



Member Satisfaction Survey Results

2022

Conducted & compiled by
Inside Information® Inc.



(a solutions company)

Overview

Member Satisfaction Survey 2022



During early 2022, White River Electric Association conducted a member survey to measure satisfaction and loyalty, attitudes and perceptions of WREA performance, relationships, marketing and communication opportunities, member demographics and to determine the WREA's CAPS and ACSI score.

These results reflect online survey responses from 346 randomly-selected member households.

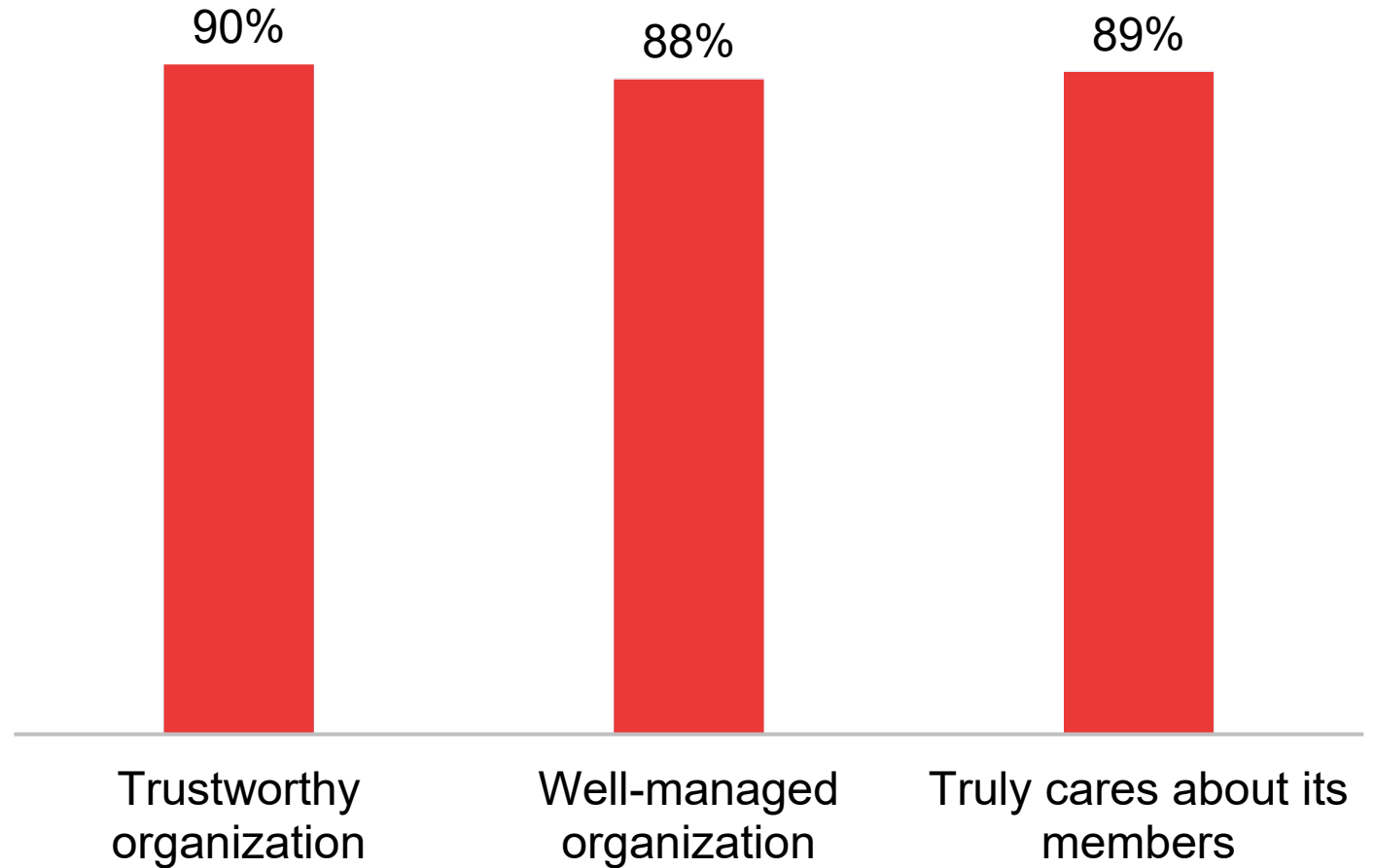
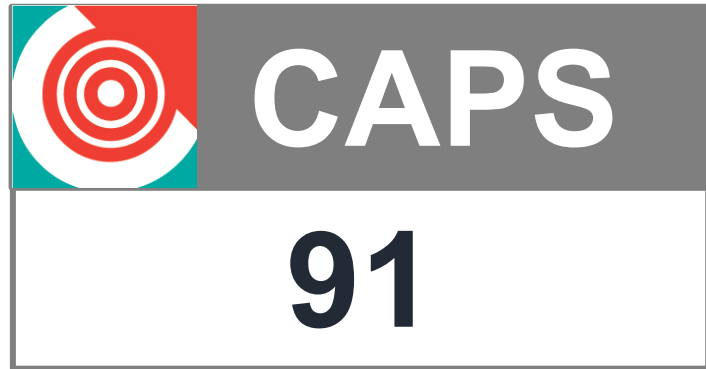


Performance

Performance

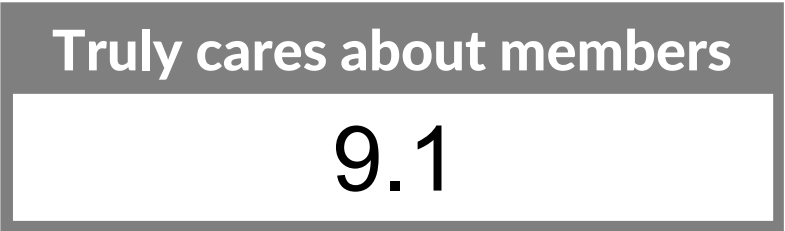
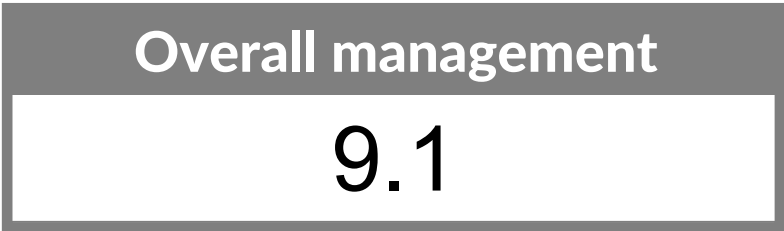
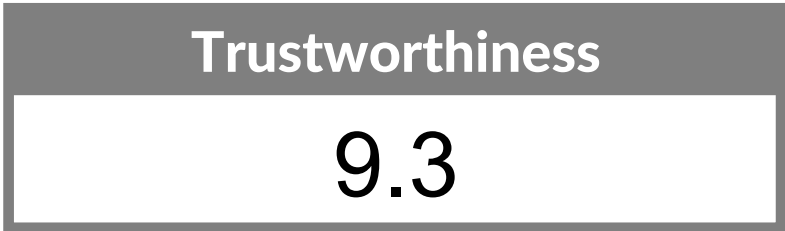


