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# Waubun Grocery Market Analysis

**BASED ON A CONSUMER SURVEY OF RESIDENTS WITHIN PUBLIC SCHOOL DISTRICT #435**

Authored by Rani A. Bhattacharyya and Ryan Pesch


**IN PARTNERSHIP WITH THE CITY OF WAUBUN, ISD SCHOOL DISTRICT #435, AND PAPPY'S CAFÉ**

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**July 2015**

Authored by Rani A. Bhattacharyya and Ryan Pesch, Extension Educators, University of Minnesota

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Germaine Riegert, Waubun City Clerk
Dr. Betsey McDougall, City of Waubun Councilwoman
Bill Eck, Owner of Pappy's Café
Dejah Buschette, District Office Administrative Assistant of the Waubun Independent School District 435

Note from the authors: We would like to thank the retail study group, not only for their guidance and patience in undertaking this research, but also for the elbow grease invested in planning for and undertaking the survey, and for organizing the workshop in July.

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## EXECUTIVE SUMMARY

While Hometown Foods has long been an important business and source of food in Waubun, Minnesota, the grocery store recently closed its doors in September 2014. The city of Waubun is now investigating whether or not re-opening the grocery store is feasible. As part of determining this feasibility, the city of Waubun requested a customized Market Area Profile (MAP) study from University of Minnesota Extension. Key study findings are listed below.

- *Current Grocery Retail Network & Area Demographics*: For Waubun, the closest grocers are convenience stores, and a majority of residents grocery shop in Detroit Lakes for more diverse products. Detroit Lakes is more than 10 miles from the study area, making grocery shopping challenging for the elderly and residents with limited transportation options. The community of Waubun is predominantly American Indian, White, and Hispanic, with a segment of the community also claiming two or more races. The greatest proportion of survey respondents fit within the 36-55 age range. The most common income category was $50,000-$100,000, which is not representative of the trade area demographics, as the median household income is $41,170. Respondents were also predominantly female with high school and associate degree levels of education.

- *Grocery Spending:* University of Minnesota Extension estimates residents living in the study area spend between $4.97 million and $5.47 million on groceries annually, though only a portion of this amount is likely spent locally. While informative, a survey of residents in the school district over-sampled larger households in the study area. To compensate for this fact, and to reasonably estimate grocery store spending, Extension analysts calculated estimated spending using three methods: 1) reported per-person weekly spending on groceries, multiplied by the total number of residents in the survey area, 2) grocery retail statistics for the study area from the U.S. Bureau of Labor Statistics' Consumer Expenditure Survey, and 3) Environmental Systems Research Institute (ESRI) data on the study area adjusted for income and lifestyle profiles.

- *Estimated Future Spending in Reopened Store*: Extension also estimated how much residents would likely spend on groceries at a reopened Waubun grocery store, determining the amount between $1.63 million and $2.35 million. To produce these estimates, Extension took into account the following: 1) the estimated annual expenditure of $500 per household at the now-closed grocery store, 2) the population of the study area, and 3) the number of visits survey respondents reported making to Hometown Foods before it closed. Key factors that would attract shoppers to the reopened store include a greater selection of items at reasonable prices, fresh fruits and vegetables, and a selection of dairy and meat items. Additional research is planned to determine what level of demand is needed to support a grocery store in Waubun.

- *Current Shopping Habits & Marketing Preferences of Respondents:* The majority of respondents indicated a preference for shopping weekdays after 5 p.m., or alternatively, between 11 a.m. and 2 p.m. on the weekends. They also indicated the most significant factors that determine where they shop are the quality of the food, cleanliness of the store, and the prices of items offered. Central Market in Detroit Lakes received the highest ratings for quality of food, while Walmart received the highest ratings for price. Respondents in the study area indicated very low levels of loyalty to their current shopping outlets and reported they buy food items they can cook at home. Considering the promotional outlets for a reopened store, respondents indicated they listen to the following radio stations: Y94 Top 40 (93.7), KRJM Oldies (101.5), and KRCQ Country (102.3). The following newspapers ranked as the top four respondents reported reading: the *Mahnomen Pioneer*, *Anishinaabeg Today*, *Fargo Forum*, and *Detroit Lakes Tribune*.

- *Waubun Study Group Recommendations*: During an initial review of the Waubun study, local work groups members developed recommendations for further research, which include exploring partnerships with a successful butcher's operation in Flom, learning more information from the White Earth Nation Economic Development Office, SBA on grocery stock turnover regulations, considering a cooperative business model for a reopened store, and developing on-consignment buyer relationships with local growers.

## BACKGROUND

Following the closure of Hometown Foods in 2014, the city of Waubun and other local partners became interested in gauging the feasibility of a replacement grocery store. To better understand the purchasing needs of area residents, the city partnered with University of Minnesota Extension and Waubun Independent School District 435 to conduct a survey of area residents. This particular study focuses on the potential market for a local grocery store; other city partners plan to carry out research regarding the feasibility of re-establishing a local grocer, given the potential market size.

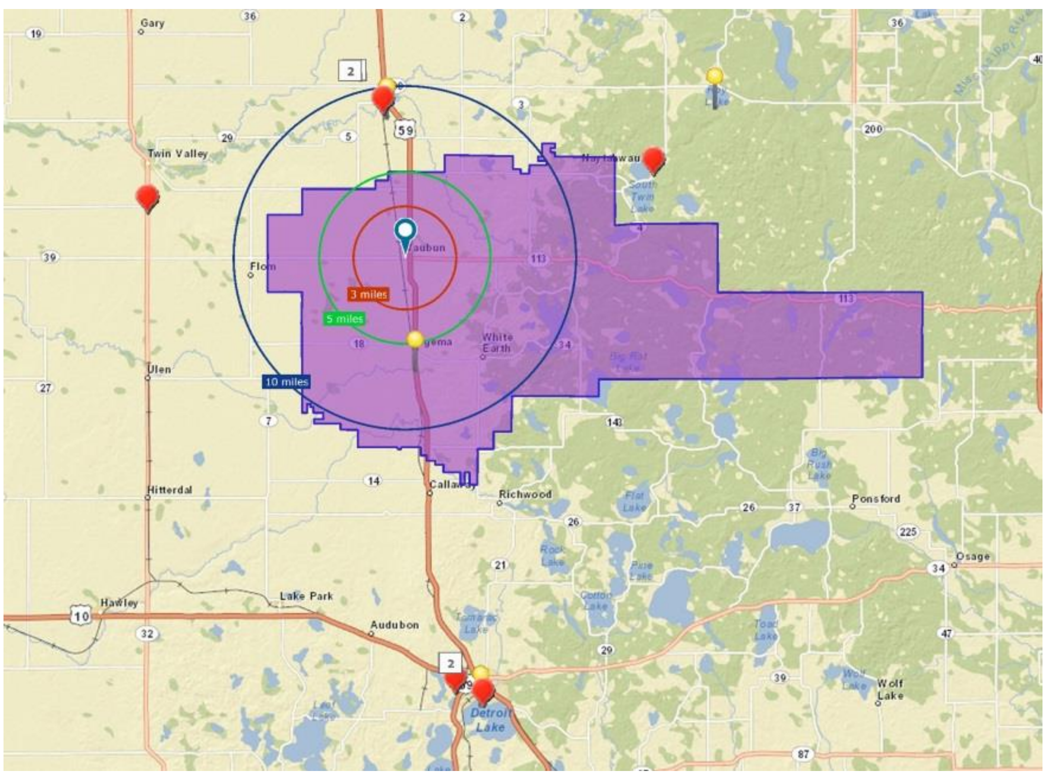
The city of Waubun, local businesses, and community members can use the information in this report to help guide local decisions regarding the potential use of the closed store. Extension, with the help of a local study group, gathered information to help determine the potential of a new grocery store by performing the following research (see methodology section for additional details):

1. A resident survey about grocery shopping patterns
2. Demographic analysis based on secondary data from the U.S. Census and U.S. Bureau of Labor Statistics

## STUDY AREA

Independent School District (ISD) 435 was the study area used for the survey and data analysis (Figure 1). The school district was decided as the area from which businesses in downtown Waubun would be expected to pull customers and was also identified as the appropriate study area based on knowledge of the local business environment and the commercial district's retail pulling power. Extension sent surveys to a sample of households in the school district.

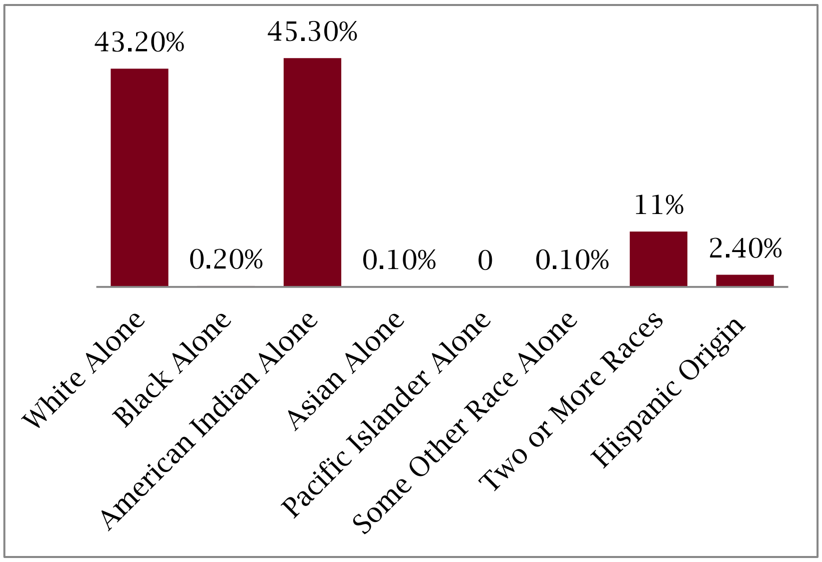
**Figure 1: Study area of the Waubun School District #435 (shaded in purple)**




In Figure 1, yellow dots denote convenience store locations, while red dots denote grocery retail locations near the Waubun school district. With the closing of Hometown Foods, there are no grocery stores located within the boundaries of the study area. (A full size copy of this map and of the grocery businesses can be found in Appendix 1.)

