



Member Satisfaction Survey Results

2019

*Conducted & compiled by
Inside Information® Inc.*



Overview

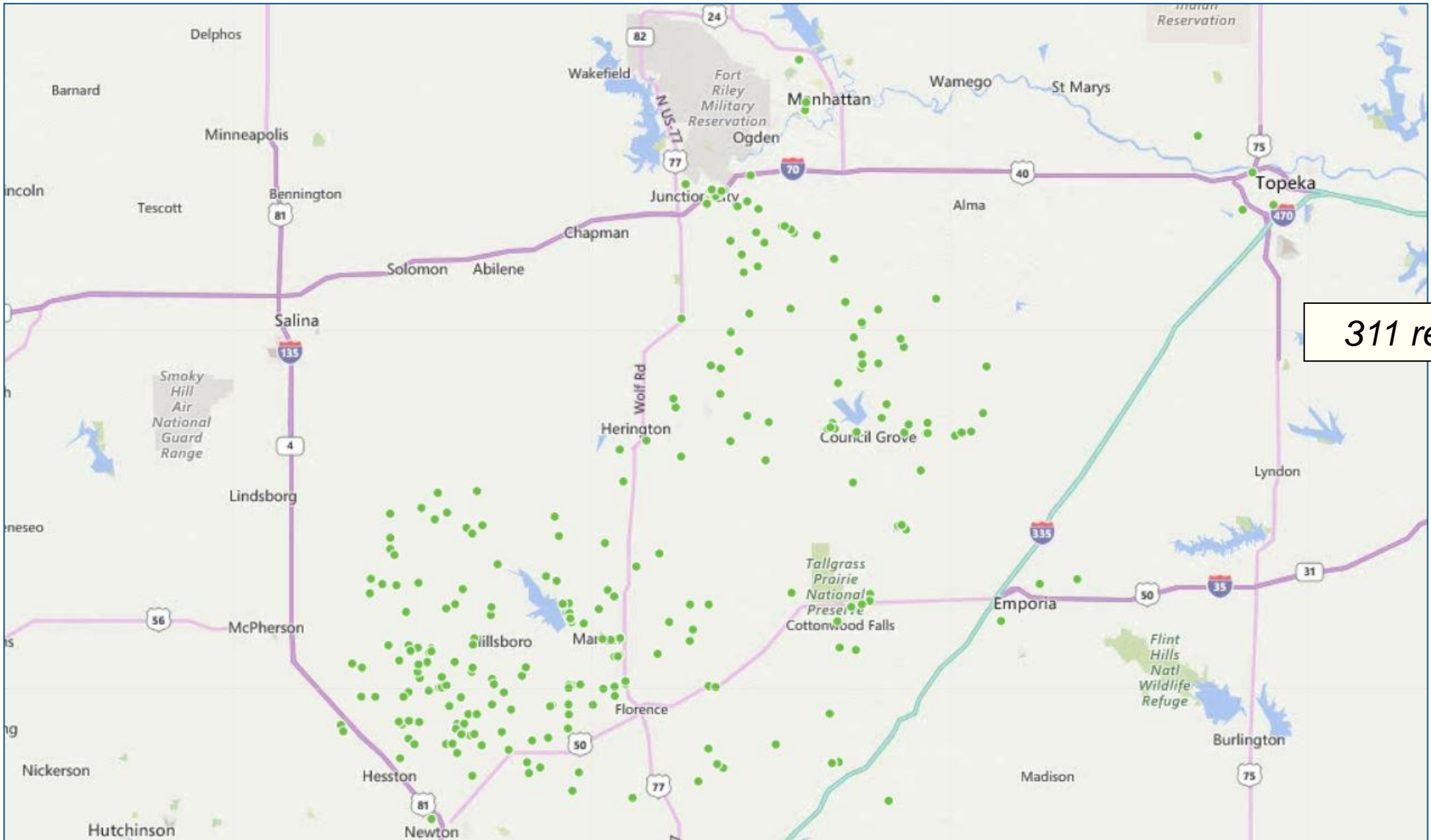
Member Satisfaction Survey 2019



During the summer of 2019, Flint Hills Rural Electric Cooperative conducted a member satisfaction survey to measure member satisfaction and cooperative performance.

These results include telephone and online survey responses from 311 randomly-selected residential members.