Cooperative Attitude and Performance Score



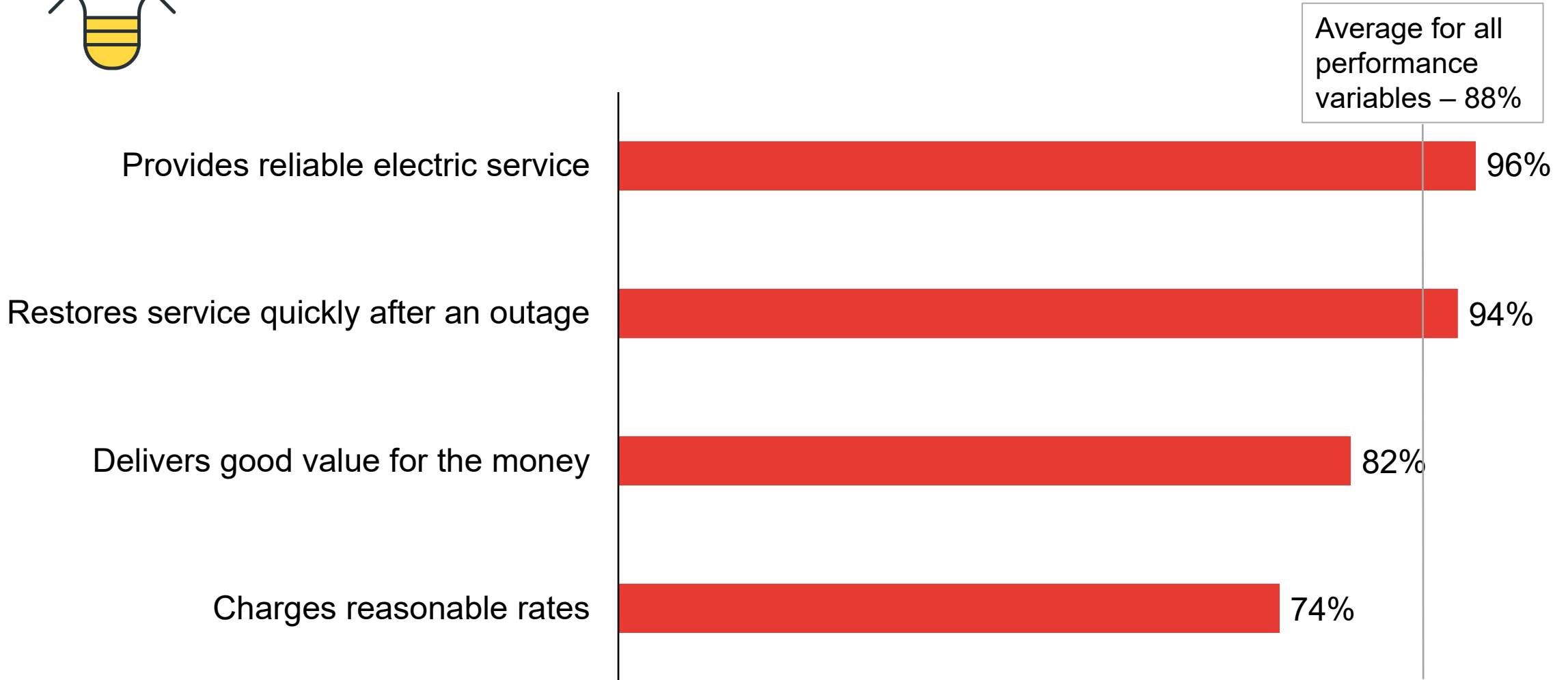
Top box (8-10) responses

Performance



Performance

Electric Service and Rates



Top box (8-10) responses

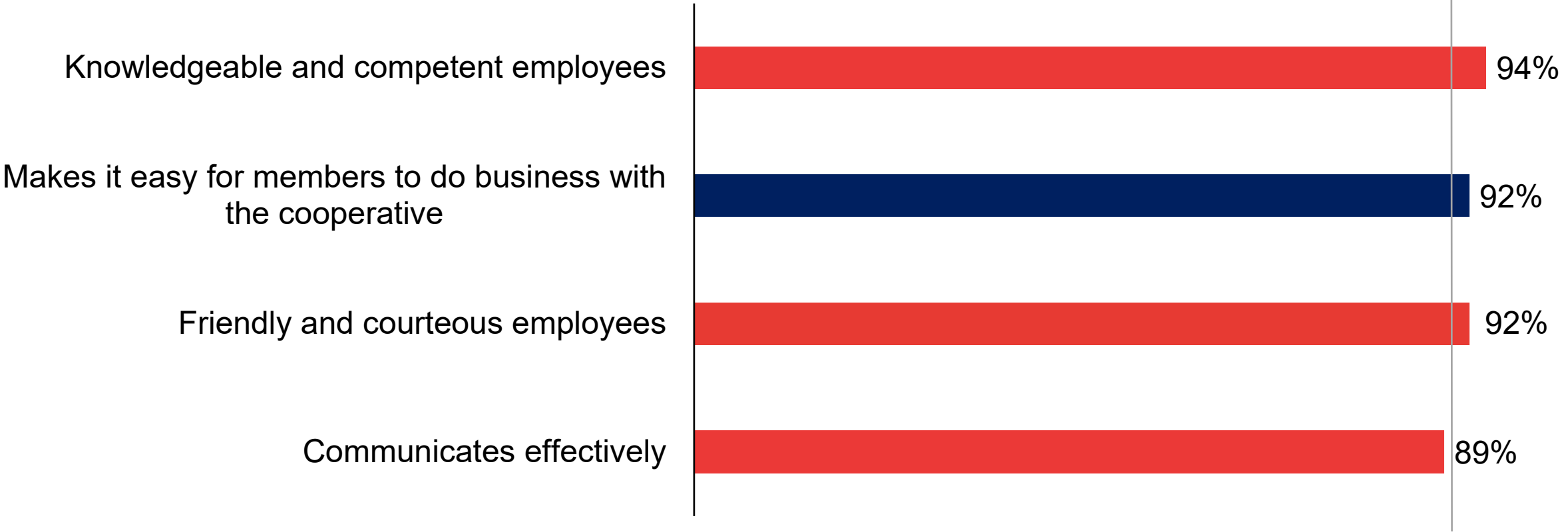


Performance



Member Service

Average for all performance variables – 88%



■ Key ACSI or CAPS driver

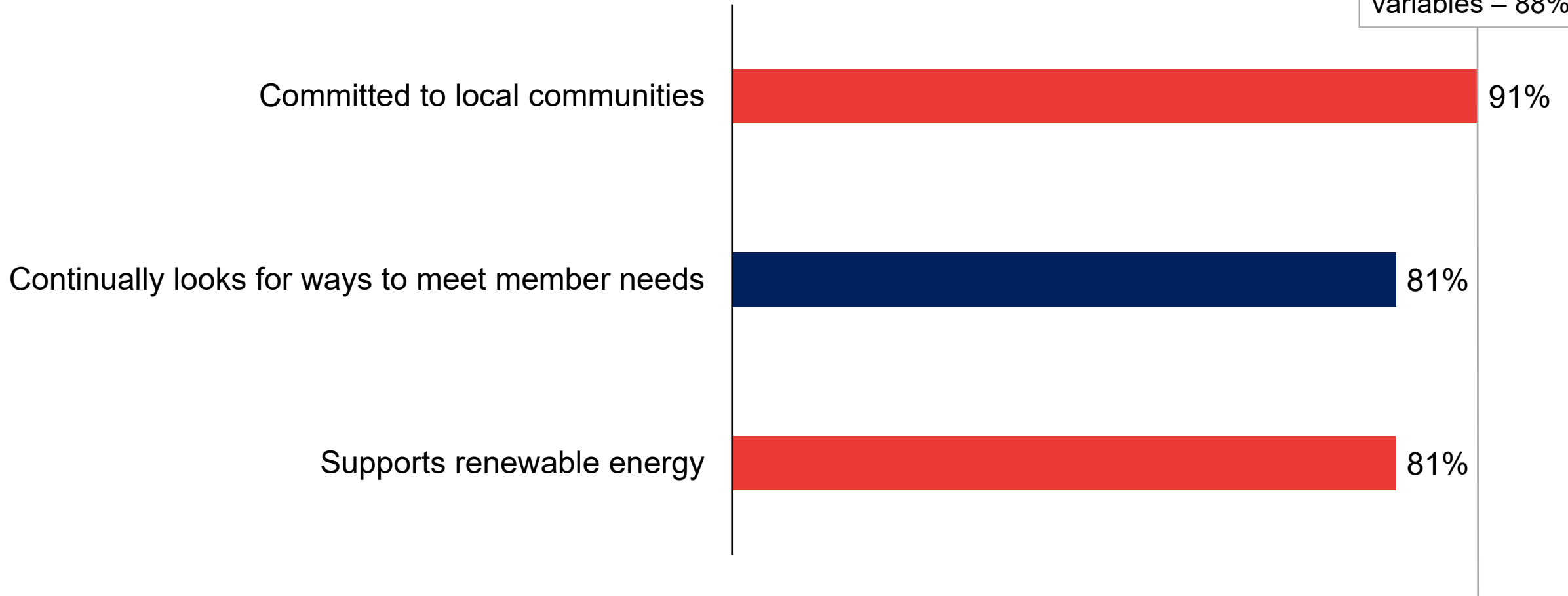
