

2019 Residential Member Satisfaction Study

Vermont Electric Cooperative

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Table of Contents

EXECUTIVE SUMMARY	1
OBJECTIVES, METHODOLOGY, & ANALYSIS.....	2
Objectives	2
Methodology	3
Analysis	3
KEY FINDINGS	5
Overall Satisfaction	5
Performance Quality Attributes.....	6
Performance Quality Trends and Benchmarks	7
Prioritizing Improvement and Maintenance Efforts	8
Electric Service.....	9
Cost, Bills and Payments	11
Member Service.....	14
Social Responsibility	17
Renewable Energy	18
Products and Services.....	20
Annual Meeting	22
Member Demographics and Segmentation.....	23
Verbatim Comments.....	26

Executive Summary

Following are the top-line findings based on the results of a telephone/online survey of 423 residential members of Vermont Electric Cooperative conducted in May and June of 2019:

- Overall satisfaction with Vermont Electric is very good, with an overall mean rating of 8.66. This is consistent with the 2018 study and significantly higher than in 2015 and 2017. However, it is lower than the Co-op Norms mean rating of 8.78.
- The mean ratings for 19 of the 23 service attributes are evaluated above 4.00 on a 5-point scale, which is considered “good”. Seven attributes receive mean ratings near or above 4.50, the “excellent” threshold. VEC receives the highest ratings for their employees and customer service. Although none of the attributes have changed significantly from 2018 among phone respondents, almost all have increased significantly from at least one study between 2014 and 2017, including four that are significantly higher than all four of those studies. This is good news because three of those four attributes – *charging reasonable rates*, *helping customers keep bills as low as possible* and *helping members to be more efficient in their use of electricity* – have consistently been among the lowest rated attributes in VEC’s studies with mean ratings below 4.0.
- There is no one strongest key driver of satisfaction among VEC residential members. Electric Service; Cost, Bills and Payments; and Member Service are very similar in the impact they have on overall satisfaction.
 - **Electric Service:** This is an area in which VEC is doing very well. All five attributes included in this driver are evaluated well above 4.0 and *providing consistent voltage without surges or brownouts* is above the “excellent” threshold of 4.50.
 - **Costs, Bills and Payments:** Although this is the area that includes the lowest rated attributes in the study, ratings on these attributes are significantly higher than in most, if not all, of the studies between 2014 and 2017. The other four attributes are evaluated well, with *the overall customer service provided*, *providing accurate and easy to understand bills*, and *having convenient payment options* evaluated near or above 4.50. The value that members feel they receive for their money is good and continues to increase, significantly compared to all of the studies between 2014 and 2016.
 - **Member Service:** This is another area in which VEC is evaluated very well to excellent. All five attributes have mean ratings well above 4.0 and three – *the courtesy, understanding and helpfulness of employees*; *having professional employees*, and *resolving any issues or problems* – are close to or above 4.50. Additionally, all five are significantly higher than at least one study between 2014 and 2017. Half indicate that they contacted VEC in the past year and evaluations of that contact are good, with almost all saying the contact met or exceeded their expectations.
- Members continue to feel that providing electricity from solar and hydro power is important. The importance of wind and solar has increased from the studies between 2014 and 2017 while the importance of hydro, natural gas, and nuclear have decreased. However, not all of the differences are statistically significant.

- Fully seven in ten would recommend going to a 100% renewable power supply and/or 100% carbon-free power supply even if prices had to increase. However, if going carbon-free had to be achieved by increasing nuclear power, support falls by 45 percentage points.
- Eight members (2%) currently have a plug-in electric vehicle and one-quarter indicate they are likely to purchase or lease one in the next 5 years. This is the same proportion of members who say they are likely to purchase/lease on-site back up battery storage for their home in the next 5 years. Few use a cold climate heat pump to heat or cool their house, but almost all of those who do would recommend purchasing one.

Objectives, Methodology, & Analysis

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 the degree to which consumer needs are being met to help VEC prioritize any improvement efforts.
- **Other:** Explore other areas of specific interest to the co-op, including perceived importance of renewable power sources, preferences of when to hold the annual meeting, views on the co-op's power supply being from 100% renewable sources and going 100% carbon-free, and likelihood of purchasing/leasing a plug-in electric vehicle in the next 5 years.
- **Member Demographics:** Provide demographics of the residential member base and identify differences in attitudes between demographic groups.

Methodology

Data were again collected through telephone and online surveying. Telephone interviewers were thoroughly trained on the questionnaire prior to initiating the survey. On average, the telephone interviews lasted approximately 11 minutes.

Telephone surveys were completed with a total of 302 residential members of VEC between June 6 and June 14, with random sampling done proportionate to connect date and district. Of those contacted, 560 declined to participate, resulting in a response rate of 35%. Additionally, 380 of the phone numbers attempted were disconnected or were otherwise unable to be used to complete a survey (place of business, fax number, etc.).

An e-mail invitation was sent on May 31 to a random sample of 1,002 members for whom VEC has an e-mail address, with 26 returned as being undeliverable. The survey was closed on June 17 with a total of 121 surveys completed online, resulting in a response rate of 12%. The online survey respondents are weighted to represent 25% of the total data and are also weighted by tenure to match the overall member age distribution of the co-op.

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 comparable results from 15 studies conducted between 2003 and 2018. Comparisons to previous studies are primarily focused on the studies since 2014, the first year a mixed phone/online methodology was used. 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:

- There has not been a rate increase for 5 years. While a rate increase is not anticipated in 2019, there may be one in January 2020. If so, this will be communicated to members in the fourth quarter of 2019.
- The co-op continues to add new incentives to their Energy Transformation Program, most recently a bill credit for the purchase of electric lawn mowers.
- Community solar continues to be marketed to members.

Comparisons are also made to results from similar studies conducted by 68 co-ops among more than 82,000 residential members across the nation between January 2016 and December 2018. 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. 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 at least 95% of the time, using the same sampling procedure, this difference will occur; the difference is likely not a matter of chance.

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 a need for improvement.

Key Findings

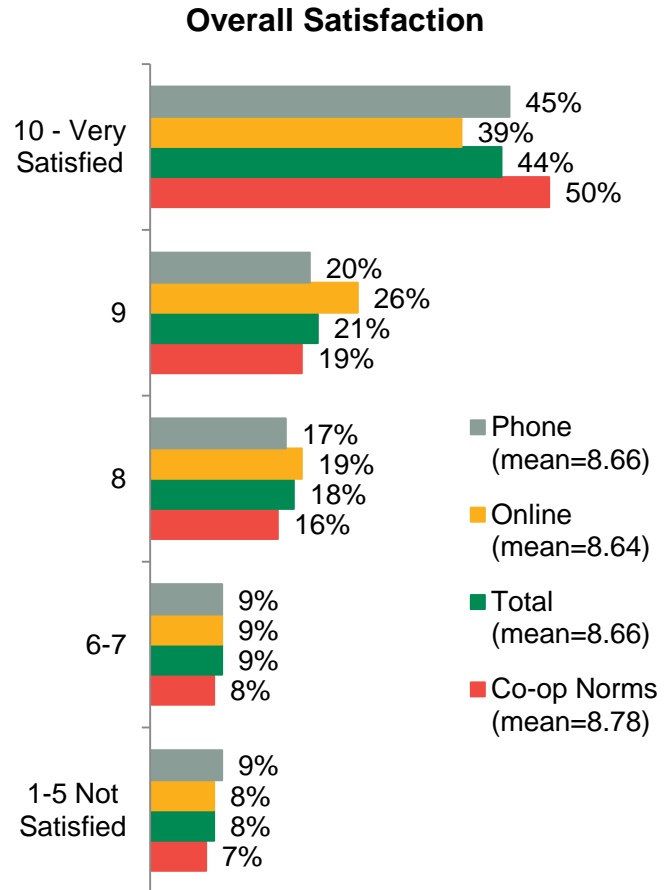
Overall Satisfaction

Overall satisfaction among Vermont Electric’s residential members is very good. The mean overall satisfaction rating is 8.66 and 65% give a top rating of “9” or “10”.

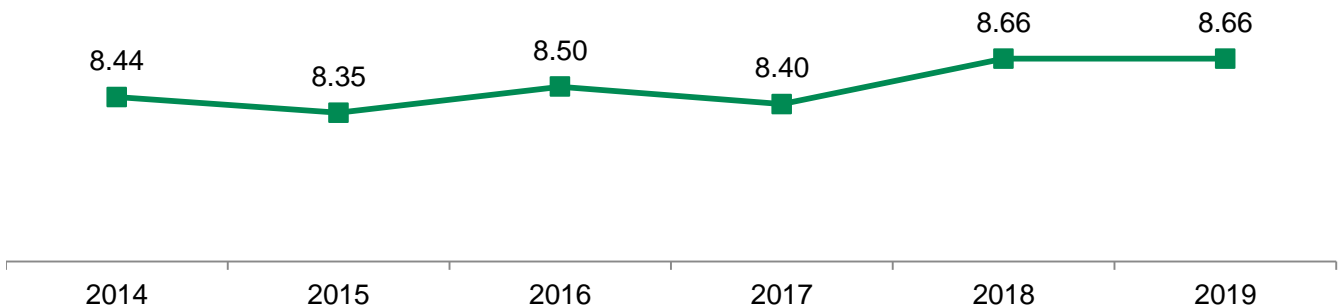
Although this is lower than the Co-op Norms, it remains significantly higher than in the 2015 and 2017 studies. The mean rating is identical to the 2018 study.