Survey Responses

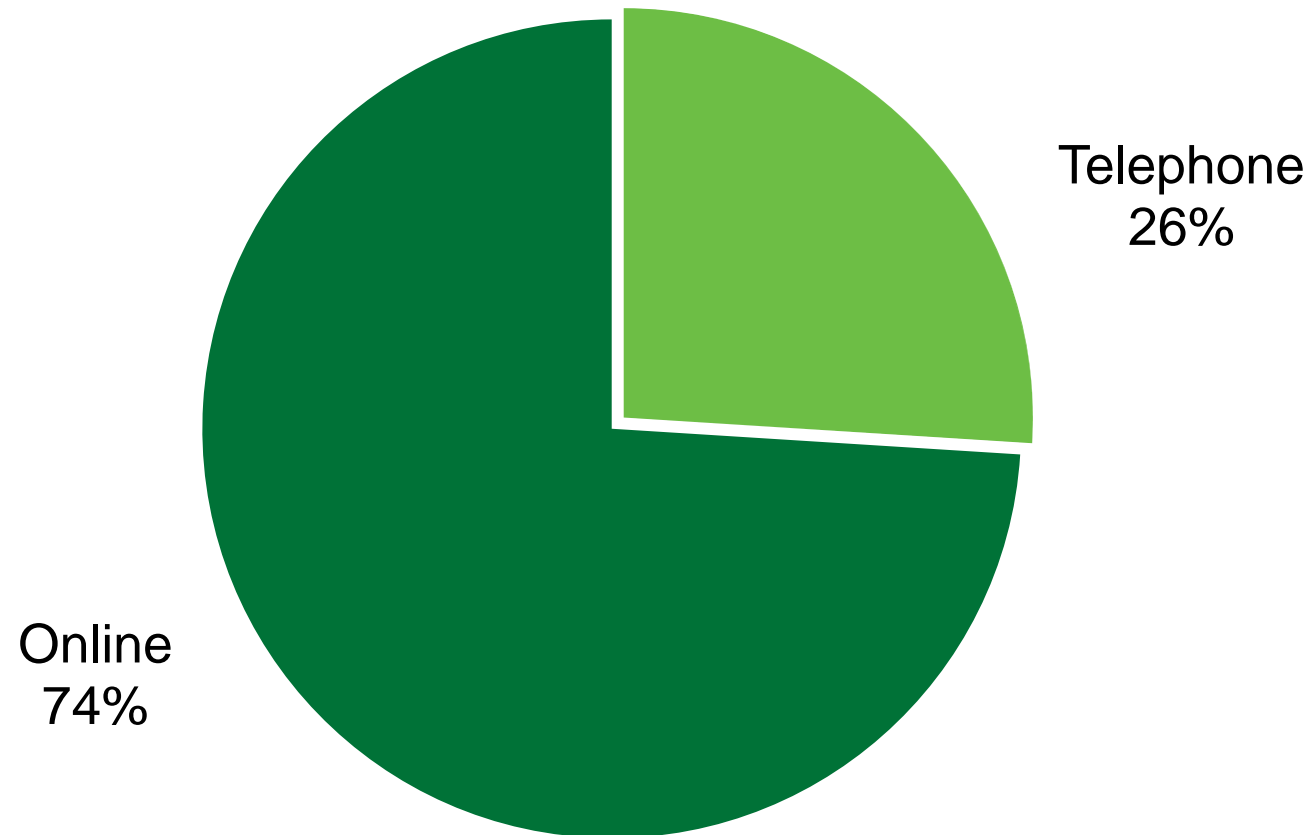


311 responses

Survey Responses

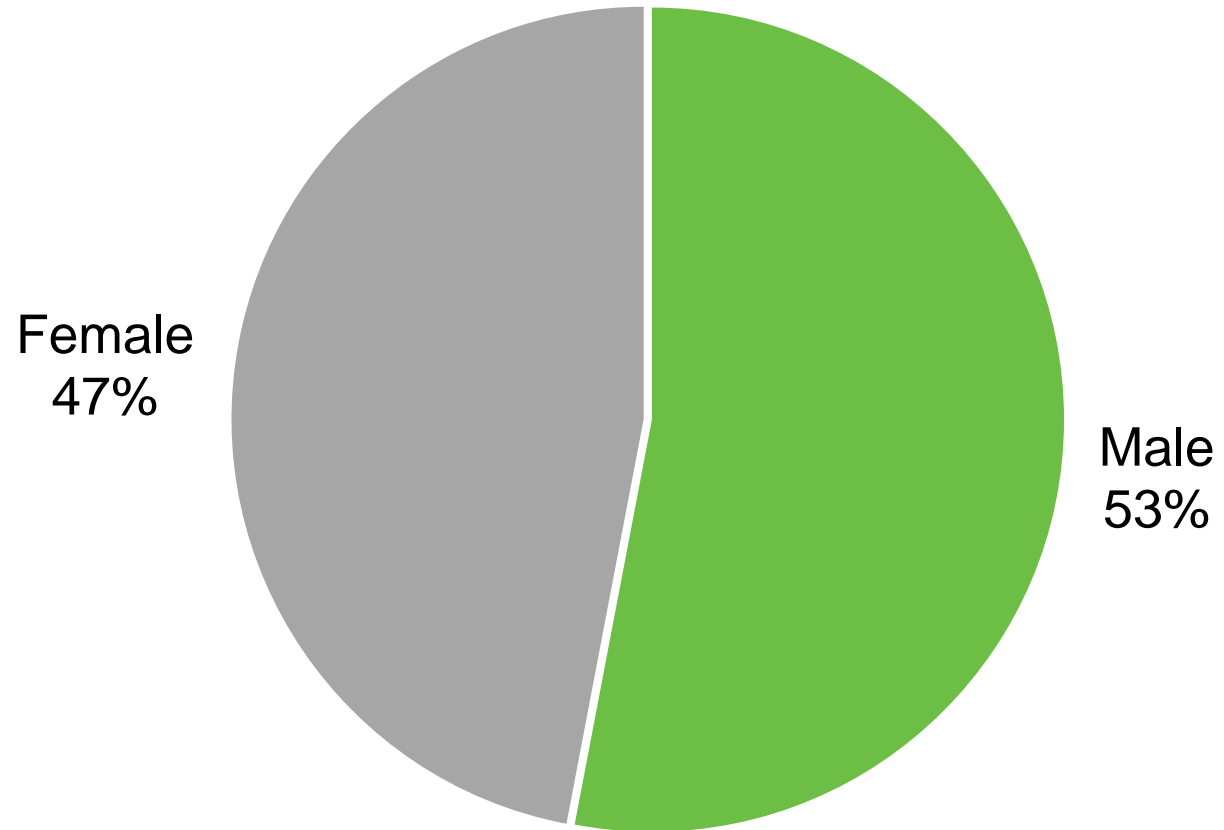


Type of Response



Demographics

Gender

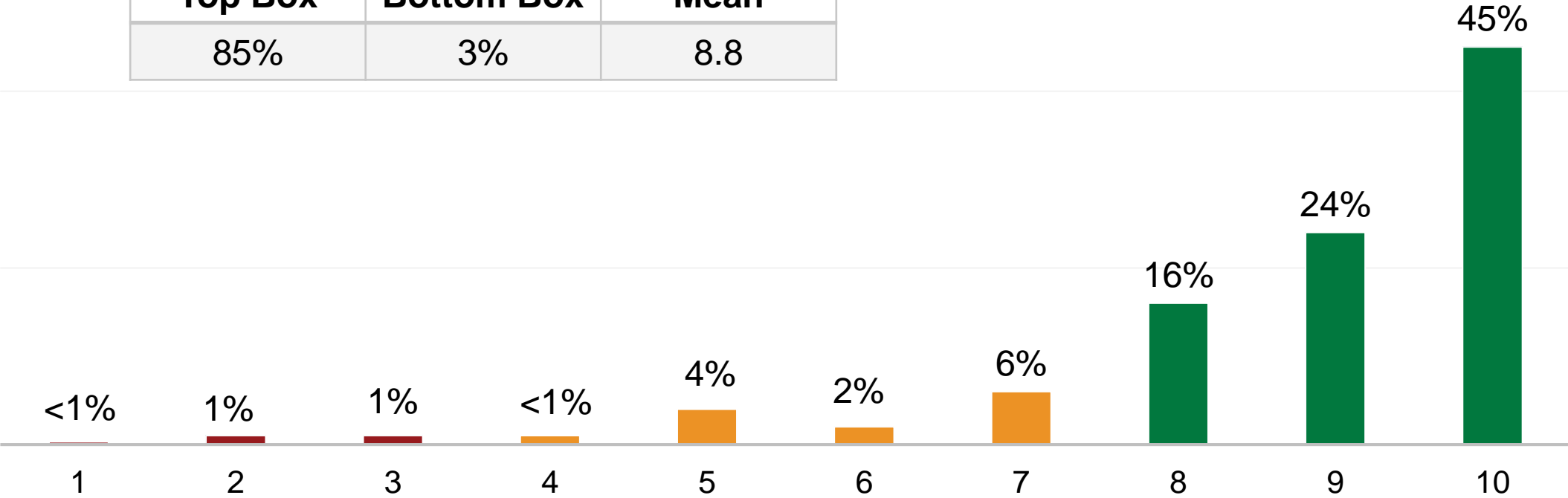




Satisfaction

