

## November 2018 Membership Survey Responses as of 11/10/18

### Q1 This is how I rate my reasons for supporting the Anacortes Food Coop...

Answered: 55

Skipped: 1

	RATED	1	2	3	4	5	Total Score
It is community owned and democratic	30%	37%	21%	12%	0%		
		13	16	9	5	0	43
It has the healthy products I am looking for	11%	21%	36%	32%	0%		
		5	10	17	15	0	47
It supports local farmers, producers and crafters	48%	20%	15%	13%	0%		
		22	9	7	2	6	46
Has good customer service and shopping exper.	0%	16%	26%	42%	16%		
		0	8	13	21	8	50
Other	4%	0%	4%	4%	88%		
						25	

### Q2 Generally, I would be willing to increase the amount of purchases I make at the Anacortes Food Coop by...

Answered: 55

Skipped: 1

\$5-25 a week	30	54.5%
\$25-50 a week	11	11%
\$50-100 a week	0	0%
More than \$100	2	2%
Don't know	12	22%

#### Comments- I'd shop more if...(25)

- Gluten free pie shells for Holiday baking, from 5B's. Perhaps some GF Holiday pies to order?
- Goat kefir, more gluten free products
- I have been spending about as much as I will be able to spend every week at the co-op since it opened.
- more ready to eat products available means I could get lunch there.
- it had a lot more selection and bulk food choices
- Bulk food like pasta, grains, beans. Less prepared foods.
- They carry avocados all the time, ripe & green
- Add bulk products for dry goods
- There was more attention placed on fresh fruits and vegetables, and less on trying to be a full grocery store.
- Broader selection. Bigger space (which I know means more investment).
- I only visit Anacortes occasionally
- I will spend more when I am working again. Beginning of 2019
- Gallon milk (I know space is probably an issue)
- Bulk items. Such as beans, rice,
- Things were kept in stock well and no plastic for produce
- More produce and dairy choices, more specialized local products that can't be found easily elsewhere
- Produce was fresher
- As the coop does not have a complete range of offerings, I still tend to use Market for one stop shopping.
- They offered niche products that can't be offered elsewhere in Anacortes, and if produce was not more expensive than grocery stores
- Produce kept better -- I know this is a challenge! I try to make my purchases from you, but in this area quality is paramount
- Wider selection of products; hard for a small space.
- fresh produce, not in plastic and stuck in fridge.
- I'm in everett, but I wanted to support the co-op by my membership and every time I'm in anacortes I shop there.
- had more kinds of chips

**Q3 I plan to order bulk purchases by signing up for the amount I want to buy (buying club).**

Answered: 55	Yes	4	7%
Skipped: 1	No	23	42%
	Didn't know about	28	51%

**Q4 I am willing to change my shopping habits to better support the Anacortes Food Coop (such as buying different brands).**

Answered: 53	Yes	42	79%
Skipped: 3	No	11	21%

[Comments](#)(13)

- If whole food, minimal packaging, organic. Many foods on shelf are processed
- We prefer Namaste products because person in our family has potato starch sensitivity. So any flour which uses tapioca or corn starch instead of potato.
- I want organic and I do look for good prices.
- If it's not too expensive and fits in our budget.
- I'd like to get info on what is coming in and when so I can plan. It seems sometimes things are a bit random or more expensive so I can't fit it in my plan at the end.
- Depends on value of product.
- I already do all my shopping there
- I have allergies that not all brands meet
- Probably wouldn't buy canned goods or packaged products at the Coop since they are a lot cheaper elsewhere and not particularly local
- Unsure
- I've been doing this already, so not much change is likely.
- parking is a issue for me
- I already do that now

**Q5 I think it's important to have a cafe and prepared food outlet at the Coop.**

Answered: 50	Extremely important	4	7%
Skipped: 0	Very important	6	11%
	Somewhat important	18	32%
	Not important	28	50%

[Comments](#)(13)

- I'd like to see this, but first priority would be to have the food co-op survive and grow.
- Draws more business - extends shopping times. ALSO, LOVED that GF macaroni and cheese dish and smoothies. This is not something I would use much myself, but if it is the key to keeping in business, then I think it is extremely important.
- Prepared food is hard when getting going due to waste. That's a hard one.
- f the focus was on better hours, plain coffee and a healthy breakfast treat for starts. Ice cream should be included, since Mad Hatter is closed for the season. You need to promote and advertise better.
- I love the idea. Rachel's didn't appeal to me re: the food that was offered, but I loved the energy.
- I do not think the coop is large enough to support this at this time. Unless it was something very small like coffee and healthy bagels and pastries or grab and go items that required very little prep. I don't think the staff needs additional work of making food and having extra product to sell risking waste and then loss
- It was the only place in town I could get organic, plant-based food
- Nice option but not crucial, maybe could have baked goods and coffee?
- Juice bar
- Having scratch soups would be very attractive to je
- Did Rachel's bring in shoppers who then also shopped the grocery?
- I think prepared sandwiches or salads in the cooler would be good.

