Customer survey

Use this form to survey customers at the store to learn more about shopping decisions and habits. Either ask individual customers the questions, or provide pens and space for the customers to complete the survey on their own.

Today's date __________________ Store name ____________________________________________________________

1. Where do you and your family get your food? (Check all that apply.)
   - Grocery store or supermarket (Hy-Vee, Shop 'n Save, Country Mart)
   - Large store (Walmart, Target)
   - Corner/convenience store (7-Eleven, Casey's, Corner Market)
   - Drug store (Walgreens, CVS)
   - Dollar store
   - Mom and pop store
   - Farmers market
   - Food pantry, church or community center
   - Other place: ______________________

2. How far away do you live from this store? ____ blocks or ____ miles or ____ minutes

3. How do you usually get to this store? (Check one.)
   - Walk
   - Bike
   - Bus
   - Your car
   - Borrowed car
   - Other: ______________________

4. How often do you shop at this store? (Check one.)
   - Daily
   - Weekly
   - Monthly
   - A few times a year
   - Never

5. Why do you shop at this store? (Check all that apply.)
   - It is close to where I live.
   - It is close to my work.
   - I meet my friends here.
   - It has good service.
   - It has good prices.
   - It has good quality.
   - It has a good selection.
   - It has choices I need or want.
   - I know the owner.
   - It is clean.
   - It has credit.
   - It accepts EBT/food stamps or WIC.
   - Other: ______________________

6. What do you buy most from this store? Please be specific (examples: fruit, juice, chips, nonfood items).

   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

7. Do you buy dairy products here? Yes / No

8. Do you buy fruits here? Yes / No

9. Do you buy vegetables here? Yes / No
10. What would it take for you to buy more of your groceries at this store? (Check all that apply.)

- I already buy most of my groceries here
- Better advertising of healthy items (I didn’t know they sell healthy items)
- Better prices
- Better quality
- Needs to accept EBT/food stamps or WIC
- More healthy snack options (examples: baked chips, nuts)
- Nicer looking exterior
- Being able to suggest the items I’d like to buy here
- More general grocery items (examples: whole-grain bread, low-fat dairy, canned and frozen produce)
- Transportation
- Better safety
- Different store hours
- Other: __________________________
- Better service
- Cleaner store
- More choices
- Other: __________________________

11. What would help you buy more fruits and vegetables in general? (Select one to three ideas.)

- In-store specials/more value for the money
- Free samples to taste
- Having recipes available at the store
- Seeing in-store cooking demonstrations
- Having a nutritionist or dietitian available to answer questions
- Having nutrition information displayed by the food items that are considered healthy
- Nice displays
- More variety
- More precut, prewashed fruits and vegetables available
- Locally grown fruits and vegetables
- Other: __________________________
- More variety
- More general grocery items (examples: whole-grain bread, low-fat dairy, canned and frozen produce)
- Better service
- Cleaner store
- More choices
- Other: __________________________

12. On a scale from 1 to 10 with 1 being “not at all” and 10 being “extremely,” how important should healthy eating be? ______

13. On a scale from 1 to 10 with 1 being “never” and 10 being “at every meal,” how often are you taking steps towards healthy eating? ______

Note, this section is optional.
SO WE CAN BEST USE YOUR ANSWERS, PLEASE ALSO TELL US:

Age: _______ Home ZIP code: _________________

Number of people you live with: _________________ Number of children under 18 you live with: ______

Do you or does someone you live with own a car in working condition? Yes / No

Do you or does someone you live with receive or use EBT/food stamps or WIC? (Check all that apply.)

- WIC
- EBT/food stamps
- Don’t know
- Prefer not to answer
- No, no one in my home receives food stamps or WIC benefits.

Any other comments: ________________________________________________________________

Thank you for your time and participation!