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THE CANADIAN CENTRE FOR THE STUDY OF CO-OPERATIVES PRESENTS

WHAT DO CANADIANS THINK OF CO-OPERATIVES?

For nearly a decade, Canadian co-operative leaders have consistently told us that the most pressing issue facing the Canadian co-operative movement is a lack of awareness about the co-operative model. And yet, a national poll commissioned by the Canadian Centre for the Study of Co-operatives and the CRS Chair in Co-operative Governance through Modus Research suggests that the word “co-operative” is evocative of positive feelings. In this webinar, Modus CEO Charlie Graves will share key findings from the survey, including evidence on:

- Awareness of co-operatives and the model;
- Perceptions of co-operatives, including top-of-mind views and the relative strengths of co-operatives compared with others types of businesses;
- Participation in co-operatives, including key factors driving membership and the willingness to start a new co-operative;
- The kinds of facts that, if they were better known, might drive or enhance support for co-operatives;
- Regional perspectives on the perception and sentiment towards co-operatives;
- And more

APRIL 22

11:00 a.m. - 12:00 p.m. (Saskatchewan time)

Event delivered by Zoom

[Register Online](#)



CHARLIE GRAVES

Charlie Graves, President of Modus Research, founded the company in 2013 with the vision to provide scientifically reliable research in Canada. He is one of Canada's leading survey methodologists with leading expertise in design and analysis. In senior roles over more than 20 years, he has worked with many of Canada's leading companies, NGOs, academics, and public institutions.



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