33.6%	8.4%		28.6%
Books/Music	13.2%	15.8%	1.5%			5.9%
Electronics	10.4%	4.2%	21.9%	4.9%		13.4%
IT & Phone	3.4%			2.0%	30.7%	2.9%
Furniture & Mattress	.4%		1.7%	4.9%		1.6%
Kitchen/Bed/Bath	2.1%	3.8%	3.0%	7.0%	28.6%	4.6%
Hardware/Tools	5.6%	7.9%	7.0%	19.4%		8.1%
Travel	1.6%		5.8%	5.0%		3.7%
Event tickets		19.4%	.7%			1.7%
Other	26.7%	7.6%	20.8%	37.5%	40.8%	25.2%
Not sure	2.0%	2.5%	1.4%	9.6%		2.8%
AMOUNT SPENT ON LAST PURCHASE:						
Less than \$50	48.4%	67.7%	38.4%	16.8%	72.7%	42.0%
\$50-\$100	35.3%	10.3%	28.3%	21.4%	27.3%	28.3%
More than \$100	16.3%	22.1%	32.8%	61.8%		29.5%
Not sure			.5%			.2%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:						
\$0	45.8%	13.3%	26.7%	27.9%	34.2%	33.7%
\$1-\$99	13.8%	45.8%	12.7%	8.7%	21.5%	15.0%
\$100-\$300	20.1%	25.7%	29.8%	23.7%	29.4%	25.0%
More than \$300	20.4%	15.2%	30.8%	39.8%	14.9%	26.3%
LANDLINE/CELL STATUS:						
Land only	.2%	.9%	.2%	.5%		.3%
Both - land dominant	5.6%	4.7%	5.9%	7.1%	6.0%	5.9%
Both - cell dominant	30.5%	65.4%	33.5%	33.5%	28.9%	33.9%
Cell only	63.7%	29.0%	60.5%	58.9%	65.0%	60.0%
EMPLOYMENT STATUS:						
Employed full-time	85.3%	69.7%	91.8%	94.1%	67.1%	86.9%
Employed part-time	14.7%	30.3%	8.2%	5.9%	32.9%	13.1%
LOCATION OF PRINCIPAL EMPLOYMENT:						
In North Pole	10.9%	7.1%	22.1%	50.4%	2.9%	19.5%
In Fairbanks	64.4%	87.8%	50.3%	35.8%	74.0%	57.2%
Elsewhere	24.7%	5.1%	27.6%	13.9%	23.0%	23.3%
Total	39.2%	5.1%	36.9%	13.0%	5.9%	100.0%

	PRINCIPAL EMPLOYER:					Total
	Private company	Non- profit	Government	Self- employed	Not sure	Col %
	Col %	Col %	Col %	Col %	Col %	
AGE OF RESPONDENT:						
18-34	47.9%	21.9%	38.9%	26.5%	52.3%	40.6%
35-44	21.6%	19.1%	22.5%	33.2%	28.1%	23.7%
45-54	18.0%	42.8%	23.7%	28.1%	2.9%	21.9%
55+	12.5%	16.1%	14.9%	12.2%	16.6%	13.8%
CHILDREN IN HOUSEHOLD:						
None	57.3%	46.3%	49.0%	30.3%	66.2%	50.8%
One or more	42.7%	53.7%	51.0%	69.7%	33.8%	49.2%
MARITAL STATUS:						
Married	51.5%	63.3%	71.7%	65.3%	62.9%	62.0%
Single	48.5%	36.7%	28.3%	34.7%	37.1%	38.0%
HOUSEHOLD INCOME:						
\$0-\$40,000	11.7%	6.5%	14.9%	16.1%	28.7%	13.9%
\$40,000-\$100,000	46.3%	63.9%	55.9%	47.6%	50.4%	51.3%
\$100,000+	33.5%	29.6%	28.6%	36.3%	20.9%	31.2%
Not sure	8.4%		.5%			3.6%
ETHNICITY OF RESPONDENT:						
White	77.9%	73.9%	76.4%	75.1%	98.0%	77.7%
Non-white	22.1%	26.1%	23.6%	24.9%	2.0%	22.3%
GENDER OF RESPONDENT:						
Male	60.8%	30.0%	55.3%	76.4%	57.4%	58.9%
Female	39.2%	70.0%	44.7%	23.6%	42.6%	41.1%
MARITAL STATUS BY GENDER:						
Married males	31.4%	17.7%	38.6%	46.5%	27.8%	34.9%
Married females	20.1%	45.6%	33.1%	18.9%	35.1%	27.1%
Single males	29.4%	13.5%	16.4%	27.7%	29.6%	23.5%
Single females	19.0%	23.2%	11.9%	6.9%	7.5%	14.4%
AREA:						
99705 - near Fairbanks	17.7%	16.4%	18.3%	16.9%	7.6%	17.1%
99705 - near North Pole	39.1%	38.5%	25.3%	35.2%	45.9%	33.9%
99705 - near Eielson	2.4%	3.1%	4.9%	1.3%		3.1%
99705 - elsewhere	30.1%	33.6%	25.6%	36.2%	32.0%	29.6%
99702 - Eielson	5.3%		21.2%	8.2%	11.2%	11.5%
99714 - Salcha	5.3%	8.3%	4.7%	2.2%	3.3%	4.7%
Total	38.7%	5.7%	36.5%	13.3%	5.8%	100.0%

CROSSTABULATION TABLES

Principal Employer

Means

	PRINCIPAL EMPLOYER:					Group Total
	Private company	Non-profit	Government	Self-employed	Not sure	Mean
	Mean	Mean	Mean	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.31	2.62	2.77	2.41	3.06	2.55
SPORTS AND RECREATION GRADE - MEAN (0-4):	2.29	2.18	2.22	1.53	1.86	2.14
SHOPPING AND RETAIL GRADE - MEAN (0-4):	1.87	1.68	1.96	1.67	1.75	1.86
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	1.78	1.98	2.00	1.59	1.72	1.85
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.83	1.96	1.63	1.72	1.29	1.72
OVERALL GRADE - MEAN (0-4):	2.92	3.11	2.99	2.70	2.69	2.92
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	13.49	9.49	12.62	15.50	13.82	13.22
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	18.51	18.30	16.36	17.31	17.67	17.49
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	9.72	6.72	9.12	10.99	7.48	9.37
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	208.01	186.75	140.32	181.32	127.61	173.66
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	1424.34	910.06	1080.67	1230.68	853.52	1210.83
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.47	2.08	1.72	2.09	2.28	1.72
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	125.74	116.48	123.95	135.00	60.16	121.32
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	153.40	378.04	163.51	315.15	96.75	188.09

(continued)

	PRINCIPAL EMPLOYER:					Group Total
	Private company	Non-profit	Government	Self-employed	Not sure	Mean
	Mean	Mean	Mean	Mean	Mean	
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	1.12	.98	.86	2.81	.43	1.20
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	220.38	138.79	139.46	345.47	40.91	204.95
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	476.74	213.62	160.51	1436.43	38.91	448.83
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.23	1.06	2.19	1.10	2.58	1.63
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	232.36	168.75	113.53	174.45	188.17	177.24
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	459.36	167.84	188.81	130.29	604.57	308.72
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	4.90	5.84	6.72	9.33	3.85	6.15
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	45.95	43.01	59.58	38.31	40.38	49.94
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	223.34	267.08	341.62	263.14	120.85	268.32
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	3.34	5.35	5.16	6.28	3.57	4.55
AMOUNT SPENT ON LAST PURCHASE - MEAN:	91.08	316.53	190.36	249.03	50.80	168.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	333.35	1793.48	768.60	2301.77	159.14	842.83
MEAN AGE OF RESPONDENT:	37.34	42.41	39.82	41.56	35.99	39.01
MEAN CHILDREN IN HOUSEHOLD:	.87	1.03	1.09	1.73	.34	1.04

CROSSTABULATION TABLES

Principal Employer

Medians

	PRINCIPAL EMPLOYER:					Group Total
	Private company	Non-profit	Government	Self-employed	Not sure	Median
	Median	Median	Median	Median	Median	
MEDIAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	10.00	5.00	8.00	15.00	12.00	10.00
MEDIAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	20.00	20.00	15.00	15.00	20.00	20.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEDIAN:	6.00	5.00	6.00	10.00	6.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEDIAN:	100.00	150.00	100.00	100.00	100.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEDIAN:	600.00	720.00	750.00	800.00	200.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00	1.00	1.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEDIAN:	60.00	80.00	50.00	40.00	60.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEDIAN:	50.00	60.00	25.00	50.00	60.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	.00	2.00	.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEDIAN:	70.00	50.00	60.00	50.00	2.00	60.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEDIAN:	.00	.00	.00	100.00	.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	1.00	1.00	1.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEDIAN:	35.00	100.00	40.00	45.00	40.00	45.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEDIAN:	.00	.00	40.00	10.00	4.00	10.00

(continued)

	PRINCIPAL EMPLOYER:					Group Total
	Private company	Non-profit	Government	Self-employed	Not sure	Median
	Median	Median	Median	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEDIAN:	4.00	5.00	6.00	6.00	3.00	5.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEDIAN:	40.00	35.00	30.00	30.00	40.00	36.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEDIAN:	120.00	165.00	160.00	200.00	90.00	150.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	4.00	3.00	2.00	1.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEDIAN:	50.00	46.00	60.00	130.00	45.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEDIAN:	30.00	60.00	150.00	260.00	80.00	100.00

CROSSTABULATION TABLES
Location of Principal Employment
Column Percents

	LOCATION OF PRINCIPAL EMPLOYMENT:			Total
	In North Pole	In Fairbanks	Elsewhere	Col %
	Col %	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:				
A/B	64.7%	56.2%	63.3%	59.4%
C	19.4%	21.7%	32.4%	23.8%
D/F	14.9%	19.9%	4.3%	15.3%
Not sure	1.1%	2.2%		1.5%
SPORTS AND RECREATION GRADE:				
A/B	45.2%	34.6%	53.3%	40.9%
C	23.1%	25.2%	26.8%	25.1%
D/F	22.7%	32.3%	14.2%	26.3%
Not sure	9.0%	7.9%	5.7%	7.6%
SHOPPING AND RETAIL GRADE:				
A/B	26.5%	27.5%	11.6%	23.7%
C	35.0%	29.7%	72.1%	40.5%
D/F	37.4%	42.5%	14.3%	35.0%
Not sure	1.1%	.2%	2.0%	.8%
LOW TAX AND COST OF LIVING GRADE:				
A/B	32.5%	19.8%	28.7%	24.3%
C	45.0%	37.8%	37.9%	39.2%
D/F	21.5%	35.7%	26.8%	30.9%
Not sure	1.1%	6.7%	6.6%	5.6%
ACCESS TO MEDICAL GRADE:				
A/B	36.0%	25.5%	26.3%	27.7%
C	20.7%	23.3%	41.4%	27.0%
D/F	33.1%	45.8%	31.6%	40.1%
Not sure	10.2%	5.4%	.6%	5.2%
OVERALL GRADE:				
A/B	81.4%	71.0%	76.8%	74.4%
C	10.4%	19.5%	21.2%	18.2%
D/F	7.2%	7.1%	1.4%	5.8%
Not sure	1.1%	2.4%	.6%	1.7%
NUMBER OF GROCERY STORES:				
Too many		.8%	.6%	.6%
About right	64.7%	42.8%	51.1%	49.0%
Need more	35.3%	56.1%	48.3%	50.3%
Not sure		.3%		.2%
NUMBER OF HARDWARE STORES:				
Too many		.9%	1.1%	.8%
About right	53.0%	59.8%	71.4%	61.2%
Need more	37.3%	38.2%	27.5%	35.6%
Not sure	9.6%	1.0%		2.4%
NUMBER OF GAS STATIONS:				
Too many	8.8%	4.3%	4.3%	5.2%
About right	83.3%	77.9%	87.5%	81.2%
Need more	6.0%	17.8%	8.2%	13.3%
Not sure	1.8%			.4%
Total	19.3%	57.6%	23.1%	100.0%

	LOCATION OF PRINCIPAL EMPLOYMENT:			Total
	In North Pole	In Fairbanks	Elsewhere	Col %
	Col %	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:				
Too many	.3%	3.3%	4.3%	3.0%
About right	70.6%	64.2%	63.9%	65.4%
Need more	28.4%	31.3%	30.7%	30.6%
Not sure	.7%	1.2%	1.1%	1.0%
NUMBER OF RESTAURANTS:				
Too many	.3%	1.2%	3.8%	1.6%
About right	55.1%	34.8%	40.6%	40.1%
Need more	44.5%	63.3%	55.6%	57.9%
Not sure		.6%		.4%
NUMBER OF CLOTHING STORES:				
Too many	.3%		3.2%	.8%
About right	4.1%	8.2%	26.0%	11.5%
Need more	87.7%	89.0%	70.2%	84.4%
Not sure	7.9%	2.8%	.6%	3.3%
NUMBER OF HOME FURNISHINGS STORES:				
Too many	.3%	.8%	3.2%	1.2%
About right	15.2%	17.6%	31.4%	20.3%
Need more	79.8%	76.5%	63.8%	74.2%
Not sure	4.7%	5.1%	1.7%	4.2%
NUMBER OF MEDICAL PROVIDERS:				
Too many	.3%			.1%
About right	16.2%	22.4%	25.4%	21.9%
Need more	68.1%	71.3%	72.6%	71.0%
Not sure	15.4%	6.3%	2.0%	7.1%
NUMBER OF BARS AND LIQUOR STORES:				
Too many	22.6%	16.8%	13.8%	17.2%
About right	71.0%	63.6%	79.8%	68.8%
Need more	5.0%	15.9%	2.7%	10.8%
Not sure	1.5%	3.6%	3.7%	3.2%
NUMBER OF RECREATIONAL BUSINESSES:				
Too many		.3%		.2%
About right	11.8%	4.5%	21.1%	9.7%
Need more	83.5%	94.2%	73.5%	87.4%
Not sure	4.7%	1.0%	5.4%	2.7%
NUMBER OF PROFESSIONAL SERVICES:				
Too many	.7%	1.0%	3.2%	1.4%
About right	37.7%	47.4%	60.8%	48.6%
Need more	46.5%	41.9%	32.2%	40.5%
Not sure	15.1%	9.7%	3.8%	9.4%
Total	19.3%	57.6%	23.1%	100.0%

	LOCATION OF PRINCIPAL EMPLOYMENT:			Total
	In North Pole	In Fairbanks	Elsewhere	Col %
	Col %	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:				
None	9.8%	9.6%	19.9%	12.0%
1-5	14.3%	33.3%	24.9%	27.7%
6-19	15.2%	24.7%	28.6%	23.8%
20+	57.8%	31.0%	26.6%	35.2%
Not sure	2.9%	1.4%		1.4%
MODE OF TRANSPORTATION:				
Car	95.2%	99.7%	100.0%	98.9%
Bus	1.8%			.3%
Taxi	1.0%			.2%
Walk	.5%			.1%
Other	1.6%			.3%
Not sure		.3%		.2%
WHOSE CAR WAS IT?				
Own car	98.0%	96.5%	92.6%	95.9%
Borrowed car			5.0%	1.1%
Got a ride	2.0%	3.5%	2.4%	3.0%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:				
None	1.1%	2.1%	6.0%	2.8%
1-5	32.2%	10.7%	17.5%	16.4%
6-19	44.8%	11.1%	59.9%	28.9%
20+	21.8%	72.4%	16.6%	49.7%
Not sure		3.8%		2.2%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:				
None		4.6%		2.7%
1-5	27.6%	41.7%	36.4%	37.7%
6-19	46.8%	38.2%	53.4%	43.3%
20+	25.6%	15.5%	10.3%	16.3%
LAST FOOD AND GROCERY PURCHASE LOCATION:				
In North Pole	44.7%	26.8%	20.1%	28.8%
In Fairbanks	50.6%	66.0%	58.2%	61.1%
Elsewhere	4.7%	6.9%	19.4%	9.4%
Not sure		.3%	2.3%	.7%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:				
Less than \$50	28.1%	14.7%	17.7%	18.1%
\$50-\$100	19.0%	38.0%	28.5%	32.0%
More than \$100	51.6%	42.5%	53.6%	46.9%
Not sure	1.3%	4.8%	.3%	3.0%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:				
\$0		4.6%		2.7%
\$1-\$399	36.6%	22.2%	24.8%	25.6%
\$400-\$1000	24.9%	35.1%	42.9%	34.9%
More than \$1000	38.5%	38.1%	32.3%	36.8%
Total	19.3%	57.6%	23.1%	100.0%

	LOCATION OF PRINCIPAL EMPLOYMENT:			Total
	In North Pole	In Fairbanks	Elsewhere	Col %
	Col %	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:				
None	45.5%	35.2%	43.6%	39.1%
1-5	48.1%	60.6%	53.5%	56.5%
6-19	6.4%	4.1%	2.9%	4.3%
20+		.2%		.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:				
In North Pole	10.6%	13.6%	12.1%	12.7%
In Fairbanks	85.3%	83.5%	62.0%	79.2%
Elsewhere	4.1%	3.0%	25.9%	8.1%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:				
Less than \$50	43.8%	30.2%	49.5%	36.6%
\$50-\$100	26.9%	46.5%	27.0%	39.0%
More than \$100	19.4%	18.7%	12.6%	17.5%
Not sure	9.8%	4.5%	11.0%	6.8%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:				
\$0	45.5%	35.2%	43.6%	39.1%
\$1-\$99	29.5%	21.0%	31.8%	25.1%
\$100-\$300	14.6%	28.0%	18.0%	23.1%
More than \$300	10.5%	15.9%	6.7%	12.7%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:				
None	50.9%	61.1%	58.2%	58.5%
1-5	40.1%	35.8%	39.8%	37.5%
6-19	8.3%	3.1%	2.0%	3.8%
20+	.7%			.1%
LAST BUILDING SUPPLY PURCHASE LOCATION:				
In North Pole	33.3%	29.0%	16.8%	27.1%
In Fairbanks	66.7%	68.1%	63.2%	66.7%
Elsewhere		1.2%	20.0%	5.3%
Not sure		1.7%		.9%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:				
Less than \$50	12.7%	37.9%	19.5%	28.0%
\$50-\$100	49.9%	33.6%	45.3%	39.9%
More than \$100	34.0%	28.5%	32.1%	30.5%
Not sure	3.5%		3.2%	1.5%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:				
\$0	50.9%	61.1%	58.2%	58.5%
\$1-\$99	17.5%	18.3%	12.0%	16.7%
\$100-\$300	13.5%	10.0%	17.0%	12.3%
More than \$300	18.2%	10.6%	12.8%	12.5%
Total	19.3%	57.6%	23.1%	100.0%

