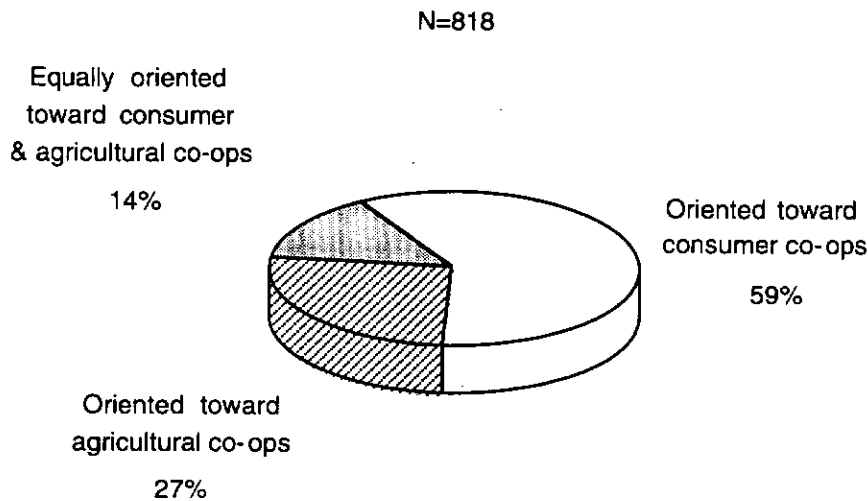


Table 4.15. Co-op Orientation Index for All Respondents

	Percent	Number of cases
Completely oriented toward consumer co-ops	20.6	225
Predominantly oriented toward consumer co-ops	23.7	259
Completely oriented toward agricultural co-ops	1.6	17
Predominantly oriented toward agricultural co-ops	18.4	201
Equally oriented toward consumer and agricultural co-ops	10.6	116
Incorrect knowledge (no orientation)	5.8	63
No knowledge (no orientation)	19.5	213
Total	100.0[†]	1,094

[†]Due to rounding, the total does not add to exactly 100 percent.

Figure 4.16. Categories of Co-op Orientation by Co-op Membership[†]



[†]The percentages used to construct this figure, as well as the number of respondents, are presented in Appendix Table 4.16.

Relationships Between Co-op Orientation, Membership, and Knowledge

Before examining the relationship between orientation and perceptions of co-ops in Chapter 5, it is important to understand the relationship between co-op orientation, membership, and knowledge, so that the effect of orientation on perceptions can be distinguished from the effect of the other variables.

A strong relationship was found between co-op membership and orientation. Respondents who were members of any co-op were much more likely to be consumer-oriented. Eighty-five percent of co-op members were oriented toward consumer co-ops, compared to 54% of other respondents. Co-

Table 4.17. Distribution of Co-op Orientation by Co-op Membership

	Members [†]		All others		All respondents with a co-op orientation		p
	%	N	%	N	%	N	
Oriented toward consumer co-ops	85.0	119	53.8	365	59.2	484	.0000
Oriented toward agricultural co-ops	7.1	10	30.7	208	26.7	218	
Equally oriented toward both types of co-ops	7.9	11	15.5	105	14.2	116	
Total	100.0	140	100.0	678	100.0^{††}	818	

[†]Includes all respondents correctly identifying themselves as previous or current members of any co-op.

^{††}Due to rounding, the total does not add to exactly 100 percent.

Table 4.18. Mean Knowledge Index Scores by Co-op Membership and Orientation

	Members [†]		All others		All respondents with a co-op orientation	
	Mean	N	Mean	N	Mean	N
All respondents with a co-op orientation	36.6	144	20.1	777	22.7	921
Oriented toward consumer co-ops	38.0	119	21.6	365	25.6	484
Oriented toward agricultural co-ops	40.4	10	21.9	208	22.7	218
Equally oriented toward both types of co-ops	28.6	11	19.8	105	20.6	116
p		.26		.56		.01

[†]Includes all respondents correctly identifying themselves as previous or current members of any co-op.

op members were less likely to have an agricultural orientation. The 15% of co-op members who were not consumer-oriented were equally divided between agricultural and equivalent orientations. Other respondents were two times more likely to have an agricultural than an equivalent orientation (Table 4.17).

This marked concentration of co-op members in the consumer-orientation category plays an important role in the relationship between orientation and knowledge. When the relationship between co-op orientation and knowledge was examined for all respondents, without controlling for co-op membership, a statistically significant relationship was found: respondents oriented toward consumer co-ops appear to have higher knowledge levels, and those equally oriented toward both types

of co-ops appear to have lower knowledge levels. However, when co-op membership is controlled for, removing the influence of higher levels of co-op knowledge among predominantly consumer-oriented co-op members, this relationship disappears (Table 4.18).

Relationships Between Co-op Orientation, Membership, and Demographic Characteristics

Co-op membership also influenced the relationship between demographic characteristics and co-op orientation. Demographic characteristics were less likely to affect the orientation of co-op members than other respondents. Among respondents who did not identify themselves as co-op members, county type was the characteristic most strongly related to co-op orientation. The more rural the county in which a respondent lives, the higher the proportion of agricultural co-op orientation. Those in rural counties were almost equally divided between consumer and agricultural orientations, whereas the proportion of consumer orientation in urban counties was more than twice that of agricultural orientation. (Table 4.19.)

Not surprisingly, non-members employed in agriculture and related industries were much more likely to be oriented toward agricultural co-ops. Those employed in service industries and professional and administrative services were more likely than others to be oriented toward consumer co-ops.

Among non-members, Asians were predominantly consumer oriented, and had the lowest percentage of respondents oriented toward agricultural co-ops. Blacks were also less likely to be oriented toward agricultural co-ops, but were more likely than any other group to be equally oriented toward both types of co-ops. Although a statistically significant relationship was found between ethnic background and orientation for co-op members, the small numbers of Asian, Black, and Latino co-op members limits the usefulness of this finding.

Gender, industry of employment, and ethnic background were found to be related to co-op orientation for respondents identifying themselves as co-op members. Among this group, women were more likely than men to be oriented toward consumer co-ops, and the percent of men with an agricultural orientation was higher than that for women.

For both co-op members and other respondents, orientation toward consumer co-ops increased with educational attainment. Co-op members with some college education were more likely than those at other educational levels to be oriented equally toward both types of co-ops.

DISCUSSION

Responses from three separate question areas were used to evaluate the extent of knowledge respondents held about cooperatives: recognition of co-op areas and specific businesses, identification of specific cooperatives and ability to describe a cooperative. Responses to these questions also revealed the types of cooperatives that were most or least recognized or identified in addition to the most and least common co-op descriptors.

Recognition of co-op areas seemed to be easiest for respondents. About half of respondents were able to recognize one or more co-op areas. The three most recognized areas included three types of consumer cooperatives: food, child care and housing. Interestingly, retail food stores were the most recognized area, despite the fact that they are relatively sparse in number. By February, 1995 there were fewer than 14 food cooperatives in California, down from 25 a decade earlier.² The Berkeley Co-op, which was the most frequently identified co-op, closed its doors in 1988. Worker cooperatives were the next recognized and agriculture cooperatives ranked fifth.

Recognition of specific co-op businesses appeared to be a little more challenging than recognizing product or service areas — about 45% of respondents were able to recognize specific co-op businesses. Credit unions were the most widely recognized specific co-op business followed by Blue Diamond

² Bandy, D. *The Economic Status of California Food Cooperatives*, p. 2. Center for Cooperatives, University of California: 1992.

Table 4.19. Co-op Orientation by Selected Demographic Characteristics†

	All respondents with co-op orientation					p
	Co-op orientation			Total	N	
	Consumer %	Agricultural %	Equal %	%		
All respondents with co-op orientation	59.2	26.7	14.2	100.0	818	
County Type						.00
Mostly rural	49.2	39.8	10.9	100.0	128	
Mixed urban/rural	56.6	32.2	11.2	100.0	152	
Mostly urban	62.3	21.9	15.8	100.0	538	
Industry of Employment						.01
Agriculture and related industries	40.0	55.0	5.0	100.0	20	
Construction and related industries	50.0	35.7	14.3	100.0	112	
Wholesale and retail trade	56.8	23.5	19.8	100.0	81	
Finance and related industries	50.0	33.3	16.7	100.0	96	
Service industries	65.1	27.0	7.9	100.0	63	
Professional and administrative services	64.2	22.3	13.5	100.0	229	
Educational Attainment						.00
Less than high school	43.5	35.5	21.0	100.0	62	
High school graduate	52.7	39.7	7.5	100.0	146	
Some college	57.1	25.3	17.6	100.0	273	
College or graduate degree	67.2	20.5	12.3	100.0	302	
Ethnic Background						.01
Asian and Pacific Islander	75.9	6.9	17.2	100.0	29	
Black	58.9	14.3	26.8	100.0	56	
Latino, English language	60.5	23.7	15.8	100.0	76	
Latino, Spanish language	45.2	40.5	14.3	100.0	42	
White	59.8	27.6	12.5	100.0	510	
Other	51.0	36.7	12.2	100.0	49	
Gender						.01
Female	61.8	23.0	15.2	100.0	474	
Male	54.0	33.3	12.6	100.0	309	

†Relationships between other demographic characteristics and co-op orientation are presented in Appendix Table 4.19a. These relationships are also shown controlling for co-op membership status in Appendix Table 4.19b. Due to rounding, totals may not add to 100 percent.

and Sunkist. It is interesting that even though most of the list included widely available household food brands and nationally advertised businesses—relatively few people knew that they are cooperatives. This fact remained consistent even among co-op members, who were the most likely to recognize organizations as cooperatives.

Fewer than one third of respondents were able to correctly identify specific cooperative organizations in an open-ended question. Of some concern is the fact that 11% of respondents identified non-cooperative organizations as cooperatives. Explanations for this fact can only include speculations. A common theme of the most frequently mis-identified organizations is that they have members. Despite the precise reason for mis-identification, the frequency of error suggests that there is a need for

greater education about co-ops.

Forty one percent of all respondents, and 77% of those immediately aware of co-ops, were able to describe one or more characteristics. Two aspects of cooperatives emerged as the most frequently identified characteristics: that they involve a group of people or businesses and that they are formed to achieve a direct or indirect economic gain. One of the least identified characteristics was that a cooperative involved ownership. Most respondents were only able to provide two aspects or specific descriptors of co-ops. Five percent of respondents provided an incorrect description. These results suggest that non-members and members need to be better informed about the characteristics of a cooperative.

By combining the responses to recognition and identification, a new category called familiarity was formed. Familiarity scores were used to assess which cooperative sector, or area, respondents were most familiar with. It is quite clear that respondents are much more familiar with consumer than agricultural types of cooperatives.

Familiarity scores were also used to determine respondents who appear to have a distinct co-op sector orientation. Orientation was determined by whether respondents tended to be more or less familiar with one type of cooperative. For example, a respondent who indicated they knew about agricultural cooperatives, recognized all three agricultural co-ops on the business list (but few of the others), and identified one or more agricultural co-ops on the open-ended question, would be considered oriented toward agricultural co-ops.

Where a person lives tends to influence their co-op orientation—those from rural areas in California were more likely to be oriented toward agricultural co-ops and those from urban areas were more likely to be oriented toward consumer co-ops. This relationship was most pronounced among non-co-op members. Demographic characteristics influenced the orientation of non-members much more than it did for members. The orientation is used most in the perception section to test whether orientation has an influence on perceptions.

For overall knowledge about cooperatives, membership was the highest indicator—co-op members were more likely to know more about co-ops than non-members. When co-op membership is held constant, education, income & age are important indicators. When orientation is added to the equation, membership, not orientation tends to be the primary predictor of knowledge.

Responses to this section indicate that co-op education is needed in an overarching way—at a very basic level, there is a need for general information about where one might find cooperative businesses and at a more in-depth level, members and others familiar with cooperatives need to be better informed about them, in a more technical way.

Chapter 5

PERCEPTIONS OF COOPERATIVES

Respondents' impressions and opinions of cooperatives were assessed using three types of questions. First, a series of contrasting terms was used to find out what kinds of concepts and images were most strongly associated with co-ops. Second, respondents were asked to evaluate the effect of cooperatives on various aspects of their community. Third, respondents ranked the importance of possible reasons for joining a co-op. This chapter addresses findings for each type of perception measure and discusses how each relates to cooperative membership, knowledge, and orientation.

SECTION A: CONTRASTING TERMS

The first measure of perceptions consisted of 15 pairs of contrasting terms (Figure 5.1). These terms were selected because they represent beliefs assumed to be associated with cooperatives and because they reflect viewpoints expressed in focus groups. Respondents were asked to choose the term which best described how they think about cooperatives. Although not offered as options, responses of "no distinction" (including "both" and "neither") and "don't know" were recorded.

Used as indicators of impressions and perceptions, these terms were not designed to be used as measures of knowledge. In some cases, however, one term in a pair is definitely the accurate response. For instance, cooperatives are definitely user-owned and controlled (as opposed to investor-owned), private, democratic, business organizations (as contrasted with public, socialistic or social organizations). Other paired terms contain one term that is *technically* correct. In California, cooperatives are technically non-profit because most of the cooperative incorporation codes are non-profit, even though members may use the cooperative for financial gain. For example, a farmer may use a marketing and bargaining co-op to get a better price for products.

The majority of contrasting terms have no right or wrong answer and reflect much more subjective impressions of cooperatives, such as whether co-ops are more expensive or less expensive, and whether they offer higher or lower quality products. Also, contrasting terms were ordered to avoid response bias. For example, terms with positive and negative traits were arranged with the negative characteristic sometimes first and sometimes second.¹

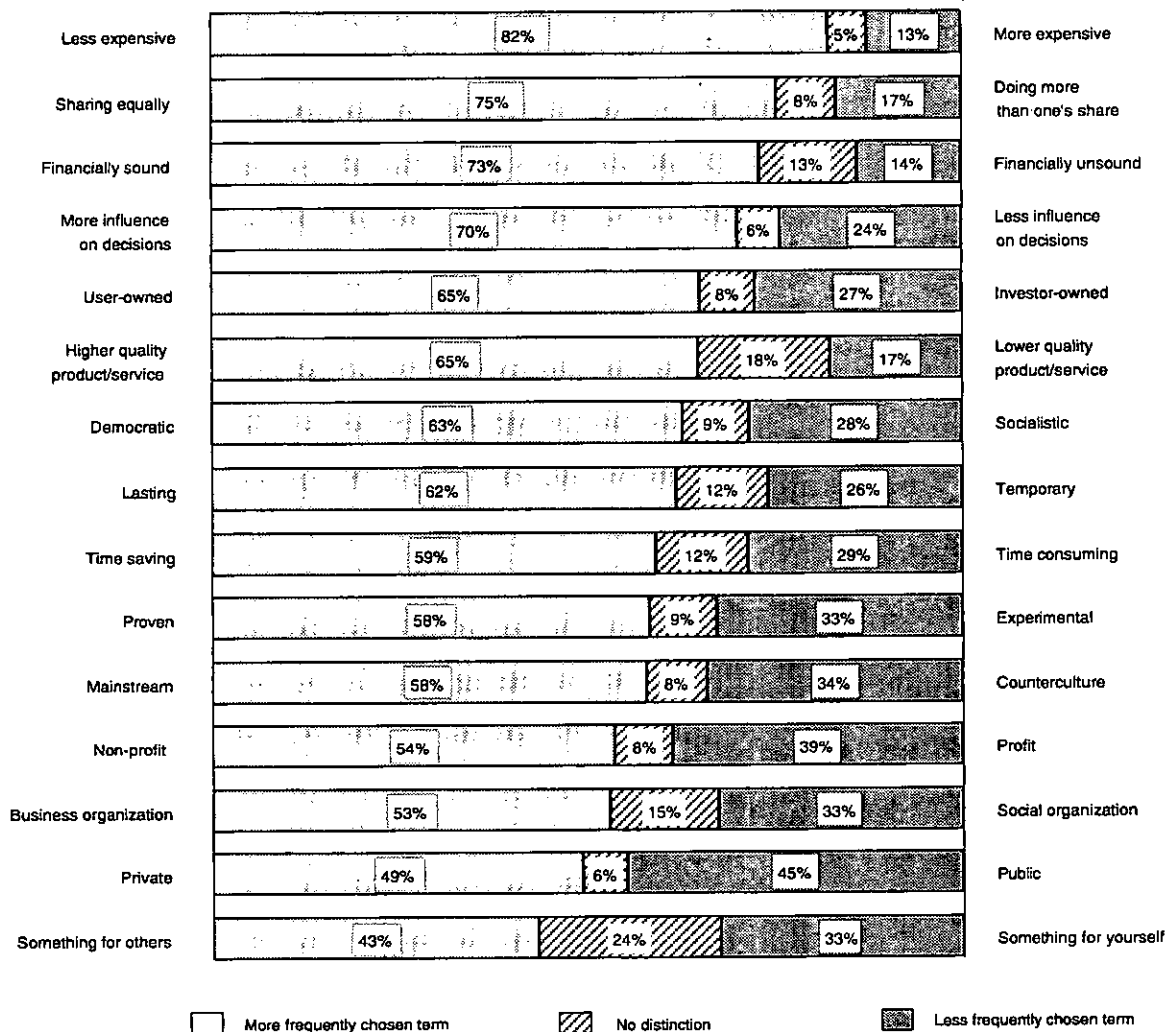
Responses to the contrasting terms indicated that respondents had overwhelmingly positive per-

¹The order in which terms were presented is shown in Appendix B: Interview Schedule.

ceptions of co-ops. The strongest perception emphasized the economic advantages of co-ops, with eight out of ten respondents indicating that co-ops are less expensive as opposed to more expensive. A majority of respondents stated that co-ops are financially sound, lasting and proven businesses that offer higher quality products and services. The operations of the co-ops were also perceived positively. Respondents indicated that they are user-owned, time saving, and allow more personal influence on decisions (Figure 5.1).

One prevalent belief about public perceptions of cooperatives has been that co-ops are viewed as symbols of the 1960's "hippie generation." Several contrasting terms indirectly test this belief, but two are especially relevant: whether cooperatives are democratic or socialistic, and whether they are mainstream or counterculture. While the image of co-ops as socialistic and counterculture were held by

Figure 5.1 Contrasting Terms*
Which term comes closest to describing what you think about cooperatives?



*Percentages do not include those who responded "don't know" to an item. The distribution including these responses, as well as the number of respondents in each category, are presented in Appendix Table 5.1a. Due to rounding, the totals for some terms add to 101 percent.

some, the clear majority of respondents identified co-ops as democratic and mainstream.

Although a clear majority response was prevalent among most contrasting terms, opinion on some subjects was noticeably less decisive. Respondents were divided over whether a co-op is something you do for others (43%), something you do for yourself (33%), or whether there is no distinction (24%). Perceptions were also divided over whether co-ops are private (49%) or public (45%).

Relationships Between Contrasting Terms, Co-op Membership, Knowledge and Orientation

Multivariate regression analysis was used to isolate the independent effects of co-op membership, knowledge and orientation on responses to each set of contrasting terms. The analysis revealed that all three factors — membership, knowledge and orientation — are related to perceptions of co-ops, as measured by the contrasting terms. Co-op knowledge was found to be the most influential factor; responses to 14 of the 15 pairs of terms were significantly related to how much respondents knew about co-ops (Figure 5.2).

For two of the four pairs of terms with a “correct” answer, respondents with more knowledge of cooperatives were more likely to choose the accurate term: they saw co-ops as both user-owned and private. Interestingly, respondents with more knowledge identified co-ops as neither democratic nor socialistic and neither business nor social organizations. This tendency for those with greater knowledge to see no distinction between the contrasting terms was repeated for six additional sets of terms (Figure 5.2).

Co-op members, those with more knowledge, and respondents who were oriented toward consumer co-ops, were more likely to perceive and correctly identify co-ops as non-profit. Respondents who were oriented more toward agricultural co-ops were unique. In addition to being more likely to view co-ops as for-profit, they were also more likely than other respondents to incorrectly state that co-ops are investor- rather than user-owned.

Figure 5.2 summarizes significant relationships found in the regression analysis. Although many of these relationships are evident in the bivariate distributions presented in Appendix Table 5.1, some of the relationships — most frequently those involving co-op orientation — are only revealed when the effects of the other factors are removed.

Demographic and Other Factors Influencing Contrasting Terms²

In order to examine the effects of demographic variables on the contrasting terms, an additional regression analysis was applied. Because of the strong relationships between co-op membership, knowledge, orientation, and demographic characteristics, a multivariate analysis approach was used to isolate the effect of each factor on perceptions. When demographic characteristics are controlled for, some of the previous associations with membership, knowledge and orientation changed or were no longer statistically significant. The results show that a broad range of characteristics were related to perceptions of co-ops as measured by the contrasting terms. Nevertheless, co-op knowledge continues to have the biggest influence on perceptions.

In the following discussion of the results of the multivariate analysis, contrasting terms are grouped into three categories: terms related to accuracy, terms related to economic aspects, and terms related to organizational image.

Terms Related to Accuracy of Information about Cooperatives

Knowledge levels had the strongest and most consistent influence on responses to these terms. For three out of five terms, the likelihood of choosing the more technically correct response increased with knowledge of cooperatives. Although they have been grouped together for conceptual purposes, it

²Statistical analyses used in this section are displayed in Appendix Table 5.2. Only variables statistically significant at the .05 level or above are described. Although many of the associations found are evident in the bivariate distributions presented in Table 5.1, many relationships are only revealed when the effect of the other factors is removed.

How Californians See Cooperatives

Figure 5.2. Summary of Terms Most Often Associated with Cooperatives[†]

	All respondents	Co-op members ^{**}	Respondents with more knowledge of co-ops	Respondents oriented toward agricultural co-ops
Less expensive	●		○	
No distinction				
More expensive				
Sharing equally	●			
No distinction			○	
Doing more than one's share				
Financially sound	●			
No distinction			○	
Financially unsound				
More personal influence on decisions	●			
No distinction				
Less personal influence on decisions				
User-owned	●		○	
No distinction				
Investor-owned				○
Higher quality product or service	●			○
No distinction			○	
Lower quality product or service				
Democratic	●			
No distinction			○	
Socialistic				
Lasting	●			○
No distinction			○	
Temporary				
Time saving	●			○
No distinction		○	○	
Time consuming				
Proven	●		○	○
No distinction				
Experimental				
Mainstream	●			○
No distinction			○	
Counterculture				
Non-profit	●	○	○	
No distinction				○
Profit				
Business organization	●			○
No distinction			○	
Social organization				
Private	●		○	
No distinction				
Public	●			
Something you do for others	●			
No distinction			○	
Something you do for yourself				

- Indicates the term all respondents were most likely to associate with cooperatives.
- ◐ Indicates that both terms were chosen with roughly equal frequency.
- Indicates terms related to co-op membership, knowledge, or orientation. The probability of associating these terms with co-ops was significantly higher for the group noted.

[†]This table summarizes the findings of a logistic regression analysis. Positive associations significant at the .05 level or above are included in this summary. Results for all relationships, including negative associations, are presented in Appendix Table 5.2.

^{**}Includes all respondents correctly identifying themselves as either previous or current members of any co-op.

should be noted that these terms reflect varying degrees of technical correctness and were designed to measure perceptions, rather than knowledge, of cooperatives.

- *User- vs. investor-owned.* Perceptions of co-op ownership were influenced by numerous characteristics. Respondents with higher levels of co-op knowledge were more likely to know that co-ops are user-owned, as were respondents with a college degree, those with incomes of \$40,000 or more, whites, and respondents interviewed in Spanish.
- *Private vs. public.* Respondents with greater knowledge of cooperatives were less likely to see co-ops as public.
- *Non-profit vs. profit.* Those oriented toward agricultural co-ops and respondents interviewed in Spanish were more likely to see co-ops as being for-profit organizations. As respondent knowledge increased, the likelihood of viewing cooperatives as for-profit organizations decreased. Those with a college degree were most likely to identify co-ops as non-profit.
- *Business vs. social.* Respondents with more knowledge felt that co-ops are neither business nor social organizations. Those oriented toward agricultural co-ops were more likely to see co-ops as business organizations. The younger the respondents, the more likely they were to think of co-ops as social.
- *Democratic vs. socialistic.* As respondent age increased, so did the likelihood of identifying co-ops as democratic.

Terms Related to the Economic Aspects of Cooperatives

Opinions of cooperatives addressing economic and consumer-related issues were influenced by knowledge, age, and ethnicity. The findings suggest that younger respondents and whites may have a more positive view of the economic advantages of cooperatives.

