

# 2025 Survey Insights

Client & Referring Partner Feedback



# DIGNITY. ACCESS. SUSTAINABILITY

Quest exists to disrupt cycles of food insecurity through access to healthy and affordable food. By bridging the gap between food banks and traditional grocery stores, Quest provides a grocery experience based on principles of dignity, access and sustainability.

Unlike food banks, Quest empowers our clients to choose the food they need, when they need it, **without the stigma of a handout**. They can select items from our shelves just as they would in any grocery store, without the burden of financial stress.

Almost all of Quest's food is donated by local food partners, transforming surplus food into vital meals and **preventing good food from going to waste**.



# Who We Serve

**In 2024, Quest supported 10,000+ clients and saw more than 175,000 visits to our markets.**

Thanks to **insights from our referring partners**, we know:

- More than half of our clients are **36-70+ years old**, and around a third are between 18-35
- At least **half are parents/guardians**
- Around **two-thirds identify as female**
- At least **a quarter face employment barriers due to disability**
- Approximately **20 percent do not have English as their first language**
- Many face **transportation & transit barriers** that make local markets essential



# How They Shop

Thanks to **feedback from our clients**, we know:

- 70% of clients **rely on Quest for most of their groceries**
- Most clients visit Quest **at least once a week**, with clients at our Hastings market primarily **visiting daily**
- Price is their priority, but **product selection** is a **strong second**
- **Fresh protein, eggs, milk & veggies** are their top product needs
- Most clients **walk to our Hastings market**, and this is the **2<sup>nd</sup> most common form of travel** to our other markets

**Our average client experience rating is a very positive 9**

*\*on a scale of 1-10*



# Our Impact

## DIGNITY

By providing the wide product selection our clients value, we give them autonomy over their food choices at an affordable cost.

## ACCESS

With 4 markets located across Metro Vancouver open 6 days a week, we make healthy, affordable food accessible for those facing transport barriers & enable clients to shop when, and as often, as they need.

## SUSTAINABILITY

Working with more than 100 food partners, we have prevented over \$4 million worth of good food from going to waste in the last 12 months alone.

**94% of Quest's Referring Partners feel confident recommending Quest to people in need of access to affordable groceries.**

We're delighted that our Referring Partners have such confidence in our services and we are **extremely grateful to those who took the time to complete the survey.**

Some of their recommendations for improving our services include:

- Providing clients with more recipes and product information
- Offering more nutrition education
- More reassurance on best-before dates and food safety

**These improvements are underway, and we look forward to rolling them out soon!**

