

# CCWFC Shopper Survey

December 4, 2018

## Survey questions

- How important are the following Co-op values to you?
- How important is it to you that the Co-op...
- Which other community organization(s) should the Co-op support?
- How much would the following changes increase the amount you would shop at Cook County Whole Foods Co-op?
- How well is the Cook County Whole Foods Co-op meeting your needs in the following product categories?
- How well does Cook County Whole Foods Co-op meet your needs overall?
- How do you think the Co-op should grow in the next 10 years?

# Analysis approach

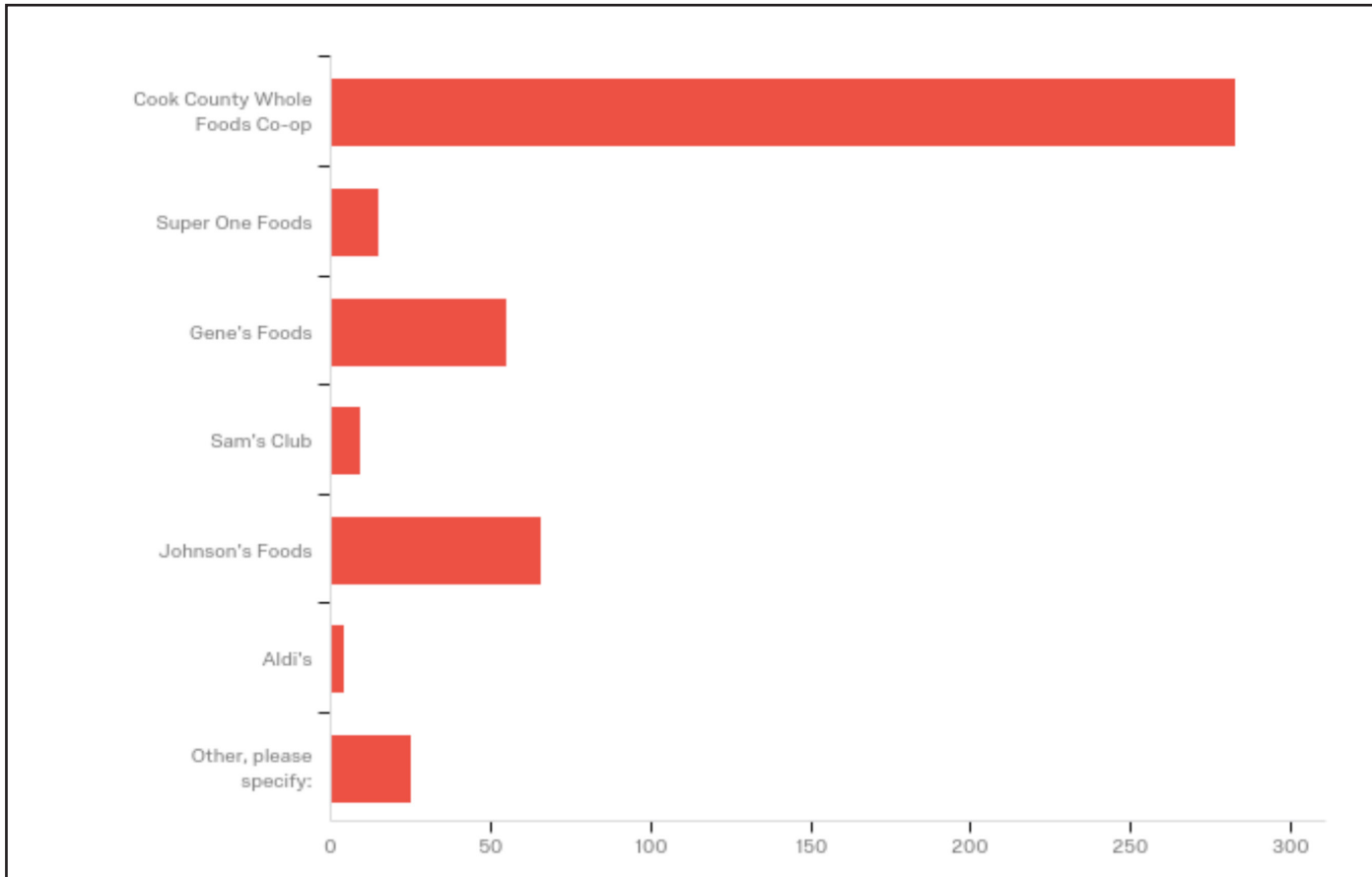
- Responses were examined in 2 ways
  - Combined
  - By grouping
    - Membership/resident status
    - Sex and household status
    - Primary source of groceries
    - Age
- Multiple choice question responses were ranked numerically
- "Fill in the blank" responses were compiled and grouped
- No conclusions concerning the survey results have been drawn – that's up to you!!