- *Less vs. more expensive.* Blacks were more likely to feel that co-ops are more expensive.
- *Higher vs. lower quality products and services.* Those in more rural areas and younger respondents were more likely to feel co-ops offer higher quality products and services.
- *More vs. less personal influence on decisions.* As knowledge of co-ops increased the likelihood of feeling that co-ops involve more personal influence on decisions increased. The likelihood of saying co-ops involve less personal influence on decisions increased with respondent age.
- *Sharing equally vs. doing more than one's share.* Asians and Blacks were more likely to say that co-ops involve doing more than one's share. As co-op knowledge and respondent age increased so did the likelihood of saying that co-ops involve neither doing more than one's share nor sharing equally.
- *Time saving vs. time consuming.* Co-op members and respondents interviewed in English were more likely to see co-ops as time saving.
- *Something you do for others vs. something you do for yourself.* Those with higher levels of co-op knowledge and respondents interviewed in Spanish were less likely to think co-ops are something you do for others. Latinos, however, were more likely to see co-ops as something you do for others.

Terms Related to the Organizational Image of Cooperatives

Respondents with higher levels of knowledge were more likely to say they saw no distinction between these terms. Those oriented toward agricultural co-ops tended to choose terms associated with established organizations. Although age and ethnicity also affected perceptions of co-op image, there was no clear pattern of influence.

- *Financially sound vs. unsound.* Respondents with higher levels of co-op knowledge were more

likely to say that co-ops are neither financially sound nor unsound. Asians and Latinos were more likely than other respondents to feel that co-ops are financially unsound.

- *Lasting vs. temporary.* As respondent age and knowledge increased, so did their likelihood of saying that co-ops are neither lasting nor temporary.
- *Proven vs. experimental.* Those oriented toward agricultural co-ops and respondents interviewed in Spanish were more likely to feel co-ops are proven organizations.
- *Mainstream vs. counterculture.* Respondents oriented toward agricultural co-ops, older respondents, and Asians, were more likely to see co-ops as mainstream organizations. Those with higher knowledge levels saw no distinction. Respondents with incomes of \$60,000 or more were more likely than other respondents to view co-ops as counterculture organizations.

SECTION B: PERCEIVED IMPACT OF COOPERATIVES ON COMMUNITY LIFE

Both open-ended and closed-ended questions were used to assess the perceived impact of cooperatives on community life. Open-ended questions were intentionally placed before the closed-ended questions on the same topic so that responses would not be influenced by the phrasing or response options in the closed-ended items.

Open-Ended Responses

Two open-ended questions invited respondents to express their opinions about the influence of cooperatives in their community. Respondents were asked "can you think of one or two ways that co-ops make your community a *worse* place to live?" and "can you think of one or two ways that co-ops make your community a *better* place to live?"

The open-ended format allowed respondents to identify the issues foremost in their minds. Six out of ten respondents identified one or more aspects of their community that they felt were influenced by co-ops. Comments were even more frequent among co-op members, with eight out of ten responding. Of respondents who identified ways that they thought co-ops made their community better or worse, 77% identified ways that co-ops made their community better, 20% could think of both positive and negative contributions, and only 3% exclusively identified ways that co-ops make their community worse. It should be noted that a distinct assertion pattern emerged on open-ended positive and negative responses. While positive statements were presented as fact, negative comments were often conditional or less certain, and frequently included the words *if*, *might*, or *could* (Figure 5.3).

Identification of the ways that co-ops make a community better or worse can be generally grouped into two categories: the influence of cooperatives on social life in the community, and the economic or pragmatic aspects of cooperatives (Table 5.4).

Social Issues. The most frequently identified positive social influence of cooperatives referred to their role in fostering or building a sense of community. This idea was captured in responses like:

- *(Co-ops involve) giving people a sense of belonging to the community*
- *(Co-ops) bring the community together, sharing joint problems, pooling joint resources*
- *Working together causes more conscious awareness in the community*

Other contributions of cooperatives to social life included a group of responses implying that the structure of co-ops provides a more equitable system or workplace:

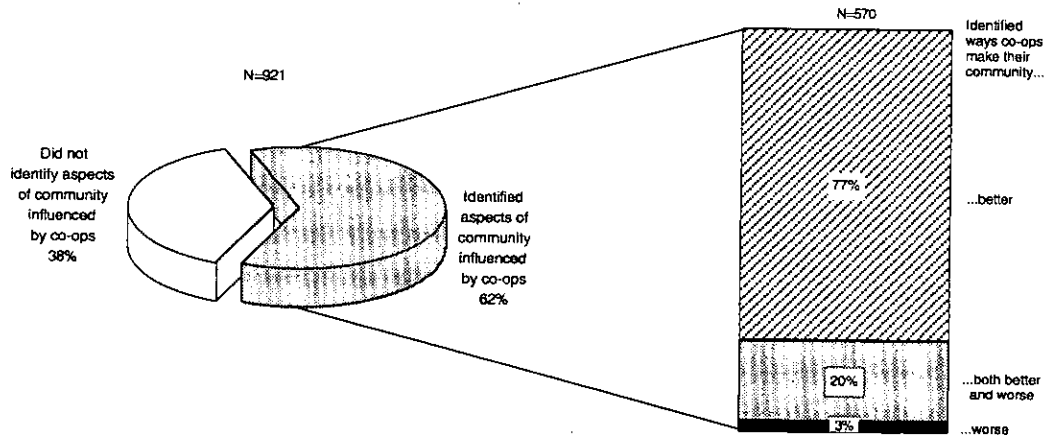
- *People can get what they need without being taken advantage of*
- *(The co-op is) less run on exploitation*
- *(The co-op) allows individuals the opportunity to participate equally*

Comments also referred to individual benefits, stating that co-ops provide an incentive for people to work or better themselves:

- *(Co-ops) give people an incentive for betterment*

Figure 5.3. Identification of Ways Co-ops Affect the Community¹

Open ended questions: Can you think of one or two ways that co-ops make your community a worse place to live? Can you think of one or two ways that co-ops make your community a better place to live?



¹The percentage used to construct this figure, as well as the number of respondents for each item, are presented in Appendix Table 5.3.

Table 5.4. Ways that Co-ops Make the Community a Better or Worse Place to Live

Open ended questions: Can you think of one or two ways that co-ops make your community a worse place to live?

Can you think of one or two ways that co-ops make your community a better place to live?

	Percent	Number of respondents
Ways that co-ops make the community a better place to live		
Foster or build a sense of community	39.5	225
Offer financial advantages	25.4	145
Increase consumer choice of goods and services	17.7	101
Creating more equitable system or workplace	14.4	82
Increase or offer employment opportunities	8.8	50
Provide high quality service or product	6.3	36
Local-based business	4.7	27
Work or personal betterment incentive	4.7	27
Other misc. positive effect	7.9	45
Ways that co-ops make the community a worse place to live		
Environmental impacts	3.7	21
Too exclusive	3.5	20
Member indiscretion or dishonesty	3.2	18
Attract undesirables	2.5	14
Hurt local economy	1.9	11
Poor business practices	1.6	9
Lower quality goods or services	1.6	9
Other misc. negative effect	4.6	2.6
Total	**	570

** The percentages do not sum to 100 because respondents were given the opportunity to provide more than one response.

- *(Co-ops) encourage people to be pro-active in ownership*
- *(Co-ops) help people help themselves*

When respondents identified negative influences of co-ops on social life in the community, they alluded to the exclusivity of co-ops, and referred to problems involving members, like member indiscretion or dishonesty and attracting undesirables to the community:

- *Culturally making "in" groups and "out" groups (exclusive)*
- *They attract large groups of self-righteous people (exclusive)*
- *If the wrong people had too much power in running them (member indiscretion)*
- *They might not act along cooperative business guidelines (member indiscretion)*
- *Might attract less desirable type of people for certain types of co-ops (attract undesirables)*

Economic Issues. Most statements about the positive economic or pragmatic contributions of cooperatives involved financial rewards. Statements like the following referred to the financial advantages of cooperatives:

- *By making things more affordable and accessible*
- *Co-ops provide a better quality of product at a cheaper price*
- *Co-ops eliminate the middle man to get cheaper goods or services*

Although 1.6% of respondents said that co-ops offer lower quality products and services, the majority mentioned positive advantages. References to the positive influences of co-ops on goods and services generally fell into two groups—increasing consumer choices and offering higher quality goods and services:

- *(Co-ops have) more to offer and a better selection (increased consumer choice)*
- *People get together to provide the community with a product that might not otherwise be offered (increased consumer choice)*
- *(Co-ops) provide better quality services than other commercial enterprises (quality)*

Respondents identified the creation of employment opportunities and the contributions of local-based businesses as assets related to co-ops. Statements like the following were made by respondents:

- *(Co-ops) provide employment for individuals or small business (employment opportunities)*
- *(Co-ops) provide jobs that help make the community a better place to live (employment opportunities)*
- *(Co-ops) keep more money in the local community (local business)*
- *Familiar with local clientele on a first name basis, it's not anonymous (local business)*

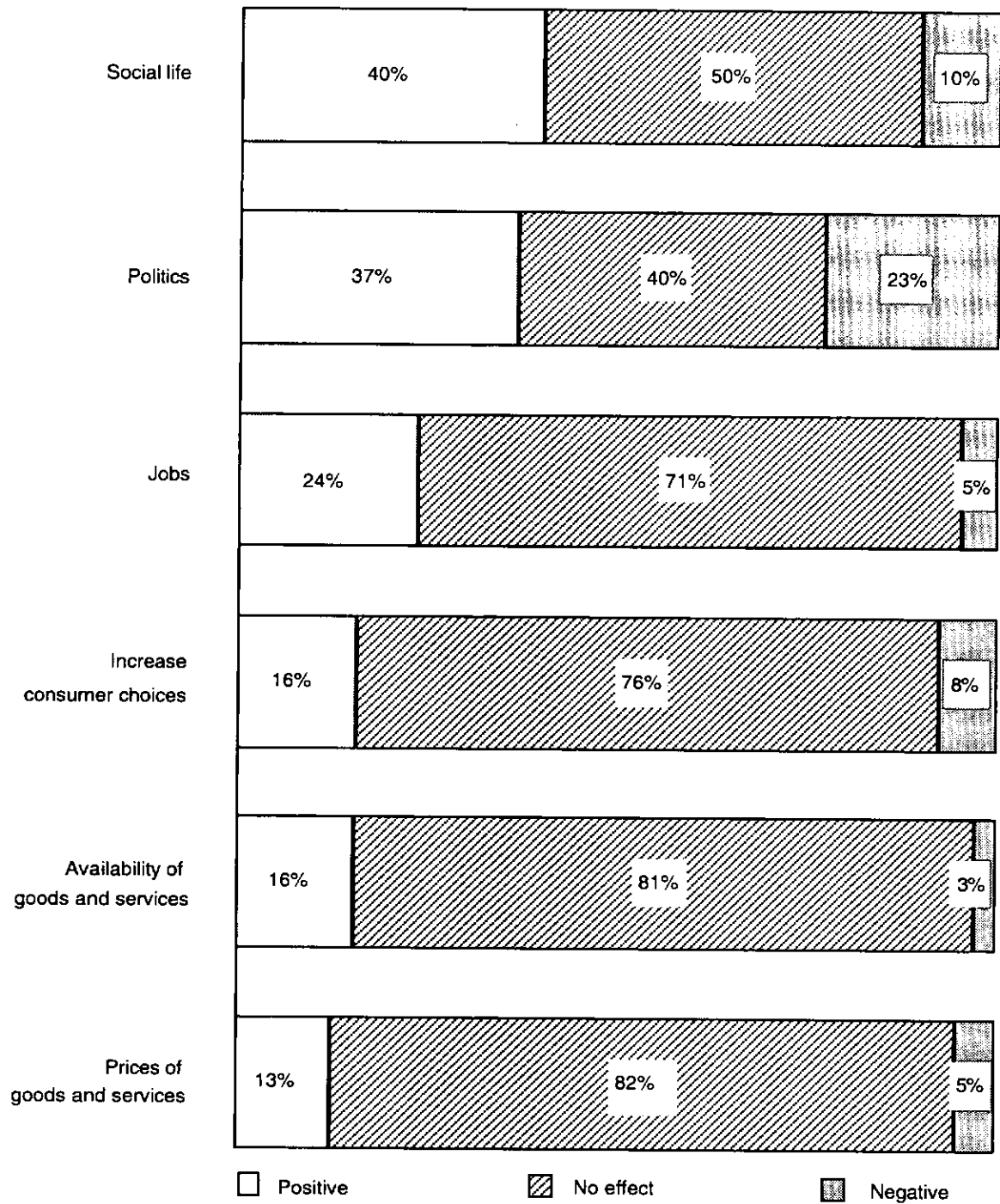
The concern expressed most frequently was for the possible harm cooperatives might bring to the local environment. Respondents oriented toward agricultural co-ops tended to mention this issue more often than those oriented toward consumer co-ops, but because of the relatively small number of responses associated with all open-ended questions, the difference was not statistically significant. Almost 4% of respondents made comments like the following:

- *It could create more traffic and waste*
- *Could increase traffic, cars, and people*
- *Maybe they cause air pollution*
- *Potential for not monitoring pollution*

Closed-Ended Responses

To measure perceptions of cooperatives' impact on communities, respondents were asked how co-ops affect six aspects of their community: jobs, the availability of goods and services, prices of goods and services, politics, social life, and consumer choices. While responses to open-ended impact questions indicate that the perceived influence of co-ops on the community was overwhelmingly positive, responses to closed-ended questions suggest that respondents see co-ops as having a more

Figure 5.5. Perceived Impact of Cooperatives on Community Life*
Do you think co-ops have a negative, positive, or no effect on these aspects of your community?



*Respondents who chose "don't know" are not included in this distribution; therefore the number of cases (N) ranges from 683-710. See Appendix Table 5.5. for the distribution of all responses and the number of cases.

neutral, or minimal influence on specific aspects of community life. Most respondents stated that they thought cooperatives had "no effect" on these aspects of their community. For all aspects except politics, respondents were at least twice as likely to say that the influence was positive than negative. The impact of cooperatives on social life was considered more positive than any other area. Forty percent of respondents said that co-ops had a positive effect on community life, while 50% said that there was no effect (Figure 5.5).

Opinion was divided regarding the impact of co-ops on politics. This was the most negatively rated aspect: 23% of respondents said co-ops have a negative effect on politics in their community. The remaining respondents were nearly equally split between seeing no effect and seeing a negative effect. This may say more about opinions regarding politics than it does about perceptions of cooperatives.

Views were very similar regarding the three remaining aspects included in the closed-ended questions. Although they were more than twice as likely to point to a positive rather than a negative community influence, most respondents indicated that co-ops have a neutral effect on consumer choices, the availability of goods and services, or prices of goods and services.

Factors Influencing the Perceived Impact of Cooperatives on Community Life³

Multivariate regression analysis revealed that a wide range of characteristics influenced opinions of the advantages and disadvantages co-ops bring to a community. Views were strongly related to how much respondents knew about cooperatives. Respondents with greater knowledge of co-ops were more likely to perceive the impact of cooperatives on all aspects of community life as positive and were more likely to respond to the open-ended questions, especially regarding ways co-ops enrich their community. In order to more clearly discuss the findings, aspects of community life have been divided into two groups: economic and social. Income often influenced views on social issues, while views on economic issues were more frequently influenced by other demographic characteristics and co-op knowledge.

Economic Issues. Co-op knowledge had the most consistent effect on perceptions of consumer issues. As respondents knowledge of cooperatives increased, they became more positive in their perceptions of cooperatives' impact on prices, availability of goods and services, and increasing consumer choice. This effect remained strong when demographic characteristics were controlled. Perceptions of the way co-ops impact consumer issues also varied with membership, ethnicity and gender. The following identifies each economic issue and the characteristics which influence attitudes on that subject.

Prices of Goods and Services. The distribution of responses for co-op members and non-members was very similar. However, when the influence of co-op knowledge and orientation are controlled, co-op members were less positive about prices of goods and services. Closer inspection reveals that co-op members oriented toward agricultural co-ops were the most likely to say that co-ops have a negative impact on prices.

There was a relatively weak, but still statistically significant relationship between the kind of co-op respondents knew the most about and perceptions regarding prices. Those oriented toward agricultural co-ops were less positive about the way co-ops effect the prices of goods and services in their community than those oriented toward consumer co-ops.

Availability of Goods and Services. Men were more positive than women about the effect co-ops have on the availability of goods and services.

³Statistical analyses used in this section are displayed in Appendix Table 5.6. Only variables statistically significant at the .05 level or above are described.

Increase Consumer Choice. Respondents with household incomes between \$40,000 and \$59,000 were less positive in their attitude toward consumer choice.

Jobs. The impact of co-ops on jobs was seen as less positive by men and respondents without a high school diploma. Respondents in more urban counties were more positive about jobs than those in more rural counties.

Social Issues. The positive influence of knowledge on perceptions of social issues diminished when demographic characteristics were controlled. Perceptions of social issues related to co-ops were generally more positive among respondents with higher household incomes and less positive among Latinos. Social issues and characteristics influencing the way co-ops are thought to affect these issues are summarized below.

Social Life. Respondents with incomes of \$40,000 or more saw co-ops as benefiting social life, while co-op members and Latinos were less positive.

Politics. The effect on politics was viewed more positively by men and respondents with incomes of \$60,000 or more. As age increased, perceptions regarding politics became more negative. Co-op members and Latinos tended to view the impact of co-ops on politics in a more negative light than other respondents.

SECTION C: IMPORTANCE OF REASONS FOR JOINING A COOPERATIVE

The third perception measure asked respondents to evaluate the importance of twelve possible reasons for joining a cooperative. Respondents were asked to rate each reason using a scale of 1 to 5, with 1 being least important and 5 being most important. Co-op members received different versions of the questions than non-members. While previous or current co-op members were asked how important each reason was for *them* in their decision to join a cooperative, all other respondents were asked how important each reason might be in *someone's* decision to join a cooperative.

Responses from members and non-members provide slightly different but equally useful types of information. Members' answers provide a direct measure of why people join cooperatives. Non-members' responses, on the other hand, provide a measure of how non-members perceive the relative importance of specific reasons for joining a co-op.

Both members and non-members favored economic benefits as reasons for joining a co-op. Obtaining a service or product less expensively, pooling resources for mutual benefit, and getting goods or services not available elsewhere were rated as the three most important reasons for joining a cooperative. Respondents also considered the social benefit of gaining a sense of community as an important reason for joining a co-op.

Two possible social reasons for joining a cooperative were included in the list in order to further test the belief that cooperatives are viewed as symbols of the 1960's "hippie generation": to make a political statement and as a lifestyle choice. Neither of these social reasons were considered very important reasons for joining a cooperative (Figure 5.7).

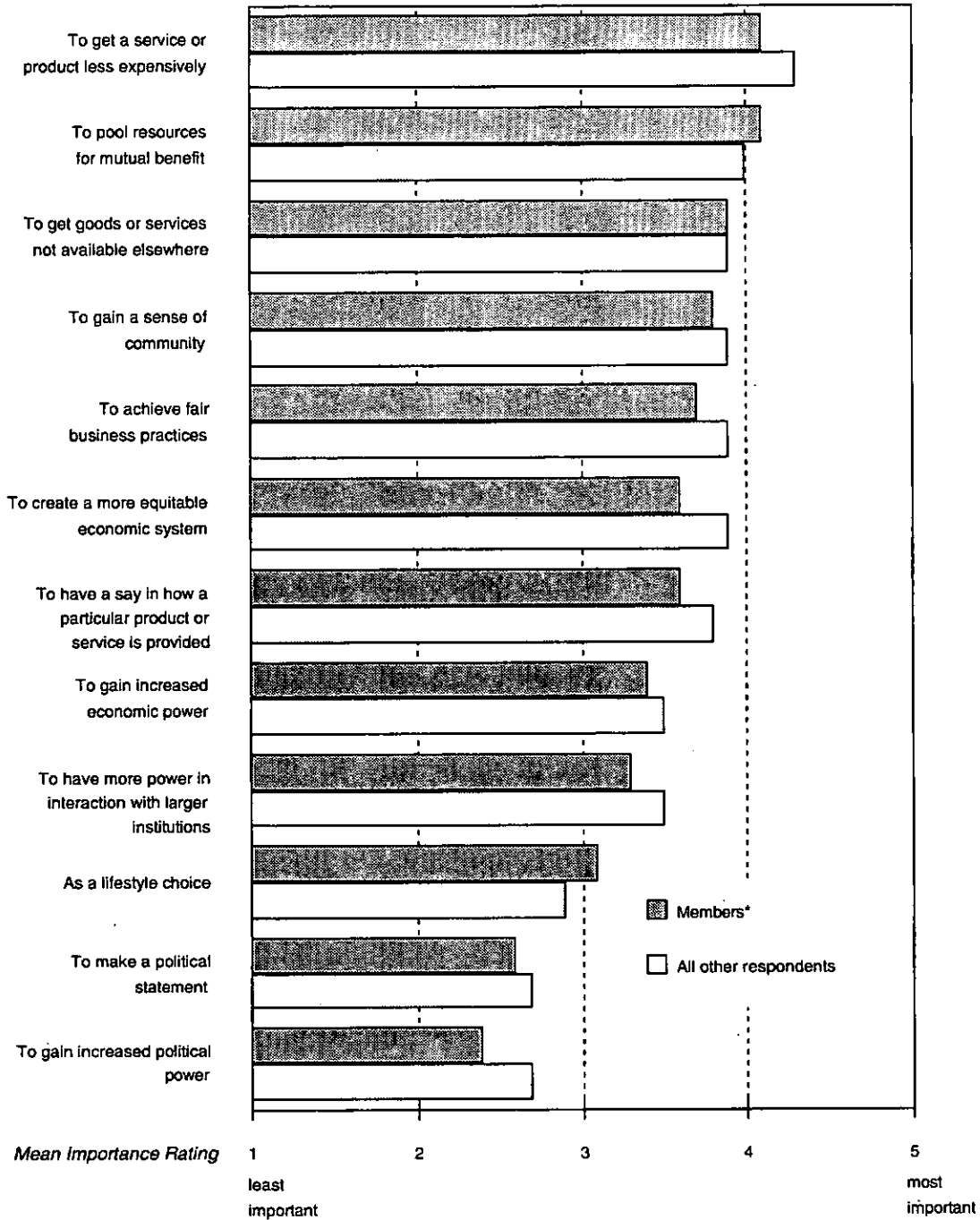
Factors Influencing Importance Ratings of Possible Reasons for Joining a Cooperative⁴

Levels of co-op knowledge played a less substantial role in explaining the importance placed on possible reasons for joining a cooperative than it did for other perceptions of co-ops. Three economic reasons (pooling resources for mutual benefit, having a say in how a product or service is provided, and gaining increased economic power) and one social motivation (gaining increased political power) were emphasized by those with greater knowledge of co-ops. The type of co-op respondents knew the most about influenced ratings of two economic reasons for joining a cooperative. Agriculturally ori-

⁴Statistical analyses used in this section are displayed in Appendix Table 5.8. Only variables statistically significant at the .05 level or above are described.

Figure 5.7. Mean Importance Rating of Reasons for Joining a Cooperative by Membership Status[†]

*Co-op members: How important was each reason for you in deciding to join a cooperative?
All others: How important do you think each reason might be in someone's decision to join a cooperative?*



* Includes all respondents correctly identifying themselves as previous or current members of any co-op.

[†]The averages used to construct this figure, as well as standard deviations for each item and the number of cases, are presented in Appendix Table 5.7.

ented respondents had higher importance ratings for gaining increased economic power and having more power in interaction with larger institutions.

Co-op members and non-members had surprisingly similar feelings about the relative importance of motivations for joining a co-op. Initial tests on average importance ratings indicated that members rated five reasons significantly lower than non-members. However, when knowledge and orientation were controlled for, it became apparent that lower importance ratings among members were due in large part to higher levels of co-op knowledge. Controlling for demographic characteristics explained the remaining differences between members and non-members.

Three demographic characteristics—age, gender, and the language in which the interview was conducted—appear to have influenced importance ratings across the board, suggesting that particular types of respondents tended to rate all reasons lower. Older respondents, men, and those interviewed in Spanish consistently assigned less importance to both economic and social motivations for co-op membership.

Economic Reasons for Joining a Cooperative. Age had the most prevalent influence on attitudes toward economic and consumer-related issues: the importance placed on five of the seven economic items declined as respondent age increased. Ratings for several economic reasons were also lower for men and those interviewed in Spanish. The following summary identifies each economic issue and the characteristics influencing attitudes on that subject.

