

Example Report

Measuring the Consumer Well-Being in Community XYZ

The Management Institute for Quality-of-Life Studies



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Executive Summary

This report provides a profile of consumer well-being in community XYZ based on survey data collected in 2008-2009. The survey captures six sets of consumer well-being constructs (satisfaction with shopping in the local area, satisfaction with retailers' services related to product assembly, satisfaction with the quality and use of products purchased from local retailers, satisfaction with ownership of products purchased from local retailers, satisfaction with repair and maintenance services of products purchased from local retailers, and satisfaction with local disposal services), as well as satisfaction with the community at large, satisfaction with other life domains (besides community or local area such as social life, leisure life, work life, etc.), and satisfaction with life overall.

All local households in community XYZ (N = 105,550) were contacted by the Director of the local Chamber of Commerce in February 2009 by e-mail requesting participation in a consumer well-being (with sales promotion incentives from local retailers). More than 6,000 (N=6,004) adult residents completed the survey at the closing date of the survey, generating a response rate of 6%, an acceptable response rate given past survey studies with consumer populations.

The survey results pertaining to resident satisfaction with **shopping** aspects of Community XYZ indicate that satisfaction with shopping malls, department stores, discount stores, drug stores, sporting goods stores, and consumer electronics stores in Community XYZ is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to shopping plazas and centers, grocery stores, clothing boutiques, furniture stores, and other specialty stores is below average.

The survey results pertaining to resident satisfaction with the **assembly of products purchased in the local area** indicate that satisfaction with assembly of consumer electronics, furniture, and clothing and clothing accessories purchased locally is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to assembly appliances, personal transportation and lawn and garden tools and equipment is below average.

The survey results pertaining to resident satisfaction with the **quality and use of products purchased locally** indicate that residents are on average satisfied with the quality and use of consumer goods purchased locally, compared to other localities. Specifically, satisfaction with quality and use of appliances, clothing and clothing accessories, and lawn and garden tools and equipment is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to quality and use of consumer electronics, furniture, and personal transportation is below average. Furthermore, residents are on average satisfied with the quality and use of local consumer services, compared to other localities. Specifically, satisfaction with quality and use of banking/saving services, insurance services, healthcare services, electric services, gas/oil services, real estate and realtor services, daycare services, nursing home and retirement community-type services, community college, continuing education, investment services, legal services, entertainment, spectator sports, and TV stations is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to quality and use of taxi/private transportation, restaurants and night clubs, telephone services, primary schools, secondary schools, nearby colleges and universities, radio stations, and local newspapers is below average. In sum, the study findings indicate that resident

satisfaction with quality and use of both consumer goods and services are slightly above average compared to other communities surveyed.

The survey results pertaining to resident satisfaction with the **ownership of selected consumer goods purchased locally** indicate that residents are, on average, less satisfied with the ownership of selected consumer goods purchased locally, compared to other localities. Specifically, satisfaction with ownership of consumer electronics, personal transportation, lawn and garden tools and equipment, and real estate is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to ownership of furniture, appliances, clothing and clothing accessories, savings and investment instruments, and boat and other leisure instruments is below average.

The survey results pertaining to **resident satisfaction with local maintenance and repair services of selected consumer goods** indicate that residents are, on average, more satisfied with local maintenance and repair services, compared to other localities. Specifically, satisfaction with local maintenance and repair services related to consumer electronics, furniture, appliances, clothing and clothing accessories, and lawn and garden tools and equipment is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to local maintenance and repair services related to personal transportation is below average.

The survey results pertaining to **resident satisfaction with local disposal (selling and trade-in) services of selected consumer goods** indicate that residents are, on average, less satisfied with local disposal (and selling and trade-in) services, compared to other localities. Specifically, satisfaction with local disposal (selling and trade-in) services related to furniture, appliances, and personal transportation is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to local disposal (and selling and trad-in) services related to consumer electronics, clothing and clothing accessories, and lawn and garden tools and equipment is below average.

The survey results pertaining to **resident satisfaction with other life domains** indicate:

- **Work life** (job situation) is considered better by residents in Community XYZ than in other localities. 65% of residents reported being “delighted” or “pleased” with their work situation.
- **Financial life** is considered better by residents in Community XYZ than in other localities. 75% of residents reported being “delighted” or “pleased” with their financial situation.
- **Health** is considered worse by residents in Community XYZ than in other localities. Only 11% of residents reported being “delighted”, “pleased”, or “mostly satisfied” with their health, while 65% reported feeling “terrible”, “unhappy”, or “mostly dissatisfied”.
- **Education** is considered worse in Community XYZ than in other localities. 55% of residents described their feelings of education as either “terrible”, “unhappy”, or “mostly dissatisfied”. Notably, none expressed being “delighted” or even “pleased”.
- **Social life** is considered much better in Community XYZ than in other localities. An overwhelming majority (96%) reported feeling “delighted”, “pleased”, or “mostly satisfied” with their social life, with 50% alone indicating they were “delighted”. No residents described their feelings about their social life as being “terrible” or “unhappy”.

- **Leisure life** is lacking in Community XYZ compared to other localities. A majority (53%) described their feelings as “delighted”, “pleased”, or “mostly satisfied”, and although 24% reported being “unhappy” or “mostly dissatisfied”, none reported feeling “terrible”.
- **Spiritual life** is considered better in Community XYZ than in other localities. An overwhelming majority (93%) felt “delighted”, “pleased”, or “mostly satisfied”, while no residents felt “terrible” or “unhappy”.
- **Cultural life** is rated higher in Community XYZ than in other localities. 86% of residents described their feelings as either “delighted”, “pleased”, or “mostly satisfied”. No residents described their feelings as “terrible”, and only 1% described their feelings as being “unhappy”.
- **Social status** is considered better in Community XYZ than in other localities. 90% of residents described their feelings as “delighted”, “pleased”, or “mostly satisfied” with their social status. No residents felt “terrible” or “unhappy” about social status, and only 1% were “mostly dissatisfied”.

The survey results pertaining to **overall life satisfaction** indicate residents of Community XYZ are on average less happy than people from other areas. Still, an overwhelming majority (90%) described their feelings about life as a whole as “delighted”, “pleased”, or “mostly satisfied”. No residents described their feelings as “terrible” or “unhappy”, while a tiny 1% reported being “mostly dissatisfied”.

Introduction

This report provides a detailed picture of consumer well-being in community XYZ based on survey data collected in 2008-2009.

The survey captures nine major constructs, namely:

- **Residents' satisfaction with shopping in the local area** (survey items capturing satisfaction with shopping malls, shopping plazas and centers, department stores, discount stores, grocery stores, drug stores, sporting goods stores, consumer electronic stores, clothing boutiques, furniture stores, and other specialty stores);
- **Residents' satisfaction with retailers' services related to product assembly** (survey items capturing satisfaction with product assembly services provided by local retailers—product assembly services related to consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, and lawn and garden tools and equipment);
- **Residents' satisfaction with the quality and use of products purchased from local retailers** (survey items capturing satisfaction with quality and use of consumer goods and services purchased from local retailers—consumer goods such as consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, and laws and garden tools and equipment, and services such as banking, insurance, taxi/private transportation, restaurants/night clubs, healthcare, telephone, internet, electric, gas/oil, real estate and realty, daycare, nursing homes/retirement community, primary schools, secondary schools, community colleges, colleges and universities, continuing education, investment, legal, entertainment, spectator sports, TV stations, radio stations, and local newspapers);
- **Residents' satisfaction with ownership of products purchased locally** (survey items capturing satisfaction with ownership of consumer goods such as consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, lawn and garden tools and equipment, savings and investments, real estate, and boat and other leisure investments);
- **Residents' satisfaction with repair and maintenance services of consumer goods purchased from local retailers** (survey items capturing satisfaction with repair and maintenance services related to consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, and laws and garden tools and equipment);
- **Residents' satisfaction with selling, trade-in, and disposal services** (survey items capturing satisfaction with local services and facilities involved in the selling, trade-in, and disposal of consumer goods such as consumer electronics, furniture, appliances, private transportation, clothing and clothing accessories, and lawn and garden tools and accessories);
- **Residents' satisfaction with the community at large** (survey items capturing satisfaction with the community at large);
- **Residents' satisfaction with other life domains** (survey items capturing satisfaction with other domains besides the community such as the job situation, health, education, friends and associations, leisure life, spiritual life, cultural life, and social status); and
- **Residents' satisfaction with life overall** (survey items capturing life satisfaction).

These satisfaction items are compared against statistical norms based on past surveys involving at least 10 localities in nine countries/states (California, Minnesota, Canada, Australia, Spain, Germany, Switzerland, Turkey, Egypt, and China). Every time we administer a consumer well-being survey we

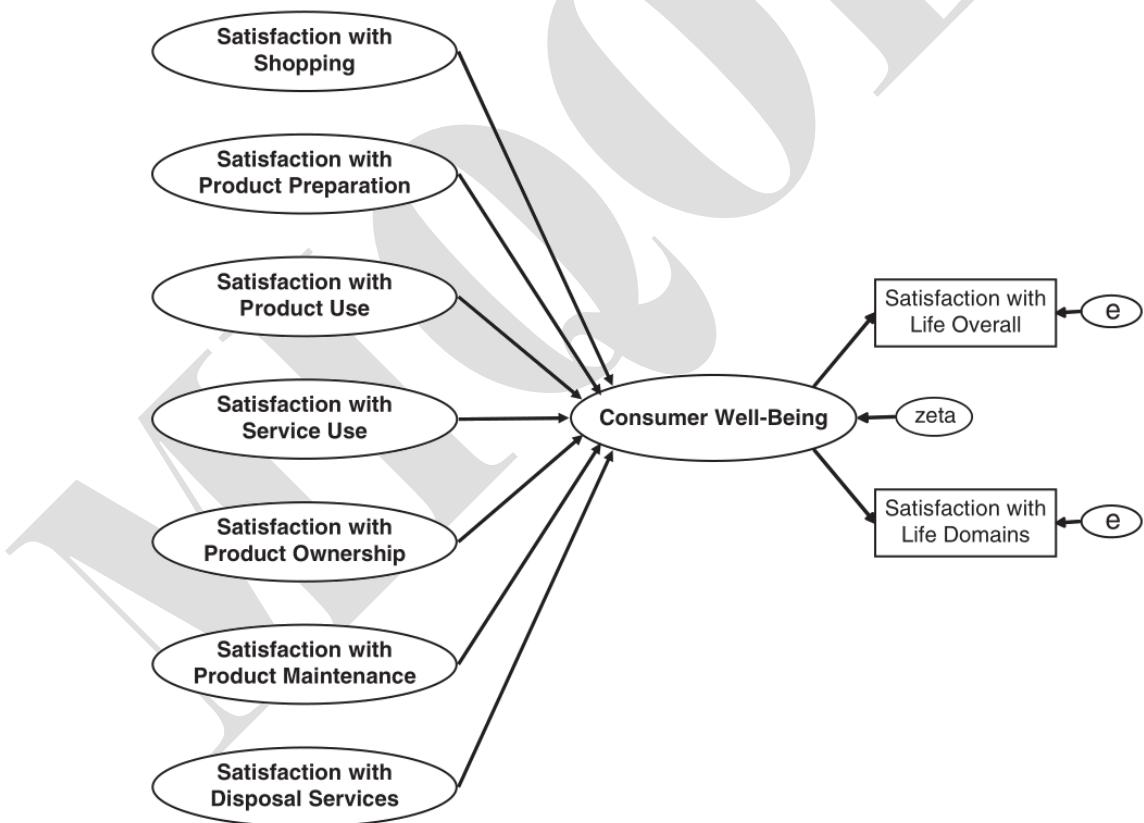
revise the statistical norms based on the up-to-date survey administration. To read more about the surveyed localities, the statistical norms, and the validation of the study constructs, see the supporting references and publications in Appendix A.

The survey results reported here focus on a specific community whose identity is disguised to protect confidentiality. We call this Community XYZ. We compare the satisfaction scores of Community XYZ against hypothetical statistical norms that should reflect the average of all the scores aggregated across all surveyed localities. We use hypothetical statistical norms in this report only as an example. The actual report for a surveyed community will contain the actual statistical norms from all the surveyed communities to date.

The appendix shows the actual survey questionnaire administered in Community XYZ.

Theoretical Model

The nomological (predictive) validity of the consumer well-being measures was demonstrated in two studies, namely the Lee et al. study (2002), the Sirgy and Lee (2006) critique, and the Sirgy et al. (2008) study. The two studies were able to empirically demonstrate that satisfaction with acquisition, possession, and consumption can significantly predict life satisfaction (controlling for satisfaction with other life domains such as satisfaction with job, financial situation, health, education, friendships, leisure, neighborhood, community, and spiritual). The theoretical argument used to link consumer well-being dimensions with life satisfaction is based on a bottom-up theory of life satisfaction popular in quality-of-life studies. Bottom-up theory states that overall life satisfaction is determined mostly by positive and negative affect invested in the various life domains (e.g., family life, work life, leisure life, spiritual life, love life, community life, and financial life). These life domains are psychological spheres that segment affective and cognitive experiences related to life concerns. Marketplace experiences related to product acquisition, preparation, use, ownership, maintenance, and disposal play a direct role in meeting certain needs within the various life domains, which in turn contribute to the positive and negative affect invested in those domains. Thus, consumer well-being contributes to overall life satisfaction through feelings of satisfaction/dissatisfaction captured in various life domains.



Description of the Consumer Well-Being Survey

The survey is divided into 10 major sections (see survey questionnaire in the appendix).

Section 1 (residents' satisfaction with shopping in the local area). In this section, survey participants rate their satisfaction with shopping malls, shopping plazas and centers, department stores, discount stores, grocery stores, drug stores, sporting goods stores, consumer electronic stores, clothing boutiques, furniture stores, and other specialty stores. See exact items of this construct in the actual online survey questionnaire shown in the appendix.

Section 2 (residents' satisfaction with retailers' services related to product assembly). In this section, survey participants rate their satisfaction with product assembly services provided by local retailers—product assembly services related to consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, and lawn and garden tools and equipment. See exact items of this construct in the actual online survey questionnaire shown in the appendix.

Section 3 (residents' satisfaction with the quality and use of products purchased from local retailers). In this section, survey participants rate their satisfaction with quality and use of consumer goods and services purchased from local retailers—consumer goods such as consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, and laws and garden tools and equipment, and services such as banking, insurance, taxi/private transportation, restaurants/night clubs, healthcare, telephone, internet, electric, gas/oil, real estate and realty, daycare, nursing homes/retirement community, primary schools, secondary schools, community colleges, colleges and universities, continuing education, investment, legal, entertainment, spectator sports, TV stations, radio stations, and local newspapers. See exact items of this construct in the actual online survey questionnaire shown in the appendix.

Section 4 (residents' satisfaction with ownership of products purchased locally). In this section, survey participants rate their satisfaction with ownership of consumer goods such as consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, lawn and garden tools and equipment, savings and investments, real estate, and boat and other leisure investments. See exact items of this construct in the actual online survey questionnaire shown in the appendix.

Section 5 (residents' satisfaction with repair and maintenance services of consumer goods purchased from local retailers). In this section, survey participants rate their satisfaction with repair and maintenance services related to consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, and laws and garden tools and equipment);

Section 6 (residents' satisfaction with selling, trade-in, and disposal services). In this section, survey participants rate their satisfaction with local services and facilities involves with the selling, trade-in, and disposal of consumer goods such as consumer electronics, furniture, appliances, private transportation, clothing and clothing accessories, and lawn and garden tools and accessories. See exact items of this construct in the actual online survey questionnaire shown in the appendix.

Section 7 (residents' satisfaction with the community at large). In this section, survey participants rate their satisfaction with the community at large. See exact items of this construct in the actual online survey questionnaire shown in the appendix.

Section 8 (residents' satisfaction with other life domains). In this section, survey participants rate their satisfaction with other domains besides the community such as the job situation, health, education, friends and associations, leisure life, spiritual life, cultural life, and social status. See exact items of this construct in the actual online survey questionnaire shown in the appendix.

Section 9 (residents' satisfaction with life overall). In this section, survey participants rate their satisfaction with life at large. See exact items of this construct in the actual online survey questionnaire shown in the appendix.

Section 10 (demographics). This section contains demographic items such as age, gender, marital status, full-time vs. part-time employment, etc. See examples of demographic items in the actual online survey questionnaire in the appendix.

Sampling and Data Collection

All local households in Community XYZ (N = 105,550) were contacted by the Director of the local Chamber of Commerce in February 2009 by e-mail requesting participation in a consumer well-being. The importance of this survey was discussed in the e-mail message with an endorsement of the mayor with sales promotion incentives from local retailers. Adult residents who were contacted were urged to complete the survey by clicking on the survey link that was embedded in the e-mail message. They were urged to complete the survey in two weeks (a deadline was specified in the e-mail message). Two additional e-mail messages were sent by the Director of the Chamber of Commerce before the deadline urging residents who did not complete the survey to do so before the deadline. More than 6,000 (N=6,004) adult residents completed the survey at the closing date of the survey, generating a response rate of 6%, an acceptable response rate given past survey studies with consumer populations.

Survey Results

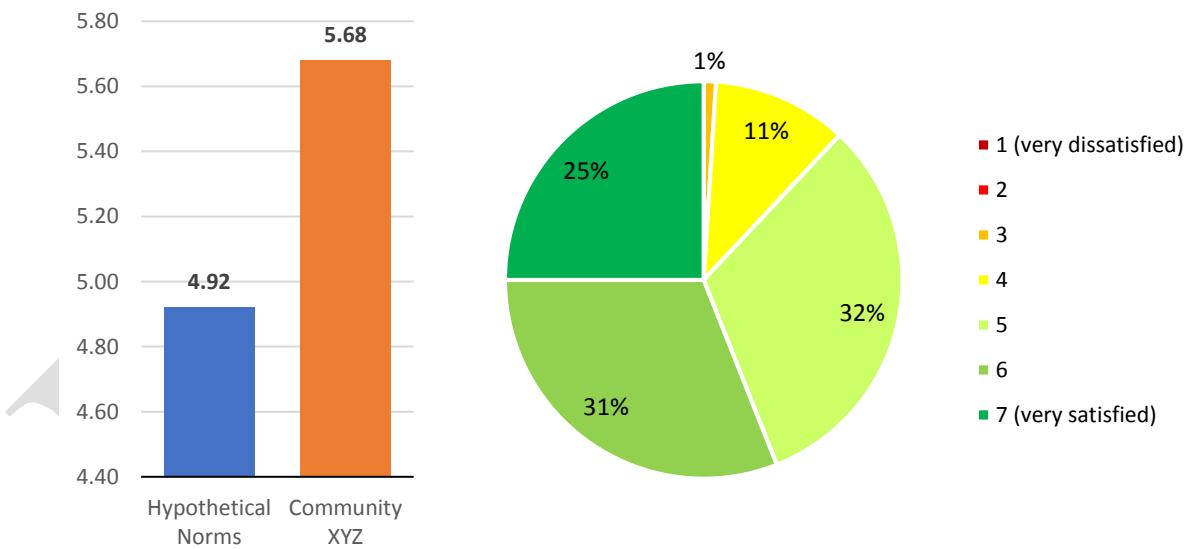
We report in this section results related to all the constructs in this study, namely residents' satisfaction with shopping in the local area; residents' satisfaction with the quality and use of products purchased from local retailers; residents' satisfaction with ownership of products purchased locally; residents' satisfaction with repair and maintenance services of consumer goods purchased from local retailers; residents' satisfaction with selling, trade-in, and disposal services; residents satisfaction with the community at large; residents' satisfaction with other life domains; and residents' satisfaction with life overall.

Residents' Acquisition (Shopping) Satisfaction

This section of the report covers survey results related to resident satisfaction with **shopping aspects in the local area**. These aspects include shopping malls, shopping plazas and centers, department stores, discount stores, grocery stores, drug stores, sporting goods stores, consumer electronic stores, clothing boutiques, furniture stores, and other specialty stores.

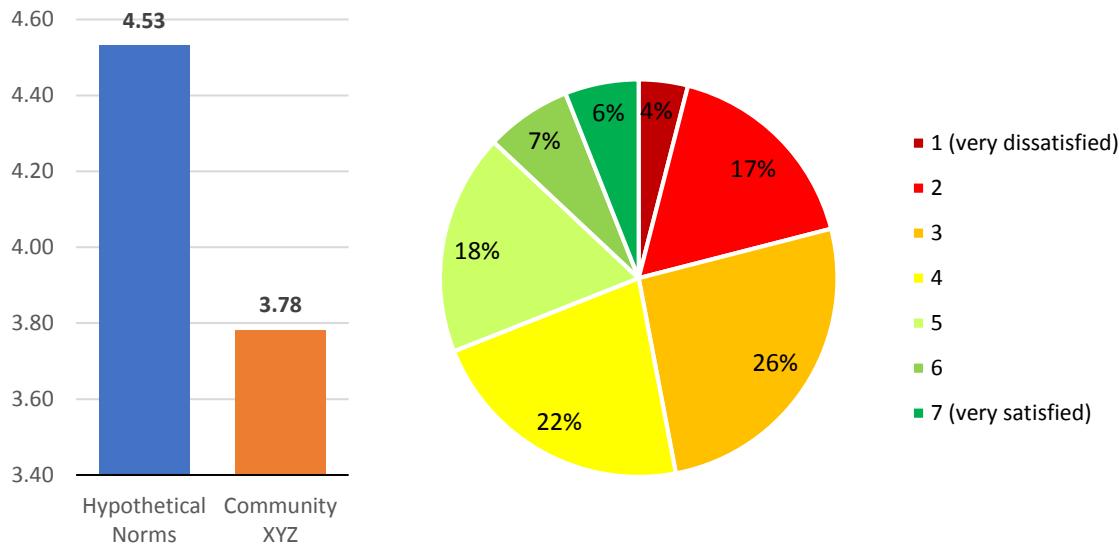
As shown in Figure 1, **resident satisfaction with shopping malls in Community XYZ** is above average compared to all other localities surveyed. Specifically, 88% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 1: Acquisition (Shopping) Satisfaction: Shopping Malls



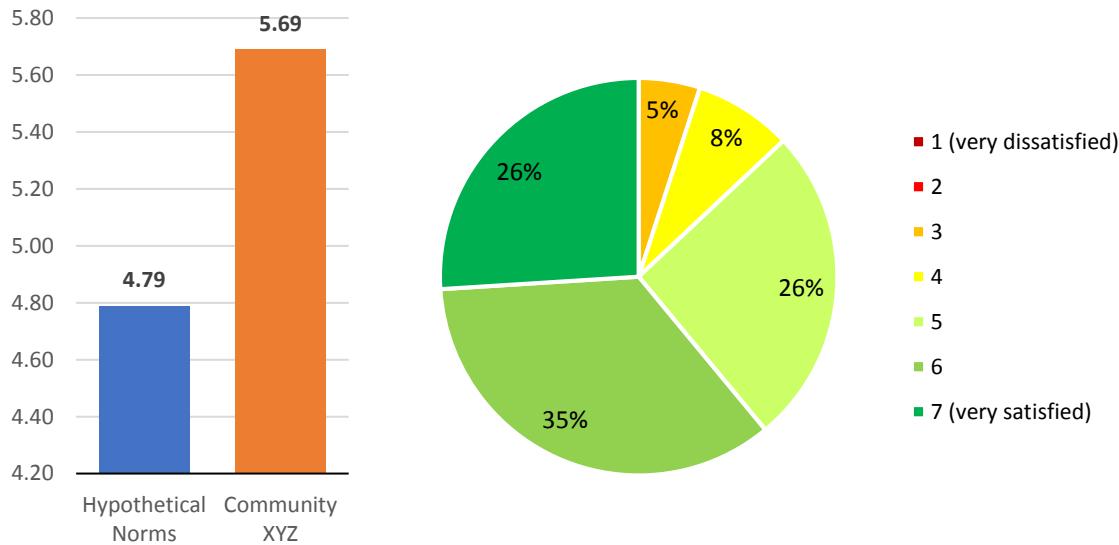
As shown in Figure 2, **resident satisfaction with shopping plazas and centers in Community XYZ** is below average compared to all other localities surveyed. Specifically, only 31% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 2: Acquisition (Shopping) Satisfaction: Shopping Plazas and Centers



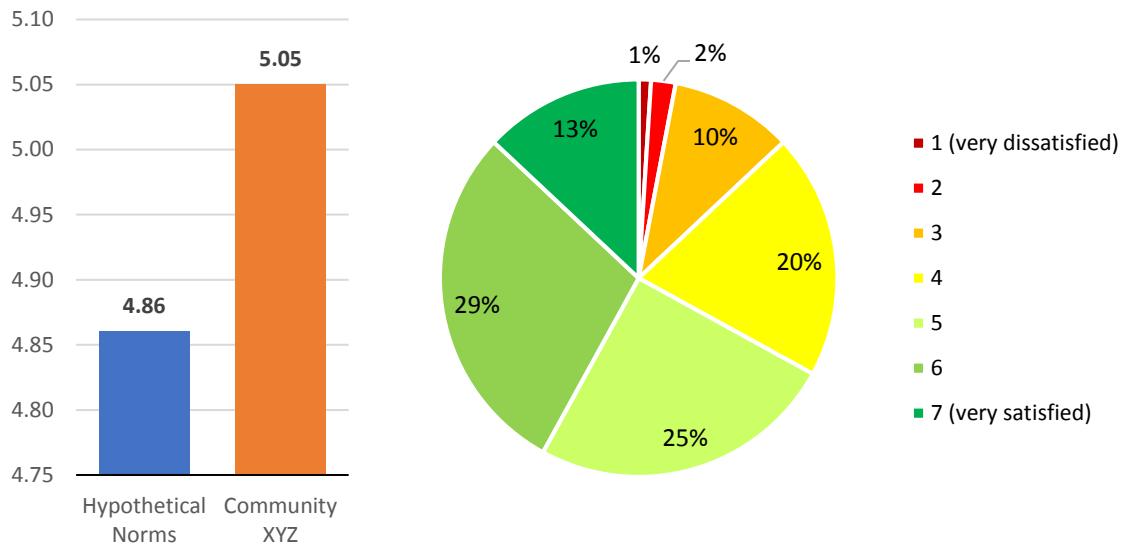
As shown in Figure 3, **resident satisfaction with department stores in Community XYZ** is above average compared to all other localities surveyed. Specifically, 87% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 3: Acquisition (Shopping) Satisfaction: Department Stores



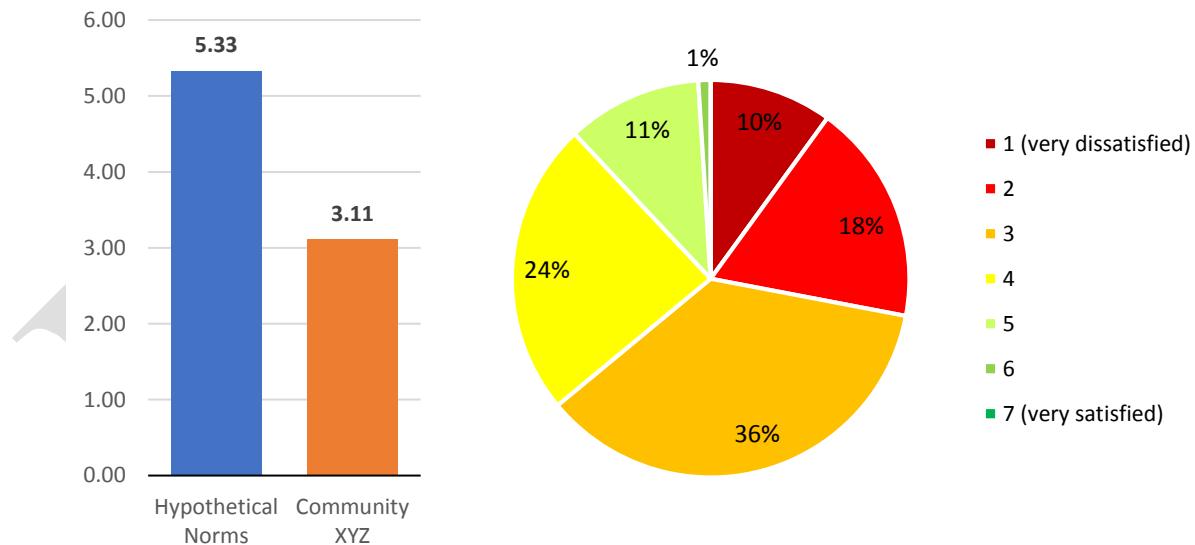
As shown in Figure 4, **resident satisfaction with discount stores in Community XYZ** is above average compared to all other localities surveyed. Specifically, 67% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 4: Acquisition (Shopping) Satisfaction: Discount Stores



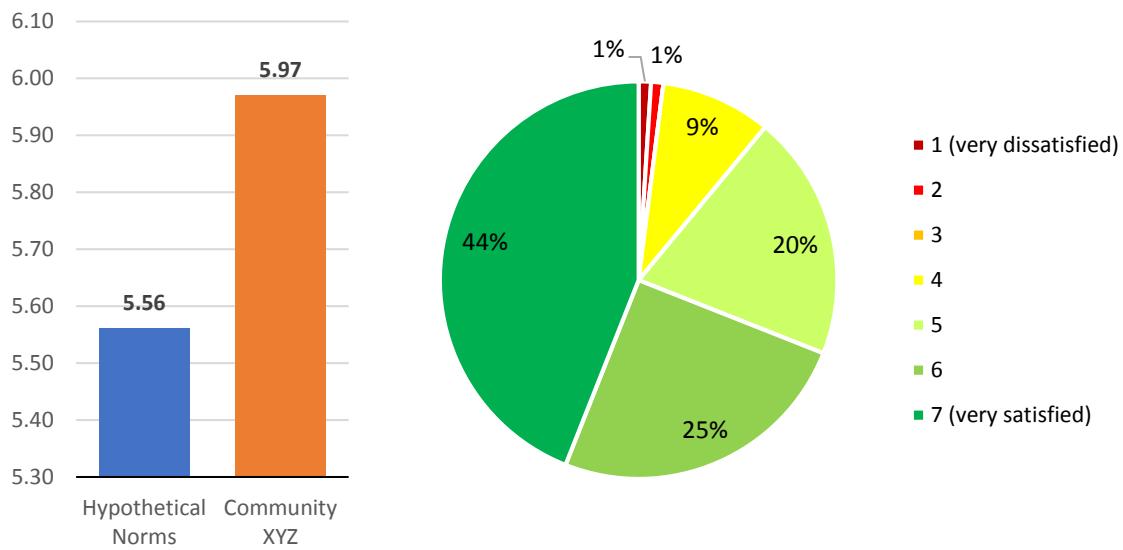
As shown in Figure 5, **resident satisfaction with grocery stores in Community XYZ** is below average compared to all other localities surveyed. Specifically, only 12% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 5: Acquisition (Shopping) Satisfaction: Grocery Stores



