

In 2006, the Illinois Value-Added Rural Development Center conducted a market survey for a rural town interested in opening a grocery store. The following is a partial example of the questions and results.

Grocery Survey

The committee wants to know how the local residents feel about getting a grocery store back into town. The Illinois Institute for Rural Affairs has assisted in creating a questionnaire that is designed to get your feedback as to whether you think a store is a good idea, whether you will support a store if one were to open, and to get an idea of what your grocery needs will be. Please fill the questionnaire out in order for us to get a better idea of what the people in the community want.

Please have the person in your household who is responsible for grocery shopping be the one to answer this questionnaire. It is very important for this committee to learn what you think about this whole matter.

Section 1- Current Grocery Shopping Characteristics

How much does your household spend per week on groceries?

\$0-25
 \$26-50
 \$51-75
 \$76-100
 \$101-125
 \$126-150

Which day(s) of the week do you shop most frequently? **Please check all that apply.**

Monday
 Wednesday
 Friday
 Sunday
 Tuesday
 Thursday
 Saturday

Section 2- Future Grocery Shopping Characteristics

Please check how often you would purchase the following items from a local grocery store.

	<i>never</i>	<i>rarely</i>	<i>sometimes</i>	<i>often</i>	<i>very often</i>
Fresh produce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baked goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packaged foods (boxed dinners, cereal, pastas, crackers, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paper products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Butcher shop/fresh meat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seafood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frozen meat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk, dairy, & eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canned goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frozen vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prepared foods (Deli, pizza, fried/broiled meats)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How much does your household spend per week on groceries?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$0-25	9	3.2	3.3	3.3
	\$26-\$50	47	17.0	17.5	20.8
	\$51-\$75	65	23.5	24.2	45.0
	\$76-\$100	83	30.0	30.9	75.8
	\$101-\$125	42	15.2	15.6	91.4
	\$126-\$150	23	8.3	8.6	100.0
	Total	269	97.1	100.0	
Missing	System	8	2.9		
Total		277	100.0		

I prefer to shop at a large discount chain for my groceries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	29	10.5	10.9	10.9
	Disagree	54	19.5	20.4	31.3
	Neutral	94	33.9	35.5	66.8
	Agree	75	27.1	28.3	95.1
	Strongly Agree	13	4.7	4.9	100.0
	Total	265	95.7	100.0	
Missing	System	12	4.3		
Total		277	100.0		

I am interested in keeping a grocery store in _____

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.1	1.1	1.1
	Disagree	6	2.2	2.2	3.3
	Neutral	50	18.1	18.5	21.9
	Agree	97	35.0	35.9	57.8
	Strongly Agree	114	41.2	42.2	100.0
	Total	270	97.5	100.0	
Missing	System	7	2.5		
Total		277	100.0		