

2026 SATISFACTION SURVEY RESULTS

Member Perspectives & Performance Insights



Conducted & compiled by
Inside Information® Inc.





Your Opinion Counts!

Please take our brief survey. Your feedback helps us better understand ways to serve you and provides a chance to share your input as a member of Lane-Scott Electric Cooperative.

[Start the Survey](#)

Thank you for your time!

For more information, feel free to call [800-407-2217](tel:800-407-2217).

- Conducted in spring of 2026
- From a randomly selected sample, 256 members completed the survey online and by phone interview
- 183 members responded by phone, 73 members responded online from postcard and email.
- Results of this survey have a margin of error of +/-6.0 at a 95% degree of probability

3 Scores – Each With Unique Purpose

ACSI®

American Consumer Satisfaction Index

- Compares performance across industries
- Benefit to Touchstone Energy® Membership
- Measured by asking:
 - Overall satisfaction
 - Meets expectations
 - Comparison to ideal utility
 - Likelihood to choose co-op

CAPS

Cooperative Attitude & Performance Score

- Unique to industry
- Developed by and for electric cooperatives
- Can help identify member tension
- Measured by asking:
 - Trustworthiness
 - Concern for members
 - Overall management

NPS®

Net Promoter Score

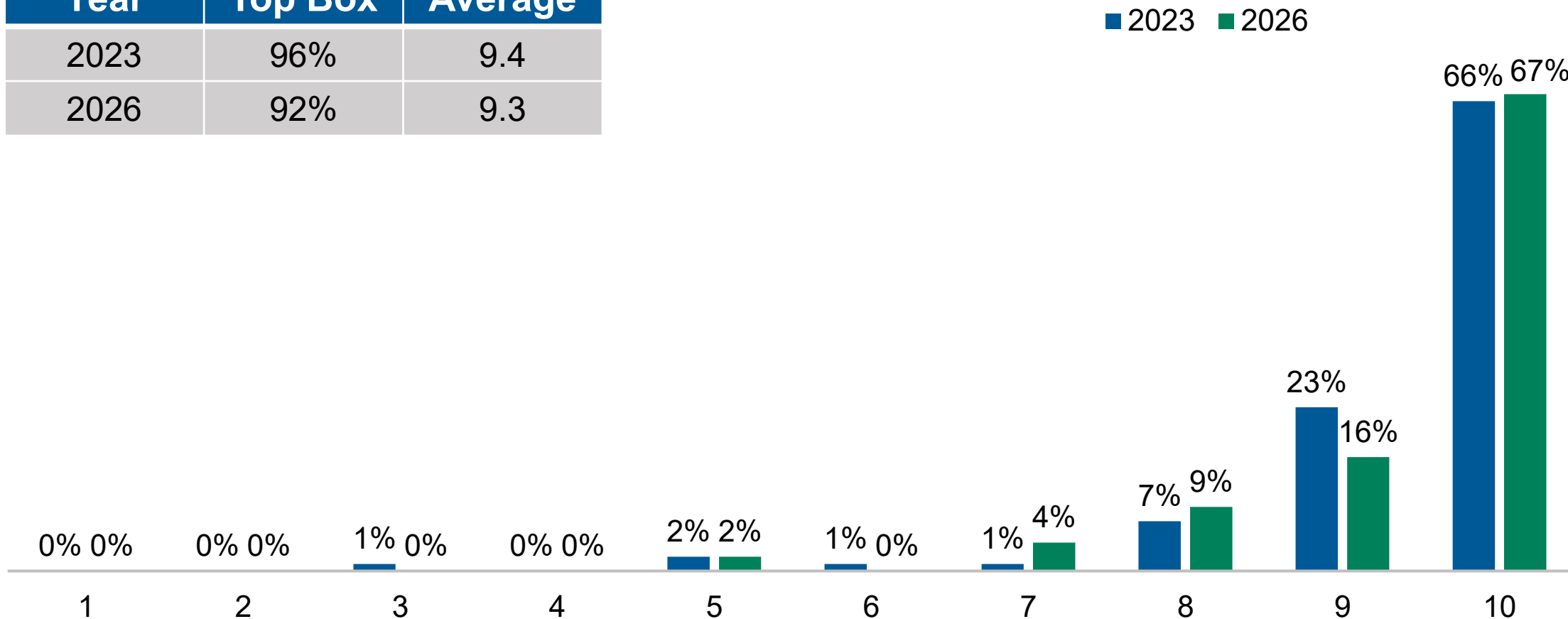
- Measures loyalty
- Easily used to compare across internal and external groups
- Identifies promoters and detractors
- Measured by asking 'likelihood to recommend cooperative to friend or relative'



COOPERATIVE ATTITUDE & PERFORMANCE SCORE (CAPS)

Cooperative is a Trustworthy Organization

Year	Top Box	Average
2023	96%	9.4
2026	92%	9.3

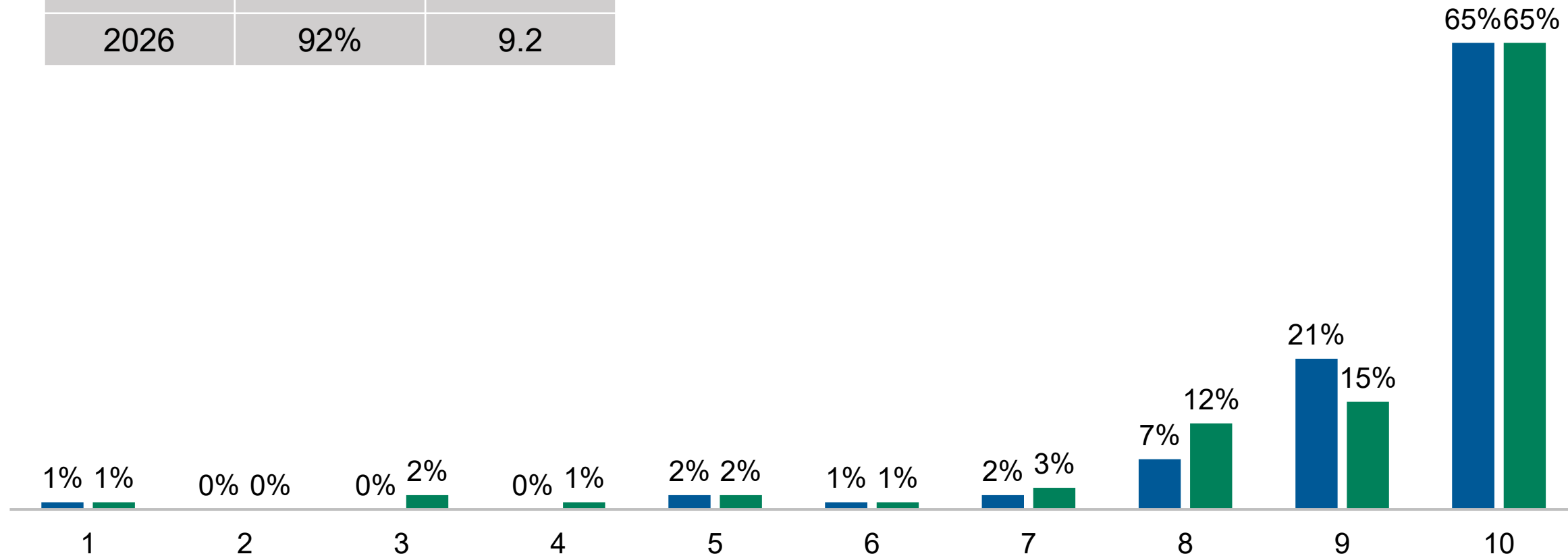


1=strongly disagree, 10=strongly agree

Cooperative Truly Cares About its Members

Year	Top Box	Average
2023	93%	9.3
2026	92%	9.2

■ 2023 ■ 2026

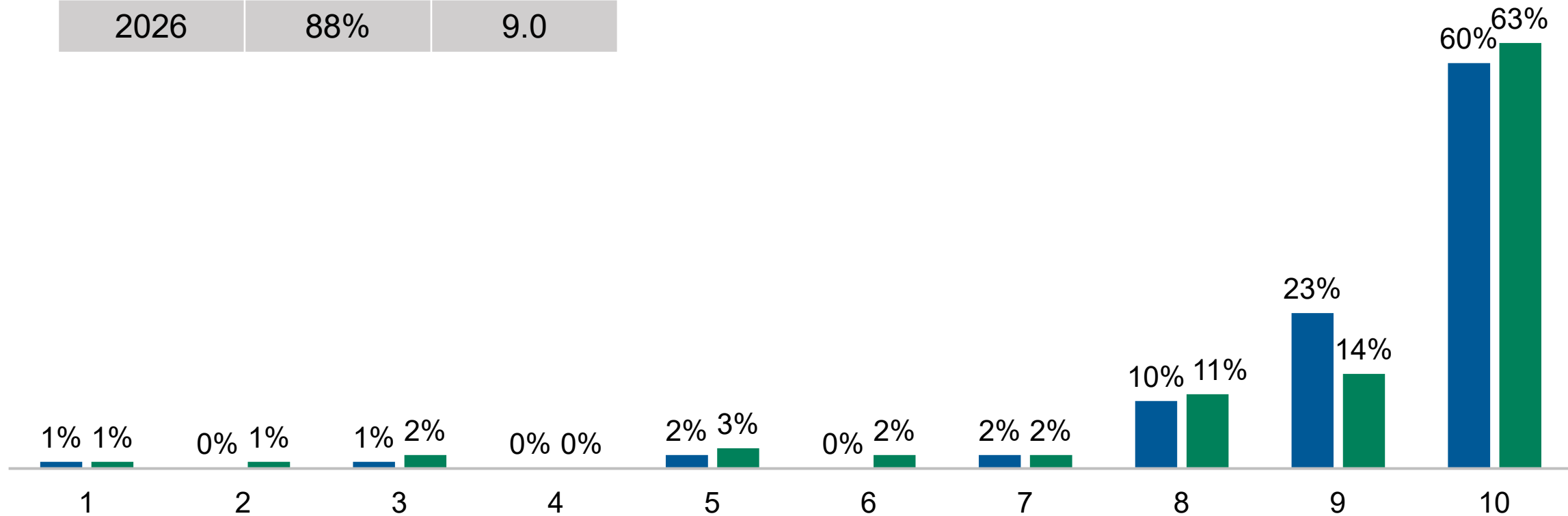


1=strongly disagree, 10=strongly agree

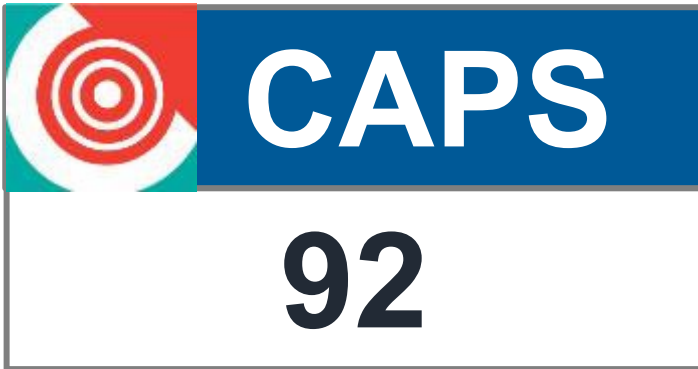
Cooperative is a Well-Managed Organization

Year	Top Box	Average
2023	93%	9.3
2026	88%	9.0

■ 2023 ■ 2026

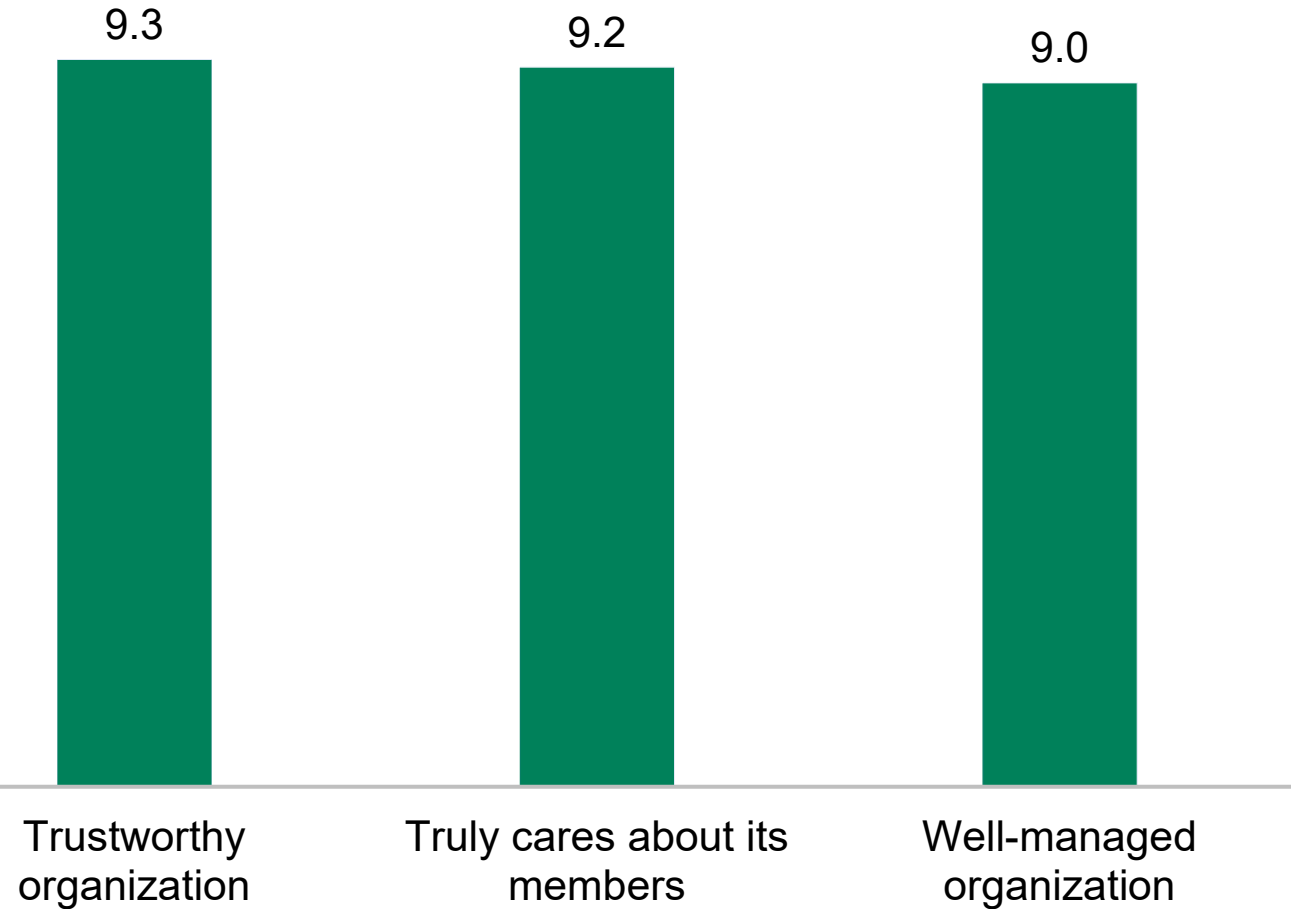


1=strongly disagree, 10=strongly agree



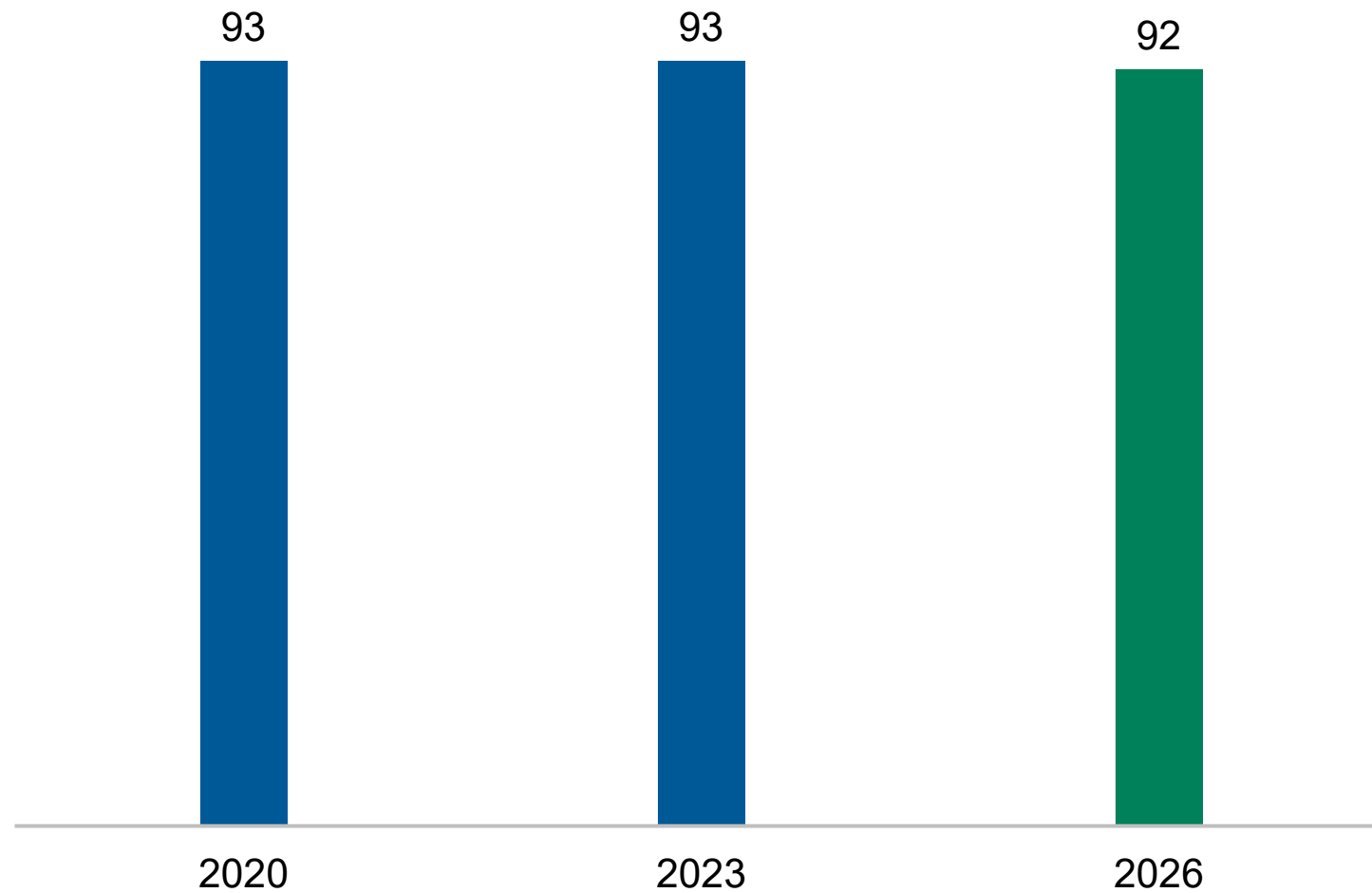
CAPS is an industry-specific benchmark developed by Inside Information, Inc. specifically for electric cooperatives.

The model is based on responses to these questions.



