

# DEMOGRAPHIC SURVEY

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Berkeley Student Food Collective, Fall 2017

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# Who are the people of the collective?

## Members

- Volunteers that commit 3 hours per week in exchange for voting rights, a 10% discount, and other privileges; they may or may not shop at the collective
- Survey link sent out via email to entire membership
- Completed online
- Opened for 5 days
- 55 responses (44% of membership)

## Customers

- Any shoppers, excluding members, who purchase food products
- Asked customers at the cashier's counter if they would like to fill out a quick survey. The very few people who refused said they're rushing to class.
- Completed in person on paper
- Surveyed for 2 hr/day at varying times Monday-Friday
- 85 responses

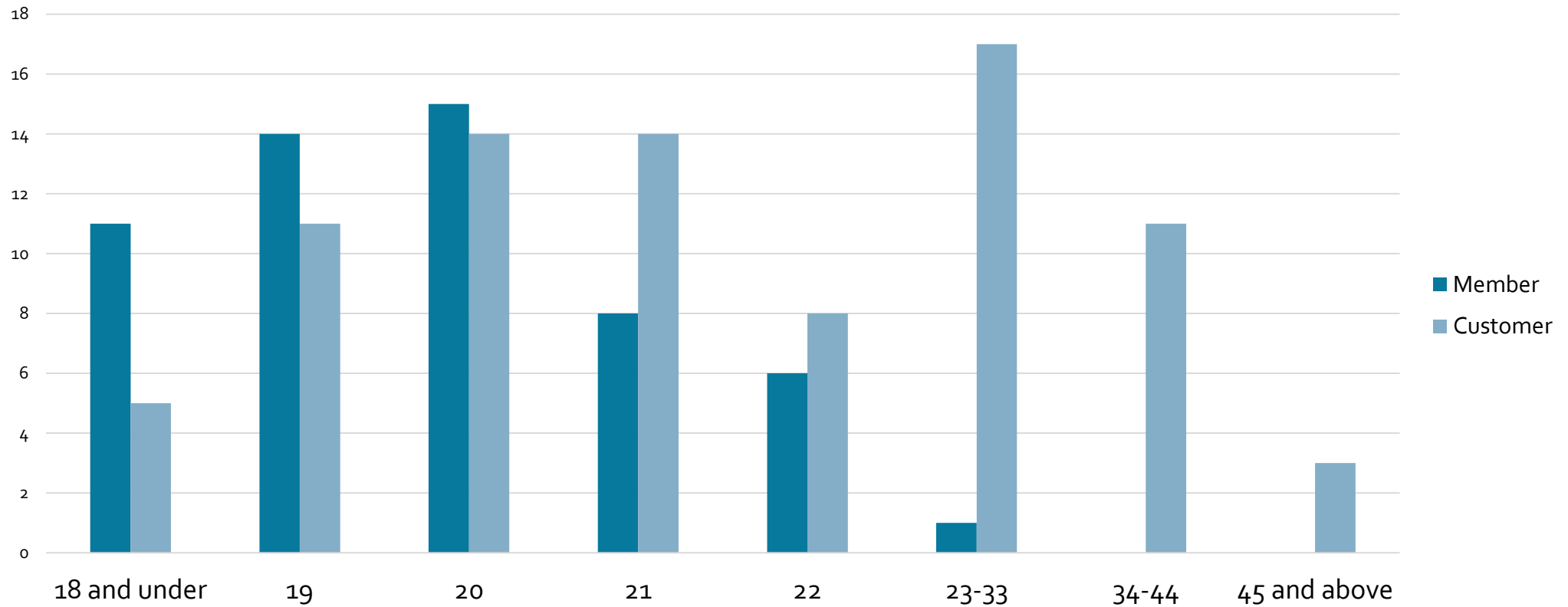
\* Members and customers were given the same set of questions

# Primary reason for shopping at BSFC

- Supporting local business and social cause is the primary reason members shop at the BSFC
- Proximity, healthier choices, and offers foods you like received near equal amounts of votes, with affordability last
- Members completed the same survey online which only allows them to choose one answer choice
- Proximity is the most important factor that motivates customers to shop at the Food Collective, followed by a tie between healthier choices and offers foods you like
- Although I did not anticipate some customers circling more than one answer to this question on paper, proximity is still the main factor after counting their multiple votes
- A couple customers filled in “accepts EBT” for other reasons

