

# EQUITY, ACCESS AND COMMUNITY COMMITTEE REPORT

December 30, 2025



Park Slope Food Coop Demographic Survey: Report to the Membership, December 2025

*By Jordan Dunn, Vikas Hiremath, Dory Thrasher and the Equity, Access and Community Committee*

The Equity, Access and Community Committee of the Park Slope Food Coop (EACC) is pleased to present our first report on the results of the Coop's first-ever demographic survey. This data will guide policy and programmatic changes to make the Coop more equitable and accessible.

This article is a summary of the EACC's initial report on the results of the survey. The initial report is available [here](#). It presents descriptive statistics, offering a snapshot of the demographic breakdown of the Coop. In future reports, we will discuss the interaction between demographic factors, compare our demographic makeup to that of Park Slope and Brooklyn, and propose questions for future research.

## **RESPONSE RATE AND REPRESENTATIVENESS**

The web-based survey ran from April through June 2025 and was completed by 4,711 members. This is 27 percent of the Coop's 17,145 members.

To understand representativeness, we compared survey results to data that the Coop has on all members: zip code and retirement status. We found that the share of survey respondents per zip code is similar to the entire Coop membership: for instance, 35 percent of survey takers reported that they live in 11215 (the Coop's zip code), compared to 34 percent of all Coop members. Similarly, 14 percent of survey respondents reported that they were retired from their Coop worksite, compared to 15 percent of the total Coop population. These comparisons give us confidence that the survey is reasonably representative.

## **WHO WE ARE**

The demographic survey asked questions about Coop members, including age, gender, length of membership, sexual orientation, race and ethnicity, religion, household composition, education, household income and other characteristics.

**Years of membership:** Most survey respondents have been Coop members for between 1 and 5 years (29 percent), followed by 11 to 20 years (22 percent). Twenty-two percent of survey respondents had been members for more than 20 years, while 10 percent had been members for less than a year.

**Age:** The largest share of Coop members are between 30 and 39 years old (29 percent), and about half (51 percent) are between 30 and 49. About 10 percent are 70

and older.

**Gender:** The Coop skews more female than male, with 63 percent of survey respondents identifying as female (both cisgender and transgender) and 31 percent identifying as male (both cisgender and transgender). Five percent of respondents indicated that they were nonbinary, gender nonconforming, gender fluid or intersex, and one percent preferred not to answer. Of all respondents, 2 percent indicated that they were transgender.

**Sexual orientation:** Seventy-one percent of respondents indicated that they were straight or heterosexual, 17 percent indicated that they were gay, lesbian or bisexual, 10 percent identified as queer, and 3 percent provided another description of their sexual orientation.

**Race and ethnicity:** The survey offered multiple categories and allowed people to select all that applied to them; people could also write in an answer. Seventy-six percent selected White or Caucasian; 9 percent multiracial and/or multiethnic; 8 percent Asian or Pacific Islander; 3 percent Black, African American or African; 2 percent Latino/a, Latine, Latinx, or Hispanic or Indigenous, Native American or Alaska Native; and 1 percent Arab, SWANA, Middle Eastern or North African.

**Religion:** This question also allowed people to select multiple checkboxes or write in an answer. A little over half (51 percent) of respondents who answered this question selected “no religion, atheist, or agnostic,” 21 percent selected Jewish and 11 percent selected Christian (any denomination). The remaining respondents selected another religion, selected multiple religious identities in combination or wrote in an answer.

**Household composition:** The average number of people per household is 2.12. Thirty-one percent of respondents indicated that they live in single-person households, 42 percent live in 2-person households and 25 percent live in 3- or 4- person households. About one quarter of respondents said they had children living with them.

**Education:** Thirty-eight percent of survey respondents hold a bachelor's degree and 58 percent hold a graduate or professional degree. Four percent indicated that they had a high school diploma, some college but no degree or attended technical school.

**Income:** About half of survey respondents (48 percent) have household incomes over \$150,000/year, and over two-thirds of Coop membership (68 percent) have a household income over \$101,000/year. An equal number of Coop members have household incomes of \$55,000 or less as those with incomes of \$350,000 or higher (10 percent in each group).

For the full report, which contains greater detail about survey findings and discusses methodological caveats and survey limitations, please visit our committee's website.

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Launch of Coop's First Demographic Survey

April 1, 2025

How many languages do Coop members speak?  
How many members live outside Park Slope?  
How many Coop households have children?  
How many people bike to the Coop?  
How much money do Coop members make?



