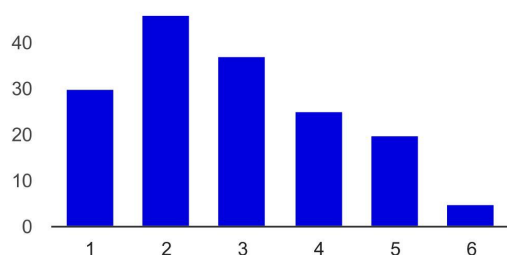


163 responses

Summary

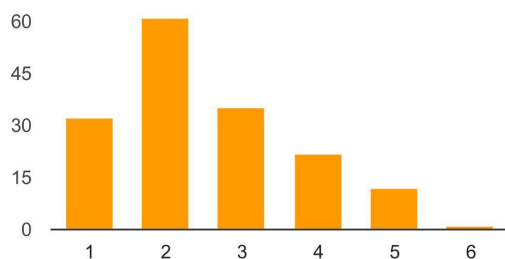
on a scale of 1-6, how important are the following things
in your food purchasing decisions?

Saving time in my day



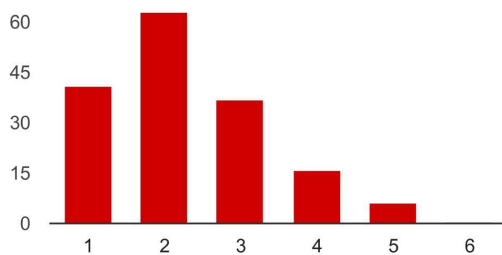
most important: 1	30	18.4%
2	46	28.2%
3	37	22.7%
4	25	15.3%
5	20	12.3%
less important: 6	5	3.1%

Extent / flexibility of choice



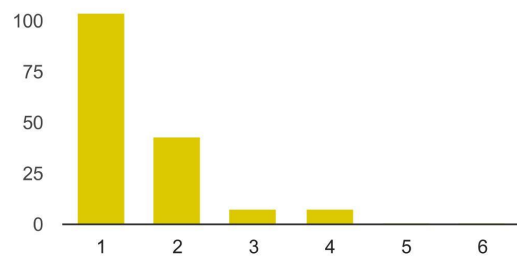
most important: 1	32	19.6%
2	61	37.4%
3	35	21.5%
4	22	13.5%
5	12	7.4%
less important: 6	1	0.6%

Price



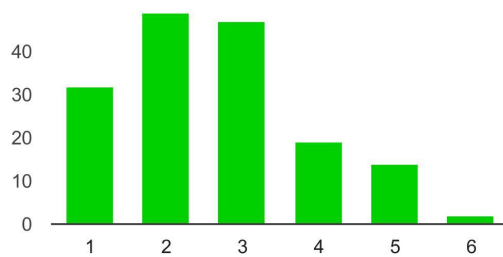
most important: 1	41	25.2%
2	63	38.7%
3	37	22.7%
4	16	9.8%
5	6	3.7%
less important: 6	0	0%

Freshest / highest quality



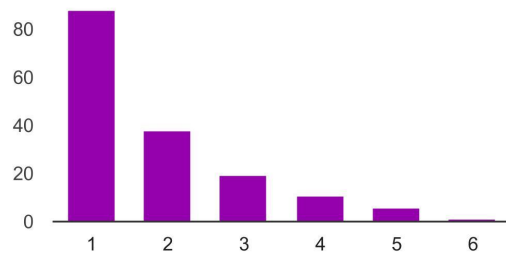
most important: 1	104	63.8%
2	43	26.4%
3	8	4.9%
4	8	4.9%
5	0	0%
less important: 6	0	0%

Discovering new foods and flavors



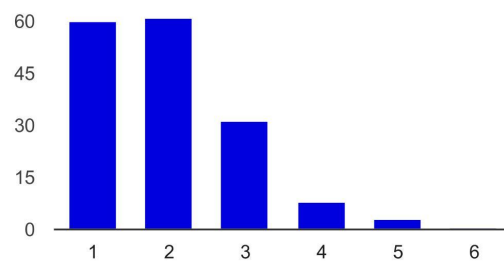
most important: 1	32	19.6%
2	49	30.1%
3	47	28.8%
4	19	11.7%
5	14	8.6%
less important: 6	2	1.2%

