

Joint Co-operative Development Project

Survey Results and
Community Summary
Matheson Island, MB

January 2005

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The Institute has diverse research affiliations, and multiple community and government linkages related to its rural development mandate. RDI disseminates information to a variety of constituents and stakeholders and makes research information and results widely available to the public either in printed form or by means of public lectures, seminars, workshops and conferences. For more information, please visit www.brandonu.ca/rdi.



**JOINT CO-OPERATIVE
DEVELOPMENT PROJECT**

**SURVEY RESULTS AND
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MATHESON ISLAND**

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Acknowledgements

This report and project could not have been completed without the financial and in-kind contributions of Manitoba Aboriginal and Northern Affairs, Co-operative Development Initiative (Co-operatives Secretariat, Agriculture and Agri-Food Canada), the following Community Futures Development Corporations (CFDC): NEICOM CFDC, Cedar Lake CFDC, Parkland CFDC and Winnipeg River Brokenhead CFDC and the Rural Development Institute, Brandon University.



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Executive Summary

In early 2004, the *Joint Co-operative Development Project* was initiated by Manitoba Aboriginal and Northern Affairs in partnership with Manitoba Agriculture Food and Rural Initiatives and the following Community Futures Development Corporations (CFDC): NEICOM CFDC, Cedar Lake CFDC, Parkland CFDC, and Winnipeg River Brokenhead CFDC. Together they make up the project management team that will act as advisors to the project. The scope of this project is to improve the quality of life and well-being of communities within the jurisdiction of Manitoba Aboriginal and Northern Affairs by promoting the cooperative model.

The Joint Co-operative Development Project proposes to explore and develop the co-operative development 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 consumer co-operative in Matheson Island. With the support of the mayor and council and NEICOM 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 collected through a questionnaire delivered in-person to Matheson Island households. This survey took place from August 9-10, 2004. A total of 34 households participated in this study, representing 61.8% of households in the community. The total population of the 34 households surveyed was 92. Based on this reported household membership, the survey includes 93% of the 2001 total population as reported by Statistics Canada. The survey was completed almost equally between males and females in the community, with 54% of respondents being female.

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

Goods Obtained	Primary Community	Percent of Respondents
Food	Riverton	61%
Household Products	Riverton	72%
Hardware/Maintenance	Riverton	37%
Automotive	Riverton	45%
Lawn & Garden	Winnipeg & Arborg	35%
Personal/Health	Winnipeg	68%
Amusement/Entertainment	Winnipeg	78%
Fuel	Riverton	45%

Services Obtained	Specific Service	Primary Community	Percent of Respondents
Medical	Medical doctor	Gimli	36%
	Dental	Winnipeg	36%
	Pharmacy	Gimli	39%
Personal Services	Barber, dresser, stylist	Riverton	39%
	Other services	Winnipeg	45%
Education & Training	Life long learning and upgrading	Winnipeg	100%
	Federal/ provincial programs	Winnipeg	100%
Business Services	Accounting	Winnipeg	36%
	Legal	Winnipeg	42%
	Banking	Riverton	63%
	Postal Service	Matheson Island	89%
	Insurance	Arborg	32%
Maintenance Services	Automotive repairs	Riverton	30%
	Plumbing	Matheson Island	38%
	Electrician	Riverton	50%
Other Services	Tobacco	Riverton	54%
	Alcohol	Riverton	72%

On regular shopping trips outside the community of Matheson Island, the average households' spending was recorded as \$404.63 per trip. This value includes expenses related to travel (gas, accommodations) plus the cost of goods and services purchased. With the average number of trips outside the community being 2.8 -2.95 trips per month, the average household spending per month would be \$1,163.31.

Community residents overwhelming indicated (90%) that they are not satisfied with the selection of goods and services that are currently available in Matheson Island. All households reported they would support a local 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 reasonable price that households suggested for a membership in a future co-

operative was \$248.50. Individual household suggestions ranged from \$1 - \$500 for a membership.

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’[†]. The Joint Co-operative Development Project proposes to develop sustainable co-operative ventures in four communities: Camperville, Cormorant, Matheson Island and Seymourville. In 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 Affairs Secretariat,
 - Local Government Development Division,
- Community of Matheson Island
- Community of Cormorant
- Community of, Camperville
- 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 Matheson Island towards a retail-consumer co-operative. With the support of the 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 for further information on the potential for the development of a retail-consumer co-operative in their respective communities through the community round table process.

