

**Chico Natural Foods Co-op: 2014 Member Satisfaction Survey Results**  
**Quantitative Summary of Responses by Question**  
**Chico Natural Foods Co-op Member Satisfaction Survey – 2014**  
**385 responses**

**Shopping Patterns**

1. How much does your household spend in an average week on groceries? **Mark (●) one only.**

Under \$50	\$50-\$75	\$76-\$100	\$101-\$125	\$126-\$150	\$151+	Don't Know
8%	19%	23%	17%	17%	16%	1%

2. Where do you spend most of your grocery dollars? **Mark (●) one only.**

33%	a. Chico Natural Foods Co-op	6%	f. Raley's	15%	k. Other: <b>See Appendix B</b>
0%	b. Other food co-op	16%	g. Trader Joe's		
5%	c. S & S Organic Produce and Natural Foods	8%	h. Safeway		
0%	d. Internet/Mail Order	7%	i. Winco		
0%	e. Convenience Store	10%	j. Farmers Market		

3. Where do you regularly purchase the following types of products? **Mark (●) one only.**

<b>Product categories</b>	Buy mostly at Chico Natural Foods Co-op	Buy mostly elsewhere	Don't Buy
a. Grocery items (cereal, juice, canned goods, etc.)	31%	56%	13%
b. Dairy (milk, eggs, yogurt, soy, etc.)	46%	45%	9%
c. Fresh fruits & vegetables	49%	50%	2%
d. Frozen foods	15%	56%	29%
e. Meat, poultry, fish, & seafood	10%	68%	22%
f. Deli/ready-to-eat foods	35%	30%	36%
g. Beer/wine	12%	57%	32%
h. Coffee/tea	39%	51%	10%
i. Bread & bakery	35%	46%	19%
j. Bulk products	68%	25%	7%
k. Supplements/wellness	49%	36%	14%
l. Other, please specify: <b>See Appendix B</b>	49%	22%	29%

4. From the list below, please choose the top five factors you consider when choosing where to shop for groceries: **Mark (●) five only.**

50%	a. Product selection/variety	9%	i. Knowledgeable staff
81%	b. Quality/freshness of products	26%	j. Friendly/courteous staff
64%	c. Prices	22%	k. Availability of brands I/my family likes
38%	d. Location of store/convenience	82%	l. Availability of natural/organic foods
8%	e. Hours of operation	13%	m. Cooperative ownership
15%	f. Atmosphere/ambiance of store	6%	n. Other, please specify: <b>See Appendix B</b>
60%	g. Availability of local foods		
18%	h. Cleanliness of store		

5. How much of your grocery dollars does your household spend at Chico Natural Foods Co-op in an average week? **Mark (●) one only.**

A little (0-25%)	Some (26-50%)	More than half (51-75%)	Almost all (76-100%)	Don't know
38%	28%	19%	14%	1%

6. On average, how often do you shop at Chico Natural Foods Co-op? **Mark (●) one only.**

More than once a week	Once/week	Twice/month	Once/month	Less than once a month
30%	34%	25%	7%	5%

**Satisfaction**

7. Please rate Chico Natural Foods Co-op in terms of how well it is meeting your needs with respect to the following store characteristics: **Mark (●) only one circle per row.**

	Very Well	Well	Somewhat Well	Somewhat Poorly	Poorly	Very Poorly	No Opinion
a. Product selection/variety	21%	41%	29%	5%	2%	0%	2%
b. Quality/freshness of products	51%	41%	6%	1%	0%	0%	1%
c. Prices	9%	34%	36%	13%	4%	2%	1%
d. Location of stores/convenience	42%	26%	17%	9%	4%	2%	1%
e. Hours of operation	59%	33%	5%	1%	0%	0%	2%
f. Atmosphere/ambiance of store	39%	39%	14%	5%	1%	0%	1%
g. Cleanliness of store	43%	38%	15%	2%	1%	0%	1%
h. Knowledgeable staff	43%	39%	11%	3%	1%	1%	4%
i. Friendly/courteous staff	60%	29%	7%	2%	0%	1%	1%
j. Availability of brands I/my family likes	26%	37%	27%	5%	1%	0%	4%
k. Availability of natural/organic foods	64%	28%	6%	0%	0%	0%	1%
l. Availability of local foods	55%	32%	9%	1%	0%	0%	2%
m. Responsiveness to customer feedback	29%	23%	14%	2%	1%	1%	30%
n. Other, please specify: <b>See Appendix B</b>	15%	10%	1%	7%	4%	4%	57%

