

Durham Central Market Survey!

Thank you for taking the time to complete our survey! Your responses will directly aid our strategic planning initiatives. Please answer each of the following questions in the space provided. When complete, please mail to Robin Arcus, 109 E. Lynch St., Durham, NC 27701.

1. What is your zip code? _____
2. What street do you live on? (Please do not provide your house number)

3. Durham Central Market will be located within 1 mile of the center of Downtown Durham. With that in mind, how frequently would you visit the Durham Central Market?
Daily Weekly Monthly Yearly Never
4. How would you likely travel to the Durham Central Market? (Select all that apply)
Bicycle Drive Motorcycle/Scooter
DATA/TTA Walk Other _____
5. How long would you be willing to *walk* to the Durham Central Market to complete a regular shopping trip? (Please circle **one** response)
0-10 Minutes 11-20 Minutes 20+ Minutes I would not walk to the store
6. How long would you be willing to *bike* to the Durham Central Market to complete a regular shopping trip? (Please circle **one** response)
0-10 Minutes 11-20 Minutes 20+ Minutes I would not bike to the store
7. Is there another grocery store or cooperative you would like Durham Central Market to emulate? (Please circle **one** response)
YES **NO**
IF YES → *Name of store* _____
City, State _____
What elements of this store are most important? _____
8. Where do you buy the *majority* of your groceries now? (Please circle **one** response)
Compare Foods Food Lion Galaxy Foods Harris-Teeter
King's Red & White Kroger Los Primos Trader Joes
Whole Foods Sam's/Costco Other (Please specify) _____
9. Have you ever been a member or owner of another cooperative grocery store? (Please circle **one** response)
YES **NO**
IF YES → *Which of the following cooperative grocery stores have you ever been a member of? (Please circle all that apply)*
Chatham Marketplace Durham Food Coop
Weaver Street Market Other (Please Specify) _____
10. How much money do you typically spend on groceries in a typical week? \$ _____
11. What percentage of your weekly grocery budget do you spend at the following locations?
Compare Foods _____% Farmer's Market _____% Food Lion _____%
Galaxy Foods _____% Harris-Teeter _____% King's Red & White _____%
Kroger _____% Los Primos _____% Trader Joes _____%
Whole Foods _____% Sam's/Costco _____% Other _____%

Please continue to the other side →

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For this section, please mark all of the products you currently regularly purchase at any store and those you would be likely to purchase at the Durham Central Market. In the last column, please choose your top TEN items that you would like Durham Central Market to carry.

1st column → Products you currently regularly purchase

2nd column → Products you would purchase at Durham Central Market

3rd column → Top 10 products that you would like Durham Central Market to carry.

	Regularly Purchase	Purchase at DCM	TOP TEN
Local/regional conventional produce	✓	✓	✓
Local/regional organic produce	✓	✓	✓
Non-local conventional produce	✓	✓	✓
Non-local organic produce	✓	✓	✓
Organic/natural grocery items (cereal, oil, condiments, canned goods, snacks)	✓	✓	✓
Generic, lower cost grocery items (cereal, oil, condiments, canned goods, snacks)	✓	✓	✓
Dairy goods (milk, cheese, butter, yogurt, eggs)	✓	✓	✓
Custom sliced or pre-packaged deli meats	✓	✓	✓
Butcher shop (specializing in local, responsibly raised meat)	✓	✓	✓
Fresh seafood	✓	✓	✓
Fine cheese (Gouda, blue cheeses, goat cheeses, etc)	✓	✓	✓
Vegetarian staples (tofu, tempeh, imitation meat products)	✓	✓	✓
Health & beauty items (soap, shampoo, toothpaste, lip balm, lotions, etc)	✓	✓	✓
Vitamins and supplements	✓	✓	✓
Household paper products (facial tissue, paper towels, toilet tissue)	✓	✓	✓
Artisan bread (French baguette, sourdough, etc.)	✓	✓	✓
Local sandwich bread (Ninth St. Bakery, The Bread Shop)	✓	✓	✓
Conventional sandwich bread (Merita, Bunny, etc.)	✓	✓	✓
Fresh pastries and desserts	✓	✓	✓
Bulk flour, cornmeal, rice, beans, sugar, pasta	✓	✓	✓
Bulk dried fruits, cereals, granola, nuts, seeds	✓	✓	✓
Bulk herbs and spices	✓	✓	✓
Filtered water (Bring your own container)	✓	✓	✓
Bulk tofu	✓	✓	✓
Frozen fruits and vegetables (organic and/or local)	✓	✓	✓
Frozen fruits and vegetables (conventional, low price)	✓	✓	✓
Frozen dinners	✓	✓	✓
Ice cream and other frozen desserts	✓	✓	✓
Beer and wine	✓	✓	✓
Coffee bar	✓	✓	✓
Salad bar	✓	✓	✓
Hot food bar (hot meat dishes, vegetarian dishes, and sides)	✓	✓	✓
Alternative newspapers and magazines	✓	✓	✓
Area newspapers (Herald-Sun, News & Observer)	✓	✓	✓
Non-local newspapers (Charlotte Observer, Winston-Salem Journal, New York Times, Los Angeles Times, Chicago Tribune, Wall Street Journal)	✓	✓	✓