

# Joint Co-operative Development Project

Survey Results and  
Community Summary  
Seymourville, 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](http://www.gov.mb.ca/ana).



Manitoba Agriculture, Food and Rural Initiatives provides community economic development services to rural and northern communities, business and individuals. Rural Initiatives Division includes two branches, Economic Development Initiatives and Community, Cooperative and Regional Development Initiatives. For more information, please visit <http://www.gov.mb.ca/agriculture/ri/index.html>

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**Cedar Lake Community Futures  
Development Corporation**

[www.cedarlake-cfdc.ca](http://www.cedarlake-cfdc.ca)  
Box 569  
The Pas, MB R9A 1K6  
Tel: (204) 627-5450 Fax: (204) 627-5460  
Email: [cl\\_cfdc@mb.sympatico.ca](mailto:cl_cfdc@mb.sympatico.ca)

**NEICOM Developments**

[www.neicom.mb.ca](http://www.neicom.mb.ca)  
Box 10 12 Main Street North  
Riverton MB, R0C 2R0  
Tel: (204) 378-5106 Fax: (204) 482-2033  
Email: [neicom@neicom.ca](mailto:neicom@neicom.ca)



**Parkland Community Futures  
Development Corporation**

[www.pcfcdc.mb.ca](http://www.pcfcdc.mb.ca)  
Box 516 421 Main Street  
Grandview MB, R0L 0Y0  
Tel: (204) 546-5100 Fax: (204) 546-5107  
Email [reception@pcfcdc.mb.ca](mailto:reception@pcfcdc.mb.ca)

**Winnipeg River Brokenhead  
Community Futures Development  
Corporation**

[www.wrbcfcdc.mb.ca](http://www.wrbcfcdc.mb.ca)  
Box 505 Park Avenue  
Lac du Bonnet, MB R0E 1A0  
Tel: (204) 345-2514 Fax: (204) 345-6334  
Email : [info@wrbcfcdc.mb.ca](mailto:info@wrbcfcdc.mb.ca)



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**JOINT CO-OPERATIVE  
DEVELOPMENT PROJECT**

**SURVEY RESULTS AND  
COMMUNITY SUMMARY  
SEYMOURVILLE**

**January 2005**

Researched & prepared by:  
Ryan Gibson, Lori Gould, Devron Kobluk, & Brad McKenzie  
Student Interns, Rural Development Institute, Brandon University

For further information:  
Armand Barbeau T<sub>AED</sub>  
Community and Resource Development Consultant  
Manitoba Aboriginal and Northern Affairs  
(204) 622-2145  
[ABarbeau@gov.mb.ca](mailto:ABarbeau@gov.mb.ca)

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## Table of Contents

ACKNOWLEDGEMENTS.....	I
TABLE OF FIGURES.....	III
<b>EXECUTIVE SUMMARY .....</b>	<b>IV</b>
<b>INTRODUCTION.....</b>	<b>1</b>
<b>COMMUNITY OF SEYMOURVILLE.....</b>	<b>2</b>
DEMOGRAPHICS.....	3
ECONOMIC ACTIVITY.....	5
HEALTH, SOCIAL & RECREATIONAL SERVICES .....	5
<b>SEYMOURVILLE AND A RETAIL-CONSUMER CO-OPERATIVE? .....</b>	<b>6</b>
SURVEY METHODOLOGY .....	6
SURVEY LIMITATIONS.....	6
CHARACTERISTICS OF RESPONDENTS.....	6
RETAIL HABITS OF COMMUNITY MEMBERS.....	8
<i>Goods Purchased.....</i>	<i>8</i>
<i>Services Obtained.....</i>	<i>10</i>
<i>Travel &amp; Associated Costs.....</i>	<i>12</i>
<i>Consumer Spending Habits.....</i>	<i>13</i>
VIEWS ON A COMMUNITY CO-OPERATIVE.....	13
SURVEY SUMMARY .....	15
<b>SOCIAL AND ECONOMIC IMPACTS OF CO-OPERATIVE DEVELOPMENT .....</b>	<b>15</b>
<b>REFERENCES.....</b>	<b>17</b>
<b>APPENDIX A: SURVEY RESPONSE VALUES.....</b>	<b>18</b>
<b>APPENDIX B: SURVEY INSTRUMENT .....</b>	<b>19</b>

***Table of Figures***

FIGURE 1: SEYMOURVILLE, MANITOBA..... 2

FIGURE 2: DEMOGRAPHIC CHANGE, 1985-2001 (SOURCE: STATISTICS CANADA, 2001) ..... 3

FIGURE 3: AGE STRUCTURE, CENSUS DIVISION 19 (SOURCE: STATISTICS CANADA, 2004) ..... 4

FIGURE 4: AGE STRUCTURE, MANITOBA (SOURCE: STATISTICS CANADA, 2004)..... 4

FIGURE 5: HOUSEHOLD POPULATION BY AGE GROUPS, AS REPORTED BY RESPONDENTS ..... 7

FIGURE 6: NUMBER OF MEMBERS IN HOUSEHOLDS IN SEYMOURVILLE ..... 8

FIGURE 7: RANKED IMPORTANCE OF GOODS AND SERVICES POTENTIAL LOCAL CO-OPERATIVE  
MAY CARRY ..... 14

## 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): Winnipeg River Brokenhead CFDC, Cedar Lake CFDC, Parkland CFDC, and NEICOM 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 Seymourville. With the support of the mayor and council and Winnipeg River Brokenhead 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 Seymourville households. This questionnaire was delivered from August 4 - 5, 2004. A total of 24 households participated in this study, representing 58.5% of households in the community. The total population of the 24 households surveyed was 95. Based on this reported household membership, the survey includes 74% of the 2001 total population as reported by Statistics Canada. The survey was completed almost equally between males and females in the community.

Currently community households reported they frequently travel outside the community for their needs. The table below provides a brief summary of where community households are traveling.

