

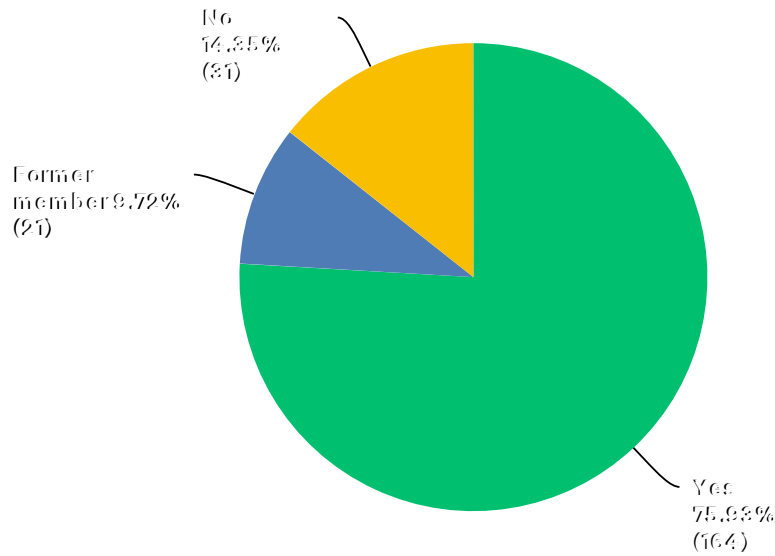
Q1 Name (optional)

Answered: 87 Skipped: 129

Names have not been provided in this summary.

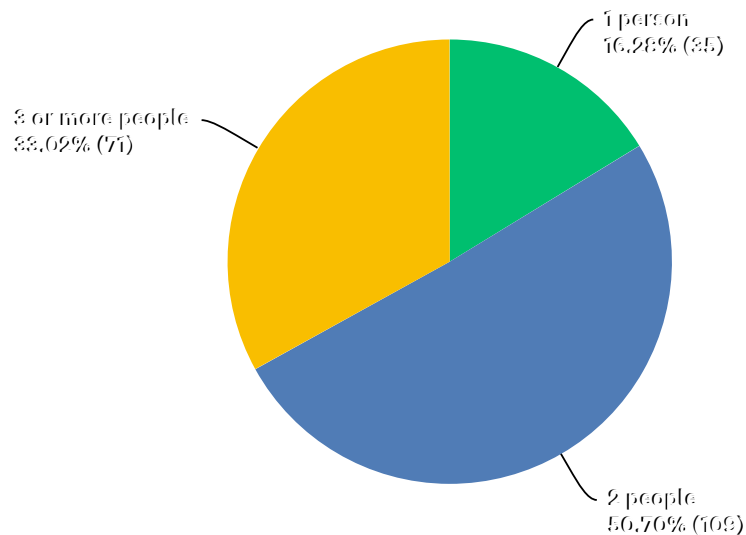
Q2 Are you a member-owner?

