



58%

**OF CANADIANS DO NOT FEEL
SUFFICIENTLY IN CONTROL
OF THEIR LIVES.**

60%

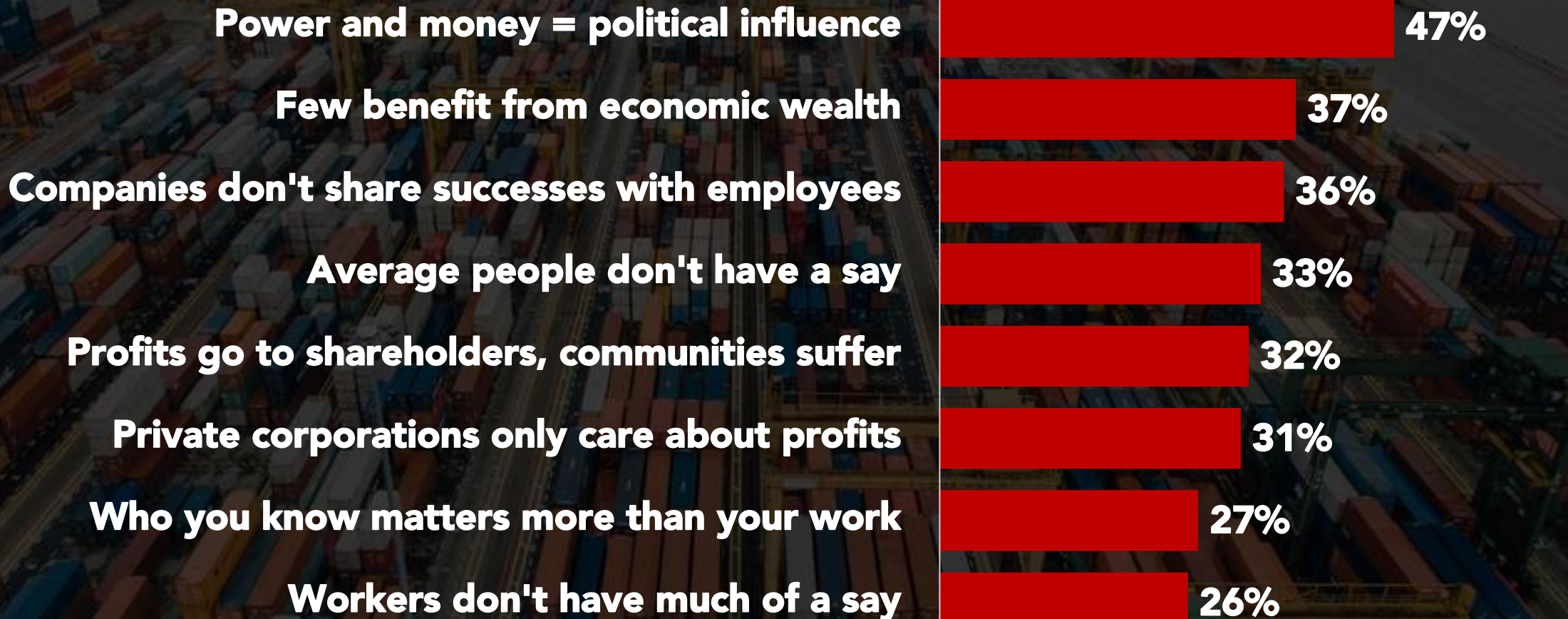
**AGREE THE ECONOMIC SYSTEM
IS RIGGED AGAINST PEOPLE
LIKE THEM.**



95%

**OF CANADIANS AGREE THE
WORLD WOULD BE A BETTER
PLACE IF PEOPLE COLLABORATED
MORE WITH EACH OTHER.**

WHAT IS WRONG WITH THE ECONOMIC SYSTEM?



Respondents could select all those that apply

CANADIANS SAY CORPORATIONS AREN'T DELIVERING

We asked 5,000 Canadians, how well do corporations do at the following...

Do the right thing for employees



Limit environmental impact



Give customers a say



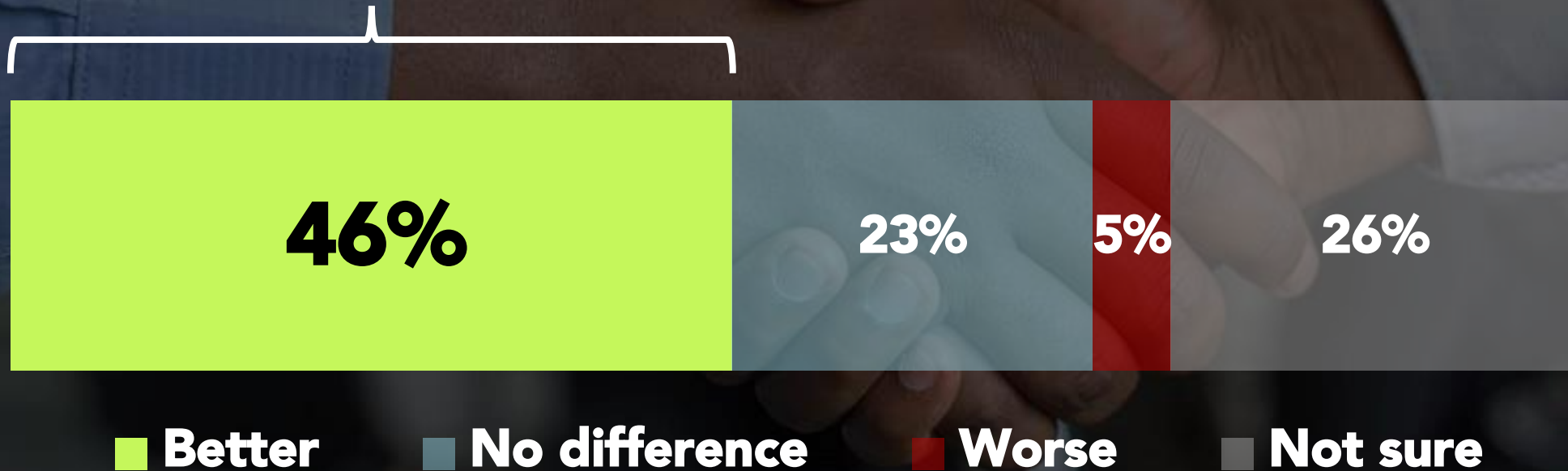
Give employees a say



■ Good/Excellent ■ Ok ■ Very poor /Poor ■ Unsure

WOULD CANADA BE BETTER WITH MORE CO-OPS?

Half say Canada would be better with more co-ops including **56% of co-op members**.





30%
of Canadians
are co-op
members

Representing
approximately
9 million
Canadian adults

THE CO-OPERATIVE OPPORTUNITY



57%

OF CANADIANS HAVE A DEEP CONNECTION TO THE SAME VALUES AS THE CO-OPERATIVE AND MUTUAL SECTOR



BUT 66% OF THIS GROUP ARE NOT CURRENTLY MEMBERS.



37%

OF CANADIANS ARE NOT CO-OPERATIVE MEMBERS, BUT SHOULD BE.