Goods Obtained	Primary Community	Percent of Respondents
Food	Winnipeg	82%
Household Products	Winnipeg	83%
Hardware/Maintenance	Winnipeg	53%
Automotive	Winnipeg/Pine Falls	42%
Lawn & Garden	Winnipeg/Pine Falls	100%
Personal/Health	Winnipeg	75%
Amusement/Entertainment	Winnipeg	84%
Fuel	Hollow Water	44%

<b>Services Obtained</b>	<b>Specific Service</b>	<b>Primary Community</b>	<b>Percent of Respondents</b>
Medical	Medical doctor	Pine Falls	70%
	Dental	Pine Falls	43%
	Pharmacy	Pine Falls	78%
Personal Services	Barber, dresser, stylist	Seymourville	48%
	Other services	Winnipeg	60%
Education & Training	Life long learning and upgrading	Winnipeg	58%
	Federal/provincial programs	Winnipeg	100%
Business Services	Accounting	Winnipeg	63%
	Legal	Winnipeg	86%
	Banking	Pine Falls	71%
	Postal Service	Hollow Water	62%
	Insurance	Pine Falls	50%
Maintenance Services	Automotive repairs	Pine Falls	43%
	Plumbing	Seymourville	72%
	Electrician	Seymourville	76%
Other Services	Tobacco	Pine Falls	52%
	Alcohol	Manigotagan	70%

On regular shopping trips outside of Seymourville, the average household spending was recorded as \$408.30 per trip. With the average number of trips outside the community being 2.8 trips per month, the average household spending per month would be between approximately \$1 143.24.

Community residents overwhelming indicated (92%) that they are not satisfied with the selection of goods and services that are currently available in Seymourville. Ninety-six percent of households indicated they would support a local co-operative and 75% would be

interested in purchasing a share in the co-operative. The average reasonable price that households suggested for a membership in a future co-operative was \$38.57.

A wider purpose 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 Co-operative Development 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'<sup>†</sup>. 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 scope of the project is to look at the co-operative model as an economic arm of Northern Affairs communities in Manitoba.

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,
  - Community Support Services,
- 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, and
- Co-operative Development Initiative, Co-operatives Secretariat.

This study was conducted to assess the need, desire and levels of commitment of residents of Seymourville towards a retail-consumer co-operative. With the support of the local mayor and council and local 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 to gather further information on the possibilities 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 Seymourville. Details on demographics, economic activity and social services are supplemented with the findings from the in-person delivered survey. Residents provided information on spending habits (communities traveled to, frequency and amounts purchased), desire and commitment

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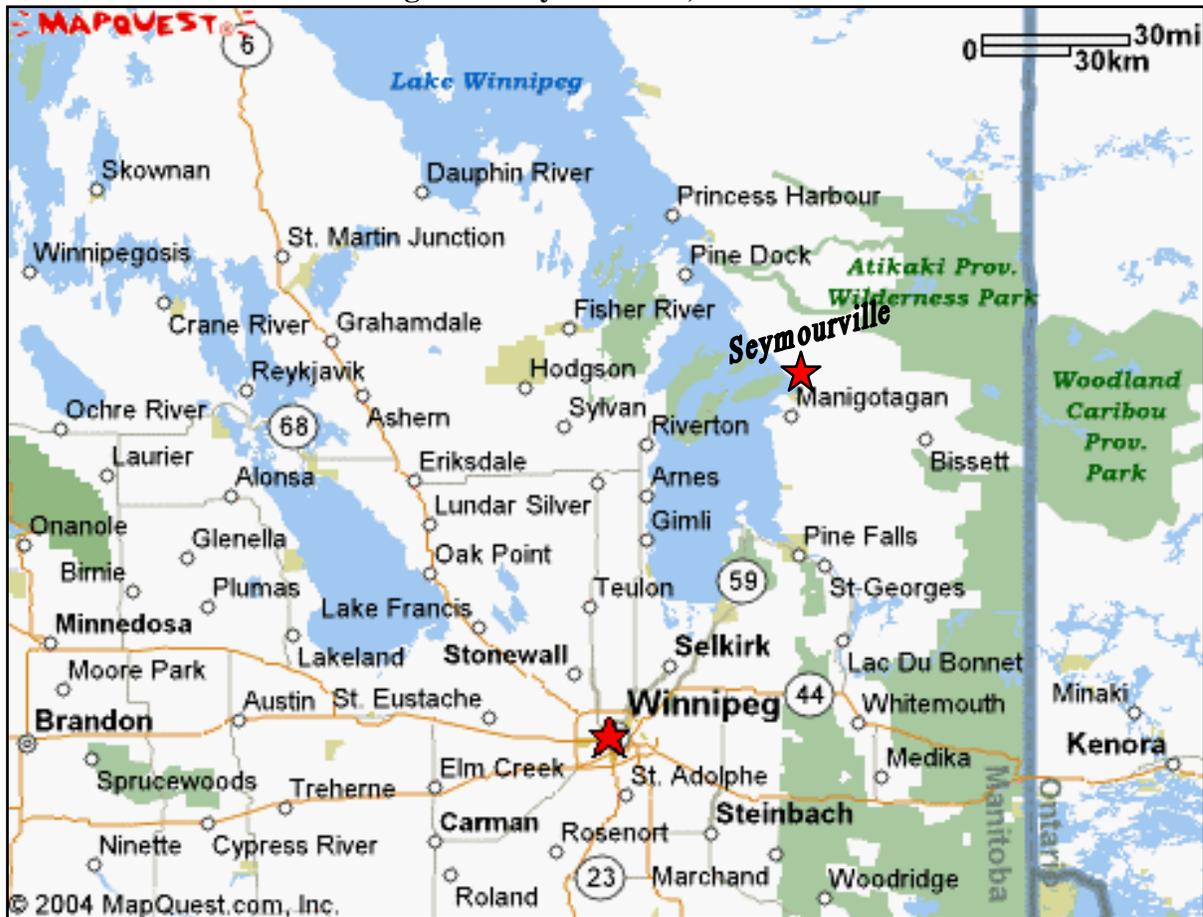
<sup>†</sup> Refers to all communities located in northern Manitoba that fall under the jurisdiction of Manitoba Aboriginal and Northern Affairs.

towards a co-operative in the community and other family information such as household member ages.

## Community of Seymourville

Located on the eastern edge of Lake Winnipeg, the community of Seymourville is situated several kilometers off secondary Highway 304. As one of four communities contained within the regional complex, Seymourville neighbours the communities of Manigotagan (population 173), Hollow Water Reserve (population 593) and Aghaming (population 16). Seymourville is situated 70 kilometres from Pine Falls, 50 kilometres from Bisset, and approximately 200 kilometres from Winnipeg. Governed by a mayor and council, the community follows responsibilities set out under the Northern Affairs Act (Manitoba Community Profiles, 2001).

