

2025 Residential Member Survey

Vermont Electric Cooperative

June 27, 2025

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Executive Summary

What VEC is Doing Well

- Satisfaction with VEC continues to be evaluated well above 8.0.
- 19 of 23 performance attributes are evaluated as being good, including five that are evaluated as excellent.
- Highest ratings for the co-op's employees.
- The attribute *providing accurate and easy to understand bills* has increased from 2024.
- Newsletter readership continues to be higher than all of the previous studies. This is unusual, as many co-ops are seeing the readership of their newsletter or magazine decrease.

Where Improvements Could Be Made

- Although some of the attributes related to electric service and cost are consistent with the 2024 study, they continue to be lower than all/most of the studies between 2021 and 2023.
- With Electric Cost being the strongest driver of member satisfaction, and the attributes included in this driver being the lowest rated in the study, increasing mean ratings in this area gives VEC the greatest opportunity to increase satisfaction.
- Member identity and awareness of capital allocations have both decreased from 2024 and are lower than in most of the studies prior to that.

What Should Be Monitored in Future

- Although member satisfaction has not changed significantly since 2023, it continues to be lower than in 2019, 2021, and 2022.
- *The accuracy of meter reading and billing* has decreased from the 2024 study.

Executive Summary

Other Items of Interest

- As in previous years, members give the highest ratings for the importance of utilities providing power from hydro and solar although the importance of both has decreased from many of the studies between 2014 and 2023. Power from nuclear sources continues to be of lowest importance although it has increased from the studies between 2016 and 2021. The importance of bio-mass and natural gas have increased from 2023 although both are lower than in the studies between 2014 and 2019.
- Low-cost energy continues to be of most importance to members compared to receiving power from renewable sources and carbon free energy. Ratings are similar to recent studies for low-cost energy and renewable energy. However, the importance of receiving carbon free energy has decreased, regardless of where it is generated.
- As seen in 2024, EV ownership continues to increase while likelihood of purchasing continues to decrease. This reinforces the idea that there have been few “converts” – that is, some of the members who said they were likely to purchase an EV have done so but there have not been members who have changed from being unlikely to purchase an EV to being likely to purchase one.
- Ownership of back up battery storage continues to be low, and interest is lower than all of the previous studies.
- Half have a back up generator which remains higher than 2023.
- One-fifth have a heat pump which continues to be higher than 2023.
- Nearly half of those who currently have an EV and/or heat pump indicate that financial incentives from either VEC or the State/Efficiency Vermont influenced their decision to get one.
- The proportion of members who currently have solar at their home is almost identical to 2024. While the likelihood of getting solar in the next five years has decreased, this is due to an increase in the proportion of respondents who did not answer the question, rather than an increase in people saying they are not likely to install solar.
- Members are most likely to want information and updates about outages, both planned and unplanned.
- For outage notifications and service interruptions, text and email alerts are members’ top preferences.
- While almost all are aware of at least one of SmartHub’s functions, awareness of individual functions have decreased from 2024.

Methodology and Analysis

Methodology



Data collected between May 27 and June 10.



Email invitations sent to 18,304 randomly selected members. 9,843 emails were opened (56%).



687 emails returned as undeliverable.



Of the emails that were opened, 1,255 surveys were completed, resulting in a 13% response rate.



Data weighted back to represent 1,000 surveys and by connect date to match VEC's overall membership.

MOE

The margin of error at the 95% confidence level is plus or minus 3.1 percentage points. This means that a result of 50% in the survey may range between 46.9% and 53.1%.

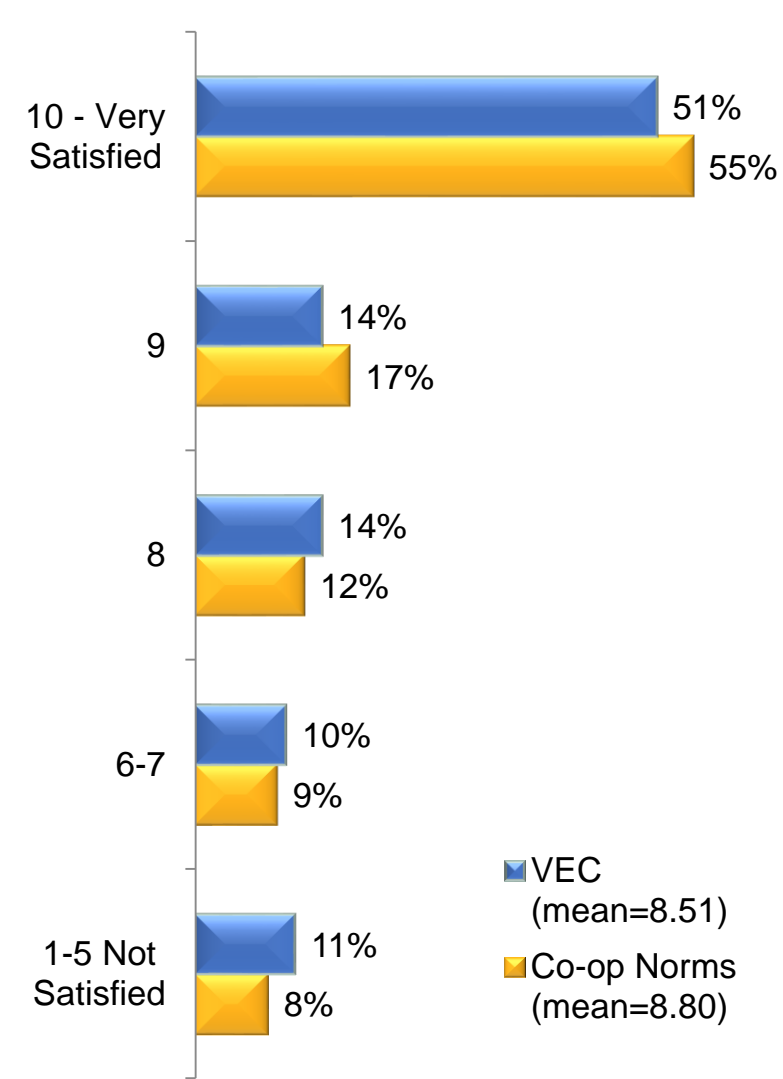
Analysis

- ❑ Results are based on the current report with comparisons made to:
 - Results from ten studies conducted between 2014 and 2024. Note that the studies between 2014 and 2019 were conducted as a mixed methodology of phone and online surveys and the studies between 2021 and 2025 were conducted all online.
 - Co-op Norms which are based on similar studies conducted by NRECA Market Research Services between January 2022 and December 2024.
- ❑ Differences between member segments (i.e. older vs. younger members) are noted throughout the report where differences are large or statistically significant. A significant change refers to the certainty of a difference which may or may not be large in magnitude.
- ❑ An Acxiom demographic data append was done to aid in the sampling and provide additional points for the analysis of the data.
- ❑ When evaluating the mean ratings on a 5-point scale:
 - 4.50 or above should be considered “excellent”.
 - Between 4.00 and 4.49 is considered “good”.
 - Below 4.00 may be cause for concern.
 - Below 3.75 indicate a need for improvement.

Member Satisfaction

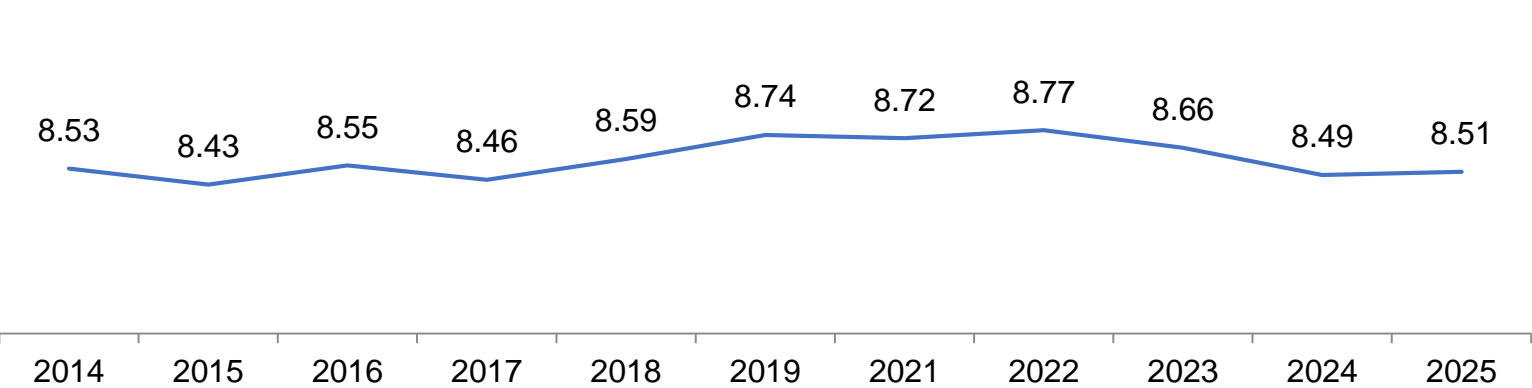
Member Satisfaction

Please consider all your experiences to date with Vermont Electric. Overall, how satisfied are you with Vermont Electric Cooperative?



- Satisfaction among Vermont Electric members is good with a mean rating of 8.51.
- While the mean rating is consistent with the 2023 and 2024 studies, it continues to be lower than in 2021 and 2022.
- Satisfaction among VEC members is lower than the Co-op Norms.
- Members who are more satisfied with VEC are more likely to:
 - Give higher ratings on all the performance attributes
 - Read the newsletter and to read it more frequently
 - Say it is important for utilities to provide energy from wind, solar, hydro, and/or bio-mass.
 - Say it is important to them to receive renewable and/or carbon free energy regardless of where it is generated (in-state or other)
 - Have higher member identity and be aware they may receive a member capital allocation as a member of VEC
- Conversely, those who are less satisfied are more likely to own a back up generator and to say that low-cost energy is extremely important.

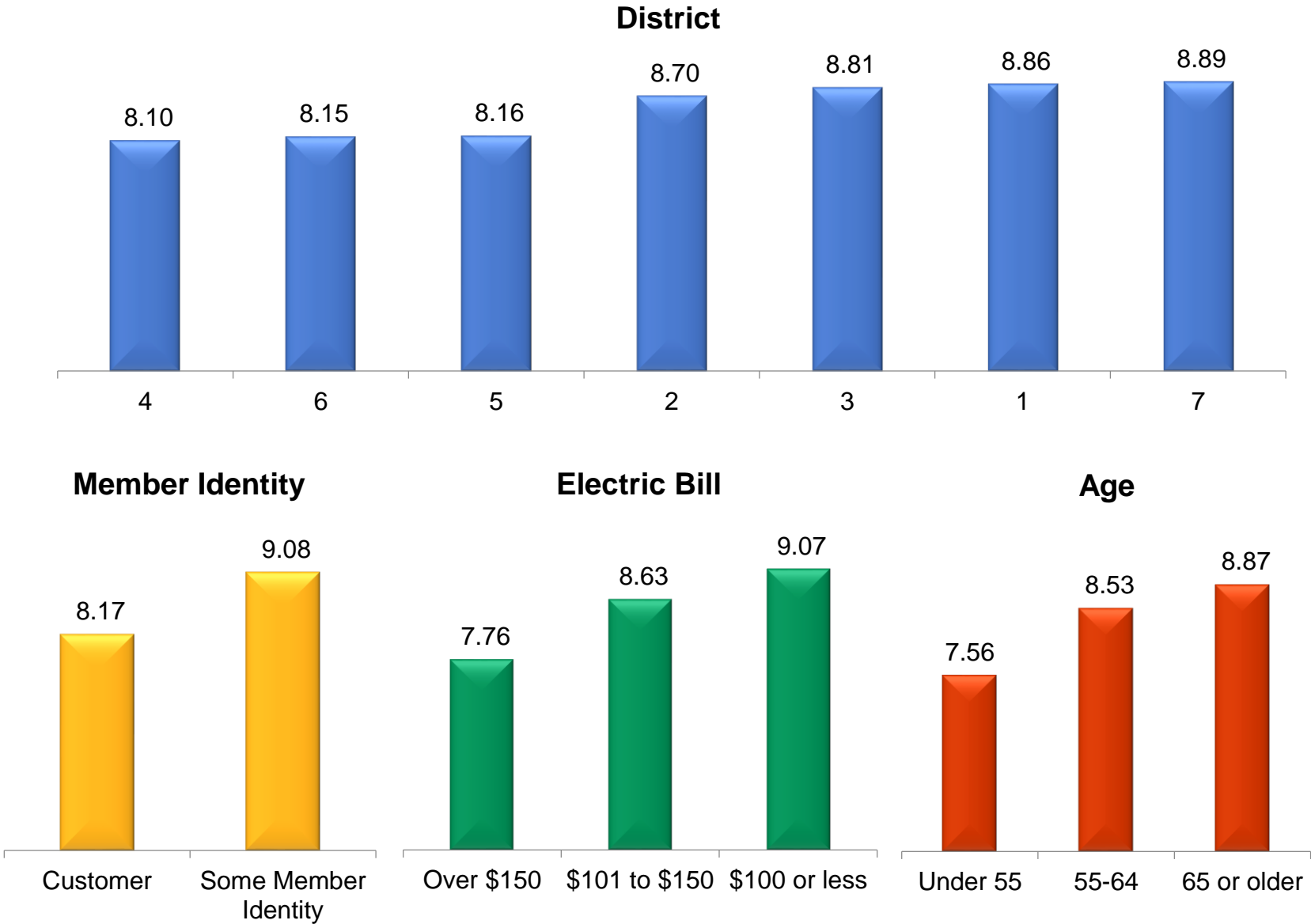
Mean Satisfaction Ratings By Year



Satisfaction by Member Groups

Overall, how satisfied are you with Vermont Electric Cooperative?
Mean ratings on 10-point scale graphed: 1 = very dissatisfied; 10 = very satisfied

- Members in Districts 1, 2, 3, and 7 are significantly more satisfied with VEC than are those in Districts 4, 5, and 6.
- Other member groups with higher levels of satisfaction include:
 - Longer-tenured members
 - Older members
 - Retired members
 - Those paying lower monthly electric bills
- Although the sample size is small and comparisons should be viewed with caution, mean satisfaction ratings among commercial and business accounts are higher than among residential accounts.

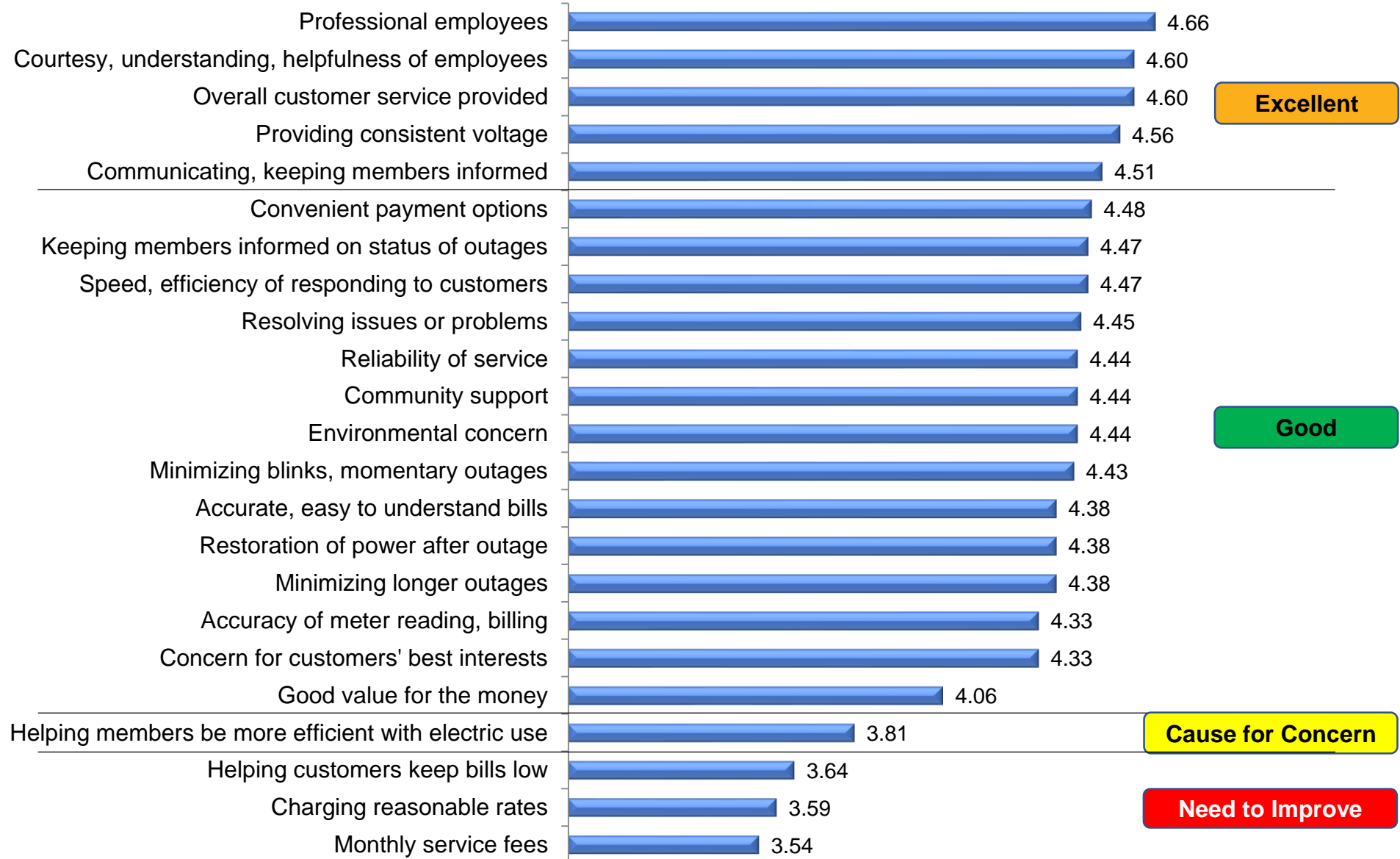


Performance Attributes

Performance Attributes

How would you rate VEC's performance on the following attributes?
Mean ratings on 5-point scale graphed: 1 = very poor; 5 = excellent

- Measured 23 performance quality attributes.
- Means for 19 are good including five that are excellent.
- The highest ratings are for the co-op's employees being *professional* and *courteous, understanding, and helpful with inquiries or problems*, along with *the overall customer service provided*.
- It is not surprising that the lowest rated attributes are related to cost:
 - The monthly service fees
 - Charging reasonable rates
 - Helping customers to keep bills as low as possible



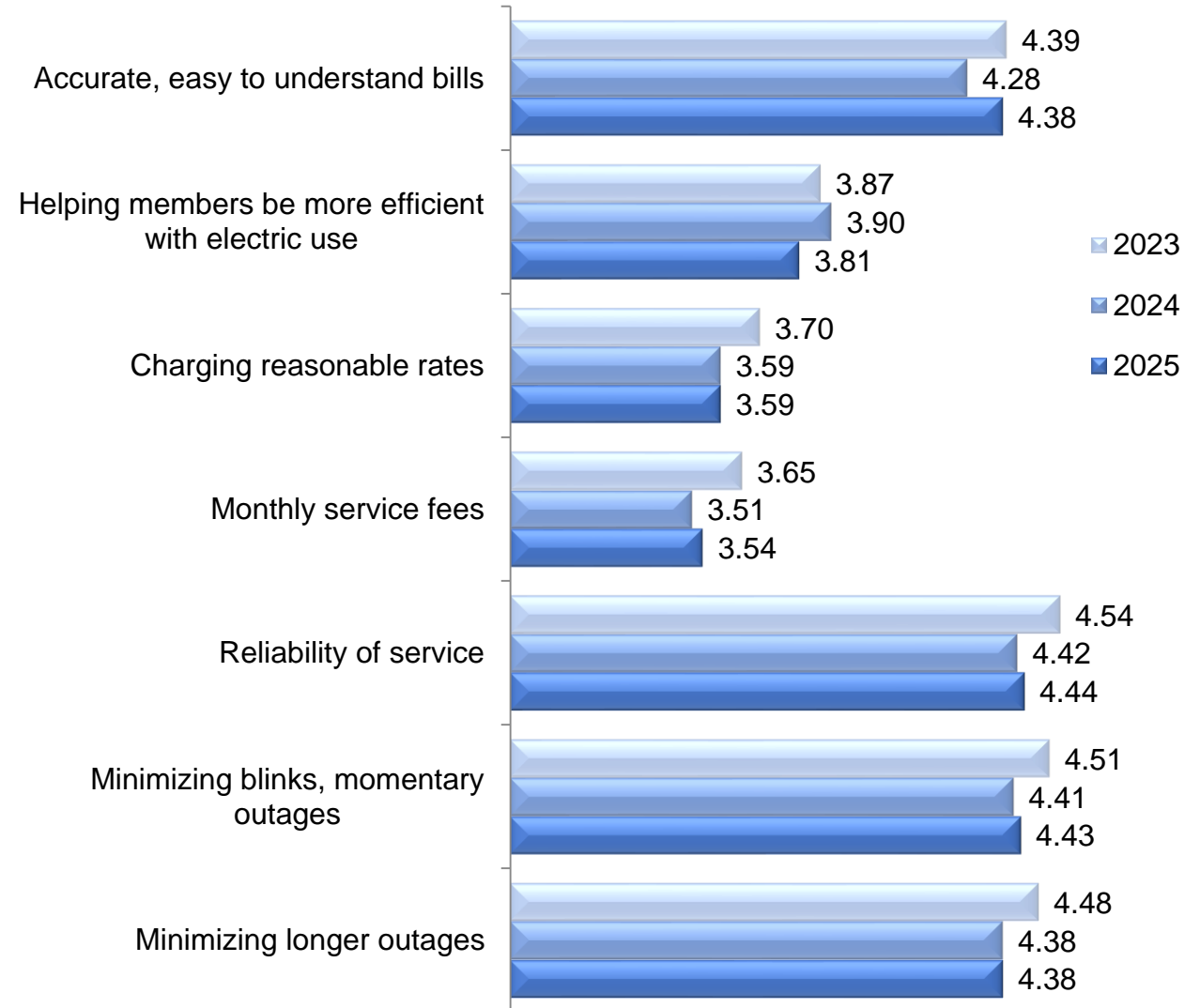
Trending

How would you rate VEC's performance on the following attributes?
Mean ratings on 5-point scale graphed: 1 = very poor; 5 = excellent

