

Joint Co-operative Development Project

Survey Results and
Community Summary
Camperville, MB

January 2005

Manitoba Aboriginal and Northern Affairs mission is the removal of barriers and the development of better relations between the government and Aboriginal community, lending to successful outcomes for northern and aboriginal peoples, based on a common understanding and goals and issues. For more information, please visit www.gov.mb.ca/ana.



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Executive Summary

In early 2004, the *Joint Development Co-operative Project* was initiated by Manitoba Aboriginal and Northern Affairs in partnership with the following Community Futures Development Corporations (CFDC): Parkland CFDC, Cedar Lake CFDC, NEICOM CFDC and Winnipeg River Brokenhead CFDC. The aim of the project is to improve the quality of life and well being of communities under the jurisdiction of Manitoba Aboriginal and Northern by promoting the co-operative model.

The Joint Co-operative Development Project proposes to explore and develop the co-operative model in four communities: Camperville, Cormorant, Matheson Island and Seymourville. This report contains the results of a survey to assess the need, desire and commitment to a retail-consumer co-operative in Camperville. With the support of the mayor and council and Cedar Lake Community Futures Development Corporation, community residents were surveyed by researchers from the Rural Development Institute, Brandon University in August 2004.

Data for this study was gained through a questionnaire delivered in-person to Camperville households. This survey took place from August 16-17, 2004 and by mail back from September 1-3, 2004. A total of 76 households participated in this study, representing 40.3% of households in the community. The total population of the 76 households surveyed was 266. Based on this reported household membership, the survey includes 50.8% of the 2001 total population as reported by Statistics Canada. Almost two thirds of the survey respondents were female 63.5%, compared to male at 36.5%.

Currently community households reported they frequently travel outside their community to meet their needs. The following 2 tables provide a brief summary of where community households are traveling for goods and services.

Goods Obtained	Primary Community	Percent of Respondents
Food	Dauphin & Swan River	88%
Household Products	Dauphin & Swan River	92%
Hardware/Maintenance	Dauphin & Swan River	95%
Automotive	Dauphin	59%
Lawn & Garden	Dauphin	49%
Personal/Health	Dauphin & Winnipegosis	77%
Amusement/Entertainment	Dauphin	66%
Fuel	Camperville	90%

Services Obtained	Specific Service	Primary Community	Percent of Respondents
Medical	Medical doctor	Winnipegosis	41%
	Dental	Swan River	50%
	Pharmacy	Winnipegosis	43%
Personal Services	Barber, dresser, stylist	Camperville	35%
Education & Training	Life long learning and upgrading	Dauphin	36%
Business Services	Accounting	Dauphin	36%
	Legal	Dauphin	84%
	Banking	Winnipegosis	49%
	Postal Service	Camperville	99%
	Insurance	Winnipegosis	55%
Maintenance Services	Automotive repairs	Camperville	28%
	Plumbing	Winnipegosis	93%
	Electrician	Winnipegosis	95%
Other Services	Tobacco	Camperville	60%
	Alcohol	Pine Creek	56%

On regular shopping trips outside the community of Camperville, the average household's spending was recorded as \$421.49 per trip. This value includes expenses related to travel (gas, fares, childcare) plus the costs of goods and services purchased. With the average number of trips outside the community being 2.57 –2.74 trips per month, the average household spending per month would be \$1,119.06.

Community residents overwhelming indicated (93%) that they are not satisfied with the selection of goods and services that are currently available in Camperville. Ninety-nine percent of households reported they would support a co-operative. All households also indicated that they would be motivated to purchase a share in the co-operative if it were to be built. The average price that households suggested for a membership in a future co-operative was \$29.23. Individual household suggestions ranged from \$1 - \$500 for a membership.

A wider scope of the Joint Co-Operative Development Project is to consider the potential of the co-operative model for use in community economic development in communities located within the jurisdiction of Manitoba Aboriginal and Northern Affairs.

The Joint Cooperative Development Project will work with the four communities mentioned as a pilot project and will create a tool that other communities will be able to use should they decide to establish a co-operative in their community.

Introduction

In early 2004, the *Joint Development Co-operative Project* was initiated by Manitoba Aboriginal and Northern Affairs, with the aim of improving the quality of life and well being of ‘Northern Affairs communities’[†]. The Joint Co-operative Development Project proposes to develop sustainable co-operative ventures in four Manitoban communities: Camperville, Cormorant, Matheson Island and Seymourville. A broader sense, the scope of the project is to look at the co-operative model as an economic tool for communities within the jurisdiction of Manitoba Aboriginal and Northern Affairs.

To accomplish the objectives of the Joint Co-operative Development Project, a number of partners have been established. These include:

- Manitoba Aboriginal & Northern Affairs
- Aboriginal Secretariat,
- Local Government Development Division
- Community of Camperville
- Community of Cormorant
- Community of Matheson Island
- Community of Seymourville
- Parkland Community Futures Development Corporation
- Cedar Lake Community Futures Development Corporation
- NEICOM Community Futures Development Corporation
- Winnipeg River Brokenhead Community Futures Development Corporation
- Rural Development Institute, Brandon University
- Manitoba Agriculture, Food and Rural Initiatives
- Co-operative Development Initiative, Co-operatives Secretariat

This study was conducted to assess the needs, desires and level of commitment of residents of Camperville towards a retail-consumer co-operative. With the support of the mayor and council and Cedar Lake Community Futures Development Corporation, community residents were surveyed by researchers from the Rural Development Institute, Brandon University in August 2004. Research was completed with the support of an appointed local community liaison.

For the purpose of this study, a co-operative is defined as an organization that is owned and controlled by the people who use its products, supplies or services for their mutual benefit. Co-operatives are formed to meet the specific objectives of their members, and are structured to adapt to members’ changing needs. Self-reliance and self-help are the hallmarks of co-operatives. Each of the four communities in the project communicated their desire for further information on the potential for development of a retail-consumer co-operative in their respective communities through the community round table process.

This study provides an overview of the situation in the community of Camperville. Details on demographics, economic activity and social services are supplemented with findings from the

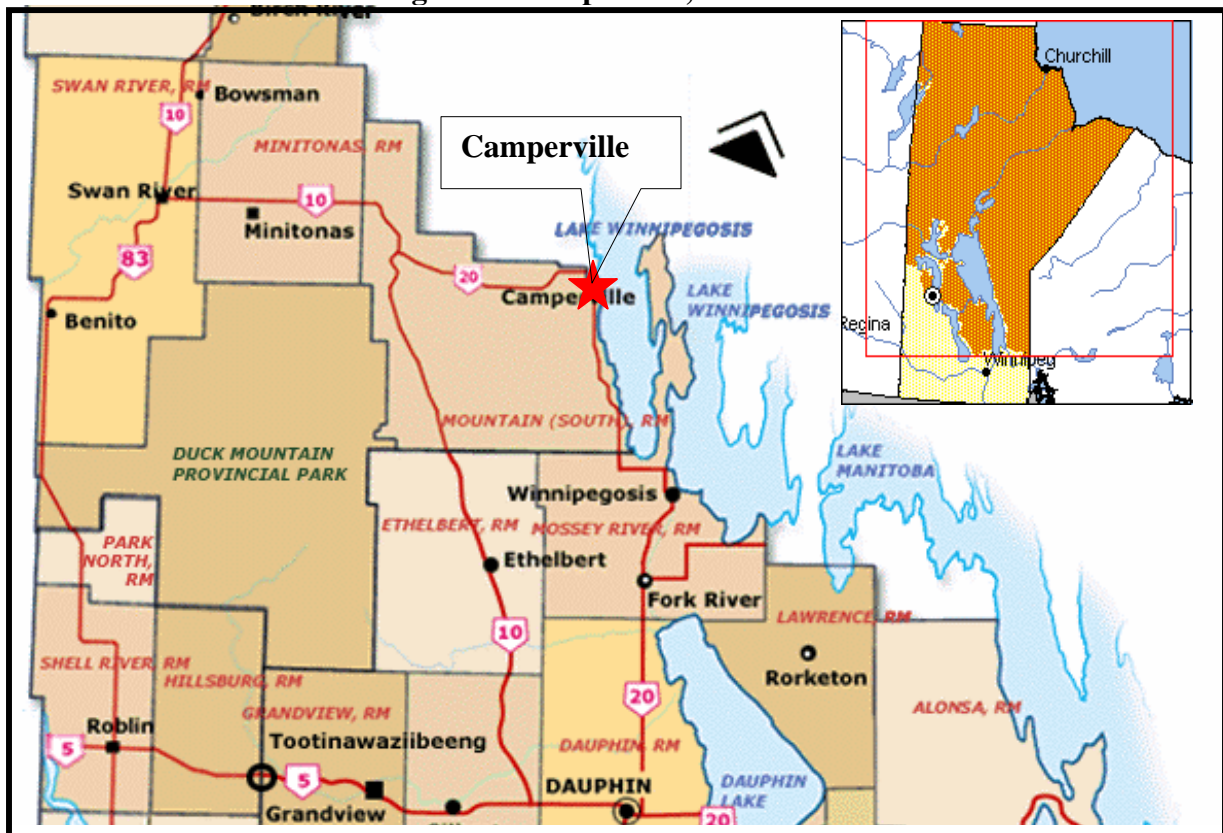
[†] Refers to all communities located in northern Manitoba that fall under the jurisdiction of Manitoba Aboriginal and Northern Affairs.