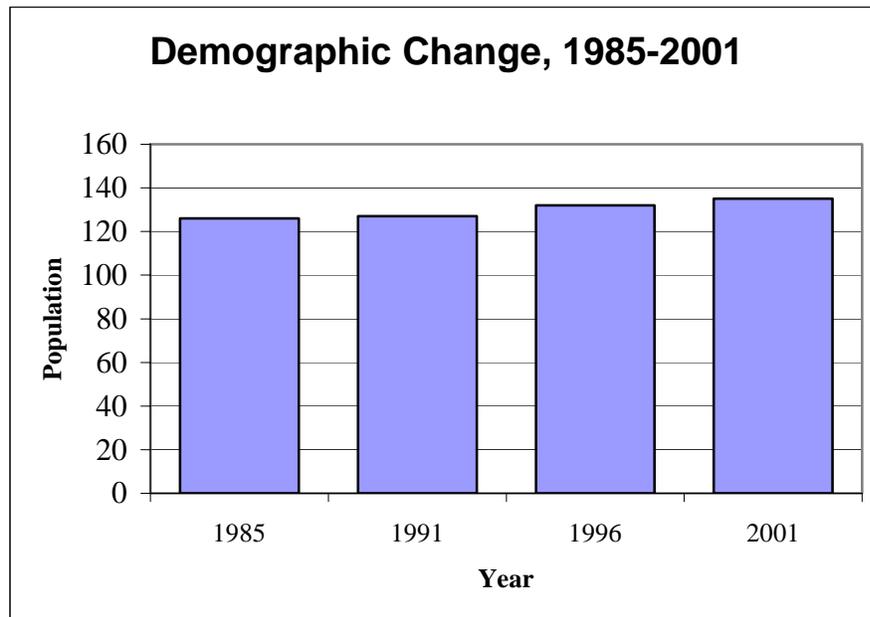
Figure 1: Seymourville, Manitoba



## ***Demographics***

In 2001, the population of Seymourville was recorded at 135 (Statistics Canada, 2001). Compared to data from 1996, the population of Seymourville has remained relatively steady, increasing slightly by just 2% (Statistics Canada, 2001) (Figure 2). During the period 1985-2001, increases on five-year intervals range from 1-4%. As of 2001, it was recorded that there were 41 housing units in the community (Manitoba Community Profiles, 2001).

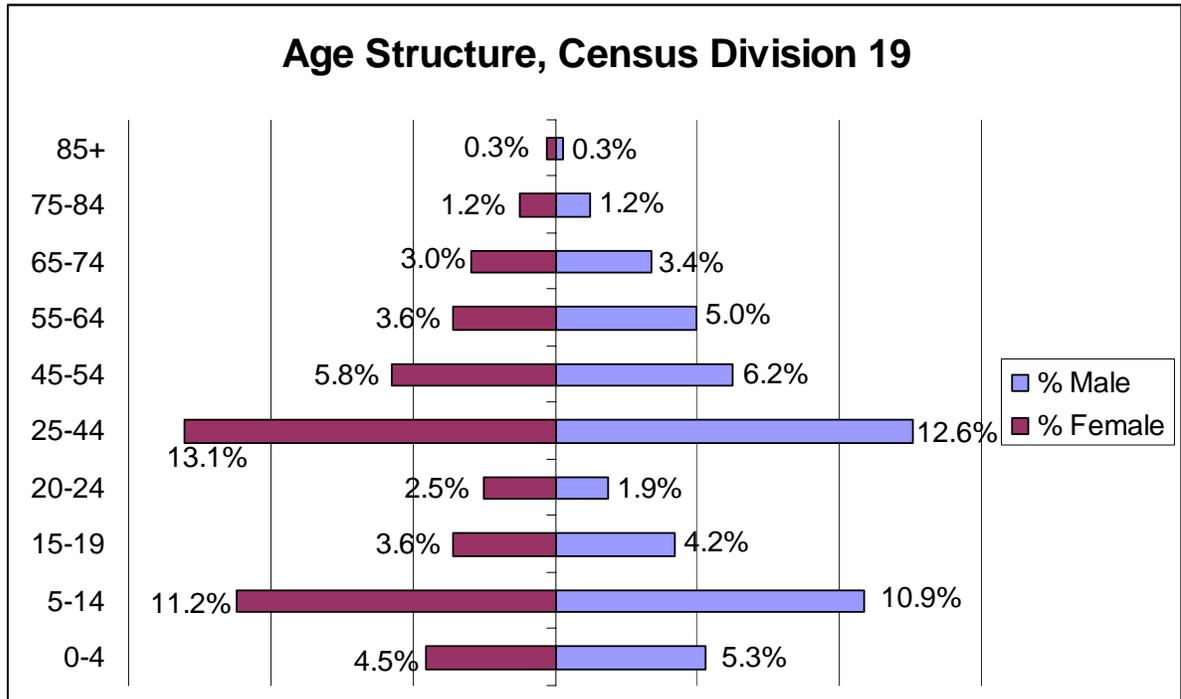
**Figure 2: Demographic Change, 1985-2001 (Source: Statistics Canada, 2001)**



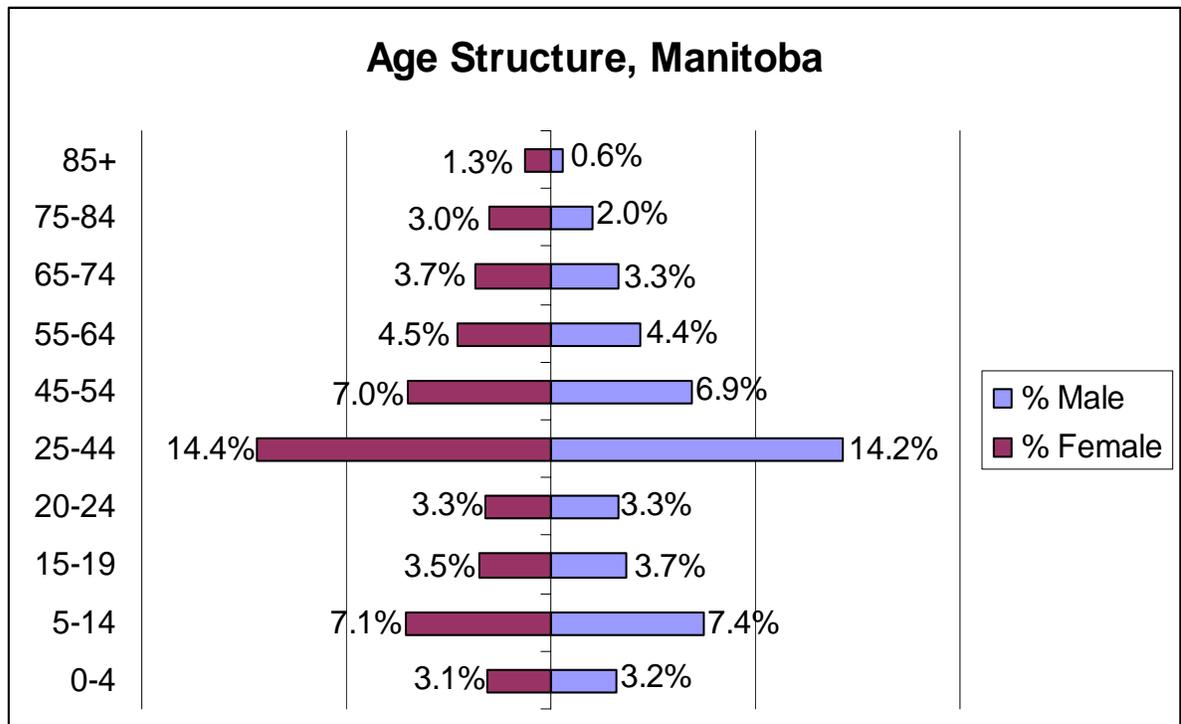
Classified as an “Unorganized Territory” by Statistics Canada, demographic information on the community itself is not available beyond general population. Seymourville is classified as being part of Census Division 19, which includes the surrounding areas with a total population of 3,200. Information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