Overall Satisfaction with Flint Hills RECA

Top Box	Bottom Box	Mean
85%	3%	8.8



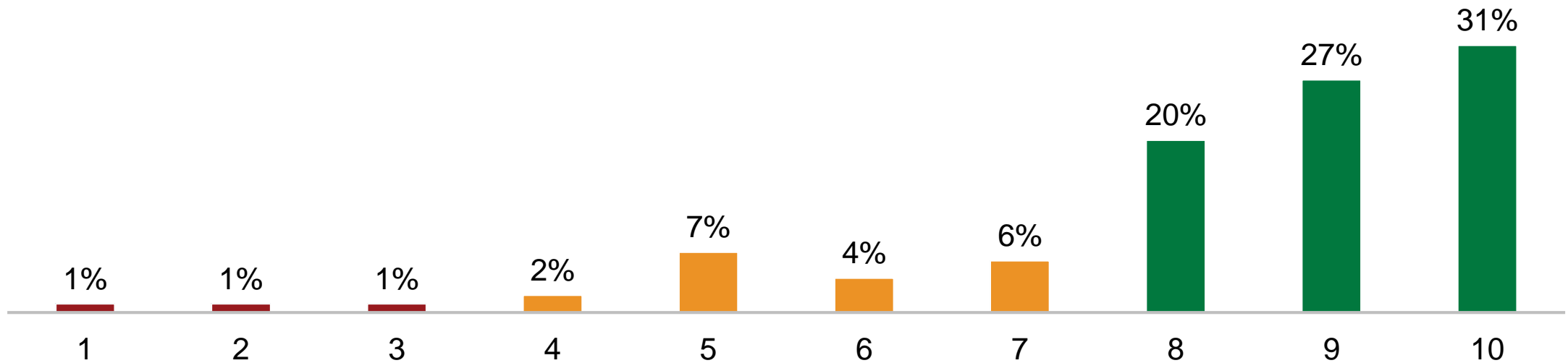
1=not at all satisfied, 10=very satisfied

Satisfaction



How Well Does Flint Hills RECA Meet Your Expectations?