survey. Residents provided information on spending habitats (communities traveled to, frequency and amounts purchased), their desire for and commitment to a co-operative in the community and other family information such as household member ages.

Community of Camperville

The community of Camperville is situated on the western shore of Lake Winnipegosis, and is 106 km north of Dauphin on Path #20. The community is bordered to the north by the Pine Creek Indian Reserve, and to the southwest by the Mountain Local Government District. Nearby communities include Pine Creek First Nations (population 696), Winnipegosis (population 621), Swan River (population 4032), Fork River, and Dauphin (population 8085).

Figure 1: Camperville, Manitoba



Source: Manitoba Community Profiles

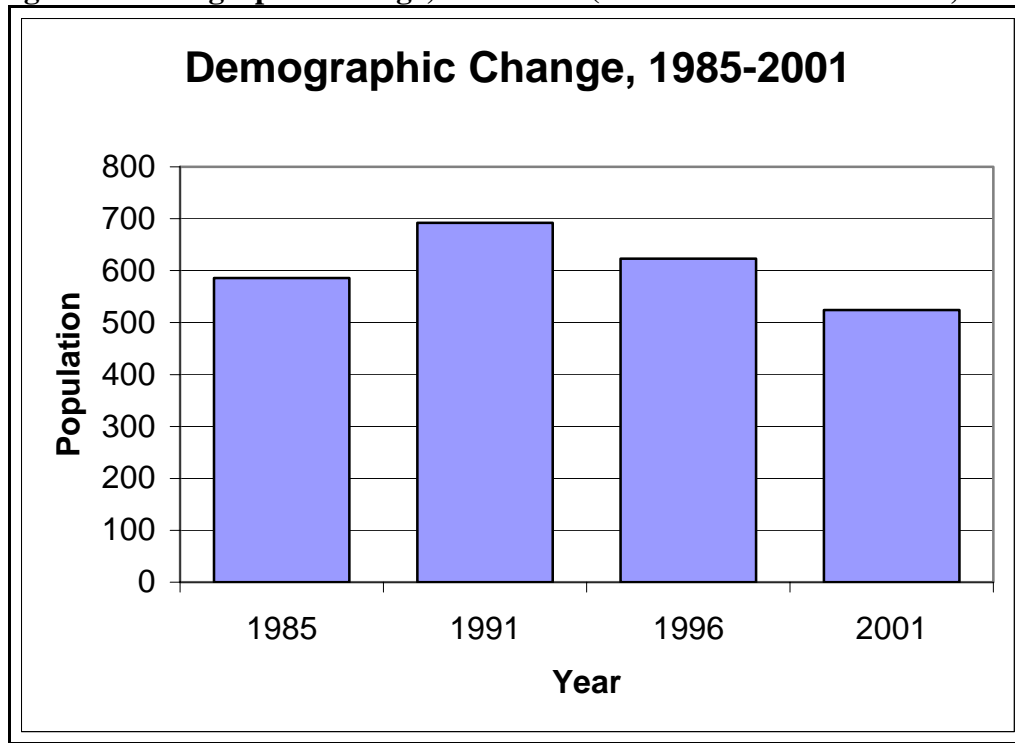
A mayor and council under the Northern Affairs Act have represented the community since May 1970.

Demographics

In 2001, the population of Camperville was recorded as 524 (Statistics Canada, 2001). Compared to data from 1996, Camperville's population has declined by 15.9% (Statistics Canada, 2001) (see Figure 2). During this period declines on five-year intervals range from

12-17%. As of 2001, it was recorded that there were 196 housing units in the community (Manitoba Community Profiles, 2001).

Figure 2: Demographic Change, 1985-2001 (Source: Statistics Canada, 2001)



Classified as an “Unorganized Territory” by Statistics Canada, demographic information on the community itself is not available beyond general population. Camperville is classified as being part of Census Division 19, which includes the surrounding areas with a total population of 3,200. Information from Census Division 19 can be utilized as a surrogate to look at the demographics in Camperville.

Census Division 19, similar to the community of Camperville, has been experiencing population declines. From 1996-2001 a population decrease of 18.9% was experienced. In the 2001 Census, the median age of residents of Census Division 19 was 30.1 years of age. This is 6.5 years younger than the median age for the province of Manitoba, 36.8 years of age (Statistics Canada, 2004). In general, the population of Census Division 19 is considerably younger compared to the province of Manitoba. Some 68% of residents in Census Division 19 were aged 15 and over while in Manitoba 79.1% are aged 15 and over (Statistics Canada, 2004). Figure 3 represents the age structure of both Census Division 19 and the province of Manitoba. A clear difference can be seen in the two diagrams. This difference represents unique challenges and opportunities for the community, such as services for younger residents.

Figure 3: Age Structure, Census Division 19 (Source: Statistics Canada, 2004)