Older members (45 or older) and retired members are significantly more satisfied than are younger members or those who are currently employed.

While it is typical for phone respondents to give significantly higher ratings than online respondents, this is not the case among VEC members in 2019. In fact, mean ratings are nearly identical (8.66 among phone respondents and 8.64 among online respondents).



Overall Satisfaction Mean Ratings By Year



Performance Quality Attributes

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

Additionally, mean ratings for seven attributes are approximately 4.50 or higher which is considered excellent. These are:

- Having professional employees (4.67)
- The courtesy, understanding, helpfulness of employees to members’ inquiries or problems (4.61)
- The overall customer service provided (4.59)
- Providing consistent voltage without surges or brownouts (4.55)
- Providing accurate and easy to understand bills (4.49)
- Resolving any issues or problems (4.48)
- Having convenient payment options (4.48)

Conversely, the attributes on which VEC is rated least well are *the monthly service fees* (66% rating “4” or “5”) and *charging reasonable rates* (67%). This is an area that is often rated lower in cooperative satisfaction research and ratings often fall below the “good” threshold of 4.00. With mean ratings of 3.83 and 3.85, respectively, this may be of concern to the co-op. However, mean ratings for both attributes are significantly higher than in the studies between 2014 and 2016 and *charging reasonable rates* is also significantly higher than in 2017.

As mentioned previously, telephone respondents tend to give significantly higher ratings for scaled questions than do online respondents. As with overall satisfaction, this is not generally the case for the performance attributes. In fact, the only attribute for which the difference is statistically significant is *keeping members informed on the status of outages*, and online respondents give higher ratings than phone respondents (4.53 and 4.20, respectively).

Performance Quality Trends and Benchmarks

None of the performance attributes have changed significantly from the 2018 study. Additionally, none have significantly decreased from any of the studies between 2014 and 2017 and almost all have increased significantly from at least one of those studies.

Four attributes are evaluated significantly higher in 2019 compared to all four studies between 2014 and 2017. These are:

- The courtesy, understanding, helpfulness of employees to your inquiries or problems
- Charging reasonable rates
- Helping customers keep bills as low as possible
- Helping members to be more efficient in their use of electricity

While the mean ratings for many of the comparable attributes are similar to the Co-op Norms, there are a number with gaps of 0.10 or greater, both higher and lower than the Co-op Norms:

(Phone and Online Respondents Combined)	VEC Mean	Co-op Norms	Gap
<i>Keeping members informed on the status of outages</i>	4.28	4.08	+0.20
<i>Helping customers keep bills as low as possible</i>	3.96	3.79	+0.17
<i>The overall customer service provided</i>	4.59	4.46	+0.13
<i>The monthly service fees</i>	3.83	3.72	+0.11
<i>Keeping blinks and momentary outages to a minimum</i>	4.39	4.49	-0.10
<i>Supporting the local community</i>	4.42	4.55	-0.13
<i>Providing consistent voltage without surges or brownouts</i>	4.55	4.68	-0.13
<i>Keeping the number of longer outages to a minimum</i>	4.39	4.55	-0.16
<i>Helping members to be more efficient in their electric use</i>	3.95	4.12	-0.17

Prioritizing Improvement and Maintenance Efforts

The key drivers of overall satisfaction among residential members are: Electric Service; Cost, Bills, and Payments; Member Service; and Social Responsibility. 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 *electric service* has an importance score of 0.45 and *social responsibility* has a score of 0.17, we can say that members' perceptions of their electric service has almost three times the impact on overall satisfaction as their perceptions of the co-op's community support and environmental concern. Attributes and factors not shown below are not significant drivers of overall satisfaction. Note that there is no one strongest key driver of overall satisfaction among members of VEC. Electric Service; Cost, Bills and Payments; and Member Service are calculated to be the top three drivers with nearly identical importance scores. More information on how the factors were formed and importance scores derived can be found in Appendix A.

Electric Service	<ul style="list-style-type: none"> • Reliability of service, frequency of interruptions • Keeping longer outages to a minimum • Keeping blinks, momentary outages to a minimum • Restoration of power after an outage • Providing consistent voltage 	0.45
Cost, Bills and Payments	<ul style="list-style-type: none"> • Charging reasonable rates • Helping customers keep bills as low as possible • The monthly service fees • Helping members be more efficient in electric use • Plus 4 other performance attributes 	0.44
Member Service	<ul style="list-style-type: none"> • Courtesy, understanding, helpfulness of employees • Having professional employees • Resolving any issues or problems • Communicating, keeping members informed • Demonstrating concern for customers' best interests 	0.41
Social Responsibility	<ul style="list-style-type: none"> • Supporting the local community • Operating with concern for the environment 	0.17

Overall Satisfaction

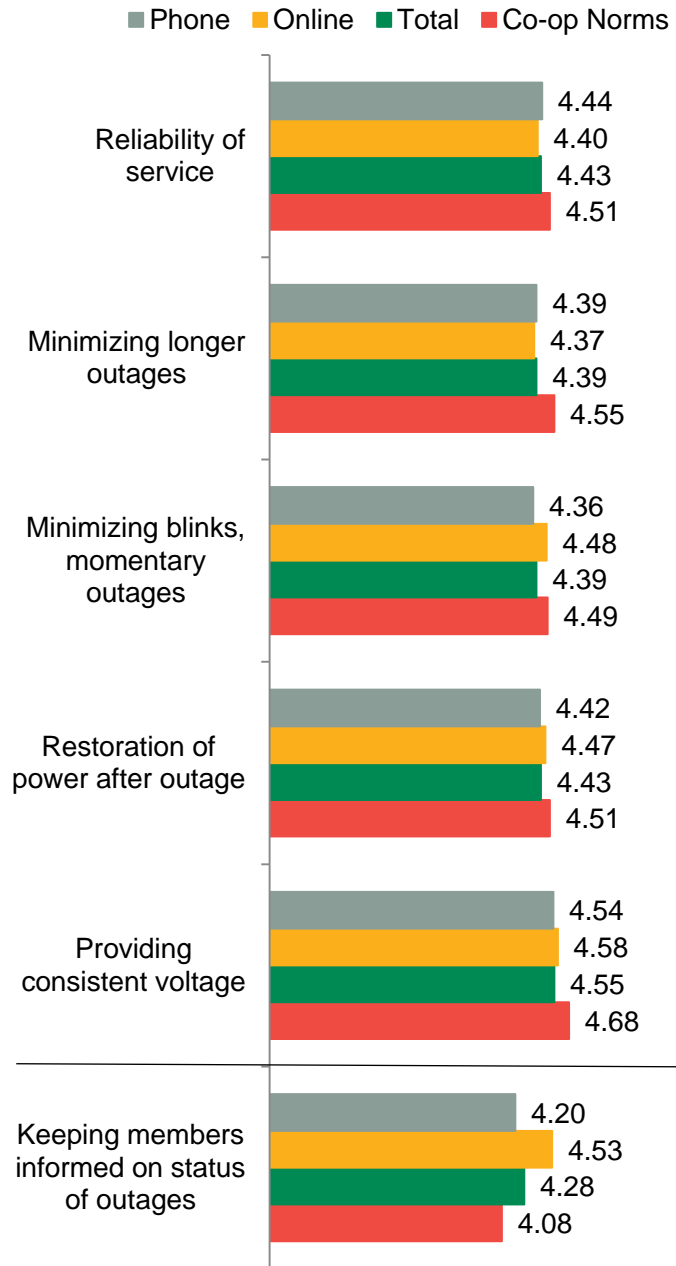
Electric Service

The first of the three strongest key drivers of overall satisfaction is **Electric Service**. This is an area for which VEC is evaluated well, with all five attributes included in this driver having mean ratings well above 4.0. Additionally, *providing consistent voltage* is evaluated above the 4.50 “excellent” level.

However, *keeping the number of longer outages to a minimum, keeping blinks and momentary outages to a minimum, and providing consistent voltage without surges or brownouts* are rated lower than the Co-op Norms.