- Compared to the 2024 study, one attribute has increased (*providing accurate and easy to understand bills*) and one has decreased (*the accuracy of meter reading and billing*).
- Compared to the 2023 study, three attributes related to electric service and two attributes related to cost have decreased.
- However, most of the attributes continue to be higher than in at least one study between 2014 and 2017. The exceptions are four attributes related to electric service:
 - 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

Mean Ratings Compared to the 2023 and 2024 Studies

Attributes with significant changes graphed

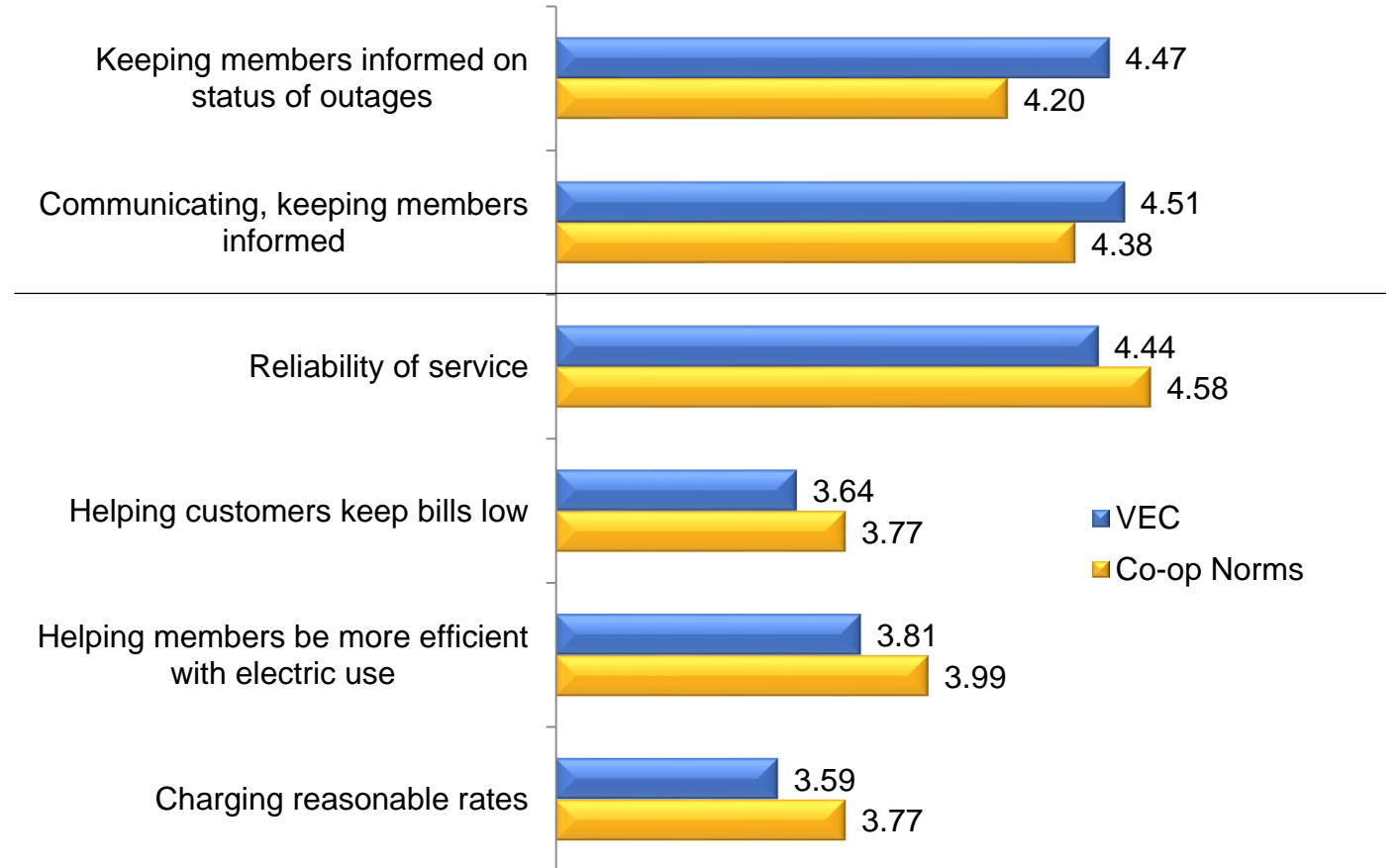


Benchmarks

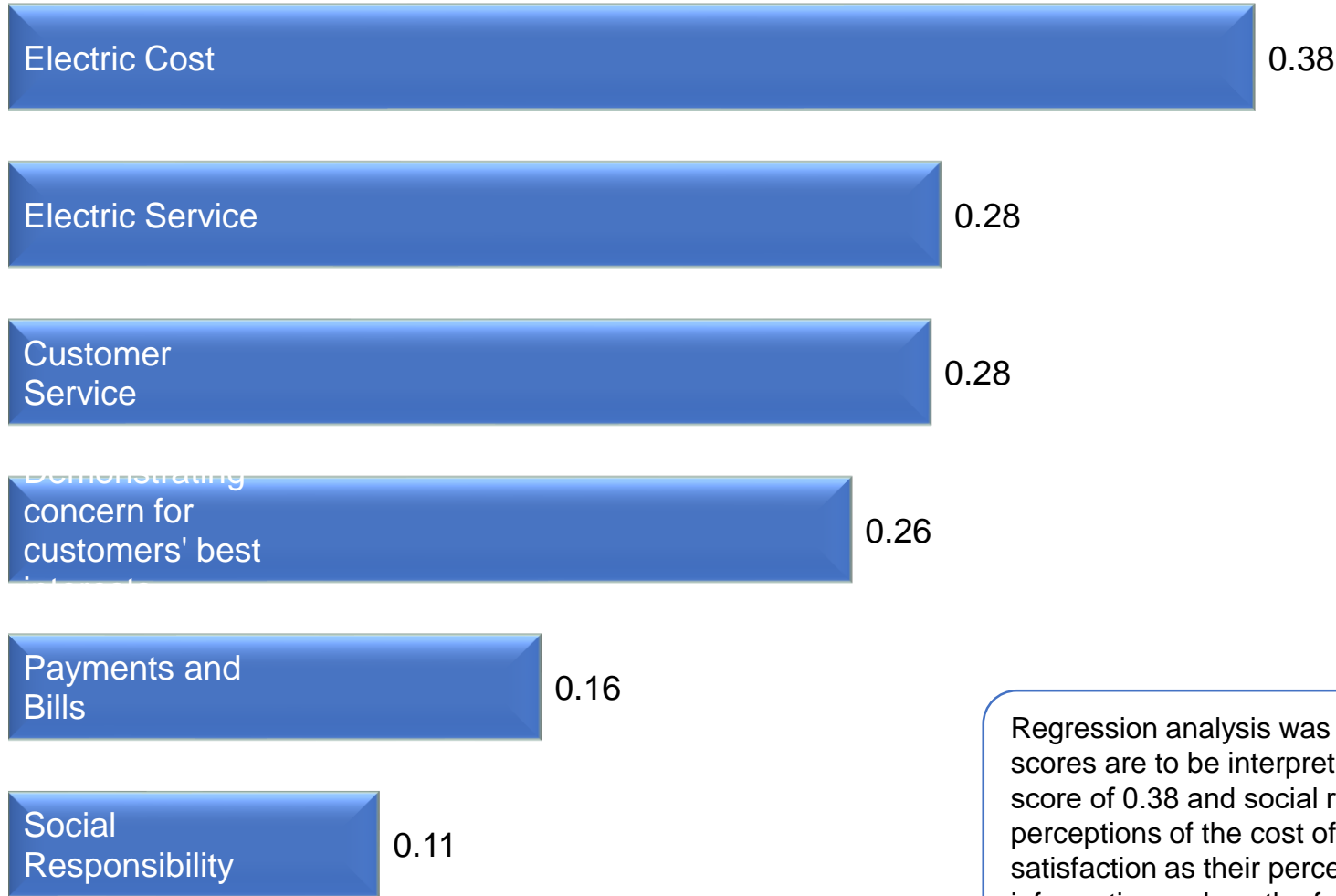
How would you rate VEC's performance on the following attributes?
Mean ratings on 5-point scale graphed: 1 = very poor; 5 = excellent

- Almost all of the comparable attributes are similar to the Co-op Norms. That is, the difference in ratings between VEC and the Co-op Norms is less than 3%.
- Those with a difference of 3% or greater are included in the graph to the right.

Mean Ratings Compared to the Co-op Norms



Key Drivers of Satisfaction

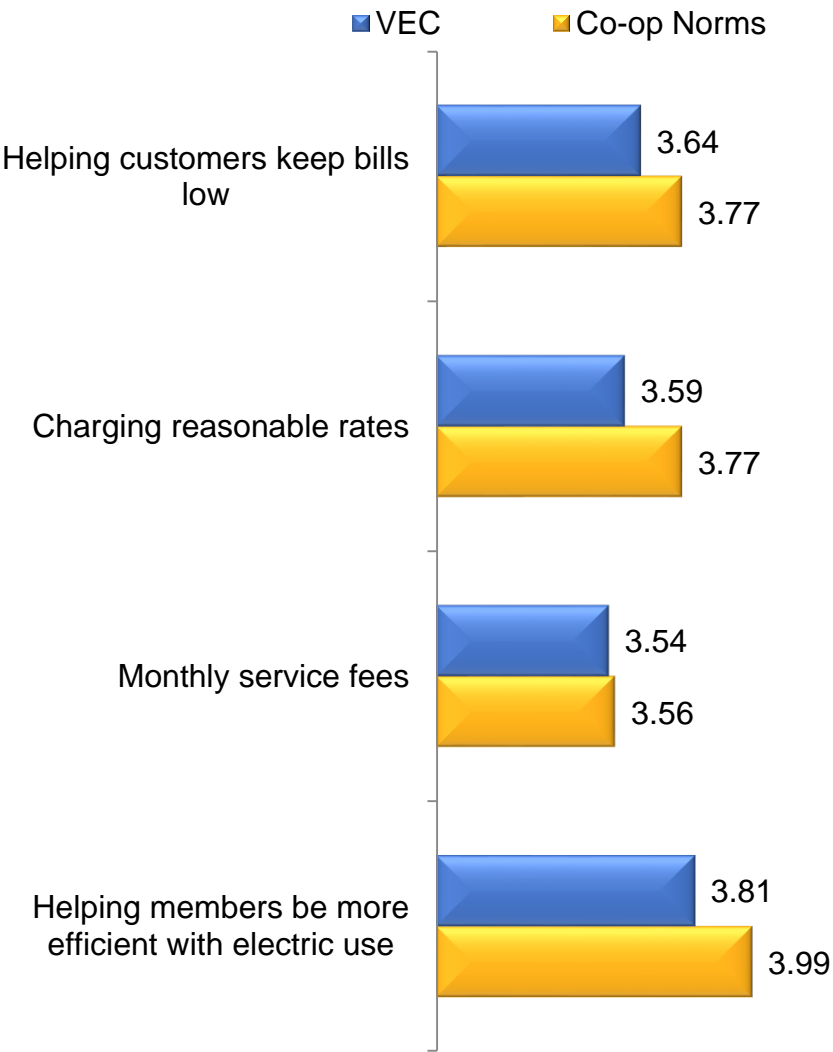


- **Electric Cost** is the strongest driver of member satisfaction.
- This means that if ratings for the attributes included in this driver were to increase, an increase in satisfaction would be expected. Conversely, if ratings were to decrease, a decrease in satisfaction would be expected.
- The next three key drivers have an almost identical impact on member satisfaction: **Electric Service**, **Customer Service**, and **demonstrating concern for customers' best interests**.
- **Payments and Bills** and **Social Responsibility** are the final two drivers of overall satisfaction.

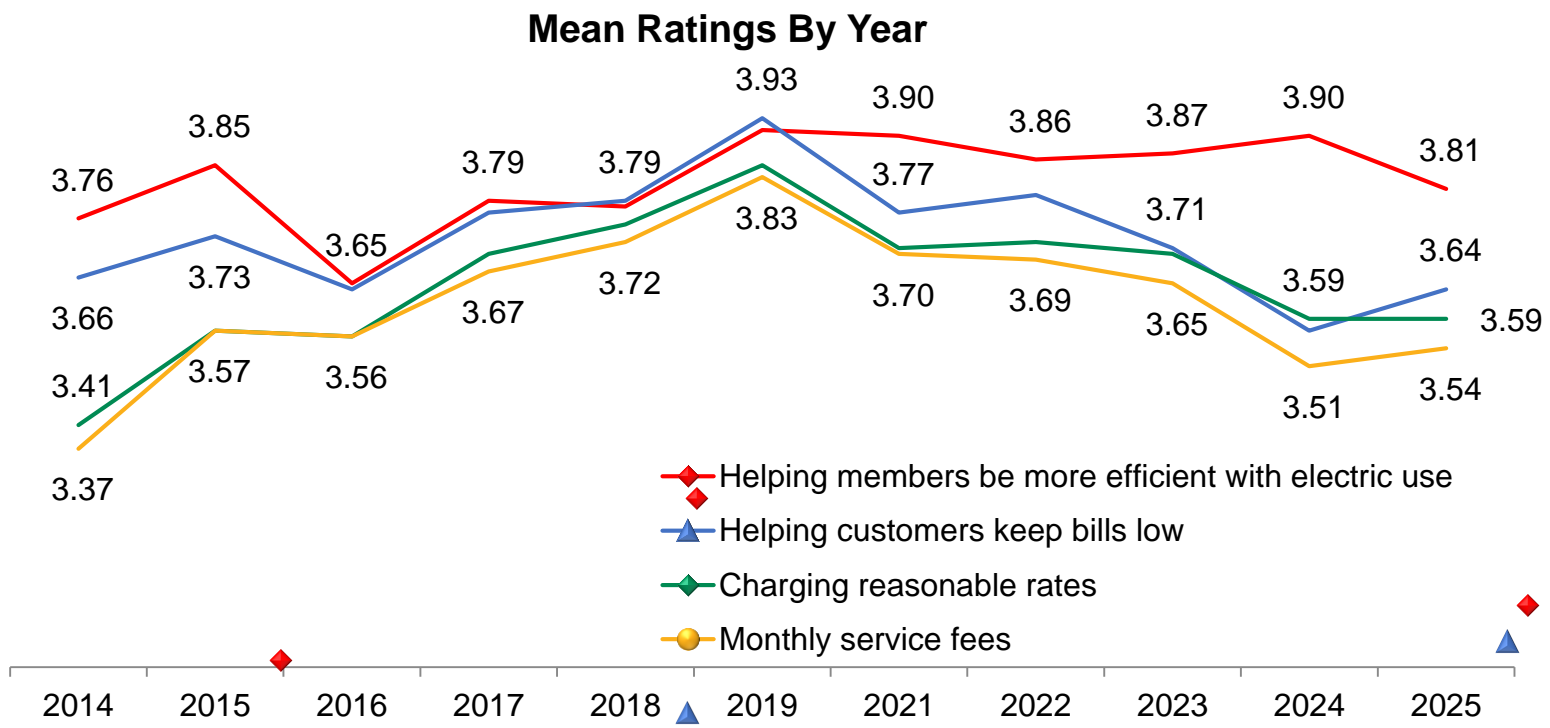
Regression analysis was used to determine the key drivers of member satisfaction. The scores are to be interpreted relative to each other. For example, since electric cost has a score of 0.38 and social responsibility has a score of 0.11, we can say that members' perceptions of the cost of their electric service has 3.5 times the impact on member satisfaction as their perceptions of the social responsibility shown by the co-op. More information on how the factors were formed, how the importance scores were derived, and how to interpret the importance scores can be found in the appendix.

Electric Cost

How would you rate VEC's performance on the following attributes?
Mean ratings on 5-point scale graphed: 1 = very poor; 5 = excellent

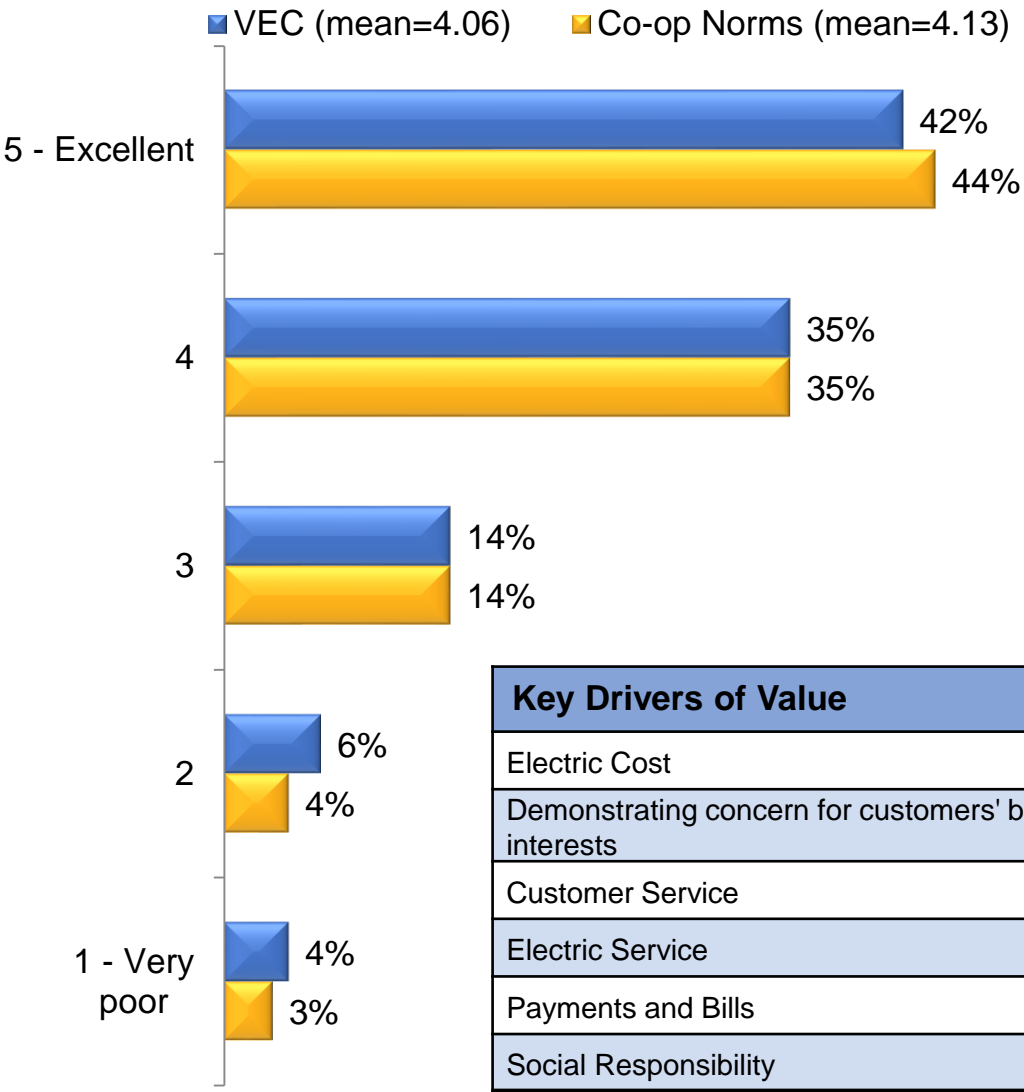


- As mentioned, **Electric Cost** is the strongest driver of member satisfaction.
- It is not surprising that the four attributes included in this driver are the lowest rated in the study. While *charging reasonable rates* and *the monthly service fees* continue to be higher than in 2014, both are lower than all the studies between 2018 and 2023. Similarly, *helping customers keep bills as low as possible* is lower than in the studies between 2018 and 2022.
- *Helping members to be more efficient in their use of electricity* remains higher than in 2016.
- With the exception of *the monthly service fees*, these attributes are also lower than the Co-op Norms.

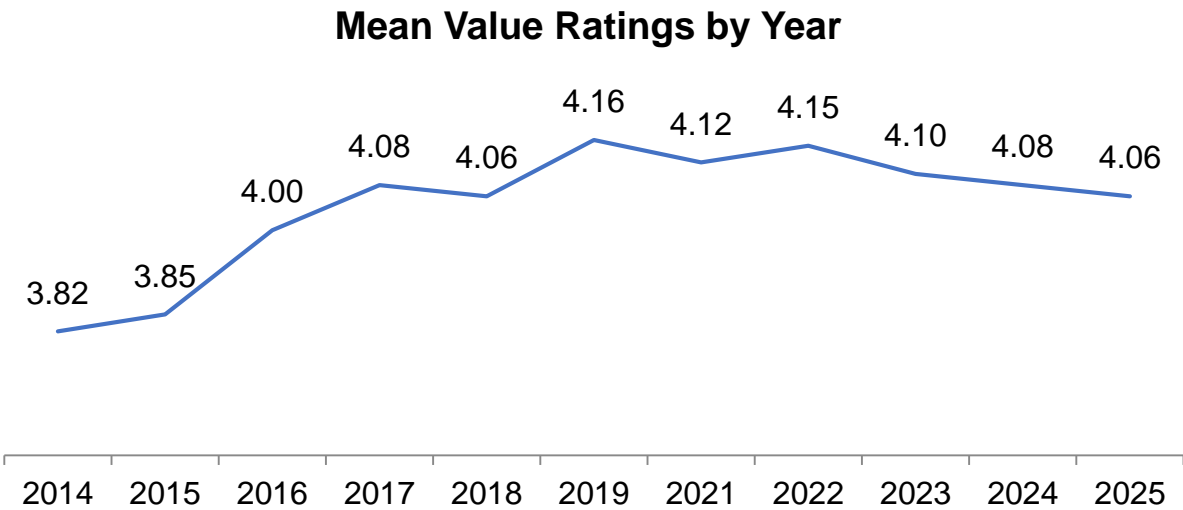


Value for the Money

How would you rate Vermont Electric Co-op's performance on *delivering good value for the money*?

