

Customer Survey

Our
shop



September 2020

How....

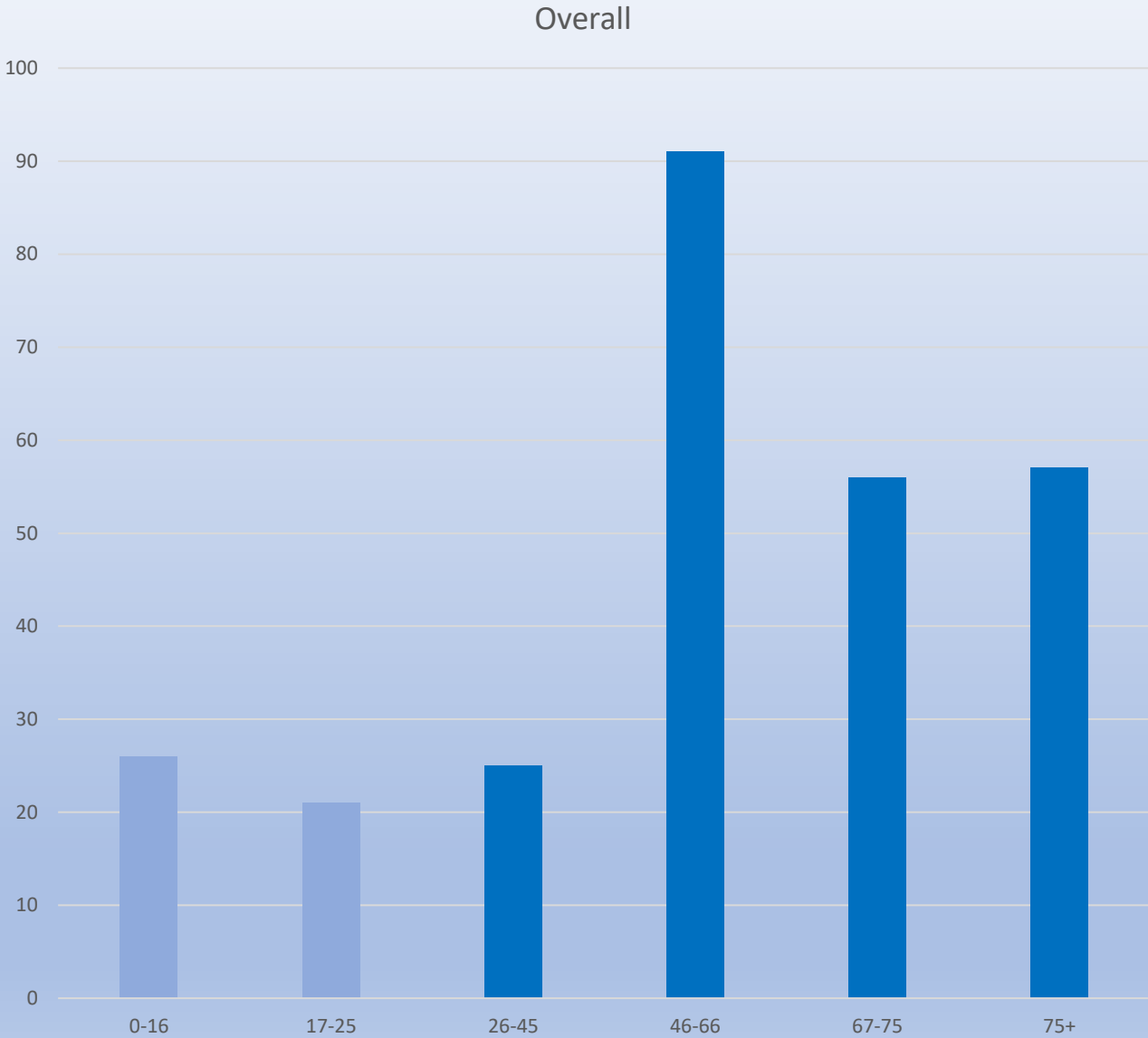
Survey conducted from 23 August
– 20 September 2020

92 paper responses (64%)