Trust in the source



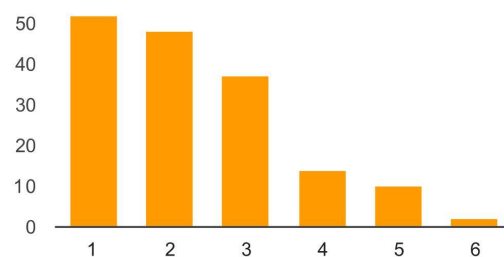
most important: 1	88	54%
2	38	23.3%
3	19	11.7%
4	11	6.7%
5	6	3.7%
less important: 6	1	0.6%

Supporting local growers and food makers

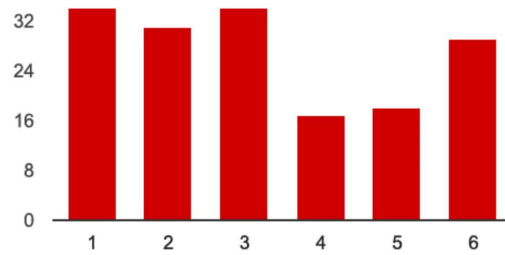


most important: 1	60	36.8%
2	61	37.4%
3	31	19%
4	8	4.9%
5	3	1.8%
less important: 6	0	0%

Organic only / sustainably grown products

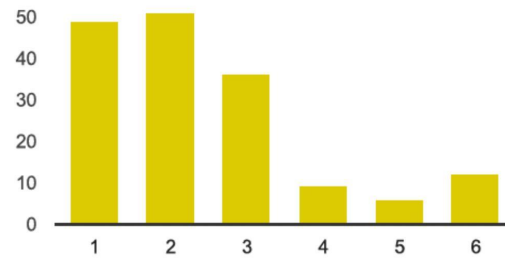


most important: 1	52	31.9%
2	48	29.4%
3	37	22.7%
4	14	8.6%
5	10	6.1%
less important: 6	2	1.2%



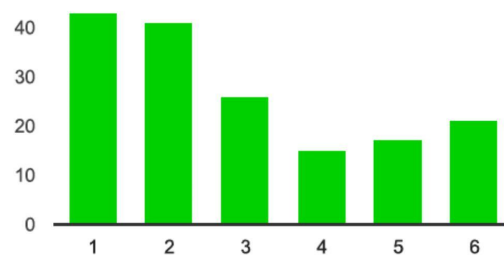
most important: 1	34	20.9%
2	31	19%
3	34	20.9%
4	17	10.4%
5	18	11%
less important: 6	29	17.8%

Convenience of pick up location



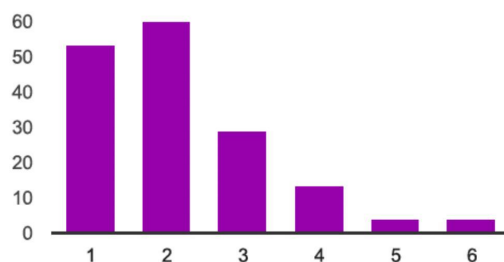
most important: 1	49	30.1%
2	51	31.3%
3	36	22.1%
4	9	5.5%
5	6	3.7%
less important: 6	12	7.4%

Convenience – delivery option available



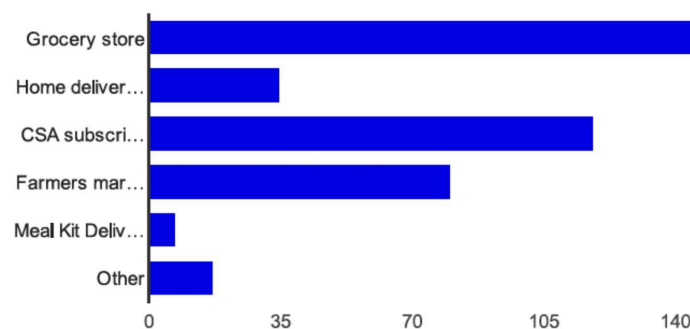
most important: 1	43	26.4%
2	41	25.2%
3	26	16%
4	15	9.2%
5	17	10.4%
less important: 6	21	12.9%

