

Market Analysis

of the Crow Creek Sioux Reservation

for
Hunkpati Investments, Inc.

June 2009

Conducted by



The
**HARVEST
INITIATIVE**

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Market Analysis
Crow Creek Sioux Reservation

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Market Analysis *Crow Creek Sioux Reservation*

Executive Summary and Strategic Recommendations

Starting in August 2008, The Harvest Initiative, Inc. conducted a market analysis of the Crow Creek Sioux Reservation to lay the groundwork for the creation of a Native Community Development Financial Institution (Native CDFI). In May 2009, the Native CDFI, Hunkpati Investments, Inc., was formed. The primary objective of the market analysis is to determine the demand for financing in the local market area, which will help Hunkpati Investments design their products and services. Research for this market analysis involved both primary and secondary data that included key opinion leader interviews, a survey and Internet research.

Secondary Data – Key Findings:

Population

- ❖ The population is 2,225 for all races on the reservation. 1,936 or 87% are identified as American Indians or Alaska Natives (one race).

Income

- ❖ Buffalo County, where the majority of the reservation is located, was named the poorest county in the U.S. in 2000.
- ❖ Median Household Income levels on the Crow Creek Sioux Reservation are considerably below those of South Dakota and the U.S.
- ❖ Approximately 56% of reservation residents live below the poverty line, much higher than the state and national rates.

Education

- ❖ Educational attainment for the Crow Creek Sioux Reservation is significantly below the state and national high school and bachelor's degree graduation rate.

Employment

- ❖ The unemployment rate on the reservation is much higher than in South Dakota and the U.S.
- ❖ 6.3 % of all residents are self-employed. This is lower than state and national levels.

Housing

- ❖ Homeownership rates on the reservation are significantly lower than national rates.

Financial Activity/Competition

- ❖ No financial institutions have a presence on the Crow Creek Sioux Reservation. The nearest bank is approximately a 30-minute drive from Fort Thompson, the population center of the reservation.

Community Survey – Key Findings

Surveys were mailed to 260 households on the reservation, resulting in a 20% response rate. The survey was titled “Crow Creek Community Financial Services Survey” and consisted of 42 questions.

- ❖ 85% of survey respondents would be willing to attend financial education classes if they were offered.
- ❖ 63% of survey respondents named a specific type of business they would be interested in developing.
- ❖ 53% of survey respondents ranked not having access to startup capital as the number one obstacle to starting their own business.
- ❖ Respondents who did not believe they would qualify for a business loan were asked why they thought their application would not be approved:
 - 67% – Bad credit
 - 63% – Lack of collateral
 - 47% – Biases in lending for Native Americans
 - 7% – Other
 - 0% – Bankruptcy
- ❖ The type of financing respondents say they would need to start their own business:
 - 62% – Equipment
 - 44% – Other
 - 38% – Working capital
 - 35% – Commercial real estate
 - 35% – Inventories
- ❖ The level of financing respondents say they would need to start their own business:
 - 36% – Less than \$25k

- 18% – \$25,001-\$50k
- 15% – \$50,001-\$75k
- 15% – \$75,001-\$100k
- 15% – More than \$100k

Key Opinion Leader Interviews – Key Findings

Over a month-long period, a representative of The Harvest Initiative conducted face-to-face interviews with 14 members of the local Native CDFI development environment. Interviewees answered questions about several topics, including the main problems facing the reservation, availability of capital for small businesses, obstacles to starting a business, which types of businesses would be sustainable, and the financial literacy of those living on the reservation.

NOTE: THE OBSERVATIONS FROM THE KEY OPINION LEADER INTERVIEWS ARE THE OPINIONS AND EXPERIENCES OF THE INTERVIEWEES ONLY AND NOT THE OPINIONS OF THE HARVEST INITIATIVE.

- ❖ The majority of key opinion leaders feel that the reservation does not have adequate access to appropriate financial services.
- ❖ All key opinion leaders indicated that there are either no financial services or very few financial services on the reservation.
- ❖ Key opinion leaders cited the following as barriers to starting a business on the reservation: lack of access to capital, problems with credit when seeking financing, lack of knowledge about how to start and run a businesses, inability to determine the products and services the community can and will pay for, lack of qualified, dependable employees, the need to construct a building, getting approval for land, lack of infrastructure, lack of self-discipline among tribal members, and alcoholism and drug abuse.
- ❖ Key opinion leaders cited the following as businesses they think would be sustainable on reservation: café, bakery, laundromat, grocery store, gas station, service station, a business that fixes/changes tires, bank, restaurant, hardware store, clothing store, dollar store, bowling alley, movie theater, and a hunting and fishing business.

Conclusions:

1. There is a very high level of demonstrated need and demand for business loan products. The economic distress is particularly notable with respect to unemployment, poverty, and income levels. In short, the barriers faced by community members are much larger and more systemic than inadequate credit, lack of collateral, and isolation.
2. Low educational attainment and lack of financial readiness among community members suggests potential clients will need considerable technical assistance and development services.

Strategic Implications and Recommendations

Recommendation Number One

Develop strong technical assistance programs to support potential borrowers and the loan fund.

Some TA programs are already in place and others are being developed. The Harvest Initiative teaches a six-week financial literacy class using the Building Native Communities curriculum. In a partnership with Hunkpati Investments, The Harvest Initiative will also offer an entrepreneur business planning course for potential CDFI clients using the Indianpreneurship curriculum. The Small Business Development Center (SBDC) in Pierre, SD is currently providing assistance to entrepreneurs on the reservation and will be available to assist clients of the CDFI as well. In addition, The Harvest Initiative runs an informal business mentor program that allows entrepreneurs on the reservation to learn from one another.

Recommendation Number Two

Develop flexible loan products.

Hunkpati Investments will initially offer microloans. Once it has achieved certification through the Department of Treasury's Native CDFI program, it will also offer credit builder loans. In addition to its own lending, Hunkpati Investments will help reservation residents obtain traditional loans from mainstream financial institutions as well.

Recommendation Number Three

Create community partnerships.

Several partnerships have already been created and others are planned. The Harvest Initiative, which helped create Hunkpati Investments, will continue to collaborate with the organization to further its development and help it and achieve certification. As mentioned above, the SBDC will be available to provide assistance to CDFI clients. Hunkpati Investments will also partner with local banks with the goal of helping entrepreneurs obtain loans from those institutions. In addition, Hunkpati Investments is exploring the possibility of working with Habitat for Humanity to offer remodeling loans on the reservation. To help get the word out about the new

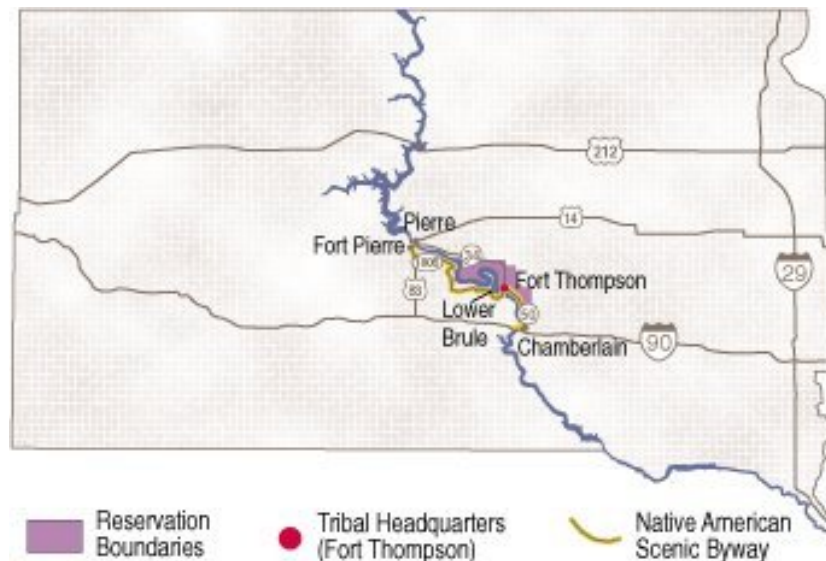
CDFI's services, Hunkpati Investments will collaborate with the Bureau of Indian Affairs (BIA) Social Services and Diamond Willow, a local church ministry. Finally, the CDFI will partner with the Tribal government to further the commercial development of the legal infrastructure on the reservation, and with the tribal courts to ensure that secured transaction laws are appropriately enforced.

Market Analysis

Crow Creek Sioux Reservation

Introduction

The Crow Creek Sioux Indian Reservation is approximately 358,361 acres located in central South Dakota. The reservation land base is approximately 10 x 70 miles. Current reservation land held in trust by the United States government is approximately 107,543.28 acres. The reservation tribal land is approximately 270,000 acres within Buffalo, Hughes and Hyde Counties. It is located along the north and eastern shores of the Missouri river. The terrain consists of plains, hills, shoreline, bluffs, prairie, lakes, dams, river and creeks. Tribal administration headquarters, businesses and the largest concentration of population are located in the town of Fort Thompson which is approximately 60 miles southeast of the capitol of Pierre.



Because the Dakota who settled on Crow Creek Reservation are descendants of all bands of the Oceti Sakowi (Seven Council Fires) or the Dakota/Nakota/Lakota Nation (Great Sioux Nation), they most naturally called themselves Hunkpati (Making of Relatives, To Live). The Hunkpati are identified as a distinct band with signature authority on the 1868 Fort Laramie Treaty with the United States Government.

Goals of Market Analysis

- Determine the demand for financing in the local market area.
- Determine the quality of the market for financing in the local market area.
- Determine the demand for a range of financial products and services in the local market area.
- Determine the demand for technical assistance and other services such as financial education, credit repair, entrepreneurship training, and Individual Development Accounts in the local market area.
- Provide key findings and product recommendations for the potential Native CDFI market.

Methodology for Study

Research for this market analysis involved the collection of both primary and secondary data. The primary data research, which took place from August 2008 to November 2008, involved the gathering of information by use of interviews with key opinion leaders and surveying the reservation residents.

The 14 key opinion leader interviews were conducted in person by one or two representatives of The Harvest Initiative. The interviews were conducted at various locations, but primarily at the workplaces of the interviewees.

In October 2008, surveys were mailed to 260 households on the Crow Creek Sioux Reservation, resulting in a 20% response rate. To encourage participation, those who returned the survey were entered into a drawing for a \$250 Wal-Mart Gift Card.

The secondary data research consisted of a review of the general U.S. Census statistics as well as data provided by the tribal government.

The Harvest Initiative

The Harvest Initiative is a nonprofit corporation that focuses on the development of jobs and entrepreneurs on the Crow Creek Sioux Reservation. Its overall mission is to invest locally in native grown ideas and support socially responsible business development to move the Crow Creek toward a commercially viable, self-sustaining economic

environment. The organization's activities are aimed at alleviating the effects of poverty on the reservation through the provision of financial literacy education and long term growth of the local economy. In particular, The Harvest Initiative works at the grassroots to assist tribe members in developing a native owned financial institution to meet the needs most critical to the reservation and form native owned businesses out of these efforts.

The Harvest Initiative resulted from collaboration between a Des Moines, Iowa business executive and two Drake University law school classmates. The group became involved with the reservation through the Together for Hope campaign organized by the Cooperative Baptist Fellowship and the missions and relief efforts of Ashworth Road Baptist Church in West Des Moines, Iowa.

Dustin Miller and Jason Yates formed The Harvest Initiative in the spring of 2008 as an Iowa-based nonprofit corporation to help focus economic efforts on the reservation. Barry Griswell and his wife Michele made a significant gift to cover the project's start up costs for two years. With a staff of three, The Harvest Initiative has an office on the reservation and one in Minneapolis. It is governed by a seven-member Board of Directors.

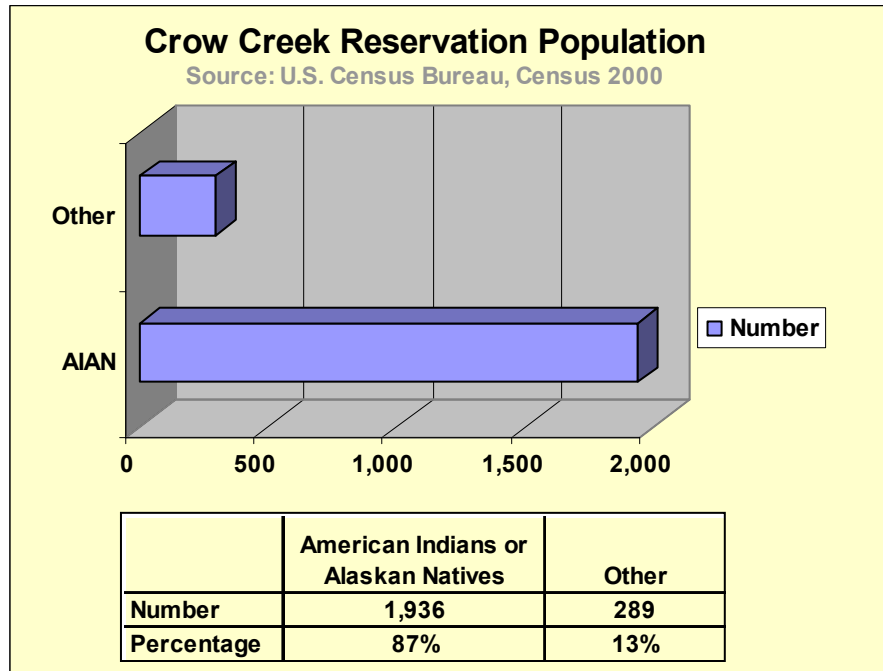
Market Analysis
Crow Creek Sioux Reservation

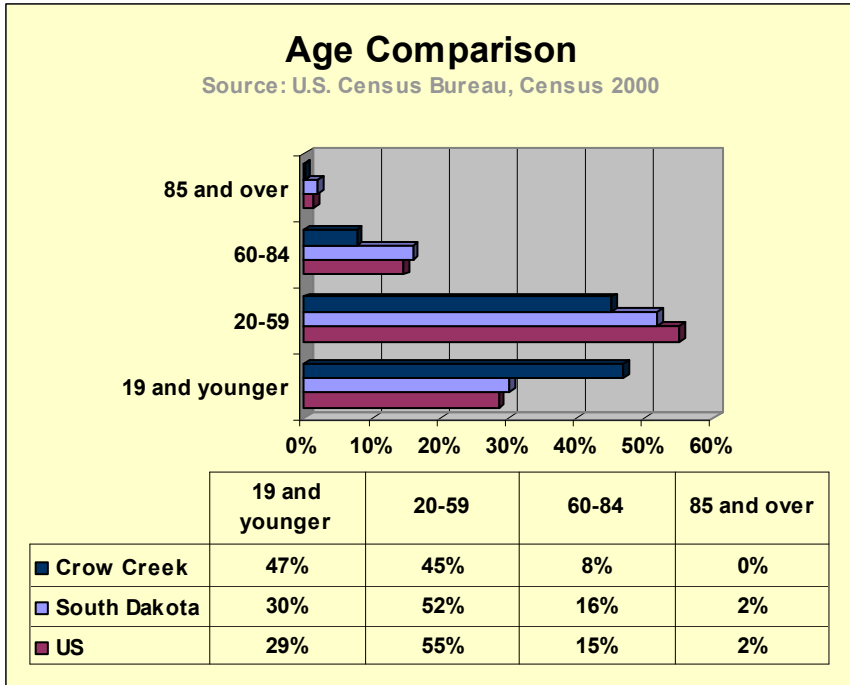
Secondary Data Analysis

This section presents demographic, social, and economic data about the Crow Creek Sioux Reservation. The data comes from the U.S. Census Bureau.

Population

In 2000, the U.S. Census Bureau reported that 1,936 American Indians or Alaskan Natives (one race) lived on the Crow Creek Sioux Reservation. The total population of the reservation for all races is 2,225. American Indians or Alaskan Natives (one race) make up 87% of the population.



