

## Co-op Member and Other Customer Survey Nov 06

### Overview (refer to spreadsheet for statistical survey findings):

*Total of 66 survey forms completed by participants; 49 members, 16 non-members & 1 unknown. Score tables cover: respondent age spread (w. pie chart), gender representation, postcode spread, co-op service, products, pricing, education & member communications (w. bar chart), product preferences (w. bar chart), membership reasons (w. bar chart), newsletter content preferences (w. bar chart), non-member incentives (w. pie chart) & volunteering, website usage & class attendance. Survey statement tables show abbreviated statement, averaged score (sum of all numerical ratings divided by sample), sample size and 'qualitative' score (S) rating. For every survey statement, no. of unknown replies deducted from 66 to give sample. Score rating created as quick reference to aid further action (if any) on co-op matters. Averaged scores of 2.21-2.75 denotes mild disagreement, 2.76-3.25 neutral/no change rating, 3.26-3.80 mild agreement/bit more of this, 3.81-4.35 agreement/more of this, 4.36-5.00 strong agreement. All responses to statements ranged from lowest of 2.53/54 (mild disagreement) for special delivery services and shopping assistance to highest of 4.62 (strong agreement) for organic food & staff friendliness. Respondents strongly supported supplies of fruit & vegies but were neutral on availability of frozen or organic meat produce. Being part of a co-operative was greatest reason for membership. Most respondents had not seen the website and very few had attended or even knew about co-op classes. Respondents were generally neutral on usefulness of either of these.*

*What follows below are comments, suggestions, ideas, praise etc. grouped under the section to which they best belong followed by a number in parentheses, eg (2), denoting the no. of respondents who raised that or a very similar issue.*

### Service

Love Co-op (5), great atmosphere (5), place of belonging (4)  
Great/helpful staff (10), hardworking & most obliging (1),  
Great service (3), preferable none rushed approach (1)  
Very child friendly (1)  
Appreciate longer opening hours during weekends (1)  
Appreciate all time & energy spent researching/sourcing co-op items (1)  
Staff off-hand – less cheerful & enthusiastic than IGA staff (1)  
Background music sometimes frantic (1)  
Feel ignored/unwelcome by staff; whilst being served staff talk to other, more regular customers (1)  
More customer service staff training (1)  
Long wait at counter to be served when busy (1)  
Introduce community home delivery by retailer partnership using bio-diesel vehicles (1)  
Home delivery only if ill (1), only if aged/disabled (2)  
Limited assistance for those in wheelchairs (1)  
Impressive window displays (2)  
Lovely flowers, fruit, plants & coloured mat around entrance (1)  
Mark's massage very healing (1)  
Sue, Douglas & Robi v. knowledgeable about fruit (1)  
Need for resident naturopath w. knowledge of herbs/homeopathics/vitamins to aid selection (1)  
Useful to be able to ask someone questions on products without bothering other busy staff (1)

### Products

Great co-op recipes – could publish own (1)

Better range of local organic fruit & vegies (3)  
Wider range of grain flours & leafy vegies eg. Kale, oats. Millet (1)  
Shortages of whey powder, pears, pineapples, figs, Oolong tea, buckwheat (1)  
Stock shortages eg. henna & tampons for long periods (1)  
Rechargeable batteries plus charger, rechargeable torches (1)  
Don't stock other sustainable living items – leave to specialists in field (1)  
Alternative packaging of items (1)  
More meat availability (1)  
Offer non-frozen meat, chicken & fish (1)  
More fruit tree seedlings (1)  
Organic foods from food forest administered by Co-op (1)  
More small, gift items (1)  
Greater range of juices (1)  
Greater range of value added pickles/jams/preserves (1)  
Offer hazelnuts (1)  
More organic bulk goods eg beans, dulse seaweed, licorice root, green stena powder (1)  
More non-mainstream health items eg. Nutritech (1)  
Too many mainstream brands already available at other shops (1)  
More pre-prepared meals, fresh/frozen (1)  
Less packaged goods (1)  
Source locally produced items as far as possible (1)  
Offer bulk bicarb & triple strength vinegars for cleaning (1)  
Offer carob coated bananas (1)  
Avoid cling wrap around vegies – contaminating xenoestrogens in plastic (cut halved items on demand (1)  
Offer black sesame oil, bulk herb teas & Ayurvedic products/books (1)  
More self-serve dry goods (1)  
Source luxuries eg. cosmetics, incense, vitamin tablets from local rather than overseas suppliers (1)  
Accept only Fair Trade items from overseas (2)  
More knowledge of fruits would increase buyer/seller opportunities (1)  
More Spiral brand macrobiotics NOT substitutes from China – quality uncertain (1)  
Better range of books (2), healthy lifestyle/organic living & ethics (1)  
Greater range of Nancy Evans products (1)  
Continue selling Eco Yorn tampons NOT rival Naturacare (1)  
Shameful selling of toxic medicines/chemicals at high prices – no need if organic food so good (1)  
*[Only Fair Trade coffee should be sold at Upfront Club (1)]*

