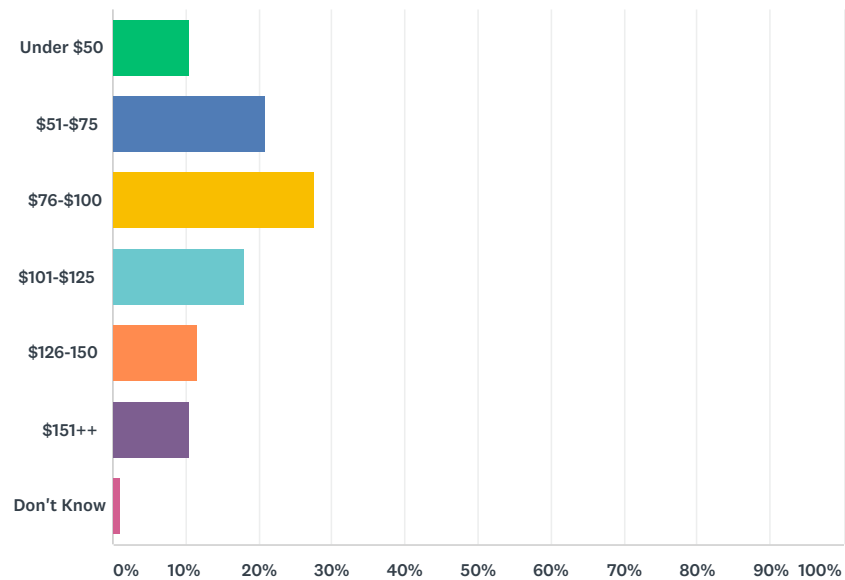


Q1 How much does your household spend in an average week on groceries

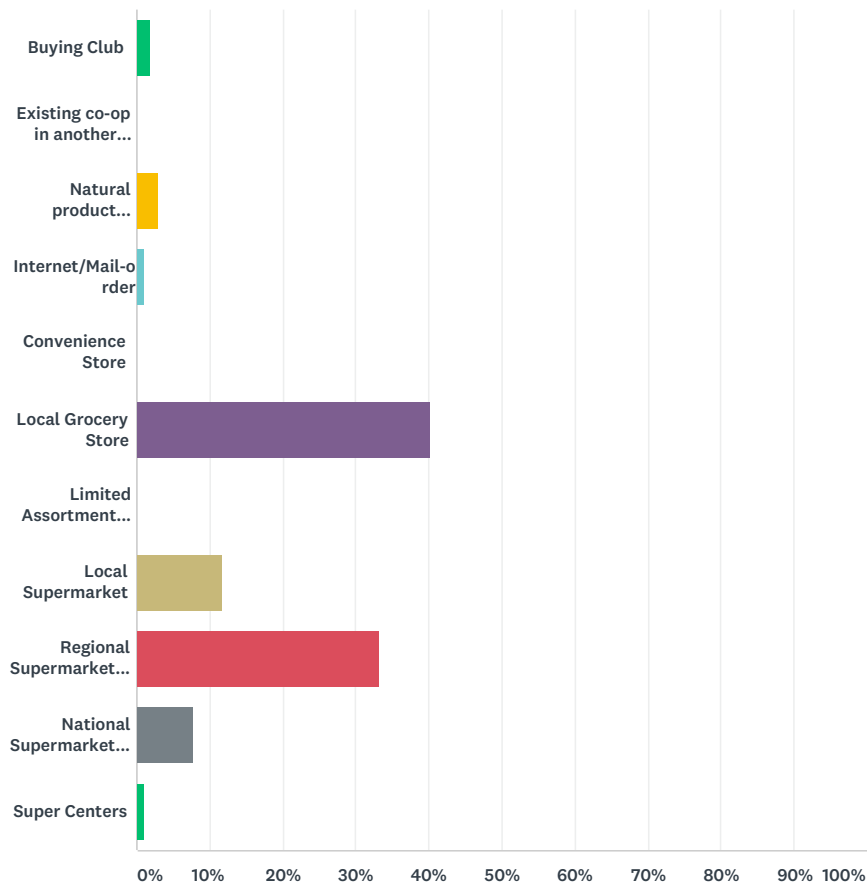
Answered: 105 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under \$50	10.48%	11
\$51-\$75	20.95%	22
\$76-\$100	27.62%	29
\$101-\$125	18.10%	19
\$126-150	11.43%	12
\$151++	10.48%	11
Don't Know	0.95%	1
TOTAL		105

## Q2 Where do you spend Most of your grocery dollars? (Check one)

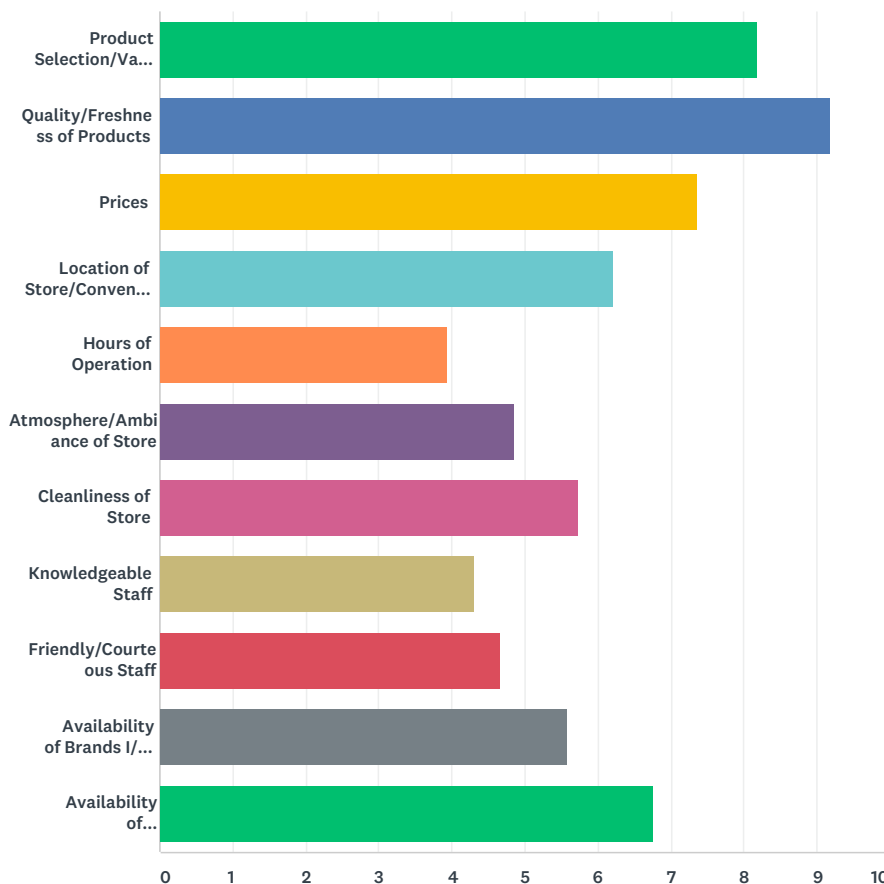
Answered: 102 Skipped: 3



ANSWER CHOICES	RESPONSES	
Buying Club	1.96%	2
Existing co-op in another community	0.00%	0
Natural product retailer	2.94%	3
Internet/Mail-order	0.98%	1
Convenience Store	0.00%	0
Local Grocery Store	40.20%	41
Limited Assortment Store	0.00%	0
Local Supermarket	11.76%	12
Regional Supermarket Chain	33.33%	34
National Supermarket Chain	7.84%	8
Super Centers	0.98%	1
<b>TOTAL</b>		<b>102</b>

### Q3 From the list below, please rank factors you consider when choosing where to shop for groceries:

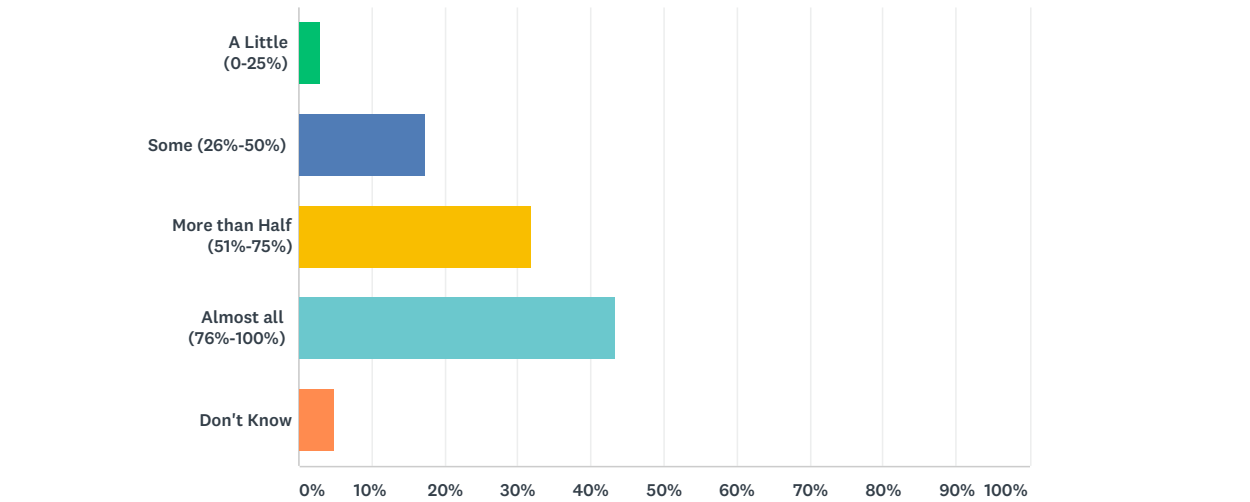
Answered: 103 Skipped: 2



	1	2	3	4	5	6	7	8	9	10	11	TOTAL
Product Selection/Variety	12.77% 12	22.34% 21	14.89% 14	21.28% 20	9.57% 9	8.51% 8	3.19% 3	2.13% 2	0.00% 0	3.19% 3	2.13% 2	94
Quality/Freshness of Products	33.00% 33	32.00% 32	10.00% 10	9.00% 9	7.00% 7	2.00% 2	0.00% 0	0.00% 0	1.00% 1	3.00% 3	3.00% 3	100
Prices	11.46% 11	12.50% 12	20.83% 20	12.50% 12	12.50% 12	3.13% 3	8.33% 8	2.08% 2	10.42% 10	4.17% 4	2.08% 2	96
Location of Store/Convenience	10.20% 10	7.14% 7	14.29% 14	9.18% 9	9.18% 9	11.22% 11	5.10% 5	6.12% 6	7.14% 7	12.24% 12	8.16% 8	98
Hours of Operation	1.09% 1	2.17% 2	3.26% 3	5.43% 5	9.78% 9	7.61% 7	6.52% 6	9.78% 9	16.30% 15	14.13% 13	23.91% 22	92
Atmosphere/Ambiance of Store	1.08% 1	3.23% 3	5.38% 5	5.38% 5	10.75% 10	13.98% 13	19.35% 18	8.60% 8	9.68% 9	8.60% 8	13.98% 13	93
Cleanliness of Store	1.06% 1	9.57% 9	7.45% 7	10.64% 10	6.38% 6	12.77% 12	18.09% 17	14.89% 14	7.45% 7	8.51% 8	3.19% 3	94
Knowledgeable Staff	0.00% 0	0.00% 0	3.13% 3	8.33% 8	7.29% 7	9.38% 9	10.42% 10	23.96% 23	13.54% 13	16.67% 16	7.29% 7	96
Friendly/Courteous Staff	1.06% 1	0.00% 0	4.26% 4	4.26% 4	11.70% 11	12.77% 12	18.09% 17	14.89% 14	14.89% 14	11.70% 11	6.38% 6	94
Availability of Brands I/My Family Likes	5.15% 5	5.15% 5	14.43% 14	9.28% 9	10.31% 10	7.22% 7	4.12% 4	9.28% 9	13.40% 13	10.31% 10	11.34% 11	97
Availability of natural/organic food	23.00% 23	7.00% 7	6.00% 6	10.00% 10	10.00% 10	8.00% 8	7.00% 7	7.00% 7	5.00% 5	6.00% 6	11.00% 11	100

Q4 How much of your grocery dollars does your household spend at your primary store in an average week?

