* 35-65 even age distribution
* University educated
* Some go because it is a co-op and want to support community
* Some go because they need/want 6% discount
* Some very low computer skills (Don’t know how to use a cellphone, Still use landlines, Don’t know how to signup for shift)
  + Some people come into the store and signup in person
* Some Very high computer skills
* most prefer email contact
* All staff are good with computer skills