Weavers Way Co-op

Customer Survey

December 2013

Prepared for:

Prepared by:

Ten Survey Highlights from 2013

2013 Survey Highlights

1. While weekly budgets remain largely unchanged, the frequency of co-op shops has increased and the co-op share of the grocery budget has increase since 2011
   - In part this reflects significant improvements in co-op product offerings, including: bulk foods, brands preferred by families and health and beauty aids
   - Working members report consistently higher “buy mostly at the coop” levels than members who in turn report consistently higher “buy mostly at the coop” levels than shoppers

2. The key priorities for selection of where to shop are similar to those reported in 2011
   - Quality/ freshness (99% very important/important)
   - Cleanliness (89%)
   - Location of stores/convenience (88%)
   - Product selection/variety (85%)
   - Knowledgeable/Friendly/Courteous staff (84%)

2013 Survey Highlights

3. Weavers Way performance in meeting their needs is rated very highly by survey participants, with the co-op consistently exceeding their performance standards

4. Levels of co-op performance (meeting needs) have increased from 2011, significantly higher for areas where the co-op needed to improve:
   - Availability of brand my family likes (up 31% to 90%)
   - Prices (up 31% to 79%)
   - Product selection/variety (up 29% to 95%)
   - Available parking (up 16% to 75%)
   - Atmosphere/ambience (up 13% to 97%)

2013 Survey Highlights

5. Interestingly the most important reasons for joining/maintaining membership in the co-op are:
   - Support for local growers/producers (93% consider it very important or important)
   - Investing in the community (87%)
   - Supporting community programs (78%)

6. Overall, survey respondents showed very high levels of support for WW Ends/Goals, with highest levels of support for
   - Promoting recycling/sustainability (a new item in 2013)
   - Supporting local, sustainable agriculture and the urban farm movement (new item in 2013)
   - Create a sustainable local economy
   - Access to high quality/ reasonably priced food
   - Membership that is diverse, inclusive and respectful

2013 Survey Highlights

7. High proportions, higher than in 2011 (which was also higher than 2009), are likely to recommend Weavers Way as
   - A place to shop (98% very likely/likely)
   - A positive influence on the community (97%)
   - An organization to join (96%)
   - A place to work (72%)

8. Almost everyone reports that they are either extremely satisfied or satisfied overall with Weavers Way Co-op, comparable to 2011 and 2009 results

2013 Survey Highlights

9. Across all six mission directed spending priorities (expenditures above and beyond traditional food store costs) 68% of survey respondents support current co-op mission related expenditure levels

10. Levels of support at current levels or higher are as follows:
    - Employee living wage/health coverage (98% support current or higher levels of expenditure)
    - Community outreach (94%)
    - Sustainable/local products (99%)
    - Helping other coops/ engaging Weavers Way co-op members (83%)
    - Supporting working members program (99%)
    - Supporting our two working farms (97%)

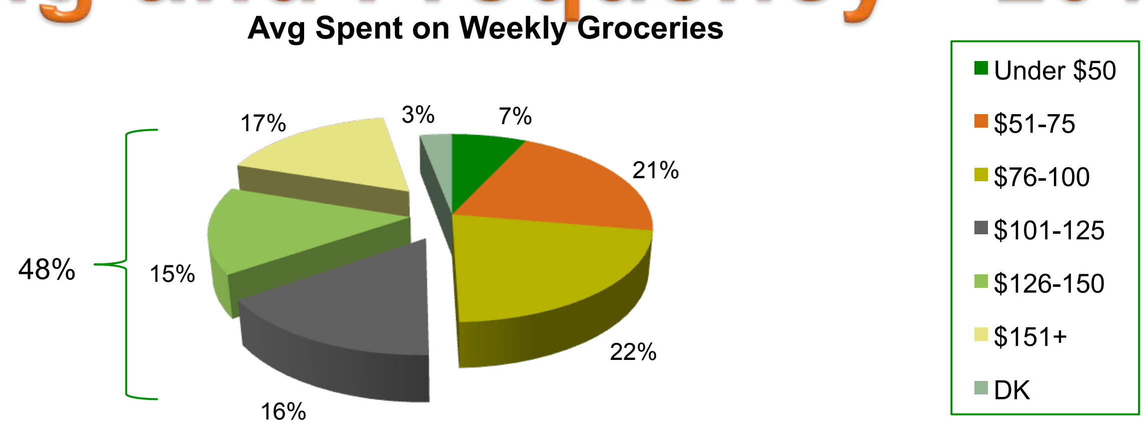
Shopping Patterns

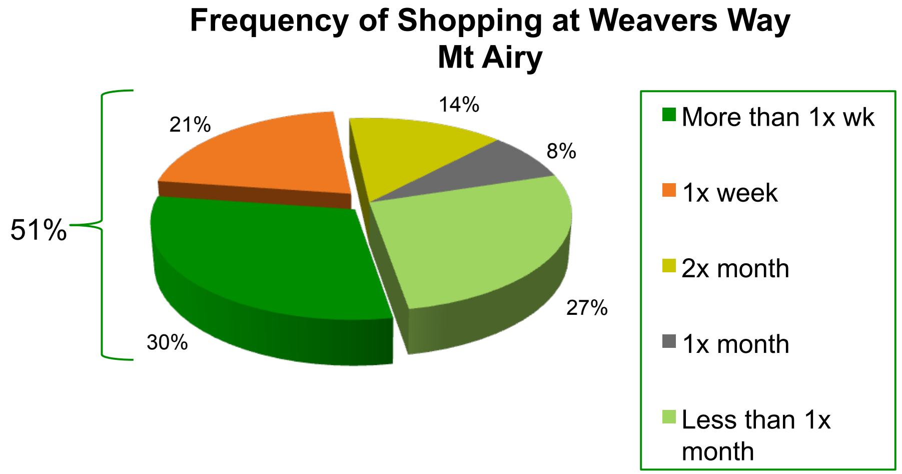
Spending and Frequency

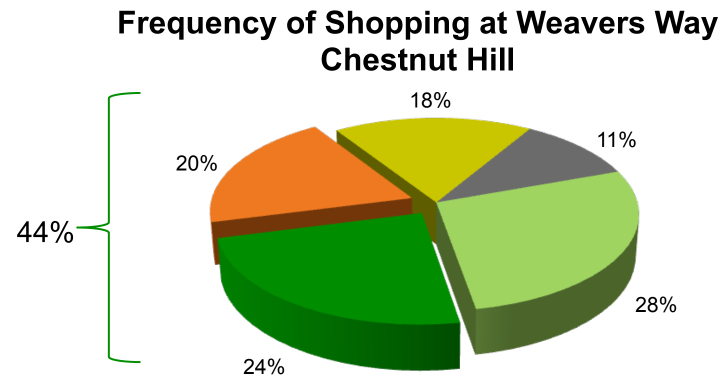
- Proportion of dollars spent at Weavers Way is largely unchanged from 2011 survey
- Frequency of shopping has increased since 2011 survey, especially among those shopping more than once a week in Mt. Airy which has gone from 44% to 51%
- The proportion shopping more than once a week in Chestnut Hill is at 44%

Q1. How much does your household spend in an average week on groceries? n=1255
Q6. On average, how often do you shop at Weavers Way Co-op? n=1255

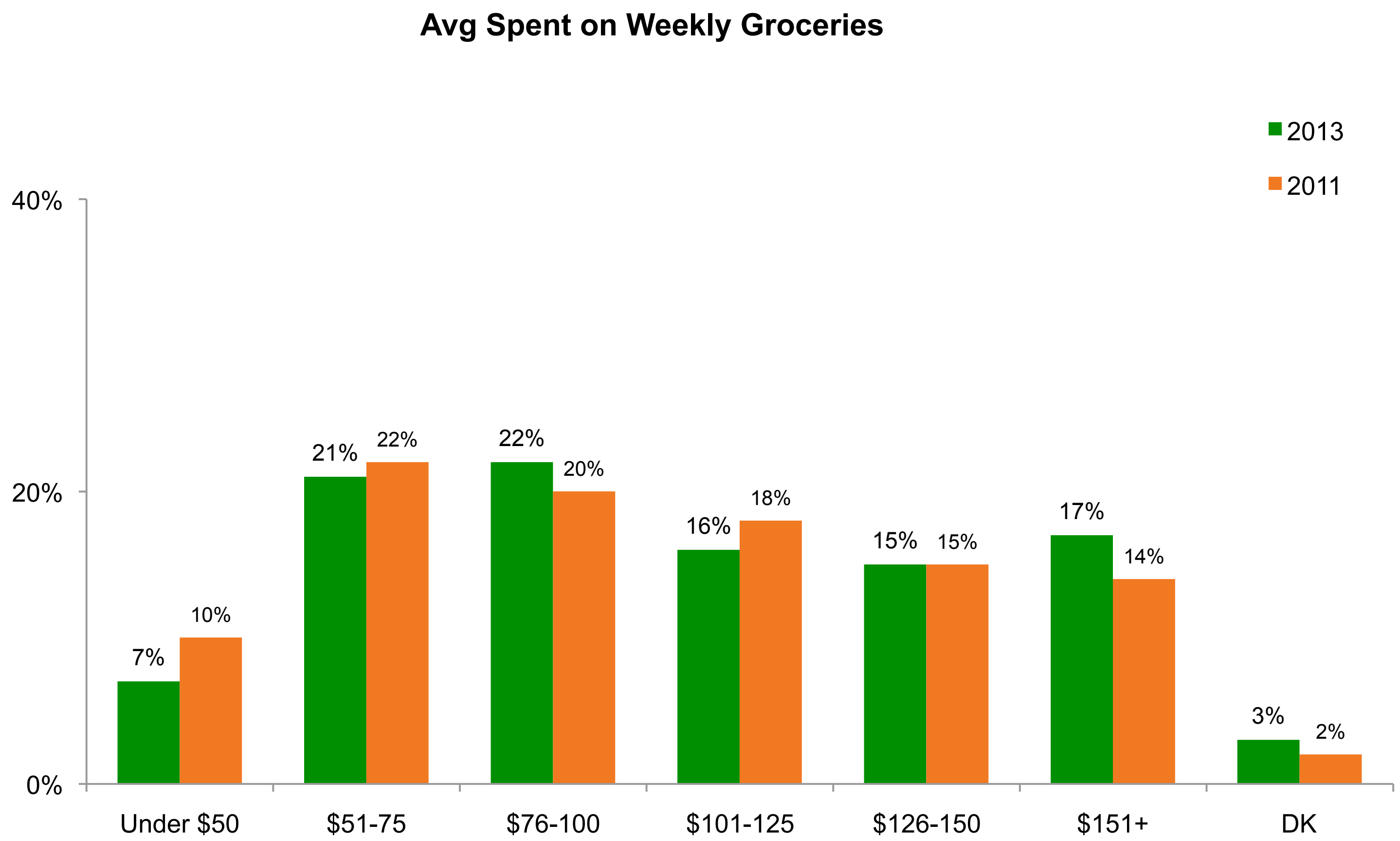
Spending and Frequency - 2013







Spending and Frequency

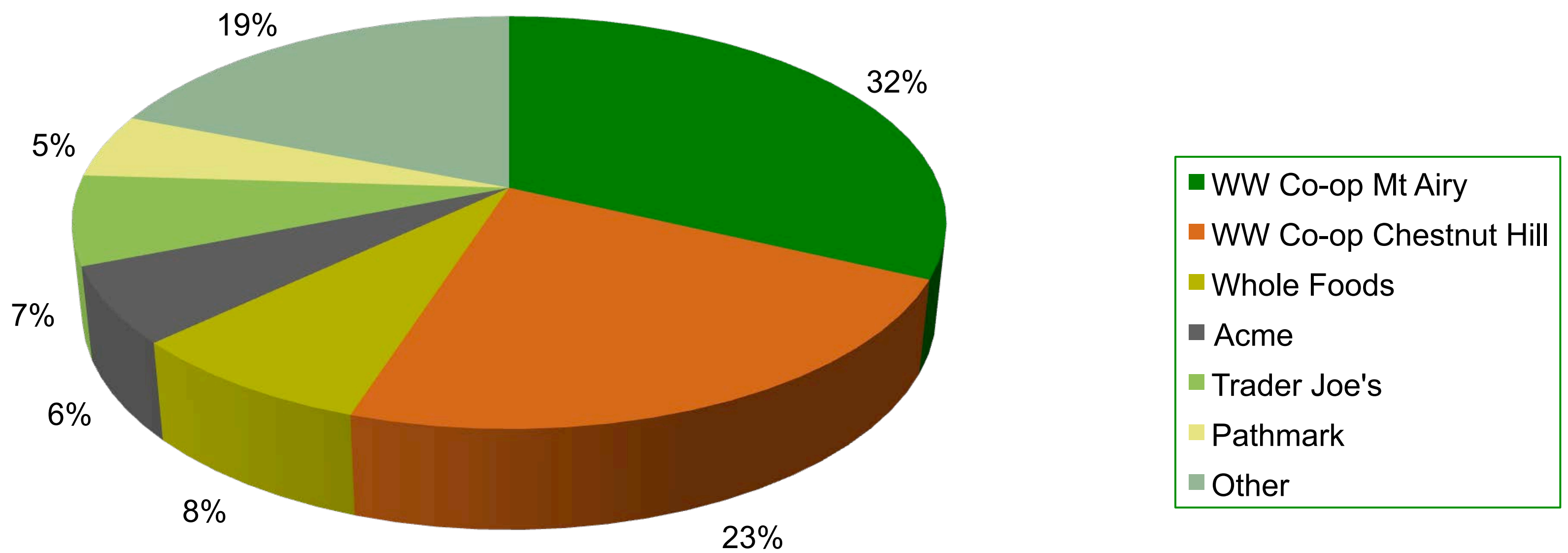


Places for Shopping

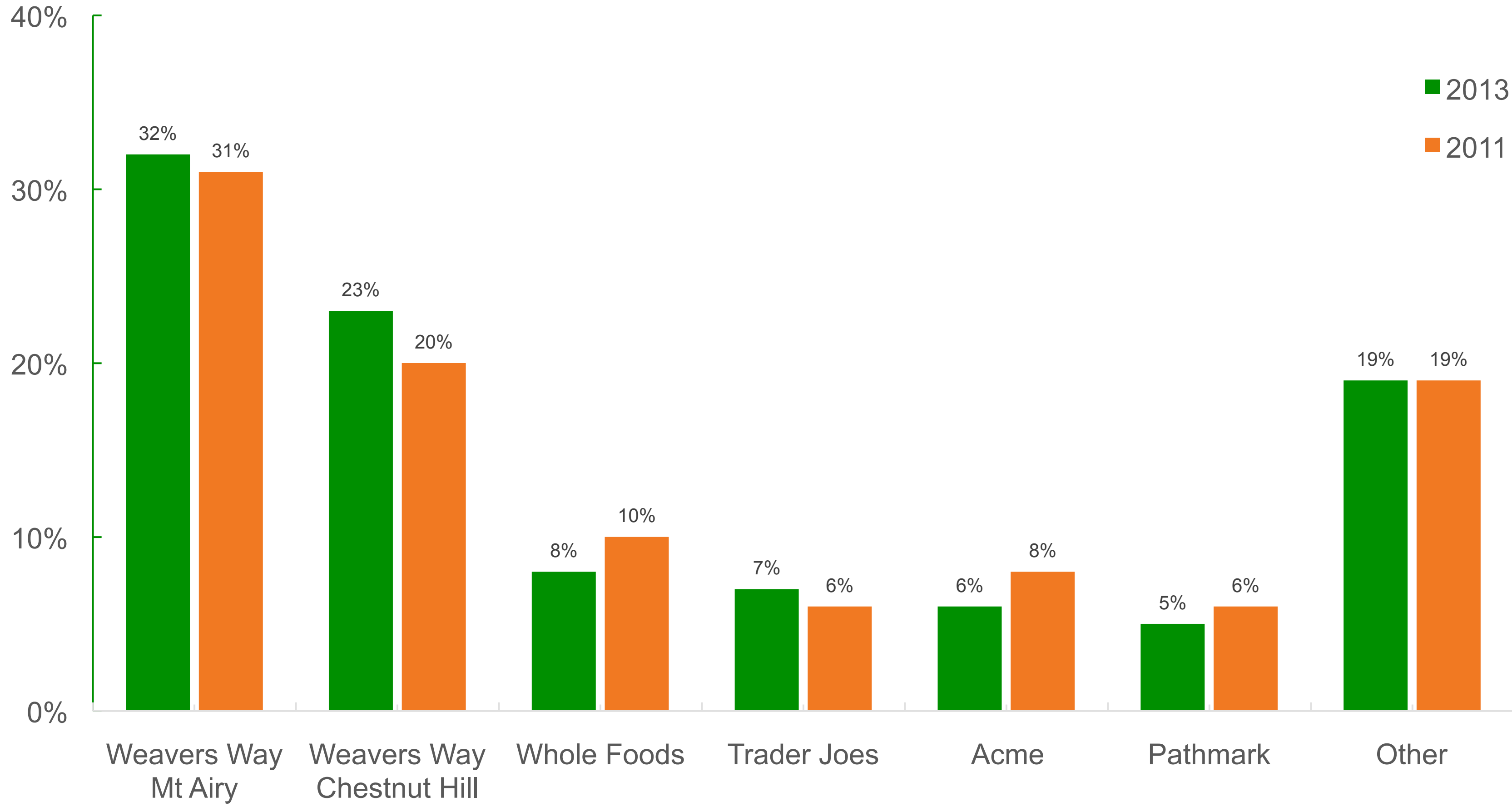
- The distribution of co-op vs. non-co-op shopping is similar to that reported in 2011, with slight increases in the proportion of shopping done at both Weavers Way locations
- The distribution of shopping at the two Weavers Way locations differs slightly, with CH numbers growing faster but starting from a lower base
- Whole Foods, Trader Joe's and ACME are the three major competitors to Weavers Way
- Working members report consistently higher "buy mostly at the coop" levels than members who in turn report consistently higher "buy mostly at the coop" levels than shoppers

Q2. During the past 6 months where have you spent most of your grocery dollars? n=1255

Places for Shopping



Places for Shopping



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Purchasing Patterns

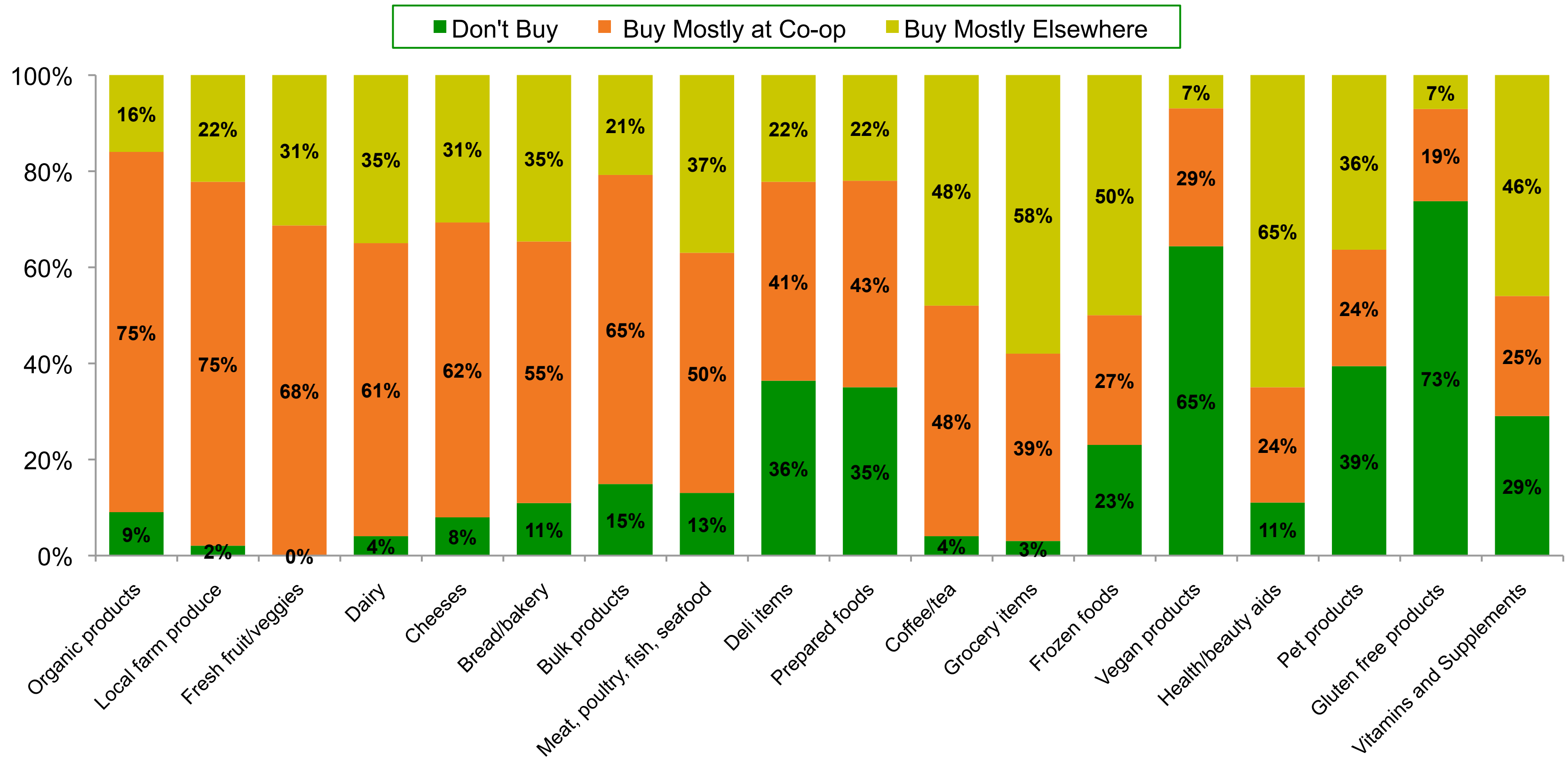
- Buying patterns reflect both household consumption patterns and co-op product offerings
- Product purchasing rates (buy mostly at the coop) are highest for
  - Organic (75%, same as 2011)
  - Local (75%, up from 74% in 2011)
  - Fresh fruit/vegetables (68% down from 70%)
  - Bulk products (65%, up significantly from 50% in 2011)
  - Cheeses (62% up from 60%)
  - Dairy (61% down from 64%)

- Percentages for the most mentioned "don't buy" products are vary only slightly
  - Gluten free (81% in 2011 to 73% in 2013)
  - Vegan (66% in 2011 to 65%)
  - Pet products (40% to 39%)
  - Deli items (36% up from 31%)
  - Prepared foods (35% up from 31%)

- The products bought mostly elsewhere have declined and include
  - Health and beauty aids (65% down from 72% in 2011)
  - Grocery items (58% down from 60% in 2011)
  - Frozen foods (50% down from 52%)
  - Coffee/tea (48% down from 54%)
  - Vitamins and supplements (46%, not measured in 2011)

Q3. Where do you regularly purchase the following types of products? n=1255

Purchasing Patterns - 2013



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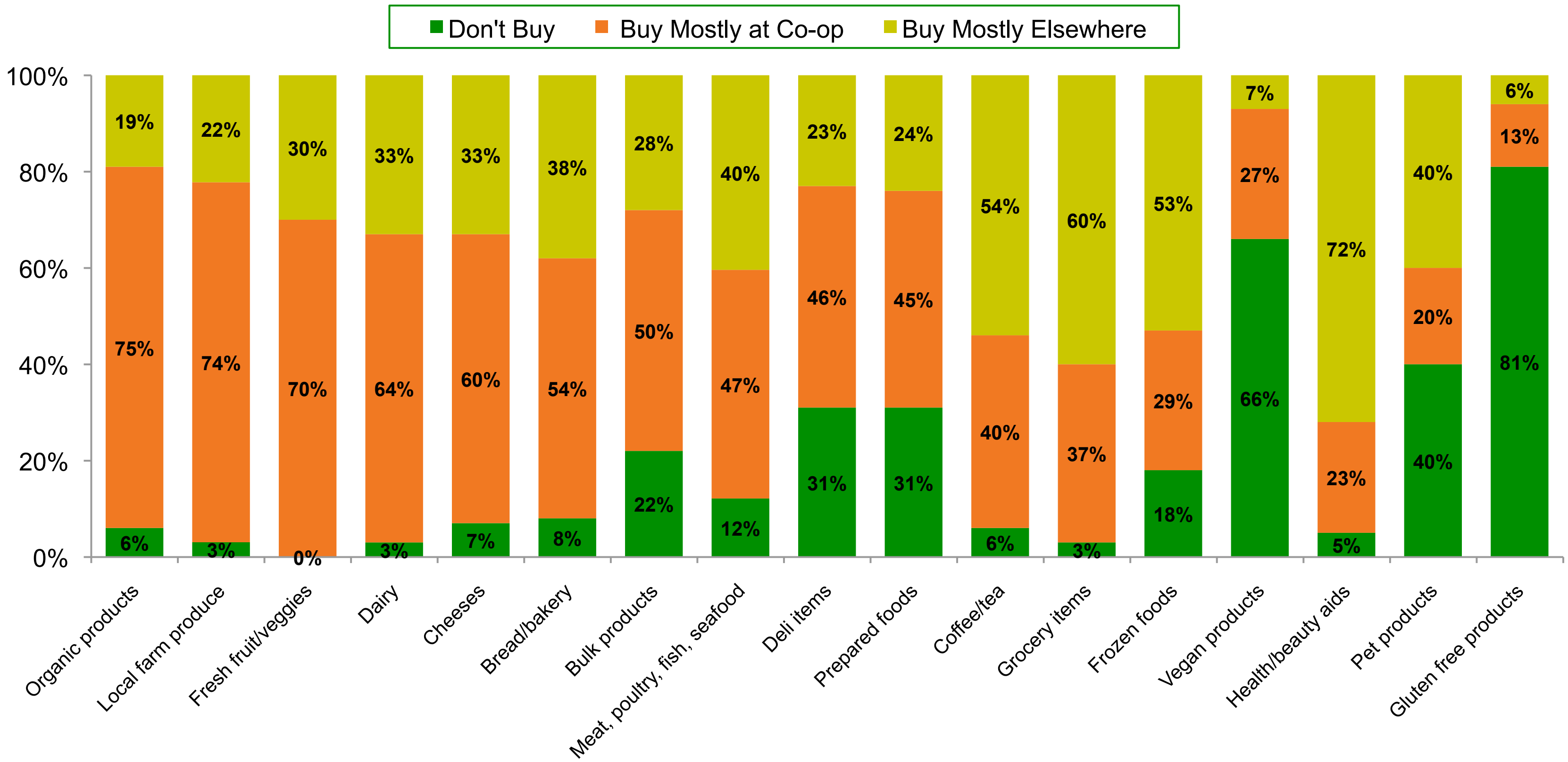
Purchasing Patterns - 2011



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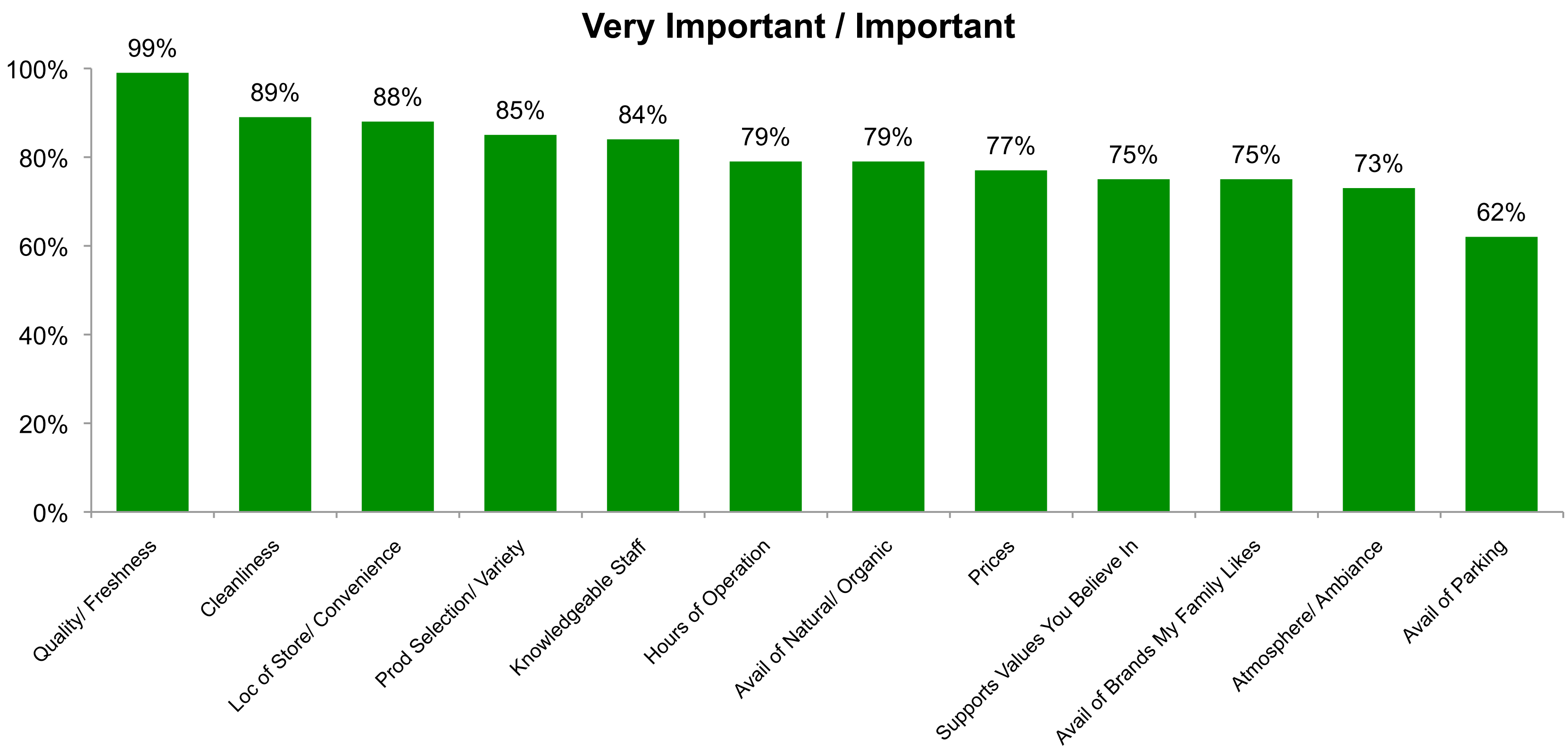
Importance of Factors When Choosing Where to Shop