Top box (8-10) responses

Performance

Cooperative Culture



Average for all performance variables – 88%



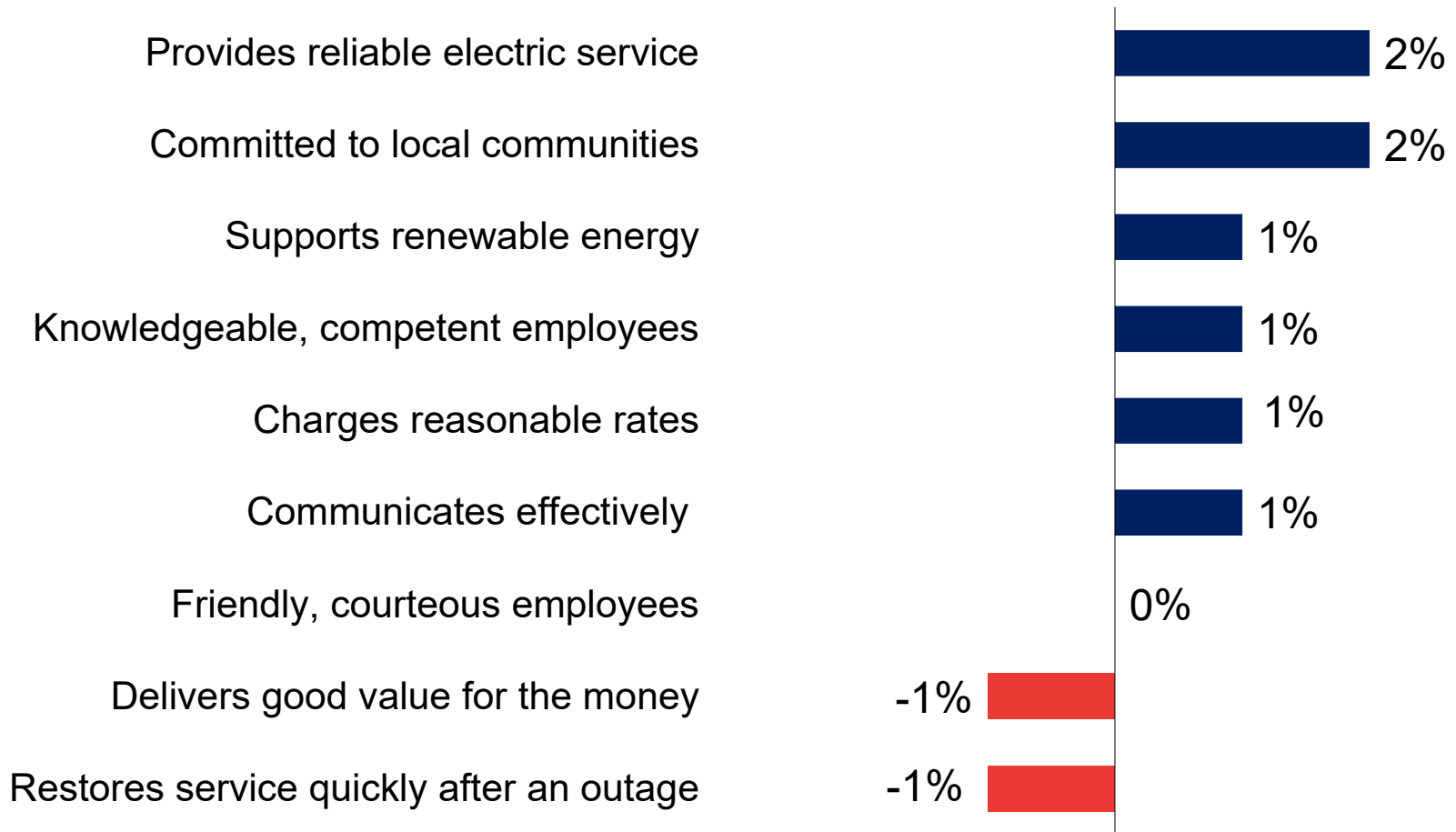
■ Key ACSI or CAPS driver

Top box (8-10) responses

Performance



Changes in Satisfaction with Specific Attributes



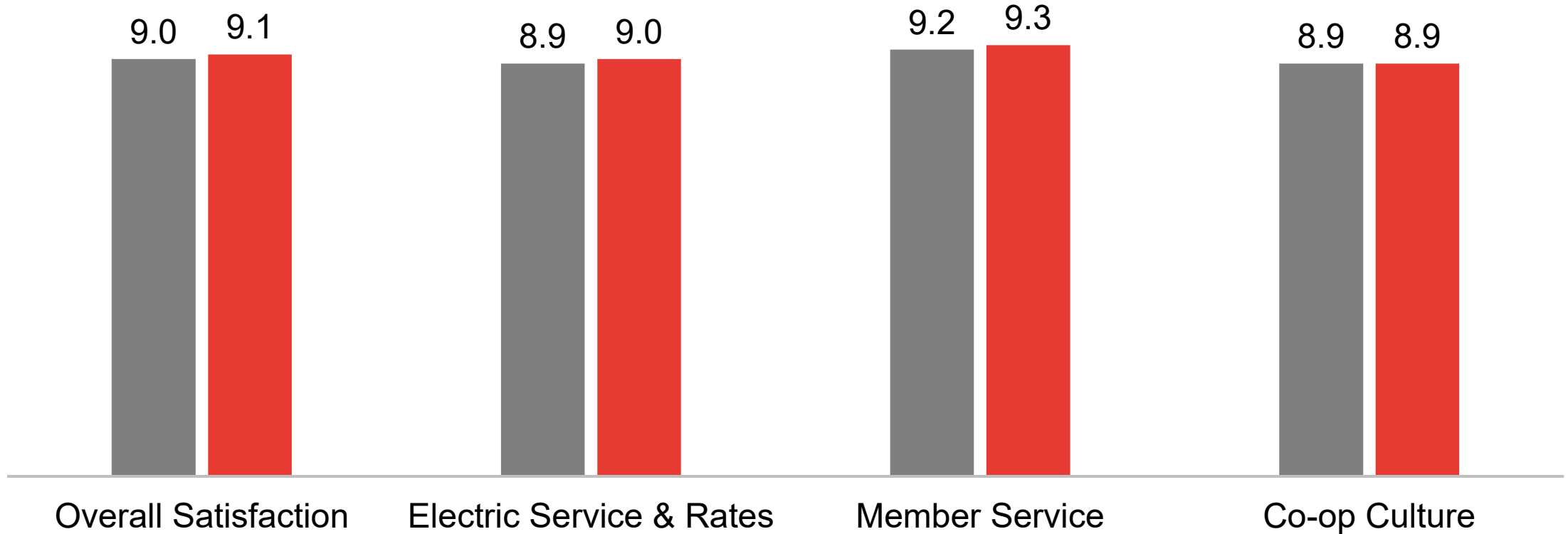
Increase or decrease in high satisfaction ratings from 2020 to 2022