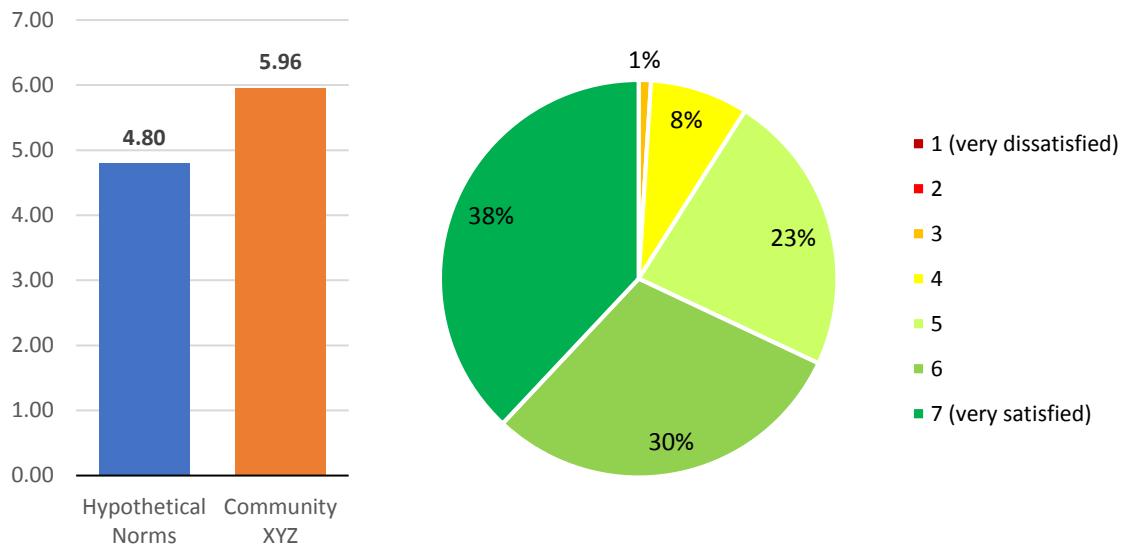
As shown in Figure 6, **resident satisfaction with drug stores in Community XYZ** is above average compared to all other localities surveyed. Specifically, 89% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 6: Acquisition (Shopping) Satisfaction: Drug Stores



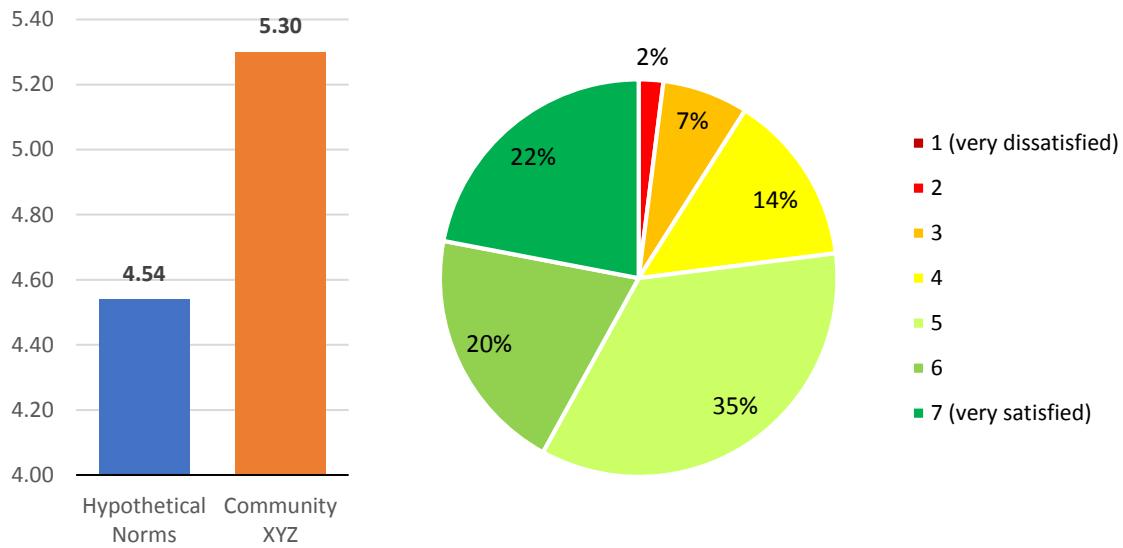
As shown in Figure 7, **resident satisfaction with sporting goods stores in Community XYZ** is above average compared to all other localities surveyed. Specifically, 91% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 7: Acquisition (Shopping) Satisfaction: Sporting Goods Stores



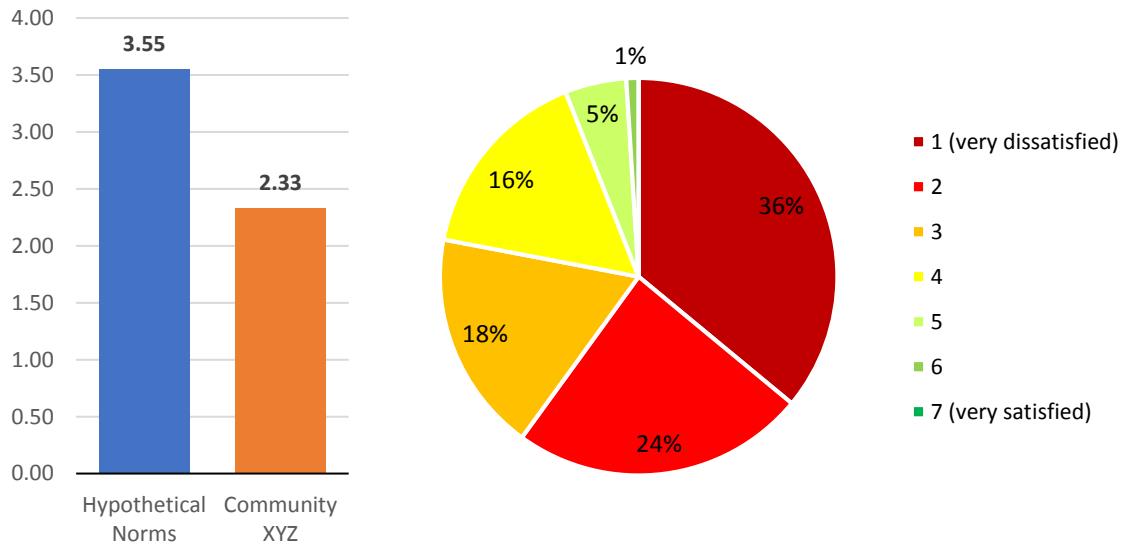
As shown in Figure 8, **resident satisfaction with consumer electronic stores in Community XYZ** is above average compared to all other localities surveyed. Specifically, 77% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 8: Acquisition (Shopping) Satisfaction: Consumer Electronics Stores



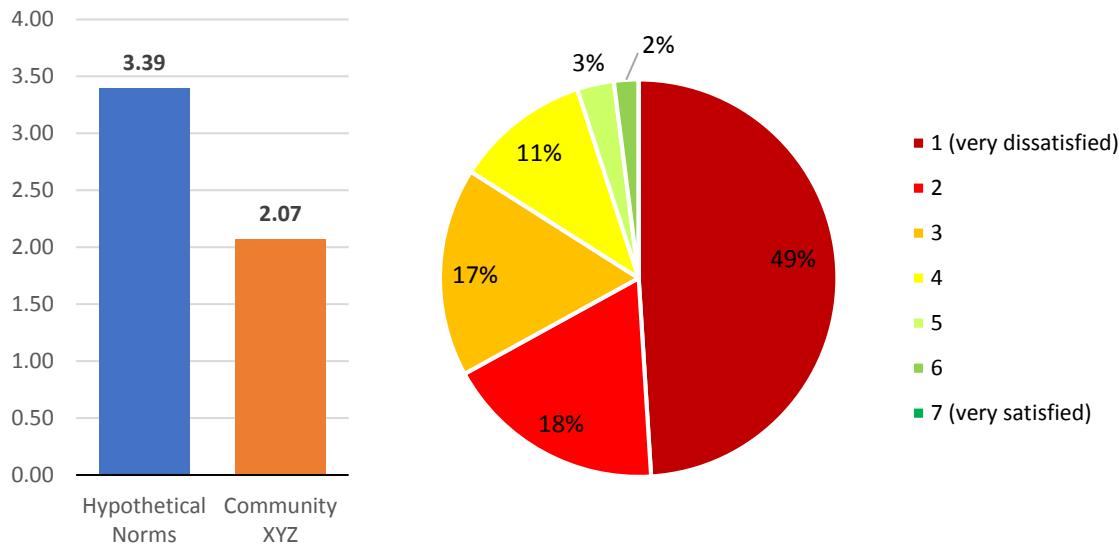
As shown in Figure 9, **resident satisfaction with clothing boutiques in Community XYZ** is below average compared to all other localities surveyed. Specifically, only 6% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 9: Acquisition (Shopping) Satisfaction: Clothing Boutiques



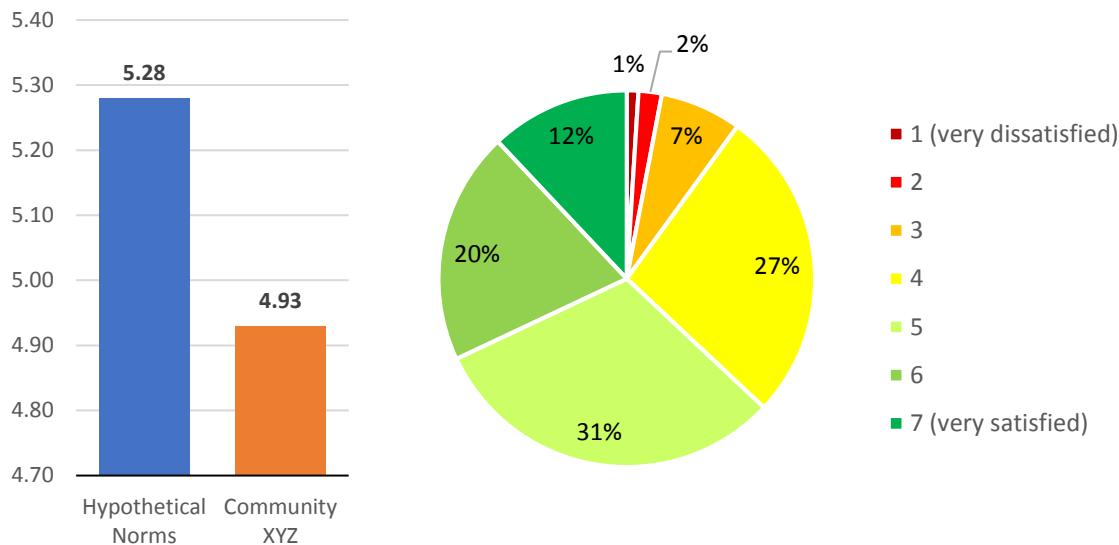
As shown in Figure 10, **resident satisfaction with furniture stores in Community XYZ** is below average compared to all other localities surveyed. Specifically, only 5% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 10: Acquisition (Shopping) Satisfaction: Furniture Stores



As shown in Figure 11, **resident satisfaction with other specialty stores in Community XYZ** is below average compared to all other localities surveyed. Specifically, 63% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 11: Acquisition (Shopping) Satisfaction: Other Specialty Stores (e.g. toy stores, gift stores)

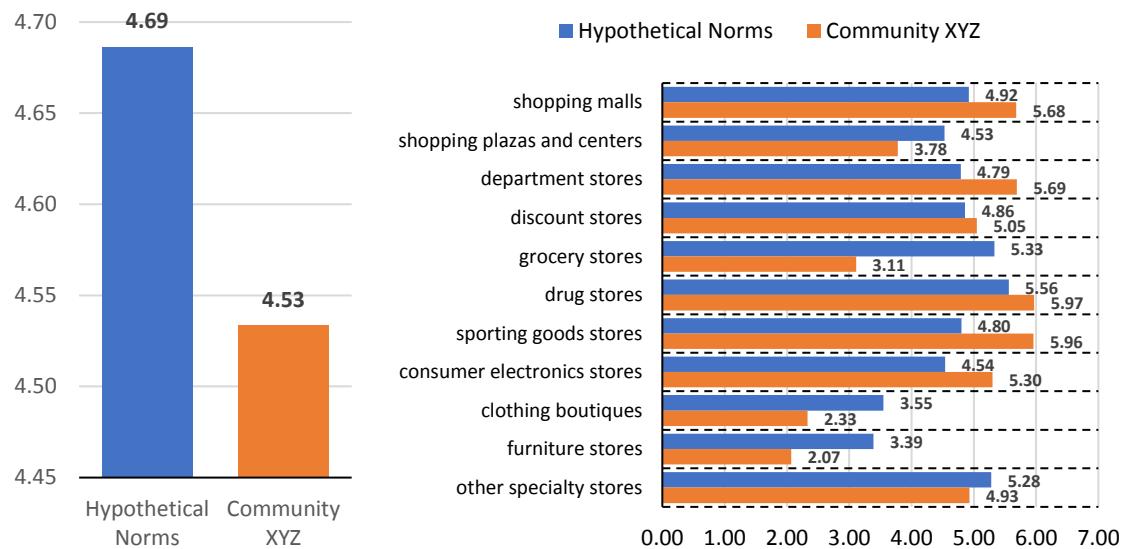


Summary (Resident Satisfaction with Shopping)

The survey results pertaining to resident satisfaction with **shopping** aspects of Community XYZ as shown in figures 1-11 are now summarized in Figure 12. As shown in the figure, the results indicate that satisfaction with shopping malls, department stores, discount stores, drug stores, sporting goods stores, and consumer electronics stores in Community XYZ is above average (compared to other localities).

surveyed). The survey results also indicate that satisfaction ratings in relation to shopping plazas and centers, grocery stores, clothing boutiques, furniture stores, and other specialty stores is below average.

FIGURE 12: Overall Acquisition (Shopping) Satisfaction

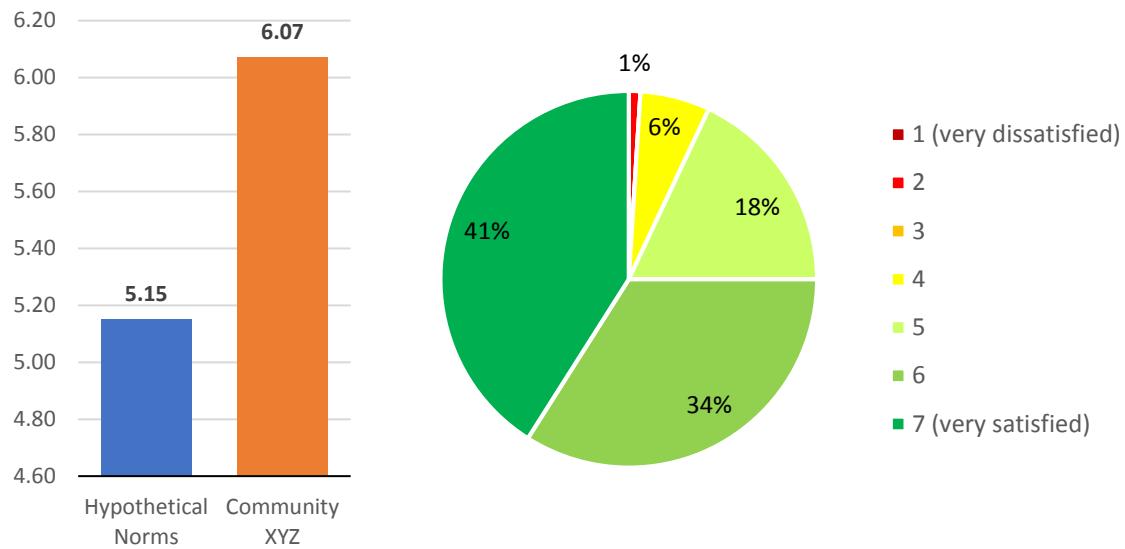


Residents' Preparation (Assembly) Satisfaction

This section of the report covers survey results related to **resident satisfaction with local retailers' services related to product assembly**—product assembly services related to consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, and lawn and garden tools and equipment.

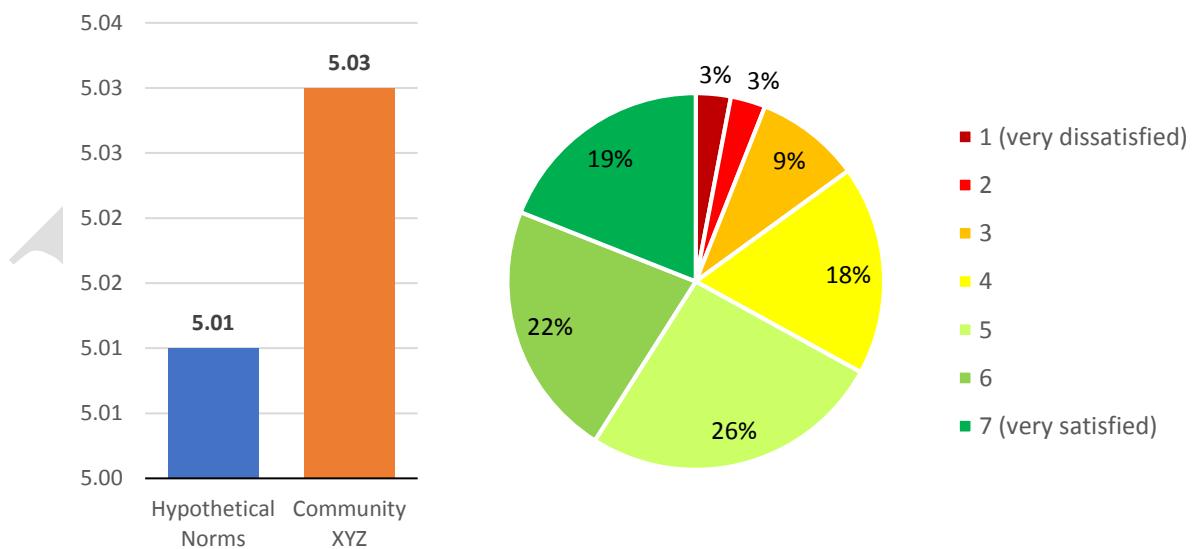
As shown in Figure 13, **resident satisfaction with product assembly of consumer electronics purchased in Community XYZ stores** is above average compared to all other localities surveyed. Specifically, 93% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 13: Preparation (Assembly) Satisfaction: Consumer Electronics (e.g. CD player, TV, computers)



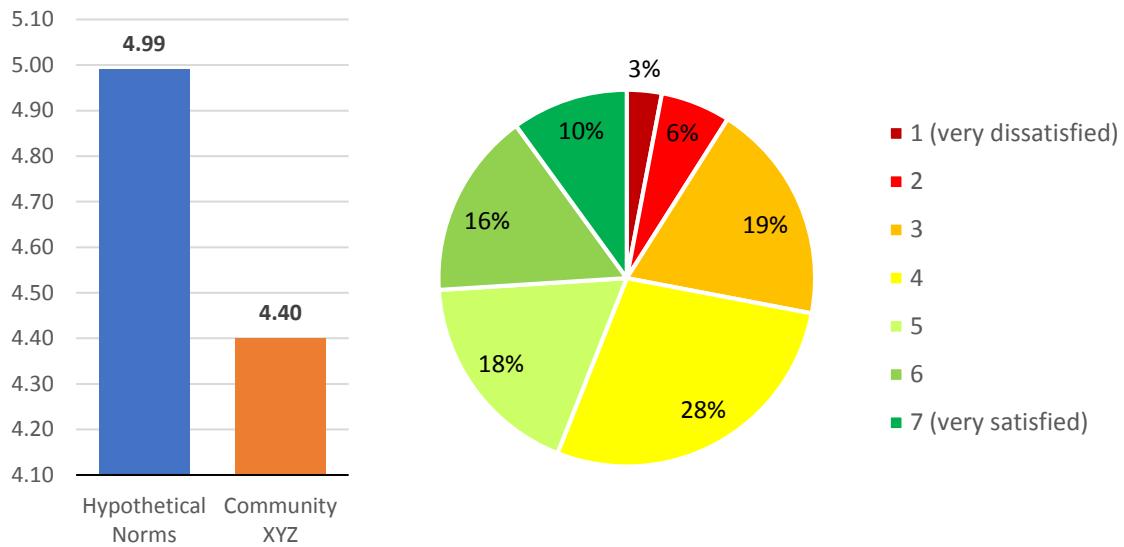
As shown in Figure 14, resident satisfaction with product assembly of furniture purchased in **Community XYZ stores** is above average compared to all other localities surveyed. Specifically, 67% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 14: Preparation (Assembly) Satisfaction: Furniture (e.g. sofas, dining sets)



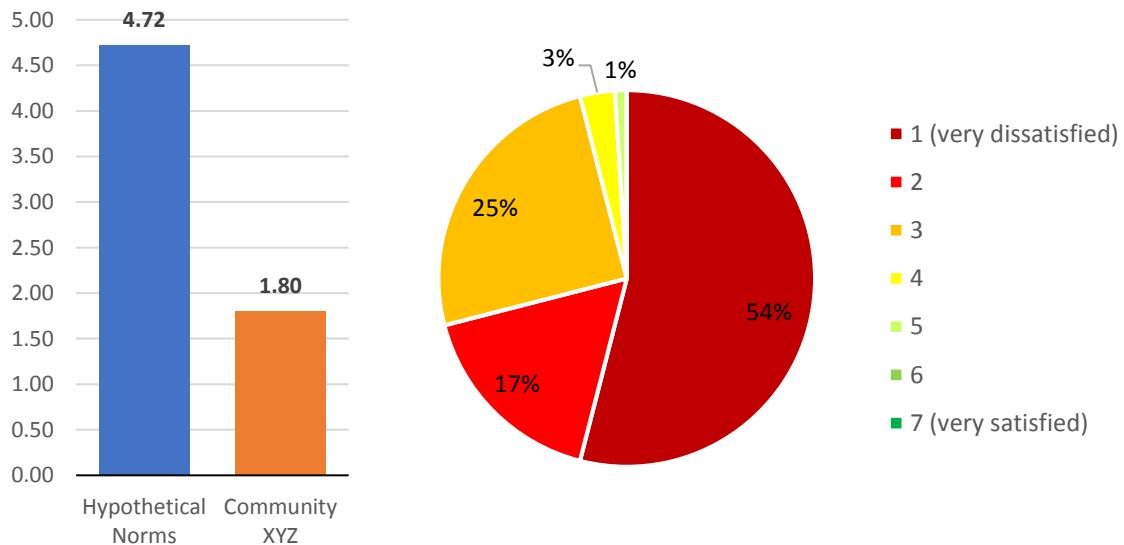
As shown in Figure 15, resident satisfaction with product assembly of appliances purchased in **Community XYZ stores** is below average compared to all other localities surveyed. Specifically, only 44% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 15: Preparation (Assembly) Satisfaction: Appliances (e.g. microwave ovens, refrigerator)



As shown in Figure 16, resident satisfaction with product assembly related to personal transportation purchased from auto dealers in Community XYZ is below average compared to all other localities surveyed. Specifically, only 1% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

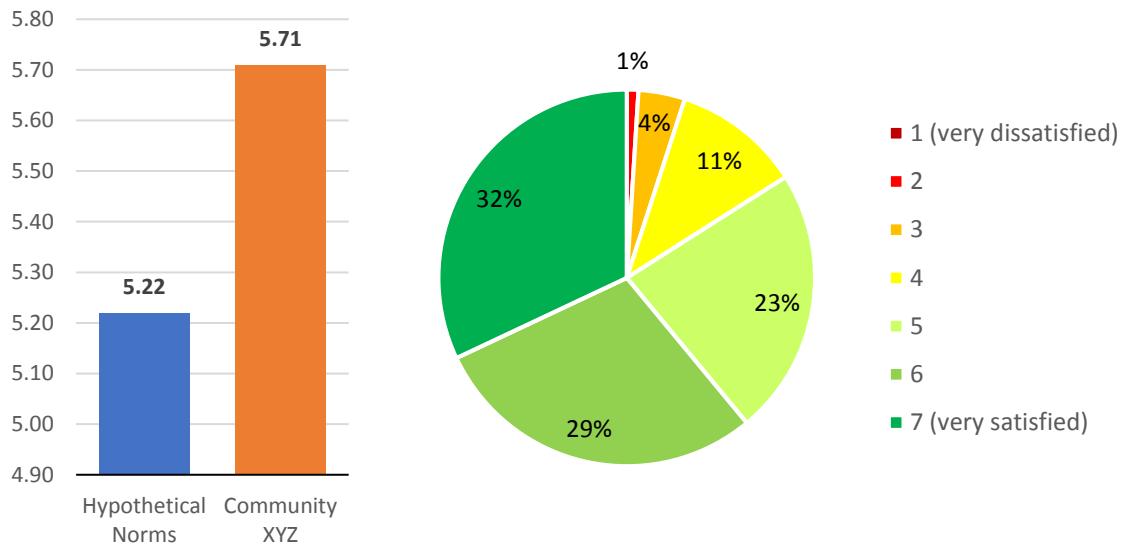
FIGURE 16: Preparation (Assembly) Satisfaction: Personal Transportation (e.g. cars, trucks, motorcycles)



As shown in Figure 17, resident satisfaction with product assembly of clothing and clothing accessories purchased in Community XYZ stores is above average compared to all other localities surveyed.

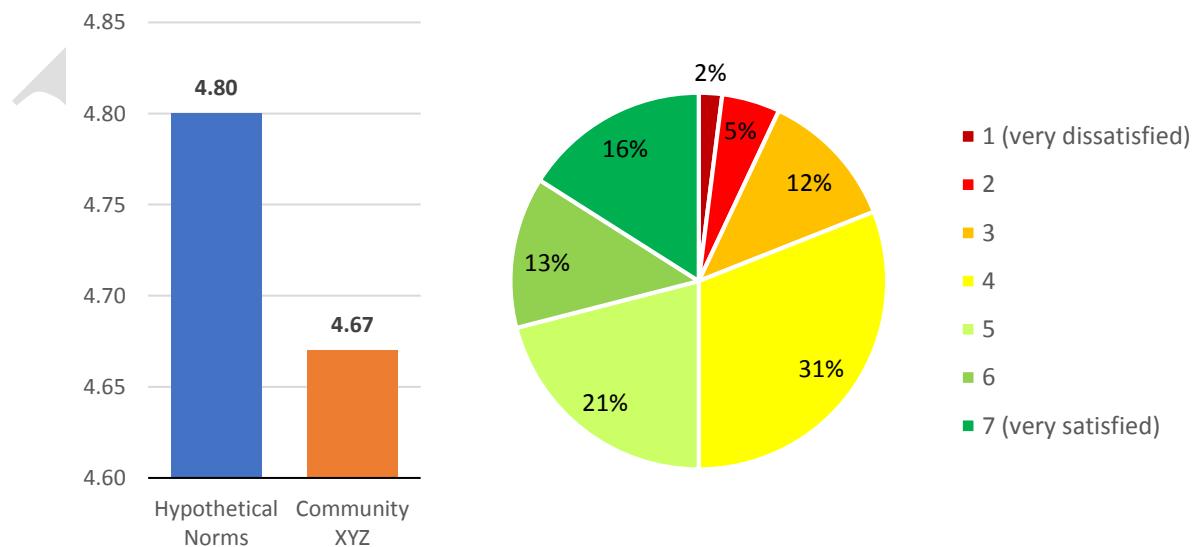
Specifically, 84% of those surveyed indicated “7,” “6,” and “5” on a scale varying from “7” (very satisfied) to “1” (very dissatisfied).

FIGURE 17: Preparation (Assembly) Satisfaction: Clothing and Clothing Accessories (e.g. suits, jewelry)



As shown in Figure 18, resident satisfaction with product assembly of lawn and garden tools and equipment purchased in Community XYZ stores is below average compared to all other localities surveyed. Specifically, 50% of those surveyed indicated “7,” “6,” and “5” on a scale varying from “7” (very satisfied) to “1” (very dissatisfied).

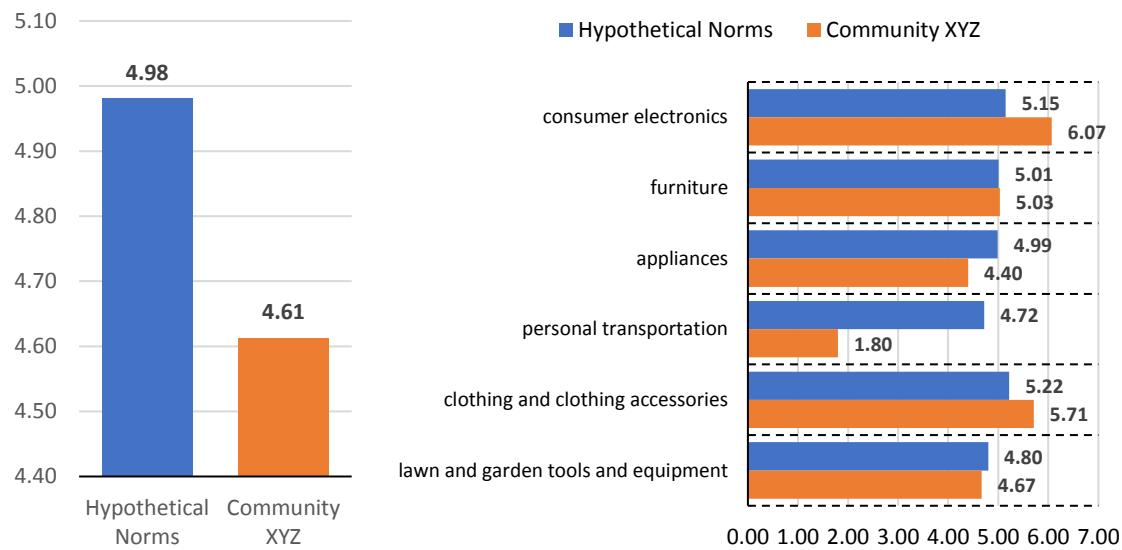
FIGURE 18: Preparation (Assembly) Satisfaction: Lawn and Garden Tools and Equipment



Summary (Resident Satisfaction with Product Assembly)

The survey results pertaining to resident satisfaction with the **assembly of products purchased in the local area** as shown in figures 13-18 are now summarized in Figure 19. As shown in the figure, the results indicate that satisfaction with assembly of consumer electronics, furniture, and clothing and clothing accessories purchased locally is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to assembly appliances, personal transportation and lawn and garden tools and equipment is below average.

FIGURE 19: Overall Preparation (Assembly) Satisfaction

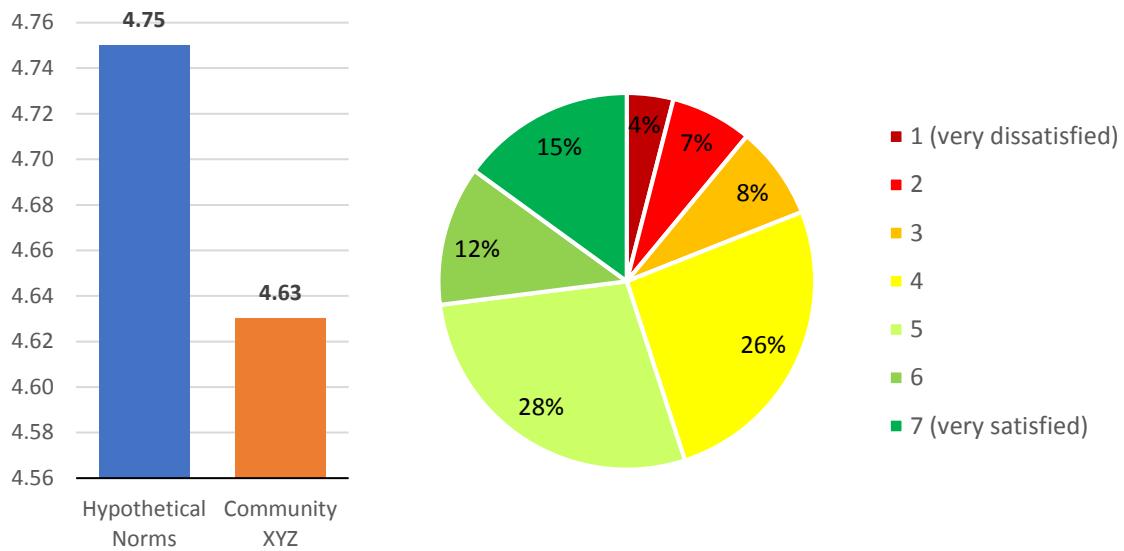


Residents' Consumption (Use) Satisfaction

This section of the report covers survey results related to **resident satisfaction with the quality and use of products purchased from local retailers**—consumer goods such as consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, and laws and garden tools and equipment, and services such as banking, insurance, taxi/private transportation, restaurants/night clubs, healthcare, telephone, internet, electric, gas/oil, real estate and realty, daycare, nursing homes/retirement community, primary schools, secondary schools, community colleges, colleges and universities, continuing education, investment, legal, entertainment, spectator sports, TV stations, radio stations, and local newspapers.

