**[TOWN] Community Grocery Survey**

[2-3 sentences explaining the purpose of this survey and who is conducting the survey.]

[Instructions on where to return the survey when complete.]

We anticipate this survey will take roughly five minutes to complete. Thank you for your input!

**Section 1: What does grocery shopping look like for you?**

*To start, we would like to understand your current shopping preferences.*

1. **How often do you typically shop for groceries?**
	* More than once per week
	* Once per week
	* Every two weeks
	* Once per month
	* Less than once per month
2. **How do you typically get your groceries?**
	* Personal vehicle
	* Assistance of a friend or family
	* Delivery
	* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **On average, how much does your household spend each time you shop for groceries?**
	* $50 or less
	* $50 to $100
	* $100 to $150
	* $150 to $250
	* $250 to $500
	* $500 or more
4. **What day of the week do you typically prefer to shop for groceries?**
	* Monday
	* Tuesday
	* Wednesday
	* Thursday
	* Friday
	* Saturday
	* Sunday
	* No preference
5. **What time of day do you typically prefer to shop for groceries?**
	* Morning (8am-12pm)
	* Noon (12pm-1pm)
	* Early afternoon (1pm-5pm)
	* Evening (5pm-9pm)
	* No preference
6. **When you shop, how do you rank the importance of these different departments and offerings? (1 = most important, 8 = least important)**

\_\_\_ Locally grown food

\_\_\_ Online shopping and curbside pick-up options

\_\_\_ Bakery

\_\_\_ Meat department

\_\_\_ Organic food

\_\_\_ Produce department

\_\_\_ Deli and prepared items

\_\_\_ Dairy

1. **At which food stores do you buy most of your groceries? Select all that apply.**
	* [list of stores in a 30-mile radius, including independent, supercenter, and dollar stores]
	* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **What are your top 5 reasons for shopping at those stores? Select only your top 5 reasons.**
	* Location
	* Quality of food
	* Selection
	* Price
	* Customer service
	* Cleanliness
	* Hours
	* Parking availability
	* Supporting local business
	* Specialty items
	* Atmosphere
	* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **Which food store(s) would be your last choice for buying groceries? Select all that apply.**
	* [list of stores in a 30-mile radius, including independent, supercenter, and dollar stores]
	* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. **What are your top 5 reasons for not shopping at those stores? Select only your top 5 reasons.**
	* Location
	* Quality of food
	* Selection
	* Price
	* Customer service
	* Cleanliness
	* Hours
	* Parking availability
	* Supporting local business
	* Specialty items
	* Atmosphere
	* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Section 2: Grocery store considerations for [TOWN]**

*In this section, we are interested in knowing how you would feel about shopping for groceries in [TOWN].*

1. **If all grocery store options were equal, and a grocery store opened in [TOWN], how much of your grocery shopping would you anticipate spending at the local grocery store?**
	* A quarter (¼)
	* Half (½)
	* Three quarters (¾)
	* All
2. **What would it take for you to do most of your shopping in [TOWN], if [TOWN] had a grocery store? Please write your response in the space below.**

|  |
| --- |
|  |

Please rate how much you agree or disagree with the following statements:

1. **I would like to have a grocery store in [TOWN]. (1 = Strongly Disagree, 5 = Strongly Agree)**

1 2 3 4 5

1. **I would support the [CITY and/or COUNTY] being involved in attracting a grocery store to
[TOWN]. (1 = Strongly Disagree, 5 = Strongly Agree)**

1 2 3 4 5

1. **I would be willing to spend slightly more at a local grocery store to support the [TOWN] community’s future. (1 = Strongly Disagree, 5 = Strongly Agree)**

1 2 3 4 5

1. **I would be willing to spend slightly more at a local grocery store to spend less on traveling.
(1 = Strongly Disagree, 5 = Strongly Agree)**

1 2 3 4 5

**Section 3: Who are you?**

*This section gives us an idea of who is responding to this survey.*

1. **In what city do you live?**
	* [list of nearby cities]
	* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **In what city do you work?**
	* [list of nearby cities]
	* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **What is your age?**
	* Under 18
	* 18-25
	* 26-35
	* 36-45
	* 46-55
	* 56+
4. **What is your gender?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. **How many people live in your household?** \_\_\_\_\_\_\_\_\_\_\_\_
6. **How many children under 18 live in your household?** \_\_\_\_\_\_\_\_\_\_\_\_
7. **What is your annual household income? (optional)**
	* Less than $20,000
	* $20,000 - $34,999
	* $35,000-$49,999
	* $50,000 - $74,999
	* $75,000 - $99,999
	* $100,000+

**Thank you for filling out this survey. If you would like to see a copy of the final survey results, please share your name and email address below.**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_