

# Think Local First West Marin Residential Survey November 2009

Total responses: 370

PRS = Responses from Point Reyes Station or Olema (Total responses: 132)

Inverness = Responses from Inverness area (Total responses: 106)

Bolinas = Responses from Bolinas or Stinson Beach (Total responses: 104)

Full-time = Total responses from full-time West Marin residents (Total responses: 329)

Total = Total responses

These results are from a self-selected respondent survey of all households in West Marin. Thus, the respondents were not randomly selected. Certain levels of bias in the self-selection process should be expected. Because of this, confidence intervals for responses cannot be specifically calculated. If this were a random sample survey, responses for Point Reyes Station would be +/- 7.9%, responses for Inverness would be +/- 8.1%, responses for Bolinas would be +/- 9.1%, and responses for Full-time residents would be +/- 5.1%. Because this is not a random sample survey, confidence higher confidence intervals should be expected.

Minute differences between communities should be considered not significant in the survey results. Significant differences would include major differences in rank order of the responses. For example, a conclusion from responses to question 2 would be that Bolinas respondents have lived at their addresses far longer than in the rest of West Marin because more households have longer tenure, fewer have a shorter tenure, and the mean average tenure is several years longer than the average in West Marin.

1. What is your West Marin zip code? \_\_\_\_\_

Response	94924	94929	94937	94940	94946	94950	94956	94970	94971	Other
Full-time	62	1	90	17	0	8	116	33	0	1
Total	67	1	106	20	0	9	123	37	0	5
Full-time (% of all Full-time)	19%	0%	27%	5%	0%	2%	35%	10%	0%	0%
Households (% of Census 2000)	20%	5%	13%	6%	7%	2%	31%	12%	4%	n/a

Some West Marin communities were significantly underrepresented, including Dillon Beach (94929), Nicasio (94946), and Tomales (94971). Inverness (94937) was significantly overrepresented.

How long have you lived at this address? \_\_\_\_ yrs.

Response	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-45	45+
PRS	36	14	10	16	17	11	10	8	6	3
Inverness	23	15	16	6	9	9	7	11	3	4
Bolinas	16	10	9	15	12	6	11	14	8	2
Full-time	69	37	35	35	39	25	28	29	17	9
Total	78	42	40	42	40	37	31	35	17	10

Response	Mean	Median	Mode
PRS	16.9	15	3
Inverness	18.1	13	4
Bolinas	21.2	20	20
Full-time	18.8	17	3
Total	18.6	16	3

2. Are you a full-time or part-time resident of West Marin?

Response	Full	Part
PRS	124	7
Inverness	90	12
Bolinas	95	9
Full-time	329	0
Total	329	34

3. How many people are in your household? \_\_\_\_\_

Response	1	2	3	4	5	6	7+
PRS	47	61	14	6	1	0	1
Inverness	33	51	11	7	1	2	0
Bolinas	36	47	12	6	1	1	1
Full-time	113	152	33	21	3	2	2
Total	122	175	40	21	3	3	2

Ages: \_\_\_\_\_

Response	0-4	5-17	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
PRS	8	15	5	13	18	40	45	59	19	7
Inverness	11	19	7	9	22	24	55	36	13	7
Bolinas	4	15	5	11	28	27	52	45	10	6
Full-time	22	49	16	30	66	88	152	124	41	21
Total	24	53	19	33	72	96	173	150	44	22

Response	Mean	Median	Mode	Median in Census 2000
PRS	53.5	58	65	46
Inverness	50.1	57	62	44
Bolinas	52.8	58	65	45
Full-time	52.0	57	62	45
Total	52.4	58	62	n/a

*Significant disparity* – survey respondents were more likely to be older than the general population, even when taking the aging of the population into account.

#### 4. What is your gross family annual income?

##### Survey Responses

Response	more than \$150,000/yr	between \$50,000 and \$150,000/yr	between \$30,000 and \$50,000	less than \$30,000/yr
PRS	9%	41%	29%	21%
Inverness	15%	40%	25%	20%
Bolinas	16%	42%	23%	20%
Full-time	11%	41%	26%	21%
Total	14%	41%	24%	21%

##### Census 2000

Response	more than \$150,000/yr	between \$50,000 and \$150,000/yr	between \$30,000 and \$50,000	less than \$30,000/yr
PRS	10%	42%	20%	28%
Inverness	11%	38%	24%	27%
Bolinas	16%	45%	16%	23%
Full-time	14%	41%	20%	25%
Total	n/a	n/a	n/a	n/a

Not a significant disparity – the difference between “less than \$30,000/yr” and “between \$30,000 and \$50,000” may be due to income growth.