## Survey respondents

		Number	Fraction
	Total	457	
Ownership and resident status	Non-owners	15	3%
	Full time residents	297	65%
	Seasonal residents	93	20%
	Visitors	52	11%
Sex	Female	323	71%
	Male	125	27%
Primary source of groceries	Co-op	283	62%
	Gene's	54	12%
	Johnson's	66	14%
	Other	54	12%
Children under 18 in home	None	346	76%
	One	40	9%
	2 or more	63	14%
Age	< 25	12	3%
	25-34	34	7%
	35-44	60	13%
	45-54	68	15%
	55-64	126	28%
	> 64	148	32%

The numbers in red indicate and small sample and the results may not be significant.

## Where do you spend most of your grocery dollars while living in or visiting Cook County?



#	Answer	%	Count
1	Cook County Whole Foods Co-op	61.93%	283
2	Super One Foods	3.28%	15
3	Gene's Foods	12.04%	55
4	Sam's Club	1.97%	9
5	Johnson's Foods	14.44%	66
6	Aldi's	0.88%	4
7	Other, please specify:	5.47%	25
	Total	100%	457

## Multiple choice questions analysis

- Responses from different groups were compared
  - All respondents
  - Members/non-members
    - Non members
    - Full time resident members
    - Seasonal resident members
    - Visitor members
  - Sex and household status
    - Female
    - Male
    - No children under 18
    - One child under 18
    - 2 or more children under 18
  - Primary source of groceries
    - Co-op
    - Gene's
    - Johnson's
    - Other (Aldi's, Sam's club, Super One, etc.)
  - Age
    - < 25
    - 25-34
    - 35-44
    - 45-54
    - 55-64
    - > 64
- An average "score" was calculated for each groups response

Answer weighting		"Score"
Questions 2 and 3		
	Extremely important	4
	Very important	3
	Moderately important	2
	Slightly important	1
	Not important at all	0
Question 8		
	A great deal	4
	A lot	3
	A moderate amount	2
	A little	1
	Not at all	0
Questions 9 and 10		
	Well	2
	OK	1
	Poorly	0
	No opinion/don't buy	0

Overall Response to: How important are the following co-op values to you?

Category	Not important at all (0)	Slightly important (1)	Moderately important (2)	Very important (3)	Extremely important (4)
Providing healthy foods (1)	< 1%	< 1%	5%	32%	63%
Providing products that are locally produced (2)	1%	3%	24%	43%	30%
Democratic operation for the benefit of the member/owners (3)	3%	5%	21%	40%	32%
Incorporating environmental sustainable practices in our business (4)	< 1 %	2%	11%	39%	48%
Being a great workplace in our community (5)	< 1%	1%	8%	44%	47%
Being a meeting place for shoppers and community members (6)	5%	8%	24%	40%	24%
Offering classes and educational opportunities in our community (7)	5%	17%	36%	31%	11%
Other (8)	2%	< 1%	2%	4%	14%

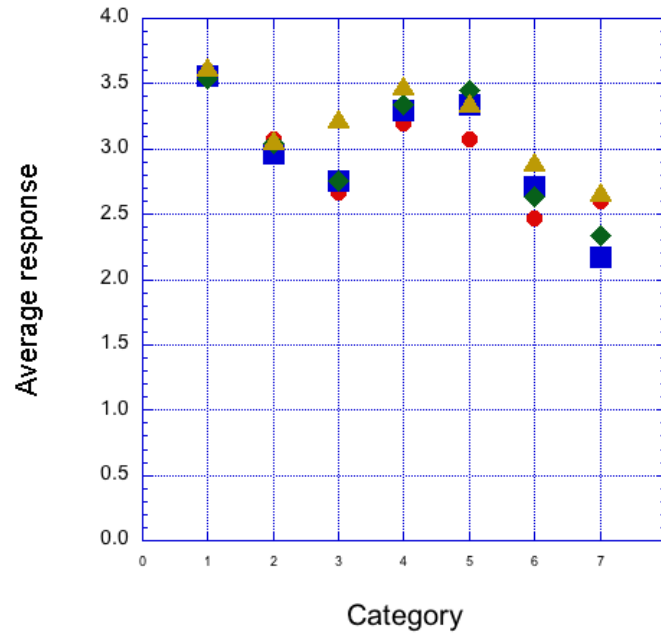
Numbers in red indicate the mode of the responses.

Group responses to:  
How important are the following co-op values to you?

