

2021 Member Satisfaction Study

Vermont Electric Cooperative

PREPARED BY:

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Executive Summary

Following are the top-line findings based on the results of an online survey of 1,038 residential and non-residential members of Vermont Electric Cooperative conducted in June of 2021:

- Overall satisfaction with Vermont Electric is very good, with an overall mean rating of 8.72. This has not changed significantly from the 2019 study and is significantly higher than in 2014, 2015, and 2017. However, it does remain lower than the Co-op Norms mean rating of 8.91.
- The mean ratings for 19 of the 23 service attributes are evaluated above 4.00 on a 5-point scale, which is considered “good”. Thirteen attributes receive mean ratings near or above 4.50, the “excellent” threshold. VEC receives the highest ratings for *having professional employees*, *providing consistent voltage*, and *customer service*. Compared to the 2019 study, five attributes have increased significantly and three have decreased.
- **Member Service** is the strongest key driver of overall satisfaction. This means that increases/decreases in the ratings for the attributes included in this area should cause a corresponding increase/decrease in overall satisfaction ratings. This area contains nine attributes and all are evaluated well above 4.0, including the highest rated attribute in the study.
- The second-strongest key driver of satisfaction is **Electric Cost**. Not surprisingly, this is the driver that contains the lowest rated attributes in the study. Although this is typical in studies of this type, with mean ratings below 4.0 and three of the four attributes having decreased significantly from the 2019 study, this may be cause for concern. However, member evaluations for *the value they feel they receive for the money* are positive with a mean rating of 4.12.
- **Electric Service** is the next driver of satisfaction and is another area that is evaluated very well, with mean ratings for the six attributes close to or above 4.50. Additionally, five of the six attributes have increased significantly since the 2019 study. Members indicate that the impact of longer power outages (3 to 4 hours) have the most serious impact, while outages lasting 5 to 10 minutes have the least impact.
- The final key driver of satisfaction is **Payments and Bills**. While the three attributes in this area do not have a strong impact on overall satisfaction, they are all evaluated well above 4.0.
- Members continue to feel that providing electricity from solar and hydro power is important. The importance of providing power from nuclear energy is significantly higher than in 2018 and 2019 while the importance of hydro, bio-mass, and natural gas have decreased from most or all of the studies between 2014 and 2018.
- Providing low cost energy is more important than receiving power from renewable energy and carbon free energy generated locally or in-state. However, receiving power from renewable energy and carbon free energy generated locally is more important than that generated in-state.
- Nine percent of the members sponsor solar panels in VEC’s Co-op Community Solar program. Although this is a significant decrease from 2019, the decrease is due to more people saying they don’t know if they sponsor panels or did not answer the question, not to people saying they do not sponsor panels.

- The proportion of members who currently own or lease an electric vehicle has increased significantly from the 2019 study, as has the likelihood of purchasing or leasing an EV in the next 5 years. The 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 has also increased significantly.
- Newsletter readership is consistent with recent studies but has significantly decreased from the studies between 2014 and 2016. Most members receive their newsletter in print format.
- Most members receive their electric bills digitally and almost half say they always or usually read the inserts that come with the bill.
- The majority of members prefer information from VEC via email and most would like information on a monthly basis.
- If VEC would decide to ask members to make an appointment to meet with VEC office staff in-person, most members say this would not be a big issue.
- Two-thirds of members use social media, most often Facebook. Facebook is also the social media members use most.
- Eight in ten say they use VEC's SmartHub online tool.
- More than four in ten view themselves as a member of the co-op, rather than just a customer. Although this is consistent with previous studies, it is lower than the Co-op Norms. More than half are aware they may receive a member capital allocation which has increased significantly since 2018.

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, likelihood of purchasing/leasing a plug-in electric vehicle in the next 5 years, newsletter and bill insert readership, and communication preferences.
- **Member Demographics:** Provide demographics of the residential member base and identify differences in attitudes between demographic groups.

Methodology

Data were collected through online surveying. This is the first year that VEC's survey was conducted entirely online.

An e-mail invitation was sent on June 7 to a random sample of 6,684 members for whom VEC has an e-mail address, with 177 returned as being undeliverable. The survey was closed on June 14 with a total of 1,038 surveys completed online, resulting in a response rate of 16%. The online survey respondents are weighted by district and connect date to match the overall distribution of the co-op.

The margin of error at the 95% confidence level for the entire sample is plus or minus 3.0 percentage points. This means that a result of 50% in the survey may range between 47% and 53% 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 16 studies conducted between 2003 and 2019. The results of tracking surveys provide value by demonstrating when results remain consistent and indicating where there has been significant change over time. Comparisons to previous studies are primarily focused on the studies since 2014, the first year an online component was introduced in the methodology. Due to the co-op's desire to move to a combined survey including both residential and non-residential members, data from previous surveys have combined data from the residential and non-residential studies. Because of this, it is important to remember that results from previous surveys in this report will not be the same as presented in those reports.

Additionally, because phone respondents typically give higher ratings than do online respondents on 5- and 10-point scale questions, it would not be unusual for ratings to decrease this year with the all-online methodology.

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

- After not raising rates for 5 years, a rate increase of 3.29% was implemented in 2020.
- VEC has committed to 100% carbon-free energy in 2023.
- The co-op has also committed up to \$3 million over the next 3 years to support and accelerate broadband deployment.
- As with many utilities across the country, VEC saw their commercial sales decrease in 2020 during the COVID-19 pandemic. While this was slightly offset by a rise in residential sales, there were also more delinquencies with non-payments.

Comparisons are also made to results from similar studies conducted by 70 co-ops among more than 85,000 residential members across the nation between January 2018 and December 2020. 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 residential online respondents only.

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.

To provide additional points for analysis, demographic information was purchased from Acxiom Corporation for each household served (residential members only). For those households that matched

by surname and address, a basic package of demographic data was appended to the file. The data elements are listed below:

- Adult Age Ranges Present in Household
- Number of Children in Household
- Children Age Ranges in Household
- Marital Status in the Household
- Number of Adults in Household
- Household Size
- Education
- Homeowner/Renter
- Length of Residence
- Estimated Household Income

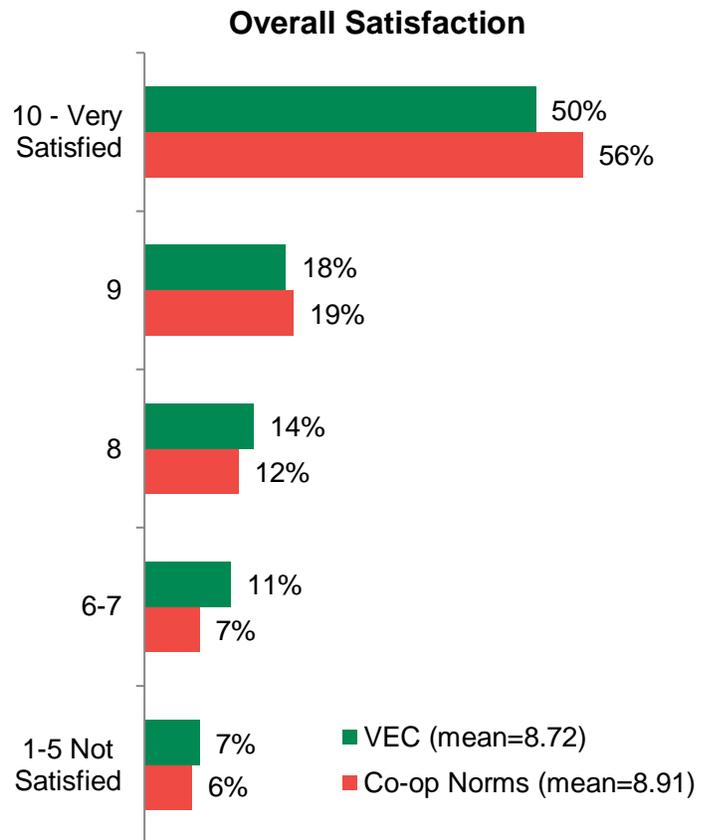
Key Findings

Overall Satisfaction

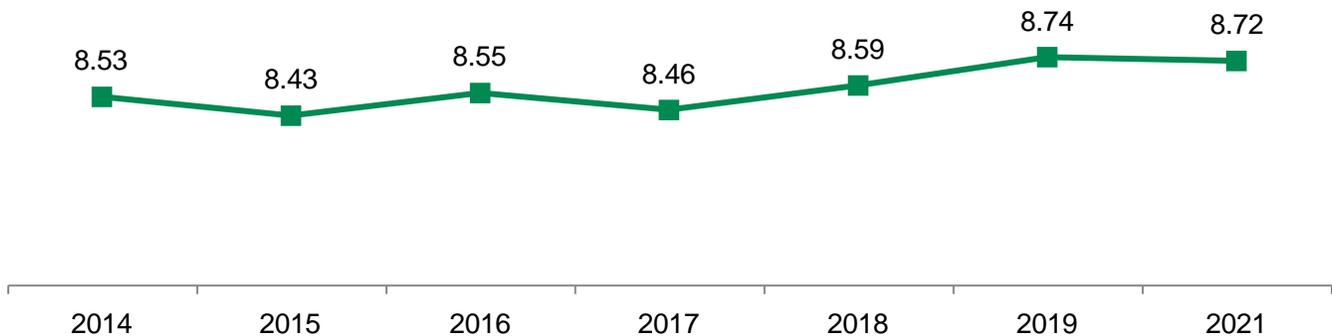
Overall satisfaction among Vermont Electric’s members continues to be very good. The mean overall satisfaction rating is 8.72 and 68% give a top rating of “9” or “10”.

Although this is lower than the Co-op Norms, it has not changed significantly from the 2019 study and is significantly higher than in the 2014, 2015, and 2017 studies.

Older members (55 or older), those living alone or with one other person, those paying lower monthly electric bills, retired members, and more affluent members are significantly more satisfied than are their individual counterparts.



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 19 of the attributes measured, the mean ratings are above 4.00, a “good” rating on a 5-point scale.

Additionally, mean ratings for 13 attributes are approximately 4.50 or higher which is considered excellent. These are:

- Having professional employees (4.63)
- Providing consistent voltage without surges or brownouts (4.62)
- The overall customer service provided (4.61)
- The courtesy, understanding, helpfulness of employees to members’ inquiries or problems (4.59)
- The reliability of service and frequency of interruptions (4.56)
- Keeping the number of longer outages to a minimum (4.55)
- Keeping blinks and momentary outages to a minimum (4.54)
- The restoration of power after an outage (4.54)
- Communicating with members and keeping them informed (4.54)
- Having convenient payment options (4.53)
- The speed and efficiency of responding to customers (4.52)
- Resolving any issues or problems (4.50)
- Keeping members informed on the status of outages (4.49)

Conversely, the attributes on which VEC is rated least well are *the monthly service fees* (60% rating “4” or “5”) and *charging reasonable rates* (62%). 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 3.70 and 3.71, respectively, and significantly lower than in 2019, this may be of concern to the co-op.

Performance Quality Trends and Benchmarks

Compared to the 2019 study, five attributes have increased significantly while three decreased. However, almost all of the attributes are significantly higher than in at least one study between 2014 and 2018.