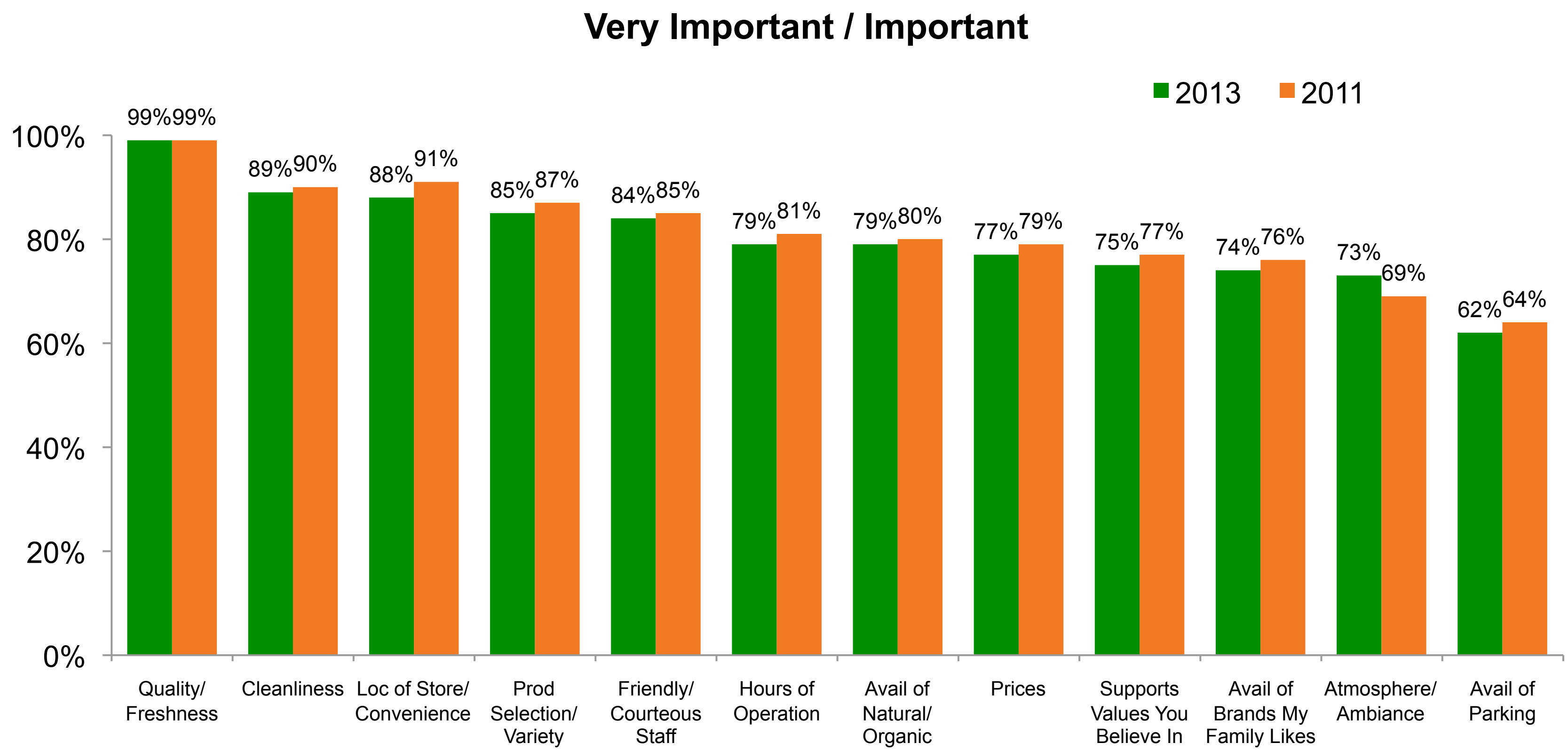
- Importance levels for all items are consistent with member/shopper priorities from the 2011 survey
- Most important (very important/important) are:
  - Quality/ freshness (99% very important/important)
  - Cleanliness (89%)
  - Location of stores/convenience (88%)
  - Product selection/variety (85%)
  - Knowledgeable/Friendly/Courteous staff (84%)

Q4. How important is each of the following to you when choosing where to shop for groceries? n=1255
Rating Scale: Very Important, Important, Somewhat Important, Not Important, No Opinion

Importance of Factors When Choosing Where to Shop



Importance of Factors When Choosing Where to Shop



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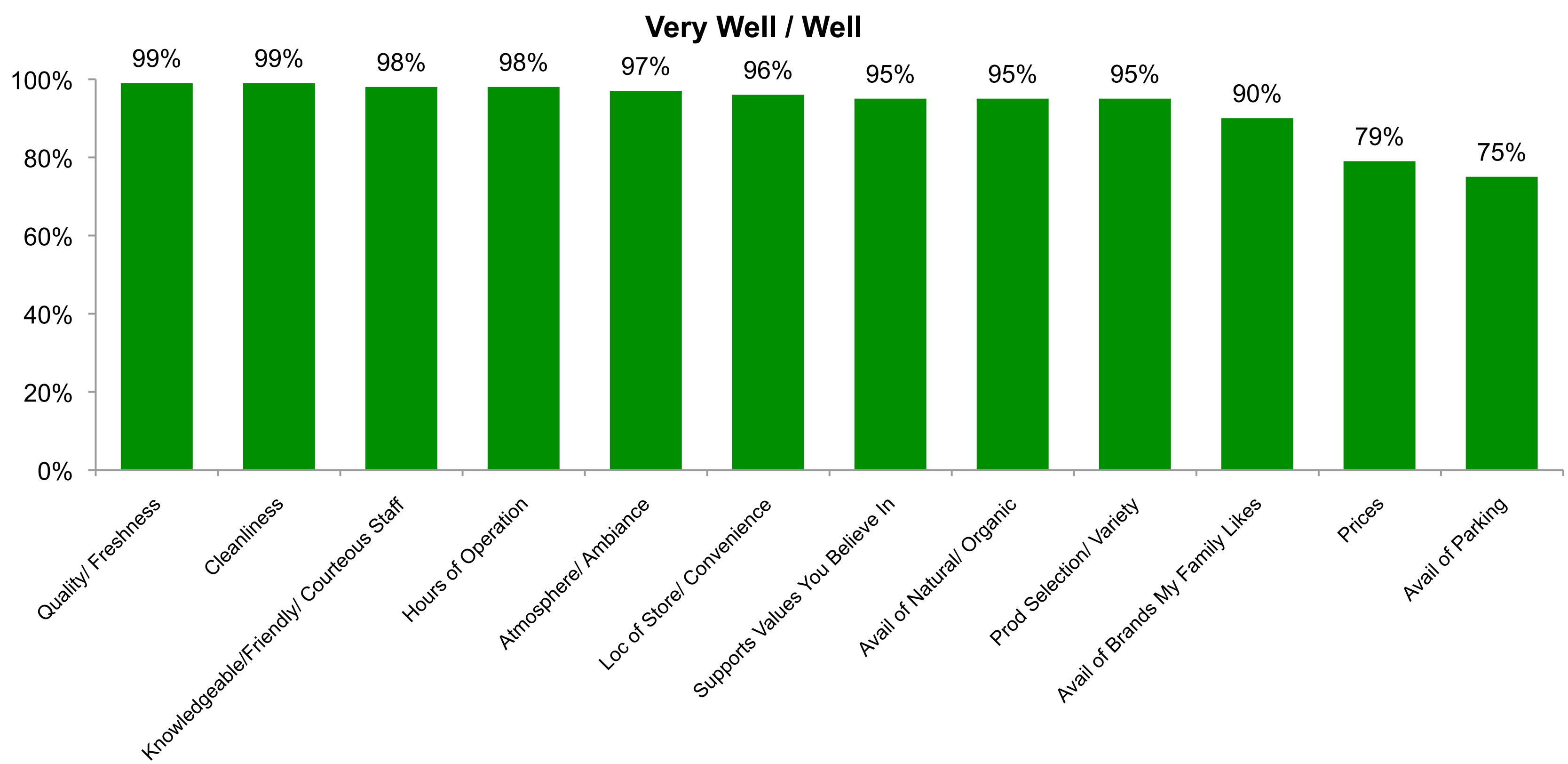
How Well Weavers Way Co-Op is Meeting Needs Regarding Store

- Weavers Way performance in meeting needs is rated very highly by survey participants
- Levels of performance (meeting needs) have increased from 2011, significantly higher for:
  - Availability of brand my family likes (up 31% to 90%)
  - Prices (up 31% to 79%)
  - Product selection/variety (up 29% to 95%)
  - Available parking (up 16% to 75%)
  - Atmosphere/ambience (up 13% to 97%)

Q9. Please rate Weavers Way Co-op in terms of how well it is meeting your needs with respect to the following store characteristics. n=1255
Rating Scale: Very Well, Well, Somewhat Well, Somewhat Poorly, Poorly, Very Poorly, No Opinion

How Well Weavers Way Co-Op is Meeting Needs Regarding Store



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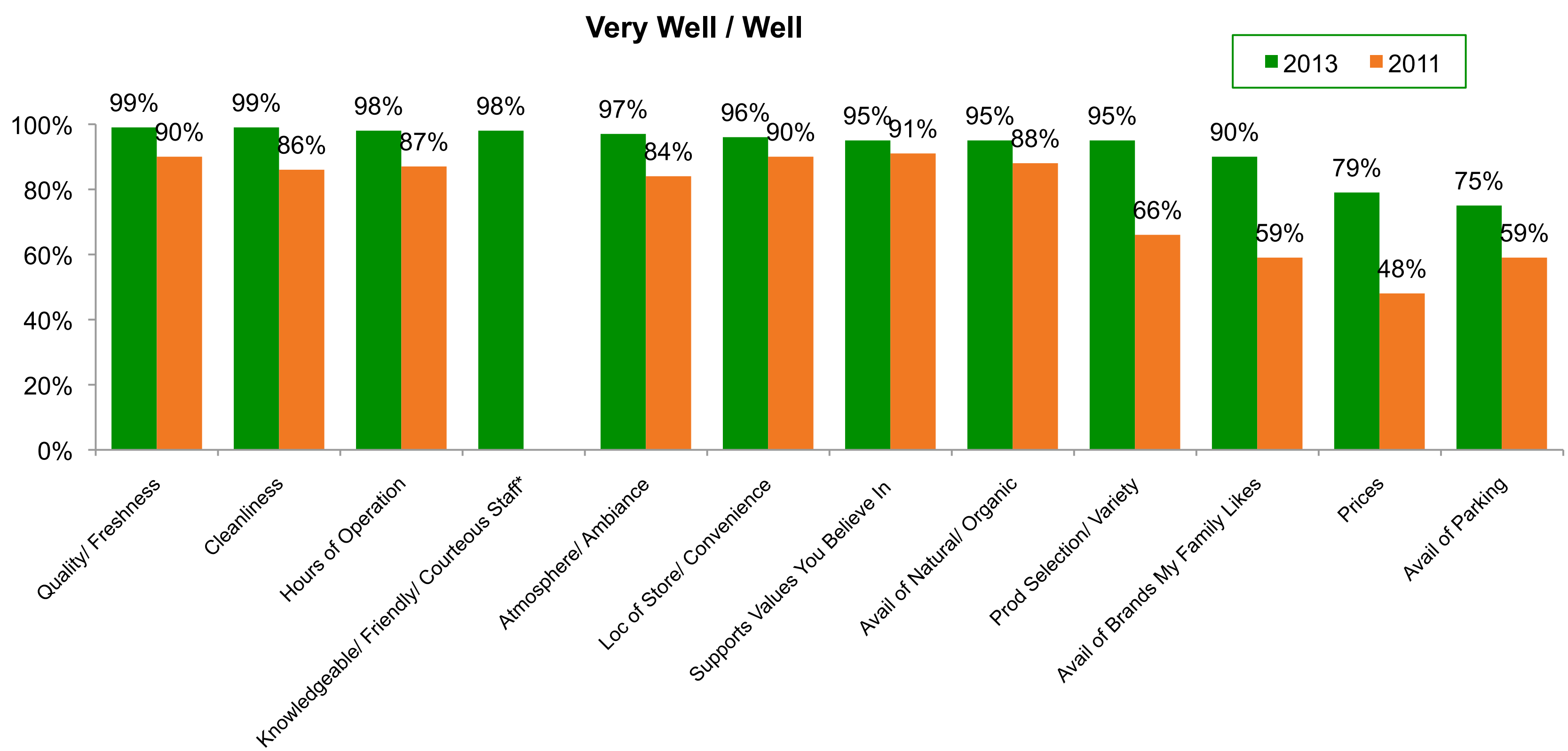
How Well Weavers Way Co-Op is Meeting Needs Regarding Store



* Not asked in 2011

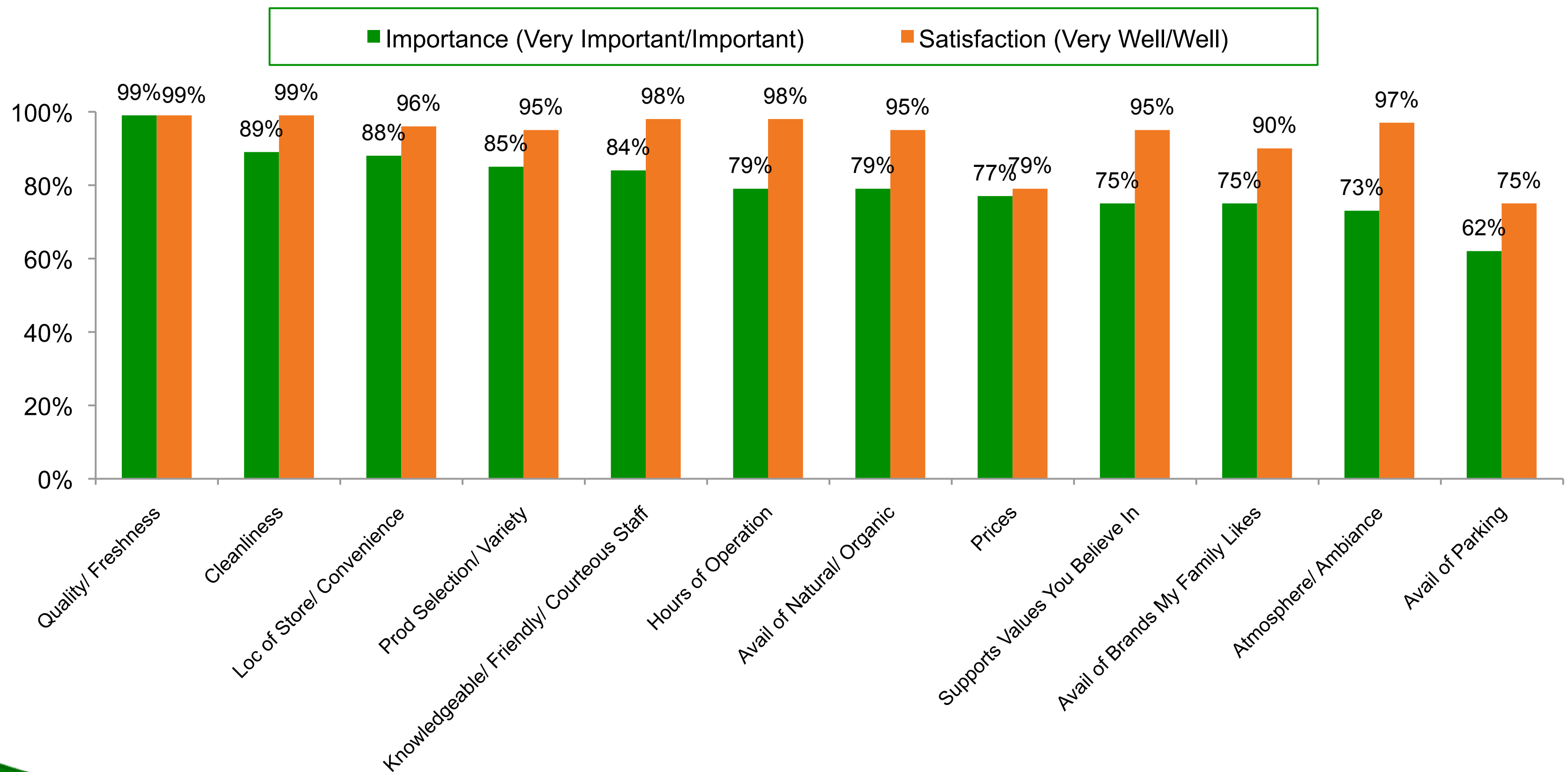
Comparison of Factors Considered When Choosing to Shop vs Satisfaction with Weavers Way Co-Op

- One consequence of increasing performance levels is that performance (meets needs) equals or exceeds importance for every criterion in deciding where to shop for groceries, with gaps most notable for
- Performance has improved in those areas identified as most needing improvement in the 2011 survey, including
  - Availability of brands my family likes (up 31%)
  - Prices (up 31%)
  - Product selection/variety (up 29%)

Q4. How important is each of the following to you when choosing where to shop for groceries? n=1255

Q9. Please rate Weavers Way Co-op in terms of how well it is meeting your needs with respect to the following store characteristics. n=1255

Comparison of Factors Considered When Choosing to Shop vs Satisfaction with Weavers Way Co-Op - 2013



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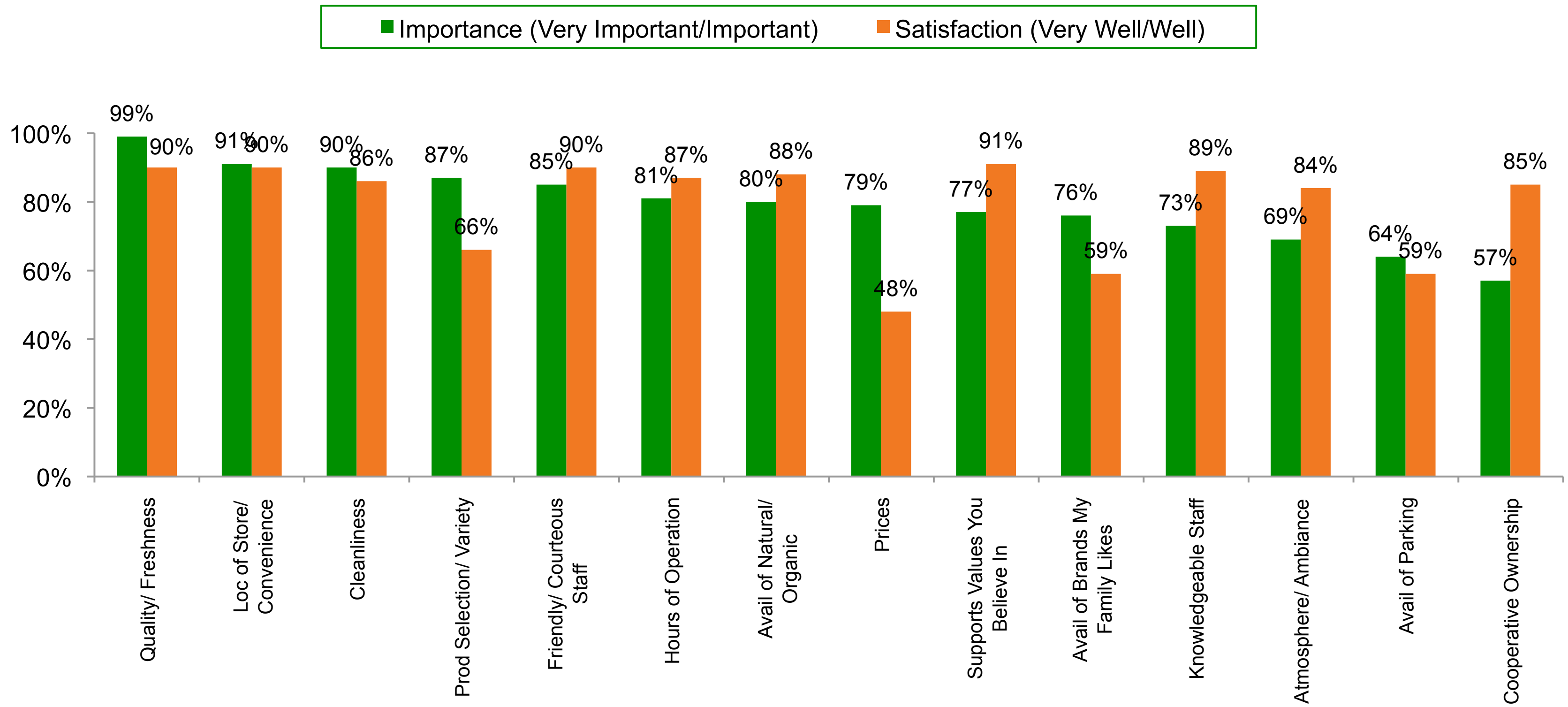
Comparison of Factors Considered When Choosing to Shop vs Satisfaction with Weavers Way Co-Op - 2011

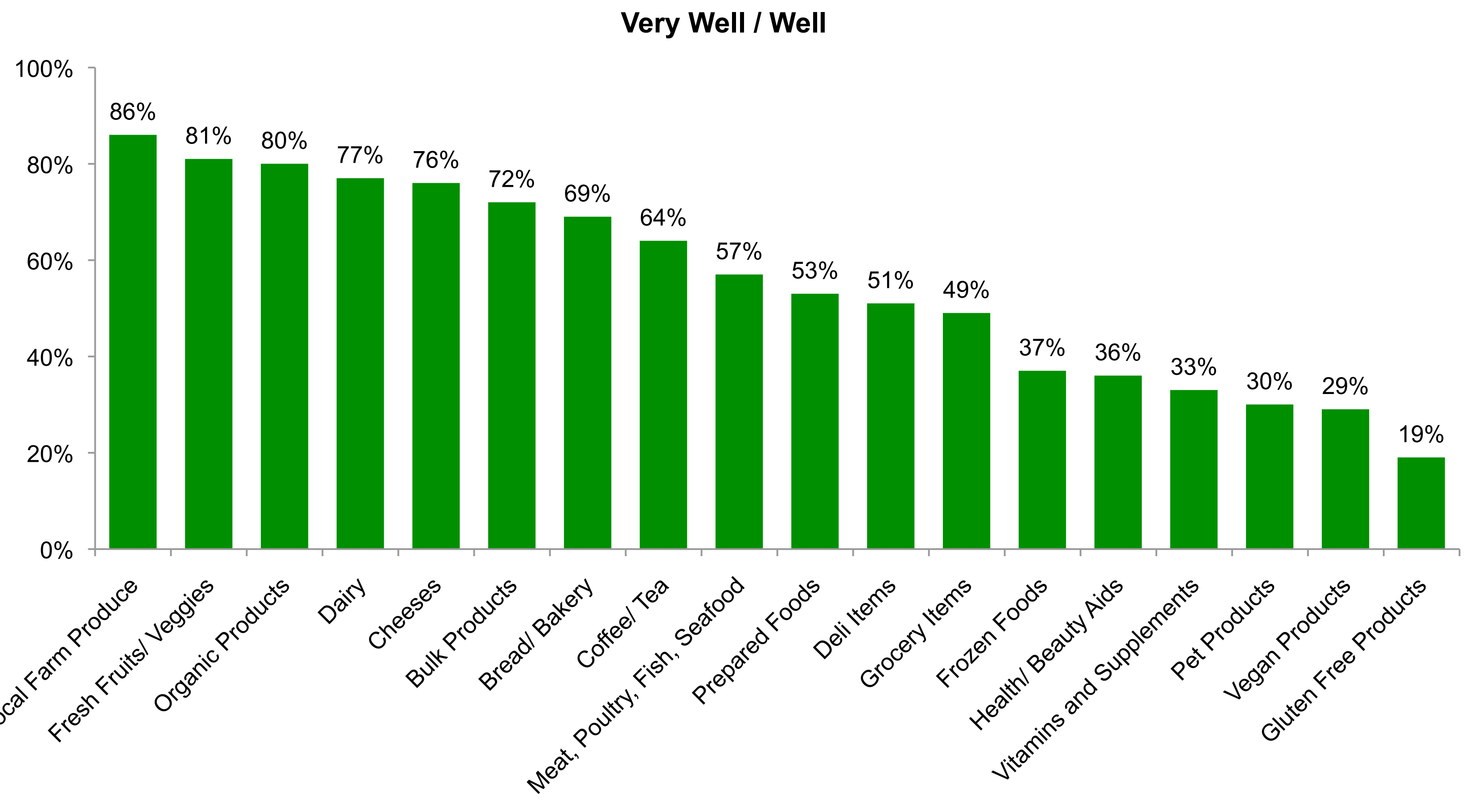


How Well Weavers Way is Meeting Respondents' Needs on Selected Items

- Generally WW is meeting respondent's needs on selected items very well, generally levels higher than those reported in 2011 (which saw an improvement from 2009)
- Non-produce items are again rated in mid-range compared with produce items, with a significant improvement reported for health and beauty aids
- Specialty products, used by the fewest coop members, have the lowest rating for meeting needs, including
  - Gluten free products
  - Vegan products
  - Pet products
  - Vitamins and supplements

Q11. Please rate Weavers Way Co-op in terms of how well it is meeting your needs in the following product categories. n=1255
Rating Scale: Very Well, Well, Somewhat Well, Somewhat Poorly, Poorly, Very Poorly, No Opinion

How Well Weavers Way is Meeting Respondents' Needs on Selected Items



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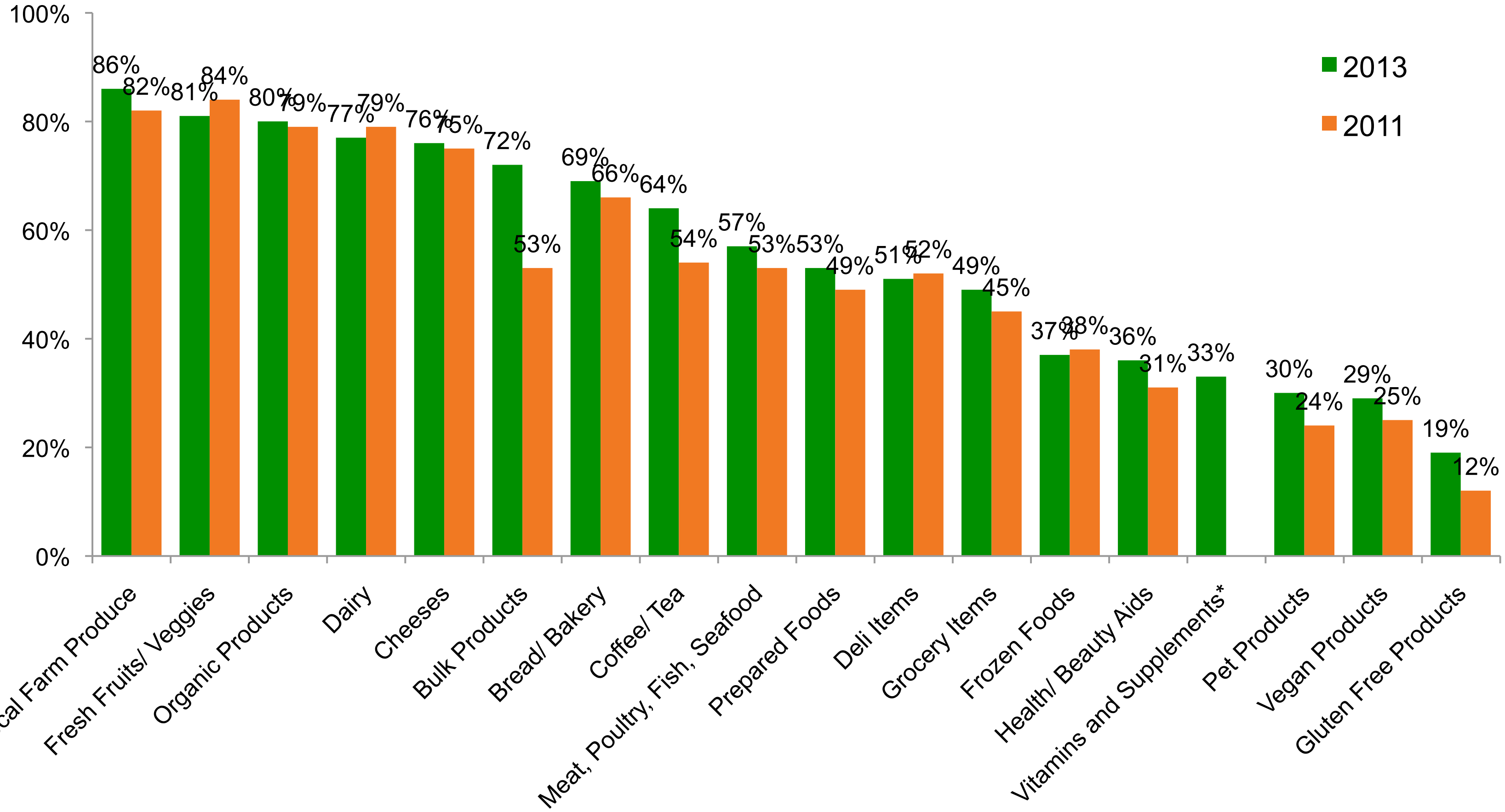


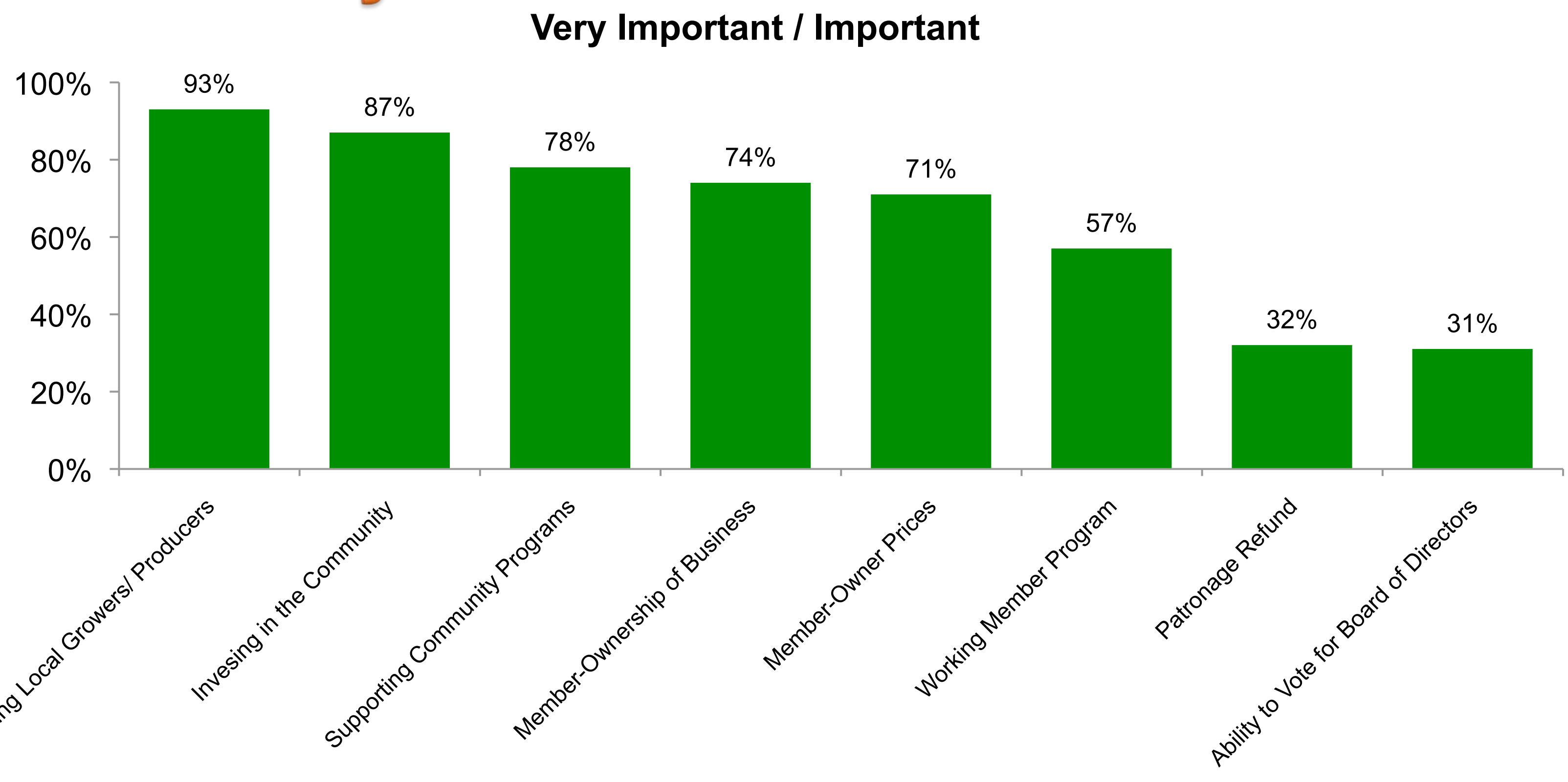
* Not asked in 2011

Importance of Selected Features as Reasons for Joining/Maintaining Membership at Weavers Way

