

2016 C&I MEMBER SATISFACTION



7/8/2016

Vermont Electric Cooperative

Survey Results Prepared by:

NRECA
**MARKET
RESEARCH
SERVICES**

VERMONT ELECTRIC COOPERATIVE

Final Report Table of Contents

	Page
Executive Summary	1
Background/Objectives	2
Methodology/Analysis	3
Key Findings	
Overall Satisfaction	4
Performance Quality Attributes	5
Prioritizing Improvement and Maintenance Efforts.....	6
Community Support.....	7
Cost, Efficiency and Value	8
Member Service.....	10
Electric Service	13
Bills and Payment Options	15
Energy Efficiency and Renewable Energy	16
Communication	18
Commercial Member Characteristics	19
Verbatim Comments	20
Appendices	
A. Key Driver/Factor Explanation.....	21
B. Questionnaire	24

2016 C&I Member Satisfaction

VERMONT ELECTRIC COOPERATIVE

EXECUTIVE SUMMARY

Following are the top-line findings for the study's main objectives based on the results of a phone survey of 100 C&I members of Vermont Electric Cooperative (VEC) conducted in June of 2016:

- Overall satisfaction among C&I members is very good. The mean rating is 8.78 on a 10-point scale and 67% give ratings of “9” or “10”. This is one of the highest satisfaction ratings VEC has received from C&I members, and is significantly higher than each of the studies conducted in 2010 and earlier.
- The 23 performance attributes evaluated also receive very positive ratings. Nine of the attributes have mean ratings close to or above 4.50 on a 5-point scale, which can be considered excellent. The highest mean ratings are in regards to the employees, electric service reliability and member service. While mean attribute ratings are good, nine are significantly lower than the 2015 study and while one is significantly higher.
- The strongest key driver of overall satisfaction is **supporting the local community**. The mean rating for this attribute is above the “good” level of 4.0 and has not changed significantly from recent studies.
- The second-strongest key driver of overall satisfaction is **Cost and Efficiency**. As is typical, this area receives lowest ratings of the study. Mean ratings for all four attributes of this key driver are below 4.0 and have decreased significantly from 2015.
- **Member Service** is the next strongest key driver of overall satisfaction. VEC is evaluated very positively in this area. Six of the eight attributes in this area have mean ratings close to or above 4.50 on a 5-point scale, which can be considered excellent. *The speed and efficiency of responding to customers* has improved significantly from 2015. The vast majority of those who contacted VEC in the past year say their expectations were met or exceeded and 63% say they only needed to contact the co-op once regarding their most recent issue. Nearly two-thirds give positive ratings for the value of having an account rep. In fact, the mean rating of 3.76 is the highest it has been since 2007 and is significantly higher than all of the recent studies.
- **Electric Service** is the final key driver of overall satisfaction. Ratings in this area are very good with three of the six attributes near or above the “excellent” level. The seriousness of power outages lasting three to four hours has decreased significantly from studies conducted between 2012 and 2014.

BACKGROUND

Vermont Electric Cooperative (VEC) is a consumer-owned electric distribution cooperative headquartered in Johnson, Vermont with service centers in Grand Isle, Newport, and Richford. VEC currently serves more than 4,400 commercial and industrial members and approximately 34,000 residential members in 74 communities. The co-op has more than 2,800 miles of distribution line over 2,000 square miles in northern Vermont (Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, and Orleans Counties).

VEC has previously conducted C&I member satisfaction studies, with the most recent survey completed in 2015. The results of tracking surveys provide value in two ways: by demonstrating when results remain consistent and by indicating where there has been significant change over time.

OBJECTIVES

This commercial and industrial member survey addresses but is not limited to the following informational objectives:

- **Overall Performance:** Assess how satisfied C&I members are with VEC.
- **Performance Quality Attributes:** Evaluate C&I member perceptions of service quality on a variety of attributes (e.g., rates, billing, outages, customer service, etc.).
- **Performance Quality Trends:** Compare the results to past studies to identify trends.
- **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.
- **Other:** Explore other areas of specific interest to the co-op, including members' perception of the value of having an account representative and the impact of power outages.
- **Member Characteristics and Segmentation:** Provide business characteristics of the C&I membership base and identify differences in attitudes between segments.

METHODOLOGY

Telephone surveying was again used as the data collection technique. Interviewers were thoroughly trained on telephone 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 12 minutes.

Calls were completed with 100 commercial and industrial members of VEC between June 8 and June 21, 2016. Of those contacted, 230 declined to participate, resulting in a response rate of 30%. The margin of error at the 95% confidence level for the sample is plus or minus 9.5 percentage points. This means that a result of 50% in the survey may range from 40.5% and 59.5% in an infinite number of samples this size.

ANALYSIS

The graphics presented in this report are based on data collected from the current study and tracking results from eleven studies conducted between 2005 and 2015.

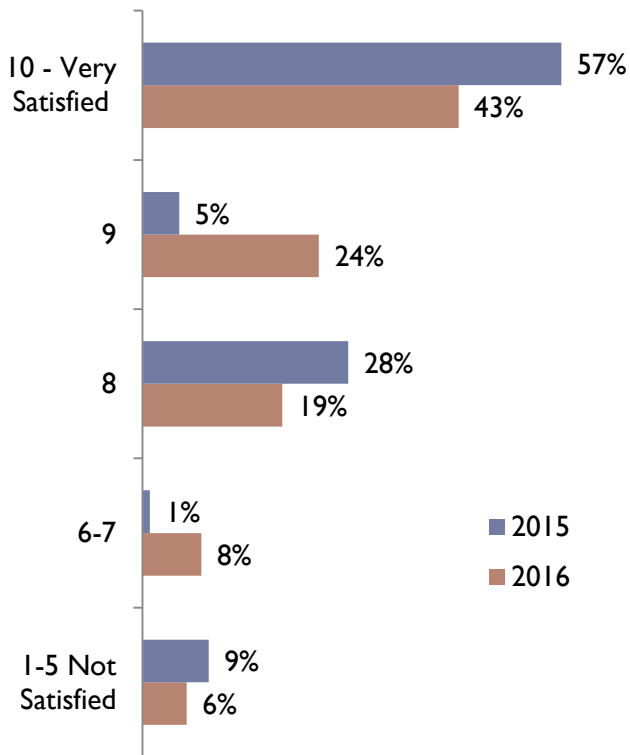
Differences between years and differences between member segments, such as business type or tenure, are pointed out and characterized as being either statistically significant or not. When the term “significant” is used, this refers to the certainty of a difference, not the magnitude or size of the difference. 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. It is important to note that many of the C&I member segments are very small (fewer than 30 respondents), so tests for significant differences among these segments are not valid.

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

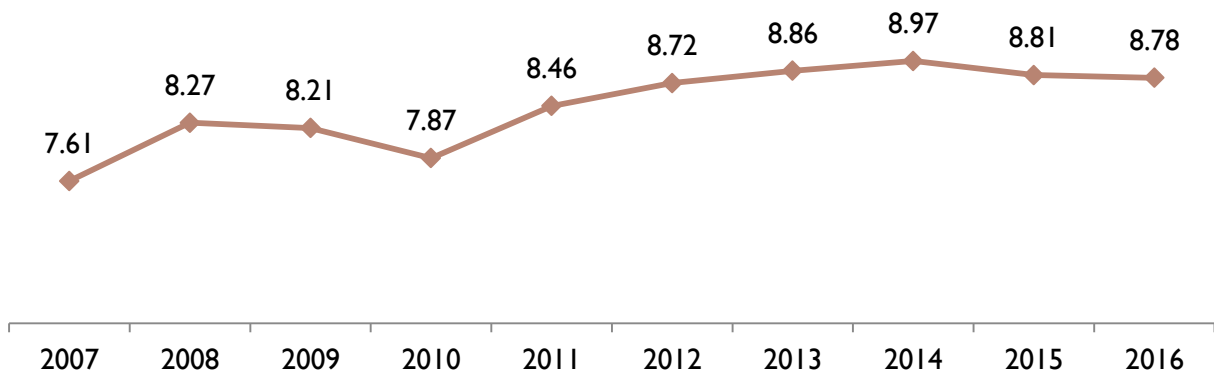
Overall satisfaction among C&I members is very good. The mean overall satisfaction rating is 8.78 on a 10-point scale and 67% give ratings of “9” or “10”.



The mean satisfaction rating in 2016 is not significantly different from recent studies, but remains significantly higher than each of the studies conducted in 2010 and earlier. In addition, the percentage giving the top two ratings of “9” or “10” is significantly higher than studies conducted in 2011 and earlier.

C&I members served by the co-op for 20 years or more are significantly more satisfied than newer members (9.18 vs. 8.31). Government/Non Profits give the highest ratings, significantly higher than Service organizations (9.22 vs. 8.19).

Mean Ratings by Year



Performance Quality Attributes

C&I members were asked to evaluate 23 performance quality attributes related to member service, electric service, communication, billing, and cost. On all but five of the attributes measured, the mean ratings are close to or above 4.00, a “good” rating on a 5-point scale.

Additionally, mean ratings for nine attributes are close to or above 4.50, which can be considered “excellent”. Only one attribute has improved significantly from 2015 while nine have decreased significantly. Other significant changes from prior studies are shown in the table below.

	Mean > 4.50	Sig. change from 2015	Sig. change from 2014	Sig. change from 2013	Sig. change from 2012
Professional employees	4.63				
Reliability of service and frequency of interruptions	4.57				
Courtesy, understanding, helpfulness of employees	4.54		↓		
Overall customer service	4.53				
Speed/efficiency responding to customers	4.51	↑			
Minimizing blinks and momentary outages	4.51				
Resolving any issues or problems	4.49				
Accuracy of meter reading and billing	4.49				
Keeping longer outages to a minimum	4.48	↓			
Keeping members informed on outages		↓	↓	↓	↓
Helping customers keep bills low		↓	↓	↓	↓
Helping customers be more efficient		↓	↓	↓	
Monthly service fees		↓	↑		
Accurate and easy to understand bills		↓		↓	
Consistent voltage without surges or brownouts		↓			
Charging reasonable rates		↓			
Convenient payment options		↓			
Concern for customers’ best interests			↓	↓	↓
Communicating, keeping customers informed				↓	
Delivering good value for the money					↑

The attributes on which VEC is rated least well by C&I members are listed below. With mean ratings well below 4.0 and significantly lower than 2015, this may be a cause for concern.

