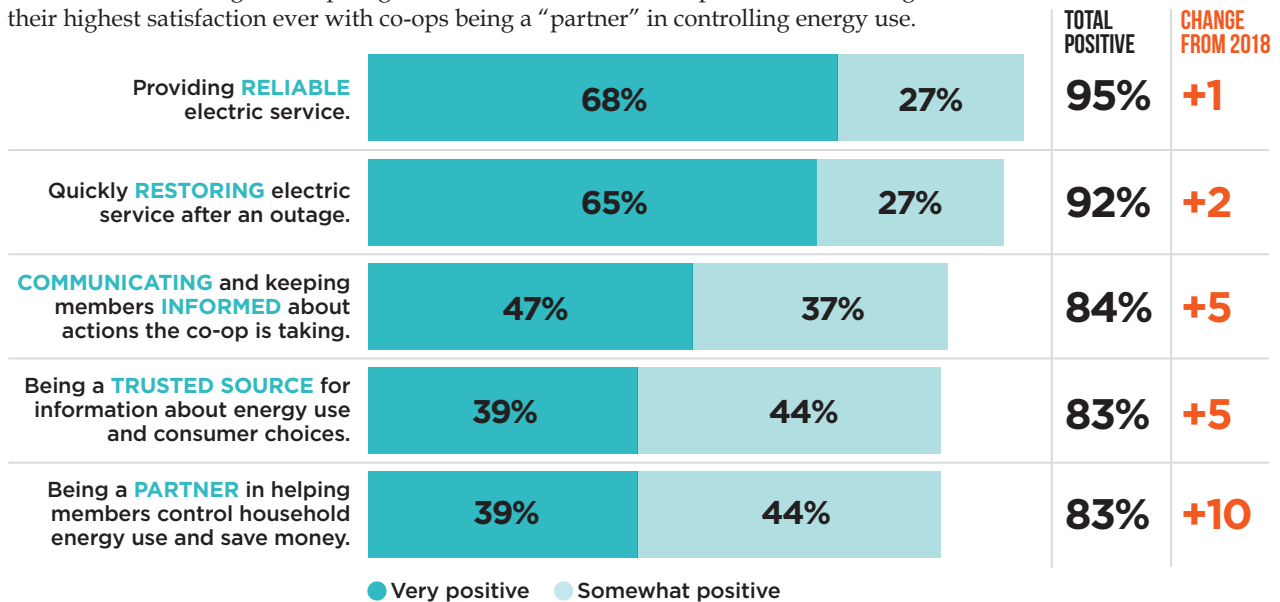


# Members Have a High Opinion of Their Co-op

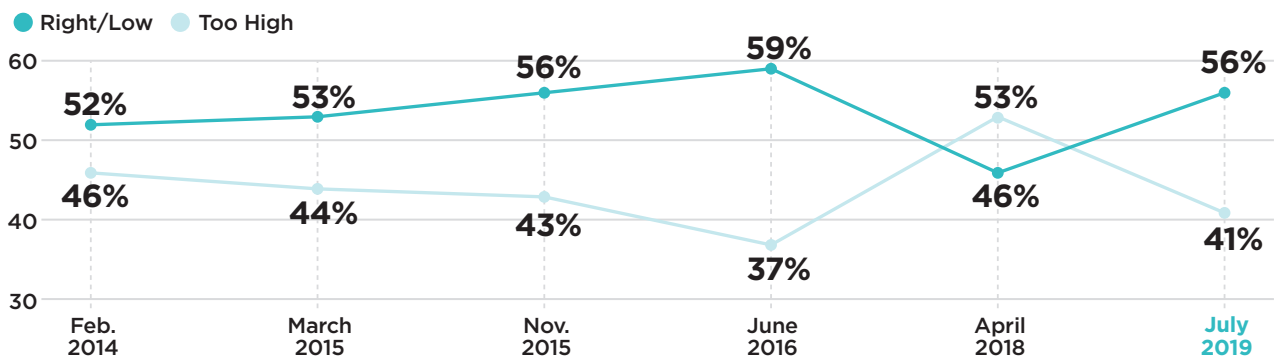
## CO-OP PERFORMANCE ON SPECIFIC TRAITS

Consumer-members give co-ops high marks across the board for performance but registered their highest satisfaction ever with co-ops being a “partner” in controlling energy use.



