

Healthy Retailers Community Survey

A local community coalition working toward better health and well being for the residents of this area is interested in learning more about community attitudes toward tobacco and alcohol advertising and attitudes toward healthy eating. We would like you to answer a few quick questions. If you prefer, this survey can be completed on-line at: <https://www.surveymonkey.com/s/healthyretailer>

Survey Code: ___ - ___ - ___

Location of Survey (Place) _____ (Town) _____

Community Coalition Responsible for Survey: _____

Check Only One Response, Unless Otherwise Noted

Some convenience stores and gas stations have tobacco advertising on the inside of their doors and near the cash registers. Do you think tobacco advertising should...

- | | |
|--|---|
| <input type="checkbox"/> Be allowed anywhere inside a store | <input type="checkbox"/> Not be allowed anywhere inside a store |
| <input type="checkbox"/> Be limited to displays behind the counter | <input type="checkbox"/> Not sure/Refused |

Some convenience stores and gas stations have alcohol advertising on the inside of their doors and near the cash registers. Do you think alcohol advertising should ...

- | | |
|---|---|
| <input type="checkbox"/> Be allowed anywhere inside a store | <input type="checkbox"/> Not be allowed anywhere inside a store |
| <input type="checkbox"/> Be limited in some way | <input type="checkbox"/> Not sure/Refused |

Some convenience stores and gas stations have tobacco advertising that is visible from the outside, such as on the building, in the parking lot, or in store windows. Do you think tobacco advertising should...

- | | |
|--|--|
| <input type="checkbox"/> Be allowed anywhere outside a store | <input type="checkbox"/> Not be allowed anywhere outside a store |
| <input type="checkbox"/> Be limited in some way | <input type="checkbox"/> Not sure/Refused |

Some convenience stores and gas stations have alcohol advertising that is visible from the outside, such as on the building, in the parking lot, or in store windows. Do you think alcohol advertising should...

- | | |
|--|--|
| <input type="checkbox"/> Be allowed anywhere outside a store | <input type="checkbox"/> Not be allowed anywhere outside a store |
| <input type="checkbox"/> Be limited in some way | <input type="checkbox"/> Not sure/Refused |

Would you like to see store owners voluntarily decrease the number of tobacco ads/displays in their stores?

- Yes No Don't know/No Opinion

Would you like to see store owners voluntarily decrease the number of alcohol ads/displays in their stores?

- Yes No Don't know/No Opinion

Over 

Do you think the following types of stores should or should not post advertisements and signs for tobacco products?

	Post Advertisements or Signs for Tobacco Products		
	Should	Should NOT	Don't Know
Grocery Store (chain)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmacies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corner Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gas Station/Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you think that the following types of stores should or should not sell tobacco products (cigarettes, cigars, chew tobacco, etc.)?

	Sell Tobacco Products		
	Should	Should NOT	Don't Know
Grocery Store (chain)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pharmacies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corner Store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gas Station/Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you use tobacco products? Yes No Refused

Do you think youth are influenced by alcohol advertising in stores?
 Yes No Don't know/No Opinion

Do you think youth are influenced by tobacco advertising in stores?
 Yes No Don't know/No Opinion

What type of fruits do you usually buy when grocery shopping? Fresh Canned Frozen

What type of vegetables do you usually buy when grocery shopping? Fresh Canned Frozen

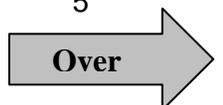
Do you ever shop at convenience stores? Yes No

If yes, what food do you usually purchase there? Check all that apply.

- | | | | | | |
|--------------------------------|--------------------------------|-----------------------------------|-------------------------------|--------------------------------|--------------------------------------|
| <input type="checkbox"/> Soda | <input type="checkbox"/> Juice | <input type="checkbox"/> Water | <input type="checkbox"/> Milk | <input type="checkbox"/> Fruit | <input type="checkbox"/> Vegetables |
| <input type="checkbox"/> Chips | <input type="checkbox"/> Candy | <input type="checkbox"/> Pretzels | <input type="checkbox"/> Nuts | <input type="checkbox"/> Bread | <input type="checkbox"/> Other _____ |

Please circle the number that best represents how well your local convenience or corner grocery store meets your shopping expectations. (A corner grocery store is any independently owned small grocery store found only in your community.)

	Strongly Disagree			Strongly Agree	
I would buy fresh fruits and vegetables at the convenience store or small corner store if they were available and of good quality	1	2	3	4	5
I would shop at one store over another if one was certified as a "healthy retailer" and the other was not	1	2	3	4	5



Please circle the number that best represents how well your local convenience or corner grocery store meets your shopping expectations. (A corner grocery store is any independently owned small grocery store found only in your community.)

	Doesn't Meet Expectations			Exceeds Expectations	
Availability of healthy food (low-fat milk, whole grain bread, fresh/frozen/canned fruits and vegetables, etc.)	1	2	3	4	5
Quality of food	1	2	3	4	5
Prices of items offered	1	2	3	4	5
Customer service	1	2	3	4	5
Cleanliness of store	1	2	3	4	5
Convenient business hours	1	2	3	4	5
Travel time to the store	1	2	3	4	5
Other _____	1	2	3	4	5

The convenience or corner grocery store you shop at most often is? _____

Town that store is located in: _____

How often do you shop there every month? 1-2 times 3-4 times 5 or more times

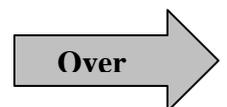
Estimated average dollar amount spent per visit \$0.00 - \$20.00 \$21.00 - \$30.00 \$30.00 or more

Primary reason for visit: Getting weekly/monthly groceries Picking up a few non-essential items
 Getting a meal from the restaurant /café /deli Other, please specify _____

Primary reason for shopping at a convenience store: Location of the store Price
 Supporting my community by keeping money here
 Other, please specify _____

What one thing would encourage you to buy healthier foods more often? _____

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



Finally, we have a few questions for classification purposes only:

Are you: Male Female

What age category are you in? < 18 18-24 25-34 35-44
 45-54 55-64 65+

What is the last year of education you have completed? High school or less
 Some college
 College graduate or more

What town do you live in? _____

How many people live in your household? One Two Three Four
 Five Six Seven Eight or more

Which of the following best represents your household income in the past 12 months? Less than \$10,000
 \$10,000 – \$14,999
 \$15,000 – \$19,999
 \$20,000 – \$24,999
 \$25,000 – \$34,999
 \$35,000 – \$49,999
 \$50,000 – \$74,999
 \$75,000 -- \$99,999
 \$100,000 or more

Today's Date: ____ ____ / ____ ____ / 2011

Thank you for taking the survey!
Have a great day.