



Member Evaluation
April 2009

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Introduction

In connection with a much larger community effort to secure Missoula's local food system and create greater food access for people of all incomes, the Missoula Community Food Co-op (MCFC) emerged from neighborhood and county-wide surveys, multi-agency collaboration, and many years of research and adaptation. In order to continue a model of member voice and participation within MCFC, a member-evaluation survey was developed to collectively evaluate, and gain insight from, existing members, as well as inform future development of the MCFC.

The MCFC is committed to providing access to affordable, healthy, locally-sourced food whenever possible. The MCFC model varies from most other food co-ops in that it: only serves members; requires that members donate 3 hours of labor per month towards running the store, or other related duties; and relies on the members to fulfill the majority of the labor required rather than paid staff. This structure gives community members an opportunity to participate in reducing the cost of quality, local food.

This report begins with a literature review regarding the importance of surveying cooperative members. Second, the report describes the methods used to develop and administer the member evaluation survey. Third, the report presents survey results on the topics of member demographics, existing knowledge, membership obligations, operations, communication, products, facilities, atmosphere, outreach, strengths, and suggestions. Finally, the report concludes with implications and recommendations for further membership evaluations at MCFC.

Literature Review

In conjunction with the effort to run a successfully member-run cooperative, there are a number of ways the Missoula Community Food Co-op can evaluate member satisfaction and acquire basic member information. For the purpose of heightening retention rates and informing future development, member surveys are recognized as an increasingly important tool (Corbett, 1996). Member surveys are a tool for co-op evaluation and one of the avenues members can take in order to become more involved with making decisions and adding to the development of their cooperative. Surveys are depicted as an important mode of communication between the member-owners and the board of directors. This communication has been found to be a vital part of any cooperative, as it allows for stronger owner linkage (Zimbelman, 2001).

In surveying co-op members, our cooperative asks for member input from an anonymous standpoint in order to get the most honest input from members, to guide us into our cooperative future. As the first MCFC member survey, the results will serve as a baseline of information for future reference, as well as an evaluative tool to inform future development (Waterhouse, 2002).

The issue of surveying member-owners to find out their needs and hopes for the cooperative is supported by Karen Zimbelman's (2001) research regarding member linkage. Zimbelman (2001) states that, similar to credit unions, co-ops are discovering the need to distinguish themselves from organizations which do not function with a member-based or democratic focus in order to stay competitive. Cooperatives need to state clearly the ways in which they make a difference in the lives of their members, especially the ways in which they incorporate member input and influence. The retention of the member base is essential to co-op success. The importance of collecting input and constructive criticism from the member base is inherent in this need for member retention (Zimbelman, 2001).

Ann Waterhouse (2002) highlights the importance of constant consideration of new ways to stimulate member participation in cooperatives. Waterhouse finds a problem in what she explains as recent changes in the overall concept of cooperatives. She illustrates the problem as a shift from cooperatives as a group of people solving problems together to organizations supplying goods and services to individuals to meet individual needs. This shift affects the overall member-to-member participation and association, with roots in the hierarchical governing systems in the form of representative democracy. As Waterhouse (2002) explains, it is the very act of surveying members, as well as the evaluative value, that contributes to a more functional organization of member-owners. Waterhouse (2002) focuses on the constant struggle to maintain stimulation of democratic action from the membership. She quotes the book *Making Membership Meaningful*, written by the International Joint Project on Co-operative Democracy (IJPCD), as she pinpoints the issue at hand for cooperatives. According to the IJPCD, "the future of cooperatives in the 21st century will be governed by whether they can involve the potential of their members" (Waterhouse, 2002).

In her article, "Demystifying Policy Governance," Linda Stier (2003) focuses on the surveying of members as an important step in the everlasting effort to keep owner linkage strong. Owner linkage refers to the relationship between the board of directors and the member-owners of the cooperative. Establishing clear lines of communication between the board and the member-owners has often been considered a problem, and surveys are one line of communication which can foster growth and understanding (Stier, 2003).