Top Box	Bottom Box	Mean
78%	3%	8.3



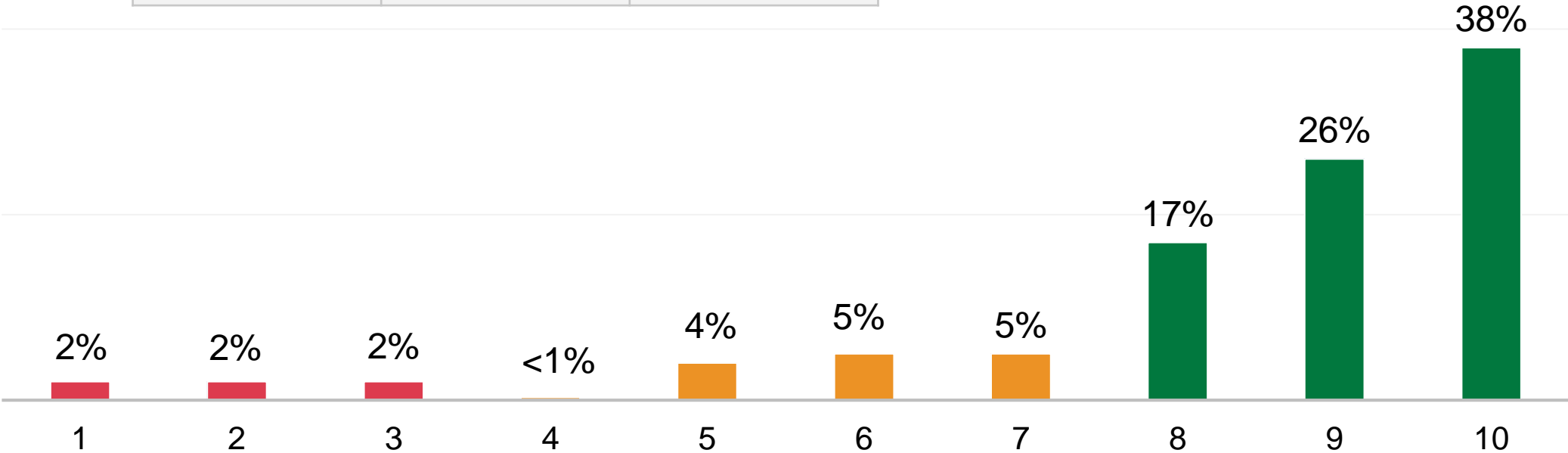
1=falls short of expectations, 10=exceeds expectations



Satisfaction

Is Flint Hills RECA the Ideal Utility Company?

Top Box	Bottom Box	Mean
81%	6%	8.4



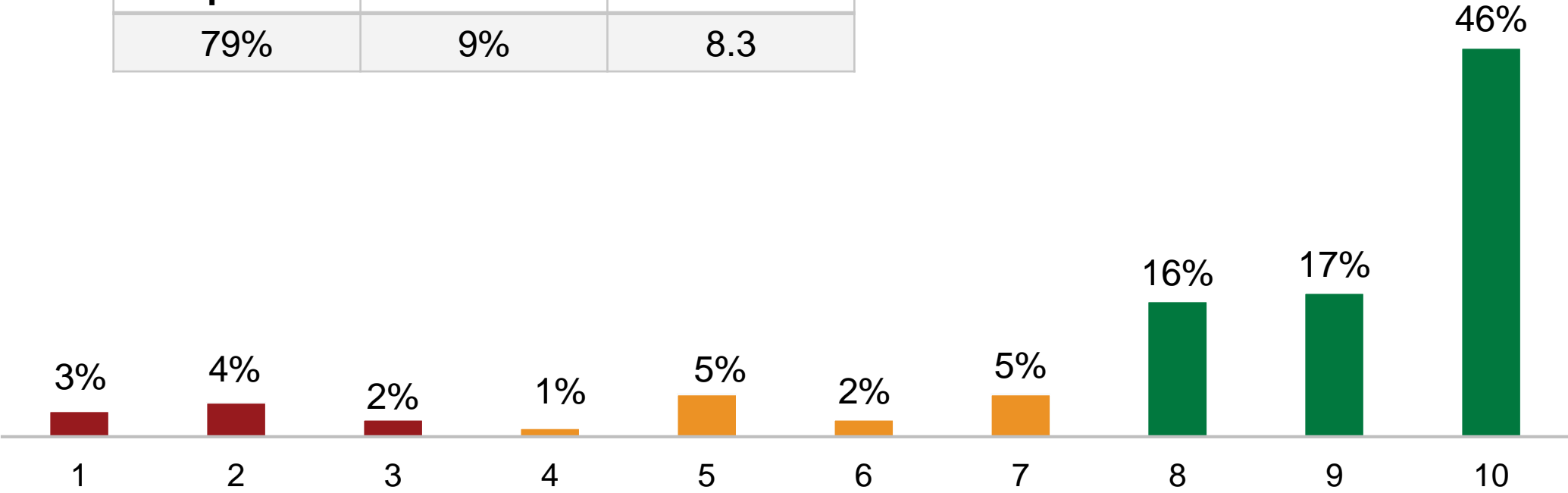
1=not very close to ideal, 10=very close to ideal



