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# **EAST END / EADO GROCERY STORE COMMUNITY SURVEY**

Prepared as Part of the  
**EAST END 2017-2020  
ECONOMIC DEVELOPMENT STRATEGY**

March 2017

Prepared By:



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## **SURVEY OVERVIEW**

A major economic development objective for both the Greater East End Management District (GEEMD) and its counterpart the EaDo District is to attract investment in an existing or new grocery store to better serve the changing neighborhoods east of Downtown Houston. It is likely that such investment will lead to collateral commercial investment and further invigorate the area's housing market.

The GEEMD used the occasion of the 2016-17 update of its 2013 Economic Development Strategic Plan to commission a community survey in support of this objective. The effort received the cooperation of the EaDo District in deployment and publicity.

### **Survey Research Objective**

While much of the East End has grocery stores within physical proximity of neighborhoods, the GEEMD has received considerable feedback from residents that the stores are not satisfying their grocery needs. In addition, the 2<sup>nd</sup> Ward area and nearby EaDo have no grocery stores and only minimal community / neighborhood retail generally. Thus there has been a perceived need by community residents for new grocery options within the East End / EaDo area.

The survey attempts to document the sentiments of this group of East End / EaDo residents by addressing three elements: their actual grocery shopping habits ("revealed" preference, at least as reported by the survey respondents), their grocery shopping criteria ("stated" preference), and desired changes to the East End / EaDo grocery store landscape (also "stated" preference). If significant findings emerge that the demographic group represented by the respondents would be particularly receptive to new grocery offerings, then the GEEMD, EaDo District and others could use them to support their advocacy for third-party grocery store investment.

Such investment could take the form of an existing East End grocery store owner making physical or merchandising changes to their property, or a developer or grocery store operator creating an entirely new store to serve the East End / EaDo market.

### **Survey Design and Sampling**

The survey used an online questionnaire. The GEEMD and EaDo District staffs distributed the web link to the survey to neighborhood groups and resident-serving organizations. The survey was available in both an English and Spanish version. Printed paper surveys were also made available.

The survey was deployed in mid-February 2017. The response was immediate and voluminous. Over 1,000 respondents took the survey within three days of link distribution. Ultimately, 1,521 respondents began the survey, with roughly 1,200 full completions. This is a sufficient sample size for evaluating the preferences of the East End demographic group represented by the sample.

Respondents concentrated heavily in two ZIP codes, 77003 and 77023, which represent EaDo / 2<sup>nd</sup> Ward and Eastwood / Idylwood (and other nearby neighborhoods), respectively. Furthermore, respondents skewed above-average income and childless. The end of this report summarizes the demographic information collected from respondents.

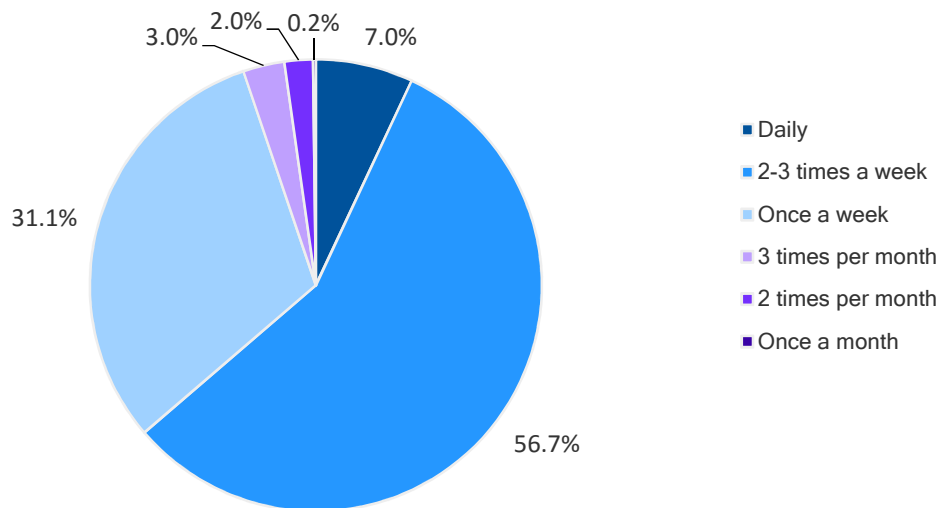
It should be noted that only 32 respondents took the Spanish version of the survey, so the respondent sample likely also skewed non-Hispanic compared to the overall and historical population of the East End.

## SURVEY RESULTS

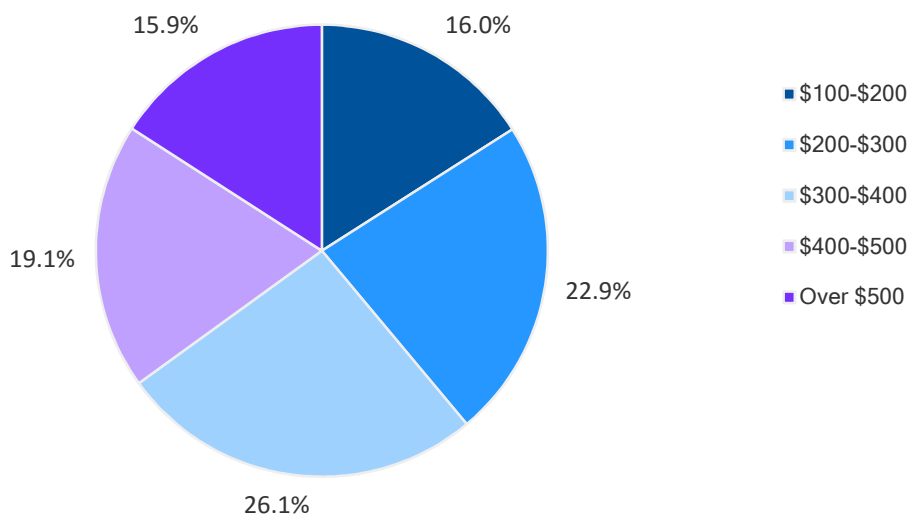
### Current Shopping Habits

- The vast majority of respondents visit a grocery store 1 – 3 times per week, and 61% spend at least \$300 per month.
- Quality of merchandise, cleanliness of the store, and merchandise choice / variety are the most important factors in choosing the respondents' preferred store.

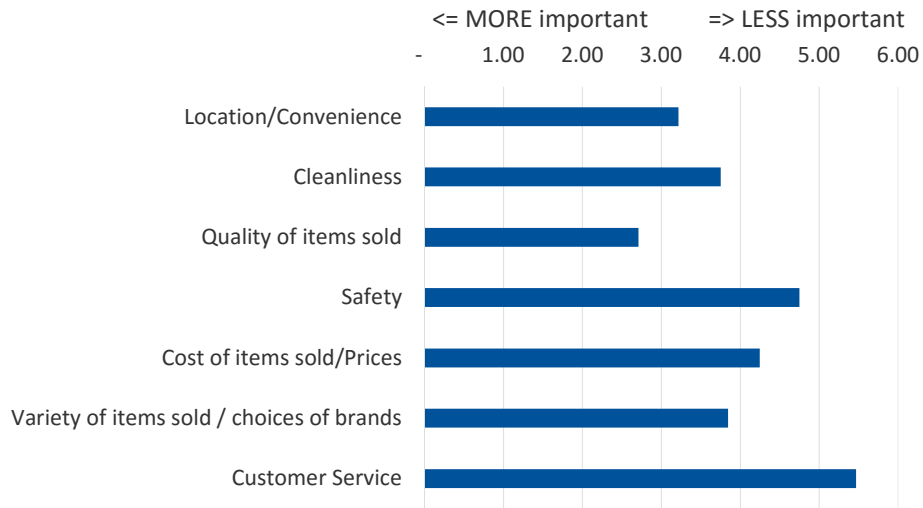
**Q1. On average how often do you or someone in your household go to the grocery store?**



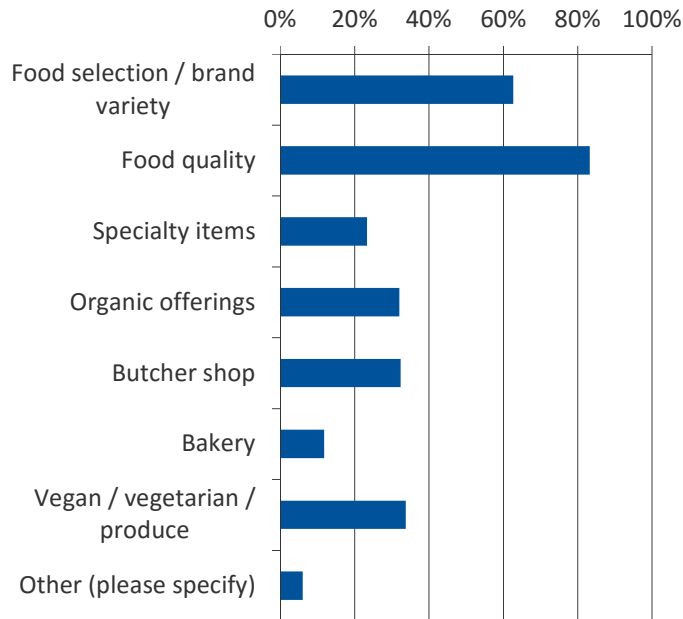
**Q2. What is your average grocery expense per month?**