- *Charging reasonable rates (3.34)*
- *Helping members to be more efficient in their use of electricity (3.49)*
- *Helping customers keep bills as low as possible (3.58)*
- *Their monthly service fees (3.62)*

Prioritizing Improvement and Maintenance Efforts

The key drivers of overall satisfaction among VEC's C&I members are supporting the local community, cost and efficiency, member service, and electric service.

Going forward, these are the areas that VEC 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 *community support* has a score of 0.62 and *cost and efficiency* has a score of 0.30, we can say that C&I members' perception of VEC's support of the local community has twice the impact on their overall satisfaction as their perception of the rates, fees, and helping them lower their bills. Attributes and factors not shown below are not significant drivers of overall satisfaction. More information on how the factors were formed and importance scores derived can be found in Appendix A.

Key Drivers of Overall Satisfaction

Supporting the local community	Cost & Efficiency	Member Service	Electric Service
<ul style="list-style-type: none"> • Helping customers keep bills as low as possible • Charging reasonable rates • Helping customers to be more efficient in their use of electricity • Their monthly service fees 	<ul style="list-style-type: none"> • Helping customers keep bills as low as possible • Charging reasonable rates • Helping customers to be more efficient in their use of electricity • Their monthly service fees 	<ul style="list-style-type: none"> • Courtesy, understanding, helpfulness of employees • Speed, efficiency of responding to customers • Having professional employees • Overall customer service they provide • Resolving any issues/problems • Communicating, keeping customers informed • The accuracy of meter reading and billing • Demonstrating concern for customers' best interests 	<ul style="list-style-type: none"> • Keeping the number of longer outages to a minimum • The reliability of service and frequency of interruptions • Keeping blinks and momentary outages to a minimum • Providing consistent voltage without surges or brownouts • The restoration of power after an outage • Keeping customers informed on the status of outages
0.62	0.30	0.22	0.15

Community Support

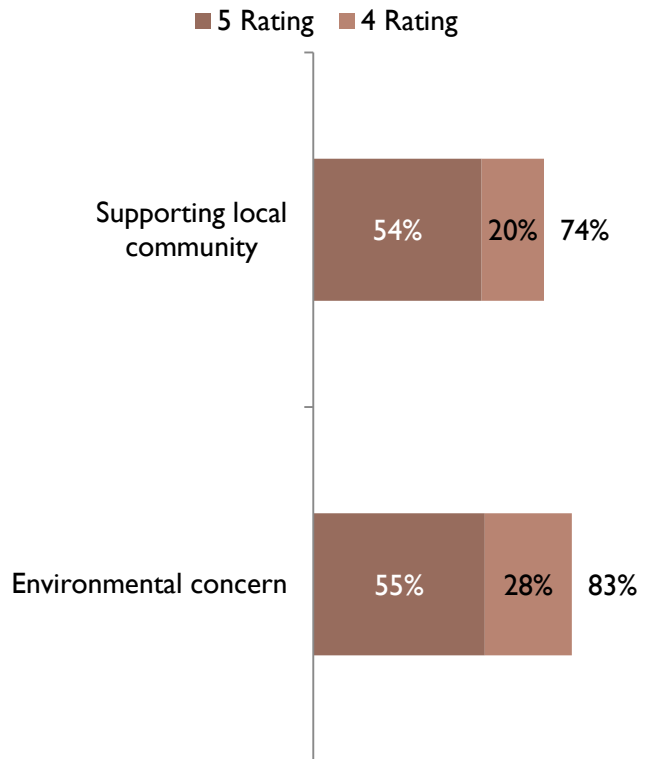
The strongest key driver of overall satisfaction is “Supporting the local community”. This is an area in which VEC is rated positively.

The mean rating for *supporting the local community* has increased from 2015, although the difference is not statistically significant.

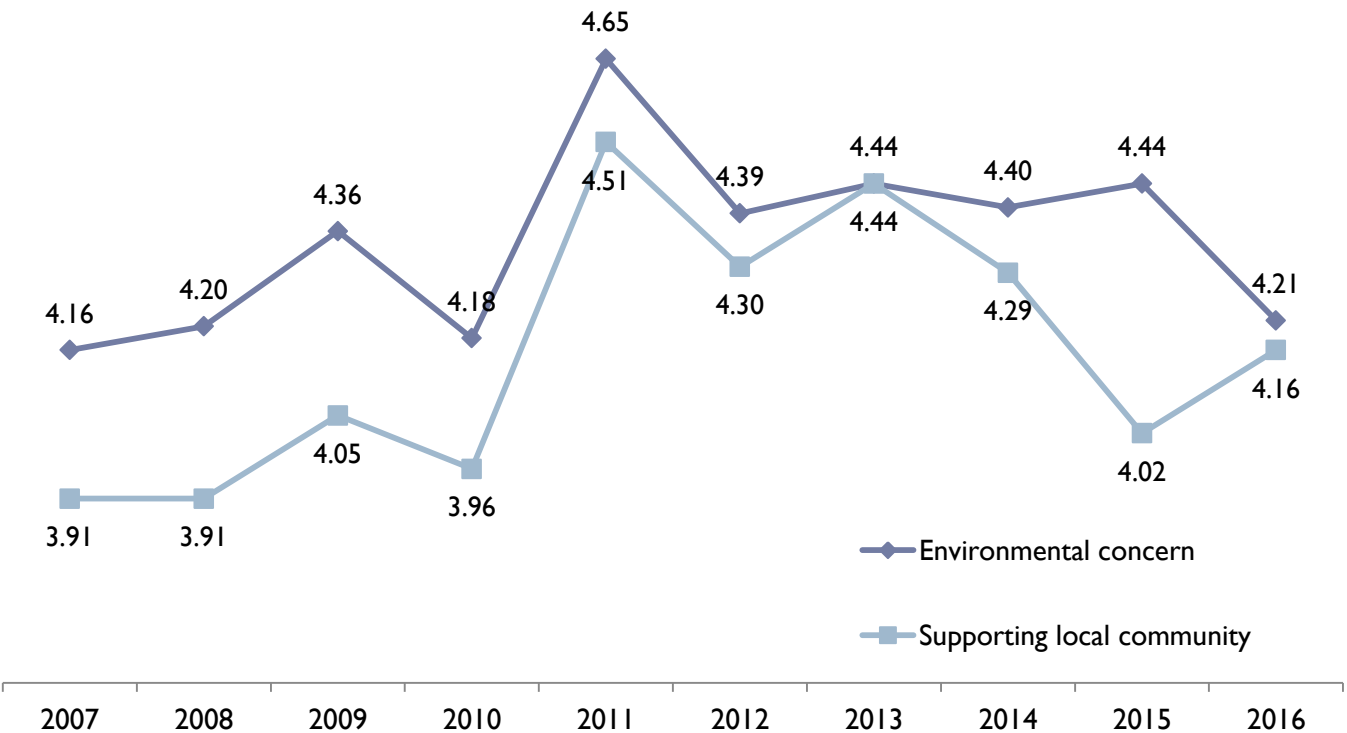
Operating with environmental concern is not a key driver of overall satisfaction, but is another attribute where the co-op is rated positively.

Both attributes are significantly lower than in 2011.

Top Two Box Ratings



Mean Ratings By Year



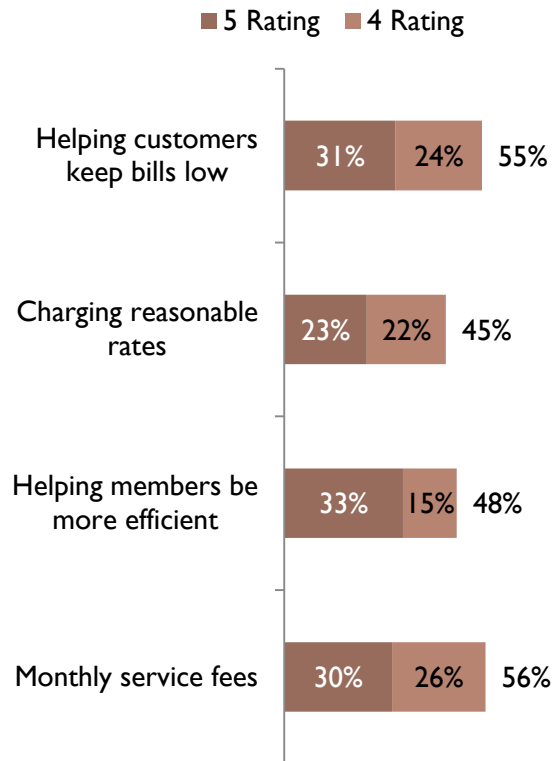
Cost & Efficiency

The second strongest key driver of overall satisfaction is “Cost & Efficiency”. The attributes that make up this key driver are among the lowest rated in the study, which is very typical across studies of this type.