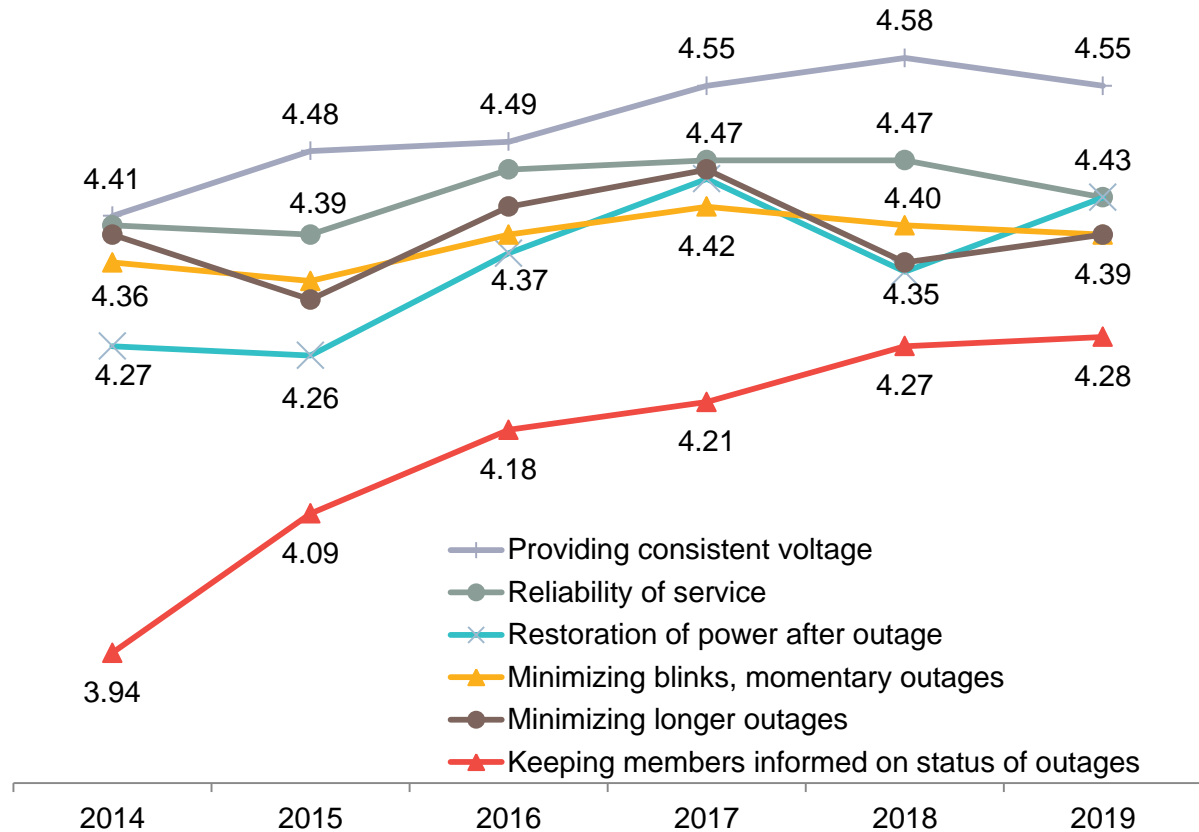
Keeping members informed on the status of outages is not a driver of overall satisfaction, but it is also evaluated positively and higher than the Co-op Norms.

2019 Mean Ratings



None of the ratings have changed significantly compared to last year's study. However, three attributes – *the restoration of power after an outage; providing consistent voltage without surges or brownouts; and keeping members informed on the status of outages* – are significantly higher than in the 2014 study. Additionally, *restoration of power and keeping members informed on outages* are also significantly higher than in 2015.

Mean Ratings by Year



Cost, Bills and Payments

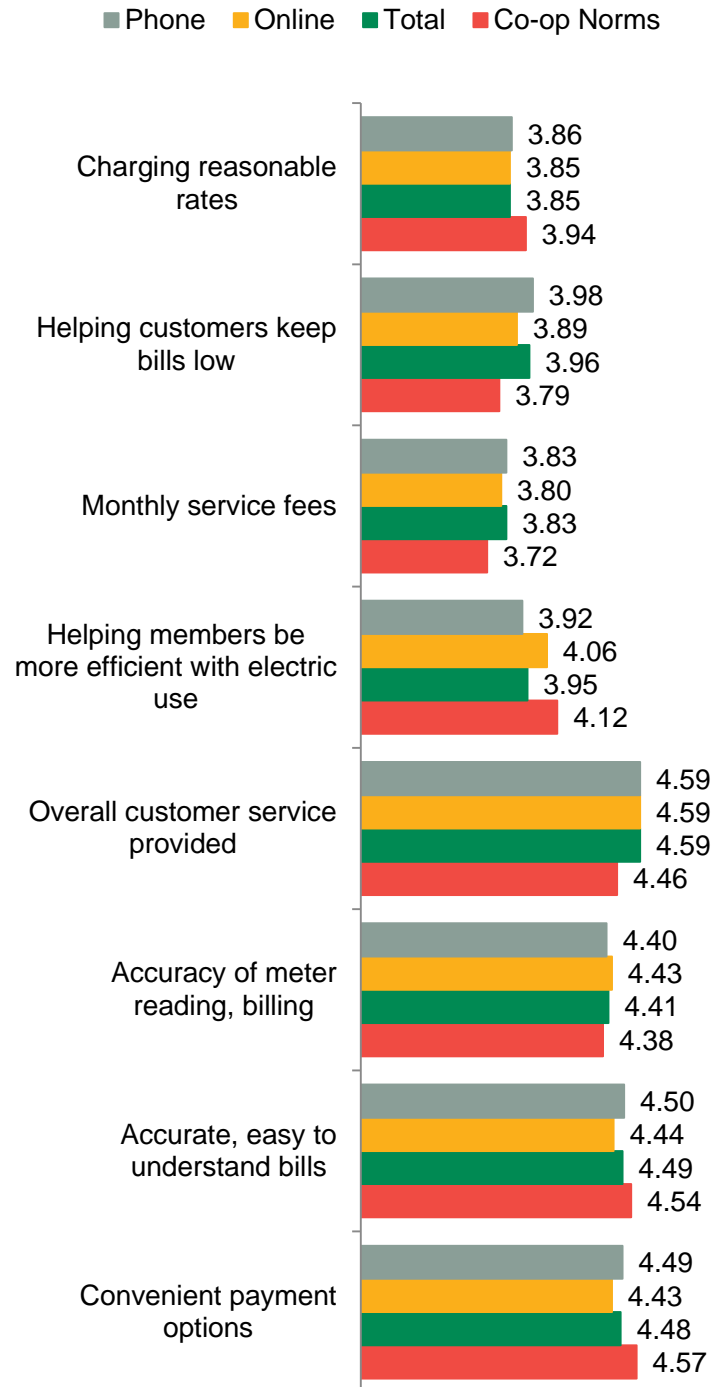
Cost, Bills and Payments is the second of the three strongest key drivers of overall satisfaction. This area includes the four attributes in the study whose mean ratings fall below 4.0 – *the monthly service fees, charging reasonable rates, helping members to be more efficient in their use of electricity, and helping customers keep bills as low as possible.*

However, those same four attributes are evaluated significantly higher than they were in most if not all of the studies between 2014 and 2017.