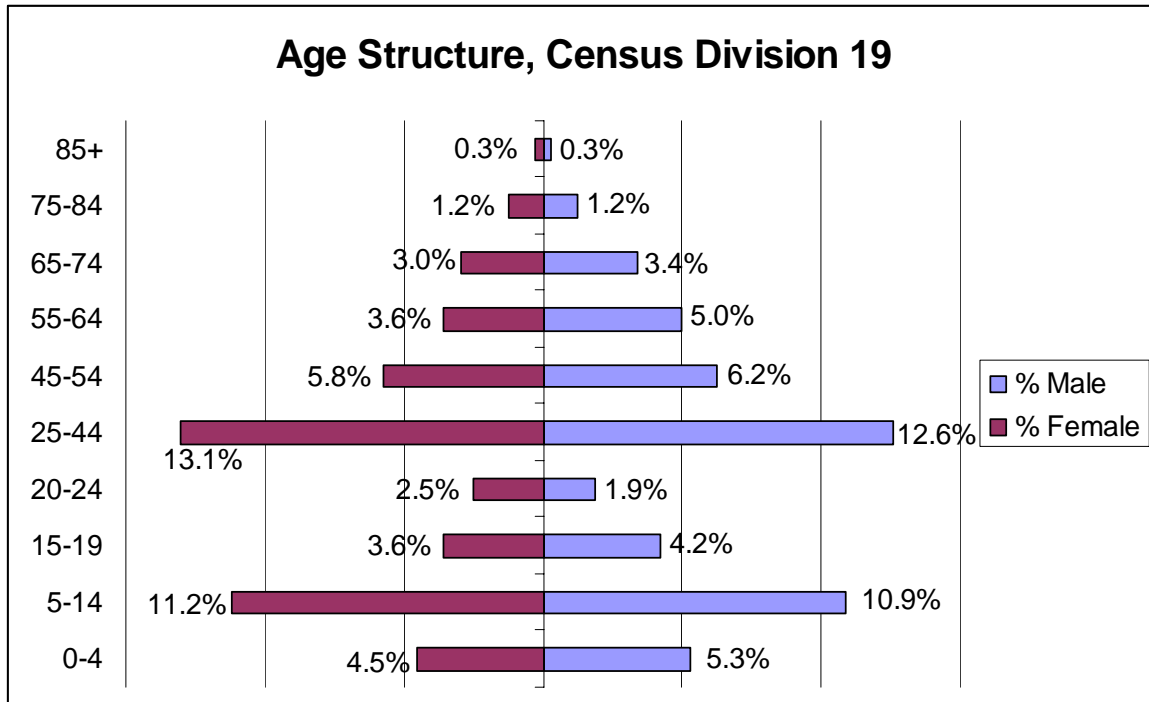
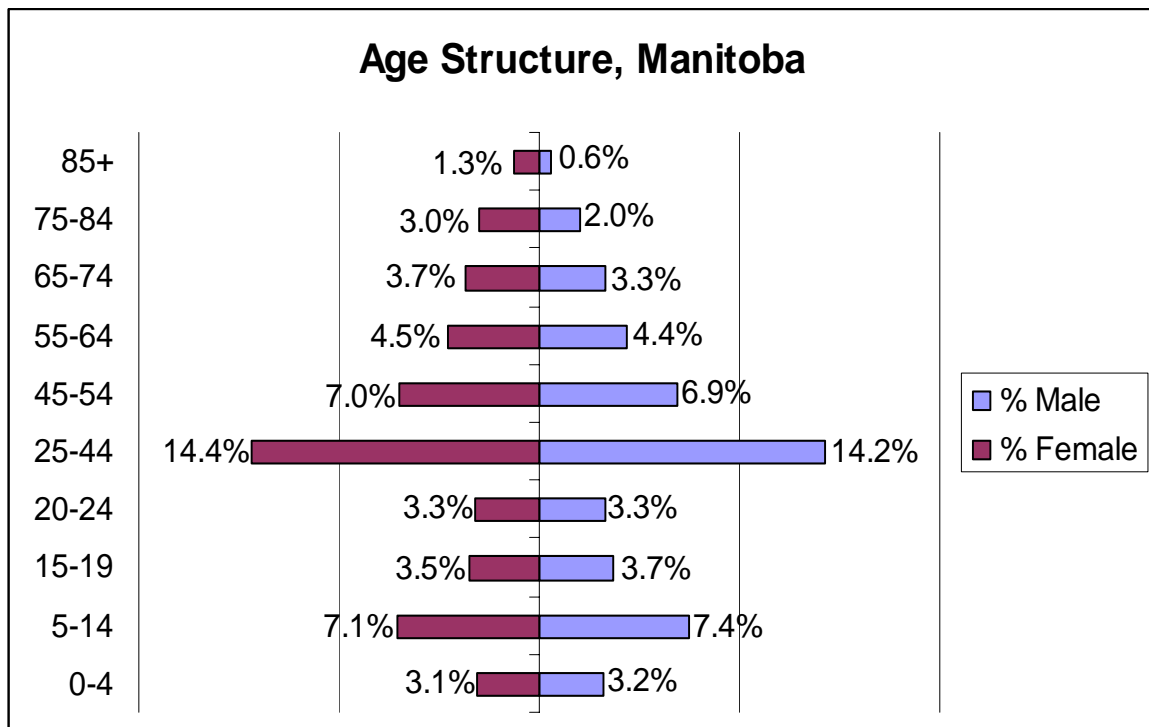


Figure 4: Age Structure, Manitoba (Source: Statistics Canada, 2004)



Income for residents of Census Division 19 was 40% lower than that of the median income for Manitoba as a whole. In 2001 the median total income of persons 15 year of age and over was \$12,102 in Census Division 19, while the median income for Manitoba was \$20,469.

Economic Activity

Economic activity of Camperville largely consists of primary resource based businesses and service-oriented businesses. With the closeness of water resources, fishing and trapping are the dominant economic activities for the community. People involved in commercial fishing have the opportunity to deliver their catches to two fish stations in the region, one in Duck Bay and one in Winnipegosis.

An inventory of businesses for Camperville includes (Manitoba Community Profiles, 2001):

- 1 restaurant
 - Koko's Kitchen & Lounge
- 1 campground
 - Camperville Campgrounds
- 1 grocery store
 - Mackay's Grocery
- 1 video/convenience/entertainment store (video rentals, food, etc)
 - Billiards
- 2 development corporations
 - Segamace Housing Development
 - Camperville Community Development Corporation (in process)
- 3 taxi/transportation services
 - Bones Taxi
 - Camperville Handi-Transit
 - Stan's Gas Bar & Taxi
- 3 construction companies
 - Chartrand's Construction
 - Richard Construction
 - Sam Richard Builders

Health, Social & Recreational Services

The community is serviced by the Parkland Regional Health Authority (RHA) and a newly constructed RHA Nursing Station. Although there are no other permanent health professionals in the community, full medical service is available at the nearby communities of Swan River, Dauphin and Winnipegosis.

The community of Camperville was formerly serviced through the Duck Mountain School Division for Kindergarten to Grade 7. More recently through Frontier School Division, Camperville provides education from Kindergarten through to Grade 8. In the September 2001, there was an enrollment of 112 students. For the 2004-2005 academic year, the Philomene Chartrand School has an enrollment of 150 students.

Camperville is home to various recreational facilities. The community has an outdoor natural ice arena, and indoor ice rink, a baseball diamond, beach area, park area, and a gymnasium (located in Philomene Chartrand School). In addition, there is a community hall for use.

Camperville and a Retail-Consumer Co-operative?

Survey Methodology

Data for this study was gained through a survey personally delivered to Camperville households with the assistance of a local community liaison. The name of the community liaison was provided by the Mayor and council. The survey took place August 16-17, 2004. The results of the survey provided researchers from the Rural Development Institute, Brandon University with information directly from individuals and households.

Supplementing the survey data, secondary data was collected from various other sources, such as Statistics Canada, Manitoba Community Profiles, Manitoba Aboriginal and Northern Affairs, Frontier School Division, and the Parkland Regional Health Authority.

The Brandon University Research Ethics Committee reviewed the survey prior to being distributed to ensure that the rights of potential participants were not violated. After participants were read an overview of the project and their rights, consent was assumed through their continued participation. All households were assured that their participation was entirely voluntary, that information collected would be grouped together and presented in such a way that their identities would not be revealed. On occasion, participants exercised their right to refuse to answer certain questions.

Throughout this report, endnotes are placed immediately after most percentages. These endnotes provide the total number of surveys that were completed for the question. Each question has a different 'n' value since not all of the surveys returned had every question answered (question may not have been applicable or participant chose not to answer). All endnotes are located at the end of the report in Appendix A.