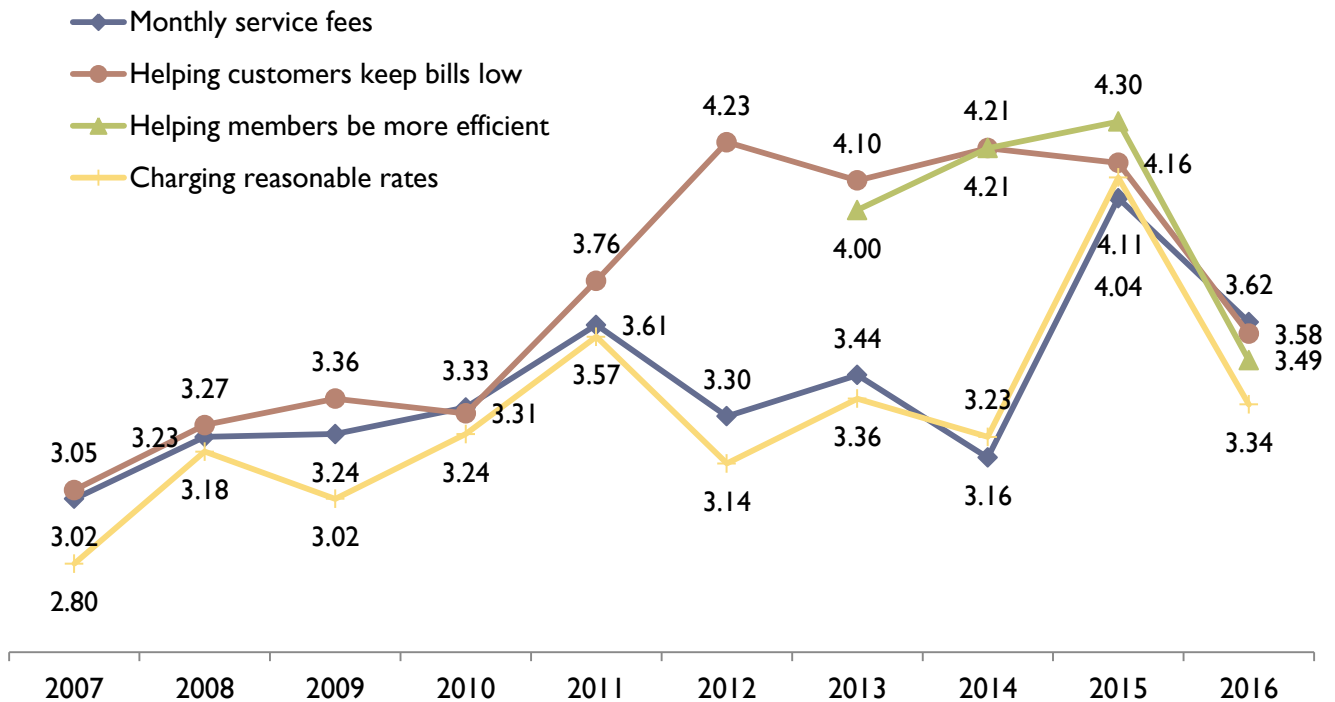
All attributes related to this key driver have mean ratings that are below the 4.0 “good” threshold. This is an area in need of improvement, with mean ratings for all four measures decreasing significantly from 2015.

Members with 20 years or more tenure evaluate *charging reasonable rates* significantly higher than do those with less tenure.

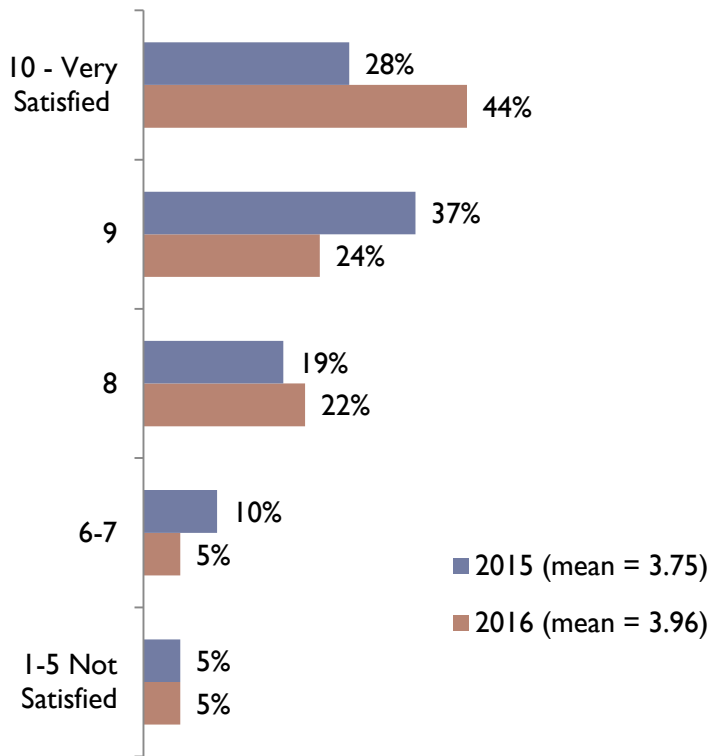
Top Two Box Ratings



Mean Ratings by Year



Value for the Money

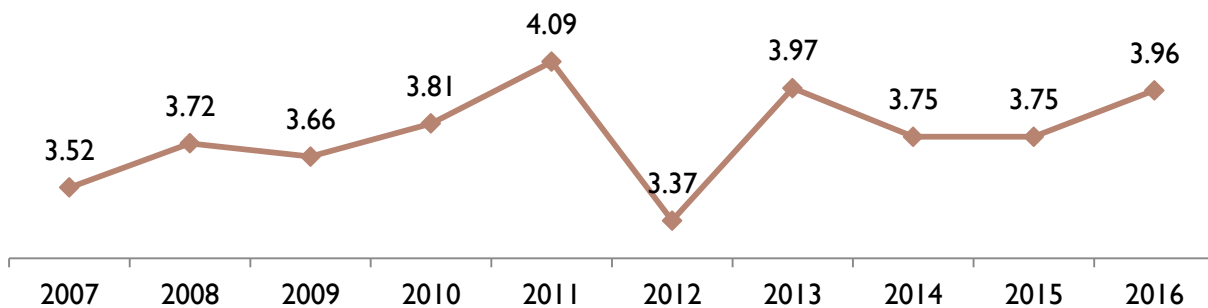


Members evaluate *the value they receive for their money* as good, with a mean rating of 3.96 on a 5-point scale.

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

Key Drivers of Value	
Cost & Efficiency	0.60
Member Service	0.28
Electric Service	0.24

Mean Ratings by Year



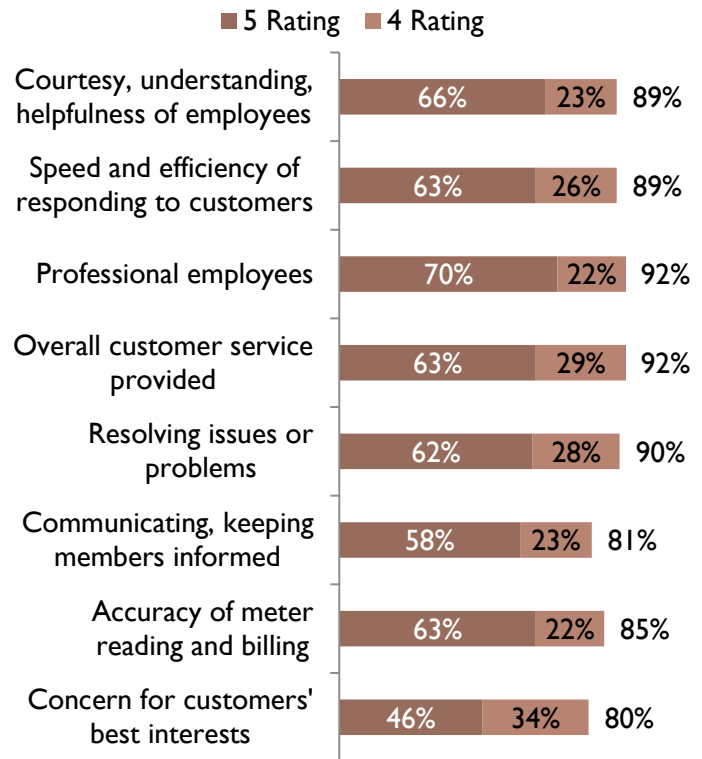
Member Service

The next strongest key driver of overall satisfaction is “Member Service”. This is an area in which VEC is rated positively.

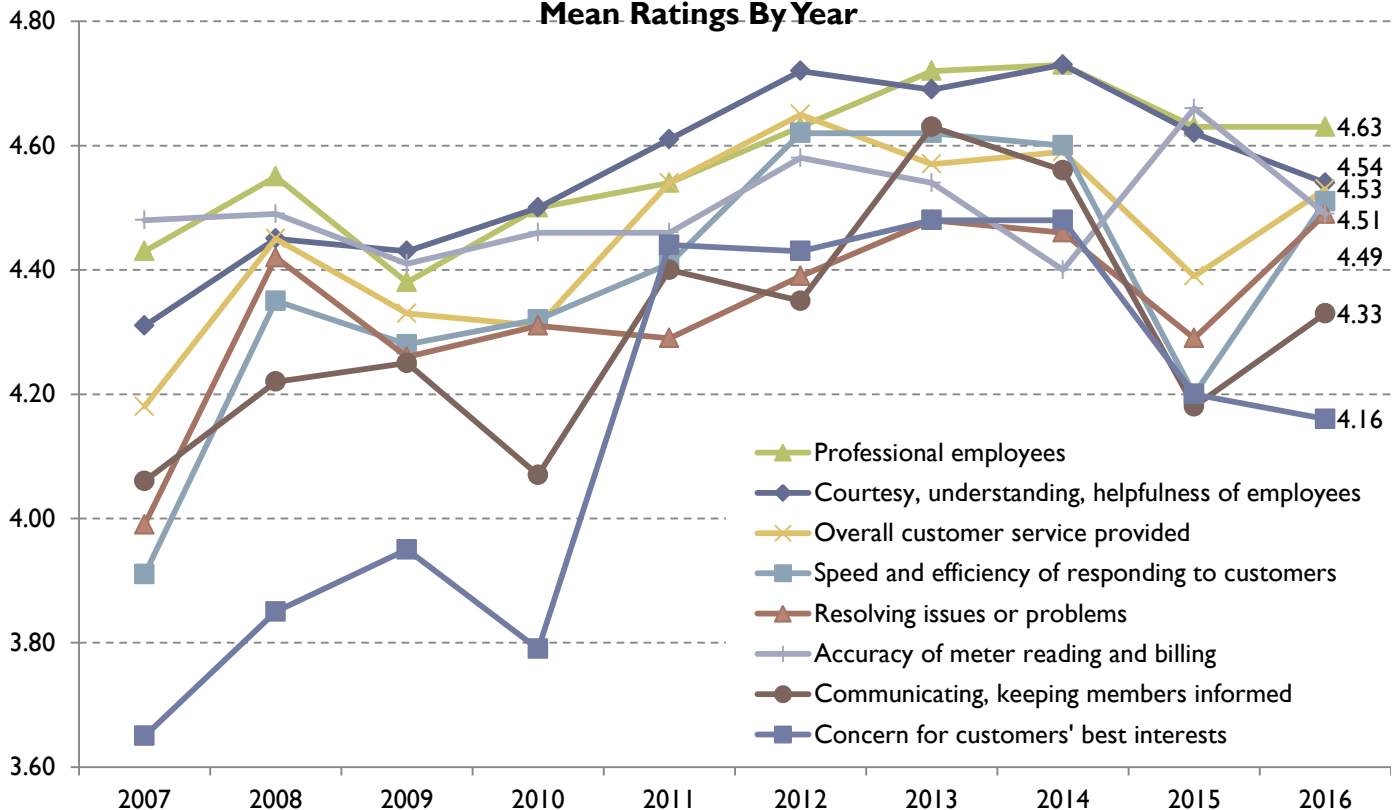
Mean ratings for all of the attributes in this section are above 4.0 on a 5-point scale and six of the eight attributes have mean ratings close to or above 4.50 which can be considered excellent. *Speed and efficiency of responding to customers* has increased significantly from the 2015 study.