	LOCATION OF PRINCIPAL EMPLOYMENT:			Total
	In North Pole	In Fairbanks	Elsewhere	Col %
	Col %	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:				
None	54.6%	50.5%	33.7%	47.4%
1-5	38.9%	47.1%	46.0%	45.3%
6-19	6.5%	2.4%	18.3%	6.9%
20+			2.0%	.5%
LAST MEDICAL PURCHASE LOCATION:				
In North Pole	24.6%	22.3%	8.5%	18.7%
In Fairbanks	73.9%	76.3%	78.6%	76.6%
Elsewhere	1.6%	.4%	12.8%	4.2%
Not sure		1.1%		.6%
AMOUNT OF LAST MEDICAL PURCHASE:				
Less than \$50	27.6%	48.4%	28.4%	39.1%
\$50-\$100	15.7%	10.7%	5.7%	10.1%
More than \$100	26.5%	28.7%	29.0%	28.4%
Not sure	30.3%	12.2%	36.9%	22.4%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:				
\$0	54.6%	50.5%	33.7%	47.4%
\$1-\$99	24.8%	26.4%	23.7%	25.5%
\$100-\$300	7.1%	14.2%	11.3%	12.2%
More than \$300	13.5%	8.9%	31.4%	15.0%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:				
None	6.0%	14.1%	6.7%	10.8%
1-5	46.1%	47.3%	44.0%	46.3%
6-19	45.1%	35.0%	44.2%	39.1%
20+	2.7%	3.6%	5.1%	3.8%
LAST RESTAURANT MEAL PURCHASE LOCATION:				
In North Pole	39.6%	27.2%	28.3%	30.0%
In Fairbanks	53.0%	66.1%	49.4%	59.4%
Elsewhere	7.3%	6.6%	21.4%	10.3%
Not sure			.9%	.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:				
Less than \$50	69.2%	65.8%	64.0%	66.0%
\$50-\$100	27.1%	23.6%	34.6%	26.9%
More than \$100	3.7%	7.5%	.8%	5.1%
Not sure		3.1%	.7%	1.9%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:				
\$0	6.0%	14.1%	6.7%	10.8%
\$1-\$99	19.7%	25.5%	28.5%	25.1%
\$100-\$300	60.8%	33.7%	44.8%	41.5%
More than \$300	13.5%	26.7%	20.0%	22.6%
Total	19.3%	57.6%	23.1%	100.0%

	LOCATION OF PRINCIPAL EMPLOYMENT:			Total
	In North Pole	In Fairbanks	Elsewhere	Col %
	Col %	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:				
None	43.3%	25.8%	39.6%	32.4%
1-5	36.8%	45.6%	25.5%	39.2%
6-19	14.9%	20.0%	34.9%	22.4%
20+	5.0%	3.9%		3.2%
Not sure		4.7%		2.7%
LAST ITEM PURCHASED ONLINE:				
Food	1.9%	2.0%	.5%	1.6%
Clothing	26.8%	29.2%	24.6%	27.8%
Books/Music	3.6%	8.2%	6.3%	7.0%
Electronics	1.8%	15.1%	17.5%	13.3%
IT & Phone	3.3%	2.5%	3.7%	2.9%
Furniture & Mattress	4.1%	1.2%	.6%	1.6%
Kitchen/Bed/Bath	8.5%	4.1%	1.8%	4.4%
Hardware/Tools	13.9%	6.7%	7.5%	8.1%
Travel	2.3%	4.7%	1.8%	3.6%
Event tickets		2.8%		1.7%
Other	25.3%	21.6%	35.1%	25.1%
Not sure	8.5%	2.0%	.6%	2.8%
AMOUNT SPENT ON LAST PURCHASE:				
Less than \$50	30.2%	43.2%	47.9%	42.0%
\$50-\$100	31.6%	30.3%	20.2%	28.3%
More than \$100	38.1%	26.2%	31.8%	29.5%
Not sure		.3%		.2%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:				
\$0	43.3%	27.1%	39.6%	33.3%
\$1-\$99	9.2%	16.2%	17.4%	15.1%
\$100-\$300	25.4%	28.8%	16.1%	25.1%
More than \$300	22.0%	27.8%	26.9%	26.5%
LANDLINE/CELL STATUS:				
Land only	.8%	.2%		.3%
Both - land dominant	8.5%	4.6%	7.1%	5.9%
Both - cell dominant	39.8%	32.1%	31.2%	33.4%
Cell only	50.9%	63.1%	61.7%	60.4%
EMPLOYMENT STATUS:				
Employed full-time	88.6%	82.8%	95.2%	86.8%
Employed part-time	11.4%	17.2%	4.8%	13.2%
PRINCIPAL EMPLOYER:				
Private company	22.0%	44.1%	41.6%	39.2%
Non-profit	1.9%	7.8%	1.1%	5.1%
Government	41.8%	32.4%	43.8%	36.9%
Self-employed	33.5%	8.1%	7.7%	13.0%
Not sure	.9%	7.6%	5.8%	5.9%
Total	19.5%	57.2%	23.3%	100.0%

	LOCATION OF PRINCIPAL EMPLOYMENT:			Total
	In North Pole	In Fairbanks	Elsewhere	Col %
	Col %	Col %	Col %	
AGE OF RESPONDENT:				
18-34	31.6%	36.2%	58.8%	40.6%
35-44	30.0%	21.7%	22.2%	23.4%
45-54	20.5%	26.1%	13.1%	22.0%
55+	17.8%	16.0%	5.9%	14.0%
CHILDREN IN HOUSEHOLD:				
None	49.9%	53.7%	46.3%	51.3%
One or more	50.1%	46.3%	53.7%	48.7%
MARITAL STATUS:				
Married	55.8%	59.1%	76.0%	62.4%
Single	44.2%	40.9%	24.0%	37.6%
HOUSEHOLD INCOME:				
\$0-\$40,000	29.6%	11.1%	8.1%	14.0%
\$40,000-\$100,000	46.5%	50.6%	56.6%	51.3%
\$100,000+	23.0%	34.1%	30.8%	31.2%
Not sure	.9%	4.1%	4.5%	3.6%
ETHNICITY OF RESPONDENT:				
White	84.7%	77.9%	75.5%	78.7%
Non-white	15.3%	22.1%	24.5%	21.3%
GENDER OF RESPONDENT:				
Male	51.2%	60.5%	59.6%	58.5%
Female	48.8%	39.5%	40.4%	41.5%
MARITAL STATUS BY GENDER:				
Married males	27.4%	32.8%	46.9%	35.0%
Married females	28.5%	26.3%	29.2%	27.4%
Single males	23.6%	27.1%	12.7%	23.1%
Single females	20.5%	13.7%	11.3%	14.5%
AREA:				
99705 - near Fairbanks	11.1%	19.1%	15.3%	16.7%
99705 - near North Pole	39.3%	39.8%	19.0%	34.9%
99705 - near Eielson	1.7%	2.9%	4.6%	3.1%
99705 - elsewhere	35.8%	29.0%	25.2%	29.5%
99702 - Eielson	9.5%	7.1%	24.6%	11.6%
99714 - Salcha	2.5%	2.0%	11.3%	4.3%
Total	19.3%	57.6%	23.1%	100.0%

CROSSTABULATION TABLES
Location of Principal Employment
Means

	LOCATION OF PRINCIPAL EMPLOYMENT:			Group Total
	In North Pole	In Fairbanks	Elsewhere	Mean
	Mean	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.70	2.43	2.80	2.57
SPORTS AND RECREATION GRADE - MEAN (0-4):	2.26	2.01	2.45	2.16
SHOPPING AND RETAIL GRADE - MEAN (0-4):	1.98	1.77	1.99	1.86
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	2.08	1.77	1.91	1.86
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.90	1.62	1.81	1.72
OVERALL GRADE - MEAN (0-4):	3.01	2.86	2.99	2.92
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	18.54	12.54	10.84	13.28
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	11.38	22.42	11.16	17.58
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	10.81	9.43	7.95	9.36
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	114.46	203.41	156.21	174.03
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	968.54	1371.08	1008.55	1209.68
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.73	1.92	1.22	1.72
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	82.48	112.53	184.69	122.26
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	236.83	184.06	157.38	188.11

(continued)

	LOCATION OF PRINCIPAL EMPLOYMENT:			Group Total
	In North Pole	In Fairbanks	Elsewhere	Mean
	Mean	Mean	Mean	
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	1.71	1.09	.81	1.14
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	317.68	165.94	191.01	204.80
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	989.38	355.52	221.91	447.20
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.29	1.16	3.08	1.63
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	170.67	175.87	187.17	177.81
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	133.12	183.06	773.68	309.61
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	6.19	5.58	7.24	6.08
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	36.77	57.05	45.41	50.03
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	176.20	272.59	326.93	266.49
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	3.74	5.00	4.26	4.57
AMOUNT SPENT ON LAST PURCHASE - MEAN:	148.56	182.50	143.07	168.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	713.04	979.92	640.86	846.41
MEAN AGE OF RESPONDENT:	41.07	40.24	34.72	39.12
MEAN CHILDREN IN HOUSEHOLD:	.98	.97	1.23	1.03

CROSSTABULATION TABLES
Location of Principal Employment
Medians

	LOCATION OF PRINCIPAL EMPLOYMENT:			Group Total
	In North Pole	In Fairbanks	Elsewhere	Median
	Median	Median	Median	
MEDIAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	22.00	8.00	8.00	10.00
MEDIAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	10.00	25.00	10.00	20.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEDIAN:	10.00	7.00	6.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEDIAN:	120.00	100.00	120.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEDIAN:	600.00	640.00	600.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEDIAN:	50.00	60.00	30.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEDIAN:	28.00	50.00	20.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEDIAN:	68.00	50.00	80.00	60.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEDIAN:	.00	.00	.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	1.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEDIAN:	80.00	40.00	90.00	45.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEDIAN:	.00	.00	35.00	10.00

(continued)

	LOCATION OF PRINCIPAL EMPLOYMENT:			Group Total
	In North Pole	In Fairbanks	Elsewhere	Median
	Median	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEDIAN:	5.00	4.00	5.00	5.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEDIAN:	40.00	40.00	30.00	36.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEDIAN:	132.00	156.00	150.00	150.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	3.00	2.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEDIAN:	80.00	60.00	50.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEDIAN:	60.00	125.00	60.00	100.00

CROSSTABULATION TABLES

Age of Respondent

Column Percents

	AGE OF RESPONDENT:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:					
A/B	63.6%	59.1%	57.4%	41.9%	56.8%
C	26.5%	21.0%	20.6%	27.6%	24.5%
D/F	10.0%	19.9%	17.2%	27.7%	17.2%
Not sure			4.8%	2.8%	1.5%
SPORTS AND RECREATION GRADE:					
A/B	51.6%	31.4%	31.6%	42.9%	41.9%
C	21.9%	28.2%	33.6%	32.9%	25.8%
D/F	21.7%	32.6%	25.3%	25.2%	25.3%
Not sure	4.8%	7.8%	9.5%	8.0%	7.0%
SHOPPING AND RETAIL GRADE:					
A/B	31.2%	17.8%	19.3%	19.4%	23.7%
C	44.3%	41.4%	42.0%	36.4%	41.6%
D/F	24.5%	40.8%	36.2%	42.8%	34.0%
Not sure			2.6%	1.3%	.8%
LOW TAX AND COST OF LIVING GRADE:					
A/B	31.6%	20.7%	18.9%	24.0%	25.3%
C	34.6%	53.4%	38.5%	32.4%	38.6%
D/F	25.8%	23.2%	40.3%	41.3%	31.5%
Not sure	8.0%	2.6%	2.3%	2.3%	4.6%
ACCESS TO MEDICAL GRADE:					
A/B	31.0%	23.3%	22.2%	27.5%	27.0%
C	31.3%	20.7%	28.7%	24.6%	27.2%
D/F	33.0%	53.2%	39.8%	43.9%	40.7%
Not sure	4.8%	2.8%	9.3%	4.0%	5.1%
OVERALL GRADE:					
A/B	81.0%	71.3%	70.7%	73.9%	75.5%
C	15.2%	24.1%	17.1%	15.0%	17.3%
D/F	2.0%	4.6%	9.5%	9.1%	5.5%
Not sure	1.8%		2.7%	2.0%	1.6%
NUMBER OF GROCERY STORES:					
Too many	.7%			.8%	.4%
About right	54.5%	49.7%	46.7%	48.0%	50.6%
Need more	44.8%	49.7%	53.3%	49.4%	48.4%
Not sure		.7%		1.8%	.5%
NUMBER OF HARDWARE STORES:					
Too many	.7%	1.0%	.7%		.6%
About right	61.1%	60.6%	58.6%	60.2%	60.3%
Need more	34.6%	37.6%	38.8%	38.3%	36.8%
Not sure	3.6%	.8%	1.9%	1.5%	2.3%
NUMBER OF GAS STATIONS:					
Too many	2.4%	6.0%	8.0%	6.4%	5.1%
About right	88.0%	81.4%	74.2%	75.5%	81.3%
Need more	9.0%	12.6%	17.8%	17.1%	13.2%
Not sure	.7%			1.0%	.5%
Total	39.0%	19.7%	19.4%	21.9%	100.0%

	AGE OF RESPONDENT:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:					
Too many	.7%	4.8%	1.2%	3.9%	2.3%
About right	65.6%	63.8%	61.5%	63.7%	64.0%
Need more	33.7%	31.4%	35.6%	27.9%	32.3%
Not sure			1.7%	4.5%	1.3%
NUMBER OF RESTAURANTS:					
Too many	.7%	2.8%	1.9%	4.1%	2.1%
About right	44.9%	40.5%	38.1%	45.5%	42.9%
Need more	54.4%	55.6%	59.9%	48.6%	54.4%
Not sure		1.0%		1.8%	.6%
NUMBER OF CLOTHING STORES:					
Too many		2.8%		.2%	.6%
About right	15.4%	7.2%	8.7%	10.6%	11.4%
Need more	79.8%	90.0%	89.7%	84.3%	84.7%
Not sure	4.8%		1.6%	4.9%	3.2%
NUMBER OF HOME FURNISHINGS STORES:					
Too many	.7%	2.8%		1.2%	1.1%
About right	23.6%	23.5%	14.4%	16.1%	20.2%
Need more	72.4%	70.3%	80.0%	76.8%	74.4%
Not sure	3.2%	3.3%	5.6%	6.0%	4.3%
NUMBER OF MEDICAL PROVIDERS:					
Too many				.5%	.1%
About right	17.4%	21.8%	22.7%	17.2%	19.2%
Need more	77.8%	69.2%	71.6%	75.8%	74.5%
Not sure	4.8%	8.9%	5.7%	6.5%	6.2%
NUMBER OF BARS AND LIQUOR STORES:					
Too many	10.5%	21.5%	16.7%	23.1%	16.6%
About right	68.0%	68.7%	74.1%	69.3%	69.6%
Need more	18.4%	4.3%	6.6%	1.7%	9.7%
Not sure	3.1%	5.4%	2.6%	5.9%	4.1%
NUMBER OF RECREATIONAL BUSINESSES:					
Too many		.6%	.5%		.2%
About right	13.5%	5.4%	3.5%	12.2%	9.7%
Need more	84.7%	89.7%	93.8%	83.5%	87.2%
Not sure	1.8%	4.3%	2.2%	4.3%	2.9%
NUMBER OF PROFESSIONAL SERVICES:					
Too many		4.3%	.4%	.5%	1.0%
About right	45.8%	50.6%	46.8%	34.3%	44.4%
Need more	41.6%	40.6%	43.1%	52.7%	44.2%
Not sure	12.6%	4.5%	9.6%	12.4%	10.4%
Total	39.0%	19.7%	19.4%	21.9%	100.0%

	AGE OF RESPONDENT:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:					
None	17.3%	10.4%	6.3%	8.4%	11.9%
1-5	24.8%	26.1%	37.0%	33.3%	29.3%
6-19	19.4%	28.8%	22.7%	25.9%	23.3%
20+	35.3%	34.7%	34.0%	32.1%	34.2%
Not sure	3.3%			.4%	1.4%
MODE OF TRANSPORTATION:					
Car	100.0%	100.0%	98.5%	96.0%	98.8%
Bus				2.4%	.6%
Taxi				.3%	.1%
Walk			.4%		.1%
Other			.6%	1.3%	.4%
Not sure			.6%		.1%
WHOSE CAR WAS IT?					
Own car	85.5%	100.0%	99.5%	99.5%	94.5%
Borrowed car	3.5%				1.3%
Got a ride	11.1%		.5%	.5%	4.2%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:					
None	8.2%	1.0%		4.1%	4.3%
1-5	18.7%	11.0%	18.0%	27.4%	19.0%
6-19	36.3%	31.1%	30.5%	35.9%	34.0%
20+	33.0%	56.9%	51.5%	31.3%	40.9%
Not sure	3.9%			1.3%	1.8%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:					
None	4.0%	1.7%	.7%	3.2%	2.7%
1-5	44.9%	32.3%	33.0%	41.3%	39.3%
6-19	40.4%	43.1%	45.9%	42.9%	42.6%
20+	10.7%	22.8%	20.4%	12.7%	15.4%
LAST FOOD AND GROCERY PURCHASE LOCATION:					
In North Pole	29.8%	30.8%	34.4%	37.2%	32.5%
In Fairbanks	58.3%	59.8%	57.0%	49.8%	56.5%
Elsewhere	11.9%	8.1%	7.2%	12.7%	10.4%
Not sure		1.4%	1.4%	.3%	.6%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:					
Less than \$50	17.9%	23.7%	13.6%	23.8%	19.5%
\$50-\$100	29.2%	40.2%	36.5%	37.3%	34.6%
More than \$100	45.4%	36.1%	49.9%	36.3%	42.4%
Not sure	7.6%			2.7%	3.5%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:					
\$0	4.0%	1.7%	.7%	3.2%	2.7%
\$1-\$399	37.8%	21.5%	16.6%	35.5%	30.0%
\$400-\$1000	30.9%	41.4%	35.9%	31.4%	34.0%
More than \$1000	27.3%	35.4%	46.7%	30.0%	33.2%
Total	39.0%	19.7%	19.4%	21.9%	100.0%