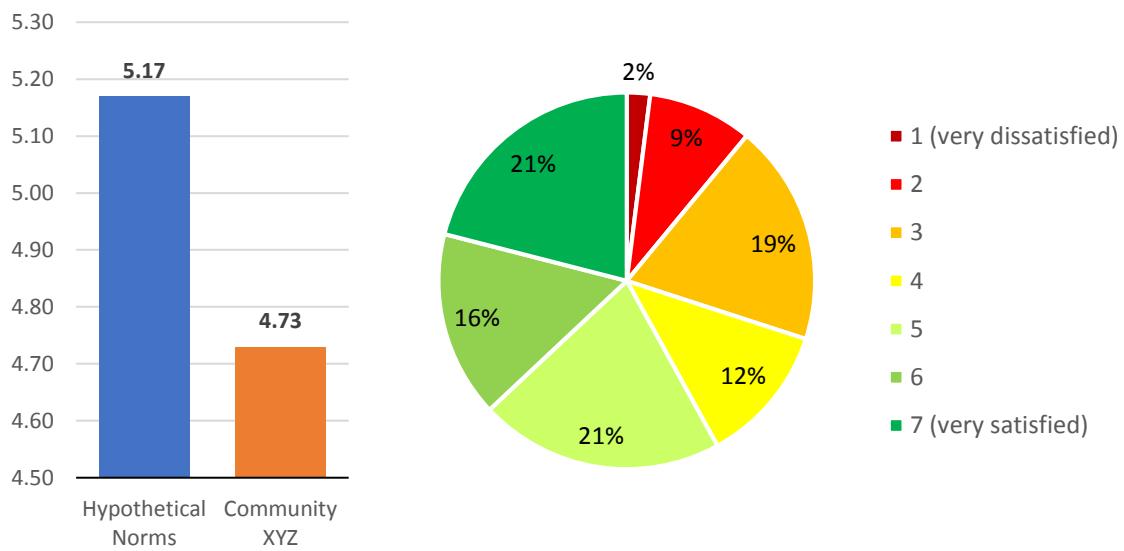
As shown in Figure 20, **resident satisfaction with quality and use of consumer electronics purchased locally** is below average compared to all other localities surveyed. Specifically, only 68% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 20: Consumption (Use) Satisfaction: Consumer Electronics (e.g. CD player, TV, computers)



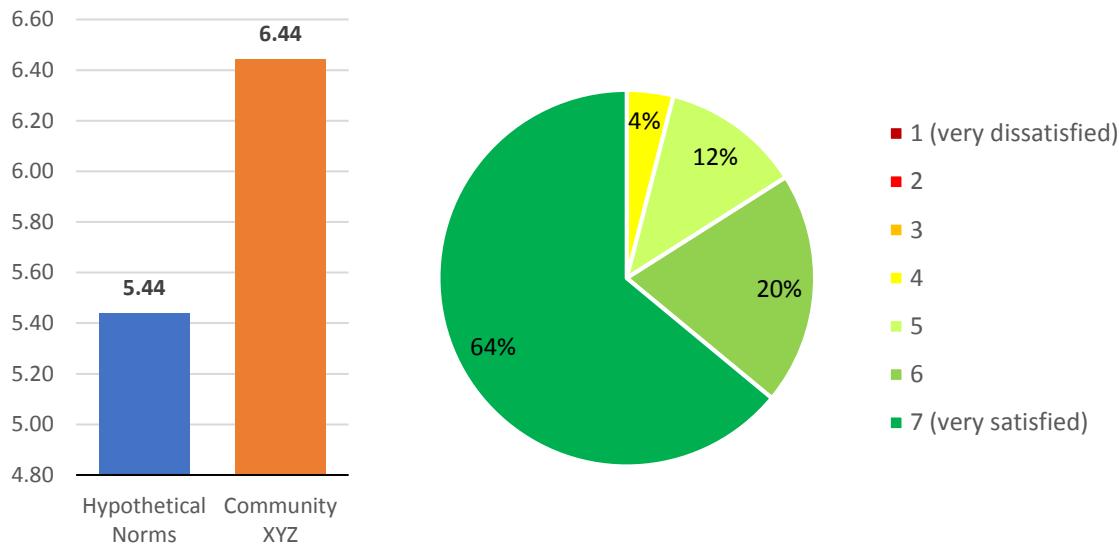
As shown in Figure 21, **resident satisfaction with quality and use of furniture purchased locally** is below average compared to all other localities surveyed. Specifically, only 58% of those surveyed indicated “7,” “6,” and “5” on a scale varying from “7” (very satisfied) to “1” (very dissatisfied).

FIGURE 21: Consumption (Use) Satisfaction: Furniture (e.g. sofas, dining sets)



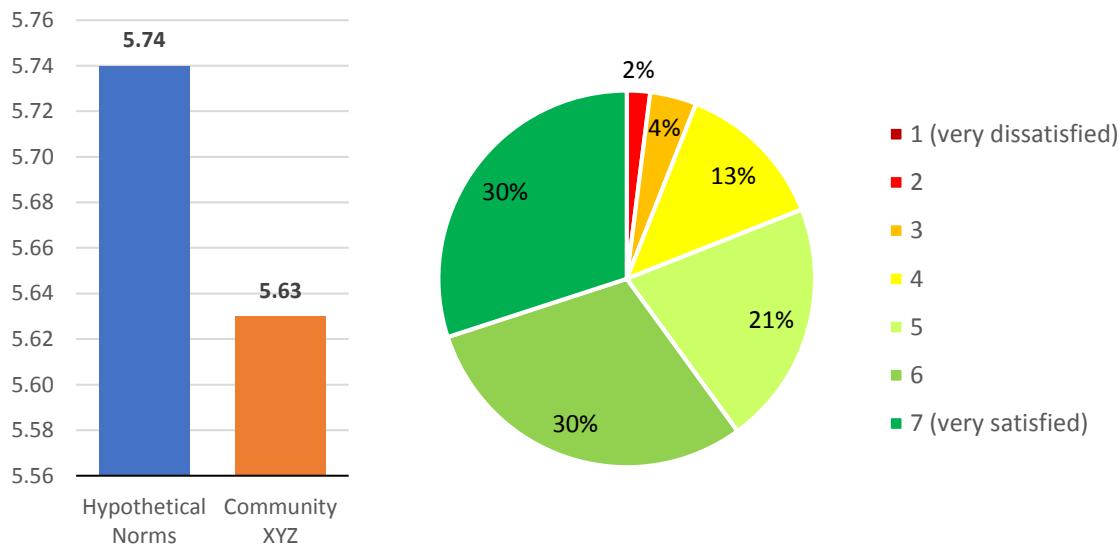
As shown in Figure 22, **resident satisfaction with quality and use of appliances purchased locally** is above average compared to all other localities surveyed. Specifically, 96% of those surveyed indicated “7,” “6,” and “5” on a scale varying from “7” (very satisfied) to “1” (very dissatisfied).

FIGURE 22: Consumption (Use) Satisfaction: Appliances (e.g. microwave ovens, refrigerator)



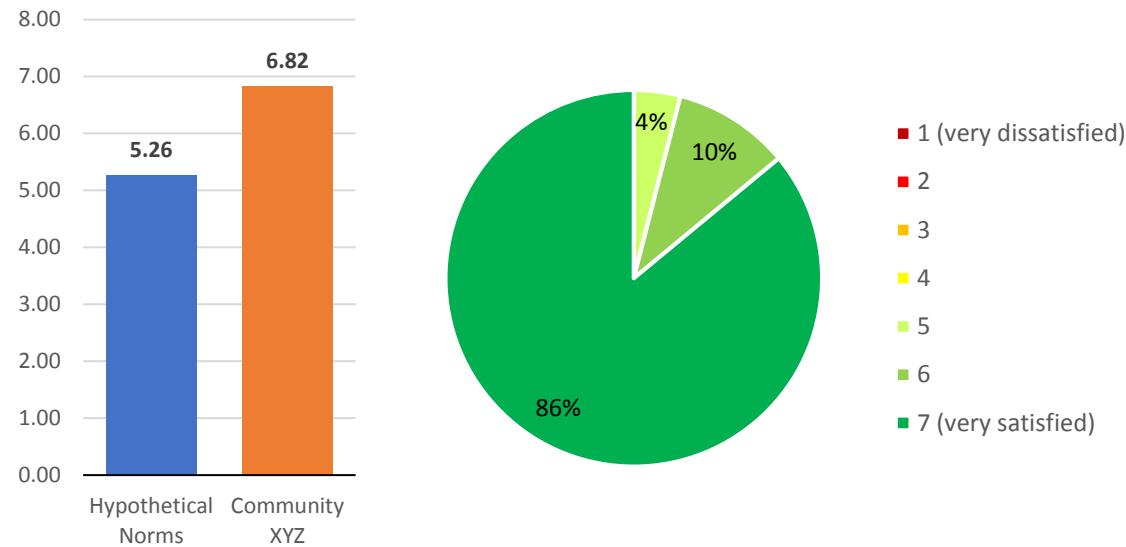
As shown in Figure 23, **resident satisfaction with quality and use of personal transportation purchased locally** is below average compared to all other localities surveyed. Specifically, 81% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 23: Consumption (Use) Satisfaction: Personal Transportation (e.g. cars, trucks, motorcycles)



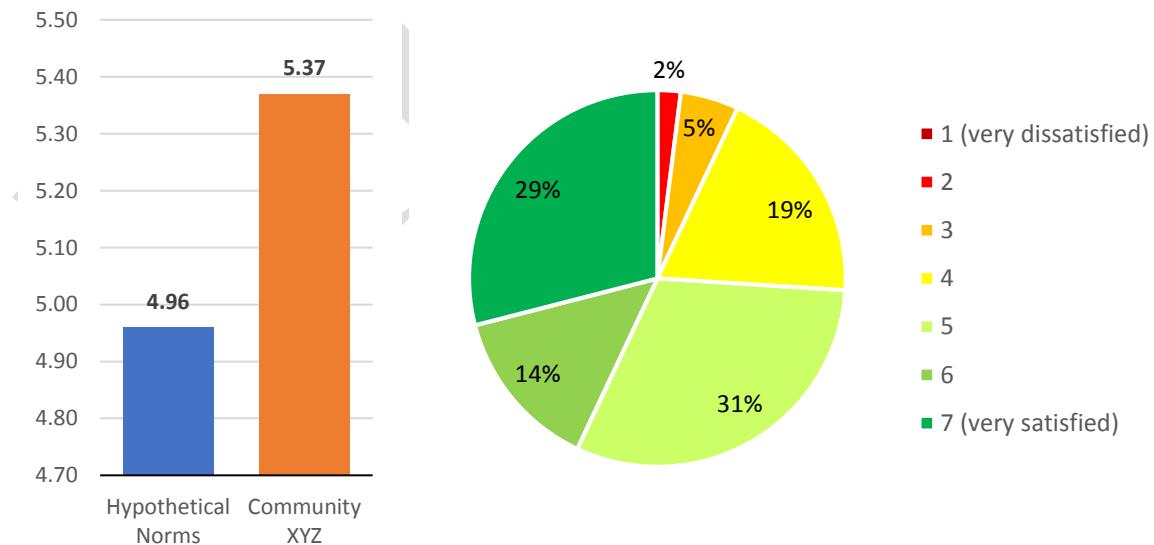
As shown in Figure 24, **resident satisfaction with quality and use of clothing and clothing accessories purchased locally** is above average compared to all other localities surveyed. Specifically, a resounding 100% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 24: Consumption (Use) Satisfaction: Clothing and Clothing Accessories (e.g. suits, jewelry)



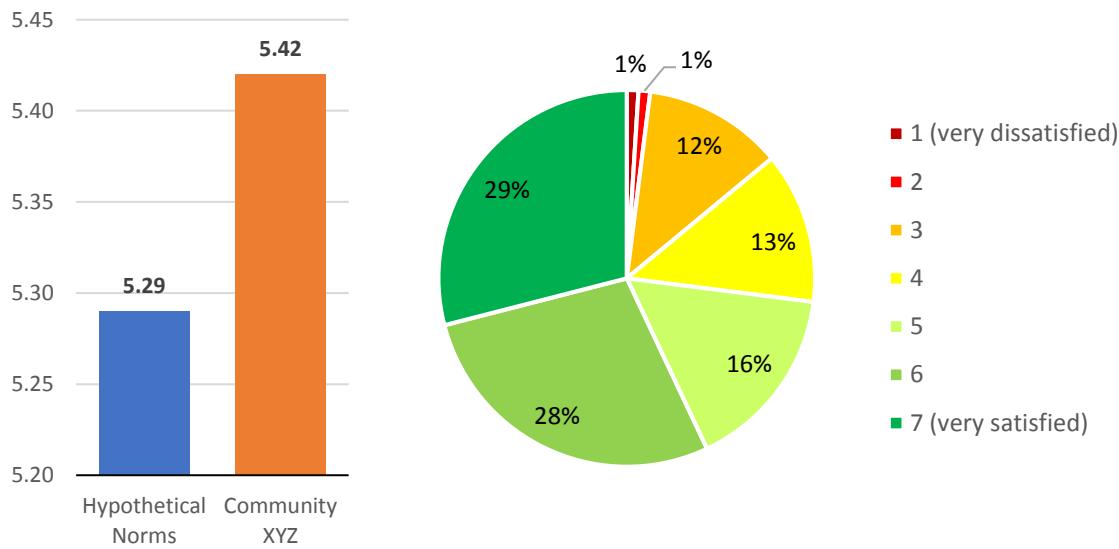
As shown in Figure 25, **resident satisfaction with quality and use of lawn and garden tools and equipment purchased locally** is above average compared to all other localities surveyed. Specifically, 74% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 25: Consumption (Use) Satisfaction: Lawn and Garden Tools and Equipment



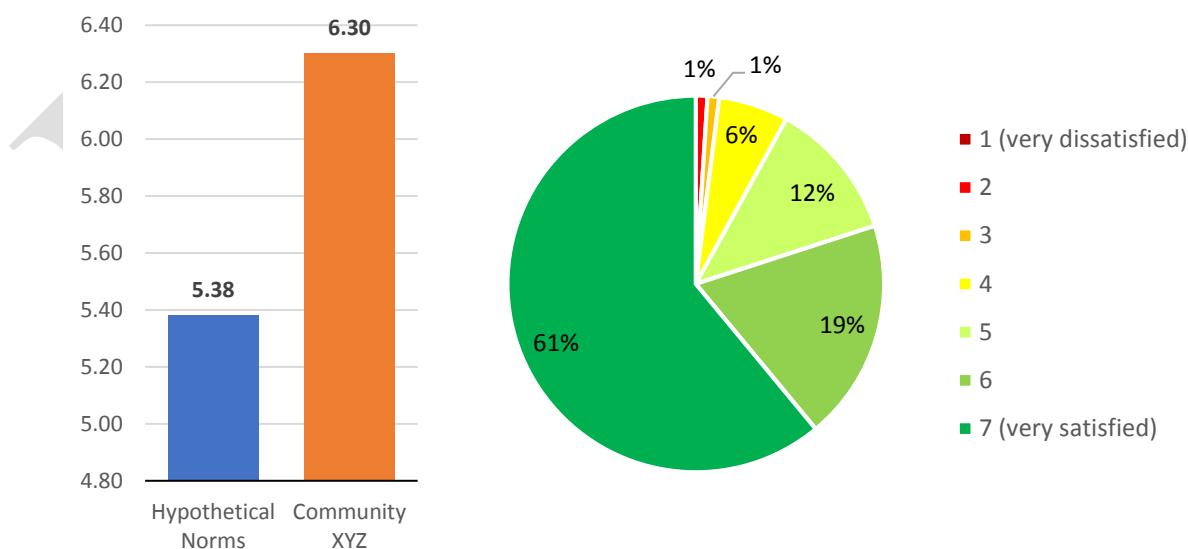
As shown in Figure 26, **resident satisfaction with quality and use of local banking and savings services** is above average compared to all other localities surveyed. Specifically, 73% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 26: Consumption (Use) Satisfaction: Banking and Savings Services



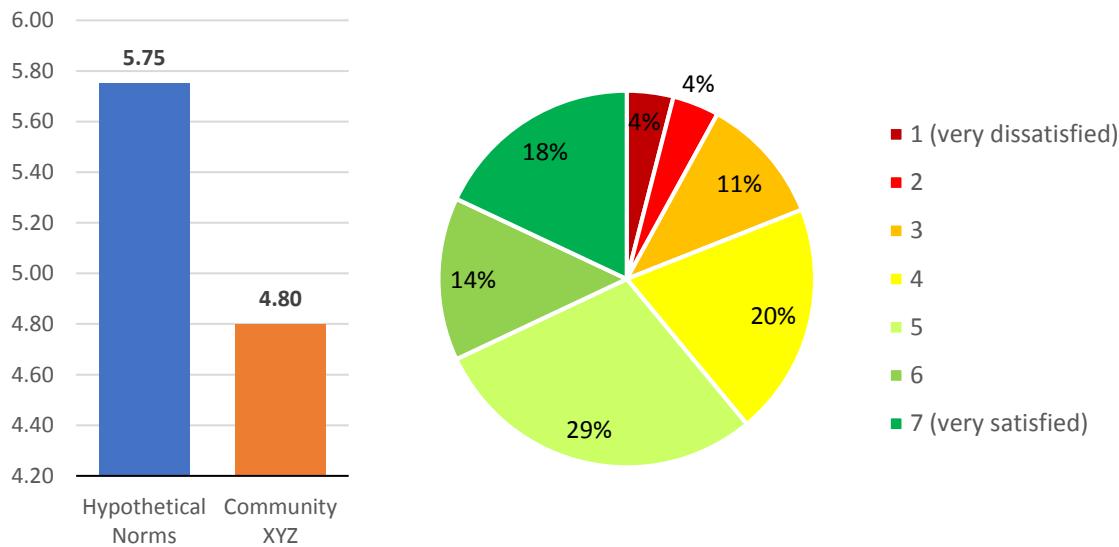
As shown in Figure 27, **resident satisfaction with quality and use of local insurance services** is above average compared to all other localities surveyed. Specifically, 92% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 27: Consumption (Use) Satisfaction: Insurance Services



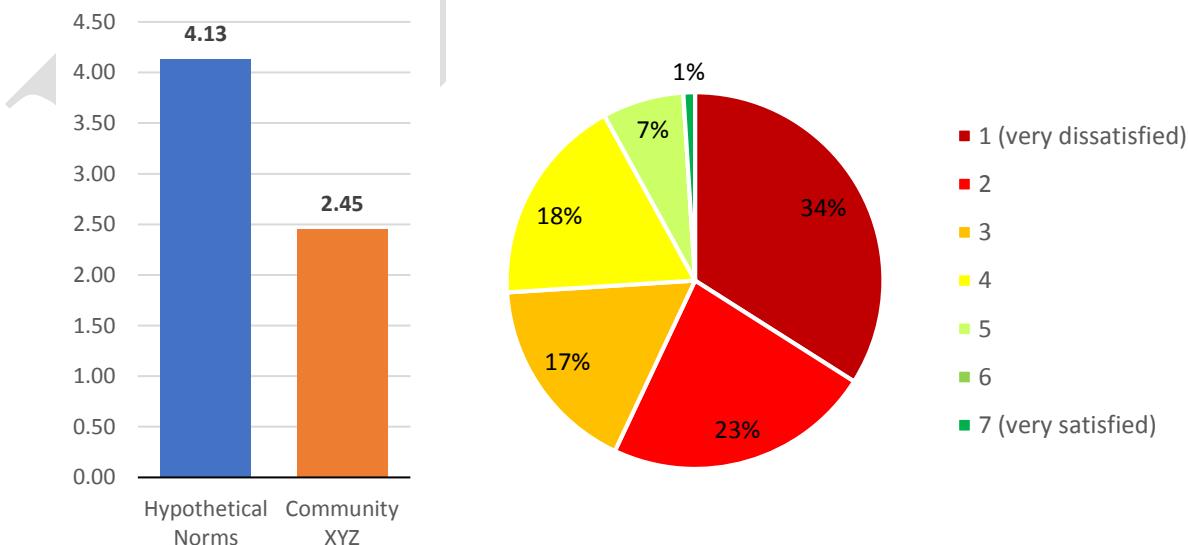
As shown in Figure 28, **resident satisfaction with quality and use of local taxi and private transportation services** is below average compared to all other localities surveyed. Specifically, only 61% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 28: Consumption (Use) Satisfaction: Taxi and Private Transportation



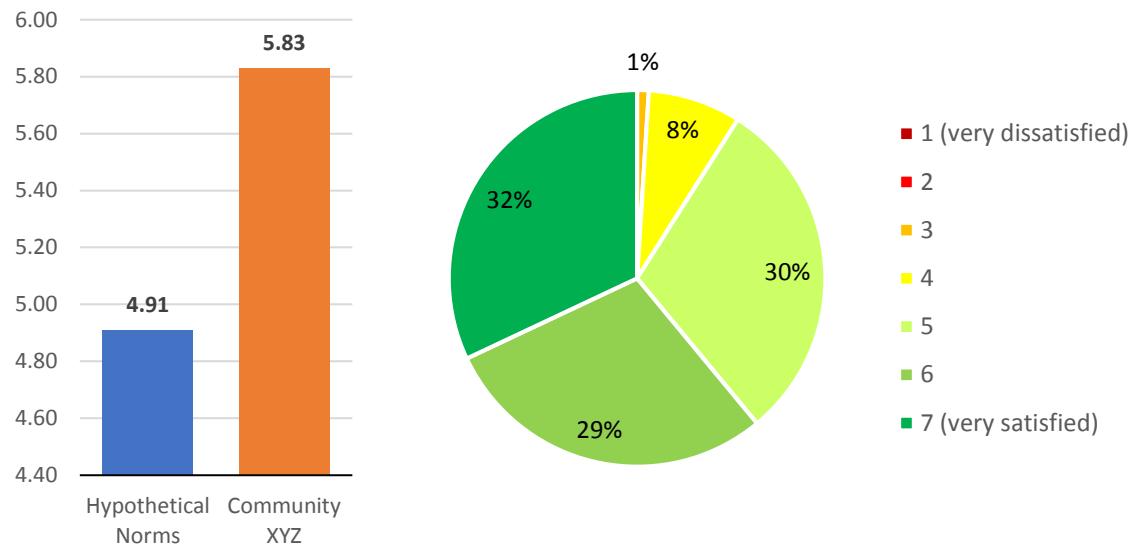
As shown in Figure 29, **resident satisfaction with quality and use of local restaurants and night clubs** is below average compared to all other localities surveyed. Specifically, only 8% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 29: Consumption (Use) Satisfaction: Restaurants and Night Clubs



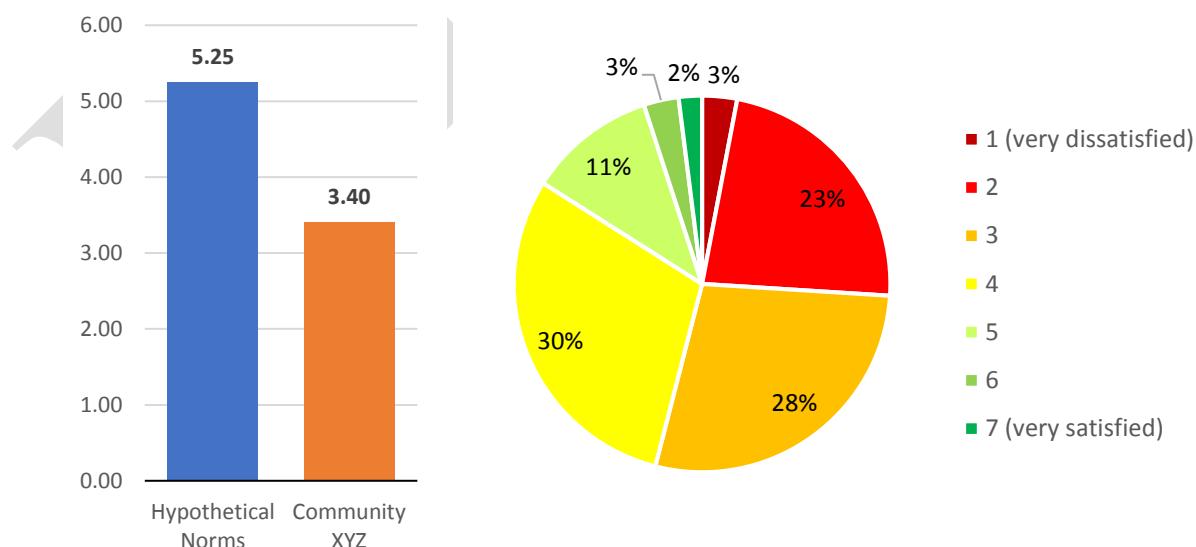
As shown in Figure 30, **resident satisfaction with quality and use of local healthcare services** is above average compared to all other localities surveyed. Specifically, 91% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 30: Consumption (Use) Satisfaction: Healthcare Services



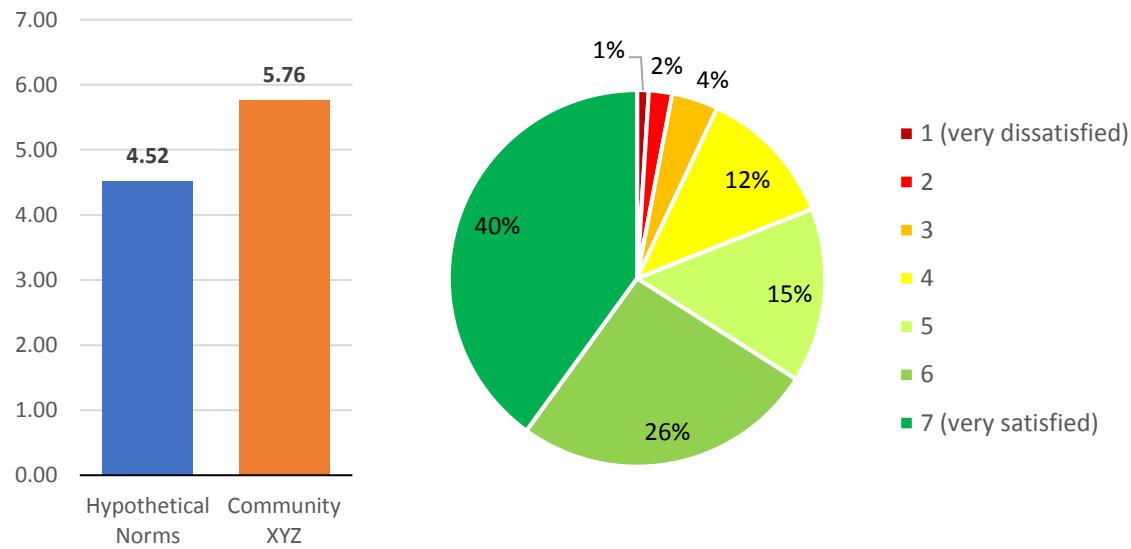
As shown in Figure 31, **resident satisfaction with quality and use of local telephone services** is below average compared to all other localities surveyed. Specifically, only 16% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 31: Consumption (Use) Satisfaction: Telephone Services



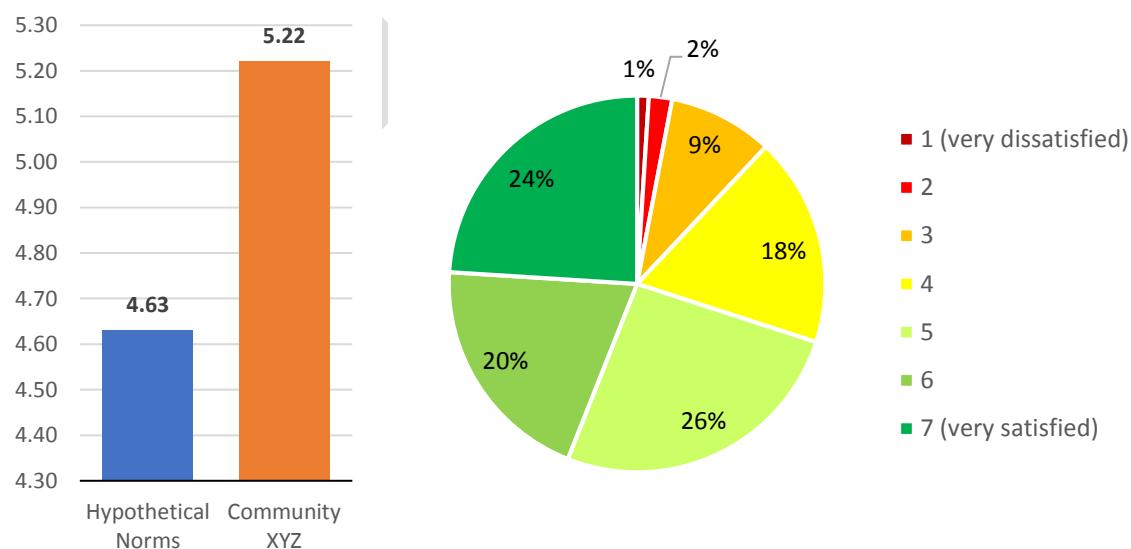
As shown in Figure 32, **resident satisfaction with quality and use of local electric services** is above average compared to all other localities surveyed. Specifically, 81% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 32: Consumption (Use) Satisfaction: Electric Services



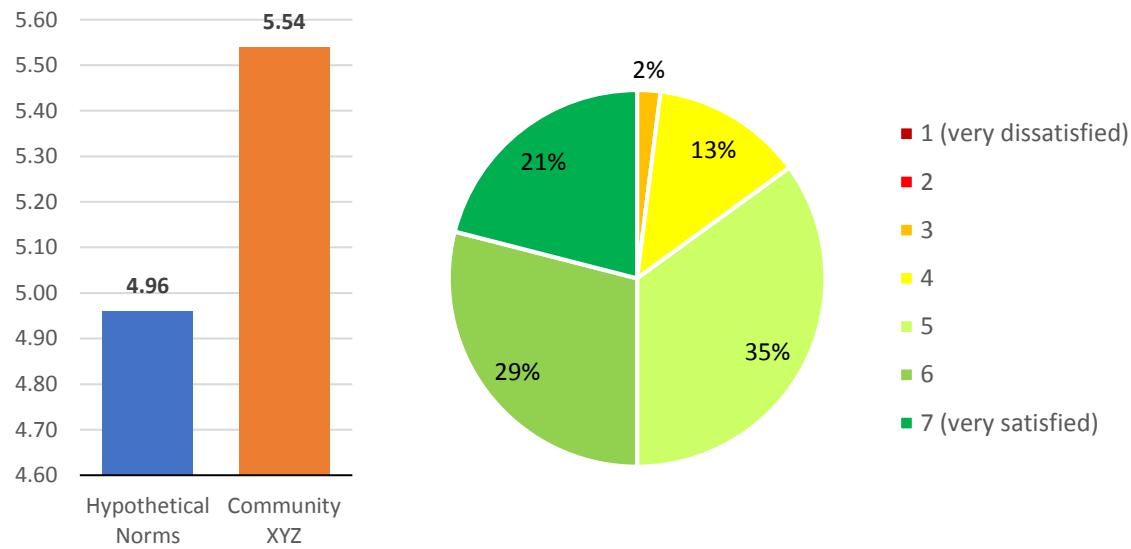
As shown in Figure 33, **resident satisfaction with quality and use of local gas and oil services** is above average compared to all other localities surveyed. Specifically, 70% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 33: Consumption (Use) Satisfaction: Gas and Oil Services



