



2017 RESIDENTIAL SATISFACTION



6/29/2017

Vermont Electric Cooperative

Survey Results Prepared by:

NRECA
**MARKET
RESEARCH
SERVICES**

VERMONT ELECTRIC COOPERATIVEFinal Report
Table of Contents

	Page
Executive Summary	1
Objectives/Methodology	2
Analysis	3
Key Findings	
Overall Satisfaction	4
Performance Quality Attributes	5
Performance Quality Trends and Benchmarks	6
Prioritizing Improvement and Maintenance Efforts.....	8
Cost, Efficiency and Value	9
Member Service.....	11
Electric Service	13
Bills and Payments.....	14
Social Responsibility.....	15
Broadband Internet.....	22
Member Identity.....	23
Member Demographics and Segmentation	24
Verbatim Comments.....	27

2017 Residential Satisfaction

VERMONT ELECTRIC COOPERATIVE

EXECUTIVE SUMMARY

Following are the top-line findings based on the results of a telephone/online survey of 436 residential members of Vermont Electric Cooperative (VEC) conducted in May and June of 2017:

- Overall satisfaction with VEC is good, with a mean rating of 8.40. The mean satisfaction rating is higher among phone respondents (8.42) than among online respondents (8.34), although the difference is not statistically significant. The mean rating for overall satisfaction has not changed significantly from 2016.
- The mean ratings for 19 of the 23 performance attributes evaluated above 4.00, which can be considered good. The co-op is rated highest on attributes related to *consistent voltage*, *employees*, and *customer service*. Among telephone respondents, two of the mean attribute ratings improved significantly from the 2016 survey – *community support* and *convenient payment options* – and none declined significantly. Among all respondents, both phone and online, none of the attributes have changed significantly from 2016.
- There is no one strongest key driver of overall satisfaction among VEC members. Rather, the two strongest drivers of satisfaction are nearly identical in importance. These two drivers are “Cost and Efficiency” and “Member Service”. Maintaining high ratings and making improvements in these areas will have the biggest impact on members’ overall satisfaction with the co-op.
- **Cost and Efficiency:** As is typical in satisfaction studies, *helping customers keep bills as low as possible*, *the monthly service fees*, *charging reasonable rates*, and *helping members be more efficient in their electric use* are the attributes evaluated least positively in the study. The mean ratings for these attributes fall below 4.00 as well as the Co-op Norms. However, the mean ratings have improved significantly for *charging reasonable rates* and *the monthly service fees* compared to 2014 and 2015 and for *helping customers keep bills as low as possible* compared to 2014.
- **Member Service:** This is area in which the co-op is evaluated very well. Three of the seven attributes included in this area have mean ratings close to or higher than 4.50 and are among the highest rated in the study. Among those who contacted VEC in the past year, evaluations are high.
- One area where the co-op could make improvements is among their younger members. Members under the age of 55 are significantly less satisfied with the co-op and less likely to feel they are a member of the co-op. Although younger members also tend to give lower ratings for the performance attributes, many of the differences are not statistically significant, and younger members actually give significantly higher ratings for *minimizing blinks/momentary outages*, *minimizing longer outages*, *reliability of service*, and *the restoration of power*.

OBJECTIVES

This residential member survey addresses but is not limited to the following informational objectives:

- **Overall Satisfaction:** Assess how satisfied members are with Vermont Electric Cooperative.
- **Performance Quality Attributes:** Evaluate residential member perceptions of service quality on a variety of attributes (e.g., rates, billing, outages, problem resolution, etc.).
- **Performance Quality Trends and Benchmarks:** Compare the results to past studies to identify trends and benchmark the results against co-ops nationwide using NRECA's Co-op Norms Database.
- **Prioritizing Improvement and Maintenance Efforts:** Derive the key drivers of overall satisfaction and to what degree consumer needs are being met to help VEC prioritize any improvement efforts.
- **Member Identity:** Estimate the proportion of consumers who identify themselves as member-owners, member-customers, or just customers of the co-op.
- **Other:** Explore other areas of specific interest to the co-op, including perceived importance of power sources, benefit from Efficiency Vermont, and likelihood of owning/leasing an electric vehicle, owning/leasing battery storage, and disconnecting from the electric grid.
- **Member Demographics and Segmentation:** Provide demographics of the residential membership base and identify differences in attitudes between segments.

METHODOLOGY

As in 2016, data were collected through telephone and online surveying. Telephone interviewers were thoroughly trained on interviewing techniques and on the questionnaire prior to initiating the survey. During this training, the survey instrument was reviewed to ensure that all surveys would be completed in the same manner. On average, the telephone interviews lasted approximately 11 minutes.

Telephone surveys were completed with a total of 301 residential members of Vermont Electric Co-op between May 30 and June 7, 2017, with random sampling done proportionate to connect date and district. Of those contacted, 653 declined to participate, resulting in a response rate of 32%. Additionally, 298 of the phone numbers attempted were disconnected.

An e-mail invitation was sent to a random sample of 997 members for whom VEC has an e-mail address, with 23 returned as being undeliverable. A total of 135 surveys were completed online, resulting in a response rate of 14%. The data are weighted so that the online methodology represents 25% of the total data.

The margin of error at the 95% confidence level for the entire sample is plus or minus 5.0 percentage points. This means that a result of 50% in the survey may range between 45% and 55% in an infinite number of residential samples this size.

ANALYSIS

The graphics presented in this report are based on data collected from the current study and tracking results from 13 studies conducted between 2003 and 2016. The results of tracking surveys provide value by demonstrating when results remain consistent and indicating where there has been significant change over time.

The co-op has experienced some recent events that are likely to have an impact on attitudes and satisfaction:

- Rates have not been raised since January 2014.
- A community solar project began in October 2016. Under this program, members can sponsor solar panels for 10 or 20 years and receive a fixed solar energy monthly credit on their bill. Two additional projects are being planned and due to be completed in 2017.
- Programs that the co-op started offering in 2017 under the Energy Transformation Program include cold-climate heat pumps (one-time \$150 bill credit) and electric and plug-in hybrid electric vehicles (\$250 bill credit for the purchase of a new/used vehicle or \$50/year bill credit for the lease of a vehicle).
- Programs/services under consideration or being planned for the next year include pre-paid billing, bill incentives for hot water heat pumps, and a low income program.

Comparisons are also made to results from similar studies conducted by 79 co-ops among more than 75,000 residential members across the nation between January 2014 and December 2016. These “Co-op Norms” are not taken from the universe of all cooperatives; rather these are co-ops who value, monitor and measure the satisfaction of their members and therefore represent higher performing co-ops, not all co-ops.

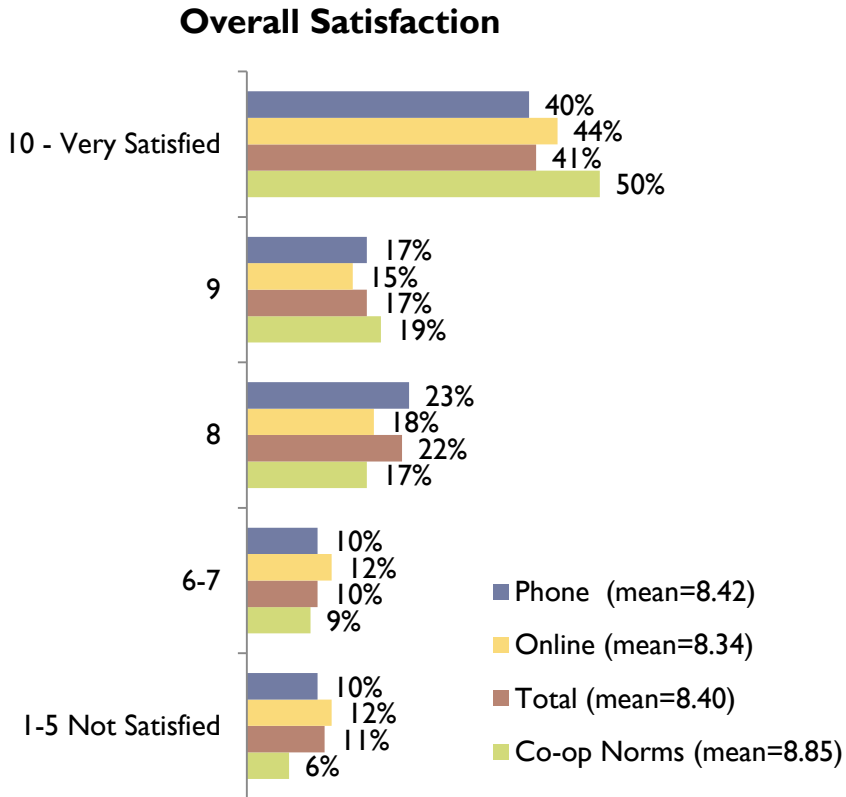
Because the studies before 2014 were conducted as phone surveys, comparisons to those years are generally made to just the phone respondents. Comparisons to the Co-op Norms are made to both phone and online respondents. Differences between member segments, such as differences by age or service tenure, are pointed out and characterized as being either statistically significant or not. When the term “significant” is used, this refers to the certainty of a difference, not the magnitude or size of the difference. Significance is measured at the 95% confidence level, meaning that 95% of the time or more this difference will occur; the difference is likely not a matter of chance due to sampling.

When evaluating the mean ratings in this report, on a 5-point scale a mean of 4.50 or above should be considered “excellent” and a mean between 4.00 and 4.49 is considered “good”. Means below 4.00 may be cause for concern and those below 3.75 indicate problems and a need for improvement.

KEY FINDINGS

Overall Satisfaction

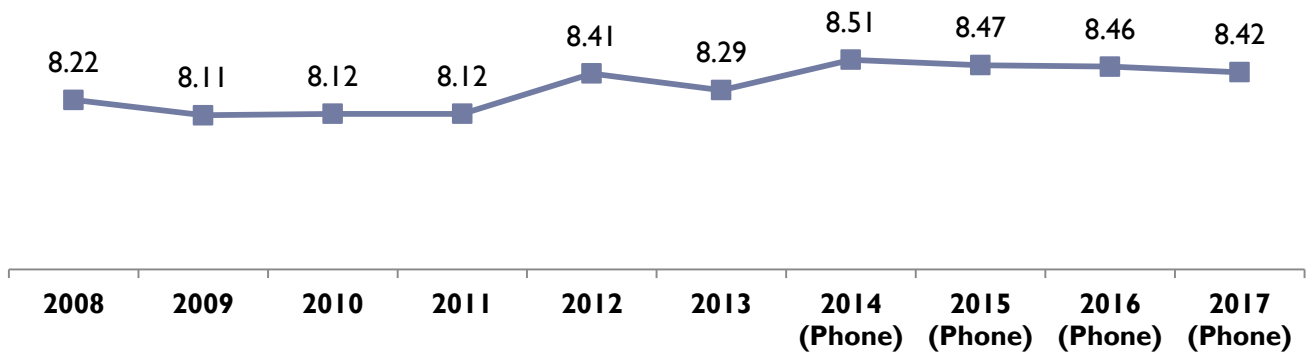
Overall satisfaction among Vermont Electric Cooperative’s residential members is good. The mean overall satisfaction rating is 8.40 on a 10-point scale and 58% give ratings of “9” or “10”.