### Study Area Demographics

**Figure 2: Study area population by race (Source: Census)**




The study area includes close to 3,260 residents who live in nearly 935 households (see Appendix 2 for a full report of study area demographics). Median household income and median home value are $41,170 and $134,744, respectively. The community is a mix of owner-occupied homes and rental units, with a majority of housing units in the owner-occupied or vacant category. Close to 15% is rental property. American Indian, White, two–or-more-races, and Hispanic residents are the main racial groups residing in the study area (Figure 2).

## METHODOLOGY

### Resident Survey

In May and June of 2015, University of Minnesota Extension mailed a three-page survey questionnaire (Appendix 3) to 454 households located in the study area (36 were found to be bad addresses). Mailing addresses were acquired from Independent School District 435's list of households with school-aged children, as well as other households interested in receiving a newsletter from the city of Waubun. All households received a cover letter explaining the project, the survey questionnaire, and a $5 coupon to Pappy's Café and Pizzeria as an incentive. A postcard was sent one week after the initial mailing as a reminder to participate. A secondary survey was also sent one week after the reminder postcard, followed by a final reminder postcard one week later.

A total of 153 responses were received for a 36.6% response rate.

## RECOMMENDATIONS

At a workshop in July 2015, the local retail study group and participating residents reviewed and discussed results of the market profile, as presented by Extension. Recommendations for further research include the following:

- Ensure customer loyalty by adopting a co-op model for the store.
- Obtain traffic counts of roads around Waubun (from Hwy 59 and Cty Rd. 113).
- Check in with White Earth Economic Development Office Food system project for the White Earth Nation (Waubun may be able to serve as a food hub within this system).
- Partner with Flom's butcher prior to starting up Waubun food outlet.
- Explore "on consignment" purchasing relationships with local growers.
- Ask SBA for more information on grocery stock turnover/expiration regulations.

## RESIDENT PERSPECTIVES

### Respondent Demographics

The study's 153 survey respondents were not necessarily representative of the total population in the school district. Compared to the area's total population, a disproportionate share of respondents were in the 36-55 age range and reported annual incomes of $50,000 to $100,000, based on the demographics from the U.S. Census (Figures 3 and 4). Furthermore, 61 percent of respondents had children in their household, a proportion much greater than the 37 percent of households living in the study area, according to Census figures. Considering the sample of addresses came primarily from the school district's mailing list, the skewed demographics are not surprising. Readers should keep this fact in mind when interpreting study findings.

**Figure 3: Age of Survey Respondents Compared to Census for Study Area**

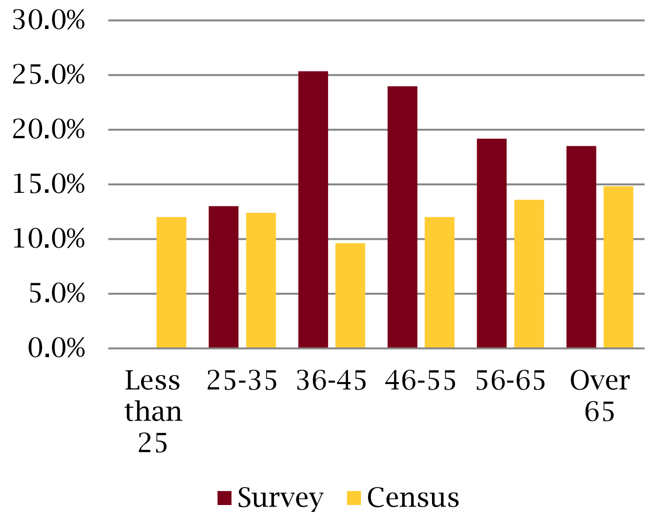
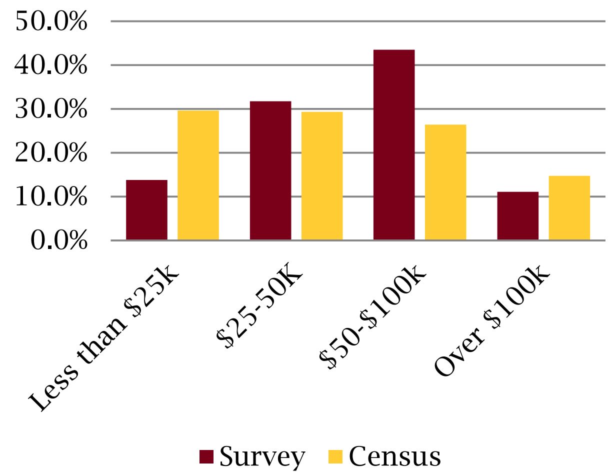



**Figure 4: Household Income of Survey Respondents Compared to Census for Study Area**




Survey respondents are more educated than the overall population of the trade area, based on Census figures. Nearly 24% of respondents have an associate's degree and 15% a graduate degree, whereas Census reports indicate 12% of the area's residents over the age of 25 have associate's degrees and 4% have graduate degrees (Figure 5).

**Figure 5: Education Level of Survey Respondents**

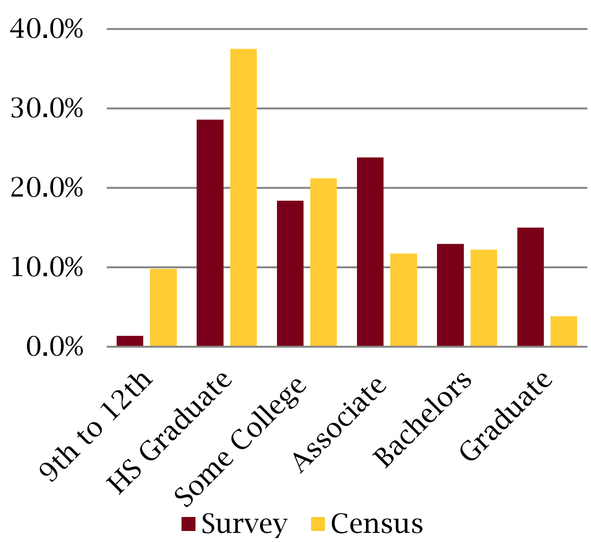
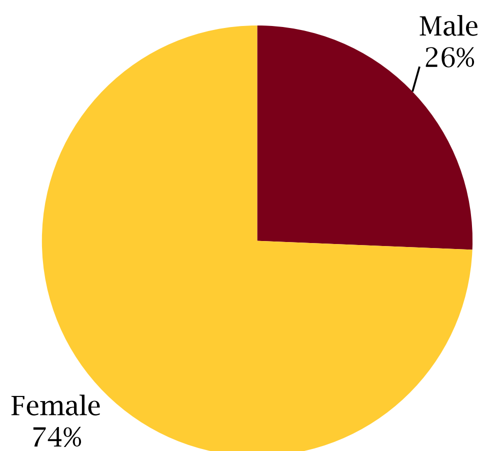



**Figure 6: Gender of Survey Respondents**



## Grocery Spending

A primary question to consider when investigating the possibility of operating a grocery in Waubun is the amount of potential grocery spending in the trade area, which, for the purposes of this study, comprises school district #435. Survey participants were asked how much their household typically spends each week on groceries. This information provides useful information to estimate the total potential grocery spending in the trade area. Results from the survey indicate 41% of respondents visit grocery stores 3-5 times a month (Figure 7). Fifty-one percent of respondents reported spending weekly amounts on groceries that fell into the range of $100-200 (Figure 8).

**Figure 7: Number of times respondents shop at a Grocery Store per month**

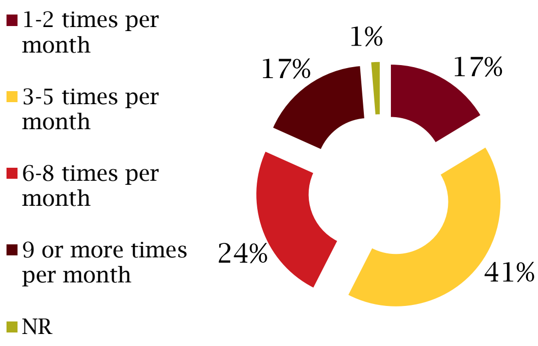
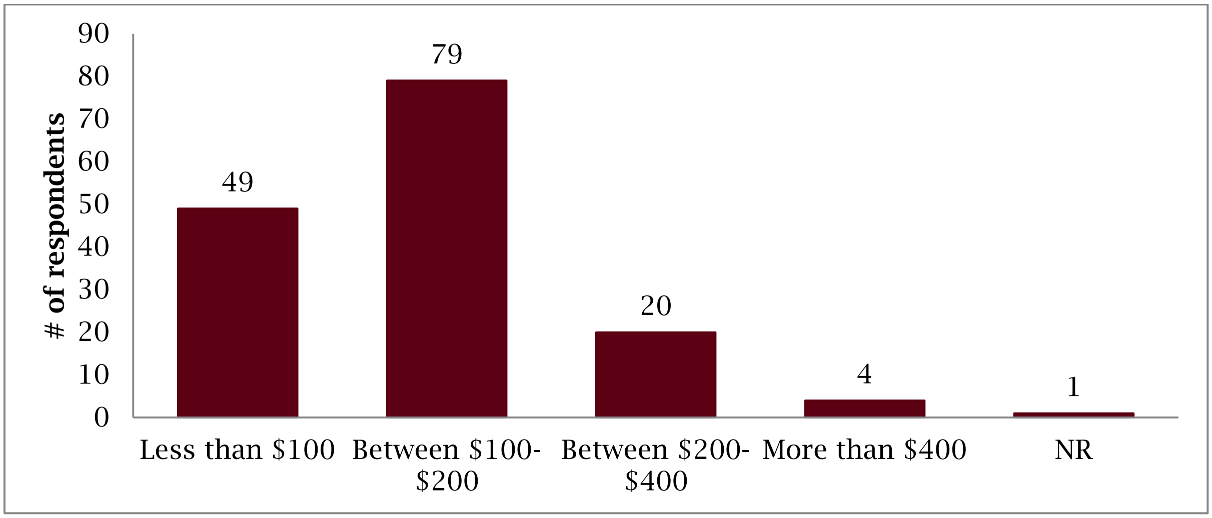