Performance



Performance Trend

■ 2020 ■ 2022

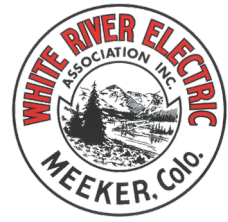


On a 10-pt scale

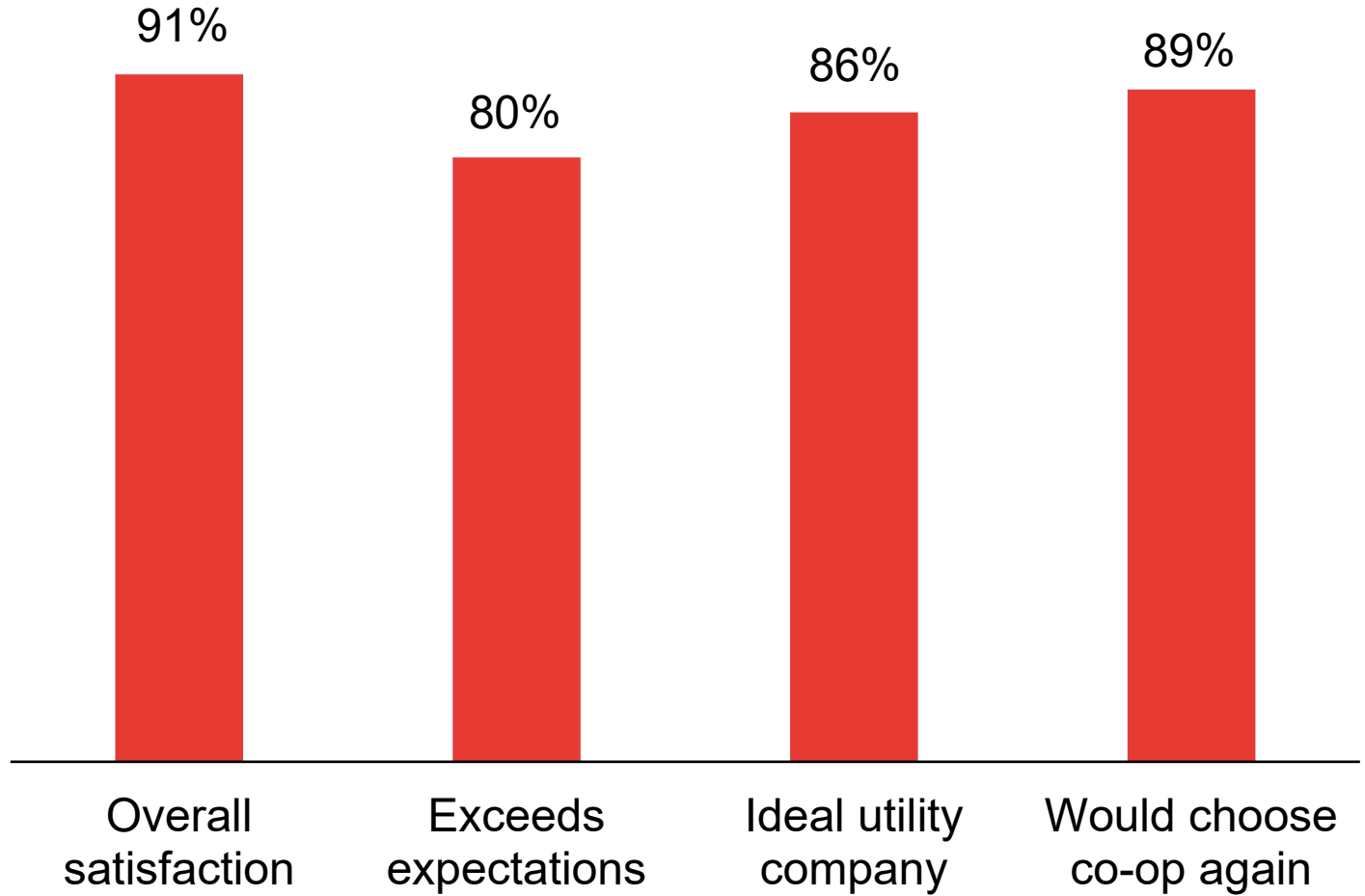


Satisfaction

Satisfaction



ACSI
87

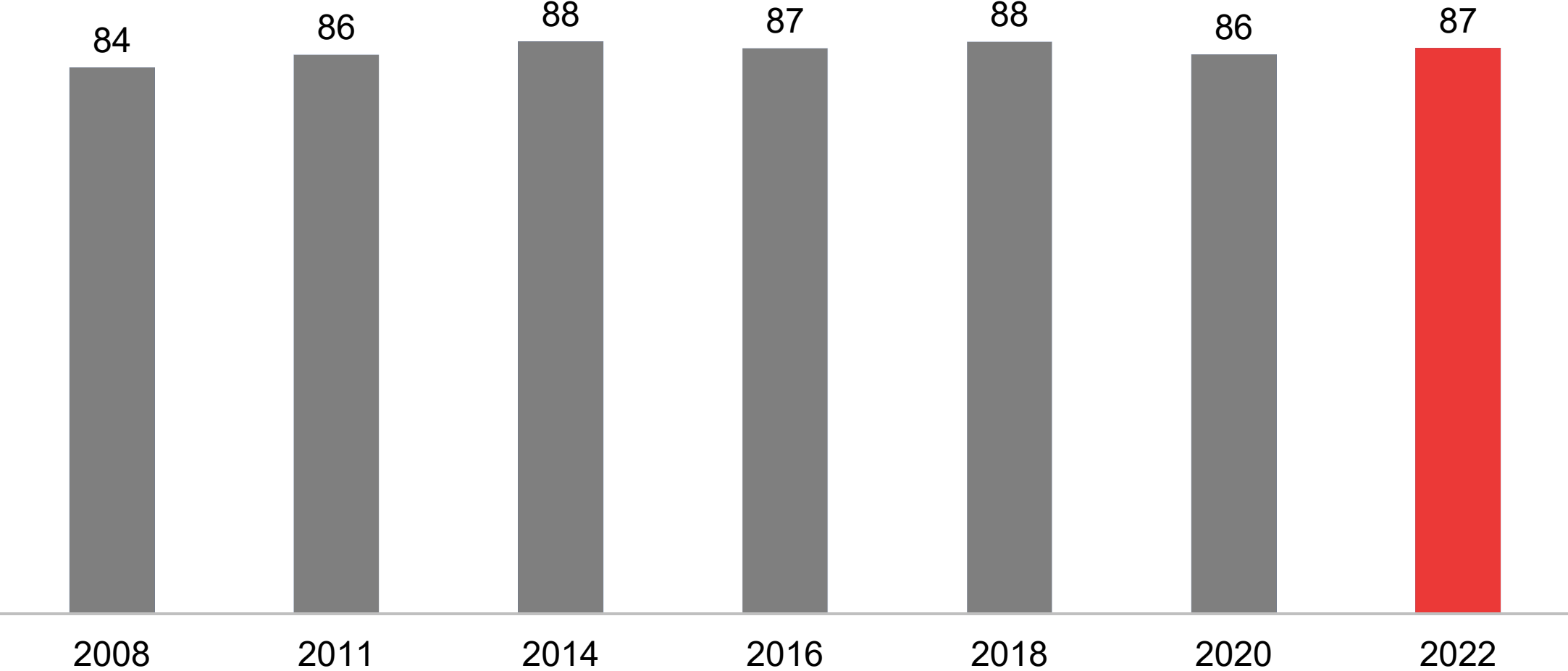


Top box (8-10) responses

Satisfaction



Trend in ACSI Scores





Benchmarking

Benchmarking



Comparison of ACSI Scores (from ACSI)