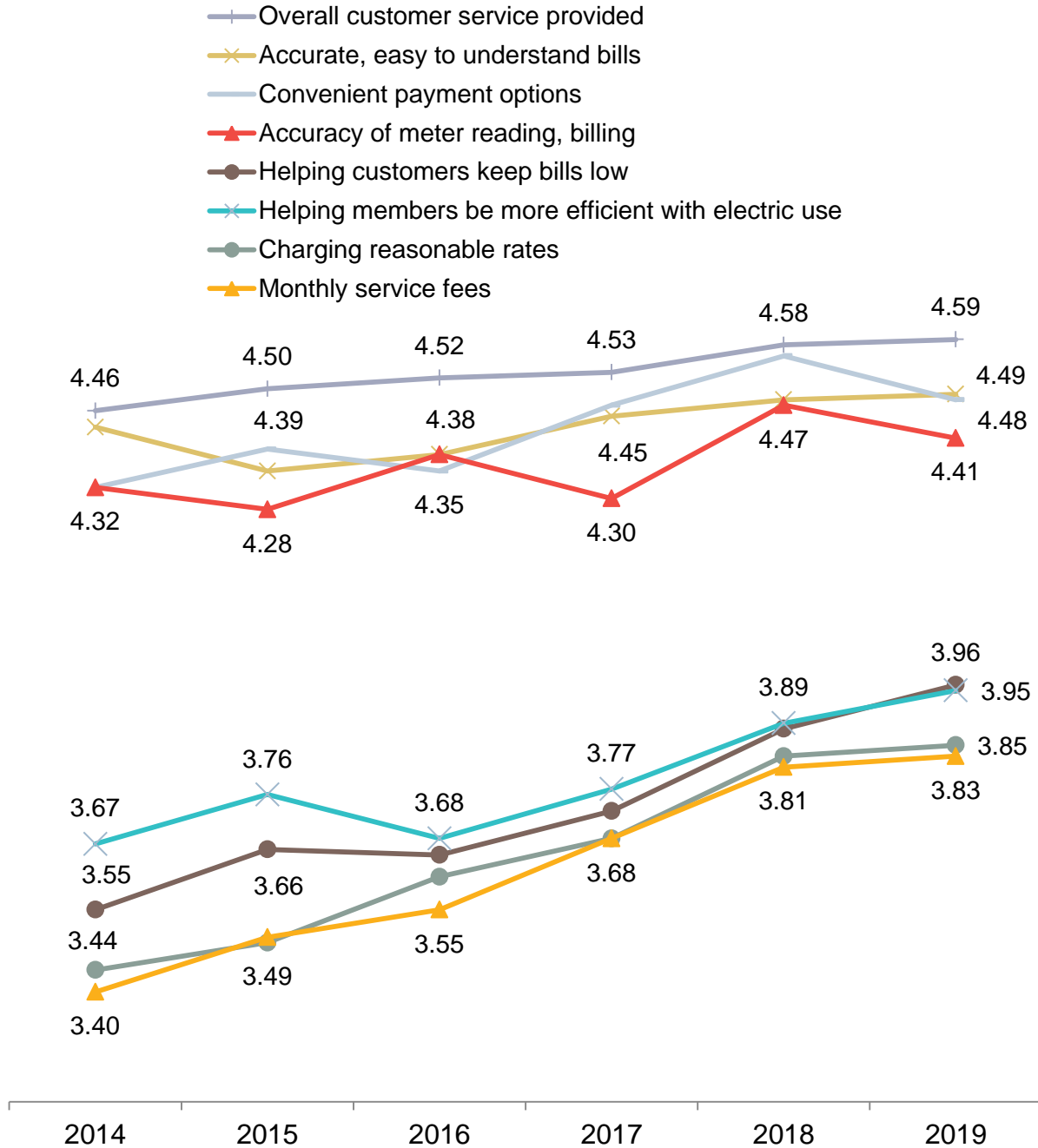
The other four attributes included in this driver are evaluated very close to or above the 4.50 “excellent” threshold. *The overall customer service provided, providing accurate and easy to understand bills, and having convenient payment options* are also significantly higher than at least one study between 2014 and 2016.

The graph of the trending for all eight attributes is on the next page.

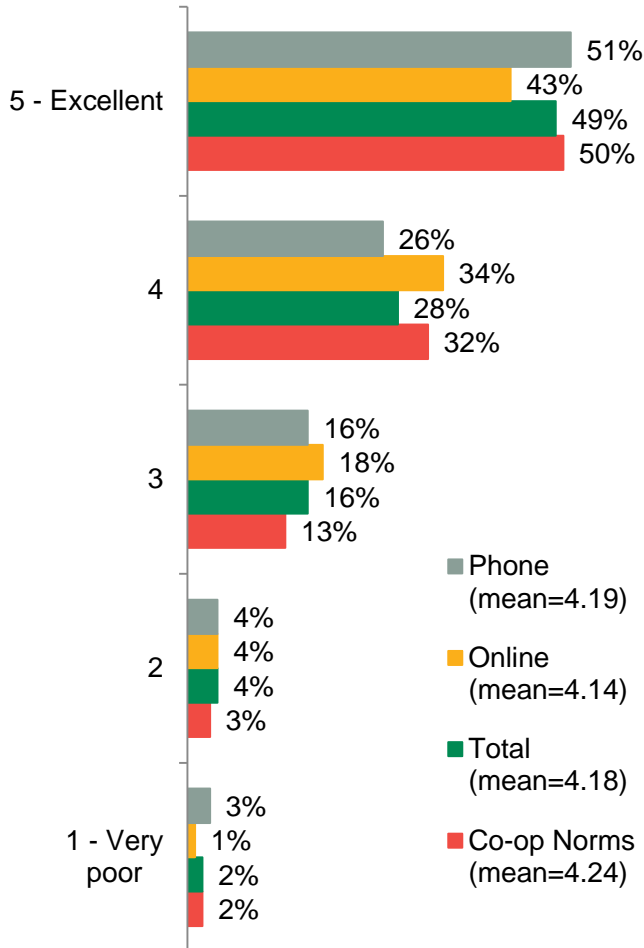
2019 Mean Ratings



Mean Ratings by Year



Value for the Money

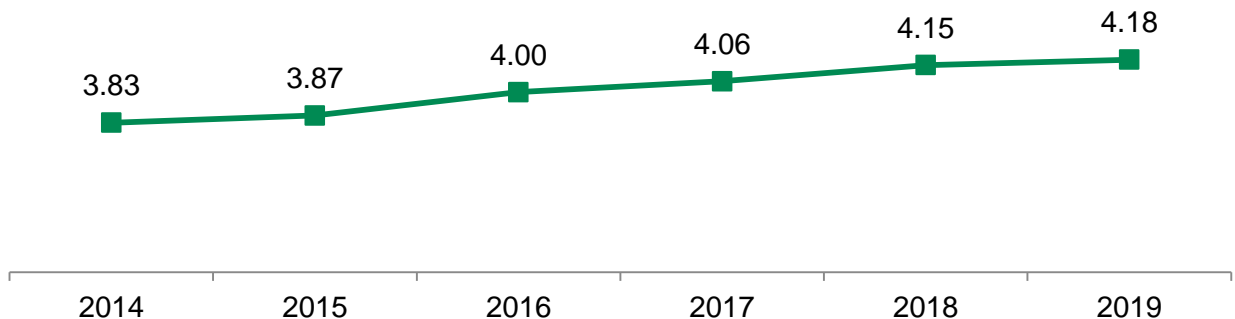


Members evaluate *the value they receive for their money* as good, with a mean rating of 4.18 on a 5-point scale. This is significantly higher than the studies between 2014 and 2016 and consistent with the Co-op Norms.

A regression analysis was also conducted to determine the key drivers of *delivering good value for the money*. As can be seen in the table below, it was found that four factors are significant drivers of value. It is interesting that perceptions of electric rates not only do not have the strongest impact on the value members feel they receive, but it is about half as important as members' perceptions of the member service they receive.

Key Drivers of Value	
Member Service	0.60
Electric Service	0.39
Cost, Bills and Payments	0.31
Social Responsibility	0.16

Mean Value Rating By Year



Member Service

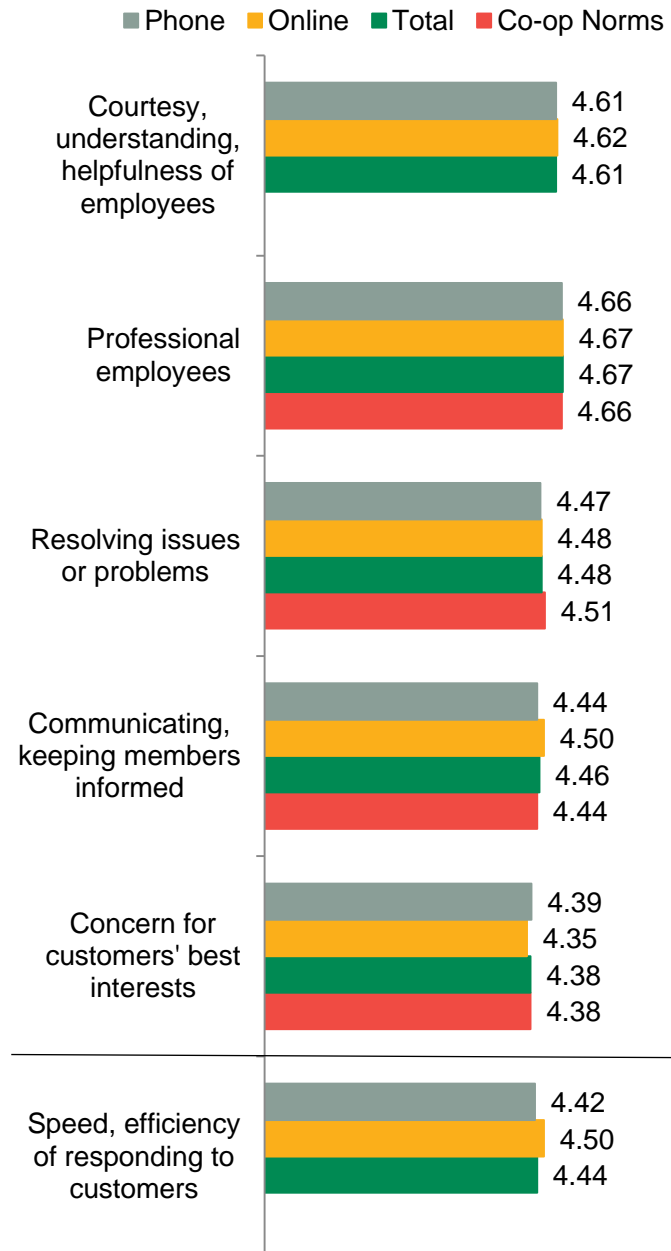
The last of the three strongest key drivers of overall satisfaction is **Member Service**.

