



**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 Important			Very Important	
	1	2	3	4	5
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. 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**

**Survey format:** 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

**Response Rate:** 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?