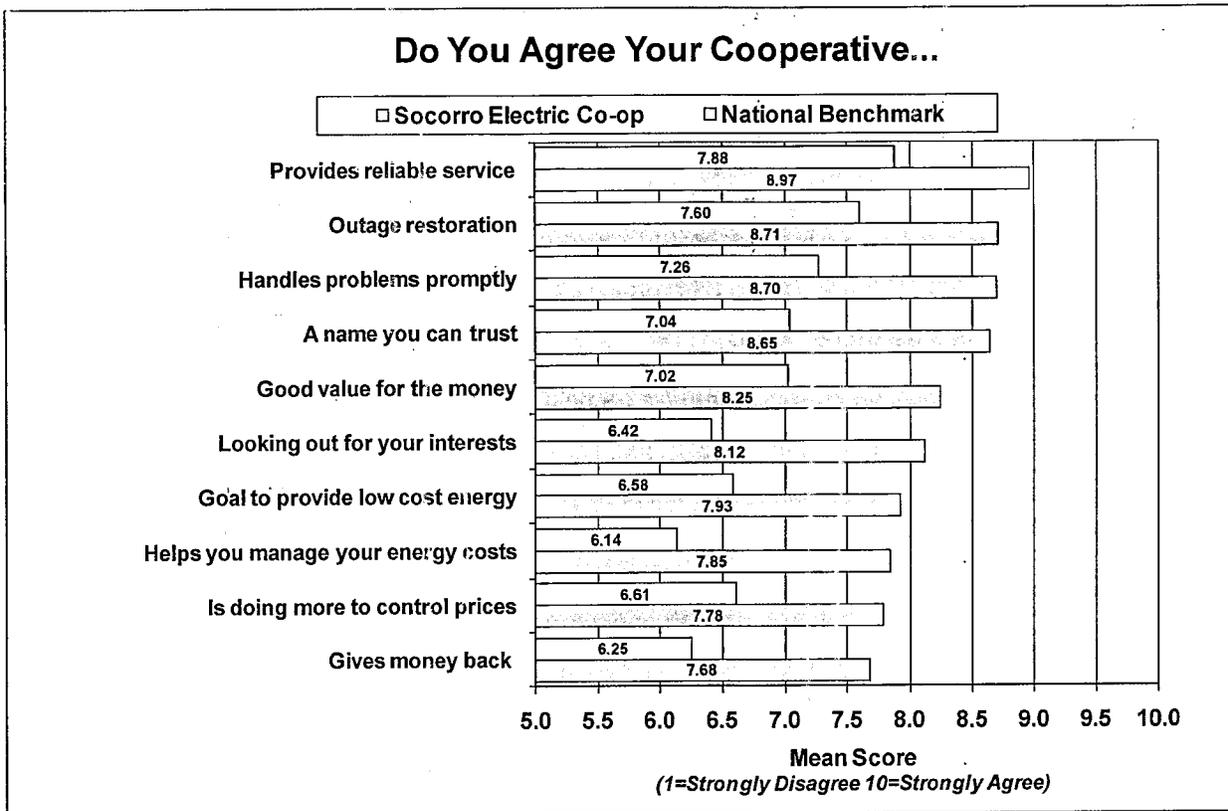


KEY ATTRIBUTE PERFORMANCE

Cooperatives receive high marks in core operational areas such as reliability, outage restoration and handling problems. However, ratings on service and image attributes unique to electric cooperatives show significant opportunity for improvement.

While satisfaction scores provided by the ACSI give us a robust measure of our overall position among service industries, it is also important we understand how our members perceive our performance across a range of service and image related attributes specific to the electric cooperative industry. This deeper exploration allows us to determine the unique elements of our service which most influence member engagement with the cooperative and provides a road map to improved ACSI scores.

Members were asked whether they agree their cooperative delivers on core competencies as well as elements related to our image and reputation. Agreement ratings for these attributes are shown on a ten point scale. A rating of ten indicates members 'agree strongly' with the statement. A rating of one indicates members 'disagree strongly.'



Cooperatives continue to receive exemplary scores for reliability, fairness, problem resolution, outage restoration, trustworthiness and delivering on promises. At the other end of the spectrum, members lack knowledge of their cooperative's efforts on 'pocketbook' issues. Members provide significantly lower ratings in areas related to helping members manage their electric usage and the cooperative's efforts to control rising prices.