University of New Hampshire
The Survey Center

Hanover Co-op Survey 2017

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Survey Center

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Table of Contents

Executive Summary……………………………………………………………………………………………………1

Key Findings……………………………………………………………………………………………………….1

Demographics..……………………………………………………………………………………………..2

Shopping Habits..………………………………………………………………………………………….4

Hanover Co-op Overall………………………………………………………………………………..10

Hanover Co-op Ratings……………………………………………………………………………….16

Shopping Considerations…………….……………………………………………………………….19

Membership…………………………….……………………………………………………………….22

Communication………………………..……………………………………………………………….28

Appendix A: Detailed Tabular Results……………………………………………………………29

Appendix B: Open-Ended Responses……………………………………………………………76

Appendix C: Survey Instrument…………………………………………………………………110

Executive Summary

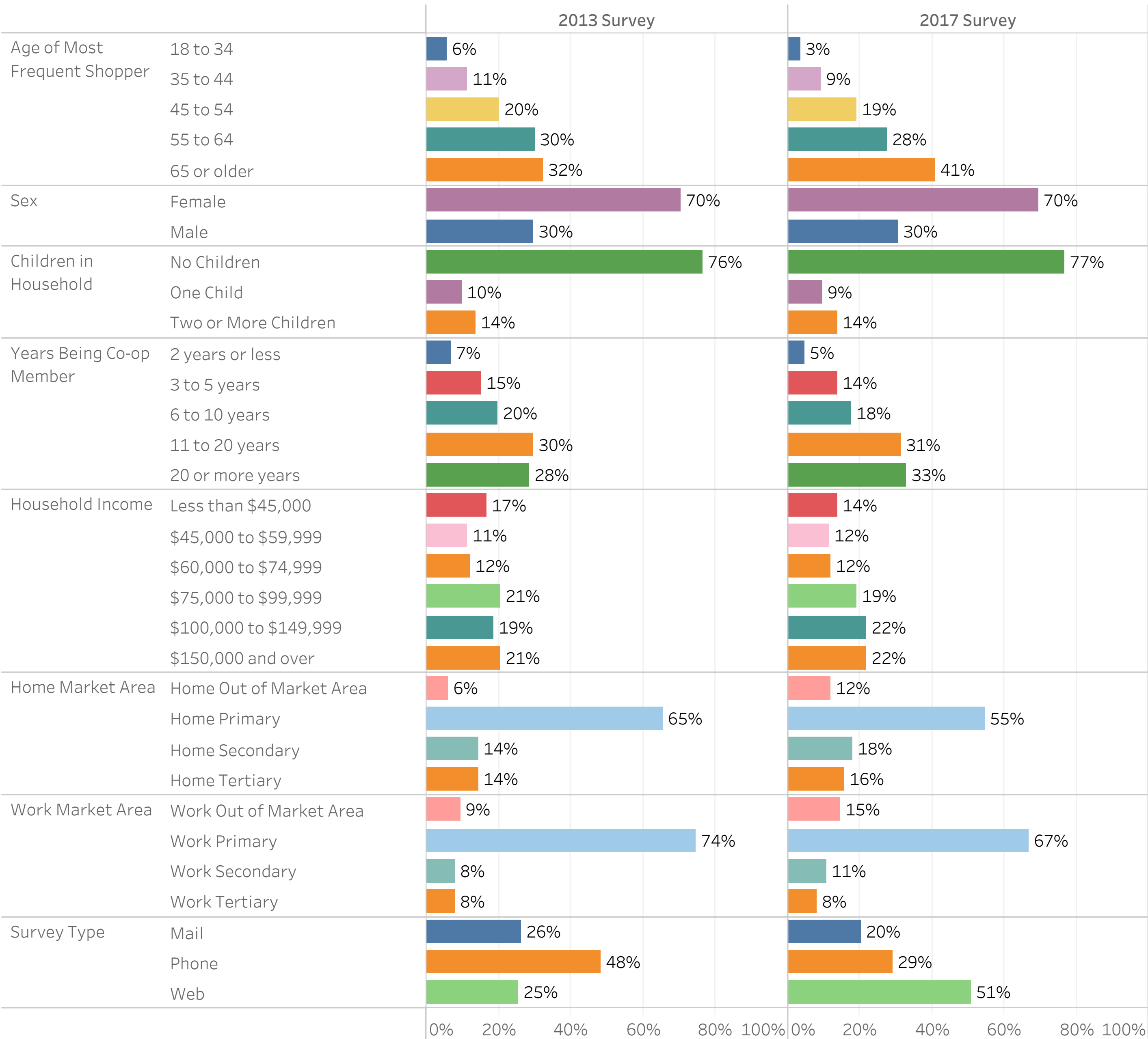
The University of New Hampshire Survey Center conducted a survey of randomly selected Hanover Co-op members to measure their satisfaction and collect feedback for future marketing and improvements. Some questions were retained from a 2013 survey of Co-op members. Of three thousand five-hundred (3,500) available records, three thousand one-hundred and thirty (3,130) contained valid contact information. A survey of these Hanover Co-op members conducted by telephone, web, and mail between November 2, 2016 and January 29, 2017 yielded one thousand ninety (1,090) completes, resulting in a response rate of 35%, slightly down from the 2013 iteration of this survey (44%). The following figures display survey results, detailed tabular results can be found in Appendix A, Appendix B contains the open-ended responses, and Appendix C contains the survey instrument.

Key Findings

- Hanover Co-op members are shopping less frequently at the Co-op than in 2013. The proportion of members who shop at the Co-op more than once a week (31%) has fallen since 2013 (44%) while the number who report shopping there once a month or less (25%) has more than tripled (8% in 2013). Respondents in 2013 on average reported doing 62% of their weekly shopping at the Co-op while in 2017 they report doing only 47% of their shopping there.
- Hanover Co-op members' most important considerations when choosing to buy groceries at the Co-op remain product selection/variety, having local products, and customer service, largely unchanged since 2013. Respondents consider that the Co-op is member-owned to be the least important factor, though two-thirds said it was very or somewhat important.
- Most Hanover Co-op members agree that the Co-op is a socially responsible business (82%) and that the Co-op is a resource for information on important food issues (67%).
- Satisfaction as a Hanover Co-op member remains high. More than three-quarters of members (79%) report being satisfied or very satisfied while only 7% report being dissatisfied or very dissatisfied.
- Satisfaction with individual Hanover Co-op departments is quite high, the most popular being the meat, bulk/bins, cheese/dairy, and produce departments. Co-op members' average response indicates they are at least satisfied with each department.
- Hanover Co-op members remain highly likely to recommend the Co-op to family members, friends or colleagues. Nearly two-thirds (64%) are promoters (9 or 10 on a 0-10 scale), 25% are passives (7 or 8), and just 11% are detractors (0-6), for a Net Promoters Score (promoters minus detractors) of +53%. However, the average response to this question (8.6) declined somewhat since 2013 (8.9).
- Among Hanover Co-op members who are passives and detractors (N=310), most members (63%) say the Co-op can earn a score of 9 or 10 in the future by lowering prices.
- Hanover Co-op members are closely divided on how the Co-op compares to other grocery stores in providing good value for money (32% better value, 33% worse value). The proportion of members who say the Co-op is worse or much worse than others (33%) has increased since 2013 (24%).
- Most Hanover Co-op members (62%) are willing to pay between 1-10% more for products from the the Co-op than they would from other stores. Thirteen percent of members are willing to pay more, but 10% are unwilling to pay any additional money for products from the Co-op.
- Most Hanover Co-op members (85%) say that when making decisions about where to shop, it is very or somewhat important to them whether a business is locally-owned.
- Relatively few Hanover Co-op members would be likely to use a service to place online orders to be picked up at the Co-op (33%) or delivered at home (24%). If members had to choose between pickup or home delivery, 22% would prefer picking up their order in the store, 20% would prefer home delivery, and the rest have no preference or would not use any online ordering service.
- More than half (54%) of Hanover Co-op members voted in the Co-op Board election at least once in the past 3 years, a substantial increase from 2013, when only 35% of Co-op members reported having voted. Those who did not vote most commonly said they failed to do so because they were not sufficiently informed or due to a lack of interest.
- Among member benefits, Hanover Co-op members place the most value on Co-op ownership and participation in Co-op decision-making. A significantly larger proportion of members said they value participation in Co-op decision-making (47%) than did so in 2013 (20%).
- Most Hanover Co-op members are aware that voting in Co-op election is one member, one vote (86%) and that some portion of member capital is permanent to the Co-op (63%).
- Most Hanover Co-op members would prefer communication from the Board through email (71%) or mail (33%).

Demographic Comparison: 2013 & 2017 Surveys

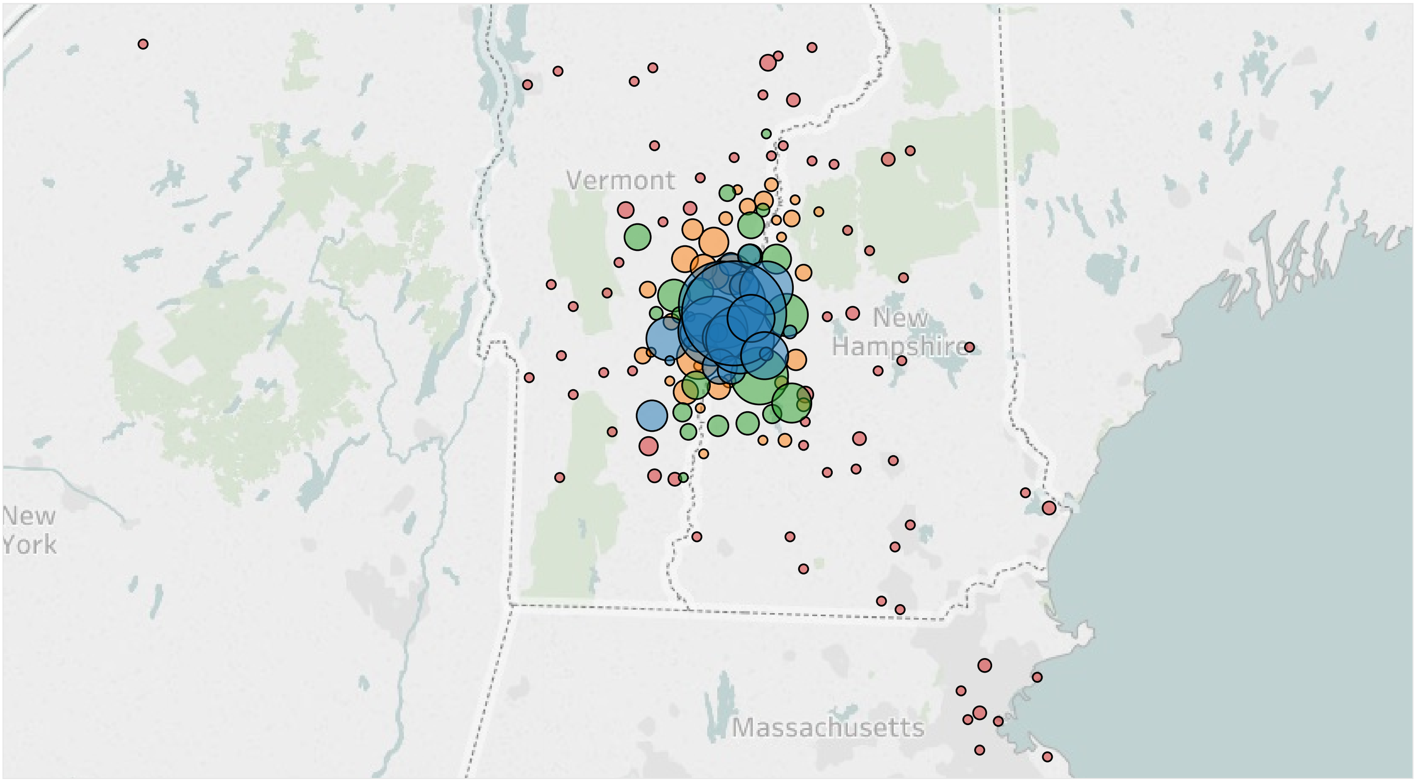
Hanover Co-op members who responded to this survey tended to slightly older (41% are 65 and older in 2017, 32% in 2013) and slightly longer-tenured Co-op members (33% have been a member for 20 or more years, 28% in 2013) than in the 2013 iteration of this survey. A smaller proportion of survey respondents reported living (55% in 2017, 65% in 2013) or working (67% in 2017, 74% in 2013) in the primary market area than in 2013.



Respondents' Home and Work Locations

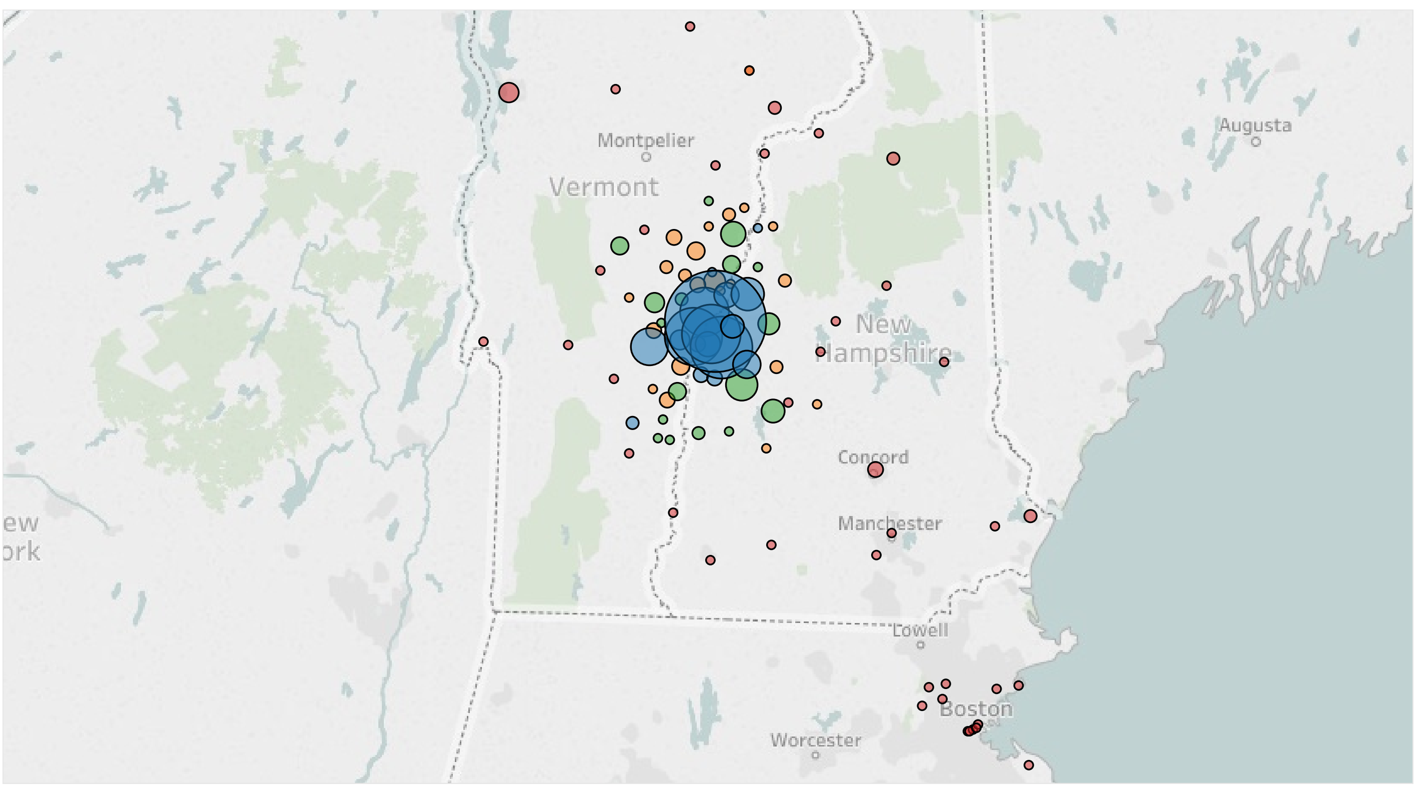
Home Zip Code

Home Primary | Home Secondary | Home Tertiary | Home Out of Market Area



Work Zip Code

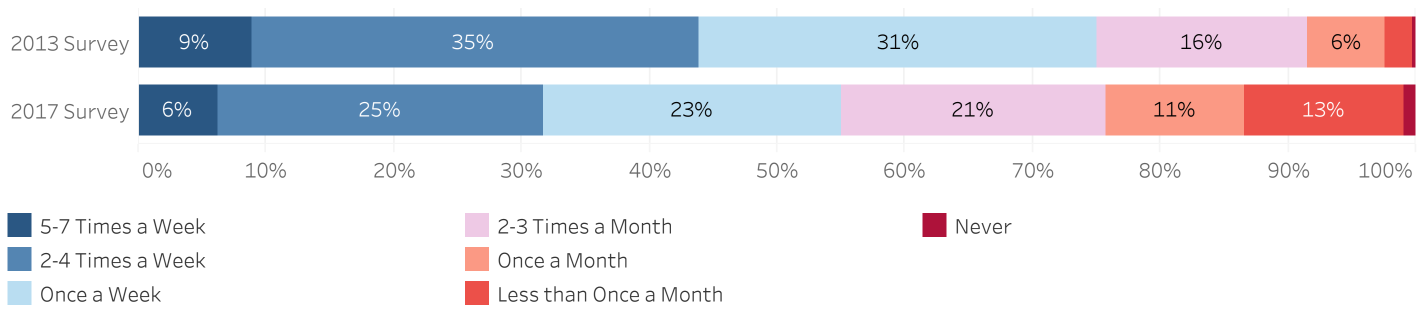
Work Primary | Work Secondary | Work Tertiary | Work Out of Market Area



Shopping Habits

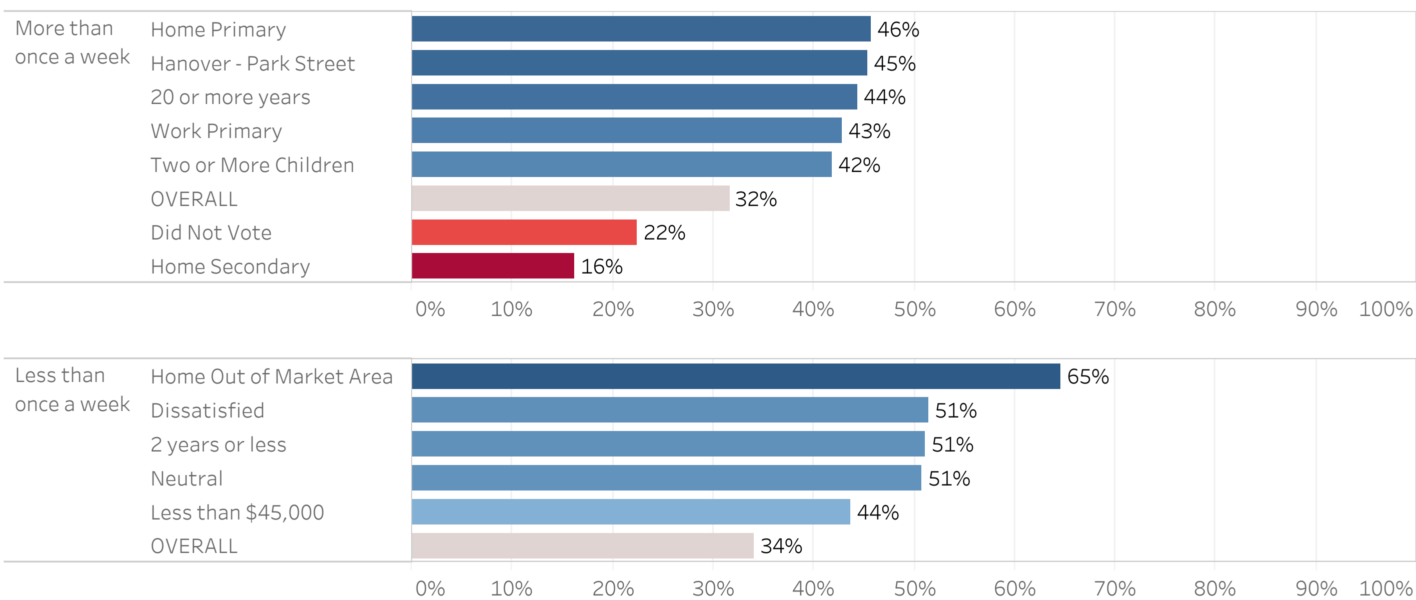
Nearly a third of Hanover Co-op members (31%) shop at a Co-op food store location at least twice a week, while slightly less than a quarter (23%) do so once a week. Nearly a third (32%) shop there 1-3 times a month, while 14% report shopping there less than once a month or never. A significantly smaller proportion of respondents in 2017 (54%) report shopping at a Co-op food store location at least once a week than reported doing so in 2013 (75%).

Figure 1a: How often do you shop at a Co-op food store location?



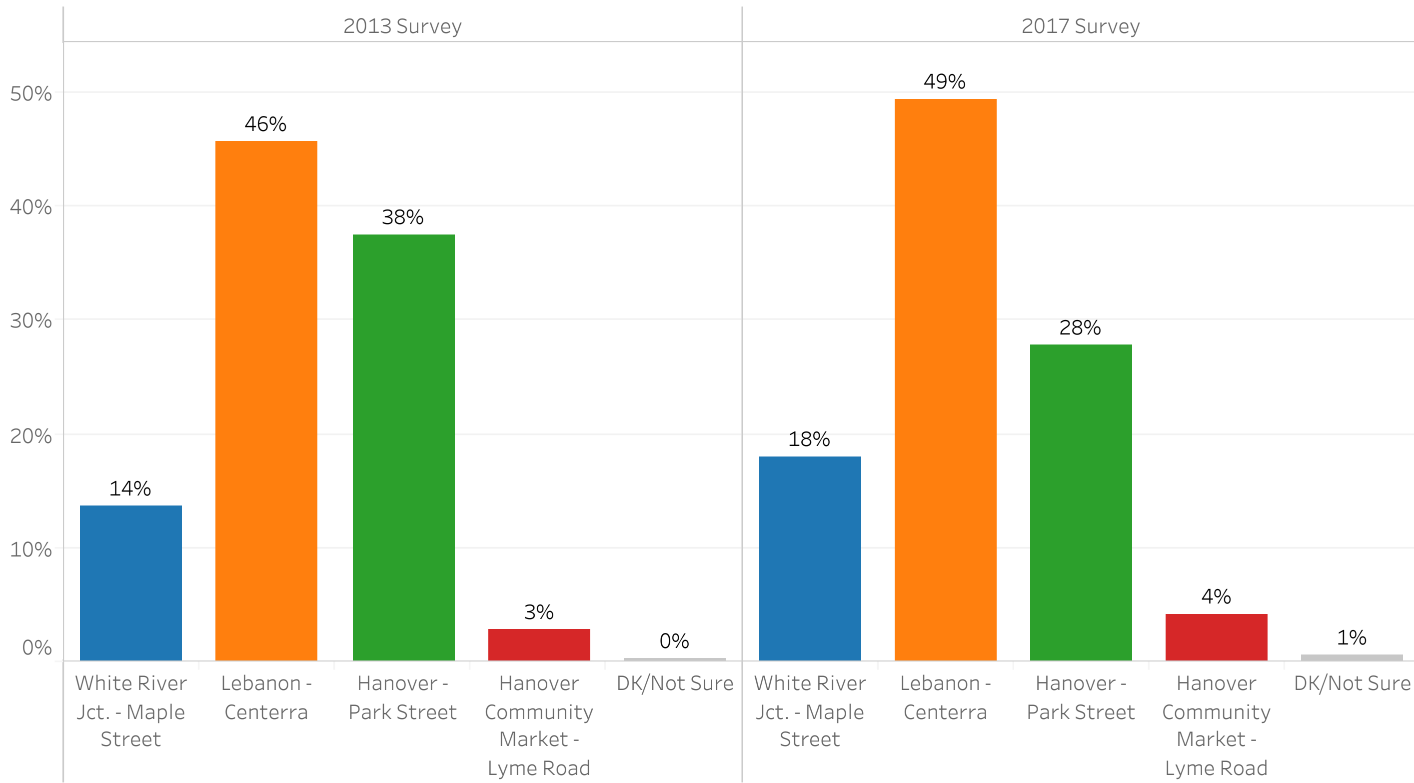
- Co-op members who live or work in the primary market area, those who primarily shop at the Hanover - Park Street location, those who have been a member for 20 or more years, and those with two or more children in their household are more likely than members overall to say that they shop at the Co-op more than once a week, while those who have not voted in a Co-op Board election in the last 3 years and those who live in the secondary market area are less likely to do so.
- Co-op members who live outside of the market area, those who are dissatisfied or neutral as a member, those who have been members for 2 years or less, and those with a household income below $45,000 are more likely than Co-op members overall to say they shop at the Co-op less than once a week.

Figure 1b: Frequency Shopping at Hanover Co-op - By Demographics



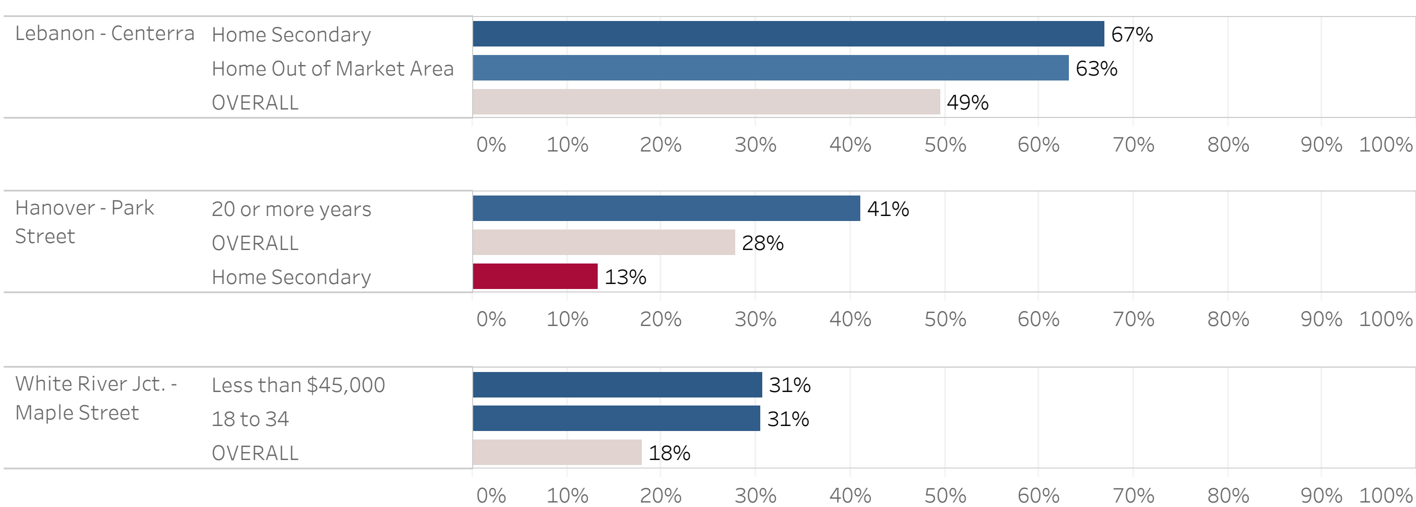
Nearly half of Hanover Co-op members (49%) say their household most frequently shops at the Lebanon - Centerra location, while twenty-eight percent most frequently use the Hanover - Park Street location. Fewer members report most frequently using the White River Junction - Maple Street (18%) or Hanover Community Market (4%) locations while less than 1% don't know. A smaller proportion of members most frequently use the Hanover - Park Street location (28%) than reported doing so in 2013 (38%).

Figure 2a: At which Co-op location does your household shop most often?



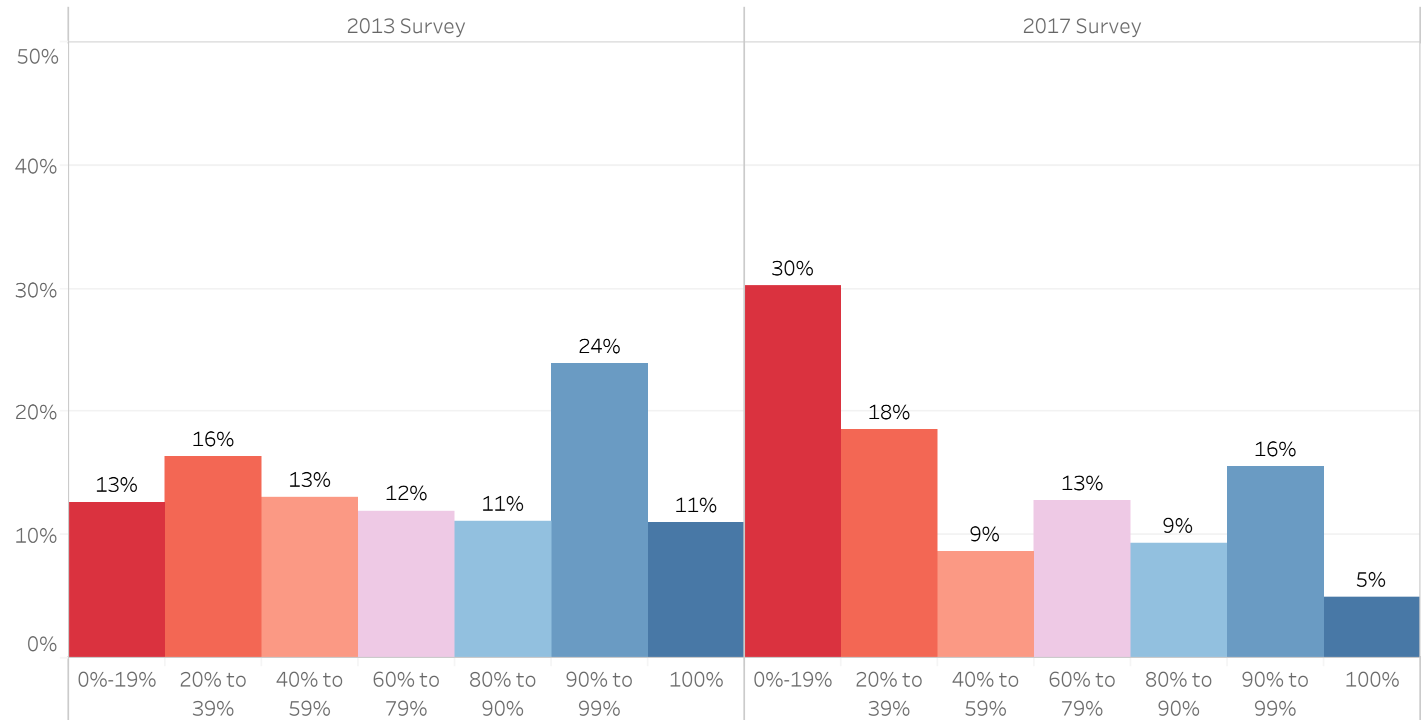
- Co-op members who live in the secondary market area or outside of the market area are more likely than members overall to say they primarily shop at the Lebanon - Centerra location.
- Co-op members who have been a member for 20 or more years are more likely than members overall to say they primarily shop at the Hanover - Park Street location, while those who live in the secondary market area are less likely to say so.
- Co-op members with a household income below $45,000 and those aged 18 to 34 are more likely than members overall to say they primarily shop at the White River Jct. - Maple Street location.

Figure 2b: Most Frequently Visited Co-op Location - By Demographics



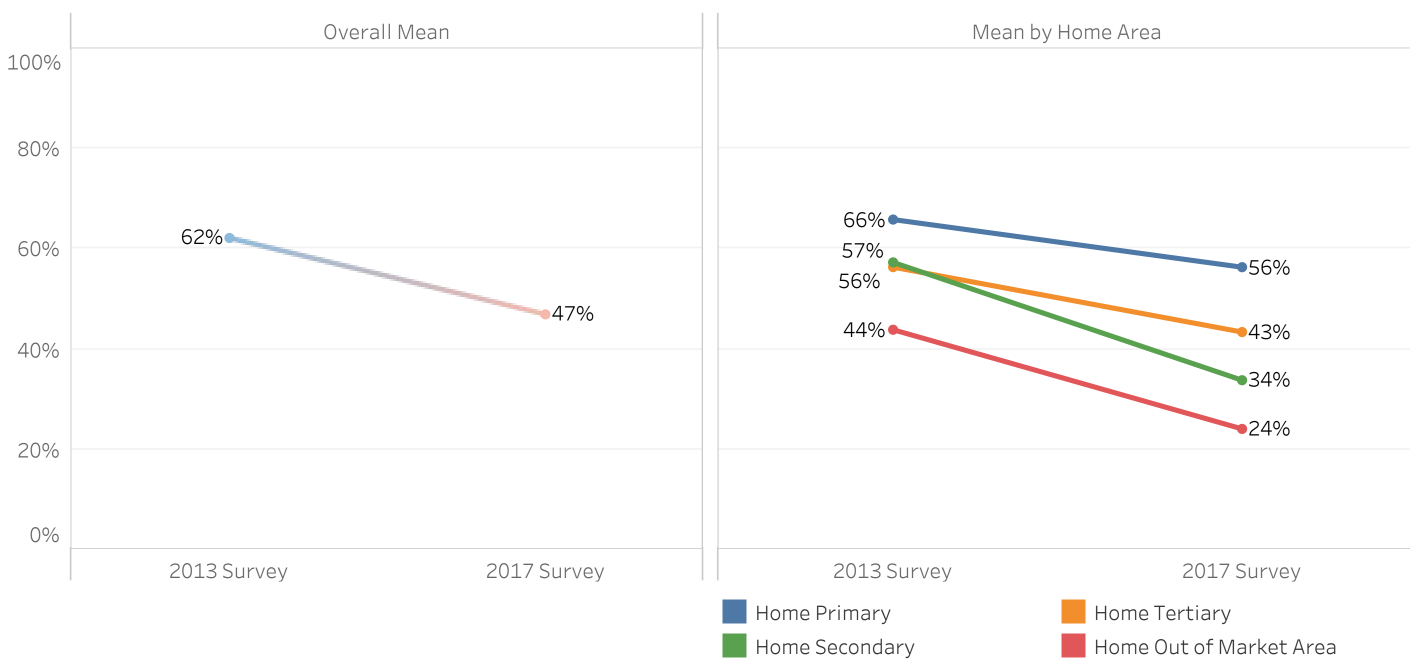
A plurality of Hanover Co-op members (30%) report doing 0-19% of their weekly shopping at the Co-op, while slightly more than a quarter (27%) report doing 20%-59% of their weekly shopping there; less than a quarter (21%) report doing 90%-100% of their weekly shopping at the Co-op. The proportion of members who do 0%-19% of their weekly shopping at the Co-op (30%) has increased substantially since 2013 (13%).

Figure 3a: What percentage of your weekly grocery shopping do you do at the Co-op?



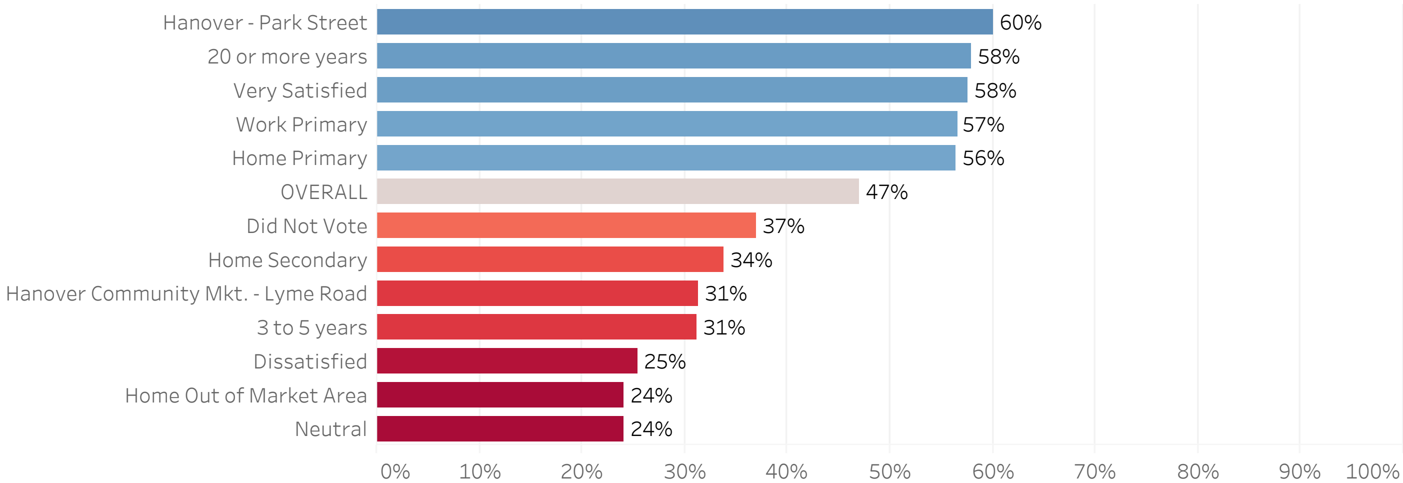
Co-op members' average percent of weekly shopping done at the Co-op has declined from 62% in 2013 to 47% in 2017, and fell among those who live in all three market areas as well as those who live outside of the market area. Members who live in the secondary area reported the largest decline since 2013 in their weekly percentage of shopping at the Co-op (57% in 2013, 34% in 2017).

Figure 3b: Mean Weekly Shopping Percentage at Co-op



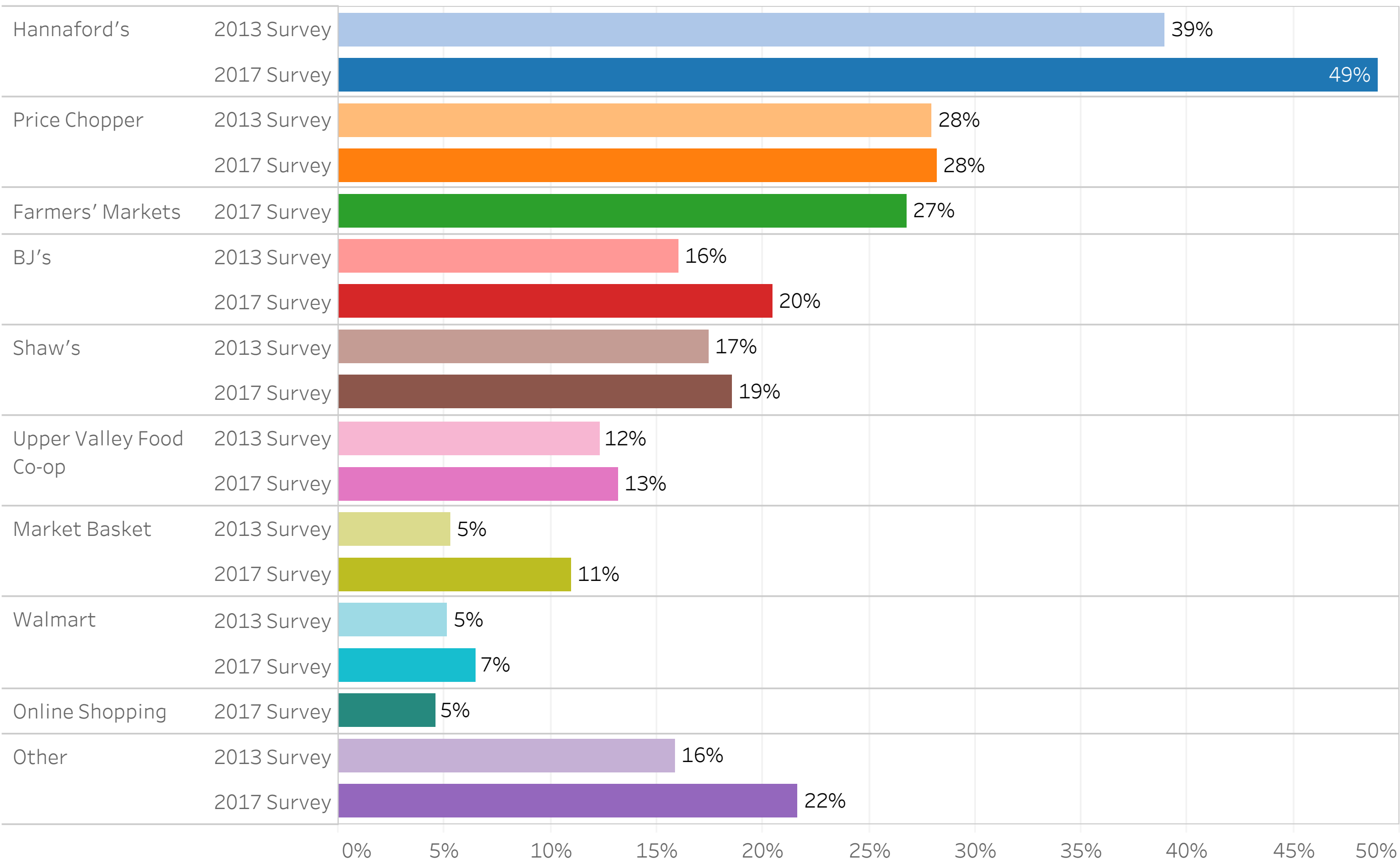
- Co-op members who primarily shop at the Hanover - Park Street location, those who have been a member for 20 or more years, those who are very satisfied as a member, and those who work in the primary area report a higher mean of their weekly shopping at the Co-op than members overall. Those who have not voted in a Co-op Board election in the last three years, those who live in the secondary market area or outside of the market area, those who primarily shop at the Hanover Community Mkt. - Lyme Road location, those who have been members for 3 to 5 years, and those who are dissatsifed or neutral as a member do a smaller amount of their weekly shopping at the Co-op on average.

Figure 3c: Mean Weekly Shopping Percentage at Co-op - By Demographics



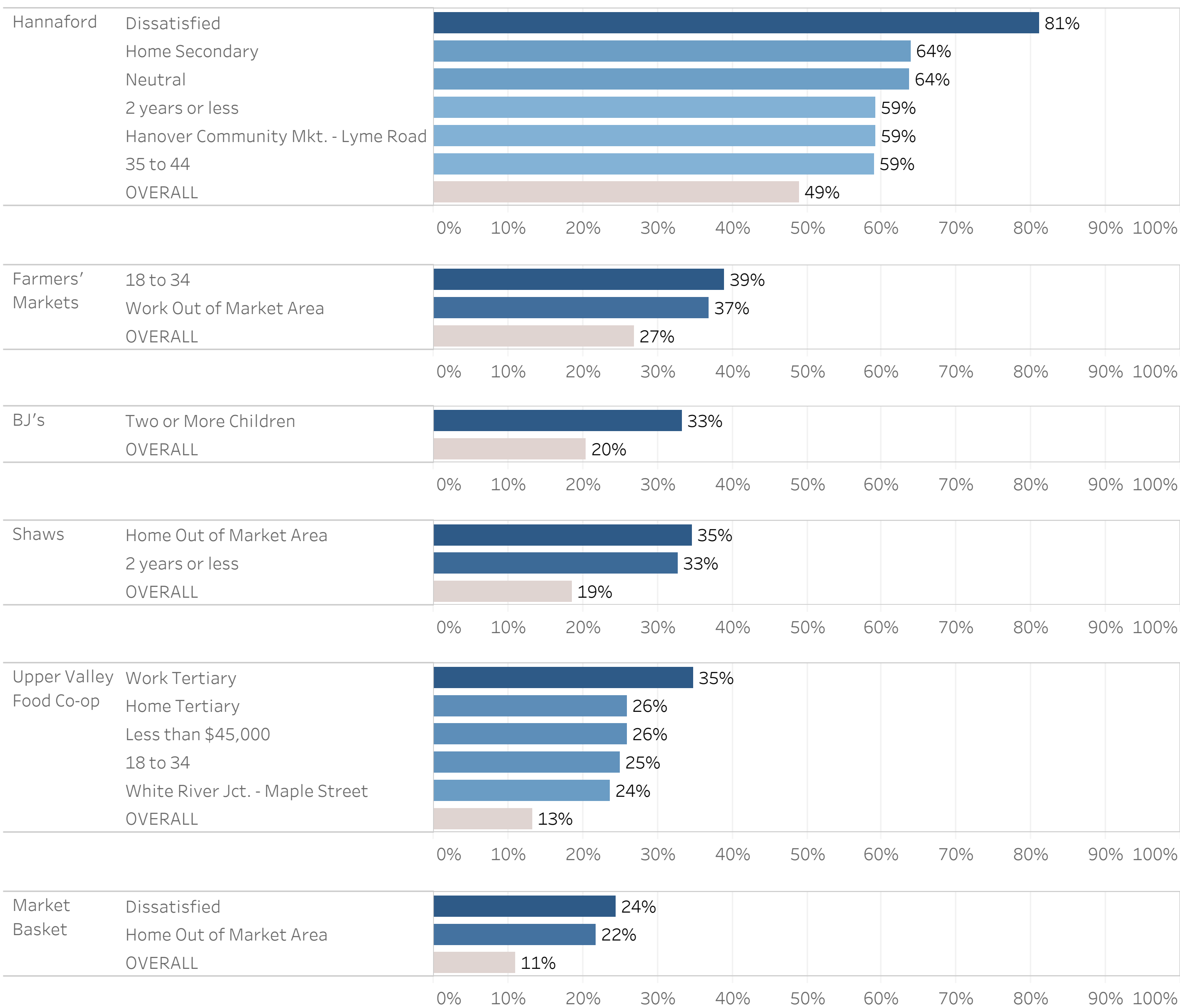
Nearly half of Hanover Co-op members (49%) also shop at Hannaford's for groceries at least once at month, while slightly more than a quarter report doing so at Price Chopper (28%) and farmers' markets (27%); twenty percent of members shop at least once a month at BJ's, 19% at Shaws, 13% at the Upper Valley Food Co-op, 11% at Market Basket, and 7% at Walmart. Five percent of members shop online and 22% shop at least once a month at another location. A greater proportion of members than in 2013 report shopping at least once a month at Hannaford's (49% in 2017, 39% in 2013).

Figure 4a: Where else does your household shop for groceries at least once per month?
(Select all that apply)



- Co-op members who are dissatisfied or neutral as a member, those who live in the secondary market area, those who have been members for 2 years or less, those who primarily shop at the Hanover Community Mkt. - Lyme Road location, and those aged 35 to 44 are more likely than members overall to shop at Hannaford's at least once a month.
- Co-op members aged 18 to 34 and those who work outside of the market area are more likely than members overall to shop at farmers' markets at least once a month.
- Co-op members with two or more children in their household are more likely than members overall to shop at BJ's at least once a month.
- Co-op members who live outside of the market area and those who have been members for 2 years or less are more likely than members overall to say they shop at Shaws at least once a month.
- Co-op members who work or live in the tertiary market area, those with a household income below $45,000, those aged 18 to 34, and those who primarily shop at the White River Jct. - Maple Street location are more likely than members overall to say they shop at the Upper Valley Food Co-op at least once a month.
- Co-op members who are dissatisfied as a member and those who live outside of the market area are more likely than members overall to shop at Market Basket at least once a month.