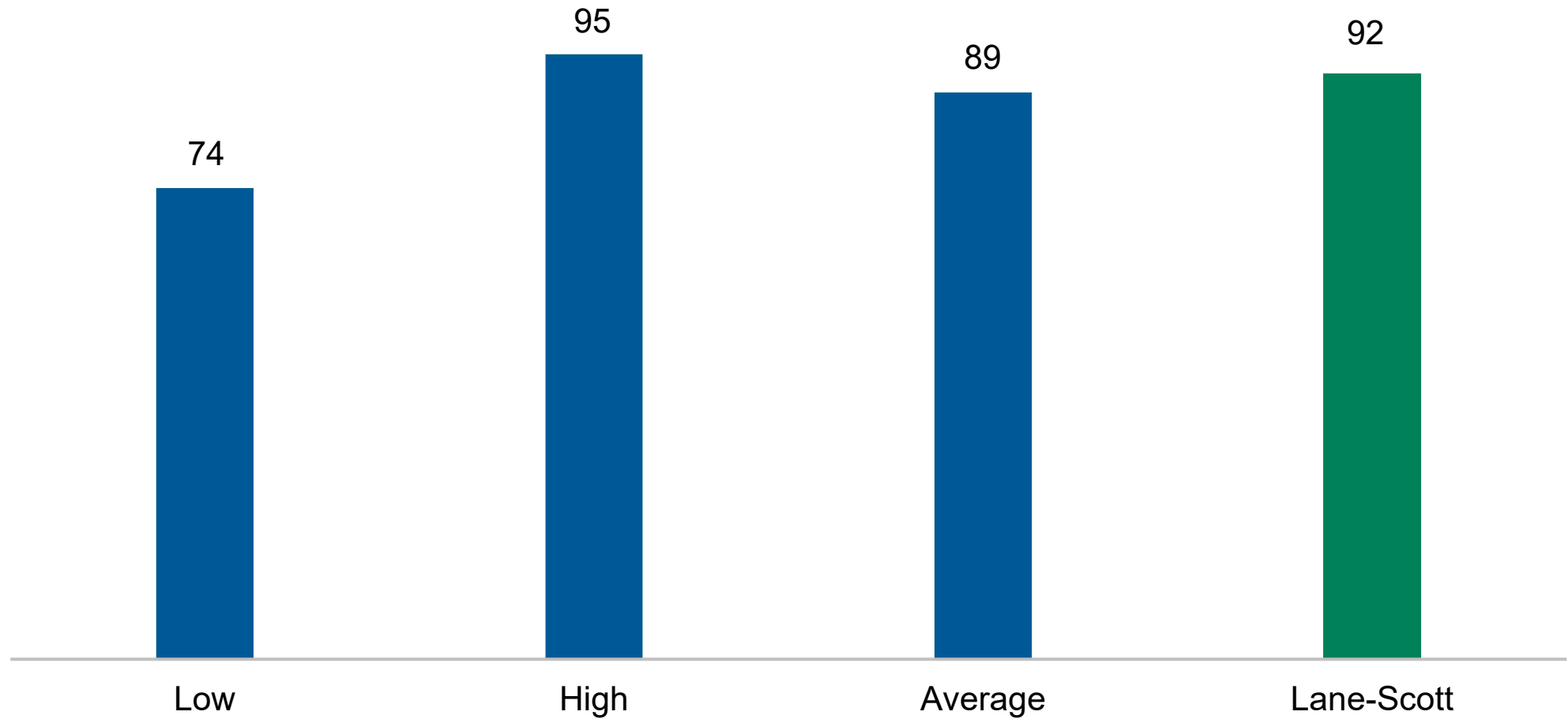
Average on 10-point scale

Trend in CAPS





CAPS National Cooperative Comparison



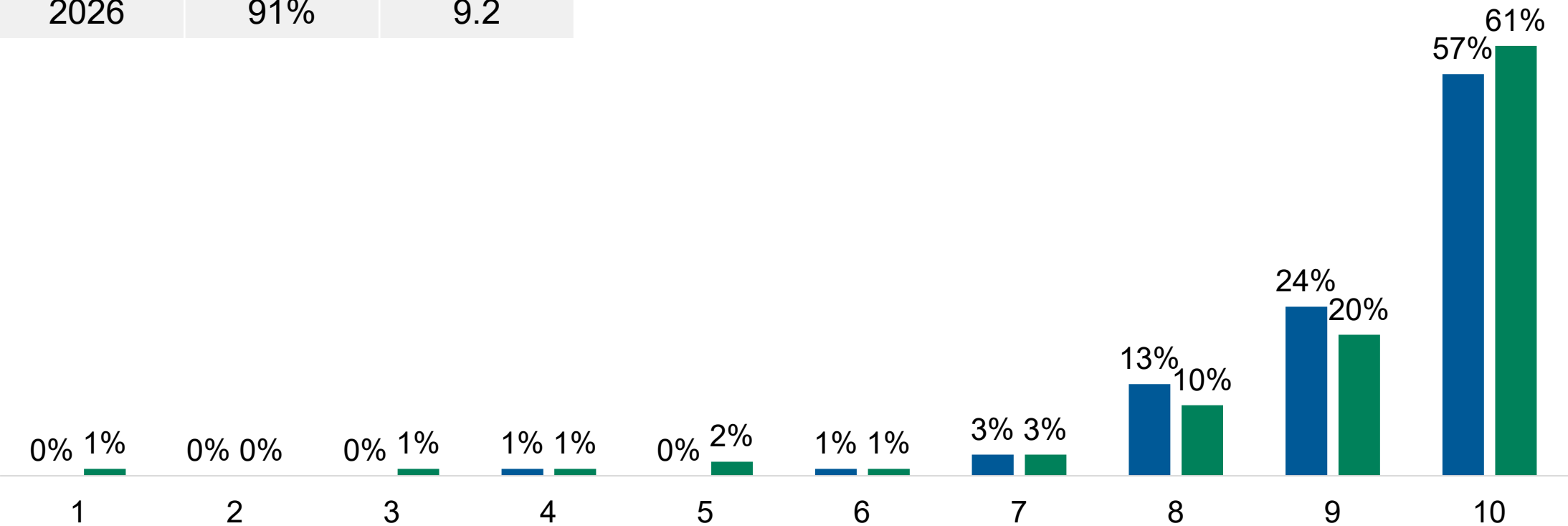


**AMERICAN
CUSTOMER
SATISFACTION
INDEX (ACSI)[®]**

Overall Satisfaction

Year	Top Box	Average
2023	94%	9.2
2026	91%	9.2

2023 2026

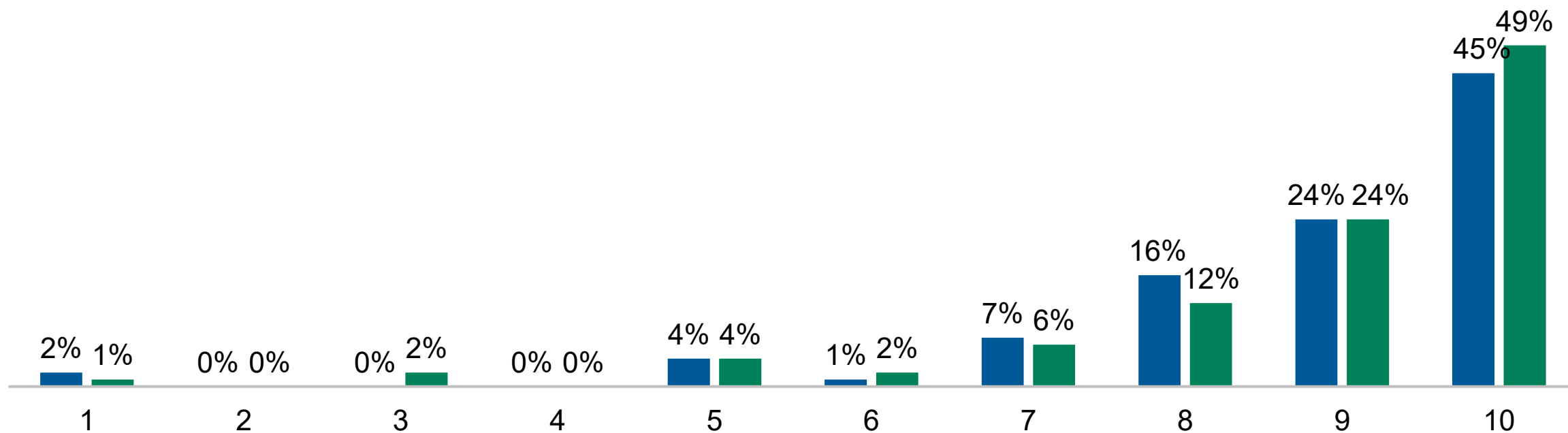


1=very dissatisfied, 10=very satisfied

Meets Expectations

Year	Top Box	Average
2023	85%	8.7
2026	85%	8.8

■ 2023 ■ 2026

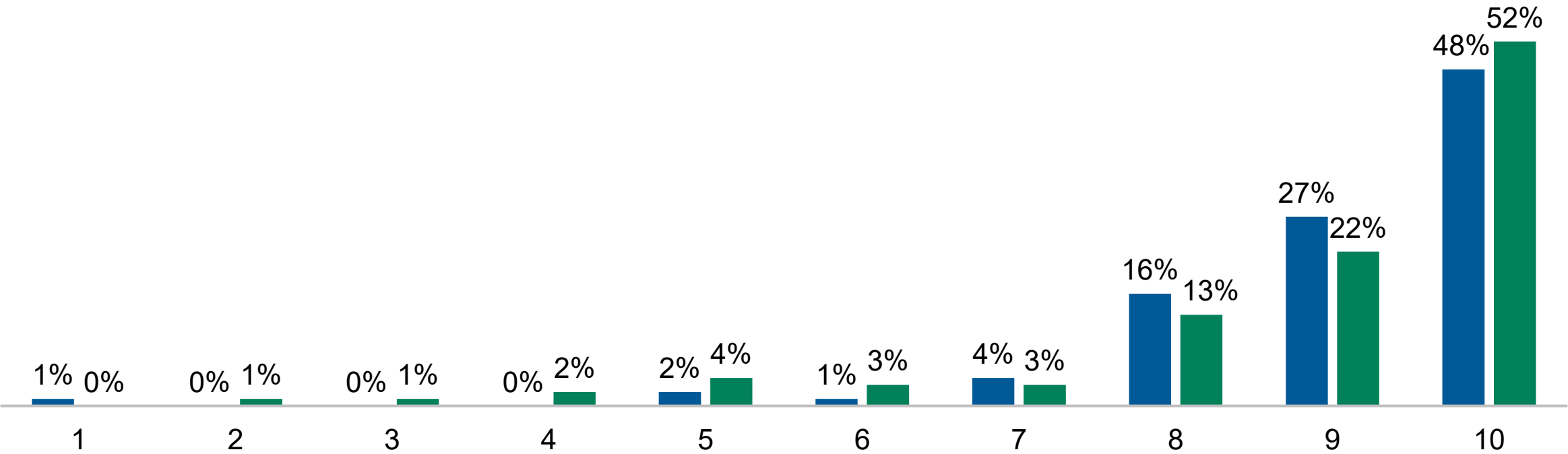


1=fallen short of expectations, 10=exceeded expectations

Ideal Utility Company

Year	Top Box	Average
2023	91%	9.0
2026	87%	8.8

2023 2026

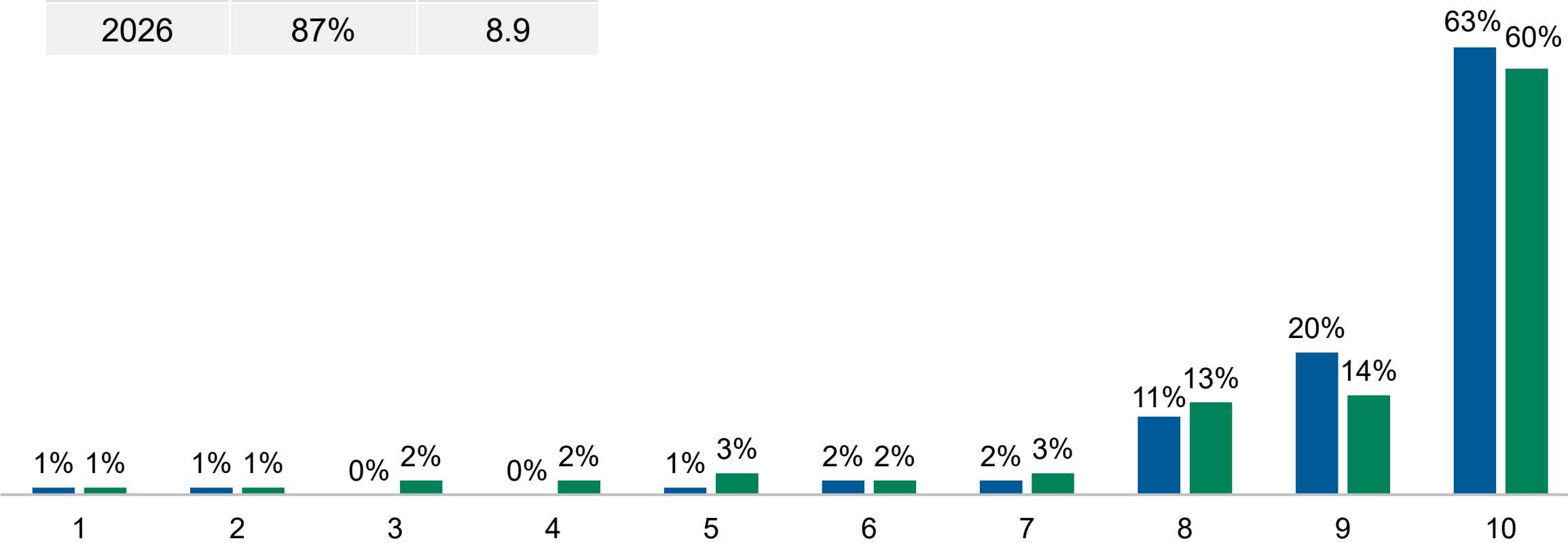


1=not very close to the ideal, 10=very close to the ideal

Likely to Choose Lane-Scott

Year	Top Box	Average
2023	94%	9.2
2026	87%	8.9

2023 2026

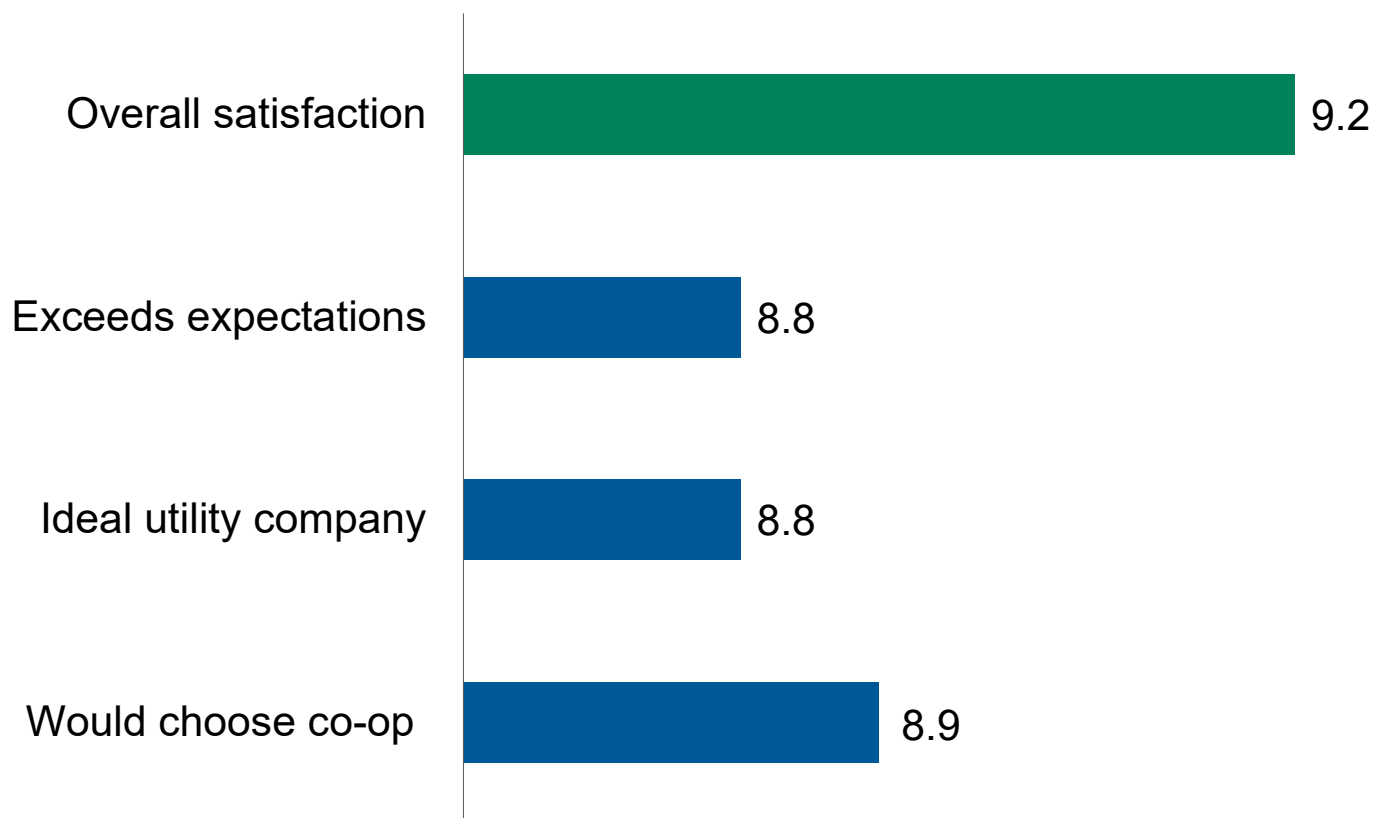


1=very unlikely, 10=very likely



Lane-Scott's ACSI score was driven by these variables:

1. Provides reliable electric service (29%)
2. Charges reasonable rates (28%)
3. Is honest and transparent (20%)



ACSI

89

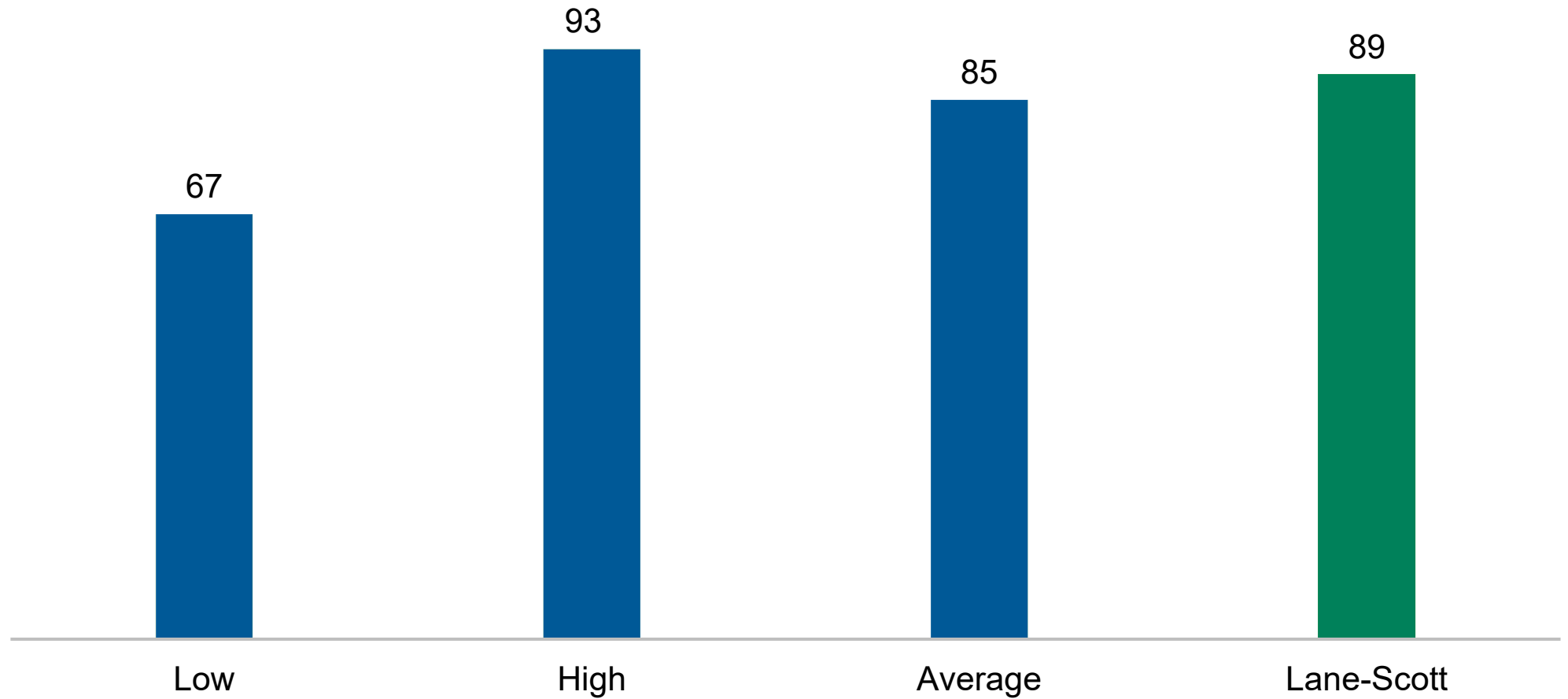
Average on 10-point scale

Comparison of ACSI Scores

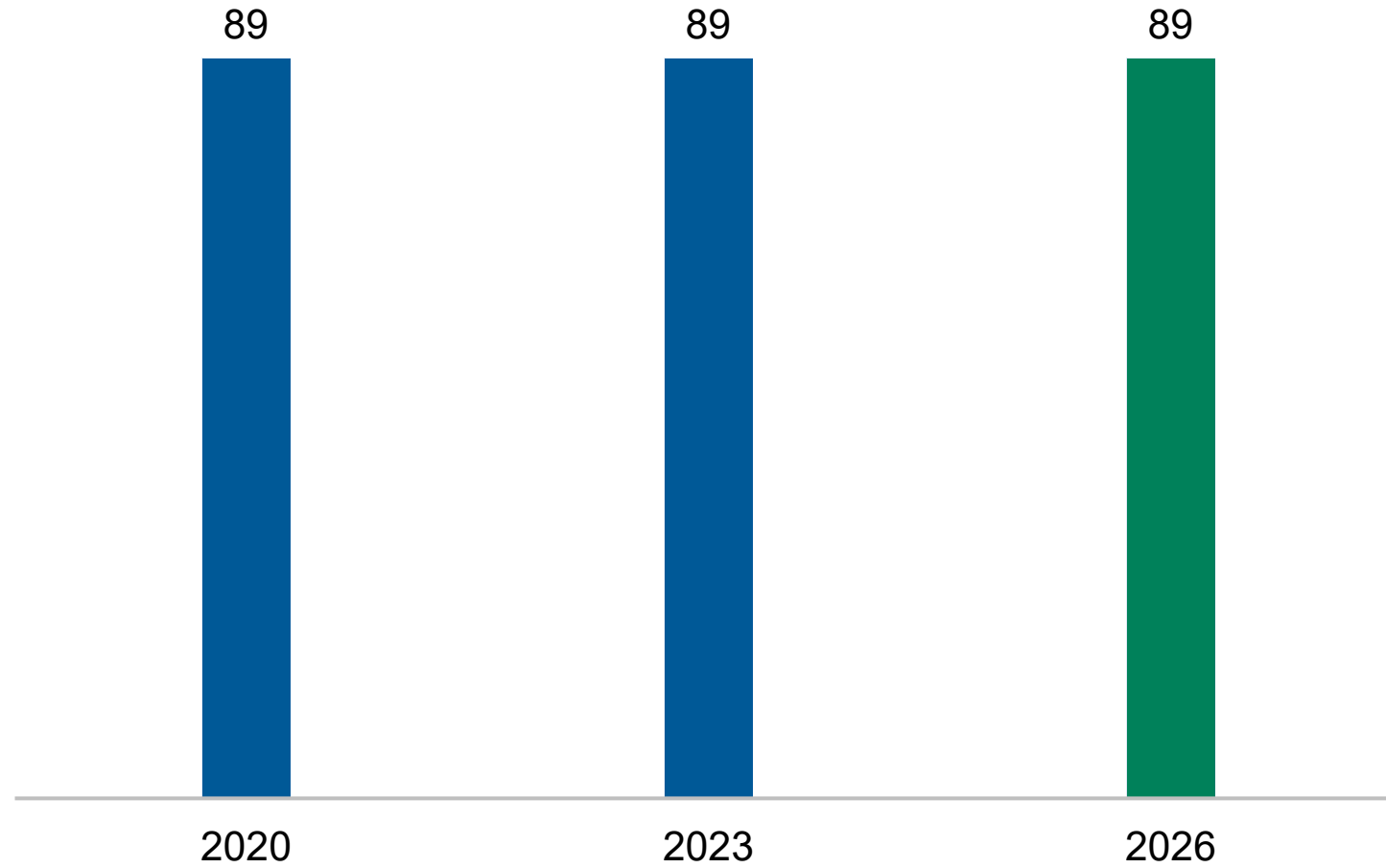




Inside Information Client ACSI



Trend in ACSI Score





**NET
PROMOTER
SCORE
(NPS)**

The Net Promoter Score® is a metric that measures loyalty through responses to one question:

How likely are you to recommend Lane-Scott Electric Cooperative to a friend or family member?

Responses are divided into three groups. The score is calculated by subtracting Detractors from Promoters.

Detractors (1-6)

Passives (7-8)

Promoters (9-10)

NPS is often used by cooperatives to compare internal and external groups, such as employees, program participants, service follow up, and more.

Needs Improvement
-100-0

Good Scores
0-49

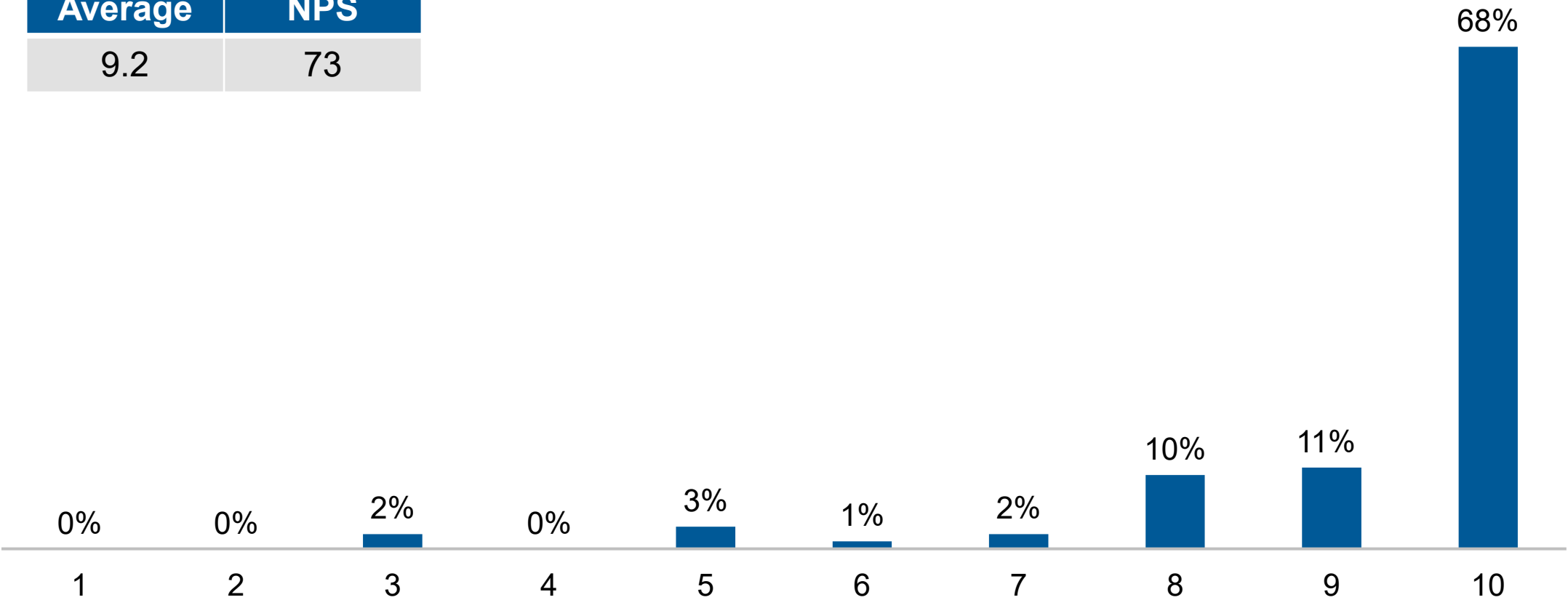
Excellent Scores
50-69

Top of Class Scores
70 and above

NPS®, Net Promoter® & Net Promoter® Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company and Fred Reichheld.

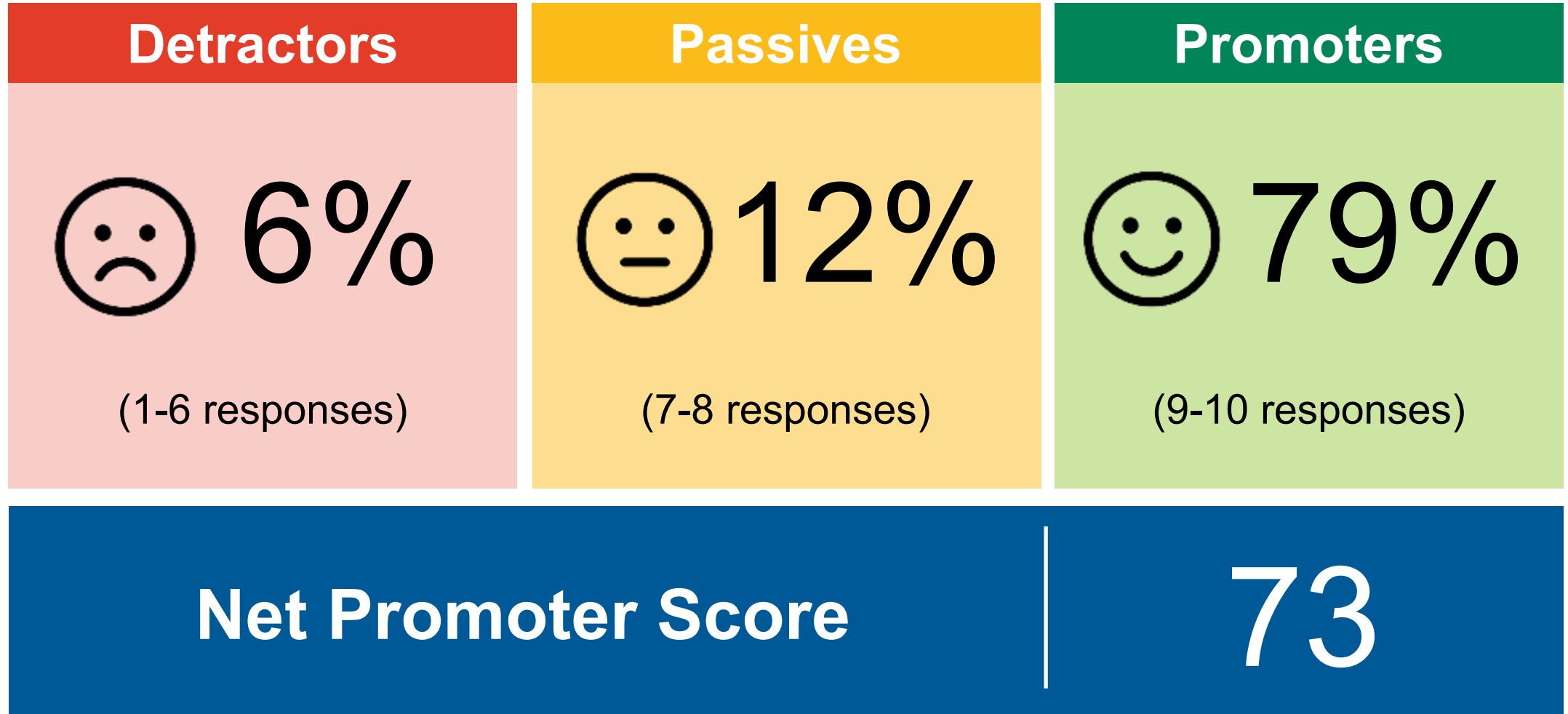
Likely to Recommend Lane-Scott to a Friend or Family Member

Average	NPS
9.2	73



1=not at all likely, 10=very likely

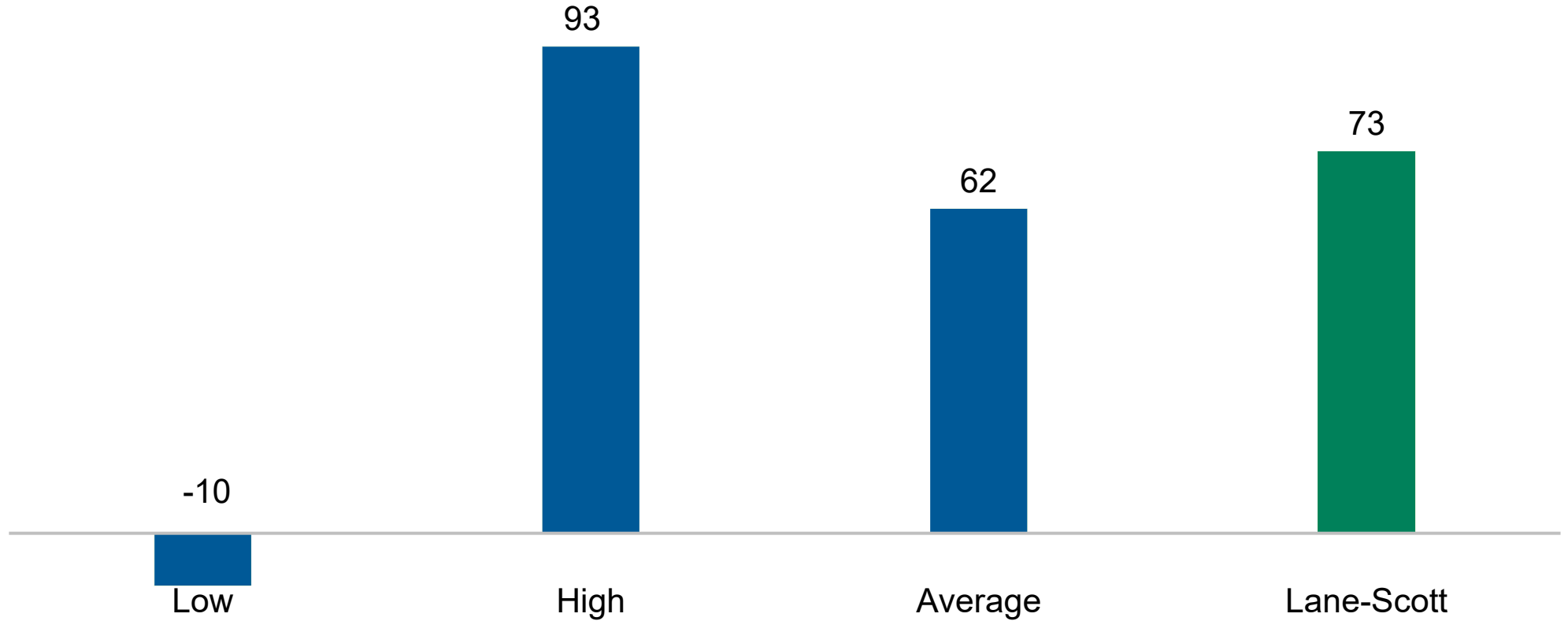
Net Promoter



A Net Promoter Score of 73 is considered “Top of Class”.



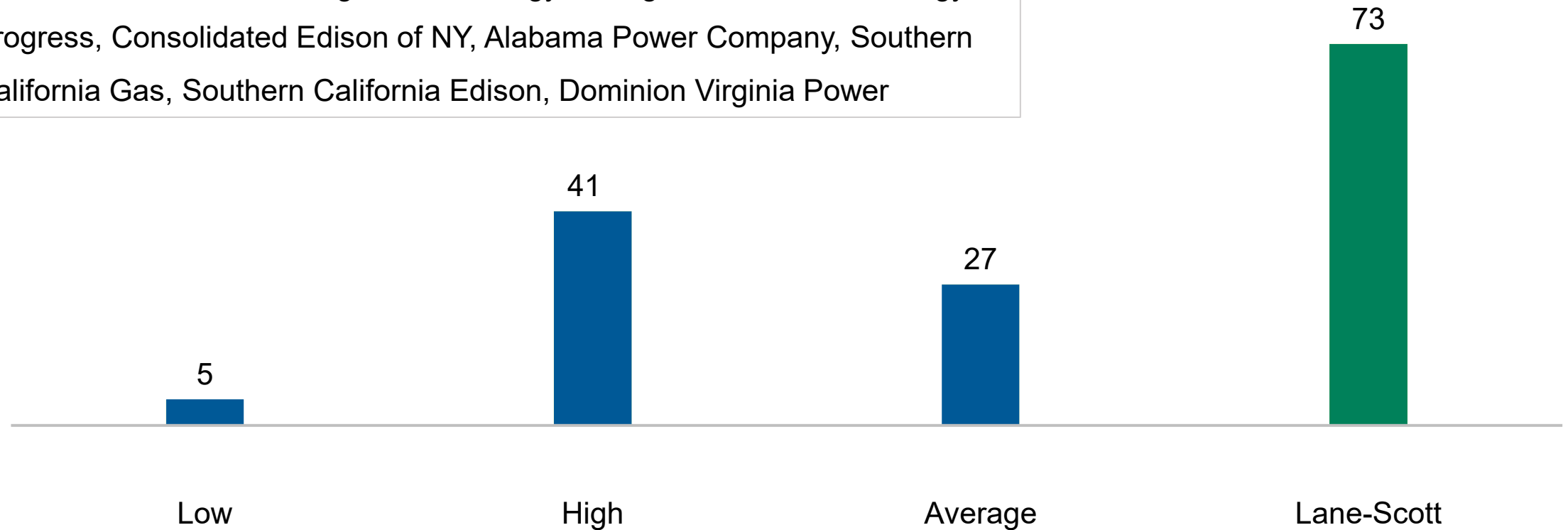
Inside Information Client Net Promoter



Utility Net Promoter Comparison

Investor-owned utilities included in benchmark:

Commonwealth Edison, PSE&G, CenterPoint Energy, Pacific Gas and Electric, Florida Power & Light, TXU Energy, Georgia Power, Duke Energy Progress, Consolidated Edison of NY, Alabama Power Company, Southern California Gas, Southern California Edison, Dominion Virginia Power