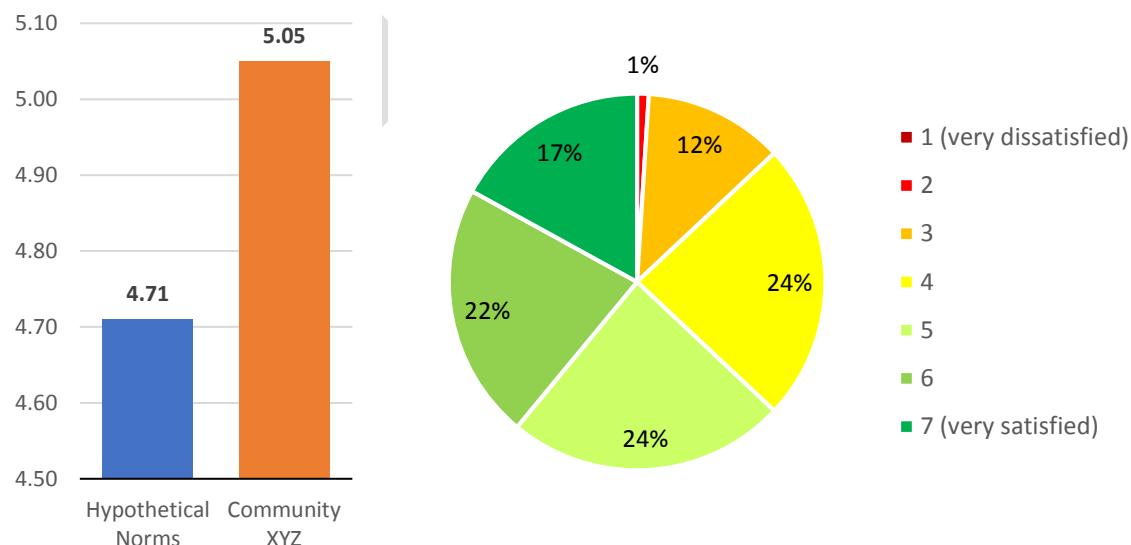
As shown in Figure 34, **resident satisfaction with quality and use of local realtor and real estate services** is above average compared to all other localities surveyed. Specifically, 53% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 34: Consumption (Use) Satisfaction: Realtor and Real Estate Services



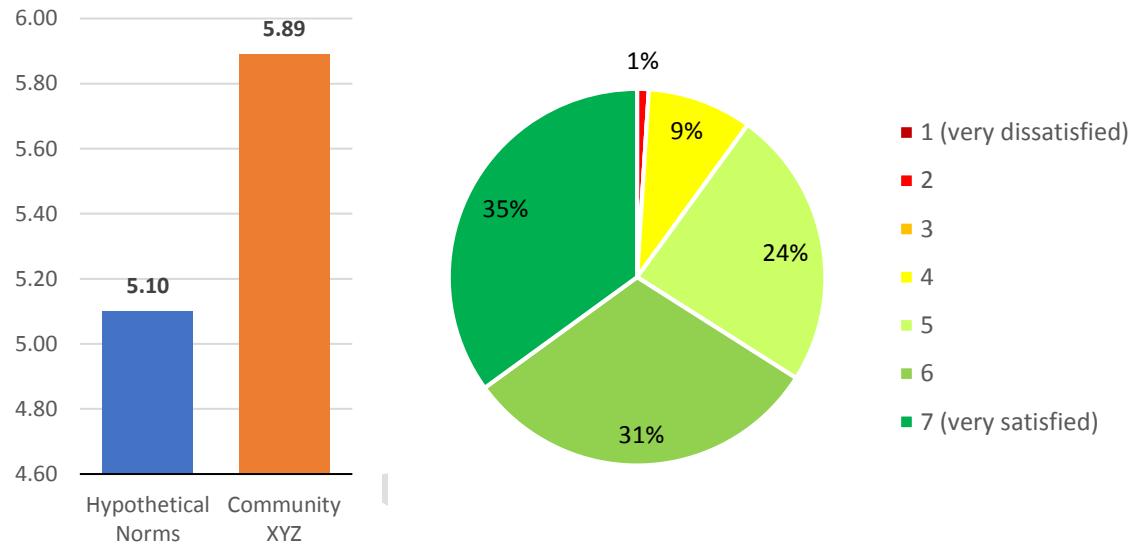
As shown in Figure 35, **resident satisfaction with quality and use of local day care services** is above average compared to all other localities surveyed. Specifically, 63% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 35: Consumption (Use) Satisfaction: Day Care Services



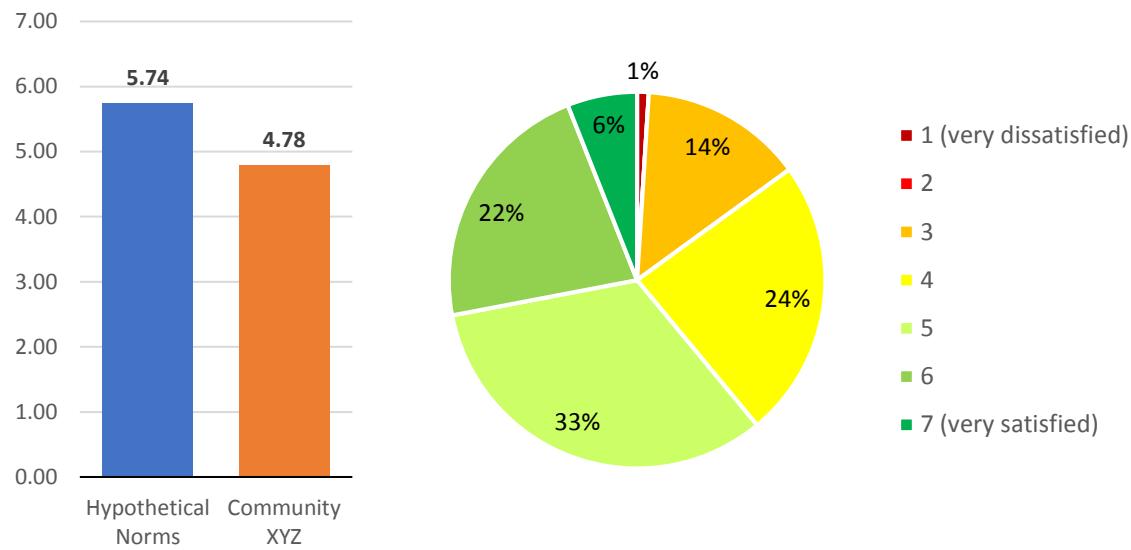
As shown in Figure 36, **resident satisfaction with quality and use of local nursing homes and retirement community-type services** is above average compared to all other localities surveyed. Specifically, 90% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 36: Consumption (Use) Satisfaction: Nursing Homes and Retirement Community-Type Services



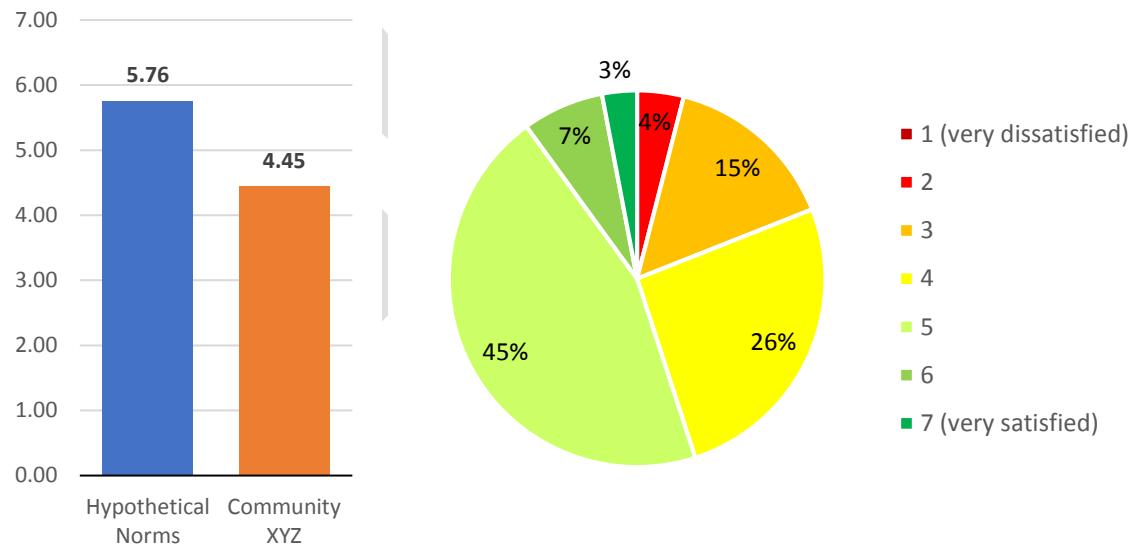
As shown in Figure 37, **resident satisfaction with quality and use of local primary schools** is below average compared to all other localities surveyed. Specifically, only 61% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 37: Consumption (Use) Satisfaction: Primary Schools



As shown in Figure 38, **resident satisfaction with quality and use of local secondary schools** is below average compared to all other localities surveyed. Specifically, only 55% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 38: Consumption (Use) Satisfaction: Secondary Schools



As shown in Figure 39, **resident satisfaction with quality and use of the local community college** is above average compared to all other localities surveyed. Specifically, an overwhelming 98% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 39: Consumption (Use) Satisfaction: Community Colleges

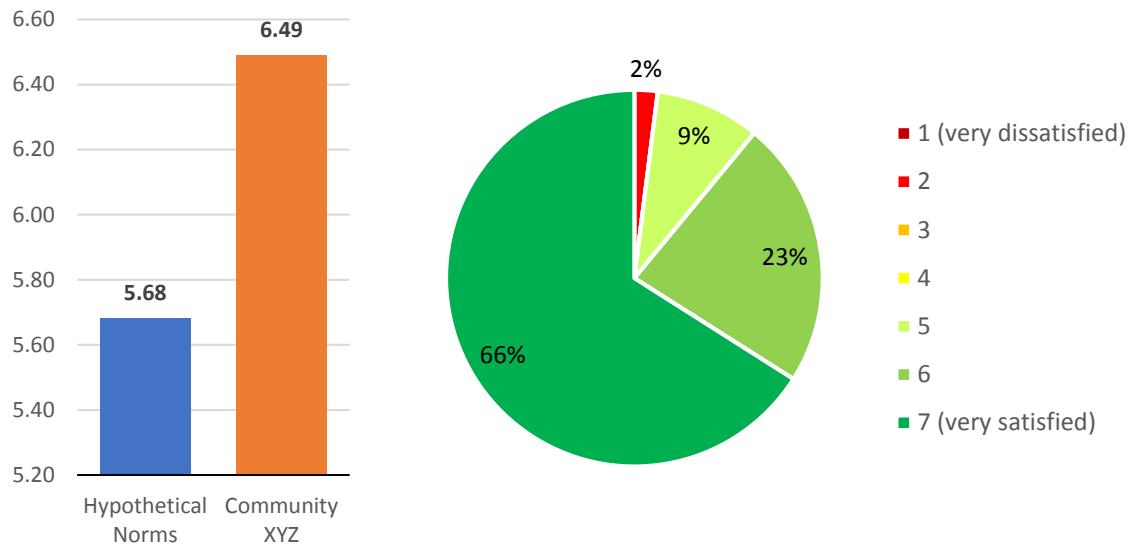


FIGURE 40: Consumption (Use) Satisfaction: Colleges and Universities

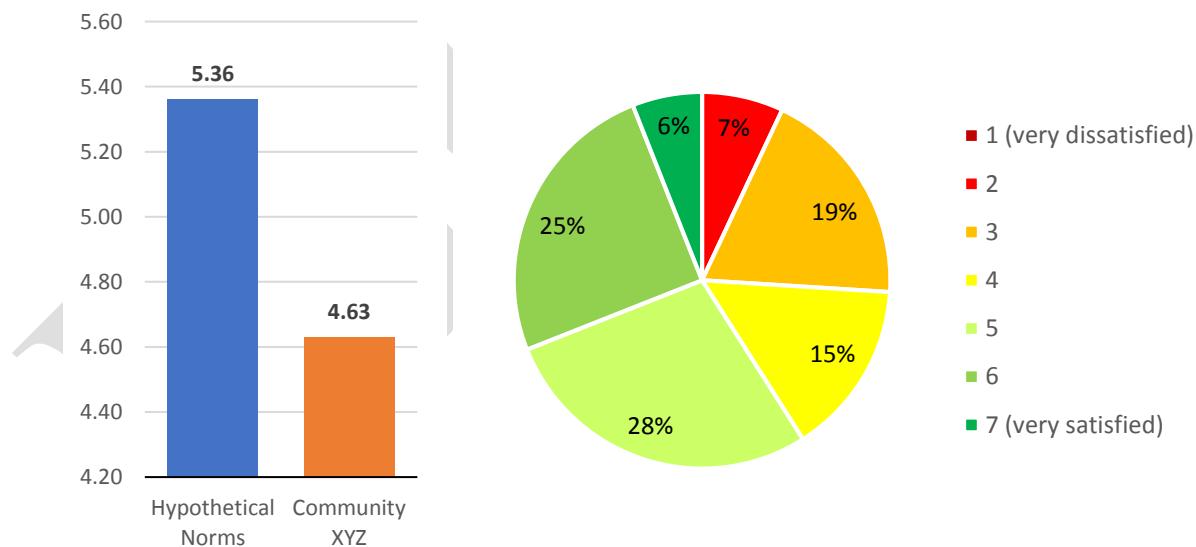
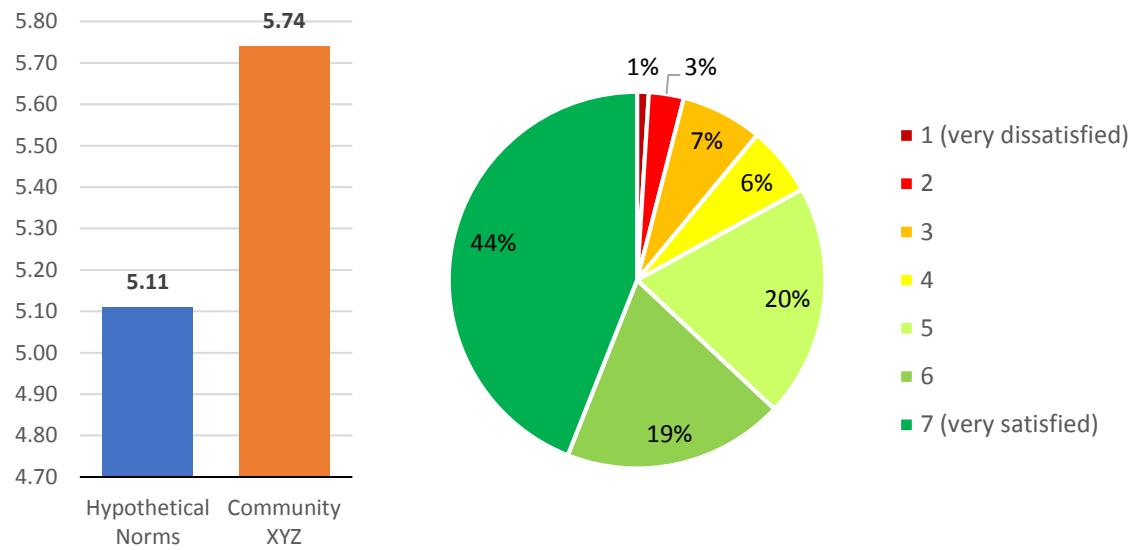
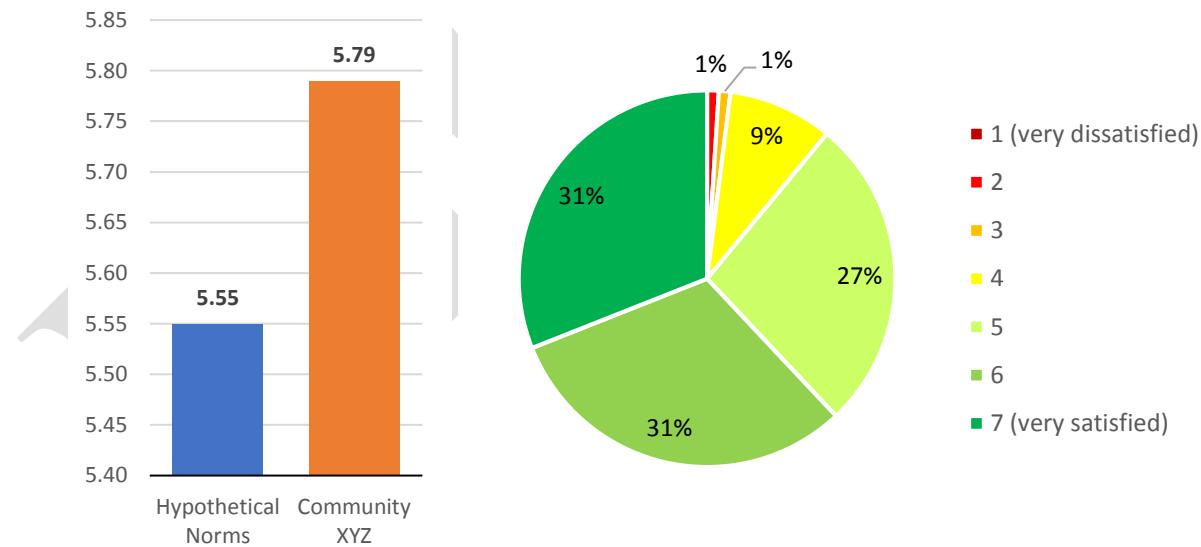


FIGURE 41: Consumption (Use) Satisfaction: Continuing Education



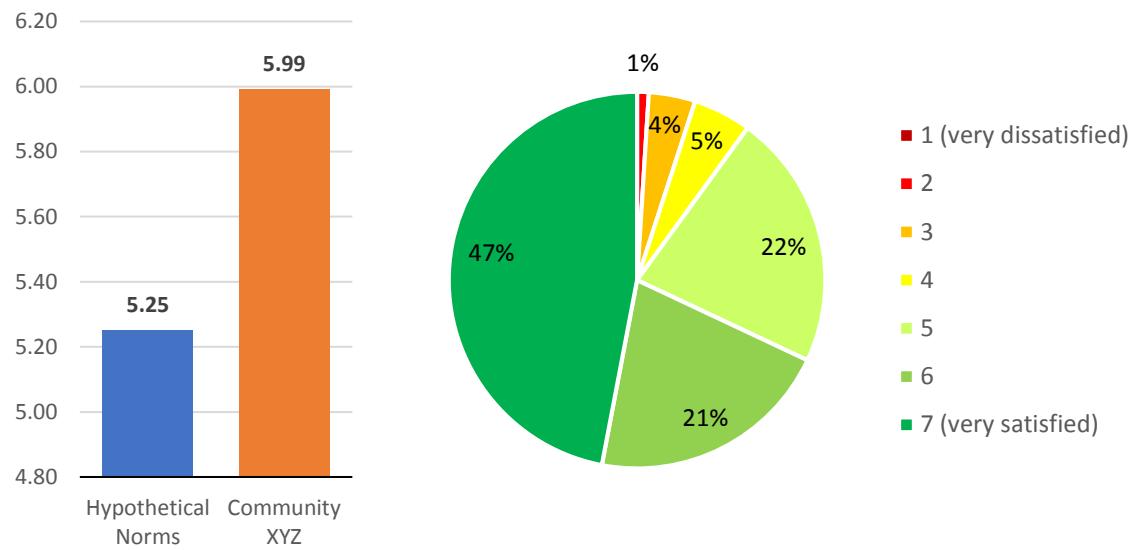
As shown in Figure 42, **resident satisfaction with quality and use of local investment services** is above average compared to all other localities surveyed. Specifically, 89% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 42: Consumption (Use) Satisfaction: Investment Services



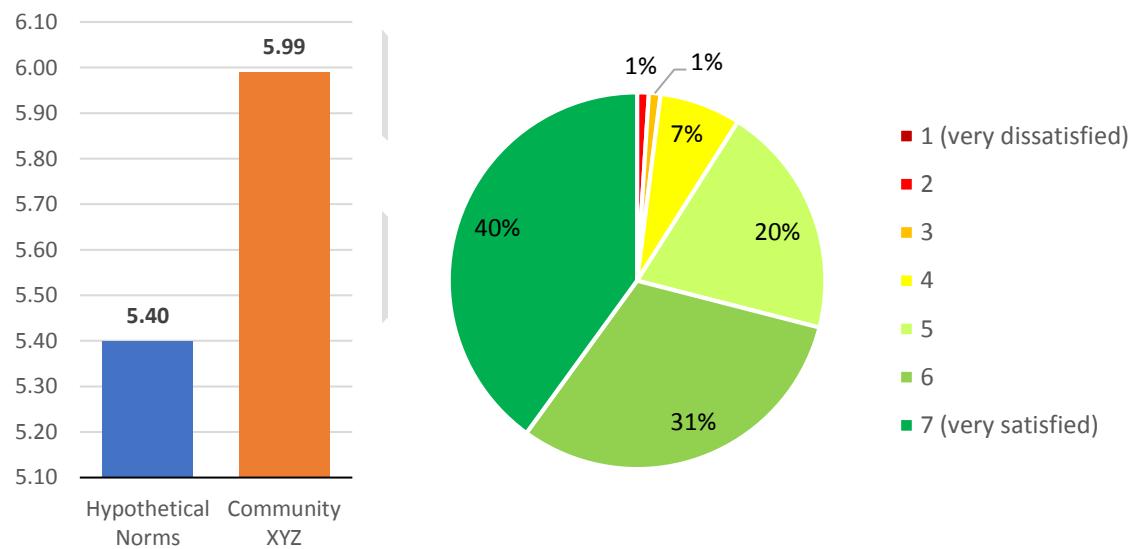
As shown in Figure 43, **resident satisfaction with quality and use of local legal services** is above average compared to all other localities surveyed. Specifically, 90% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 43: Consumption (Use) Satisfaction: Legal Services



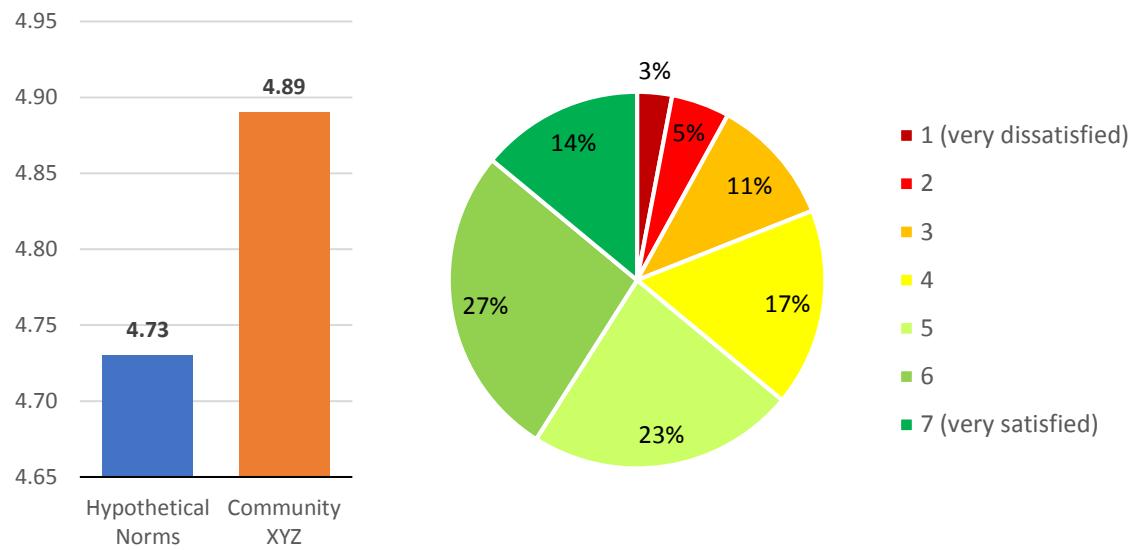
As shown in Figure 44, **resident satisfaction with quality and use of local entertainment** is above average compared to all other localities surveyed. Specifically, 91% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 44: Consumption (Use) Satisfaction: Entertainment



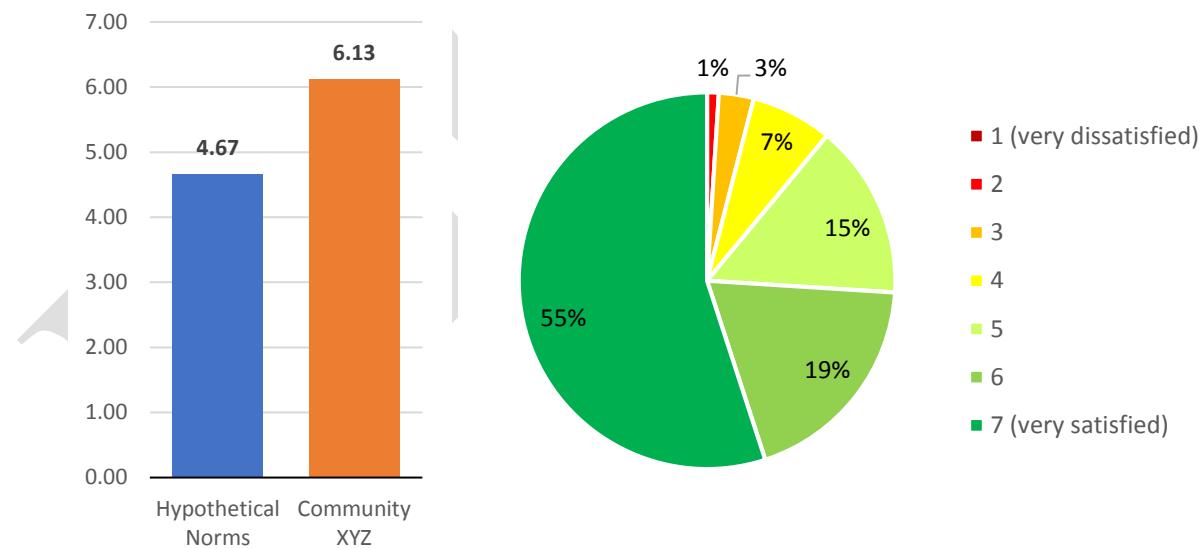
As shown in Figure 45, **resident satisfaction with quality and use of local spectator sports** is above average compared to all other localities surveyed. Specifically, 64% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 45: Consumption (Use) Satisfaction: Spectator Sports



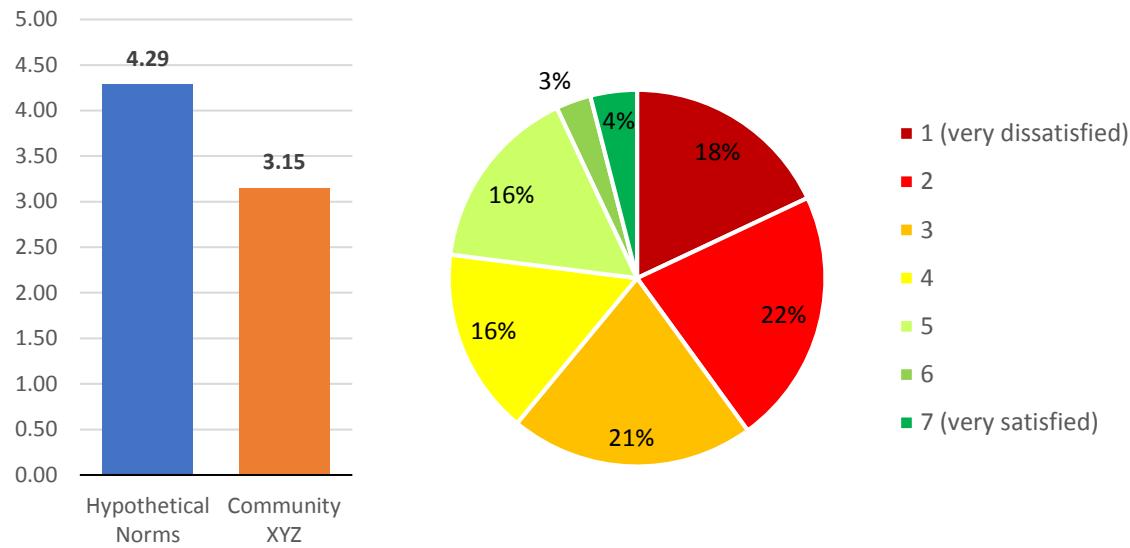
As shown in Figure 46, **resident satisfaction with quality and use of local TV stations** is above average compared to all other localities surveyed. Specifically, 89% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 46: Consumption (Use) Satisfaction: TV Stations



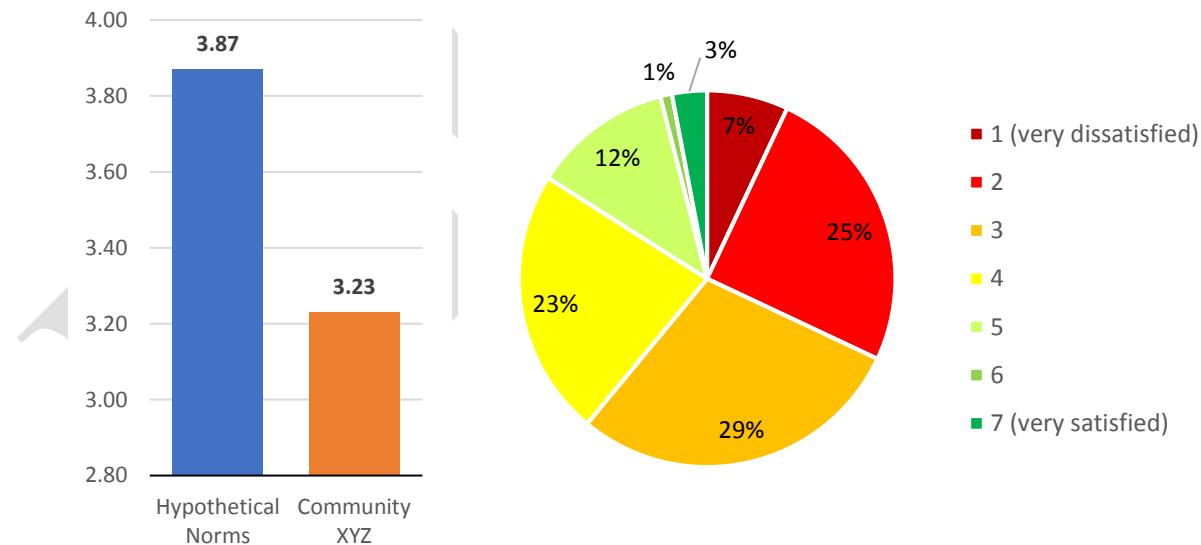
As shown in Figure 47, **resident satisfaction with quality and use of local radio stations** is below average compared to all other localities surveyed. Specifically, only 23% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 47: Consumption (Use) Satisfaction: Radio Stations



As shown in Figure 48, **resident satisfaction with quality and use of local newspapers** is below average compared to all other localities surveyed. Specifically, only 16% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 48: Consumption (Use) Satisfaction: Local Newspaper



Summary (Resident Satisfaction with the Quality and Use of Products Purchased Locally)

The survey results pertaining to resident satisfaction with the **quality and use of products purchased locally** as shown in figures 19-48 are now summarized in figures 49 and 50. Figure 49 indicate that residents are on average satisfied with the quality and use of consumer goods purchased locally, compared to other localities. Specifically, satisfaction with quality and use of appliances, clothing and clothing accessories, and lawn and garden tools and equipment is above average (compared to other

localities surveyed). The survey results also indicate that satisfaction ratings in relation to quality and use of consumer electronics, furniture, and personal transportation is below average. Figure 50 indicate that residents are on average satisfied with the quality and use of local consumer services, compared to other localities. Specifically, satisfaction with quality and use of banking/saving services, insurance services, healthcare services, electric services, gas/oil services, real estate and realtor services, daycare services, nursing home and retirement community-type services, community college, continuing education, investment services, legal services, entertainment, spectator sports, and TV stations is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to quality and use of taxi/private transportation, restaurants and night clubs, telephone services, primary schools, secondary schools, nearby colleges and universities, radio stations, and local newspapers is below average. Figure 51 shows that resident satisfaction with quality and use of both consumer goods and services are slightly above average compared to other communities surveyed.

