



DURANGO NATURAL FOODS

A Co-operative Market



Customer Satisfaction Survey Results

This survey was conducted from June 5 to June 30, 2017.

89 total customers took the survey.

■ Positive Results are highlighted in green. ■ Viewed as needs work

1. Overall, how satisfied or dissatisfied are you with the Durango Natural Foods Co-op?

- Very satisfied: Number of responder = 61 (68.00%)
- Somewhat satisfied: Number of responder = 25 (28.00%)
- Neither satisfied nor dissatisfied = 0
- Somewhat dissatisfied = 2 (2.25%)
- Very dissatisfied = 1 (1.12%)

2. Which of the following words would you use to describe the Durango Natural Foods Co-op? Select all that apply

- Reliable: Number of responder = 62 (70.00%)
- Friendly: Number of responder = 86 (97.00%)
- Clean: Number of responder = 74 (83%)
- Unreliable = 2 (2.24%)
- Unfriendly = 0
- Dirty = 1 (1.12%)

3. How well do our product selections meet your needs?

- Extremely well: Number of responder = 24 (27%)
- Very well: Number of responder = 46 (52.00%)
- Somewhat well: Number of responder = 18 (20%)
- Not so well: Number of responder = 1 (1.12%)
- Not at all well = 1 (1.12%)

4. How would you rate the quality of our products?

- Very high quality: Number of responder = 40 (45%)
- High quality: Number of responder = 41 (46%)
- Neither high nor low quality = 1 (1.12%)
- Low quality = 0
- Very low-quality = 0

5. How would you rate our prices?

- Excellent: Number of responder = 9 (10.00%)
- Competitive: Number of responder = 46 (52.00%)
- Higher than competition: Number of responder = 34 (38.00%)

6. How responsive have we been to your questions or concerns?

- Extremely responsive: Number of responder = 27 (30.00%)
- Very responsive: Number of responder = 41 (46%)
- Moderately responsive: Number of responder = **5 (5.61%)**
- Not so responsive = 0
- Not at all responsive = 1 (1.12%)

7. How long have you been a customer of the Durango Natural Foods Co-op?

- This is my first purchase = 1 (1.12%)
- Less than six months = 6 (6.74%)
- Six months to a year: Number of responder = 7 (7.87%)
- 1 - 2 years: Number of responder = 14 (15.73%)
- 3 or more years: Number of responder = 59 (66.00%)
- I haven't made a purchase yet = 1 (1.12%)

8. How likely are you to shop at the Durango Natural Foods Co-op?

- Extremely likely: Number of responder = 63 (71.00%)
- Very likely: Number of responder = 14 (15.73%)
- Somewhat likely: Number of responder = **4 (4.49%)**
- Not so likely: Number of responder = 1 (1.12%)
- Not at all likely = 1 (1.12%)

9. How likely is it that you would recommend the Durango Natural Foods Co-op to a friend or colleague?

- Extremely likely: Number of responder = 62 (70.00%)
- Very likely: Number of responder = 21 (24.00%)
- Somewhat likely: Number of responder = **5 (5.61%)**
- Not so likely = 0
- Not at all likely = 1 (1.12%)

10. How can we improve to make your visit at the DNF Co-op even more pleasurable?

Top suggestions: In door seating place and greater selection of product.



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