A Confidential Satisfaction and Saturation Survey Conducted on Behalf of

Steuben County REMC

2026

Cooperative INSIGHTS

Wabash Valley POWER ALLIANCE

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Cooperative INSIGHTS

Introduction, Methodology & Executive Summary

Cooperative INSIGHTS

Your Satisfaction and Saturation Survey

Background

Wabash Valley Power Alliance (WVPA) is a generation and transmission cooperative providing wholesale power to 21 member distribution electric cooperative systems in Indiana and Illinois that collectively serve more than 700,000 members in homes, schools, farms and businesses. Every three years, WVPA partners with distribution cooperatives to assess member satisfaction and appliance saturation through a comprehensive market research effort.

Research efforts provides reliable, valid and relevant consumer information for decision making by individual distribution cooperatives. This survey meets the consumer survey recommendations of the Rural Utilities Services.

Methodology

- The survey employs an online data collection process
- Each sample is stratified to reflect the member sample of the cooperative using age-based quotas
- Additional information on online responses can be found in the Appendix

Use this report to:

- Explore household and demographic factors impacting energy usage
- Track appliance saturations for major appliances and electronics
- Understand energy conservation and household usage behaviors
- Assess the level of satisfaction of our members

2025-2026 Survey Details

- Fielded in November and December 2025
- Benchmarks derived from 21 cooperatives from WVPA's membership

Reader Notes

- *In some instances, graph/chart percentages may add to 100 +/-2 due to rounding*
- *See Appendix for additional information*

Cooperative INSIGHTS

Executive Summary - WVPA Overview

ACSI® and Satisfaction

WCPA cooperatives participating in this study earned an average American Customer Satisfaction Index (ACSI®) score of 81, which is 7 points above the industry average of 74 for investor-owned utilities. Notably, satisfaction varies by age. When asked to rate satisfaction on a scale from 1-10, members across all age groups provided an average rating of 8.60. Members ages 18-25 reported the lowest average rating at 7.59, while those in the oldest age group reported the highest, with an average rating of 9.28.

End-Use Data

Gas systems (natural gas and propane) make up nearly 60% of home heating systems, while electricity serves as the primary heat source in just over 30% of homes. Two-thirds of households report using a central air conditioning (AC) system, and one in 10 have a window or wall-mounted AC unit. Electric water heating is present in more than half of all homes. Additionally, over a quarter of households report having a Wi-Fi–enabled thermostat that can be controlled remotely.

Executive Summary - WVPA Overview

(Continued)

Energy Preferences

Fewer than half of respondents have considered installing on-site generation, with energy security and financial benefits cited as the primary motivators among those who have. Interest in battery storage is lower, with one-quarter of members reporting that they have considered installation. Of these, eight in 10 indicated energy security as their main reason. Adoption of electric vehicles remains limited. Only about 5% of members currently own an all-electric vehicle (AEV) or a plug-in hybrid. Among members who do not own an EV, two in 10 have considered purchasing either an AEV or a plug-in hybrid.

Cooperative Relationship

Across all WVPA cooperatives, close to 60% of members strongly agree that their cooperative improves the quality of life in their community and does a good job of providing information and programs to help reduce electricity use. Four in 10 respondents are somewhat or very familiar with the Power Moves program.

Executive Summary - WVPA Overview

(Continued)

About the Home

Ninety-six percent of residential customers report that their home is used as a year-round residence. Single-family homes make up approximately 83% of all housing types. More than half of all homes are over twenty-five years old, and roughly two-thirds of member households occupy less than 2,500 square feet.

Participant Profile

About half of respondents are age 55 or younger. One-fifth have been members of the cooperative for fewer than five years, while one in ten have been members for more than twenty-five years. Household size is generally small, with six in 10 reporting one or two occupants.

