

# Sample Questionnaire

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**Use this questionnaire template to fill in your own details, and distribute it around your local community. Feel free to make it your own – this is designed to get you started. Where the text is in orange, add your own information in.**

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## **A Community Shop for [Village Name]?**

For most villages a shop is a vital lifeline and for some people, especially those without transport, it is an important connection with the world beyond their front door. It is a meeting place, communication centre and an important lynchpin of village life. Much of the appeal of our village rests on its sense of community. It is the reason many people have moved here and remain here. The presence of a shop would, we feel, greatly enhance that community spirit.

This questionnaire is the first step. We need to know your views on what might be provided and what would receive your support. Please be as honest and realistic as possible in your answers! Your response will be treated in confidence. It is entirely anonymous, unless you wish to add your name at the end.

## **The questionnaire will be collected during the week beginning.....**

The results of this survey will be published and presented to a public meeting when the proposal can be discussed further.

We would also like to hear from you if you feel you could help in any way with the running of the shop. There will be a wide range of tasks to be done from the initial setting up of the project to managing the enterprise and being involved in the day to day practical operation. This kind of venture has been successfully achieved in other villages. There are currently over 300 community owned shops in the UK and most of these have been set up with the support of the charity Plunkett Foundation ([www.plunkett.co.uk](http://www.plunkett.co.uk)). Will our village be the next one? If you wish to speak directly to someone about this project please contact one of the following:

**[Give details of 2 or 3 people here]**

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## About a Village Shop

1. If a new village shop was opened in [village name] would you or any member of your household use it?

- Daily
- 2-3 times a week
- Once a week
- Once a fortnight
- Occasionally
- Not at all

2. What products would you be most likely to buy?

- Newspapers/magazines
- Ready meals
- Local Produce Frozen food
- Fresh fruit & vegetables
- Ready meals
- Meat and dairy
- Greeting cards/wrapping
- Bakery
- Pet food
- Sweets/ice cream
- Household goods
- Beers, wines & spirits
- Stationery
- Packed groceries - tins, packets
- Craft items
- Cigarettes/tobacco
- Gifts
- Cleaning materials
- Coal/logs
- Toiletries
- Sandwiches
- Organic/Fair Trade products
- Other (please list as many as you like below)

3. What services would you be most likely to use?

- Postal Services
- Deliveries
- Advertisement board
- Tickets for local events
- Photocopying
- Internet
- Dry cleaning
- Shoe repairs
- Photo processing
- DVD rental
- Tea room/coffee shop
- E-top ups for mobile phones
- Other (please list as many as you like below)

4. Are there any other products or services not listed above you would like to see on offer?

5. At what time of day would you be most likely to use the shop (please tick as many as you like)?

- Before 8am
- 8am – 12 noon
- 12 noon – 2pm
- 2pm – 6pm
- After 6pm

6. How far do you currently travel to do your:

- a) Main weekly shop?
- b) Convenience / top-up shopping?

7. On a scale of 1 – 5 (where 1 is not important and 5 is very important), how important do you think it is to have a village shop in **[village name]**? Please circle your answer.

NOT IMPORTANT <<< 1 2 3 4 5 >>> VERY IMPORTANT

8. Please state how many people in each age range there are in your household:

- 0-16 number of people:
- 17 – 25 number of people:
- 26 – 45 number of people:
- 46 – 65 number of people:
- over 65 number of people:

9. Would you or anyone in your household be interested in helping a community shop project in any way by:

- Joining the steering group
- Helping with fundraising
- Providing professional advice/services and my profession/skills are:
- Be involved in running the shop/volunteering
- Making a donation
- Buying a share
- Making a loan

If you have answered yes to any of the above questions, or you would like us to contact you, then please write your name, address and phone number here:

**Thank you very much for taking the time to complete  
this questionnaire.**