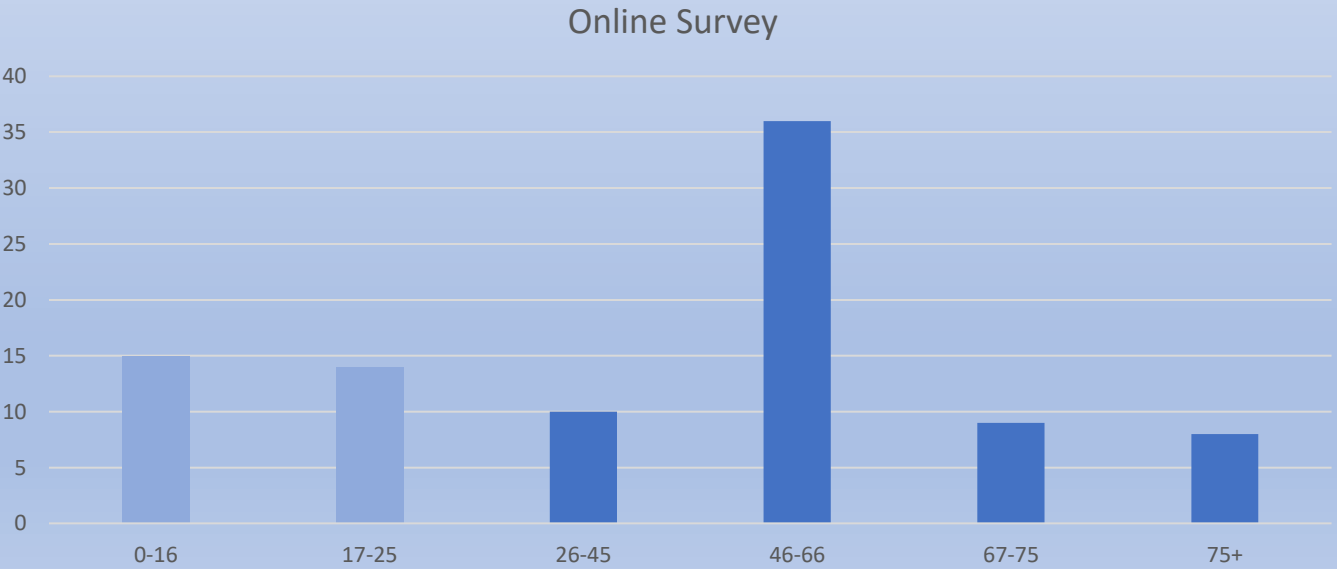
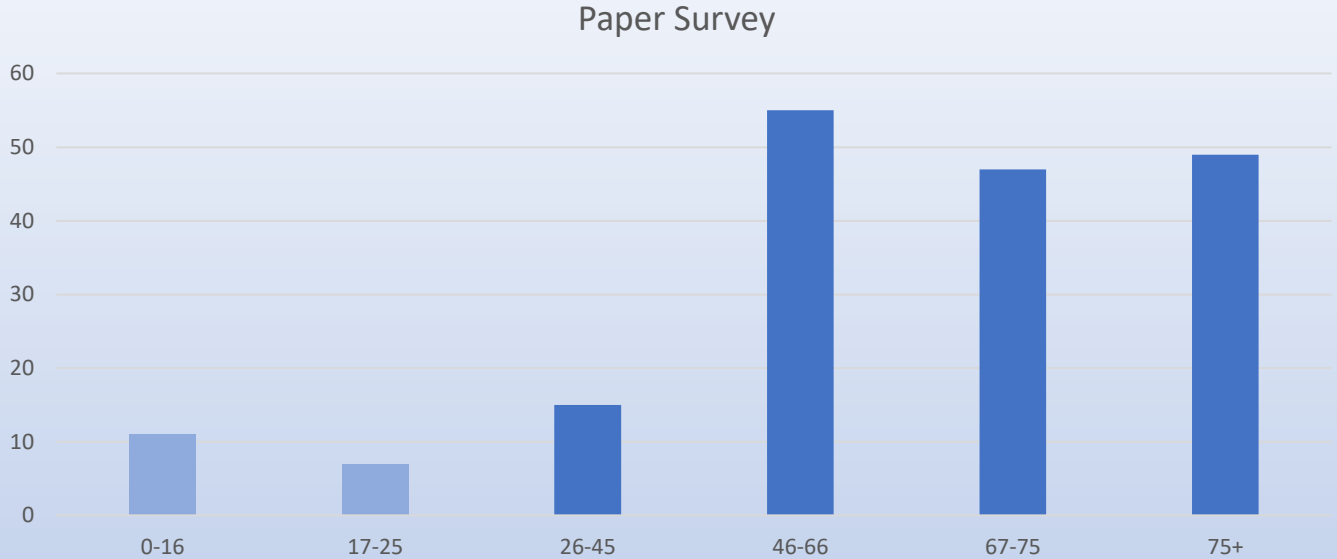
52 online responses (36%)

144 total responses

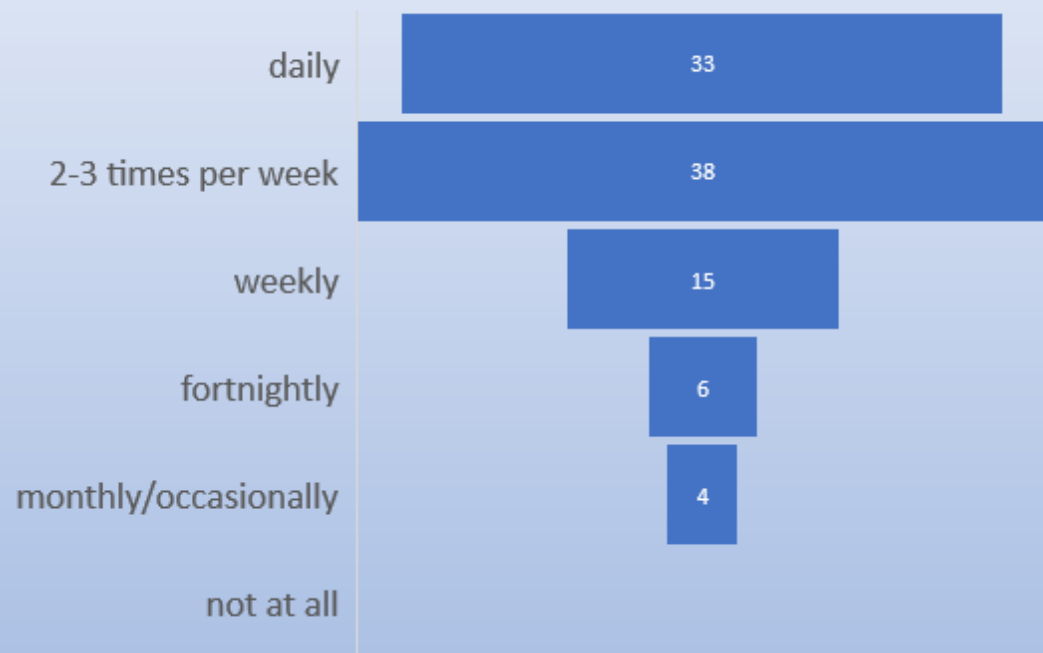
Age Profile



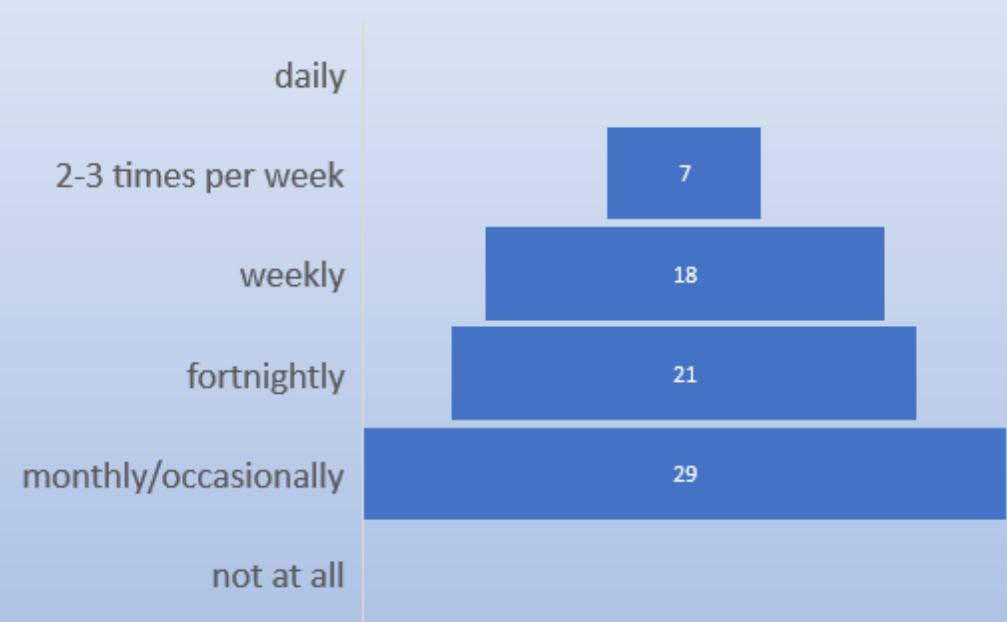
Age Profile – Paper v Online



How often do you use Our Shop?

