

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

Please circle the number that best represents the importance of each of the following to your grocery shopping expectations.

	<u>Not Very Important</u>				<u>Very Important</u>
1. Quality of food .....	1	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. Other _____	1	2	3	4	5

Please circle the number that best represents how well your **local grocery store** meets your shopping expectations.

	<u>Doesn't meet Expectations</u>		<u>Exceeds Expectations</u>		
1. Quality of food .....	1	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
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10. Other _____	1	2	3	4	5

What do you consider "locally grown foods" to be? *Check all that apply.*

Foods grown within certain distances:

- 0-50 miles
- 50-100 miles
- 100-200 miles

Food grown within certain regions:

- county of your residence
- counties adjacent to your county
- in the State of Kansas
- in Kansas and surrounding states
- in the United States

Please mark the appropriate response to the following:

\*Note: A **local grocery store** is any independently owned small grocery store only found in your community.  
A **chain grocery store** is any nationally franchised store (Dillon's, Wal-Mart, Sam's Club).

Local Grocery Store

Chain Grocery Store

My local grocery store is? \_\_\_\_\_

The chain grocery store I shop at is? \_\_\_\_\_

Visits per month

- none
- 1-4 times
- 5-8 times
- more than 8 times

Visits per month

- none
- 1-4 times
- 5-8 times
- more than 8 times

Estimated average dollar amount spent per visit

- \$0.00 - \$20.00
- \$20.00 - \$100.00
- \$100.00 or more

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- \$0.00 - \$20.00
- \$20.00 - \$100.00
- \$100.00 or more

Primary reason for visit. Check all that apply.

- getting weekly/monthly groceries
- picking up a few essential/emergency items
- ATM/ bank
- eating at restaurant/café/deli
- entertainment/browsing store
- pharmacy
- photo development
- video/DVD rental
- supporting local food growers/producers
- supporting my community

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I shop primarily where I work?  Yes  No

The town where I work is? \_\_\_\_\_

What one thing would encourage you to shop at your local grocery store more often?

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So that we may group your responses with those of similar respondents, please answer the following questions. You will not be identified individually by this data.

Distance you are willing to travel to get groceries?

- 0 – 5 miles
- 5 – 10 miles
- distance is not an issue
- more than 10 miles

What is your age?

- under 30
- 31 – 50
- 51 - 70
- over 70

What is your weekly family grocery budget?

- under \$50
- \$100 to \$200
- greater than \$200

What is your annual household income?

- \$20,000 to \$35,000
- \$35,000 to \$50,000
- greater than \$50,000

What is your gender?

- female
- male

Please use the space below for any additional comments you have that were not addressed above.

If you have any questions or would like more information on our data collection or a final copy of the report, please contact us at the Center for Engagement and Community Development, 202 Ahearn Fieldhouse, Kansas State University, Manhattan, KS 66506-0307, call us at 785-532-6868, or email us at [ccd@ksu.edu](mailto:ccd@ksu.edu).