

# ARDEN DISTRIBUTING

## Marketing Survey - November 2014

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Thank you for participating in our survey. The survey is 27 questions long and should take no more than 10 minutes. Please email responses to [info@ardist.ca](mailto:info@ardist.ca) or visit <http://www.ardist.ca/contact.htm> for additional contact information.

1. How many trips longer than 30 minutes each way do you drive per week?
  - More than 10 per week
  - 5 or more but less than 10 per week
  - 2 or more but less than 5 per week
  - 1 trip per week
  - 1 trip every 2 weeks
  - 1 trip per month
  - No trips
  
- a) Of these, how many were to another town or city to take care of an errand, pick something up, or drop something off that did not personally require your presence to do that task?
  - All trips require me personally at the destination
  - More than half of the trips
  - Less than half of the trips but more than 1
  - 1 trip
  - None of the trips
  
2. How much would you consider your time to be worth, if you were paid an hourly wage?
  - My time is worth nothing
  - \$0 to \$5
  - \$5 to \$10
  - \$10 to \$15
  - \$15 to \$25
  - \$25 to \$40
  - \$40 to \$75
  - More than \$75
  
3. Do you purchase groceries from more than one town or city?
  - Yes  No  Not Applicable
  
4. How often do you make a trip to another town or city to purchase groceries or household goods?
  - Multiple times a week
  - Once a week
  - Bi-weekly
  - Once a month
  - Not Applicable

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5. Which town or city do you live closest to?

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Arden          | <input type="checkbox"/> Napanee      |
| <input type="checkbox"/> Belleville     | <input type="checkbox"/> Ottawa       |
| <input type="checkbox"/> Carleton Place | <input type="checkbox"/> Perth        |
| <input type="checkbox"/> Cloyne         | <input type="checkbox"/> Peterborough |
| <input type="checkbox"/> Kingston       | <input type="checkbox"/> Sharbot Lake |

6. Which town or city do you primarily shop in?

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Arden          | <input type="checkbox"/> Napanee      |
| <input type="checkbox"/> Belleville     | <input type="checkbox"/> Ottawa       |
| <input type="checkbox"/> Carleton Place | <input type="checkbox"/> Perth        |
| <input type="checkbox"/> Cloyne         | <input type="checkbox"/> Peterborough |
| <input type="checkbox"/> Kingston       | <input type="checkbox"/> Sharbot Lake |

7. Which other towns or cities do you shop in? Select multiple if applicable.

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Arden          | <input type="checkbox"/> Napanee      |
| <input type="checkbox"/> Belleville     | <input type="checkbox"/> Ottawa       |
| <input type="checkbox"/> Carleton Place | <input type="checkbox"/> Perth        |
| <input type="checkbox"/> Cloyne         | <input type="checkbox"/> Peterborough |
| <input type="checkbox"/> Kingston       | <input type="checkbox"/> Sharbot Lake |

8. Please list additional cities and towns you shop in here.

9. Would you consider using a service that has regularly scheduled round trips to other towns and cities to pick-up goods for you?

- Yes  No  Not Sure

10. Would you consider using a service that has regularly scheduled round trips to drop-off goods for you? i.e. drop off dry cleaning, drop off items for repair, or paperwork to another business as examples

- Yes  No  Not Sure

11. For goods you can manage handling yourself, would you prefer delivery to your house or a service where you pick-up your goods at a local distribution location with a slightly lower overall service cost?

- I prefer to pick goods up locally  
 I prefer to have goods delivered to my house  
 Not Applicable

12. What day of the week is most convenient for you to receive or pickup local deliveries?

- |                                    |  |
|------------------------------------|--|
| <input type="checkbox"/> Monday    | <input type="checkbox"/> Saturday                    |
| <input type="checkbox"/> Tuesday   | <input type="checkbox"/> Sunday                      |
| <input type="checkbox"/> Wednesday | <input type="checkbox"/> Monday thru Friday are fine |
| <input type="checkbox"/> Thursday  | <input type="checkbox"/> Weekends Only               |
| <input type="checkbox"/> Friday    | <input type="checkbox"/> Other                       |

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13. What hours are most convenient for you to receive deliveries?

- 6am - 8am
- 8am - 10am
- 10am - Noon
- Noon - 2pm
- 2pm - 4pm
- 4pm - 6pm
- 6pm - 8pm
- 8pm - 10pm
- No Answer

14. How often would you use a service to transport large / heavy items because you don't have access to a vehicle fit to transport those items? i.e. taking a load to the dump, picking up furniture from somewhere

- Once a week
- Multiple times a month
- Once a month
- Once every 3 months
- Once a year
- Maybe once a year
- Never

15. Would you use a service that provided personal transportation to another town or city?

- Yes
- No
- Not Sure

16. What would you consider as a fair hourly rate for running errands (i.e. coordinating on what to pick-up, going into a store, finding items, standing in line to pay etc.)

17. What are your preferred payment methods? 1 means the highest preference.

- Cash
- Check
- Credit
- Debit
- PayPal
- Other (specify)

18. What would you say your average household grocery orders weigh when you do a grocery trip?

19. Would you consider using this service on a seasonal basis? i.e. only during the Summer months

- Yes
- No
- Not Sure

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20. Would you consider purchasing multiple deliveries/errands in a package for a discounted price?

- Yes  No  Not Sure

21. Would you like to sign up for our trial program? During the trial we'll offer the service at marginal / non-profitable rates for select customers for a short period of time. This will help us better understand our business's needs, identify our shortfalls and strengths so we can be more focused for general availability service after the trial has completed.

- Yes  No  Not Sure

22. Would you be interested in a job with Arden Distributing? If so, what type of position would interest you?

- Not Interested  
 Accountant  
 Dispatch/Secretarial  
 Driver  
 Errand Runner  
 Local Delivery  
 Manager  
 Warehouse Handler

23. If you wish to be contacted by Arden Distributing, please provide your contact information.

- First and Last Name  
 Email  
 Phone Numbers  
 City

24. Can Arden Distributing contact you by email for marketing, promotional, and business update purposes?

- Yes  No

25. Can Arden Distributing share your non-personally identifiable survey results with 3<sup>rd</sup> parties?

- Yes  No

26. On a scale of 1 to 10 (with 1 being not of value and 10 being indispensable) would you consider the above discussed services for the region? Please circle one number below.

1 2 3 4 5 6 7 8 9 10

27. Additional Comments

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