**Q3. What are the most important reasons you choose a grocery store? Rank in order of importance.**



**Q4. What are your most important factors in evaluating the merchandise at a grocery store? Choose up to three factors.**



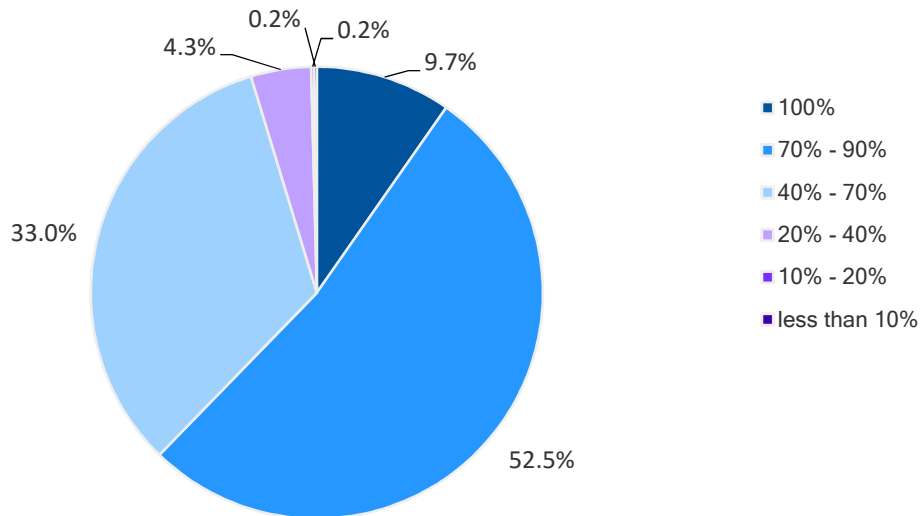
- For over half of respondents, their preferred grocery store is outside the East End.
- The HEB in Montrose (Dunlavy at W. Alabama) is the most popular primary grocery store.

**Q5. What grocery store do you frequent most often? What street is it located on?**

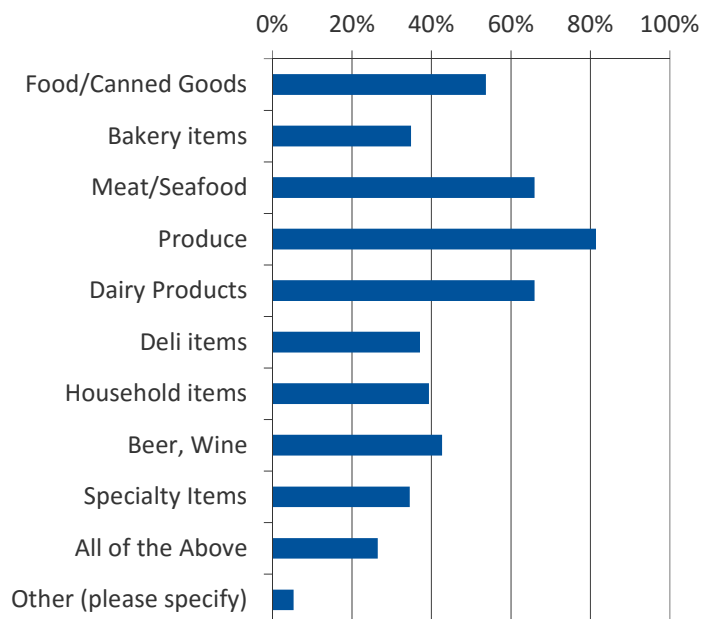
East End stores	Responses	Share
Fiesta Wayside	49	3.8%
HEB Gulfgate	110	8.6%
Kroger Polk / Cullen	144	11.2%
Sellers Bros. (3 locations)	29	2.3%
Walmart Wayside	40	3.1%
Other identified East End	14	1.1%
<b>TOTAL EAST END</b>	<b>386</b>	<b>30.1%</b>
Popular Stores Outside East End		
Central Market	29	2.3%
HEB Buffalo Speedway	56	4.4%
HEB Montrose (Dunlavy)	311	24.2%
Kroger Studemont	114	8.9%
Kroger Heights and Shepherd (2 possible stores)	18	1.4%
Kroger W Gray	31	2.4%
Kroger Montrose	15	1.2%
Randall's Midtown	35	2.7%
Sprouts Yale St.	33	2.6%
Trader Joe's Shepherd Dr.	21	1.6%
<b>TOTAL POPULAR NON-EAST END</b>	<b>663</b>	<b>51.6%</b>
Other Responses		
Multiple stores named	9	0.7%
All others and non-specific locations	226	17.6%
<b>TOTAL</b>	<b>1,284</b>	<b>100.0%</b>

- For most respondents, their primary grocery store very much dominates their grocery spending.
- Non-processed items (produce, meat / seafood, dairy) are the most frequently purchased items.

**Q6. What share of your food purchases would you estimate that you make at this store?**

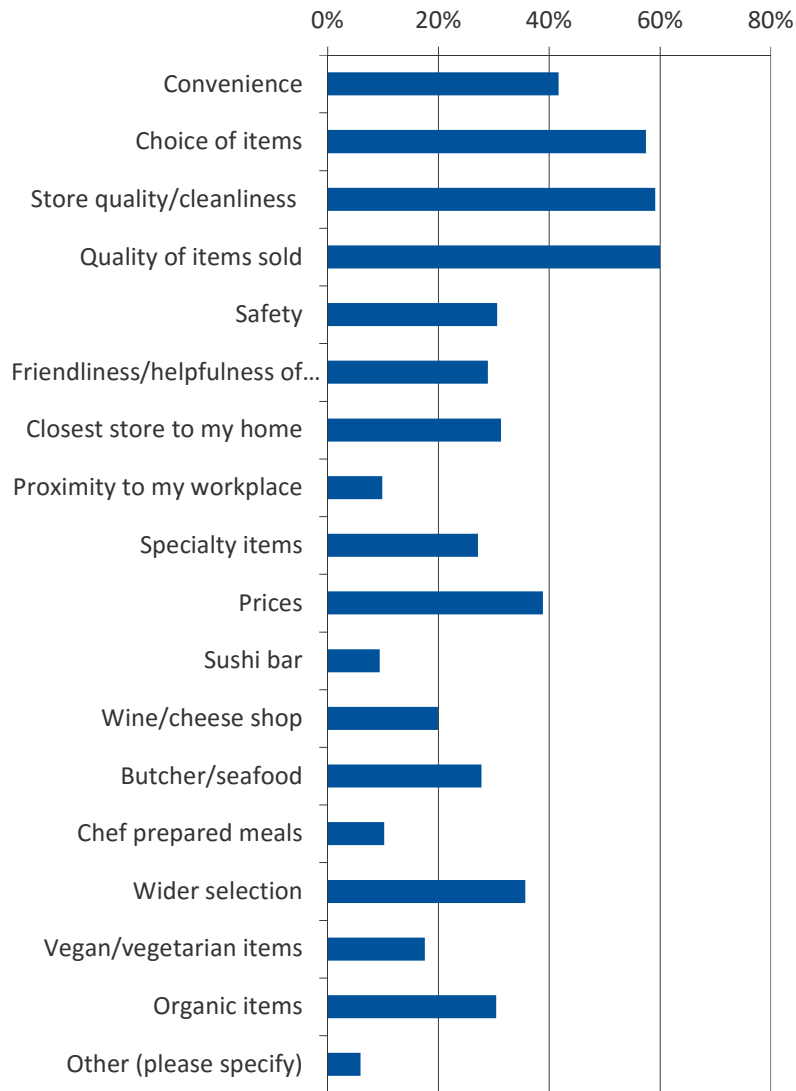


**Q7. What products do you purchase most often at this grocer?**



- As noted previously, quality of merchandise, store quality / cleanliness, and merchandise choice / variety are the principal factors that led respondents to choose their primary grocery store.

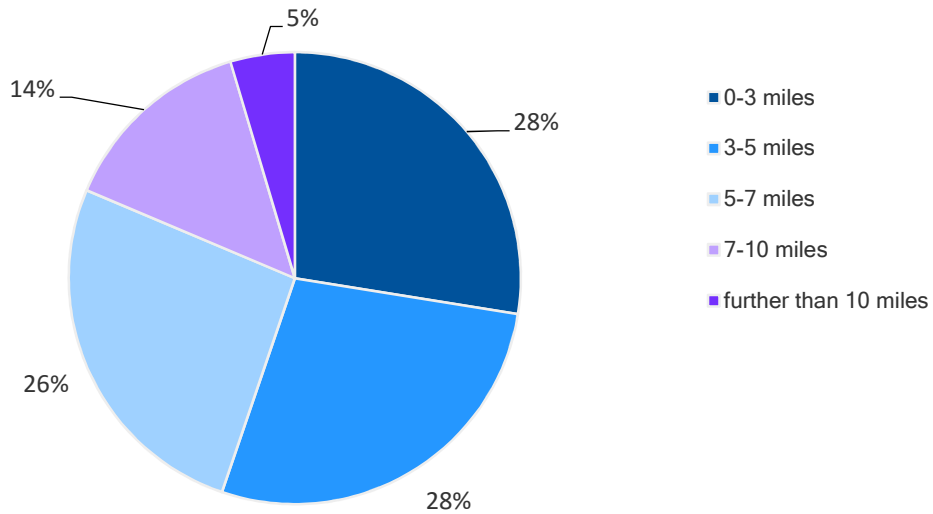
**Q8. Why do you choose this grocery most often?**





- 73% of respondents travel at least 3 miles to their primary grocery store, a very large distance for an urban core location.