Satisfaction

Likely to Choose Flint Hills RECA Again

Top Box	Bottom Box	Mean
79%	9%	8.3



1=not at all likely, 10=very likely

Benchmarking



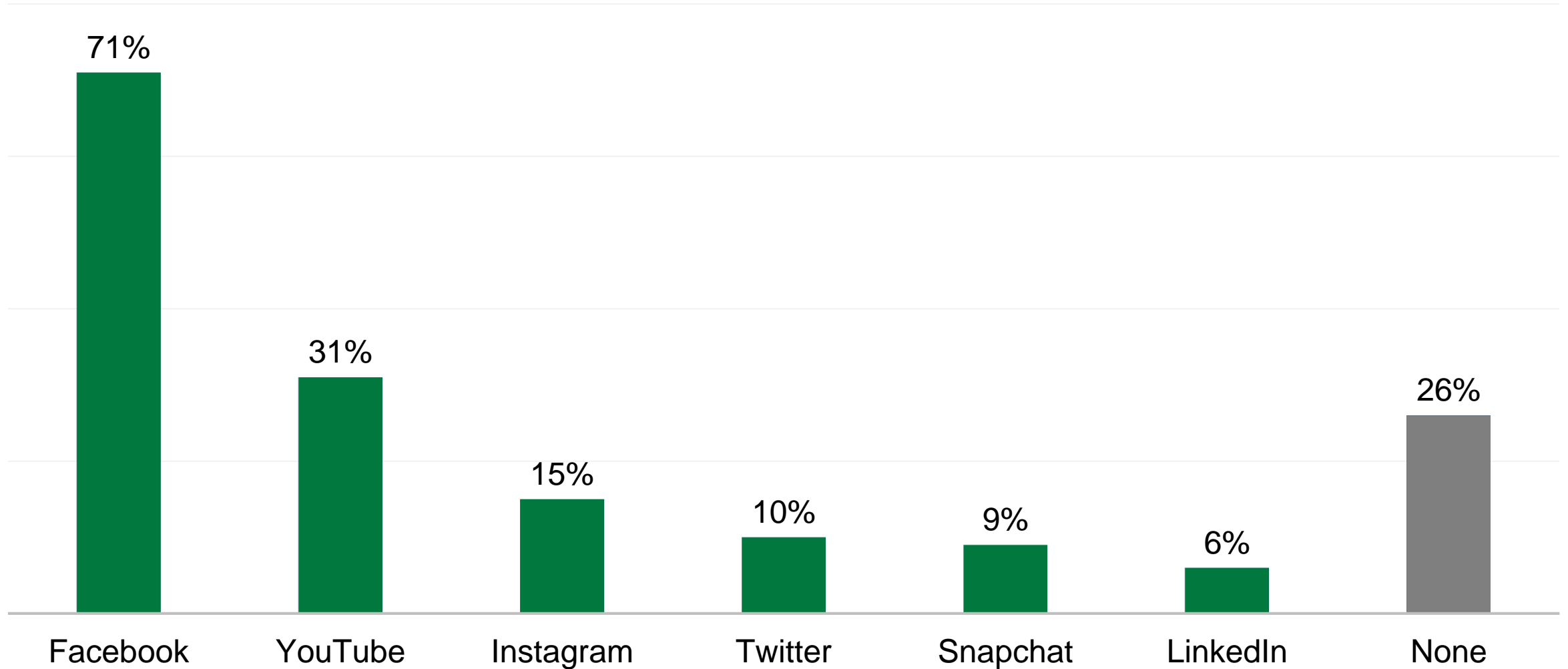
Comparison of ACSI Scores *(from ACSI)*