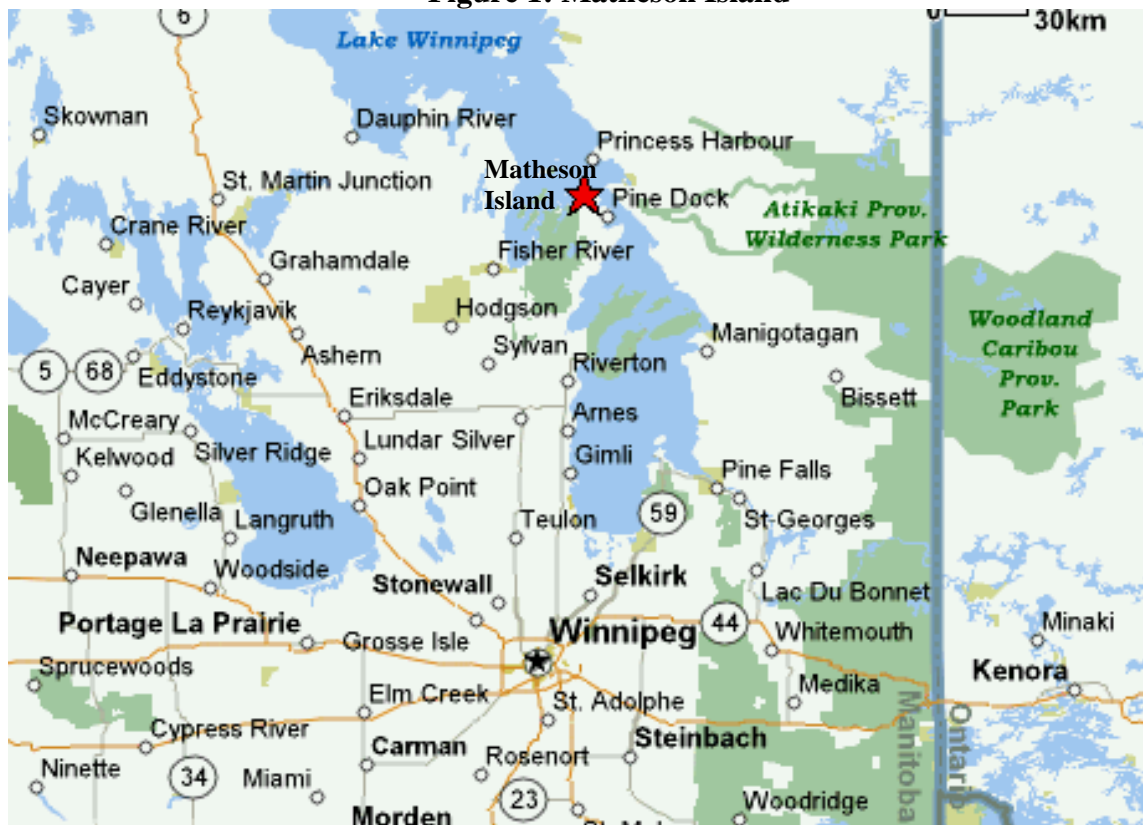
[†] Refers to all communities located in northern Manitoba that fall under the jurisdiction of Manitoba Aboriginal and Northern Affairs.

This study provides an overview of the situation in the community of Matheson Island. Details on demographics, economic activity and social services are supplemented with findings from the survey. Residents provided information on spending habits (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 Matheson Island

Matheson Island is a community situated on an island bearing the same name on Manitoba's largest lake, Lake Winnipeg. The community is located approximately 225 kilometers north of Winnipeg. Neighbouring communities include Princess Harbour (population 10), Pine Dock (population 108), Riverton (population 594), Arborg (population 959) and the Bloodvein Indian Reserve (population 764). The community is accessible by road via a ferry (two seasonal ferry services are offered between April-November with 16 hours of service per day), by boat or by air (gravel airstrip with limited maintenance) (Manitoba Government, 2003).

Figure 1: Matheson Island

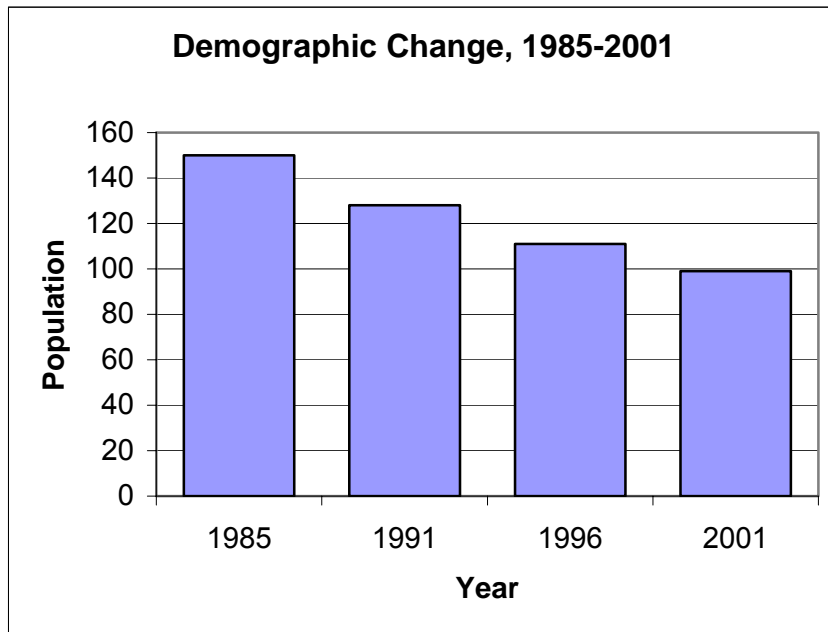


In 1969, the community of Matheson Island was recognized as a 'unincorporated community' under the *Northern Affairs Act of Manitoba*. As such, community affairs are handled by a mayor and council.

Demographics

In 2001, the population of Matheson Island was recorded as 99 (Statistics Canada, 2001). Based on data from 1985-2001, Matheson Island's population has declined by over 51% (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 55 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. Matheson Island 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 Matheson Island.

Census Division 19, similar to the community of Matheson Island, 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)