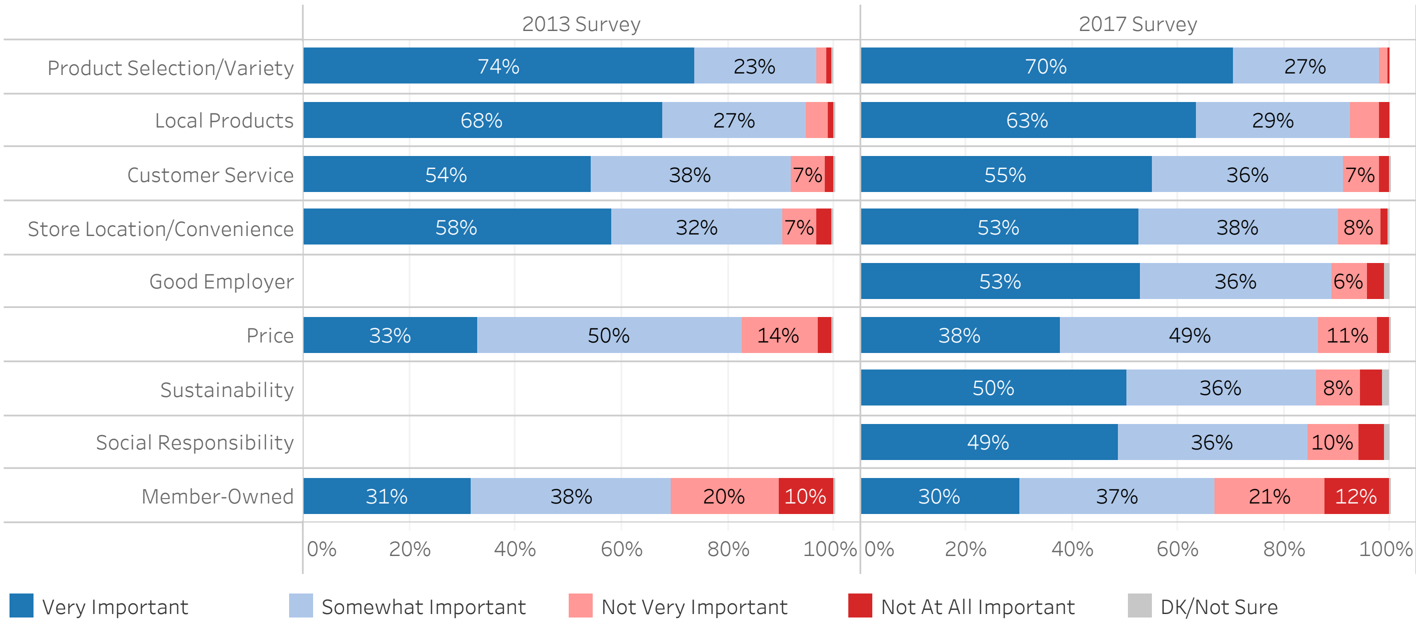
Figure 4b: Other Shopping Locations Visited Once per Month - By Demographics



Hanover Co-op Overall

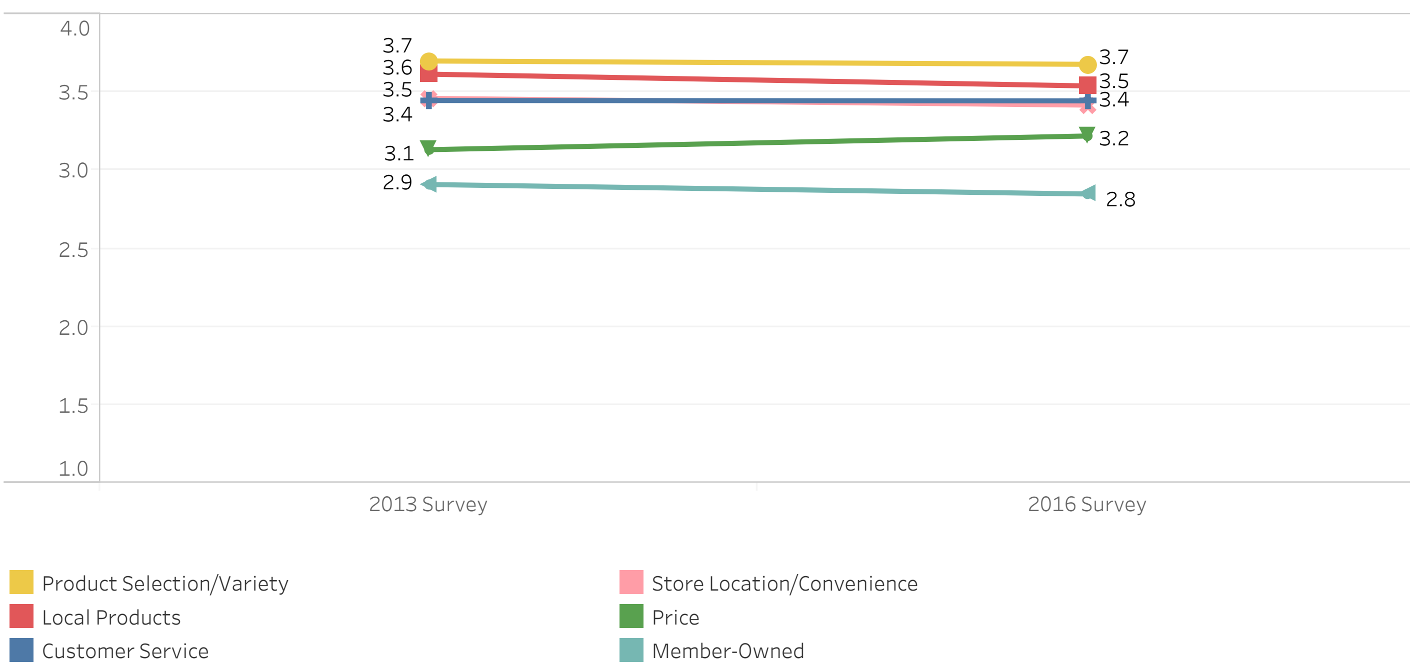
Nearly all Hanover Co-op members (97%) say that product selection or variety is a very (70%) or somewhat (27%) important factor when they decide to buy groceries at the Co-op. Large majorities of members say the same about the availability of local products (92%), customer service (91%), store location/convenience (91%), being a good employer (89%), price (87%), sustainability (86%), and social responsibility (85%). Only two-thirds of Co-op members (67%) said the fact that the Co-op is member-owned was very (30%) or somewhat (36%) important factor to them.

Figure 5a: How important are these factors when you decide to buy groceries at the Co-op?



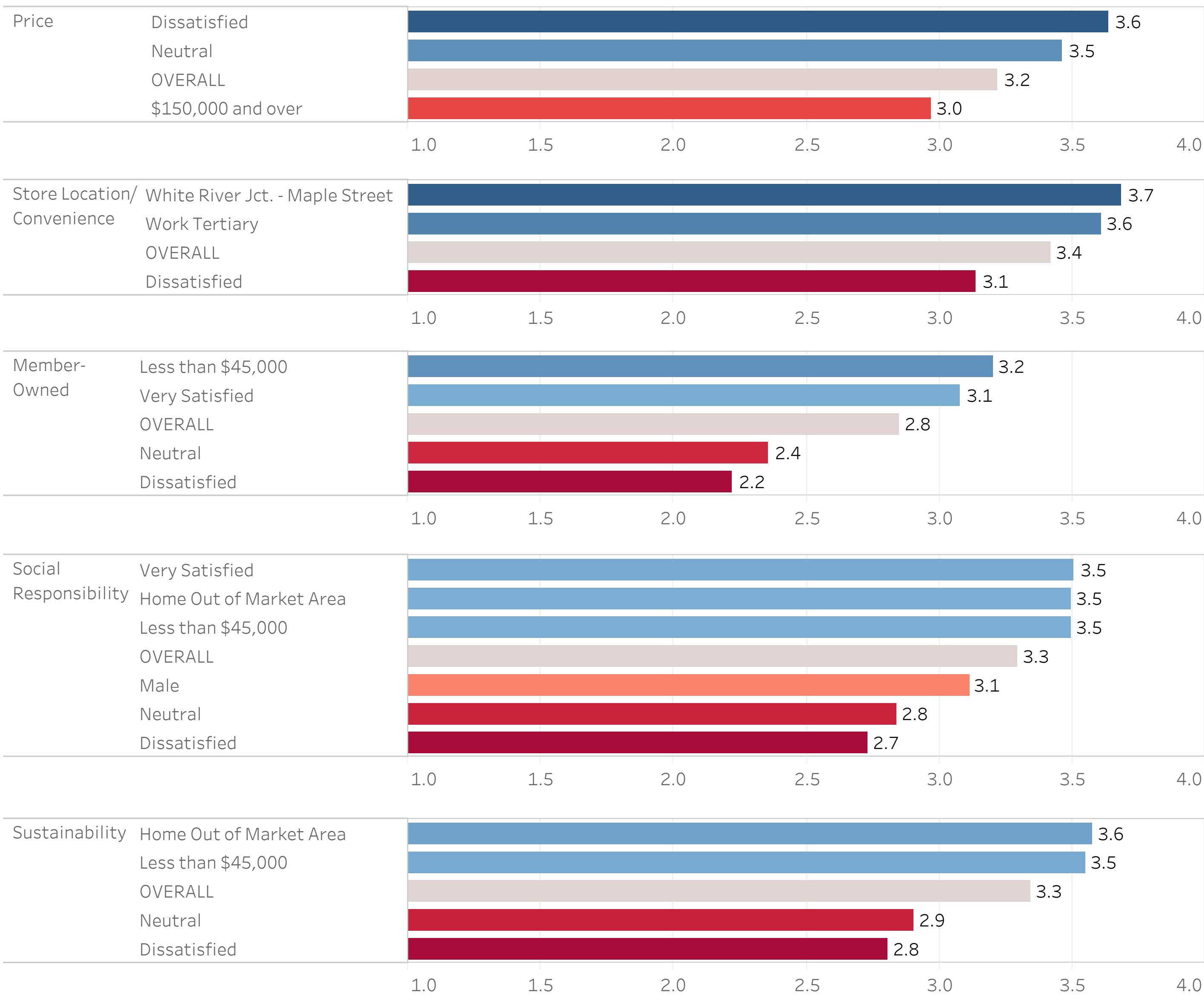
On a scale where "very important" equals 4 and "not at all important" equals 1, respondents' on average place the greatest importance when they decide to buy groceries at the Co-op on product selection/variety (3.7) while the least important value is that the store is member-owned (2.8). There have been no significant changes since 2013.

Figure 5b: Factors' Importance When Deciding to Buy Groceries at the Co-op? - Average Response
(4=Very Important, 1= Not at All Important)



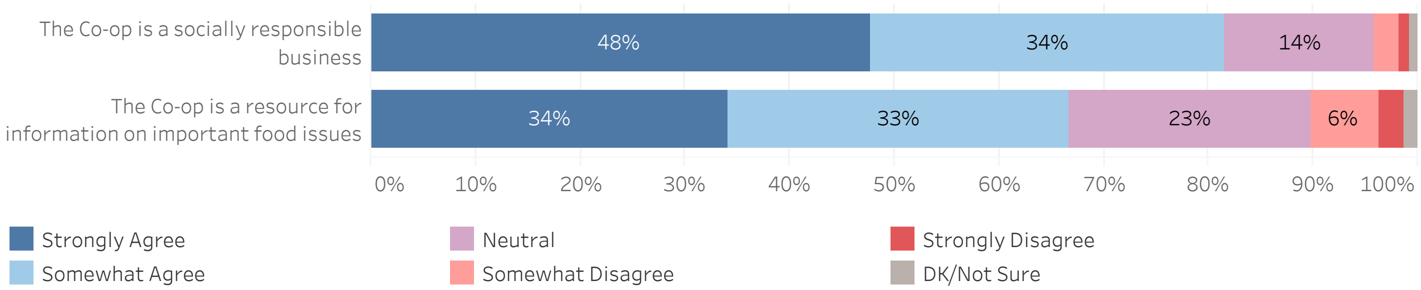
- Co-op members who are dissatisfied or neutral as a member place greater importance than members overall on the store's pricing when deciding to buy groceries at the Co-op. Those with a household income of $150,000 or more place less importance on this factor.
- Co-op members who primarily shop at the White River Jct. - Maple Street location and those who work in the tertiary area place greater importance than members overall on store location or convenience when deciding to buy groceries at the Co-op. Those who are dissatisfied as a member place less importance on this factor.
- Co-op members with a household income below $45,000 and those who are very satisfied with the Co-op place greater importance than members overall on the store being member-owned when deciding to buy groceries there. Those who are neutral or dissatisfied as a member place less importance on this factor.
- Co-op members who are very satisfied as a member, those who live outside of the market area, and those with a household income below $45,000 place greater importance than members overall on the store's social reponsibility when deciding to buy groceries at the Co-op. Men and those who are neutral or dissatisfied as a member place less importance on this factor.
- Co-op members who live outside of the market area and those with a household income below $45,000 place greater importance than members overall on the store's sustainability when deciding to buy groceries at the Co-op. Those who are neutral or dissatisfied as a member place less importance on this factor.

Figure 5c: Mean Importance When Deciding to Buy Groceries at the Co-op - By Demographics
(4=Very Important, 1= Not at All Important)



More than three-quarters (82%) of Co-op members agree the Co-op is a socially responsible business (48% strongly, 34% somewhat) while only 3% of members somewhat (2%) or strongly disagree (1%). Two-thirds of Hanover Co-op members (67%) strongly (34%) or somewhat (33%) agree the Co-op is a resource for information on important food issues, while very few members somewhat (6%) or strongly (3%) disagree)

Figure 6a: Please indicate your level of agreement with the following statements…



- Co-op members who are very satisfied as a member and those who live outside of the market area express greater agreement than members overall that the Co-op is a socially responsible business while those who are neutral or dissatisfied as a member express lower agreement.
- Co-op members who are very satisfied as a member, those who work in the tertiary market area, and those with a household income below $45,000 express greater agreement than members overall that the Co-op is a resource for information on important food issues. Those who have been a member for 2 years or less and those who are neutral or dissatisfied as a member express lower agreement.

Figure 6b: Mean Agreement Co-op is a Socially Responsible Business - By Demographics
(5=Strongly Agree, 1= Strongly Disagree)

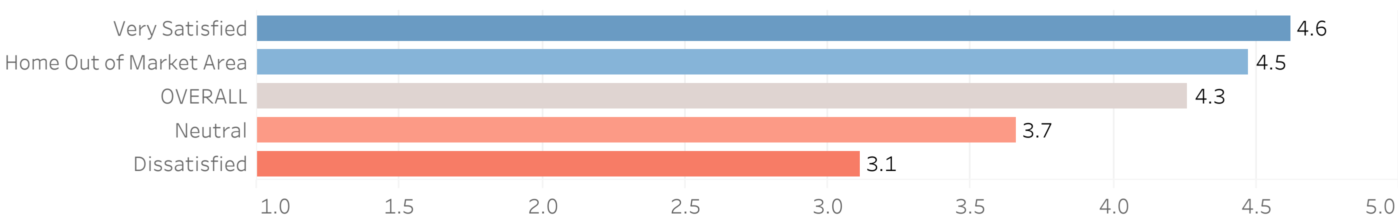
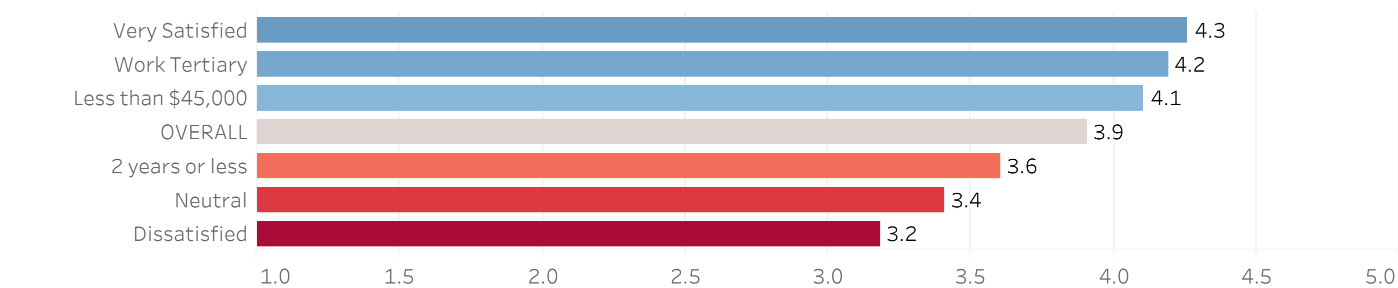
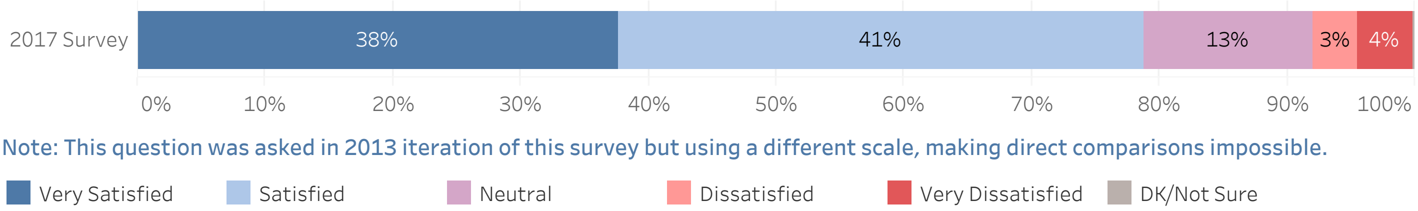


Figure 6c: Mean Agreement Co-op is a Resource for Information on Important Food Issues - By Demographics
(5=Strongly Agree, 1= Strongly Disagree)



More than three-quarters of Hanover Co-op members (79%) are very satisfied (38%) or satisfied (41%) as a member of the Co-op. Thirteen percent described themselves as neutral, while 7% are dissatisfied (3%) or very dissatisfied (4%).

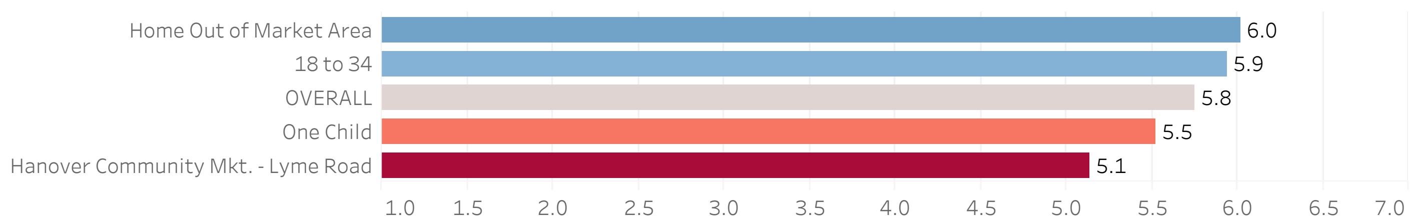
Figure 7a: Overall, how satisfied are you as a member of the Co-op?



Note: This question was asked in 2013 iteration of this survey but using a different scale, making direct comparisons impossible.

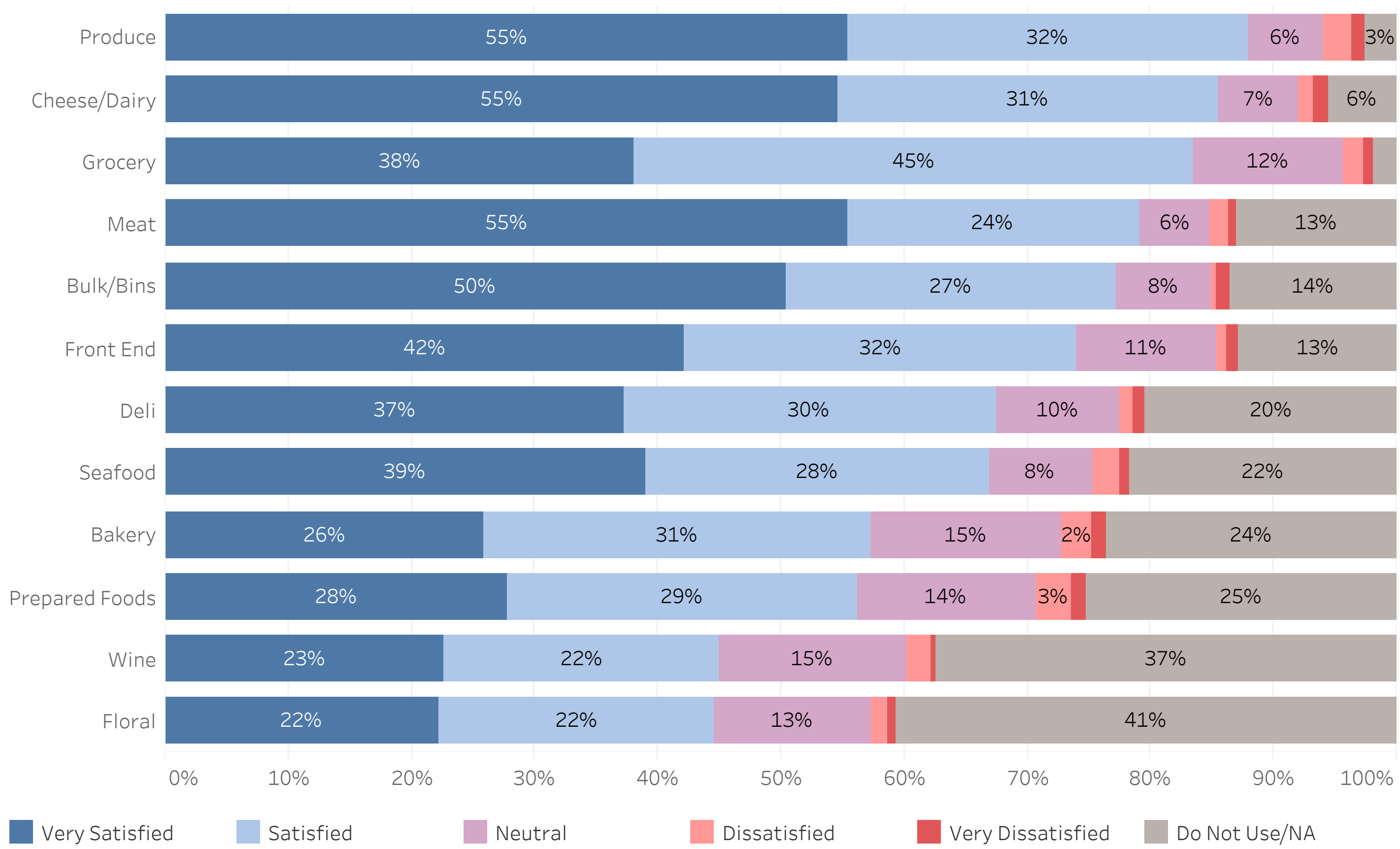
- Co-op members who live outside of the market area and those aged 18 to 34 express greater satisfaction as a member of the Co-op than members overall while those with one child in their household and those who primarily shop at the Hanover Community Mkt. - Lyme Road location express lower satisfaction.

Figure 7b: Satisfaction as a Member of the Co-op - By Demographics
(7=Very Satisfied, 1= Very Dissatisfied)



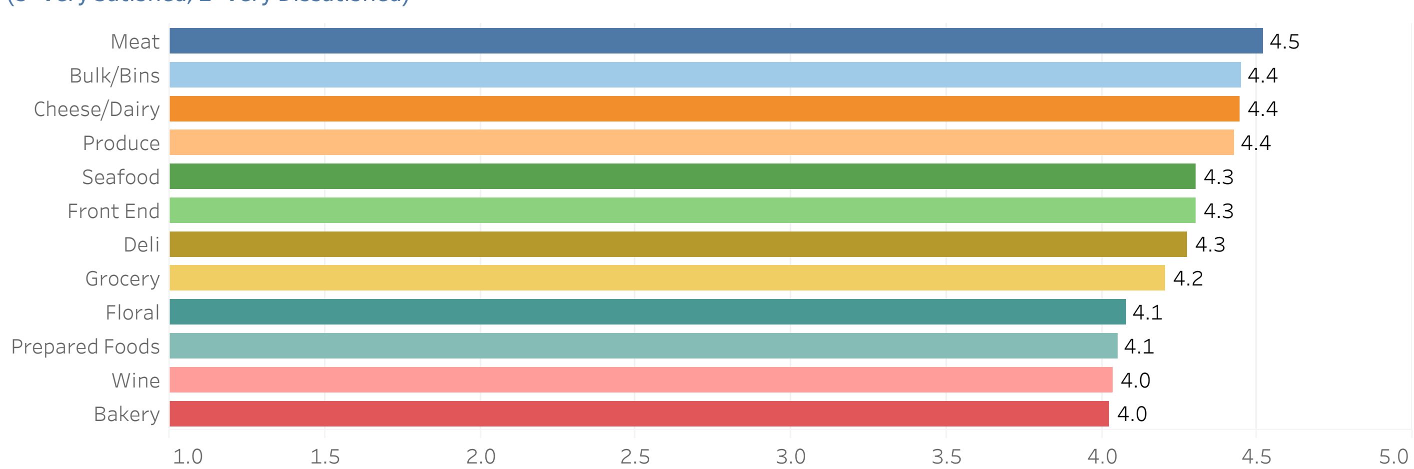
Hanover Co-op members are most likely to say they are very satisfied or satisfied with the produce (87%), cheese/dairy (86%), grocery (83%), meat (79%), and bulk/bins (77%) departments. Members are least likely to be satisfied with the wine (45%) and floral (44%) departments though many respondents report that they do not use these departments.

Figure 8a: How satisfied are you with each of the following Co-op departments?



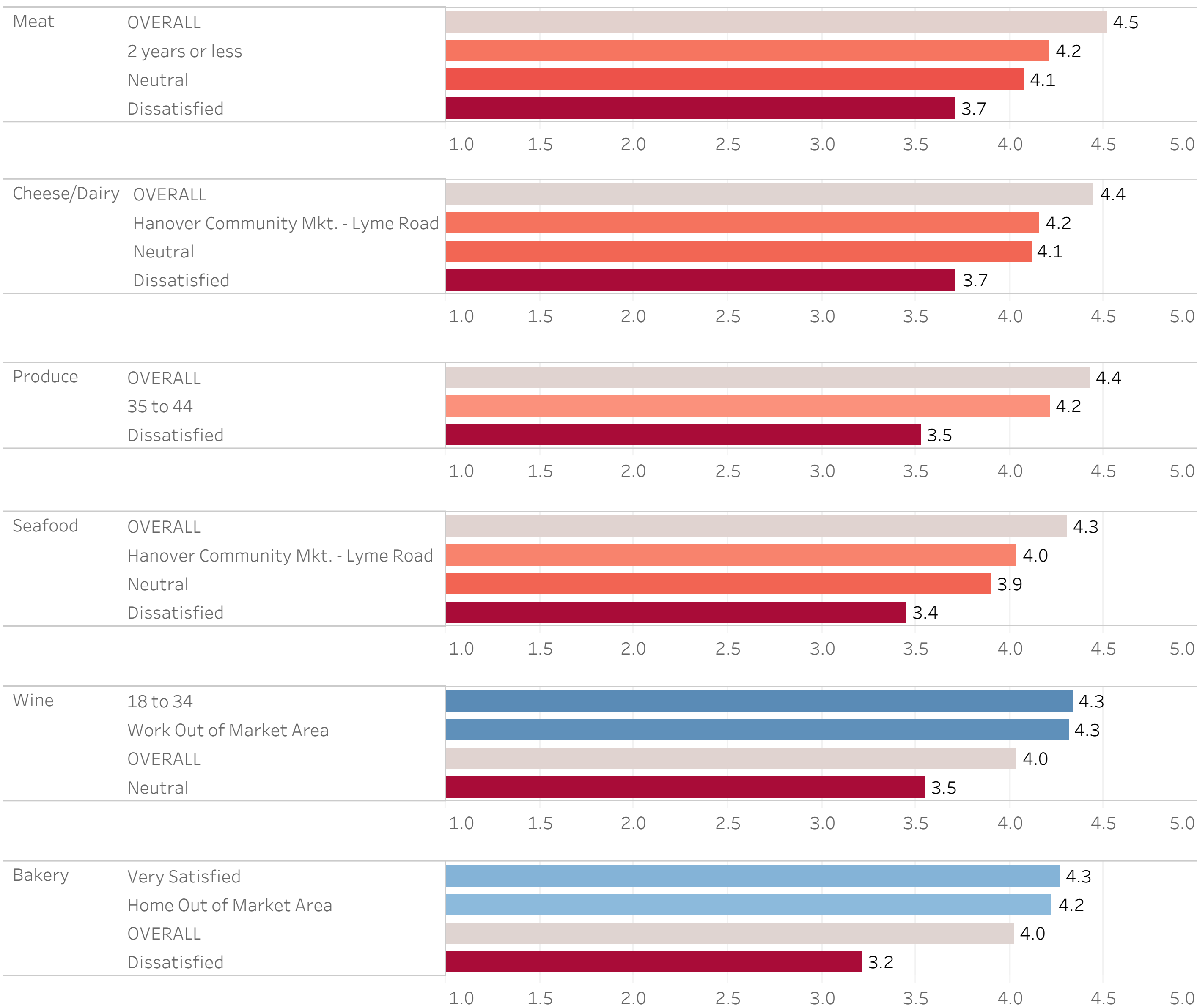
On a scale where "very satisfied" equals 5, "very dissatisfied" equals 1 and do not use/NA is excluded, Co-op members report the greatest average satisfaction with the meat department (4.5), followed by bulk/bins (4.4), cheese/dairy (4.4), and produce (4.4). Co-op members have the lowest satisfaction on average with the wine (4.0) and bakery (4.0) departments, though both earn a score indicating the average member is satisfied.

Figure 8b: Mean Satisfaction with Co-op Departments - Average Response
(5=Very Satisfied, 1=Very Dissatisfied)



- Co-op members who have been members for 2 years or less and those who are neutral or disatisfied as a member express lower satisfaction with the meat department than members overall.
- Co-op members who primarily shop at the Hanover Community Mkt. - Lyme Road location and those who are neutral or dissatisfied as a member express lower satisfaction with the cheese/dairy department than members overall.
- Co-op members aged 35 to 44 and those who are dissatisfied as a member express lower satisfaction with the produce department than members overall.
- Co-op members who primarily shop at the Hanover Community Mkt. - Lyme Road location, and those who are neutral or dissatisfied as a member express lower satisfaction with the seafood department than members overall.
- Co-op members aged 18 to 34 and those who work outside of the market area express greater satisfaction with the wine department than members overall. Those who are neutral as a member express lower satisfaction.
- Co-op members who are very satisfied as a member and those who live outside of the market area express greater satisfaction with the bakery department than members overall. Those who are dissatisfied as a member express lower satisfaction.

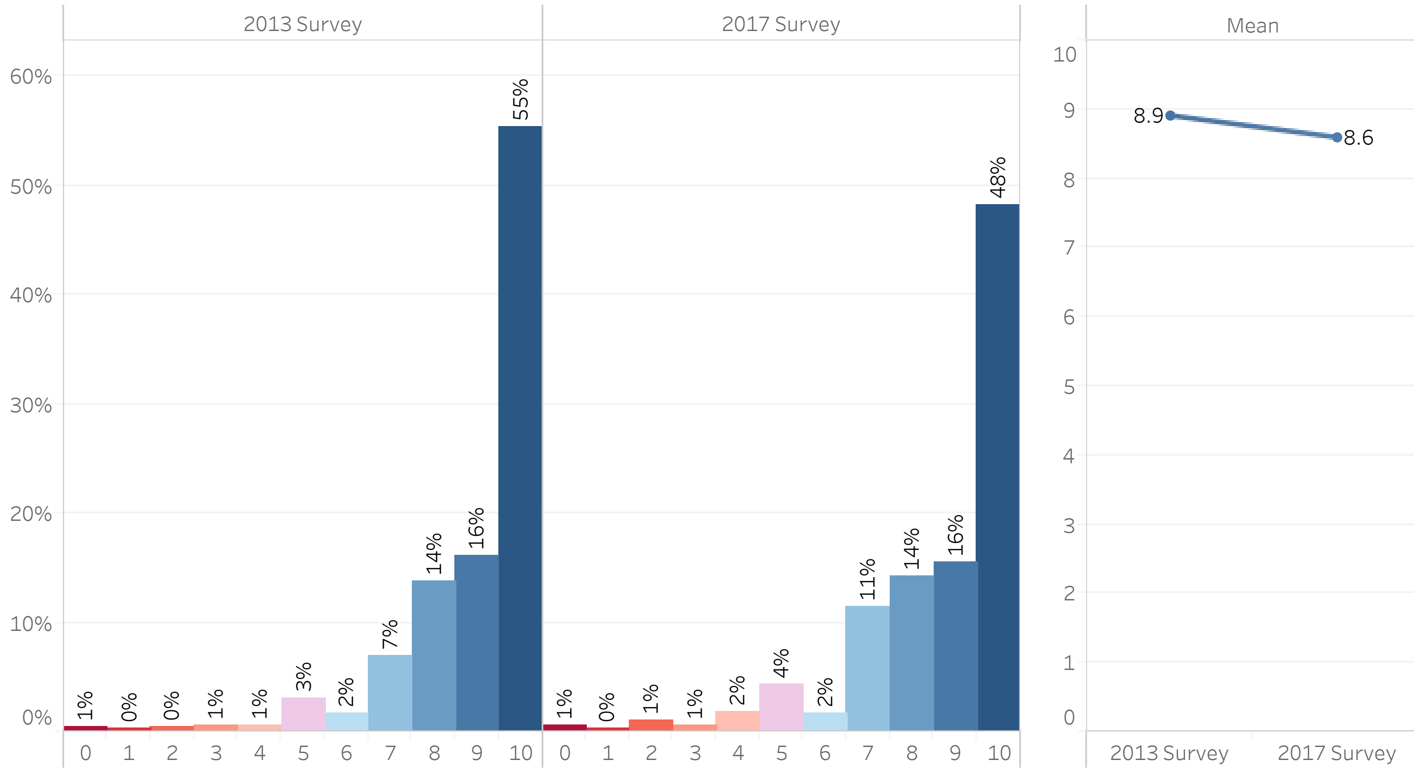
Figure 8c: Mean Satisfaction with Co-op Departments - By Demographics
(5=Very Satisfied, 1= Very Dissatisfied)



Hanover Co-op Ratings

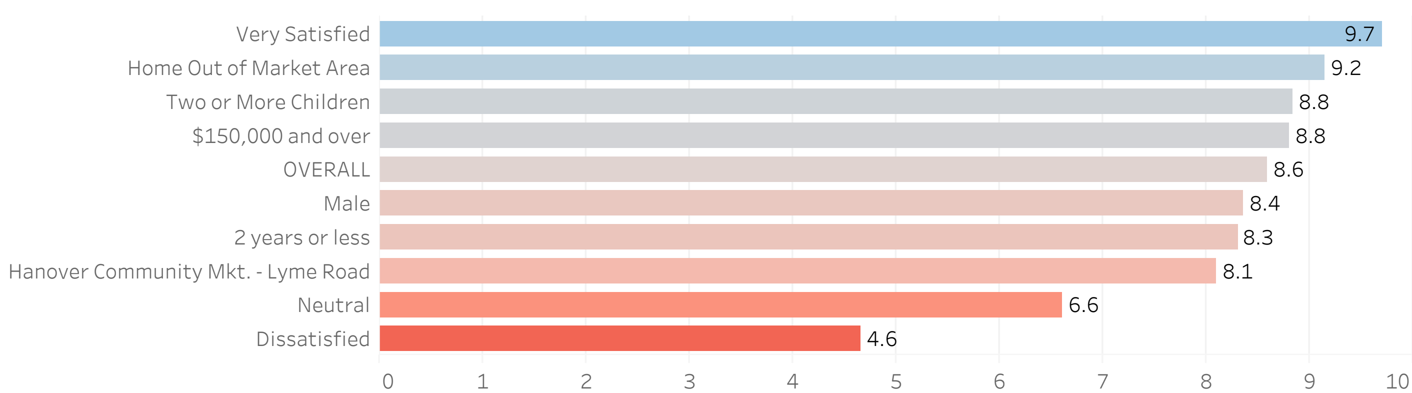
Nearly two-thirds of Hanover Co-op members (64%) place themselves at a 10 or 9 (promoters) on a 0-10 scale gauging their likelihood of recommending the Co-op to family members, friends or colleagues. A quarter of Co-op members (25%) place themselves at a 7 or 8 (passives), and 11% between 0 and 6 (detractors). The proportion of members who are promoters (64%) has declined somewhat since 2013 (71%), and the average response this year (8.6) decreased since 2013 (8.9). However, the Net Promoter Score (promoters minus detractors) remains quite high at +53%, slightly down from +63% in 2013.

Figure 9a: Considering your overall experience with the Co-op, how likely would you be to recommend the Co-op to family members, friends, or colleagues?
(10=Extremely Likely, 0=Not At All Likely)



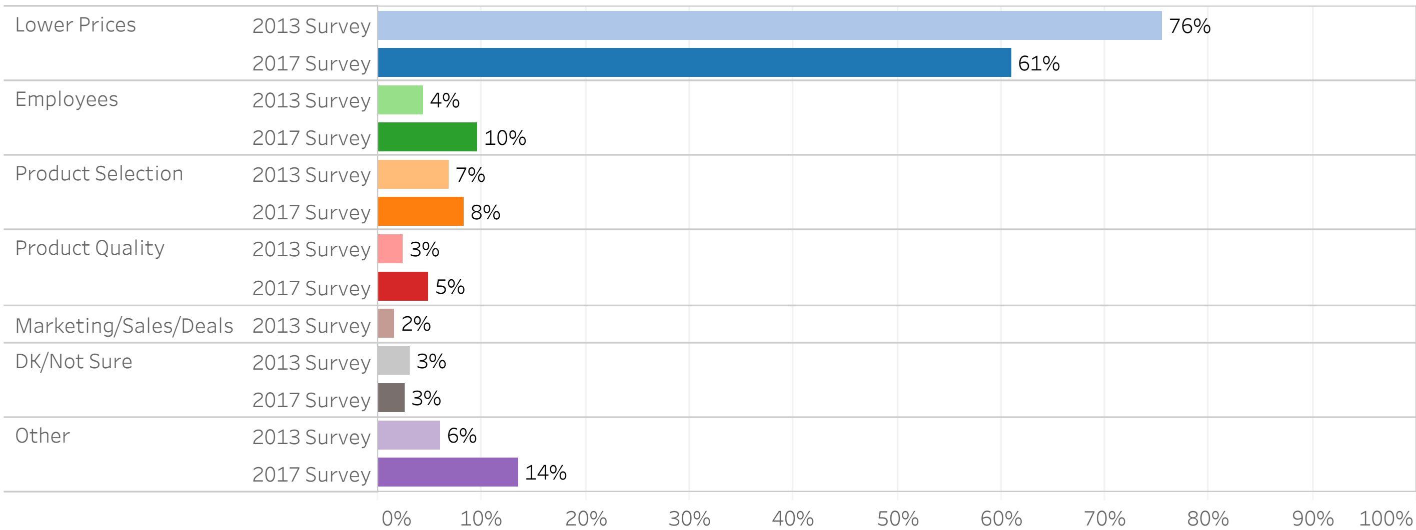
- Co-op members who are very satisfied as a member, those who live outside of the market area, those with two or more children in their household, and those with a household income of $150,000 or more are more likely than members overall to recommend the Co-op to family members, friends or colleagues. Men, those who have been a member for 2 years or less, those who primarily shop at the Hanover Community Mkt. - Lyme Road location, and those who are neutral or dissatisfied as a member are less likely to recommend the Co-op.

Figure 9b: Mean Likelihood of Recommending - By Demographics
(10=Extremely Likely, 0=Not At All Likely)



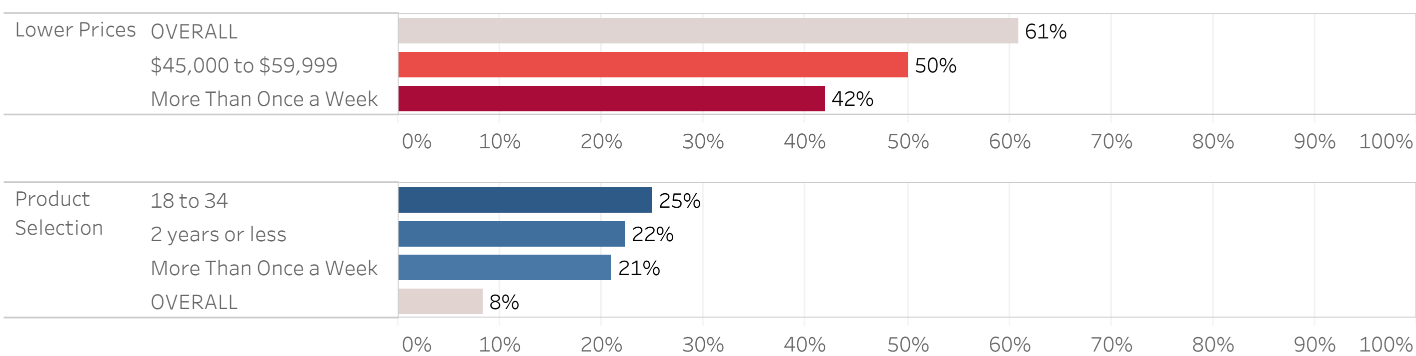
Among Hanover Co-op members who placed themselves at an 8 or lower on a 0 to 10 scale gauging their likelihood of recommending the Co-op to family members, friends or colleagues (N=310), nearly two-thirds (61%) say the Co-op can earn a score of 9 or 10 in the future by lowering prices. Smaller proportions say the Co-op can earn a higher score by making improvements with their employees (10%), improving product selection (8%), or improving product quality (5%), while 17% mentioned something else or didn't know. While a majority of members said the Co-op could earn a better score through lower prices (61%), fewer respondents said so than in 2013 (76%).

Figure 10a: What can we do in the future to earn a score of 9 or 10? (coded)



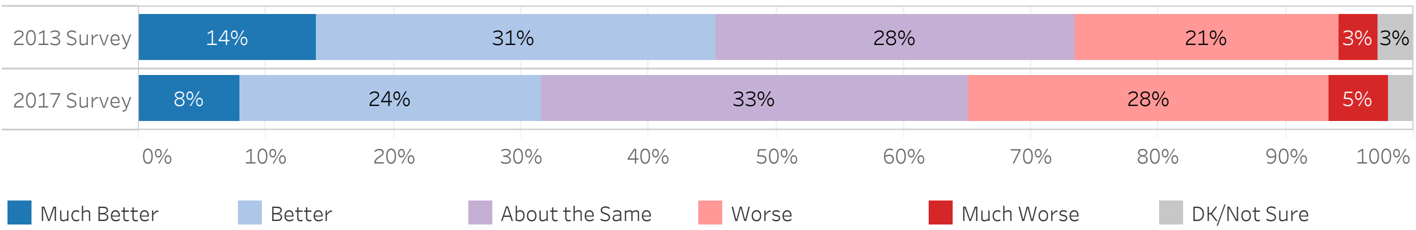
- Co-op members with a household income between $45,000 and $59,999 and those who shop at the Co-op more than once a week are less likely than members overall to say the Co-op can earn a score of 9 or 10 by lowering prices.
- Co-op members aged 18 to 34 those who have been members for 2 years or less and those who shop at the Co-op more than once a week are more likely than members overall to say the Co-op can earn a score of 9 or 10 by improving product selection.

Figure 10b: Can do to earn a score of 9 or 10? - By Demographics



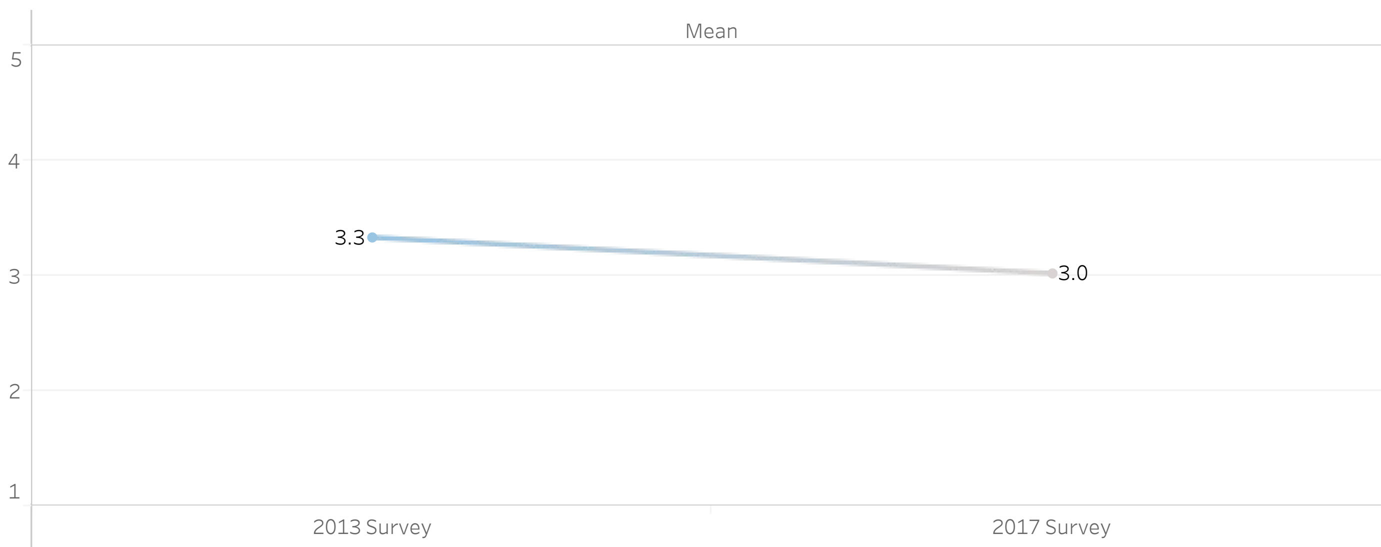
Hanover Co-op members are closely divided in their opinions on how the Co-op compares to other grocery stores in terms of providing good value for money. Nearly one-third of members (32%) believe the Co-op is much better (8%) or better (24%) than other stores, while another 33% believe the Co-op is about the same. A third (33%) believe the Co-op is worse (28%) or much worse (5%) than other grocery stores and 2% don't know. The proportion of members who say the Co-op is better or much better than other grocery stores in providing good value for money (32%) has declined since 2013 (45%), while the proportion who say the Co-op is worse or much worse than others (33%) has increased somewhat since 2013 (24%).

Figure 11a: How does the Co-op compare to other grocery stores in terms of providing good value for the money?