- *Obtaining a service or product less expensively* was rated higher among younger respondents, those interviewed in English, and women. Ratings were lower for respondents with a college degree.
- Ratings for *obtaining goods or services not available elsewhere* were higher for respondents in rural areas, younger respondents, and women.
- *Pooling resources for mutual benefit* was emphasized by respondents with higher levels of co-op knowledge and those with incomes between \$20,000 and \$39,999. Importance ratings declined with respondent age, and were also lower among those interviewed in Spanish.
- *Having a say in how a product or service is provided* was rated higher by those who knew more about co-ops, and lower by men. Ratings declined with respondent age, and were lower among those interviewed in Spanish.
- *Gaining increased economic power* was stressed by respondents with greater knowledge of co-ops, as well as those oriented more towards agricultural co-ops.
- Having more *power in interaction with larger institutions* was emphasized by respondents oriented toward agricultural co-ops. Interestingly, those living in more urban counties, as well as those with incomes between \$20,000 and \$59,000 also rated this reason as important.
- The importance placed on *achieving fair business practices* declined sharply with respondent age, and was also lower for males.

Social Reasons for Joining a Cooperative. The importance placed on social motivations for co-op membership were frequently lower for older respondents, those interviewed in Spanish, and men. Reasons for joining a cooperative related to social issues and the characteristics influencing attitudes about these issues are summarized below.

- *Gaining a sense of community* and *creating a more equitable economic system* were both considered less important by older respondents, those interviewed in Spanish, and men.
- *Joining a co-op as a lifestyle choice* was felt to be less important by respondents with incomes of \$60,000 or more and men.
- The importance placed on *joining a co-op to make a political statement* was lower for respondents interviewed in Spanish.
- The importance placed on *gaining political power* increased with knowledge of cooperatives, but was lower for respondents with some college education.

DISCUSSION

Respondents' perceptions of cooperatives were assessed using information gained from three different sets of questions: a series of contrasting terms that have been associated with cooperatives; open and closed-ended questions that addressed the impact of cooperatives on a community, and a series of reasons that individuals have, or might have, for joining a cooperative. Perceptions revealed from these three measures indicate that respondents' perceptions of cooperatives are overwhelmingly positive. Throughout the responses to each set of perceptions, the economic benefits associated with cooperatives were highlighted.

The terms chosen most often by respondents reveal that they have a favorable view of the economic advantages cooperatives offer — they indicate that cooperatives are less expensive and offer high quality products and services. Most respondents found that cooperatives are financially sound, lasting and proven businesses that allow more personal influence on decisions.

Both open and closed-ended responses concerning the impact of cooperatives on community life were positive. Open-ended responses were the most positive, they stressed that cooperatives help build a sense of community and offer financial advantages. While responses to all but one of the closed-ended questions were at least twice as likely to see co-ops' influence in the community as positive than negative, respondents were most likely to see cooperatives as having a neutral effect on various aspects of the community.

When asked to rate the importance of twelve possible reasons for joining a cooperative, respondents indicated that a variety of economic benefits were the most important. They also considered the social benefit of gaining a sense of community as important.

Perceptions of cooperatives as symbols of the 1960's "hippie generation" did not prevail in this survey. This perception was indirectly tested in two sets of the contrasting terms and in two of the reasons for joining a cooperative. In the contrasting terms, respondents were more likely to see co-ops as democratic rather than socialistic — mainstream as opposed to counter-culture. Joining a cooperative "to make a political statement" or "as a lifestyle choice" were not considered very important.

A variety of factors influenced respondents' perceptions. While demographic characteristics influenced responses to questions in a variety of ways, the most consistent influences on perceptions included membership status, how much the respondent knew about cooperatives and whether they tended to be more familiar with consumer or agricultural cooperatives. But of these three measures, respondent knowledge had the most consistent and strongest influence on responses. Generally speaking, the more knowledge a respondent had about cooperatives the more favorable their perceptions.

Positive views of co-ops were echoed by respondents in a separate Gallup survey conducted several months after this one.⁵ The Gallup study was a national survey that investigated the public's awareness and attitudes concerning business cooperatives. Respondents in this survey noted that they preferred patronizing cooperative businesses. They felt that cooperatives are more consumer-oriented and trustworthy than non-cooperative businesses. When compared to investor-owned businesses, they also found cooperatives more committed to providing high quality service and competitive prices.⁶

The results from this survey and the Gallup survey indicate that cooperative businesses may benefit from taking advantage of these positive perceptions. Pointing out that an organization is a cooperative may serve as effective advertising. The fact that perceptions generally become more positive with increased co-op knowledge tends to make this point even more persuasive.

⁵ *Awareness and Image of Business Cooperatives: A Survey of the American Public*. The Gallup Organization. July, 1994. This study was commissioned by the National Cooperative Bank, National Cooperative Business Association, Credit Union National Association, and CUNA Mutual Insurance Group.

⁶ *Ibid.*; pages 58-62 and 70-80.

Chapter 6

A CLOSER LOOK AT MEMBERSHIP: BEING A MEMBER AND NOT KNOWING IT

During the development phase of this study, focus group and survey pre-test participants varied in awareness of their own membership status. Some participants said that they were a co-op member but were found to be incorrect because the organization they belonged to was, in fact, not a cooperative (see Chapter 4, Incorrect Identification of Co-ops). Some participants initially stated that they were not a co-op member, but responding to other survey questions seemed to 'jog' their memory and they corrected their original response. Other participants did not realize that an organization they belonged to was a co-op so they incorrectly stated that they were not a co-op member. The survey questionnaire was designed to capture these responses.¹

Several different strategies were used in the survey instrument to account for the varying membership issues. The names of the organizations that co-op members said they belonged to were evaluated for accuracy. The questionnaire was also structured to allow interviewers to modify membership information recalled during the interviewing process.

Measuring "unknowing co-op membership" — being a member of a co-op and not knowing it — was more challenging. Since many cooperatives are locally or regionally based organizations, it was difficult to devise a uniform question to identify "unknowing members." Because credit unions are cooperative organizations with widespread membership that share the name "credit union" they were selected to distinguish the unknowing member group. At the conclusion of the interview, all respondents were asked: *do you bank at a credit union?* The "unknowing member" category is comprised of respondents who said that they bank at a credit union, but did not identify themselves as a co-op member.²

Using Credit Union Membership to Identify Unknowing Co-op Members

The findings obtained from using credit union membership to identify unknowing co-op mem-

¹See Appendix B to review the complete survey instrument.

²The interview also asked respondents whether they had Triple A Road Service. A 1987 court judgment declared this organization a "cooperative or mutual" (see California State Automobile Association v. Franchise Tax Board: 191 Cal.App.3d 1253). Because the judgment only applied to Triple A members in particular regions of California, and because of the potential confusion respondents may have had with other Triple A organizations, only the data for credit unions was used in this portion of the analysis.

bers can be viewed from two perspectives: narrowly, as a measure of how many credit union members do not know that credit unions are co-ops; and more broadly, as a measure of how many co-op members in general do not know that an organization they belong to is a co-op. The decision to use the broader perspective in this analysis is supported by observations made during the development phase, as well as survey findings. During focus groups and pretests, unknowing members of organizations other than credit unions were discovered (the smaller group and informal setting permitted decisions made on a more individual level). Survey findings revealed that credit unions were among the businesses most widely recognized as cooperatives. Forty-five percent of all respondents knew that credit unions are co-ops. Recognition was even higher among those who bank at a credit union, with 62% correctly stating that credit unions are cooperatives. Credit unions, therefore, are not uniquely unrecognized as a cooperative business.

Respondents who correctly stated that they were current co-op members, as well as those classified as unknowing members, were used as the basis for estimating statewide membership (see Chapter 3). Analysis of co-op knowledge and perceptions presented in Chapters 4 through 6 narrows the definition of co-op membership to "self identified" or knowing co-op members, which includes those respondents who correctly identified themselves as current or previous co-op members. Unknowing members and non-members were combined to form "other respondents."

The Prevalence and Characteristics of Unknowing Membership

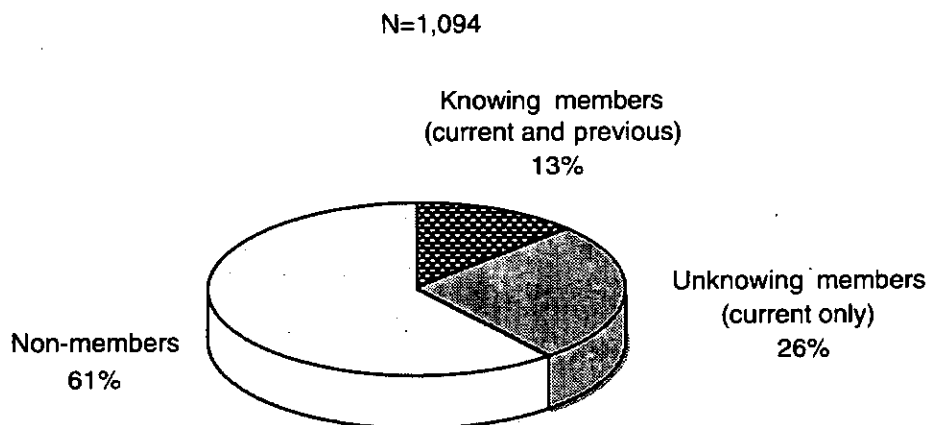
A substantial number of unknowing members were identified. Just over one-fourth of all respondents belong to a cooperative without knowing it (Figure 6.1).

Income, language, and age were found to be related to awareness of membership status. Those with household incomes between \$40,000 and \$59,000, as well as respondents interviewed in English, were more likely to be unknowing members. A relationship was also found between age and unknowing membership: younger respondents were more likely to be unknowing members, and the older a respondent was, the less likely they were to be an unknowing member (see Appendix Table 6.2).

Co-op Knowledge and Orientation

The co-op knowledge and orientation of unknowing members generally fell between that of knowing members and non-members. They were significantly different from either group, but had

Figure 6.1. Co-op Membership Status[†]

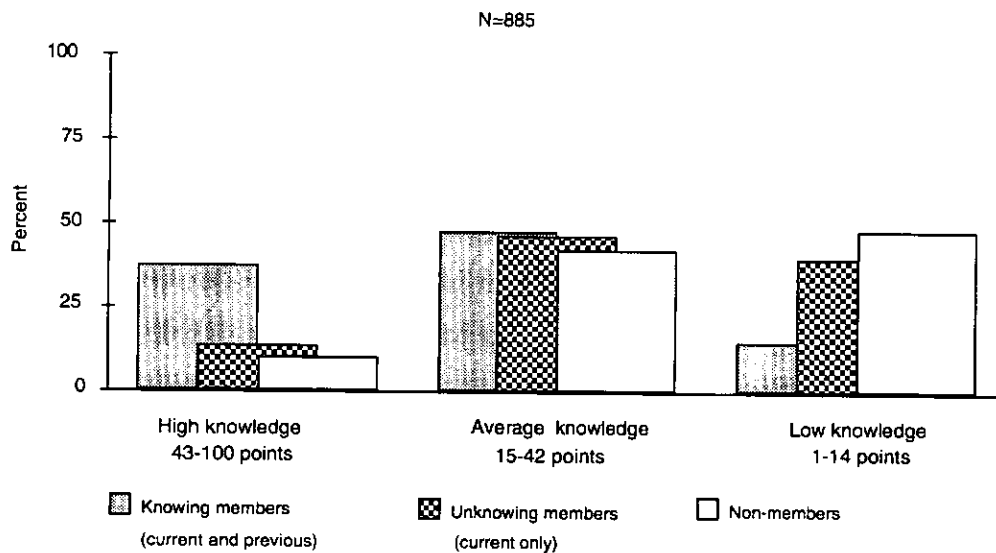


[†]The percentages used to construct this figure, as well as the number of respondents, are presented in Appendix Table 6.1.

more in common with non-members than they did with knowing members.

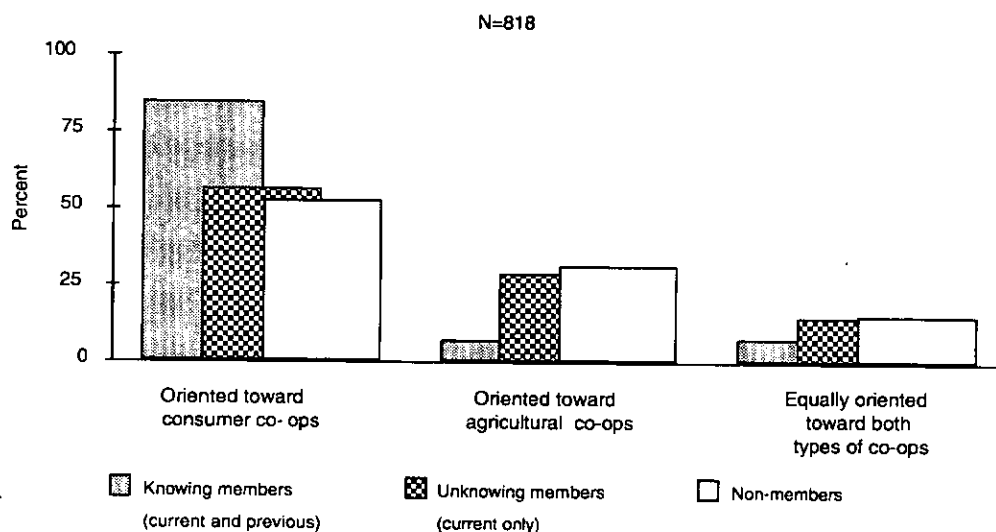
Co-op knowledge levels were measured by respondent's ability to describe what a cooperative is, and to recognize and identify cooperative areas and businesses. The more thoroughly respondents described cooperatives, and the more co-ops they correctly recognized and identified, the higher their level of co-op knowledge. Unknowing members had higher levels of co-op knowledge than non-members, but knew substantially less about co-ops than knowing members (Figure 6.3).

Figure 6.3. Levels of Co-op Knowledge by Co-op Membership Status[†]



[†]The percentages used to construct this figure, as well as the number of respondents, are presented in Appendix Table 6.3.

Figure 6.4. Co-op Orientation by Co-op Membership Status^{††}



^{††}The percentages used to construct this figure, as well as the number of respondents, are presented in Appendix Table 6.4.

Co-op orientation was determined by the types of cooperatives respondents recognized and identified. Respondents who recognized and identified mostly consumer cooperatives were categorized as being predominantly consumer-oriented, while those who recognized and identified mostly agricultural cooperatives were classified as being predominantly agriculturally-oriented. Unknowing members were slightly more consumer co-op oriented than non-members, but nowhere near as heavily consumer-oriented as knowing members (Figure 6.4).

Perceptions of Cooperatives³

In general, the perceptions of unknowing members do not differ greatly from other respondents. Findings do suggest, however, that unknowing members may have more positive perceptions of cooperatives than non-members, particularly with respect to economic issues. Five of the seven perception measures for which unknowing members have significantly different opinions relate to economic and consumer matters. Unknowing members were more likely to view the impact of co-ops on the availability of goods and services, increasing consumer choices, and jobs as positive and were less likely to say that co-ops are more expensive. They also rated the importance of getting a service or product less expensively as a more important reason for joining a co-op than non-members.

The two non-economic aspects for which unknowing members differ from non-members deal with the financial soundness of cooperatives and the importance placed on joining a cooperative to make a political statement. Unknowing members were slightly more likely than non-members to view co-ops as financially sound and placed greater importance on joining a co-op to make a political statement.

DISCUSSION

The finding that a large group of people are unknowing co-op members is an alarming one. Individuals who know about co-ops could legitimately ask: how can a person be a member of a co-op and not know it? Indeed, the logical response would have to be a pessimistic: yes, how can they? The finding speaks to a resounding need for co-op member education.

In order to address this problem, member education must be an ongoing component of the cooperative's operations. As with any education program, using a variety of methods to communicate is most effective. One, straight forward method is to include the word cooperative or co-op in the organization name. Organizations with established names can add the term co-op or an explanation in their title or brochures. For example: *Tulane Woodworking* could be changed to *Tulane Woodworking Co-op* or *Tulane Woodworking* with the added explanation: *An Artisan Cooperative*. Videos and written material, declaring the organization a cooperative and clearly defining what it means to be a cooperative can educate members. The message that the organization is a cooperative should be indicated on virtually every communication with members — including any checks from the cooperative to members (patronage refund or otherwise), sales receipts, statements, or newsletter. Packaging material like grocery bags or produce boxes can also be used to communicate the cooperative message. If an annual report is distributed to members it should repeat information about what a cooperative is and remind members of the benefits they derived because of their cooperative membership.

Cooperative support organizations, associations and councils can help to further co-op member education by publishing materials and providing information about effective education methods. Independent cooperatives, who have a similar purpose should not need to duplicate efforts by individually designing co-op education materials.

A theme that appears to arise out of the findings of this survey is that there are clear benefits to having a more informed membership, and a more informed public. In general, as knowledge of cooperatives increases, respondent perceptions of co-ops become more favorable.

³Statistical analyses used in this section are displayed in Appendix Tables 6.5-6.7. Only variables statistically significant at the .05 level or above are described.

Appendix A

TABLES¹

¹Due to rounding, percentages may not add up to 100 percent

How Californians See Cooperatives

Table 1.1. Final Call Outcome Distribution

	Percent	Number
No answer	19.5	1,439
Busy	.5	36
Call back pending	3.1	226
Disconnected	22.3	1,648
Non-residence	11.7	866
FAX	4.7	344
No adults in household	.1	6
Language other than English or Spanish	1.0	76
Refusal	21.7	1,605
Refusal for health reasons	.7	50
Interview partially completed	.9	68
Interview completed	13.9	1,026
Total	100.0	7,390

Table 1.2. County Distribution for Respondents and California Population, Grouped by County Type*

	Respondents %	Population 18 and over** %		Respondents %	Population 18 and over %
Mostly rural			Mixed urban and rural		
Kern	1.92	1.69	San Bernardino	4.57	4.45
Stanislaus	1.92	1.17	Riverside	4.48	3.80
Sonoma	1.28	1.33	Ventura	1.74	2.21
Tulare	1.28	.95	Santa Barbara	1.55	1.29
San Luis Obispo	1.19	.77	Fresno	1.46	2.08
Shasta	1.01	.48	San Joaquin	1.46	1.54
Imperial	.73	.33	Monterey	1.19	1.17
Yolo	.73	.49	Santa Cruz	1.01	.80
Butte	.64	.63	Solano	.91	1.10
El Dorado	.64	.42	Napa	.46	.39
Humboldt	.46	.40	Sutter	.27	.21
Merced	.46	.53	Subtotal	19.10	19.03
Lake	.37	.18	Number of cases	209	4,188,369
Kings	.27	.32	Mostly urban		
Madera	.27	.28	Los Angeles	26.51	29.71
Mendocino	.27	.27	Orange	7.95	8.28
Nevada	.27	.27	San Diego	7.68	8.57
Lassen	.18	.09	Santa Clara	5.03	5.17
Placer	.18	.58	Alameda	4.57	4.43
Siskiyou	.18	.14	Contra Costa	4.48	2.73
Amador	.09	.11	Sacramento	3.38	3.48
Del Norte	.09	.08	San Francisco	3.29	2.76
Glenn	.09	.08	San Mateo	2.19	2.30
Mariposa	.09	.05	Marin	.64	.85
Mono	.09	.03	Subtotal	65.72	68.29
Plumas	.09	.07	Number of cases	719	15,030,148
Sierra	.09	.01	Total		
Tehama	.09	.16		100.0	100.0
Tuolumne	.09	.17	Number of cases	1,094	22,009,296
Alpine	.00	.00			
Calaveras	.00	.11			
Colusa	.00	.05			
Inyo	.00	.06			
Modoc	.00	.03			
San Benito	.00	.11			
Trinity	.00	.04			
Yuba	.09	.18			
Subtotal	15.17	12.68			
Number of cases	166	2,790,779			

* County type is defined by the percent of a county's population living inside an urbanized area, according to the 1990 Census of the Population. The first group of counties, mostly rural, have less than 62% of their population inside an urbanized area. In the second category, mixed urban and rural, between 65% and 91% of the population is inside an urbanized area. For the counties in the mostly urban category, more than 91% of the population is inside an urbanized area.

** All population estimates are based on the 1990 Census of the Population. Except where noted otherwise, population figures represent those 18 years of age and over.

How Californians See Cooperatives

Table 1.3. Employment Status Distribution for Respondents

	Percent	Number
Employed	62.1	640
Retired	12.5	129
Not currently employed	12.4	128
Homemaker	8.0	82
Student	3.9	40
Decline to respond	1.1	11
Total	100.0	1,030

Table 1.4. Industry of Employment Distribution for Respondents and California Population

	Respondents			Employed Population, Age 16 and Older* %
	Total %	Retired %	Employed who answered question %	
Agriculture, forestry, fisheries, and mining	2.3	3.1	3.4	3.4
Construction	3.5	3.1	5.5	6.9
Manufacturing	4.1	7.8	5.6	16.9
Transportation, communication, public utilities	5.1	7.8	7.4	6.7
Wholesale trade	1.9	..	3.4	4.6
Retail trade	6.9	6.2	10.9	16.3
Finance, insurance, and real estate	4.5	4.7	6.9	7.6
Business and repair services	6.3	7.8	9.5	5.8
Personal, entertainment, and recreation services	8.6	7.8	13.5	5.6
Professional and related services	18.1	30.2	25.6	21.9
Public administration	6.5	14.7	8.4	4.4
Other, including military and self-employed	1.4	2.3	--	--
Unable to categorize or decline to respond	1.1	4.7	--	--
Total	100.0	100.0	100.0	100.0
Number of cases	769	129	622	13,996,309

Table 1.5. Educational Attainment Distribution for Respondents and California Population

	Respondents		Population, Age 25 and Older** %
	All %	Age 25 and Older who Answered Question %	
Less than 9th grade	6.9	7.5	11.2
9th to 12th grade, no diploma	6.1	5.5	12.6
High school graduate	19.0	18.6	22.3
Some college	35.1	32.9	30.5
Bachelor's degree	19.9	21.3	15.3
Graduate or professional degree	12.3	14.2	8.1
Decline to respond	.7	--	--
Total	100.0	100.0	100.0
Number of cases	1,029	869	18,695,499

* Census summary information for the employed population is not available for those 18 and over.

** The Census does not summarize educational attainment for those between 18 and 24 years of age.

Table 1.6. Household Income Distribution for Respondents and California Population

	Respondents		All Households ²
	All %	Who Answered Question %	
Less than \$10,000	12.0	14.5	Less than \$10,000 11.5
\$10,000-\$19,999	11.0	13.3	\$10,000-\$19,999 7.4
\$20,000-\$39,999	21.0	25.5	\$20,000-\$39,999 29.9
\$40,000-\$59,999	17.6	21.4	\$40,000-\$59,999 18.2
\$60,000-\$79,999	8.8	10.6	\$60,000-\$74,999 18.4
\$80,000 or more	12.1	14.6	\$75,000 or more 14.7
Don't know or decline to respond	17.6	—	Not applicable --
Total	100.0	100.0	100.0
Number of cases	1,028	847	10,399,700

Table 1.7. Age Distribution for Respondents and California Population

	Respondents		
	All %	Who Answered Question %	Population %
18 to 24	12.8	13.1	15.5
25 to 44	51.3	52.5	46.9
45 to 64	21.9	22.4	23.4
65 or more	11.7	12.0	14.2
Decline to respond	2.3	—	--
Total	100.0	100.0	100.0
Number of cases	1,028	1,004	22,009,296

Table 1.8. Ethnic Distribution for Respondents and California Population

	Respondents		
	All	Who Answered Questions	Population, All Ages ^{**}
American Indian	1.6	1.6	.6
Asian and Pacific Islander	3.9	4.0	9.1
Black	7.2	7.4	7.0
Latino	21.5	22.1	25.8
White	58.2	59.9	57.2
Other	4.8	4.9	.2
Decline to respond	2.9	—	--
Total	100.0	100.0	100.0
Number of cases	1,028	998	29,760,021

* Because the last two intervals in which income was collected for this survey are slightly different than used by the Census to report summary data, mixed intervals approximating the closest comparison are presented here.

** Census variables race and hispanic origin were used to define the population categories. Summary information which would allow the subsetting of those 18 years of age and over was not readily available.

