

A COMPARISON BETWEEN THE 1939 AND 1948  
SHOPPING HABITS OF STILLWATER RESIDENTS BY INCOME  
AND OCCUPATIONAL GROUPS

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AND OCCUPATIONAL GROUPS

By

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## PREFACE

To those who aided in any manner, the author wishes to express the appreciation he so deeply feels. Especially does he wish to acknowledge the cheerful assistance and helpful aid of Prof. George H. Hill for his critical readings and suggestions and for his prompt and willing assistance in every way. Also, valuable aid was received from suggestions and discussions of Dean Raymond D. Thomas through the graduate seminar.

A. N. Harrison

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CHAPTER I  
INTRODUCTION

In studying the present shopping habits of Stillwater consumers, as compared to their habits of 1939, a number of questions are of utmost importance. (1) Why are Stillwater business men losing some trade to other cities? (2) Where do they go when they shop out of town? (3) How much trade goes out of town? (4) What do people buy out of town? (5) Which classes of residents do most of the out-of-town shopping? (6) What can Stillwater business men do to retain their trade?

These are all matters of practical interest to local merchants. This study was prepared to answer these questions with a minimum of bias. Cooperating in the study were the Stillwater Chamber of Commerce and the Market Research class of the School of Commerce at the Oklahoma Agricultural and Mechanical College.

Little scientific research has been used by organizations of business men in the study of consumer buying habits. This report will attempt to show the merchant how and to whom he is losing his trade. Throughout this study many references are made to the "Consumers Shopping Habits by Income and Occupational Groups" by Perham C. Nahl and a comparison of results of the two surveys is made. (It was my purpose to see if there has been a change in buying habits in the past nine years.)

Stillwater, Oklahoma, with a population of about 18,000<sup>1</sup> (1940 census 10,097) is the county seat of Payne county and the home of Oklahoma Agricultural and Mechanical College. It is situated in the north central part of the state near the metropolitan centers of Tulsa and Oklahoma City.

Stillwater is served by State Highways No. 40, and No. 51 and is approximately

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<sup>1</sup> This figure was checked with the Chamber of Commerce and with realtors who gaged the increase of building and multiplied it by the average family unit.

75 miles south of the Oklahoma-Kansas border and approximately 160 miles north of the Oklahoma-Texas border. Oklahoma City (estimated population, 300,000) is about 67 miles southwest, and Tulsa (estimated population, 169,780) is approximately 72 miles east of Stillwater.

The Directory of Manufacturers and Wholesalers in Stillwater, Oklahoma, shows 78 firms with an employment of 726 persons which have an annual payroll of \$1,256,800. The annual payroll of the Oklahoma Agricultural and Mechanical College is \$3,000,000. Industries located in Stillwater include flour milling, feed and seeds, floor furnaces, a cotton gin, and small wholesalers. There are more than 300 business firms of all kinds located in Stillwater for the convenience of shoppers from a wide area.

Stillwater is served by one railroad, the Santa Fe, and two bus lines, the Turner Bus Company and the M. K. & O. The railroad is mainly a freight line, and the two bus lines run shuttle buses between Perkins Corner and Bills Corner. The only direct connection between Tulsa and Oklahoma City is twice a day by the M. K. & O; the rest of the connections are hourly by the shuttle buses. In case of private hire it is possible to go by air because Stillwater owns a modern airport located just two miles north of the city.

The city of Stillwater operates its own light and water plants. These utilities bring in an annual city revenue in excess of \$600,000, providing the operating revenues to support the general government. The Municipal Hospital and Municipal Library provide Stillwater with civic facilities. These buildings were financed by the electric and water revenues. The post office receipts for 1947 were \$144,676 as compared to \$79,715 in 1940 and \$51,102 in 1930. This increase is due in part, no doubt, to the increase in the Oklahoma Agricultural and Mechanical College enrollment.

The city of Stillwater has four grade schools, one junior high, one senior high, and a progressive separate school for negroes. Presently the city is

planning to build more schools. There are about 2,200 students in the Stillwater public schools. Stillwater maintains five parks equipped with playground facilities. It also has five theaters within the city limits, with a drive-in theater to be built south of the KSPI-AM and FM radio station. There is a Catholic church which maintains a parochial school through the first six grades.

In the Stillwater area there are two banks, a building and loan company, and several investment companies to offer banking and investment facilities. The approximate number of stores selling each of the commodities analyzed in this report is shown in Table 15A.

Exhibit 1  
Stillwater Trading Area (Ink Shaded)

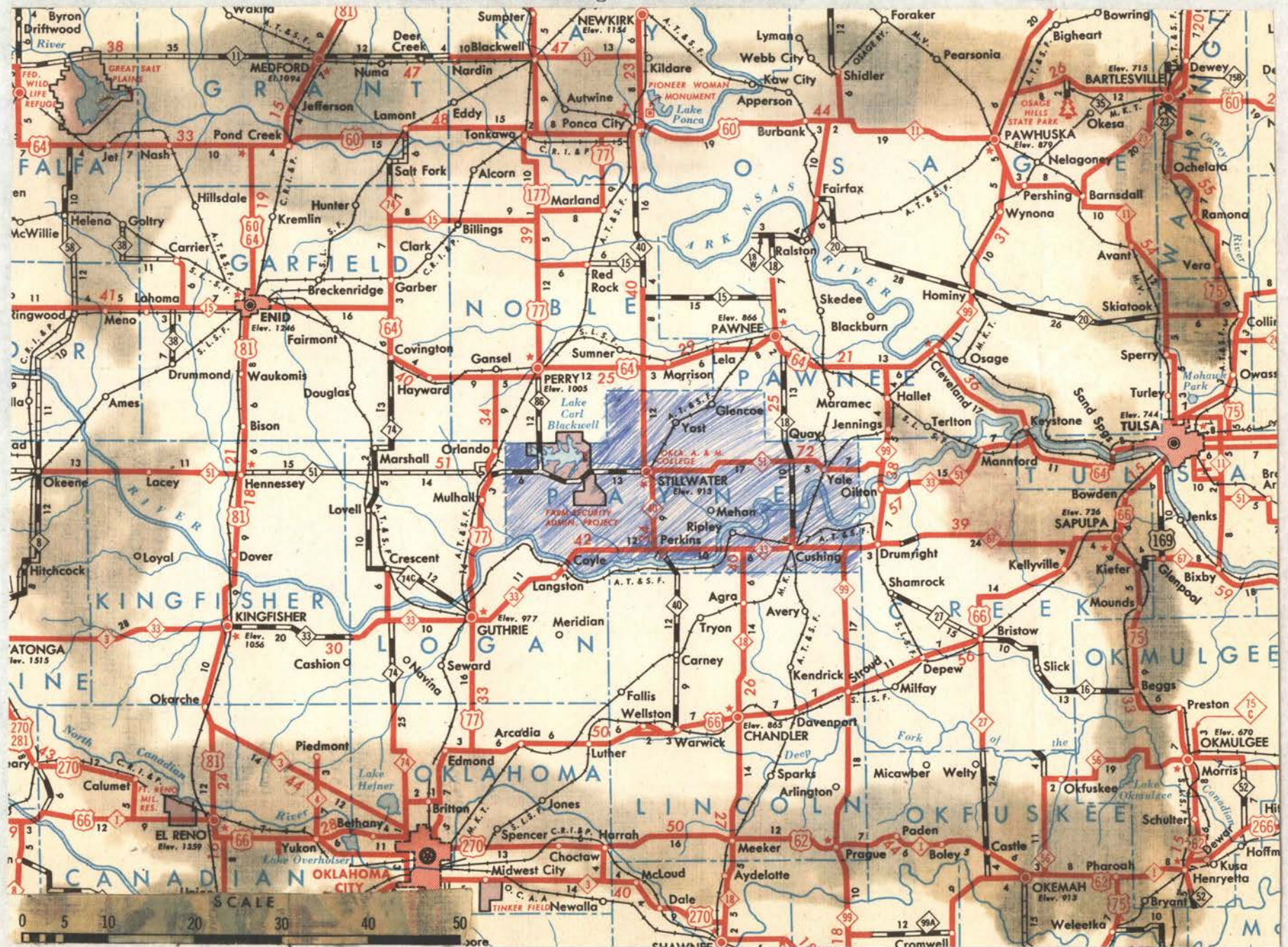


Table 15A

Number of Stillwater Stores Selling  
Commodities Analyzed in This Survey

Commodity	Number of Stores 1939*	Number of Stores 1948**
Automobiles (new)	8	12
Automobile tires and parts (including service stations)	37	40
Children's clothing	15	7
Drugs and toilet articles (including cosmetics)	9	11
Dry goods (piece goods, notions, "white goods")	15	14
Electric items; large (refrigerators, radios, stoves)	19	21
Electric items; small (fans, toasters, irons, lamps)	16	17
Furniture (including second-hand)	21	14
Groceries and meats	32	38
Hardware	9	9
Jewelry and silverware	5	5
Men's clothing (coats, suits, hats)	7	9
Men's furnishings (socks, shirts, ties, underwear)	9	11
Men's shoes	8	9
Rugs, draperies	10	11
Women's accessories (hosiery, lingerie, gloves)	12	11
Women's apparel (coats, suits, dresses, hats)	11	10
Women's shoes	8	10
<b>Total Stores</b>	<b>251</b>	<b>256</b>

Service	Number Providing Service--1939*	Number Providing Service--1948
Chiropractors, osteopathic physicians and surgeons	3	6
Physicians and surgeons***	<u>11</u>	<u>15</u>
<b>Total Medical Service</b>	<b>14</b>	<b>21</b>
Dancing, Swimming	5	5
Golf, bicycle stations, riding academy	7	8
Pool halls, bowling, skating rink	6	6
Theaters	<u>5</u>	<u>5</u>
<b>Total amusements</b>	<b>23</b>	<b>24</b>

Source: \*Perham C. Nahl, "Consumer Shopping Habits by Income and Occupational Groups," Sept., 1939.

\*\*A. N. Harrison, "Inventory of Stillwater Retail Businesses," Oct., 1948.

\*\*\*College staff not included.

## CHAPTER II

## SUMMARY OF FINDINGS

The survey made by Perham C. Nahl of the Stillwater out-of-town shoppers in 1939 showed that 56% of the people at that time shopped in other cities. In this survey there were 51.9% of the residents who indicated that they shop out-of-town. This may be accounted for to a large extent by the decrease over the nine year span in out-of-town shopping done by men, the women taking their place. For further information refer to the Analyses of Survey, part V, page 23.

An interesting phase of this study concerns Mail Order house buying. The average family of Payne county is  $3\frac{1}{2}$  persons to the family. Using this method to determine the approximate number of family units, Stillwater has 5,143 units. The 300 questionnaires showed that approximately 52.3% of those interviewed bought from mail order firms, while in 1939 there was only 44.6% that bought through this media. This increase can partly be accounted for by the improvement of mail order catalogues and availability of a local mail order office.

In this survey, as compared to the Nahl Survey, a new question was added to the questionnaire endeavoring to derive a reliable estimate of the minimum yearly amount of out-of-town buying from Mail Order houses. For the 157 families who buy by mail, the dollar volume amounted to \$10,299. Projected to the total 5,143 family units, the yearly out-of-town mail order purchases from Stillwater would be estimated at an absolute minimum as \$175,013. This means that the merchants of Stillwater are losing some sales to people who normally buy locally.

Various remarks of those interviewed indicated that it would represent a decided gain if the local merchants were to promote a local modern department store. This would not only increase the local merchants' volume; but would also help to increase the size of the trading area. Adequate variety, as point-

ed out in this study, is not found in the local stores as they are now operating.





## CHAPTER III

## PLANNING AND EXECUTING THE SURVEY

The background material for this survey was provided by such recognized texts as Lyndon O. Brown's Market Research and Analysis, How to Conduct Consumer & Opinion Research by Albert B. Blankenship and Marketing Handbook by P. H. Nystrom.

Interviews were made in 300 homes of the Stillwater area. In all 300 homes, the housewife or an adult female was asked questions on the entire family's purchasing habits.

Classification of residents into occupational groupings necessitated a preliminary reading of background material from similar surveys and in several texts.<sup>2</sup> After determining the classification of income groupings, the problem arose as to how the occupations of Stillwater residents may be grouped.<sup>3</sup> As a result of these investigations, a chart was made to show the income groups and the various occupational groups of the city, classified as to the approximate income bracket into which each was most likely to fall.

Upper

Executive  
Merchant  
Lawyer  
Physician  
Other Professional

Middle

Skilled Labor  
Retired  
Teachers  
Clerical (Office)  
Ministers  
Salesmen  
Government employees  
(Federal and Local)

Lower

Store Clerk  
Unskilled Labor  
Domestic Labor  
Unemployed

<sup>2</sup> References: Paul H. Nystrom, Economic Principles of Consumption, (New York, 1931), pp. 173-175; C. H. Sandage, Advertising Theory and Practice, (Chicago, 1936), pp. 160-162; Time, Incorporated, Markets by Incomes, (New York, 1932), Vol. I, II.

<sup>3</sup> For this work, was taken from Perham C. Nahl, "Consumer Shopping Habits by Occupation and Income Groups."

The sample used was divided into three socio-economic income groups, as follows: the upper group, consisting of 25 per cent of the families; a middle group containing 50 per cent of the families; and a lower group containing 25 per cent of the families.<sup>4</sup> These classifications, of course, are not absolutely accurate, for in many of the cases any attempt to place the occupational group into a certain income bracket is at best largely a matter of opinion.

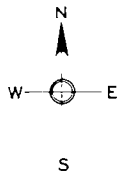
In attempting to set up these classifications no definite income levels have been designated, for a classification of this type is more or less a relative matter.<sup>5</sup> The highest 25 per cent in terms of type of home, occupation, educational level, etc., are listed as upper. In one community this might represent an annual cash income of \$5,000 or more, whereas in another community it might represent an annual cash income of only \$3,000. Regardless of the absolute level, the highest 25 per cent is classified as upper income families. Representatives of several of the occupational groups such as "teachers," could be classified into two different groups. Specific cases taken in either the upper or middle group may be found to have either high or low income for those particular occupations. In a like manner the middle group and the lower group were determined and designated.