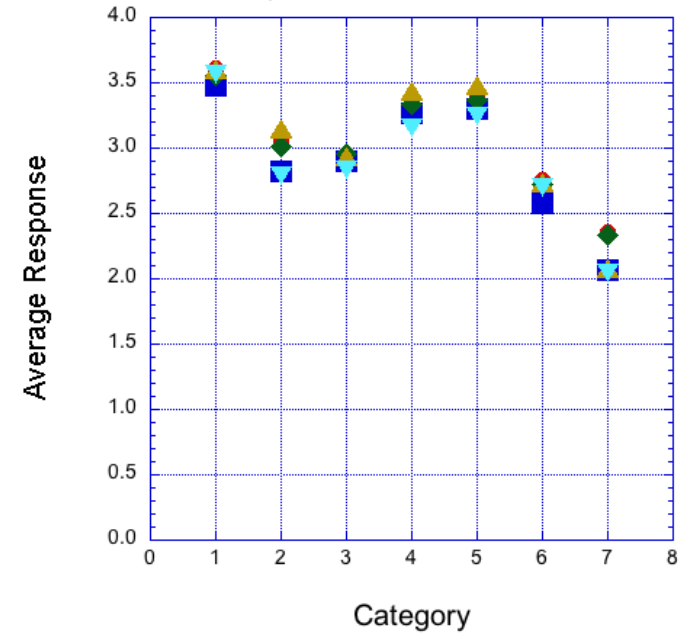
Category
1. Providing healthy foods
2. Providing products that are locally produced
3. Democratic operation for the benefit of the member/owners
4. Incorporating environmental sustainable practices in our business
5. Being a great workplace in our community
6. Being a meeting place for shoppers and community members
7. Offering classes and educational opportunities in our community
8. Other



Q2: Membership/resident status



Q2: Sex and number of children



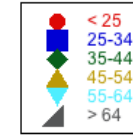
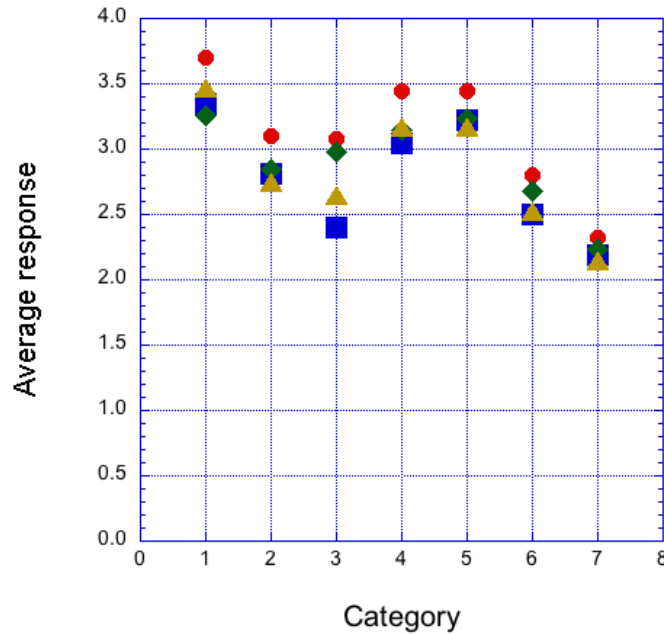


Group responses to:  
How important are the following co-op values to you?

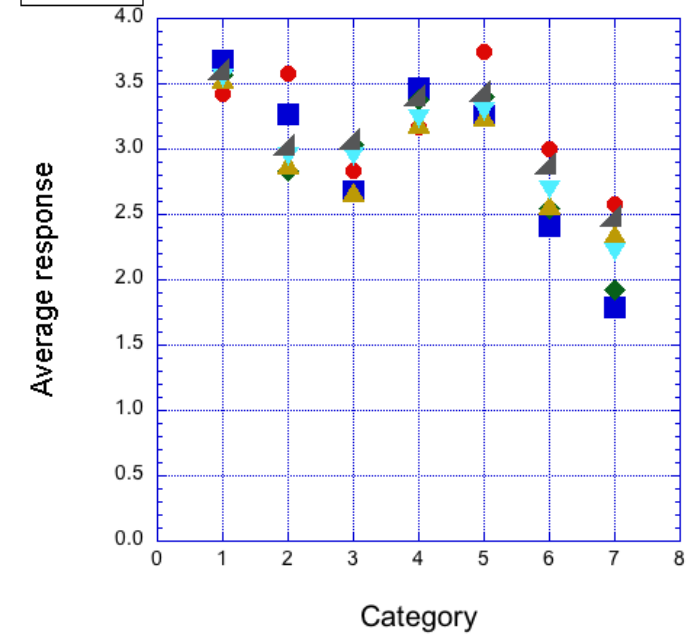
Category
1. Providing healthy foods
2. Providing products that are locally produced
3. Democratic operation for the benefit of the member/owners
4. Incorporating environmental sustainable practices in our business
5. Being a great workplace in our community
6. Being a meeting place for shoppers and community members
7. Offering classes and educational opportunities in our community
8. Other



Q2: Main source of groceries



Q2: Age



Overall response to: How important is it to you that the coop...