Census Division 19, unlike the community of Seymourville, has been experiencing population declines. From 1996-2001 a population decrease of 8.6% 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 illustrates 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 within Seymourville largely consists of primary resource based businesses and service-oriented businesses. With the abundance of natural resources in the area, commercial fishing, logging and trapping are the dominant economic activities for the community. People involved in commercial fishing deliver their catch to the Wanipigow fish station located on the neighbouring reserve. Though a large deposit of silica sand has been identified, there has been no development in this area to date.

An inventory of businesses for Seymourville and area includes (Manitoba Community Profiles, 2001; Frontier School Division, 2004):

- 1 automobile repair shop (Seymourville)
  - McKays Small Engine Repair
- 2 hotels/accommodations (Manigotagan)
  - North Star Hotel
  - Woodn' Bell Motel
- 3 convenience/grocery stores (2 in Hollow Water Reserve, 1 in Manigotagan)
- 1 producer co-operative (Hollow Water Reserve)
  - Wanipagow Producers Coop Fish Packing

### ***Health, Social & Recreational Services***

The community is serviced through the Interlake Regional Health Authority. Medical services are located within the cluster of communities, but not directly in Seymourville. Medical service is available at Adam Hardisty Medical Center in Hollow Water Reserve, at nearby Bisset, or the full service hospital located 70 kilometres away in Pine Falls.

Through Frontier School Division, students from Aghaming, Bissett, Hollow Water, Manigotagan and Seymourville all attend Wanipagow School on the Hollow Water Reserve. The school formally offers education from Kindergarten to Senior 4 (Grade 12), but also has available pre-kindergarten and adult education services. In the September 2004, the Wanipagow School had an enrollment of 369 students (Frontier School Division, 2004).

Seymourville is home to various recreational facilities. The community has an outdoor rink, ball diamond, large recreation building, playground structures, a volleyball court, and basketball court.

# **Seymourville and a Retail-Consumer Co-operative?**

## ***Survey Methodology***

Data for this study was gathered through a questionnaire delivered in-person to Seymourville households with the assistance of a local community liaison. This questionnaire was delivered August 4-5 2004. The in-person delivered questionnaire provided the most desired data for this study. It allowed researchers from the Rural Development Institute, Brandon University to get data directly from individuals and households.

To supplement the questionnaire 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 Interlake 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 certain percentages. These endnotes provide the total number of surveys that were completed for the question. Each question will consist of 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.

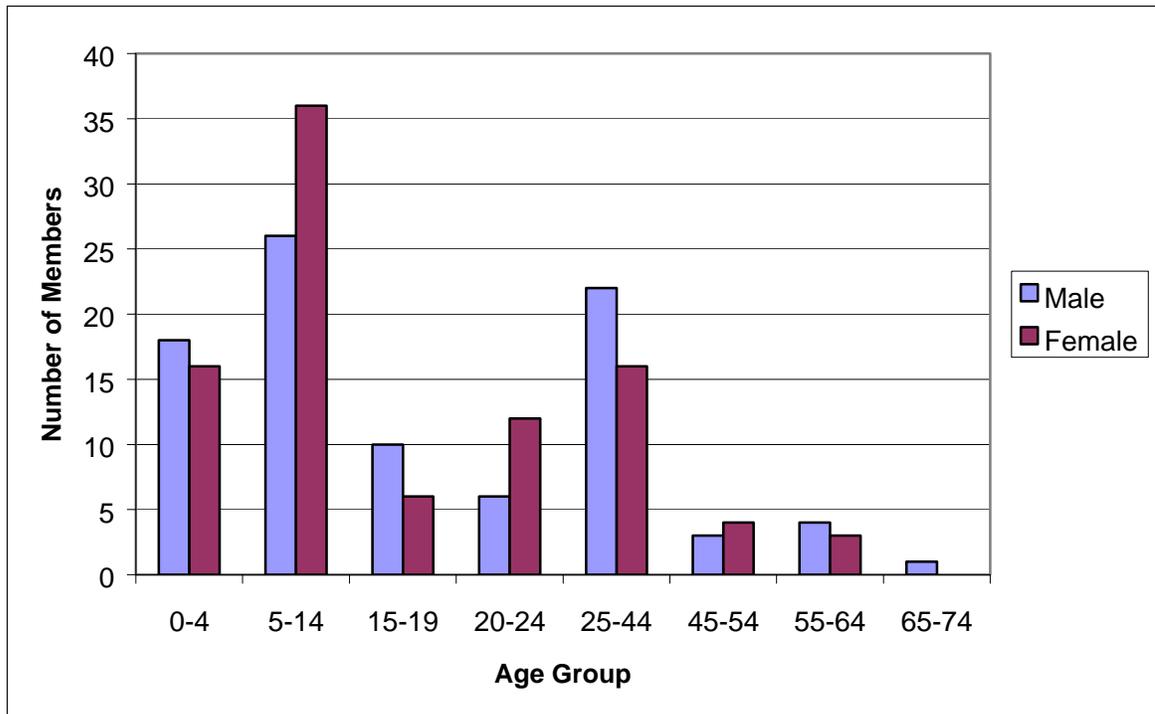
## ***Survey Limitations***

To retain the anonymity of respondents and their households, as stipulated to each participant prior to commencing the survey, results with 3 or less respondents are grouped together into one category, described as "other communities". Other communities that were mentioned throughout the survey three times or less on any one question include St. George, Bisset, Gimli, Fort Alexander, Black Water, The Pas, Winnipeg, Seymourville and Selkirk.