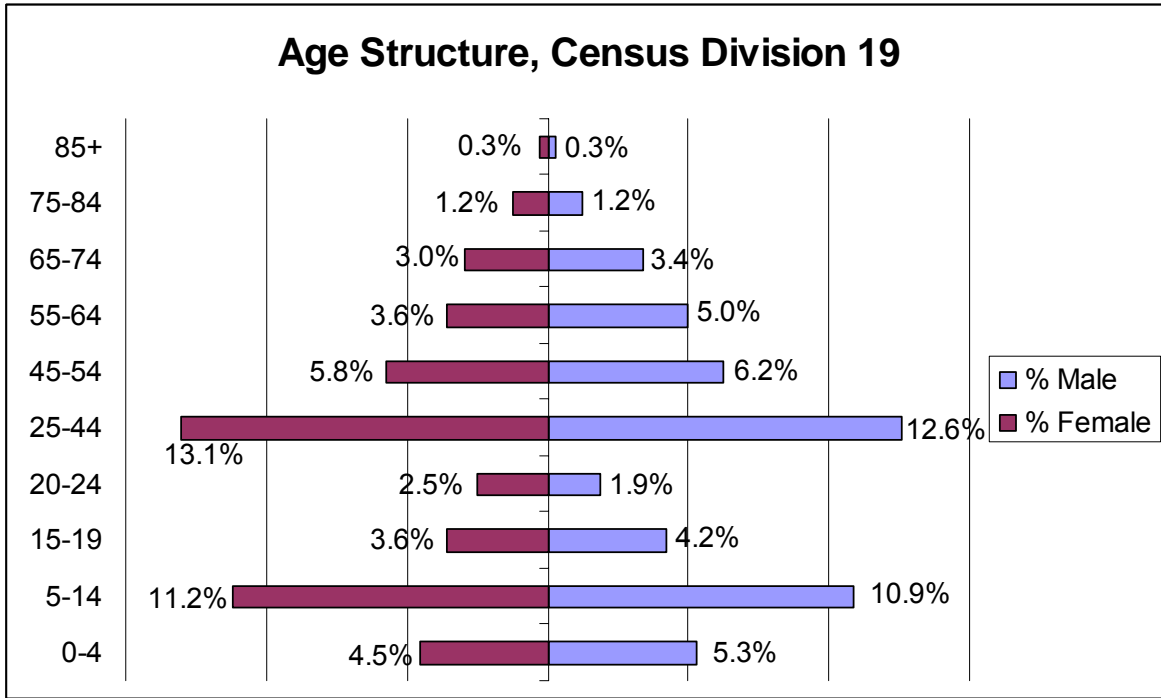
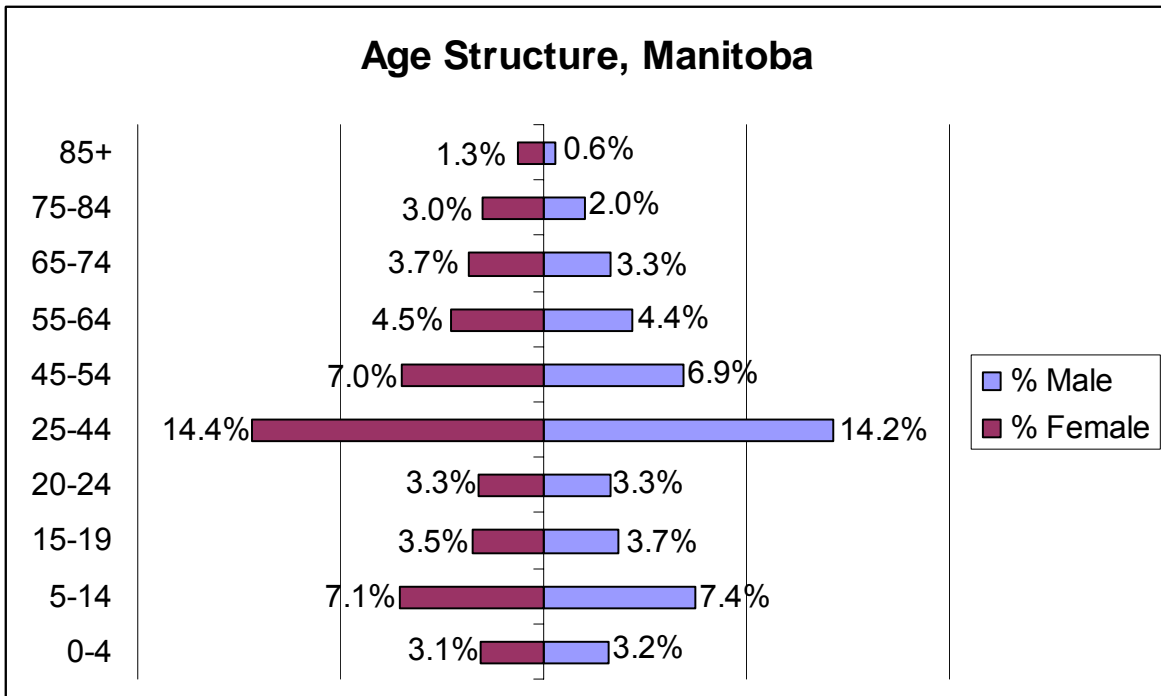


Figure 4: Age Structure, Manitoba (Source: Statistics Canada, 2004)



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 of Matheson Island largely consists of primary resource based businesses and service-oriented businesses. Commercial fishing is the dominant economic activity for the community. People involved in commercial fishing have the opportunity to deliver their catches to a variety of fish stations in the region, including the local fish station in Matheson Island. Other primary resource based businesses that operate in the community include trapping and limited saw-logging.

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

- 2 restaurants
 - Island Delight
 - Landing Grill & Café
- 2 hotels/accommodations
 - Matheson Island Lodge
 - Lake Winnipeg Island Eco Inn
- 1 convenience store (Island Grocery)
- 2 community development corporation
 - Matheson Island Development Corporation, established in 2002
 - Snake Island Development Corporation, established in 1992
- 1 marketing co-operative (Matheson Island Co-op)
- 1 fish processing plant (Matheson Island Fish Plant)

In 2002 a community development corporation (CDC), Matheson Island Development Corporation, was established. The development corporation strives to encourage economic development and growth in the community.

Health, Social & Recreational Services

The community is serviced through the Interlake Regional Health Authority. Although there are no permanent health professionals in the community, medical service is available at either Arborg or Gimli health centres, approximately 1 hour by vehicle.

Frontier School Division provides education from preschool through to Senior 1 (Grade 9). In the September 2001, the Matheson Island School had an enrollment of 20 students (see Figure 5). The enrollment dropped to 18 students in September 2003.