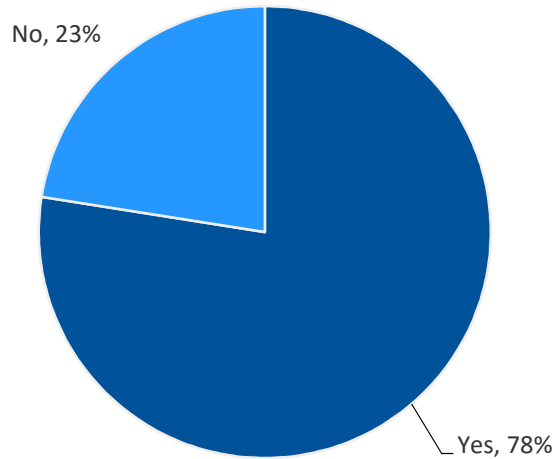
**Q9. How far would you estimate that you travel from your home to your most frequent grocer?**



## Local Stores not Patronized

- Respondents are eschewing East End grocery stores, most notably the Kroger at Cullen and Polk.
- The same factors that were important for respondents' choosing their primary grocery store are why they skip their local store.

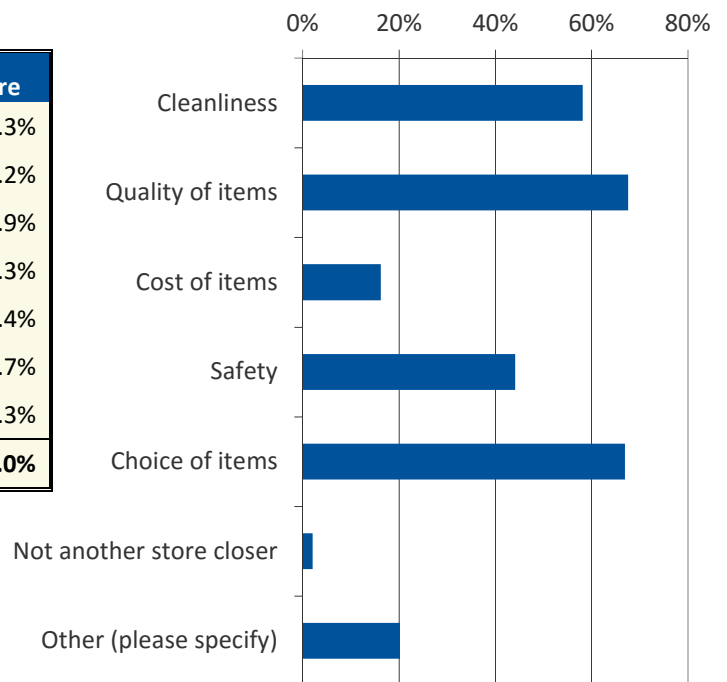
**Q10. Is there a grocer that is closer to your home than your primary grocery store that you DO NOT frequent?**



**Q11 Please enter the name of this store and its location.**

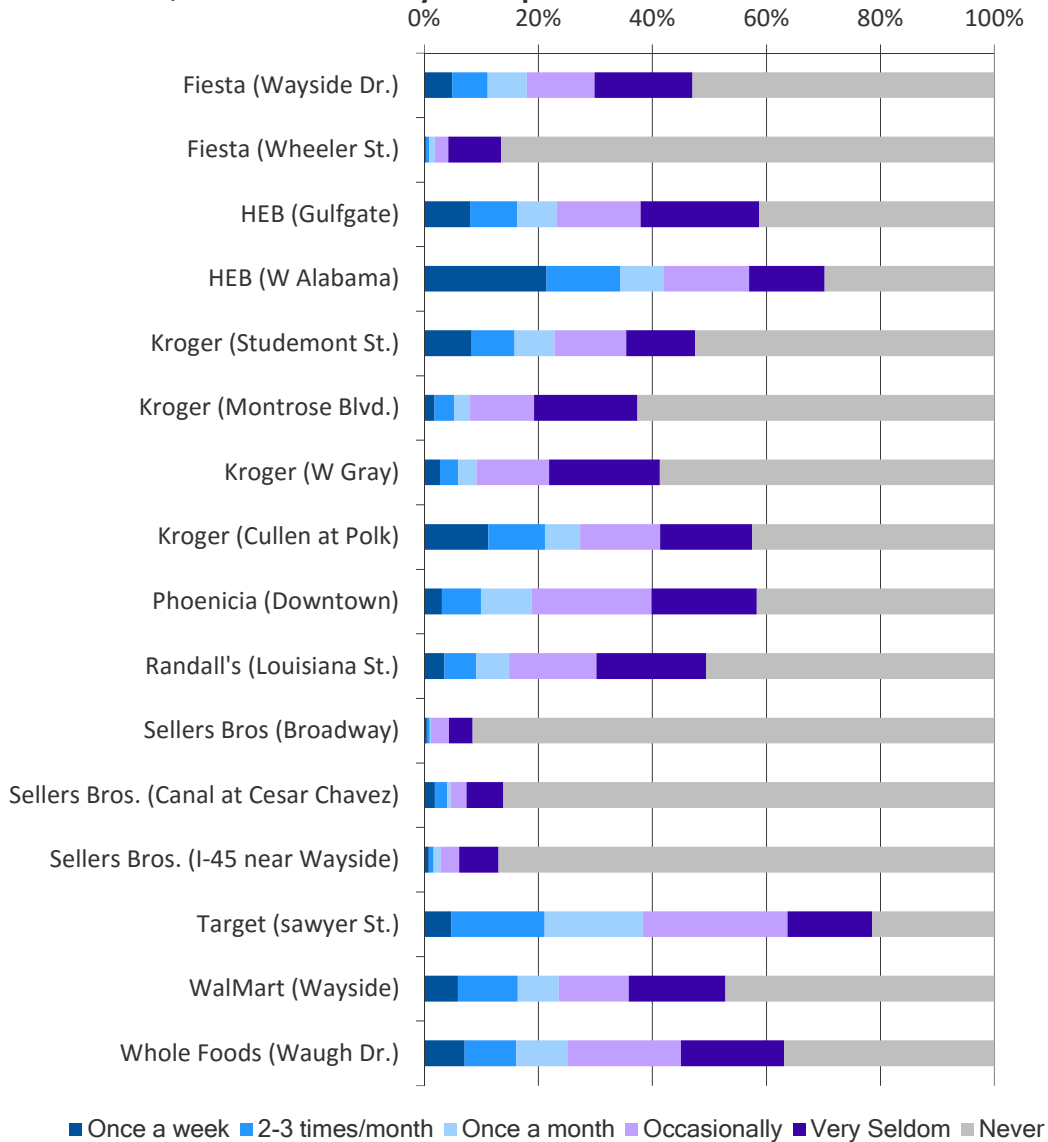
Store Name	Responses	Share
Fiesta Wayside	51	5.3%
HEB Gulfgate	79	8.2%
Kroger Cullen / Polk	500	51.9%
Sellers Bros.	51	5.3%
Randall's Midtown	42	4.4%
Walmart Wayside	45	4.7%
Other stores (not all East End)	196	20.3%
<b>TOTAL</b>	<b>964</b>	<b>100.0%</b>

**Q12. Why don't you frequent this grocer?**



- Local East End stores are often visited very infrequently or not at all.

**Q13. How often do you frequent the stores in this list?**

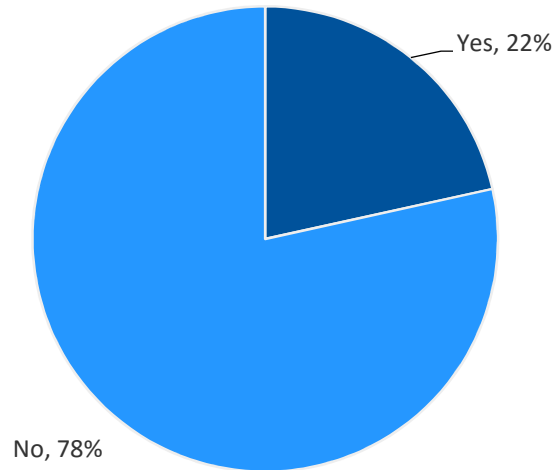


**Q14. Are there any other full-size grocery stores, not included in the above list, you visit at least once a month? Please provide the name and location of the additional store you frequent the most.**

Name of Store	Responses	Share
Central Market	48	11.3%
Costco	18	4.2%
HEB Buffalo Speedway	42	9.9%
Sprouts Yale St.	51	12.0%
Trader Joes' Shepherd Dr.	72	17.0%
Whole Foods (various locations)	26	6.1%
All others	167	39.4%
<b>TOTAL</b>	<b>424</b>	<b>100.0%</b>

- Most respondents do not patronize East End Hispanic-oriented grocery stores, though for those who do, they choose a wide variety of such stores.