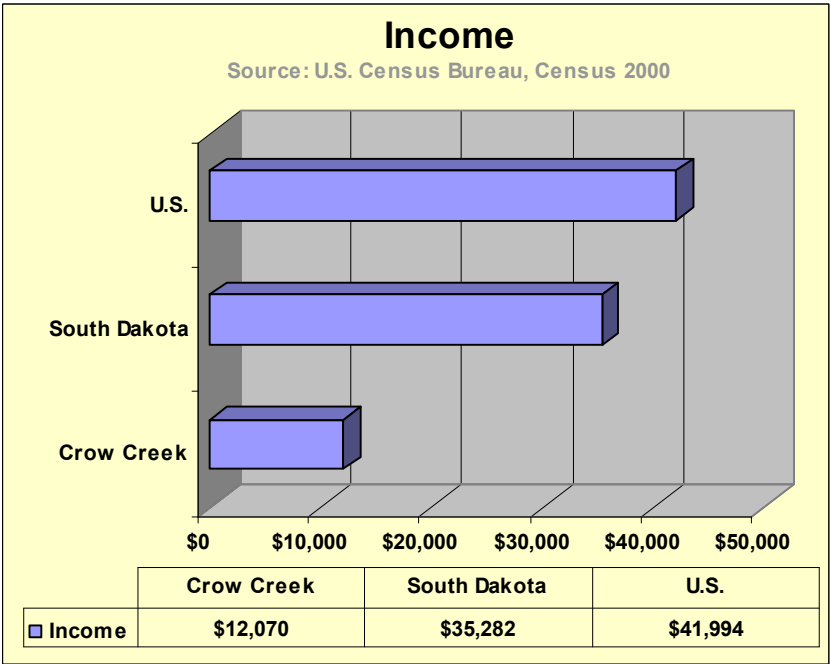


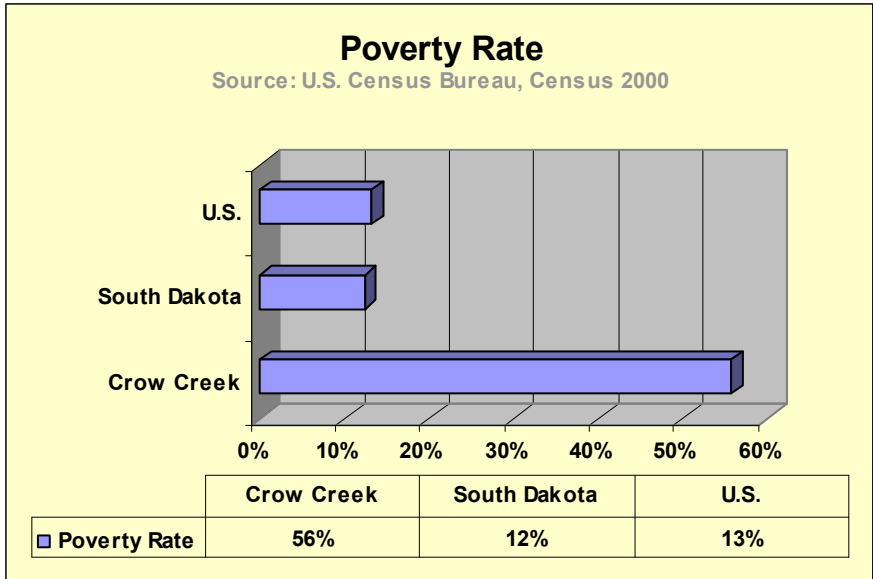
Age

The Crow Creek Sioux Reservation population is significantly younger than the state and national population. The reservation has 18% more residents under the age of 19 years than the U.S. and 17% more than South Dakota. The reservation has 10% less residents between the ages of 20-59 than the U.S. and 6% fewer residents than the South Dakota. The reservation has 7% fewer residents between the ages of 60 and 84 than the U.S. and 8% more than South Dakota. Less than 1% of the reservation’s population is 85 years or older.

Income

Median household income is the level of income at which half the population has lower incomes and half has higher incomes. Here we provide information on median household income for the Crow Creek Sioux Reservation, South Dakota, and the U.S. According to the 2000 U.S. Census Bureau, the median income for the U.S. is \$41,994 and the median income for South Dakota is \$35,282. Median household income on the Crow Creek Sioux Reservation is \$12,070, significantly lower than state or national levels.





Poverty

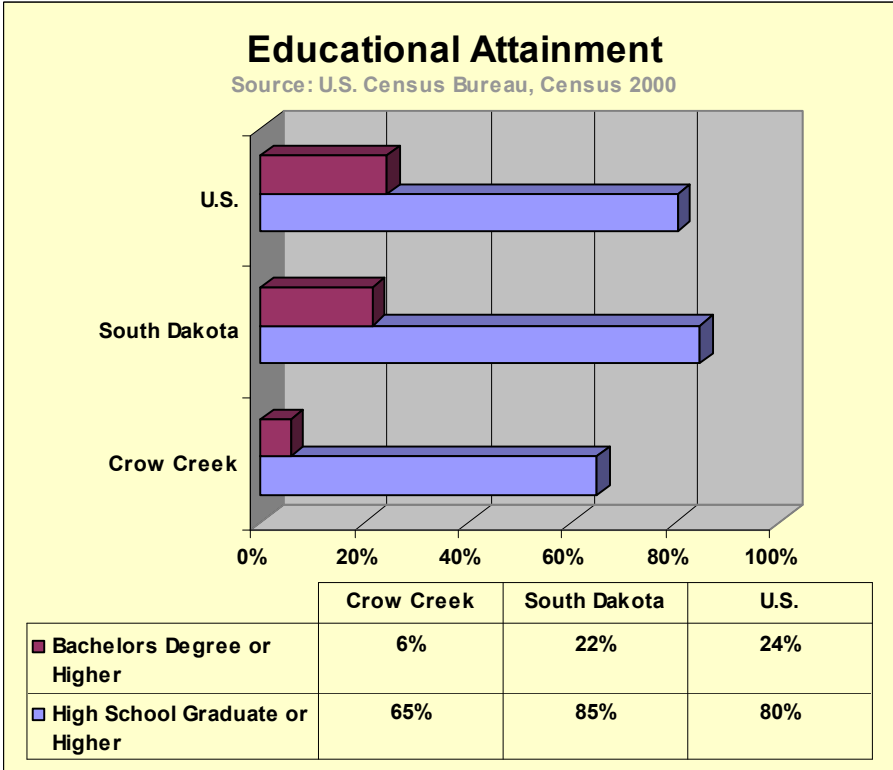
The poverty rate is the percentage of people living below the poverty level or “threshold.” Each year, the U.S. Office of Management and Budget establishes a series of poverty thresholds for different family sizes and ages of household heads.

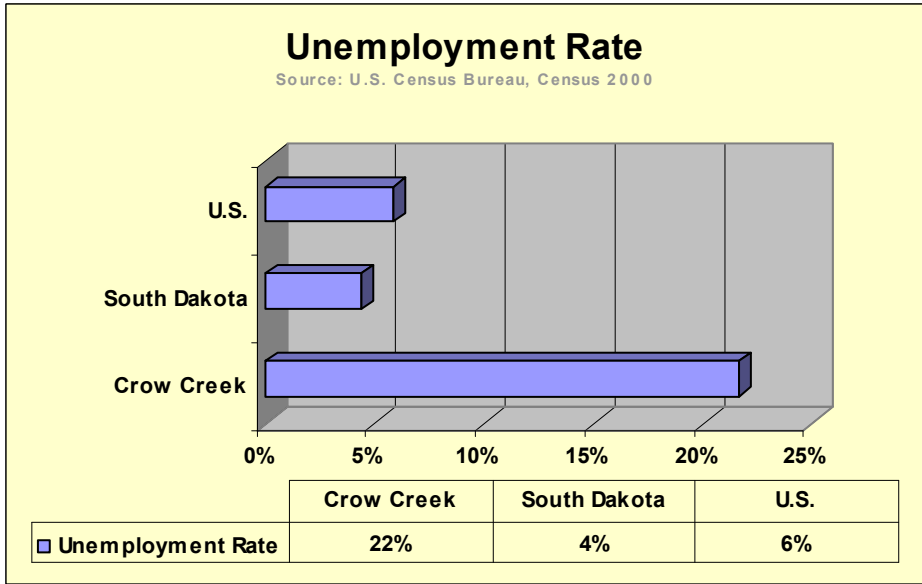
The poverty rate for the Crow Creek Sioux Reservation was just below 56% for the year

2000. That rate is 44% higher than in South Dakota and 43% higher than in the U.S.

Education

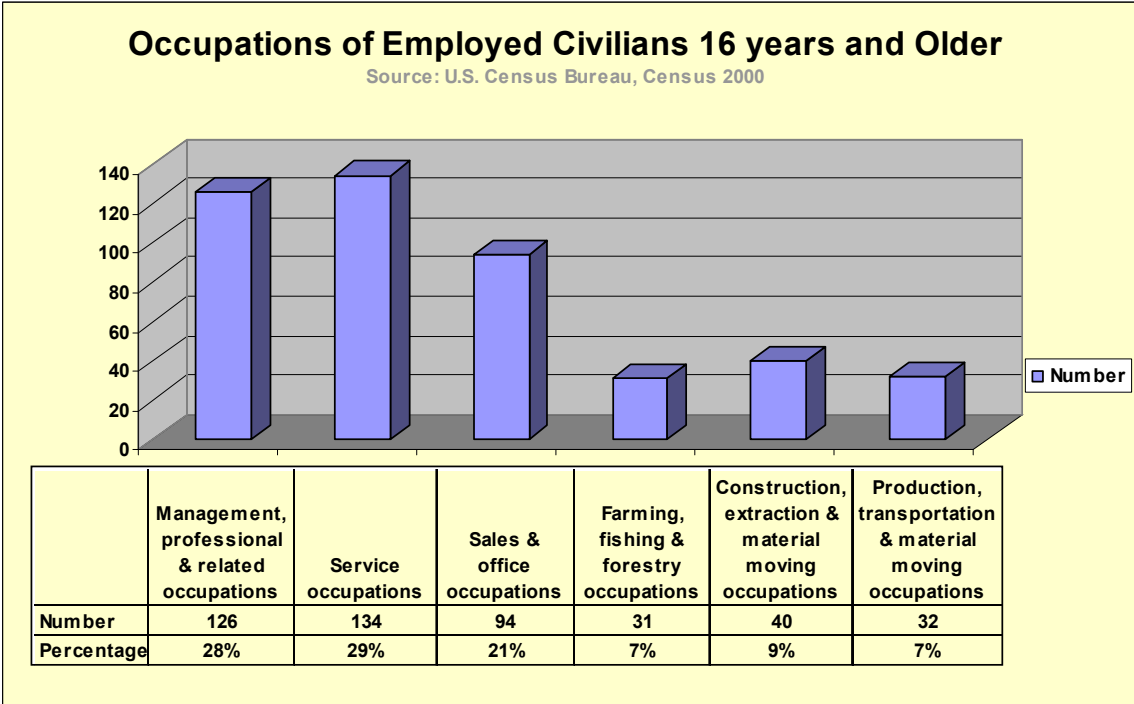
According to the 2000 U.S. Census, the percentages of high school graduates or higher are as follows: 65% for Crow Creek Sioux Reservation; 85% for South Dakota; and 80% for the U.S. The percentages for the attainment of a bachelor’s degree or higher is as follows; 6% for the reservation; 22% for South Dakota; and 24% for the U.S. The overall educational attainment for the reservation is lower than the state of South Dakota and the U.S.





Unemployment Rate

Unemployment on the Crow Creek Sioux Reservation in 2000 was nearly five times higher than it was in South Dakota and more than three times higher than in the U.S.



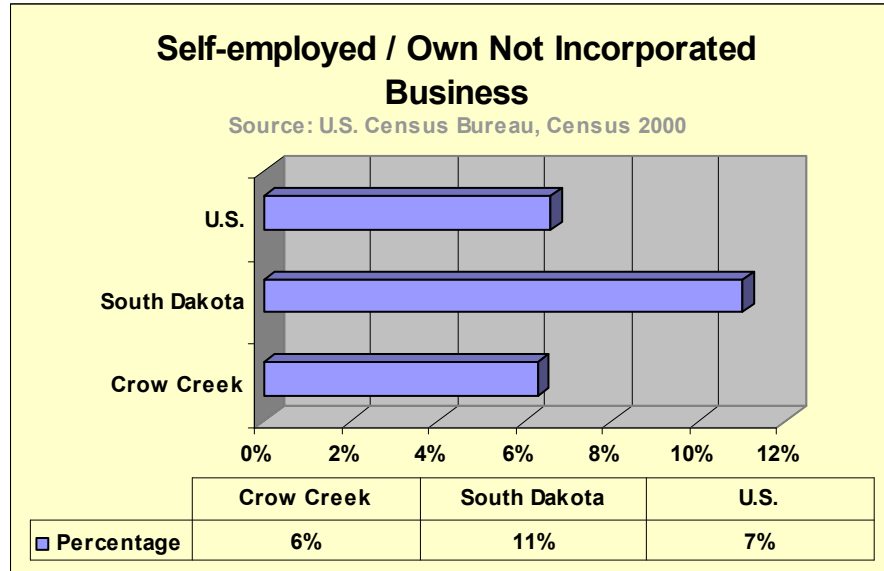
Occupation

28% of the Crow Creek Sioux Reservation workforce is in management, professional and related occupations and another 29% in service occupations, followed by 21% in sales and office occupations, 9% in construction, extraction and maintenance occupations, 7% in production, transportation and material moving occupations, and 7% in farming, fishing and forestry occupations.



Self-employment

The percentage of self-employed workers in owned but not incorporated businesses on the Crow Creek Sioux Reservation is lower than in South Dakota and slightly lower than the in U.S.



Industry Employment on the Crow Creek Reservation

Source: U.S. Census Bureau, Census 2000

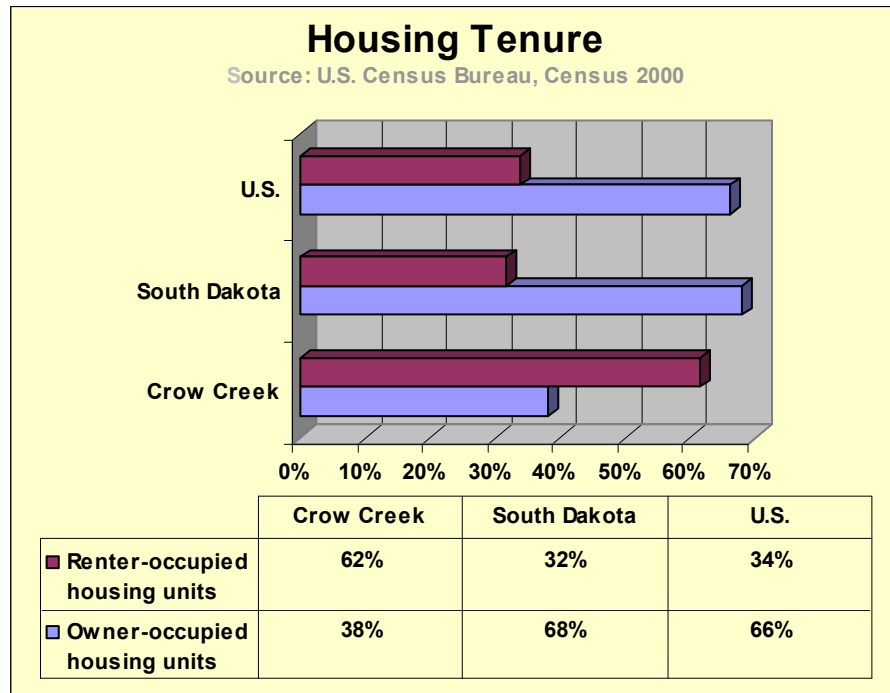
	Number	Percent
Education, Health and Social Services	175	38%
Public Administration	60	13%
Agriculture, Forestry, Fishing, Hunting and Mining	54	12%
Arts, Entertainment, Recreation, Accommodations and Food Services	50	11%
Retail Trade	40	9%
Construction	31	7%
Manufacturing	16	4%
Other Services (except public administration)	14	3%
Finance, Insurance, Real Estate, and Rental and Leasing	12	3%
Transportation and Warehousing, and Utilities	2	0%
Professional, Scientific, Management, Administrative, and Waste Management Services	3	1%
Information	0	0%
Wholesale Trade	0	0%
Total	457	100%

Employment Industries

Education, health and social service rank the highest at 38%, followed by: public administration at 13%; agriculture, forestry, fishing, hunting and mining at 12%; arts, entertainment, recreation, accommodations and food services at 11%; the rest of the categories fall below 10%.

Housing Tenure

According to the 2000 US Census, the homeownership rates for the Crow Creek Sioux Reservation are lower than South Dakota by 30% and lower than the U.S. by 28%. The renter occupied housing on the reservation is at 62%, much higher than both the state and national rates.



Market Analysis Crow Creek Sioux Reservation

Survey Findings

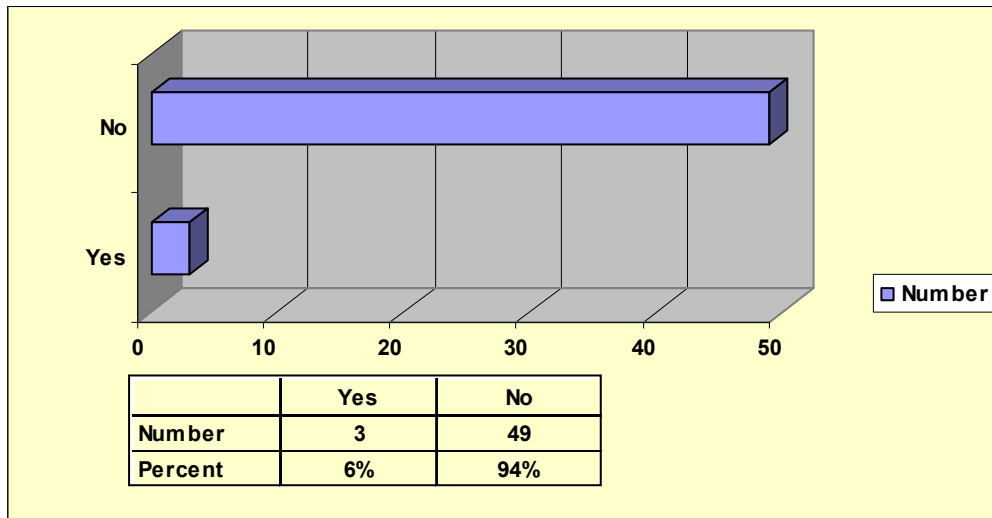
Methodology

In October 2008, surveys were mailed to 260 households on the Crow Creek Sioux Reservation, resulting in a 20% response rate. The survey was titled “Crow Creek Community Financial Services Survey” and consisted of 42 questions. To encourage participation, those who returned the survey were entered into a drawing for a \$250 Wal-Mart Gift Card. Survey responses were kept confidential.