Figure 5: Matheson Island School Enrollment
 (Source: Manitoba Community Profiles, 2001 and Frontier School Division, 2004)

Education Level	Enrollment	
	2001	2003
Nursery & Kindergarten	2	1
Elementary (Grades 1-6)	10	13
Middle (Grades 7-9)	8	4
Senior (Grades 10-12)	<i>Not offered</i>	

Matheson Island is home to various recreational facilities. The community has an indoor skating rink facility, a baseball diamond and a gymnasium (located in Matheson Island School). Matheson Island made additions and upgrades to its community hall to accommodate more people at community activities and events.

Matheson Island and a Retail-Consumer Co-operative?

Survey Methodology

Data for this study was gathered through a questionnaire delivered in-person to Matheson Island households with the assistance of a local community liaison. The survey took place August 9-10, 2004. The personally delivered questionnaire provided researchers from the Rural Development Institute, Brandon University information directly from individuals and households.

Secondary data was collected from various other sources, including 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 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. All endnotes are located at the end of the report in Appendix A.

Survey Limitations

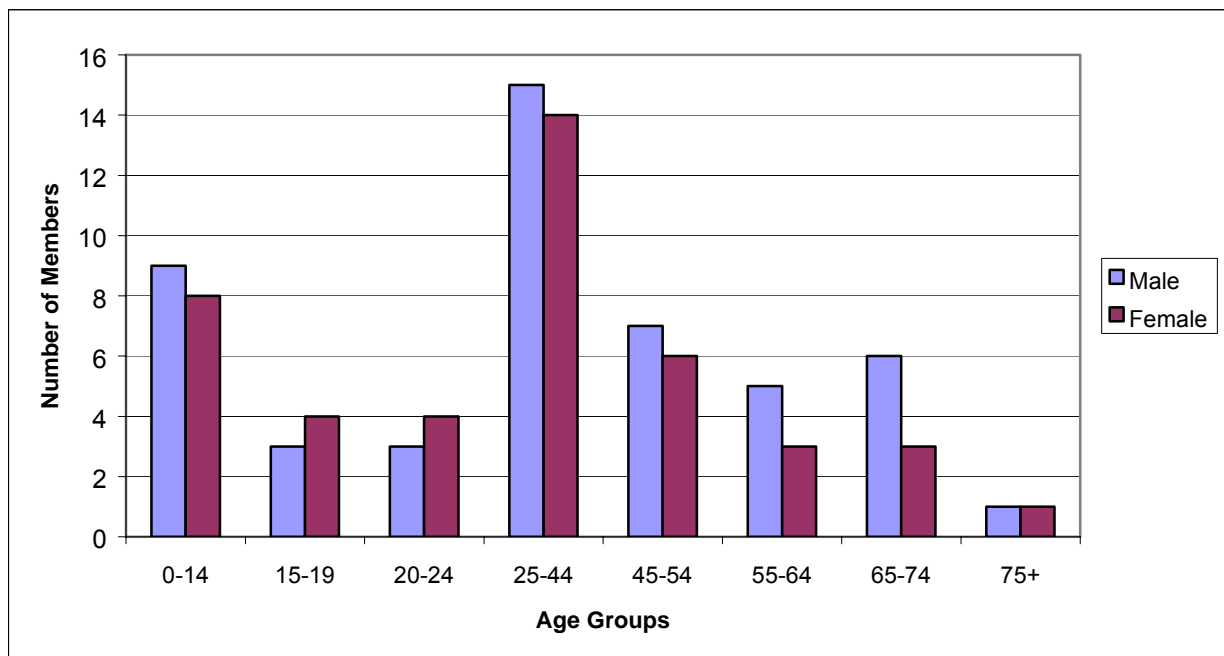
To retain the anonymity of respondents and their households, as stipulated to each participant prior to commencing the survey, results with less than 3 respondents are group together into

one category, described as “other communities”. Other communities that were mentioned throughout the survey less than three times on any one question include Brandon, Thompson, Peguis First Nation and Hodgson.

Characteristics of Respondents

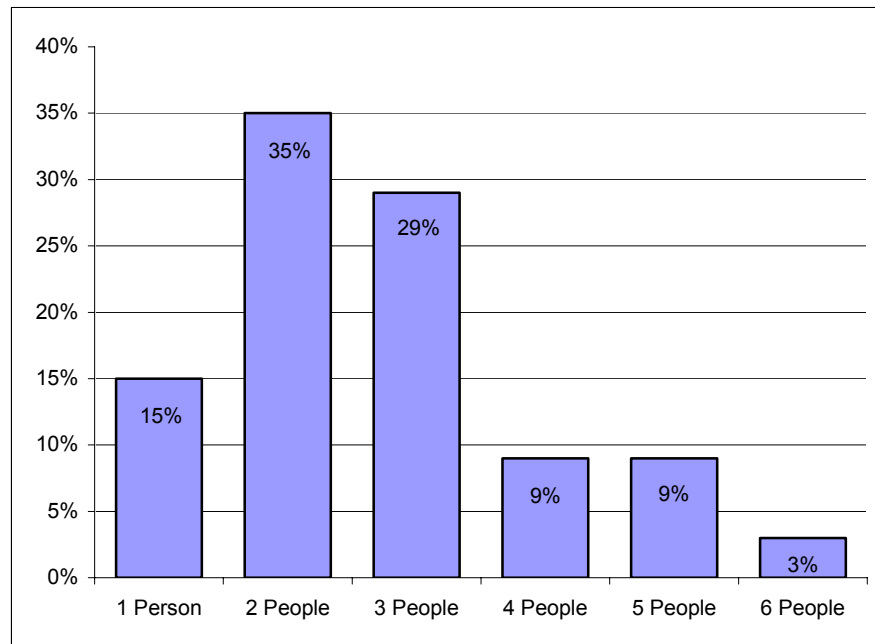
A total of 34 households participated in this study, representing 61.8%¹ of households in the community. The total population of the 34 households surveyed was 92. Based on the reported household membership of 92, the survey includes 93%² of the total population as reported by Statistics Canada. The survey was completed almost equally between males and females in the community, with 54%³ of respondents being female.

