WARSAW--THROUGH THE EYES OF THE CONSUMER

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Commerical development in a small town is often a great challenge to local proprietors and developers. Warsaw is no exception. In November 1982, approximately 13,000 questionnaires concerning services and facilities in the Warsaw area were distributed (pages 18-21). According to the Chamber of Commerce, response to the survey ran close to 20 percent of the distribution. A random sampling was chosen for tabulation from the returned surveys. This sampling represented approximately 4 percent of the total distribution. It should be noted that a 2 percent sampling is considered valid from a statistical point of view.

Within this paper we would like to share our interpretation of what local consumer attitudes appear to be according to the survey tabulation results. A general profile of the Warsaw area consumer is presented in the first section of the paper. The second section reveals how existing services and facilities are viewed. Section 3 then expresses the new or additional services and facilities desired by the community.

SPECIAL NOTE FROM THE GREATER WARSAW CHAMBER OF COMMERCE:

We want the readers of this paper to clearly understand that this paper reflects statistics based only upon a random sampling of consumer attitudes. The reflections of these attitudes do not mean that our area's market is in a position to support the business the consumers feel we need. This paper alone should not be used as a statistical sales tool in soliciting new commercial business or in encouraging expansion of existing commercial establishments.

PROFILE OF THE WARSAW AREA CONSUMER

The average consumer (Consumer W) is between the ages of 26 and 45 and has a family income of $20,000 or more* per year. Consumer W lives outside the corporation limits and works within the greater Warsaw area. Consumer W is basically settled and would like to stay in Warsaw although he would move to another community.

Grocery and appliance shopping is done in the general Warsaw area for Consumer W. He vacillates between downtown and the surrounding area. Consumer W purchases furniture and obtains financial services downtown while dining and obtaining auto services in the surrounding area. Generally, consumer W goes to Ft. Wayne to shop for clothing. If he does shop locally, it will be downtown. Consumer W goes out of town for entertainment most of the time. When he does stay in Warsaw, he goes someplace in the greater Warsaw area as opposed to downtown.

Consumer W goes out to eat several times a month—usually once per week. He eats in Warsaw, but not downtown, and spends $3-10 per person.

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*Note: Over 60% of the survey responders fell into the $20,000 and above income category. Income would be able to play a more influential role in the survey analysis if it had been broken into incremental groups above as well as below $20,000.

From our profile, it appears that consumer W generally utilizes the services and facilities in Warsaw. Promotional efforts such as street fairs, crafts shows, etc., encourage consumer W to shop locally, but he does have some unmet needs and desires. We will look at the positives and negatives expressed in terms of available services and facilities in the next section.

THE CONSUMER'S VIEW OF EXISTING

SERVICES AND FACILITIES

In the following paragraphs, we will examine the response mix for each category of services and facilities in Table 1 (page 14) and the resulting trends.

Over 60 percent of the survey respondents expressed dissatisfaction with Warsaw shopping facilities. A major area of dissatisfaction appeared to be with clothing store facilities, even with generally satisfied shoppers. Nearly one-third of the satisfied shoppers purchase their clothing outside of Warsaw. Actually close to two-thirds of the responding shoppers (satisfied and dissatisfied) purchase their clothing away from Warsaw.

Seventy-two percent of the respondents indicated satisfaction with the professional and financial services available in Warsaw. Nearly two-thirds of those unhappy with these local services were generally discontent with shopping overall.

Local consumers' attitudes about and reactions to local dining facilities are split in half (50% satisfied and 50% dissatisfied). Both groups expressed a need for an additional, moderately priced major restaurant in Warsaw. Greater selection and better quality food are major reasons for dining outside of Warsaw.

The table shows that over half of the respondents are discontent with the recreational and entertainment facilities locally available. Most of this group were also displeased with local shopping facilities. We see thus far that a major part of the Warsaw area population is spending clothing, recreation, and entertainment dollars in surrounding communities, specifically Ft. Wayne.

Sales persons were found to be courteous by two-thirds of the responders. The dissatisfied group was largely made of women; and this group expressed concerns about local shopping, dining, entertainment, variety and pricing of merchandise, and parking in the downtown area.

The majority of the respondents indicated discontentment with the variety of merchandise and prices of items offered in Warsaw stores. Many of these shoppers also expressed disfavor with area shopping, dining, and entertainment facilities in general.