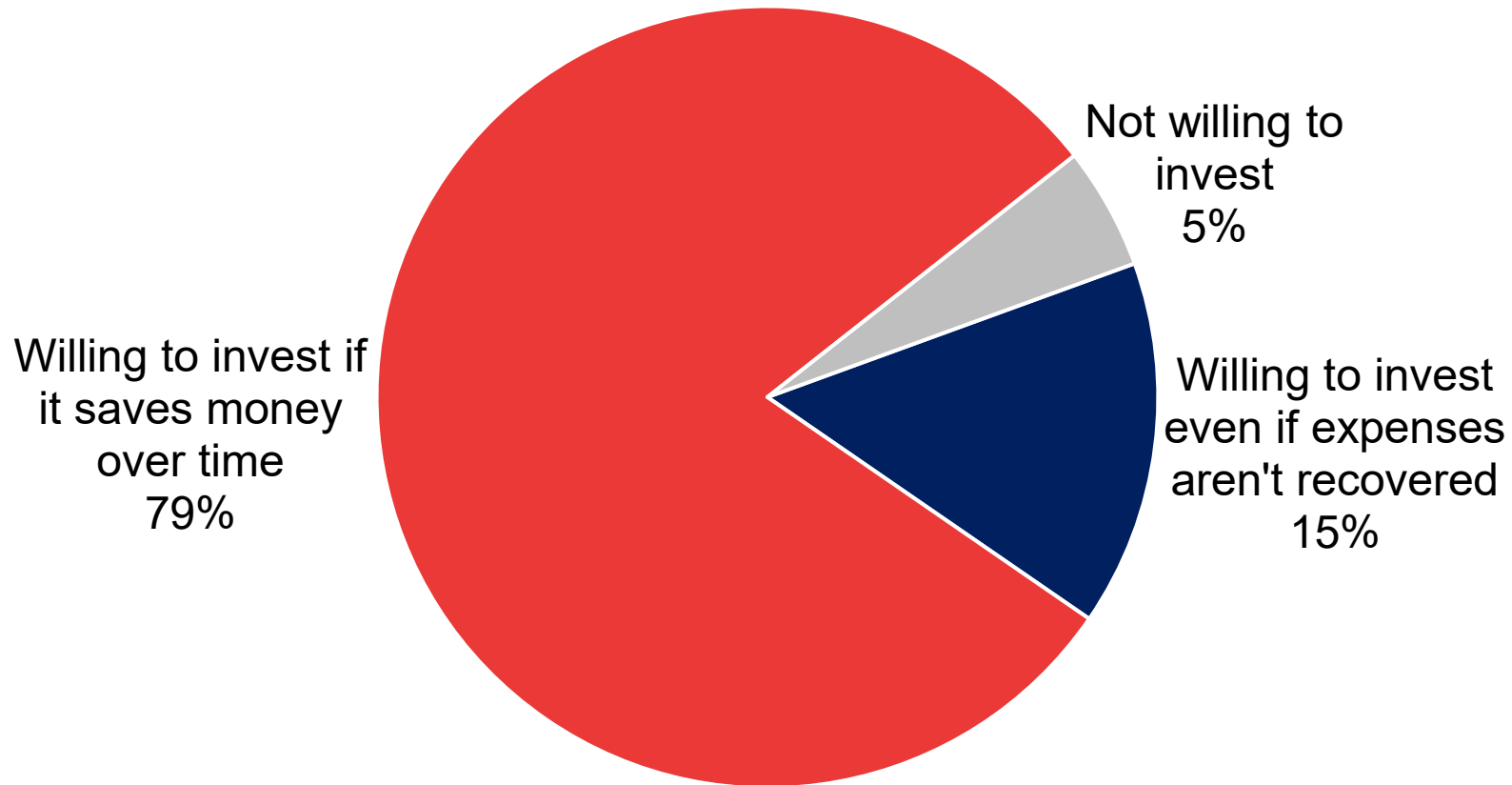


Energy Efficiency

Energy Efficiency



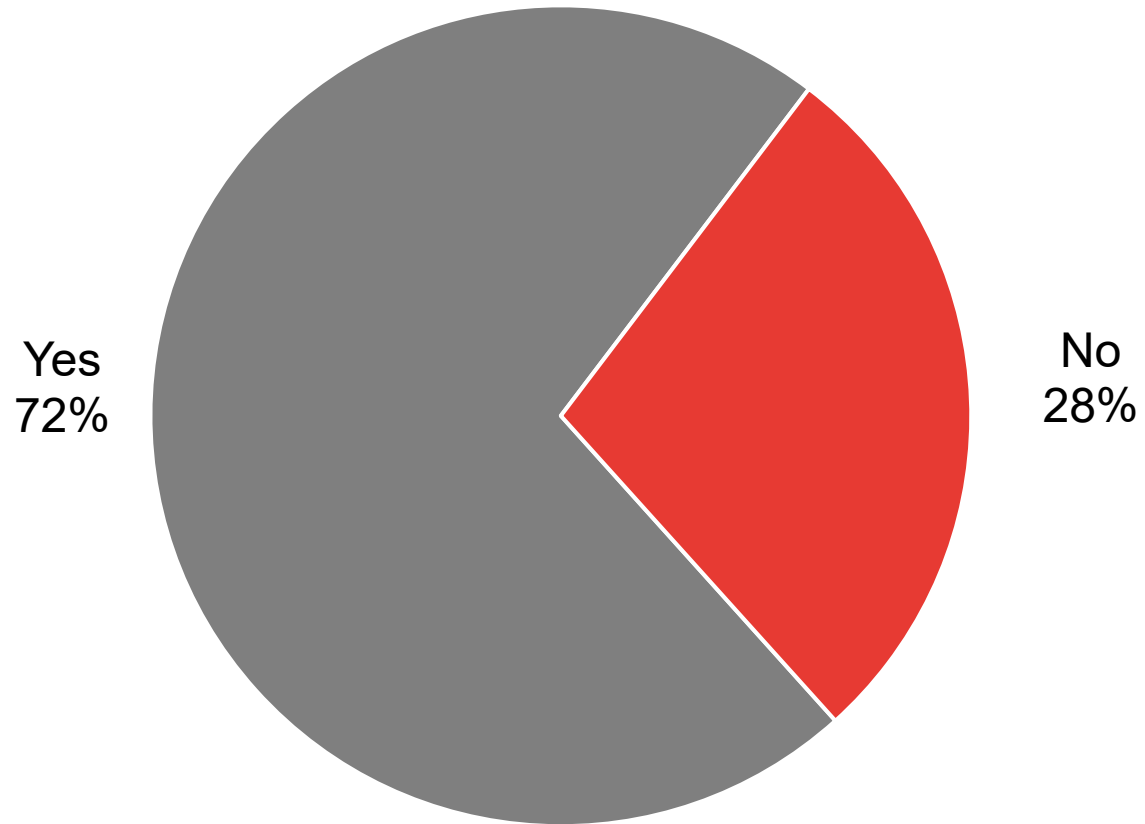
Attitude Toward Energy Efficiency



Energy Efficiency



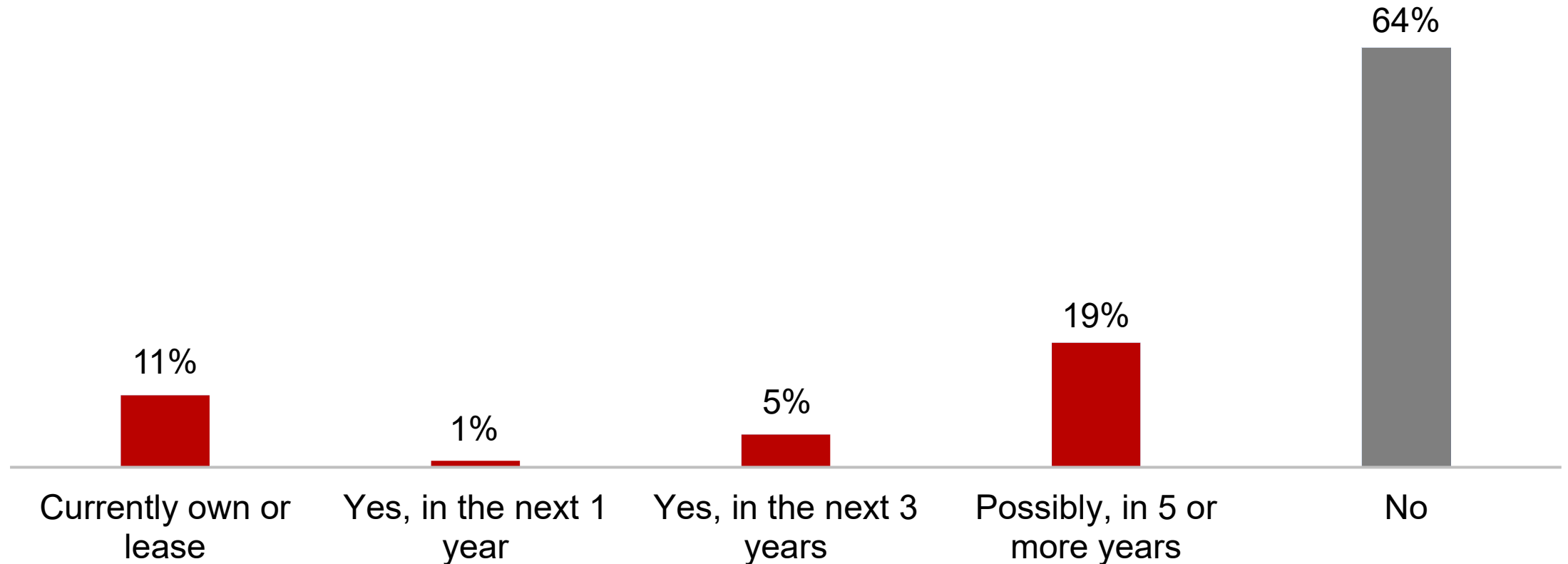