## PERCEPTION OF ELECTRIC RATES

More than half of survey respondents said their co-op’s rates are “about right” or “a bit low.”



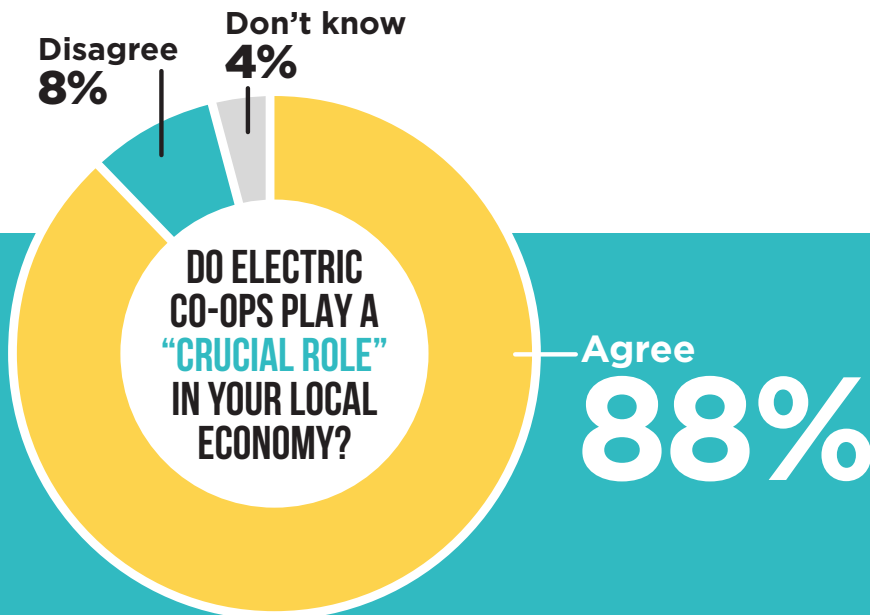
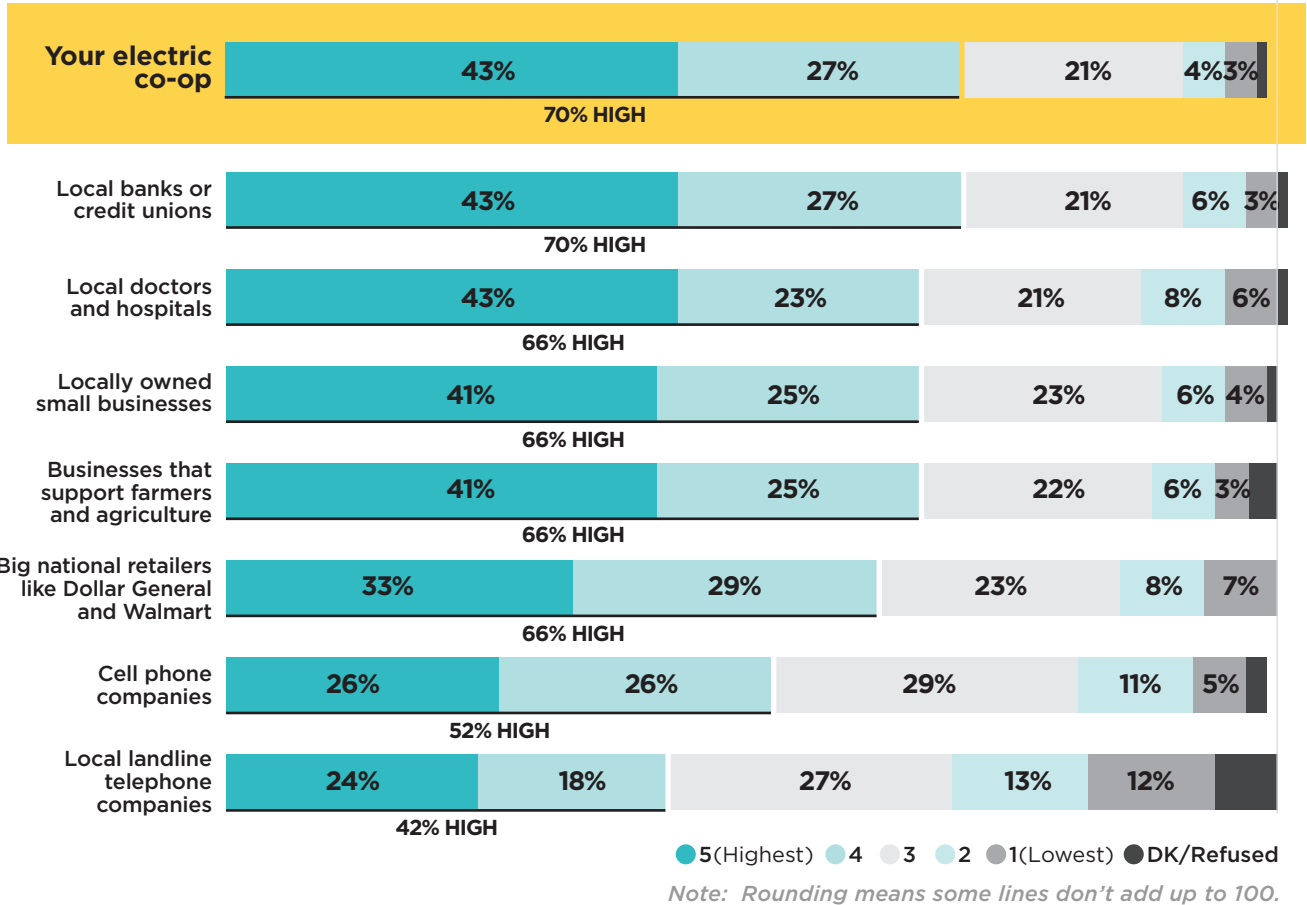
# 83%