This is another area where VEC is evaluated very well, with mean ratings for the five attributes included in the driver being well above 4.0. Additionally, *the courtesy, understanding and helpfulness of employees to members' inquiries or problems; having professional employees; and resolving any issues or problems* are evaluated close to or above the "excellent" level.

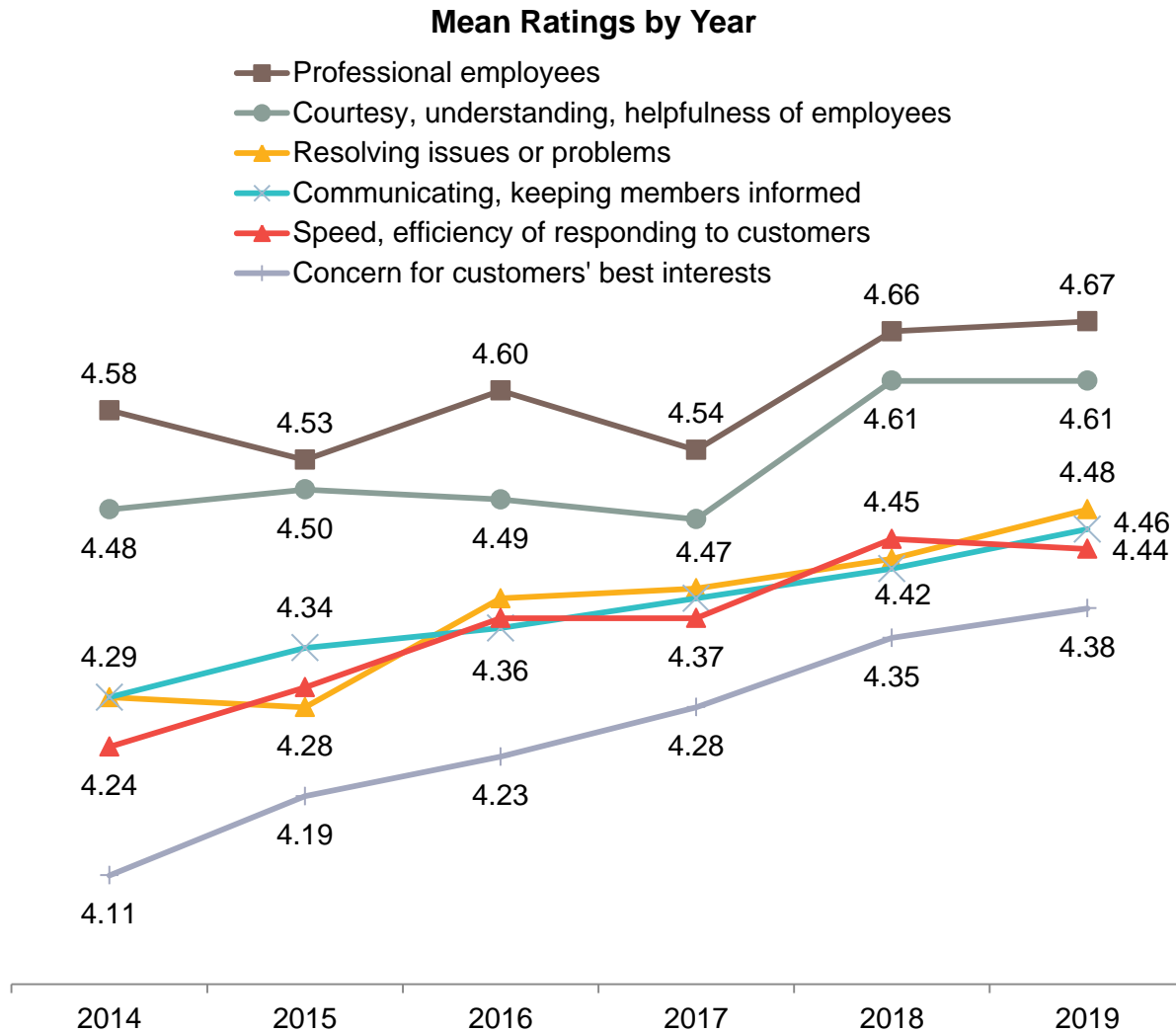
Ratings are similar to the Co-op Norms for those attributes that are comparable.

The speed and efficiency of responding to customers is not a driver of overall satisfaction, but it is also evaluated highly.

2019 Mean Ratings



All six attributes are significantly higher than at least one study between 2014 and 2017. Additionally, *the courtesy, understanding and helpfulness of employees* is significantly higher than in all four of those studies.

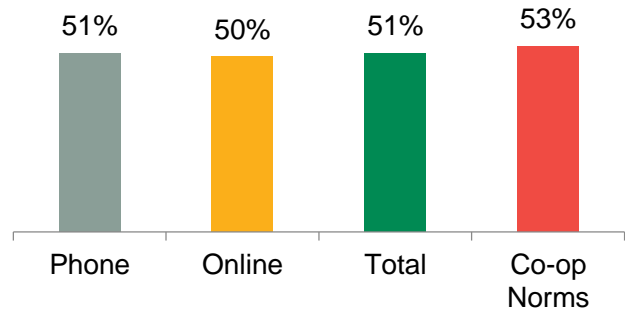


Half of the members indicate they contacted Vermont Electric in the past year. This is consistent with all of the studies since 2014 as well as the Co-op Norms. Almost all of those who contacted the co-op say their contact was at least what they expected and almost half report it was somewhat or much better than they expected.

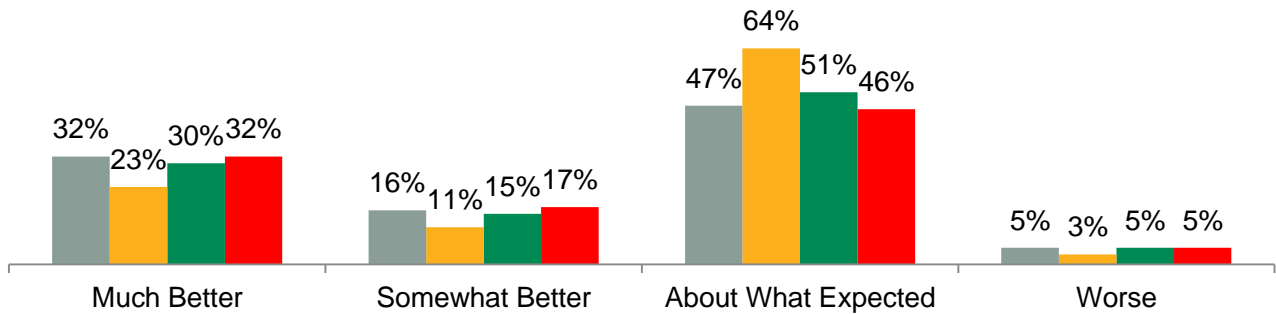
Members who are less satisfied with VEC overall, those paying higher monthly electric bills, and those who rent their home are significantly more likely to have made contact in the past year than those paying lower bills or more affluent members.

Although members who contacted the co-op are significantly less satisfied, when a contact is evaluated as being “much better” than expected, overall satisfaction is significantly higher than it is for those who did not contact the co-op at all.

