



SHOPPER SURVEY #1

What We Learned From You!

Back in February, we sent out a survey to find out more about why you shop at City Center Market. We heard from 218 of you and we learned great things – thank you! Here are the highlights:

How often do you shop at City Center Market?

78% of respondents shop twice a month or more often. Thank you for that! And – we’d love to hear from those of you who shop less often – what can we offer to encourage you to shop here more?

What types of products do you buy here the most?

Produce received the most votes, packaged groceries came in second. We’re wondering – co-ops, in the past, have been known for their bulk departments. Bulk department sales are declining though in many stores, including ours. There are many good reasons to shop bulk – what are the reasons we don’t shop bulk more?

What one thing would you like to change about City Center Market?

There were many, many great comments and ideas here. When we group the comments into broad categories, here’s how it breaks down:

- Products or types of products – 36 suggestions
- Prices/discounts/sales – 27 suggestions
- Deli – 36 suggestions
- Bigger store/more space – 31 suggestions
- Miscellaneous – 20 suggestions (*these ranged from “get rid of plastic bags” to “fix up the west side of the store” to “open at 6am”*)
- I wouldn’t change anything! – 36 comments

We are taking your suggestions seriously. Here are a few changes we’ve made already.

In the Deli:

- We’ve added several vegetarian, vegan and gluten-free salads, sandwiches/wraps and desserts. We’ll keep looking for more.
- Soups are now available in containers in the cooler, so you can purchase them any time.
- We’ve started noting the organic ingredients on our food labels
- Starting in May, we’re bringing back the Blue Plate Special on Mondays & Tuesdays – a daily chef’s choice “hot dish”.

Improve the Senior Discount availability:

Right now our senior discount is available from 8-10am Monday-Friday, on the theory that seniors like to get their shopping out of the way early in the day. However, in response to these

comments, we'll try designating 1 full day as senior discount day – this day will be Tuesday! We'll start this on May 2.

Offer classes:

This was mentioned often, and we hear it from shoppers often in the store as well. So – we're offering four classes this spring. Two have already taken place, and been well-attended! Two more are coming up. See the announcements in this newsletter and our website for details (www.citycentermarket.coop).

Prices/discounts/sales:

Some of you noted that prices can be an obstacle for you buying more at the Co-op. We're always looking for ways to help you save money, without endangering the financial stability of our business. The 2-day Spring Sale that just ended enabled many of you to purchase ground beef at a great price, as well as several other items. And note the bulk sale going on now – get 20% off 25pound bags of flour, rice and other essentials.

Watch our website, the store announcements board and our Facebook page to responses to specific questions. If you would like more specific information, please call Gayle Cupit (763-689-4640).

And – we want to hear more! A second survey is now out. We gave away a \$100 gift card to a lucky respondent to the first survey, we'll do the same with the second survey. Help us make City Center Market better and better. Thank you!