

Joint Co-operative Development Project

Survey Results and Community Summary Cormorant

January 2005

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**Cedar Lake Community Futures
Development Corporation**

www.cedarlake-cfdc.ca
Box 569
The Pas, MB R9A 1K6
Tel: (204) 627-5450 Fax: (204) 627-5460
Email: cl_cfdc@mb.sympatico.ca

NEICOM Developments

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



**Parkland Community Futures
Development Corporation**

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

**Winnipeg River Brokenhead
Community Futures Development
Corporation**

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



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



**JOINT CO-OPERATIVE
DEVELOPMENT PROJECT**

**SURVEY RESULTS AND
COMMUNITY SUMMARY
CORMORANT**

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

For further information:
Armand Barbeau TAED
Community and Resource Development Consultant
Manitoba Aboriginal and Northern Affairs
(204) 622-2145
ABarbeau@gov.mb.ca

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Table of Contents

ACKNOWLEDGEMENTS.....	I
TABLE OF FIGURES.....	III
EXECUTIVE SUMMARY	IV
INTRODUCTION.....	1
COMMUNITY OF CORMORANT	2
DEMOGRAPHICS.....	3
ECONOMIC ACTIVITY.....	5
HEALTH, SOCIAL & RECREATIONAL SERVICES	5
CORMORANT AND A RETAIL-CONSUMER CO-OPERATIVE?.....	6
SURVEY METHODOLOGY	6
SURVEY LIMITATIONS.....	6
CHARACTERISTICS OF RESPONDENTS.....	7
RETAIL HABITS OF COMMUNITY MEMBERS.....	8
<i>Goods Purchased</i>	8
<i>Services Obtained</i>	9
<i>Travel & Associated Costs</i>	11
<i>Consumer Spending Habits</i>	12
VIEWS ON A COMMUNITY CO-OPERATIVE.....	12
SURVEY SUMMARY	13
SOCIAL AND ECONOMIC IMPACTS OF CO-OPERATIVE DEVELOPMENT	14
REFERENCES.....	15
APPENDIX A: SURVEY RESPONSE VALUES.....	16
APPENDIX B: SURVEY INSTRUMENT	17

Table of Figures

FIGURE 1 CORMORANT, MANITOBA	2
FIGURE 2: DEMOGRAPHIC CHANGE, 1985-2001 (STATISTICS CANADA, 2001)	3
FIGURE 3: AGE STRUCTURE, CENSUS DIVISION 21(STATISTICS CANADA, 2004)	4
FIGURE 4: AGE STRUCTURE, MANITOBA (STATISTICS CANADA, 2004).....	4
FIGURE 5: CORMORANT SCHOOL ENROLLMENT (MANITOBA COMMUNITY PROFILES, 2001) ...	6
FIGURE 6: HOUSEHOLD POPULATION BY AGE GROUPS, AS REPORTED BY RESPONDENTS	7
FIGURE 7: NUMBER OF MEMBERS IN HOUSEHOLD, AS REPORTED BY RESPONDENTS	7
FIGURE 8: MODE OF TRANSPORTATION, AVERAGE COST OF A ROUND TRIP & FREQUENCY ...	11
FIGURE 9: RANKED IMPORTANCE OF GOODS AND SERVICES	13

Executive Summary

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

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

Data for this study was collected through a questionnaire delivered in-person to Cormorant households. A total of 71 households participated in this survey, representing 67% of households in the community. The total population of the 71 households surveyed was 238. Based on this reported household membership, the survey includes 60% of the 2001 total population as reported by Statistics Canada. The survey was completed almost equally between males and females in the community, with 56% of respondents being female.

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

Goods Obtained	Primary Community	Percent of Respondents
Food	The Pas	93%
Household Products	The Pas	91%
Hardware/Maintenance	The Pas	95%
Automotive	The Pas	100%
Lawn & Garden	The Pas	88%
Personal/Health	The Pas	85%
Amusement/Entertainment	The Pas	92%
Fuel	The Pas	93%

Services Obtained	Specific Services	Primary Community	Percent of Respondents
Medical	Medical Doctor	The Pas	98%
	Dental	The Pas	98%
	Pharmacy	The Pas	98%
Personal Services	Barber, Dresser, Stylist	The Pas	93%
	Other	The Pas	100%
Education & Training	Life long Learning and Upgrading	Cranberry-Portage	22%
	Federal/Provincial Programs	The Pas	33%
Business	Accounting	The Pas	100%
	Legal	The Pas	100%
	Banking	The Pas	100%
	Postal Service	Cormorant	83%
	Insurance	The Pas	96%
Maintenance	Automotive	The Pas	98%
	Plumbing	The Pas	81%
	Electrician	The Pas	89%
Other	Tobacco	The Pas	77%

On regular shopping trips outside the community of Cormorant, the average households' spending was recorded as \$365.55 per trip. This value includes expenses related to travel (gas, accommodations) plus the cost of goods and services purchased. With the average number of trips outside the community being 4.3 trips per month, the average household spending per month would be approximately \$1,571.87.

Community residents overwhelming indicated (93%) that they are not satisfied with the selection of goods and services that are currently available in Cormorant. Ninety-eight percent of households reported they would support a new co-operative. Eighty-three percent (83%) of households surveyed also indicated that they would have a desire to purchase a share in the co-operative if it were to be built. The average reasonable price that households suggested for a membership in a future co-operative was \$105.32. Individual household suggestions ranged from \$5 - \$1000 for a membership.