As is typical, members who completed the survey online rate their satisfaction lower than do phone respondents, although the difference is not statistically significant.

The mean satisfaction rating among VEC members has not changed significantly from the 2016 study. This is true of the overall total, as well as phone and online respondents. However, it is lower than the Co-op Norms (8.85). Among phone respondents, the mean rating of 8.42 remains significantly higher than most of the surveys between 2003 and 2011.

Mean Satisfaction by Year
(Telephone Survey Ratings Only)



Performance Quality Attributes

Members were asked to evaluate 23 performance quality attributes related to member service, electric service, communication, billing, and cost. On 19 of the attributes measured, the mean ratings are above 4.00, a “good” rating on a 5-point scale.

Additionally, mean ratings for six attributes are approximately 4.50 or higher which can be considered excellent. These include:

- Providing consistent voltage without surges or brownouts (4.55)
- Having professional employees (4.54)
- The overall customer service they provide (4.53)
- The courtesy, understanding, and helpfulness of employees to inquiries or problems (4.47)
- The reliability of service and frequency of interruptions (4.47)
- Having convenient payment options (4.47)

Conversely, the attributes on which VEC is rated least well are *the monthly service fees* (62% rating “4” or “5”) and *charging reasonable rates* (63%). This is an area that is often rated lower in cooperative satisfaction research and means often fall below the “good” threshold of 4.00. However, with mean ratings well below 4.0 (3.68 on both), this is an area for improvement in members’ perceptions.

Typically, telephone respondents give higher ratings than do online respondents. While this is generally true among Vermont Electric members, few of the differences in mean ratings between phone and online respondents are statistically significant. Telephone respondents give significantly higher ratings for:

- Operating with concern for the environment
- Supporting the local community
- Providing consistent voltage without surges or brownouts
- Providing accurate and easy to understand bills
- Having convenient payment options

Mean ratings among phone respondents are above 4.00 for all but four attributes, including nine that are approximately 4.50 or higher. Among online respondents, mean ratings are above 4.00 for all but five attributes, and one is above 4.50.

Performance Quality Trends and Benchmarks

Among phone respondents, two performance quality attributes increased significantly since the 2016 study and none decreased.

The attributes that increased are *supporting the local community* and *having convenient payment options*. There are also a number of mean ratings that changed significantly from at least one recent survey:

Phone Survey Respondents Only	2015	2014	2013	2012
Restoration of power after an outage	↑	↑	↑	↑
Delivering good value for the money		↑	↑	↑
Operating with concern for the environment		↑	↑	↑
Monthly service fees		↑	↑	↑
Demonstrating concern for customers' best interests		↑	↑	
Charging reasonable rates		↑	↑	
Having convenient payment options		↑	↑	
Keeping members informed on status of outages		↑		
Providing consistent voltage		↑		
Supporting the local community			↑	↑
Providing accurate, easy to understand bills			↑	
Reliability of service, frequency of interruptions				↑
Courtesy, understanding, helpfulness of employees				↓
Accuracy of meter reading and billing				↓

When looking at both phone and online respondents in the years a mixed methodology was used, mean ratings have increased significantly for a number of the performance attributes:

Phone and Online Survey Respondents	2016	2015	2014
Restoration of power after an outage		↑	↑
Delivering good value for the money		↑	↑
Monthly service fees		↑	↑
Charging reasonable rates		↑	↑
Supporting the local community		↑	↑
Keeping the number of longer outages to a minimum		↑	
Having convenient payment options			↑
Keeping members informed on status of outages			↑
Providing consistent voltage			↑
Operating with concern for the environment			↑
Demonstrating concern for customers' best interests			↑
Helping customers keep bills as low as possible			↑
Speed, efficiency of responding to customers			↑

On most of the comparable attributes, mean ratings among VEC members are similar to the Co-op Norms, although there are some that are higher and lower. The attributes with the biggest gaps between mean ratings are shown below. Mean ratings shown for both VEC and the Co-op Norms include online survey respondents as well as telephone.

Phone and Online Survey Respondents	VEC Mean Rating	Co-op Norms Mean Rating	Gap
Keeping members informed on status of outages	4.21	4.02	+0.19
Overall customer service provided	4.53	4.38	+0.15
Helping members to be more efficient in electric use	3.77	4.10	-0.33
Charging reasonable rates	3.68	3.96	-0.28
Supporting the local community	4.33	4.52	-0.19
Keeping the number of longer outages to a minimum	4.46	4.56	-0.10

Prioritizing Improvement and Maintenance Efforts

The key drivers of overall satisfaction among residential members are: cost and efficiency, member service, electric service, and bills and payments. Going forward, these are the areas that Vermont Electric Cooperative should focus on most.

Regression analysis was used to determine the key drivers of overall satisfaction. The scores are to be interpreted relative to each other. For example, since *cost and efficiency* has a score of 0.44 and *bills and payments* has a score of 0.27, we can say that members' perceptions of the cost of their electricity have 1.6 times the impact on overall satisfaction as their perceptions of the accuracy of their electric bills and the payment options available to them. Attributes and factors not shown below are not significant drivers of overall satisfaction. Note that there is no one factor that is clearly the strongest driver of overall satisfaction among members of Vermont Electric Cooperative. Cost and Efficiency and Member Service are calculated to be the top two drivers, with nearly identical importance scores. More information on how the factors were formed and importance scores derived can be found in Appendix A.

Key Drivers of Overall Satisfaction

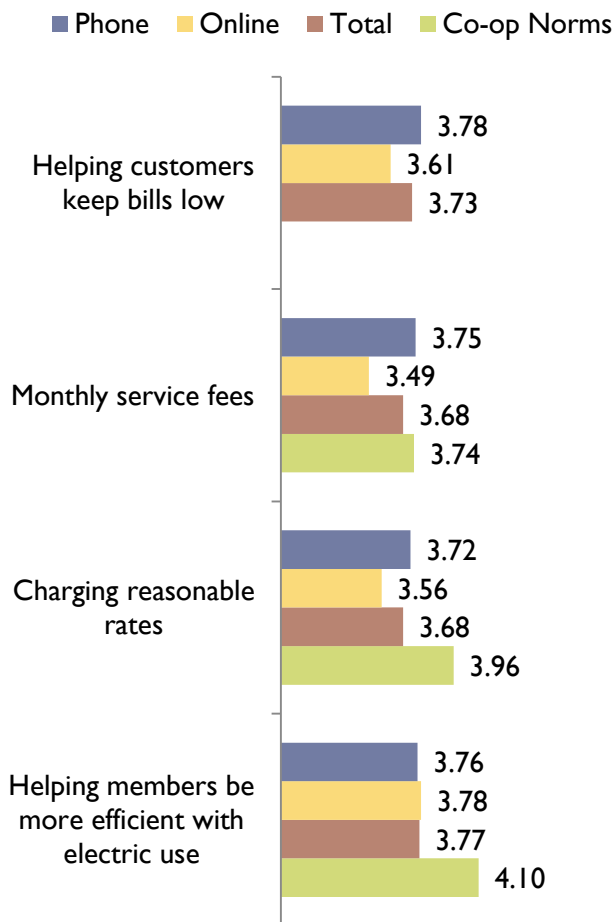
Cost and Efficiency	Member Service	Electric Service	Bills and Payments
<ul style="list-style-type: none"> • Helping customers keep bills as low as possible • The monthly service fees • Charging reasonable rates • Helping members to be more efficient in their use of electricity 	<ul style="list-style-type: none"> • The courtesy, understanding, and helpfulness of employees • Resolving any issues or problems • The overall customer service provided • Having professional employees • Speed and efficiency of responding to customers • Demonstrating concern for customers' best interests • Communicating with members and keeping them informed 	<ul style="list-style-type: none"> • Keeping blinks and momentary outages to a minimum • The reliability of service and frequency of interruptions • Keeping the number of longer outages to a minimum • The restoration of power after an outage • Providing consistent voltage without surges or brownouts 	<ul style="list-style-type: none"> • Providing accurate and easy to understand bills • Having convenient payment options • The accuracy of meter reading and billing
0.44	0.44	0.36	0.27

Cost, Efficiency and Value

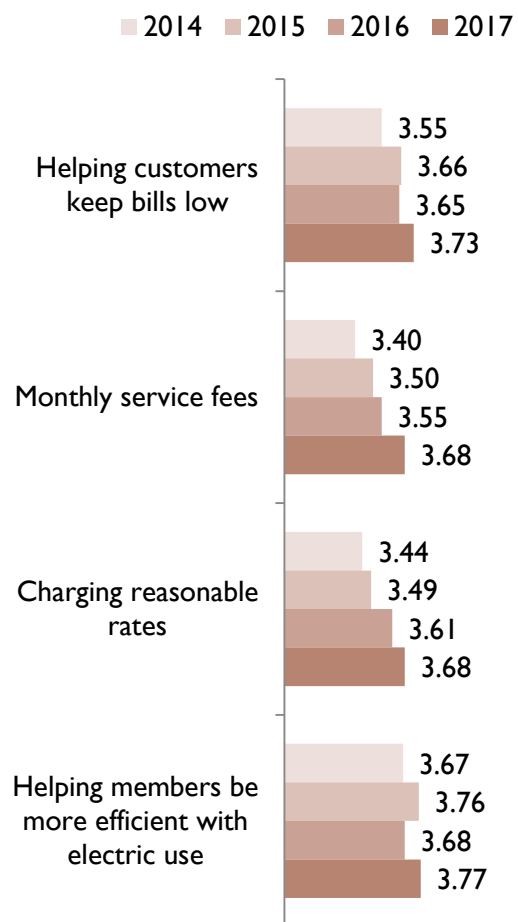
The first of the two strongest key drivers of overall satisfaction is “Cost and Efficiency”. This is the area that includes the lowest rated attributes in the study, which is very typical in studies of this type.

