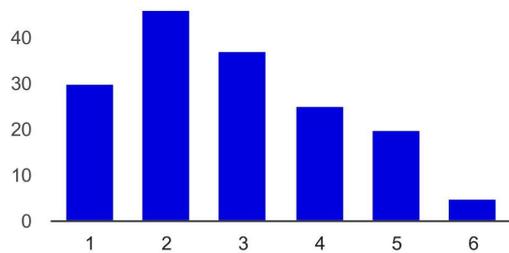


# 163 responses

## Summary

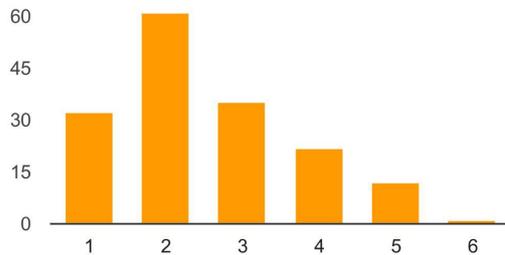
on a scale of 1-6, how important are the following things in your food purchasing decisions?

### Saving time in my day



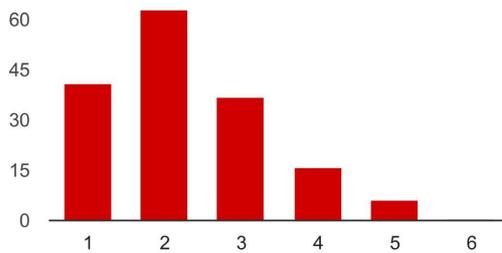
most important: 1	<b>30</b>	18.4%
2	<b>46</b>	28.2%
3	<b>37</b>	22.7%
4	<b>25</b>	15.3%
5	<b>20</b>	12.3%
less important: 6	<b>5</b>	3.1%

### Extent / flexibility of choice



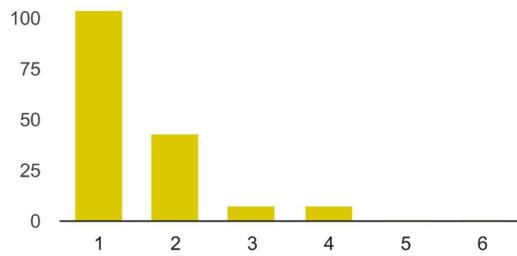
most important: 1	<b>32</b>	19.6%
2	<b>61</b>	37.4%
3	<b>35</b>	21.5%
4	<b>22</b>	13.5%
5	<b>12</b>	7.4%
less important: 6	<b>1</b>	0.6%

### Price



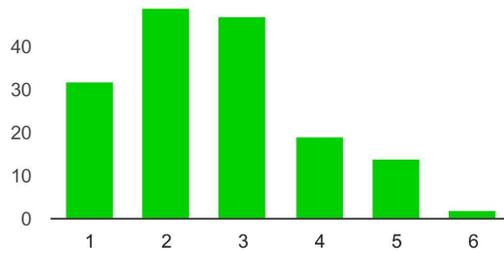
most important: 1	<b>41</b>	25.2%
2	<b>63</b>	38.7%
3	<b>37</b>	22.7%
4	<b>16</b>	9.8%
5	<b>6</b>	3.7%
less important: 6	<b>0</b>	0%

### Freshest / highest quality



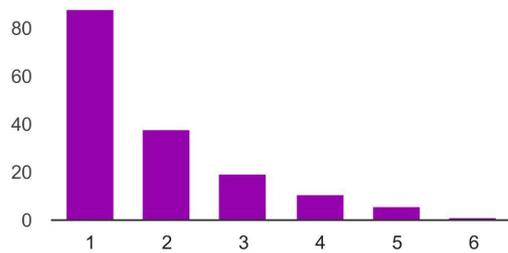
most important: 1	<b>104</b>	63.8%
2	<b>43</b>	26.4%
3	<b>8</b>	4.9%
4	<b>8</b>	4.9%
5	<b>0</b>	0%
less important: 6	<b>0</b>	0%

### Discovering new foods and flavors



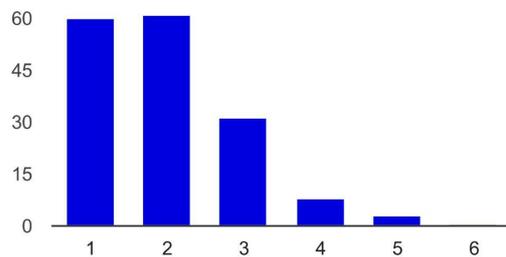
most important: 1	<b>32</b>	19.6%
2	<b>49</b>	30.1%
3	<b>47</b>	28.8%
4	<b>19</b>	11.7%
5	<b>14</b>	8.6%
less important: 6	<b>2</b>	1.2%