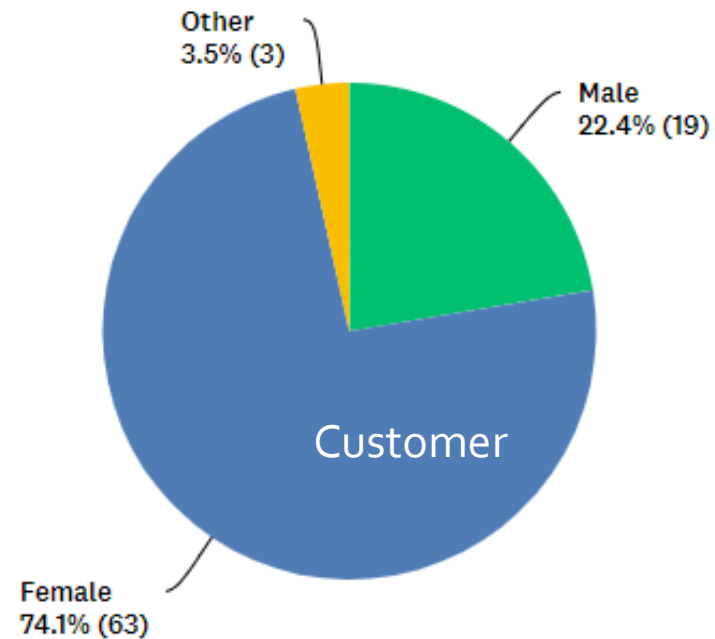
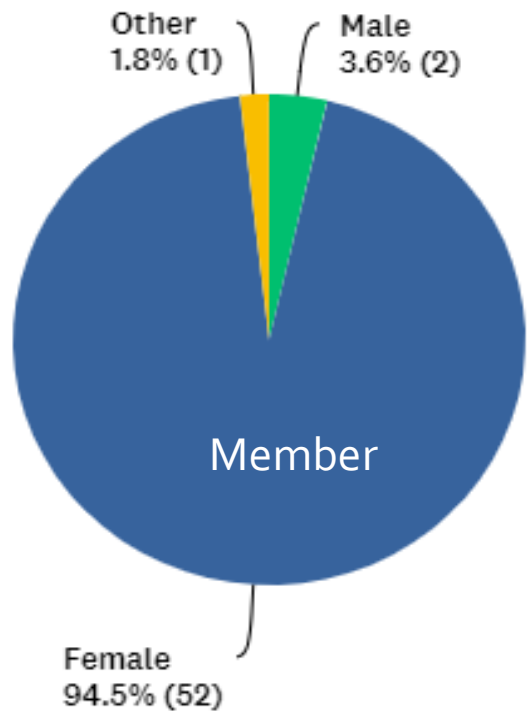
# Age