	AGE OF RESPONDENT:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:					
None	47.1%	45.3%	27.6%	34.1%	40.1%
1-5	50.4%	53.2%	62.9%	58.7%	55.2%
6-19	2.5%	1.5%	9.5%	6.8%	4.6%
20+				.4%	.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:					
In North Pole	15.1%	2.7%	12.6%	16.3%	12.6%
In Fairbanks	75.6%	93.7%	76.1%	76.3%	79.1%
Elsewhere	9.3%	3.6%	11.3%	6.5%	8.1%
Not sure				.9%	.2%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:					
Less than \$50	44.0%	34.4%	25.6%	42.5%	37.6%
\$50-\$100	35.7%	56.9%	33.8%	33.6%	38.6%
More than \$100	10.1%	6.2%	36.7%	15.0%	16.7%
Not sure	10.2%	2.4%	3.9%	8.9%	7.0%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:					
\$0	47.1%	45.3%	27.6%	34.1%	40.1%
\$1-\$99	24.2%	32.6%	18.1%	30.7%	26.1%
\$100-\$300	20.7%	16.7%	29.2%	21.5%	21.7%
More than \$300	8.0%	5.4%	25.0%	13.7%	12.0%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:					
None	67.1%	57.8%	50.0%	54.4%	59.2%
1-5	30.0%	33.0%	44.4%	43.6%	36.4%
6-19	2.9%	9.2%	5.1%	1.7%	4.3%
20+			.5%	.2%	.2%
LAST BUILDING SUPPLY PURCHASE LOCATION:					
In North Pole	45.3%	9.0%	22.5%	24.8%	27.5%
In Fairbanks	49.8%	80.9%	74.5%	72.3%	67.5%
Elsewhere	4.9%	10.1%		2.9%	4.3%
Not sure			3.0%		.7%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:					
Less than \$50	40.4%	20.5%	36.8%	29.9%	32.9%
\$50-\$100	38.1%	45.2%	29.9%	37.0%	37.3%
More than \$100	21.4%	29.4%	32.0%	32.0%	28.2%
Not sure		4.9%	1.3%	1.1%	1.6%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:					
\$0	67.1%	57.8%	50.0%	54.4%	59.2%
\$1-\$99	15.7%	11.2%	22.2%	19.0%	16.8%
\$100-\$300	10.3%	14.9%	12.5%	13.8%	12.4%
More than \$300	6.9%	16.1%	15.3%	12.8%	11.6%
Total	39.0%	19.7%	19.4%	21.9%	100.0%

	AGE OF RESPONDENT:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:					
None	60.2%	35.6%	50.2%	27.3%	46.2%
1-5	32.9%	59.9%	44.3%	63.7%	47.2%
6-19	6.9%	4.5%	3.7%	8.6%	6.2%
20+			1.8%	.4%	.4%
LAST MEDICAL PURCHASE LOCATION:					
In North Pole	25.3%	18.0%	28.1%	23.4%	23.5%
In Fairbanks	74.7%	75.3%	62.2%	70.7%	71.4%
Elsewhere		6.6%	8.3%	4.5%	4.4%
Not sure			1.4%	1.4%	.7%
AMOUNT OF LAST MEDICAL PURCHASE:					
Less than \$50	34.7%	42.0%	43.8%	40.5%	39.9%
\$50-\$100	7.6%	8.6%	16.1%	10.6%	10.3%
More than \$100	23.5%	23.3%	26.7%	31.5%	26.4%
Not sure	34.1%	26.1%	13.3%	17.4%	23.4%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:					
\$0	60.2%	35.6%	50.2%	27.3%	46.2%
\$1-\$99	18.4%	40.9%	25.4%	38.6%	28.6%
\$100-\$300	10.6%	10.8%	13.0%	14.5%	12.0%
More than \$300	10.7%	12.7%	11.3%	19.6%	13.2%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:					
None	9.4%	6.9%	12.8%	17.3%	11.3%
1-5	46.7%	50.8%	49.4%	49.6%	48.7%
6-19	42.7%	37.4%	28.7%	30.7%	36.3%
20+	1.2%	4.9%	9.1%	2.5%	3.7%
LAST RESTAURANT MEAL PURCHASE LOCATION:					
In North Pole	23.0%	30.4%	36.3%	40.6%	30.6%
In Fairbanks	63.0%	56.0%	55.1%	55.5%	58.5%
Elsewhere	14.0%	13.6%	8.6%	3.1%	10.7%
Not sure				.8%	.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:					
Less than \$50	70.3%	72.0%	56.5%	71.0%	68.2%
\$50-\$100	24.0%	22.8%	36.4%	19.8%	25.2%
More than \$100	4.3%	5.2%	6.6%	7.7%	5.6%
Not sure	1.5%		.5%	1.5%	1.0%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:					
\$0	9.4%	6.9%	12.8%	17.3%	11.3%
\$1-\$99	28.8%	24.2%	24.4%	35.6%	28.5%
\$100-\$300	38.2%	45.6%	35.7%	27.6%	36.9%
More than \$300	23.6%	23.3%	27.1%	19.5%	23.3%
Total	39.0%	19.7%	19.4%	21.9%	100.0%

	AGE OF RESPONDENT:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:					
None	35.8%	33.4%	26.0%	46.0%	35.7%
1-5	35.8%	38.5%	46.7%	37.3%	38.8%
6-19	19.4%	26.5%	24.6%	12.5%	20.3%
20+	3.7%	1.5%	2.7%	4.0%	3.2%
Not sure	5.3%			.2%	2.1%
LAST ITEM PURCHASED ONLINE:					
Food			2.3%	8.3%	2.1%
Clothing	32.7%	27.9%	19.1%	32.6%	28.5%
Books/Music	8.3%	7.5%	5.0%	8.9%	7.5%
Electronics	15.4%	15.5%	16.6%	10.5%	14.8%
IT & Phone	2.7%	5.2%	.9%	1.0%	2.5%
Furniture & Mattress	1.4%		1.4%	2.5%	1.3%
Kitchen/Bed/Bath		7.3%	11.0%	4.5%	4.9%
Hardware/Tools	9.7%	14.4%	5.4%	7.6%	9.3%
Travel	4.1%	1.5%	2.5%	2.5%	2.9%
Event tickets	2.5%		1.9%		1.4%
Other	19.0%	19.5%	33.0%	19.7%	22.5%
Not sure	4.2%	1.2%	.7%	1.8%	2.3%
AMOUNT SPENT ON LAST PURCHASE:					
Less than \$50	48.5%	25.4%	42.7%	45.9%	41.7%
\$50-\$100	26.3%	39.7%	23.2%	35.1%	30.1%
More than \$100	25.2%	34.9%	34.1%	18.2%	28.0%
Not sure				.8%	.2%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:					
\$0	37.8%	33.4%	26.0%	46.1%	36.4%
\$1-\$99	23.9%	7.6%	14.8%	13.2%	16.4%
\$100-\$300	20.1%	20.4%	29.8%	25.9%	23.4%
More than \$300	18.2%	38.6%	29.5%	14.7%	23.8%
LANDLINE/CELL STATUS:					
Land only	.4%		.3%	4.7%	1.3%
Both - land dominant	1.3%	3.1%	15.6%	26.1%	9.8%
Both - cell dominant	23.5%	44.4%	35.3%	39.4%	33.4%
Cell only	74.8%	52.5%	48.8%	29.9%	55.6%
EMPLOYMENT STATUS:					
Employed full-time	69.9%	77.5%	74.6%	40.8%	66.1%
Employed part-time	9.2%	13.5%	10.5%	8.4%	10.1%
Not employed - Looking	8.3%		3.5%	1.0%	4.2%
Not employed - Not looking				2.1%	.5%
Not employed - Unable to work			4.7%	5.6%	2.1%
Not employed - Homemaker	3.0%	9.0%	2.6%	4.4%	4.4%
Not employed - Student	9.6%				3.7%
Not employed - Retired			4.0%	37.8%	8.9%
Total	40.6%	23.4%	22.0%	14.0%	100.0%

	AGE OF RESPONDENT:				Total
	18-34	35-44	45-54	55+	Col %
	Col %	Col %	Col %	Col %	
PRINCIPAL EMPLOYER:					
Private company	45.7%	35.4%	31.8%	35.2%	38.8%
Non-profit	3.0%	4.5%	11.0%	6.6%	5.6%
Government	35.0%	34.6%	39.4%	39.4%	36.5%
Self-employed	8.6%	18.5%	17.0%	11.7%	13.2%
Not sure	7.6%	7.0%	.8%	7.1%	5.9%
LOCATION OF PRINCIPAL EMPLOYMENT:					
In North Pole	14.9%	24.6%	17.9%	24.4%	19.2%
In Fairbanks	51.4%	53.3%	68.2%	65.8%	57.5%
Elsewhere	33.7%	22.1%	13.9%	9.8%	23.3%
CHILDREN IN HOUSEHOLD:					
None	44.8%	31.9%	51.4%	88.6%	53.2%
One or more	55.2%	68.1%	48.6%	11.4%	46.8%
MARITAL STATUS:					
Married	48.1%	72.4%	72.0%	61.4%	60.5%
Single	51.9%	27.6%	28.0%	38.6%	39.5%
HOUSEHOLD INCOME:					
\$0-\$40,000	20.5%	18.3%	21.4%	28.2%	21.9%
\$40,000-\$100,000	51.3%	53.7%	35.0%	44.6%	47.2%
\$100,000+	15.4%	27.9%	42.8%	25.8%	25.5%
Not sure	12.8%		.8%	1.4%	5.4%
ETHNICITY OF RESPONDENT:					
White	71.6%	79.4%	84.6%	84.4%	78.6%
Non-white	28.4%	20.6%	15.4%	15.6%	21.4%
GENDER OF RESPONDENT:					
Male	62.9%	53.4%	51.3%	41.4%	54.1%
Female	37.1%	46.6%	48.7%	58.6%	45.9%
MARITAL STATUS BY GENDER:					
Married males	30.5%	37.2%	31.9%	25.7%	31.0%
Married females	17.6%	35.2%	40.1%	35.7%	29.4%
Single males	33.4%	15.4%	18.5%	15.9%	23.1%
Single females	18.5%	12.2%	9.5%	22.7%	16.4%
AREA:					
99705 - near Fairbanks	12.6%	31.5%	12.4%	13.7%	16.5%
99705 - near North Pole	38.4%	22.4%	35.5%	32.8%	33.5%
99705 - near Eielson	6.1%	5.2%	3.9%	4.1%	5.1%
99705 - elsewhere	24.7%	24.7%	38.3%	37.7%	30.1%
99702 - Eielson	13.9%	13.6%	3.3%	2.9%	9.4%
99714 - Salcha	4.4%	2.7%	6.6%	8.8%	5.4%
Total	39.1%	19.7%	19.4%	21.8%	100.0%

CROSSTABULATION TABLES

Age of Respondent

Means

	AGE OF RESPONDENT:				Group Total
	18-34	35-44	45-54	55+	Mean
	Mean	Mean	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.76	2.37	2.49	2.22	2.51
SPORTS AND RECREATION GRADE - MEAN (0-4):	2.41	1.97	2.02	2.20	2.21
SHOPPING AND RETAIL GRADE - MEAN (0-4):	2.13	1.68	1.78	1.70	1.88
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	2.04	1.87	1.70	1.70	1.86
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.88	1.44	1.68	1.73	1.72
OVERALL GRADE - MEAN (0-4):	3.08	2.87	2.81	2.90	2.94
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	13.13	13.16	12.97	12.28	12.91
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	14.89	18.95	17.24	12.89	15.73
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	7.73	10.26	10.70	8.89	9.06
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	200.45	108.90	169.63	128.49	159.35
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	1146.89	965.48	1325.42	1023.98	1118.94
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.47	1.01	2.28	2.05	1.66
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	124.71	71.12	155.28	95.22	114.93
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	126.42	99.28	335.31	164.94	170.03

(continued)

	AGE OF RESPONDENT:				Group Total
	18-34	35-44	45-54	55+	Mean
	Mean	Mean	Mean	Mean	
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	.85	1.70	1.50	1.31	1.24
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	268.63	246.42	161.27	174.60	215.27
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	544.35	1017.20	408.41	269.47	551.07
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.08	1.62	1.86	2.07	1.55
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	123.97	135.35	210.85	227.67	177.62
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	75.15	217.43	675.61	488.00	309.94
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	5.83	6.95	5.93	4.62	5.80
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	51.71	43.18	69.01	51.09	53.09
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	273.23	241.95	636.33	203.00	322.19
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	4.18	4.58	4.66	3.19	4.13
AMOUNT SPENT ON LAST PURCHASE - MEAN:	101.46	232.26	169.98	136.09	152.25
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	644.91	780.63	722.60	749.98	710.99
MEAN AGE OF RESPONDENT:	26.02	38.61	48.66	63.23	41.02
MEAN CHILDREN IN HOUSEHOLD:	1.33	1.63	.95	.22	1.07

CROSSTABULATION TABLES

Age of Respondent

Medians

	AGE OF RESPONDENT:				Group Total
	18-34	35-44	45-54	55+	Median
	Median	Median	Median	Median	
MEDIAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	8.00	10.00	10.00	8.00	8.00
MEDIAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	10.00	20.00	20.00	10.00	15.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEDIAN:	6.00	7.00	10.00	7.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEDIAN:	100.00	100.00	100.00	95.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEDIAN:	480.00	600.00	1000.00	560.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00	1.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEDIAN:	50.00	50.00	100.00	50.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEDIAN:	20.00	30.00	100.00	40.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	.00	.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEDIAN:	50.00	60.00	70.00	68.00	55.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEDIAN:	.00	.00	.00	.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	1.00	.00	1.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEDIAN:	40.00	30.00	45.00	50.00	40.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEDIAN:	.00	30.00	.00	40.00	10.00

(continued)

	AGE OF RESPONDENT:				Group Total
	18-34	35-44	45-54	55+	Median
	Median	Median	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEDIAN:	5.00	5.00	4.00	3.00	4.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEDIAN:	30.00	36.00	40.00	30.00	33.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEDIAN:	150.00	150.00	160.00	90.00	132.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	3.00	3.00	1.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEDIAN:	50.00	80.00	60.00	50.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEDIAN:	55.00	160.00	180.00	36.00	70.00

CROSSTABULATION TABLES

Children in Household

Column Percents

	CHILDREN IN HOUSEHOLD:		Total
	None	One or more	Col %
	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:			
A/B	56.5%	56.1%	56.3%
C	25.1%	23.5%	24.3%
D/F	16.1%	19.6%	17.7%
Not sure	2.3%	.8%	1.6%
SPORTS AND RECREATION GRADE:			
A/B	46.2%	37.6%	42.2%
C	21.6%	30.5%	25.7%
D/F	22.1%	29.0%	25.3%
Not sure	10.2%	3.0%	6.8%
SHOPPING AND RETAIL GRADE:			
A/B	30.5%	16.9%	24.2%
C	35.6%	49.1%	41.8%
D/F	33.1%	33.3%	33.2%
Not sure	.8%	.7%	.8%
LOW TAX AND COST OF LIVING GRADE:			
A/B	22.5%	28.3%	25.2%
C	38.4%	39.0%	38.7%
D/F	35.2%	28.7%	32.2%
Not sure	3.9%	3.9%	3.9%
ACCESS TO MEDICAL GRADE:			
A/B	28.8%	23.1%	26.2%
C	24.0%	31.3%	27.3%
D/F	42.0%	41.0%	41.5%
Not sure	5.2%	4.7%	5.0%
OVERALL GRADE:			
A/B	68.1%	83.1%	75.1%
C	22.3%	11.6%	17.4%
D/F	7.1%	4.6%	6.0%
Not sure	2.5%	.6%	1.6%
NUMBER OF GROCERY STORES:			
Too many	.3%	.6%	.4%
About right	54.4%	46.3%	50.7%
Need more	44.7%	52.7%	48.4%
Not sure	.6%	.4%	.5%
NUMBER OF HARDWARE STORES:			
Too many	.2%	1.0%	.6%
About right	61.5%	57.8%	59.8%
Need more	35.4%	39.8%	37.4%
Not sure	2.9%	1.5%	2.2%
NUMBER OF GAS STATIONS:			
Too many	4.3%	5.7%	5.0%
About right	82.8%	80.3%	81.6%
Need more	12.4%	13.5%	12.9%
Not sure	.4%	.6%	.5%
Total	53.8%	46.2%	100.0%

	CHILDREN IN HOUSEHOLD:		Total
	None	One or more	Col %
	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:			
Too many	3.1%	1.4%	2.3%
About right	64.7%	64.4%	64.5%
Need more	30.2%	33.7%	31.8%
Not sure	2.0%	.5%	1.3%
NUMBER OF RESTAURANTS:			
Too many	2.7%	1.3%	2.1%
About right	45.6%	40.3%	43.1%
Need more	50.6%	58.4%	54.2%
Not sure	1.1%		.6%
NUMBER OF CLOTHING STORES:			
Too many	1.1%		.6%
About right	9.3%	12.3%	10.7%
Need more	84.6%	86.8%	85.6%
Not sure	5.1%	1.0%	3.2%
NUMBER OF HOME FURNISHINGS STORES:			
Too many	1.5%	.6%	1.1%
About right	19.5%	18.7%	19.1%
Need more	73.0%	78.4%	75.5%
Not sure	6.0%	2.3%	4.3%
NUMBER OF MEDICAL PROVIDERS:			
Too many	.2%		.1%
About right	19.6%	17.5%	18.6%
Need more	73.2%	76.3%	74.7%
Not sure	7.0%	6.1%	6.6%
NUMBER OF BARS AND LIQUOR STORES:			
Too many	17.1%	18.5%	17.7%
About right	70.4%	68.0%	69.3%
Need more	7.2%	10.6%	8.8%
Not sure	5.2%	3.0%	4.2%
NUMBER OF RECREATIONAL BUSINESSES:			
Too many	.2%	.3%	.2%
About right	12.3%	6.1%	9.4%
Need more	82.4%	93.5%	87.5%
Not sure	5.1%	.1%	2.8%
NUMBER OF PROFESSIONAL SERVICES:			
Too many	1.2%	.8%	1.0%
About right	43.8%	45.1%	44.4%
Need more	41.2%	48.0%	44.4%
Not sure	13.7%	6.0%	10.2%
Total	53.8%	46.2%	100.0%