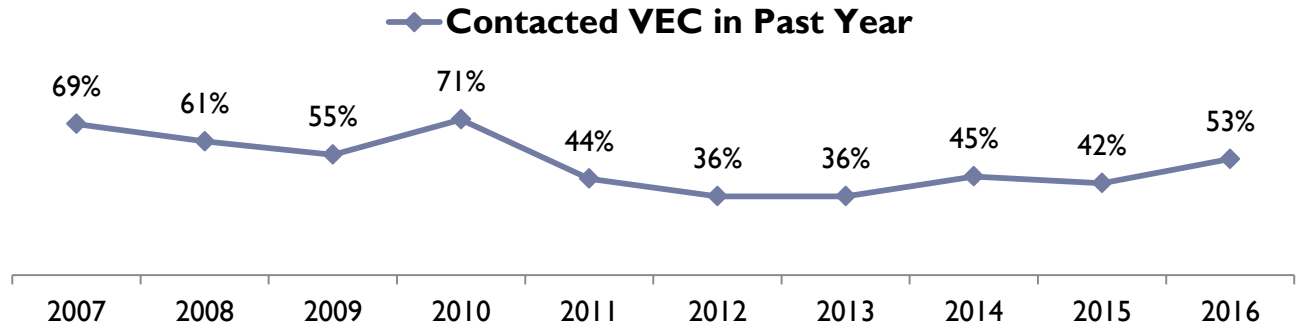
Members with 5 years or less tenure give significantly higher mean ratings than those with less tenure on *concern for customers' best interests, resolving issues or problems, overall customer service provided, and courtesy, understanding, helpfulness of employees.*

Top Two Box Ratings



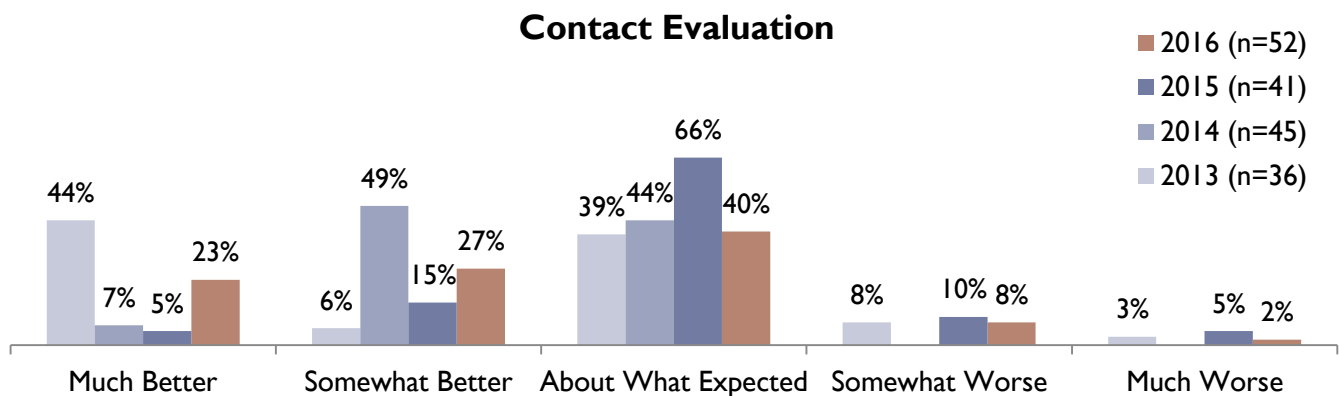
Mean Ratings By Year





Fifty-three percent of the C&I members say they have contacted VEC over the past year. This is significantly more contact than in the 2012 and 2013 studies, but is lower than most of the studies before 2011. Contact was most often initiated regarding an outage. Those in government, non-profit or agriculture are the most likely to have contacted VEC.

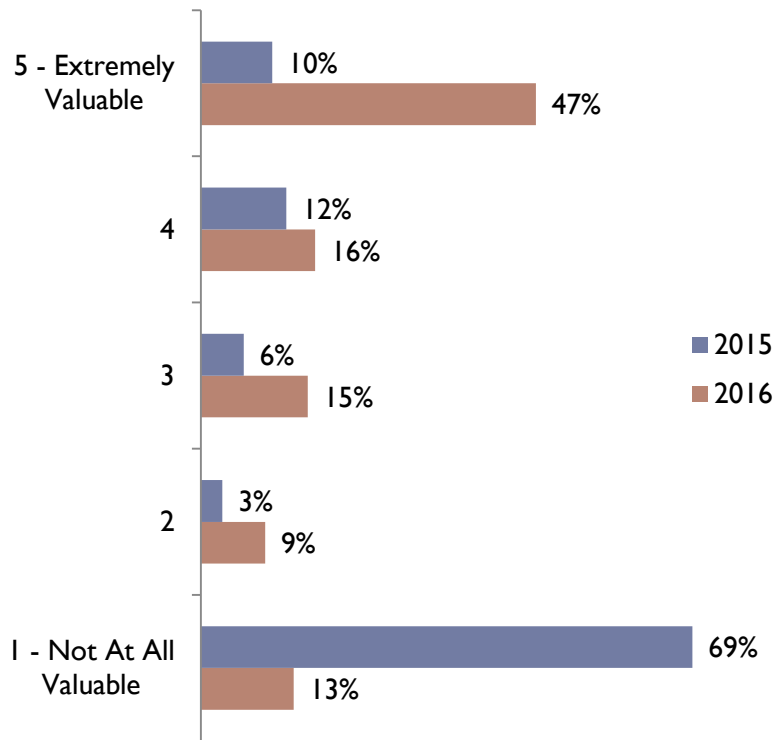
Almost all C&I members who contacted the co-op say their expectations were met or exceeded, with half saying their expectations were exceeded. The proportion of members who say their contact was much better than expected has increased significantly from 2015.



Thirty-two percent of those who contacted VEC did so to report or get information on an outage and 63% report their issue was resolved with just one contact.

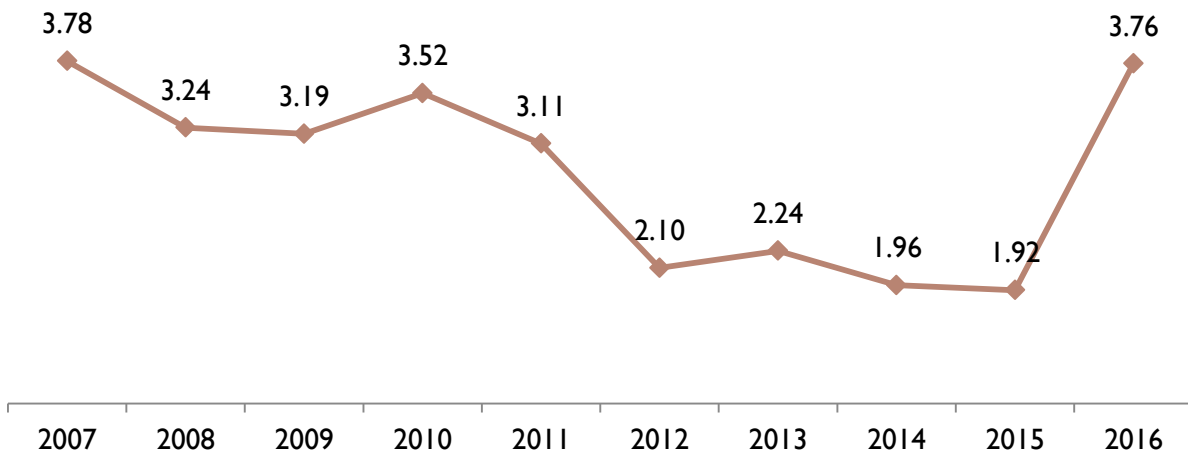
Reason for Most Recent Contact	% of Those Who Contacted	Number of Contacts	% of Those Who Contacted
Outage	32%	1	63%
Bill Question	13%	2	21%
General Service	11%	3 or more	15%
General Information	11%		

Value of Having VEC Account Rep



Sixty-three percent say that it is valuable to their business to have an account representative from VEC (rating of “4” or “5”). Perceived value is significantly higher than from all studies between 2008 and 2015 except 2010.