Crow Creek Community Financial Services Survey

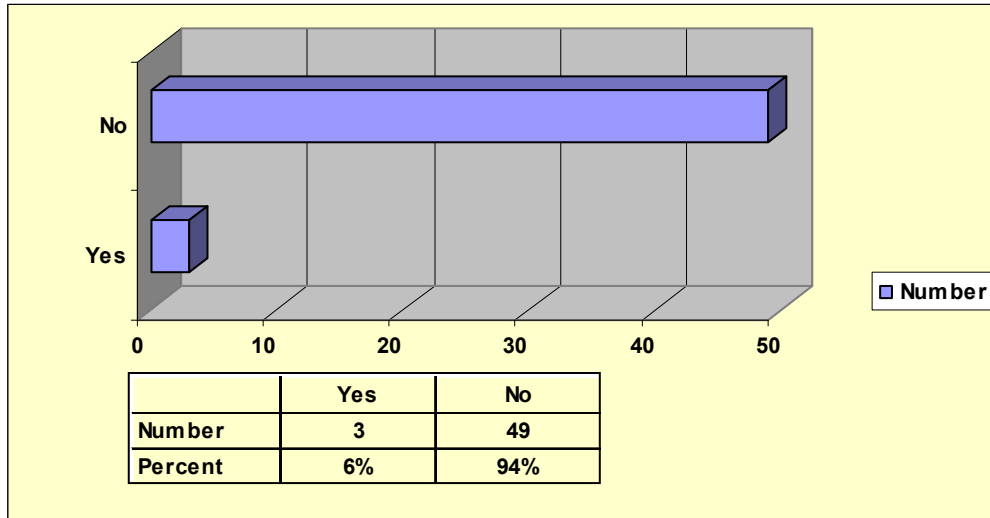
1) Do you currently operate your own business? ___Yes ___No

If yes, please skip to question (10)



- *6% of respondents currently operate their own business.*

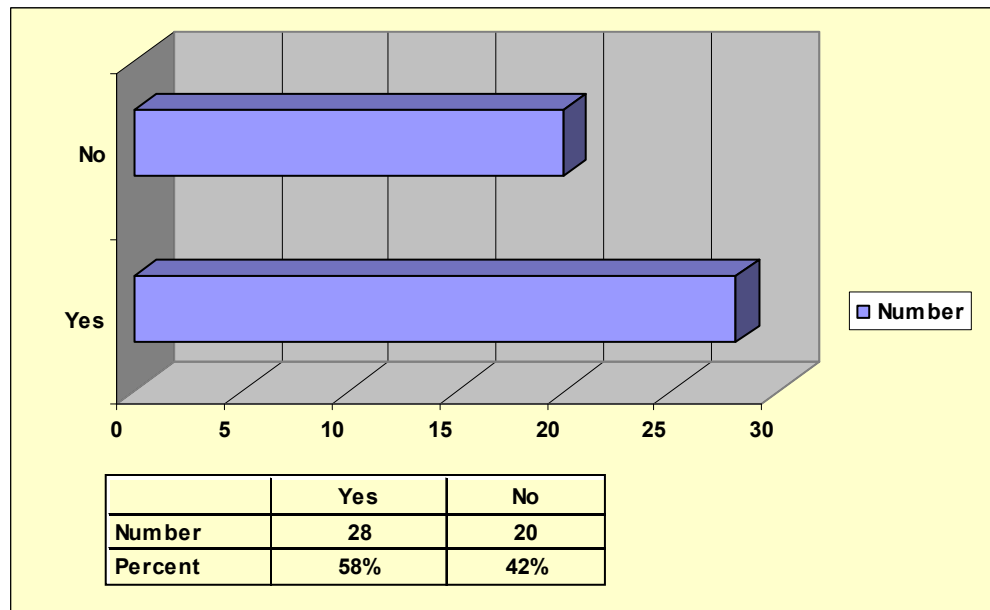
2) Have you previously operated your own business? ___Yes ___No
If yes, please skip to question (18)



- 4% of respondents previously operated their own business.

This section is only for those who do not own a business.

3) Have you ever considered starting your own business? ___Yes ___No



- 58% of respondents said they have considered starting their own business.

4) If yes, please rank any of the following obstacles that may be preventing you from starting your own business. Please use 1 to represent the most significant obstacle.

- Too many competitors in my field
- Do not have access to start up capital (Cash Loans)
- Do not qualify for a business loan
- Not sure how to obtain the necessary financing
- Not sure of all the considerations in starting a new business (Business Plan)
- Not sure that I have the management skills to operate a business
- Not sure how to research the market to know if there is a demand for the business
- Other, please specify. _____

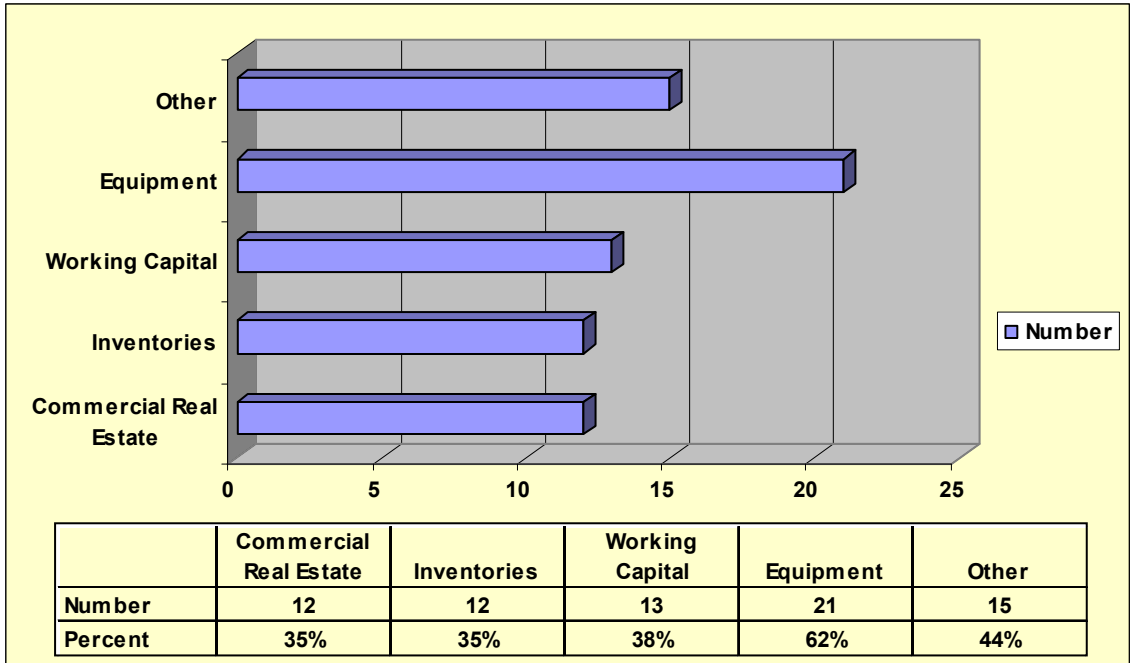
- *53% of respondents ranked not having access to start up capital as the most significant obstacle to starting their own business.*
- *The next obstacle mostly commonly ranked number one was not qualifying for a business loan. 18% of respondents cited this as the most significant obstacle to starting their own business.*

5) What type business would you be interested in developing? _____

Arcade	(Another) Grocery Tribal Owned
Auto - Car Sales	Hair Salon
Bait Shop	Health Activity
Bar or Furniture Store	Hospitality / Food Service
Beauty / Hair Salon	Laundry / Snack Shop
Bed & Breakfast / Hunting Lodge	Marina
Bingo Place	Mechanic & Auto Body Shop
Bottled Water or Coffee Shop	Restaurant
Bowling Alley and a Place For Teens	Roller Skate Rink Or Dollar Store
Church Business	Second Hand Store
Clothing Store - Bakery	Selling Clothing
Community Store - Hunting Lodge	Tattoo Shop
Construction / Carpentry And Hunting Lodge	Taxidermy
Convenience Store	Tire And Oil Change Only
Convenience Store	Used Furniture / Dollar Store
Fast Food - Dairy Queen Like Business	Used Furniture or Dollar Store
Flower Shop, Dollar Store	

6) What type of financing would be necessary to start your business?

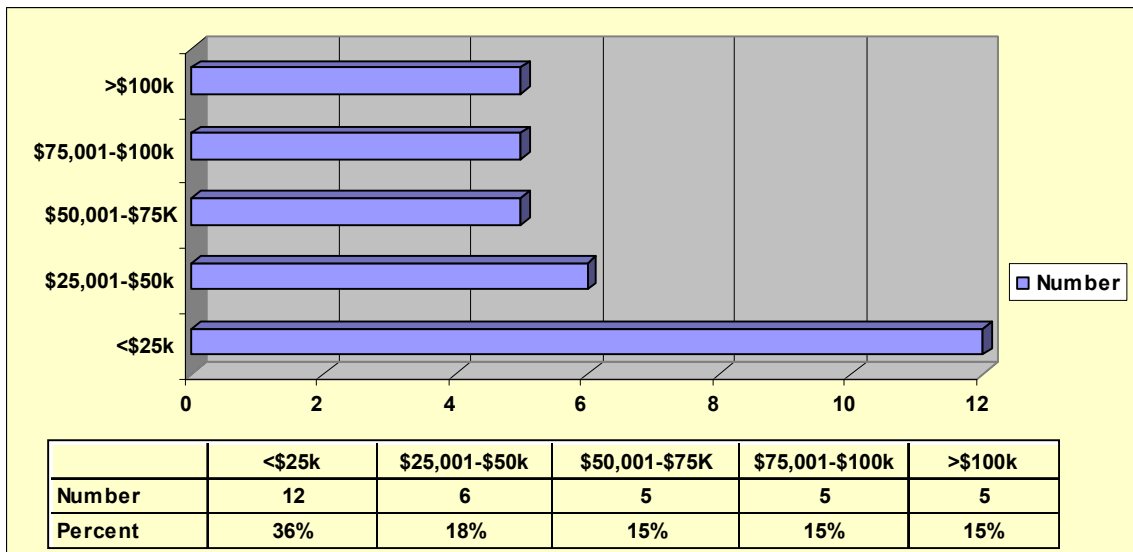
- Commercial Real Estate Working Capital
 Inventories Equipment Other, Please Specify _____



- 62% of respondents indicated they would need financing for equipment to start their business, followed by other, working capital, inventories and commercial real estate.

7) What level of financing do you feel you would need to start your business?

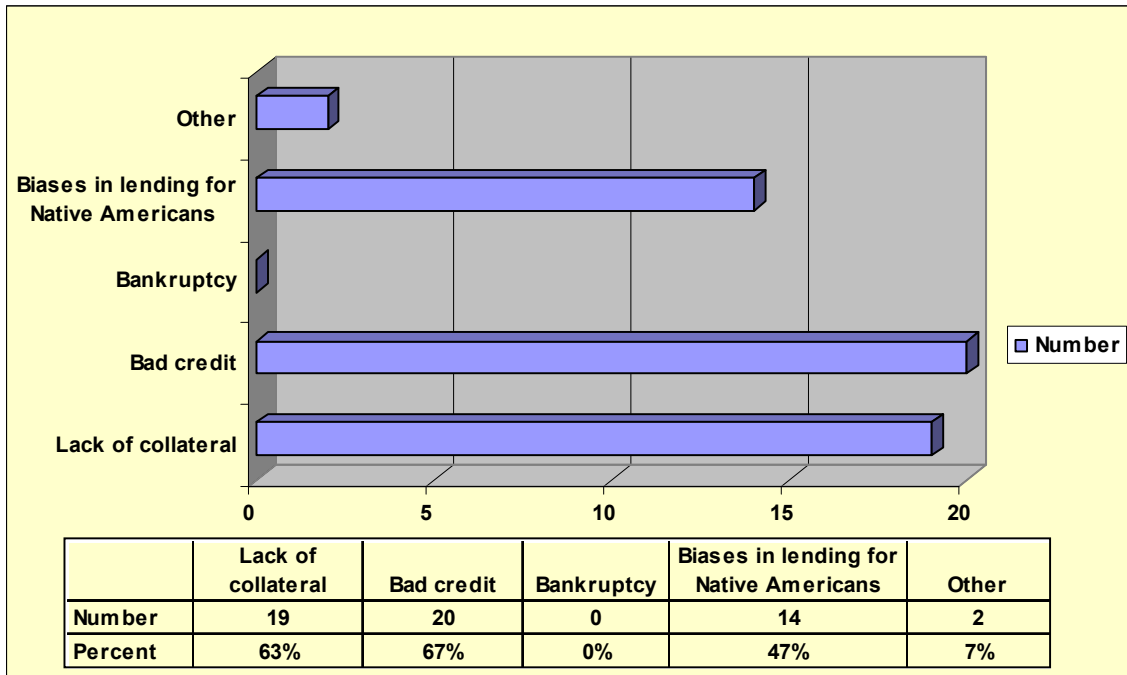
___ Less than \$25,000 ___ \$25,001 - \$50,000 ___ \$50,001 - \$75,000 ___ \$75,001 - \$100,000
 ___ More than \$100,000



- The level of financing selected by the most respondents was less than \$25, 000, followed by \$25,001-\$50,000 and \$50,001-\$75,000, respectively. The three highest levels of financing were selected by the same number of respondents.

8) If you indicated that you did not qualify for a loan on question 4, please indicate the reason you feel your loan application would not be approved.

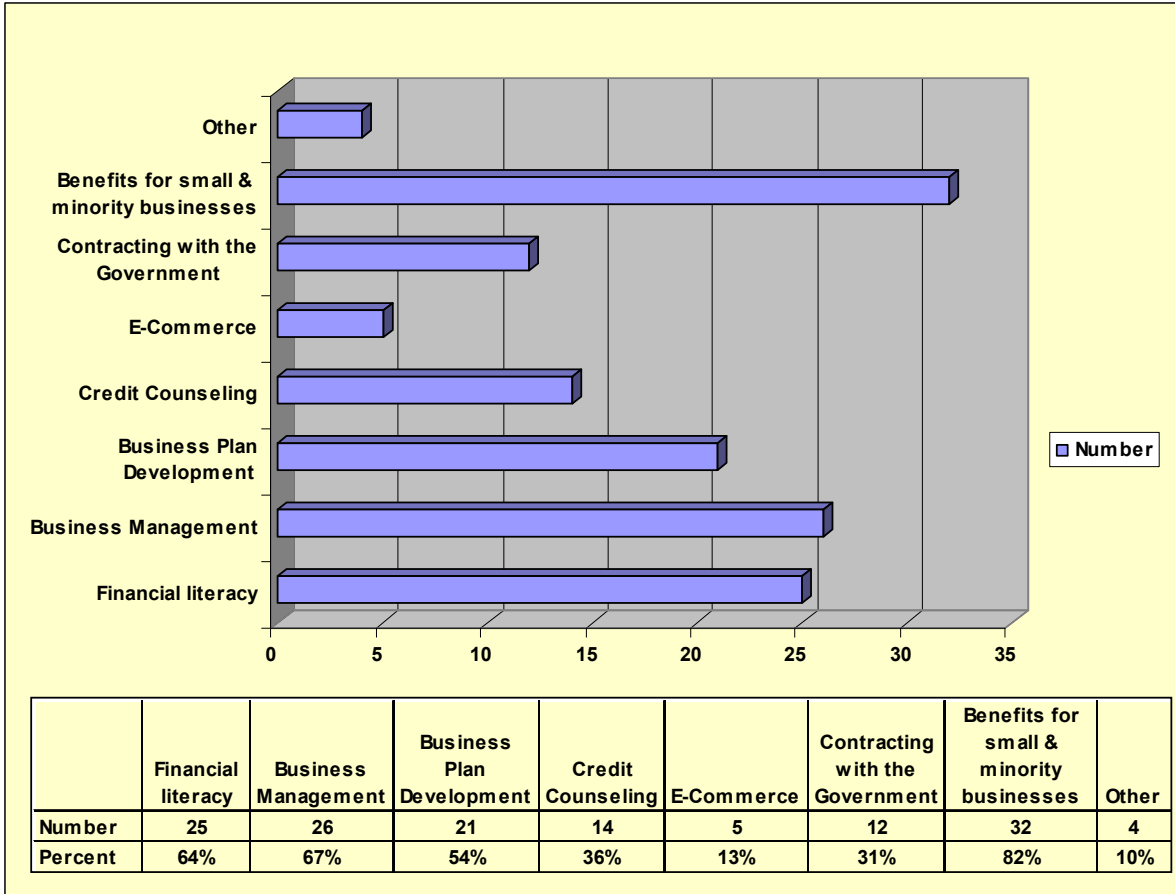
Lack of collateral Bankruptcy
 Bad credit Biases in lending for Native Americans Other, please specify. _____



- *The most common reason selected by respondents was bad credit, followed by lack of collateral, biases in lending for Native Americans and other. No one chose bankruptcy.*

9) Which of the following training opportunities do you feel would be beneficial in helping you attain the skills to start and operate your own business? Please select all that apply.

- Financial Literacy/Understanding Business Financing
- Business Management (Basic management, accounting and marketing)
- Business Plan Development
- Credit Counseling
- E-Commerce
- Contracting with the Government
- Benefits for small and minority businesses
- Other, please specify. _____



- *The four most popular opportunities among respondents were benefits for small and minority businesses, business management, financial literacy and business plan development, respectively.*

This section is for those who currently operate a business.

Note: Questions 10-21, which were only for respondents who currently or previously operated a business, were answered by only two or three respondents.

10) Please select from the list below the title that best describes your current business.