The five attributes that are significantly higher than in 2019 are all related to electric service. They are:

- Keeping blinks and momentary outages to a minimum
- Keeping the number of longer outages to a minimum
- The reliability of service and frequency of interruptions
- The restoration of power after an outage
- Keeping members informed on the status of outages

Conversely, the three attributes that have decreased are all related to cost:

- Charging reasonable rates
- The monthly service fees
- Helping customers keep bills as low as possible

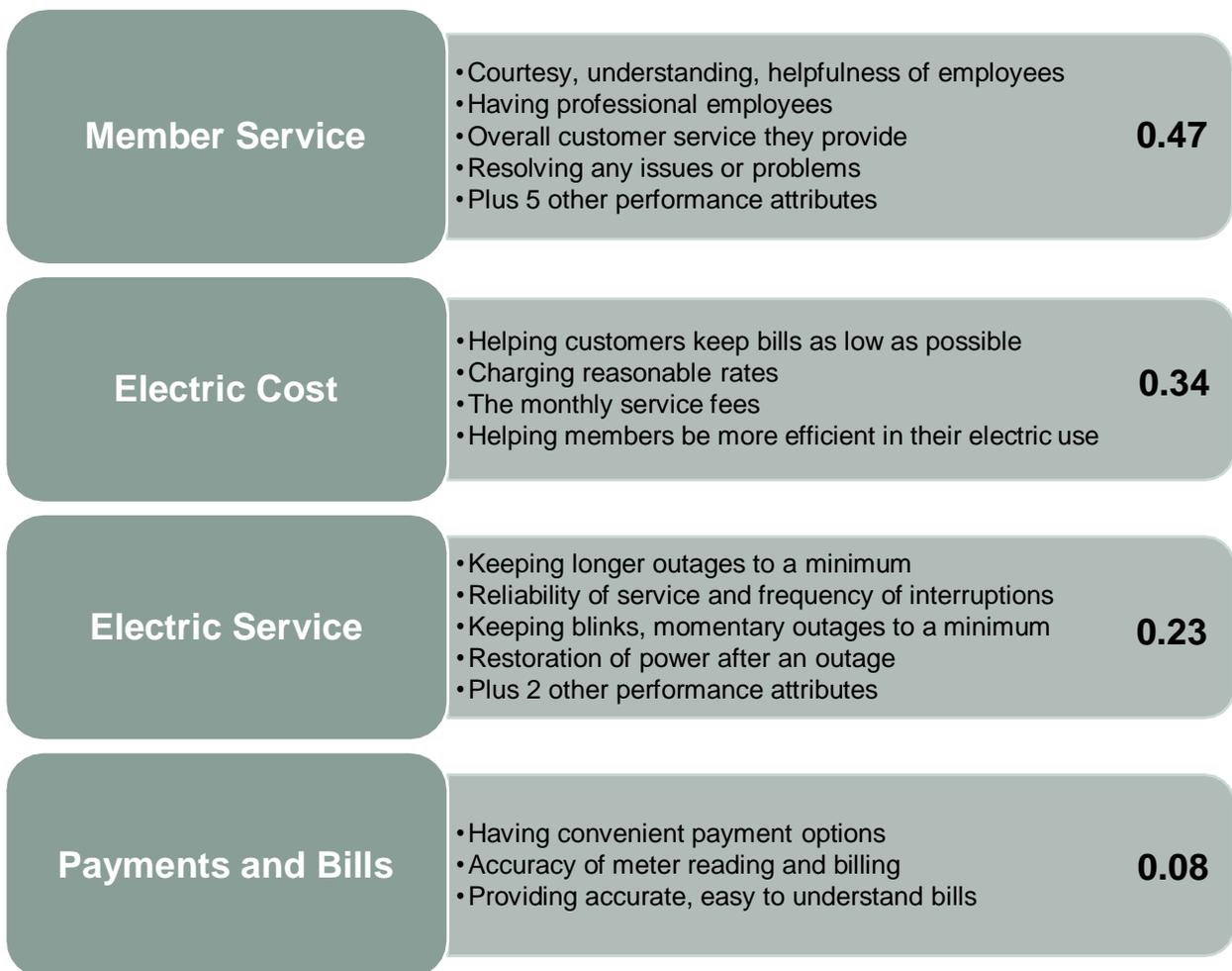
While mean ratings for many of the comparable attributes are similar to the Co-op Norms, there are a number with gaps of 0.10 or greater, both higher and lower than the Co-op Norms:

	VEC Mean	Co-op Norms	Gap
<i>Keeping members informed on the status of outages</i>	4.49	4.19	+0.30
<i>Providing consistent voltage</i>	4.62	4.50	+0.12
<i>Supporting the local community</i>	4.42	4.55	-0.13
<i>Delivering good value for the money</i>	4.12	4.26	-0.14
<i>Helping members to be more efficient in their electric use</i>	3.90	4.11	-0.21
<i>Charging reasonable rates</i>	3.71	3.93	-0.22

Prioritizing Improvement and Maintenance Efforts

The key drivers of overall satisfaction among residential members are: Member Service, Electric Cost, Electric Service, and Payments and Bills. 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 *member service* has an importance score of 0.47 and *electric service* has a score of 0.23, we can say that members' perceptions of the member service they receive has twice the impact on overall satisfaction as their perceptions of their electric service. More information on how the factors were formed and importance scores derived can be found in Appendix B.



Overall Satisfaction

Member Service

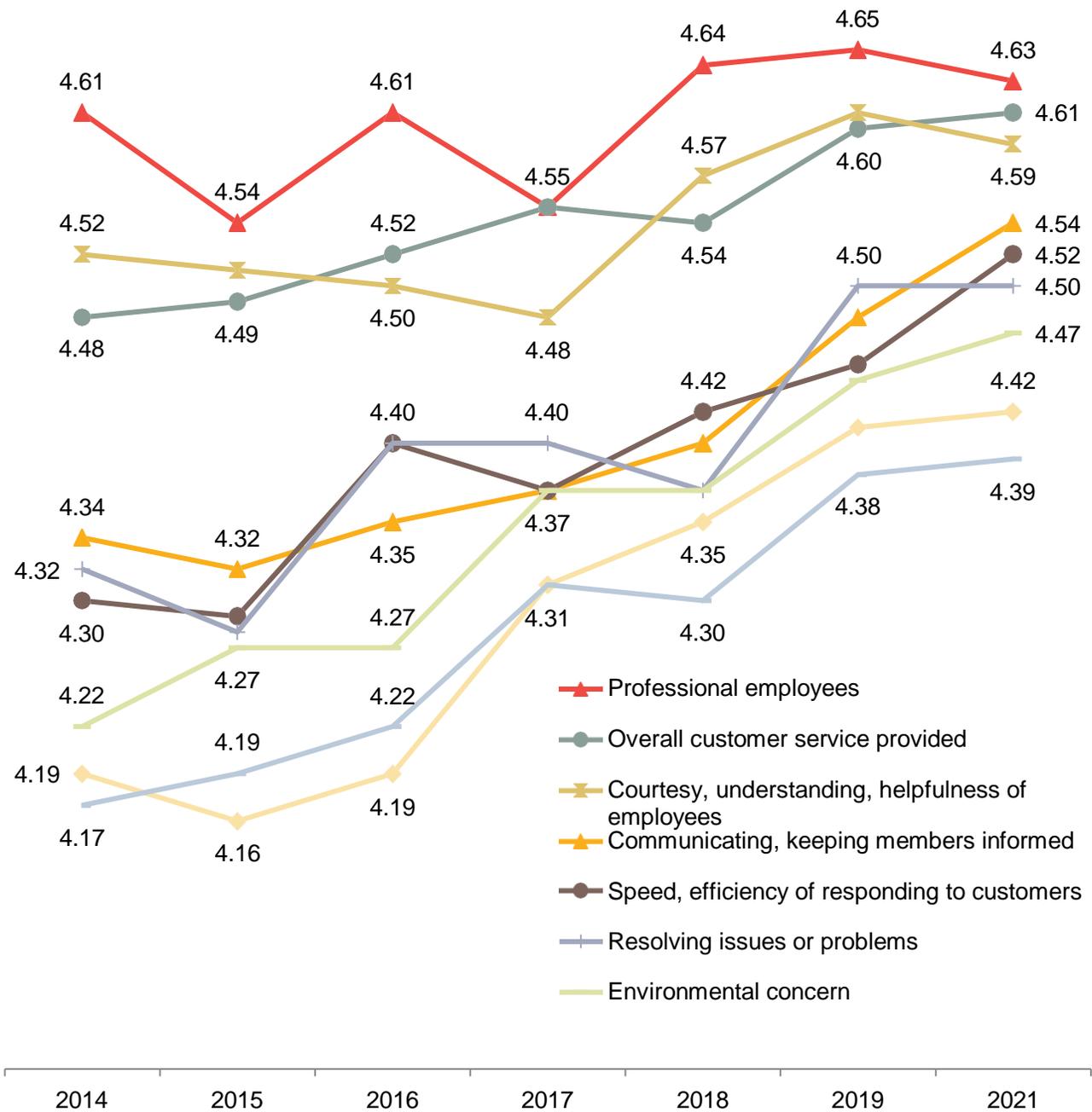
The strongest key driver of overall satisfaction is **Member Service**. The nine attributes that make up this driver are evaluated well above the “good” threshold of 4.0, including the highest rated attribute in the study – *having professional employees*. Five other attributes in this driver also meet or exceed the excellent threshold.

Most of the comparable attributes are similar to the Co-op Norms with two exceptions. *Communicating with members and keeping them informed* is higher than the Co-op Norms while *supporting the local community* is lower.

All nine attributes are significantly higher than at least one study between 2014 and 2018. Additionally, *resolving issues/problems*, *communicating with members*, and *speed and efficiency of responding to customers* are significantly higher than in all five of those studies. These are graphed on the following page.



Mean Ratings by Year



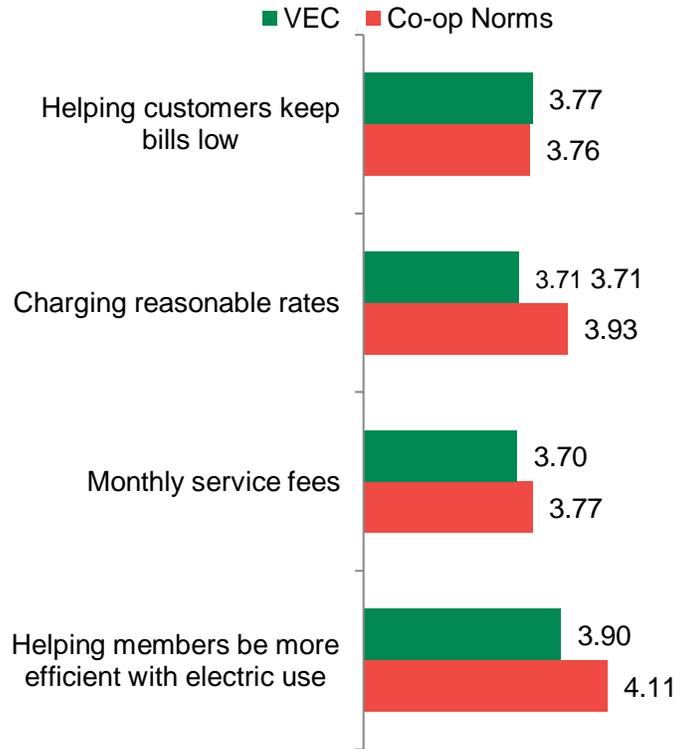
Electric Cost

Electric Cost is the second-strongest key driver of overall satisfaction. This area includes the four attributes in the study whose mean ratings fall below 4.0.

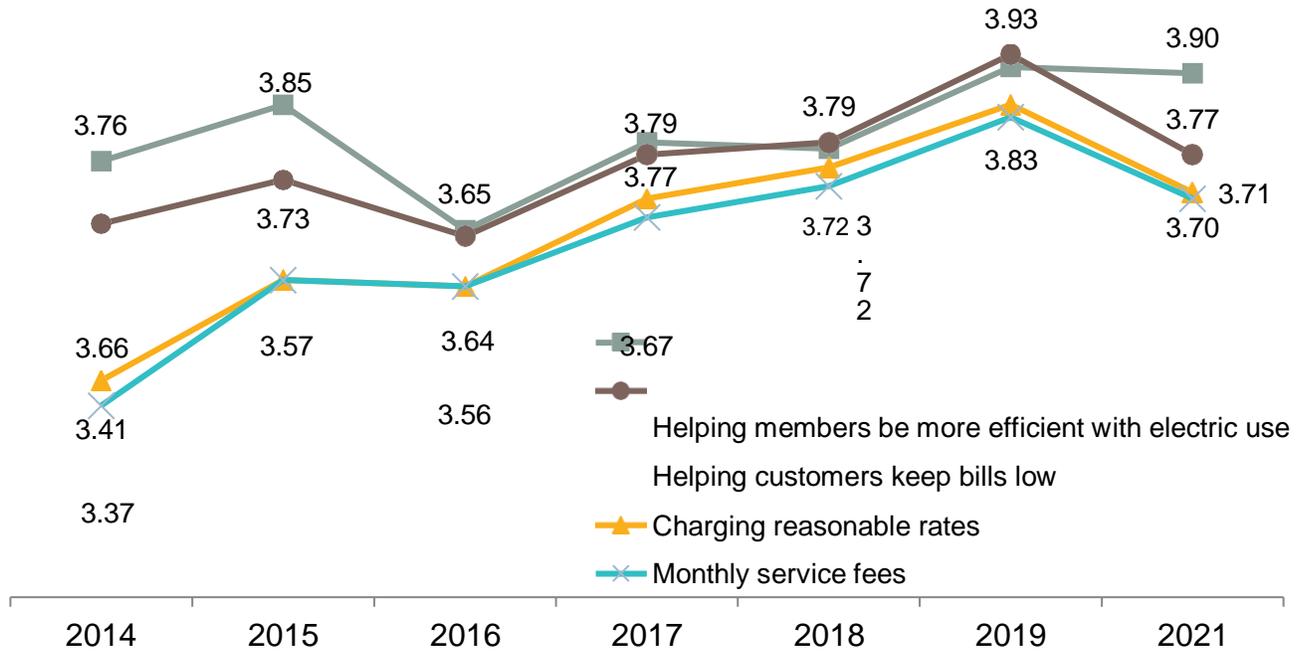
Additionally, three of the four attributes in this area are evaluated significantly lower than in 2019 – *helping customers keep bills low, charging reasonable rates, and the monthly service fees.* However, these three attributes continue to be significantly higher than in most of the studies between 2013 and 2016.