**Q15. Do you shop at smaller hispanic grocery stores in the East End?**



**Q16. Which smaller Hispanic grocery store do you frequent the most?**

Store Name	Location / Street
? Name	Dismuke
??	Polk across from the middle school
99 cents only	Lawndale
Across from middle school	Polk st
ahoro	capital
Bentkes	Canal
Bentke's	Canal St
Bentkys	Canal
botanas americanas	Harrisburg
Canino's Food Market	Airline Drive
carniceria ags	broadway
Carnicería Michoacán	Lawndale
Carnicerias	Telephone or lawndale
chews	76 st.
DJ	Harrisburg
DJ Supermarket	Harrisburg
El ahoro	Capitol
El Ahorro	Capital
el ahorro	capitol
El Ahorro	Capitol
El ahorro	Capitol st
El Ahorro	Capitol St
El ahorro	Capitol/Wayside
El Ahorro	Macario Garcia
El Ahorro	Telephone
El ahorro	Wayside
El Ahorro	Wayside

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<b>Store Name</b>	<b>Location / Street</b>
El Ahorro	Wayside
El Ahorro	Wayside/Capitol
Él ahorro	Capital /sgt Macario Garcia
El Ahorro , La Michoacana	
El Ahorro Supermarket	Wayside & Canal
El arro	Capitol
El Bolillo	S. Wayside
El bolio	Wayside
El Hora	Wayside
Estrella	Harrisburg
Familia	Canal
Familia Meat Market	Canal
Fiesta	800 S Wayside Dr, Houston, TX 77023
Fiesta	Wayside
Fiesta	Wayside
FIESTA	WAYSIDE
fiesta	
Fiesta	
Fiesta	
Fiesta mart	Lockwood
Finca tres robles	
fista	lusiana
Flamingo	Canal
Flamingo's	Canal street
Fleming Market	Canal st
Foodarama	Old Galveston Road
Grocery	Canal
Hacienda	Canal
La Casita	Canal St.
La familia	Canal
La familia	Canal
La Familia	Canal
La Familia	Canal
La Familia	Canal
La Familia	Canal
La Familia	Canal street
La Familia	Canal/St Charles
La Familia	Navigation
La Familia	Canal & St. Charles
La Familia Meat Market	2440 canal
La Familia Meat Market	2440 Canal St, Houston, TX 77003
La Familia Meat Market	Canal
La Familia Meat Market	Canal
La Familia Meat Market	Canal
La Familia Meat Market	Canal
La Familia Meat Market	N. St. Charles
La Familia Meat Market	Canal
La familia meat market	Canal
La Familia, El Ahorro, La Michoacana	
La Famimilia	Canal
La Michoacá	Polk
La Michoacán	Lawndale

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<b>Store Name</b>	<b>Location / Street</b>
La Michoacán	Lawndale
La Michoacán	Lawndale
La Michoacán	Wayside st
La Michoacana	7061 Lawndale St
La Michoacana	Canal and Wayside
La Michoacana	Canal and Wayside
LA MICHOACANA	LAWNDALE
La michoacana	Lawndale
La michoacana	Lawndale
La michoacana	Lawndale
La Michoacana	Lawndale
La Michoacana	Lawndale
La Michoacana	Lawndale
La Michoacana	Lawndale
La Michoacana	Lawndale & 75th Street
La Michoacana	Lawndale @ 75th
LA michoacana	Lawndale st
La Michoacana	Lawndale/Telephone
La michoacana	S. 75th and Lawndale
la michoacana	shaver
La michoacana	Wayside
La Michoacana	Wayside Dr.
La Michoacana	Wayside/Canal
La Michoacana	
La Michoacana	
La Michoacana	
LA MICHOACANA	
La Michoacána	Wayside
La Michoacana	7071 Lawndale
La michoacana	Canal
La Michoacana	Lawndale and 75th
La Michoacana Market	Lawndale & 75th
La Michoacana Meat Market	6805 Avenue F
La michoacana meat market	6805 Avenue F
La michoacana meat market	6805 Avenue F, Houston, TX 77011
La Michoacana Meat Market	Canal St.
La Michoacana Meat Market	Lawndale
La Michoacana Meat Market	Polk
la michoacana Meat mkt	wayside st
La michoacana,	Normady st.
La Michoacana, El Ahorro,	
La Michocana	Lawndale
La Michocana	Polk
La Michocana Meat Market	75th/Lawndale
LA MICHROCANA	FREEPORT ST
La reyena	McKinney
La Reynera	McKinney St
Matamoras	Polk
Matamores	Polk
MATAMOROS	4953 POLK 77023
Matamoros	Capitol

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<b>Store Name</b>	<b>Location / Street</b>
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	polk st
Matamoros	Polk Street
matamoros	polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk
Matamoros	Polk / elm
Matamoros Meat Market	4953 Polk St, Houston, TX 77023
Matamoros Meat Market	Elm St
Matamoros Meat Market	Polk
Matamoros Meat Market	Polk
Matamoros Meat Market	Polk
Matamoros meat market	Polk
Matamoros Meat Market	Polk
Matamoros Meat Market	polk & altic
Matamoros Meat Market (groceries)	Polk at Elm (tacos made to order, fruits, veggies, some
Matamoros meat market	Polk street
Matamoros meat market	
Meat market	Canal St
Meat market	Polk st
meat market Aguascalientes	Broadway
Mi Familia	Canal
Michelle Tienda	Little york
Michiocana	Lawndale
Michiocana meat market	Lawndale
Michoacan	Canal
Michoacan	Lawndale
Michoacan	Lawndale
Michoacan	Lawndale @ 75th
Michoacan	Wayside
Michoacán	Lawndale
Michoacán	Lawndale
Michoacán and el bollilio	
Michoacana	75th and Lawndale
michoacana	aldates
Michoacana	Canal
Michoacana	Canal @ Wayside
Michoacana	Lawndale
Michoacana	Lawndale
Michoacana	Lawndale

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<b>Store Name</b>	<b>Location / Street</b>
michoacana	Lawndale
Michoacana	Lawndale and 75th
Michoacana	Lockwood
Michoacana	Polk
Michoacana	Shepherd
Michoacana	Unknown
Michoacana	Wayside
Michoacana	Wayside
Michoacána	Wayside
Michoacana	Corner of canal and St charles
Michoacana	Wayside
Michoacana	WAYSIDE
Michoacána	Lawndale
Michoacána	Lawndale
Michoacana Meat Market	6805 Avenue F, Houston, TX 77011
michoacana, el ahorro	wayside
Michocan	...
Michocan	Lawndale
Michocana	Canal
michocANA	LAWNDALE
michocana	wayside
Michocana	
Michocana Meat Market	Lawndale
Michocano	Wayside
Michoecana	Lawndale/75th
moreliana	Broadway
NA	Harrisburg and Eastwood
Panaderia La Imperial (for breads and baked goods)	Telephone
Panchos	Griggs
Panchos	Griggs
Panchos	Griggs
Seller Bros	601 N 67th St, Houston, TX 77011
Seller Bros.	Canal St. Houston, TX
Seller Brothers	Broadway
Seller brothers	Canal
Sellers	Cesar Chavez
Sellers	Cesar Chavez
Sellers Bro	Canal
Sellers brothers	Canal
Seller's Brothers	Canal St
Shermans	Sherman St
Shew's (not hispanic owned, but in the community for decades)	75th
Taqueria DJ	Harrisburg
the one on polk and dumble	
Todo Market	Evergreen
Todo Market	Evergreen
Todo mart	
Various	Various
	Wayside and Center