NPS by Age



Median

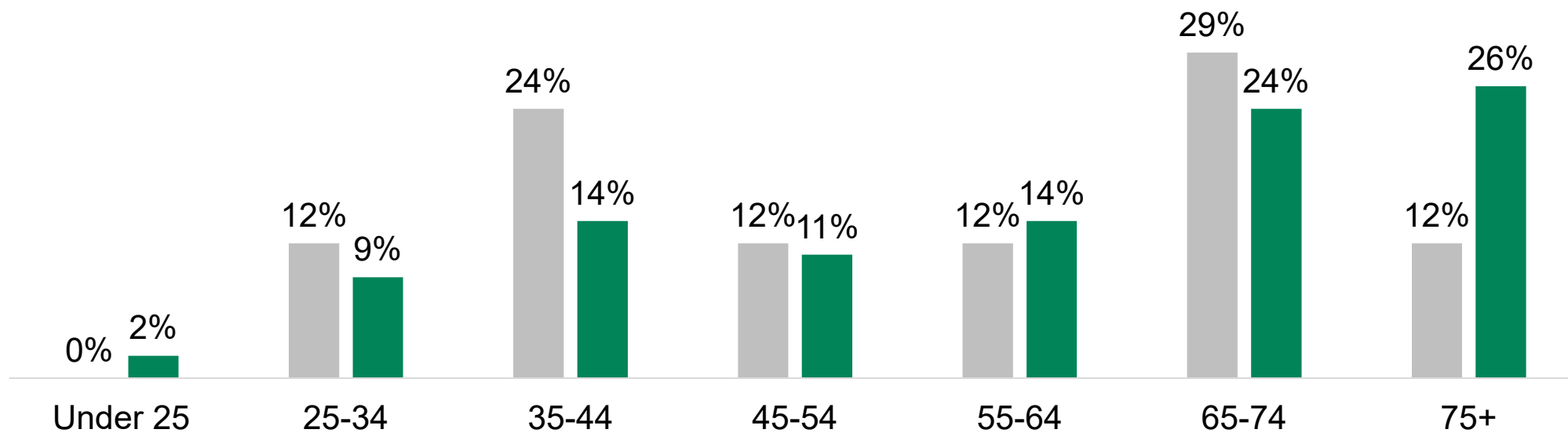
Overall: 62

Detractors: 54

Promoters: 64

■ Detractors

■ Promoters





Median

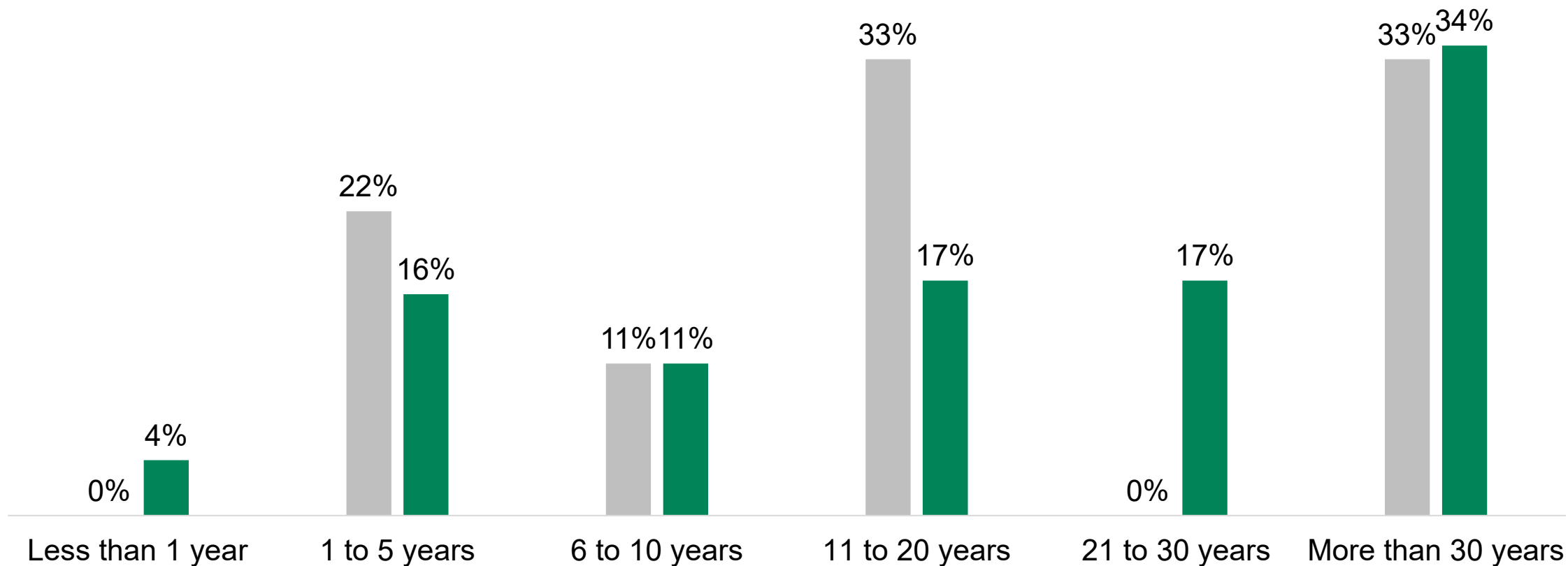
Overall: 21

Detractors: 15

Promoters: 21

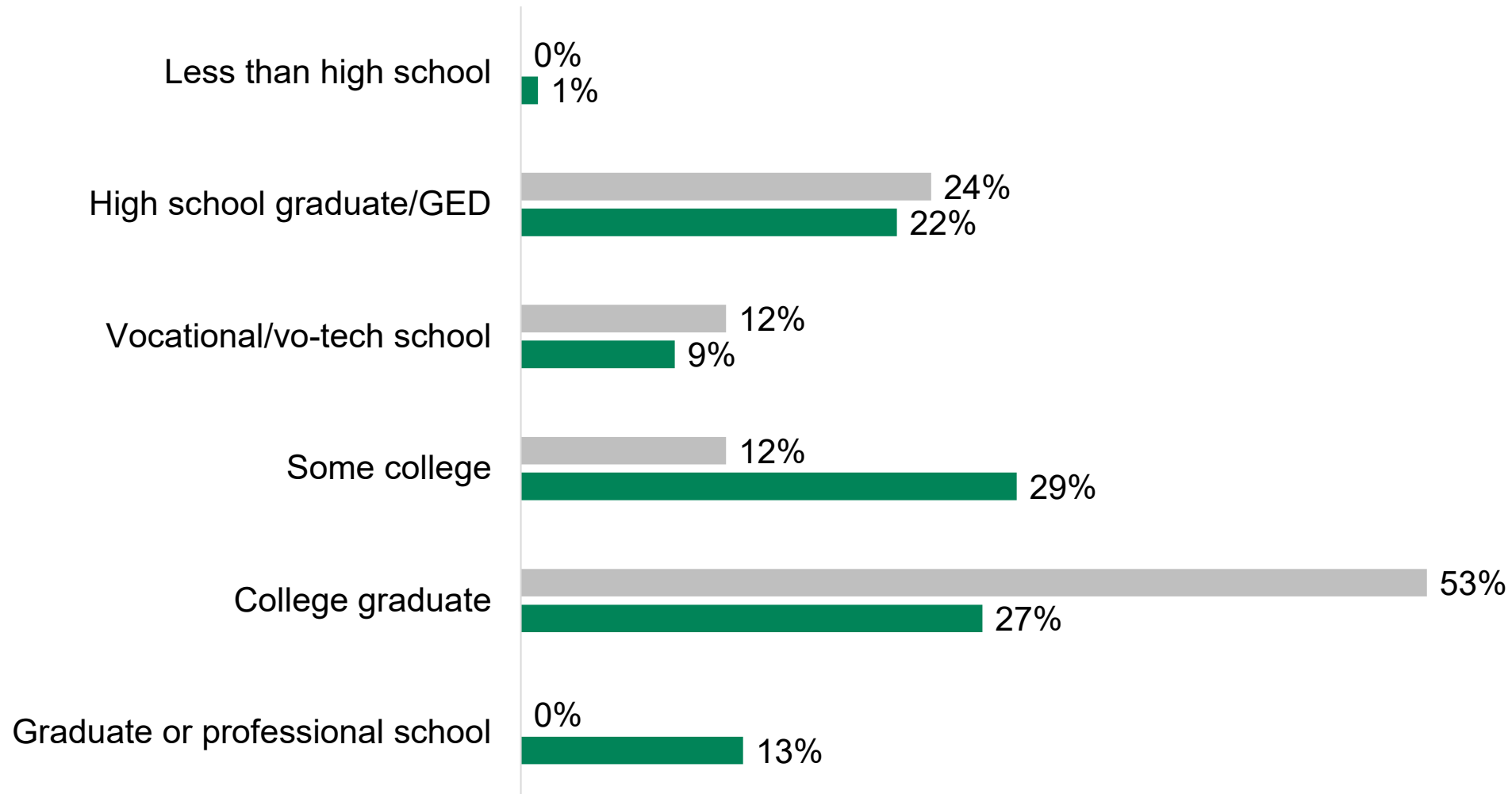
NPS by Length of Service

■ Detractors ■ Promoters



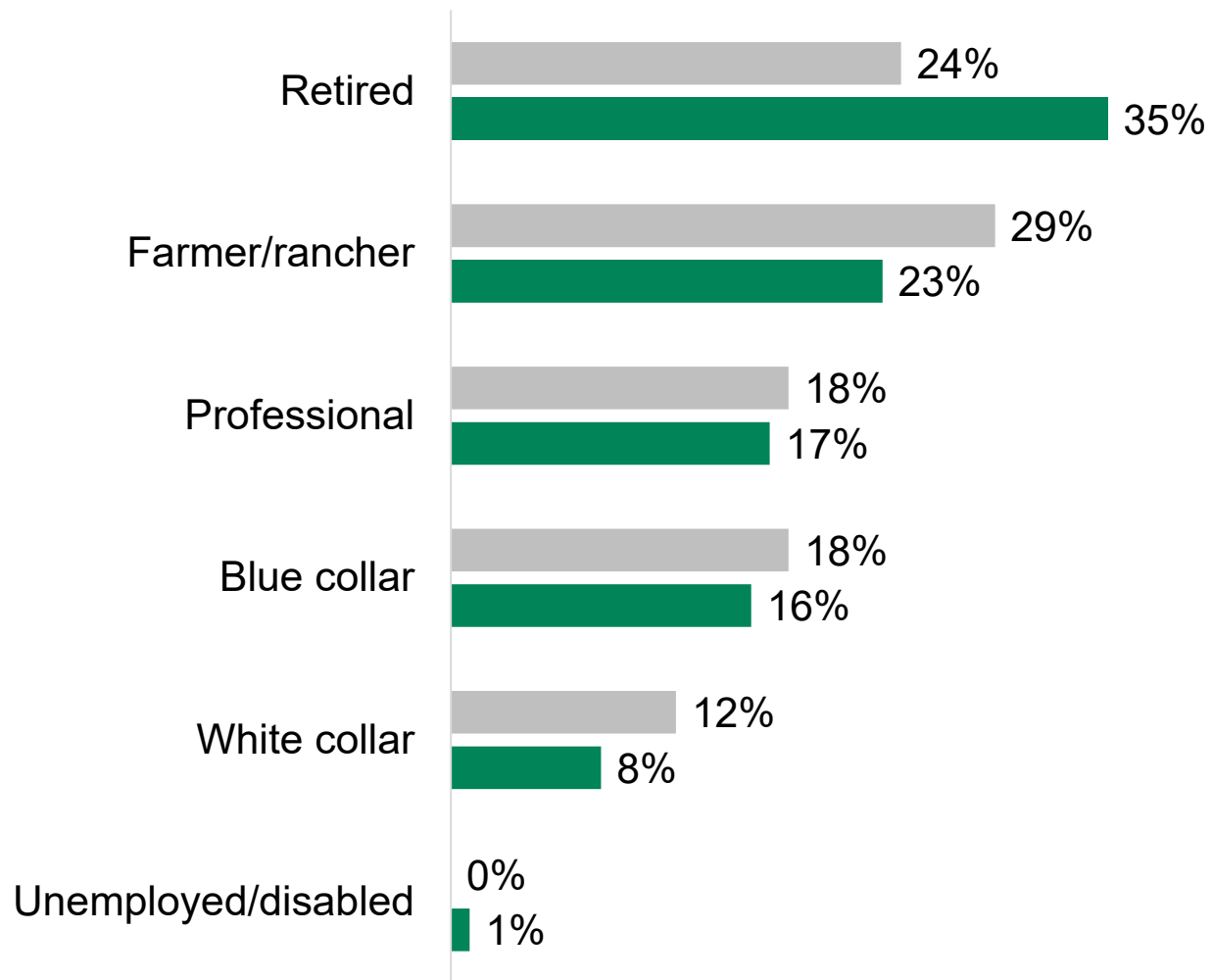
NPS by Education

■ Detractors ■ Promoters



NPS by Occupation

■ Detractors ■ Promoters



Primary Reason for Score: Promoters vs. Detractors

Members were asked to provide feedback for the primary reason for their score.

These are the most common themes from member comments. See data file for complete listing.

Detractors

Cost and Billing Concerns

Affordability and billing policies were common complaints.

- Members cited electricity costs as a concern.
- One member was frustrated that a late fee was not waived despite a long history of on-time payments.
- Some felt management decisions contribute to higher costs.

Management Concerns

A few detractors expressed concerns about leadership and operations.

- Mentioned frequent management changes.
- Expressed concerns about management practices and oversight.

Promoters

Reliable Service and Fast Outage Restoration

Promoters consistently praised Lane-Scott's dependable service and quick response during outages.

- Reliable electric service.
- Fast restoration after outages.
- Responsive crews and technicians.

Friendly, Helpful Employees

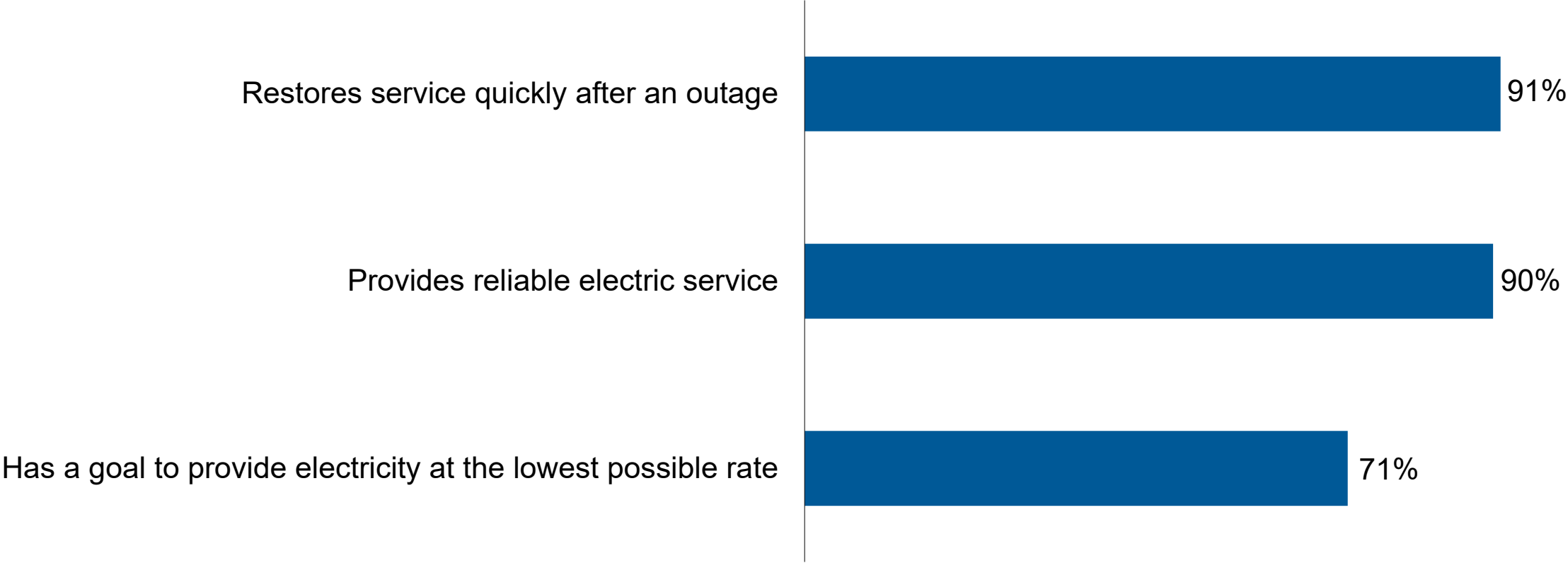
Strong customer service was a key reason for high scores.

- Employees described as courteous, knowledgeable, and easy to work with.
- Members appreciated prompt assistance when issues arise.
- Several recognized specific staff members and positive interactions.