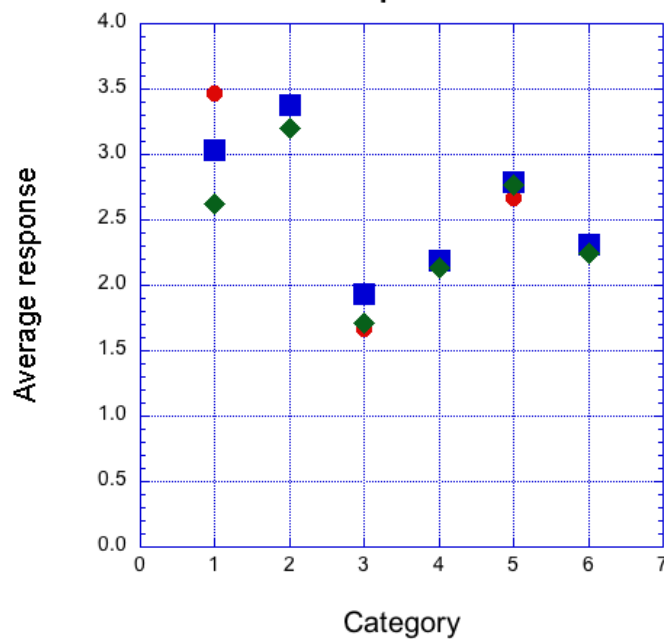
Category	Not important at all (0)	Slightly important (1)	Moderately important (2)	Very important (3)	Extremely important (4)
... keeps prices as low as possible?	< 1%	6%	24%	37%	32%
... pays living wages to all employees?	< 1%	1%	8%	50%	42%
... pays a patronage rebate each year?	13%	21%	38%	18%	10%
... invests in new businesses/ventures (e.g. local farms)?	7%	17%	34%	30%	11%
... distributes healthy food to members of the community (e.g. food shelf)?	2%	6%	26%	42%	24%
... supports other community organizations?	5%	16%	34%	33%	12%
... does something else? Please specify	1%	< 1%	< 1%	4%	3%

Group responses to:  
How important is it to  
you that the coop...

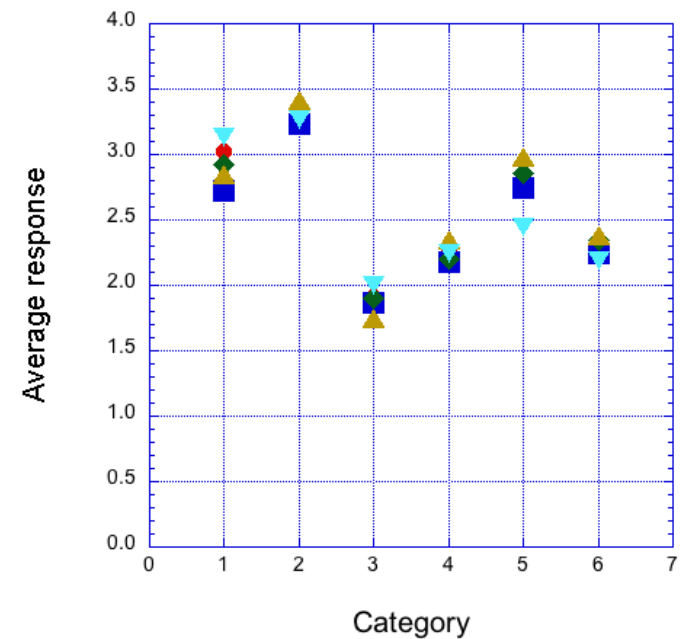
Category
1. keeps prices as low as possible?
2. pays living wages to all employees?
3. pays a patronage rebate each year?
4. invests in new businesses/ventures (e.g. local farms)?
5. distributes healthy food to members of the community (e.g. food shelf)?
6. supports other community organizations?
7. does something else? Please specify



Q3: Membership/residence status

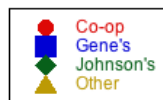


Q3: Sex and number of children

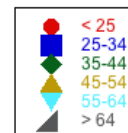
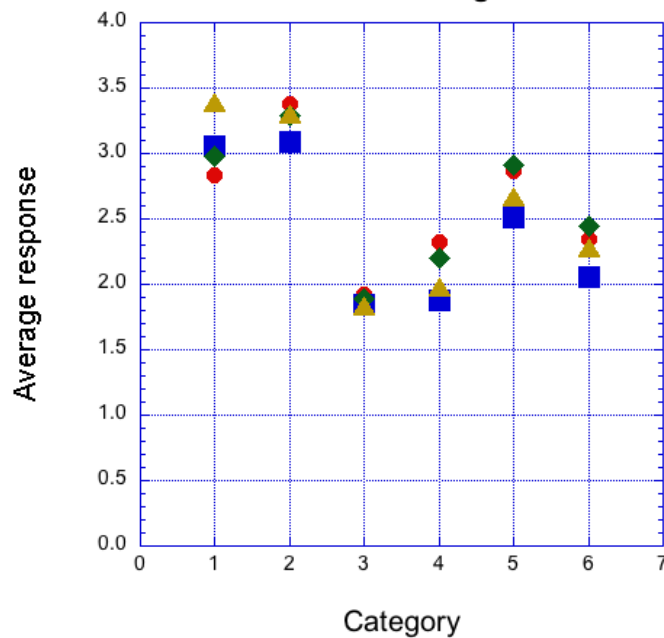


Group responses to:  
How important is it to  
you that the coop...