1
American Customer Satisfaction Index (ACSI®) and Satisfaction

Cooperative INSIGHTS

1 - American Customer Satisfaction Index (ACSI®) and Satisfaction

American Customer Satisfaction Index (ACSI®) scores provide insight into satisfaction levels in comparison to national benchmarks. A new element this year, the Net Promoter Score℠ provides insight into member loyalty.

Section Contents:

- ACSI® Score and Retention Index
- ACSI Scores by Year
- ACSI Component Results
- ACSI Scores Across Participating Distribution Cooperatives
- Overall Satisfaction by Age
- Overall Satisfaction by Gender
- ACSI® Scores - National Comparisons
- ACSI Scores for Touchstone Energy® Cooperatives
- Net Promoter Score℠ (NPS®)
- NPS Scores Across Participating Distribution Cooperatives

ACSI® Score and Retention Index

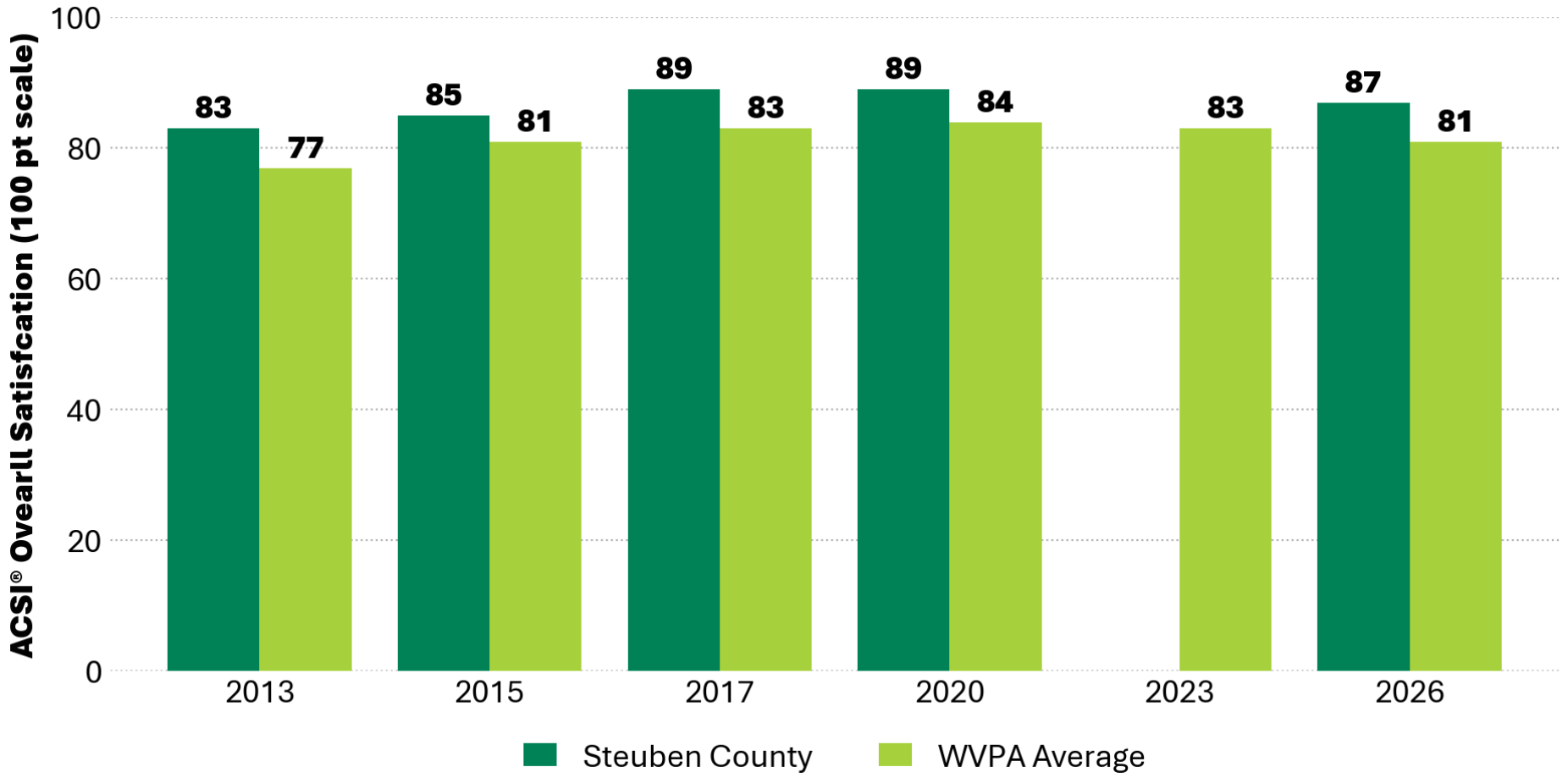
Utility or Aggregate Group	ACSI® Score	ACSI Retention Index*
Steuben County REMC	**87**	**82%**
WVPA Average***	81	77%
NiSource**	75	-
Municipal utility national average**	75	-
Cooperative energy utility national average**	76	-
Ameren**	77	-
Duke Energy**	75	-
Investor-owned utility national average**	74	-
American Electric Power**	71	-