According to Bill Gessner (1996) the positive goals of cooperatives are not enough to keep cooperative members active, shopping, and empowered. Although cooperatives focus constantly on the term empowerment, the ways in which cooperatives keep the process empowering are not always clearly defined. Gessner (1996) shares that to keep members shopping and involved, the members must be able to appreciate the advantages in the form of ownership, economic advantage, and service to the community. The members need to be connected to their co-op in a real way. One of the best ways to keep members active and connected is through administering member surveys at least every two years Gessner (1996).

John Corbett (1996) emphasizes the importance of an array of different survey questions. Cooperatives which successfully gather useful information tend to focus their questions on commuting habits, shopping preferences, perceived positive attributes of the co-op, member knowledge and lifestyles, desires, and reasons for joining the co-op. In addition to these components, the survey aids in developing a profile of current members, which can help guide different marketing techniques to target a wider variety of community members. Corbett (1996) outlines the wide range of survey questions as a way for members to help lead the development of the co-op, making decisions to protect the co-op from future influences from private chain-store competitors. Awareness of the initial attraction of members to the co-op helps the co-op foresee ways competitors could gain advantages (Corbett, 1996).

Survey Methods

Survey Development

In November 2008, survey facilitators led a brainstorm with the Board of Directors of the Missoula Community Food Cooperative (MCFC) to determine possible questions for the MCFC Member Survey. In January 2009, facilitators used this information to create a draft of the survey. With feedback from the MCFC Board of Directors and MCFC member and professor of research Dr. Tim Conley, facilitators designed the MCFC Member Survey. The survey consisted of both closed and open-ended items. Co-op members were asked questions which included feedback on: their knowledge of the co-op; their satisfaction with co-op policies, products, and procedures; and their suggestions for co-op development. The survey also contained demographic items such as member neighborhood residency, income level, days members shop, frequency of shopping at the co-op, and food stores they most frequented.

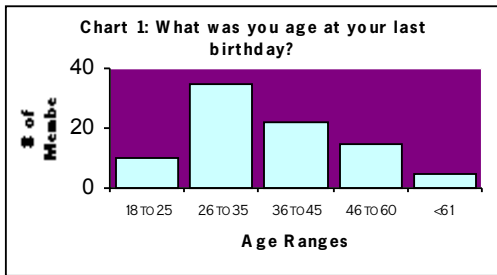
Sampling procedure and survey administration

The sample for this survey consisted of Missoula Community Food Cooperative members. Due to the nature of the survey, facilitators targeted all MCFC members. This sample was anonymous. MCFC members were targeted using signs posted in MCFC, as well as via emails sent to MCFC members, with email being the primary form of communication with MCFC members at this time.

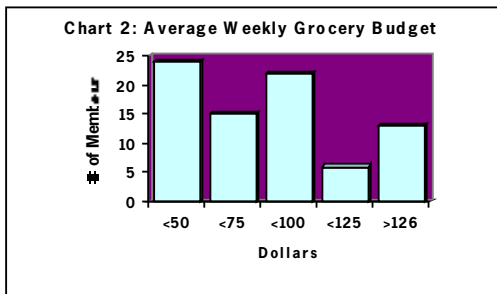
The survey was administered using two methods. The first method consisted of printing hard copies of the MCFC survey for members to take in-store. Members who took the survey placed the completed survey in a marked envelope in the store for facilitators to later enter online. The second method included creating an on-line survey that contained the same information as the one printed for in-store respondents. The online survey was posted for three weeks on the MCFC website, and was offered via a link in an email sent to all MCFC members. In total, 87 surveys were completed, 29 surveys in-store and 58 online.