	CHILDREN IN HOUSEHOLD:		Total
	None	One or more	Col %
	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:			
None	14.8%	8.4%	11.9%
1-5	30.3%	30.3%	30.3%
6-19	21.1%	26.3%	23.5%
20+	32.5%	34.0%	33.2%
Not sure	1.3%	1.0%	1.2%
MODE OF TRANSPORTATION:			
Car	97.2%	100.0%	98.5%
Bus	1.0%		.5%
Taxi	.4%		.2%
Walk	.1%		.1%
Other	1.0%		.5%
Not sure	.2%		.1%
WHOSE CAR WAS IT?			
Own car	95.9%	93.3%	94.6%
Borrowed car	.8%	1.7%	1.2%
Got a ride	3.3%	5.1%	4.2%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:			
None	4.6%	3.7%	4.2%
1-5	25.9%	13.0%	20.0%
6-19	29.2%	38.4%	33.5%
20+	37.3%	44.4%	40.6%
Not sure	2.9%	.4%	1.8%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:			
None	4.6%	1.7%	3.2%
1-5	44.8%	34.1%	39.8%
6-19	36.9%	49.2%	42.6%
20+	13.7%	15.0%	14.3%
LAST FOOD AND GROCERY PURCHASE LOCATION:			
In North Pole	30.0%	35.4%	32.5%
In Fairbanks	58.4%	53.7%	56.2%
Elsewhere	11.2%	9.7%	10.5%
Not sure	.4%	1.2%	.8%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:			
Less than \$50	21.0%	17.1%	19.2%
\$50-\$100	34.5%	36.1%	35.2%
More than \$100	39.1%	45.3%	42.0%
Not sure	5.4%	1.5%	3.6%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:			
\$0	4.6%	1.7%	3.2%
\$1-\$399	34.4%	23.9%	29.6%
\$400-\$1000	34.2%	35.8%	34.9%
More than \$1000	26.8%	38.6%	32.2%
Total	53.8%	46.2%	100.0%

	CHILDREN IN HOUSEHOLD:		Total
	None	One or more	Col %
	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:			
None	43.1%	37.9%	40.7%
1-5	52.3%	57.5%	54.7%
6-19	4.4%	4.6%	4.5%
20+	.2%		.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:			
In North Pole	17.3%	8.3%	12.9%
In Fairbanks	74.0%	84.1%	78.9%
Elsewhere	8.4%	7.6%	8.0%
Not sure	.4%		.2%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:			
Less than \$50	41.4%	32.9%	37.3%
\$50-\$100	35.8%	41.5%	38.6%
More than \$100	14.5%	18.9%	16.6%
Not sure	8.3%	6.6%	7.5%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:			
\$0	43.1%	37.9%	40.7%
\$1-\$99	26.6%	26.6%	26.6%
\$100-\$300	20.9%	20.2%	20.6%
More than \$300	9.3%	15.3%	12.1%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:			
None	60.4%	58.2%	59.4%
1-5	37.4%	34.8%	36.2%
6-19	2.0%	6.7%	4.2%
20+	.1%	.2%	.2%
LAST BUILDING SUPPLY PURCHASE LOCATION:			
In North Pole	31.9%	21.8%	27.1%
In Fairbanks	58.6%	78.2%	67.9%
Elsewhere	8.1%		4.2%
Not sure	1.3%		.7%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:			
Less than \$50	36.5%	30.5%	33.6%
\$50-\$100	41.2%	31.7%	36.6%
More than \$100	20.7%	35.8%	27.9%
Not sure	1.6%	2.1%	1.9%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:			
\$0	60.4%	58.2%	59.4%
\$1-\$99	18.7%	13.8%	16.5%
\$100-\$300	13.0%	12.4%	12.7%
More than \$300	7.8%	15.6%	11.4%
Total	53.8%	46.2%	100.0%

	CHILDREN IN HOUSEHOLD:		Total
	None	One or more	Col %
	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:			
None	46.9%	45.9%	46.4%
1-5	49.0%	45.2%	47.3%
6-19	4.0%	8.1%	5.9%
20+	.2%	.7%	.4%
LAST MEDICAL PURCHASE LOCATION:			
In North Pole	23.5%	23.0%	23.3%
In Fairbanks	67.8%	76.2%	71.7%
Elsewhere	7.4%	.8%	4.3%
Not sure	1.3%		.7%
AMOUNT OF LAST MEDICAL PURCHASE:			
Less than \$50	44.6%	35.4%	40.3%
\$50-\$100	11.3%	9.7%	10.6%
More than \$100	27.0%	24.6%	25.9%
Not sure	17.1%	30.3%	23.2%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:			
\$0	46.9%	45.9%	46.4%
\$1-\$99	28.8%	28.9%	28.8%
\$100-\$300	14.0%	9.2%	11.8%
More than \$300	10.3%	16.0%	12.9%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:			
None	16.7%	6.9%	12.2%
1-5	44.2%	53.5%	48.5%
6-19	34.0%	37.5%	35.6%
20+	5.0%	2.1%	3.7%
LAST RESTAURANT MEAL PURCHASE LOCATION:			
In North Pole	35.0%	27.5%	31.3%
In Fairbanks	55.5%	60.2%	57.8%
Elsewhere	9.5%	12.0%	10.7%
Not sure		.3%	.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:			
Less than \$50	70.4%	65.3%	67.9%
\$50-\$100	17.8%	31.8%	24.7%
More than \$100	8.3%	2.7%	5.6%
Not sure	3.5%	.1%	1.8%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:			
\$0	16.7%	6.9%	12.2%
\$1-\$99	29.9%	27.7%	28.9%
\$100-\$300	32.2%	40.5%	36.0%
More than \$300	21.2%	24.8%	22.9%
Total	53.8%	46.2%	100.0%

	CHILDREN IN HOUSEHOLD:		Total
	None	One or more	Col %
	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:			
None	37.5%	34.7%	36.2%
1-5	39.6%	39.1%	39.4%
6-19	16.2%	23.9%	19.8%
20+	2.9%	2.2%	2.6%
Not sure	3.8%	.1%	2.1%
LAST ITEM PURCHASED ONLINE:			
Food	2.7%	2.0%	2.4%
Clothing	34.1%	21.0%	27.8%
Books/Music	10.9%	6.6%	8.8%
Electronics	12.7%	16.6%	14.6%
IT & Phone	3.7%	1.1%	2.5%
Furniture & Mattress	1.2%	1.4%	1.3%
Kitchen/Bed/Bath	5.9%	3.8%	4.9%
Hardware/Tools	5.4%	11.7%	8.5%
Travel	1.4%	4.9%	3.1%
Event tickets	1.8%	.9%	1.3%
Other	19.1%	25.3%	22.1%
Not sure	1.1%	4.5%	2.8%
AMOUNT SPENT ON LAST PURCHASE:			
Less than \$50	42.1%	41.3%	41.7%
\$50-\$100	33.0%	28.6%	30.9%
More than \$100	24.6%	30.1%	27.3%
Not sure	.3%		.2%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:			
\$0	39.0%	34.7%	37.0%
\$1-\$99	14.7%	18.6%	16.5%
\$100-\$300	23.4%	23.6%	23.5%
More than \$300	22.9%	23.1%	23.0%
LANDLINE/CELL STATUS:			
Land only	2.0%	.5%	1.3%
Both - land dominant	12.7%	7.9%	10.5%
Both - cell dominant	28.4%	38.9%	33.3%
Cell only	56.9%	52.7%	54.9%
EMPLOYMENT STATUS:			
Employed full-time	62.1%	68.6%	65.1%
Employed part-time	9.5%	10.5%	9.9%
Not employed - Looking	4.0%	4.2%	4.1%
Not employed - Not looking	.6%	.2%	.4%
Not employed - Unable to work	2.5%	2.2%	2.3%
Not employed - Homemaker	2.5%	6.8%	4.5%
Not employed - Student	2.7%	4.7%	3.7%
Not employed - Retired	16.2%	2.8%	10.0%
Total	51.3%	48.7%	100.0%

	CHILDREN IN HOUSEHOLD:		Total
	None	One or more	Col %
	Col %	Col %	
PRINCIPAL EMPLOYER:			
Private company	44.2%	34.0%	39.2%
Non-profit	5.3%	6.3%	5.8%
Government	35.6%	38.3%	36.9%
Self-employed	7.3%	17.3%	12.2%
Not sure	7.7%	4.1%	5.9%
LOCATION OF PRINCIPAL EMPLOYMENT:			
In North Pole	18.7%	19.8%	19.2%
In Fairbanks	60.5%	55.0%	57.8%
Elsewhere	20.7%	25.3%	22.9%
AGE OF RESPONDENT:			
18-34	32.5%	45.4%	38.6%
35-44	11.9%	28.9%	19.9%
45-54	18.9%	20.3%	19.6%
55+	36.6%	5.4%	22.0%
MARITAL STATUS:			
Married	55.1%	66.9%	60.6%
Single	44.9%	33.1%	39.4%
HOUSEHOLD INCOME:			
\$0-\$40,000	22.7%	20.6%	21.7%
\$40,000-\$100,000	44.9%	50.7%	47.6%
\$100,000+	26.1%	24.5%	25.4%
Not sure	6.3%	4.2%	5.4%
ETHNICITY OF RESPONDENT:			
White	85.6%	70.7%	78.7%
Non-white	14.4%	29.3%	21.3%
GENDER OF RESPONDENT:			
Male	54.7%	50.0%	52.5%
Female	45.3%	50.0%	47.5%
MARITAL STATUS BY GENDER:			
Married males	28.0%	31.9%	29.8%
Married females	27.2%	35.0%	30.8%
Single males	27.9%	17.1%	22.9%
Single females	17.0%	16.0%	16.5%
AREA:			
99705 - near Fairbanks	15.6%	17.7%	16.6%
99705 - near North Pole	38.2%	29.4%	34.2%
99705 - near Eielson	2.6%	7.4%	4.8%
99705 - elsewhere	29.9%	29.4%	29.7%
99702 - Eielson	7.5%	11.1%	9.2%
99714 - Salcha	6.1%	5.0%	5.6%
Total	53.8%	46.2%	100.0%

CROSSTABULATION TABLES

Children in Household

Means

	CHILDREN IN HOUSEHOLD:		Group Total
	None	One or more	Mean
	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.52	2.45	2.49
SPORTS AND RECREATION GRADE - MEAN (0-4):	2.32	2.09	2.21
SHOPPING AND RETAIL GRADE - MEAN (0-4):	2.01	1.77	1.90
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	1.78	1.92	1.84
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.72	1.64	1.69
OVERALL GRADE - MEAN (0-4):	2.86	3.01	2.93
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	12.20	13.26	12.69
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	14.42	16.89	15.58
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	8.43	9.39	8.87
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	124.42	195.27	158.54
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	866.07	1374.05	1100.60
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.51	1.76	1.63
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	105.02	125.47	114.97
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	119.52	223.30	167.44

(continued)

	CHILDREN IN HOUSEHOLD:		Group Total
	None	One or more	Mean
	Mean	Mean	
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	1.01	1.50	1.24
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	163.77	268.91	213.86
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	305.21	815.99	541.04
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.26	1.84	1.53
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	165.92	188.54	175.42
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	228.48	393.19	304.53
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	5.68	5.78	5.73
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	63.16	42.86	53.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	364.87	260.91	316.87
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	3.78	4.05	3.91
AMOUNT SPENT ON LAST PURCHASE - MEAN:	119.71	177.89	148.16
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	568.96	634.36	599.81
MEAN AGE OF RESPONDENT:	45.18	36.56	41.15
MEAN CHILDREN IN HOUSEHOLD:	.00	2.28	1.05

CROSSTABULATION TABLES

Children in Household

Medians

	CHILDREN IN HOUSEHOLD:		Group Total
	None	One or more	Median
	Median	Median	
MEDIAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	7.00	10.00	8.00
MEDIAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	13.00	15.00	15.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEDIAN:	6.00	6.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEDIAN:	100.00	100.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEDIAN:	480.00	800.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEDIAN:	50.00	50.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEDIAN:	25.00	50.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEDIAN:	55.00	70.00	55.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEDIAN:	.00	.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEDIAN:	40.00	45.00	40.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEDIAN:	8.00	20.00	10.00

(continued)

	CHILDREN IN HOUSEHOLD:		Group Total
	None	One or more	Median
	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEDIAN:	4.00	4.00	4.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEDIAN:	30.00	40.00	33.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEDIAN:	105.00	150.00	120.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEDIAN:	2.00	2.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEDIAN:	50.00	70.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEDIAN:	60.00	75.00	64.00

CROSSTABULATION TABLES

Household Income

Column Percents

	HOUSEHOLD INCOME:				Total
	\$0-\$40,000	\$40,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:					
A/B	56.4%	64.8%	47.9%	42.4%	57.5%
C	16.3%	19.4%	34.0%	54.7%	24.3%
D/F	25.8%	14.2%	16.5%	2.9%	16.7%
Not sure	1.4%	1.7%	1.6%		1.5%
SPORTS AND RECREATION GRADE:					
A/B	44.7%	44.1%	36.2%	52.4%	42.6%
C	26.1%	27.3%	18.7%	44.1%	25.8%
D/F	23.4%	20.1%	39.6%	1.8%	24.7%
Not sure	5.9%	8.6%	5.5%	1.7%	6.8%
SHOPPING AND RETAIL GRADE:					
A/B	29.7%	20.9%	22.0%	24.0%	23.2%
C	39.9%	45.2%	43.8%	38.8%	43.4%
D/F	30.0%	32.9%	33.6%	37.3%	32.6%
Not sure	.5%	1.0%	.7%		.8%
LOW TAX AND COST OF LIVING GRADE:					
A/B	25.0%	24.6%	23.5%	41.7%	25.3%
C	42.8%	36.3%	44.7%	28.2%	39.4%
D/F	30.7%	34.8%	30.7%	2.9%	31.2%
Not sure	1.6%	4.3%	1.1%	27.2%	4.1%
ACCESS TO MEDICAL GRADE:					
A/B	25.3%	25.4%	23.4%	63.0%	26.9%
C	32.0%	26.2%	23.8%	19.7%	26.5%
D/F	39.5%	42.0%	48.9%	14.8%	41.7%
Not sure	3.2%	6.4%	3.8%	2.6%	4.8%
OVERALL GRADE:					
A/B	76.7%	73.8%	73.1%	90.5%	75.2%
C	14.4%	19.7%	17.1%	7.9%	17.3%
D/F	8.4%	4.1%	8.0%		5.8%
Not sure	.5%	2.3%	1.8%	1.7%	1.7%
NUMBER OF GROCERY STORES:					
Too many			1.8%		.5%
About right	49.5%	51.7%	50.7%	70.8%	52.0%
Need more	48.6%	48.0%	47.5%	29.2%	47.0%
Not sure	1.9%	.3%			.5%
NUMBER OF HARDWARE STORES:					
Too many	.7%		1.9%		.6%
About right	57.7%	58.5%	67.1%	53.0%	60.2%
Need more	40.4%	37.2%	30.9%	45.3%	36.7%
Not sure	1.2%	4.3%		1.7%	2.4%
NUMBER OF GAS STATIONS:					
Too many	3.0%	4.1%	8.0%	1.3%	4.7%
About right	81.3%	84.1%	78.9%	70.7%	81.5%
Need more	15.0%	11.0%	13.1%	28.1%	13.3%
Not sure	.8%	.7%			.5%
Total	21.9%	47.5%	25.3%	5.3%	100.0%

	HOUSEHOLD INCOME:				Total
	\$0-\$40,000	\$40,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:					
Too many	3.3%	.5%	5.2%		2.3%
About right	65.9%	63.3%	63.7%	52.8%	63.4%
Need more	30.3%	35.2%	28.2%	45.5%	32.9%
Not sure	.5%	1.0%	2.8%	1.7%	1.4%
NUMBER OF RESTAURANTS:					
Too many	3.7%	.6%	4.3%		2.2%
About right	42.7%	47.3%	34.2%	26.9%	41.9%
Need more	52.3%	51.5%	61.1%	73.1%	55.2%
Not sure	1.2%	.6%	.4%		.6%
NUMBER OF CLOTHING STORES:					
Too many	.2%		2.3%		.6%
About right	6.4%	9.8%	13.8%	22.1%	10.7%
Need more	92.2%	84.8%	82.5%	74.5%	85.3%
Not sure	1.2%	5.4%	1.3%	3.5%	3.4%
NUMBER OF HOME FURNISHINGS STORES:					
Too many	.9%		3.8%		1.1%
About right	16.1%	18.2%	19.8%	34.0%	19.0%
Need more	75.2%	77.1%	75.1%	64.3%	75.5%
Not sure	7.9%	4.7%	1.4%	1.7%	4.4%
NUMBER OF MEDICAL PROVIDERS:					
Too many	.2%	.1%			.1%
About right	14.4%	15.5%	31.5%	14.8%	19.3%
Need more	78.7%	78.1%	65.7%	80.6%	75.2%
Not sure	6.7%	6.3%	2.8%	4.6%	5.4%
NUMBER OF BARS AND LIQUOR STORES:					
Too many	24.2%	13.0%	18.6%	3.2%	16.3%
About right	67.2%	70.5%	70.2%	96.8%	71.1%
Need more	1.7%	13.1%	7.5%		8.5%
Not sure	6.9%	3.5%	3.8%		4.1%
NUMBER OF RECREATIONAL BUSINESSES:					
Too many		.3%			.1%
About right	7.1%	6.9%	15.3%	25.7%	10.1%
Need more	86.2%	90.2%	84.1%	72.6%	86.9%
Not sure	6.7%	2.6%	.6%	1.7%	2.9%
NUMBER OF PROFESSIONAL SERVICES:					
Too many	.6%	.4%	3.0%		1.1%
About right	32.6%	46.4%	54.0%	47.7%	45.4%
Need more	53.8%	43.5%	37.2%	38.9%	43.9%
Not sure	13.0%	9.7%	5.8%	13.4%	9.6%
Total	21.9%	47.5%	25.3%	5.3%	100.0%