5. Approximately what percentage of these goods and services are purchased from local businesses in West Marin? \_\_\_\_\_

Response	0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90-99
PRS	16	27	19	7	5	9	6	5	8	2
Inverness	9	15	22	15	3	8	2	6	4	3
Bolinas	9	25	16	8	7	9	4	7	2	8
Full-time	35	60	55	32	14	25	11	17	15	14
Total	38	74	60	34	16	27	14	18	15	15

Response	Mean	Median	Mode
PRS	31.6	25	10
Inverness	32.9	25	20
Bolinas	34.7	25	10
Full-time	33.6	25	10
Total	32.8	25	10

6. What is the approximate distance from your home to the place within West Marin where you most frequently purchase goods and services? \_\_\_\_\_ (mi.)

Response	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-45	45+
PRS	94	8	2	2	9	4	1	0	0	0
Inverness	39	38	7	0	3	4	2	2	2	2
Bolinas	71	3	8	7	3	1	0	0	0	3
Full-time	191	52	18	10	12	9	3	2	2	4
Total	211	60	20	11	16	10	3	2	2	5

How often do you shop at establishments closest to your home? \_\_\_\_\_ (/week)

Response	<1	1-2	3-4	5-7	>7
PRS	8	37	31	23	1
Inverness	12	36	19	17	0
Bolinas	10	32	19	26	0
Full-time	28	97	64	65	2
Total	34	115	73	69	2

Response	Mean	Median	Mode
PRS	3.1	3	1
Inverness	2.7	2	1
Bolinas	3.2	3	7
Full-time	3.2	2.9	1
Total	3.0	2.0	1

7. Where do you shop frequently when you go “over the hill” for goods and services?  
 \_\_\_\_\_ (multiple responses tabulated)

City Responses:

San Rafael	57
Petaluma	55
Novato	53
Fairfax	18
Mill Valley	17
San Anselmo	12
Corte Madera	9
Berkeley	8
Santa Rosa	6
San Francisco	5
Other	15

Store Responses:

Trader Joes	119
Whole Foods	63
Safeway	54
Costco	49
Good Earth	41
Target	33
Staples	10
Home Depot	9
United Market	8
CVS	7
Other	90

Store Type Responses:

gas	13
grocery stores	10
clothing stores	4
farmers markets	3
Other	30

8. Does anyone in your household travel over the hill regularly for: WORK

Response	Yes	No
PRS	41	82
Inverness	30	70
Bolinas	44	52
Full-time	108	199
Total	125	220

SCHOOL

Response	Yes	No
PRS	15	83
Inverness	14	71
Bolinas	18	64
Full-time	46	216
Total	51	239

9. In the past 30 days, how often did you, someone in your family, a friend or courier travel over the hill to purchase products or services for your home?

Response	4 times or more	1-3 times	Not in the past 30 days
PRS	85	40	4
Inverness	55	42	6
Bolinas	60	37	4
Full-time	198	112	14
Total	217	128	15

10. If you traveled over the hill to purchase products or services, how much do you estimate you spent in total on these purchases in the last 30 days? \$ \_\_\_\_\_

Response	<100	100-249	250-499	500-999	1000-1499	1500-1999	2000-2499	2500-4999	5000-9999	10000+
PRS	5	21	28	37	9	0	3	2	0	1
Inverness	3	14	29	19	13	1	2	2	1	1
Bolinas	4	18	21	17	10	2	4	1	2	1
Full-time	12	51	76	68	30	4	9	6	3	3
Total	15	54	81	75	37	4	11	6	3	3

Response	Mean	Median	Mode
PRS	626.0	425	500
Inverness	648.6	400	300
Bolinas	874.5	400	200
Full-time	726.9	400	500
Total	720.0	425	500

11. In the past 30 days, how often did you purchase products or services online or through mail order?

Response	4 times or more	1-3 times	Not in the past 30 days
PRS	29	66	34
Inverness	26	49	26
Bolinas	19	49	30
Full-time	70	157	88
Total	79	176	98

12. For products or services purchased online or through mail order, how much do you estimate you spent in total over the last 30 days? \$ \_\_\_\_\_

Response	<100	100-249	250-499	500-999	1000-1499	1500-1999	2000-2499	2500-4999	5000-9999	10000+
PRS	31	40	12	6	2	0	0	2	1	0
Inverness	24	20	12	6	5	2	0	0	0	2
Bolinas	21	23	9	6	1	1	2	0	0	0
Full-time	71	79	31	19	6	3	3	2	1	2
Total	80	87	35	20	8	3	3	2	1	2