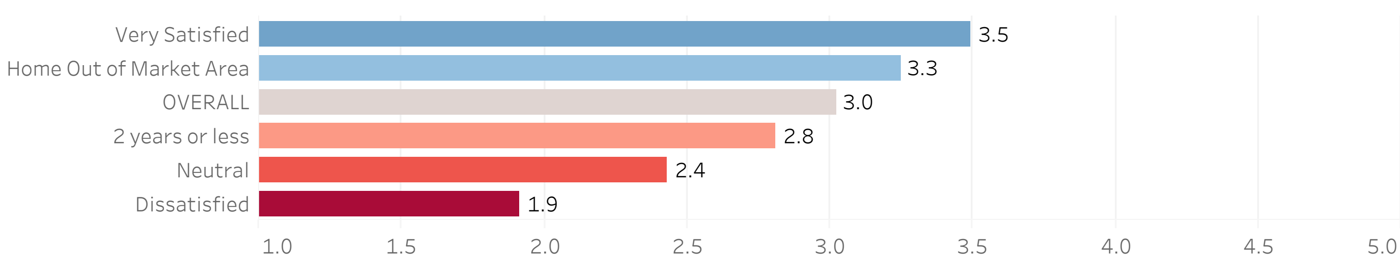
On a scale where "much better" equals 5, "much worse" equals 1, and those who don't know or are unsure are excluded, Co-op members average a score of 3.0, slightly lower than in 2013 (3.3).

Figure 11b: How does the Co-op compare to other grocery stores in terms of providing good value for the money? - Average Response
(5=Much Better, 1=Much Worse)



- Co-op members who are very satisfied as a member and those who live outside of the market area are more likely than members overall to think that the Co-op provides better value for money than other grocery stores, while those who have been members for 2 years or less and those who are neutral or dissatisfied as a member are less likely to think so.

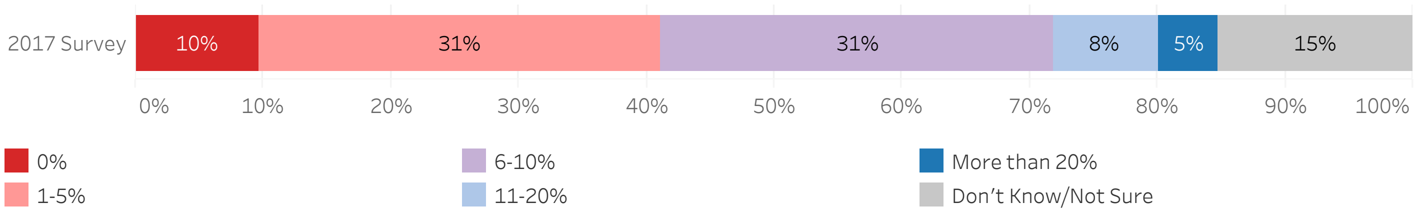
Figure 11c: How does the Co-op compare to other grocery stores in terms of providing good value for the money? Mean by Demographics
(5=Much Better, 1=Much Worse)



Shopping Considerations

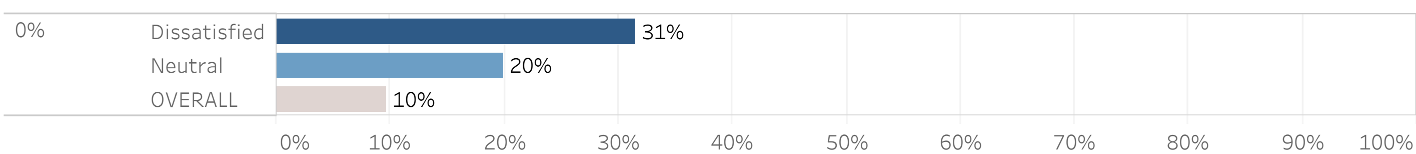
Ten percent of Hanover Co-op members are unwilling to pay any additional amount for products from the Co-op than they would from other stores, while nearly one-third (31%) say they are willing to pay between 1-5% more. An additional 31% are willing to spend 6-10% more, 8% would spend 11-20% more, and 5% are willing to spend more than 20% more for products from the Co-op, while 15% don't know or are unsure.

Figure 12a: How much are you willing to pay more for products from the Co-op than you would from other stores?



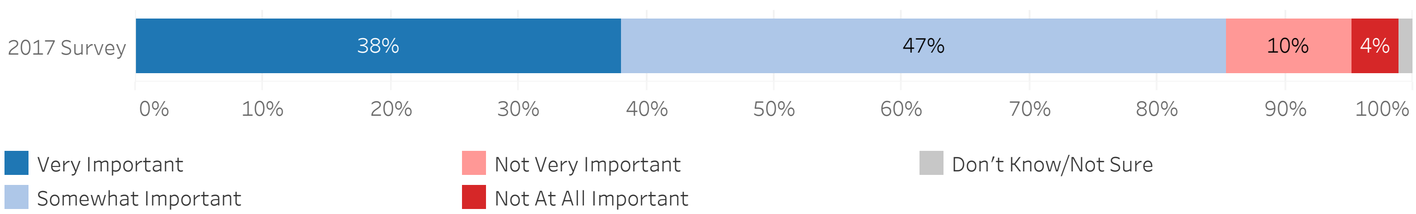
- Co-op members who are dissatified or neutral as a member are more likely than members overall to say they are unwilling to spend any more for products from the Co-op than from other stores.

Figure 12b: Amount Willing to Pay More for Co-op Products - By Demographics



More than one-third (38%) of Hanover Co-op members say that when making a decision about where to shop, it is very important to them whether a business is locally-owned, while nearly half (47%) say it is somewhat important. Fourteen percent of Co-op members say it is not very (10%) or not at all (4%) important, while 1% don't know or are unsure.

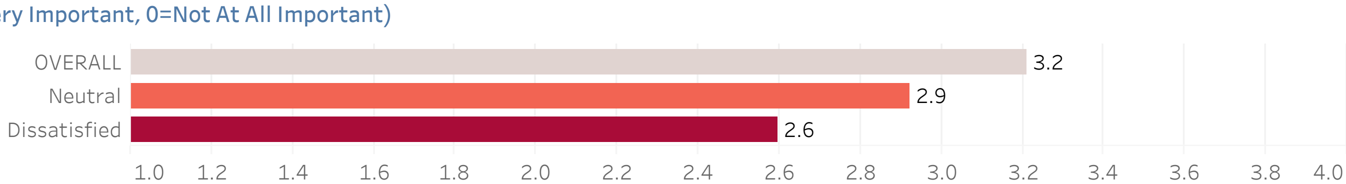
Figure 13a: When making decisions about where to shop, how important of a consideration is whether a business is locally-owned?



- Co-op members who are neutral or dissatisfied as a member are less likely than members overall to say that when making a decision about where to shop, it is important to them whether a business is locally-owned.

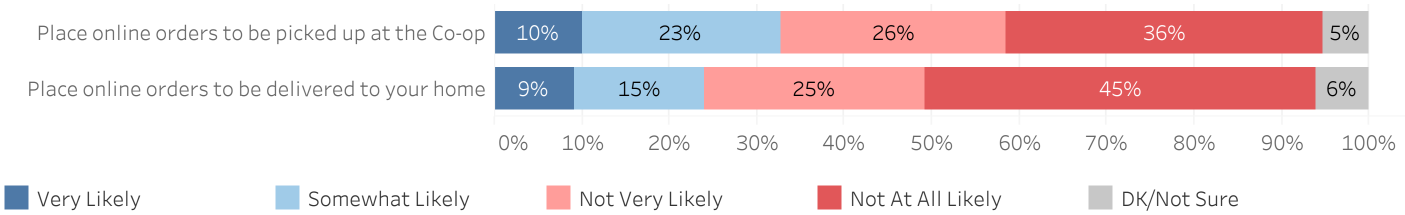
Figure 13B: Mean Importance of Business Being Locally-Owned - By Demographics

(4=Very Important, 0=Not At All Important)



One-third of Hanover Co-op members (33%) would be very (10%) or somewhat (23%) likely to use a Co-op service to place online orders to be picked up at the Co-op. A quarter (26%) say they are not very likely to use such as service while more than a third (36%) say they are not at all likely to do so and 5% don't know or are unsure. Fewer respondents would be likely to use a service to place online orders to be delivered to their home. Less than a quarter (24%) of members are very (9%) or somewhat (15%) likely to use such as service while 70% are not very (25%) or not at all likely (45%) to place online orders to be delivered to their home.

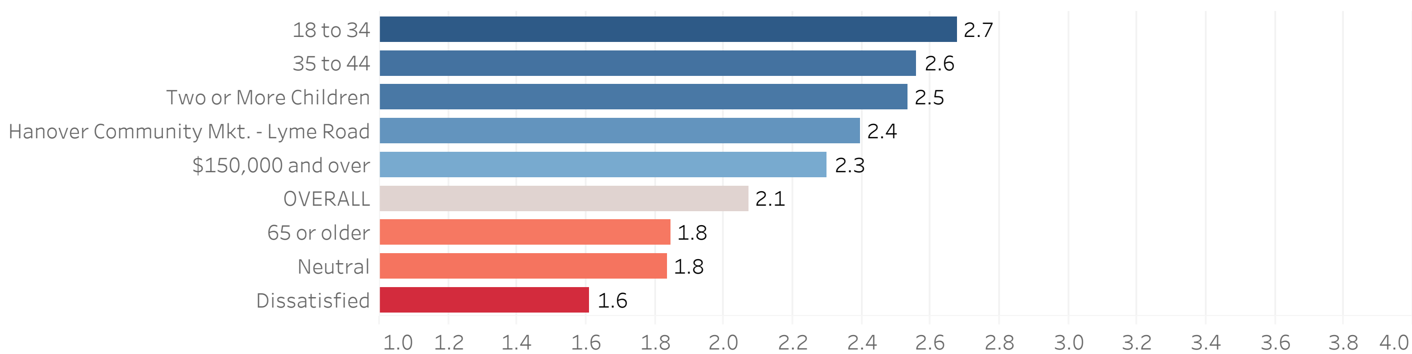
Figure 14a: Please indicate how likely you would be to use the following potential Co-op services?



- Co-op members aged 18 to 44, those with two or more children, those who primarily shop at the Hanover Community Mkt. - Lyme Road location, and those with a household income of $150,000 or more are more likely than members overall to say they would use a service to place online orders to be picked up at the Co-op. Members aged 65 or older and those who are neutral or dissatisfied as a member are less likely to use such a service.

Figure 14b: Mean Likelihood of Placing Online Orders Picked Up at the Co-op - By Demographics

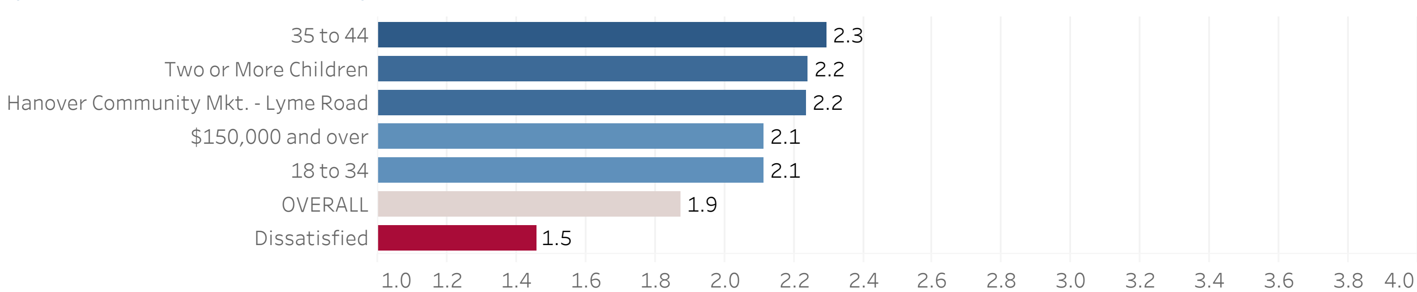
(4=Very Likely, 0=Not At All Likely)



- Co-op members aged 18 to 44, those with two or more children, those who primarily shop at the Hanover Communty Mkt. - Lyme Road location, and those with a household income of $150,000 or more are more likely than members overall to say they would use a service to place online orders with the Co-op to be delivered to their home. Those who are dissatisfied as a member are less likely to use such a service.

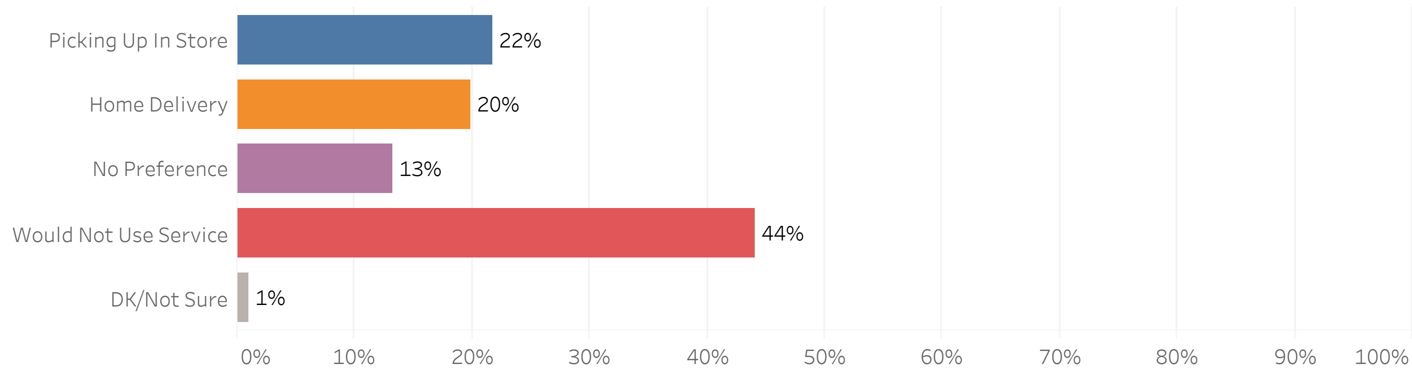
Figure 14c: Mean Likelihood of Placing Online Orders Delivered to Home - By Demographics

(4=Very Likely, 0=Not At All Likely)



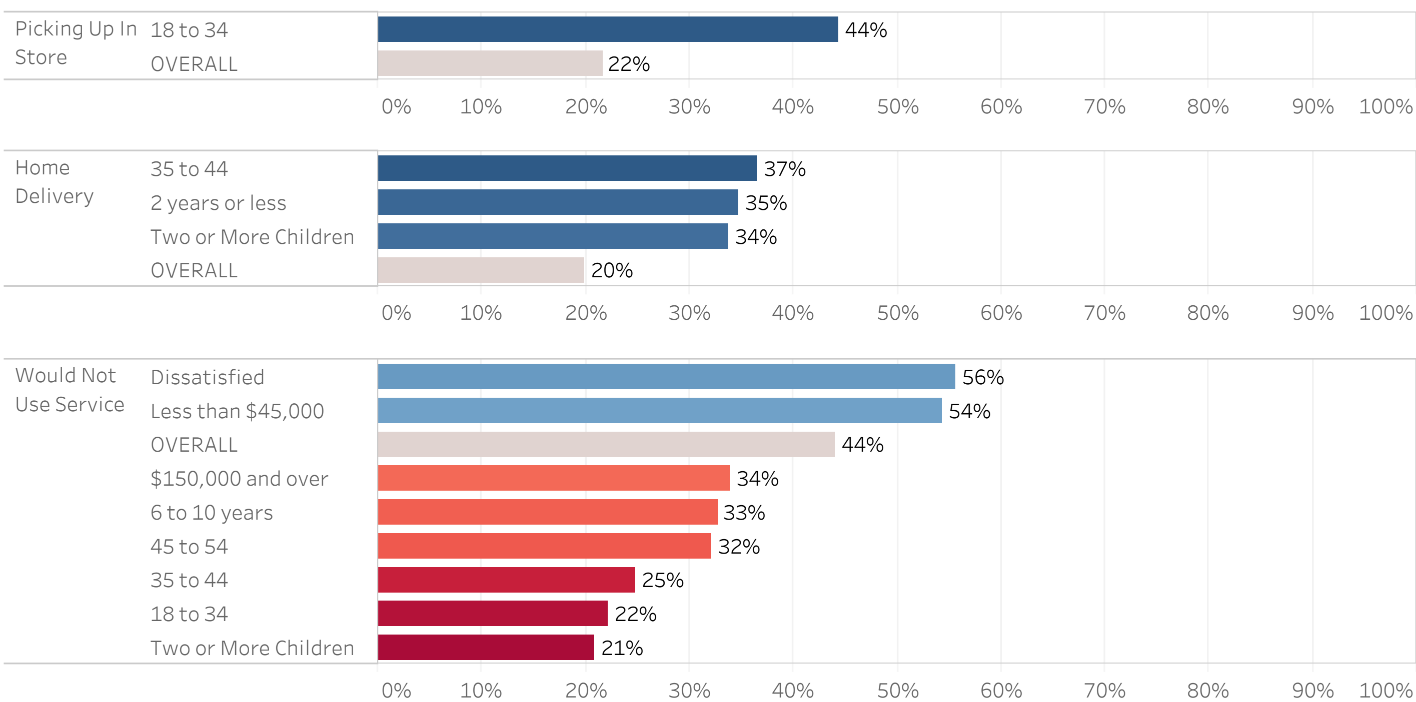
If an online ordering service was available from the Co-op, 22% of Hanover Co-op members would prefer picking up their order in store, while slightly fewer (20%) would prefer home delivery and 13% have no preference. Nearly half of Co-op members (44%) say they would not use an online ordering service and 1% don't know or are unsure.

Figure 15a: If an online ordering service was available, would you prefer...



- Co-op members aged 18 to 34 are more likely than members overall to say that if an online ordering service was available they would prefer picking up groceries in the store.
- Co-op members aged 35 to 44, those who have been members for 2 years or less, and those with two or more children are more likely than members overall to say that if an online ordering service was available they would prefer home delivery.
- Co-op members who are dissatisfied as a member and those with a household income below $45,000 are more likely than members overall to say they would not use an online ordering service. Those with a household income of $150,000 or more, those who have been members for 6 to 10 years, those aged 18 to 54, and those with two or more children in their household are less likely than members overall to say they wouldn't use an online ordering service.

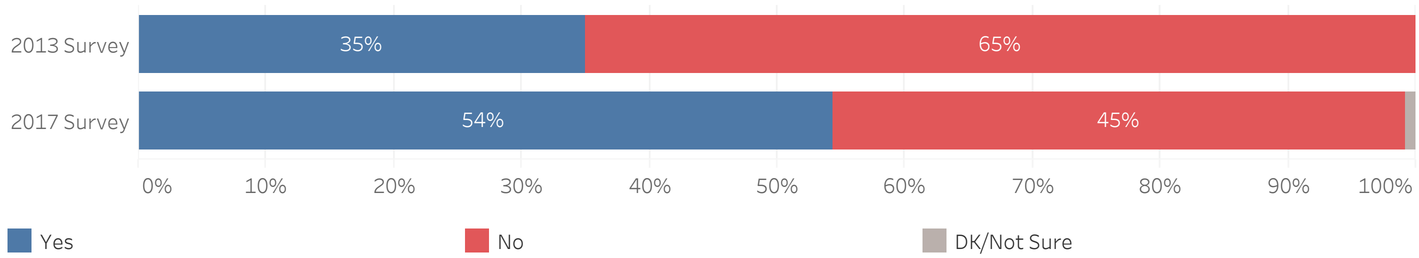
Figure 15b: If an online ordering service was available, would you prefer... By Demographics



Membership

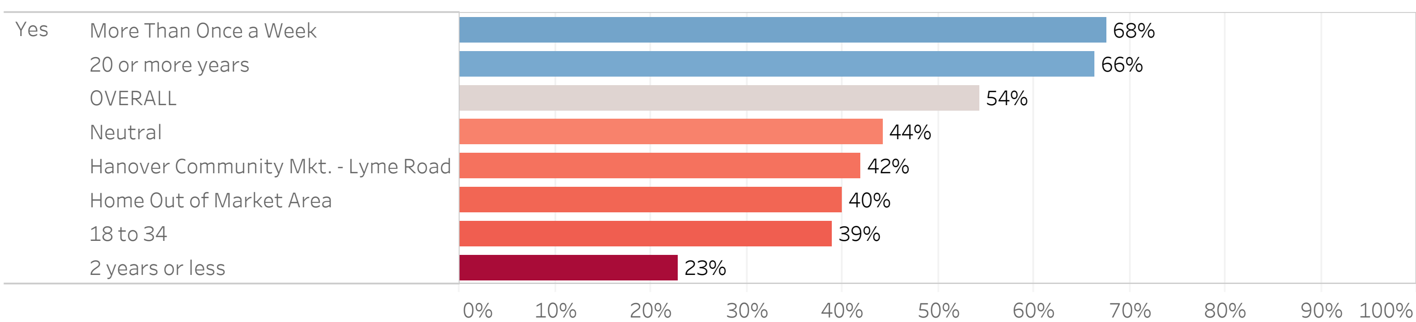
More than half (54%) of Hanover Co-op members say they voted in the Co-op Board election at least once in the past 3 years, while 45% say they did not and 1% were unsure. This represents a substantial increase from when the question was asked in 2013, when only 35% of Co-op members reported having voted in the Board election at least once in the previous 3 years.

Figure 16a: Did you vote in the Co-op Board election at least once in the last 3 years?



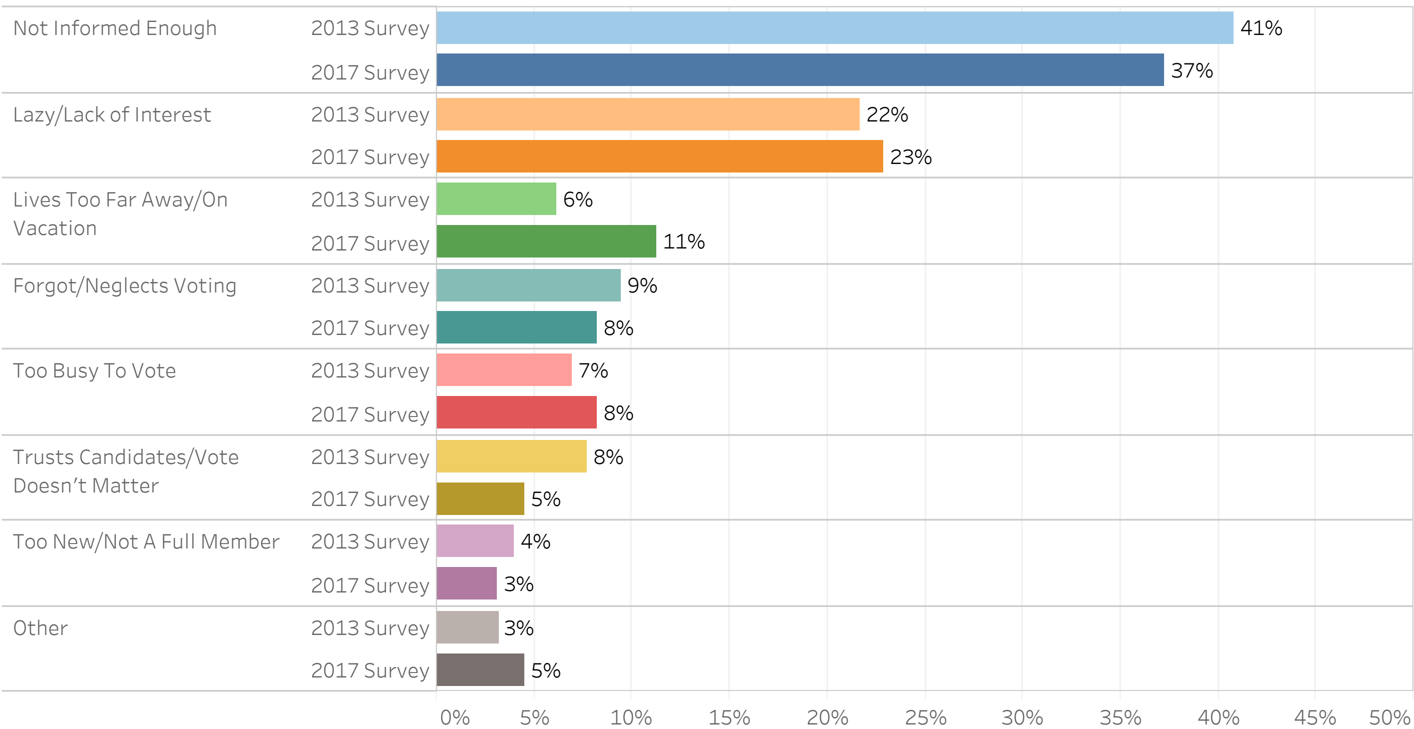
- Co-op members who shop at the Co-op more than once a week and those who have been members for 20 or more years are more likely than members overall to say they have voted in the Co-op Board election at least once in the last three years. Those who are neutral as a member, those who primarily shop at the Hanover Community Mkt. - Lyme Road location, those who live outside of the market area, those aged 18 to 34, and those who have been a member for 2 years or less are less likely than members overall to have voted at least once in the past 3 elections.

Figure 16b: Voted in Co-op Board election at least once in last 3 years - By Demographics



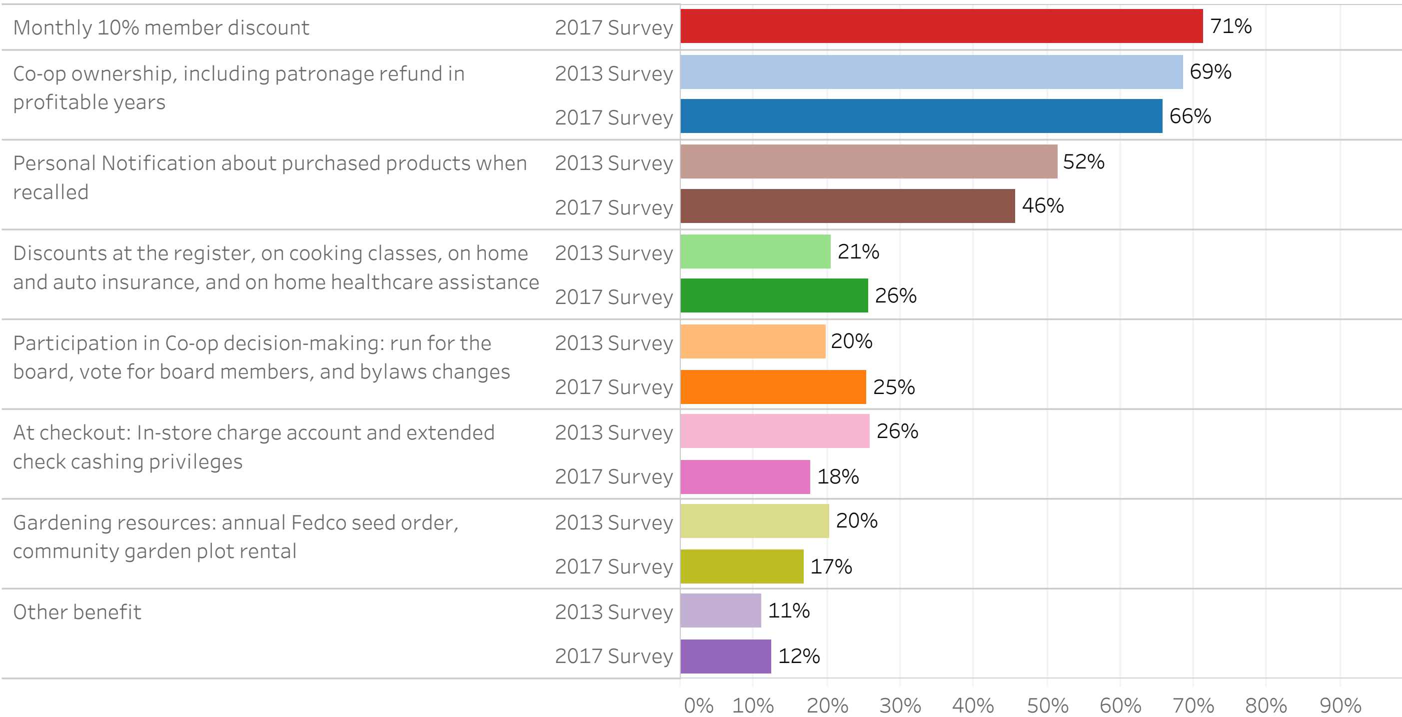
Among Hanover Co-op members who did not vote in the Co-op Board election at least once in the last 3 years and provided a reason (N=368), more than a third (37%) said it was because they were not sufficiently informed, while a quarter (23%) said it was because they were lazy or lacked interest. Smaller numbers of members said they didn't vote because they live too far away or were on vacation (11%), because they forgot or neglected to vote (8%), because they were too busy to vote (8%), because they trust the candidates or their vote doesn't matter (5%), or because they were too new or not a full member (3%). Five percent of members gave another reason. These responses were largely similar to those given in 2013.

Figure 17a: Why didn't you vote in the Co-op Board election at least once in the last 3 years?



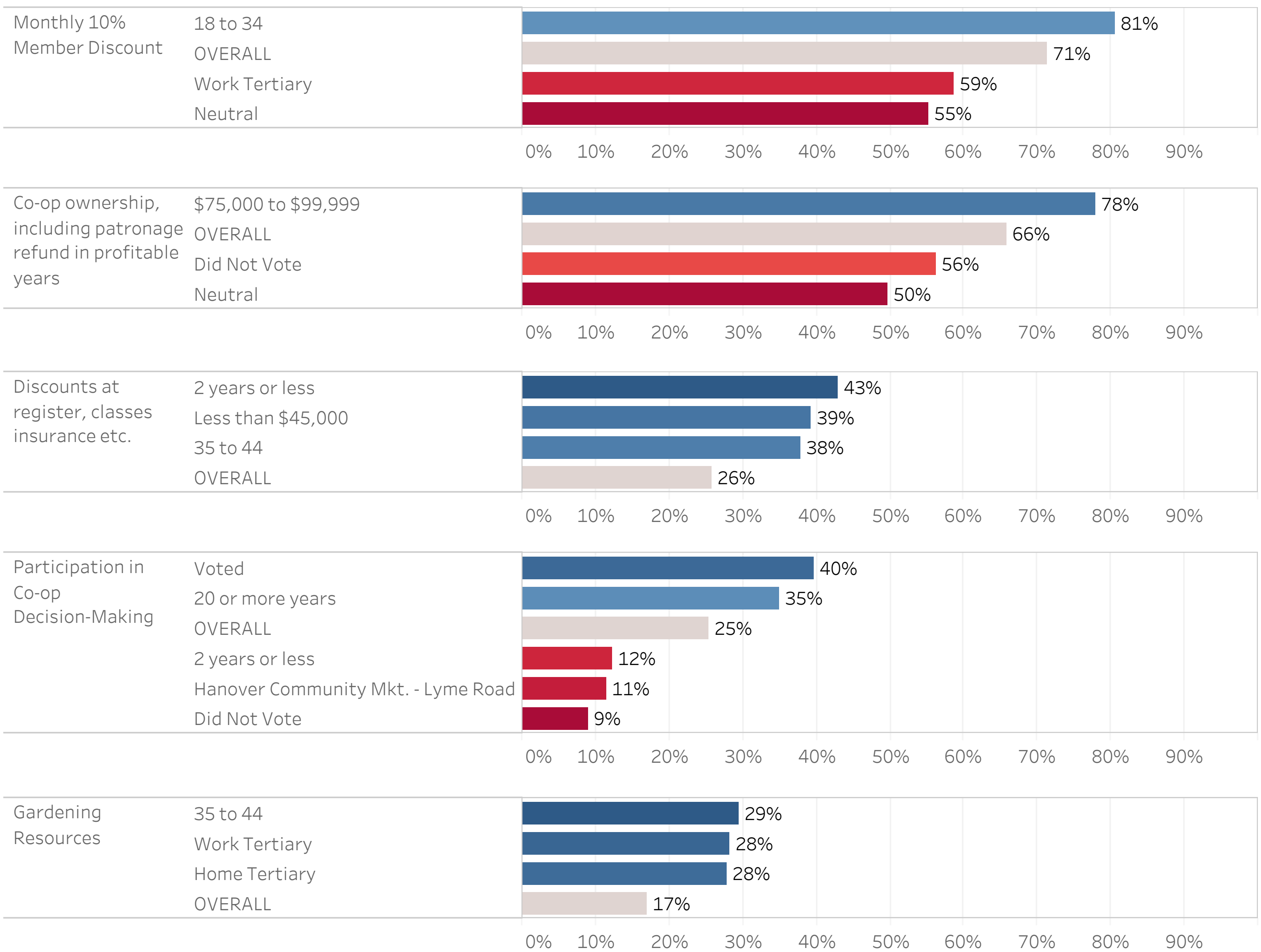
Nearly three-quarters of Hanover Co-op members (71%) believe their monthly 10% member discount is important while two-thirds (66%) say that Co-op ownership is important, and just under half (46%) say the same about personal notification about purchased products when recalled. Fewer respondents find discounts at the register, cooking class, auto insurance, and home healthcare assistance (26%), participation in Co-op decision-making (25%), checkout privileges (18%), or gardening resources (17%) to be important member benefits. A slightly smaller proportion of members find checkout privileges to be important (18%) than in 2013 (26%).

Figure 18a: Which member benefits are important to you?
(Select All That Apply)



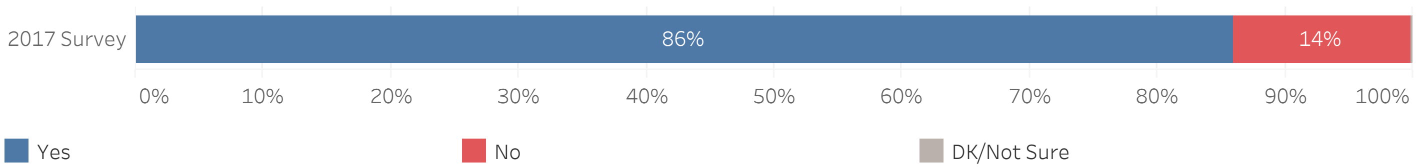
- Co-op members aged 18 to 34 are more likely than members overall to say that the monthly 10% member discount is an important benefit. Those who work in the tertiary market area and those who are neutral as a member are less likely to say so.
- Co-op members with a household income between $75,000 and $99,999 are more likely than members overall to say that Co-op ownership is an important benefit. Those who have not voted in the past three Co-op Board elections and those who are neutral as a member are less likely to say so.
- Co-op members who have been members for 2 years or less, those with a household income below $45,000, and those aged 35 to 44 are more likely than members overall to say that discounts at the register, on classes, insurance, etc. is an important benefit.
- Co-op members who voted at least once in the last three Co-op board elections and those who have been a member for 20 or more years are more likely than others to say that participation in Co-op decision-making is an important benefit. Those who have been a member for 2 years or less, those who primarily shop at the Hanover Community Mkt. - Lyme Road location, and those who have not voted in the past three Co-op Board elections are less likely to say so.
- Co-op members aged 35 to 44 and those who work or live in the tertiary market area are more likely than members overall to say that gardening resources are an important benefit.

Figure 18b: Which member benefits are important - By Demographics



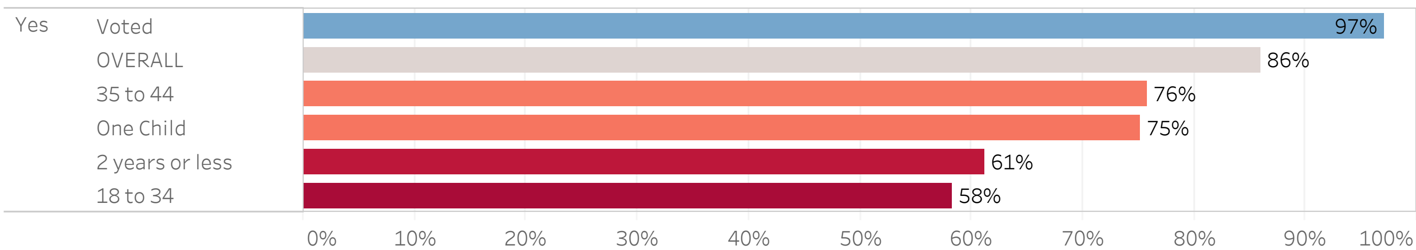
Most Hanover Co-op members (86%) are aware that voting in Co-op elections is one member, one vote, while 14% were unaware and less than 1% were unsure.

Figure 19a: Are you aware voting in Co-op elections is one member, one vote?



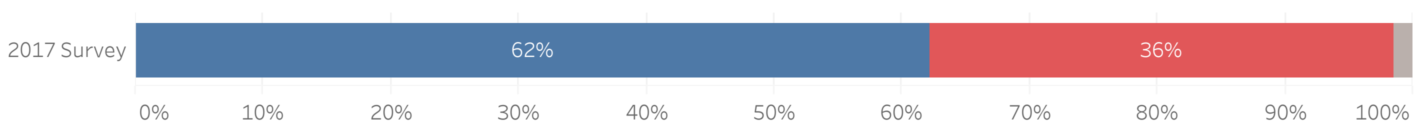
- Co-op members who voted at least once in the last three Co-op Board elections are more likely than members overall to be aware that voting in Co-op elections is one member, one vote. Members aged 18 to 44, those with one child in their household, and those who have been members for 2 years or less are less likely to be aware of this.

Figure 19b: Awareness voting in Co-op elections is one member, one vote - By Demographics



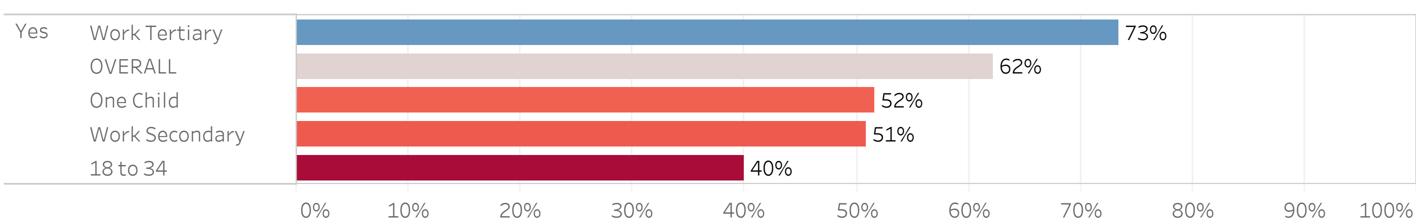
Nearly two-thirds (62%) of Hanover Co-op members are aware that some portion of member capital is permanent to the Co-op, while more than a third (36%) were unaware and 2% are unsure.

Figure 20a: Are you aware that some portion of member capital is permanent to the Co-op?



- Co-op members who work in the tertiary area are more likely than members overall to be aware that some portion of member capital is permanent to the Co-op. Members with one child in their household, those who work in the secondary market area, and those aged 18 to 34 are less likely to be aware of this.

Figure 20b: Awareness some portion of member capital permanent to Co-op - By Demographics



Less than one-third (29%) of Hanover Co-op members would be interested in contributing permanent capital to the Co-op if that investment contributed to a better member experience by doing things like reducing costs, improving the in-store experience, and funding technology investments that support E-Commerce. Two-thirds (67%) of Co-op members say they would not be interested in doing so and 4% don't know or are unsure.

Figure 21a: Would you be interested in contributing permanent capital to the Co-op (B-shares, Capital Account) if that investment contributed to a better member experience by doing things like reducing costs, improving the in-store experience and funding technology investments that support E-Commerce?

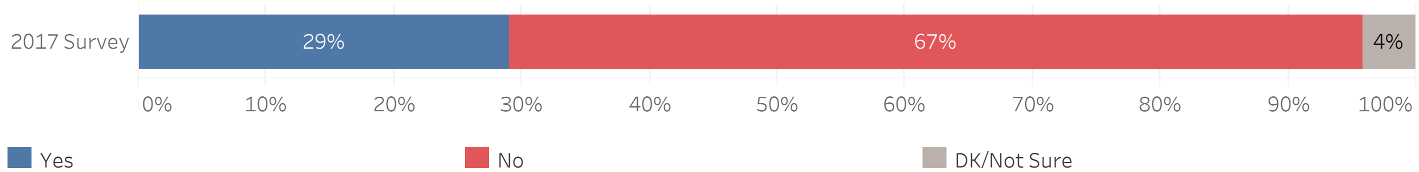
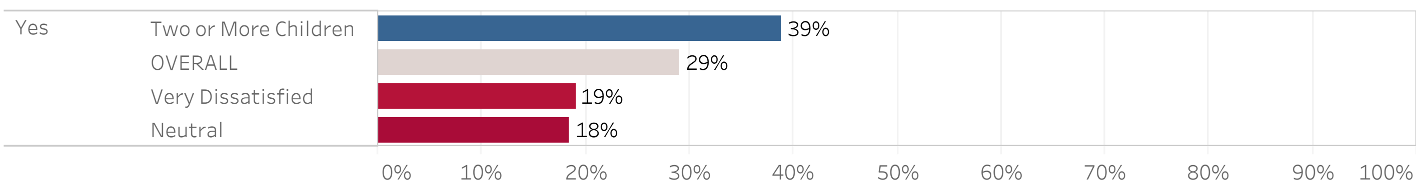


Figure 21b: Interested in contributing permanent capital to the Co-op - By Demographics

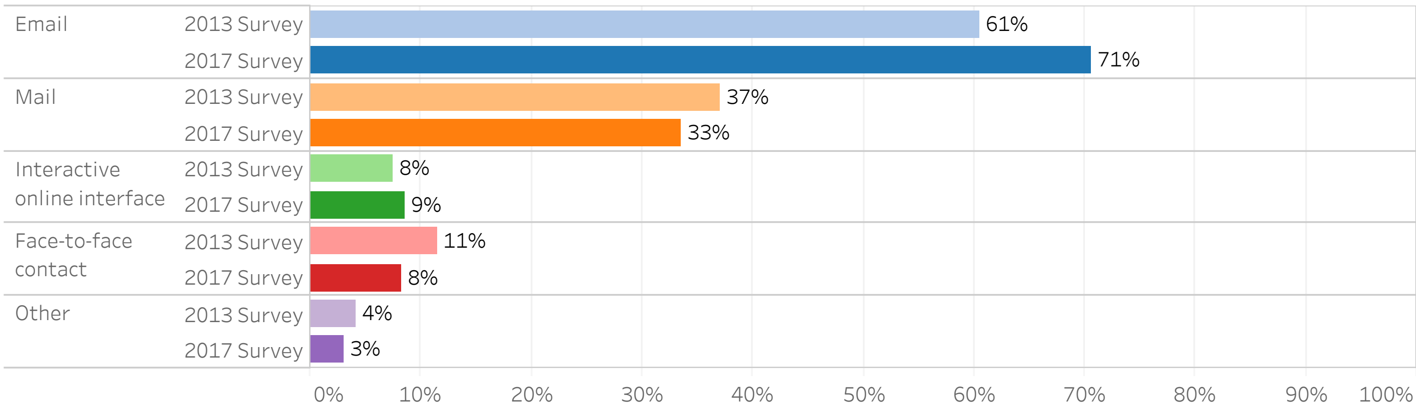
- Co-op members with two or more children in their household are more likely than members overall to be interested in contributing permanent capital to the Co-op if that investment contributed to a better member experience by doing things like reducing costs, improving the in-store experience, and funding technology investements that support E-Commerce. Those who are neutral or very dissatisfied as a member are less likely to be willing to make such a contribution.



Communication

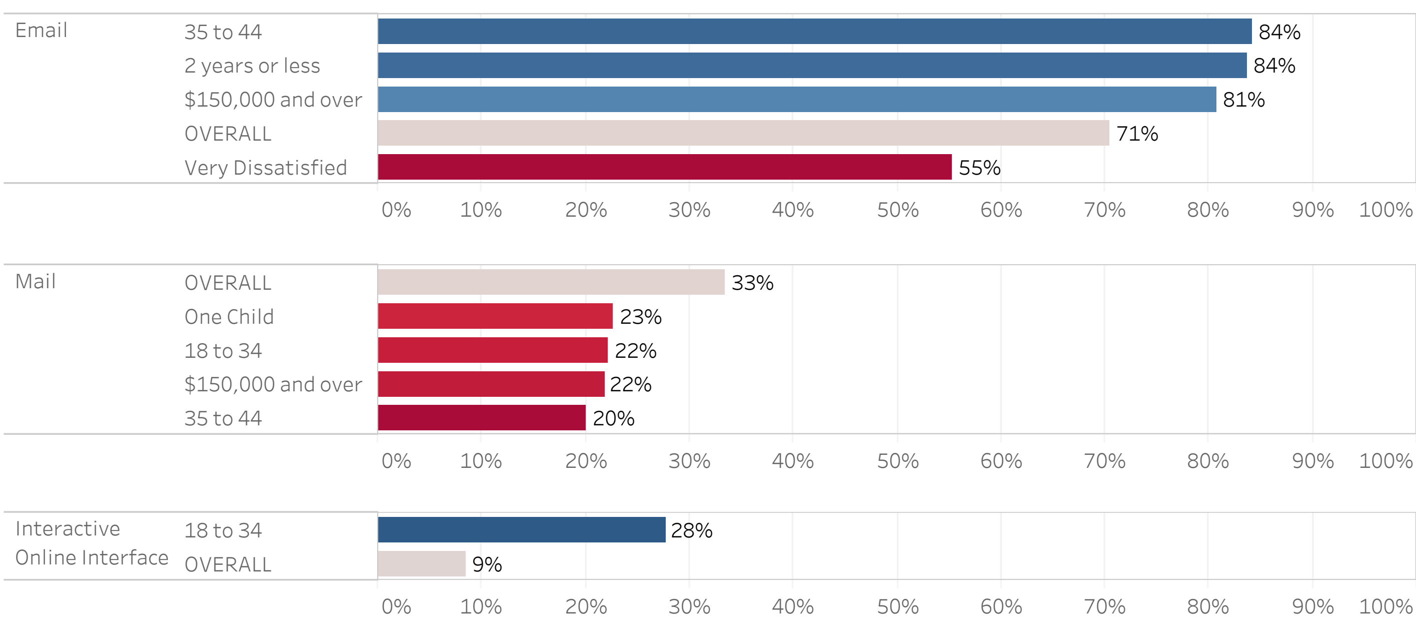
More than two-thirds (71%) of Hanover Co-op members would prefer they received communication from the Co-op Board via email, while one-third (33%) of members would prefer communication through the mail, 9% through an active online interface, 8% through face-to-face contact, and 3% by other means. A slightly larger proportion of Co-op members would like to receive communication via email (71%) than said so in 2013 (61%).

Figure 22a: Which forms of communication would you prefer from the Co-op Board?
(Select all that apply)



- Co-op members aged 35 to 44, those who have been members for 2 years or less, and those with a household income of $150,000 or more are more likely than members overall to say they would prefer to receive communication from the Co-op Board via email, while those who are very dissatisfied as a member are less likely to say so.
- Co-op members with one child in their household, those aged 18 to 44, and those with a household income of $150,000 or more are less likely than members overall to say they would prefer to receive communication from the Co-op Board through the mail.
- Co-op members aged 18 to 34 are more likely than members overall to say they would prefer to receive communication from the Co-op Board through an interactive online interface.