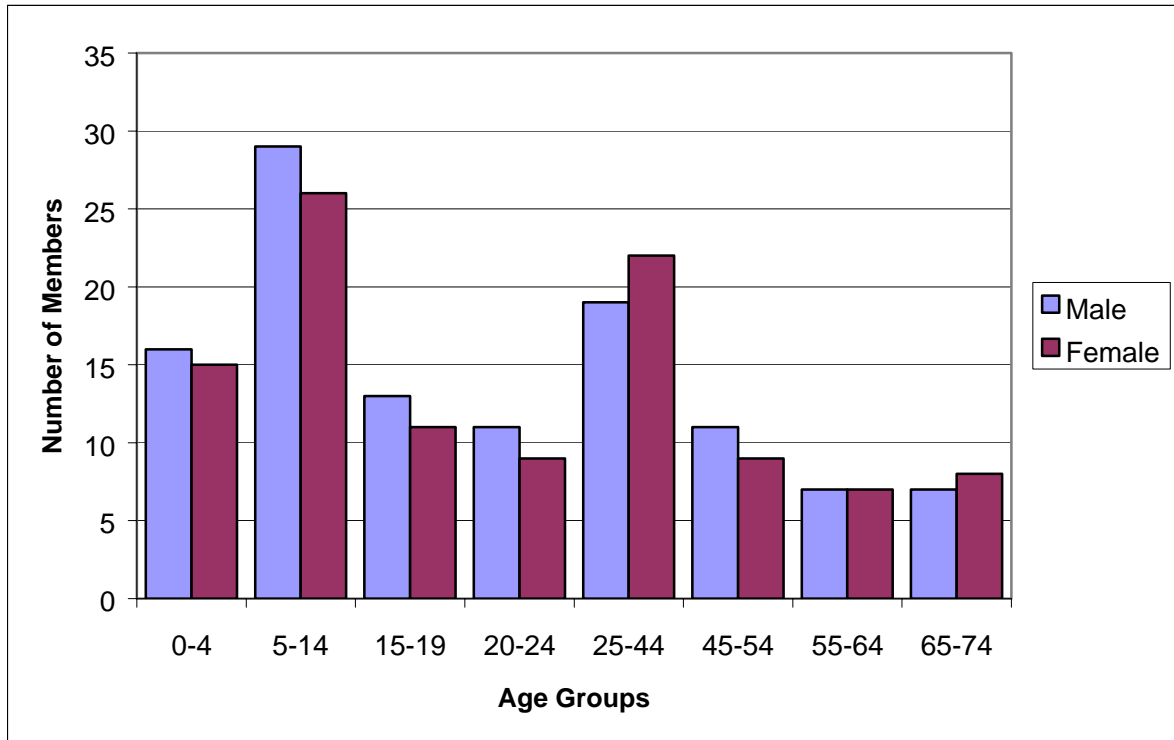
Survey Limitations

To retain the anonymity of respondents and their households, as stipulated to each participant prior to commencing the survey, results with less than 3 respondents are grouped together into one category, described as "other communities". Other communities that were mentioned throughout the survey less than three times on any one question include Brandon, Fork River, Minitonas, Stony Mountain, and The Pas.

Characteristics of Respondents

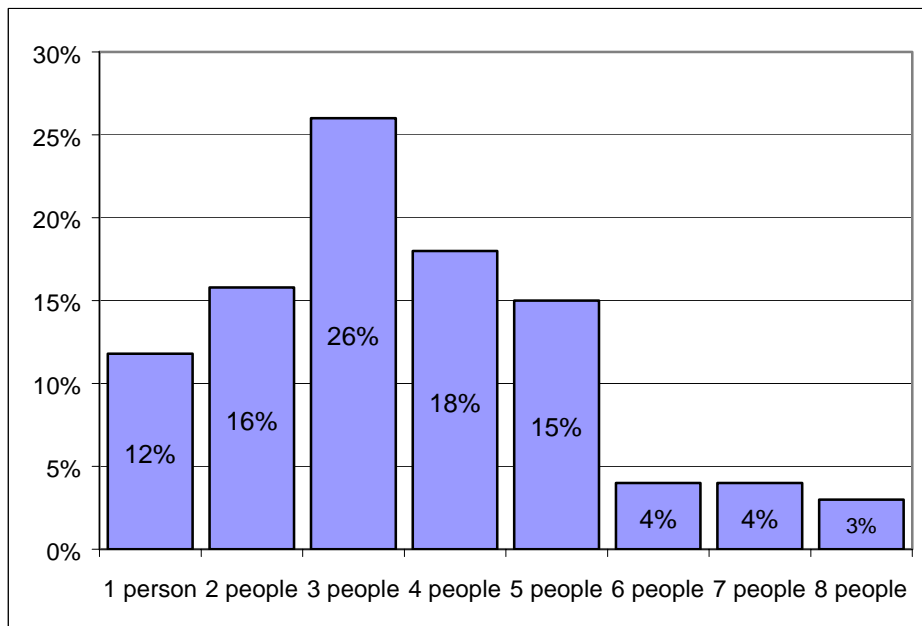
A total of 76 households participated in this study, representing 38.8%¹ of households in the community. The total population of the 76 households surveyed was 266. Based on the reported household population of 524, the survey includes 50.8%² of the total population as reported by Statistics Canada. Almost two thirds of the survey respondents were female 63.5%³, compared to 36.5% male.

Figure 5: Household Population by Age Groups, as Reported by Respondents



Family sizes among the 76 participating households ranged from 1-9 members. Average family size was calculated as 3.5 people. Twelve percent⁴ of families consisted of only one member, while 76.3% of families had between 2 and 5 members. Only 10% of the households contained 6 or more persons.

Figure 6: Number of Members in Households in Camperville, as Reported by Respondents



Of households surveyed, 7%⁵ indicated that a member of their household owned a business.

With regards to cultural identity, 55%⁶ reported that a member of their household holds treaty status and 76% reported that a member of their household is Métis. Thirty-three percent of households indicated that their household contains members with both treaty status and Métis.

Retail Habits of Community Members

Community residents overwhelmingly indicated (93%⁷) that they are not satisfied with the selection of goods and services that are currently available in Camperville. Seventy-six percent of respondents indicated that they are dissatisfied with the selection of goods and services, 18% are dissatisfied with the price of products currently in the community and 11% are dissatisfied with the inconsistency of the hours of operation. Respondents were able to select more than one answer, and therefore total will not always add up to be 100%.

Survey questions have been divided into four sub-sections: goods purchased, services obtained, travel and associated costs, and consumer spending habits.

Goods Purchased

Respondents were asked to identify where they and members of their households access a variety of goods, such as food, household products and hardware/maintenance. In addition to where services were being accessed, respondents reported the frequency of their trips (number of times per month) and the average monthly expenditure for each good. Finally, households were asked which goods they would purchase locally if they were available.

Food

Households indicated that they travel outside the community to purchase food items (produce, dairy products, fresh meats, frozen goods and dry goods) almost 3 times per month⁸. Individual households reported that they travel anywhere from 1 to 10 times per month for food purchases. On a monthly basis, the average amount purchased per household was \$507.43⁹, with amounts ranging from \$100 - \$1,600.

Eighty-eight percent¹⁰ of households indicated that they travel to Dauphin and Swan River for food purchases. The remaining 12 % of households traveled to Winnipegosis. Ninety-nine percent¹¹ of households indicated that they would purchase food products locally if they were available at a co-operative.

Household Products

Households, on average, travel outside the community 2.95 times per month for household products, such as cleaning supplies, cleaning agents, appliances or furniture. Forty-one percent¹² of households indicated that they travel to Dauphin to meet their household product needs. Swan River is the destination of choice for 27% and 24% of households reported traveling to both Dauphin and Swan River. The remaining 8% travel to Winnipegosis and Pine Creek.

Camperville households spend an average of \$87.16 per month¹³ on household products. Individual household's monthly household products purchases range from \$6 - \$1000. When asked if they would purchase household products locally if they were available, 98%¹⁴ of households indicated they would shop locally.

Hardware/Maintenance

Hardware/Maintenance products, such as lumber, tools and fixtures, were desired locally by 57%¹⁵ of households. Currently, 95%¹⁶ of households travel to Dauphin and Swan River for their hardware/maintenance needs. The remaining 5% of households meet their needs in Camperville or Winnipegosis. The average monthly expenditure on hardware/maintenance products is \$529.14¹⁷, with individual household expenditures ranging from \$20 - \$10000. On a monthly basis, households travel 2.95¹⁸ times per month for hardware/maintenance needs.

Automotive

The primary community traveled to for automotive products was Dauphin at 59%¹⁹. Twenty percent of households traveled to Swan River and 9% reported that they traveled to both Dauphin and Swan River. The remaining 12% of households traveled to Pine Creek, Winnipegosis, or accessed services within Camperville. On monthly trips, the average household expenditure for automotive products was \$68.59²⁰. Seventy percent²¹ of households indicated that they would purchase automotive supplies, such as oil, parts and repairs, locally if they were available. Currently households are making, on average, 1.77 trips per month²² for automotive products. Fifty households reported having access to at least one personal vehicle. The total number of personal vehicles reported was 81.

Lawn & Garden

Households, on average, travel outside the community 1.7²³ times per month for lawn and garden products, such as machinery, tools, seeds and fertilizer/chemical. Ninety-one percent²⁴ of households travel to Dauphin and Swan River to meet their lawn and garden product needs. The remaining 9% travel to 'other communities'.