Response	Mean	Median	Mode
PRS	315.6	150	200
Inverness	472.8	150	50
Bolinas	272.8	150	200
Full-time	364.9	150	200
Total	350.8	150	200

13. When you purchase each of the following products, where do you purchase them most frequently?

Product	Rarely purchase	West Marin	Other the Hill	Online/Catalog	Total	%WM	%OTH	%O/C
Paper Products	10	44	306	8	368	12%	<b>83%</b>	2%
Cleaning supplies	14	74	271	7	366	20%	<b>74%</b>	2%
Gardening supplies	58	139	169	5	371	37%	<b>46%</b>	1%
Home improvement	43	164	168	6	381	43%	<b>44%</b>	2%
Farm supplies	254	41	33	2	330	<b>12%</b>	10%	1%
Office Supplies	47	8	269	42	366	2%	<b>73%</b>	11%
Furniture/appliances	124	3	214	15	356	1%	<b>60%</b>	4%
Computer equipment	92	0	194	72	358	0%	<b>54%</b>	20%
Sports Equipment	181	5	140	19	345	1%	<b>41%</b>	6%
Art supplies	139	11	179	23	352	3%	<b>51%</b>	7%
Toys	217	25	82	24	348	7%	<b>24%</b>	7%
Clothing/Shoes	25	60	237	74	396	15%	<b>60%</b>	19%
Bedding/Towels	75	34	205	44	358	9%	<b>57%</b>	12%
Books	42	167	91	93	393	<b>42%</b>	23%	24%
Entertainment	109	19	97	121	346	5%	28%	<b>35%</b>
Groceries/dry goods	3	126	261	4	394	32%	<b>66%</b>	1%
Produce	4	226	156	3	389	<b>58%</b>	40%	1%
Liquor	94	54	205	3	356	15%	<b>58%</b>	1%
Pet food	101	76	173	8	358	21%	<b>48%</b>	2%
Drugs/medicine	62	122	144	45	373	33%	<b>39%</b>	12%

**Reason by place usually purchased:**

Product	Usually Buy in West Marin				Usually Buy Other the Hill				Usually Buy Online/Catalog			
	Better Price	Better Selection	Better Service	Other	Better Price	Better Selection	Better Service	Other	Better Price	Better Selection	Better Service	Other
Paper Products	5	1	4	25	260	121	16	10	8	4	0	0
Cleaning supplies	6	9	5	36	219	114	14	9	4	4	0	0
Gardening supplies	10	19	38	41	105	103	10	7	2	3	0	0
Home improvement	15	16	34	54	122	93	20	10	5	5	0	0
Farm supplies	3	3	7	13	19	11	2	3	0	0	0	0
Office Supplies	1	1	0	1	175	166	18	25	27	28	4	5
Furniture/appliances	0	0	0	1	119	136	18	17	6	8	3	1
Computer equipment	0	0	0	0	101	121	22	20	50	45	12	6
Sports Equipment	0	0	2	1	75	91	12	12	14	14	2	0
Art supplies	2	2	3	4	82	121	12	19	9	14	2	1
Toys	4	3	8	4	42	50	6	3	7	11	0	2
Clothing/Shoes	17	19	8	17	121	167	21	12	38	54	9	10
Bedding/Towels	4	10	5	8	113	121	11	13	17	20	6	8
Books	14	24	42	42	44	45	9	8	62	55	10	7
Entertainment	1	3	4	7	49	63	11	6	56	76	11	13
Groceries/dry goods	24	22	14	40	189	132	25	15	2	2	0	0
Produce	26	65	33	58	93	84	17	14	2	2	1	0
Liquor	8	6	3	19	144	84	9	5	2	2	0	0
Pet food	9	7	8	22	123	72	8	10	6	1	2	1
Drugs/medicine	11	10	32	37	78	49	20	29	18	7	9	16
Totals	152	213	242	427	2,234	1,904	274	243	330	348	69	68

**Other Reasons Bought in West Marin:**

Reason	Frequency
Close/convenience	193
Buy local, support the community	113
Better quality	24
Physically unable to go elsewhere	12
It is available	10
Knows the owner	5
No explanation	49
Other, misc.	33
Total	439

14. When you purchase each of the following services, where do you purchase them?

Product	Rarely purchase	West Marin	Other the Hill	Online/Catalog	Total	%WM	%OTH	%O/C
Medical service	37	211	155	0	403	52%	38%	0%
Veterinary services	120	194	25	0	339	57%	7%	0%
Contractor services	88	248	20	1	357	69%	6%	0%
Computer services	167	96	73	5	341	28%	21%	1%
Printing/Copies	137	59	150	3	349	17%	43%	1%
Tax/Accounting	105	63	178	4	350	18%	51%	1%
Auto repair	25	104	252	1	382	27%	66%	0%
Auto fuel	8	70	303	1	382	18%	79%	0%

