Grocery

**Question 1** (nearest store to home)

What is the name of the grocery store/market nearest to your home?

Write-in, Store Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98. Don’t know/Not sure

**Question 1a**

Where is this grocery store/market to your home located?

Write-in, Street Name, neighborhood, and/or borough.

*(For example,* ***Mott Street, Chinatown, Manhattan****):*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98. Don’t know/Not sure

**Question 1b**

Is this your primary grocery store/market, or where you or your household members shops for most of your food?

1. Yes → Question 2b
2. No → Question 2

98. Don’t know/Not sure

99. Decline to state

**Question 2** (primary grocery store)

What is the name of your primary grocery store/market?

Write-in, Store Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98. Don’t know/Not sure

**Question 2a**

Where is your primary grocery store/market located?

Write-in, Street Name, neighborhood, and/or borough – or, the store is online/web-based.

*(For example,* ***Mott Street, Chinatown, Manhattan*** *or* ***online****):*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98. Don’t know/Not sure

**Question 2b**

How often do you or your household members shop at your primary grocery store/market?

\_\_\_\_\_ time(s) per day | week | month (please circle)

98. Don’t know/Not sure

99. Decline to state

**Question 2c**

What are the reasons you or your household members shop at your primary grocery store/market? Select all that apply.

1. It has the best prices.
2. It has the best food quality.
3. It is clean.
4. It is easy to find the items and brands that I like/need.
5. It carries items and brands that I like to buy.
6. It is near or on the way to a place I frequently go to. *(For example, home, work, child’s school, church)*
7. It is convenient, for example, it saves me time or offers delivery services.
8. It is not crowded.
9. The staff are friendly or I know them.
10. It has good service.
11. Another reason. For example, products labeled in Asian language, language used by cashiers.
12. Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

99. Decline to state

**Question 2d**

What is the most important reason that you or your household members shop at your primary grocery store/market? Select one.

1. It has the best prices.
2. It has the best food quality.
3. It is clean.
4. It is easy to find the items and brands that I like/need.
5. It carries items and brands that I like to buy.
6. It is near or on the way to a place I frequently go to *(For example, home, work, child’s school, church)*
7. It is convenient, for example, it saves me time or offers delivery services.
8. It is not crowded.
9. The staff are friendly or I know them.
10. It has good service.
11. Another reason. For example, language used by and product labels and cashiers.
12. Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

99. Decline to state

**Question 3** (ethnic specific grocery store)

Where do you or your household members purchase Asian grocery items, such as garlic chives, dried mushrooms, soy sauce or cornstarch?

1. My primary grocery store/market. → Question 4
2. Other grocery store/market. Please specify. → Question 3a
3. I don’t purchase Asian non-prepared food items. → Question 4

98. Don’t know/Not sure

99. Decline to state

**Question 3a**

What is the name of the store/market where you or your household members purchase Asian grocery items?

Write-in, Store Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

□ Check here if there are more than one place where you purchase these items.

*(For surveyor: repeat questions 3a-3d for top two places).*

**Question 3b**

Where is the store/market where you or your household members purchase Asian grocery items located?

Write-in, Street Name, neighborhood, and/or borough – or, the store is online/web-based.

*(For example,* ***Mott Street, Chinatown, Manhattan*** *or* ***online****):*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Question 3c**

How often do you or your household members shop at the store/market where you purchase Asian grocery items?

\_\_\_\_\_ time(s) per day | week | month (please circle)

98. Don’t know/Not sure

99. Decline to state

**Question 3d**

Why do you or your household members shop at the store/market where you purchase Asian grocery items? Select all that apply.

1. It has the best prices.
2. It has the best food quality.
3. It is clean.
4. It is easy to find the items and brands that I like/need.
5. It carries items and brands that I like to buy.
6. It is near or on the way to a place I frequently go to. *(For example, home, work, child’s school, church)*
7. It is convenient, for example, it saves me time or offers delivery services.
8. It is not crowded.
9. The staff are friendly or I know them.
10. It has good service.
11. Another reason. For example, language used by product labels and cashiers.
12. Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

99. Decline to state

**Question 4**

What do you think can be done to improve the eating habits of people in your neighborhood? Select all that apply.

1. Cooking classes
2. Cooking demonstrations
3. School-based programs
4. Programs that involve multiple family members
5. Nutrition education
6. Advertising for healthy foods
7. Providing cooking tools, such as a salt measuring spoon
8. Programs in grocery stores, such as taste tests or education
9. Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98. Don’t know/Not sure

99. Decline to state