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

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

Introduction

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

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

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

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

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

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

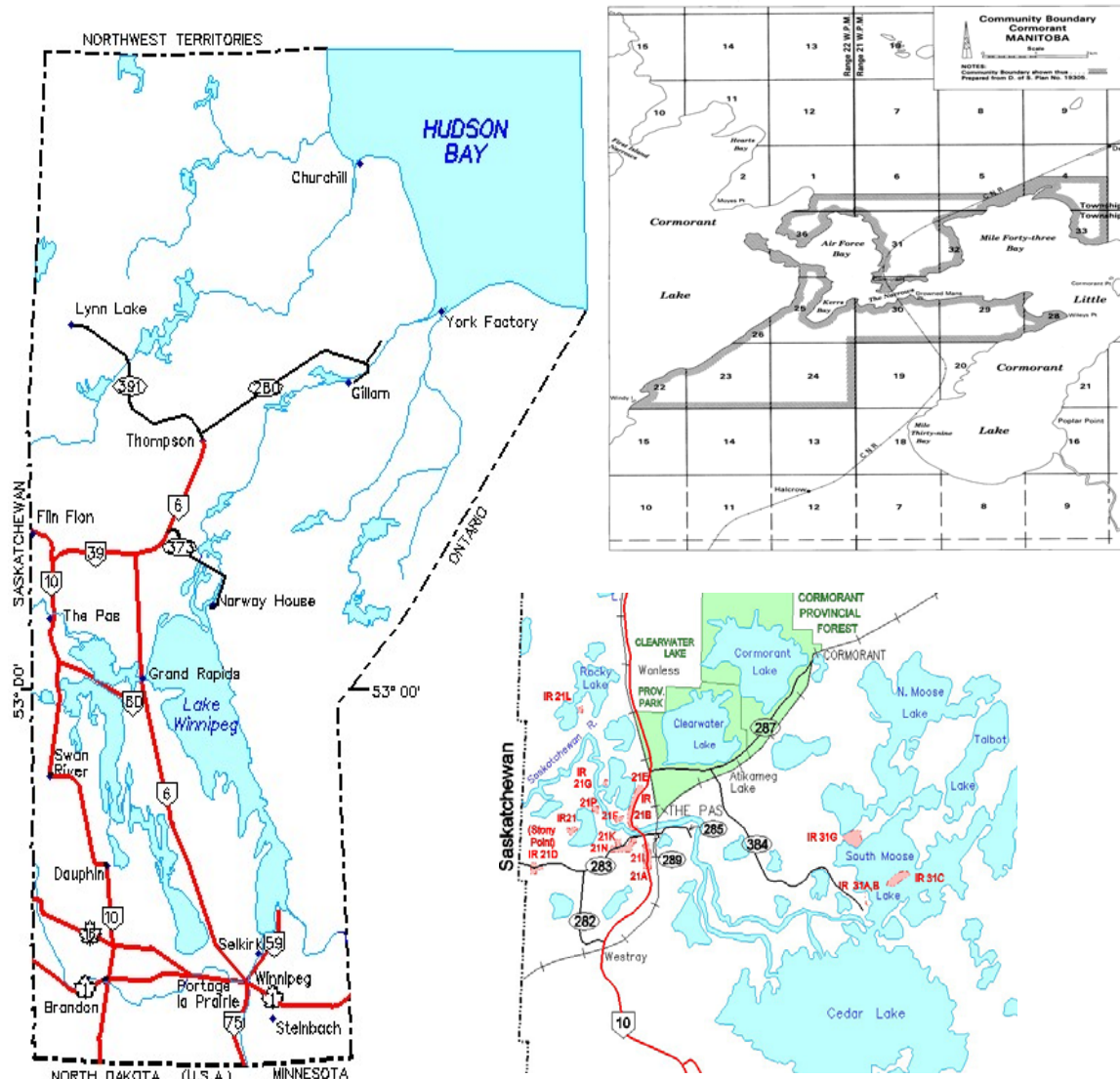
[†] Refers to all communities located in northern Manitoba that fall under the jurisdiction of Manitoba Aboriginal and Northern Affairs.

(communities traveled to, frequency and amounts purchased), desire and commitment towards a co-operative in the community and other family information such as household member ages.

Community of Cormorant

The community of Cormorant is 77 kilometers northeast of The Pas, and can be accessed by PTH 287 of which the last 39 kilometers are gravel topped. Cormorant is situated on the east shore of Cormorant Lake, in west-central Manitoba. The main section of the community is on a point along the north shore of “The Narrows” which connects Cormorant Lake with Little Cormorant Lake (Manitoba Community Profiles, 2001). The OmniTrax Bayline passes through the community and a single-lane timber bridge and causeway connect the balance of the community on the south shore of “The Narrows”(Manitoba Community Profiles, 2001).