Answered: 216 Skipped: 0



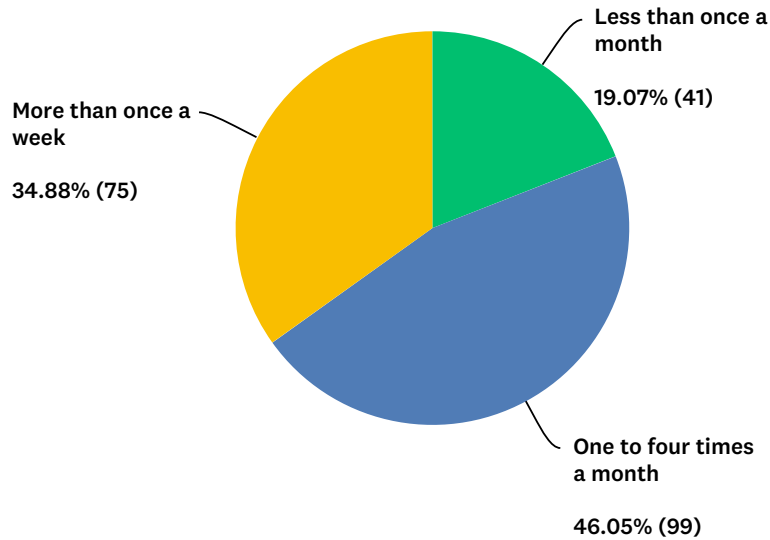
Q3 Number of people in your household

Answered: 215 Skipped: 1



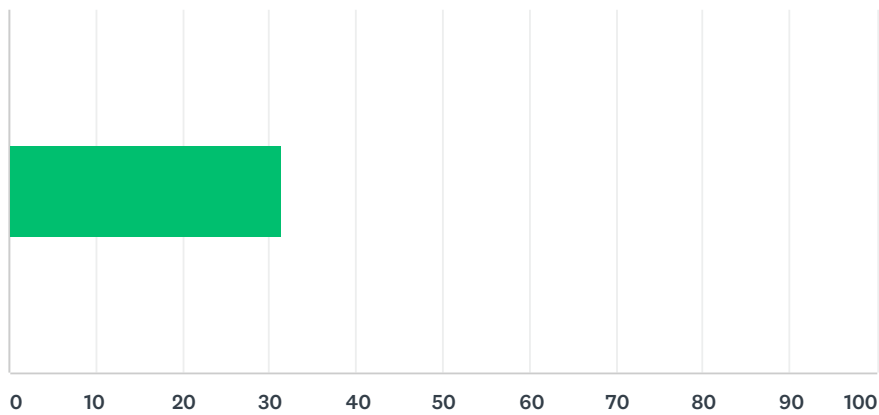
Q4 About how often do you shop at the Co-op?

Answered: 215 Skipped: 1



Q5 What proportion of your grocery dollars do you spend at the Co-op? (Optional)

Answered: 207 Skipped: 9

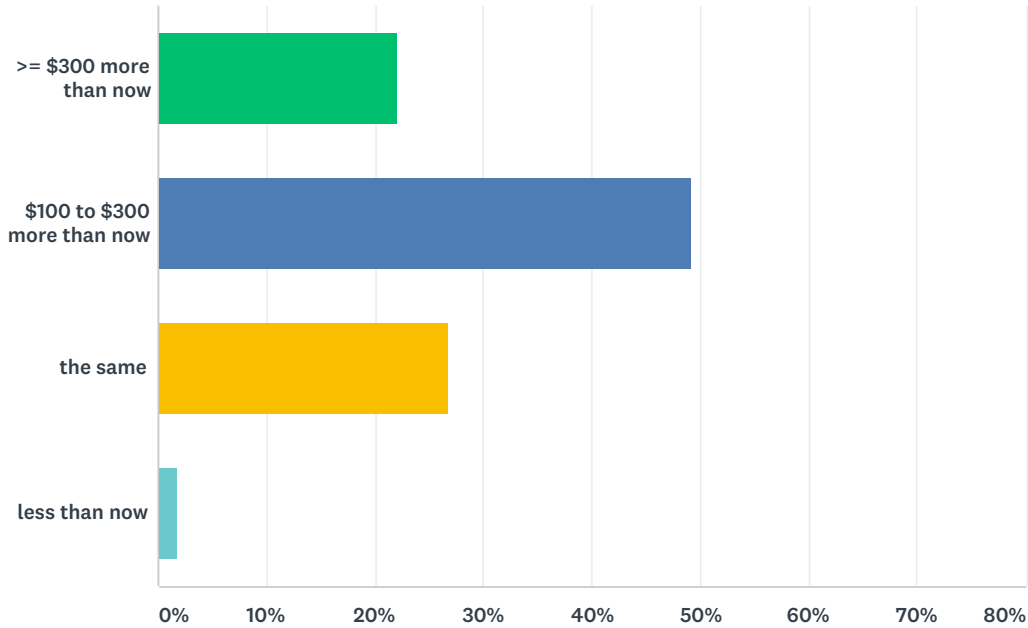


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	31	6,476	207
Total Respondents: 207			

BASIC STATISTICS					
MINIMUM	MAXIMUM	MEDIAN	MEAN	STANDARD DEVIATION	
0.00	100.00	23.00	31.29	26.90	

Q6 If all active member-owners spent an additional \$300 per year, the Co-op could stabilize its finances. How much more are you willing to spend at the Co-op in the coming year compared to last year?