**Figure 8: Estimated household spending on groceries per week**



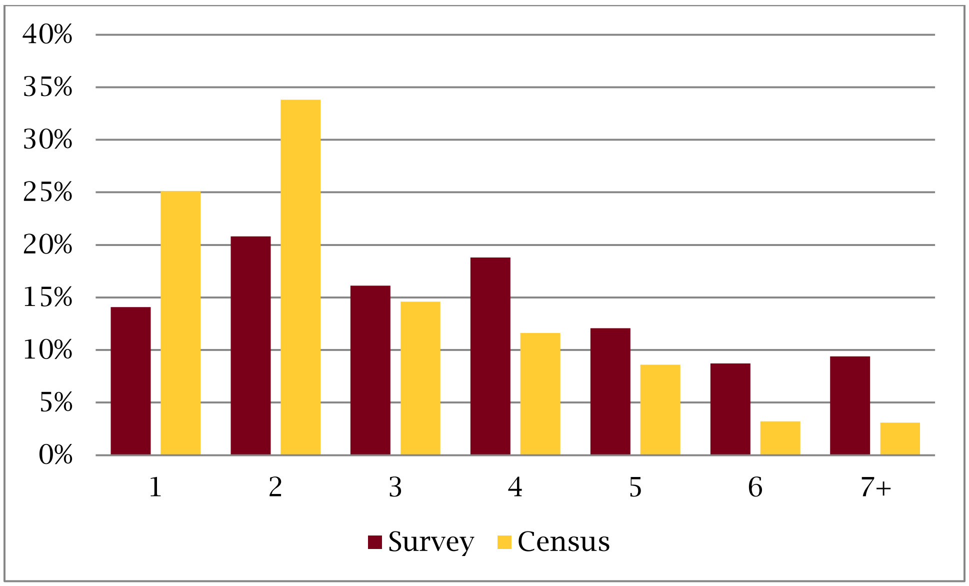

### *Estimate of Total Grocery Spending in Trade Area*

Based on multiple measures, Extension estimates households living in the trade area spend in total between $4.967 million and $5.474 million annually on grocery store purchases. Only a portion of this spending would be captured by a local grocery store because a share would also be spent at other grocery stores in the region.

*Estimate by Survey Response*

Survey participants were asked how much their household spends on groceries each week. Based on these weekly estimates, respondents reported spending an average of $7,011 annually. However, larger households are over-represented in the survey sample. A greater proportion of large households filled out the survey than are present in the study area, based on Census figures; conversely, a smaller proportion of small households (two people or less) were represented (Figure 9). Therefore, Extension used per person spending measures instead of per household levels to estimate annual spending. Calculated this way, respondents reported spending an average of $1,678 per person per year for a total estimate of $5.474 million for the study area (3,263 people, according to Census figures, multiplied by $1,678 spent per person annually).

**Figure 9: Percentage of Households in Study Area by Size of Household**




*Estimate by Consumer Expenditure Survey*

A standard and reliable source for consumer spending estimates is the Consumer Expenditure Data (CEX) from the U.S. Bureau of Labor Statistics (BLS). Market analysis often adjusts national averages from the CEX using local data in order to estimate spending in a particular area. For the study area, Extension estimated total grocery spending, which BLS calls “food at home,” by applying the national average of grocery spending to the proportion of households by household size in the study area (see Table 1). Calculated this way, households in the study area spend an estimated $4.967 million annually on groceries.

**Table 1: Estimated Annual Food at Home Spending, Using Consumer Expenditure Survey**

| Household Size | Share of Area Households by Size (Census-based ESRI estimates) | No. of Households in Study Area (Census) | Average Annual Food-At-Home Spending per Household by Size (CEX) | Estimated Annual Food-at-Home Spending |
|---|---|---|---|---|
| 1 | 25% | 312 | $2,072 | $646,970 |
| 2 | 34% | 420 | $3,691 | $1,551,962 |
| 3 | 15% | 182 | $4,410 | $800,962 |
| 4 | 12% | 144 | $5,411 | $780,829 |
| 5 | 9% | 107 | $6,400 | $684,698 |
| 6 | 3% | 40 | $6,400 | $254,771 |
| 7+ | 3% | 39 | $6,400 | $246,810 |
| Total | 100% | 1,244 | | $4,967,001 |

*Note: Because of rounding for share of households by size in second column, the number of households multiplied by average food-at-home spending shown in fourth column differs somewhat from the correct totals in last column.*

***Estimate by ESRI***

Environmental Systems Research Institute (ESRI) is a private-sector, secondary data provider. ESRI estimates spending based on Consumer Expenditure Data but adjusts according to income and lifestyle profile of the study area. Calculated this way, ESRI estimates households in the Waubun study area spend $5.44 million on groceries, or food consumed at home. This level is close to the Extension estimate based on respondents' estimates for weekly grocery spending and the area's total population ($5.47 million, as noted above).

***Estimate of Potential Spending at Future Waubun Grocery***

A task more difficult than estimating total grocery spending by households is potential spending at a re-opened Waubun grocery store. Our survey provides two data points to estimate reasonable potential sales—past use of the Waubun Grocery and a hypothetical survey question about how much households expect to spend at a Waubun Grocery. Calculations using these data points yield estimates between $1.63 million and $2.35 million.

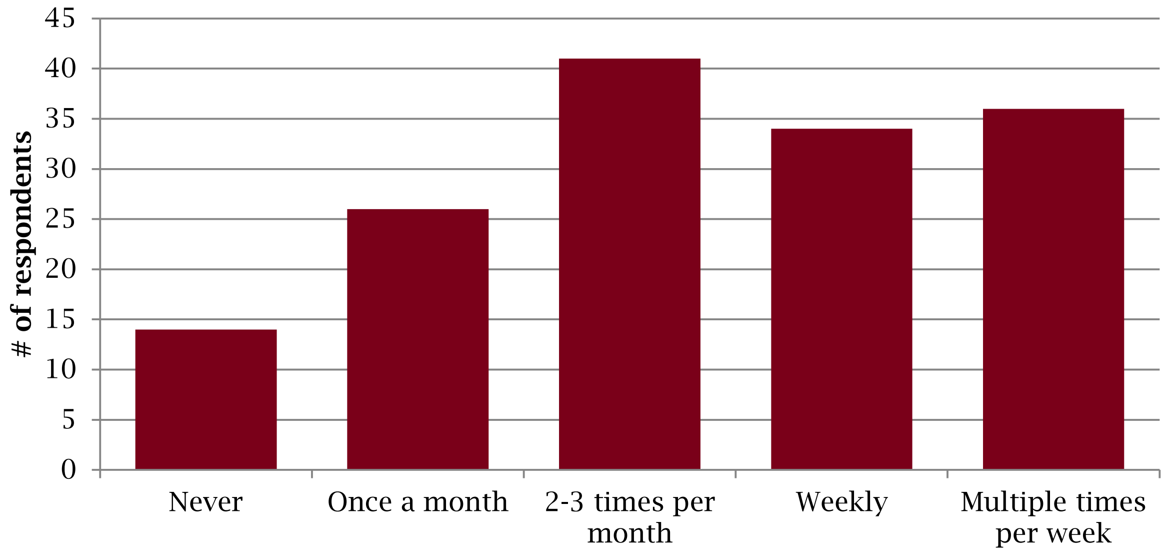
***Estimate of Spending Potential Based on Hypothetical Question from Survey***

Similar to the approach used to estimate total grocery spending, Extension calculated spending per respondent, based on how much respondents estimated they would spend at a local Waubun grocery and how much their household spends on groceries annually. Calculated this way, respondents' median spending at a Waubun grocery would be $500 annually. Assuming this level of potential spending is representative of potential spending by others in the study area, households in the school district would spend $1.634 million annually at a Waubun grocery store.

***Estimate Based on Past Waubun Grocery Use***

Extension also estimated how much households would spend at a Waubun grocery based on past shopping patterns reported at Hometown Foods. Survey respondents reported making an average of 7.8 total grocery shopping trips each month, with an average of 2.8 shopping trips per month to the Hometown Foods. How much respondents used Hometown Foods varied. Twenty-four percent of households shopped the establishment multiple times per week, whereas 9% never shopped there (Figure 10).

**Figure 10: Frequency of Shopping at Hometown Foods when in Operation**

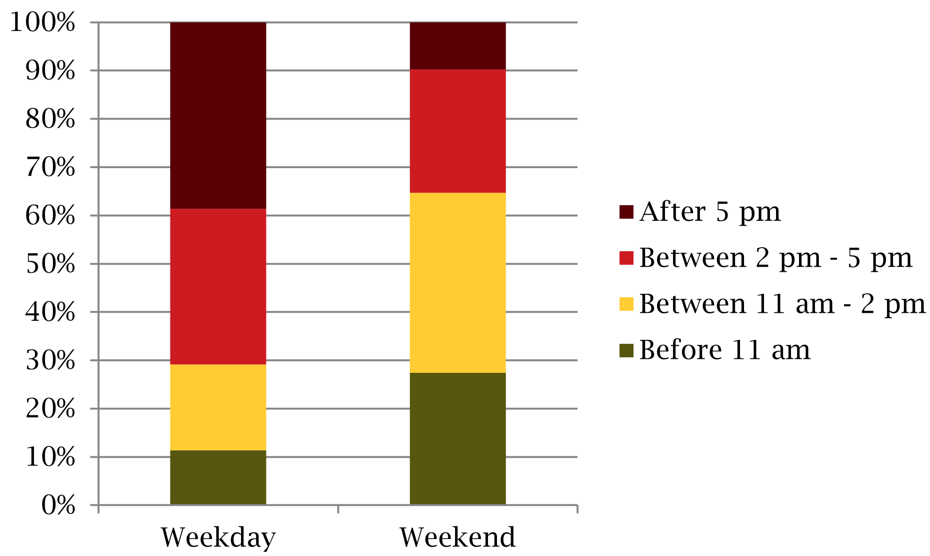



Extension calculated spending at Hometown Foods, based on the number of monthly grocery shopping trips per household and spending per respondent. For example, a household of four spending $500 per month and taking five trips per month would spend $25 per person per trip. Using this methodology, participants' median spending per person per trip is $28. Based on this median spending level per person, and the number of reported trips to Hometown Foods when it was open, spending at the store is estimated to have been $60 per person per month for a total of $2.349 million. This calculation, however, more than likely overestimates the spending at Hometown Grocery because it assumes households spend the same amount for every grocery shopping trip. It stands to reason that households spend more per trip at large grocery stores, such as Wal-Mart and Central Market than they do at the smaller Hometown Grocery store.

