

# Beabear Co-op

## MEMBER SURVEY

2009

**Please print off and bring to store.**

As a member-owner you know the store well! Beabear Co-op wants to know what you think. Your co-operative is conducting a survey with its member-owners to determine the overall satisfaction level with the Co-op. The information will also be used to assist management and the Board of Directors to make informed decisions as to possible changes and to help shape your Co-op's future direction.

The information you disclose will be kept strictly confidential to ensure your anonymity. The survey will take a few minutes of your time and your participation is voluntary, but greatly appreciated. We would ask that the main grocery shopper in your household fill out this survey.

**COMPLETE THE SURVEY FOR A CHANCE TO WIN A CO-OP GIFT CERTIFICATE VALUED AT \$50.**

**To enter your name for a chance to win, please complete the survey before end of day on June 12th. Give your completed survey to one of our cashiers for a ballot to enter the draw. The draw will be held from all completed surveys on June 15th.**

### Shopping Patterns

**1. How much of your grocery dollars does your household spend at Beabear Co-op in an average week?**

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

**2. On average, how often do you shop at Beabear Co-op?**

- More than once/week       Once/week  
 Every other week       Once/month       Less than once/month

### Satisfaction

**3. From the list below, please choose the top five factors you consider when choosing where to shop for groceries:**

- |   |  |
|---|--|
| <input type="radio"/> Product selection/variety     | <input type="radio"/> Knowledgeable staff                      |
| <input type="radio"/> Quality/freshness of products | <input type="radio"/> Friendly/courteous staff                 |
| <input type="radio"/> Prices                        | <input type="radio"/> Availability of brands I/my family likes |
| <input type="radio"/> Location of store/convenience | <input type="radio"/> Availability of natural/organic foods    |
| <input type="radio"/> Hours of operation            | <input type="radio"/> Cooperative ownership                    |
| <input type="radio"/> Atmosphere/ambiance of store  | <input type="radio"/> Other (please specify): _____            |
| <input type="radio"/> Cleanliness of store          |  |

**4. How important are the Co-op flyers in your weekly grocery shopping?**

- I never refer to them       I always refer to them  
 I sometimes refer to them       I use them in deciding what to buy every week

**5. Do you regularly consult the e-Flyer for weekly specials?**

- I am not signed up to receive the e-Flyer.       I always receive and refer to the e-Flyer.  
 I receive the e-Flyer but do not consult it.       I prefer to use the paper flyer.

**6. What is most important to you in your shopping at Co-op? Rate according to your level of agreement (1 is "Don't agree at all", 5 is "Agree very much" and 6 is "No Opinion"):**

- 1  2  3  4  5  6      - Knowing I am getting the best overall value on my food purchases compared to other retailers  
 1  2  3  4  5  6      - Buying weekly specials  
 1  2  3  4  5  6      - Supporting a community owned and operated business  
 1  2  3  4  5  6      - Supporting local and Atlantic producers

- 1  2  3  4  5  6 - I believe in the Co-op way of doing business – ensuring fair grocery pricing in the community, money stays in the community, open membership to anyone

**7. Rate each of the following statements according to your level of agreement (1 is “Don’t agree at all”, 5 is “Agree very much” and 6 is “No Opinion”):**

- 1  2  3  4  5  6 - My Co-op helps keep retail prices fair  
 1  2  3  4  5  6 - My Co-op contributes to the communities it serves  
 1  2  3  4  5  6 - My Co-op is important because of the products and services it provides  
 1  2  3  4  5  6 - My Co-op makes me feel proud to be a member-owner

**8. As a member-owner, how important are these features for shopping at your Co-op?**

	Not Important	Somewhat Important	Important	Very Important	No Opinion
- Member-ownership of the business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Member-owner specials / coupons / discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Patronage refund / rebates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Member-owner appreciation days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Ability to vote for Board of Directors / or to become a Board member	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- Other (please specify): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**General Questions**

**9. Please select up to three social issues that you think Beaubear Co-op should champion:**

- |  |   |
|--|---|
| <input type="radio"/> Promoting recycling  | <input type="radio"/> Addressing local hunger problems                        |
| <input type="radio"/> Support development of other small businesses                | <input type="radio"/> Providing education on food safety issues               |
| <input type="radio"/> Providing nutrition education                                | <input type="radio"/> Supporting efforts to protect/improve the environment   |
| <input type="radio"/> Supporting other co-ops                                      | <input type="radio"/> Making charitable donations to community organizations. |
| <input type="radio"/> Supporting local, sustainable agriculture                    | <input type="radio"/> Other (please specify):<br>_____                        |
| <input type="radio"/> Our Co-op should not champion social or environmental issues |   |

**10. a) Do you attend the Annual General Meeting of your Co-op?**

- I attend the annual meeting on a regular basis       I have never attended the annual meeting  
 I have attended one or two annual meetings

**b) If you do not attend the Annual General Meeting of your Co-op, please indicate the main reason(s) why:**

\_\_\_\_\_

**11. What is your gender?**     Male     Female

**12. What is your age group?**  18-24     25-34     35-44     45-54     55-64     65+

**13. How many people are in your household?**  1-2     3-5     6 or more

**Thank you for your time and comments!**

We truly appreciate your input!