Compared to the Co-op Norms, VEC is evaluated lower for *charging reasonable rates and helping members to be more efficient in their use of electricity.*

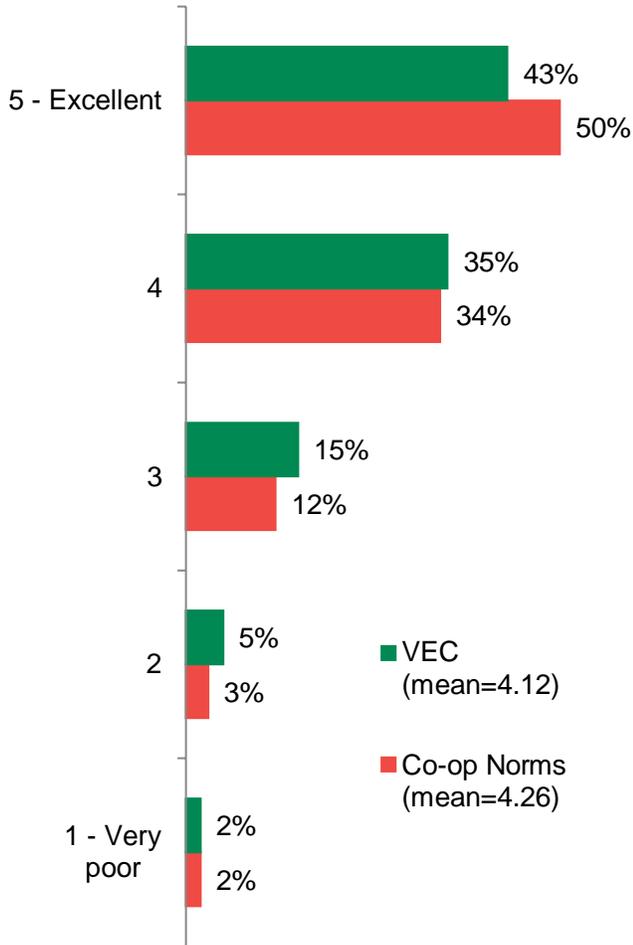
2021 Mean Ratings



Mean Ratings by Year



Value for the Money

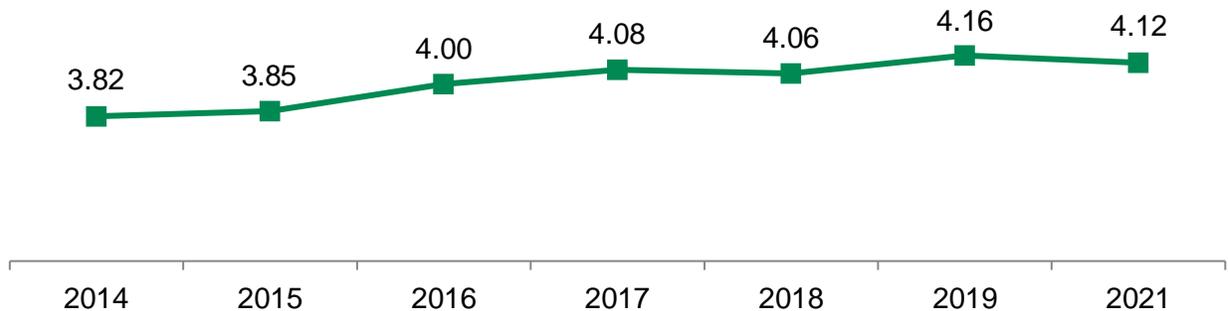


Members evaluate *the value they receive for their money* as good, with a mean rating of 4.12 on a 5-point scale. This is significantly higher than the studies between 2014 and 2016 but lower than the Co-op Norms.

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. Although perceptions of members’ electric cost have the strongest impact on the value members feel they receive, it is not the only factor that enters into the “value equation”.

Key Drivers of Value	
Electric Cost	0.57
Member Service	0.49
Electric Service	0.24
Payments and Bills	0.09

Mean Value Rating By Year

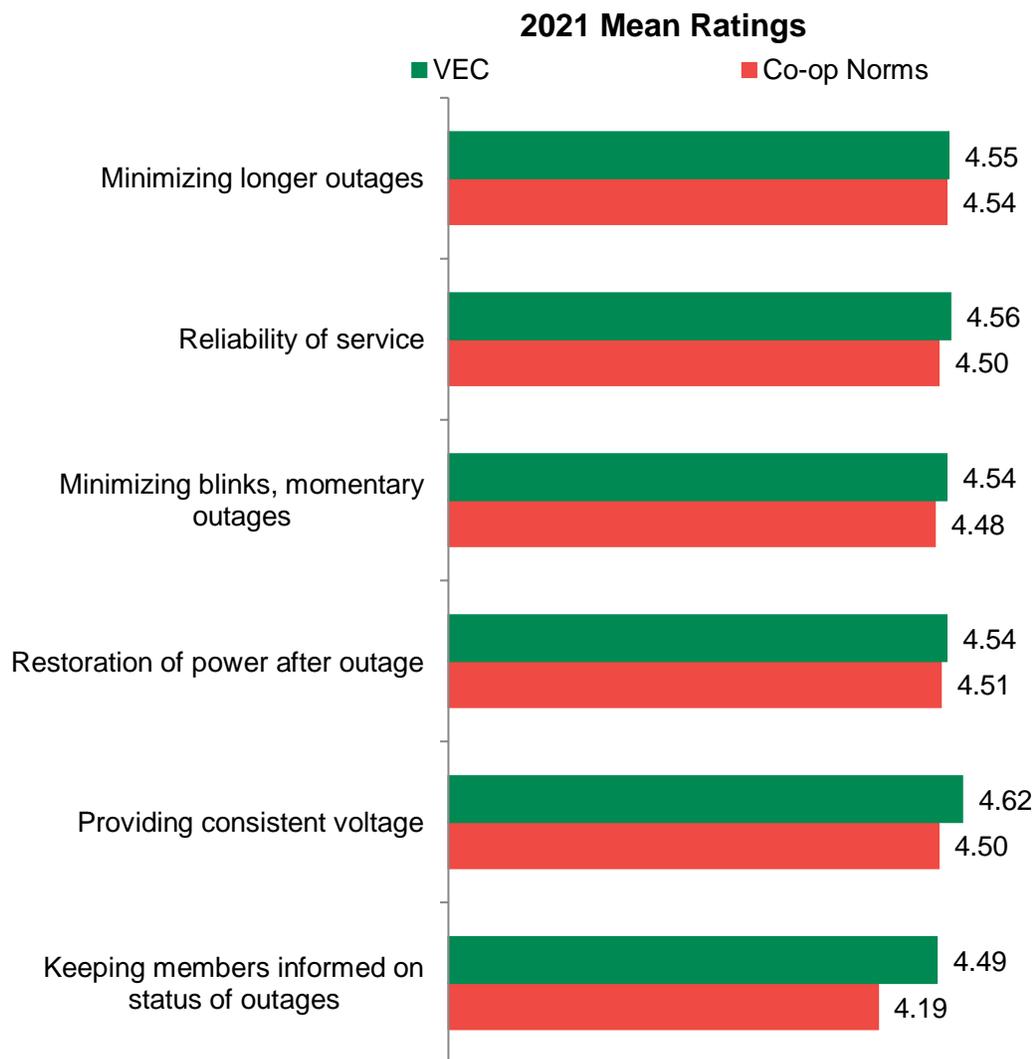


Electric Service

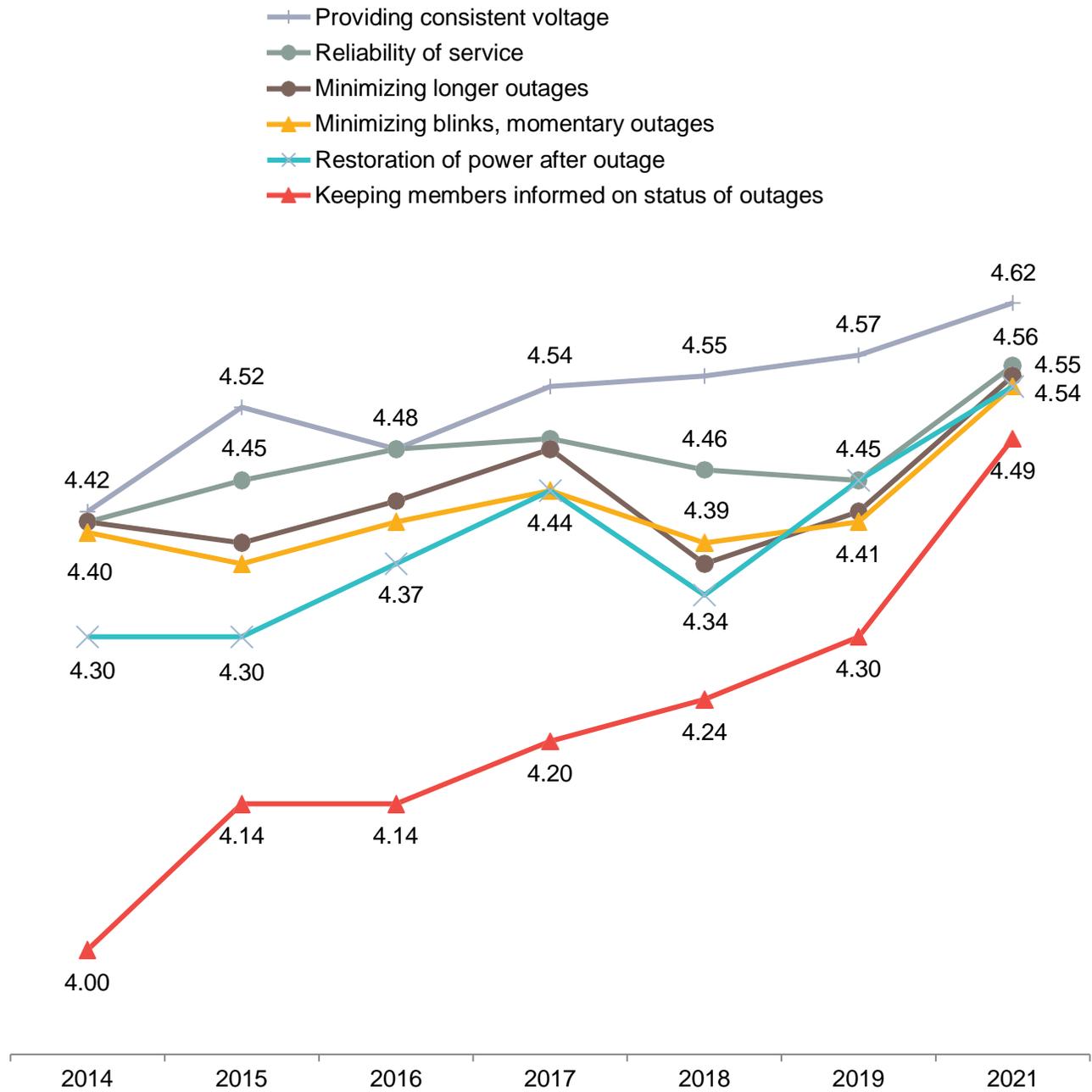
Electric Service is the next key driver of satisfaction. This is an area for which VEC is evaluated as being excellent, with all six attributes included in this driver having mean ratings of approximately 4.50 or higher.

While most of the attributes are very similar to the Co-op Norms, *providing consistent voltage* and *keeping members informed on the status of outages* are evaluated higher among VEC's members.

All six attributes are rated higher than in the studies between 2014 and 2016. Except for *providing consistent voltage*, they are also evaluated higher than in most or all of the studies between 2017 and 2019. Trending is shown on the following page.



Mean Ratings by Year

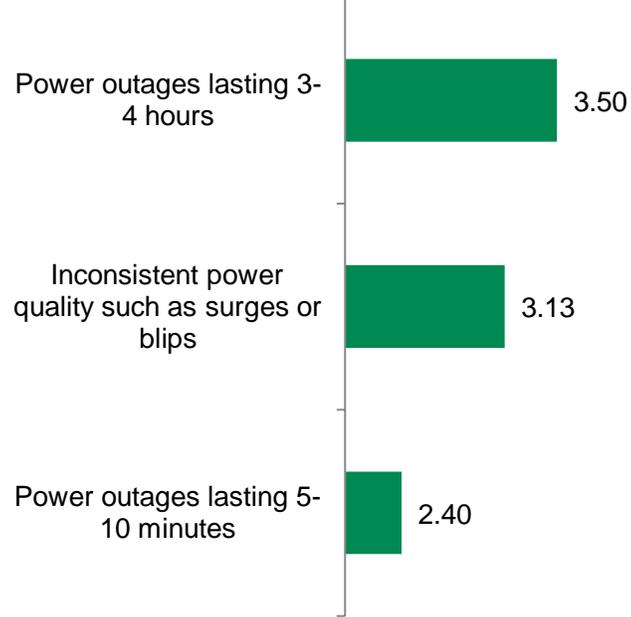


Power outages that last three to four hours is more serious to members than are outages of 5 to 10 minutes and inconsistent power quality.