8. How well does Chico Natural Foods Co-op meet your needs overall?

Very Well	Well	Somewhat Well	Somewhat Poorly	Poorly	Very Poorly	No Opinion
26%	44%	25%	4%	1%	1%	0%

9. Please rate Chico Natural Foods Co-op in terms of how well it is meeting your needs in the following product categories: **Mark (●) only one circle per row.**

	Very Well	Well	Somewhat Well	Somewhat Poorly	Poorly	Very Poorly	No Opinion/ Don't Buy
a. Grocery items	15%	32%	25%	9%	1%	0%	17%
b. Dairy	28%	30%	20%	5%	2%	0%	15%
c. Fresh fruits and vegetables	41%	35%	16%	4%	1%	0%	3%
d. Frozen foods	6%	20%	21%	10%	2%	1%	40%
e. Meat, poultry, fish, & seafood	5%	11%	19%	19%	8%	3%	36%
f. Deli/ready-to-eat foods	18%	24%	16%	6%	2%	2%	34%
g. Beer/wine	11%	16%	20%	6%	2%	0%	46%
h. Coffee/tea	26%	29%	16%	5%	2%	0%	22%
i. Bread & bakery	22%	27%	21%	5%	1%	0%	23%
j. Bulk products	44%	32%	10%	2%	0%	1%	11%
k. Supplements/wellness	24%	33%	13%	5%	1%	1%	22%

10. Are you a Chico Natural Foods Co-op member-owner? Yes No  
 99% 1% **If no, please go to Q12.**

11. How important are these features for shopping at Chico Natural Foods Co-op? **Mark (●) only one circle per row.**

	Very Important	Important	Somewhat Important	Not Important	No Opinion
a. Member-ownership of the business	26%	35%	25%	10%	3%
b. Member-owner specials/coupons/discounts	38%	31%	21%	7%	2%
c. Patronage dividends	17%	24%	30%	22%	7%
d. Member-owner appreciation days	23%	31%	25%	14%	7%
e. Ability to vote for board of directors	13%	28%	26%	20%	12%
f. Other, please specify: <b>See Appendix B</b>	14%	9%	4%	3%	70%

12. Please indicate the extent to which you agree that Chico Natural Foods Co-op: **Mark (●) only one circle per row.**

	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree	No Opinion
a. Works to create a sense of community	43%	38%	11%	3%	0%	1%	5%
b. Promotes environmental stewardship	51%	34%	8%	1%	1%	1%	4%
c. Can be trusted to make ethical business decisions	47%	31%	9%	1%	0%	1%	10%
d. Has a positive influence on my community	54%	34%	6%	1%	0%	1%	4%
e. Is meaningful in my life	38%	36%	14%	3%	1%	1%	6%
f. Has helped <u>me</u> become a better environmental steward	21%	29%	25%	4%	4%	1%	16%

13. Please mark up to **three** social issues that you think Chico Natural Foods Co-op should champion.

**Mark (●) three only.**

27%	a. Promote recycling	14%	g. Provide education on food safety issues
11%	b. Support development of other small businesses	34%	h. Support efforts to protect/improve environment
32%	c. Provide nutrition education	7%	i. Make charitable donations to community organizations
3%	d. Support other co-ops	52%	j. Support GMO labeling
78%	e. Support local, sustainable agriculture	2%	k. Chico Natural Foods Co-op should not champion social or environmental issues
26%	f. Address local hunger problems	4%	l. Other, please specify: <b>See Appendix B</b>

14. How likely is it that you would recommend Chico Natural Foods Co-op to a friend or colleague?

Very Likely	Likely	Somewhat Likely	Somewhat Unlikely	Unlikely	Very Unlikely
76%	15%	7%	0%	0%	1%

15. How would you rate your overall satisfaction with Chico Natural Foods Co-op?

Extremely Satisfied	Satisfied	Slightly Satisfied	Slightly Dissatisfied	Dissatisfied	Extremely Dissatisfied
33%	55%	10%	1%	1%	1%