Figure 6: Household Population by Age Groups, as Reported by Respondents



Family sizes among the 34 participating households ranged from 1-6 members. Average family size was calculated as 2.7 people. Thirty-five percent⁴ of families consisted of two members, 15% of households consisted of only one member and 50% of households had more than 3 people.

Figure 7: Number of Members in Household, as Reported by Respondents



Of households surveyed, 22%⁵ indicated that a member of their household owned a business. Eighty-six percent⁶ of these businesses were related to commercial fishing on Lake Winnipeg.

With regards to cultural identity, 28%⁷ reported that a member of their household holds treaty status and 52% reported that a member of their household is Métis. Twenty-one percent of households indicated that their household contains members with both treaty status and Métis.

Retail Habits of Community Members

At 90%, community residents overwhelming indicated that they are not satisfied with the selection of goods and services that are currently available in Matheson Island. Forty-five percent⁸ of respondents indicated that they are dissatisfied with the selection of goods and services, 45% are dissatisfied with the price of products currently in the community and 10% are dissatisfied with the inconsistency of the hours of operation.

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 month⁹. Individual households reported that they travel anywhere from 1 to 8 times per month for food purchases. On a monthly basis, the average amount purchased per household was \$413.68¹⁰, with amounts ranging from \$75 - \$1,500.

Sixty-one percent¹¹ of households indicated that they travel to Riverton for food purchases. The remaining households traveled to Winnipeg (18%), Arborg (11%) and 'other communities' (7%). Ninety-seven percent¹² 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 2.4 times per month for household products, such as cleaning supplies, cleaning agents, appliances or furniture. Seventy percent¹³ of households travel to Riverton to meet their household product needs. Winnipeg is the destination of choice for 15% of households and the remaining 17% travel to 'other communities'.

Matheson Island households spend an average of \$55.33 per month¹⁴ on household products. Individual household's monthly household products purchases range from \$15 - \$200. When asked if they would purchase household products locally if they were available, 88%¹⁵ of households indicated they would shop locally.

Hardware/Maintenance

Hardware/Maintenance products, such as lumber, tools and fixtures, were desired locally by 56%¹⁶ of households. Currently, 37%¹⁶ of households travel to Riverton, 32% to Winnipeg and 32% to 'other communities' for their hardware/maintenance needs. The average monthly expenditure on hardware/maintenance products is \$225.00¹⁷, with individual household expenditures ranging from \$100 - \$500. On a monthly basis, households travel 1.8¹⁸ times per month for hardware/maintenance needs.

Automotive

The primary community traveled to for automotive products was Riverton (45%¹⁹). Twenty-seven percent of households traveled to Winnipeg and 27% of households traveled to 'other communities'. On monthly trips, the average household expenditure for automotive products was \$226.11²⁰. Sixty-five 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, 2 trips per month²² for automotive products.

Lawn & Garden

Households, on average, travel outside the community 1.5²³ times per month for lawn and garden products, such as machinery, tools, seeds and fertilizer/chemical. Thirty-five percent²⁴ of households travel to Winnipeg and to Arborg to meet their lawn and garden product needs. Riverton is the destination of choice for 24% of households and the remaining 11% travel to 'other communities'.

Matheson Island households spend an average of \$233.33 per month²⁵ on lawn and garden products. Individual household's monthly lawn and garden product purchases range from \$100 - \$400. The survey did not distinguish between seasonal and year rounding lawn and

garden purchasing habits. When asked if the household would purchase lawn and garden products locally if they were available, 44%²⁶ of households indicated they would shop locally.

Personal/Health

Households indicated that they travel outside the community to purchase personal/health products (clothing, prescriptions, toiletries and over the counter drugs) almost 1.3 times per month²⁷. On a monthly basis, the average amount purchased per household was \$298.67²⁸, with amounts ranging from \$60 - \$1,200.

Sixty-eight percent²⁹ of households indicated that they travel to Winnipeg for personal/health products. The remaining households traveled to Riverton (18%), Arborg (11%) and 'other communities' (4%). Seventy-one percent³⁰ of households indicated that they would purchase personal/health products locally if they were available at a co-operative.

Amusement/Entertainment

For amusement/entertainment products, such as electronic devices, DVDs/Videos and games, 78%³¹ of households travel to Winnipeg to purchase. The remaining 22% of households travel to 'other communities'. Households travel for amusement/entertainment products, on average, 2 times per month³². The average monthly expenditures for these products is \$203.13³³. Fifty-three percent³⁴ of households indicated that they would purchase these products locally if they were available.

Fuel

With regards to fuel products, 45 %³⁵ indicated that their household travels to Riverton. Other common destinations reported for fuel products include Arborg (35%) and 'other communities' (20%). On average, households travel 2.4³⁶ times per month for fuel products.

Sixty-two percent³⁷ of households indicated that they would buy fuel products locally if they were available. The average household spends \$305.71 per month³⁸ 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 doctors, 36 %³⁹ indicated that their household travels to Gimli. Other common destinations to visit a medical doctor included Winnipeg (18%), Arborg (18%) and Riverton (12%). Three additional communities were identified as traveled to. The average frequency of visits to medical doctors was 1.22 times per month⁴⁰. The frequency of medical doctor visits per month ranged from 1 to 3 visits.