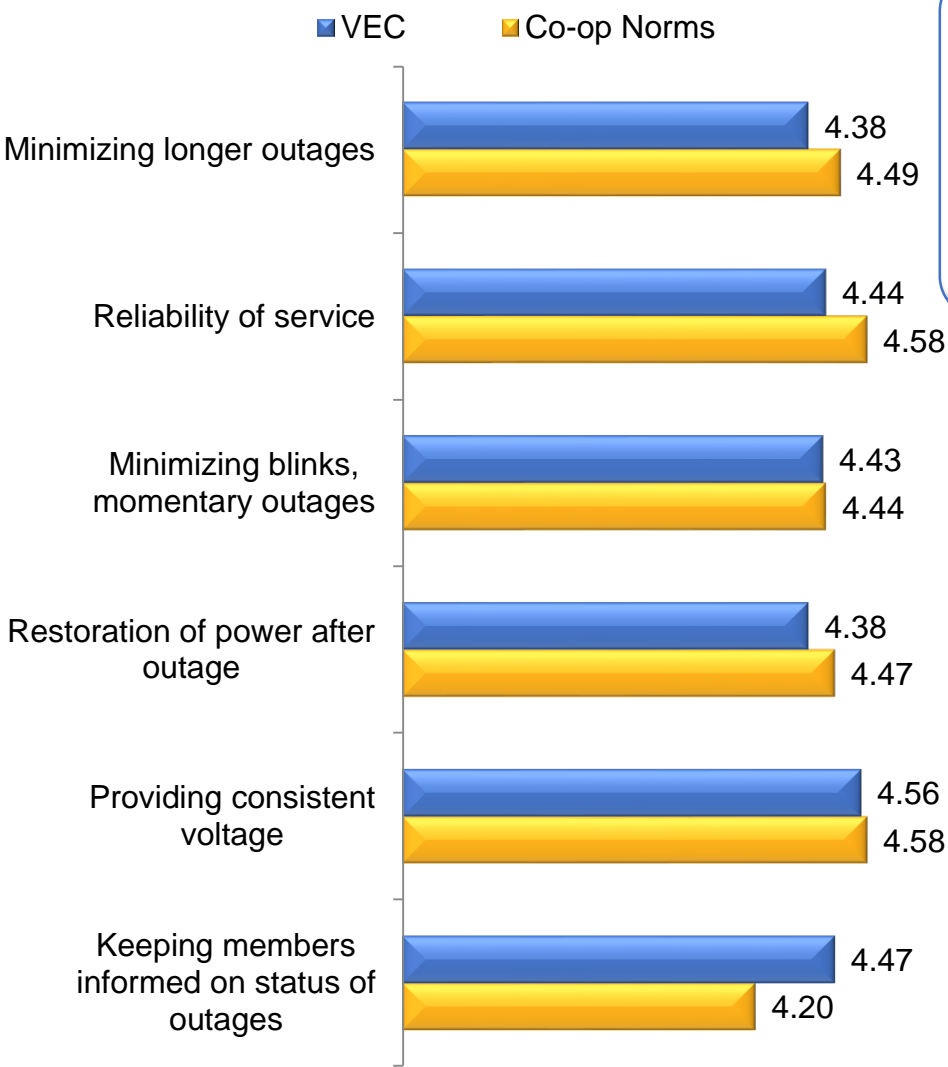


- Members feel they get a good value for their money, giving a mean rating of 4.06.
- This is consistent with recent studies as well as the Co-op Norms and continues to be higher than in 2014 and 2015. However, it is lower than in 2019 and 2022.
- As with satisfaction, a regression analysis was conducted to determine the key drivers of *delivering good value for the money*. As can be seen in the table below, it was found that six attributes or factors are significant drivers of value. Although perceptions of cost have the strongest impact on the value members feel they receive, it is not the only factor that enters into the “value equation.”

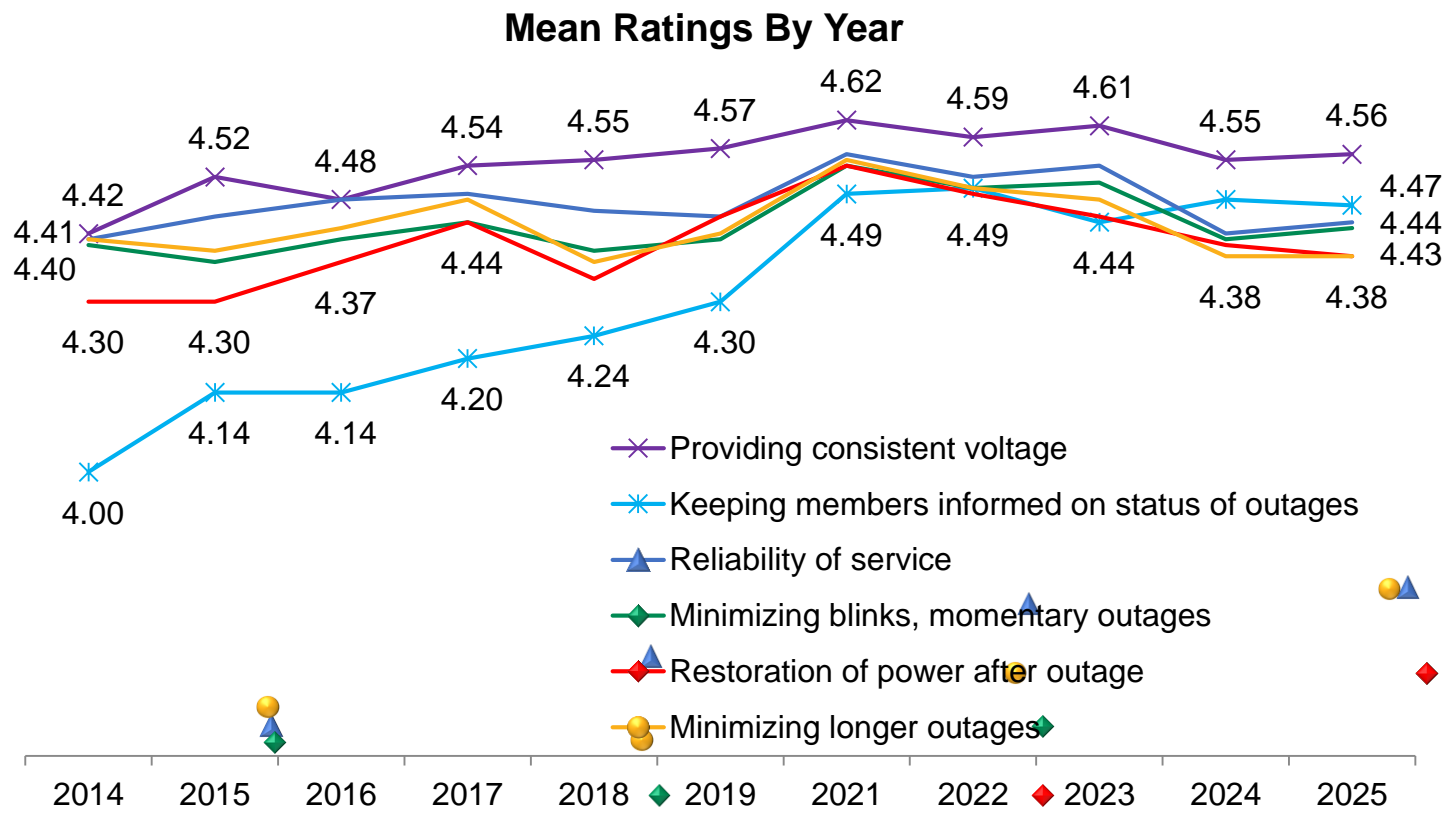


Electric Service

How would you rate VEC's performance on the following attributes?
Mean ratings on 5-point scale graphed: 1 = very poor; 5 = excellent

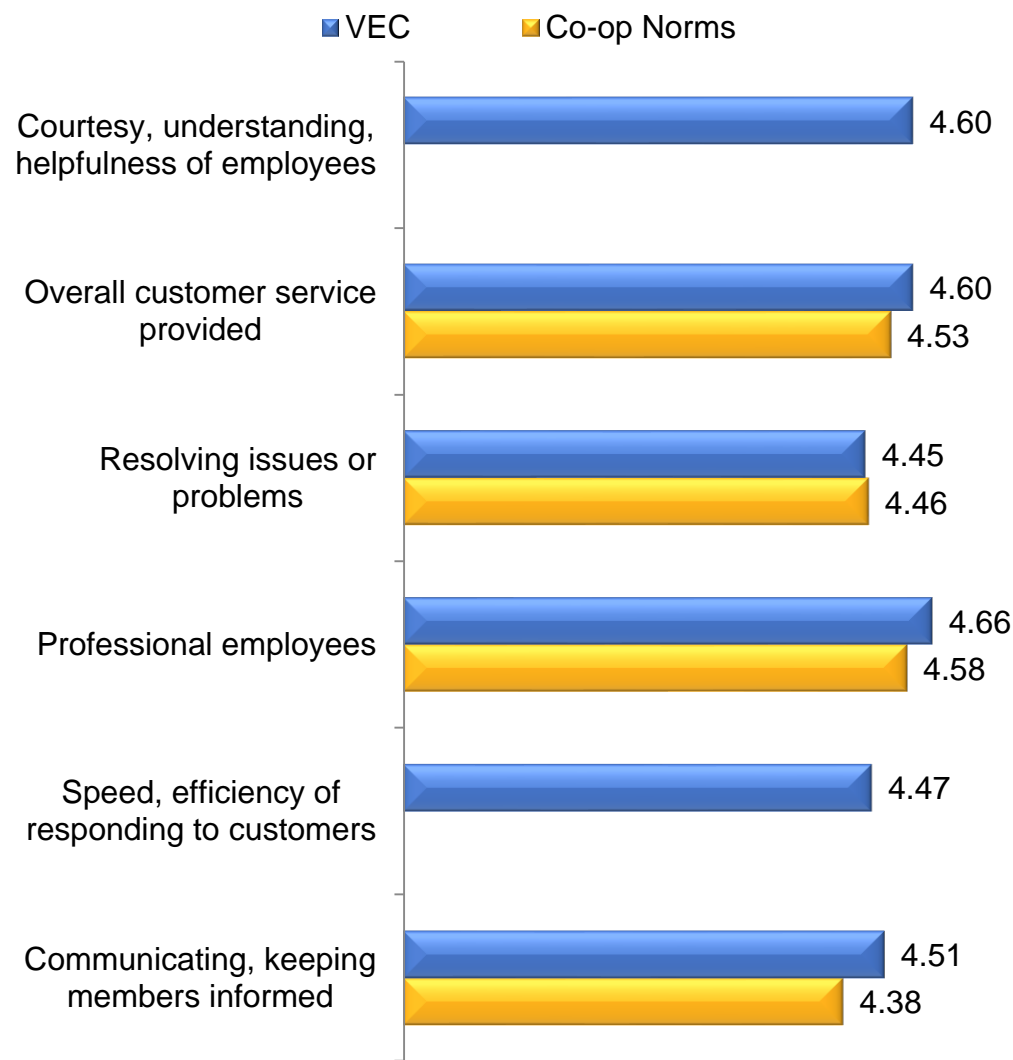


- The next three drivers are identical or almost identical in their impact on member satisfaction. The first of those is **Electric Service**.
- While the six attributes in this area are evaluated well above the “good” threshold and are consistent with the 2024 study, four are lower than in all or almost all of the studies between 2021 and 2023.
- The two that are not lower than these studies continue to be higher than in studies prior to 2021. These are *keeping members informed on the status of outages* (higher than in all the studies between 2014 and 2019) and *providing consistent voltage without surges or brownouts* (compared to 2014 and 2016).

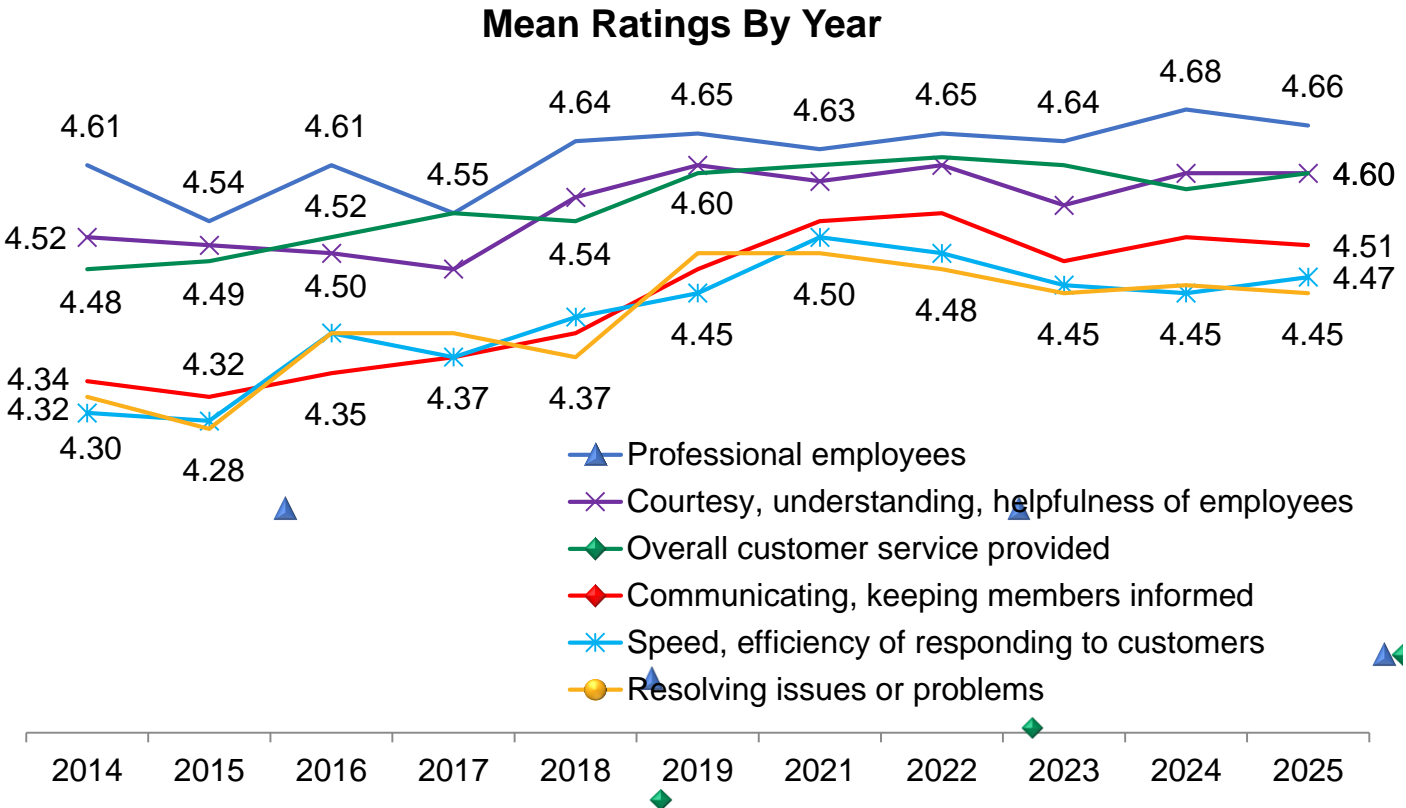


Customer Service

How would you rate VEC's performance on the following attributes?
Mean ratings on 5-point scale graphed: 1 = very poor; 5 = excellent

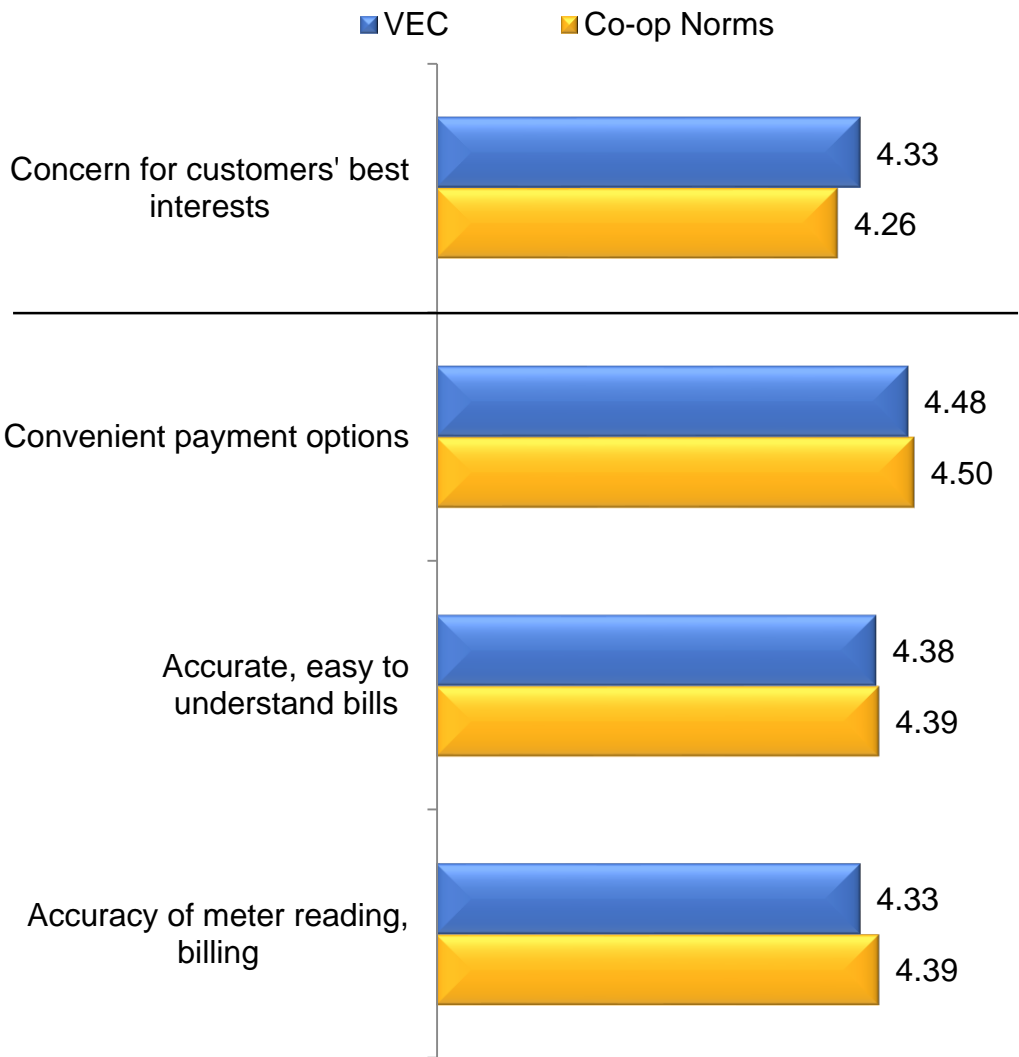


- **Customer Service** is the next driver of member satisfaction.
- This is the area that includes the highest rated attributes in the study. In fact, all six attributes in the driver are evaluated very well with mean ratings that are close to or above the “excellent” threshold.
- All of the attributes are consistent with recent studies and are higher than at least two studies between 2014 and 2018. Additionally, the comparable attributes are similar to or higher than the Co-op Norms.

