

## The Public, Grocery Shopping, and Warehouse Clubs

### \* TOPLINE RESULTS \*

Interviews for this study were conducted on the SSRS Opinion Panel Omnibus, **February 5 – 9 and March 19 – 22, 2026**, among a nationally representative sample of **2,008 adults**. The margin of error for total respondents is +/- 2.5 percentage points at the 95% confidence level. The design effect is 1.26.

The SSRS Opinion Panel Omnibus is a multi-client probability-based survey that fields twice a month. It delivers a nationally representative sample of 1000+ adults age 18 or older in English with a Spanish-language option. Data collection is conducted online and via phone (for non-internet and web-reluctant respondents) using the SSRS Opinion Panel. More information about SSRS is available at [www.ssrs.com](http://www.ssrs.com).

#### **SPOT1. Where do you or others in your household typically shop for groceries? (Select all that apply)**

*Based on total respondents (n=2008)*

	%
Walmart	62
Major grocery chain, such as Albertson's, Kroger, Safeway, Wegmans, or Publix	52
Warehouse club like Costco, BJ's Wholesale Club, or Sam's Club	44
Aldi	30
Local or independent grocery store	29
Dollar General, Dollar Tree, or another dollar store	25
Online retailers such as Amazon.com	21
Target	20
Trader Joe's	18
Other	7
Don't know/refused/web blank	*

**SPOT2. Which warehouse clubs do you belong to? (Select all that apply)**

*Based on those who say they or others in their household typically shop for groceries at warehouse clubs like Costco, BJ's Wholesale Club, or Sam's Club (n=889)*

	%
Costco	64
Sam's Club	45
BJ's Wholesale Club	14
Other	1
Don't know/refused/web blank	*

**SPOT1-2 Combo.**

*Based on total respondents (n=2008)*

	%
<b>Typically shop for groceries at a warehouse club</b>	<b>44</b>
Belong to Costco	28
Belong to Sam's Club	20
Belong to BJ's Wholesale Club	6
Belong to other warehouse club	1
<b>Do not typically shop for groceries at a warehouse club</b>	<b>56</b>

**SPOT 3. How satisfied are you with Costco when it comes to each of the following...**

*Based on those who say they or others in their household typically shop for groceries at a warehouse club and belong to Costco (n=549)*

**a. Membership fee**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>88</b>
Very satisfied	44
Somewhat satisfied	45
<b>Very/somewhat dissatisfied (NET)</b>	<b>12</b>
Somewhat dissatisfied	10
Very dissatisfied	1
Don't know/refused/web blank	-

**b. Price of products**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>93</b>
Very satisfied	45
Somewhat satisfied	49
<b>Very/somewhat dissatisfied (NET)</b>	<b>7</b>
Somewhat dissatisfied	6
Very dissatisfied	1
Don't know/refused/web blank	-

**c. Quality of products**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>97</b>
Very satisfied	69
Somewhat satisfied	28
<b>Very/somewhat dissatisfied (NET)</b>	<b>3</b>
Somewhat dissatisfied	3
Very dissatisfied	*
Don't know/refused/web blank	-

**d. Customer service**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>96</b>
Very satisfied	67
Somewhat satisfied	28
<b>Very/somewhat dissatisfied (NET)</b>	<b>4</b>
Somewhat dissatisfied	3
Very dissatisfied	1
Don't know/refused/web blank	-

**e. Trustworthiness**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>99</b>
Very satisfied	67
Somewhat satisfied	32
<b>Very/somewhat dissatisfied (NET)</b>	<b>1</b>
Somewhat dissatisfied	1
Very dissatisfied	-
Don't know/refused/web blank	-

**SPOT 4. How satisfied are you with Sam's Club when it comes to each of the following...**

*Based on those who say they or others in their household typically shop for groceries at a warehouse club and belong to Sam's Club (n=425)*

**a. Membership fee**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>86</b>
Very satisfied	39
Somewhat satisfied	48
<b>Very/somewhat dissatisfied (NET)</b>	<b>14</b>
Somewhat dissatisfied	12
Very dissatisfied	2
Don't know/refused/web blank	-