PERFORMANCE

Electric Service and Rates



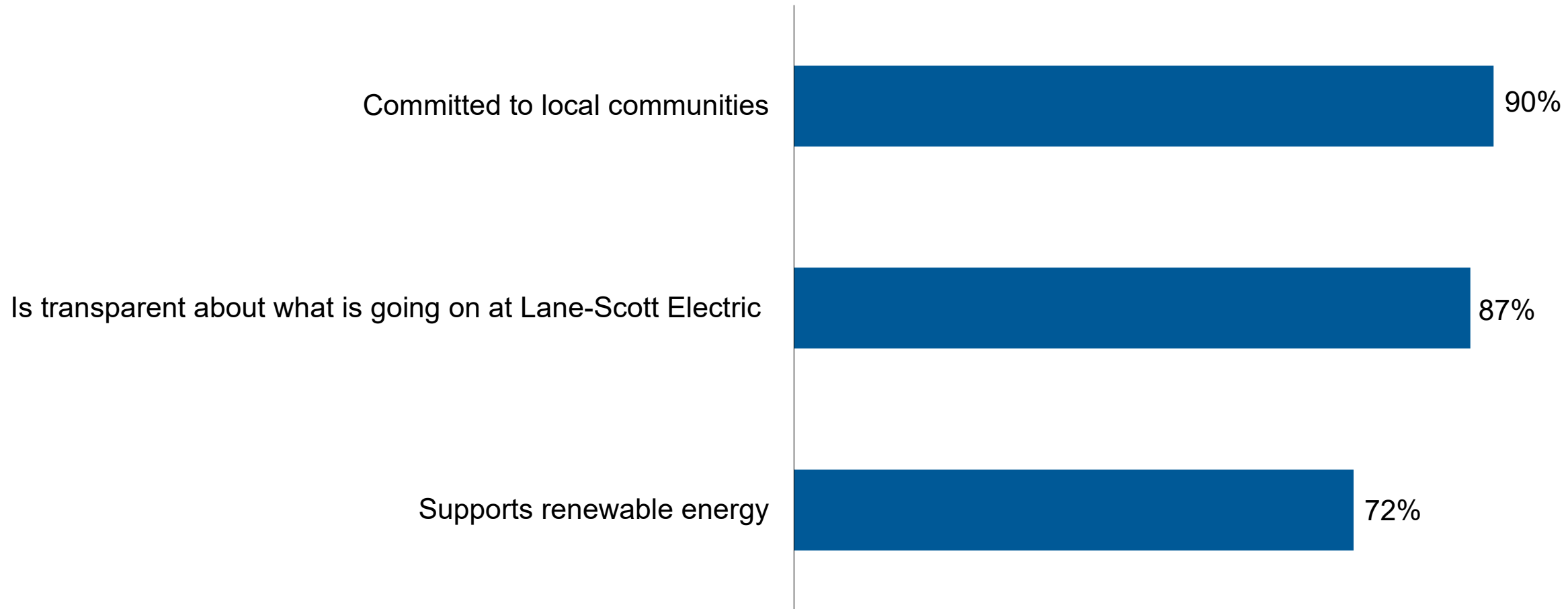
Top box (8-10) responses

Member Service



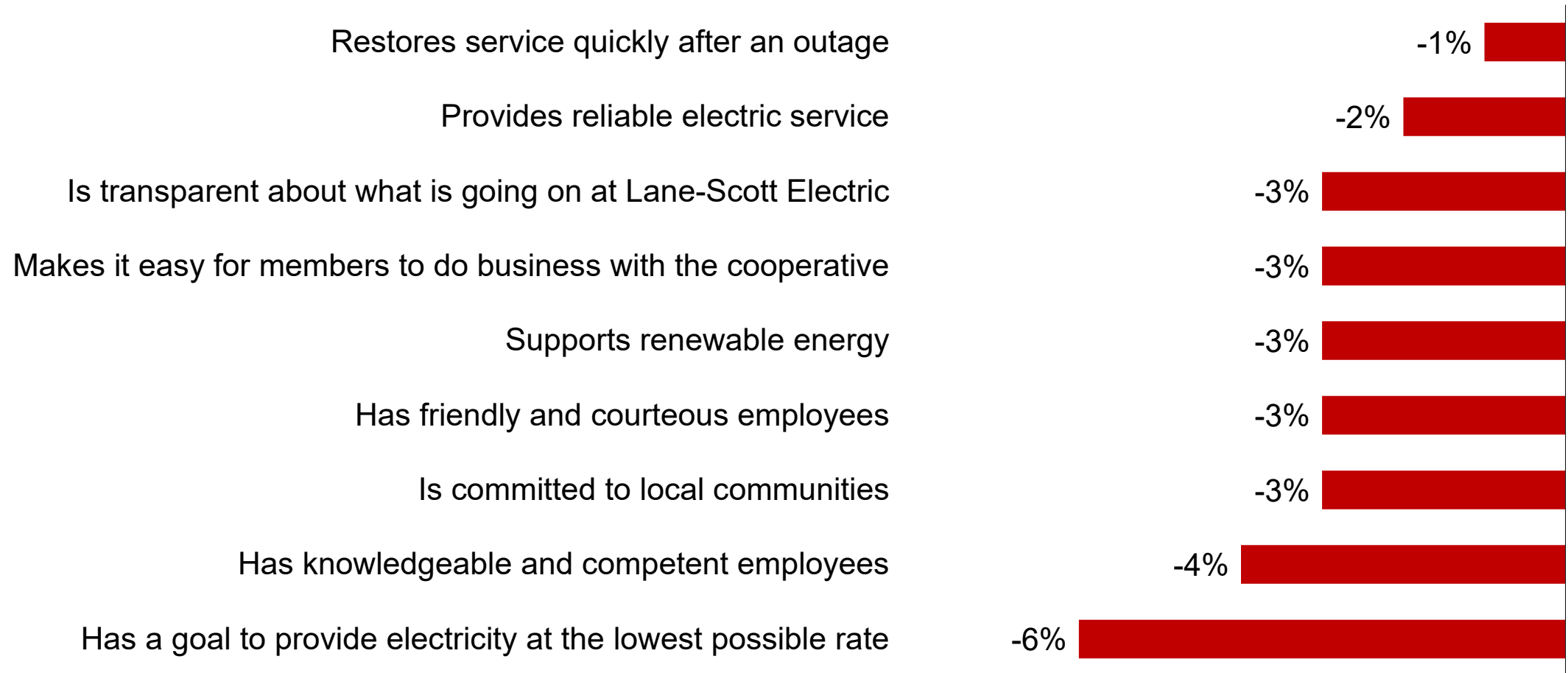
Top box (8-10) responses

Cooperative Culture



Top box (8-10) responses

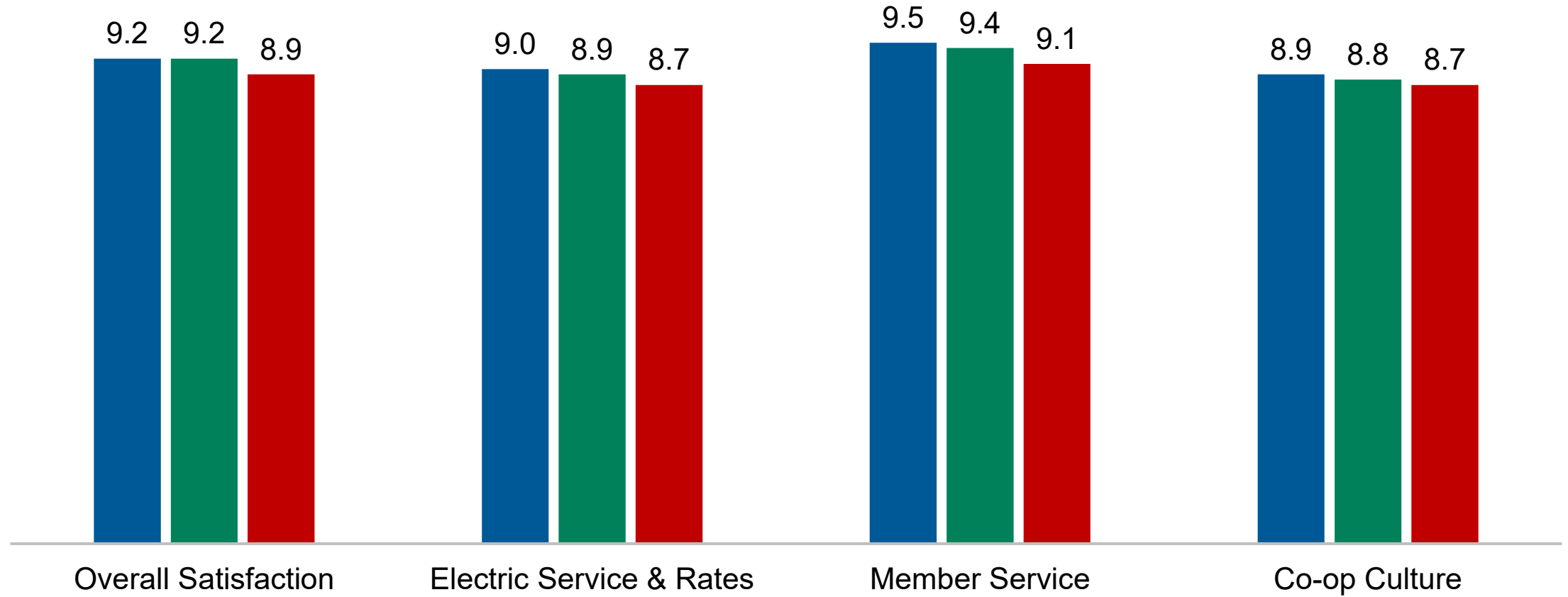
Trend in Performance Variables



Increase or decrease in “top box” agreement ratings from previous survey

Performance Trends

■ 2023 ■ 2026 ■ Inside Info Avg

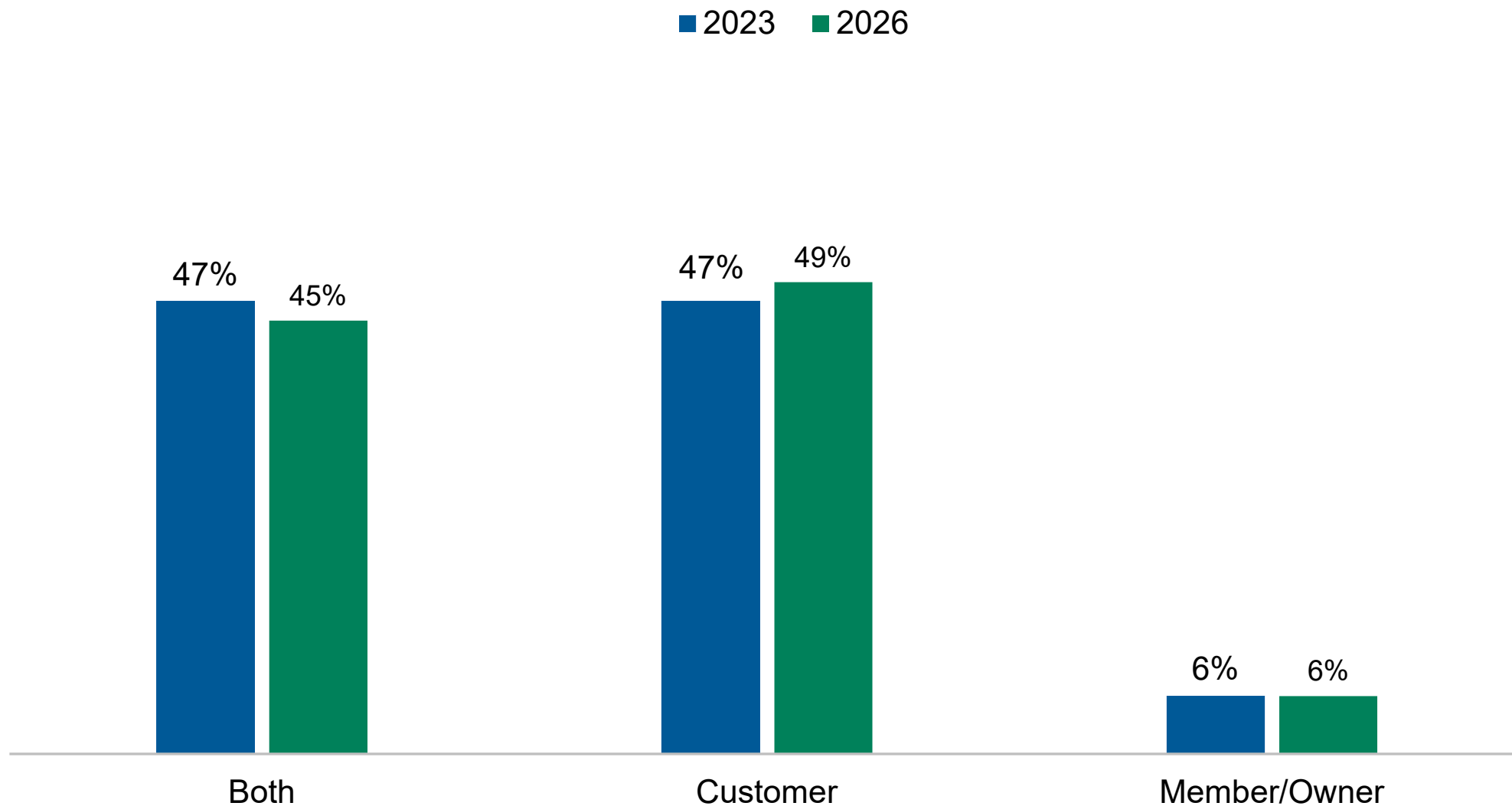


On a 10-pt scale

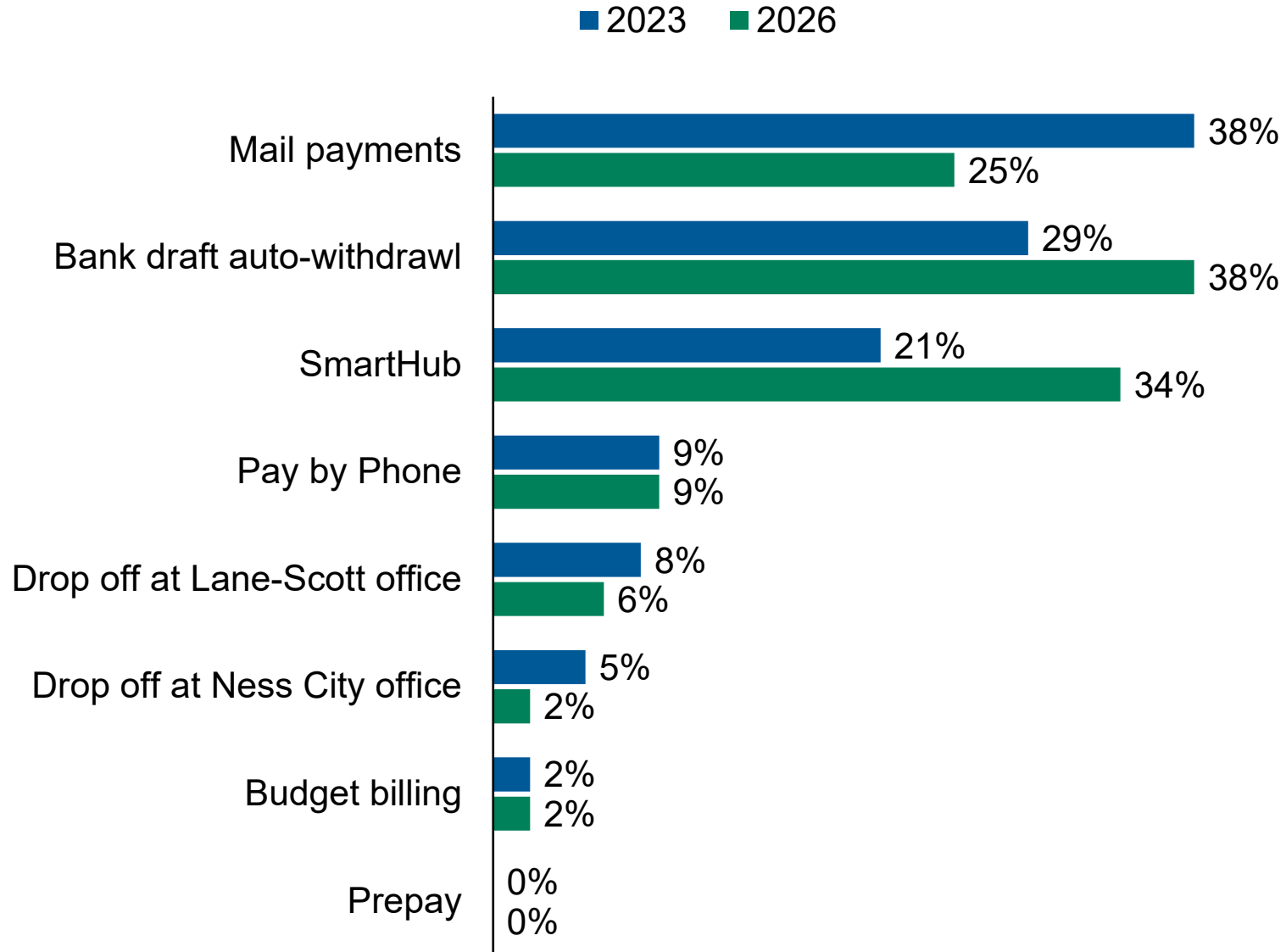


COMMUNICATION & TECHNOLOGY

Relationship to Lane-Scott



Preferred Method to Pay Bill

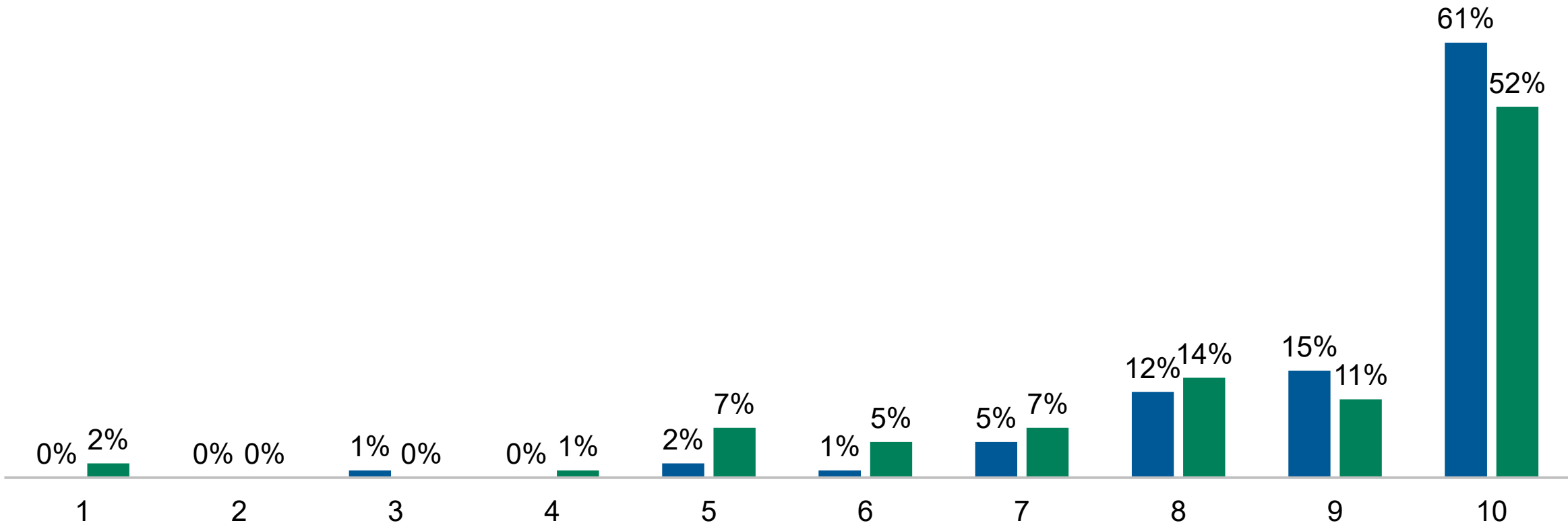


Multiple response question

Agreement With the Following Statements

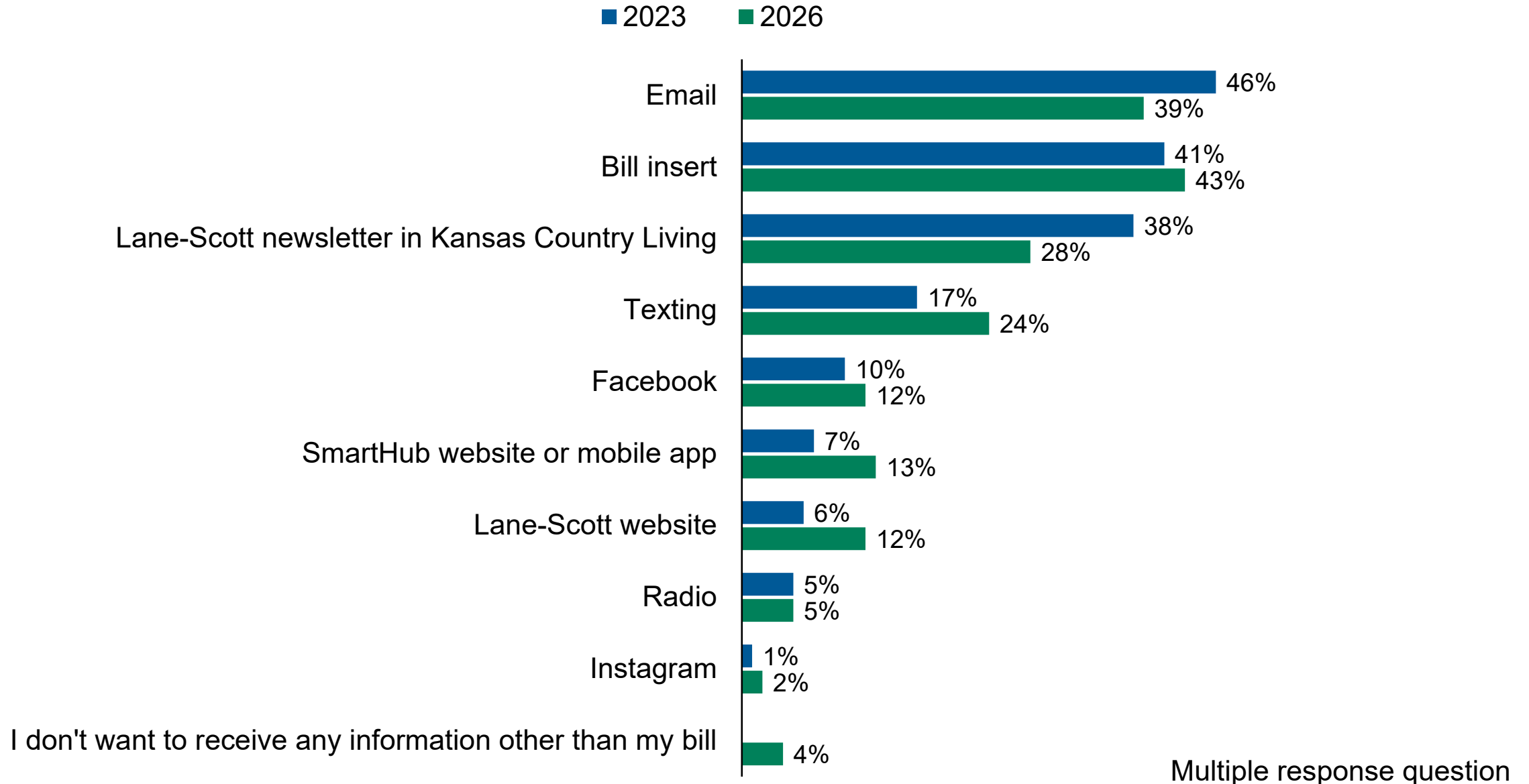
	Top Box	Average
Understand	88%	9.1
Lower Cost	77%	8.5

- Understand my bill
- Know how to lower electric costs

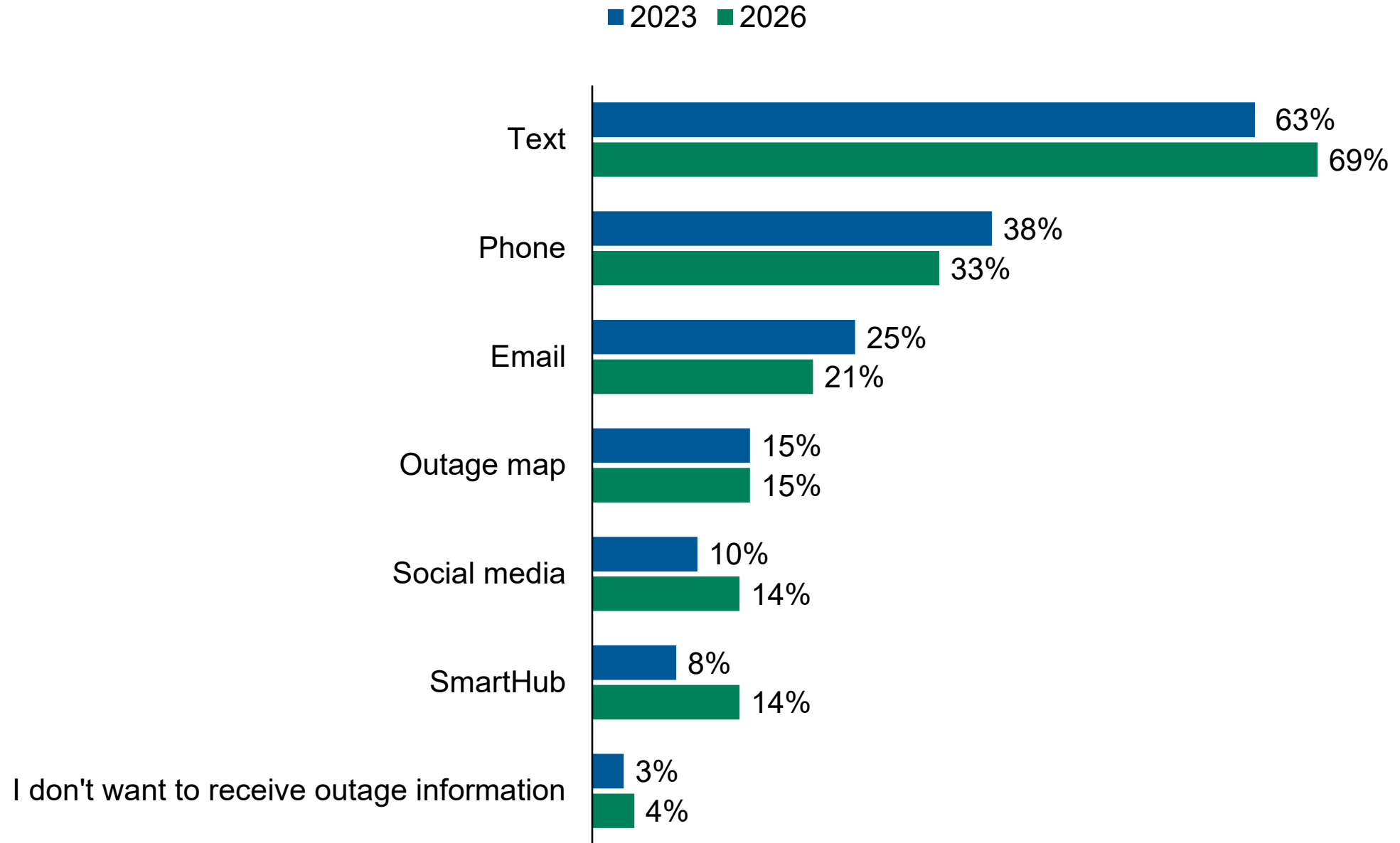


1=strongly disagree, 10=strongly agree

Preferred Method to Receive Information from Co-op (not bill or outage related)