Mean Value Rating by Year



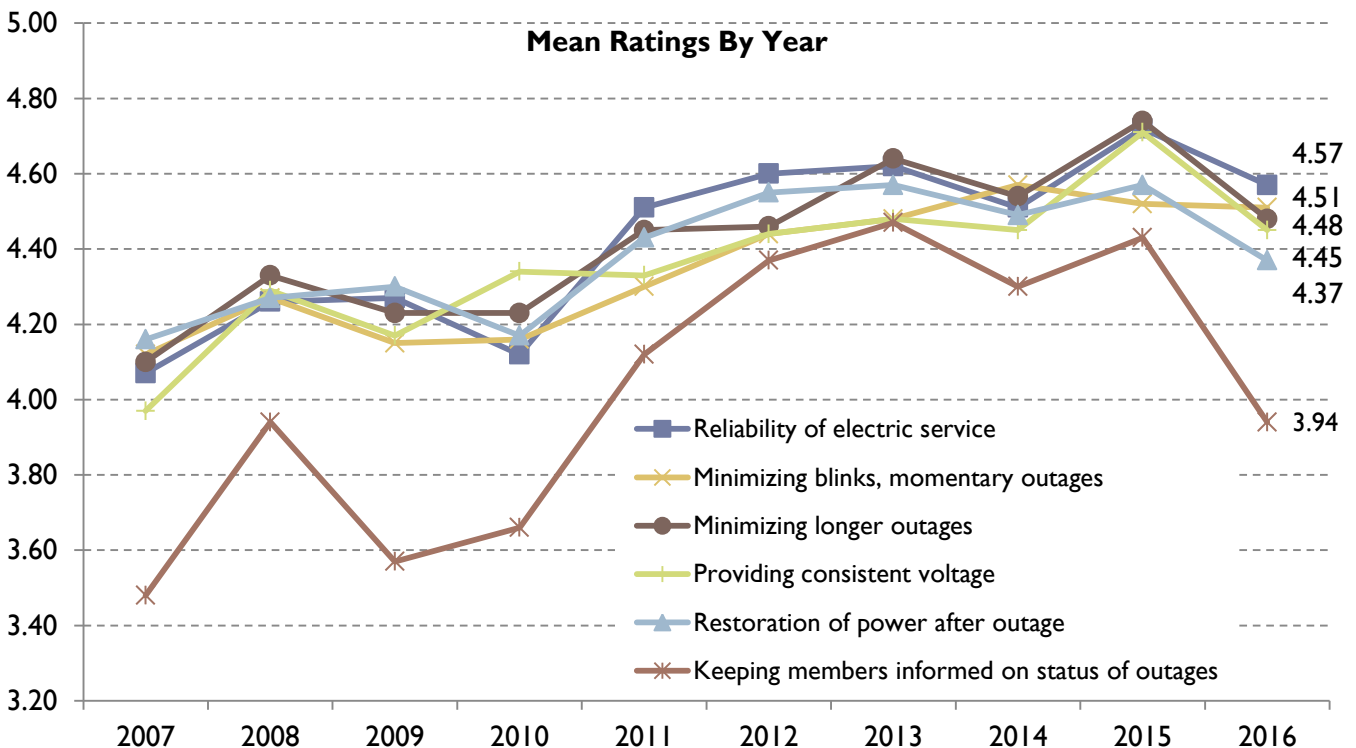
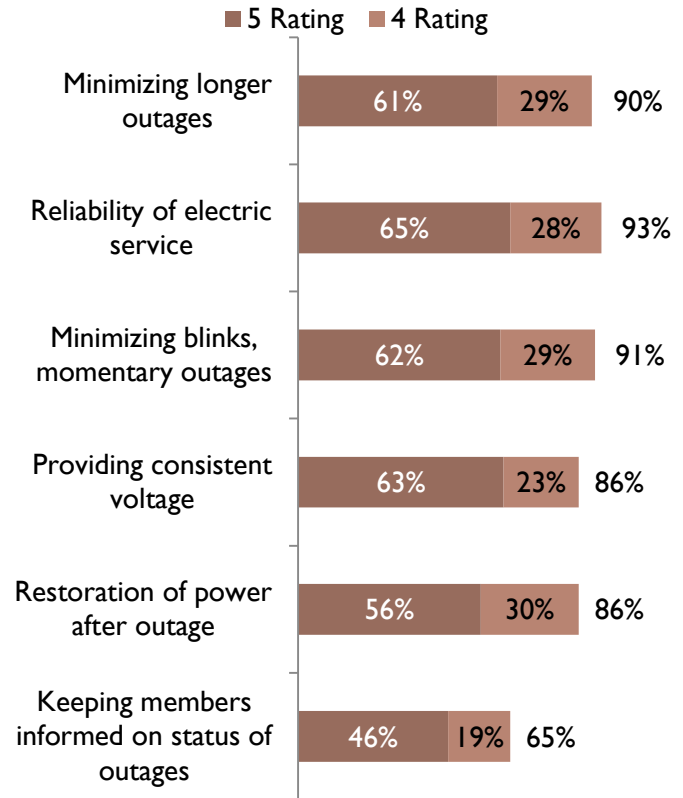
Electric Service

“Electric Service” is the final key driver of overall satisfaction. This is an area in which VEC is mostly doing very well.

More than 75% give high ratings for all but one of the attributes involving reliability and outages. Additionally, three attributes have mean ratings near or above 4.50. The rating for *keeping members informed on the status of outages* is 3.96 and an opportunity for improvement. This attribute has also decreased significantly from 2015, along with *minimizing longer outages*, *providing consistent voltage without surges or brownouts*, and *keeping members informed on the status of outages*.

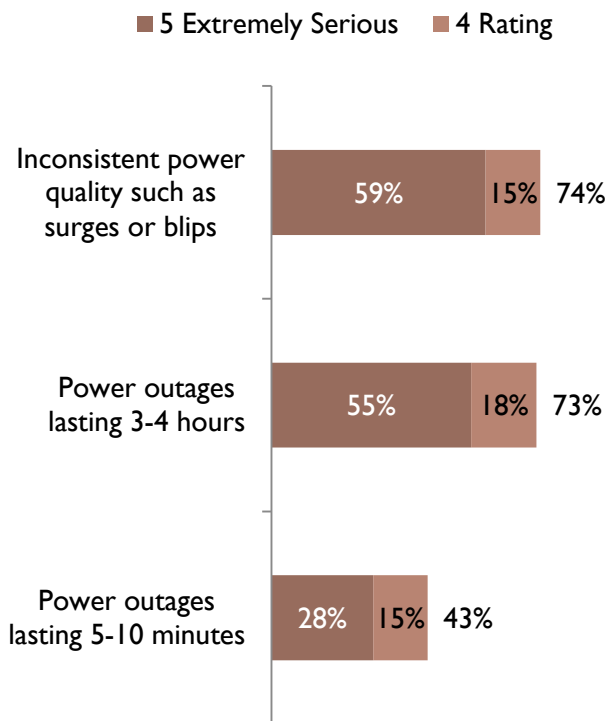
Members with 5 years or less tenure and those with 20 years or more give significantly higher ratings than those with the co-op 6-19 years on *the restoration of power after an outage*.

Top Two Box Ratings

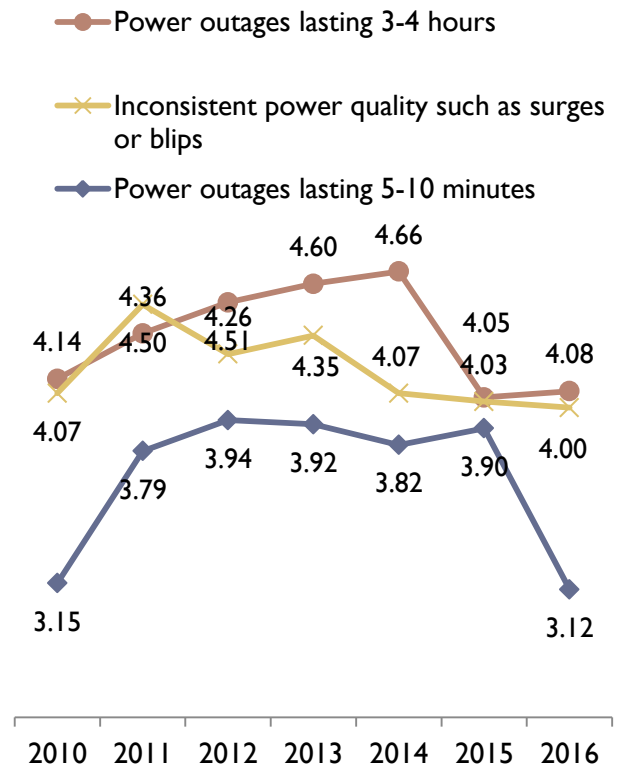


More than seven in ten say that inconsistent power quality and power outages lasting 3-4 hours have a serious impact on their business. The mean rating for the seriousness of power outages lasting 3-4 hours has dropped significantly from 2012, 2013, and 2014. The seriousness of power outages lasting 5-10 minutes has decreased significantly compared to studies between 2011 and 2015.

Seriousness of Power Quality/Outage on Business



Mean Ratings by Year



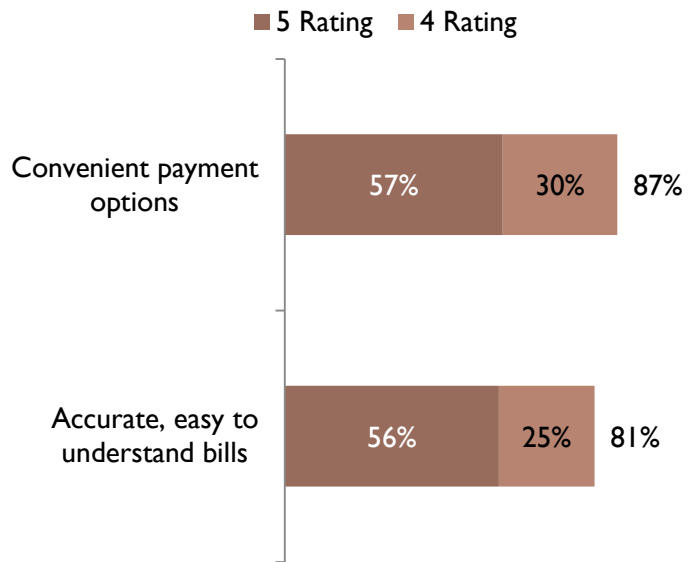
Bills and Payment Options

The attributes related to billing and payment options are not key drivers of overall satisfaction, but is another area where VEC receives very good ratings.