* The ACSI Retention Index can be interpreted as the percentage of members that would be retained in a competitive choice environment.
** Data reported from the 2025 ACSI Utility Sector Report.
*** 'WVPA Average' is for internal use only and should not be published.

Cooperative INSIGHTS

ACSI scores are a free benefit through your membership in Touchstone Energy®. Data collection and reporting are provided by Cooperative Insights.

ACSI® Scores by Year



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Cooperative INSIGHTS

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ACSI® Component Results - Steuben County

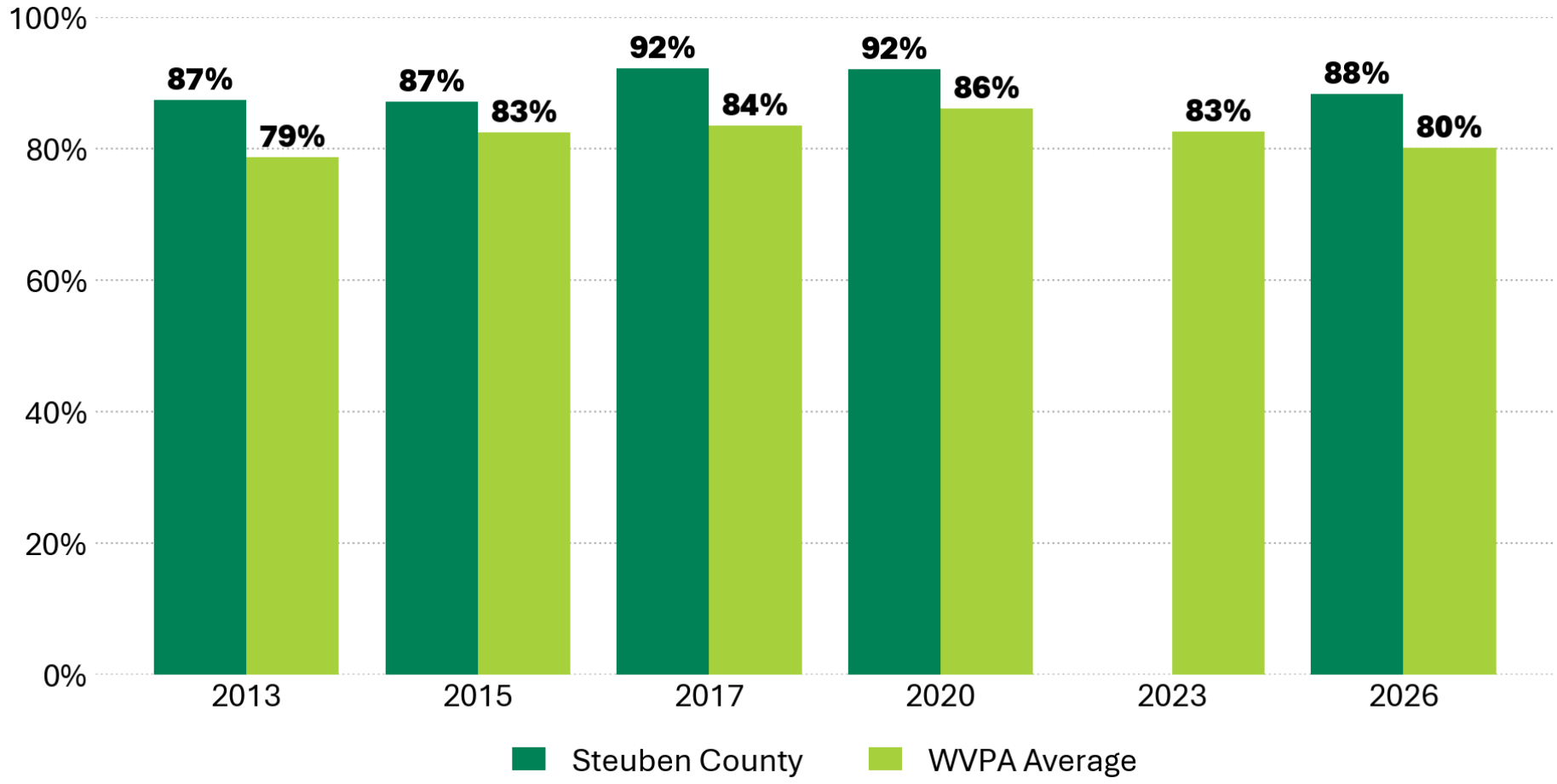
An ACSI score is derived from four survey questions that measure specific facets of customer satisfaction on a scale from 1-10. Results of each question are shown below. See Appendix for additional information about Confidence Interval.

