

2006 Co-op Member Survey Questions/Answers
202 members/shoppers submitted surveys

Do you want the Co-op to stay in its present location?

16% - Definitely Yes
36% - Yes
33% - No Preference
9.5% - Not Really
5.5% - Definitely No

If a move to a new location would significantly improve the Co-op's finances, would you support it? (A question assuming a result that is far from guaranteed)

45% - Definitely Yes
33% - Yes
9% - No Preference
7% - Not Really
6% - Definitely No

Would you support a major renovation/addition to the current building?

21% - Definitely Yes
48% - Yes
15% - No Preference
11% - Not Really
5% - Definitely No

Would you support a move to upper Plainfield Village, along Rt 2?

29% - Definitely Yes
46% - Yes
13% - No Preference
10% - Not Really
2% - Definitely No

Would you support a move outside of Plainfield Village?

10.5% - Definitely Yes
22% - Yes
13.5% - No Preference
29% - Not Really
25% - Definitely No

What transportation do you use to travel to the Co-op?

34% - Walk
17% - Bike
91% - Car

If you use a car, has finding a parking spot been a problem for you?

- 0% - Always
- 3% - Often
- 10% - Occasionally
- 32% - Rarely
- 49% - Never

Would you like to see information about the financial status of the Co-op?

- 81% - Yes
- 16% - No

If yes, how often would you like to see this financial information?

- 11% - Monthly
- 36% - Quarterly
- 25% - Biannually
- 25% - Annually

If yes, how would you like to see the financial information?

- 42% - Posted in the store
- 57% - Included in the newsletter
- 39% - Annual report

Is a Co-op newsletter useful for you?

- 28% - Definitely Yes
- 51% - Yes
- 10% - No Preference
- 6% - Not Really
- 1% - Definitely No

If yes, what would you like to see in the newsletter?

- 64% - Sales & specials
- 62% - Employee updates
- 70% - New products & services
- 55% - Recipes
- 67% - Articles

How would you like to receive the newsletter?

- 38% - E-mail
- 45% - Mail
- 24% - Co-op website
- 61% - Handout at the store

How often would you like to receive the newsletter?

- 26% - Monthly

28% - Bimonthly
55% - Quarterly

Are you aware of any handicapped access issues?

26% - Yes 26%

(Isles are too narrow, store is too small, bathroom is inaccessible, and the community center isn't accessible)

What time would you like the Co-op to open (current 10am)?

4% - 7am
24% - 8am
35% - 9am
26% - 10am

What time would you like the Co-op to close (current M-F 7pm, Sat 5pm, Sun 4pm)?

6% - 6pm
48% - 7pm
36% - 8pm
7% - 9pm

What products or product lines do you go elsewhere for that you would like to purchase at the Co-op?

Most common answers: Bulk Foods, Fresh Meat & Fish, Gluten-free Products, Alcohol, Cheeses & Yogurts, Freshly Baked Goods, Cafe Food & Drinks, Feminine Hygiene Products, Booth Brothers Milk, Health & Beauty Items, Pet Products, Deli Meats, Prepared Food

If space were not an issue, in what areas would you like to see a bigger selection?

Most common answers: Produce, Bulk Foods, Meats, Cheeses, Health & Beauty, Alcohol

What other products & services would you like to see at the Co-op?

(Chosen from a listing of items)

95 - Seeds
88 - Bakery
79 - Crafts
72 - Coffee Bar
60 - Video
56 - Books
51 - Beer & Wine
49 - Meat
43 - Plants
34 - Food Bar
28 - Classes

Are you a working member?

18% - Yes

77% - No

If not, would you like to become a working member to receive a discount on your purchases?

23% - Yes

37% - No

What would you like the Co-op to be?

2% - Smaller

45% - Same Size

64% - Bigger 64%

How would you see the Co-op serving the community in the next 10 years? What ideas? What visions?

Answers posted at the store at the time. The hand-written results in the surveys exist, but the store posting cannot be found.