

## Member Co-op Annual Survey Examples

This package includes three examples of electric co-op annual member surveys. The surveys vary in length and in the method used to gather the data. Feel free to use these surveys as a reference as you build your own. Thanks to the co-ops who provided these resources!

1. Polk Burnett Electric Cooperative

*Survey conducted via email using SurveyMonkey*

2. Eastern Illini Electric Cooperative

*Survey conducted via email and as paper bill insert*

3. Lake Country Power

*Survey conducted by NRECA Market Research via phone and via email using SurveyMonkey*



## 2018 Member Survey

\* 1. First, please consider all your experiences to date with Polk-Burnett Electric Cooperative. Using a 10-point scale on which "1" means *very dissatisfied* and "10" means *very satisfied*, how satisfied are you with Polk-Burnett Electric Cooperative?

1 Very Dissatisfied	2	3	4	5	6	7	8	9	10 Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 2. To what extent has Polk-Burnett Electric Cooperative fallen short of your expectations or exceeded your expectations? Use a 10-point scale on which "1" means *falls short of your expectations* and "10" means *exceeds your expectations*.

1 Falls Short of Your Expectations	2	3	4	5	6	7	8	9	10 Exceeds Your Expectations
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 3. Forget Polk-Burnett Electric Cooperative for a moment. Now, imagine an ideal utility company. How well do you think Polk-Burnett Electric Cooperative compares with that ideal utility company? Please use a 10-point scale on which "1" means *not very close to the ideal* and "10" means *very close to the ideal*.

1 Not Very Close to the Ideal	2	3	4	5	6	7	8	9	10 Very Close to the Ideal
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 4. Assume, for the moment, that you could choose from among more than one utility. The next time you are going to choose a utility company, how likely is it that it will be Polk-Burnett Electric Cooperative again? Using a 10-point scale on which "1" means *very unlikely* and "10" means *very likely*, how likely is it that you will choose Polk-Burnett Electric Cooperative again?

1 Very Unlikely	2	3	4	5	6	7	8	9	10 Very Likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Please enter any additional comments, questions or concerns. Thank you for your feedback to help us improve our service.

**BONUS: Sign up for Polk-Burnett's e-Newsletter Here**

We'll send you tips to save energy and money, rebate deals, co-op news and offers. We promise not to send a lot of junk, just our e-newsletter sent to your email inbox once a month. Your contact information will not be sold or shared, and you may unsubscribe at any time. Polk-Burnett's e-newsletter is especially handy for co-op members who have gone paperless and receive an e-bill.

***DON'T FORGET to come back and SUBMIT YOUR SURVEY below for a chance to win a \$50 bill credit!***

# Complete and return our survey for a chance to win one of 10 \$25 bill credits!

Please take a few minutes to complete this survey. Answer the questions and mail it to us along with your electric bill payment. You can also complete the survey on our website at [www.eiec.coop](http://www.eiec.coop). All surveys that are submitted will be eligible to win one of 10 \$25 bill credits!

Please rate your satisfaction with Eastern Illini on each of the following:

	not at all satisfied							very satisfied		
	1	2	3	4	5	6	7	8	9	10
Providing excellent customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to resolve issues or problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conducting business in a professional manner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly and courteous employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable and competent employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charging reasonable rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing valuable programs and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivering good value for the money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community involvement and support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing information about energy efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting renewable energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a minimum of outages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restoring power quickly after an outage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For the following four questions, please rate your answers based on a scale of 1 to 10.

	1	2	3	4	5	6	7	8	9	10	
Considering all your experiences, how satisfied overall are you with Eastern Illini?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very satisfied

To what extent has Eastern Illini fallen short of or exceeded your expectations?											
falls short	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	exceeds

Imagine an ideal utility company. How well do you think Eastern Illini compares?											
not very close	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very close

If you could choose your electric company, how likely is it that you would choose Eastern Illini again?											
very unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very likely

How do you view your relationship with Eastern Illini?  I'm a member  I'm a customer

Would you be interested in receiving information on home warranty plans that provide hassle-free repairs for appliances in your home like a water heater or HVAC system?  Yes  No

Do you currently purchase high-speed internet access at your home?  Yes  No

How much are you willing to pay each month for high-speed internet service?

\$40 - \$50  \$51 - \$60  \$61 - \$70  \$71 - \$80  More than \$80  Not interested

If Eastern Illini offered high-speed internet service, would you be interested?  Yes  No

Please list your account number so we can contact you if you are one of the 10 winners of the \$25 bill credit drawing.

Your account number can be found on your electric bill. Account #: \_\_\_\_\_

**Lake Country Power**  
**2018 MEMBER SATISFACTION SURVEY – SURVEY 1**

*ACSI questions are noted in blue.*

1. Is the house served by **Lake Country Power** your primary residence, or a summer or seasonal residence?  
1 Primary residence    2 Summer or seasonal residence
  
2. How long have you received your electric service from **Lake Country Power**?  
1 Less than 1 year      3 3 to 5 years      5 11 to 14 years      7 20 years or more  
2 1 to 2 years      4 6 to 10 years      6 15 to 19 years      8 Don't Know/Refused

**Satisfaction and Performance Ratings**

3. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how satisfied are you with **Lake Country Power**?  
Very dissatisfied    1    2    3    4    5    6    7    8    9    10    Very Satisfied
  
4. Using a 10-point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent has **Lake Country Power** fallen short of or exceeded your expectations?  
Falls short    1    2    3    4    5    6    7    8    9    10    Exceeds your expectations
  
5. Now, I want you to imagine an ideal utility company. (PAUSE) How well do you think Lake Country Power compares with that ideal utility company? Please use a 10-point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."  
Not very close    1    2    3    4    5    6    7    8    9    10    Very close to the ideal
  