- | | |
|---|---|
| <input type="checkbox"/> Manufacturing/Production | <input type="checkbox"/> Hospitality/Food Service |
| <input type="checkbox"/> Retail Sales | <input type="checkbox"/> Accounting/Finance/Banking |
| <input type="checkbox"/> Agricultural | <input type="checkbox"/> Healthcare |
| <input type="checkbox"/> Supply/Transportation | <input type="checkbox"/> Computer/Internet |
| <input type="checkbox"/> Professional/Service | <input type="checkbox"/> Other, please specify. _____ |

- *One respondent selected retail sales; the other two respondents chose other and wrote in “vehicle recycling” and “non-profit.”*

11) Do you work out of your home? ___Yes ___No

- Yes = 1
- No = 2

12) Have you ever applied for a commercial loan to expand your business? ___Yes ___No

- Yes = 1
- No = 2

13) If yes, were you approved for your commercial loan? ___Yes ___No

- *The one respondent who had applied for a loan indicated that he or she had been approved.*

14) If you were not approved, what reason was given for the decline? Please specify. _____

- *(Not applicable: no respondents reported applying for a loan and being declined.)*

15) If you applied for a loan, what type of financing were you attempting to get?

___ Commercial Real Estate ___ Working Capital
___ Inventories ___ Equipment ___ Other, Please Specify _____

- *One respondent selected commercial real estate and equipment; the other selected working capital and equipment.*

16) What level of financing did you feel was necessary to start or expand your business?

___ Less than \$25,000 ___ \$25,001 - \$50,000 ___ \$50,001 - \$75,000 ___ \$75,001 - \$100,000
___ More than \$100,000

- *One respondent chose \$50,001-\$75,000; the other chose more than \$100,000.*

17) From the list below, please rank those factors that were the most difficult to overcome when starting your business. Please use 1 to represent the most difficult problem to overcome.

___ Attaining start-up capital
___ Understanding all the factors necessary for a business start-up
___ Attaining operational capital (Cash necessary for operation until profitability)
___ Time management/Finding time to get everything done
___ Finding qualified people to help
___ Other, please specify. _____

- *The respondent who answered the question ranked the following factors as the most difficult to overcome when starting his or her business: time management, attaining operational capital and finding qualified people to help.*

This section is for those who previously operated a business

18) Please select from the list below the title that best describes the business you operated.

- | | |
|---|---|
| <input type="checkbox"/> Manufacturing/Production | <input type="checkbox"/> Hospitality/Food Service |
| <input type="checkbox"/> Retail Sales | <input type="checkbox"/> Accounting/Finance/Banking |
| <input type="checkbox"/> Agricultural | <input type="checkbox"/> Healthcare |
| <input type="checkbox"/> Supply/Transportation | <input type="checkbox"/> Computer/Internet |
| <input type="checkbox"/> Professional/Service | <input type="checkbox"/> Other, please specify. _____ |

- *One respondent operated a supply/transportation business; the other respondent selected other and wrote in "camping/RV site rental."*

19) In your opinion, which of the problems below best describes your reason for discontinuing your business? Please select as many as apply.

- Lack of available capital or cash flow
- Failure of market to support the business
- Critical management problems
- Failure to develop long term plans
- Downturns in the economy
- Other, please specify. _____

- *One respondent selected lack of available capital or cash flow as the reason for discontinuing his or her business; the other respondent also chose that reason, along with failure of market to support the business, downturns in the economy and other.*

20) Would you consider starting another business if there were opportunities made available that would reduce the problems you identified above? Yes No

- *Yes = 2*
- *No = 0*

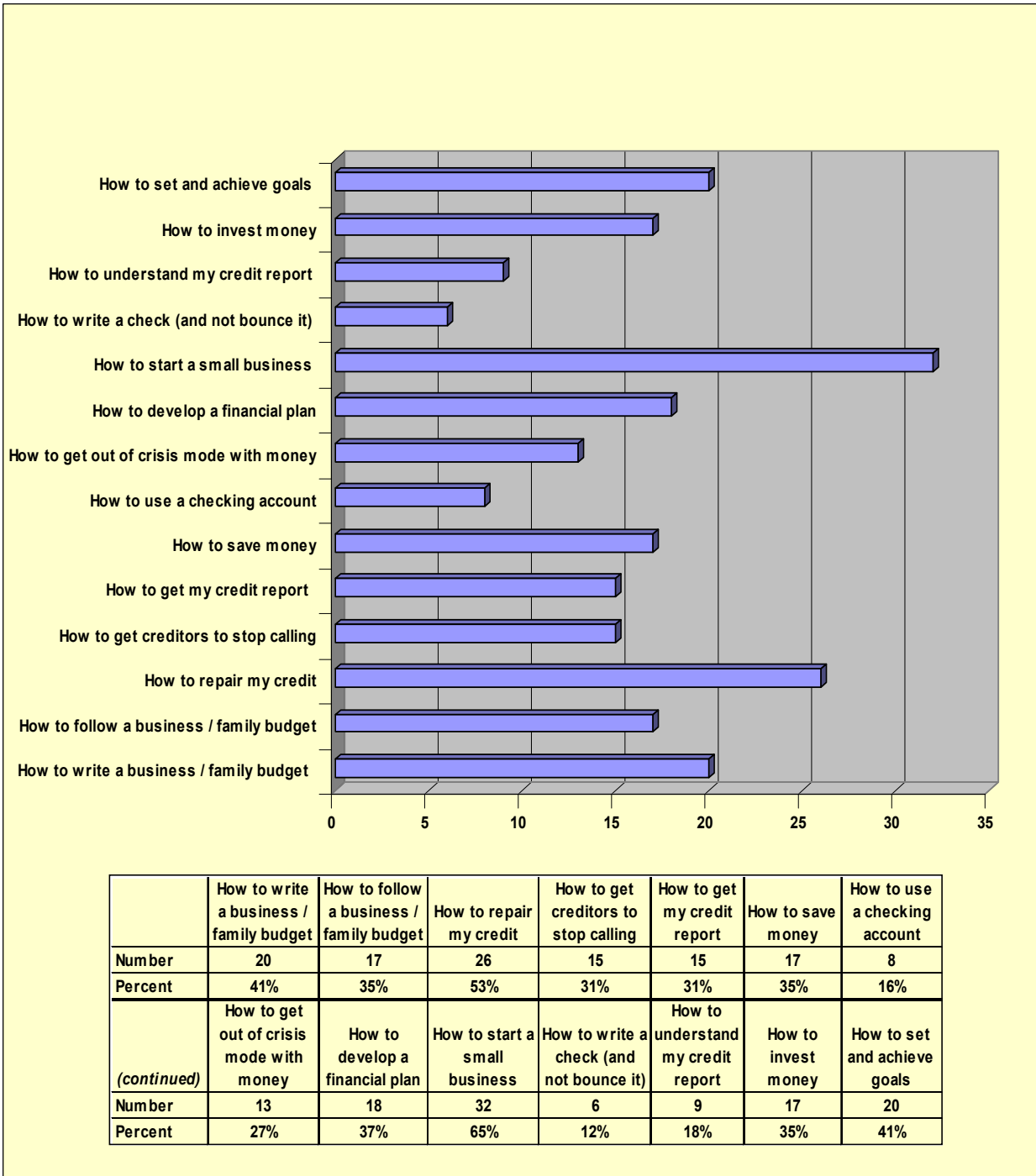
21) If no, please tell us why? _____

- *(Not applicable: both respondents said they would consider starting another business.)*

This section is for everyone.

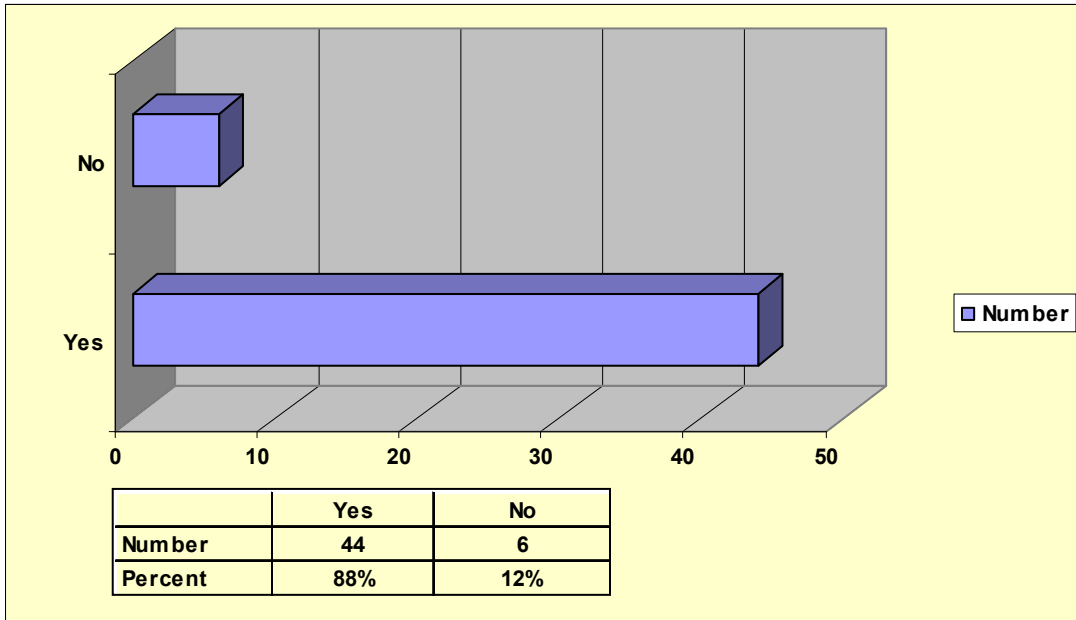
22) Which of these topics would you like to know more about? (Mark all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> How to write a business/family budget | <input type="checkbox"/> How to develop a financial plan |
| <input type="checkbox"/> How to follow a business/family budget | <input type="checkbox"/> How to start a small business |
| <input type="checkbox"/> How to repair my credit | <input type="checkbox"/> How to write a check (and not bounce it) |
| <input type="checkbox"/> How to get creditors to stop calling | <input type="checkbox"/> How to understand my credit report |
| <input type="checkbox"/> How to get my credit report | <input type="checkbox"/> How to invest money |
| <input type="checkbox"/> How to save money | <input type="checkbox"/> How to set and achieve goals |
| <input type="checkbox"/> How to use a checking account | |
| <input type="checkbox"/> How to get out of crisis mode with my money | |



- Respondents most want to know about how to start a small business, followed by how to repair their credit and how to set and achieve goals.

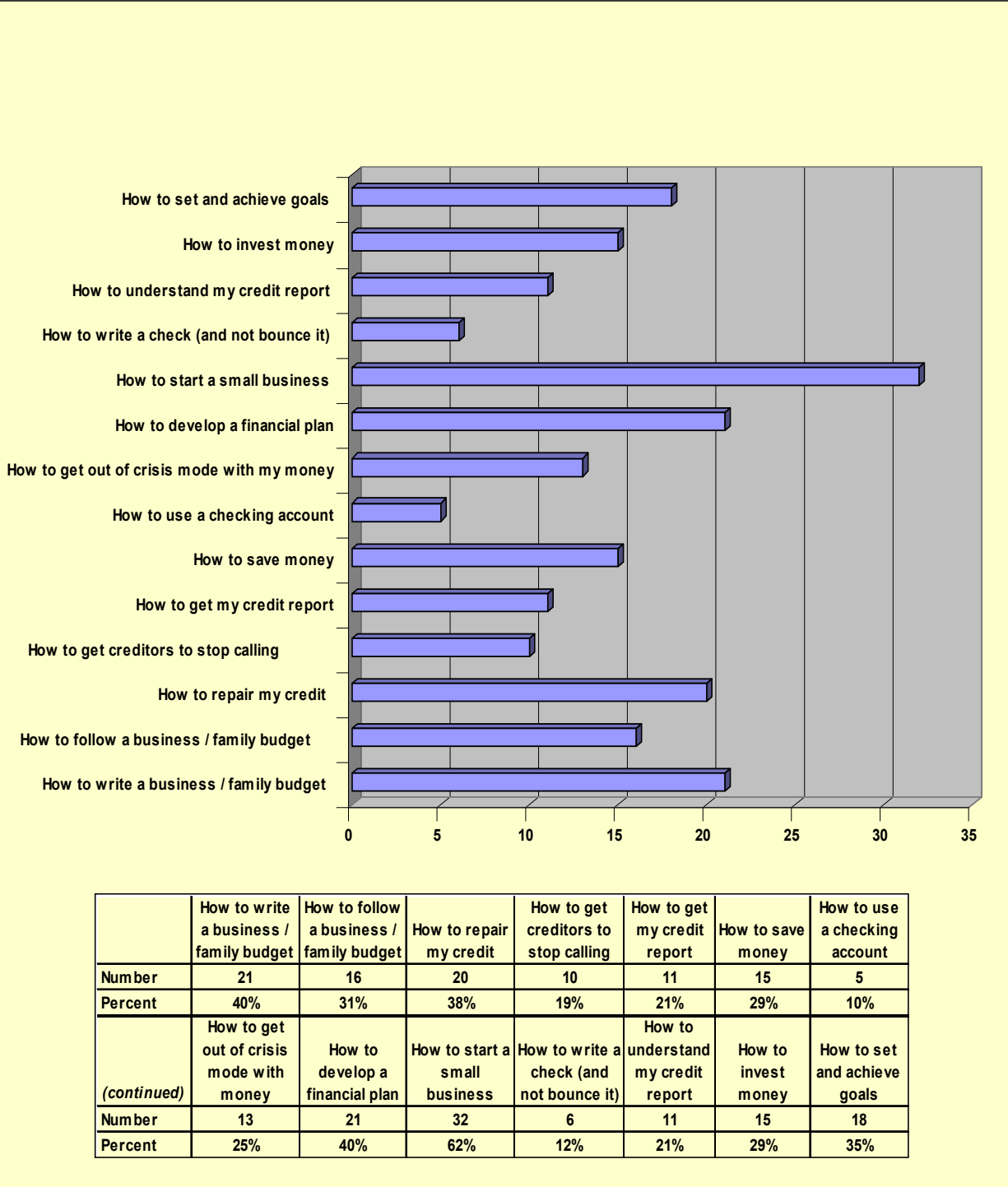
23) Would you be willing to attend classes to learn more about any of these topics? ___Yes ___No



- 88% of respondents indicated they would be willing to attend classes to learn more about one or more of the topics.

24) If so, which classes would you be willing to attend? (Mark all that apply.)

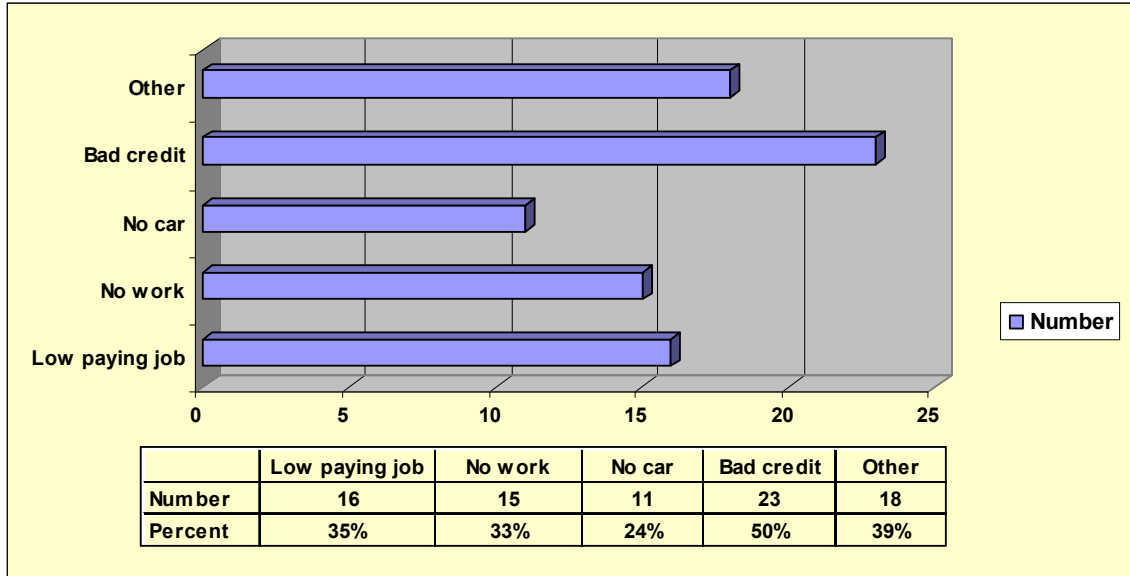
- | | |
|--|---|
| <input type="checkbox"/> How to write a business/family budget | <input type="checkbox"/> How to develop a financial plan |
| <input type="checkbox"/> How to follow a business/family budget | <input type="checkbox"/> How to start a small business |
| <input type="checkbox"/> How to repair my credit | <input type="checkbox"/> How to write a check (and not bounce it) |
| <input type="checkbox"/> How to get creditors to stop calling | <input type="checkbox"/> How to understand my credit report |
| <input type="checkbox"/> How to get my credit report | <input type="checkbox"/> How to invest money |
| <input type="checkbox"/> How to save money | <input type="checkbox"/> How to set and achieve goals |
| <input type="checkbox"/> How to use a checking account | |
| <input type="checkbox"/> How to get out of crisis mode with my money | |



- Respondents most want to attend a class about how to start a small business, followed by how to develop a financial plan and how to write a business/family budget.

25) What do you feel are the obstacles to your financial success? (Mark all that apply.)