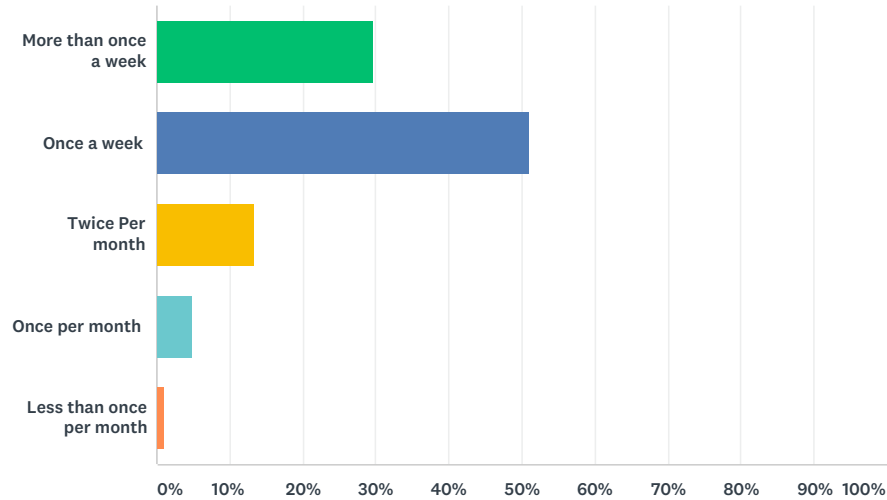
Answered: 104   Skipped: 1



ANSWER CHOICES	RESPONSES	
A Little (0-25%)	2.88%	3
Some (26%-50%)	17.31%	18
More than Half (51%-75%)	31.73%	33
Almost all (76%-100%)	43.27%	45
Don't Know	4.81%	5
TOTAL		104

Q5 On Average, how often do you shop at your primary store?

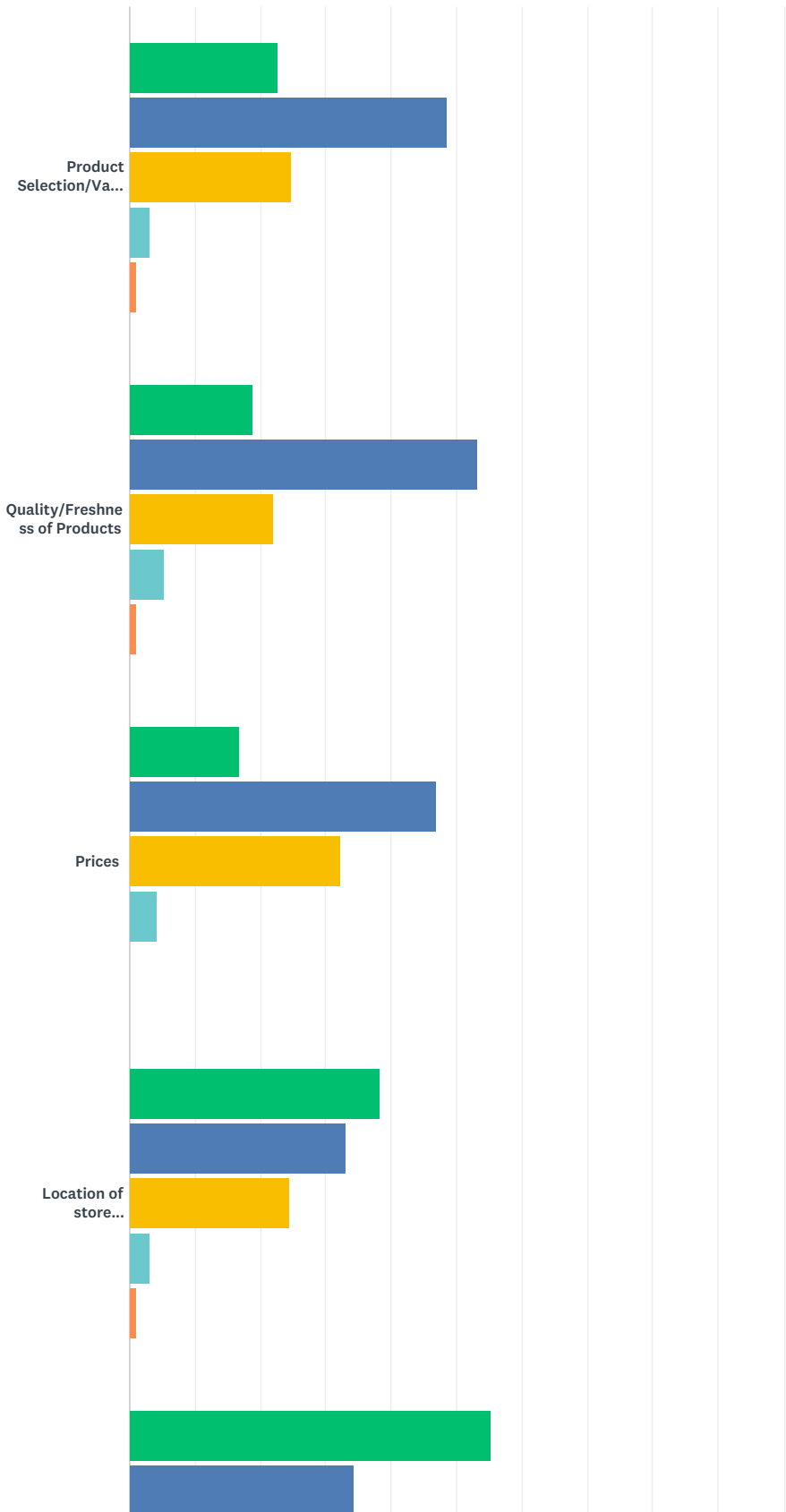
Answered: 104 Skipped: 1

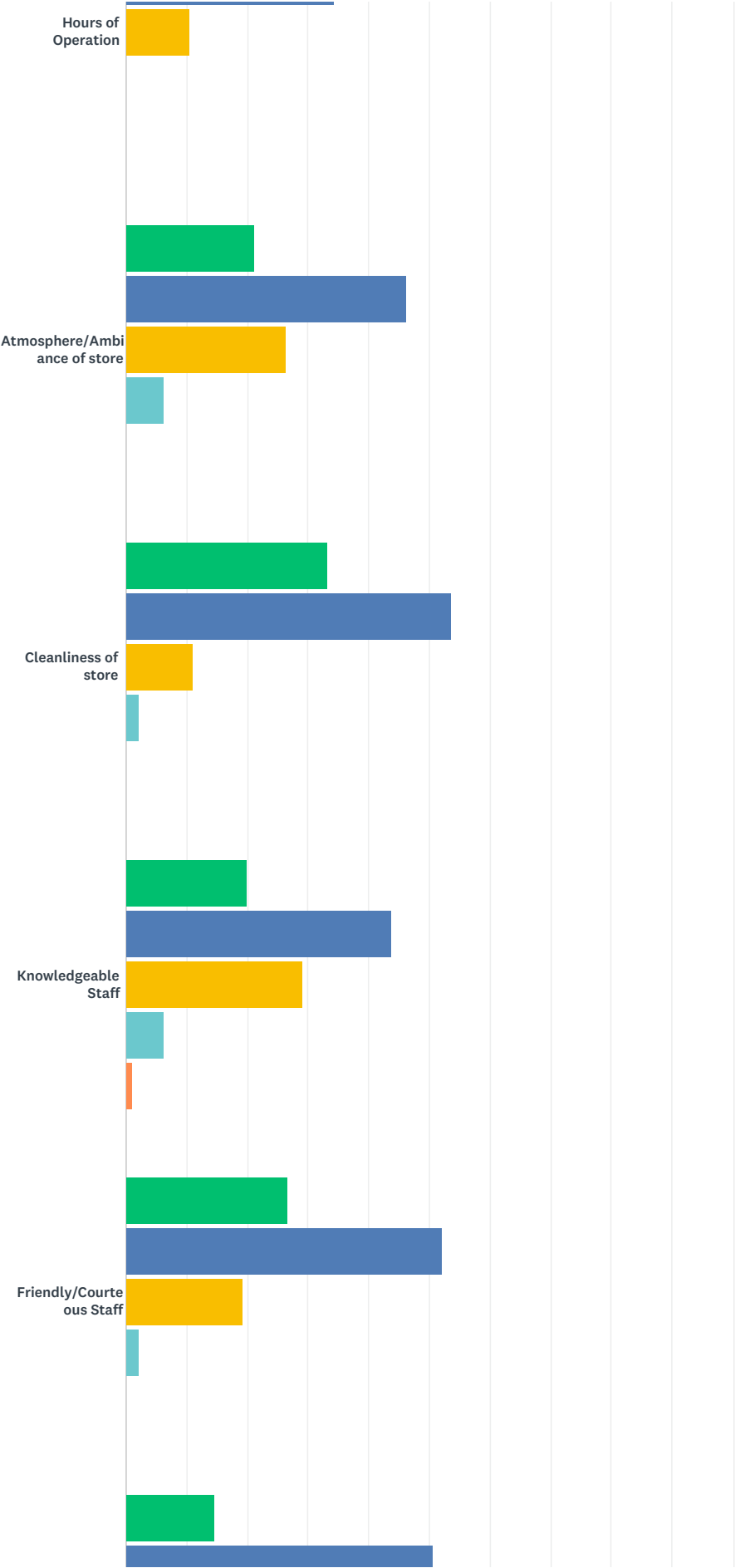


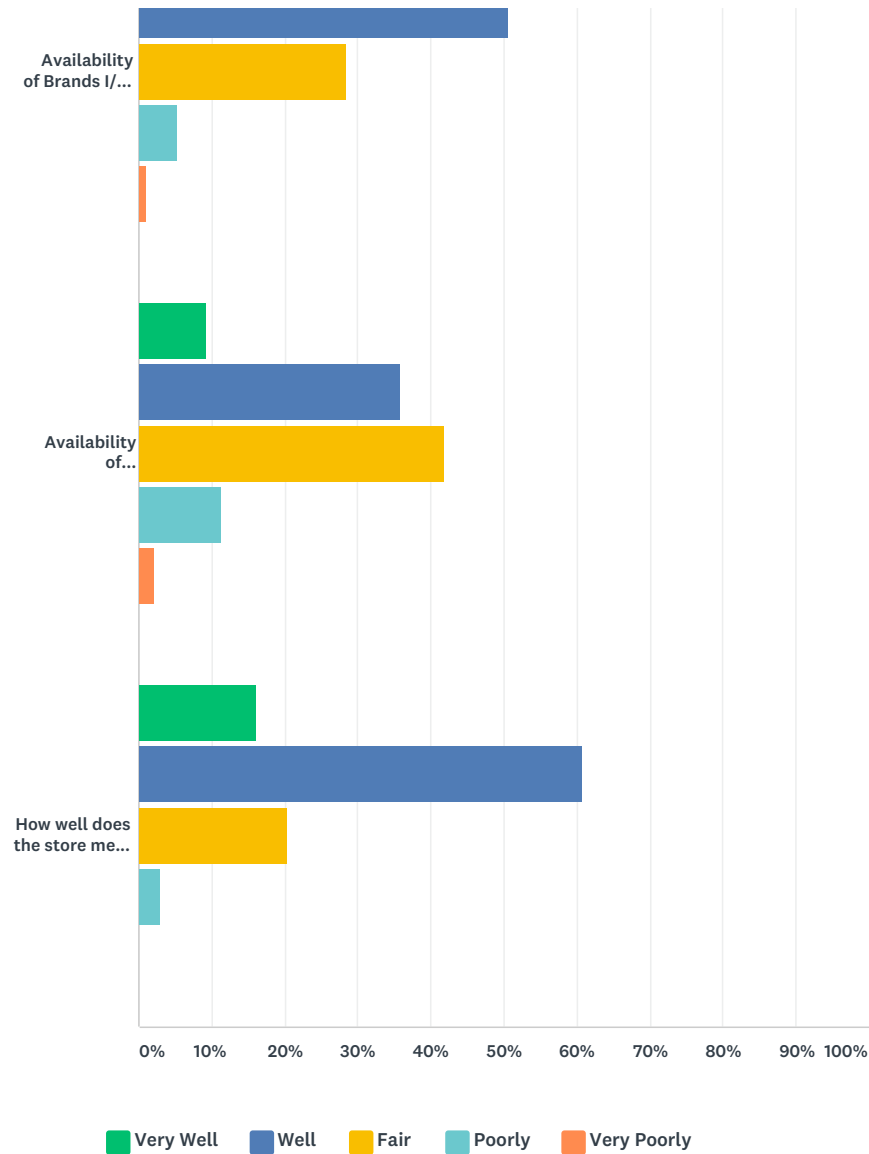
ANSWER CHOICES	RESPONSES	
More than once a week	29.81%	31
Once a week	50.96%	53
Twice Per month	13.46%	14
Once per month	4.81%	5
Less than once per month	0.96%	1
TOTAL		104

Q6 Please rate your primary grocery store in term of how well it is meeting your needs with respect to the following store characteristics