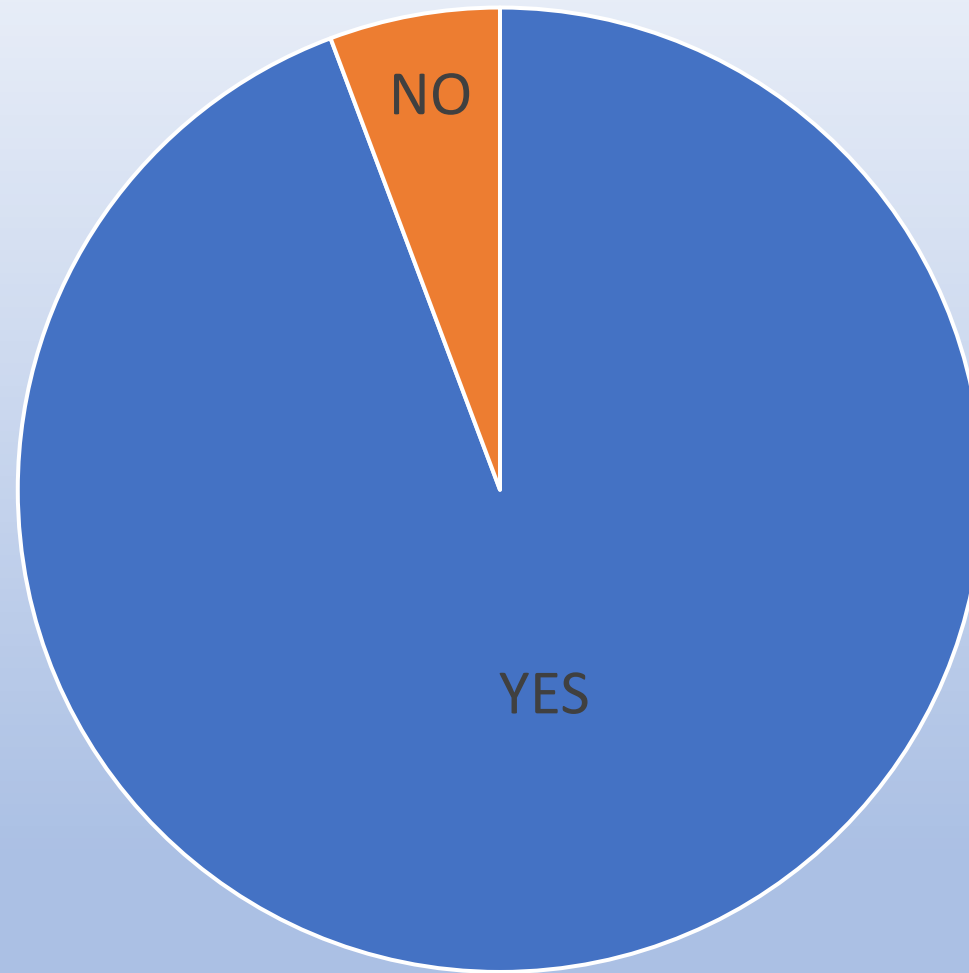


Shop Only



Post Office Only

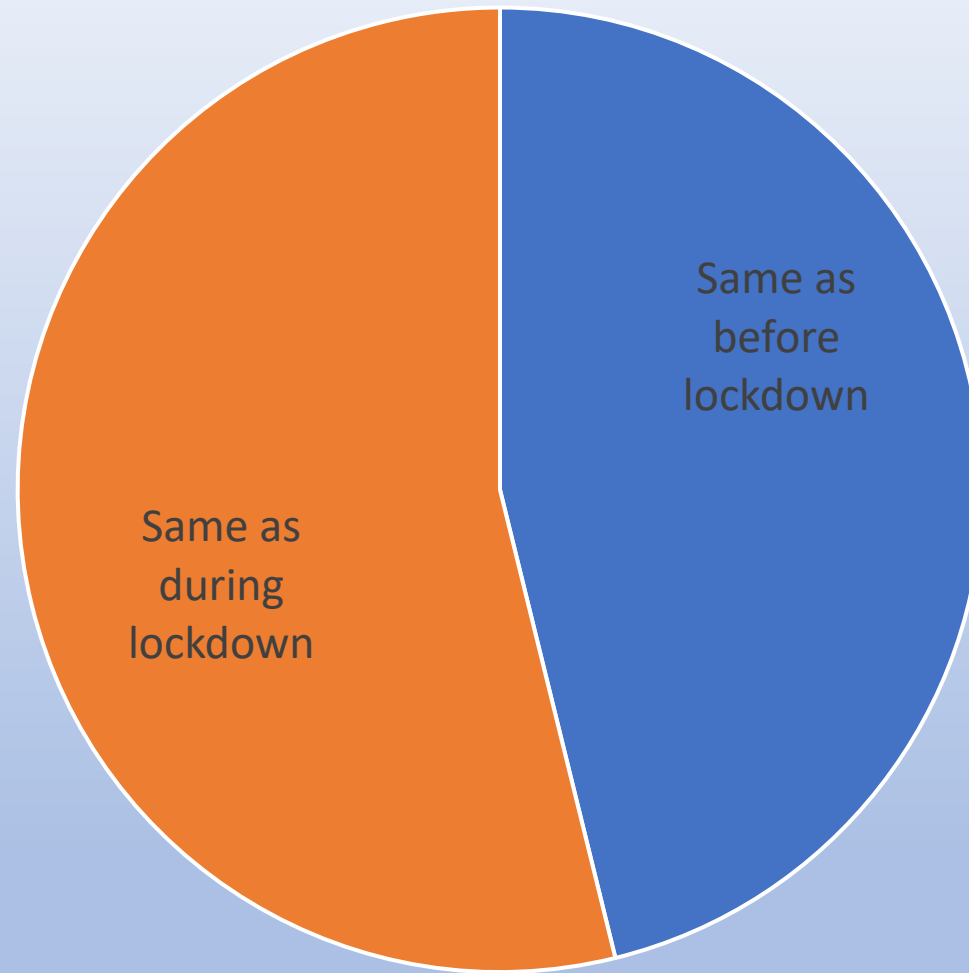
Have you
shopped
with Our
Shop during
Lockdown?