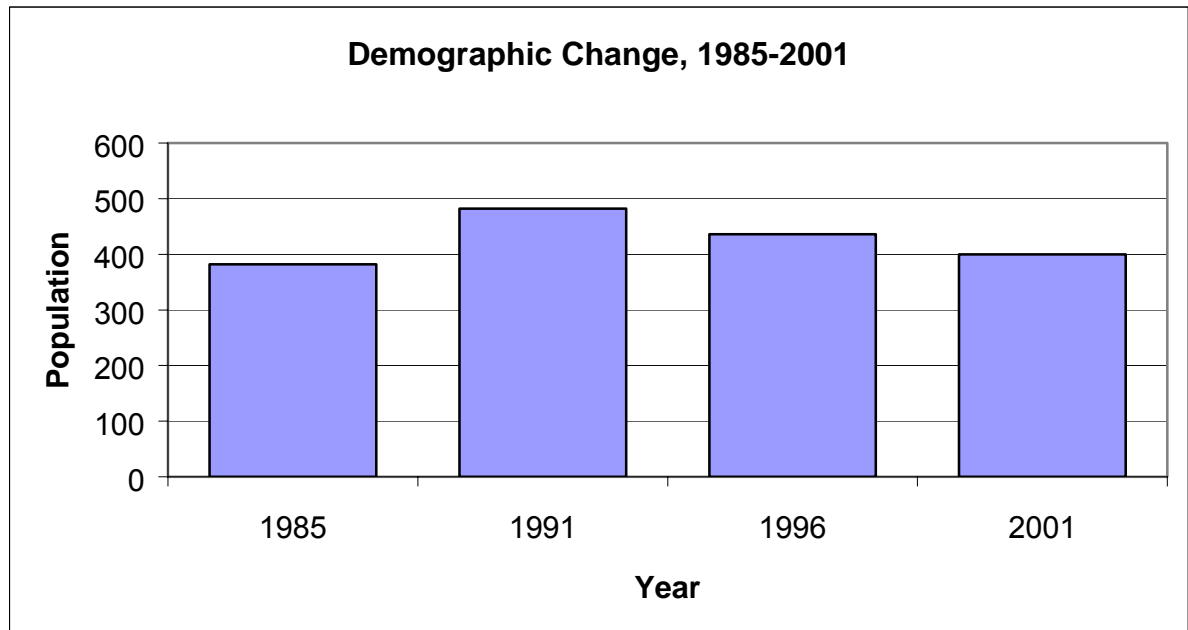
Figure 1 Cormorant, Manitoba



Demographics

In 2001, the population of Cormorant was recorded as 400 (Statistics Canada, 2001). Based on data from 1985-2001, Cormorant's population has increased by 4.5% (Statistics Canada, 2001) (see Figure 2). In census years since 1985 the sixteen-year population high for Cormorant was 482 in 1991 (Manitoba Community Profiles, 2001). As of 2001, it was recorded that there were 106 housing units in the community (Manitoba Community Profiles, 2001).

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



In 2001, Cormorant featured a population of 400 people, 145 of which held treaty status, 235 were Métis, and 20 were non-aboriginal (Statistics Canada: Aboriginal Population Profile, 2001). Cormorant's population increased from 1985-1991, it has declined since this time. In 1996 the population was 436 and in 2001 it was 400, representing a decline of -8.3% (Statistics Canada, 2001).

Classified as an "Unorganized Territory" by Statistics Canada, demographic information on the community itself is not available beyond general population. Cormorant is classified as being part of Census Division 21, which includes the surrounding areas with a total population of 1,952. Information from Census Division 21 can be utilized as a surrogate to look at the demographics in Cormorant.

Census Division 21, similar to the community of Cormorant, has been experiencing recent population declines. From 1996-2001 a population decrease of 4.4% was experienced. In the 2001 Census, the median age of residents of Census Division 21 was 40.8 years of age. This is 4 years older than the median age for the province of Manitoba (36.8 years of age - Statistics Canada, 2004). In general, the population of Census Division 21 is consistent with the province of Manitoba. Some 78% of residents in Census Division 21 were aged 15 and over while in Manitoba 79.1% are aged 15 and over (Statistics Canada, 2004). Figure 3 illustrates the age structure of both Census Division 21 and the province of Manitoba.

Figure 3: Age Structure, Census Division 21(Statistics Canada, 2004)

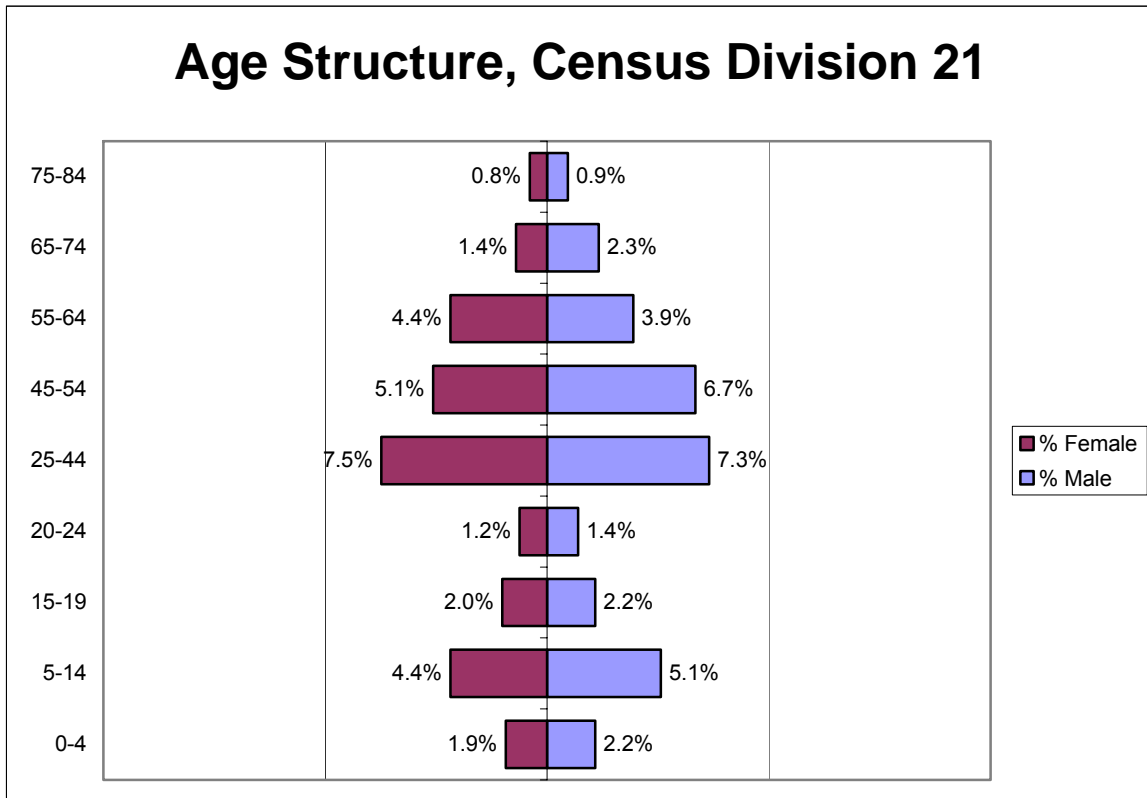
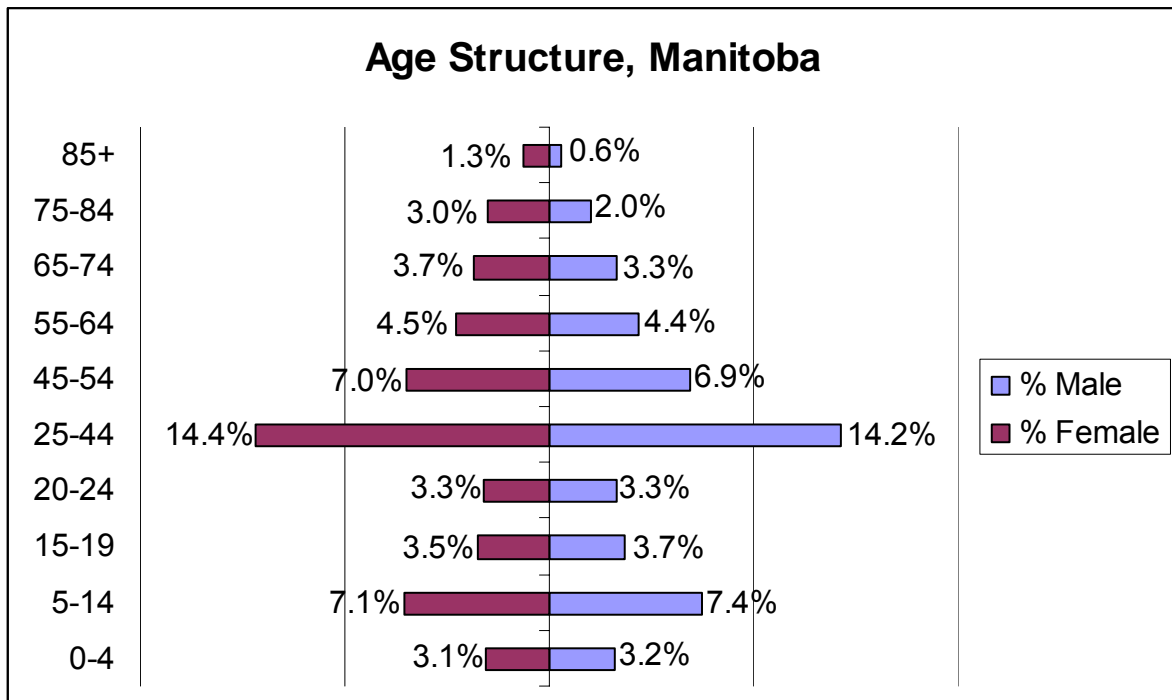