Community members indicated that they predominantly access dental services from the communities of Winnipeg and Arborg. Thirty-six percent⁴¹ of households travel to Winnipeg, 36% travel to Arborg and 25% to 'other communities'. The frequency of household visits for dental services was reported as 7.9 times per year⁴², however the range was from one visit per year to 2 visits per month.

The communities of Gimli and Arborg serve as the primary destinations for pharmacy services. Thirty-nine percent⁴³ of households reported traveling to Gimli for pharmacy services, while 30% to Arborg, 12% to Winnipeg and 18% to other communities. Households reported traveling for pharmacy services between one visit per year and 3 visits per month, with the average being 1.19⁴⁴ visits per month.

Personal Services

Households indicated that they travel to a variety of different communities for hair dresser, Barber or hair styling services. Seven communities were reported with the most popular being Riverton (39%⁴⁵), Matheson Island (17%) and Arborg (17%). Households reported visiting a hair dresser, barber or stylist anywhere from 3 visits a year to 2 visits a month, with the average being 1.09⁴⁶ visits a month.

Other personal services, such as massage, were indicated by only 11 households. Forty-five percent⁴⁷ of households travel to Winnipeg for other personal services, 36% travel to Gimli and 18% to 'other communities'. Of the 6 households reporting the frequency of visits for other personal health services, 1.71 visits per month was the average. Frequency of visits ranged from 3 visits per year to 4 visits per month.

Education & Training Services

Five households reported that at least one member of the household receive upgrading and life long learning courses or programs. All 5 households indicated that they travel to Winnipeg to participate in the course(s) or program(s).

In terms of provincial or federal sponsored education and training programs, such as Human Resources and Skills Development Canada programs, 4 households reported engagement. Once again, all 4 households indicated that Winnipeg was the location of these education and training programs.

Business Services

Accounting services were reported as being utilized by 25 of the households surveyed. Thirty-six percent⁴⁸ of households traveled to Winnipeg for accounting services, 24% traveled to Fisher Branch, 16% traveled to Stonewall and 24% traveled to 'other communities'. The average frequency for accounting services is 2.16 visits per year, with a range of 1 visit per year to 1 visit per month.

Forty-two percent⁴⁹ of households reported that they travel to Winnipeg for legal services. Other communities traveled to for legal services include Riverton (21%), Selkirk (21%) and 'other communities' (14%). Two households reported that they traveled for legal services infrequently, averaging 2 visits per year⁵⁰.

For banking services, 63%⁵¹ of households reported that they travel to Riverton. Twelve percent travel to Arborg, 9% travel to Winnipeg and 16% travel to 'other communities'. The average frequency of visits for banking services was 3 visits per month⁵².

Only 3 (11%⁵³) households reported that they travel outside of Matheson Island for postal services. Eighty-nine percent indicated that the household's postal service requirements are met locally. Households, on average, made 5.3 visits for postal service each month.

Twenty-five households revealed that they use insurance services. Arborg and Riverton were the two primary communities for getting insurance services, with 32% and 28%⁵⁴

respectively. Sixteen percent travel to Winnipeg and 24% travel to 'other communities'. Of the twelve households that reported the frequency of visits, the average was 8 visits per year.

Maintenance Services

Thirty percent⁵⁵ of households indicated that they receive automotive repairs in Riverton. Other households traveled to Gimli (22%), Arborg (17%), Winnipeg (17%) and 'other communities' (13%). The average number of visits for automotive repairs was 1.13 visits per month⁵⁶.

For plumbing services, 38%⁵⁷ of households reported that they receive their service from within the community of Matheson Island. Of the 62% of households who traveled outside the community, 31% traveled to Riverton, 23% traveled to Arborg and 8% traveled to 'other communities'. Of the four households that reported the frequency of visits for plumbing, the average was 1 visit per month.

Electrician services for 25%⁵⁸ of households were located in Matheson Island. Half of all households, 50%, reported that they receive electrician services from Riverton. Nineteen percent of households receive service from Arborg and 6% from 'other communities'. Reported frequencies for electrician services ranged from once per year to 1 visit per month, with an average of 6⁵⁹ visits per year.

Other Services

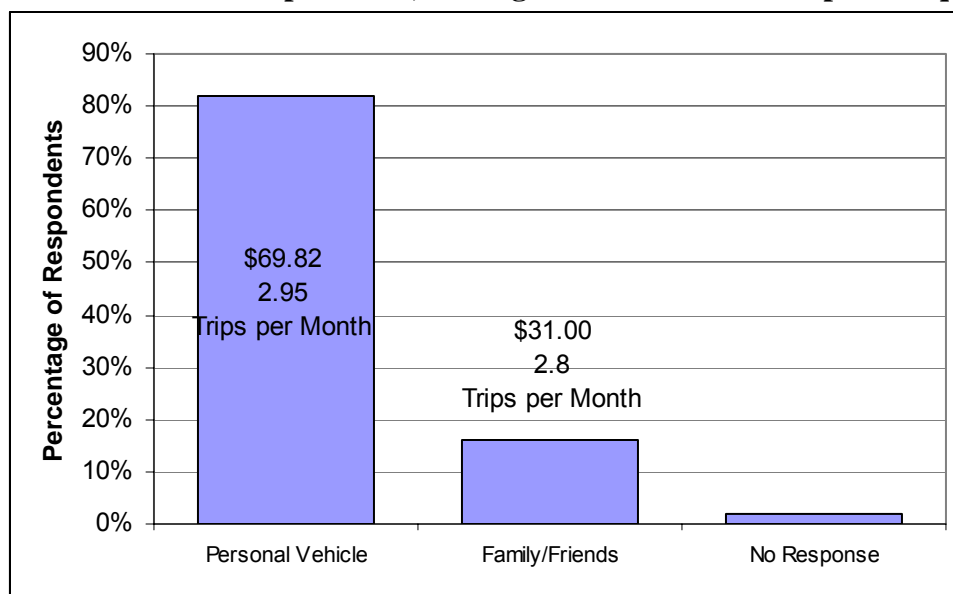
Only 11 households reported buying tobacco products. Fifty-four percent⁶⁰ reported traveling to Riverton for tobacco products, 18% received tobacco products from Matheson Island and the remaining 28% received products from 'other communities'. The average frequency for tobacco service was 3.5 visits per month⁶¹.