Figure 22b: Which forms of communication would you prefer from the Co-op board? By selected demographics



Appendix A

Q1: How often do you shop at a Co-op food store location?

		Never	Less than Once a Month	Once a month	2-3 times a month	Once a week	2-4 Times a Week	5-7 times a week	Number Responding
Hanover Co-op Members	2013 Survey	0%	2%	6%	16%	31%	35%	9%	1,299
	2017 Survey	1%	13%	11%	21%	23%	25%	6%	1,087
Age of Most Frequent Shopper	18 to 34	3%	8%	8%	25%	31%	22%	3%	36
	35 to 44	2%	14%	6%	16%	31%	25%	6%	95
	45 to 54		10%	9%	21%	25%	27%	10%	200
	55 to 64	1%	11%	12%	22%	21%	28%	5%	290
	65 or older	0%	15%	13%	20%	22%	24%	6%	426
Sex	Female	1%	13%	11%	20%	22%	27%	6%	739
	Male	1%	10%	11%	23%	25%	23%	6%	320
Children in Household	No Children	1%	14%	12%	22%	23%	25%	4%	789
	One Child	2%	12%	9%	18%	23%	27%	9%	97
	Two or More Children		9%	5%	18%	27%	30%	12%	141
Years Being Co-op Member	2 years or less	2%	22%	12%	27%	14%	22%		49
	3 to 5 years	4%	19%	12%	23%	18%	22%	1%	139
	6 to 10 years	1%	15%	13%	21%	26%	19%	5%	182
	11 to 20 years	1%	11%	11%	24%	25%	21%	9%	323
	20 or more years		8%	9%	15%	24%	37%	8%	336
Household Income	Less than $45,000	2%	18%	14%	24%	16%	20%	6%	119
	$45,000 to $59,999	1%	12%	13%	25%	23%	25%	3%	102
	$60,000 to $74,999		15%	12%	20%	21%	28%	4%	105
	$75,000 to $99,999	1%	13%	7%	23%	23%	27%	7%	168
	$100,000 to $149,999	1%	10%	9%	23%	25%	25%	7%	193
	$150,000 and over	1%	7%	9%	18%	26%	31%	7%	191
Satisfaction with Co-op	Very Satisfied	1%	10%	8%	20%	25%	28%	8%	404
	Satisfied	1%	11%	12%	18%	26%	27%	5%	441
	Neutral	1%	21%	15%	28%	15%	18%	1%	142
	Dissatisfied		27%	8%	24%	14%	22%	5%	37
	Very Dissatisfied		11%	13%	23%	19%	15%	19%	47
Voting History	Voted At Least Once	1%	10%	9%	17%	24%	31%	9%	584
	Didn't Vote in Past 3 Elections	1%	15%	13%	25%	22%	19%	3%	481
Most Used Location	Hanover - Lyme Road	2%	20%	16%	20%	18%	23%		44
	Hanover - Park Street	1%	9%	8%	13%	23%	38%	8%	295
	Lebanon - Centerra	0%	14%	13%	24%	23%	19%	6%	525
	White River Jct - Maple Street	1%	11%	8%	23%	25%	26%	7%	191
Home Market Area	Home Out of Market Area	4%	44%	19%	17%	11%	5%	1%	124
	Home Primary	0%	4%	6%	17%	26%	36%	10%	578
	Home Secondary	1%	17%	17%	28%	21%	15%	2%	191
	Home Tertiary	1%	11%	13%	27%	25%	18%	4%	166
Work Market Area	Work Out of Market Area	1%	18%	13%	23%	21%	19%	5%	84
	Work Primary	0%	6%	8%	17%	26%	32%	11%	383
	Work Secondary		21%	8%	26%	23%	23%		62
	Work Tertiary		17%	15%	24%	24%	15%	4%	46
Survey Type	Mail	2%	13%	11%	20%	24%	25%	6%	220
	Phone	1%	13%	15%	18%	25%	21%	6%	316
	Web	1%	12%	8%	23%	22%	28%	6%	551

Q2: At which Co-op location does you household shop most often?

		Hanover Community Mkt., Lyme Road	Hanover, Park Street	Lebanon, Centerra	White River Jct., Maple Street	DK/Not Sure	Number Responding
Hanover Co-op Members	2013 Survey	3%	38%	46%	14%	0%	1,278
	2017 Survey	4%	28%	49%	18%	1%	1,061
Age of Most Frequent Shopper	18 to 34	3%	25%	42%	31%		36
	35 to 44	2%	22%	55%	20%	1%	93
	45 to 54	6%	27%	45%	21%		198
	55 to 64	2%	32%	48%	17%	1%	282
	65 or older	5%	28%	51%	15%	0%	413
Sex	Female	4%	29%	47%	20%	1%	719
	Male	5%	25%	56%	14%	0%	314
Children in Household	No Children	4%	27%	51%	18%	1%	769
	One Child	4%	29%	47%	20%		97
	Two or More Children	4%	35%	43%	19%		139
Years Being Co-op Member	2 years or less	6%	25%	54%	15%		48
	3 to 5 years	7%	21%	47%	25%	1%	137
	6 to 10 years	5%	19%	54%	20%	2%	180
	11 to 20 years	2%	23%	57%	18%	0%	314
	20 or more years	4%	41%	41%	13%		326
Household Income	Less than $45,000	4%	21%	41%	31%	3%	117
	$45,000 to $59,999	4%	31%	42%	23%		100
	$60,000 to $74,999	5%	20%	53%	20%	1%	103
	$75,000 to $99,999	6%	24%	52%	18%		163
	$100,000 to $149,999	3%	28%	51%	17%		190
	$150,000 and over	3%	36%	53%	8%		186
Satisfaction with Co-op	Very Satisfied	3%	28%	50%	18%	1%	396
	Satisfied	4%	29%	49%	18%	0%	427
	Neutral	6%	25%	50%	18%	1%	140
	Dissatisfied		35%	54%	11%		37
	Very Dissatisfied	13%	26%	45%	17%		47
Voting History	Voted At Least Once	3%	32%	49%	15%	0%	574
	Didn't Vote in Past 3 Elections	5%	22%	49%	22%	1%	467
Frequency Shopping at Co-op	More Than Once a Week	3%	40%	39%	18%	0%	338
	Once a Week	3%	28%	49%	19%	0%	249
	Less Frequently	5%	19%	57%	17%	1%	474
Home Market Area	Home Out of Market Area	8%	22%	63%	5%	2%	114
	Home Primary	3%	36%	41%	20%	0%	568
	Home Secondary	5%	13%	67%	14%	1%	188
	Home Tertiary	3%	21%	51%	24%	1%	164
Work Market Area	Work Out of Market Area	6%	26%	52%	15%	1%	81
	Work Primary	4%	33%	47%	15%		377
	Work Secondary	3%	21%	54%	21%		61
	Work Tertiary	2%	20%	47%	29%	2%	45
Survey Type	Mail	3%	30%	49%	18%		202
	Phone	6%	24%	48%	20%	2%	312
	Web	3%	29%	50%	17%		547

Q3: What percentage of your weekly grocery shopping do you do at the Co-op?

		0% to 19%	20% to 39%	40% to 59%	60% to 79%	80% to 89%	90% to 99%	100%	DK/Not Sure	Mean	Number Responding
Hanover Co-op Members	2013 Survey	12%	16%	13%	12%	11%	24%	11%	1%	**62.2**	1,259
	2017 Survey	30%	18%	9%	13%	9%	15%	5%	1%	**47.0**	919
Age of Most Frequent Shopper	18 to 34	25%	39%	7%	14%	4%		7%	4%	38.2	28
	35 to 44	30%	20%	7%	16%	7%	16%	1%	3%	44.8	74
	45 to 54	27%	19%	9%	13%	8%	17%	6%		49.1	161
	55 to 64	31%	21%	11%	9%	10%	14%	4%		44.0	246
	65 or older	31%	14%	7%	13%	10%	17%	6%	1%	48.9	374
Sex	Female	30%	18%	9%	12%	9%	15%	5%	1%	47.1	621
	Male	31%	19%	8%	14%	9%	15%	3%	1%	45.6	274
Children in Household	No Children	32%	16%	9%	12%	9%	15%	6%	1%	46.9	672
	One Child	32%	20%	9%	15%	7%	15%	4%		45.0	82
	Two or More Children	25%	25%	8%	14%	8%	17%	2%	3%	46.4	114
Years Being Co-op Member	2 years or less	34%	26%	6%	20%	3%	11%			39.4	35
	3 to 5 years	51%	15%	8%	8%	6%	7%	3%	2%	31.3	109
	6 to 10 years	34%	24%	12%	11%	7%	7%	3%	1%	38.1	148
	11 to 20 years	31%	19%	7%	12%	12%	15%	4%	1%	46.9	278
	20 or more years	20%	15%	9%	16%	9%	24%	8%	0%	57.9	301
Household Income	Less than $45,000	39%	23%	5%	13%	9%	6%	4%	2%	37.6	102
	$45,000 to $59,999	39%	18%	11%	11%	1%	13%	5%	2%	38.2	84
	$60,000 to $74,999	32%	16%	11%	9%	11%	14%	7%		46.9	85
	$75,000 to $99,999	29%	17%	10%	10%	8%	21%	5%		49.1	141
	$100,000 to $149,999	26%	21%	7%	11%	13%	15%	7%		50.3	153
	$150,000 and over	21%	14%	12%	17%	11%	21%	4%	1%	55.0	160
Satisfaction with Co-op	Very Satisfied	18%	18%	10%	11%	11%	25%	7%	1%	57.6	347
	Satisfied	31%	17%	8%	17%	10%	12%	4%	1%	46.0	365
	Neutral	56%	21%	9%	7%	4%	3%			24.1	117
	Dissatisfied	55%	24%	7%	3%	3%	7%			25.5	29
	Very Dissatisfied	25%	16%	9%	14%	11%	7%	14%	5%	50.7	44
Voting History	Voted At Least Once	22%	16%	9%	15%	12%	20%	5%	0%	54.9	501
	Didn't Vote in Past 3 Elections	39%	22%	8%	10%	5%	9%	4%	2%	37.0	398
Most Used Location	Hanover - Lyme Road	54%	15%	7%	5%	5%	10%	5%		31.4	41
	Hanover - Park Street	20%	11%	6%	20%	11%	23%	9%	0%	60.0	245
	Lebanon - Centerra	32%	21%	9%	10%	9%	14%	4%	1%	43.7	444
	White River Jct - Maple Street	31%	23%	12%	12%	8%	10%	2%	2%	40.9	157
Frequency Shopping at Co-op	More Than Once a Week	3%	12%	8%	23%	13%	31%	8%	0%	72.7	292
	Once a Week	14%	21%	13%	14%	16%	15%	8%		56.8	219
	Less Frequently	58%	21%	7%	4%	3%	4%	1%	2%	22.8	407
Home Market Area	Home Out of Market Area	58%	16%	9%	4%	6%	3%	2%	2%	24.1	100
	Home Primary	19%	17%	10%	16%	9%	20%	7%	1%	56.4	496
	Home Secondary	45%	22%	6%	9%	8%	8%	1%	1%	33.8	157
	Home Tertiary	33%	19%	8%	13%	11%	13%	2%	1%	43.4	140
Work Market Area	Work Out of Market Area	36%	17%	10%	14%	6%	10%	3%	3%	40.2	69
	Work Primary	21%	14%	10%	15%	11%	20%	8%	0%	56.6	305
	Work Secondary	33%	24%	10%	12%	14%	8%			39.8	51
	Work Tertiary	28%	33%	10%	15%	3%	10%		3%	38.2	40
Survey Type	Mail	31%	16%	9%	12%	6%	18%	7%	0%	47.8	214
	Phone	36%	17%	8%	13%	8%	10%	5%	3%	41.2	315
	Web	24%	20%	9%	13%	12%	18%	3%		50.9	390

Q4: Where else does your household shop for groceries at least once per month? (select all that apply)

		BJ's	Hannafords	Market Basket	Price Chopper	Shaw's	Upper Valley Food Co-op
Hanover Co-op Members	2013 Survey	16%	39%	5%	28%	17%	12%
	2017 Survey	20%	49%	11%	28%	19%	13%
Age of Most Frequent Shopper	18 to 34	25%	56%	8%	31%	14%	25%
	35 to 44	24%	59%	12%	29%	16%	15%
	45 to 54	23%	50%	8%	26%	19%	11%
	55 to 64	20%	49%	12%	28%	16%	15%
	65 or older	20%	46%	11%	29%	21%	12%
Sex	Female	20%	50%	11%	27%	19%	13%
	Male	23%	48%	11%	33%	19%	13%
Children in Household	No Children	19%	48%	11%	29%	20%	14%
	One Child	24%	54%	10%	23%	19%	13%
	Two or More Children	33%	53%	9%	26%	13%	11%
Years Being Co-op Member	2 years or less	20%	59%	16%	24%	33%	14%
	3 to 5 years	25%	56%	10%	36%	22%	9%
	6 to 10 years	23%	58%	14%	35%	24%	13%
	11 to 20 years	20%	47%	11%	29%	15%	11%
	20 or more years	18%	44%	8%	21%	14%	18%
Household Income	Less than $45,000	21%	51%	13%	34%	22%	26%
	$45,000 to $59,999	19%	55%	14%	30%	18%	21%
	$60,000 to $74,999	23%	51%	10%	27%	27%	17%
	$75,000 to $99,999	17%	46%	9%	21%	18%	13%
	$100,000 to $149,999	20%	46%	12%	32%	19%	9%
	$150,000 and over	25%	47%	9%	26%	13%	9%
Satisfaction with Co-op	Very Satisfied	19%	40%	10%	29%	15%	12%
	Satisfied	20%	49%	10%	26%	21%	13%
	Neutral	27%	64%	13%	31%	21%	20%
	Dissatisfied	19%	81%	24%	32%	19%	16%
	Very Dissatisfied	23%	55%	11%	32%	15%	15%
Voting History	Voted At Least Once	20%	47%	10%	25%	18%	15%
	Didn't Vote in Past 3 Elections	22%	52%	12%	32%	18%	11%
Most Used Location	Hanover - Lyme Road	32%	59%	18%	23%	23%	2%
	Hanover - Park Street	19%	40%	4%	17%	14%	14%
	Lebanon - Centerra	21%	54%	16%	34%	18%	10%
	White River Jct - Maple Street	20%	48%	8%	34%	25%	24%
Frequency Shopping at Co-op	More Than Once a Week	19%	43%	6%	26%	11%	18%
	Once a Week	19%	45%	6%	24%	17%	11%
	Less Frequently	22%	55%	17%	32%	25%	11%
Home Market Area	Home Out of Market Area	14%	46%	22%	22%	35%	3%
	Home Primary	23%	44%	5%	33%	14%	13%
	Home Secondary	18%	64%	20%	24%	21%	9%
	Home Tertiary	22%	51%	13%	22%	19%	26%
Work Market Area	Work Out of Market Area	25%	46%	13%	24%	17%	7%
	Work Primary	22%	46%	9%	29%	15%	16%
	Work Secondary	23%	53%	16%	18%	19%	18%
	Work Tertiary	13%	54%	11%	22%	15%	35%
Survey Type	Mail	18%	47%	12%	29%	20%	14%
	Phone	22%	53%	11%	29%	17%	9%
	Web	20%	48%	11%	27%	19%	16%

Q4: Where else does your household shop for groceries at least once per month? (select all that apply)

		Walmart	Farmers' Markets	Online Shopping	Other	Number Responding
Hanover Co-op Members	2013 Survey	5%			16%	1,309
	2017 Survey	7%	27%	5%	22%	1,090
Age of Most Frequent Shopper	18 to 34	6%	39%	6%	19%	36
	35 to 44	9%	25%	9%	21%	95
	45 to 54	10%	27%	6%	19%	200
	55 to 64	7%	26%	5%	24%	290
	65 or older	5%	28%	2%	23%	428
Sex	Female	6%	28%	5%	21%	739
	Male	8%	24%	3%	23%	322
Children in Household	No Children	6%	27%	4%	22%	791
	One Child	7%	19%	4%	16%	97
	Two or More Children	9%	28%	10%	22%	141
Years Being Co-op Member	2 years or less	6%	31%	6%	20%	49
	3 to 5 years	6%	26%	4%	20%	140
	6 to 10 years	8%	25%	8%	17%	182
	11 to 20 years	7%	27%	5%	25%	323
	20 or more years	4%	27%	2%	24%	337
Household Income	Less than $45,000	8%	23%	7%	23%	120
	$45,000 to $59,999	13%	21%	4%	18%	102
	$60,000 to $74,999	6%	31%	7%	16%	105
	$75,000 to $99,999	5%	33%	3%	27%	168
	$100,000 to $149,999	9%	26%	2%	26%	193
	$150,000 and over	3%	28%	7%	23%	192
Satisfaction with Co-op	Very Satisfied	7%	31%	4%	24%	405
	Satisfied	5%	24%	5%	20%	441
	Neutral	10%	22%	3%	19%	143
	Dissatisfied	5%	24%	11%	24%	37
	Very Dissatisfied	4%	26%	2%	15%	47
Voting History	Voted At Least Once	6%	29%	4%	22%	584
	Didn't Vote in Past 3 Elections	6%	25%	5%	22%	482
Most Used Location	Hanover - Lyme Road	11%	30%	9%	11%	44
	Hanover - Park Street	5%	26%	5%	27%	295
	Lebanon - Centerra	6%	27%	4%	20%	525
	White River Jct - Maple Street	9%	26%	4%	18%	191
Frequency Shopping at Co-op	More Than Once a Week	6%	31%	6%	23%	345
	Once a Week	6%	25%	3%	21%	253
	Less Frequently	7%	25%	5%	21%	489
Home Market Area	Home Out of Market Area	9%	29%	4%	28%	124
	Home Primary	6%	29%	5%	19%	580
	Home Secondary	5%	23%	4%	21%	191
	Home Tertiary	8%	23%	4%	27%	166
Work Market Area	Work Out of Market Area	4%	37%	5%	26%	84
	Work Primary	7%	27%	6%	20%	383
	Work Secondary	5%	34%	6%	23%	62
	Work Tertiary	4%	20%	7%	26%	46
Survey Type	Mail	6%	27%	1%	20%	222
	Phone	8%	18%	4%	17%	316
	Web	6%	32%	7%	25%	552

Q5a: How important are these factors when you decide to buy groceries at the Co-op? - Product Selection/Variety

		Very Important	Somewhat Important	Not Very Important	Not at all Important	Number Responding
Hanover Co-op Members	2013 Survey	74%	23%	2%	1%	1,291
	2017 Survey	70%	27%	2%	0%	1,062
Age of Most Frequent Shopper	18 to 34	64%	33%		3%	35
	35 to 44	63%	34%	3%		95
	45 to 54	66%	33%	1%		198
	55 to 64	70%	26%	3%	0%	285
	65 or older	75%	23%	1%	0%	408
Sex	Female	71%	27%	2%	0%	720
	Male	69%	29%	2%	0%	311
Children in Household	No Children	72%	26%	2%	0%	766
	One Child	70%	28%	2%		96
	Two or More Children	61%	38%	1%		141
Years Being Co-op Member	2 years or less	67%	31%	2%		48
	3 to 5 years	60%	37%	3%		135
	6 to 10 years	72%	26%	1%	1%	177
	11 to 20 years	68%	30%	1%	0%	313
	20 or more years	77%	21%	2%		330
Household Income	Less than $45,000	65%	34%	1%		116
	$45,000 to $59,999	73%	25%	2%		97
	$60,000 to $74,999	67%	27%	5%	1%	102
	$75,000 to $99,999	65%	32%	3%		167
	$100,000 to $149,999	75%	25%		1%	188
	$150,000 and over	76%	23%	1%		187
Satisfaction with Co-op	Very Satisfied	79%	20%	2%	0%	396
	Satisfied	67%	30%	2%	1%	426
	Neutral	52%	45%	3%		139
	Dissatisfied	78%	19%	3%		36
	Very Dissatisfied	78%	22%			46
Voting History	Voted At Least Once	73%	25%	1%	0%	570
	Didn't Vote in Past 3 Elections	67%	30%	2%	0%	468
Most Used Location	Hanover - Lyme Road	71%	27%	2%		41
	Hanover - Park Street	72%	25%	3%	0%	288
	Lebanon - Centerra	71%	27%	1%	0%	514
	White River Jct - Maple Street	64%	33%	2%	1%	184
Frequency Shopping at Co-op	More Than Once a Week	75%	25%	1%		342
	Once a Week	72%	25%	2%	0%	247
	Less Frequently	66%	31%	2%	1%	468
Home Market Area	Home Out of Market Area	74%	24%	3%		119
	Home Primary	69%	28%	2%	0%	565
	Home Secondary	71%	28%	1%		187
	Home Tertiary	73%	26%	1%	1%	161
Work Market Area	Work Out of Market Area	82%	16%	2%		82
	Work Primary	71%	28%	1%	1%	379
	Work Secondary	71%	27%	2%		62
	Work Tertiary	71%	24%	4%		45
Survey Type	Mail	74%	25%	1%		216
	Phone	64%	33%	2%	0%	314
	Web	73%	25%	2%	1%	528

Q5b: How important are these factors when you decide to buy groceries at the Co-op? - Price

		Very Important	Somewhat Important	Not Very Important	Not At All Important	Number Responding
Hanover Co-op Members	2013 Survey	33%	50%	14%	3%	1,285
	2017 Survey	38%	49%	11%	2%	1,063
Age of Most Frequent Shopper	18 to 34	36%	56%	6%	3%	36
	35 to 44	39%	52%	10%		93
	45 to 54	37%	51%	13%		200
	55 to 64	43%	46%	8%	2%	283
	65 or older	33%	49%	15%	3%	413
Sex	Female	39%	49%	11%	2%	719
	Male	34%	50%	13%	3%	316
Children in Household	No Children	35%	50%	12%	3%	771
	One Child	45%	43%	13%		96
	Two or More Children	41%	51%	8%		140
Years Being Co-op Member	2 years or less	44%	52%	4%		48
	3 to 5 years	46%	44%	7%	2%	134
	6 to 10 years	38%	49%	10%	3%	179
	11 to 20 years	35%	50%	13%	2%	316
	20 or more years	32%	52%	14%	2%	331
Household Income	Less than $45,000	48%	40%	10%	2%	118
	$45,000 to $59,999	44%	45%	8%	3%	100
	$60,000 to $74,999	47%	38%	13%	1%	104
	$75,000 to $99,999	34%	51%	14%	1%	163
	$100,000 to $149,999	37%	57%	5%	1%	188
	$150,000 and over	23%	54%	20%	3%	189
Satisfaction with Co-op	Very Satisfied	27%	57%	14%	2%	393
	Satisfied	36%	53%	8%	3%	433
	Neutral	60%	27%	12%	1%	140
	Dissatisfied	69%	25%	6%		36
	Very Dissatisfied	43%	37%	13%	7%	46
Voting History	Voted At Least Once	34%	53%	11%	2%	574
	Didn't Vote in Past 3 Elections	42%	45%	11%	2%	467
Most Used Location	Hanover - Lyme Road	47%	37%	12%	5%	43
	Hanover - Park Street	34%	55%	10%	1%	288
	Lebanon - Centerra	38%	48%	12%	2%	515
	White River Jct - Maple Street	40%	45%	12%	3%	187
Frequency Shopping at Co-op	More Than Once a Week	28%	56%	14%	2%	341
	Once a Week	36%	52%	10%	2%	248
	Less Frequently	45%	42%	10%	3%	473
Home Market Area	Home Out of Market Area	41%	47%	9%	3%	116
	Home Primary	37%	48%	13%	2%	571
	Home Secondary	36%	51%	11%	3%	189
	Home Tertiary	39%	52%	9%		162
Work Market Area	Work Out of Market Area	40%	44%	11%	5%	81
	Work Primary	35%	49%	14%	1%	378
	Work Secondary	40%	52%	7%	2%	60
	Work Tertiary	33%	60%	7%		45
Survey Type	Mail	38%	50%	11%	1%	218
	Phone	37%	50%	9%	4%	314
	Web	38%	48%	13%	2%	531

Q5c: How important are these factors when you decide to buy groceries at the Co-op? - Store Location/Convenience

		Very Important	Somewhat Important	Not Very Important	Not At All Important	Number Responding
Hanover Co-op Members	2013 Survey	58%	32%	7%	3%	1,292
	2017 Survey	53%	38%	8%	2%	1,063
Age of Most Frequent Shopper	18 to 34	64%	31%	6%		36
	35 to 44	56%	37%	5%	1%	94
	45 to 54	61%	33%	6%	1%	199
	55 to 64	47%	43%	8%	1%	283
	65 or older	51%	37%	10%	2%	415
Sex	Female	58%	36%	6%	1%	722
	Male	40%	44%	12%	4%	315
Children in Household	No Children	50%	40%	8%	2%	771
	One Child	57%	35%	6%	2%	97
	Two or More Children	61%	30%	8%	1%	140
Years Being Co-op Member	2 years or less	52%	33%	15%		48
	3 to 5 years	53%	38%	7%	2%	137
	6 to 10 years	49%	40%	8%	2%	178
	11 to 20 years	48%	41%	10%	1%	314
	20 or more years	58%	35%	5%	2%	330
Household Income	Less than $45,000	56%	33%	9%	3%	117
	$45,000 to $59,999	55%	33%	10%	2%	102
	$60,000 to $74,999	56%	41%	3%		102
	$75,000 to $99,999	52%	37%	11%	1%	166
	$100,000 to $149,999	54%	41%	4%	1%	189
	$150,000 and over	50%	40%	8%	2%	189
Satisfaction with Co-op	Very Satisfied	58%	35%	7%	1%	393
	Satisfied	53%	40%	6%	1%	435
	Neutral	42%	41%	13%	4%	141
	Dissatisfied	42%	39%	11%	8%	36
	Very Dissatisfied	49%	33%	19%		44
Voting History	Voted At Least Once	54%	38%	8%	1%	574
	Didn't Vote in Past 3 Elections	51%	39%	8%	2%	469
Most Used Location	Hanover - Lyme Road	50%	33%	13%	5%	40
	Hanover - Park Street	62%	31%	5%	2%	291
	Lebanon - Centerra	40%	46%	12%	2%	513
	White River Jct - Maple Street	70%	28%	2%		189
Frequency Shopping at Co-op	More Than Once a Week	67%	29%	3%	1%	341
	Once a Week	48%	41%	11%	1%	247
	Less Frequently	45%	43%	10%	2%	474
Home Market Area	Home Out of Market Area	50%	42%	8%	1%	116
	Home Primary	59%	33%	6%	2%	570
	Home Secondary	41%	48%	10%	1%	190
	Home Tertiary	45%	41%	12%	2%	164
Work Market Area	Work Out of Market Area	55%	39%	5%	1%	81
	Work Primary	55%	36%	7%	2%	377
	Work Secondary	39%	51%	8%	2%	62
	Work Tertiary	65%	30%	4%		46
Survey Type	Mail	54%	38%	7%	2%	215
	Phone	51%	40%	8%	2%	314
	Web	53%	37%	9%	1%	534

Q5d: How important are these factors when you decide to buy groceries at the Co-op? - Member-Owned

		Very Important	Somewhat Important	Not Very Important	Not At All Important	Number Responding
Hanover Co-op Members	2013 Survey	32%	38%	20%	10%	1,287
	2017 Survey	30%	37%	21%	12%	1,063
Age of Most Frequent Shopper	18 to 34	25%	44%	28%	3%	36
	35 to 44	19%	43%	29%	10%	94
	45 to 54	23%	41%	21%	16%	198
	55 to 64	35%	36%	16%	13%	285
	65 or older	34%	35%	21%	10%	410
Sex	Female	32%	37%	21%	10%	719
	Male	26%	38%	19%	16%	314
Children in Household	No Children	33%	37%	19%	12%	768
	One Child	26%	36%	22%	16%	95
	Two or More Children	19%	44%	28%	9%	140
Years Being Co-op Member	2 years or less	24%	37%	24%	14%	49
	3 to 5 years	27%	42%	19%	12%	135
	6 to 10 years	25%	40%	21%	15%	179
	11 to 20 years	27%	37%	25%	11%	312
	20 or more years	40%	35%	15%	10%	328
Household Income	Less than $45,000	42%	43%	8%	7%	115
	$45,000 to $59,999	33%	38%	20%	9%	100
	$60,000 to $74,999	41%	32%	15%	12%	104
	$75,000 to $99,999	34%	39%	20%	7%	164
	$100,000 to $149,999	27%	39%	20%	14%	188
	$150,000 and over	19%	40%	24%	18%	188
Satisfaction with Co-op	Very Satisfied	39%	37%	16%	8%	399
	Satisfied	25%	41%	24%	10%	430
	Neutral	15%	34%	23%	28%	137
	Dissatisfied	19%	22%	19%	39%	36
	Very Dissatisfied	50%	23%	23%	5%	44
Voting History	Voted At Least Once	34%	40%	16%	10%	572
	Didn't Vote in Past 3 Elections	25%	34%	26%	15%	467
Most Used Location	Hanover - Lyme Road	26%	33%	24%	17%	42
	Hanover - Park Street	30%	34%	20%	16%	287
	Lebanon - Centerra	29%	39%	22%	11%	517
	White River Jct - Maple Street	32%	39%	19%	9%	185
Frequency Shopping at Co-op	More Than Once a Week	33%	38%	20%	10%	335
	Once a Week	29%	40%	22%	10%	250
	Less Frequently	29%	35%	21%	15%	475
Home Market Area	Home Out of Market Area	43%	29%	14%	13%	120
	Home Primary	26%	39%	23%	12%	565
	Home Secondary	31%	37%	17%	15%	185
	Home Tertiary	35%	38%	20%	7%	164
Work Market Area	Work Out of Market Area	32%	36%	17%	14%	77
	Work Primary	28%	35%	24%	13%	378
	Work Secondary	28%	48%	8%	15%	60
	Work Tertiary	31%	38%	20%	11%	45
Survey Type	Mail	32%	32%	24%	12%	216
	Phone	33%	37%	19%	11%	314
	Web	28%	39%	21%	13%	531

Q5e: How important are these factors when you decide to buy groceries at the Co-op? - Customer Service

		Very Important	Somewhat Important	Not Very Important	Not At All Important	Number Responding
Hanover Co-op Members	2013 Survey	54%	38%	7%	1%	1,264
	2017 Survey	55%	36%	7%	2%	1,074
Age of Most Frequent Shopper	18 to 34	44%	44%	8%	3%	36
	35 to 44	48%	46%	5%		95
	45 to 54	50%	41%	6%	3%	199
	55 to 64	55%	37%	7%	1%	287
	65 or older	60%	32%	6%	2%	418
Sex	Female	56%	36%	6%	2%	727
	Male	52%	39%	8%	1%	319
Children in Household	No Children	58%	34%	6%	2%	778
	One Child	44%	44%	9%	3%	96
	Two or More Children	50%	44%	5%	1%	141
Years Being Co-op Member	2 years or less	45%	41%	12%	2%	49
	3 to 5 years	46%	46%	6%	2%	137
	6 to 10 years	48%	44%	6%	2%	180
	11 to 20 years	57%	34%	7%	2%	316
	20 or more years	63%	30%	6%	1%	334
Household Income	Less than $45,000	58%	34%	6%	2%	118
	$45,000 to $59,999	54%	39%	6%	1%	100
	$60,000 to $74,999	59%	36%	6%		104
	$75,000 to $99,999	57%	37%	4%	2%	167
	$100,000 to $149,999	58%	34%	6%	3%	191
	$150,000 and over	51%	39%	10%	1%	190
Satisfaction with Co-op	Very Satisfied	70%	26%	3%	1%	401
	Satisfied	46%	46%	6%	2%	437
	Neutral	42%	36%	17%	5%	139
	Dissatisfied	36%	42%	14%	8%	36
	Very Dissatisfied	70%	24%	7%		46
Voting History	Voted At Least Once	59%	33%	5%	2%	576
	Didn't Vote in Past 3 Elections	50%	41%	8%	1%	476
Most Used Location	Hanover - Lyme Road	51%	33%	14%	2%	43
	Hanover - Park Street	60%	31%	7%	2%	290
	Lebanon - Centerra	54%	39%	6%	2%	520
	White River Jct - Maple Street	53%	38%	7%	2%	190
Frequency Shopping at Co-op	More Than Once a Week	63%	31%	5%	1%	344
	Once a Week	58%	34%	6%	2%	250
	Less Frequently	48%	41%	8%	3%	479
Home Market Area	Home Out of Market Area	48%	45%	6%	1%	120
	Home Primary	55%	37%	6%	2%	574
	Home Secondary	55%	38%	6%	1%	188
	Home Tertiary	63%	27%	9%	1%	164
Work Market Area	Work Out of Market Area	52%	42%	5%	1%	81
	Work Primary	52%	38%	7%	3%	382
	Work Secondary	68%	27%	3%	2%	62
	Work Tertiary	51%	38%	11%		45
Survey Type	Mail	57%	35%	6%	1%	219
	Phone	60%	33%	5%	1%	315
	Web	51%	39%	8%	3%	540

Q5f: How important are these factors when you decide to buy groceries at the Co-op? - Local Products

		Very Important	Somewhat Important	Not Very Important	Not At All Important	Number Responding
Hanover Co-op Members	2013 Survey	68%	27%	4%	1%	1,296
	2017 Survey	63%	29%	5%	2%	1,073
Age of Most Frequent Shopper	18 to 34	72%	25%	3%		36
	35 to 44	62%	28%	10%	1%	94
	45 to 54	65%	29%	4%	2%	198
	55 to 64	70%	23%	3%	3%	287
	65 or older	59%	34%	6%	1%	419
Sex	Female	68%	26%	4%	2%	728
	Male	54%	36%	8%	2%	317
Children in Household	No Children	64%	30%	5%	2%	779
	One Child	56%	34%	7%	3%	95
	Two or More Children	70%	24%	4%	1%	140
Years Being Co-op Member	2 years or less	53%	37%	8%	2%	49
	3 to 5 years	60%	31%	7%	2%	138
	6 to 10 years	62%	29%	7%	2%	179
	11 to 20 years	67%	28%	3%	2%	317
	20 or more years	68%	26%	5%	2%	332
Household Income	Less than $45,000	69%	24%	5%	2%	117
	$45,000 to $59,999	64%	27%	8%	1%	101
	$60,000 to $74,999	62%	32%	5%	1%	103
	$75,000 to $99,999	69%	25%	4%	1%	167
	$100,000 to $149,999	59%	34%	4%	2%	189
	$150,000 and over	63%	26%	8%	2%	189
Satisfaction with Co-op	Very Satisfied	76%	21%	2%	1%	401
	Satisfied	59%	34%	5%	1%	437
	Neutral	44%	37%	13%	6%	138
	Dissatisfied	49%	32%	11%	8%	37
	Very Dissatisfied	71%	24%	4%		45
Voting History	Voted At Least Once	68%	27%	4%	2%	579
	Didn't Vote in Past 3 Elections	58%	32%	7%	2%	472
Most Used Location	Hanover - Lyme Road	51%	35%	12%	2%	43
	Hanover - Park Street	64%	29%	4%	3%	290
	Lebanon - Centerra	67%	28%	4%	1%	520
	White River Jct - Maple Street	57%	32%	8%	3%	189
Frequency Shopping at Co-op	More Than Once a Week	72%	24%	4%	1%	341
	Once a Week	65%	27%	5%	2%	251
	Less Frequently	57%	34%	7%	3%	480
Home Market Area	Home Out of Market Area	67%	31%	2%	1%	120
	Home Primary	61%	31%	6%	3%	571
	Home Secondary	67%	29%	4%	1%	189
	Home Tertiary	70%	22%	6%	2%	165
Work Market Area	Work Out of Market Area	59%	35%	5%	1%	83
	Work Primary	63%	30%	4%	3%	380
	Work Secondary	76%	21%	3%		62
	Work Tertiary	64%	29%	4%	2%	45
Survey Type	Mail	58%	34%	7%	1%	217
	Phone	68%	25%	5%	2%	316
	Web	63%	30%	5%	2%	540

Q5g: How important are these factors when you decide to buy groceries at the Co-op? - Social Responsibility

		Very Important	Somewhat Important	Not Very Important	Not at all Important	Number Responding
Hanover Co-op Members	**2017 Survey**	49%	36%	10%	5%	1,056
Age of Most Frequent Shopper	18 to 34	50%	47%	3%		36
	35 to 44	48%	38%	13%	1%	94
	45 to 54	50%	37%	8%	6%	197
	55 to 64	53%	34%	8%	5%	282
	65 or older	48%	36%	11%	5%	410
Sex	Female	54%	34%	8%	4%	715
	Male	38%	42%	13%	7%	314
Children in Household	No Children	50%	36%	9%	5%	765
	One Child	45%	34%	15%	6%	95
	Two or More Children	53%	38%	7%	2%	138
Years Being Co-op Member	2 years or less	50%	42%	6%	2%	48
	3 to 5 years	45%	38%	13%	4%	135
	6 to 10 years	45%	41%	9%	5%	175
	11 to 20 years	50%	37%	8%	5%	311
	20 or more years	55%	30%	10%	4%	330
Household Income	Less than $45,000	58%	34%	7%	1%	115
	$45,000 to $59,999	51%	37%	11%	1%	100
	$60,000 to $74,999	50%	40%	6%	4%	100
	$75,000 to $99,999	52%	37%	8%	2%	166
	$100,000 to $149,999	48%	38%	8%	6%	185
	$150,000 and over	47%	33%	13%	7%	189
Satisfaction with Co-op	Very Satisfied	59%	33%	6%	2%	390
	Satisfied	46%	40%	11%	4%	432
	Neutral	29%	40%	16%	15%	136
	Dissatisfied	32%	30%	16%	22%	37
	Very Dissatisfied	57%	30%	11%	2%	46
Voting History	Voted At Least Once	53%	33%	10%	4%	568
	Didn't Vote in Past 3 Elections	44%	40%	10%	6%	468
Most Used Location	Hanover - Lyme Road	52%	26%	19%	2%	42
	Hanover - Park Street	49%	33%	10%	8%	288
	Lebanon - Centerra	49%	38%	9%	4%	510
	White River Jct - Maple Street	45%	42%	9%	4%	185
Frequency Shopping at Co-op	More Than Once a Week	56%	31%	10%	2%	337
	Once a Week	50%	36%	10%	4%	248
	Less Frequently	43%	40%	10%	7%	471
Home Market Area	Home Out of Market Area	61%	30%	8%	2%	119
	Home Primary	46%	38%	10%	5%	562
	Home Secondary	47%	38%	10%	6%	186
	Home Tertiary	55%	32%	9%	4%	163
Work Market Area	Work Out of Market Area	57%	34%	5%	4%	82
	Work Primary	46%	38%	10%	6%	377
	Work Secondary	55%	35%	8%	2%	60
	Work Tertiary	45%	43%	7%	5%	44
Survey Type	Mail	47%	35%	13%	5%	214
	Phone	49%	39%	9%	3%	305
	Web	50%	35%	9%	6%	537

Q5h: How important are these factors when you decide to buy groceries at the Co-op? - Sustainability

		Very Important	Somewhat Important	Not Very Important	Not at all Important	Number Responding
Hanover Co-op Members	**2017 Survey**	51%	36%	8%	4%	1,049
Age of Most Frequent Shopper	18 to 34	46%	46%	9%		35
	35 to 44	45%	44%	11%		95
	45 to 54	47%	40%	7%	5%	198
	55 to 64	58%	31%	7%	5%	285
	65 or older	51%	36%	9%	5%	400
Sex	Female	57%	33%	7%	3%	708
	Male	38%	44%	11%	6%	314
Children in Household	No Children	53%	34%	8%	4%	757
	One Child	47%	35%	13%	5%	95
	Two or More Children	45%	49%	5%	1%	140
Years Being Co-op Member	2 years or less	48%	46%	6%		48
	3 to 5 years	48%	36%	11%	4%	135
	6 to 10 years	47%	41%	7%	4%	179
	11 to 20 years	53%	35%	8%	4%	314
	20 or more years	57%	32%	7%	4%	319
Household Income	Less than $45,000	62%	32%	5%	1%	115
	$45,000 to $59,999	52%	37%	10%	1%	99
	$60,000 to $74,999	53%	36%	8%	3%	102
	$75,000 to $99,999	53%	41%	4%	2%	164
	$100,000 to $149,999	45%	41%	9%	5%	186
	$150,000 and over	49%	34%	11%	5%	189
Satisfaction with Co-op	Very Satisfied	61%	33%	4%	1%	387
	Satisfied	48%	39%	10%	3%	432
	Neutral	29%	44%	15%	12%	134
	Dissatisfied	36%	28%	17%	19%	36
	Very Dissatisfied	56%	33%	9%	2%	45
Voting History	Voted At Least Once	56%	32%	8%	4%	566
	Didn't Vote in Past 3 Elections	45%	41%	8%	5%	462
Most Used Location	Hanover - Lyme Road	52%	26%	19%	2%	42
	Hanover - Park Street	53%	33%	7%	7%	282
	Lebanon - Centerra	50%	38%	9%	3%	509
	White River Jct - Maple Street	45%	42%	9%	4%	185
Frequency Shopping at Co-op	More Than Once a Week	57%	32%	9%	2%	339
	Once a Week	51%	37%	9%	3%	243
	Less Frequently	47%	39%	8%	6%	467
Home Market Area	Home Out of Market Area	66%	28%	4%	2%	116
	Home Primary	48%	39%	9%	4%	560
	Home Secondary	49%	38%	8%	5%	186
	Home Tertiary	54%	32%	10%	3%	162
Work Market Area	Work Out of Market Area	50%	39%	7%	4%	82
	Work Primary	48%	38%	8%	6%	379
	Work Secondary	61%	29%	8%	2%	59
	Work Tertiary	47%	44%	7%	2%	43
Survey Type	Mail	51%	34%	11%	4%	212
	Phone	51%	38%	8%	3%	300
	Web	51%	37%	8%	5%	537

Q5i: How important are these factors when you decide to buy groceries at the Co-op? - Good Employer

		Very Important	Somewhat Important	Not Very Important	Not at all Important	Number Responding
Hanover Co-op Members	**2017 Survey**	53%	37%	7%	3%	1,052
Age of Most Frequent Shopper	18 to 34	42%	50%	8%		36
	35 to 44	53%	39%	7%		94
	45 to 54	47%	42%	7%	4%	194
	55 to 64	59%	31%	6%	4%	288
	65 or older	55%	36%	6%	3%	406
Sex	Female	57%	35%	5%	3%	715
	Male	44%	43%	9%	4%	311
Children in Household	No Children	57%	34%	6%	3%	761
	One Child	40%	45%	11%	4%	95
	Two or More Children	51%	41%	7%	1%	141
Years Being Co-op Member	2 years or less	47%	40%	13%		47
	3 to 5 years	49%	40%	6%	5%	134
	6 to 10 years	51%	36%	11%	2%	176
	11 to 20 years	52%	38%	6%	4%	312
	20 or more years	63%	32%	4%	2%	330
Household Income	Less than $45,000	60%	32%	5%	4%	114
	$45,000 to $59,999	62%	29%	6%	3%	99
	$60,000 to $74,999	59%	31%	8%	2%	103
	$75,000 to $99,999	60%	35%	4%	2%	165
	$100,000 to $149,999	52%	39%	5%	4%	188
	$150,000 and over	44%	42%	10%	4%	187
Satisfaction with Co-op	Very Satisfied	63%	33%	3%	2%	390
	Satisfied	51%	39%	7%	2%	434
	Neutral	34%	43%	14%	9%	137
	Dissatisfied	42%	31%	19%	8%	36
	Very Dissatisfied	60%	38%		2%	42
Voting History	Voted At Least Once	59%	34%	4%	3%	566
	Didn't Vote in Past 3 Elections	47%	40%	10%	4%	466
Most Used Location	Hanover - Lyme Road	53%	30%	14%	2%	43
	Hanover - Park Street	55%	35%	6%	3%	287
	Lebanon - Centerra	53%	37%	7%	3%	510
	White River Jct - Maple Street	48%	43%	4%	5%	184
Frequency Shopping at Co-op	More Than Once a Week	60%	33%	5%	1%	338
	Once a Week	56%	35%	6%	3%	247
	Less Frequently	47%	40%	8%	5%	467
Home Market Area	Home Out of Market Area	65%	28%	5%	2%	117
	Home Primary	50%	40%	7%	3%	565
	Home Secondary	51%	39%	6%	4%	185
	Home Tertiary	61%	30%	6%	3%	160
Work Market Area	Work Out of Market Area	59%	36%	1%	4%	81
	Work Primary	49%	40%	7%	4%	378
	Work Secondary	62%	34%	3%		61
	Work Tertiary	47%	42%	9%	2%	43
Survey Type	Mail	58%	33%	7%	2%	213
	Phone	56%	38%	3%	3%	302
	Web	50%	38%	8%	4%	537

Q6a: Please indicate your level of agreement with the following statements - The Co-op is a socially responsible business

		Strongly Disagree (1)	(2)	(3)	(4)	Strongly Agree (5)	Number Responding
Hanover Co-op Members	**2017 Survey**	1%	2%	14%	34%	48%	1,032
Age of Most Frequent Shopper	18 to 34			26%	20%	54%	35
	35 to 44	1%	3%	10%	34%	52%	93
	45 to 54		2%	11%	38%	50%	190
	55 to 64	2%	1%	16%	34%	47%	278
	65 or older	1%	3%	14%	35%	48%	402
Sex	Female	2%	2%	13%	32%	51%	706
	Male		2%	17%	39%	42%	303
Children in Household	No Children	1%	2%	14%	33%	49%	749
	One Child	1%	1%	13%	37%	48%	93
	Two or More Children	1%	1%	11%	37%	50%	136
Years Being Co-op Member	2 years or less		2%	9%	36%	53%	47
	3 to 5 years	1%	4%	15%	32%	48%	130
	6 to 10 years	1%	1%	14%	34%	50%	173
	11 to 20 years	1%	2%	13%	35%	49%	307
	20 or more years	1%	2%	16%	33%	48%	324
Household Income	Less than $45,000		3%	12%	32%	54%	113
	$45,000 to $59,999	1%	4%	16%	35%	44%	96
	$60,000 to $74,999	1%	3%	14%	34%	48%	104
	$75,000 to $99,999	2%	1%	17%	32%	49%	164
	$100,000 to $149,999	1%	2%	13%	33%	52%	184
	$150,000 and over		2%	12%	36%	50%	178
Satisfaction with Co-op	Very Satisfied	1%		5%	25%	69%	392
	Satisfied	0%	0%	15%	46%	38%	421
	Neutral	1%	8%	36%	36%	20%	126
	Dissatisfied	8%	19%	44%	8%	19%	36
	Very Dissatisfied	4%	11%	2%	17%	66%	47
Voting History	Voted At Least Once	1%	3%	12%	35%	49%	563
	Didn't Vote in Past 3 Elections	2%	2%	17%	32%	48%	449
Most Used Location	Hanover - Lyme Road		8%	16%	16%	61%	38
	Hanover - Park Street	2%	2%	16%	37%	43%	285
	Lebanon - Centerra	1%	2%	13%	34%	50%	497
	White River Jct - Maple Street		4%	14%	35%	48%	185
Frequency Shopping at Co-op	More Than Once a Week	1%	2%	13%	34%	50%	334
	Once a Week	2%	2%	14%	37%	44%	246
	Less Frequently	1%	2%	16%	32%	49%	451
Home Market Area	Home Out of Market Area	2%	2%	6%	28%	62%	114
	Home Primary	1%	2%	14%	36%	46%	563
	Home Secondary	1%	3%	16%	29%	51%	177
	Home Tertiary		2%	16%	37%	45%	155
Work Market Area	Work Out of Market Area	1%	5%	13%	32%	49%	78
	Work Primary	1%	2%	13%	38%	47%	367
	Work Secondary		2%	20%	24%	54%	59
	Work Tertiary		5%	7%	40%	48%	42
Survey Type	Mail	1%	0%	23%	39%	37%	206
	Phone	1%	2%	12%	33%	53%	306
	Web	1%	3%	13%	33%	50%	520

Q6b: Please indicate your level of agreement with the following statements - The Co-op is a resource for information on important food issues

		Strongly Disagree (1)	(2)	(3)	(4)	Strongly Agree (5)	Number Responding
Hanover Co-op Members	2017 Survey	3%	6%	23%	33%	35%	1,021
Age of Most Frequent Shopper	18 to 34		17%	20%	37%	26%	35
	35 to 44	1%	12%	26%	34%	27%	92
	45 to 54	2%	5%	27%	33%	33%	184
	55 to 64	2%	5%	23%	34%	35%	277
	65 or older	3%	5%	21%	33%	39%	399
Sex	Female	2%	5%	21%	33%	38%	702
	Male	3%	10%	28%	34%	26%	296
Children in Household	No Children	2%	5%	23%	33%	37%	745
	One Child	1%	10%	26%	37%	27%	90
	Two or More Children	1%	10%	25%	36%	28%	135
Years Being Co-op Member	2 years or less	2%	12%	30%	35%	21%	43
	3 to 5 years	1%	11%	29%	32%	28%	129
	6 to 10 years	1%	8%	29%	26%	36%	174
	11 to 20 years	4%	5%	22%	35%	35%	307
	20 or more years	2%	4%	19%	35%	39%	317
Household Income	Less than $45,000	2%	3%	21%	33%	42%	115
	$45,000 to $59,999	2%	4%	21%	33%	40%	91
	$60,000 to $74,999	1%	9%	23%	35%	32%	103
	$75,000 to $99,999	2%	7%	21%	33%	37%	166
	$100,000 to $149,999	1%	6%	23%	34%	35%	183
	$150,000 and over	2%	7%	27%	30%	34%	174
Satisfaction with Co-op	Very Satisfied	1%	3%	15%	31%	50%	386
	Satisfied	2%	6%	27%	39%	26%	420
	Neutral	2%	17%	36%	27%	18%	125
	Dissatisfied	12%	18%	27%	24%	18%	33
	Very Dissatisfied	9%	7%	24%	22%	39%	46
Voting History	Voted At Least Once	3%	6%	23%	31%	38%	559
	Didn't Vote in Past 3 Elections	3%	7%	25%	35%	30%	442
Most Used Location	Hanover - Lyme Road		8%	26%	28%	38%	39
	Hanover - Park Street	4%	7%	24%	33%	33%	280
	Lebanon - Centerra	3%	5%	23%	33%	37%	487
	White River Jct - Maple Street	1%	10%	25%	32%	32%	185
Frequency Shopping at Co-op	More Than Once a Week	3%	7%	23%	34%	34%	331
	Once a Week	3%	5%	23%	29%	40%	240
	Less Frequently	2%	7%	24%	35%	32%	449
Home Market Area	Home Out of Market Area	2%	4%	27%	26%	41%	116
	Home Primary	3%	7%	22%	34%	34%	555
	Home Secondary	3%	7%	22%	34%	34%	173
	Home Tertiary		5%	26%	34%	35%	154
Work Market Area	Work Out of Market Area	5%	11%	20%	35%	28%	79
	Work Primary	3%	5%	23%	35%	34%	359
	Work Secondary		14%	22%	36%	29%	59
	Work Tertiary		5%	19%	29%	48%	42
Survey Type	Mail	2%	7%	24%	37%	29%	205
	Phone	3%	6%	27%	30%	34%	298
	Web	3%	6%	21%	33%	37%	518

Q7: Overall, how satisfied are you as a member of the Co-op?

