

# FALL 2016 CONSUMER SURVEY BY GO LOCAL

## About the Survey

GO LOCAL conducted a survey (Nov 2016) among our community of rewards cardholders, newsletter subscribers and Facebook friends within Sonoma County. We asked them to answer questions about their shopping habits and preferences. **(Confidence level 95% and a Confidence interval of +/-6)**

## QUESTION

Please checkmark the following statements that you agree with. (You may choose more than one) "When I shop with locally owned businesses..."

Answer Options	Response Percent
The money I spend recirculates in the local economy longer.	91%
It helps create more jobs locally.	83%
Local businesses give more donations to local nonprofits.	50%
It makes me feel good, but makes no difference in the local economy.	7%
It doesn't really benefit me.	3%

## QUESTION

How would you describe your attitude toward buying from locally owned businesses?

Answer Options	Response Percent
Usually I find out if a business is locally owned and shop with them	35%
I almost always choose locally owned businesses	35%
Sometimes I remember to check to see if the business is local	25%
Most of the time I forget and don't think about it	6%

## QUESTION

How would you complete this statement: "I am..."

Answer Options	Response Percent
<b>more likely</b> to choose a locally owned business today than I was 5 years ago.	65%
<b>about the same</b> likelihood to choose a locally owned business today than I was 5 years ago.	34%
<b>less likely</b> to choose a locally owned business today than I was 5 years ago.	1%

## QUESTION

Did you buy anything from an online retailer in the past 12 months?

Answer Options	Response Percent
Yes	90%
No	10%

## QUESTION

Please tell us how important or unimportant these things are to you when you shop.

Answer Options	Response Percent
The store staff know the products and pay attention when I need their help	97%
Locally owned business	91%
Return policy is customer friendly	87%
Convenient location to where I am	87%
The store has a wide selection of products	75%
Prices are the lowest	55%