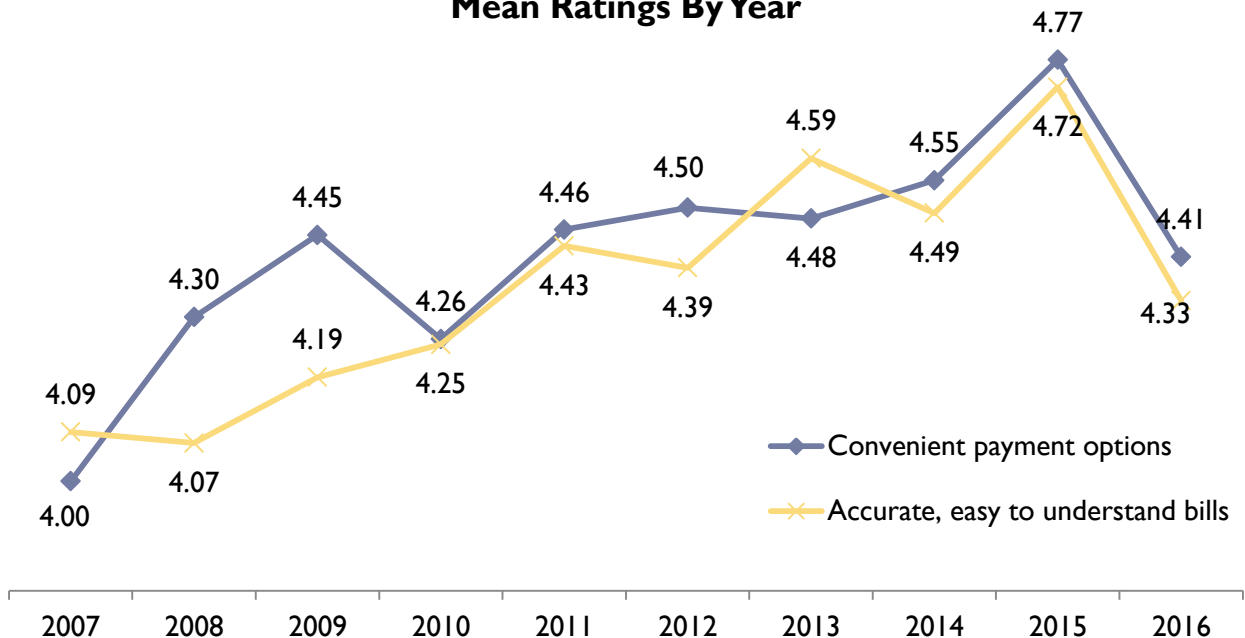
However, mean ratings have decreased significantly from 2015 for both attributes and *providing accurate and easy to understand bills* is also lower than 2013.

Members with 5 years or less tenure give significantly higher ratings for *providing accurate and easy to understand bills* than do those with longer tenure.

Top Two Box Ratings

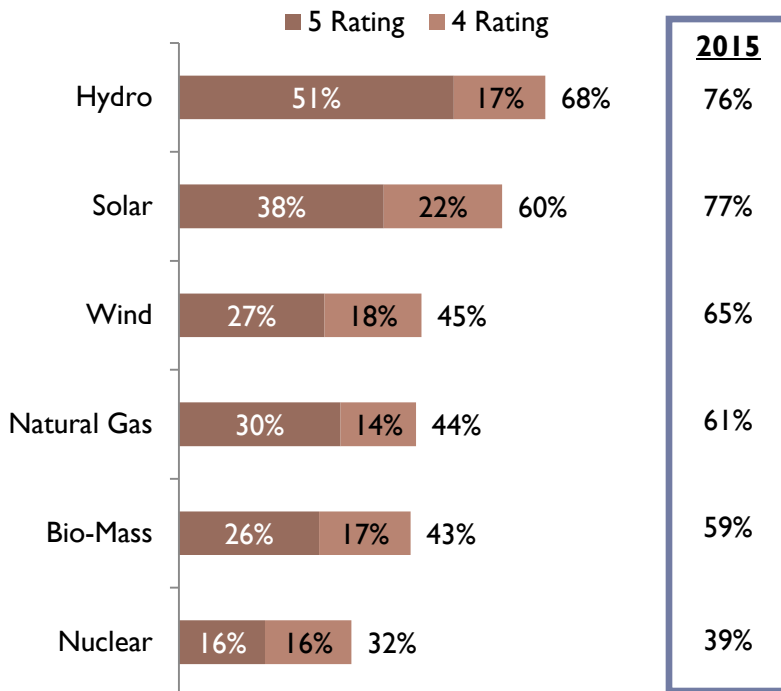


Mean Ratings By Year



Energy Efficiency and Renewable Energy

Importance of Power Sources



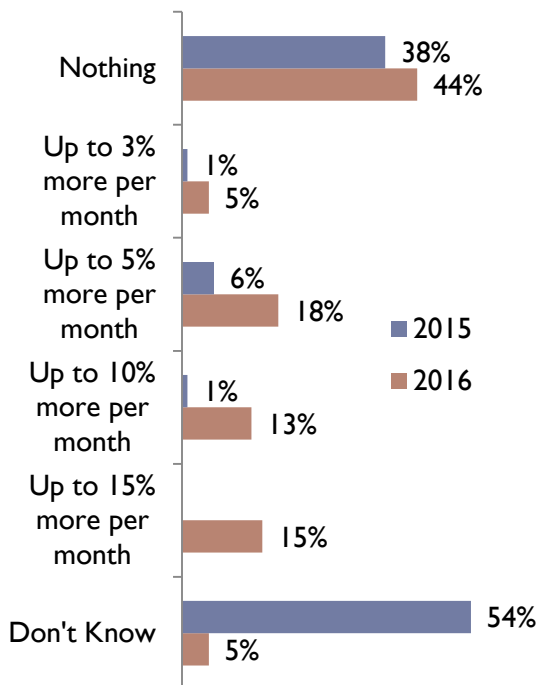
Sixty percent or more C&I members give high ratings for the importance of utilities providing power from hydro and solar. Fewer than half feel power from wind, natural gas, bio-mass, and/or nuclear is important.

The perceived importance of wind power is significantly lower than in most of the previous studies. The importance of solar has also decreased significantly compared to 2015 and 2012.

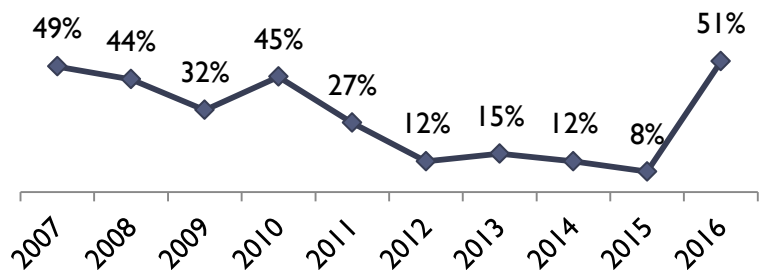
Fifty-one percent say they would be willing to pay more on their monthly bills for renewable energy. The proportion of members who are unsure how much they would be willing to pay is down significantly from almost all prior studies.

Additionally, the proportion of those willing to pay 5% or more has increased significantly from recent studies..

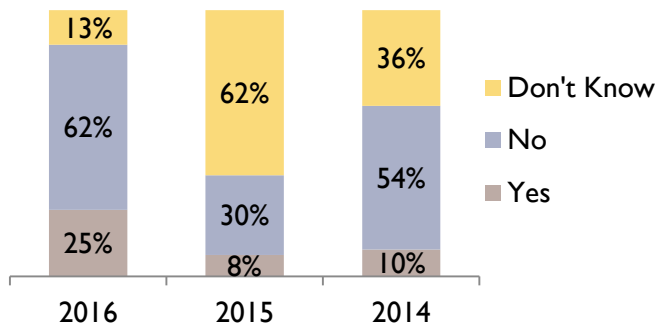
How Much More Willing to Pay Monthly to Get Renewable Power