	HOUSEHOLD INCOME:				Total
	\$0-\$40,000	\$40,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:					
None	15.9%	13.3%	7.8%		11.8%
1-5	20.1%	30.4%	38.9%	28.6%	30.2%
6-19	37.2%	21.3%	19.9%	4.5%	23.5%
20+	26.2%	33.3%	33.0%	63.2%	33.3%
Not sure	.7%	1.7%	.4%	3.6%	1.2%
MODE OF TRANSPORTATION:					
Car	96.9%	99.3%	99.1%	98.7%	98.7%
Bus	2.1%	.3%			.6%
Taxi	.4%				.1%
Walk				1.3%	.1%
Other	.7%	.4%	.4%		.4%
Not sure			.5%		.1%
WHOSE CAR WAS IT?					
Own car	90.5%	99.0%	100.0%	43.4%	94.2%
Borrowed car				22.2%	1.3%
Got a ride	9.5%	1.0%		34.4%	4.5%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:					
None	5.3%	5.6%			3.8%
1-5	19.2%	18.2%	18.9%	27.7%	19.1%
6-19	42.4%	32.6%	30.9%	36.1%	34.5%
20+	32.4%	43.6%	49.2%	9.0%	40.7%
Not sure	.7%	.1%	1.0%	27.2%	1.9%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:					
None	.8%	1.4%	.8%	19.2%	2.1%
1-5	44.0%	42.7%	30.2%	42.5%	39.8%
6-19	42.6%	42.5%	48.8%	23.5%	43.1%
20+	12.5%	13.4%	20.2%	14.8%	15.0%
LAST FOOD AND GROCERY PURCHASE LOCATION:					
In North Pole	38.1%	30.6%	31.8%	36.0%	32.8%
In Fairbanks	50.5%	56.4%	59.7%	58.4%	56.0%
Elsewhere	11.5%	12.8%	7.1%	5.6%	10.7%
Not sure		.3%	1.4%		.5%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:					
Less than \$50	24.0%	16.8%	14.6%	45.6%	19.1%
\$50-\$100	35.8%	37.7%	37.2%	1.3%	35.5%
More than \$100	39.3%	43.4%	47.7%	15.0%	42.4%
Not sure	1.0%	2.1%	.5%	38.1%	3.0%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:					
\$0	.8%	1.4%	.8%	19.2%	2.1%
\$1-\$399	39.2%	29.3%	15.2%	53.7%	29.2%
\$400-\$1000	34.9%	34.4%	40.6%	22.2%	35.4%
More than \$1000	25.1%	35.0%	43.4%	4.9%	33.3%
Total	21.9%	47.5%	25.3%	5.3%	100.0%

	HOUSEHOLD INCOME:				Total
	\$0-\$40,000	\$40,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:					
None	39.8%	38.6%	37.1%	71.9%	40.3%
1-5	55.0%	57.1%	56.3%	28.1%	54.9%
6-19	5.2%	4.3%	6.2%		4.7%
20+			.4%		.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:					
In North Pole	13.7%	10.8%	13.6%	43.8%	13.0%
In Fairbanks	84.8%	77.2%	78.3%	52.9%	78.6%
Elsewhere	1.5%	11.5%	8.1%	3.4%	8.2%
Not sure		.5%			.2%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:					
Less than \$50	48.1%	34.3%	32.6%	41.1%	37.1%
\$50-\$100	36.1%	46.5%	34.3%	3.2%	39.9%
More than \$100	10.1%	15.1%	23.4%		15.8%
Not sure	5.7%	4.2%	9.7%	55.7%	7.2%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:					
\$0	39.8%	38.6%	37.1%	71.9%	40.3%
\$1-\$99	30.0%	27.5%	23.1%	25.7%	26.9%
\$100-\$300	23.4%	20.8%	23.1%	2.4%	21.0%
More than \$300	6.8%	13.0%	16.7%		11.9%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:					
None	60.3%	58.9%	50.5%	98.7%	59.2%
1-5	38.5%	37.6%	40.8%	1.3%	36.7%
6-19	1.0%	3.5%	8.3%		4.0%
20+	.2%		.4%		.2%
LAST BUILDING SUPPLY PURCHASE LOCATION:					
In North Pole	38.4%	32.3%	15.4%	100.0%	28.5%
In Fairbanks	59.0%	63.2%	76.3%		66.2%
Elsewhere	.9%	4.5%	7.1%		4.5%
Not sure	1.7%		1.3%		.7%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:					
Less than \$50	51.3%	29.4%	27.0%	100.0%	33.5%
\$50-\$100	34.3%	47.1%	22.8%		36.7%
More than \$100	14.4%	22.9%	50.2%		29.5%
Not sure		.6%			.3%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:					
\$0	60.3%	58.9%	50.5%	98.7%	59.2%
\$1-\$99	20.5%	18.5%	11.0%	1.3%	16.1%
\$100-\$300	14.3%	12.4%	15.9%		13.0%
More than \$300	4.9%	10.2%	22.6%		11.6%
Total	21.9%	47.5%	25.3%	5.3%	100.0%

	HOUSEHOLD INCOME:				Total
	\$0-\$40, 000	\$40,000- \$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:					
None	51.4%	47.3%	36.0%	71.0%	46.6%
1-5	45.8%	42.6%	60.5%	29.0%	47.1%
6-19	2.8%	9.1%	3.4%		5.8%
20+		1.0%			.5%
LAST MEDICAL PURCHASE LOCATION:					
In North Pole	20.0%	22.9%	18.0%	62.6%	22.0%
In Fairbanks	79.1%	68.6%	78.1%	37.4%	72.7%
Elsewhere	.9%	8.5%	1.6%		4.7%
Not sure			2.4%		.7%
AMOUNT OF LAST MEDICAL PURCHASE:					
Less than \$50	43.4%	33.2%	47.9%	40.5%	39.9%
\$50-\$100	5.7%	12.8%	11.4%	12.5%	10.9%
More than \$100	20.1%	26.9%	32.7%		26.6%
Not sure	30.8%	27.2%	8.0%	47.0%	22.5%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:					
\$0	51.4%	47.3%	36.0%	71.0%	46.6%
\$1-\$99	31.6%	24.6%	31.4%	29.0%	28.1%
\$100-\$300	9.4%	11.3%	17.3%		11.8%
More than \$300	7.6%	16.8%	15.2%		13.5%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:					
None	17.2%	8.2%	8.1%	29.0%	11.2%
1-5	44.6%	53.2%	46.0%	41.4%	48.9%
6-19	34.6%	34.6%	41.5%	28.4%	36.0%
20+	3.6%	4.0%	4.4%	1.3%	3.9%
LAST RESTAURANT MEAL PURCHASE LOCATION:					
In North Pole	37.6%	30.2%	32.5%	34.6%	32.5%
In Fairbanks	47.5%	57.9%	59.8%	60.3%	56.4%
Elsewhere	14.9%	11.9%	7.0%	5.1%	10.9%
Not sure			.7%		.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:					
Less than \$50	81.2%	67.6%	55.1%	92.5%	68.2%
\$50-\$100	14.0%	24.9%	36.2%	5.1%	24.8%
More than \$100	3.2%	5.9%	8.7%		5.8%
Not sure	1.5%	1.6%		2.4%	1.2%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:					
\$0	17.2%	8.2%	8.1%	29.0%	11.2%
\$1-\$99	37.7%	25.7%	24.7%	41.4%	28.9%
\$100-\$300	24.1%	43.7%	34.2%	22.4%	35.9%
More than \$300	20.9%	22.4%	33.0%	7.2%	24.0%
Total	21.9%	47.5%	25.3%	5.3%	100.0%

	HOUSEHOLD INCOME:				Total
	\$0-\$40,000	\$40,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:					
None	48.1%	37.9%	17.9%	40.0%	35.2%
1-5	31.4%	39.6%	47.3%	29.6%	39.2%
6-19	17.1%	17.9%	33.5%	2.9%	20.9%
20+	3.2%	3.0%	1.4%		2.5%
Not sure	.2%	1.5%		27.5%	2.2%
LAST ITEM PURCHASED ONLINE:					
Food	2.4%	2.0%	2.2%		2.1%
Clothing	14.7%	35.2%	26.0%	54.2%	28.9%
Books/Music	2.7%	9.2%	6.9%	36.9%	8.0%
Electronics	34.7%	7.2%	15.8%		14.8%
IT & Phone	5.8%	1.8%	1.6%		2.4%
Furniture & Mattress	3.1%	.9%	1.2%		1.4%
Kitchen/Bed/Bath	3.6%	2.4%	10.2%		5.2%
Hardware/Tools	11.8%	6.0%	9.9%		8.2%
Travel		2.3%	6.7%		3.3%
Event tickets		2.6%			1.2%
Other	18.5%	28.7%	14.6%	8.9%	21.6%
Not sure	2.5%	1.8%	4.8%		2.9%
AMOUNT SPENT ON LAST PURCHASE:					
Less than \$50	60.7%	44.6%	30.3%	40.2%	42.3%
\$50-\$100	23.0%	33.7%	29.3%		29.4%
More than \$100	16.3%	21.7%	40.4%	54.2%	28.1%
Not sure				5.5%	.2%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:					
\$0	48.2%	38.5%	17.9%	55.1%	36.0%
\$1-\$99	20.4%	15.9%	11.2%	16.5%	15.7%
\$100-\$300	18.6%	26.4%	26.6%	25.8%	24.7%
More than \$300	12.8%	19.2%	44.4%	2.5%	23.6%
LANDLINE/CELL STATUS:					
Land only	3.3%	1.0%	.2%	1.3%	1.3%
Both - land dominant	14.7%	7.6%	8.4%	3.6%	9.2%
Both - cell dominant	22.4%	36.2%	41.5%	22.9%	33.8%
Cell only	59.6%	55.3%	49.9%	72.2%	55.8%
EMPLOYMENT STATUS:					
Employed full-time	32.5%	72.2%	90.3%	17.9%	65.3%
Employed part-time	16.0%	9.1%	2.3%	32.4%	10.1%
Not employed - Looking	12.4%	1.6%		17.6%	4.4%
Not employed - Not looking	.3%	.3%	.6%		.4%
Not employed - Unable to work	6.3%	2.2%			2.4%
Not employed - Homemaker	7.2%	4.3%	3.7%		4.5%
Not employed - Student	7.3%	.3%		29.4%	3.3%
Not employed - Retired	18.0%	10.0%	3.2%	2.6%	9.6%
Total	14.0%	51.3%	31.2%	3.6%	100.0%

	HOUSEHOLD INCOME:				Total
	\$0-\$40,000	\$40,000-\$100,000	\$100,000+	Not sure	Col %
	Col %	Col %	Col %	Col %	
PRINCIPAL EMPLOYER:					
Private company	33.4%	35.8%	42.8%	94.3%	39.7%
Non-profit	2.8%	7.4%	5.7%		6.0%
Government	40.4%	41.1%	34.7%	5.7%	37.8%
Self-employed	13.6%	10.9%	13.7%		11.8%
Not sure	9.8%	4.7%	3.2%		4.8%
LOCATION OF PRINCIPAL EMPLOYMENT:					
In North Pole	41.3%	17.7%	14.4%	4.7%	19.5%
In Fairbanks	44.9%	55.9%	62.0%	65.5%	56.6%
Elsewhere	13.9%	26.4%	23.6%	29.8%	23.9%
AGE OF RESPONDENT:					
18-34	36.2%	42.0%	23.4%	91.3%	38.7%
35-44	17.0%	23.1%	22.2%		20.3%
45-54	18.9%	14.3%	32.4%	2.9%	19.3%
55+	27.9%	20.5%	22.0%	5.8%	21.7%
CHILDREN IN HOUSEHOLD:					
None	56.6%	51.1%	55.7%	64.2%	54.2%
One or more	43.4%	48.9%	44.3%	35.8%	45.8%
MARITAL STATUS:					
Married	40.4%	61.4%	79.6%	24.1%	59.9%
Single	59.6%	38.6%	20.4%	75.9%	40.1%
ETHNICITY OF RESPONDENT:					
White	81.7%	73.1%	87.9%	97.2%	80.0%
Non-white	18.3%	26.9%	12.1%	2.8%	20.0%
GENDER OF RESPONDENT:					
Male	46.8%	55.6%	53.6%	44.2%	52.6%
Female	53.2%	44.4%	46.4%	55.8%	47.4%
MARITAL STATUS BY GENDER:					
Married males	18.7%	28.6%	43.1%	20.3%	29.8%
Married females	21.6%	32.8%	36.5%	3.7%	30.0%
Single males	27.6%	26.4%	10.6%	31.1%	22.8%
Single females	32.1%	12.2%	9.7%	44.8%	17.4%
AREA:					
99705 - near Fairbanks	26.8%	10.6%	22.4%	1.1%	16.6%
99705 - near North Pole	35.3%	32.0%	30.0%	62.4%	33.9%
99705 - near Eielson	13.9%	4.4%	.6%	.9%	5.3%
99705 - elsewhere	17.2%	28.9%	37.4%	35.7%	28.9%
99702 - Eielson	1.8%	18.6%	2.5%		9.9%
99714 - Salcha	5.1%	5.4%	7.1%		5.4%
Total	21.9%	47.5%	25.3%	5.3%	100.0%

CROSSTABULATION TABLES

Household Income

Means

	HOUSEHOLD INCOME:				Group Total
	\$0-\$40,000	\$40,000-\$100,000	\$100,000+	Not sure	Mean
	Mean	Mean	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.41	2.66	2.33	2.45	2.51
SPORTS AND RECREATION GRADE - MEAN (0-4):	2.37	2.23	1.93	2.82	2.22
SHOPPING AND RETAIL GRADE - MEAN (0-4):	2.03	1.85	1.88	1.91	1.90
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	1.80	1.86	1.83	2.51	1.87
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.70	1.68	1.50	2.62	1.69
OVERALL GRADE - MEAN (0-4):	2.94	2.97	2.85	3.10	2.94
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	11.44	12.47	12.93	21.21	12.82
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	13.90	15.97	17.67	10.16	15.71
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	8.67	8.57	10.89	6.99	9.09
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	116.68	147.62	162.90	83.97	142.86
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	868.68	1078.88	1375.30	346.61	1068.68
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.67	1.58	2.04	.53	1.66
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	59.69	114.85	164.57	32.04	114.36
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	94.10	165.94	272.85	18.93	169.38

(continued)

	HOUSEHOLD INCOME:				Group Total
	\$0-\$40,000	\$40,000-\$100,000	\$100,000+	Not sure	Mean
	Mean	Mean	Mean	Mean	
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	1.06	1.15	1.80	.01	1.23
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	103.64	163.04	393.41	2.00	221.52
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	149.34	403.97	1391.10	.03	576.08
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.17	1.89	1.43	.34	1.53
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	156.35	164.53	209.33	42.38	177.13
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	302.18	376.20	268.10	13.03	313.30
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	5.42	6.06	6.19	3.57	5.82
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	53.78	57.98	51.04	23.93	53.83
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	530.31	285.21	296.15	77.98	330.58
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	3.22	3.81	5.55	1.26	4.03
AMOUNT SPENT ON LAST PURCHASE - MEAN:	108.36	121.38	215.87	119.32	151.27
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	466.35	492.52	1120.77	70.86	632.72
MEAN AGE OF RESPONDENT:	42.71	40.15	44.65	24.79	41.03
MEAN CHILDREN IN HOUSEHOLD:	.90	1.13	1.05	.40	1.02

CROSSTABULATION TABLES

Household Income

Medians

	HOUSEHOLD INCOME:				Group Total
	\$0-\$40, 000	\$40,000- \$100,000	\$100,000+	Not sure	Median
	Median	Median	Median	Median	
MEDIAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	8.00	10.00	8.00	30.00	8.00
MEDIAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	12.00	15.00	18.00	10.00	15.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEDIAN:	6.00	6.00	10.00	3.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEDIAN:	100.00	100.00	100.00	40.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEDIAN:	516.00	500.00	1000.00	120.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00	.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEDIAN:	40.00	50.00	65.00	30.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEDIAN:	30.00	40.00	50.00	.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	.00	.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEDIAN:	45.00	55.00	125.00	2.00	60.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEDIAN:	.00	.00	.00	.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	1.00	1.00	.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEDIAN:	40.00	50.00	40.00	40.00	40.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEDIAN:	.00	10.00	20.00	.00	10.00

(continued)

	HOUSEHOLD INCOME:				Group Total
	\$0-\$40,000	\$40,000-\$100,000	\$100,000+	Not sure	Median
	Median	Median	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEDIAN:	3.00	5.00	5.00	2.00	4.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEDIAN:	30.00	40.00	40.00	20.00	33.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEDIAN:	84.00	160.00	150.00	30.00	140.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	2.00	5.00	.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEDIAN:	40.00	60.00	85.00	198.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEDIAN:	30.00	60.00	260.00	.00	72.00

CROSSTABULATION TABLES

Ethnicity of Respondent

Column Percents

	ETHNICITY OF RESPONDENT:		Total
	White	Non-white	Col %
	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:			
A/B	54.9%	61.2%	56.3%
C	26.1%	19.4%	24.7%
D/F	17.7%	16.7%	17.5%
Not sure	1.3%	2.8%	1.6%
SPORTS AND RECREATION GRADE:			
A/B	44.3%	35.7%	42.5%
C	24.7%	29.5%	25.7%
D/F	23.8%	28.9%	24.8%
Not sure	7.3%	5.9%	7.0%
SHOPPING AND RETAIL GRADE:			
A/B	23.8%	25.2%	24.1%
C	37.9%	56.9%	41.9%
D/F	37.6%	16.8%	33.2%
Not sure	.7%	1.1%	.8%
LOW TAX AND COST OF LIVING GRADE:			
A/B	23.7%	32.7%	25.6%
C	38.9%	37.8%	38.7%
D/F	33.1%	26.5%	31.7%
Not sure	4.2%	3.0%	4.0%
ACCESS TO MEDICAL GRADE:			
A/B	26.2%	26.5%	26.2%
C	27.6%	28.2%	27.7%
D/F	41.0%	41.0%	41.0%
Not sure	5.3%	4.4%	5.1%
OVERALL GRADE:			
A/B	75.3%	73.0%	74.8%
C	18.7%	14.8%	17.8%
D/F	4.6%	9.7%	5.7%
Not sure	1.4%	2.5%	1.6%
NUMBER OF GROCERY STORES:			
Too many	.2%	1.3%	.4%
About right	54.8%	35.2%	50.6%
Need more	44.6%	62.8%	48.4%
Not sure	.5%	.8%	.5%
NUMBER OF HARDWARE STORES:			
Too many	.4%	1.3%	.6%
About right	60.8%	56.8%	60.0%
Need more	36.8%	38.6%	37.2%
Not sure	2.0%	3.3%	2.3%
NUMBER OF GAS STATIONS:			
Too many	5.8%	2.0%	5.0%
About right	80.1%	86.0%	81.4%
Need more	13.9%	10.4%	13.1%
Not sure	.2%	1.6%	.5%
Total	78.8%	21.2%	100.0%