### Current Grocery Shopping Habits

Respondents report shopping an average of three to five times per month and do so most often after 5 p.m. on weekdays and between 11 a.m. – 2 p.m. on weekends (Figure 11).

**Figure 11: Times when Households Typically Shop for Groceries by Percentage of Respondents (n=146 for weekdays and n=134 for weekends)**



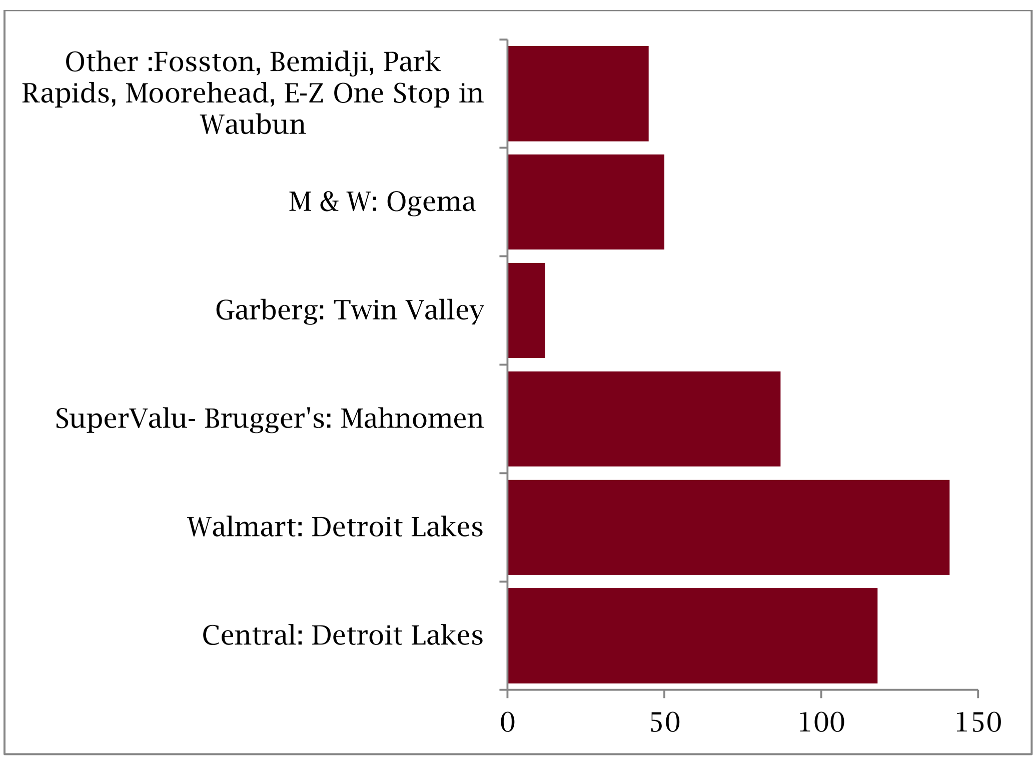
Extension asked survey participants to rank shopping factors by importance from 1 (Not Important) to 5 (Very Important) when shopping for groceries (Table 2). Respondents indicated a willingness to travel for grocery shopping, evidenced not only by the distance they travel to the stores they frequent (Figure 12), but also by the low ranking they gave to travel time in relation to other shopping factors. Respondents ranked quality of food and cleanliness of store highest—above both prices of items offered and convenience of store hours. Price, in particular, was a major reason given by survey respondents for choosing to shop at Wal-Mart and Central Market, the two most visited establishments for groceries (Table 2).

**Table 2: Average Ranking of Shopping Factors by Importance (n=152)**

| Shopping Factors | Average Ranking |
|---|---|
| Quality of food | 4.8 |
| Cleanliness of store | 4.6 |
| Prices of items offered | 4.5 |
| Convenience of store hours | 4.4 |
| Customer service | 4.4 |
| Supporting local business | 4.4 |
| Product selection (variety, brand choices) | 4.3 |
| Travel time to the grocery store | 4.0 |

Respondents are most attracted to Wal-Mart and Central Market in Detroit Lakes for their grocery needs. When asked about where they had shopped in the past month, 89% reported shopping at Wal-Mart and 81% at Central Market. A majority had also shopped at Bruggeman's in Mahnomen (62%) in the past month whereas less than 40% had shopped at M&W in Ogema (Figure 12).

**Figure 12: Grocery Stores Shopped at in Past Month by Number of Respondents (n=143)**



The reasons given for shopping at nearby grocery stores varied significantly. For Wal-Mart, price and selection were most important, whereas selection and quality were at Central Market. Bruggeman's and M&W clearly benefit from their locations. Of those who report shopping at each of these stores, 39% chose "near home" as a reason for shopping at Bruggeman's, and 30% chose that reason for M&W; 61% and 83% chose "near work" for Bruggeman's and M&W, respectively (Table 4).

**Table 4: Reasons for Shopping at Nearby Grocery Stores by Percent of Respondents**

| | Near Home | Near Work | Hours | Service | Quality | Selection | Price | n |
|---|---|---|---|---|---|---|---|---|
| *Central Market* | 8% | 6% | 28% | 14% | 57% | 65% | 31% | 110 |
| *Walmart* | 5% | 5% | 43% | 2% | 9% | 58% | 75% | 122 |
| *Bruggeman's* | 39% | 61% | 10% | 8% | 11% | 16% | 21% | 90 |
| *Garbergs* | 17% | 33% | 8% | 33% | 58% | 25% | 17% | 12 |
| *M&W* | 30% | 83% | 21% | 2% | 4% | 2% | 4% | 53 |

To understand what kind of shopper lives in the Waubun study area, Extension asked survey participants to rank a series of statements about common grocery shopping and cooking routines from 1 (Strongly Disagree) to 5 (Strongly Agree).

Respondents report they are not particularly loyal to their current grocery store(s) and have no preference for shopping in large grocery stores rather than a small one—important findings in light of the current shopping habits of respondents and their willingness to shop at a new location (Table 5).

**Table 5: Average Ranking of Grocery Shopping Qualities (n=152)**

| Grocery Shopping Qualities | Average Ranking |
|---|---|
| Our family cooks more meals than we eat out | 4.7 |
| I prefer fresh meats over frozen | 4.2 |
| I stock up on food when on sale | 4.1 |
| I buy locally-grown foods when available | 3.9 |
| I check local media for grocery sales and promotions | 3.7 |
| I look for quality, even if it costs more | 3.7 |
| I save time by buying all groceries at one store | 3.7 |
| I will travel to purchase fresh fruits and vegetables | 3.6 |
| I use coupons to keep my grocery bill down | 3.1 |
| I buy food in bulk | 3.1 |
| I would rather shop in a large grocery store than a small one | 2.7 |
| I'm very loyal to my current grocery store and wouldn't consider shopping elsewhere | 2.6 |
| I buy organic when available. | 2.5 |
| I would cook more if I had more skills | 2.2 |

### Grocery Shopping at Hometown Foods in Waubun

Survey participants were asked about their past experience with Hometown Foods before it closed. As reported above, 47% of respondents were frequent shoppers, visiting the store at least once a week (Figure 10).

**Figure 13: Main Reasons for Not Shopping More at Hometown Foods (n=129)**

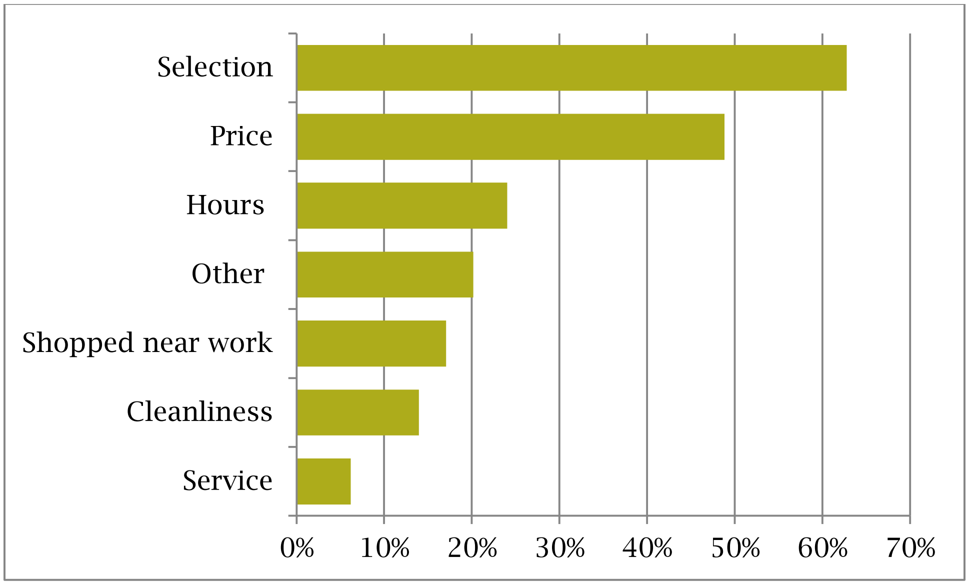
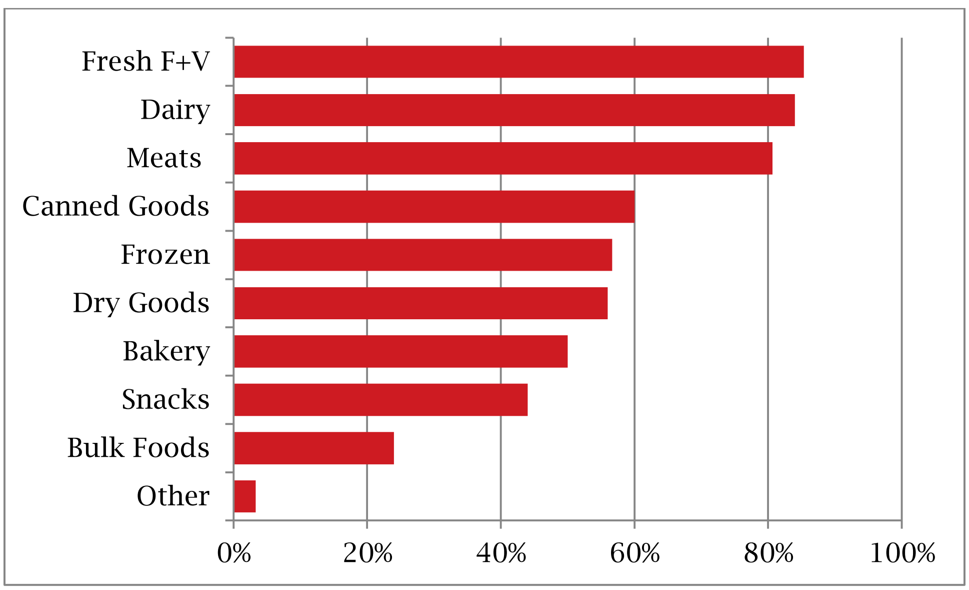