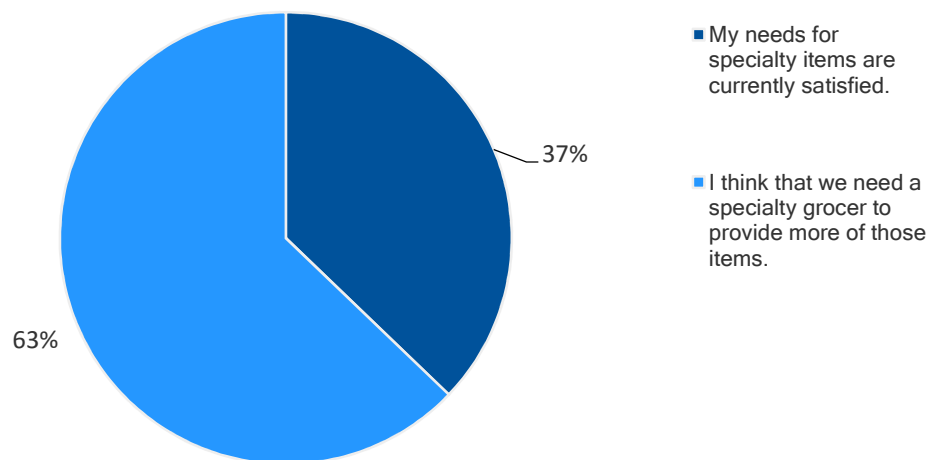


## Specialty Grocery Preferences

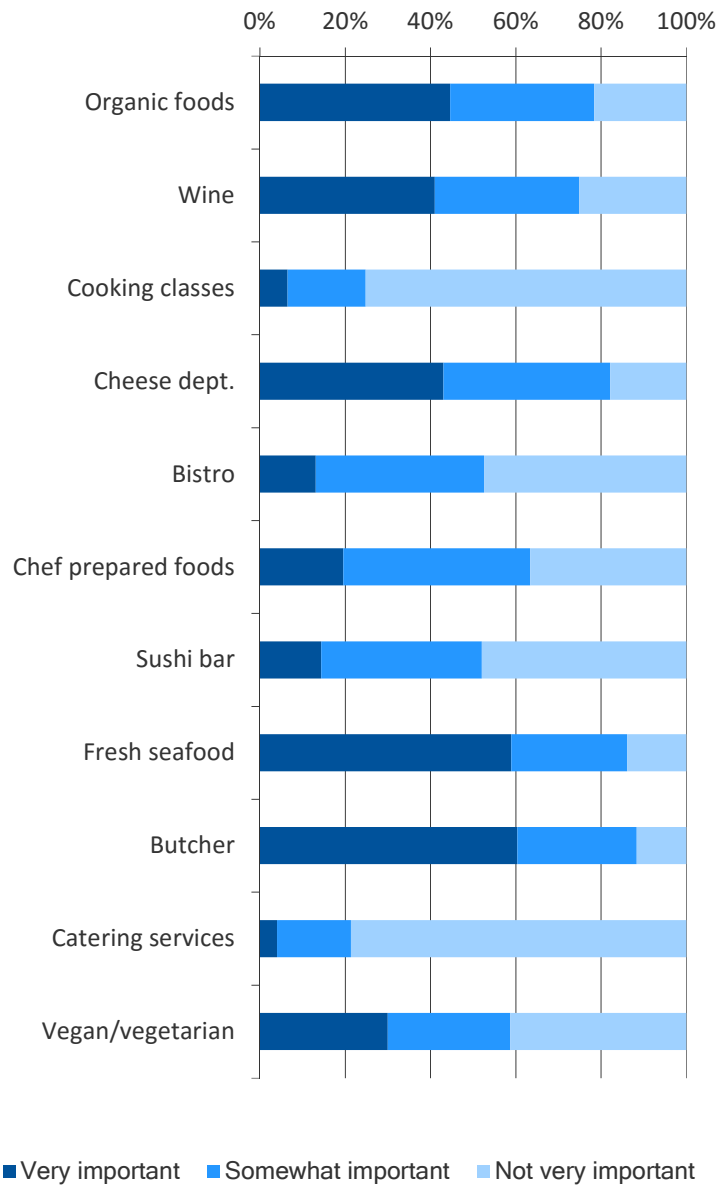
A descriptive section in the survey detailed the concept of specialty grocery stores as distinct from general grocery stores.

- A majority of the respondents would like to see a specialty grocer to provide items that are not being satisfactorily provided at their primary grocer.
- Seafood and butchery items are the most requested merchandise or services that would be sought at a specialty grocer.
- Over half of respondents already shop at specialty grocery stores, with Central Market, Phoenicia, and Whole Foods among the most popular.
- 55% of respondents visit a specialty grocer at least 3 times per month. 81% travel at least 3 miles to visit one.

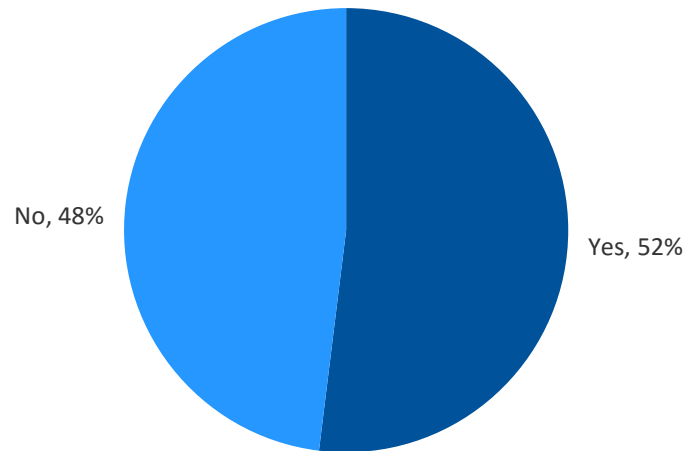
**Q17. New grocery stores offer many of the specialty items described above. Which of the following statements best describes your satisfaction with the offerings of such items at your current grocery store(s)?**



**Q18. Rank the following specialty items/services by order of importance to you and your household.**



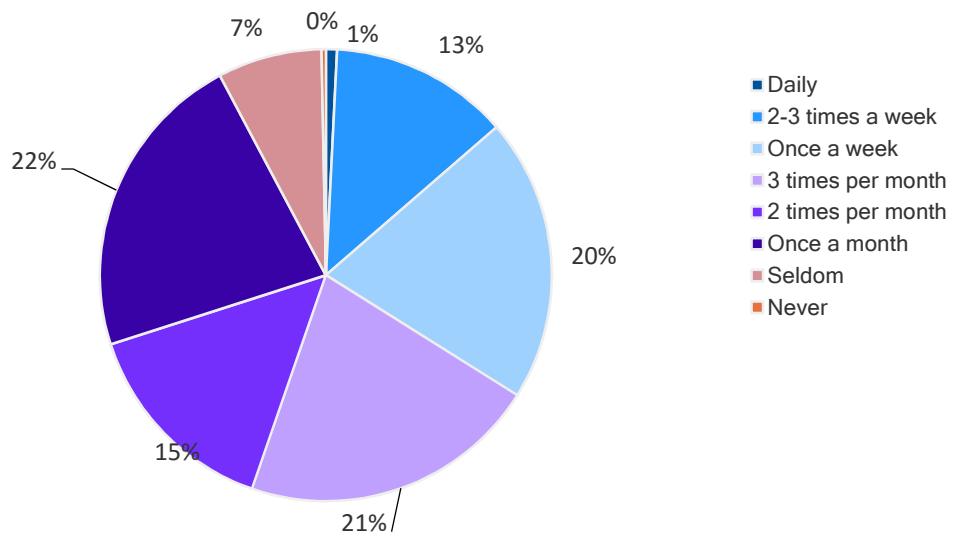
**Q19. Do you currently shop at a specialty grocery store?**



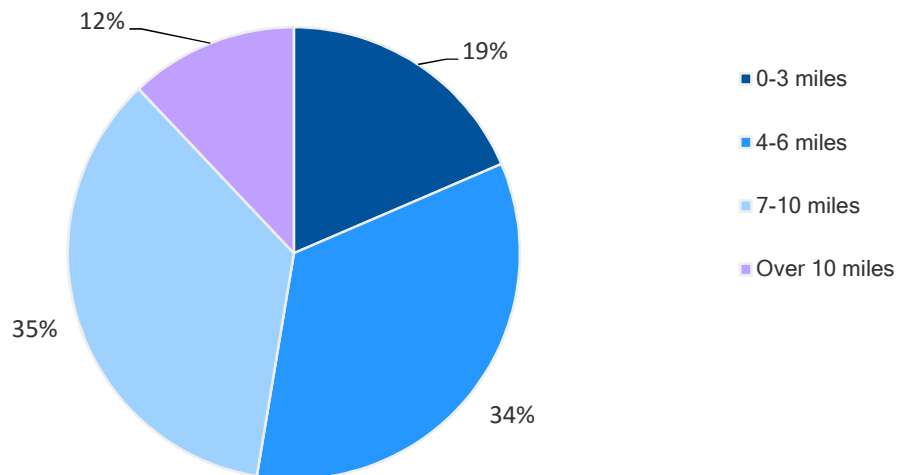
**Q20. Please provide the name and location of the primary specialty grocery store you visit.**

Name of Store	Responses	Share
Central Market	92	15.5%
HEB Montrose (Dunlavy)	40	6.8%
Phoenicia	108	18.2%
Spec's	20	3.4%
Sprouts (Yale St.)	34	5.7%
Trader Joe's (Shepherd Dr.)	31	5.2%
Whole Foods (various)	140	23.6%
All others	127	21.5%
<b>TOTAL</b>	<b>592</b>	<b>100.0%</b>

**Q21. How often do you shop at a specialty grocery store?**



**Q22. How far do you travel from your home to a specialty grocery?**



## Most Requested Grocer

The survey contained a question asking respondents about their most desired grocery store for the East End.

- HEB was the most popular desired store, having been mentioned in approximately 650 responses.
- 88% of respondents would shop at this store at least weekly.
- 62% would spend at least \$400 per month.