Offer Expanded Renewable Programs



Energy Efficiency



Currently Owns/Leases or Plans to Purchase/Lease an Electric Vehicle



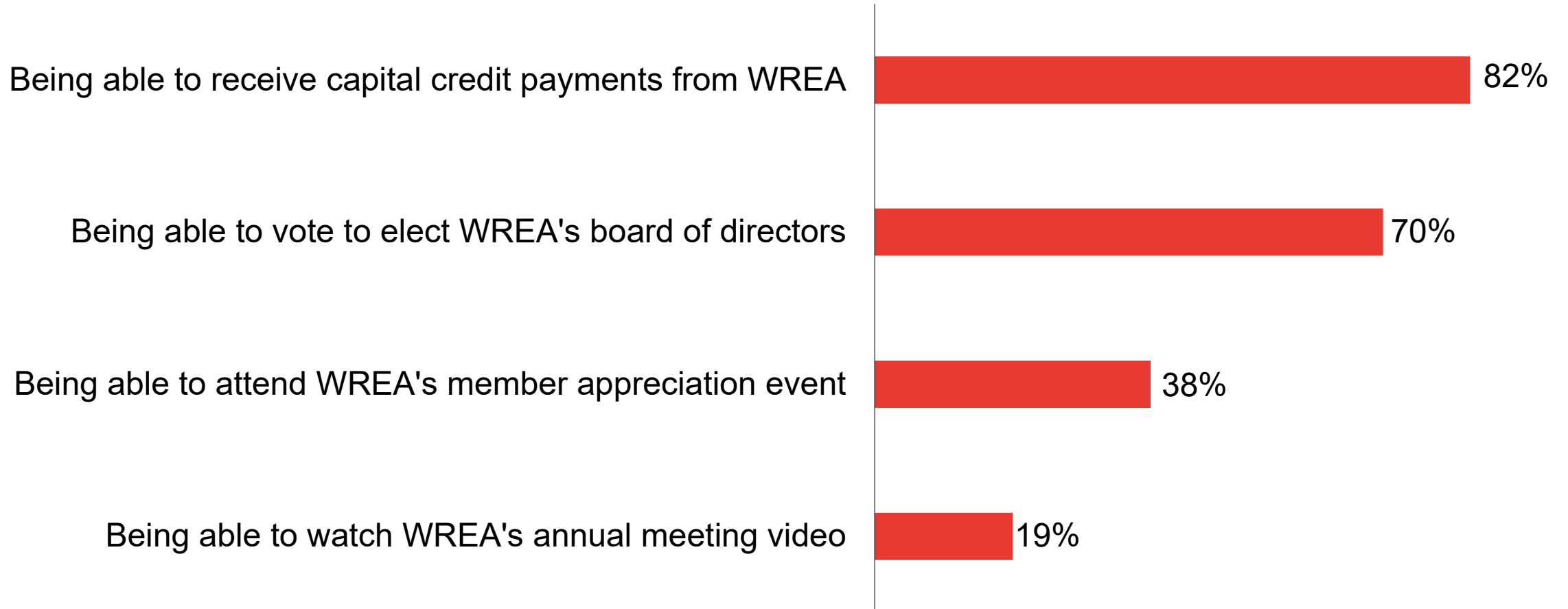


Communication

Communication



How Important Are Each of the Following to You?