Question	Average Satisfaction Rating	Confidence Interval: 95% Lower Bound	Confidence Interval: 95% Upper Bound
How satisfied are you with your electric cooperative?	9.11	8.91	9.31
To what extent has your electric cooperative fallen short of or exceeded your expectations?	8.60	8.36	8.83
How well do you think your electric cooperative compares to an ideal utility company?	8.77	8.52	9.01
Imagine that you could choose from among more than one utility company. How likely are you to choose your electric cooperative?	8.96	8.71	9.22

Cooperative INSIGHTS

ACSI® Component Results - Overall Satisfaction

(8s, 9s and 10s combined)

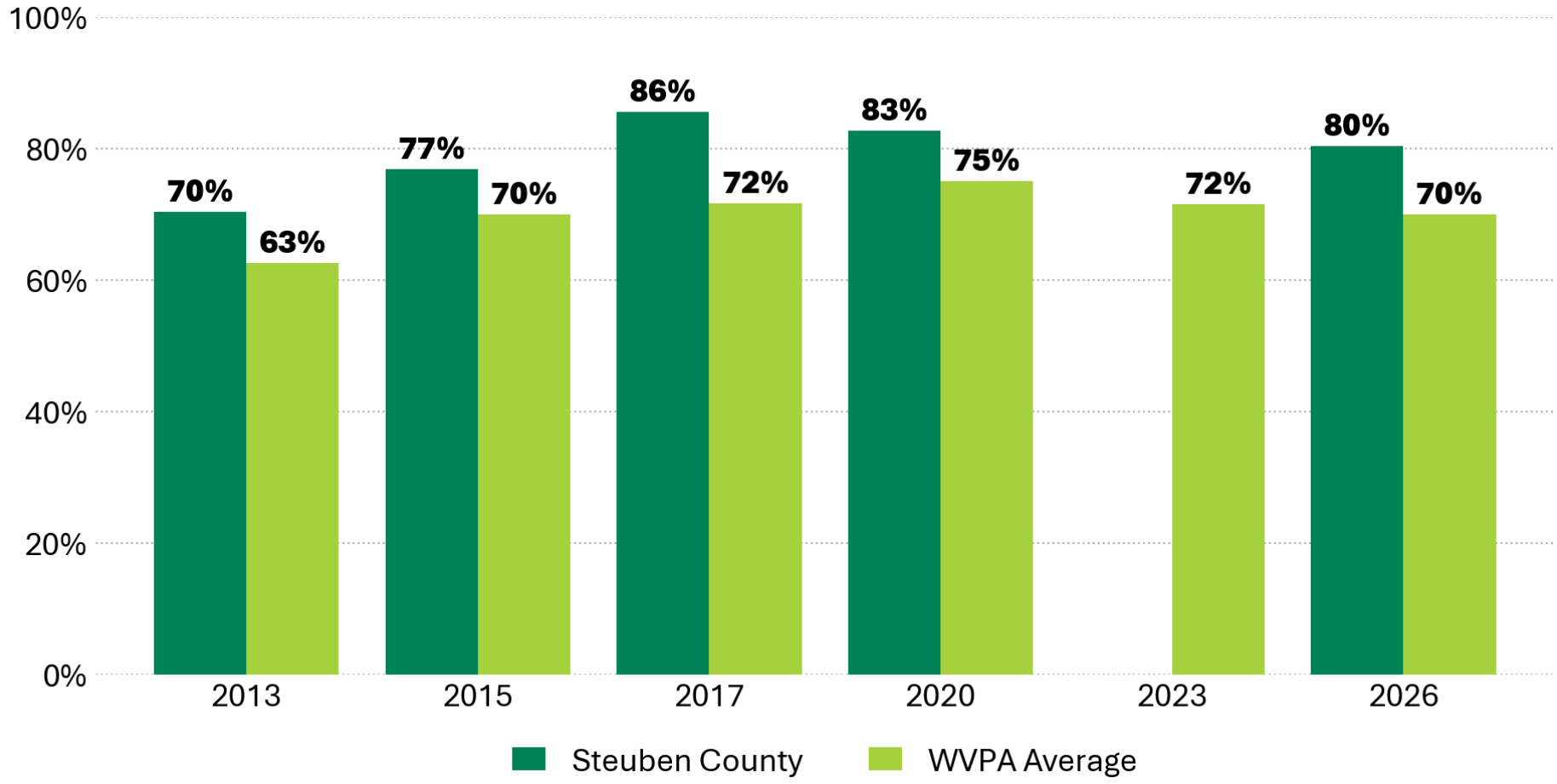


How satisfied are you with your electric cooperative?
Responses provided on a 10-point scale, with 1=very dissatisfied and 10=very satisfied.

Cooperative INSIGHTS

ACSI® Component Results - Meeting Expectations

(8s, 9s and 10s combined)