A map designating the city areas in terms of these three socio-economic groups was made to aid in conducting the interviews and to assist in determining the income level. Exhibit 2 and 3 reflect this arrangement and classification. This "scatter" is made with the help of the socio-economic map and has achieved from the start a rough but effective combination of area and quota sampling. As an added safeguard in the measurement of trends, accurate records were

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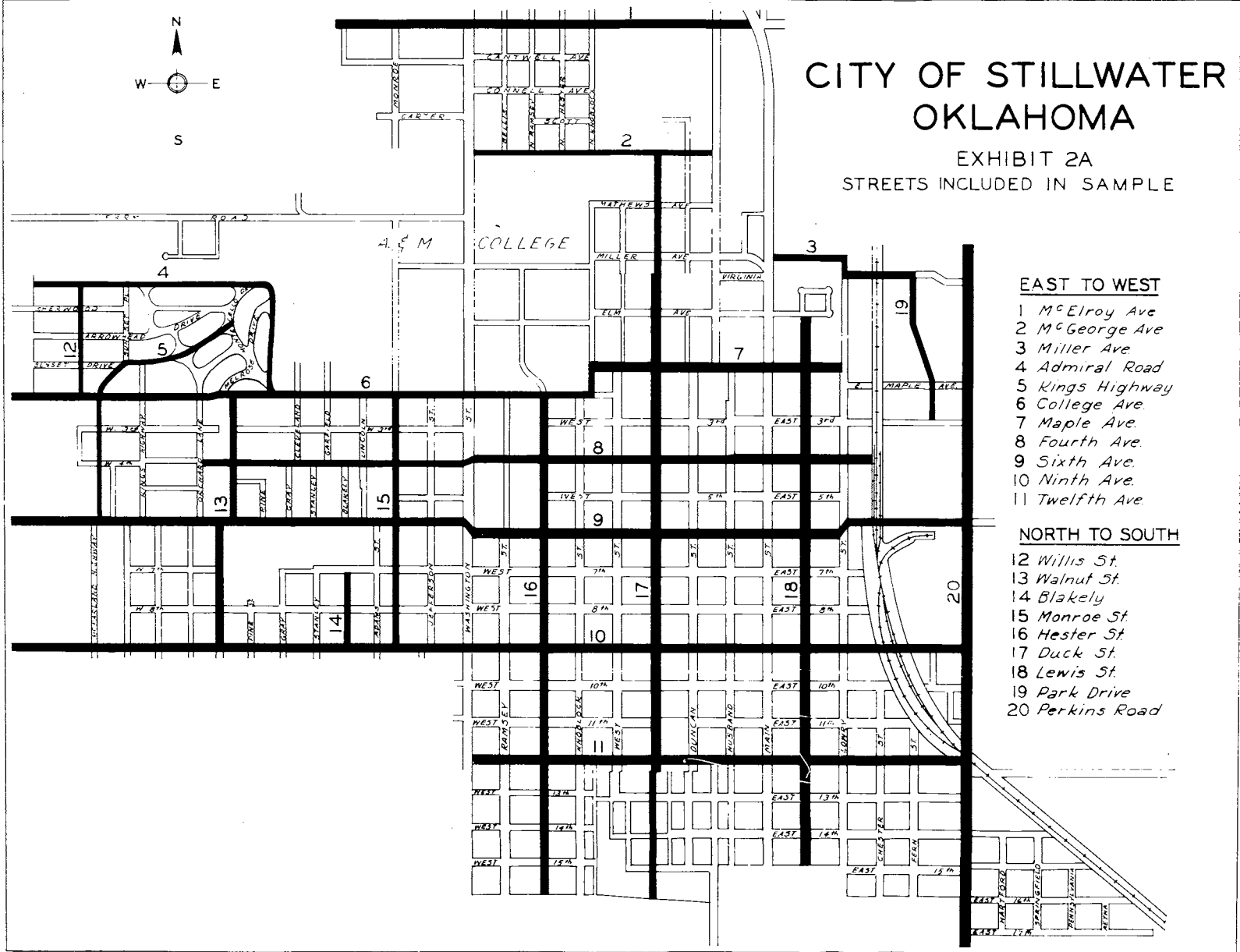
<sup>4</sup> References: P. D. Converse, "Consumer Buying Habits in Selected South Illinois Communities," No. 6.

<sup>5</sup> Marketing Handbook by P. H. Nystrom.



# CITY OF STILLWATER OKLAHOMA

EXHIBIT 2A  
STREETS INCLUDED IN SAMPLE



EAST TO WEST

- 1 McElroy Ave
- 2 McGeorge Ave
- 3 Miller Ave
- 4 Admiral Road
- 5 Kings Highway
- 6 College Ave.
- 7 Maple Ave.
- 8 Fourth Ave.
- 9 Sixth Ave.
- 10 Ninth Ave.
- 11 Twelfth Ave

NORTH TO SOUTH

- 12 Willis St.
- 13 Walnut St.
- 14 Blakely
- 15 Monroe St.
- 16 Hester St.
- 17 Duck St.
- 18 Lewis St.
- 19 Park Drive
- 20 Perkins Road

kept of streets and blocks surveyed in this study. In any succeeding studies it is recommended that adjacent streets or blocks, and odd or even-numbered homes should be used.

The mapping of rental districts in this survey followed that of "Consumer Shopping Habits," the Nahl survey of 1939, in which stillwater real estate agents helped to obtain the rental information. For the purpose of this survey, the 1939 mapping of rental districts seemed adequate although the general rental level may have considerably increased. This decision was reached in view of the following statement:

"Indications are that rents on building, housing, housing units and apartments, are still on the increase," Selph said. "This of course applies to newly constructed units, and properties decontrolled. Since removal of controls, rents have continued to advance in this area, and the trend still seems to be inclined upward. Please understand properties still subject to control still remain at practically the same rent levels."<sup>6</sup>

Some effect on the results of a study of the buying habits of Stillwater might result from interspersed new and old rental units, but the margin of error is insignificant in the writer's judgment from the point of view of the study.

#### Field Force and Field Supervision

Three students from the market research class at Oklahoma Agricultural and Mechanical College helped in making the survey interviews. Each student before making interviews was instructed orally and in writing. There were 100 usable interviews made by each interviewer. Under the guidance of Professor George R. Hill, Department of Business Administration, the interviewers were selected and approved. The following market research students, with my assistance, conducted the interviews: W. F. Haynes, Stillwater, Oklahoma, A. H. Lobsits, Perry, Oklahoma, and P. H. Bryan, Sentinel, Oklahoma. Instructions

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<sup>6</sup> Reference: Stillwater Oklahoma News Press, Friday, Oct. 15, 1948.

given to interviewers were:

"It is urgently requested that, before starting the actual survey, you study the questionnaire as well as the instructions, so thoroughly that you practically memorize both. Be sure that no questions remain unanswered in your mind as to how to properly handle all situations during actual interviewing. Following is a digest of the points discussed orally. It is given to you in this form as a reminder of each item and as a guide to you in your work in the field.

1. This work has no publicity connected with any phase of it; it is not to be followed by any sales literature from any merchant and there is positively no selling scheme involved. It is merely a study project. The interviewer should exercise care in making his opening remarks in such a manner as to lead the respondent at ease to emphasize names and addresses are not needed.
2. You are to call respondents living on the street assigned to you, in order to have a representative sample. Remembering that the sample is to be proportionate, and that each district should be covered in such a manner that an adequate selected sample is taken. Interview one family living in the first and third houses in the first block and in the second block cross to the opposite side of the street and interview likewise one family living in the first and third houses. This is designed to avoid selection of all the best or worst appearing homes on the street.
3. Ask for the lady of the house, and try to see her, on the theory that she is the one best qualified to answer your questions. If she is not at home, the man may undertake to answer the questions. In the majority of cases it is not difficult to procure an interview. A few persons may refuse to cooperate, but thank them and go on to the next interview. Try to make the respondent understand that this work is for study purposes only; that her help is extremely necessary to the success of your efforts; that it will take no more than ten minutes; that it entails no efforts on her part aside from answering a few simple questions.
4. APPROACH: The approach must help to make the person being interviewed as relaxed as possible. It is necessary that you give your name such as "Good afternoon, I am Miss Jones, a student of Oklahoma A. & M. Market Research Class, which is making an investigation of the buying habits of Stillwater residents."
5. OPENING: After the approach is made, ask if she has a few minutes to spare and tell her that there are to be 300 families interviewed and you would like her opinions about local stores. Be sure that she is told that it will require about ten minutes of her time. Try to take as little time as possible in introduction because she might become impatient.
6. QUESTION: Introduce each question in a natural easy conversational manner. Don't "fire" your questions at the respondent like so many explosives. A pleasant, confident, assured, and conversational attitude will prove more effective. Do not dominate the conversation. Let the respondent do most of the talking. This will facilitate a more whole-hearted cooperation from the respondent. Throughout, the interview must be systematic and avoid any hint of bias.

#### QUESTIONS:

1. Fill in closest number of years, unless respondent has lived here less than 6 months (has moved since last March). In this case,

continue with question 2 and skip all the rest of the questions except the ones underlined, i.e., (14,17,20-26).

2. Fill in name of city (and name of state, if outside of Oklahoma.)
- 3-4. If answer is "Yes," check proper blank and ask where respondent shops out of town. If Tulsa or Oklahoma City, check proper blank following question 4, or fill in other in third column. Then, if answer to 3 is "No," skip all questions except underlined ones, namely (14, 17, 20-26) which must still be answered.
- 5-7. The questions should be asked as given and the proper column checked. Y is "Yes," N is "No," S is "About the Same." If respondent answers "No," be sure to find out if she believes (prices) are cheaper in Stillwater. If she does not, check "S." First column is for Oklahoma City only; second column is for Tulsa only; third column for other outside center, whichever is applicable to shopping practices of respondent.
- 8-10. Same instructions as to checking columns. A "social trip" will include such things as concerts, plays, expositions, special trips to visit friends, etc. A business trip for business purposes is normally made by the man of the family and does not include special trips for shopping purposes. Special shopping trips will not be considered as either social trips or business trips.
11. Check "yes" or "no." If "yes," fill in number after "Q."
12. I is "Increased;" D is "decreased;" S is "About the Same."
- 13-14. Self-explanatory. If the family owns a truck only, indicate under "remarks" at the end of the questionnaire.
15. Ask this question and let the respondent tell you the items which she normally buys out of town. Then ask about all other items which she has not mentioned. Women's apparel-- coats, suits, dresses, hats, etc. Women's accessories-- hosiery, lingerie, gloves, purses, etc. Men's furnishings-- socks, shirts, ties, underwear, etc. Men's clothing-- coats, suits, hats. Dry goods-- piece goods, notions, "white goods." Drugs and toilet articles-- include cosmetics. Large electric items-- refrigerators, radios, stoves. Small electric items-- fans, toasters, irons, food mixers, lamps. Amusements-- theaters, plays, fairs, expositions, concerts. The foregoing will enable us to definitely determine that such items are or are not purchased.
16. Check--regularly, occasionally, or never. Ask if purchased from a mail order house, and fill in city name. Do the same for mail order purchases from department stores.
17. Be very careful about this question, it may be personal. Attempt to secure an estimate of average annual purchases.

If they appear reluctant to give an answer, do not urge them but rather pass on to the next question.

18. Ask this question as given, for each outside shopping center. Check twice the first reason given; check once all other reasons. Do not suggest answers or ask leading questions.
19. Check closest of the six categories, e.g., if answer is "every two weeks," check "Twice a month."
20. Be sure to check all newspapers read.
21. Be sure to check all radio stations tuned in to regularly by respondent.
- 22-23. Self explanatory.
- 24-25. Try to get occupation as clearly as possible so as to aid in estimating the income. If more than one person is employed, find out the occupations of others, and their approximate ages. By careful questioning try to determine whether it is full-time or part-time employment.
26. Insert all remarks which you believe will be helpful in tabulations. After asking this question check the column as to your opinion of whether they think it is Satisfactory, Good, or Poor if any other remarks put them into the line left for remarks.

Do not fake an answer but be truthful. You are the sole judge as to the truth in their answers. At the conclusion of an interview but before going to the next home it is imperative that you enter the address at which the interview was conducted on the upper right hand margin of the interview form.

After leaving the home and before making the next interview look over the questionnaire that you have just taken and see if all questions have been answered. If you have left a question blank, fill it in from memory, then hurry on. It is better to have no answer than the wrong one."

A careful study was made to choose the proportion of interviews to be made in Stillwater on the basis of the approximate population in each district. There were 300 interviews taken from a community of 18,000 population. This means approximately 6 per cent of the family units. After consideration, it was decided to use the "selected sample" method. The published cross classification directory of Stillwater was used to find the most uniformly residential streets which would give a good cross section where possible running through the several rental levels of the town. The streets selected are shown in Exhibit 2A, page 11.

The writer made follow-up checks on the work of interviewers. This test-checking, of course, was unknown to the original interviewers. It was considered important to establish the fact that interviews were properly made at the homes assigned and with the proper person to insure soundness of the sample. The interviews were made during the last two weeks in October and the first week in November, 1948.

### The Questionnaire

The questionnaire was mimeographed and limited in length to one side of an "8½ by 14" sheet of paper. This allowed for the asking of 25 questions.

The questionnaire follows the pattern of that used by Mr. Perham C. Nahl's "Consumer Shopping Habits by Occupation and Income 1939." Three additions were made and one question was omitted. By following this plan greater validity results in comparisons of this study and that of 1939. The additions made to the questionnaire were designed to check the influence of the recently installed local radio station upon buying habits, and to ascertain the extent of mail order buying.

The questionnaire used in this study follows Exhibit #3.

Exhibit 3  
QUESTIONNAIRE USED IN  
STILLWATER BUYING HABITS SURVEY

1. How long have you lived in Stillwater? Years \_\_\_\_\_
2. Where did you live before moving to Stillwater? \_\_\_\_\_
3. Do you ever shop outside of Stillwater Y \_\_\_ N \_\_\_ Where \_\_\_\_\_
4. Where do you prefer to shop? O.C. \_\_\_\_\_ Tulsa \_\_\_\_\_ Other \_\_\_\_\_
5. Do you believe the PRICES of the articles you buy in (city) are less than the prices of the same articles in Stillwater stores?.....Y \_\_\_ N \_\_\_ S \_\_\_
6. Do you think that the stores at which you trade in (city) carry a greater VARIETY of goods than are carried in Stillwater stores?.....Y \_\_\_ N \_\_\_ S \_\_\_
7. Do you think that these stores in (city) carry better QUALITY goods than Stillwater stores?.....Y \_\_\_ N \_\_\_ S \_\_\_
8. Do you have relatives or acquaintances whom you visit in or near (city)?.....Y \_\_\_ N \_\_\_ S \_\_\_
9. Do you make social trips to (city)?.....Y \_\_\_ N \_\_\_



10. Do you make business trips to (city)?.....Y\_N\_ Y\_N\_ Y\_N\_  
 11. Do you have any charge acc'ts in (city)?...How many? Y\_N\_Q\_  
 12. Has your out-of-town shopping increased, decreased or remained about the same in the last two years?.....I\_D\_S\_ I\_D\_S\_ I\_D\_S\_  
 13. What means of transportation do you use when you go out of town to shop? Bus\_\_\_\_, Own car\_\_\_\_, Drive with friends\_\_\_\_, Other (specify)\_\_\_\_  
 14. Does your family own a passenger car? Y\_N\_, Make\_\_\_\_  
 15. What commodities do you and your family usually buy out of town? Where purchased:

	O.C.	Tulsa	Other (specify)	O.C.	Tulsa	Other
Women's apparel				Jewelry & silverware		
Women's shoes				Drugs & Toilet art.		
Women's accessories				Groceries and meats		
Children's clothing				Hardware		
Men's shoes				Large electric items		
Men's furnishings				Small electric items		
Men's clothing				Automobiles		
Furniture				Auto tires and parts		
Rugs, Drapes				Amusements		
Dry goods				Medical service		

16. How often do you buy by mail? Reg.\_\_\_\_, Occ.\_\_\_\_, Never\_\_\_\_, MO House?\_\_\_\_, Dept. St?\_\_\_\_  
 17. What would you estimate as to the probable yearly amount of out-of-town buying from Mail Order Stores? \$\_\_\_\_ By mail from dept. stores? \$\_\_\_\_  
 18. For which of the following reasons did you buy the item listed under question 15 which you have last purchased out of Stillwater?  
 More con- Better Wider Better Make trip anyway Other reasons  
 venient Prices Variety Quality Business Social (specify)

O.C. \_\_\_\_\_  
 Tulsa \_\_\_\_\_  
 Other \_\_\_\_\_

19. About how often do you shop in (city)?  
 Once a Week Twice a month Once a Month 3-4 times a yr. Less freq. Never

O.C. \_\_\_\_\_  
 Tulsa \_\_\_\_\_  
 Other \_\_\_\_\_

20. What newspapers do you read regularly? Stillwater Press\_\_\_\_ Daily Oklahoman\_\_\_\_  
 Okla. City Times\_\_\_\_ Tulsa Tribune\_\_\_\_ Tulsa World\_\_\_\_ Other Papers\_\_\_\_

21. What radio station do you listen to regularly?  
 Stillwater\_\_\_\_ Oklahoma City\_\_\_\_ Tulsa\_\_\_\_ Others (specify)\_\_\_\_

22. How many persons in household? Adults\_\_\_\_ Children (15 or under)\_\_\_\_ Total\_\_\_\_

23. How many in household are employed? 1\_\_\_\_ 2\_\_\_\_ 3\_\_\_\_ More than 3\_\_\_\_

24. What is occupation of head of family? \_\_\_\_\_  
 Nature of Occupation Industry or Company

25. Occupation of others gainfully employed? \_\_\_\_\_

26. What do you think of Stillwater as a place to shop? S\_\_\_\_ G\_\_\_\_ Poor\_\_\_\_

Remarks \_\_\_\_\_

Interviewer \_\_\_\_\_ Date \_\_\_\_\_

CHAPTER IV  
TABULATION OF RESULTS

The completed questionnaires were checked for adequacy and accuracy. When major errors or omissions were discovered, the questionnaire was discarded and additional interviews were scheduled to complete the interviewers' assigned quota. There were 300 complete schedules which were used as the basis for conclusions.

