

CO-OP CUSTOMER OUTREACH SURVEY

Dear Valued Customers,

We would appreciate your input to help us improve the services we offer to our customers and members. In these challenging times, we need to look both to the present and the future, in order to provide you with products and services that you want and need. This survey will help us determine which products and services are most relevant to you and your family. Our ultimate goal is to meet as many of your needs as we can. We would greatly appreciate it if you could take a few minutes to complete this survey.

Please give this completed survey to a staff member or drop off in the Board Suggestion Box. Thank you!

1. Are you a Co-op Member? Yes No

2. How often do you shop at:

	Occasionally	Weekly	Monthly	Once a year	Never
The Co-op					
Grant's					
Beyer's					
Walmart					
Grocery Outlet					
Safeway					
Akin's (Oroville)					
Costco					
Azure (online)					
Other online shopping					
Other					

3. How important are these Co-op products and services to you?

	Very Important	Somewhat Important	Not Important
Dairy			
Produce			
Meats			
Plant-based proteins			
Coffee			
Herbs/ Spices			
Vitamins/ Supplements			
Low Sodium			
Low Sugar			
Personal Care			
Local Products			

4. We are always open to having members volunteer in and around the Co-op. Is this something you'd be interested in doing? If YES, what are your areas of interest?

Yes No _____

5. In your opinion, what additional products can we add to improve your shopping experience? (Mark all that apply.)

	Important	Somewhat Important	Neutral	Somewhat Unimportant	Not Important
Gluten-Free					
Vegan					
Plant-based					
Frozen meals					
Canned goods					
Ready-to-eat meals					
High-protein foods					
Performance foods					
Fair-trade goods					
Housewares					
Other:					

6. In your opinion, how important are member benefits, perks, and rewards?

Very Important Somewhat Important Not Important (I will still shop at the Co-op without having benefits)

7. How important are the following when you make a grocery store purchase:

	Extremely important	Moderately important	Somewhat important	Not important
Cost				
Special Dietary Needs				
Organic				
Local				
Fair Trade				
Other:				

8. In your opinion, how can we increase our customer base?

Optional: provide your name and phone number to be entered in our Gift Certificate Drawing