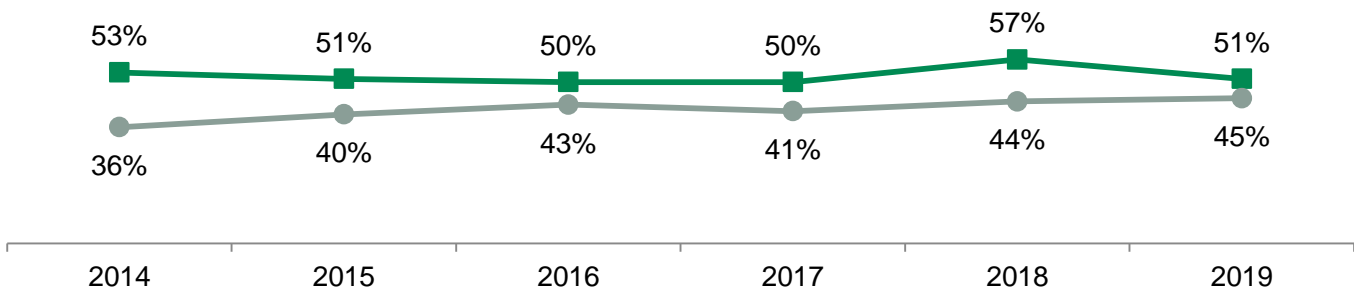
Had Contact With VEC in Past Year



Contact Evaluation



■ Had Contact in Past Year
● Somewhat + Much Better



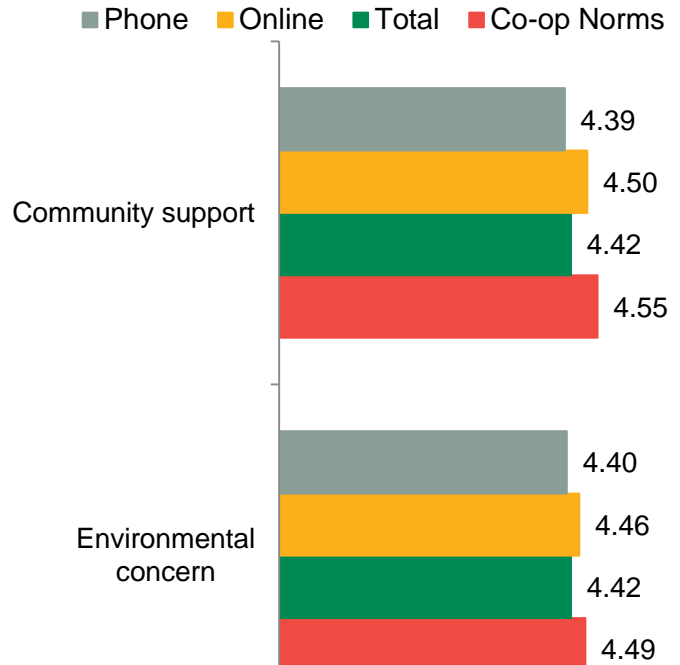
Social Responsibility

Social Responsibility is the final key driver of overall satisfaction and is another area where VEC receives very good ratings from its members.

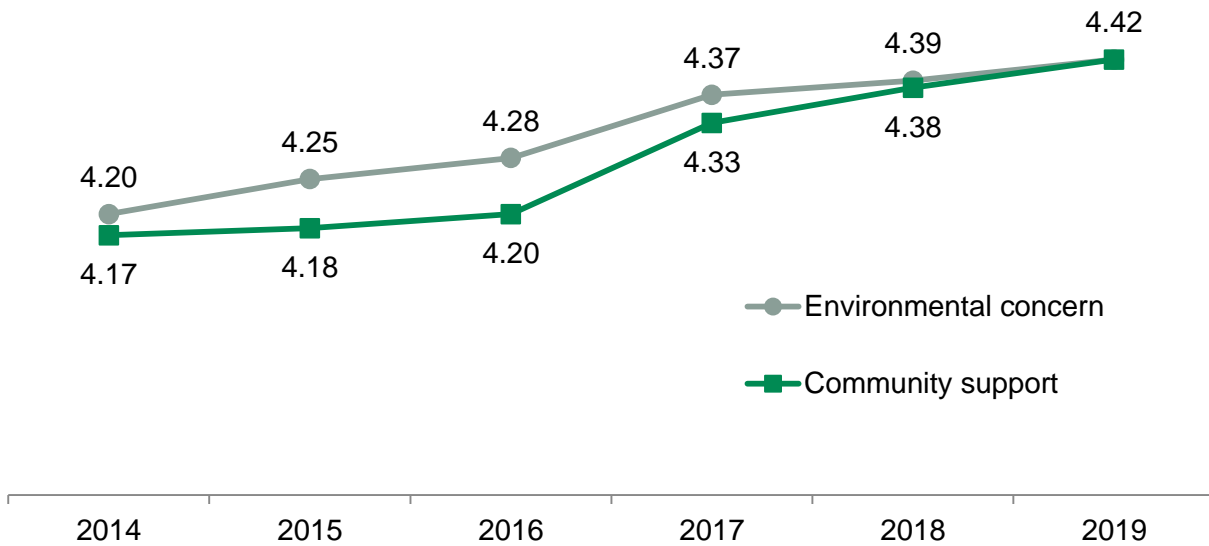
The mean rating for both attributes included in this driver is 4.42 which is significantly higher than the studies between 2014 and 2016.

However, both attributes are lower than the Co-op Norms.

2019 Mean Ratings



Mean Ratings by Year



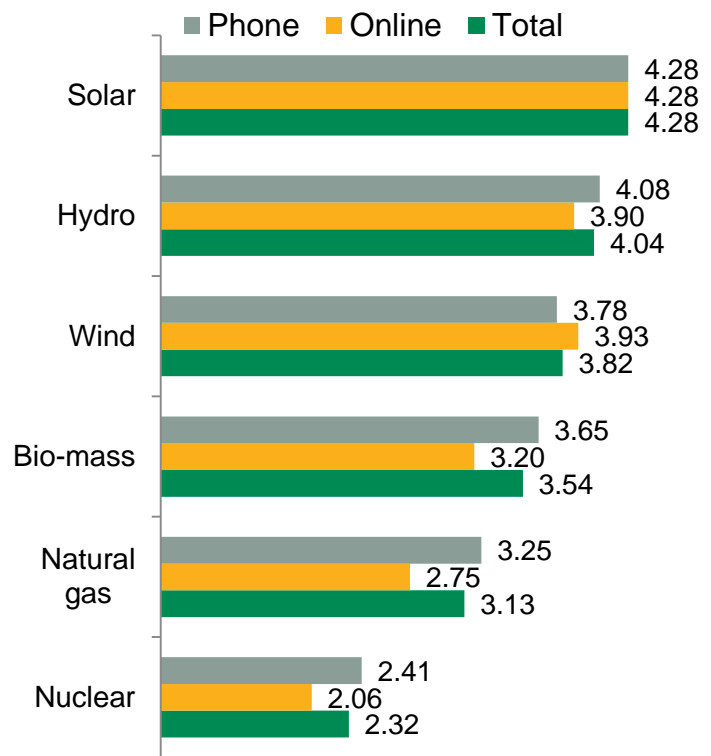
Renewable Energy

As in previous studies, members give the highest ratings for the importance of VEC providing green power from solar and hydro renewable sources. Importance ratings for all six renewable sources are similar to the 2018 study.

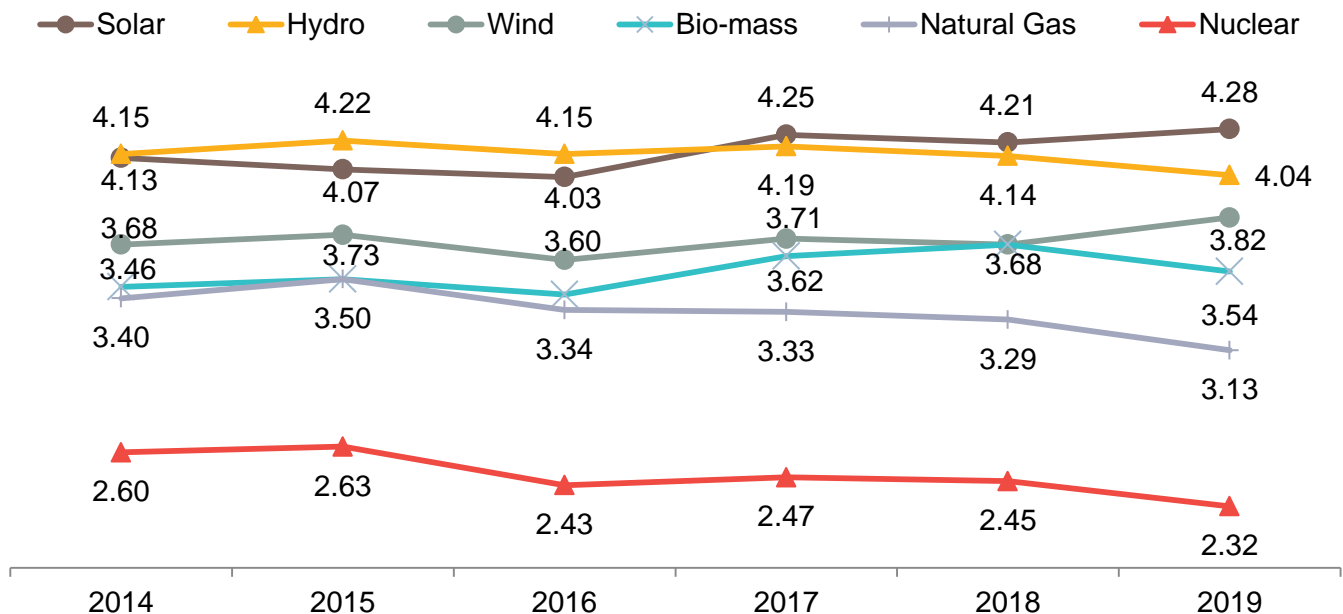
However, looking at studies between 2014 and 2017, ratings for the importance of wind and solar have increased while ratings for the importance of hydro, natural gas, and nuclear have decreased. However, not all of the differences are statistically significant.

Those more satisfied with the co-op overall place significantly higher importance on hydro power. Females give higher ratings than males for solar power while males give higher ratings for nuclear power. Those paying higher electric bills give higher ratings for wind while those paying lower electric bills give higher ratings for hydro.