Reason by place usually purchased:

Product	Usually Buy in West Marin				Usually Buy Other the Hill				Usually Buy Online/Catalog			
	Better Price	Better Selection	Better Service	Other	Better Price	Better Selection	Better Service	Other	Better Price	Better Selection	Better Service	Other
Medical service	11	10	97	63	16	42	45	53	0	0	0	0
Veterinary services	4	2	87	65	13	4	7	9	0	0	0	0
Contractor services	12	2	102	63	6	4	5	8	0	0	0	1
Computer services	9	5	36	20	13	27	21	7	1	3	2	0
Printing/Copies	5	2	15	11	67	51	31	22	0	1	0	0
Tax/Accounting	5	0	33	10	25	33	54	55	1	1	1	3
Auto repair	20	6	44	24	63	72	98	48	1	1	1	0
Auto fuel	15	0	9	22	250	33	29	28	0	0	0	1

Other Reasons Bought in West Marin:

Reason	Total
Close/convenience	139
Buy local, support the community	55
Better quality	4
It is available	6
Physically unable to go elsewhere	5
Knows the owner	9
No explanation	18
Other, misc.	42
Total	272

15. In general, when you decide to purchase products or services, how important is each of the following factors?

Point Reyes Station

Response	1 – not Important	2	3	4	5 – most important	Mean	Median	Mode
Availability	5	0	14	43	63	4.3	5	5
Convenience	4	6	20	46	49	4.0	4	5
I know the owner	28	15	28	34	17	3.0	3	4
It's the right thing to do	26	14	28	28	21	3.0	3	4
Price	1	2	27	34	59	4.2	4	5
Quality	3	1	9	41	72	4.4	5	5
Selection	5	4	17	50	46	4.0	4	4
Where my friends and family shop	84	21	9	2	3	1.5	1	1
Where we've always gone	72	22	13	5	5	1.7	1	1

Inverness

Response	1 – not Important	2	3	4	5 – most important	Mean	Median	Mode
Availability	2	2	14	29	52	4.3	5	5
Convenience	6	5	16	37	37	3.9	4	4
I know the owner	17	8	17	26	27	3.4	4	5
It's the right thing to do	15	14	14	22	25	3.3	4	5
Price	2	8	21	41	31	3.9	4	4
Quality	1	1	4	42	52	4.4	5	5
Selection	2	4	15	40	38	4.1	4	4
Where my friends and family shop	65	13	13	4	4	1.7	1	1
Where we've always gone	60	12	17	6	4	1.8	1	1

Bolinas

Response	1 – not Important	2	3	4	5 – most important	Mean	Median	Mode
Availability	2	1	10	22	65	4.5	5	5
Convenience	4	4	14	27	51	4.2	5	5
I know the owner	20	6	32	18	19	3.1	3	3
It's the right thing to do	25	6	22	22	18	3.0	3	1
Price	3	3	15	36	43	4.1	4	5
Quality	0	1	2	26	68	4.7	5	5
Selection	2	0	16	31	46	4.3	4	5
Where my friends and family shop	63	12	8	4	4	1.6	1	1
Where we've always gone	55	14	10	10	4	1.9	1	1

### Full-time

Response	1 – not Important	2	3	4	5 – most important	Mean	Median	Mode
Availability	9	3	37	96	165	4.3	5	5
Convenience	13	17	52	107	123	4.0	4	5
I know the owner	63	30	71	74	62	3.1	3	4
It's the right thing to do	62	35	63	69	59	3.1	3	4
Price	6	10	61	108	130	4.1	4	5
Quality	3	2	15	107	183	4.5	5	5
Selection	8	8	43	120	125	4.1	4	5
Where my friends and family shop	203	44	28	9	10	1.6	1	1
Where we've always gone	179	45	40	20	13	1.8	1	1

### Total

Response	1 – not Important	2	3	4	5 – most important	Mean	Median	Mode
Availability	10	3	39	106	190	4.3	5	5
Convenience	15	17	54	122	144	4.0	4	5
I know the owner	68	32	79	85	70	3.2	3	4
It's the right thing to do	70	38	69	78	68	3.1	3	4
Price	6	15	68	120	144	4.1	4	5
Quality	4	3	15	120	206	4.5	5	5
Selection	9	10	48	134	140	4.1	4	5
Where my friends and family shop	229	50	31	10	13	1.6	1	1
Where we've always gone	202	51	43	23	14	1.8	1	1