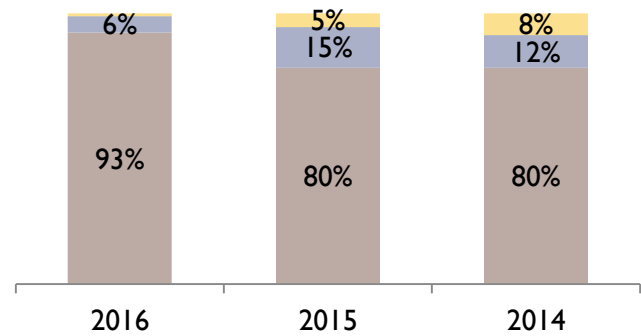
Willing To Pay Additional Amount



Support Rate Increase From State Requirement to Add Renewables



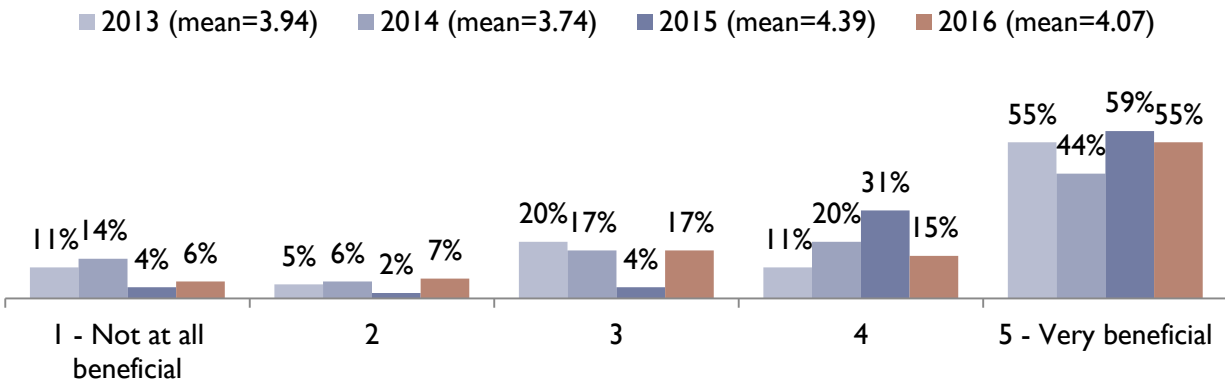
Heard of Efficiency Vermont



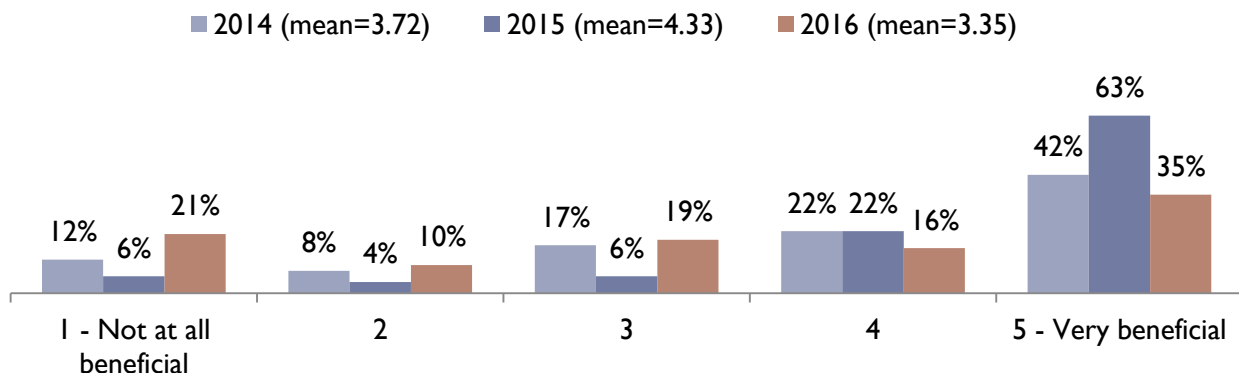
The percent of C&I members who say they would support a rate increase driven by a Vermont state requirement to increase the amount of renewables in VEC's energy portfolio has increased significantly from 2014 and 2015.

Awareness of the energy efficiency utility Efficiency Vermont is significantly higher than in previous years. Among those aware of Efficiency Vermont, 70% give high ratings ("4" or "5") for how beneficial it is for Vermont consumers and 51% for how beneficial it is for their own business. The rating for how beneficial it is for their own businesses is down significantly from 2015.

How Beneficial is Efficiency Vermont For Vermont Consumers



How Beneficial is Efficiency Vermont for Your Business



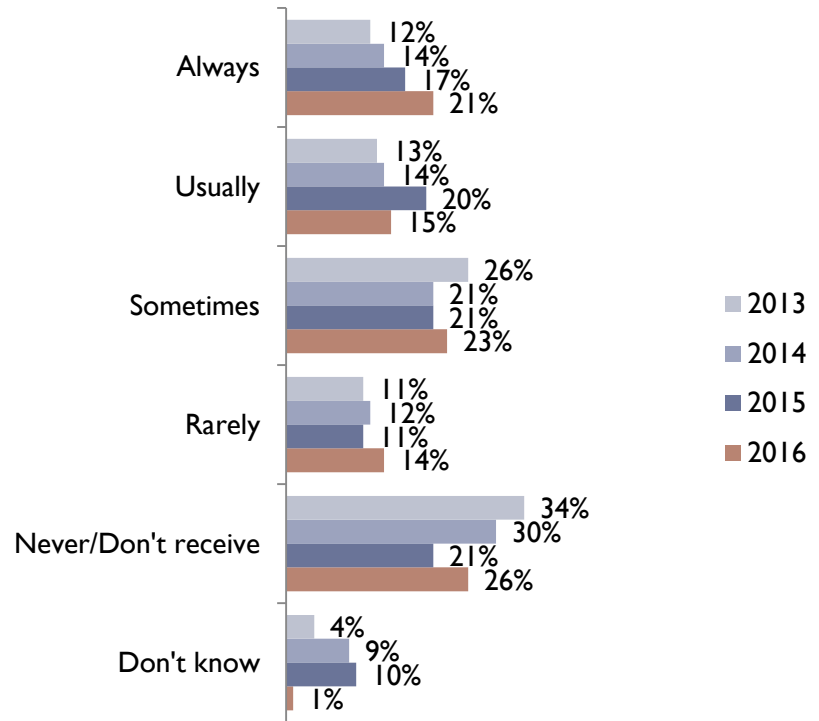
Communication

Thirty-six percent say they always or usually read VEC’s newsletter *Co-op Life*. Twenty-six percent say they never read the newsletter or don’t receive it, which is significantly more than in 2011.

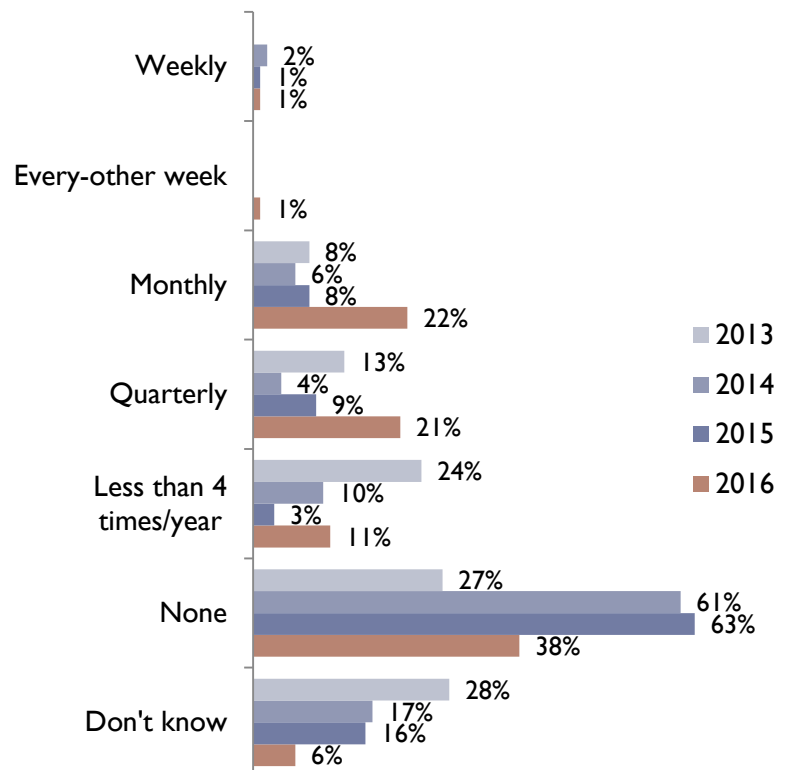
Those with longer tenure with VEC are significantly more likely to say they always read *Co-op Life* compared to those with 5 years or less tenure.

Thirty-eight percent of C&I members say they would prefer not to receive email from VEC, a significant decrease from 2014 and 2015.

How Often Read Co-op Life



Preferred Frequency of E-mail Communication From VEC



Commercial Member Characteristics

Just over one-quarter of the C&I members are in wholesale/retail and 24% are a service industry. Forty-three percent have been served by Vermont Electric Cooperative for 20 years or more.

Commercial and industrial members in 2016 are less likely to have been served by VEC for 20 years or more and less likely to be in other service industries compared to the 2015 study. Eighty respondents answered the question pertaining to their organization's annual revenue, with 26% reporting annual income over one million dollars.

	2016	2015	2014	2013	2012
Wholesale/Retail	28%	16%	28%	34%	26%
Healthcare, Financial, Real Estate, Construction, or Other Service Industry	24%	34%	27%	27%	34%
Agriculture	22%	28%	14%	18%	15%
Government/Municipalities	15%	11%	10%	7%	14%
Served 5 Years or Less	19%	12%	10%	14%	19%
Served 6 to 19 Years	38%	21%	38%	39%	49%
Served 20 Years or More	43%	66%	53%	48%	32%

Verbatim Comments

At the conclusion of the survey, C&I members were given the opportunity to share any comments, concerns, or questions they had. Forty 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>	12	9	2	1
<i>Rates/Fees</i>	11	0	7	4
<i>Renewable Energy</i>	11	0	0	0
<i>Overall Satisfaction</i>	6	6	0	0
<i>Management/Board</i>	6	0	4	2
<i>Member Services/Marketing – resolving issues, customer service reps</i>	5	3	1	1
<i>Additional Services</i>	1	1	0	0
<i>Efficiency Vermont/Energy Efficiency</i>	1	1	0	0

Appendix A:

Key Driver/Factor Explanation

Factor Analysis

Factor analysis was used to reduce the many service attributes rated in the survey to a core set of issues. This analysis shows how consumers unconsciously think about or group the many different performance attributes. Three factors were found and named Member Service, Electric Service, and Cost and Efficiency.

The performance quality attributes that make up each factor are listed below in order of the performance attribute most related to the factor down to the attribute least related to the factor.

Member Service Factor

- The courtesy, understanding and helpfulness of employees to your inquiries or problems
- The speed and efficiency of responding to customers
- Having professional employees
- The overall customer service they provide
- Resolving any issues or problems
- Communicating with you and keeping you informed
- The accuracy of meter reading and billing
- Demonstrating concern for customers' best interests

Electric Service Factor

- Keeping the number of longer outages to a minimum
- The reliability of service and frequency of interruptions
- Keeping blinks and momentary outages to a minimum
- Providing consistent voltage without surges or brownouts
- The restoration of power after an outage
- Keeping you informed on the status of outages

Cost and Efficiency Factor

- Helping customers keep bills as low as possible
- Charging reasonable rates
- Helping you to be more efficient in your use of electricity
- Their monthly service fees

The following attributes are not included in the factors found because they are not highly correlated with other attributes:

- Operating with concern for the environment
- Supporting the local community
- Providing accurate and easy to understand bills
- Having convenient payment options

Key Driver Analysis

To help determine where expectations are and are not being met for co-op members, we calculate importance scores for the factors and attributes. The importance scores were derived using the beta scores from a regression of the factors and attributes on overall satisfaction. What we are looking for is significance. If a factor or attribute is positively significant, it has a positive relationship with satisfaction. If the factor/attribute receives a high rating, overall satisfaction also receives a high rating. That is, the more a factor or attribute influences overall satisfaction, the higher its importance score. Factors and attributes that are found to be significant in the regression are labeled as key drivers of overall satisfaction and shown in the figure.

A separate analysis was done to find the key drivers of value among C&I members of Vermont Electric Cooperative. Rather than regressing the factors and attributes on overall satisfaction, they were regressed on the attribute “delivering good value for the money”. The key drivers of value are shown below.