Description of Survey Respondents

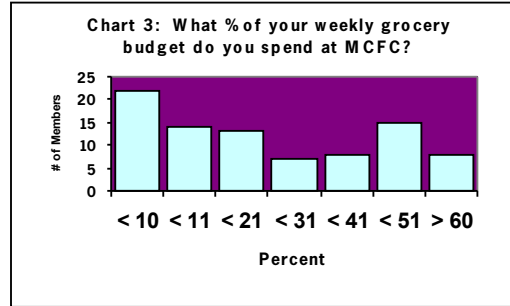
Most of the neighborhoods in the City of Missoula were represented in this survey. The majority of respondents, at 42 responses, marked “Other” in



response to the Neighborhood they lived in, with the second majority of responses indicating the Westside and Northside neighborhoods, each with 17 responses. Seventy-eight percent of respondents were female, while 21% were male. Chart 1 shows that all age groups over 18 were represented, although the largest percentage of respondents (40%) were between the ages of 26 to 35. Annual household gross income was less than \$25,000 for 35% of respondents. Thirteen percent of respondents earned between \$12,001-\$24,000, 25% earned between \$24,001-\$36,000, and 26% earned more than \$36,001 per year.



Respondents were asked how much money their households typically spent on groceries in an average week. These results are illustrated in Chart 2. The majority of MCFC members spend less than \$100 per week on groceries. Sixty five percent of respondents spend most of their food budget at the Good Food Store and MCFC, indicating that they shop at a wide-range of times and days of the week. Ninety nine percent of respondents had shopped at MCFC and Chart 3 illustrates that the largest percentage of MCFC member respondents spend less than 10% of their grocery budget at the co-op. Forty two percent of respondents shop at least twice a month at MCFC, while 31% shop at least once a month.



Results

Existing knowledge of MCFC

Members were asked a number of questions relating to their knowledge about the co-op products, prices, working-member model, and member work shift opportunities. Ninety nine percent of members who took the survey responded affirmatively when asked whether they were previously aware of the co-op’s policy to research and select local, sustainable, ethically produced products. All respondents stated that they understand MCFC’s working member model. They were overwhelmingly aware of the co-op’s stated purpose of providing and promoting affordable access to local, sustainable and healthful food, with 98% responding affirmatively.

Respondents were slightly less aware of the correlation between working members and MCFC product prices. When asked whether they were aware that a higher number of working members will result in lower product prices, 83% of respondents knew this, and 16% did not. The large majority of members responded affirmatively to the question of whether they were aware of the numerous options for fulfilling work hours, with approximately 95% being aware.

Membership Obligations

Member orientation. When asked whether they had ever attended a member orientation, respondents were noticeably split, with 57% having attended, 40% not, and 3% not being certain. Of the members who have attended an orientation, their opinion of the experience was positive. Those who offered suggestions for a more successful orientation to the co-op added valuable

insights for improvement, the majority of responses related to time, place, and clarity of information and expectations.

For example, the most prevalent theme in these responses, with 25% of respondents including this theme, was that they felt the orientation could include more information relating to how the co-op shopping/working process functions. A sub-theme of this was found in responses that emphasized education about the importance of volunteer hours, and the co-op's impact on community and social justice issues. The second most popular theme in this response, with approximately 20% of members including this, stated satisfaction with orientation organization. As one member stated about orientation, "it seems to work fine, seeing as how the layout and protocol of member duties changes daily". Another popular theme in these responses exhibited that 20% of respondents would like to either see the orientations hosted at the co-op, or include a walk-through of the co-op.

Fifteen percent of responses included a desire for clarity of expectations for members. Respondents emphasized the need for a clear list of jobs, and the need for the co-op to follow up on new members in order to "stop people from falling through the cracks" and "make members feel useful and welcome." Approximately 15% of respondents expressed a need for a range of different orientation times, locations and facilitators to create more options for orientation availability.

Work requirement. Members were asked whether they fulfill their monthly work requirement routinely, sporadically, or never. Of those who responded, 50% report fulfilling their work requirement routinely, 29% report working on a sporadic basis, and 21% report not working at the co-op at all. When members were asked whether they felt adequately prepared to fulfill their chosen work shift, 81% felt they had been prepared to do so and 3% reported feeling unprepared. Sixteen percent of respondents considered themselves not applicable for the question.