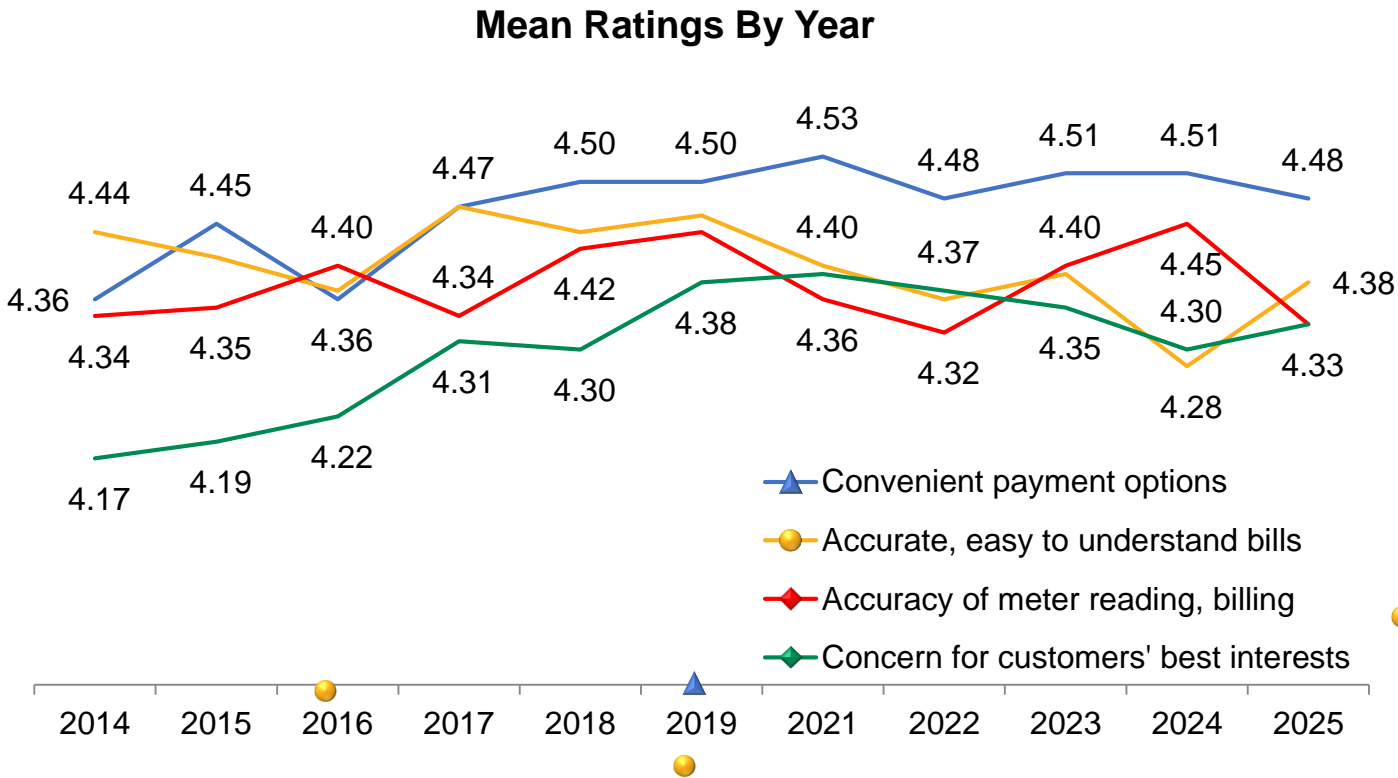


Best Interests and Payments and Bills

How would you rate VEC's performance on the following attributes?
Mean ratings on 5-point scale graphed: 1 = very poor; 5 = excellent



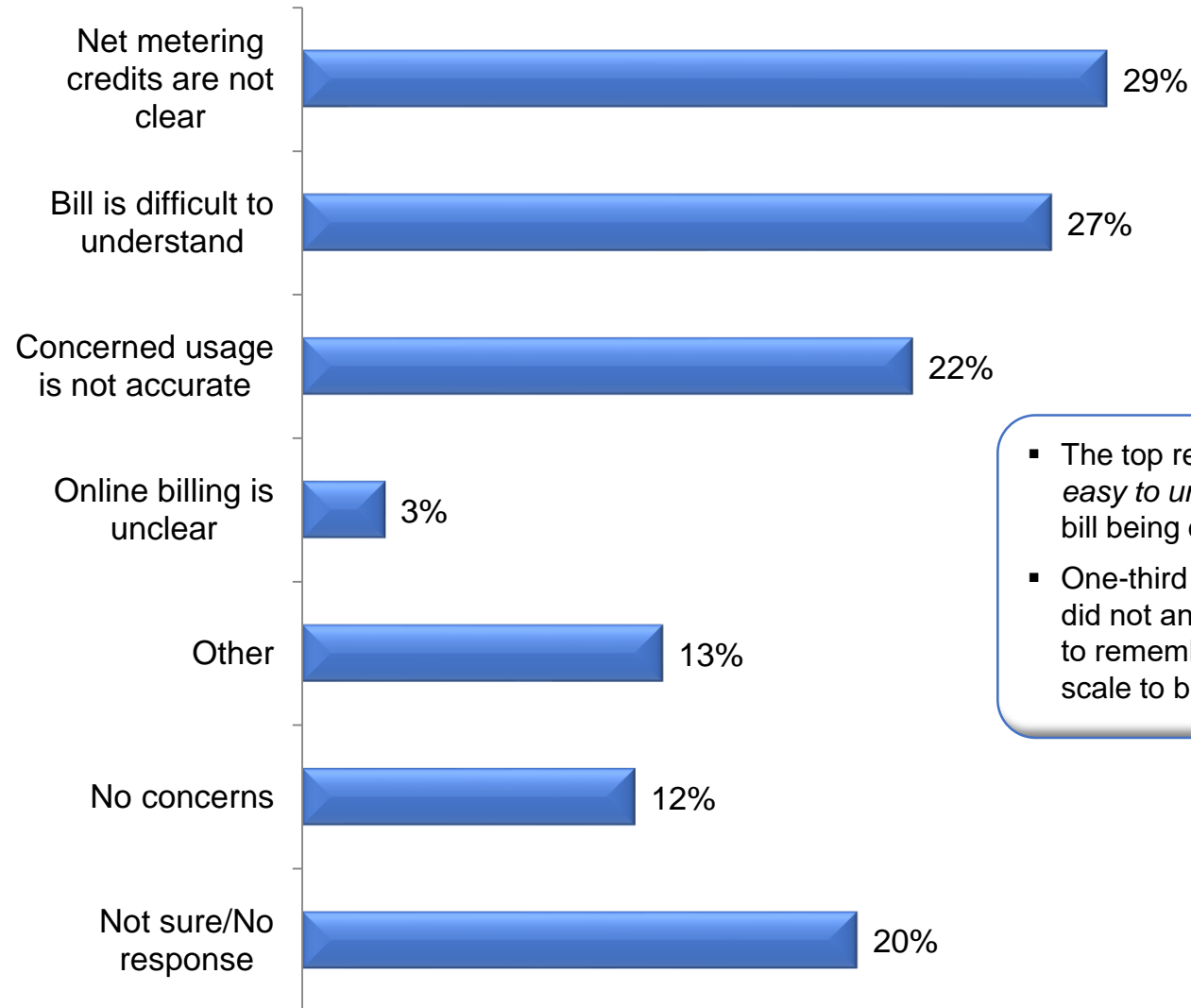
- **Demonstrating concern for customers' best interests** is the last of the three identical/similar drivers and is followed by **Payments and Bills**.
- The four attributes that make up these two drivers are evaluated very well and are similar to the Co-op Norms.
- *Demonstrating concern for customer's best interests and having convenient payment options* are consistent with recent studies and higher than all/most of the studies between 2014 and 2016. It is interesting to note that *providing accurate and easy to understand bills* is higher than in 2024 while *the accuracy of meter reading and billing* is lower.



Accuracy of Bills

What concerns do you have regarding the accuracy and/or clarity of your bill? (select all that apply)

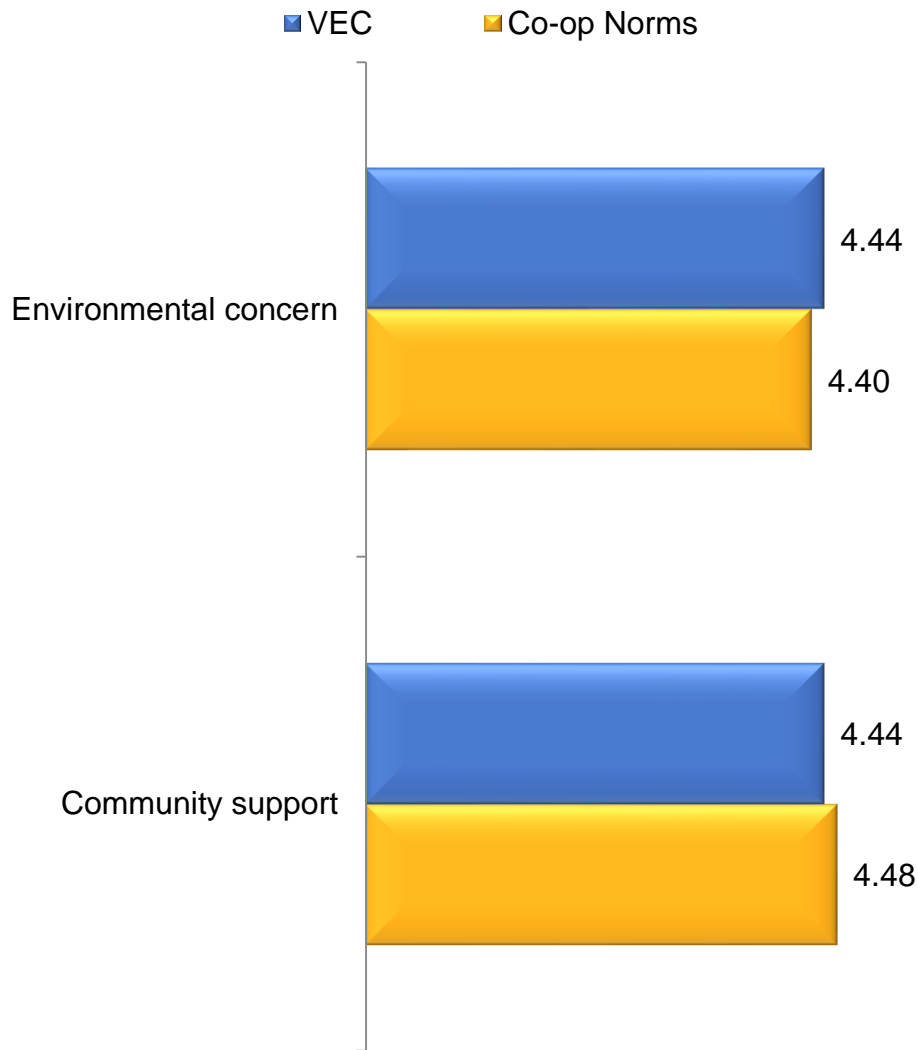
Asked if *providing accurate and easy to understand bills* rating is “3” or lower (n=135)



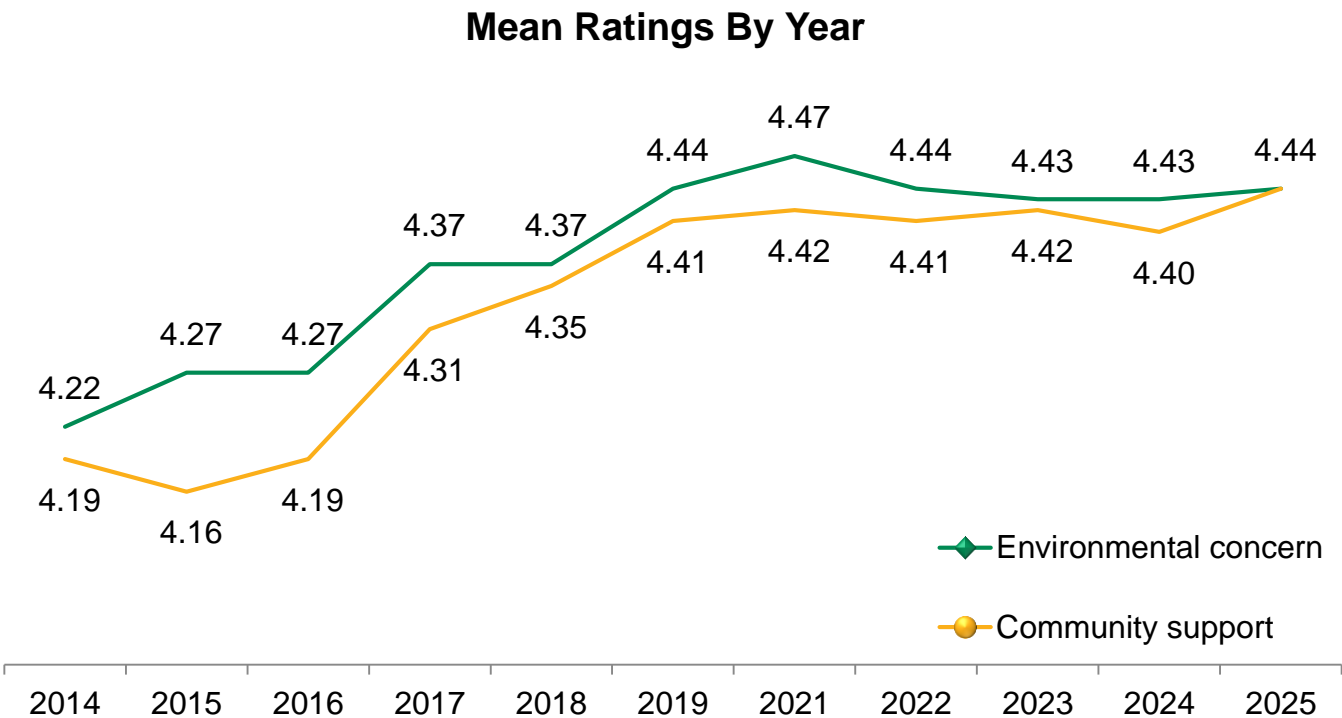
- The top reasons given for lower ratings on the attribute *providing accurate and easy to understand bills* include the net metering credits not being clear and the bill being difficult to understand.
- One-third of these respondents either were not sure what concerns they have, did not answer the question, or say they don't have any concerns. It is important to remember that many survey respondents perceive a rating of “3” on a 5-point scale to be a neutral rather than a negative rating.

Social Responsibility

How would you rate VEC's performance on the following attributes?
Mean ratings on 5-point scale graphed: 1 = very poor; 5 = excellent



- The final driver of member satisfaction is **Social Responsibility**.
- Both attributes are evaluated as being very good and ratings are consistent with recent studies as well as the Co-op Norms. They are also higher than in all/almost all of the studies between 2014 and 2017.



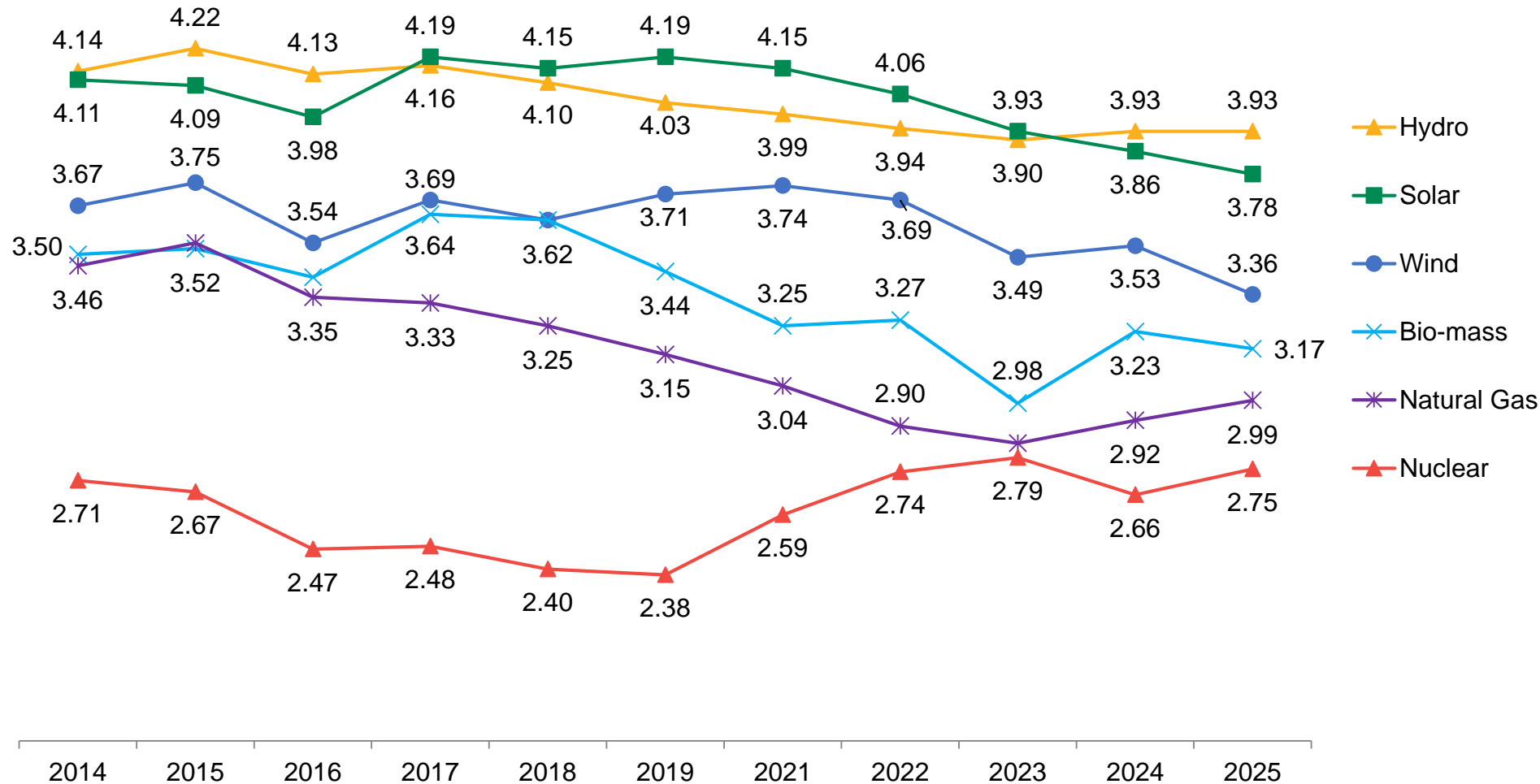
Power Sources

Importance of Power Sources

How important is it to you for utilities to provide power from the following energy sources?

Mean ratings on 5-point scale graphed: 1 = not at all important; 5 = extremely important

Mean Ratings By Year



- Having utilities provide power from hydro and solar continues to be of most importance to members. However, both continue to be of less importance to members than they were in 2014.
- Natural gas and nuclear continue to be of least importance.
- It is interesting to note that the importance of utilities providing power from hydro, solar, wind, bio-mass, and natural gas is lower than in many of the studies between 2014 and 2022 although bio-mass and natural gas have had increases in importance since 2023.
- Meanwhile, the importance of power from nuclear sources continues to be higher than all the studies between 2016 and 2021.

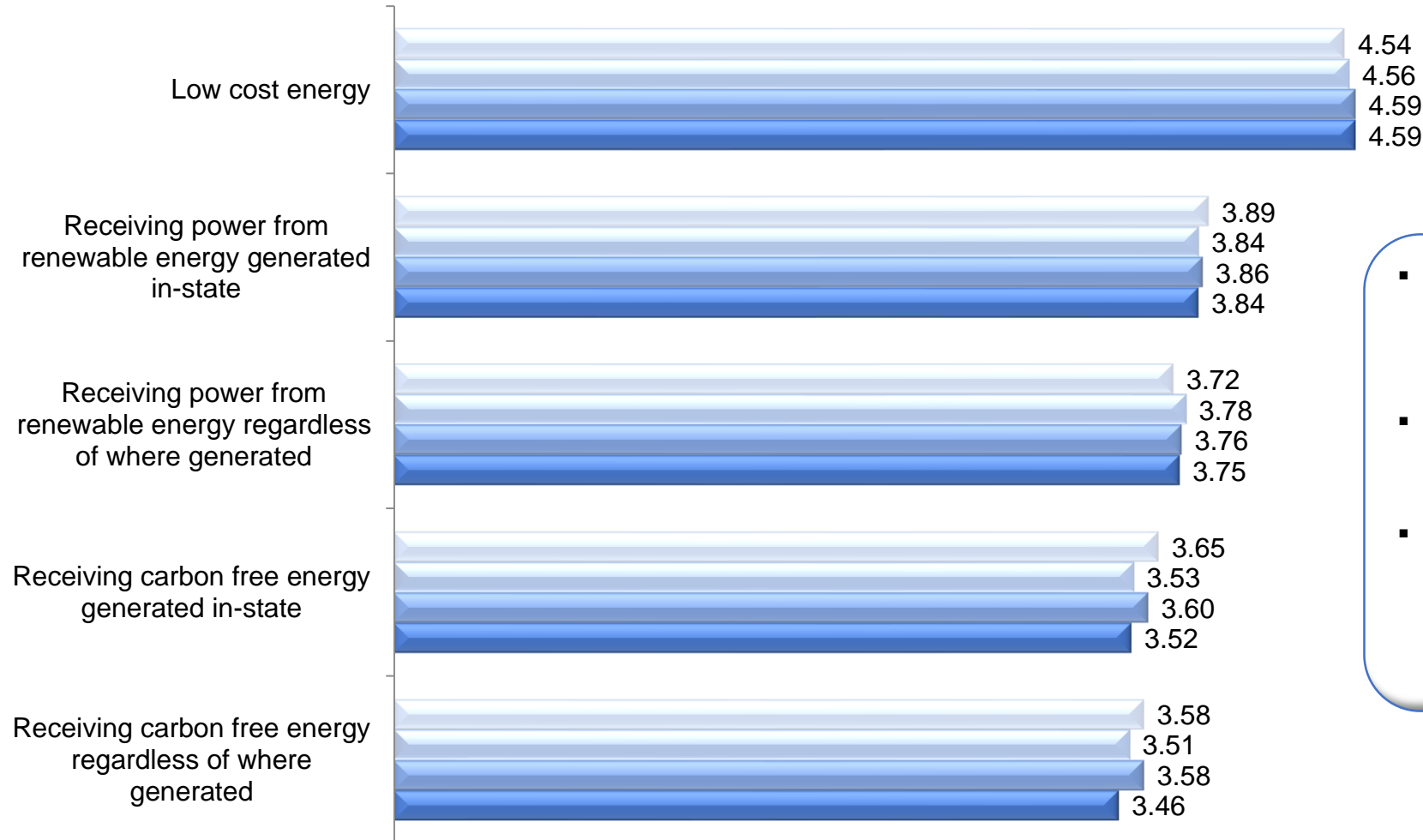
Importance of Cost and Generation Location

How important is each of the following to you personally?

1-5 Scale: 1 = Not At All Important; 5 = Extremely Important

Mean Ratings By Year

2022 2023 2024 2025



- Having low-cost energy continues to be more important to VEC members than receiving energy from renewable energy or carbon free energy regardless of where it is generated.
- In fact, having renewable energy or carbon free energy generated in-state does not appear to be of importance.
- Mean ratings are consistent with previous studies with the exception of receiving carbon free energy. The importance ratings for both generated in-state and elsewhere are lower than in the 2021 and 2022 studies.