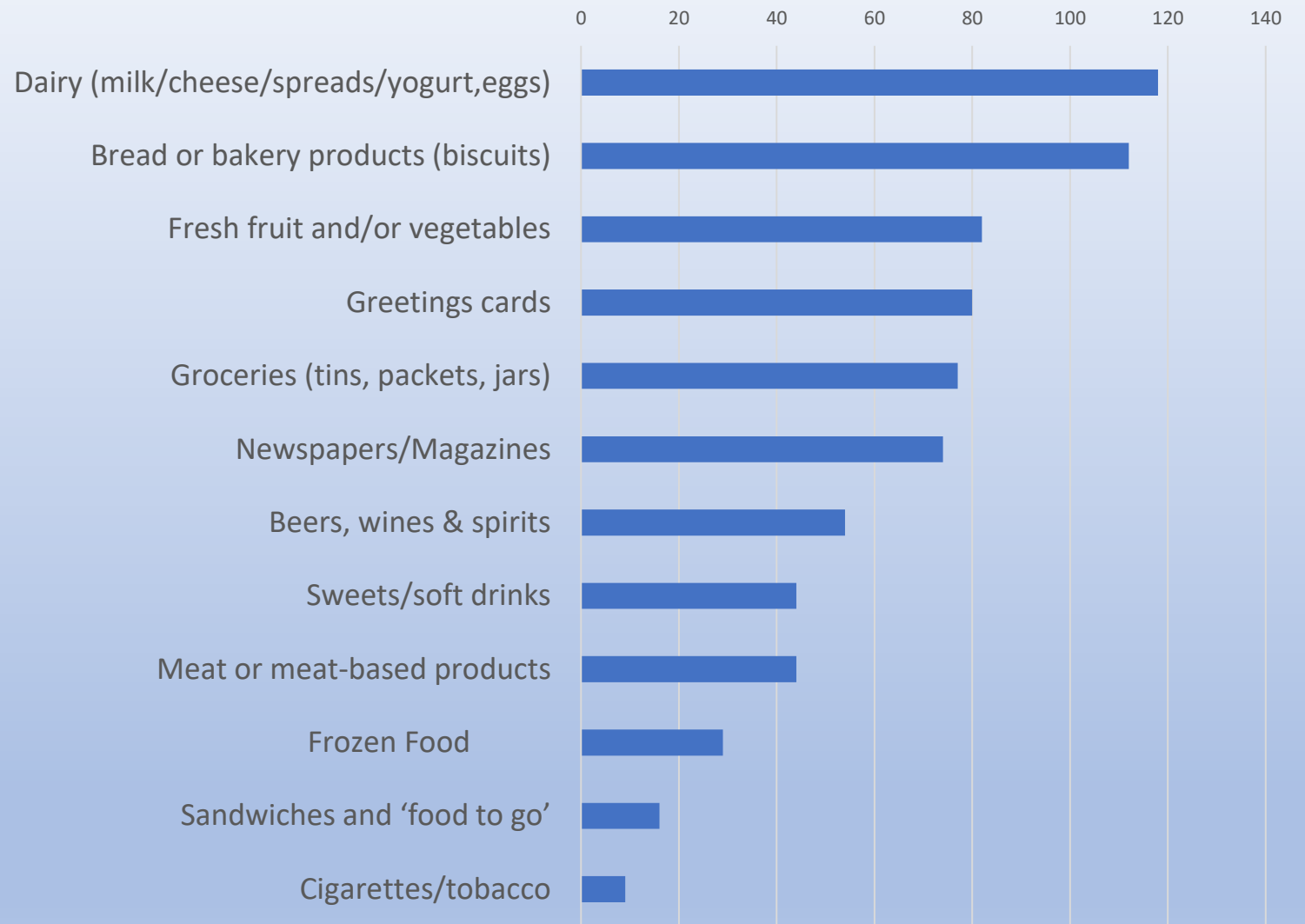
If you
shopped
with us,
why?



Now
lockdown is
easing, how
are you
shopping?



Which products do you frequently purchase from Our Shop?



What other products would increase your use of Our Shop?

Higher quality products

Basic and Premium products

Better “Food to Go”

Visible fruit and veg pricing, scales to weigh

What other products would increase your use of Our Shop?