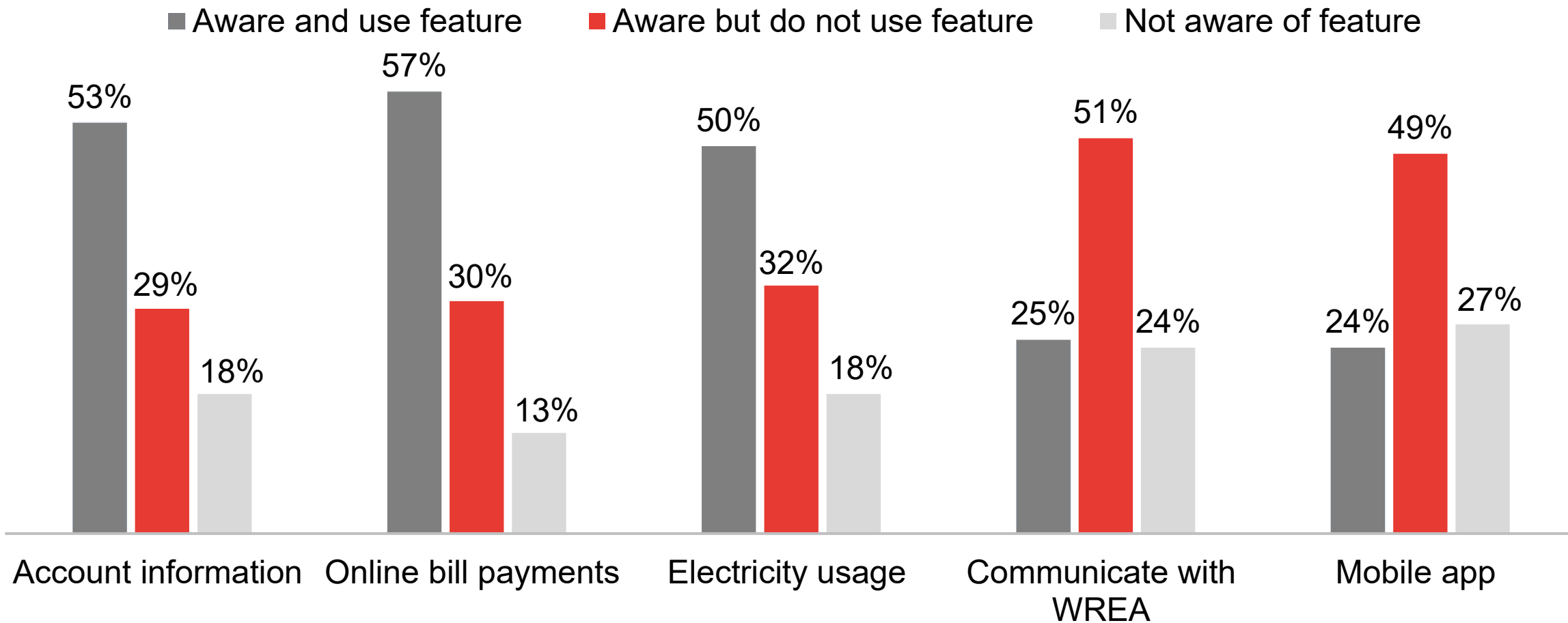


Top box (8-10) responses

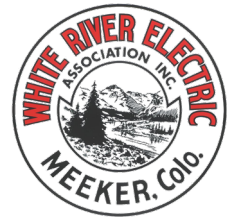


Communication

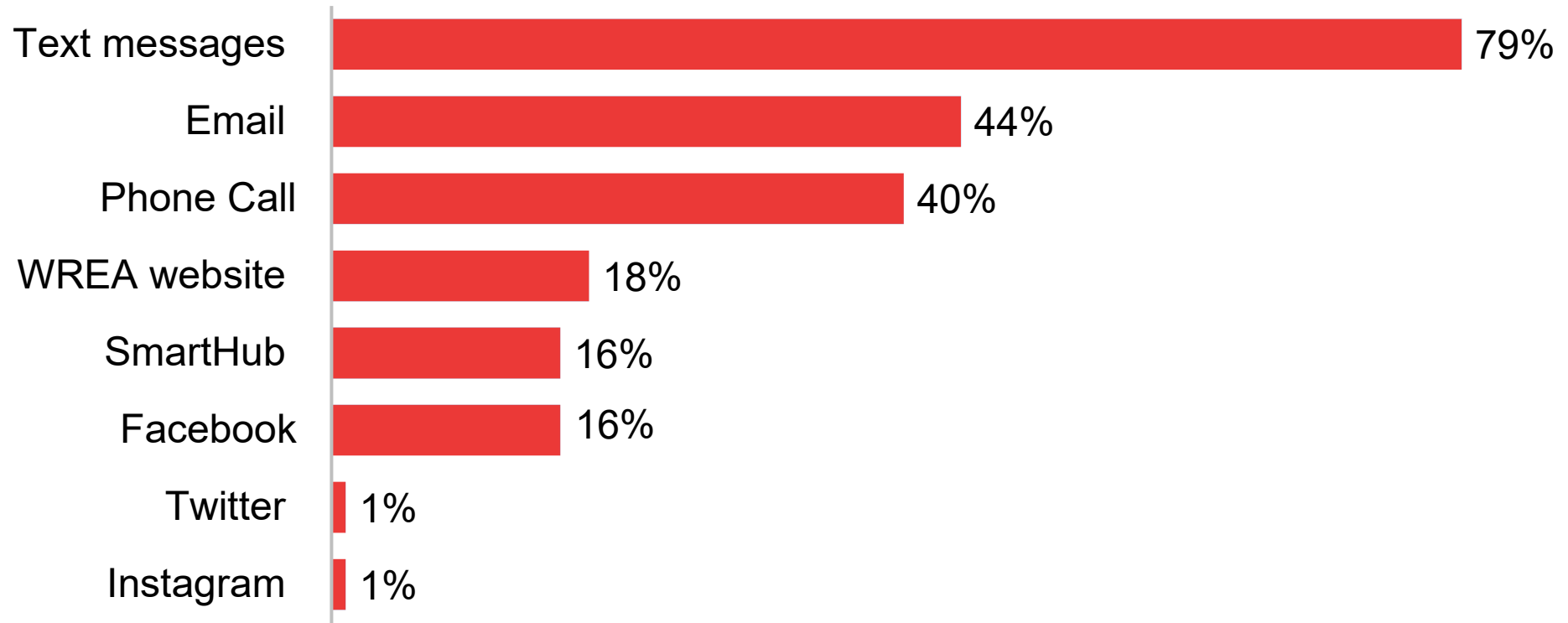
Aware of SmartHub Features



Communication



Desired Method of Communication for Emergency Information

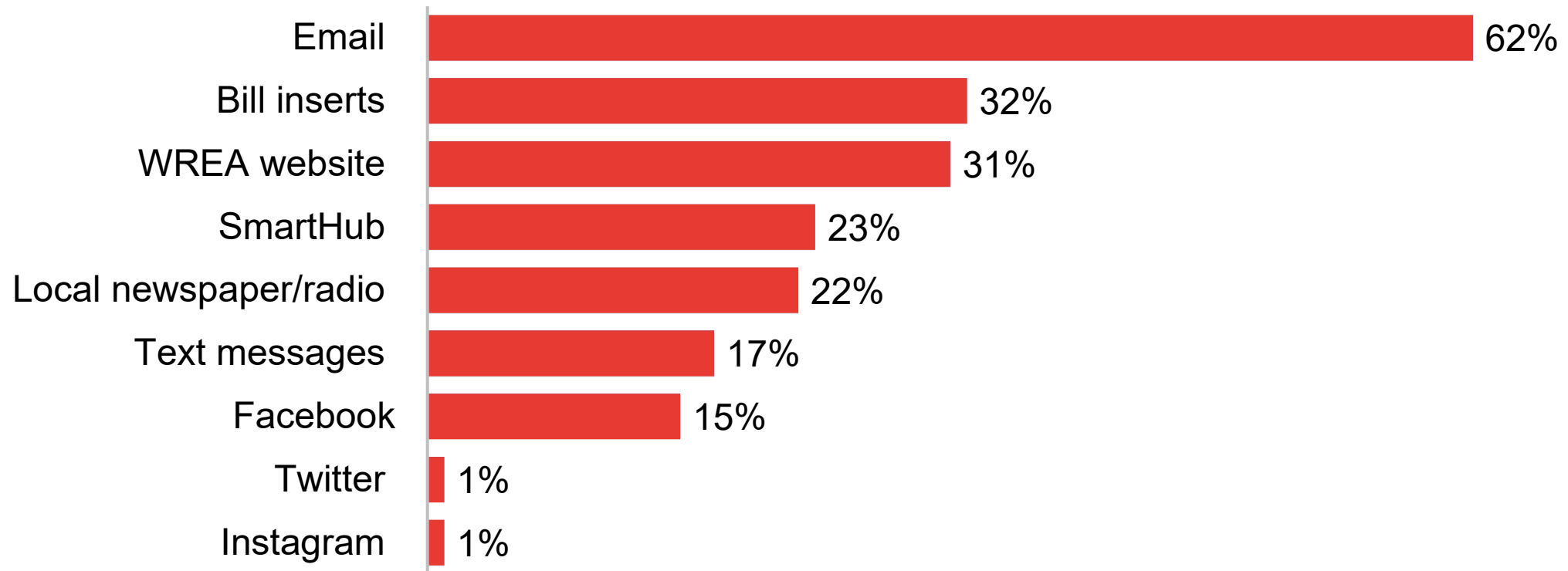