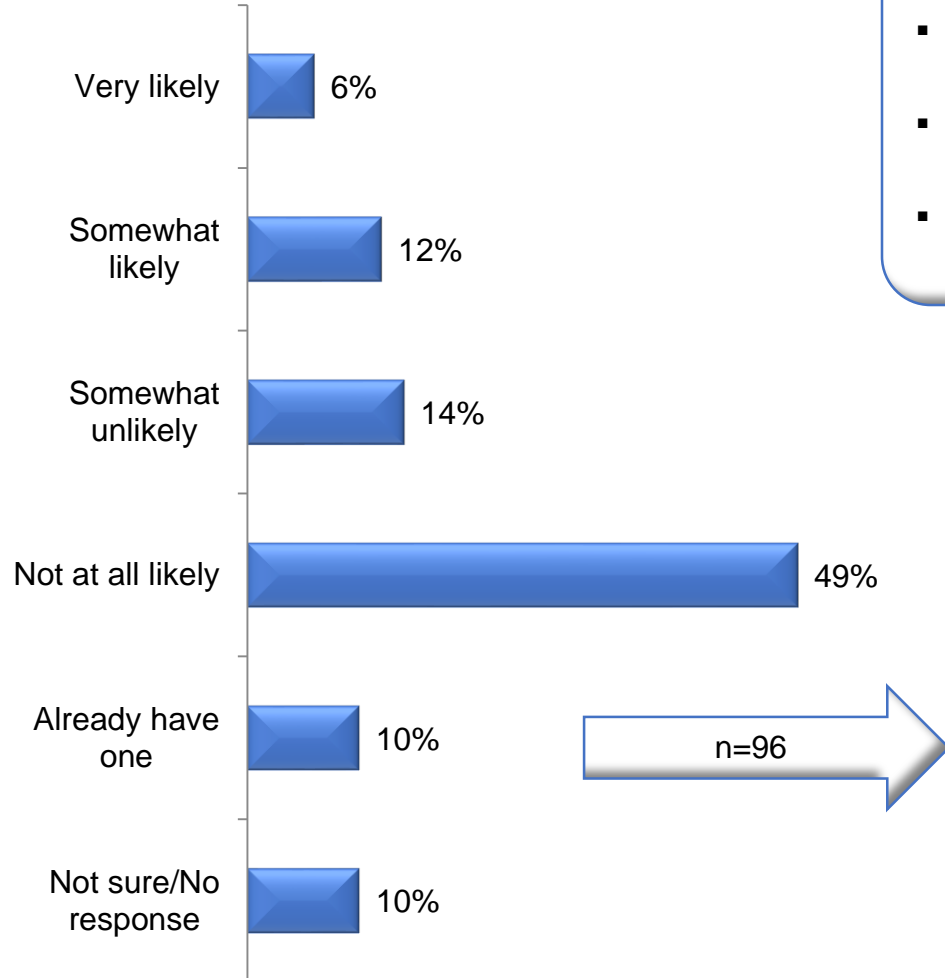
Products and Services

Plug-In Electric Vehicles

How likely is it that you will own or lease a plug-in electric vehicle in the next five years?

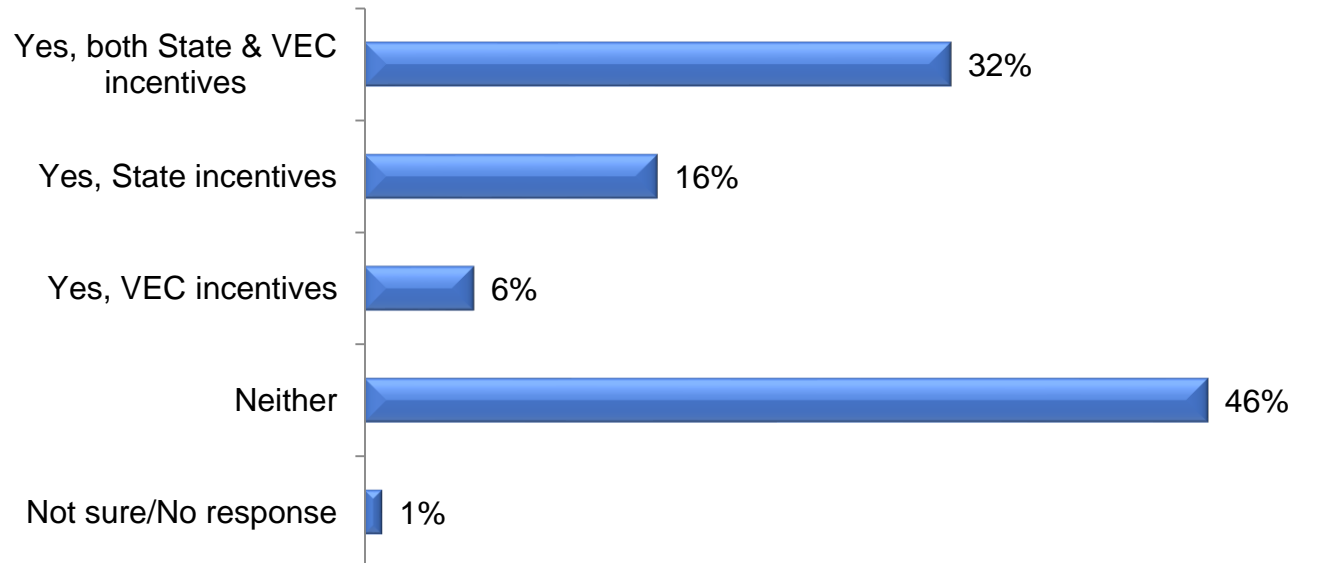
Did financial incentives from either VEC or the State influence your choice to get an EV? If yes, which one(s)?

Likelihood of Owning/Leasing a Plug-In Electric Vehicle



- One in ten members indicate they currently own or lease a plug-in electric vehicle and approximately one-fifth say they are very (6%) or somewhat (12%) likely to purchase or lease one in the next five years.
- Younger members and those paying higher monthly electric bills are more likely than older members or those paying lower bills to currently have an EV.
- Newer members are more likely than longer-tenured members to purchase or lease an EV in the next five years.
- Just over half of those who currently have an EV indicate that financial incentives from VEC and/or the state of Vermont influenced their decision to get an EV.

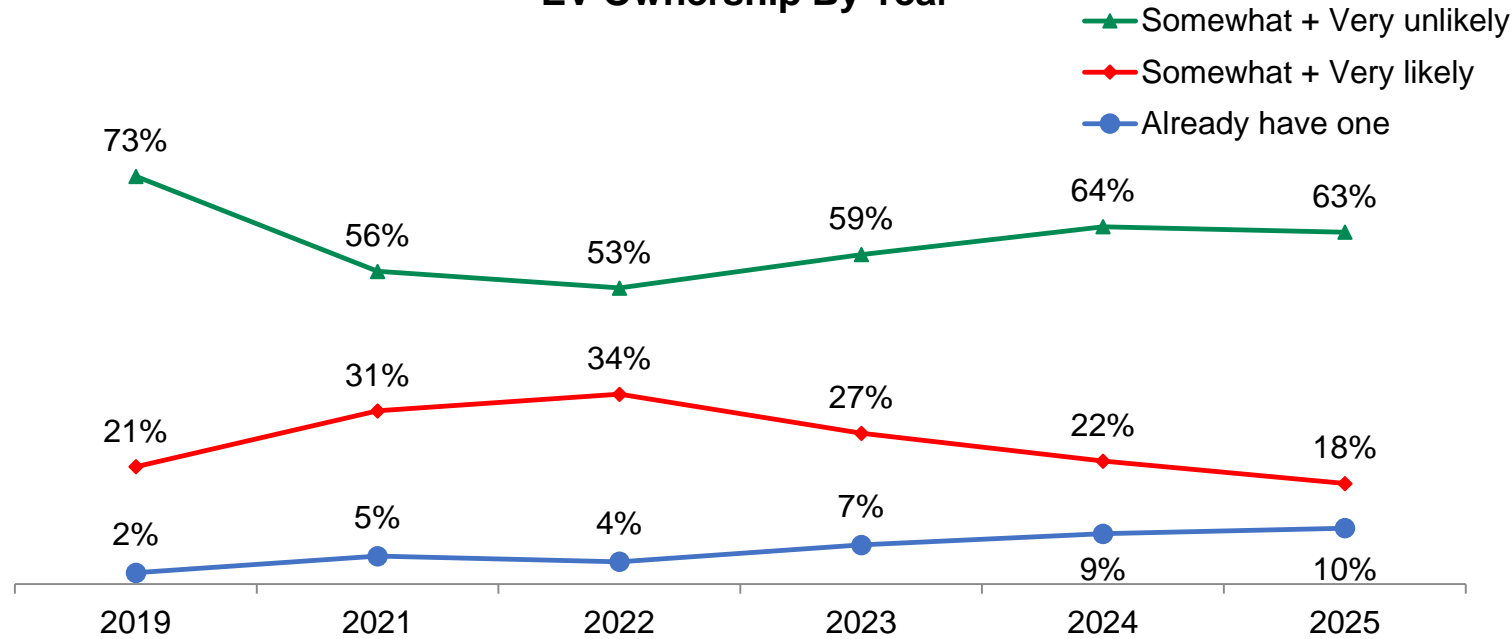
Influence of Financial Incentives



Plug-In Electric Vehicles

How likely is it that you will own or lease a plug-in electric vehicle in the next five years?
What is the biggest obstacle to you purchasing or leasing an electric vehicle?

EV Ownership By Year



Biggest Obstacle to Purchasing/Leasing EV
Asked if do not already have EV (n=904)

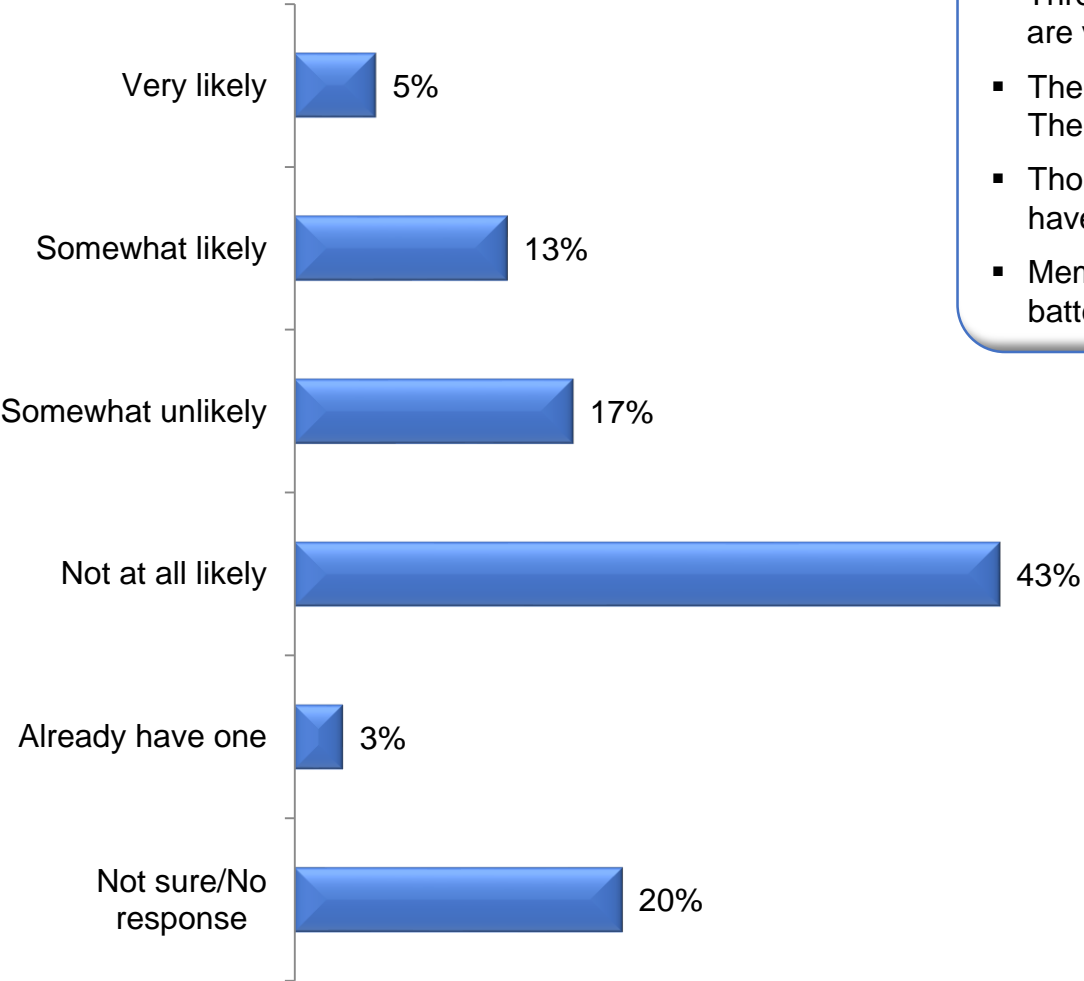
Battery range concerns	36%
Cost of vehicle	35%
Concerns about finding charging station	32%
Just don't want one	30%
No need for a new vehicle	26%

- The proportion of members who currently have an EV continues to increase while the proportion who are likely to get one in the next five years continues to decrease.
- This suggests that there have been few “converts” – that is, there have not been members who have changed from being unlikely to purchase an EV to being likely to purchase one.
- Most of those who do not already have an EV say the biggest obstacle to them getting one is battery range concerns and the cost of the vehicle. Almost one-third indicate they just don't want an electric vehicle.

On-Site Back Up Battery Storage

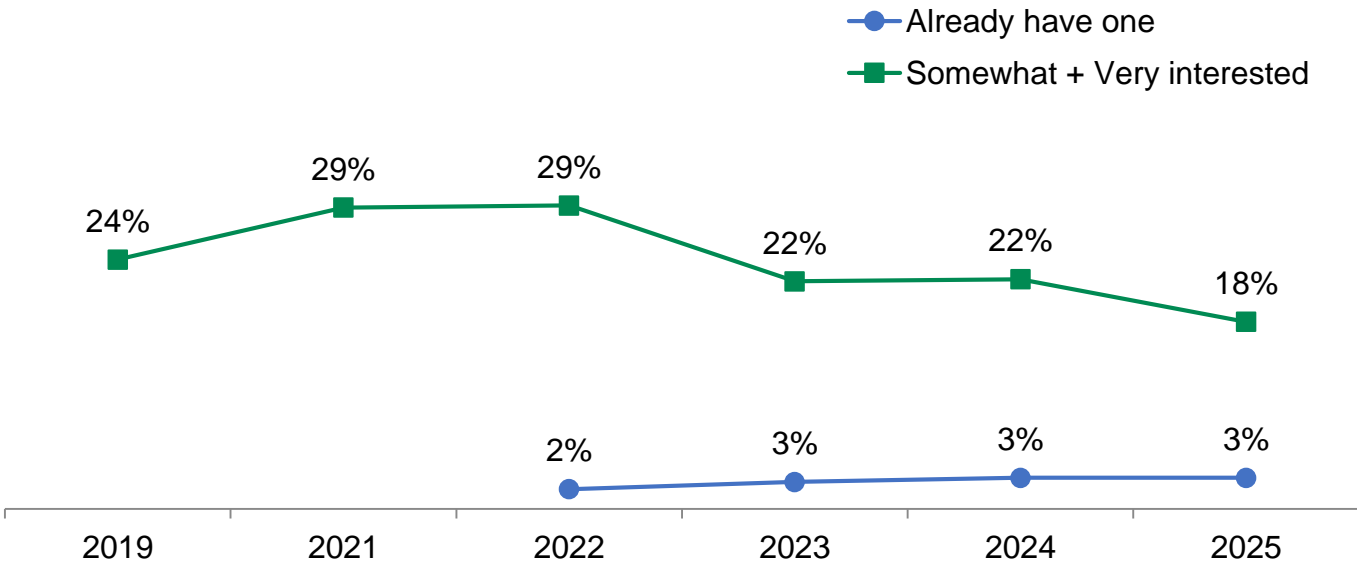
How likely is it that you will own or lease on-site back up battery storage for your home in the next five years?

Likelihood of Owning/Leasing On-site Backup Battery Storage



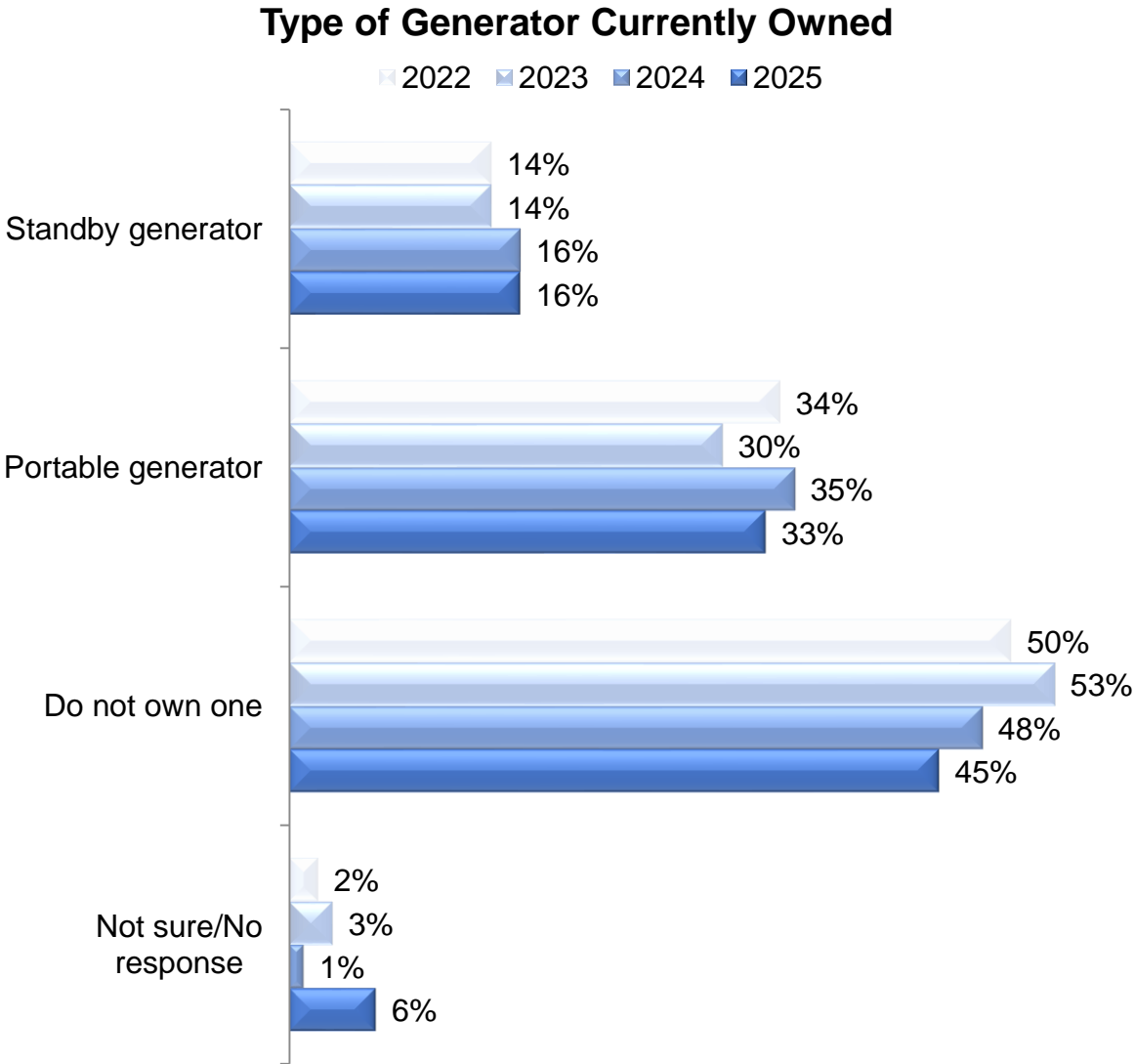
- Three percent currently have on-site back up battery storage and approximately one-fifth say they are very (5%) or somewhat (13%) likely to purchase or lease it in the next five years.
- The proportion of members who already have battery storage is consistent with previous studies. The likelihood of owning or leasing back up storage is lower than in all the previous studies.
- Those paying lower monthly electric bills are more likely than those paying higher bills to currently have on-site back up battery storage.
- Member groups that are more likely than their counterparts to purchase or lease on-site back up battery storage include: newer members, homeowners, and those who are currently employed

Battery Storage By Year



Back Up Generator

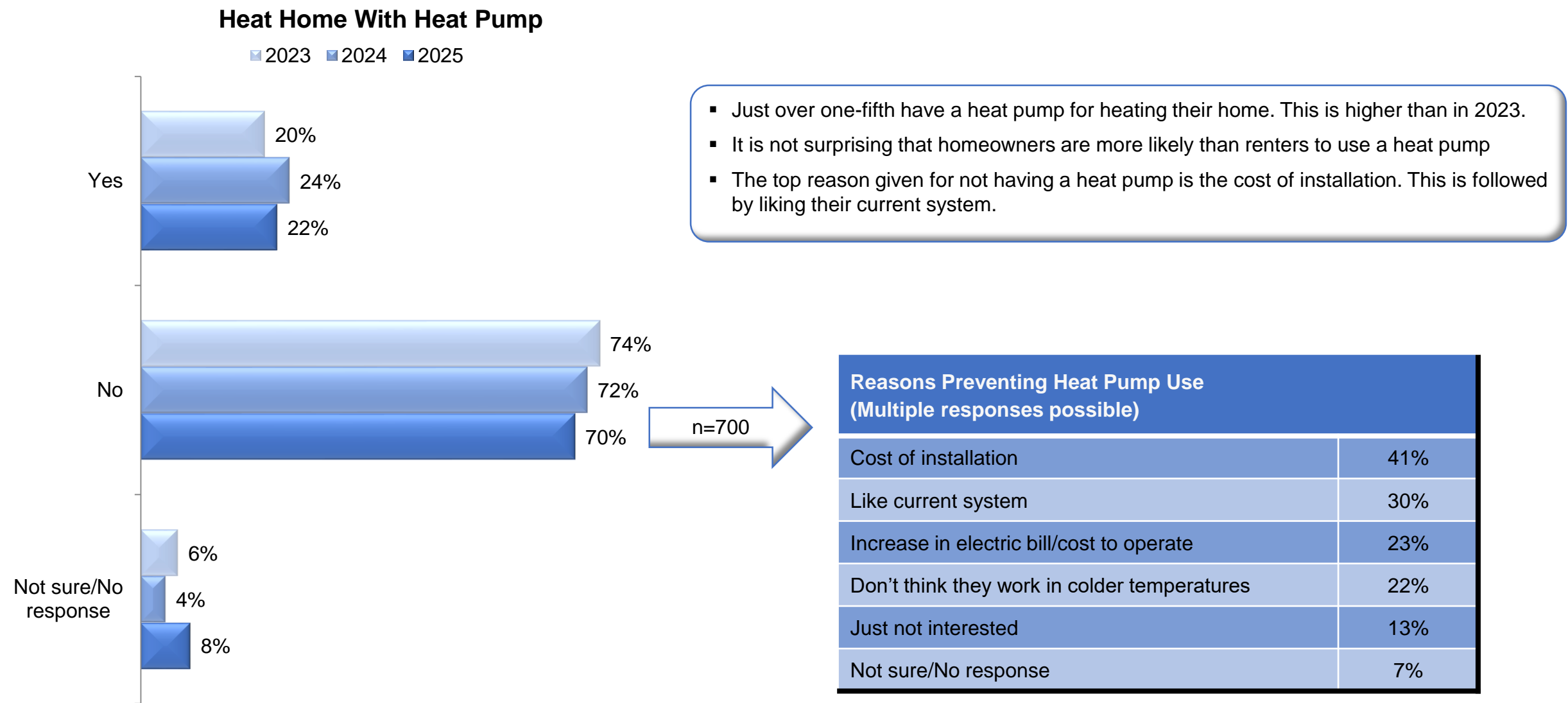
Do you currently own a back up generator to power your home or business if the power is out? If yes, is it a standby or portable generator?