Two out of every three consumers responding to the survey expressed satisfaction with the parking conditions for shopping throughout the greater Warsaw area. Over half of those dissatisfied with parking facilities also indicated discontentment with Warsaw shopping facilities in general. An interesting note is that half of those contented with local parking facilities shop for clothing in Ft. Wayne or South Bend.

Two-thirds of the respondents were favorable toward the downtown traffic flow. Those who expressed dissatisfaction with the traffic flow ranked this item as unimportant in terms of whether or not they shop locally.

Regarding store hours, the table indicates that most shoppers are content with the current hours. The discontent one-third is also not content with shopping in general in Warsaw.

Although the majority of the respondents are contented with the services and facilities available in Warsaw, a significant number have expressed dissatisfaction with the variety and pricing of items available and with recreation, entertainment, and dining facilities. In fact, 30 percent of the responders leave Warsaw at least once a month to shop.

We have detailed the overall opinions of the survey respondents regarding Warsaw services and facilities (Table 1), now let us examine where consumers actually shop for products and services and why they shop outside of Warsaw (Table 2, page 15).

A very low percentage of the responders shop for groceries outside of Warsaw. Shoppers who do leave Warsaw for groceries do so because they find Warsaw's facilities are more expensive, have an inadequate selection, or do not carry desired items.

It is significant that over 50 percent of those responding shop for clothing outside of Warsaw. Those who do shop locally are not content with the prices of items or the selection. These two factors are meaningful in that they appear to be the major reasons for Warsaw consumers to leave the area for goods and services.

Over 60 percent of the survey completers shop locally for appliances, furniture, and automotive services while over 80 percent utilize the local financial services.

Selection and quality regarding local dining facilities were concerns expressed by most consumers. Fifty-nine percent of the respondents frequently dine at a local facility leaving 41 percent of our consumer dining dollars going elsewhere.

For all categories in Table 2, the major reasons for shopping outside of Warsaw were greater selection of products at a lower price. Business hours and convenience also ranked high in terms of financial services. Over 70 percent of the responders ranked selection and price of items as either first or second in importance when they shop.

A majority of Warsaw consumers utilize local facilities and a fair percentage are basically content with the available facilities and services. Dining, entertainment and recreation, and clothing shopping were areas in which a significant--even alarming--percentage of consumers appear to be placing their dollars into other communities. Why? The two major reasons were availability of products and price.

In light of the discontentments expressed in the survey, let us now review the new or additional services and facilities local consumers feel are needed in the Warsaw area.

NEW OR ADDITIONAL SERVICES AND FACILITIES DESIRED BY THE CONSUMER

Those choices of new or additional businesses desired which appeared on the survey are detailed in Table 3 (page 16). The number of survey responders selecting a given business and the percentage of all survey responders that number represents also appear in Table 3. In reviewing Table 3, we must bear in mind that responders were permitted to choose more than one of the desired businesses.

From Table 3, we see that most businesses listed generated over 10 percent interest. Only one item generated more than 50 percent interest—the need for another major restaurant in the area. Men's and women's clothing stores each upheld over 40 percent interest. There was between 20 and 40 percent interest for seven other business types—(1) coffee shop (20%); (2) a club or bar (22%); (3) book store (23%); (4) odd size clothing (27%); (5) professional services (30%); (6) appliance repair (36%); and (7) craft store (39%).

Let us examine the ten most requested new or additional businesses according to the survey responses.

Sixty percent of the survey responders indicated a desire for an additional major restaurant. The majority of these responders would pay between $3 and $10 per person and dine out at least one to three times per month. Many responders specifically mentioned wanting a restaurant which specializes in seafood entreés. The heaviest interest in a major restaurant was found in the 16-45 age group.

Selection, availability, and quality were major reasons for dining outside the Warsaw area.

Men's, women's, and odd size clothing can be lumped together as they are related in type and responses generated. Most consumers expressing a need for a men's clothing store also desired a women's clothing store. Twenty-eight percent of these consumers also expressed interest in an odd size clothing store. Presently, 50 percent of the responders purchase their clothing in Ft. Wayne. Selection and price were the main reasons cited for leaving Warsaw to purchase clothing.

Discontentment with local women's clothing facilities had its heaviest response in the 65 and over age group. An additional men's clothing store was asked for most heavily by responders in the 26-45 age group who have an annual family income of $20,000 or more. An odd size clothing store was requested mainly by those in the 36-55 age group who have an annual income of less than $20,000.