Additionally, the mean ratings continue to be below the Co-op Norms in regards to the rates and help using electricity more efficiently. However, evaluations have increased significantly from the 2014 and 2015 studies for *the monthly service fees* and *charging reasonable rates* and have increased from the 2014 for *helping customers keep bills as low as possible*.

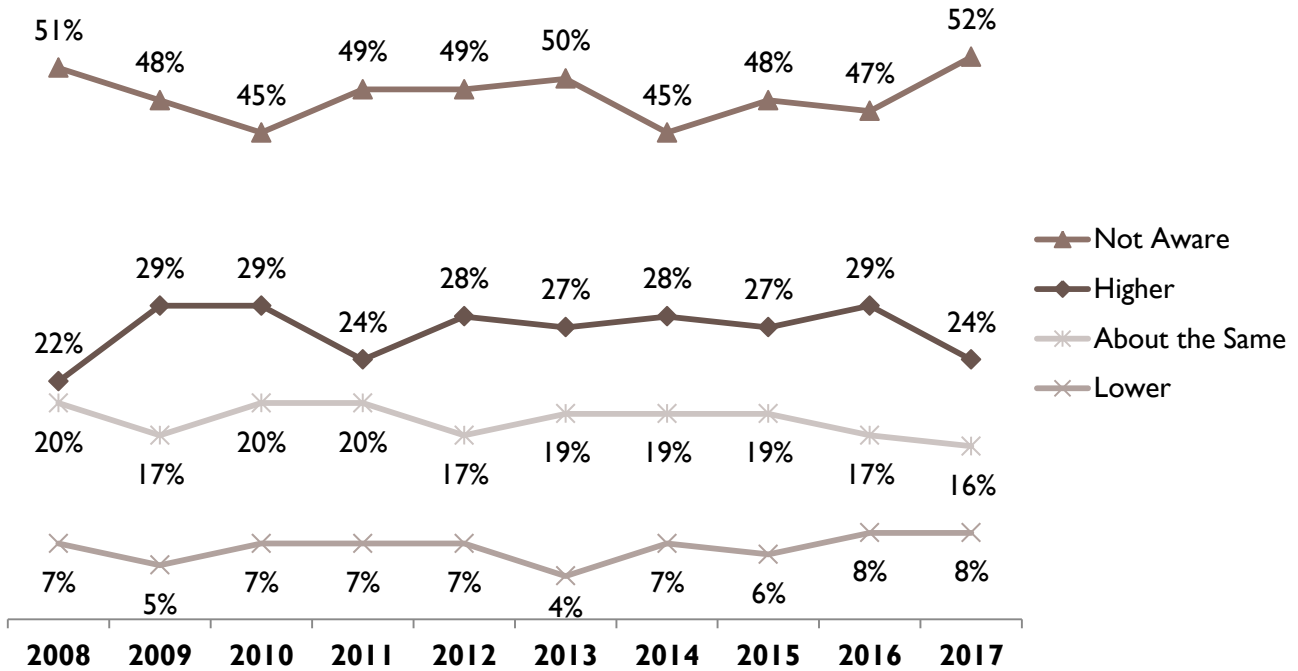
2017 Mean Ratings by Method



Mean Ratings by Year (Total)



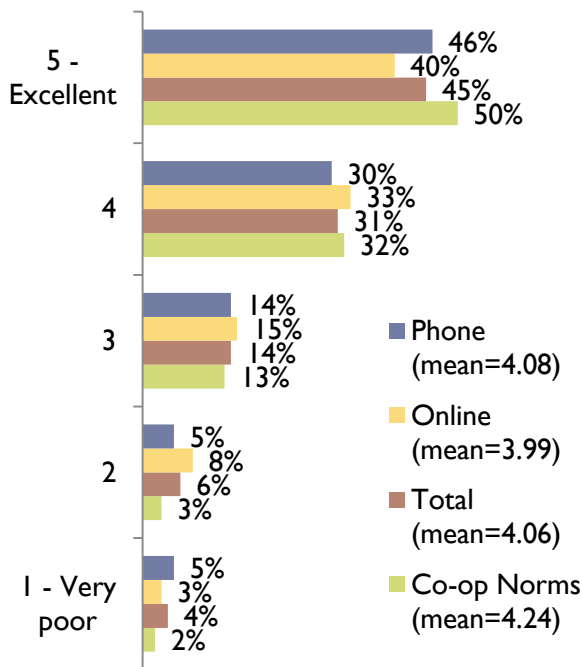
VEC's Rates Compared to Other Electric Companies



Fifty-two percent of the members are not aware of how their rates compare to other electric companies. Rate perceptions are consistent with previous studies with one exception – the proportion of members who feel their rates are lower is significantly higher in 2017 than in 2013.

Those less satisfied with the co-op and those paying higher electric bills are significantly more likely than their individual counterparts to think their rates are higher.

Value for the Money



A regression analysis was also conducted to determine the key drivers of *delivering good value for the money*. As seen in the table, it was found that four factors are significant drivers of value. Although the perception of the cost of electricity has the strongest impact by far on the value members feel they receive, it is not the only factor that enters into the “value equation” among members of VEC.

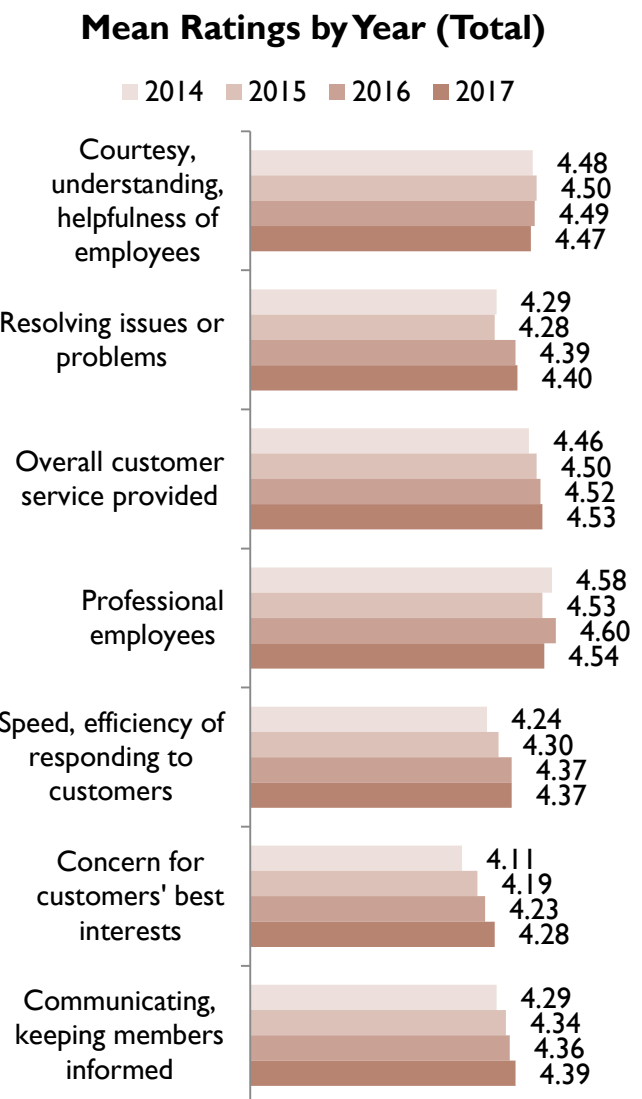
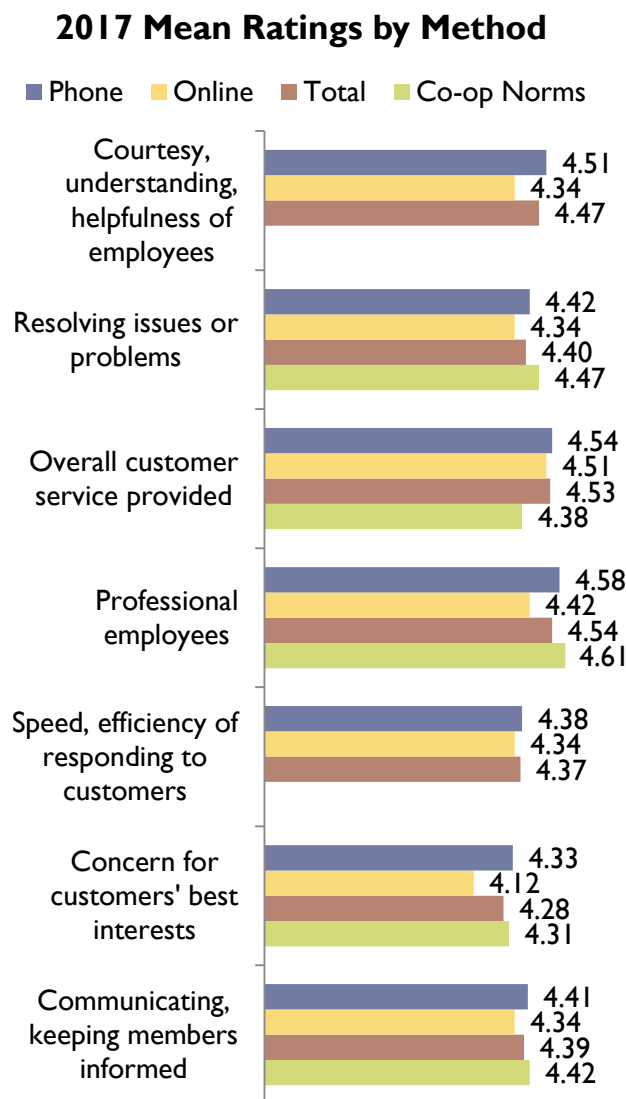
Key Drivers of Value	
Cost and Efficiency	0.64
Member Service	0.40
Electric Service	0.32
Bills and Payments	0.16

Member Service

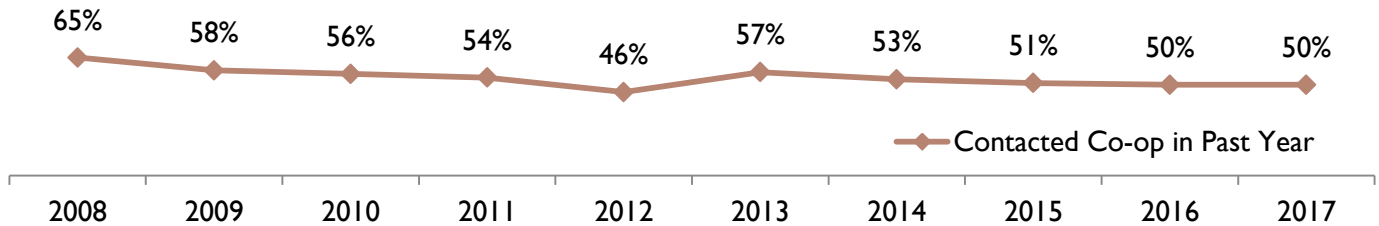
“Member Service” is the second of the two strongest key drivers of overall satisfaction. This is an area in which VEC receives very positive ratings.

