SHOPPING HABITS IN KNOWLE WEST SURVEY

As part of a project called 'Who Decides What's in my Fridge', participants and volunteers are trying to find out about the shopping habits of residents in Knowle West. Who Decides What’s In My Fridge? is a research project exploring what regulates people’s food habits and how access to healthy, affordable food can be improved. The project is a collaboration between; Coexist, Knowle West Media Centre, Single Parent’s Action Network and the University of Bristol.

By completing this survey you will help us to collect information in order to build a picture of shopping habits in the area, and contribute to local initiatives trying to improve access to healthy, affordable food. All data will be stored anonymously and securely at Knowle West Media Centre in accordance with the Data Protection Act 1998.

If you would like to find out more about the project or this survey then please contact Kitty by emailing kitty@kwmc.org.uk or call 0117 903 0444.

# Background information

**1. Your gender:** …………………………….

1. **2. Your postcode** (will not be shared); …………………..……..

**3. Your age:**

🞎 Under 18 years 🞎 18-24 🞎 25-34 🞎 35-44 🞎 45-54 🞎 55-64 🞎 65-75 🞎 75 years or older

**4. How long have you lived in the area?**

🞎 Up to two years 🞎 2-5 years 🞎 6-10 years 🞎 11-20 years

🞎 21 – 30 years 🞎 30 years or more

**5. How many people live in your household?** …………………………….

**6. Do you have any pets?** …………………………………………………….

# Your food shopping habits

**7. Approximately how much does your household spend on food shopping each week?** *Tick only one box:*

🞎 Less than £20 🞎 £21-40 🞎 £41-60 🞎 £61-80 🞎 £81-100

🞎 £101-50 🞎 More than £150

**8. Does this include pet food?**

🞎 Yes

🞎 No

**9. Where do you spend the majority of your food budget each week?** *Check all that apply:*

🞎 Supermarket

🞎 Local stores in Filwood, eg. Costcutter, Spar or Local Value

🞎 Independent shops or market stalls in Bristol, eg. greengrocers or butchers

🞎 Fast food outlets or takeaways

🞎 Online shopping

🞎 Other, please specify; ……………………………………………

**10. If supermarket, which ones do you regularly use?** …………………………………………………………………………………………….……..

**11. Which attractions help you decide where to buy your food shopping?** *Please choose three options:*

🞎 Cheap prices

🞎 Positive shopping experience/ opportunities for social interaction

🞎 Convenient opening hours

🞎 Free parking

🞎 Free delivery to your home

🞎 Special offers

🞎 Free cash point

🞎 Knowing that the food on sale is locally grown/produced

🞎 Free recipe ideas or cooking demonstrations

🞎 Other, please specify; ………………………………….................

**12. Do you or anyone else in your household grow any food?**

…………………………………………………………………………………………………...

**13. In an average week, how often do you go food shopping in a supermarket?**

🞎 Never

🞎 Once or twice a week

🞎 Three or four times a week

🞎 More than five times a week

**14. In an average week, how often do you go food shopping in local stores in Filwood, for example Costcutter, Spar or Local Value?**

🞎 Never

🞎 Once or twice a week

🞎 Three or four times a week

🞎 More than five times a week

**15. In an average week, how often do you go food shopping in independent shops or market stalls in Bristol, for example greengrocers or butchers?**

🞎 Never

🞎 Once or twice a week

🞎 Three or four times a week

🞎 More than five times a week

**16. In an average week, how often do you go food shopping in takeaways or fast food outlets?**

🞎 Never

🞎 Once or twice a week

🞎 Three or four times a week

🞎 More than five times a week

**17. In an average week, how often do you buy food shopping online and have it delivered?**

🞎 Never

🞎 Once or twice a week

🞎 Three or four times a week

🞎 More than five times a week

**18. In an average week, how often do you eat something that you or someone you know has grown**

🞎 Never

🞎 Once or twice a week

🞎 Three or four times a week

🞎 More than five times a week

**19. Approximately how far is your house to the place that you buy most of your food shopping?** *(Approximate walking times are in brackets)*

🞎 Less than half a mile (or 10 minute walk)

🞎 About half a mile (or 20 minute walk)

🞎 1-3 miles (or 45+ minute walk)

🞎 More than 3 miles (1 hour+ walk)

**20. What method of transport do you use to travel to the place that you buy most of your food shopping?**……………….…………………………………………….

# Improving local food choices

**21. Would you like to be able to do more of your food shopping more locally?**

🞎 Yes

🞎 No

🞎 Don’t mind

**22. So far, Knowle West has been unsuccessful in getting a supermarket to open here! But if a new local shop were to open or a current shop to expand, what types of food would you like to be available?** *Check all that apply:*

🞎 Fresh fruit

🞎 Fresh vegetables

🞎 Bread and baked goods

🞎 Fish

🞎 Meat

🞎 Frozen foods

🞎 Dairy products

🞎 Prepared ready meals

🞎 Cupboard foods (eg.tins and packets)

🞎 Pet food

🞎 Household goods (cleaning, toilet rolls)

🞎 Other, please specify; ………………………………….

**23. Which three things would make you more likely to shop from a local food store?** *Check all that apply:*

🞎 Cheap prices

🞎 Positive shopping experience/ opportunities for social interaction

🞎 Convenient opening hours

🞎 Free parking

🞎 Free delivery to your home

🞎 Special offers

🞎 Free cash point

🞎 Knowing that the food on sale is locally grown/produced

🞎 Free recipe ideas or cooking demonstrations

🞎 Other, please specify; …………………………………..

**24. Do you have any additional comments you would like to share?**

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# **Thank you for completing this survey.**

# **Please return it to one of our research volunteers or to Knowle West Media Centre, Leinster Avenue, Knowle West, BS4 1NL.**