The addition of a craft shop received its greatest support from women in the 26 to 45 age group who have incomes of over $15,000 per year. Again, selection and price are influential factors in these consumers' shopping patterns.

The need for new or additional professional services was indicated largely by those in the 26 to 45 age group who earn more than $20,000 annually per family. Price was rated as the most important reason influencing the responders' preference. Perhaps this indicates that local consumers feel our professional services are priced too high. It is interesting to note here that a slightly higher percentage of men responded to this selection than to other questions.

Consumers in the 16-35 age group with an annual income of over $15,000 indicated the highest interest in an additional book store facility. It appeared that selection was the major reason for choosing this item.

Regarding the need for a nightclub or bar, the heaviest response came from those in the 21-45 age group with incomes over $15,000 annually. Only 32 percent of the respondents remain in Warsaw for entertainment--most go to Ft. Wayne. Price and selection were the major factors influencing entertainment choices.

The 45 and older age group initiated the greatest response for an additional appliance repair facility--especially with regard to small appliances. Men more than women chose this item.

Dissatisfaction--especially with variety and hours of businesses, were major reasons why a coffee shop was chosen. Fifty-three percent of those marking this item also indicated the desire to shop nights more. The heaviest response to the item came from women and from consumers who earn less than $20,000 annually.

In reviewing the preceeding facts and figures, it clearly shines that price and selection are major influences on a person's shopping habits and preferences. Also, it was the "working" age groups which expressed discontentment with existing facilities--especially the ten items discussed above. We can conclude that dining and clothing facilities are the major needs for the community according to the consumer. This conclusion closely parallels the conclusion reached in section 2.

CONCLUSION

We have taken a brief look at the Warsaw consumer's profile, how he perceives the consumer services currently available to him, and what goods and services he desires in the community.

The local consumer utilizes many of the locally available services, but according to the survey results, a significant number of services and facilities do not appear to meet the local needs. The major areas of concern were clothing stores, dining facilities, and entertainment facilities.

We must consider if the conclusions drawn indicate the need for major changes or additions in the local economic community. Perhaps, the major issue is whether or not a supporting market exists for the facilities most desired by the local consumers.

It is interesting to note that nearly 20 percent of the survey responders indicated that another community would be more satisfying. This is a significant percentage which may have had a negative impact on the survey results. Twenty percent general discontentment may be a norm for any given community or may actually salt the results with a more realistic flavor. Would we be catering to an unstable market?

Another potential bias is that approximately 1/5 of the responses came from persons employed by a downtown business. Therefore, in analyzing the survey results, we must consider if these responders answered the questions as a consumer or as an employee of a downtown business.

The survey results, interpretations, and potential biases shared within this paper provide a base from which persons interested in the commercial development of Warsaw may branch. The desires and needs are now known. The next step is a sound market analysis to determine the supportable needs and desires which exist in this community.

SPECIAL NOTE FROM THE GREATER WARSAW CHAMBER OF COMMERCE:

We concur with the conclusion expressed in this paper. Additionally, we want the readers to be aware that a commercial market analysis is being conducted now. It is expected to be completed in the middle of 1983. The commercial market analysis will be based upon facts and figures, not consumer attitudes. The analysis will point out 1) the types of new businesses that can be supported by our economy; 2) the types of existing businesses that are in the best market position for expansion; 3) the types of businesses that we now have too many of for our market; and 4) a suggested commercial marketing plan blending together all factions.

APPENDIX

TABLE 1

RATINGS OF SERVICES AND FACILITIES

(%)

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Not Familiar
Shopping	3	35	44	18	—
Services	12	60	17	8	3
Dining Facilities	6	45	33	15	1
Recreation & Entertainment	4	35	33	23	5
Courtesy of Sales People	10	56	22	12	—
Variety of Merchandise	3	30	43	23	1
Price of Items	2	36	38	23	1
Amount of Parking Spaces	6	55	25	13	1
Downtown Traffic Flow	5	58	20	16	1
Store Hours	5	61	22	12	—

Table 2

REASONS TO SHOP OUTSIDE OF WARSAW*

	Business Hours	Less Convenient	Lower Quality	Smaller Selection	More Expensive	Not Available
Groceries	5	4	6	2	1	3
Clothing	4	6	5	1	2	3
Furniture	4	6	5	2	1	3
Appliances	4	5	6	2	1	3
Financial Services	2	1	4	3	1	1
Dining	6	5	3	1	4	2
Entertainment	6	5	4	1	3	2
Automation	4	6	5	2	1	3

