

Survey Highlights

What Do Members think?

The recent Co-op survey was designed to invite and measure community sentiment about ways to build a sustainable future for the store. The survey asked about a number of proposals that member-owners made over the summer through an online idea board, at the June community meeting or as part of a member-owner hosted Kitchen Table conversation. Two hundred sixteen (216) members and shoppers took the time to respond to the 19-question survey and many added thoughtful comments.

Shoppers said they spend on average about 30% of their grocery dollars at the Co-op (Median 23%, Mean 31.29%). More than two-thirds (149 people) said they would be willing to spend more in the coming year. 103 people said they could increase their spending by \$100 to \$300 in the coming year, while 46 people said they were willing to increase spending by \$300 or more.

More than half (59%) were willing to start pre-buying their groceries or to increase the amount of their prebuy (15% said they were already pre-buying as much as they could).

More people (36%) favored moving the store to Route 2 to than staying in the current location (27%), but a nearly equal proportion (37%) said they were neutral. This question elicited 124 written comments. An even larger proportion of respondents (43%) favor converting the present building to a community center and moving the store to a location on Route 2, though, again, there were a large number (36%) who were neutral. The option of opening a satellite coffee shop/grocery on Route 2 while maintaining the current store was considered more than we can handle by more than 56%; less than 5% were in favor of this option though 43% were willing to explore it.

To address the annual winter slowdown of sales, 56% of respondents favored opening at noon, though in comments many said they would favor a schedule based on data that measures customer traffic. Hardly anyone (5 people) favored a complete shutdown in the winter.

The option of opening early with coffee and breakfast snacks was not strongly favored, and there were a variety of preferred opening times.

One hundred forty (140) respondents were willing to volunteer for building projects (48), in store work (60), working committees (22) or the board (10). A number of respondents objected to the suggestion that increasing volunteer time would decrease paid staff time.

Nearly half (49.53%) favored exploring consolidation with one or more other cooperatives, and an additional 33.64% were outright in favor.

To see all the answers to the survey, [click here](#), or go to the Plainfield Co-op website.