### What other factors are important (please explain)?

- Family Friendly
- my need to keep Kaiser appointments in Petaluma, Terra Linda or San Rafael and dental appointments in Santa Rosa
- we bring what we need from Berkeley
- I hate dealing with Tourists/ parking problems/ can't get mail
- if you drive OTH for one thing it is easy to take care of several errands at that time
- for organic produce it's hard to beat the Bospel Flats stand on the Point Reyes farmers market. People Store and Whole Food are next in line
- Shop local given fair price and quality
- high prices for everyday food is discouraging
- no printing/computer stuff like CDs make it very difficult to run a business from west main and stay local
- I buy select products not available in most places
- I try to support local businesses as much as possible
- Social activities over the hill make it more convenient.
- I travel OTH every Saturday for tennis and purchasing
- hours of operation

16. Which of the following shopping locations do you feel is the best at offering the following:

Point Reyes Station

Response	Online/ Mailorder	West Marin	Other the Hill	None of these	Other
Availability	42	18	67	0	1
Convenience	26	89	15	0	2
I know the owner	0	79	4	23	1
It's the right thing to do	0	67	5	28	1
Price	38	5	91	3	1
Quality	14	38	53	4	2
Selection	29	9	85	2	1
Where my friends and family shop	0	12	14	55	4
Where we've always gone	0	11	17	59	4

Inverness

Response	Online/ Mailorder	West Marin	Other the Hill	None of these	Other
Availability	33	11	51	2	3
Convenience	19	78	9	0	2
I know the owner	2	71	7	11	0
It's the right thing to do	1	70	6	9	1
Price	34	3	61	1	7
Quality	10	30	41	6	6
Selection	30	4	66	1	4
Where my friends and family shop	2	17	15	35	4
Where we've always gone	2	15	17	36	5

Bolinas

Response	Online/ Mailorder	West Marin	Other the Hill	None of these	Other
Availability	26	12	60	1	3
Convenience	22	61	20	1	1
I know the owner	0	73	3	13	2
It's the right thing to do	0	66	6	14	3
Price	32	5	70	1	3
Quality	13	27	43	8	8
Selection	23	3	73	1	7
Where my friends and family shop	4	20	10	42	1
Where we've always gone	3	12	14	43	2

Full-time

Response	Online/ Mailorder	West Marin	Other the Hill	None of these	Other
Availability	98	39	170	3	6
Convenience	61	221	46	1	5
I know the owner	1	212	16	48	3
It's the right thing to do	1	193	16	49	6
Price	95	13	219	6	9
Quality	33	94	127	18	13
Selection	77	15	216	4	9
Where my friends and family shop	4	49	36	125	10
Where we've always gone	4	39	46	129	11

Total

Response	Online/ Mailorder	West Marin	Other the Hill	None of these	Other
Availability	111	44	191	3	7
Convenience	72	241	52	1	6
I know the owner	2	242	17	50	3
It's the right thing to do	1	218	19	54	6
Price	109	14	242	7	11
Quality	38	105	147	19	16
Selection	89	18	241	5	13
Where my friends and family shop	6	54	43	141	10
Where we've always gone	5	43	51	148	12

17. If you go over the hill for work or school, do you purposely shop while making those trips?

Response	Yes	No
PRS	84	8
Inverness	68	4
Bolinas	72	6
Full-time	218	16
Total	242	20

18. What other factors most influence your decisions to shop outside West Marin?

\*Response not from a full-time resident

Point Reyes Station, Olema

- already going over hill for work
- Availability, familiarity, choice
- Being able to make a few stops & get everything we need
- better price and selection
- convenience & affordability
- convenience adventure
- cost, variety
- discount stores like Trader Joe's, Marshall's
- ease of parking in large lots
- Enjoy bigger stores for some items
- faster service & better selections
- fresh produce and local cheese convenience
- health food preferences
- I am OTH every Saturday\*
- If something is not available in West Marin

- living in Stinson, nowhere else to go
- Mainly Price
- many businesses cater to tourists and price themselves too high for many locals
- many merchants gear their offerings to the tourist trade, not the community. Prices are too high for many who live here
- Most Brands not available here
- movies
- No WM Groceries accept WIC
- Parking , hours of operation, easy access, price
- Price
- price
- Price and Availability
- price and availability
- price and availability
- price and selection

- price and selection
- Price and selection
- price and selection
- price and variety\*
- price selection
- price selection good service efficiency
- prices
- prices and availability
- Prices but what will we do when we can't drive?
- Prices+ local businesses cater to tourists
- Quality of meat market at the Palace
- the attitude that a lot of people have that they are somehow special
- tourists in point Reyes too many people little parking available
- Wider selection