Answered: 104 Skipped: 1







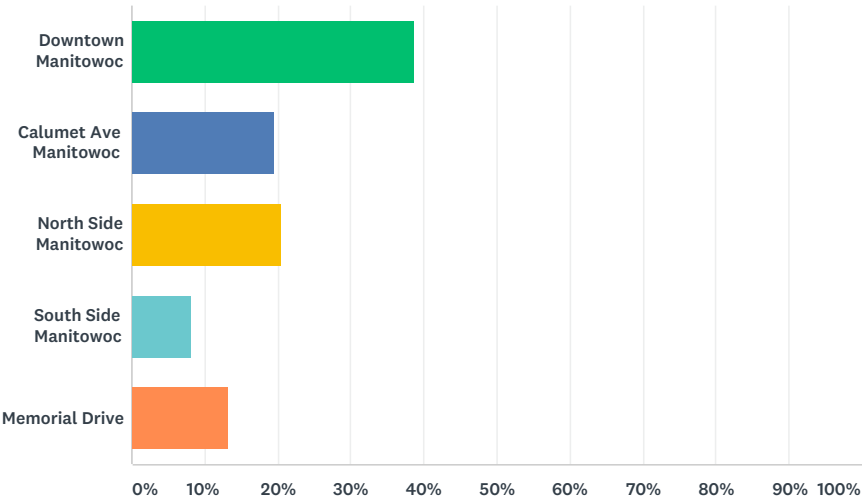
	VERY WELL	WELL	FAIR	POORLY	VERY POORLY	TOTAL
Product Selection/Variety	22.68% 22	48.45% 47	24.74% 24	3.09% 3	1.03% 1	97
Quality/Freshness of Products	18.75% 18	53.13% 51	21.88% 21	5.21% 5	1.04% 1	96
Prices	16.67% 16	46.88% 45	32.29% 31	4.17% 4	0.00% 0	96
Location of store convenience	38.30% 36	32.98% 31	24.47% 23	3.19% 3	1.06% 1	94
Hours of Operation	55.21% 53	34.38% 33	10.42% 10	0.00% 0	0.00% 0	96
Atmosphere/Ambiance of store	21.05% 20	46.32% 44	26.32% 25	6.32% 6	0.00% 0	95
Cleanliness of store	33.33% 33	53.54% 53	11.11% 11	2.02% 2	0.00% 0	99
Knowledgeable Staff	19.79% 19	43.75% 42	29.17% 28	6.25% 6	1.04% 1	96
Friendly/Courteous Staff	26.60% 25	52.13% 49	19.15% 18	2.13% 2	0.00% 0	94
Availability of Brands I/My Family Likes	14.74% 14	50.53% 48	28.42% 27	5.26% 5	1.05% 1	95



Availability of natural/organic foods	9.18% 9	35.71% 35	41.84% 41	11.22% 11	2.04% 2	98
How well does the store meet your overall needs?	16.16% 16	60.61% 60	20.20% 20	3.03% 3	0.00% 0	99

Q7 Where would you prefer to see the store located?

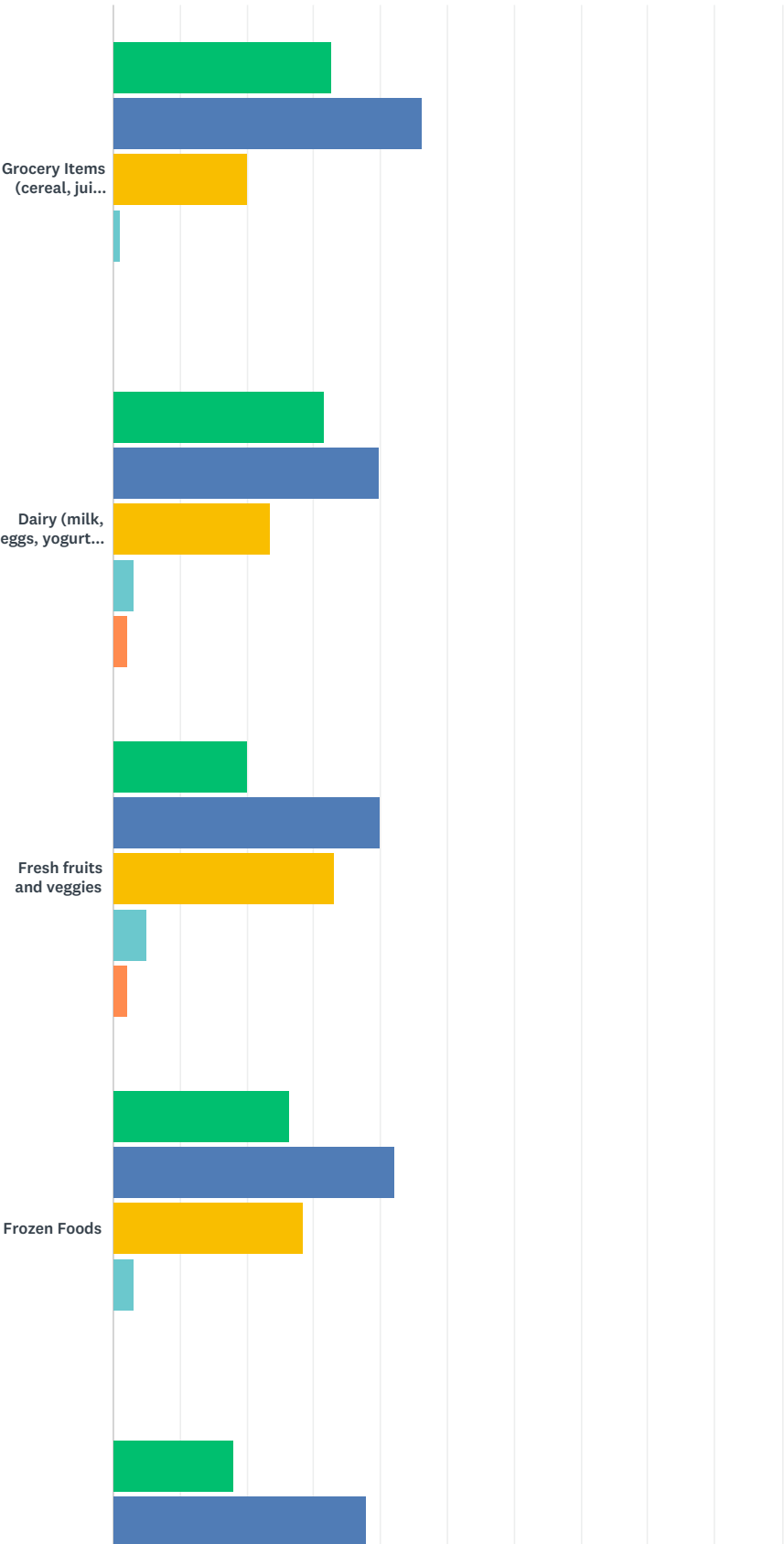
Answered: 98   Skipped: 7

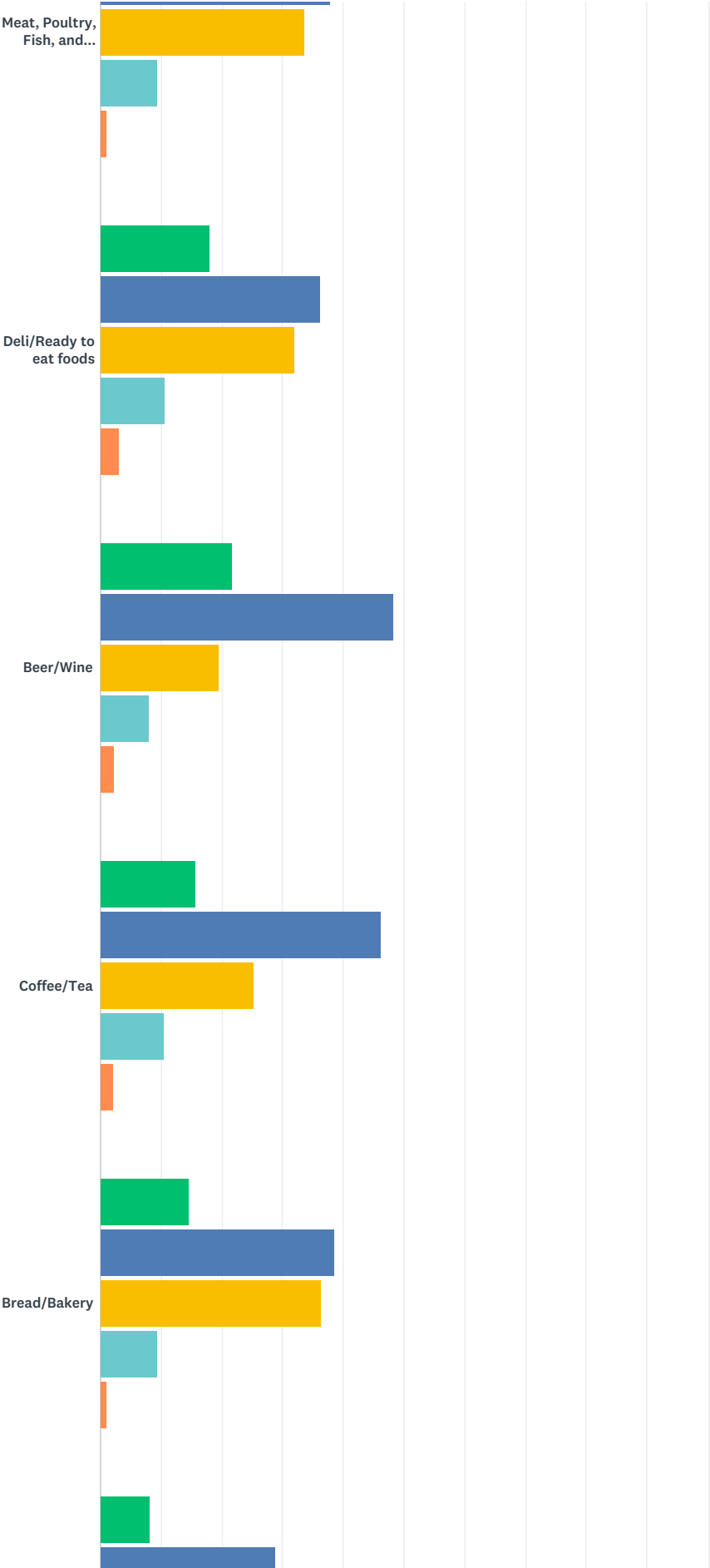


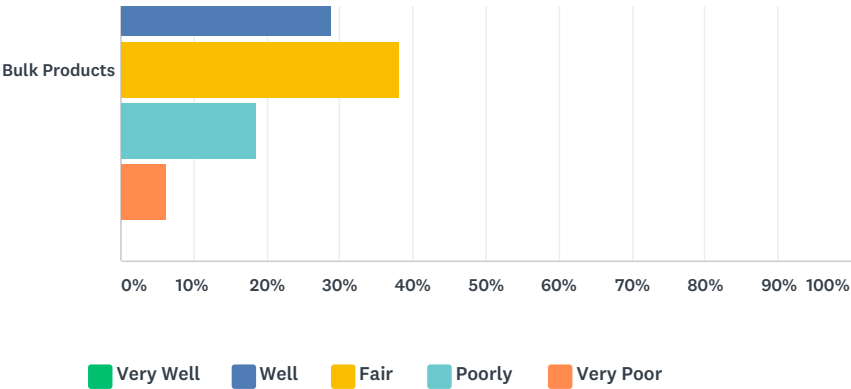
ANSWER CHOICES	RESPONSES	
Downtown Manitowoc	38.78%	38
Calumet Ave Manitowoc	19.39%	19
North Side Manitowoc	20.41%	20
South Side Manitowoc	8.16%	8
Memorial Drive	13.27%	13
TOTAL		98

Q8 How well is your primary grocery store meeting your needs in the following product catagories