### Q23. If you could request one grocer to be located in the East End/EaDo area, what would it be?

Costco	Aldi
???	Aldi
99 Ranch	Aldi
A better HEB	aldi
A better H-E-B - the one at Gulfgate is awful	Aldi
A better HEB Similar to W. Alabama location	Aldi
A better HEB than the gulgate	Aldi
A better Kroger	Aldi
A better Kroger	aldi
a better krogers	Aldi Grocery Store
A big ful size Kroger or HEB	Aldin
A bigger Kroger	an HEB store that's clean & carries a wide variety of fresh fruits & vegetables as well as specialty items
A closer HEB	An upscale HEB
A decent Kroger	Any
A fiesta with the variety as the one in wheeler, and with a sushi bar	Any associated with InstaCart or delivery
a Flagship Krogers	any cleaner store with more options Kroger or H-E-B
A full size HEB or Kroger.	Any top tier or signature store from a local company, nothing too fancy will work.
A good HEB	beamer
A good HEB (W Alabama level)	Beer
A high end Kroger or HEB	Better Kroger or HEB
A high quality Kroger or HEB - the current HEB and Kroger are terrible compared to Montrose	Big heb
A more modern Kroger	Bigger Kroger
A new HEB	Central Market
A new HEB like the Montrose one	Central Market
A nice HEB	Central market
A NICE HEB - NOT Joe Vs, nothing too expensive like Central Market either	Central market
A nice Kroger, not the "wrong side of the tracks" version that we currently have.	Central Market
A nicer HEB	Central Market
A nicer Kroger	Central Market
a nicer Kroger (Polk & Cullen is terrible)	Central market
A specialty Kroger	Central Market
A store that has everything where I would not have to go to different grocery stores to get the items I want.	Central market
A Target. The nearest one is in Heights	Central market
AIDO	Central Market
	Central Market

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Central Market	H.E.B
Central Market	H.e.b
Central market	H.E.B.
Central Market	H.E.B.
Central Market	H.e.b.
Central Market	HaeB
Central market	happy with kroger
central market	Harrisburg
Central Market	Harrisburg
Central Market	Harrisburg between Lockwood & Sampson
Central Market	HEB
Central market	Heb
Central Market	Heb
Central Market	HEB
CENTRAL MARKET	HEB
Central market	HEB
Central Market	HEB
Central Market	heb
Central market	HEB
Central Market HEB	HEB
Central Market or new HEB	Heb
Central Market, Trader Joe's or Whole Foods	HEB
Central Market/HEB - a nice one	HEB
Central Market/Whole Foods	HEB
Cermak	HEB
Clean up the Krogers, for something new an HEB	HEB
Clinton Dr	HEB
costco	Heb
Costco	HEB
Costco	HEB
Costco / Hmart / Ranch 99	HEB
Cullen @ Polk	HEB
demographics would make this not feasible	Heb
don't know	HEB
Downtown	HEB
Eado	Heb
East "End by I45	Heb
Eastwood near Cullen	HEB
fiesta	HEB
Fiesta	Heb
Fiesta	HEB
Fiesta	HEB
fiesta	HEB
Fiesta	HEB
Flagship HEB	Heb
Flagship Kroger	HEB
Flagship Kroger or HEB	HEB
Full service HEB	Heb
Good kroger	HEB
H E B	HEB
H E B	Heb
h e b	HEB
H E.B.	Heb

HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEb	HEB
HEB	HEB
Heb	HEB
heb	HEB
Heb	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
Heb	HEB
HEB	HEB
HEB	Heb
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEb
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
Heb	HEB
HEB	HEB
HEB	HEB
HEB	HEB
Heb	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
Heb	HEB
HEB	HEB
Heb	HEB
Heb	HEB

HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
Heb	HEB
HEB	HEB
Heb	HEB
HEB	HEB
heb	HEB
HEB	HEB
HEB	Heb
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	Heb
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	Heb
HEB	HEB
HEB	HEB
HEB	Heb
HEB	HEB
HEB	HEB
HEB	HEB
HEB	Heb
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB
HEB	HEB







East End / EaDo Grocery Survey 2017

HEB	HEB / Central Market
HEB	HEB /Kroger
Heb	HEB and central market
HEB	HEB because I prefer HEB
Heb	HEB central market
HEB	HEB Central Market
HEB	HEB Central Market
HEB	HEB HEB HEB HEB HEB
HEB	HEB like in Montrose
HEB	HEB like ones in Galleria or Memorial City Area
HEB	HEB like the Montrose one
HEB	HEB like the one in Montrose
Heb	HEB like the one on Dunlavy/W. Alabama
HEB	H-E-B like the one on w Alabama
HEB	HEB Marketplace
HEB	HEB or a nicer Fiesta Mart
HEB	HEB or Central Market
HEB	HEB or Central Market
HEB	HEB or Central Market
Heb	HEB or HEB Central Market
Heb	HEB or Kroger
HEB	HEB or Kroger
HEB	HEB or Kroger
Heb	HEB or Kroger
HEB	HEB or kroger
Heb	Heb or Kroger
Heb	HEB or Kroger signature
HEB	Heb or other small fresh food stand
HEB	HEB or Signature Kroger
HEB	HEB or Sprouts
HEB	HEB or Sprouts
HEB	HEB or Trader Joe's
Heb	HEB or Trader Joe's
HEB	HEB Pantry
HEB	HEB plus
HEB	HEB Plus or 99 Ranch
HEB	HEB Plus, Kroger Select, Sams, Target,
HEB	HEB signature store
H-E-B	Heb signiture
H-E-B	HEB similar to W Alabama or Buffalo Market
H-E-B	HEB WHOLE FOODS
H-E-B	HEB with better selection, more speciality items
H-E-B	HEB 🐼
H-E-B	HEB!
HEB - Central Market	HEB!
HEB - WAlabama	HEB!!
HEB !!!	HEB!!!!!!
H-E-B (A similar design to their Buffalo Speedway store - not enormous like the Gulfgate location)	HEB!!!!!!!!!!
HEB (not the Tienda version) or Kroger	HEB\$400-500
HEB (the nice, big kind not the one they put in poor neighborhoods)	HEB, but only if it is a quality HEB like the one on Dunlavy
HEB / Central Market	HEB, or a (much) better Kroger

Heb. But not the ghetto pantry one that was on Harrisburg	Kroger
HEB/Central Market	Kroger
HEB/central market	Kroger
HEB/Central Market	Kroger
Heb/Central market/trader joes	Kroger
HEB/Large Kroger. Bigger than the one on Polk	Kroger
HEB\Central Market	Kroger
Heb-super	Kroger
High scale HEB	Kroger
I like Kroger. But the one on Polk has such limited selection.	Kroger
I want HEB Montrose transplanted to Kroger on Polk	KROGER
I wish the existing grocery stores were cleaner and better run with same selection and quality elsewhere in the city--I'm looking at you H EB and Kroger	Kroger
I'm fine with Kroger on Polk	Kroger
IN THE OLD FINGERS FURNITURE STORE OFF I45 & CULLEN	Kroger
It could acutally be on Polk where to the Kroger is located.	Kroger
Joe v	Kroger
Joe V	Kroger
Joe v's	Kroger
Joe vs	Kroger
Joe V's Smart Shop	Kroger
Joes V's	Kroger
JoeV's	Kroger (a cleaner and better stocked one than the current Kroger on Cullen)
Just any grocery store	Kroger (a newer, nicer one)
Keoger Super Store	KROGER a better one!
Kriger	Kroger Fresh Market
Krogee	Kroger full size
Kroger	Kroger of HEB
Kroger	Kroger or HEB
Kroger	Kroger or HEB
Kroger	Kroger or HEB
Kroger	Kroger or HEB
Kroger	Kroger or HEB.
Kroger	kroger or whole foods
Kroger	Kroger Signature
Kroger	Kroger signature
Kroger	Kroger signature
Kroger	Kroger Signature
Kroger	Kroger Signature
Kroger	Kroger Signature
Kroger	Kroger Signature
Kroger	Kroger Signature
Kroger	Kroger Signature
Kroger	Kroger signature
kroger	Kroger Signature
Kroger	Kroger Signature
Kroger	Kroger Signature
Kroger	Kroger Signature
Kroger	Kroger Signature

