

## A Purchasing Survey Worksheet

Another way of looking at the business inventory is to think about where residents are spending their money. Use the following worksheet as a means of tracking the purchases made by local people. Perhaps you can conduct a survey (mail or face-to-face) asking some form of these basic questions. Here, the goal is to understand where people spend their money and why they spend it where they do. The survey cans then be analyzed to determine potential opportunities.

<i>Item purchased</i>	<i>How much do you spend on this item per year?</i>	<i>Where is this item usually acquired?</i>	<i>Why do you acquire it at this particular place?</i>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____
11. _____	_____	_____	_____
12. _____	_____	_____	_____