Food Cooperatives

Since 2008, the Survey Research Center at UW-River Falls (SRC) has worked with food cooperatives throughout the U.S. to collect and analyze owner and shopper satisfaction. These surveys help co-op’s better understand their customers shopping patterns, level of satisfaction with their co-op, personal characteristics, and communication and expansion preferences.

The SRC collects and stores all data generated by individual cooperatives’ surveys for a national database on customer satisfaction—whether or not they choose to use the services of the SRC to do their surveys. Data from the national database can be used in the reporting of an individual co-op’s survey results for comparison purposes.

The SRC also writes a yearly summary report for NCG based on this national database.

Implementation of the survey is the responsibility of the individual co-op. The co-op may choose to conduct the survey “in-house”, use a local research firm to assist with implementation, or may contract with the SRC. Members of National Cooperative Grocers (NCG) can access the survey instrument and manual at http://www.ncg.coop

For more information, please contact Dr. David Trechter, (715) 425-3129 or david.d.trechter@uwrf.edu, or Shelly Hadley, michelle.hadley@uwrf.edu or shellyhad@gmail.com.