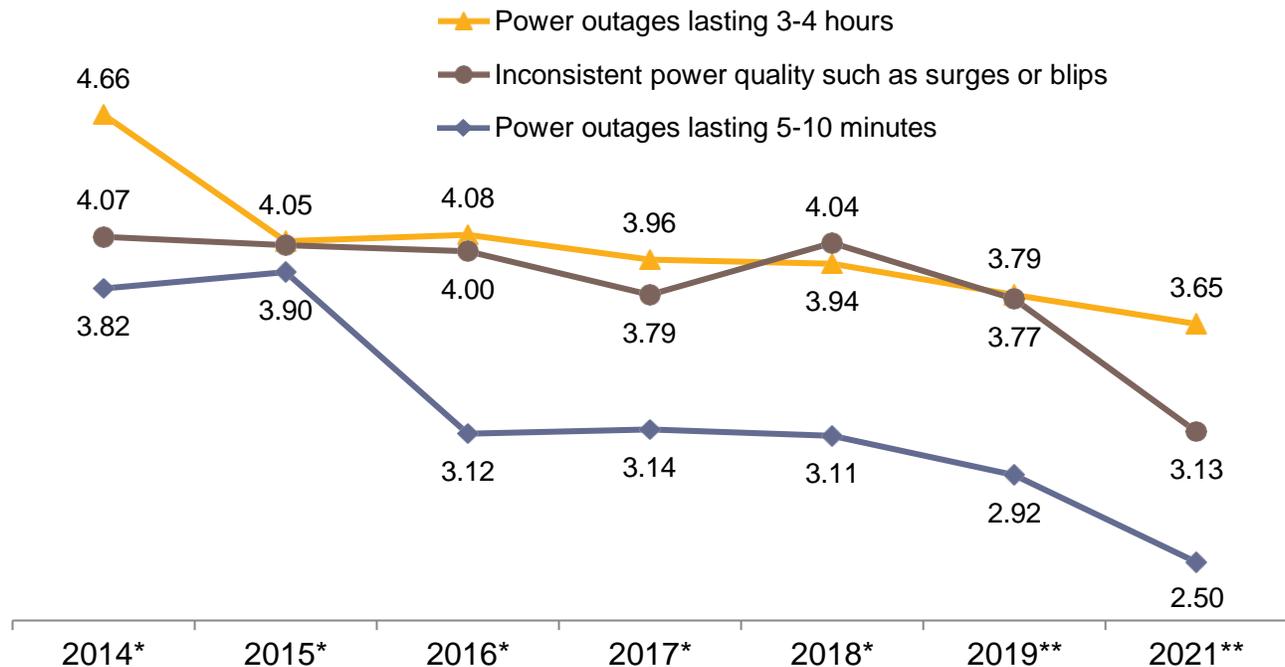
Since in past studies these questions were only asked of non-residential members, the 2021 data points in the trending graph below reflects only the non-residential respondents.

Compared to all prior studies, the impact of poor power quality and outages has decreased.

Impact of Power Quality/Outages
2021 Mean Ratings Graphed



Mean Ratings by Year
Non-Residential Only



*Phone only

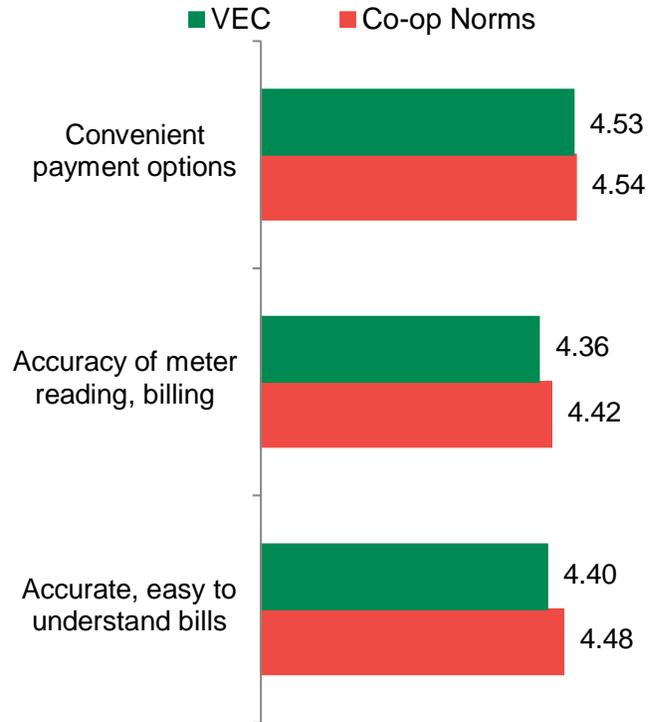
**Phone and online

Payments and Bills

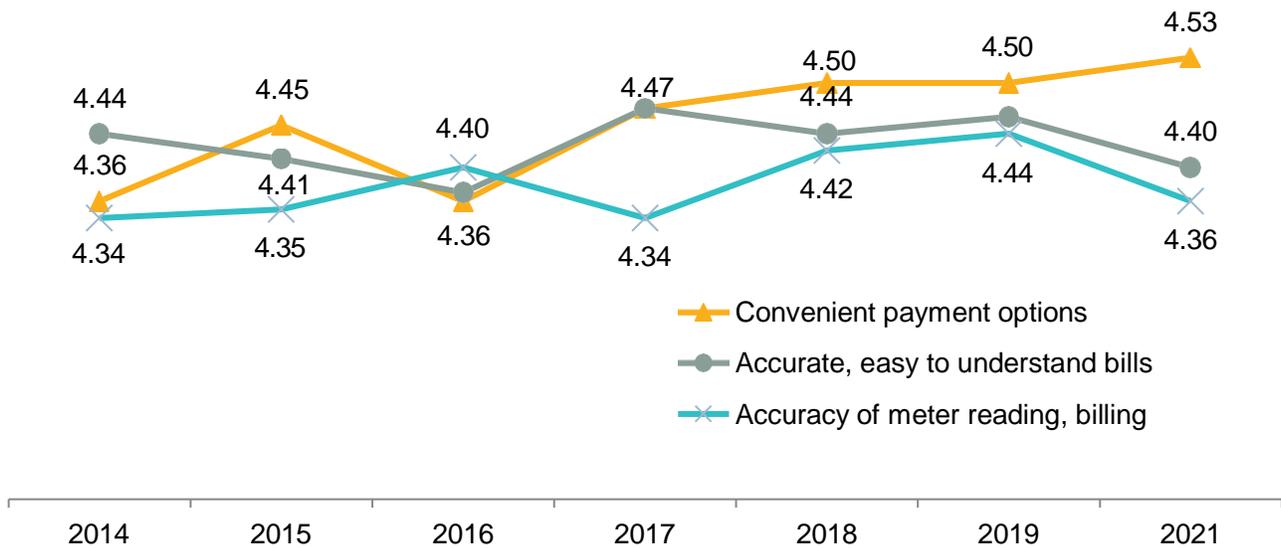
Payments and Bills is the final key driver of overall satisfaction and is another area for which VEC receives very good ratings from its members.

Having convenient payment options is significantly higher than in the 2014 and 2016 studies. All three attributes are similar to the Co-op Norms.

2021 Mean Ratings



Mean Ratings by Year



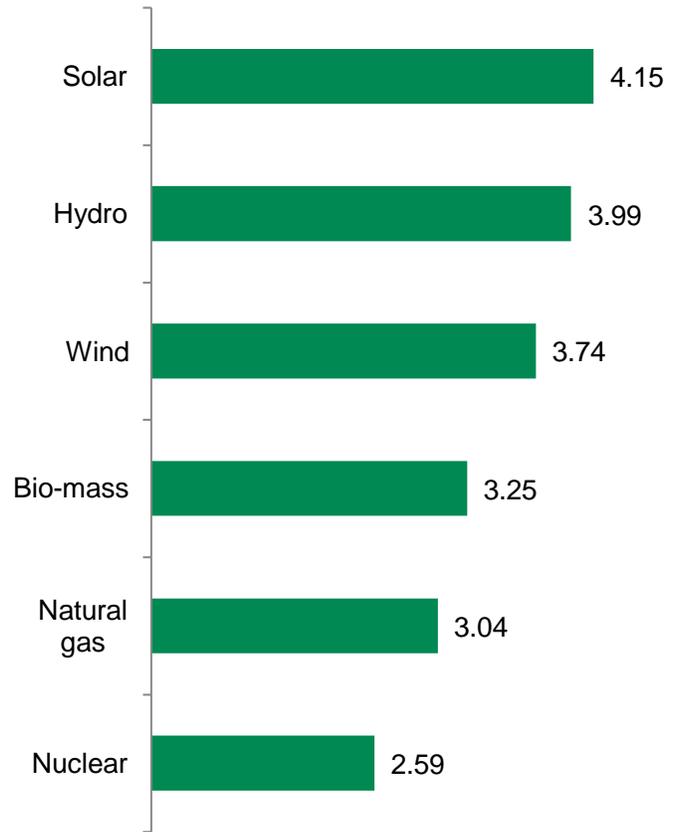
Renewable Energy

Members continue to give the highest ratings for the importance of VEC providing green power from solar and hydro renewable sources.

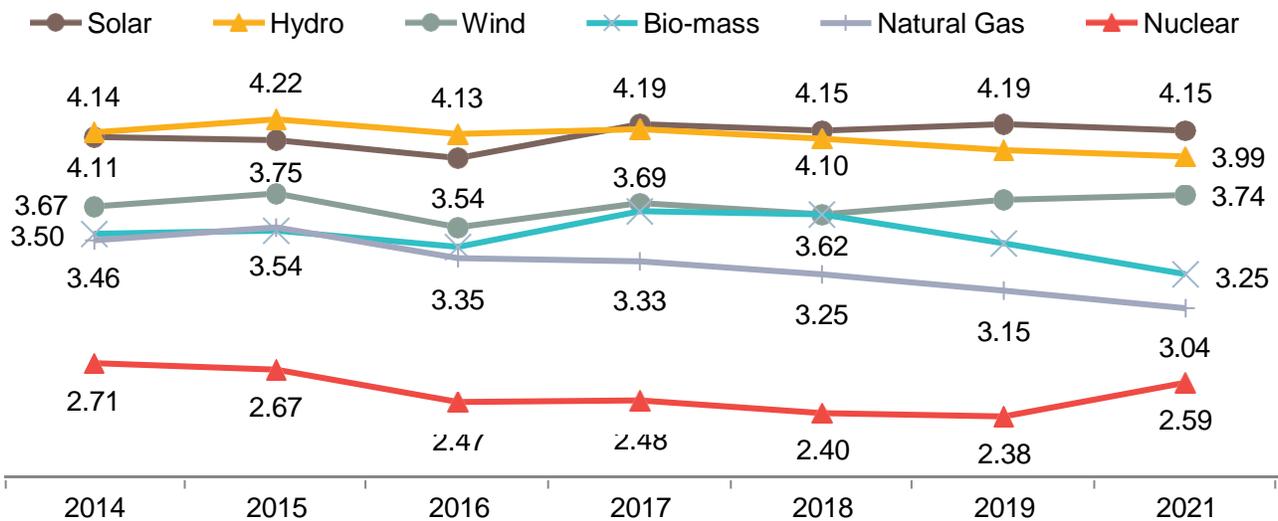
The importance of providing power from nuclear is significantly higher than in 2018 and 2019. Conversely, the importance of providing power from hydro, bio-mass, and natural gas is significantly lower than in most or all of the studies between 2014 and 2018.

Renters place significantly higher importance on wind power. Those who are single give higher ratings for wind and solar power. Those paying lower electric bills give higher ratings for solar. Retired members give higher ratings for hydro, natural gas, and nuclear. Less affluent members tend to give higher ratings for wind and solar while more affluent members tend to give higher ratings for natural gas, although not all of the differences are significant.