**Figure 14: Grocery Items Respondents Would Purchase If Available in Waubun (n=150)**

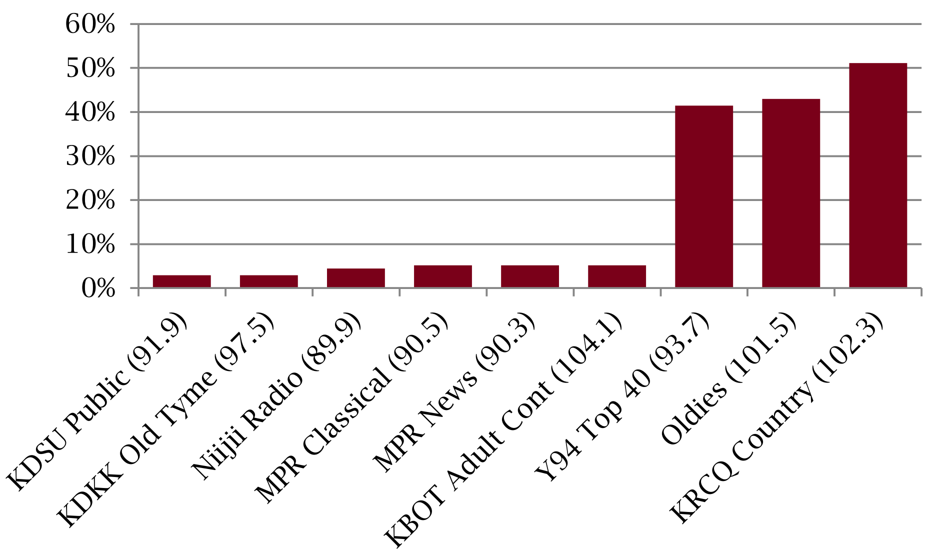


## Market and Marketing Information

Extension also asked survey participants about their media habits to assist, not only a potential new grocery operator, but also existing local businesses that may want to target customers in the Waubun area.

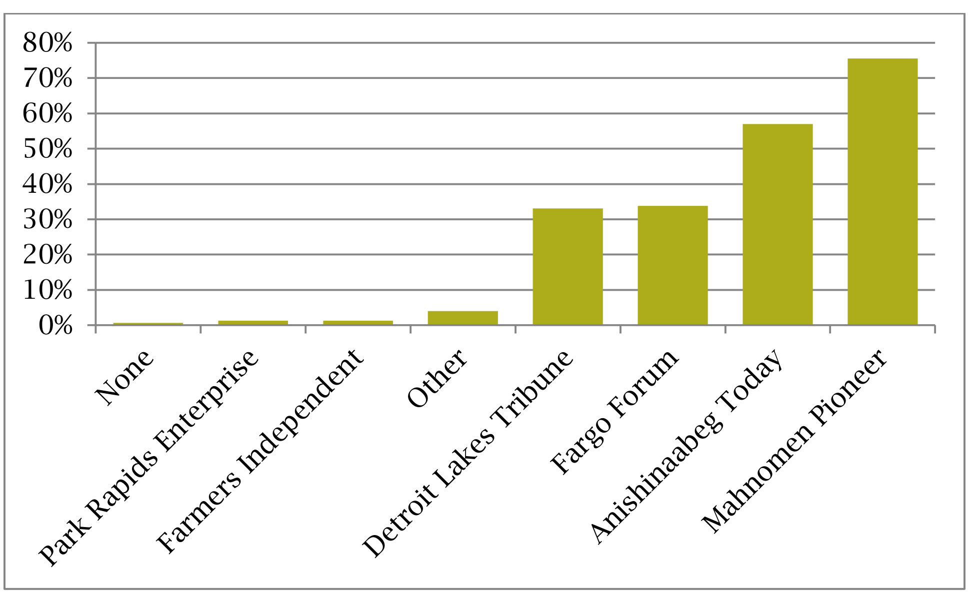
Survey participants were asked to choose two radio stations they listen to most frequently from a list of nine popular stations operating in the Waubun area. Three stations clearly rose to the top of the list: Y94 (93.7 FM), KRJM (101.5 FM), and KRCQ (102.3 FM), with these three focused on top 40 hits, oldies, and country music, respectively. More than 50% of all respondents checked KRCQ, with Y94 and KRJM each fetching more than 40% of respondents. All other stations received 5% or less of the market share (Figure 15).

**Figure 15: Most Listened to Radio Stations by Percentage of Respondents (n=135)**




Of the 151 survey participants who responded to the question regarding newspaper reading habits, few report they do not read any newspaper (Figure 16). Three-quarters of respondents report reading the *Mahnomen Pioneer* most frequently, followed by *Anishinaabeg Today* (57%), *Fargo Forum* (34%), and the *Detroit Lakes Tribune* (33%).

**Figure 16: Most Read Newspapers by Percentage of Respondents (n=151)**



### Open Ended Responses & Suggestion Summary

One survey question asked respondents to "provide any additional comments about your grocery needs or to help our efforts to investigate the potential of a grocery in Waubun." Extension coded each response to one or more information categories. Responses were grouped into the following informational categories based on whether or not a respondent's statement addressed the following:

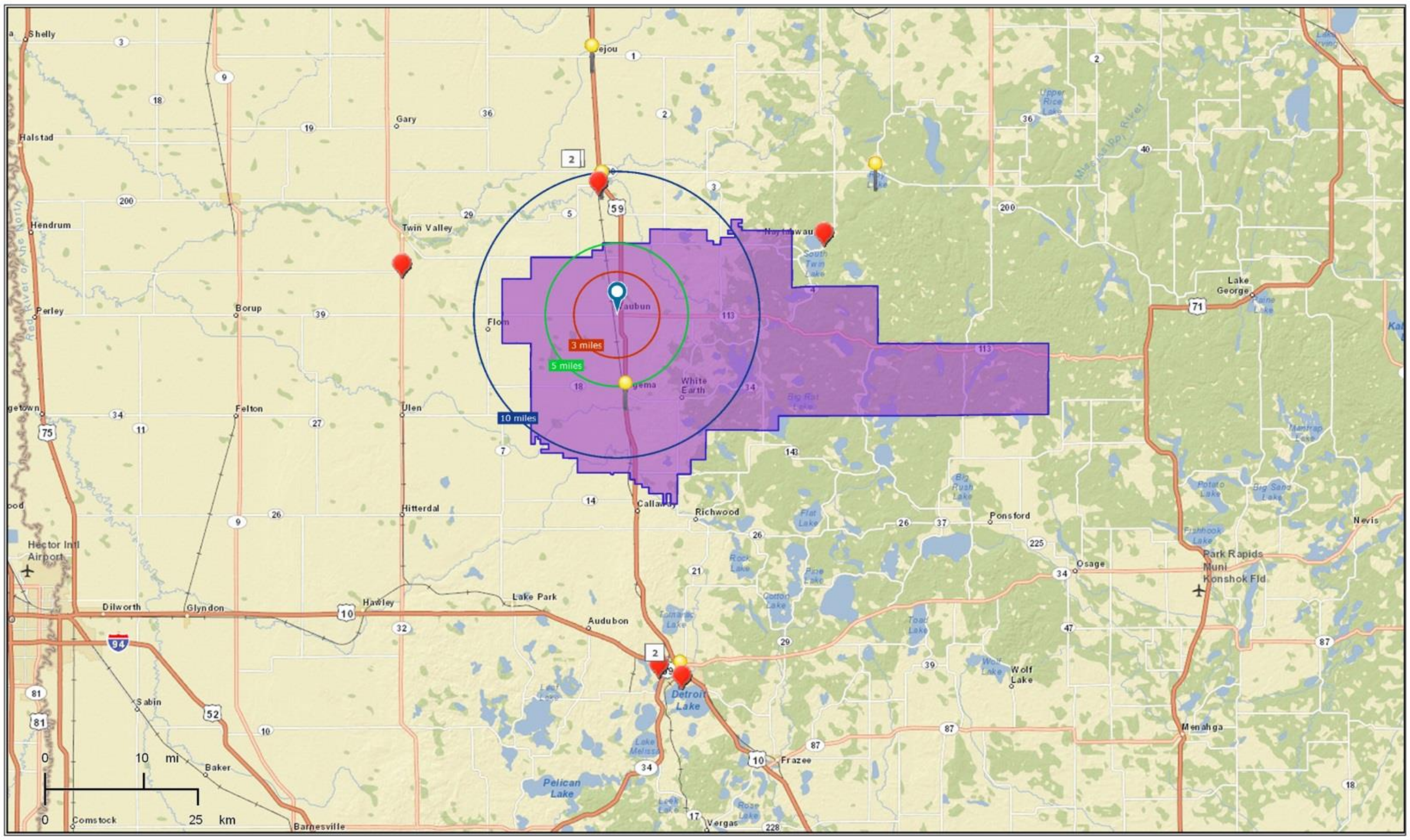
- Expressed value of reopening the grocery for the community
- Expressed value of reopening the grocery for specific groups within the community
- Provided suggestions for facility operation
- Provided suggestions for goods to be stocked
- Provided reasons why residents are shopping elsewhere
- Provided an example of a rural grocer model
- Expressed emotional support for reopening the store

After reviewing these statements, it is clear residents desire a grocery within the community that can cater to the needs of elders, families, and individuals who work in the area. Survey respondents understand, however, the high level of competition that such a facility would face if it reopened as it previously operated. For example, the diverse selection of products available at existing grocers in Detroit Lakes and other large communities surrounding the study area is one of the main factors motivating residents to shop outside the community.