16. Is there anything else you want to say about Chico Natural Foods Co-op? **See Appendix B**

## Personal Characteristics

17. In your purchasing decisions, which of the following are most important to you? **Mark (●) up to three only.**

62%	a. Certified Organic Products	59%	f. Locally Produced Products
32%	b. Ethical Livestock Treatment	32%	g. Non-GMO Product Labeling
21%	c. Fair Trade	20%	h. Sustainability
12%	d. Food Production Practices	12%	i. Vegan Products
34%	e. Health and Nutrition	10%	j. Other, please specify: <b>See Appendix B</b>

	Male	Female	Other/Transgender
18. What is your gender?	26%	74%	1%

19. What is your ZIP code? **See Appendix B**

20. What is your age range?

18 – 24	25 - 30	31-34	35-39	40-44	45-49	50-54	55-64	65+
7%	11%	10%	10%	7%	6%	8%	24%	15%

21. How long have you been shopping at Chico Natural Foods Co-op?

Less than 1 year	1 – 3 years	3.1 – 5 years	5.1 – 10 years	10.1 – 20 years	20+ years
9%	23%	13%	20%	17%	19%

22. How long have you been a member-owner of Chico Natural Foods Co-op?

Not a member	Under 1 year	1 – 3 years	3.1 – 5 years	5.1 – 10 years	10.1 – 20 years	20+ years
0%	19%	30%	17%	16%	7%	10%

23. Including you, how many of the following live in your household?

	None	1	2	3+
a. Adults (18+ years old)	---	27%	61%	12%
b. Children	70%	16%	10%	4%

24. How far do you travel (one way) to shop at the Co-op?

Less than 1 mile	1 – 5 miles	5.1 – 10 miles	10.1 – 25 miles	25+ miles
20%	53%	10%	11%	6%

25. What is your highest level of education?

0%	a. Less than high school diploma	17%	c. Some college/tech/trade school	35%	e. 4-year college degree
3%	b. High school diploma	10%	d. 2-yr. college/tech/trade school degree	34%	f. Graduate/Professional degree

26. What is your approximate annual household income?

12%	a. Less than \$15,000	15%	d. \$35,000 - \$49,999	13%	g. \$100,000 - \$149,999
11%	b. \$15,000-\$24,999	18%	e. \$50,000 - \$74,999	5%	h. \$150,000 or more
9%	c. \$25,000 - \$34,999	18%	f. \$75,000 - \$99,999		

27. Please tell us your ethnicity:

1%	a. Asian American	1%	d. Other	6%	g. Two or more/multiple race
0%	b. Black or African American	3%	e. Hispanic or Latino(a)		
88%	c. White or Caucasian	1%	f. Native Amer/Alaskan Native		

## Communication

28. How important to you are the following **sources of information** about Chico Natural Foods Co-op?

	Very Important	Important	Somewhat Important	Not Important	No Opinion
a. In store postings (signs, bulletin board, flyers, pamphlets, etc.)	20%	33%	25%	15%	7%
b. Co-op website (including blog)	12%	27%	29%	21%	11%
c. Informal conversations (with co-op board or staff)	14%	30%	29%	19%	8%
d. Formal meetings (annual mtg., Board of Director meetings/listening sessions)	4%	14%	25%	39%	18%
e. Emails	23%	37%	26%	9%	4%
f. Mailings (co-op newsletter, annual report, special mailings)	12%	28%	27%	25%	8%
g. Social media (Facebook, Instagram, Twitter, etc.)	7%	17%	20%	42%	14%
h. Other: <b>See Appendix B</b>	10%	0%	3%	10%	77%

29. Please indicate your THREE preferred ways to get information from Chico Natural Foods Co-op. **Mark (●) up to three only.**

- |     |                           |     |   |
|-----|---------------------------|-----|---|
| 66% | a. In-store postings      | 82% | e. Emails                                       |
| 32% | b. Co-op website          | 39% | f. Mailings                                     |
| 34% | c. Informal conversations | 24% | g. Social media                                 |
| 3%  | d. Formal meetings        | 0%  | h. Other, please specify: <b>See Appendix B</b> |