## ***Characteristics of Respondents***

A total of 24 households participated in this study, representing 58.5%<sup>1</sup> of households in the community. The total population of the 24 households surveyed was 95. Based on the reported household membership of 95, the survey includes 70%<sup>2</sup> of the total population as reported by Statistics Canada. The survey was completed almost equally between males and females in the community, with 52.2% of respondents being female and 47.8% being male.

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

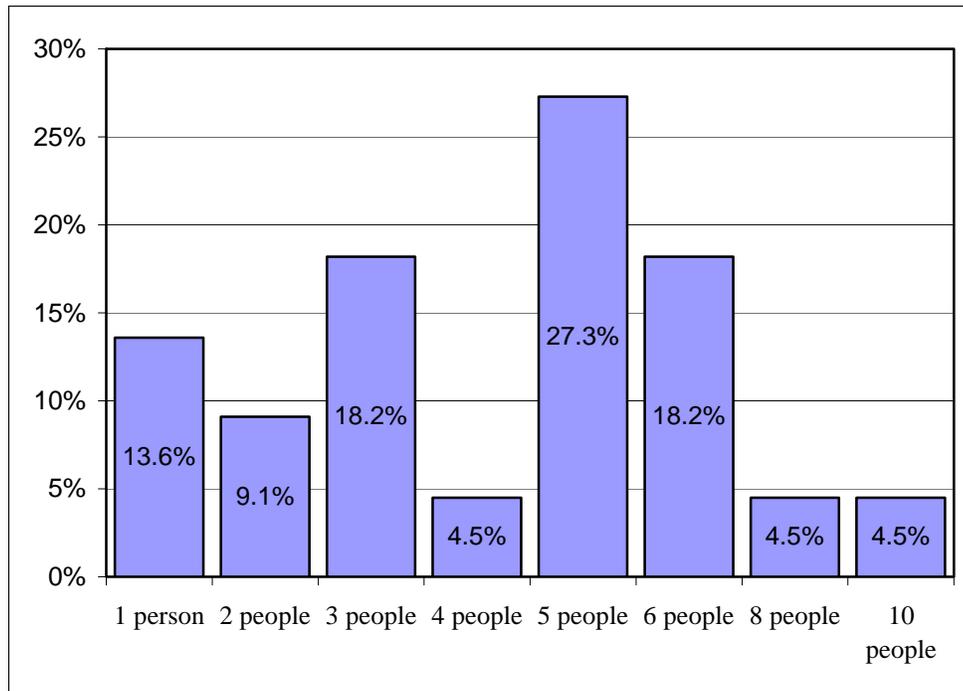


Family sizes among participating households ranged from 1-10 members<sup>3</sup>. Average family size was calculated as 4.3 people. Forty-one percent of families contained between 1 and 3 members, while 50% contained between 4 and 6 members. Only 9% of households contained more than 6 people (see Figure 6).

Of households surveyed, 18%<sup>4</sup> indicated that a member of their household owned a business.

With regards to cultural identity, 70%<sup>5</sup> reported that a member of their household holds treaty status and 48% reported that a member of their household is Métis. Seventeen percent of these households indicated that their household contains members with both treaty status and Métis.

**Figure 6: Number of Members in Households in Seymourville**



### ***Retail Habits of Community Members***

At 92%<sup>6</sup>, community residents overwhelmingly indicated that they are not satisfied with the selection of goods and services that are currently available in Seymourville. Eight four percent of respondents indicated that they are dissatisfied with the inadequate supply and selection of goods and services and the remaining 16% indicated they were dissatisfied in general or were unhappy with price or convenience.

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) approximately 2 times per month<sup>7</sup>. Individual households reported that they travel anywhere from 1 to 4 times per month for food purchases. On a monthly basis, the average amount purchased per household was \$517.86<sup>8</sup>, with amounts ranging from \$100 to \$1300.00 per month.

Sixty-seven<sup>9</sup> percent of households indicated that they traveled to Winnipeg for food purchases, while 12% traveled to Pine Falls. Thirteen percent reported traveling to either community for food purchases. One hundred percent<sup>10</sup> 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 times per month<sup>11</sup> for household products, such as cleaning supplies, cleaning agents, appliances or furniture. Eighty-six percent<sup>12</sup> of households travel to Winnipeg to meet their household product needs and the remaining 14% travel to 'other communities'.

Seymourville households spend an average of \$35.00<sup>13</sup> per month on household products. Individual household's monthly household products purchases range from \$5 to \$100. When asked if they would purchase household products locally if they were available, 100%<sup>14</sup> of households indicated they would shop locally.

#### *Hardware/Maintenance*

Hardware/Maintenance products, such as lumber, tools and fixtures, were desired locally by 63%<sup>15</sup> of the households surveyed. Currently, 53%<sup>16</sup> of households travels to Winnipeg for their hardware/maintenance needs, and the remaining 47% of households travel to 'other communities'. There were no responses indicating the amount purchased per month. On a monthly basis, households travel 2 times<sup>17</sup> per month for hardware/maintenance needs. When asked if they would purchase hardware/maintenance items locally, 63% of the 24 households surveyed indicated they would shop locally.

#### *Automotive*

The primary community traveled to for automotive products was Winnipeg at 33%<sup>18</sup>. Forty-four percent of households traveled to Winnipeg, and the remaining households reported that they traveled to a combination of Pine Falls, Winnipeg, and 'other communities'. On monthly trips, the average household expenditure for automotive products was \$17.50<sup>19</sup>. Seventy-five percent<sup>20</sup> 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, 2.25 trips per month<sup>21</sup> for automotive products. Sixteen households reported having access to at least one personal vehicle. The total number of personal vehicles reported was 27.

#### *Lawn & Garden*

To purchase lawn and garden products, such as machinery, tools, seeds and fertilizer/chemical, 73%<sup>22</sup> of households travel to Winnipeg. The remaining 27% of households travel to 'other communities'.

Though 11 of the 24 households reported purchasing lawn and garden products, there was no response indicating the amount purchased per month. When asked if the household would purchase lawn and garden products locally if they were available, 42%<sup>23</sup> 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 month<sup>24</sup>. On a monthly basis, the average amount purchased per household for clothing was \$176.67<sup>25</sup>, with amounts ranging from \$40-\$600. If available locally, 92%<sup>26</sup> of households indicated that they would purchase these items from a co-operative. Eighty-six percent<sup>27</sup> of households traveled to Winnipeg to purchase clothing items, while the remaining 14% traveled to 'other communities'.