FIGURE 49: Overall Consumer Goods Consumption (Use) Satisfaction

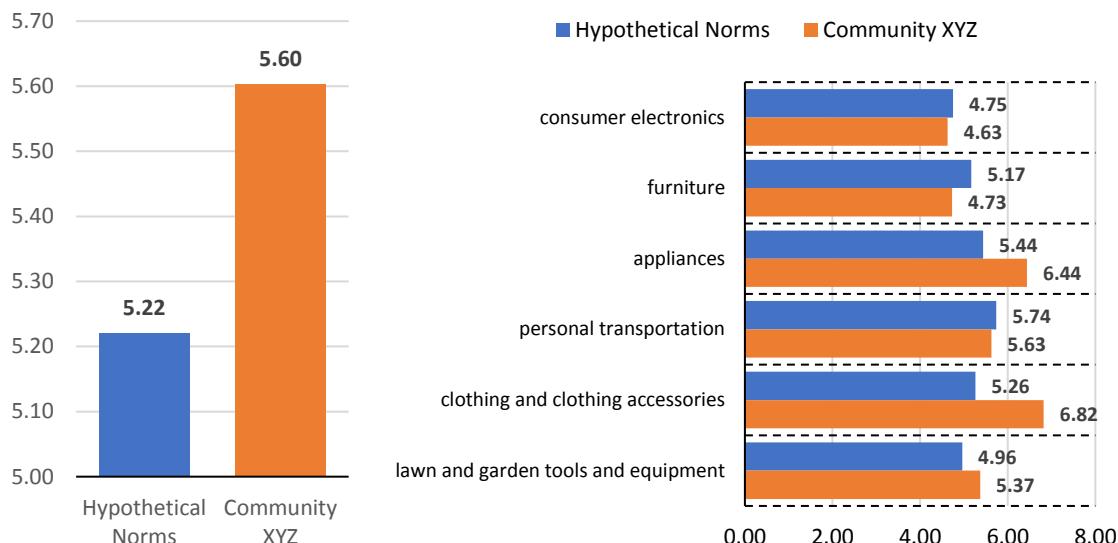
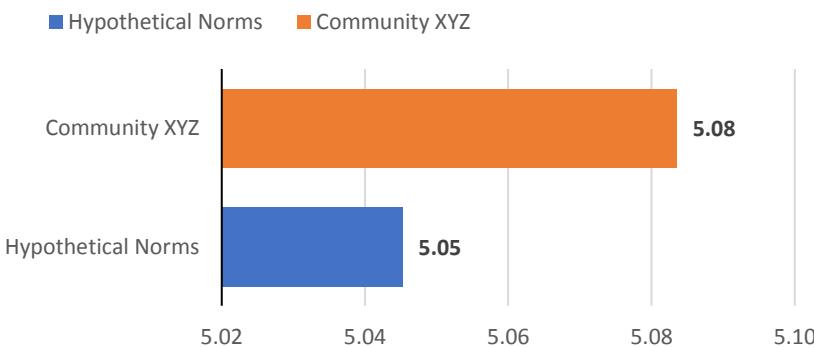


FIGURE 50: Overall Consumer Service Consumption (Use) Satisfaction



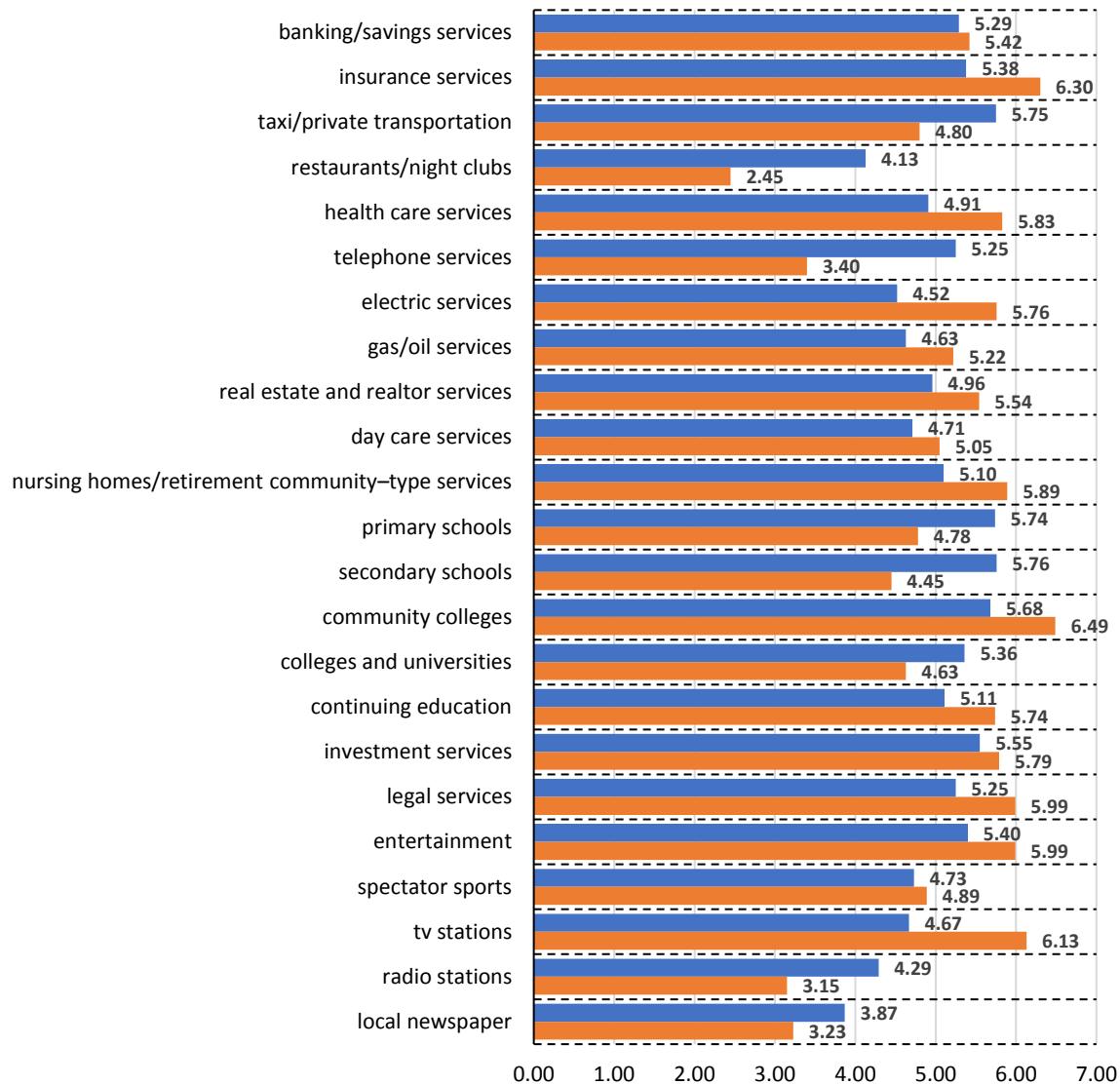
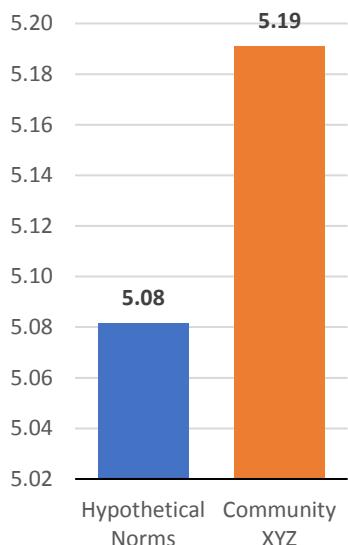


FIGURE 51: Overall Consumption (Use) Satisfaction

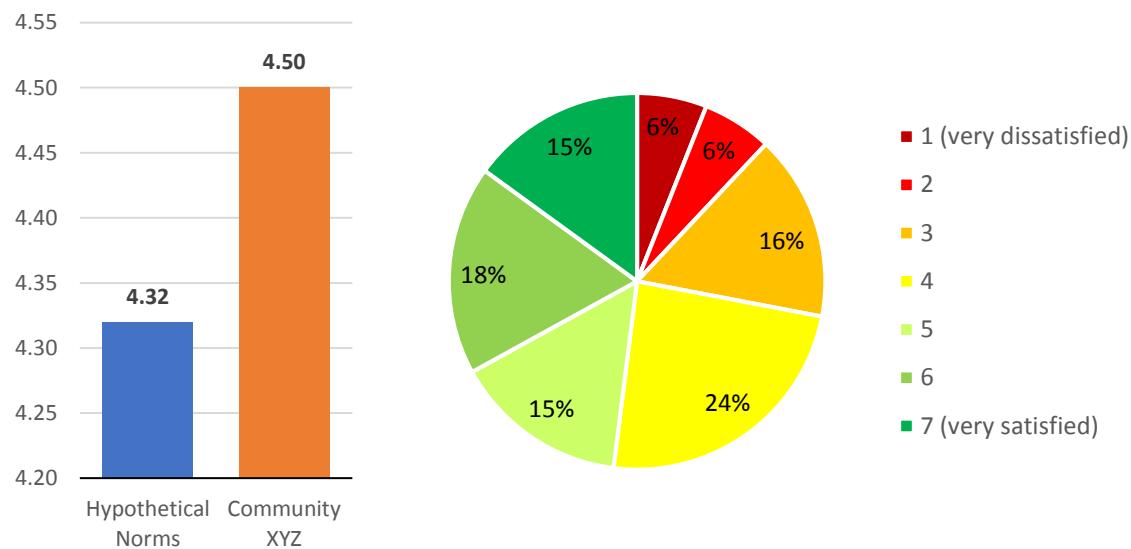


Residents' Possession (Ownership) Satisfaction

This section of the report covers survey results related to **resident satisfaction with the ownership of selected consumer goods purchased locally**—consumer goods such as consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, lawn and garden tools and equipment, savings and investments, real estate, and boat and other leisure investments.

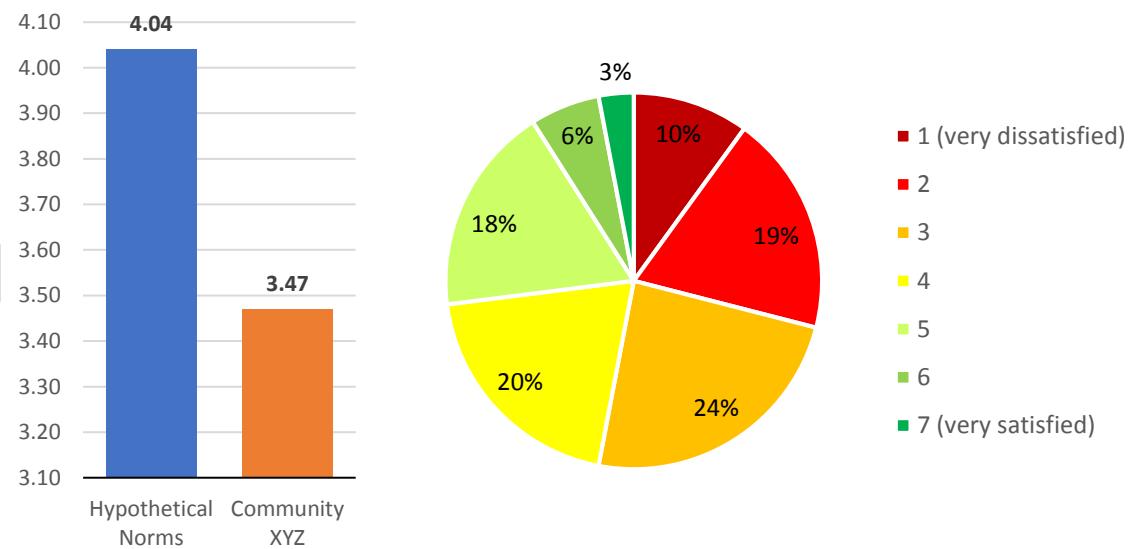
As shown in Figure 52, **resident satisfaction with ownership of consumer electronics purchased locally** is above average compared to all other localities surveyed. Specifically, 48% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 52: Possession (Ownership) Satisfaction: Consumer Electronics (e.g. CD player, TV, computers)



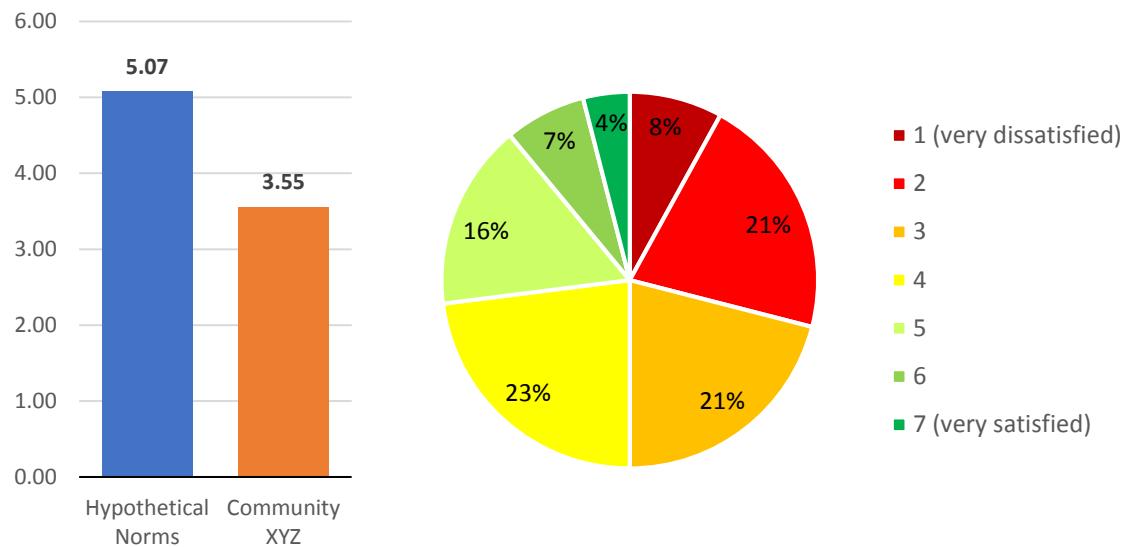
As shown in Figure 53, **resident satisfaction with ownership of furniture purchased locally** is below average compared to all other localities surveyed. Specifically, only 27% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 53: Possession (Ownership) Satisfaction: Furniture (e.g. sofas, dining sets)



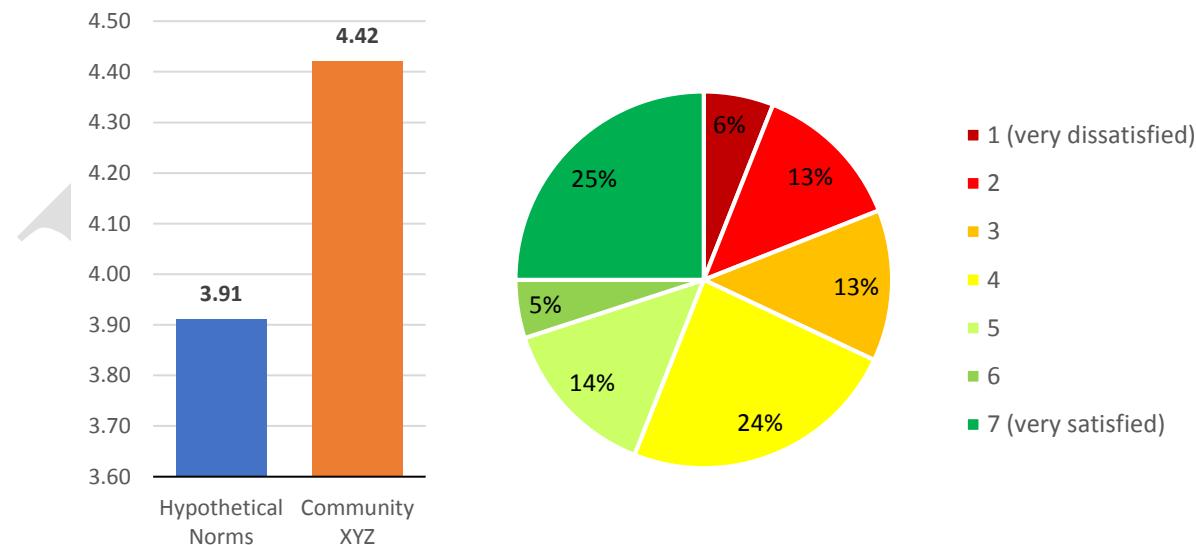
As shown in Figure 54, **resident satisfaction with ownership of appliances purchased locally** is below average compared to all other localities surveyed. Specifically, only 27% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 54: Possession (Ownership) Satisfaction: Appliances (e.g. microwave ovens, refrigerator)



As shown in Figure 55, **resident satisfaction with ownership of personal transportation purchased locally** is above average compared to all other localities surveyed. Specifically, 44% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

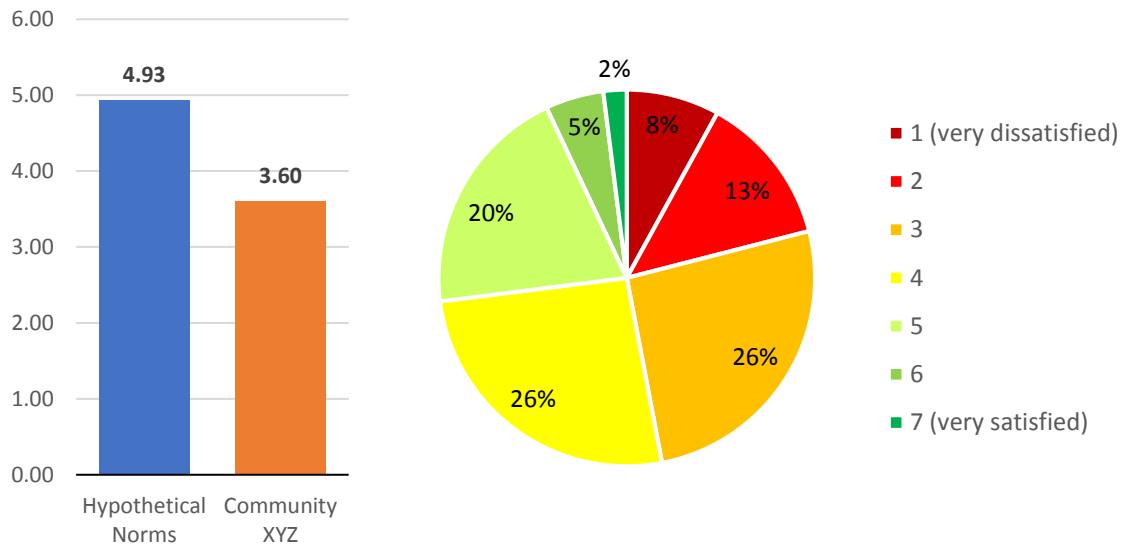
FIGURE 55: Possession (Ownership) Satisfaction: Personal Transportation (e.g. cars, trucks, motorcycles)



As shown in Figure 56, **resident satisfaction with ownership of clothing and clothing accessories purchased locally** is below average compared to all other localities surveyed. Specifically, only 27% of

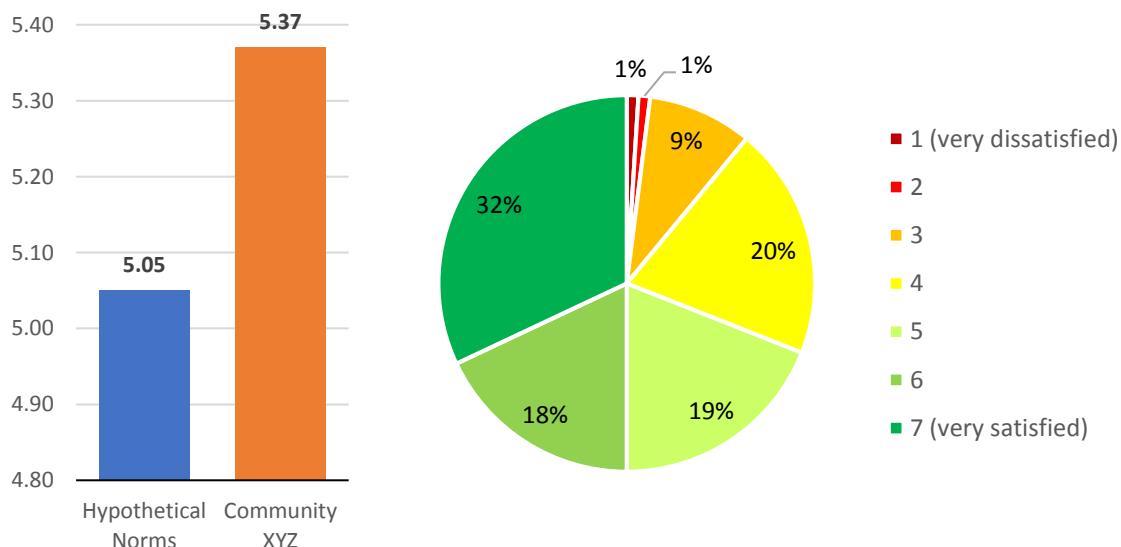
those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 56: Possession (Ownership) Satisfaction: Clothing and Clothing Accessories (e.g. suits, jewelry)



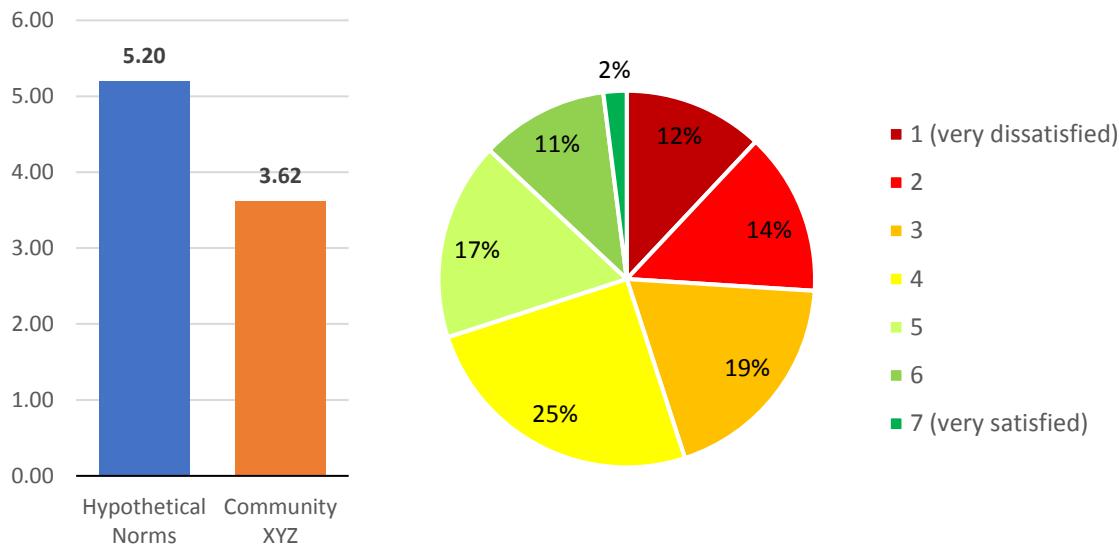
As shown in Figure 57, **resident satisfaction with ownership of lawn and garden tools and equipment purchased locally** is above average compared to all other localities surveyed. Specifically, 69% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 57: Possession (Ownership) Satisfaction: Lawn and Garden Tools and Equipment



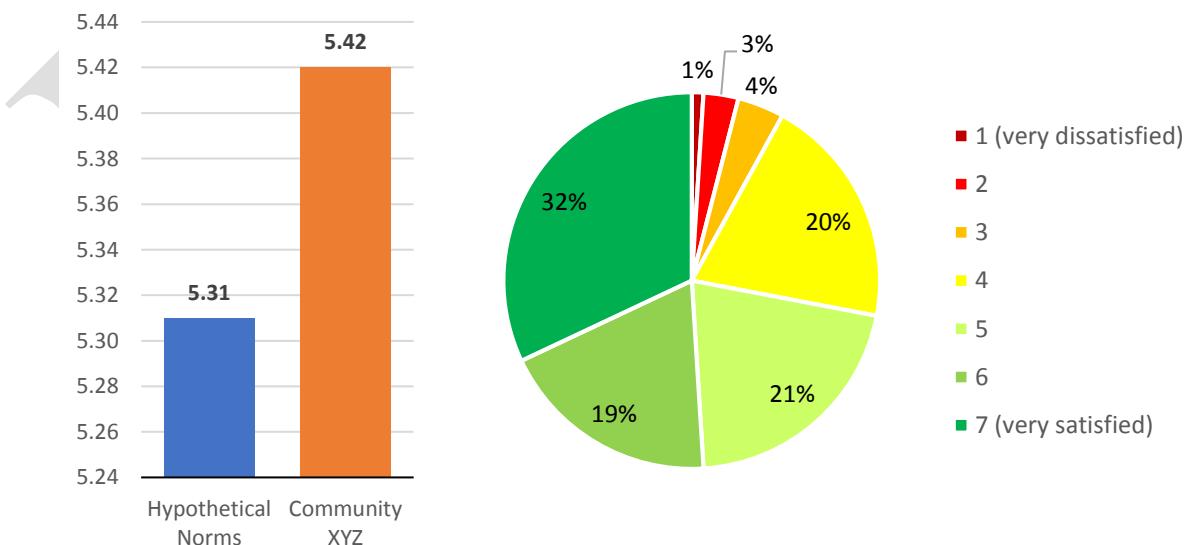
As shown in Figure 58, **resident satisfaction with ownership of saving and investment instruments purchased locally** is below average compared to all other localities surveyed. Specifically, only 30% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 58: Possession (Ownership) Satisfaction: Savings and Investments



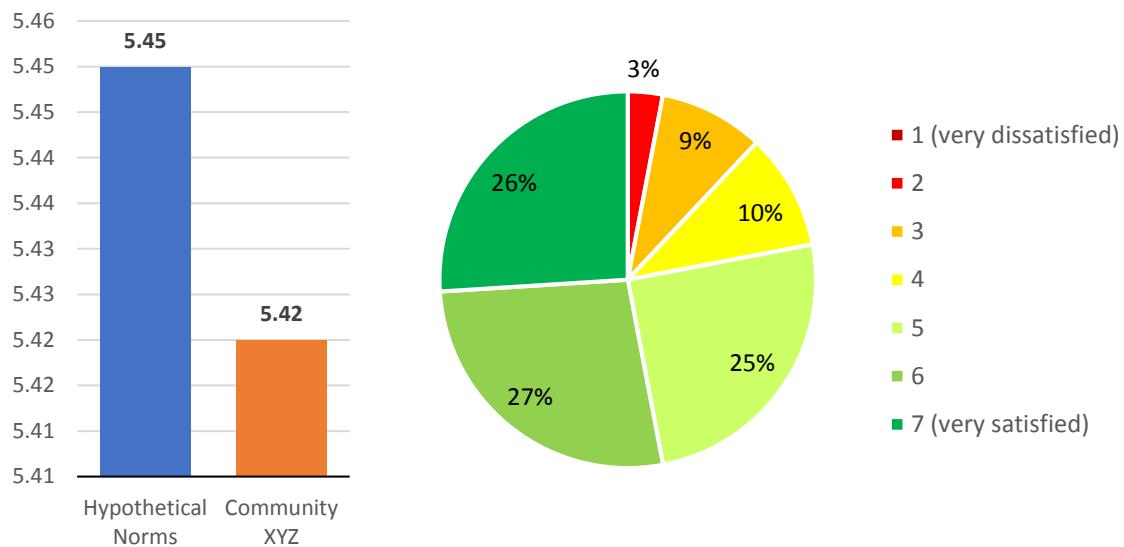
As shown in Figure 59, **resident satisfaction with ownership of local real estate** is above average compared to all other localities surveyed. Specifically, 72% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 59: Possession (Ownership) Satisfaction: Real Estate



As shown in Figure 60, **resident satisfaction with ownership of boat and other leisure instruments purchased locally** is below average compared to all other localities surveyed. Specifically, 78% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

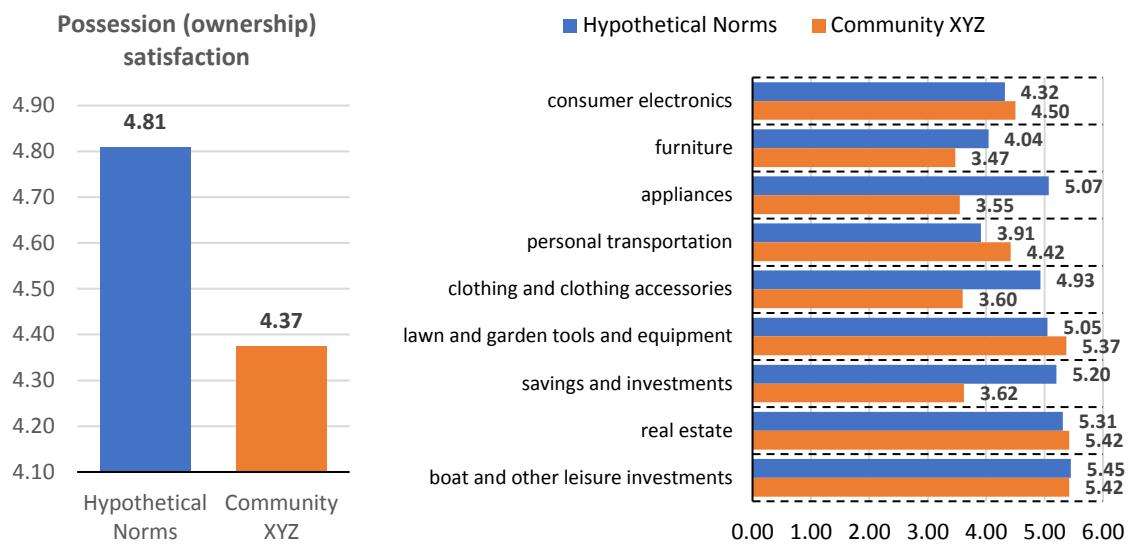
FIGURE 60: Possession (Ownership) Satisfaction: Boat and Other Leisure Investments



Summary (Resident Satisfaction with the Ownership of Selected Consumer Goods Purchased Locally)

The survey results pertaining to resident satisfaction with the **ownership of selected consumer goods purchased locally** as shown in figures 49-60 are now summarized in Figure 61. The figure indicates that residents are, on average, less satisfied with the ownership of selected consumer goods purchased locally, compared to other localities. Specifically, satisfaction with ownership of consumer electronics, personal transportation, lawn and garden tools and equipment, and real estate is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to ownership of furniture, appliances, clothing and clothing accessories, savings and investment instruments, and boat and other leisure instruments is below average.