Low paying job No work No car Bad credit Other: _____

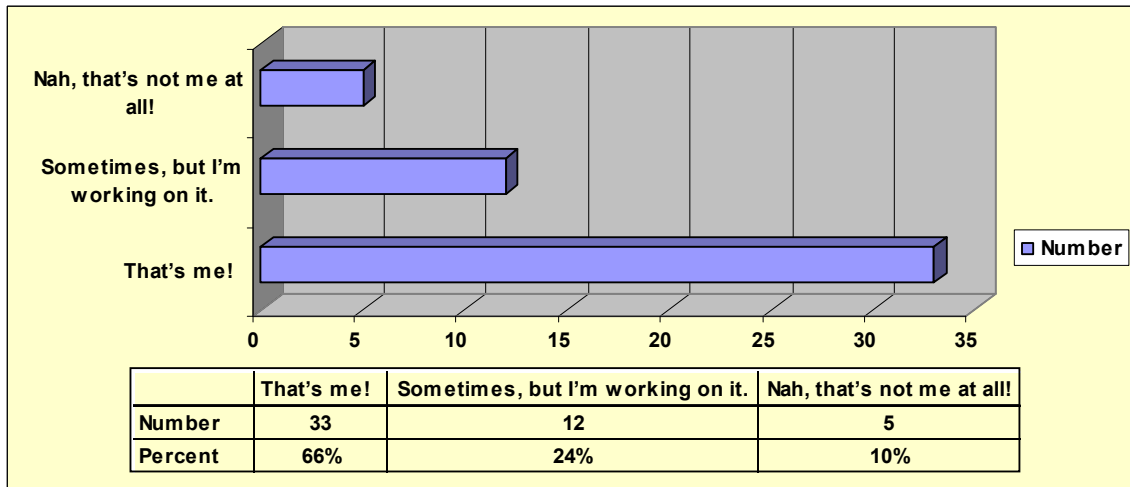


- *The most common obstacle selected was bad credit, followed by other, low paying job, no work and no car.*

26) Circle the number that most relates to the way you feel.

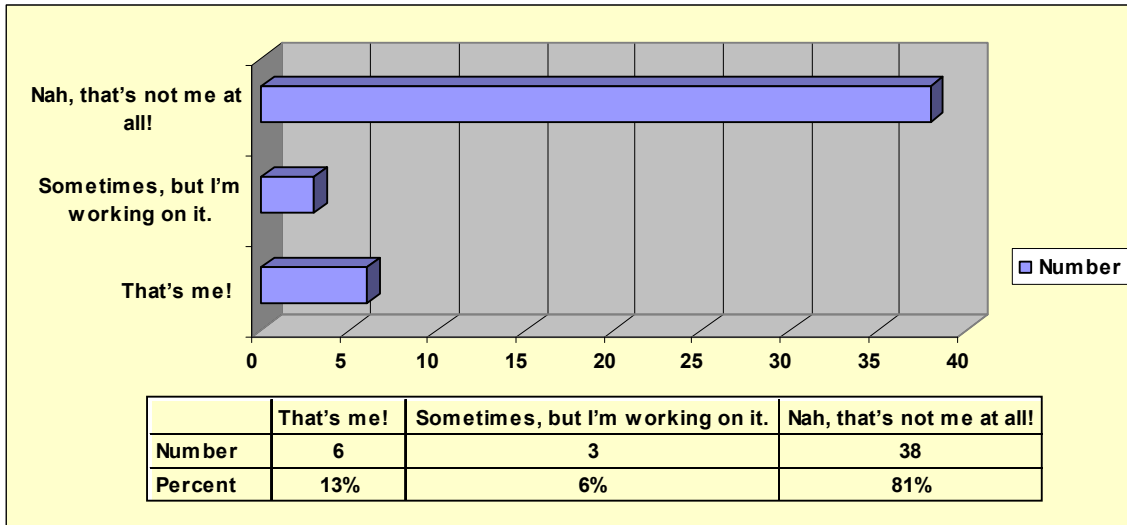
- 1 – That’s me!
- 2 – Sometimes, but I’m working on it.
- 3 – Nah, that’s not me at all!

I can’t save because I don’t have enough money to live on now!



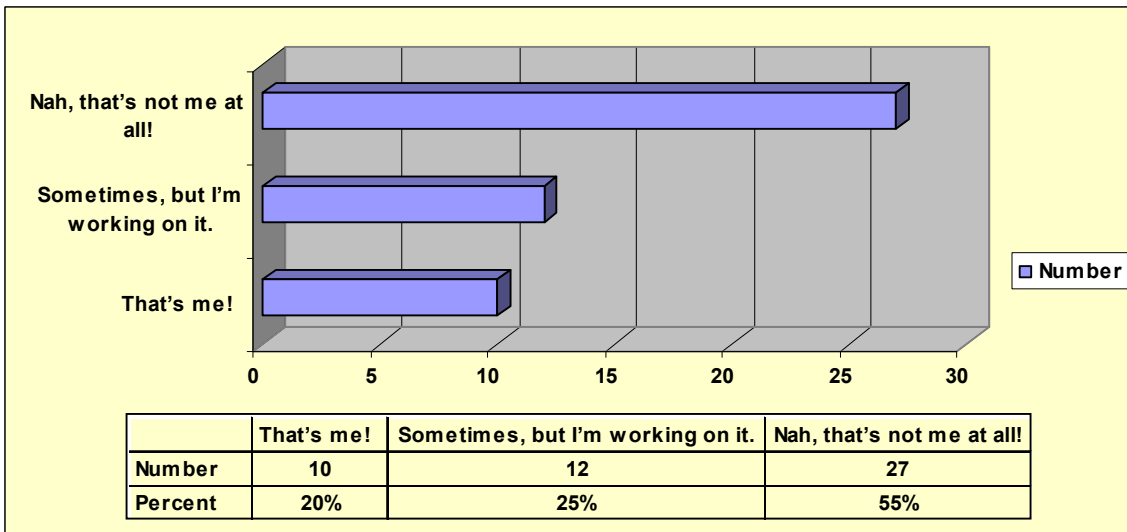
- *66% of respondents said they can't save because they don't have enough money to live on now; 24% say this is sometimes the case; and 10% the statement is not true.*

I can't open a checking account (or balance one) because I'm no good at math.



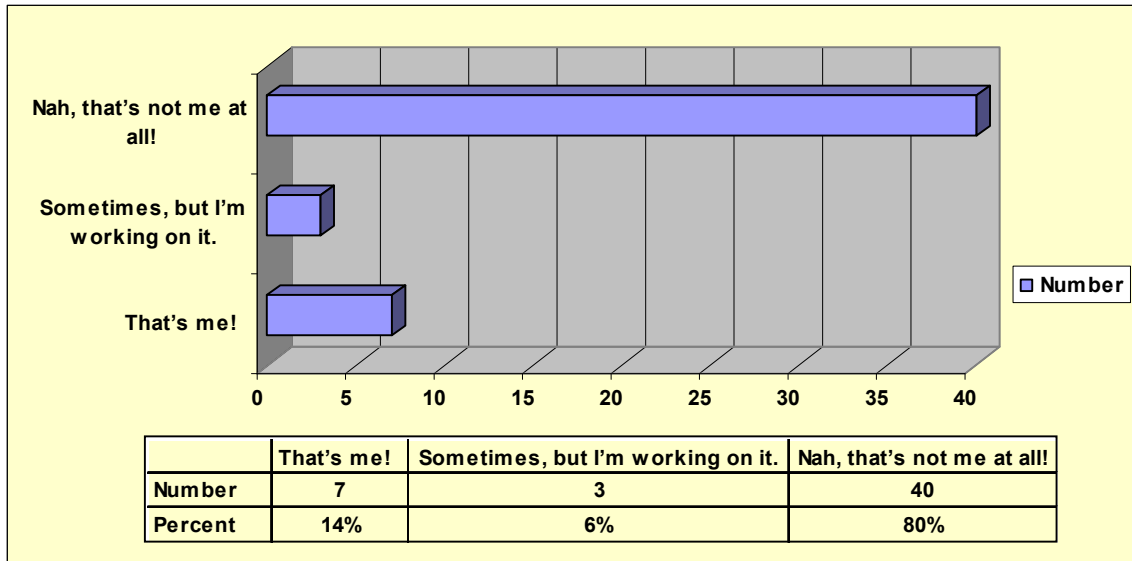
- 81% of respondents said it is not true that they can't open a checking account because they're no good at math; 13% said the statement is true; and 6% said it is sometimes the case.

I want to save money so I can help my family, but I don't know how to deal with a bank.



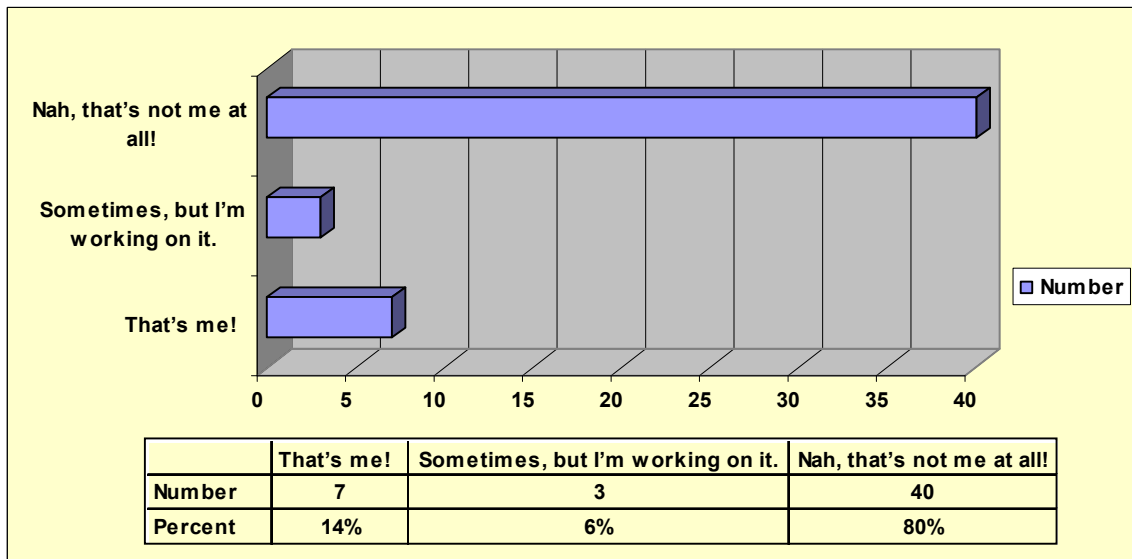
- 55% of respondents said it is not true that they don't know how to deal with a bank; 20% agreed that they don't know how to deal with a bank; and 25% said this is sometimes the case.

I want to be self-sufficient, but I believe the tribe and the Federal Government owes me.



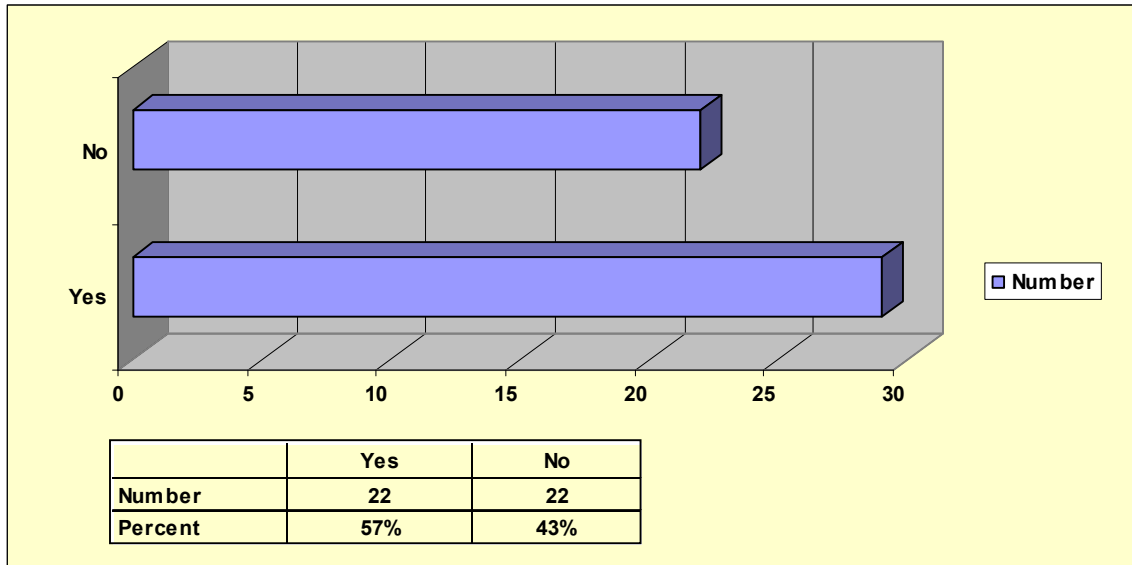
- 80% of respondents disagreed that they want to be self-sufficient but the tribe and the Federal Government owes them. 14% agreed with the statement; and 6% said this is sometimes the case.

I am worried about making too much money and losing financial assistance from the Tribe, State and Feds.



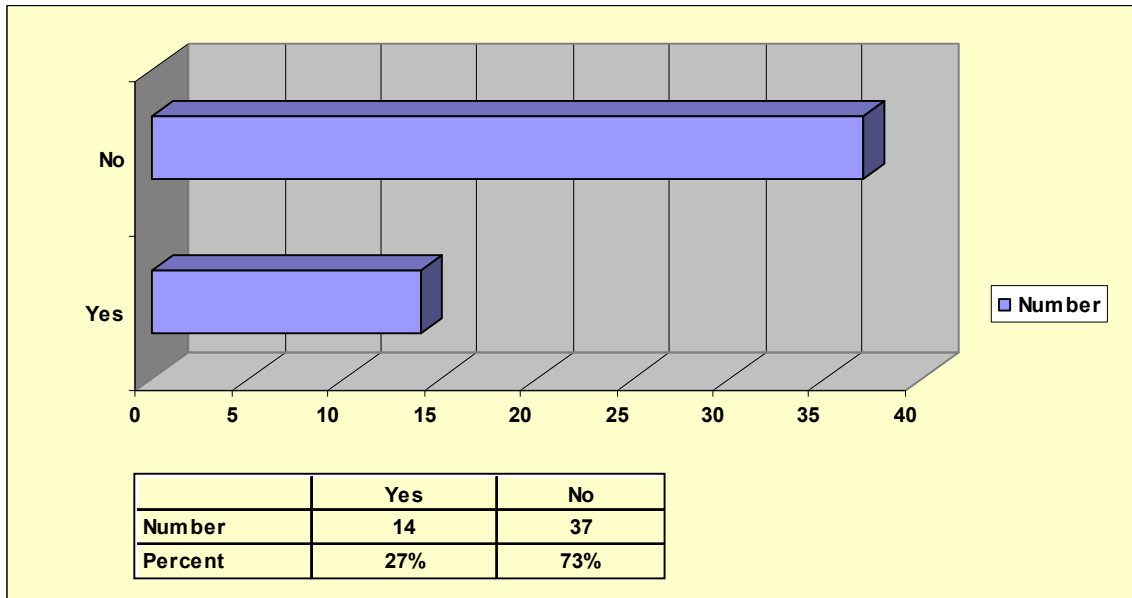
- 73% of respondents said they are not worried about making too much money and losing financial assistance; 17% said they are worried about this; and 10% said this is sometimes the case.

27) Have you ever had a loan? ___Yes ___No



- 57% of respondents said they have had a loan.

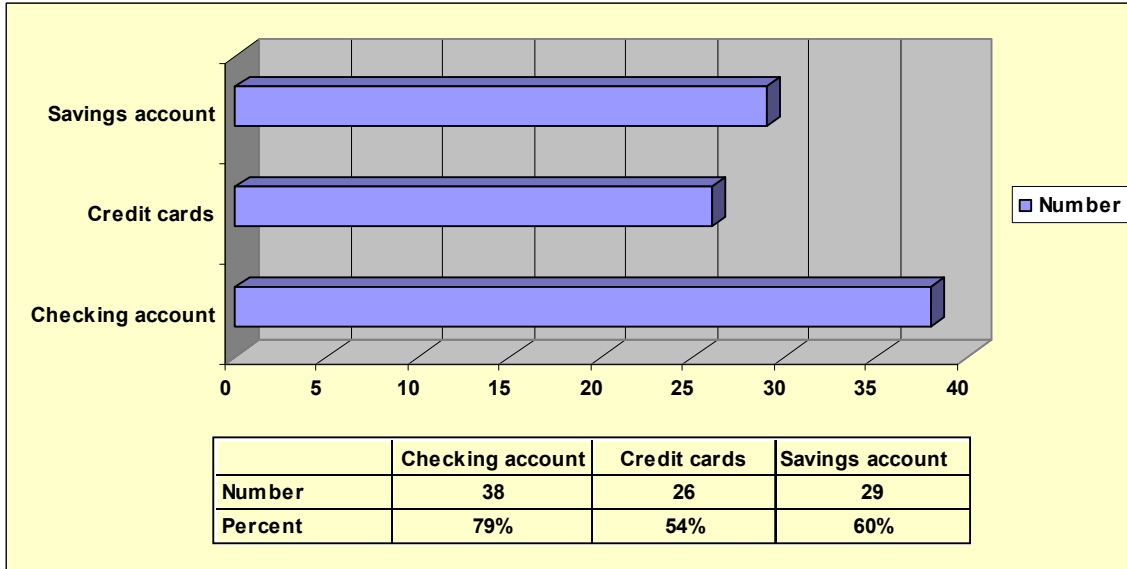
28) Have you ever defaulted on a loan? ___Yes ___No



- 28% of respondents reported defaulting on a loan.

29) Which of the following financial products have you used?