- As in 2024, half of the members have a back up generator to power their home or business and are more likely to have a portable generator than to have a standby generator.
- The proportion of members who have a back up generator continues to be higher than in 2023.
- Not surprisingly, non-residential members are more likely than residential members to have a back up generator. Other member groups that are more likely than their counterparts to have one include:
 - Longer-tenured members
 - Homeowners
 - Those paying higher monthly electric bills

Heat Pumps

Do you use a heat pump for heating your home? If no, what is preventing you from using electric heat pumps?

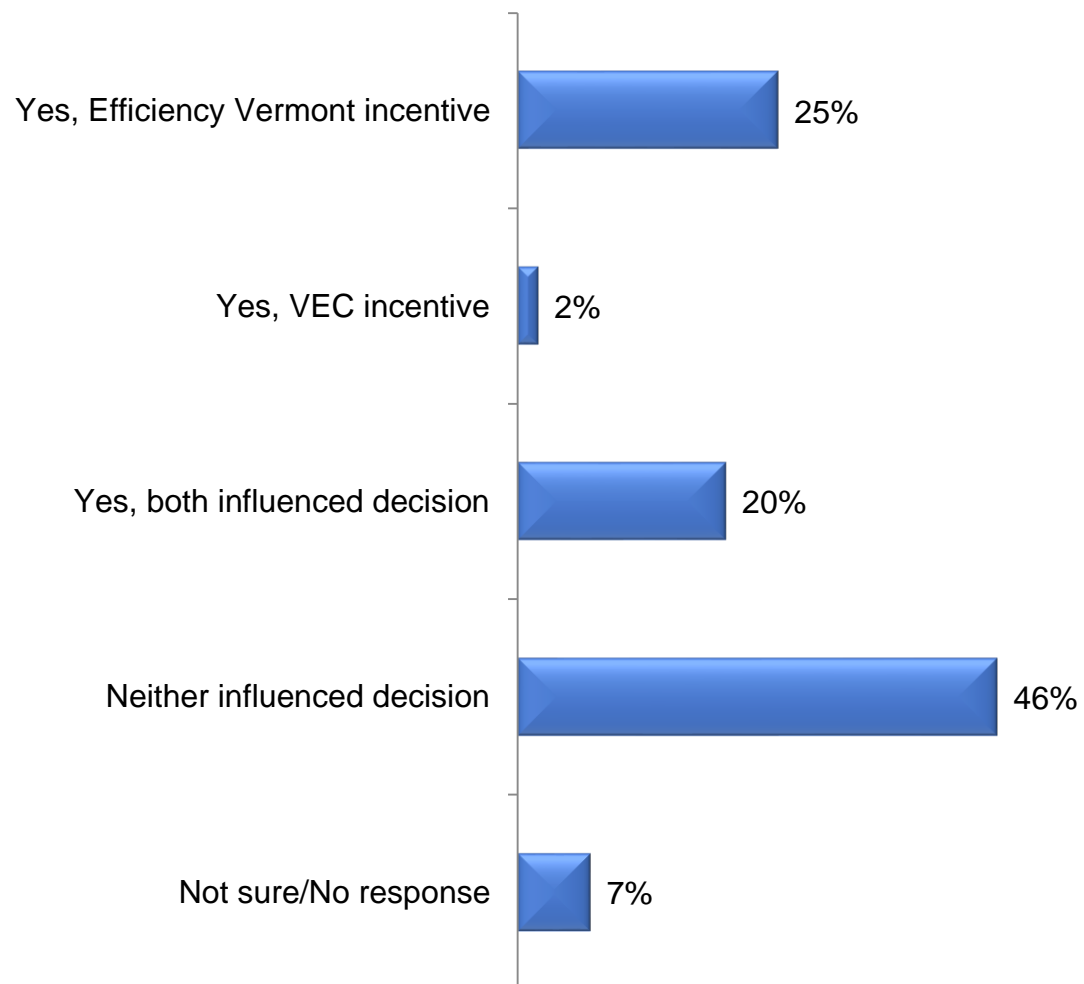


Heat Pump Incentives

Did financial incentives from either VEC or Efficiency Vermont influence your choice to get a heat pump? If yes, which one(s)?

Influence of Financial Incentives

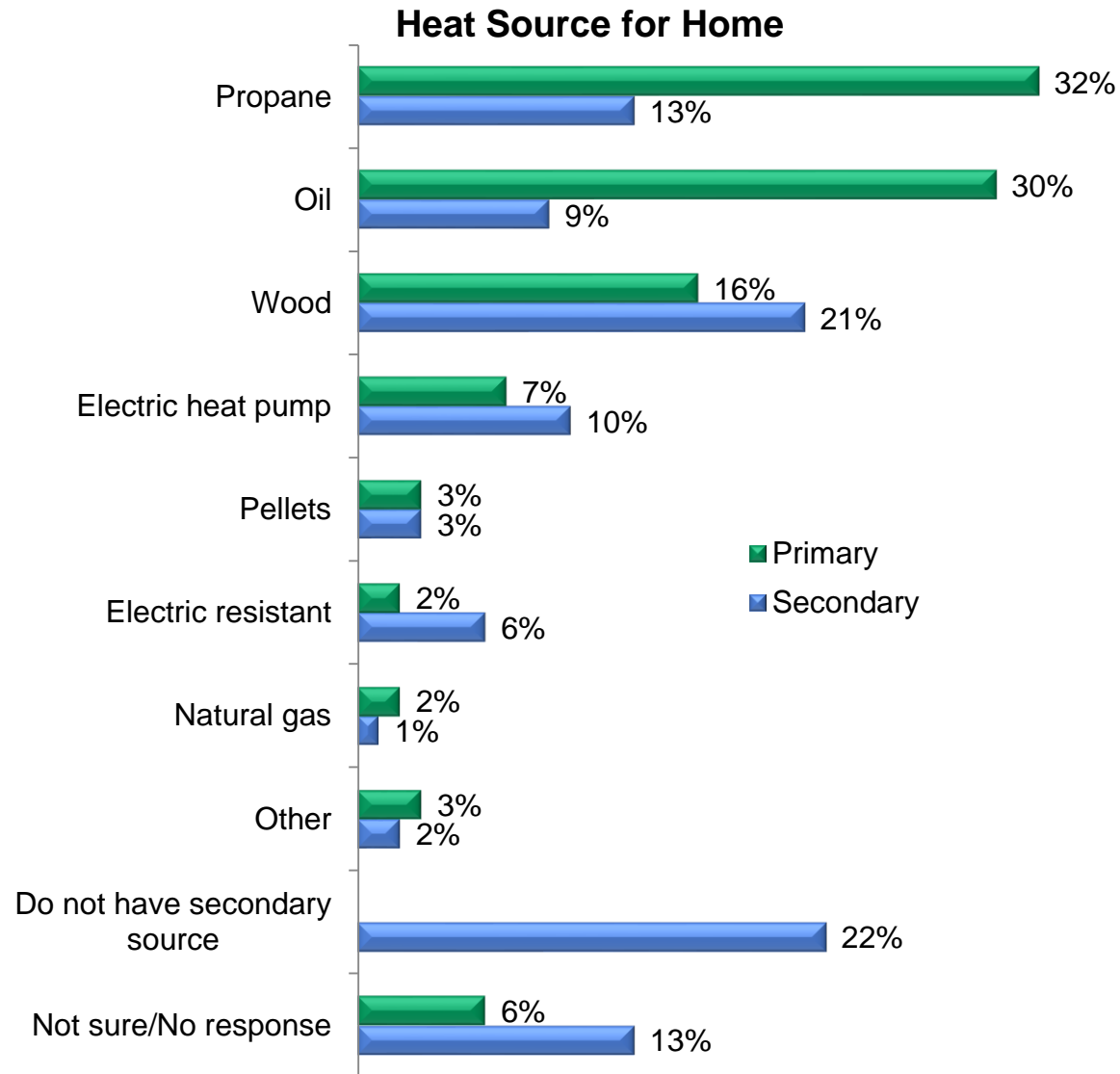
Asked of those who have a heat pump (n=218)



- Similar to VEC and state incentives for electric vehicles, almost half say that financial incentives from VEC and/or Efficiency Vermont influenced their decision to get a heat pump.

Heating Sources

How do you primarily heat your home? Please select the one that you use the majority of the time to heat your home.
If you also use a secondary heat source, which one?

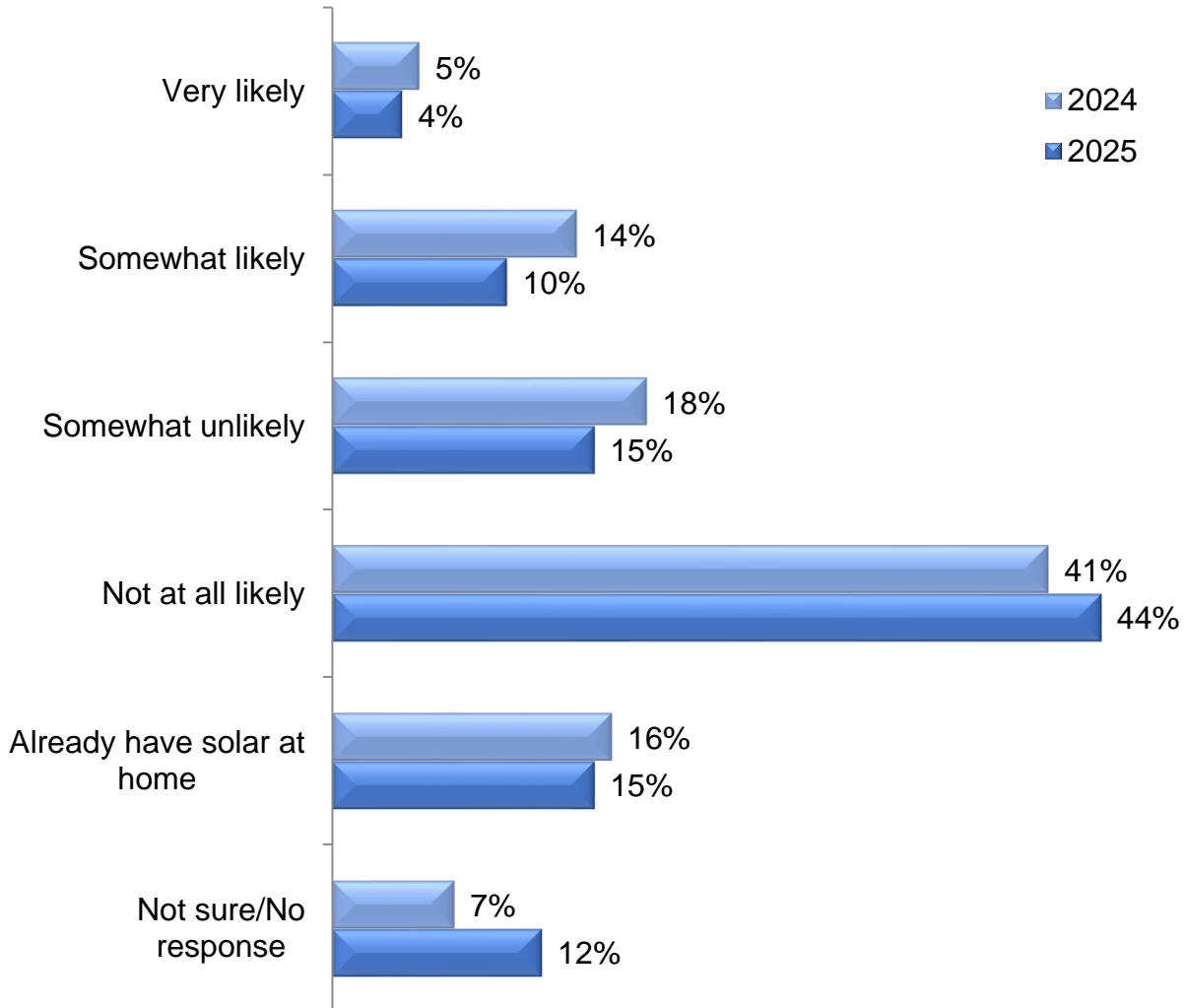


- Members' main source of heating their home is propane followed very closely by oil. This has not changed significantly from the 2023 study.
- Nearly two-thirds use a secondary heat source, most often wood.

Solar

How likely is it that you will install solar at your home in the next five years?

Likelihood of Installing Solar at Home



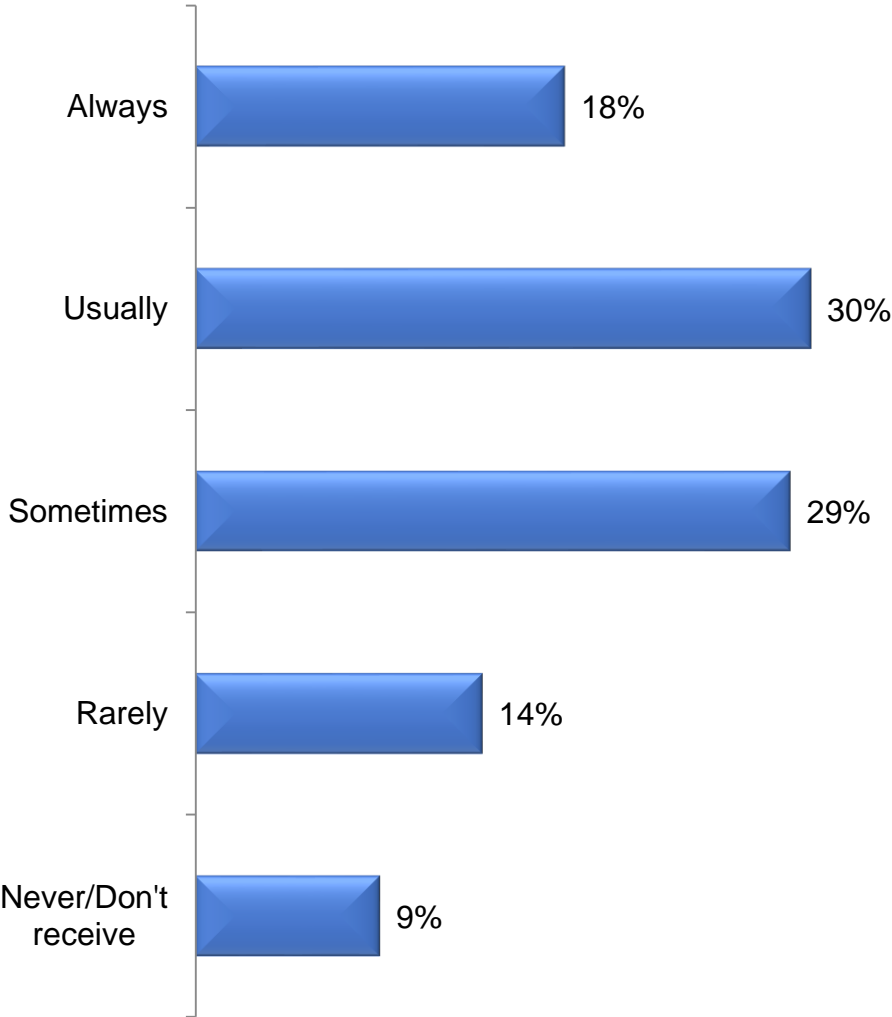
- Fifteen percent of members report having a solar system at their home.
- Fourteen percent say they are very (4%) or somewhat (10%) likely to install a solar system in the next five years.
- While the proportion of members who say they are likely to install solar at their home in the next five years has decreased from 2024, this is due to an increase of members who did not answer the question.
- Member groups that are more likely than their counterparts to currently have a solar system include:
 - Longer-tenured members
 - Those paying lower monthly electric bills
- Member groups that are more likely than their counterparts to install solar at home include:
 - Newer members
 - Younger members
 - Those paying higher monthly electric bills
- One-third of members are aware of VEC's Co-op Community Solar Program.

Communication

Co-op Life Newsletter

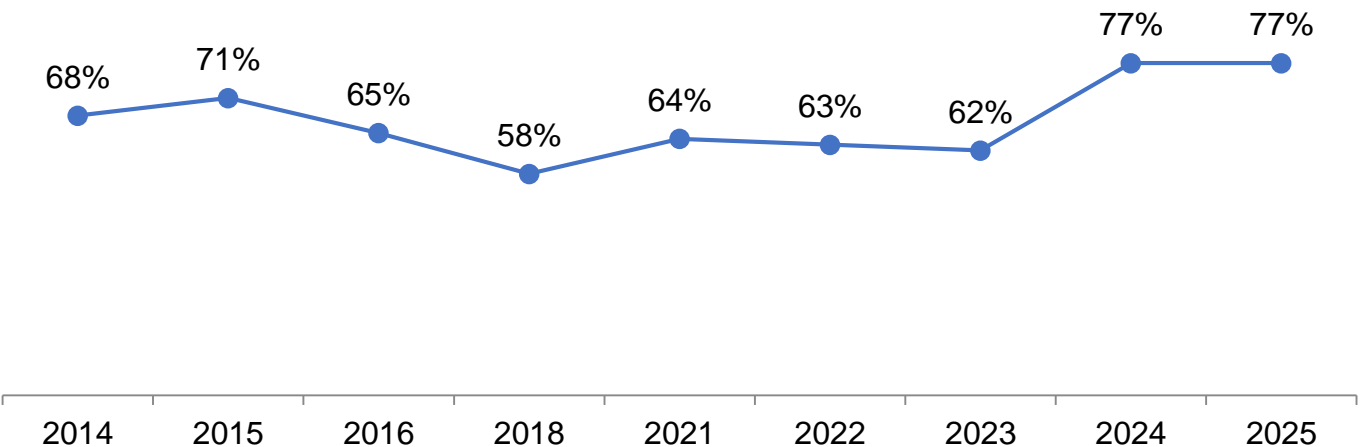
How often do you read VEC’s newsletter in either printed or digital form?