**from ACSI Cooperative Utility Sector Report*

Communication

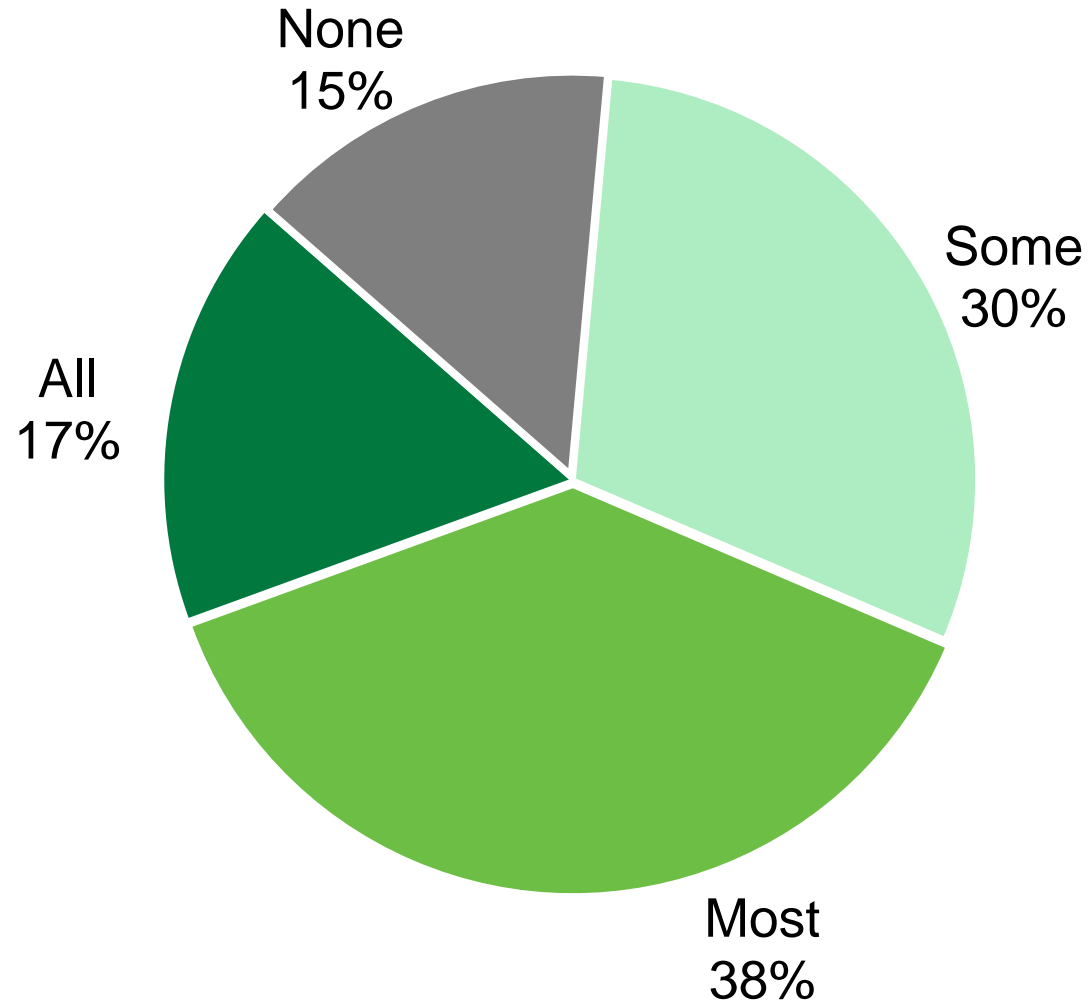
Social Media Usage



Communication



Readership of Flint Hills' Section of *Kansas Country Living Magazine*

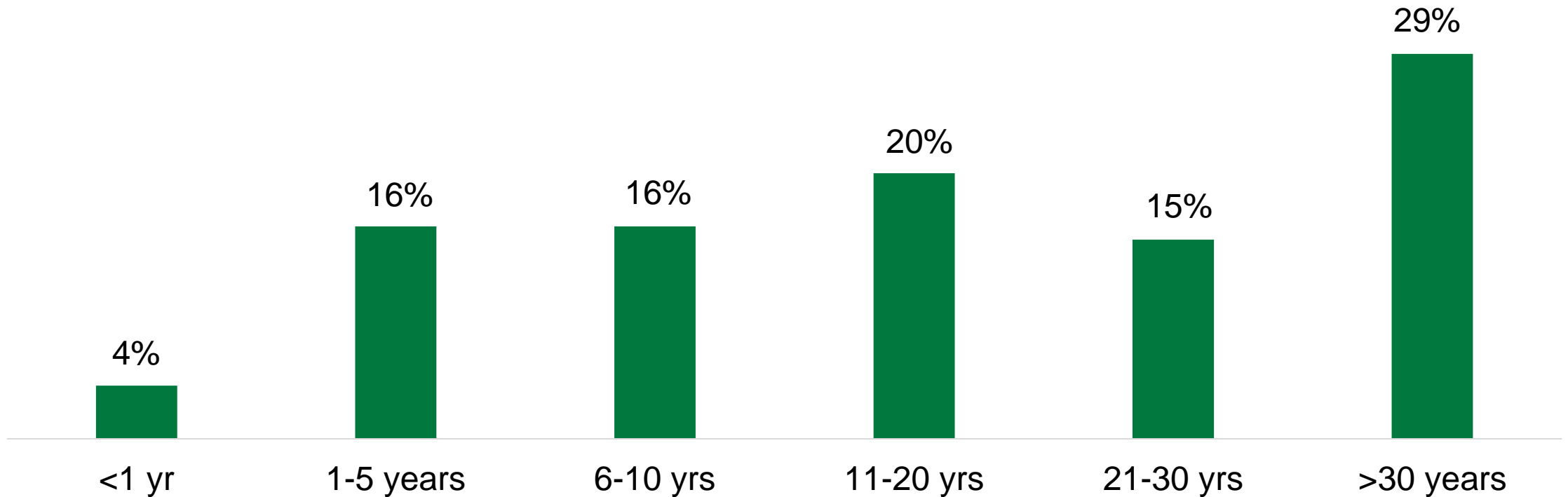




Demographics

