

**HORNBY ISLAND CO-OP
UPSTAIRS DOWNSTAIRS
SURVEY 2012**



We would like the opportunity to serve our membership and community better and would greatly appreciate your feedback. Bring your completed survey to the Customer Service counter by February 16th, and you can enter to win a \$25 Co-op Gift Card.

- 1.** What percentage most closely describes how much of your grocery shopping you do at the Co-op?
a. 0-25% b. 26-50% c. 51-75% d. 76-100%

- 1B.** What percentage of your general merchandise needs do you purchase downstairs?
a. 0-25% b. 26-50% c. 51-75% d. 76-100%

- 2.** When you shop elsewhere, what most closely describes your motivation?
a. convenience (e.g. you happen to be in town and might as well shop there)
b. cost
c. atmosphere
d. selection

- 3.** What do you most appreciate about the Co-op?

- 4.** What do you least appreciate about the Co-op?

- 5.** How would you categorize the *selection* of food items you find upstairs at the Co-op?
a. poor, limited b. average, acceptable c. excellent, extensive

- 5B.** How would you categorize the *selection* of general merchandise products you find downstairs?
a. poor, limited b. average, acceptable c. excellent, extensive

- 6.** If you answered *a)* or *b)* to question #**5**, what do you see as lacking, or what would you like to see that is not currently there?

- 7.** What items do you regularly purchase elsewhere? Why?

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8. Have we provided adequate channels for you to communicate your needs?
a. poor, limited b. average, acceptable c. excellent, extensive
9. If you answered *a)* or *b)* to question #8, do you have any suggestions for how we could improve?
10. Please indicate your age range.
a. under 19 b. 19-29 c. 30-45 d. 46-60 e. over 60
11. How many people are there in your household?
12. During the quiet season (i.e. October – May), how often do you shop at the Co-op?
a. less than once per month
b. 1-5 times per month
c. 6-15 times per month
d. more than 15 times per month
13. During the busy season (i.e. June-September), how often do you shop here?
a. less than once per month
b. 1-5 times per month
c. 6-15 times per month
d. more than 15 times per month
14. Approximately how much do you spend when you shop here?
a. in a day \$ _____
b. in a week \$ _____
c. in a month \$ _____
15. Do you seek out Sale items?
a. always b. often c. rarely d. never
16. Has our monthly flyer influenced your shopping?
a. always b. often c. rarely d. never
17. Does our new Weekly Buys ad sheet influence your shopping?
a. always b. often c. rarely d. never

Thank you for taking the time to fill out our survey.

Return this to the customer service counter by February 16th for a chance to win a \$25 Gift Card.

NOTE: *A printable copy is available on our web site @ www.hornbyislandcoop.ca/*