How Often Read Newsletter



- As in 2024, three-quarters read the newsletter at least sometimes when they receive it. Approximately one-fifth “always” read it. This continues to be higher than all of the studies between 2014 and 2023.
- Member groups that are more likely than their counterparts to read the newsletter and to read it more frequently include:
 - Longer-tenured members
 - Older members
 - Retired members

Overall Readership By Year

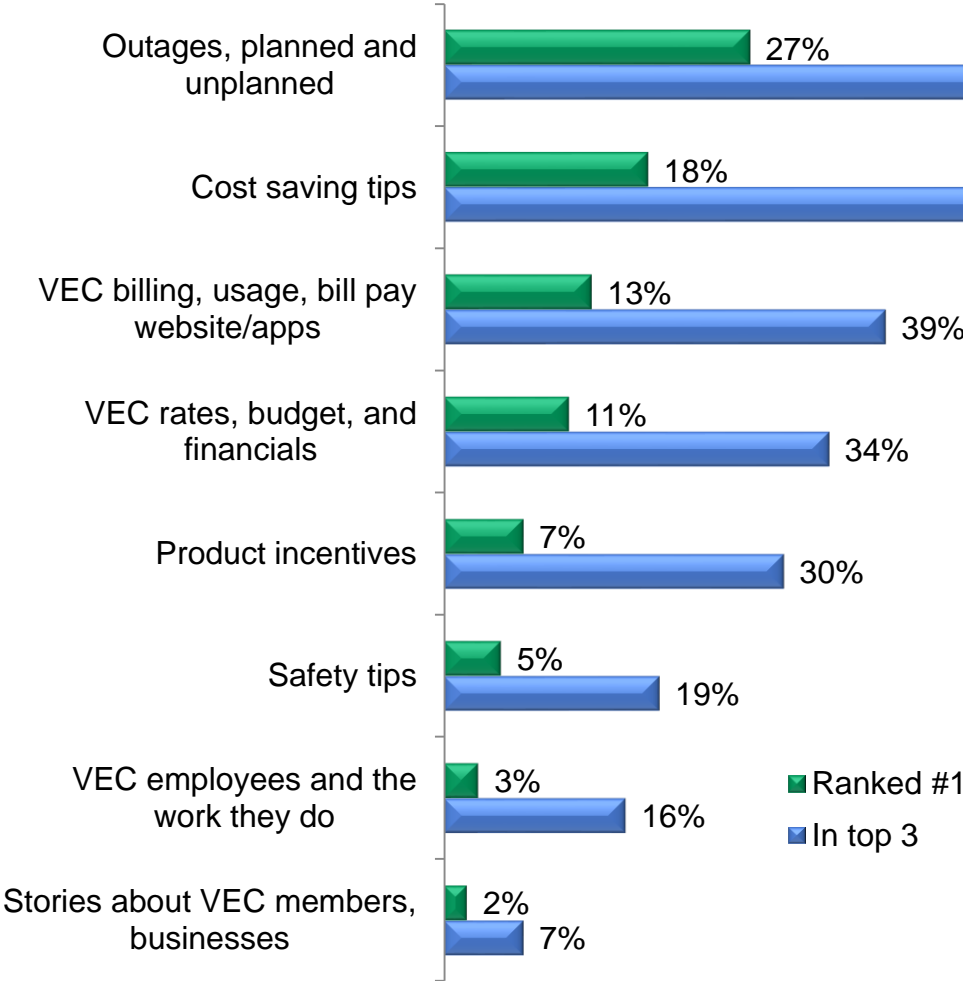


Information and Updates

What types of information and updates do you like to get from VEC? Please select and rank the top three where 1 is the most important to you.

Types of Information Like to Receive

Up to three responses possible



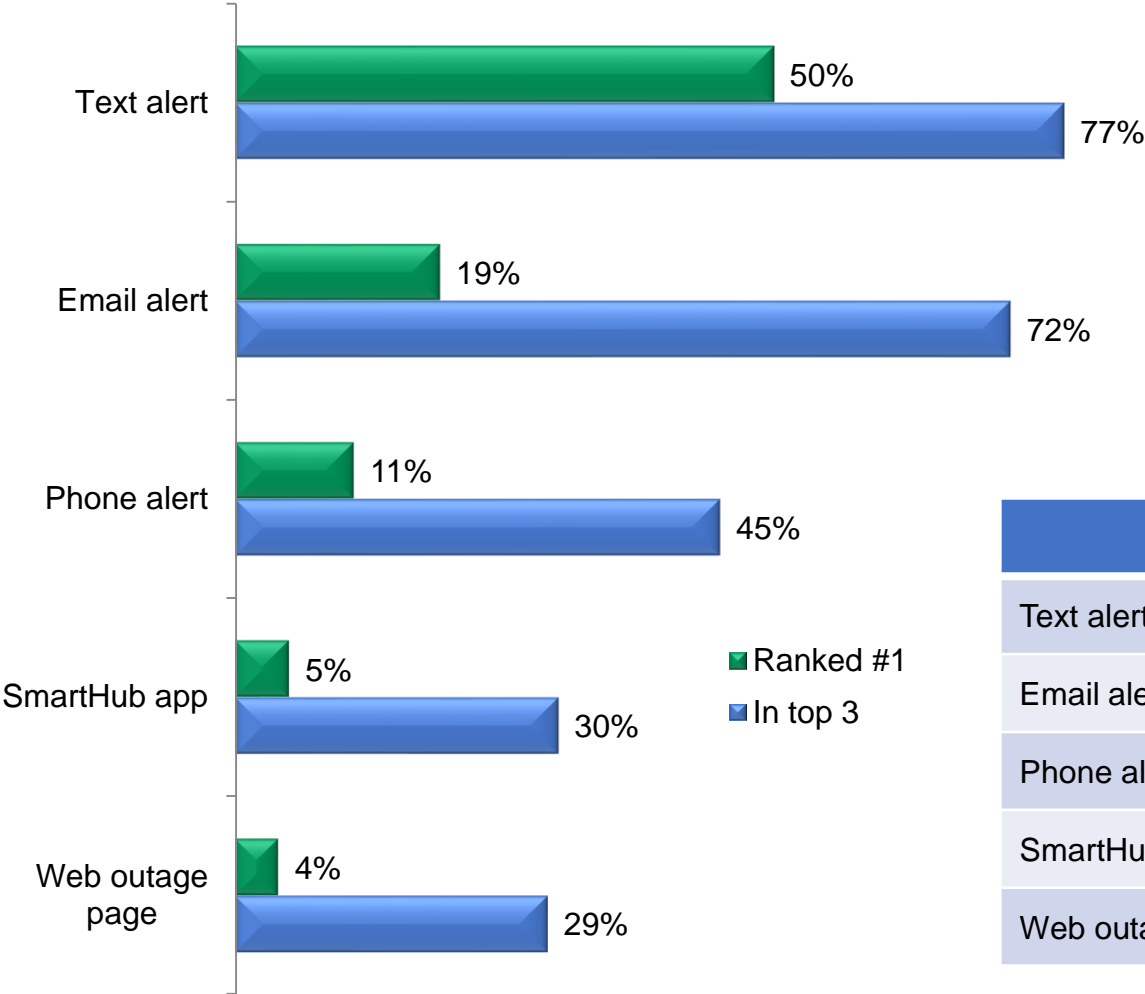
- Members are most likely to prefer getting information and updates about outages, both planned and unplanned. This is followed by cost saving tips.
- When asked if there are other subjects they would like to learn more about from VEC, members mentioned solar/member generation, energy efficiency, rates and fees, and power sources.

	Under 45	45-54	55-64	65 or older
Outages, planned and unplanned	65%	53%	65%	63%
Cost saving tips	60%	50%	55%	49%
VEC billing, usage, bill pay websites/apps	36%	37%	49%	40%
VEC rates, budget, and financials	45%	38%	32%	34%
Product incentives	39%	37%	32%	28%

Outage Notification

What is your preferred way to be notified about outages and service interruptions? Again, please select and rank the top three where 1 is the most important to you.

Outage Notification Preferences
Ranked to 3 Choices



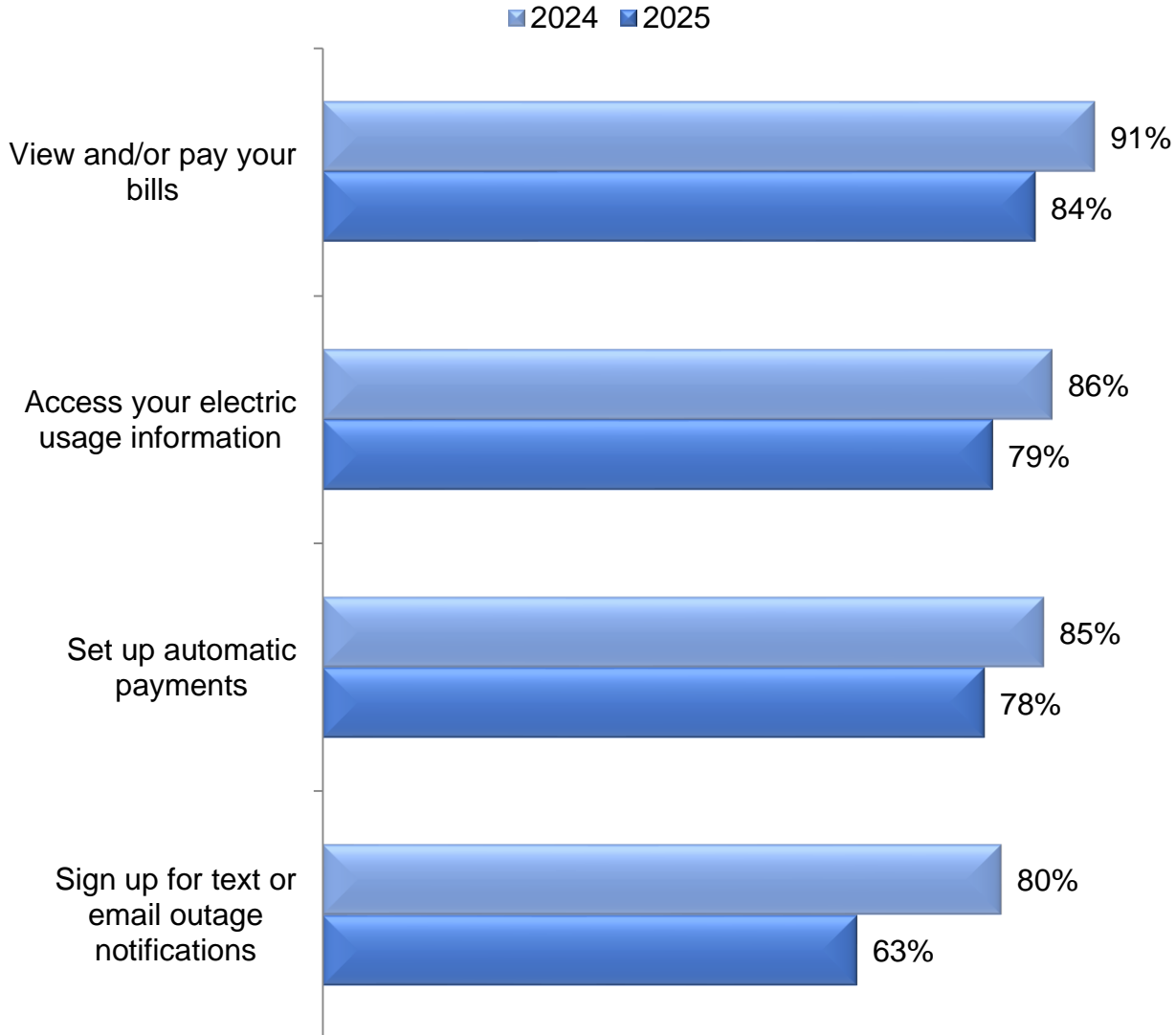
▪ For outage and service interruption notification, members most prefer text alerts. Seven in ten mention email alerts as one of their top three preferences.

	Under 45	45-54	55-64	65 or older
Text alert	82%	85%	86%	77%
Email alert	71%	63%	71%	78%
Phone alert	41%	31%	37%	54%
SmartHub app	44%	37%	39%	25%
Web outage page	36%	36%	30%	29%

SmartHub Awareness

Did you know that you can use VEC's SmartHub online tool for the following?

Multiple responses possible

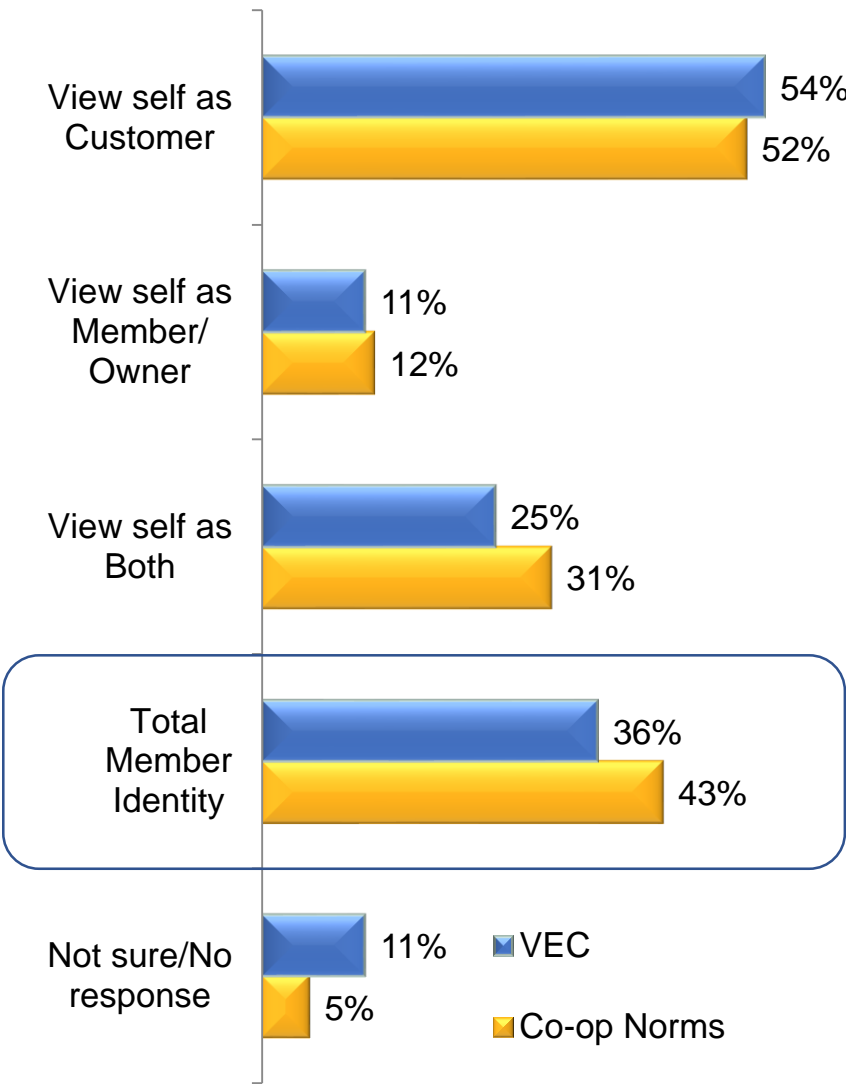


- Almost all of the members are aware of at least one function they could use VEC's SmartHub online tool for.
- Members are most likely to be aware they can view and/or pay their electric bill using SmartHub. This is followed by awareness of accessing electric usage information and setting up automatic payments.
- However, awareness of each function has decreased from the 2024 study.
- Member groups that are more likely than their counterparts to be aware of at least one function of SmartHub include:
 - Newer members
 - Younger members
 - Those who are currently employed

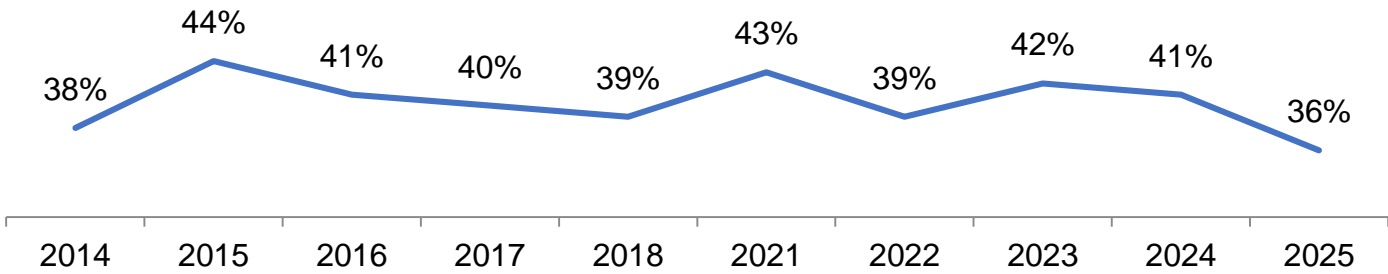
Member Identity

Member Identity

Do you view yourself as a member-owner or as a customer of your electric co-op or both?



Member Identity By Year

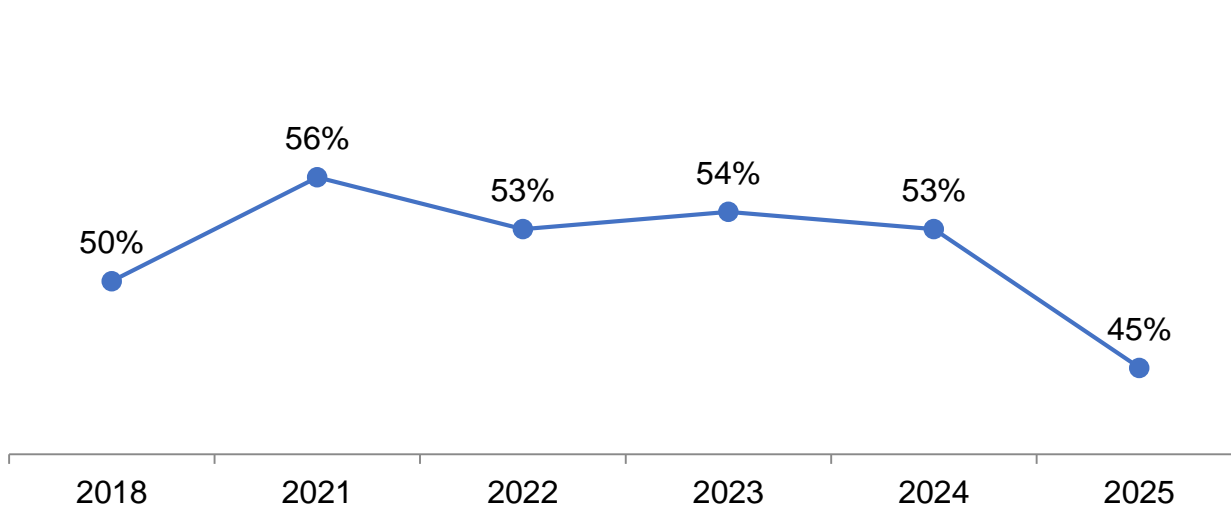


- Thirty-six percent feel they are a member of the co-op or both a member and customer.
- This is lower than most of the previous studies, including 2023 and 2024, as well as the Co-op Norms.
- Groups with higher member identity include:
 - Longer-tenured members
 - Older members
 - Retired members
 - Those paying lower monthly electric bills
- “Members” are more likely than “customers” to:
 - Be more satisfied with the co-op
 - Give higher ratings on the performance attributes
 - Be aware they may receive a member capital allocation
- Read the newsletter and read it more frequently
- Say it is important for utilities to provide power from wind, solar, and hydro
- Say receiving power from renewable energy and receiving carbon free energy is important to them, regardless of where it’s generated
- Currently own or lease a plug-in EV, have solar installed at their home, and/or have on-site back up battery storage
- Be aware of VEC’s Co-op Community Solar Program
- Conversely, “customers” are more likely than “members” to say low-cost energy is important to them.

Capital Allocation

Are you aware that as a member-owner of the VEC nonprofit cooperative, you may receive a member capital allocation through an annual bill credit?

Awareness By Year



- Forty-five percent indicate they are aware that as a member-owner of VEC, they may receive a member capital allocation through an annual bill credit.
- This is lower than all of the previous studies except 2018.
- Member groups that are more likely than their counterparts to be aware they may receive a member capital allocation include:
 - Longer-tenured members
 - Older members
 - Homeowners
 - Retired members
 - Those paying lower monthly electric bills

Demographics

Differences by Age



Older members are more likely to:

- Have higher satisfaction with the co-op.
- Give higher ratings for the performance attributes.
- Have a higher level of member identity and be aware that as a member, they may receive a member capital allocation.
- Read the monthly newsletter and to read it more frequently.
- Say it is important for utilities to provide power from hydro and natural gas.
- Be aware of VEC's Co-op Community Solar Program.



Younger members are more likely to:

- Be aware of the functions in SmartHub.
- Currently have a plug-in EV.
- Install solar panels at their home.

Differences By District

	Highest Ratings	Lowest Ratings
Overall satisfaction	1-3, 7	4-6
The overall customer service they provide	1, 7	2, 5, 6
Delivering good value for the money	1, 7	4, 6
Resolving any issues or problems	7	2-6
Demonstrating concern for customers' best interests	1, 5, 7	6
Communicating with you and keeping you informed	1, 7	2, 6
Operating with concern for the environment	7	2, 4-6
Supporting the local community	7	2, 4, 6
The speed and efficiency of responding to customers	7	1-6
The courtesy, understanding and helpfulness of employees to your inquiries or problems	1, 3, 7	2
Keeping blinks and momentary outages to a minimum	2, 3, 7	4-6
Keeping the number of longer outages to a minimum	7	2-6
The reliability of service and frequency of interruptions	7	3, 4-6
The restoration of power after an outages	7	1, 4-6
Keeping you informed on the status of outages	7	2, 4-6
Providing consistent voltage	2, 3, 7	5
Charging reasonable rates	1, 3, 7	2, 6
Their monthly service fees	1	2, 4-6

Member Satisfaction

As previously mentioned, satisfaction with VEC is highest among those in Districts 1, 2, 3, and 7, significantly higher than Districts 4, 5, and 6. It is interesting that the longer-tenured members in Districts 4, 5, and 6 are least likely to have been a member of Citizens Communications Electric Utility.

Performance Attributes

Tend to be highest among District 7 members with differences generally being significant, especially when compared to Districts 4, 5, and 6.

The only attribute for which there are no significant differences between any of the districts is the accuracy of meter reading and billing.

For other differences by district, see the next slide.