### Inverness area

- availability and price
- availability and price
- availability and price
- Availability
- cheaper, buy in bulk, do all chores once a month
- cost of food too high in west Marin\*
- cost selection\*
- desire for individuality
- farmer's market too political
- high costs no buy all type of store, limited services
- I like to go places the novelty of large selection new merchandise
- I work at home or OTH often stores are closed when I'm driving OTH. Also I have time

- between appointments and it's convenient to pick up items there
- knowing where things are available
- longevity of relationship satisfaction in quality
- mainly it is the outrageous prices and poor quality at the local grocery store local produce at Toby's and Shorty's is fine
- medical
- personal likes and dislikes based on past experiences
- price
- price
- price availability
- price availability selection

- price but mostly the convenience when I'm already OTH
- price selection
- Price, Quality of Meat and Veggies
- prices especially food
- primary residence is in Berkeley\*
- save money
- save money
- selection
- selection and price
- selection and price\*
- shops in wm close fairly early but we commute and get home late
- special health and food requirements

### Bolinas, Stinson Beach

- availability
- availability
- availability
- availability
- availability and price
- availability price
- availability\*
- availability\*
- availability/selection/price

- better fruit cheaper gas pet supplies availability
- convenience price
- dependency of stores being open
- Groups errands to reduce trips and carbon footprint

- I can go to a grocery store and buy 8 bags of groceries conveniently and cheaper
- I like just like to go over the hill
- if I have to go there for something else like insurance or licenses

- items not available here and are outrageously priced
- it's more fun
- Late hours when I work late
- limited resources in Stinson and easier to go OTH than other wm stores\*
- more choices in nurseries groceries restaurants movies
- no Trader Joe's, whole foods, or staples
- Not much other than groceries and hardware in WM
- one stop shop
- over the hill anyway, like to save money if I can
- price
- price

- price and availability
- price and availability
- price and selection
- price and selection
- price and time
- price and variety
- price availability attitude\*
- price mostly
- price of food gas bank
- Price selection
- price selection availability poor service in wm
- price very important
- Price, selection, convenience
- professionally managed and run, with c competent staff and organized
- selection

- selection and convenience
- selection and price
- selection/availability\*
- Stinson beach is almost totally tourist oriented
- the combination of price and selection are best OTH for consumables
- the products are not here so it's a dumb question and gas is too expensive
- while I'm in San Rafael once a week for other reasons I shop there

### Marshall, Tomales, Dillon Beach

- availability (Toyota dealer) price selection
- buy food at whole foods
- convenience to second home\*
- cost and selection

- Going there anyway
- good offered not available locally
- items not available here and are outrageously priced

- more options cost
- paper products packaged and priced like Costco
- price availability selection
- price of food and gas\*

19. What three (3) products or services would you like to purchase in West Marin that are currently unavailable locally? (tabulation of all responses)

\*Response not from a full-time resident

### Point Reyes Station, Olema

- affordable beverage store
- affordable gas\*
- affordable groceries
- affordable take out
- Alternative School K-12
- alternative vet
- art supplies
- art/stationary
- Asian Food (inexpensive)
- auto repair\*
- Baby items
- Bank
- Banking
- Bare Minerals Make-up
- basic clothing
- blue jeans
- breast exams
- bulk paper
- bulk printing
- bulk tp and paper products
- Buying Coop

- camera equipment
- car repair
- car wash
- carpet cleaning
- carry out food
- Casual Clothing
- ceramic supplies
- cheap cat food
- cleaners
- cleaning products in bulk,
- clothes
- clothes\*
- clothing
- clothing (reasonably priced)
- computer printer\*
- Computer supplies
- computer supplies
- CSA
- dermatologist
- dog grooming
- dry cleaner

- dry cleaners
- dry cleaners
- dry cleaning
- dry cleaning
- dry cleaning
- fax ribbons
- fish
- Food
- food (cheaper)
- food (cheaper)
- food at grocery stores (better quality)
- food market that has more of a community orientation and fairer prices
- foreign foods
- fresh bagels
- full service gas
- full service nursery
- furniture\*
- Gas

- gas (cheaper)
- gas (cheaper)
- gas (cheaper)
- gas (cheaper)
- gas at reasonable price
- gasoline (cheaper)
- Gluten free foods (more)
- good Chinese food
- good coffee shop
- green home improvements
- Groceries - Palace too expensive
- groceries (cheaper)
- groceries at fair price
- groceries at reasonable price
- grocery delivery
- hair salon
- Hanna Wine
- hardware store
- Hardware/ lumber store open all day
- health food
- household goods\*
- Household supplies
- ice cream shop
- ice cream store