When asked in what way they were prepared for work, members responded with a wide range of answers. Approximately 49% reported receiving adequate on-the-job training during their first shift. Twenty-seven percent of members mentioned the ongoing training aspect of support from the co-op coordinators, committee members and other co-op members. Another 16% reported having been adequately prepared for work at a member orientation. Eight percent of members report using the operations manual as their main mode of preparation.

A limited number of members responded to the question of how they were not prepared for work, the most popular answer including the concern for lack of follow through on the part of the co-op. Of the five members who

reported feeling unprepared for their work shift, 60% report waiting for clearer directions or a call from an MCFC committee. One member finds the manuals unclear, and one member finds it difficult to prioritize the needs of the committee when meetings take up 2 hours per month, leaving only one hour of required work to finish tasks.

Members were asked to explain any barriers they have encountered in fulfilling their member work requirements, details shown in Table 1. Approximately 62% of respondents emphasized time and scheduling as an issue. Member responses regarding time and scheduling issues include the challenges of balancing school, work and family life with co-op hours. Also mentioned as a barrier for scheduling was the lack of an MCFC child-friendly space. Approximately 11% of respondents reported having no barriers to fulfilling their work requirement, and another 8% of respondents report a lack of personal motivation and/or problems remembering their work shift as the main barrier. About 5% of members report a physical disability as an issue affecting work requirements. Three percent of respondents find irregularity of meetings to be a barrier to getting work done, and another 3% report having trouble working around a lack of flexible training times. Approximately 3% of members were unaware of the MCFC three hour per month work requirement.

Table 1: What are some barriers to fulfilling your work requirement?	
Category	Frequency
Time and schedule	23
No barriers	4
Lack of motivation	3
Physical disability	2
Irregularity of meetings	1
Lack of shift flexibility	1

When asked what could make it easier for members to fulfill their work requirements, a wide-range of possibilities emerged. Forty one percent of respondents feel they could benefit from more flexible work opportunities, orientation, and training times; including emphasizing the creation of possibilities for more one-day projects, at-home work opportunities, and the possibility for members to work a mixture of store shifts and committee shifts. Approximately 15% of members would like to be able to access an online member work-shift calendar and/or member directory for switching shifts online. Another 15% would benefit from work shift reminders, by email or phone. Fifteen percent of respondents feel the co-op could provide more clear expectations and better follow-up to facilitate member work. A few individual responses (3% each) recommended expanding the operations manual, starting shifts later and extending store hours, and including a list in email newsletters outlining which shifts and projects need volunteers. Another individual member would find it easier to fulfill a work requirement if they could be assured of the fact that other members work.

In-store Operations

Regarding whether or not respondents have been informed of the policies and procedures regarding store operations, 61% of respondents said they had been informed, while 18% said they had not. Twenty-one percent of respondents were unsure. Of the respondents who had been informed of the store policies and procedures, the most common responses included 34% of respondents informed by reading manuals, 20% of responses included components of in-store training, and 18% reported learning policies and procedures by visiting the store and learning their way around. Sixty five percent of respondents knew where to find these policies and procedures for reference. Ninety three percent of people who knew where to find these for reference found them easy to understand.

Communication Methods

All respondents to this survey receive emails from the coop and find them informative concerning events and products. Two respondents felt that email could be more informative if the layout of emails was improved, while two others felt that more information would make them more informative. Ninety eight percent of respondents felt that email was an effective way to communicate with members of the coop. Two (1%) respondents felt that while email was effective, the format of these emails could be improved, while two (1%) others felt that phone calls would be effective in communicating with members.

MCFC Products

Ninety-six percent of respondents were at least slightly satisfied with the products offered at the coop, with 66% strongly satisfied. When asked which three products should be expanded on first in the coop, 20% of responses included groceries as something that should be expanded on, including items such as “canned products” and “greater selection of chips.” Eighty-six percent of respondents felt that the prices at MCFC were reasonable and 11% weren’t quite sure. Respondents also included other items to be expanded on, such as: dairy, produce, meat, frozen items, non-food items, health and beauty products, deli products, a nut-butter machine, local products, and a café.