To buy alcohol, 72%⁶² of households reported traveling to Riverton. Sixteen percent traveled to Winnipeg and 12% traveled to 'other communities'. The number of trips per month ranged from 1 to 15, with an average of 5 trips per month⁶³.

Travel & Associated Costs

When asked how households get to the communities to shop, 82%⁶⁴ indicated that they use their personal vehicle. Fifteen percent indicated that they use or rely on the vehicles of their family and/or friends.

Figure 8: Mode of Transportation, Average Cost of a Round Trip & Frequency



The cost of a round-trip for households who reported using personal vehicles was \$69.82, with a range of \$35-\$120⁶⁵. Households reported that they make between 1 and 9 trips per month, with the average frequency of trips per month being 2.95⁶⁶. Twenty-nine households reported having access to at least one personal vehicle. The total number of personal vehicles reported was 49.

For households utilizing the vehicles of family and/or friends, the average cost of each round-trip was \$31.00⁶⁷. Between 1 and 3 trips per month was indicated by these households, with the average frequency being 2.8 (n=5) trips per month.

Beyond purchasing (gasoline), respondents indicated they also incur expenses with traveling outside of the community. The average cost of these associated travel costs was \$149.17⁶⁸. Households required the following when traveling out of the community:

- 81%⁶⁹ of households indicated that they incur costs of meals for their families
- 44% required hotel accommodations/lodging
- 4% reported incurring tire repair expenditures due to the quality of the roads around Matheson Island

Consumer Spending Habits

On regular shopping trips outside the community of Matheson Island, the average household spending was recorded as \$404.63⁷⁰ per trip (including expenses related to travel, such as gas, accommodations) plus the cost of goods and services purchased. Individual household spending amounts ranged from \$150 - \$1,500. With the average number of trips outside the community being 2.8 - 2.95 trips per month (located under Travel & Associated Costs), the average household spending per month would be \$1,163.31.

When purchasing goods and services, households were asked about what influences their selection. Ninety-four percent⁷¹ of households indicated that sale prices influence their

selection. With regards to name brand products, 57%⁷² reported that the name brand of the product influences their product selection.

Views on a Community Co-operative

Currently within the community of Matheson Island, 84%⁷³ of households belong to an existing co-operative. Households indicated four different co-operatives that they are members of:

- 89%⁷⁴ hold membership at the Riverton Co-operative (consumer/retail)
- 82% hold membership at the Arborg Co-operative (consumer/retail)
- 48% hold membership at the Matheson Island Fisherman’s Co-operative (workers/employment)
- 7% hold membership at Red River Co-operative, Winnipeg (consumer-retail)

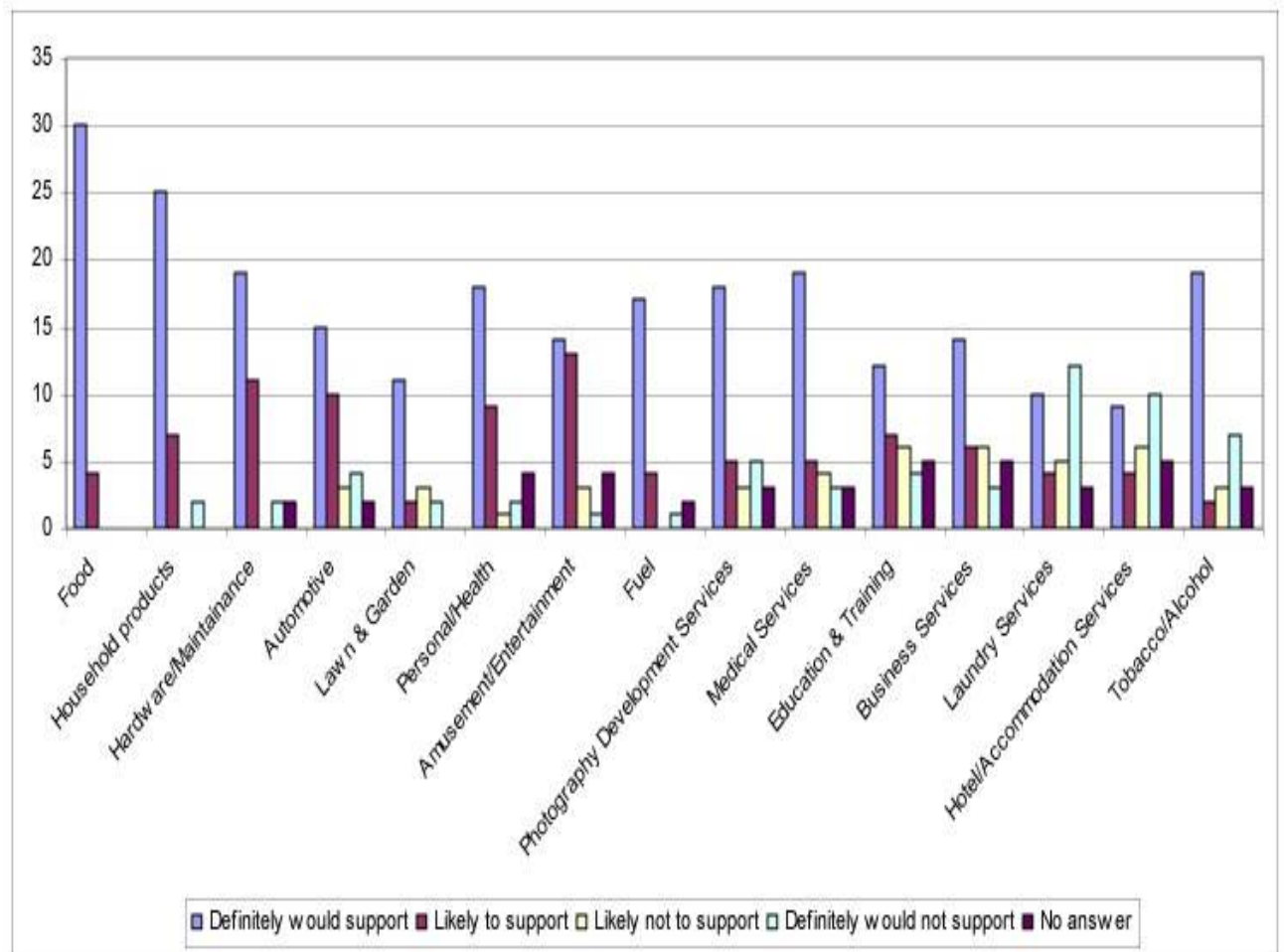
When asked, “Would you support a retail co-operative if it were to be established in Matheson Island”, 100%⁷⁵ of households reported they would support it. All households, that answered the question, also indicated that they would have a desire to purchase a share in the co-operative if it were to be built⁷⁶. The average price that households suggested for a membership in a future co-operative was \$248.50⁷⁷. 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
(30 households) | 9. Lawn and Garden
(16 households) |
| 2. Fuel (27 households) | 10. Automotive (15
households) |
| 3. Household products
(25 households) | 11. Business Services
(14 households) |
| 4. Hardware/Maintenance
(19 households) | 12. Amusement/
Entertainment (14
households) |
| 5. Medical Services
(19 households) | 13. Education and Training
Services (12 households) |
| 6. Other Services such as
Tobacco and Alcohol
(19 households) | 14. Laundry Services
(10 households) |
| 1. Photograph Development
Services (18 households) | 15. Hotel/Accommodation
Services (9 household) |
| 8. Personal/Health
(18 households) | |