Importance of Power Sources
Mean Ratings by Method



Mean Ratings by Year

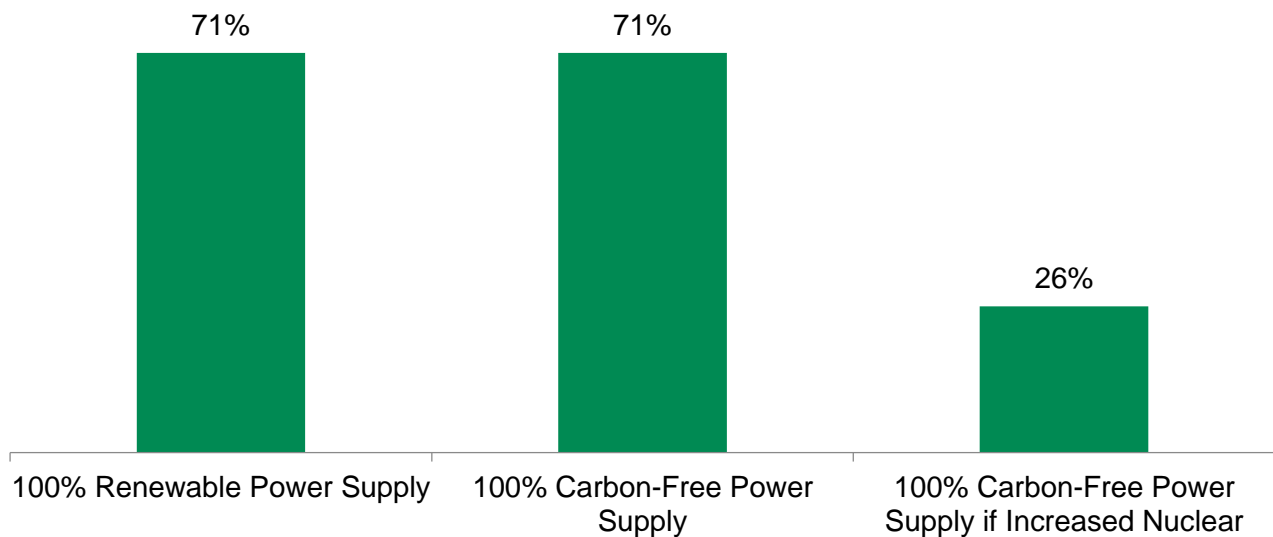


Fully seven in ten members say they would recommend VEC move towards a power supply that is 100% renewable, even if it raised their rates an additional 2%.

Likewise, seven in ten members say they would recommend VEC move towards a power supply that is 100% carbon-free, even if it cost ratepayers up to 1% more. However, support for a 100% carbon-free power supply falls greatly if that goal had to be achieved by increasing the percent of nuclear energy.

There are very few differences between member segments in the support for these ideas. The one standout is that males are significantly more likely than females to recommend moving to 100% carbon-free, even if that means increasing the amount of nuclear energy. While this may seem surprising, given that males give significantly higher importance ratings for VEC providing green power that includes nuclear energy sources, it makes sense. However, even among males, recommendations of going carbon-free falls from 69% to 34% when going carbon-free means increased nuclear.

Even With Increased Rates, Would Recommend VEC Moving Forward With:



Products and Services

Just eight members indicate they currently own or lease a plug-in electric vehicle. One-quarter say they are very (6%) or somewhat (19%) likely to purchase or lease an electric vehicle in the next 5 years.

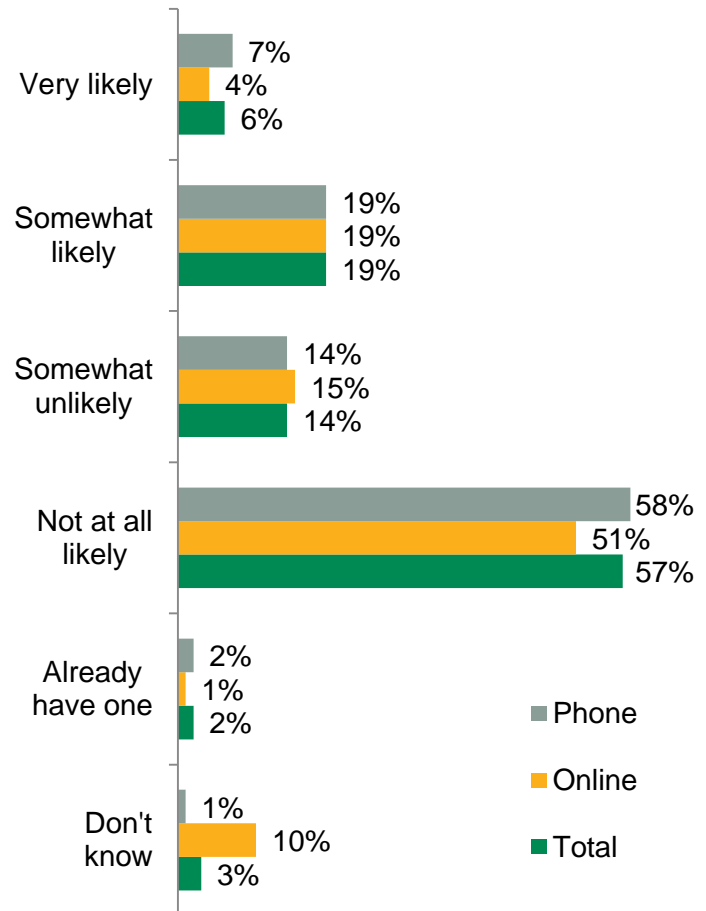
Members between the ages of 55 and 64 are most likely to say they are likely to own/lease an electric vehicle in the next 5 years, significantly more likely than those 65 or older. Homeowners are also significantly more likely than renters to own/lease an electric vehicle.

Not surprisingly, the cost of an electric vehicle is mentioned most often as the biggest obstacle to purchasing/leasing one. Other obstacles mentioned include no need or interest for one, the range of the battery, and lack of public charging.

Most of the respondents do not know or did not have a response for what VEC should do to help more members transition to driving an electric vehicle. Of those able to provide an answer, having more charging stations or locating stations, education, cheaper electric rates, and incentives – for either home charging or purchasing the vehicle – are mentioned most often. One-tenth say that the co-op should not do anything.

A listing of responses can be found in Appendix B.

Likelihood of Owning/Leasing Plug-In Electric Vehicle in Next 5 Years

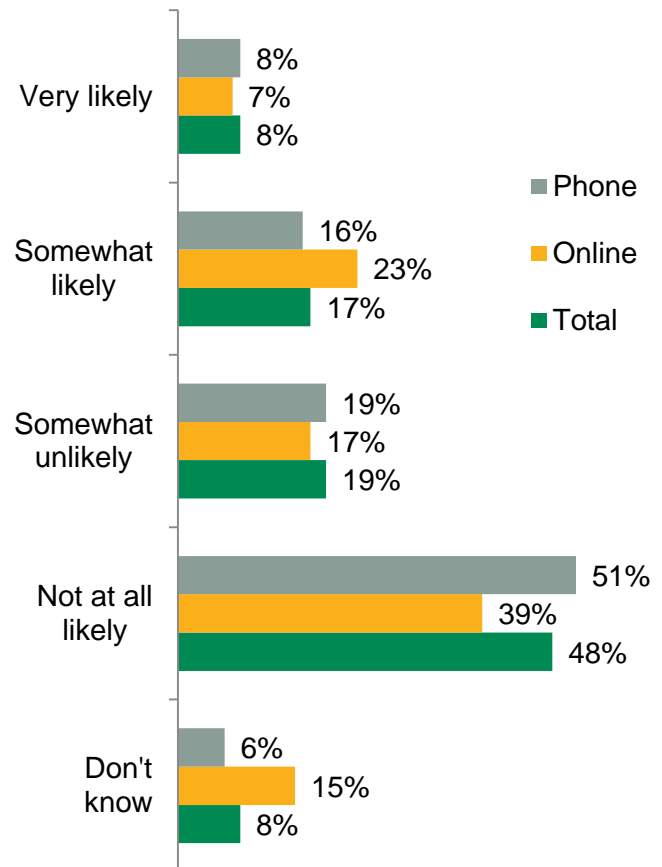


Twenty-five respondents say they use a cold climate heat pump. Six use it for heating, two use it for cooling, and 17 use it for both heating and cooling. Nearly all say they would recommend a cold climate heat pump to someone else.

Similar to the purchase or lease of a plug-in electric vehicle, one-quarter say they are very (8%) or somewhat (17%) likely to purchase or lease on-site back up battery storage for their home in the next 5 years.

Members younger than 45 are significantly more likely than those 65 or older to say they are likely to purchase on-site back up battery storage.