When asked what additional items they would like to see at the co-op, many themes emerged with respondents including groceries in 29% of their responses, dairy items in 14% of their responses, and bulk items in 13%. Responses also included produce, meat, bakery items, wine/beer, special diet items, deli items, pet food, and non-food items.

Facilities

Respondents were asked to describe what they like about the interior of the store. Table 2 indicates the top six categories addressed in these responses. Members overwhelmingly expressed that atmosphere is what they like best about MCFC. For example, one member wrote “it’s quaint and cozy.” Additional members responded with “inviting space,” “homey,” and “comfortable.” Corresponding with atmosphere, respondents stated that they liked the friendliness of the people at the store.

Table 2: What do you like about the interior store?	
Category	Frequency
Atmosphere	32
Friendliness of members	13
Aesthetics	12
Organization of store	8
Interior Fixtures	6
MCFC Products	6

Aesthetics was also frequently included in responses, as members like the “colors” and “sunlight” within the store. Respondents had positive comments about the organization, fixtures, and products the store encompasses

Following the question regarding the interior of the store, members were asked to give suggestions for what could be improved inside the store. Frequency of responses is displayed in table 3. There was considerable

Table 3: What do you feel could be improved within the store?	
Category	Frequency
Expansion of store space	35
Organization of store	14
Store Amenities	14
Accessibility	5

frequency of remarks that included expanding the store space as a suggestion. In addition, members felt that there could be better organization within the store. Suggestions for organization included removing signage clutter, expanding the checkout counter, and adding more

shelving space. Also, many members felt that MCFC could use amenities such as additional scales, a new cash register, and additional freezers.

Subsequently, respondents were asked two detailed questions related to the interior of the store. First, they were asked if the product signs in MCFC were displayed clearly. Ninety percent of respondents felt that product signs were displayed clearly and 94% felt that they were easy to read. Second, respondents were asked about the cleanliness of the store. Ninety-nine percent of respondents felt the interior of the store was either moderately clean or very clean.

After respondents gave suggestions for the interior of the store, they were asked to explain what they liked about the exterior of the store. Results are summarized in table 4. The majority of

Table 4: Ideas and suggestions for the exterior of MCFC	
Category	Frequency
Landscape	19
Outdoor Amenities	14
Sign and Mural	12
Exterior Painting	9

respondents commented on the aesthetics of the store, especially the colorful orange paint. Also, members frequently commented on the garden landscape.

In another open-ended question, respondents were asked to give suggestions for the exterior of the MCFC. Table 5 illustrates respondent’s suggestions and ideas. The most frequent responses related to landscaping.

Table 5: What do you like about the exterior of MCFC?	
Category	Frequency
Aesthetics of exterior	39
Landscaping	10
Nothing/don’t know	5

Many members complained of the unpaved lot, creating mud in the area. For example, one respondent asked, “The area outside the co-op is always a total muddy slushy mess. Is there any way to improve drainage or put down gravel?” In addition,

members suggested more gardening and landscaping. In conjunction with landscaping, several members felt that the MCFC needed a better parking lot. One member stated, “parking is tricky, needs sign.” Several respondents recommended outdoor amenities such as seating, tables, and a shade structure. One suggestion included, “an outdoor stage...a fenced dog area so all the dogs can play while you do your shopping.” Finally, respondents suggested a large MCFC sign, as well as a mural for the exterior of the building.

Atmosphere of MCFC

Members were asked to indicate to what extent they agreed or disagreed with statements that were directed toward the atmosphere of MCFC. Seventy two percent of members either agreed or strongly agreed with the statement that “the MFCF is an inviting space for the community.” Thirteen percent of respondents were neutral and 11% either disagreed or strongly disagreed with the statement. In regards to the statement “working members are welcoming,” 95% of members agreed or strongly agreed. Finally, respondents were asked to respond to the statement, “The co-op is creating a forum for broadening community awareness and fostering collective creativity.” Seventy nine percent of members either strongly agreed or agreed with this statement, 7% were neutral, 3% disagreed, and 10% did not know.