*East End / EaDo Grocery Survey 2017*

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Kroger Signature (rebuild Polk St location)	Polk
Kroger signature store	Polk and Delano
Kroger Signature Store	Polk near 8th wonder or dowling
Kroger signature store	Publix
Kroger Signature Store	Randalls
Kroger Specialty Store and/or Central Market/Whole Foods	Randalls
Kroger upscaled	Randalls
Kroger with gas	Randalls
Kroger would work if they'd upgrade to Signature, else HEB	Randalls
Krogers	Randalls
Krogers	Randalls
Krogers	Randalls
Krogers	Randall's
Kroger's	Randall's
Kroger's	Randall's
Krogers	Randall's
KROGERS ON WEST GRAY	Randall's
Kroger's or HEB	Randall's
Krogers Signature	Randalls Flagship
Large updated Kroger	Randallstown or Fiesta type store
Local owned or HEB that fits our needs	RANDALS
magnolia	Randals
magnolia	Rice Epicurean
Magnolia Park	Sam's
Mckinney & Sampson area or Navigation & Lockwood	Seller
Meat market	seller bros
Mi Tienda	Sellers
N/a	sellers brothers
n/a	Shopping center on corner of Wayside and 45
NA	Signature flagship Kroger
Na	signature HEB
Near BBVA	Signature Kroger
Near the stadium	Signature Kroger
New HEB	Signature Kroger
Nice heb or central mkt	Signature Kroger
Nicer HEB	Signature Kroger
Nicer kroger	Signature Kroger
no	Signature Kroger
no	Signature Kroger
No preference	Signature Kroger
No Tienda r HEB	SPOUTS OR A MODERN HEB THAT DOESN'T CATER TO JUST HISPANIC FOODS
None	
None	Sprouts or some organic type like Whole Foods
not sure	Sprouts
On I 45 feeder	Sprouts
One with a large selection of local items, and fair trade + attention to fair wages.	Sprouts
phoenicia	Sprouts
Phonecian	Sprouts

Sprouts	Trader Joes
Sprouts	Trader joes
Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts	Trader Joes
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Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts	Trader Joes
Sprouts Farmers Market	Trader Joes
Sprouts or HEB	Trader Joes
Sprouts or Trader Joes	Trader Joes
sprouts, decent kroger, decent heb	trader joes
Sprouts/HEB/Trader Joes	Trader Joes
Super Target	Trader joes
Super target	Trader Joes
Target	Trader Joes
Target	Trader Joes
Target	Trader Joes
Target	Trader Joes
Target	Trader Joes
Target	Trader Joe's
Target	Trader Joe's
Target	Trader Joe's
Target	Trader Joe's
Target	Trader Joe's
Trader Joe	Trader Joe's
Trader joe	Trader Joe's
Trader Joe	Trader Joe's
Trader joe	Trader Joe's
Trader Joe	Trader Joe's
Trader Joes	Trader Joe's
Trader Joes	Trader Joe's
trader joes	Trader Joe's

East End / EaDo Grocery Survey 2017

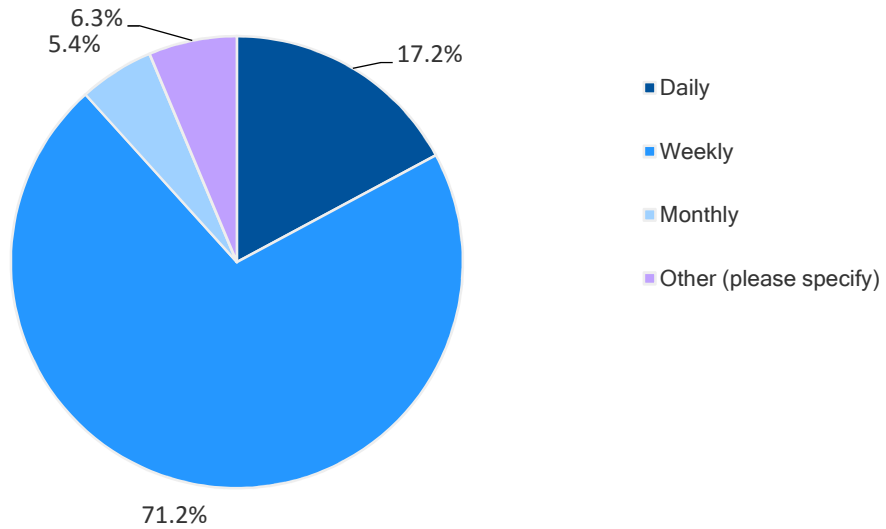
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Trader Joe's	Whole food
Trader Joe's	Whole Food Market
Trader Joe's	whole foods
Trader Joe's	Whole Foods
Trader Joe's	Whole Foods
Trader Joe's	Whole foods
Trader Joe's	Whole foods
Trader Joe's	Whole Foods
Trader Joe's	Whole Foods
Trader Joe's	Whole Foods
Trader Joe's	Whole Foods
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Trader Joe's	Whole Foods
Trader Joe's	Whole Foods
Trader Joe's	Whole Foods
Trader Joe's	Whole Foods
Trader Joe's	Whole Foods
Trader Joe's	Whole foods
Trader Joe's	Whole Foods
Trader Joe's	Whole Foods
Trader Joe's or a better Kroger	Whole foods
Trader Joes or a good HEB	Whole Foods
Trader Joe's or a nice HEB	Whole Foods
Trader Joe's or HEB	Whole Foods
Trader Joe's or HEB	Whole Foods
Trader Joe's or HEB	Whole Foods
Trader Joe's or HEB	Whole Foods
Trader Joe's or HEB	Whole Foods
Trader Joe's or Whole Foods	Whole Foods
Trader Joe's or whole foods	Whole Foods
Trader Joes!	Whole Foods
Trader Joes!!!!!!!!!!!!!!!!!!!!	Whole Foods
Trader Jos	Whole Foods
Trader's joe	Whole Foods
Trader's Joe	Whole Foods
Traders Joes	Whole Foods
Updated HEB with more variety 45 location	Whole Foods
Upgraded Kroger	Whole Foods
Upscale HEB	Whole Foods
Walmart	Whole Foods
Walmart Neighborhood Store	Whole Foods
wayside	Whole Foods
Whole food	Whole Foods

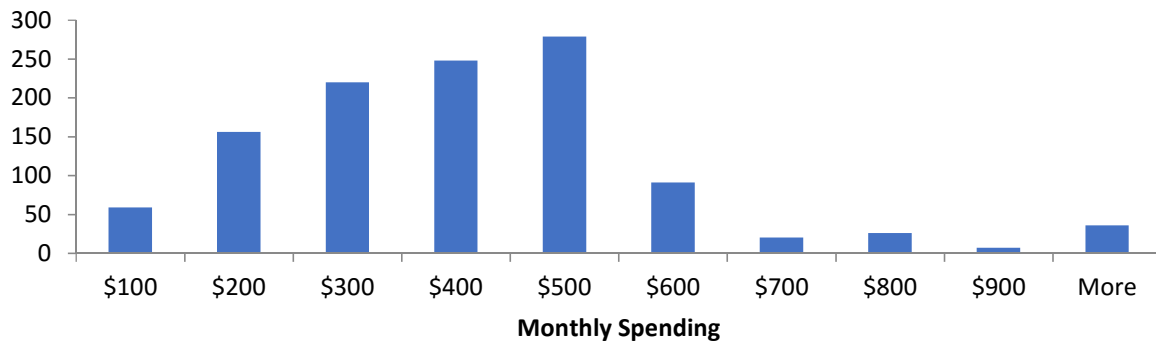
Whole foods	Whole Foods
Whole Foods	Whole foods
Whole Foods	Whole Foods
Whole Foods	Whole Foods
Whole foods	Whole Foods
Whole Foods	Whole Foods
Whole Foods	Whole Foods
Whole Foods	Whole Foods
Whole Foods	Whole Foods
Whole Foods	Whole Foods 365
Whole Foods	Whole Foods Market
Whole Foods	Whole Foods o HEB más grande con carnicería mejor
Whole foods	Whole Foods or a better Krogers
Whole Foods	Whole Foods or a store offering more quality organic products
Whole Foods	Whole Foods or Central Market
Whole Foods	Whole Foods or HEB
Whole Foods	Whole Foods or HEB
Whole Foods	Whole Foods or Trader Joes
Whole Foods	Whole Foods or Trader Joes
Whole Foods	Whole Foods, followed by HEB
Whole Foods	Whole Foods, Trader Joe's, Sprouts
Whole Foods	Whole Foods/HEB Plus
Whole Foods	Wholefoods