	ETHNICITY OF RESPONDENT:		Total
	White	Non-white	Col %
	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:			
Too many	2.3%	1.8%	2.2%
About right	64.6%	61.9%	64.1%
Need more	32.0%	33.4%	32.3%
Not sure	1.0%	2.9%	1.4%
NUMBER OF RESTAURANTS:			
Too many	2.1%	1.7%	2.0%
About right	45.8%	33.5%	43.2%
Need more	51.4%	64.5%	54.1%
Not sure	.7%	.3%	.6%
NUMBER OF CLOTHING STORES:			
Too many	.8%		.6%
About right	10.5%	10.9%	10.6%
Need more	85.0%	88.0%	85.6%
Not sure	3.8%	1.2%	3.2%
NUMBER OF HOME FURNISHINGS STORES:			
Too many	.9%	1.9%	1.1%
About right	20.3%	14.8%	19.2%
Need more	75.0%	76.7%	75.3%
Not sure	3.8%	6.5%	4.4%
NUMBER OF MEDICAL PROVIDERS:			
Too many	.1%	.3%	.1%
About right	18.6%	17.8%	18.5%
Need more	73.9%	77.7%	74.7%
Not sure	7.5%	4.1%	6.8%
NUMBER OF BARS AND LIQUOR STORES:			
Too many	18.2%	14.9%	17.5%
About right	70.3%	67.9%	69.8%
Need more	7.0%	13.3%	8.3%
Not sure	4.5%	3.9%	4.4%
NUMBER OF RECREATIONAL BUSINESSES:			
Too many		.6%	.1%
About right	10.8%	3.8%	9.3%
Need more	85.9%	94.3%	87.7%
Not sure	3.2%	1.3%	2.8%
NUMBER OF PROFESSIONAL SERVICES:			
Too many	1.3%	.4%	1.1%
About right	40.5%	59.5%	44.6%
Need more	48.1%	28.0%	43.8%
Not sure	10.0%	12.1%	10.5%
Total	78.8%	21.2%	100.0%

	ETHNICITY OF RESPONDENT:		Total
	White	Non-white	Col %
	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:			
None	13.8%	3.1%	11.5%
1-5	28.1%	36.2%	29.8%
6-19	22.6%	28.5%	23.9%
20+	34.6%	29.1%	33.4%
Not sure	.9%	3.1%	1.4%
MODE OF TRANSPORTATION:			
Car	98.4%	99.4%	98.6%
Bus	.7%		.6%
Taxi	.1%		.1%
Walk	.1%		.1%
Other	.5%	.6%	.5%
Not sure	.2%		.1%
WHOSE CAR WAS IT?			
Own car	93.0%	99.7%	94.5%
Borrowed car	1.6%		1.2%
Got a ride	5.4%	.3%	4.2%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:			
None	4.0%	2.3%	3.6%
1-5	22.3%	10.6%	19.8%
6-19	30.4%	45.3%	33.5%
20+	41.3%	40.9%	41.2%
Not sure	2.0%	1.0%	1.8%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:			
None	3.3%	.3%	2.6%
1-5	40.4%	38.5%	40.0%
6-19	43.8%	40.3%	43.0%
20+	12.6%	21.0%	14.4%
LAST FOOD AND GROCERY PURCHASE LOCATION:			
In North Pole	31.8%	35.6%	32.6%
In Fairbanks	55.7%	58.3%	56.3%
Elsewhere	11.7%	6.1%	10.5%
Not sure	.8%		.6%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:			
Less than \$50	19.4%	17.6%	19.0%
\$50-\$100	36.1%	32.9%	35.4%
More than \$100	41.8%	43.1%	42.1%
Not sure	2.7%	6.5%	3.5%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:			
\$0	3.3%	.3%	2.6%
\$1-\$399	30.2%	27.0%	29.5%
\$400-\$1000	35.1%	34.3%	35.0%
More than \$1000	31.4%	38.4%	32.9%
Total	78.8%	21.2%	100.0%

	ETHNICITY OF RESPONDENT:		Total
	White	Non-white	Col %
	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:			
None	41.1%	38.2%	40.5%
1-5	53.7%	59.5%	54.9%
6-19	5.1%	2.3%	4.5%
20+	.1%		.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:			
In North Pole	14.0%	8.1%	12.8%
In Fairbanks	77.2%	85.0%	78.9%
Elsewhere	8.5%	6.8%	8.1%
Not sure	.3%		.2%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:			
Less than \$50	36.8%	39.8%	37.4%
\$50-\$100	39.6%	36.2%	38.8%
More than \$100	16.4%	18.4%	16.9%
Not sure	7.2%	5.6%	6.8%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:			
\$0	41.1%	38.2%	40.5%
\$1-\$99	26.7%	25.1%	26.4%
\$100-\$300	19.9%	24.4%	20.9%
More than \$300	12.2%	12.4%	12.2%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:			
None	60.0%	57.9%	59.6%
1-5	34.9%	40.0%	36.0%
6-19	4.9%	2.2%	4.3%
20+	.2%		.2%
LAST BUILDING SUPPLY PURCHASE LOCATION:			
In North Pole	25.9%	34.3%	27.7%
In Fairbanks	68.3%	63.4%	67.2%
Elsewhere	4.9%	2.4%	4.3%
Not sure	.9%		.7%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:			
Less than \$50	31.2%	44.8%	34.1%
\$50-\$100	37.6%	31.0%	36.1%
More than \$100	30.9%	19.5%	28.4%
Not sure	.3%	4.7%	1.3%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:			
\$0	60.0%	57.9%	59.6%
\$1-\$99	17.0%	12.1%	15.9%
\$100-\$300	10.9%	20.6%	13.0%
More than \$300	12.1%	9.4%	11.5%
Total	78.8%	21.2%	100.0%

	ETHNICITY OF RESPONDENT:		Total
	White	Non-white	Col %
	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:			
None	46.4%	44.5%	46.0%
1-5	49.0%	41.3%	47.4%
6-19	4.0%	14.2%	6.2%
20+	.6%		.4%
LAST MEDICAL PURCHASE LOCATION:			
In North Pole	24.3%	19.6%	23.3%
In Fairbanks	69.5%	79.4%	71.7%
Elsewhere	5.3%	1.0%	4.4%
Not sure	.9%		.7%
AMOUNT OF LAST MEDICAL PURCHASE:			
Less than \$50	42.0%	34.2%	40.3%
\$50-\$100	13.1%	1.8%	10.7%
More than \$100	25.7%	27.1%	26.0%
Not sure	19.3%	36.9%	22.9%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:			
\$0	46.4%	44.5%	46.0%
\$1-\$99	30.0%	24.7%	28.9%
\$100-\$300	11.9%	11.5%	11.8%
More than \$300	11.7%	19.3%	13.3%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:			
None	12.6%	6.3%	11.2%
1-5	50.4%	42.1%	48.7%
6-19	33.1%	48.5%	36.4%
20+	3.8%	3.0%	3.7%
LAST RESTAURANT MEAL PURCHASE LOCATION:			
In North Pole	33.3%	23.7%	31.2%
In Fairbanks	54.6%	69.8%	58.0%
Elsewhere	11.8%	6.6%	10.6%
Not sure	.2%		.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:			
Less than \$50	69.1%	62.5%	67.6%
\$50-\$100	24.3%	28.2%	25.1%
More than \$100	5.6%	5.7%	5.6%
Not sure	1.1%	3.5%	1.6%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:			
\$0	12.6%	6.3%	11.2%
\$1-\$99	30.3%	22.2%	28.5%
\$100-\$300	34.9%	44.3%	36.9%
More than \$300	22.3%	27.1%	23.3%
Total	78.8%	21.2%	100.0%

	ETHNICITY OF RESPONDENT:		Total
	White	Non-white	Col %
	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:			
None	37.9%	29.1%	36.0%
1-5	38.7%	40.2%	39.0%
6-19	18.2%	27.5%	20.2%
20+	2.6%	2.9%	2.6%
Not sure	2.6%	.2%	2.1%
LAST ITEM PURCHASED ONLINE:			
Food	2.3%	2.7%	2.4%
Clothing	26.0%	34.9%	28.1%
Books/Music	9.7%	5.2%	8.6%
Electronics	17.7%	5.5%	14.7%
IT & Phone	3.0%		2.3%
Furniture & Mattress	1.8%		1.4%
Kitchen/Bed/Bath	6.0%	1.7%	5.0%
Hardware/Tools	7.2%	12.2%	8.4%
Travel	1.8%	7.5%	3.2%
Event tickets	.6%	3.8%	1.4%
Other	20.6%	25.6%	21.8%
Not sure	3.3%	1.1%	2.8%
AMOUNT SPENT ON LAST PURCHASE:			
Less than \$50	43.7%	38.4%	42.4%
\$50-\$100	27.6%	36.9%	29.9%
More than \$100	28.5%	24.7%	27.5%
Not sure	.2%		.2%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:			
\$0	38.9%	29.2%	36.8%
\$1-\$99	15.1%	19.8%	16.1%
\$100-\$300	23.3%	24.9%	23.6%
More than \$300	22.7%	26.1%	23.4%
LANDLINE/CELL STATUS:			
Land only	1.3%	1.3%	1.3%
Both - land dominant	11.2%	5.6%	10.0%
Both - cell dominant	36.3%	22.6%	33.4%
Cell only	51.2%	70.4%	55.3%
EMPLOYMENT STATUS:			
Employed full-time	64.0%	69.4%	65.2%
Employed part-time	10.4%	8.5%	10.0%
Not employed - Looking	4.3%	3.6%	4.1%
Not employed - Not looking	.3%	.7%	.4%
Not employed - Unable to work	2.8%	.8%	2.4%
Not employed - Homemaker	4.6%	4.2%	4.5%
Not employed - Student	3.1%	6.1%	3.7%
Not employed - Retired	10.4%	6.8%	9.6%
Total	78.7%	21.3%	100.0%

	ETHNICITY OF RESPONDENT:		Total
	White	Non-white	Col %
	Col %	Col %	
PRINCIPAL EMPLOYER:			
Private company	39.4%	38.9%	39.3%
Non-profit	5.6%	6.9%	5.9%
Government	36.6%	39.6%	37.3%
Self-employed	12.2%	14.1%	12.6%
Not sure	6.2%	.4%	4.9%
LOCATION OF PRINCIPAL EMPLOYMENT:			
In North Pole	20.8%	13.9%	19.4%
In Fairbanks	56.8%	59.3%	57.3%
Elsewhere	22.4%	26.8%	23.4%
AGE OF RESPONDENT:			
18-34	35.0%	50.7%	38.3%
35-44	20.5%	19.4%	20.3%
45-54	21.1%	14.1%	19.6%
55+	23.5%	15.8%	21.8%
CHILDREN IN HOUSEHOLD:			
None	58.5%	36.4%	53.8%
One or more	41.5%	63.6%	46.2%
MARITAL STATUS:			
Married	61.6%	56.5%	60.6%
Single	38.4%	43.5%	39.4%
HOUSEHOLD INCOME:			
\$0-\$40,000	21.9%	19.6%	21.5%
\$40,000-\$100,000	43.6%	64.2%	47.7%
\$100,000+	28.0%	15.5%	25.5%
Not sure	6.5%	.7%	5.4%
GENDER OF RESPONDENT:			
Male	54.0%	47.4%	52.6%
Female	46.0%	52.6%	47.4%
MARITAL STATUS BY GENDER:			
Married males	32.4%	19.4%	29.7%
Married females	29.2%	37.1%	30.8%
Single males	22.3%	25.5%	23.0%
Single females	16.0%	18.0%	16.4%
AREA:			
99705 - near Fairbanks	14.0%	27.6%	16.9%
99705 - near North Pole	36.2%	24.9%	33.8%
99705 - near Eielson	5.7%	2.7%	5.1%
99705 - elsewhere	29.6%	29.3%	29.5%
99702 - Eielson	8.6%	11.6%	9.2%
99714 - Salcha	5.9%	3.9%	5.5%
Total	78.8%	21.2%	100.0%

CROSSTABULATION TABLES

Ethnicity of Respondent

Means

	ETHNICITY OF RESPONDENT:		Group Total
	White	Non-white	Mean
	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.44	2.69	2.49
SPORTS AND RECREATION GRADE - MEAN (0-4):	2.29	1.96	2.22
SHOPPING AND RETAIL GRADE - MEAN (0-4):	1.85	2.04	1.89
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	1.79	2.07	1.85
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.69	1.72	1.69
OVERALL GRADE - MEAN (0-4):	2.96	2.83	2.93
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	12.86	12.70	12.83
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	15.39	17.08	15.75
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	8.68	9.86	8.93
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	131.67	263.40	159.04
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	1037.40	1387.61	1111.49
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.67	1.52	1.64
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	112.06	127.17	115.46
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	178.43	136.43	169.55

(continued)

	ETHNICITY OF RESPONDENT:		Group Total
	White	Non-white	Mean
	Mean	Mean	
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	1.25	1.26	1.25
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	240.88	119.22	215.63
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	660.75	131.27	548.73
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.45	1.97	1.56
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	172.83	193.75	176.42
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	292.91	374.08	310.09
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	5.38	7.38	5.81
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	54.94	46.83	53.19
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	306.76	379.85	322.23
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	3.73	4.90	3.98
AMOUNT SPENT ON LAST PURCHASE - MEAN:	168.40	91.53	149.37
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	641.14	500.83	610.84
MEAN AGE OF RESPONDENT:	42.15	37.26	41.10
MEAN CHILDREN IN HOUSEHOLD:	.89	1.72	1.07

CROSSTABULATION TABLES

Ethnicity of Respondent

Medians

	ETHNICITY OF RESPONDENT:		Group Total
	White	Non-white	Median
	Median	Median	
MEDIAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	8.00	10.00	8.00
MEDIAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	15.00	15.00	15.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEDIAN:	6.00	6.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEDIAN:	100.00	100.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEDIAN:	600.00	600.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEDIAN:	50.00	50.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEDIAN:	40.00	50.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEDIAN:	60.00	50.00	55.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEDIAN:	.00	.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEDIAN:	40.00	40.00	40.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEDIAN:	10.00	30.00	10.00

(continued)

	ETHNICITY OF RESPONDENT:		Group Total
	White	Non-white	Median
	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEDIAN:	3.00	6.00	4.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEDIAN:	35.00	30.00	33.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEDIAN:	120.00	165.00	132.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEDIAN:	2.00	3.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEDIAN:	50.00	60.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEDIAN:	60.00	120.00	64.00

