
Co-op Consumer-Member Segments

Environmental Champion



Climate change is a serious problem and everyone must do their part to combat it. We need to do all we can to help the planet now, for the benefit of future generations. This includes actively measuring energy use, taking measures to be more energy efficient and using renewable sources and electric vehicles. I follow and strongly support all my cooperative does to encourage energy efficiency and use renewable energy sources.

Cost-Conscious Supporter



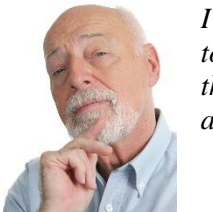
In today's economy, I am always looking for ways to save money. That is why I am highly motivated to conserve. However, I am only willing to take steps that are convenient and inexpensive. Although I am highly satisfied with my co-op, I sometimes run into trouble paying my electric bill on time.

Complacent Consumer



I do not have a strong opinion about climate change, renewable energy or energy efficiency. Although I know there are things my family and I can do to be more energy efficient, we have no plans to do so. Showing me that I can save money on my electric bills could motivate me to take some simple steps as I sometimes run into difficulty paying my bill on time.

Low-Tech Skeptic



I feel strongly that the threat of climate change is overstated and renewable energy sources are too expensive. Although I am not happy about my electric bills, I use about as much electricity as the average household and do not see a need to be more energy efficient. I prefer to shop local and avoid shopping online.

Pro-Tech Skeptic



I feel strongly that my electric cooperative should stick to fossil fuels versus transitioning to renewable energy sources. Although my electric bills are higher than average, I have no trouble paying them and do not need to be more energy efficient. I am an early adopter of new technologies and the person that friends and family rely on for advice about technology.

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