	Range (years)	Median (years)
Member	17-25	19.7
Customer	18-58	25.1



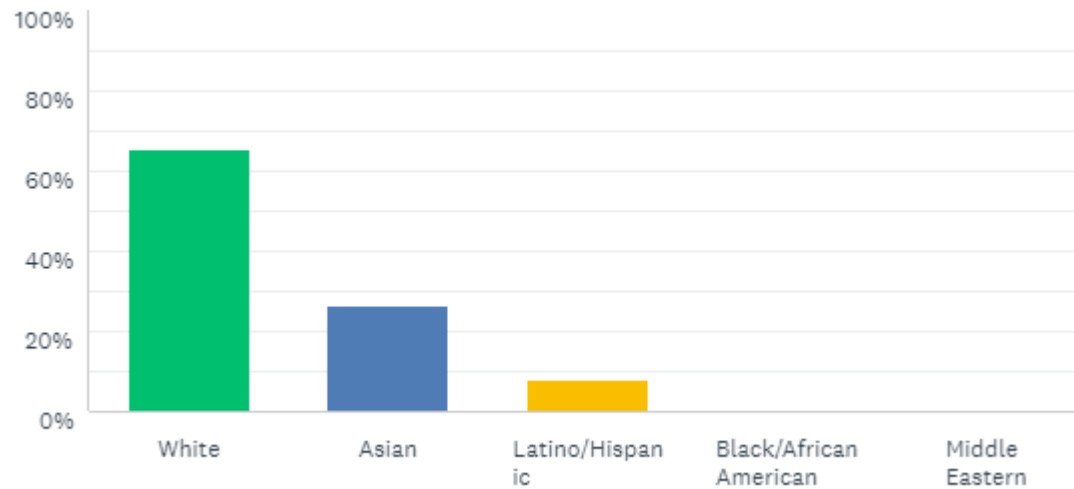
# Gender Identification

There are 18% more male customers than male members, but females still make up the majority in both groups

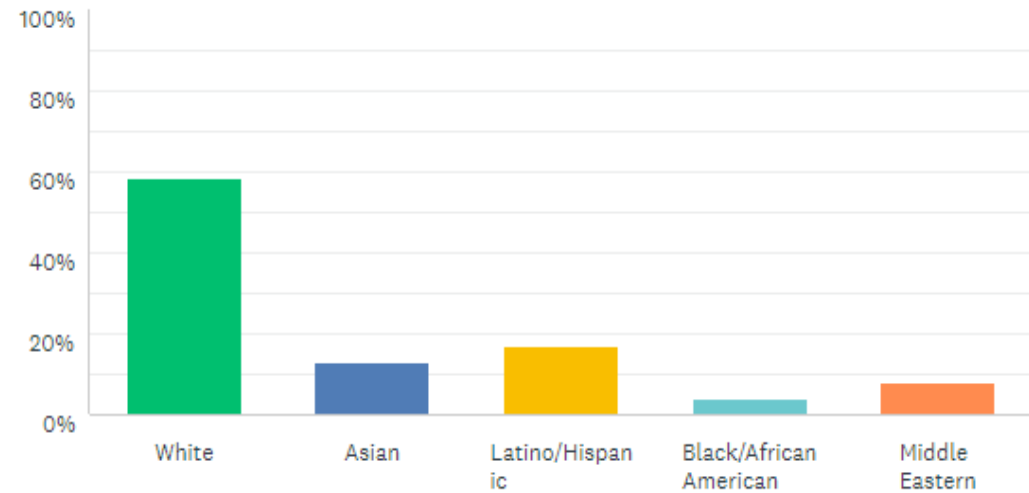


# Race/Ethnicity

Customers have a higher representation of ethnicities but both groups show similar distributions, particularly over 50% White people