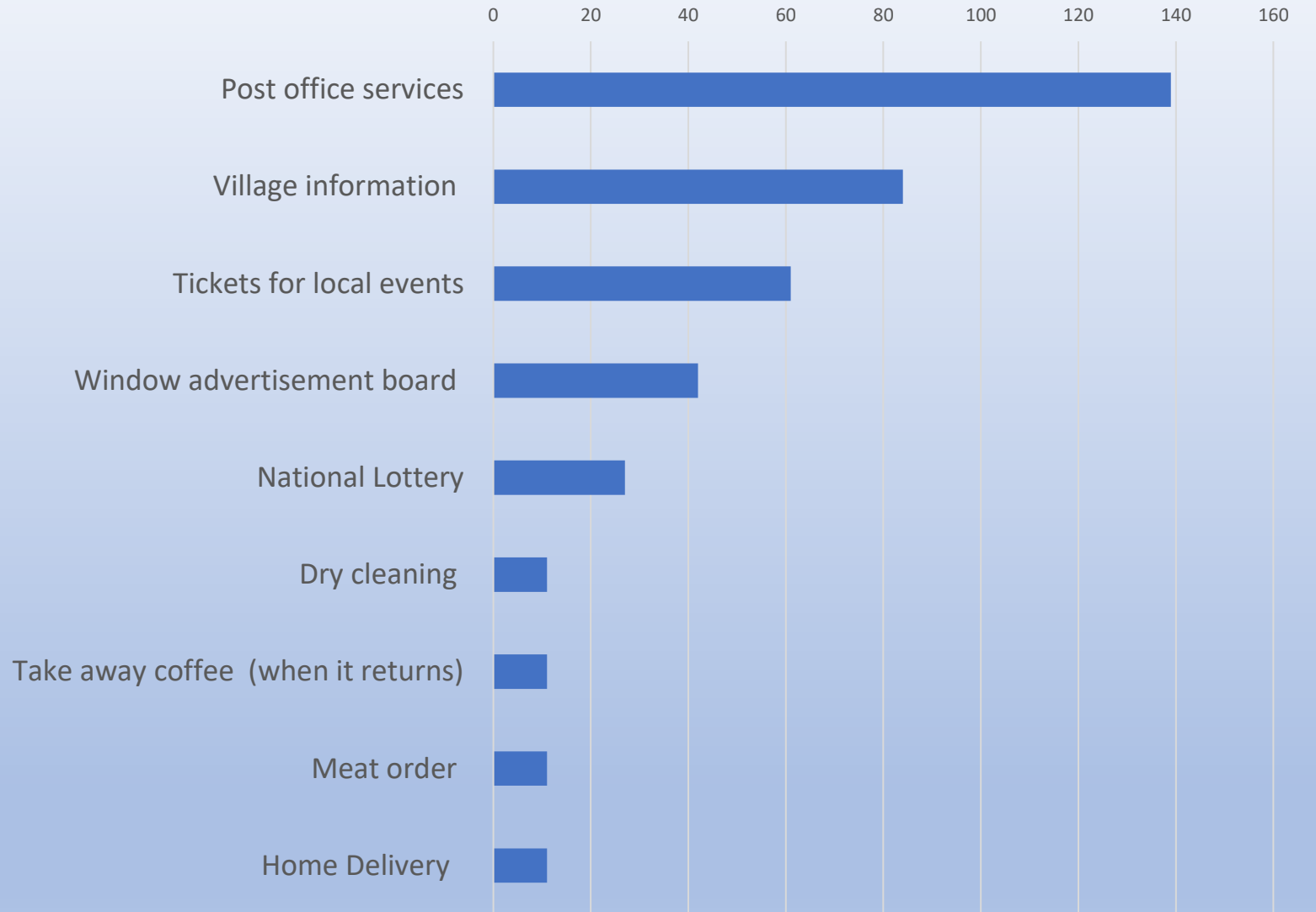
Bigger range/higher quality

- Cheese
- Fruit and Veg
- Meat
- Fish
- Vegetarian options

New

- Locally baked cakes
- Baguettes, sourdough
- Gluten-free products (eg Glebe Farm)
- Craft Beer
- Deli Counter
- Refill Station

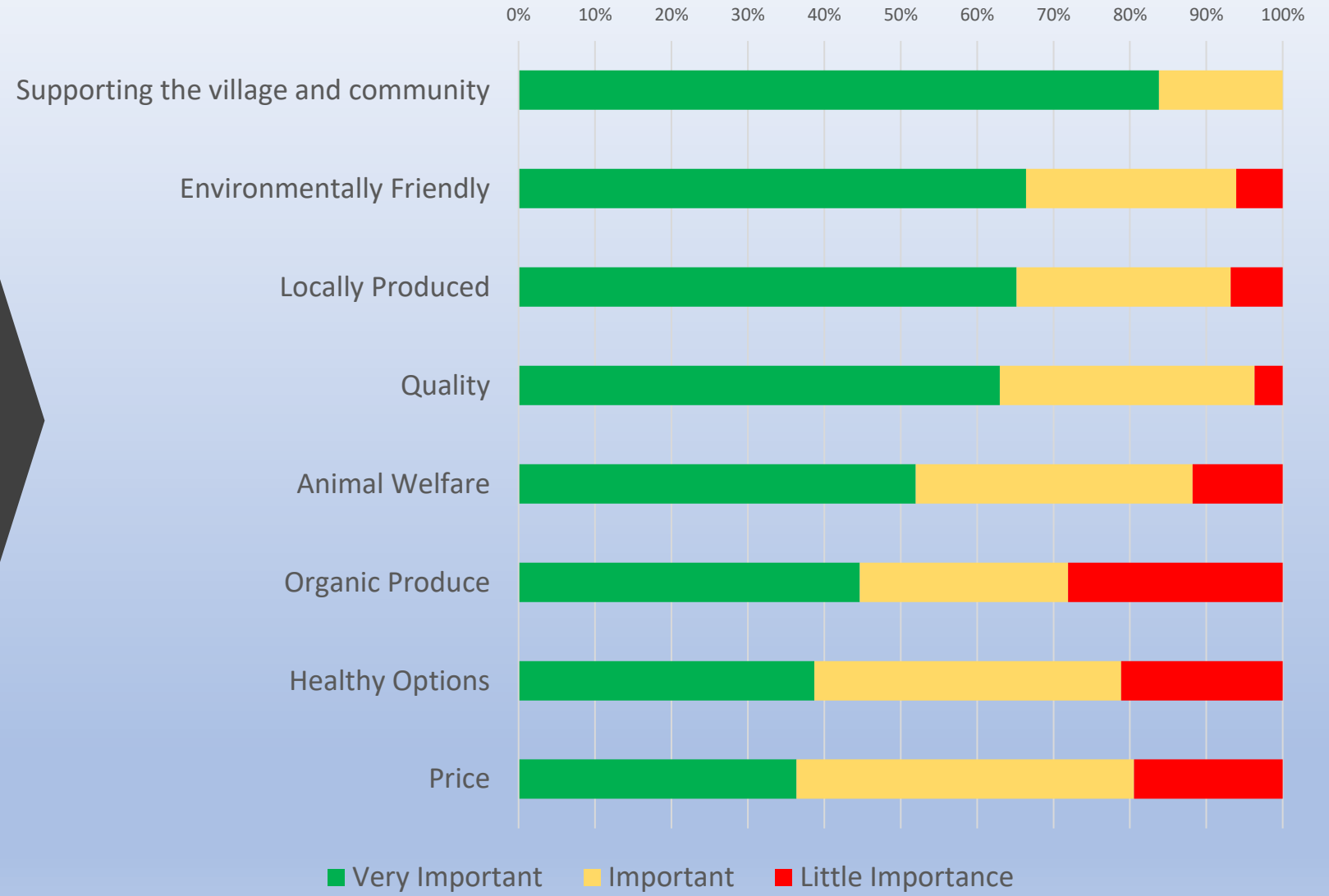
What services do you use the shop for?