Division Into Occupational Groups

The questionnaires were divided into occupational groups. There were sixteen sub groups: Executive, Merchant, Lawyer, Physician, Other Professional, Skilled Labor, Retired, Teachers, Clerical (Office), Ministers, Salesmen, Government Employees (Federal and Local), Store Clerk, Unskilled Labor, Domestic Labor, and Unemployed. These were regrouped into nine--Merchants, Executive, Professional, Skilled Labor, Retired, Clerical, Saleswork, Common Labor, and Unemployed.

While it is recognized that the above grouping lacks homogeneity within certain groups (e.g., the combination of "inside" and "outside" salesmen into the saleswork category), such a scheme was necessary for adequate statistical sample. Only groups of fifteen or more would give any valid trends. Hence it was felt that a smaller number of classifications, while losing some internal homogeneity, would facilitate the analysis and would not detract from the validity of the results.

Division Into Income Groups

The major problem was to separate the returns according to incomes. For this survey half of the returns were considered in the middle group and one-fourth in each of the other two. This separation was made giving weight to the following indicative factors: occupation,<sup>7</sup> number employed in the family, and rental dis-

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<sup>7</sup> See the classification of occupations according to incomes, p. 12.

trict. This scheme of income group classification encountered disturbing factors such as large dollar income individuals who because of scarcity in housing facilities may be found living in low rental areas. Too, high income families may be located in low rental areas, awaiting better accommodations. However, these abnormal cases were not of sufficient importance to justify excepting them in the general scheme of income classification. It is true that classifying under this method is somewhat arbitrary, but what is sought is "normal trends," and such a method seems justifiable for this purpose.<sup>8</sup>

In the process of classification, street addresses were marked on each interview schedule as a check on the proper rental district, although, of course, the identity of the person interviewed was in no way disclosed.<sup>9</sup>

#### Checking for Consistency

The completed questionnaires were mixed in a random manner and numbered from 1 to 300. There were certain statistical tests used to test for consistency showing the entire sample and the same test applied to part-samples, as shown in Exhibits 5-10. The methods used to show the validity of the results were "cumulative frequency method" and the "group rotation method."<sup>10</sup>

The entire group of 300 questionnaires was tested for reliability, as shown in Exhibit 5. A graph is shown in Exhibit 5 indicating that after the first 150 questionnaires, little variation in results would be found with the addition of a larger number of interviews.

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<sup>8</sup> For a more thorough discussion of income groups see Perham C. Nahl's, Retail Trading Area Analysis.

<sup>9</sup> Interview schedules were not available to anyone except the writer who tabulated the results.

<sup>10</sup> No attempt will be made here to explain the mechanics of these checks for consistency. For a brief explanation, refer to Lyndon O. Brown's Market Research and Analysis, pp. 311-323, or to any standard text on statistics.

As another check for consistency sub-groups were tabulated in a similar fashion, using different questions for each table. This step was also taken to avoid the error of assuming that a check on the entire sample will validate all statistical conclusions although drawn from smaller and smaller sub-samples. An analysis was made of the sub-group "out-of-town shoppers," using 150 cases as shown in Exhibit 6. Conclusions drawn from this portion of the study appeared to be reliable.<sup>11</sup>

For additional reliability a third check was made to the sub-sub-group "shoppers who prefer Oklahoma City." Exhibit 7 shows that any conclusions drawn from these 90 cases appeared statistically reliable. Out-of-town shoppers in each income group were next checked. There were 60 families in the upper income group; 60 cases in the middle; and 10 cases in the lower group who shopped outside of Stillwater. Exhibits 8, 9, and 10 show that results will be statistically valid for the upper and middle income groups, but that there are too few "shoppers" in the lower income group for adequate analysis. Consequently, conclusions drawn on the basis of the 10 cases of the lower income shoppers will be only indicative, rather than conclusive.

Although these same validity checks, which were applied to certain occupational groups (professional, skilled labor, and retired) showed that these three smaller groups would be reliable, it is felt that probably any group containing fewer than fifty cases should not be accepted as conclusive. The reader should keep in mind that results based on smaller groups are merely indicative because of the high proportionate variation in results which would occur if even one answer were changed.

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<sup>11</sup> Exhibit 5 is included in the text of this report as an illustration of the method of checking for reliability. Exhibits 6-10 may be found in the Appendix.

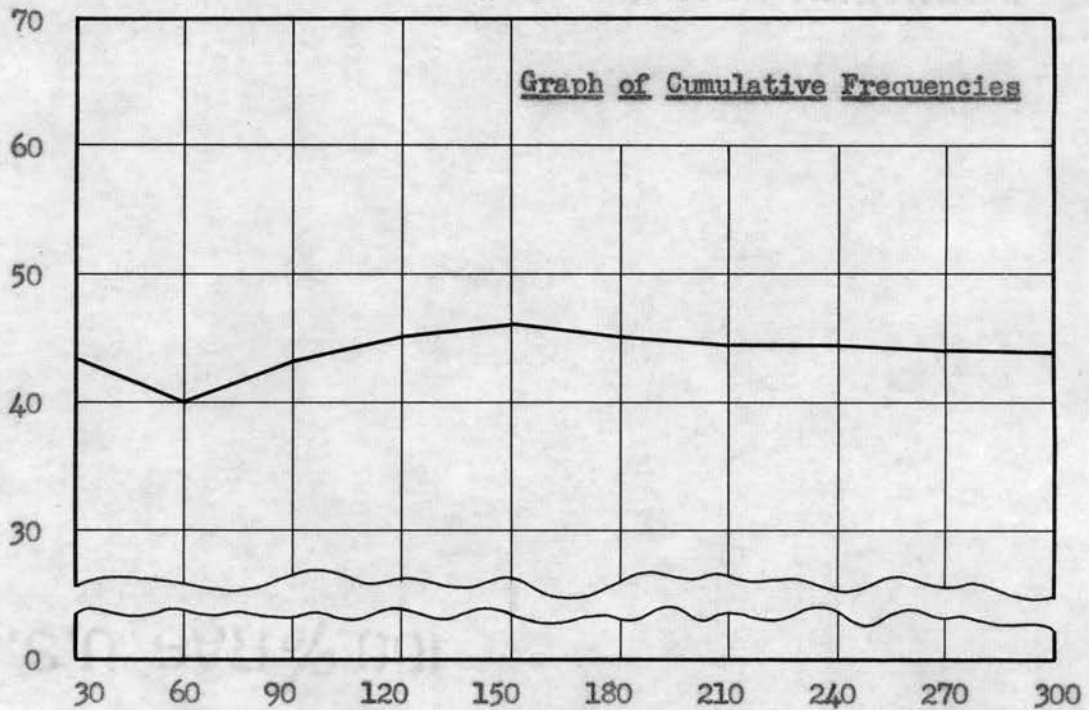
## Exhibit 5

Checking for Reliability  
(Entire Sample)  
(300 questionnaires)

A-Table of Cumulative Frequencies (Cumulative Frequency Method)

<u>Group Number</u>	<u>Frequency of Occurrence</u>	<u>Cumulative Frequency of Occurrence</u>	<u>Cumulative Number of Cases</u>	<u>Cumulative Percent of Occurrences</u>
1	13	13	30	43.3
2	11	24	60	40.0
3	15	39	90	43.3
4	15	54	120	45.0
5	15	69	150	46.0
6	12	81	180	45.0
7	12	93	210	44.3
8	14	107	240	44.5
9	12	119	270	44.0
10	12	131	300	43.7

Cumulative Percentage Living in Stillwater Ten or More Years



Cumulative Number of Questionnaires

B-Table of Differences (Group Rotation Method)

<u>Groups</u>	<u>Frequency of Occurrence</u>	<u>Groups</u>	<u>Frequency of Occurrence</u>	<u>Difference of Occurrence</u>	<u>Smallest % of Occurrence</u>	<u>Allowable Difference of Occurrence</u>
I 1,2,3,4,5	69	6,7,8,9,10	62	7	41.3	17
II 2,3,4,5,6	68	7,8,9,10,1	63	5	42.0	17
III 3,4,5,6,7	69	8,9,10,1,2	62	7	41.3	17
IV 4,5,6,7,8	68	9,10,1,2,3	63	5	42.0	17
V 5,6,7,8,9	65	10,1,2,3,4	66	1	43.3	17

There were other methods used to check the reliability of the sample that gave similar results but details are not included in this thesis.

#### Tabulation Procedure

A tabulation work sheet was made on each question asked. In order to eliminate errors in tabulation, it was possible to check results in at least three ways, through separate tabulation by income groups, by occupational groups, and by totals. This helped to make unnecessary additional checks for errors.

Table 15B

A Comparative Ranking of Goods Purchased  
By Out-of-Town Shoppers of Five Cities

(Percentages indicate proportion of  
out-of-town shoppers buying each commodity.)

	Lindeman (1933) (1)	Read (1937) (2)	Nilsson (1930) (3)	Nahl (1939) (4)	Harrison (1948) (5)
Women's apparel	67.9	66.7	57.0	85.8	70.5
Women's shoes	29.5	43.1	54.5	59.4	55.1
Women's accessories	22.3	25.6	44.2	40.6	36.5
Amusements	--	--	--	40.6	6.4
Children's clothing	22.3	30.8	31.5	18.1	44.2
Men's clothing	6.3	38.5	33.3	32.3	21.8
Men's furnishings	--	25.1	26.7	14.2	26.3
Men's shoes	3.6	20.5	32.7	12.3	18.6
Dry goods	10.7	17.9	25.4	23.2	17.3
Furniture	1.8	16.9	18.8	29.7	21.8
Medical Service	--	--	--	24.5	26.3
Rugs and Drapes	4.5	16.4	--	16.8	18.6
Drugs and toilet articles	4.5	14.9	4.8	9.7	3.8
Jewelry and silverware	1.8	13.8	6.1	9.7	10.9
Large electric items	--	6.2	(3.6)	8.4	4.5
Small electric items	--	8.2	--	7.1	2.6
Hardware	.9	4.1	3.6	11.0	3.2
Automobiles	--	--	--	5.2	1.9
Auto tires and parts	.9	4.6	5.5	7.7	1.9
Groceries and meats	--	9.7	1.8	3.9	7.1

City	Greensboro N.C.	Elgin Ill.	Elyria Ohio	Stillwater Oklahoma 1940	Stillwater Oklahoma 1948
Population	53,600	36,000	25,600	10,000	18,000
Number of out-of-town shoppers in sample	112	195	165	155	156

## Sources:

- (1) David S. Lindeman and others, A Survey of the Greensboro Retail Trading Area (Greensboro, 1933), p. 16.
- (2) Eaton Van Wert Read, An Analysis of the Retail Trading Relationships of Elgin, Illinois: A Satellite City (Chicago, 1938), p. 66.
- (3) Oberlin College, Survey of Consumer Buying Habits in Elyria, Ohio (Elyria, 1930), p. 4.
- (4) Perham C. Nahl, Consumer Shopping Habits by Income and Occupational Groups (Stillwater, 1940).
- (5) A. N. Harrison, A Comparison Between the 1939 and 1948 Shopping Habits of Stillwater Residents by Income and Occupational Groups (1948).

CHAPTER V  
ANALYSIS OF SURVEY

This section deals with a detailed breakdown of the principal results shown in this study. In the section on conclusions there will be found a summarization taken from this study. For further details refer to the Appendix for different tabulations.

Total Out-of-Town Shopping

In this survey there were a little over half of the people that shopped out-of-town, 51.9%. This, compared with the 1939 survey which showed 56%, indicating that in spite of the nine year span results are quite comparable. Results indicate that as income per capita increases, the percentage of out-of-town shopping increases. Table 3 shows that there are 76.8% of the people in the upper group who shop out of town, as compared to the lower-income group figure of 20.5%. This shows that as income decreases, so does the out-of-town shopping.

In analysis of the occupational groups it is well to notice that the largest percentage of out-of-town shoppers fall in the professional group, 73.5%, and the lowest percentage of out-of-town shoppers is found in the common-labor class, 24.3%. The 1939 survey report showed that 86% of the professional people shopped out-of-town while only 24% of common labor group shopped out-of-town. In the other occupational groups it is well to notice that approximately 34% to 75% of these people surveyed, shop out-of-town. There were 144 people who stated that they did not shop out-of-town. This means that the Stillwater business district retains the entire trade of just under half of the families buying, although almost half of those who do not buy out-of-town are in the lower-income group.

Outside Trade Centers Patronized By Shoppers

Of the 156 shoppers who shop outside of Stillwater there are 62.8% that



Table 3  
Do You Ever Shop Outside of Stillwater?

	Income Group				Occupational Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
Number	300	78	149	73	22	28	49	33	57	36	15	37	23
Percent	100.0	26.0	49.7	24.3	7.2	9.2	16.2	10.9	19.0	11.9	4.9	12.2	7.6
Yes	No.	156	60	81	15	16	21	36	16	24	15	11	9
	%	51.9	76.8	54.9	20.5	72.6	64.9	73.5	48.4	42.3	41.6	73.2	24.3
No	No.	144	18	68	58	6	7	13	17	33	21	4	28
	%	48.1	23.2	45.1	79.5	27.4	35.1	26.5	51.6	57.7	58.4	26.8	75.7

Table 4  
Where Do You Prefer to Shop Outside of Stillwater?

	Income Group				Occupational Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
Number	156	60	81	15	16	21	36	16	24	15	11	9	8
Percent	100.0	38.4	51.9	9.7	10.3	13.5	23.1	10.3	15.4	9.6	7.0	5.8	5.0
Oklahoma	No.	98	48	46	4	8	14	31	11	13	9	7	1
City	%	62.8	80.0	56.7	26.6	50.0	66.7	86.2	68.8	54.2	59.9	63.7	11.1
Tulsa	No.	25	9	13	3	5	5	2	4	3	3	1	2
	%	16.0	14.9	16.0	20.0	31.3	23.8	5.5	16.7	20.0	27.3	11.1	25.0
Cushing	No.	7	-	4	3	-	1	-	2	-	-	4	-
	%	4.3	-	4.9	20.0	-	4.8	-	8.3	-	-	44.4	-
Other	No.	26	3	18	5	3	1	3	5	3	1	3	2
	%	16.7	5.1	22.3	33.4	18.7	4.8	8.3	31.2	20.8	20.1	33.4	25.0

prefer Oklahoma City to other outside trade centers. This is a 13.3% decrease in this preference over the 1939 report which showed 76.1%. Factors which might affect the larger portion going to Oklahoma City are its locality, less traffic hazards, and size. People seem to prefer to go to a larger city to shop. The people living in Oklahoma City of the upper income group may go to Dallas to trade and so on.

Table 4 shows Tulsa is a strong second contender for out-of-town shoppers as it won about one-fifth of the shoppers' preference. Oklahoma City is the choice of the upper income group by a large margin. The same tendencies were found for the middle and lower classes.

Cushing is the third city favored by out-of-town shoppers. Here the middle and lower groups predominate in the buying. Out of the 7 who shop in Cushing only 3 preferred it to others. Nearly one-third of the lower-income group prefer to shop to some extent in nearby shopping centers, three for Cushing, one for Perkins, one for Perry, one for Pawnee, one for Ponca City, one for Guthrie, and the remainder of this group shopped in distant towns for some such reasons as relatives whom they visit regularly. Of this group only 24.3% preferred to shop out-of-town. Common laborers and retired persons trade in Cushing and other close-by cities, because of friends and relatives. Many of the common labor groups have moved to Stillwater for jobs on construction work on new college buildings and city jobs. In the middle class there were 4.9% who shopped in Cushing and only 4.3% who preferred to shop there. The foregoing indicates very little change in the buying habits in these groups since 1939.