Figure 4: Age Structure, Manitoba (Statistics Canada, 2004)



Income for residents of Census Division 21 is much higher than that of the median income for Manitoba as a whole. In 2001 the median total income of persons 15 year of age and over was \$25, 736 in Census Division 21, while the median income for Manitoba was \$20,469.

Economic Activity

Economic activity of Cormorant largely consists of primary resource based activities such as commercial fishing, trapping, forestry & logging, and tourism. Over 10% of the overall Cormorant population works in resource-based industry and 7% of the population works in occupations unique to primary industry (Statistics Canada, Aboriginal Population Profile, 2001). Other major forms of employment in the community include health and education and service-orientated positions. Examples of the combination of primary resource based and service based economic activity include Cormorant fishers supplying The Pas fish station, local guide services and the Cormorant Lodge catering to sports fishers (Manitoba Community Profiles, 2001).

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

- Campbell's Store
- C&B Take-Out
- Cormorant Logging
- Myers Fishing
- Nagle's Video
- Turner's Logging

To the west of Cormorant, surrounding Cormorant Lake is the Cormorant Forest Reserve. The remaining forest areas surrounding Cormorant are part of Tolko Manitoba's logging area (Manitoba Community Profiles, 2001).

Health, Social & Recreational Services

Medical services in Cormorant are provided by a community health worker and registered nurse located in a nursing station alongside the administration office. Ambulance and hospital services, as well as RCMP response can be obtained from The Pas (Manitoba Community Profiles, 2001).

Through Frontier School Division Cormorant School provides education from nursery through to Grade 10, the school also provides General Equivalency Diploma (GED). The school is staffed with a principal, eight teachers and several support staff (Manitoba Community Profiles, 2001). In the September 2001, the Cormorant School had an enrollment of 161 students; by the 2004/2005 school year student enrollment had fallen to 138 students (Frontier School Division, 2004). Figure 5 provides enrollment figures for 2001.

**Figure 5: Cormorant School Enrollment
(Manitoba Community Profiles, 2001)**

Education Level	Enrollment, 2001
Nursery & Kindergarten	20
Grades 1-6	67
Grades 7-9	26
Grades 10	11
GED	16
Total	161

Cormorant is home to various recreational facilities. The community has an outdoor skating rink facility, a baseball diamond, arena, curling rink, beach volleyball court, and community hall.

Cormorant and a Retail-Consumer Co-operative?

Survey Methodology

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

Secondary data was collected from various other sources, including Statistics Canada, Manitoba Community Profiles, Manitoba Aboriginal and Northern Affairs, and the Frontier School Division.

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

Throughout this report, endnotes are placed immediately after certain percentages. These endnotes provide the total number of surveys that were completed for the question. Each question will consist of a different ‘n’ value since not all of the surveys returned had every question answered. All endnotes are located at the end of the report in Appendix A.

