



2025 Shopper Survey Results

Survey Overview & Methodology

The Takoma Park-Silver Spring Co-op (TPSS) conducted a 39-question shopper survey in fall 2025 to capture customer preferences, perceptions, and engagement. The survey was distributed via email, website, and in-store promotion with 387 responses collected. Because survey results are not statistically representative of TPSS Co-op shoppers and reflect the perspectives of the most engaged, long-term shoppers, feedback is best interpreted as insight into the Co-op's core base rather than the full shopper population.

Overall, survey results were strongly positive. Shoppers consistently describe TPSS as a "beloved community institution," emphasizing quality food, friendly staff, and a strong sense of community connection.

Why Shoppers Choose TPSS

1. Location
2. Availability of natural/organic foods
3. Product quality
4. Business ethics and local sourcing
5. Price and variety

Takeaway: While the Co-op model matters to some, most shoppers choose TPSS for convenience and product offerings.



TPSS staff pose with flowers on Valentine's Day



The majority of survey respondents walk to TPSS to do their shopping

TPSS's Strengths

1. Store atmosphere and ambiance
2. Staff friendliness and knowledge
3. Product quality and freshness
4. Availability of local and organic foods
5. Checkout experience and store hours

Growth Areas

1. Prices
2. Product variety

Communication Preferences

Shoppers primarily receive information from TPSS via email and in-store signage, and prefer these channels.

Shoppers reported that they are most interested in hearing about:

1. Products, sales, and discounts
2. Store updates
3. Social and agricultural issues
4. Community efforts and events



TPSS Member Meeting at Koiner Farm

Membership & Participation

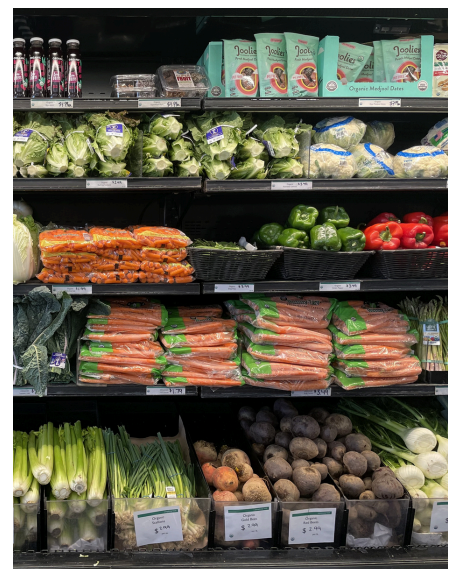
- 88% of survey respondents are members
- Shoppers' primary motivation to become a member-owner: discounts and co-ownership
- Governance (voting, elections) is a weak motivator

Engagement gaps:

- 61% of survey respondents have not voted in elections*, citing lack of awareness, lack of information, or low interest
- Member meeting attendance is relatively strong, though it varies

Key Themes in Open Feedback

- **Strong goodwill:** 35% of comments were purely positive, TPSS is seen as more than a grocery store
- **Affordability concerns:** Many shoppers cannot afford to do full grocery trips
- **Product selection requests:** More prepared foods, specialty items, and local products
- **Operational improvements:** Stock availability, layout, checkout clarity
- **Produce consistency:** Some concerns about freshness
- **Sustainability expectations:** Desire for less packaging and more bulk options



Key Insights & Implications

Shopper survey respondents agree that the Co-op is meeting its Ends Statements goals. The store is viewed as a community institution connecting shoppers with high-quality natural and local foods. Improvement efforts should focus on maintaining and increasing quality and affordability.

*The contested annual election that followed this survey had strong member engagement.