### Trust in the source



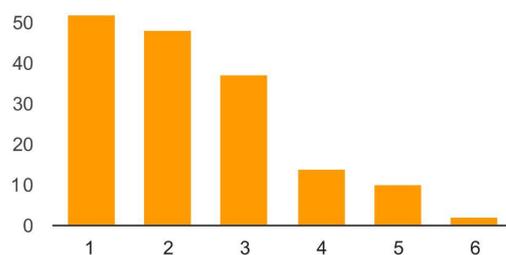
most important: 1	<b>88</b>	54%
2	<b>38</b>	23.3%
3	<b>19</b>	11.7%
4	<b>11</b>	6.7%
5	<b>6</b>	3.7%
less important: 6	<b>1</b>	0.6%

### Supporting local growers and food makers

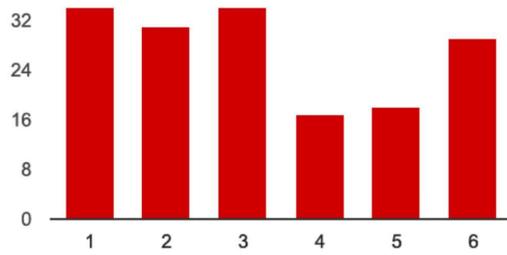


most important: 1	<b>60</b>	36.8%
2	<b>61</b>	37.4%
3	<b>31</b>	19%
4	<b>8</b>	4.9%
5	<b>3</b>	1.8%
less important: 6	<b>0</b>	0%

### Organic only / sustainably grown products

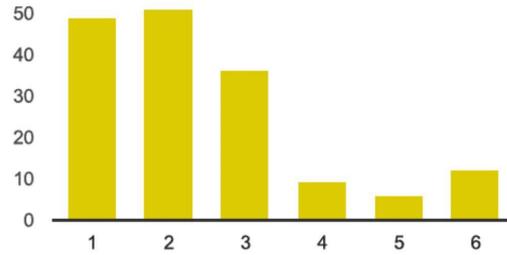


most important: 1	<b>52</b>	31.9%
2	<b>48</b>	29.4%
3	<b>37</b>	22.7%
4	<b>14</b>	8.6%
5	<b>10</b>	6.1%
less important: 6	<b>2</b>	1.2%



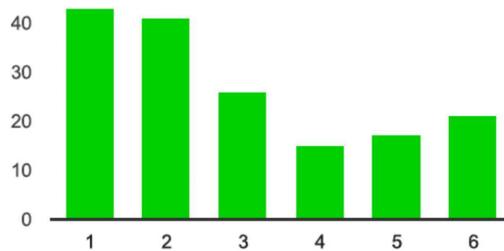
most important: 1	<b>34</b>	20.9%
2	<b>31</b>	19%
3	<b>34</b>	20.9%
4	<b>17</b>	10.4%
5	<b>18</b>	11%
less important: 6	<b>29</b>	17.8%

### Convenience of pick up location



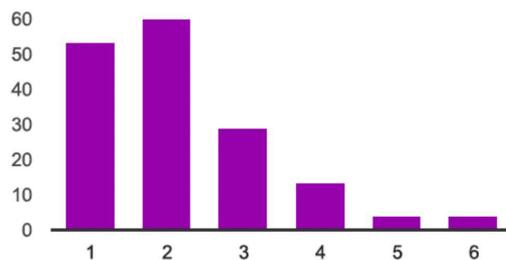
most important: 1	<b>49</b>	30.1%
2	<b>51</b>	31.3%
3	<b>36</b>	22.1%
4	<b>9</b>	5.5%
5	<b>6</b>	3.7%
less important: 6	<b>12</b>	7.4%

### Convenience – delivery option available



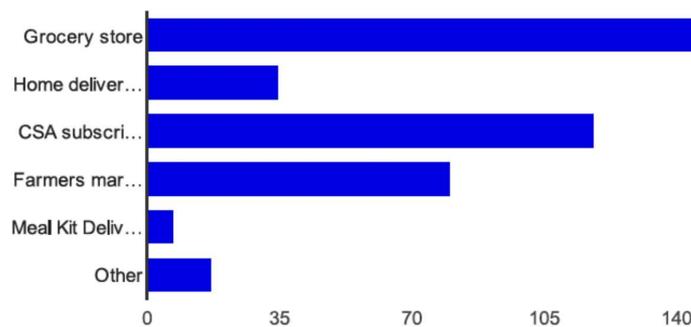
most important: 1	<b>43</b>	26.4%
2	<b>41</b>	25.2%
3	<b>26</b>	16%
4	<b>15</b>	9.2%
5	<b>17</b>	10.4%
less important: 6	<b>21</b>	12.9%

### Flexibility of time to pick up or receive groceries



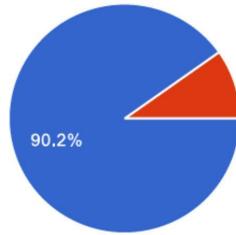
most important: 1	<b>53</b>	32.5%
2	<b>60</b>	36.8%
3	<b>29</b>	17.8%
4	<b>13</b>	8%
5	<b>4</b>	2.5%
less important: 6	<b>4</b>	2.5%