FIGURE 61: Overall Possession (Ownership) Satisfaction

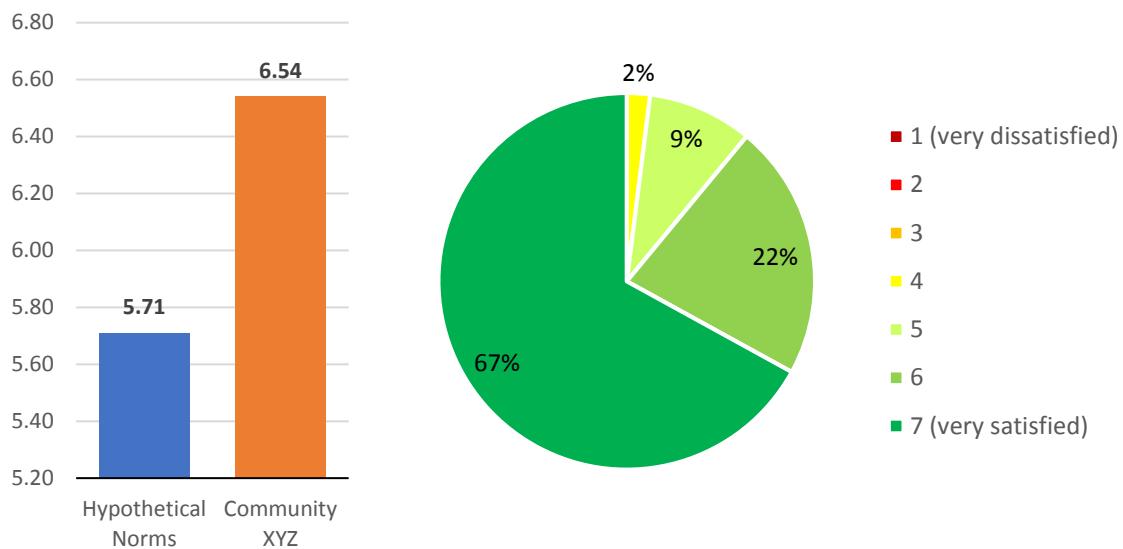


Residents' Maintenance (Repair) Satisfaction

This section of the report covers survey results related to **resident satisfaction with maintenance and repair services of consumer goods, services available locally**—maintenance and repair services related to consumer goods such as consumer electronics, furniture, appliances, personal transportation, clothing and clothing accessories, and laws and garden tools and equipment.

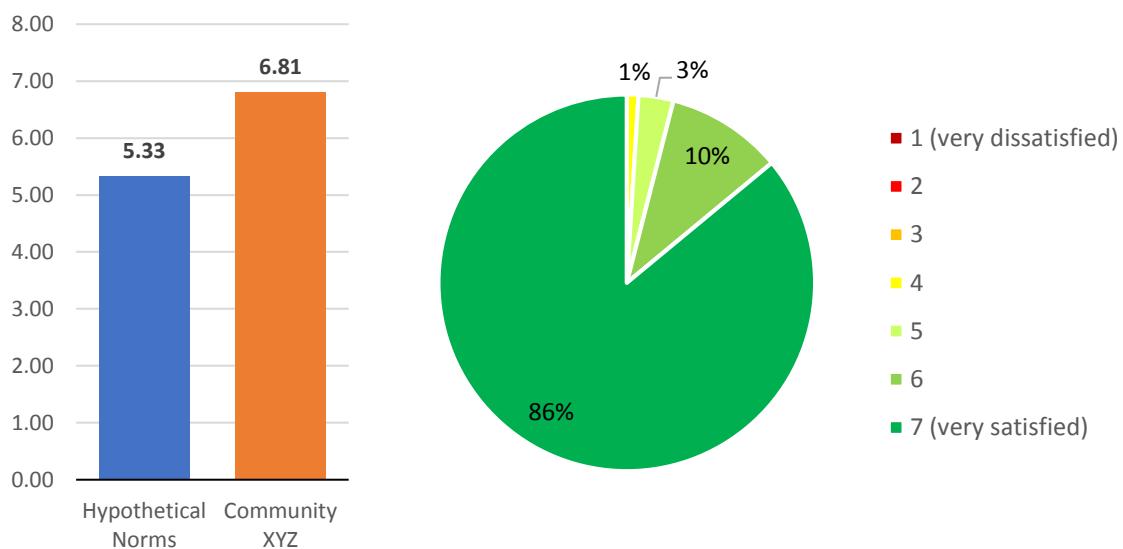
As shown in Figure 62, **resident satisfaction with local maintenance and repair services of consumer electronics** is above average compared to all other localities surveyed. Specifically, an overwhelming 98% of those surveyed indicated “7,” “6,” and “5” on a scale varying from “7” (very satisfied) to “1” (very dissatisfied).

FIGURE 62: Maintenance (Repair) Satisfaction: Consumer Electronics (e.g. CD player, TV, computers)



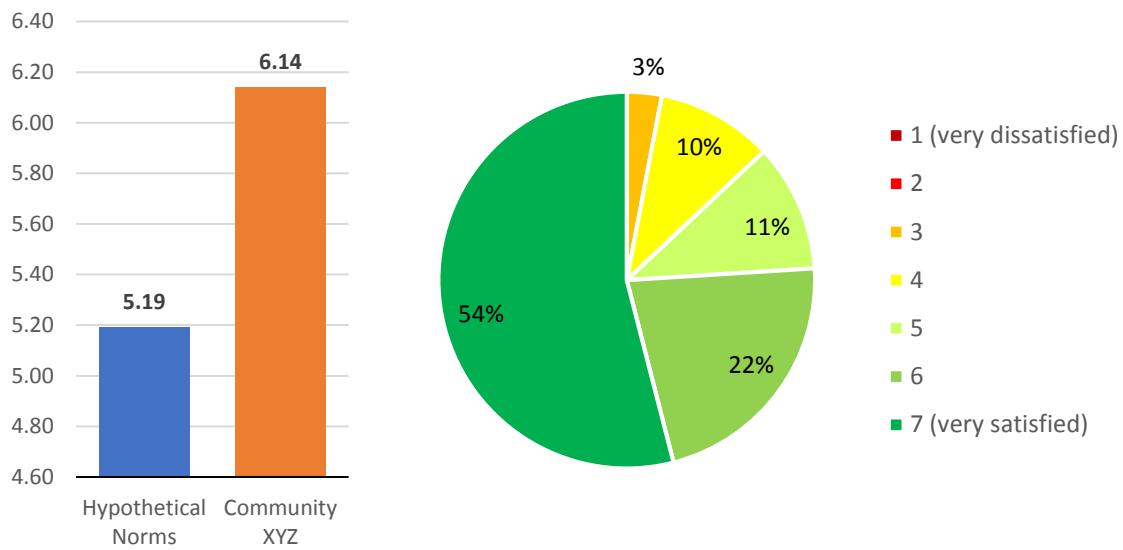
As shown in Figure 63, resident satisfaction with local maintenance and repair services of furniture is above average compared to all other localities surveyed. Specifically, an overwhelming 99% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 63: Maintenance (Repair) Satisfaction: Furniture (e.g. sofas, dining sets)



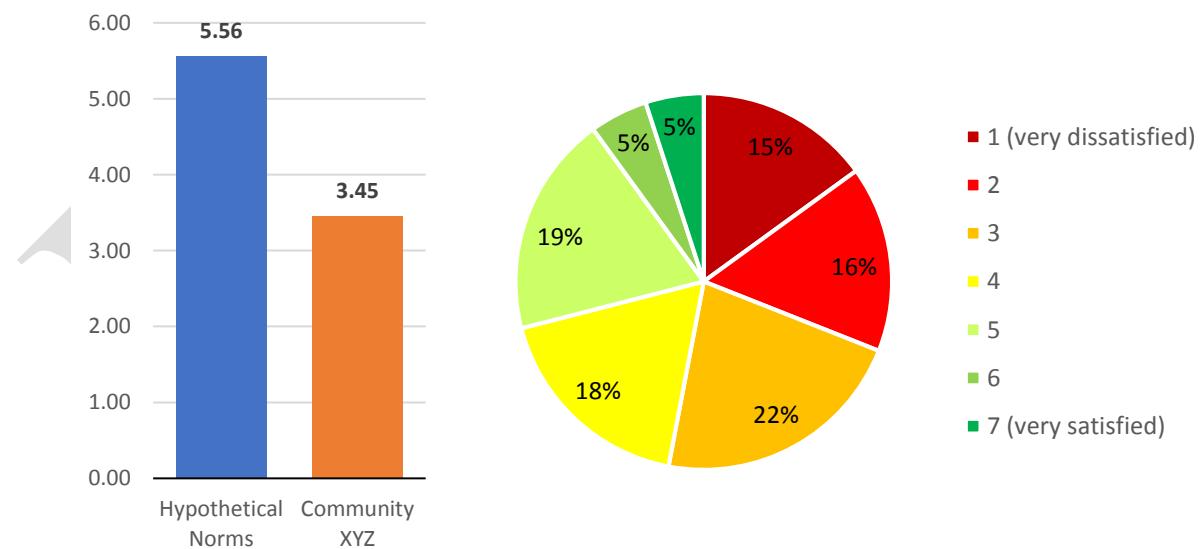
As shown in Figure 64, resident satisfaction with local maintenance and repair services of appliances is above average compared to all other localities surveyed. Specifically, 87% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 64: Maintenance (Repair) Satisfaction: Appliances (e.g. microwave ovens, refrigerator)



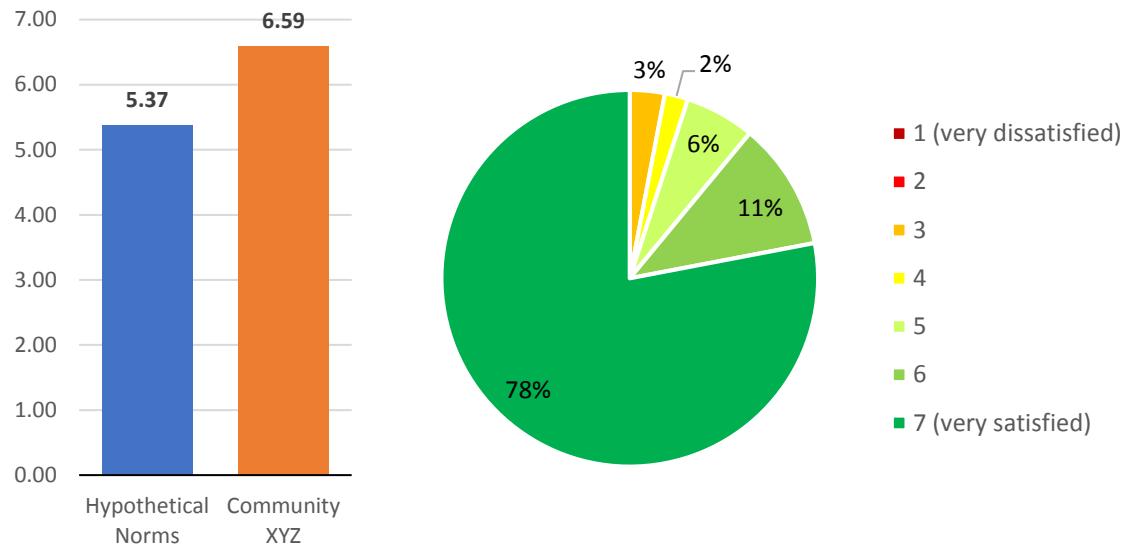
As shown in Figure 65, **resident satisfaction with local maintenance and repair services of personal transportation vehicles** is below average compared to all other localities surveyed. Specifically, only 29% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 65: Maintenance (Repair) Satisfaction: Personal Transportation (e.g. cars, trucks, motorcycles)



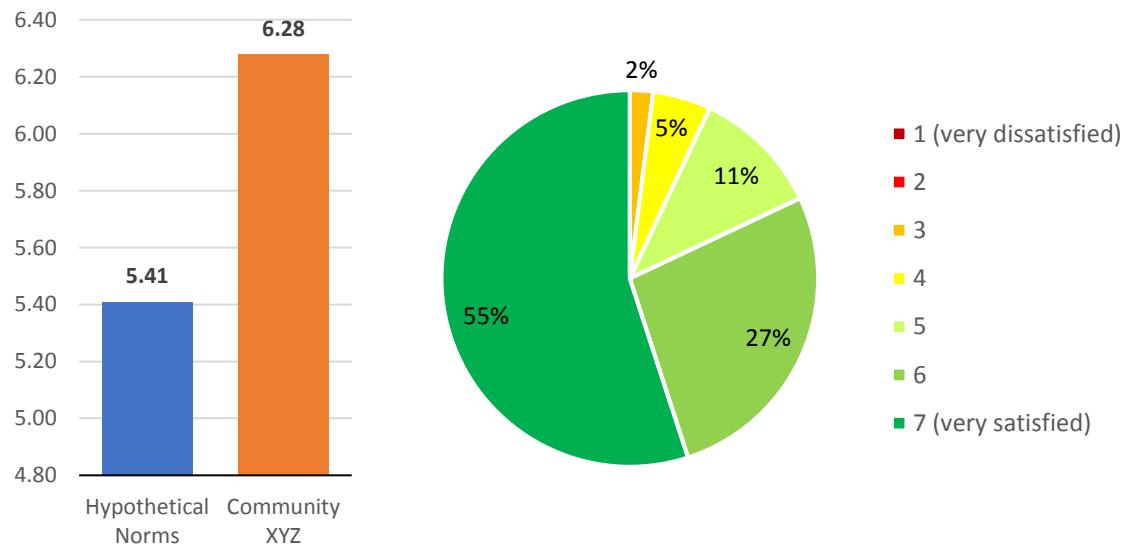
As shown in Figure 66, **resident satisfaction with local repair services of clothing and clothing accessories** is above average compared to all other localities surveyed. Specifically, an overwhelming 95% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 66: Maintenance (Repair) Satisfaction: Clothing and Clothing Accessories (e.g. suits, jewelry)



As shown in Figure 67, **resident satisfaction with local maintenance and repair services of lawn and garden tools and equipment** is above average compared to all other localities surveyed. Specifically, an overwhelming 93% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

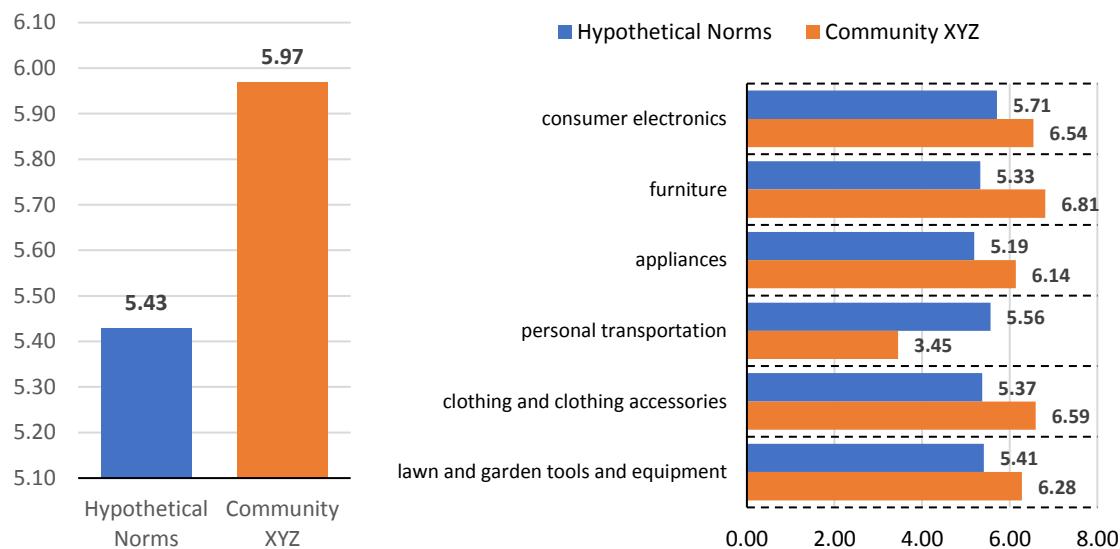
FIGURE 67: Maintenance (Repair) Satisfaction: Lawn and Garden Tools and Equipment



Summary (Resident Satisfaction with the Local Maintenance and Repair Services)

The survey results pertaining to **resident satisfaction with local maintenance and repair services of selected consumer goods** as shown in figures 61-67 are now summarized in Figure 68. The figure indicates that residents are, on average, more satisfied with local maintenance and repair services, compared to other localities. Specifically, satisfaction with local maintenance and repair services related to consumer electronics, furniture, appliances, clothing and clothing accessories, and lawn and garden tools and equipment is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to local maintenance and repair services related to personal transportation is below average.

FIGURE 68: Overall Maintenance (Repair) Satisfaction



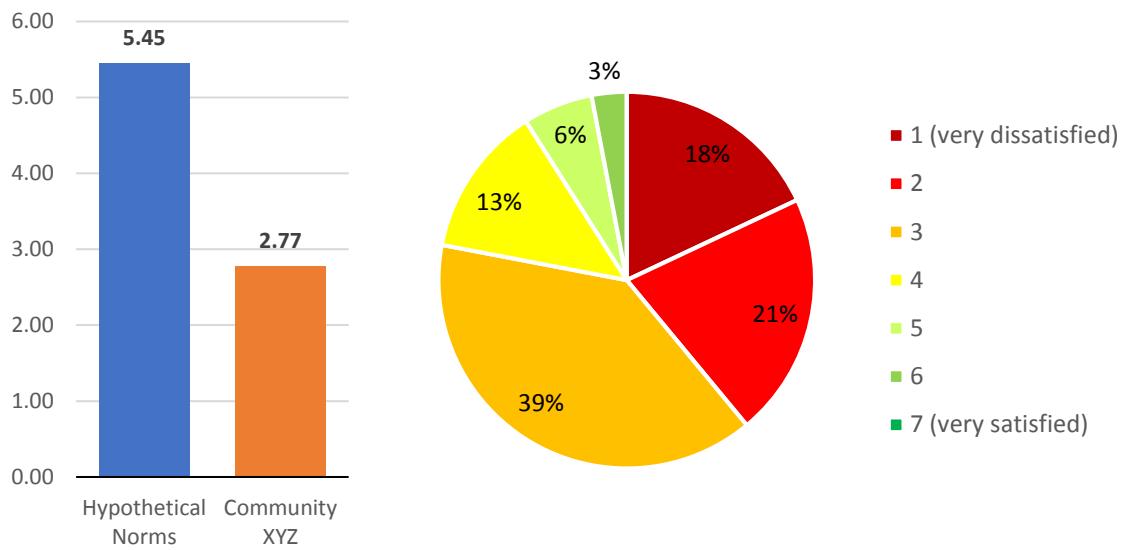
Residents' Disposal Satisfaction

Residents' satisfaction with selling, trade-in, and disposal services (survey items capturing satisfaction with local services and facilities involved in the selling, trade-in, and disposal of consumer goods such as consumer electronics, furniture, appliances, private transportation, clothing and clothing accessories, and lawn and garden tools and accessories);

This section of the report covers survey results related to **resident satisfaction with local disposal (and selling as well as trade-in) services of selected consumer goods** such as consumer electronics, furniture, appliances, private transportation, clothing and clothing accessories, and lawn and garden tools and accessories.

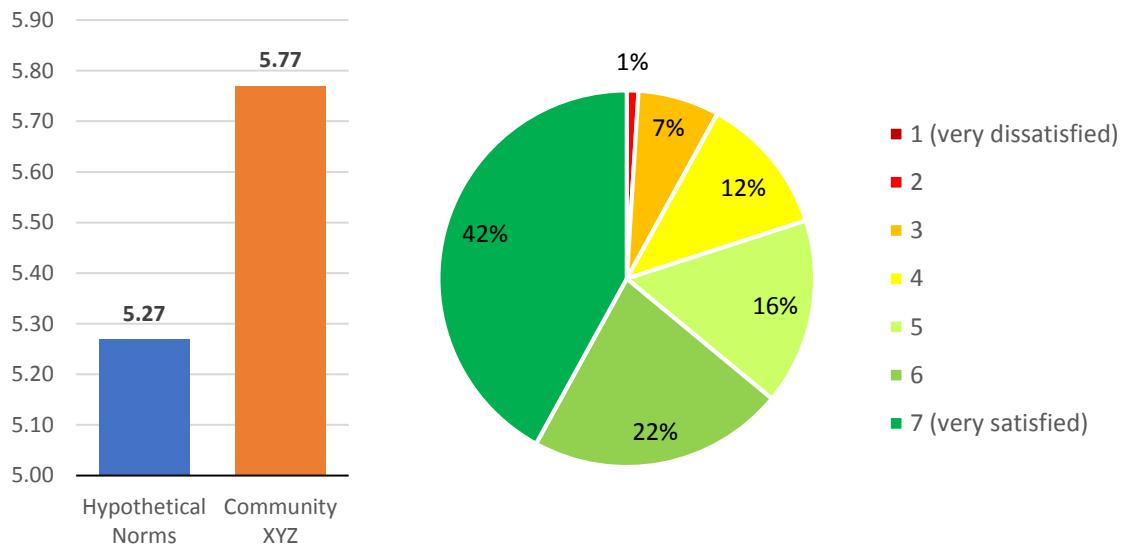
As shown in Figure 69, **resident satisfaction with local disposal (selling and trade-in) services related to consumer electronics** is below average compared to all other localities surveyed. Specifically, only 9% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 69: Disposal Satisfaction: Consumer Electronics (e.g. CD player, TV, computers)



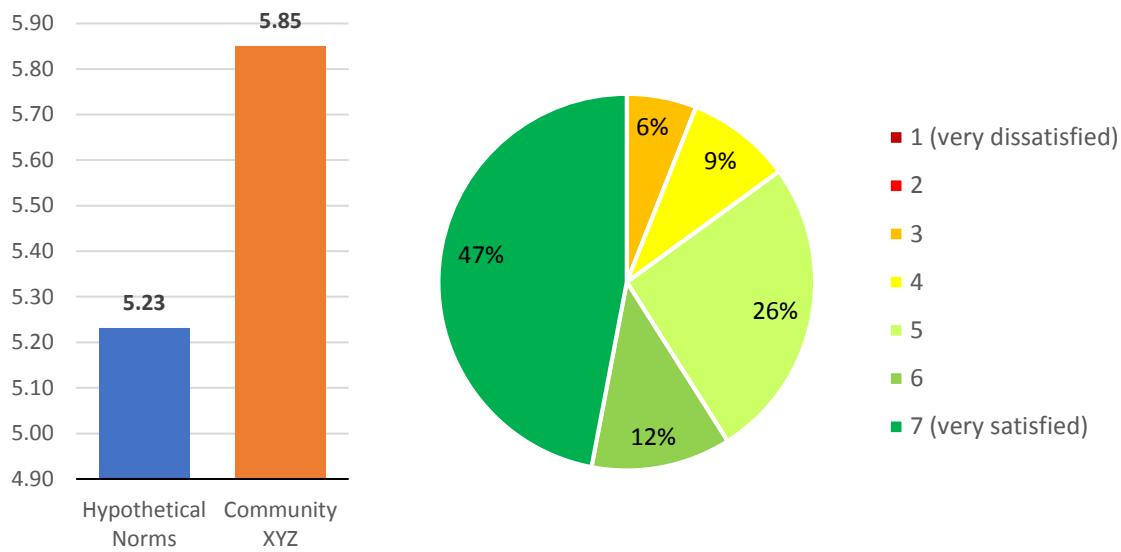
As shown in Figure 70, **resident satisfaction with local disposal (selling and trade-in) services related to furniture** is above average compared to all other localities surveyed. Specifically, 80% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 70: Disposal Satisfaction: Furniture (e.g. sofas, dining sets)



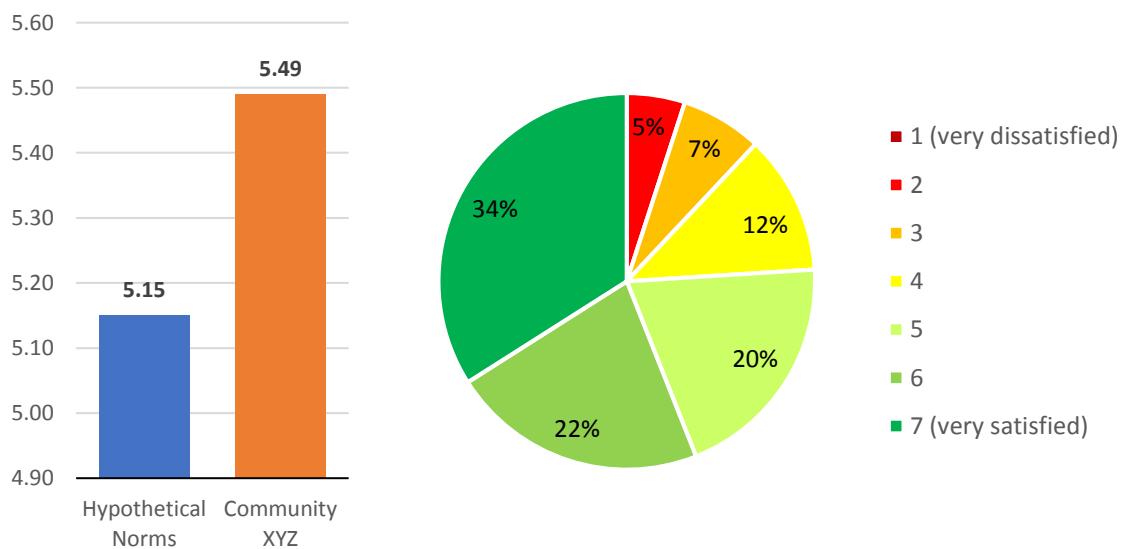
As shown in Figure 71, **resident satisfaction with local disposal (selling and trade-in) services related to appliances** is above average compared to all other localities surveyed. Specifically, 85% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 71: Disposal Satisfaction: Appliances (e.g. microwave ovens, refrigerator)



As shown in Figure 72, resident satisfaction with local disposal (selling and trade-in) services related to personal transportation vehicles is above average compared to all other localities surveyed. Specifically, 76% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

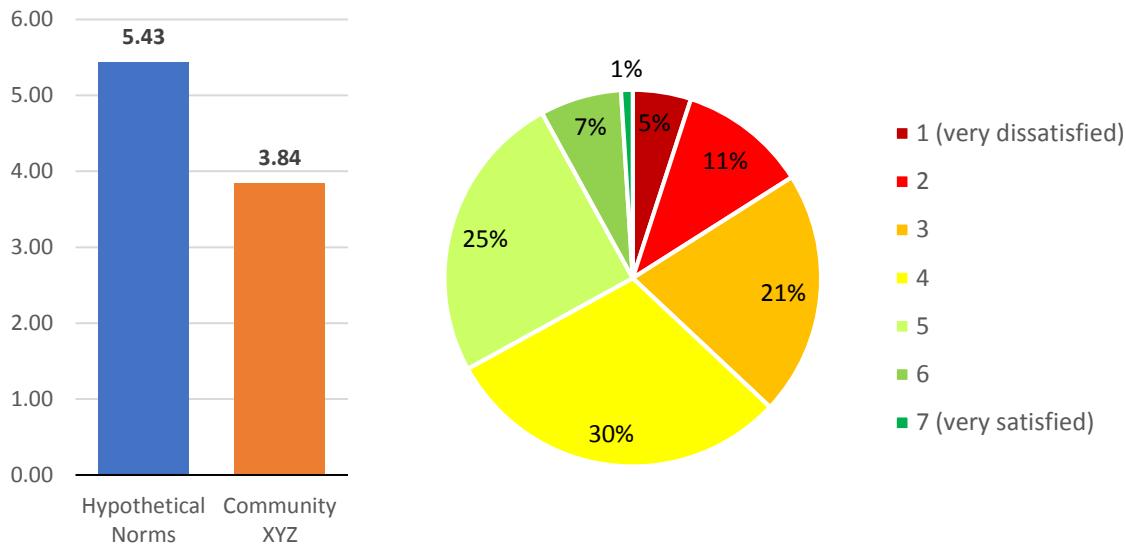
FIGURE 72: Disposal Satisfaction: Personal Transportation (e.g. cars, trucks, motorcycles)



As shown in Figure 73, resident satisfaction with local disposal (selling and trade-in) services related to clothing and clothing accessories is below average compared to all other localities surveyed.

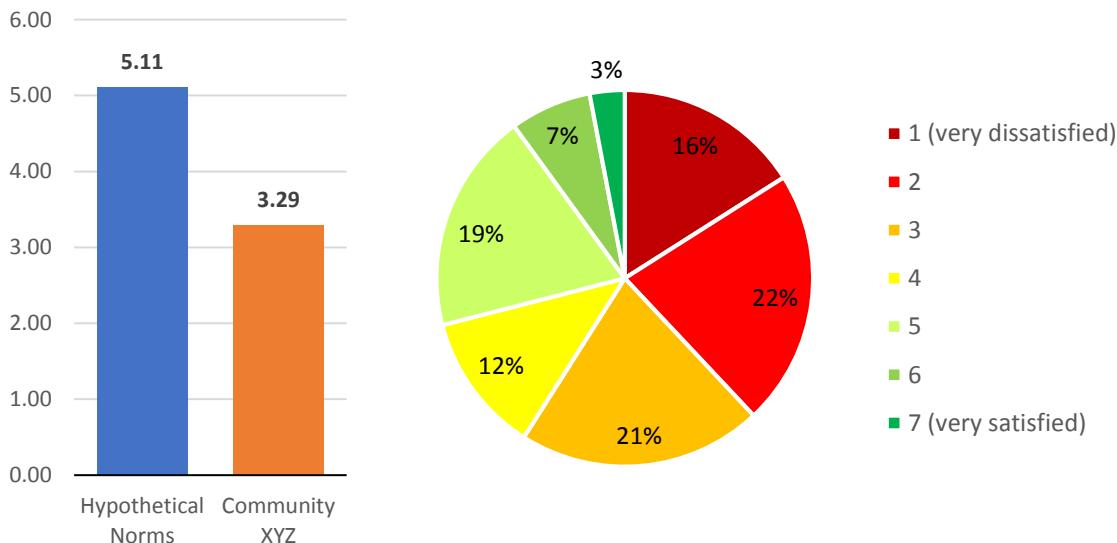
Specifically, only 28% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 73: Disposal Satisfaction: Clothing and Clothing Accessories (e.g. suits, jewelry)



As shown in Figure 74, **resident satisfaction with local disposal (selling and trade-in) services related to lawn and garden tools and equipment** is below average compared to all other localities surveyed. Specifically, only 29% of those surveyed indicated "7," "6," and "5" on a scale varying from "7" (very satisfied) to "1" (very dissatisfied).

FIGURE 74: Disposal Satisfaction: Lawn and Garden Tools and Equipment

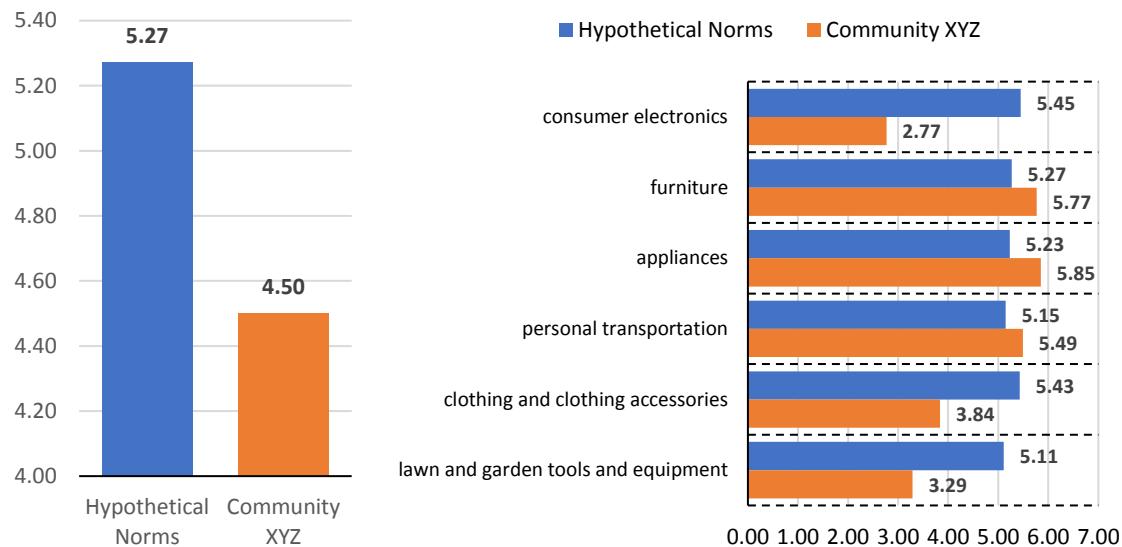


Summary (Resident Satisfaction with the Disposal Services)

The survey results pertaining to **resident satisfaction with local disposal (selling and trade-in) services of selected consumer goods** as shown in figures 68-74 are now summarized in Figure 75. The figure

indicates that residents are, on average, less satisfied with local disposal (and selling and trade-in) services, compared to other localities. Specifically, satisfaction with local disposal (selling and trade-in) services related to furniture, appliances, and personal transportation is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to local disposal (and selling and trad-in) services related to consumer electronics, clothing and clothing accessories and lawn and garden tools and equipment is below average.