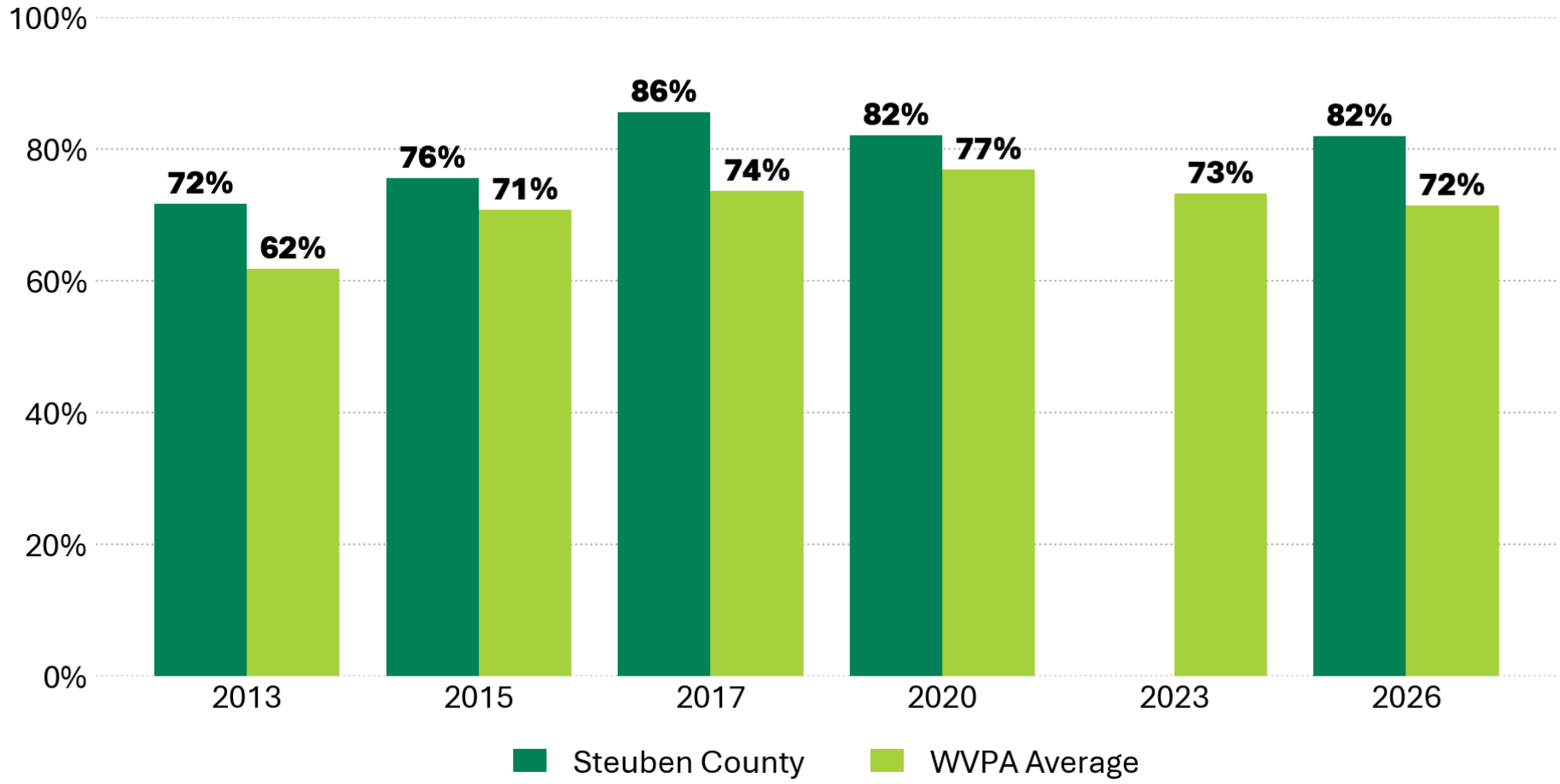


To what extent has your electric cooperative fallen short of or exceeded your expectations?
Responses provided on a 10-point scale, with 1=falls short of your expectations and 10=exceeds your expectations.

Cooperative INSIGHTS

ACSI® Component Results - Ideal Utility

(8s, 9s and 10s combined)

