

Summary of Waiwhetu F&V CO-op Survey results

In our pre-Christmas email we included a link to a Mailchimp survey (<https://www.surveymonkey.com/r/FV9FPBP>) to get feedback on how we operate and to help with our 2017 planning. 54 people responded to the survey, which compares favourably with our weekly order numbers of around 200. The full results are also available, via our web page.

Most people who responded buy every week, have been buying for more than 6 months and see value for money as important, as in the first three tables.

How often do you buy from the Fruit and Vegetable Co-op?	Total responses
Every week	47
Less than once a fortnight	2
Once a fortnight	3
Seldom	1

How long have you been a member of the Fruit and Vegetable Co-op?	Total responses
2 months or less	5
6 months or less	19
More than 6 months	30

Why do you purchase from the Fruit & Vege Co-op?	Total responses
Convenience	31
Value for money	50
Variety	26
Surprises each week	34

Are there any fruit or vegetables you'd like more or less often? A wide range were mentioned here, often under both headings, so it largely comes down to personal preferences. Here are the items that were mentioned by more than one responder.

More often	Total mentions	Less often	Total mentions
bananas	6	Potatoes	6
apples	4	onions	5
carrots	4	beetroot	3
potatoes	4	Cabbage	3
broccoli	3	kiwifruit	3
strawberries	3	Lettuce	3
tomatoes	3	Oranges	3
onions	3	apples	2
kumara	2	eggplant	2
spring onions	2	kumera	2
		Leeks	2
		pears	2

There were a wide range of responses to the final "how can we improve" question, as you'll see from the full results file. Of the 37 who answered the question 21 (57%) were happy and complementary; The rest made useful comments that we'll definitely think about, but there are no real patterns. For example 4 suggested pick-up time changes, but for different times.