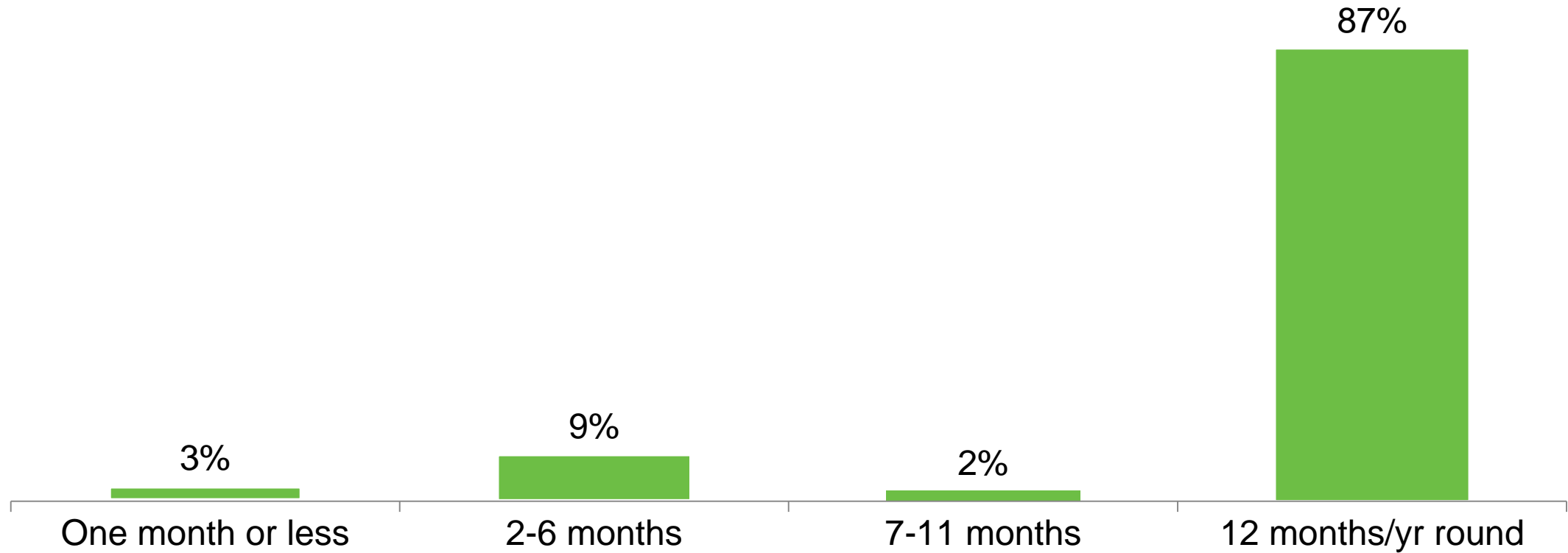
Length of Service

Median is 17 years



Demographics

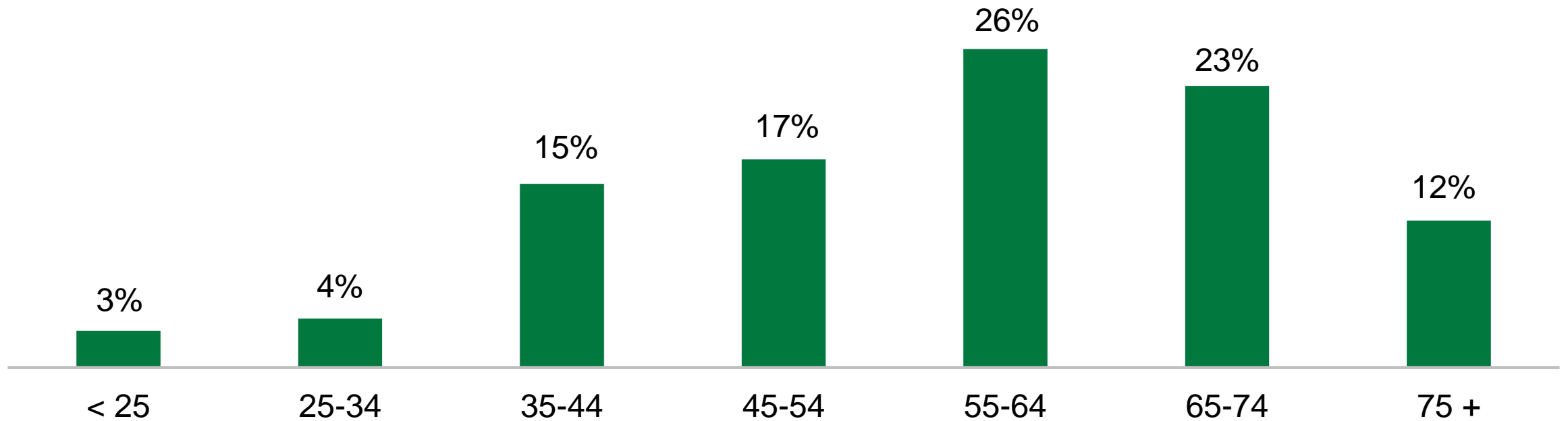
Number of Months Home Occupied Annually



Demographics

Respondent Age

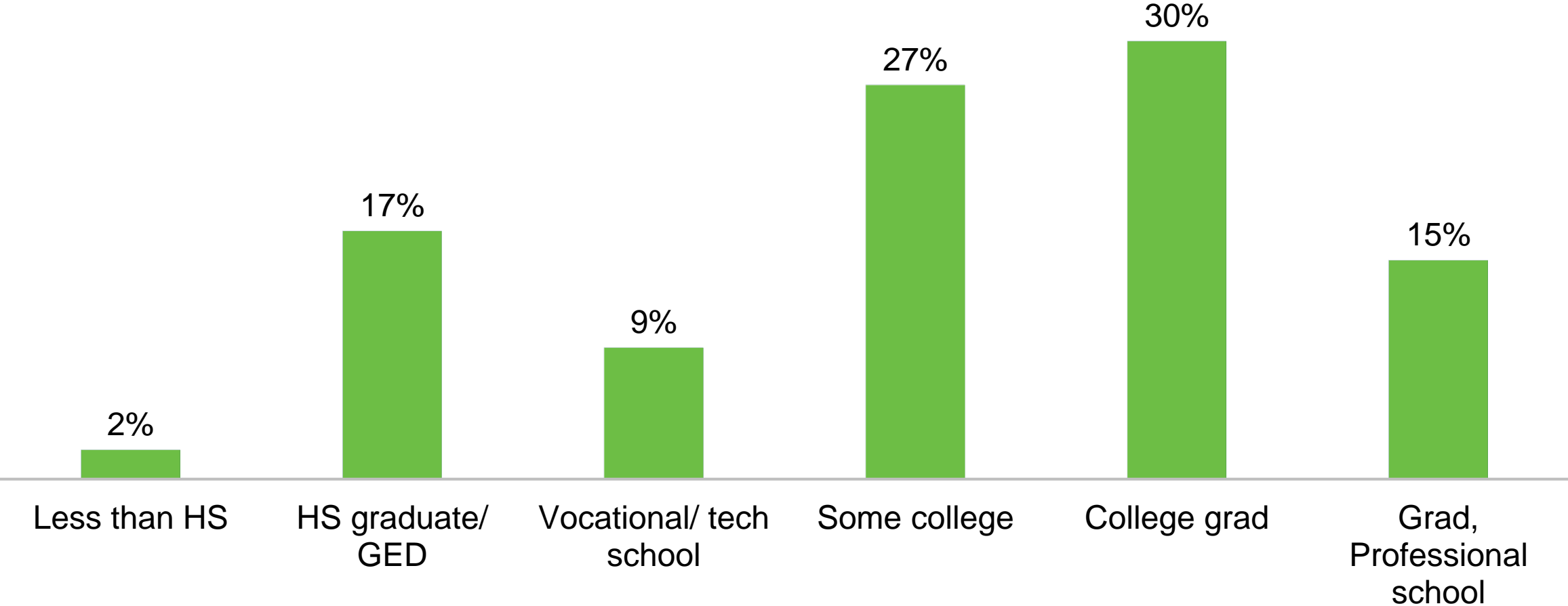
Median age is 58