Importance of Power Sources
2021 Mean Ratings Graphed



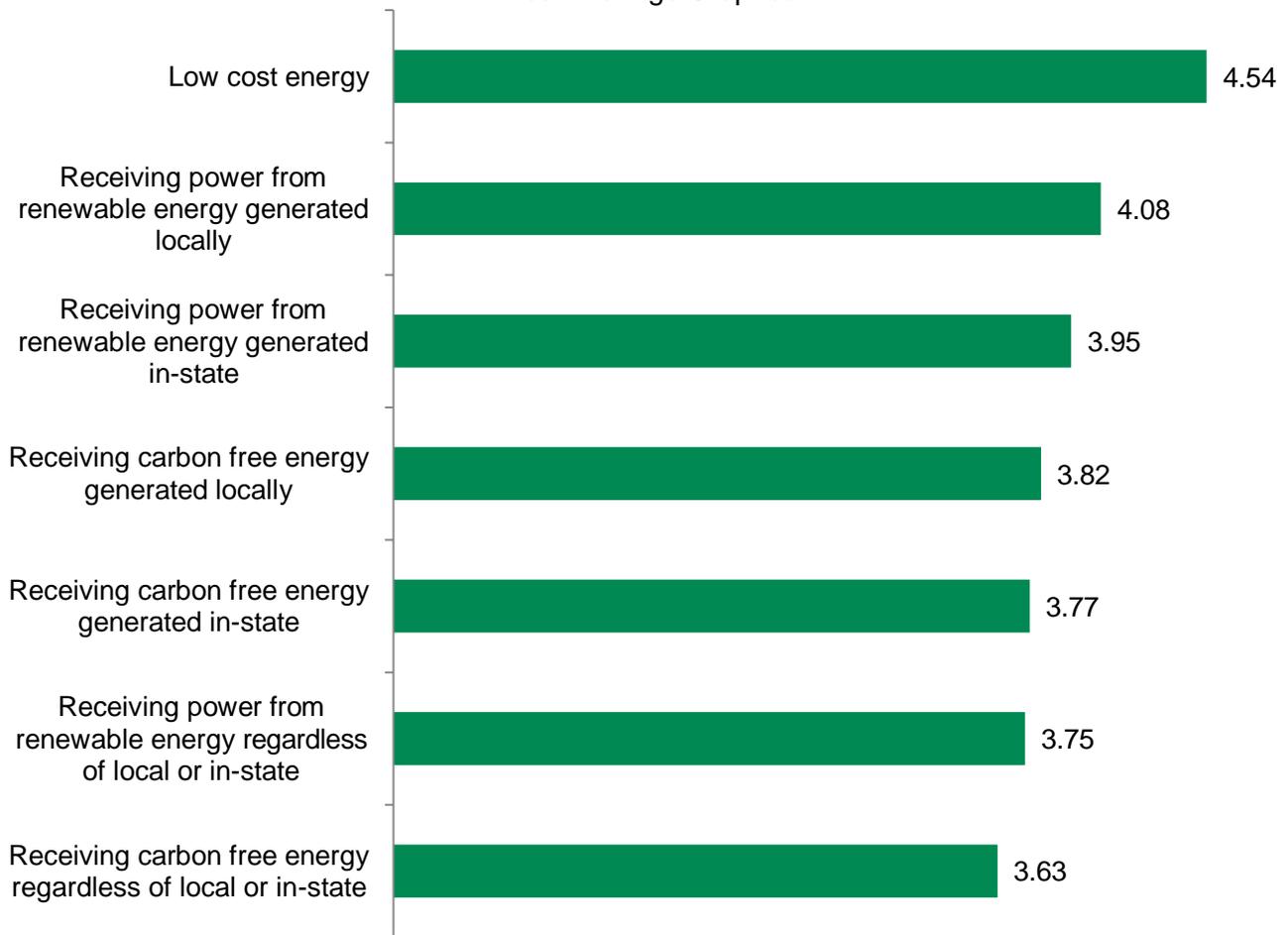
Mean Ratings by Year



It is more important to VEC members to have low cost energy than to receive power from renewable energy and carbon free energy, regardless of where it is generated. However, renewable energy generated locally and carbon free energy generated locally are more important than either generated in-state.

Additionally, receiving power from renewable energy is more important than receiving carbon free energy regardless of where it is generated.

Importance of Cost and Location of Generation Mean Ratings Graphed

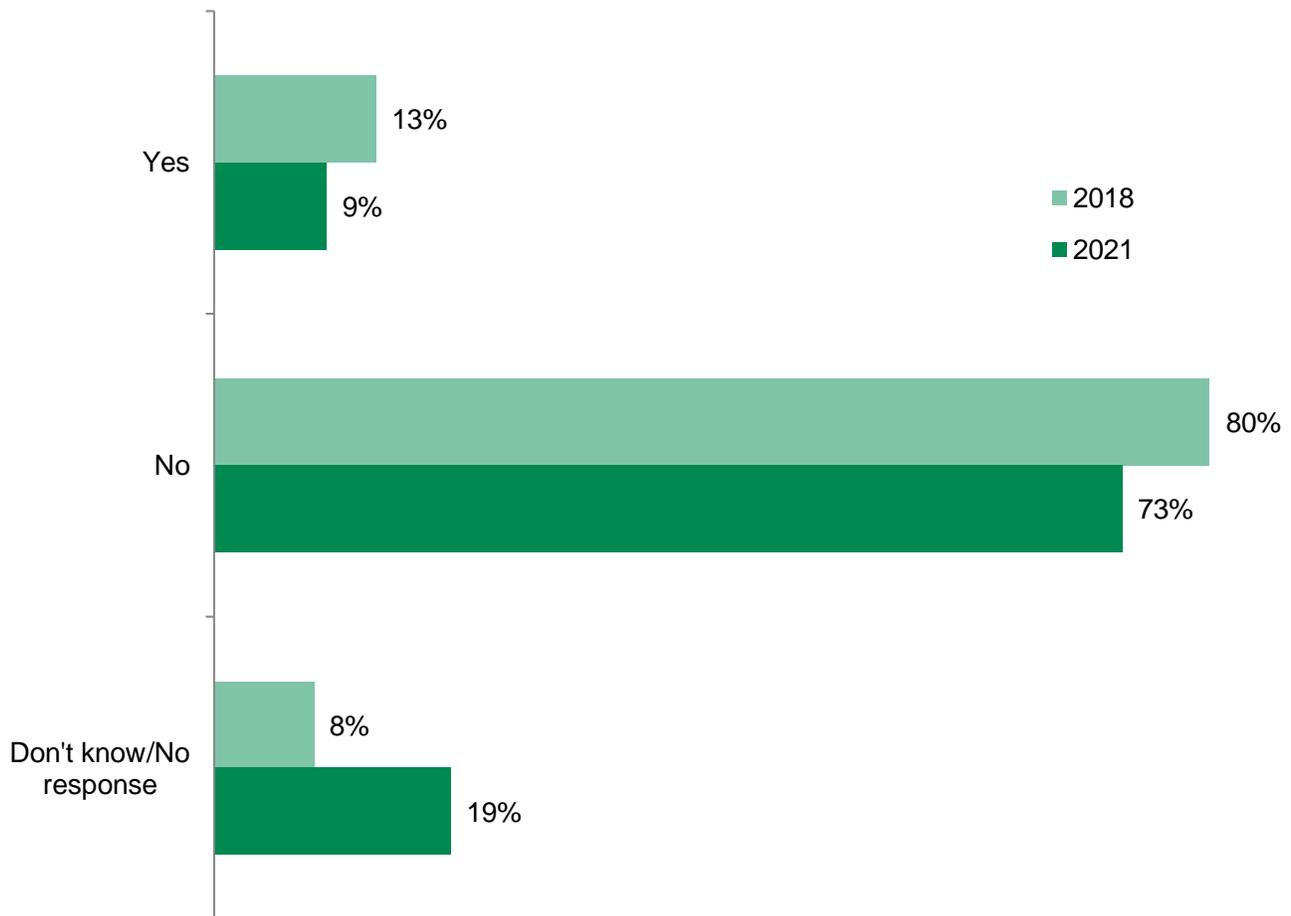


Approximately one in ten members indicate they sponsor solar panels in VEC’s Co-op Community Solar program. Longer-tenured members, older members (65 or older), those living alone or with one other person, and retired members are significantly more likely than their individual counterparts to sponsor solar panels.

Compared to the 2018 study, the proportion of members who say they sponsor solar panels in the community solar program is significantly lower. However, this is due to an increase in members who say they don’t know if they sponsor solar panels rather than an increase in members who do not sponsor solar panels.

Approximately one-third do not know or were not able to name a reason for not sponsoring solar panels. Among those able to provide an answer, the reason given most often is the cost, followed by members not being aware of the program and members who have solar panels at home. A full listing of responses can be found in Appendix C.

Sponsors Solar Panels in VEC’s Co-op Community Solar Program



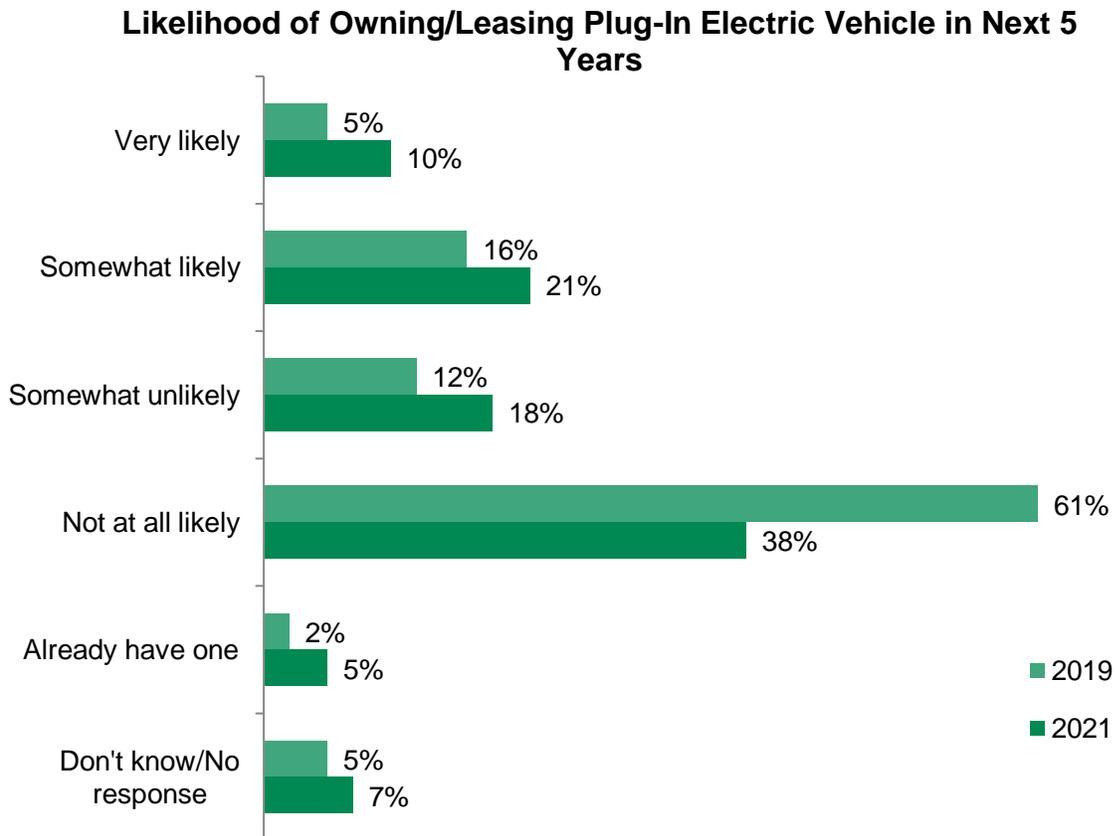
Products and Services

Five percent of the members indicate they currently own or lease a plug-in electric vehicle and three in ten say they are very (10%) or somewhat (21%) likely to purchase or lease an electric vehicle in the next 5 years. The proportion of both current owners and members who are likely to purchase a plug-in electric vehicle in the next 5 years have increased significantly from the 2019 study.

More affluent members are more likely than those who are less affluent to currently own or lease an electric vehicle. Those with more formal education are significantly more likely than those with less formal education to be likely to purchase/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 the battery range and lack of public charging.