Answered: 104 Skipped: 1







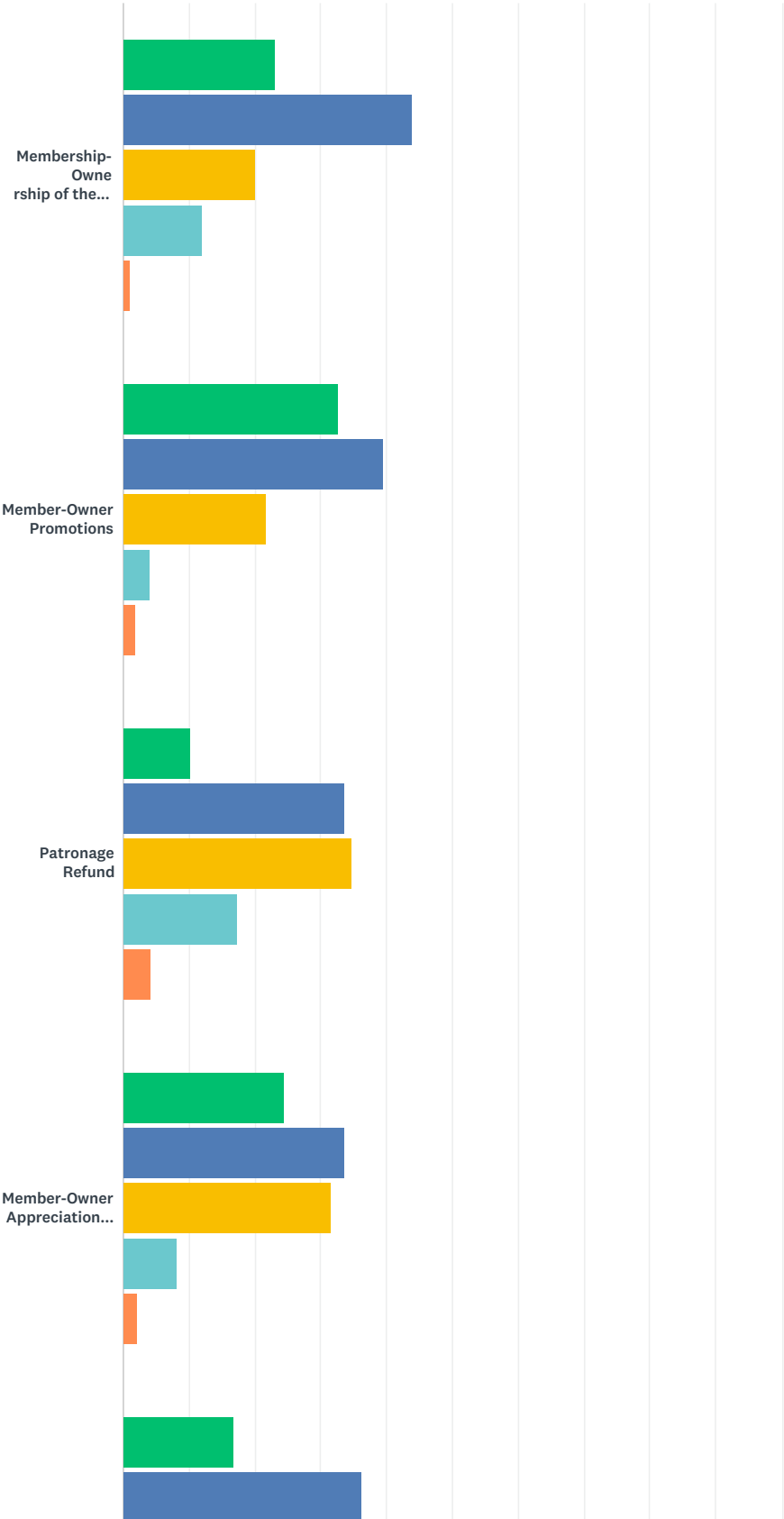
	VERY WELL	WELL	FAIR	POORLY	VERY POOR	TOTAL
Grocery Items (cereal, juice, canned goods, ect)	32.63% 31	46.32% 44	20.00% 19	1.05% 1	0.00% 0	95
Dairy (milk, eggs, yogurt, soy, ect)	31.63% 31	39.80% 39	23.47% 23	3.06% 3	2.04% 2	98
Fresh fruits and veggies	20.00% 20	40.00% 40	33.00% 33	5.00% 5	2.00% 2	100
Frozen Foods	26.32% 25	42.11% 40	28.42% 27	3.16% 3	0.00% 0	95
Meat, Poultry, Fish, and Seafood	17.89% 17	37.89% 36	33.68% 32	9.47% 9	1.05% 1	95
Deli/Ready to eat foods	18.09% 17	36.17% 34	31.91% 30	10.64% 10	3.19% 3	94
Beer/Wine	21.84% 19	48.28% 42	19.54% 17	8.05% 7	2.30% 2	87
Coffee/Tea	15.79% 15	46.32% 44	25.26% 24	10.53% 10	2.11% 2	95
Bread/Bakery	14.58% 14	38.54% 37	36.46% 35	9.38% 9	1.04% 1	96
Bulk Products	8.25% 8	28.87% 28	38.14% 37	18.56% 18	6.19% 6	97

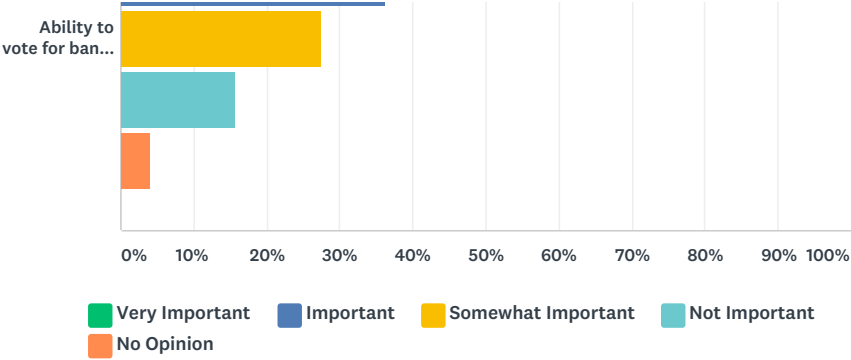
**Q9 Do you have any comments regarding how your primary grocery store is meeting your needs with respect to the products offered/not offered?**

Answered: 66   Skipped: 39

Q10 As an owner of Clipper City Co-op how important are these features for shopping at Clipper City Co-op

Answered: 104 Skipped: 1



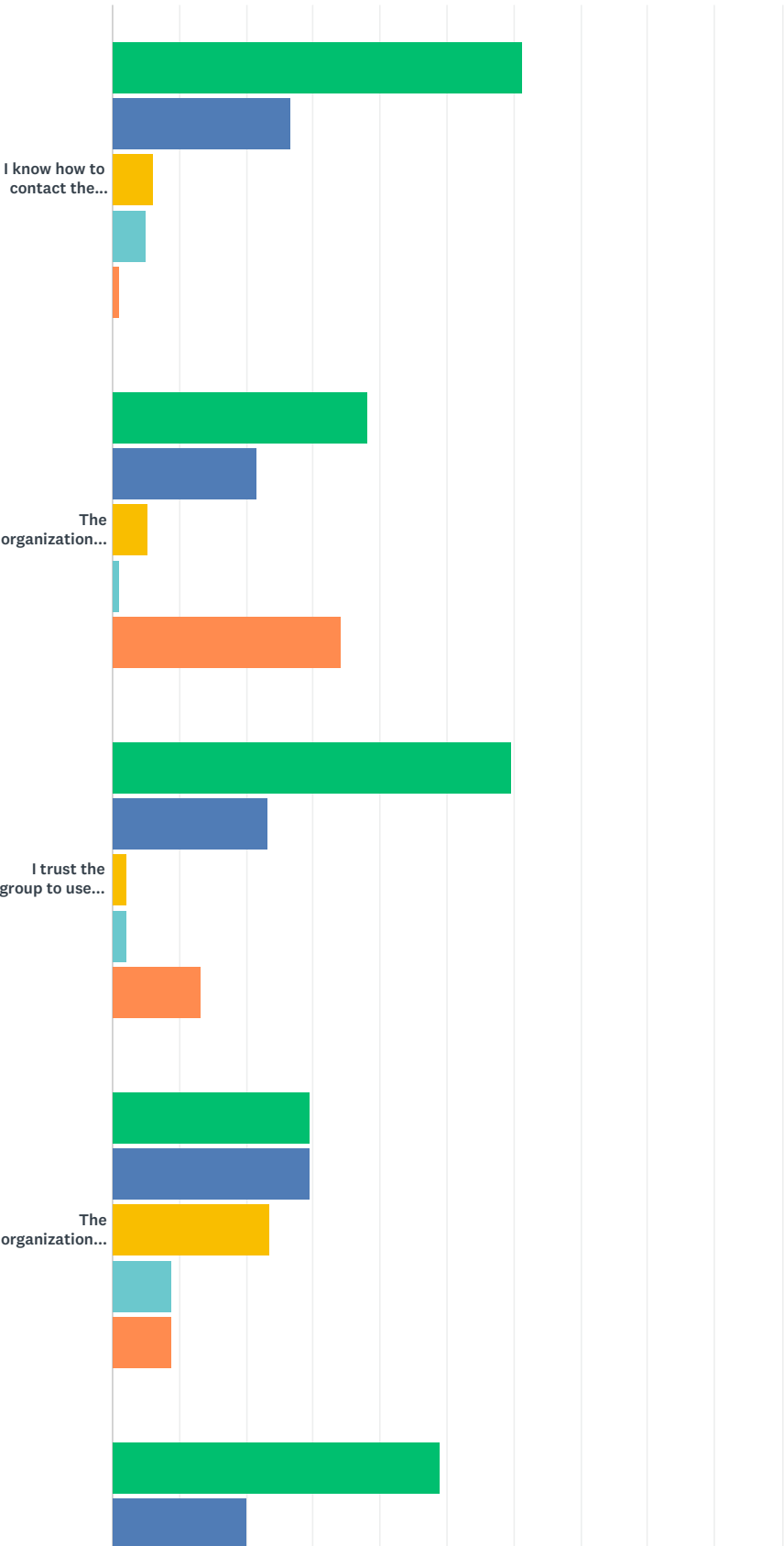


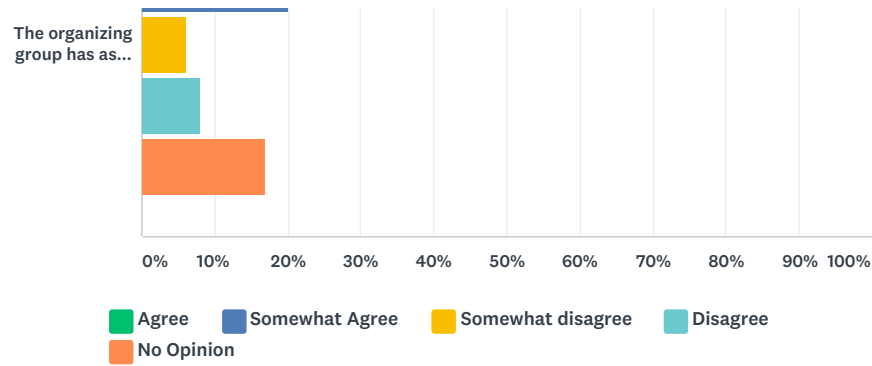
	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	NO OPINION	TOTAL
Membership-Ownership of the businesss	23.00% 23	44.00% 44	20.00% 20	12.00% 12	1.00% 1	100
Member-Owner Promotions	32.67% 33	39.60% 40	21.78% 22	3.96% 4	1.98% 2	101
Patronage Refund	10.20% 10	33.67% 33	34.69% 34	17.35% 17	4.08% 4	98
Member-Owner Appreciation Days (Discounts)	24.49% 24	33.67% 33	31.63% 31	8.16% 8	2.04% 2	98
Ability to vote for band of directors	16.67% 17	36.27% 37	27.45% 28	15.69% 16	3.92% 4	102



Q11 Please Indicate your level of agreement with the following Statements

Answered: 103 Skipped: 2





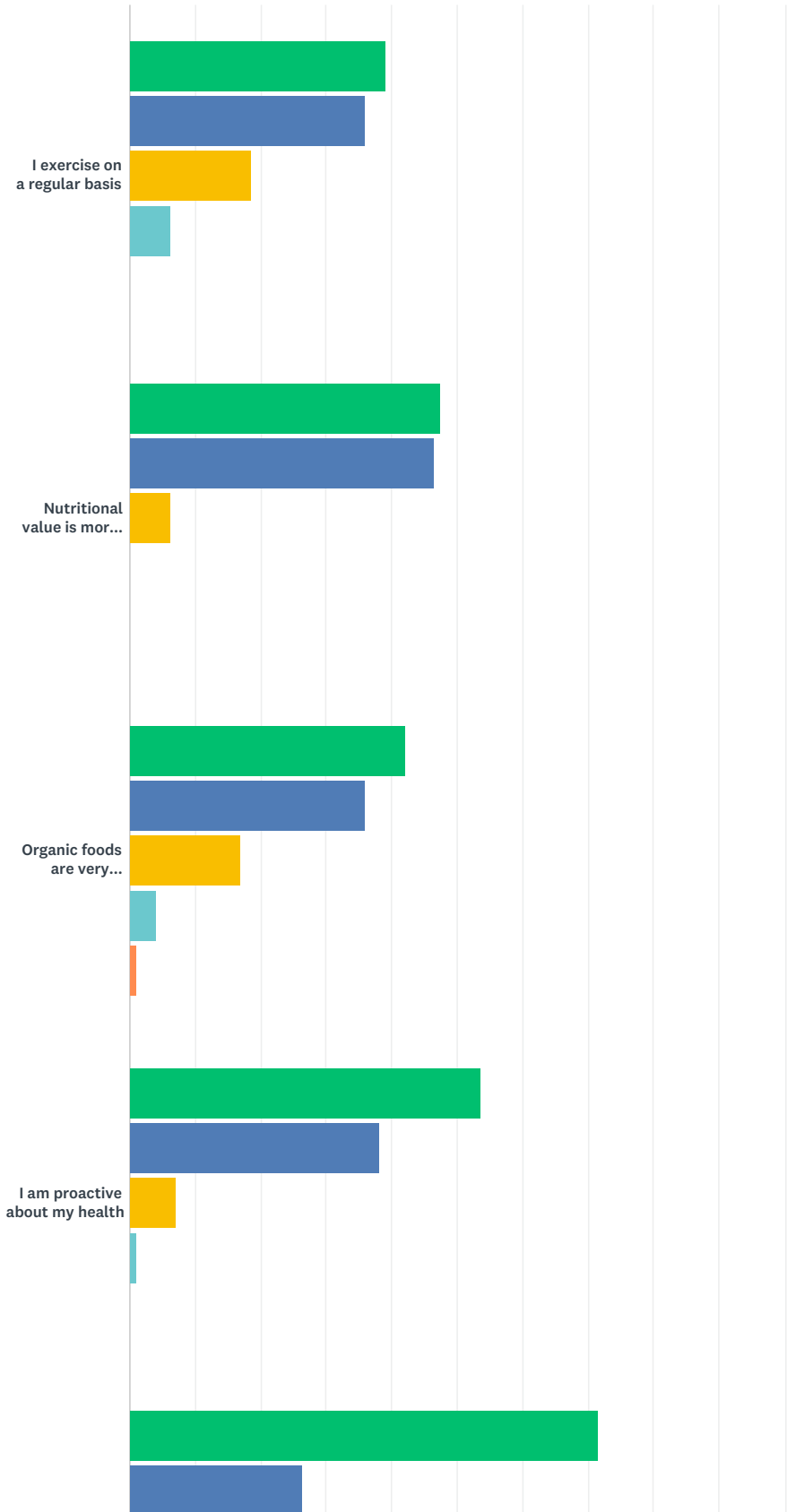
	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	NO OPINION	TOTAL
I know how to contact the Co-op	61.22% 60	26.53% 26	6.12% 6	5.10% 5	1.02% 1	98
The organization group is responsive to my input	38.14% 37	21.65% 21	5.15% 5	1.03% 1	34.02% 33	97
I trust the group to use member's investments appropriately	59.60% 59	23.23% 23	2.02% 2	2.02% 2	13.13% 13	99
The organization is making timely progress	29.41% 30	29.41% 30	23.53% 24	8.82% 9	8.82% 9	102
The organizing group has asked me to volunteer my assistance	49.00% 49	20.00% 20	6.00% 6	8.00% 8	17.00% 17	100