Help us understand who we are  
by taking the Coop's first-ever  
**member info survey!**

**The survey is:**

- Anonymous
- Short, easy and fun
- For all Coop members 18+
- Ready for you to take!



Take the survey at [bit.ly/coopsurvey2025](https://bit.ly/coopsurvey2025)



Questions? Email the Equity, Access, and Community  
Committee at [psfc.equity@gmail.com](mailto:psfc.equity@gmail.com)

*By Jordan Dunn, Vikas Hiremath and Dory Thrasher for the Equity, Access and Community Committee*

The PSFC Equity, Access and Community Committee (EACC) has been developing a demographic survey for Coop members. This is the first demographic survey to be conducted at the Coop. The survey is anonymous, confidential and brief. Every adult member of the Coop (including those who are part of the same household) is invited to individually complete the survey at: [bit.ly/coopsurvey2025](https://bit.ly/coopsurvey2025).

We are proud to announce that the survey is now live. We ask that all adult members of the Coop who are reading this take five minutes to complete it.

The survey has been several years in development, as we have worked to make it as inclusive and representative as possible while keeping it anonymous and concise. The survey asks about 15 demographic questions and is expected to take approximately five minutes to complete.

THE MORE MEMBERS TAKE THE SURVEY, THE MORE COMPREHENSIVE AND ILLUSTRATIVE OUR DATA WILL BE.

Our goals include having a snapshot of the Coop's membership, identifying underrepresented groups and being able to better understand barriers to joining and participating in the Coop. Based on the survey data, we intend to conduct outreach to community groups to better understand some of their needs along with barriers they may encounter joining the Coop, such as language access, (dis)ability, hours of operation, among others. We will be able to compare the data to demographic trends in Brooklyn and in the metropolitan area. This will help us understand to what extent the demographic makeup of the Coop reflects the surrounding communities or whether factors unique to the Coop are contributing to underrepresentation of certain communities such as people of color and working class New Yorkers.

Participation is voluntary, but highly encouraged. The more members take the survey, the more comprehensive and illustrative our data will be. Survey responses are anonymous and members cannot be identified. Our proposal for the survey was reviewed and approved at a General Meeting.

In the current political climate, in which there is tremendous backlash against diversity and inclusion initiatives, participating in the survey is an opportunity to join Coop members in taking action based on our values. As a cooperatively-owned organization which values social justice and food justice, we want to ensure that what we cherish about our Coop can be accessible to and enjoyed by all community members who seek affordable and healthful food. This survey will help us to be more systematic in how we carry out our mission, an appropriate—if not overdue—step for an organization of our size.

Please take five minutes of your time to complete the survey. After you finish, please encourage your friends, squad members, the next person you interact with at check-out or on line, along with other adult members of your household, to complete it too.

Many thanks!

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*By Azi Khalili for the EACC*

December 17, 2024

Founded in 2004, the Equity, Access and Community Committee (EACC) was established to uphold the Park Slope Food Coop's commitment to diversity, equity and inclusion. The EACC is a team of academics, researchers, attorneys, educators, artists and activists united by a shared passion for equity and social justice within the Coop.

Dedicated to creating an accessible and welcoming space, the EACC advocates for diversity, challenges discrimination and promotes equal participation. Working alongside Coop staff, managers and members, the committee investigates cases of discrimination and offers support to members who have experienced or observed discrimination based on racism, sexism, homophobia, transphobia, ableism, religious bias, etc.

We review reports, mediate conflicts and propose structural changes to address and

prevent discriminatory practices. Though the EACC does not impose penalties, our mission is to foster a fair and inclusive environment for all members.

In an effort to better understand and serve the Coop's community, the EACC is launching an anonymous demographic survey. Approved by the General Meeting, this survey will gather insights on the Coop's membership to inform outreach, recruitment and programming and to ensure the Coop reflects the diverse Brooklyn and Greater NYC communities it serves.

Key goals of the survey include understanding member demographics, identifying underrepresented groups and shaping policies that enhance inclusivity. By addressing potential barriers to participation, the EACC hopes to improve Coop accessibility and make data-informed decisions to meet members' needs. The EACC hopes to launch the survey in late December or early January. We will notify Coop members as soon as it's available.

To further support its mission, the EACC is also building a new website. This resource will provide members with information on the committee's role, how to report incidents and ways to engage in the Coop's efforts to build a more equitable community. Stay tuned for updates as the site develops!