Survey Limitations

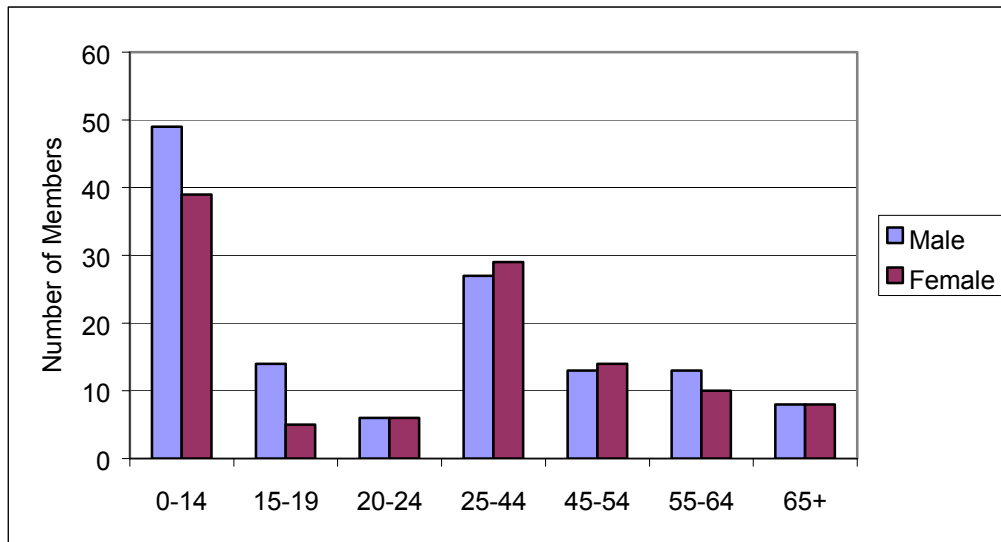
To retain the anonymity of respondents and their households, as stipulated to each participant prior to commencing the survey, results with less than 3 respondents are grouped together into one category, described as “other communities.” Other communities that were

mentioned throughout the survey less than three times on any one question include Cranberry Portage, Winnipeg, Swan River, and Brandon.

Characteristics of Respondents

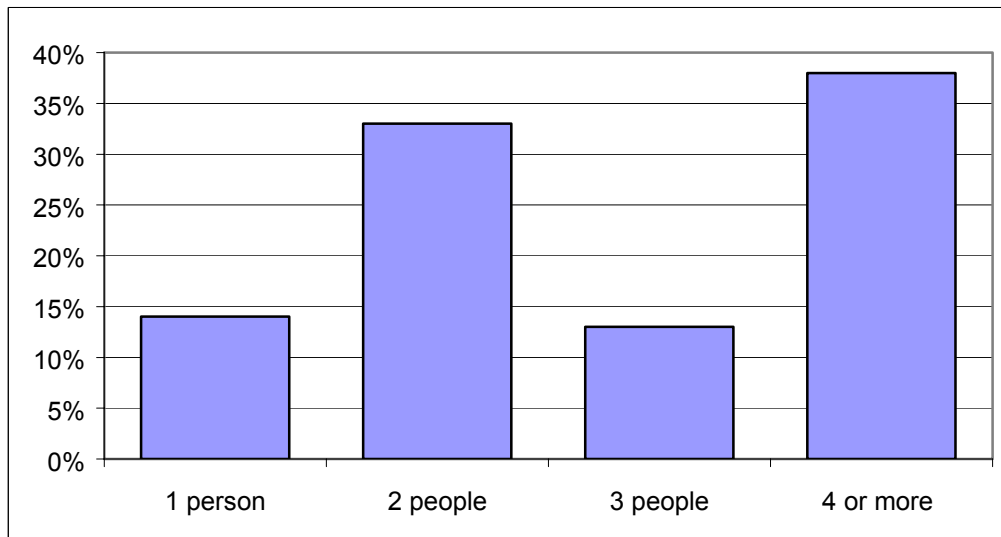
A total of 71 households participated in this study, representing 67%¹ of households in the community. The total population of the 71 households surveyed was 238. Based on the reported household membership of 238, the survey includes 60%² of the total population as reported by Statistics Canada. 56%³ of respondents were female.

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



Family sizes among the 71 participating households ranged from 1-12 members. Average family size was calculated as 3.4 people. Thirty-three percent⁴ of families consisted of two members, 14% of households consisted of only one member and 50% of households had more than 3 people.

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



Of households surveyed, 4%⁵ indicated that a member of their household owned a business.

With regards to cultural identity, 39%⁶ reported that a member of their household holds treaty status and 76% reported that a member of their household is Métis. Twenty-five percent of households indicated that their household contains members of both treaty status and Métis.

Retail Habits of Community Members

Ninety-Seven percent (97%) of residents overwhelming indicated that they are not satisfied with the selection of goods and services that are currently available in Cormorant. Thirty-two percent⁷ of respondents indicated that they are dissatisfied with the selection of goods and services, 36% are dissatisfied with the price of products currently in the community and 23% are dissatisfied with the quality of locally available product.

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

Goods Purchased

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

Food

Households indicated that they travel outside the community to purchase food items (produce, dairy products, fresh meats, frozen goods and dry goods) about 3.5 times per month⁸. Individual households reported that they travel anywhere from 1 to 10 times per month for food purchases. On a monthly basis, the average amount purchased per household was \$544.39⁹, with amounts ranging from \$50 - \$3,000.

Ninety-seven percent¹⁰ of households indicated that they travel to The Pas for food purchases. Eighty-seven percent¹¹ of households indicated that they would purchase food products locally if they were available at a co-operative.

Household Products

Households, on average, travel outside the community 2.1 times per month for household products, such as cleaning supplies, cleaning agents, appliances or furniture. Ninety-four percent¹² of households travel to The Pas to meet their household product needs.

Cormorant households spend an average of \$111.85 per month¹³ on household products. Individual household's monthly household products purchases range from \$20- \$500. When asked if they would purchase household products locally if they were available, 69%¹⁴ of households indicated they would shop locally.