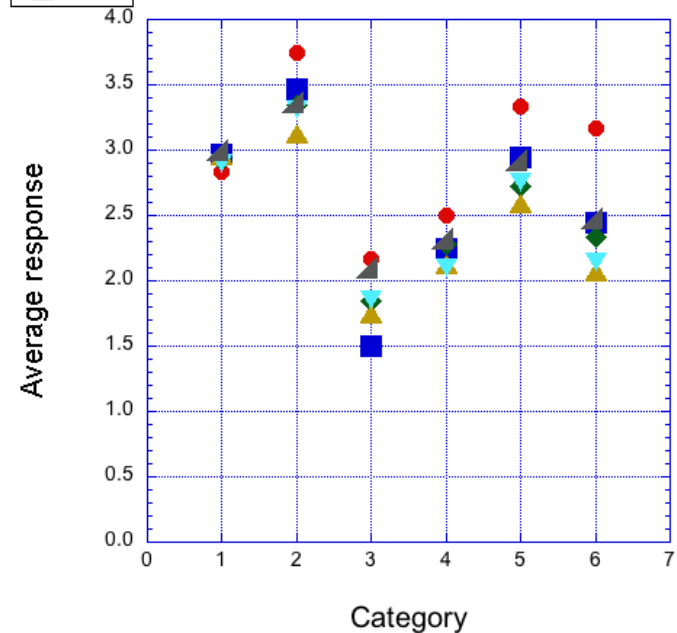
Category
1. keeps prices as low as possible?
2. pays living wages to all employees?
3. pays a patronage rebate each year?
4. invests in new businesses/ventures (e.g. local farms)?
5. distributes healthy food to members of the community (e.g. food shelf)?
6. supports other community organizations?
7. does something else? Please specify



Q3: Main source of groceries



Q3: Age



Overall response to: How much would the following changes increase the amount you would shop at Cook County Whole Foods Co-op?

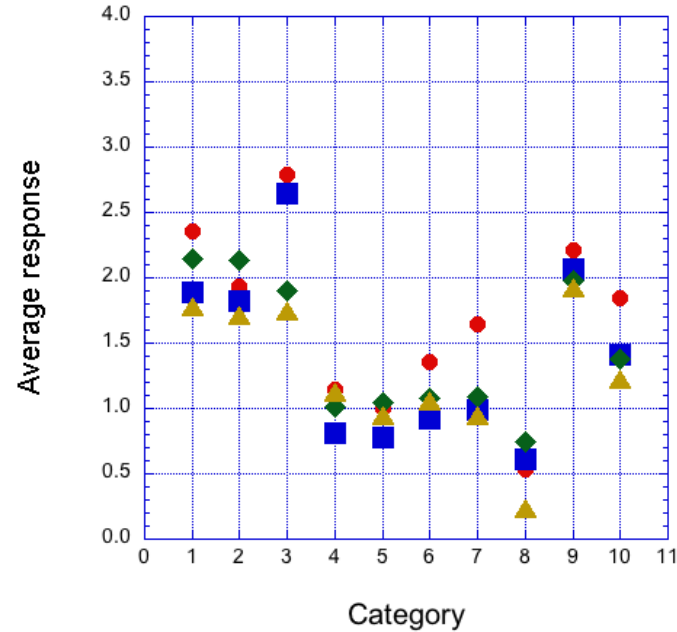
Category	None at all	A little	A moderate amount	A lot	A great deal
1. Improved product selection	14%	20%	33%	22%	11%
2. Improved product freshness/quality	19%	19%	30%	21%	11%
3. Lower prices	12%	15%	23%	22%	28%
4. Improved store atmosphere/ambiance	49%	24%	18%	7%	3%
5. Improved store cleanliness	51%	23%	19%	5%	2%
6. More knowledgeable staff	48%	21%	20%	7%	4%
7. Friendlier staff	48%	20%	20%	7%	5%
8. Availability of more national brands (e.g. Kraft, Kellog's, etc.)	69%	15%	9%	4%	4%
9. Availability of more local products	14%	20%	28%	24%	14%
10. Increased responsiveness to customer feedback	33%	22%	24%	13%	7%
11. Other, please specify	2%	1%	2%	1%	4%

Group responses to: How much would the following changes increase the amount you would shop at Cook County Whole Foods Co-op?