- ice cream store with milk shakes (a good old fashion)
- ink cartridge
- Italian restaurant (a real)
- knife sharpening
- lawyer\*
- men's clothing
- message (local)
- movie theater
- music
- Nothing - they would all be too expensive
- office services
- office supplies
- optometrist\*
- optometrist
- organic produce
- paper products
- paper products (reasonably priced)
- Pet Food
- pet foods (more healthy)
- plant nursery
- plants nursery
- prices (cheaper)
- Printing

- printing
- printing and office supplies
- printing/copying
- produce (local)
- quality fish and meat
- Satisfied as is
- services
- sheet metal person
- shoe repair
- shoes
- small appliance repair\*
- sports equipment
- sushi
- swimming pool
- swimming pool
- tech supplies
- used furniture
- vegan burrito (a delicious)
- video rentals
- wash and fold laundry service
- WIC Foods
- wine
- wine food (inexpensive)
- winter cloths
- Winter gear

### Inverness area

- Affordable clothes
- Affordable clothes
- Affordable clothes
- affordable reliable auto repairs
- antique store
- appliance
- art supplies
- art supplies
- art supplies/framing
- arts/craft store
- Asian food cooking (sauces, spices)
- auto care medical services
- auto repair
- banking
- banking
- banking
- banks (more)
- beauty/waxing services
- beauty parlor
- bird seed
- bird seed\*
- blank CDs
- boars head deli products\*
- bulk animal food
- bulk animal food\*

- car wash
- car wash
- car wash
- CD record
- CDs classical music\*
- cell phone connection
- cheap gas
- Cheap Wine, Organic Salad Bar, Take away food
- cleaners/tailoring
- clothes
- clothes cleaning service
- clothing
- clothing\*
- cloths fo r kids
- coffee shop (another)
- color copies
- computer accessory
- computer equipment\*
- computer printer ink and paper
- computer printer ink and paper at a reasonable price
- computer services\*
- Costco olive oil
- craft supplies
- dance club

- dance club\*
- dental
- dentist and doctors
- dentist and doctors
- drug store
- drug store
- drugstores (more)
- dry cleaner
- dry cleaners
- dry cleaners\*
- dry cleaning
- dry cleaning
- dry goods
- ethnic restaurant\*
- fabric and good sewing supplies
- fair prices at the palace
- fair trade coffee
- fish
- Food
- Food
- fuel
- fuel\*
- garden supply (better)
- gas
- gas (cheaper)
- gas (low cost)

- good barber
- good bbq
- good photocopy
- goods (reasonably priced)
- groceries (better priced)
- groceries (reasonably priced)
- groceries\* (reasonably priced)
- Groceries, paper products
- grocery store in Inverness (more friendly)
- grown products (locally)
- gym/pool (better)
- hairdresser
- health food store like good earth\*
- health food store
- household
- I don't shop outside wm
- internet café
- Kaiser clinic
- laundry and cleaners
- live crabs
- musical equipment
- nursery (better larger)

- nursery (better/larger)
- nursery\*
- office products
- Office supplies
- office supplies
- office supplies
- office supplies
- office supplies (reasonably priced)
- office supplies\*
- organic compost and manure
- paper good
- paper good\*
- personal products (reasonably priced)
- photo processing\*
- photo services
- photocopy
- printer ink cartridge
- printing
- printing and copying
- printing ink
- printing service
- printing\*
- printing/copying

- produce (reasonably priced)
- produce at better prices (more local)
- recycled copy paper
- recycling garbage\*
- rental of carpet cleaner
- sewing notions
- sewing supplies
- shoe repair\*
- shoes
- shoes
- sporting goods
- storage facility
- storage facility
- swimming pool
- tailor
- the good earth
- Trader Joe Products
- wider selection of hardware and household goods\*
- wider selection of hardware and household goods\*
- wider selection of clothing
- wider selection of groceries at lower price

### Bolinas, Stinson Beach

- aerobics class
- affordable deli style food
- appliances
- art shop
- art supplies
- Art supplies
- art supplies
- auto fuel repair
- auto mechanic
- Auto repair
- auto repair
- auto repair
- bakery
- bank
- bank
- bank
- bank\*
- banking
- basic auto
- basic clothing and shoes
- beauty care
- bicycle shop\*
- bikram yoga
- car repair (reliable)
- car wash
- cat food
- CDs/music