Hardware/Maintenance

Hardware/Maintenance products, such as lumber, tools and fixtures, were desired locally by 60%¹⁵ of households. Currently, 98%¹⁶ of households travels to The Pas for their hardware/maintenance needs. The average monthly expenditure on hardware/maintenance products is \$265.59¹⁷, with individual household expenditures ranging from \$20 - \$2000. On a monthly basis, households travel 2.9¹⁸ times per month for hardware/maintenance needs.

Automotive

Those households that use automotive products all indicated a reliance on The Pas 100%¹⁹. On monthly trips, the average household expenditure for automotive products was \$172.18²⁰. Fifty-six percent²¹ of households indicated that they would purchase automotive supplies, such as oil, parts and repairs, locally if they were available. Currently households are making, on average, less than 2 trips per month²² for automotive products.

Lawn & Garden

Cormorant households on average spend \$81.66 per month²³ for lawn and garden products, such as machinery, tools, seeds and fertilizer/chemical. Ninety-two percent²⁴ of households travel to The Pas in order to meet their lawn and garden needs. Catalogue shopping Flin Flon both represent another 4%²⁵ as sources for these products.

The amounts represented from the survey did not distinguish between seasonal and year rounding lawn and garden purchasing habits. When asked if the household would purchase lawn and garden products locally if they were available, 56%²⁶ of households indicated they would shop locally.

Personal/Health

Households indicated that they travel outside the community to purchase personal/health products (clothing, prescriptions, toiletries and over the counter drugs) 2.4 times per month²⁷. On a monthly basis, the average amount purchased per household was \$197.50²⁸, with the dominant location for personal shopping being The Pas at 92%²⁹. Flin Flon made up another 7% in this category.

Sixty-nine percent³⁰ of households indicated that they would purchase personal/health products locally if they were available at a co-operative.

Amusement/Entertainment

For amusement/entertainment products, such as electronic devices, DVDs/Videos and games, 93%³¹ of households travels to the Pas to purchase. Households traveling for amusement/entertainment products spend, on average, \$85.00 per month³². Fifty-two percent³³ of households indicated that they would purchase these products locally if they were available.

Fuel

With regards to fuel products, 100%³⁴ of Cormorant residents buy some fuel in The Pas. Several households indicated that they purchase fuel from multiple sources, such as 3% purchasing fuel in The Pas *as well as* Cormorant, and another 3% purchasing fuel in The Pas *as well as* the local Airport³⁵. On average, households travel 6³⁶ times per month for fuel products. Travel for fuel ranges from 1 time per month to 30 times per month for some households.

Sixty-two percent³⁷ of households indicated that they would buy fuel products locally if they were available. The average household spends \$200.61 per month³⁸ on fuel, with a range of \$10.00 per month for some to \$1,500.00 per month for others.

Services Obtained

Respondents were asked to identify where they and members of their household access a variety of services, such as medical, personal and business services. In addition to where

services were being accessed, respondents reported the frequency of their trips (number of times per month).

Medical Services

With regards to visiting a medical doctor, 100%³⁹ indicated that when their household needs a doctor they travel to The Pas. Of these households, 4% received medical services in Cormorant as well as The Pas. The average frequency of visits to medical doctors was 1.2 times per month⁴⁰. The frequency of medical doctor visits per month ranged from 1 to 3 visits.

Community members indicated that they predominantly access dental services from The Pas (98%⁴¹). The frequency of household visits for dental services was typically reported as a 'when needed' service.

At 98%⁴² The Pas is also the primary destinations for pharmacy services. Households reported traveling for pharmacy services between one and 3 visits per month, with the average being 1.5⁴³ visits per month.

Personal, Education & Training Services

Households indicated by a 90%⁴⁴ response that they typically travel to The Pas for hair dresser, barber or hair styling services. The remaining 1% received these services at home in Cormorant. Households reported visiting a hairdresser, barber or stylist about once a month.

Other personal services, such as massage, were also calculated, and 100%⁴⁵ of respondents who receive these services does so in The Pas.

Eight households reported that at least one member of the household receive upgrading and life long learning courses or programs.

Business Services & Maintenance Services

Accounting services are used by 55 of the households surveyed. Of these 55 households, the entire 55 relied on accounting services in The Pas. The dominant position of The Pas as a source of accounting services was typical among business service clients in Cormorant. 100%⁴⁶ of households reported that they travel to The Pas for legal services and banking services. The Pas was the primary location for receiving this service at 96%⁴⁸ of all responses. Responses to the amount of trips to The Pas for business services were generally listed in a *when necessary* fashion, and many responses were ranged from among monthly visits to over several years.

An exception was for postal services, where 65 households reported that the majority of their postal needs are met within Cormorant. Eighty-three percent⁴⁹ of households receive postal service in Cormorant, and 15% in the Pas.

Ninety-eight percent⁵⁰ of households indicated that they receive automotive repairs in The Pas. For plumbing services, 16%⁵¹ of households reported that they receive their service from within the community of Cormorant. The remaining 31 households travel into The Pas for this service. Electrician services for 13%⁵² of households were located in Cormorant as well. Some households in the community indicated that they do their own electrical work. The Pas did absorb the remaining 87%⁵³ of electrician service.