#### Newspaper Reading Habits of Shoppers

Another factor which may influence the outside trade center is the newspaper read by a family. Table 20A shows the number of people who are out-of-town shoppers according to their preferred metropolitan newspaper. It is interesting to note that the number of out-of-town papers purchased in 1948 is much

less than in 1939. This may be accounted for by the improvement in the Stillwater newspaper, by the merger of the Stillwater Press and the Stillwater News. In this survey there were only two people who subscribe to Tulsa papers who shop in Oklahoma City and only 14 people who shop in Tulsa that take the Oklahoma City papers.

It is interesting to note that out of the 300 people surveyed 63.2% took Oklahoma City papers. If you multiply 63.2% (the percentage of people taking the Oklahoma City Times and Daily Oklahoman Newspaper) by 5,143 (the family unit in Stillwater) the result is 3,249 Oklahoma City papers which would be sold in Stillwater. By checking with the newspaper office it was disclosed that there were actually 3,225 Oklahoma City papers sold in Stillwater. The above analysis proves the validity of the process to be used.

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Table 20A

Newspapers Read by Out-of-Town Shoppers

Newspapers Read	Shoppers who shop in Oklahoma City (98)		Shoppers who shop in Tulsa (25)		Shoppers Who Shop in other centers (21)	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Daily Oklahoman (OC)	64	65.3	10	40.0	9	42.9
Oklahoma City Times (OC)	30	30.6	4	4.0	5	23.8
Tulsa World (T)	1	1.0	10	40.0	3	14.3
Tulsa Tribune (T)	1	1.0	5	20.0	1	4.8
Other "outside" papers	2	2.1	-	-	4	19.0
Totals	98	100.0	26	104.0*	22	104.8*

\*Totals are greater than 100% because some families take more than one "outside" paper.

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Reasons For Out-of-Town Shopping

There are many reasons for out-of-town shopping. An attempt has been made to answer the following questions: (1) Why are Stillwater business men losing some trade to other cities? (2) What do people buy out-of-town? (3) What

Table 18 A

Relative Importance of Conscious Reasons for Out-of-town  
Shopping, By Income and Occupational Groups  
(Weighted\*, and Expressed as Per Cent of Total Reasons)

	Income Group				Occupational Groups								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Shoppers	156	60	81	15	16	21	36	16	24	15	11	37	23
Reasons Given													
Better Prices	16.5	11.8	17.8	28.6	15.0	5.5	14.8	24.9	27.1	12.3	5.4	23.9	19.5
Greater Variety	50.9	68.4	41.5	31.6	40.1	52.6	64.3	32.8	33.2	46.8	53.9	11.2	29.9
Better Quality	6.2	7.4	4.2	12.3	12.2	5.2	7.5	5.7	2.9	-	21.1	22.3	32.6
Business Trip	8.5	4.1	12.3	5.4	6.3	20.1	4.9	5.1	3.1	6.1	1.4	3.7	-
Social Trip	14.4	7.0	18.5	22.1	26.4	6.1	6.9	26.8	24.1	31.9	12.5	29.6	9.7
Other	3.5	1.3	5.7	-	-	10.5	1.6	4.7	4.6	2.9	5.7	9.3	8.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

\*For weighting procedure, see footnote 16.

Table 5A-11A

Answers to Questions Which Might Influence Out-of-Town Shopping  
(Expressed in Per Cent Answering "Yes"\*)

	Income Group				Occupational Groups								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Shoppers	156	60	81	15	16	21	36	16	24	15	11	37	23
Questions asked													
(5) Better Prices	46.8	33.3	49.4	66.7	62.5	42.8	30.5	31.2	50.0	46.7	72.8	66.7	62.5
(6) Greater Variety	82.7	90.0	85.0	40.0	93.8	66.7	100.0	93.8	62.6	93.3	100.0	33.3	75.0
(7) Better Quality	30.0	30.0	30.8	26.8	56.6	23.8	27.7	31.2	25.0	40.0	45.5	-	12.5
(10) Business Trip	57.0	70.0	50.6	40.0	56.3	76.2	63.9	56.2	41.7	46.6	72.8	55.6	12.5
(9) Social Trip	60.9	63.3	56.6	53.3	68.8	80.9	63.9	50.0	66.7	26.7	72.8	55.0	37.5
(8) Relatives and Acquaintances	57.7	56.6	59.3	53.3	68.8	52.4	59.3	56.3	62.5	66.7	54.6	33.3	50.0
(11) Charge Accounts	39.7	50.0	34.5	26.6	31.3	66.7	41.6	18.7	25.0	66.7	36.3	33.3	25.0

\*For complete tabulation, see Tables 5-11.

can Stillwater business men do to retain this trade? Questions 5 through 11 of the questionnaire were designed to determine the answers to the above question. The questionnaire makes no direct attempt to ask point blank "Why." Rather, the answer is derived from analyses and trends.

Weights were assigned to each reason given for shopping in the preferred centers and the relative importance of each was calculated as is shown in Table 17A. Greater variety accounted for one-half of the reasons for distant shopping. As the per capita income decreases, better price becomes a major factor in out-of-town buying. Executive, professional and clerical people felt that Stillwater lacked variety, whereas the 1939 survey showed that merchant and clerical groups felt that variety was the main factor. Lack of variety seems a natural reason for it may not be profitable for the Stillwater merchant to stock many occasional items upon their shelves as can be done by metropolitan stores.

The executive group is least affected by the price factor, and retired individuals are most affected by the price factor. The price influence is increasingly evident as a factor in the lower income groups, and is relatively of small influence in the upper group. Better quality was comparatively unimportant as a conscious reason accounting for less than 7% of all answers. In the 1939 survey this factor accounted for only 4.5% of all answers.

Social trips affect consumer out-of-town buying more than business trips. This also was the conclusion of the 1939 survey. A few more people buy out-of-town now for social reasons (14.4%) than they did in 1939, (10.0%). As variety becomes less important as a reason for out-of-town buying, so do social reasons, and the price factor plays a more predominant role.

Table 5A-11A answers the questions which might influence out-of-town shopping. The answers come from these questions in the questionnaire: (5) Do you believe the prices of the articles you buy in (preferred city) are less than the prices of the articles in Stillwater stores? (6) Do you think that

the stores at which you trade (preferred city) are less than the prices of the articles in Stillwater stores? (7) Do you think that these stores in your preferred city carry better quality goods than Stillwater stores? (8) Do you have relatives or acquaintances whom you visit in or near your preferred city? (9) Do you make social trips to your preferred city? (10) Do you make business trips to your preferred city? (11) Do you have any charge accounts in your preferred city?

It is interesting to note that there are many differences between the "conscious", Table 18A, and the "unconscious" shopper, answers Table 5A-11A.<sup>12</sup> In general both tables show that variety definitely is a major factor in shoppers' reasons for buying out-of-town. The unconscious answer shows that price actually played a larger role than is indicated in conscious answers. Also, it is noteworthy that the business trips (10) actually played a more vital role than indicated by conscious answers, Table 18A. A smaller portion of merchants gave the "unconscious" answer to the fact that they shopped out-of-town for business than they did in the conscious answer. Better quality tends to remain the smallest reason for out-of-town shopping. This is shown by Table 5A-11A. In comparison with the 1939 chart, the findings are almost identical.

Charge accounts were used as a factor in considering the reasons for out-of-town buying, but were proven to be a result and not a cause except in one case. This case was an educated negress who said that Oklahoma City stores were much more willing to extend her credit than Stillwater stores. From this

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<sup>12</sup> Weighting was done by: When the respondent gave only one reason, it was weighted 100.0%. When more than one reason was given, the double checked reasons were weighted twice as much as each other on given, e.g., if two reasons were given, then the preferred reason was 67.0% and the other was 33.0%. Thus, if four reasons were given, they were weighted 40.0%, 20.0%, 20.0%, and 20.0%, and so on.

survey, it is clear that the upper income group uses charge accounts 2 to 1 over the middle or lower groups. The lower group had only four people that charged. Two of the four people who charged were students. People are still following the same practice in the use of charge accounts as they did in the 1939 study.

The factor of reading metropolitan newspapers may affect the out-of-town shopping. This was discussed in connection with the type of newspapers read by out-of-town shoppers, but a closer correlation was shown by newspapers read for those who do and do not shop out-of-town. Table 20A shows this study. Two-thirds of the people who shop out-of-town read the metropolitan daily newspaper, while only one-third of the local Stillwater shoppers read metropolitan newspapers. This trend was shown by the 1939 survey, and in other surveys which have found that people who shop out-of-town take more metropolitan newspapers.<sup>13</sup>

Table 20B

Shopping Habits of Stillwater Families  
By Reading of Metropolitan Daily Newspapers

	<u>Read Oklahoma City</u> <u>or Tulsa Daily Paper</u>		<u>Read No Oklahoma City</u> <u>or Tulsa Daily Paper</u>		<u>Total</u>	
	<u>No.</u>	<u>Per Cent</u>	<u>No.</u>	<u>Per Cent</u>	<u>No.</u>	<u>Per Cent</u>
Do Shop out-of-town	140	65.3	116	18.6	156	51.9
Do not shop out-of-town	74	34.7	70	81.4	144	48.1
Total Families	214	100.0	86	100.0	300	100.0

Shopping and Automobile Ownership

The automobile, associated with out-of-town shopping plays a role in the

<sup>13</sup> In other studies this relationship has also been shown. See especially Eaton Van Wert Read, An Analysis of the Retail Trading Relationships of Elgin, Illinois--A Satellite City (Chicago, 1939), page 71.

transportation of families going out-of-town to shop. Table 14A shows the relationship of car ownership and out-of-town shopping of all people interviewed. There are 59.7% of the people who shop out-of-town who own passenger cars. Only 40.3% who own cars do not shop out of town. The families who do not own cars tend to purchase more in Stillwater. Only 33.7% of the families owning no cars trade in other cities, while 66.3% do not shop out-of-town at all. Of the 156 people who shop out-of-town, 70.5% use their own cars. This leaves only a small percentage using other methods of transportation. Reference to this can be had in Table 13 of the Appendix. A study of the "Consumer Shopping Habits of 1939" reflects approximately the same proportions.

Classification of shoppers by the age of the car owned shows that people going out-of-town have the later model cars by two-thirds majority. Table 14B shows that these two-thirds owning 1940 or later models do some buying outside of Stillwater while only 45.1% of those people with 1939 or earlier model cars do their shopping out-of-town. This does not mean that only people with later-model cars go out-of-town to shop but it does indicate one factor in out-of-town buying. Also, this points out the fact that those families owning later model cars are likely to be in higher-income groups and demand higher style articles.

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Table 14A

Relationship of Car Ownership and Out-of-Town Shopping

	<u>Own</u>		<u>Do Not Own</u>		<u>Total</u>	
	<u>Passenger Car</u> No.	<u>Per Cent</u>	<u>Passenger Car</u> No.	<u>Per Cent</u>		
Do shop						
out of town	126	59.7	30	33.7	156	51.9
Do not shop						
out of town	85	40.3	59	66.3	144	48.1
Total Families	211	100.0	89	100.0	300	100.0

---



Table 14B

Out-of-Town Shopping and Age of Car Owned

	<u>1940 or Later</u>		<u>1939 or Earlier</u>		<u>Total</u>	
	<u>Model Car</u>		<u>Model Car</u>		No.	Per Cent
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Do shop out of town	97	69.3	32	45.1	129	42.7
Do not shop out of town	43	30.7	39	54.9	83	57.3
Total Families	140	100.0	71	100.0	211	100.0

Frequency of Out-of-Town Shopping

This study is found in the Appendix and in Table 18. In the table on "How often do you shop out-of-town," it is shown that the lower-income groups tend to purchase more often, in proportion, than do the upper or middle group. This is just the opposite to the 1939 survey. The average number of times people shop out-of-town today is once a month while nine years ago it was four times a year. Skilled labor tends to shop more often than do any of the other occupational groups. This may be accounted for by somewhat lower prices on groceries and the Montgomery Ward store which is located in Cushing.

It would be of interest to the merchant to know that there is a decrease in the percentage of people that buy out-of-town. Table 12 in the Appendix shows that of the 156 people trading outside of Stillwater 21.2% are increasing their out-of-town buying, 50.6% of the shoppers still buy the same as they did in the past, and 28.3% have decreased their out-of-town buying. In comparison to the 1939 survey there is an increase in the amount of purchases in the nine-year span amounting to 9.8%.

Out-of-Town Shopping According to Length of Residence

Table 1A shows the relationship of out-of-town shopping according to length of residence in Stillwater. This table shows nearly a fifty-fifty split on the buying of items out-of-town for those who have lived here less than five years. People who have moved to Stillwater more recently have been accustomed to more variety and prices and seem unwilling to accept the situation in Stillwater. In the 1939 survey 60.7% of the newcomers buy out-of-town. This indicates that the merchants have made some headway in getting newcomers to trade locally. Stillwater being a college town the turnover of residents is larger and this means that there will be a large amount of out-of-town buying.

As people grow older they buy less from other towns. This is borne out by Table 1A. This may be explained by the fact that their needs become less in the way of clothing and luxury items as well as the fact that their ability to travel is more restricted.

Table 1A

Out-of-Town Shopping According to Length of Residence

Length of Residence	Shoppers		Non-Shoppers		Total	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Less than 5 years	58	50.4	57	49.6	115	100.00
5 - 9 years	28	51.9	26	48.1	54	100.00
10 - 14 years	11	50.0	11	50.0	22	100.00
15 - 19 years	16	61.5	10	38.5	26	100.00
20 - 24 years	14	51.9	13	48.1	27	100.00
More than 24 years	29	51.8	27	58.2	56	100.00
Totals	156	51.9	144	48.1	300	100.00

**Table 15**  
**Commodities Purchased Out of Town by Stillwater Shoppers**  
 (Number of shoppers and proportion of shoppers purchasing each commodity)

	Income Groups				Occupational Groups								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
Shoppers	156	60	31	15	16	21	36	16	24	15	11	9	8
Women's apparel	No. 110 % 70.5	38 63.3	62 76.4	10 66.6	11 68.9	14 66.7	20 55.5	13 81.3	21 87.6	11 73.3	8 72.8	7 77.8	5 62.5
Women's shoes	No. 86 % 55.1	35 58.1	42 51.8	9 60.0	9 56.3	11 52.5	23 63.3	9 56.3	11 45.9	10 66.6	6 54.6	3 33.3	4 50.0
Women's accessories	No. 57 % 36.5	23 38.2	28 34.5	6 40.0	6 37.5	8 38.0	13 36.2	5 31.3	11 45.9	4 26.6	4 36.4	2 22.2	4 50.0
Children's clothing	No. 69 % 44.2	29 48.4	34 41.9	6 40.0	7 43.8	12 57.2	17 46.8	6 37.5	2 8.3	6 40.0	6 54.6	5 55.5	2 25.0
Men's clothing	No. 24 % 21.8	16 26.6	17 21.0	1 6.6	3 18.8	5 23.8	11 30.3	3 18.8	3 12.5	4 20.0	4 36.4	-	2 25.0
Men's shoes	No. 29 % 18.6	10 16.7	16 19.7	3 20.0	2 12.5	6 28.6	8 22.0	2 12.5	2 8.3	1 6.7	4 36.4	2 22.2	1 12.5
Men's furnishings	No. 41 % 26.3	16 26.6	22 27.1	3 20.0	4 25.0	6 28.6	9 24.8	5 31.3	2 8.3	3 20.0	3 27.3	3 33.3	1 12.5
Furniture	No. 34 % 21.8	17 28.2	16 19.7	1 6.6	1 6.3	7 33.3	10 27.5	4 25.0	6 25.0	2 13.3	2 18.2	1 11.1	-
Rugs, drapes	No. 29 % 18.6	16 26.6	8 9.9	5 33.3	2 12.5	6 28.6	9 24.8	1 6.3	2 8.3	1 6.7	3 27.3	1 11.1	4 50.0
Dry goods	No. 27 % 17.3	13 21.6	13 16.0	1 6.6	1 6.3	6 28.6	8 22.0	3 18.8	5 20.9	2 13.3	1 9.1	1 11.1	-
Jewelry & Silverware	No. 17 % 10.9	8 13.3	7 8.6	2 13.3	1 6.3	3 14.3	5 13.8	-	-	4 26.6	2 18.2	1 11.1	1 12.5
Drugs & toilet articles	No. 6 % 3.8	1 1.6	3 3.7	2 13.3	-	1 4.8	-	-	2 8.3	1 6.7	1 9.1	-	1 12.5
Groceries & meats	No. 11 % 7.1	-	8 9.9	3 20.0	-	-	-	-	6 25.0	2 13.3	-	3 33.3	-
Hardware	No. 5 % 3.2	-	5 6.2	-	-	-	-	2 12.5	2 8.3	-	1 9.1	-	-
Large electric items	No. 7 % 4.5	4 6.6	1 1.2	2 13.3	1 6.3	1 4.8	2 5.5	1 6.3	1 4.2	-	1 9.1	-	-
Small electric items	No. 4 % 2.6	1 1.6	3 3.7	-	1 6.3	-	-	1 6.3	-	-	2 18.2	-	-
Automobiles	No. 3 % 1.9	1 1.6	2 2.4	-	-	1 4.8	1 2.8	-	-	-	1 9.1	-	-
Auto tires & parts	No. 3 % 1.9	2 3.2	1 1.2	-	-	-	2 5.5	-	-	-	1 9.1	-	-
Amusements	No. 10 % 6.4	6 10.0	4 4.9	-	2 12.5	3 14.3	1 2.8	-	-	2 13.3	1 9.1	-	-
Medical service	No. 41 % 26.3	18 30.0	20 24.7	3 20.0	4 25.0	5 23.8	11 30.3	4 25.0	9 37.5	2 13.3	3 27.3	1 11.1	2 25.0