30. How important to you are the following **types of information**?

	Very Important	Important	Somewhat Important	Not Important	No Opinion
a. Co-op news and information (Board of Directors news, Co-op financial info/reports, etc.)	11%	30%	38%	17%	5%
b. Information about foods and products (health and nutrition info, food production practices, locally produced products, etc.)	42%	42%	12%	3%	2%
c. Social and agricultural issues (fair trade, producer profiles, livestock treatment, etc.)	36%	40%	16%	5%	2%

31. How **satisfied** are you with Chico Natural Foods Co-op's current delivery of this information to you?

	Very Satisfied	Satisfied	Some-what Satisfied	Some-what Dissatisfied	Dissatisfied	Very Dissatisfied	No Opinion
a. Co-op news and information (Board of Directors news, Co-op financial info/reports, etc.)	17%	45%	17%	3%	1%	1%	17%
b. Information about foods and products (health and nutrition info, food production practices, locally produced products, etc.)	16%	44%	24%	6%	1%	0%	10%
c. Social and agricultural issues (fair trade, producer profiles, livestock treatment, etc.)	14%	41%	24%	8%	2%	1%	12%

## Expansion

32. To what degree do you support expansion and/or relocation in the next 3 years?

Strongly Favor	Weakly Favor	Neutral	Weakly Oppose	Strongly Oppose
53%	18%	24%	3%	2%

32a. If **Weakly Oppose** or **Strongly Oppose** at Q32, please explain the reasons you oppose growing the co-op.  
**See Appendix B**

33. The co-op could expand its business in many different ways. Please indicate the **three** most important options to you. **Mark (●) up to three only.**

50%	a. Expansion in current location	47%	e. Open an affiliated business (such as a bakery, urban farm, commissary, etc.)
62%	b. Expansion by relocating the store to a different location	2%	f. This co-op should not expand
42%	c. Opening an additional store or stores	9%	g. Other, please specify: <b>See Appendix B</b>
24%	d. Acquisitions/conversions of non co-op stores		

34. Which of the following outcomes are the most important to you if the co-op expands? Please indicate the **three** most important outcomes to you. **Mark (●) up to three only.**

53%	a. A greater variety of products in the store	15%	h. Creating gathering spaces (e.g., classrooms, dining areas, etc.)
57%	b. New or expanded services in the store (such as a deli, meat counter, bakery etc.)	17%	i. Increasing the co-op's purchasing power
18%	c. Reducing overcrowding	12%	j. Making the co-op more visible in the community
19%	d. Expanding number of living-wage jobs	5%	k. Promoting community economic development
7%	e. Giving more people a chance to join and use the co-op	5%	l. Locating in a neighborhood with complementary retail business
51%	f. Selling more local and/or organic foods	5%	m. Serving new markets/communities
16%	g. Using sustainable building practices and design	5%	n. Other, please specify: <b>See Appendix B</b>



35. How would you prioritize the design features of a new or expanded store? Rank **the three items** that you value the most (1 = most valuable, 2 = second most valuable, 3 = third most valuable). Type/write a 1, 2, or 3 into your top three choices.

The SRC assigned three points to each respondent’s most valuable feature, two points to the second most valuable feature, and one point to the third most valuable feature. *Numbers and percentages in the Totals column reflect weighted results and the total percentage of respondents who chose the feature.*

DESIGN FEATURE	RANK			TOTALS	
	1	2	3	N	%
A more spacious store	417	126	24	567	27%
Co-op cafe or restaurant	195	142	73	410	20%
Additional Parking	132	72	34	238	11%
Preserving the relaxed community atmosphere	96	104	49	249	12%
Green space and/or garden	72	60	23	155	7%
Green technologies and building practices	60	76	43	179	9%
Classroom and/or meeting space	30	26	18	74	4%
Expanded seating area	21	22	16	59	3%
Outdoor seating	12	32	16	60	3%
Attractive street presence	9	14	12	35	2%
Children's area	6	12	3	21	1%
Incorporating art or artist-designed features	0	10	20	30	1%

Note. *n* = 2,077

*Other, see Appendix B*

36. Most successful expansions rely on loans or other forms of investment by a co-op’s member-owners. These loans or investments typically offer a modest rate of return. Please indicate your general level of interest in making a loan or other investment to support a potential expansion project.

Very Interested	Somewhat Interested	Not Sure	Probably Not Interested	Not At All Interested
5%	22%	37%	14%	23%