Other Services

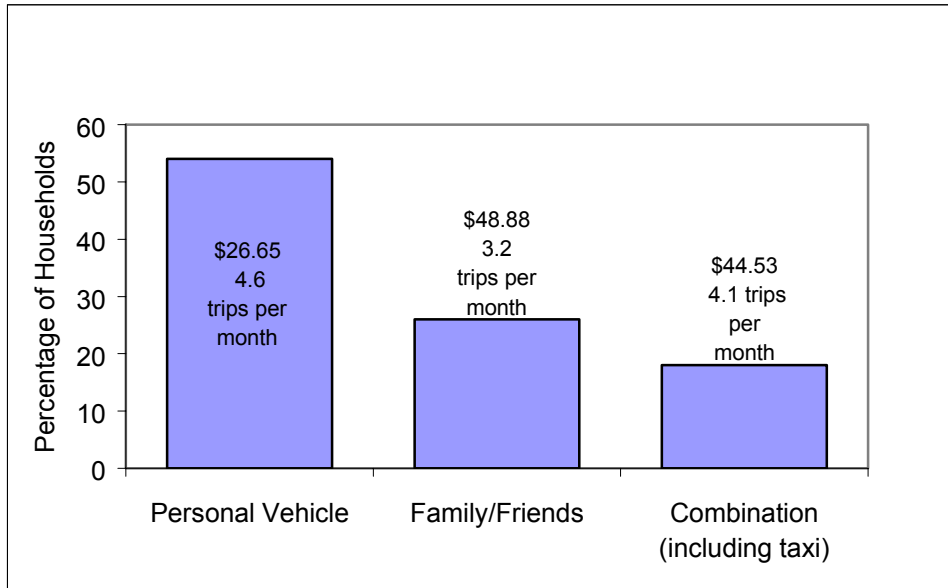
50 households reported buying tobacco products. Six percent⁵⁴ reported purchasing tobacco products at the Airport, 16% received tobacco products from Cormorant in conjunction with other locations, and the majority (78%) received products from The Pas. The average frequency for tobacco service was 2.6 visits per month⁵⁵.

To buy alcohol, 93%⁵⁶ of households reported traveling to The Pas. Seven percent mentioned the Airport and the average was 2.5 trips per month⁵⁷ to either location.

Travel & Associated Costs

When asked how households get to the communities to shop, 54%⁵⁸ indicated that they use their personal vehicle. 26 percent indicated that they use or rely on the vehicles of their family and/or friends. Another 18%⁵⁹ use a combination of taxi, personal vehicle, family and friends or bus.

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



The cost of a round-trip for households who reported using personal vehicles was \$26.65,⁶⁰ with a range of \$10.00-\$60.00. Households reported that they make between 2 and 20 trips per month, with the average frequency of trips per month being 4.6⁶¹.

For households using the vehicles of family and/or friends, the average cost of each round-trip was \$48.88⁶². Between 1 and 4 trips per month was indicated by these households, with the average frequency being 3.2 trips per month⁶³.

Beyond purchasing gasoline, respondents indicated they also incur expenses with traveling outside of the community. The average cost of these associated travel costs was \$40.00⁶⁴. Households required the following when traveling out of the community:

- 90%⁶⁵ of households indicated that they incur costs of meals for their families
- 15% are required to pay for a ride or transportation
- 7% pay for a babysitting service.

Consumer Spending Habits

On regular shopping trips outside the community of Cormorant, the average household spending was recorded as \$365.55⁶⁶ per trip (including expenses related to travel [gas, accommodations] plus the cost of goods and services purchased. Individual household spending amounts ranged from \$60 - \$1,500. With the average number of trips outside the community being 4.3 trips per month⁶⁷ (located under Travel & Associated Costs, regardless of type of transportation), the average household spending per month would be approximately \$1571.87.

When purchasing goods and services, households were asked about what influences their selection. Eighty-six percent⁶⁸ of households indicated that sale prices influence their selection. With regards to name brand products, 72%⁶⁹ reported that the name brand of the product influences their product selection.

Views on a Community Co-operative

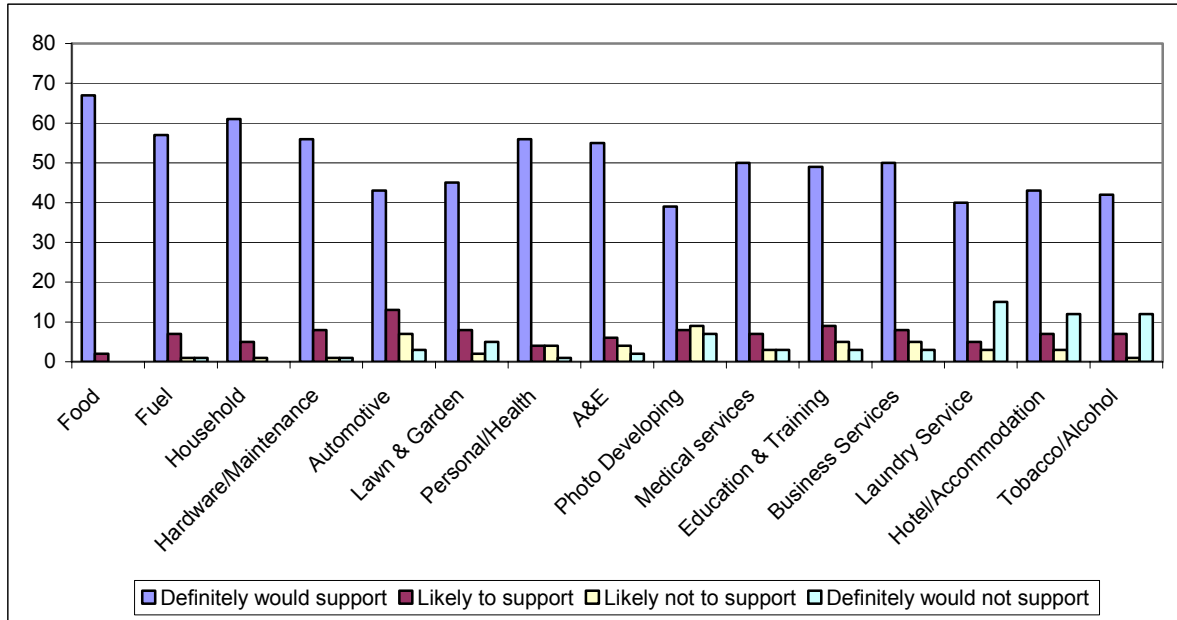
When asked, “Would you support a retail co-operative if it were to be established in your community”, 93%⁷⁰ of households reported they would support it. Eighty-five percent of households that answered the question, also indicated that they would have a desire to purchase a share in the co-operative if it were to be built⁷¹. The average price that households suggested for a membership in a future co-operative was \$105.32⁷². Individual household suggestions ranged from \$5 - \$1,000 for a membership.