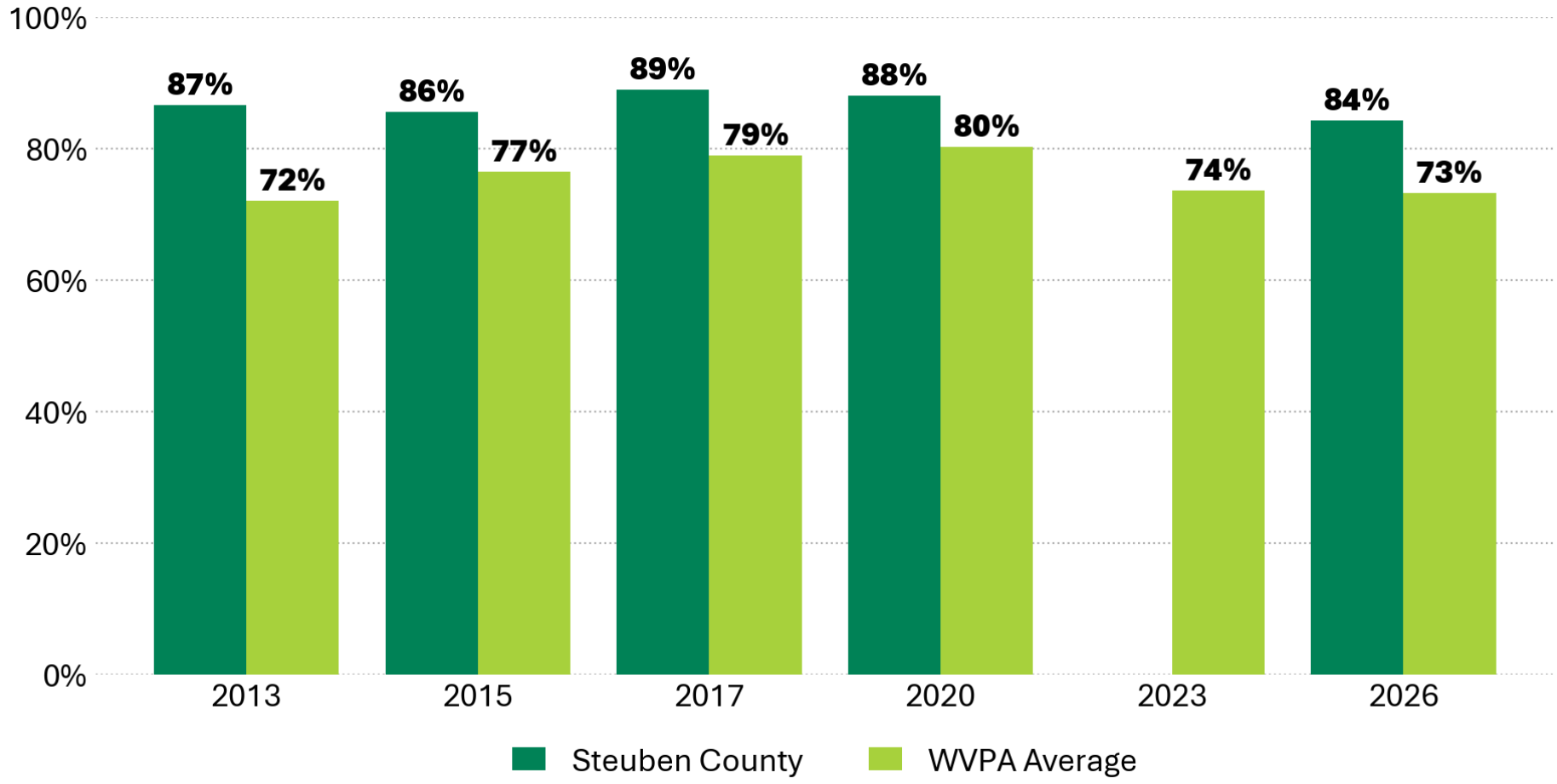


How well do you think your electric cooperative compares to an ideal utility company?
Responses provided on a 10-point scale, with 1=not very close to the ideal and 10=very close to the ideal.