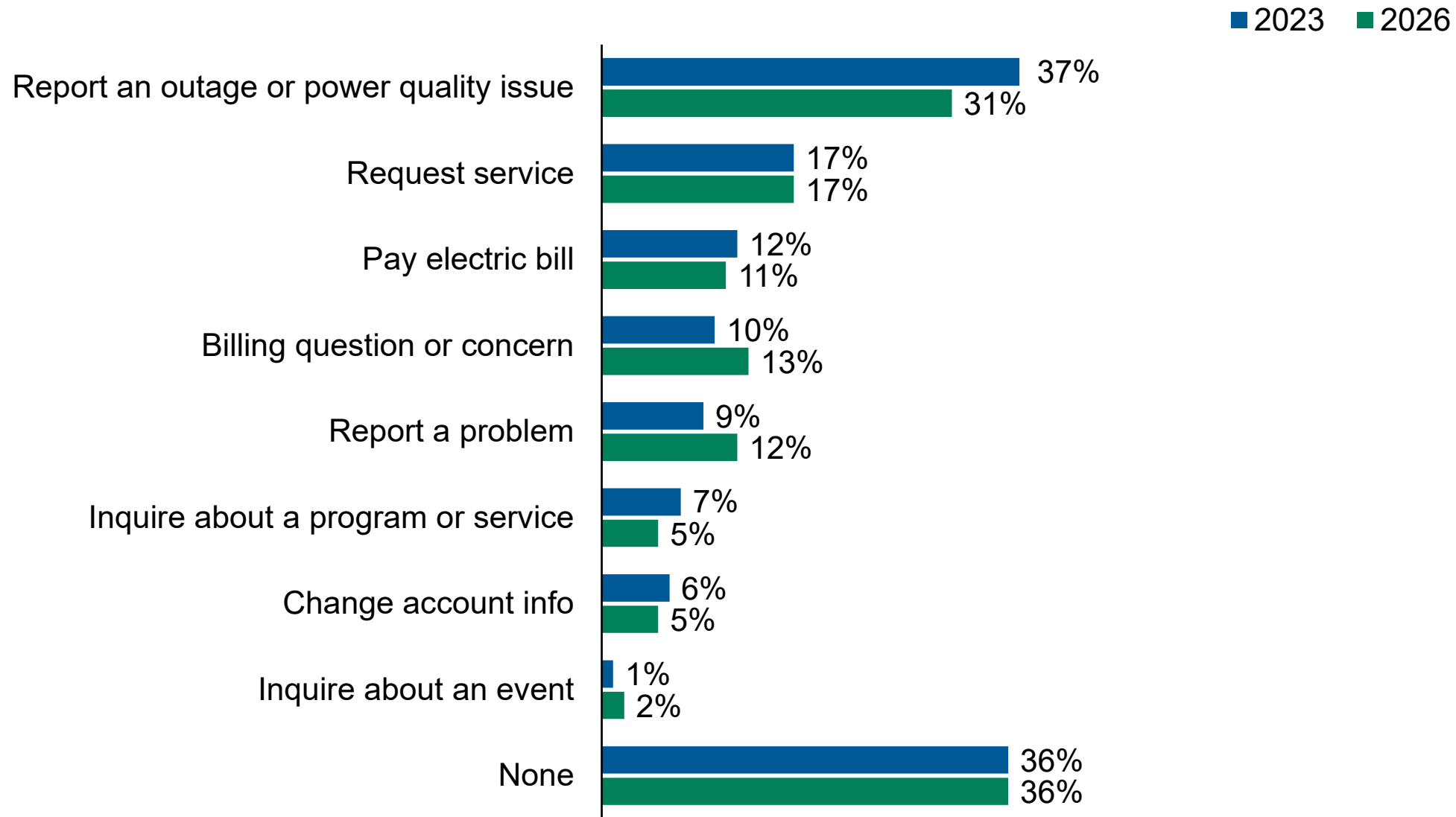


Preferred Contact for Power Outages



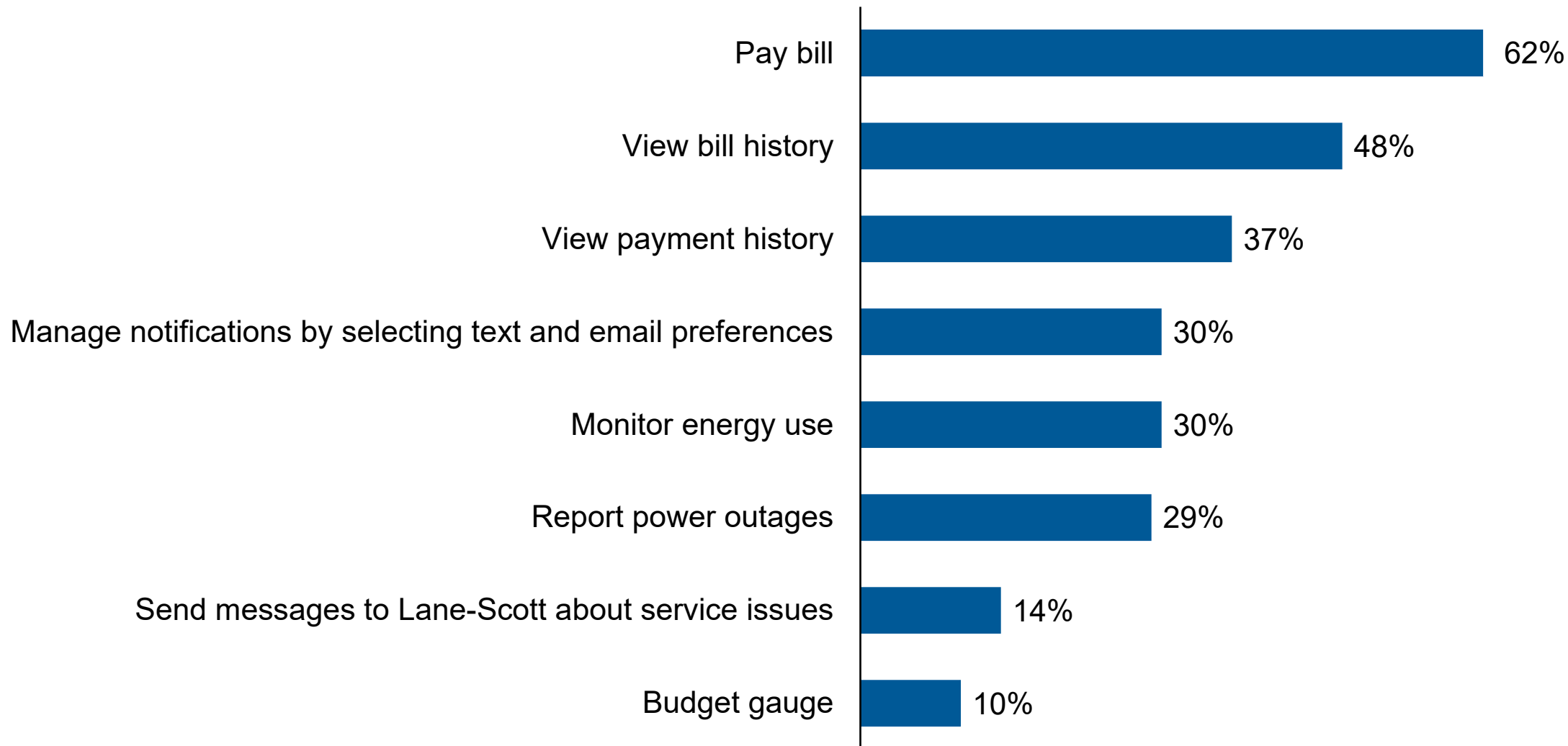
Multiple response question

Reason for Recent Contact with the Co-op (During the past year)



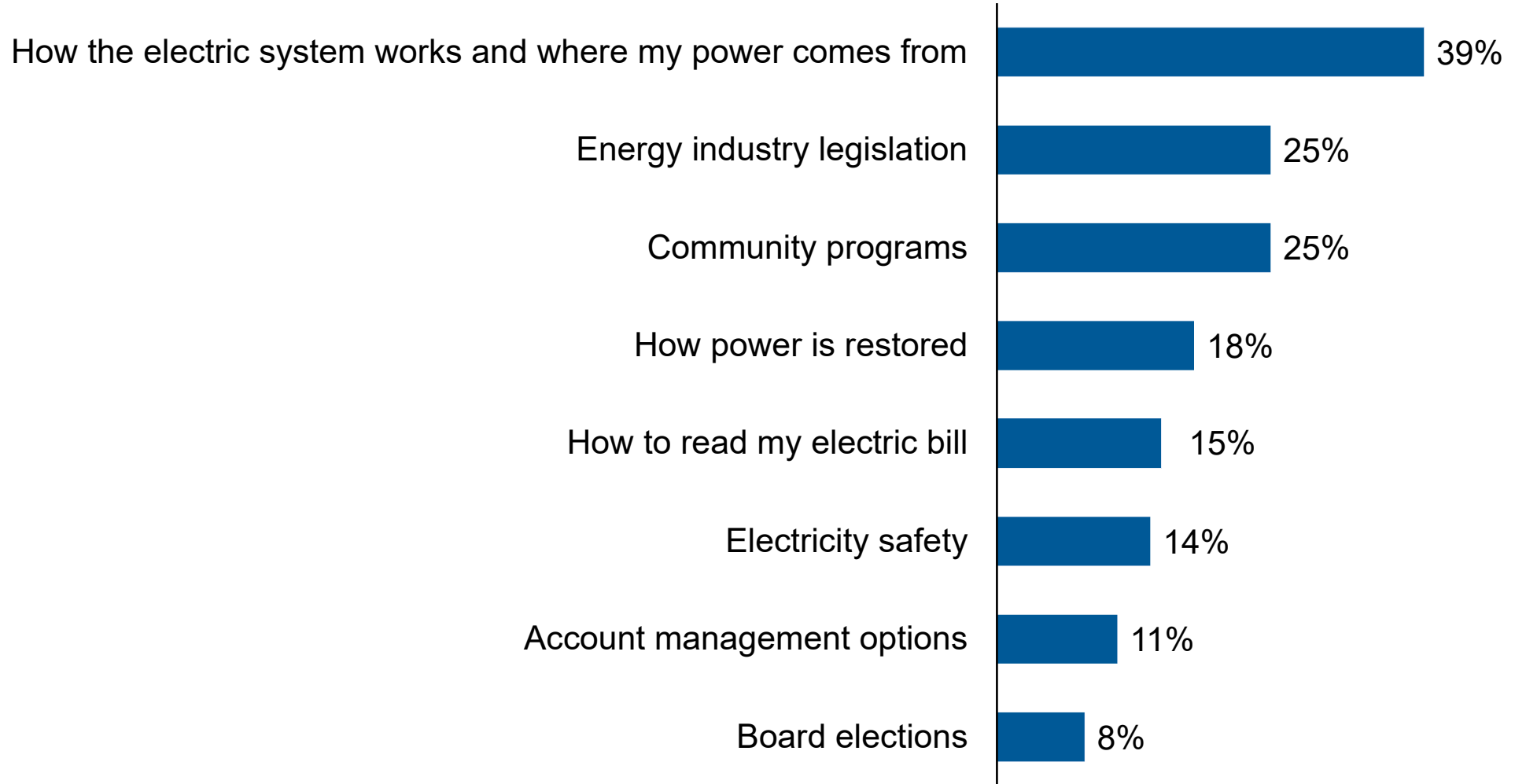
Multiple response question

Features Currently Used in the SmartHub website or Mobile app



Multiple response question

“I wish I had a Better Understanding of...”

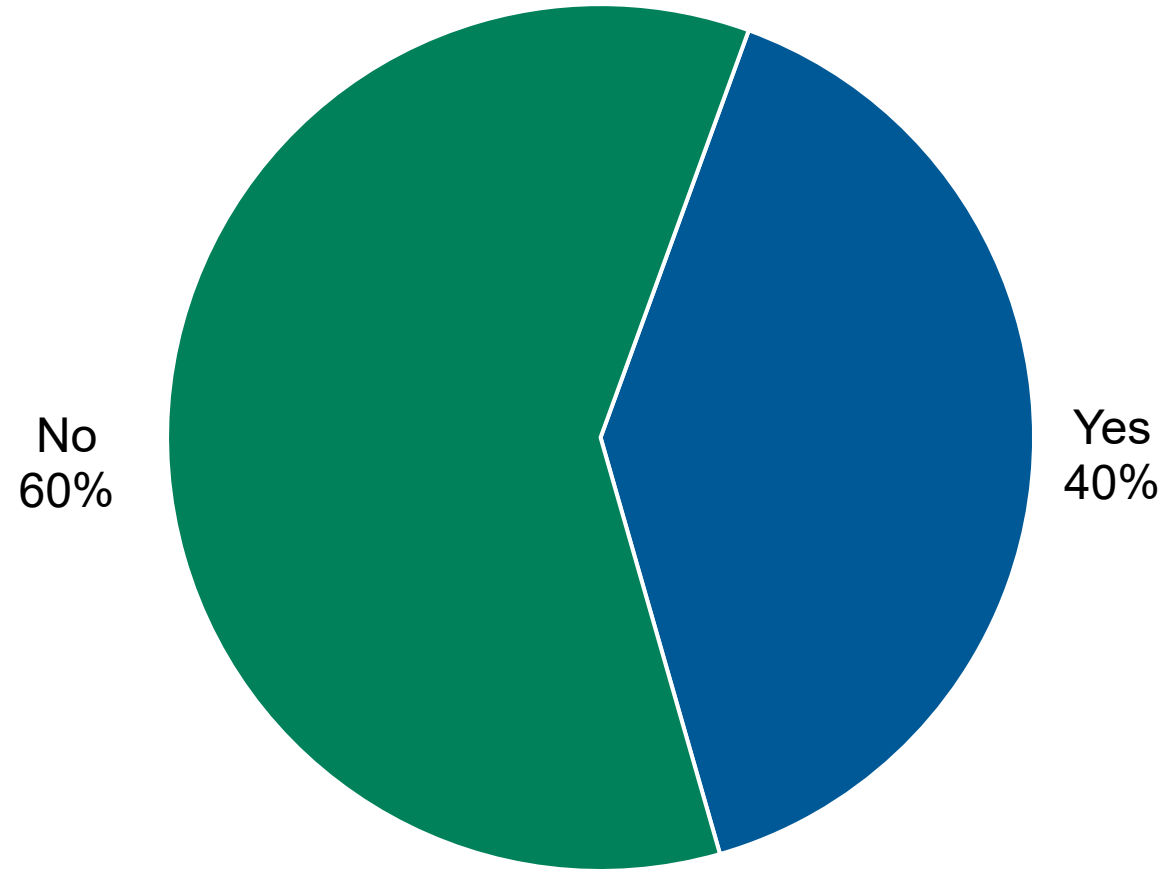


Members selected up to 3 choices



RENEWABLE ENERGY & ELECTRIC VEHICLES

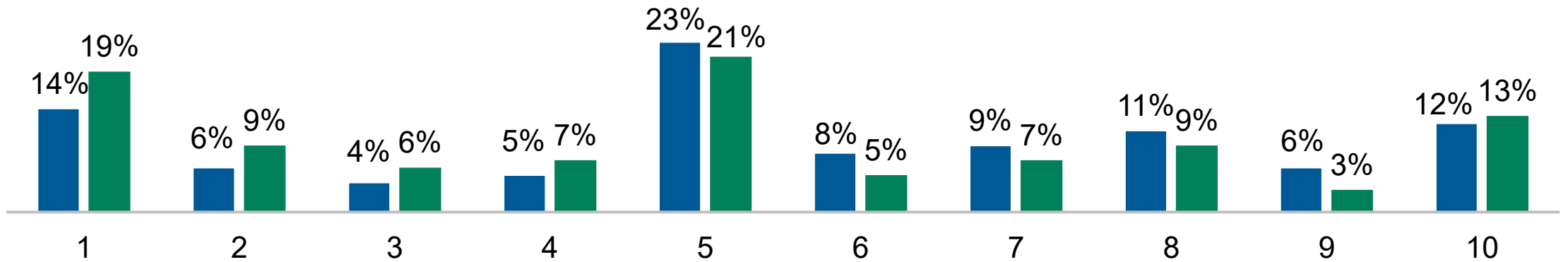
Believe Electricity Generated by Wind Is Reliable



How beneficial do you think wind generation is for the environment?

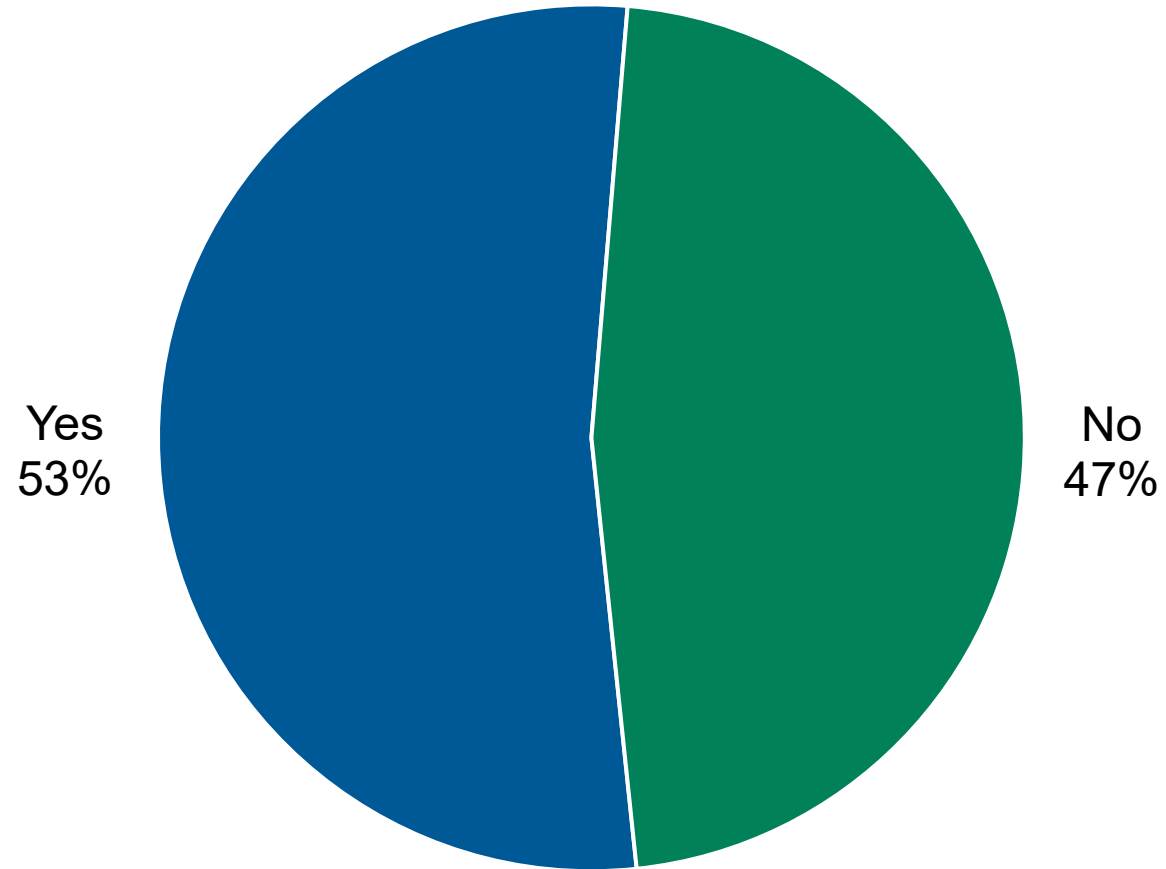
Year	Top Box	Average
2023	29%	5.6
2026	25%	5.0

■ 2023 ■ 2026



1=not at all beneficial, 10=very beneficial

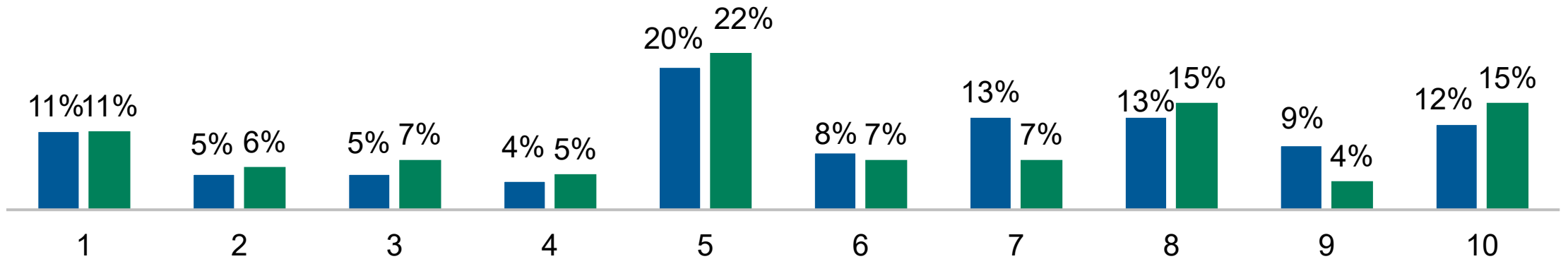
Believe Electricity Generated by Solar Is Reliable



How beneficial do you think solar generation is for the environment?