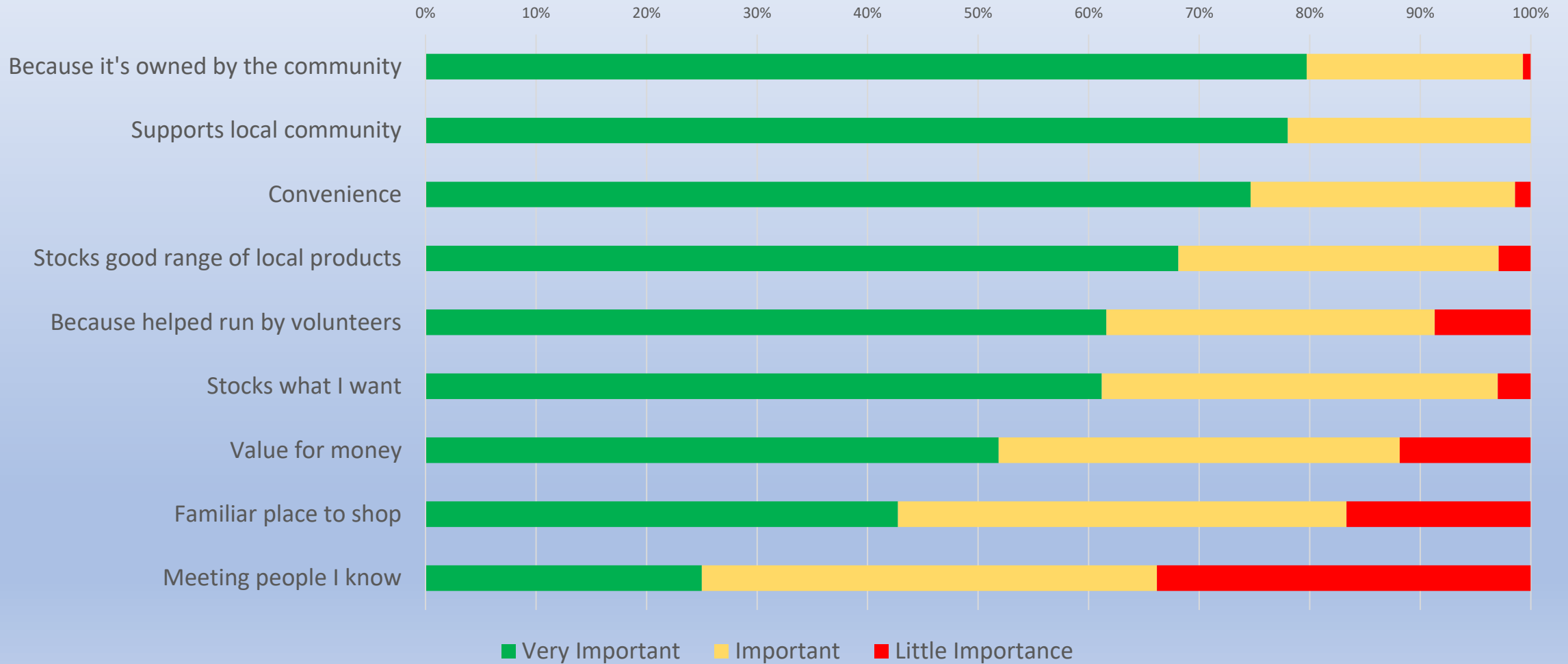
Are there any other services you would like Our Shop to offer?

Prescription Pick-up	19
Newspaper Delivery	17
Courier pick up point (eg Hermes)	3
Click and Collect	2

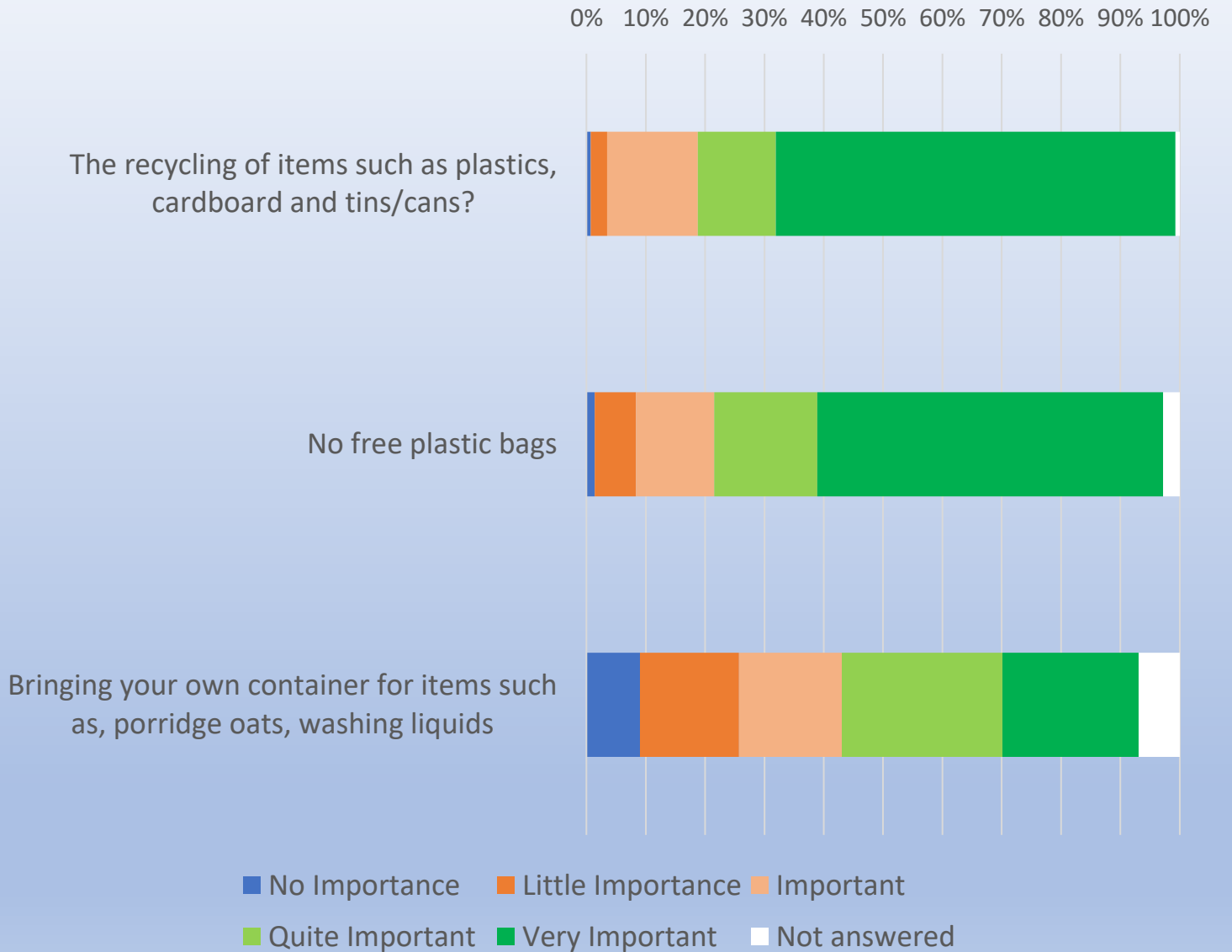
How important are the following when choosing what to buy?



