

Member Perspectives Research Series

Member Perspectives 2027



Data Collection Period	Topic
Q1-2027	Affordability
Q2-2027	Cooperative Identity
Q3-2027	Natural Disaster Responses and Restoration
Q4-2027	New Technologies

Member Perspectives



Q1 (2027): Affordability

Questions proposed so far:

- What is your annual income before taxes? (Drop-down)
- Do you own home? Or rent home?
- How would you rate your current financial situation?
- Do you think your cost of living in the past 12 months have decreased, stayed the same, or increased?
- In the past 12 months, have you had at least once difficulties paying your electric bill by the due date? In the past 12 months, have you had difficulty paying your electric bill on time?
- Have you ever had to prioritize payment of one essential expense over another? For example, choose between paying for rent/mortgage over utility bill or groceries?
- Have you heard of LIHEAP, that is, Low Income Energy Assistance Program?
- Have you ever used LIHEAP?
- **Are you aware of any programs or resources available to help members who have difficulty paying their electric bills?**
- Have you implemented any steps/efforts to reduce your energy consumption? If yes, how. If no, why not.
- Have your steps contributed to a lower energy utility bill?
- What information from your local electric co-op would you find helpful to save energy?
- What information from your local electric co-op would find helpful to save money?
- Does your cooperative offer any information and/or services to assist with bill payments?
- Rate plans variety / opt-in
- Do you know if your electric cooperative offers rebates for energy efficiencies?
- How interested would you be in using an app or online portal to monitor your energy usage and help manage your electricity costs?