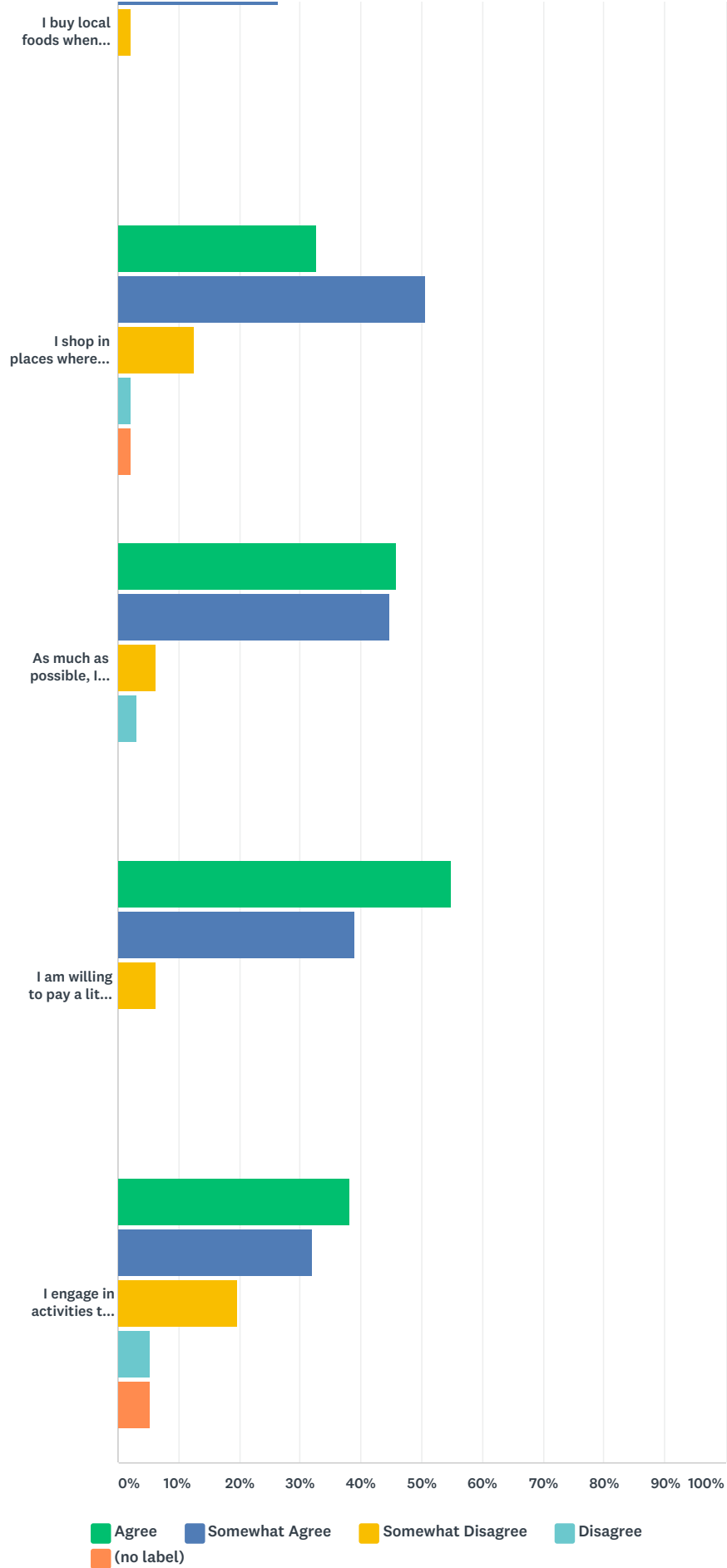
Q12 Is There anything else you want to say about Clipper City Co-op?

Answered: 62   Skipped: 43

Q13 Please Tell Us A Little About Yourself: indicate your level of agreement with the following statements

Answered: 103 Skipped: 2

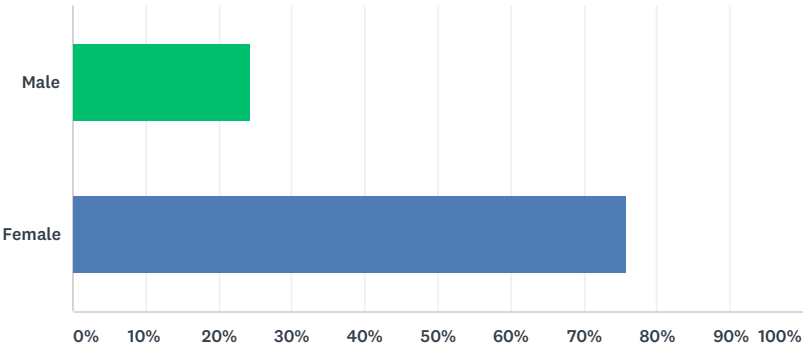




	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	(NO LABEL)	TOTAL
I exercise on a regular basis	39.18% 38	36.08% 35	18.56% 18	6.19% 6	0.00% 0	97
Nutritional value is more important to me than price when buying food	47.42% 46	46.39% 45	6.19% 6	0.00% 0	0.00% 0	97
Organic foods are very important to me and my family	42.00% 42	36.00% 36	17.00% 17	4.00% 4	1.00% 1	100
I am proactive about my health	53.61% 52	38.14% 37	7.22% 7	1.03% 1	0.00% 0	97
I buy local foods when available	71.58% 68	26.32% 25	2.11% 2	0.00% 0	0.00% 0	95
I shop in places where I feel a sense of community	32.63% 31	50.53% 48	12.63% 12	2.11% 2	2.11% 2	95
As much as possible, I shop at locally owned retailers	45.83% 44	44.79% 43	6.25% 6	3.13% 3	0.00% 0	96
I am willing to pay a little more for products that are produced more sustainability/with less environmental impact	54.74% 52	38.95% 37	6.32% 6	0.00% 0	0.00% 0	95
I engage in activities that address political/social issues	38.14% 37	31.96% 31	19.59% 19	5.15% 5	5.15% 5	97

Q14 What is your gender

Answered: 103    Skipped: 2



ANSWER CHOICES	RESPONSES	
Male	24.27%	25
Female	75.73%	78
TOTAL		103

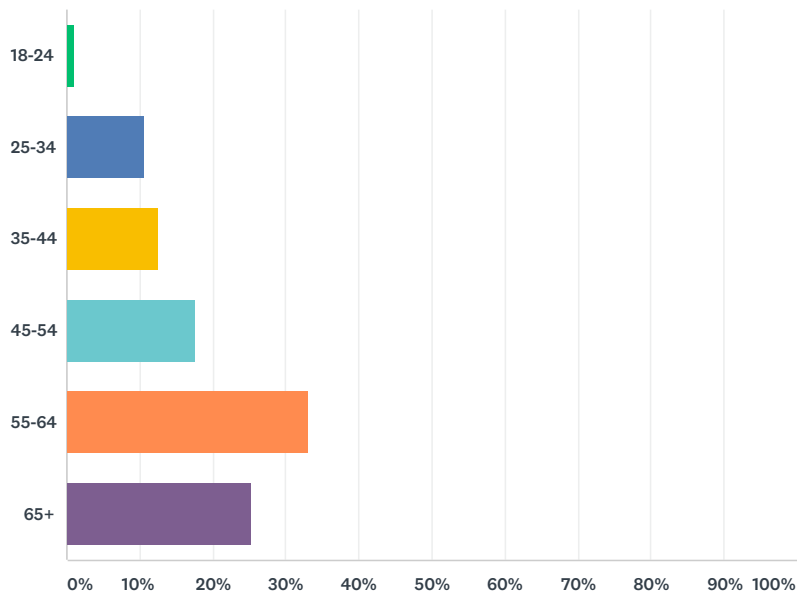
Q15 What is your zip Code

Answered: 100   Skipped: 5



Q16 What is your age range

Answered: 103    Skipped: 2



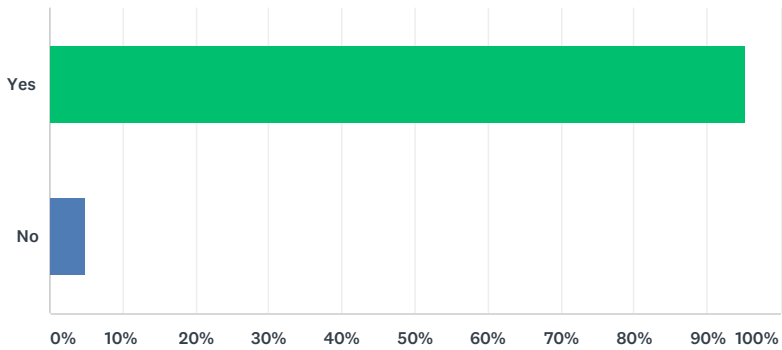
ANSWER CHOICES		RESPONSES	
18-24		0.97%	1
25-34		10.68%	11
35-44		12.62%	13
45-54		17.48%	18
55-64		33.01%	34
65+		25.24%	26
TOTAL			103

Q17 Are you a member of any other food cooperatives? if so which ones?

Answered: 81 Skipped: 24

Q18 Are you a Member of Clipper City Co-op?

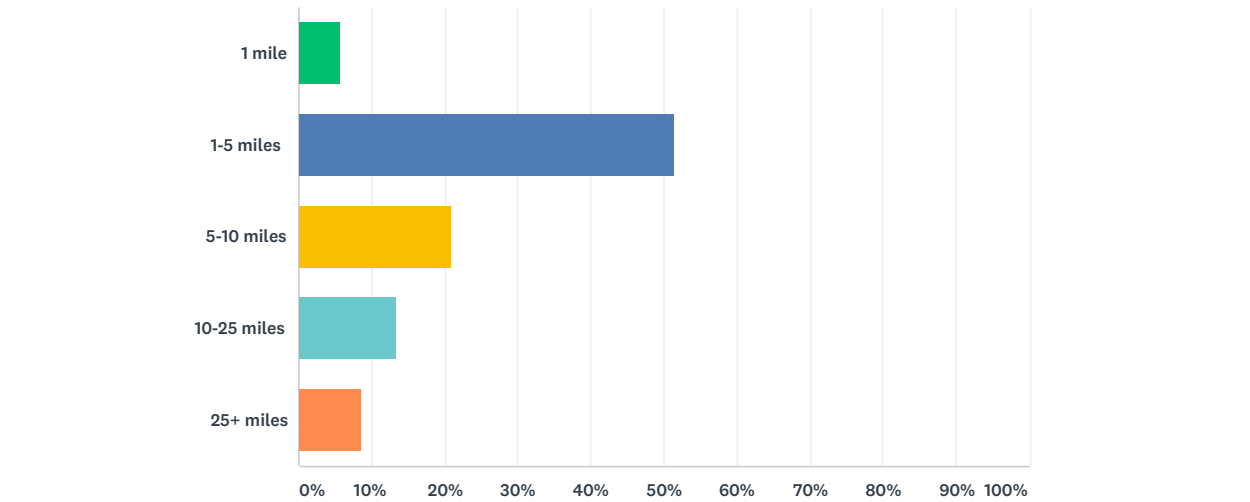
Answered: 104    Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	95.19%	99
No	4.81%	5
TOTAL		104

Q19 How far do you travel (one way) to shop at your preferred grocery store?

