# **Rural GroceryCommunity Survey Question Bank**

If your community' grocery store has recently closed or you are in the midst of supporting an ownership transition, it can by an excellent opportunity to ask for community feedback. A few common community input tools that you may consider are focus groups, community meetings, asset mapping or a survey. This document includes examples of questions that could be incorporated into a community survey.

I would	_	spend slightly	more at a local	grocer	y store to support local business and our						
	1	2	3	4	5						
(Do no	t agree at all)				(Completely agree)						
I would like to have a grocery store in [city name].  1 2 3 4 5											
(Do no	t agree at all)	2	3	4	(Completely agree)						
I would support the city purchasing the grocery store in [city name].											
(Do no	1 t agree at all)	2	3	4	5 (Completely agree)						
I would support the city owning the grocery store in [city name].											
	1	2	3	4	5						
(Do no	t agree at all)				(Completely agree)						
I would	d support the o	city operating t	he grocery sto	re in [ci 4	ty name].						
(Do no	t agree at all)	2	5	4	(Completely agree)						
What store are you currently using for your primary grocery shopping?  Please include name of store and city where it's located:  The store listed above is located in the same city where I work: Yes/No											
What is the distance you are willing to travel to get groceries?  a) Less than 5 miles  b) 5 to 10 miles  c) More than 10 miles  d) Distance is not an issue for me											
What is your household's weekly grocery budget?  a) Under \$50 per week  b) \$100 to \$200 per week  c) Greater than \$200 per week											
What i a) b) c) d)	s your age? Under 30 31- 50 51 – 70 Over 70										



## What is your annual household income?

- a) Less than \$35,000
- b) \$35,000 to \$49,999
- c) \$50,000 to \$74,999
- d) Greater than \$75,000

The following questions can be helpful if opening a new store to hear what community members would like in a local grocery and what services would encourage them to support the store.

Please indicate the number that best represents the importance of each of the following in regard to a grocery store in [city name].

	Not Very In	Not Very Important			Very Important		
1. Quality of food		2	3	4	5		
2. Availability of food (variety, brand choices)	1	2	3	4	5		
3. Prices of items offered	. 1	2	3	4	5		
4. Customer service	. 1	2	3	4	5		
5. Cleanliness of store	. 1	2	3	4	5		
6. Convenient business hours	. 1	2	3	4	5		
7. Travel time to the grocery store	. 1	2	3	4	5		
8. Supporting local business	. 1	2	3	4	5		
9. Buying locally grown foods	. 1	2	3	4	5		
10. Online shopping and curbside pick-up options	1	2	3	4	5		
11. Bakery offering within grocery store	1	2	3	4	5		
12. Meat/butcher offering within grocery store	1	2	3	4	5		
13. Organic food options within grocery store	1	2	3	4	5		
14. Fresh produce options within grocery store	1	2	3	4	5		



#### **Survey Distribution Considerations**

<u>Survey format:</u> Two common survey formats are paper and electronic. They are not mutually exclusive - you may want to consider offering the survey in multiple formats (paper and electronic) to accommodate your variety of audiences.

#### Paper Survey:

Budget for printing and mailing costs

- Distribution:
  - Consider mailing survey through utility bill inserts
  - -Hand out surveys at key community locations
    - Key employers
    - Local universities
    - Advertise at existing grocery store, if applicable
    - Gathering places local restaurants, coffee shops, etc.
    - Local library
- If a large sample size, consider time and skills needed to enter and analyze survey responses.

### **Electronic Survey:**

- Can use online platforms (SurveyMonkey, Qualtrics, etc.)

Electronic survey distribution:

Community listservs

Chamber e-newsletter, social media

<u>Response Rate:</u> Regardless of distribution type, it's important to consider response rate goals prior to sending survey out.

Ask yourself:

- How many people/households do you hope to get a response from?
- If you don't meet that goal, will you extend the deadline or use responses as is?