How Californians See Cooperatives

Table 1.9. Marital Status Distribution for Respondents and California Population

	Respondents		Population, Age 18 and Over %
	All %	Who Answered Question %	
Married	51.8	52.8	54.5
Single, previously married	21.9	22.3	19.0
Single, never married	24.3	24.8	26.5
Decline to respond	2.0	--	--
Total	100.0	100.0	100.0
Number of cases	1,028	998	22,009,296

Table 1.10. Gender Distribution for Respondents and California Population

	Respondents		Population, Age 18 and Over %
	All %	Who Answered Questions %	
Female	62.3	62.5	50.4
Male	37.3	37.5	49.6
Decline to respond	.4	--	--
Total	100.0	100.0	100.0
Number of cases	1,026	1,022	22,009,296

Table 1.11. Distribution of Interview Language

	Percent	Number of cases
English	89.0	910
Spanish	11.0	113
Total	100.0	1,023

Table 2.1. Awareness of Cooperatives

Have you ever heard of a cooperative?

	Percent	Number of cases
Aware of cooperatives without prompting <i>Response to first interview question was "yes", they have heard of a cooperative.</i>	52.9	579
Aware of cooperatives with prompting <i>Response to first interview question was "no", they have not heard of a cooperative, but responses to subsequent questions reflected recognition of one or more specific cooperative areas or businesses.</i>	31.3	342
No awareness of cooperatives <i>Response to first interview question was "no", they have not heard of a cooperative, and responses to subsequent questions did not reflect recognition of any specific cooperative areas or businesses.</i>	15.8	173
Total	100.0	1,094

Table 2.2. Awareness of Cooperatives by Demographic Characteristics

Have you ever heard of a cooperative?

	Aware		Unaware		Total		<i>p</i> (<i>V</i>) [λ]
	%	<i>N</i>	%	<i>N</i>	%	<i>N</i>	
All respondents	84.2	921	15.8	173	100.0	1,094	
County Type							.1597
Mostly rural	89.2	148	10.8	18	100.0	166	(.06)
Mixed urban/rural	83.7	175	16.3	34	100.0	209	[.00]
Mostly urban	83.2	598	16.8	121	100.0	719	
Industry of Employment							.0048
Agriculture and related industries	80.0	20	20.0	5	100.0	25	(.15)
Construction and related industries	89.9	125	10.1	14	100.0	139	[.00]
Wholesale and retail trade	93.8	91	6.2	6	100.0	97	
Finance and related industries	87.3	103	12.7	15	100.0	118	
Service industries	79.8	75	20.2	19	100.0	94	
Professional and administrative services	92.6	249	7.4	20	100.0	269	
Educational Attainment							.0000
Less than high school	50.7	68	49.3	66	100.0	134	(.39)
High school graduate	84.1	164	15.9	31	100.0	195	[.00]
Some college	88.9	321	11.1	40	100.0	361	
College or graduate degree	95.5	317	4.5	15	100.0	332	
Household Income							.0000
Less than \$20,000	70.3	166	29.7	70	100.0	236	(.30)
\$20,000-\$39,999	91.7	198	8.3	18	100.0	216	[.00]
\$40,000-\$59,999	91.2	165	8.8	16	100.0	181	
\$60,000-\$79,999	93.3	84	6.7	6	100.0	90	
\$80,000 or more	96.0	119	4.0	5	100.0	124	
Age							.0000
18 to 24	87.1	115	12.9	17	100.0	132	(.16)
25 to 34	76.0	200	24.0	63	100.0	263	[.00]
35 to 44	86.7	229	13.3	35	100.0	264	
45 to 64	91.1	205	8.9	20	100.0	225	
65 or more	90.0	108	10.0	12	100.0	120	
Ethnic Background							.0000
Asian and Pacific Islander	87.5	35	12.5	5	100.0	40	(.48)
Black	82.4	61	17.6	13	100.0	74	[.16]
Latino, English language	80.7	88	19.3	21	100.0	109	
Latino, Spanish language	39.3	44	60.7	68	100.0	112	
White	94.1	563	5.9	35	100.0	598	
Other	87.7	57	12.3	8	100.0	65	
Marital Status							.5253
Married	85.7	456	14.3	76	100.0	532	(.04)
Single, previously married	86.7	195	13.3	30	100.0	225	[.00]
Single, never married	83.2	208	16.8	42	100.0	250	
Gender							.0186
Female	83.1	531	16.9	108	100.0	639	(.07)
Male	88.5	339	11.5	44	100.0	383	[.00]

Note: The symbol "*p*" represents the significance level of chi-square. Two chi-square-based measures are also shown: the symbol "*V*" represents Cramer's *V*, which ranges from 0 (no association) to 1 (perfect association); the symbol " λ " represents lambda, which ranges from 0 (no improvement in predicting the dependent variable) to 1 (prediction of the dependent variable without errors).

How Californians See Cooperatives

Table 2.3. Awareness of Cooperatives, With and Without Prompting, by Demographic Characteristics

Have you ever heard of a cooperative?

	Aware without prompting		Aware with prompting		Total		P (V) [λ]
	%	N	%	N	%	N	
All respondents	62.9	579	37.1	342	100.0	921	
County Type							.0484
Mostly rural	63.5	94	36.5	54	100.0	148	(.08)
Mixed urban/rural	54.9	96	45.1	79	100.0	175	[.00]
Mostly urban	65.1	389	34.9	209	100.0	598	
Industry of Employment							.0651
Agriculture and related industries	70.0	14	30.0	6	100.0	20	(.13)
Construction and related industries	72.8	91	27.2	34	100.0	125	[.00]
Wholesale and retail trade	58.2	53	41.8	38	100.0	91	
Finance and related industries	70.9	73	29.1	30	100.0	103	
Service industries	61.3	46	38.7	29	100.0	75	
Professional and administrative services	73.5	183	26.5	66	100.0	249	
Educational Attainment							.0000
Less than high school	26.5	18	73.5	50	100.0	68	(.30)
High school graduate	51.2	84	48.8	80	100.0	164	[.10]
Some college	63.2	203	36.8	118	100.0	321	
College or graduate degree	77.6	246	22.4	71	100.0	317	
Household Income							.0000
Less than \$20,000	45.2	75	54.8	91	100.0	166	(.27)
\$20,000-\$39,999	54.0	107	46.0	91	100.0	198	[.06]
\$40,000-\$59,999	68.5	113	31.5	52	100.0	165	
\$60,000-\$79,999	75.0	63	25.0	21	100.0	84	
\$80,000 or more	80.7	96	19.3	23	100.0	119	
Age							.0000
18 to 24	40.0	46	60.0	69	100.0	115	(.28)
25 to 34	51.0	102	49.0	98	100.0	200	[.07]
35 to 44	67.2	154	32.8	75	100.0	229	
45 to 64	77.6	159	22.4	46	100.0	205	
65 or more	75.9	82	24.1	26	100.0	108	
Ethnic Background							.0000
Asian and Pacific Islander	51.4	18	48.6	17	100.0	35	(.35)
Black	54.1	33	45.9	28	100.0	61	[.18]
Latino, English language	35.2	31	64.8	57	100.0	88	
Latino, Spanish language	15.9	7	84.1	37	100.0	44	
White	73.2	412	26.8	151	100.0	563	
Other	66.7	38	33.3	19	100.0	57	
Marital Status							.0001
Married	63.6	290	36.4	166	100.0	456	(.15)
Single, previously married	73.8	144	26.2	51	100.0	195	[.00]
Single, never married	53.4	111	46.6	97	100.0	208	
Gender							.0161
Female	60.1	319	39.9	212	100.0	531	(.08)
Male	68.1	231	31.9	108	100.0	339	[.00]

Note: The symbol "p" represents the significance level of chi-square. Two chi-square-based measures are also shown: the symbol "V" represents Cramer's V, which ranges from 0 (no association) to 1 (perfect association); the symbol "λ" represents lambda, which ranges from 0 (no improvement in predicting the dependent variable) to 1 (prediction of the dependent variable without errors).

Table 3.1. Cooperative Membership

	Respondents interviewed		Estimate for California adult population, 1995*		Confidence intervals**	
	Percent	N	Percent	N	Percent	N
Current members***	33.91	371	31.67	7,599,850	28.67 - 34.67	6,876,940 - 8,319,760
Previous (but not current) members	5.39	59	4.64	1,113,461	1.64 - 7.64	393,551 - 1,833,371
Non-members	60.69	664	63.69	15,283,689	60.69 - 66.69	14,563,779 - 16,003,599
Total	100.00	1,094	100.00	23,997,000		

Table 3.2. Current Co-op Membership in California for Selected Demographic Groups

	Respondents interviewed		Estimated Current Co-op Membership, 1995****		California Population *****
	N	%	N*****	%	%
County Type					
Mostly rural	58	15.6	946,720	12.5	12.7
Mixed urban/rural	68	18.3	1,395,574	18.4	19.0
Mostly urban	245	66.0	5,257,556	69.2	68.3
Total	371	100.0	7,599,850	100.0	100.0
Industry of Employment					
Agriculture and related industries	7	2.4	181,810	2.4	3.4
Construction and related industries	56	19.5	1,457,895	19.2	30.5
Wholesale and retail trade	37	12.9	1,312,948	17.3	20.9
Finance and related industries	42	14.6	1,175,054	15.5	13.4
Service industries	19	6.6	478,077	6.3	5.6
Professional and administrative services	126	43.9	2,994,066	39.4	26.3
Total	287	100.0	7,599,850	100.0	100.0

* Estimates were obtained by weighting interviewed respondents to more closely approximate the distribution of demographic characteristics among adults in California (as measured by the 1990 Census of the Population). The proportion of co-op membership for this weighted sample was then applied to the projected number of adults in California in 1995 (source: *Official State Projections, Report 93 P-3*, California Department of Finance, Demographic Research Unit).

** For results based on a sample of this size (N=1,094), at the 95 percent confidence level, the sampling error is estimated at plus or minus three percent.

*** Includes respondents correctly identifying themselves as current members of any co-op or who indicated that they bank at a credit union.

**** Estimates are based on a weighted distribution for 371 respondents who correctly identified themselves as current members of any co-op, or who indicated that they bank at a credit union. For results based on a sample of this size, at the 95 percent confidence level, the sampling error is estimated at plus or minus five percentage points. Estimates of the number of current co-op members were obtained by applying weighted sample characteristics to the number of adults in California in 1990 (22,009,296, source: 1990 Census of the Population), and the projected number in 1995 (23,997,000, source: *Official State Projections, Report 93 P-3*, California Department of Finance, Demographic Research Unit).

***** Percentage distributions for the California population are based on the 1990 Census of the Population. This information has been included to provide a context for the demographic profile of current co-op members. When possible, population figures represent Californians 18 years of age and over. Exceptions include the distribution for the following characteristics: 1) industry of employment, which describes the employed population, age 16 and older; 2) educational attainment, which describes the population age 25 and older (the census does not summarize educational attainment for those between 18 and 24 years of age); 3) household income, which describes all households; and 4) ethnic background, which describes the population for all ages.

***** Due to rounding, the total number of estimated members may differ from the sum of the estimated members in each sub-category by one person.

How Californians See Cooperatives

Table 3.2. (continued) Current Co-op Membership in California for Selected Demographic Groups

	Respondents interviewed		Estimated Current Co-op Membership, 1995		California Population
	N	%	N	%	%
Educational Attainment					
Less than high school	17	4.6	557,534	7.3	23.8
High school graduate	53	14.4	1,359,801	17.9	22.3
Some college	149	40.5	3,213,510	42.3	30.5
College or graduate degree	149	40.5	2,469,005	32.5	23.4
Total	368	100.0	7,599,850	100.0	100.0
Household Income					
\$9,999 or less	16	5.1	384,901	5.1	11.5
\$10,000-19,999	21	6.8	322,813	4.2	7.4
\$20,000-39,999	79	25.4	2,148,942	28.3	29.9
\$40,000-59,999	98	31.5	1,779,535	23.4	18.2
\$60,000-79,999/74,999*	45	14.5	1,795,504	23.6	18.4
\$80,000/75,000* or more	52	16.7	1,168,336	15.4	14.7
Total	311	100.0	7,599,850	100.0	100.0
Age					
18 to 24	32	8.8	966,741	12.7	15.5
25 to 34	86	23.8	1,901,137	25.0	25.8
35 to 44	129	35.6	2,318,010	30.5	21.1
45 to 64	83	22.9	1,759,288	23.1	23.3
65 or more	32	8.8	654,673	8.6	14.3
Total	362	100.0	7,599,850	100.0	100.0
Ethnic Background					
Asian and Pacific Islander	16	4.5	784,212	10.3	9.1
Black	34	9.6	770,457	10.1	7.0
Latino	49	13.8	1,275,170	16.8	25.8
White	235	66.0	4,690,783	61.7	57.2
Other and American Indian	22	6.2	79,228	1.0	.8
Total	356	100.0	7,599,850	100.0	100.0
Marital Status					
Married	223	62.1	4,686,690	61.7	54.5
Single, previously married	72	20.1	1,116,113	14.7	19.0
Single, never married	64	17.8	1,797,047	23.6	26.5
Total	359	100.0	7,599,850	100.0	100.0
Gender					
Female	227	61.7	3,828,628	50.4	50.4
Male	141	38.3	3,771,222	49.6	49.6
Total	368	100.0	7,599,850	100.0	100.0

* These categories are different for respondents interviewed (\$60,000-79,999 and \$80,000 or more) and the population (\$60,000-74,999 and \$75,000 or more).

Table 4.1. Recognition of Co-op Areas for All Respondents

<i>Have you heard of cooperatives in this area?</i>	All Respondents		
	Yes %	No %	Total number of cases
Retail food stores	49.5	50.5	1,054
Child care or nursery schools	46.6	53.4	1,036
Housing	46.3	53.7	1,030
Worker-owned business	42.7	57.3	1,040
Agriculture	41.9	58.1	1,049
Student services/housing	38.8	61.2	1,027
Health industry	33.1	66.9	1,032
Retail arts and crafts	32.7	67.3	1,036
Rural utilities	29.5	70.5	1,029
Automobile insurance	23.9	76.1	1,030
Funeral or memorial societies	12.8	87.2	1,035

Table 4.2. Recognition of Specific Co-op Businesses for All Respondents

<i>Do you think this business is a cooperative?</i>	All Respondents			Total number of cases
	Yes %	No %	Don't know %	
Your local credit union	45.3	31.0	23.7	1,010
Blue Diamond	35.8	40.5	23.7	1,003
Sunkist Oranges and Citrus	33.0	43.2	23.8	1,005
Sun-Maid Raisins	26.1	46.5	27.4	1,004
Best Western Motels	21.9	51.4	26.7	1,001
Ace Hardware	20.4	51.4	28.1	1,003
REI	18.8	40.0	41.2	995

How Californians See Cooperatives

Table 4.3. Recognition of Co-op Areas by Membership

<i>Have you heard of cooperatives in this area?</i>	Membership				<i>p</i>	<i>V</i>	λ
	Co-op members*		All others				
	Yes %	Total number of cases	Yes %	Total number of cases			
Retail food stores	79.4	141	44.9	913	.0000	.24	.16
Child care or nursery schools	73.0	141	42.5	895	.0000	.21	.14
Housing	65.5	139	43.3	891	.0000	.15	.09
Worker-owned business	66.0	141	39.0	899	.0000	.19	.10
Agriculture	68.8	141	37.8	908	.0000	.21	.12
Student services/housing	68.1	138	34.2	889	.0000	.24	.13
Health industry	45.7	140	31.2	892	.0000	.11	.00
Retail arts and crafts	60.3	141	28.4	895	.0000	.23	.09
Rural utilities	39.9	138	27.9	891	.0043	.09	.00
Automobile insurance	26.6	139	23.5	891	.4161	.02	.00
Funeral or memorial societies	18.4	141	11.9	894	.0294	.07	.00

Table 4.4. Recognition of Specific Co-op Businesses by Membership

<i>Do you think this business is a cooperative?</i>	Membership				<i>p</i>	<i>V</i>	λ
	Co-op members		All others				
	Yes %	Total number of cases	Yes %	Total number of cases			
Your local credit union	62.3	138	42.7	872	.0001	.14	.00
Blue Diamond	38.0	137	35.5	866	.8467	.02	.00
Sunkist Oranges and Citrus	32.6	138	33.1	867	.9680	.01	.00
Sun-Maid Raisins	24.6	138	26.3	866	.8695	.02	.00
Best Western Motels	17.4	138	22.6	863	.2696	.05	.00
Ace Hardware	15.9	138	21.2	865	.3612	.05	.00
REI	33.6	137	16.4	858	.0000	.15	.00

*Includes all respondents correctly identifying themselves as previous or current members of any co-op.

Note: The symbol "*p*" represents the significance level of chi-square. Two chi-square-based measures are also shown: the symbol "*V*" represents Cramer's *V*, which ranges from 0 (no association) to 1 (perfect association); the symbol " λ " represents lambda, which ranges from 0 (no improvement in predicting the dependent variable) to 1 (prediction of the dependent variable without errors).

Table 4.5a. Ability to Identify Cooperatives

Open-ended question: What are the names of up to four co-ops that you belong(ed) to or are aware of?

	Percent	Number of Respondents
Correct identification	29.8	326
Both correct and incorrect identification	4.8	52
Unable to identify	59.7	653
Incorrect identification	5.8	63
Total	100.0	1,094

Table 4.5b. Distribution of Agricultural and Consumer Cooperatives Identified

Open-ended question: What are the names of up to four co-ops that you belong(ed) to or are aware of?

	Percent	Number of Respondents
Identified both types of co-ops	13.2	50
Identified agricultural co-ops	14.6	55
Identified consumer and other co-ops	72.2	273
Total	100.0	378

Table 4.6. Co-op Businesses, Services, and Product Areas Identified

Open-ended question: What are the names of up to four co-ops that you belong(ed) to or are aware of?

	Percent	Number of Respondents
Retail food stores/buying clubs	47.1	178
Agricultural co-ops	27.8	105
Child care co-ops	12.2	46
Recreation co-ops	9.8	37
Credit unions	7.9	30
Student service co-ops	7.7	29
Housing co-ops	7.1	27
Worker-owned co-ops	5.0	19
Utility co-ops	3.4	13
Business co-ops	3.4	13
Health services and insurance co-ops	2.9	11
Arts and crafts co-ops	1.6	6
Gardening/nursery co-ops	.8	3
Funeral and memorial societies	.5	2
Miscellaneous co-ops	6.3	24
Unable to classify co-op type	5.6	21
Total	.	378*

* Percentages and number of respondents are not summed because respondents were given the opportunity to identify more than one co-op.

How Californians See Cooperatives

Table 4.7a. Identification of Retail Food/Buying Clubs: Specific Names vs. General Types

Open-ended question: What are the names of up to four co-ops that you belong(ed) to or are aware of?

	Percent	Number of Respondents
Identified retail food/buying club co-ops in general	57.9	103
Identified a specific retail food/buying club	42.1	75
Total	100.0	178

Table 4.7b. Identification of Retail Food/Buying Clubs: Specific Co-ops Frequently Identified

Open-ended question: What are the names of up to four co-ops that you belong(ed) to or are aware of?

	Percent	Number of Respondents
The Berkeley Co-op	40.0	30
The Arcata Co-op	10.7	8
The Palo Alto Co-op	9.3	7
Another specific retail food store or buying club co-op*	49.3	37
Total	**	75**

Table 4.8a. Identification of Agricultural Cooperatives: Specific Products or Names vs. General Types

Open-ended question: What are the names of up to four co-ops that you belong(ed) to or are aware of?

	Percent	Number of Respondents
Identified agricultural co-ops in general	33.3	35
Identified a specific agricultural co-op	66.7	70
Total	100.0	105

Table 4.8b. Identification of Agricultural Cooperatives: Product Areas Frequently Identified

Open-ended question: What are the names of up to four co-ops that you belong(ed) to or are aware of?

	Percent	Number of Respondents
Non-citrus fruits and nuts	52.9	37
Citrus fruits	25.7	18
Grain	15.7	11
Dairy products	11.4	8
Cotton	7.1	5
Farmer's market	5.7	4
Other agricultural products	17.1	12
Total	**	70**

Table 4.8c. Identification of Agricultural Cooperatives: Specific Businesses Frequently Identified

Open-ended question: What are the names of up to four co-ops that you belong(ed) to or are aware of?

	Percent	Number of Respondents
Sunkist	18.6	13
Blue Diamond	17.1	12
Sun-Maid	8.6	6
Rice Growers	5.7	4
Sun Diamond	4.3	3
Sunsweet	2.9	2
Total	**	70**

* Less than five percent of respondents identified each specific co-op in this category.

** Percentages and number of respondents are not summed because respondents were given the opportunity to identify more than one co-op.

Table 4.9. Organizations Frequently Incorrectly Identified as Co-ops

Open-ended question: What are the names of up to four co-ops that you belong(ed) to or are aware of?

	Percent	Number of Respondents
Membership/warehouse stores (Price Club, Costco, etc.)	41.7	48
Health and other types of insurance	6.1	7
Distributorships (Amway, Avon, and Shaklee)	5.2	6
Utilities	2.6	3
Other non-co-op businesses and organizations	57.4	66
Total	*	115*

Table 4.10. Familiarity: Ability to Identify and Recognize Co-ops

	Familiarity with co-ops in general (either type)		Familiarity with agricultural co-ops		Familiarity with consumer and other co-ops	
	Percent	Number of Respondents	Percent	Number of Respondents	Percent	Number of Respondents
Able to identify	34.6	378	9.6	105	29.5	323
Recognized but unable to identify	45.7	500	49.1	537	49.1	540
No familiarity**	19.7	216	41.3	452	21.3	231
Total	100.0	1,094	100.0	1,094	100.0	1,094

Table 4.11a. Ability to Describe What a Cooperative Is

Open-ended question: Based on what you've heard, could you tell me, in a few sentences, what a cooperative is?

	Percent	Number of Respondents
Had heard of co-ops and described one or more of their characteristics	41.0	448
Had heard of co-ops, but was unable to describe them	12.0	131
Had not heard of co-ops (and therefore did not receive this question)	47.1	515
Total	100.0	1,094

Table 4.11b. Characteristics of Cooperatives Included in Description

Open-ended question: Based on what you've heard, could you tell me, in a few sentences, what a cooperative is?

	Percent	Number of Respondents
A group of people or businesses	66.2	297
Economic benefit, including direct, indirect, or implied economic gain	47.5	214
Used a specific type of co-op as an example	26.3	120
Meeting a common objective	26.3	118
Mentioned or implied membership	11.6	52
Mentioned or implied ownership	8.0	36
Additional specific information provided***	10.9	49
Total	*	448*

* Percentages and number of respondents are not summed because respondents were given the opportunity to identify more than one co-op.

** Includes respondents who had no awareness of co-ops and those who could not recognize or identify any co-ops.

*** Includes other concepts indicating a comprehensive understanding of cooperatives.

How Californians See Cooperatives

Table 4.12. Components of Co-op Knowledge Index

DIMENSIONS OF CO-OP KNOWLEDGE	Maximum number of response opportunities	Weight	Maximum possible points
1. RECOGNITION OF COOPERATIVES			
Co-op product, service, and business areas	11	1.136	12.50
Specific co-op businesses	7	1.786	12.50
Maximum possible points within dimension			25.00
2. IDENTIFICATION OF COOPERATIVES			
Before recognition list, specific co-ops	4	9.375	37.50
Before recognition list, general co-op types	4	7.500	30.00
After recognition list, specific co-ops not on list	4	7.500	30.00
After recognition list, specific co-ops on list	4	5.625	22.50
After recognition list, general co-op types	4	4.688	18.75
Organizations that aren't actually co-ops	4	-2.344	-9.38
Maximum possible points within dimension			37.50
3. DESCRIPTION OF COOPERATIVES			
Correct	4	9.375	37.50
Incorrect	1	-4.688	-4.69
Maximum possible points within dimension			37.50
MAXIMUM POSSIBLE POINTS FOR KNOWLEDGE INDEX			100.00

Table 4.13. Relative Levels of Co-op Knowledge (Grouped from Index)

	Percent	Number of Respondents
Low, 0-14 points	42.7	393
Average, 15-42 points	42.7	393
High, 43-100 points	14.7	135
Total	100.0	921

Table 4.14. Mean Scores on Co-op Knowledge Index by Co-op Membership and Demographic Characteristics*

	Co-op members**		All other respondents		All respondents who were aware of co-ops		Main effects of factors on knowledge scale F Ratio, (p)	
	Mean	N	Mean	N	Mean	N	Demographic characteristic	Co-op membership
All respondents who were aware of co-ops	36.6	144	20.1	777	22.7	921		
County Type							5.3	105.8
Mostly rural	40.3	18	20.3	130	22.7	148	(.005)	(.000)
Mixed urban/rural	32.4	19	17.3	156	19.0	175		
Mostly urban	36.7	107	21.0	491	23.8	598		
Industry of Employment							4.7	70.0
Agriculture and related industries	57.5	6	28.1	14	36.9	20	(.000)	(.000)
Construction and related industries	40.2	15	22.4	110	24.6	125		
Wholesale and retail trade	30.7	12	20.5	79	21.9	91		
Finance and related industries	32.4	11	23.2	92	24.2	103		
Service industries	35.1	13	19.8	62	22.4	75		
Professional and administrative services	41.2	52	25.2	197	28.5	249		
Educational Attainment							45.2	76.0
Less than high school	18.0	5	10.2	63	10.7	68	(.000)	(.000)
High school graduate	29.0	11	18.0	153	18.7	164		
Some college	37.8	39	19.0	282	21.3	321		
College or graduate degree	40.0	84	28.4	233	31.5	317		
Household Income							26.5	96.3
Less than \$20,000	37.2	21	14.6	145	17.4	166	(.000)	(.000)
\$20,000-\$39,999	32.4	33	18.6	165	20.9	198		
\$40,000-\$59,999	41.0	16	23.6	149	25.3	165		
\$60,000 or more	43.4	47	28.3	156	31.8	203		
Age							26.2	94.2
18 to 24	30.1	6	12.2	109	13.2	115	(.000)	(.000)
25 to 34	32.7	22	16.9	178	18.7	200		
35 to 44	42.1	49	22.7	180	26.9	229		
45 to 64	39.5	36	27.6	169	29.7	205		
65 or more	35.1	22	24.8	86	26.9	108		
Ethnic Background							22.1	86.8
Asian and Pacific Islander	25.7	6	12.7	29	14.9	35	(.000)	(.000)
Black	26.0	9	16.5	52	17.9	61		
Latino	33.6	6	12.7	126	13.7	132		
White	39.0	100	24.5	463	27.1	563		
Other	38.4	14	20.4	43	24.8	57		
Marital Status							11.3	100.3
Married	38.0	79	22.1	377	24.9	456	(.000)	(.000)
Single, previously married	33.3	35	24.6	160	26.2	195	***	
Single, never married	43.0	22	16.1	186	18.9	208		
Gender							18.0	107.4
Female	34.3	84	19.4	447	21.8	531	(.000)	(.000)
Male	42.3	56	23.7	283	26.8	339		

* Means include only respondents who were aware of co-ops.