Camperville households spend an average of \$642.12 per year²⁵ on lawn and garden products. Individual households reported purchasing \$2 - \$100 monthly on lawn and garden products. When asked if the household would purchase lawn and garden products locally if they were available, 43%²⁶ of households indicated they would shop locally.

Personal/Health

Clothing - Households indicated that they travel outside the community to purchase clothing 1.8 times per month²⁷. On a monthly basis, the average amount purchased per household was \$151.60²⁸, with amounts ranging from \$10 - \$600. If available locally, 96%²⁹ of households indicated that they would purchase clothing items from a cooperative. To purchase clothing, 90% of households travel to Dauphin and Swan River, while 10% travel to Winnipegosis and 'other communities'.

Prescriptions - Households indicated that they travel outside the community to purchase prescriptions on average 2.2 times per month³⁰. The average amount purchased per month was \$136.25 per household, with amounts ranging from \$5 - \$700. If available locally, 92%³¹ of households reported that they would purchase prescriptions from a cooperative. Thirty eight percent of prescription purchases were made in Winnipegosis³², 36% were made in Swan River, and 19% were purchased in Dauphin.

Toiletries - Households on average purchased these items 1.5 times per month³³ with the average expenditures equaling \$39.05³⁴. The amount purchased per household ranged from \$10 - \$100. Forty nine percent³⁵ of households indicated that they would purchase toiletry

items from a local cooperative if available. Households reported that they purchased toiletry items mainly from Dauphin (46%³⁶), and Swan River (43%).

Over the counter drugs - Households on average purchased \$38.18 per month on over the counter drugs. The average number of trips reported per month was 1.9³⁷. Seventy-nine percent³⁸ of households indicated that they would purchase over the counter drugs locally if available. For purchases, 87%³⁹ of households traveled to Dauphin and Swan River for over the counter drugs. The remaining 13% of households traveled to Winnipegosis and 'other communities'.

Amusement/Entertainment

Electronic devices - There was an average of \$82.74 spent per month on electronic devices, with households reporting travel outside of the community 2.21⁴⁰ times per month on average. If locally available, 72%⁴¹ of households indicated that they would purchase electronic devices locally. Households reported traveling to Dauphin and Swan River (95%⁴²) and the remaining 5% purchased these items from Pine Creek and 'other communities'.

Videos, DVDs, CDs - Households reported spending an average of \$54.22 per month on videos, DVD's and CD's. On average these items were purchased 1.78 times per month⁴³, and 82%⁴⁴ reported that they would purchase them locally if they were more widely available. For videos, DVD's and CD purchases, 93%⁴⁵ of households travel to Dauphin and Swan River, while 7% of households reported making purchases from Camperville and 'other communities'.

Games (board games) - On average, households indicated that they spent \$41.36 per month on games and board games. Games were purchased an average of 1.36 times per month⁴⁶ and 36%⁴⁷ of households reported that they would purchase these items locally if available through a cooperative. Board and other games were reported as being purchased mainly in Dauphin and Swan River (92%⁴⁸).

Fuel

With regards to fuel products, 90 %⁴⁹ of households indicated that they purchased these products from within Camperville. The remaining 10% of households travel to Dauphin and Swan River. On average, households purchase fuel products 9.25 times⁵⁰ per month.

Twenty-four percent⁵¹ of households indicated that they would buy fuel products locally if they were available through a cooperative. The average household spends \$151.36 per month⁵² on fuel.

Services Obtained

Respondents were asked to identify where they and members of their household access a variety of services, such as medical, personal and business services. In addition to where services were being accessed, respondents reported the frequency of their trips (number of times per month).

Medical Services

With regards to visiting a medical doctor, 47 %⁵³ indicated that their household travels to Dauphin and Swan River. Households also reported traveling to Winnipegosis and Dauphin

(49%). The average frequency of visits to medical doctors was 1.3 times per month⁵⁴. The frequency of medical doctor visits per month ranged from .083 - 6.5 visits.

Access to dental services was focused on two communities, Dauphin and Swan River. Ninety-seven percent⁵⁵ of households traveled to one or both of these communities to obtain dental services. The frequency of household visits for dental services was reported as 0.82 times per month⁵⁶, however the range was from zero to 6 visits per month.

The communities of Dauphin, Swan River, and Winnipegosis serve as the primary destinations for pharmacy services. Forty-three percent⁵⁷ of households reported traveling to Winnipegosis for pharmacy services, while 27% to Swan River, 20% to Dauphin and 10% of households reported traveling to a combination of these communities. Households reported traveling for pharmacy services between one visit per year and 3 visits per month, with the average being 1.07⁵⁸ visits per month.

Personal Services

Households indicated that they travel to a variety of different communities for hair dresser, Barber or hair styling services. Six communities were reported with the most popular being Camperville (35%⁵⁹), Winnipegosis (28%) and Dauphin (23%). Households reported visiting a hairdresser, barber or stylist anywhere from 3 visits a year to 3 visits a month, with the average being 0.79⁶⁰ visits a month.

Education & Training Services

Fourteen households reported that at least one member of the household receive upgrading and life long learning courses or programs. Thirty five percent of households indicated that they travel to Dauphin to participate in the course(s) or program(s), 14% reported Swan River, 7% indicated Camperville, and 42% reported traveling to 'other communities'.

Business Services

Accounting services were reported as being utilized by 25 of the households surveyed. Thirty-six percent⁶¹ of households traveled to Dauphin for accounting services, 28% traveled to Winnipegosis, and 24% received accounting services in Camperville. The remaining 12% traveled to a combination of Swan River, Dauphin and Winnipegosis. The average frequency for accounting services is 0.69 visits per month.

Eighty-four percent⁶² of households reported that they travel to Dauphin for legal services. Other communities traveled to for legal services include Swan River and Winnipegosis (13%). Households reported⁶³ that they traveled for legal services between .03 – 1 time per month, with an average of 0.57 visits per month.

For banking services, 70%⁶⁴ of households reported that they travel to Winnipegosis and Swan River. Twenty three percent travel to Dauphin and Swan River, and the remaining 7% travel to 'other communities'. The average frequency of visits for banking services was 1.8 visits per month⁶⁵.

Ninety-nine percent⁶⁶ of households reported that they accessed postal services in Camperville. Households, on average, made 16.13 visits per month for postal services with a minimum of 2 visits per month and a maximum of 30.

Thirty-one households revealed that they utilized insurance services. Fifty five percent of these households traveled to Winnipegosis for insurance services, while 19% traveled to Dauphin. The remaining 26% indicated traveling to Swan River, a combination of

Winnipegosis/Dauphin, Dauphin/Swan River, or ‘other communities’. Of the eleven households that reported the frequency of visits, the average was 5.5 visits per year.

Maintenance Services

Twenty-nine percent⁶⁷ of households reported that they received automotive repairs in Camperville. Sixty-seven percent⁶⁸ of households indicated that they receive automotive repairs in Dauphin, Winnipegosis, and Swan River.

For plumbing services, 93%⁶⁹ of households reported that they receive their service from Winnipegosis. The remaining 7% of households traveled to Dauphin, Swan River and ‘other communities’. Of the five households that reported the frequency of visits for plumbing, the average was 0.58 visits per month.

Electrician services for 95%⁷⁰ of households were located in Winnipegosis. Services were obtained for the other 5% of households from Camperville. Reported frequencies for electrician services ranged from once per year to 2 visits per month, with an average of 7.7⁷¹ visits per year.