have a positive opinion of their co-op as a **trusted source of information** about energy use and consumer choices.

# Members Think Their Co-op Makes a Difference

## RANKING: ENTITIES THAT SUSTAIN THE LOCAL ECONOMY

Co-ops placed first, above credit unions and hospitals, for importance in maintaining the economic health of the community.



**93%** rate the overall performance of their co-op positively.

# Co-op Members are Politically Active

## POLITICAL ENGAGEMENT BEHAVIORS

Co-op consumer-members show strong involvement in the political process, including significant jumps among those who contact government officials and contribute to campaigns.

		CHANGE FROM 2018
Will vote in 2020 presidential election	96%	-
Voted in 2016 presidential election	92%	+5
Vote in every election	69%	+3
Contacted elected official to voice opinion	55%	+15
Contributed money to political candidate	41%	+14
Posted social media political view	31%	+1
Attended co-op meeting	26%	+6

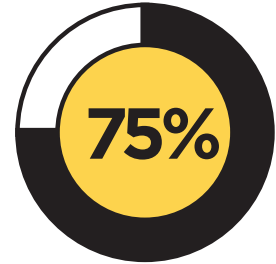


# 84%

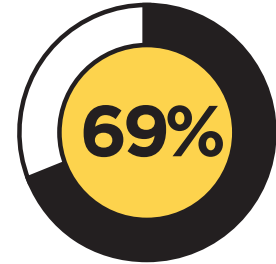
believe co-ops do a good job **communicating** with them and keeping them **informed** about co-op actions.

## CO-OP POLITICAL ACTIONS

Consumer-members are generally comfortable with their co-op encouraging them to engage politically.



Encourage all co-op members to vote in elections.



Send email action alerts about breaking legislative or regulatory news impacting co-ops.



Ask members to contact elected representatives about a co-op issue.