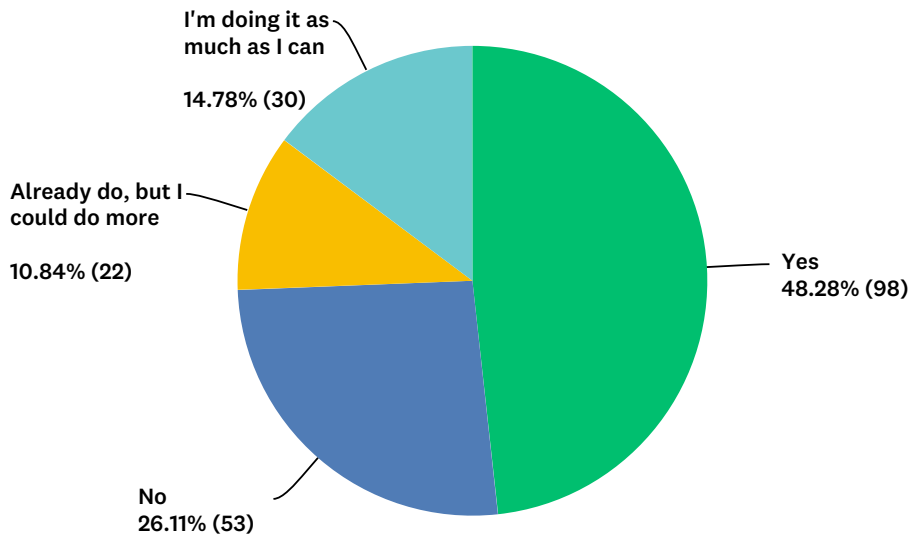
Answered: 209 Skipped: 7



ANSWER CHOICES	RESPONSES	
>= \$300 more than now	22.01%	46
\$100 to \$300 more than now	49.28%	103
the same	26.79%	56
less than now	1.91%	4
TOTAL		209

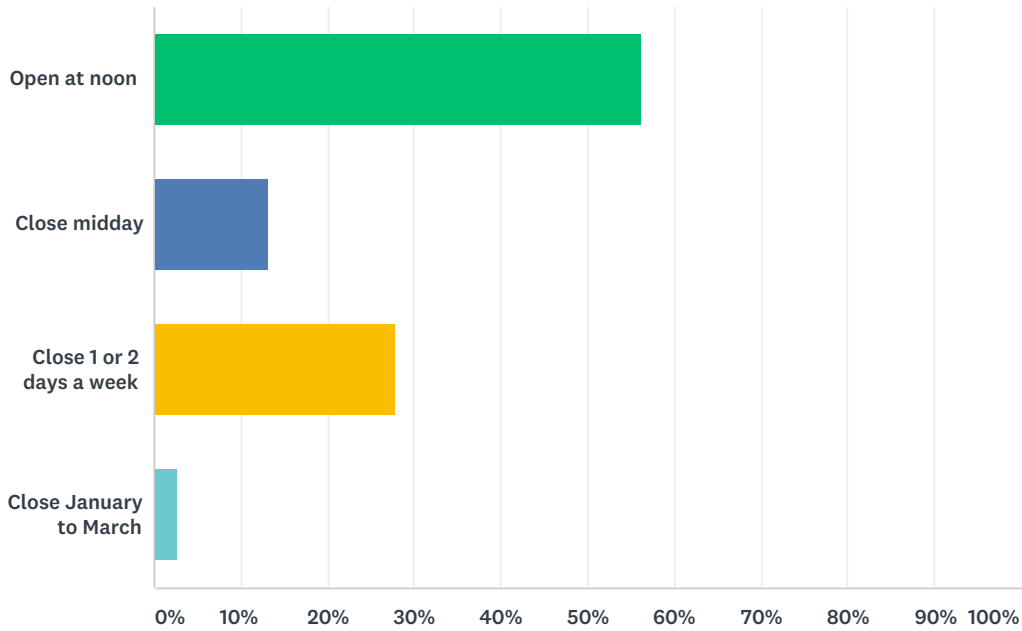
Q7 Prebuying groceries helps the Co-op in two ways: it decreases credit card fees and it provides the store with working capital. Are you willing/able to prebuy your groceries?