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

- | | |
|---|---|
| 1. Food products
(65 households) | 9. Medical Services
(50 households) |
| 2. Household products
(61 households) | 10. Education and Training Services
(48 households) |
| 3. Fuel
(58 households) | 11. Other Services such as Tobacco
and Alcohol (43 households) |
| 4. Personal/Health
(57 households) | 12. Hotel/Accommodation Services
(43 households) |
| 5. Hardware and Maintenance
(56 households) | 13. Automotive
(41 households) |
| 6. Amusement and Entertainment
(55 households) | 14. Laundry Services
(40 households) |
| 7. Lawn and Garden
(51 households) | 15. Photo Developing Service
(40 households) |
| 8. Business Services
(51 households) | |

Of the fifteen goods and services households were asked to rank, only laundry, hotel services, and other services such as alcohol and tobacco received greater than 10 households that indicated they “definitely would not support”. Fifteen households indicated laundry services; “other services” were indicated by 13, and 11 households indicated hotel/accommodations services. Figure 9 provides a breakdown of household rankings for all fifteen goods and services.

Figure 9: Ranked Importance of Goods and Services



The success of all co-operatives is reflective of their membership (Ketilson et al., 1992). Of the households that participated in the survey, 25 indicated that they would have a desire to serve on the board of directors or volunteer with a retail co-operative if it were to be built in the community.

With regards to employment opportunities, 37 households indicated that someone in their household would have a desire to become employed by the co-operative. Forty percent⁷³ of households reported that a member of their household has worked at a retail store before, while 18%⁷⁴ of households reported that a member of their household has worked at a co-operative before.

Survey Summary

Households in the community of Cormorant reported that they frequently travel outside the community for their required needs. It is clear from this survey that Cormorant relies very heavily on the nearest major center, The Pas. Due to limited access to goods and services available in the community, households indicated that they experience expenditures in addition to those directly related to prices. Traveling costs such as fuel, time, meals and accommodation services place extra expenditures on a household’s budget. On regular shopping trips outside the community of Cormorant, the average household is spending \$365.55⁷⁵ per trip. With the average number of trips outside the community being 4.3 trips per month⁷⁶ the average household spending per month would be approximately \$1571.87.

At 93%⁷⁷, almost all community households were in agreement as to whether they would support a local consumer-retail co-operative. Eighty-five percent⁷⁸ of households indicated they would buy a membership in the co-operative⁷⁹. The average reasonable price that households suggested for a membership in a future co-operative was \$105.32⁸⁰. Community households indicated that the three most important services for the co-operative to provide were food products, household products, and fuel.

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

If a co-operative were to be built in the community, approximately $\frac{1}{3}$ of households indicated they would be interested in volunteering or serving as a board of director. Over half of the households also reported that a member of their household would be interested in employment at the co-operative. With 93%⁸¹ of households indicating that they would support a co-operative and 97%⁸² of households being not satisfied with the selection of local goods and services, it appears there is support for a co-operative.

Social and Economic Impacts of Co-operative Development

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

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

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

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

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Appendix A: Survey Response Values

Endnote	Responses
1	n= 71
2	n=70 [∇]
3	n=67
4	n=70
5	n=67
6	n=71
7	n=69
8	n=67
9	n=69
10	n=70
11	n=71
12	n=66
13	n=35
14	n=71
15	n=71
16	n=61
17	n=22
18	n=13
19	n=49
20	n=16
21	n=71
22	n=14
23	n=24
24	n=50
25	n=50
26	n=71
27	n=23
28	n=40
29	n=68
30	n=71
31	n=47
32	n=25
33	n=71
34	n=56
35	n=56
36	n=37
37	n=71
38	n=49
39	n=69
40	n=8
41	n=63
42	n=66

Endnote	Responses
43	n=4
44	n=55
45	n=38
46	n=52
47	n=67
48	n=57
49	n=65
50	n=48
51	n=37
52	n=39
53	n=39
54	n=50
55	n=3
56	n=45
57	n=2
58	n=70
59	n=70
60	n=65
61	n=58
62	n=65
63	n=58
64	n=8
65	n=64
66	n=60
67	n=58
68	n=60
69	n=58
70	n=72
71	n=71
72	n=49
73	n=50
74	n=48
75	n=62
76	n=58
77	n=72
78	n=71
79	n=71
80	n=49
81	n=72
82	n=69

[∇] Statistics Canada data

Appendix B: Survey Instrument

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

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

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

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

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

1. Do you own a business?

(1) Yes

(2) No

If **YES**, what type of business? _____

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

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

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

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

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

3. Where do you receive the following services?

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

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

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

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

(1) Yes

(2) No

What are you unsatisfied with? _____

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

Sale prices

(1) Yes

(2) No

Brand names

(1) Yes

(2) No

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

\$ _____

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

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

(1) Cash checks _____

(2) Use ATM (Automated Transit Machines) _____

(3) Deposit/store/save money _____

10. Is a restaurant available in your community?

(1) Yes

(2) No

If YES,

How often do you visit the restaurant per month? _____

If NO,

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

(1) Yes

(2) No

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

Community Co-operative

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

(1) Yes

(2) No

If no, why? _____

(3) Unsure

Reasons for being unsure _____

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

1 meaning definitely would support

2 meaning likely to support

3 meaning likely not to support

4 meaning definitely would not support

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

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

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

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

Personal Information

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

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

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

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

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

20. In 2003, what was your family income?

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

21. Are any members of your household hold:

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

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

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

Business Survey Questions

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

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

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

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

24. Where do you receive the following services?

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

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

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

- Sale prices (1) Yes (2) No
Brand names (1) Yes (2) No

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

\$ _____