

Topic Summary Report

A topic has closed on Engage Carrboro

Topic: Think Local First Carrboro

Do you know who your locally owned businesses are?

The Town is undertaking a Think Local First Carrboro Education Campaign to raise awareness of shopping and living local. "Going local does not mean walling off the outside world. It means nurturing locally owned businesses that use local resources sustainably, employ local workers at decent wages and serves primarily local consumers. Control moves from the boardrooms of distant corporations and back into the community where it belongs." - Michael Shuman

Surveys Submitted

50

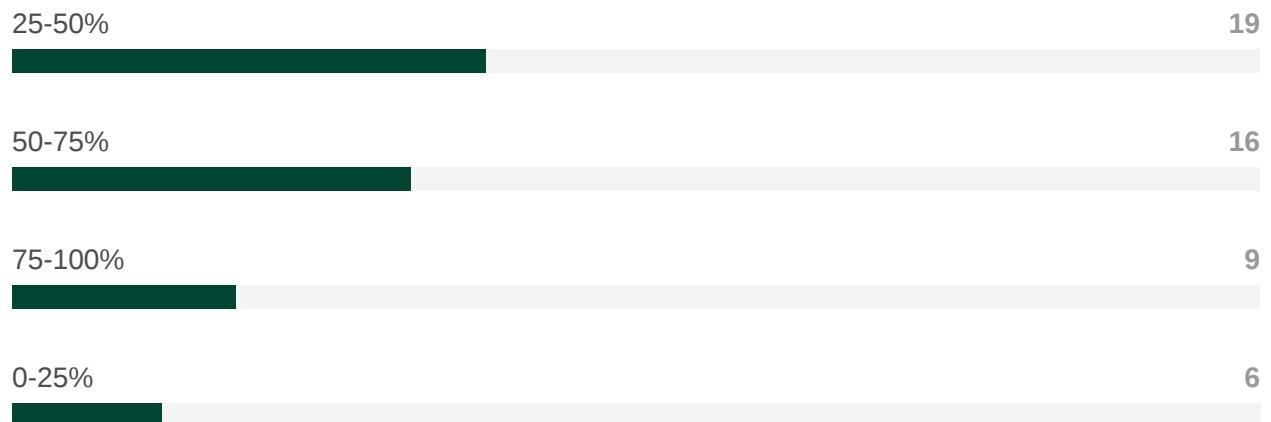
Comments

4

Survey Results

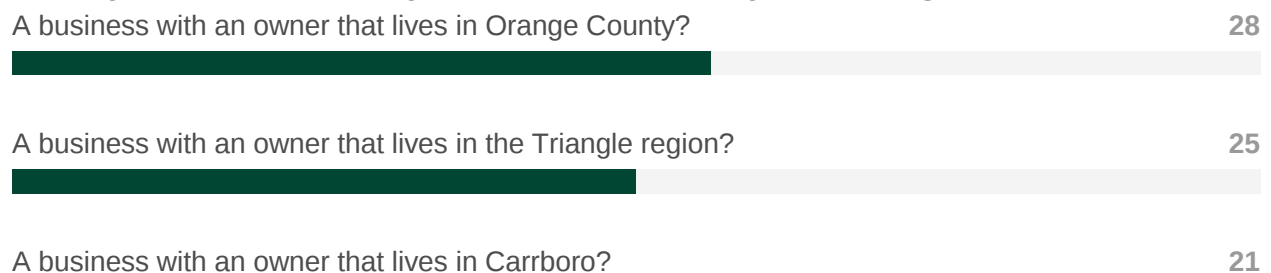
QUESTION 1

What percentage of time do you shop with locally owned businesses and stores?