## **Pricing**

Expensive Kiwi fruit (1)  
Overpriced organic fresh foods (3), bit more expensive than other places (2)  
Lower prices instead of more debt (1)  
Focus on cheaper rather than more luxury items (2)  
If fresh food prices lower, more would buy enabling purchase of larger supplies at less cost (2)  
Offer promotional items each month with 10% discount (members?) (1)

## **Education**

More info. on health supplements (1)  
More info on sustainable lifestyles for new member residents (1)  
Welcome to Maleny pack for new residents (1)  
More info. on renewable energy systems & use (2)

More info on water saving (1)  
Host promotional evenings on new products combined w. member social evening (1)  
Better signage to promote & explain new product (1)  
Compile 'folder' on products, their ingredients, country of origin, uses, certification as at Forest Glen Organic Oasis (1)  
If no organic labelling, eg. with nuts, are items assumed to be non-organic? (1)  
Only email notices etc. once per week or fortnight (1)  
Poorly educated members/customers/suppliers (ethical/sust. products) will give poor guidance (1)

### **Newsletter**

Invaluable (3); fabulous & getting better (2)  
Thanks to all for this publication (2)  
Appreciate research efforts behind articles (1)  
Activism/stimulation of utmost importance (1)  
Enable members to submit articles (2), introduce letters to editor (1)  
Include +ve stories on worldwide community groups who help make healthier environments (1)  
More on healthy lifestyle topics (1)  
More on permaculture & LETS (1)  
More on herb growing/healing (1)  
More on Ayurvedic culture and cooking (1)  
More on local food networks & sustainability worldwide (2)  
More stories from co-op consigners (1)  
Too much space to self-appointed experts – need wider view representation (1)  
Less on astrology (1)  
Promote 'product-of-week' (1)  
Best to inform on sales/promotions by Newsletter & shop notices

### **Website/Email**

Email cost effective but impersonal (1)  
Some members cannot afford Internet (1), Don't own computer (3)  
Already get too many emails (1)  
Don't use email for advertising (1)

### **Classes**

Can only attend evenings & weekends (1)  
Better class publicity in TRN & sandwich board outside co-op (1)  
Info. sessions on herb gardening, gluten free cooking, balanced vegetarian diets (1)  
Bring back spring workshops or co-op education weekend (1)  
Host talks by health professionals open to public/members (1)

### **Membership & Volunteering**

Privileged to be member (1)  
Co-op actions guided by member needs/aspirations rather than customers/suppliers (1)  
Need for updated members list (1)  
Run volunteer recruitment drive or half day workshop few times a year (1)  
Offer incentive of cheaper fresh produce sourced from local food forest (1)

## **General**

Generous opportunities for local suppliers (1)

Need for more space in shop (7), more cold storage space (1)

Congratulations to Directors' Board (1)

Grateful for this first Co-op (1)

Astonishingly low staff turnover measure of success of recruitment process (1)

More prominent display & invitation to participate in this survey (1)

Consider weekly/monthly in-season fruit/vegies/bulk item supply at special rate for pre-payment - members still collect produce set aside at shop (1)

Need for more art work displays (1)

*[Hazardous corner platform in club – enclose w. fence w. entrance as for other platform (1)]*

Need for more shelving or renovation (1)

Products displayed behind serving counter awkward to see (1)

Board considers Quality Assurance (1)

Consider partnerships with other ethical product suppliers eg Biolytix (1)

Bigger co-op suppliers have likely advantage over smaller consigners (1)

Need greater commitment from larger no. of producers (1)

Bring back organic wine club (1)

Co-op worse than Woolies (selling medicines) (1)

## **Club Management**

Some staff representation on Board (1)