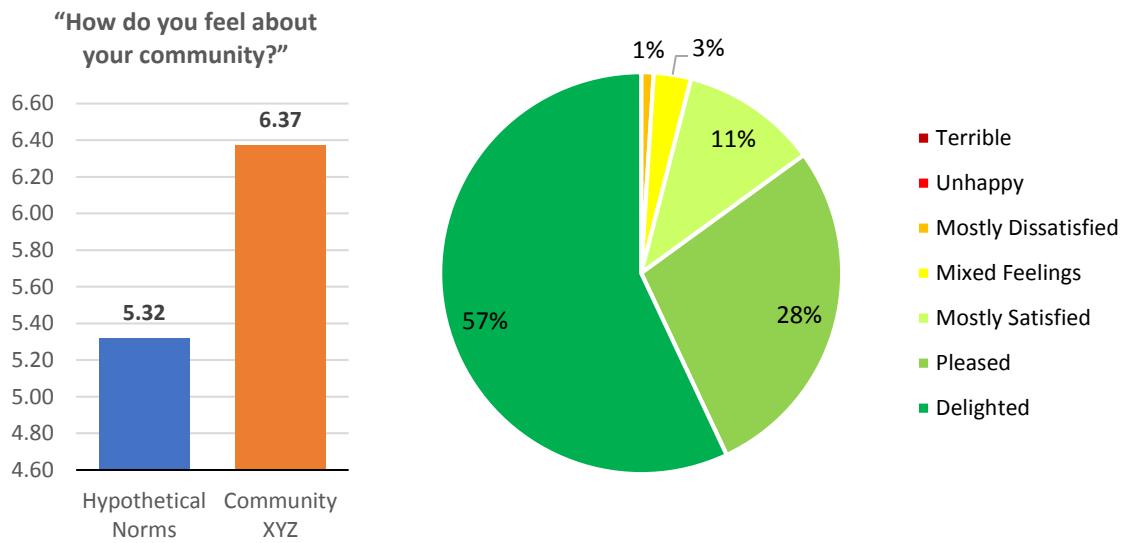
FIGURE 75: Overall Disposal Satisfaction



Residents' Satisfaction with Community Quality of Life

As shown in Figure 76, **satisfaction with community quality of life overall in Community XYZ is above average, compared to all other localities. A very large majority (96%) of surveyed residents reported either "delighted," "pleased," or "mostly satisfied" with community quality of life in Community XYZ.**

FIGURE 76: Satisfaction with Community Quality of Life Overall

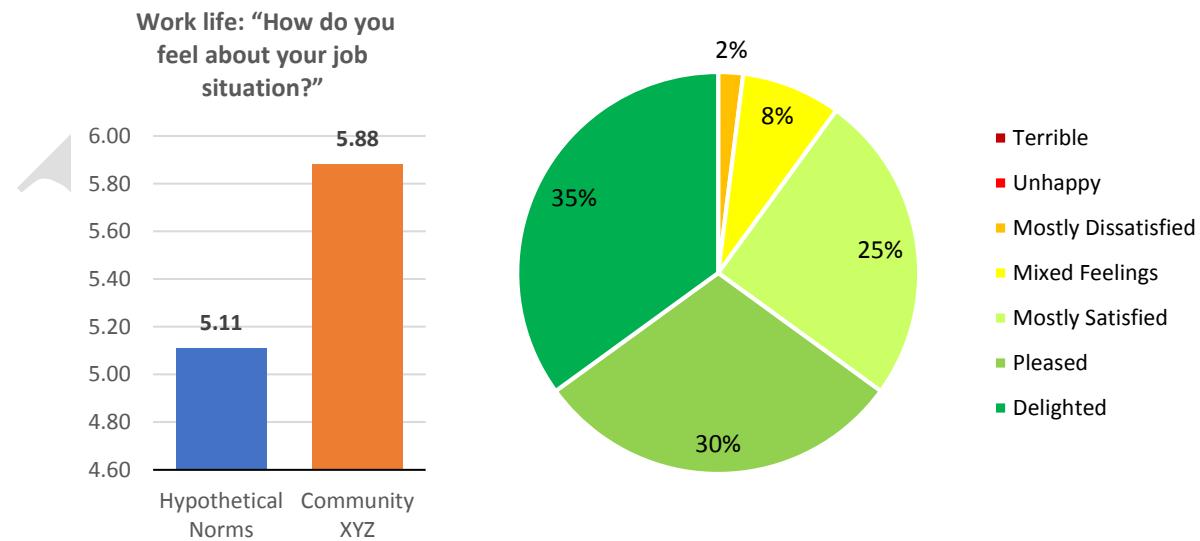


Residents’ Satisfaction with Other Life Domains

Besides community life, other life domains include work life, financial life, health, education, social life, leisure life, spiritual life, cultural life, and social status.

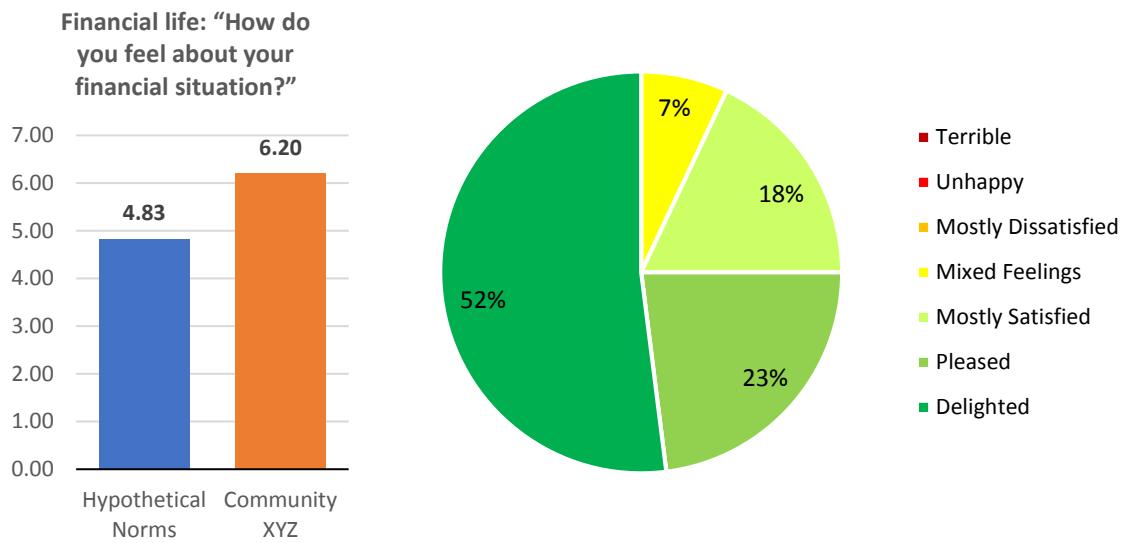
As shown in Figure 77, **satisfaction with work life in Community XYZ** is above average, compared to all other localities. A large majority (90%) of residents of those surveyed reported either “delighted,” “pleased,” or “mostly satisfied” with their **work life in Community XYZ**.

FIGURE 77: Satisfaction with Work Life



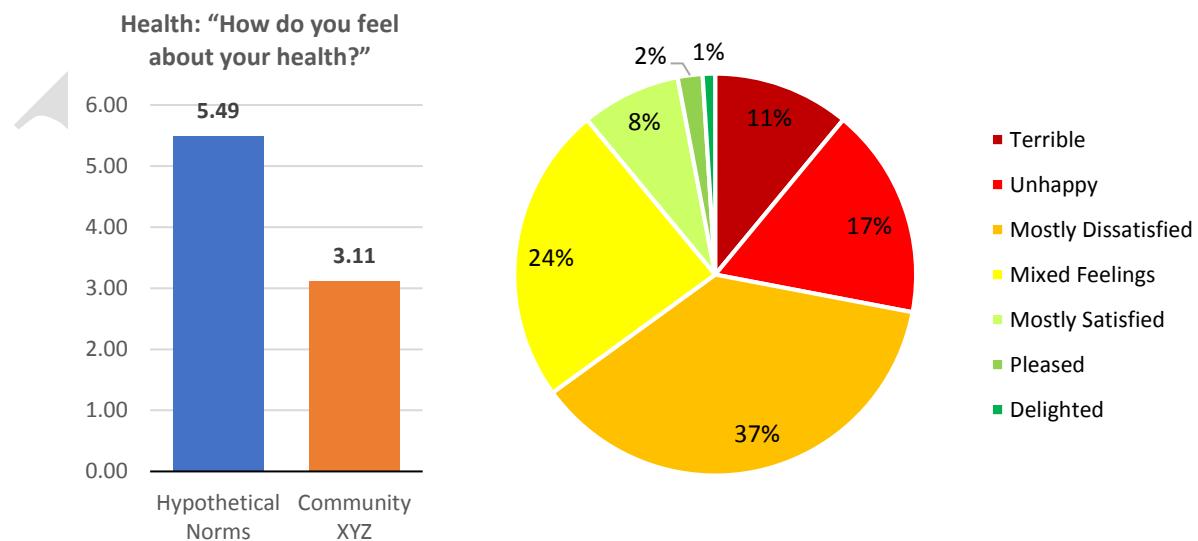
As shown in Figure 78, **satisfaction with financial life in Community XYZ** is above average, compared to all other localities surveyed. A large majority (93%) of residents of those surveyed reported either “delighted,” “pleased,” or “mostly satisfied” with their **financial life in Community XYZ**.

FIGURE 78: Satisfaction with Financial Life



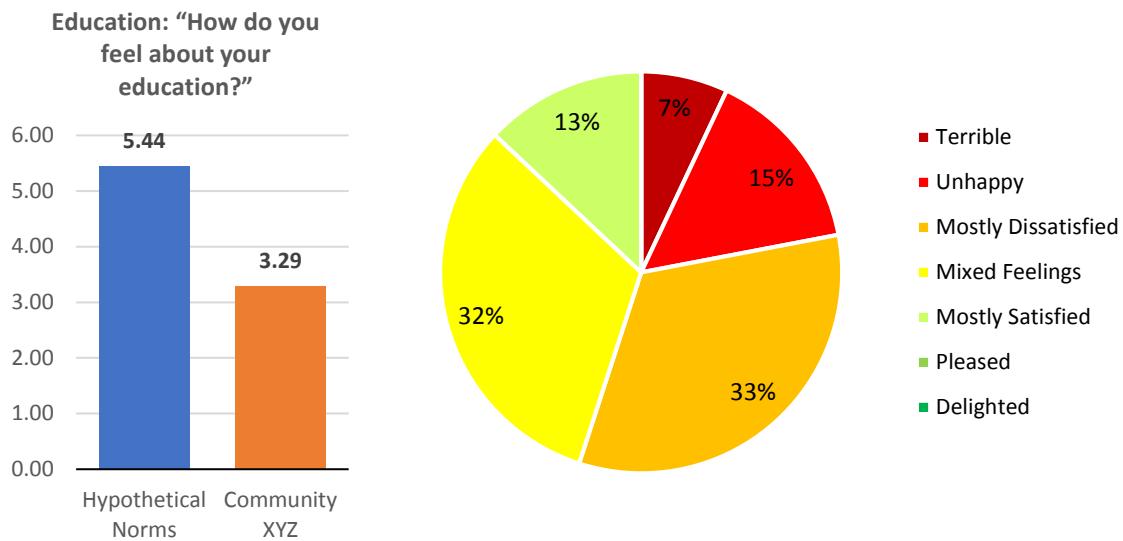
As shown in Figure 79, **satisfaction with health in Community XYZ** is way below average, compared to all other localities surveyed. Only 11% of residents of those surveyed reported either “delighted,” “pleased,” or “mostly satisfied” with their **health in Community XYZ**.

FIGURE 79: Satisfaction with Health



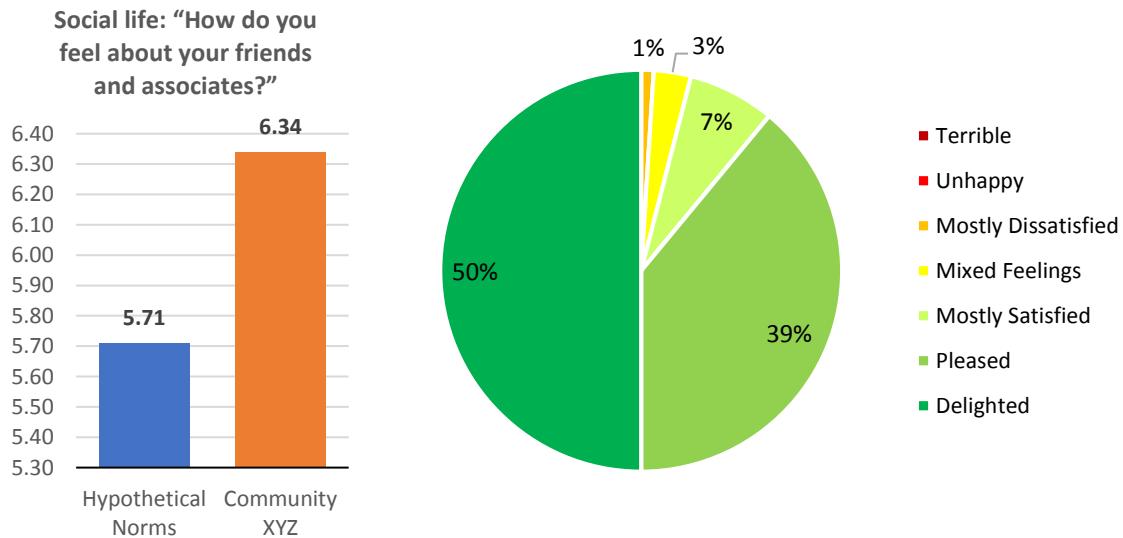
As shown in Figure 80, **satisfaction with education in Community XYZ** is way below average, compared to all other localities surveyed. Only 13% of residents of those surveyed reported either “delighted,” “pleased,” or “mostly satisfied” with their **education in Community XYZ**.

FIGURE 80: Satisfaction with Education



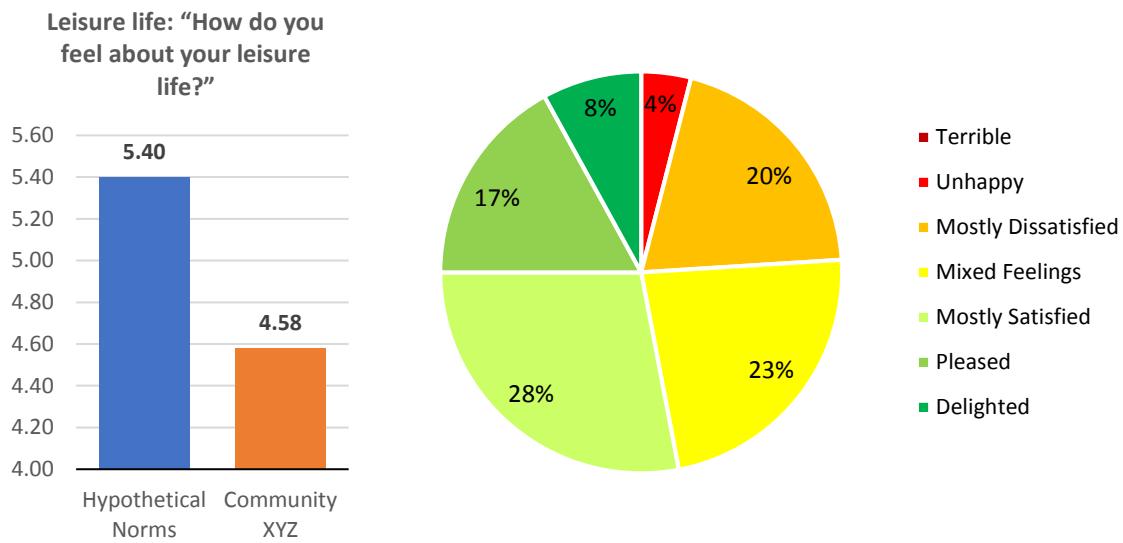
As shown in Figure 81, **satisfaction with social life in Community XYZ** is above average, compared to all other localities. An overwhelming 96% of residents of those surveyed reported either “delighted,” “pleased,” or “mostly satisfied” with their **social life in Community XYZ**.

FIGURE 81: Satisfaction with Social Life



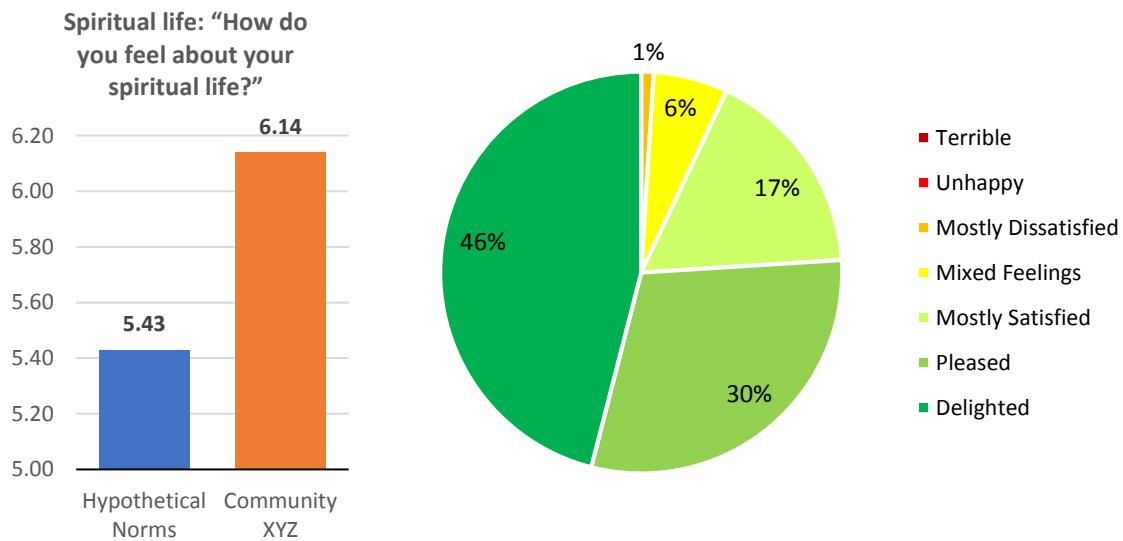
As shown in Figure 82, **satisfaction with leisure life in Community XYZ** is below average, compared to all other localities. A bare majority (53%) of residents of those surveyed reported either “delighted,” “pleased,” or “mostly satisfied” with their **leisure life in Community XYZ**.

FIGURE 82: Satisfaction with Leisure Life



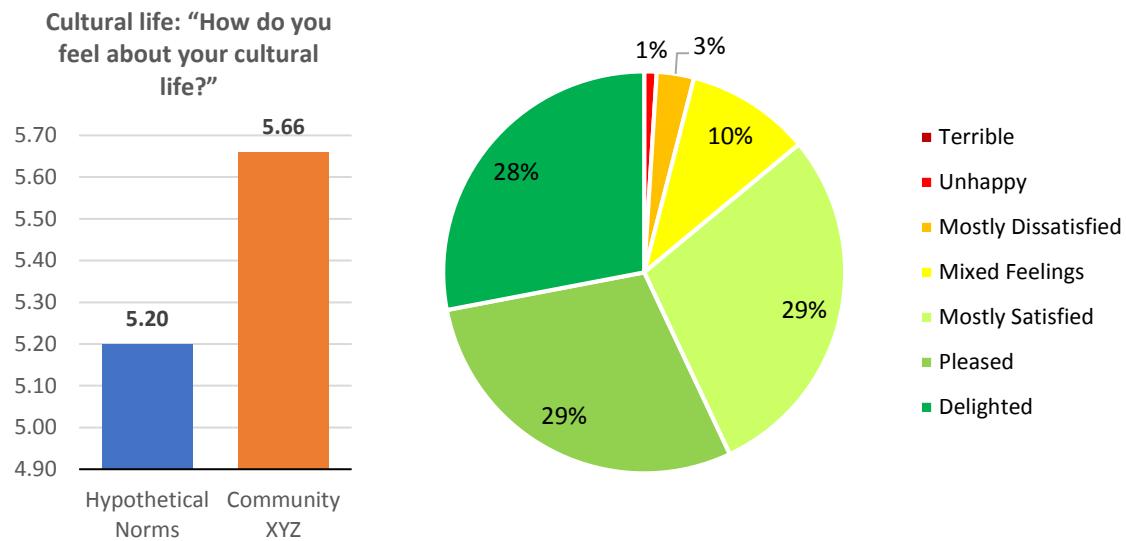
As shown in Figure 83, **satisfaction with spiritual life in Community XYZ** is above average, compared to all other localities surveyed. An overwhelming 93% of residents of those surveyed reported either “delighted,” “pleased,” or “mostly satisfied” with their **spiritual life in Community XYZ**.

FIGURE 83: Satisfaction with Spiritual Life



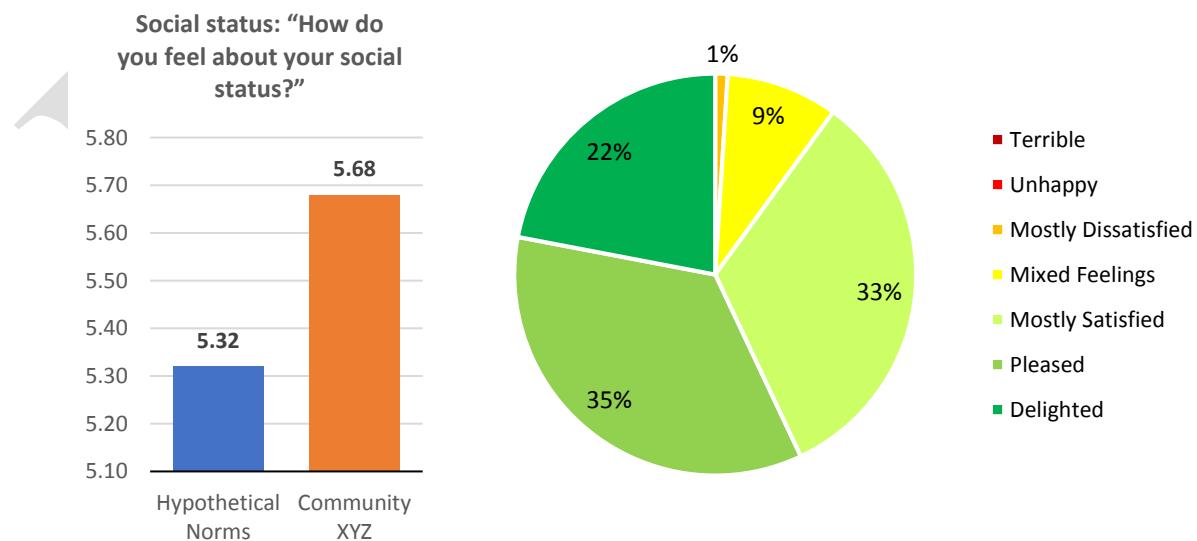
As shown in Figure 84, **satisfaction with cultural life in Community XYZ** is above average, compared to all other localities surveyed. A large majority (86%) of residents of those surveyed reported either “delighted,” “pleased,” or “mostly satisfied” with their **cultural life in Community XYZ**.

FIGURE 84: Satisfaction with Cultural Life



As shown in Figure 85, **satisfaction with social status in Community XYZ** is above average, compared to all other localities surveyed. A very large majority (90%) of residents of those surveyed reported either “delighted,” “pleased,” or “mostly satisfied” with their **social status in Community XYZ**.

FIGURE 85: Satisfaction with Social Status

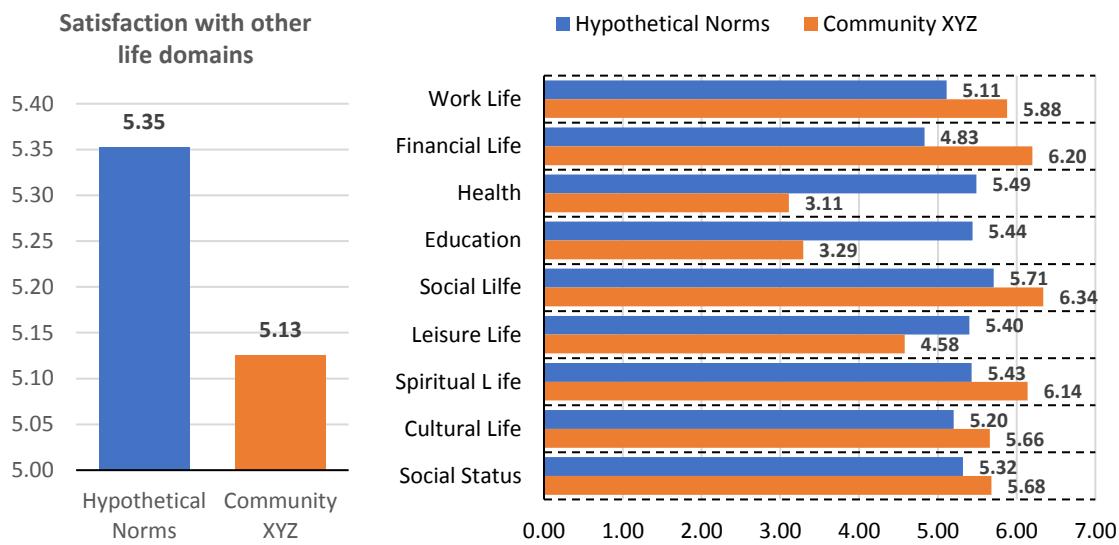


Summary: Residents' Satisfaction with Other Life Domains

As shown in Figure 86, a composite average was computed capturing the overall average score of satisfaction with other life domains (other than community life). The composite average is slightly below average, compared to all other localities surveyed.

Examining the satisfaction ratings of the specific life domains, the reader should note that residents' satisfaction with work life, financial life, social life, spiritual life, cultural life, and social status are above average. Conversely, residents' satisfaction with health, education, and leisure life are below average.

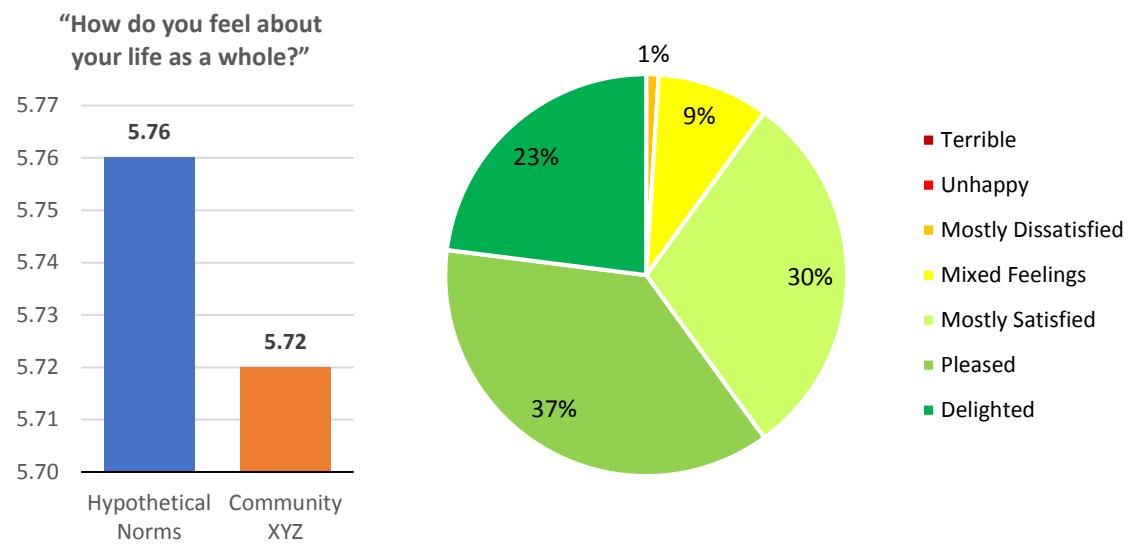
FIGURE 86: Satisfaction with Other Life Domains Overall



Residents' Satisfaction with Life Overall

As shown in Figure 87, **overall life satisfaction** of the residents of Community XYZ is about the same as all other localities surveyed. A very large majority (90%) of the residents surveyed reported either "delighted," "pleased," or "mostly satisfied" with their **life overall in Community XYZ**.

FIGURE 87: Overall Life Satisfaction



Discussion and Recommendations

To reiterate, this report provided a profile of consumer well-being in community XYZ based on survey data collected in 2008-2009. The survey captures six sets of consumer well-being constructs (satisfaction with shopping in the local area, satisfaction with retailers' services related to product assembly, satisfaction with the quality and use of products purchased from local retailers, satisfaction with ownership of products purchased from local retailers, satisfaction with repair and maintenance services of products purchased from local retailers, and satisfaction with local disposal services), as well as satisfaction with the community at large, satisfaction with other life domains (besides community or local area such as social life, leisure life, work life, etc.), and satisfaction with life overall.

All local households in community XYZ (N = 105,550) were contacted by the Director of the local Chamber of Commerce in February 2009 by e-mail requesting participation in a consumer well-being (with sales promotion incentives from local retailers). More than 6,000 (N=6,004) adult residents completed the survey at the closing date of the survey, generating a response rate of 6%, an acceptable response rate given past survey studies with consumer populations.

The survey results pertaining to resident satisfaction with **shopping** aspects of Community XYZ indicate that satisfaction with shopping malls, department stores, discount stores, drug stores, sporting goods stores, and consumer electronics stores in Community XYZ is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to shopping plazas and centers, grocery stores, clothing boutiques, furniture stores, and other specialty stores is below average. As such we recommend that local government and community business leaders work together to address residents' dissatisfaction with shopping plazas/centers, grocery stores, clothing boutiques, furniture stores, and other specialty stores. Perhaps a more in-depth survey can be conducted in relation to these retail establishments in Community XYZ to ascertain the shortcomings of these establishments. The survey results should point to strategies and remedies likely to enhance resident satisfaction with these establishments.

The survey results pertaining to resident satisfaction with the **assembly of products purchased in the local area** indicate that satisfaction with assembly of consumer electronics, furniture, and clothing and clothing accessories purchased locally is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to assembly of appliances, personal transportation, and lawn and garden tools and equipment is below average. As such we recommend that local government and community business leaders work together to address residents' dissatisfaction with assembly of appliances, personal transportation vehicles, and lawn and garden tools and equipment. As previously suggested in relation to shopping, a more in-depth survey can be conducted in relation to assembly issues related to appliances, personal transportation vehicles, and lawn and garden tool and equipment in Community XYZ to help develop specific programs likely to enhance resident satisfaction with product assembly.

