

# 2023 WILLY STREET CO-OP OWNER SURVEY: THE RESULTS

Here are the results of our February 2023 Owner Survey. As usual, we didn't share the results of the demographic-type questions—age, income, background, etc. Thanks to all 1,249 Owners who filled it out! Your survey responses (along with those submitted via Customer Comments, emails, our newsletter and through social media) help us make a better cooperative. Accompanying these survey results is an article where we outline what steps we are taking due to the feedback you have provided; we hope that we address the concerns you raise and live up to your very kind praise. Response order has been changed to put highest proportion of responses first. Due to rounding, not all percentages may add up to 100%.

## 1. How important is it for you to receive information about Willy Street Co-op (including changes to hours, new services, sales, etc.) in the following ways?

	Extremely	Very	Somewhat	A little	Not at all
Co-op Newsletter (The Reader)	28.3%	37.0%	22.8%	8.8%	3.1%
Emails	18.3%	33.8%	26.7%	11.9%	9.3%
In-store postings (signs, flyers, pamphlets, etc.)	14.1%	31.5%	31.3%	18.0%	5.0%
Co-op website	13.7%	27.9%	27.3%	20.9%	10.2%
Social media (Facebook, Instagram, Twitter)	11.3%	24.1%	20.6%	14.5%	29.5%
Mailings (annual report, special mailings)	11.1%	22.5%	30.4%	18.9%	17.1%
Annual Meeting and Board meetings	6.3%	13.6%	22.7%	26.3	31.1%
Informal conversations with Board members/staff	5.2%	15.7%	22.9%	24.2%	32.0%

## 2. How satisfied are you with Willy Street Co-op's communication regarding changes to hours, new services, sales, etc.?

	Very Satisfied	Satisfied	Somewhat Sat.	Neutral	Somewhat Unsat.	Unsatisfied	Very Unsatisfied
Frequency	26.9%	41.2%	13.1%	13.8%	3.1%	1.0%	0.9%
Content	27.2%	41.1%	11.3%	12.5%	4.1%	2.3%	1.5%

## 3. Which three factors, if implemented, would cause you to do more of your grocery shopping at Willy Street Co-op? (Choose up to THREE.)

Offering more lower-priced products	51.2%	Improved store atmosphere/ambiance	9.4%
Improved product selection/variety	32.3%	More national brands (e.g., Kraft, Kellogg's, etc.)	9.0%
Increased selection of local products	30.8%	Improved store cleanliness/condition	8.6%
Increased selection of natural/organic products	21.5%	Already spend 100% of my grocery dollars at the Co-op	5.7%
Improved product quality/freshness	19.5%	More knowledgeable staff	5.7%
More convenient hours of operation	10.7%	Increased responsiveness to customer feedback	4.5%
Friendlier/more approachable staff	9.6%	Other	16.9% (see below)

Top responses for "other" include more vegan grocery and Grab & Go products, more gluten-free offerings at lower prices, expanded bulk and low-waste product offerings, expanded hot bar offerings, expanded wellness department.

### The Co-op's mission and vision are:

**Vision:** Willy Street Co-op is a local community partner that nourishes a sustainable, accessible, and equitable food system where everyone can participate.

**Mission:** Cultivate and empower community, customers, employees, and suppliers through cooperative principles and practices.

## 4. Please rate how well Willy Street Co-op lives up to the qualities mentioned in our mission and vision.

Very Well	Well	Somewhat Well	Neutral	Somewhat Poorly	Poorly	Very Poorly
37.1%	33.6%	14.4%	9.3%	3.6%	0.8%	1.2%

## 5. Do you have any comments to share to explain why you gave the answer you did above?

Top reasons respondents cited were our transparent, hands-on work over the years with vendors and food system providers; our commitment to Fair Trade products and practices; and our commitment to accessible food through our Double Dollars program, our Access Discount, and partnerships with local food pantries.

## 6. How well does Willy Street Co-op prioritize diversity, equity, and inclusion (DEI)?

Very Well	Well	Somewhat Well	Neutral	Somewhat Poorly	Poorly	Very Poorly
25%	31%	16%	19%	6%	1%	2%

## 7. Do you have any comments to share to explain why you gave the answer you did to the preceding question?

Most comments tended to mention one of these two sentiments: "the Co-op is doing well and I recognize that you are taking conscious efforts to keep raising the bar in this area of our business" and "I don't see a diverse staffing pool. What is hindering progress in this area?"

**8. Which three social issues are ones you think Willy Street Co-op should prioritize to the possible deprioritization/detriment of other areas? (Choose up to THREE.)**

Support local, sustainable agriculture 57.2%

Promote sustainable food and product packaging/recycling 53.2%

Address local hunger problems 33.8%

Support development of small local businesses 29.9%

Support efforts to protect/improve the environment 26.7%

Provide nutrition education 20.7%

Support other co-ops 13.1%

Provide education on food safety issues 12.3%

I don't recommend any changes to the priorities of the Co-op 3.5%

Other 3.4% (see below)

*The most frequent "other" response was to reduce food prices on more basic food categories to be inclusive to customers at all socioeconomic levels.*

**9. In what ways would you like to engage with the Board of Directors? Please check all that apply.**

Board articles in the *Reader* 41.2%

I don't feel a need to engage with the Board of Directors 30.1%

Listening sessions at the stores 21.7%

Co-op community dinners 20.5%

Owner focus groups on current topics and issues 19.1%

At discussion sessions during the Annual Meeting 17.5%

Attendance at Board meetings 10.4%

Other 2.5% *No one consistent theme emerged from these responses.*

**10. What are the top three reasons you are a Willy Street Co-op Owner? (Choose up to THREE.)**

To support local food growers 56.5%

To support a local grocer 48.4%

To have access to certain products not available elsewhere 41.3%

A belief in Willy Street Co-op's mission/vision 40.8%

To receive the Owner sales and discounts 31.9%

A desire to join a cooperative 19.7%

Its convenient locations 13.3%

To interact with like-minded people 12.9%

Other 2.5% (see below)

*The top "other" reason was an appreciation that we didn't just financially support our community but that we're also active participants.*

**15. Is there anything else that you'd like to tell us?**

*Top comments included an appreciation for our staff and the Co-op at large, requests to continue looking at ways to reduce prices where possible, suggestions or requests for future store locations, and specific product requests.*