

# In My Back Yard

## Asking your opinion – pre-launch survey

In My Back Yard is a group of local, chemical-free food producers setting up a local food co-operative. We're aiming to give East Devon and neighbouring counties more choice, more convenience and more reliability, so you can enjoy delicious local produce with regular and convenient availability every week.

We'd appreciate your opinion as a local resident, so we'd be very grateful if you'd complete this quick survey.

**Please write or circle your answer**

**1 In which town or village do you live?**

**2. How many people are there in your household?**

1                                  2                                  3                                  4                                  5+

**3 What is your age range?**

Under 25                  25-44                  45-64                  65+

**4. Where do you currently shop for your groceries?**

Local independent shops                  Supermarkets                  Online                  Markets                  Mix

Local producers                  Other:

**Please circle the appropriate number, where:**

**1 = Strongly disagree    2 = disagree    3 = neutral    4 =agree    5 = Strongly agree**

**5. Would you like to buy more locally-sourced food?**

1                  2                  3                  4                  5

**6. Do you find it hard to find and purchase local food?**

1                  2                  3                  4                  5

**7. If the service was available, would you use an online ordering system to buy local food?**

1                  2                  3                  4                  5

Bulstone Springs, Elbow Farm and Natural Branscombe are all members and co-founders of **In My Back Yard**, an East Devon food co-operative.

N.B. You will also be able to order from us by phone, so no need to go online!

8. **Which items are you most likely to want to buy? (please circle as many as you like)**  
Vegetables   Meat   Fish   Dairy   Eggs   Fruit   Larder/Dry Goods   Flowers   Alcohol  
Bread                      Any others (please specify):

9. **Please rank these delivery methods by writing a number from 1 to 4, to the right of each option - 1 being most desired, 4 being the least desired.**

Home delivery                      Local collection point                      Farm gate                      Market stall

10. **Please answer the following 2-part question by putting a tick by all that apply, and then rank your answers in order - 1 being your strongest choice. There's also space to add and rank your own reasons.**

a. **Why do you find it hard to buy local food?**

- Hard to discover local producers.
- Not sure how their order methods work.
- It takes longer to organise orders/pickup.
- Shops/home delivery is more convenient.
- Local food can be expensive.
- Limited choice of groceries.
- Unsure of what's available/in season.

b. **Why do you want to buy local food?**

- Tastes better.
- Better for you.
- Support the local economy.
- Better animal welfare/higher standards.
- Lower food miles.
- Chemical free.
- Environmental + biodiversity benefits.

Please add your own reasons here.

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Please add your own reasons here.

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11. **Would you like to make any other comments or suggestions?**

For example, what would you like to see from a service like In My Back Yard?

If you'd like to join our **mailing list** please leave your name and email address here:

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Please return applications by 20th April  
To fill in online go to [www.bit.ly/IMBYsurvey](http://www.bit.ly/IMBYsurvey)

Thank you for your time!

**IN MY BACK YARD**

If you have any questions please contact: Liz 07814 635800