Outreach

Annual member meeting results. Approximately 39% of co-op members who took the survey attended the annual member meeting. When asked what could be improved in the annual member meeting, 64% of respondents recommended better organization. The need for better organization and planning was mentioned in terms of eating before beginning the meeting, allowing more time for committees to present their work, and promoting the event better. Other recommendations related to organization included shortening speeches, making

the meeting more interactive, and organizing the event on a weekend. Eighteen percent of members would like childcare available at the meeting, and another 18% would like the meeting hosted in a bigger space.

Member forum results. Of the members who took the survey, approximately 18% attended the first quarterly member forum in January 2009. Sixty seven percent of members did not attend, and another 15% of respondents were not aware of the member forum. Approximately 44% of survey respondents claim to understand the purpose of the quarterly member forum, and 56% of respondents reportedly do not understand.

Additional co-op events results. Members were asked which types of events they would like to see hosted by the co-op. Approximately 50% of respondents would prefer an increase in member get-togethers, including family gatherings, potlucks, and musical events. Thirty three percent of members would like the co-op to host educational workshops. Types of workshops mentioned include educational opportunities for learning about canning, cooking, health and wellness, and budget cooking tips. Sixteen percent of respondents would like the co-op to get more involved in community events. Member recommendations for community involvement include cooperating with other organizations, sponsoring events/projects, and conducting local farm tours to facilitate introductions to local producers. See Table 6 for results.

Table 6: What type of events would you like to see the co-op host in the future?	
Future Events	Frequency
Member get-togethers	9
How-to workshops	6
Community building	3

In-Store advertisement results. Members were asked to give their suggestions for improving the in-store advertisement of member events. Approximately 50% of respondents would like to see a large event board/calendar which is visible upon entering the co-op. Twenty nine percent of members would like to include event promotion in the job description of cashier, while many people mentioned introducing handbills. Twenty one percent of respondents feel it would be easier to notice event notification if the interior of the co-op was less cluttered and more organized.

MCFC Strengths

When asked what some positive aspects of the co-op were, members overwhelmingly included the products offered at the co-op in their responses, with 27% of members’ responses including this theme. See Table 7 for a list of themes and their frequency in members’ responses. Strong sub-themes of products offered, such as healthy and local products, emerged from these as well. The second most consistent theme in members' responses was the atmosphere of the co-op as a positive aspect of the co-op, with 25% of members’ responses including this theme. The third most consistent theme in these responses included the presence the co-op has in the community, with 14% of responses including this theme.

Table 7: What are positive aspects of the coop?

Positive Aspects	Frequency
Products offered (Strong sub-themes: local, healthy)	38
Atmosphere of the coop	36
Presence in the local community	20
Values behind the co-op (Strong sub-theme: sustainability)	20
Affordable Prices	16
Ownership in the co-op	9

When members were asked why they are members of the co-op, the most prevalent theme in responses included the values in the cooperative movement, with 29% of responses including this as a theme. The second most prevalent theme in responses included the products offered at the co-op with 26% of responses including this. Strong sub-themes of products offered were healthy food and local food options. The third most prevalent themes in members’ responses, each present in 13% of responses were affordable prices, community presence, and MCFC atmosphere. See Table 8 for all themes and their frequency in member responses.

Table 8: Why are you a member of the co-op?

Reasons behind Membership	Frequency
Value behind the co-op	35
Products offered (Strong sub-themes: local, healthy)	32
Affordable prices	16
Presence in local community	16
Atmosphere of the co-op	16
Ownership in the co-op	7

Suggestions for Future Development of MCFC

When members were asked what suggestions they had for improving the co-op, the most common theme that emerged regarded the membership of the co-op. Twenty two percent of responses included membership as a theme. The second most prevalent theme, with 19% of responses including this, was the use of space in the co-op, with expansion being a main sub-theme. The third most popular theme of responses included communication in the co-op, amounting to 19%, with outreach being a main sub-theme. See Table 9 for additional themes and frequency.