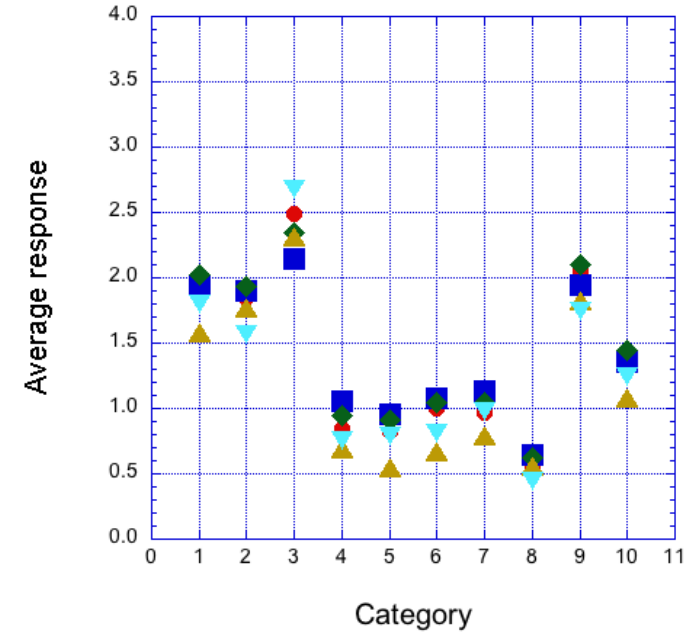
Category
1. Improved product selection
2. Improved product freshness/quality
3. Lower prices
4. Improved store atmosphere/ambiance
5. Improved store cleanliness
6. More knowledgeable staff
7. Friendlier staff
8. Availability of more national brands (e.g. Kraft, Kellog's, etc.)
9. Availability of more local products
10. Increased responsiveness to customer feedback
11. Other, please specify



Q8: Membership/resident status

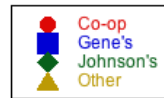


Q8: Sex and number of children

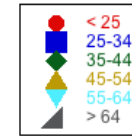
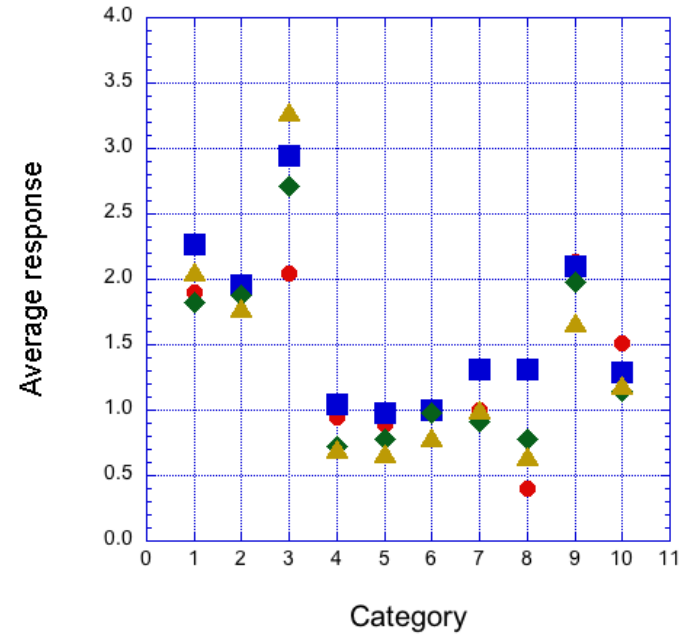


Group responses to: How much would the following changes increase the amount you would shop at Cook County Whole Foods Co-op?

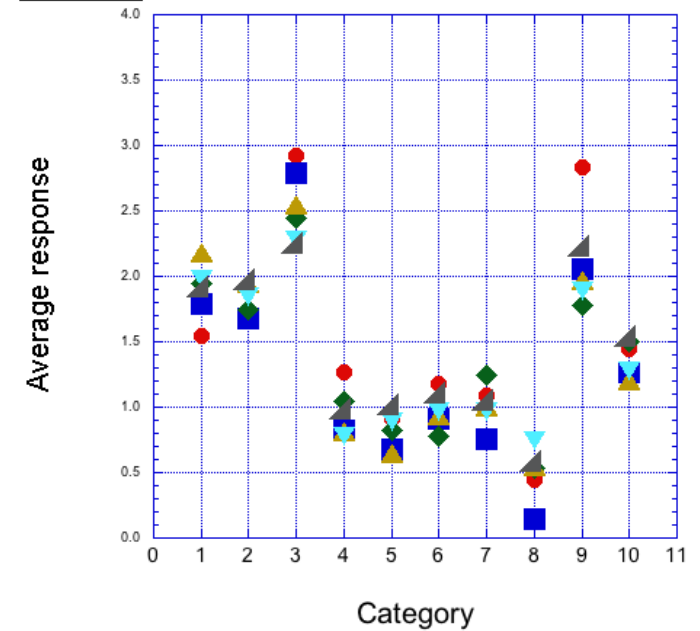
Category
1. Improved product selection
2. Improved product freshness/quality
3. Lower prices
4. Improved store atmosphere/ambiance
5. Improved store cleanliness
6. More knowledgeable staff
7. Friendlier staff
8. Availability of more national brands (e.g. Kraft, Kellog's, etc.)
9. Availability of more local products
10. Increased responsiveness to customer feedback
11. Other, please specify