** Includes all respondents correctly identifying themselves as previous or current members of any co-op.

*** There is a significant interaction (F ratio = 6.7, $p = .001$) between the effects of marital status and membership on knowledge. This means that the test of the main effect of marital status is not particularly useful and can be misleading.

How Californians See Cooperatives

Table 4.19a. Co-op Orientation by Selected Demographic Characteristics*

	All respondents with co-op orientation					N	p
	Co-op orientation			Total %			
	Consumer %	Agricultural %	Equal %				
All respondents with co-op orientation	59.2	26.7	14.2	100.0	818		
County Type						.00	
Mostly rural	49.2	39.8	10.9	100.0	128		
Mixed urban/rural	56.6	32.2	11.2	100.0	152		
Mostly urban	62.3	21.9	15.8	100.0	538		
Industry of Employment						.01	
Agriculture and related industries	40.0	55.0	5.0	100.0	20		
Construction and related industries	50.0	35.7	14.3	100.0	112		
Wholesale and retail trade	56.8	23.5	19.8	100.0	81		
Finance and related industries	50.0	33.3	16.7	100.0	96		
Service industries	65.1	27.0	7.9	100.0	63		
Professional and administrative services	64.2	22.3	13.5	100.0	229		
Educational Attainment						.00	
Less than high school	43.5	35.5	21.0	100.0	62		
High school graduate	52.7	39.7	7.5	100.0	146		
Some college	57.1	25.3	17.6	100.0	273		
College or graduate degree	67.2	20.5	12.3	100.0	302		
Household Income						.07	
Less than \$20,000	52.4	34.5	13.1	100.0	145		
\$20,000-\$39,999	56.9	24.3	18.8	100.0	181		
\$40,000-\$59,999	56.5	28.6	15.0	100.0	147		
\$60,000 or more	65.4	24.1	10.5	100.0	191		
Age						.09	
18 to 24	54.7	26.4	18.9	100.0	106		
25 to 34	59.6	26.4	14.0	100.0	178		
35 to 44	66.7	21.3	12.1	100.0	207		
45 to 64	57.6	28.3	14.1	100.0	184		
65 or more	48.5	38.1	13.4	100.0	97		
Ethnic Background						.01	
Asian and Pacific Islander	75.9	6.9	17.2	100.0	29		
Black	58.9	14.3	26.8	100.0	56		
Latino, English language	60.5	23.7	15.8	100.0	76		
Latino, Spanish language	45.2	40.5	14.3	100.0	42		
White	59.8	27.6	12.5	100.0	510		
Other	51.0	36.7	12.2	100.0	49		
Marital Status						.21	
Married	59.8	28.6	11.7	100.0	420		
Single, previously married	57.7	26.8	15.5	100.0	168		
Single, never married	58.4	23.2	18.4	100.0	185		
Gender						.01	
Female	61.8	23.0	15.2	100.0	474		
Male	54.0	33.3	12.6	100.0	309		

* Tables 4.15, through 4.19, are presented in the main text, and are therefore not repeated in the appendix.

Note: the symbol "p" represents the significance level of chi-square.

Table 4.19b. Co-op Orientation by Membership and Demographic Characteristics*

	Co-op members**						All other respondents						
	Co-op orientation				N	p	Co-op orientation				N	p	
	Con-sumer %	Agri-cultural %	Equal %	Total %			Con-sumer %	Agri-cultural %	Equal %	Total %			
All respondents with co-op orientation	85.0	7.1	7.9	100.0	140		53.8	30.7	15.5	100.0	678		
County Type						.35							.08
Mostly rural	76.5	17.6	5.9	100.0	17		45.0	43.2	11.7	100.0	111		
Mixed urban/rural	89.5	.0	10.5	100.0	19		51.9	36.8	11.3	100.0	133		
Mostly urban	85.6	6.7	7.7	100.0	104		56.7	25.6	17.7	100.0	434		
Industry of Employment						.41							.08
Agriculture and related industries	66.7	33.3	.0	100.0	6		28.6	64.3	7.1	100.0	14		
Construction and related industries	80.0	13.3	6.7	100.0	15		45.4	39.2	15.5	100.0	97		
Wholesale and retail trade	91.7	8.3	.0	100.0	12		50.7	26.1	23.2	100.0	69		
Finance and related industries	90.0	.0	10.0	100.0	10		45.3	37.2	17.4	100.0	86		
Service industries	91.7	8.3	.0	100.0	12		58.8	31.4	9.8	100.0	51		
Professional and administrative services	90.2	3.9	5.9	100.0	51		56.7	27.5	15.7	100.0	178		
Educational Attainment						.01							.01
Less than high school	80.0	20.0	.0	100.0	5		40.4	36.8	22.8	100.0	57		
High school graduate	77.8	22.2	.0	100.0	9		51.1	40.9	8.0	100.0	137		
Some college	82.1	.0	17.9	100.0	39		53.0	29.5	17.5	100.0	234		
College or graduate degree	89.2	7.2	3.6	100.0	83		58.9	25.6	15.5	100.0	219		
Household Income						.46							.28
Less than \$20,000	85.7	4.8	9.5	100.0	21		46.8	39.5	13.7	100.0	124		
\$20,000-\$39,999	81.8	3.0	15.2	100.0	33		51.4	29.1	19.6	100.0	148		
\$40,000-\$59,999	93.8	6.3	.0	100.0	16		51.9	31.3	16.8	100.0	131		
\$60,000 or more	87.2	8.5	4.3	100.0	47		58.3	29.2	12.5	100.0	144		
Age						.29							.13
18 to 24	66.7	.0	33.3	100.0	6		54.0	28.0	18.0	100.0	100		
25 to 34	90.9	4.5	4.5	100.0	22		55.1	29.5	15.4	100.0	156		
35 to 44	85.7	8.2	6.1	100.0	49		60.8	25.3	13.9	100.0	158		
45 to 64	88.6	2.9	8.6	100.0	35		50.3	34.2	15.4	100.0	149		
65 or more	81.0	14.3	4.8	100.0	21		39.5	44.7	15.8	100.0	76		
Ethnic Background						.04							.01
Asian and Pacific Islander	88.3	16.7	.0	100.0	6		73.9	4.3	21.7	100.0	23		
Black	100.0	.0	.0	100.0	9		51.1	17.0	31.9	100.0	47		
Latino	66.7	.0	33.3	100.0	6		54.5	31.3	14.3	100.0	112		
White	88.8	5.1	6.1	100.0	98		52.9	33.0	14.1	100.0	412		
Other	61.5	23.1	15.4	100.0	13		47.2	41.7	11.1	100.0	36		
Marital Status						.15							.18
Married	85.7	7.8	6.5	100.0	77		53.9	33.2	12.8	100.0	343		
Single, previously married	76.5	8.8	14.7	100.0	34		53.0	31.3	15.7	100.0	134		
Single, never married	100.0	.0	.0	100.0	22		52.8	26.4	20.9	100.0	163		
Gender						.35							.01
Female	86.6	4.9	8.5	100.0	82		56.6	26.8	16.6	100.0	392		
Male	83.6	10.9	5.5	100.0	55		47.6	38.2	14.2	100.0	254		

* Includes only respondents who had a co-op orientation.

** Includes all respondents correctly identifying themselves as previous or current members of any co-op.

Note: the symbol "p" represents the significance level of the F-ratio.

How Californians See Cooperatives

Table 5.1. Contrasting Terms by Co-op Membership, Knowledge, and Orientation*

Which of two terms best describes a cooperative?	All respondents %	Co-op Membership			Co-op Knowledge				Co-op Orientation			
		Members** %	All others %	p (V)	High %	Medium %	Low %	p (V)	Consumer %	Agri-cultural %	Equal %	p (V)
Less expensive	82.4	82.0	82.4	.0683	87.6	84.2	78.3	.0037	82.6	86.7	80.6	.3150
No distinction	5.1	8.6	4.4	(.09)	5.4	6.1	3.6	(.10)	5.5	2.1	6.5	(.06)
More expensive	12.5	9.4	13.2		7.0	9.7	18.1		11.9	11.3	13.0	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	799	139	660		129	380	277		419	195	108	
Sharing equally	75.4	71.1	76.3	.0160	78.1	75.7	74.5	.0006	75.3	80.2	69.8	.2036
No distinction	7.8	14.1	6.6	(.10)	12.5	9.3	3.7	(.11)	8.8	4.6	9.4	(.07)
Doing more than one's share	16.7	14.8	17.1		9.4	15.0	21.8		16.0	15.2	20.8	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	778	128	650		128	367	271		400	197	106	
Financially sound	73.1	66.4	74.5	.0464	70.4	71.2	76.8	.0001	70.7	74.3	75.2	.8400
No distinction	13.0	19.4	11.6	(.09)	20.8	15.6	5.8	(.13)	13.7	12.8	11.9	(.03)
Financially unsound	13.9	14.2	13.9		8.8	13.1	17.4		15.5	12.8	12.9	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	754	134	620		125	358	259		393	187	101	
More personal influence on decisions	70.2	75.8	69.0	.2243	74.4	71.0	66.7	.4030	72.2	68.1	68.7	.3311
No distinction	5.8	6.1	5.8	(.06)	7.0	5.6	5.9	(.05)	6.3	3.7	6.1	(.06)
Less personal influence on decisions	24.0	18.2	25.2		18.6	23.4	27.5		21.5	28.3	25.3	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	754	132	622		129	359	255		395	191	99	
User owned	65.0	73.9	63.2	.0061	79.1	66.2	56.9	.0000	69.2	64.5	55.6	.0149
No distinction	7.5	9.7	7.1	(.11)	6.0	9.2	5.6	(.14)	8.2	5.5	6.5	(.09)
Investor owned	27.5	16.4	29.8		14.9	24.6	37.5		22.6	30.1	38.0	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	786	134	652		134	370	267		416	183	108	
Higher quality product or service	64.8	67.4	64.2	.7555	68.8	62.9	64.6	.0009	61.4	67.0	69.3	.1822
No distinction	17.7	17.0	17.9	(.03)	18.4	22.3	11.8	(.11)	20.5	13.3	13.9	(.07)
Lower quality product or service	17.5	15.6	17.9		12.8	14.7	23.6		18.1	19.7	16.8	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	767	135	632		125	367	263		404	188	101	
Democratic	62.7	55.4	64.2	.0292	62.5	63.2	63.0	.0077	58.9	65.9	70.7	.2074
No distinction	9.0	14.6	7.8	(.10)	16.4	8.5	5.8	(.10)	10.0	7.8	7.1	(.07)
Socialistic	28.4	30.0	28.0		21.1	28.4	31.3		31.1	26.3	22.2	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	723	130	593		128	342	243		389	167	99	

* Percentages do not include those who responded "don't know" to an item. The distribution including these responses is presented in Appendix Table 5.1a.

** Includes all respondents correctly identifying themselves as previous or current members of any co-op.

Note: The symbol "p" represents the significance level of chi-square. An additional chi-square-based measure is also shown: the symbol "V" represents Cramer's V, which ranges from 0 (no association) to 1 (perfect association).

Table 5.1. (continued) Contrasting Terms by Co-op Membership, Knowledge, and Orientation

Which of two terms best describes a cooperative?	All respondents %	Co-op Membership			Co-op Knowledge				Co-op Orientation			
		Members %	All others %	<i>p</i> (<i>V</i>)	High %	Medium %	Low %	<i>p</i> (<i>V</i>)	Consumer %	Agricultural %	Equal %	<i>p</i> (<i>V</i>)
Lasting	61.8	58.5	62.5	.0036	56.5	61.6	65.5	.0002	57.8	63.0	71.6	.0484
No distinction	12.4	20.7	10.6	(.12)	21.4	14.1	5.7	(.12)	15.0	10.4	5.9	(.08)
Temporary	25.9	20.7	26.9		22.1	24.3	28.8		27.2	26.6	22.5	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	777	135	642		131	370	264		408	192	102	
Time saving	59.0	40.0	63.0	.0000	53.1	56.8	65.3	.0002	53.4	64.6	65.7	.0098
No distinction	12.4	23.7	10.0	(.20)	20.0	15.3	5.3	(.12)	16.4	7.8	9.5	(.10)
Time consuming	28.6	36.3	27.0		26.9	27.9	29.4		30.2	27.6	24.8	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	765	135	630		130	359	265		397	192	105	
Proven	58.2	63.2	57.1	.0651	67.7	57.8	54.4	.0137	55.0	61.3	62.7	.1781
No distinction	8.9	11.8	8.2	(.08)	8.5	10.9	6.5	(.09)	10.8	6.5	4.9	(.00)
Experimental	32.9	25.0	34.7		23.8	31.3	39.1		34.2	32.3	32.4	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	768	136	632		130	367	261		409	186	102	
Mainstream	57.7	48.4	59.6	.0177	48.1	57.1	63.3	.0343	50.3	64.6	69.0	.0013
No distinction	8.1	13.3	7.1	(.11)	13.2	7.9	6.1	(.09)	9.9	6.9	4.0	(.12)
Counterculture	34.2	38.3	33.3		38.8	35.0	30.6		39.8	28.6	27.0	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	737	128	609		129	354	245		394	175	100	
Non-profit	53.6	72.1	49.9	.0000	65.2	57.0	43.6	.0000	62.1	44.8	45.8	.0001
No distinction	7.5	7.1	7.6	(.17)	9.1	9.5	4.3	(.15)	7.6	8.0	5.6	(.13)
Profit	38.9	20.6	42.6		25.8	33.5	52.1		30.2	47.3	48.6	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	808	136	672		132	379	280		420	201	107	
Business organization	52.9	45.7	32.7	.0153	47.4	53.4	54.9	.0005	47.2	60.1	62.5	.0014
No distinction	14.6	22.1	13.0	(.10)	21.5	17.4	7.6	(.11)	17.3	11.6	5.8	(.11)
Social organization	32.6	32.1	54.4		31.1	29.2	37.5		35.5	28.3	31.7	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	804	140	664		135	380	275		422	198	104	
Private	49.2	46.7	49.8	.4566	54.9	54.0	41.0	.0007	48.8	52.6	53.3	.2399
No distinction	5.9	8.1	5.5	(.05)	8.3	5.9	4.1	(.11)	7.3	4.7	1.9	(.06)
Public	44.8	45.2	44.7		36.8	40.1	55.0		43.9	42.7	44.9	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	792	135	657		133	372	271		412	192	107	
Something you do for others	43.2	32.1	45.5	.0033	31.0	39.5	54.2	.0000	38.3	48.7	51.9	.0119
No distinction	24.3	34.3	22.2	(.12)	41.1	25.6	15.3	(.16)	28.2	22.1	15.1	(.10)
Something you do for yourself	32.5	33.6	32.3		27.9	34.9	30.5		33.5	29.2	33.0	
Total	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	
Number of cases	791	134	657		129	375	275		415	195	106	

How Californians See Cooperatives

Table 5.1a. Contrasting Terms. "Don't Know" Responses Included in the Percentage Distribution

<i>Which of two terms best describes a cooperative?</i>	All respondents %	<i>Which of two terms best describes a cooperative?</i>	All respondents %
Less expensive	79.9	Time saving	54.7
No distinction	5.0	No distinction	11.5
More expensive	12.1	Time consuming	26.6
Don't know	3.0	Don't know	7.2
Total	100.0	Total	100.0
Number of cases	824	Number of cases	824
Sharing equally	71.3	Proven	54.1
No distinction	7.4	No distinction	8.2
Doing more than one's share	15.8	Experimental	30.6
Don't know	5.5	Don't know	7.1
Total	100.0	Total	100.0
Number of cases	823	Number of cases	827
Financially sound	66.3	Mainstream	51.6
No distinction	11.8	No distinction	7.3
Financially unsound	12.6	Counterculture	30.6
Don't know	9.3	Don't know	10.6
Total	100.0	Total	100.0
Number of cases	831	Number of cases	824
More personal influence on decisions	64.3	Non-profit	51.7
No distinction	5.3	No distinction	7.3
Less personal influence on decisions	22.0	Profit	37.5
Don't know	8.4	Don't know	3.6
Total	100.0	Total	100.0
Number of cases	823	Number of cases	838
User owned	61.1	Business organization	51.1
No distinction	7.0	No distinction	14.1
Investor owned	25.8	Social organization	31.5
Don't know	6.1	Don't know	3.4
Total	100.0	Total	100.0
Number of cases	837	Number of cases	832
Higher quality product or service	60.3	Private	48.3
No distinction	16.5	No distinction	5.8
Lower quality product or service	16.3	Public	44.0
Don't know	6.9	Don't know	1.9
Total	100.0	Total	100.0
Number of cases	824	Number of cases	807
Democratic	54.8	Something you do for others	41.7
No distinction	7.9	No distinction	23.4
Socialistic	24.8	Something you do for yourself	31.3
Don't know	12.5	Don't know	3.5
Total	100.0	Total	100.0
Number of cases	826	Number of cases	820
Lasting	58.0		
No distinction	11.6		
Temporary	24.3		
Don't know	6.2		
Total	100.0		
Number of cases	828		

Table 5.2. Regression Models: Associations between Selected Respondent Characteristics and Contrasting Terms

	Less expensive distinction		More expensive		Sharing equally		Doing more than one's share		Financially sound		Financially unsound		More influence on decisions		Less influence on decisions		User-owned		No distinction		Investor owned									
	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p								
Co-op Membership *																														
Co-op members	.00	.33	.00	.20	.00	.78	.00	.16	.00	.20	.00	.55	.00	.76	.00	.84	.00	.44	-.01	.14	.00	.21	.00	.34	.00	.61	.00	.99	.00	.52
Co-op Knowledge	.00	.26	.00	.40	-.06	.05	.00	.97	.07	.05	-.02	.14	-.03	.09	.14	.00	-.03	.12	.00	.19	.09	.04	-.07	.01	.07	.01	.00	.99	-.08	.01
Agricultural Co-op Orientation	.00	.23	.00	.79	.00	.21	.00	.75	.00	.82	.00	.64	.00	.92	.00	.38	.00	.40	.00	.45	.00	.35	.00	.20	.00	.16	.00	.53	.04	.07
Percent of County in Urban Area	.00	.31	.00	.92	.00	.21	.02	.11	.00	.40	.00	.22	.00	.96	.00	.84	.00	.80	.00	.61	.00	.79	.00	.63	.00	.20	.00	.39	.00	.38
Educational Attainment *																														
High school diploma	.00	.61	.00	.60	.00	.78	.00	.95	.00	.67	.00	.86	.00	.83	.00	.67	.00	.96	.00	.18	.00	.67	.03	.10	.00	.64	.00	.57	.00	.47
Some college	.00	.69	.00	.97	.00	.66	.00	.96	.00	.83	.00	.82	.00	.45	.00	.93	.00	.24	.00	.28	.00	.89	.00	.19	.02	.13	.00	.50	-.04	.06
College degree	.00	.38	.00	.87	.00	.38	.00	.58	.00	.82	.00	.36	.00	.77	.00	.56	.00	.79	.00	.35	.00	.74	.00	.33	.05	.04	.00	.43	-.08	.01
Household Income *																														
\$20,000-39,000	.00	.54	.00	.44	.00	.23	.00	.57	.00	.59	.00	.80	.00	.64	.00	.36	.02	.13	.00	.59	.00	.72	.00	.74	.00	.23	.00	.57	.00	.35
\$40,000-59,000	.00	.53	.00	.37	.00	.92	.00	.53	.00	.18	-.03	.11	.01	.16	-.05	.06	.00	.93	.00	.18	-.11	.02	.00	.96	.07	.01	.00	.61	-.06	.02
\$60,000 or more	.00	.69	.00	.79	.00	.53	.00	.77	.00	.58	.00	.55	.00	.47	-.04	.10	.00	.49	.00	.75	.00	.28	.00	.35	.05	.05	.00	.54	-.03	.09
Age	.00	.48	.00	.26	.00	.96	-.03	.10	.09	.02	.00	.78	.00	.72	.00	.72	.00	.99	-.07	.02	.00	.43	.06	.03	-.06	.02	.13	.00	.00	.41
Ethnicity *																														
Asian	.00	.77	.00	.75	.00	.43	-.08	.01	.00	.32	.08	.01	-.07	.02	.00	.76	.08	.01	-.03	.09	.05	.10	.00	.31	-.05	.03	.00	.54	.08	.01
Black	-.06	.04	.00	.96	.07	.03	-.08	.01	.00	.28	.12	.00	.00	.65	.00	.48	.00	.91	.00	.52	.00	.67	.00	.97	-.12	.00	.00	.47	.14	.00
Latino	.00	.62	.00	.82	.00	.72	.00	.83	.00	.91	.00	.70	.00	.21	.00	.32	.07	.02	.00	.73	.00	.79	.00	.79	-.12	.00	.00	.93	.13	.00
Language *																														
Spanish	.00	.29	.00	.35	.00	.52	-.03	.11	.00	.35	.00	.24	.00	.53	.00	.95	.00	.49	.00	.66	.07	.07	.00	.33	.06	.02	.00	.48	-.08	.00
Marital Status *																														
Married	.00	.37	.00	.48	-.01	.16	.00	.94	.00	.72	.00	.98	.00	.79	.00	.35	.00	.72	.00	.89	.00	.25	.00	.46	.00	.39	.00	.41	.00	.75
Previously married	.00	.31	.00	.92	.00	.30	.00	.27	.00	.50	.00	.63	.00	.66	.02	.14	.00	.45	.00	.91	.00	.68	.00	.69	.00	.23	.00	.31	.00	.56
Gender *																														
Male	.00	.99	.00	.42	.00	.58	.00	.39	-.04	.10	.00	.92	.00	.55	.00	.44	.00	.99	.00	.41	.00	.97	.00	.36	.00	.20	.00	.81	.00	.22

Note: These models are based on logistic regression analysis. The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model. The symbol "p" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "*" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 5.2. (continued) Regression Models: Associations between Selected Respondent Characteristics and Contrasting Terms

	Higher quality product/service distinction		Lower quality product/service		Democratic distinction		Socialistic distinction		Lasting distinction		Temporary distinction		Time saving distinction		No distinction		Time consuming distinction		Proven distinction		No distinction		Experiential distinction	
	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P
Co-op Membership*																								
Co-op members	-.01	.15	-.05	.05	.00	.79	.00	.24	-.03	.13	.00	.76	.00	.58	.00	.54	.00	.27	.09	.00	.00	.18	-.06	.03
Co-op Knowledge	.00	.21	.00	.29	-.09	.01	.00	.58	.00	.18	.00	.85	.00	.44	.11	.00	.00	.19	.00	.16	.03	.11	.00	.69
Agricultural Co-op Orientation	.02	.12	-.06	.04	.00	.96	.01	.15	.00	.49	.00	.21	.00	.18	.00	.77	.00	.23	.03	.10	-.07	.04	.00	.68
Percent of County in Urban Area	-.05	.03	.03	.10	.00	.30	.00	.25	.00	.97	.00	.16	.00	.24	.00	.75	.00	.22	.00	.23	.00	.95	.00	.20
Educational Attainment*																								
High school diploma	.00	.28	.00	.16	.00	.97	.00	.26	.00	.53	.00	.36	.00	.92	.00	.66	.00	.81	.00	.89	.00	.56	.00	.56
Some college	.00	.93	.00	.96	.00	.90	.05	.04	-.05	.09	.00	.19	.00	.89	.00	.27	.00	.52	.00	.50	.00	.61	.00	.26
College degree	-.02	.12	.02	.13	.00	.70	.00	.34	.00	.28	.00	.63	.00	.43	.04	.09	.00	.66	.00	.66	.00	.31	.00	.73
Household Income*																								
\$20,000-\$9,000	.00	.53	.00	.46	.00	.91	.00	.94	.00	.83	.00	.83	.00	.98	.00	.36	.00	.44	.00	.33	.00	.42	.00	.60
\$40,000-\$9,000	.00	.79	.00	.31	.00	.23	.00	.57	.00	.31	.00	.32	.00	.19	.00	.29	.00	.62	.00	.90	.00	.42	.00	.83
\$60,000 or more	.00	.65	.02	.12	.00	.32	.00	.41	.00	.22	-.01	.14	.00	.67	.00	.39	.00	.21	.00	.26	.05	.07	.00	.98
Age	-.04	.05	.00	.26	.01	.15	.09	.00	.09	.02	-.16	.00	.00	.31	.08	.02	.00	.48	-.01	.15	.14	.00	.00	.34
Ethnicity*																								
Asian	.00	.18	-.05	.06	.00	.72	.00	.84	.00	.86	.00	.73	.00	.20	.00	.69	.03	.09	.00	.43	.00	.45	.00	.78
Black	.00	.79	-.04	.09	.05	.05	.00	.16	.00	.31	.05	.04	.00	.40	.00	.44	.00	.62	.00	.87	.00	.18	.00	.43
Latino	.00	.87	.00	.25	.00	.20	.00	.47	.00	.44	.00	.84	.00	.54	.00	.47	.00	.31	.00	.37	.00	.17	.00	.89
Language*																								
Spanish	.00	.52	.06	.04	.00	.30	.00	.60	.00	.30	.00	.94	.00	.17	.04	.09	.00	.68	-.11	.00	.00	.69	.10	.00
Marital Status*																								
Married	.00	.45	.00	.56	.00	.71	.00	.34	.00	.49	.04	.07	-.01	.15	.00	.25	.00	.22	.00	.25	.00	.80	.00	.28
Previously married	.00	.28	.00	.84	-.02	.13	.00	.20	.00	.18	.00	.71	.00	.54	.03	.12	.00	.85	.02	.13	.00	.76	-.02	.12
Gender*																								
Male	-.01	.15	.00	.40	.00	.37	.00	.23	.00	.96	.00	.18	.00	.97	-.08	.02	.04	.08	.00	.73	.00	.16	.00	.43

Note: These models are based on logistic regression analysis. The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model. The symbol "P" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "**" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members, those with less than a high school education, those with household incomes of less than \$20,000, whites; respondents interviewed in English; single respondents; and females.