Members were asked to share suggestions they have for future development of the co-op. Most member responses included themes of expanding the co-op in one way or another, including adding technology and taking the expansion slow. Twenty nine percent of responses included this theme. The second most common theme

Table 9: What suggestions do you have for improving the co-op?	
Suggestions	Frequency
Issues around membership	15
Co-op communication	13
Use of space	13
Operations	10
Future projects	7
Address product issues	5
Doing well	5

included support for the proposed neighborhood café/commercial kitchen in the neighborhood, with 25% of responses including this as a component. The third most common theme indicated the need for more outreach to the community, with 23% of responses including this theme. See table 10 for details.

Table 10: What suggestions do you have for the future development of the co-op?	
Suggestions	Frequency
Expanding (strong sub-themes: technology, slowly)	14
Support for proposed café/commercial kitchen	12
Community outreach	11
None at this time	6
Issues around membership	3

Limits and Recommendations

Recommendations for the next MCFC member evaluation are to time administering the evaluation along with a big event where many members would be present, for example the Annual Member Meeting. This method would aide in generating more respondents, as well as generally getting the message out that an evaluation is taking place. Additionally, it would be beneficial to use an incentive for members who complete the evaluation, such as a store coupon or drawing for MCFC gift certificates.

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Appendix A

Purpose of Survey:

Collectively evaluate the co-op and gain insight to inform future development of the co-op.

MEMBER DEMOGRAPHICS

- 1) Gender? _____
- 2) What was your age at your last birthday? _____
- 3) What is your gross annual income?
 - a. <12,000
 - b. 12,001 to 24,000
 - c. 24,001 to 36,000
 - d. 36,001 to 48,000
 - e. 48,001 to 60,000
 - f. >60,001
- 4) Which neighborhood do you live in?
 - a. Westside
 - b. Blue mountain
 - c. South hills
 - d. Pattee canyon
 - e. Northside
 - f. Slant St.
 - g. Rattlesnake
 - h. Other
- 5) How much money do you and/or your household typically spend on groceries in an average week? _____
- 6) Where do you spend most of your grocery dollars?
 - a. Orange Street Food Farm
 - b. Safeway
 - c. Albertsons
 - d. GFS
 - e. Costco
 - f. Wal-mart
 - g. Missoula Community Food Co-op
 - h. Other

- 7) What days do you normally shop for groceries? (Check all that apply)
 - a. M
 - b. T
 - c. W
 - d. Th
 - e. Fri
 - f. Sat
 - g. Sun
- 8) What time of day is most convenient for you to grocery shop?
 - a. Morning (before 12:00pm)
 - b. Afternoon (after 12:00pm)
 - c. Night (after 5:00pm)
- 9) What percentage of your weekly grocery budget do you spend at the MCFC?
 - a. <10%
 - b. 11% to 20%
 - c. 21% to 30%
 - d. 31% to 40%
 - e. 41% to 50%
 - f. 51% to 60%
 - g. >60%
- 10) On average, how often do you shop at MCFC?
 - a. Haven't shopped at the Co-op yet
 - b. Less than once a month
 - c. Twice a month
 - d. Once a week
 - e. 2-3 times a week
 - f. More than 2-3 times a week

EXISTING KNOWLEDGE OF THE CO-OP

Please indicate whether or not you were familiar with this information prior to this survey

- 11) The Co-op researches and selects local, sustainable, and ethically produced products.
 - a. I knew this
 - b. I did not know this
 - c. I don't know

- 12) The co-op operates with a working member model.
 - a. I knew this
 - b. I didn't know this
 - c. I don't know
- 13) The co-op provides and promotes affordable access to local and healthful food.
 - a. I knew this
 - b. I did not know this
 - c. I don't know
- 14) The greater the number of working members lowers the prices in the store.
 - a. I knew this
 - b. I did not know this
 - c. I don't know
- 15) There are numerous ways to fulfill member work requirements (i.e. store shifts, committees, writing, projects, etc.)
 - a. I knew this
 - b. I did not know this
 - c. I don't know

MEMBERSHIP OBLIGATIONS

- 16) Have you attended a member orientation?
 - a. Yes
 - b. No
 - c. Not sure
- 17) If yes, what could we do to improve the member orientation? _____