All seven attributes in this driver are evaluated well above 4.0 and the *courtesy, understanding, and helpfulness of employees to inquiries or problems; the overall customer service they provide; and having professional employees* are rated as excellent with means close to 4.50 or higher.

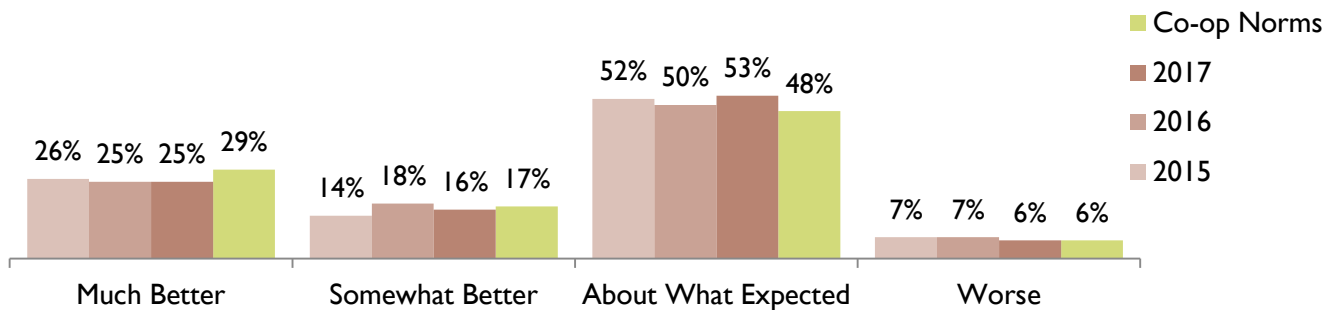
None of the mean ratings have changed significantly from 2016, but *the speed and efficiency of responding to customers and demonstrating concern for customers’ best interests* have improved significantly from the 2014 study.



Half of the members say they have contacted VEC over the past year. This is consistent with the Co-op Norms and recent studies and significantly lower than in studies prior to 2010. Younger members, those paying higher electric bills, those living in larger households, and those currently employed are significantly more likely than their counterparts to have contacted the co-op.



Contact Evaluation



Similar to recent studies, 41% say their contact with VEC was somewhat or much better than expected and very few say it was worse. This is slightly lower than the Co-op Norms, but VEC members are somewhat more likely to say their contact was about what they expected. There is no difference in those saying it was worse.

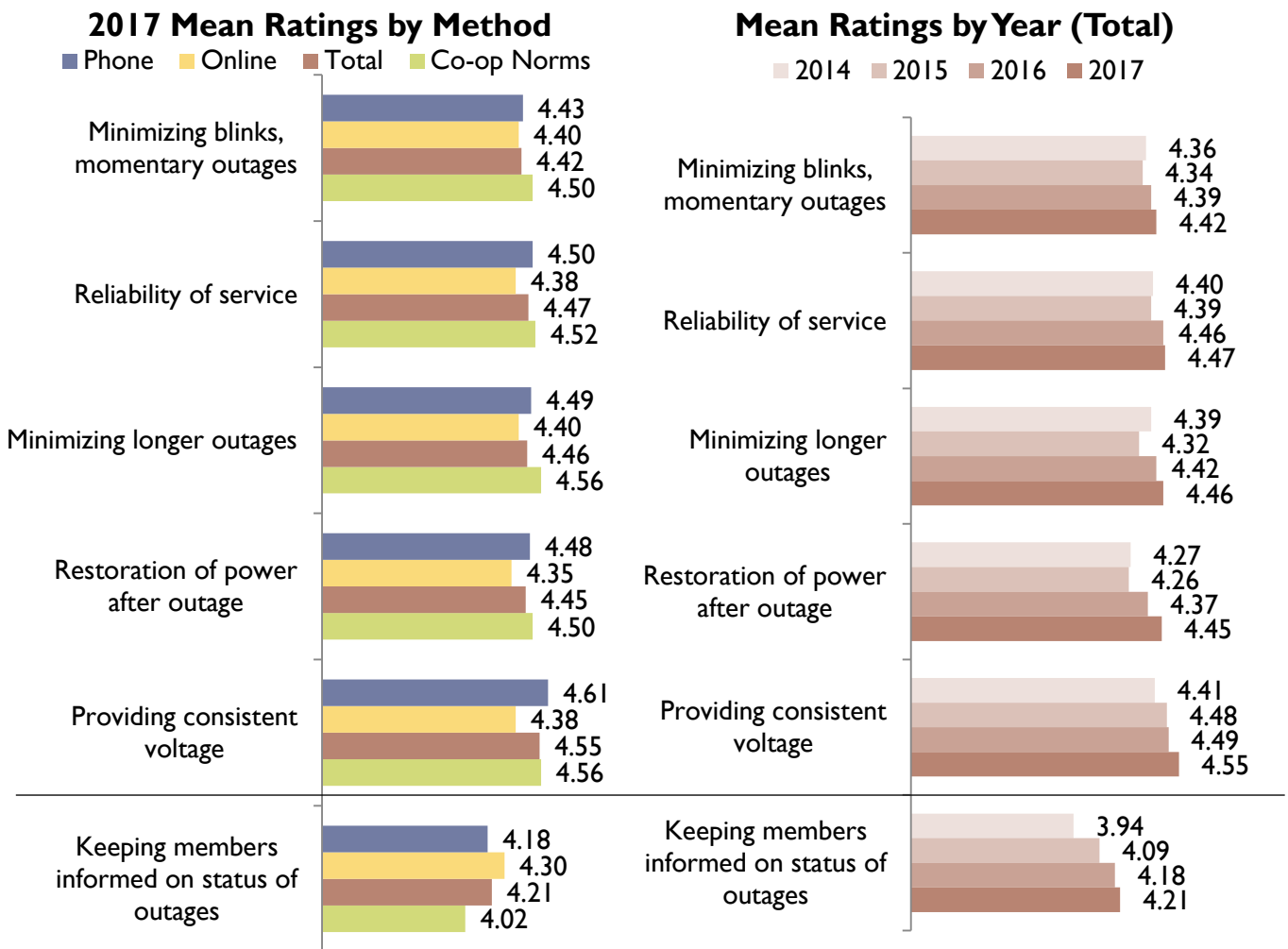
Electric Service

“Electric Service” is the next-strongest key driver of overall satisfaction. This is another area in which the co-op receives very good performance ratings.

All five attributes included in this driver are evaluated close to or above the 4.50 “excellent” threshold. All but one are consistent with the Co-op Norms. Just *keeping the number of longer outages to a minimum* is evaluated lower, but is significantly higher than in 2015.

The restoration of power after an outage and providing consistent voltage are also significantly higher in 2017 than in 2014 and/or 2015.

Keeping members informed on the status of outages is not a part of this key driver. Although it is evaluated lower than the other attributes, the mean rating is well above 4.0 and significantly higher than the 2014 study as well as the Co-op Norms.

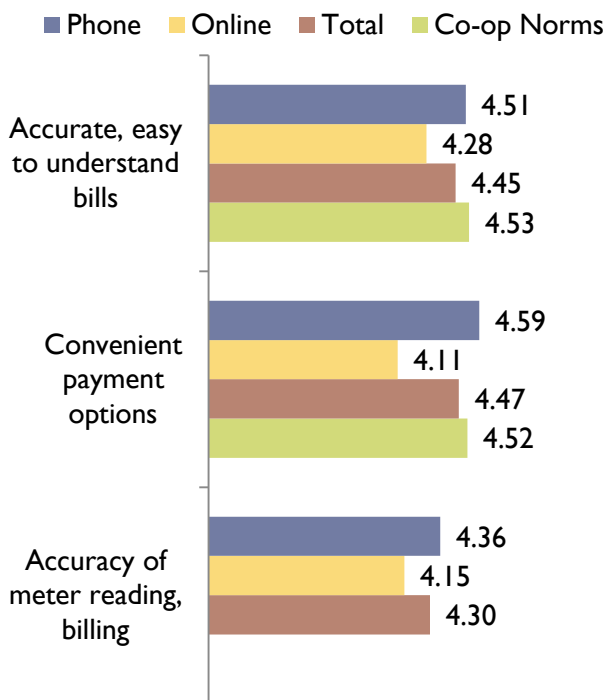


Bills and Payments

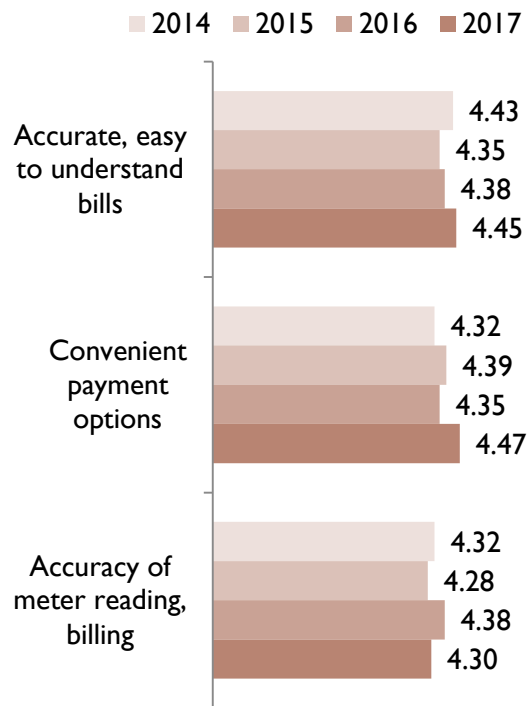
The final key driver of overall satisfaction is “Bills and Payments”. Again, this is an area in which VEC is rated very well with mean ratings well above 4.0.

The mean rating for *having convenient payment options* is significantly higher than in 2014 and is consistent with the Co-op Norms. *Providing accurate and easy to understand bills* is also consistent with the Co-op Norms.