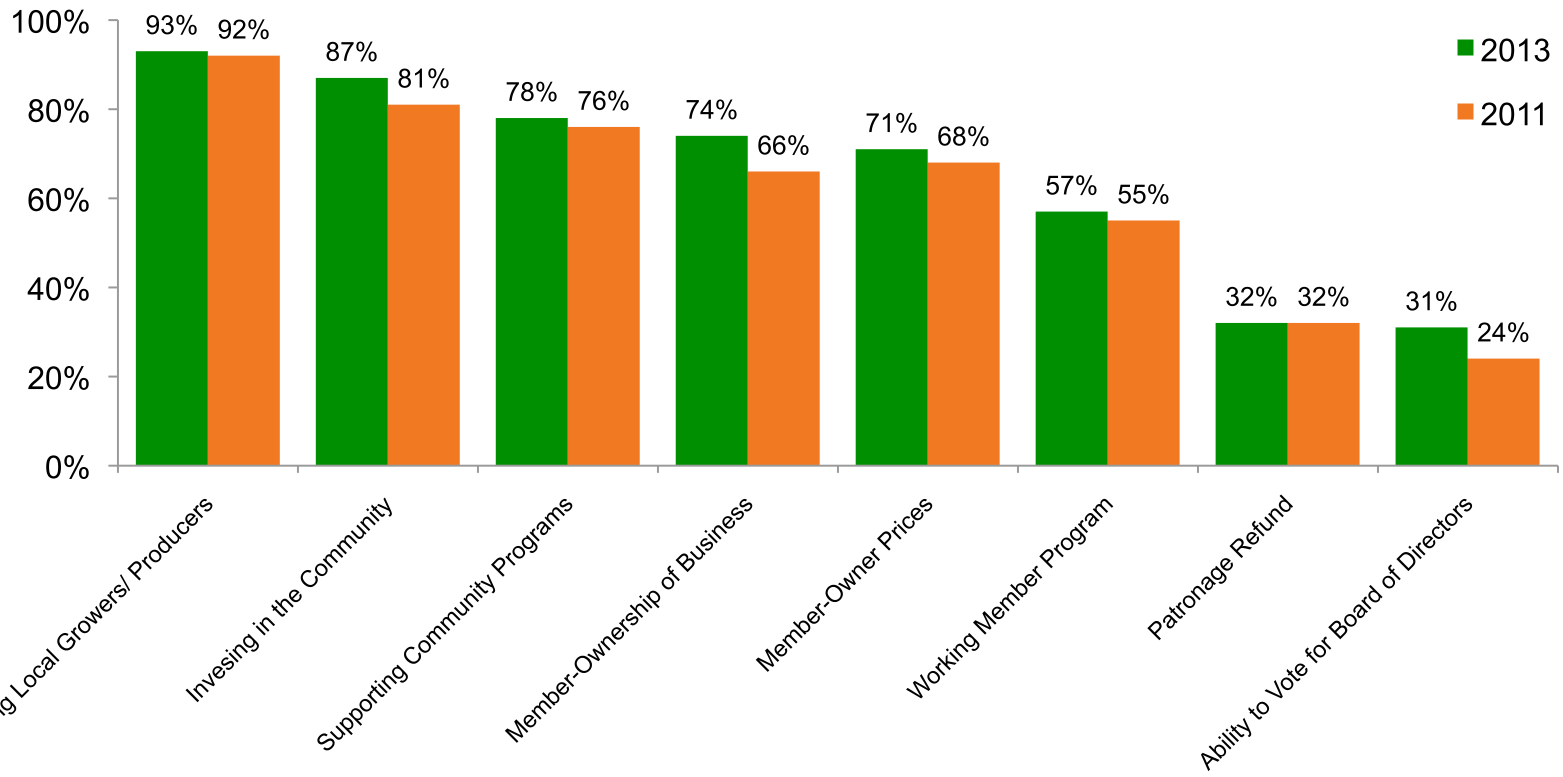
- Interestingly the most important reasons for joining/ maintaining membership in the co-op are:
  - Support for local growers/producers (93% consider it very important or important)
  - Investing in the community (87%)
  - Supporting community programs (78%)
- Levels of support for the selected features of co-op priorities are consistent with those reported in 2011
- Working members in both Mt. Airy and Chestnut Hill report significantly stronger support for these reasons than non-working members

Q14. How important are the following features as reasons for joining/maintaining your membership at Weavers Way Co-op? (Members only) n=1189
Rating scale: Very Important, Important, Somewhat Important, Not Important, No Opinion

Importance of Selected Features as Reasons for Joining/Maintaining Membership at Weavers Way



Importance of Selected Features as Reasons for Joining/Maintaining Membership at Weavers Way



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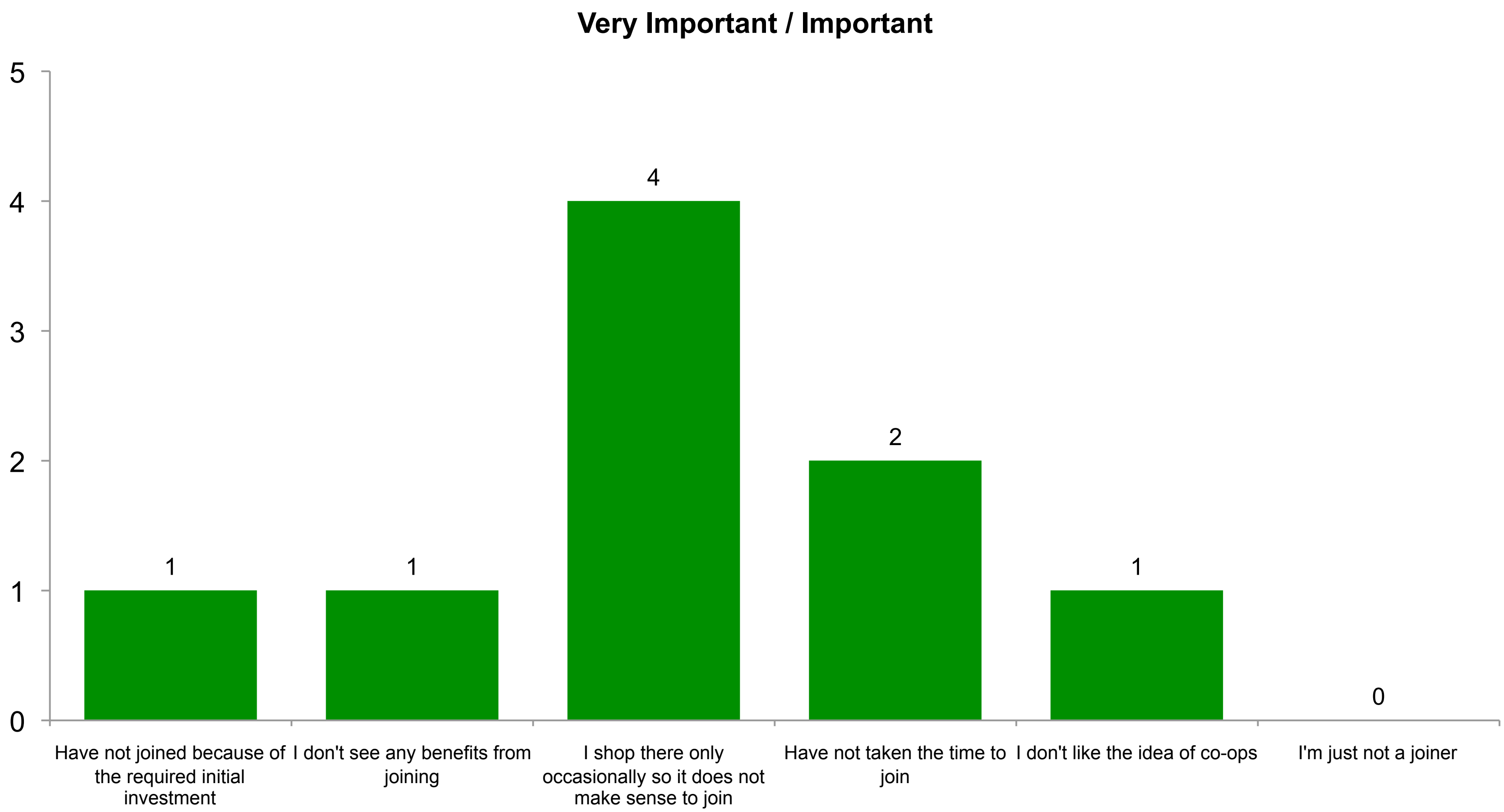
Importance of Selected Features as Reasons for NOT Joining Weavers Way

- Given high levels of satisfaction, very few members/shoppers answered the question about their various reasons for not joining Weavers Way

- Among the various reasons, “only occasional shopping” is most frequently mentioned as a barrier

Q15. How important are the following features as reasons for joining/maintaining your membership at Weavers Way Co-op? (Non-Members only) n=10
Rating scale: Very Important, Important, Somewhat Important, Not Important, No Opinion

Importance of Selected Features as Reasons for NOT Joining Weavers Way



Caution: small base
Responses listed as whole numbers

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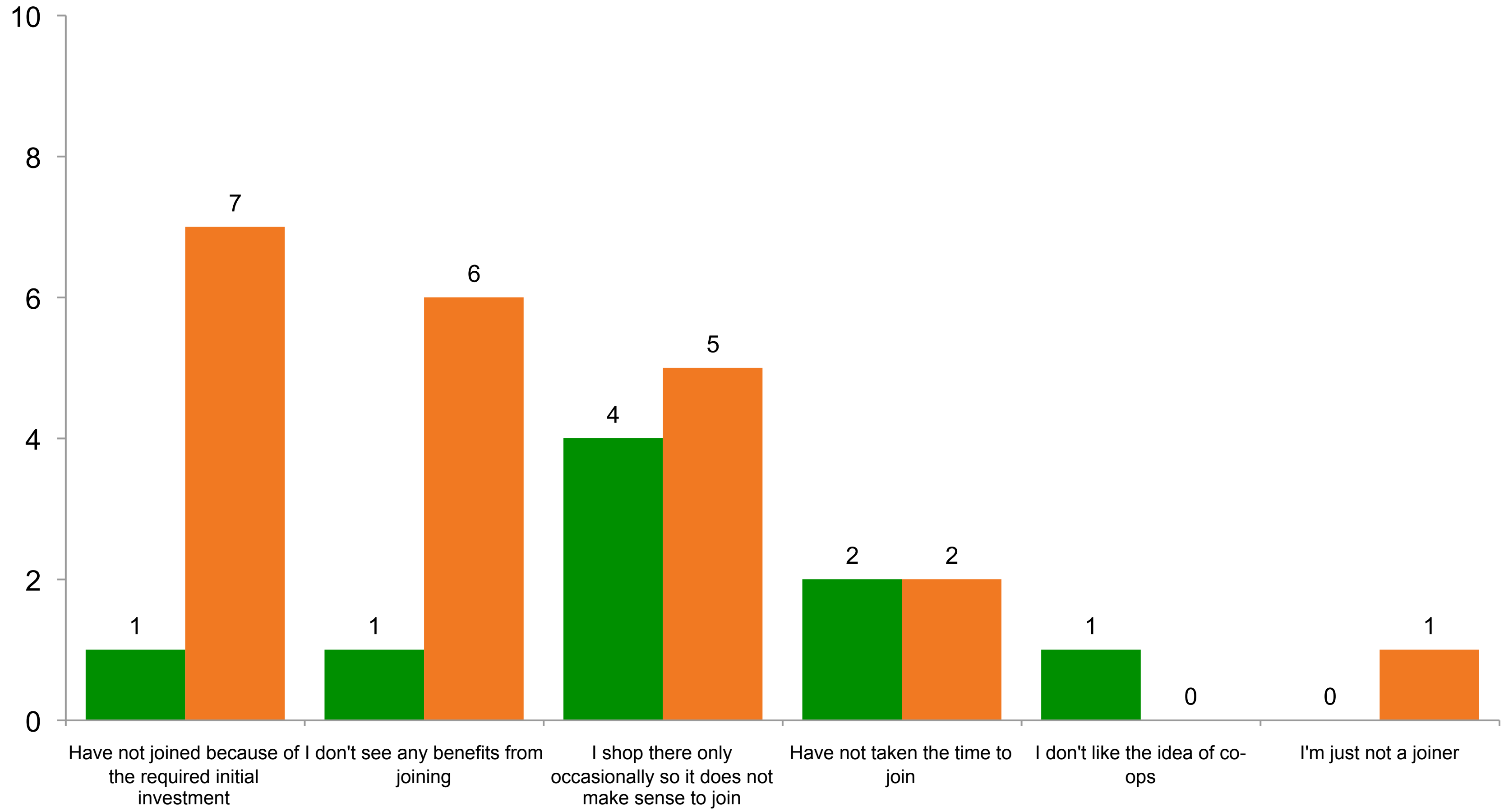
Importance of Selected Features as Reasons for NOT Joining Weavers Way



Caution: small base
Responses listed as whole numbers

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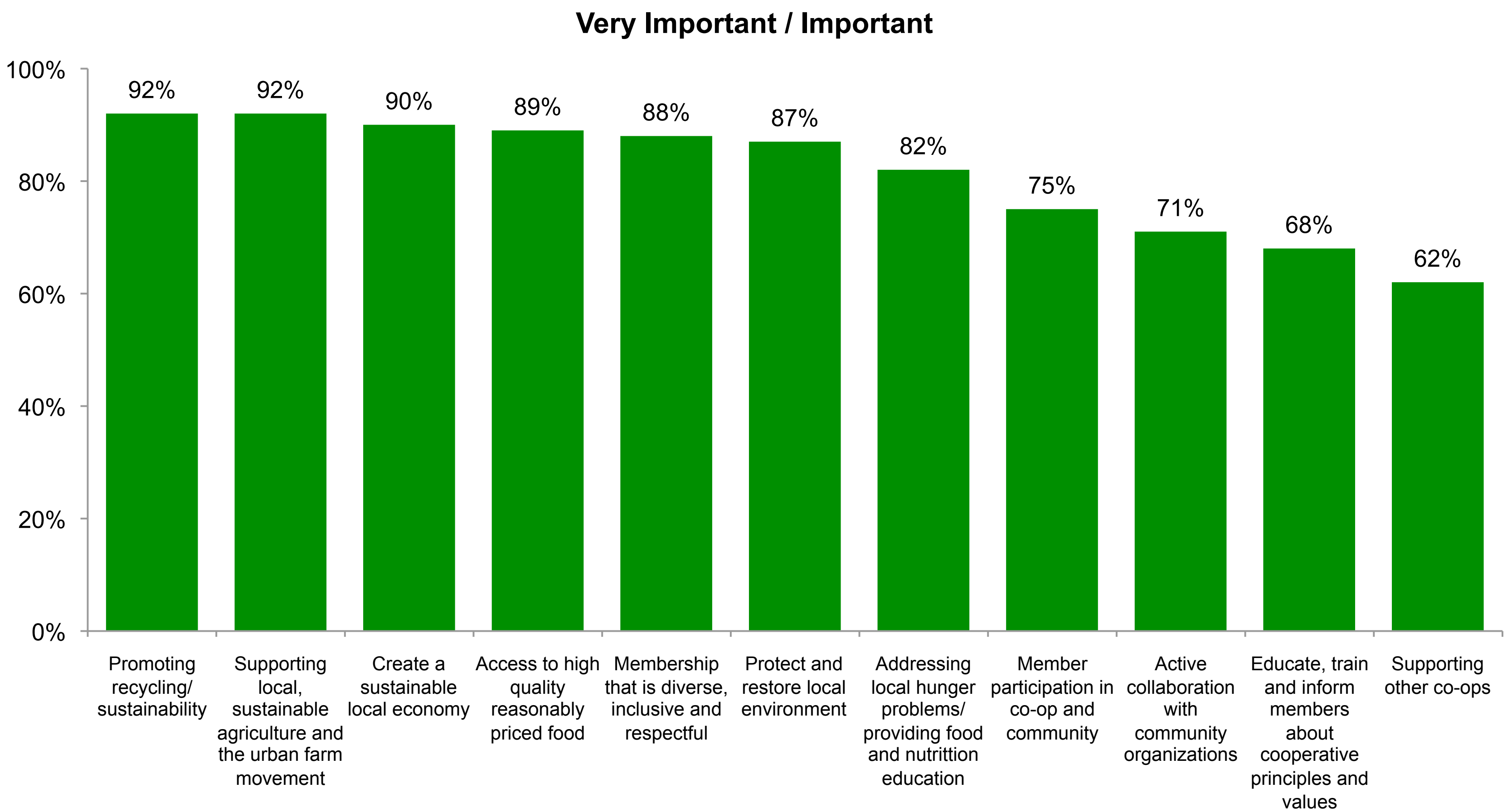
Importance of Ends / Goals of Weavers Way

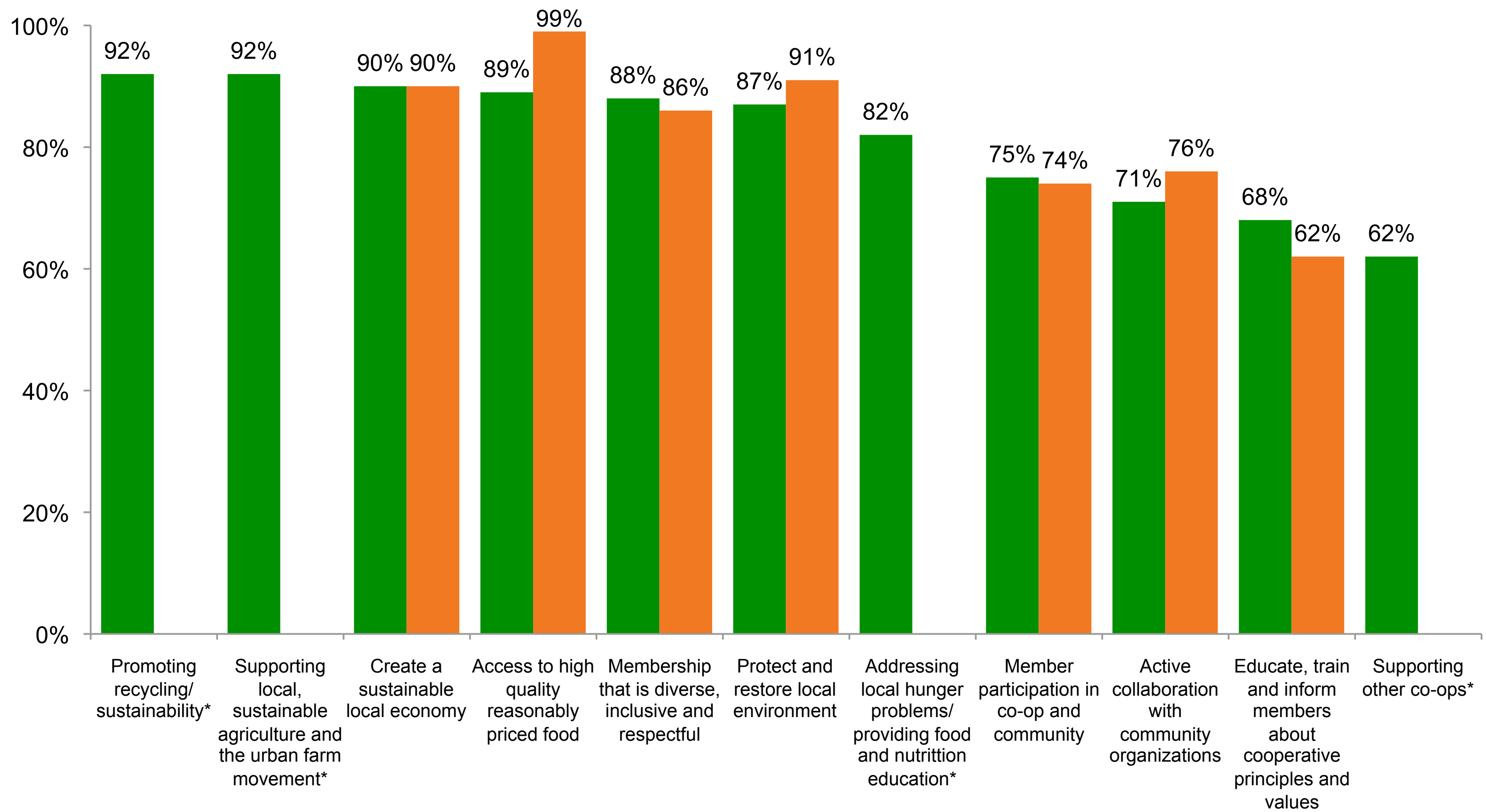
- Overall, survey respondents showed very high levels of support for WW Ends/Goals
  - Highest levels of support are for
    - Promoting recycling/sustainability (a new item in 2013)
    - Supporting local, sustainable agriculture and the urban farm movement (new item in 2013)
    - Create a sustainable local economy
    - Access to high quality/ reasonably priced food
    - Membership that is diverse, inclusive and respectful
  - Lowest support (still supported by about 2/3 of those surveyed!) is for
    - Supporting other co-ops (new item in 2013)
    - Education about co-op principles and values

Q16. How important is each of the following ends or goals of Weavers Way to you? n=1255
Rating scale: Very Important, Important, Somewhat Important, Not Important, No Opinion

Importance of Ends / Goals of Weavers Way



Importance of Ends / Goals of Weavers Way



*Not asked in 2011

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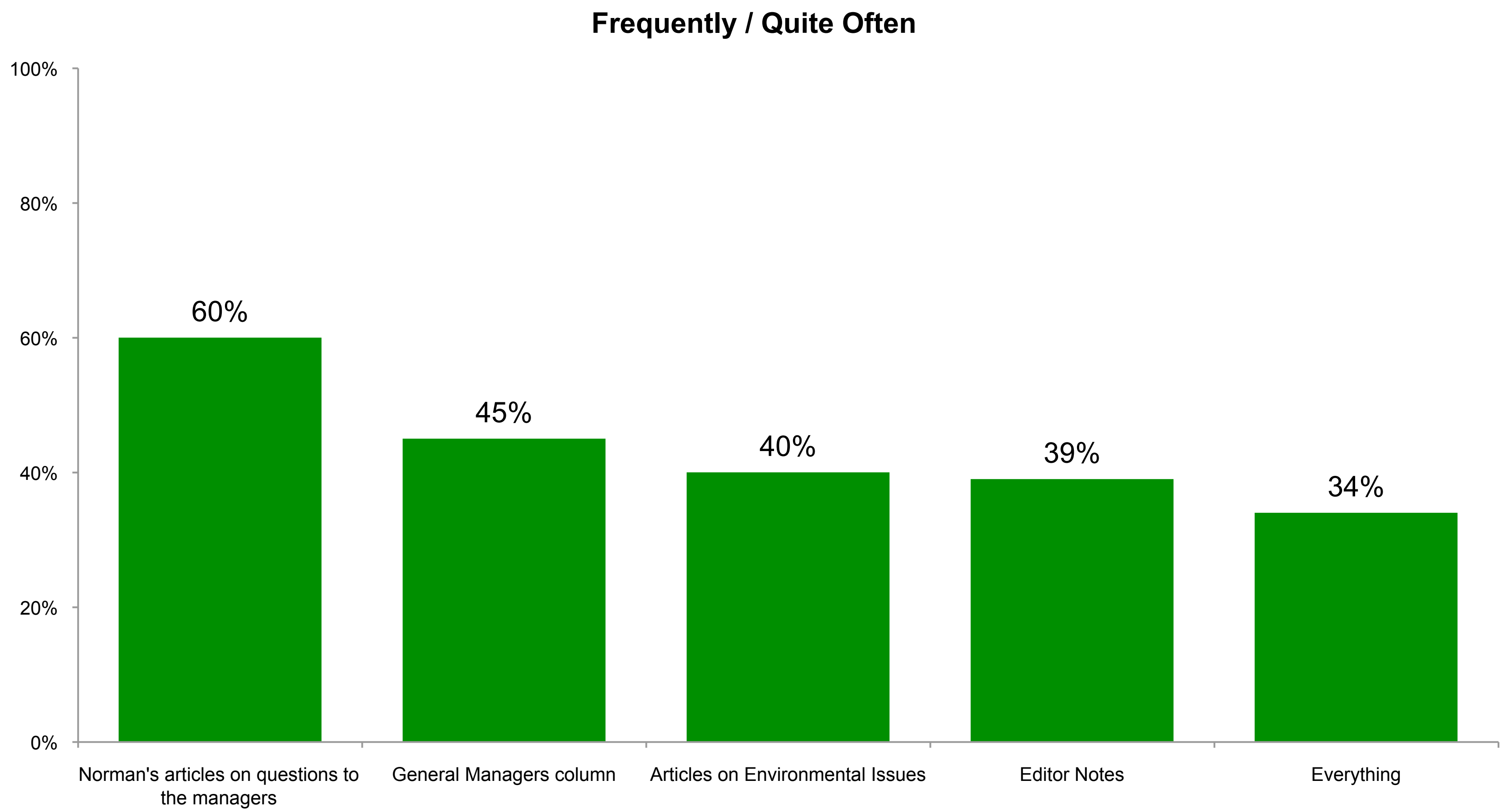
Frequency of Reading Parts of The Shuttle

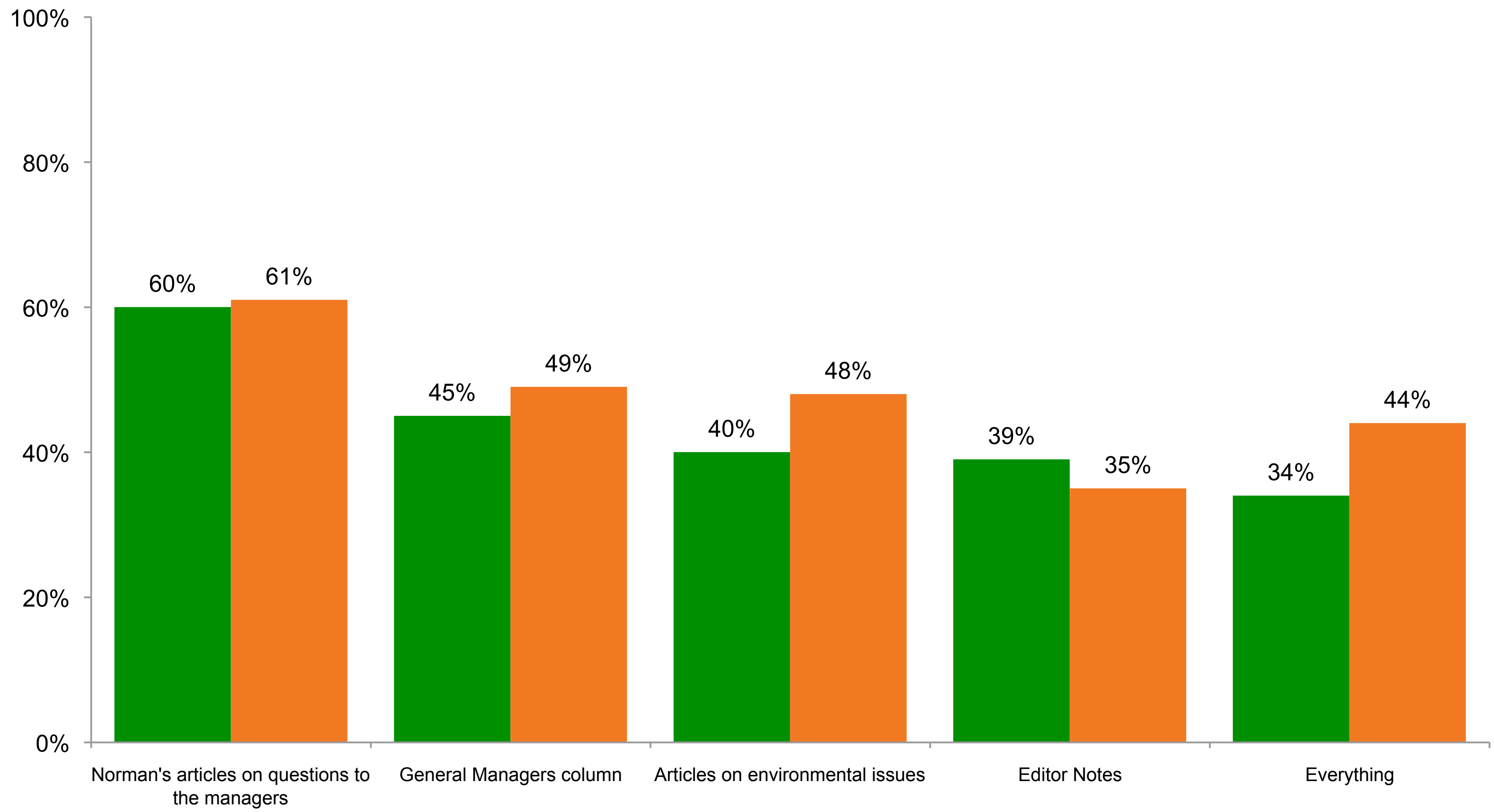
- Stormin' Norman's tidbits continue top the popularity poll for Shuttle readership
- Readership for other parts of the Shuttle are mid-range
- But also mid-range are those reporting that they read everything in the Shuttle frequently or quite often…

Q17. How often do you read the following parts of the Shuttle? n=varies
Rating Scale: Frequently, Quite Often, Occasionally, Seldom, Never