Prescriptions - Seventy-one percent<sup>28</sup> of households surveyed responded that they traveled outside the community to purchase prescription items. Fifty-nine percent traveled to Pine Falls, while 35% traveled to Winnipeg. The remaining 6% traveled to 'other communities'. If available, 71%<sup>29</sup> indicated that they would purchase prescriptions locally. There was no response to the amount of money spent on prescriptions on a monthly basis or the frequency of purchases.

Toiletries – Fifty-eight percent<sup>30</sup> of households indicated that they traveled outside the community for toiletry items. Eighty-six percent<sup>31</sup> of respondents declared Winnipeg as the community they traveled to while the remaining 14% chose 'other communities'. There was no report of the frequency of toiletry purchases, or the amount purchased per month. Fifty-eight percent<sup>32</sup> indicated that they would purchase toiletry items locally if available.

Over the counter – Of the households surveyed, 83%<sup>33</sup> indicated that they purchased over the counter products. Fifty percent<sup>34</sup> reported traveling to Winnipeg for purchases, 30% reported traveling to Pine Falls, and the remaining 20% reported 'other communities'. There was no report of the frequency of over the counter product purchases, or the amount purchased per month. If available, 83%<sup>35</sup> indicated that they would purchase over the counter products locally.

### *Amusement/Entertainment*

Households indicated that they travel outside the community to purchase amusement/entertainment items 1.13 times<sup>36</sup> per month. Of the 79%<sup>37</sup> of households who indicated that they purchased these items, 84%<sup>38</sup> traveled to Winnipeg, and 16% traveled to 'other communities'. The average month expenditure on amusement and entertainment items was \$329.17<sup>39</sup> with purchases ranging from \$20 - \$1 575.00. Seventy-nine percent<sup>40</sup> of households indicated that they would purchase these items locally if available.

### *Fuel*

With regards to fuel products, 67 %<sup>41</sup> indicated that their household purchases fuel for personal consumption. Forty-four percent<sup>42</sup> travels to nearby Hollow Water, 25% travel to Black River, and the remaining 31% travel to 'other communities'.

Though the average number of trips and amount purchased was not reported, 63%<sup>43</sup> of households indicated that they would purchase fuel locally if available.

### **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, 70 %<sup>44</sup> indicated that their household travels to Pine Falls. The remaining 30% of respondents reported traveling to 'other communities'. The average frequency of visits to medical doctors was 2.5 times per month<sup>45</sup> with frequencies ranging from 1 to 12 visits per month.

Ninety-six percent<sup>46</sup> of households reported on their use of dental services. Forty-three percent<sup>47</sup> of households indicated traveling to Pine Falls, 17% to Winnipeg, and the remaining 40% traveled to 'other communities'. The frequency of household visits for dental services was reported as 0.9 times per month<sup>48</sup>, with a range was from zero to 3 visits per month.

Pharmacy services were accessed by 96%<sup>49</sup> of households surveyed. Seventy-eight percent<sup>50</sup> of respondents traveled to Pine Falls and the remaining 22% traveled to 'other communities'. The average number of visits reported for pharmacy services was 2.77 visits<sup>51</sup> per month with visits ranging from zero to 12 visits per month.

### *Personal Services*

Households indicated that they travel to a variety of different communities for hair dresser, Barber or hair styling services. Forty-eight percent<sup>52</sup> of households obtained these services in Seymourville, 29% from Winnipeg, and the remaining 23% in 'other communities'. Households reported visiting a hairdresser, cutter or stylist anywhere from 1 to 3 visits per month, with the average being 1.25<sup>53</sup> visits a month. Twenty-one percent<sup>54</sup> of households also reported accessing other personal services (such as massage) in 'other communities', but did not indicate the frequency of their visits.

### *Education & Training Services*

Twelve households reported that at least one member of the household receive upgrading and life long learning courses or programs. Fifty-eight percent<sup>55</sup> of households indicated that they travel to Winnipeg, to participate in the course(s) or program(s), and the remaining 42% reported traveling to 'other communities'.

### *Business Services*

Accounting services were reported as being used by 8 of the households surveyed. Of these households, 63% chose Winnipeg as the destination for accounting services and thirty-eight percent traveled to 'other communities'. The frequency of visits was not reported.

Twenty-nine percent<sup>56</sup> of households reported that they access legal services. Eighty-six<sup>57</sup> percent travel to Winnipeg for legal services and 14% travel to 'other communities'. Households did not report the frequency of visits for legal services.

For banking services, 71%<sup>58</sup> of households reported that they travel to Pine Falls. Twenty-four percent travels to Winnipeg, and the remaining 5% travel to 'other communities' for banking service. The average frequency of visits for banking services was 2.4 visits per month<sup>59</sup>.

postal services were reported being accessed by 88%<sup>60</sup> of households surveyed. Sixty-two percent of these households reported traveling to Hollow Water for this service, 19% traveled to Pine Falls, and the remaining 19% traveled to 'other communities'. Households, on average, made 2.25 visits per month for postal services with a minimum of 1 visit per month and a maximum of 5.

Ten households revealed that they used insurance services. Of these households, 50% obtain insurance services in Pine Falls, and the remaining 50% obtain insurance services in 'other communities'. There was no response from households regarding the frequency of use of insurance services.

#### *Maintenance Services*

Forty-three percent<sup>61</sup> of households indicated that they receive automotive repairs in Pine Falls. The remaining 57% obtain automotive repairs in 'other communities'. The frequency of these visits was not reported.

For plumbing services, 72%<sup>62</sup> of households reported that they receive their service from within the community of Seymourville. The remaining 28% of households acquired plumbing service from 'other communities'. There was no indication of the frequency of which these services were utilized.

Seventy-one percent<sup>63</sup> of households indicated that they required electrician services. For 76%<sup>64</sup> of households, this service was obtained in Seymourville, while the remainder chose 'other communities'. Respondents did not indicate the number of times per month they required electrician services.

#### *Other Services*

Twenty-two households reported buying tobacco products. Fifty-two percent reported obtaining tobacco products in Pine Falls, 19% in Fort Alexander, and the remaining 39% in 'other communities'. Households purchase tobacco products on average 4.6 times<sup>65</sup> per month with the frequency ranging from 1 time per month to 15. Alcohol was reported purchased by 42%<sup>66</sup> of households surveyed. Seventy percent purchased alcohol in Manigotagan, while 30% purchased alcohol in 'other communities'. The frequency of alcohol purchases was not reported.

### **Travel & Associated Costs**

When asked how households get to the communities where they purchase their goods and services, 63%<sup>67</sup> indicated that they use their personal vehicle. Thirty-eight percent indicated that they rely on a taxi service, and seventeen percent indicated that they use or rely on the vehicles of their family and/or friends. Twenty-one percent of households chose more than one type of transportation.