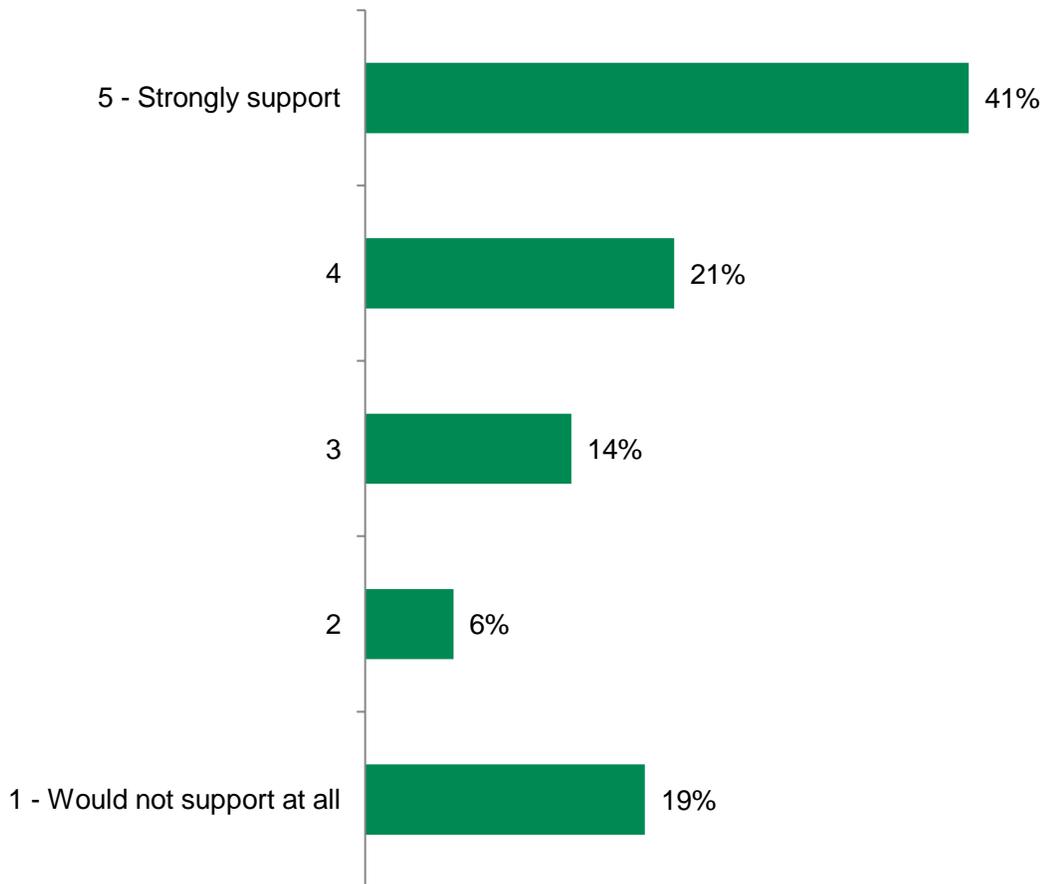
Almost half of the respondents do not know or did not have a response for what VEC should do to help more members transition to driving an electric vehicle. Of those able to provide an answer, having more charging stations or locating stations, financial incentives and subsidies, and education and information are mentioned most often. Seven percent say that the co-op should not do anything. A full listing of responses can be found in Appendix C.



Although fully six in ten indicate they would support VEC offering a special rate structure for EV charging, approximately one-fifth say they would not support that at all, giving the lowest rating of “1”. Those more satisfied with VEC overall, those paying lower monthly electric bills, those with more formal education, and more affluent members are more likely to support VEC offering a special rate structure.

How Strongly Would Support VEC Offering Special Rate Structure For EV Charging

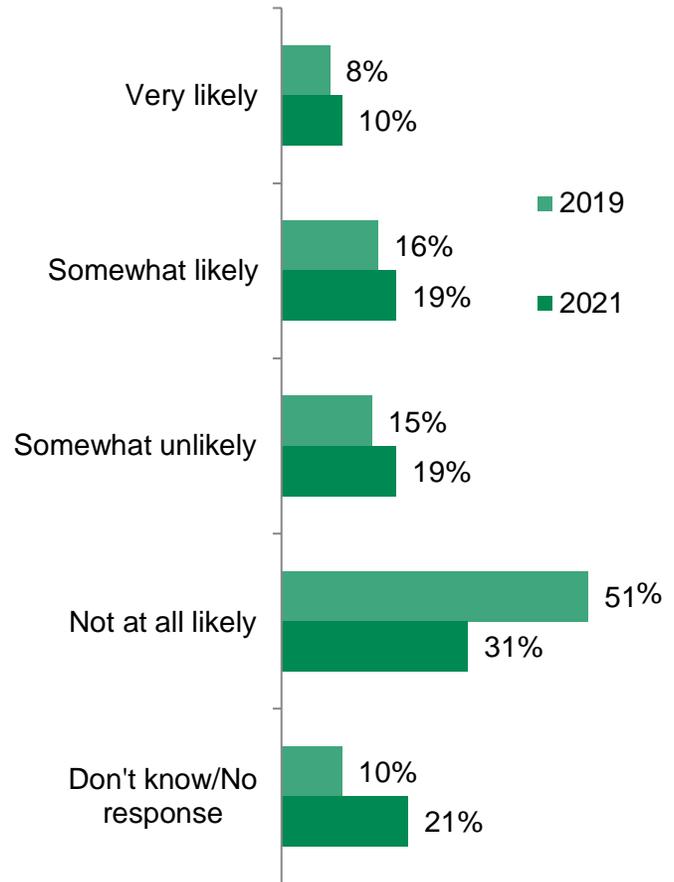
Mean = 3.59



Similar to the purchase or lease of a plug-in electric vehicle, approximately three in ten say they are very (10%) or somewhat (19%) likely to purchase or lease on-site back up battery storage for their home in the next 5 years. This is significantly higher than in 2019.

Newer members, those living with at least one other person, homeowners, those who are currently employed, those who are not married, and more affluent members are more likely than their counterparts 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

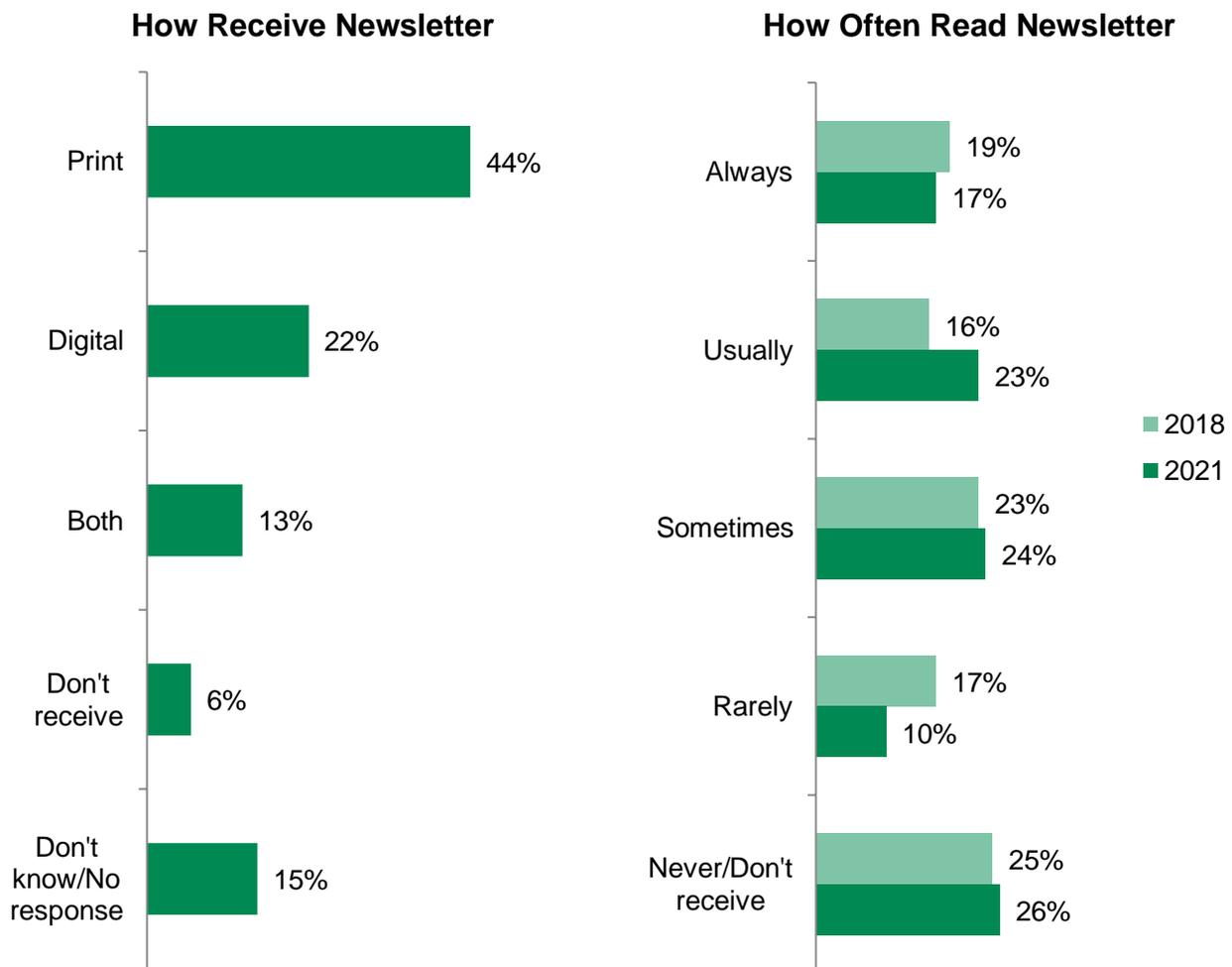


Communication

Fifty-seven percent of the members say they receive the print version of the *Co-op Life* newsletter and 35% receive the digital version. Four in ten say they always (17%) or usually (23%) read the newsletter. This is consistent with recent studies, although the proportion of members who say they always read the publication is significantly lower than in the studies between 2014 and 2016.

Longer-tenured members are significantly more likely to receive the print version of the newsletter while newer members are more likely to receive the digital version or say they don't receive it. This is similar for age – older members are more likely to only receive the print version and younger member are more likely to not receive it. Those less satisfied, those who are currently employed, and those who are not married are also more likely than their counterparts to say they don't receive the newsletter.

Longer-tenured members, those more satisfied with VEC, older members, homeowners, retired members, and those who are married are more likely than their counterparts to say they always read the newsletter.

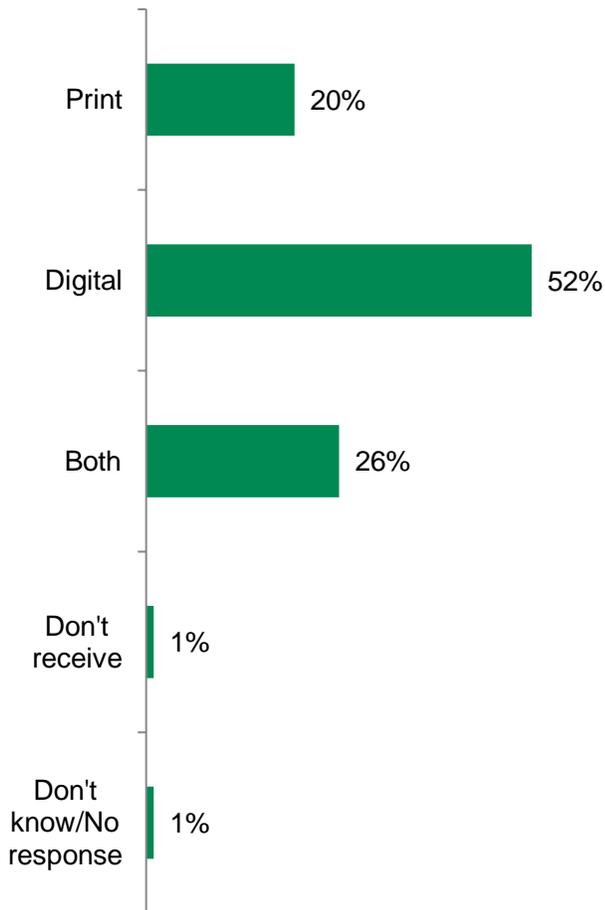


Forty-six percent of the members say they receive the printed version of their electric bill and 78% receive their bill digitally. Almost half say they always (18%) or usually (30%) read the inserts that come with their bill.

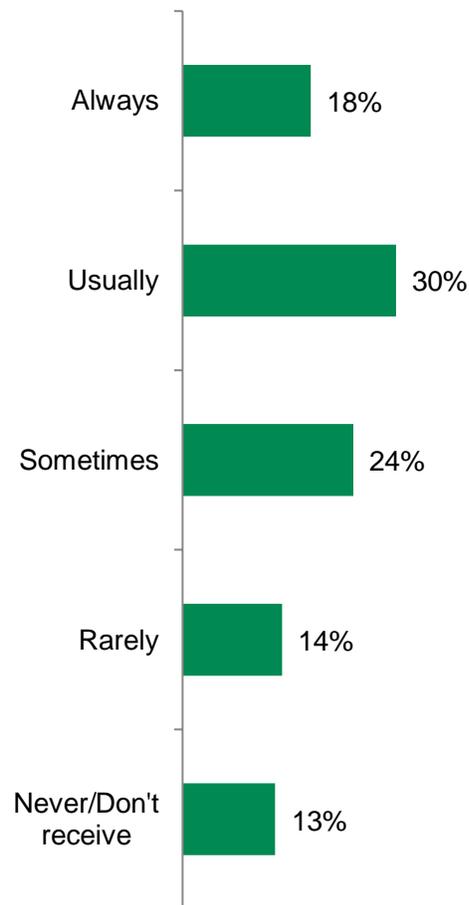
Similar to receiving the newsletter, longer-tenured members and older members are significantly more likely to receive only the printed version of their electric bill. Younger members are significantly more likely to receive their bill both digitally and in print.