Respondents reported the following suggestions for items that could be stocked at a reopened grocery store in Waubun: milk, eggs, flour, fresh fruits and vegetables, low-fat options on dairy goods, meat selections, meat bundles, and pet food. There is clear emotional support from the community to reopen the facility as a grocery store, but careful consideration should be made concerning its products and hours of operation, as well as the market potential itself. For more detailed review of participant comments, see Appendix 4.

# APPENDIX 1: Study Area Map and Listing of Current Grocery and Convenience Stores

2015 Waubun School District Retail Grocery Network




June 25, 2015



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# APPENDIX 2: Study Area Demographic Report

## Community Profile

Waubun School District

Prepared By Business Analyst Desktop

| | 1 |
|---|---|
| **Population Summary** | |
| 2000 Total Population | 3,132 |
| 2010 Total Population | 3,202 |
| 2014 Total Population | 3,263 |
| 2014 Group Quarters | 13 |
| 2019 Total Population | 3,337 |
| 2014-2019 Annual Rate | 0.45% |
| **Household Summary** | |
| 2000 Households | 1,175 |
| 2000 Average Household Size | 2.66 |
| 2010 Households | 1,244 |
| 2010 Average Household Size | 2.56 |
| 2014 Households | 1,279 |
| 2014 Average Household Size | 2.54 |
| 2019 Households | 1,313 |
| 2019 Average Household Size | 2.53 |
| 2014-2019 Annual Rate | 0.53% |
| 2010 Families | 878 |
| 2010 Average Family Size | 3.00 |
| 2014 Families | 898 |
| 2014 Average Family Size | 2.98 |
| 2019 Families | 919 |
| 2019 Average Family Size | 2.98 |
| 2014-2019 Annual Rate | 0.46% |
| **Housing Unit Summary** | |
| 2000 Housing Units | 1,982 |
| Owner Occupied Housing Units | 45.3% |
| Renter Occupied Housing Units | 14.0% |
| Vacant Housing Units | 40.7% |
| 2010 Housing Units | 2,145 |
| Owner Occupied Housing Units | 42.5% |
| Renter Occupied Housing Units | 15.5% |
| Vacant Housing Units | 42.0% |
| 2014 Housing Units | 2,198 |
| Owner Occupied Housing Units | 42.5% |
| Renter Occupied Housing Units | 15.7% |
| Vacant Housing Units | 41.8% |
| 2019 Housing Units | 2,253 |
| Owner Occupied Housing Units | 42.6% |
| Renter Occupied Housing Units | 15.7% |
| Vacant Housing Units | 41.7% |
| **Median Household Income** | |
| 2014 | $41,170 |
| 2019 | $46,638 |
| **Median Home Value** | |
| 2014 | $134,744 |
| 2019 | $143,031 |
| **Per Capita Income** | |
| 2014 | $21,909 |
| 2019 | $25,130 |
| **Median Age** | |
| 2010 | 34.7 |
| 2014 | 34.9 |
| 2019 | 35.7 |

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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| | 1 |
|---|---|
| **2014 Households by Income** | |
| Household Income Base | 1,279 |
| <$15,000 | 17.2% |
| $15,000 - $24,999 | 12.4% |
| $25,000 - $34,999 | 11.5% |
| $35,000 - $49,999 | 17.8% |
| $50,000 - $74,999 | 16.4% |
| $75,000 - $99,999 | 10.0% |
| $100,000 - $149,999 | 8.8% |
| $150,000 - $199,999 | 1.8% |
| $200,000+ | 4.1% |
| Average Household Income | $58,360 |
| **2019 Households by Income** | |
| Household Income Base | 1,313 |
| <$15,000 | 16.1% |
| $15,000 - $24,999 | 9.7% |
| $25,000 - $34,999 | 9.7% |
| $35,000 - $49,999 | 17.6% |
| $50,000 - $74,999 | 17.1% |
| $75,000 - $99,999 | 11.8% |
| $100,000 - $149,999 | 10.4% |
| $150,000 - $199,999 | 2.7% |
| $200,000+ | 5.0% |
| Average Household Income | $66,558 |
| **2014 Owner Occupied Housing Units by Value** | |
| Total | 935 |
| <$50,000 | 9.0% |
| $50,000 - $99,999 | 22.0% |
| $100,000 - $149,999 | 27.2% |
| $150,000 - $199,999 | 15.5% |
| $200,000 - $249,999 | 7.9% |
| $250,000 - $299,999 | 5.2% |
| $300,000 - $399,999 | 5.6% |
| $400,000 - $499,999 | 2.5% |
| $500,000 - $749,999 | 3.7% |
| $750,000 - $999,999 | 0.6% |
| $1,000,000 + | 0.5% |
| Average Home Value | $178,698 |
| **2019 Owner Occupied Housing Units by Value** | |
| Total | 960 |
| <$50,000 | 5.5% |
| $50,000 - $99,999 | 18.8% |
| $100,000 - $149,999 | 29.9% |
| $150,000 - $199,999 | 20.2% |
| $200,000 - $249,999 | 9.0% |
| $250,000 - $299,999 | 4.8% |
| $300,000 - $399,999 | 5.3% |
| $400,000 - $499,999 | 1.9% |
| $500,000 - $749,999 | 3.4% |
| $750,000 - $999,999 | 0.6% |
| $1,000,000 + | 0.6% |
| Average Home Value | $183,307 |

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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| | 1 |
|---|---|
| **2010 Population by Age** | |
| Total | 3,204 |
| 0 - 4 | 8.7% |
| 5 - 9 | 8.7% |
| 10 - 14 | 8.4% |
| 15 - 24 | 12.6% |
| 25 - 34 | 11.9% |
| 35 - 44 | 9.4% |
| 45 - 54 | 13.5% |
| 55 - 64 | 13.2% |
| 65 - 74 | 8.2% |
| 75 - 84 | 4.0% |
| 85 + | 1.2% |
| 18 + | 69.6% |
| **2014 Population by Age** | |
| Total | 3,262 |
| 0 - 4 | 8.4% |
| 5 - 9 | 8.8% |
| 10 - 14 | 8.5% |
| 15 - 24 | 12.0% |
| 25 - 34 | 12.4% |
| 35 - 44 | 9.6% |
| 45 - 54 | 12.0% |
| 55 - 64 | 13.6% |
| 65 - 74 | 9.3% |
| 75 - 84 | 4.2% |
| 85 + | 1.3% |
| 18 + | 69.9% |
| **2019 Population by Age** | |
| Total | 3,337 |
| 0 - 4 | 8.6% |
| 5 - 9 | 8.7% |
| 10 - 14 | 8.7% |
| 15 - 24 | 11.8% |
| 25 - 34 | 11.4% |
| 35 - 44 | 11.1% |
| 45 - 54 | 9.9% |
| 55 - 64 | 13.3% |
| 65 - 74 | 10.7% |
| 75 - 84 | 4.5% |
| 85 + | 1.3% |
| 18 + | 69.5% |
| **2010 Population by Sex** | |
| Males | 1,625 |
| Females | 1,577 |
| **2014 Population by Sex** | |
| Males | 1,664 |
| Females | 1,599 |
| **2019 Population by Sex** | |
| Males | 1,711 |
| Females | 1,626 |

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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| | 1 |
|---|---|
| **2010 Population by Race/Ethnicity** | |
| Total | 3,201 |
| White Alone | 44.7% |
| Black Alone | 0.2% |
| American Indian Alone | 45.2% |
| Asian Alone | 0.1% |
| Pacific Islander Alone | 0.0% |
| Some Other Race Alone | 0.1% |
| Two or More Races | 9.8% |
| Hispanic Origin | 2.2% |
| Diversity Index | 61.4 |
| **2014 Population by Race/Ethnicity** | |
| Total | 3,261 |
| White Alone | 43.2% |
| Black Alone | 0.2% |
| American Indian Alone | 45.3% |
| Asian Alone | 0.1% |
| Pacific Islander Alone | 0.0% |
| Some Other Race Alone | 0.1% |
| Two or More Races | 11.0% |
| Hispanic Origin | 2.4% |
| Diversity Index | 62.7 |
| **2019 Population by Race/Ethnicity** | |
| Total | 3,337 |
| White Alone | 41.1% |
| Black Alone | 0.3% |
| American Indian Alone | 45.7% |
| Asian Alone | 0.2% |
| Pacific Islander Alone | 0.0% |
| Some Other Race Alone | 0.1% |
| Two or More Races | 12.6% |
| Hispanic Origin | 2.5% |
| Diversity Index | 64.0 |
| **2010 Population by Relationship and Household Type** | |
| Total | 3,202 |
| In Households | 99.6% |
| In Family Households | 86.6% |
| Householder | 26.1% |
| Spouse | 15.9% |
| Child | 35.7% |
| Other relative | 4.6% |
| Nonrelative | 4.3% |
| In Nonfamily Households | 13.0% |
| In Group Quarters | 0.4% |
| Institutionalized Population | 0.0% |
| Noninstitutionalized Population | 0.4% |