CROSSTABULATION TABLES

Gender of Respondent

Column Percents

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:			
A/B	60.0%	50.8%	55.7%
C	20.8%	28.7%	24.5%
D/F	17.3%	19.0%	18.1%
Not sure	1.8%	1.4%	1.7%
SPORTS AND RECREATION GRADE:			
A/B	41.6%	41.4%	41.5%
C	25.4%	25.1%	25.3%
D/F	24.2%	29.3%	26.6%
Not sure	8.8%	4.2%	6.6%
SHOPPING AND RETAIL GRADE:			
A/B	25.8%	21.3%	23.7%
C	42.1%	40.0%	41.1%
D/F	31.6%	37.6%	34.5%
Not sure	.5%	1.0%	.7%
LOW TAX AND COST OF LIVING GRADE:			
A/B	22.8%	26.8%	24.7%
C	43.3%	32.2%	38.1%
D/F	30.3%	35.6%	32.8%
Not sure	3.6%	5.3%	4.4%
ACCESS TO MEDICAL GRADE:			
A/B	25.6%	27.0%	26.3%
C	25.6%	29.2%	27.3%
D/F	42.3%	39.9%	41.2%
Not sure	6.5%	3.9%	5.3%
OVERALL GRADE:			
A/B	74.0%	75.0%	74.5%
C	19.8%	14.3%	17.2%
D/F	4.1%	9.7%	6.8%
Not sure	2.1%	1.0%	1.6%
NUMBER OF GROCERY STORES:			
Too many	.3%	.5%	.4%
About right	50.8%	49.4%	50.1%
Need more	48.5%	49.4%	49.0%
Not sure	.3%	.7%	.5%
NUMBER OF HARDWARE STORES:			
Too many		1.2%	.6%
About right	58.7%	61.8%	60.2%
Need more	38.9%	35.0%	37.1%
Not sure	2.4%	1.9%	2.1%
NUMBER OF GAS STATIONS:			
Too many	4.8%	4.9%	4.9%
About right	85.2%	77.4%	81.5%
Need more	9.8%	16.8%	13.1%
Not sure	.1%	.9%	.5%
Total	52.8%	47.2%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:			
Too many	1.6%	4.1%	2.8%
About right	70.0%	58.6%	64.6%
Need more	27.3%	35.7%	31.3%
Not sure	1.2%	1.5%	1.3%
NUMBER OF RESTAURANTS:			
Too many	1.8%	2.2%	2.0%
About right	52.5%	33.7%	43.6%
Need more	45.6%	63.0%	53.8%
Not sure	.1%	1.1%	.6%
NUMBER OF CLOTHING STORES:			
Too many	1.1%		.6%
About right	12.0%	11.4%	11.7%
Need more	82.3%	87.3%	84.6%
Not sure	4.7%	1.3%	3.1%
NUMBER OF HOME FURNISHINGS STORES:			
Too many	1.5%	.5%	1.0%
About right	22.6%	17.3%	20.1%
Need more	70.4%	79.4%	74.6%
Not sure	5.5%	2.7%	4.2%
NUMBER OF MEDICAL PROVIDERS:			
Too many	.2%		.1%
About right	20.4%	18.1%	19.3%
Need more	72.9%	75.4%	74.1%
Not sure	6.5%	6.5%	6.5%
NUMBER OF BARS AND LIQUOR STORES:			
Too many	15.7%	19.4%	17.4%
About right	69.0%	68.1%	68.5%
Need more	11.9%	6.4%	9.3%
Not sure	3.5%	6.1%	4.7%
NUMBER OF RECREATIONAL BUSINESSES:			
Too many	.4%		.2%
About right	9.4%	9.4%	9.4%
Need more	85.7%	89.7%	87.6%
Not sure	4.4%	.8%	2.7%
NUMBER OF PROFESSIONAL SERVICES:			
Too many	2.1%		1.1%
About right	44.4%	44.9%	44.6%
Need more	40.3%	48.8%	44.3%
Not sure	13.2%	6.3%	9.9%
Total	52.8%	47.2%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:			
None	12.9%	10.3%	11.7%
1-5	26.1%	34.0%	29.9%
6-19	23.7%	23.5%	23.6%
20+	35.5%	31.5%	33.6%
Not sure	1.9%	.7%	1.3%
MODE OF TRANSPORTATION:			
Car	98.3%	98.9%	98.6%
Bus	.6%	.5%	.5%
Taxi	.4%		.2%
Walk	.1%		.1%
Other	.4%	.6%	.5%
Not sure	.2%		.1%
WHOSE CAR WAS IT?			
Own car	97.6%	91.8%	94.8%
Borrowed car	1.5%	.8%	1.2%
Got a ride	.9%	7.3%	4.0%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:			
None	4.1%	4.0%	4.1%
1-5	21.0%	18.0%	19.6%
6-19	31.2%	36.3%	33.6%
20+	42.9%	38.9%	41.0%
Not sure	.8%	2.8%	1.7%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:			
None	2.1%	4.3%	3.1%
1-5	40.1%	39.6%	39.9%
6-19	42.7%	41.7%	42.2%
20+	15.2%	14.3%	14.8%
LAST FOOD AND GROCERY PURCHASE LOCATION:			
In North Pole	32.1%	31.9%	32.0%
In Fairbanks	54.8%	58.8%	56.7%
Elsewhere	13.1%	7.8%	10.6%
Not sure		1.6%	.7%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:			
Less than \$50	19.8%	19.8%	19.8%
\$50-\$100	36.8%	32.7%	34.9%
More than \$100	40.2%	43.3%	41.6%
Not sure	3.2%	4.2%	3.6%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:			
\$0	2.1%	4.3%	3.1%
\$1-\$399	31.6%	29.7%	30.7%
\$400-\$1000	35.3%	32.7%	34.1%
More than \$1000	31.0%	33.2%	32.1%
Total	52.8%	47.2%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:			
None	35.0%	46.8%	40.6%
1-5	61.5%	46.8%	54.6%
6-19	3.5%	6.2%	4.8%
20+		.2%	.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:			
In North Pole	17.5%	6.5%	12.9%
In Fairbanks	75.3%	84.6%	79.2%
Elsewhere	7.0%	8.7%	7.7%
Not sure	.2%	.2%	.2%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:			
Less than \$50	43.6%	31.8%	38.6%
\$50-\$100	32.9%	44.1%	37.6%
More than \$100	14.7%	18.7%	16.4%
Not sure	8.8%	5.4%	7.4%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:			
\$0	35.0%	46.8%	40.6%
\$1-\$99	33.0%	18.6%	26.2%
\$100-\$300	20.5%	22.8%	21.6%
More than \$300	11.6%	11.8%	11.7%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:			
None	52.4%	65.5%	58.6%
1-5	42.7%	31.0%	37.2%
6-19	4.6%	3.5%	4.1%
20+	.3%		.1%
LAST BUILDING SUPPLY PURCHASE LOCATION:			
In North Pole	30.8%	21.3%	27.1%
In Fairbanks	62.0%	77.9%	68.2%
Elsewhere	6.6%		4.0%
Not sure	.6%	.8%	.7%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:			
Less than \$50	36.3%	29.2%	33.6%
\$50-\$100	36.7%	36.4%	36.5%
More than \$100	24.6%	32.9%	27.8%
Not sure	2.4%	1.5%	2.0%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:			
\$0	52.4%	65.5%	58.6%
\$1-\$99	21.1%	12.9%	17.2%
\$100-\$300	13.6%	11.5%	12.6%
More than \$300	12.9%	10.0%	11.5%
Total	52.8%	47.2%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:			
None	50.7%	39.7%	45.5%
1-5	46.2%	50.4%	48.2%
6-19	3.1%	9.0%	5.9%
20+		.9%	.4%
LAST MEDICAL PURCHASE LOCATION:			
In North Pole	26.6%	19.1%	22.7%
In Fairbanks	66.2%	78.4%	72.6%
Elsewhere	6.4%	2.0%	4.1%
Not sure	.8%	.5%	.6%
AMOUNT OF LAST MEDICAL PURCHASE:			
Less than \$50	34.8%	44.7%	39.9%
\$50-\$100	11.9%	9.3%	10.5%
More than \$100	28.1%	22.0%	25.0%
Not sure	25.2%	24.0%	24.6%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:			
\$0	50.7%	39.7%	45.5%
\$1-\$99	26.0%	34.0%	29.8%
\$100-\$300	12.0%	11.9%	11.9%
More than \$300	11.3%	14.4%	12.8%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:			
None	12.1%	12.4%	12.2%
1-5	47.0%	50.0%	48.4%
6-19	34.9%	36.9%	35.8%
20+	6.0%	.8%	3.5%
LAST RESTAURANT MEAL PURCHASE LOCATION:			
In North Pole	32.9%	29.2%	31.2%
In Fairbanks	53.1%	64.1%	58.3%
Elsewhere	14.0%	6.4%	10.4%
Not sure		.3%	.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:			
Less than \$50	67.4%	69.6%	68.4%
\$50-\$100	26.1%	22.6%	24.4%
More than \$100	5.0%	5.8%	5.4%
Not sure	1.5%	2.1%	1.8%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:			
\$0	12.1%	12.4%	12.2%
\$1-\$99	23.6%	35.5%	29.2%
\$100-\$300	41.0%	30.0%	35.8%
More than \$300	23.3%	22.2%	22.8%
Total	52.8%	47.2%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:			
None	39.6%	31.5%	35.8%
1-5	36.5%	41.9%	39.0%
6-19	19.0%	20.2%	19.6%
20+	3.7%	2.6%	3.2%
Not sure	1.2%	3.9%	2.5%
LAST ITEM PURCHASED ONLINE:			
Food	1.2%	3.5%	2.3%
Clothing	22.2%	32.9%	27.5%
Books/Music	9.2%	7.9%	8.6%
Electronics	15.9%	12.9%	14.4%
IT & Phone	3.2%	1.6%	2.4%
Furniture & Mattress	2.1%	.5%	1.3%
Kitchen/Bed/Bath	4.7%	4.9%	4.8%
Hardware/Tools	14.1%	4.6%	9.3%
Travel	2.6%	3.5%	3.0%
Event tickets	1.7%	.9%	1.3%
Other	20.1%	24.1%	22.1%
Not sure	3.0%	2.8%	2.9%
AMOUNT SPENT ON LAST PURCHASE:			
Less than \$50	40.5%	42.2%	41.3%
\$50-\$100	30.4%	31.2%	30.8%
More than \$100	29.1%	26.3%	27.7%
Not sure		.3%	.1%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:			
\$0	40.1%	32.7%	36.7%
\$1-\$99	14.9%	18.5%	16.6%
\$100-\$300	21.9%	24.5%	23.1%
More than \$300	23.0%	24.2%	23.6%
LANDLINE/CELL STATUS:			
Land only	1.1%	1.6%	1.4%
Both - land dominant	7.0%	14.2%	10.4%
Both - cell dominant	26.6%	40.5%	33.2%
Cell only	65.2%	43.7%	55.1%
EMPLOYMENT STATUS:			
Employed full-time	77.2%	52.3%	65.6%
Employed part-time	5.5%	14.8%	9.8%
Not employed - Looking	2.4%	5.8%	4.0%
Not employed - Not looking	.4%	.6%	.5%
Not employed - Unable to work	1.4%	3.3%	2.3%
Not employed - Homemaker	.2%	9.2%	4.4%
Not employed - Student	4.4%	2.7%	3.6%
Not employed - Retired	8.4%	11.3%	9.8%
Total	58.5%	41.5%	100.0%

	GENDER OF RESPONDENT:		Total
	Male	Female	Col %
	Col %	Col %	
PRINCIPAL EMPLOYER:			
Private company	39.9%	37.0%	38.7%
Non-profit	2.9%	9.7%	5.7%
Government	34.2%	39.7%	36.5%
Self-employed	17.3%	7.6%	13.3%
Not sure	5.7%	6.0%	5.8%
LOCATION OF PRINCIPAL EMPLOYMENT:			
In North Pole	16.9%	22.7%	19.3%
In Fairbanks	59.6%	54.8%	57.6%
Elsewhere	23.5%	22.5%	23.1%
AGE OF RESPONDENT:			
18-34	45.4%	31.6%	39.0%
35-44	19.5%	20.0%	19.7%
45-54	18.4%	20.6%	19.4%
55+	16.7%	27.9%	21.9%
CHILDREN IN HOUSEHOLD:			
None	56.1%	51.3%	53.8%
One or more	43.9%	48.7%	46.2%
MARITAL STATUS:			
Married	57.4%	65.2%	61.1%
Single	42.6%	34.8%	38.9%
HOUSEHOLD INCOME:			
\$0-\$40,000	19.5%	24.6%	21.9%
\$40,000-\$100,000	50.3%	44.4%	47.5%
\$100,000+	25.8%	24.7%	25.3%
Not sure	4.5%	6.3%	5.3%
ETHNICITY OF RESPONDENT:			
White	80.9%	76.5%	78.8%
Non-white	19.1%	23.5%	21.2%
MARITAL STATUS BY GENDER:			
Married males	57.4%		30.5%
Married females		65.2%	30.5%
Single males	42.6%		22.7%
Single females		34.8%	16.3%
AREA:			
99705 - near Fairbanks	13.6%	19.2%	16.2%
99705 - near North Pole	34.0%	34.7%	34.3%
99705 - near Eielson	4.2%	5.9%	5.0%
99705 - elsewhere	32.6%	26.8%	29.9%
99702 - Eielson	10.0%	7.9%	9.0%
99714 - Salcha	5.6%	5.6%	5.6%
Total	53.1%	46.9%	100.0%

CROSSTABULATION TABLES

Gender of Respondent

Means

	GENDER OF RESPONDENT:		Group Total
	Male	Female	Mean
	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.55	2.39	2.48
SPORTS AND RECREATION GRADE - MEAN (0-4):	2.22	2.12	2.17
SHOPPING AND RETAIL GRADE - MEAN (0-4):	1.95	1.78	1.87
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	1.85	1.79	1.82
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.70	1.69	1.70
OVERALL GRADE - MEAN (0-4):	2.95	2.88	2.91
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	13.03	12.58	12.81
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	16.06	15.22	15.66
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	9.30	8.50	8.92
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	156.84	159.69	158.14
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	1164.30	1030.05	1100.96
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.62	1.70	1.66
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	120.94	101.17	112.42
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	161.79	167.79	164.62

(continued)

	GENDER OF RESPONDENT:		Group Total
	Male	Female	Mean
	Mean	Mean	
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	1.38	1.07	1.24
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	213.29	201.68	208.76
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	542.82	513.54	529.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.11	2.02	1.54
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	213.73	133.81	172.16
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	243.75	356.40	296.91
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	6.00	5.35	5.69
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	57.94	45.90	52.30
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	369.81	246.77	311.75
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	4.14	4.00	4.07
AMOUNT SPENT ON LAST PURCHASE - MEAN:	141.45	160.84	150.87
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	819.05	541.38	690.06
MEAN AGE OF RESPONDENT:	38.92	43.50	41.02
MEAN CHILDREN IN HOUSEHOLD:	1.03	1.08	1.05

CROSSTABULATION TABLES

Gender of Respondent

Medians

	GENDER OF RESPONDENT:		Group Total
	Male	Female	Median
	Median	Median	
MEDIAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	10.00	8.00	8.00
MEDIAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	15.00	15.00	15.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEDIAN:	6.00	6.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEDIAN:	100.00	100.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEDIAN:	560.00	600.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEDIAN:	50.00	50.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEDIAN:	40.00	28.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEDIAN:	50.00	70.00	55.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEDIAN:	.00	.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEDIAN:	.00	1.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEDIAN:	50.00	30.00	40.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEDIAN:	.00	25.00	10.00

(continued)

	GENDER OF RESPONDENT:		Group Total
	Male	Female	Median
	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEDIAN:	4.00	4.00	4.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEDIAN:	36.00	30.00	33.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEDIAN:	156.00	100.00	120.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEDIAN:	2.00	2.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEDIAN:	70.00	50.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEDIAN:	60.00	75.00	66.00

CROSSTABULATION TABLES

Marital Status by Gender

Column Percents

	MARITAL STATUS BY GENDER:				Total
	Married males	Married females	Single males	Single females	Col %
	Col %	Col %	Col %	Col %	
PUBLIC SAFETY AND LOW CRIME GRADE:					
A/B	60.8%	54.9%	58.8%	43.7%	55.8%
C	25.3%	26.4%	14.0%	36.3%	24.9%
D/F	12.8%	17.0%	25.1%	18.8%	17.8%
Not sure	1.0%	1.7%	2.1%	1.2%	1.5%
SPORTS AND RECREATION GRADE:					
A/B	37.1%	37.2%	50.1%	52.2%	42.6%
C	25.2%	26.5%	22.8%	21.3%	24.4%
D/F	29.4%	30.5%	19.0%	25.0%	26.7%
Not sure	8.2%	5.8%	8.1%	1.5%	6.4%
SHOPPING AND RETAIL GRADE:					
A/B	19.8%	19.9%	34.9%	21.2%	23.5%
C	44.9%	47.3%	36.3%	29.3%	41.2%
D/F	34.5%	31.4%	28.8%	48.9%	34.6%
Not sure	.9%	1.4%		.6%	.8%
LOW TAX AND COST OF LIVING GRADE:					
A/B	27.8%	27.9%	16.3%	22.8%	24.4%
C	36.9%	35.9%	51.8%	28.4%	38.6%
D/F	29.2%	33.1%	31.4%	38.4%	32.4%
Not sure	6.1%	3.1%	.6%	10.4%	4.6%
ACCESS TO MEDICAL GRADE:					
A/B	20.8%	22.8%	30.9%	32.1%	25.5%
C	23.3%	32.7%	26.0%	26.1%	27.2%
D/F	50.4%	42.5%	34.8%	36.9%	42.2%
Not sure	5.5%	2.1%	8.4%	4.8%	5.0%
OVERALL GRADE:					
A/B	80.4%	73.1%	65.0%	81.0%	74.8%
C	15.4%	19.4%	26.1%	6.6%	17.6%
D/F	3.2%	6.2%	5.2%	11.8%	6.0%
Not sure	1.0%	1.3%	3.7%	.6%	1.6%
NUMBER OF GROCERY STORES:					
Too many	.2%		.4%	1.7%	.4%
About right	43.3%	46.4%	62.3%	51.4%	49.9%
Need more	56.3%	52.9%	36.7%	46.4%	49.2%
Not sure	.2%	.7%	.6%	.6%	.5%
NUMBER OF HARDWARE STORES:					
Too many		1.1%		1.7%	.6%
About right	53.0%	54.6%	64.5%	72.3%	59.3%
Need more	42.7%	41.6%	35.5%	25.4%	37.9%
Not sure	4.3%	2.8%		.6%	2.3%
NUMBER OF GAS STATIONS:					
Too many	6.2%	5.9%	3.5%	3.7%	5.1%
About right	81.0%	81.5%	91.1%	70.3%	81.7%
Need more	12.7%	12.1%	5.4%	24.4%	12.7%
Not sure	.2%	.5%		1.7%	.5%
Total	30.5%	30.5%	22.7%	16.3%	100.0%

	MARITAL STATUS BY GENDER:				Total
	Married males	Married females	Single males	Single females	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF HOTELS AND MOTELS:					
Too many	2.9%	4.3%		1.7%	2.5%
About right	67.6%	56.5%	70.3%	65.7%	64.5%
Need more	28.7%	37.2%	27.9%	32.1%	31.7%
Not sure	.8%	2.0%	1.8%	.6%	1.3%
NUMBER OF RESTAURANTS:					
Too many	2.5%	1.3%	1.1%	4.3%	2.1%
About right	53.2%	32.1%	54.4%	33.9%	43.9%
Need more	44.1%	65.1%	44.5%	61.3%	53.4%
Not sure	.2%	1.4%		.5%	.6%
NUMBER OF CLOTHING STORES:					
Too many	2.0%				.6%
About right	15.6%	7.0%	6.3%	17.7%	11.2%
Need more	78.1%	91.3%	88.1%	81.6%	85.0%
Not sure	4.3%	1.7%	5.6%	.6%	3.2%
NUMBER OF HOME FURNISHINGS STORES:					
Too many	2.2%		.6%	1.7%	1.1%
About right	24.4%	15.0%	20.8%	15.9%	19.4%
Need more	72.3%	81.7%	67.0%	81.8%	75.5%
Not sure	1.1%	3.3%	11.6%	.6%	4.1%
NUMBER OF MEDICAL PROVIDERS:					
Too many	.4%				.1%
About right	24.2%	14.9%	15.8%	24.1%	19.5%
Need more	70.6%	79.0%	75.0%	69.2%	73.9%
Not sure	4.9%	6.0%	9.2%	6.6%	6.5%
NUMBER OF BARS AND LIQUOR STORES:					
Too many	17.4%	21.5%	13.9%	18.8%	18.1%
About right	67.2%	68.4%	71.6%	66.2%	68.4%
Need more	12.0%	3.5%	10.7%	12.8%	9.3%
Not sure	3.4%	6.5%	3.9%	2.2%	4.3%
NUMBER OF RECREATIONAL BUSINESSES:					
Too many	.4%		.4%		.2%
About right	12.6%	7.1%	4.6%	14.4%	9.4%
Need more	83.3%	91.9%	89.2%	85.0%	87.5%
Not sure	3.7%	1.0%	5.9%	.6%	2.9%
NUMBER OF PROFESSIONAL SERVICES:					
Too many	3.0%		1.0%		1.1%
About right	48.9%	44.9%	37.1%	42.0%	43.9%
Need more	35.1%	49.9%	47.1%	49.8%	44.7%
Not sure	13.0%	5.2%	14.8%	8.3%	10.3%
Total	30.5%	30.5%	22.7%	16.3%	100.0%

