

Rural Grocery Store Owner Survey distributed by K-State's Center for Engagement and Community Development.

1. What major products and services does your store offer? *Check all that apply.*

- |  |  |
|--|--|
| <input type="checkbox"/> ATM/ Bank             | <input type="checkbox"/> hunting/fishing/camping supplies        |
| <input type="checkbox"/> books/cards/gifts     | <input type="checkbox"/> institutional supply (school, hospital) |
| <input type="checkbox"/> café/restaurant       | <input type="checkbox"/> pharmacy                                |
| <input type="checkbox"/> catering              | <input type="checkbox"/> photo development                       |
| <input type="checkbox"/> delicatessen          | <input type="checkbox"/> pre-packaged snacks                     |
| <input type="checkbox"/> fuel                  | <input type="checkbox"/> self-serve snacks/drinks                |
| <input type="checkbox"/> groceries             | <input type="checkbox"/> video rental                            |
| <input type="checkbox"/> other (specify) _____ |  |
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2. Who is/are your primary grocery supplier(s)?

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3. What products do your secondary suppliers supply?

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4. Do minimum (purchasing/ordering) buying requirements create a problem for your grocery store?  
 yes       no

If yes, how?

5. If minimum buying requirements are a problem, what solutions might you suggest?

6. As an independent grocer, do you feel you are getting fair pricing from your suppliers compared to chain stores?  
 yes       no

Comments:

7. Have you had problems getting products delivered because of your location?  
 yes       no

Comments:

8. Do you sell locally produced food in your store?  
 yes       no

If yes, what products?

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9. Which of the following are major challenges for your store? *Check all that apply.*

- |   |  |
|---|--|
| <input type="checkbox"/> availability of satisfactory labor   | <input type="checkbox"/> lack of community support                             |
| <input type="checkbox"/> competition with large chain grocery stores                                | <input type="checkbox"/> low sales volume                                      |
| <input type="checkbox"/> debt and/or high payments  | <input type="checkbox"/> narrow profit margins                                 |
| <input type="checkbox"/> government regulations   | <input type="checkbox"/> required minimum buying requirements from vendors     |
| <input type="checkbox"/> high inventory costs/ low turnover   | <input type="checkbox"/> shoplifting/bad checks/internal theft/unpaid accounts |
| <input type="checkbox"/> shortage of working capital  | <input type="checkbox"/> taxes   |
| <input type="checkbox"/> high operating costs (utilities, building lease, repairs/maintenance, etc) | <input type="checkbox"/> other (specify) _____                                 |

Which of the above do you feel is the most significant for you and your store?

\_\_\_\_\_

10. Do you collaborate with other small independently owned stores?

yes       no

If yes, for which purposes? *Check all that apply.*

- cooperative advertising/marketing  
 grocery distribution purposes  
 sharing concerns and/or ideas  
 to achieve minimum buying requirements  
 other \_\_\_\_\_

If no, would you be interested in doing this?

yes       no

Why or why not?

11. Do you feel that a statewide alliance of small, independently owned grocery store owners may have value?

yes       no

If yes, how could it help?

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12. What marketing strategies have you used in your grocery stores that have been effective in drawing in customers?

Advertising

- Newspapers \_\_\_\_\_
- Radio \_\_\_\_\_
- TV \_\_\_\_\_
- Flyers/inserts \_\_\_\_\_
- Internet/WWW \_\_\_\_\_

Promotions \_\_\_\_\_

Word of mouth \_\_\_\_\_

OTHER: Please identify \_\_\_\_\_

When running a grocery store, how important is it to you to offer each of the following? Rate the importance of each by circling the number that best fits your response.

	<u>Not Very</u>				<u>Very</u>
	<u>Important</u>				<u>Important</u>
1. Quality of food .....	1	2	3	4	5
Comments:					
2. Availability of food (variety, brand choices)	1	2	3	4	5
Comments:					
3. Prices of items offered .....	1	2	3	4	5
Comments:					
4. Customer service .....	1	2	3	4	5
Comments:					
5. Business hours .....	1	2	3	4	5
Comments:					
6. Buying locally. ....	1	2	3	4	5
Comments:					

Which of the above do you feel is the most significant for you and your store?

\_\_\_\_\_

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How does your store do at providing the following to customers? Rate your store by circling the number that best fits your response.

	<u>Not Very</u> <u>Well</u>				<u>Very</u> <u>Well</u>
1. Quality of food .....	1	2	3	4	5
Comments:					
2. Availability of food (variety, brand choices)	1	2	3	4	5
Comments:					
3. Prices of items offered .....	1	2	3	4	5
Comments:					
4. Customer service .....	1	2	3	4	5
Comments:					
5. Business hours .....	1	2	3	4	5
Comments:					
6. Buying locally. ....	1	2	3	4	5
Comments:					

Which of the above do you feel is the most significant for you and your store?

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How do you assess the buying needs of your customer?

Is your stocking of products responsive to customer requests?

**What other concerns or comments do you have?**

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**Tell us about your store:**

How long have you been in the grocery business as an owner? \_\_\_\_\_

How long has there been a grocery store at your current location? \_\_\_\_\_

Do you have more than one location? \_\_\_\_\_ How many? \_\_\_\_\_

What are your hours of operation?

Mon	_____	to	_____
Tues	_____	to	_____
Wed	_____	to	_____
Thur	_____	to	_____
Fri	_____	to	_____
Sat	_____	to	_____
Sun	_____	to	_____

Are you open on the major holidays (Christmas, New Years, Thanksgiving, etc.)? \_\_\_\_\_

Are there other grocery outlets in your community?

\_\_\_\_\_ a 'quick shop'  
\_\_\_\_\_ another full service grocery

How far is it to the nearest discount grocery (Wal-Mart, etc?) \_\_\_\_\_

How many employees do you have, not counting yourself?

\_\_\_\_\_ full-time (40 hrs/week minimum)      \_\_\_\_\_ part-time (less than 40hrs/week)

What are your average weekly gross sales?

\_\_\_\_\_ Less than \$5,000  
\_\_\_\_\_ Between \$5,000 and \$10,000  
\_\_\_\_\_ Between \$10,000 and \$20,000  
\_\_\_\_\_ Greater than \$20,000