Q8: Main source of groceries



Q8: Age



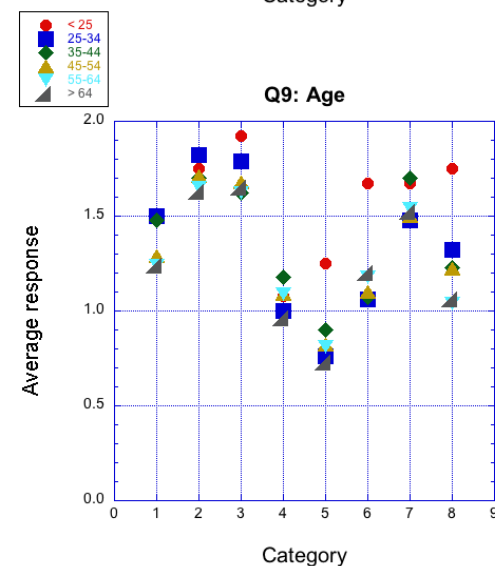
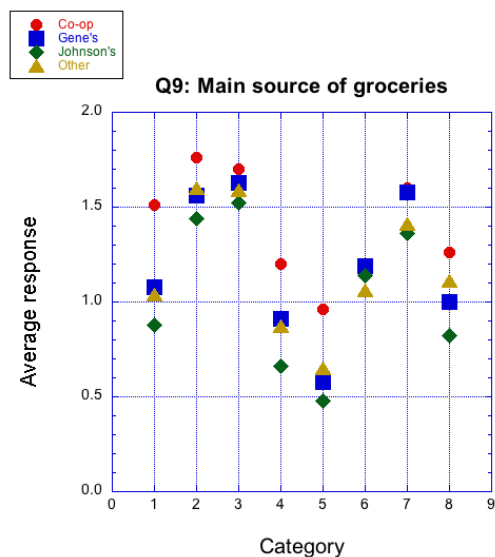
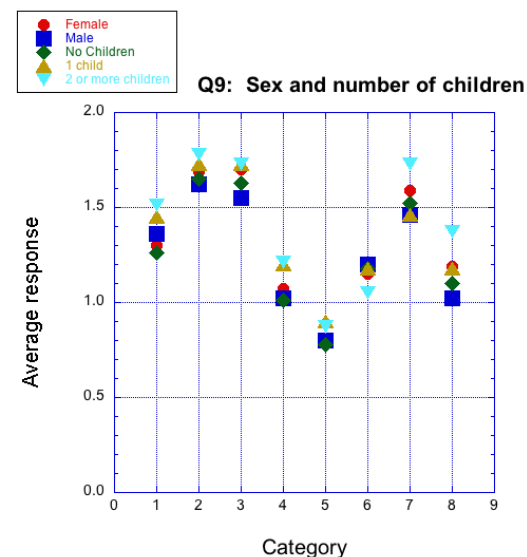
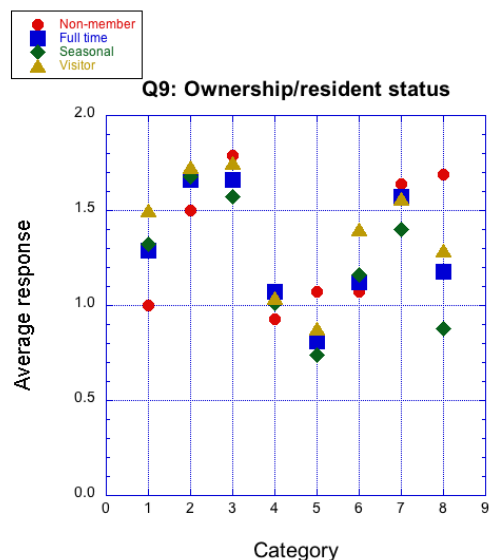
Overall response to: How well is the Cook County Whole Foods Co-op meeting your needs in the following product categories?