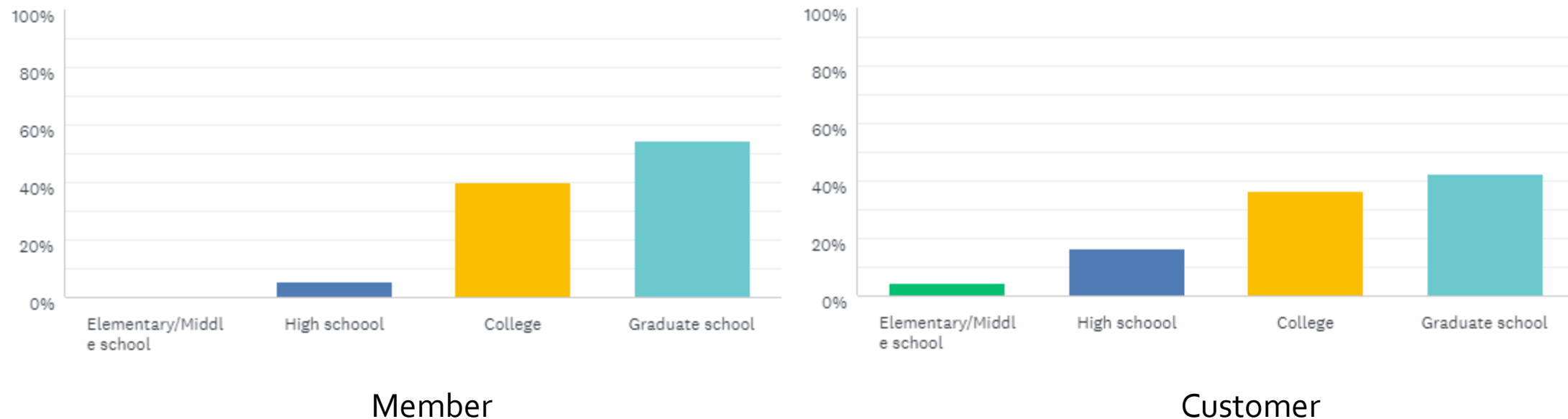
Member



Customer

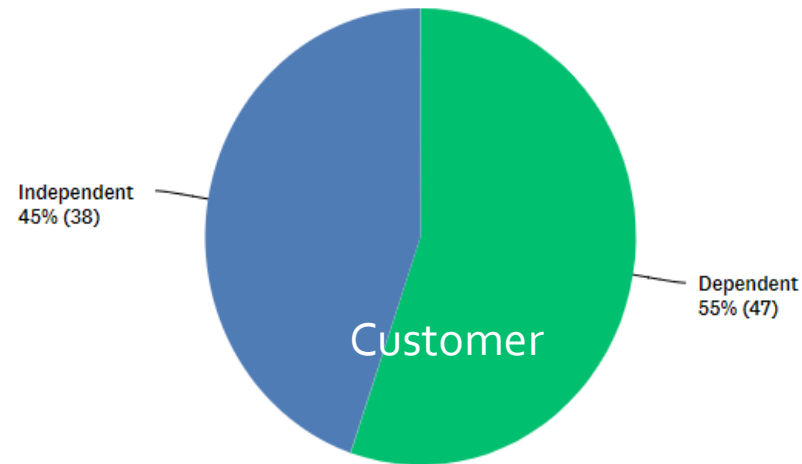
# Highest grade of school at least one parent completed

Both groups have highly educated parent(s), but members have 17% more parent(s) with a college degree



# Dependency Status

Although there are more dependents in both groups, customers are nearly evenly divided between independents and dependents

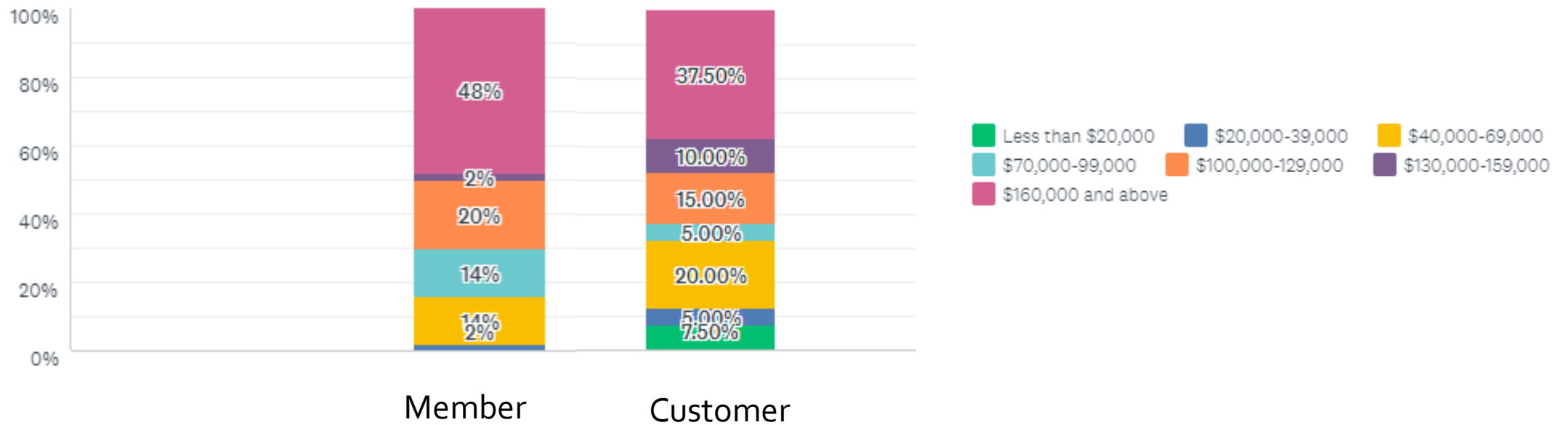




# Dependents

Which best describes your family's total annual income?