Flexibility of time to pick up or receive groceries



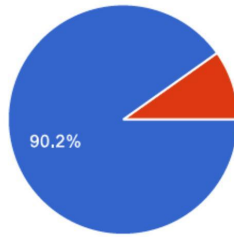
most important: 1	53	32.5%
2	60	36.8%
3	29	17.8%
4	13	8%
5	4	2.5%
less important: 6	4	2.5%

I currently get my groceries from



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

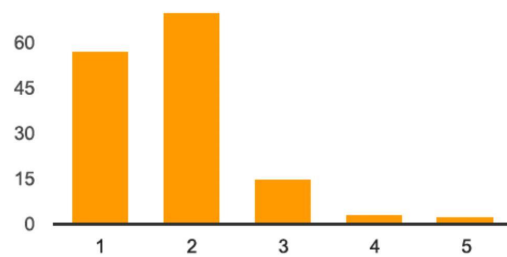
Are you a current Nextdoorganics member?



YES	147	90.2%
NO (former member)	16	9.8%

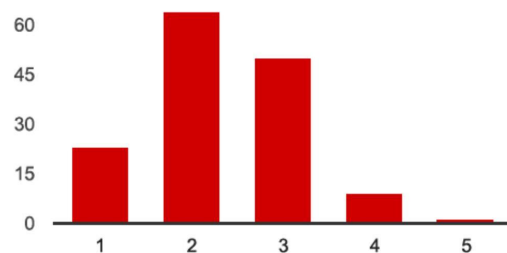
Current Members

Please rate NDO's quality of selection



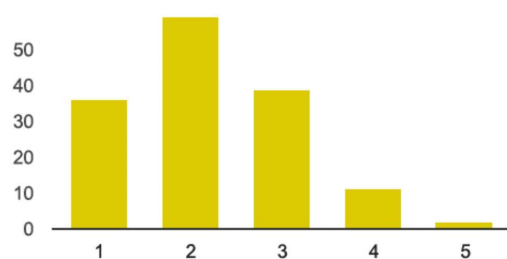
very good: 1	57	38.8%
2	70	47.6%
3	15	10.2%
4	3	2%
poor: 5	2	1.4%

Please rate NDO's extent of selection



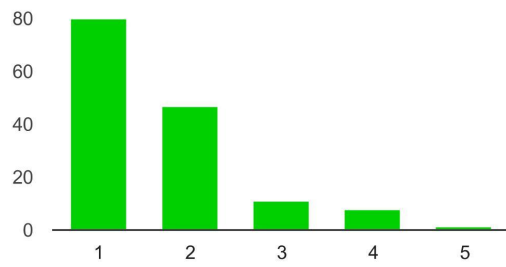
very good: 1	23	15.6%
2	64	43.5%
3	50	34%
4	9	6.1%
poor: 5	1	0.7%

Please rate NDO prices compared to other grocery providers



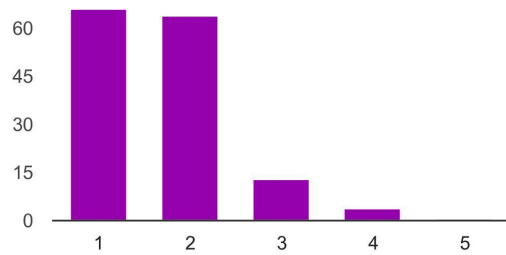
very good: 1	36	24.5%
2	59	40.1%
3	39	26.5%
4	11	7.5%
poor: 5	2	1.4%

Please rate NDO's service and ease of use



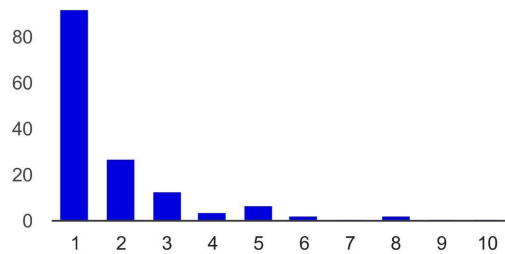
very good: 1	80	54.4%
2	47	32%
3	11	7.5%
4	8	5.4%
poor: 5	1	0.7%

Please rate your overall satisfaction with NDO



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

How likely are you to recommend NDO to a friend



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

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

78.2%