Both newer (2 years or less) and longer-tenured (20 years or more) members are most likely to say they always read the bill inserts.

How Receive Electric Bill



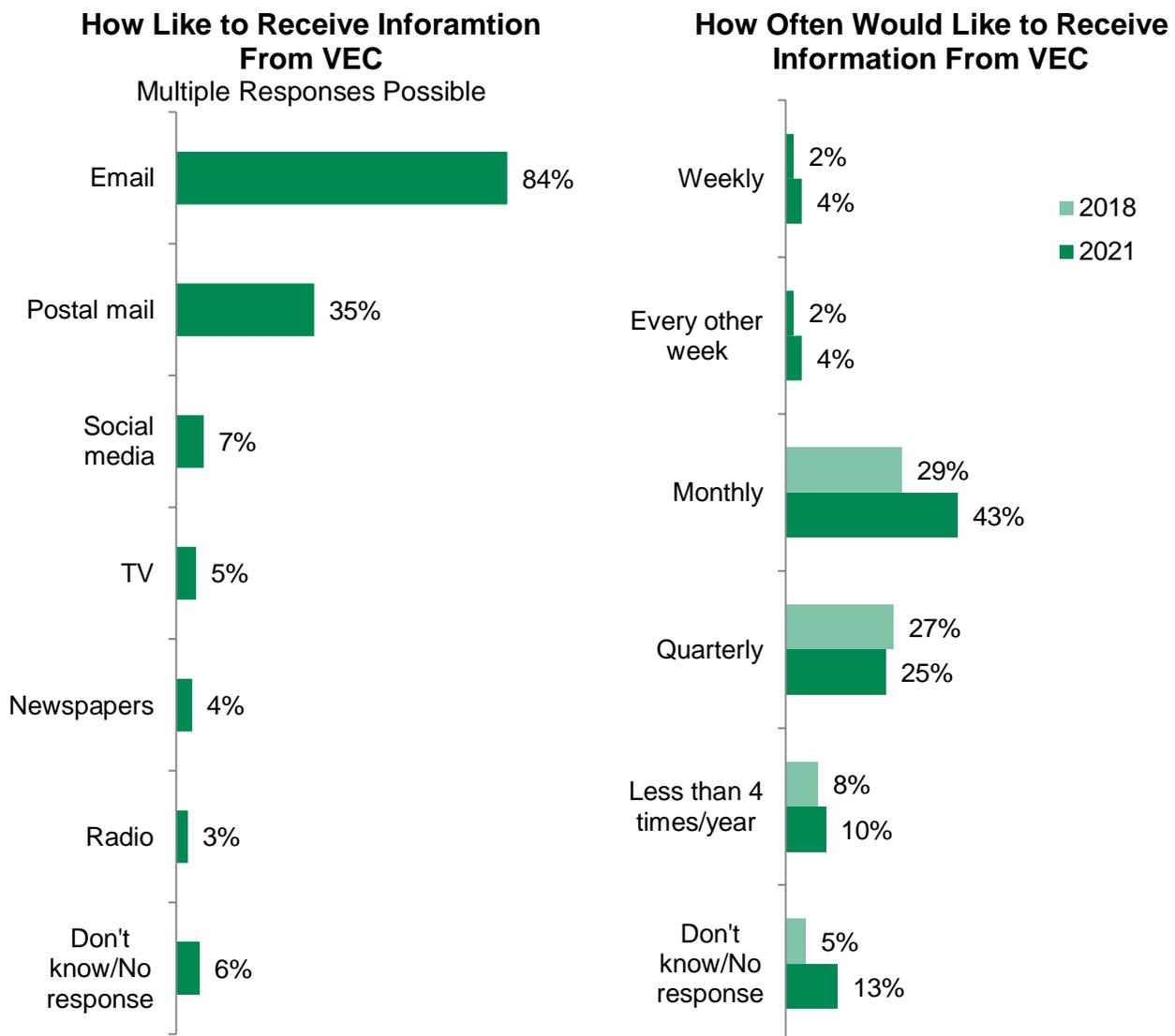
How Often Read Bill Inserts



Members prefer to receive information from VEC by email and to receive it monthly.

Those more satisfied with VEC overall, those with more formal education, and more affluent members are significantly more likely than their counterparts to prefer email while longer-tenured members, older members, and retired members are more likely to prefer postal mail.

Those living alone or with one other person are significantly more likely to prefer monthly communication while those living with at least one other person are more likely to prefer more frequent communication. There are few other consistent differences between member segments.



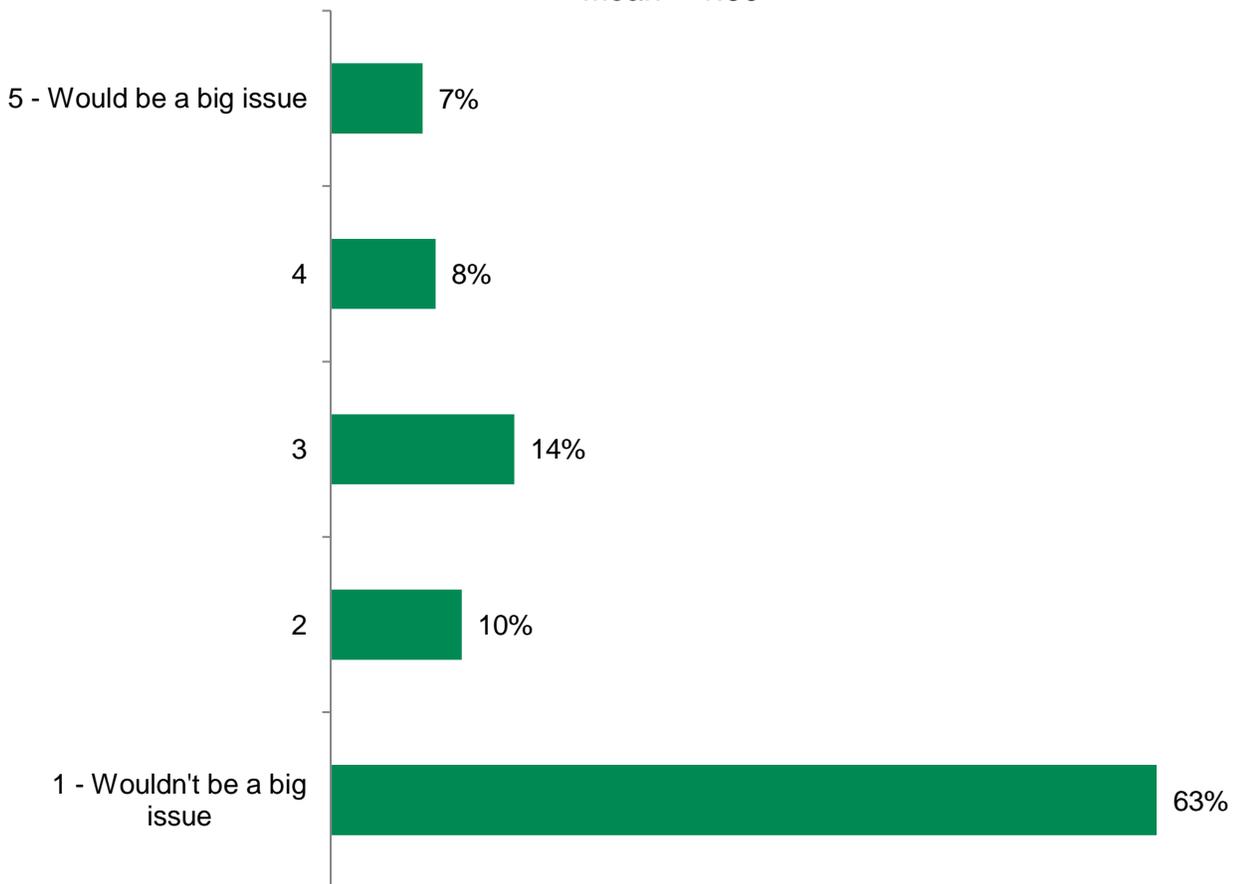
Note that in 2018, “never” was included as a response option for how often members would like to receive information from VEC. Twenty-eight percent gave this response. This was not included as a response option in 2021.

The majority of members say that it would not be a big issue if they had to make an appointment to meet in-person with VEC office staff. Just 7% indicate it would be a big issue for them.

Those who are less satisfied with the co-op and those paying higher monthly electric bills are significantly more likely than those who are more satisfied or those paying lower electric bills to indicate that making an appointment would be an issue for them.

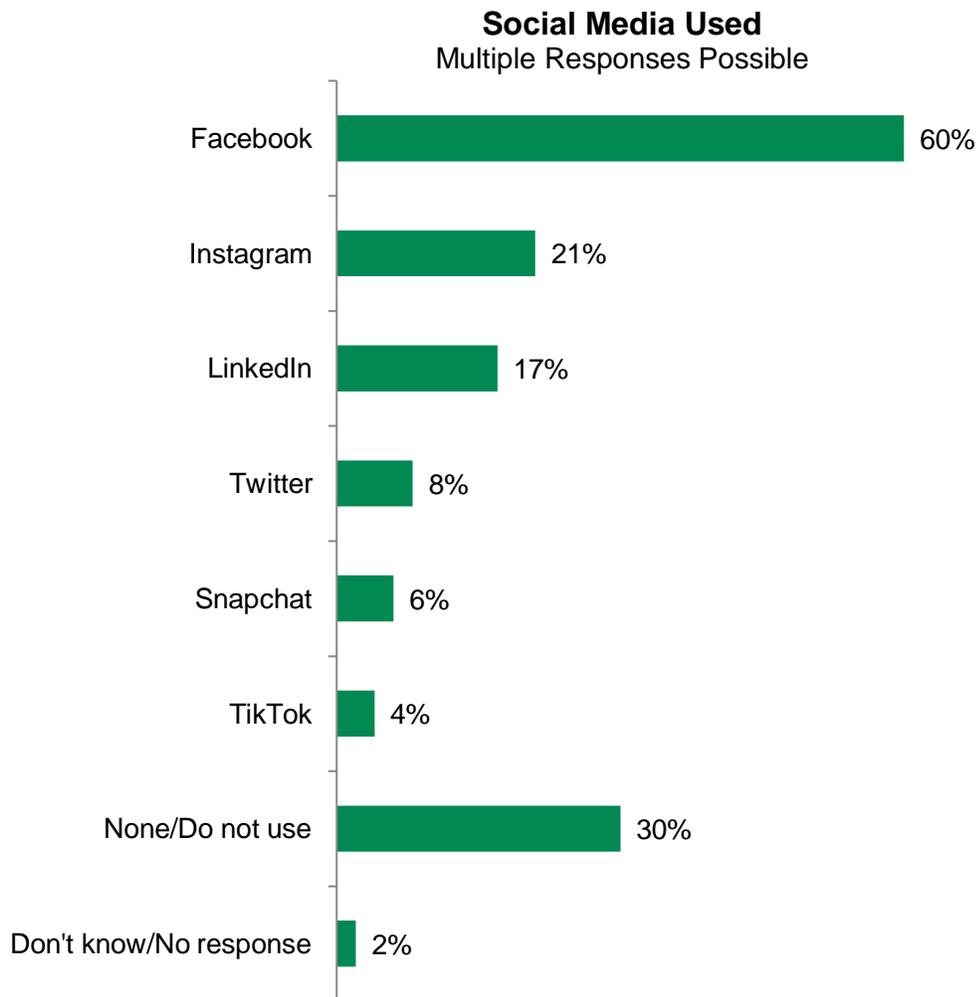
How Much of an Issue Would it be to Make Appointment to Meet In-Person With VEC Office Staff

Mean = 1.86



Two-thirds of VEC's members say they use social media, most often Facebook. Not surprisingly, the use of social media is significantly higher than it was in the studies between 2014 and 2016. Newer members, younger members, those living in larger households, those who rent their home, those paying higher monthly electric bills, those with less formal education, and those who are currently employed are significantly more likely than their individual counterparts to use social media.