- 18) Do you work your 3 hour a month work requirement?
 - d. Yes Routinely
 - e. Yes, Sporadically
 - f. No, not at all

- 18A) If yes, do you feel that you have been adequately trained or prepared for your member work requirement?
 - a. Yes, how so? _____

b. No, how so? _____

c. Not applicable

19) What are some barriers to fulfilling your member work requirement? _

20) What would make it easier for you to fulfill your member work requirement? _____

OPERATIONS

21) Have you been informed of the policies and procedures regarding store operations?

a. Yes, where? _____

b. No

21A) If yes, do you know where to find them for reference?

a. Yes

b. No

21B) If yes, do you find them easy to understand?

a. Yes

c. No, how come? _____

COMMUNICATION

22) Do you receive emails from the co-op?

a. Yes

b. No

c. Don't have email access

22A) If yes, do you find weekly co-op emails to be informative concerning events and products?

a. Yes

b. No, why? _____

23) Do you feel that emails are an effective way to communicate with the members of the co-op?

- a. Yes
- b. No, what are your suggestions? _____

MCFC PRODUCTS

24) Are you satisfied with the products offered at the MCFC?

- a. Strongly satisfied
- b. Slightly satisfied
- c. Slightly dissatisfied
- d. Strongly dissatisfied

25) What three products do you think should be expanded on first?

- 1. _____
- 2. _____
- 3. _____

26) Do you feel that the MFCF prices are reasonable in relation to the quality of food?

- a. Yes
- b. No
- c. Haven't shopped
- d. Not sure

27) What additional products would you like to see at the co-op? _____

FACILITIES-INTERIOR

28) What do you like about the interior store? _____

29) What do you feel could be improved within the store? _____

30) Do you feel the product signs in the co-op are displayed clearly?

- a. Yes
- b. No

31) Do you feel the signs in the co-op are easy to read?

- a. Yes
- b. No

32) How clean do you feel the interior of the co-op is?

- a. Very clean
- b. Moderately clean
- c. Not clean
- d. Not sure
- e. Haven't visited

FACILITIES-EXTERIOR

33) What do you like about the exterior of the co-op? _____

34) Do you have any ideas or suggestions for the exterior of the co-op?

MCFC ATMOSPHERE

35) Please indicate to what extent you agree/disagree with the following statements?

- e. The MFCF is an inviting space for the community.
 - a. Strongly Agree
 - b. Slightly Agree
 - c. Slightly Disagree
 - d. Strongly Disagree
 - e. Don't Know
- f. Working members are welcoming.
 - a. Strongly Agree
 - b. Slightly Agree
 - c. Slightly Disagree
 - d. Strongly Disagree

- e. Don't Know
- f. The co-op is creating a forum for broadening community awareness and fostering collective creativity.
 - a. Strongly Agree
 - b. Slightly Agree
 - c. Slightly Disagree
 - d. Strongly Disagree
 - e. Don't Know

OUTREACH

36) Did you attend the annual member meeting?

- a. Yes, do you have any ideas or suggestions for next year? _____

b. No

37) Did you attend the quarterly member forum?

- a. Yes
- b. No
- c. Didn't know about it

38) Do you feel you understand the purpose of the quarterly member forums?

39) What type of events would you like to see the co-op host in the future?

40) Do you read the co-op e-newsletter?

- a. Yes
- b. No

If yes, do you find it informative?

- a. Yes, how so? _____

- b. No, how come? _____

If yes, do you find it interesting?

a. Yes, how so? _____

b. No, how come? _____

41) Do you feel that member events are clearly advertised in the store?

a. Yes

b. No, how could we improve in-store communication concerning co-op events? _____

STRENGTHS

42) Why are you a member of the coop? _____

43) What are positive aspects of the co-op? _____

SUGGESTIONS

44) What suggestions do you have for improving the coop? _____

45) What suggestions do you have for the future development of the co-op?

WE APPRECIATE YOUR INPUT!