Frequency of Reading Parts of The Shuttle



Frequency of Reading Parts of The Shuttle



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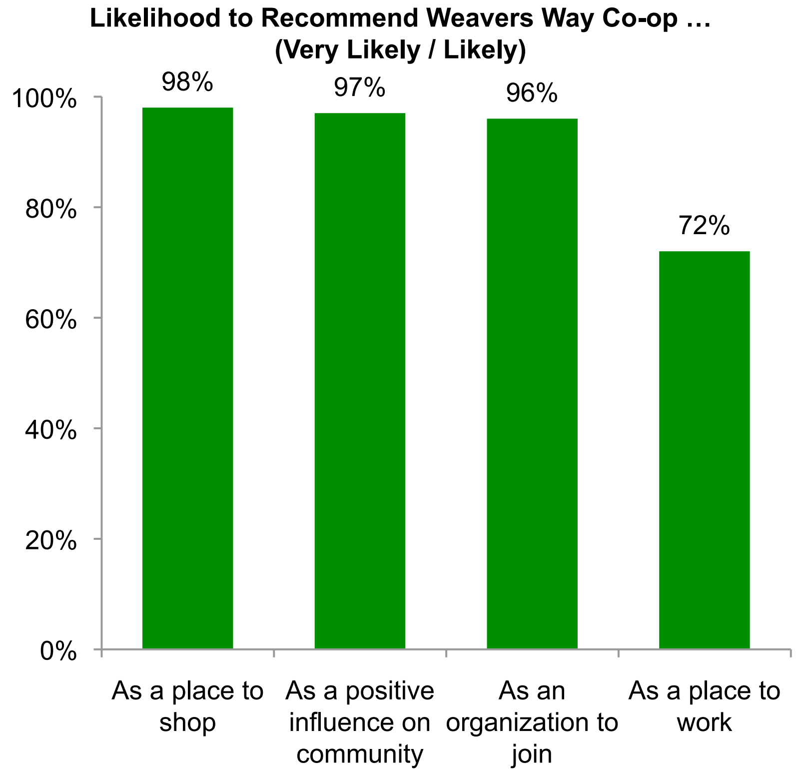
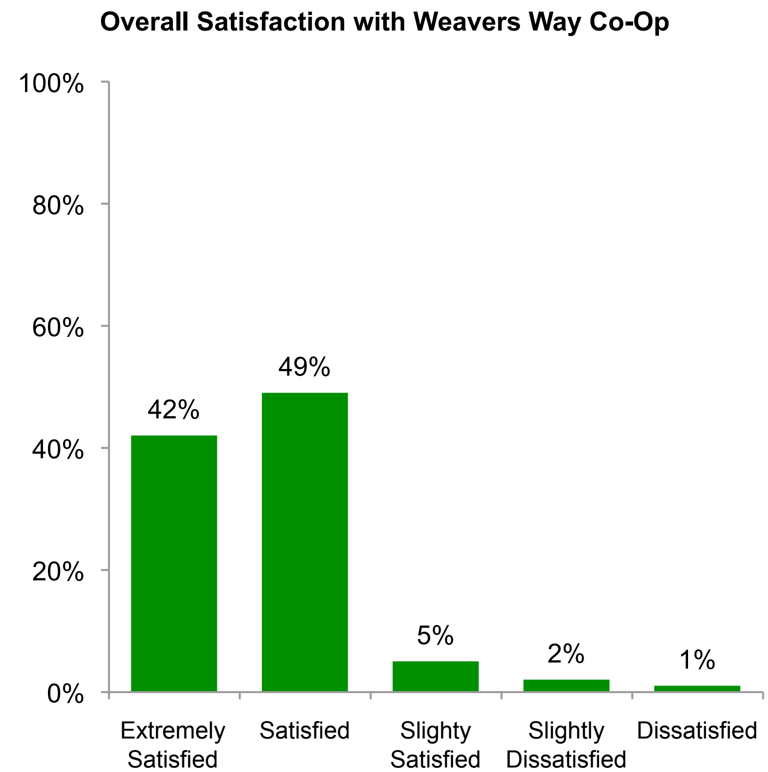
Likelihood to Recommend/ Satisfaction with Weavers Way Co-Op

- High proportions, higher than in 2011 (which was also higher than 2009), are likely to recommend Weavers Way as
  - A place to shop (98% very likely/likely)
  - A positive influence on the community (97%)
  - An organization to join (96%)
  - A place to work (72%)
- The largest increase since 2011 is for those who would recommend Weavers Way as a place to work (up from 57%)
- Almost everyone reports that they are either extremely satisfied or satisfied overall with Weavers Way Co-op, comparable to 2011 and 2009 results

Q22. How likely is it that you would recommend Weavers Way Co-op to a friend or colleague … n=1255
Rating Scale: Very Likely, Likely, Somewhat Likely, Somewhat Unlikely, Unlikely, Very Unlikely, No Opinion
Q23. How would you rate your overall satisfaction with Weavers Way Co-op? n=1255
Rating Scale: Extremely Satisfied, Satisfied, Slightly Satisfied, Slightly Dissatisfied, Dissatisfied, Extremely Dissatisfied

Likelihood to Recommend/ Satisfaction with Weavers Way Co-Op





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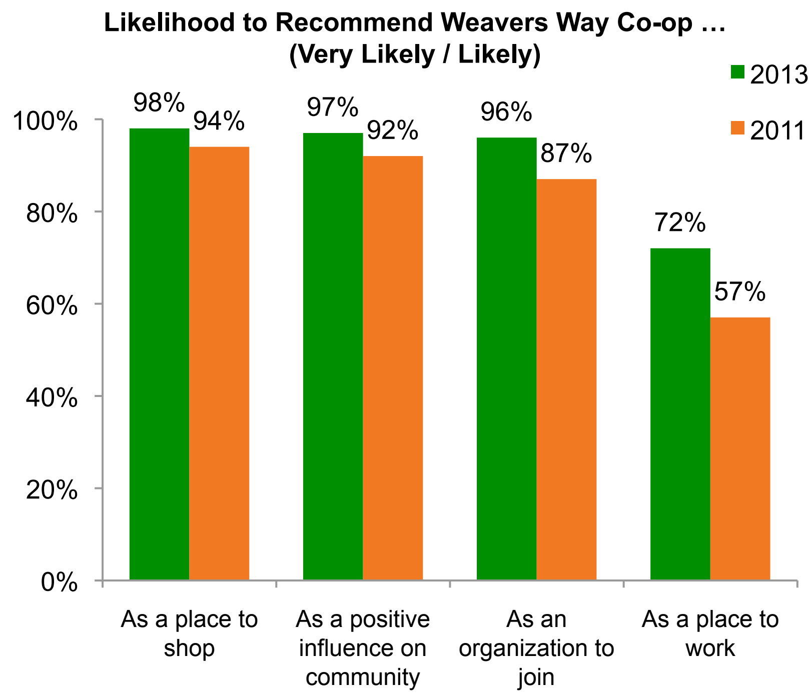
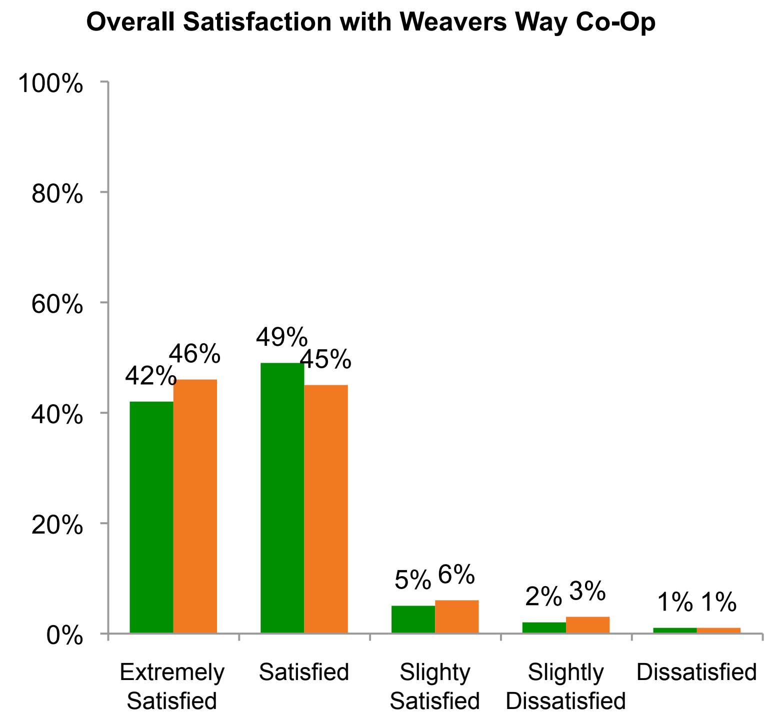
Likelihood to Recommend/ Satisfaction with Weavers Way Co-Op





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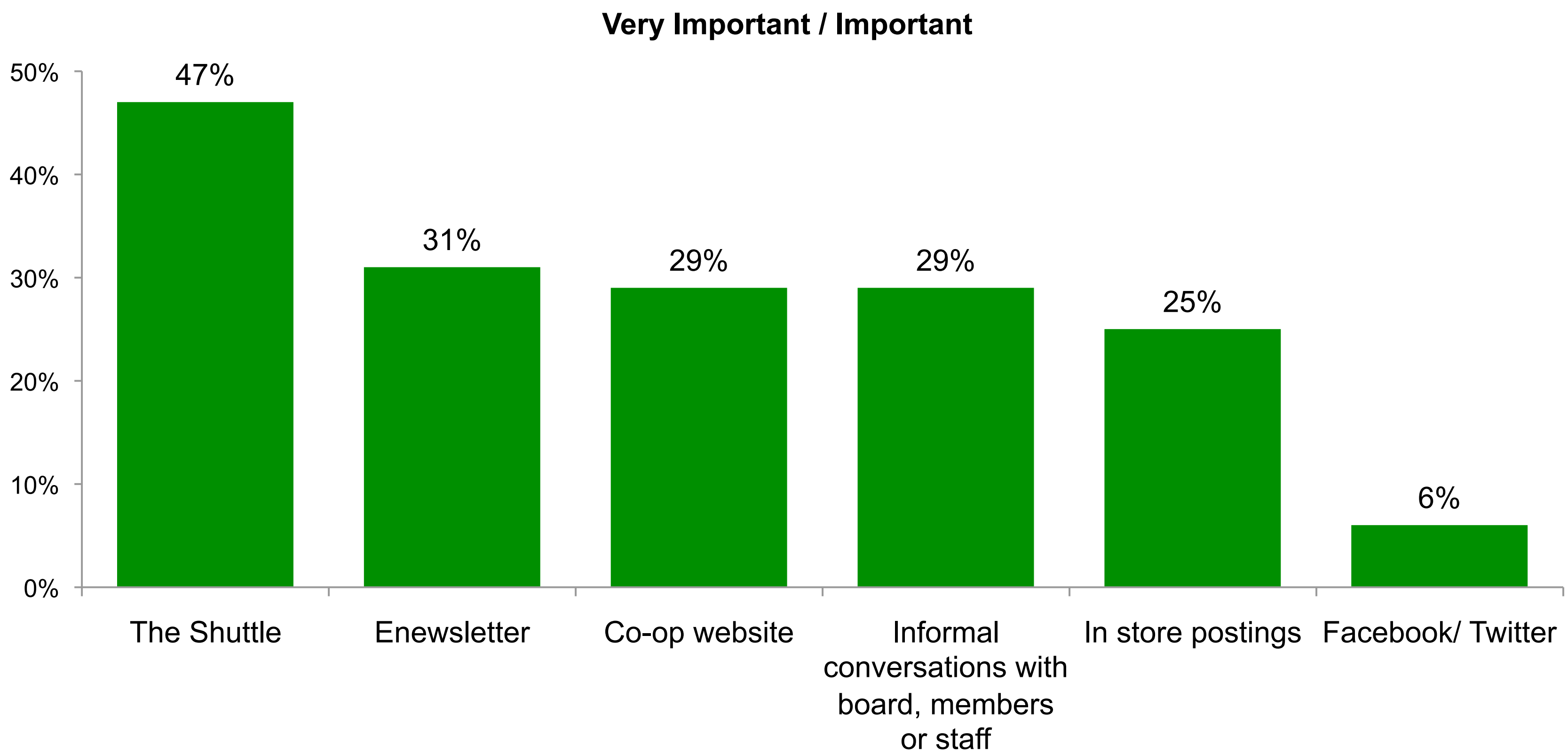
Importance of Sources of Information about Weaves Way Co-Op

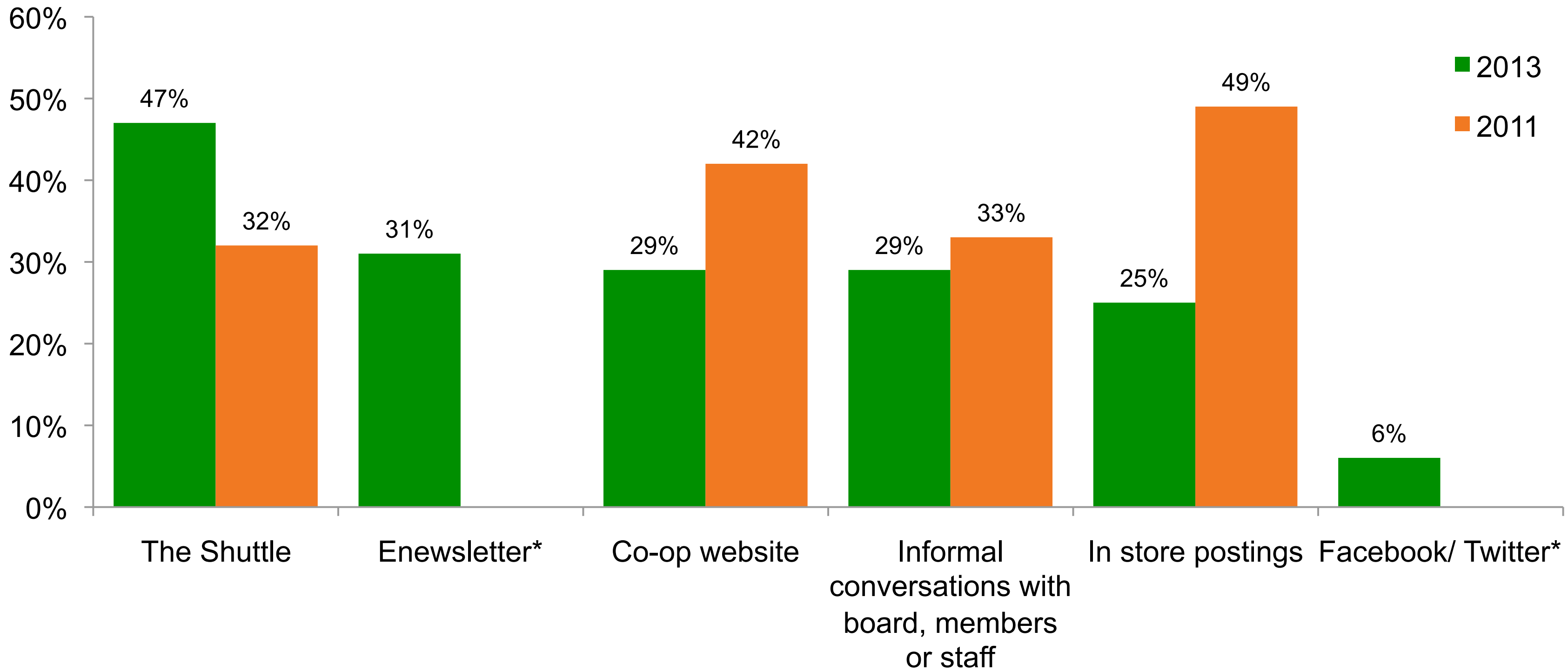
- The Shuttle (47% very important/important) has become the most important source of information about the co-op, followed by
  - eNewsletter (31%)
  - The co-op web site (29%)
  - Informal conversations with board members or staff (29%)
- In store postings, which were most highly rated as a source of information in 2011 have dropped to 5th place in 2013 (44% down to 25%)

Q25. How important to you are the following sources of information about Weavers Way Co-op? n=1255
Rating Scale: Very Important, Important, Somewhat Important, Not Important, No Opinion

Importance of Sources of Information about Weaves Way Co-Op



Importance of Sources of Information about Weaves Way Co-Op



*Not asked in 2011

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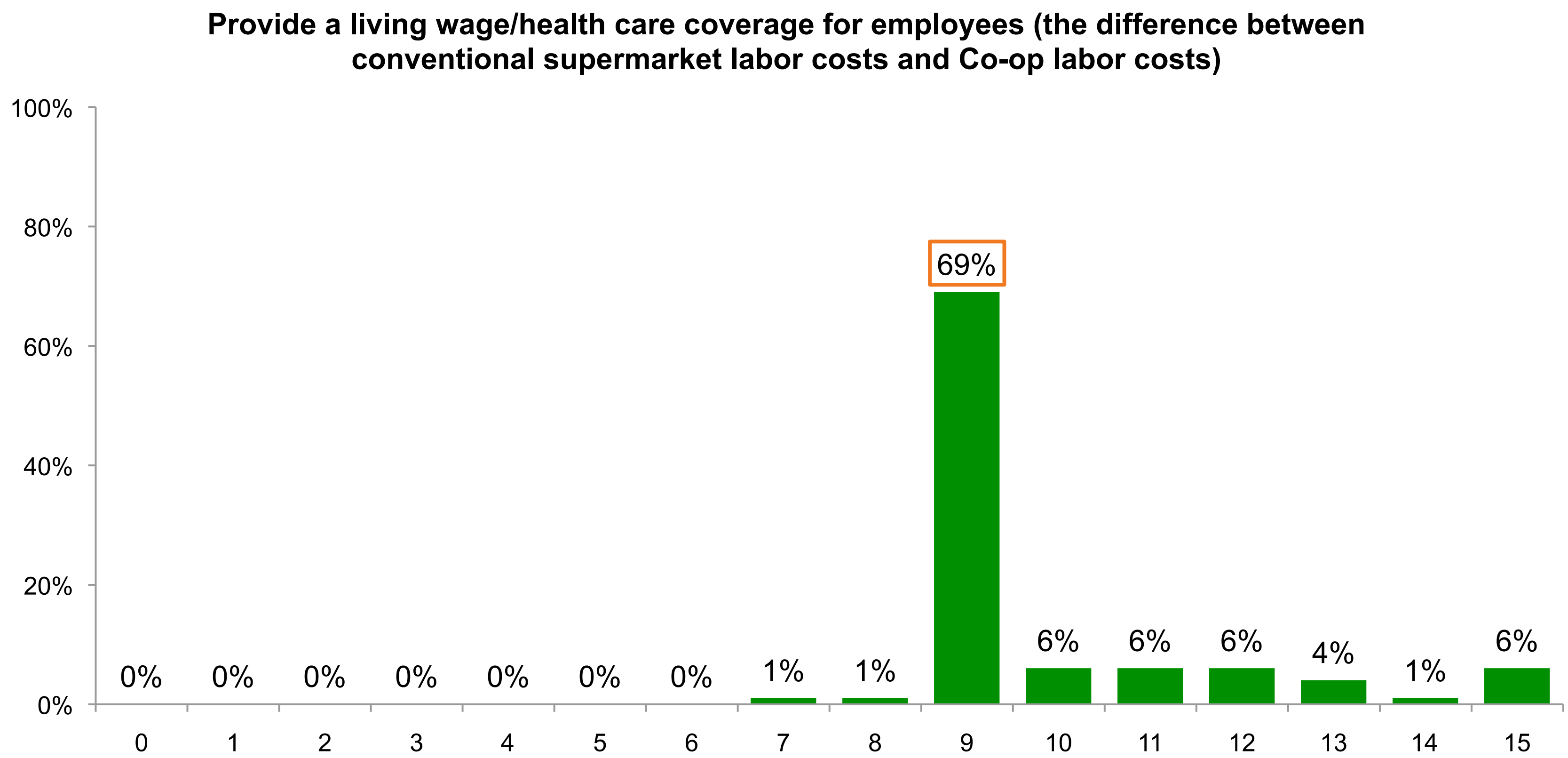
Expenditure Levels

- Across all six mission directed spending priorities (expenditures above and beyond traditional food store costs) 68% of survey respondents support current co-op mission related expenditure levels
- Levels of support at current levels or higher are as follows:
  - Employee living wage/health coverage (98% support current or higher levels of expenditure)
  - Community outreach (94%)
  - Sustainable/local products (99%)
  - Helping other coops/ engaging Weavers Way co-op members (83%)
  - Supporting working members program (99%)
  - Supporting our two working farms (97%)

Q26. The Weavers Way Mission Statement guides the Co-op's spending priorities. The bars in the following question show how many cents out of every dollar the Co-op spends go to special Co-op Mission-related priorities. Currently, mission related priorities account for 17 cents of every dollar spent by the Co-op.

Expenditure Levels



Note: Boxed number is what is currently spent

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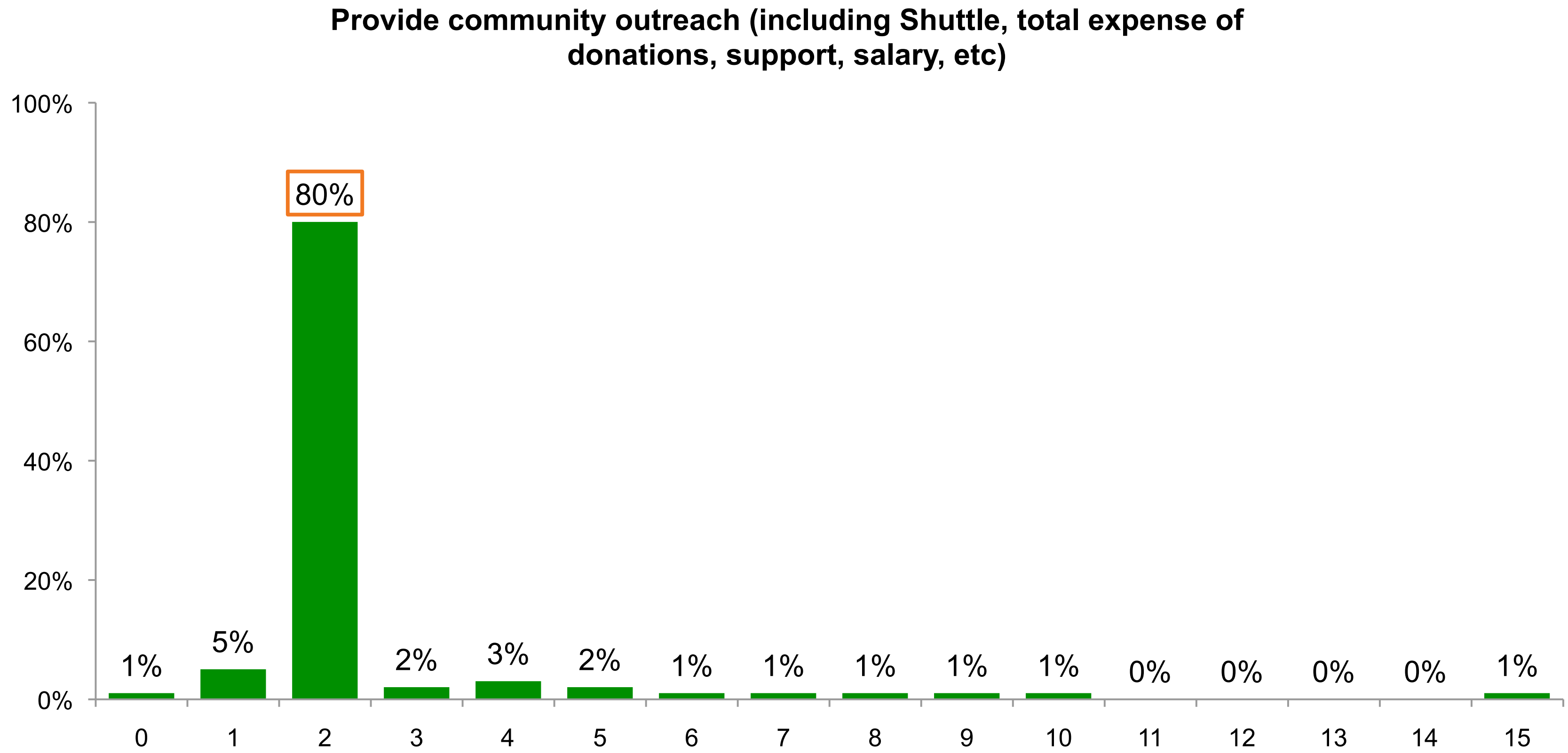
Expenditure Levels



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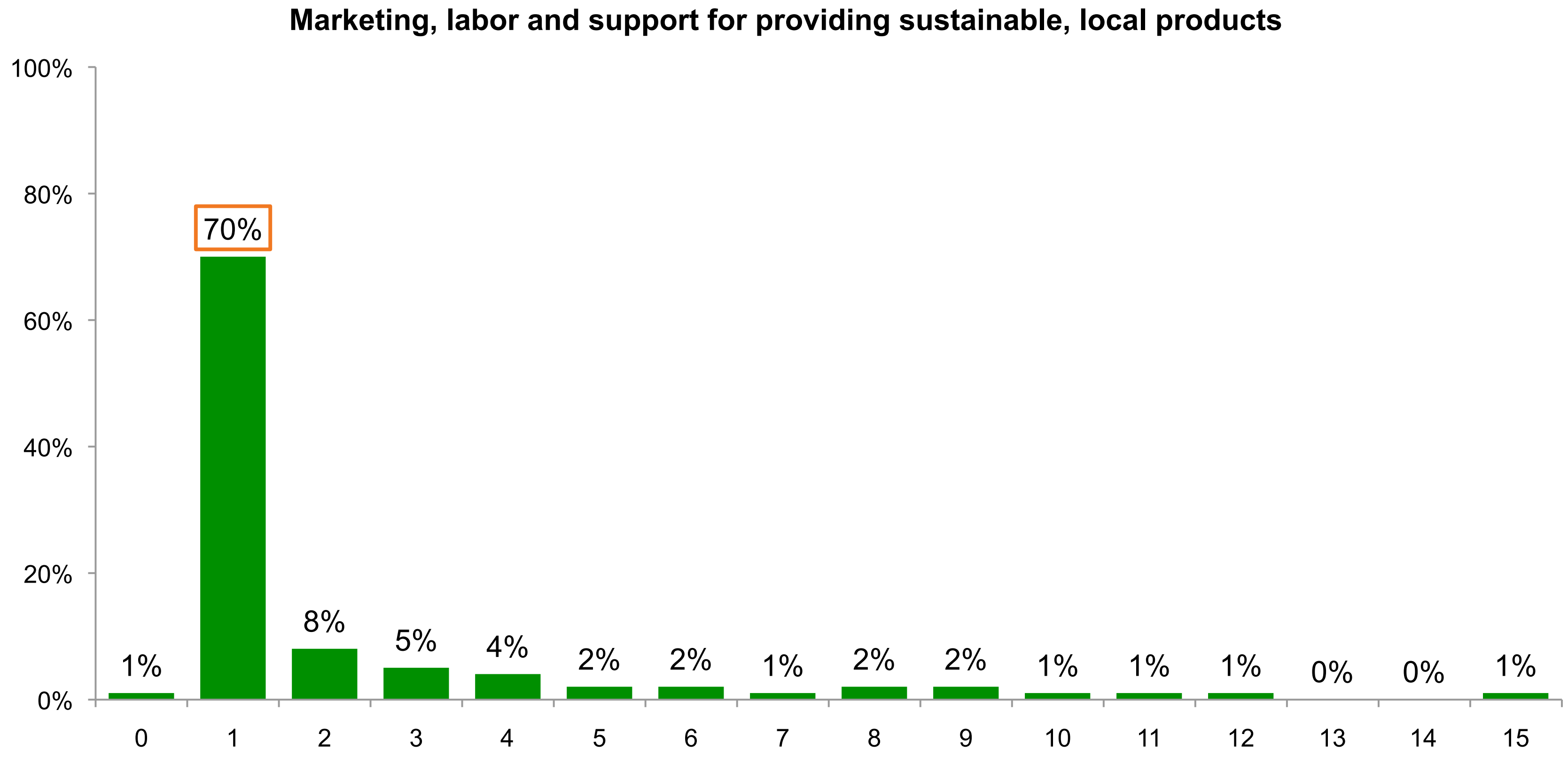
Expenditure Levels



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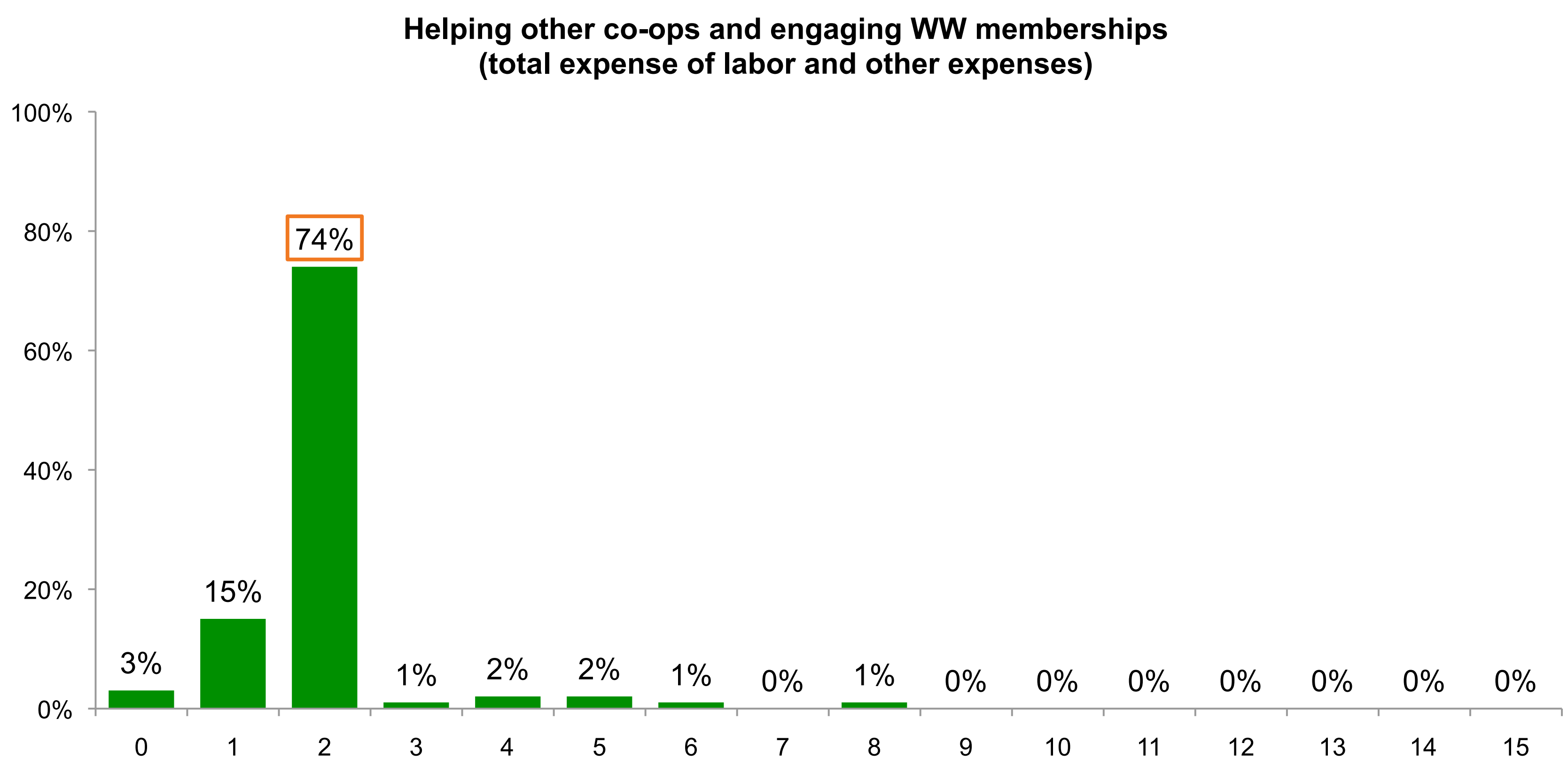