Answered: 203 Skipped: 13



Q8 Co-op sales slow way down in the winter. Which of the following options would be best for you in the winter?

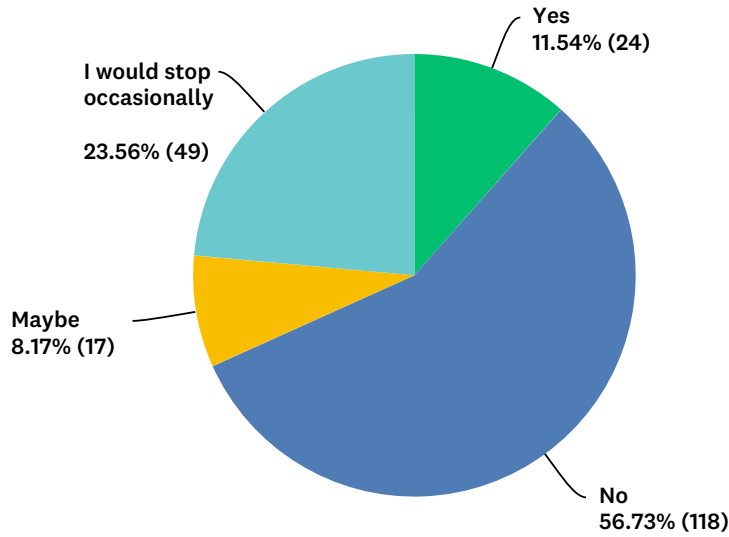
Answered: 183 Skipped: 33



ANSWER CHOICES	RESPONSES	
Open at noon	56.28%	103
Close midday	13.11%	24
Close 1 or 2 days a week	27.87%	51
Close January to March	2.73%	5
TOTAL		183

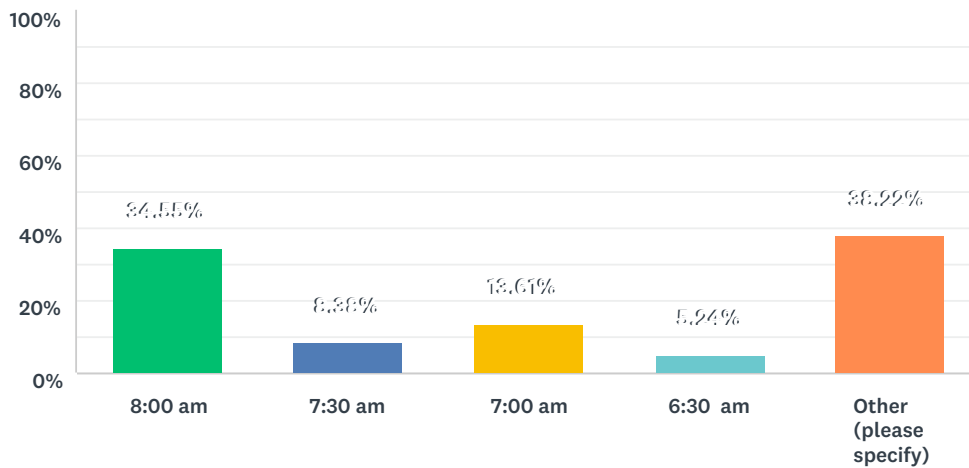
Q9 If the Co-op opened early with fresh coffee and breakfast snacks, would you make stopping part of your regular morning routine?