Table 5.2. (continued) Regression Models: Associations between Selected Respondent Characteristics and Contrasting Terms

	Mainstream distinction			Counter-culture			Non-profit distinction			Business organization			Social organization			Private distinction			Public distinction			Something for others			No distinction			Something for yourself				
	R	P	R	R	P	R	R	P	R	R	P	R	R	P	R	R	P	R	R	P	R	R	P	R	R	P	R	R	P	R		
Co-op Membership *																																
Co-op members	.00	.93	.00	.53	.00	.80	.00	.02	.00	.33	.04	.06	.00	.72	.00	.68	.00	.90	.03	.09	.00	.54	-.01	.15	.00	.99	.00	.57	.00	.66		
Co-op Knowledge	-.03	.08	.08	.03	.00	.53	.00	.27	.04	.10	-.05	.04	.00	.20	.07	.02	.00	.67	.02	.11	.07	.07	-.06	.01	-.08	.00	.15	.00	.00	.17		
Agricultural Co-op Orientation	.11	.00	.00	.85	-.11	.00	-.08	.00	.00	.18	.05	.03	.07	.01	.00	.84	-.07	.01	.00	.48	.00	.49	.00	.66	.00	.19	.00	.32	.00	.66		
Percent of County in Urban Area	.00	.19	.00	.35	.00	.41	.00	.94	.00	.22	.00	.54	.00	.89	.00	.72	.00	.70	.00	.20	.00	.94	.00	.18	.00	.62	.00	.28	.00	.67		
Educational Attainment *																																
High school diploma	.00	.40	.00	.83	.00	.30	.00	.98	.00	.51	.00	.74	.00	.43	.00	.16	.00	.84	.00	.85	.02	.14	.00	.65	.00	.51	.00	.97	.00	.47		
Some college	.00	.33	.00	.35	-.02	.13	.00	.26	.00	.85	.00	.33	.00	.33	.00	.27	.00	.80	.00	.17	.04	.11	.00	.53	.00	.16	.00	.40	.00	.47		
College degree	.00	.82	.00	.21	.00	.32	.08	.00	.00	.38	-.07	.01	-.03	.08	.05	.07	.00	.71	.00	.94	.00	.26	.00	.71	.00	.03	.07	.40	.00	.28		
Household Income *																																
\$20,000-39,000	.00	.79	.00	.22	.00	.63	.00	.76	.00	.89	.00	.75	.00	.28	.00	.90	.00	.25	.00	.62	.00	.49	.00	.88	.00	.62	.00	.50	.00	.94		
\$40,000-59,000	.00	.68	.00	.30	.00	.29	.00	.57	.00	.53	.00	.88	.05	.03	.00	.35	-.02	.13	.04	.06	.00	.90	-.04	.05	-.05	.04	.00	.16	.10	.00		
\$60,000 or more	.00	.16	.00	.16	.06	.02	.02	.13	.00	.70	.00	.20	.05	.03	.00	.61	-.04	.07	.03	.08	.00	.81	-.04	.07	.00	.23	-.01	.14	.07	.01		
Age	.07	.01	.00	.29	-.09	.00	.00	.55	.00	.17	-.01	.15	.04	.07	.07	.03	-.11	.00	.00	.19	.00	.23	-.03	.07	.00	.37	.00	.46	.00	.75		
Ethnicity *																																
Asian	.06	.03	.00	.73	-.06	.02	.00	.48	.00	.75	.00	.36	.00	.47	.00	.36	.00	.18	.00	.18	.00	.68	.02	.11	.00	.16	.00	.22	.00	.77		
Black	.00	.28	.00	.76	.00	.17	.00	.34	.00	.63	.00	.95	.00	.78	.00	.75	.00	.61	.00	.52	.07	.06	-.02	.12	.00	.20	-.01	.14	.00	.96		
Latino	.00	.56	.00	.34	.00	.27	.00	.25	.00	.68	.00	.35	-.03	.09	.00	.82	.02	.12	.00	.18	.07	.06	.00	.60	.15	.00	-.09	.00	.00	.00		
Language *																																
Spanish	.00	.25	.00	.68	.00	.16	-.03	.10	.00	.31	.05	.04	.02	.13	.00	.71	.00	.17	.00	.71	.00	.44	.00	.81	-.10	.00	.00	.34	.09	.00		
Marital Status *																																
Married	.06	.02	.00	.27	-.09	.00	-.03	.09	.08	.03	.00	.47	.00	.60	.00	.52	.00	.45	.00	.20	.08	.05	.00	.64	.00	.81	.00	.32	.00	.31		
Previously married	.00	.58	.03	.12	.00	.87	.00	.54	.04	.10	.00	.94	.00	.80	.00	.97	.00	.92	.00	.30	.04	.11	.00	.68	.00	.84	.00	.83	.00	.84		
Gender *																																
Male	.00	.27	.00	.21	.00	.63	.00	.34	.00	.25	.02	.11	.00	.46	-.05	.05	.00	.49	.00	.74	.00	.24	.00	.85	.04	.06	-.07	.02	.00	.82		

Note: These models are based on logistic regression analysis. The symbol "R" represents the *R* statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. *R* can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If *R* is negative, the opposite is true. Small values for *R* indicate that the variable has a small partial contribution to the model. The symbol "P" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "*" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

How Californians See Cooperatives

Table 5.3. Identification of Ways Co-ops Affect the Community

Open-ended questions: Can you think of one or two ways that co-ops make your community a worse place to live?

Can you think of one or two ways that co-ops make your community a better place to live?

	Co-op members* %	All others %	All respondents %
Identified aspects of community influenced by co-ops	79.2	58.7	61.9
Did not identify aspects of community influenced by co-ops	20.8	41.3	38.1
Total	100.0	100.0	100.0
Number of cases	144	777	921
Identified ways co-ops make their community better	71.9	78.3	77.0
Identified ways co-ops make their community both better and worse	26.3	18.0	19.7
Identified ways co-ops make their community worse	1.8	3.7	3.3
Total	100.0	100.0	100.0
Number of cases	114	456	570

Table 5.5. Perceived Impact of Cooperatives on Community Life **

Do you think co-ops have a negative, positive, or no effect on these aspects of your community?	Social life		Politics		Jobs		Increase consumer choices		Availability of goods and services		Prices of goods and services	
	%	N	%	N	%	N	%	N	%	N	%	N
	Positive	36.2	273	32.1	242	21.8	165	14.9	112	14.8	112	11.7
No effect	45.0	340	34.8	263	64.8	535	71.0	535	76.6	578	75.5	570
Negative	9.3	70	19.9	150	4.2	53	7.0	53	2.6	20	4.8	36
Don't know	9.5	72	13.2	100	9.1	54	7.2	54	6.0	45	8.1	61
Total	100.0	755	100.0	755	100.0	756	100.0	754	100.0	755	100.0	755

* Includes all respondents correctly identifying themselves as previous or current members of any co-op.

** Table 5.4. is presented in the main report, and is therefore not repeated in the appendix.

Table 5.6. Regression Models: Associations between Selected Respondent Characteristics and Perceived Impact of Co-ops on Aspects of Community Life

	Prices of Goods and Services						Availability of Goods and Services						Increase Consumer Choices						
	Positive		No effect		Negative		Positive		No effect		Negative		Positive		No effect		Negative		
	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	
Co-op Membership *																			
Co-op members	.00	.18	.00	.64	.16	.00	.00	.39	.00	.68	.00	.32	.00	.47	.00	.90	.00	.41	
Co-op Knowledge	.09	.01	.00	.40	-.11	.02	.06	.04	-.03	.10	.00	.52	.07	.03	.00	.21	.00	.33	
Agricultural Co-op Orientation	.00	.76	.00	.31	.08	.05	.00	1.00	.00	.50	.00	.21	.00	.70	.00	.81	.00	.97	
Percent of County in Urban Area	-.03	.11	.01	.15	.00	.78	.04	.09	.00	.31	.00	.25	.00	.74	.00	.81	.00	.42	
Educational Attainment *																			
High school diploma	.00	.49	.00	.77	.00	.56	.00	.46	-.10	.00	.11	.04	.00	.98	.00	.55	.00	.41	
Some college	.00	.87	.00	.91	.00	.61	.00	.48	-.08	.02	.00	.25	.00	.82	.00	.93	.00	.98	
College degree	.00	.69	.00	.73	.00	.83	.00	.47	-.08	.01	.00	.31	.00	.72	.00	.52	.00	.72	
Household Income *																			
\$20,000-\$9,000	.00	.95	.00	.81	.00	.70	.00	.31	.00	.38	.00	.81	.00	.42	.00	.72	.00	.64	
\$40,000-\$9,000	.00	.49	.00	.38	.00	.50	.00	.94	.00	.91	.00	.79	.00	.41	.00	.59	.00	.05	
\$60,000 or more	.00	.47	.00	.54	.00	.96	.00	.81	.00	.92	.00	.59	.00	.20	.00	.25	.00	.86	
Age	.00	.97	.00	.56	.00	.36	.00	.80	.00	.50	.00	.25	.00	.67	.00	.71	.00	.24	
Ethnicity *																			
Asian	.03	.11	-.02	.14	.00	.85	.03	.11	-.01	.15	.00	.82	.00	.89	.00	.74	.00	.76	
Black	.05	.06	-.04	.07	.00	.81	.00	.62	.00	.65	.00	.96	.00	.61	.00	.72	.00	.95	
Latino	.00	.66	.00	.78	.00	.30	.00	.28	.00	.86	.04	.13	.00	.31	.00	.71	.00	.44	
Language *																			
Spanish	.00	.90	.00	.64	.00	.59	.00	.31	-.04	.07	.00	.25	.00	.95	.00	.47	.00	.55	
Marital Status *																			
Married	.00	.47	.00	.34	.00	.57	.00	.54	.00	.73	.00	.65	.00	.87	.00	.53	.00	.23	
Previously married	.00	.68	.00	.92	.00	.53	.04	.08	-.04	.09	.00	.89	.00	.85	.00	.76	.00	.84	
Gender *																			
Male	.00	.31	.00	.63	.00	.60	.06	.04	-.04	.09	.00	.91	.03	.12	-.06	.03	.00	.18	

Note: These models are based on logistic regression analysis. The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model. The symbol "p" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "*" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 5.6. (continued) Regression Models: Associations between Selected Respondent Characteristics and Perceived Impact of Co-ops on Aspects of Community Life

	Jobs						Social Life						Politics						
	Positive		No effect		Negative		Positive		No effect		Negative		Positive		No effect		Negative		
	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	
Co-op Membership *																			
Co-op members	.00	.36	.00	.67	.00	.34	.00	.16	.00	.32	.10	.00	-.09	.00	.06	.02	.00	.36	
Co-op Knowledge	.00	.32	.00	.65	.00	.34	.00	.59	.06	.02	-.12	.00	.00	.50	.00	.76	-.03	.12	
Agricultural Co-op Orientation	.00	.59	.00	.33	.00	.38	.00	.98	.00	.54	.00	.44	.00	.77	.00	.72	.00	.88	
Percent of County in Urban Area	.06	.04	-.06	.02	.00	.54	.00	.82	.00	.35	.00	.16	.00	.94	.00	.36	.00	.16	
Educational Attainment *																			
High school diploma	.07	.01	-.05	.04	.00	.82	.00	.48	.00	.53	.00	.16	.00	.63	.00	.56	.00	.95	
Some college	.07	.02	-.01	.15	.00	.18	.00	.43	.00	.93	.00	.44	.00	.34	.00	.23	.00	.88	
College degree	.08	.01	-.03	.10	-.03	.14	.00	.49	.00	.57	.00	.93	.00	.47	.01	.15	.00	.24	
Household Income *																			
\$20,000-39,000	.00	1.00	.00	.90	.00	.75	.00	.72	.00	.23	.00	.32	.00	.41	.00	.33	.00	.73	
\$40,000-59,000	.00	.94	.00	.78	.00	.66	.07	.01	-.05	.03	.00	.63	.00	.41	.00	.59	.00	.70	
\$60,000 or more	.02	.13	.00	.20	.00	.74	.08	.01	-.07	.01	.00	.80	.05	.04	-.04	.07	.00	.74	
Age	.00	.22	-.04	.08	.00	.27	-.04	.06	.00	.26	.00	.36	-.04	.07	.00	.60	.06	.05	
Ethnicity *																			
Asian	.00	.72	.00	.85	.00	.70	.00	.34	.02	.14	.00	.51	.00	.83	.00	.75	.00	.67	
Black	.00	.28	.00	.69	.00	.22	.00	.42	.00	.40	.00	.91	.00	.84	.00	.49	.00	.13	
Latino	.00	.70	.00	.63	.00	.79	-.11	.00	.05	.05	.04	.07	-.09	.00	.07	.01	.00	.44	
Language *																			
Spanish	.00	.38	.00	.58	.00	.84	.00	.83	.00	.79	.00	1.00	.00	.82	.00	.86	.00	.64	
Marital Status *																			
Married	.00	.56	.00	.34	.00	.38	.00	.25	-.02	.14	.00	.63	.00	.91	.00	.32	.04	.10	
Previously married	.00	.45	.00	.38	.00	.66	.00	.22	.00	.37	.00	.74	.00	.63	.00	.22	.00	.17	
Gender *																			
Male	.00	.24	-.05	.04	.09	.05	.00	.70	.00	.65	.00	.29	.10	.00	-.09	.00	.00	.97	

Note: These models are based on logistic regression analysis. The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model. The symbol "p" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "*" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 5.7. Mean Importance Rating of Reasons for Joining a Cooperative

	Importance rating of possible reasons for joining a cooperative (on a scale of 1 to 5, with 1 being least important and 5 being most important)										
	Co-op members [*]			All others				<i>p</i>	All respondents who were aware of cooperatives		
	<i>How important was reason for you in deciding to join a cooperative?</i>			<i>How important do you think reason might be in someone's decision to join a cooperative</i>					Mean	<i>s</i>	<i>N</i>
	Mean	<i>s</i> ^{**}	<i>N</i>	Mean	<i>s</i>	<i>N</i>	Mean	<i>s</i>			
To get a service or product less expensively	4.1	1.1	134	4.3	1.1	631	.0905	4.3	1.1	765	
To pool resources for mutual benefit	4.1	1.1	134	4.0	1.1	627	.5843	4.1	1.1	761	
To get goods or services not available elsewhere	3.9	1.4	134	3.9	1.3	632	.9017	3.9	1.3	766	
To gain a sense of community	3.8	1.3	134	3.9	1.3	629	.5148	3.9	1.3	763	
To achieve fair business practices	3.7	1.4	134	3.9	1.2	631	.0859	3.8	1.3	765	
To create a more equitable economic system	3.6	1.4	134	3.9	1.3	630	.0098	3.8	1.3	764	
To have a say in how a particular product or service is provided	3.6	1.3	134	3.8	1.2	628	.0660	3.8	1.2	762	
To gain increased economic power	3.4	1.5	134	3.5	1.4	631	.4285	3.5	1.4	765	
To have more power in interaction with larger institutions	3.3	1.4	134	3.5	1.3	628	.0417	3.5	1.3	762	
As a lifestyle choice	3.1	1.4	134	2.9	1.3	631	.0898	2.9	1.4	765	
To make a political statement	2.6	1.6	134	2.7	1.4	628	.4123	2.7	1.5	762	
To gain increased political power	2.4	1.5	134	2.7	1.4	627	.1128	2.6	1.4	761	

^{*} Includes all respondents correctly identifying themselves as previous or current members of any co-op.

^{**} The symbol "s" represents the sample standard deviation.

Table 5.8. Regression Models: Associations between Selected Respondent Characteristics and Importance Ratings of Possible Reasons for Joining a Co-op

	To get a service or product less expensively	To pool resources for mutual benefit	To get goods or services not available elsewhere	To gain a sense of community	To achieve fair business practices	To create a more equitable economic system	To have a say in how a particular product or service is provided	To gain increased economic power	To have more power in interaction with larger institutions	As a lifestyle choice	To make a political statement	To gain increased political power												
	b*	b*	b*	b*	b*	b*	b*	b*	b*	b*	b*	b*												
	p	p	p	p	p	p	p	p	p	p	p	p												
Co-op Membership*																								
Co-op members	-.06	.11	-.06	.13	-.01	.76	.00	.96	-.04	.32	-.04	.27	-.07	.09	-.01	.81	-.04	.27	.07	.09	-.03	.52	-.08	.06
Co-op Knowledge	.05	.23	.20	.00	.08	.08	.05	.29	.04	.35	.00	.93	.11	.01	.11	.01	.02	.73	.00	.93	.04	.38	.09	.04
Agricultural Co-op Orientation	.01	.84	.01	.79	.03	.48	.03	.37	.04	.35	.02	.52	-.03	.44	.10	.01	.08	.05	-.01	.80	-.04	.36	-.02	.55
Percent of County in Urban Area	-.02	.65	-.02	.54	-.08	.03	-.01	.80	-.06	.11	-.04	.23	.04	.31	.00	.98	.08	.04	.02	.68	.00	.97	.04	.25
Educational Attainment*																								
High school diploma	-.11	.11	-.07	.35	.01	.84	-.05	.43	-.01	.92	-.05	.44	-.04	.55	.02	.73	.06	.43	.14	.05	.03	.66	-.10	.15
Some college	-.13	.15	-.02	.80	.07	.42	-.07	.42	.07	.39	-.02	.78	-.01	.95	.08	.40	.06	.53	.12	.15	-.07	.43	-.19	.04
College degree	-.18	.05	-.02	.84	.07	.42	-.14	.11	-.01	.94	-.14	.11	-.12	.18	.02	.80	-.02	.81	.15	.09	-.05	.58	-.15	.11
Household Income*																								
\$20,000-\$9,000	.04	.32	.12	.01	.06	.17	.06	.14	.06	.14	.04	.33	.04	.37	.05	.30	.10	.02	.04	.31	.08	.06	.08	.06
\$40,000-\$9,000	.08	.07	.06	.17	.04	.39	.04	.41	-.03	.49	.00	.97	.03	.52	.08	.06	.10	.02	-.06	.14	-.01	.84	-.03	.50
\$60,000 or more	.01	.86	.04	.37	.01	.82	-.03	.51	-.06	.23	-.05	.25	-.10	.03	-.01	.84	.04	.41	-.13	.01	-.07	.13	-.06	.18
Age	-.09	.04	-.10	.02	-.08	.05	-.17	.00	-.18	.00	-.12	.00	-.09	.03	-.08	.07	-.06	.18	-.07	.08	.01	.84	-.01	.89
Ethnicity*																								
Asian	-.01	.81	.01	.81	-.03	.37	.08	.04	.00	.92	.02	.64	-.02	.68	.01	.70	.06	.14	.05	.18	.09	.02	.03	.43
Black	-.01	.87	-.06	.11	.06	.09	.03	.39	.05	.21	.03	.49	.03	.40	.06	.09	-.01	.83	.01	.75	.06	.10	.06	.12
Latino	.03	.98	-.02	.71	.06	.23	.11	.02	.01	.84	.11	.01	.03	.52	.06	.16	.11	.02	.12	.01	.21	.00	.12	.01
Language*																								
Spanish	-.12	.02	-.12	.02	-.08	.12	-.11	.04	-.09	.08	-.13	.01	-.09	.07	.02	.76	-.06	.28	-.07	.14	-.20	.00	-.12	.02
Marital Status*																								
Married	.02	.70	.04	.38	.01	.89	.04	.38	-.03	.52	-.03	.47	.11	.03	.00	.92	.05	.27	.07	.17	.06	.25	.04	.45
Previously married	.08	.10	.12	.02	.07	.17	.10	.05	.07	.13	.07	.18	.05	.29	.02	.63	.11	.02	.06	.20	.05	.28	.02	.73
Gender*																								
Male	-.09	.02	-.05	.16	-.16	.00	-.17	.00	-.08	.03	-.12	.00	-.12	.00	-.05	.17	-.03	.37	-.12	.00	-.03	.48	.01	.73

Note: These models are based on linear regression analysis. The symbol "b*" represents standardized partial slopes, called beta weights. They show the amount of change in the standardized scores of the dependent variables for a one-unit change in the standardized scores of the independent variable, while controlling for the effects of the other independents. The symbol "p" represents the significance level of the t value for b*. The symbol "*" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 6.1. Co-op Membership Status

	Percent	Number of cases
Knowing members (current and previous)	13.2	144
Unknowing members (current only)	26.1	286
Non-members	60.7	664
Total	100.0	1,094

Table 6.2. Regression Model: Associations between Unknowing Co-op Membership and Selected Respondent Characteristics

	Unknowing Membership	
	R	p
County Type *		
Rural	.00	.46
Urban	.00	.55
Educational Attainment *		
High school diploma	.00	.72
Some college	.01	.14
College degree	.00	.32
Household Income *		
\$20,000-39,000	.04	.07
\$40,000-59,000	.14	.00
\$60,000 or more	.03	.08
Age	-.06	.02
Ethnicity *		
Asian	.00	.24
Black	.00	.16
Latino	.00	.19
Language *		
Spanish	-.09	.00
Marital Status *		
Married	.00	.13
Previously married	.06	.02
Gender *		
Male	.00	.53

Note: This model is based on logistic regression analysis.