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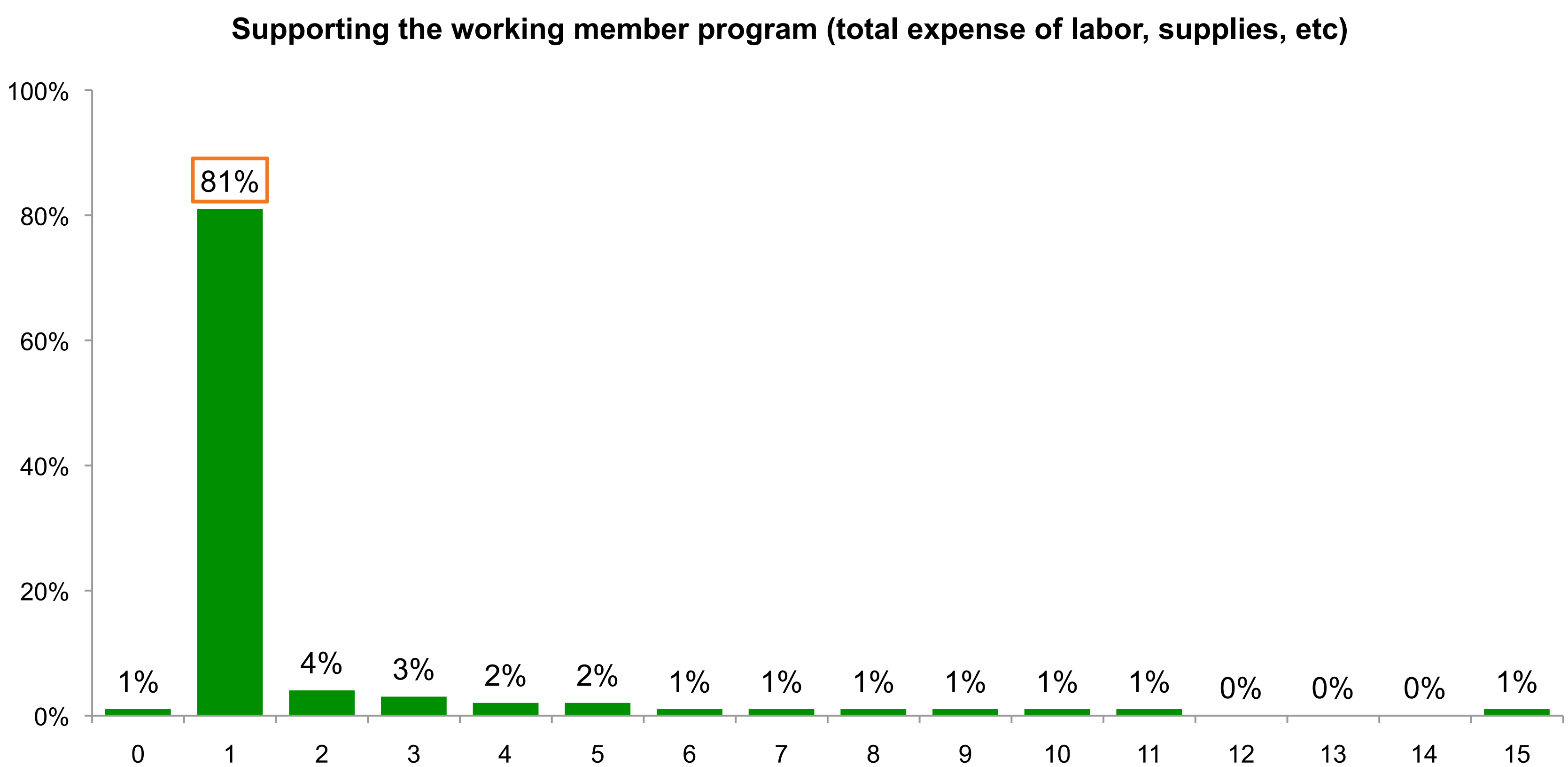

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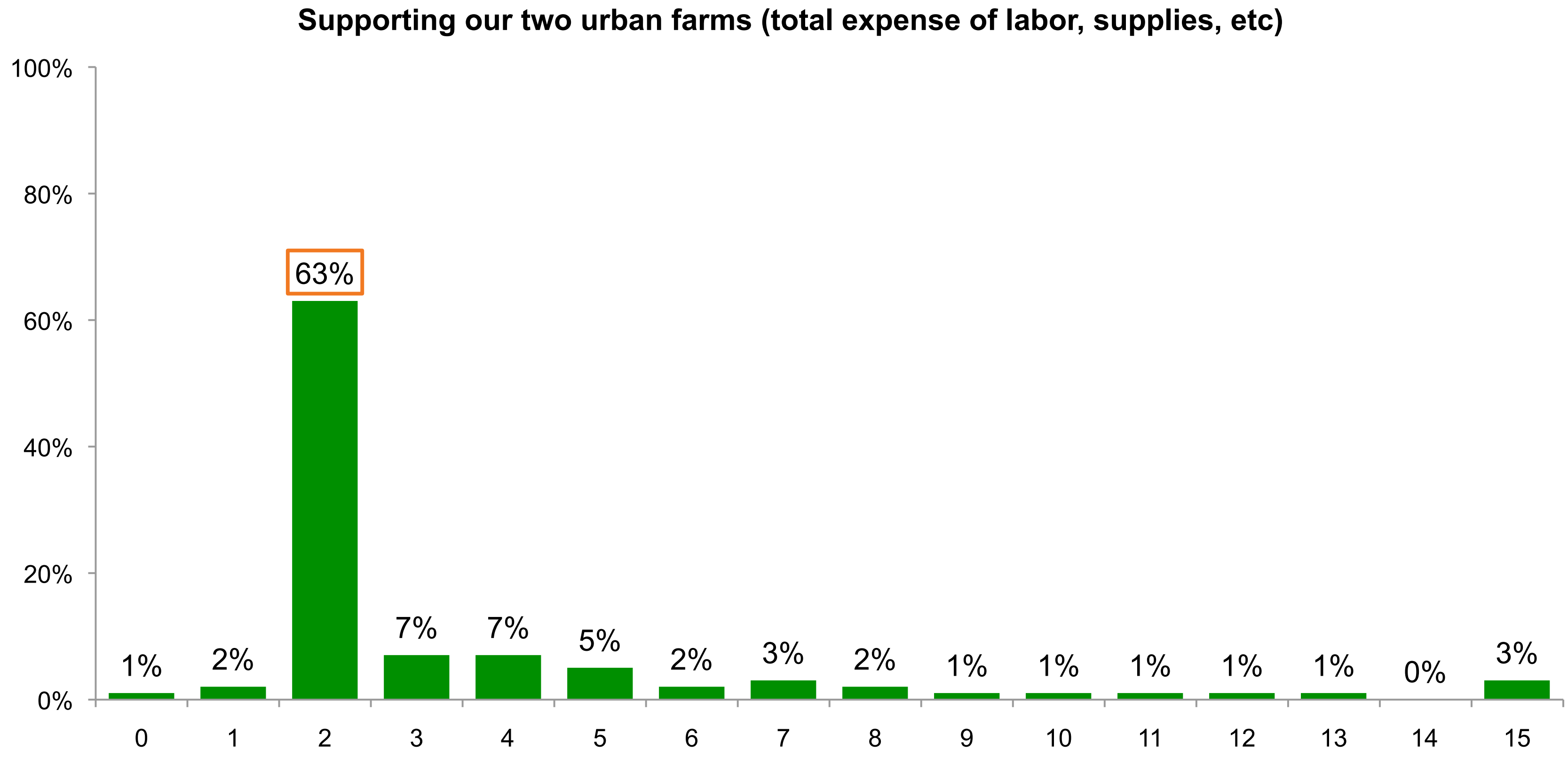

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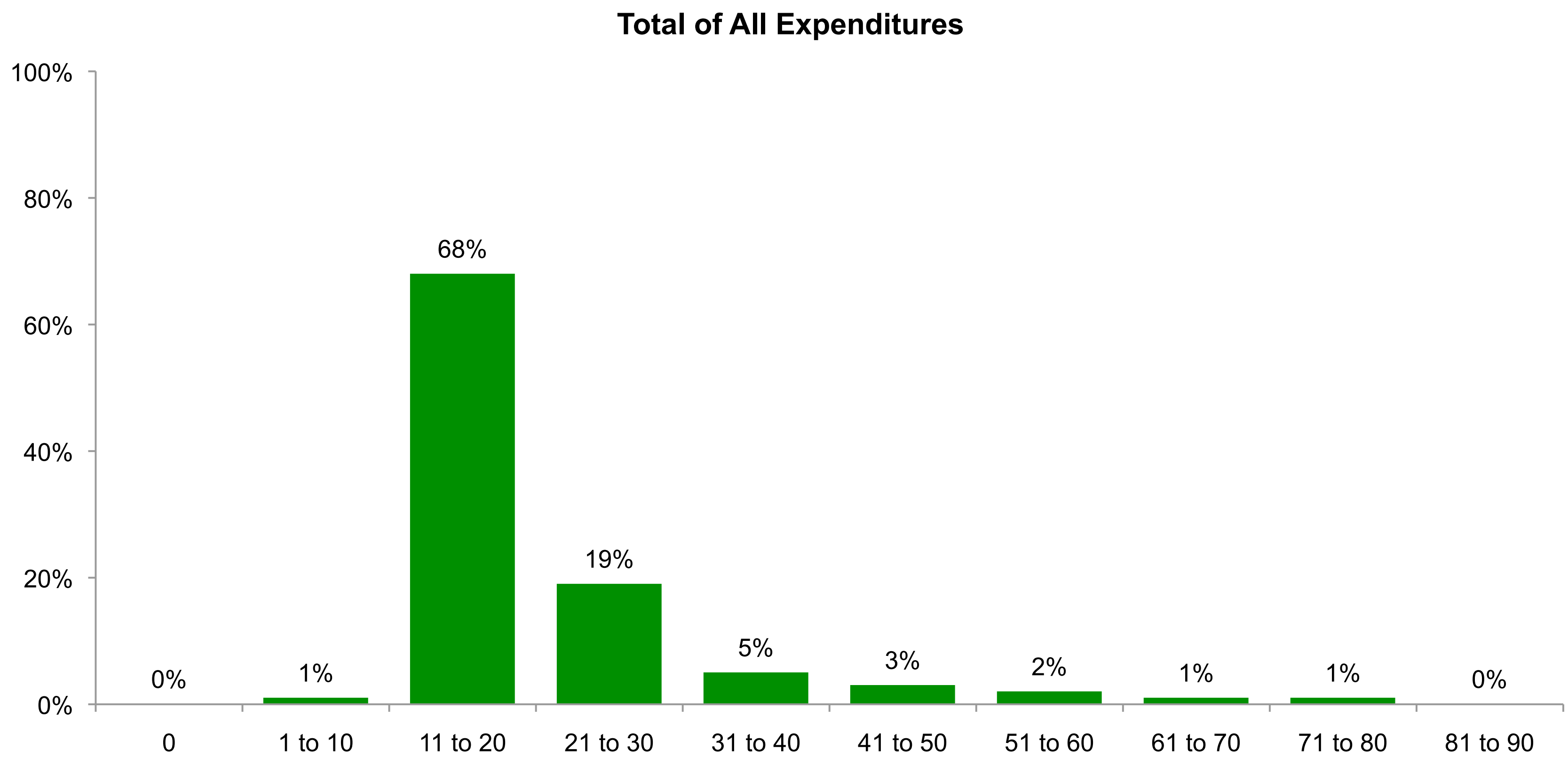
Expenditure Levels

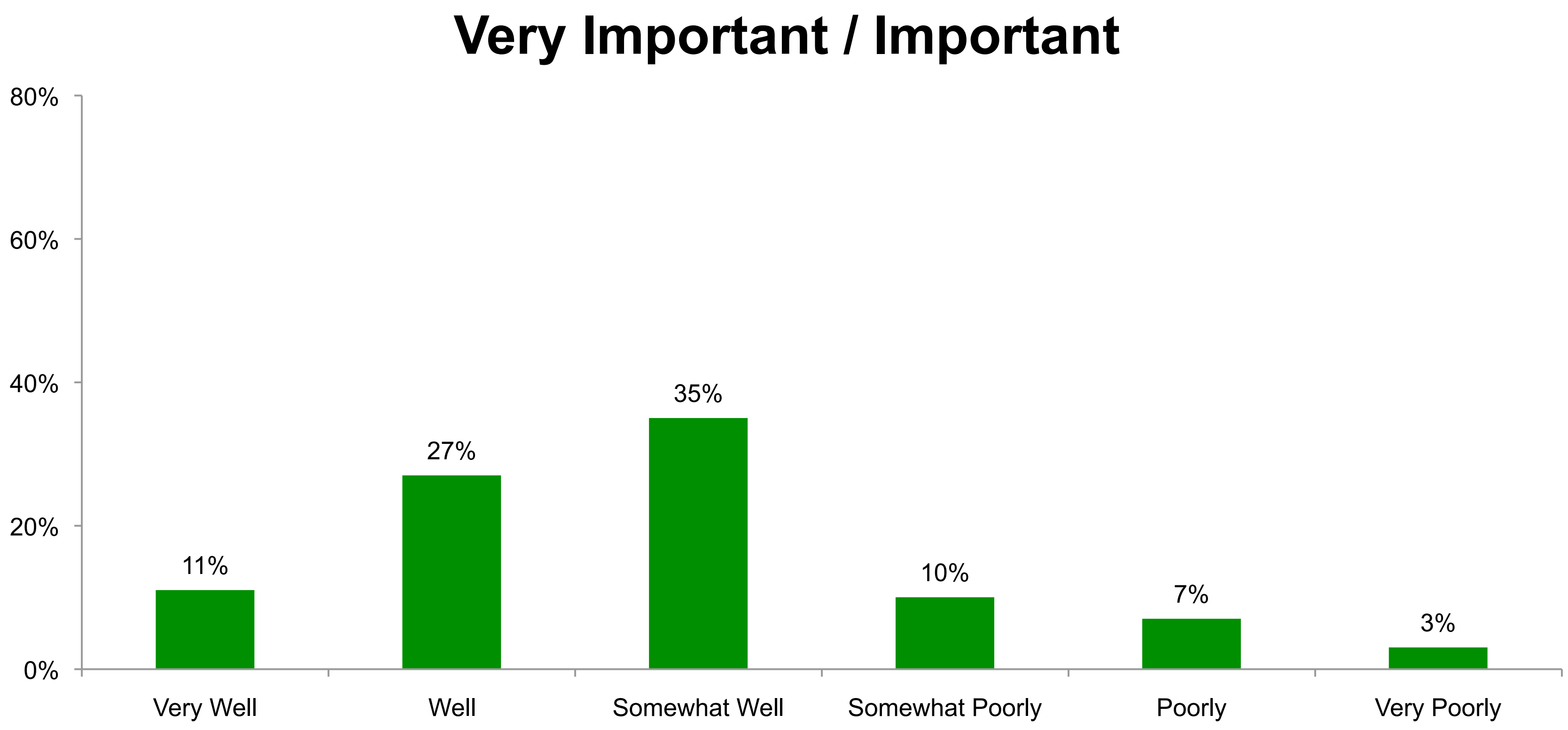


How Well Weavers Way is Meeting Goal to Reflect Diversity of Community

- About one third (38%) feel that the co-op is doing very well/well in achieving the goal of reflecting the diversity of the community in every aspect of Weavers Way operations
- 20% feel rate the Weavers Way performance as doing somewhat poorly, poorly or very poorly
- Chestnut Hill members and working members are significantly more likely to give very well/well ratings than Mt. Airy members and working members

Q29. The Co-op is committed to reflecting the diversity of our community in every aspect of our operation. How well do you feel we are achieving this goal? n=1255
Rating Scale: Very Well, Well, Somewhat Well, Somewhat Poorly, Poorly, Very Poorly, No Opinion

How Well Weavers Way is Meeting Goal to Reflect Diversity of Community



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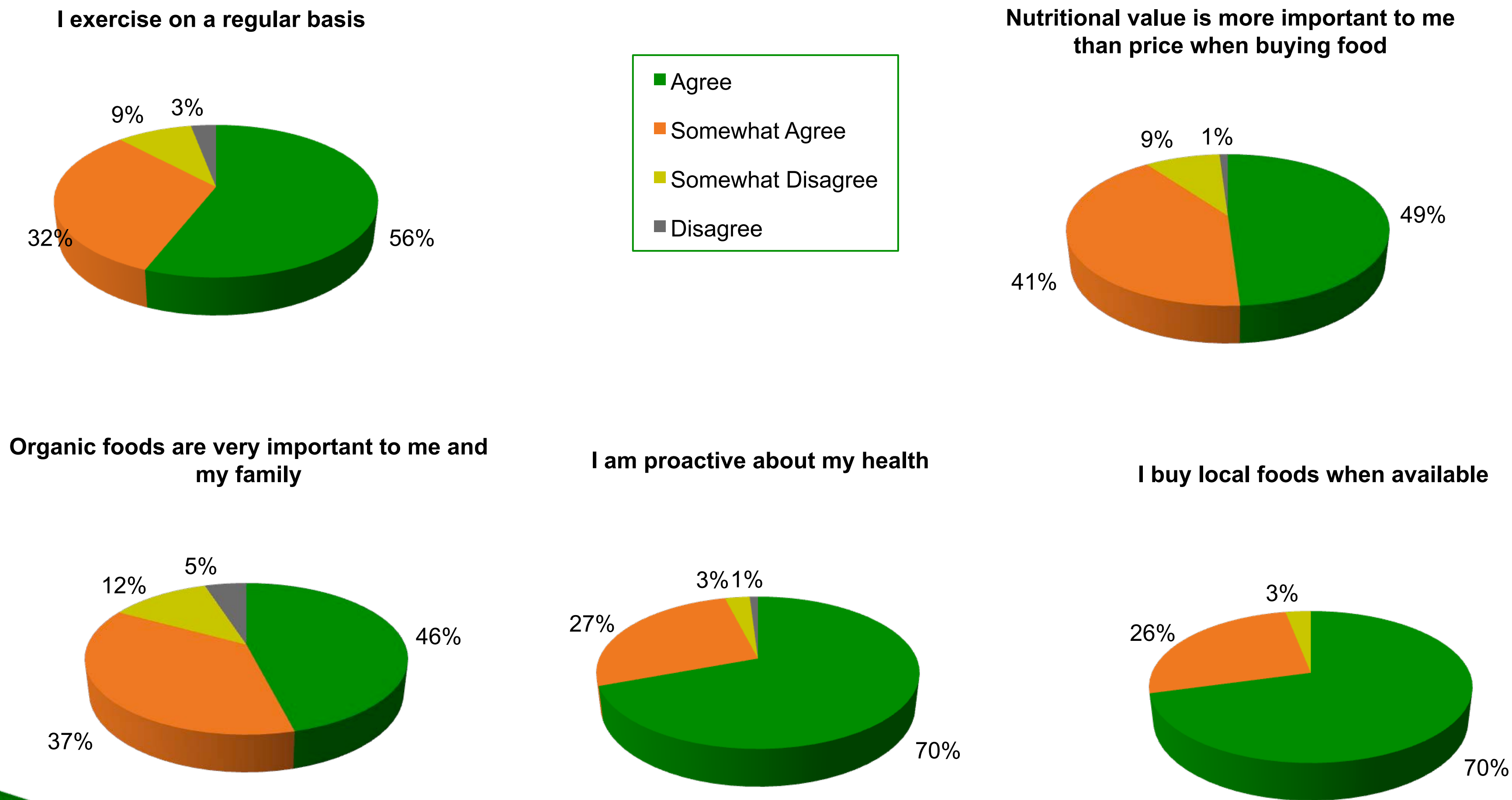
Personal Characteristics

Agreement with Personal Characteristic Statements

- The profile of what respondents value is consistent with their responses to other questions in the survey with their reports from 2011
- Highest agreement among 9 statements is reported for
  - Proactive about my health (97% agree/somewhat agree)
  - Buy local foods when available (96%)
  - Willing to pay a little more for products produced more sustainably/with less environmental impact (94%)
  - Shop in places where I feel a sense of community (90%)
  - As much as possible, shop at locally owned retailers (90%)
  - Nutritional value is more than price when buying food (90%)

Q30. Please indicate your level of agreement with the following statements. n=1255

Agreement with Personal Characteristic Statements



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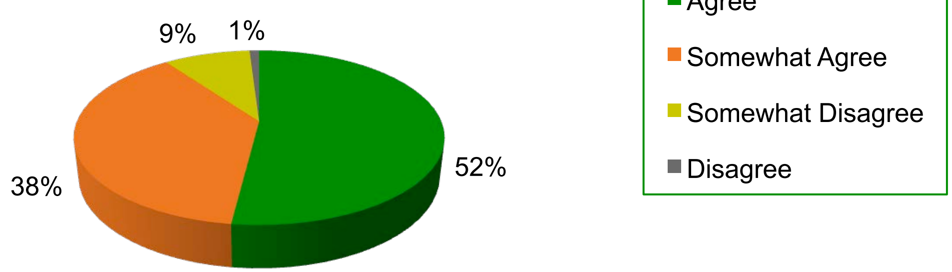
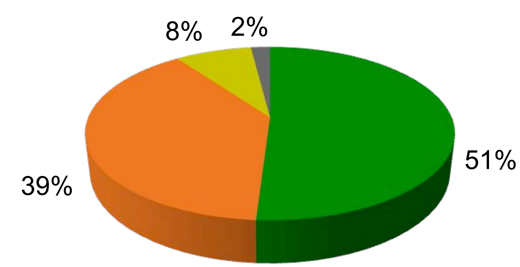
Agreement with Personal Characteristic Statements

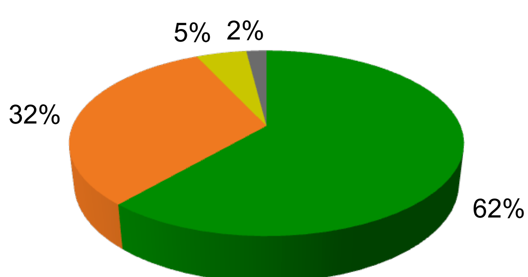
I shop in places where I feel a sense of community



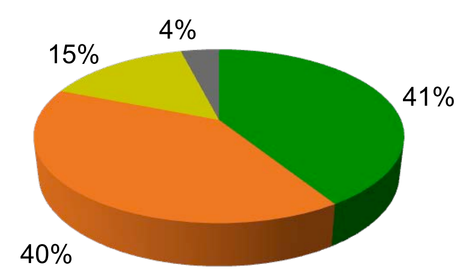
As much as possible, I shop at Locally owned retailers



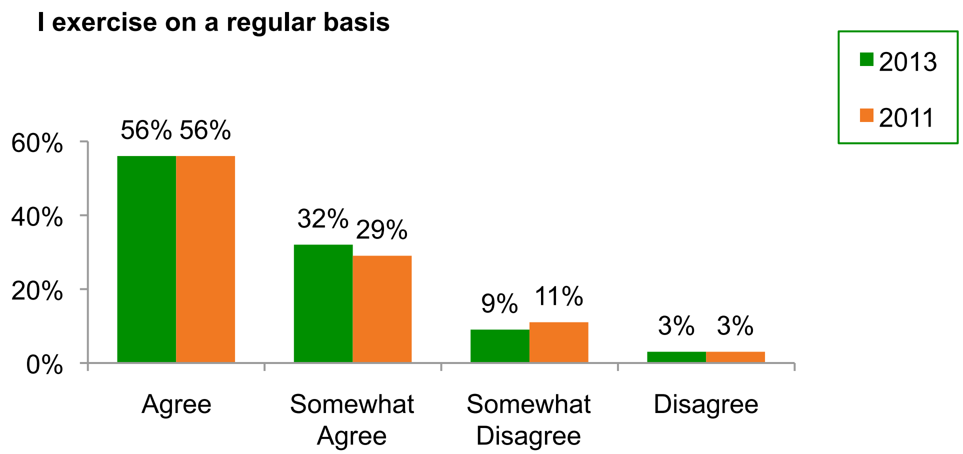
I am willing to pay a little more for products that are produced more sustainably/ with less environmental impact

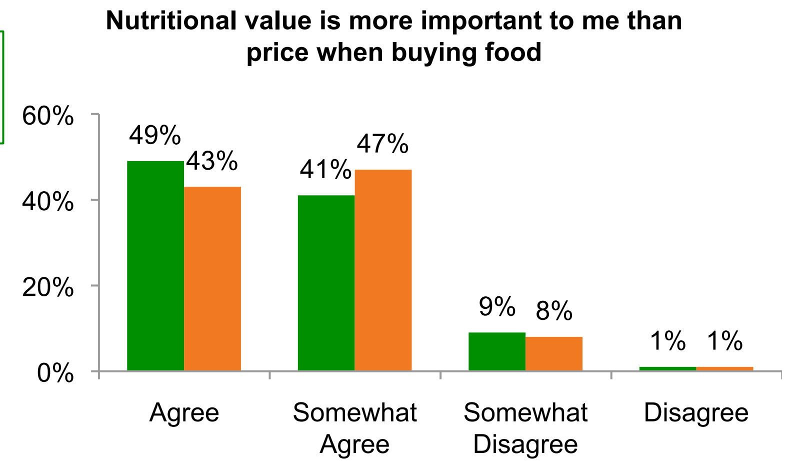


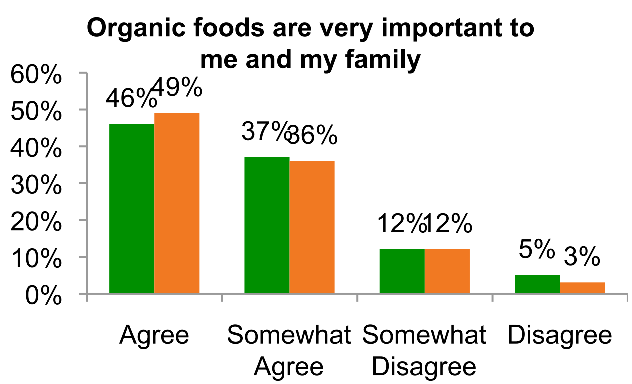
I engage in activities that address political/ social issues



Agreement with Personal Characteristic Statements







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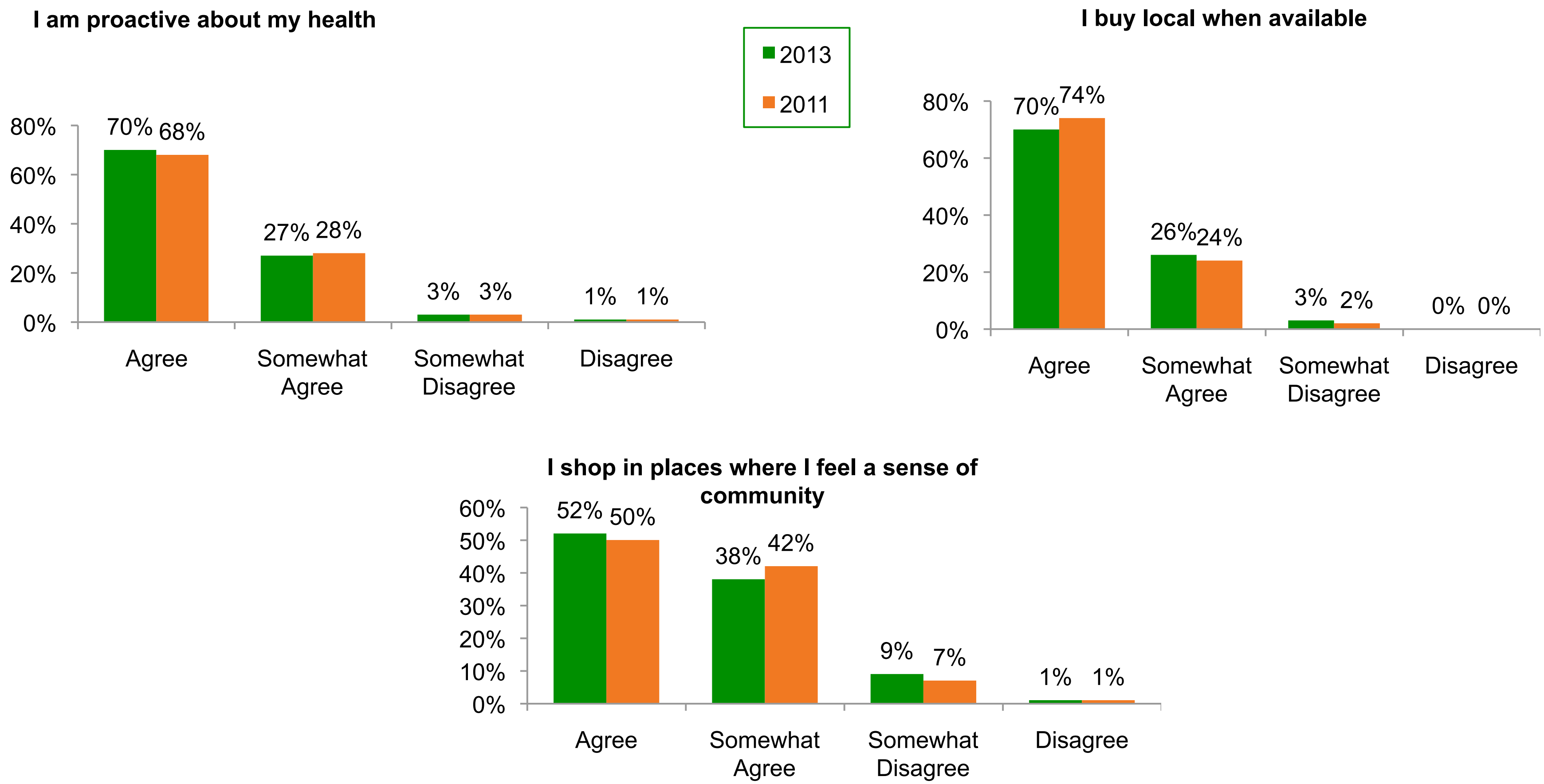
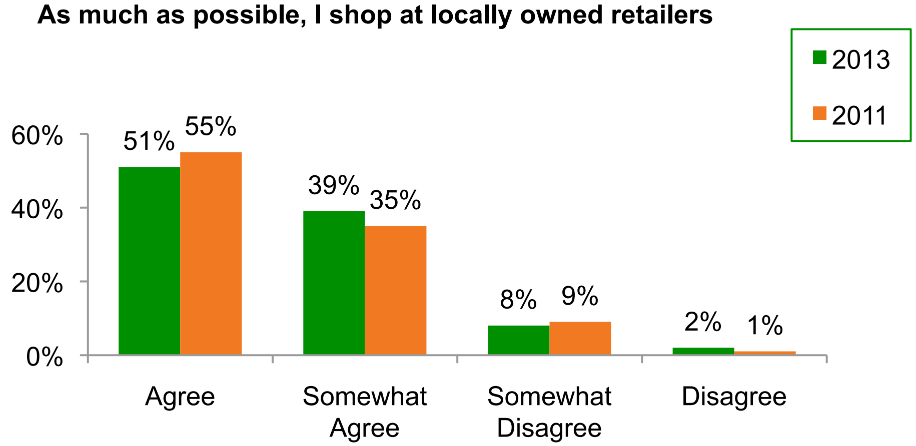
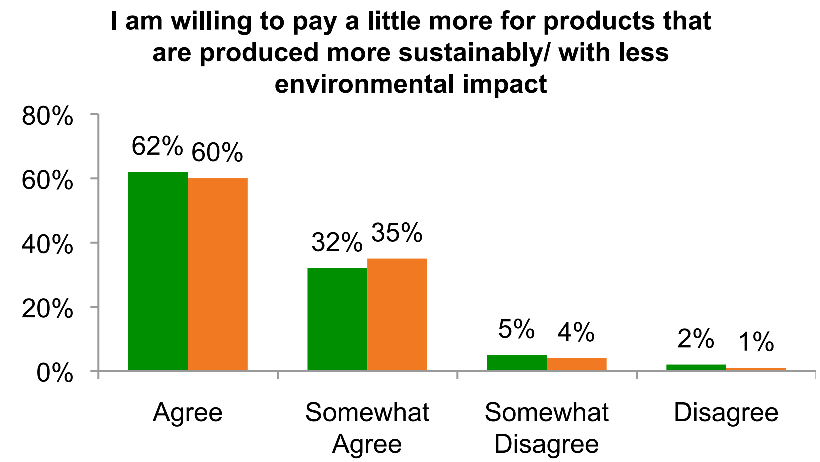
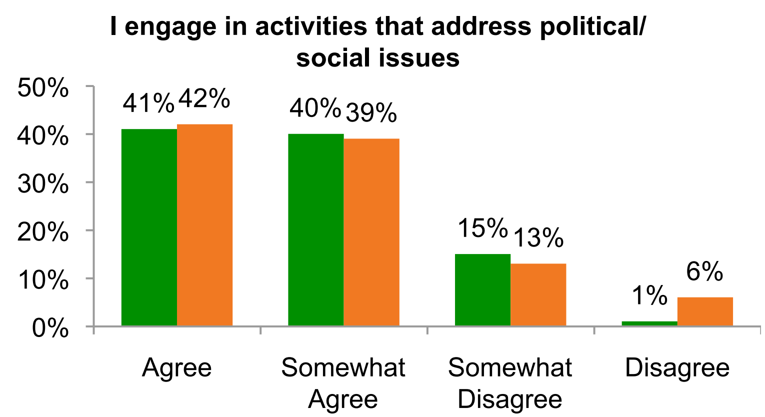
Agreement with Personal Characteristic Statements