Of the fifteen goods and services households were asked to rank, only laundry and hotel services received greater than 10 households that indicated they “definitely would not support”. Laundry services were indicated by 12 households and hotel/accommodations services were indicated by 10 households. Figure 9 provides a breakdown of household rankings for all fifteen goods and services.

Figure 9: 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, 12 indicated that they would have a desire to serve on the board of directors or volunteer with a retail co-operative if it were to be built in the community.

With regards to employment opportunities, 14 households indicated that someone in their household would have a desire to become employed by the co-operative. Thirty-seven percent⁷⁸ of households reported that a member of their household has worked at a retail store before, while 25%⁷⁹ of households reported that a member of their household has worked at a co-operative before.

Survey Summary

Households in the community of Matheson Island reported that they frequently travel outside the community for their required needs. According to the survey, Matheson Island serves as the primary centre for two goods and service, postal service and plumbing services. 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 accommodation services place extra expenditures on a household's budget. On regular shopping trips outside the community of Matheson Island, the average household is spending \$404.63⁸⁰ per trip. With the average number of trips outside the community being 2.8 - 2.95 trips per month, the average household spending per month would be \$1,163.31

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

- Arborg (lawn & garden products, insurance),
- Gimli (medical, pharmacy),
- Riverton (food, household products, hardware/maintenance, automotive products, fuel, hair services, banking, automotive repairs, electrical, alcohol and tobacco services), and
- Winnipeg (lawn & garden products, personal/health products, amusement/entertainment products, dental, accounting, legal, other personal services, education and training).

All community households were in agreement as to whether they would support a local consumer-retail co-operative. One hundred percent⁸¹ of households indicated they would support a local co-operative as well as buy a membership in the co-operative⁸². The average reasonable price that households suggested for a membership in a future co-operative was \$248.50⁸³. Community households indicated that the three most important services for the co-operative to provide were food products, fuel and household products.

The community households surveyed in Matheson Island 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, approximately $\frac{1}{3}$ of households indicated they would be interested in volunteering or serving as a board of director. One-third of households also reported that a member of their household would be interested in employment at the co-operative. With 100%⁸⁴ of households indicating that they would support a co-operative and 90%⁸⁵ 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.

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Appendix A: Survey Response Values

Endnote	Responses
1	n= 55
2	n=99 [∇]
3	n=28
4	n=34
5	n=32
6	n=7
7	n=29
8	n=20
9	n=27
10	n=24
11	n=28
12	n=34
13	n=27
14	n=15
15	n=34
16	n=34
17	n=19
18	n=6
19	n=5
20	n=22
21	n=9
22	n=34
23	n=9
24	n=4
25	n=17
26	n=3
27	n=34
28	n=8
29	n=12
30	n=28
31	n=34
32	n=18
33	n=12
34	n=8
35	n=34
36	n=20
37	n=11
38	n=34
39	n=14
40	n=33
41	n=25
42	n=28
43	n=21

Endnote	Responses
44	n=33
45	n=20
46	n=18
47	n=19
48	n=11
49	n=25
50	n=14
51	n=2
52	n=32
53	n=3
54	n=27
55	n=25
56	n=23
57	n=9
58	n=13
59	n=16
60	n=2
61	n=11
62	n=6
63	n=25
64	n=13
65	n=34
66	n=28
67	n=28
68	n=5
69	n=6
70	n=27
71	n=27
72	n=32
73	n=30
74	n=33
75	n=28
76	n=34
77	n=28
78	n=20
79	n=30
80	n=27
81	n=34
82	n=28
83	n=20
84	n=34
85	n=31

[∇] 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? (☒ 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?

\$ _____