2017 Mean Ratings by Method



Mean Ratings by Year (Total)

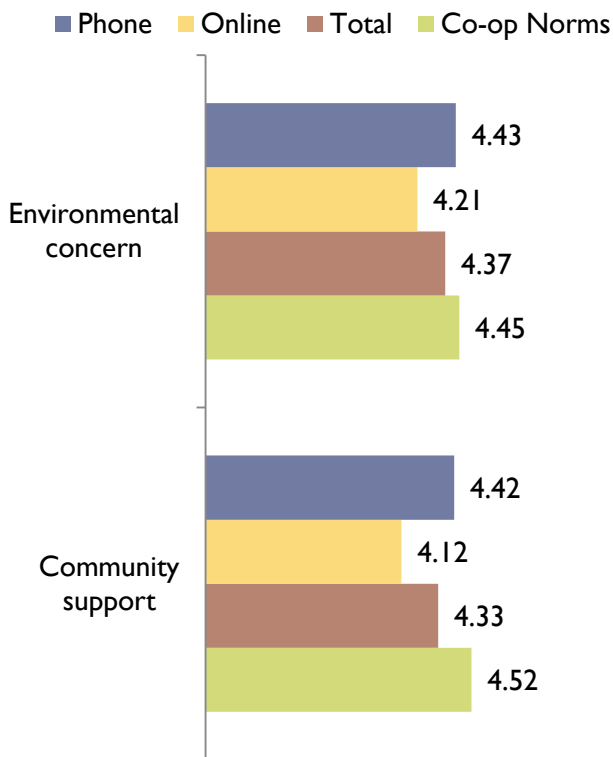


Social Responsibility

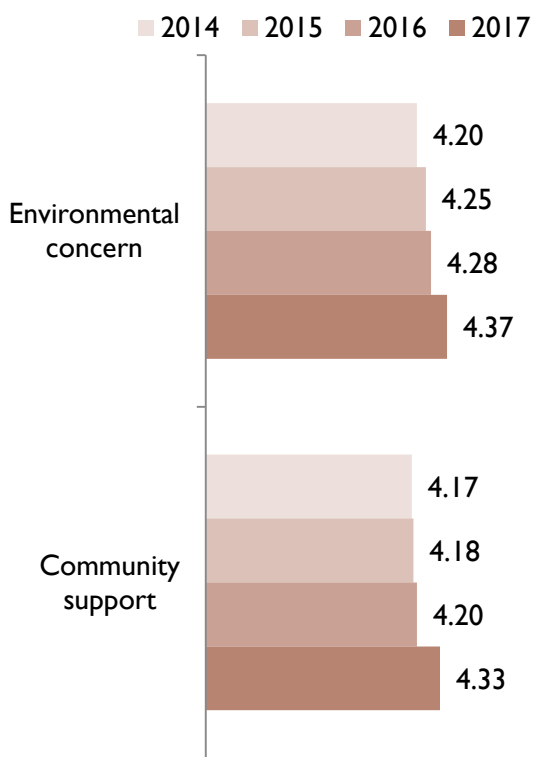
The attributes related to social responsibility are not key drivers of overall satisfaction, but are also areas where the co-op is doing very well.

Mean ratings are well above the 4.0 “good” threshold for these attributes. Although *supporting the local community* is lower than the Co-op Norms, it is significantly higher than the 2014 and 2015 studies. *Operating with concern for the environment* is also significantly higher than in 2014.

2017 Mean Ratings by Method



Mean Ratings by Year (Total)



Approximately eight in ten give high ratings (“4” or “5”) for the importance of VEC providing power from hydro or solar sources. Importance ratings continue to be lower for wind, bio-mass, natural gas, and especially nuclear.

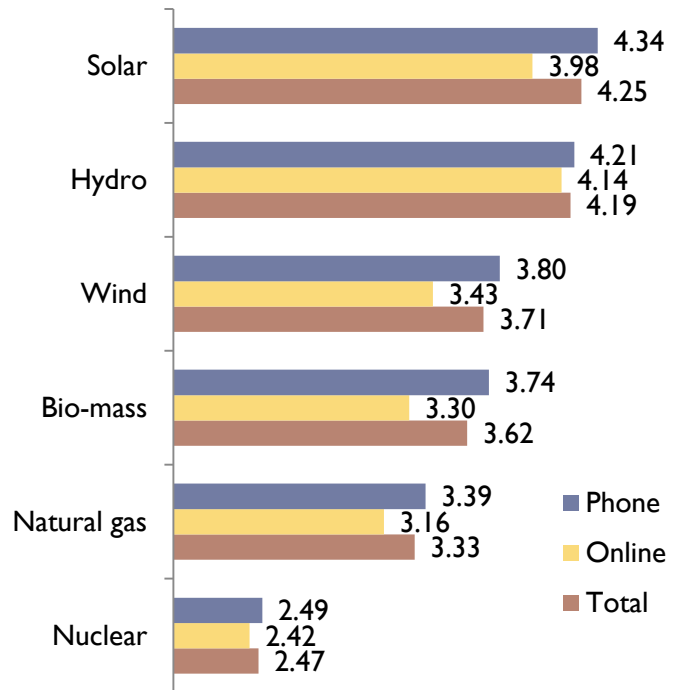
Significant differences in mean ratings from previous studies (among phone respondents):

- Wind - has increased significantly from 2013 and 2016 but remains significantly lower than in 2009 and 2010.
- Solar – significantly higher than in almost all of the previous studies.
- Bio-mass – significantly higher than in 2014 and 2016.

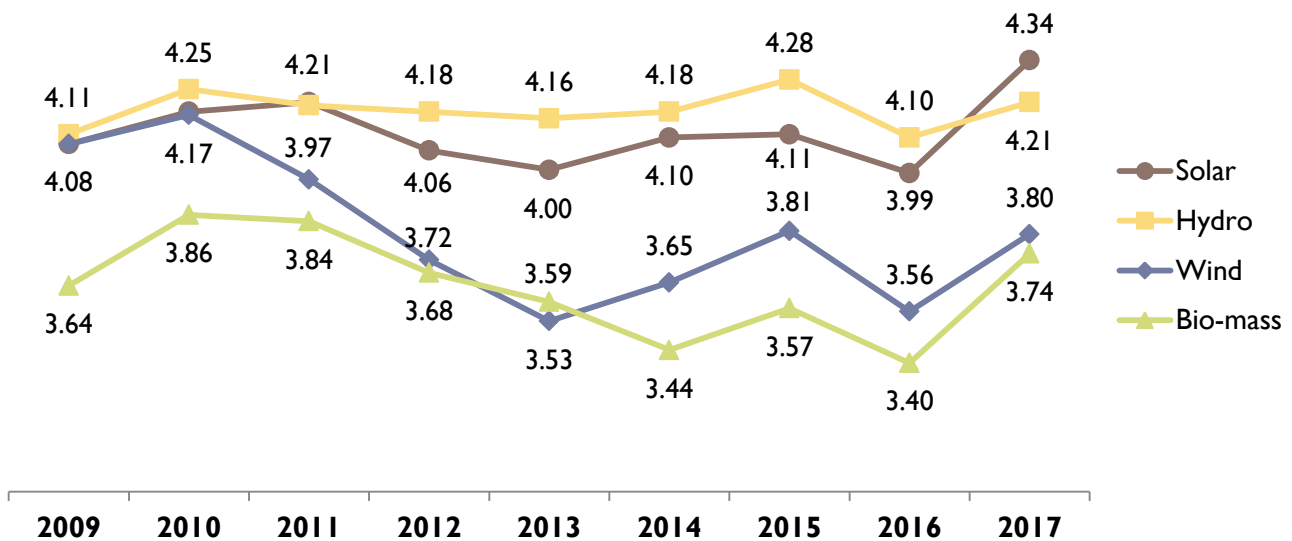
Those more satisfied with the co-op overall place significantly higher importance on wind, solar, hydro, and bio-mass.

Females give higher ratings than males for wind and solar power while males give higher ratings for nuclear power. Younger members give higher ratings than older members for wind, solar, and bio-mass while older members give higher ratings for hydro, natural gas, and nuclear.

Importance of Power Sources
2017 Mean Ratings



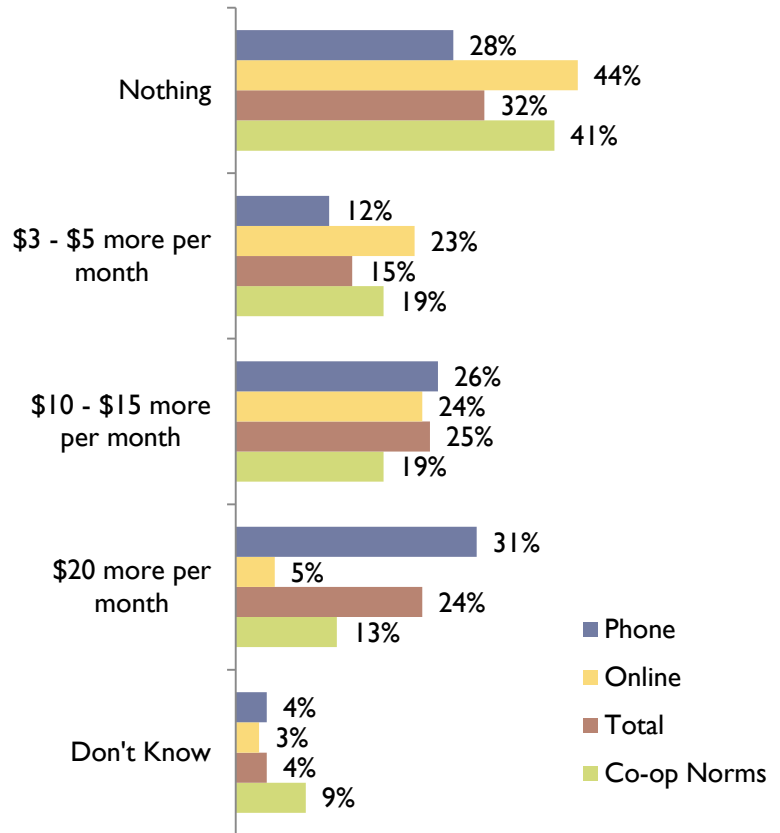
Mean Ratings by Year
(Phone Respondents Only)



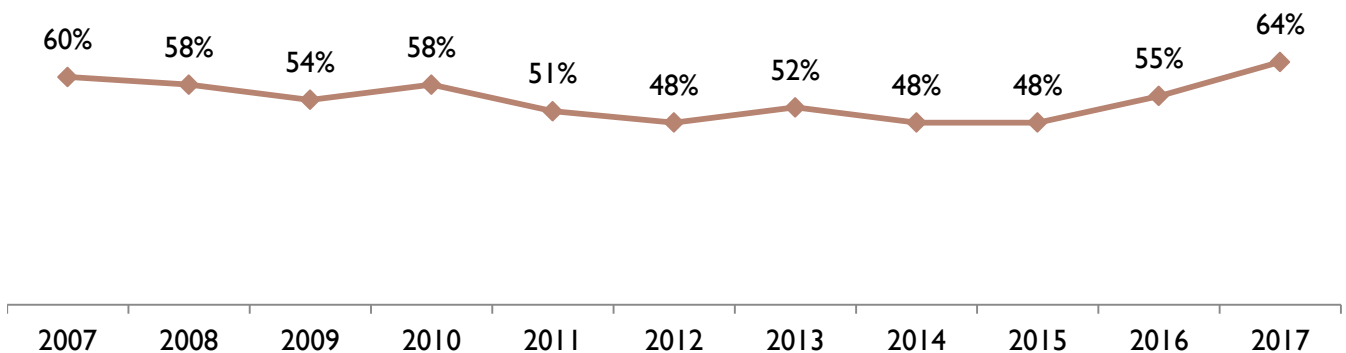
Nearly two-thirds say they are willing to pay something extra each month for renewable energy, including 49% who say they would be willing to pay \$10 or more per month. The proportion of members who are willing to pay something extra to get renewable power is significantly higher than all the studies between 2011 and 2016. Not only are members more willing to pay something extra, the proportion of members who say they would pay \$20 more per month has also increased significantly.

