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### Response Summary

**WOW, YOU HAVE A POPULAR SURVEY!** Your survey has received 105 responses! As a basic account holder, you can view the first 100 responses. With a professional account, you'll be able to see all of your responses.

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PAGE: MEMBER AND NON-MEMBER INFORMATION GATHERING

1. Are you a member of the Mohawk Harvest Co-op?

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	Response Percent	Response Count
Yes	97.0%	97
No	3.0%	3
answered question		100
skipped question		0

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PAGE: MEMBER AND NON-MEMBER INFORMATION GATHERING 2

2. Which of the following reasons explain why you are not a member (please mark all that apply)?

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	Response Percent	Response Count
I would like to be a member but can't afford it.	0.0%	0
I choose not to be a member because I am not in Gloversville often and would not be a regular customer.	66.7%	2
I choose not to be a member because I am not in agreement with the Mohawk Harvest Co-op's mission and philosophy.	0.0%	0

I simply don't know enough about the benefits of membership and the Mohawk Harvest Co-op's mission and philosophy.	0.0%	0
I plan on joining as soon as I can afford it.	0.0%	0
I have no interest in being a member.	33.3%	1
Other (please specify)	0.0%	0
answered question		3
skipped question		97

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PAGE: MEMBER AND NON-MEMBER INFORMATION GATHERING 3

3. Which statements describe your reasons for joining?

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	Response Percent	Response Count
I believe in building a viable local economy	87.4%	83
I am concerned about food safety and food quality	54.7%	52
I want to support local agriculture and preserve family farms	87.4%	83
I enjoy the fellowship and positive atmosphere at the Mohawk Harvest Co-op	60.0%	57
The availability of hard-to-find, high quality food items	61.1%	58
Lower prices on many items	15.8%	15
Special sales for members	14.7%	14
It is close to work or home	20.0%	19
Opportunity to learn more about food, sustainability, local agriculture, etc.	32.6%	31
Other (please specify) <a href="#">Show Responses</a>	12.6%	12
answered question		95
skipped question		5





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PAGE: MEMBER AND NON-MEMBER INFORMATION GATHERING 4

4. How often do you shop at the Mohawk Harvest Co-op?






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	Response Percent	Response Count
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more than once a week		10.1%	9
once a week		42.7%	38
less than once a week		41.6%	37
very seldom or hardly ever		5.6%	5
answered question			89
skipped question			11

5. Estimate what percentage of your weekly food and grocery budget is spent at the Mohawk Harvest Co-op.

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		Response Percent	Response Count
75% or more		3.4%	3
50% to 74%		9.0%	8
25% to 49%		18.0%	16
10% to 24%		36.0%	32
less than 10%		33.7%	30
answered question			89
skipped question			11

6. Which of these changes would cause you to do more of your shopping at the Mohawk Harvest Co-op? Please rank each item.

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	Very important	Somewhat important	Not important	Rating Average	Response Count
A larger Mohawk Harvest Co-op store with a greater variety of items	46.9% (38)	37.0% (30)	16.0% (13)	1.69	81
A deli/café with prepared foods and seating	21.5% (17)	39.2% (31)	39.2% (31)	2.18	79
More convenient location	15.7% (11)	17.1% (12)	67.1% (47)	2.51	70
More parking	9.0% (6)	26.9% (18)	64.2% (43)	2.55	67
Better service/ faster check-out	9.6% (7)	24.7% (18)	65.8% (48)	2.56	73
A cleaner store	19.2% (14)	47.9% (35)	32.9% (24)	2.14	73
Lower prices	39.0% (30)	44.2% (34)	16.9% (13)	1.78	77
Better quality produce	34.2% (26)	43.4% (33)	22.4% (17)	1.88	76
Greater opportunity to make large bulk or by-the-case Purchases at low prices	20.3% (15)	47.3% (35)	32.4% (24)	2.12	74

Other (please specify) <a href="#">Show Responses</a>	14
answered question	85
skipped question	15

7. If you obtain most of your weekly needs from a source other than the Mohawk Harvest Co-op, indicate the reasons for that decision (check all that apply). [Create Chart](#) [Download](#)

	Response Percent	Response Count
I already buy everything I can at the co-op	4.5%	4
The convenience of shopping in a store that sells nearly everything.	19.1%	17
Price considerations	36.0%	32
Another store is closer to work or home	14.6%	13
Selection; most of the things I buy are not available at the Mohawk Harvest Co-op	25.8%	23
Other (please specify) <a href="#">Show Responses</a>		17
answered question		89
skipped question		11

8. As a Mohawk Harvest Co-op customer, please rate the following factors as they relate to you [Create Chart](#) [Download](#)

	Not important	Slightly important	Important	Very important	Rating Average	Response Count
Benefit to the Community: keeping dollars local, supporting local family farms and local businesses, and revitalizing downtown.	0.0% (0)	0.0% (0)	19.7% (12)	80.3% (49)	3.80	61
Benefit to the Environment: supporting organic and sustainable farming and reducing carbon emissions by reducing long distance transport of commodities.	1.8% (1)	0.0% (0)	32.1% (18)	66.1% (37)	3.63	56
Fellowship: being part of a thriving, positive community.	3.5% (2)	36.8% (21)	24.6% (14)	35.1% (20)	2.91	57
Education: attending events and learning more about food and food safety, the environment, sustainability and community.	19.0% (12)	39.7% (25)	31.7% (20)	9.5% (6)	2.32	63
Mohawk Harvest Co-op's location in downtown	27.3% (18)	16.7% (11)	21.2% (14)	34.8%	2.64	66

Gloversville.	(23)
Other (please specify)	14
<a href="#">Show Responses</a>	
answered question	89
skipped question	11

9. I regularly buy the following items at the Mohawk Harvest Co-op (check all that apply). [Create Chart](#) [Download](#)

	Response Percent	Response Count
Fresh produce	75.3%	67
Frozen fruits and vegetables	10.1%	9
Spices	57.3%	51
Teas	28.1%	25
Coffee	30.3%	27
Dried fruit	60.7%	54
Nuts	59.6%	53
Grains	57.3%	51
Dried beans	28.1%	25
Flour	30.3%	27
Wheat free or gluten free items	7.9%	7
Milk, yogurt, cheese, kefir or other dairy products	46.1%	41
Meats	14.6%	13
Meat substitutes such as vegi-burgers, vegan cold cuts and Sausages	10.1%	9
Eggs	29.2%	26
Chocolate	31.5%	28
Beverages	18.0%	16
Personal health care products	16.9%	15
Home cleaning products	14.6%	13
Pet food	0.0%	0
Cereal	21.3%	19
Snacks and candy	41.6%	37
answered question		89
skipped question		11

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PAGE: SHOPPER INFORMATION

10. Please enter your zip code (we will use this information to determine where most of our shoppers live). [Download](#)

	Response Percent	Response Count
Zip code: <a href="#">Show Responses</a>	100.0%	86
	answered question	86
	skipped question	14

11. How did you hear about the Mohawk Harvest Co-op? Please put multiple answers in the "other" line. [Create Chart](#) [Download](#)

	Response Percent	Response Count
Word of mouth	70.9%	61
Newspaper ad	0.0%	0
Newspaper story	8.1%	7
WENT Radio	0.0%	0
WAMC Radio	1.2%	1
Please indicate multiple sources where you heard about us, if applicable <a href="#">Show Responses</a>	19.8%	17
	answered question	86
	skipped question	14