

2017 National Survey on the Cooperative Difference

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SATISFACTION SCORES CAN VARY SUBSTANTIALLY BASED ON MEMBER AGE

77

ACSI Score for ages 35-44

89

ACSI Score for ages 75+

9.09

OUT OF 10 for performance on "provides reliable service"

7.69

OUT OF 10 for "gives money back when revenue exceed expenses"

66%

WOULD TURN TO CO-OP for answers about managing energy use

54%

WOULD TURN TO CO-OP for answers about renewable energy

35%

OF MEMBERS prefer to receive co-op communications electronically

66 PERCENT OF COOPERATIVE CONSUMERS

only consider themselves to be a **customer** of their cooperative



Survey Mission

Research on the Cooperative Difference provides cooperatives with actionable strategic insight to better communicate with members while highlighting ways to improve satisfaction and member engagement.



Survey Details

A telephone survey was conducted with over 13,500 randomly selected members from rural electric cooperatives during the first quarter of 2017.

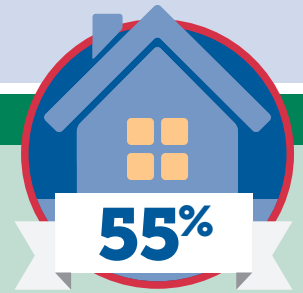


Participating Cooperatives

Over 50 rural electric cooperatives across more than 20 states with representation from each NRECA region nationwide participated in this year's effort. Participation reflects a cross-section of cooperative service areas: large and small, urban and rural, high-growth and low growth.

Incidence of Power Outages

The percentage of members that reported experiencing a power outage lasting more than a few minutes during the past year? 55 percent.



Members trust and appreciate their co-op

Average for electric cooperative survey participants

82

Average across investor-owned utilities

74

Average across municipal utilities

74

Electric cooperatives consistently earn **high levels of member satisfaction** on the nationally recognized American Customer Satisfaction Index.

As reported by ACSI, 1st Quarter 2017



Member Engagement

Consumers viewing themselves as "members" give higher satisfaction and performance ratings.



Co-op Communications

Most members recall receiving communications although many can't recall the message



Community Engagement

Co-op members grade the cooperative highly on preparing for and responding to natural disasters.



Smart Home Technology

8 out of 10 members have home internet access. Nearly three-quarters own a smart phone.