The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model.

The symbol "p" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution.

The symbol "*" is used to note dummy, or indicator, variables. The constant includes the variable values not in table: respondents living in mixed urban/rural counties; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 6.3. Levels of Co-op Knowledge by Co-op Membership Status

	Co-op Membership Status					
	Knowing members		Unknowing members		Non-members	
	Percent	Number of cases	Percent	Number of cases	Percent	Number of cases
High knowledge	37.3	53	13.4	34	9.8	48
Average knowledge	47.9	68	46.6	118	42.2	207
Low knowledge	14.8	21	39.9	101	48.0	235
Total	100.0	142	100.0	253	100.0	490

Table 6.4. Co-op Orientation by Co-op Membership Status

	Co-op Membership Status					
	Knowing members		Unknowing members		Non-members	
	Percent	Number of cases	Percent	Number of cases	Percent	Number of cases
Consumer co-ops	85.0	119	56.2	127	52.7	238
Agricultural co-ops	7.1	10	28.8	65	31.6	143
Equally toward both types	7.9	11	15.0	34	15.7	71
Total	100.0	140	100.0	226	100.0	452

Table 6.5. Regression Models: Associations between Unknowning Co-op Membership and Contrasting Terms (Controlling for Selected Respondent Characteristics)

	Less expensive distinction		More expensive		Doing more than one's share		Sharing equally		No distinction		Financially sound		No distinction		Financially unsound		More personal influence on decisions		No distinction		Less personal influence on decisions		User-owned		No distinction		Investor owned											
	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p								
Co-op Membership *																																						
Unknowning member	.03	.11	.00	.52	-.07	.03	.00	.29	.00	.79	.00	.36	.00	.41	.00	.26	-.06	.04	.00	.34	.00	.51	.00	.47	.00	.65	.00	.46	.00	.91	.00	.73	.00	.81	.00	.56		
Knowing member	.00	.66	.02	.15	.00	.73	.00	.32	.00	.28	.00	.79	.00	.99	.00	.81	.00	.95	.03	.09	.00	.16	.00	.26	.00	.73	.00	.81	.00	.56	.00	.73	.00	.81	.00	.56		
Co-op Knowledge	.00	.25	.00	.40	-.06	.04	.00	1.00	.06	.06	-.01	.15	-.04	.08	.14	.00	-.03	.12	.00	.20	.08	.04	-.07	.02	.07	.01	.00	.97	-.08	.01	.00	.20	.00	.47	.03	.08		
Agricultural Co-op Orientation	.00	.20	.00	.72	.00	.18	.00	.77	.00	.81	.00	.66	.00	.87	.00	.41	.00	.36	.00	.49	.00	.36	.00	.22	.00	.20	.00	.47	.03	.08	.00	.20	.00	.47	.03	.08		
County Type *																																						
Rural	.00	.26	.00	.91	.00	.16	.00	.17	.03	.12	.00	.63	.00	.52	.00	.71	.00	.65	.00	.75	.00	.56	.00	.51	.00	.39	.00	.98	.00	.38	.00	.67	.00	1.00	.00	.68		
Urban	.00	.85	.00	.46	.00	.47	.00	.78	.00	.41	.00	.86	.00	.40	.00	.24	.00	.90	.00	.80	.00	.34	.00	.84	.00	.67	.00	1.00	.00	.68	.00	.67	.00	1.00	.00	.68		
Educational Attainment *																																						
High school diploma	.00	.64	.00	.57	.00	.82	.00	.91	.00	.62	.00	.87	.00	.83	.00	.73	.00	.98	.00	.20	.00	.63	.03	.11	.00	.61	.00	.59	.00	.45	.00	.23	.00	.56	.00	.35		
Some college	.00	.71	.00	.95	.00	.66	.00	.95	.00	.84	.00	.83	.00	.47	.00	.91	.00	.24	.00	.29	.00	.84	.00	.19	.02	.12	.00	.52	-.04	.06	.00	.23	.00	.56	.00	.35		
College degree	.00	.40	.00	.95	.00	.37	.00	.56	.00	.84	.00	.36	.00	.71	.00	.51	.00	.79	.00	.37	.00	.81	.00	.34	.05	.04	.00	.43	-.07	.01	.00	.23	.00	.56	.00	.35		
Household Income *																																						
\$20,000-39,000	.00	.42	.00	.44	.01	.15	.00	.51	.00	.59	.00	.74	.00	.59	.00	.34	.03	.11	.00	.63	.00	.72	.00	.77	.00	.23	.00	.56	.00	.35	.00	.23	.00	.56	.00	.35		
\$40,000-59,000	.00	.75	.00	.33	.00	.78	.00	.68	.00	.16	.00	.16	.00	.21	-.06	.04	.00	.67	.00	.25	-.10	.02	.00	.94	.07	.01	.00	.53	-.06	.02	.00	.23	.00	.56	.00	.35		
\$60,000 or more	.00	.57	.00	.81	.00	.40	.00	.84	.00	.53	.00	.59	.00	.49	-.04	.09	.00	.41	.00	.71	.00	.32	.00	.34	.05	.05	.00	.58	-.03	.09	.00	.23	.00	.56	.00	.35		
Age	.00	.55	.00	.23	.00	.94	.00	-.02	.13	.09	.02	.00	.83	.00	.76	.00	.65	.00	.92	.00	.06	.02	.00	.47	.06	.03	.00	.23	.00	.56	.00	.35	.00	.23	.00	.56	.00	.35
Ethnicity *																																						
Asian	.00	.72	.00	.75	.00	.39	.00	-.08	.01	.00	.31	.08	.01	.00	.07	.02	.00	.75	.09	.01	.00	.08	.05	.10	.00	.28	.00	.23	.00	.56	.00	.35	.00	.23	.00	.56	.00	.35
Black	.00	.06	.03	.00	.94	.07	.03	.00	-.08	.01	.00	.28	.12	.00	.00	.57	.00	.49	.00	1.00	.00	.55	.00	.67	.00	.94	.00	.23	.00	.56	.00	.35	.00	.23	.00	.56	.00	.35
Latino	.00	.58	.00	.84	.00	.68	.00	.86	.00	.82	.00	.72	.00	.21	.00	.32	.07	.02	.00	.70	.00	.75	.00	.77	.00	.23	.00	.56	.00	.35	.00	.23	.00	.56	.00	.35		
Language *																																						
Spanish	.00	.35	.00	.29	.00	.68	.00	-.01	.14	.00	.38	.00	.29	.00	.52	.00	.96	.00	.39	.00	.73	.05	.09	.00	.31	.00	.23	.00	.56	.00	.35	.00	.23	.00	.56	.00	.35	
Marital Status *																																						
Married	.00	.57	.00	.59	.00	.38	.00	.73	.00	.63	.00	.82	.00	.77	.00	.50	.00	.99	.00	.78	.00	.34	.00	.44	.00	.23	.00	.56	.00	.35	.00	.23	.00	.56	.00	.35		
Previously married	.00	.40	.00	.99	.00	.46	.00	.34	.00	.55	.00	.69	.00	.67	.00	.18	.00	.57	.00	.86	.00	.73	.00	.68	.00	.23	.00	.56	.00	.35	.00	.23	.00	.56	.00	.35		
Gender *																																						
Male	.00	.97	.00	.42	.00	.61	.00	.38	-.04	.10	.00	.93	.00	.55	.00	.49	.00	.99	.00	.41	.00	1.00	.00	.37	.00	.23	.00	.56	.00	.35	.00	.23	.00	.56	.00	.35		

Note: These models are based on logistic regression analysis. The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model. The symbol "p" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "*" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 6.5. (continued) Regression Models: Associations between Unknown Membership and Contrasting Terms (Controlling for Selected Respondent Characteristics)

	Higher quality		No distinction		Lower quality		Demo- cratic		No distinction		Socialistic		Lasting		No distinction		Time saving		No distinction		Time con- suming		Proven		No distinction		Experi- mental				
	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P	R	P			
Co-op Membership *																															
Unknown member	.00	.53	.00	.31	.00	.99	.08	.00	.00	.72	-.08	.01	.00	.36	.00	.76	.00	.21	.00	.49	.00	.16	.00	.71	.00	.21	.00	.41	.00	.43	
Knowing member	.00	.25	-.02	.13	.00	.79	.00	.87	.00	.18	.00	.54	.00	.82	.00	.65	.00	.50	-.07	.01	.00	.51	.06	.03	.03	.09	.00	.82	-.03	.10	
Co-op Knowledge	.00	.25	.00	.31	-.08	.01	.00	.47	.00	.16	.00	.96	.00	.46	.11	.00	.00	.17	.00	.17	.02	.13	.00	.66	.03	.10	.00	.82	-.04	.08	
Agricultural Co-op Orientation	.02	.12	-.06	.04	.00	.96	.03	.09	.00	.45	-.02	.14	.00	.20	.00	.71	.00	.27	.03	.10	-.07	.04	.00	.65	.06	.01	-.05	.08	-.02	.13	
County Type *																															
Rural	.06	.02	.00	.69	-.08	.01	.02	.13	.00	.59	.00	.16	.00	.66	.00	.85	.00	.66	.00	.83	.00	.21	.00	.28	.00	.89	.00	.41	.00	.66	
Urban	.00	.54	.00	.51	.00	.19	.00	.54	.00	.47	.00	.91	.00	.61	.00	.79	.00	.40	.00	.51	.03	.11	.00	.68	.00	.71	.00	.20	.00	.23	
Educational Attainment *																															
High school diploma	.00	.27	.00	.16	.00	.99	.00	.24	.00	.56	.00	.33	.00	.92	.00	.67	.00	.83	.00	.84	.00	.58	.00	.57	.00	.22	.00	.87	-.02	.14	
Some college	.00	.94	.00	.97	.00	.89	.05	.05	.05	-.04	.10	.00	.22	.00	.91	.00	.27	.00	.49	.00	.48	.00	.26	.03	.10	.00	.44	.00	.16		
College degree	-.02	.12	.02	.13	.00	.68	.00	.39	.00	.32	.00	.68	.00	.45	.04	.08	.00	.62	.00	.68	.00	.32	.00	.75	.00	.25	.00	.80	-.01	.14	
Household Income *																															
\$20,000-39,000	.00	.46	.00	.40	.00	.83	.00	.86	.00	.88	.00	.67	.00	.94	.00	.39	.00	.53	.00	.31	.00	.36	.00	.62	.00	.93	.00	.98	.00	.95	
\$40,000-59,000	.00	.66	.00	.42	.00	.20	.00	.92	.00	.29	.00	.55	.01	.14	.00	.32	.00	.48	.00	.80	.00	.29	.00	.77	.00	.66	.00	.25	.00	.87	
\$60,000 or more	.00	.74	.03	.12	.00	.25	.00	.49	.00	.23	.00	.18	.00	.71	.00	.41	.00	.25	.00	.22	.06	.05	.00	.99	.00	.43	.00	.86	.00	.36	
Age	-.05	.04	.00	.21	.02	.13	.09	.00	.09	.02	-.16	.00	.00	.27	.08	.02	.00	.54	.00	.16	.13	.00	.36	.03	.10	.00	.80	.00	.80	-.02	.14
Ethnicity *																															
Asian	.00	.18	-.05	.06	.00	.71	.00	.99	.00	.83	.00	.86	.00	.21	.00	.72	.03	.10	.00	.46	.00	.47	.00	.81	.00	.31	.00	.67	.00	.17	
Black	.00	.77	-.04	.08	.05	.05	-.03	.09	.00	.34	.06	.02	.00	.36	.00	.49	.00	.54	.00	.92	.00	.19	.00	.41	.00	.84	.00	.36	.00	.44	
Latino	.00	.88	.00	.25	.00	.20	.00	.43	.00	.44	.00	.72	.00	.55	.00	.48	.00	.32	.00	.38	.00	.16	.00	.90	.00	.68	.01	.15	.00	.17	
Language *																															
Spanish	.00	.46	.06	.04	.00	.31	.00	.51	.00	.31	.00	.95	.00	.16	.04	.09	.00	.65	-.10	.00	.00	.68	.10	.00	.08	.01	.00	.74	-.08	.01	
Marital Status *																															
Married	.00	.65	.00	.68	.00	.85	.00	.21	.00	.48	.06	.03	.00	.21	.00	.25	.00	.30	.00	.30	.00	.60	.00	.21	.00	.34	.00	.20	.00	.70	
Previously married	.00	.22	.00	.86	-.03	.10	-.01	.14	.00	.19	.00	.55	.00	.57	.02	.13	.00	.79	.01	.15	.00	.70	-.03	.11	.00	.49	.07	.04	.00	.61	
Gender *																															
Male	-.01	.15	.00	.38	.00	.39	.00	.21	.00	.95	.00	.17	.00	.99	-.08	.02	.04	.08	.00	.73	-.02	.15	.00	.42	.00	.74	.11	.01	.00	.20	

Note: These models are based on logistic regression analysis. The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model. The symbol "P" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "*" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 6.5. (continued) Regression Models: Associations between Unknown Membership and Contrasting Terms (Controlling for Selected Respondent Characteristics)

	Mainstream distinction		No Counter-culture		No distinction		Profit		Business organization		No distinction		Social organization		Private distinction		Public		Something you do for others		No distinction		Something you do for yourself			
	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p
Co-op Membership*																										
Unknown member	.03	.11	.00	.74	-.02	.12	.00	.24	.00	.75	.00	.33	.00	.93	.00	.68	.00	.66	.00	.71	.00	.95	.00	.69	.00	.45
Knowing member	.00	.65	.00	.67	.00	.45	.07	.01	.00	.32	-.05	.03	.00	.72	.00	.82	.00	.80	-.01	.15	.00	.55	.00	.22	.00	.82
Co-op Knowledge	-.03	.08	.09	.02	.00	.59	.00	.31	.05	.09	-.05	.04	.00	.25	.06	.03	.00	.65	.03	.10	.06	.07	-.06	.01	-.07	.01
Agricultural Co-op Orientation	.10	.00	.00	.78	-.11	.00	-.07	.01	.00	.25	.05	.04	.06	.01	.00	.80	-.07	.01	.00	.53	.00	.48	.00	.72	.00	.26
County Type*																										
Rural	.00	.52	-.04	.11	.00	.76	.00	.80	.00	.43	.00	.88	.00	.35	.00	.39	.00	.74	.00	.40	.00	.84	.00	.45	.00	.40
Urban	.00	.16	.00	.40	.04	.05	.00	.45	.00	.61	.00	.66	.00	.27	.00	.29	.00	.70	.00	.71	.00	.85	.00	.79	.00	.04
Education*																										
High School diploma	.00	.40	.00	.79	.00	.29	.00	.97	.00	.49	.00	.73	.00	.45	.00	.18	.00	.85	.00	.85	.02	.15	.00	.66	.00	.53
Some college	.00	.33	.00	.33	-.02	.13	.00	.29	.00	.84	.00	.35	.00	.35	.00	.28	.00	.83	.00	.17	.04	.11	.00	.53	.00	.18
College degree	.00	.78	.00	.20	.00	.29	.07	.01	.00	.40	-.06	.01	-.03	.10	.04	.08	.00	.75	.00	.98	.00	.26	.00	.68	.00	.03
Household Income*																										
\$20,000-\$9,000	.00	.79	.00	.24	.00	.63	.00	.85	.00	.86	.00	.83	.00	.28	.00	.86	.00	.23	.00	.63	.00	.50	.00	.89	.00	.68
\$40,000-\$9,000	.00	.53	.00	.33	.00	.21	.00	.74	.00	.57	.00	.96	.05	.03	.00	.41	-.02	.12	.04	.07	.00	.91	-.04	.07	.00	.06
\$60,000 or more	-.01	.15	-.02	.15	.06	.02	.00	.17	.00	.74	.00	.23	.05	.03	.00	.68	-.04	.06	.03	.08	.00	.80	-.04	.06	.00	.24
Age	.07	.01	.00	.29	-.10	.00	.00	.50	.00	.18	-.01	.14	.03	.07	.06	.03	-.11	.00	.00	.19	.00	.23	-.04	.07	.00	.35
Ethnicity*																										
Asian	.05	.03	.00	.69	-.06	.02	.00	.43	.00	.79	.00	.35	.00	.49	.00	.37	.00	.19	.00	.19	.00	.68	.02	.12	.01	.14
Black	.00	.28	.00	.70	.00	.16	.00	.44	.00	.63	.00	.88	.00	.83	.00	.77	.00	.67	.00	.48	.07	.06	-.02	.11	.01	.15
Latino	.00	.58	.00	.33	.00	.29	.00	.26	.00	.67	.00	.36	-.03	.09	.00	.82	.02	.12	.00	.18	.07	.06	.00	.60	.15	.00
Language*																										
Spanish	.00	.20	.00	.68	-.02	.13	-.02	.11	.00	.32	.04	.04	.02	.12	.00	.69	.00	.17	.00	.76	.00	.44	.00	.87	.10	.00
Marital Status*																										
Married	.05	.04	.00	.30	-.07	.01	-.03	.08	.08	.04	.00	.40	.00	.69	.00	.45	.00	.46	-.01	.15	.07	.05	.00	.52	.00	.88
Previously married	.00	.45	.03	.13	.00	.93	.00	.52	.03	.12	.00	.90	.00	.86	.00	.90	.00	.93	.00	.27	.04	.11	.00	.62	.00	.78
Gender*																										
Male	.00	.25	.00	.20	.00	.62	.00	.35	.00	.26	.02	.11	.00	.47	.05	.06	.00	.49	.00	.72	.00	.25	.00	.87	.04	.06

Note: These models are based on logistic regression analysis. The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model. The symbol "p" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "*" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 6.6. Regression Models: Associations between Unknowning Co-op Membership and Perceived Impact of Co-ops on Community Life (Controlling for Selected Respondent Characteristics)

	Prices of Goods and Services						Availability of Goods and Services						Increase Consumer Choices					
	Positive			No effect			Negative			Positive			No effect			Negative		
	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p
Co-op Membership *																		
Unknowning members	.00	.79	.00	.52	.00	.33	.08	.02	-.06	.04	.00	.50	.07	.03	.00	.31	-.03	.12
Knowing members	.00	.17	.00	.82	.13	.01	.00	.95	.00	.75	.00	.41	.00	.91	.00	.82	.00	.75
Co-op Knowledge																		
Agricultural Co-op Orientation	.10	.01	.00	.39	-.12	.01	.06	.05	-.03	.11	.00	.51	.07	.03	.00	.20	.00	.35
County Type *																		
Rural	.00	.70	.00	.60	.05	.11	-.01	.15	.00	.40	.00	.46	.00	.61	.00	.46	.00	.66
Urban	-.03	.13	.00	.60	.00	.23	.00	.70	.00	.77	.00	.73	.00	.58	.00	.73	.00	.81
Educational Attainment *																		
High school diploma	.00	.55	.00	.79	.00	.66	.00	.44	-.10	.00	.10	.05	.00	.97	.00	.52	.00	.45
Some college	.00	.94	.00	.87	.00	.70	.00	.47	-.08	.02	.00	.25	.00	.81	.00	.93	.00	1.00
College degree	.00	.77	.00	.76	.00	.69	.00	.46	-.08	.01	.00	.32	.00	.74	.00	.52	.00	.73
Household Income *																		
\$20,000-39,000	.00	.93	.00	.76	.00	.63	.00	.19	.00	.25	.00	.71	.00	.57	.00	.82	.00	.77
\$40,000-59,000	.00	.50	.00	.33	.00	.38	.00	.71	.00	.61	.00	.93	.00	.67	.00	.47	-.05	.08
\$60,000 or more	.00	.54	.00	.52	.00	.91	.00	.99	.00	.91	.00	.65	.00	.29	.00	.31	.00	.73
Age	.00	.99	.00	.59	.00	.43	.00	.66	.00	.42	.00	.26	.00	.81	.00	.66	.00	.29
Ethnicity *																		
Asian	.03	.12	-.01	.15	.00	.80	.02	.14	.00	.18	.00	.82	.00	1.00	.00	.79	.00	.66
Black	.05	.07	-.05	.07	.00	.70	.00	.82	.00	.83	.00	1.00	.00	.48	.00	.65	.00	.83
Latino	.00	.63	.00	.76	.00	.28	.00	.25	.00	.80	.06	.10	.00	.29	.00	.68	.00	.41
Language *																		
Spanish	.00	.89	.00	.68	.00	.66	.00	.21	-.05	.05	.00	.31	.00	.92	.00	.45	.00	.60
Marital Status *																		
Married	.00	.48	.00	.41	.00	.81	.00	.80	.00	.97	.00	.79	.00	.84	.00	.42	.00	.33
Previously married	.00	.65	.00	.90	.00	.38	.03	.10	-.03	.11	.00	.80	.00	.71	.00	.69	.00	.95
Gender *																		
Male	.00	.33	.00	.67	.00	.67	.07	.03	-.04	.07	.00	.92	.03	.10	.00	.03	.00	.17

Note: These models are based on logistic regression analysis. The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model. The symbol "p" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "*" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 6.6. (continued) Regression Models: Associations between Unknowning Co-op Membership and Perceived Impact of Co-ops on Community Life (Controlling for Selected Respondent Characteristics)

	Jobs						Social Life						Politics					
	Positive		No effect		Negative		Positive		No effect		Negative		Positive		No effect		Negative	
	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p	R	p
Co-op Membership *																		
Unknowning members	.07	.02	-.06	.02	.00	.79	.00	.18	.00	.79	.00	.16	.00	.74	.00	.49	.00	.47
Knowing members	.00	.95	.00	.71	.00	.30	.00	.36	.00	.31	.08	.01	-.08	.00	.06	.02	.00	.46
Co-op Knowledge	.00	.33	.00	.70	.00	.27	.00	.61	.07	.01	-.13	.00	.00	.48	.00	.78	-.03	.11
Agricultural Co-op Orientation	.00	.81	.00	.47	.00	.36	.00	.88	.00	.46	.00	.50	.00	.79	.00	.82	.00	1.00
County Type *																		
Rural	-.04	.07	.00	.16	.00	.45	.00	.73	.00	.16	.06	.04	.00	.84	.00	.48	.00	.17
Urban	.00	.34	.00	.16	.00	.27	.00	.71	.00	.26	.00	.35	.00	.83	.00	.56	.00	.48
Educational Attainment *																		
High school diploma	.08	.01	-.06	.03	.00	.84	.00	.52	.00	.55	.00	.19	.00	.63	.00	.54	.00	.96
Some college	.07	.02	.00	.17	.00	.18	.00	.42	.00	.89	.00	.47	.00	.34	.00	.23	.00	.90
College degree	.07	.01	-.02	.12	-.03	.13	.00	.47	.00	.51	.00	.86	.00	.48	.00	.17	.00	.28
Household Income *																		
\$20,000-\$9,000	.00	.74	.00	.65	.00	.73	.00	.85	.00	.27	.00	.25	.00	.43	.00	.40	.00	.88
\$40,000-\$9,000	.00	.62	.00	.49	.00	.64	.06	.02	-.05	.04	.00	.84	.00	.39	.00	.49	.00	.85
\$60,000 or more	.00	.22	.00	.32	.00	.77	.08	.01	-.07	.01	.00	1.00	.05	.04	-.04	.06	.00	.91
Age	.01	.15	-.05	.05	.00	.27	-.03	.09	.00	.28	.00	.41	-.04	.06	.00	.57	.06	.05
Ethnicity *																		
Asian	.00	.61	.00	.75	.00	.70	.00	.31	.02	.13	.00	.56	.00	.83	.00	.79	.00	.67
Black	.00	.16	.00	.49	.00	.20	.00	.33	.00	.34	.00	.95	.00	.87	.00	.41	.05	.09
Latino	.00	.67	.00	.58	.00	.78	-.11	.00	.05	.05	.05	.06	-.09	.00	.07	.01	.00	.39
Language *																		
Spanish	.00	.32	.00	.53	.00	.88	.00	.81	.00	.82	.00	.92	.00	.81	.00	.87	.00	.63
Marital Status *																		
Married	.00	.78	.00	.49	.00	.37	.00	.34	-.02	.12	.00	.39	.00	.88	.00	.29	.04	.09
Previously married	.00	.48	.00	.40	.00	.61	.00	.26	.00	.34	.00	.95	.00	.62	.00	.22	.00	.16
Gender *																		
Male	.00	.23	-.06	.03	.09	.04	.00	.70	.00	.67	.00	.27	.10	.00	-.09	.00	.00	.93