### Commodities Purchased by Shoppers in Other Cities

The next step is to see what people buy when they go out of town. The question used in this survey was "What are the commodities purchased out-of-town by Stillwater shoppers?" The larger cities attract people for "shopping goods" while the home-town attracts them for "convenience goods." The National Marketing Review gives the definition of shopping goods as, "those consumer's goods which the customer in the process of selection and purchasing characteristically compares on such bases as suitability, quality, price and style. In contrast convenience goods are consumer's goods which the customer usually desires to purchase frequently, immediately, and with a minimum of effort and time such as tobacco, soap, grocery items, etc."<sup>14</sup>

The larger and more expensive specialty items may influence the consumer in his decision to buy out-of-town. Products which require service after their purchase will be purchased as close to home as possible. Bulky or perishable commodities tend to be purchased near the home of the consumer.

Standardized articles are bought closer home than those items belonging to the fashionable group. This will not always be true if price is a major factor. Fashion goods might often justify a special trip to purchase, while there would be no particular advantage to be gained from making special trips to secure standardized commodities.

Table 15 was made to show what commodities predominate in influencing out-of-town shopping. It is apparent from this table that women's apparel leads in out-of-town purchases. The tabulation shows that 70.5% per cent of all families buy women's coats, dresses, and hats while shopping out-of-town. Women's shoes and women's accessories follow with 55.1% and 36.5% respectively.

This compares closely to the figures of the 1939 survey showing women's accessories with 40%. Children's clothing is next in the ranking with 44.2% while in 1939 it was rated only 18%. Women commented on the difficulty of finding clothes for children of from 12 to 16 years of age in Stillwater. Men's furnishings followed with 26.3% of those interviewed buying such items in other cities. Out-of-town furniture buying played a much more important role in 1939 than it did in 1948, 29% in 1939 compared to 21.8% in 1948. Men's clothing showed 21.8% bought out-of-town, while in 1939 it showed 32%. This might be explained by the fact that there has been an increase in the number of men's clothing stores in Stillwater since 1939. Rugs, drapes, men's shoes, medical service all play a major role in contributing to out-of-town shopping. Auto tires and parts produced only three definite responses ranking this item last on the list. Groceries and meats are being bought more out-of-town now than in 1939.

An examination of the kind of buying done by income groups shows that the more the income the greater percentage of buying of certain articles. The upper-income groups surveyed did not buy groceries, meat and hardware out-of-town. In the lower-income groups small electric accessories were the only item they did not purchase out-of-town, according to the survey. As for the middle-income groups, response showed some purchases out of town for each category of merchandise. This was true regardless of occupation.

Table 15B shows further facts about the trend of out-of-town shopping. This table is a comparative study of four cities including Stillwater. Note the comparison of comparable articles listed in the 1939 and 1948 Stillwater surveys with similar results from three other cities in the United States. From this comparison it can be seen that people usually rank the same commodities as leading the list of out-of-town purchases, with others following closely behind.

Although these cities are not the same size, vary as to location or accessibility, and do not have the same percentage of each commodity purchased, they do reflect the same order ranking of the commodities.

Clothing items rank number one in out-of-town buying in all three cities, women's clothing being in the lead. This fact is often the case with fashion goods, because shoppers want distinctiveness--to be a little different than the next person.

Table 15C, using the exact data of Nahl's 1939 survey, shows that the tendency in out-of-town trade buying is the same with Stillwater rural trade areas as in the city of Stillwater. Quoting from this survey:

"The rural resident normally makes trips to town for goods which are not found in the cross-roads store, or for merchandise in which town stores offer wider selections. To the town resident, that same width of selection seems meager, and to satisfy his wider and more sophisticated requirements he often travels to a larger town, the residents of which, in turn, finding its provisions of goods too narrow for them, look to the city to provide certain wants. Those people who live in larger cities frequently make shopping trips to the very large metropolitan districts. This tendency has been called "shopping up." Each center loses some sales to larger centers, which in turn lose trade to still larger ones."<sup>15</sup>

#### What Methods of Transportation Are Used?

In the Appendix, Table 13 shows that 70.5% of the people use their own cars, 19.9% of the people use the bus, and 8.9% go with friends for their out-of-town buying excursions. During 1939 there were 7.5% more people going in their own cars and 7% less of the people went by bus for this purpose. After checking with the bus company, I find that there are more buses running now than in 1939, a fact no doubt attributable to heavier enrollment at the college.

In Table 14 of the Appendix is presented an analysis of the ownership of cars. As is expected more people in the upper income bracket own cars of a later model. The make of cars owned by Stillwater residents is presented in Table 14C.

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<sup>15</sup> References: Agriculture and Mechanical College, Consumer Shopping Habits by Income and Occupational Groups of Stillwater by Perham C. Nahl. (1939), p. 34.

Table 15C

Average Number of Miles Traveled by Farm Families  
To Purchase Various Commodities  
 (Arranged in approximate decreasing order of distance traveled)

Commodity	Study and Year	Con-	Jones	Car-	Canon	Salisbury		Nahl	
		verse	1932	roll	1928	1930	1936	1938	1938
		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
		*	*	*	*	#	#	#	*
Women's Clothing		---	22.9	---	---	---	---	---	---
Dresses and Coats		14.9	---	12.9	17	---	---	11.5	12.8
Shoes		9.6	---	---	12	---	---	11.6	12.1
Other		8.9	---	7.8	10-14	---	---	---	---
Children's Clothing		8.3	20.3	8.4	8-14	---	---	---	---
Men's Clothing		---	19.5	---	---	---	---	---	---
Overcoats and Suits		6.3	---	11.8	12-13	---	---	11.8	13.9
Shoes		8.1	---	---	7	---	---	---	---
Furnishings		6.7	---	---	7-9	---	---	---	---
Work Clothing		6.3	---	7.5	7	---	---	10.2	10.3
Automobiles		---	---	10.4	---	6.8	10.6	10.9	14.5
Furniture		12.1	18.6	9.1	8-12	6.6	10.1	11.9	15.8
Home Furnishings		9.2	---	---	8-13	---	---	---	---
Dry Goods		8.6	15.3	---	8-12	---	---	10.9	11.8
Variety Store Articles		---	---	---	---	---	---	10.8	11.1
Auto Tires and Parts		7.2	11.1	6.8	---	5.0	7.6	10.1	11.4
Radio		---	---	8.2	---	---	---	9.7	12.3
Amusements		6.1	13.0	---	---	---	---	9.2	9.5
Farm Implements		6.4	7.7	5.8	---	4.9	7.3	8.5	12.4
Paints and Varnishes		---	---	6.1	---	4.9	6.8	8.5	10.4
Drugs and Toilet Articles		5.4	7.0	6.5	---	---	---	7.5	8.2
Hardware		5.2	6.5	5.4	---	4.6	6.7	7.1	8.0
Groceries		5.2	4.8	4.9	4-5	4.0	4.9	7.0	7.4
Fresh Meat		5.3	4.7	---	5	---	---	6.9	7.9
Feed		3.9	4.5	---	---	---	---	7.4	7.6
Gasoline, Oil, Kerosene		4.5	---	5.1	4	4.0	4.9	6.2	6.8
Lumber and Building Materials		3.4	4.5	5.0	---	---	---	6.4	9.1
Coal		9.6	3.3	---	---	---	---	5.9	9.6

\*Arithmetic Mean

#Median

## Sources:

- (1) Paul D. Converse, "Analysis of Retail Trading Areas," National Marketing Review, I. No. 4 (1936), 321.
- (2) F. M. Jones, A Study of a Retail Trading Area (Urbana, 1932), p. 24.
- (3) Jean F. Carroll, "Study of Farm Trading Areas," NATMA-Bulletin, Jan. 1929, p. 5.
- (4) Helen Canon, Sizes of Purchasing Centers of New York Farm Families (Ithaca, 1928), p. 10.
- (5) and (6) Philip Salisbury, "How Far--And For What--Does the Farmer Travel Today?" Sales Management, XL. No. 9 (1937), 846.
- (7) and (8) Perham C. Nahl, Application of the Interview Method to a Trading Area Survey of Stillwater, Oklahoma (Stillwater, 1939), p. 38. Entire table reprinted from this survey.

Table 14C

Makes of Cars Owned by Stillwater Residents

Make of Car	No. of Owners	Per Cent	Make of Car	No. of Owners	Per Cent
Chevrolet	39	18.5*	Oldsmobile	10	10.0
Ford	41	19.4	Chrysler	7	3.3
Plymouth	30	14.2	Willys	1	1.5
Dodge	14	6.6*	Hudson	3	1.4
Pontiac	15	7.1	Frazer	2	.9
Buick	16	7.6	Nash	4	1.9
Mercury	8	3.8	Studebaker	2	.9
Lincoln Z	1	.5	DeSoto	3	1.4
Cadillac	1	.5	Truck	3	1.4
Total				211	100.9*

\*One family had two cars.

Mail Order Purchasing

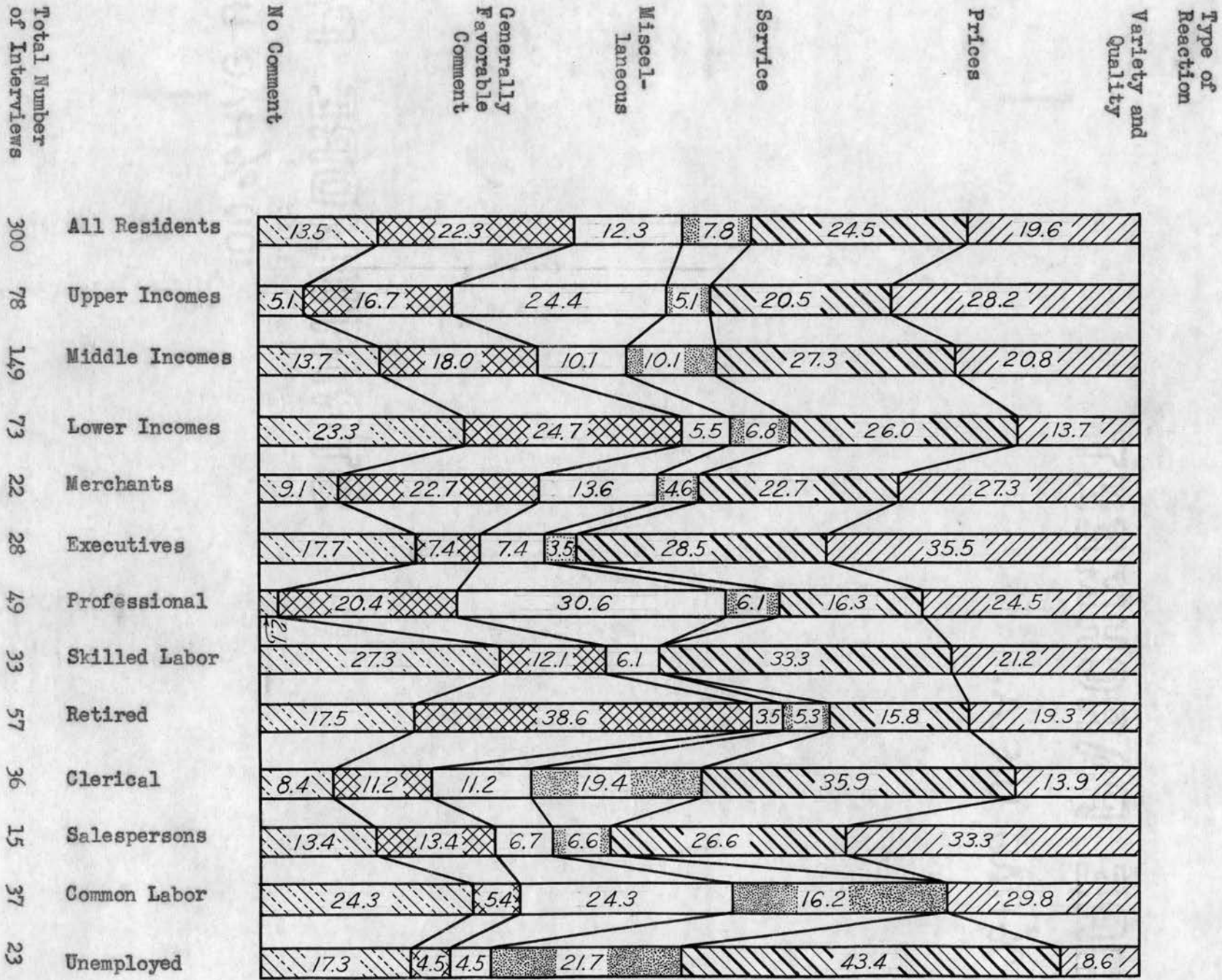
The conclusions of this thesis in regard to mail order buying were presented in Chapter II. Tables 16 and 17, Appendix, substantiate the conclusions reached.

Comments Made by Residents

Each interviewer was requested to place the person being interviewed at ease and ask respondent to feel free to make any remark she wished. These comments were summarized and classified into the following headings: (1) No comments, (2) Generally favorable comment, (3) Miscellaneous, (4) Service through salesperson and merchant, (5) Prices, (6) Variety and Quality. Included in Number 3, (miscellaneous), were such things as transportation weak-



"Comments" Made By Stillwater Residents  
(Per cent of each group making each type of comment)



nesses and general complaints about the city government itself.

The preceding chart shows that all but 13.5% had some kind of comment to make. There were 22.3% of the people that made favorable comments. In the previous survey of 1939 there were only 48% of the respondents who made comments. This survey showed 22.3% of the respondents offered favorable remarks. Members of the lower-income group directed a greater proportion of their criticisms at the higher price of goods found in Stillwater stores. In 1939 the lower-class group directed criticisms chiefly at lack of cleanliness of stores. The upper-income respondents were more vociferous than either the middle or lower families, with the professional people expressing themselves most freely.

Service was a complaint given by the clerical worker more than anyone else. Some of this may be explained by the limited time in which they have to shop. In 1939 the salesworker objected to service most. General remarks or comments give further evidence that the upper-income group object to lack of variety and that the lower-income groups object to high prices.

It may be reasonably assured that the people who were interviewed in 1948 were pushed a little harder for comments than was the case of the 1939 survey which represents an improvement in interviewing technique.