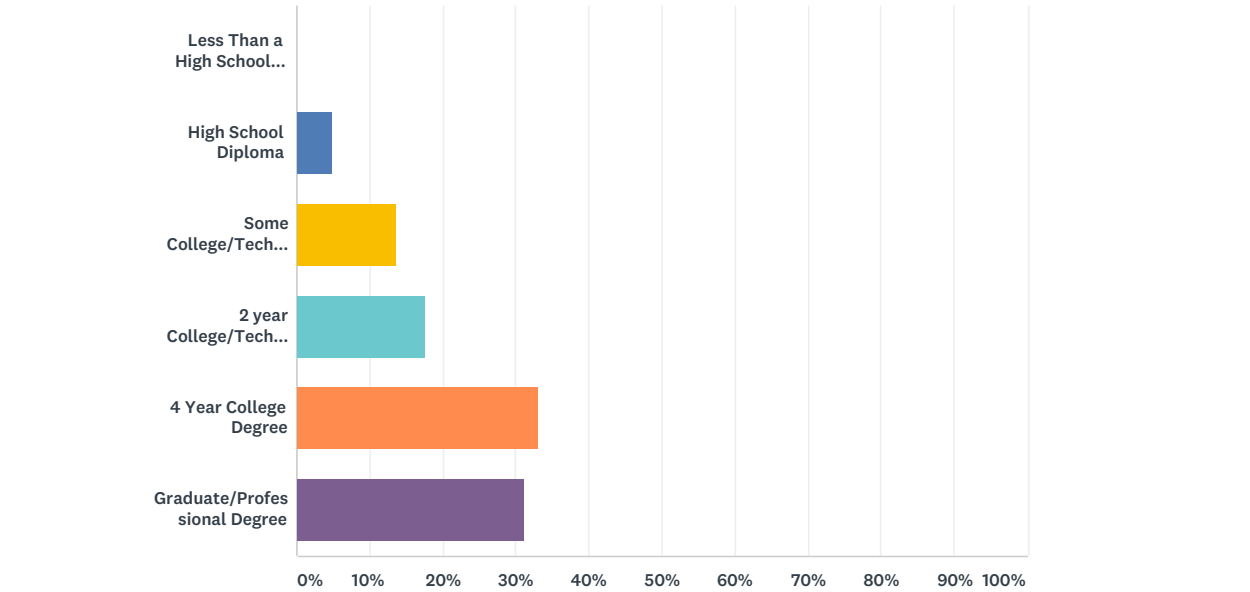
Answered: 105 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 mile	5.71%	6
1-5 miles	51.43%	54
5-10 miles	20.95%	22
10-25 miles	13.33%	14
25+ miles	8.57%	9
TOTAL		105

Q20 What is your highest level of education

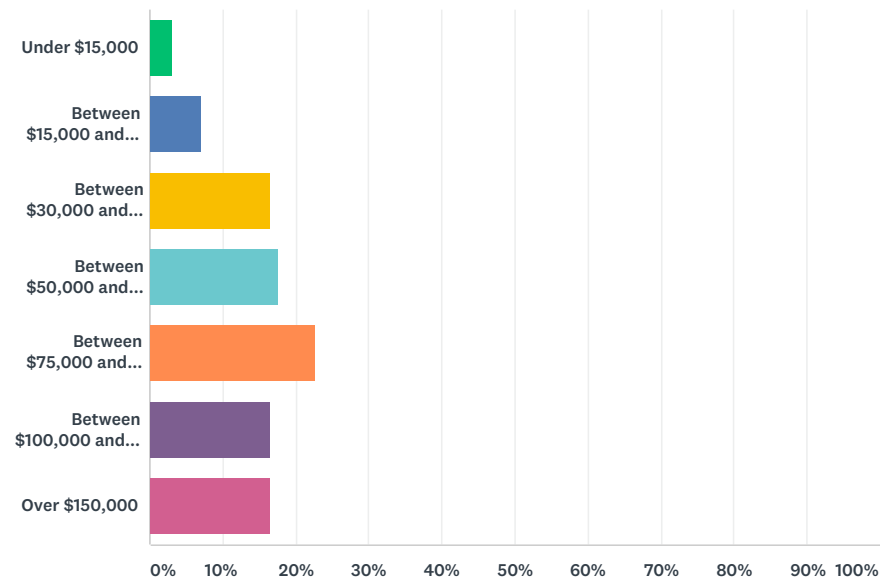
Answered: 103 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less Than a High School Diploma	0.00%	0
High School Diploma	4.85%	5
Some College/Tech/Trade school	13.59%	14
2 year College/Tech/Trade school	17.48%	18
4 Year College Degree	33.01%	34
Graduate/Professional Degree	31.07%	32
TOTAL		103

Q21 What is your approximate annual household income?

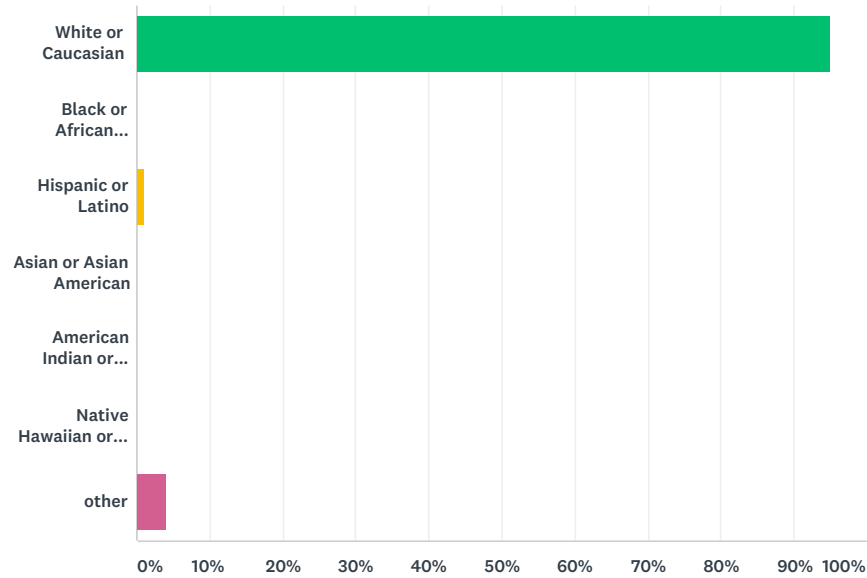
Answered: 97   Skipped: 8



ANSWER CHOICES	RESPONSES	
Under \$15,000	3.09%	3
Between \$15,000 and \$29,999	7.22%	7
Between \$30,000 and \$49,999	16.49%	16
Between \$50,000 and \$74,999	17.53%	17
Between \$75,000 and \$99,999	22.68%	22
Between \$100,000 and \$150,000	16.49%	16
Over \$150,000	16.49%	16
TOTAL		97

Q22 Please tell us your ethnicity

Answered: 101    Skipped: 4



ANSWER CHOICES	RESPONSES	
White or Caucasian	95.05%	96
Black or African American	0.00%	0
Hispanic or Latino	0.99%	1
Asian or Asian American	0.00%	0
American Indian or Alaska Native	0.00%	0
Native Hawaiian or other Pacific Islander	0.00%	0
other	3.96%	4
TOTAL		101

Q23 Please list up to 3 of your favorite forms of media for each catagory

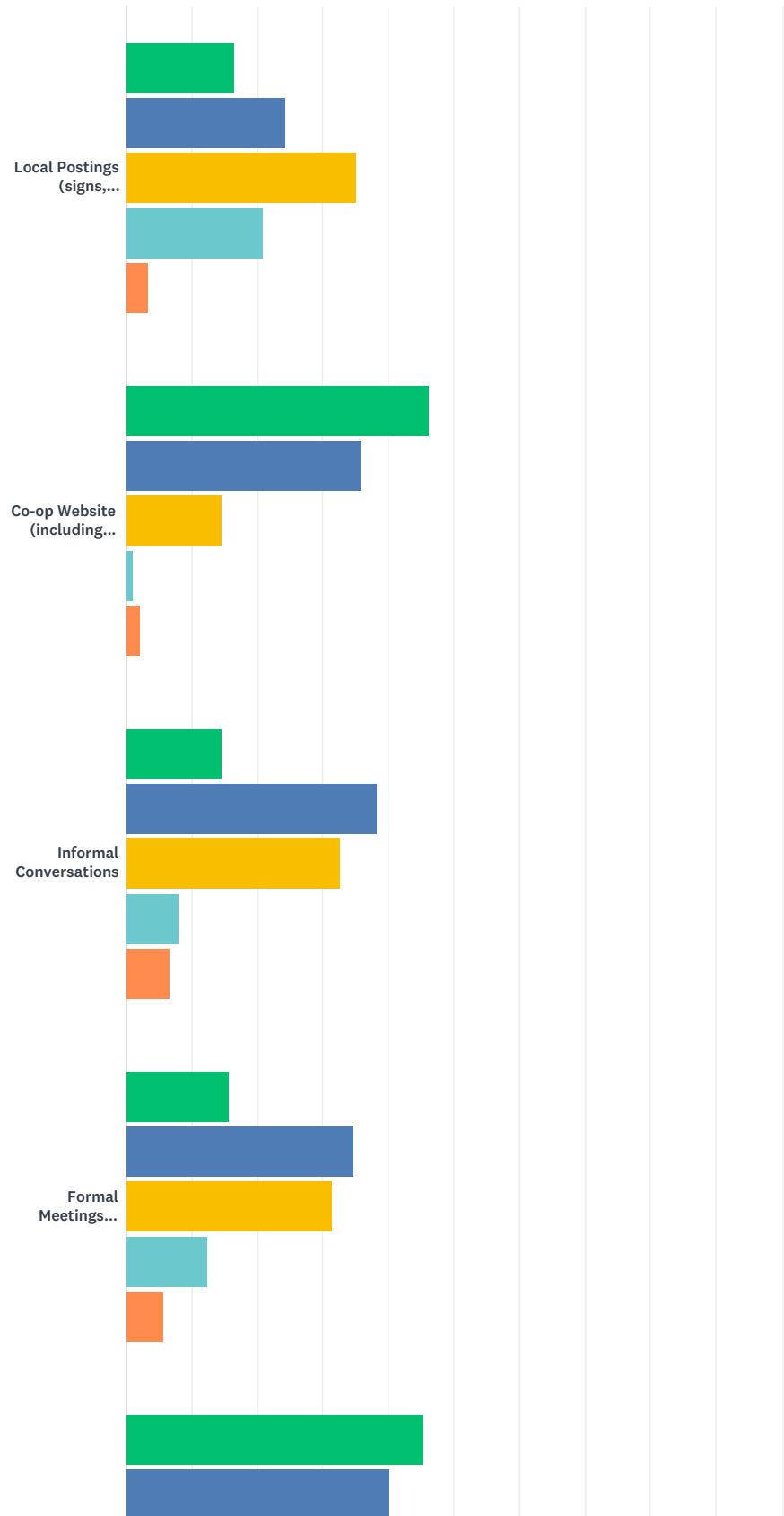
Answered: 82    Skipped: 23

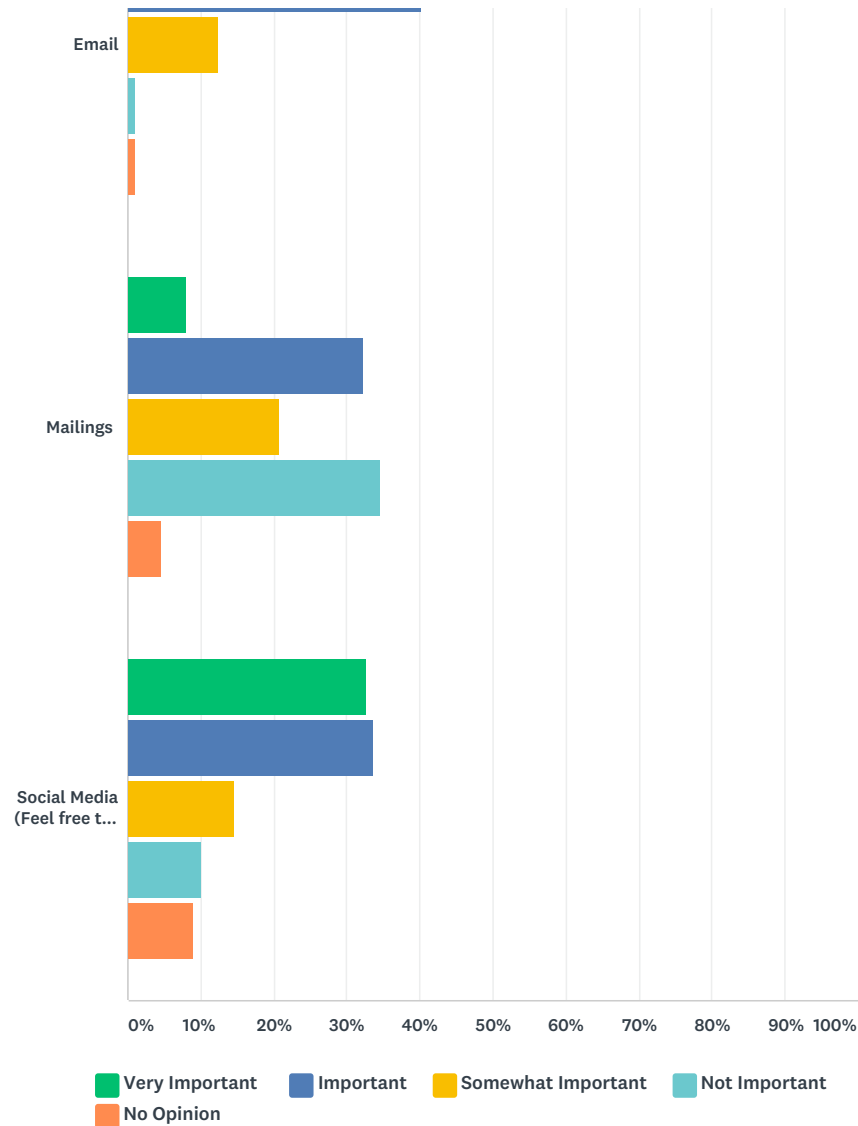
ANSWER CHOICES	RESPONSES	
Favorite T.V Programs	79.27%	65
Favorite Radio Stations	84.15%	69
Favorite Newspapers	67.07%	55
Favorite Websites	54.88%	45
Favorite Social Media Outlets	76.83%	63



Q24 How important to you are the following sources of information about Clipper City Co-op. In the other column please list your top 3 ways.