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Number Responding
Hanover Co-op Members	**2017 Survey**	38%	41%	13%	3%	4%	1,073
Age of Most Frequent Shopper	18 to 34	42%	42%	11%	3%	3%	36
	35 to 44	35%	46%	16%	2%	1%	95
	45 to 54	33%	43%	16%	3%	5%	198
	55 to 64	38%	43%	12%	5%	3%	286
	65 or older	41%	40%	11%	3%	6%	422
Sex	Female	39%	41%	12%	4%	5%	726
	Male	36%	43%	14%	2%	3%	321
Children in Household	No Children	39%	40%	12%	3%	5%	780
	One Child	25%	50%	16%	5%	4%	96
	Two or More Children	40%	41%	14%	2%	2%	141
Years Being Co-op Member	2 years or less	37%	43%	16%	4%		49
	3 to 5 years	32%	50%	12%	3%	4%	138
	6 to 10 years	39%	37%	16%	3%	5%	178
	11 to 20 years	36%	43%	13%	3%	4%	320
	20 or more years	42%	39%	11%	4%	4%	332
Household Income	Less than $45,000	38%	42%	12%	4%	3%	117
	$45,000 to $59,999	34%	45%	14%	3%	4%	100
	$60,000 to $74,999	40%	39%	12%	4%	5%	104
	$75,000 to $99,999	35%	42%	15%	3%	5%	164
	$100,000 to $149,999	39%	44%	13%	3%	2%	192
	$150,000 and over	44%	39%	9%	3%	4%	192
Voting History	Voted At Least Once	39%	42%	11%	4%	5%	577
	Didn't Vote in Past 3 Elections	36%	40%	16%	3%	4%	477
Most Used Location	Hanover - Lyme Road	26%	40%	21%		14%	43
	Hanover - Park Street	38%	42%	12%	4%	4%	293
	Lebanon - Centerra	38%	40%	14%	4%	4%	518
	White River Jct - Maple Street	39%	41%	13%	2%	4%	188
Frequency Shopping at Co-op	More Than Once a Week	43%	41%	8%	3%	5%	341
	Once a Week	41%	45%	8%	2%	4%	252
	Less Frequently	32%	39%	19%	5%	5%	478
Home Market Area	Home Out of Market Area	50%	34%	10%	1%	5%	120
	Home Primary	37%	43%	11%	4%	4%	575
	Home Secondary	33%	44%	16%	3%	3%	188
	Home Tertiary	39%	37%	16%	2%	5%	164
Work Market Area	Work Out of Market Area	40%	38%	11%	2%	9%	82
	Work Primary	34%	45%	13%	4%	4%	379
	Work Secondary	36%	43%	11%	3%	7%	61
	Work Tertiary	35%	46%	15%	2%	2%	46
Survey Type	Mail	36%	47%	13%	3%	1%	208
	Phone	41%	33%	13%	2%	10%	314
	Web	37%	43%	13%	4%	3%	551

Q8a: How satisfied are you with each of the following Co-op departments? - Bakery

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	26%	31%	15%	2%	1%	24%	1,058
Age of Most Frequent Shopper	18 to 34	31%	36%	11%	3%	3%	17%	36
	35 to 44	23%	27%	22%	5%	1%	21%	95
	45 to 54	27%	34%	14%	4%	1%	20%	197
	55 to 64	27%	31%	16%	2%	1%	22%	285
	65 or older	26%	32%	13%	1%	2%	26%	409
Sex	Female	28%	29%	15%	3%	1%	23%	720
	Male	21%	37%	14%	2%	2%	24%	313
Children in Household	No Children	26%	32%	15%	2%	1%	24%	768
	One Child	30%	22%	21%	3%	1%	23%	96
	Two or More Children	29%	37%	12%	3%	1%	19%	139
Years Being Co-op Member	2 years or less	28%	38%	4%	4%		26%	47
	3 to 5 years	24%	29%	16%	1%	1%	28%	137
	6 to 10 years	25%	31%	16%	3%	1%	24%	178
	11 to 20 years	28%	28%	15%	3%	2%	24%	315
	20 or more years	27%	34%	16%	2%	1%	20%	327
Household Income	Less than $45,000	22%	33%	13%	3%	1%	29%	111
	$45,000 to $59,999	27%	27%	18%	1%	1%	25%	99
	$60,000 to $74,999	28%	33%	13%	5%	1%	20%	104
	$75,000 to $99,999	35%	26%	13%	2%	2%	23%	167
	$100,000 to $149,999	20%	35%	16%	3%	1%	26%	188
	$150,000 and over	28%	33%	17%	3%	1%	17%	190
Satisfaction with Co-op	Very Satisfied	38%	28%	11%	1%	1%	21%	397
	Satisfied	19%	38%	16%	2%	0%	25%	431
	Neutral	10%	31%	25%	5%	1%	27%	135
	Dissatisfied	8%	19%	32%	14%	3%	24%	37
	Very Dissatisfied	43%	17%	4%		11%	24%	46
Voting History	Voted At Least Once	28%	29%	15%	3%	1%	24%	576
	Didn't Vote in Past 3 Elections	23%	35%	16%	2%	1%	23%	465
Most Used Location	Hanover - Lyme Road	29%	38%	10%	2%	2%	19%	42
	Hanover - Park Street	26%	37%	17%	3%	0%	17%	290
	Lebanon - Centerra	26%	30%	15%	2%	2%	26%	510
	White River Jct - Maple Street	25%	28%	16%	3%	1%	27%	187
Frequency Shopping at Co-op	More Than Once a Week	27%	34%	16%	4%	1%	18%	337
	Once a Week	28%	30%	16%	3%	1%	22%	251
	Less Frequently	24%	30%	14%	1%	1%	29%	469
Home Market Area	Home Out of Market Area	31%	30%	9%	2%	1%	28%	117
	Home Primary	23%	33%	17%	3%	2%	22%	570
	Home Secondary	31%	26%	15%	2%	1%	25%	185
	Home Tertiary	28%	32%	15%	1%	1%	23%	162
Work Market Area	Work Out of Market Area	27%	18%	22%	4%	1%	28%	78
	Work Primary	27%	32%	16%	3%	1%	22%	376
	Work Secondary	18%	42%	18%	3%		18%	60
	Work Tertiary	24%	29%	16%			31%	45
Survey Type	Mail	26%	33%	15%	1%	2%	24%	208
	Phone	25%	30%	13%	3%	2%	29%	312
	Web	27%	32%	17%	3%	1%	21%	538

Q8b: How satisfied are you with each of the following Co-op departments? - Bulk/Bins

		Very Satisfied	Satisfied	Neutral	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	**2017 Survey**	51%	27%	8%	1%	14%	1,061
Age of Most Frequent Shopper	18 to 34	57%	17%	9%		17%	35
	35 to 44	43%	35%	11%	2%	9%	95
	45 to 54	47%	29%	9%	1%	15%	199
	55 to 64	54%	27%	6%	1%	12%	284
	65 or older	53%	24%	7%	1%	15%	412
Sex	Female	53%	26%	8%	1%	12%	723
	Male	45%	30%	6%	2%	17%	314
Children in Household	No Children	52%	25%	7%	1%	15%	769
	One Child	53%	26%	5%	1%	15%	97
	Two or More Children	48%	33%	11%	1%	7%	141
Years Being Co-op Member	2 years or less	49%	30%	6%		15%	47
	3 to 5 years	38%	26%	10%	2%	23%	138
	6 to 10 years	41%	32%	9%		18%	174
	11 to 20 years	49%	29%	9%	2%	12%	318
	20 or more years	66%	21%	4%	1%	9%	331
Household Income	Less than $45,000	48%	27%	5%		20%	113
	$45,000 to $59,999	56%	22%	8%	1%	12%	98
	$60,000 to $74,999	49%	27%	12%	2%	11%	104
	$75,000 to $99,999	55%	27%	4%	1%	13%	168
	$100,000 to $149,999	49%	26%	8%	1%	15%	190
	$150,000 and over	53%	25%	7%	2%	13%	190
Satisfaction with Co-op	Very Satisfied	65%	19%	4%	1%	11%	398
	Satisfied	43%	33%	8%	0%	15%	431
	Neutral	36%	31%	14%		20%	137
	Dissatisfied	30%	32%	22%	3%	14%	37
	Very Dissatisfied	59%	17%	4%	9%	11%	46
Voting History	Voted At Least Once	55%	27%	5%	1%	11%	577
	Didn't Vote in Past 3 Elections	44%	27%	11%	1%	18%	466
Most Used Location	Hanover - Lyme Road	42%	14%	7%	2%	35%	43
	Hanover - Park Street	55%	29%	7%	0%	9%	291
	Lebanon - Centerra	55%	28%	7%	1%	9%	514
	White River Jct - Maple Street	31%	28%	11%	1%	29%	184
Frequency Shopping at Co-op	More Than Once a Week	55%	25%	7%	1%	12%	338
	Once a Week	58%	25%	6%	1%	10%	252
	Less Frequently	44%	29%	9%	1%	17%	470
Home Market Area	Home Out of Market Area	53%	28%	5%	1%	13%	119
	Home Primary	50%	27%	8%	1%	13%	568
	Home Secondary	52%	21%	9%	1%	17%	187
	Home Tertiary	51%	31%	6%	1%	10%	162
Work Market Area	Work Out of Market Area	54%	17%	11%	1%	16%	81
	Work Primary	49%	31%	7%	1%	13%	379
	Work Secondary	51%	25%	2%	2%	20%	59
	Work Tertiary	58%	31%	7%		4%	45
Survey Type	Mail	54%	25%	7%	1%	12%	212
	Phone	45%	29%	7%	2%	18%	308
	Web	53%	27%	8%	0%	12%	541

Q8c: How satisfied are you with each of the following Co-op departments? - Cheese/Dairy

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	55%	31%	7%	1%	1%	6%	1,070
Age of Most Frequent Shopper	18 to 34	64%	11%	14%	8%		3%	36
	35 to 44	53%	34%	6%	2%		5%	95
	45 to 54	59%	26%	7%	1%	2%	5%	200
	55 to 64	56%	32%	6%	0%	1%	6%	288
	65 or older	53%	32%	7%	1%	1%	6%	414
Sex	Female	56%	29%	7%	1%	1%	5%	727
	Male	51%	34%	6%	1%	2%	6%	318
Children in Household	No Children	53%	32%	6%	1%	1%	6%	777
	One Child	56%	28%	9%	1%	3%	3%	97
	Two or More Children	62%	27%	6%			4%	141
Years Being Co-op Member	2 years or less	48%	38%	4%	4%		6%	48
	3 to 5 years	52%	31%	7%	1%	1%	8%	139
	6 to 10 years	47%	36%	9%	2%	1%	5%	179
	11 to 20 years	56%	30%	7%		2%	5%	316
	20 or more years	61%	26%	5%	1%	1%	6%	334
Household Income	Less than $45,000	50%	34%	5%	1%	1%	10%	115
	$45,000 to $59,999	48%	36%	8%	2%	2%	5%	101
	$60,000 to $74,999	53%	31%	11%	2%		4%	104
	$75,000 to $99,999	58%	31%	5%	1%	2%	4%	168
	$100,000 to $149,999	56%	31%	7%		1%	6%	189
	$150,000 and over	66%	20%	7%	1%	2%	5%	191
Satisfaction with Co-op	Very Satisfied	72%	21%	2%	0%	1%	4%	400
	Satisfied	49%	37%	7%	1%	0%	6%	437
	Neutral	32%	41%	15%	1%	1%	9%	137
	Dissatisfied	27%	30%	24%	11%	3%	5%	37
	Very Dissatisfied	60%	21%	4%	2%	11%	2%	47
Voting History	Voted At Least Once	60%	27%	5%	2%	1%	5%	581
	Didn't Vote in Past 3 Elections	49%	35%	8%	1%	1%	6%	471
Most Used Location	Hanover - Lyme Road	47%	21%	14%	2%	5%	12%	43
	Hanover - Park Street	62%	26%	6%	1%	1%	5%	289
	Lebanon - Centerra	56%	32%	5%	1%	1%	5%	519
	White River Jct - Maple Street	44%	38%	9%	2%	1%	6%	190
Frequency Shopping at Co-op	More Than Once a Week	62%	26%	4%	2%	2%	4%	341
	Once a Week	55%	31%	7%	0%	0%	6%	253
	Less Frequently	49%	35%	8%	1%	1%	7%	475
Home Market Area	Home Out of Market Area	62%	25%	6%		1%	6%	117
	Home Primary	55%	30%	7%	1%	2%	5%	574
	Home Secondary	53%	31%	9%		1%	7%	189
	Home Tertiary	51%	38%	4%	1%	1%	5%	164
Work Market Area	Work Out of Market Area	53%	31%	7%	2%	1%	5%	81
	Work Primary	57%	29%	7%	1%	2%	4%	382
	Work Secondary	60%	31%	6%	2%		2%	62
	Work Tertiary	51%	38%	4%			7%	45
Survey Type	Mail	53%	30%	9%	0%	1%	6%	211
	Phone	51%	32%	6%	2%	2%	7%	312
	Web	57%	31%	6%	1%	1%	4%	547

Q8d: How satisfied are you with each of the following Co-op departments? - Deli

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	37%	30%	10%	1%	1%	20%	1,072
Age of Most Frequent Shopper	18 to 34	31%	33%	8%			28%	36
	35 to 44	37%	26%	15%	1%	3%	18%	95
	45 to 54	40%	31%	10%	3%	1%	17%	200
	55 to 64	40%	31%	8%	1%	1%	19%	288
	65 or older	36%	29%	10%	0%	1%	23%	416
Sex	Female	38%	28%	10%	1%	1%	22%	729
	Male	35%	35%	10%	2%	1%	17%	318
Children in Household	No Children	37%	31%	10%	1%	1%	21%	778
	One Child	39%	25%	13%	2%	2%	19%	97
	Two or More Children	38%	30%	10%	1%	1%	19%	141
Years Being Co-op Member	2 years or less	25%	29%	13%			33%	48
	3 to 5 years	32%	28%	14%	1%	1%	24%	138
	6 to 10 years	32%	33%	11%	1%		24%	179
	11 to 20 years	42%	28%	8%	3%	1%	18%	320
	20 or more years	42%	29%	10%	0%	1%	17%	333
Household Income	Less than $45,000	35%	28%	10%			27%	113
	$45,000 to $59,999	36%	30%	9%	3%	1%	21%	102
	$60,000 to $74,999	39%	35%	8%			18%	104
	$75,000 to $99,999	40%	25%	10%	1%	1%	23%	168
	$100,000 to $149,999	35%	32%	11%	1%	1%	19%	192
	$150,000 and over	40%	32%	10%	2%	2%	14%	191
Satisfaction with Co-op	Very Satisfied	50%	25%	5%	0%	1%	18%	401
	Satisfied	31%	35%	11%	1%	0%	21%	439
	Neutral	20%	32%	20%	3%		24%	137
	Dissatisfied	22%	27%	19%	5%		27%	37
	Very Dissatisfied	46%	15%	11%		9%	20%	46
Voting History	Voted At Least Once	38%	32%	9%	1%	1%	18%	582
	Didn't Vote in Past 3 Elections	36%	28%	11%	1%	1%	23%	472
Most Used Location	Hanover - Lyme Road	29%	33%	7%	2%	5%	24%	42
	Hanover - Park Street	39%	32%	12%	1%	1%	16%	293
	Lebanon - Centerra	37%	30%	10%	1%	1%	22%	520
	White River Jct - Maple Street	40%	28%	11%	1%	1%	20%	188
Frequency Shopping at Co-op	More Than Once a Week	44%	32%	9%	1%	1%	12%	342
	Once a Week	40%	28%	11%	1%	1%	19%	253
	Less Frequently	31%	30%	10%	1%	1%	28%	476
Home Market Area	Home Out of Market Area	34%	29%	8%		1%	29%	119
	Home Primary	36%	33%	10%	2%	1%	18%	575
	Home Secondary	44%	26%	10%	1%		20%	189
	Home Tertiary	37%	28%	10%	1%	1%	24%	163
Work Market Area	Work Out of Market Area	34%	27%	14%	1%	1%	23%	79
	Work Primary	40%	33%	10%	2%	1%	13%	383
	Work Secondary	35%	31%	5%			29%	62
	Work Tertiary	36%	29%	13%			22%	45
Survey Type	Mail	35%	34%	8%	1%	0%	21%	213
	Phone	34%	28%	10%	0%	2%	26%	312
	Web	40%	30%	11%	1%	1%	17%	547

Q8e: How satisfied are you with each of the following Co-op departments? - Floral

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	22%	22%	13%	1%	1%	41%	1,069
Age of Most Frequent Shopper	18 to 34	23%	20%	11%	3%		43%	35
	35 to 44	25%	24%	16%	1%	2%	32%	95
	45 to 54	24%	24%	10%	1%	1%	41%	199
	55 to 64	21%	24%	15%	2%	0%	38%	287
	65 or older	23%	20%	11%	1%	1%	44%	416
Sex	Female	25%	22%	13%	2%	1%	37%	728
	Male	15%	23%	12%	1%	1%	48%	316
Children in Household	No Children	20%	22%	12%	1%	1%	43%	776
	One Child	30%	21%	14%	1%	1%	33%	96
	Two or More Children	28%	24%	11%	1%	1%	35%	141
Years Being Co-op Member	2 years or less	15%	19%	17%	2%		47%	47
	3 to 5 years	15%	23%	8%	1%	1%	51%	138
	6 to 10 years	18%	17%	13%	1%		50%	178
	11 to 20 years	23%	22%	16%	1%	1%	37%	318
	20 or more years	29%	26%	9%	2%	1%	33%	333
Household Income	Less than $45,000	20%	15%	10%			55%	113
	$45,000 to $59,999	22%	15%	13%	1%	1%	49%	101
	$60,000 to $74,999	25%	26%	7%	3%		39%	103
	$75,000 to $99,999	22%	23%	15%	1%	1%	38%	167
	$100,000 to $149,999	21%	25%	10%	2%	1%	41%	191
	$150,000 and over	28%	27%	11%	3%	1%	31%	192
Satisfaction with Co-op	Very Satisfied	31%	21%	8%	1%	1%	38%	402
	Satisfied	19%	24%	14%	1%	0%	42%	436
	Neutral	9%	20%	20%	4%		46%	137
	Dissatisfied	14%	22%	22%	3%		39%	36
	Very Dissatisfied	26%	20%	11%		7%	37%	46
Voting History	Voted At Least Once	24%	24%	12%	1%	1%	38%	582
	Didn't Vote in Past 3 Elections	20%	19%	14%	2%	0%	44%	469
Most Used Location	Hanover - Lyme Road	19%	14%	5%		2%	60%	42
	Hanover - Park Street	29%	26%	14%	1%	0%	30%	291
	Lebanon - Centerra	22%	21%	13%	1%	1%	42%	518
	White River Jct - Maple Street	15%	21%	13%	2%		49%	189
Frequency Shopping at Co-op	More Than Once a Week	29%	27%	11%	2%	1%	30%	342
	Once a Week	25%	21%	12%	2%	0%	39%	252
	Less Frequently	16%	19%	14%	1%	1%	49%	474
Home Market Area	Home Out of Market Area	14%	19%	8%	1%	1%	58%	118
	Home Primary	24%	26%	12%	1%	1%	35%	573
	Home Secondary	22%	18%	16%	2%		43%	188
	Home Tertiary	24%	18%	12%	1%	1%	45%	164
Work Market Area	Work Out of Market Area	15%	25%	9%	4%	1%	46%	79
	Work Primary	27%	27%	14%	1%	1%	31%	381
	Work Secondary	19%	26%	13%			42%	62
	Work Tertiary	18%	18%	11%			53%	45
Survey Type	Mail	19%	27%	15%	2%	0%	36%	213
	Phone	18%	21%	10%	1%	2%	50%	312
	Web	26%	22%	13%	1%	0%	38%	544

Q8f: How satisfied are you with each of the following Co-op departments? - Front End

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	42%	32%	11%	1%	1%	13%	1,013
Age of Most Frequent Shopper	18 to 34	43%	31%	9%	3%		14%	35
	35 to 44	35%	38%	16%	1%	2%	7%	94
	45 to 54	46%	33%	9%	1%	1%	10%	194
	55 to 64	46%	32%	11%	1%	0%	10%	277
	65 or older	40%	29%	11%	0%	1%	18%	377
Sex	Female	45%	30%	11%	1%	1%	13%	684
	Male	36%	37%	12%	1%	1%	13%	304
Children in Household	No Children	42%	32%	11%	1%	1%	14%	728
	One Child	48%	23%	19%	1%	1%	8%	96
	Two or More Children	41%	38%	8%	1%	1%	12%	137
Years Being Co-op Member	2 years or less	30%	35%	4%	4%		26%	46
	3 to 5 years	38%	37%	10%		2%	13%	132
	6 to 10 years	34%	34%	15%	1%		16%	172
	11 to 20 years	45%	30%	12%	1%	1%	12%	302
	20 or more years	51%	28%	10%	0%	1%	10%	310
Household Income	Less than $45,000	45%	34%	6%	1%	1%	14%	109
	$45,000 to $59,999	40%	34%	7%	1%	1%	16%	97
	$60,000 to $74,999	46%	28%	16%			10%	100
	$75,000 to $99,999	46%	29%	11%		1%	14%	160
	$100,000 to $149,999	45%	32%	12%	1%	1%	10%	182
	$150,000 and over	39%	32%	13%	2%	2%	13%	190
Satisfaction with Co-op	Very Satisfied	56%	27%	6%	1%	1%	10%	385
	Satisfied	33%	41%	12%	0%	0%	14%	408
	Neutral	34%	21%	22%	2%		20%	132
	Dissatisfied	24%	29%	32%	3%		12%	34
	Very Dissatisfied	55%	20%	9%	2%	7%	7%	44
Voting History	Voted At Least Once	45%	32%	10%	1%	1%	12%	552
	Didn't Vote in Past 3 Elections	39%	32%	13%	0%	1%	15%	444
Most Used Location	Hanover - Lyme Road	44%	17%	15%		2%	22%	41
	Hanover - Park Street	46%	29%	13%	1%	1%	10%	272
	Lebanon - Centerra	39%	34%	11%	1%	1%	14%	494
	White River Jct - Maple Street	45%	32%	10%	1%	1%	12%	182
Frequency Shopping at Co-op	More Than Once a Week	53%	26%	10%	1%	1%	9%	327
	Once a Week	43%	38%	8%	0%	0%	10%	239
	Less Frequently	34%	33%	14%	1%	1%	17%	446
Home Market Area	Home Out of Market Area	34%	42%	6%		2%	16%	108
	Home Primary	45%	31%	11%	1%	1%	11%	545
	Home Secondary	42%	28%	18%	1%		11%	181
	Home Tertiary	44%	29%	8%		1%	18%	154
Work Market Area	Work Out of Market Area	53%	23%	10%		1%	13%	78
	Work Primary	42%	32%	13%	1%	1%	11%	367
	Work Secondary	42%	40%	8%			10%	60
	Work Tertiary	42%	19%	21%			19%	43
Survey Type	Mail	39%	35%	11%		1%	14%	194
	Phone	44%	34%	10%	1%	2%	10%	284
	Web	42%	30%	12%	1%	0%	14%	535

Q8g: How satisfied are you with each of the following Co-op departments? - Grocery

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Number Responding
Hanover Co-op Members	2017 Survey	39%	46%	12%	2%	1%	1,052
Age of Most Frequent Shopper	18 to 34	36%	44%	17%	3%		36
	35 to 44	38%	46%	14%		2%	95
	45 to 54	38%	46%	14%	1%	1%	196
	55 to 64	37%	49%	13%	1%		282
	65 or older	42%	44%	10%	2%	1%	406
Sex	Female	39%	45%	13%	2%	0%	714
	Male	38%	49%	11%	1%	2%	313
Children in Household	No Children	39%	47%	11%	2%	1%	763
	One Child	40%	43%	14%	2%	1%	93
	Two or More Children	35%	49%	14%	1%	1%	141
Years Being Co-op Member	2 years or less	31%	49%	16%	4%		45
	3 to 5 years	40%	53%	5%		2%	133
	6 to 10 years	35%	49%	15%	1%		176
	11 to 20 years	43%	42%	12%	2%	1%	314
	20 or more years	38%	45%	14%	2%	1%	329
Household Income	Less than $45,000	41%	46%	8%	4%		114
	$45,000 to $59,999	37%	50%	10%	1%	2%	101
	$60,000 to $74,999	37%	48%	15%		1%	103
	$75,000 to $99,999	43%	43%	11%	1%	1%	166
	$100,000 to $149,999	37%	47%	15%	1%	1%	189
	$150,000 and over	44%	42%	10%	3%	1%	186
Satisfaction with Co-op	Very Satisfied	62%	34%	4%	0%	1%	399
	Satisfied	28%	59%	13%	0%	0%	429
	Neutral	11%	55%	32%	2%		132
	Dissatisfied	3%	29%	40%	29%		35
	Very Dissatisfied	53%	31%	7%		9%	45
Voting History	Voted At Least Once	40%	45%	12%	2%	1%	572
	Didn't Vote in Past 3 Elections	37%	48%	13%	1%	0%	462
Most Used Location	Hanover - Lyme Road	35%	45%	18%		3%	40
	Hanover - Park Street	36%	46%	15%	2%	0%	287
	Lebanon - Centerra	39%	47%	11%	2%	1%	511
	White River Jct - Maple Street	42%	45%	11%	1%	1%	187
Frequency Shopping at Co-op	More Than Once a Week	40%	48%	10%	1%	1%	341
	Once a Week	41%	45%	12%	2%	1%	250
	Less Frequently	36%	46%	15%	2%	1%	460
Home Market Area	Home Out of Market Area	45%	45%	9%		2%	116
	Home Primary	39%	45%	12%	2%	1%	570
	Home Secondary	35%	49%	15%	2%		185
	Home Tertiary	40%	47%	12%		1%	156
Work Market Area	Work Out of Market Area	53%	35%	10%	1%	1%	78
	Work Primary	38%	47%	12%	3%	1%	375
	Work Secondary	41%	49%	8%		2%	61
	Work Tertiary	36%	49%	16%			45
Survey Type	Mail	39%	44%	13%	2%	0%	208
	Phone	38%	49%	10%	1%	2%	309
	Web	39%	45%	13%	1%	1%	535

Q8h: How satisfied are you with each of the following Co-op departments? - Meat

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	55%	24%	6%	1%	1%	13%	1,072
Age of Most Frequent Shopper	18 to 34	39%	28%	6%	6%		22%	36
	35 to 44	48%	27%	6%	3%	1%	14%	95
	45 to 54	58%	22%	7%	1%	1%	12%	200
	55 to 64	61%	20%	5%	1%	0%	12%	288
	65 or older	55%	25%	6%	1%	1%	13%	416
Sex	Female	55%	24%	5%	2%	1%	13%	729
	Male	56%	24%	6%	1%	1%	13%	318
Children in Household	No Children	56%	23%	6%	2%	1%	13%	778
	One Child	60%	20%	6%		1%	13%	97
	Two or More Children	52%	28%	5%	2%	1%	12%	141
Years Being Co-op Member	2 years or less	35%	31%	6%	6%		21%	48
	3 to 5 years	46%	27%	7%	1%	2%	17%	139
	6 to 10 years	56%	25%	4%	1%		13%	179
	11 to 20 years	60%	23%	5%	2%	0%	10%	318
	20 or more years	61%	20%	7%	1%	1%	11%	333
Household Income	Less than $45,000	43%	31%	5%	2%		19%	114
	$45,000 to $59,999	49%	25%	5%	3%	1%	17%	102
	$60,000 to $74,999	60%	18%	9%		1%	13%	104
	$75,000 to $99,999	56%	24%	4%	1%	1%	14%	167
	$100,000 to $149,999	63%	22%	6%	2%	1%	7%	192
	$150,000 and over	64%	20%	3%	3%	1%	10%	192
Satisfaction with Co-op	Very Satisfied	74%	12%	2%	0%	0%	10%	401
	Satisfied	47%	33%	4%	1%	0%	15%	438
	Neutral	33%	28%	17%	4%	1%	17%	138
	Dissatisfied	19%	35%	19%	8%	3%	16%	37
	Very Dissatisfied	67%	13%	2%	2%	2%	13%	46
Voting History	Voted At Least Once	58%	22%	5%	2%	1%	12%	584
	Didn't Vote in Past 3 Elections	53%	25%	6%	1%	0%	14%	471
Most Used Location	Hanover - Lyme Road	40%	24%	7%	2%		26%	42
	Hanover - Park Street	54%	27%	7%	1%	1%	10%	292
	Lebanon - Centerra	60%	20%	5%	2%	1%	12%	519
	White River Jct - Maple Street	51%	29%	6%	2%		13%	190
Frequency Shopping at Co-op	More Than Once a Week	64%	22%	4%	2%	1%	8%	343
	Once a Week	57%	25%	5%	0%		13%	252
	Less Frequently	49%	25%	7%	2%	1%	17%	476
Home Market Area	Home Out of Market Area	50%	21%	3%	1%		26%	117
	Home Primary	57%	25%	6%	1%	1%	10%	576
	Home Secondary	59%	21%	7%	3%		11%	189
	Home Tertiary	55%	24%	4%	2%	1%	13%	164
Work Market Area	Work Out of Market Area	65%	14%	3%	1%	1%	16%	80
	Work Primary	59%	21%	7%	2%	0%	10%	382
	Work Secondary	50%	32%	5%			13%	62
	Work Tertiary	49%	33%	9%			9%	45
Survey Type	Mail	52%	26%	6%	1%	0%	15%	212
	Phone	55%	24%	6%	0%	1%	14%	312
	Web	57%	23%	5%	2%	0%	12%	548

Q8i: How satisfied are you with each of the following Co-op departments? - Produce

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	55%	32%	6%	2%	1%	3%	1,076
Age of Most Frequent Shopper	18 to 34	69%	14%	6%	6%		6%	36
	35 to 44	42%	42%	9%	1%	3%	2%	95
	45 to 54	55%	34%	7%	3%	1%	1%	200
	55 to 64	61%	30%	5%	1%	0%	3%	287
	65 or older	56%	32%	6%	2%	1%	3%	421
Sex	Female	57%	32%	6%	2%	1%	2%	732
	Male	52%	34%	6%	2%	2%	4%	319
Children in Household	No Children	57%	31%	6%	2%	1%	3%	782
	One Child	48%	33%	10%	3%	2%	3%	97
	Two or More Children	54%	38%	5%	1%	1%	1%	141
Years Being Co-op Member	2 years or less	42%	44%	6%	2%	2%	4%	48
	3 to 5 years	51%	32%	5%	3%	2%	6%	139
	6 to 10 years	57%	34%	6%	2%		2%	180
	11 to 20 years	60%	30%	6%	2%	1%	1%	320
	20 or more years	57%	30%	7%	3%	1%	3%	334
Household Income	Less than $45,000	55%	36%	3%	3%	1%	2%	116
	$45,000 to $59,999	55%	32%	8%	3%	2%		102
	$60,000 to $74,999	57%	28%	8%	5%		3%	104
	$75,000 to $99,999	54%	32%	8%	1%	1%	4%	168
	$100,000 to $149,999	60%	33%	3%	2%	1%	1%	192
	$150,000 and over	61%	28%	4%	2%	2%	4%	192
Satisfaction with Co-op	Very Satisfied	76%	19%	2%	1%	0%	2%	403
	Satisfied	47%	42%	6%	2%	0%	3%	438
	Neutral	27%	45%	17%	4%	1%	5%	139
	Dissatisfied	22%	38%	19%	8%	11%	3%	37
	Very Dissatisfied	70%	15%	2%	2%	6%	4%	47
Voting History	Voted At Least Once	58%	29%	7%	2%	1%	2%	583
	Didn't Vote in Past 3 Elections	52%	36%	6%	2%	1%	3%	475
Most Used Location	Hanover - Lyme Road	42%	37%	12%		2%	7%	43
	Hanover - Park Street	55%	35%	5%	2%	1%	2%	293
	Lebanon - Centerra	59%	31%	5%	2%	1%	2%	520
	White River Jct - Maple Street	53%	32%	8%	4%	1%	2%	190
Frequency Shopping at Co-op	More Than Once a Week	60%	29%	6%	2%	1%	1%	344
	Once a Week	55%	34%	5%	4%		2%	252
	Less Frequently	52%	34%	7%	2%	1%	4%	479
Home Market Area	Home Out of Market Area	57%	34%	3%	1%	1%	4%	119
	Home Primary	55%	33%	7%	2%	2%	2%	578
	Home Secondary	57%	31%	5%	3%	1%	4%	190
	Home Tertiary	57%	31%	6%	1%	1%	4%	163
Work Market Area	Work Out of Market Area	56%	28%	6%	3%	3%	5%	80
	Work Primary	55%	33%	6%	3%	1%	2%	383
	Work Secondary	58%	29%	5%	3%		5%	62
	Work Tertiary	49%	38%	11%			2%	45
Survey Type	Mail	51%	35%	8%	2%	1%	3%	213
	Phone	57%	31%	6%	2%	1%	2%	313
	Web	56%	32%	6%	2%	1%	3%	550

Q8j: How satisfied are you with each of the following Co-op departments? - Prepared Foods

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	28%	29%	14%	3%	1%	25%	1,070
Age of Most Frequent Shopper	18 to 34	25%	42%	17%	6%	3%	8%	36
	35 to 44	27%	35%	11%	2%	1%	24%	95
	45 to 54	30%	33%	15%	3%	2%	19%	200
	55 to 64	32%	26%	15%	3%	1%	23%	287
	65 or older	25%	26%	14%	2%	1%	31%	415
Sex	Female	28%	29%	15%	3%	1%	24%	729
	Male	27%	28%	13%	3%	1%	28%	316
Children in Household	No Children	27%	27%	14%	3%	1%	28%	778
	One Child	29%	37%	15%	2%	1%	15%	97
	Two or More Children	30%	36%	13%	1%	1%	19%	140
Years Being Co-op Member	2 years or less	25%	33%	10%	2%	2%	27%	48
	3 to 5 years	26%	23%	12%	3%	1%	35%	137
	6 to 10 years	23%	34%	17%	3%		23%	179
	11 to 20 years	30%	28%	13%	4%	1%	24%	318
	20 or more years	29%	28%	15%	2%	2%	23%	333
Household Income	Less than $45,000	26%	26%	16%	1%	1%	31%	113
	$45,000 to $59,999	21%	27%	11%	7%	2%	33%	101
	$60,000 to $74,999	31%	28%	13%	9%		20%	104
	$75,000 to $99,999	31%	28%	15%	1%	2%	23%	167
	$100,000 to $149,999	27%	37%	12%	1%	2%	21%	193
	$150,000 and over	30%	29%	15%	4%	2%	20%	191
Satisfaction with Co-op	Very Satisfied	39%	26%	9%	1%	1%	25%	399
	Satisfied	22%	32%	16%	3%	1%	26%	436
	Neutral	12%	29%	22%	7%	1%	29%	140
	Dissatisfied	16%	16%	30%	5%	8%	24%	37
	Very Dissatisfied	41%	24%	15%		4%	15%	46
Voting History	Voted At Least Once	29%	28%	15%	3%	1%	23%	583
	Didn't Vote in Past 3 Elections	27%	29%	14%	3%	1%	26%	469
Most Used Location	Hanover - Lyme Road	26%	31%	12%	2%	2%	26%	42
	Hanover - Park Street	23%	33%	19%	3%	1%	21%	294
	Lebanon - Centerra	30%	29%	13%	3%	1%	25%	518
	White River Jct - Maple Street	32%	24%	13%	4%		28%	187
Frequency Shopping at Co-op	More Than Once a Week	31%	31%	17%	4%	2%	15%	342
	Once a Week	23%	33%	12%	2%	0%	29%	253
	Less Frequently	28%	24%	14%	3%	1%	30%	474
Home Market Area	Home Out of Market Area	36%	22%	12%	2%	2%	26%	117
	Home Primary	29%	32%	14%	3%	1%	21%	574
	Home Secondary	25%	25%	14%	4%	2%	31%	189
	Home Tertiary	22%	29%	16%	2%	1%	30%	164
Work Market Area	Work Out of Market Area	35%	23%	19%	1%	1%	21%	80
	Work Primary	31%	31%	14%	4%	1%	18%	381
	Work Secondary	29%	27%	8%	2%		34%	62
	Work Tertiary	27%	27%	16%	2%	2%	27%	45
Survey Type	Mail	24%	28%	16%	3%	0%	28%	215
	Phone	27%	26%	11%	2%	1%	33%	311
	Web	29%	30%	16%	3%	2%	19%	544

Q8k: How satisfied are you with each of the following Co-op departments? - Seafood

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	39%	28%	8%	2%	1%	22%	1,069
Age of Most Frequent Shopper	18 to 34	26%	29%	3%	3%		40%	35
	35 to 44	29%	33%	11%	3%		24%	95
	45 to 54	35%	31%	11%	2%	1%	22%	200
	55 to 64	42%	27%	9%	3%	1%	18%	288
	65 or older	43%	27%	7%	1%	1%	22%	415
Sex	Female	40%	27%	9%	2%	1%	22%	729
	Male	36%	31%	7%	2%	1%	22%	315
Children in Household	No Children	40%	27%	8%	2%	1%	22%	778
	One Child	27%	32%	10%	3%	2%	26%	97
	Two or More Children	40%	32%	8%	2%		18%	139
Years Being Co-op Member	2 years or less	23%	31%	6%	4%		35%	48
	3 to 5 years	29%	29%	9%	1%	1%	29%	139
	6 to 10 years	31%	33%	9%	2%	1%	25%	179
	11 to 20 years	43%	27%	8%	3%	1%	19%	317
	20 or more years	47%	25%	8%	2%	1%	17%	332
Household Income	Less than $45,000	30%	28%	8%	2%		33%	115
	$45,000 to $59,999	33%	23%	12%	2%	1%	30%	101
	$60,000 to $74,999	39%	25%	10%	2%		24%	104
	$75,000 to $99,999	41%	28%	5%	4%	1%	21%	167
	$100,000 to $149,999	41%	31%	8%	2%	1%	17%	191
	$150,000 and over	49%	31%	7%	1%	1%	12%	191
Satisfaction with Co-op	Very Satisfied	54%	22%	4%	1%	1%	19%	400
	Satisfied	31%	36%	8%	2%	0%	23%	436
	Neutral	22%	29%	18%	6%		25%	138
	Dissatisfied	16%	22%	27%	8%	5%	22%	37
	Very Dissatisfied	59%	11%	4%	2%	7%	17%	46
Voting History	Voted At Least Once	42%	27%	7%	2%	1%	20%	580
	Didn't Vote in Past 3 Elections	35%	29%	10%	2%	1%	24%	472
Most Used Location	Hanover - Lyme Road	21%	30%	12%		2%	35%	43
	Hanover - Park Street	42%	28%	9%	2%	1%	18%	290
	Lebanon - Centerra	40%	29%	8%	3%	1%	20%	519
	White River Jct - Maple Street	35%	27%	8%	2%		28%	188
Frequency Shopping at Co-op	More Than Once a Week	42%	32%	8%	1%	1%	16%	342
	Once a Week	44%	26%	8%	2%	1%	19%	251
	Less Frequently	34%	26%	9%	3%	1%	27%	475
Home Market Area	Home Out of Market Area	36%	22%	5%	2%	1%	34%	118
	Home Primary	39%	30%	9%	3%	1%	19%	574
	Home Secondary	43%	28%	7%	1%	1%	20%	189
	Home Tertiary	37%	26%	11%	2%	1%	23%	163
Work Market Area	Work Out of Market Area	41%	23%	10%		1%	25%	81
	Work Primary	41%	28%	9%	3%	1%	18%	382
	Work Secondary	40%	35%	2%	5%		18%	62
	Work Tertiary	40%	21%	12%			28%	43
Survey Type	Mail	43%	30%	7%	2%	1%	17%	214
	Phone	35%	26%	6%	2%	1%	30%	309
	Web	40%	28%	10%	2%	1%	19%	546

Q8l: How satisfied are you with each of the following Co-op departments? - Wine

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Do Not Use/NA	Number Responding
Hanover Co-op Members	2017 Survey	23%	22%	15%	2%	0%	37%	1,067
Age of Most Frequent Shopper	18 to 34	33%	22%	11%			33%	36
	35 to 44	27%	26%	19%	2%		25%	95
	45 to 54	27%	20%	14%	1%		38%	199
	55 to 64	24%	24%	16%	2%		35%	287
	65 or older	19%	20%	15%	2%	1%	43%	413
Sex	Female	23%	22%	14%	1%	0%	39%	727
	Male	22%	22%	17%	4%	1%	35%	315
Children in Household	No Children	21%	21%	15%	2%	0%	41%	774
	One Child	27%	21%	20%	2%	1%	30%	97
	Two or More Children	31%	28%	14%	1%		26%	140
Years Being Co-op Member	2 years or less	19%	26%	9%	4%		43%	47
	3 to 5 years	28%	24%	10%	1%		37%	138
	6 to 10 years	19%	25%	17%	1%		39%	179
	11 to 20 years	24%	22%	15%	2%	0%	37%	316
	20 or more years	23%	20%	16%	3%	1%	37%	333
Household Income	Less than $45,000	26%	11%	15%			47%	114
	$45,000 to $59,999	15%	16%	13%	2%	1%	53%	101
	$60,000 to $74,999	23%	22%	14%	1%		39%	104
	$75,000 to $99,999	24%	21%	16%	2%	1%	37%	165
	$100,000 to $149,999	26%	25%	14%	2%		33%	191
	$150,000 and over	26%	29%	18%	3%	1%	25%	191
Satisfaction with Co-op	Very Satisfied	34%	20%	9%	1%	1%	36%	400
	Satisfied	18%	25%	17%	2%	0%	38%	434
	Neutral	7%	23%	26%	4%		40%	137
	Dissatisfied	5%	11%	27%	5%		51%	37
	Very Dissatisfied	40%	15%	11%	2%	2%	30%	47
Voting History	Voted At Least Once	22%	22%	16%	2%	1%	37%	581
	Didn't Vote in Past 3 Elections	24%	22%	15%	2%	0%	37%	469
Most Used Location	Hanover - Lyme Road	21%	19%	16%	2%		42%	43
	Hanover - Park Street	25%	27%	15%	3%	0%	30%	292
	Lebanon - Centerra	20%	23%	16%	2%	1%	39%	517
	White River Jct - Maple Street	27%	17%	13%	1%		42%	187
Frequency Shopping at Co-op	More Than Once a Week	28%	23%	18%	2%	1%	29%	343
	Once a Week	23%	24%	14%	3%		37%	250
	Less Frequently	19%	21%	14%	1%	0%	44%	473
Home Market Area	Home Out of Market Area	26%	18%	11%	1%		44%	117
	Home Primary	23%	21%	16%	2%	1%	37%	572
	Home Secondary	22%	25%	16%	2%		35%	189
	Home Tertiary	21%	25%	13%	2%		38%	163
Work Market Area	Work Out of Market Area	33%	11%	15%			41%	81
	Work Primary	24%	24%	14%	2%	0%	35%	380
	Work Secondary	23%	24%	18%	2%		34%	62
	Work Tertiary	23%	11%	23%	2%		41%	44
Survey Type	Mail	18%	22%	15%	2%	0%	42%	211
	Phone	20%	25%	13%	3%	0%	39%	310
	Web	26%	21%	16%	2%	0%	35%	546