QUESTION 2

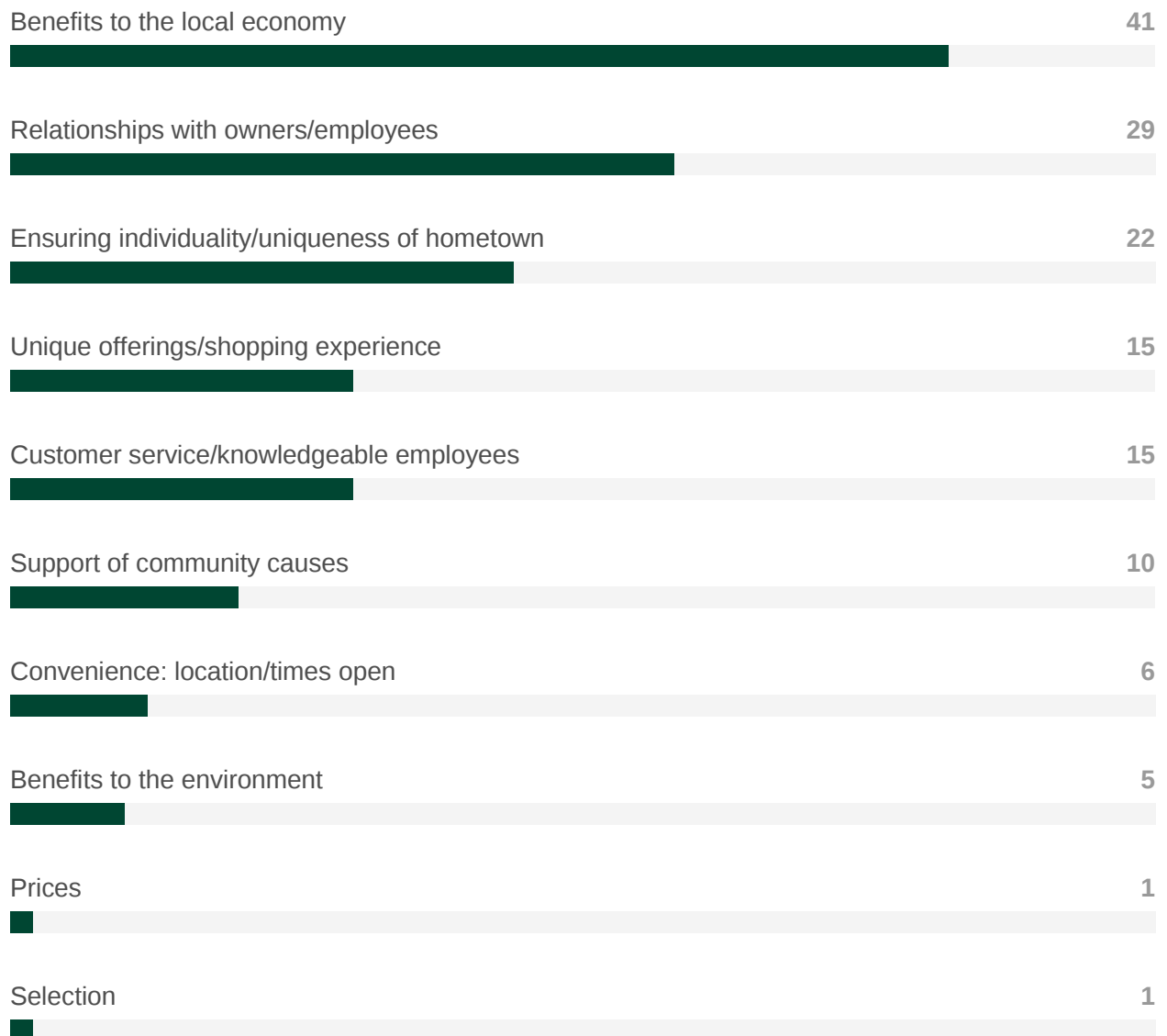
When you think of a locally owned business are you thinking of:





QUESTION 3

What do you consider to be the three leading benefits of purchasing from locally owned stores?



Other	0

QUESTION 4

When you do, what are the top three reasons you shop with nonlocally owned stores?

Convenience: location/times open	38

Prices	36

Unique offerings/shopping experience	15

Selection	13

Other	6

Customer service/knowledgeable employees	6

Ensuring individuality/uniqueness of hometown	3

Benefits to the local economy	3

Relationships with owners/employees	3

Benefits to the environment	1

Support of community causes	1