#### Radio Listening by Out-of-Town Shoppers

Tables 21A and 21B have been added to this study to determine how radio affects the buying habits. Radio does not have the influence on buying habits that other factors do, as is indicated by Tables 21A and 21B. However, the radio tends to influence people who shop in Oklahoma City more than it does Tulsa shoppers.

Table 21A

Radio Listening by Out-of-Town Shoppers

Radio Listening	Shoppers Who Prefer Oklahoma City (61)		Shoppers Who Prefer Tulsa (22)		Shoppers Who Prefer Other Centers (21)	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Stillwater	64	36.6	22	34.9	28	86.1
Oklahoma City	65	37.7	18	28.6	19	29.2
Tulsa	39	22.6	22	34.9	16	24.6
Others	5	3.0	1	1.6	2	3.1
Totals	173*	100.0	63	100.0	65	100.0

\*Total is larger than 156 because some people listen to more than one radio.

Table 21B

Shopping Habits of Stillwater Families  
By Listening to Radio Stations

	Listen to Oklahoma City Or Tulsa Radio Station		Listen to No Oklahoma City or Tulsa Radio Station		Total	
	No.	Per Cent	No.	Per Cent	No.	Per Cent
Do shop out of town	131	51.9	25	52.1	156	51.9
Do not shop out of town	121	48.1	23	47.9	144	48.1
Total Families	252	100.0	48	100.0	300	100.0

## CHAPTER VI

## RECAPITULATION OF TRENDS IN BUYING HABITS

It is of interest to make some comparisons in the results of two surveys as similar as the survey done by Perham C. Nahl (1939) and the present study. Such a comparison should disclose whether or not significant trends or changes have taken place in the buying habits of resident citizens of Stillwater over the span of nine years separating the two studies. The following conclusions are drawn from this comparison.

1. In 1939, there were 56.4% of the people surveyed which preferred to shop outside of Stillwater. This survey (1948) showed only 51.9% of the residents that shopped out-of-town. The Stillwater merchants seemed to be holding more of their trade area customers than they did nine years ago. Some of the factors that may have an influence upon this may be:

(1) The metropolitan newspaper subscriptions have decreased since 1939. The Oklahoma City Times had 46.7% coverage in 1939 and only 16.6% in 1948, while the Daily Oklahoman had 57.5% coverage in 1939, and only 46.6% coverage in 1948. The same decline in coverage is true for the Tulsa papers which dropped in subscriptions by one-half. The subscriptions of the Stillwater paper showed only 72.7% coverage in 1939, and it now services 89% of the Stillwater residents. The reading of metropolitan papers is associated to a significant degree with out-of-town shopping.

(2) In 1939, the merchant and salespeople occupational groups claimed that Stillwater stores lacked variety. This survey brings about a change in their reasons for shopping out-of-town. The executive, professional, and clerical occupational groups had strong convictions that Stillwater lacked variety. An increase in the number of stores has helped to increase to some extent the variety of merchandise locally obtainable.

(3) It appears that out-of-town shoppers are buying more often but in less volume than was the case in the earlier survey. The 1948 survey indicates that the out-of-town shoppers are now shopping on an average of once a month, while in the 1939 survey the out-of-town shopping occurred only once every three months. Due to the improvement of transportation and the increase in the per capita income of the individual many trips out-of-town have become pleasure trips.

(4) Changes in transportation facilities to some extent have made it

possible for residents to travel by bus more easily now than in 1939 as shown below:

	<u>1939</u>	<u>1948</u>
Own Cars	78.1%	70.5%
Bus	12.9	19.9

(5) The length of residence in Stillwater of the people surveyed is another factor that may help to influence this decrease in out-of-town buying. In 1939 60.7% of the residents living in Stillwater less than five years shopped in other cities, while now only 50.4% admitted that they shopped out-of-town. A frequent comment was that Stillwater had just about as many stores as did the cities from which they came.

2. Mail order buying has shown an increase since the 1939 study. The figure for that year was 36.4% of all the residents surveyed who bought by mail, while in 1948 the study showed that 52.3% of the people are buying from mail-order houses. The improvement of the typography in the mail order catalogs and the presence of order-taking agencies in Stillwater are factors in this increase. See Section II, page 6, of this thesis for additional data.

3. Other noteworthy results of this survey compared to the 1939 survey are brought to the reader's attention below:

(1) Decrease in buying in Oklahoma City: 1939--76.1%, 1948--62.8%.

(2) Decrease in men's clothing being bought out-of-town: 1939--32.3%, 1948--21.8%.

(3) Decrease in women's apparel, shoes, and accessory buying out-of-town:

	<u>1939</u>	<u>1948</u>
Apparel	85.3%	70.5%
Shoes	59.4	55.1
Accessories	40.6	36.5

(4) Decrease in the out-of-town furniture buying: 1939--29.7%, 1948--21.8%.

(5) Increase in the amount of out-of-town buying of groceries and meats: 1939--3.9%, 1948--7.1%.

(6) There is an increase in the amount of buying for children's clothes out-of-town: 1939--18%, 1948--44.2%.

(7) Decrease in the percentage of people going out-of-town for amusements: 1939--40.6%, 1948--6.4%.

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## APPENDIX

Complete tabulation of all questions is shown on pages 48-58. For convenience, a list is also included of tables which appeared in the text. Tables are headed by the question asked and are numbered according to the question number in the interview schedule.

<u>TABLE NUMBER</u>		<u>PAGE</u>
1A	Out-of-town shopping according to length of residence.....	34
3	Do you ever shop outside of Stillwater?.....	25
4	Where do you prefer to shop?.....	25
5A-11A	Answers to questions which might influence out-of-town shopping.....	28

Table 5  
Are Prices in Your Preferred Center Cheaper than Stillwater?

		Income Group				Occupational Group								
		Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
Shoppers		156	60	81	15	16	21	36	16	24	15	11	9	8
Yes	No.	73	23	40	10	10	9	11	5	12	7	8	6	5
	%	46.8	38.3	49.4	66.7	62.5	42.8	30.5	31.2	50.0	46.7	72.8	66.7	62.5
No	No.	36	17	17	2	1	8	13	5	2	2	1	2	2
	%	23.1	28.3	21.0	13.3	6.3	38.1	36.1	31.2	8.3	13.3	9.1	22.2	25.0
Same	No.	47	20	24	3	5	4	12	6	10	6	2	1	1
	%	30.1	33.4	29.6	20.0	31.2	19.1	33.4	37.6	41.7	40.0	18.1	11.1	12.5

Table 6  
Is Variety in Your Preferred Center Greater than in Stillwater?

		Income Group				Occupational Group								
		Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
Shoppers		156	60	81	15	16	21	36	16	24	15	11	9	8
Yes	No.	129	54	69	6	15	14	36	15	15	14	11	3	6
	%	82.7	90.0	85.0	40.0	93.8	66.7	100.00	93.8	62.6	93.3	100.00	33.3	75.0
No	No.	18	4	7	7	-	6	-	1	5	-	-	5	1
	%	11.5	6.6	8.7	46.7	-	28.6	-	6.2	20.8	-	-	55.5	12.5
Same	No.	9	22	5	2	1	1	-	-	4	1	-	1	1
	%	5.8	3.4	6.3	13.3	6.2	4.7	-	-	16.6	6.7	-	11.2	12.5

Table 7  
Is Quality Better in Your Preferred Center than in Stillwater?

		Income Group				Occupational Group								
		Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
Shoppers		156	60	81	15	16	21	36	16	24	15	11	9	8
Yes	No.	47	18	25	4	9	5	10	5	6	6	5	-	1
	%	30.0	30.0	30.8	26.8	56.6	23.8	27.7	31.2	25.0	40.0	45.5	-	12.5
No	No.	46	13	24	9	2	4	11	4	6	4	1	8	6
	%	29.5	21.7	29.6	59.9	12.5	19.1	30.5	25.0	25.0	26.7	9.1	88.8	75.0
Same	No.	63	29	32	2	7	12	15	7	12	5	5	1	1
	%	40.5	48.3	39.6	13.3	43.9	57.1	41.8	43.8	50.0	33.3	45.4	11.2	12.5



**Table 8**  
Do You Have Relatives or Acquaintances Whom You Visit in or near Preferred Center?

		Income Group				Occupational Group								
		Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Shoppers		156	60	81	15	16	21	36	16	24	15	11	9	8
Yes	No.	90	34	48	8	11	11	21	9	15	10	6	3	4
	%	57.7	56.6	59.3	53.3	68.8	52.4	58.3	56.3	62.5	66.7	54.6	33.3	50.0
No	No.	66	26	33	7	5	10	15	7	9	5	5	6	4
	%	42.3	43.4	40.7	46.7	31.2	47.6	41.7	43.7	37.5	33.3	45.4	66.7	50.0

**Table 9**  
Do You Make Social Trips to Preferred Center?

		Income Group				Occupational Group								
		Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Shoppers		156	60	81	15	16	21	36	16	24	15	11	9	8
Yes	No.	95	41	46	8	11	17	23	8	16	4	8	5	3
	%	60.9	68.3	56.6	53.3	68.8	80.9	63.9	50.0	66.7	26.7	72.8	55.6	37.5
No	No.	61	19	35	7	5	4	13	8	8	11	3	4	5
	%	39.1	31.7	43.4	46.7	36.2	19.1	36.1	50.0	33.3	73.3	27.2	44.4	62.5

**Table 10**  
Do You Make Business Trips to Preferred Center?

		Income Group				Occupational Group								
		Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Shoppers		156	60	81	15	16	21	36	16	24	15	11	9	8
Yes	No.	89	42	41	6	9	16	23	9	10	7	8	5	1
	%	57.0	70.0	50.6	40.0	56.3	76.2	63.9	56.2	41.7	46.6	72.8	55.6	12.5
No	No.	67	18	40	9	7	5	13	7	14	8	3	4	7
	%	43.0	30.0	49.4	60.0	43.7	23.8	36.1	43.8	58.3	53.4	27.2	44.4	87.5

**Table 11**  
Do You Have Charge Accounts in Preferred Center?

	Income Group				Occupational Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
<b>Shoppers</b>	156	60	81	15	16	21	36	16	24	15	11	9	8
<b>Yes</b>	No. 62	30	28	4	5	14	15	3	6	10	4	3	2
	% 39.7	50.0	34.5	26.6	31.3	66.7	41.6	18.7	25.0	66.7	36.3	33.3	25.0
<b>No</b>	No. 94	30	53	11	11	7	21	13	18	5	7	6	6
	% 60.3	50.0	65.5	73.4	68.7	33.3	58.4	81.3	75.0	33.3	63.7	66.7	75.0

How Many Charge Accounts?

1.	11	7	4	0	1	3	1	1	3	1	1	-	-
2.	21	6	12	3	2	4	3	2	1	3	2	2	2
3.	14	9	5	-	2	5	2	-	1	4	-	-	-
4.	5	4	1	-	-	-	3	-	1	1	-	-	-
5.	4	1	2	1	-	1	1	-	-	1	-	1	1
6.	75	2	3	-	-	1	4	-	-	-	-	-	-
7.	2	1	1	-	-	-	1	-	-	-	1	-	-

**Table 12**  
Has Your Out-of-Town Shopping Increased, Decreased, or Remained About the Same in the Past Two Years?

	Income Group				Occupational Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
<b>Shoppers</b>	156	60	81	15	16	21	36	16	24	15	11	9	8
<b>Increased</b>	No. 33	9	21	3	2	5	7	4	1	6	4	3	1
	% 21.2	15.0	25.9	20.0	12.5	23.8	9.4	25.0	4.1	40.0	36.4	33.3	12.5
<b>Decreased</b>	No. 44	23	17	4	5	4	14	5	7	1	2	3	3
	% 28.2	38.3	20.9	26.6	31.2	19.1	38.9	31.3	29.2	6.7	18.1	33.3	37.5
<b>Same</b>	No. 79	28	43	8	9	12	15	7	16	8	5	3	4
	% 50.6	46.7	53.2	53.4	56.3	57.1	41.7	43.7	66.7	53.3	45.5	33.4	50.0

Table 13  
What Means of Transportation Do You Use for Out-of-Town Shopping?

	Income Group				Occupation Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem-
Shoppers	156	61	81	15	16	21	36	16	24	15	11	9	8
Own Car	No. 110	51	52	7	15	14	28	14	10	10	9	5	5
	% 70.5	85.0	64.2	46.6	93.8	66.6	77.8	87.5	41.7	66.7	81.8	55.6	62.5
Bus	No. 31	7	20	4	1	6	4	2	10	3	1	2	2
	% 19.9	11.7	24.7	26.7	6.2	28.6	11.1	12.5	41.7	20.0	9.1	22.2	25.0
Friends	No. 13	1	8	4	-	1	3	-	3	2	1	2	1
	% 8.3	1.7	9.9	26.7	-	4.8	8.3	-	12.4	13.3	9.1	22.2	12.5
No Answer	No. 2	1	1	-	-	-	1	-	1	-	-	-	-
	% 1.3	1.6	1.2	-	-	-	2.8	-	4.2	-	-	-	-

Table 14  
Does Your Family Own a Passenger Car?

	Income Group				Occupation Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Total Interviews	300	78	149	73	22	28	49	33	57	36	15	37	23
No	No. 89	7	39	43	1	3	7	6	32	14	2	10	14
	% 29.7	9.0	26.2	58.9	4.5	10.7	14.3	18.2	56.1	38.8	13.3	27.0	60.9
Yes	No. 211	71	110	30	21	25	42	27	25	22	13	27	9
	% 70.3	91.0	73.8	41.1	95.5	89.3	85.7	81.8	43.9	61.2	86.7	73.0	39.1
Year													
1949	5	3	2	-	1	-	2	-	-	1	1	-	-
1948	27	15	10	2	7	4	5	2	2	3	1	2	-
1947	19	9	10	-	-	4	7	1	2	2	1	2	-
1946	19	9	8	2	4	2	5	3	1	-	2	2	-
1942	16	6	6	4	2	1	4	2	-	-	-	2	3
1941	27	9	16	2	2	4	4	4	4	6	1	1	1
1940	24	6	16	2	3	3	4	6	2	3	-	2	1
1939	19	5	10	4	1	3	3	4	4	1	-	2	1
1938	18	5	12	1	1	4	4	1	4	1	2	1	-
1937	13	4	5	4	-	-	4	-	2	-	2	5	-
1936	8	-	5	3	-	-	-	3	1	1	-	3	-
1935	7	-	5	2	-	-	-	-	3	1	1	1	1
1934	2	-	1	1	-	-	-	-	-	-	1	1	-
1932	2	-	2	-	-	-	-	1	-	1	-	1	-
Lower Model	2	-	2	-	-	-	-	-	-	-	1	1	-
Trucks	3	-	-	3	-	-	-	-	-	-	-	3	-

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Table 16  
How Often Do You Buy by Mail?

	Income Group				Occupational Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Total Interviews	300	73	149	73	22	28	49	33	57	36	15	37	23
Regularly	No. 54	15	37	2	4	6	11	6	2	16	5	4	-
	% 18.0	19.2	24.8	2.7	18.2	21.4	22.4	18.2	3.5	44.4	33.3	10.8	-
Occasionally	No. 103	29	58	16	6	13	16	15	18	11	8	8	8
	% 34.3	37.2	38.9	21.9	27.3	46.4	32.6	45.5	31.5	30.6	53.3	21.6	34.8
Never	No. 143	34	54	55	12	9	22	12	37	9	2	25	15
	% 47.7	43.6	36.3	75.4	54.5	32.2	45.0	36.4	65.0	25.0	13.4	67.6	65.2

Table 16 A  
Do You Patronize a Regular Mail Order House? Where Located?

	Income Group				Occupational Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Total Interviews	300	73	149	73	22	28	49	33	57	36	15	37	23
Kansas City	No. 144	42	86	16	10	17	25	20	18	23	13	10	8
	% 48.0	53.8	57.7	21.9	45.5	60.7	51.0	60.6	31.5	63.9	86.7	27.0	34.7
Other	No. 13	2	9	2	-	2	2	1	2	4	-	2	-
	% 4.3	2.6	6.0	2.7	-	7.1	4.1	3.0	3.5	11.1	-	5.4	-

Table 16 B  
Do You Buy by Mail from Department Stores? Where Located?

