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CO-OP MONTH COMMITTEE CONDUCTS CONSUMER SURVEY *Results To Be Available for October Promotions & Events*

Washington D.C.—National Cooperative Month Committee Chair Sheldon Petersen, Governor and CEO of the National Rural Utilities Cooperative Finance Corporation, announced today that the committee will be releasing new survey results regarding consumer perceptions of cooperatives. The results will aid cooperatives in promoting their accomplishments during National Cooperative Month celebrations in October.

“The co-op month committee decided to do something new this year: generate valuable new consumer survey data that not only will provide important news that co-ops can promote during National Cooperative Month, but also will aid their marketing, member outreach, and media efforts in the year to come,” Petersen said. “The results of the survey are in, and it’s clear that co-ops have consumer trust and confidence to celebrate this year. We’ve known for many years that co-ops are businesses people trust, and this new survey confirms it.”

The survey, conducted in late July, queried 2,031 adult Americans on their views about the likelihood they would do business with cooperatives, and their views of co-ops versus publicly traded corporations. The National Cooperative Month Committee is planning an October 1, 2003, press conference in Washington, D.C., to release the results. The committee also encourages cooperatives across the country to release the results to their local media on the October 1 launch day.

Results of the survey and associated press materials and resources will be available on a password-protected page on the co-op month Web site (www.co-opmonth.coop) in late August. Participating National Cooperative Month industry-wide associations will soon issue user IDs and passwords that will allow their members to access the materials.

The survey was sponsored by the Consumer Federation of America and a cooperative coalition including the Credit Union National Association, the National Association of Federal Credit Unions, the National Cooperative Bank, the National Cooperative Business Association, the National Milk Producers Federation, the National Rural Electric Cooperative Association, the National Rural Telecommunications Cooperative, the National Rural Utilities Cooperative Finance Corporation, and the National Telecommunications Cooperative Association.

The National Cooperative Month Planning Committee has contracted with the National Cooperative Business Association (NCBA) to coordinate and implement the survey and associated press efforts for co-op month activities in Washington, D.C. For more information, contact Jeannine Kenney, NCBA, at (202) 383-5456 or jkenney@ncba.coop. Or you can contact other National Cooperative Month Planning Committee members. For a listing, visit www.co-opmonth.coop and click on “History.”

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