- cheap gas
- Cheese
- Chinese restaurant
- cleaning laundry
- clothes
- clothing
- clothing/shoes
- coffee shop
- commercial laundry
- computer
- computer ed for adults
- computer stuff\*
- copies,
- copy paper
- copy/fax\*
- copying/printing
- decent bread
- deli
- different bank
- discount goods
- discount goods
- drugstore
- dry cleaners
- Dry Cleaners
- dry cleaning
- dry cleaning
- dry cleaning

- dry cleaning
- electronics
- Eukanuba dog food
- farmers market
- food
- food products at better price (more)
- food selection (better)
- fresh fish
- garden supplies (inexpensive)
- gas
- gas
- gas (reasonably priced)
- gas at a better price\*
- Gas at market rates
- gas from a self vend pump credit card, cheaply
- gas station (better)
- gas\*
- glossy paper
- gluten free prepared/baked foods
- good car mechanic
- good veggies and fruit
- good video store
- groceries (cheaper)

- gym
- hardware/auto parts (better)
- health food (reasonably priced)
- high quality pet products
- High tech burritos
- home depot stuff\*
- household supplies\*
- ink cartridge
- job training education
- kids clothing
- Laundromat
- laundry service
- liquor (better)
- meat fish (more)
- meat fish and price (better quality and choice in)
- Mexican food
- mini dingo rawhides for dogs

- movie theater
- office supplies
- office supplies\*
- organic restaurant in Stinson (local)
- organic, local food store in Stinson
- paper products\*
- Peet's s coffee
- Peet's coffee
- pharmaceuticals
- pharmacy
- pharmacy
- plant and landscaping
- print facility
- printer ink
- printer paper and ink\*
- printing copies art supplies
- auto repair
- printing
- public swimming pool

- raw milk products\*
- repair people (reliable reasonable)
- restaurants
- restaurants (better selection of)
- Restaurants (reasonably priced)
- Science Diet cat food
- small appliance repair
- sporting goods
- stationary supply
- supermarket
- teahouse
- Tires
- Trader Joe's produce and prices
- vanilla goat yogurt
- vitamins

Marshall, Tomales, Dillon Beach

- auto parts
- bank
- credit union
- dentist/periodontist
- dry cleaning
- grocery brands (better selection of)
- high quality office supplies

- laundry mat
- less expensive clothing
- manicure
- meadowgrass hay\*
- movies
- none
- notary
- Olema is terrible

- organic veg. at the palace (local)\*
- pedicure
- printer ink/office supplies
- printing
- printing/copying\*
- rabbit pellets\*

20. In this time of financial cutbacks, are you spending less money in West Marin?

Response	Yes	No
PRS	45	64
Inverness	42	52
Bolinas	30	65
Full-time	112	177
Total	126	200

21. Which of the following values influences your decision to support West Marin businesses:

Response	PRS	Inverness	Bolinas	Full-time	Total
I value having thriving business districts	75	71	70	202	232
I want local shops and services to remain viable	110	100	93	291	329
I appreciate the social benefit to our community	100	80	83	252	284
I support reducing global warming by shopping locally	86	83	75	230	260
I support businesses using sustainable practices	84	81	72	223	252
I prefer locally produced food	102	86	91	267	300
I prefer products made locally	78	60	57	184	210
I prefer services from local residents	94	83	76	239	272
I purchase products that use Fair Trade practices	68	61	56	180	200

22. If there was a local community bank, would you use it for: Deposits?

Response	Yes	No
PRS	63	44
Inverness	53	35
Bolinas	46	39
Full-time	160	109
Total	179	128

how much on average? (\$)

Response	Mean	Median	Mode
PRS	32,166.7	19,000	10,000
Inverness	28,860.0	20,000	10,000
Bolinas	88,394.0	17,500	10,000
Full-time	44,358.9	18,000	10,000
Total	43,064.7	20,000	10,000

Mortgage?

Response	Yes	No
PRS	15	68
Inverness	12	59
Bolinas	19	56
Full-time	49	171
Total	52	197

how much? (\$)

Response	Mean	Median	Mode
PRS	*	*	*
Inverness	*	*	*
Bolinas	*	*	*
Full-time	410,366.4	399,000	500,000
Total	426,265.1	400,000	500,000

\*Too Few Responses (<10)

Other loans?

Response	Yes	No
PRS	15	63
Inverness	14	53
Bolinas	13	58
Full-time	43	163
Total	47	187

how much? (\$)

Response	Mean	Median	Mode
PRS	*	*	*
Inverness	*	*	*
Bolinas	*	*	*
Full-time	35,500.0	12,000	10,000
Total	33,128.6	12,000	10,000

\*Too Few Responses (<10)