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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| | 1 |
|---|---|
| **2014 Population 25+ by Educational Attainment** | |
| Total | 2,033 |
| Less than 9th Grade | 3.9% |
| 9th - 12th Grade, No Diploma | 9.8% |
| High School Graduate | 29.6% |
| GED/Alternative Credential | 7.9% |
| Some College, No Degree | 21.2% |
| Associate Degree | 11.7% |
| Bachelor's Degree | 12.2% |
| Graduate/Professional Degree | 3.8% |
| **2014 Population 15+ by Marital Status** | |
| Total | 2,423 |
| Never Married | 34.7% |
| Married | 47.9% |
| Widowed | 5.6% |
| Divorced | 11.8% |
| **2014 Civilian Population 16+ in Labor Force** | |
| Civilian Employed | 90.3% |
| Civilian Unemployed | 9.6% |
| **2014 Employed Population 16+ by Industry** | |
| Total | 1,274 |
| Agriculture/Mining | 8.6% |
| Construction | 9.0% |
| Manufacturing | 4.9% |
| Wholesale Trade | 1.7% |
| Retail Trade | 8.9% |
| Transportation/Utilities | 5.5% |
| Information | 0.3% |
| Finance/Insurance/Real Estate | 3.2% |
| Services | 49.9% |
| Public Administration | 7.8% |
| **2014 Employed Population 16+ by Occupation** | |
| Total | 1,277 |
| White Collar | 48.7% |
| Management/Business/Financial | 14.7% |
| Professional | 15.6% |
| Sales | 7.4% |
| Administrative Support | 11.0% |
| Services | 24.4% |
| Blue Collar | 27.2% |
| Farming/Forestry/Fishing | 1.3% |
| Construction/Extraction | 8.0% |
| Installation/Maintenance/Repair | 5.9% |
| Production | 5.0% |
| Transportation/Material Moving | 6.9% |

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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| | 1 |
|---|---|
| **2010 Households by Type** | |
| Total | 1,243 |
| Households with 1 Person | 25.1% |
| Households with 2+ People | 74.9% |
| Family Households | 70.6% |
| Husband-wife Families | 43.0% |
| With Related Children | 15.4% |
| Other Family (No Spouse Present) | 27.6% |
| Other Family with Male Householder | 9.3% |
| With Related Children | 6.6% |
| Other Family with Female Householder | 18.3% |
| With Related Children | 14.3% |
| Nonfamily Households | 4.3% |
| | |
| All Households with Children | 37.0% |
| | |
| Multigenerational Households | 4.8% |
| Unmarried Partner Households | 11.7% |
| Male-female | 10.8% |
| Same-sex | 0.9% |
| **2010 Households by Size** | |
| Total | 1,245 |
| 1 Person Household | 25.1% |
| 2 Person Household | 33.8% |
| 3 Person Household | 14.6% |
| 4 Person Household | 11.6% |
| 5 Person Household | 8.6% |
| 6 Person Household | 3.2% |
| 7 + Person Household | 3.1% |
| **2010 Households by Tenure and Mortgage Status** | |
| Total | 1,244 |
| Owner Occupied | 73.3% |
| Owned with a Mortgage/Loan | 33.7% |
| Owned Free and Clear | 39.6% |
| Renter Occupied | 26.7% |

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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# APPENDIX 3: Resident Survey Instrument

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**Waubun Grocery Consumer Survey**

Hometown Foods had been a long-time business and an important source of food in Waubun, but the store closed its doors in the past year. The City of Waubun is currently investigating whether a new grocery store would be feasible in Waubun. You can help by telling us about yourself and your grocery shopping habits. The City of Waubun, local businesses and community members will be able to use this information to make effective local business decisions. Upon completing the survey***, please use the enclosed self-addressed and stamped envelope to return it to us by May 22, 2015***.

This survey is a partnership between the City of Waubun and University of Minnesota Extension.

All households in the Waubun school district have been selected to participate in this survey. We sincerely hope that you will take 15 minutes of your time to complete the survey and return a completed version of it in the envelope provided. Included with this survey is a coupon for $5 off any $10 purchase at Pappy's Café in Waubun as a token of our appreciation for your efforts.

***Confidentiality:***
Responses from this survey will be kept private. We will publish only summary results in any sort of report and no information will be included which will identify individual respondents in the report. All responses will be stored securely and only the lead researchers will have access to those records.

***Voluntary Nature of Study:***
Participation in this survey is voluntary. Your decision to participate or not will not affect your current or future relations with the University of Minnesota or other project sponsors. If you decide to participate, you are free to not answer any question.

***Contacts and Questions:***
If you have any questions about this survey, **please feel free** to contact the project coordinators using the information listed below, or the University of Minnesota Research Subjects' Advocate Line: If you have any questions or concerns regarding this study and would like to talk to someone other than the researcher(s), you are encouraged to contact the Research Subjects' Advocate Line, D528 Mayo, 420 Delaware St. Southeast, Minneapolis, Minnesota 55455; **(612) 625-1650.**

Thank you!

## *When, Where, and Why You Shop*

**1. How many times per month does your household visit a grocery store to purchase groceries? _______________**

**2. On average, how much does your household spend each week on groceries? $___________________**

**3. When does your household typically shop for grocery items? (check one for each type of day):**

| | Before 11:00 a.m. | 11:00 a.m.- 2:00 p.m. | 2:00 p.m.- 5:00 p.m. | After 5:00 p.m. |
|---|---|---|---|---|
| **Weekday** | ☐ | ☐ | ☐ | ☐ |
| **Weekend** | ☐ | ☐ | ☐ | ☐ |

**4. When thinking about where your household chooses to shop for groceries, how important are each of the following to you? (please circle):**

| | Not important | | Neutral | | Very important |
|---|---|---|---|---|---|
| a. Quality of food . . . . . . . . . . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| b. Product selection (variety, brand choices) . . . | 1 | 2 | 3 | 4 | 5 |
| c. Prices of items offered . . . . . . . . . . . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| d. Customer service . . . . . . . . . . . . . . . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| e. Cleanliness of store . . . . . . . . . . . . . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| f. Convenience of store hours . . . . . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| g. Travel time to the grocery store . . . . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| h. Supporting local business . . . . . . . . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |

5. **Thinking about your grocery shopping habits, how much do you agree or disagree with the following statements? (please circle):**

| | Strongly Disagree | | Neither Agree or Disagree | | Strongly Agree |
|---|---|---|---|---|---|
| a. I stock up on food when on sale . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| b. I would rather shop in a large grocery store than a small one . . . . . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| c. I buy locally-grown foods when available. . . . . . . | 1 | 2 | 3 | 4 | 5 |
| b. I buy organic when available. . . | 1 | 2 | 3 | 4 | 5 |
| c. I prefer fresh meats over frozen. | 1 | 2 | 3 | 4 | 5 |
| d. I buy food in bulk | 1 | 2 | 3 | 4 | 5 |
| g. I use coupons to keep my grocery bill down. . . . | 1 | 2 | 3 | 4 | 5 |
| i. I check local media for grocery sales and promotions. . . . . . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| j. I save time by buying all groceries at one store. . . | 1 | 2 | 3 | 4 | 5 |
| k. I'm very loyal to my current grocery store and wouldn't consider shopping elsewhere . . . . . . . . . . . | 1 | 2 | 3 | 4 | 5 |
| l. I look for quality, even if it costs more | 1 | 2 | 3 | 4 | 5 |
| m. Our family cooks more meals than we eat out | 1 | 2 | 3 | 4 | 5 |
| n. I would cook more if I had more skills | 1 | 2 | 3 | 4 | 5 |
| o. I will travel to purchase fresh fruits and vegetables | 1 | 2 | 3 | 4 | 5 |

| Grocery Store | Have you shopped at this location in the last month for <u>grocery</u> items? |
|---|---|
| Central Market (Detroit Lakes) | Yes / No |
| Walmart (Detroit Lakes) | Yes / No |
| Bruggerman's (Mahnomen) | Yes / No |
| Garberg Foods (Twin Valley) | Yes / No |
| M&W Foods (Ogema) | Yes / No |
| Other:____________________ | Yes / No |

**6. <u>If you answered yes</u> to shopping at any of the stores listed, please check the two main reasons why.**

**Reasons for shopping at this grocery store (please check up to two per store):**

| **Grocery** | Near Work | Near Home | Hours | Service | Quality | Selection | Price | Other (Specify) |
|---|---|---|---|---|---|---|---|---|
| Central Market | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ______________ |
| Walmart | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ______________ |
| Bruggemans | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ______________ |
| Garberg Foods | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ______________ |
| M&W Foods | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ______________ |
| Other:_____ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ______________ |

## *Grocery shopping at Hometown Foods in Waubun*

**7. Before it closed, how often did you shop at the Hometown Foods in Waubun each month?**

☐ Never ☐ Once a month ☐ 2-3 times per month ☐ Weekly ☐ Multiple times each week

**8. What were your main reasons for NOT shopping at Hometown Foods more often? (check all that apply):**

☐ Non-convenient hours of operation
☐ Limited selection of products
☐ Bad customer service
☐I bought groceries near my place of work
☐ Too expensive
☐ Cleanliness
☐ Other__________
☐ Other _______________

9. **If priced competitively, how much of your weekly grocery budget would you expect to spend at a local Waubun grocery? _________%**

10. **If priced competitively, which foods would you most likely purchase if available at a local Waubun grocery? (check all that apply):**

| | | | | |
|---|---|---|---|---|
| ☐ Bulk foods | ☐ Fresh fruits and vegetables | ☐ Dry goods (flour or sugar) | ☐ Bakery items (bread, pastries) | ☐ Canned goods |
| ☐ Dairy products | ☐ Snack foods | ☐ Frozen foods | ☐ Meats | ☐ Other____________ |

## Market and Marketing Information

11. **Gender?** ☐ Female ☐Male

12. **What year were you born?** ____________

13. **How many people live in your household?** ______________

14. **Do children under the age of 18 live with you?** **Yes / No**

15. **What is the highest level of formal education you have completed? (select ONE):**

| | | |
|---|---|---|
| ☐ $9^{th}$ to $12^{th}$ grade, no diploma | ☐ High school graduate | ☐ Some college, no degree |
| ☐ Associate Degree | ☐ Bachelor's degree | ☐ Graduate or professional degree |

16. **What is your household's annual income? (select ONE):**

☐ Less than $25,000 ☐ $25,000 – $49,999 ☐ $50,000 - $99,999 ☐ Over $100,000

17. **What radio stations does your household listen to most? (select up to TWO):**

| | | |
|---|---|---|
| ☐ KKWE 89.9 FM: Niijii Radio | ☐ KBXE 90.5 FM: Public Radio | ☐ KRJM 101.5 FM: Gold Oldies |
| ☐ KCCD 90.3 FM- MPR Radio | ☐ WDAY 93.7 FM :Y94 top 40 | ☐ KDSU 91.9 FM Public Radio |
| ☐ KRCQ 102.3 FM: Country | ☐ KBOT 104.1 FM: Adult Contep | ☐ KDKK 97.5 FM: Old Tyme |