**b. Price of products**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>94</b>
Very satisfied	41
Somewhat satisfied	52
<b>Very/somewhat dissatisfied (NET)</b>	<b>6</b>
Somewhat dissatisfied	5
Very dissatisfied	1
Don't know/refused/web blank	-

**c. Quality of products**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>95</b>
Very satisfied	56
Somewhat satisfied	38
<b>Very/somewhat dissatisfied (NET)</b>	<b>5</b>
Somewhat dissatisfied	5
Very dissatisfied	*
Don't know/refused/web blank	-

**d. Customer service**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>92</b>
Very satisfied	51
Somewhat satisfied	41
<b>Very/somewhat dissatisfied (NET)</b>	<b>8</b>
Somewhat dissatisfied	6
Very dissatisfied	1
Don't know/refused/web blank	-

**e. Trustworthiness**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>95</b>
Very satisfied	50
Somewhat satisfied	45
<b>Very/somewhat dissatisfied (NET)</b>	<b>5</b>
Somewhat dissatisfied	5
Very dissatisfied	*
Don't know/refused/web blank	-

**SPOT 5. How satisfied are you with BJ's Wholesale Club when it comes to each of the following...**

*Based on those who say they or others in their household typically shop for groceries at a warehouse club and belong to BJ's Wholesale Club (n=141)*

**a. Membership fee**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>80</b>
Very satisfied	38
Somewhat satisfied	43
<b>Very/somewhat dissatisfied (NET)</b>	<b>20</b>
Somewhat dissatisfied	16
Very dissatisfied	4
Don't know/refused/web blank	-

**b. Price of products**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>90</b>
Very satisfied	31
Somewhat satisfied	59
<b>Very/somewhat dissatisfied (NET)</b>	<b>10</b>
Somewhat dissatisfied	7
Very dissatisfied	3
Don't know/refused/web blank	-

**c. Quality of products**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>91</b>
Very satisfied	54
Somewhat satisfied	37
<b>Very/somewhat dissatisfied (NET)</b>	<b>9</b>
Somewhat dissatisfied	7
Very dissatisfied	2
Don't know/refused/web blank	-

**d. Customer service**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>88</b>
Very satisfied	45
Somewhat satisfied	43
<b>Very/somewhat dissatisfied (NET)</b>	<b>12</b>
Somewhat dissatisfied	9
Very dissatisfied	3
Don't know/refused/web blank	-

**e. Trustworthiness**

	%
<b>Very/somewhat satisfied (NET)</b>	<b>93</b>
Very satisfied	45
Somewhat satisfied	48
<b>Very/somewhat dissatisfied (NET)</b>	<b>7</b>
Somewhat dissatisfied	7
Very dissatisfied	*
Don't know/refused/web blank	-

**SPOT 6. Have you ever shared your Costco membership with anyone other than your immediate family?**

*Based on those who say they or others in their household typically shop for groceries at a warehouse club and belong to Costco (n=549)*

	%
Yes	15
No	85
Don't know/refused/web blank	-

**SPOT 7. Have you ever shared your Sam's Club membership with anyone other than your immediate family?**

*Based on those who say they or others in their household typically shop for groceries at a warehouse club and belong to Sam's Club (n=425)*

	%
Yes	19
No	81
Don't know/refused/web blank	-

**SPOT 8. Have you ever shared your BJ's Wholesale Club membership with anyone other than your immediate family?**

*Based on those who say they or others in their household typically shop for groceries at a warehouse club and belong to BJ's Wholesale Club (n=141)*

	%
Yes	17
No	83
Don't know/refused/web blank	-

**SPOT 6-8 Combo. Have you ever shared your (Costco/Sam's Club/BJ's Wholesale Club) membership with anyone other than your immediate family?**

*Based on those who say they or others in their household typically shop for groceries at a warehouse club and belong to Costco, Sam's Club, or BJ's Wholesale Club (n=880)*

	%
Yes	18
No	82
Don't know/refused/web blank	-