Other Services

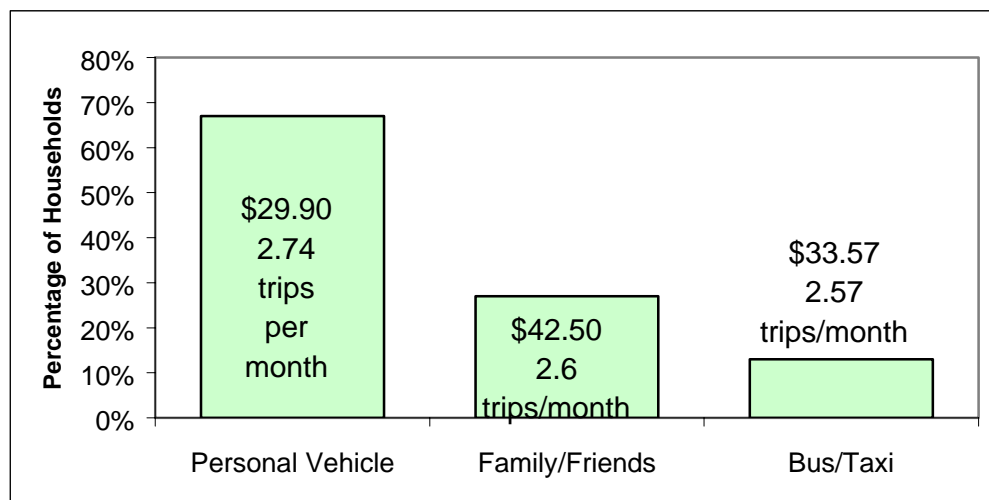
Only 18 households reported buying tobacco products. Sixty percent reported obtaining tobacco products from within the community of Camperville, and 28% reported obtaining tobacco products from Pine Creek. The average frequency for tobacco service was 14.6 visits per month, with visits ranging from 0.25-30 times per month.

For alcohol services, 57%⁷² of households reported traveling to Pine Creek while 43% reported purchasing items from within Camperville. The number of trips per month ranged from 0.5 to 3, with an average of 1.8 trips per month⁷³.

Travel & Associated Costs

When asked how households get to the communities where they purchase their goods and services, 67%⁷⁴ indicated that they utilized their personal vehicle. Twenty-seven percent indicated that they use or rely on the vehicles of their family and/or friends, while 13% relied on either a bus or taxi. Eight percent of households chose more than one type of transportation.

Figure 7: Mode of Transportation, Average Cost of a Round Trip & Frequency



The cost of a round-trip for households who reported using personal vehicles was \$29.90, with a range of \$10-\$80⁷⁵. Households reported that they make between 1 and 4 trips per month, with the average frequency of trips per month being 2.74⁷⁶.

For households using the vehicles of family and/or friends, the average cost of each round-trip was \$42.50⁷⁷. Between 1 and 8 trips per month was indicated by these households, with the average frequency being 2.6⁷⁸ trips per month.

The average cost reported by households who utilize the bus or taxi was reported at \$33.57⁷⁹. Between 1 and 8 trips were reported by these households, with the average frequency being 2.57 trips per month.

Beyond the costs incurred from gasoline, time, fares, households indicated that they also incur associated expenditures with traveling outside of the community. Households⁸⁰ required the following when traveling out of the community:

- 96% of households indicated that they incur costs of meals for their families
- 20 % reported incurring extra fuel costs
- 15% required babysitting services

Consumer Spending Habits

On regular shopping trips outside the community of Camperville, the average household spending was recorded as \$421.49⁸¹ per trip (including expenses related to travel such as gas, childcare, and meals). Individual household spending amounts ranged from \$100 - \$1,500. With the average number of trips outside the community being 2.57 - 2.74 trips per month (located under Travel & Associated Costs), the average household spending per month would be \$1,119.06.

When purchasing goods and services, households were asked about what influences their selection. Eighty-five percent⁸² of households indicated that sale prices influence their selection. With regards to name brand products, 44%⁸³ reported that the name brand of the product influences their product selection.

Views on a Community Co-operative

Currently within the community of Camperville, 44%⁸⁴ of households belong to an existing co-operative. Households indicated being members of co-operatives in two communities:

- 66%⁸⁵ hold membership in Swan River (consumer)
- 28% hold membership in Dauphin (consumer)

When asked, “Would you support a retail co-operative if it were to be established in Camperville?” 99%⁸⁶ of households reported they would support it. All households, that answered the question, also indicated that they would have a desire to purchase a share in the co-operative if it were to be built⁸⁷. The average price that households suggested for a membership in a future co-operative was \$29.23⁸⁸. Individual household suggestions ranged from \$1 - \$500 for a membership.

Households also ranked the importance of listed goods and services. Goods and services are ranked based on the number of households who indicated that they “definitely would support”.

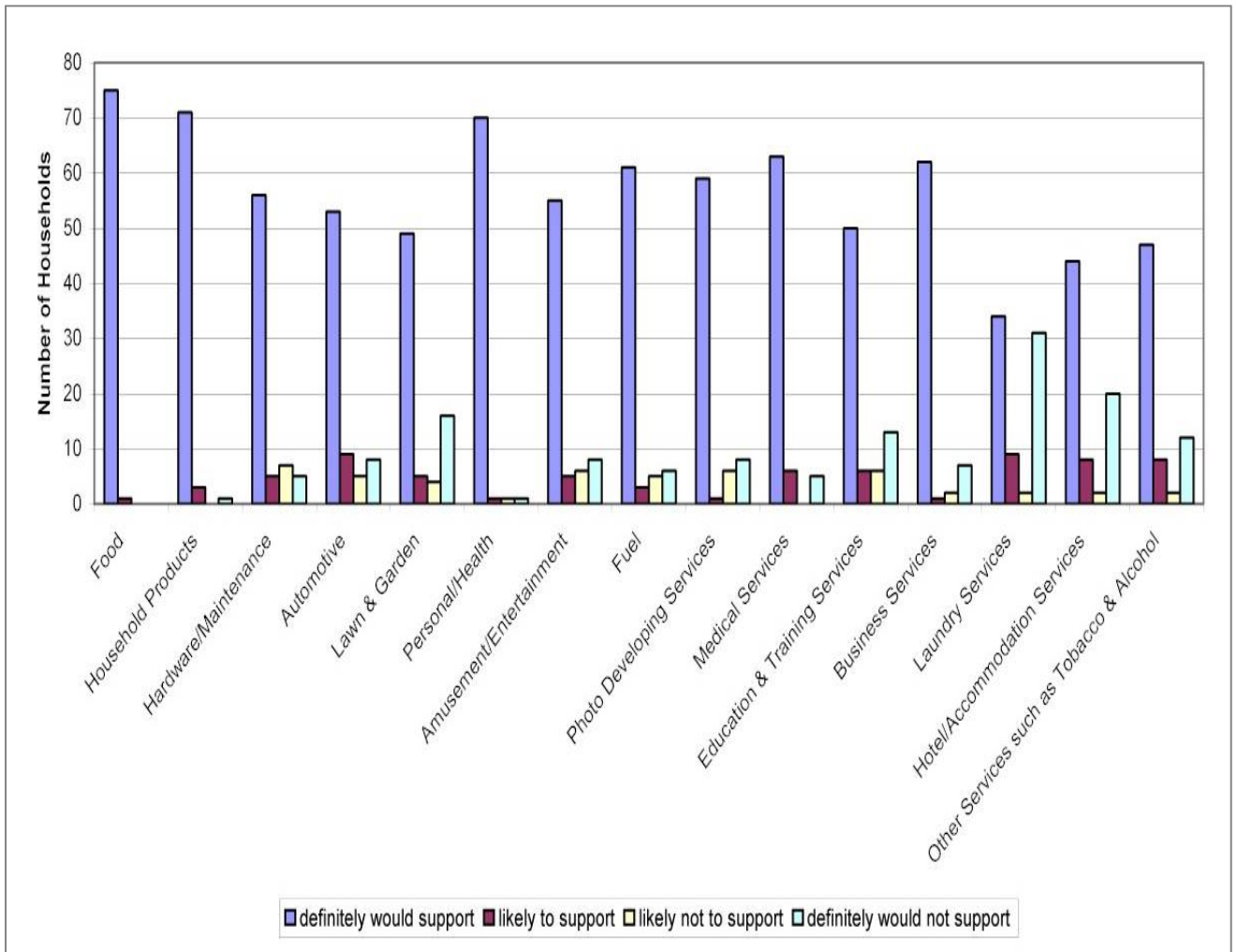
- | | |
|--|--|
| 1. Food products (75 households) | 9. Amusement/Entertainment (55 households) |
| 2. Household Products (71 households) | 10. Automotive (53 households) |
| 3. Personal/Health (70 households) | 11. Education & Training Services (50 households) |
| 4. Medical Services (63 households) | 12. Lawn & Garden (49 households) |
| 5. Business Services (62 households) | 13. Other Services such as Tobacco & Alcohol (47 households) |
| 6. Fuel (61 households) | 14. Hotel/Accommodation Services (44 households) |
| 7. Photo Developing Services (59 households) | 15. Laundry Services (34 households) |
| 8. Hardware/Maintenance (56 households) | |

Of the fifteen goods and services households were asked to rank, five received greater than 10 households that indicated they “definitely would not support”.