Note: These models are based on logistic regression analysis. The symbol "R" represents the R statistic, which is used to look at the partial correlation between the dependent variable and each of the independent variables. R can range in value from -1 to +1. A positive value indicates that as the variable increases in value, so does the likelihood of the event occurring. If R is negative, the opposite is true. Small values for R indicate that the variable has a small partial contribution to the model. The symbol "p" represents the significance level for the Wald statistic, which tests whether a coefficient is 0 and has a chi-square distribution. The symbol "***" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Table 6.7. Regression Models: Associations between Unknowning Co-op Membership and Importance Ratings of Reasons for Joining a Co-op (Controlling for Selected Respondent Characteristics)

	To get a service or product less expensively		To pool resources for mutual benefit		To get goods or services not available elsewhere		To gain a sense of community		To achieve fair business practices		To create a more equitable economic system		To have a say in how a particular product or service is provided		To gain increased economic power		To have more interaction with larger institutions		As a lifestyle choice		To make a political statement		To gain increased political power	
	b*	p	b*	p	b*	p	b*	p	b*	p	b*	p	b*	p	b*	p	b*	p	b*	p	b*	p	b*	p
Co-op Membership*																								
Unknowning members	.09	.03	.00	.96	-.02	.57	-.02	.66	.05	.18	.03	.39	-.04	.37	.03	.39	.01	.82	-.05	.25	-.08	.05	-.05	.19
Knowing members	-.03	.41	-.06	.15	-.02	.64	.00	.94	-.02	.61	-.03	.44	-.08	.06	.00	.96	-.04	.33	.05	.22	-.05	.21	-.09	.03
Co-op Knowledge	.06	.17	.21	.00	.08	.07	.05	.26	.04	.32	.01	.85	.12	.01	.11	.01	.02	.65	.00	.98	-.04	.31	.09	.04
Agricultural Co-op Orientation	.01	.76	.01	.82	.02	.56	.03	.45	.04	.36	.02	.61	-.04	.34	.10	.01	.08	.05	-.02	.69	-.04	.30	-.03	.51
County Type*																								
Rural	-.07	.12	-.05	.28	.04	.41	.00	.97	.01	.85	.00	.91	-.07	.10	-.02	.59	-.09	.05	-.04	.35	-.05	.28	-.05	.31
Urban	-.08	.07	-.08	.09	-.07	.12	-.05	.32	-.07	.13	-.09	.05	-.07	.12	-.03	.46	-.03	.55	-.05	.28	-.05	.29	-.00	.96
Educational Attainment*																								
High school diploma	-.10	.15	-.06	.39	.02	.79	-.05	.44	.00	.99	-.05	.50	-.04	.58	.03	.69	.06	.42	.14	.05	.03	.65	-.11	.14
Some college	-.12	.16	-.01	.87	.08	.36	-.07	.45	.08	.35	-.02	.85	-.00	.98	.08	.38	.06	.53	.13	.14	-.06	.48	-.19	.04
College degree	-.17	.06	-.01	.94	.09	.34	-.13	.14	.00	.97	-.13	.16	-.11	.25	.03	.75	-.02	.85	.16	.07	-.04	.65	-.15	.11
Household Income*																								
\$20,000-39,000	.03	.44	.12	.01	.06	.14	.07	.11	.06	.16	.04	.33	.04	.31	.04	.34	.10	.02	.05	.25	.09	.04	.09	.05
\$40,000-59,000	.06	.18	.06	.18	.04	.33	.04	.36	-.04	.37	-.01	.88	.04	.42	.08	.10	.10	.03	-.05	.22	.01	.89	.04	.38
\$60,000 or more	-.01	.90	.04	.42	.02	.75	-.03	.57	-.06	.19	-.05	.25	-.10	.04	-.01	.78	.04	.45	-.12	.01	-.07	.15	-.06	.21
Age	-.09	.04	-.10	.02	-.09	.05	-.17	.00	-.17	.00	-.12	.00	-.10	.03	-.08	.07	-.06	.18	-.08	.07	.00	.93	-.01	.84
Ethnicity*																								
Asian	-.01	.72	.01	.83	-.03	.37	.08	.04	-.01	.87	.02	.65	-.01	.74	.01	.72	.06	.13	.05	.16	.09	.02	.03	.40
Black	-.01	.75	-.06	.12	.07	.07	.04	.32	.04	.23	.03	.45	-.04	.30	.06	.10	-.01	.87	.02	.62	.07	.06	.06	.10
Latino	.00	.92	-.02	.69	.06	.23	.11	.01	.01	.87	.11	.01	.03	.53	.06	.17	.11	.02	.12	.01	.21	.00	.12	.01
Language*																								
Spanish	-.11	.03	-.11	.02	-.08	.13	-.10	.04	-.08	.11	-.12	.01	-.09	.08	.02	.69	-.05	.30	-.07	.14	-.20	.00	-.12	.02
Marital Status*																								
Married	.00	.94	.04	.46	.01	.89	.04	.42	-.05	.35	-.05	.31	.10	.03	-.01	.77	.04	.37	.07	.16	.07	.18	.05	.36
Previously married	.07	.19	.11	.03	.07	.19	.10	.05	.06	.19	.06	.26	.05	.33	.02	.73	.11	.03	.06	.21	.06	.26	.02	.67
Gender*																								
Male	-.09	.02	-.05	.15	-.16	.00	-.17	.00	-.08	.03	-.12	.00	-.12	.00	-.05	.18	-.03	.37	-.12	.00	-.03	.45	.01	.75

Note: These models are based on linear regression analysis. The symbol "b*" represents standardized partial slopes, called beta weights. They show the amount of change in the standardized scores of the dependent variables for a one-unit change in the standardized scores of the independent variable, while controlling for the effects of the other independents. The symbol "p" represents the significance level of the t value for b*. The symbol "+" is used to note dummy, or indicator, variables. The constant includes variable values not displayed in the table: non-members; those with less than a high school education; those with household incomes of less than \$20,000; whites; respondents interviewed in English; single respondents; and females.

Appendix B

INTERVIEW SCHEDULE¹

¹The schedule that follows displays the questions asked, but is not the precise schedule used. Survey interviews were conducted using the Computer Assisted Telephone Interviewing (CATI) system. Interviewers used a computer programmed interview schedule that allowed them to enter responses directly onto the computer. Responses that directed question sequence or question options were computer prompted.

TELEPHONE INTERVIEW: AWARENESS, KNOWLEDGE, AND PERCEPTIONS OF COOPERATIVES

1. Have you ever heard of a cooperative?
 yes
 no (GO TO Q12)
 2. Based on what you've heard, could you tell me, in a few sentences, what a cooperative is?
 3. Have you ever been, or are you now, a member of a co-op?
 currently a member
 previously a member
 never been a member (GO TO Q6)
- OTHER RESPONSES OCCURRING LATER IN INTERVIEW:
 recalled current membership during interview
 recalled previous membership during interview
4. What are the names of up to four of the co-ops you belong, or belonged to?
 (IF FOUR CO-OPS ARE NAMED, GO TO Q7)
 5. Can you tell me the names of x (WHERE x = 4 - # NAMED IN Q4) other co-ops that you are aware of, but not a member of?
 (AFTER RESPONSE, GO TO Q7)
 6. Even though you're not a member, could you name up to four co-ops that you're aware of?
 7. Have any other members of your household ever belonged to a co-op?
 yes, currently
 no, previously
 no
 don't know
 not applicable, live alone
 8. I would like to read you a paired list of terms which are sometimes used to describe cooperatives. For each pair, could you indicate which of the terms comes closest to describing what you think about cooperatives? For example, if I said...

private	public
---------	--------

 ...which is closer to your understanding of what a cooperative is? Are cooperatives more apt to be private or public? Good. I'd like you to do the same thing now for my list. I'll read a pair of terms and you tell me which best describes a cooperative.
[Three additional options available to interviewer, although not read: no distinction (includes "both" and "neither"); don't know; and exit to Q25 when necessary.]

nonprofit	profit
investor owned	user owned
social organization	business organization
financially sound	financially unsound
temporary	lasting
proven	experimental
democratic	socialistic
counterculture	mainstream
time saving	time consuming
more expensive	less expensive
higher quality product or service	lower quality product or service
less personal influence on decisions	more personal influence on decisions
sharing equally	doing more than one's share
something you do for yourself	something you do for others

How Californians See Cooperatives

9. I'm going to name a number of business, service, and product areas, please answer "yes" if you have heard of cooperatives in this area and "no" if you have not.

[An option of exit to Q25 also available to interviewers.]

yes no

- retail food stores
- agricultural production
- worker-owned businesses
- retail arts and crafts
- child care or nursery schools
- funeral and memorial societies
- health industry
- automobile insurance
- housing
- rural utilities, telephone, or electric power
- student services/housing

10. Now I'm going to name a number of specific businesses. Please answer "yes" if you think that it is a cooperative and "no" if it is not.

[Don't know option available to interviewers, as well as an exit to Q25 option.]

yes no

- your local credit union
- Sunkist Oranges & Citrus
- Sun-maid Raisins
- Blue Diamond Almonds
- Ace Hardware
- Best Western Motels
- REI (Recreational Equipment Incorporated)

(IF FOUR OR MORE CO-OPS WERE NAMED IN RESPONSE TO Q4 THROUGH Q6, GO TO Q20)

11. Now that we've talked a little bit more about cooperatives, can you name any other co-ops that you're aware of?

(AFTER RESPONSE, GO TO Q20)

12. Sometimes when people first hear the term cooperative, it sounds unfamiliar, but when we ask about specific business areas, it often jogs their memory. I'd like to name a number of business, service, and product areas, please answer "yes" if you have heard of cooperatives in this area and "no" if you have not.

[An option of exit to Q25 also available to interviewers.]

yes no

- retail food stores
- agricultural production
- worker-owned businesses
- retail arts and crafts
- child care or nursery schools
- funeral and memorial societies
- health industry
- automobile insurance
- housing
- rural utilities, telephone, or electric power
- student services/housing

13. Now I'm going to name a number of specific businesses. Please answer "yes" if you think that it is a cooperative and "no" if it is not.

[Don't know option available to interviewers, as well as an exit to Q25 option.]

yes no

- your local credit union
- Sunkist Oranges & Citrus
- Sun-maid Raisins
- Blue Diamond Almonds
- Ace Hardware
- Best Western Motels
- REI (Recreational Equipment Incorporated)

14. I would like to read you a paired list of terms which are sometimes used to describe cooperatives. For each pair, could you indicate which of the terms comes closest to describing what you think about cooperatives? For example, if I said...

private

public

...which is closer to your understanding of what a cooperative is? Are cooperatives more apt to be private or public?

Good. I'd like you to do the same thing now for my list. I'll read a pair of terms and you tell me which best describes a cooperative.

[Three additional options available to the interviewer, although not read: no distinction (includes "both" and "neither"); don't know; and exit to Q25 when necessary.]

nonprofit

profit

investor owned

user owned

social organization

business organization

financially sound

financially unsound

temporary

lasting

proven

experimental

democratic

socialistic

counterculture

mainstream

time saving

time consuming

more expensive

less expensive

higher quality product or service

lower quality product or service

less personal influence on decisions

more personal influence on decisions

sharing equally

doing more than one's share

something you do for yourself

something you do for others

15. Have you ever been, or are you now, a member of a co-op?
- currently a member
 - previously a member
 - never been a member (GO TO Q18)
 - recalled current membership during interview
 - recalled previous membership during interview
16. What are the names of up to four of the co-ops you belong, or belonged to?
(IF FOUR CO-OPS ARE NAMED, GO TO Q19)
17. Can you tell me the names of x (WHERE X = 4 - # NAMED IN Q4 other co-ops that you are aware of, but not a member of)?
(AFTER RESPONSE, GO TO Q19)
18. Even though you're not a member, could you name up to four co-ops that you're aware of?
19. Have any other members of your household ever belonged to a co-op?
- yes, currently
 - no, previously
 - no
 - don't know
 - not applicable, live alone
- (IF RESPONDENT INDICATED IN Q1 THAT THEY HAVE NEVER HEARD OF A COOPERATIVE, AND DID NOT RECOGNIZE ANY AREAS OF BUSINESSES FROM Q12 OR Q13, THEN GO TO Q25)
20. Can you think of 1 or 2 ways that co-ops make your community a worse place to live?
21. Can you think of 1 or 2 ways that co-ops make your community a better place to live?

How Californians See Cooperatives

22. Now I'm going to read a list of possible reasons for joining a cooperative. Using a scale of 1 to 5, with 1 being LEAST important and 5 being MOST important, I'd like you to tell me how important...

(MEMBERS): a) ... each reason was for **YOU** in deciding to join a cooperative.

(NON-MEMBERS): b) ... you think each reason might be in **SOMEONE'S** decision to join a cooperative.

So, in terms of reasons for joining a co-op, how important is it...

- to get goods or services not available elsewhere
- to get a service or product less expensively
- as a lifestyle choice
- to gain increased economic power
- to achieve fair business practices
- to create a more equitable economic system
- to gain a sense of community
- to have more power in interaction with larger institutions
- to have a say in how a particular product or service is provided
- to make a political statement
- to pool resources for mutual benefit
- to gain increased political power

23. Are there additional reasons for joining a cooperative that we haven't mentioned?

24. I'm going to mention a few aspects of community life. I'd like you to tell me whether you think co-ops have a negative, positive, or no effect on these aspects of your community.

[Don't know option available to interviewers.]

- jobs
- availability of goods and services
- prices of goods and services
- politics
- social life
- increase consumer choices

That's all the questions I have on cooperatives. I'd like to finish with a few questions about you.

25. Do you bank at a credit union?

- yes
- no

26. Do you have Triple A Road Service?

- yes
- no

27. Are you currently employed?

- yes
- retired
- unemployed
- homemaker
- student
- decline to respond

IF CURRENTLY EMPLOYED OR RETIRED:

28. In what industry are/were you employed? *[List is not read.]*

- Agriculture, forestry and fisheries
- Mining (metal, coal, quarrying, petroleum, natural gas)
- Construction (general contractors)
- Manufacturing (lumber, concrete, electrical machinery, vehicles, instruments, watches, food, textiles, clothing, tobacco, alcohol, paper, printing, drugs, cosmetics, paint, rubber)

- Transportation/communication/publicutilities** (rail, bus, taxi, truck driving, mail carriers, pilots, radio & TV, phone, gas, electric, water, sanitation)
- Wholesale trade** (motor vehicles, furniture, sporting goods, toys, plumbing/heating, paper, drugs, chemicals, textiles, clothing, groceries, petroleum products, liquor, farm products/supplies)
- Retail trade** (hardware/garden stores, department stores, food/liquor stores, bakeries, restaurants, auto parts/dealers/repair, clothing, pharmacies, sporting goods, gas stations, florists)
- Finance, insurance and real estate** (banks, S & L's, credit bureaus, stock brokers, insurance, real estate)
- Business and repair services** (advertising, personnel pools, management & consulting, computer services, security, auto repair/service, electrical repair)
- Personal services** (dry cleaning, tailors, shoe repair, housekeeping, hairdressers, funeral services)
- Entertainment and Recreation services** (movies, bowling alleys, pool halls)
- Professional and related services** (doctors/nurses, hospitals, attorneys, teachers, librarians, child care, social work, churches, museums/galleries, zoos, engineers, architects, accountants, researchers)
- Public administration** (legislative & government offices, police, courts, postal service administration)
- Other:** _____

29. What is the highest level of schooling you've completed? *[List is not read.]*

- junior high or less
- some high school
- high school graduate
- some college
- college graduate
- graduate degree

30. I'm going to read a set of broad income categories. Would you stop me when I read the one that includes your household income?

- under 10 thousand
- 10 to 19 thousand
- 20 to 39 thousand
- 40 to 59 thousand
- 60 to 79 thousand
- 80 thousand or more
- don't know
- decline to respond

31. In what year were you born? _____

32. What race or ethnicity do you consider yourself to be? *[List is not read.]*

- white
- black or African American
- hispanic
- asian or Pacific Islander
- American Indian
- other, _____

33. What is your current marital status? *[List is not read.]*

- married
- single, previously married
- single, never married

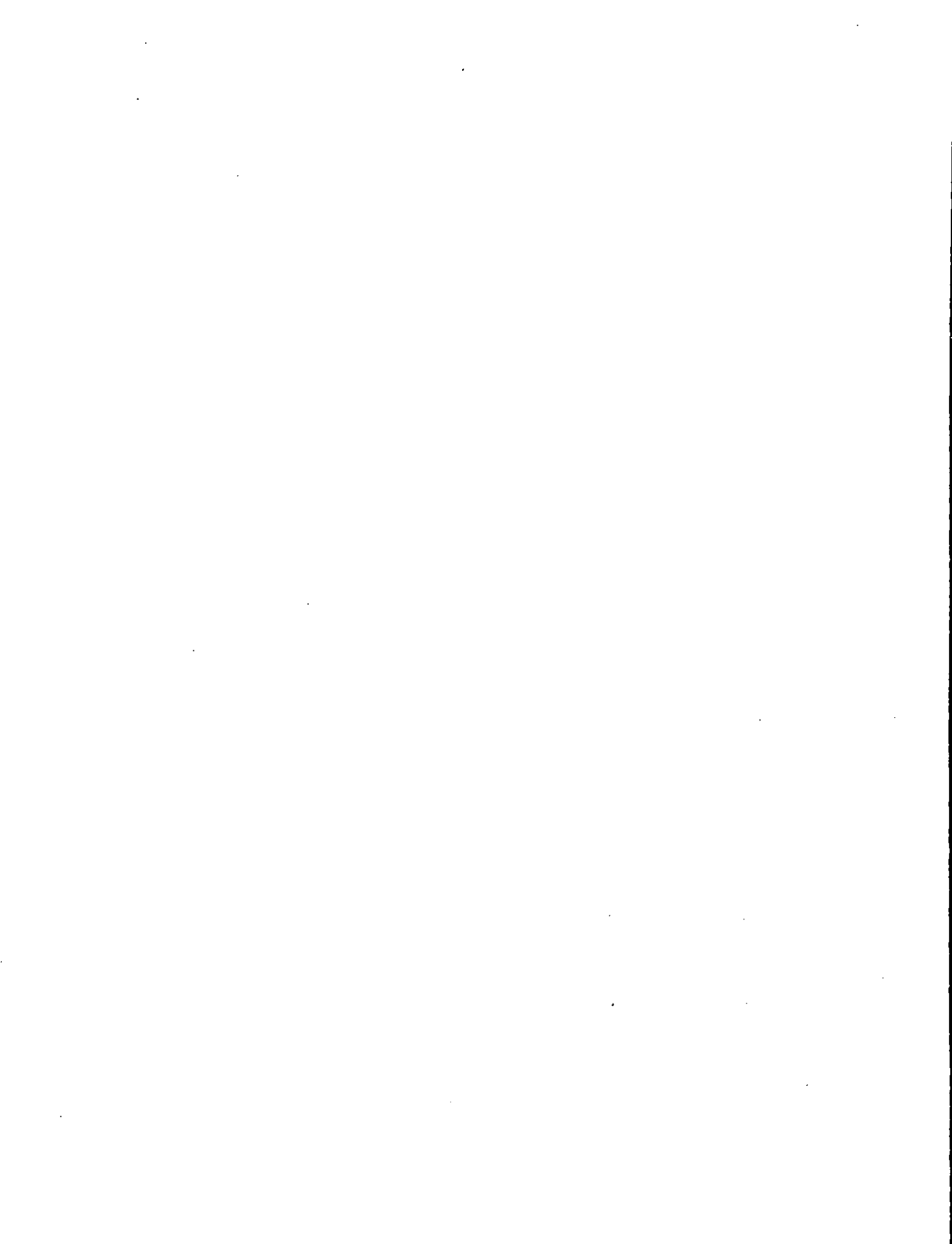
34. *[If respondent's gender is unclear, ask if they prefer to be addressed as either:]*

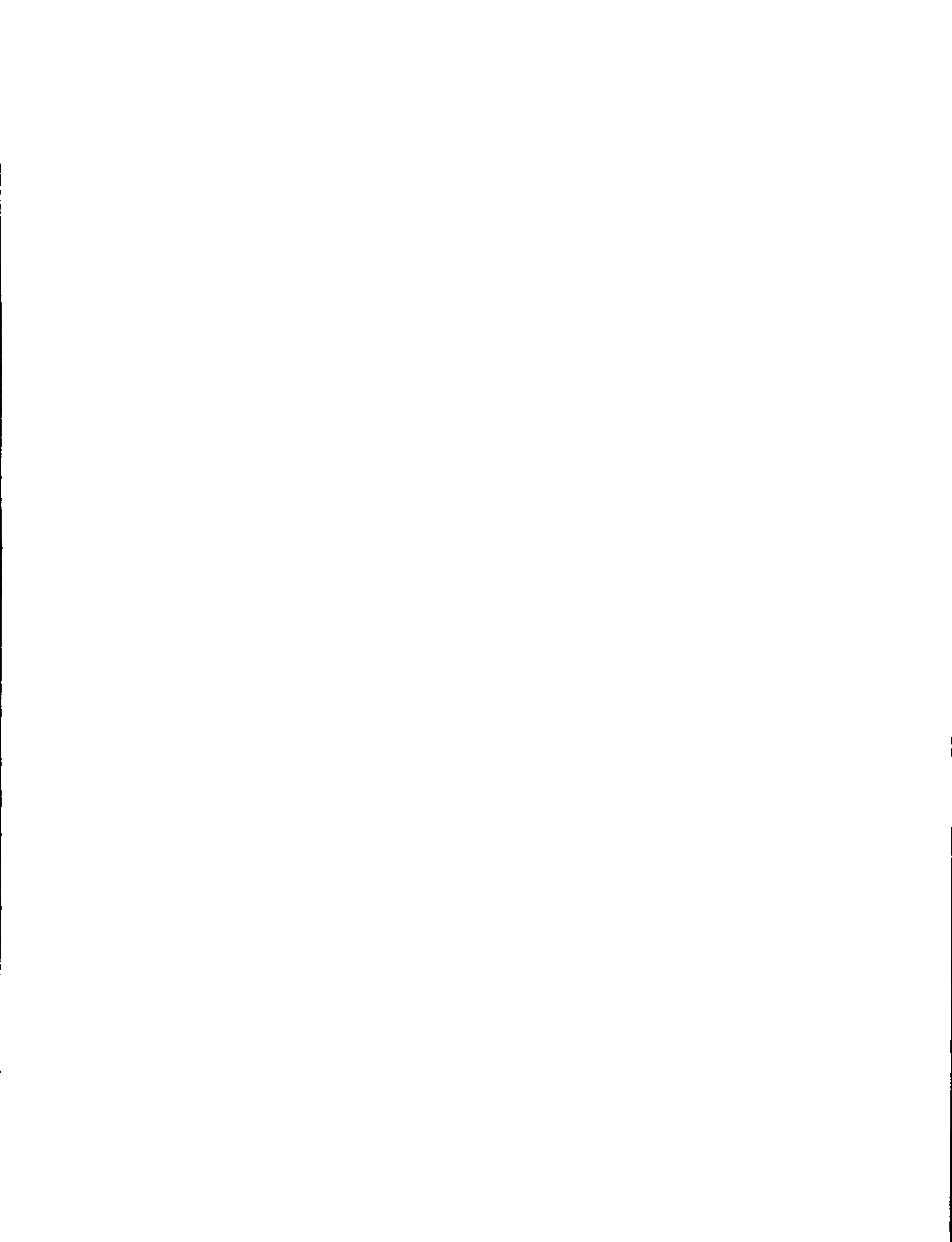
- Mr.
- Mrs., Miss, Ms.

This concludes the survey. Thank you very much for taking the time to share your experiences. Have a good day/evening/weekend.

[For interviewers only: What language was interview conducted in?]

- English
- Spanish





How Californians See Cooperatives presents the results of a comprehensive statewide survey that assesses public awareness, knowledge and perceptions of cooperatives. The survey generated estimates of cooperative membership that are probably among the most accurate available. The report presents information that can be used by cooperatives to guide public relations campaigns, member recruitment drives and related legislative policy efforts. The data can also be used by cooperative support organizations as a benchmark for successfully informing the public about cooperatives.

The study is written for a lay audience and quantitative results are discussed and presented in clear, easy to understand charts. Each chapter concludes with a discussion of results that includes implications for action based on the findings. For the more technical audience, an appendix of tables is also included.

The Center for Cooperatives was established by the California State legislature in response to the growing need for information and technical assistance by California cooperatives. The Center carries out and promotes research about cooperatives and provides education, technical assistance and development support to California's cooperatives.

Located on the campus of the University of California at Davis, the Center supports agricultural, child care, consumer, credit, housing, worker and other cooperatives, drawing its teaching and research resources from both academia and the broader cooperative business community.

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ISBN: 1-883641-09-5