	Highest Ratings	Lowest Ratings
Providing accurate and easy to understand bills	7	6
Having convenient payment options	7	2, 4, 6
Helping customers keep bills as low as possible	1	2, 4, 6
Helping customers to be more efficient in their use of electricity	1, 7	6

Differences By District

	Most Likely	Least Likely
Was member of Citizens Communications Electric Utility prior to acquisition by VEC	1-3, 6, 7	4, 5
Has member identity*	3, 5	2
Aware they may receive member capital allocation	5	1-3, 6, 7
Newsletter readership	1, 3	5
Aware of at least one function of SmartHub	3, 5	6
Has plug-in EV	5	1-3, 4, 6
Likely to purchase/lease EV	5	1, 2
Uses heat pump to heat home	7	1-4, 6
Aware of Community Solar Program	4-7	1, 2
Has solar installed at home	5	1-4, 6, 7
Likely to install solar	6	2, 7
Has back up battery storage*	5	4, 6
Likely to purchase/lease battery storage	5	2-4, 7
Currently owns back up generator	4, 5	1-3, 7

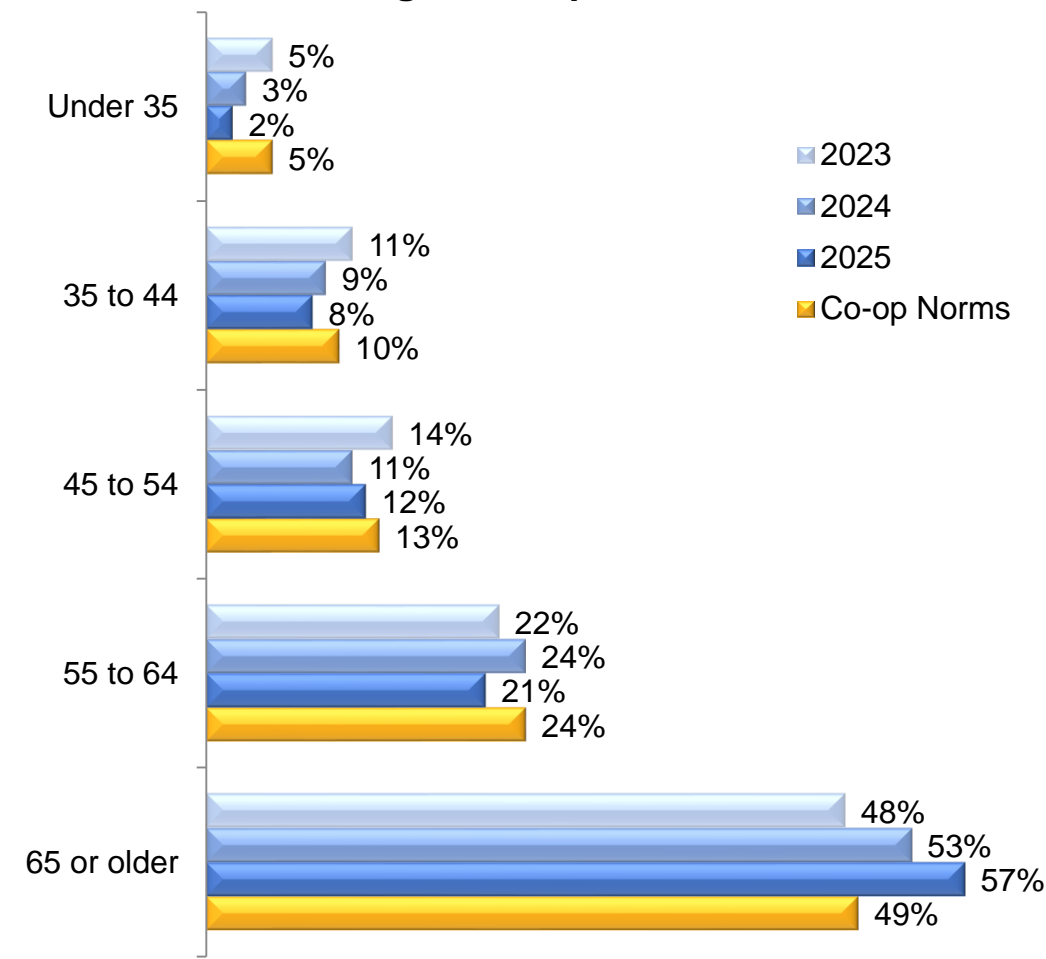
* Differences are not significant

	Most Likely	Least Likely
Providing energy from wind is important	4, 7	1, 6
Providing energy from solar is important	5	1, 2, 6
Providing energy from hydro is important**	2, 4	1, 3
Providing energy from bio-mass is important	2	3, 6, 7
Providing energy from natural gas is important	6	3, 5, 7
Providing energy from nuclear is important	6	1, 3-5, 7
Low-cost energy is important	2, 4, 6	5
Receiving power from renewable energy generated in-state is important**	2	3, 5
Receiving power from renewable energy regardless of where generated is important**	4, 5	3
Receiving carbon free energy generated in-state is important**	2	6
Receiving carbon free energy regardless where generated is important	5, 7	1, 6

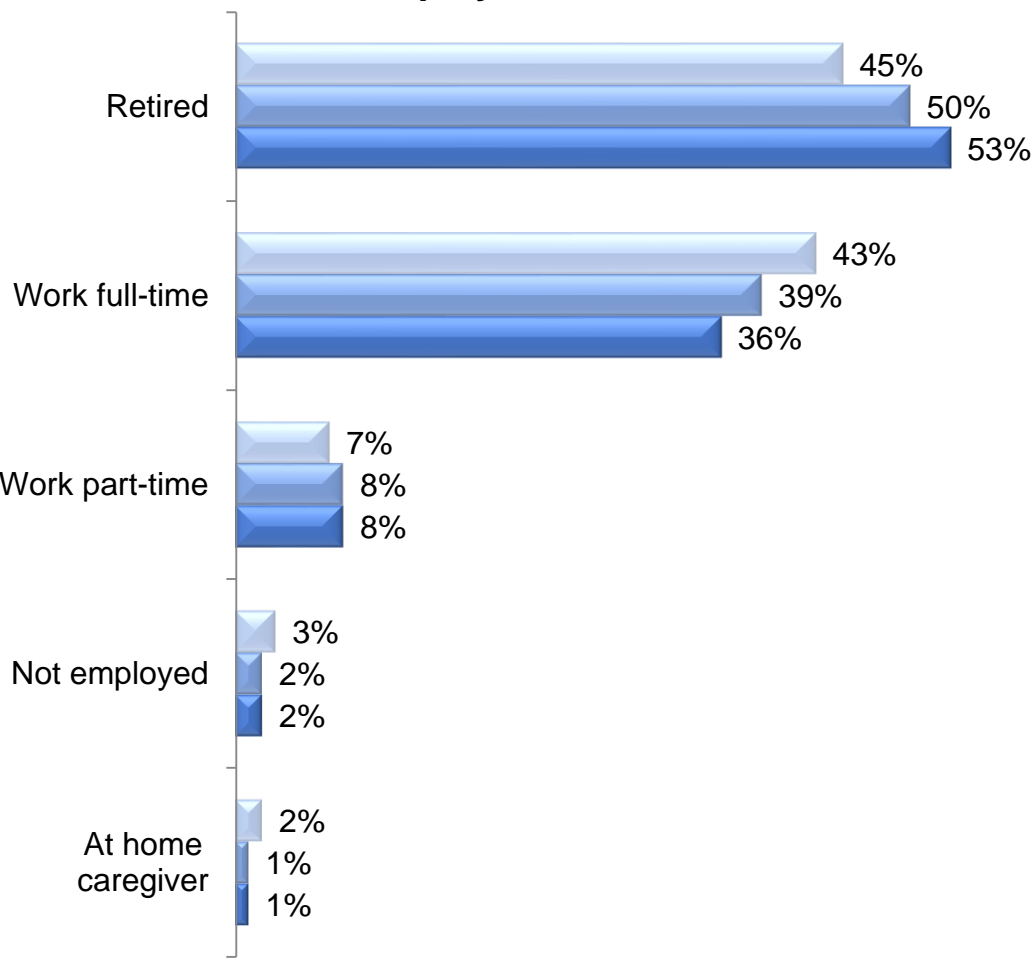
** Differences based on mean ratings are not significant

Member Demographics

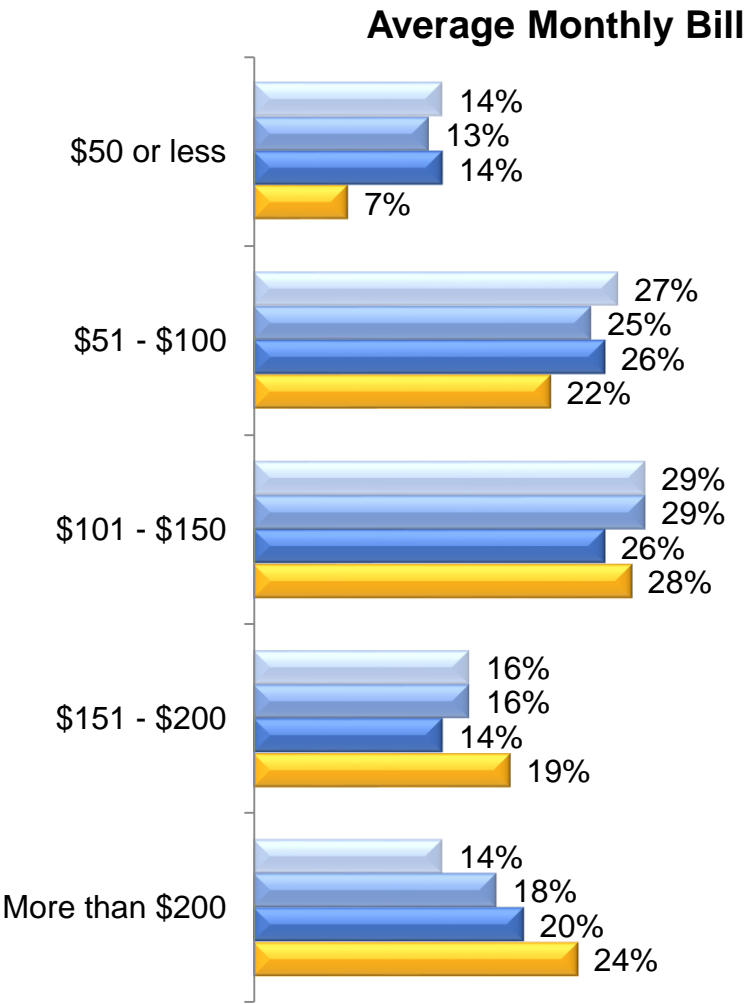
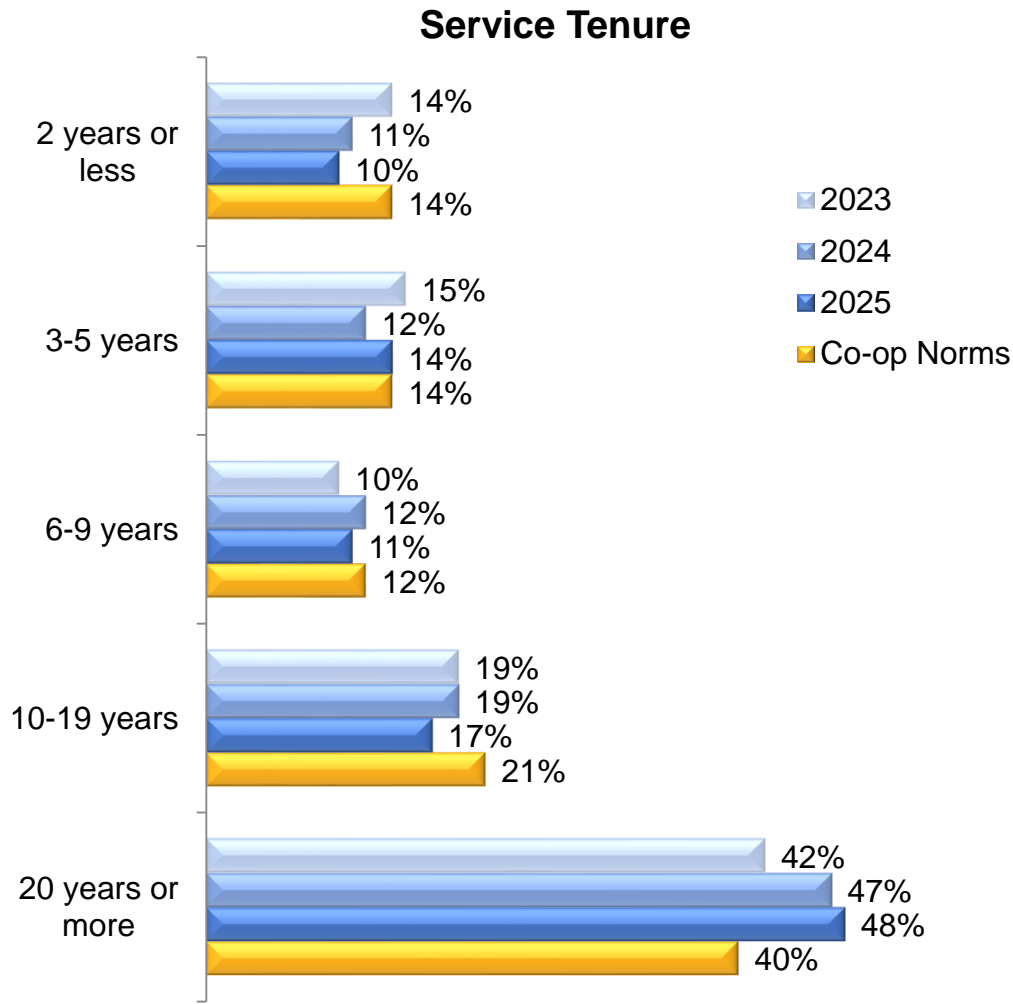
Age of Respondents



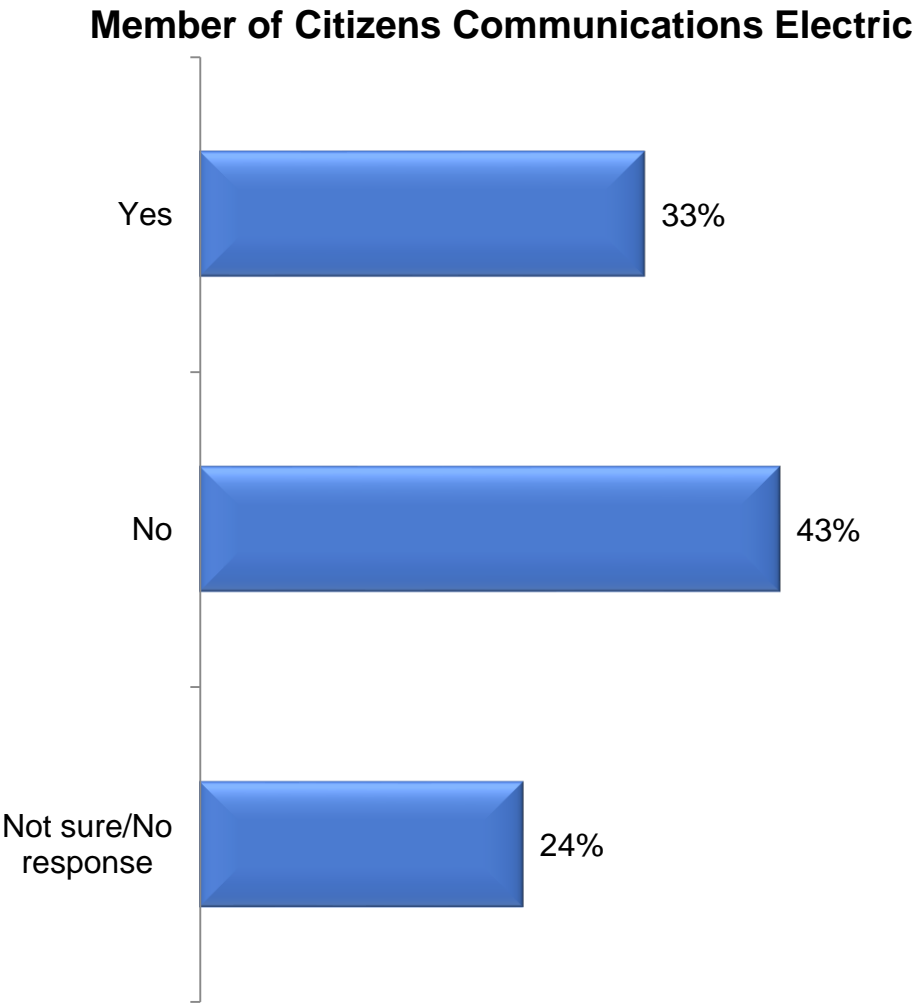
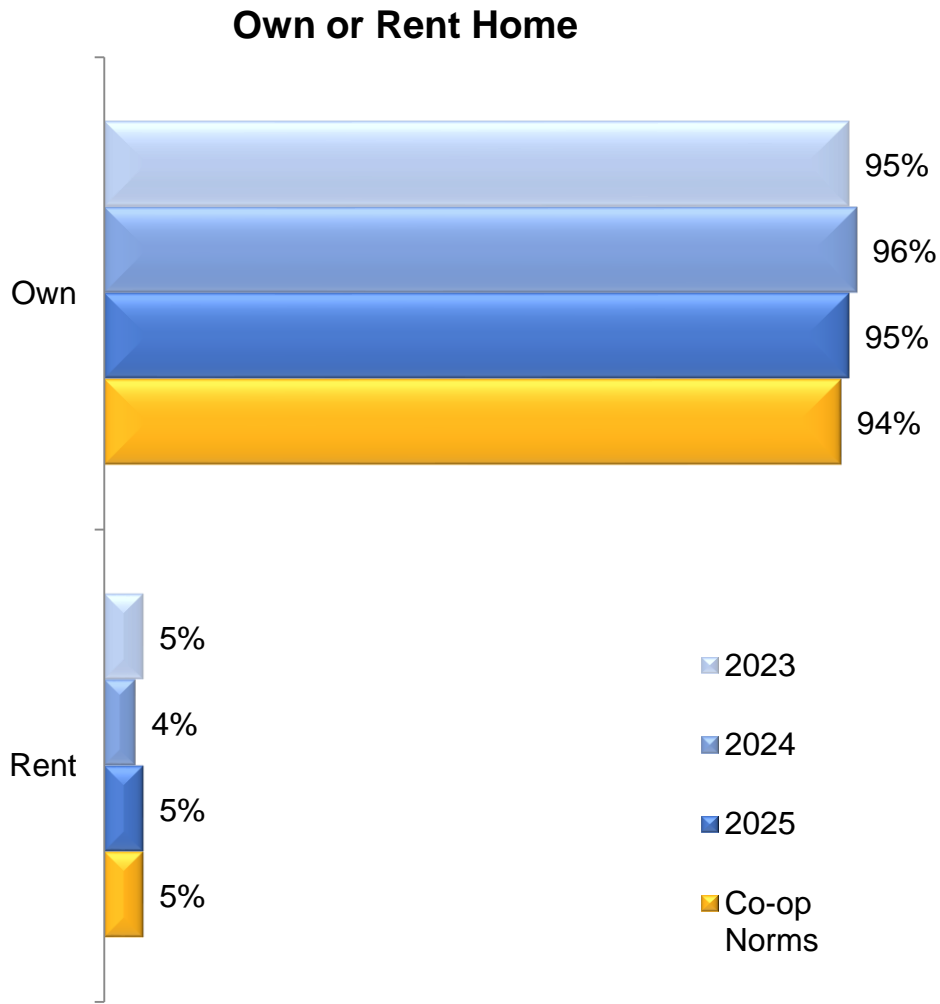
Employment Status



Member Demographics



Member Demographics



Appendix:

- Verbatim Comments
- Factor Analysis and Key Drivers

Verbatim Comments

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

Among those who commented, the table on the right provides a breakdown of the subjects mentioned and the number of comments that were positive, negative, or neutral.

The full listing of the comments given was provided in a separate file.

Subject/Topic	Total # of Comments	Positive	Negative	Neutral
Electric Service	129	87	37	5
Overall Satisfaction	66	65	1	0
Renewable Energy/Climate Change	66	24	34	8
Rates/Fees	66	8	52	6
Member Service/Communication	32	29	2	1
Co-op Membership/Member Identity	24	10	8	6
Additional Services	15	0	4	11
Management/Board	12	5	5	2
Billing	11	3	8	0
Electric Vehicles	10	4	4	2
Outage Information/Reporting	10	3	7	0
Provider Choice	9	0	9	0
Community Support	3	2	0	1
Energy Efficiency/Energy Audits	3	0	1	2
Internet Services	2	1	0	1
Magazine/Website/Social Media	2	1	0	1

Factor Analysis and Key Drivers

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 subconsciously think about or group the many different performance attributes. Five factors were found and named Electric Service, Customer Service, Electric Cost, Payments and Bills, and Social Responsibility.

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

One attribute is not included in the factors because it is not highly correlated with other attributes and was entered into the regression analysis separately.

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 member 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, satisfaction also receives a high rating. That is, the more a factor or attribute influences member satisfaction, the higher its importance score. Factors and attributes that are found to be significant in the regression are labeled as key drivers of member satisfaction and shown in the figure.

A separate analysis was done to find the key drivers of value among residential members of the co-op. Rather than regressing the factors and attributes on satisfaction, they were regressed on the attribute “delivering good value for the money.” The key drivers of value are shown in a separate figure.

Electric Service

- 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
- The restoration of power after an outage
- Providing consistent voltage without surges or brownouts
- Keeping customers informed on the status of outages

Customer Service

- The courtesy, understanding and helpfulness of employees to your inquiries or problems
- The overall customer service they provide
- Resolving any issues or problems
- Having professional employees
- The speed and efficiency of responding to customers
- Communicating with customers and keeping them informed

Electric Cost

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

Payments and Bills

- Having convenient payment options
- Providing accurate and easy to understand bills
- The accuracy of meter reading and billing

Social Responsibility

- Operating with concern for the environment
- Supporting the local community

Not in Factors

- Demonstrating concern for customers' best interests