Phone respondents, those more satisfied with the co-op, those paying lower electric bills, and those currently employed are significantly more willing than their individual counterparts to pay something extra.

How Much More Willing to Pay for Renewable Power



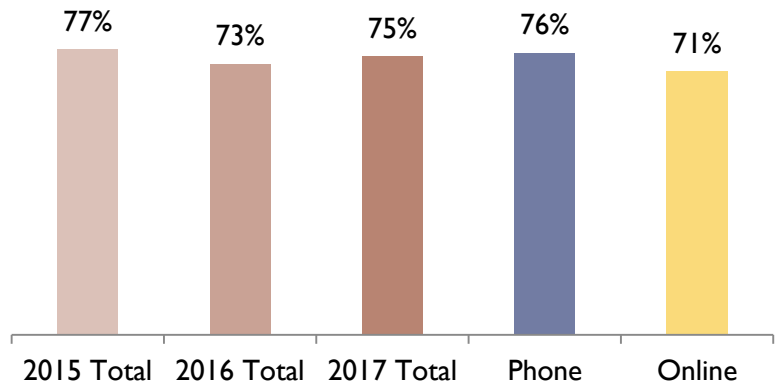
Willing To Pay Additional Amount (\$3 or More)



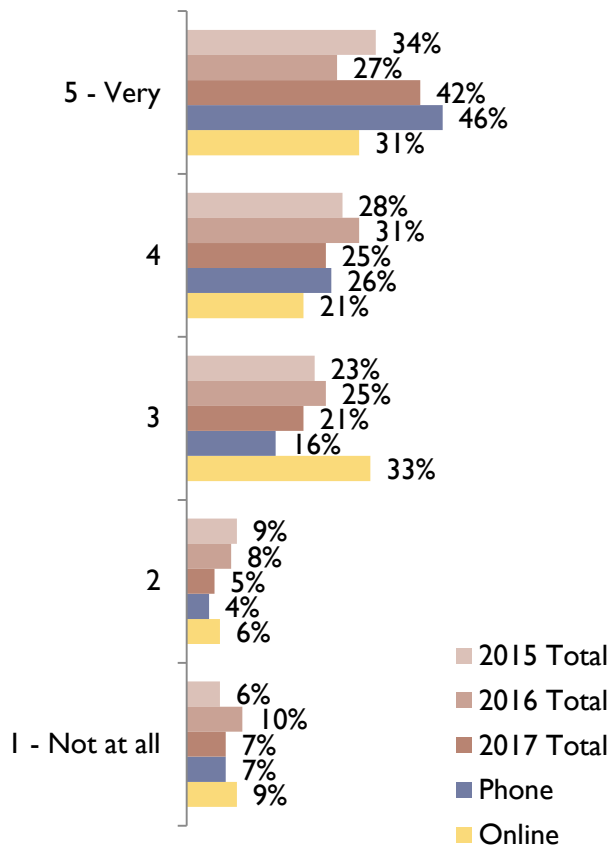
Three-quarters say they have heard of the energy efficiency utility Efficiency Vermont. This is significantly higher than in 2014.

Among those aware of Efficiency Vermont, 67% give high ratings for how beneficial it is for consumers. Forty-nine percent give high ratings for how beneficial Efficiency Vermont is to them, personally. Both evaluations are significantly higher than in 2016.

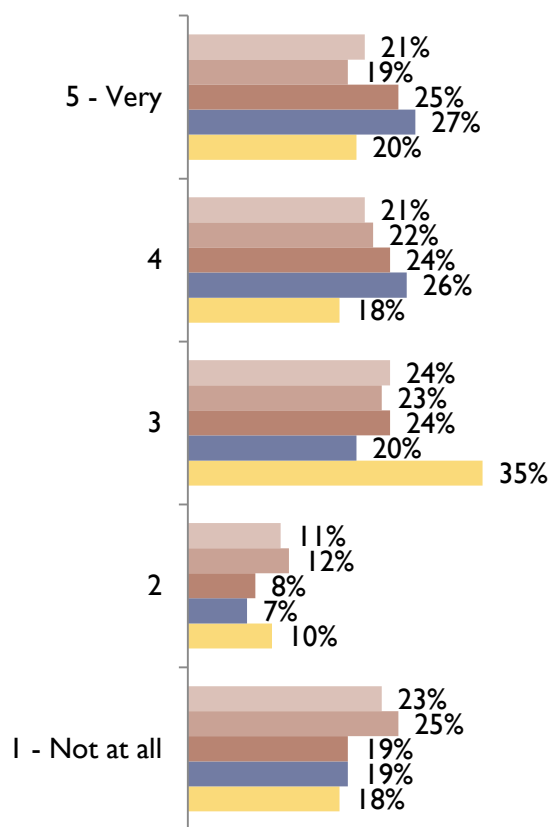
Have Heard of Efficiency Vermont



How Beneficial for Vermont Consumers

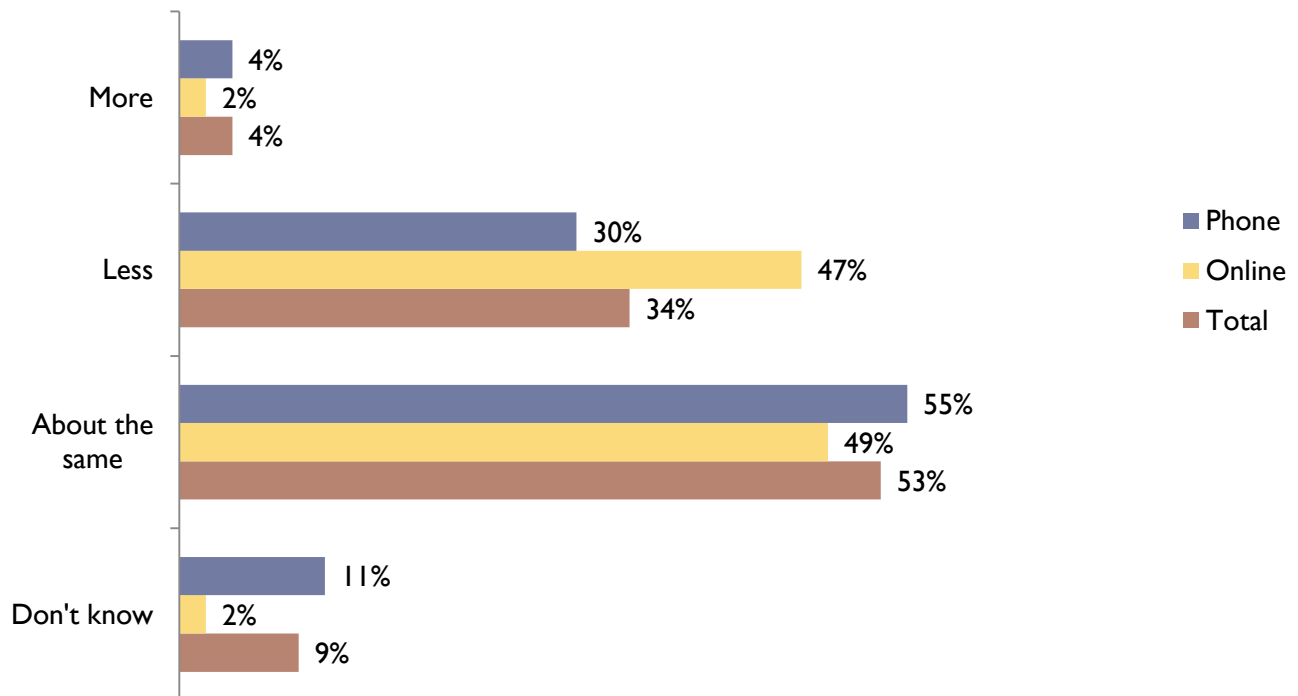


How Beneficial for Members, Personally



Just over half of the members indicate they want to pay about the same as they currently pay for Efficiency Vermont services. Four percent say they would support paying more while 34% support paying less. Online respondents, those less satisfied with VEC overall, and those paying higher electric bills are significantly more likely than their individual counterparts to say they would support paying less in future years.

Support Paying More, Less, or About the Same For Efficiency Vermont Services in Future Years

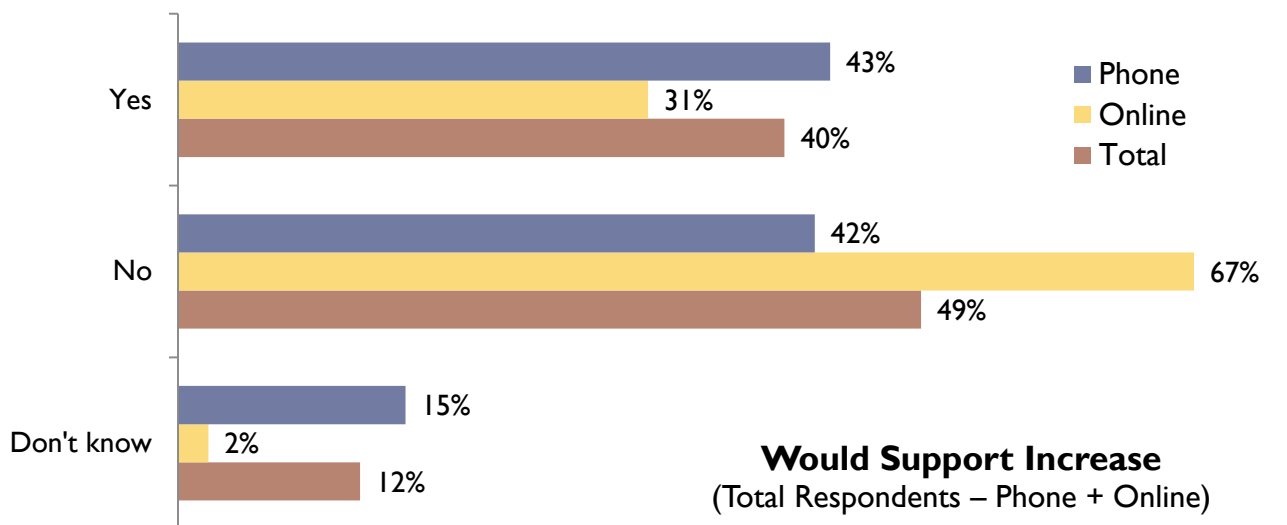


Four in ten say they would support an electric rate increase if it were caused by Vermont state requirements to increase the amount of renewables in VEC’s portfolio of electric generation sources. This is significantly higher than in 2014 and 2015.