**18. What publications does your household read most? (select up to TWO):**

| | | | |
|---|---|---|---|
| ☐ Mahnomen Pioneer | ☐ Detroit Lakes Tribune | ☐ Park Rapids Enterprise | ☐ None |
| ☐ Anishinaabeg Today | ☐ Fargo Forum | ☐ Farmers Independent | ☐ Other _______________ |

**19.Please provide any additional comments about your grocery needs or to help our efforts to investigate the potential of a grocery in Waubun:**

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# APPENDIX 4: Listing of Open-Ended Responses

| Open Ended Responses to Question 19 (N=155) | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Expresses Value of Re-Opening the Grocery for the community at large | Expresses Value of Re-Opening the Grocery for specific group within the community | Provides Suggestions for Facility Operation | Provides Suggestions for goods to be stocked | Provides reason(s) why residents are shopping elsewhere | Provides an example of rural grocer model | Expressed emotional support for store |
| Food quality at M&W in Ogema is risky. Prices were outrageous. Loved Waubun's meat bundles! Need more fresh fruit & veggies. My youngest [picture of a heart] fresh veg/fruit but because I take transit to Walmart & Central Market. My limit on bags of grocery items we shop weekly. |  |  | |  |  | |  |
| I enjoy an occasional trip out of town because there are always other needs such as doctor appointments, other types of purchases and visiting friends. | | | | |  | | |
| I miss having the grocery store in Waubun. I feel it's important with a family and kids it's easier to run to Waubun and pick up the things we need rather than traveling weekly farther away. Also our elderly are in need for a store to come back to Waubun. |  |  | | | | | |
| We would love for the grocery store to open back up in Waubun. It is convenient because it is only ten minutes to the grocery store instead of 45. We really miss it and the town of Waubun needs a grocery store!! We love to support our local businesses in Waubun. |  | | | | | |  |

| Open Ended Responses to Question 19 (N=155) | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Expresses Value of Re-Opening the Grocery for the community at large | Expresses Value of Re-Opening the Grocery for specific group within the community | Provides Suggestions for Facility Operation | Provides Suggestions for goods to be stocked | Provides reason(s) why residents are shopping elsewhere | Provides an example of rural grocer model | Expressed emotional support for store |
| I travel for good cheap food. I don't think that those two words cancel each other out. A good portion of my money goes to Costco because they sell organic in bulk at good prices. Example would be organic apples at Costco are cheaper than non-organic at central market. I would consider shopping locally for convenience, selection and price. | | | |  |  | | |
| A store in Waubun is needed. |  | | | | | | |
| Older people sure need locally also the restaurant. | |  | | | | | |
| I am in Detroit Lakes for work a lot. I don't know how you can compete with Walmart on prices. If I wasn't in DL so much I would shop more in Waubun. | |  | | |  | | |
| Would shop locally if they had goo d fresh vegetables/fruit and competitive priced dairy products & bakery items. It is always nice to have the convenience especially for the elderly population. (And winter storms)! Also weekly ads would be nice. | |  |  |  | | | |
| We buy quite a bit of organic food. | | | |  | | | |

| Open Ended Responses to Question 19 (N=155) | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Expresses Value of Re-Opening the Grocery for the community at large | Expresses Value of Re-Opening the Grocery for specific group within the community | Provides Suggestions for Facility Operation | Provides Suggestions for goods to be stocked | Provides reason(s) why residents are shopping elsewhere | Provides an example of rural grocer model | Expressed emotional support for store |
| It was nice for elderly people because they couldn't get to Detroit Lakes or some even Mahnomen. They delivered to shut in people. And also to other elderly people. | |  | | | | | |
| I work in Waubun and it was very nice to have a grocery store. | |  | | | | | |
| Pet food, dry goods, want to eat healthier. | | | |  | | | |
| As much as E-Z One has been great about having most stuff on hand, I wish for a grocery store to make sure that it is actually there not just, “Oh God, hope they have it.” |  | | | | | | |
| I feel the building should be used for something else. Grocery store would not be feasible in this small town. I do miss the meat. Fresh & affordable. | | | |  | | | |
| Need a store. |  | | | | | | |
| Consider farmers market of local items - weekly - weather permitting. | | |  |  | | | |
| I am almost 92 years old, don't drive a car anymore have to get someone to take me to a store. | |  | | | | | |
| I really miss Hometown Foods. The meat market was so nice. Such a good selection & wonderful breakfast sausage homemade. | | | |  | | |  |

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| Hometown Foods had the best meat in the country, the service was always friendly. People chose to go to Walmart. Theft was a problem. Too many people depended on the profits of that store for them to make a living. We are a community of senior citizens - we don't eat as much as we used to. I really don't see a health food store or general grocery store being feasible. | |  | |  |  | | |
| If Waubun has a grocery store people will use it if there is a good selection. Big stores have everything. Everyone goes to DL or Fargo for clothes, why not get groceries. Hard to compete with big stores. |  | | | |  | | |
| I hope we get a store soon! I really feel for the elderly. | |  | | | | |  |
| We live 30 miles from closest grocery with variety & fresh produce. My kids both attend Waubun School, we are in town a lot would save time to have a grocery in Waubun. Working at the grocery in Waubun was my first summer job in 1985 - continued to work there until 1995. | |  | | | | |  |
| I support all local business when the Waubun grocery store closed it became a big inconvenience for me to travel to Detroit Lakes to buy all of my groceries. A single mom with 3 kids needs a quick trip to the store not a 30 min ride 1 hr of shopping followed by another 30 min ride. |  |  | | | | | |
| One reason I had limited shopping at Waubun was the lack of healthy options, for example fat free sour cream, sugar free maple syrup, etc. | | | |  | | | |

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| There's a lot of competition for a small grocery store. I feel that the town really needs a grocery store but don't know if things can make it. |  | | | | | | |
| I have a garden and can some veg. make jams & jellies and eat! But I like to buy fresh in winter esp. fruits! I like to buy my meat fresh too! | | | |  | | |  |
| Dairy and meat was most often purchased at Hometown Foods other than sale items. | | | |  | | | |
| I miss the convenience of having the store now I will have to drive farther for small things or make it the next day after work. |  | | | |  | |  |
| We really miss having a local store in Waubun. I don't mind spending a little more money to support local business but as a working parent I don't get to shop until after 5-5:30pm. Store hrs, variety and great customer service will bring me back each time! | |  |  | | | |  |
| It would be an asset for the town of Waubun. High school children would use the store for snacks. Advertise sales in the Anishinaabeg paper and other places. | |  |  | | | | |
| The store is a good thing for the town. |  | | | | | | |

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| We miss buying meats in bulk & wrapped by Hometown. Was easy to stop in for milk & last minute items. | | |  |  | | |  |
| If the prices were lower & there was a better selection, I'd shop there more. | | |  | | | | |
| More convenient hours especially on weekends and it would hopefully open up local employment to local youth. Maybe elderly local delivery service. | |  |  | | | | |
| I am the FACS teacher at Waubun high school & I typically would purchase $300-400 of groc/week at the Waubun groc. store. The main issue was very limited selection of items & the high prices. If there was a store in Waubun, I would purchase as much as I could there each week. | |  |  |  | | | |
| I love the Fosston Grocery Store. I think it is a great small town model! | | | | | |  | |
| A nearby grocery store would be great, especially when you want to make something last minute and you need some things. Detroit is too far to go for just a few items. We live in Ogema. Also, I would shop local more if the price was close to that of Detroit Lakes. |  | |  | | | | |

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| I miss the store here in Waubun! | | | | | | |  |
| Organic, gluten free, competitive priced hours of operation 7a-10p | | |  |  | | | |
| Would benefit Waubun community. |  | | | | | | |
| I don't like to have to travel for groceries or shop big stores. |  | | | | | | |
| We have our own meat processed; we would buy meat bundles of comparable. Bigger variety on selections would be nice, more items on sale. | | | |  | | | |
| Possibly look for volunteer help- owned and operated by city? Advertise- availability of products, a special daily, hours open, friendly employees | | | | | | | |
| Very convenient to have a grocery store in town for elderly that can't travel out of town. | |  | | | | | |
| I miss the store so much. When I run out of something I wait for at least 10 items before I drive the 10 miles to shop. And always found more items to buy than what I went up for. We need another store in Waubun. |  | | | |  | |  |
| Need "basics", milk, eggs, flour, etc. Work schedules for people who work locally do not allow going to Detroit Lakes or Mahnomen for these basic supplies when needed throughout the week. | |  | |  | | | |

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| Fresh foods, sale items on hand, last time things would be on sale but the store never received them. | | |  |  | | | |
| Anything is better than driving 10to 50 miles. |  | | | | | | |
| Our community needs a grocery store. |  | | | | | | |
| We are living in Waubun locally only 6 months out of the year. Loved our local grocery store while here. | |  | | | | |  |
| Bulk foods, baking goods, diabetes foods. | | | |  | | | |
| If they stayed reasonable on prices, I would do most of my shopping there. | | |  | | | | |
| I do feel that Waubun needs a grocery store. Not only for the convenience of the local community, but also for the older generation that do not want to travel too far. |  |  | | | | | |
| We really miss the convenience of having the grocery store in Waubun. My husband works in Waubun and would stop there daily for snacks or supplies for work. If they could put in postage stamps that would be great since our post office is open at such inconvenient hours for anyone who works. It would be great to have the grocery store open again. |  | | |  | | | |

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| It would have to compete with Walmart. A lot of people would rather drive the extra half hour for the bigger selection and better prices. | | | | |  | | |
| Gluten Free, Diabetic | | | |  | | | |
| People drove from Mahnomen to buy fresh cut meat- and would buy sale items most. Most people were older bought daily need here, younger people never did much to support the store. | |  | |  | | | |
| Will help all the old people | |  | | | | | |
| We need one! | | | | | | |  |
| Hours, distance and availability. | | |  | | | | |
| I would much prefer to buy at a local store and support our town rather than go to Walmart or Central Market. |  | | | | | | |
| Getting not name brand - like Our Family or Family Choice - other than name brand | | |  | | | | |