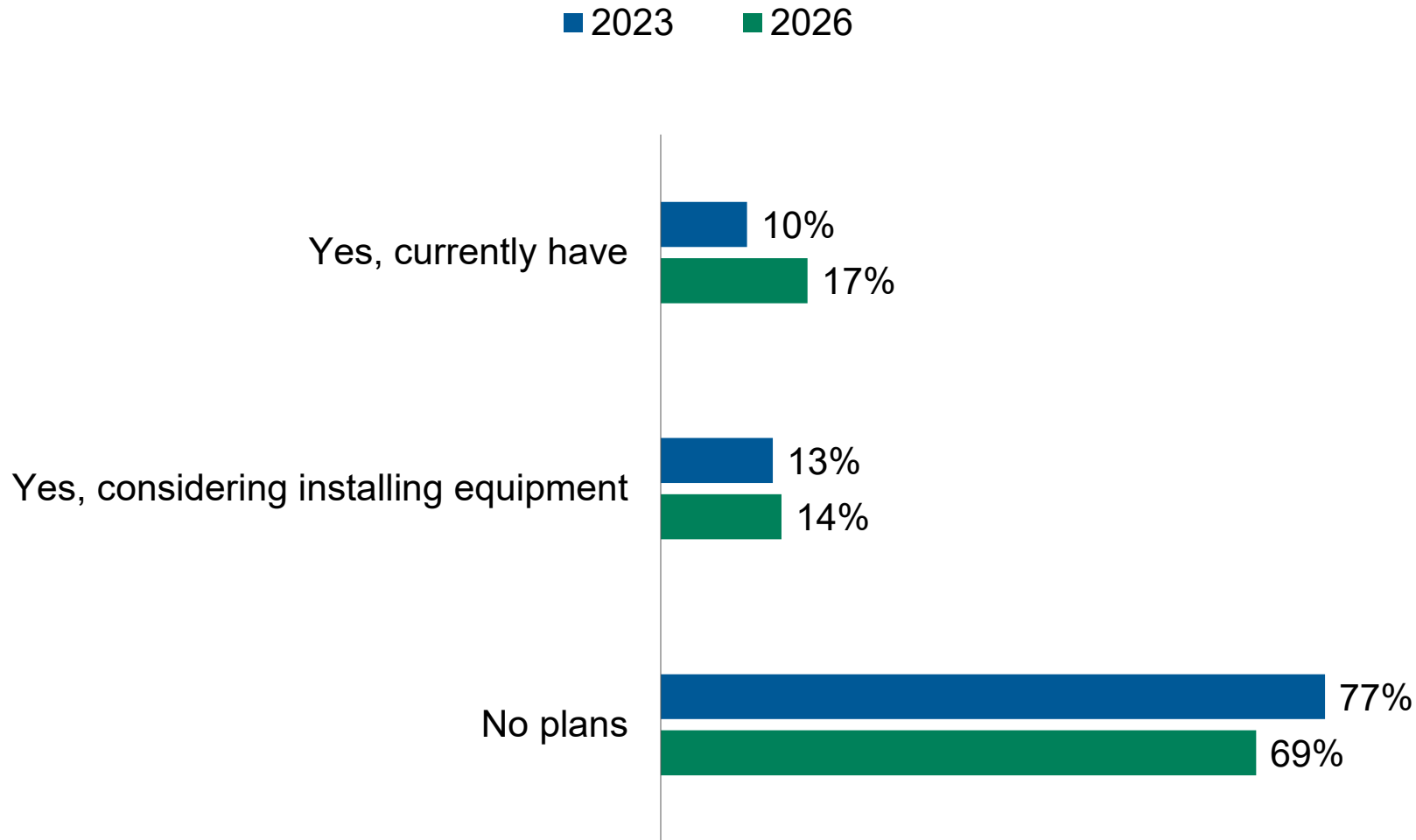
Year	Top Box	Average
2023	34%	6.0
2026	34%	5.8

■ 2023 ■ 2026

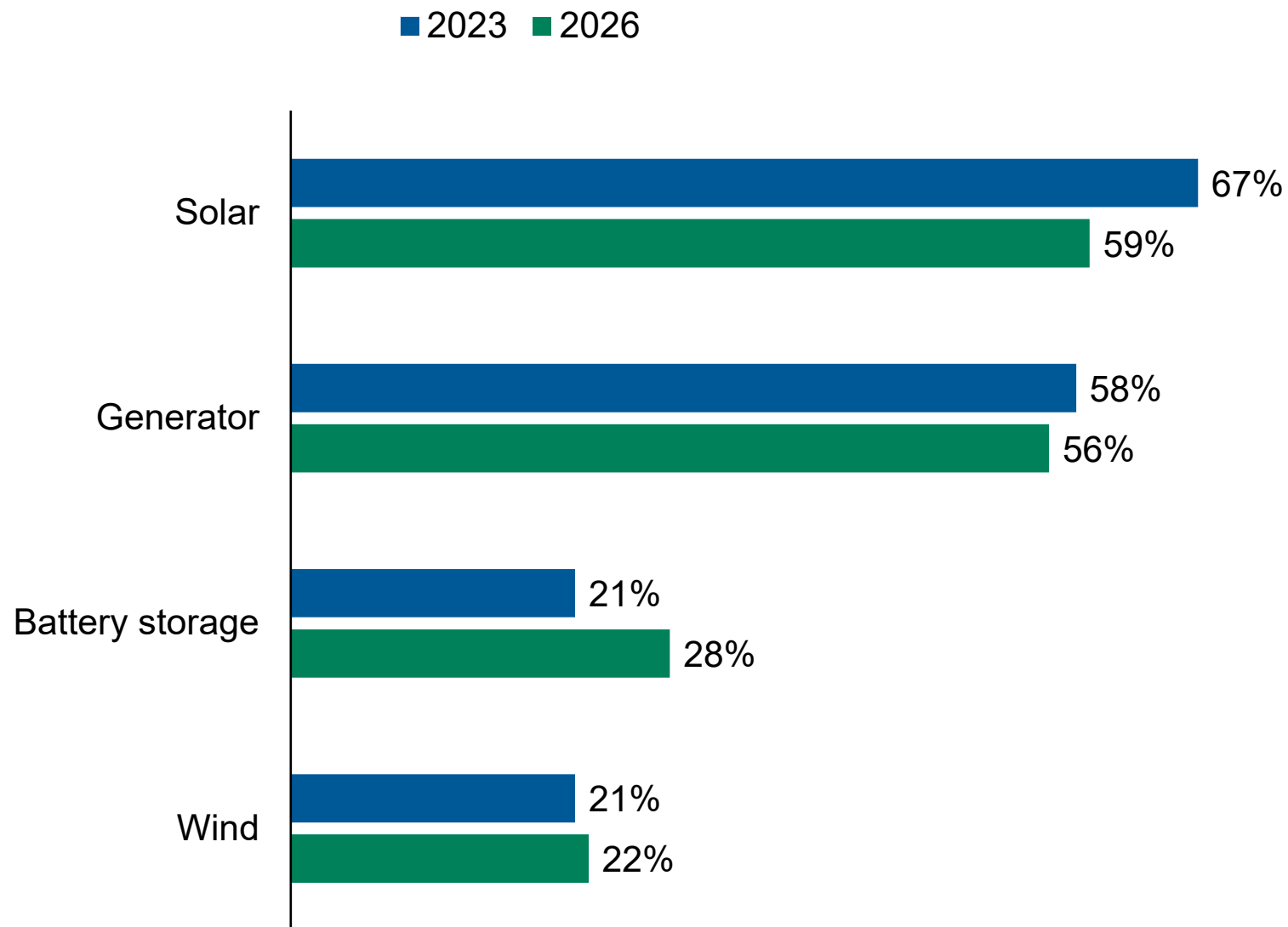


1=not at all beneficial, 10=very beneficial

Have or Considering Installing Equipment to Generate Electricity

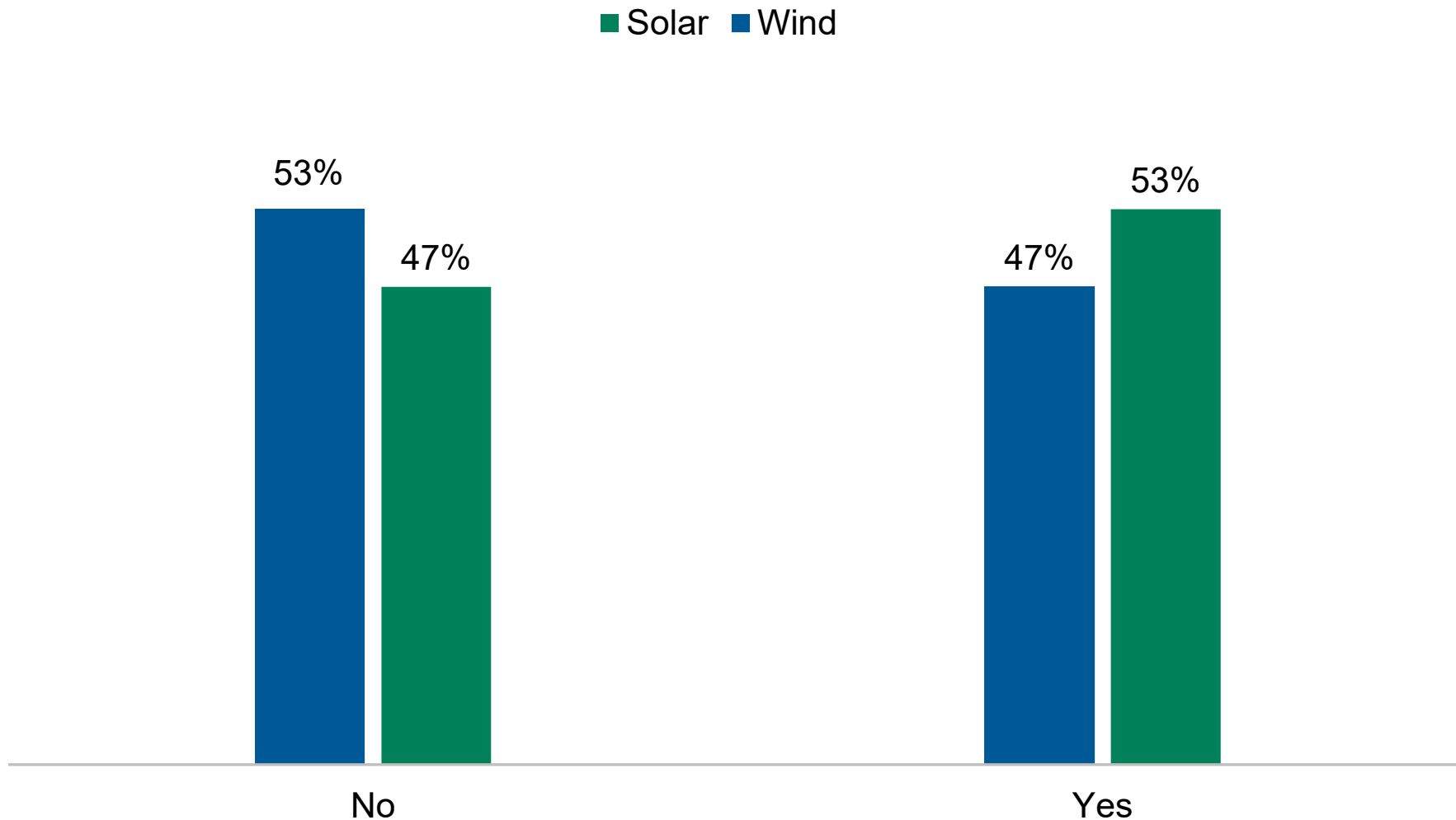


Interest in Sources of Home Generation

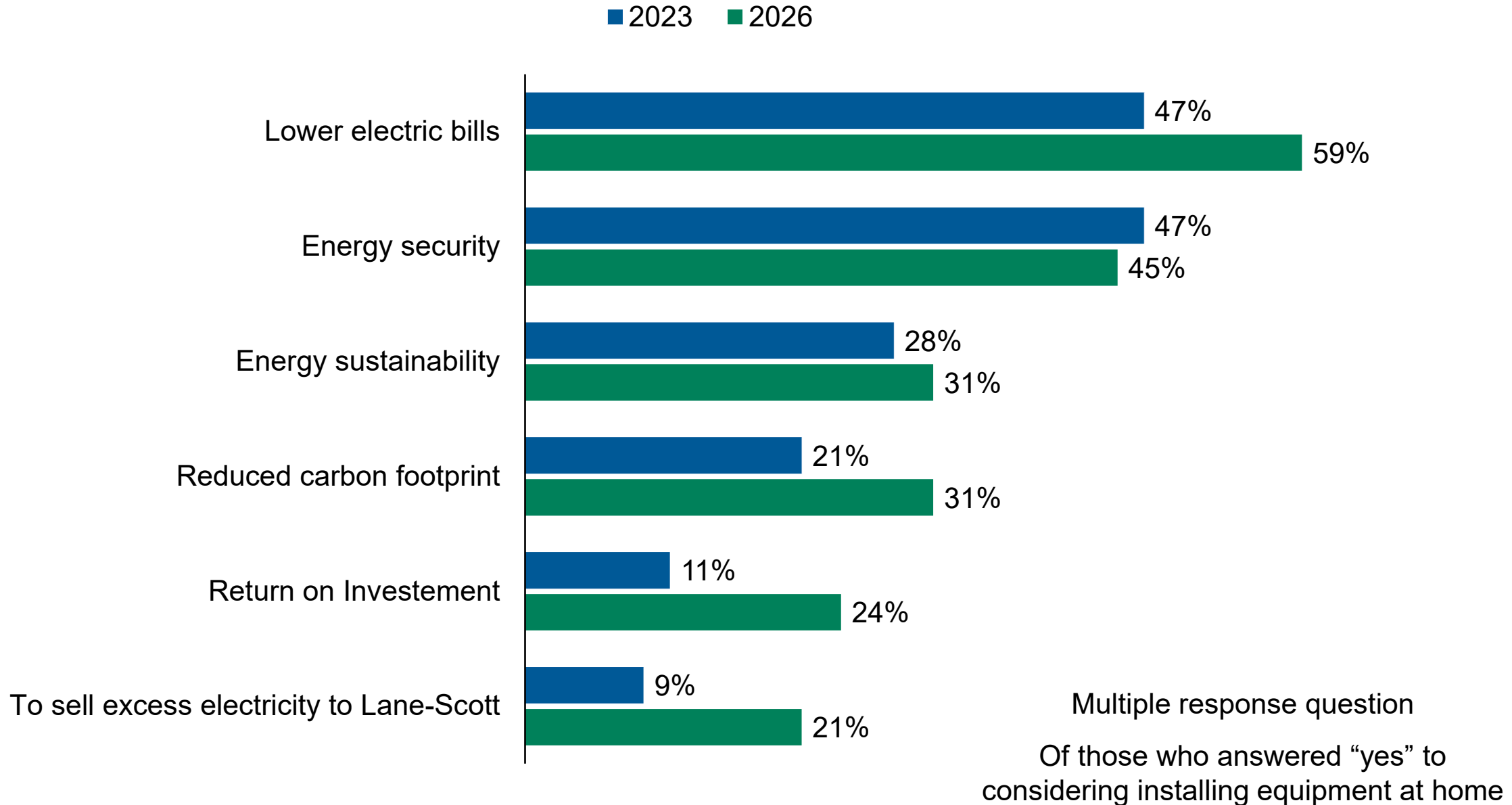


Multiple response question

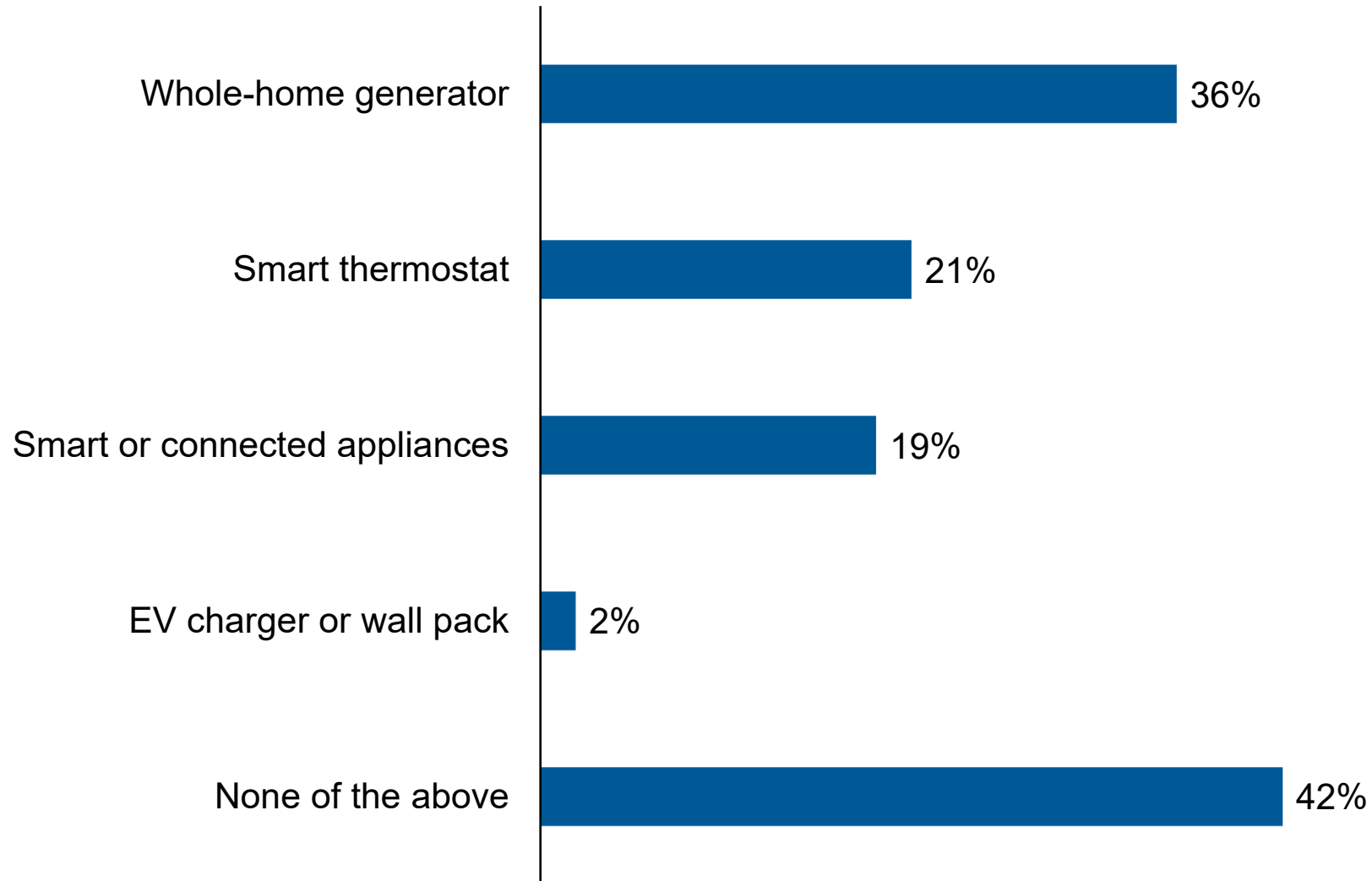
Do you think Lane-Scott members are interested in the cooperative providing the following services? (sell, install, service)