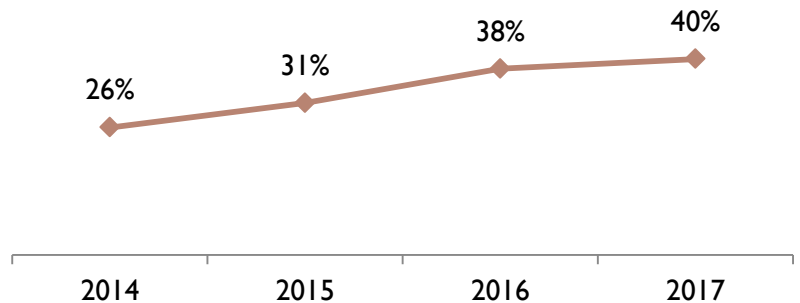
Online respondents, those less satisfied with VEC overall, those paying higher electric bills, and males are significantly more likely than their individual counterparts to say they would not support a rate increase for this reason.

It is interesting to note that the significant increase in members who would support a rate increase is not due to a significant decrease in those who would not support it. It is because the proportion of members who do not know if they would support an increase or not has decreased significantly.

Would Support Rate Increase if Caused by Vermont State Requirements to Increase Amount of Renewables in Portfolio of Electric Generation Sources

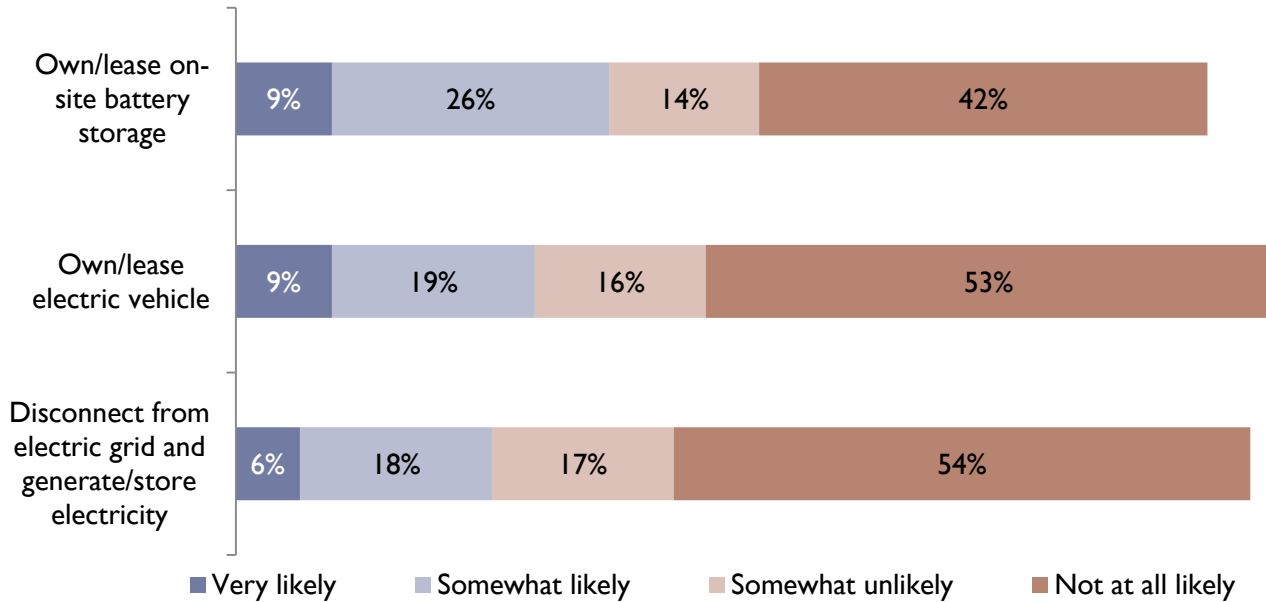


Would Support Increase
(Total Respondents – Phone + Online)



Thirty-five percent of the members say they are very or somewhat likely to own or lease on-site battery storage, 28% say they are very or somewhat likely to own or lease an electric vehicle, and 24% say they are very or somewhat likely to disconnect from the electric grid and generate/store their own electricity.

Younger members, those living in larger households, and those who are currently employed are significantly more likely to indicate they are very or somewhat likely to do each of these.



Those who say they are likely to do each of these are most likely to do so in the next 5 years.

Broadband Internet

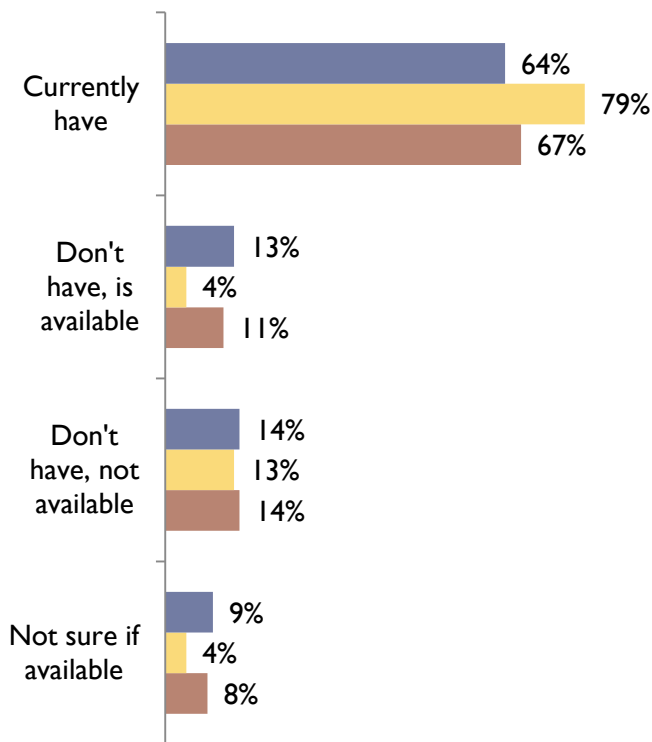
Two-thirds of VEC’s members report they currently have broadband internet and an additional 11% say they have it available to them, even though they do not currently have it.

Member segments that are significantly more likely than their counterparts to currently have broadband internet include online respondents, younger members, and those living with at least one other person.

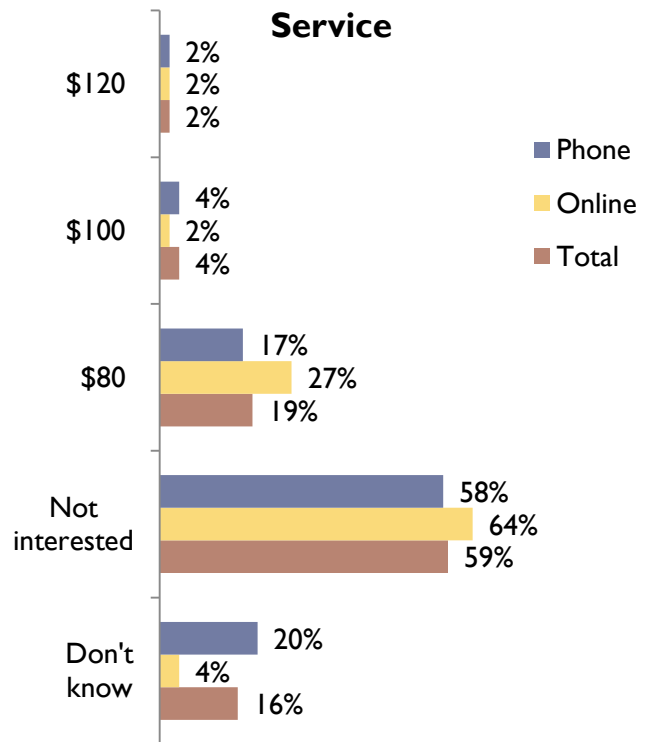
Most of the members indicate they are not interested in new broadband internet service. Among those who are, most are willing to pay \$80 a month for the service.

Those who do not currently have broadband internet access are significantly less interested than those who already have broadband access in getting new broadband internet service.

Availability/Use of Broadband Internet



How Much Willing to Pay For New Broadband Internet Service



Member Identity

Forty percent have member identity, viewing themselves as a member-owner or both a member-owner and a customer, as opposed to feeling they are just a customer. Member identity among phone respondents is significantly higher in 2017 than in most of the studies between 2005 and 2010. However, it is lower than in 2015.