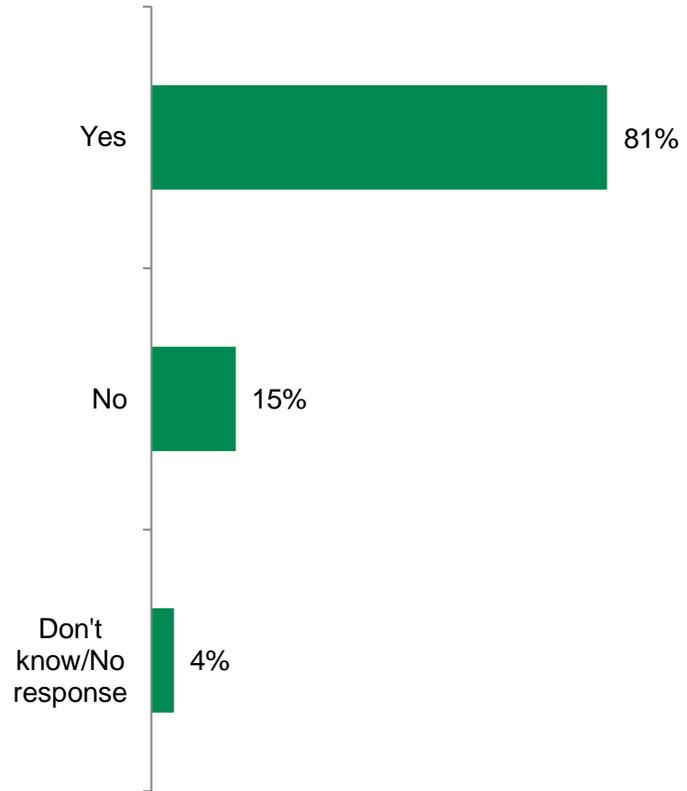
Those who use social media by far use Facebook the most (79%). This is also true for each individual member segment. However, there are member segments that are significantly more likely than their counterparts to use Facebook most. These include longer-tenured members, older members, retired members, married members, those without children in the home, and less affluent members (especially those with household income between \$30,000 and \$99,999).



Fully eight in ten members use VEC's SmartHub online tool. Younger members, those living in larger households, those who are currently employed, and those who are not married are more likely than their counterparts to use SmartHub.

Members who do not use SmartHub say they don't use it because they dislike the internet or don't use it or they don't know about SmartHub. A full listing of responses can be found in Appendix C.

Uses VEC's SmartHub Online Tool

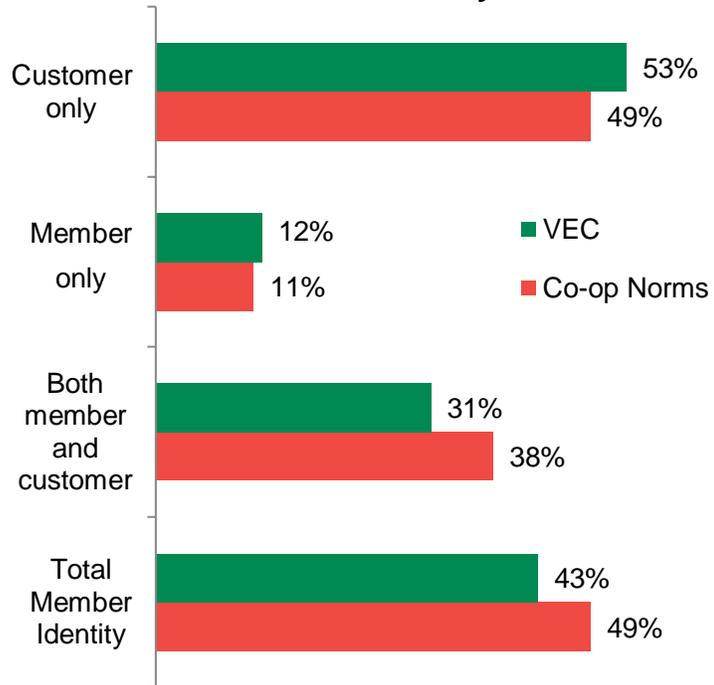


Co-op Membership

Forty-three percent view themselves as a member of the co-op as opposed to feeling like a customer. That is, they view themselves as a member/owner (12%) or both a member/owner and a customer (31%). This is consistent with previous studies but lower than the Co-op Norms.

Longer-tenured members, those more satisfied with VEC overall, older members, those living alone or with one other person, homeowners, those with more formal education, and retired members are significantly more likely than their individual counterparts to have member identity.

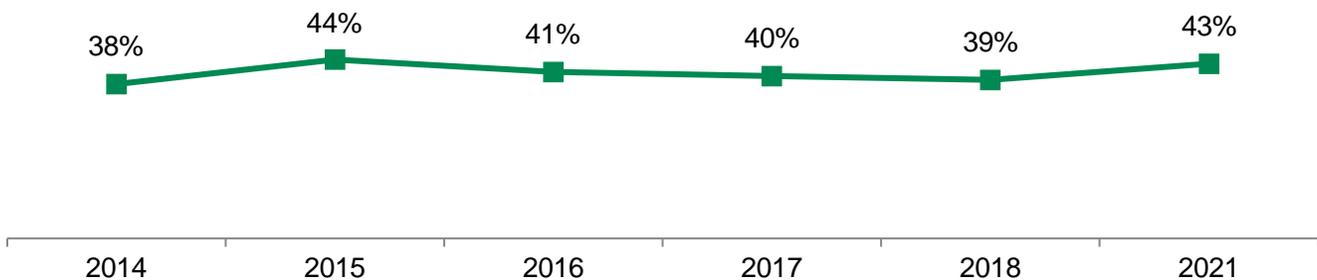
Member Identity



Those with member identity are significantly more satisfied with the co-op than are those who view themselves as a “customer” and give significantly higher ratings on all of the performance attributes. They are also more likely to receive the newsletter in print form, always read the newsletter and bill inserts, sponsor solar panels in VEC’s Co-op Community Solar program, already have a plug-in electric vehicle, feel that it is important for utilities to provide power from solar and hydro, feel that it is important to receive renewable and carbon free energy, and be aware they may receive a member capital allocation.

However, they are less likely to use social media.

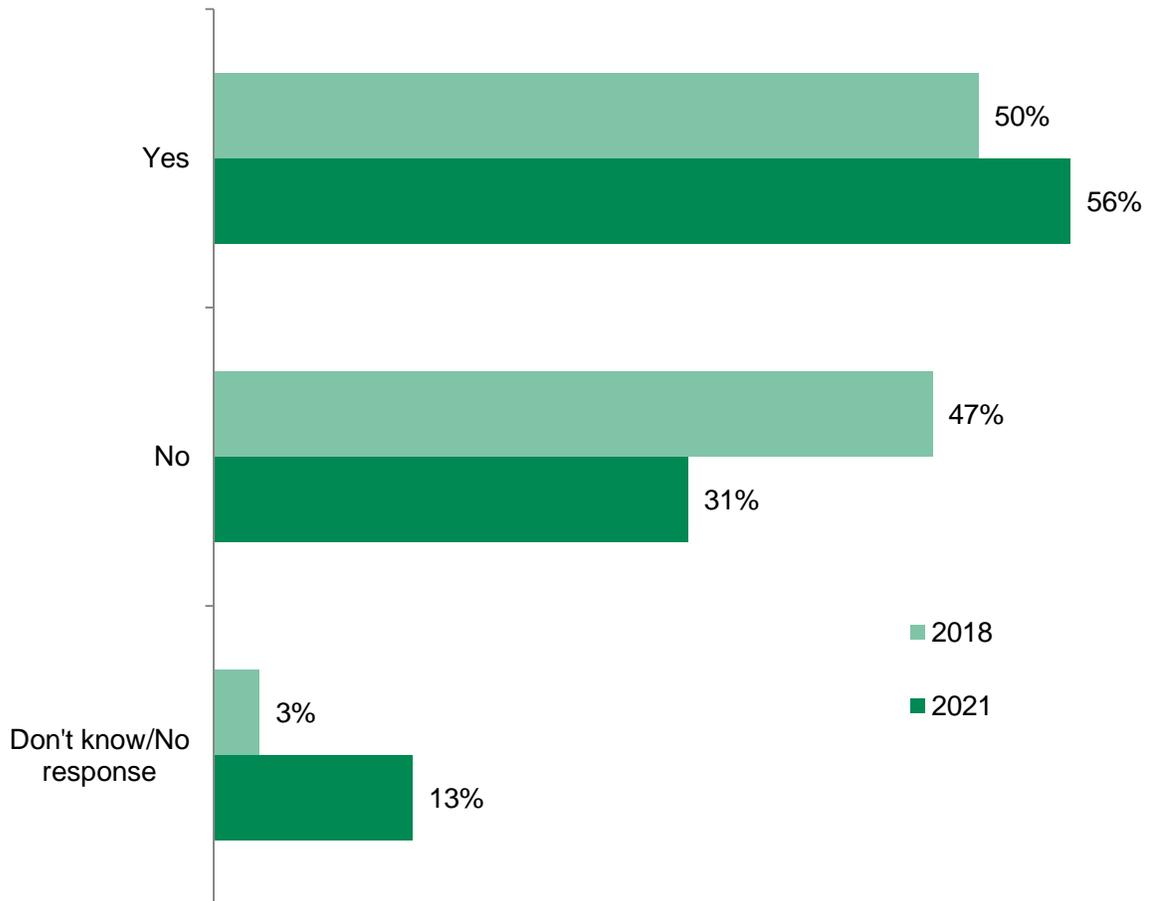
Member Identity By Year



A majority of members are aware they may receive a member capital allocation as a member of VEC nonprofit cooperative. Awareness has increased significantly from the 2018 study.

Longer-tenured members, those who are more satisfied with VEC, older members, homeowners, those with more formal education, retired members, and those who are married are significantly more likely than their counterparts to be aware they may receive a member capital allocation.

Aware as Member of VEC Nonprofit Cooperative, They May Receive a Member Capital Allocation



Member Demographics and Segmentation

On average, VEC members are approximately 57 years of age* and have household income of approximately \$71,400. The vast majority own their home and 51% are married. While most of the members have lived in their home for at least 10 years, 20% have been in their home for 2 years or less. Almost six in ten have not pursued additional education after high school*. (Asterisked items are based on the head of household.) Appendix A contains tables that break down all of the information obtained in the demographic data append.

Overall satisfaction increases as age increases. Differences are significant between those who are under 55 and those who are 55 or older.

Those living alone or with one other person, those paying lower monthly electric bills, retired members, and more affluent members are also significantly more satisfied than are their individual counterparts.

These segments also tend to give higher ratings on the service performance attributes, with most of the differences being statistically significant.

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

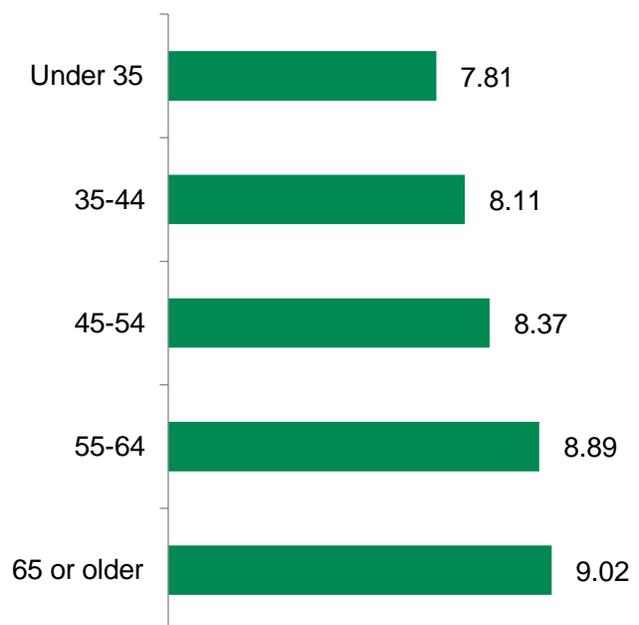
- Receive *Co-op Life*, get it in the printed version, and always read it
- Receive their electric bill only in printed form
- Prefer information from VEC through postal mail
- Sponsor solar panels in VEC's Co-op Community Solar program
- Support VEC offering a special rate structure for EV charging
- Feel they are a member of VEC and be aware that as a member, they may receive a member capital allocation

Conversely, younger members are significantly more likely to:

- Receive their electric bill in both print and digital form
- Use social media
- Use SmartHub

Members between the ages of 45 and 54 are significantly more likely than both those younger and older to indicate that it is likely they will own or lease on-site back up battery storage for their home in the next 5 years.

Satisfaction Mean Ratings by Age



With the smaller number of non-residential responses, there are not a lot of statistically significant differences between residential and non-residential members. Therefore, the statements below do not always reflect a significant difference, but are more focused on those differences that may be of interest to the co-op.

- Residential members are more satisfied than are non-residential members.
- The mean rating for the seriousness of inconsistent power quality is the same in both groups. Non-residential members give higher ratings for the seriousness of power outages, regardless of the length of outage. Among both groups, longer outages have the most serious impact.
- Residential members are more likely to receive their bill only in digital form while non-residential members are more likely to receive their bill both digitally and in print.
- Both groups are most likely to prefer email for receiving information from VEC. However, non-residential members are more likely to prefer social media.
- Non-residential members are much more likely to say they are likely to own or lease on-site back up battery storage in the next 5 years. This is one of the few significant differences between the two groups.