6. Now, on a 5-point scale where 1 means "very poor" and 5 means "excellent," how would you rate **Lake Country Power** on the following? (*Randomize after a*)  

On ...	Very Poor					Excellent	DK
a. delivering good value for the money	1	2	3	4	5	6	
b. resolving issues or problems	1	2	3	4	5	6	
c. having friendly, knowledgeable employees	1	2	3	4	5	6	
d. having employees who know how to answer your questions	2	3	4	5	6		
e. having members' best interests at heart	1	2	3	4	5	6	
f. communicating with you and keeping you informed	1	2	3	4	5	6	
g. supporting the local community	1	2	3	4	5	6	

## Contact

7. In the past year, did you contact Lake Country Power by phone, a visit to their office, email, or use the contact form on their website for any reason?    1 Yes 2 No **Skip to Q. 10**
8. What was the REASON for the most recent **call or** contact you made? **[Do not read/Check all that apply]**  
    \_\_\_ Pay the bill      \_\_\_ Reason (**specify**)      \_\_\_ Don't Know/Refused
- a. Did you PHONE, EMAIL, VISIT their office, or use the form on their WEBSITE to contact them for this issue/reason? **[Check all that apply]**  
        \_\_\_ Phone      \_\_\_ Email      \_\_\_ Visit      \_\_\_ Website form      \_\_\_ Don't Know/Refused
- b. How many TIMES did you contact the co-op concerning this issue/reason?  
        1    2    3-4    5-6    7-9    10+    \_\_\_ Don't Know/Refused
9. Would you say the contact you've had with **LAKE COUNTRY POWER** has been much better, somewhat better, about what you expected, somewhat worse, or much worse than you expected?
- 5 Much better     4 Somewhat better     3 As expected     2 Somewhat worse     1 Much worse

## Electric Service Performance

10. Now, on a 5-point scale where 1 means "very poor" and 5 means "excellent," how would you rate **Lake Country Power** on the following ...? (**Randomize after b**)
- | On ...   | Very Poor |   |   | Excellent |   | DK |
|--|-----------|---|---|-----------|---|----|
| a. Keeping blinks and momentary outages to a minimum | 1         | 2 | 3 | 4         | 5 | 6  |
| b. Keeping longer outages to a minimum               | 1         | 2 | 3 | 4         | 5 | 6  |
| c. Restoring power quickly after an outage           | 1         | 2 | 3 | 4         | 5 | 6  |
| d. Keeping you informed on the status of outages     | 1         | 2 | 3 | 4         | 5 | 6  |
| e. Being easy to reach to report a power outage      | 1         | 2 | 3 | 4         | 5 | 6  |
| f. Keeping you informed when doing work in your area | 1         | 2 | 3 | 4         | 5 | 6  |
11. How many, if any, blinks or momentary outages have you experienced in the past 12 months?  
    0/none      1      2      3      4      5      6      7      8 or more      10 DK/Refused
12. How many, if any, longer outages have you experienced in the past 12 months?  
    0/none      1      2      3      4      5      6      7      8 or more      10 DK/Refused

## Rates and Fees

13. How would you rate **Lake Country Power** on the following using a 5-point scale where 1 means "very poor" and 5 means "excellent?" (**Randomize**)
- | On ...   | Very Poor |   |   | Excellent |   | DK |
|--|-----------|---|---|-----------|---|----|
| a. their monthly service fees                                  | 1         | 2 | 3 | 4         | 5 | 6  |
| b. providing accurate and easy to understand bills             | 1         | 2 | 3 | 4         | 5 | 6  |
| c. having convenient payment options                           | 1         | 2 | 3 | 4         | 5 | 6  |
| d. charging reasonable rates                                   | 1         | 2 | 3 | 4         | 5 | 6  |
| e. helping you to be more efficient in your use of electricity | 1         | 2 | 3 | 4         | 5 | 6  |
| f. communicating with members about rising energy costs        | 1         | 2 | 3 | 4         | 5 | 6  |
14. Compared to other electric companies operating in the state, would you say **Lake Country Power's** rates are higher, lower, about the same or you aren't aware?  
    1 Higher    2 Lower    3 About the same    4 Not aware

15. For the next question, assume, for the moment, that you could choose from among more than one utility company. Using a 10-point scale on which "1" means "very unlikely" and "10" means "very likely," how likely is it that it will be Lake Country Power again? *(choose)*
- Very unlikely      1      2      3      4      5      6      7      8      9      10      Very likely

**DEMOGRAPHICS**      *Thank you for your responses. Your opinions are very important to Lake Country Power. There are just a few final questions that are used only for classification purposes. This information is completely confidential.*

16. What is the primary energy source used in heating your home? *(heat)*
- |  |  |  |
|--|--|--|
| <input type="checkbox"/> 1 Electricity | <input type="checkbox"/> 3 Propane Gas | <input type="checkbox"/> 5 Wood        |
| <input type="checkbox"/> 2 Natural gas | <input type="checkbox"/> 4 Fuel Oil    | <input type="checkbox"/> 6 Other _____ |
17. Into which category does your age fall?       1 Under 30       3 40 to 49       5 60 to 69  
 2 30 to 39       4 50 to 59       6 70 or older
18. How many people live in your household including yourself?    1    2    3    4    5    6 or more
19. What is your average monthly electric bill? *(bill)*     1 \$50 or less     3 \$101 - \$150     5 \$201 to \$250  
 2 \$51 - \$100       4 \$151 - \$200     6 \$251 to \$300     7 Over \$300
20. Do you have any comments for **Lake Country Power**?
21. Pre-coded geographic areas from co-op database/member files: \_\_\_\_\_ [DO NOT ASK]
22. Gender:     1 Male.     2 Female.