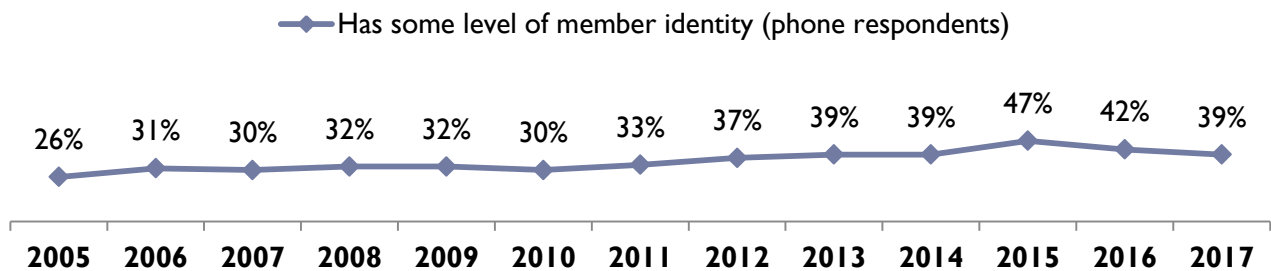
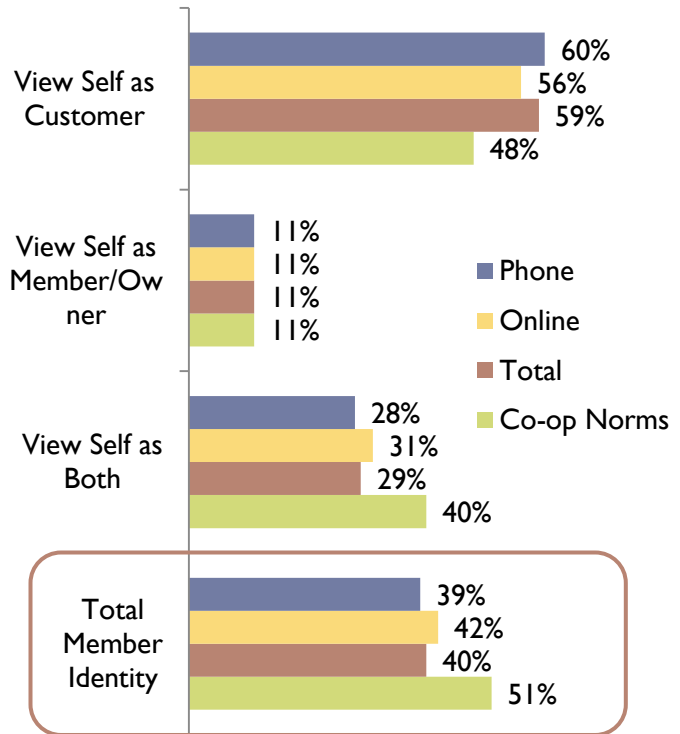
Those who are more satisfied with VEC overall, longer-tenured members, older members, those paying lower electric bills, those living alone or with one other person, and retired members are significantly more likely than their individual counterparts to have member identity.

Those with member identity give significantly more positive evaluations than do those who view themselves as “customers” on overall satisfaction and most of the attributes. “Members” are also significantly more likely to:

- Feel that Efficiency Vermont is beneficial
- Support paying more for Efficiency Vermont services in the future
- Support an electric rate increase

“Customers” are significantly more likely to feel their rates are higher than at other electric companies, while “members” are more likely to think they are about the same. Customer are also significantly more likely to say they are very likely to disconnect from the grid while members are more likely to say it is not at all likely.

Identifies Self as Member or Customer



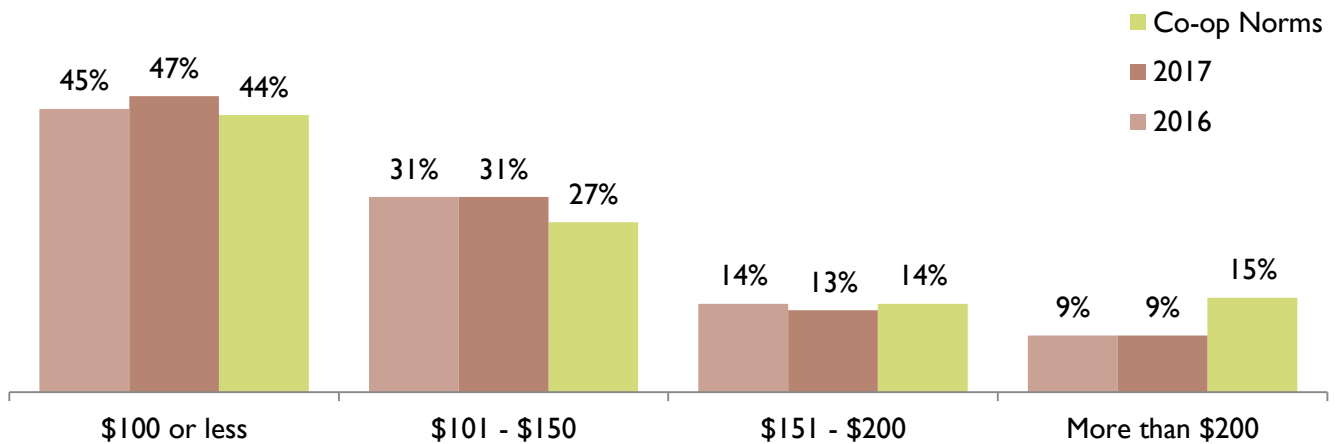
Member Demographics and Segmentation

Thirty-eight percent of the responding members are 65 years of age or older and 46% have received their electricity from VEC for 20 years or more.

There are few significant differences between phone and online respondents. The one difference is that phone respondents are significantly more likely to live alone while online respondents are more likely to live with one other person. Compared to the Co-op Norms, VEC members are longer-served and have lower average monthly electric bills.

	2017 (Total)	2017 (Online)	2017 (Phone)	2016	2015	Co-op Norms
Under 55	35%	28%	38%	35%	34%	34%
55 to 64	27%	31%	26%	24%	27%	25%
65 or Older	38%	42%	36%	41%	40%	41%
Served < 10 Years	28%	25%	29%	25%	23%	40%
Served 10 – 19 Years	26%	26%	27%	26%	30%	24%
Served 20+ Years	46%	49%	45%	49%	48%	36%
1 or 2 in Household	66%	68%	65%	68%	70%	67%
Employed FT/PT	55%	52%	55%	51%	54%	51%
Retired	39%	43%	38%	41%	40%	38%

Average Monthly Electric Bill



Member segments that give significantly higher ratings than their counterparts for their overall satisfaction include those with member identity, those 55 or older, those paying lower electric bills, those living alone or with one other person, and retired members.

With the exception of older members, these member segments also tend to give more positive evaluations of the performance attributes, although not all of the differences are statistically significant.

While older members give higher ratings on many of the performance attributes, this does not hold true when it comes to the electric performance attributes. Younger members give higher ratings on these attributes, with differences often being significant.

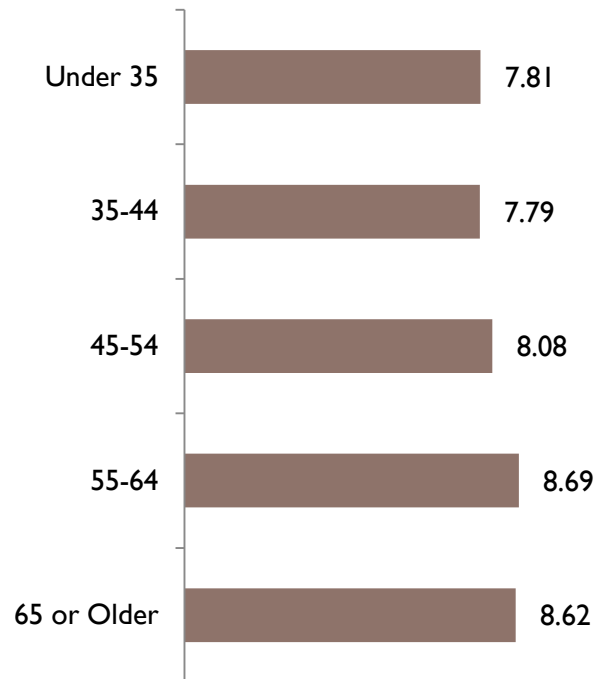
In addition to giving higher satisfaction ratings, older members are significantly more likely than younger members to:

- Feel they are a member-owner of the co-op
- Feel hydro, natural gas, and/or nuclear power is important

Conversely, younger members are significantly more likely than older members to:

- Have contacted the co-op in the past year
- Feel wind, solar, and/or bio-mass power is important
- Be supportive of an electric rate increase if it were caused by Vermont state requirements to increase the amount of renewables
- Indicate they are likely to sometime own/lease battery storage for their home and/or disconnect from the electric grid and generate/store their own electricity
- Currently have broadband internet service at their home

Mean Satisfaction by Age



Overall satisfaction is highest among members in Districts 2 and 3 with the difference being significant compared to Districts 5 and 6.

Significant differences in the attribute ratings and other questions are shown in the table below.

Significant Differences by District		
Attributes	Highest Ratings	Lowest Ratings
Overall satisfaction	2, 3	5, 6
Overall customer service provided	2, 3	5
Delivering good value for the money	2	4
Having professional employees	2, 3	5
Demonstrating concern for customers' best interests	2	1, 3, 4, 5
Operating with concern for the environment	2, 7	4
Courtesy, understanding, helpfulness of employees	2, 7	4, 5
Keeping blinks, momentary outages to a minimum	2, 7	1, 4, 5
Keeping number of longer outages to a minimum	7	4, 5, 6
Reliability of service, frequency of interruptions	2	4, 5, 6
Restoration of power after an outage	7	4, 5
Charging reasonable rates	3, 7	6
The monthly service fees	2	5
Having convenient payment options	2	4
Accuracy of meter reading, billing	3, 7	6
Helping members to be more efficient in electric use	2, 7	5
Other		
Rates are higher than other electric companies	1, 5, 6	2
Contacted co-op in past year	3, 4, 6	2
Solar power important	5	1
Natural gas important	2	1, 4, 5, 6
Willing to pay more for electricity from renewables	4	1, 3, 6
Heard of Efficiency Vermont	4, 5, 7	1
Efficiency Vermont beneficial for consumers	4, 5	1
Would support electric rate increase to meet state req.	5, 6	1
Currently have broadband internet service	5	1, 2
Has member identity	3	1

Verbatim Comments

At the conclusion of the survey, members were given the opportunity to share any comments, concerns, or questions they had. Forty-two percent of the respondents offered input.

Among those who commented, the following table provides a breakdown of the subjects mentioned and the number of comments that were positive, negative, or neutral. A full listing of comments can be found in Appendix B.

Subject/Topic	Total # Comments	Positive	Negative	Neutral
<i>Operations/Engineering – blinks, outages, tree trimming, AMI/AMR</i>	46	29	13	4
<i>Rates/Fees</i>	44	0	40	4
<i>Overall Satisfaction</i>	40	37	1	2
<i>Renewable Energy</i>	33			
<i>Member Services/Marketing – resolving issues, customer service reps</i>	20	12	4	4
<i>Energy Efficiency/Energy Audits</i>	8	1	0	7
<i>Management/Board</i>	7	3	4	0
<i>Member Identity/Loyalty</i>	7	1	3	3
<i>Problems With Bills</i>	5	3	2	0
<i>Additional Services</i>	5	1	1	3
<i>Newsletter/Information</i>	3	3	0	0
<i>Efficiency Vermont</i>	7	0	2	5