Answered: 102 Skipped: 3

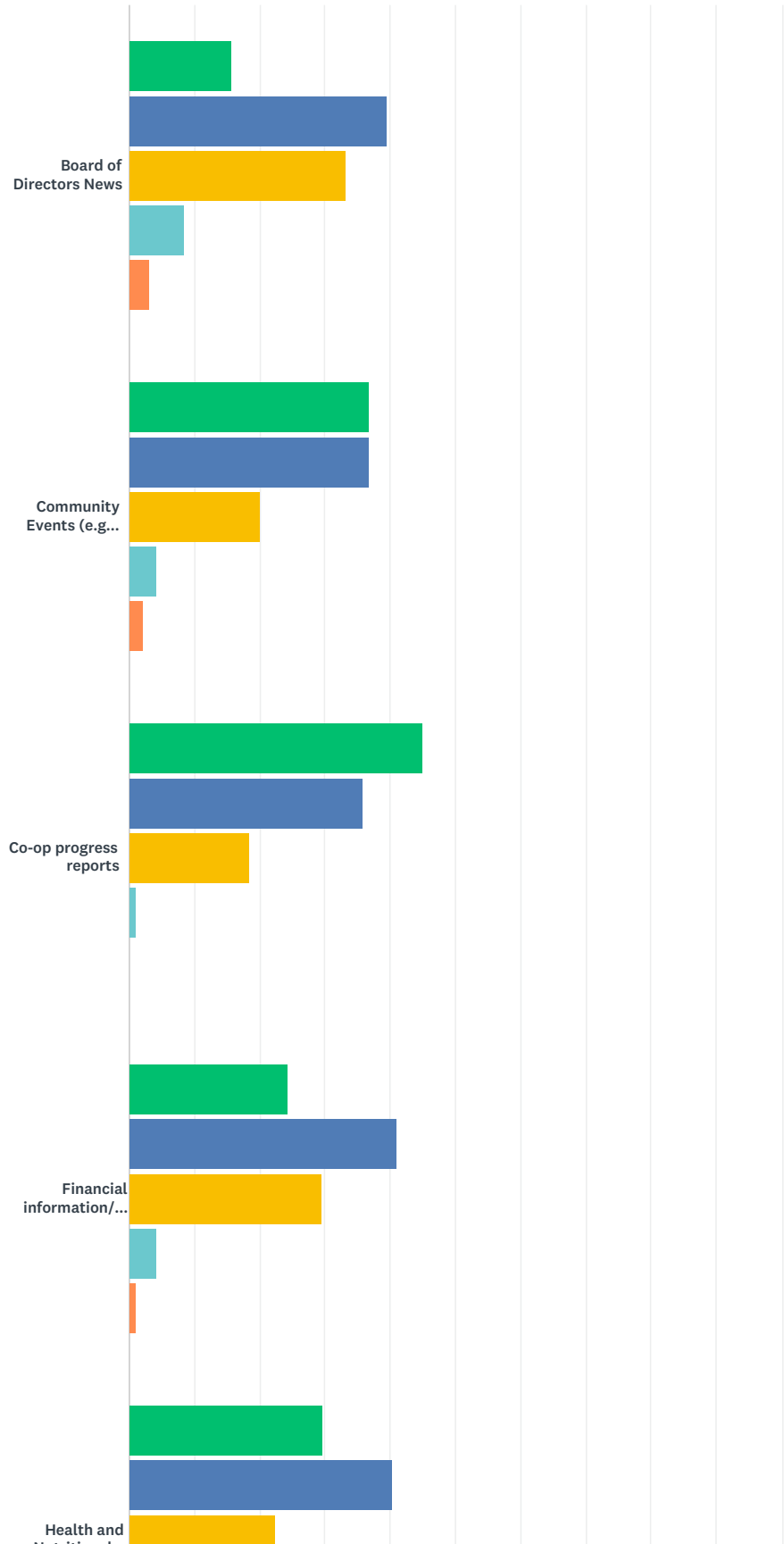


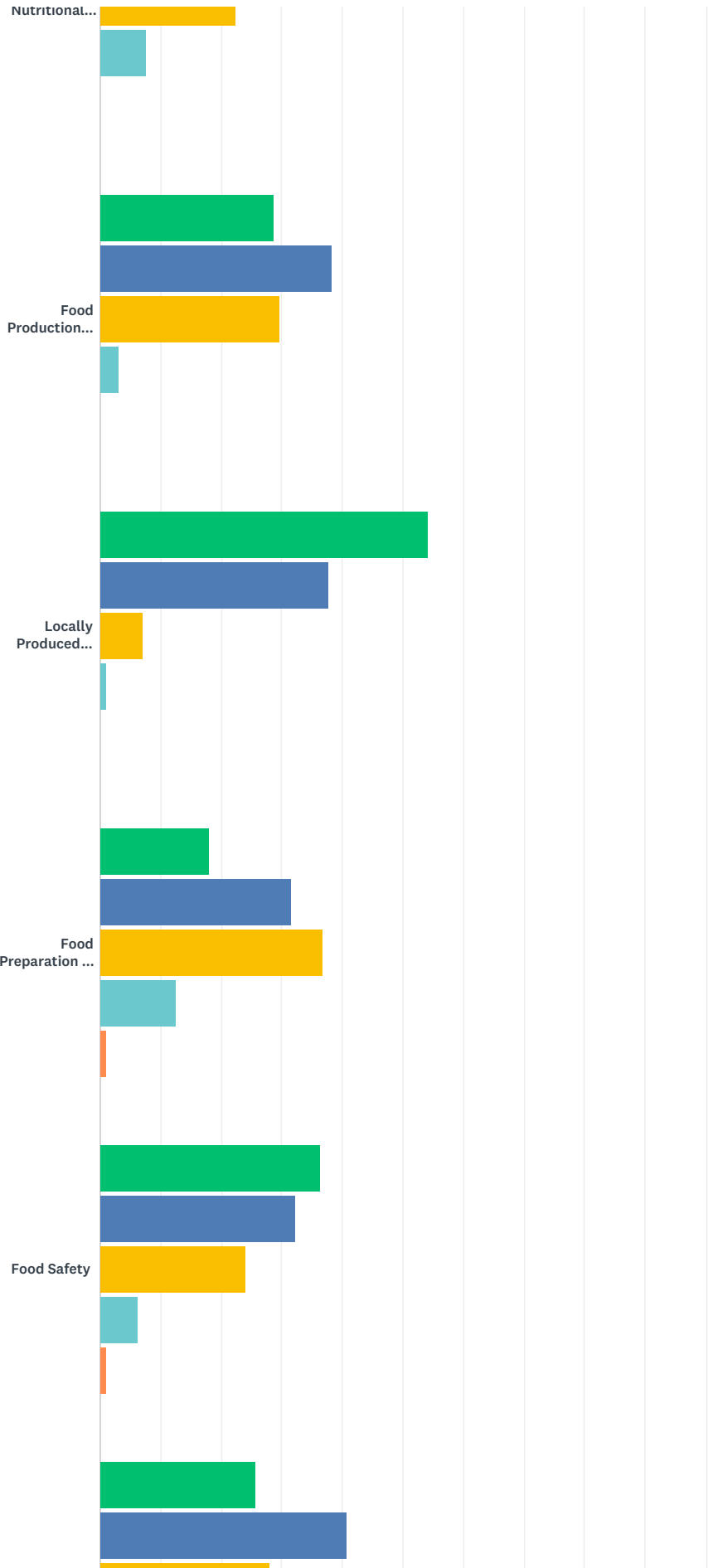


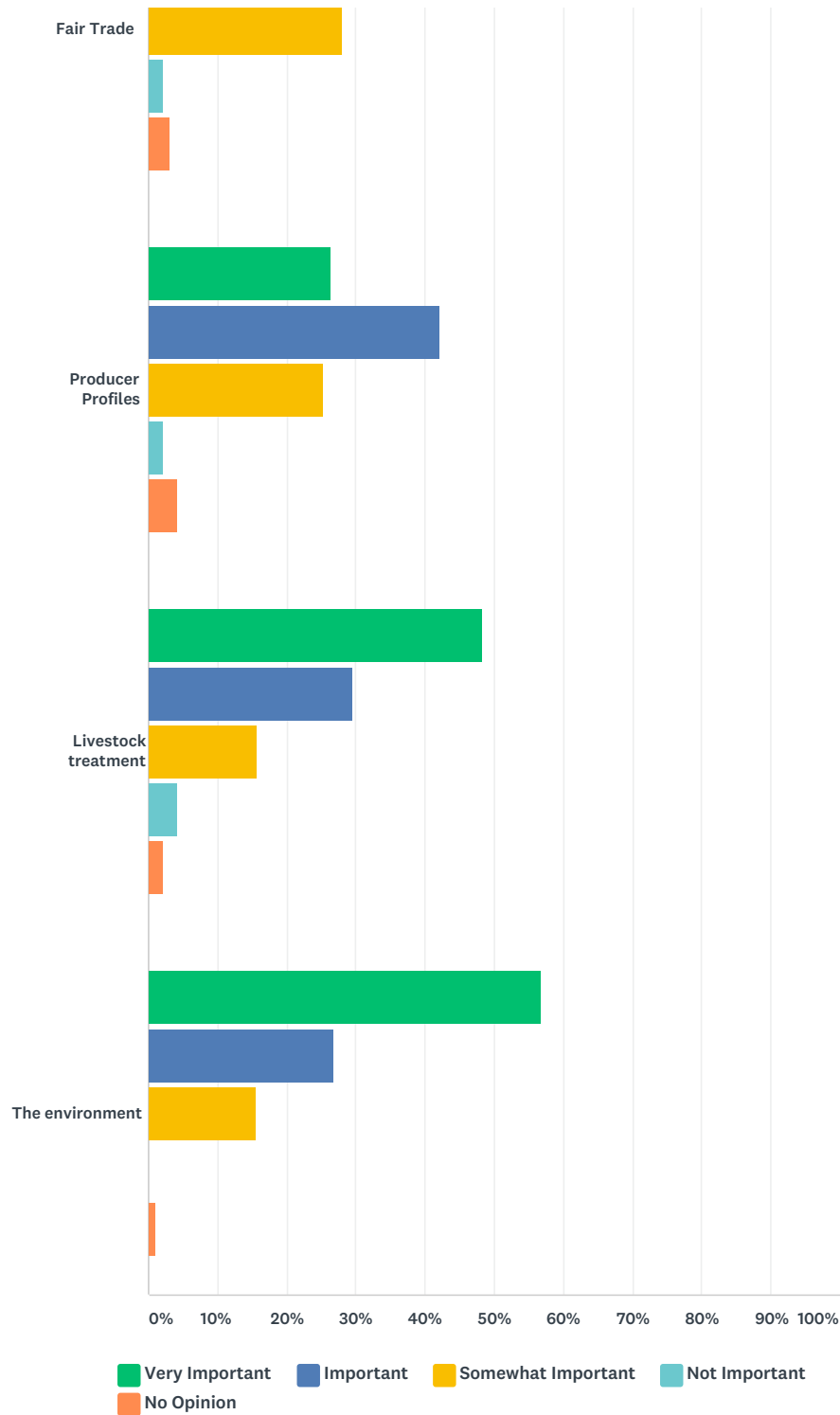
	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	NO OPINION	TOTAL
Local Postings (signs, bulletin boards, flyers, pamphlets, ect)	16.48% 15	24.18% 22	35.16% 32	20.88% 19	3.30% 3	91
Co-op Website (including newsletter)	46.32% 44	35.79% 34	14.74% 14	1.05% 1	2.11% 2	95
Informal Conversations	14.61% 13	38.20% 34	32.58% 29	7.87% 7	6.74% 6	89
Formal Meetings (annual meeting, board of director meetings, listening sessions)	15.73% 14	34.83% 31	31.46% 28	12.36% 11	5.62% 5	89
Email	45.36% 44	40.21% 39	12.37% 12	1.03% 1	1.03% 1	97
Mailings	8.05% 7	32.18% 28	20.69% 18	34.48% 30	4.60% 4	87
Social Media (Feel free to specify in 'other')	32.58% 29	33.71% 30	14.61% 13	10.11% 9	8.99% 8	89

Q25 How important are the following types of information?