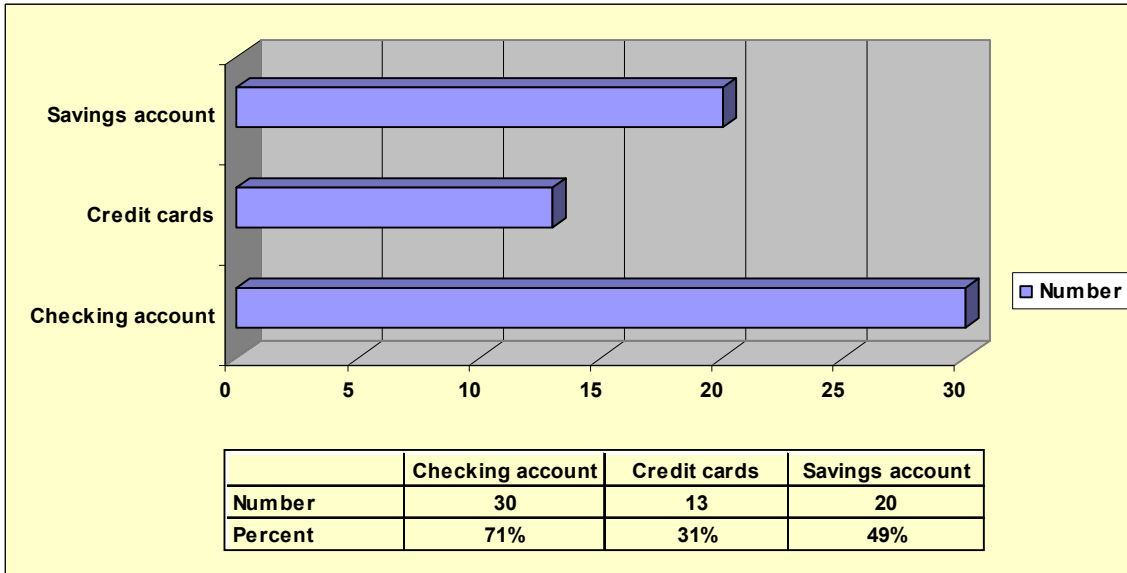
Checking account Credit cards Savings account



- 79% of respondents say they have used a checking account; 54% have used credit cards; and 60% have used a saving account.

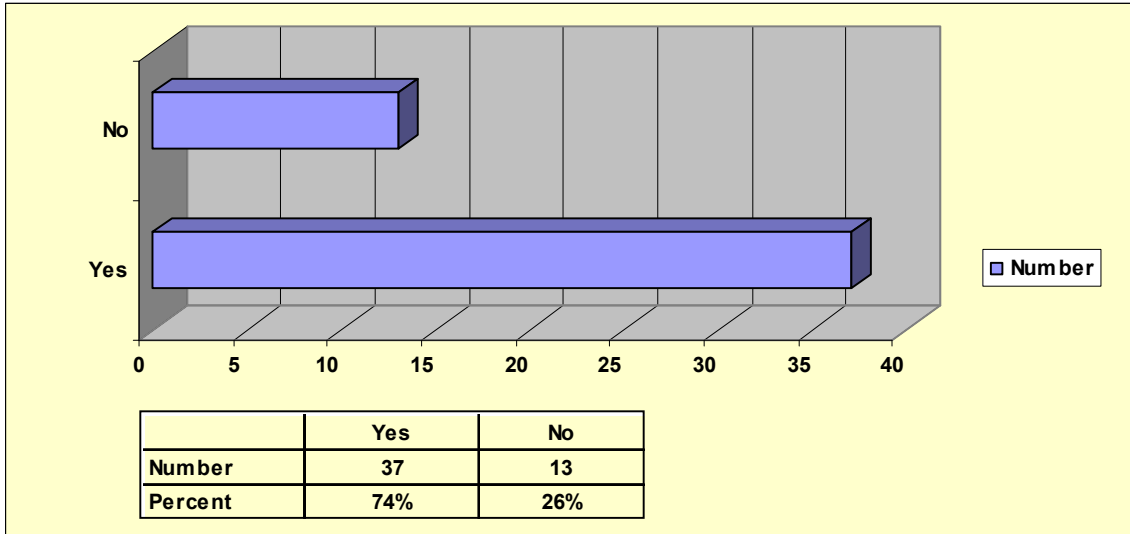
30) Which of the following financial products do you currently use?

Checking account Credit cards Savings account



- 71% of respondents say they currently use a checking account; 31% use credit cards; and 49% use a saving account.

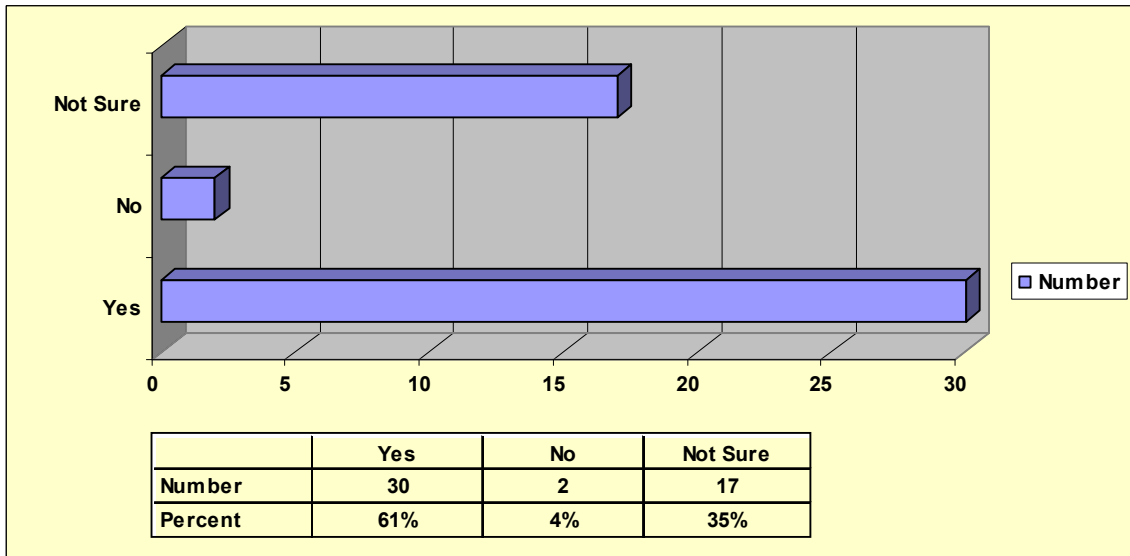
31) Are you concerned about your credit record? ___Yes ___No



- 74% of respondents reported being concerned about their credit record.

32) If retail space was available on the reservation, would you make use of that space for start-up or business expansion opportunities?

___Yes ___No ___Not sure

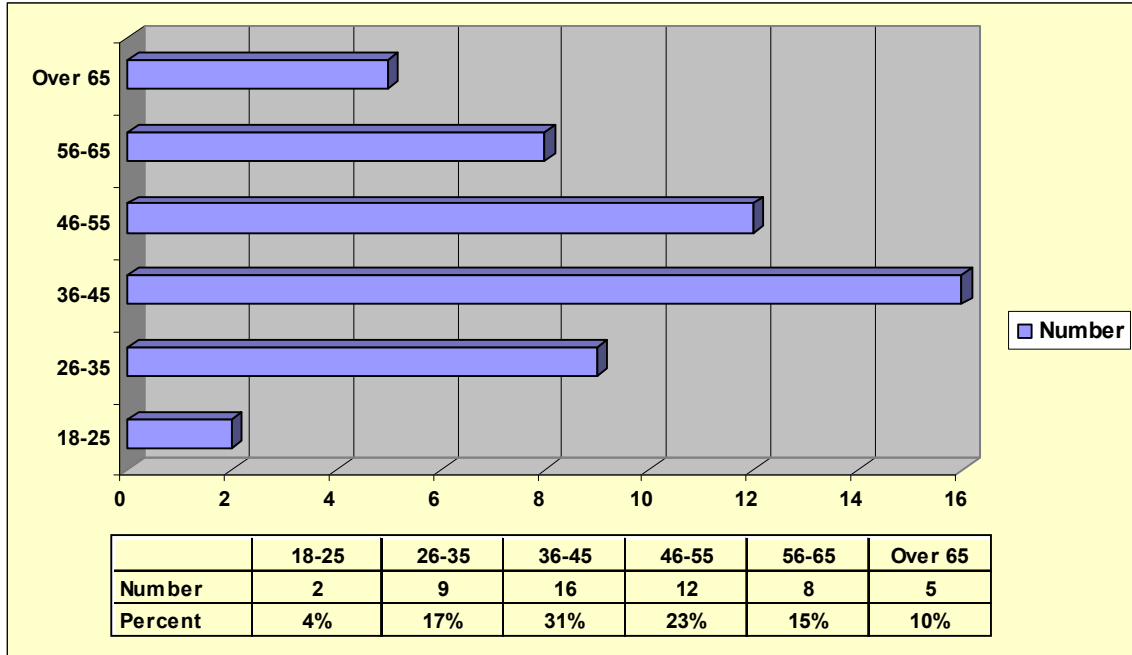


- 61% of respondents said they would make use of retail space on the reservation for start-up or business expansion opportunities if such space were available.

Please answer the following demographic questions for statistical purposes only.

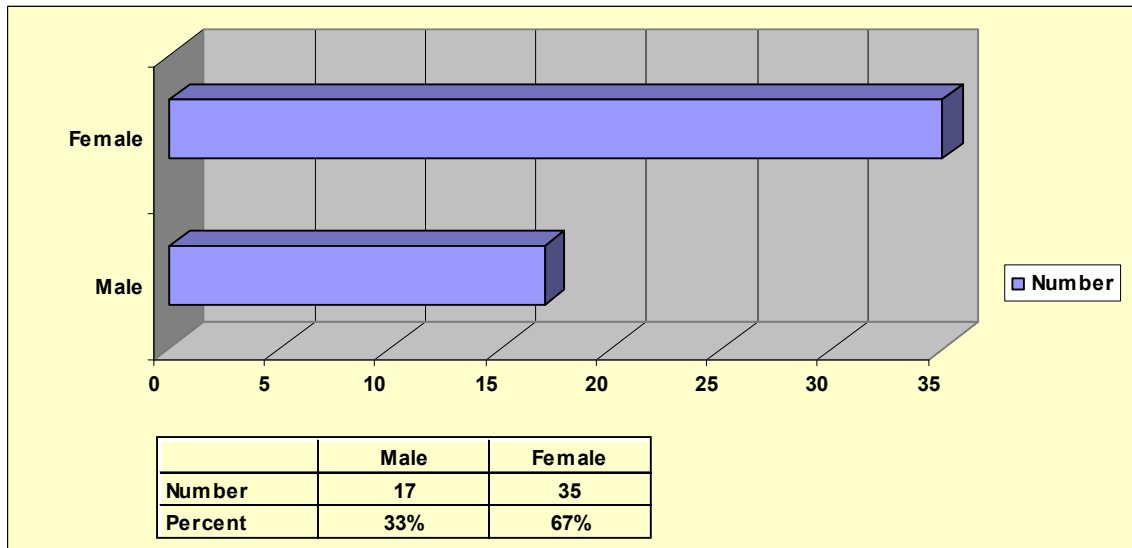
33) Which of the ranges below best describes your age?

18-25 26-35 36-45 46-55 56-65 Over 65



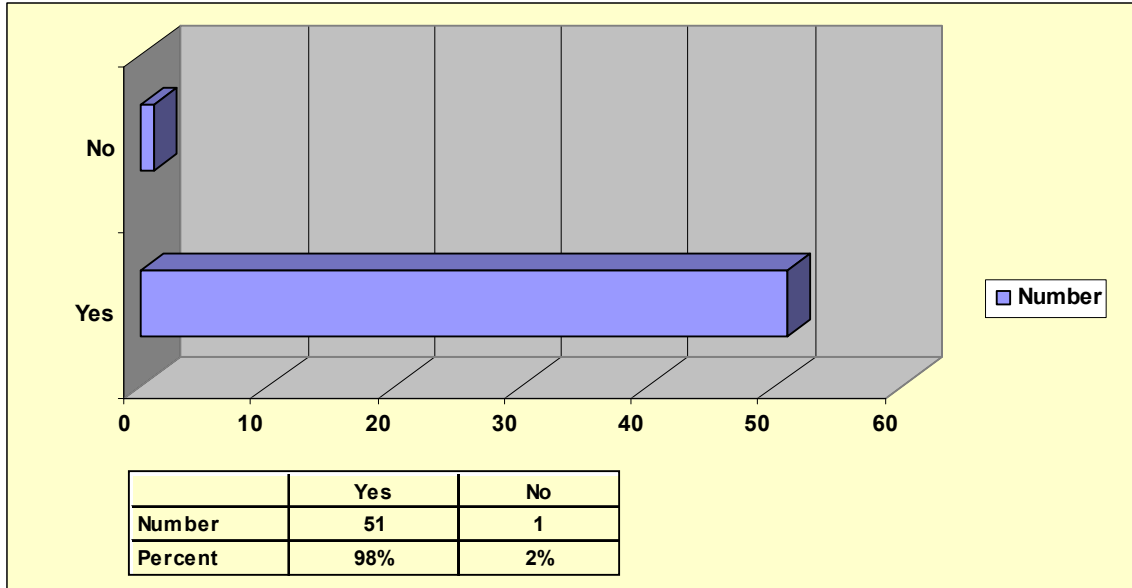
- Just over half the respondents are between the ages of 18-45.

34) What is your gender? Male Female



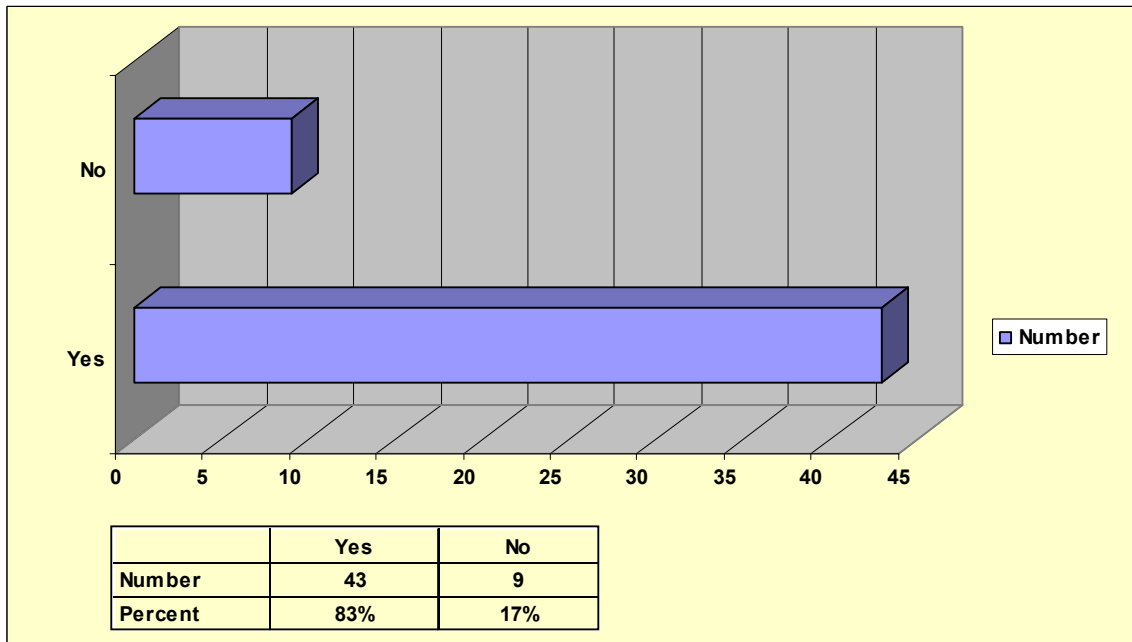
- Just over two-thirds of respondents are female.

35) Are you Native American? ___Yes ___No



- 98% of respondents (all but one) are Native American.

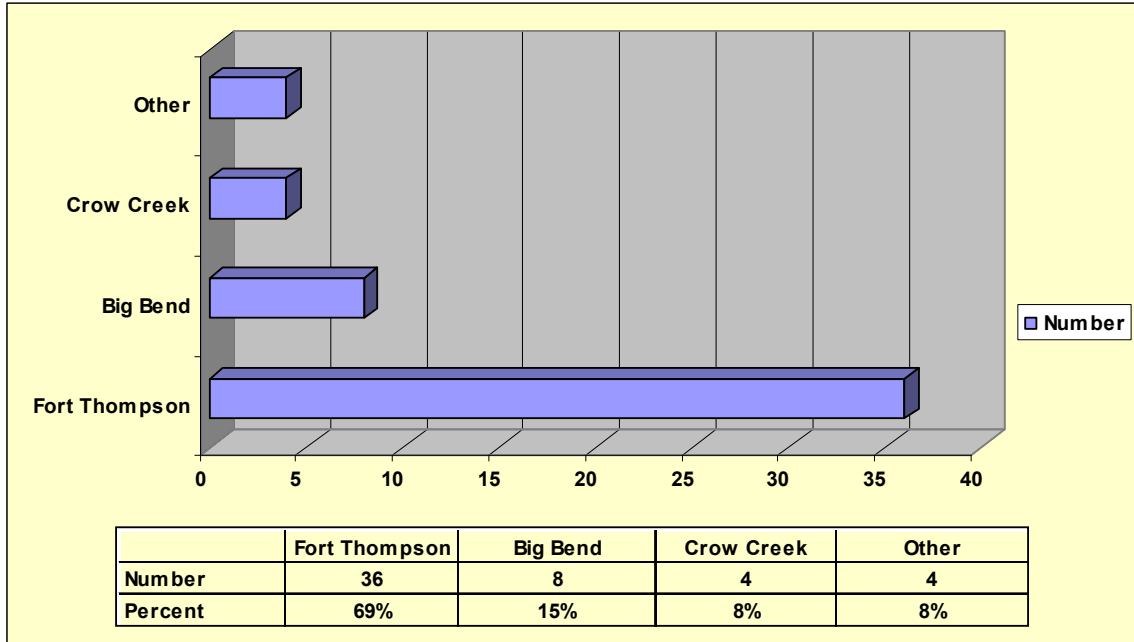
36) Are you an enrolled member of the Crow Creek Sioux Tribe? ___Yes ___No



- 83% of respondents are enrolled members of the Crow Creek Sioux Tribe.