Key Drivers of Value	
Cost & Efficiency	0.60
Member Service	0.28
Electric Service	0.24

Appendix B: Questionnaire

2016 Vermont Electric Cooperative COMMERCIAL SATISFACTION AND CO-OP COMMITMENT SURVEY

FINAL 5/24/16

INTRODUCTION:

May I please speak with the person who is primarily responsible for making decisions regarding electric power at your company or organization? Hello, my name is _____ and I am with NRECA Market Research Services. We are conducting a confidential survey for **Vermont Electric Cooperative** on the service they provide you. Let me assure you, we are not selling anything. May I have about 10 minutes of your time to ask you some questions now?

Yes ... **Continue** No ... When would be a more convenient time for me to call back?
Date to call: _____ Time to call: _____

1. First, how long has your company or organization (at your location) received your electric service from Vermont Electric Cooperative? (*tenure1*)

- 1 Less than 1 year 3 3 to 5 years 5 10 to 14 years 7 20 years or more
2 1 to 2 years 4 6 to 9 years 6 15 to 19 years 8 Don't Know/Refused

Satisfaction and Performance Attributes

2. Now, please consider all your experiences to date with Vermont Electric Cooperative. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how satisfied are you with Vermont Electric Cooperative? (*satis*)

Very dissatisfied | 1 2 3 4 5 6 7 8 9 10 Very Satisfied

3. Now, again on a 5-point scale where 1 means "very poor" and 5 means "excellent," how would you rate Vermont Electric Co-op's performance on the following? (**Randomize after b.**)

On ...	Very Poor				Excellent	DK
a. The overall customer service they provide (<i>cust_svc</i>)	1	2	3	4	5	6
b. Delivering good value for the money (<i>value</i>)	1	2	3	4	5	6
c. Resolving any issues or problems (<i>resolve</i>)	1	2	3	4	5	6
d. Having professional employees	1	2	3	4	5	6
e. Demonstrating concern for customers' best interests	1	2	3	4	5	6
f. Communicating with you and keeping you informed (<i>communic</i>)	1	2	3	4	5	6
g. Operating with concern for the environment (<i>environ</i>)	1	2	3	4	5	6
h. Supporting the local community (<i>community</i>)	1	2	3	4	5	6
i. The speed and efficiency of responding to customers (<i>respond2</i>)	1	2	3	4	5	6
j. The courtesy, understanding and helpfulness of employees to your inquiries or problems (<i>courtesy</i>)	1	2	3	4	5	6

Contact

4. In the past year, did you contact VERMONT ELECTRIC COOPERATIVE for any reason?

1 Yes 2 No (**Skip to Q.8**)

5. What was the REASON for the most recent call or visit you made? [Do not read/Check all that apply]
 Pay Bill Report an outage (*this is not the same as outage information*) Other Reason (**specify**)
 Don't Know/Refused

6. How many TIMES did you contact the co-op concerning this issue/reason?

1 2 3-4 5-6 7-9 10+ Don't Know/Refused

7. Based on your contact with Vermont Electric, was your experience much better, somewhat better, about what you expected, somewhat worse, or much worse than you expected? (*cntceval*)

1 Much worse 4 Somewhat worse 3 As expected 2 Somewhat better 1 Much better

8. On a scale of 1 to 5, where 1 means “not at all valuable” and 5 means “extremely valuable,” how valuable is it to your business to have an account representative from Vermont Electric Cooperative who works with you to determine how best to meet your business needs?

Not valuable at all			Extremely Valuable		DK/Ref
1	2	3	4	5	6

Electric Service

9. Now, on a 5-point scale where 1 means “very poor” and 5 means “excellent,” how would you rate Vermont Electric Co-op’s performance on the following ...? (**randomize after b**)

On ...	Very Poor			Excellent		DK
a. Keeping blinks and momentary outages to a minimum (<i>limit_blink</i>)	1	2	3	4	5	6
b. Keeping the number of longer outages to a minimum (<i>limit_outg</i>)	1	2	3	4	5	6
c. The reliability of service and frequency of interruptions (<i>elec_svc</i>)	1	2	3	4	5	6
d. The restoration of power after an outage (<i>restore2</i>)	1	2	3	4	5	6
e. Keeping you informed on the status of outages (<i>outinfo2</i>)	1	2	3	4	5	6
f. Providing consistent voltage without surges or brownouts (<i>pwr_qual2</i>)	1	2	3	4	5	6

10. On a 5-point scale where 1 is not at all serious and 5 is extremely serious, how would you rate the impact on your business of experiencing...?

	Not at all serious			Extremely Serious		DK/Ref
a. Inconsistent power quality such as surges, blips, dips, or other voltage variations	1	2	3	4	5	6
b. Power outages lasting 5 to 10 minutes	1	2	3	4	5	6
c. Power outages lasting 3 to 4 hours	1	2	3	4	5	6

Rates and Fees

11. How would you rate Vermont Electric Co-op’s performance on the following using a 5-point scale where 1 means “very poor” and 5 means “excellent?” (**randomize**)

On ...	Very Poor			Excellent		DK
a. Charging reasonable rates (<i>reasrate</i>)	1	2	3	4	5	6
b. Their monthly service fees (<i>svcfees</i>)	1	2	3	4	5	6
c. Providing accurate and easy to understand bills (<i>clearbil</i>)	1	2	3	4	5	6
d. Having convenient payment options (<i>payoptn</i>)	1	2	3	4	5	6
e. Helping customers keep bills as low as possible	1	2	3	4	5	6
f. The accuracy of meter reading and billing	1	2	3	4	5	6
g. Helping you to be more efficient in your use of electricity	1	2	3	4	5	6

Energy Efficiency and Renewable Energy

12. Have you heard of the energy efficiency utility in Vermont, called “Efficiency Vermont”?
 1 Yes 2 No (**Skip to Q15**)

13. Using a 5-point scale where “1” means not at all beneficial and “5” means very beneficial, how beneficial do you feel “Efficiency Vermont” is for Vermont consumers?

Not at all beneficial	1	2	3	4	5	Very Beneficial	6 – DK
-----------------------	---	---	---	---	---	-----------------	--------

14. Again using the 5-point scale, how beneficial do you feel “Efficiency Vermont” has been to you, helping your business to be more efficient in your use of electricity?

Not at all beneficial	1	2	3	4	5	Very Beneficial	6 – DK
-----------------------	---	---	---	---	---	-----------------	--------

15. On a scale from 1 to 5 where 1 is “not at all important” and 5 means “extremely important,” how important is it to you for utilities to provide power from the following energy sources? (*randomize*)
- | | Not at all | Important | | | Extremely | Important | DK |
|----------------|------------|-----------|---|---|-----------|-----------|---------|
| a. Wind | 1 | 2 | 3 | 4 | 5 | | 6 (v11) |
| b. Solar | 1 | 2 | 3 | 4 | 5 | | 6 (v12) |
| c. Hydro | 1 | 2 | 3 | 4 | 5 | | 6 (v13) |
| d. Bio-mass | 1 | 2 | 3 | 4 | 5 | | 6 (v15) |
| e. Natural gas | 1 | 2 | 3 | 4 | 5 | | 6 |
| f. Nuclear | 1 | 2 | 3 | 4 | 5 | | 6 |

16. Would you support an electric rate increase if it were caused by Vermont state requirements to increase the amount of renewables in our portfolio of electric generation sources?
 1 Yes 2 No 3 Don't know

17. If electricity from renewable energy sources were not available at the same rates you are paying now, how much more would you be willing to pay, if anything, to get this renewable power? Would you pay ... **[Stop when respondent agrees]** (*greenpay*)
- | | | |
|---|--|---|
| <input type="checkbox"/> 1 Up to 15% more per month | <input type="checkbox"/> 3 Up to 5% more per month | <input type="checkbox"/> 5 Nothing more per month |
| <input type="checkbox"/> 2 Up to 10% more per month | <input type="checkbox"/> 4 Up to 3% more per month | <input type="checkbox"/> 6 Don't Know/Refused |

Communications

18. How often do you read the quarterly newsletter called “Co-op Life”?
 1 always 2 usually 3 sometimes 4 rarely 5 never/don't receive it
19. How often would you like to receive email communications from VEC?
 1 weekly 2 every-other-week 3 monthly 4 quarterly 5 less often than 4 times/year

FIRMOGRAPHICS *Thank you for your patience. There are just a few final questions that are used for classification purposes only. This information is completely confidential.*

20. Which of the following best describes your company or organization's primary business? (*ageresp*)
- | | |
|---|--|
| <input type="checkbox"/> 1 Manufacturing | <input type="checkbox"/> 7 Other service industry/business |
| <input type="checkbox"/> 2 Wholesale or retail distribution | <input type="checkbox"/> 8 Government and municipalities |
| <input type="checkbox"/> 3 Health Care | <input type="checkbox"/> 9 Agriculture |
| <input type="checkbox"/> 4 Financial or insurance services | <input type="checkbox"/> 10 Transportation and utility |
| <input type="checkbox"/> 5 Construction | <input type="checkbox"/> 11 Not for profit |
| <input type="checkbox"/> 6 Real Estate | <input type="checkbox"/> 12 Other (specify) |
21. Into which of the following categories does your company or organization's annual revenue fall? (**Read list**)
- | | | |
|---|---|---|
| <input type="checkbox"/> 1 Less than \$50,000 | <input type="checkbox"/> 2 \$50,000 to \$100,000 | <input type="checkbox"/> 3 \$100,001 to \$150,000 |
| <input type="checkbox"/> 4 \$150,001 to \$200,000 | <input type="checkbox"/> 5 \$200,001 to \$300,000 | <input type="checkbox"/> 6 \$300,001 to \$500,000 |
| <input type="checkbox"/> 7 \$500,001 to \$1,000,000 | <input type="checkbox"/> 8 Over \$1 million | <input type="checkbox"/> 9 DK/Ref. |

22. Zip Code at your business location _____

DO NOT ASK (BUT MAKE SURE THE FOLLOWING IS COLLECTED):

Respondent's Name:
 Company Name:
 Company Phone Number:

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION. HAVE A PLEASANT DAY