*Reasons are ranked in order of importance; 1 = most important

Table 3

NEW OR ADDITIONAL BUSINESSES DESIRED

	# of Responses	%
Food Market	82	14
Major Restaurant	347	60
Coffee Shop	116	20
Nightclub/Bar	128	22
Health Food Rest.	64	11
Fast Food	18	3
Other	106	18
Shoe Store	104	18
Men's Clothes	246	43
Women's Clothes	277	48
Infant Shop	67	12
Leather Shop	40	7
Odd Size Clothing	155	27
Other	108	19

	# of Responses	%
Barber Shop	23	4
Beauty Shop	11	2
Day Care Center	60	10
Exercise Gym	99	17
Professional Services	172	30
Financial Services	34	6
Government Services	67	12
Appliance Repair	208	36
Other	74	13
Bath Shop	44	8
Book Store	130	23
Craft Shop	223	39
Plant Shop	68	12
Kitchen Shop	72	13
Tobacco Shop	23	4
Garden Shop	76	13
Other	70	12

Table 4

PROFILE OF THOSE REQUESTING
NEW OR ADDITIONAL SERVICES

% Satisfied	Over-all	Major Rest	Coffee	Club/ Bar	Prof Ser.	Appl Repr	Mens Clothes	Book Store	Womens Clothes	Craft	Odd Sizes
Shopping	36	28	35	21	27	32	23	26	24	29	32
Services	68	68	66	71	56	68	67	62	70	66	67
Dining	49	33	43	33	44	49	38	38	40	46	47
Rec & Ent	35	30	27	22	36	38	32	28	32	30	35
Courtesy	45	64	65	61	64	61	60	61	65	61	58
Variety	32	28	35	26	27	27	22	21	22	28	25
Price	36	35	45	30	26	36	33	36	33	37	35
Parking	59	61	57	58	57	61	58	53	54	58	59
Traffic	59	61	60	50	61	63	62	59	60	59	54
Hours	62	61	58	58	59	64	58	58	63	65	62
% #1 Importance											
Hours	10	10	9	11	10	12	10	10	8	9	14
Courtesy	11	10	11	13	9	11	10	10	9	11	11
Selection	40	42	47	41	41	40	49	46	52	43	39
Price	35	37	33	41	45	38	36	33	36	39	38
Parking	4	4	5	2	3	4	4	4	4	4	2
Traffic	4	4	5	3	3	6	2	4	4	4	6
% Shop Nights More											
Yes	37	45	53	47	47	42	46	51	38	42	44
% Another Dept. Store											
Yes	84	92	91	93	90	90	95	92	95	93	88
% Promot. Act.											
Yes	53	57	63	63	60	57	54	58	57	64	54
% Sex											
Male	36	37	27	37	41	43	41	39	32	34	32
Female	64	63	73	63	59	57	59	61	68	66	68
% Age											
16-25	6	9	6	14	6	5	9	12	8	7	7
26-35	24	29	23	37	35	21	29	39	25	30	18
36-45	22	24	23	32	27	18	26	23	23	28	26
46-55	19	17	20	13	16	25	18	15	20	19	26
56-65	16	14	20	5	12	19	14	12	17	12	15
65-over	10	7	11	1	6	14	6	1	23	7	10
% Income											
Under $15,000	25	20	23	18	20	23	16	17	21	23	30
15-20,000	17	18	24	20	19	20	17	21	18	19	19
Over $20,000	58	62	53	62	61	57	67	62	61	58	51
% Moving											
Never	8	7	8	2	6	7	7	7	9	5	8
Reluctant	50	49	43	42	53	50	49	42	50	54	52
No Difference	18	20	24	20	20	22	20	15	19	20	17
Probably	8	10	14	17	12	11	10	14	10	8	10
Like to Leave	11	14	10	20	16	12	12	20	14	13	14
Live in Warsaw											
% Yes	40	41	47	42	40	42	43	46	42	40	39
% Where Work											
Downtown	17	17	15	22	15	14	21	18	20	17	20
Gr. Warsaw Area	44	48	44	58	50	49	51	55	46	48	45

How to use this graph:

See line 1 above—Shopping. The above means that 36% of all survey responders are satisfied with local shopping; 28% of those desiring an additional major restaurant are content with local shopping facilities.