How important are the following when shopping at Our Shop?



Our Shop is committed to reducing its impact on the environment. What aspects are important to you?



What more could Our Shop do to improve our environmental footprint?



Less packaging, less plastics



Offer paper bags, not plastic; sell hessian or cotton bags



Provide more recycling of difficult items (crisp packets, crinkly plastic, batteries, water filters, coffee capsules)

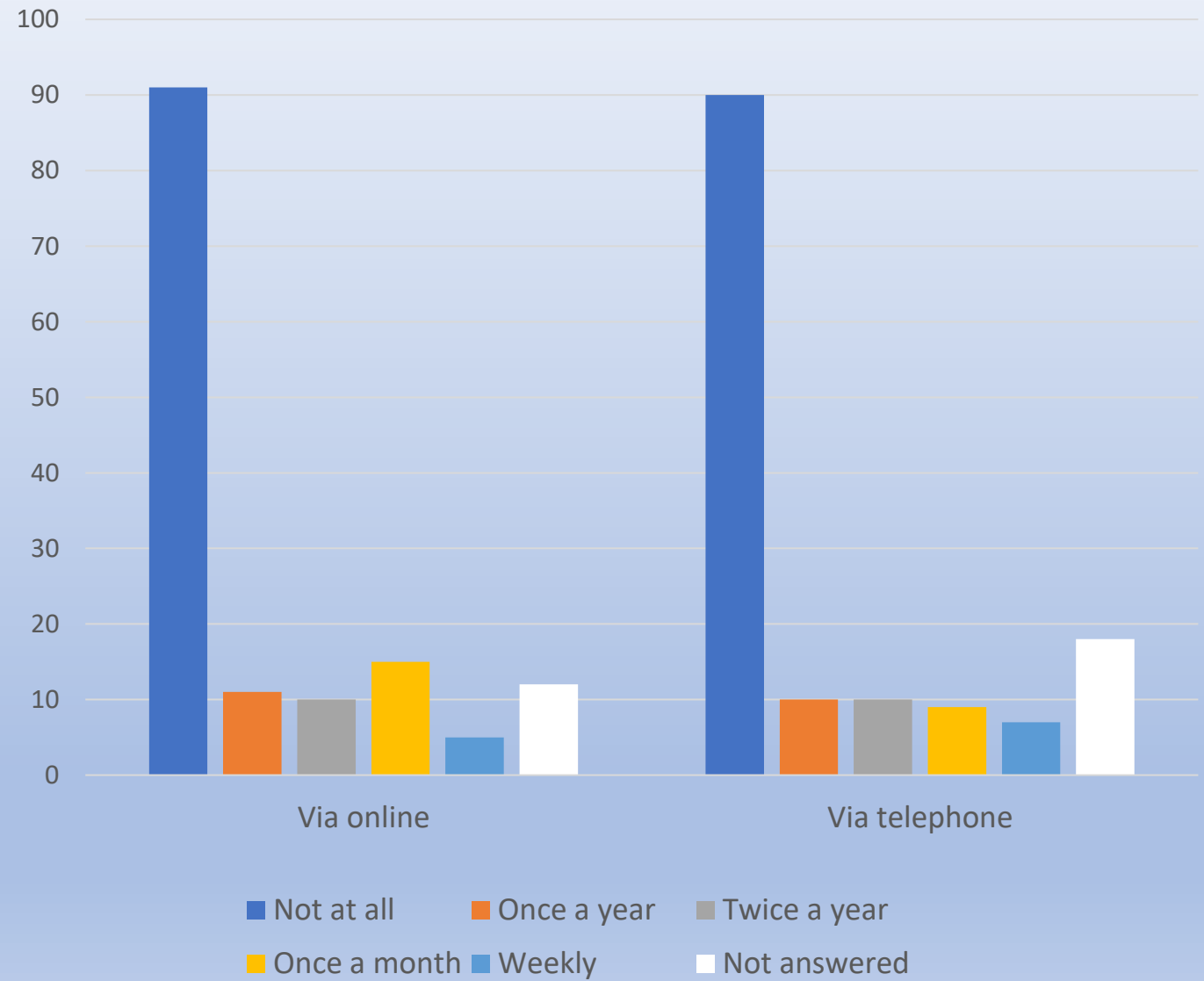


Become refill station (toiletries, detergents, oils, cereals, lentils, rice, herbs, etc)