Category	No opinion/don't buy	Poorly	OK	Well
1. Grocery items - cereal, juice, canned goods, etc	10%	4%	39%	46%
2. Dairy - milk, eggs, yogurt, soy, etc.	4%	1%	23%	72%
3. Fresh fruits and veggies	1%	2%	28%	69%
4. Frozen foods	20%	6%	44%	30%
5. Meat, poultry, fish, and seafood	23%	18%	37%	22%
6. Deli and ready-to-eat foods	13%	9%	40%	38%
7. Bulk	8%	3%	23%	65%
8. Wellness and health and beauty products	25%	1%	34%	40%
9. Other, please specify	1%	4%	2%	2%



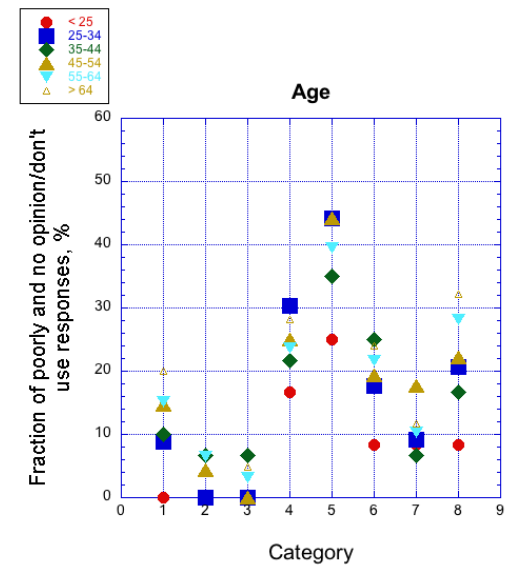
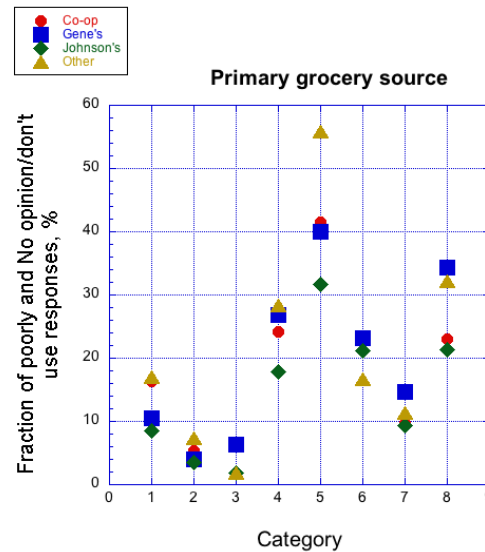
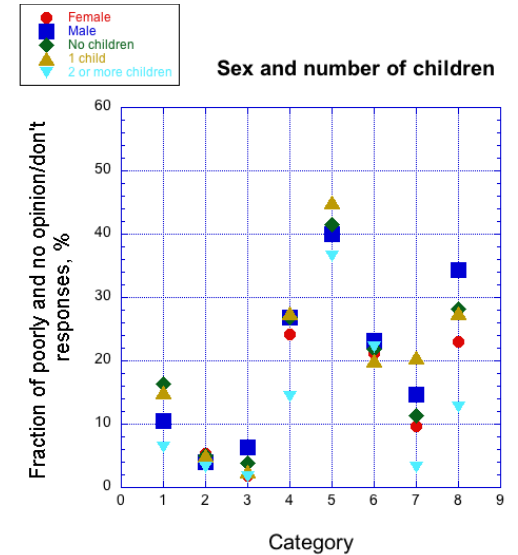
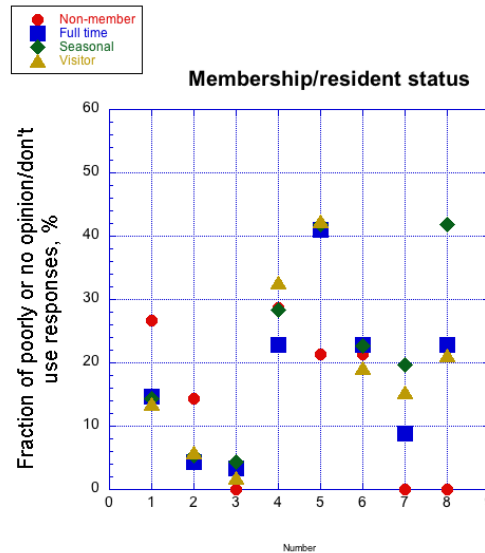
Group responses to: How well is the Cook County Whole Foods Co-op meeting your needs in the following product categories?

Category
1. Grocery items - cereal, juice, canned goods, etc
2. Dairy - milk, eggs, yogurt, soy, etc.
3. Fresh fruits and veggies
4. Frozen foods
5. Meat, poultry, fish, and seafood
6. Deli and ready-to-eat foods
7. Bulk
8. Wellness and health and beauty products
9. Other, please specify



Fraction of respondents that answered No opinion/don't use or poorly to: How well is the Cook County Whole Foods Co-op meeting your needs in the following product categories?

Category
1. Grocery items - cereal, juice, canned goods, etc
2. Dairy - milk, eggs, yogurt, soy, etc.
3. Fresh fruits and veggies
4. Frozen foods
5. Meat, poultry, fish, and seafood
6. Deli and ready-to-eat foods
7. Bulk
8. Wellness and health and beauty products
9. Other, please specify



How well does Cook County Whole Foods Co-op meet your needs overall?

Overall response		
Poorly	OK	Well
1%	29%	70%

