SurveyNinja

Grocery shopping habits survey

16 questions. About 3 min to answer.

The shopper and the brands

1. Who is responsible for grocery shopping in your household?

Choose one answer.

- ○ Only me
- ○ It's usually my responsibility
- ○ It's usually the responsibility of other family members
- ○ I'm not responsible for this at all

2. In the last few months, have you purchased any of our groceries?

Choose one answer.

- ○ Yes
- ○ No

3. Which types of groceries have you bought in the last few months?

Choose all that apply.

- ☐ Fruit and vegetables
- ☐ Dairy and eggs
- ☐ Meat, poultry and fish
- ☐ Pantry staples (rice, pasta, canned food)
- ☐ Other: _____

4. How important is the brand to you when choosing groceries?

1 – not important, 5 – very important

1 2 3 4 5

5. Which brands do you usually buy?

Choose all that apply.

- ☐ Brand 1
- ☐ Brand 2
- ☐ Brand 3
- ☐ Brand 4
- ☐ Other: _____

How they shop

6. How often do you shop for groceries?

Choose one answer.

- ○ Every day
- ○ 2–4 times per week
- ○ Once a week
- ○ Once every two weeks
- ○ Once a month

7. How fast do you usually consume the groceries you buy?

Choose one answer.

- ○ Within 1–2 days
- ○ Within 3–7 days
- ○ Within a month
- ○ Within 2–3 months
- ○ Within 4 months or longer

8. Where do you generally buy your groceries?

Choose one answer.

- ○ General stores/local grocers
- ○ Farmers' markets
- ○ Boutique chains
- ○ Larger supermarket chains
- ○ Very large "hyperstores" (Walmart, Target, Costco, etc.)
- ○ Other: _____

9. What is your household's average monthly grocery bill?

Choose one answer.

- ○ Less than $300
- ○ $300–599
- ○ $600–999
- ○ $1,000–$1,499
- ○ $1,500+

Food at home

10. Do you eat breakfast at home?

Choose one answer.

- ○ Yes
- ○ No

11. Do you consider yourself a healthy person?

Choose one answer.

- ○ Yes
- ○ Mostly
- ○ Sometimes
- ○ No

12. What percentage of the groceries you buy, on average, would you say are not used?

Choose one answer.

- ○ None
- ○ 1–2%
- ○ 3–5%
- ○ 6–10%
- ○ 11% or more

13. How much do you agree with this statement: “I buy more food than I need”?

Choose one answer.

- ○ Strongly disagree; I never buy in excess or waste food
- ○ Somewhat disagree; on occasion I’ll buy too much food or unnecessary items
- ○ Neutral; I don’t really know how much food I waste
- ○ Somewhat agree; I often buy more food than I need
- ○ Strongly agree; I buy too much food, regularly resulting in waste

Profile

14. What’s your age?

Choose one answer.

- ○ Younger than 18
- ○ 18–24
- ○ 25–34
- ○ 35–44
- ○ 45–54
- ○ 55–64
- ○ 65 and older

15. What’s your marital status?

Choose one answer.

- ○ Single
- ○ Married
- ○ Living with a partner
- ○ Divorced
- ○ Widowed

16. What’s your educational background?

Choose one answer.

- ○ No schooling completed
- ○ Nursery school to 8th grade
- ○ Some high school, no diploma
- ○ High school graduate, diploma or equivalent
- ○ Some college credit, no degree
- ○ Trade/technical/vocational training
- ○ Associate degree
- ○ Bachelor’s degree
- ○ Master’s degree
- ○ Professional degree
- ○ Doctorate degree

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Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/grocery-shopping-habits

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