	MARITAL STATUS BY GENDER:				Total
	Married males	Married females	Single males	Single females	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:					
None	13.3%	10.3%	13.0%	11.8%	12.1%
1-5	25.9%	38.8%	25.1%	18.7%	28.5%
6-19	29.1%	18.9%	14.9%	34.7%	23.7%
20+	31.0%	31.0%	43.3%	34.8%	34.4%
Not sure	.6%	1.1%	3.7%		1.4%
MODE OF TRANSPORTATION:					
Car	99.2%	99.0%	97.4%	98.5%	98.6%
Bus			1.4%	1.5%	.6%
Taxi			.3%		.1%
Walk			.3%		.1%
Other	.4%	1.0%	.5%		.5%
Not sure	.4%				.1%
WHOSE CAR WAS IT?					
Own car	97.1%	99.1%	99.3%	76.7%	94.8%
Borrowed car	2.7%			2.6%	1.2%
Got a ride	.2%	.9%	.7%	20.8%	4.0%
NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:					
None	6.4%	6.2%	1.3%	.6%	4.3%
1-5	21.5%	18.1%	21.3%	14.9%	19.3%
6-19	32.4%	32.3%	28.5%	44.4%	33.4%
20+	39.6%	43.4%	47.2%	31.6%	41.2%
Not sure	.2%		1.7%	8.4%	1.8%
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30:					
None	3.3%	3.8%	.6%	.6%	2.4%
1-5	41.7%	30.4%	38.6%	56.6%	40.0%
6-19	42.8%	47.5%	41.7%	33.9%	42.5%
20+	12.1%	18.3%	19.1%	8.8%	15.1%
LAST FOOD AND GROCERY PURCHASE LOCATION:					
In North Pole	29.8%	26.0%	36.5%	42.7%	32.3%
In Fairbanks	51.6%	60.6%	58.4%	54.7%	56.4%
Elsewhere	18.5%	11.8%	5.1%	1.0%	10.5%
Not sure		1.6%		1.6%	.8%
AMOUNT OF LAST FOOD AND GROCERY PURCHASE:					
Less than \$50	17.2%	15.6%	22.6%	28.2%	19.8%
\$50-\$100	34.5%	39.9%	38.6%	19.6%	34.5%
More than \$100	46.9%	43.3%	33.0%	42.5%	41.9%
Not sure	1.4%	1.2%	5.9%	9.7%	3.8%
TOTAL SPENT ON FOOD AND GROCERIES LAST 30 DAYS:					
\$0	3.3%	3.8%	.6%	.6%	2.4%
\$1-\$399	30.6%	24.1%	32.3%	39.0%	30.4%
\$400-\$1000	34.4%	32.8%	37.8%	36.2%	35.0%
More than \$1000	31.7%	39.3%	29.3%	24.1%	32.2%
Total	30.5%	30.5%	22.7%	16.3%	100.0%

	MARITAL STATUS BY GENDER:				Total
	Married males	Married females	Single males	Single females	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30:					
None	37.1%	38.3%	31.9%	60.7%	40.1%
1-5	59.9%	53.4%	63.5%	38.2%	55.2%
6-19	3.0%	8.0%	4.5%	1.1%	4.6%
20+		.3%			.1%
LAST KITCHEN/BED/BATH PURCHASE LOCATION:					
In North Pole	15.3%	5.1%	19.4%	8.9%	12.5%
In Fairbanks	75.4%	83.5%	75.3%	89.7%	79.5%
Elsewhere	8.9%	11.3%	5.3%	1.4%	7.9%
Not sure	.4%				.1%
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE:					
Less than \$50	40.1%	33.7%	46.5%	23.5%	37.9%
\$50-\$100	33.7%	45.9%	34.9%	43.8%	38.9%
More than \$100	15.7%	17.9%	11.3%	22.8%	16.0%
Not sure	10.6%	2.5%	7.3%	9.9%	7.1%
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS:					
\$0	37.1%	38.3%	31.9%	60.7%	40.1%
\$1-\$99	32.7%	22.5%	32.8%	12.6%	26.4%
\$100-\$300	17.5%	25.2%	26.4%	16.9%	21.8%
More than \$300	12.7%	13.9%	8.9%	9.8%	11.7%
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30:					
None	46.8%	63.2%	60.3%	69.9%	58.7%
1-5	46.7%	31.1%	36.6%	30.1%	36.9%
6-19	6.0%	5.6%	3.1%		4.3%
20+	.5%				.2%
LAST BUILDING SUPPLY PURCHASE LOCATION:					
In North Pole	26.9%	9.5%	36.4%	48.6%	26.8%
In Fairbanks	66.2%	89.3%	54.9%	51.4%	68.2%
Elsewhere	6.9%		6.9%		4.2%
Not sure		1.2%	1.7%		.7%
AMOUNT OF LAST BUILDING SUPPLY PURCHASE:					
Less than \$50	29.8%	21.9%	46.4%	43.8%	33.0%
\$50-\$100	42.4%	37.9%	24.7%	40.0%	37.1%
More than \$100	27.2%	39.0%	23.0%	16.1%	28.1%
Not sure	.7%	1.2%	5.8%		1.8%
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS:					
\$0	46.8%	63.2%	60.3%	69.9%	58.7%
\$1-\$99	23.2%	9.7%	17.8%	18.9%	17.1%
\$100-\$300	14.7%	12.8%	11.0%	10.2%	12.6%
More than \$300	15.3%	14.3%	10.9%	.9%	11.6%
Total	30.5%	30.5%	22.7%	16.3%	100.0%

	MARITAL STATUS BY GENDER:				Total
	Married males	Married females	Single males	Single females	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30:					
None	41.5%	34.9%	64.5%	46.0%	45.4%
1-5	54.9%	50.2%	32.9%	52.0%	48.0%
6-19	3.6%	13.5%	2.6%	2.0%	6.1%
20+		1.4%			.4%
LAST MEDICAL PURCHASE LOCATION:					
In North Pole	19.2%	23.6%	45.8%	10.8%	23.4%
In Fairbanks	73.1%	73.1%	46.7%	88.2%	71.7%
Elsewhere	7.6%	2.6%	4.7%	1.0%	4.3%
Not sure		.7%	2.8%		.7%
AMOUNT OF LAST MEDICAL PURCHASE:					
Less than \$50	31.1%	43.7%	39.5%	50.4%	40.0%
\$50-\$100	8.7%	11.8%	19.5%	4.6%	10.7%
More than \$100	34.6%	24.1%	18.6%	19.3%	26.0%
Not sure	25.7%	20.4%	22.4%	25.7%	23.3%
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS:					
\$0	41.5%	34.9%	64.5%	46.0%	45.4%
\$1-\$99	25.9%	32.1%	24.7%	37.3%	29.4%
\$100-\$300	16.6%	14.0%	4.9%	8.5%	11.8%
More than \$300	16.0%	19.0%	6.0%	8.3%	13.4%
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30:					
None	8.8%	9.1%	16.8%	16.1%	11.9%
1-5	48.3%	54.8%	47.1%	40.8%	48.8%
6-19	35.8%	35.7%	32.6%	41.5%	36.0%
20+	7.1%	.4%	3.5%	1.7%	3.3%
LAST RESTAURANT MEAL PURCHASE LOCATION:					
In North Pole	37.0%	28.3%	26.7%	33.2%	31.4%
In Fairbanks	44.9%	61.6%	64.1%	66.1%	57.6%
Elsewhere	18.1%	9.6%	9.2%	.7%	10.8%
Not sure		.5%			.2%
AMOUNT OF LAST RESTAURANT MEAL PURCHASE:					
Less than \$50	66.5%	55.5%	67.2%	93.6%	67.5%
\$50-\$100	30.1%	33.0%	20.9%	5.0%	25.1%
More than \$100	3.0%	8.9%	8.6%		5.6%
Not sure	.4%	2.5%	3.3%	1.4%	1.9%
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS:					
\$0	8.8%	9.1%	16.8%	16.1%	11.9%
\$1-\$99	22.6%	31.3%	24.7%	40.8%	28.7%
\$100-\$300	45.8%	29.7%	34.0%	35.0%	36.5%
More than \$300	22.8%	29.9%	24.5%	8.1%	23.0%
Total	30.5%	30.5%	22.7%	16.3%	100.0%

	MARITAL STATUS BY GENDER:				Total
	Married males	Married females	Single males	Single females	Col %
	Col %	Col %	Col %	Col %	
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30:					
None	29.7%	35.2%	51.6%	25.9%	35.7%
1-5	40.8%	39.8%	31.8%	44.2%	39.0%
6-19	24.0%	22.4%	12.0%	18.5%	19.9%
20+	5.5%	2.6%	1.5%	3.0%	3.3%
Not sure			3.0%	8.4%	2.1%
LAST ITEM PURCHASED ONLINE:					
Food	1.1%	3.8%	1.5%	3.4%	2.4%
Clothing	20.1%	25.0%	27.9%	42.7%	26.8%
Books/Music	6.0%	8.2%	14.3%	6.1%	8.1%
Electronics	18.4%	9.8%	11.7%	20.0%	14.8%
IT & Phone	1.3%	2.6%	7.3%		2.5%
Furniture & Mattress	1.6%	.8%	3.2%		1.3%
Kitchen/Bed/Bath	7.1%	7.7%			4.9%
Hardware/Tools	16.3%	7.3%	10.3%		9.6%
Travel	.9%	5.6%	2.8%		2.5%
Event tickets		1.4%	5.5%		1.3%
Other	22.9%	23.4%	15.6%	27.8%	22.7%
Not sure	4.6%	4.4%			3.0%
AMOUNT SPENT ON LAST PURCHASE:					
Less than \$50	32.1%	33.1%	57.8%	60.2%	41.8%
\$50-\$100	32.2%	31.5%	28.0%	34.1%	31.6%
More than \$100	35.7%	34.9%	14.2%	5.8%	26.5%
Not sure		.5%			.2%
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS:					
\$0	29.7%	35.2%	53.2%	28.2%	36.5%
\$1-\$99	15.4%	16.0%	13.7%	24.2%	16.5%
\$100-\$300	22.4%	20.4%	22.9%	29.6%	23.0%
More than \$300	32.4%	28.5%	10.1%	18.0%	24.0%
LANDLINE/CELL STATUS:					
Land only	1.1%	1.8%	1.3%	1.0%	1.3%
Both - land dominant	6.5%	15.3%	7.9%	12.5%	10.5%
Both - cell dominant	32.5%	49.8%	18.1%	26.8%	33.6%
Cell only	59.9%	33.1%	72.7%	59.6%	54.6%
EMPLOYMENT STATUS:					
Employed full-time	85.7%	60.6%	66.0%	39.2%	66.0%
Employed part-time	.8%	8.6%	11.9%	27.2%	10.0%
Not employed - Looking	1.3%	.9%	4.2%	9.9%	3.2%
Not employed - Not looking	.2%	.7%	.3%	.4%	.4%
Not employed - Unable to work	1.3%	3.6%	1.6%	3.2%	2.4%
Not employed - Homemaker	.3%	13.0%		2.9%	4.5%
Not employed - Student		3.1%	9.5%	2.3%	3.5%
Not employed - Retired	10.4%	9.6%	6.5%	14.9%	10.0%
Total	35.0%	27.4%	23.1%	14.5%	100.0%

	MARITAL STATUS BY GENDER:				Total
	Married males	Married females	Single males	Single females	Col %
	Col %	Col %	Col %	Col %	
PRINCIPAL EMPLOYER:					
Private company	35.1%	29.1%	48.9%	51.5%	39.1%
Non-profit	2.8%	9.4%	3.2%	9.0%	5.6%
Government	40.8%	45.2%	25.8%	30.5%	37.0%
Self-employed	16.5%	8.7%	14.7%	6.0%	12.4%
Not sure	4.7%	7.7%	7.5%	3.1%	5.9%
LOCATION OF PRINCIPAL EMPLOYMENT:					
In North Pole	15.3%	20.3%	20.0%	27.6%	19.5%
In Fairbanks	53.7%	55.1%	67.3%	54.3%	57.3%
Elsewhere	31.0%	24.6%	12.7%	18.0%	23.1%
AGE OF RESPONDENT:					
18-34	38.1%	23.2%	56.1%	43.6%	38.8%
35-44	23.5%	23.4%	13.0%	14.5%	19.6%
45-54	20.2%	26.7%	15.7%	11.3%	19.6%
55+	18.3%	26.8%	15.2%	30.5%	22.1%
CHILDREN IN HOUSEHOLD:					
None	50.5%	47.5%	65.6%	55.3%	53.8%
One or more	49.5%	52.5%	34.4%	44.7%	46.2%
MARITAL STATUS:					
Married	100.0%	100.0%			61.1%
Single			100.0%	100.0%	38.9%
HOUSEHOLD INCOME:					
\$0-\$40,000	14.0%	16.0%	26.9%	41.0%	22.2%
\$40,000-\$100,000	45.7%	52.0%	55.2%	33.5%	47.6%
\$100,000+	37.5%	31.5%	12.1%	14.6%	25.9%
Not sure	2.9%	.5%	5.8%	10.9%	4.2%
ETHNICITY OF RESPONDENT:					
White	86.5%	75.2%	77.1%	77.4%	79.4%
Non-white	13.5%	24.8%	22.9%	22.6%	20.6%
GENDER OF RESPONDENT:					
Male	100.0%		100.0%		53.2%
Female		100.0%		100.0%	46.8%
AREA:					
99705 - near Fairbanks	13.0%	17.9%	13.1%	23.7%	16.3%
99705 - near North Pole	30.7%	31.9%	40.0%	34.9%	33.9%
99705 - near Eielson	6.9%	2.6%	.8%	12.7%	5.2%
99705 - elsewhere	30.3%	28.6%	34.6%	25.4%	30.0%
99702 - Eielson	12.1%	12.1%	7.8%	.8%	9.3%
99714 - Salcha	6.9%	6.9%	3.8%	2.5%	5.5%
Total	30.6%	30.5%	22.6%	16.3%	100.0%

CROSSTABULATION TABLES

Marital Status by Gender

Means

	MARITAL STATUS BY GENDER:				Group Total
	Married males	Married females	Single males	Single females	Mean
	Mean	Mean	Mean	Mean	
PUBLIC SAFETY AND LOW CRIME GRADE - MEAN (0-4):	2.61	2.48	2.45	2.35	2.49
SPORTS AND RECREATION GRADE - MEAN (0-4):	2.12	2.09	2.37	2.30	2.20
SHOPPING AND RETAIL GRADE - MEAN (0-4):	1.83	1.84	2.10	1.69	1.87
LOW TAX AND COST OF LIVING GRADE - MEAN (0-4):	1.88	1.79	1.80	1.85	1.83
ACCESS TO MEDICAL GRADE - MEAN (0-4):	1.50	1.62	1.91	1.78	1.67
OVERALL GRADE - MEAN (0-4):	3.03	2.88	2.82	2.96	2.92
MEAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	12.08	11.83	14.60	14.50	12.96
MEAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	14.67	15.67	17.88	14.81	15.73
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEAN:	8.46	9.71	10.25	6.97	9.01
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEAN:	193.02	153.68	112.49	164.32	158.38
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEAN:	1225.45	1191.89	1105.28	741.30	1109.16
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEAN:	1.49	2.05	1.83	1.03	1.66
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEAN:	133.24	96.25	108.99	122.21	113.74
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEAN:	177.56	211.77	145.10	101.44	168.25

(continued)

	MARITAL STATUS BY GENDER:				Group Total
	Married males	Married females	Single males	Single females	Mean
	Mean	Mean	Mean	Mean	
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEAN:	1.64	1.30	1.10	.65	1.25
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEAN:	205.39	270.33	252.01	63.68	214.90
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEAN:	581.13	794.58	539.76	43.53	549.38
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEAN:	1.38	2.61	.74	1.11	1.57
AMOUNT OF LAST MEDICAL PURCHASE - MEAN:	223.66	153.00	218.43	88.65	175.13
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEAN:	242.42	528.44	264.89	87.12	309.51
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEAN:	6.49	5.44	5.08	5.65	5.71
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEAN:	54.31	58.91	66.79	21.74	53.23
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEAN:	473.31	326.45	237.66	121.97	317.90
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEAN:	5.42	3.99	2.50	4.33	4.16
AMOUNT SPENT ON LAST PURCHASE - MEAN:	182.15	221.87	62.81	55.96	151.36
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEAN:	1331.89	706.25	152.60	246.92	706.78
MEAN AGE OF RESPONDENT:	41.19	45.19	35.96	41.37	41.19
MEAN CHILDREN IN HOUSEHOLD:	1.02	1.33	.96	.69	1.05

CROSSTABULATION TABLES

Marital Status by Gender

Medians

	MARITAL STATUS BY GENDER:				Group Total
	Married males	Married females	Single males	Single females	Median
	Median	Median	Median	Median	
MEDIAN NUMBER OF DOWNTOWN NORTH POLE TRIP DAYS IN LAST 30:	8.00	6.00	10.00	15.00	10.00
MEDIAN NUMBER OF FAIRBANKS TRIP DAYS IN LAST 30:	11.00	15.00	17.00	15.00	15.00
NUMBER OF FOOD AND GROCERY PURCHASE DAYS IN LAST 30 - MEDIAN:	6.00	8.00	6.00	5.00	6.00
AMOUNT OF LAST FOOD AND GROCERY PURCHASE - MEDIAN:	100.00	100.00	80.00	100.00	100.00
TOTAL SPENT OF FOOD AND GROCERIES LAST 30 DAYS - MEDIAN:	600.00	900.00	540.00	480.00	600.00
NUMBER OF KITCHEN/BED/BATH PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	1.00	.00	1.00
AMOUNT OF LAST KITCHEN/BED/BATH PURCHASE - MEDIAN:	50.00	50.00	40.00	80.00	50.00
TOTAL SPENT ON KITCHEN/BED/BATH LAST 30 DAYS - MEDIAN:	40.00	50.00	50.00	.00	40.00
NUMBER OF BUILDING SUPPLY PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	.00	.00	.00	.00
AMOUNT OF LAST BUILDING SUPPLY PURCHASE - MEDIAN:	55.00	100.00	50.00	50.00	55.00
TOTAL SPENT ON BUILDING SUPPLIES LAST 30 DAYS - MEDIAN:	30.00	.00	.00	.00	.00
NUMBER OF MEDICAL PURCHASE DAYS IN LAST 30 - MEDIAN:	1.00	1.00	.00	1.00	1.00
AMOUNT OF LAST MEDICAL PURCHASE - MEDIAN:	90.00	30.00	40.00	25.00	40.00
TOTAL SPENT ON MEDICAL PURCHASES LAST 30 DAYS - MEDIAN:	30.00	30.00	.00	10.00	10.00

(continued)

	MARITAL STATUS BY GENDER:				Group Total
	Married males	Married females	Single males	Single females	Median
	Median	Median	Median	Median	
NUMBER OF RESTAURANT MEAL PURCHASE DAYS IN LAST 30 - MEDIAN:	4.00	4.00	3.00	5.00	4.00
AMOUNT OF LAST RESTAURANT MEAL PURCHASE - MEDIAN:	36.00	40.00	40.00	20.00	33.00
TOTAL SPENT ON RESTAURANT MEALS LAST 30 DAYS - MEDIAN:	160.00	120.00	120.00	80.00	132.00
NUMBER OF ONLINE PURCHASE DAYS IN LAST 30 - MEDIAN:	3.00	2.00	.00	2.00	2.00
AMOUNT SPENT ON LAST PURCHASE - MEDIAN:	80.00	70.00	36.00	40.00	60.00
TOTAL SPENT ON ONLINE PURCHASES LAST 30 DAYS - MEDIAN:	140.00	80.00	.00	75.00	70.00