37) Which community do you live in?

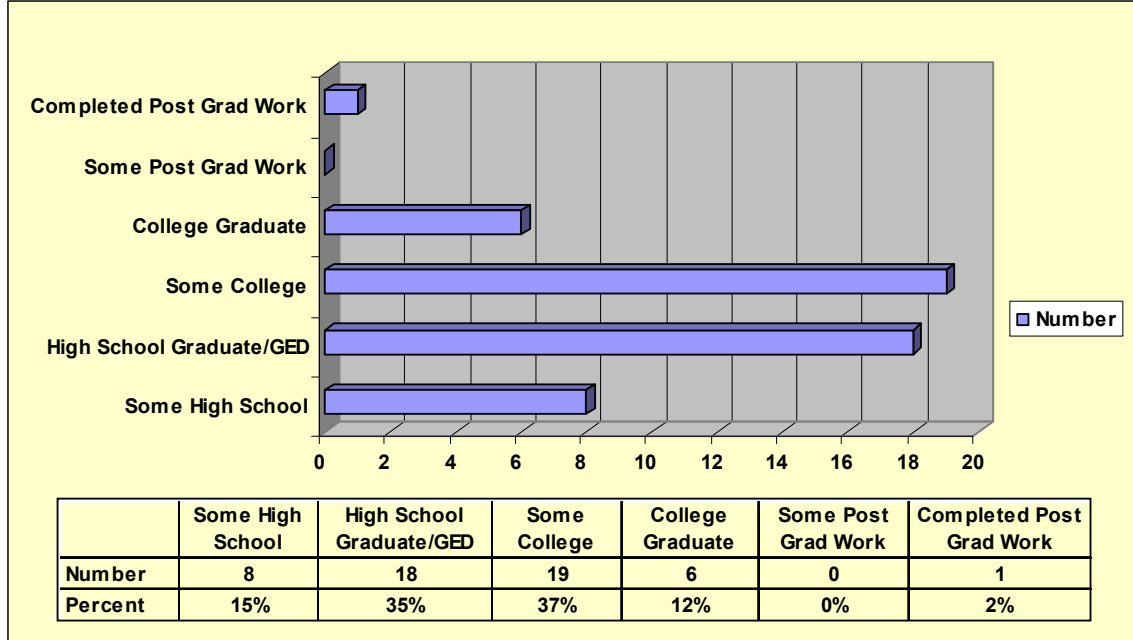
Fort Thompson Big Bend Crow Creek Other



- *More than two-thirds of respondents live in Fort Thompson.*

38) Which of the titles below best describes your level of education?

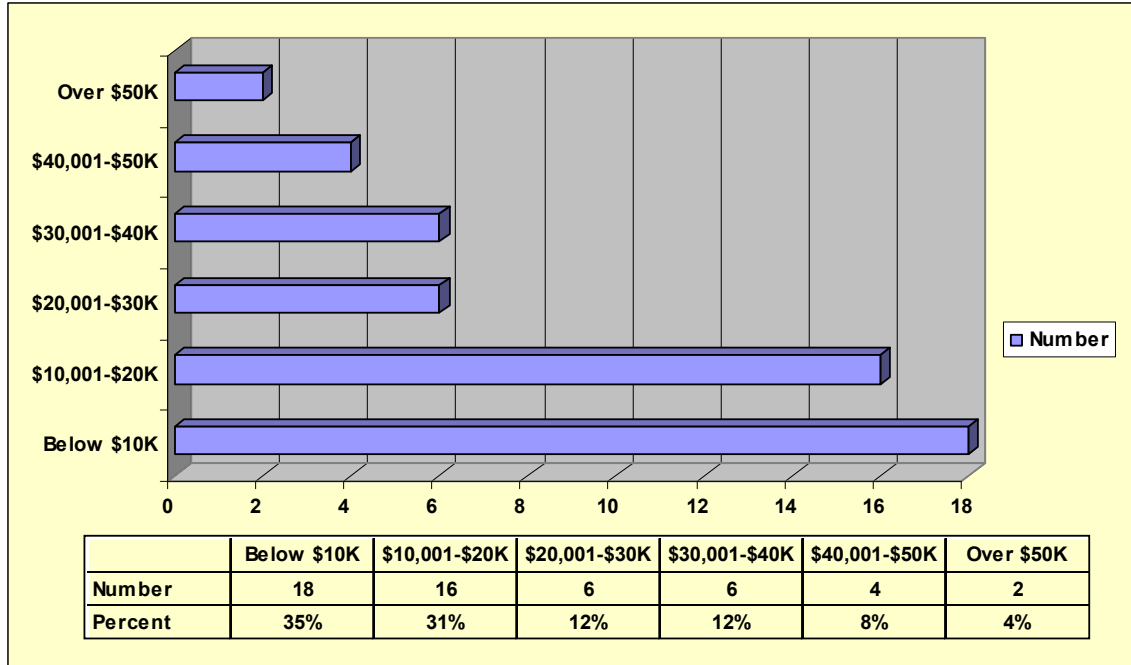
- Some High School
- High School Graduate/GED
- Some College
- College Graduate
- Some Post Graduate Work
- Completed Post Graduate Work



- 37% of respondents reported attending “some college” but not graduating.
- 35% reported graduating from high school or receiving their GED.

39) Which of the ranges below best describes your total household income? (Total income of all those that reside in the home.)

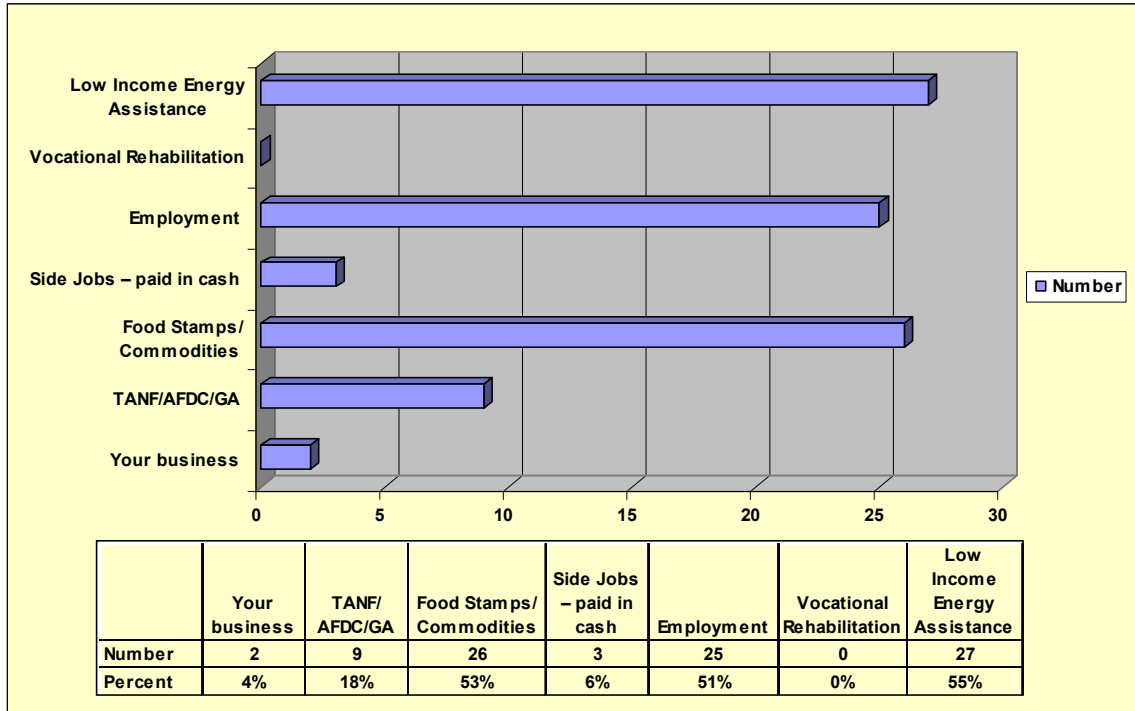
- Below \$10,000 \$30,001-\$40,000
- \$10,001-\$20,000 \$40,001-\$50,000
- \$20,001-\$30,000 Over \$50,000



- 35% of respondents have a household income of less than \$10,000.
- 31% of respondents have a household income of \$10,001-\$20,000.
- 12% of respondents have a household income of \$20,001-\$30,000.
- 12% of respondents have a household income of \$30,001-\$40,000.
- 8% of respondents have a household income of \$40,001-\$50,000.
- 4% of respondents have a household income of more than \$50,000.

40) Please mark all sources of household income or assistance your family uses.

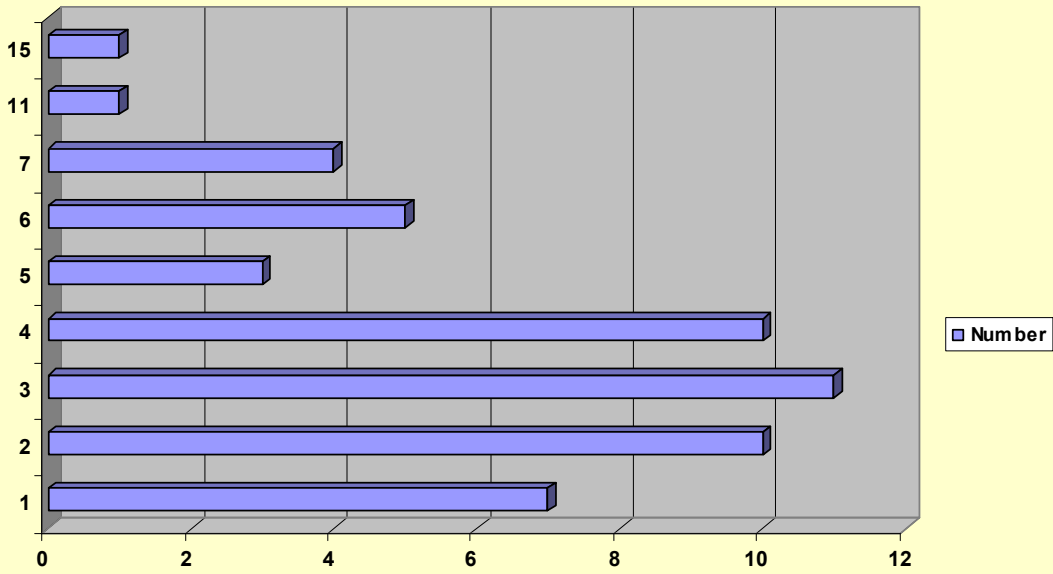
- Your business
- TANF/AFDC/GA
- Food Stamps/Commodities
- Side Jobs – paid in cash
- Employment (full or part-time)
- Vocational Rehabilitation
- Low Income Energy Assistance Program (LIEAP)



- *More than half of respondents selected energy assistance, food stamps and employment as sources of income for their family.*

41) How many people live in your household (adults, children and other relatives that your family’s income supports)? _____

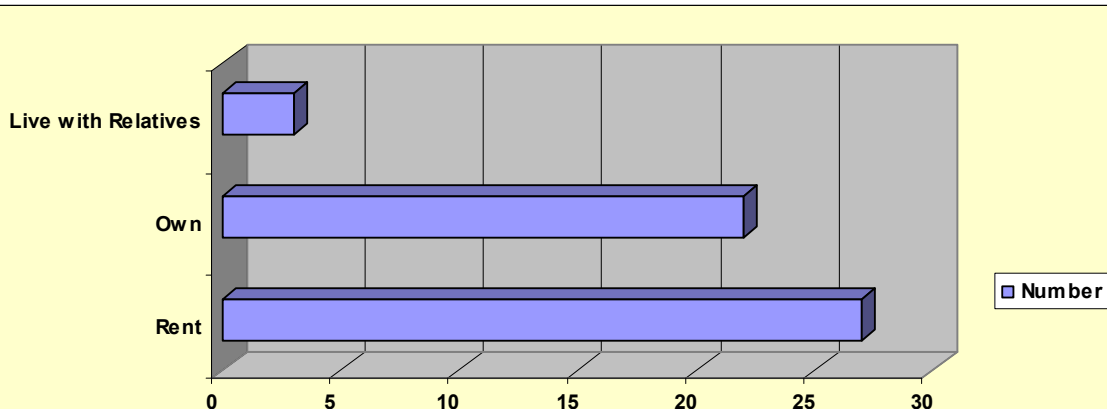
The following choices have been intentionally omitted due to lack of response on the survey:
8-10 and 12-14.



	1	2	3	4	5	6	7	11	15
Number	7	10	11	10	3	5	4	1	1
Percent	13%	19%	21%	19%	6%	10%	8%	2%	2%

- 73% of respondents reported having five or fewer people living in their household who are supported by their family's income.

42) Do you currently: ___Rent ___Own ___Live with Relatives



	Rent	Own	Live with Relatives
Number	27	22	3
Percent	52%	42%	6%

- Just over half of respondents are renters.

Market Analysis Crow Creek Sioux Tribe

Key Opinion Leader Interview Findings

Methodology

The primary data research involved the gathering of information by use of key opinion leader interviews. Over a month-long period, one or two representatives of The Harvest Initiative conducted face-to-face interviews with 14 members of the local Native CDFI development environment. The interviews were conducted at various locations, but primarily at the workplaces of those interviewed. The interview questions covered several topics, including the main problems facing the reservation, availability of capital for small businesses, obstacles to starting a business, which types of businesses would be sustainable, and the financial literacy of those living on the reservation.

NOTE: THE OBSERVATIONS FROM THE KEY OPINION LEADER INTERVIEWS ARE THE OPINIONS AND EXPERIENCES OF THE INTERVIEWEES ONLY AND NOT THE OPINIONS OF THE HARVEST INITIATIVE.

Market Observations

Access to Capital

- The majority of interviewees feel that the reservation does not have adequate access to appropriate financial services.

Financial Literacy

- All respondents feel that financial literacy is an issue that needs to be addressed.

Need and Demand

- All respondents indicated that there are either no financial services or very few financial services on the reservation.
- All respondents agree there are people in the community interested in starting a business.

Barriers

- Interviewees cited lack of access to capital, problems with credit when seeking financing, lack of knowledge about how to start and run a businesses, inability to determine the products and services the community can and will pay for, lack of qualified, dependable employees, the need to construct a building, getting

approval for land, lack of infrastructure, lack of self-discipline among tribal members, and alcoholism/drug abuse.

- To create a better environment for businesses on the reservation, interviewees suggested providing more educational opportunities for both adults and children and offering training to those seeking to start a business. It was also recommended that businesses started on the reservation be owned by individuals rather than the tribe because they will be more successful.

Summary of Key Opinion Leader Interviews

Community Leaders

Members of the Native CDFI local development environment interviewed include Bank Branch Manager (2), Former Tribal Chairman (2), Business Owner (3), Head of the Tribal Housing Authority, Tribal Elder (2), Director of the Senior Adult Nutrition Center, BIA Superintendent, Director of Diamond Willow Ministries, Director of the Boys and Girls Club, and School Superintendent.

Access to Capital

Interviewees were asked to describe the local environment in terms of access to capital for small businesses.

The majority of interviewees feel that the reservation does not have adequate access to appropriate financial services.

Responses included:

- There is no access to capital.
- (Not good.) Because the reservation has internal sovereignty, there are a lot hoops you have to jump through. I do know that the BIA has some small business loans. But there aren't a lot of people applying for them, I know that. Or you would have more businesses on the reservation.

- (Not good.) People can take their idea to a bank and if they don't have credit, they're going to be shot down. The one thing people have going for them here is access to land. The tribe will give a person land to start a business.
- Limited...most people can't pass the underwriting guidelines.
- (Good.) I don't think it's an issue. The banks in Chamberlain have adequate capital.
- I don't think there would be any problem there (in terms of the banks in the area having adequate capital available).

Financial Literacy

Interviewees were asked to gauge the financial literacy of the members of the tribe.

All respondents feel that financial literacy is an issue that needs to be addressed.

They responded with the following:

- Very poor. People just live for today. They don't save, they don't look towards tomorrow. It's a cultural thing.
- It's lacking. People don't know how to budget.
- We need financial literacy training to go beyond just meeting our basic needs, because right now we just have enough for our basic needs. Some kind of financial literacy training would help them budget their money.
- Limited. Most of them have never had money, so when they get it they spend it. So there's not much budgeting. But there's not much to budget. You pay your bills and go from there. One thing I've noticed about reservation people: they don't truly recognize the importance of a good credit score, because most of them don't know how to get financing anyway.
- Below average. There's no question it needs to improve.
- Not as good as it should be. There are some that are very astute, very knowledgeable. Then there are some that get their paycheck and they spend it.

- People have a very poor understanding of money.

Most Pressing Issues

Interviewees were asked: What are the most pressing issues facing the reservation?