The survey results pertaining to resident satisfaction with the **quality and use of products purchased locally** indicate that residents are on average satisfied with the quality and use of consumer goods purchased locally, compared to other localities. Specifically, satisfaction with quality and use of appliances, clothing and clothing accessories, and lawn and garden tools and equipment is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings

in relation to quality and use of consumer electronics, furniture, and personal transportation is below average. Furthermore, residents are on average satisfied with the quality and use of local consumer services, compared to other localities. Specifically, satisfaction with quality and use of banking/saving services, insurance services, healthcare services, electric services, gas/oil services, real estate and realtor services, daycare services, nursing home and retirement community-type services, community college, continuing education, investment services, legal services, entertainment, spectator sports, and TV stations is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to quality and use of taxi/private transportation, restaurants and night clubs, telephone services, primary schools, secondary schools, nearby colleges and universities, radio stations, and local newspapers is below average. In sum, the study findings indicate that resident satisfaction with quality and use of both consumer goods and services are slightly above average compared to other communities surveyed. As such we recommend that local government and community business leaders work together to address residents' dissatisfaction with the quality and use of consumer electronics, furniture, and personal transportation, taxi/private transportation, restaurants and night clubs, telephone services, primary schools, secondary schools, nearby colleges and universities, radio stations, and local newspapers with the community. A more in-depth survey can be conducted in relation to these issues to identify ways to enhance residents' satisfaction with these consumer goods and services purchased locally.

The survey results pertaining to resident satisfaction with the **ownership of selected consumer goods purchased locally** indicate that residents are, on average, less satisfied with the ownership of selected consumer goods purchased locally, compared to other localities. Specifically, satisfaction with ownership of consumer electronics, personal transportation, lawn and garden tools and equipment, and real estate is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to ownership of furniture, appliances, clothing and clothing accessories, savings and investment instruments, and boat and other leisure instruments is below average. As such we recommend that local government and community business leaders work together to address residents' dissatisfaction with ownership of furniture, appliances, clothing and clothing accessories, savings and investment instruments, and boat and other leisure instruments purchased locally. A more in-depth survey can be conducted in relation to these issues to identify ways to enhance residents' satisfaction with ownership of these items.

The survey results pertaining to **resident satisfaction with local maintenance and repair services of selected consumer goods** indicate that residents are, on average, more satisfied with local maintenance and repair services, compared to other localities. Specifically, satisfaction with local maintenance and repair services related to consumer electronics, furniture, appliances, clothing and clothing accessories, and lawn and garden tools and equipment is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to local maintenance and repair services related to personal transportation is below average. As such we recommend that local government and community business leaders work together to address residents' dissatisfaction with local maintenance and repair services related to personal transportation vehicles. A more in-depth survey can be conducted in relation to these issues to identify ways to enhance residents' satisfaction with maintenance and repair services related to personal transportation vehicles.

The survey results pertaining to **resident satisfaction with local disposal (selling and trade-in) services of selected consumer goods** indicate that residents are, on average, less satisfied with local disposal

(and selling and trade-in) services, compared to other localities. Specifically, satisfaction with local disposal (selling and trade-in) services related to furniture, appliances, and personal transportation is above average (compared to other localities surveyed). The survey results also indicate that satisfaction ratings in relation to local disposal (and selling and trad-in) services related to consumer electronics, clothing and clothing accessories, and lawn and garden tools and equipment is below average. As such we recommend that local government and community business leaders work together to address residents' dissatisfaction with local disposal (and selling and trade-in) of consumer electronics, clothing and clothing accessories, and lawn and garden tools and equipment. Again, a more in-depth survey can be conducted in relation to these issues to identify ways to enhance residents' satisfaction with the disposal (or selling and trade-in) of these items.

The survey results pertaining to **resident satisfaction with other life domains** indicate:

- **Work life** (job situation) is considered better by residents in Community XYZ than in other localities. 65% of residents reported being "delighted" or "pleased" with their work situation.
- **Financial life** is considered better by residents in Community XYZ than in other localities. 75% of residents reported being "delighted" or "pleased" with their financial situation.
- **Health** is considered worse by residents in Community XYZ than in other localities. Only 11% of residents reported being "delighted", "pleased", or "mostly satisfied" with their health, while 65% reported feeling "terrible", "unhappy", or "mostly dissatisfied".
- **Education** is considered worse in Community XYZ than in other localities. 55% of residents described their feelings of education as either "terrible", "unhappy", or "mostly dissatisfied". Notably, none expressed being "delighted" or even "pleased".
- **Social life** is considered much better in Community XYZ than in other localities. An overwhelming majority (96%) reported feeling "delighted", "pleased", or "mostly satisfied" with their social life, with 50% alone indicating they were "delighted". No residents described their feelings about their social life as being "terrible" or "unhappy".
- **Leisure life** is lacking in Community XYZ compared to other localities. A majority (53%) described their feelings as "delighted", "pleased", or "mostly satisfied", and although 24% reported being "unhappy" or "mostly dissatisfied", none reported feeling "terrible".
- **Spiritual life** is considered better in Community XYZ than in other localities. An overwhelming majority (93%) felt "delighted", "pleased", or "mostly satisfied", while no residents felt "terrible" or "unhappy".
- **Cultural life** is rated higher in Community XYZ than in other localities. 86% of residents described their feelings as either "delighted", "pleased", or "mostly satisfied". No residents described their feelings as "terrible", and only 1% described their feelings as being "unhappy".
- **Social status** is considered better in Community XYZ than in other localities. 90% of residents described their feelings as "delighted", "pleased", or "mostly satisfied" with their social status. No residents felt "terrible" or "unhappy" about social status, and only 1% were "mostly dissatisfied".

The survey results pertaining to **overall life satisfaction** indicate residents of Community XYZ are on average less happy than people from other areas. Still, an overwhelming majority (90%) described their feelings about life as a whole as "delighted", "pleased", or "mostly satisfied". No residents described their feelings as "terrible" or "unhappy", while a tiny 1% reported being "mostly dissatisfied".

References

Lee, Dong-Jin, M. Joseph Sirgy, Newell D. Wright, and Val Larsen (2002). Developing a Subjective Measure of Consumer Well-Being. **JOURNAL OF MACROMARKETING**, 22(2), 158-169

Sirgy, M. Joseph and Dong-Jin Lee (2006). Macro Measures of Consumer Well-being (CWB): A Critical Analysis and a Research Agenda. **JOURNAL OF MACROMARKETING**, 26(1), 27-44.

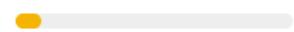
Sirgy, M. Joseph, Dong-Jin Lee, Stephan Grzeskowiak, Jean-Charles Chebat, Andreas Herrmann, Salah Hassan, Ibrahim Hegazi, Ahmet Ekici, Dave Webb, Chenting Su, and Jordi Montana (2008). An Extension and Further Validation of a Community-Based Consumer Well-Being Measure. **JOURNAL OF MACROMARKETING**, 28(3), 243-257.

Appendix: The Survey Questionnaire

Consumer Well-Being Survey

This survey seeks to gain a better residents' opinions of local shopping. When answering please remember your opinions are very important to us, so please be as truthful as possible. Your answers are confidential and anonymous. Thank you for your participation in this important survey.

NEXT

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Consumer Well-Being Survey

Satisfaction with Shopping at Retail Stores in the Local Area

Experiences related to consumer goods and services in your local area

Please indicate how satisfied or dissatisfied you are with shopping for a variety of consumer goods and services in your local area—that is, availability and sufficiency of stores and retail outlets selling consumer goods and services as well as the quality of these retail services (e.g., store hours, courtesy of personnel, refund/exchange policy, among others). Respond to only those stores you have patronized; click on 'no experience' if you have not patronized the specified retailer.

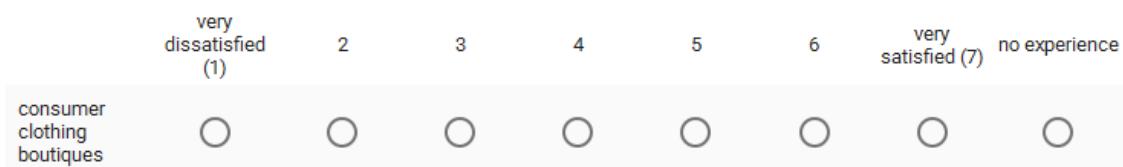
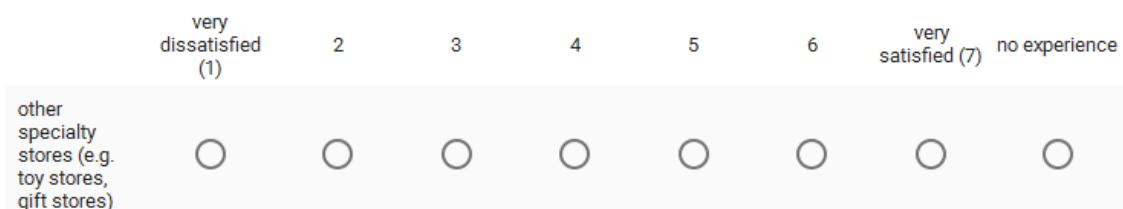
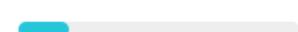
Satisfaction with

	very dissatisfied (1)	2	3	4	5	6	very satisfied (7)	no experience
shopping malls	<input type="radio"/>							

Satisfaction with

	very dissatisfied (1)	2	3	4	5	6	very satisfied (7)	no experience
shopping plazas and centers	<input type="radio"/>							

Satisfaction with**Satisfaction with****Satisfaction with****Satisfaction with****Satisfaction with****Satisfaction with**

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Consumer Well-Being Survey

Satisfaction with the Assembly of Consumer Goods Bought Locally

Experiences related to preparing products you bought in the local area for personal use

Please indicate how satisfied or dissatisfied you are with your experiences related to product assembly (or preparation of these products for personal use) of the following products you bought in the local area in the last year or so? Respond to only those products you have purchased; click on 'no experience' if you have not purchased the item.

Satisfaction with:

	very dissatisfied (1)	2	3	4	5	6	very satisfied (7)	no experience
consumer electronics (e.g. CD player, TV, computers)	<input type="radio"/>							
furniture (e.g. sofas, dining sets)	<input type="radio"/>							
appliances (e.g. microwave oven, refrigerator)	<input type="radio"/>							
personal transportation (e.g. cars, trucks, motorcycles)	<input type="radio"/>							
clothing and clothing accessories (e.g. suits, jewelry)	<input type="radio"/>							
lawn and garden tools and equipment	<input type="radio"/>							

[BACK](#)[NEXT](#)

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Consumer Well-Being Survey

Satisfaction with the Actual Use of Consumer Goods and Services Bought Locally

Experiences related to the actual use of products and services you bought in the local area

Please indicate how satisfied or dissatisfied you are with the quality and performance of most consumer goods and services purchased in your local area in the last year or so. Respond to only those products you have used; click on 'no experience' if you have not purchased the item.

Consumer Goods

Satisfaction with:

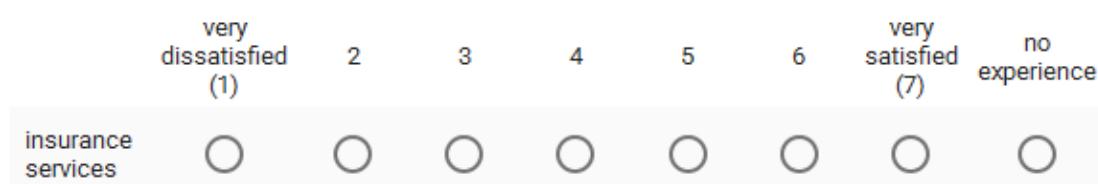
	very dissatisfied (1)	2	3	4	5	6	very satisfied (7)	no experience
consumer electronics (e.g. CD player, TV, computers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
furniture (e.g. sofas, dining sets)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
appliances (e.g. microwave oven, refrigerator)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
personal transportation (e.g. cars, trucks, motorcycles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
clothing and clothing accessories (e.g. suits, jewelry)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
lawn and garden tools and equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consumer Services

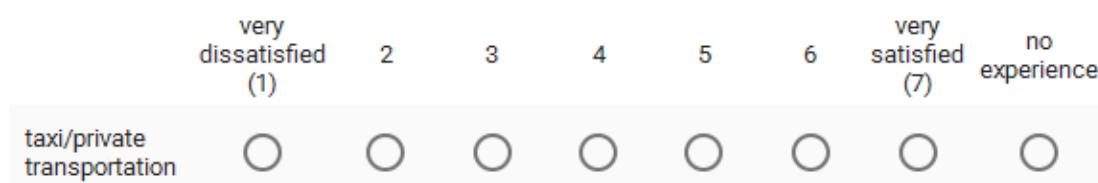
Satisfaction with

	very dissatisfied (1)	2	3	4	5	6	very satisfied (7)	no experience
banking/savings services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

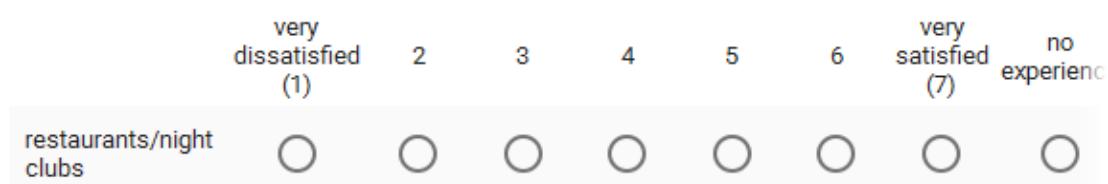
Satisfaction with



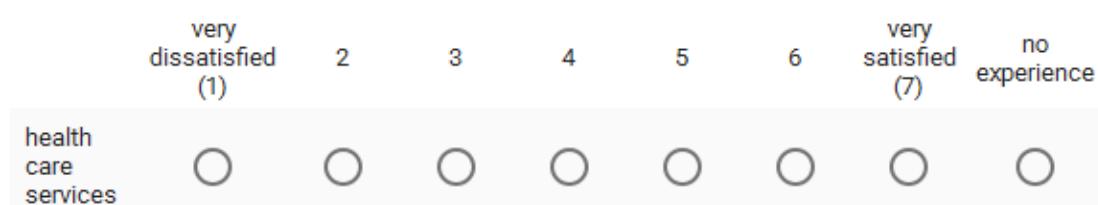
Satisfaction with



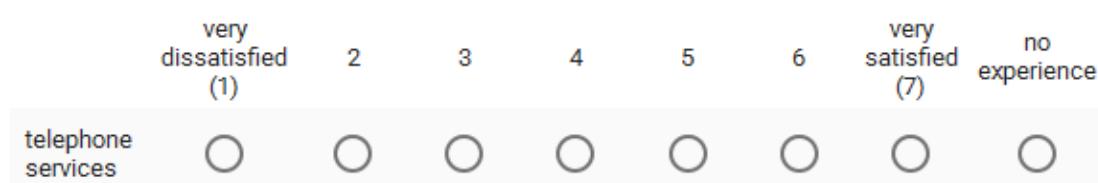
Satisfaction with



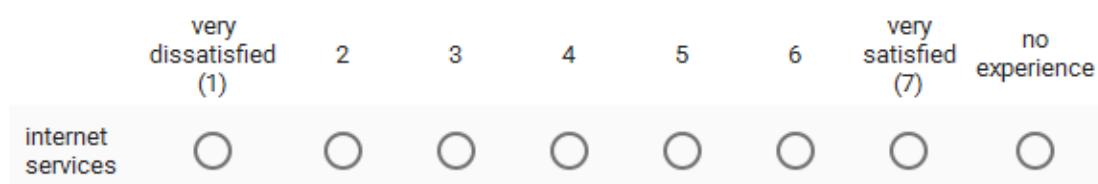
Satisfaction with



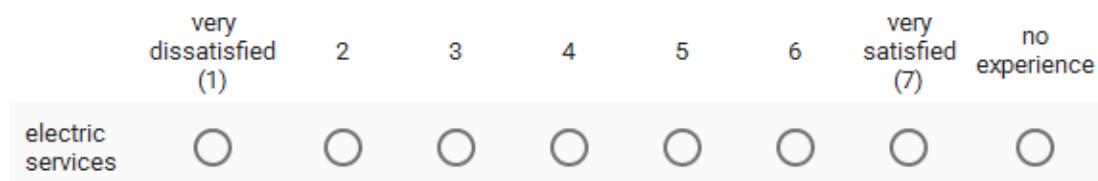
Satisfaction with



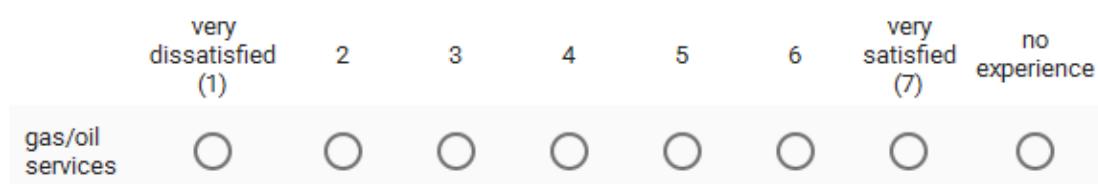
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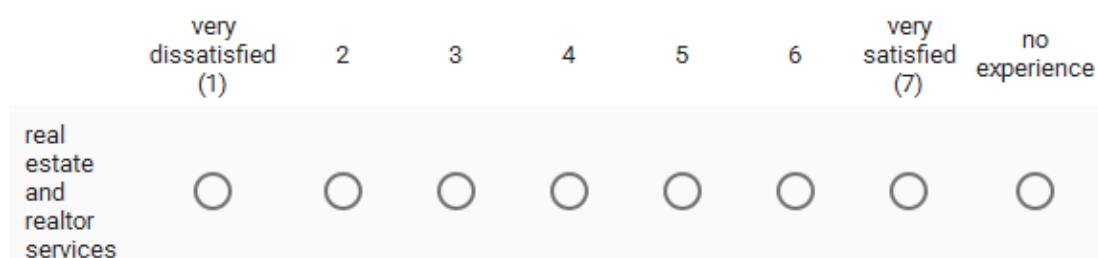
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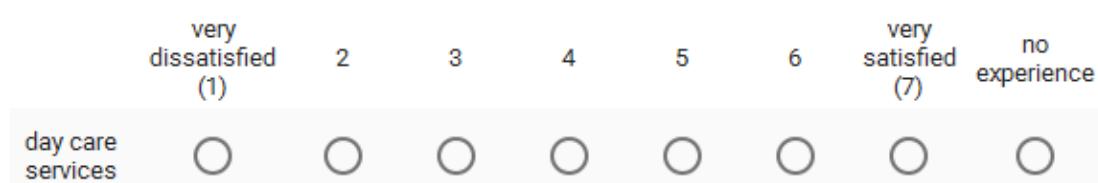
Satisfaction with



Satisfaction with



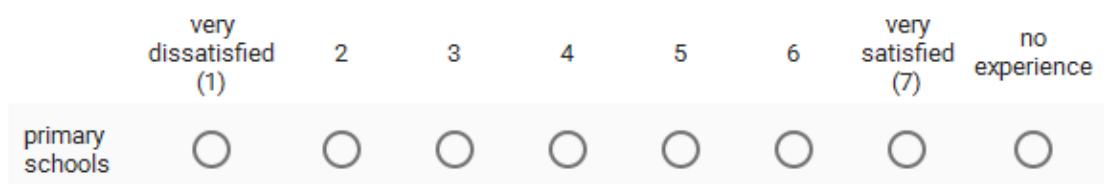
Satisfaction with



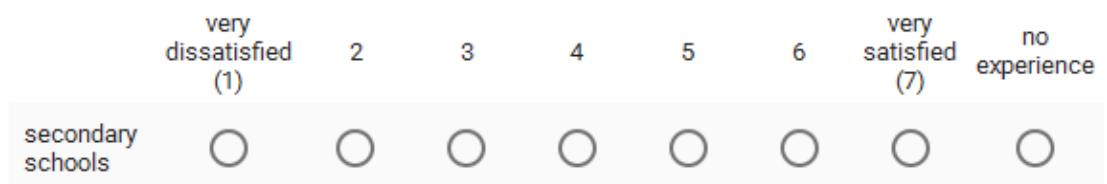
Satisfaction with



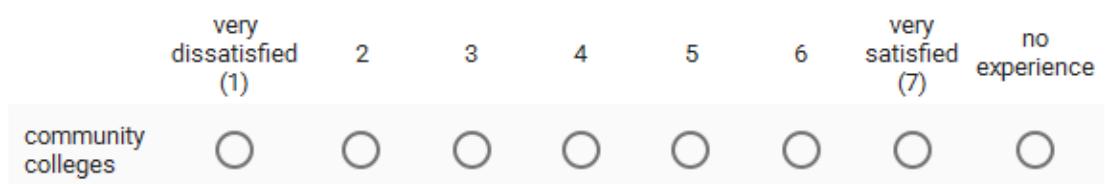
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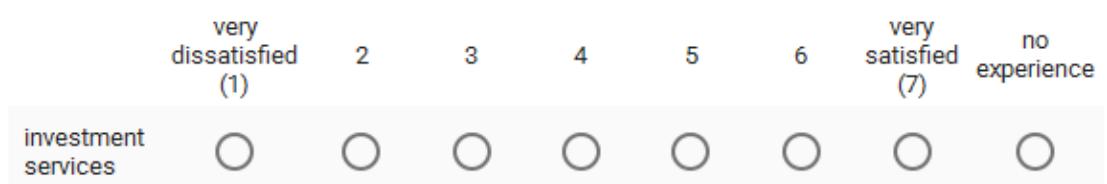
Satisfaction with



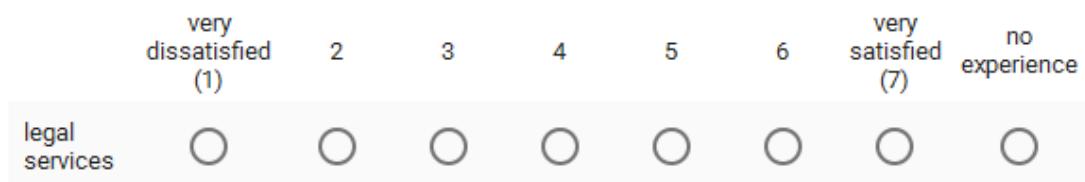
Satisfaction with



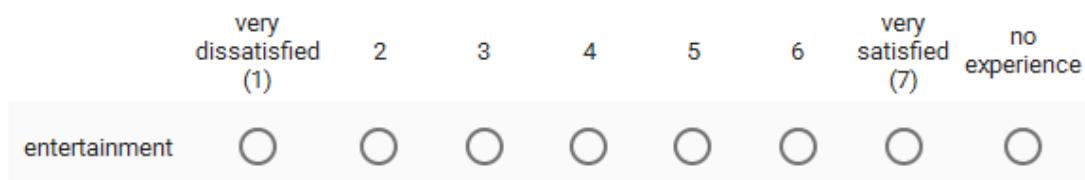
Satisfaction with



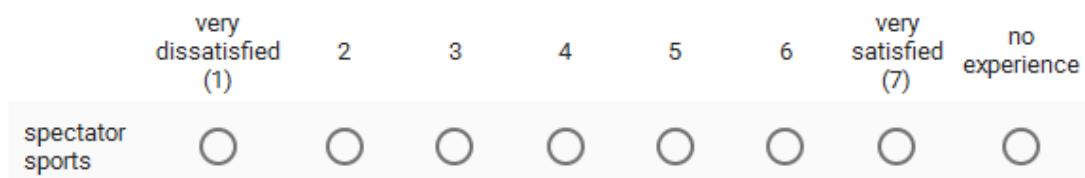
Satisfaction with



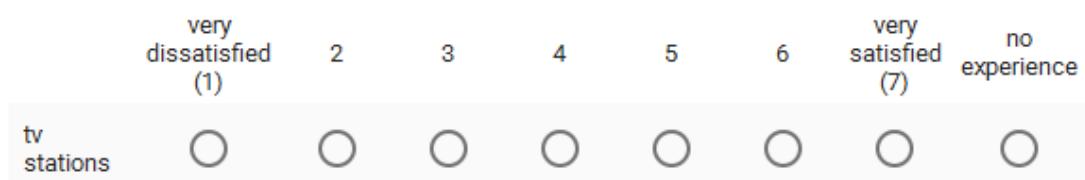
Satisfaction with



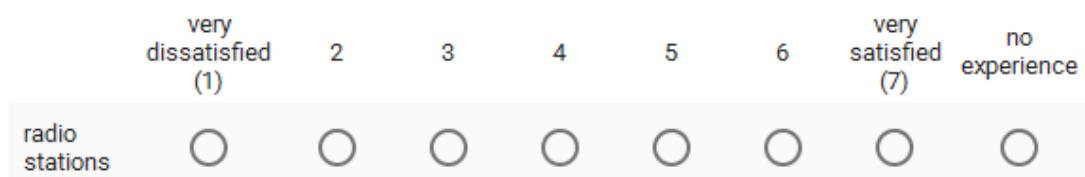
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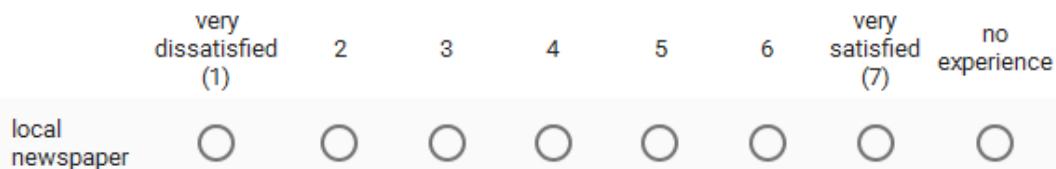
Satisfaction with



Satisfaction with



Satisfaction with



local newspaper

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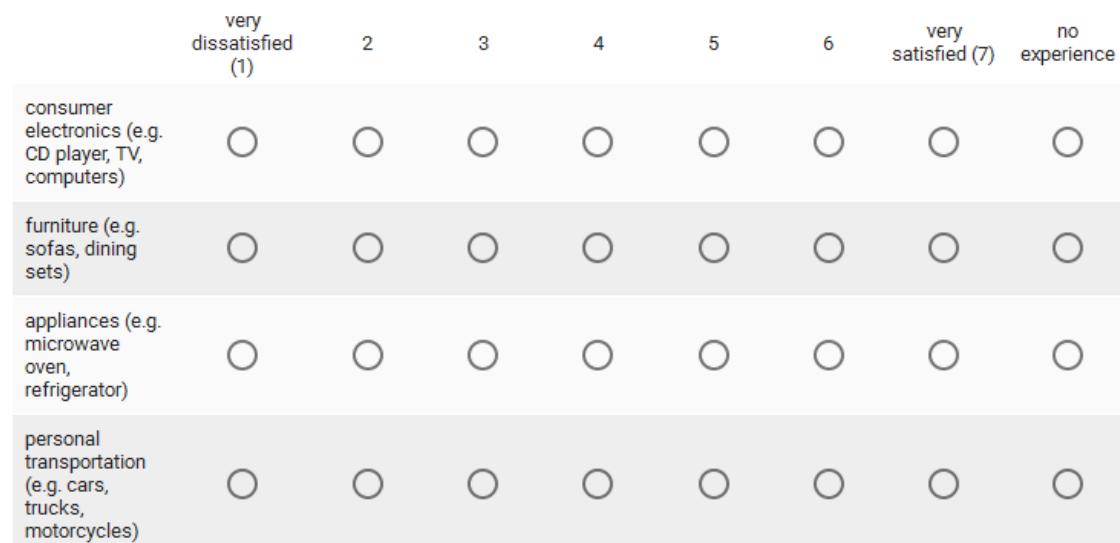
Consumer Well-Being Survey

Satisfaction with Ownership of Consumer Goods Bought Locally

Experiences related to the ownership of products you bought in the local area

Please indicate how satisfied or dissatisfied you are with the monetary value of owning those products you purchased in your local area over the last year or so. Respond to only those products you own that were purchased in the local area; click on 'no experience' if you have not purchased the item.

Satisfaction with:



clothing and clothing accessories (e.g. suits, jewelry)	<input type="radio"/>							
lawn and garden tools and equipment	<input type="radio"/>							
savings and investments	<input type="radio"/>							
real estate	<input type="radio"/>							
boat and other leisure investments	<input type="radio"/>							

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Consumer Well-Being Survey

Satisfaction with Maintenance and Repair Services in the Local Area

Experiences related to the use of repair and maintenance services in the local area

Please indicate how satisfied or dissatisfied you are with the quality and performance of maintenance and repair services of consumer goods you used in the last year or so. Respond to only those products you have repaired or serviced in the local area; click on 'no experience' if you have not purchased the item.

Satisfaction with:

	very dissatisfied (1)	2	3	4	5	6	very satisfied (7)	no experience
consumer electronics (e.g. CD player, TV, computers)	<input type="radio"/>							
furniture (e.g. sofas, dining sets)	<input type="radio"/>							
appliances (e.g. microwave oven, refrigerator)	<input type="radio"/>							

personal transportation (e.g. cars, trucks, motorcycles)	<input type="radio"/>							
clothing and clothing accessories (e.g. suits, jewelry)	<input type="radio"/>							
lawn and garden tools and equipment	<input type="radio"/>							

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Consumer Well-Being Survey

Satisfaction with the Disposal of Consumer Goods in the Local Area

Experiences related to the disposal of consumer goods in the local area

Please indicate how satisfied or dissatisfied you are with the quality and performance of services designed to assist consumers like you to dispose of their consumed products. For example, computer stores in some local areas help computer owners dispose of their old computers, auto junk yards help car owners dispose of their junked cars, waste management disposal sites, thrift stores, and so on. Respond to only those product categories which you actually used selling services; click on 'no experience' if you have not purchased the item.

Satisfaction with:

	very dissatisfied (1)	2	3	4	5	6	very satisfied (7)	no experience
consumer electronics (e.g. CD player, TV, computers)	<input type="radio"/>							
furniture (e.g. sofas, dining sets)	<input type="radio"/>							
appliances (e.g. microwave oven, refrigerator)	<input type="radio"/>							

personal transportation (e.g. cars, trucks, motorcycles)	<input type="radio"/>							
clothing and clothing accessories (e.g. suits, jewelry)	<input type="radio"/>							
lawn and garden tools and equipment	<input type="radio"/>							

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Consumer Well-Being Survey

Satisfaction with Life Domains

Choose the option that best describes your satisfaction with the following life domains:

How do you feel about your:

	terrible	unhappy	mostly dissatisfied	mixed feelings	mostly satisfied	pleased	delighted
job situation	<input type="radio"/>						
financial situation	<input type="radio"/>						
health	<input type="radio"/>						
education	<input type="radio"/>						
friends and associates	<input type="radio"/>						
leisure life	<input type="radio"/>						
spiritual life	<input type="radio"/>						

cultural life	<input type="radio"/>						
social status	<input type="radio"/>						

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Consumer Well-Being Survey

Satisfaction Your Local Community

How do you feel about your community overall?

- terrible
- unhappy
- mostly dissatisfied
- mixed feelings
- mostly satisfied
- pleased
- delighted

How do you feel about your life as a whole?

- terrible
- unhappy
- mostly dissatisfied
- mixed feelings

- mostly satisfied
- pleased
- delighted

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Consumer Well-Being Survey

Demographic Information

What is your gender?

- male
- female
- prefer not to say

What is your age?

- younger than 17
- 17-39
- 40-57
- 58-71
- 72-93
- older than 93
- prefer not to say

How many people are in your household?

- 1
- 2
- 3
- 4
- 5 or more
- prefer not to say

What is your residence status?

- rent
- own
- prefer not to say

What is your marital status?

- single
- married
- separated
- divorced
- widowed
- prefer not to say

Which category below best describes your occupation?

- managerial, professional
- technical, sales, administrative
- service
- farming, forestry, fishing

- precision production, craft, repair
- operations, fabricators, laborers
- student
- stay at home spouse or parent
- other
- prefer not to say

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Consumer Well-Being Survey

Overall Comments

If you have additional comments, please feel free to write them down. These responses are confidential and anonymous so please be as forthcoming as possible about any concerns you might have. If you have no further comments, we thank you very much for participating in this important survey.

Your answer

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SUBMIT

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