The average cost of traveling outside of the community to purchase goods and services ranged from \$30 - \$125.00 with the average cost being reported by households as \$69.17<sup>68</sup>. Households reported that they make an average of 2.8 trips per month<sup>69</sup>.

Beyond the costs incurred from gasoline, time, fares, households indicated that they also incur associated expenditures with traveling outside of the community. One hundred percent of households<sup>70</sup> indicated that they incur costs of meals for their families.

## Consumer Spending Habits

On regular shopping trips outside of Seymourville, the average household spending was recorded as \$408.30<sup>71</sup> per trip (including expenses related to travel, such as gas, meals, accommodations) plus the cost of goods and services purchased. Individual household spending amounts ranged from \$80-\$800. With the average number of trips outside the community being 2.8 trips per month, (located under Travel & Associated Costs), the average household spending per month would be between approximately \$1 143.24.

When purchasing goods and services, households were asked about what influences their selection. Ninety-six percent<sup>72</sup> of households indicated that sale prices influence their selection. With regards to name brand products, 26%<sup>73</sup> reported that the name brand of the product influences their product selection.

## Views on a Community Co-operative

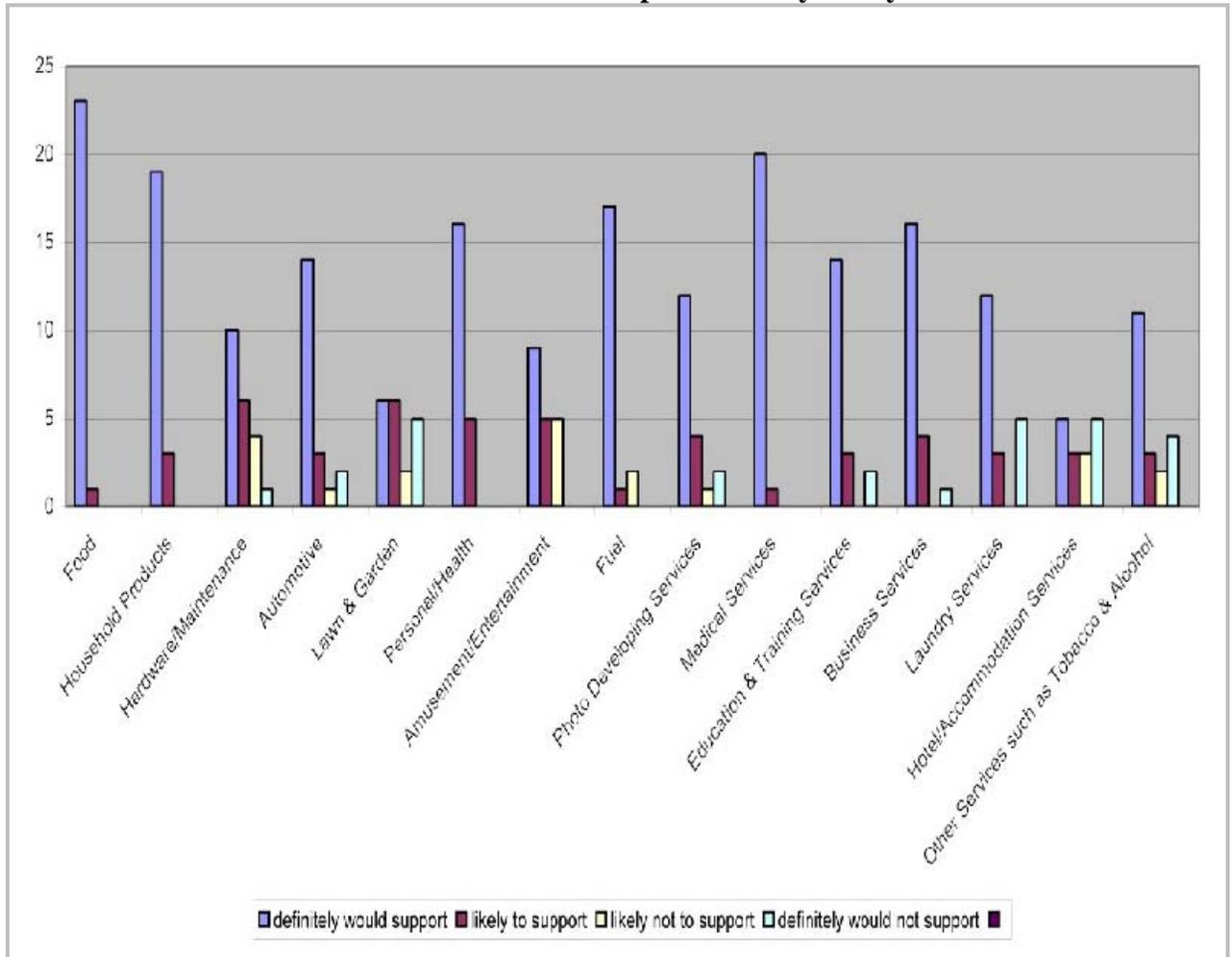
Currently within the community of Seymourville, 25%<sup>74</sup> of households belong to an existing co-operative. When asked, “Would you support a retail co-operative if it were to be established in your community”, 96%<sup>75</sup> of households reported they would support it. As well, 75%<sup>76</sup> of households surveyed indicated that they would have a desire 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 \$38.57<sup>77</sup>. Individual household suggestions ranged from \$5 - \$100 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 (22 households)                 | 9. Photo Developing Services (12 households)                 |
| 2. Medical Services (20 households)              | 10. Laundry Services (12 households)                         |
| 3. Household Products (19 households)            | 11. Other Services such as Tobacco & Alcohol (11 households) |
| 4. Fuel (17 households)                          | 12. Hardware/Maintenance (10 households)                     |
| 5. Business Services (16 households)             | 13. Amusement/Entertainment (9 households)                   |
| 6. Personal/Health (16 households)               | 14. Lawn and Garden (6 households)                           |
| 7. Education & Training Services (14 households) | 15. Hotel/Accommodation Services (5 households)              |
| 8. Automotive (14 households)                    |  |

The remainder of responses were generally categorized in the ‘likely to support’ category. Only the Amusement/Entertainment (5 households) and Hardware Maintenance (4 households) groups scored higher than three responses in the ‘likely not to support’ category. Figure 7 provides a breakdown of household rankings for all fifteen goods and services.

**Figure 7: 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, 17 indicated that they would have a desire to serve on the board of directors or volunteer for a retail co-operative if it were to be built in the community.