Answered: 208 Skipped: 8



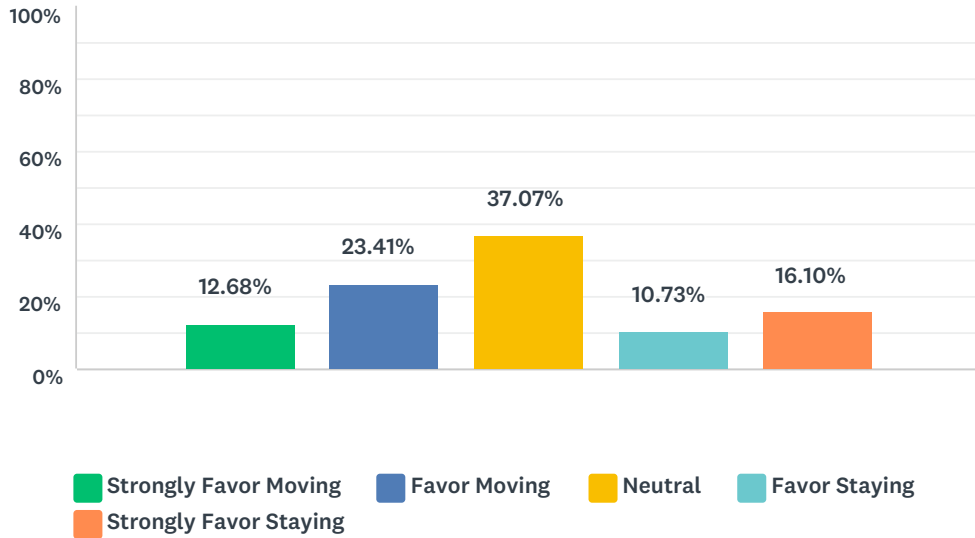
Q10 What early opening time would work for you?

Answered: 191 Skipped: 25



Q11 There are strong reasons to stay in our present building, and strong reasons to move to a new location on Route 2. What do you think would be better for the Co-op?

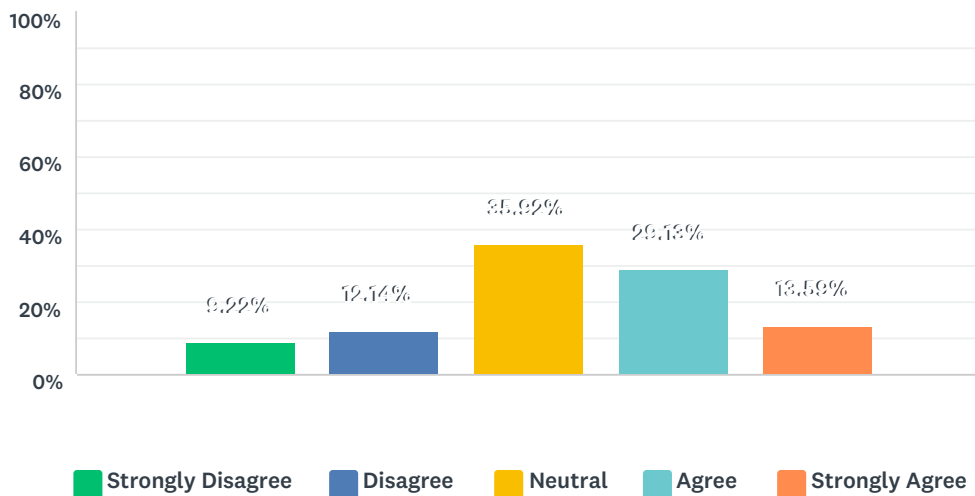
Answered: 205 Skipped: 11



STRONGLY FAVOR MOVING	FAVOR MOVING	NEUTRAL	FAVOR STAYING	STRONGLY FAVOR STAYING	TOTAL	WEIGHTED AVERAGE
12.68%	23.41%	37.07%	10.73%	16.10%	205	-0.06
26	48	76	22	33		

Q12 How do you feel about converting the present store to a community center and moving the store to a location on Route 2?

