

Member engagement survey 2024

15,000

Members responded

Satisfaction score:

4.2/5

overall

Relevancy score:

3.8/5

funeral

Relevancy score:

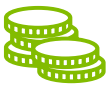
4/5

retail

Overall satisfaction with Membership is high, at 4.2 out of 5

Most Members agree that the products and services we offer fit their needs.

Satisfaction *scores out of 5* for our key areas:



Central Co-op offers and rewards are relevant to me

3



I feel like I have a say in how Central Co-op is run

2



The purpose of Central Co-op is important to me

2.7



I know how I can contribute to Central Co-ops sustainability goals

1.9



I have opportunities to give feedback and share ideas as a Member

2.7



There are opportunities to get involved in community activities locally

1.6



Central Co-op care about me as a person

2.1



The community activities run locally are relevant to me.

1.1

You said, *we'll do*:



Reward and App

We can improve our offers, rewards and digital offering. We'll use this to help us develop the App and our Membership offers and benefits.



Community

We can do better for both awareness and relevancy of our community activities. We'll work with our MCCs to keep developing how we show up for our local communities.



Sustainability

Members said that they don't know how they can contribute to our sustainability goals. We'll concentrate on ways that we can work together on achieving our goals.



Democracy

Our Members know they can share feedback and ideas, but don't always feel like they have a say how our Society is run. We'll focus on communicating how our Members shape our Society effectively.