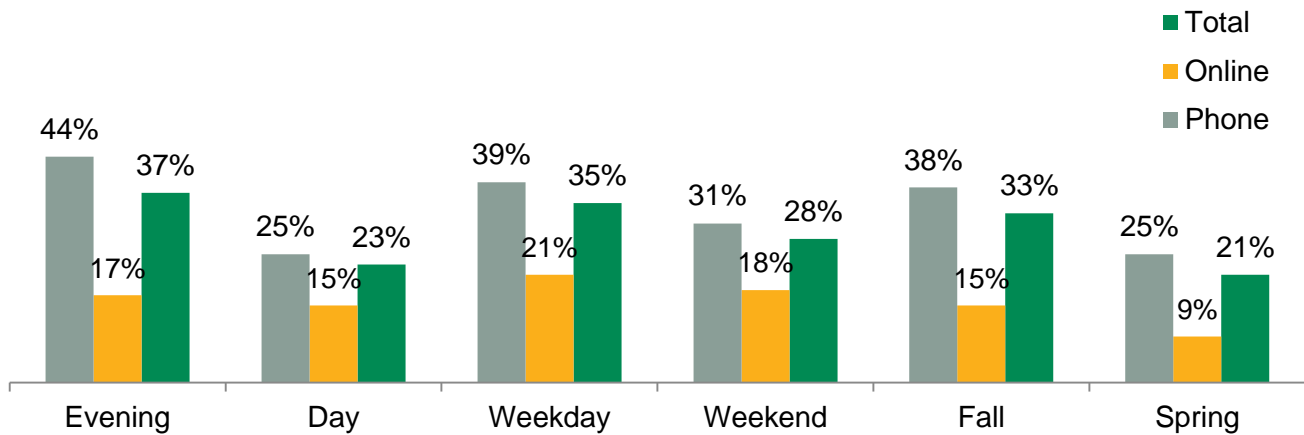
Likelihood of Owning/Leasing On-Site Back Up Battery Storage For Home in Next 5 Years



Annual Meeting

Members prefer the annual meeting to be held in the evening on a weekday in the fall. However, as can be seen in the graph below, none of these options are preferred by a majority of respondents. It is interesting to note that online respondents are significantly less likely than phone respondents to have a preference between these choices.

Preferences For When To Hold Annual Meeting



There are few significant differences between member segments on when they prefer to have the annual meeting held:

- Members 65 or older are more likely to prefer the daytime. While all of the age groups under 65 are significantly more likely than older members to prefer the evening, those under 45 are significantly more likely to prefer the evening than all of the older age groups.
- Longer-tenured members and retired members are more likely to prefer the daytime while their counterparts prefer evening.
- Males are more likely than females to prefer a weekend meeting while females are more likely to not have a preference or be unsure what their preference is.

The majority of members either do not know what would make it more likely that they would attend the annual meeting or did not give a response. Among those able to give an answer, location and the meeting agenda/topics discussed are mentioned most frequently. Approximately one-tenth indicate that “nothing” would make them more likely to attend.

Member Demographics and Segmentation

Two-thirds of VEC's members are age 55 or older, half live with one other person and 19% live alone, about the same proportion is retired (43%) as is employed full-time (44%), and the vast majority own their own home. Respondents in 2019 are demographically similar to those in recent studies.

Overall satisfaction increases as age increases. Differences are significant between those who are under 45 and those who are 45 or older. Retired members are also significantly more satisfied than are those who are currently employed.

These segments also give higher ratings on the service performance attributes, although not all of the differences are statistically significant.

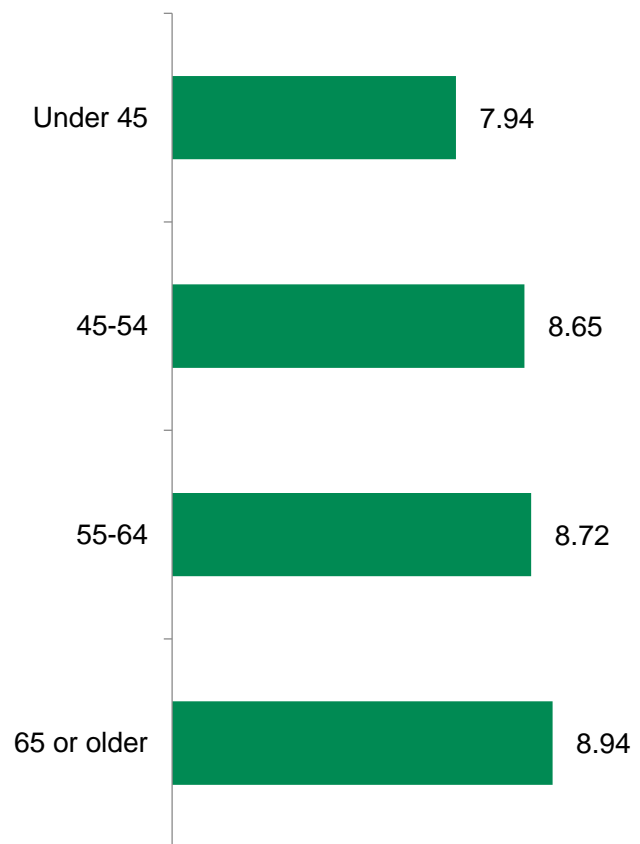
In addition to giving higher satisfaction and attribute ratings, older members are significantly more likely than younger members to:

- Use a cold climate heat pump
- Prefer the annual meeting be held during the day

Conversely, younger members are significantly more likely to:

- Recommend that VEC move towards a 100% carbon-free power supply, even if this is achieved by increasing the proportion of nuclear energy
- Be likely to own or lease a plug-in electric vehicle in the next 5 years (comparing 55-64 year olds and 65 or older)
- Be likely to own or lease on-site back up battery storage for their home (comparing those under 45 and 65 or older)
- Prefer the annual meeting be held in the evening

Mean Ratings by Age



Members in Districts 1, 2, and 7 give the highest satisfaction ratings (9.01, 9.00, and 8.98, respectively), significantly higher than those in District 5 (8.02).

Significant differences in the performance attributes ratings are shown in the table below. In general, those in Districts 2 and 6 consistently give the highest ratings while those in Districts 4 and 5 consistently give the lowest ratings.

Significant Differences in Performance Attributes By District	Highest Ratings	Lowest Ratings
Overall customer service provided	2, 6	5
Delivering good value for the money	1, 2, 6	4, 7
Resolving any issues or problems	2, 6, 7	4
Having professional employees	2	4
Demonstrating concern for customers' best interests	2	4
Communicating, keeping members informed	6	3, 4
Operating with concern for the environment	6	4, 5
The speed and efficiency of responding to customers	2, 6	4, 5
Courtesy, understanding, helpfulness of employees	2, 6	4
Keeping blinks, momentary outages to a minimum	2	3, 4, 5
Keeping number of longer outages to a minimum	1, 2, 6	3, 4, 5
Reliability of service, frequency of interruptions	2	3, 4, 5
Restoration of power after an outage	1, 2	3, 4, 5
Keeping members informed on the status of outages	2	4, 5, 7
Providing consistent voltage without surges, brownouts	2	3, 4, 5, 6, 7
Charging reasonable rates	1	4, 7
The monthly service fees	1, 2, 6	4
Providing accurate, easy to understand bills	1, 2, 6, 7	5
Having convenient payment options	6	3, 4, 7
Helping members keep bills as low as possible	2	4
The accuracy of meter reading and billing	1	4
Helping members to be more efficient in their use of electricity	2	3, 4, 5

Those in District 3 are most likely to have contacted VEC in the past year, significantly more likely than those in District 7.

Other Significant Differences By District	Most Likely	Least Likely
Contacted co-op in past year	3	7
Evaluation of contact	2	4
Wind power important	5	2, 3
Hydro power important	2, 7	5
Bio-mass power important	1	6
Natural gas power important	1, 2, 7	5
Recommend VEC move towards 100% renewable energy	5	1, 3, 4, 6
Recommend VEC move towards 100% carbon-free	2, 5	1, 3, 4
Own/lease plug-in electric vehicle in next 5 years	7	1, 2, 3, 6
Own/lease on-site back up battery storage for home in next 5 yrs	4, 5, 6, 7	2
Prefer daytime annual meeting	7	3
Prefer evening annual meeting	2	1, 7
Prefer annual meeting in spring	2	7
65 or older	1	3, 4, 5
Live alone	1, 2, 3, 5, 6	7
Work full-time	4	1
Electric bill \$100 or less	2	3, 4, 5, 6
Own home	4	2, 3, 6
Rent home	2	1, 5, 6, 7

Verbatim Comments

At the conclusion of the survey, members were given the opportunity to share any comments, concerns, or questions they had. Forty-eight 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
Operations/Engineering	65	46	16	3
Overall Satisfaction	59	55	0	1
Renewable Energy	28			
Rates/Fees	23	3	20	0
Member Service/Communications	17	12	5	0
Billing/Finance	14	3	6	5
Management/Board	12	5	2	5
Newsletter/Electronic Media	8	6	1	1
Co-op Membership/Member Identity	8	4	1	3
Energy Efficiency/Efficiency Vermont	6	1	3	2
Heat Pump	3	0	0	3
Additional Services	2	0	1	1