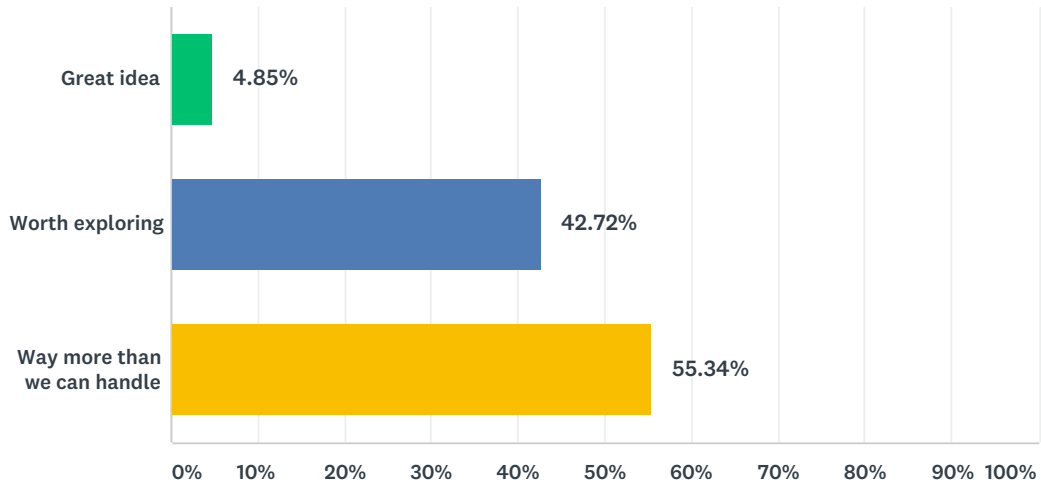
Answered: 206 Skipped: 10



STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
9.22%	12.14%	35.92%	29.13%	13.59%	206	0.26
19	25	74	60	28		

Q13 What about opening a satellite grocery with a coffee shop on Route 2 and maintaining the current store in the village?

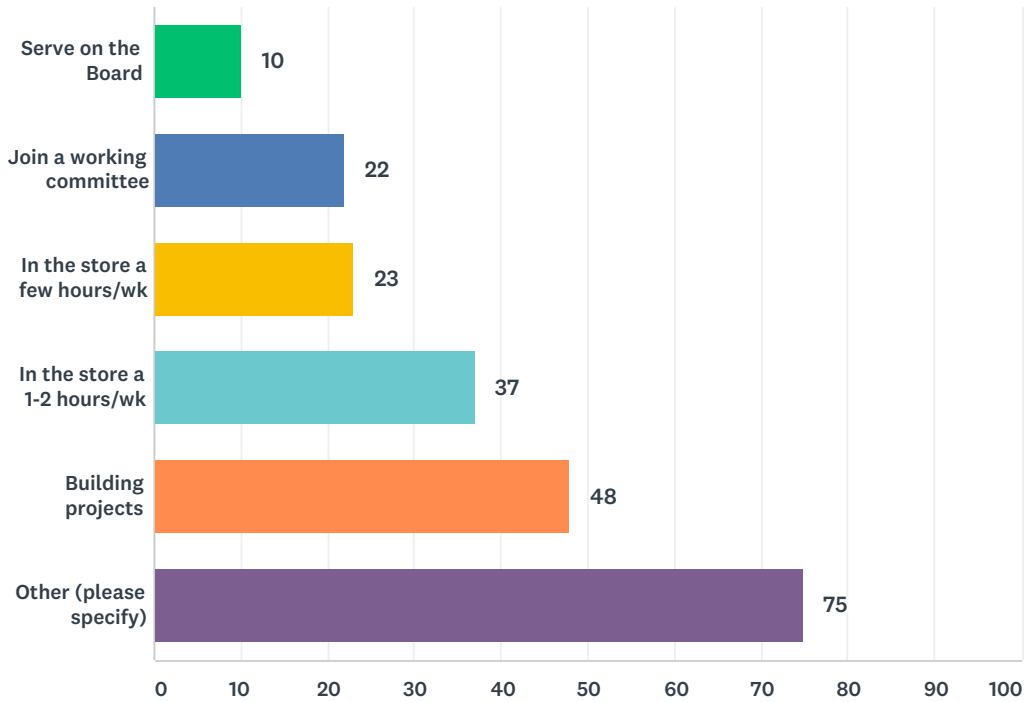
Answered: 206 Skipped: 10



ANSWER CHOICES	RESPONSES	
Great idea	4.85%	10
Worth exploring	42.72%	88
Way more than we can handle	55.34%	114
Total Respondents: 206		

Q14 The Co-op might operate with fewer staff if we had more volunteers. Are you willing to