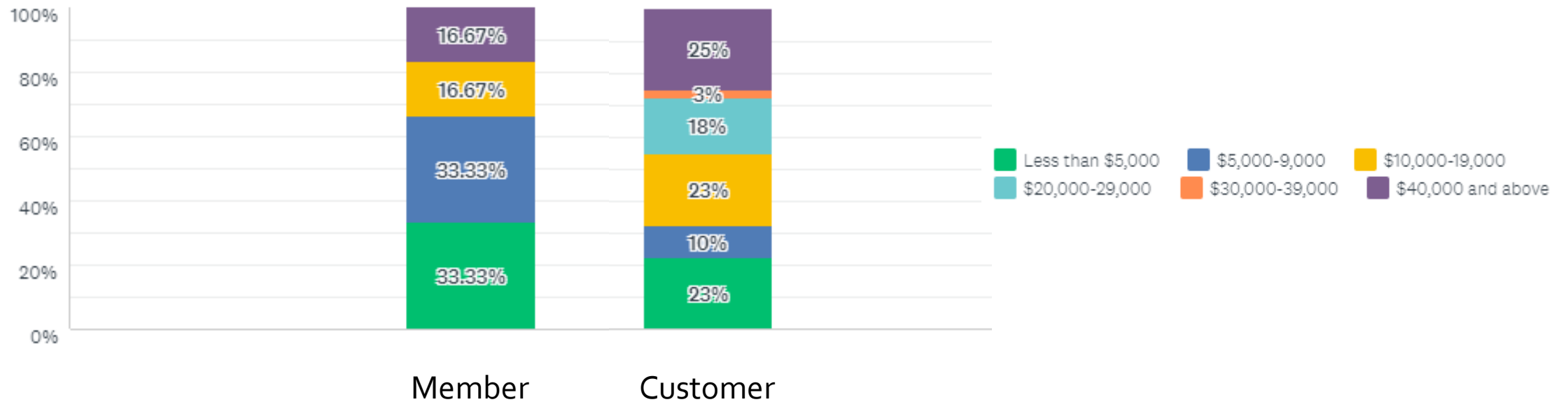
Customers show a more even distribution among all dependent income brackets but like members, there are more families that earn over \$160,000 per year than in another other bracket



# Independents

Which best describes your annual income?

Only 3 members identified as independents. Among customers, 25% are in the highest income bracket of \$40,000 and above while 23% are in the lowest bracket, earning less than \$5,000 annually



# Summary

Members tend to be young, white, female dependents from families that earn over \$160,000 annually.

Customers have similar patterns, however they show higher diversity across age, gender, ethnicity, dependency, and income.

## Some thoughts based on the results of this survey:

- The narrow member age spectrum indicates they're likely college students looking to engage in topics such as sustainability, food security, or business for personal growth and career development. In contrast, the wider customer age range better reflects the heterogenous nature of the population.
- Females are highly attracted to the Food Collective. Its democratic environment and radically distributed decision making powers may appeal to females who are historically overshadowed by patriarchy. Traditional females roles in providing for the household and their nurturing instinct could also contribute to the strong female presence. Or perhaps males view grocery shopping and cooking as effeminate.
- In addition, low socioeconomic status can be a barrier to volunteering and participating in collective decision making. It would be interesting to further examine how the Berkeley Student Cooperative has challenged this.
- Like age, customers' more diverse ethnicity composition better reflects that of the greater community. However, the majority white people and high annual income of dependents raise questions about if minority groups don't have as much opportunity to volunteer without pay, pick what they want to eat, or value the origins of their food. \*Beware that students on campus are not evenly distributed across all ethnicities so it would be better to compare these results with the demographic composition of UC Berkeley or the city of Berkeley.
- Older customers have parents who grew up in a decade where higher education was less common and valued, which may be why customers have few parents with a college degree.
- Most members are dependents, most likely because they're young college students who don't have full time jobs.

# Links

Member:

<https://www.surveymonkey.com/results/SM-MQDSBPWW8/>

Customer:

<https://www.surveymonkey.com/results/SM-PNTT3PWW8/>

Spring 2016 term paper:

[Gender Differences in Purchasing Habits at a Cooperative Health Food Store](#)