



# City of Blue Lake Grocery Survey

We need your help! The City of Blue Lake is communicating with prospective grocery store operators about opening a store in Blue Lake. This is a much needed resource in our community and we could use your help expressing this need. Please take 8-10 minutes to complete the following survey so we can learn what it would take to best meet your grocery needs. The more detail you can provide the better decisions we'll be able to make, so please feel free to elaborate and add comments. All replies are anonymous. Thank you!

## Short Answer

Do you live in the Blue Lake area?      Yes      No

How many times a week do you visit a grocery store?

How many times a week do you eat prepared food from grocery store, deli, or restaurant?

How many times a week do you eat a home cooked meal?

How many times a month do you try a new recipe?

What percentage of food you eat is organic?

Please write down the names of businesses where you shop for food, then write down what you generally buy there. Include any prepared food items from a restaurant or grocery store.

**Where you shop**

**What you buy** (Produce, Meat, Dairy, Deli, Grocery, Bulk, Beer/Wine, etc.)

Murphy's Market

\_\_\_\_\_

Costco

\_\_\_\_\_

Gas Station/Convenience

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

(turn over)

**When do you visit the grocery store?** (Select all that apply)

	Morning (8:00am - Noon)	Afternoon (Noon - 4:00pm)	Evening (4:00pm - 8:00pm)
<b>Weekday</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Weekend</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Please complete the sentence:**

The 3 most important reasons I shop where I do is because \_\_\_\_\_  
\_\_\_\_\_.

I wish I didn't have to leave Blue Lake to buy \_\_\_\_\_.

I would cook more often at home if \_\_\_\_\_.

Fill in each circle that applies in each section.

**Breakfast**

- I eat pre-made breakfast from a cafe or grocery
- I make breakfast at home or at work
- I don't eat breakfast

**Lunch**

- I eat freshly made lunch
- I eat pre-packaged lunch
- I make my own lunch
- I don't eat lunch

**Coffee/Tea/Chai**

- I drink brewed coffee/tea from a cafe or grocery
- I drink espresso/chai drinks from a cafe or grocery
- I make drinks at home or at work
- I don't drink this stuff

**Beer/Wine**

- I drink beer/wine from a grocery store
- I drink beer/wine from elsewhere
- I don't drink this stuff

**Cooking Equipment**

Check the boxes of the cooking equipment you use.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Stove         | <input type="checkbox"/> Food Processor    | <input type="checkbox"/> Dutch Oven       |
| <input type="checkbox"/> Oven          | <input type="checkbox"/> Blender           | <input type="checkbox"/> Pressure Cooker  |
| <input type="checkbox"/> Microwave     | <input type="checkbox"/> Standing Mixer    | <input type="checkbox"/> Grater           |
| <input type="checkbox"/> Slow Cooker   | <input type="checkbox"/> Cast Iron Skillet | <input type="checkbox"/> Meat Thermometer |
| <input type="checkbox"/> Outdoor Grill | <input type="checkbox"/> Rice Cooker       | <input type="checkbox"/> Rolling Pin      |

**What would motivate you to shop at a grocery store in Blue Lake?**

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Please circle the number that aligns with how much you agree with these statements.

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
I am a good cook.	5	4	3	2	1
I can follow recipes.	5	4	3	2	1
The people in my household like to try new foods.	5	4	3	2	1
Consuming fresh produce (fruits/vegetables) is important to me.	5	4	3	2	1
I read product labels and descriptions when I shop.	5	4	3	2	1
I'm willing to spend more to buy local products instead of national brands.	5	4	3	2	1
I'm willing to pay to have groceries delivered to my home.	5	4	3	2	1
Participating in community events is important to me.	5	4	3	2	1

**About you**

Circle your gender:                      Female                      Male

Circle your age range:    Under 18,   18-25,   26-34,   35-49,   50-69,   70+

Circle your annual household income:    \$0 to \$24,999        \$25,000 to \$49,999        \$50,000 to \$74,999        \$75,000 to \$99,999        \$100,000 or greater

How many people are in your household?

Circle each social media you use:              Facebook              Twitter              Instagram              Nextdoor              Pinterest

My most memorable experience with food this year was: \_\_\_\_\_

If you could, what would you invest to help bring a grocery store to Blue Lake?

- |                                      |                                      |  |
|--------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> under \$25  | <input type="checkbox"/> \$250-\$499 | <input type="checkbox"/> Construction Skills |
| <input type="checkbox"/> \$25-\$49   | <input type="checkbox"/> \$500-\$999 | <input type="checkbox"/> Physical Labor      |
| <input type="checkbox"/> \$50-\$99   | <input type="checkbox"/> over \$1000 | <input type="checkbox"/> Moral Support       |
| <input type="checkbox"/> \$100-\$249 | <input type="checkbox"/> over \$5000 | <input type="checkbox"/> Other _____         |

Please use the other side of the page to write down any other information we should know. Thank you!