1. WE WOULD LIKE YOUR OPINION ABOUT THE FOLLOWING SERVICES AND FACILITIES IN WARSAW: (PLEASE CIRCLE ONE NUMBER FOR EACH ITEM.)

	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	NOT FAMILIAR
SHOPPING	018	187	231	099	001
SERVICES (PROFESSIONAL, FINANCIAL, ETC.)	067	324	092	041	015
DINING FACILITIES	034	246	183	081	007
RECREATION AND ENTERTAIN	019	184	178	125	029
COURTESY OF SALES PEOPLE	055	303	122	068	001
VARIETY OF MERCHANDISE	016	166	235	127	003
PRICE OF ITEMS	012	197	210	131	003
AMOUNT OF PARKING SPACES	034	306	135	071	003
DOWNTOWN TRAFFIC FLOW	025	317	108	088	007
STORE HOURS	030	329	123	065	002

2. PLEASE INDICATE WHERE YOU SHOP MOST FREQUENTLY FOR THE PRODUCTS AND SERVICES LISTED. (PLEASE CIRCLE ONE NUMBER IN EACH ROW)

	DOWNTOWN	SHOPPING CENTER	IN WARSAW BUT NOT DOWNTOWN OR SHOPPING CENTERS	ELKHART/ GOSHEN	FORT WAYNE	S. BEND/ MISH	SYRACUSE	OTHER
GROCERIES	200	074	246	004	003	000	004	021
CLOTHING	124	073	014	020	243	029	003	044
FURNITURE	195	011	113	006	090	021	001	082
APPLIANCES	179	036	147	005	092	017	001	047
FINANCIAL SERVICES	366	011	065	004	018	008	000	058
DINING	048	038	235	010	132	019	007	056
ENTERTAINMENT	029	021	135	010	144	020	002	113
AUTOMOTIVE	105	031	221	008	045	010	000	111

3. WHAT ARE YOUR REASONS FOR SHOPPING OUTSIDE OF WARSAW?

	BUSINESS HOURS	LESS CONVENIENT	LOWER QUALITY	SMALLER SELECTION	MORE EXPENSIVE	NOT AVAILABLE	RESPONDED ABOUT REASONS
GROCERIES	012	019	010	028	055	024	047
CLOTHING	055	018	044	265	197	105	016
FURNITURE	025	011	011	095	109	031	033
APPLIANCES	020	015	008	062	125	020	034
FINANCIAL SERVICES	021	027	015	016	027	027	049
DINING	009	014	069	149	047	084	030
ENTERTAINMENT	010	011	027	139	035	131	024
AUTOMOTIVE	018	015	016	044	112	031	039

4. PLEASE INDICATE THE IMPORTANCE OF THE FOLLOWING ITEMS CONCERNING YOUR SHOPPING PREFERENCE ABOUT WARSAW BY PLACING A 1 IN FRONT OF THE ITEM MOST IMPORTANT TO YOU, A 2 FOR THE SECOND MOST IMPORTANT ITEM ETC., UNTIL ALL 6 ITEMS ARE RANKED.

	** 1 **	** 2 **	** 3 **	** 4 **	** 5 **	** 6 **
STORE HOURS	058	051	119	155	084	055
COURTESY OF SALES PEOPLE	063	052	151	138	075	050
SELECTION OF ITEMS	228	192	059	025	022	006
PRICE OF ITEMS	204	188	081	029	021	010
PARKING FACILITIES	024	047	077	115	216	044
DOWNTOWN TRAFFIC FLOW	023	017	024	040	083	336

5. HOW MANY TRIPS DO YOU MAKE SHOPPING OUTSIDE OF WARSAW?

ONCE PER MONTH OR LESS	261	ONCE PER WEEK	056
1-3 TIMES PER MONTH	212	SEVERAL TIMES PER WEEK	009

6. WOULD YOU LIKE TO SHOP NIGHTS IN WARSAW MORE THAN YOU DO NOW?
YES 213 NO 252 DONT KNOW 088

6. (CONTINUED)
FOR EACH EVENING, HOW LATE WOULD YOU LIKE THE STORES TO STAY OPEN?