Q9: Considering your overall experience with the Co-op, how likely would you be to recommend the Co-op to family members, friends, or colleagues? (0 is not at all likely, 10 is extremely likely)

		Not at All Likely (0)	1	2	3	4	5
Hanover Co-op Members	2013 Survey	1%	0%	0%	1%	1%	3%
	2017 Survey	1%	0%	1%	1%	2%	4%
Age of Most Frequent Shopper	18 to 34			3%			3%
	35 to 44					1%	4%
	45 to 54		1%	1%		2%	6%
	55 to 64	1%	0%	1%	1%	1%	5%
	65 or older	1%	0%	1%	0%	2%	3%
Sex	Female	1%	0%	1%	0%	1%	5%
	Male	0%	1%	2%	1%	2%	4%
Children in Household	No Children	1%	1%	1%	1%	2%	4%
	One Child	1%		1%		1%	9%
	Two or More Children					1%	3%
Years Being Co-op Member	2 years or less	2%		2%		2%	2%
	3 to 5 years	1%	1%	2%		2%	4%
	6 to 10 years	1%		1%		1%	3%
	11 to 20 years		0%	1%	1%	2%	4%
	20 or more years	1%	1%	1%	1%	1%	5%
Household Income	Less than $45,000	1%		2%		3%	5%
	$45,000 to $59,999		1%	1%		3%	
	$60,000 to $74,999			1%		2%	5%
	$75,000 to $99,999	1%	1%		1%		6%
	$100,000 to $149,999		1%		1%	2%	4%
	$150,000 and over	1%		1%	1%	1%	4%
Satisfaction with Co-op	Very Satisfied						0%
	Satisfied				0%	1%	2%
	Neutral	1%		4%	1%	7%	20%
	Dissatisfied	11%	5%	8%	8%	16%	19%
	Very Dissatisfied	2%	4%	6%	2%		
Voting History	Voted At Least Once	1%	1%	1%	0%	2%	5%
	Didn't Vote in Past 3 Elections	1%	0%	1%	1%	2%	4%
Most Used Location	Hanover - Lyme Road	5%				5%	5%
	Hanover - Park Street	1%	1%	1%	1%	1%	5%
	Lebanon - Centerra	0%	0%	2%	1%	2%	4%
	White River Jct - Maple Street	1%		1%	1%	2%	6%
Frequency Shopping at Co-op	More Than Once a Week		0%	0%	1%	1%	4%
	Once a Week	0%		0%	1%	1%	3%
	Less Frequently	1%	1%	2%	0%	3%	5%
Home Market Area	Home Out of Market Area			1%		1%	2%
	Home Primary	1%	1%	1%	1%	2%	4%
	Home Secondary			1%	1%	4%	5%
	Home Tertiary	2%		1%	1%		4%
Work Market Area	Work Out of Market Area	2%		1%	1%	1%	5%
	Work Primary	0%	1%	1%	1%	2%	4%
	Work Secondary	2%		2%		3%	5%
	Work Tertiary						9%
Survey Type	Mail	1%		1%	2%	1%	6%
	Phone		0%	1%	1%	1%	5%
	Web	1%	1%	1%		2%	3%

Q9: Considering your overall experience with the Co-op, how likely would you be to recommend the Co-op to family members, friends, or colleagues? (0 is not at all likely, 10 is extremely likely)

		6	7	8	9	Extremely Likely (10)	Mean	Number Responding
Hanover Co-op Members	2013 Survey	2%	7%	14%	16%	55%	**8.9**	1,299
	2017 Survey	2%	11%	14%	16%	48%	**8.6**	1,084
Age of Most Frequent Shopper	18 to 34		19%	14%	17%	44%	8.6	36
	35 to 44	2%	17%	14%	15%	47%	8.7	95
	45 to 54	3%	9%	20%	12%	50%	8.7	200
	55 to 64	1%	12%	11%	17%	49%	8.6	289
	65 or older	2%	10%	14%	17%	49%	8.6	427
Sex	Female	1%	11%	13%	15%	52%	8.7	738
	Male	3%	12%	18%	19%	39%	8.4	320
Children in Household	No Children	2%	11%	13%	17%	50%	8.6	789
	One Child	1%	13%	16%	12%	44%	8.4	97
	Two or More Children	2%	13%	20%	11%	51%	8.8	141
Years Being Co-op Member	2 years or less	2%	18%	20%	6%	45%	8.3	49
	3 to 5 years		14%	15%	14%	48%	8.5	140
	6 to 10 years	2%	15%	15%	19%	44%	8.7	182
	11 to 20 years	2%	9%	17%	15%	49%	8.7	321
	20 or more years	2%	10%	10%	16%	51%	8.6	336
Household Income	Less than $45,000	2%	11%	12%	15%	50%	8.6	119
	$45,000 to $59,999	4%	11%	18%	16%	47%	8.7	102
	$60,000 to $74,999	3%	12%	12%	14%	50%	8.7	105
	$75,000 to $99,999	1%	10%	19%	16%	46%	8.6	168
	$100,000 to $149,999	1%	16%	15%	18%	45%	8.7	192
	$150,000 and over	2%	8%	13%	17%	53%	8.8	192
Satisfaction with Co-op	Very Satisfied		1%	4%	15%	79%	9.7	405
	Satisfied	2%	17%	25%	21%	33%	8.5	441
	Neutral	6%	27%	16%	6%	11%	6.6	141
	Dissatisfied		16%	8%		8%	4.6	37
	Very Dissatisfied			6%	13%	66%	8.5	47
Voting History	Voted At Least Once	2%	10%	14%	15%	51%	8.6	584
	Didn't Vote in Past 3 Elections	1%	13%	15%	17%	45%	8.5	481
Most Used Location	Hanover - Lyme Road		14%	19%	14%	40%	8.1	43
	Hanover - Park Street	1%	13%	13%	15%	49%	8.6	295
	Lebanon - Centerra	2%	10%	16%	17%	46%	8.6	524
	White River Jct - Maple Street	1%	12%	13%	12%	54%	8.7	190
Frequency Shopping at Co-op	More Than Once a Week	1%	10%	12%	14%	57%	8.9	344
	Once a Week	2%	12%	16%	18%	47%	8.7	253
	Less Frequently	2%	12%	15%	16%	42%	8.3	486
Home Market Area	Home Out of Market Area		6%	14%	20%	57%	9.2	123
	Home Primary	2%	13%	15%	15%	47%	8.5	579
	Home Secondary	2%	11%	14%	16%	46%	8.5	191
	Home Tertiary	1%	10%	12%	17%	52%	8.7	165
Work Market Area	Work Out of Market Area		11%	6%	14%	58%	8.7	84
	Work Primary	1%	13%	16%	17%	45%	8.6	383
	Work Secondary		13%	18%	15%	44%	8.4	62
	Work Tertiary		11%	27%	9%	44%	8.6	45
Survey Type	Mail	4%	8%	16%	19%	42%	8.4	216
	Phone	3%	6%	16%	13%	55%	8.8	316
	Web		16%	13%	16%	47%	8.5	552

Q10 (coded): What can we do in the future to earn a score of 9 or 10?

		Lower Prices	Product Selection	Employees	Product Quality	Marketing/ Sales/Deals	Other	Number Responding
Hanover Co-op Members	**2013 Survey**	76%	7%	4%	3%	2%	6%	319
	2017 Survey	61%	8%	10%	5%		14%	310
Age of Most Frequent Shopper	18 to 34	58%	25%				17%	12
	35 to 44	61%	11%	11%	4%		11%	28
	45 to 54	58%	8%	14%	6%		12%	65
	55 to 64	63%	9%	9%	5%		14%	81
	65 or older	63%	6%	8%	6%		13%	106
Sex	Female	63%	10%	8%	6%		12%	197
	Male	57%	7%	13%	3%		16%	104
Children in Household	No Children	60%	9%	10%	5%		13%	208
	One Child	61%	6%	6%	6%		19%	31
	Two or More Children	67%	10%	8%	4%		8%	48
Years Being Co-op Member	2 years or less	56%	22%	6%	11%		6%	18
	3 to 5 years	62%	12%	10%	2%		10%	42
	6 to 10 years	56%	6%	6%	6%		23%	52
	11 to 20 years	57%	5%	15%	7%		14%	92
	20 or more years	67%	8%	9%	3%		11%	89
Household Income	Less than $45,000	68%	3%	6%			19%	31
	$45,000 to $59,999	50%	12%	9%	9%		15%	34
	$60,000 to $74,999	69%	10%	7%	10%		3%	29
	$75,000 to $99,999	58%	9%	5%	2%		22%	55
	$100,000 to $149,999	66%	11%	13%	4%		7%	56
	$150,000 and over	58%	12%	12%	5%		12%	43
Satisfaction with Co-op	Very Satisfied	50%	6%	6%	6%		22%	18
	Satisfied	62%	8%	9%	6%		13%	152
	Neutral	63%	6%	10%	3%		15%	93
	Dissatisfied	62%	18%	15%	3%		3%	34
	Very Dissatisfied	44%	11%	22%			22%	9
Voting History	Voted At Least Once	54%	11%	15%	5%		12%	169
	Didn't Vote in Past 3 Elections	70%	6%	4%	4%		13%	136
Most Used Location	Hanover - Lyme Road	40%	7%	7%			40%	15
	Hanover - Park Street	59%	6%	12%	9%		11%	81
	Lebanon - Centerra	62%	9%	10%	3%		13%	158
	White River Jct - Maple Street	67%	10%	6%	8%		8%	51
Frequency Shopping at Co-op	More Than Once a Week	42%	21%	10%	11%		16%	81
	Once a Week	63%	4%	15%	1%		13%	71
	Less Frequently	70%	4%	7%	3%		13%	158
Home Market Area	Home Out of Market Area	47%		6%	6%		41%	17
	Home Primary	63%	9%	9%	7%		11%	184
	Home Secondary	56%	12%	7%	2%		16%	57
	Home Tertiary	66%	2%	17%			12%	41
Work Market Area	Work Out of Market Area	60%		7%	7%		27%	15
	Work Primary	64%	8%	9%	8%		12%	120
	Work Secondary	36%	18%	14%			23%	22
	Work Tertiary	72%	6%				22%	18
Survey Type	Mail	70%	5%	3%	5%		15%	61
	Phone	55%	6%	16%	1%		15%	99
	Web	61%	11%	8%	7%		12%	150

Q11: How does the Co-op compare to other grocery stores in terms of providing good value for the money?

		Much Better	Better	About the Same	Worse	Much Worse	Other	Number Responding
Hanover Co-op Members	2013 Survey	14%	32%	29%	21%	3%		1,242
	2017 Survey	8%	24%	33%	28%	5%	2%	1,076
Age of Most Frequent Shopper	18 to 34	6%	22%	42%	28%		3%	36
	35 to 44	3%	23%	33%	39%	1%	1%	95
	45 to 54	8%	21%	31%	35%	5%	2%	199
	55 to 64	7%	22%	38%	26%	6%	1%	288
	65 or older	11%	27%	31%	24%	5%	3%	421
Sex	Female	8%	23%	32%	30%	4%	2%	730
	Male	8%	26%	36%	23%	5%	1%	320
Children in Household	No Children	8%	24%	35%	26%	5%	2%	781
	One Child	7%	19%	32%	37%	4%	1%	97
	Two or More Children	5%	28%	28%	35%	2%	1%	141
Years Being Co-op Member	2 years or less		21%	44%	31%	4%		48
	3 to 5 years	5%	26%	35%	29%	4%	1%	140
	6 to 10 years	5%	24%	37%	28%	3%	3%	182
	11 to 20 years	10%	25%	32%	27%	5%	2%	319
	20 or more years	11%	22%	30%	30%	5%	2%	332
Household Income	Less than $45,000	9%	25%	39%	24%	3%		119
	$45,000 to $59,999	10%	24%	28%	33%	3%	3%	101
	$60,000 to $74,999	5%	18%	35%	34%	5%	3%	105
	$75,000 to $99,999	7%	29%	29%	31%	2%	2%	167
	$100,000 to $149,999	9%	23%	34%	25%	6%	2%	191
	$150,000 and over	8%	25%	35%	26%	6%		190
Satisfaction with Co-op	Very Satisfied	16%	32%	34%	14%	1%	2%	401
	Satisfied	4%	21%	35%	35%	3%	2%	439
	Neutral	2%	9%	29%	47%	11%	1%	141
	Dissatisfied		3%	19%	43%	32%	3%	37
	Very Dissatisfied	4%	28%	30%	15%	13%	9%	46
Voting History	Voted At Least Once	10%	24%	32%	27%	4%	2%	581
	Didn't Vote in Past 3 Elections	5%	23%	35%	30%	5%	2%	476
Most Used Location	Hanover - Lyme Road	2%	26%	31%	33%	7%		42
	Hanover - Park Street	8%	25%	29%	30%	5%	2%	292
	Lebanon - Centerra	9%	23%	32%	30%	5%	2%	521
	White River Jct - Maple Street	8%	21%	44%	22%	4%	1%	189
Frequency Shopping at Co-op	More Than Once a Week	10%	23%	30%	30%	4%	2%	342
	Once a Week	8%	27%	34%	26%	3%	2%	251
	Less Frequently	6%	23%	35%	28%	6%	2%	481
Home Market Area	Home Out of Market Area	10%	30%	35%	20%	2%	2%	123
	Home Primary	7%	22%	31%	32%	6%	2%	571
	Home Secondary	8%	26%	35%	28%	2%	2%	191
	Home Tertiary	9%	21%	39%	25%	4%	2%	165
Work Market Area	Work Out of Market Area	8%	27%	35%	25%	4%	1%	83
	Work Primary	7%	23%	30%	34%	5%	1%	380
	Work Secondary	2%	26%	44%	24%	2%	3%	62
	Work Tertiary	11%	18%	47%	22%	2%		45
Survey Type	Mail	8%	22%	37%	29%	2%	1%	211
	Phone	10%	25%	29%	25%	4%	6%	315
	Web	7%	23%	35%	30%	6%		550

Q12: How much are you willing to pay more for products from the Co-op than you would from other stores?

		0%	1-5%	6-10%	11-20%	More than 20%	Don't Know/Not Sure	Number Responding
Hanover Co-op Members	**2017 Survey**	10%	31%	31%	8%	5%	15%	1,073
Age of Most Frequent Shopper	18 to 34	6%	36%	31%	11%		17%	36
	35 to 44	7%	36%	31%	5%	6%	15%	95
	45 to 54	8%	34%	34%	8%	2%	14%	198
	55 to 64	11%	37%	30%	7%	3%	12%	286
	65 or older	10%	25%	30%	10%	7%	18%	423
Sex	Female	8%	32%	30%	8%	5%	17%	729
	Male	13%	28%	34%	8%	5%	11%	318
Children in Household	No Children	11%	30%	31%	9%	5%	15%	782
	One Child	3%	42%	28%	6%	3%	18%	96
	Two or More Children	8%	35%	33%	7%	3%	13%	141
Years Being Co-op Member	2 years or less	14%	41%	18%	2%	2%	22%	49
	3 to 5 years	11%	32%	27%	9%	4%	17%	140
	6 to 10 years	9%	29%	39%	8%	4%	11%	179
	11 to 20 years	8%	34%	28%	10%	6%	14%	319
	20 or more years	10%	28%	33%	8%	5%	16%	331
Household Income	Less than $45,000	9%	30%	26%	8%	4%	22%	119
	$45,000 to $59,999	17%	30%	27%	5%	4%	17%	102
	$60,000 to $74,999	13%	35%	23%	10%	8%	11%	105
	$75,000 to $99,999	5%	33%	31%	8%	7%	17%	168
	$100,000 to $149,999	9%	32%	35%	8%	3%	12%	191
	$150,000 and over	9%	27%	37%	13%	4%	10%	191
Satisfaction with Co-op	Very Satisfied	5%	27%	33%	11%	7%	16%	402
	Satisfied	9%	37%	32%	6%	3%	14%	438
	Neutral	20%	31%	24%	5%	4%	16%	141
	Dissatisfied	31%	34%	17%	3%		14%	35
	Very Dissatisfied	11%	15%	37%	15%	9%	13%	46
Voting History	Voted At Least Once	10%	29%	31%	8%	6%	18%	578
	Didn't Vote in Past 3 Elections	10%	34%	31%	9%	4%	12%	478
Most Used Location	Hanover - Lyme Road	12%	23%	28%	14%	9%	14%	43
	Hanover - Park Street	9%	27%	31%	7%	5%	21%	291
	Lebanon - Centerra	10%	33%	33%	7%	5%	13%	519
	White River Jct - Maple Street	11%	36%	25%	10%	4%	15%	188
Frequency Shopping at Co-op	More Than Once a Week	7%	30%	31%	7%	4%	20%	339
	Once a Week	7%	29%	32%	10%	6%	15%	252
	Less Frequently	13%	34%	30%	7%	4%	12%	481
Home Market Area	Home Out of Market Area	5%	37%	35%	11%	3%	10%	123
	Home Primary	10%	31%	29%	9%	4%	16%	573
	Home Secondary	9%	32%	34%	8%	5%	13%	190
	Home Tertiary	11%	29%	30%	6%	6%	18%	163
Work Market Area	Work Out of Market Area	16%	32%	28%	5%	2%	17%	82
	Work Primary	10%	32%	31%	9%	3%	15%	380
	Work Secondary	5%	25%	35%	15%	3%	17%	60
	Work Tertiary	11%	31%	38%	2%	2%	16%	45
Survey Type	Mail	10%	34%	24%	10%	3%	19%	212
	Phone	11%	32%	36%	8%	8%	5%	310
	Web	9%	30%	31%	7%	4%	19%	551

Q13: When making decisions about where to shop, how important of a consideration is whether a business is locally owned?

		Very Important	Somewhat Important	Not Very Important	Not At All Important	Don't Know/Not Sure	Number Responding
Hanover Co-op Members	2017 Survey	38%	47%	10%	4%	1%	1,083
Age of Most Frequent Shopper	18 to 34	36%	58%	6%			36
	35 to 44	35%	51%	12%	1%	2%	95
	45 to 54	34%	51%	10%	4%	2%	200
	55 to 64	43%	44%	9%	4%	0%	289
	65 or older	39%	46%	11%	4%	1%	426
Sex	Female	39%	48%	9%	3%	1%	738
	Male	36%	47%	12%	5%	0%	319
Children in Household	No Children	39%	46%	10%	4%	1%	788
	One Child	33%	53%	7%	5%	2%	97
	Two or More Children	39%	48%	12%		1%	141
Years Being Co-op Member	2 years or less	31%	55%	12%		2%	49
	3 to 5 years	35%	51%	9%	4%	1%	139
	6 to 10 years	31%	55%	10%	3%	1%	182
	11 to 20 years	42%	42%	10%	4%	1%	321
	20 or more years	42%	45%	8%	4%	1%	336
Household Income	Less than $45,000	38%	53%	7%	1%	3%	120
	$45,000 to $59,999	41%	42%	13%	3%	1%	102
	$60,000 to $74,999	36%	47%	16%	1%		104
	$75,000 to $99,999	46%	42%	9%	2%	1%	168
	$100,000 to $149,999	39%	49%	8%	4%	1%	192
	$150,000 and over	36%	48%	10%	5%	1%	191
Satisfaction with Co-op	Very Satisfied	45%	45%	7%	1%	1%	405
	Satisfied	36%	51%	10%	3%	1%	439
	Neutral	25%	51%	14%	9%	1%	142
	Dissatisfied	16%	41%	30%	14%		37
	Very Dissatisfied	57%	28%	6%	6%	2%	47
Voting History	Voted At Least Once	44%	45%	8%	3%	1%	582
	Didn't Vote in Past 3 Elections	32%	49%	12%	5%	2%	481
Most Used Location	Hanover - Lyme Road	33%	44%	19%	2%	2%	43
	Hanover - Park Street	37%	46%	11%	5%	1%	294
	Lebanon - Centerra	38%	49%	9%	4%	1%	523
	White River Jct - Maple Street	39%	48%	9%	3%	2%	190
Frequency Shopping at Co-op	More Than Once a Week	44%	44%	8%	3%	0%	343
	Once a Week	43%	48%	6%	3%		253
	Less Frequently	31%	49%	13%	4%	2%	485
Home Market Area	Home Out of Market Area	37%	53%	8%	1%	2%	123
	Home Primary	38%	46%	11%	4%	1%	578
	Home Secondary	41%	45%	7%	6%	1%	191
	Home Tertiary	38%	48%	10%	4%	1%	165
Work Market Area	Work Out of Market Area	31%	54%	8%	4%	4%	84
	Work Primary	38%	45%	12%	4%	1%	381
	Work Secondary	45%	50%	3%	2%		62
	Work Tertiary	27%	64%	9%			45
Survey Type	Mail	35%	47%	14%	2%	0%	217
	Phone	40%	46%	9%	5%	0%	316
	Web	38%	48%	8%	4%	2%	550

Q14a: How likely would you be to use the following potential Co-op services? - Place online orders to be picked up at the Co-op

		Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Don't Know/Not Sure	Number Responding
Hanover Co-op Members	**2017 Survey**	10%	23%	26%	36%	5%	1,073
Age of Most Frequent Shopper	18 to 34	19%	36%	28%	11%	6%	36
	35 to 44	21%	32%	23%	20%	3%	94
	45 to 54	12%	28%	26%	29%	5%	196
	55 to 64	9%	22%	25%	37%	7%	280
	65 or older	7%	17%	25%	46%	5%	413
Sex	Female	11%	22%	25%	35%	6%	714
	Male	9%	23%	27%	38%	3%	316
Children in Household	No Children	8%	21%	24%	41%	6%	763
	One Child	15%	23%	28%	30%	4%	97
	Two or More Children	18%	35%	26%	18%	3%	140
Years Being Co-op Member	2 years or less	14%	27%	22%	33%	4%	48
	3 to 5 years	11%	28%	22%	30%	9%	139
	6 to 10 years	12%	27%	30%	27%	5%	181
	11 to 20 years	11%	21%	26%	38%	4%	312
	20 or more years	8%	20%	26%	42%	5%	323
Household Income	Less than $45,000	8%	20%	22%	43%	7%	115
	$45,000 to $59,999	10%	25%	23%	36%	7%	98
	$60,000 to $74,999	7%	24%	24%	40%	6%	102
	$75,000 to $99,999	11%	25%	19%	43%	2%	165
	$100,000 to $149,999	10%	25%	32%	28%	5%	186
	$150,000 and over	15%	26%	26%	28%	6%	190
Satisfaction with Co-op	Very Satisfied	12%	24%	27%	33%	5%	393
	Satisfied	10%	24%	25%	35%	6%	430
	Neutral	6%	18%	24%	47%	4%	137
	Dissatisfied	5%	14%	16%	62%	3%	36
	Very Dissatisfied	15%	17%	36%	28%	4%	47
Voting History	Voted At Least Once	11%	22%	25%	37%	5%	573
	Didn't Vote in Past 3 Elections	9%	23%	27%	35%	5%	465
Most Used Location	Hanover - Lyme Road	17%	26%	24%	24%	10%	42
	Hanover - Park Street	10%	21%	26%	36%	6%	286
	Lebanon - Centerra	9%	23%	27%	37%	4%	509
	White River Jct - Maple Street	12%	22%	24%	37%	6%	186
Frequency Shopping at Co-op	More Than Once a Week	14%	24%	26%	31%	5%	339
	Once a Week	8%	21%	29%	39%	3%	248
	Less Frequently	8%	23%	24%	38%	6%	466
Home Market Area	Home Out of Market Area	6%	24%	25%	39%	7%	120
	Home Primary	11%	23%	27%	33%	5%	562
	Home Secondary	9%	23%	24%	39%	5%	189
	Home Tertiary	10%	21%	23%	41%	5%	160
Work Market Area	Work Out of Market Area	12%	25%	15%	42%	6%	83
	Work Primary	12%	24%	27%	32%	6%	374
	Work Secondary	8%	24%	29%	35%	3%	62
	Work Tertiary	11%	20%	34%	32%	2%	44
Survey Type	Mail	6%	21%	16%	49%	8%	192
	Phone	9%	24%	35%	31%	1%	313
	Web	13%	22%	24%	34%	7%	549

Q14b: How likely would you be to use the following potential Co-op services? - Place online order to be delivered to your home

		Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Don't Know/Not Sure	Number Responding
Hanover Co-op Members	2017 Survey	9%	15%	25%	45%	6%	1,071
Age of Most Frequent Shopper	18 to 34	8%	19%	44%	25%	3%	36
	35 to 44	19%	24%	19%	34%	4%	95
	45 to 54	10%	17%	26%	43%	5%	199
	55 to 64	8%	13%	26%	48%	7%	286
	65 or older	8%	13%	23%	49%	7%	420
Sex	Female	10%	15%	25%	43%	7%	732
	Male	8%	14%	26%	49%	4%	315
Children in Household	No Children	8%	13%	24%	48%	7%	780
	One Child	9%	18%	28%	42%	3%	97
	Two or More Children	15%	23%	28%	30%	4%	141
Years Being Co-op Member	2 years or less	8%	22%	27%	41%	2%	49
	3 to 5 years	11%	15%	24%	44%	5%	140
	6 to 10 years	9%	17%	32%	36%	6%	180
	11 to 20 years	11%	13%	22%	48%	7%	320
	20 or more years	7%	15%	26%	48%	5%	329
Household Income	Less than $45,000	9%	9%	23%	50%	9%	117
	$45,000 to $59,999	13%	13%	23%	44%	8%	102
	$60,000 to $74,999	7%	12%	26%	45%	10%	105
	$75,000 to $99,999	10%	15%	23%	49%	4%	166
	$100,000 to $149,999	8%	16%	28%	44%	4%	191
	$150,000 and over	12%	22%	27%	35%	4%	189
Satisfaction with Co-op	Very Satisfied	12%	16%	24%	42%	5%	398
	Satisfied	8%	17%	26%	43%	7%	438
	Neutral	7%	8%	26%	54%	5%	139
	Dissatisfied	3%	8%	19%	65%	5%	37
	Very Dissatisfied	9%	15%	33%	35%	9%	46
Voting History	Voted At Least Once	10%	15%	25%	44%	6%	580
	Didn't Vote in Past 3 Elections	8%	15%	25%	46%	6%	474
Most Used Location	Hanover - Lyme Road	14%	17%	36%	24%	10%	42
	Hanover - Park Street	10%	16%	25%	43%	5%	293
	Lebanon - Centerra	9%	15%	25%	45%	7%	517
	White River Jct - Maple Street	9%	13%	25%	49%	5%	187
Frequency Shopping at Co-op	More Than Once a Week	9%	18%	28%	41%	4%	342
	Once a Week	8%	16%	24%	46%	5%	252
	Less Frequently	10%	12%	24%	47%	8%	476
Home Market Area	Home Out of Market Area	10%	9%	22%	51%	8%	122
	Home Primary	9%	19%	26%	40%	6%	573
	Home Secondary	11%	10%	23%	49%	7%	189
	Home Tertiary	8%	11%	25%	51%	5%	165
Work Market Area	Work Out of Market Area	11%	11%	18%	54%	6%	82
	Work Primary	8%	17%	29%	40%	6%	381
	Work Secondary	10%	15%	21%	52%	3%	62
	Work Tertiary	13%	20%	20%	40%	7%	45
Survey Type	Mail	6%	17%	16%	53%	9%	210
	Phone	10%	15%	33%	39%	2%	315
	Web	10%	14%	24%	45%	7%	546

Q15: If an online ordering service was available, would you prefer…

		Picking Up In Store	Home Delivery	No Preference	Would Not Use Service	Don't Know/Not Sure	Number Responding
Hanover Co-op Members	2017 Survey	22%	20%	13%	44%	1%	1,059
Age of Most Frequent Shopper	18 to 34	44%	17%	17%	22%		36
	35 to 44	27%	37%	11%	25%	1%	93
	45 to 54	29%	20%	18%	32%	1%	196
	55 to 64	23%	16%	10%	49%	1%	287
	65 or older	14%	19%	14%	52%	1%	413
Sex	Female	20%	22%	14%	43%	1%	720
	Male	26%	14%	12%	47%	2%	316
Children in Household	No Children	21%	17%	13%	48%	1%	773
	One Child	23%	23%	15%	40%		96
	Two or More Children	31%	34%	13%	21%	1%	139
Years Being Co-op Member	2 years or less	17%	35%	13%	35%		46
	3 to 5 years	26%	18%	14%	41%	1%	140
	6 to 10 years	27%	25%	14%	33%	2%	180
	11 to 20 years	24%	18%	13%	44%	1%	316
	20 or more years	18%	18%	13%	51%	1%	325
Household Income	Less than $45,000	14%	17%	14%	54%	1%	116
	$45,000 to $59,999	22%	20%	12%	45%		98
	$60,000 to $74,999	26%	16%	14%	42%	1%	104
	$75,000 to $99,999	22%	20%	13%	45%	1%	165
	$100,000 to $149,999	27%	22%	14%	38%		188
	$150,000 and over	26%	26%	14%	34%	1%	189
Satisfaction with Co-op	Very Satisfied	23%	21%	13%	42%	2%	395
	Satisfied	23%	23%	12%	42%	1%	430
	Neutral	17%	13%	17%	52%		138
	Dissatisfied	19%	17%	8%	56%		36
	Very Dissatisfied	19%	13%	15%	53%		47
Voting History	Voted At Least Once	22%	20%	13%	44%	1%	574
	Didn't Vote in Past 3 Elections	22%	20%	13%	43%	1%	469
Most Used Location	Hanover - Lyme Road	19%	26%	19%	37%		43
	Hanover - Park Street	18%	23%	12%	46%	0%	287
	Lebanon - Centerra	23%	20%	14%	41%	2%	512
	White River Jct - Maple Street	23%	15%	13%	50%		186
Frequency Shopping at Co-op	More Than Once a Week	23%	21%	15%	40%	0%	339
	Once a Week	19%	21%	14%	44%	2%	245
	Less Frequently	22%	18%	12%	47%	1%	474
Home Market Area	Home Out of Market Area	22%	20%	7%	50%	2%	123
	Home Primary	21%	22%	16%	40%	1%	565
	Home Secondary	25%	17%	12%	44%	2%	189
	Home Tertiary	24%	14%	11%	51%		160
Work Market Area	Work Out of Market Area	24%	19%	6%	51%		84
	Work Primary	24%	21%	17%	38%	1%	373
	Work Secondary	23%	21%	6%	48%	2%	62
	Work Tertiary	31%	26%	12%	31%		42
Survey Type	Mail	17%	16%	13%	54%		204
	Phone	20%	17%	12%	48%	3%	315
	Web	25%	23%	14%	38%		540

Q16: Did you vote in the Co-Op Board election at least once in the last 3 years?

		Yes	No	Don't Know/Not Sure	Number Responding
Hanover Co-op Members	2013 Survey	35%	65%		1,297
	2017 Survey	54%	45%	1%	1,074
Age of Most Frequent Shopper	18 to 34	39%	61%		36
	35 to 44	47%	53%		95
	45 to 54	45%	55%	1%	200
	55 to 64	57%	42%	1%	289
	65 or older	60%	39%	1%	419
Sex	Female	52%	47%	1%	730
	Male	59%	40%	1%	320
Children in Household	No Children	57%	42%	1%	782
	One Child	48%	51%	1%	97
	Two or More Children	45%	54%	1%	140
Years Being Co-op Member	2 years or less	23%	77%		48
	3 to 5 years	46%	53%	1%	140
	6 to 10 years	46%	53%	1%	181
	11 to 20 years	57%	42%	1%	318
	20 or more years	66%	33%	1%	333
Household Income	Less than $45,000	53%	47%	1%	118
	$45,000 to $59,999	53%	46%	1%	102
	$60,000 to $74,999	58%	42%		105
	$75,000 to $99,999	58%	42%	1%	166
	$100,000 to $149,999	50%	50%		192
	$150,000 and over	53%	47%	1%	192
Satisfaction with Co-op	Very Satisfied	56%	43%	1%	399
	Satisfied	55%	44%	1%	439
	Neutral	44%	56%		140
	Dissatisfied	57%	43%		37
	Very Dissatisfied	60%	38%	2%	47
Most Used Location	Hanover - Lyme Road	42%	58%		43
	Hanover - Park Street	63%	35%	1%	293
	Lebanon - Centerra	55%	45%	1%	516
	White River Jct - Maple Street	45%	55%		190
Frequency Shopping at Co-op	More Than Once a Week	68%	32%	1%	342
	Once a Week	56%	43%	1%	251
	Less Frequently	44%	55%	1%	480
Home Market Area	Home Out of Market Area	40%	58%	2%	120
	Home Primary	58%	42%	1%	575
	Home Secondary	48%	51%	1%	190
	Home Tertiary	61%	38%	1%	165
Work Market Area	Work Out of Market Area	45%	54%	1%	83
	Work Primary	57%	43%	0%	382
	Work Secondary	62%	38%		61
	Work Tertiary	50%	48%	2%	46
Survey Type	Mail	62%	38%	0%	208
	Phone	52%	46%	2%	316
	Web	53%	47%		550

Q16a: Why have you not voted in the Co-Op Board election at least once in the last 3 years?

		Not Informed Enough	Lazy/Lack of Interest	Lives Too Far Away/On Vacation	Too Busy To Vote	Forgot/Neglects Voting
Hanover Co-op Members	2013 Survey	42%	22%	6%	7%	10%
	2017 Survey	36%	22%	11%	8%	8%
Age of Most Frequent Shopper	18 to 34	40%	13%	7%	13%	7%
	35 to 44	32%	22%	8%	14%	11%
	45 to 54	40%	22%	6%	7%	10%
	55 to 64	34%	22%	11%	9%	7%
	65 or older	36%	22%	16%	5%	7%
Sex	Female	40%	20%	11%	7%	7%
	Male	25%	28%	9%	10%	10%
Children in Household	No Children	35%	23%	13%	6%	9%
	One Child	41%	18%	3%	12%	6%
	Two or More Children	39%	19%	5%	14%	8%
Years Being Co-op Member	2 years or less	36%	11%	4%	4%	7%
	3 to 5 years	41%	11%	15%	11%	7%
	6 to 10 years	36%	26%	9%	7%	6%
	11 to 20 years	35%	24%	9%	10%	11%
	20 or more years	31%	30%	14%	7%	9%
Household Income	Less than $45,000	33%	13%	23%	5%	13%
	$45,000 to $59,999	28%	17%	8%	17%	11%
	$60,000 to $74,999	36%	21%	18%	6%	3%
	$75,000 to $99,999	37%	25%	3%	14%	12%
	$100,000 to $149,999	36%	24%	9%	4%	5%
	$150,000 and over	42%	12%	9%	12%	9%
Satisfaction with Co-op	Very Satisfied	33%	18%	12%	13%	9%
	Satisfied	38%	26%	12%	7%	5%
	Neutral	39%	29%	3%	2%	10%
	Dissatisfied	23%		15%	8%	
	Very Dissatisfied	38%	15%	8%		23%
Most Used Location	Hanover - Lyme Road	26%	21%	16%	5%	11%
	Hanover - Park Street	33%	21%	9%	12%	11%
	Lebanon - Centerra	36%	22%	12%	8%	5%
	White River Jct - Maple Street	42%	24%	3%	6%	13%
Frequency Shopping at Co-op	More Than Once a Week	40%	23%	4%	4%	11%
	Once a Week	33%	27%	5%	11%	11%
	Less Frequently	35%	19%	16%	8%	5%
Home Market Area	Home Out of Market Area	31%	12%	36%	5%	5%
	Home Primary	36%	23%	4%	9%	8%
	Home Secondary	39%	24%	10%	4%	9%
	Home Tertiary	37%	27%	4%	14%	10%
Work Market Area	Work Out of Market Area	38%	16%	22%	3%	9%
	Work Primary	37%	25%	4%	9%	11%
	Work Secondary	50%	20%	10%	5%	5%
	Work Tertiary	25%	31%	6%	19%	
Survey Type	Mail	33%	15%	20%	13%	4%
	Phone	32%	27%	9%	8%	10%
	Web	40%	20%	9%	6%	8%

Q16a: Why have you not voted in the Co-Op Board election at least once in the last 3 years?

		Trusts candidates/Vote Doesn't Matter	Too New/Not A Full Member	Other	DK/Not Sure	Number Responding
Hanover Co-op Members	2013 Survey		4%	3%	5%	604
	2017 Survey	4%	3%	4%	4%	368
Age of Most Frequent Shopper	18 to 34	13%	7%			15
	35 to 44	3%	8%	3%		37
	45 to 54	5%		5%	5%	82
	55 to 64	4%	3%	5%	4%	95
	65 or older	2%	3%	4%	5%	128
Sex	Female	5%	3%	4%	3%	262
	Male	3%	2%	5%	7%	99
Children in Household	No Children	4%	3%	4%	4%	256
	One Child	6%	3%	6%	6%	34
	Two or More Children	5%	3%	5%	2%	59
Years Being Co-op Member	2 years or less	4%	29%	7%		28
	3 to 5 years	3%	3%	5%	3%	61
	6 to 10 years	6%		4%	7%	70
	11 to 20 years	3%		7%	3%	104
	20 or more years	5%		1%	5%	88
Household Income	Less than $45,000	3%		5%	5%	39
	$45,000 to $59,999	6%	6%	6%	3%	36
	$60,000 to $74,999	6%	3%	3%	3%	33
	$75,000 to $99,999	5%	2%	2%		59
	$100,000 to $149,999	3%	7%	7%	4%	74
	$150,000 and over	5%		3%	8%	66
Satisfaction with Co-op	Very Satisfied	4%	3%	5%	3%	127
	Satisfied	3%	3%	3%	3%	149
	Neutral	5%	3%	3%	6%	62
	Dissatisfied	23%		31%		13
	Very Dissatisfied	8%			8%	13
Most Used Location	Hanover - Lyme Road	11%			11%	19
	Hanover - Park Street	4%	5%	4%	1%	81
	Lebanon - Centerra	4%	3%	6%	4%	180
	White River Jct - Maple Street	4%	1%	4%	4%	72
Frequency Shopping at Co-op	More Than Once a Week	5%	3%	4%	5%	73
	Once a Week	3%	3%	2%	3%	88
	Less Frequently	4%	3%	5%	3%	206
Home Market Area	Home Out of Market Area	3%		5%	3%	59
	Home Primary	5%	5%	5%	4%	175
	Home Secondary	3%	3%	4%	5%	79
	Home Tertiary	4%		2%	2%	49
Work Market Area	Work Out of Market Area	6%		3%	3%	32
	Work Primary	5%	3%	4%	2%	122
	Work Secondary				10%	20
	Work Tertiary	6%		13%		16
Survey Type	Mail	2%	7%	2%	4%	54
	Phone	3%	2%	4%	5%	142
	Web	6%	2%	6%	3%	172

Q17: Which member benefits are important to you?

		Monthly 10% member discount	Co-op ownership, including patronage refund in profitable years	Personal notification about purchased products when recalled	Discounts at the register, on cooking classes, on home and auto insurance, and on home healthcare assistance
Hanover Co-op Members	2013 Survey		69%	52%	21%
	2017 Survey	71%	66%	46%	26%
Age of Most Frequent Shopper	18 to 34	81%	64%	47%	33%
	35 to 44	69%	65%	52%	38%
	45 to 54	73%	62%	50%	26%
	55 to 64	78%	74%	46%	29%
	65 or older	68%	65%	43%	21%
Sex	Female	75%	67%	49%	28%
	Male	66%	65%	39%	23%
Children in Household	No Children	71%	68%	46%	25%
	One Child	74%	65%	49%	27%
	Two or More Children	79%	65%	51%	32%
Years Being Co-op Member	2 years or less	76%	65%	41%	43%
	3 to 5 years	71%	58%	41%	32%
	6 to 10 years	70%	60%	46%	26%
	11 to 20 years	69%	66%	45%	24%
	20 or more years	76%	75%	50%	23%
Household Income	Less than $45,000	75%	67%	45%	39%
	$45,000 to $59,999	75%	62%	45%	29%
	$60,000 to $74,999	77%	70%	53%	31%
	$75,000 to $99,999	79%	78%	52%	24%
	$100,000 to $149,999	66%	65%	43%	21%
	$150,000 and over	68%	64%	41%	19%
Satisfaction with Co-op	Very Satisfied	78%	74%	53%	30%
	Satisfied	72%	66%	42%	24%
	Neutral	55%	50%	36%	19%
	Dissatisfied	59%	46%	30%	22%
	Very Dissatisfied	79%	66%	55%	28%
Voting History	Voted At Least Once	76%	74%	51%	27%
	Didn't Vote in Past 3 Elections	67%	56%	40%	25%
Most Used Location	Hanover - Lyme Road	64%	66%	48%	32%
	Hanover - Park Street	77%	65%	44%	24%
	Lebanon - Centerra	70%	67%	46%	26%
	White River Jct - Maple Street	73%	65%	46%	27%
Frequency Shopping at Co-op	More Than Once a Week	78%	71%	50%	26%
	Once a Week	76%	73%	50%	26%
	Less Frequently	65%	58%	41%	26%
Home Market Area	Home Out of Market Area	74%	67%	48%	33%
	Home Primary	76%	68%	46%	24%
	Home Secondary	62%	63%	48%	28%
	Home Tertiary	70%	66%	44%	25%
Work Market Area	Work Out of Market Area	62%	70%	50%	24%
	Work Primary	75%	66%	44%	27%
	Work Secondary	74%	66%	52%	34%
	Work Tertiary	59%	61%	43%	33%
Survey Type	Mail	64%	68%	30%	14%
	Phone	78%	69%	70%	28%
	Web	71%	63%	38%	30%

Q17: Which member benefits are important to you?

		Participation in Co-op decision-making: run for the board, vote for board members and bylaws changes	At checkout: In-store charge account and extended check cashing privileges	Gardening resources: annual Fedco seed order, community garden plot rental	Other	Number Responding
Hanover Co-op Members	2013 Survey	20%	26%	20%	11%	1,304
	2017 Survey	25%	18%	17%	12%	1,090
Age of Most Frequent Shopper	18 to 34	22%	17%	25%	8%	36
	35 to 44	22%	21%	29%	19%	95
	45 to 54	19%	16%	16%	14%	200
	55 to 64	33%	16%	18%	9%	290
	65 or older	24%	19%	13%	13%	428
Sex	Female	25%	20%	19%	13%	739
	Male	27%	13%	14%	11%	322
Children in Household	No Children	28%	19%	16%	13%	791
	One Child	20%	14%	20%	8%	97
	Two or More Children	18%	17%	23%	14%	141
Years Being Co-op Member	2 years or less	12%	10%	12%	8%	49
	3 to 5 years	21%	15%	15%	9%	140
	6 to 10 years	18%	16%	19%	12%	182
	11 to 20 years	25%	18%	18%	16%	323
	20 or more years	35%	21%	18%	12%	337
Household Income	Less than $45,000	29%	21%	24%	13%	120
	$45,000 to $59,999	18%	21%	22%	9%	102
	$60,000 to $74,999	30%	23%	21%	16%	105
	$75,000 to $99,999	30%	23%	21%	13%	168
	$100,000 to $149,999	26%	13%	12%	13%	193
	$150,000 and over	22%	13%	10%	11%	192
Satisfaction with Co-op	Very Satisfied	29%	20%	19%	13%	405
	Satisfied	25%	18%	14%	12%	441
	Neutral	15%	10%	16%	12%	143
	Dissatisfied	19%	11%	16%	16%	37
	Very Dissatisfied	30%	32%	26%	11%	47
Voting History	Voted At Least Once	40%	20%	19%	14%	584
	Didn't Vote in Past 3 Elections	9%	15%	15%	11%	482
Most Used Location	Hanover - Lyme Road	11%	11%	14%	11%	44
	Hanover - Park Street	30%	20%	15%	13%	295
	Lebanon - Centerra	26%	17%	18%	13%	525
	White River Jct - Maple Street	23%	20%	20%	11%	191
Frequency Shopping at Co-op	More Than Once a Week	32%	21%	16%	13%	345
	Once a Week	31%	21%	23%	11%	253
	Less Frequently	18%	15%	15%	13%	489
Home Market Area	Home Out of Market Area	23%	19%	20%	10%	124
	Home Primary	26%	17%	15%	13%	580
	Home Secondary	20%	18%	13%	12%	191
	Home Tertiary	33%	19%	28%	15%	166
Work Market Area	Work Out of Market Area	18%	14%	17%	12%	84
	Work Primary	27%	16%	14%	12%	383
	Work Secondary	24%	23%	19%	5%	62
	Work Tertiary	26%	26%	28%	20%	46
Survey Type	Mail	22%	14%	11%	9%	222
	Phone	33%	24%	29%	14%	316
	Web	22%	16%	13%	13%	552

Q18: Are you aware voting in Co-op elections is one member, one vote?