Agreement with Personal Characteristic Statements







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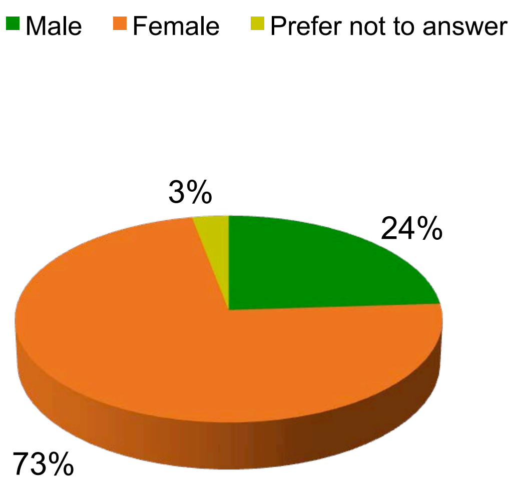
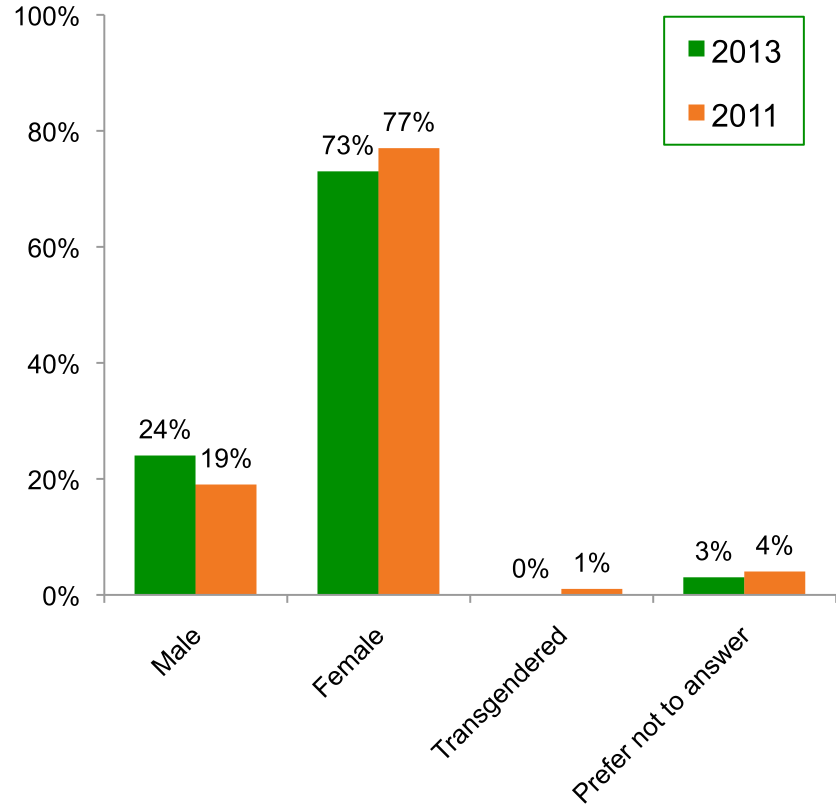
Gender Identification

- 73% of the respondents are women, so either:
  - The co-op email address list is dominated by the addresses of female heads of household, OR
  - Women are more engaged in the co-op and co-op experience than men, OR
  - Women are heavier users of the internet, OR
  - Women are more likely to respond to internet surveys, OR
  - Emails send out during the daytime are more likely to reach women than men, OR
  - All of the above
- Note: this is down from 76% in 2011

Q31. How do you identify? n=1255

Gender Identification





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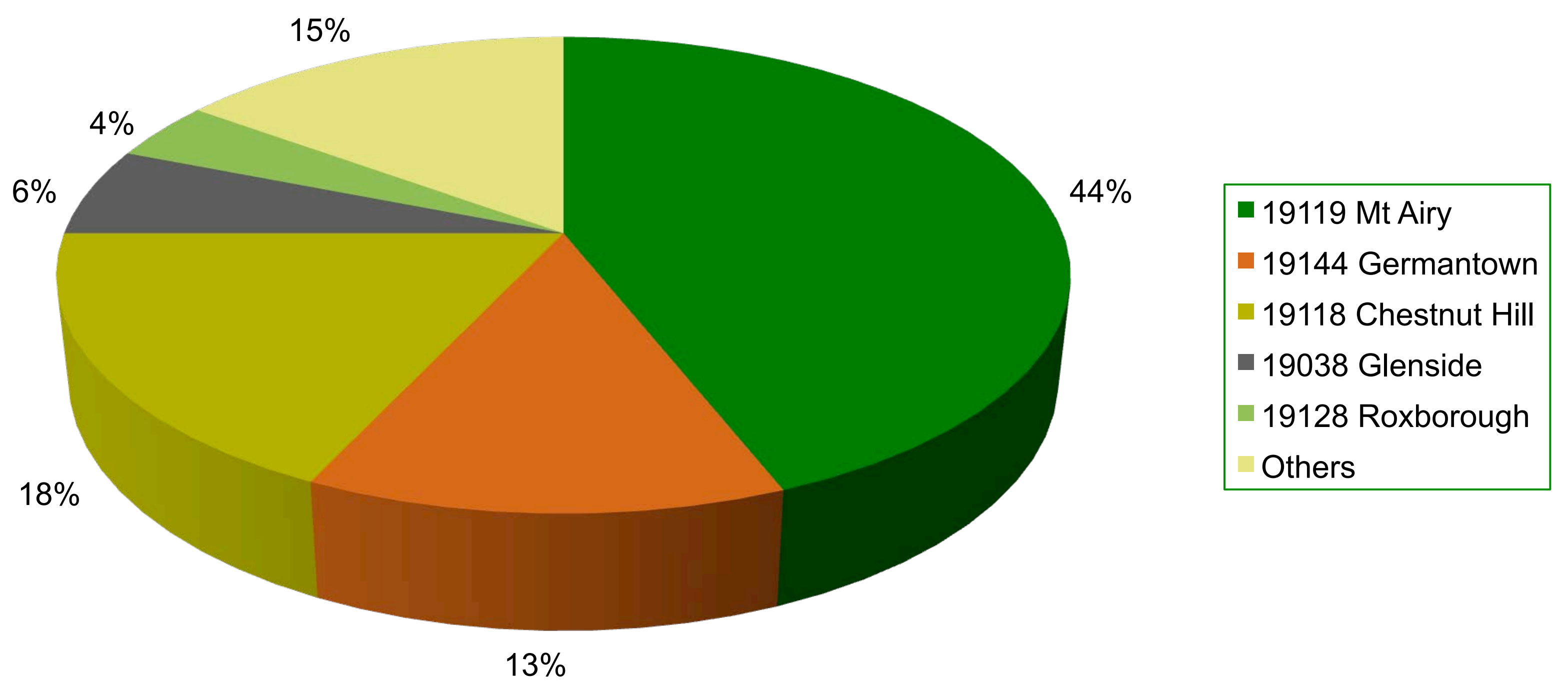
Zip Code

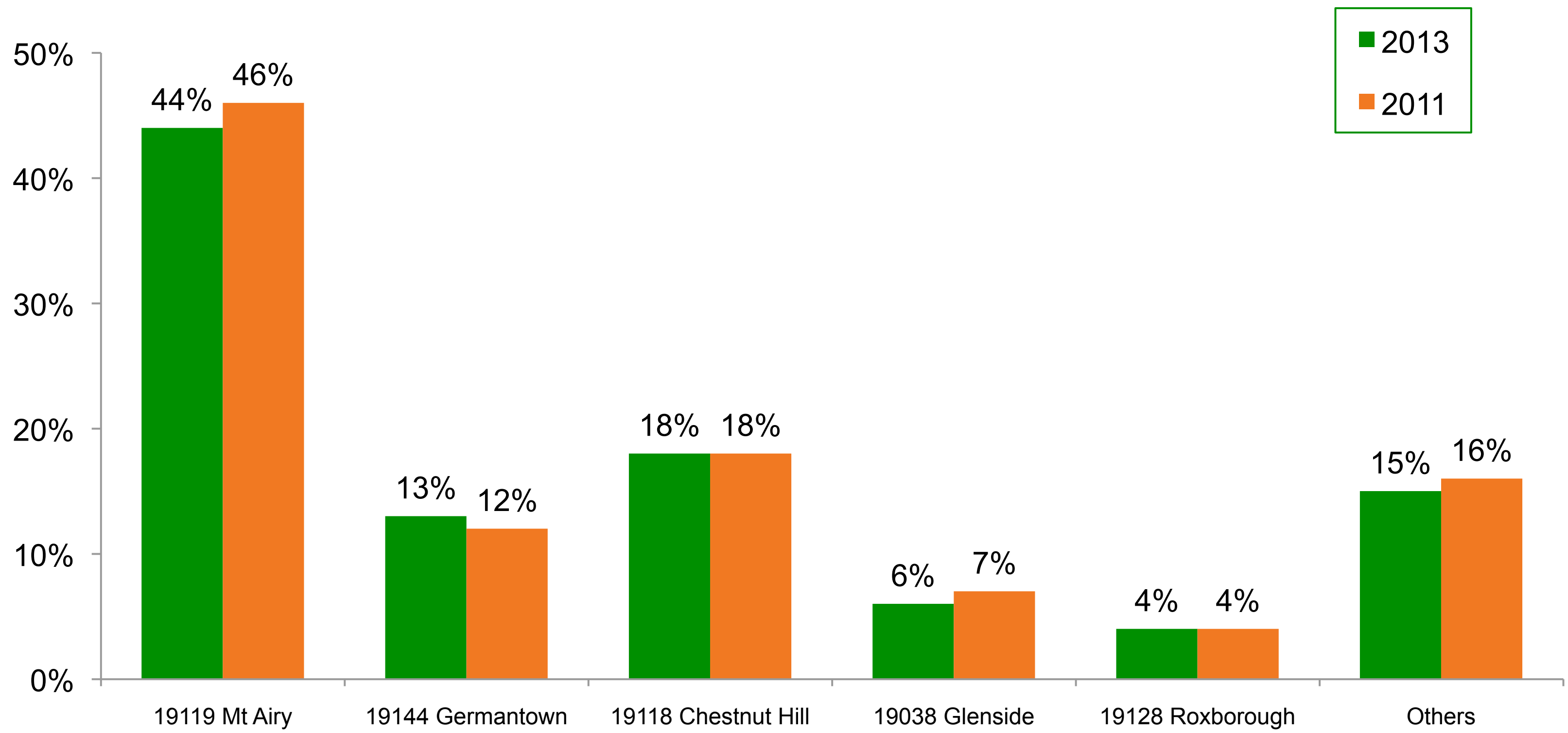
- Three quarters of survey respondents come from three zip codes
  - Mt. Airy, 19119 (44%)
  - Chestnut Hill, 19118 (18%)
  - Germantown, 19144 (13%)
- These percentages are consistent with those reported in 2011

Q32. What is your zip code? n=1255

Zip Code


15%
4%
6%
44%
18%
13%
19119 Mt Airy
19144 Germantown
19118 Chestnut Hill
19038 Glenside
19128 Roxborough
Others

Zip Code

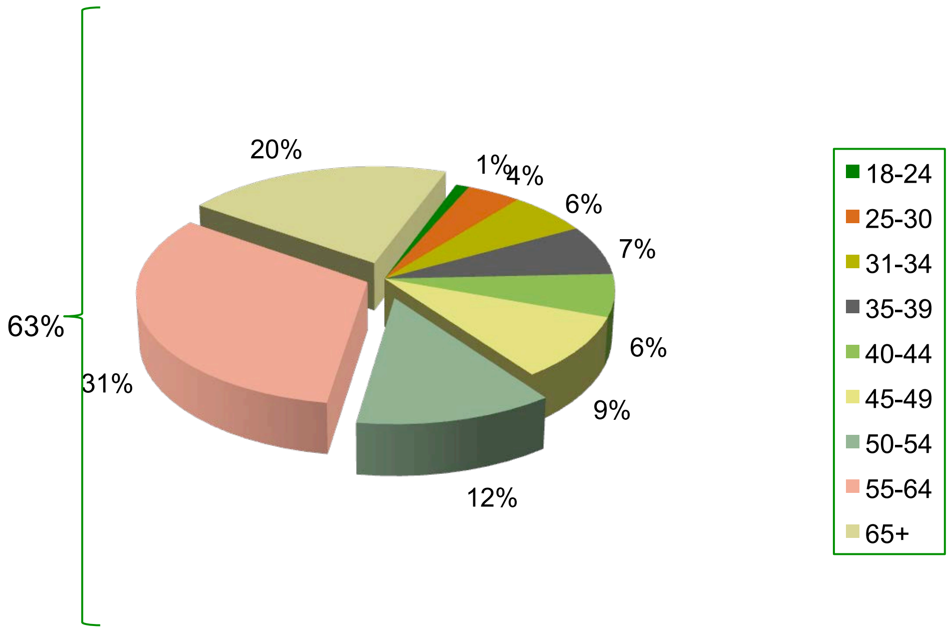

2013
2011
50%
40%
30%
20%
10%
0%
44%
46%
13%
12%
18%
18%
6%
7%
4%
4%
15%
16%
19119 Mt Airy
19144 Germantown
19118 Chestnut Hill
19038 Glenside
19128 Roxborough
Others

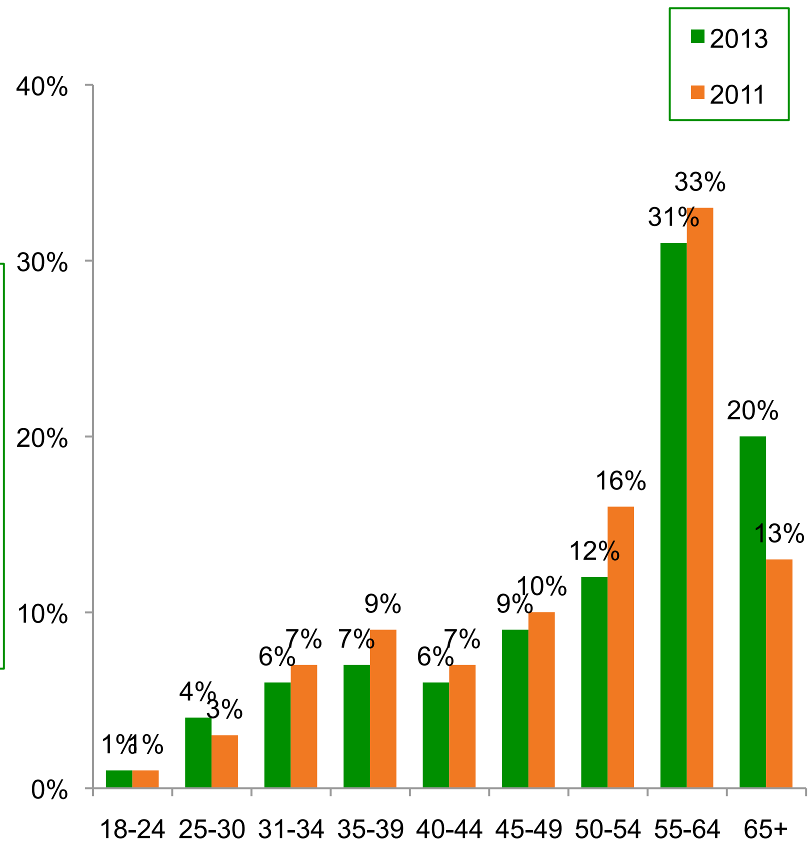
Age

- With the exception of the significant increase in the proportion of survey respondents age 65+ the age distribution of survey respondents is similar to that reported in 2011
- 63% of Weavers Way members/shoppers are age 50+

Q33. What is your age? n=1255

Age





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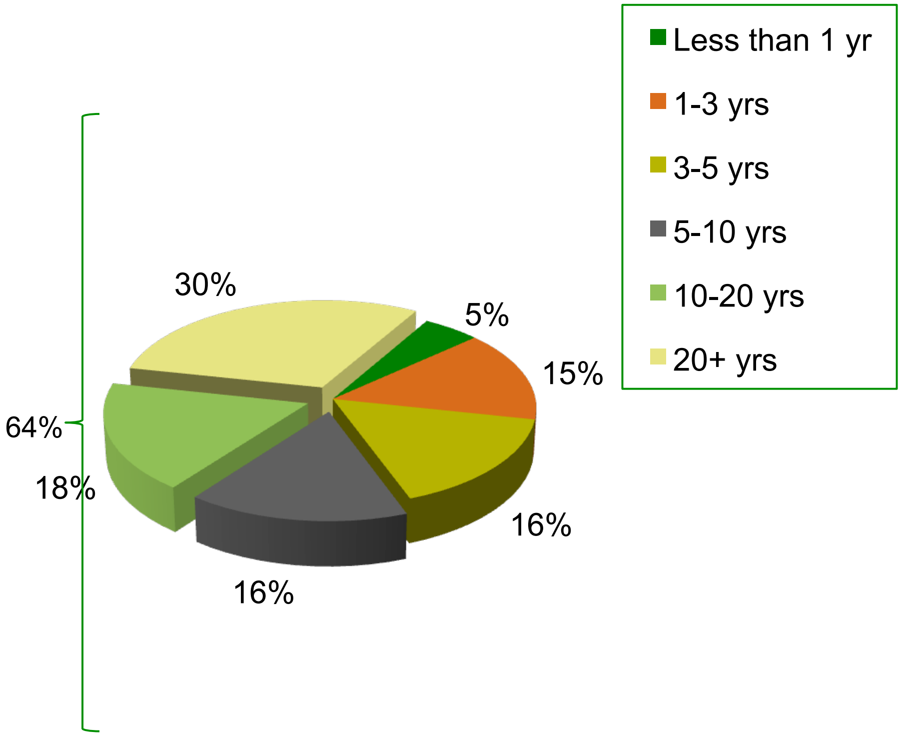
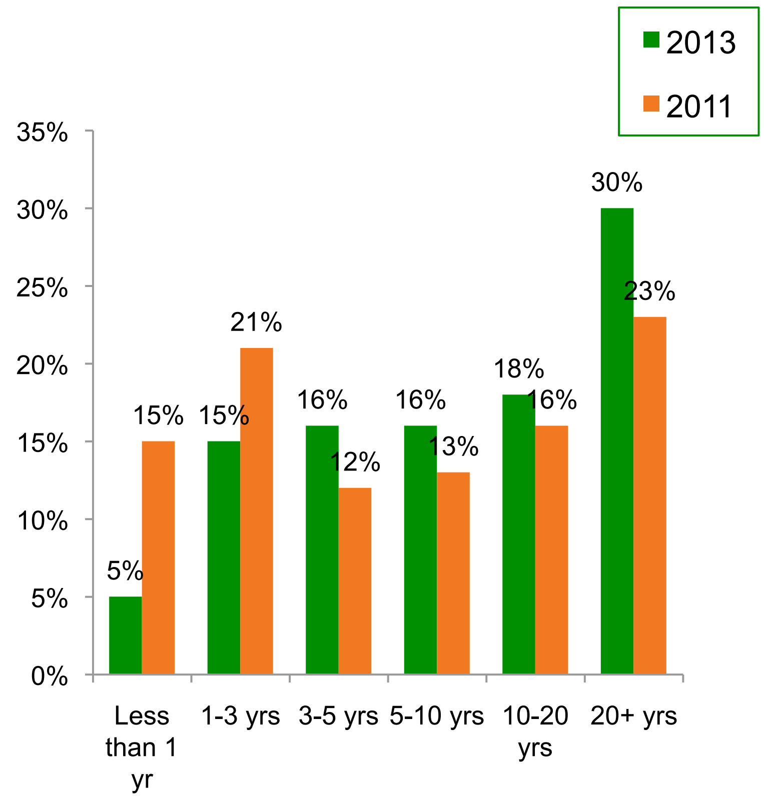
Length of Time Shopping

- Almost two thirds of respondents (64%) have shopped at Weavers Way 5 years or more
- Compared with the 2011 survey, there have been significant decreases in the proportions of those who have shopped at Weavers Way less than a year and from 1 – 3 years
- There has been a significant increase since 2011 in the proportion who have shopped at Weavers Way for 20+ years

Q34. How long have you been shopping at Weavers Way Co-op? n=1255

Length of Time Shopping





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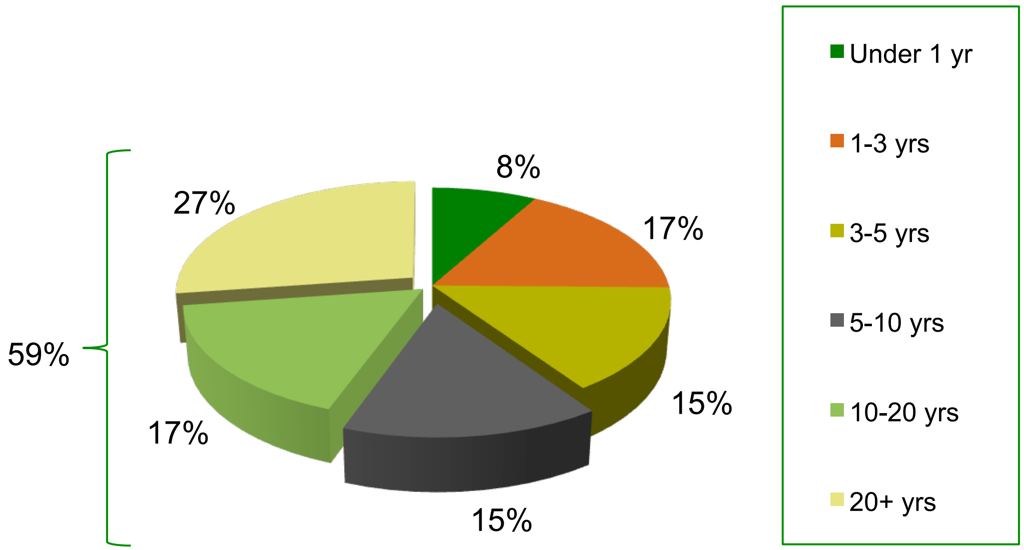
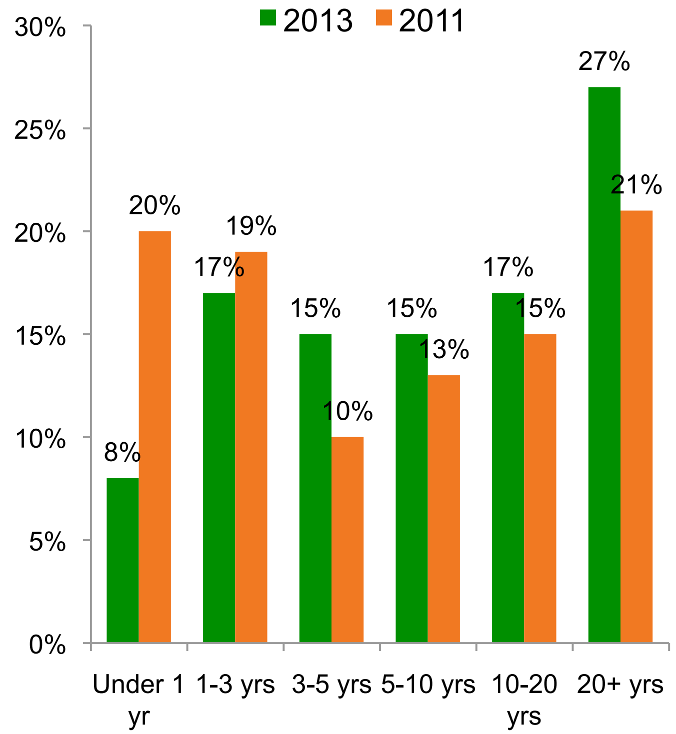
Length of Time as Member/Owner

- 59% report that they have been Weavers Way member owners for more than 5 years
- The proportion reporting that they have been member-owners for less than a year has decreased significantly from 2011

Q36. How long have you been a member-owner of Weavers Way Co-op? n=1255

Length of Time as Member/Owner





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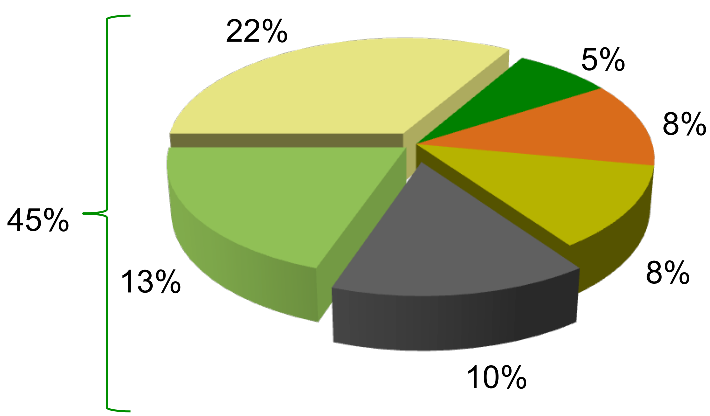
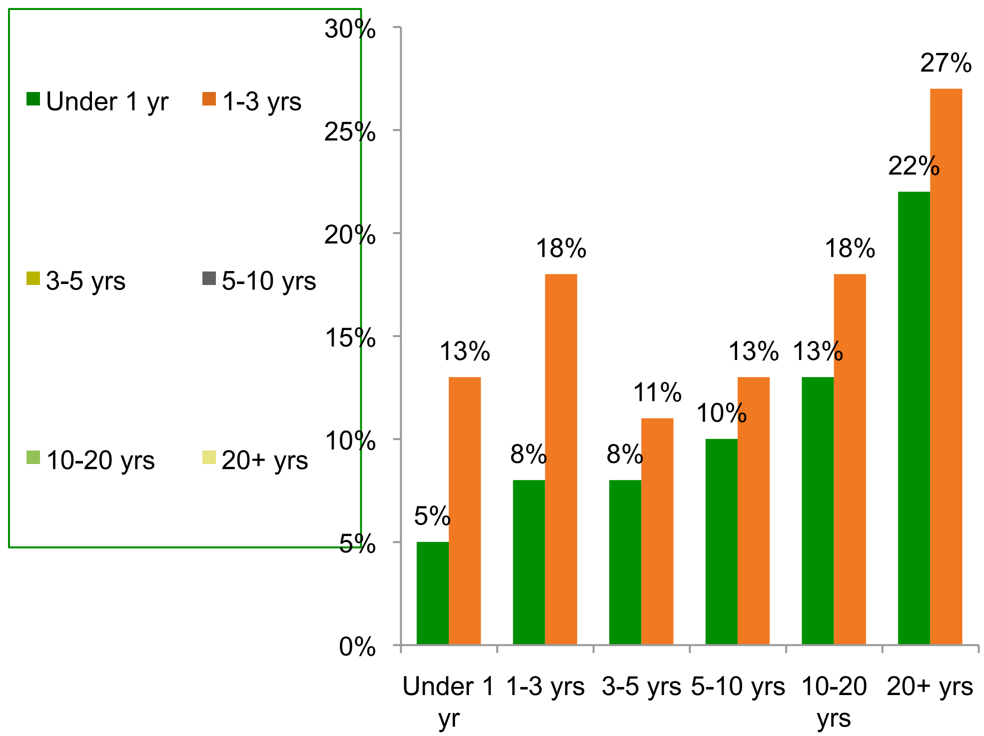
Length of Time as Working Member

- 45% report that they have been working members for 5 years or more
- Compared with 2011, there have been across the board (for each length of membership period) declines in the proportion of survey respondents reporting that they are working members
- The declines are significant for those in the under 1 year and 1-3 year periods