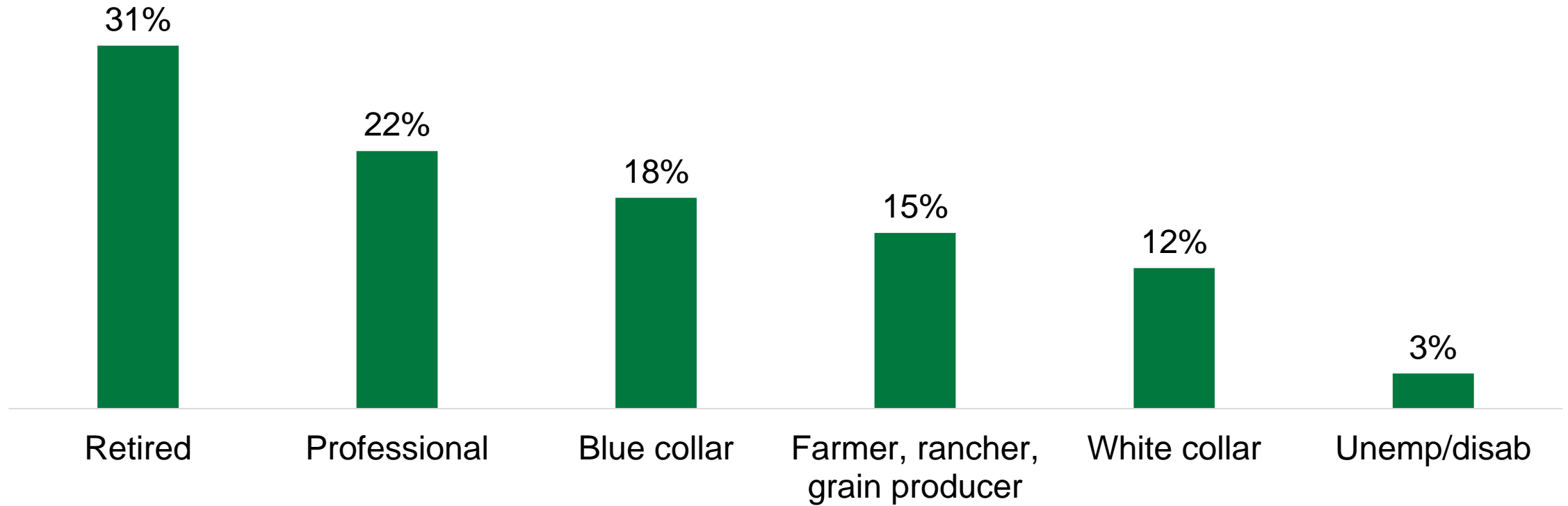
Demographics

Education



Demographics

Occupation



Survey Responses



Thank You!

We would like to thank the survey responders. Your feedback will help us to better serve the Cooperative's needs in the future.