		Yes	No	Don't Know/Not Sure	Number Responding
Hanover Co-op Members	2017 Survey	86%	14%	0%	1,071
Age of Most Frequent Shopper	18 to 34	58%	42%		36
	35 to 44	76%	24%		95
	45 to 54	77%	23%		200
	55 to 64	90%	10%		290
	65 or older	92%	8%	0%	423
Sex	Female	85%	15%	0%	733
	Male	89%	10%	0%	319
Children in Household	No Children	89%	11%	0%	787
	One Child	75%	25%		97
	Two or More Children	78%	22%		141
Years Being Co-op Member	2 years or less	61%	39%		49
	3 to 5 years	83%	17%		140
	6 to 10 years	81%	19%		182
	11 to 20 years	89%	10%	0%	319
	20 or more years	93%	7%	0%	335
Household Income	Less than $45,000	86%	13%	1%	120
	$45,000 to $59,999	84%	16%		102
	$60,000 to $74,999	91%	9%		105
	$75,000 to $99,999	85%	15%		168
	$100,000 to $149,999	84%	15%	1%	191
	$150,000 and over	85%	15%		192
Satisfaction with Co-op	Very Satisfied	88%	12%	0%	402
	Satisfied	85%	14%	0%	435
	Neutral	82%	18%		138
	Dissatisfied	94%	6%		36
	Very Dissatisfied	85%	15%		47
Voting History	Voted At Least Once	97%	3%	0%	579
	Didn't Vote in Past 3 Elections	72%	27%	0%	473
Most Used Location	Hanover - Lyme Road	81%	19%		42
	Hanover - Park Street	89%	11%		292
	Lebanon - Centerra	86%	13%	0%	517
	White River Jct - Maple Street	80%	19%	1%	188
Frequency Shopping at Co-op	More Than Once a Week	90%	10%	0%	341
	Once a Week	84%	16%		250
	Less Frequently	84%	16%	0%	478
Home Market Area	Home Out of Market Area	84%	16%		123
	Home Primary	86%	13%	0%	579
	Home Secondary	83%	17%		190
	Home Tertiary	89%	10%	1%	165
Work Market Area	Work Out of Market Area	86%	14%		84
	Work Primary	87%	13%		382
	Work Secondary	81%	19%		62
	Work Tertiary	87%	11%	2%	46
Survey Type	Mail	89%	11%		214
	Phone	85%	14%	1%	312
	Web	85%	15%		545

Q19: Are you aware that some portion of member capital is permanent to the Co-op?

		Yes	No	Don't Know/Not Sure	Number Responding
Hanover Co-op Members	2017 Survey	62%	36%	2%	1,057
Age of Most Frequent Shopper	18 to 34	40%	60%		35
	35 to 44	57%	42%	1%	95
	45 to 54	58%	41%	1%	199
	55 to 64	70%	29%	1%	289
	65 or older	62%	36%	2%	413
Sex	Female	61%	37%	2%	722
	Male	65%	35%	1%	316
Children in Household	No Children	65%	33%	2%	775
	One Child	52%	48%		97
	Two or More Children	55%	44%	1%	140
Years Being Co-op Member	2 years or less	55%	45%		49
	3 to 5 years	54%	46%	1%	138
	6 to 10 years	57%	42%	1%	181
	11 to 20 years	68%	30%	1%	317
	20 or more years	66%	32%	3%	326
Household Income	Less than $45,000	60%	38%	2%	115
	$45,000 to $59,999	58%	42%		102
	$60,000 to $74,999	65%	33%	2%	105
	$75,000 to $99,999	65%	34%	1%	168
	$100,000 to $149,999	64%	35%	1%	190
	$150,000 and over	67%	32%	1%	191
Satisfaction with Co-op	Very Satisfied	67%	32%	1%	392
	Satisfied	60%	39%	2%	434
	Neutral	60%	38%	2%	136
	Dissatisfied	66%	31%	3%	35
	Very Dissatisfied	53%	47%		47
Voting History	Voted At Least Once	70%	28%	2%	572
	Didn't Vote in Past 3 Elections	53%	46%	1%	470
Most Used Location	Hanover - Lyme Road	55%	45%		42
	Hanover - Park Street	63%	35%	2%	290
	Lebanon - Centerra	64%	34%	2%	511
	White River Jct - Maple Street	56%	43%	1%	185
Frequency Shopping at Co-op	More Than Once a Week	65%	34%	1%	338
	Once a Week	64%	35%	1%	244
	Less Frequently	59%	39%	2%	474
Home Market Area	Home Out of Market Area	64%	36%	1%	121
	Home Primary	61%	37%	1%	573
	Home Secondary	62%	36%	2%	188
	Home Tertiary	64%	34%	2%	163
Work Market Area	Work Out of Market Area	57%	42%	1%	83
	Work Primary	65%	34%	1%	379
	Work Secondary	51%	48%	2%	61
	Work Tertiary	73%	27%		45
Survey Type	Mail	67%	33%		206
	Phone	57%	38%	5%	309
	Web	63%	37%		542

Q20: Would you be interested in contributing permanent capital to the Co-op (B-shares, Capital Account) if that investment contributed to a better member experience by doing things like reducing costs, improving the in-store experience and funding technology investments that support E-Commerce?

		Yes	No	Don't Know/Not Sure	Number Responding
Hanover Co-op Members	2017 Survey	29%	67%	4%	1,024
Age of Most Frequent Shopper	18 to 34	36%	64%		36
	35 to 44	37%	56%	6%	94
	45 to 54	34%	60%	6%	192
	55 to 64	34%	61%	5%	279
	65 or older	21%	76%	3%	400
Sex	Female	30%	65%	5%	698
	Male	27%	71%	3%	309
Children in Household	No Children	28%	69%	4%	753
	One Child	29%	69%	2%	93
	Two or More Children	39%	53%	9%	139
Years Being Co-op Member	2 years or less	21%	74%	4%	47
	3 to 5 years	27%	69%	4%	135
	6 to 10 years	30%	65%	5%	176
	11 to 20 years	30%	65%	5%	308
	20 or more years	32%	66%	3%	316
Household Income	Less than $45,000	30%	66%	5%	111
	$45,000 to $59,999	22%	76%	2%	98
	$60,000 to $74,999	37%	58%	5%	105
	$75,000 to $99,999	32%	62%	6%	157
	$100,000 to $149,999	35%	61%	4%	186
	$150,000 and over	32%	64%	4%	188
Satisfaction with Co-op	Very Satisfied	36%	59%	5%	380
	Satisfied	28%	69%	3%	421
	Neutral	18%	79%	2%	130
	Dissatisfied	31%	67%	3%	36
	Very Dissatisfied	19%	74%	6%	47
Voting History	Voted At Least Once	34%	62%	4%	556
	Didn't Vote in Past 3 Elections	24%	72%	4%	456
Most Used Location	Hanover - Lyme Road	27%	61%	12%	41
	Hanover - Park Street	30%	67%	4%	277
	Lebanon - Centerra	29%	67%	4%	498
	White River Jct - Maple Street	29%	69%	2%	179
Frequency Shopping at Co-op	More Than Once a Week	31%	66%	3%	326
	Once a Week	32%	63%	4%	238
	Less Frequently	26%	69%	5%	459
Home Market Area	Home Out of Market Area	24%	71%	5%	119
	Home Primary	31%	66%	3%	549
	Home Secondary	23%	71%	6%	188
	Home Tertiary	33%	62%	5%	156
Work Market Area	Work Out of Market Area	27%	70%	4%	83
	Work Primary	37%	60%	3%	365
	Work Secondary	31%	59%	10%	59
	Work Tertiary	36%	64%		44
Survey Type	Mail	30%	67%	3%	193
	Phone	23%	65%	12%	310
	Web	33%	67%		521

Q21: Which forms of communication would you prefer from the Co-op Board? (select all that apply)

		Email	Mail	Face-to-face contact	Interactive online interface	Other	Number Responding
Hanover Co-op Members	2013 Survey	61%	37%	11%	8%	4%	1,333
	2017 Survey	71%	33%	8%	9%	3%	1,090
Age of Most Frequent Shopper	18 to 34	75%	22%	19%	28%	11%	36
	35 to 44	84%	20%	11%	15%	4%	95
	45 to 54	73%	25%	4%	12%	2%	200
	55 to 64	77%	36%	7%	9%	1%	290
	65 or older	66%	40%	10%	4%	5%	428
Sex	Female	71%	35%	8%	9%	3%	739
	Male	72%	32%	8%	8%	2%	322
Children in Household	No Children	70%	37%	9%	7%	4%	791
	One Child	76%	23%	7%	14%	2%	97
	Two or More Children	79%	24%	9%	12%	3%	141
Years Being Co-op Member	2 years or less	84%	27%	6%	10%		49
	3 to 5 years	76%	26%	11%	9%	4%	140
	6 to 10 years	72%	32%	5%	10%	2%	182
	11 to 20 years	70%	34%	7%	7%	5%	323
	20 or more years	70%	38%	11%	9%	3%	337
Household Income	Less than $45,000	69%	39%	9%	6%	3%	120
	$45,000 to $59,999	62%	41%	7%	6%	4%	102
	$60,000 to $74,999	73%	32%	9%	10%	3%	105
	$75,000 to $99,999	70%	37%	10%	8%	5%	168
	$100,000 to $149,999	78%	27%	7%	11%	2%	193
	$150,000 and over	81%	22%	8%	13%	2%	192
Satisfaction with Co-op	Very Satisfied	73%	37%	10%	9%	3%	405
	Satisfied	74%	30%	6%	9%	3%	441
	Neutral	65%	33%	6%	7%	3%	143
	Dissatisfied	68%	35%	11%	8%	3%	37
	Very Dissatisfied	55%	34%	17%	4%	9%	47
Voting History	Voted At Least Once	71%	37%	12%	9%	3%	584
	Didn't Vote in Past 3 Elections	72%	29%	4%	9%	3%	482
Most Used Location	Hanover - Lyme Road	66%	34%	9%	16%	7%	44
	Hanover - Park Street	69%	34%	11%	10%	2%	295
	Lebanon - Centerra	73%	33%	8%	7%	3%	525
	White River Jct - Maple Street	68%	33%	5%	8%	3%	191
Frequency Shopping at Co-op	More Than Once a Week	74%	30%	11%	10%	4%	345
	Once a Week	69%	36%	10%	7%	4%	253
	Less Frequently	69%	35%	5%	9%	2%	489
Home Market Area	Home Out of Market Area	73%	35%	6%	7%	2%	124
	Home Primary	72%	33%	10%	9%	3%	580
	Home Secondary	75%	31%	6%	9%	4%	191
	Home Tertiary	66%	40%	8%	10%	4%	166
Work Market Area	Work Out of Market Area	75%	30%	15%	11%	6%	84
	Work Primary	75%	30%	8%	10%	3%	383
	Work Secondary	71%	32%	5%	16%	3%	62
	Work Tertiary	72%	28%	9%	4%	4%	46
Survey Type	Mail	50%	51%	7%	5%	3%	222
	Phone	62%	38%	12%	8%	4%	316
	Web	84%	24%	7%	10%	3%	552

Appendix B

Q4_8_TEXT: Where else does you household shop for groceries at least once per month? (please circle all that apply) – Other

- Adam's
- Amazon
- Beverage King
- Blue Apron
- Blue Apron
- Brattleboro coop , local grocers
- Brattleboro Coop11
- Chef's Market
- Concord Co-op
- Coop Lebanon, WRJ
- Costco
- Costco
- Costco
- Costco
- costco and sam's
- CSA
- CSA
- CSA
- Csa
- CSA
- CSA in summer
- CVS for soft drinks
- Dan & Whits
- Dan & Whits
- Dan & whits
- Dan & Whits
- dan & whit's
- Dan & Whit's
- Dan & Whit's
- Dan & Whit's
- Dan & Whits, CVS
- Dan and Whits
- dan and whits
- Dan and Whit's
- Dan and Whits, Norwich
- Dan and Whit's, Stern's
- Dan andWhits Norwich
- dan&whits

- farm share
- Farm stand CSA
- farm stands
- farm stands
- Farmstands
- food mart
- Grow own vegetables, Killdeer farm stand
- Hanaford, Concord Co-Op
- Hemmingways farm store
- home grown
- Hunger Mtn Coop
- I don't live in the Upper Valley. I have a summer cottage in Canaan.
- IGA
- k mart
- Kildeer's farm stand etc
- Killdeer CSA, Buffalo Mountain Coop (Hardwick VT), White's Market (Lyndonville VT)
- Killdeer Farm CSA
- Lebanon Village Market
- Lebanon Village Market
- lebanon village market
- Littleton Food Coop
- local convenience grocery store
- local co-op
- local country store--milk.
- local CSA (seasonal)
- local farm
- Local farm CSA
- local Macs market
- local store in Grantham
- local White Market
- Lyme Country Store
- Mac's
- Mac's
- Mac's
- Macs (Woodstock), Jakes (Quechee)
- macs market
- Mac's Market
- Mac's Market
- Mac's Woodstock
- Middlebury Co-Op, South Royalton Market
- my local farmer's market
- none

- Norwich farmer's market
- Other Coop locations
- Rum Brook Market, Grantham
- Shaws
- SoRo Market
- South Royalton Coop
- South Royalton Market
- Springfield Co-op
- Sterns
- Sterns
- Sterns
- Sterns
- Sterns
- Sterns
- Sterns
- Sterns
- Stern's
- Stern's
- Stern's
- Stern's
- Stern's
- Stern's
- Stern's Produce
- Stern's produce
- Stern's Quality Produce
- Sterns Quality Produce
- Stop & Shop
- Stop & Shop Vineyard Haven, MA
- varies according to where I am running errands that week.
- Village Market, Lebanon
- Walpole Grocery Store
- We moved away from the area
- White Market
- White's Market
- Whites market Lyndonville Vt
- Whole Foods
- Whole Foods
- Whole Foods, Stop&Shop, Natural Food Exchange in MA
- Whole foods, trader joes
- Wings
- Wing's
- Wings Market
- Woodstock Farmers Market

- Woodstock Farmer's Market

Q10: If you answered an 8 or lower [on previous question measuring likelihood to recommend the Co-op to family members, friends or colleagues] please let us know what we can do in the future to earn a score of 9 or 10

- cheaper member benefits are meager
- 1) prices need to be lowered
  2) get rid of the fancy and expensive items on display for sale at the ends of all the aisles
- 1. ENCOURAGE employee union membership, and constantly work with that union.
  2. Have prices competitive with other grocery stores.
- Add a bigger variety of groceries. Prices are very expensive and food selection has gone down.
- All is good, but have more choice of healthier cold & hot prepared foods.
  Especially in New Hanover Hot prepared foods: Too many sauces and gravy added to meats/fish.
  I go out of my way to simpler prep at Lebanon/Centerra Co-Op.
  Examples of Healthier Choices: Baked Tofu, simple brown & white Rice dishes, more roasted Root Veggies, simple baked fish,
  herbed/oiled chicken legs and thighs.
  Also: I wish you could have the Lebanon Co-Op stay open until 9pm again!
- Be a better employer, not prosecute customers after they have made a common mistake, like putting a small item in their pockets by mistake. Keep the aisles free of parked jabbering customers. Lower prices.
- Be better to your employees. All of the people at the WRJ location (aside from a teenage cashier) are super helpful. I would like to be sure that they are treated well.
- Be more competitive with prices, but not by taking benefits from employees. Figure out some other avenues for cost savings. It is my impression that the Coop is similar to any big business. It used to be that Coops were for customer savings. Buying in bulk, ordering in bulk, etc. Seems the Coop is not much different than any other supermarket, except it leans toward products that can be found in Trader Joes. I realize I am not an average consumer. I am vegetarian and am conscious of artificial ingredients in food. Then there is the constant guard on my wallet. The Coop offers some relief to me in some areas, but not enough to make it my main stop for groceries.
- Be more competitive with pricing
- Become competitive prices on all items. Veggies are same as what I buy at Hannafords but more expansive and usually a worse quality... spoils faster. Grocery items 10-15% higher. Meats not as good and much higher. I have to shop there every once in a while regrettably. My son eats there because the high school does not have good food. I pay a premium for the food he eats there, regrettably. That have us over a barrel.
- Better brand selections (don't appreciate low-end "store brands" taking up what little space there is. Better attention to customer service. Too frequently we find we've purchased dented cans, expired products, or the like.
- Better competitive pricing, engagement and attention from management (i.e. "All problems can be traced back to management.")
- Better fish and seafood, although nobody in the Upper Valley is any good. Better overall value.
- Better front end customer service. Like helping people out to cars with groceries when they have made a large purchase and have two kids in tow or are elderly.

- Better management practices relative to employee feedback.
- Better prepared food, it is tired and tasteless
- Better prepared food; more variety in WRJ store
- Better prices
- Better prices. More bulk items. Better meat selections
- Better quality produce, lower prices
- Bring cost down
- Bring your prices down. Example: OJ 5.29 at Co Op- 3.59 at Hannafords -- now really get real!
- Bring your prices down. I expect to pay more at the COOP but the difference in price between what I pay to buy groceries at the COOP and what I pay at Hannaford's which is equally close is so great that I have come to do most of my shopping at Hannafords. Now I only buy some of my meats and fish at the COOP.
  I was also very upset by a firing a couple of years ago. It changed my whole impression of how the COOP really operates. It makes the COOP seem like just another commercial operation and not any place different or special. I thought the employee did a great job. they were very knowledgeable, available for recommendations and advice. That has been lost. Now I buy my wine at the State Store.
- Competitive pricing
- Consider expanding more carefully. Respect
- Coop prices are ridiculously high. Pay more attention to value per dollar, not just value.
- Cost
- Cost-prohibitive to many families in the Upper Valley
- Customer service improvements with some of the front end staff, better prices on selections.
- Decrease prices
- Employee attitudes have gone downhill over the years. There is also a lot of turnover of employees. Instead of the excellent service that was the hallmark of the Co-op for years, it has become like any other grocery store.
- Employees should have better conditions.
- Focus more on costs of all of your offerings. Improve prepared foods.
- For many years I shopped at the Hanover store where I was able to obtain all I needed. Since its remodeling I find this is no longer the case. There are items no longer available that require me to go to the Centerra location, fruit in season for example, household cleaning supplies, etc. The meat department has become all but redundant given pre-packaging. Even the Centerra location occasionally lacks popular items that can easily be found at any supermarket. For example, recently while seeking Ocean Spray Cranberry whole berry dressing all I could find was the jellied variety. I also find the long aisles at Centerra make finding an item longer than it should. More specific/frequent signage would help. Consider, for example, CVS Lebanon signage which gets you right to the spot you want. No reason as far as I can see that this wouldn't work.
- Fresher produce (other local stores are much better than you are). Lower prices (the identical products are sold at other local groceries for considerably less). Prepared foods are always the same--gets boring!
- Have better value for product.

- Have grab and go food section be more accessible and good: by that I mean salad and hot food bar and grab and go like Hunger Mountain Coop. Also, what a pain that the wrj store doesn't have bulk bins, etc. I have to go to hanover or leb to be able to do a big shopping. I know this isn't something that can change, but since I work in wrj, I often question if I made the right choice in joining this coop rather than the Upper Valley Coop where I find myself shopping often even though not a member.
- Have more direct employee and community input (in person focus groups preferred over surveys) to determine where changes, if any, should occur. I am not an employee at the coop, but I certainly know from experience that those doing the work (not including managers) are important resources - they have a rich knowledge of day-to-day operations and of their customer base.
- Hours are restrictive. 8PM is too early to close.
- I am concerned about the treatment of employees. We buy a lot of cheese and we loved working with staff members, we did not know them personally so this is purely about a customer who cannot imagine a reason for firing them and suspect that there was not a good one. I am also cognizant that the management style is not as employee focused as it could be. I don't mind that some items cost more (imported, organic) but for the same product I shouldn't be paying significantly more than other stores. Also, the deli food can be very bland and is quite pricey.
- I am dissatisfied with the member services area of the Coop - No one has yet provided an adequate answer as to the annual share/profits distribution program which has not happened for a while. At first, a letter would be sent regarding the fact that the shares/profit would go towards a remodel of a store or some other project; and if I remember correctly this would mean that our share/ownership would increase as our investment increased in the infrastructure of the organization. For several years there's no communication of any kind. When I finally contacted someone, they indicated that it was used for additional projects. I can understand the need to remodel and expand, but I would think that all the members should benefit in ownership shares if the funds are used towards these purposes. Perhaps, I am wrong - but I have never been happy with any answer so far!!
- I am not sure, some times overall it comes down to prices of general groceries, friends cite total cost as issue when discussed
- I caveat any recommendation by saying the Co-op may not be the cheapest option. I can see it'd be hard to change this without affecting other positives in the store though.
- I consider the Co-op's prices to be too high, and growing increasingly out of reach. Hannaford's, Stern's and Trader Joe's (when possible) are getting dollars I would otherwise spend at the Co-op -- because social responsibility, education and the rest are intangibles that don't help me meet a weekly budget.
- I do not live in that area anymore
- I drive 60 miles to use the store. It is unreasonable to ask that you were closer but.......
- I feel the coop at the Hanover location has not been as good since the renovation--the quality and care of the produce has diminished, the prepared foods have increased in quantity but not in quality. I've bought salmon that had nematode in it. And the variety of groceries has diminished--where there used to be aisles dedicated to certain products there are now have aisles. It is very frustrating to set off with a grocery list, hope to shop at one store, and end up having to go to two coop locations. As a result, I am doing more of my weekly shopping at the Lebanon location though in the past, I felt that they did not handle the produce as well.

- I feel the prices at the Co-op have soared. I have started shopping at Hannaford and they support local farms as well; maybe not as much. People there are friendly very helpful and I have spoken with employees who love their job. Many things I buy are much more at the Co-op. I have also begun to feel it is a hassle for me to shop after work and get back on to Route 120 and go home. I can drive down to Hannaford's and get my groceries and be home at a reasonable time. I have also had an occasion to speak with the manager there who I have physically seen helping to bag groceries when they are short-handed. That says a lot!
- I find some product lines to be limiting and I find it to be rather expensive in comparison to other competitors. I understand it supports local markets, but as a consumer, I like to keep extra money in my pockets.
- I hesitate to recommend to others who may be on a limited budget because prices are higher at the Co-Op. I do recommend to anyone looking for hard to find items that are quality
- I just moved to WRJ from Lyme. I used to shop at the Hanover Coop. There are some things at the Hanover Coop that are not there in WRJ. I miss the goat milk feta from VT butter and cheese company and also Nairns biscuits.
- I know a lot of the products are locally grown and I expect to pay more, but a lot are not and the prices seem to get higher and higher. I would like to see prices go down and for the 10% discount on two days a month go away. I also liked getting money back for using your own bags. I don't like the punch card. I love the Lebanon Co-op and the friendly people that work there. I am not a fan of the Hanover Co-op. The renovations did not seem to do anything for the uncomfortable shopping feeling of being squashed.
- I live almost 2 hours from the Coop, so friends here are unlikely to shop in Lebanon. I find the pricing much higher than where I normally shop.
- I love just about everything about the COOP - except the prices. I used to do 90% of my shopping there. I am willing to pay more for the excellent service and quality of products, but the cost difference is too high for me now - can't afford to go there for all my shopping.
- I would like to be reassured that management-employee relations are best they can be. I myself really miss the food, recipes, and nutrition tips in paper form. When you switched to online, I asked to receive paper copy and I did for a short while, but it disappeared without any explanation. Finally, I love cheese and your prices for this item are out of control; I don't understand why. I just went to a fancy specialty shop in the NY area and the Greek, Lebanese, Bulgarian, etc specialty cheeses there were about 50 percent cheaper than the Coop."
- Impossible. Most of my "family members, friends, or colleagues" have limited interest in buying high-quality food at high prices.
- Improve checkout
- Improve organic veggies, eliminate conventional veggies.
- Improve the variety of the prepared meals and the bakery.
- Install solar panels on the top of the roof, avoid 'imperial overstretching', the current number of sites is more than enough, maintain a solid budget, avoid selling any junk food, no plastic bags please
- Last time I shopped at the co op my member info was ignored and a donation was made on my ticket w/o me being asked or my knowledge of it until later. Front end needs improvement.
- Lower price
- Lower prices

- lower prices
- lower prices
- lower prices
- Lower prices
- Lower prices
- Lower prices
- Lower prices
- lower prices
- lower prices if possible
- lower prices is most important to me
- Lower prices on everyday items, fewer items out of stock, more antibiotic-free meat at a reasonable price, more creative prepared foods, 15 percent off on 15-16th.
- Lower prices on grocery items
- Lower prices would help a lot.
- Lower prices!! Might be tough to do.
- lower prices, better accountability to public re administration, employment practices, etc.
- Lower prices, carry ALL of the products advertised,
- Lower prices, feels kind of elite - not priced so everyone can shop there
- Lower prices.
- Lower prices. Like the quality of your meat.
- Lower prices. You have gotten really expensive. Love your selections and the feel of the store and the community, etc but too pricey. Love the cheeses, produce, freshness, etc.
- Lower prices/markup on items
- Lower produce and meat prices
- Lower the astronomical prices!!! I am not at the bottom of the economic pyramid but one small bag of produce equals many larger bags elsewhere. And I've been a member since 2010 and we have NEVER seen a penny's return on being so!
- Lower the prices.
- Lower your discriminatory pricing in favor of your own products, e.g. pricing Hood milk way above its price anywhere else in favor of your own brand of milk, which you price lower. Settle the labor dispute that you have in a fair manner, be more transparent regarding the information that you provide.
- Lower your prices
- Lower your prices
- LOWER YOUR PRICES
- lower your prices
- Lower your prices!
- More basic products. Too many products seem to be specialty type products. I used CSA this year and felt like I got a lot of great produce for the money compared to Coop prices.
- More case lot sales and wider selection of varieties on baby items and snacks.
- more competitive prices
- more competitive pricing
- More competitive pricing

- More local and small business healthy foods and snacks.
- Most people think the prices are too high.
- My only reason for not shopping at the Co-op more is the price. I understand why prices are higher than at other area grocery stores and agree with paying more for high-quality, locally-sourced and organic food, but our family's budget doesn't allow us to buy all our groceries there.
- My original reason for joining the Coop - around 1973 - was the signs on the shelves telling me why I might NOT want to buy something, Those signs are pretty much all gone now and I feel that the Coop is too much like other stores in the area, but with higher prices on most items - much higher on some. It's a matter of trust: I now find that I trust Hannaford and Walmart to have the best prices. Hannaford also has excellent customer service. PERHAPS, there are very good reasons for the higher prices at the Coop, but I did not feel there is enough transparency to members so that I can really trust that the higher prices are for good reasons. What can you do to earn that trust? I have a lot of ideas that you probably will dismiss, e.g., put the cost of goods sold on the shelf labels.
- My wife and I are infrequent shoppers of the Co-op stores. We usually come for bulk products, local and seasonal foods, and products that aren't available in other stores. However, when we're there we often hope to pick up other staples like milk, cheese, yogurt, and bread. We find the prices on these items are often 1.5 to 2 times more expensive than competitor food stores.
- not freeze your bread overnight to feign freshness, eliminate non-organic food from the store so that more organic options are available, lower your prices, have more local products
- "Not happy with Hanover store redo. Do not like the prepackage chicken. Do not like the boring prepared foods. Do not like the layout. The store got larger and yet grocery selection seems smaller. While the redo was being done, I started using Hannafords. I was saving money and still able to find many of the products and the organics I was looking for. That was a nice surprise. I use the Hanover Coop much less often. I do like the market on Lyme Road where I can pop in for ingredients on the way home. I used to sing the Coop's praises and did not mind paying the higher prices. But all the kerfuffle over the employees was a huge turnoff. For me, the Coop was a nice upscale grocery with the items I needed for cooking -- it is not the vehicle by which I choose to advance social causes. I try to eat healthy, local, sustainable foods because I believe that is the right thing to do but take the politics out of my grocery shopping please!
- Offer a much greater variety of vegetables in your prepared foods section, and a lot fewer unhealthy high-calorie foods. For more than a year, you have had broccoli EVERY SINGLE DAY for lunch--I love broccoli but this is even too much for me. I've noticed that a lot of people who I used to see at the Coop during my lunch break are no longer there; they are also tired of the incredible lack of variety. In the baked goods section, the scones are absolutely awful! Have Tracy teach your new baker how to make them.
- Offer better price deals
- Offer better prices or have more specials
- Offer fresher produce throughout the seasons....higher organic to conventional produce ratio at a reasonable cost. Offer more competitive pricing overall. It's a well-known fact discussed among upper valley residents that the coop food is pretty ridiculously priced in some areas. Offer greater variety of bakery and deli prepared foods- less greasy and also the variety should change more. I've lived here for 17 years and the variety has seldom changed. Some of the salads are the same prepared salads I ate 1 years ago when I was pregnant and on bed rest and folks brought me the stuff....we should be more up with the times- baked goods should offer healthier options, like at

wholefoods they have vegan scones, made with sprouted grains- so a more skilled baker would be better. More grass-fed meat options. A better coffee bar- with baristas.

- Prepared foods aren't great. They need to be fresher, and made with more care and a variety of recipes. The packaged salads are horrible. A hot/cold salad bar would be a great addition. If you look at the Onion River Coop in Montpelier, that is a good example of a great salad bar, with variety and its delicious and healthy. I find that the Hanover/Lebanon Coops are just grocery stores with higher prices than Hannaford. The produce at the Coops is good, and I appreciate the localvore variety.
- Price price price. Training employees. We are so far away from being a coop it is distressing. There are a few outstanding individuals but overall I get much more customer service and product knowledge from chain stores. And seafood from Vietnam where we know product is very poorly regulated and farmed is a disgrace.
- Prices are an issue. I rely more on W Leb supermarkets for monthly stocking up of non-perishables. The bulk of my shopping at the Coop is for produce and meat or last minute needs on work-days.
- Prices are high for exact products at other stores - food coop or grocery store. I have gone from doing almost all of my shopping in the Co-op to shopping almost only sale items over the three last years. We have moved to a vegan diet where we previously used the butcher counter for the good quality meats
- Prices are out of line. When I can purchase the same item at Hannaford's for DOLLARS less (such as Annie's packaged greens), or for less at the much smaller Upper Valley Coop (such as Vermont Creamery roll of goat cheese), there is no incentive to go the extra miles to shop at the Hanover-Lebanon coop. I was also extremely disappointed to read about the treatment of the long-term employees terminated at will. Irrespective of the actual reason for their dismissal, marching fired employees through a store in full view of other employees is poor business. I am a person who shops according to my value system, and I have lost faith in the Coop.
- Prices on many products are just too high.
- Prices on prepared food VERY high. Broader wine selection
- Pricing is high compared to larger markets so this is a concern for many people. I fear that the Coop is not affordable for many people. Not sure how to address the price/quality/local source knot.
- Pricing is outrageously high. It's too expensive to continue shopping there. I would even go as far as to say that I think the coop price gouges. For example- marinated feta cheese- $10+ at the coop, 7+ at small local family market, 8+ at local gourmet grocer and Brattleboro food coop. The exact same packaged item from a local farm.
- Produce needs to improve. I am aware of basic acceptable levels of failed/spoiled produce, but I actually now overbuy in anticipation of rotten insides on potatoes and onions. And they are usually used within a day or two of purchase, so they aren't siting on my counter for long.
- Provide a greater selection of organic and/ or local products. PLEASE improve customer service. It would be nice to be acknowledged as a human "Hi, How are you?" before being asked for my member numbers. A simple smile and "hello" go a long way over "What are your numbers"
- reduce prices, the coop is NOT price competitive
- Reduce prices. Employees should be more interactive
- Reduce prices; have more good specials advertised online
- Repair the dissatisfaction created during past leadership!!! Also lowering the prices would help
- Resume paying dividends.

- Smaller selection with smaller prices to match. Don't carry items that you have to overcharge for and stick to local.
- Staff has been unpleasant, and prices are way too high
- start over from scratch
- The Co-op has made important steps forward with it's new GM and its new Board of Directors. I'm waiting to see if it can recover from the serious stumble it took from its shift toward more corporate behavior and less customer-oriented interest under its previous GM and the Board before 2015.
- The Co-op is much too expensive. If you're so expensive and you're selling ordinary food items, people will shop elsewhere. I used to make a special trip for Tupelo honey but you haven't carried it for quite some time. We hoped you would carry "Kosher for Passover" but have been disappointed. BTW - "Kosher for Passover" is NOT the same as "Kosher".
- The coop is too expensive for some of the people who I might recommend shop here. Although the products and service are both of the best quality some people in my community simply cannot afford to shop here.
- The Co-op will feature new products but after the feature, you never see the products again. There is no word on if those products will come back, if they were successful or not.
- The overall price points for my everyday products must be more in line with other markets. I cannot justify spending $1.00 more on a $3.00 product just to support the COOP.
- The people who work at the Co-op always seem to be in a bad mood. Also, it would be nice if the Co-op was more responsive to customer input on the products it stocks.
- The prices are often the largest deterrent to my shopping at the Coop. I tend to buy specific items at the Coop because I cannot get them at other places.
- The prices are really high. That's the main reason I don't do my full shopping at the Co Op.
- The produce section needs to have fresher produce for the price that you pay. Stern's has MUCH better prices and the food is consistently much fresher. I recognize that it is hard to compare these two establishments, but the difference is so huge that rarely buy produce at the coop even though I prefer the organic options at the coop. Freshness is very important to me and soft apples and limp lettuce are common at the coop. The refrigerated Asian noodles are also fresher at Stern's- I have had several moldy batches from the coop and won't buy them there anymore.
- The remodeled Hanover Co-op is poorly designed. There's not enough room in the bulk isles to have a cart stopped for the time needed to fill a bag. Things are not arranged in any sensible order (eg. nuts are spread out, most popular flour is down low). Some areas of the store have too much room (freezer isle, front seating area, fancy cracker isle) while others are crowded (islands in the main traffic dairy isle). Some items are spread out weirdly (crackers and fancy crackers) and others are grouped together in ways that don't make sense (I can't remember exactly, but a lot of the groceries seem like they were shelved by pulling them out of a hat. Some of the people at the small co-op are not very customer-friendly.
- There is still the perception that costs are high. I'd also like more selection of personal care items that are just regular items-Ivory soap and shampoo conditioner.
- Unfortunately, I do not live in the area, so for me to recommend to friends or colleagues does not make sense.
- We buy fresh local la panciata or klingers bread, but have to scour the shelves for a fresh loaf. I think you should separate the older bread and discount it. I know klingers at least has colored tags, but

you have to search for a date on la panciata loaves.. Same thing applies to the sourdough pizza crusts from Red Hen. The fresh ones are mixed in with older ones. And they are not worth the same. And lately, we have not been able to get them at all. Seafood packaging is inconsistent among employees. Some folks don't put it in a ziploc and it leaks. Also, I think that seasonality of seafood should be more emphasized. That requires more educational info than just the fishwise color labels. Bagging at checkout is often a nightmare. I have had milk left out of the freezer bag. I have had delicate items packed with hard sharp items. I have emailed the coop about certain products (often when something has been dropped from the stock), and 3 of 4 times not heard back. We have repeatedly had bad mozzarella balls rom maplebrook, even though the date on the packaging was fine. The beer selection really should be improved.

- We have been Coop members for almost 20 years - our dissatisfaction has resulted from the 'redo' of the Park Street coop. The service has gone down tremendously, the products available seem half of what they were and the layout does not flow - so creates traffic and confusion.
- We live in the Concord area and it would not be very convenient for most of our friends/co-workers. If you were closer I know we would shop there more often - and would definitely recommend it to others.
- We recently shifted our main weekly shop to Hannaford due to the price difference. We can't find everything we want there, but we are saving lots of money now. We make occasional shops to Lebanon for the Co-op now, whereas before it was a weekly trip for us.
- Work on pricing
- Would like to see more transparency. Why is e every thing at Co-op so expensive?
- Would love more local products (VT/NH) in terms of cheese selection, jam, marinades, pickles, etc. Price on other goods too high compared to other grocery stores.
- You have to make your products more affordable and your produce of higher quality at the White River store.
- Your prices are extremely high. I don't understand this - one would think a coop would negotiate fair or lower prices. Although in a perfect world I would pay premium for socially responsible foods, etc I think the prices could stay reduced by going local and maybe even going to local places like Haymarket in Boston for extra produce that can't be found in the upper valley. Although I live in Norwich I am a divorced mom fully supporting 2 teenagers on a dartmouth staff salary of 5 figures. This does not provide me enough income to shop at the Coop. I have recently looked at my budget and the single item that is causing it to break is my frequent "small" visits to the coop for a thing or two that end up costing $70-100+. I have committed to go to Hannafords now twice a week and try to avoid the Coop, which I actually love but the extreme prices make it impossible for me. I realize this is an affluent community and my case is not "typical" nor something management may care about.
- Your prices are not competitive with other places that have many of the same items.
- Your prices are outrageous. They would have to come in line with Hannaford to score a 9 or 10.

Q16a: Did you vote in the Co-op Board election at least once in the last three years? Answered No – Why Not?

- Am now an out of stater and not familiar enough with the candidates.
- am only seasonal resident in area and don't always pay attention to these matters

- Because I have lost interest in the coop and feel that the election should be decided by the customers. A check of my shopping history would reveal a significant drop off in the past few years.
- because....
- Busy
- Busy
- Did know about elections
- Did not get a ballot.
- did not know about it in time
- Did not know about it... How often is it held? I have not been in the area for even 3 years.
- Did not know the candidates
- Did not know there was an election
- Did not pay enough attention to vote in an informed way.
- did not take the time to do so
- Didn't know about the meetings
- Didn't feel like doing so
- Didn't feel qualified to choose a candidate and didn't care enough about it to spend the time researching the options.
- Didn't feel strongly or knowledgeable about candidates
- Didn't have enough familiarity with candidates.
- didn't have time, was working. Didn't know any of those running.
- Didn't know about it.
- Didn't know enough about the candidates
- Didn't know enough about issues/candidates. Which is because I didn't inform myself - I feel like you do a good job of sharing information.
- Didn't know people running or what they would change...I was not informed enough to feel like I could participate in any meaningful way.
- didn't know the candidates.
- didn't know the people and don't like to decide from just a write up.
- Didn't know when it was or how to
- didn't see information on it
- Didn't see that it would affect me enough to do the research into each candidate. I'm too lazy!
- didn't take the time to be informed about the choices
- Didn't think I would make a difference
- Do not keep abreast of issues/candidates enough to make informed vote.
- Do not know the candidates
- Do not know the people
- Do not live in area as we use you for our vacation home when passing through Lebanon. Do not recall having recv'd a ballot on line.
- Doesn't matter who I vote for. What do they do for the members anyway? Certainly don't have anything to do with the day to day.
- don't feel like my vote would matter relative to those who live closer
- Don't feel that I need to be involved.
- dont feel the white river store is represented

- Don't have strong feelings about it.
- don't have time or know anyone
- don't know
- don't know
- don't know
- Don't know any of the candidates.
- Don't know enough about the candidates and issues or have the time to attend meetings to find out.
- Don't know issues, shop only when we visit hospital. Joined mainly to get coop insurance discount.
- Don't know the candidates
- don't know the candidates well enough
- Don't know the candidates well enough or what they do for the Coop.
- Don't know the candidates.
- Don't know the people or the issues. Want you all to run it for me. I have other stuff to worry about and vote in/on.
- Don't know the people. Did not want to get involved in the controversies regarding Co-op management.
- Don't know those running
- Don't really know the candidates and not a frequent shopper.
- don't really know the individuals
- Don't think I ever saw the notification
- forgot
- Forgot
- Forgot
- forgot
- forgot and too busy
- Forgot.
- Have moved and changed mailing address.
- Haven't been in the area
- Honestly? I don't know.
- I am a fairly new member and while I did read the introductions for the last election, I did not make it to vote.
- I am fairly new member, and haven't taken the opportunity to become more active or versed on how the cooperation works
- I am not comfortable voting in an election where I am not familiar with circumstance or individual characteristics
- I am not very knowledgeable about the election so do not feel I should vote.
- I am only in the upper valley once a week and do not spend extra time aside from office and general errands.
- I am unable to drive long distances and I am not acquainted with the candidates.
- I did not familiarize myself with the candidates.
- I didn't know the candidates
- I didn't know the nominees, which made it very hard to make decisions.

- I didn't know when it was happening and didn't know the candidates.
- I didn't realize I could.
- I do not keep well informed on who is running and I would like the board to be selected by people who know the candidates better.
- I do not live locally and did not know any of the people running.
- I don't actually know the candidates, introvert tendency
- I don't care enough / you're doing a good enough job / i am lazy or busy
- I dont do enough research into the candidates.
- I don't feel that I have enough information or know enough about the folks running to make an informed decision.
- I don't have the time or inclination to find out about candidates.
- I don't know any of the candidates.
- I don't know any of the people and don't agree with many of their decisions anyway. Not as SOCIALLY oriented as they are. I just want a good grocery store with quality products and leave it at that. Don't need my grocery store to become a team member of the BERNIE crowd.
- I don't know any of the people, and I didn't take the time. It's my fault and I should take the time to choose board members that have goals I think are the best.
- I don't know the people who run for these posts, but do follow their bios and philosophies. I also have a full time job with outside responsibilities. It is difficult for me to get away for extra meetings.
- I don't know who the people are.
- I don't see how it would make a difference in my shopping experience.
- I don't shop there enough to feel invested or informed.
- I don't shop there regularly (not very local) and felt the decision was best left to those more closely involved with the co-op, who were more local. However, I appreciated that the opportunity was presented.
- I don't slow down enough to focus on the issues/people running
- I don't think it would make a difference
- I find myself fairly annoyed at the elitism of the whole organization; not at all happy with what has happened in the past with management and employee relations.
- I forgot.
- I guess I didn't have any interest at the time.
- I hate to admit it, but I just didn't care. The public bickering over firing employees really turned me off.
- I have been generally disappointed with my membership, and therefore do not really feel like a member. I suppose maybe I would do better to vote for change
- I have voted in the past, but in recent years I just haven't gotten around to it.
- I haven't been involved sufficiently.
- I haven't felt as involved in the decision making as I probably should be.
- I just forget
- I live an hour away and just want to get home at night, and do not consider it important enough to take the time to figure out absentee.
- I live in the St. Johnsbury area and because of the distance do not shop at the Co-op as often as I would like. I am not able to keep up with issues and people connected to the Co-op.

- I plan to turn in my stock. I live too far away to take advantage of shopping at the co-op
- I probably let the mail get lost in a pile. Sorry.
- I read through the information the Co-op sent about the board candidates but felt I didn't know the context of the candidates' positions on the future of the Co-op. We're still somewhat new to the area.
- I used to know board members, but don't know any of them now.
- I was not familiar with any of the candidates
- I would read the materials and then *Zing!* time would shoot by!
- If it is not an online vote I am not as apt to participate.
- I'm afraid I never have....
- I'm interested in a source of food, not in the management of a food store.
- Impact of such participation is almost never published. This is important to me.
- Inconvenience and I don't know the candidates
- It got very confusing and I had a hard time keeping up with it all and decided not to vote.
- It is getting along fine without my vote. I especially didn't want to participate when it became contentious.
- It's a 2 hour return journey.
- Lazy
- Live most of the time overseas
- Lived out of state
- Missed it
- Mostly shopped elsewhere due to location of previous home.
- My wife and I are fairly apolitical. I usually review the potential candidates and if I do not have a strong feeling one way or another I choose to let others decide the outcome. I feel this approach allows those who care more deeply about the Co-op's future to have their votes carry more weight.
- New member, not familiar with the board.
- No attractive candidates
- No good reason!
- No inclination to spend time that way.
- No interest
- No interest....we get a pittance at end of year....stock is silly....no real benefits
- No knowledge of candidates
- No longer live in the Upper Valley
- no reason just did not
- Not a priority for me
- Not enough shares to vote
- not enough time to pay attention to the details
- not familiar enough with candidates
- Not familiar enough with candidates. Time to get to know them is limited.
- Not familiar with candidates
- Not familiar with the individuals. Would not be a fair judgement.
- Not feeling connected in that way
- Not important enough for me I guess

- Not important to me
- not in town
- not informed and basically don't care
- Not interested
- Not interested
- Not interested.
- not involved enough to know about election or who to vote for
- Not involved enough to know the people running
- Not sure
- Not that invested. Don't know the people, etc.
- Overall satisfaction with the Coo-op is consistently high so have not felt the need to do the research and effect any changes through voting.
- Shirking civic duty, my bad
- Something happened when the firings took place. I'm just not quite as jazzed about the Coop as I used to be. I look at it pretty much no differently now than I look at a place like Price Chopper or Hannafords.
- The Coop is convenience. I don't find that my shopping level draws me in to deeper interest.
- The politics of my grocery store are unimportant to me
- This has little meaning to us. Is this political or is it not? Seems like some people are expected or expecting to be on the Board at some point in time. I'm on the email notifications but I don't recall seeing emails about meetings, issues. I read about these in the Valley News.
- too busy
- Too busy w work.
- Too much to learn about the candidates for such a small segment of my life. I get fed from all kinds of sources and don't ever ask or get asked about who should run the business. I would expect a business to be able to promote the right people to the right jobs without outside unknowing people to offer their opinions. Your only concern should be customer satisfaction. Not politics.
- Unaware of election
- Uninformed
- Was too busy to be an informed voter
- Was unaware of it
- Wasn't aware
- Wasn't aware of the election
- Wasn't even aware they were taking place
- Wasn't involved enough
- We did not receive any type of ballot

Q17_7_TEXT: Which member benefits are important to you? (please circle all that apply) – Other benefit

- access to unique products that are not available at other local grocery stores
- benefiting the community and food systems at large
- Benefits seem rather pointless: I have never received a refund of any significant amount
- bulk bin items
- Case lot sale

- charitable contribution to local charities at checkout
- Comment: If I were local/more frequent shopper, participation in decision making/ability to run for board/etc would be more important.
- Community support for charitable and other organizations
- contributing to my community
- customer service calls on special orders
- Dairy days!
- Didn't know I could get a charge account! I also don't think you'd deliver to Enfield....
- Discount on insurance from Cooperative Insurance Cos., Middlebury, Vt.
- Donating my refund to support the coop efforts to deliver local, sustainable foods
- Employee attitudes-helpful and friendly
- friendly employees
- Good customer service desk; helpful employees
- good selection of fair trade products
- Great meat and vegis
- Happy employees. No, I am not one myself.
- Have a say on how employees are treated, have a say on sustainability practices
- Home delivery of groceries for shut-ins
- Home delivery.
- homeowner's insurance discount
- Honestly, I was not aware of most of these
- I appreciate that the Co-op hires non-conventional people -- non-conventional looking and non-conventional ages. I am proud to be part of an organization that gives people a chance to show what they can do.
- I didn't know abt. home/auto insurance & healthcare assistance
- I haven't seen profit refunds.
- I love being able to buy many different items in bulk!
- I love that I can purchase local food all year long.
- I value many of these things, but I decided to mark only the most important for clarity.
- Insurance discounts? That's news to me.
- items I can't get anywhere else
- It's the only game in town in Hanover
- Knife sharpening
- Knowledgeable staff, I don't need to check expiration date/sell by dates because the COOP does a great job ensuring that expired items are not on shelves, cases, etc., I trust this at the COOP ...I have not had such luck with Hannafords or other stores
- LARGE amount and variety of local products, organics,
- Locally-grown produce; meat prepared/processed onsite
- LOVE the convenience of a great little store right in WRJ - has saved me from having to go to W. Leb many times. Convenience and can always get what I need or something close enough.
- making decisions about carrying only socially responsible products
- member coupons, fruit for kids
- none

- NONE
- None, frankly
- nutrition resources, information, classes,
- nutritious foods
- obtaining advice for food preparation and general questions answered
- occasionally annual can good sales, citrus sale, etc.
- organic products
- Quality - if I need something to be top notch I'll always go to the Coop
- Should have more sales
- Since patronage refunds are a joke work on improving that plus more member discounts
- Sorry. None of the above. I appreciate fair prices and good customer service above all else.
- Special order options
- supporting a locally run business whose practices I believe in
- The ability to buy goods that are not otherwise available. Very high quality interesting foods.
- The regular vigilance of food safety and the commitment to local foods.
- There are niche items and excellent bulk in Lebanon!
- Variety of products that are offered.
- would like the stores to take my recommendations for products to add; have requested many and not one has ever been added
- Your 10% low-income help

Q21_5_TEXT: Which forms of communication would you prefer from the Co-op Board? (Circle all that apply) – Other benefit

- But only if really important
- I don't need to communicate with the Board
- I don't really care if I hear from the Board; I guess an occasional mail piece would be OK
- In store...display on the screens so you can read important info while waiting in line at deli or at front end
- It keep it short and readable!
- None
- none
- None
- none, thank you
- NOT often
- Not too many emails!
- Only when unusually important
- Printed information available at the store
- store bulletin board

Q24_TEXT: What is your gender? – Other

- None of your business

Q24_TEXT: What is your gender? – Other

- What is meant by "permanent capital"? Is this a donation or an investment? Do you make financial documents publicly available? Are Board members paid? If the Co-op was less expensive I would shop there much more often. We spend a fortune on food ad household items and we shop primarily at Hannaford and BJs. Your meat, poultry and fish are breathtakingly expensive. The order online with home delivery would be a VERY good idea, if all prices were more reasonable and you have a video cam so customers can see the condition of fresh food. How about a Co-op pharmacy? - with delivery?!
- aforementioned.
- after 61 years as a loyal member of the Hanover co-op, I retain my gratitude for its existence and for its presence in my life.
- Appreciate excellent service, convenient parking and location
- Appreciate the ability to special order some items that might not be carried.
- Appreciate your questions. Please provide results.
- As before: please offer simpler healthier hot foods at Both Hanover and Lebanon stores, -esp Hanover. Less sauces and ""gravy"" on meats/fish. More roasted veggies w/olive oil, incl root veggies. Steamed brown and white rice, in order to add veggies, baked seasoned Firm tofu. simpler prepped oiled and herbed chicken legs and thighs. Please bring back the 9pm closing at Lebanon!"
- As noted earlier: I have suggested a number of nutritionally good, and locally produced products to be added but unfortunately the facility has never added any of them. Also, I am still concerned about how employees were handled last year when several people were let go in poor manner. If that management style is continuing, I have concerns about that. I also miss the wine consultant from Centerra who was very helpful for me. Prices are high - there are no bargains - but I shop there to support local producers.
- Courteous, friendly, service!
- Despite initial plans to the contrary, prices at the White River site are consistently higher than those of the chain which previously operated the grocery chain at the Coop's current location. Unfortunately that inhibits those of us on limited incomes from shopping at the Coop as often as we otherwise might. The quality in many departments at the Coop IS superior, so I limit my visits and buy specific things not available or inferior elsewhere.
- Despite it being too expensive, I shop there because I believe in the concept and want all natural, organic, healthy options, choices, variety, but I don't like huge stores with all the boxed and processed foods, so I like the small size of the coop and the Hanover coop specifically- keep up the good work. But why can’t they give money back to the coop members anymore?
- Did not understand about "permanent capital."
- Don't like the new change to Hanover store, I will not return
- Employee retention says a lot to me as a customer...sign the it is a good work environment
- enjoy going to a store where clerks etc. know your name and are always ready to help and assist and be friendly.
- Enjoy the benefits and product sold.
- Every time I bring my knives to the meat department to be sharpened, they tell me they are too busy. I find that very rude.