With regards to employment opportunities, 16 respondents indicated that someone in their household would have a desire to become employed by the co-operative. Fifty percent<sup>78</sup> of households reported having had a member that has worked in a retail store before.

## ***Survey Summary***

Households in the community of Seymourville reported that they frequently travel outside the community for their required needs. According to the survey, Seymourville serves as the primary centre for three goods and services: hairdressing, plumbing and electrician. 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. On regular shopping trips outside of Seymourville, the average household spending was recorded as \$408.30 per trip. With the average number of trips outside the community being 2.8 trips per month, the average household spending per month would be between approximately \$1 143.24.

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

- Winnipeg (food, household products, hardware/maintenance, personal/health products, automotive repairs, education and training, accounting services, and legal services)
- Pine Falls (automotive, lawn and garden, banking, insurance, and tobacco)
- Hollow Water (fuel and postal services)

Almost all respondents surveyed were in agreement as to whether they would support a local consumer-retail co-operative. Ninety-six percent<sup>79</sup> of households indicated they would support a local co-operative and 75%<sup>80</sup> would be interested in purchasing a share in the co-operative. The average reasonable price that households suggested for a membership in a future co-operative was \$38.57. Community households indicated that the three most important services for the co-operative to provide were food products, medical and household products.

The community households surveyed in Seymourville 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, 71%<sup>82</sup> of households indicated they would be interested in volunteering or serving as a board of director. Two thirds<sup>83</sup> of the households surveyed also reported that a member of their household would be interested in employment at the co-operative. With 96%<sup>84</sup> of households indicating that they would support a co-operative and 92%<sup>85</sup> 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 members' 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 co-operatives (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 co-operative. The participation and training of members in the co-operative 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 the 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.

## References

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## Appendix A: Survey Response Values

Endnote	Responses
1	n= 41
2	n=135 <sup>∇</sup>
3	n=22
4	n=4
5	n=23
6	n=24
7	n=23
8	n=21
9	n=24
10	n=24
11	n=24
12	n=22
13	n=9
14	n=24
15	n=24
16	n=15
17	n=13
18	n=18
19	n=4
20	n=24
21	n=4
22	n=11
23	n=24
24	n=9
25	n=12
26	n=24
27	n=22
28	n=17
29	n=24
30	n=24
31	n=14
32	n=24
33	n=24
34	n=20
35	n=24
36	n=5
37	n=24
38	n=19
39	n=6
40	n=24
41	n=27
42	n=16
43	n=24
44	n=23
45	n=16
46	n=23

47	n=23
48	n=11
49	n=23
50	n=23
51	n=8
52	n=21
53	n=4
54	n=24
55	n=12
56	n=24
57	n=7
58	n=21
59	n=7
60	n=24
61	n=14
62	n=18
63	n=24
64	n=17
65	n=5
66	n=24
67	n=24
68	n=24
69	n=15
70	n=17
71	n=23
72	n=23
73	n=19
74	n=24
75	n=24
76	n=24
77	n=14
78	n=24
79	n=24
80	n=18
81	n=14
82	n=24
83	n=24
84	n=24
85	n=24

<sup>∇</sup> 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).

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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)
<b>Food</b>				
(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"/>
<b>Household Products</b>				
(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"/>
<b>Hardware/Maintenance</b>				
(10) Lumber				<input type="checkbox"/>
(11) Tools				<input type="checkbox"/>
(12) Fixtures (sinks)				<input type="checkbox"/>
<b>Automotive</b>				
(13) Oil				<input type="checkbox"/>
(14) Repairs				<input type="checkbox"/>
(15) Parts				<input type="checkbox"/>
<b>Lawn &amp; Garden</b>				
(16) Machinery				<input type="checkbox"/>
(17) Tools				<input type="checkbox"/>
(18) Seeds				<input type="checkbox"/>
(19) Fertilizer/chemical				<input type="checkbox"/>
<b>Personal/Health</b>				
(20) Clothing				<input type="checkbox"/>
(21) Prescriptions				<input type="checkbox"/>
(22) Toiletries				<input type="checkbox"/>
(23) Over the counter drugs				<input type="checkbox"/>
<b>Amusement/Entertainment</b>				
(24) Electronic devices				<input type="checkbox"/>
(25) Vides, DVD, CD				<input type="checkbox"/>
(26) Games (board games)				<input type="checkbox"/>

<b>Fuel</b>				
(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)
<b>Medical Services</b>		
(1) Doctor		
(2) Dental Services		
(3) Pharmacy		
<b>Personal Services</b>		
(4) Hair dresser, cutter, stylist		
(5) Other, such as massage, etc.		
<b>Education &amp; Training Services</b>		
(6) Upgrading and life long learning courses/programs		
(7) Provincial or federal programs, such as HRSD		
<b>Business Services</b>		
(8) Accounting		
(9) Legal services		
(10) Banking services		
(11) Postal services		
(12) Insurance services		
<b>Maintenance Services</b>		
(13) Automotive repair		
(14) Plumbing services		
(15) Electrician services		
<b>Other Services</b>		
(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?

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**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?* \_\_\_\_\_

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(3)  Unsure

*Reasons for being unsure* \_\_\_\_\_

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*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?

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Thank you for your assistance. For more information on this project, please visit [www.brandonu.ca/rdi/jcdp](http://www.brandonu.ca/rdi/jcdp).

<b>Business Survey Questions</b>
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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
<b>Food</b>			
(1) Produce			
(2) Dairy products			
(3) Fresh meats			
(4) Frozen goods			
(5) Dry goods			
<b>Household Products</b>			
(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			
<b>Hardware/Maintenance</b>			
(10) Lumber			
(11) Tools			
(12) Fixtures (sinks)			
<b>Automotive</b>			
(13) Oil			
(14) Repairs			
(15) Parts			
<b>Lawn &amp; Garden</b>			
(16) Machinery			
(17) Tools			
(18) Seeds			
(19) Fertilizer			
<b>Personal/Health</b>			
(20) Clothing			
(21) Prescriptions			
(22) Toiletries			
(23) Over the counter drugs			
<b>Amusement/Entertainment</b>			
(24) Electronics			
(25) Vides, DVD, CD			
(26) Games (board games)			
<b>Fuel</b>			
(27) Personal consumption			
(28) Business consumption			

24. Where do you receive the following services?

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

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

25. When purchasing products, is your product selection influenced by:
- |             |                                  |                                 |
|-------------|----------------------------------|---------------------------------|
| Sale prices | (1) <input type="checkbox"/> Yes | (2) <input type="checkbox"/> No |
| Brand names | (1) <input type="checkbox"/> Yes | (2) <input type="checkbox"/> No |

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