Multiple response question

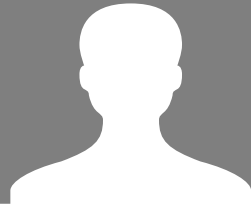
Communication



Desired Method of Communication for Routine Information



Multiple response question



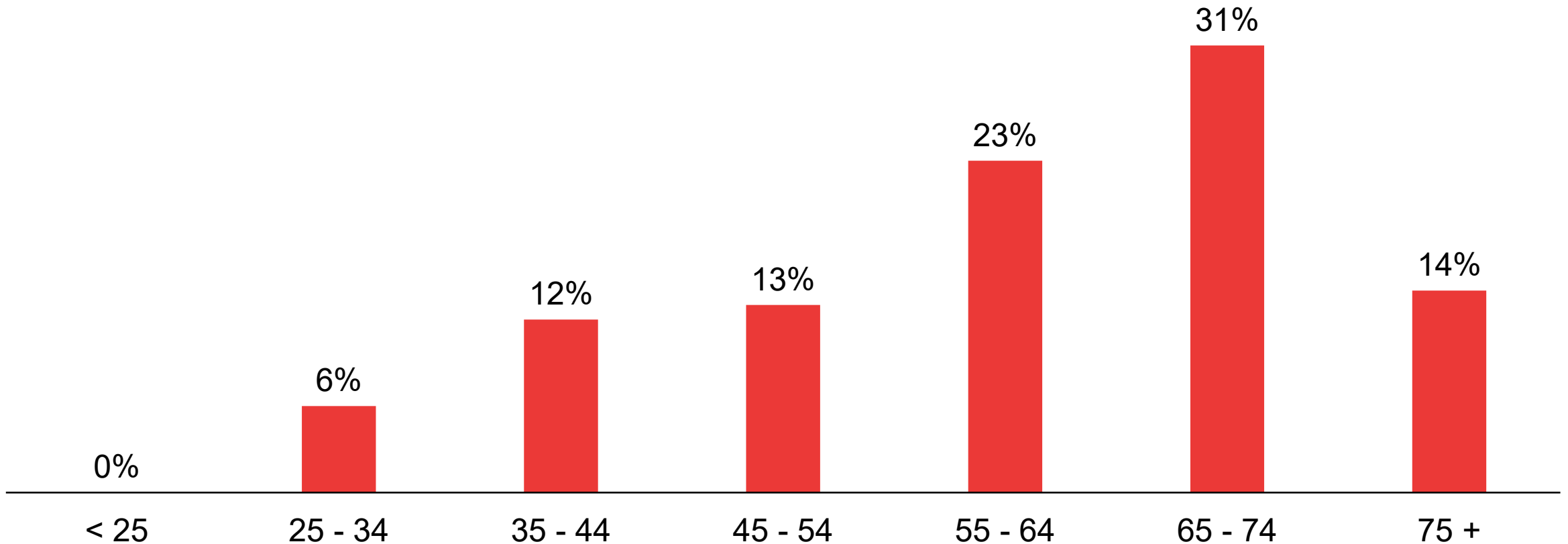
Demographics

Demographics



Respondent Age

Median: 62 years



Demographics



Occupation

