

KEEPING BUSINESS LOCAL

A Buying Habits and Preferences Survey, Northfield Area Tourism & Bus. Assn. (NATABA)

Communities are more vibrant when residents can live, work and obtain the things they need close to home. This year, NATABA will look at ways to attract new businesses to our area and better support existing ones. To do this we've enlisted two new volunteers -- local food enthusiast Julie Robinson and a GCC student with several related internships to her credit, Rachael Pride. In the months ahead, Rachael and Julie will survey residents, visitors and local food producers, collecting data we can use to help match business opportunities with stated needs and local capabilities.

In this first survey, we ask residents to tell us about their buying habits and preferences. Completed surveys can be mailed to NATABA at 94 Main Street, Northfield or dropped off at Mim's Market and the Dickinson Library between December 1, 2015 and January 9, 2016. Anonymous submissions are fine, but respondents who provide contact information can be entered into a drawing for \$10 gift certificates to five local businesses. In addition to surveys, our team will speak with a variety of local community and affinity groups. Our findings will be available in the Spring. We hope you'll participate and thank you for your response,

Joan and Steve Stoia (498-5921), Sue Ross, Julie Robinson and Rachael Pride

Please tell us where you shop for the goods and services on the chart below:

Good and Services	Currently buy in Northfield	Obtain elsewhere (please specify, e.g. Keene)	Shop online	Would buy in Northfield if available	Comments
Art/Crafts/Gifts/Jewelry					
Auto Repair					
Bakery/Internet Cafe					
Banking					
Child/Pet Care					
Clothing/Shoes					
Computer Software/Repair					
Dining, Fine					
Entertainment					
Farm Supplies/Equipment					
Financial Services					
Flowers/Garden Supplies					
Food Co-op					
Gas					
General Store					
Groceries/Produce					
Hardware/Bldg Supplies					
Home Repair/Trades					
Hospitality/Lodging					
Legal Services					
Medical/Dental Services					
Office Supplies/Equipment					
Outdoor/Sporting Gear					
Pharmacy					
Recreational Facilities					
Other--Use separate sheet					

4. What type of business do you prefer to patronize for obtaining goods and services (5=Most to 1=Least)
 ___ National or Regional Brands/Big Box Stores ___ Small independents and retailers ___ Local Businesses ___ Online
 Comments: _____
5. What is the most important factor you use when deciding where to shop? (circle)
 Convenient parking Price Distance/Time Involved Quality Other: _____
6. Where in Northfield do you currently live?
 Main Street/Village Center E.Northfield W.Northfield Northfield Farms So. Mountain Road Area
7. How far do you travel for work? _____ (miles)

Optional: Name: _____ How to contact you for drawing _____ (ph/email)

Thank you!! Please return your completed survey by January 9, 2016