**Q24. How often would you shop at this store?**



**Q25. Approximately how much would you spend PER MONTH at this store?**

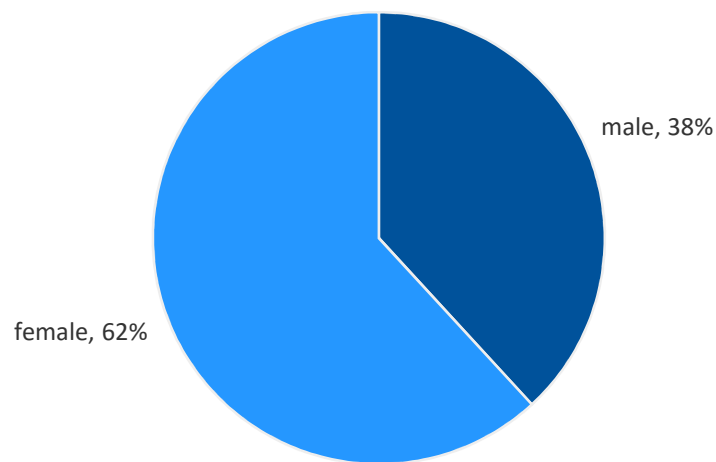


## Demographics of Respondents

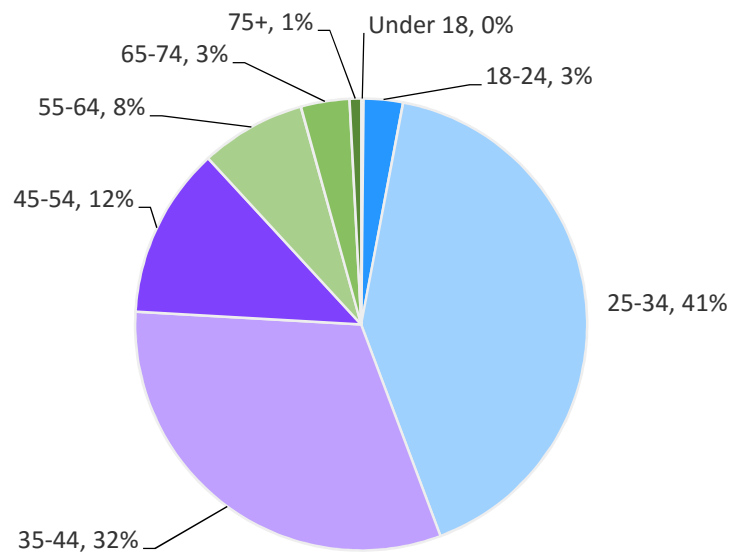
The remaining questions asked respondents about their demographic characteristics. The results show that the survey sample was focused on a segment of the East End / EaDo population that tends to be more affluent than has been historically typical of the East End population.

- 73% are between the ages of 25 and 44.
- Over half are married, and over two-thirds have childless households.
- Over two-thirds have annual household incomes of at least \$75,000.

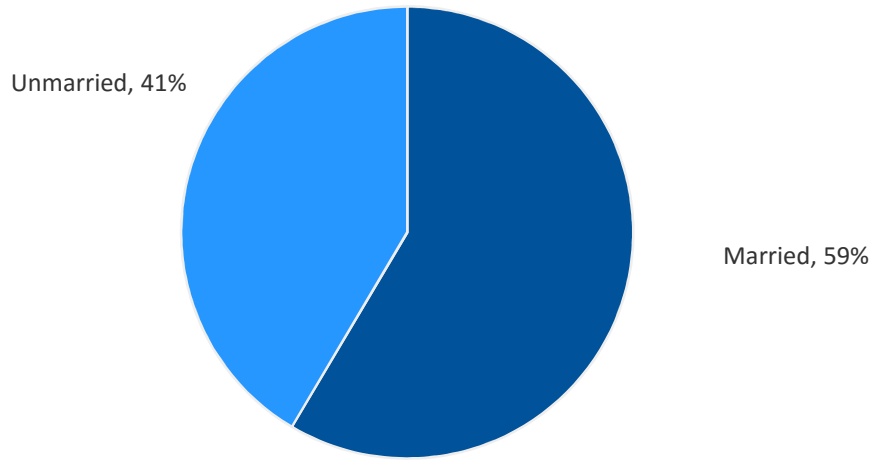
### Q26. What is your gender?



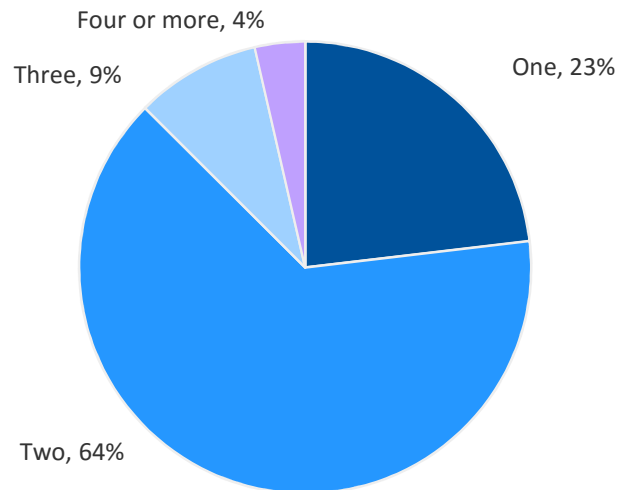
### Q27. What is your age?



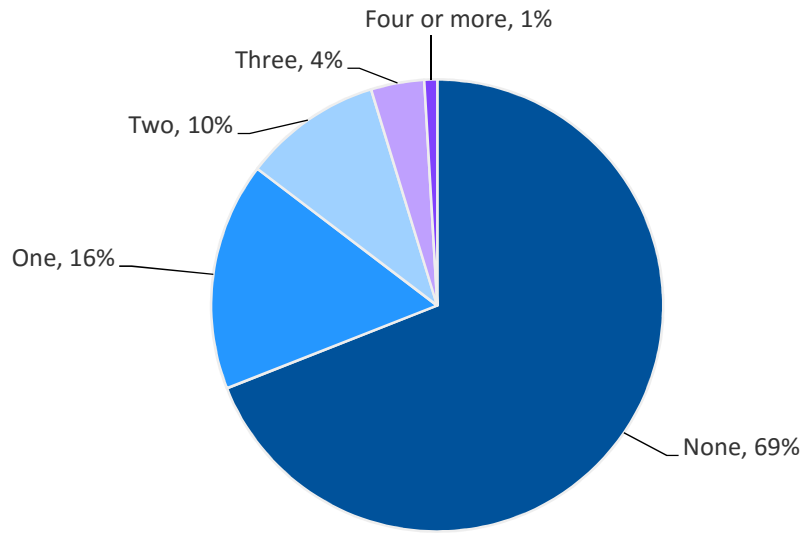
**Q28. Are you married or unmarried?**



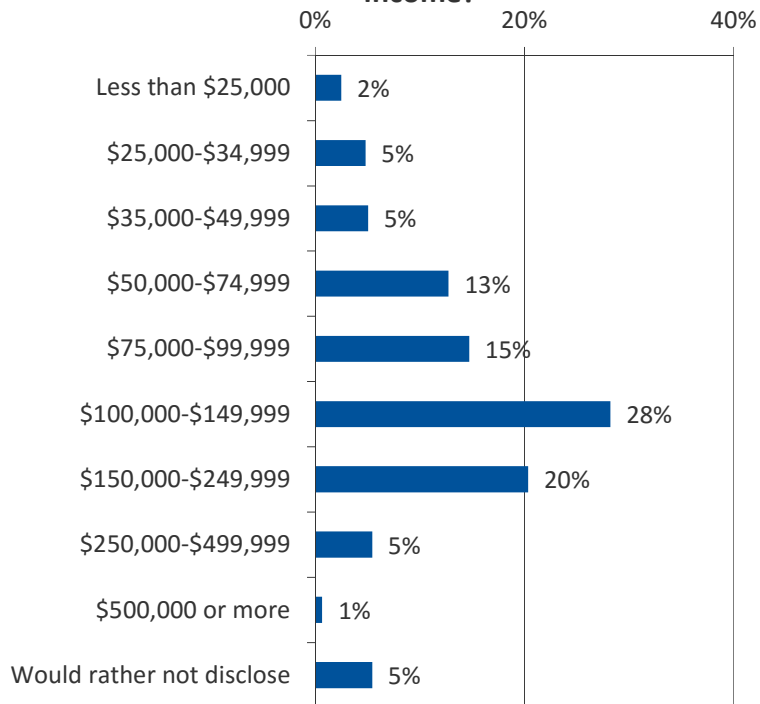
**Q29. How many adults over age 18 live in your household?**



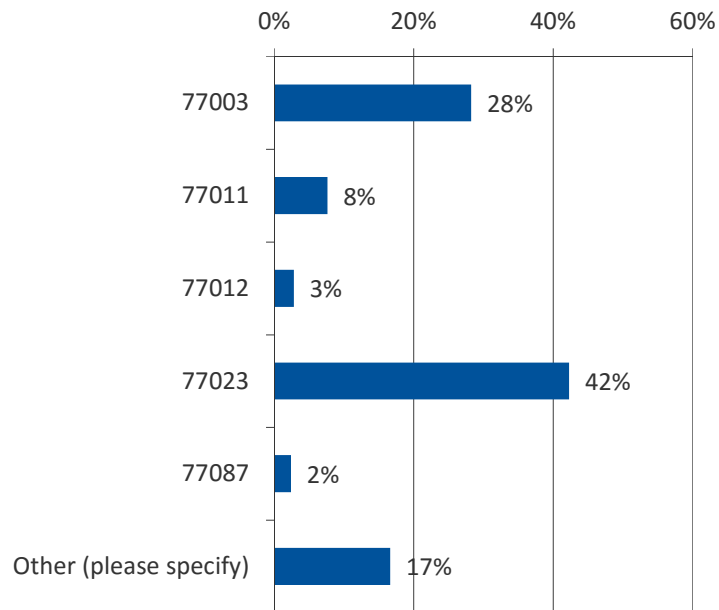
**Q30. How many children under age 18 live in your household?**



**Q31. Which one of the following broad categories approximates your total household income?**



**Q32. In what zip code is your residence?**



**Q33. Do you own or rent your residence?**