	Income Group				Occupational Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Total Interviews	300	73	149	73	22	28	49	33	57	36	15	37	23
Oklahoma City	No. 21	2	15	4	-	4	3	9	4	-	-	2	1
	% 7.0	2.6	10.1	5.5	-	14.3	6.1	27.3	7.0	-	-	5.4	4.3
Other	No. 9	6	1	2	2	-	-	-	1	2	1	-	-
	% 3.0	7.7	.7	2.7	9.1	-	-	-	1.8	5.5	6.7	-	-

Table 17  
 What would you estimate as to the probable yearly amount of  
 Out-of-town buying from Mail Order Houses?

	Income Group				Occupational Groups								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
Total number of Purchases Yearly	157	44	95	18	10	-19	27	21	20	27	13	12	8
No.	57	16	32	9	5	8	4	5	12	11	6	1	5
\$10 to \$49.99	36.3	36.4	33.7	50.0	50.0	42.1	14.8	23.3	60.0	40.7	46.1	8.3	62.5
No.	57	11	40	6	1	4	8	11	5	12	6	8	2
\$50 to \$99.99	36.3	25.0	42.1	33.3	10.0	21.1	29.6	52.4	25.0	44.5	46.2	66.3	25.0
No.	22	10	11	1	-	3	8	2	2	4	1	1	1
\$100 to \$199.99	14.0	22.7	11.6	5.6	-	15.8	29.6	58.5	10.0	14.8	7.7	8.3	12.5
No.	10	4	5	1	2	1	3	2	1	-	-	1	-
\$200 to \$299.99	6.4	3.1	5.3	5.6	20.0	5.3	11.2	9.5	5.0	-	-	8.3	-
No.	2	1	-	1	-	-	-	1	-	-	-	1	-
\$300 and up	1.3	2.3	-	5.5	-	-	-	4.8	-	-	-	8.3	-
No.	9	2	7	-	2	3	4	-	-	-	-	-	-
Did not answer	5.7	4.5	7.3	-	20.0	15.7	14.8	-	-	-	-	-	-

Table 17 A  
 What would you estimate as to the probable yearly amount of  
 Out-of-town buying from Department Stores?

	Income Group				Occupational Groups								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
Total number and amount by year	30	8	16	6	2	5	3	9	5	2	1	2	1
No.	7	1	4	2	1	1	-	3	1	1	-	-	-
\$25 to \$49.99	23.3	12.5	25.0	33.3	50.0	20.0	-	33.3	20.0	50.0	-	-	-
No.	7	3	3	1	-	2	-	1	1	-	1	1	1
\$50 to \$99.99	23.3	37.5	18.8	16.7	-	40.0	-	11.1	20.0	-	100.0	50.0	100.0
No.	7	3	3	1	-	2	-	3	1	-	-	1	-
\$100 to \$199.99	23.3	37.5	18.7	16.7	-	40.0	-	33.4	20.0	-	-	50.0	-
No.	9	1	6	2	1	-	3	2	2	1	-	-	-
\$200 to \$299.99	30.1	12.5	37.5	33.3	50.0	-	100.0	22.2	40.0	50.0	-	-	-

Table 19  
How Often Do You Shop Out of Town?

	Income Group				Occupational Groups								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork Labor	Common Labor	Unemployed
Shoppers	156	60	81	15	16	21	36	16	24	15	11	9	8
Twice a Month	No. 23	2	17	4	-	4	3	9	4	-	-	2	1
	% 14.7	3.3	21.0	26.7	-	19.0	8.3	56.3	16.7	-	-	22.2	12.5
Once a Month	No. 49	17	25	7	6	6	9	3	6	6	6	3	4
	% 31.4	28.3	30.9	46.7	37.5	28.6	25.0	18.8	25.0	40.0	54.5	33.3	50.0
3-4 Times a Year	No. 71	38	31	2	10	10	21	1	10	9	5	2	3
	% 45.5	63.3	38.3	13.3	62.5	47.6	28.0	6.2	41.7	60.0	45.5	22.2	37.5
Less Frequently	No. 10	3	7	-	-	1	3	3	3	-	-	-	-
	% 6.4	5.1	8.6	-	-	4.8	8.3	18.7	12.5	-	-	-	-
Once a Week	No. 3	-	1	2	-	-	-	-	1	-	-	2	-
	% 2.0	-	1.2	13.3	-	-	-	-	4.1	-	-	22.3	-

Table 20  
What Newspapers Do You Read Regularly?  
(Numbers and Percentages of Regular Readers of Various Newspapers)

	Income Group				Occupational Groups								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork Labor	Common Labor	Unemployed
Total Interviews	300	78	149	73	22	28	49	33	57	36	15	37	23
Stillwater	No. 267	69	131	67	21	24	44	33	54	27	15	33	16
	% 89.0	88.5	87.9	91.8	95.5	85.7	89.8	100.0	94.5	74.3	100.0	89.2	69.5
Daily	No. 140	51	67	22	16	24	30	9	18	16	8	12	7
	% 46.6	65.4	44.9	30.1	72.7	85.7	61.2	27.3	31.5	45.0	53.3	32.4	30.4
Oklahoma City Times	No. 50	17	28	5	7	8	5	8	7	5	5	4	1
	% 16.6	21.8	18.8	6.8	31.8	28.6	10.2	24.2	12.3	13.8	33.3	11.1	4.3
Tulsa World	No. 23	6	10	7	3	2	1	1	5	5	1	3	1
	% 7.7	7.7	6.7	9.6	13.6	7.1	2.0	3.0	10.5	13.8	6.7	8.1	4.3
Tulsa Tribune	No. 14	3	8	3	3	-	1	1	2	1	3	2	1
	% 4.7	3.8	5.4	4.1	13.6	-	2.0	3.0	3.5	2.8	20.0	5.4	4.3
Others	No. 15	2	10	3	2	1	1	2	2	3	2	2	-
	% 5.0	2.6	6.7	4.1	9.1	3.6	2.0	6.1	3.5	8.3	13.3	5.4	-
Total Papers Read Per Family	No. 509	148	254	107	52	59	82	54	88	57	34	56	26
	% 1.7	1.9	1.7	1.5	2.4	2.1	1.7	1.6	1.4	1.6	2.3	1.5	1.1

Table 21  
 Data Relating to Regular Radio Listening  
 What radio station do you listen to regularly?

		Income Group			Occupational Groups									
		Total	Upper	Middle	Lower	Merchant	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unemployed
Total		300	79	149	73	22	28	49	33	57	36	15	37	23
Stillwater	No.	226	57	114	45	18	24	40	26	37	32	9	28	12
	%	75.3	85.8	78.6	61.6	81.8	85.7	81.6	78.9	64.9	88.9	60.0	75.7	52.2
Oklahoma City	No.	220	54	124	42	16	20	30	16	46	36	35	35	13
	%	73.9	69.1	81.6	57.5	72.7	71.4	61.2	48.5	80.7	100.0	53.3	94.6	56.5
Tulsa	No.	139	32	76	31	8	16	13	16	24	24	6	24	8
	%	46.3	41.0	52.4	42.5	36.4	57.1	26.5	48.5	42.1	66.7	40.0	64.9	34.8
Other	No.	30	13	10	7	-	9	4	2	7	1	-	7	-
	%	10.0	16.6	6.9	9.6	-	32.1	8.2	6.1	12.3	2.8	-	18.9	-



Table 22  
Size of Family

	Income Group				Occupational Group								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Total Interviews Number in Family	300	73	149	73	22	28	49	33	57	36	15	37	23
1.	37	1	18	18	-	-	1	-	31	-	-	3	2
2.	72	15	40	17	3	4	11	6	19	13	3	5	8
3.	77	22	39	16	8	7	11	13	5	9	6	9	9
4.	63	24	33	6	7	12	11	9	2	9	4	6	3
5.	36	15	11	9	4	4	13	2	-	5	1	6	1
6.	12	-	6	6	-	1	2	2	-	-	-	7	-
7.	2	1	1	-	-	-	-	1	-	-	1	-	-
8.	1	-	-	1	-	-	-	-	-	-	-	1	-
Average Size of Family	3.1	3.6	3.0	2.9	3.5	3.6	3.6	3.5	1.6	3.2	3.5	3.9	2.9

Table 26  
 What do you think of Stillwater as a place to shop?

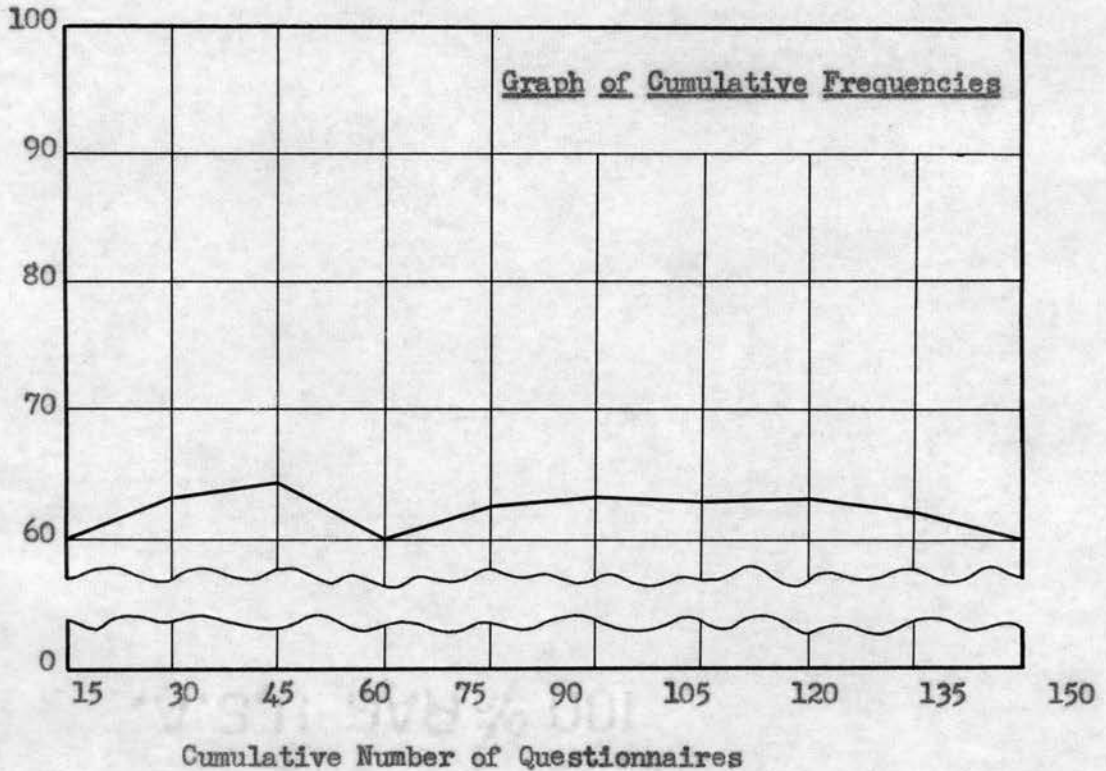
	Income Group				Occupational Groups								
	Total	Upper	Middle	Lower	Merchants	Executive	Professional	Skilled Labor	Retired	Clerical	Saleswork	Common Labor	Unem- ployed
Total Interviews	300	78	149	73	22	28	42	33	57	35	15	37	23
Satisfactory	No. 51	11	31	9	5	7	5	5	10	7	4	3	5
	% 17.0	14.1	20.8	12.3	22.7	25.0	10.2	15.1	17.5	19.4	26.7	8.1	21.7
Good	No. 185	57	73	55	15	14	30	23	37	23	5	29	12
	% 61.7	73.1	49.0	75.4	72.7	50.0	61.2	69.7	64.9	62.9	33.3	78.4	52.2
Poor	No. 64	10	45	9	1	7	14	5	10	6	6	5	6
	% 21.3	12.8	30.2	12.3	4.6	25.0	28.6	15.2	17.5	16.7	40.0	13.5	26.1

Checking for Reliability  
 ("Shoppers")  
 (156 questionnaires--150 used)

A-Table of Cumulative Frequencies (Cumulative Frequency Method)

<u>Group Number</u>	<u>Frequency of Occurrence</u>	<u>Cumulative Frequency of Occurrence</u>	<u>Cumulative Number of Cases</u>	<u>Cumulative Percent of Occurrence</u>
1	9	9	15	60.0
2	10	19	30	63.3
3	10	29	45	64.4
4	7	36	60	60.0
5	11	47	75	62.7
6	10	57	90	63.3
7	9	66	105	62.9
8	10	76	120	63.3
9	8	84	135	62.2
10	6	90	150	60.0

Cumulative Percentage of "Shoppers" Who Shop Out of Stillwater



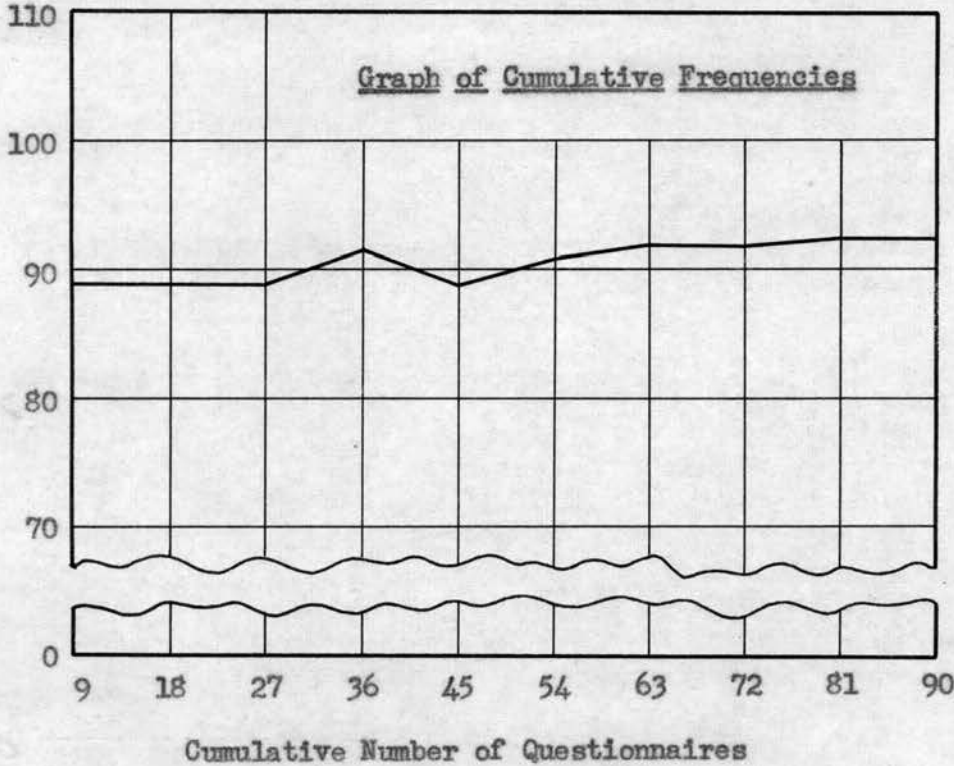
B-Table of Differences (Group Rotation Method)

	<u>Groups</u>	<u>Frequency of Occurrence</u>	<u>Groups</u>	<u>Frequency of Occurrence</u>	<u>Difference of Occurrence</u>	<u>Smallest % of Occurrence</u>	<u>Allowable Difference of Occurrence</u>
I	1,2,3,4,5	47	6,7,8,9,10	43	4	57.2	13
II	2,3,4,5,6	48	7,8,9,10,11	42	6	56.0	13
III	3,4,5,6,7	47	8,9,10,1,2	43	4	57.2	13
IV	4,5,6,7,8	47	9,10,1,2,3	43	4	57.2	13
V	5,6,7,8,9	48	10,1,2,3,4	42	6	56.0	13

Checking for Reliability  
 ("Shoppers" Preferring Oklahoma City)  
 (92 questionnaires--90 used)