1. Laundry services (31 households)
2. Hotel/Accommodation Services (20 households)
3. Lawn & Garden (16 households)
4. Education & Training Services (13 households)
5. Other Services such as Tobacco & Alcohol (12 households)

Figure 9 on the following page provides a breakdown of household rankings for all fifteen goods and services.

**Figure 8: Ranked Importance of Goods and Services
Potential Local Co-operative May Carry**



The success of all co-operatives is reflective of their membership (Ketilson et al., 1992). Of the households that participated in the survey, 41 indicated that they would have a desire to serve on the board of directors or volunteer for a retail (consumer) co-operative if it were to be built in the community.

With regards to employment opportunities, 53 households indicated that someone in their household would have a desire to become employed by the co-operative. Thirty-one percent⁸⁹ of households reported that a member of their household has worked at a retail store before.

Survey Summary

Households in the community of Camperville reported that they frequently travel outside the community for their required needs. According to the survey, Camperville serves as the primary centre for three goods and service, postal service, fuel, and other services (such as tobacco and alcohol). Due to limited access to goods and services available in the

community, households indicated that they experience expenditures in addition to those directly related to prices. Traveling costs such as fuel, meals and childcare services place extra expenditures on a household's budget. On regular shopping trips outside the community of Camperville, the average household is spending \$421.49⁹⁰ per trip. With the average number of trips outside the community being 2.57 - 2.74 trips per month, the average household spending per month would be \$1,119.06.

Overall, three communities were identified as being the primary centres traveled to for services. These communities include:

- Dauphin & Swan River (food, household products, hardware/maintenance, personal/health products, automotive repairs, legal services, dental services)
- Winnipegosis (personal/health products, insurance services, plumbing, and electrician services)

All community households were in agreement as to whether they would support a local consumer-retail co-operative. Ninety-nine percent⁹¹ of households reported they would support it. All households, that answered the question, also indicated that they would have a desire to purchase a share in the co-operative if it were to be built⁹². The average price that households suggested for a membership in a future co-operative was \$29.23⁹³. Community households indicated that the three most important services for the co-operative to provide were food products, household products and personal/health products.

The community households surveyed in Camperville indicate that there is a need for an increase in the locally available goods and services. Substantial household resources, both financial and time, are consumed by routinely traveling outside of the community for goods and services.

If a co-operative were to be built in the community, 54% of households indicated they would be interested in volunteering or serving as a board of director. Almost $\frac{3}{4}$ of the households also reported that a member of their household would be interested in employment at the co-operative. With 99%⁹⁴ of households indicating that they would support a co-operative and 93%⁹⁵ of households being not satisfied with the selection of local goods and services, it appears there is support for a co-operative.

Social and Economic Impacts of Co-operative Development

Co-operatives create new employment opportunities; full time, part time or both, while meeting member needs for products and services that may or may not be available locally. Having a wide selection of reliable goods and services available locally at reasonable prices will encourage community residents to shop locally without the usual expenses associated with traveling to nearby communities.

Members will have an opportunity to learn the democratic decision making process and contribute equally to the ongoing decisions of the Cooperatives, one member one vote. The education and training members receive will depend on the level of participation in the development and administrative operation of the cooperative. The participation and training of members in the cooperative will allow for the development of entrepreneurial skills, which may lead to further economic developments within the community.

The types of goods and services offered by the co-operative will indicate whether it is competing or complimenting existing local businesses. Factors such as hours of operation, selection, price and reliable service will influence the impacts in the community and to local businesses.

The development of a co-operative creates positive impacts socially and economically for its members, community residents and surrounding communities. The impact of co-operative in a community will greatly depend on the types of products and services it provides to its members and the level of participation and commitment by its members.

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Appendix A: Survey Response Values

Endnote	Responses
1	n= 196
2	n=524 [∇]
3	n=76
4	n=76
5	n=76
6	n=75
7	n=76
8	n=76
9	n=74
10	n=76
11	n=76
12	n=74
13	n=56
14	n=75
15	n=43
16	n=42
17	n=42
18	n=25
19	n=54
20	n=39
21	n=76
22	n=40
23	n=19
24	n=33
25	n=16
26	n=76
27	n=62
28	n=65
29	n=73
30	n=24
31	n=70
32	n=73
33	n=18
34	n=21
35	n=37
36	n=35
37	n=20
38	n=60
39	n=53
40	n=12
41	n=55
42	n=28
43	n=29
44	n=62
45	n=57
46	n=7
47	n=27
48	n=12

49	n=49
50	n=8
51	n=76
52	n=11
53	n=76
54	n=52
55	n=76
56	n=27
57	n=70
58	n=10
59	n=21
60	n=16
61	n=25
62	n=32
63	n=4
64	n=71
65	n=14
66	n=75
67	n=46
68	n=46
69	n=58
70	n=59
71	n=6
72	n=37
73	n=6
74	n=75
75	n=50
76	n=46
77	n=20
78	n=19
79	n=7
80	n=69
81	n=67
82	n=75
83	n=74
84	n=76
85	n=29
86	n=76
87	n=66
88	n=52
89	n=62
90	n=67
91	n=76
92	n=66
93	n=52
94	n=76
95	n=65

[∇] Statistics Canada data

Appendix B: Survey Instrument

Joint Co-operative Development Project

You are being asked to participate voluntarily in a research project entitled Joint Co-operative Development Project. This project originated from open community meetings where a community store was identified and prioritized as an opportunity for your community. This project is being organized by Manitoba Aboriginal and Northern Affairs in partnership with the following Community Futures Development Corporations; Parkland, Cedar Lake, NEICOM, Winnipeg River Brokenhead; Manitoba Agriculture, Food and Rural Initiatives and the Rural Development Institute, Brandon University.

Your participation in this project is entirely voluntary and there will be no negative consequences if you refuse to participate in it, withdraw from it, or refuse to answer certain questions. Confidentiality regarding the information that you provide will be assured by the Rural Development Institute, and your individual answers will not be shared or presented in any way that would identify you as the source.

The results of this study will be used to develop a feasibility study for a local store in your community. For more information please contact Armand Barbeau (MB Aboriginal and Northern Affairs at 662-2145), Lindsay Rubeniuk (Parkland Community Futures Development Corporation at 546-5100) or Robert Annis (Rural Development Institute, Brandon University at 571-8515).

It is anticipated that the survey will take about 15 minutes to complete. Before we begin I am just going to read you a definition of a co-operative that will assist you in answering some of the following questions:

A co-operative is an organization that is owned and controlled by the people who use its products, supplies or services for their mutual benefit. Co-operatives are formed to meet the specific objectives of their members, and are structured to adapt to members' changing needs. Self-reliance and self-help are the hallmarks of co-operatives.

1. Do you own a business?

(1) Yes

(2) No

If YES, what type of business? _____

The following questions are to be answered based on your **household**.

For individuals who own a business - Near the end, I will ask you some questions that relate to your business.