**Q6 I would be willing to volunteer at the store, serve on the board or help with a committee.**

Answered: 55	Yes	7	13%
Skipped: 1	No	27	49%
	Maybe	21	38%

[Comments\(7\)](#)

- I will be out of town for the next two months. Will contact when my schedule opens. Would love to see a sign-up clipboard at the front desk with a four hour increments
- Help a committee.
- I could help with the books if needed. I run a federal credit union and am a cpa.
- I already do and love it
- Am already over-extended with volunteer work
- Depends on the amount of time involved
- Help with a committee
- As a writer-editor, I can help with communication and marketing.

**Q7 I am willing to make a donation to our capital fund.**

Answered: 56	Yes	7	13%
Skipped: 0	No	23	41%
	Maybe	26	46%

**Q8 The location of the Anacortes Food Coop affects my ability or interest in shopping there.**

Answered: 56	A great deal	8	14%
Skipped: 0	A lot	6	11%
	A moderate amount	10	18%
	A little	8	14%
	None at all	24	43%

[Comments\(13\)](#)

- How to advertise to get tourists to come in?
- It seems a bit out of the way even though it's on Commercial Ave. I wish it was closer to the shopping district.
- for me, it would be a destination rather than something I would stop at driving by.
- It's hard to go as it's out of the way on my normal errands. If it were closer to the other 2 grocery stores I think I could use it more. Wondering about combining with the Anacortes Food and Nutrition Store?
- Central location is great, but doesn't feel visible.
- It used to but not anymore
- live in Oak Harbor
- Only requisite was to be in Anacortes but I do think current location visibility and parking and space isn't good
- It's convenient for me where it is
- Handier than Old Town. But traffic and lack of parking could deter some. I don't let it stop me from shopping.
- I live on Guemes Island.
- Parking
- I appreciate that it's downtown but would understand if it needed to move to a less expensive location.

**Q9 I am interested in promoting the Anacortes Food Coop and recruiting new members.**

- Answered: 51
- Skipped: 5

Yes	26	51%
No	25	49%

## Comments(10)

- I already do this by recommending to friends, etc.
- Building my own new business at the moment
- Not sure what I could do.
- You need to do a great deal of cleaning up before trying to find new members. What do you have that people really need and isn't available in town?
- Maybe
- I do constantly! So many people are still unaware that it exists, or they go once, can't find what they want and then never return.
- Simply by telling people I know about the store
- I do tell people about it
- I've been making efforts all along.
- I'd like more member participation

## **Q10 There are too many natural food shopping alternatives, and I question whether a small co-op can work in Anacortes.**

- Answered: 55
- Skipped: 1

A great deal	1	2%
A lot	4	7%
A moderate amount	14	25%
A little	18	33%
None at all	18	33%

## Comments(11)

- The "natural food" shopping alternatives in the two grocery stores are not the greatest quality nor always local and don't have the variety that the Anacortes Food Coop already has. The only other alternative is to go to Mt. Vernon co-op but I'd rather spend my money in Anacortes if a Food co-op is available.
- I prefer choice, which is what our Co-op offers. I like the fresh produce.
- I travel a lot and there's not enough high quality whole food here. I also shop at the market in Anacortes but only for foods I cannot find at the co-op. What I look for at the co-op is high quality foods to maintain my health. This includes locally made or grown minimal preparation whole foods
- here.
- Has consideration be made to join with Skagit Valley Coop? Perhaps as a second store?
- I love the idea of a coop, but I also want to support The Market as the alternative to Safeway that carries much of the food I eat. (Whole, unprepared ingredients.)
- I'm glad there are so many choices.
- There is more variety elsewhere which makes it easier to shop elsewhere.
- I question what is meant by "natural" food shopping alternatives?
- It's a real niche that can be served here. Our other grocery options are not fantastic.
- Unless the prices are competitive, this is a problem
- I fervently believe in this (we've always wanted one here). Any new business struggles to establish itself without venture capital.