Q37. How long have you been a working member of Weavers Way Co-op? n=1255

Length of Time as Working Member



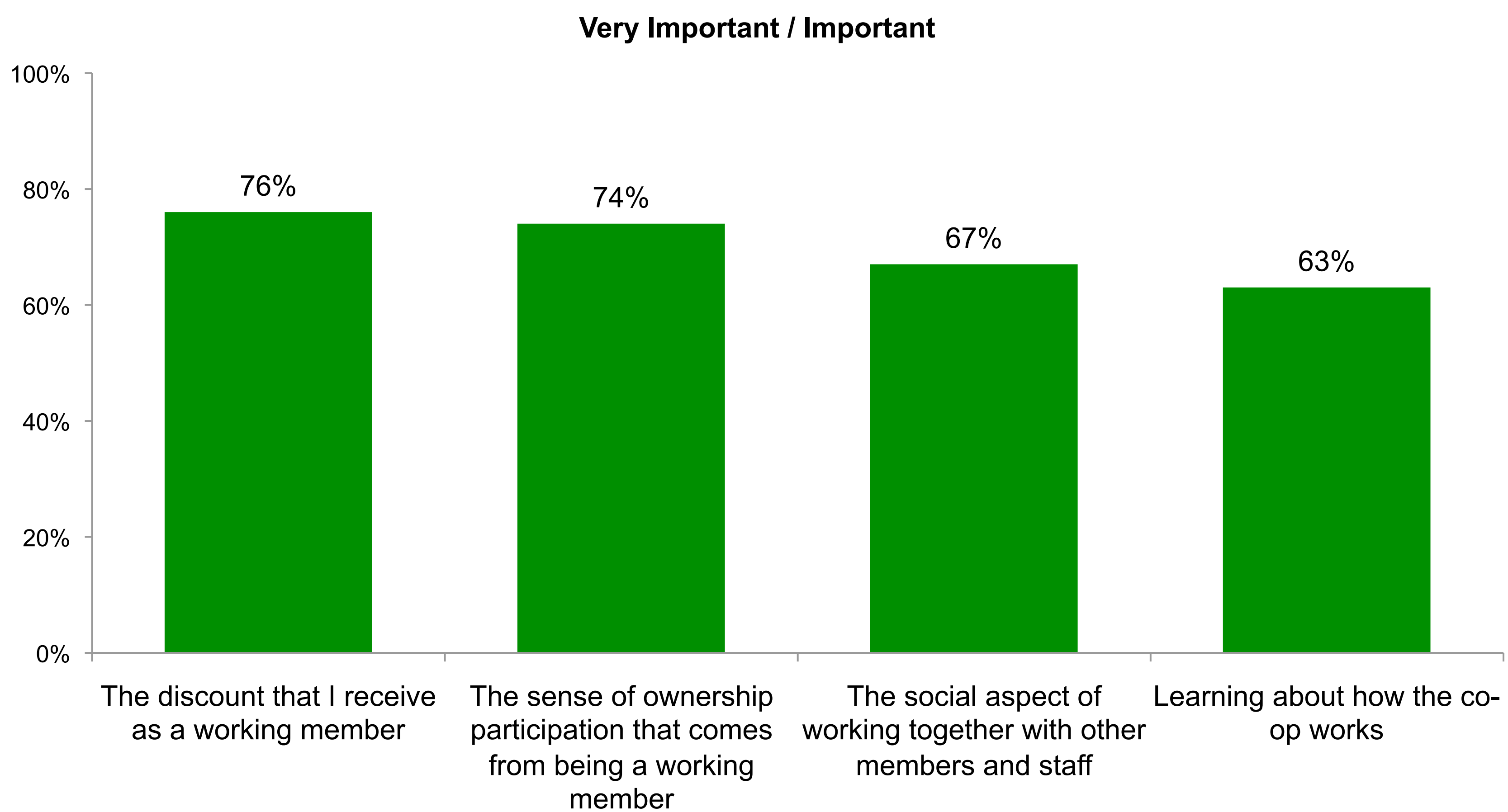


Importance of Aspects of Working Member Program

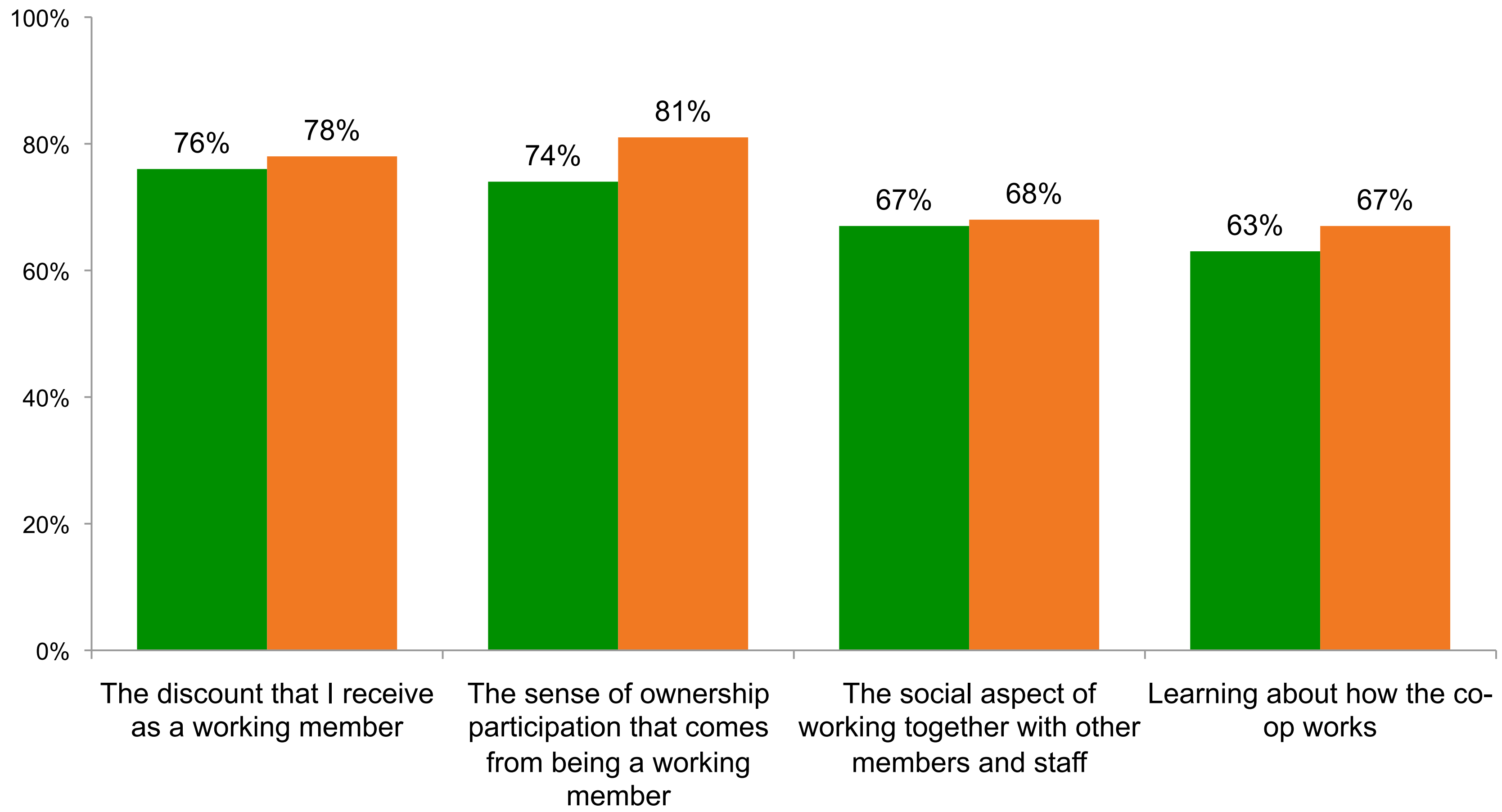
- The working member discount and the sense of ownership participation are both highly rated (by working members) as important aspects of the working member program
- Although rated somewhat lower, the social aspects of working and the ability to learn how co-ops work are also both very important to working members

Q38. How important to you is each of the following aspects of the working member program? (Working Members) n=693
Rating Scale: Very Important, Important, Somewhat Important, Not Important, No Opinion

Importance of Aspects of Working Member Program



Importance of Aspects of Working Member Program



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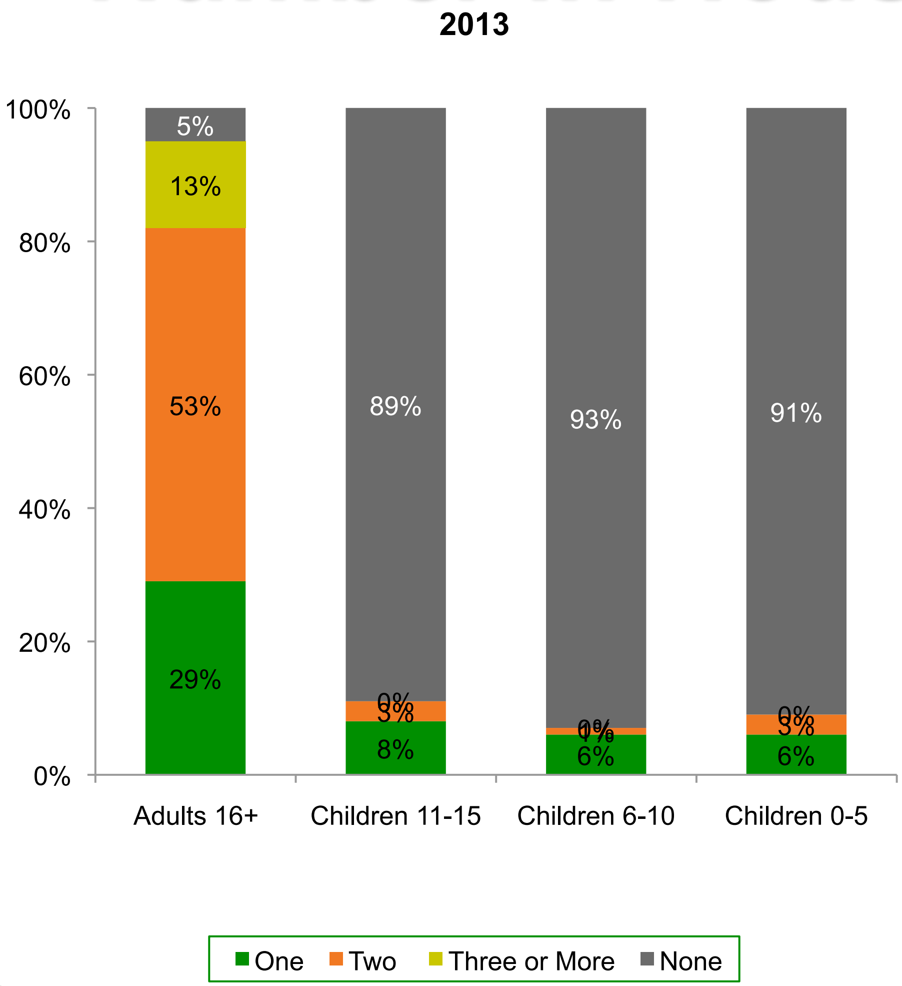
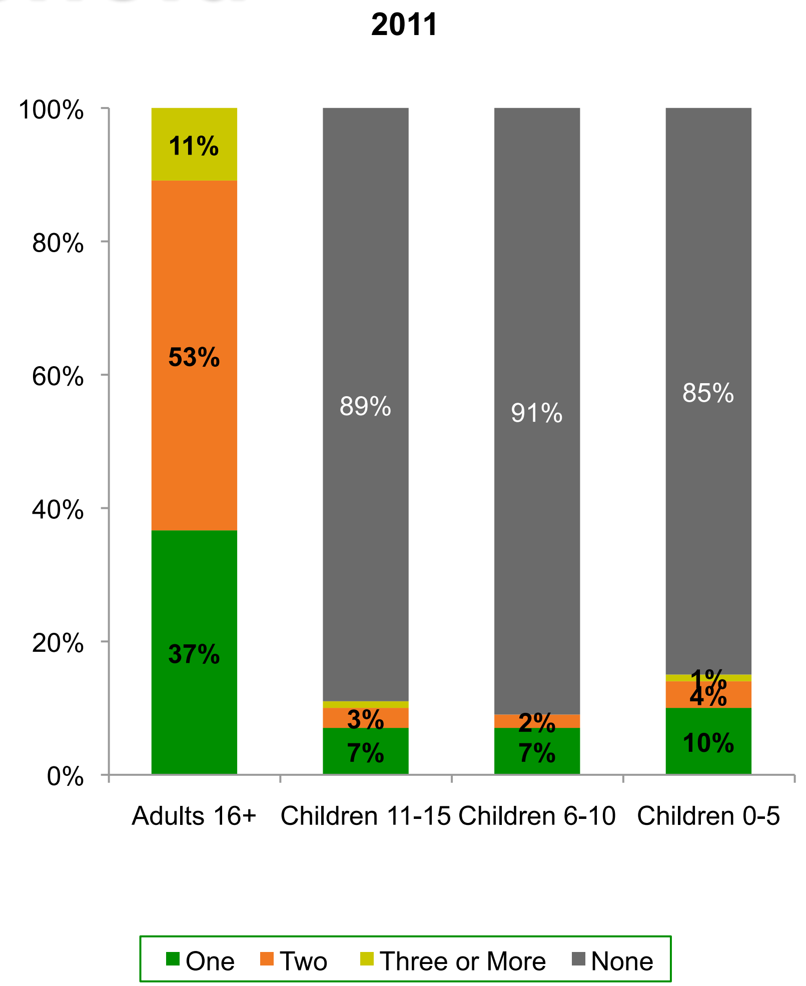
Number in Household

- The household composition of responders to the survey is notable for two reasons
  - First, there is a relatively high proportion (34%) of one member households
  - Second, there are very few households with children (only 11%)

Q39. Including you, how many of the following live in your household? n=1255

Number in Household





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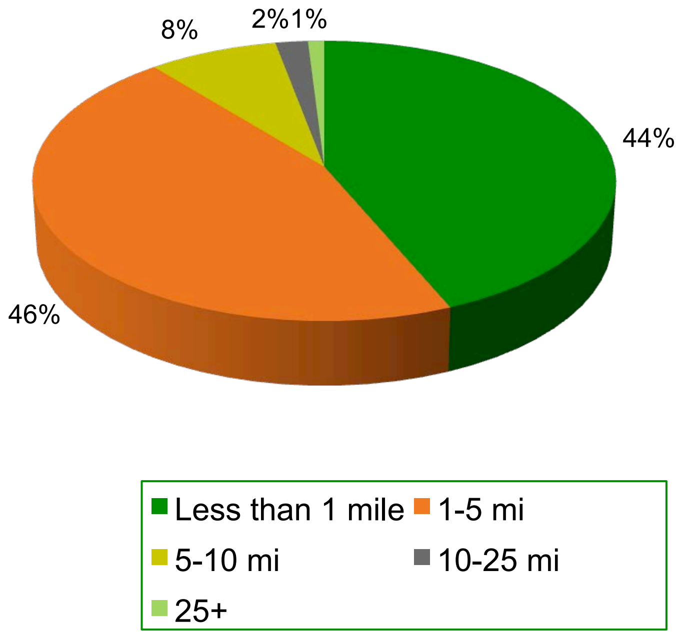
Traveling Distance to Co-Op

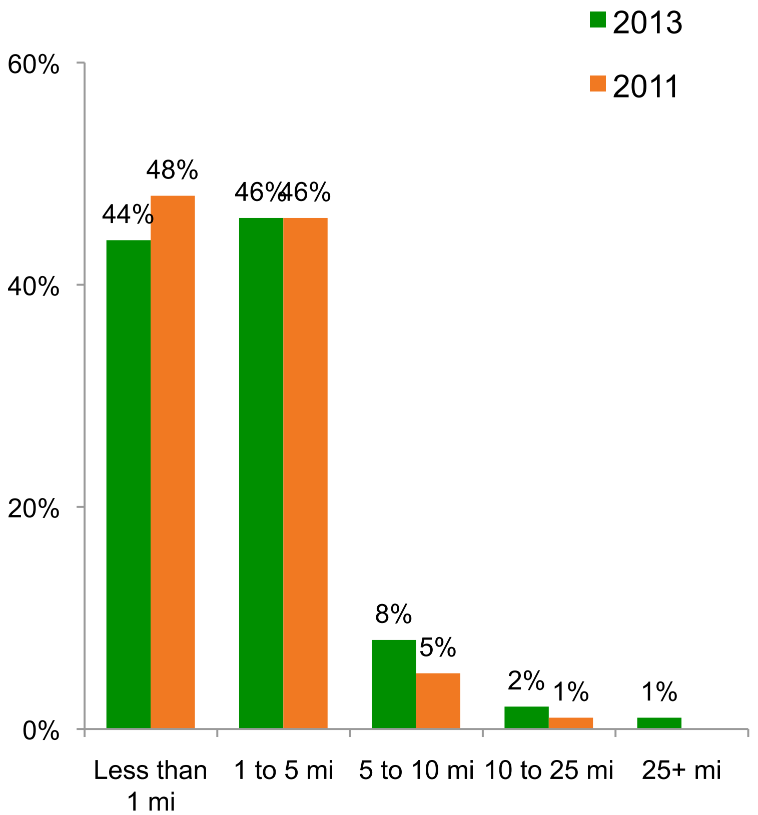
- 44% of survey participants live within a mile of the co-op at which they shop, and 90% live within 5 miles

- There are slight increases in the proportion of survey respondents who travel more than 5 miles to shop at the coop

Q40. How far do you travel (one way) to shop at the co-op? n=1255

Traveling Distance to Co-Op





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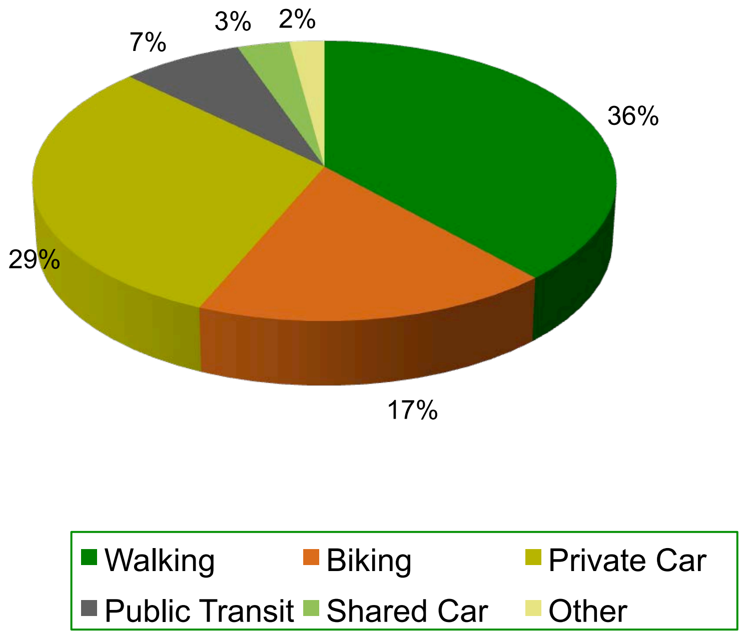
Ways to Get to Co-Op

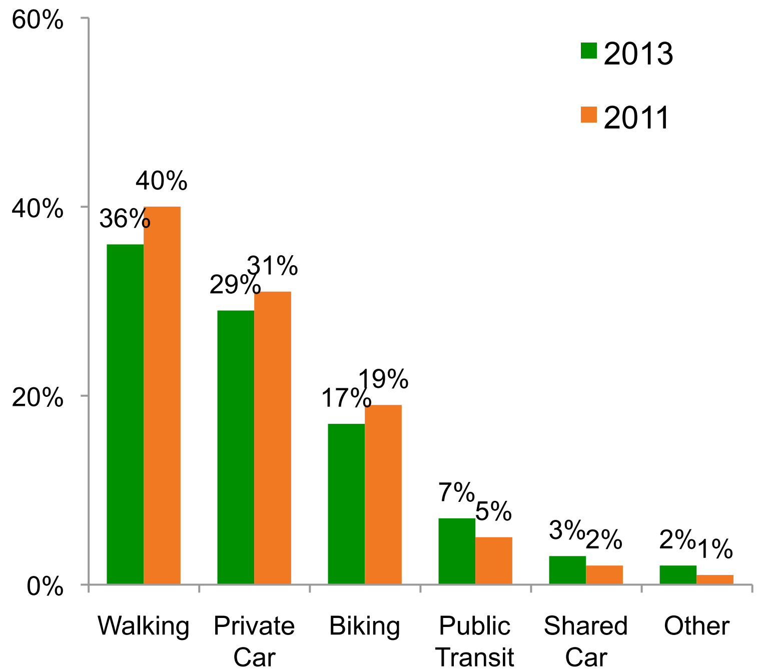
- Slightly more than one third (36%) of survey participants walk to the coop and more than half (53%) report that they typically either walk or bike to do their coop shopping

- An additional 29% drive to shop in a private car
- Percentages vary slightly from those reported in 2011

Q41. When you shop at the co-op how often do you get there by …? n=1255

Ways to Get to Co-Op
Usually/Frequently Scores





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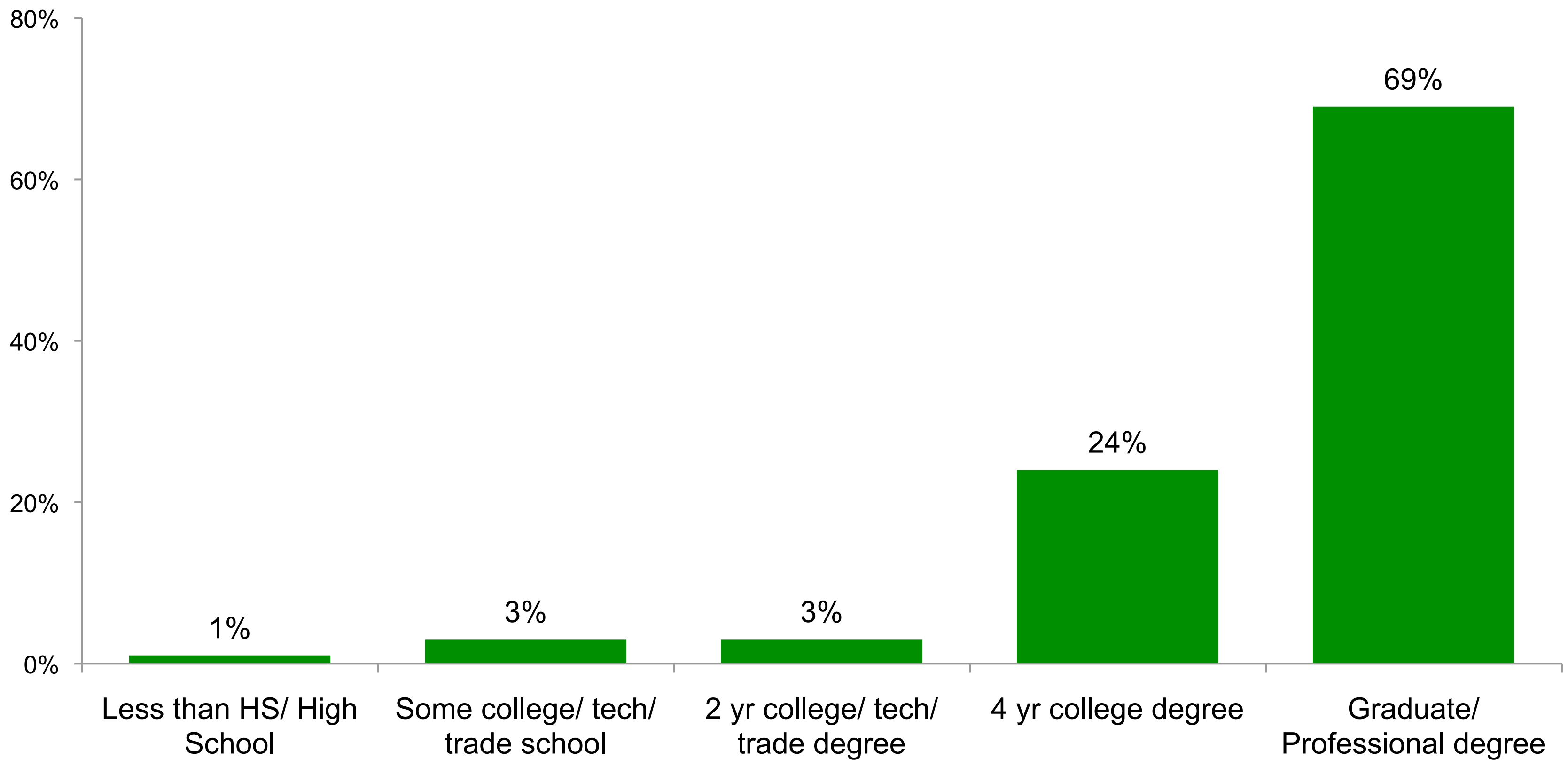
Education Level

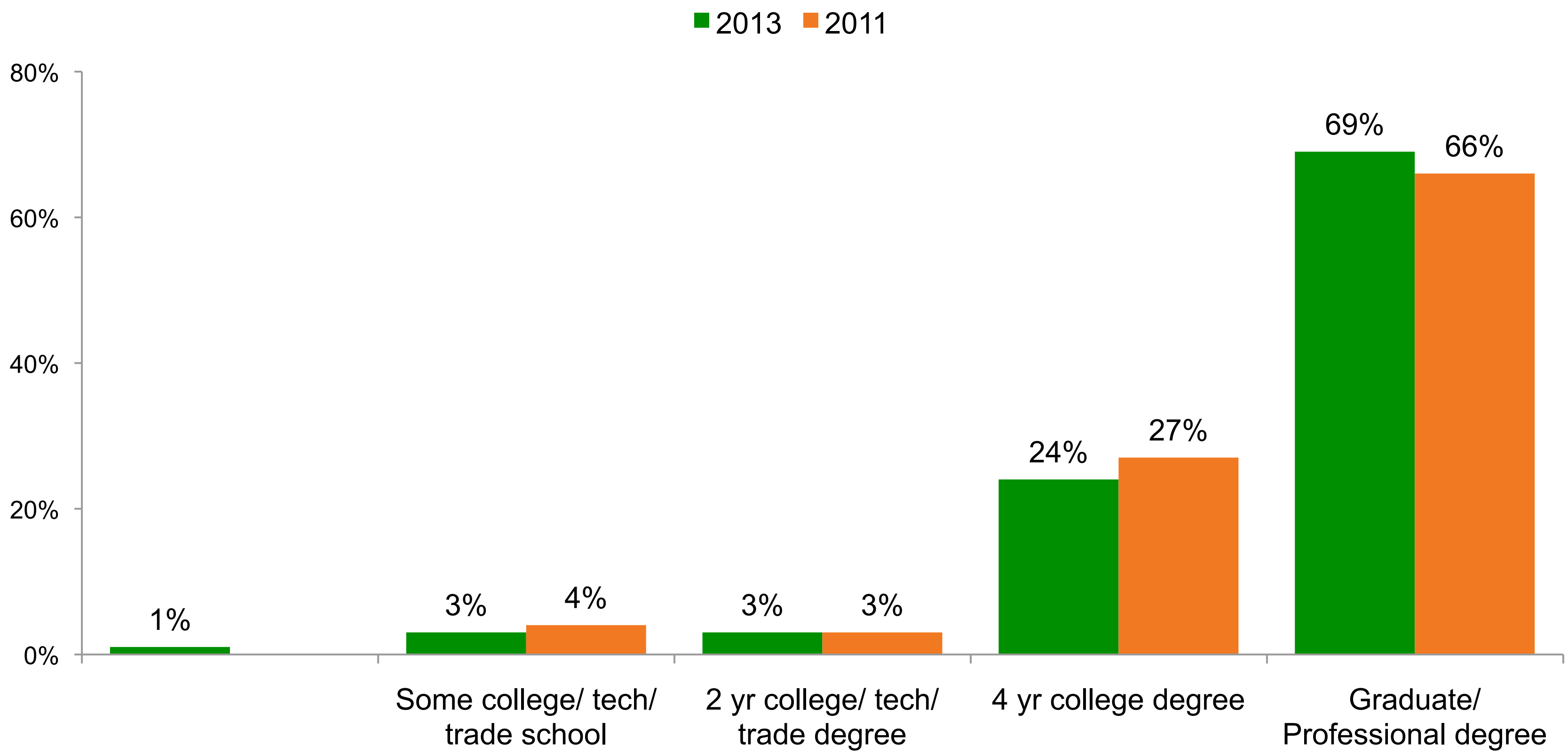
- Weavers Way survey respondents continue to be a very highly educated group, with 69% reporting that they have a graduate or professional degree and 93% having completed a college degree or more
- Percentages are consistent with those reported in 2011

Q42. What is your highest level of education? n=1255

Education Level



Education Level



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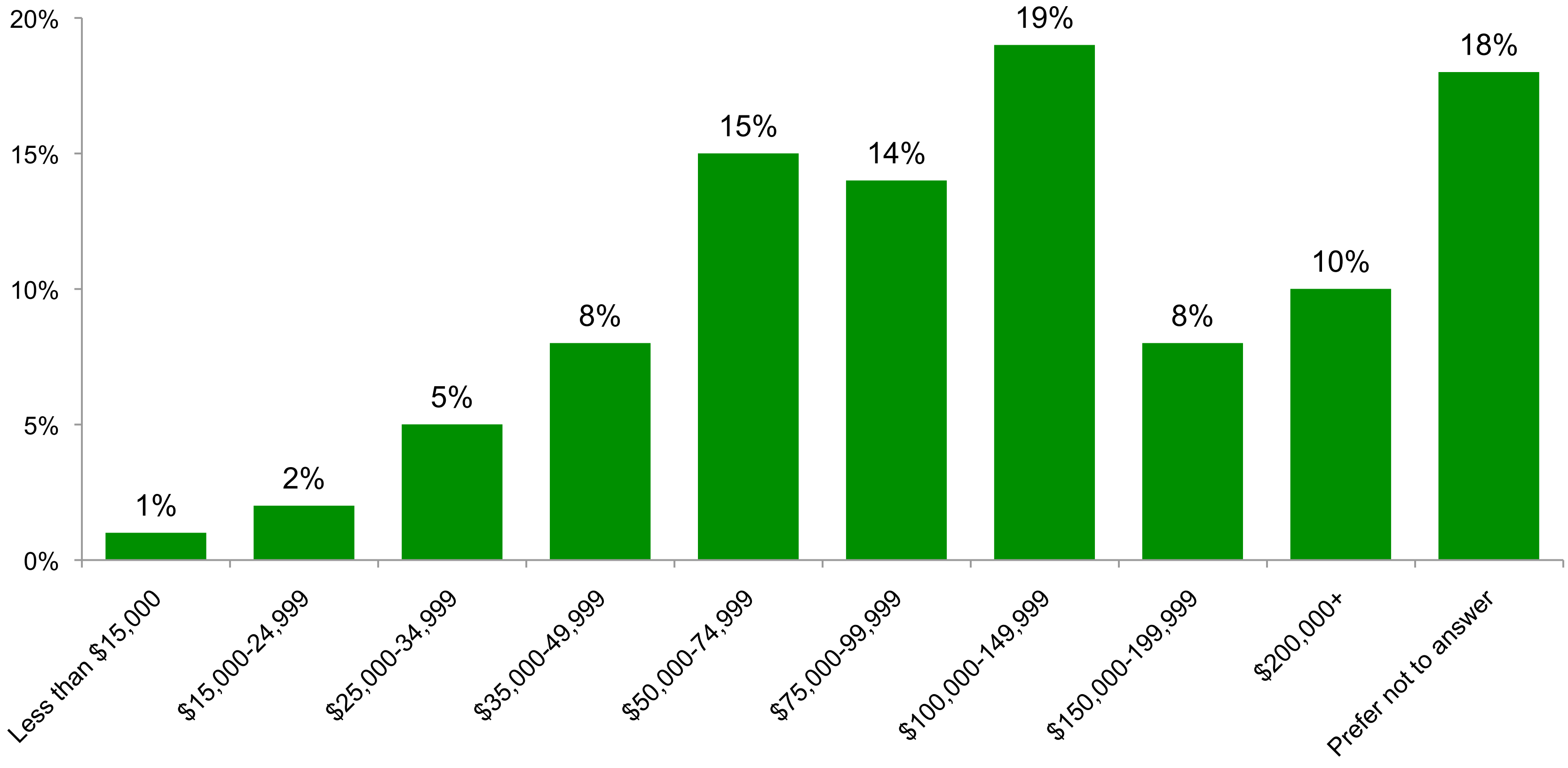
Annual Household Income

