

# SPRING 2021 CONSUMER SURVEY BY GO LOCAL



## And Again, the Survey Says...

GO LOCAL conducted a survey in March 2021 as a followup to a similar survey 5 years earlier among our community of our newsletter subscribers and social media 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)**

## GO LOCAL Consumer Profile

According to past surveys we've taken, plus consideration of our social fan profile, we know that GO LOCAL consumers are cultural creatives\* and represent about 30% of the total population. They are more environmentally, socially and economically conscious than the average adult.

In Sonoma County that comes to roughly **125,000 adults**.

*\*(first described in 2000 by sociologist Paul H. Ray as *Lifestyles of Health and Sustainability*)*

**They are incredibly loyal to businesses that reflect their values.**

---

## Summary of Survey Results

### NEW Insights from the 2021 Consumer Survey of GO LOCAL fans:

- A larger percentage made online purchases in the last year, from **90%** in 2016 to **98%** in 2021.
- **56%** of those who made online purchases in the last year say that half or more of their online purchasing was with locally-owned businesses.

### Insights from 2021 Consumer Survey that are consistent with 2016 survey of GO LOCAL fans:

- **67%** verify "local" before buying.
- **64%** are more likely to choose a locally-owned business today than 5 years ago.
- **91%** agree that when they shop with locally-owned businesses, the money spent recirculates in the local economy longer.
- **93%** agree that whether a business is locally-owned is important to them when they shop.
- **93%** say that whether a business has knowledgeable and helpful staff is important to them when they shop.

# Detail of Survey Results

## QUESTION 1

Estimate how much your online purchasing in the past 12 months was:

\*NON-LOCAL (i.e. Amazon & other non-local restaurants, retailers & services) and/or  
 \*LOCAL (locally owned/ neighborhood restaurants, retailers & services)

Answer Choices	Responses 2021	Responses 2016
100% non-local / 0% local	9%	89.64%
75% non-local / 25% local	33%	
50% non-local / 50% local	26%	
25% non-local / 75% local	27%	
0% non-local / 100% local	3%	
I didn't buy anything from online retailers in the last 12 months.	2%	10%

## QUESTION 2

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

Answer Choices	Responses 2021	Responses 2016
Usually I find out if a business is locally owned and shop with them	41%	35%
I almost always choose locally owned businesses	27%	35%
Sometimes I remember to check to see if the business is local	26%	24%
Most of the time I forget and don't think about it	7%	6%

## QUESTION 3

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

Answer Choices	Responses 2021	Responses 2016
more likely to choose a locally owned business today than I was 5 years ago.	64%	65%
about the same likelihood to choose a locally owned business today than I was 5 years ago.	32%	34%
less likely to choose a locally owned business today than I was 5 years ago.	4%	1%



#### QUESTION 4

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

Answer Choices	Responses 2021	Responses 2016
The money I spend recirculates in the local economy longer.	91%	91%
It helps create more jobs locally.	83%	82%
Local businesses give more donations to local nonprofits.	47%	49%
It doesn't really benefit me.	1%	3%
It makes me feel good, but makes no difference in the local economy.	5%	8%
Other (please specify)	11%	14%

---

#### QUESTION 5

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

Answer Options	2021 Response Percent: "Important"	2016 Response Percent: "Important"
Locally owned business	93%	92%
The store staff know the products and pay attention when I need their help	93%	97%
Convenient location to where I am	90%	88%
Return policy is customer friendly	83%	87%
The store has a wide selection of products	73%	75%
Prices are the lowest	44%	53%



## QUESTION 6

Please identify whether you think these businesses are locally owned, not locally owned, or not sure. Just use your memory or immediate perception.

	Locally owned	Not locally owned	Not sure
<b>Ace Cider</b>	63%	2%	36%
<b>Acre Coffee</b>	71%	4%	24%
<b>Amy's Kitchen</b>	88%	3%	8%
<b>Andy's Market</b>	93%	1%	6%
Ashley Furniture HomeStore	3%	69%	28%
Bigelow Tea	9%	50%	41%
<b>Birkenstock Village</b>	41%	27%	33%
<b>Copperfield's Books</b>	88%	6%	5%
<b>Exchange Bank</b>	73%	9%	18%
<b>Friedman's Home Improvement</b>	86%	8%	6%
<b>Hansel Auto Group</b>	72%	6%	21%
Home Depot	1%	96%	3%
<b>Mary's Pizza Shack</b>	85%	8%	7%
Office Depot	1%	94%	5%
<b>Oliver's Market</b>	95%	1%	4%
Peet's Coffee	11%	74%	15%
Raley's Market	5%	76%	19%
<b>Sleep City</b>	8%	53%	39%
<b>Smothers Auto Parts</b>	51%	7%	42%
<b>Summit State Bank</b>	27%	20%	53%
Sur La Table	11%	63%	26%
Target	0%	96%	4%
<b>TeeVax Appliances</b>	75%	4%	21%
Wells Fargo	1%	95%	4%
Whole Foods Market	5%	89%	5%