	*** 7:00 ***	8:00 ***	9:00 ***	10:00 ***
MONDAY	180	080	094	012
TUESDAY	180	072	078	012
WEDNESDAY	172	079	090	013
THURSDAY	160	067	109	019
FRIDAY	043	046	255	088
SATURDAY	103	047	157	069

7. BELOW ARE LISTED SEVERAL TYPES OF BUSINESSES. PLEASE CHECK THOSE NEW OR ADDITIONAL BUSINESSES THAT WOULD BENEFIT THE WARSAW AREA.

******* FOOD *******		******* SERVICES *******	
FOOD MARKET	082	BARBER SHOP	023
MAJOR RESTAURANT	347	BEAUTY SHOP	011
COFFEE SHOP	116	DAY CARE CENTER	060
NIGHT CLUB/BAR	128	EXERCISE GYM	099
HEALTH FOOD RESTAURANT	064	PROFESSIONAL SERVICES	172
FAST FOOD	018	FINANCIAL SERVICES	034
OTHER	106	GOVERNMENT SERVICES	067
		APPLIANCE REPAIR	208
		OTHER	074

******* CLOTHES *******		******* SPECIALTY ******	
SHOE STORE	104	BATH SHOP	044
MENS CLOTHES	246	BOOK STORE	130
WOMENS CLOTHES	277	CRAFT SHOP	223
INFANT SHOP	067	PLANT SHOP	068
LEATHER SHOP	040	KITCHEN SHOP	072
ODD SIZE CLOTHING	155	TOBACCO SHOP	023
OTHER	108	GARDEN SHOP	076
		OTHER	070

8. DO YOU FEEL ANOTHER MAJOR DEPARTMENT STORE IS NEEDED IN THE WARSAW AREA?
YES 485 NO 060

9. DO RETAIL PROMOTIONAL ACTIVITIES SUCH AS STREET FAIRS, ANTIQUES SHOWS, ARTS AND CRAFTS DISPLAYS ETC., ENCOURAGE YOU TO SHOP LOCALLY?
YES 304 NO 239

10. HOW OFTEN DOES YOUR HOUSEHOLD CURRENTLY DINE OUT AT SIT DOWN RESTAURANTS? (PLEASE EXCLUDE ALL TAKE OUT MEALS)

ONCE/WEEK (OR MORE)	265	1-3 TIMES/MONTH	178
SEVERAL TIMES/YEAR	065	SELDOM OR NEVER	046

11. WHAT DO YOU TYPICALLY SPEND (PER PERSON) FOR A SIT DOWN RESTAURANT MEAL?

$0-2.99 075 $3-5.99 177 $6-9.99 193
$10-15 096 ABOVE $15.00 059

12. DO YOU LIVE IN THE CORPORATE LIMITS?

YES 228 NO 311

13. WHERE DO YOU WORK?

DOWNTOWN WARSAW 097 GREATER WARSAW AREA 256 OUTSIDE WARSAW,IN COUNTY 086
OUTSIDE COUNTY 019 COMBINATION 032

14. WHAT IS YOUR SEX?

MALE 210 FEMALE 366

HOW OLD ARE YOU?

16-25 037 26-35 137 36-45 126 46-55 110
56-65 093 65+ 057

15. WHAT WAS YOUR TOTAL FAMILY INCOME BEFORE TAXES LAST YEAR?

LESS THAN $4,000 010 $4000-6999 010 $7000-9999 015 $10,000-11,999 021
$12,000-14,999 045 $15,000-20,000 096 ABOVE $20,000 333

16. WHICH ONE OF FOLLOWING STATEMENTS BEST DESCRIBES HOW YOU FEEL ABOUT MOVING AWAY FROM THIS COMMUNITY, IF YOU COULD DO SO?

046 I WOULD NEVER CONSIDER LEAVING HERE.
288 I WOULD MOVE TO ANOTHER COMMUNITY IF I HAD TO BUT WOULD BE RELUCTANT TO LEAVE HERE.
105 IT MAKES NO DIFFERENCE TO ME WHETHER I LIVE HERE OR IN ANOTHER COMMUNITY
048 I PROBABLY WOULD BE MORE SATISFIED LIVING IN ANOTHER COMMUNITY.
065 I WOULD REALLY LIKE TO LEAVE THIS COMMUNITY IF I HAD THE OPPORTUNITY.

BIBLIOGRAPHY

Survey questionnaires which served as the resource for this paper were provided by the Warsaw Chamber of Commerce.