### I currently get my groceries from



Grocery store	<b>146</b>	89.6%
Home delivery from grocery store (e.g. Amazon Fresh, Instacart)	<b>35</b>	21.5%
CSA subscription	<b>118</b>	72.4%
Farmers market	<b>80</b>	49.1%
Meal Kit Delivery	<b>7</b>	4.3%
Other	<b>17</b>	10.4%

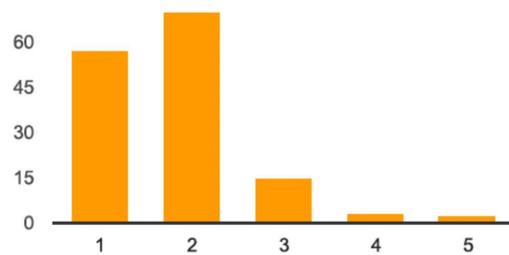
## Are you a current Nextdoorganics member?



YES	<b>147</b>	90.2%
NO (former member)	<b>16</b>	9.8%

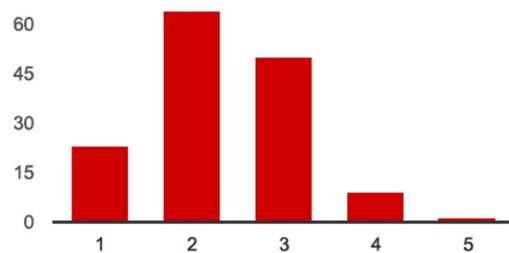
## Current Members

### Please rate NDO's quality of selection



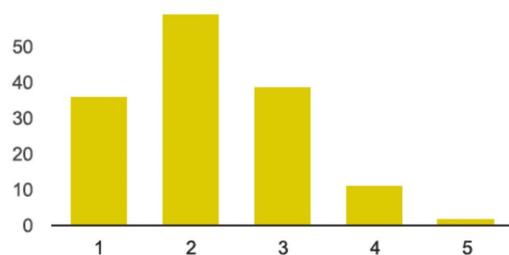
very good: 1	<b>57</b>	38.8%
2	<b>70</b>	47.6%
3	<b>15</b>	10.2%
4	<b>3</b>	2%
poor: 5	<b>2</b>	1.4%

### Please rate NDO's extent of selection



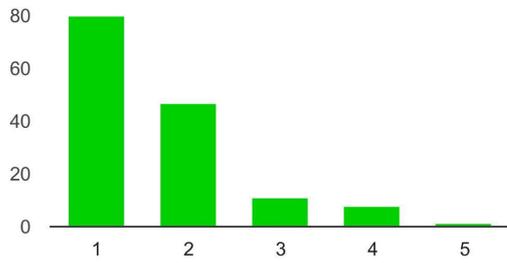
very good: 1	<b>23</b>	15.6%
2	<b>64</b>	43.5%
3	<b>50</b>	34%
4	<b>9</b>	6.1%
poor: 5	<b>1</b>	0.7%

### Please rate NDO prices compared to other grocery providers



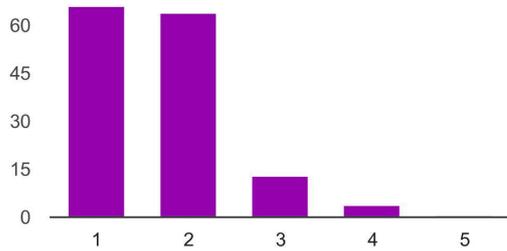
very good: 1	<b>36</b>	24.5%
2	<b>59</b>	40.1%
3	<b>39</b>	26.5%
4	<b>11</b>	7.5%
poor: 5	<b>2</b>	1.4%

**Please rate NDO's service and ease of use**



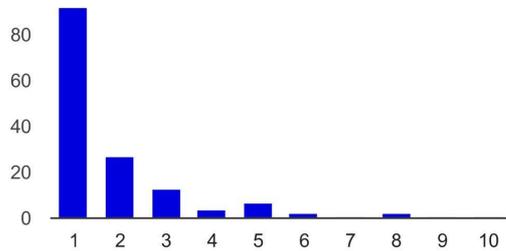
very good: 1	<b>80</b>	54.4%
2	<b>47</b>	32%
3	<b>11</b>	7.5%
4	<b>8</b>	5.4%
poor: 5	<b>1</b>	0.7%

**Please rate your overall satisfaction with NDO**



very satisfied: 1	<b>66</b>	44.9%
2	<b>64</b>	43.5%
3	<b>13</b>	8.8%
4	<b>4</b>	2.7%
dissatisfied: 5	<b>0</b>	0%

**How likely are you to recommend NDO to a friend**



very likely: 1	<b>92</b>	62.6%
2	<b>27</b>	18.4%
3	<b>13</b>	8.8%
4	<b>4</b>	2.7%
5	<b>7</b>	4.8%
6	<b>2</b>	1.4%
7	<b>0</b>	0%
8	<b>2</b>	1.4%
9	<b>0</b>	0%
unlikely: 10	<b>0</b>	0%

**Net promoter score:**  
 $(62.6\% + 18.4\%) - (1.4\% + 1.4\%)$

**78.2%**