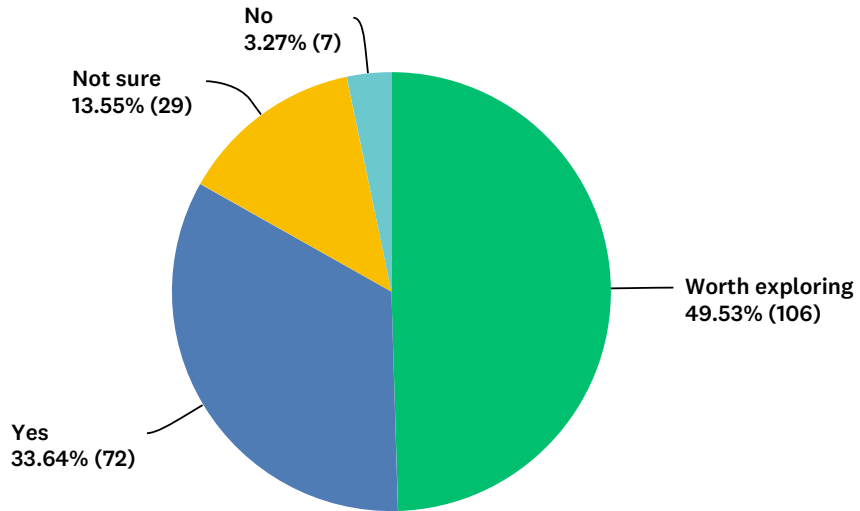
Answered: 169 Skipped: 47



ANSWER CHOICES	RESPONSES	
Serve on the Board	5.92%	10
Join a working committee	13.02%	22
In the store a few hours/wk	13.61%	23
In the store a 1-2 hours/wk	21.89%	37
Building projects	28.40%	48
Other (please specify)	44.38%	75
Total Respondents: 169		

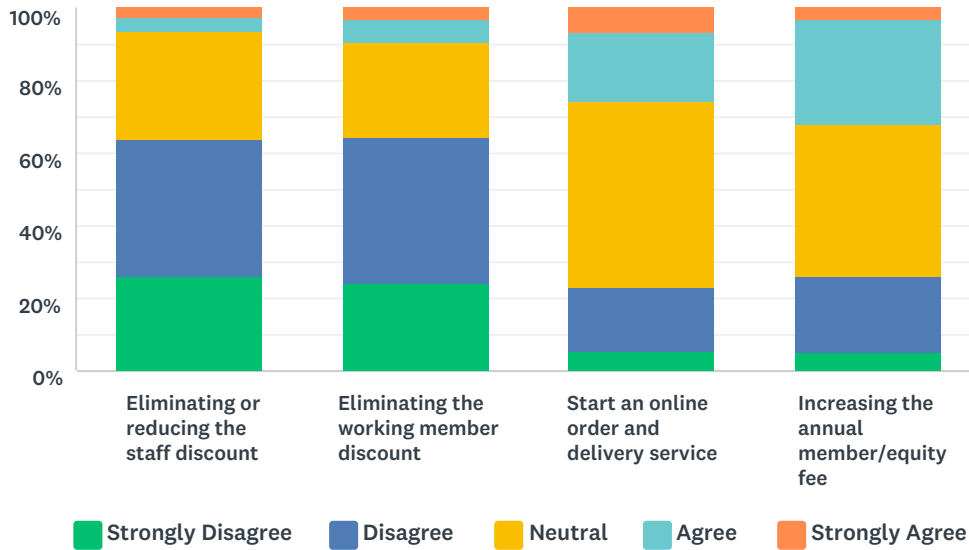
Q15 Would you favor consolidating with one or more other cooperatives if it could be a way to make our store sustainable?

Answered: 214 Skipped: 2



Q16 How do you feel about any of these other ideas for the Co-op?

Answered: 213 Skipped: 3



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Eliminating or reducing the staff discount	25.94% 55	38.21% 81	29.25% 62	4.25% 9	2.36% 5	212	-0.81
Eliminating the working member discount	24.04% 50	40.38% 84	25.96% 54	6.73% 14	2.88% 6	208	-0.76
Start an online order and delivery service	5.29% 11	17.79% 37	51.44% 107	19.23% 40	6.25% 13	208	0.03
Increasing the annual member/equity fee	5.21% 11	20.85% 44	42.18% 89	28.91% 61	2.84% 6	211	0.03

Q17 Other thoughts or ideas?

Answered: 98 Skipped: 118

Comments provided in separate document.