Interviewees cited lack of jobs, poverty, alcoholism, housing, unstable tribal government, lack of education, lack of access to capital, and lack of knowledge about how to get financing.

Responses included:

- Alcoholism
- Lack of access to capital
- Poverty. There are not a lot of jobs to go after. For that reason there is a lot of alcoholism.
- There are a lot of pressing issues. Just the general instability that affects everything: spiritual, emotional, suicides, economics, jobs. The government here itself is unstable.
- Jobs. There are no jobs on our reservation. That's the main thing.
- Lack of jobs. Poverty. The unemployment rate is 70-80%. (Lack of) education. And they're all intertwined.
- Jobs.
- Jobs, housing...the poverty is too much here.
- The biggest issue is knowing how to go about getting financing and the marketing end of it. There isn't a lot of economic activity (on the reservation). The ability to come up with a plan and present a financial plan is not there.
- The really big need that I see is a need for a laundromat. We need something that would create more jobs.

Financial Services on the Reservation

Interviewees were asked what financial services currently exist on the reservation.

All respondents indicated that there are either no financial services or very few financial services on the reservation.

Responses included:

- None that we're aware of.
- Little if any that I know of.
- The tribes broke; there's not much.
- There are none. People don't know about (the few that do exist, like U.S. Dept. of Agriculture loans).
- None. Everyone banks off the reservation. Reservations are pretty much cash-based economies. Nobody has checking accounts. Most businesses don't accept personal checks.
- I think that for the ones that are credit worthy, the access is there. We (the bank) would make loans to Crow Creek, but they have to be credit worthy.
- The financial situation here on the reservation is bad.

Services Missing from the Reservation

Interviewees were asked what services are missing from the reservation.

Interviewees' responses included a grocery store, gas station, clothing store, bank, tax preparation services, fire hall, hospital, mental health services, and a jail. A few respondents cited a general lack of basic services on the reservation.

Responses included

- Grocery store.
- Gas station that charges a reasonable price.

- A clothing store.
- I would love a bank here. We spend of a lot of money to bank in Chamberlain.
- A bank would be great.
- We lack everything.
- A bank. The bank that's over there in Lower Brule, that's huge. To have your own branch bank, that would be a big step.
- They (tribal members) need loans and some money to start off. Plus they're going to need someone to guide them. It's not here on our reservation. Our tribe does not have a small business loan program.
- (Tax preparation services and refund loans) would help people. Access to capital and basic services.
- Fire hall. Hospital; we would love a hospital. A place for mental health. We also need a jail.
- Basic services. Because a lot of people have to travel to Chamberlain or Lower Brule just to cash their check.

Obstacles to Starting a Business

Interviewees were asked: What are the obstacles to starting a business on the reservation?

Interviewees cited lack of access to capital, problems with credit when seeking financing, lack of knowledge about how to start and run a businesses, inability to determine the products and services the community can and will pay for, lack of qualified, dependable employees, the need to construct a building, getting approval for land, lack of infrastructure, lack of self-discipline among tribal members, and alcoholism/drug abuse.

They offered the following comments:

- Alcoholism / drugs.
- Lack of self-discipline/self-control.
- Lack of access to capital.

- It may be hard to find good workers. People haven't been trained to work. Their parents haven't taught them to get up and go to work everyday, for example.
- Alcoholism. It just destabilizes everything. There also needs to be more education. I don't think you can have honest business and true entrepreneurship on tribal land – you got the politics involved. I wouldn't put my money into anything involving tribal land. It would have to be on deeded land. Maybe it's a business you want to pass onto your kids. Maybe it's a business that you want to sell. None of that's going to happen if it's on tribal land.
- People don't have the finances to get started. Lack of education. The ones that want to (start a business) don't know where to start.
- Location. Depending on the business, you're going to have to construct a building, most likely. Identifying the product or service that's needed, that people are willing to pay for.
- Finding good staff. And one of the challenges on the reservation is that there are a higher percentage of cash businesses...cash can walk out the door no different than merchandise. We (Wells Fargo banks in the area) are the leaders in trying to do business on the reservation, because I don't believe the other banks care if they have a presence there or not. It (making loans on the reservation) can be done. It's not as easy, because they have more challenges than business owners off the reservation. We have some business financed in Lower Brule and they're very successful.
- Getting approval for land might be an obstacle. People's credit might be an issue when trying to get a business started. Getting funding.
- One of the obstacles as a lender is its difficult if things go bad for us to recoup our losses. That sometimes can be a hindrance.
- Lack of training and the lack of business management knowledge. Lack of infrastructure and lack of available land is a problem.

Creating a Better Environment for Businesses

Interviewees were asked: What do you think needs to be done in order to create a better environment for businesses on the reservation?

Interviewees suggested providing more educational opportunities for both adults and children and offering training to those seeking to start a business. It was also recommended that businesses started on the reservation be owned by individuals rather than the tribe because they will be more successful.

The interviewees commented:

- I think education would help a lot.
- Start small business owned by people on the reservation, which will help other businesses get started.
- In the past, businesses have failed because they were owned by the tribe. We need people to own their own businesses.
- Have a meeting for the people that want to start a business to let them know what they need to do. Then provide them the training on how to start off.
- There's got to be some certainty that the businesses aren't scared to do business on the reservation. And that's not going to happen over night. I think the businesses that do thrive are the ones that understand how things work on a reservation.
- Number one is education. And that's starting with the little boys and girls. And it probably starts even before that with the parents supporting that, because it's hard for them to learn that discipline unless mom or dad is pushing them.
- The education part would be the best place to start. The will to work is there, but the opportunities are not there.

Sustainable Businesses

Interviewees were asked: What types of businesses do you think would be sustainable on the reservation?

Interviewees' responses included a café, bakery, laundromat, grocery store, gas station, service station, a business that fixes/changes tires, bank, restaurant, hardware store, clothing store, dollar store, bowling alley, movie theater, and a hunting and fishing business.

The interviewees commented:

- A small café.

- Any small businesses that can contribute to the economy.
- Something small. A business that fixes/changes tires. A bakery.
- Just basic services there are missing here right now. Businesses that you would find on Main Street in any small town are needed here...laundromat, bank.
- I think we could use another grocery store. (One that has lower prices.) Another gas station. We need a service station (to fix cars). A fast food, home-style type restaurant. A little hardware store (would be useful).
- I don't know...I think there should be some kind of objective analysis instead of someone just opening a restaurant or other business. Somebody needs to determine what kind of businesses will make it here, and then go from there. Because on the reservation or off the reservation we've all seen businesses start and fail. But I think a dollar store would work on any reservation.
- A clothing store would do good. Recreational facilities would do good: bowling alley, theaters. A pool might work.
- Hunting and fishing is a business that could be sustained there. I think things have been tried there, but they haven't been real successful. And there are a number of reasons for that probably.

Others Who Are Interested in Starting a Business

Interviewees were asked if they know of anyone interested in starting a business.

Three of the four respondents indicated they do know people interested in starting a business and the other respondent said there were most likely were such individuals. They responded:

- There are three of four families that would want to start a business together – a joint business. I know people who would do that. There are probably 8-10 people I can think of that want to start their own business. Granted some of them want to start the same type of business: mechanics, for example. Some want to sell food and others want to sell their

beadwork.

- Yes, a handful of people. You hear it all the time. Restaurants, convenience stores. Again, I don't think they're really looking at their market. It's just something they think is going to work without any data to support it.
- There are plenty of people interested.
- No. But there are probably people out there that have great ideas that would like to try it. But they have no idea where to start, don't know who to contact.

Familiarity with Native CDFIs

Interviewees were asked if they were familiar with Native community development financial institutions.

The majority of the interviewees had never heard of a Native CDFI, and those who had heard of it – with the exception of one individual – were only vaguely familiar with the concept.

They responded:

- No
- Yes. I've heard of the Lakota Fund.
- I've heard of the concept, but I haven't heard it explained.
- No. But I've heard of the Lakota Fund.
- I've heard of it, but my knowledge is limited.
- No.
- I don't think so.

Native CDFI on the Reservation

After hearing what a Native CDFI is, the interviewees were asked how they thought the community would respond to such a loan fund on the reservation.

The majority of interviewees feel the community would respond positively to a Native CDFI on the reservation.

They responded:

- I think they would respond (well). There are several people that I know of that wanted to started businesses but have been totally unsuccessful.
- I think that would be great. Having our economy being the worst in the United States, anything to help our people start their own business would be great.
- Good.
- People would be very interested at first (but that interest would fade).
- It would be good. You'll have a lot of people interested in it when it first starts up. The ones that are business minded (will take advantage of the opportunity). So it will be good for our area.
- I think they would like it. But it's still going to be difficult for them to access loans through a CDFI because you still have to have your underwriting guidelines, and most aren't going to meet those guidelines. It would be useful but it definitely won't be self sustaining because there is not the volume.
- That would be perceived positively.
- Not good...people lack the knowledge needed to start something and see it through. (There needs to be some kind of small industry here where people can go to work)...put in an eight hour day, get a paycheck and go home.
- I think the community would respond okay. I know a lot of people have been trying to start their own businesses, but the funding wasn't there.
- I don't think they have a lot of expertise in the financial end in the Crow Creek community. That's something they definitely need (referring to a Native CDFI's potential to provide this).
- I think they would really like something like that.

Training / Technical Assistance

Interviewees were asked: What kind of business training or technical assistance are you interested in receiving (or do you think would be valuable for other tribal members)?

Respondents cited financial training, business management training, work force development, and grant writing training.

Comments include:

- Financial training. We are consumed by the loan that we have. We would like to keep more of that money. Anything financial.
- There has to be work force development. You have a high unemployment rate. If you bring an employer here that needs a hundred employees to show up everyday, (that's) not going to happen. There needs to be workforce development. Simple skills, like come to work five days a week.
- Grant writing would be really helpful. Business management training.

New Space for Businesses

Interviewees were asked: If industrial and retail space were available on the reservation, would you utilize that space for start-up or business expansion opportunities (or do you think other tribal members would)?

The majority of interviewees say they or others would utilize this type of space.

The interviewees answered:

- Yes, that would be good. It's a big deal; there's no place to put a business and no money to buy space.
- Yes. If it's already there, it's less work to do.
- I don't think there's the volume. I think it's good in theory, but you need access to capital, demand for product or service.

- Yeah.
- Yeah, I think so.
- Yes. But it would need to be done independent of the tribal council.

Market Analysis
Crow Creek Sioux Reservation

Appendix A: Survey

Crow Creek Community Financial Services Survey

1. Do you **currently** operate your own business? ___ Yes ___ No

If yes, please skip to question (10)

2. Have you **previously** operated your own business? ___ Yes ___ No

If yes, please skip to question (18)

THIS SECTION IS ONLY FOR THOSE WHO DO NOT OWN A BUSINESS

3. Have you ever considered starting your own business? ___ Yes ___ No

4. If yes, please rank any of the following obstacles that may be preventing you from starting your own business. Please use 1 to represent the most significant obstacle.

- ___ Too many competitors in my field
- ___ Do not have access to start up capital (Cash Loans)
- ___ Do not qualify for a business loan
- ___ Not sure how to obtain the necessary financing
- ___ Not sure of all the considerations in starting a new business (Business Plan)
- ___ Not sure that I have the management skills to operate a business
- ___ Not sure how to research the market to know if there is a demand for the business
- ___ Other, please specify. _____

5. What type business would you be interested in developing? _____

6. What type of financing would be necessary to start your business?

- ___ Commercial Real Estate ___ Working Capital
- ___ Inventories ___ Equipment ___ Other, Please Specify _____

7. What level of financing do you feel you would need to start your business?

- ___ Less than \$25,000 ___ \$25,001 - \$50,000 ___ \$50,001 - \$75,000 ___ \$75,001 - \$100,000
- ___ More than \$100,000

8. If you indicated that you did not qualify for a loan on question 4, please indicate the reason you feel your loan application would not be approved.

- ___ Lack of collateral
- ___ Bad credit
- ___ Bankruptcy
- ___ Biases in lending for Native Americans
- ___ Other, please specify. _____

9. Which of the following training opportunities do you feel would be beneficial in helping you attain the skills to start and operate your own business? Please select all that apply.

- Financial Literacy/Understanding Business Financing
- Business Management (Basic management, accounting and marketing)
- Business Plan Development
- Credit Counseling
- E-Commerce
- Contracting with the Government
- Benefits for small and minority businesses
- Other, please specify. _____

THIS SECTION IS FOR THOSE WHO CURRENTLY OPERATE A BUSINESS

10. Please select from the list below the title that best describes your current business.

- Manufacturing/Production
- Retail Sales
- Agricultural
- Supply/Transportation
- Professional/Service
- Hospitality/Food Service
- Accounting/Finance/Banking
- Healthcare
- Computer/Internet
- Other, please specify. _____

11. Do you work out of your home? Yes No

12. Have you ever applied for a commercial loan to expand your business? Yes No

13. If yes, were you approved for your commercial loan? Yes No

14. If you were not approved, what reason was given for the decline? Please specify. _____

15. If you applied for a loan, what type (of) financing were you attempting to get?

- Commercial Real Estate
- Inventories
- Working Capital
- Equipment
- Other, Please Specify _____

16. What level of financing did you feel was necessary to start or expand your business?

- Less than \$25,000
- \$25,001 - \$50,000
- \$50,001 - \$75,000
- \$75,001 - \$100,000
- More than \$100,000

17. From the list below, please rank those factors that were the most difficult to overcome when starting your business. Please use 1 to represent the most difficult problem to overcome.

- Attaining start-up capital
- Understanding all the factors necessary for a business start-up
- Attaining operational capital (Cash necessary for operation until profitability)
- Time management/Finding time to get everything done
- Finding qualified people to help
- Other, please specify. _____

THIS SECTION IS FOR THOSE WHO PREVIOUSLY OPERATED A BUSINESS

18. Please select from the list below the title that best describes the business you operated.

- Manufacturing/Production Hospitality/Food Service
- Retail Sales Accounting/Finance/Banking
- Agricultural Healthcare
- Supply/Transportation Computer/Internet
- Professional/Service Other, please specify. _____

19. In your opinion, which of the problems below best describes your reason for discontinuing your business?
Please select as many as apply.

- Lack of available capital or cash flow
- Failure of market to support the business
- Critical management problems
- Failure to develop long term plans
- Downturns in the economy
- Other, please specify. _____

20. Would you consider starting another business if there were opportunities made available that would reduce the problems you identified above? Yes No

21. If no, please tell us why? _____

THIS SECTION IS FOR EVERYONE

22. Which of these topics would you like to know more about? (Mark all that apply.)

- How to write a business/family budget How to develop a financial plan
- How to follow a business/family budget How to start a small business
- How to repair my credit How to write a check (and not bounce it)
- How to get creditors to stop calling How to understand my credit report
- How to get my credit report How to invest money
- How to save money How to set and achieve goals
- How to use a checking account
- How to get out of crisis mode with my money

23. Would you be willing to attend classes to learn more about any of these topics? Yes No

24. If so, which classes would you be willing to attend? (Mark all that apply.)

- How to write a business/family budget How to develop a financial plan
- How to follow a business/family budget How to start a small business
- How to repair my credit How to write a check (and not bounce it)
- How to get creditors to stop calling How to understand my credit report
- How to get my credit report How to invest money
- How to save money How to set and achieve goals
- How to use a checking account
- How to get out of crisis mode with my money

25. What do you feel are the obstacles to your financial success? (Mark all that apply.)

Low paying job No work No car Bad credit Other: _____

26. Circle the number that most relates to the way you feel.

	That's me!	Sometimes, but I'm working on it.	Nah, that's not me at all!
I can't save because I don't have enough money to live on now!	1	2	3
I can't open a checking account (or balance one) because I'm no good at math.	1	2	3
I want to save money so I can help my family, but I don't know how to deal with a bank.	1	2	3
I want to be self-sufficient, but I believe the tribe and the Federal Government owes me.	1	2	3
I am worried about making too much money and losing financial assistance from the Tribe, State and Feds.	1	2	3

27. Have you ever had a loan? Yes No

28. Have you ever defaulted on a loan? Yes No

29. Which of the following financial products have you used?

Checking account Credit cards Savings account

30. Which of the following financial products do you currently use?

Checking account Credit cards Savings account

31. Are you concerned about your credit record? Yes No

32. If retail space was available on the reservation, would you make use of that space for start-up or business expansion opportunities?

Yes No Not sure

Please answer the following demographic questions for statistical purposes only.

33. Which of the ranges below best describes your age?

18-25 26-35 36-45 46-55 56-65 Over 65

34. What is your gender? Male Female

35. Are you Native American? Yes No

36. Are you an enrolled member of the Crow Creek Sioux Tribe? Yes No

37. Which community do you live in?

Fort Thompson Big Bend Crow Creek Other _____

38. Which of the titles below best describes your level of education?

Some High School College Graduate
 High School Graduate/GED Some Post Graduate Work
 Some College Completed Post Graduate Work

39. Which of the ranges below best describes your total household income? (Total income of all those that reside in the home.)

Below \$10,000 \$30,001-\$40,000
 \$10,001-\$20,000 \$40,001-\$50,000
 \$20,001-\$30,000 Over \$50,000

40. Please mark all sources of household income or assistance your family uses.

Your business
 TANF/AFDC/GA
 Food Stamps/Commodities
 Side Jobs – paid in cash
 Employment (full or part-time)
 Vocational Rehabilitation
 Low Income Energy Assistance Program (LIEAP)

41. How many people live in your household (adults, children and other relatives that your family's income supports)? _____

42. Do you currently: Rent Own Live with Relatives

Thank you for your time.