A-Table of Cumulative Frequencies (Cumulative Frequency Method)

Group Number	Frequency of Occurrence	Cumulative Frequency of Occurrence	Cumulative Number of Cases	Cumulative Percent of Occurrence
1	8	8	9	89.0
2	8	16	18	89.0
3	8	24	27	89.0
4	9	33	36	91.7
5	7	40	45	89.0
6	9	49	54	90.9
7	9	58	63	92.1
8	8	66	72	91.7
9	9	75	81	92.6
10	8	83	90	92.1



B-Table of Differences (Group Rotation Method)

Groups	Frequency of Occurrence	Groups	Frequency of Occurrence	Difference of Occurrence	Smallest % of Occurrence	Allowable Diff. of Occurrence
I 1,2,3,4,5	40	6,7,8,9,10	43	3	88.8	6
II 2,3,4,5,6	41	7,8,9,10,1	42	1	91.1	6
III 3,4,5,6,7	42	8,9,10,1,2	41	1	91.1	6
IV 4,5,6,7,8	42	9,10,1,2,3	41	1	91.1	6
V 5,6,7,8,9	42	10,1,2,3,4	41	1	91.1	6

Cumulative Percentage of "Shoppers" Preferring Oklahoma City Who Go There Four or More Times a Year

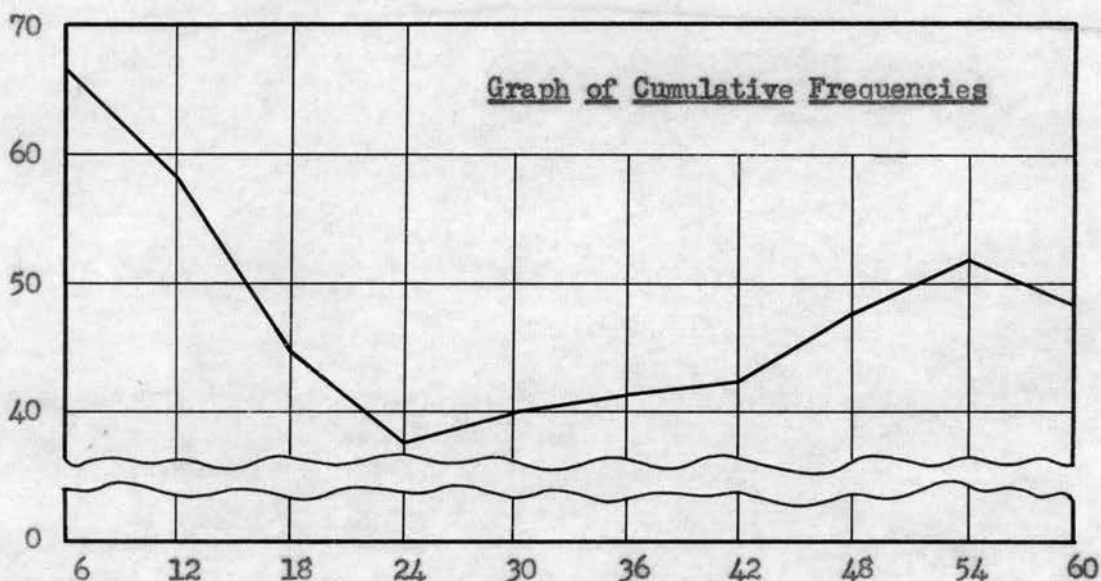
## Exhibit 8

Checking for Reliability  
(Upper Income Group "Shoppers")  
(50 questionnaires)

A-Table of Cumulative Frequencies (Cumulative Frequency Method)

<u>Group Number</u>	<u>Frequency of Occurrence</u>	<u>Cumulative Frequency of Occurrence</u>	<u>Cumulative Number of Cases</u>	<u>Cumulative Percent of Occurrence</u>
1	4	4	6	66.6
2	3	7	12	58.3
3	1	8	18	44.4
4	1	9	24	37.6
5	3	12	30	40.0
6	3	15	36	41.7
7	3	18	42	42.7
8	5	23	48	47.9
9	5	28	54	51.8
10	1	29	60	48.3

Cumulative Percentage of Upper Income Group "Shoppers" Whose Shopping Has "Remained the Same"

B-Table of Differences (Group Rotation Method)

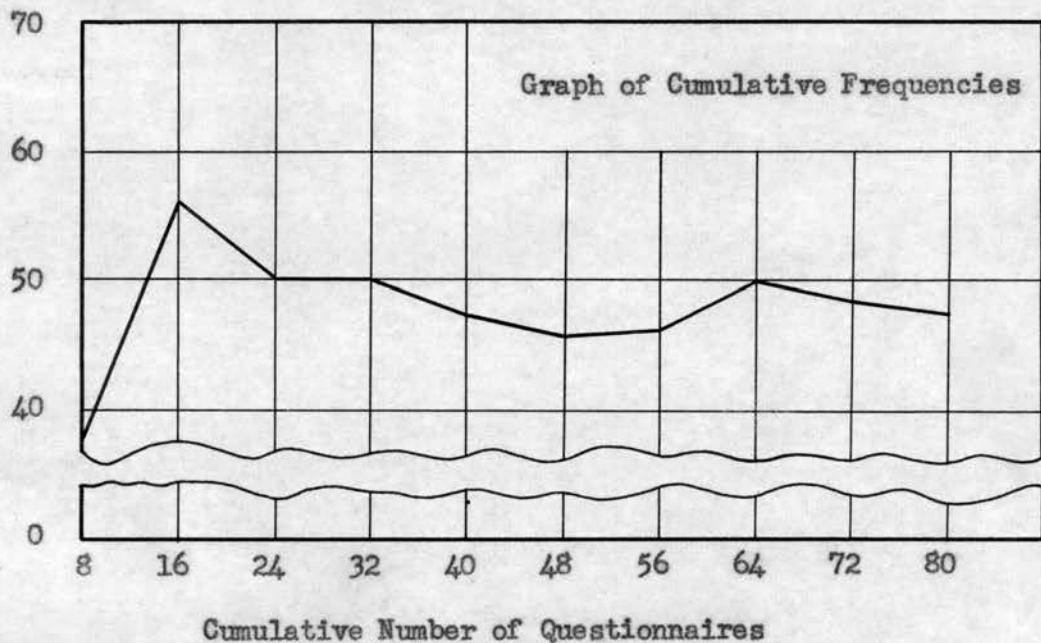
<u>Groups</u>	<u>Frequency of Occurrence</u>	<u>Groups</u>	<u>Frequency of Occurrence</u>	<u>Difference of Occurrence</u>	<u>Smallest % of Occurrence</u>	<u>Allowable Difference of Occurrence</u>
I 1,2,3,4,5	12	6,7,8,9,10	17	5	40.0	8
II 2,3,4,5,6	11	7,8,9,10,1	18	7	36.6	8
III 3,4,5,6,7	11	8,9,10,1,2	18	7	36.6	8
IV 4,5,6,7,8	15	9,10,1,2,3	14	1	46.6	8
V 5,6,7,8,9	19	10,1,2,3,4	10	9	33.3	8

## Exhibit 9

Checking for Reliability  
(81 questionnaires--80 used)

A-Table of Cumulative Frequencies (Cumulative Frequency Method)

<u>Group Number</u>	<u>Frequency of Occurrence</u>	<u>Cumulative Frequency of Occurrence</u>	<u>Cumulative Number of Cases</u>	<u>Cumulative Percent of Occurrence</u>
1	3	3	8	37.5
2	6	9	16	56.3
3	3	12	24	50.0
4	4	16	32	50.0
5	3	19	40	47.5
6	3	22	48	45.8
7	4	26	56	46.4
8	6	32	64	50.0
9	3	35	72	48.6
10	3	38	80	47.5

B-Table of Differences (Group Rotation Method)

<u>Groups</u>	<u>Frequency of Occurrence</u>	<u>Groups</u>	<u>Frequency of Occurrence</u>	<u>Difference of Occurrence</u>	<u>Smallest % of Occurrence</u>	<u>Allowable Difference of Occurrence</u>
I 1,2,3,4,5	19	6,7,8,9,10	19	0	47.7	10
II 2,3,4,5,6	19	7,8,9,10,1	19	0	47.7	10
III 3,4,5,6,7	17	8,9,10,1,2	21	4	42.5	9
IV 4,5,6,7,8	20	9,10,1,2,3	18	2	45.0	10
V 5,6,7,8,9	19	10,1,2,3,4	19	0	47.7	10

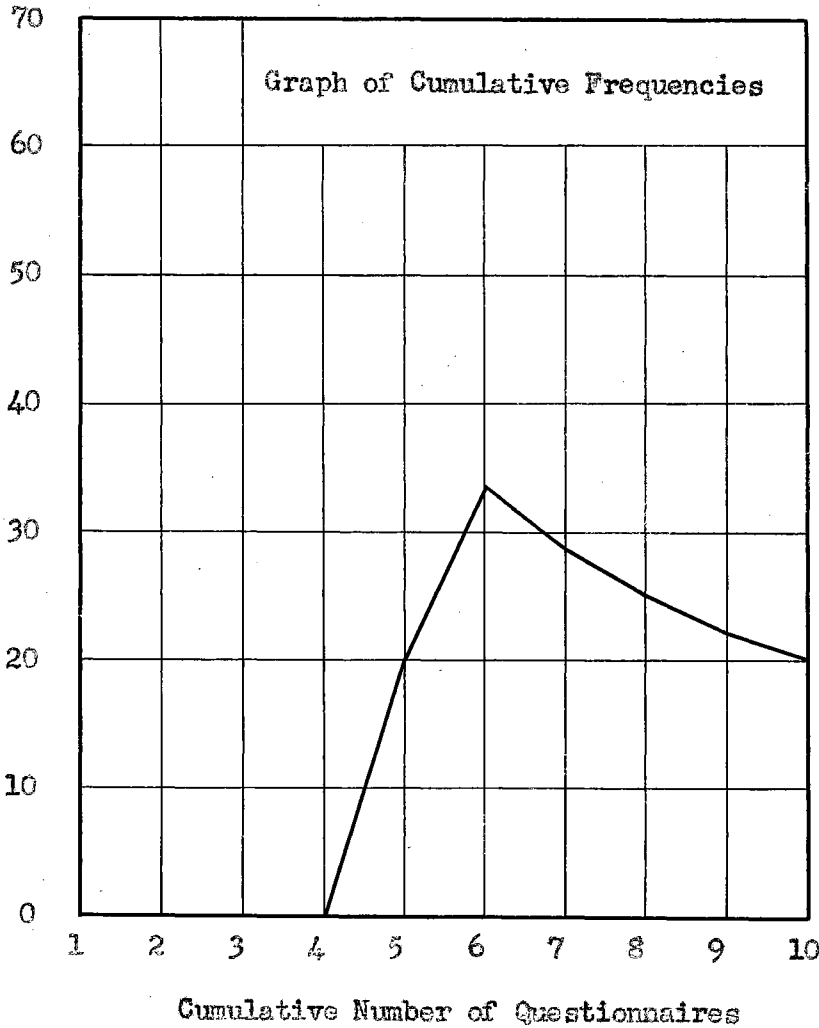
Exhibit 10

Checking for Reliability  
 (Lower Income Group "Shoppers")  
 (15 Questionnaires--10 used)

A-Table of Cumulative Frequencies (Cumulative Frequency Method)

<u>Group Number</u>	<u>Frequency of Occurrence</u>	<u>Cumulative Frequency of Occurrence</u>	<u>Cumulative Number of Cases</u>	<u>Cumulative Percent of Occurrence</u>
1	0	0	1	0.0
2	0	0	2	0.0
3	0	0	3	0.0
4	0	0	4	0.0
5	1	1	5	20.0
6	1	2	6	33.3
7	0	2	7	28.5
8	0	2	8	25.0
9	0	2	9	22.2
10	0	2	10	20.0

Cumulative Percentage of Lower Income Group "Shoppers" Who Prefer Oklahoma City



B-Table of Differences (Group Rotation Method)

	<u>Frequency</u> <u>of</u>		<u>Frequency</u> <u>of</u>	<u>Difference</u> <u>of</u>	<u>Smallest</u> <u>% of</u>	<u>Allowable</u> <u>Difference</u>
<u>Groups</u>	<u>Occurrence</u>	<u>Groups</u>	<u>Occurrence</u>	<u>Occurrence</u>	<u>Occurrence</u>	<u>of</u> <u>Occurrence</u>
I 1,2,3,4,5	1	6,7,8,9,10	1	0	20.0	1
II 2,3,4,5,6	2	7,8,9,10,1	0	2	--	1
III 3,4,5,6,7	2	8,9,10,1,2	0	2	--	1
IV 4,5,6,7,8	2	9,10,1,2,3	0	2	--	1
V 5,6,7,8,9	2	10,1,2,3,4	0	2	--	1



## Exhibit 12

## NEW RECORDS SET IN BUSINESS AND BUILDING IN CITY

Population is 20,000; 200 New Homes

Business activity, which set a new high in all lines in 1948 in Stillwater, is expected to be improved in 1949.

A check of Stillwater's business index indicates a 1,000 population as the city continued toward its goal of at least 20,000 residents by 1950. The present population is estimated at a minimum of 18,000 compared to 10,097 in 1940.

Construction of new homes and business buildings here in 1948 was at the fastest pace in Stillwater's history. Building permits issued for the year were for \$352,805 as compared to \$1,617,528 in 1917 and \$304,014 in 1933. These figures do not include the \$17 million construction program on A&M campus.

More than 200 new homes were built here in 1948 and builders expect to at least equal that figure in 1949. Builders point out that the building materials market is more steady and in better supply than it has been in a number of years.

Construction of new apartment houses and duplex units was also at a new high. During the last six months 19 apartments valued at \$508,250 were built and six duplex units at \$50,500.

New business buildings constructed in the last six months totaled 20 with a valuation of \$191,600. However, construction of two new theaters, the Oklahoma Natural Gas Co. office building and several others were started in the early part of the year.

Besides these accomplishments were others of equal importance to Stillwater's steady growth.

Extensive remodeling is underway on two of the city's grade schools and repairs were made to other school buildings. These projects account for \$245,346 being spent by the district school board in an effort to meet the needs of a growing school population from the first grade through senior high school. Construction of new grade school building is scheduled this year.

Stillwater residents on December 21 approved a \$781,000 bond issue for six projects including enlarging the hospital, power plant, sewage plant, new sewer lines and a new electrical distribution system throughout the city.

Better roads for Stillwater were high on the agenda for 1948 resulting in a new approach from the south being started on state highway 40 and the lapse paving on that road between Stillwater and Ponca City scheduled for completion this year. The city chamber of commerce's road committee indicated that one of its major tasks this year will be to seek the improvement of highway 15 west of Stillwater to the state line.

In the closing months of 1948 the Santa Fe made needed improvements of

its freight handling facilities here. Santa Fe officials stated that the business for Stillwater was one of the highest in this division. Improved passenger and freight service for Stillwater is reported to be one of the chamber's major projects this year.

Checks drawn on Stillwater amounted to \$8,630,197, a new record and compares to \$7,436,294 for the same month in 1947. In this business index classification it is interesting to compare the 1948 total of \$83,466,135 to that of 1947 of \$75,413,480 and to that of 1938 of \$24,888,783.

Postal receipts in December were at an all-time high of \$22,562 compared to \$20,409 for December, 1947. For the year postal receipts were \$165,959 as compared to \$144,676 for 1947 and \$72,831 for 1938.

City revenue for the calendar year of 1948 was \$609,372, a new high. The 1947 total was \$518,198 and the 1938 total \$266,813.

An increase of 547 electrical meters in use was reported bringing the total number to 5,257 at the close of 1948. At the end of 1947 there were 4,710 electrical meters in use and in 1938 but 3,257.

Telephones in use at the end of 1948 totaled 6,380 as compared to 5,747 at the end of 1948 and 3,428 at the end of 1938.\*

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\*Reprinted from the Stillwater (Oklahoma) Daily Press, January 2, 1949.

Typed by Marie Herring