Answered: 102 Skipped: 3





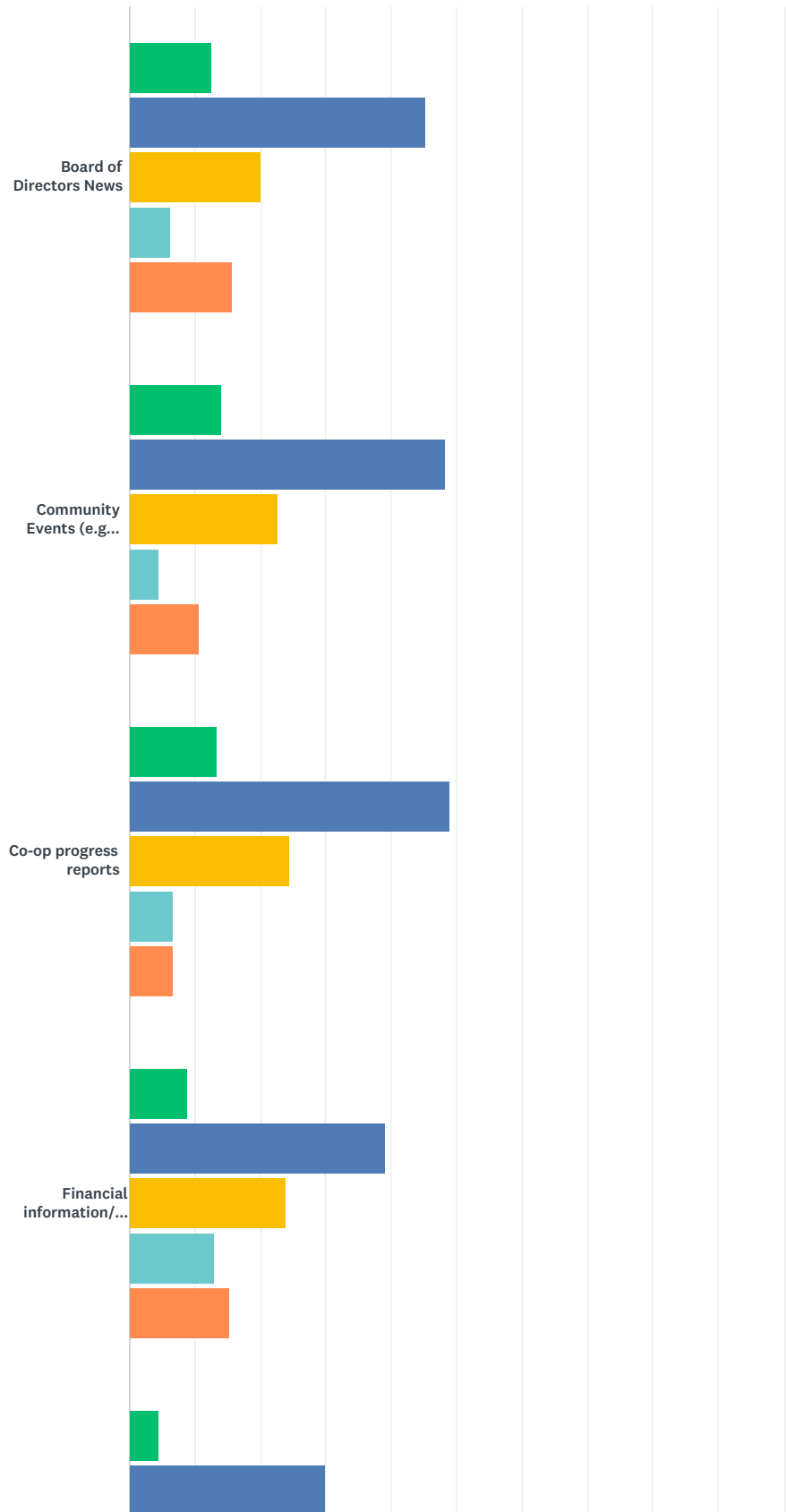


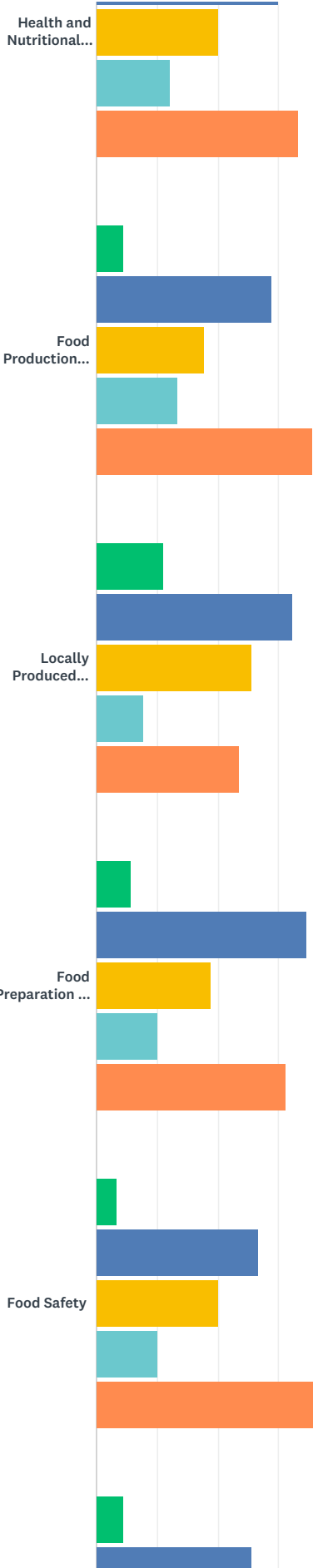
	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	NO OPINION	TOTAL
Board of Directors News	15.63% 15	39.58% 38	33.33% 32	8.33% 8	3.13% 3	96
Community Events (e.g festivals, celebrations)	36.84% 35	36.84% 35	20.00% 19	4.21% 4	2.11% 2	95
Co-op progress reports	44.90% 44	35.71% 35	18.37% 18	1.02% 1	0.00% 0	98
Financial information/reports	24.21% 23	41.05% 39	29.47% 28	4.21% 4	1.05% 1	95
Health and Nutritional Information	29.79% 28	40.43% 38	22.34% 21	7.45% 7	0.00% 0	94

Food Production Practices	28.72% 27	38.30% 36	29.79% 28	3.19% 3	0.00% 0	94
Locally Produced Products	54.08% 53	37.76% 37	7.14% 7	1.02% 1	0.00% 0	98
Food Preparation and Recipes	17.89% 17	31.58% 30	36.84% 35	12.63% 12	1.05% 1	95
Food Safety	36.46% 35	32.29% 31	23.96% 23	6.25% 6	1.04% 1	96
Fair Trade	25.81% 24	40.86% 38	27.96% 26	2.15% 2	3.23% 3	93
Producer Profiles	26.32% 25	42.11% 40	25.26% 24	2.11% 2	4.21% 4	95
Livestock treatment	48.42% 46	29.47% 28	15.79% 15	4.21% 4	2.11% 2	95
The environment	56.70% 55	26.80% 26	15.46% 15	0.00% 0	1.03% 1	97

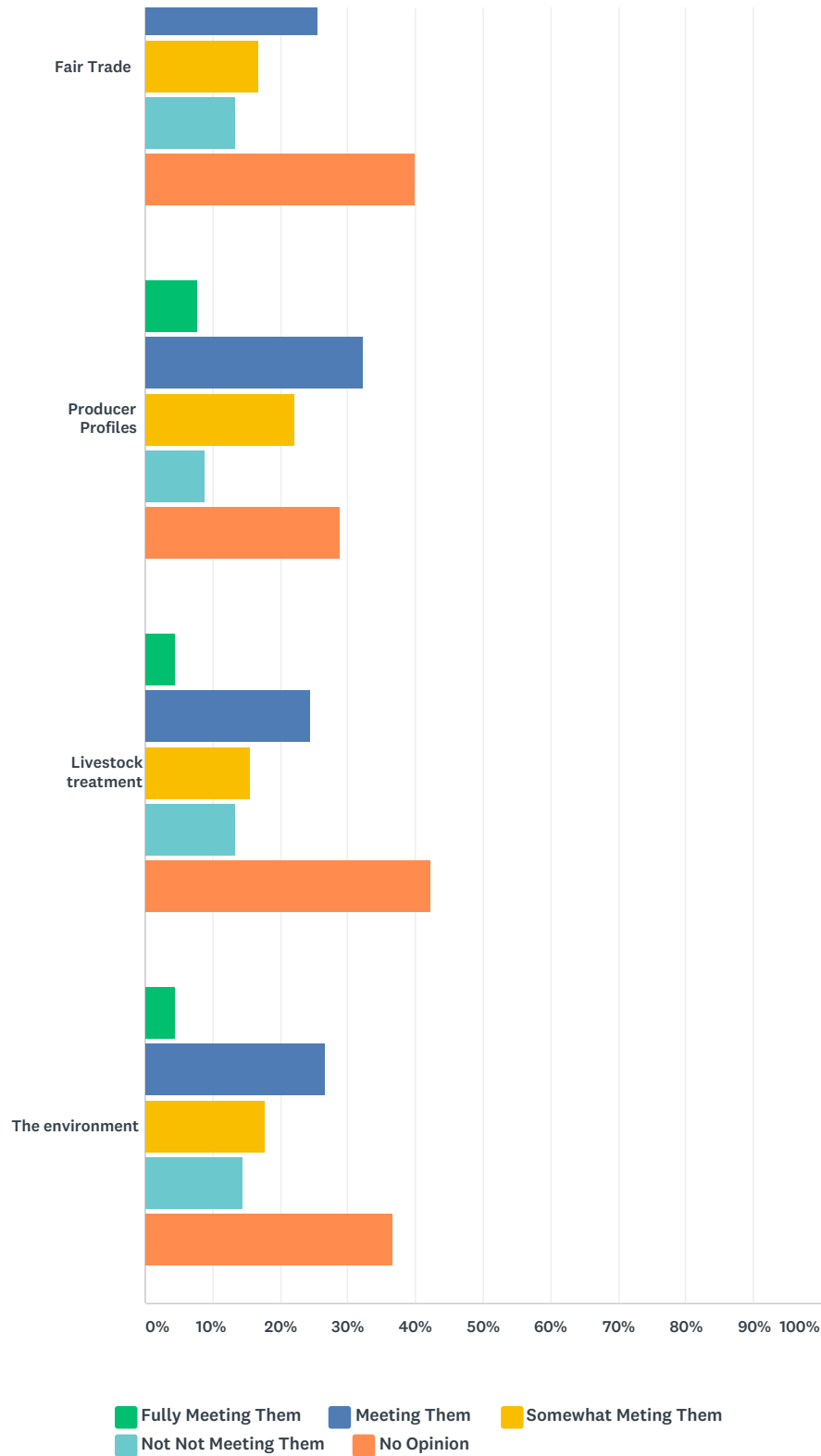
Q26 How well are we meeting your needs and providing you with the following types of information?

Answered: 98 Skipped: 7









	FULLY MEETING THEM	MEETING THEM	SOMEWHAT METING THEM	NOT NOT MEETING THEM	NO OPINION	TOTAL
Board of Directors News	12.63% 12	45.26% 43	20.00% 19	6.32% 6	15.79% 15	95
Community Events (e.g festivals, celebrations)	13.98% 13	48.39% 45	22.58% 21	4.30% 4	10.75% 10	93
Co-op progress reports	13.33% 12	48.89% 44	24.44% 22	6.67% 6	6.67% 6	90

Financial information/reports	8.70% 8	39.13% 36	23.91% 22	13.04% 12	15.22% 14	92
Health and Nutritional Information	4.44% 4	30.00% 27	20.00% 18	12.22% 11	33.33% 30	90
Food Production Practices	4.44% 4	28.89% 26	17.78% 16	13.33% 12	35.56% 32	90
Locally Produced Products	11.11% 10	32.22% 29	25.56% 23	7.78% 7	23.33% 21	90
Food Preparation and Recipes	5.56% 5	34.44% 31	18.89% 17	10.00% 9	31.11% 28	90
Food Safety	3.33% 3	26.67% 24	20.00% 18	10.00% 9	40.00% 36	90
Fair Trade	4.44% 4	25.56% 23	16.67% 15	13.33% 12	40.00% 36	90
Producer Profiles	7.78% 7	32.22% 29	22.22% 20	8.89% 8	28.89% 26	90
Livestock treatment	4.44% 4	24.44% 22	15.56% 14	13.33% 12	42.22% 38	90
The environment	4.44% 4	26.67% 24	17.78% 16	14.44% 13	36.67% 33	90