- Those responding to the survey are an affluent group, with 69% reporting a household income of $75,000 or more

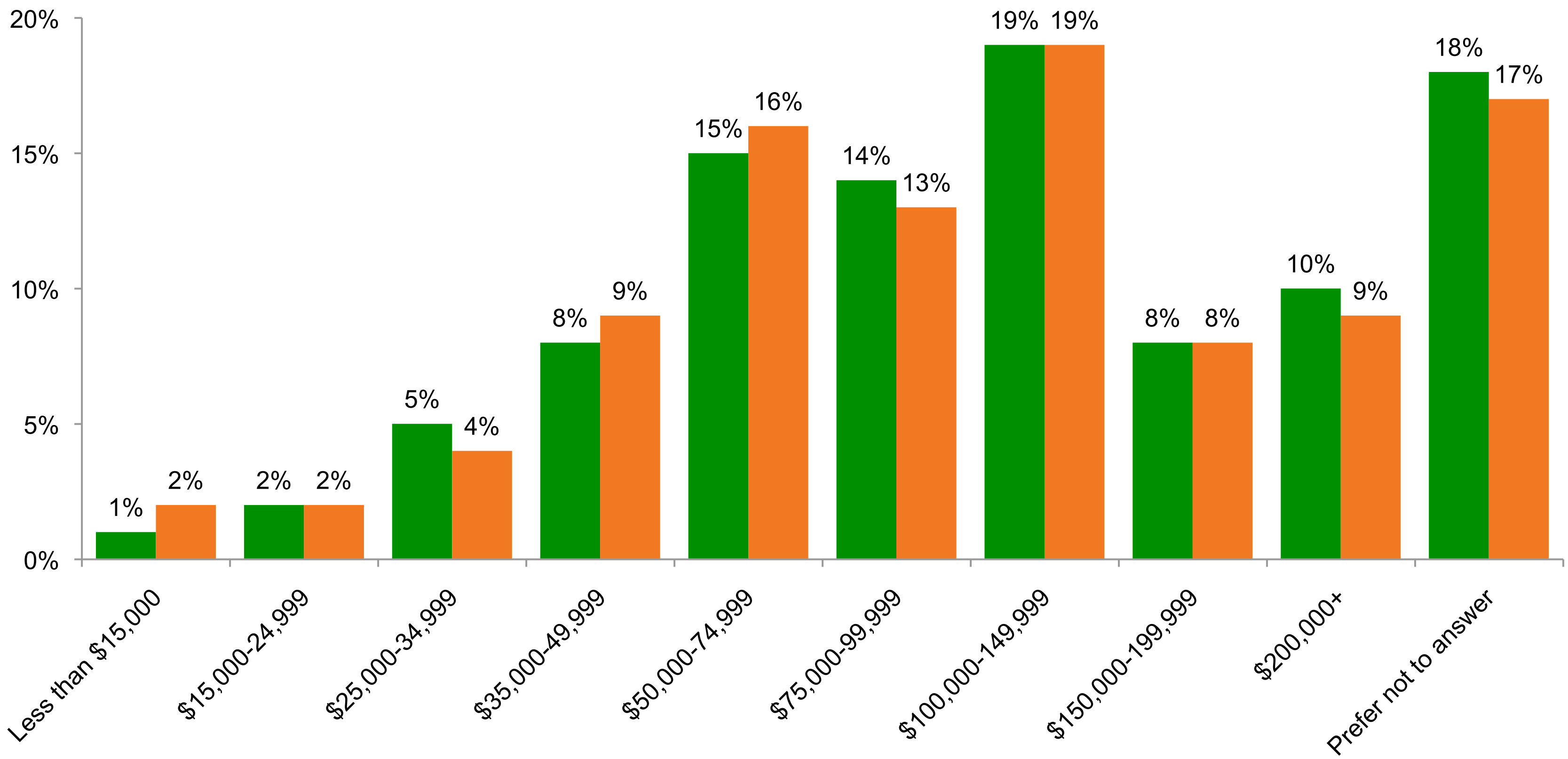
- Consistent with this general profile of survey respondents, only 8% report a household income of under $35,000
- Reported income levels are consistent with those reported in the 2011 survey

Q43. What is your approximate annual household income? n=1255

Annual Household Income



Annual Household Income



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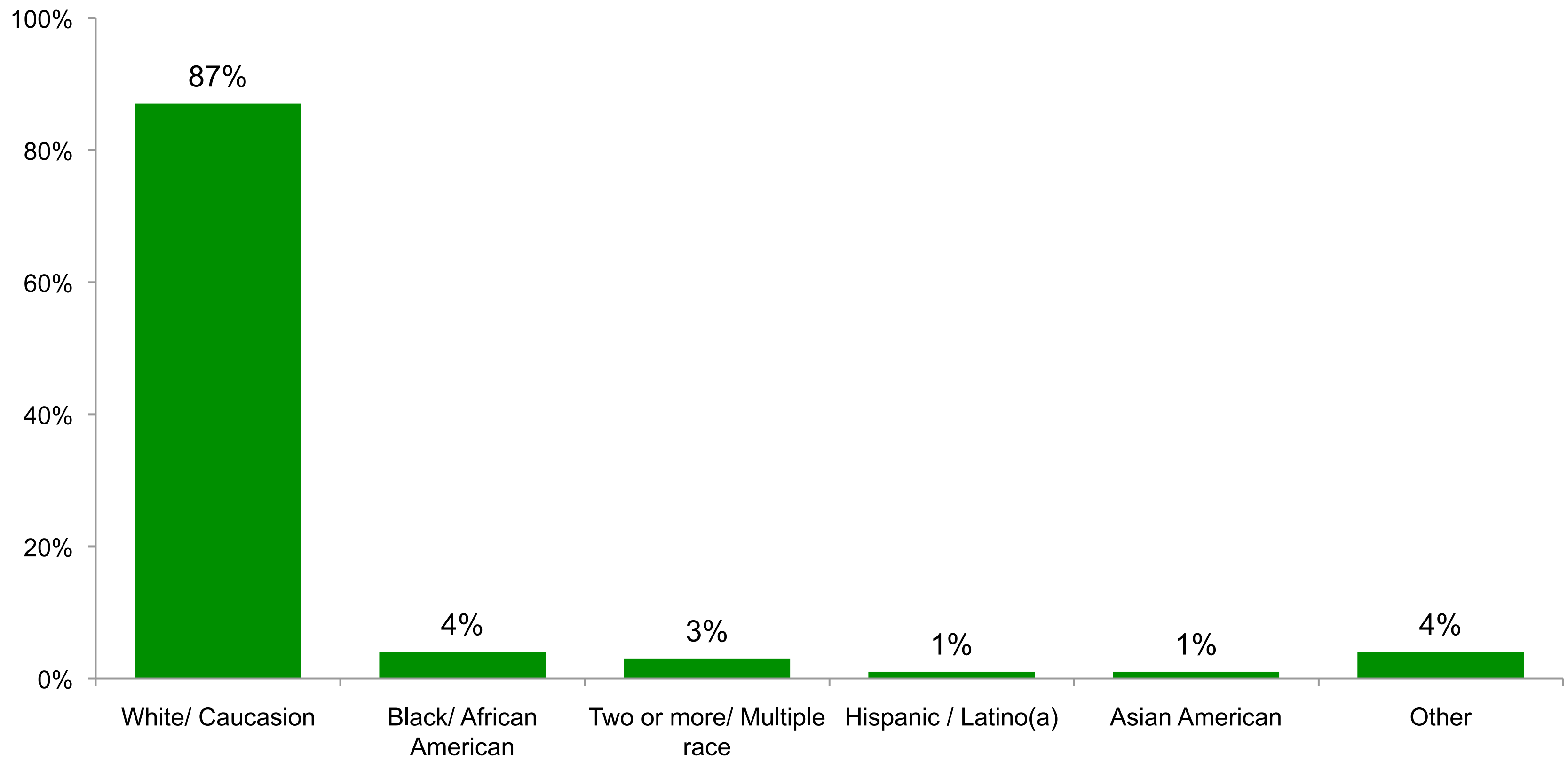
Ethnicity

- Survey responders are overwhelmingly white/ Caucasian (87%)
- The ethnic distribution is very close to that reported in the 2011 survey

Q44. Please tell us your ethnicity n=1255

Ethnicity



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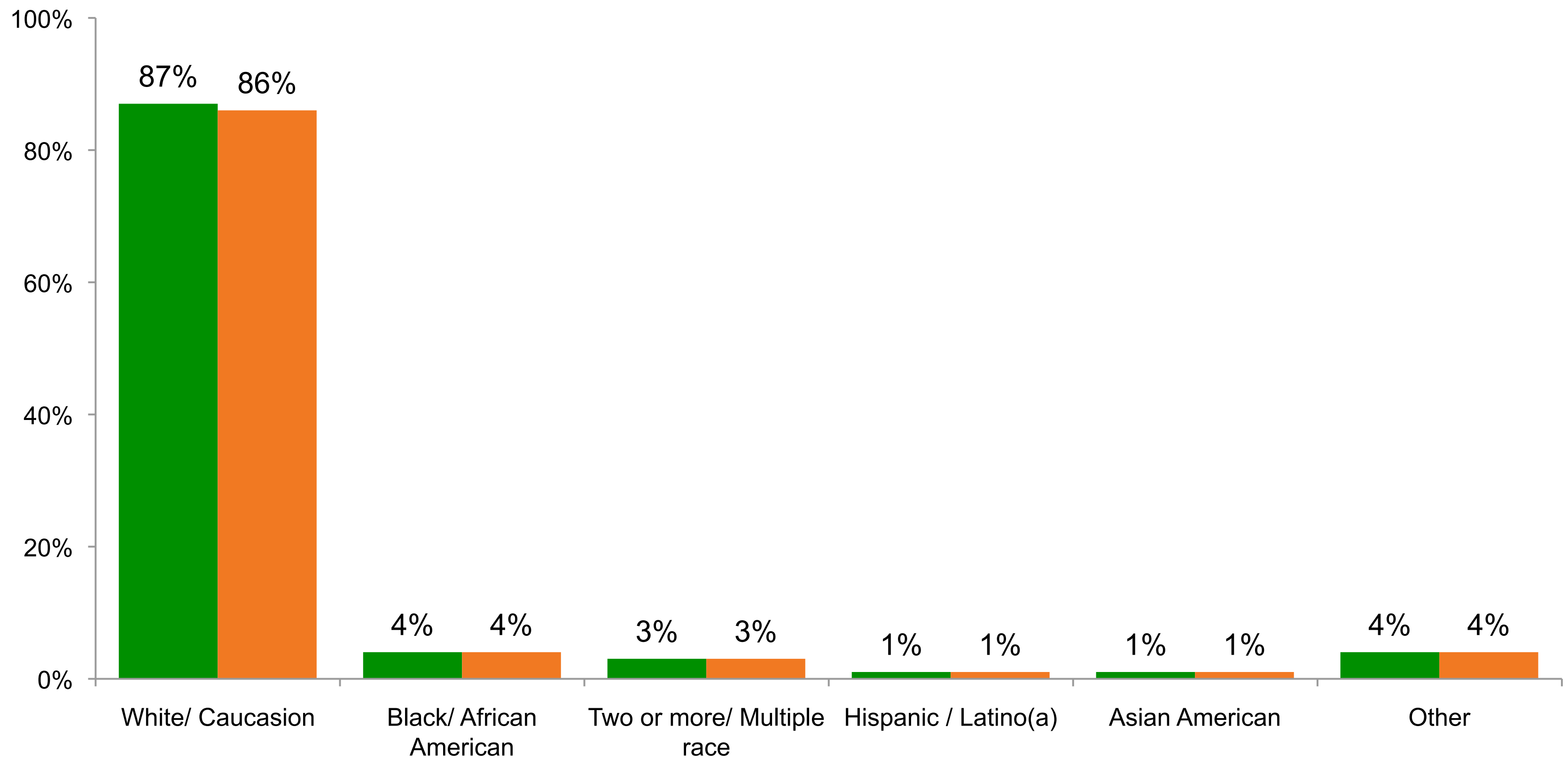
Ethnicity



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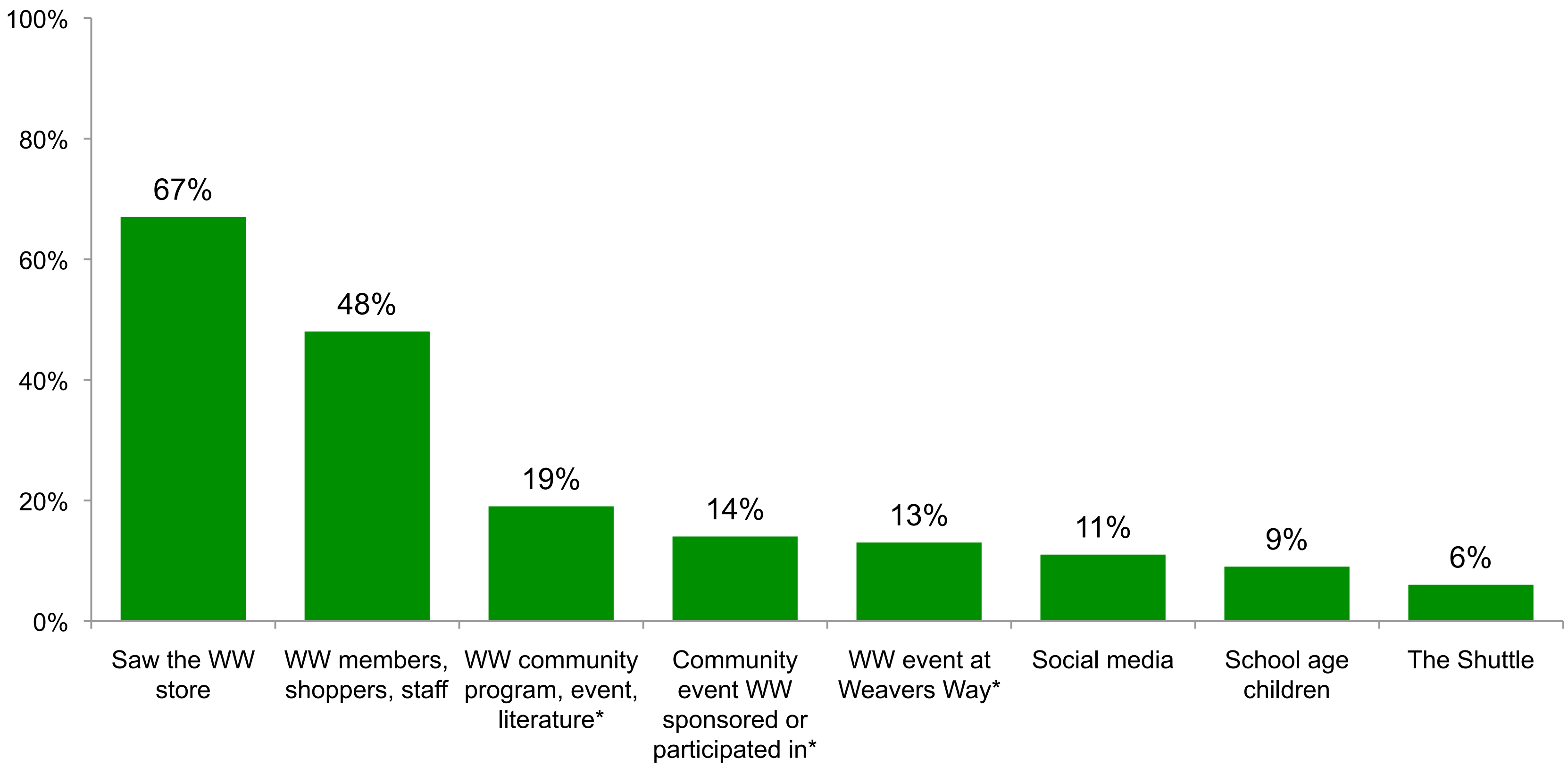
Importance of Sources of Information

- Survey responders initially learned about Weavers Way in several ways, including
  - Seeing the store (67%)
  - Hearing about Weavers Way from members, shoppers or staff (48%)
  - From Weavers Way sponsored events in the community or at Weavers way (13% - 19% depending on type of event)
  - From social media (11%)
  - From school age children (9%)
  - The Shuttle (6%)
- Results are generally consistent with those reported in 2011

Q35. How important was each of the following as a source of information about Weavers Way Co-op before you started shopping at the co-op? (Shopping less than one year at the co-op) n=64
Rating Scale: Very Important, Important, Somewhat Important, Not Important, No Opinion)

Importance of Sources of Information



*Not asked in 2011

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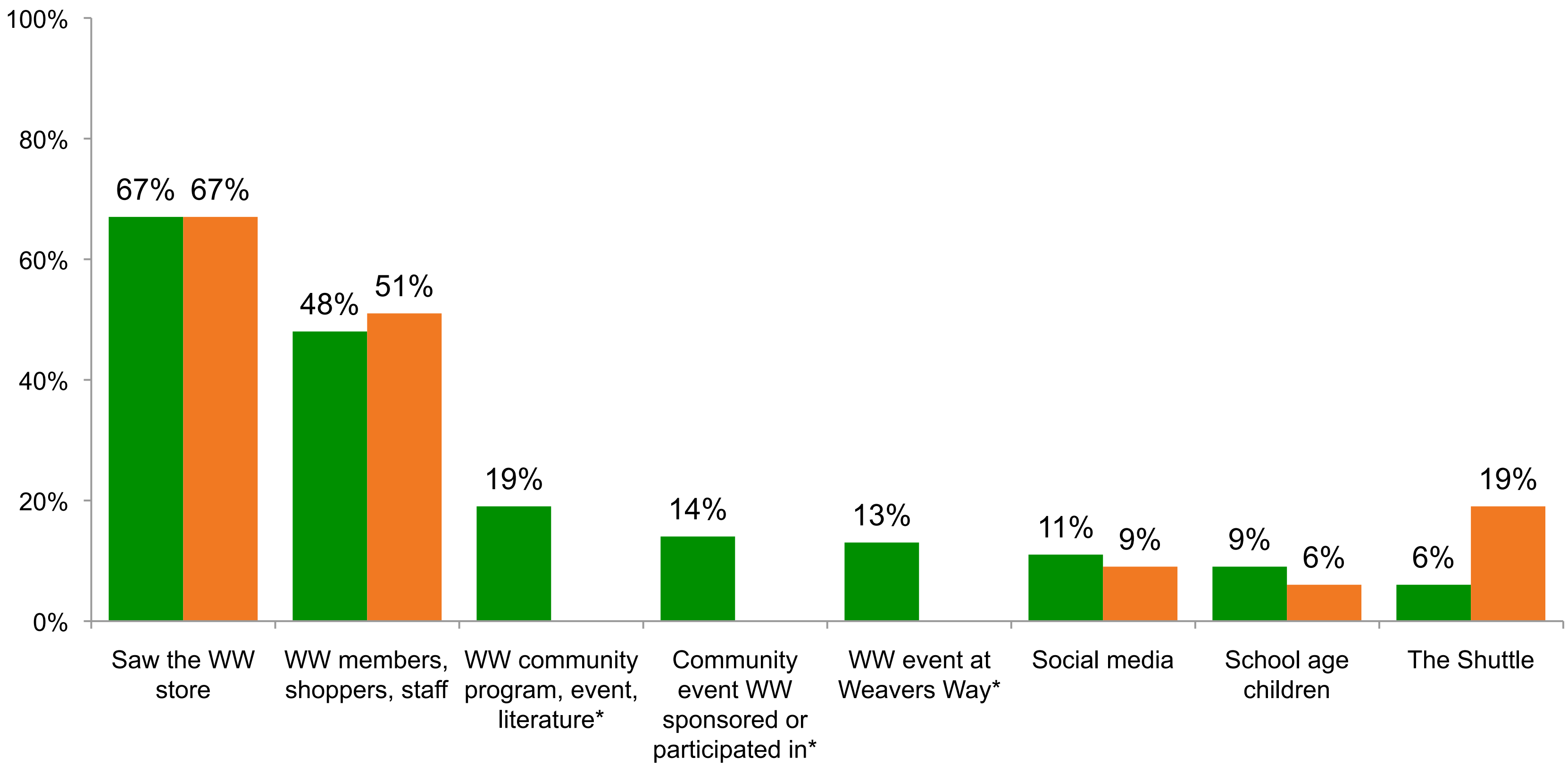
Importance of Sources of Information



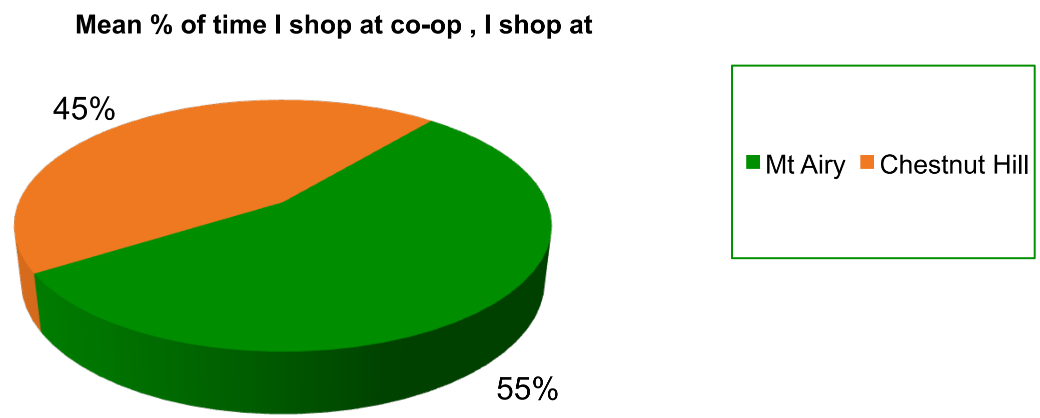
*Not asked in 2011

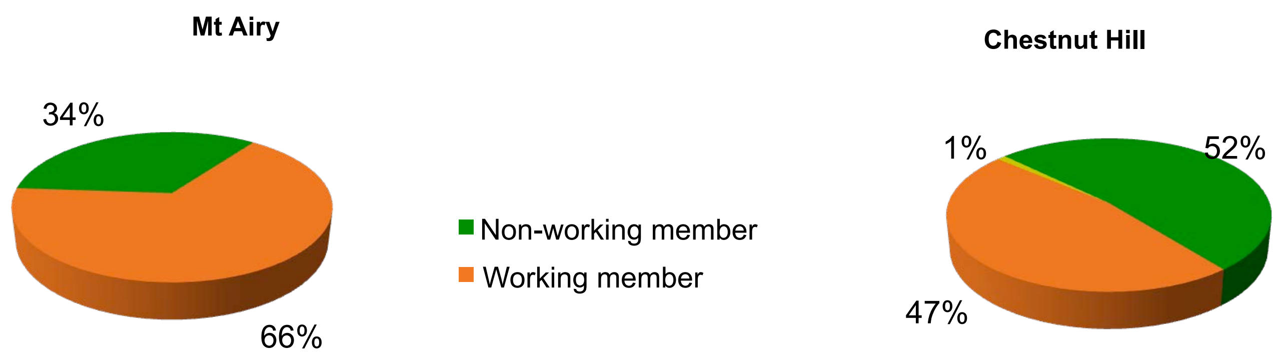
Store Demographics

- 55% of survey respondents identify Mt. Airy as their primary shopping location vs. 45% for Chestnut Hill
- The proportion of working members among shoppers is much higher for Mt. Airy (66%) than for Chestnut Hill (47%)
- These patterns are similar to those reported in 2011

Q7. Over the last 6 months, when you shopped at Weavers Way Co-op, what percent of the time do you shop at ? n=1255
Q8. Which of the following best describes your relationship to Weavers Way Co-op? n=1255

Store Demographics - 2013





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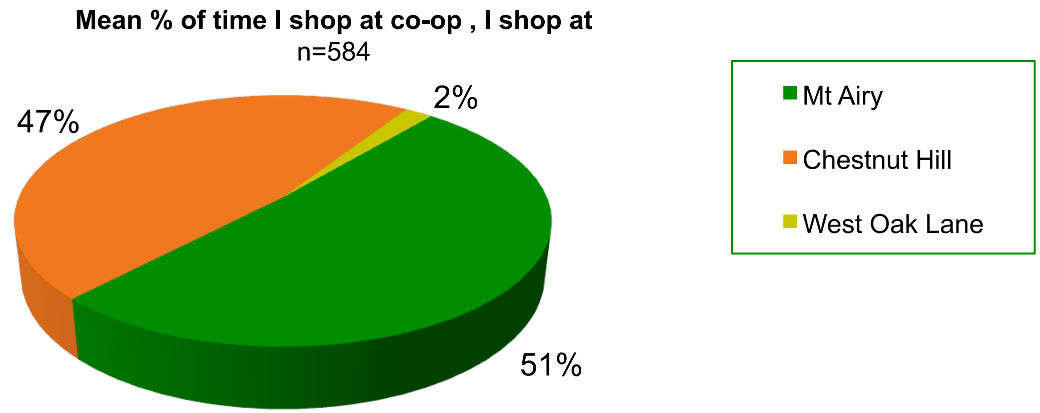
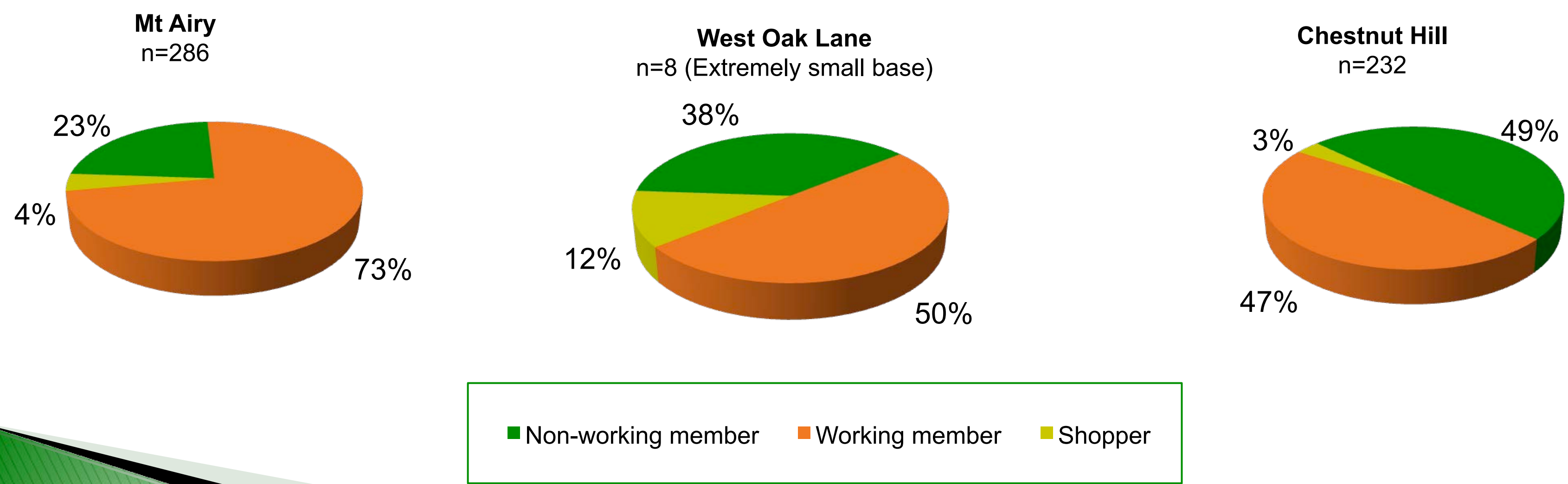
Store Demographics - 2011





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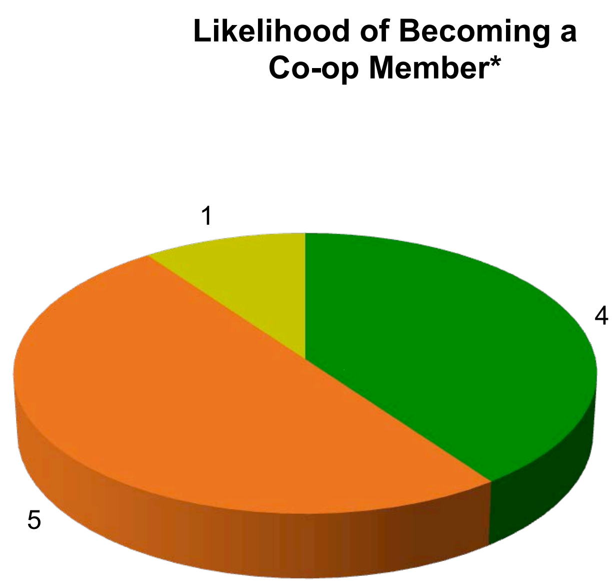
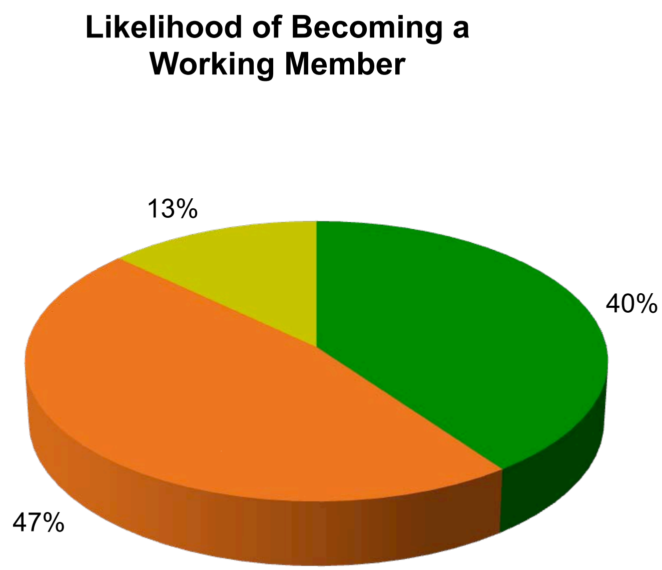
Likelihood of Becoming Member

- Only ten survey respondents were non-members, and of these 4 reported that they are very likely and 5 reported that they are somewhat likely to become members
- Of those who are non-working members, 40% report that they are very likely to become working members and 47% report that they are somewhat likely to become working members

Q8A. How likely are you to consider becoming a Co-op member (either a non-working member or a working member? (Non Members Only) n=10 CAUTION, EXTREMELY SMALL BASE
Q8B. How likely are you to consider becoming a working member of Weavers Way Co-op? (Non Members Only) n=496

Likelihood of Becoming a Member





Very Likely · Somewhat Likely · Not At All LIkely

*NOTE: Whole numbers

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