Encourage walking/cycling to shop

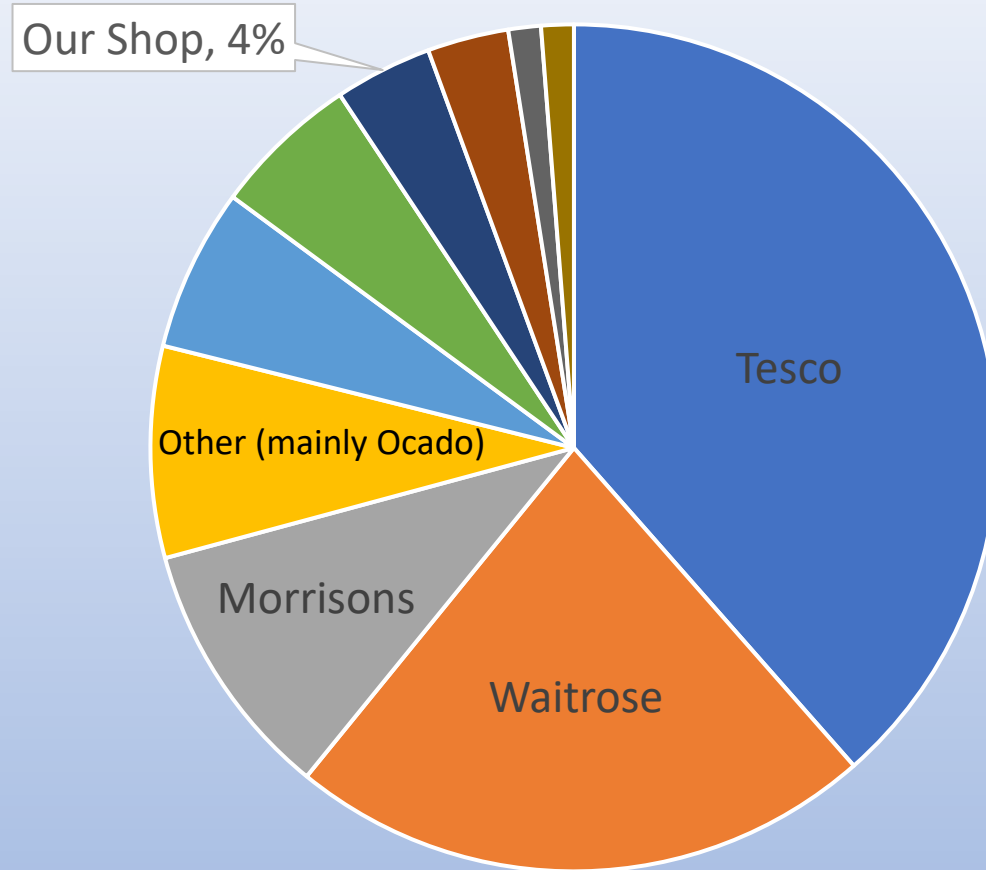
During the recent COVID 19 pandemic the major supermarkets have seen a huge increase in general online ordering and home deliveries. Is this something you would use Our Shop for?



What products would you be interested in ordering by phone or online?

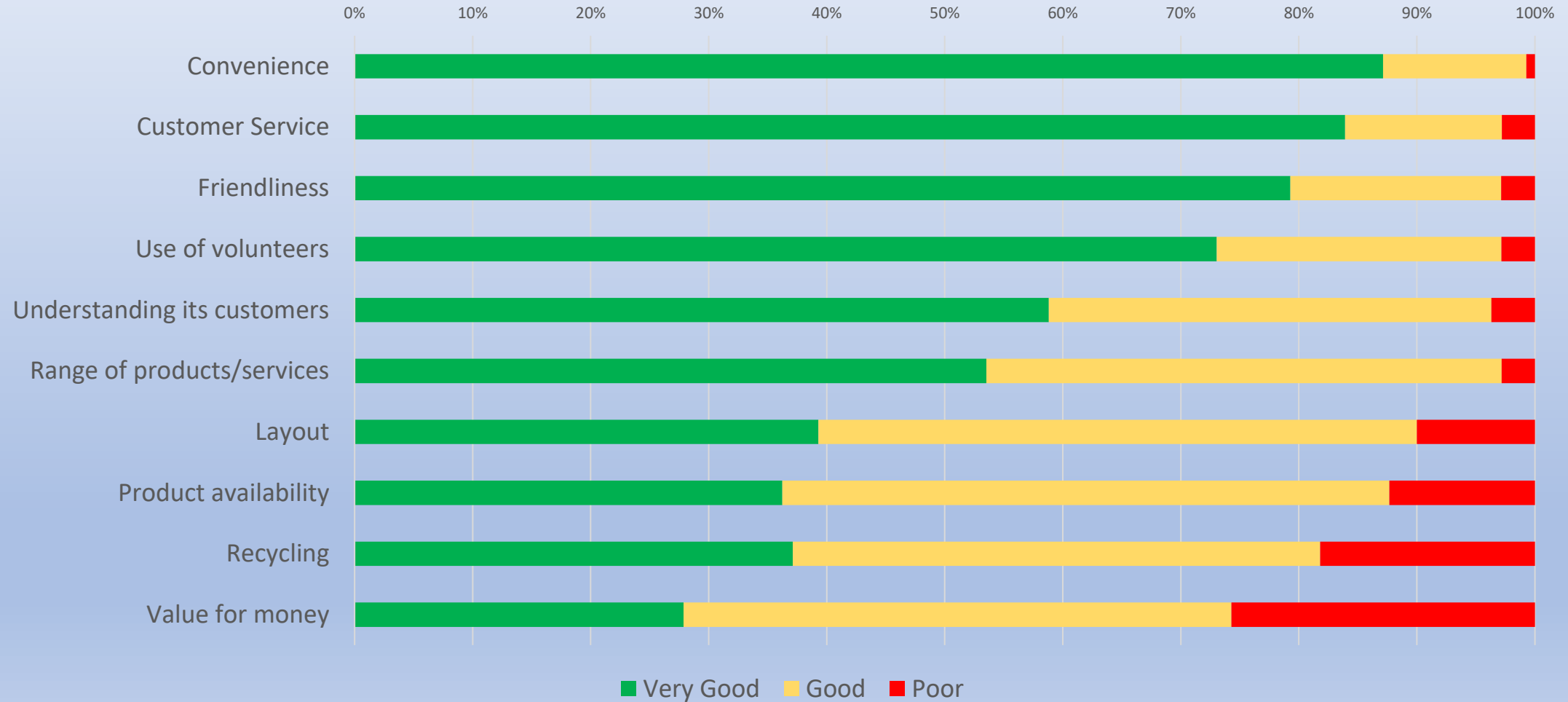
Christmas lines	20
Meat	8
Fish	4
Wine	2
Cheese	1
Greeting cards	1

Where do you usually do your main shop?



- | | | | |
|-------------|------------|-------------|---------|
| ■ Tesco | ■ Waitrose | ■ Morrisons | ■ Other |
| ■ Sainsbury | ■ Aldi | ■ Our Shop | ■ Lidl |
| ■ Co-op | ■ M&S | | |

What is your overall impression of Our Shop today?



Would you be prepared to take part in a discussion group?