2. Where do you regularly do your shopping for the following products?

Product	Where travel to	# of times/month	Amount purchased / month	Would you purchase locally if available? (<input checked="" type="checkbox"/> if yes)
Food				
(1) Produce				<input type="checkbox"/>
(2) Dairy products				<input type="checkbox"/>
(3) Fresh meats				<input type="checkbox"/>
(4) Frozen goods				<input type="checkbox"/>
(5) Dry goods (such as cereals, etc.)				<input type="checkbox"/>
Household Products				
(6) Cleaning supplies (mops, brooms)				<input type="checkbox"/>
(7) Cleaning agents (detergent, etc.)				<input type="checkbox"/>
(8) Appliances				<input type="checkbox"/>
(9) Furniture				<input type="checkbox"/>
Hardware/Maintenance				
(10) Lumber				<input type="checkbox"/>
(11) Tools				<input type="checkbox"/>
(12) Fixtures (sinks)				<input type="checkbox"/>
Automotive				
(13) Oil				<input type="checkbox"/>
(14) Repairs				<input type="checkbox"/>
(15) Parts				<input type="checkbox"/>
Lawn & Garden				
(16) Machinery				<input type="checkbox"/>
(17) Tools				<input type="checkbox"/>
(18) Seeds				<input type="checkbox"/>
(19) Fertilizer/chemical				<input type="checkbox"/>
Personal/Health				
(20) Clothing				<input type="checkbox"/>
(21) Prescriptions				<input type="checkbox"/>
(22) Toiletries				<input type="checkbox"/>
(23) Over the counter drugs				<input type="checkbox"/>
Amusement/Entertainment				
(24) Electronic devices				<input type="checkbox"/>
(25) Vides, DVD, CD				<input type="checkbox"/>
(26) Games (board games)				<input type="checkbox"/>

Fuel				
(27) Personal consumption				<input type="checkbox"/>
(28) Business consumption				<input type="checkbox"/>

3. Where do you receive the following services?

Type of Service	Where obtained (Community Name)	Frequency (trips/month)
Medical Services		
(1) Doctor		
(2) Dental Services		
(3) Pharmacy		
Personal Services		
(4) Hair dresser, cutter, stylist		
(5) Other, such as massage, etc.		
Education & Training Services		
(6) Upgrading and life long learning courses/programs		
(7) Provincial or federal programs, such as HRSD		
Business Services		
(8) Accounting		
(9) Legal services		
(10) Banking services		
(11) Postal services		
(12) Insurance services		
Maintenance Services		
(13) Automotive repair		
(14) Plumbing services		
(15) Electrician services		
Other Services		
(16) Tobacco sales		
(17) Alcohol sales		

4. How do you get to the communities where you purchase goods and services? *(May check more than one answer)*

Type of Transportation	Cost of Using Transportation/trip (Round Trip)	Frequency (trips/month)
(1) <input type="checkbox"/> Personal Vehicle		
(2) <input type="checkbox"/> Family/Friends		
(3) <input type="checkbox"/> Bus		
(4) <input type="checkbox"/> Taxi		
(5) <input type="checkbox"/> Other:		

5. Are you satisfied with the selection of goods and services that are currently available in your community?

(1) Yes

(2) No

What are you unsatisfied with? _____

6. When purchasing products, is your product selection influenced by:

Sale prices

(1) Yes

(2) No

Brand names

(1) Yes

(2) No

7. On a regular shopping trip outside your community, how much do you spend on each trip?

\$ _____

8. What additional costs are associated when you travel outside of the community to purchase goods and services? *(Prompt: Do you incur costs such as having to purchase meals? Etc.)*

9. With regards to banking services, where do you currently: *(Community Name)*

(1) Cash checks _____

(2) Use ATM (Automated Transit Machines) _____

(3) Deposit/store/save money _____

10. Is a restaurant available in your community?

(1) Yes

(2) No

If YES,

How often do you visit the restaurant per month? _____

If NO,

Would you dine at a restaurant if it were available in your community?

(1) Yes

(2) No

11. What services would you like to have in your community, whether it be delivered through a co-operative or a different type of business?

Community Co-operative

12. Would you support a retail co-operative if it were to be established in your community?

(1) Yes

(2) No

If no, why? _____

(3) Unsure

Reasons for being unsure _____

If yes, please rank the importance of the following items for that the co-operative store may carry, with:

1 meaning definitely would support

2 meaning likely to support

3 meaning likely not to support

4 meaning definitely would not support

(1) Food	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(2) Household products	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(3) Hardware/Maintenance	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(4) Automotive	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(5) Lawn & Garden	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(6) Personal/Health	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(7) Amusement/Entertainment	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(8) Fuel	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(9) Photo Developing Services	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(10) Medical Services	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(11) Education & Training Services	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(12) Business Services	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(13) Laundry Services	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(14) Hotel/Accommodation Services	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>
(15) Other Services such as tobacco and alcohol	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>

13. Are you currently a member of a co-operative? (1) Yes (2) No
If yes, which one(s) _____

14. Would you:
 (1) Have a desire to purchase a share in the co-operative
 (1A) What would you consider to be a reasonable price for a share if a co-operative were to be started in the community?
 \$ _____
 (2) Have a desire to serve on the board of directors/volunteer
 (3) Have a desire to be employed by the co-operative

15. Has anyone in your household
 Worked at a co-operative before? (1) Yes (2) No
 Worked at a retail store? (1) Yes (2) No

Personal Information

16. *This question is not to be asked of the participant, but rather the interviewer can fill it in.*
 Gender?
 (1) Female
 (2) Male

17. How many vehicles does your household have access to?
 Personal Vehicles _____
 Recreational Vehicles _____
 Work-related Vehicles _____

18. How many people, including yourself, are members of your household? _____

19. State the number of people in your household in each age range:

Age Cohort	Male	Female
(1) 0-4 years of age		
(2) 5-14 years of age		
(3) 15-19 years of age		
(4) 20-24 years of age		
(5) 25-44 years of age		
(6) 45 - 54 years of age		
(7) 55 - 64 years of age		
(8) 65 - 74 years of age		
(9) 75 - 84 years of age		
(10) 85 + years of age		

20. In 2003, what was your family income?

- (1) Less than \$10,000
- (2) \$10,001 - \$19,999
- (3) \$20,000 - \$29,999
- (4) \$30,000 - \$39,999
- (5) \$40,000 - \$49,999
- (6) \$50,000 - \$59,999
- (7) More than \$60,000

21. Are any members of your household hold:

- (1) Treaty status
- (2) Metis status

22. Do you have any comments you would like to provide concerning your community and a co-operative?

Thank you for your assistance. For more information on this project, please visit www.brandonu.ca/rdi/jcdp.

Business Survey Questions

The following questions will deal with the purchases you make for your business.

23. Where do you regularly do your shopping for the following products?

Product	Where travel to	Number of times/month	Amount purchased/month
Food			
(1) Produce			
(2) Dairy products			
(3) Fresh meats			
(4) Frozen goods			
(5) Dry goods			
Household Products			
(6) Cleaning supplies (mops, brooms)			
(7) Cleaning agents (detergent, etc.)			
(8) Appliances			

Product	Where travel to	Number of times/month	Amount purchased/month
(9) Furniture			
Hardware/Maintenance			
(10) Lumber			
(11) Tools			
(12) Fixtures (sinks)			
Automotive			
(13) Oil			
(14) Repairs			
(15) Parts			
Lawn & Garden			
(16) Machinery			
(17) Tools			
(18) Seeds			
(19) Fertilizer			
Personal/Health			
(20) Clothing			
(21) Prescriptions			
(22) Toiletries			
(23) Over the counter drugs			
Amusement/Entertainment			
(24) Electronics			
(25) Vides, DVD, CD			
(26) Games (board games)			
Fuel			
(27) Personal consumption			
(28) Business consumption			

24. Where do you receive the following services?

Type of Service	Where obtained	Number of trips/month
Medical Services		
(1) Doctor		
(2) Dental Services		
(3) Pharmacy		
Personal Services		
(4) Hair dresser, cutter		
(5) Other, such as massage,		

etc.		
Education & Training Services		
(6) Upgrading and life long learning courses/programs		
(7) Human Resources & Development Canada programs		
Business Services		
(8) Accounting		
(9) Legal services		
(10) Banking services		
(11) Postal services		
(12) Insurance services		
Maintenance Services		
(13) Automotive repair		
(14) Plumbing services		
(15) Electrician services		
Other Services		
(16) Tobacco sales		
(17) Alcohol sales		

25. When purchasing products, is your product selection influenced by:
- Sale prices (1) Yes (2) No
- Brand names (1) Yes (2) No

26. On a regular shopping trip outside your community, how much do you spend on each trip?
 \$ _____