- Excellent organic fruit. I would shop there much more often if items were more affordable.
- Expected to get a % back as advertised when I signed up; this needs to be more clearly stated if all members are not going to get a % back.
- Fantastic cashier/front end people in all of the stores. They are courteous and efficient and do a great job. My experience at other grocery stores is grumpiness from checkout people, or interminable chatting and inability to multitask so I feel trapped just when I want to get out of the store (upper valley coop). I really appreciate your cashiers!
- For this survey: You should have included Dan and Whit's and Stern's and farm stands as well as farmers markets. Also the question about a work zip... n/a for retirees.
- Glad to see the improved (so far) management.
- Good Job!
- Great store. Love the community education, events, classes, etc. Great job...just try to find a way to lower prices. Love the samples also. Great way to sell the product.
- Have more fresh vegetable options in your prepared foods section. Have better quality baked goods--esp scones!
- Higher co-op prices discourage me from shopping more frequently. I do buy my meat and cold cuts exclusively at the Co-op, though.
- highly supportive but don't live nearby anymore
- I would like to be able to cash out my shares to (potentially) invest in another co-op when I move to a new area. Because of the changes to the operations of the Co-op over the past decades I have been a member, I'm not sure that is possible anymore. Having lived in Pomfret (VT) for the past 45 years I was very pleased to see the acquisition of the White River Junction location.
- I absolutely love the meat, seafood and produce departments. Everything is fresh, clean and the personnel are always willing to help. I did shop at the Lebanon store for years. However, the White River Jct. store is so much closer, I shop there now. However, some items are not available, for example "finnan haddie". All I have to do is ask at the Seafood counter and they have it delivered in a couple of days. I also ordered a large standing rib roast for last Christmas, I picked it up in a couple of days. The produce is always fresh, no wilted leaves, mildew, or brown spots on anything.
- I am disappointed in the dismissal of the two employees with no reasons provided. If it was union related then shame on you.
- I am sorry for the turmoil over the past year+ re the firing of wine and cheese employees. It has really hurt support for the Coop. I have also overheard (NOT at the Coop!) that front end staff, who are generally wonderful, are not treated equally re schedules (weekly and requested vacation time). IF that is the case, I hope it will be corrected. The Coop is the only place I am comfortable buying fresh fish and meat. But I find that the prices of other goods at Hannaford's Bradford VT are often quite a bit better. As more national chains like Hannaford's are supplying local produce (hurray!) and we have many farmstand options (hurray again!), the Coop needs to bring down prices of other goods. However, if you believe I am wrong about the pricing...Please do a comparative study between various local groceries for commonly purchased items and publish. I apologize if you have already done so and I missed it.
- I am still somewhat taken aback to find your prices similar to or more expensive than Whole Foods.
- I answered no to the capital contribution question because I don't really understand the question. I wish you had given a no clue choice. I love Education! This is a huge benefit to Coop membership and its existence in the community.

- I appreciate co-op workers walking me to a product I am looking for. On the other hand, they have plenty to do and their directions to product would suffice. I also liked whomever drew caricatures of the deli employees in White River.
- I appreciate how you have the sale start and end dates on display at each sale product. It makes it easier to plan and shop. I also appreciate your ever growing selection of gluten free/vegan options many members of my family including myself have these dietary needs. Thank you!"
- I appreciate that you employ the mentally handicapped. Your staff in general is very kind, helpful and polite, and those staff members who have mental challenges are often among the nicest and most helpful.
- I appreciate the good beer selection (including local breweries) that the Co-op offers.
- I appreciate the variety and the products I can't find elsewhere.
- I appreciate your customer service. I mostly shop bin. I find the pricing of produce, meats, fish and other items more expensive than at the Hannaford where I do most of my shopping. I live almost 2 hours from the Coop. so only shop when I am in the UV for another reason; never shop there just to shop there!
- I buy nutrients off my mother and my wife and my self, COOP prices a way higher than Amazon, please work on comparative pricing; I hate giving money away to Amazon. Thank you!
- I do think you have been competitive with other grocers in the Upper Valley, especially in groceries. We are on a fixed income and we go to the Coop for specialty items.
- I don't shop at the Co-op as much as I would like because the location isn't the most convenient for me. I do get there when I can, and it is a great experience. I don't mind paying more for quality and local items like meat, seafood, produce and specialty cheese. I usually make a special trip there for holidays and other special meals. But I often pass on items if I can find the exact same thing much cheaper at a box store which sometimes is the case.
- I don't shop at the co-op because I find the prices are too high. I only pick up a few items when necessary because they are local.
- I don't want to be asked to ""Round Up' every time I shop at the coop. You should be able to ""tag"" member #'s so they're not asked every time they buy something. Not every one wants to Round up. It's nice that you're giving back to the community and receiving a huge tax donation at the same time. Win, win for the coop....
- I feel like in recent years, more and more store space has been allocated to cutesy/seasonal product displays, and some of my staple items are sold out more often than they used to be. I'd prefer that space be used to offer more brands/choices, and/or larger stock capacity for the same items, instead of all these themed showcases/islands. This is really my only, minor complaint. Please keep up the good work. :)
- I feel like the variety in the deli and prepared foods as decreased since the remodel at the Park St. store. I feel like there is more space and less food there now.
- I feel that the Co-op is a great asset to the Upper Valley area. About a year ago, I was shopping in a small co-op in Goleta, CA. When I mentioned that I belonged to a co-op back in NH, the person working the register (also the mgr.) asked if it was, by chance, the Hanover Co-op. Based on our subsequent conversation, it appears that our Co-op has a positive nationwide reputation.
- I find it fascinating that I can find Stevia in WRJ but not Hanover and that I can find shucked oysters in Hanover but not WRJ. But then again, WRJ customers put away their shopping carts when they

leave the store whereas Hanover customers mostly just abandon them wherever convenient. However, the employees in both stores are superb!

- I find it immensely curious that this survey is almost the only communication I have received from the Co-op in 3 years of membership.
- I find that the whole chickens and chicken parts get larger and larger. A breast now weighs what an entire chicken used to way. Is it possible to find a supplier who has reasonably sized chickens. Restaurants seem to have them.
- I had to complete this survey over several days due to failure of the ""system"" to respond to the ""Next"" prompt. Hope this survey gets reported. When I have the chance I shop at the Centerra Co-op because it feels more open and diverse; I.e., less exclusive I wish I could say the same for the Hanover co-op, which at times feels filled with well-dressed, expensive and coiffed women. Two things I need to remark on: I like the home delivery service which I appreciate as I age and, why can't the Co-op have a more personal cheese department? (cheese that is cut from a wheel or block by someone who knows and understands cheeses and the product is NOT wrapped in plastic wrap but paper) and would allow for better tasting cheese and for more informed selection by consumers. Thank you."
- I have become acquainted with several Co-op employees in the various departments, and those relationships are an important factor in why I shop there.
- I have been concerned about the board transparency issues that have been publicized the past couple of years. I want the Coop to be a friendly and supportive workplace for all employees and I am persuaded that management attitudes and practices in that respect took a wrong turn some years back. I hope that is being rectified under new management, though I'm not well-enough-informed to know if the culture is improving.
- I have been disappointed that the redesigned Hanover Coop carries few items than the old Coop--especially in smaller selection of vitamin/mineral/etc products but also in middle-aisles section. I don't find the prepared foods very appetizing or tasty and rarely buy them at either Leb or Hanover. Somehow, ""same old same old..."" I actually find I shop for bigger weekly needs at the Lebanon Coop as I know I'll have a bigger selection. On the other hand, I love the people who work in the Hanover store and the friendly, personable atmosphere there. I prefer to shop there which it seems I do for smaller trips about every other day. I live nearby so it is incredibly convenient.
- I have heard that Board members have not been attending meetings and worry that this does not represent true democracy. It is critical to have a Board that is involved represents all of the members and educated about Co-op principles and values and lives y them.
- I hope my responses don't skew your results. I only shop at the Co-op during the warmer months of the year because my permanent residence is in Mass. and I just visit Enfield occasionally between May and October. I don't really remember how long I have been a member - I took a guess. I really appreciate your store - it is almost as good as Whole Foods with regard to having the foods that I eat (I have multiple food sensitivities and I eat organically raised food as much as possible).
- I hope that the board will begin to focus on their jobs and allow the new management to do theirs. All of the "concern" in recent years has drained resources from the business. It's unconscionable.
- I joined just so that I could get a discount on our VT homeowner's insurance; however, I used to shop at your store when our daughter attended Dartmouth. I really liked it, and, if we're ever in the area and need to go grocery shopping, we go there.

- I like the folks at the white river co-op. I like the nice selection and small size. the toddler shopping carts are great. everyone is nice to my kid. It would be nice to place an online order and have it brought out to my car. the take/bake pizza.....best"
- I look forward to shopping. We feel connected to the employees, and think that their spirit is what makes shopping so enjoyable
- I love all the Co-ops and try to use them as frequently as often. I appreciate the cleanliness of the stores, the wide variety of foods/wines, etc. available, and the great customer service I always get. Kudos, keep up the great work.
- I love everything the COOP stands for. The service and quality are excellent. However, the cost (of produce especially) makes it cost prohibitive to do my main shopping there (I used to do almost all my shopping there). I work at Hanover High School, so it is most convenient to shop at the Hanover (or Lebanon) COOP, but I feel guilty every time I go there because it is $60+ for about a bag full of groceries. Now I go there when I just need a few things, or if I need something specific like nuts from bulk, or seafood. Otherwise I shop at Hannafords in Leb or Hannafords in New London, which is MUCH less expensive. Sorry. I would much rather be giving the business to the COOP.
- I love shopping at the Coop! The employees are friendly and fun. I am very pleased with the local products. We bring out of town visitors to see the Coop. They are always impressed.
- I love the addition of the organic Field Day line. It is affordable! I also love the Fishwise information at the fish counter. It does my homework for me so I can make sustainable fishing decisions easily. You guys do a great job! The staff is always friendly and they seem happy, which makes me happy to too.
- I love the Co-op and am very glad that all of your stores exist. The organization seems very well run, and has most of the foods I need or want, even though I have a very restricted diet. I am especially appreciative of the Home Delivery program, since I have a chronic illness that severely restricts my activity level. It has been extremely helpful to have my groceries delivered every week or every other week. One thing I didn't like was the remodeling/reorganization of the Hanover store. It's very nice now, and I'm getting used to it (or at least I was until I had to ask for Home Delivery) but it was very unsettling while it was happening. Suddenly many of the foods which I consume were gone from their old locations, and it was very hard to find their new locations. And some things moved more than once. Other than that, I think the Co-op is a fantastic organization and a great resource. I'm very happy to have it nearby!"
- I love the Co-op! When my friends visit from out of town they want to go to the Co-op. I am SO happy I don't have to shop in one of the big chain groceries.
- I love the quality of the fish, beef, and cheese at the co-op. I primarily buy those products at the co-op now. The local produce is also great.
- I love the selection of high quality and local products. I would do all of my regular grocery shopping at the COOP if I could afford to do so. It's just too expensive. I do shop there for select items for which I'm comfortable paying more (meat/deli products, bulk bin items, etc.) but it's not sustainable for my family to buy all of our groceries there. I would if I cold afford to. The overall shopping experience is more pleasant and you feel better about the selection of wholesome and healthy foods.
- I most cherish the coop for the wonderful seafood, meats, deli and bakery. I feel the remainder of the food offered is very expensive.

- I mourn the loss of the old Hanover coop and never got comfortable with the Lebanon store. I do love the market on Lyme road and have been pleasantly surprised by my experience in White River. An experience closer to whole foods, with better prepared foods and more variety in prepared foods would appeal to me (I sense more of this happens in Lebanon and wonder why that can't happen in Hanover.) I'm not giving up on the Coop. When I first moved here in 22 from a large city, it was part of my sanity. But I have disliked the recent political discourse and believes that by "taking back the coop" this group has totally taken away its charm. I shouldn't have to make my way through protesters to buy oatmeal!
- I moved to Endicott, NY last fall, but buy food at the Coop when I am back at my Vermont home. I am SO SO glad the Coop has a store in White River Junction and only wish it were the size of the Lebanon store.
- I never buy your prepared foods because they are pretty much of McDonald's quality....really terrible for you - high in sat fat, fried, simple carbs. Also, the organic veggies in produce are often very under-the-weather. The fish department is depressing mostly because we have poisoned our own food - mercury, over-fishing - so not the fault of the Co-op, but....I would like to see an emphasis on high quality healthful food and much more education about nutrition for the general population.
- I really don't shop anywhere else. convenient, high quality, and responsible to the community.
- I shop at the coop a lot. A LOT. I wasn't a huge fan of the Hanover renovation because I felt that something got lost in translation...the at-home stuffed-pantry feel, where you never knew what was around the corner but it was almost always something great. That said, I understand the need for an expanded store. But I feel that a lot of my favorite products are no longer being carried, or get randomly discontinued. I make use of the forms at the service desk, and often chat with the dept employees about it. My biggest issue is that I keep kosher, and there are often not a lot of kosher 'basics'. For example, the Hanover store carries like 10 different brands of red wine vinegar, and not one of them has a hechsher (a kosher certification symbol). There is no kosher meat, and even buying fish is difficult halachically. I note that there are a number of halal products carried; it'd be nice if there were more kosher variety as well. I commend the wine dept for having a small but very decent selection of kosher wine, and I'd be lying if I said that the other dept employees weren't terrific and accommodating when I have nitty gritty questions about how something is made or what knife touched it before it got repackaged. I'm sure observant Jews are in the consumer minority, but as I said, I shop at the coop A LOT and as a longtime member, it'd be nice to not have to schlep to Hannafords or BJs (or the Price Chopper in South Bulington) for some of my basic pantry needs.
- I think bad publicity has hurt the Co-op's business and on top of the high prices I think they have lost a lot of business. I personally love the Lebanon Co-op and their employees. I would love to do all my weekly shopping there, but it is just too expensive. Thank you for this survey!
- I think the coop could do more to raise consumer awareness around social and environmental justice issues that relate to food production, etc.
- I think there is measurable progress being made on how the Co-Op is treating it's employees. A large part of this is getting rid of the previous top management that where not honest straightforward people. Frankly, my wife and I went shopping elsewhere when employees were fired. I'm still very angry at how these two employees where treated and now the Co-Op has the legal expenses

with understandable lawsuit that was filed against it. When we went shopping at the Price Chopper we had noticeable savings there. We also felt that if the Co-Op were treating employees no better than the Price Chopper then why bother shopping at the Co-Op at all? We became "cherry pickers" going to the Co-Op when we needed special items of quality. And the Price Chopper does a pretty good job to keep most of our shopping there currently. So my wife and I are still in a "watch and wait" mode to see how things move along in a positive direction with overall Co-Op operations as well s my shopping experiences there.

- I tried to special order Fever Tree club soda and the experience was unsatisfactory and ultimately unsuccessful.
- I used to buy essentially 100% of our groceries at the coop, but can no longer afford to.
- I used to primarily shop at the Park Street Coop. Since the most recent renovation I no longer can do the majority of my shopping there. Instead I need to go to one of the larger West Leb grocery stores. I feel the COOP has gotten very expensive and it saddens me that I can no longer count on finding what I need for a quick dinner on my way home from work.
- I usually buy most of my produce at Stern's in WRJ because of price except when it comes to locally sourced products which I purchase at the Coop.
- I usually shop organic when it is available, I wish there were more organic meats, local produce and beauty products. I like the selection of organic juices and load up when they go on sale. I do most shopping on the internet because the variety is enormous and I save a lot of money.
- I wish you could stock coyo products. They are better than the So Delicious coconut yogurt, which has rice starch in it and we do not eat.
- I wish you would find an alternative way to package the cooked chickens. I hate having hot food in plastic. As a result I now rarely will buy a cooked chicken, I used to buy them often. I will never be convinced that it is safe. I also wish you would not prepack the bulk items in those plastic shells. less plastic please!!!!!!!!!!"
- I would like email notification of monthly discount days in advance. I would like clarity about the employee dispute that caused the firing of two Long term employees that I respected. I would like a wider selection of prepared food in white river junction
- I would like the Co-op to become a place that is more affordable place to shop for all members of our communities such as stores like Tradder Joe's, still socially responsible but available to a broader market of consumers.
- I would like to see a phase out of the gas station or a change to another company since EXXON is the absolute worst and/or add EV like Dan and Whits and KAF have done. Pay attention to products that have a very bad reputation both with their employees and the environment. We should not be supporting those organizations.
- I would like to see more healthy food options in the prepared food department, maybe a salad bar, healthier in store baked items, more variety. Are the soups homemade? A bigger Health and Nutrition department. The bakery department seems smaller than previously?
- I would like to see more of a meat selection in the meat department. I feel as if it is very limited. Also, pricing on anything other than food seems to be overpriced.
- I would love it if you had Consumer Reports info about pesticides in produce available in the produce department--I always have to get out my phone and recall their website to access whether, for example, it is important to buy organic green beans (it is~).
- I would love to see more organic produce at the White River store.

- I would love to see the coop participate in other coupon programs like Mambosprouts or some reward program that gives members more discounts. Also, if you are going to offer mainstream 'generic' brands like Shurfine, they should be dirt cheap as their quality is nowhere near the other standards of local and organic companies.
- I would shop at the Co-op much more if it wasn't so expensive.
- I'd come back if you had competitive prices - love the staff, the environment, but the price difference is huge.
- I'm not sure how long I've been a member.
- In the early days of our membership we did most of our shopping at the co-op. Now we are getting old, and the trip from our home in New London is increasingly more difficult. When the Lebanon store was built, we inferred a promise to close the Hanover store. Instead the board initiated project after project, draining away profitability and removing any financial incentive to remain loyal. We haven't seen a dividend in years. Any product carried by the co-op which is also carried by Hannafords is substantially less expensive there. Nowadays what brings us to Lebanon is the co-op's meat department, local products such as King Arthur Flour baked goods and Green Mountain Yogurt, and the people working there who we've known for many years and consider our friends.
- in the future can there be a public bathroom in the WRJ store
- It is a shame that the Hanover Coop only stocks vacuum-packed non-organic meat, even though there is empty shelf space. For those of us who prefer taste and/or price of the other cuts, we now have to drive several miles out of our way to buy them in Lebanon. The Coop should favor choice, not restrict it unnecessarily. The 10% discount days have introduced an On Sale shopping attitude which I regret. I run out of items in advance and wait now for the Sales Days to the chagrin of my family. I save money but lose the feeling that the price is right every day. I run out of things for the sale to fill up the fridge again,
- It is always a pleasure to shop at the Co-op because of the excellent produce and variety of goods. The staff is exceptionally knowledgeable and friendly--e.g. staff at the cheese counter in the Lebanon Co-op who offers excellent advice on American artisanal cheeses.
- It is so wonderful that we have the Coop - I really appreciate the quality of staff, education, and products, especially local & organiz/fair trade, etc. I will miss your retiring General Manager at the helm - what a wonderful man who has steered our Coop through many choppy waters in a steady & kindhearted manner.
- It was not very clear how the ""contribution"" of members capital (class B shares) would help the Coop, a field such as ""I am not sure"" was missing so I said Yes because I am curious. Also the question ""how satisfied are you with the Coop"" was not easy to answer. I said dissatisfied but I meant ""somewhat dissatisfied"" (see below). The page that followed got into more detail but it asked only about satisfaction with each of the departments; how about satisfaction on whether we feel valued as members, whether we as members believe that the COOP is holding up to its values, how about asking if we were aware of sustainable practices and how those (in detail) are important to us? I felt I was treated more as consumer than a member, I wished there were fewer market research questions and more detailed questions on the values and the mission. In the end though, I appreciated been given a chance to contribute to making the COOP better, thanks for this work!"
- It would be great to know more about items that can be special ordered.

- It would be nice for the Co-op to also use retained capital for possible employee bonuses and raises instead of using it to worry about online shopping. People work tirelessly and are only ever thanked for their efforts through words, instead of compensation
- It's a great place to shop; meat, produce and floral are top notch. Enjoy new products. Only concern is expiration dates aren't being checked thoroughly- I've picked up expired dairy products and short dated products.
- It's a great store w/wonderful employees.
- I've already said it all.
- Keep up the good work! I also live in San Francisco part-time and have not found a grocery store in the city that can compare to the quality of meat and produce I get at the Coop!
- Like I said earlier, I'm just not as jazzed as I used to be about the Coop. It used to be that it wasn't just grocery shopping, it was an experience. With the firings, it felt like the Coop went to a place I didn't want to go. I felt that perhaps overall the Coop's values had changed. What can be done about that ... probably nothing. I think the damage is done. But, then I'm just one member .... right?
- Love the caselot sale. Like the happy employees, very helpful and friendly. I thought the controversy about the firing of employees was not the business of coop members and I supported the management.
- Love the coop for some products. Too expensive to shop for all. Hanover store too claustrophobic. I go out of my way to go to Leb.
- Love to shop there. I always buy too much because there are unusual items there. I especially enjoy holiday times. Also like that you carry Swedish flatbread and other European brands."
- Love you for meat, bulk foods, local produce, and specialty items. Regular grocery items and other produce are SO much more expensive (for same brand name) that I cannot do all my shopping there. Would love to though as I now shop twice each week - once at co op and once at Hannaford. This is a pain.
- Love you guys!
- lower prices would get me to shop at the co-op on a regular basis
- Meat and deli products are the most important -- keep up the great work there, including those wonderful, cheerful employees! Also love the take-out dinners
- Meat prices are higher than several other places
- Members should have impact about employees they like.
- More competitive pricing on standard grocery items like almond milk would allow me to do my regular large grocery shopping at the coop. I typically dash in a few times a week for additions to dinner or to get items only available at the coop like bulk spies, specialty cheeses, etc.
- More organic grain-free products! Wraps, chips, crackers, etc....Thanks!
- My hope is that the new gm can get things back on track. The coop has turned into a convenience store for many and its reputation is severely tarnished. We need to get back to operating the coop for the benefit of its members, NOT managers agendas. This is a member organization something our recent managers have ignored.
- My only comment is that this survey took longer than indicated when I was asked to participate
- My parents have had health issues for the last two years. You have been delivering groceries weekly. I cannot thank you enough!!! It has frankly saved my sister and me hundreds of hours! -- and how much better to spend the time we do have, visiting with my parents rather than shopping for them.

My parents just love the man who delivers. He is so gracious and helpful and they totally trust him. Thank you, thank you, thank you for this service!

- My wife and I are long time friends of Co-op wine manager who was unceremoniously fired in 2014. It left, and continues to leave, a very bad taste in our mouths. The Co-op management and board handled the aftermath very badly. From our point of view the resolution was equally disappointing. The firing caused us to seek other shopping venues which is why we now do a lot of our shopping at Hannafords. It was eye-opening to see how much we were over paying at the Co-op for like items. The savings can be as much as 20% per shopping event. Over the course of a year, that is a lot of money. Yes, the Co-op does a lot of good for the community, but I would like to think I can responsibly return my savings to the community.
- N/A
- No
- no
- no
- No
- no
- No
- no
- no
- No
- no
- no
- No
- No idea who long I've been a member
- No thank you.
- No, I think I provided it in the previous screens. I think the prices is the big item for me. I must say I do like the store opens at 7:00 AM when near the holidays you can run in before work and get what you need quickly.
- No, thank you
- No.
- No. Thanks for giving us this opportunity.
- Nope
- Not yet
- Other than the lack of transparency in the firing or letting go of the Lebanon employees, I have been delighted with the Co-op. Everyone is friendly, I love the Service Center, and my family members were founders
- Overall responsiveness of the staff is wonderful. They follow-up on any question I ask. I really didn't have an opinion about the ""Class B Stock"" and didn't understand the overall question - maybe you need an option that would let me reflect that. The Cop is very special and a real treasure - I often send guests and visitors to the area to visit the store. They love it as I do.
- Overpriced
- Please consider looking at your pricing, the prices are so high at your store now compared to when I started shopping with you years ago that now I can't shop there often. Produce and Meat are the

worst in my opinion for pricing and it isn't necessary an very discouraging. I generally only shop there for specialty items I can't find elsewhere and I'm willing to pay the extra. I really love your stores but you have priced me out.

- Please do not use ""Constant Contact"" or other marketing software that sends spam unendingly. It's the fastest way to make me unsubscribe. I absolutely love that diversity of goods at the Co-op. I especially enjoy being challenged to try new thingsand cook with unusual ingredients and the foods of other nations. The Co-Op is my go to place for seriously ethnic and interesting cooking ingredients, vegetables and treats. That's why I'm a Co-Op member.
- Please treat your employees less callously.
- Prices are too expensive compared to other places. Selection in lunches should vary more. Healthy breakfast options should be available. Add a smoothie bar, ice cream bar, more take out options for dinner.
- Pricing is much higher on many staple products then other grocery stores. Please work on bringing these price points down so they are more affordable. Not everyone in the Upper Valley can afford the COOP's high prices. I appreciate the many specialty items. However, pricing can be extremely high.
- Produce is my favorite department and I like it that you stock so much local produce and eggs.
- Produce variety and quality are excellent, but price is frequently high enough to discourage young members and families from purchasing at the CO-OP. A selection of basic produce choices at reasonable prices should always be available.
- Sent a letter about stock my deceased husband had and I never received a response.
- Small detail, but I really miss the old gazpacho!!!!!! The new recipe just isn't as good.... otherwise, I love the COOP!!!
- So lucky to have the Coop in the Upper Valley!
- Some of the prices are really crazy. I'll pay a little more for high quality, local items, but regular groceries should be priced within reason. Wine prices are comically high. Any more price increases and I have to start shopping elsewhere as I already think my grocery bill is 20% higher than it would be if I bought the same products at another store.
- Survey asked the wrong questions and didn't give the right choices for response
- Surveys should always have an estimated time to complete in the initial invitation. The % done meter is helpful, but I want to know a time estimate.
- Thank you for offering this survey. I'd like to request more cooking classes offered at night for adults....working days does not allow me the day time option at the co-op for classes.
- Thank you for running a great friendly store with a wonderful variety of products that treats employees well. I love the idea of online shopping and delivery. Very useful for two-earner households with kids and for the elderly.
- Thank you for working diligently to provide an excellent food shopping option. We love your stores!!!
- Thank you!! Enjoy your White River & Hanover store!!
- thanks
- Thanks
- Thanks for being there; it makes me happy just to SEE the WRJ coop. So glad you took it over. Really appreciate the cheese area in Leb. Have not been in to experience the Hanover redo yet.

- the survey took more then a couple mins. Too long
- The arrogant exclusivity of management is intolerable and the board largely a rubber stamp. The dividends have become a farce. The floor staff are excellent.
- The best use I make of the co op is purchasing quality meats at the meat department. I always go there for special dinners. The bulk section is also a favorite.
- The COOP is great! Hanover Store needs a "friendlier" atmosphere...like Lebanon Store...Prices at Community Market should be the same as the prices in the other stores....Some items are "marked up"..probably for the convenience...Staff at Community Market is amazing, helpful, friendly, and are very welcoming to all the kids who pop in after school.
- The coop needs to rebuild its reputation in the community.
- The Co-op needs to take Cooperative Principle 5 -- education, training and information -- a bit more seriously by making its merchandising more transparent. The co-op should be less afraid of aggressively distinguishing the way it operates from the way the investor-owned competition operates.
- The Co-op would be more important to me if I lived in the Hanover-Lebanon area. It's a long drive to the Co-op from Randolph, Vt.
- The employees are fantastic at all of the stores!
- The flow of the deli at the Lebanon store is ineffective and frustrating. The tables were you may dine are when you first enter and are in the way-the registers are poorly placed and are rarely all open, even during peak lunch hours. There are rarely enough people to operate the deli sandwiches (waits of up to 15 -20 minutes). I could not be more dissatisfied with the deli operation at the lebanon store. I appreciate this forum to express my frustration with this department, and look forward to seeing improvements in the future. I will reiterate the layout of that area is terrible and needs to be reconfigured.
- The Hanover store is worse since the renovation - less selection, hard to find things. Too much space on prepared foods, wine and cheese - not enough on regular groceries. Produce section is poorly organized.
- The in town Hanover Co-op should stock blue cheese stuffed olives in oil. It stopped doing so, which forces me to go to Centerra. The ones in vinegar are not the same. Similarly, one of the stores should stock the Italian provolone stuffed peppers in oil. Both stores dropped this item. Finally, it makes no sense to me that the Hanover in town Co-op only sells corn nuts in little bags in the bulk department. They told me that they do so due to theft/shrinkage.
- The location of the store and the quality of produce, meats and cheese are the main reasons I can shop at the CoOp. When I shop elsewhere I am consistently saving between 10 and 15 dollars for the items I regularly purchase at the CoOp. As long as I can afford to do so, I will shop at the CoOp for quality and convenience. If you are considering home delivery, it would be interesting to know what distances you are considering.
- the members should decide whether the coop is owned by its members or by its employees. there is general acknowledgement that the coop is non-competitive in terms of price, and that the flip side of higher prices is higher wages and incomes for the coop employees.
- The only reason we don't do all our shopping (other thanks farms and farmers markets) at the co-op is that it is an hour away from our home in Unity. Maybe a store in Claremont?
- The politics of the last few board elections cost you a lot of my business. I get enough political strife watching the news without being spammed through an Upper Valley listserv by self-righteous

activists who have little or no understanding about running a business. I initially cut off spending at the Co-op completely, but I started returning after the employees voted against unionizing. Were employees to have made that election, I would have simply resigned my membership. But they seemed to understand the real world, and they made a reasoned choice.

- The produce is amazing. Even though I pay more than at other stores it is so fresh and lasts longer. I really appreciate the ability to special order products I really like or ones that are on sale. The customer service is amazing.
- The quality and variety of products are excellent which I appreciate but the price differential with competing chain stores has become so great on routine items that it has driven me away. Just can't spend an extra $35 - $50 dollars a week for routine groceries. And if the COOP is not going to treat veteran, highly qualified employees who are good people well, then it has lost the feeling that it is different and special.
- The recent situation with long-term employees fired without apparent cause/due process and the subsequent reluctance of the Board to address the concerns of the employees and members regarding their dismissal.
- The renovation of the Hanover coop was a needed improvement. The cafe or outdoor eating area is incomplete and lacks and attractive aspect, like service or architectural planning which would encourage greater usage as in the Lebanon coop space.
- The seafood department at the Park St. Co-op is outstanding. It is much better than Lebanon.
- The smoked pork ribs in the Hanover store are fantastic!
- There are a lot of meal prep kits available online. It would be GREAT if we had a local and sustainable version of this offered through the Co-op. This is very convenient for the elderly, the sick, or (working) parents with small children.
- There were a lot of things mentioned in this survey that I was not aware of as a co-op member (I would certainly take advantage of the garden perks).
- This survey took about 10 minutes, which is OK and about what I expected. Suggest that in future surveys that you indicate approximate time that it will require to complete.
- too groovy by half
- Very happy you are in WRJ. I do shop your other locations also but it is very convenient.
- We are in VT 2 months a year, the rest of the time we live in AZ.
- We have really loved the coop - but we do have to say that the quality and choice of goods offered has become really frustrating. As well, what made the coop special was the 'old style' of interaction with the meat, deli, and cheese counters. It is now very automated and the Deli section has really unfriendly servers.
- We like your store and being a part of it. Once we retire you be seeing us on a more regular basis.
- We like your variety. And we find products at the Co-op we cannot find in other stores. You offer an alternative to Rt 12-A shopping!! THANK YOU! Our Grandkids like the free fruit-- apples. Thanks for promoting healthy choices.
- We live in Massachusetts and have a place in Vermont. When we are in Vermont, we do about 80% of our shopping at the coop.
- We love shopping at the Co-op stores. We do wish that the White River Co-op could carry some organic produce though.
- We love the co-op :)

- We love the Coop and shopping there is always a pleasure! People feel good there because the people who work there are so helpful and pleasant!?
- We love the Co-op. To use a trite expression, we are localvores, and being able to shop in a sustainable way by helping the local economy is really important to us. We try, whenever possible, to eat foods in season. You are one of the blessings of living n the Upper Valley.
- We really appreciate the home delivery of groceries to shut-ins. My parents have been tremendously helped by this and consequently, my family has as well (by not having to always shop for my parents.) Thank you so much!! Just wanted to say as well that I have always found the staff very helpful and friendly. Thank you for this as well.
- When becoming a member I was very excited to support the community, to encourage others to do likewise by investing in a smaller community operated, member held business. I have been disappointed by the lack of organic and/ or local products offered. I can get the same or better at Hannaford most days for less, but would rather get it at the co op to support the ideal and the community and the employees. I really would like to be treated as a human instead of a card number. I work in retail, and customer service is very important.
- Whenever we are at DHMC or going to the dentist, we always shop in Lebanon. Also, whenever we return from traveling on I-91, we always shop the Coop. We love it! We're just sorry that we don't live closer to the store.
- Wish prices could be a little lower.
- Wish you had one in New London.
- Would like to see prepared foods made from member recipes offered.
- Would use the prepared foods section if it were more Whole Food Plant Based No Oil friendly. It seems that it's been moving away from even just vegan friendly. Many days there are no vegan salads or soups. Everything is covered in meat and or cheese. You ven can get extra meat and extra cheese for your meat and cheese. Could we have some extra vegan, please??
- Yes, I love shopping at the Co-op but wish the prices were lower. I feel I do spend a decent amount of money there. Wine prices are too high compared to State Liquor store so I do not buy wine there. Beer is comparable. Goods like toilet paper and paper towels are high. Would like to see more local organic good like veggies and are reasonably priced.
- Yes, very disappointed in the changes the Co-op made in the store in downtown Hanover. I used to shop there and they turned it into a take out food store. Poor selection exists there now. Too bad.
- Yes. I work with a colleague in the UK, in London. Every year I go over for one to three weeks and stay in South Kensington. I pick up a coffee every morning at Cafe Nero. By the third day the people there recognize me, greet me warmly, and know what I want. I realize that this is a one-item transaction, however, I have been going to the Coop probably on average 2 -3 times a week for the last 29 years. I have never had anyone greet me warmly, and rarely had anyone give the impression of recognizing me. That is just, plain, sad. I now find it somewhat depressing to shop at the Coop.
- Yes. It would be a serious mistake to change your relationship to the UVFC - by carrying bulk in WRJ for instance, or doing something else to attempt to take UVFC market share. I would quit shopping at all of your locations instantly if you did that. Just saying, since I know you have a new manager.
- You have my current email. I'd prefer my answers remain anonymous and not attached to my email address.
- You have my email address

- You're a valuable institution in the Upper Valley. You provide quality. But if a lower-cost, high-quality chain like Trader Joe's undercut your price structure by putting a small store in West Lebanon (or by offering a local delivery service), you'd be in big trouble.

Appendix C

INT Thank you for taking the time to complete this survey. As a member of the Hanover Consumer Cooperative Society, you are an owner, and your satisfaction as an owner and a customer of the Co-op is important to the Board and Management Team. We will use the feedback you provide to assess our performance and meet your needs and expectations.

Q1 How often do you shop at a Co-op food store location?
- ❍ Never (1)
- ❍ Less than Once a Month (2)
- ❍ Once a Month (3)
- ❍ 2-3 Times a Month (4)
- ❍ Once a Week (5)
- ❍ 2-4 Times a Week (6)
- ❍ 5-7 Times a Week (7)

Q2 At which Co-op location does your household shop most often?
- ❍ Hanover, Park Street (1)
- ❍ Hanover Community Mkt., Lyme Road (2)
- ❍ Lebanon, Centerra (3)
- ❍ White River Jct., Maple Street (4)

Q3 What percentage of your weekly grocery shopping do you do at the Co-op?
______ Percentage of Weekly Shopping at Co-op (1)

Q4 Where else does your household shop for groceries at least once per month? (please check all that apply)
- ❑ BJ's (1)
- ❑ Farmers' Markets (9)
- ❑ Hannaford's (2)
- ❑ Market Basket (3)
- ❑ Online Shopping (10)
- ❑ Price Chopper (4)
- ❑ Shaw's (5)
- ❑ Upper Valley Food Co-op (6)
- ❑ Walmart (7)
- ❑ Other (8) ____________________

Q5 How important are these factors when you decide to buy groceries at the Co-op?

	Not at all Important (1)	Not Very Important (2)	Somewhat Important (3)	Very Important (4)
Product Selection / Variety (1)	❍	❍	❍	❍
Price (2)	❍	❍	❍	❍
Store Location / Convenience (3)	❍	❍	❍	❍
Member-Owned (4)	❍	❍	❍	❍
Customer Service (5)	❍	❍	❍	❍
Local Products (6)	❍	❍	❍	❍
Social Responsibility (7)	❍	❍	❍	❍
Sustainability (8)	❍	❍	❍	❍
Good Employer (9)	❍	❍	❍	❍

Q6 Please indicate your level of agreement with the following statements.

	Strongly Disagree (1) (1)	(2) (2)	(3) (3)	(4) (4)	Strongly Agree (5) (5)	Not Applicable (6)
The Co-op is a socially responsible business (1)	❍	❍	❍	❍	❍	❍
The Co-op is a resource for information on important food issues (2)	❍	❍	❍	❍	❍	❍

Q7 Overall, how satisfied are you as a member of the Co-op?

- ❍ Very Dissatisfied (1)
- ❍ Dissatisfied (2)
- ❍ Neutral (3)
- ❍ Satisfied (4)
- ❍ Very Satisfied (5)

Q8 How satisfied are you with each of the following Co-op departments?

	Very Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Very Satisfied (5)	Do Not Use/NA (6)
Bakery (1)	❍	❍	❍	❍	❍	❍
Bulk/Bins (2)	❍	❍	❍	❍	❍	❍
Cheese/Dairy (3)	❍	❍	❍	❍	❍	❍
Deli (4)	❍	❍	❍	❍	❍	❍
Floral (5)	❍	❍	❍	❍	❍	❍
Front End (6)	❍	❍	❍	❍	❍	❍
Grocery (7)	❍	❍	❍	❍	❍	❍
Meat (8)	❍	❍	❍	❍	❍	❍
Produce (9)	❍	❍	❍	❍	❍	❍
Prepared Foods (10)	❍	❍	❍	❍	❍	❍
Seafood (11)	❍	❍	❍	❍	❍	❍
Wine (12)	❍	❍	❍	❍	❍	❍

Q9 Considering your overall experience with the Co-op, how likely would you be to recommend the Co-op to family members, friends, or colleagues? (0 is not at all likely, 10 is extremely likely)

- ❍ Not at All Likely(0) (0)
- ❍ (1) (1)
- ❍ (2) (2)
- ❍ (3) (4)
- ❍ (4) (4)
- ❍ (5) (5)
- ❍ (6) (7)
- ❍ (7) (7)
- ❍ (8) (8)
- ❍ (9) (9)
- ❍ Extremely Likely(10) (10)

Display This Question:
If Considering your overall experience with the Co-op, how likely would you be to recommend the Co-op to family members, friends, or colleagues? 0-8 Is Selected

Q10 What can we do in the future to earn a score of 9 or 10?

Q11 How does the Co-op compare to other grocery stores in terms of providing good value for the money?
- Much Worse (1)
- Worse (2)
- About the Same (3)
- Better (4)
- Much Better (5)

Q12 How much are you willing to pay more for products from the Co-op than you would from other stores?
- 0% (1)
- 1-5% (2)
- 6-10% (3)
- 11-20% (4)
- More than 20% (5)
- Don't Know/Not Sure (6)

Q13 When making decisions about where to shop, how important of a consideration is whether a business is locally owned?
- Not At All Important (1)
- Not Very Important (2)
- Somewhat Important (3)
- Very Important (4)
- Don't Know/Not Sure (5)

Q14 Please indicate how likely you would be to use the following potential Co-op services?

	Very Likely (1)	Somewhat Likely (2)	Not Very Likely (3)	Not At All Likely (4)	Don't Know/Not Sure (5)
Place online orders to be picked up at the Co-op (1)	❍	❍	❍	❍	❍
Place online orders to be delivered to your home (2)	❍	❍	❍	❍	❍

Q15 If an online ordering service was available, would you prefer...
- ❍ Picking Up In Store (1)
- ❍ Home Delivery (2)
- ❍ No Preference (3)
- ❍ Would Not Use Service (4)

Q16 Did you vote in the Co-op Board election at least once in the last 3 years?
- ❍ Yes (1)
- ❍ No (2)

Display This Question:
If Have you voted for Board of Directors in the last 5 years? No Is Selected

Q16A Why not?

Q17 Which member benefits are important to you? (please check all that apply)
- ❑ Co-op ownership, including patronage refund in profitable years (1)
- ❑ Monthly 10% member discount (8)
- ❑ Participation in Co-op decision-making: run for the board, vote for board members and bylaws changes (2)
- ❑ Discounts at the register, on cooking classes, on home and auto insurance, and on home healthcare assistance (3)
- ❑ At checkout: In-store charge account and extended check cashing privileges (4)
- ❑ Gardening resources: annual Fedco seed order, community garden plot rental (5)
- ❑ Personal notification about purchased products when recalled (6)
- ❑ Other benefit (7) ____________________

Q18 Are you aware voting in Co-op election is one member, one vote?
- ❍ Yes (1)
- ❍ No (2)

Q19 Are you aware that some portion of member capital is permanent to the Co-op?
- ❍ Yes (1)
- ❍ No (2)

Q20 Would you be interested in contributing permanent capital to the Co-op (B-shares, Capital Account) if that investment contributed to a better member experience by doing things like reducing costs, improving the in-store experience and funding technology investments that support E-Commerce?
- ❍ Yes (1)
- ❍ No (2)

Q21 Which forms of communication would you prefer from the Co-op Board? (please check all that apply)
- ❑ Email (1)
- ❑ Mail (2)
- ❑ Face-to-face contact (3)
- ❑ Interactive online interface (4)
- ❑ Other (please specify) (5) ____________________

Q22 What is your home zip code?

Q23 What is your work zip code?

Q24 What is your gender?
- ❍ Male (1)
- ❍ Female (2)
- ❍ Other (3) ____________________

Q25 What is your approximate annual household income?
- ❍ Less than $30,000 (1)
- ❍ $30,000 - $44,999 (2)
- ❍ $45,000 - $59,999 (3)
- ❍ $60,000 - $74,999 (4)
- ❍ $75,000 - $99,999 (5)
- ❍ $100,000 - $149,999 (6)
- ❍ $150,000 and over (7)

Q26 How old is the person who usually does most of the grocery shopping in your household?
- ❍ 18 - 24 (1)
- ❍ 25 - 34 (2)
- ❍ 35 - 44 (3)
- ❍ 45 - 54 (4)
- ❍ 55 - 64 (5)
- ❍ 65 or older (6)

Q27 How many children under the age of 18 live in your household?

- ❍ 0 (0)
- ❍ 1 (1)
- ❍ 2 (2)
- ❍ 3 (3)
- ❍ 4 (4)
- ❍ 5 (5)
- ❍ 6 (6)
- ❍ 7 (7)
- ❍ 8 (8)
- ❍ 9 (9)
- ❍ 10+ (10)

Q28 How long have you been a Co-op member? (in years)

Q29 Please provide your e-mail address so we can update our member records:

Q30 Do you have any other feedback about the Co-op that you'd like to share?

END Thank you very much for your participation. Please click "Next" to submit your responses.