**[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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_