Motivating Factors for Installing Renewable Energy Sources

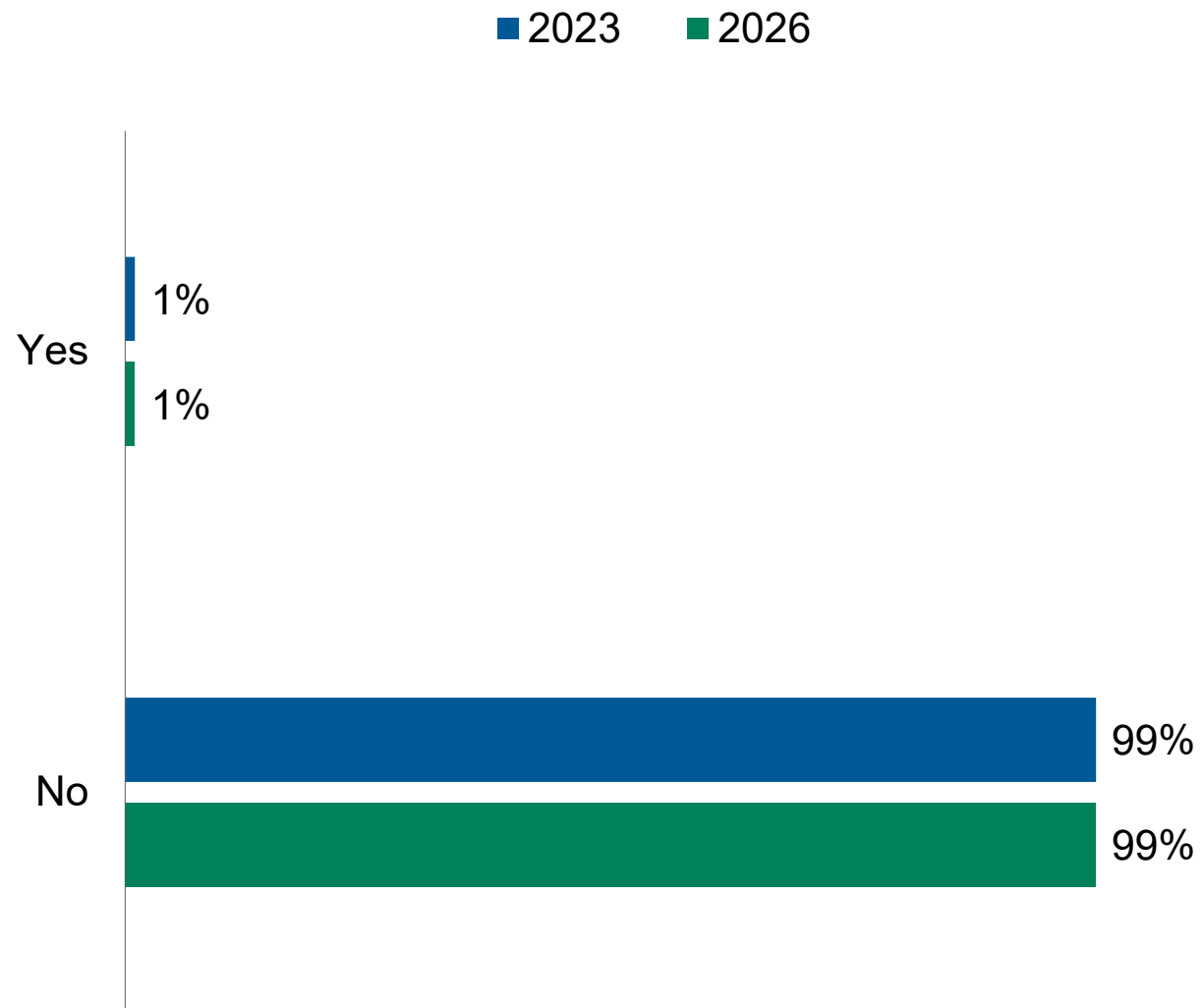


Equipment Currently Used in Your Home

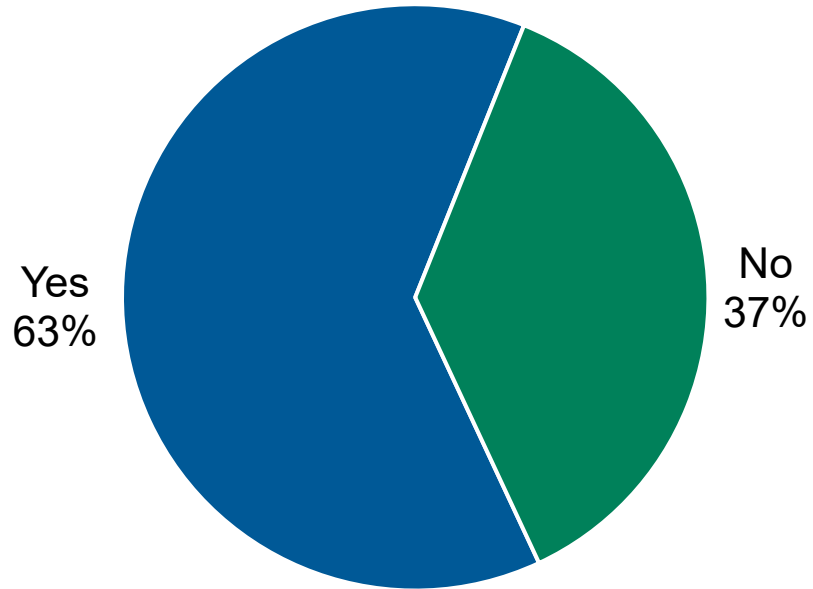


Multiple response question

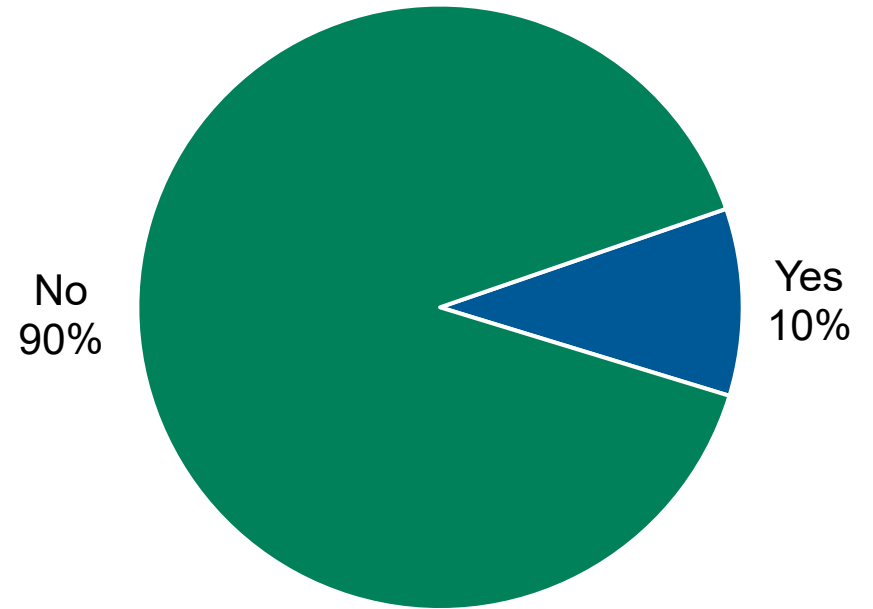
Own or Lease and Electric Vehicle



Aware Lane-Scott is Certified Generac Generator Provider



Plan on Purchasing Generac Generator in the Next Year



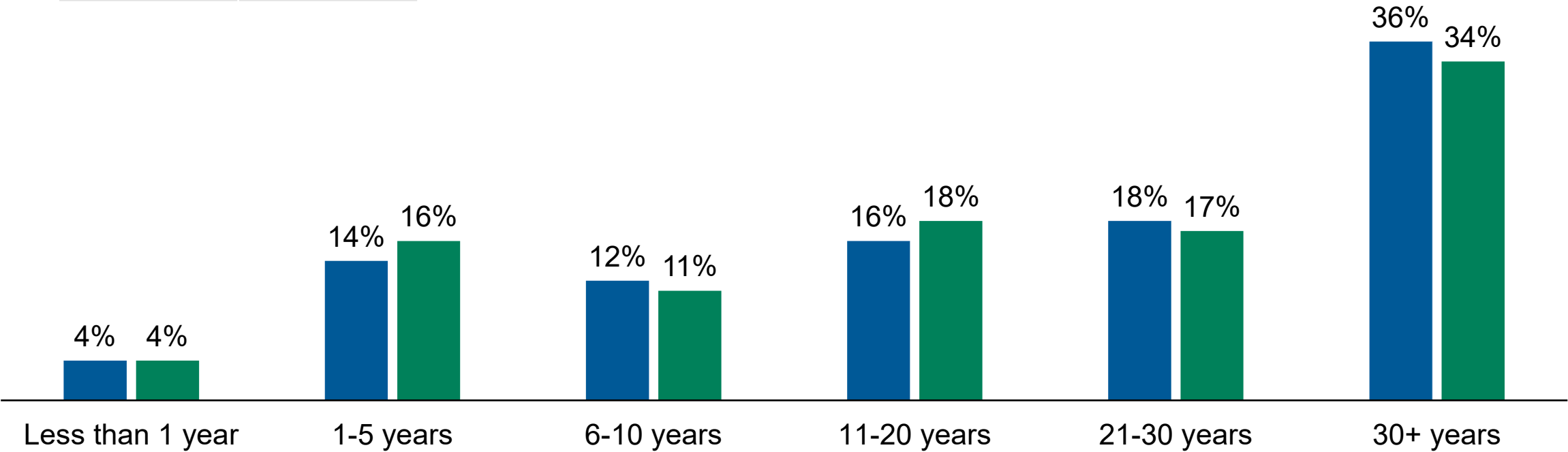


DEMOGRAPHICS & MEMBER INPUT

Length of Service

Year	Median
2020	19
2023	22
2026	21

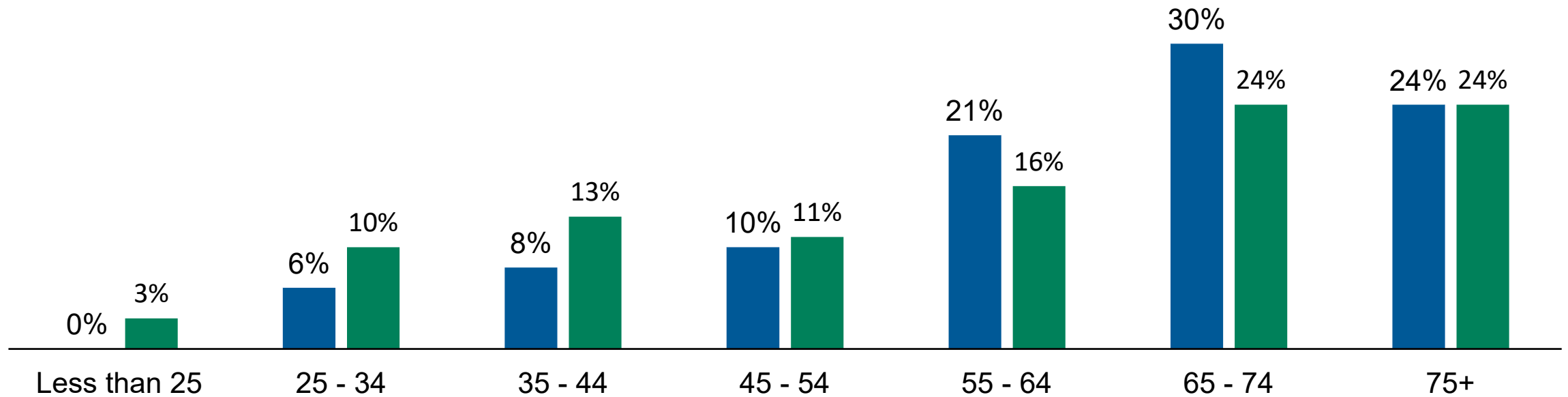
■ 2023 ■ 2026



Respondent Age

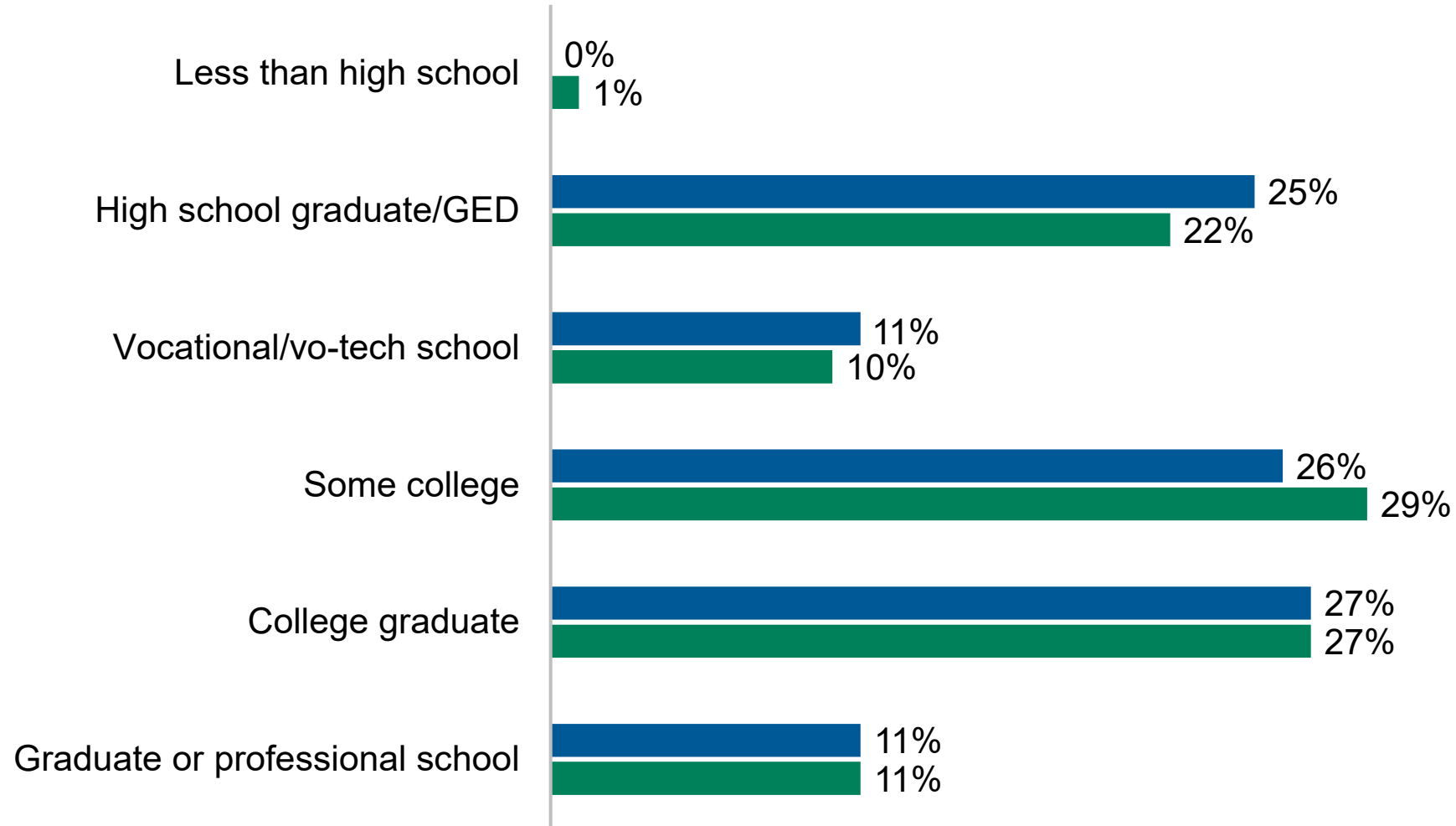
Year	Median
2020	63
2023	66
2026	62

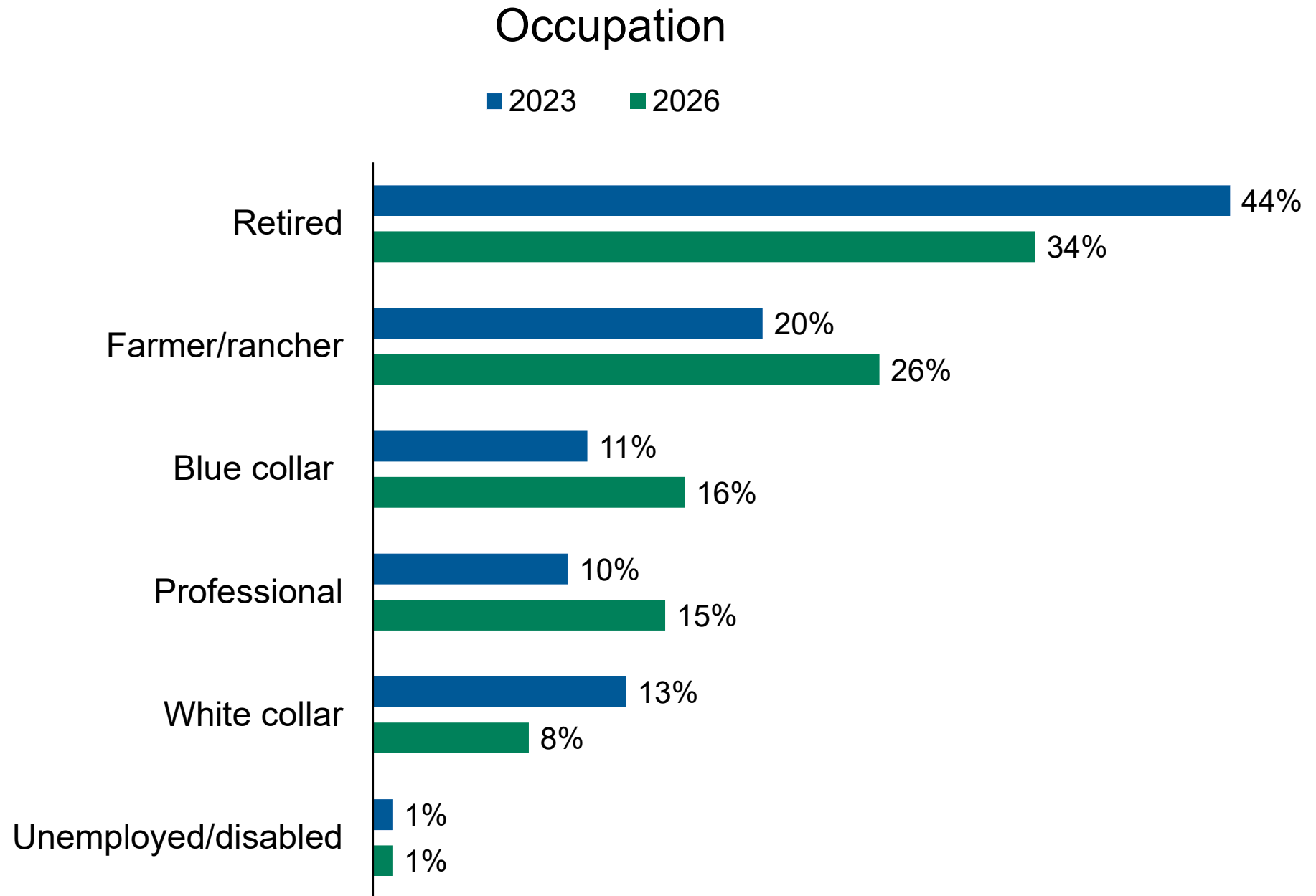
■ 2023 ■ 2026



Education

■ 2023 ■ 2026





Member Feedback

Members were invited to provide comments and share their experiences, allowing opportunity to identify both strengths and areas for improvement. See data for complete listing.

High Member Satisfaction

Members expressed strong satisfaction with Lane-Scott's service, reliability, and overall performance.

- Frequent comments of "doing a great job" and "keep up the good work"
- Members described themselves as happy, satisfied, and grateful
- Several praised the cooperative's reliability and dependability
- Appreciation for Lane-Scott's long-standing service

Positive Employee Feedback

Many members highlighted the professionalism, friendliness, and helpfulness of employees.

- Employees described as professional, friendly, and knowledgeable
- Multiple compliments for line crews and field staff
- Members appreciated courteous and helpful service
- Positive experiences with billing and auto-pay setup

Line Crew Recognition

Members frequently acknowledged the cooperative's reliability and responsiveness in the field.

- Appreciation for quick response times
- Members reported very few outages
- Recognition of crews' hard work and dedication
- Dependable service noted despite weather challenges

Solar & Renewable Energy Interest

Several members expressed interest in solar generation and renewable energy programs.

- Requests for information on selling power back to the cooperative
- Interest in learning more about solar panels
- Some felt compensation for excess solar generation was insufficient
- One member encouraged reducing the cooperative's carbon footprint