Cooperative INSIGHTS

ACSI® Component Results - Likelihood to Choose Again

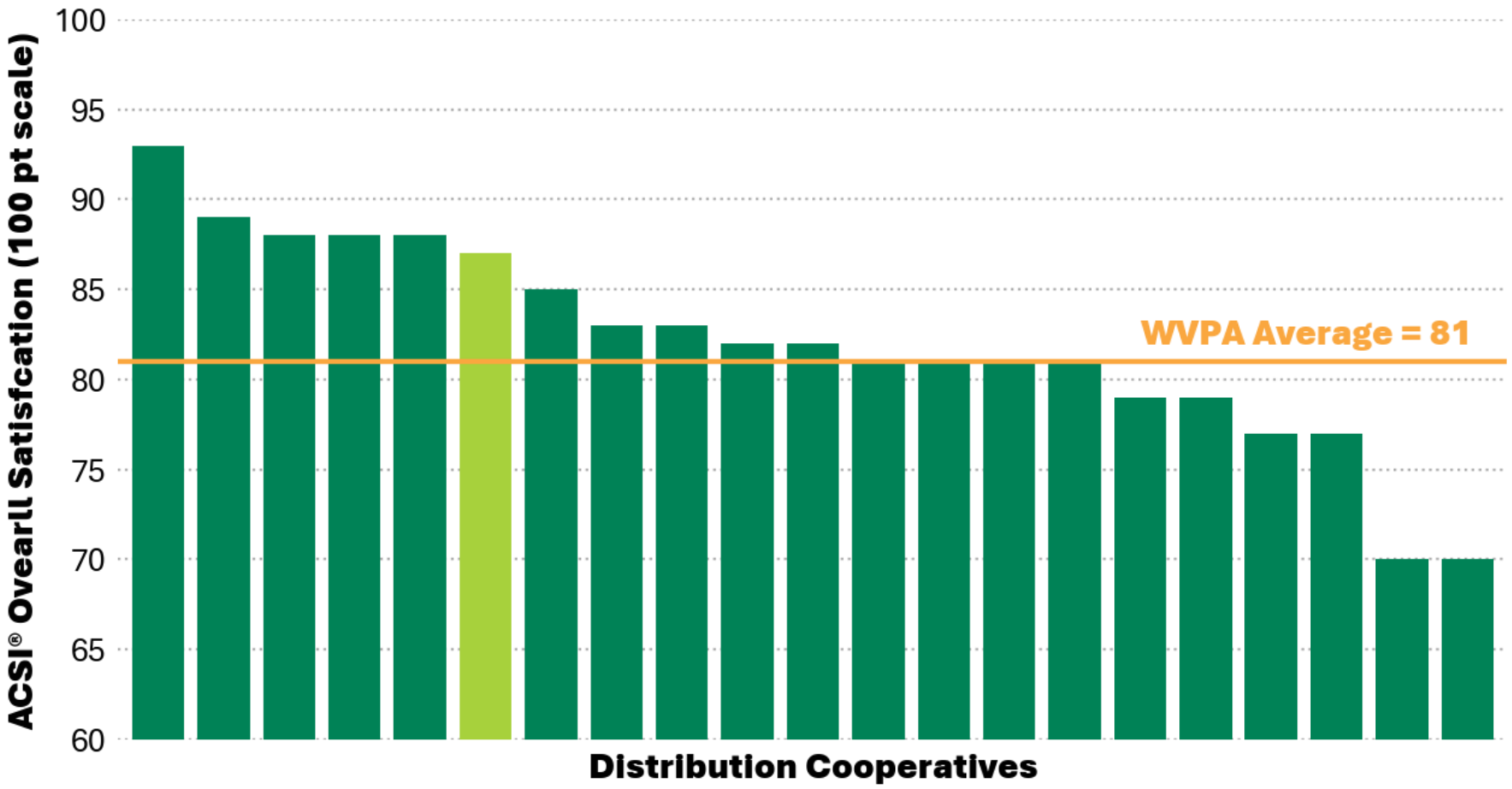
(8s, 9s and 10s combined)



Imagine that you could choose from among more than one utility company. How likely are you to choose your electric cooperative? Responses provided on a 10-point scale, with 1=very unlikely and 10=very likely.

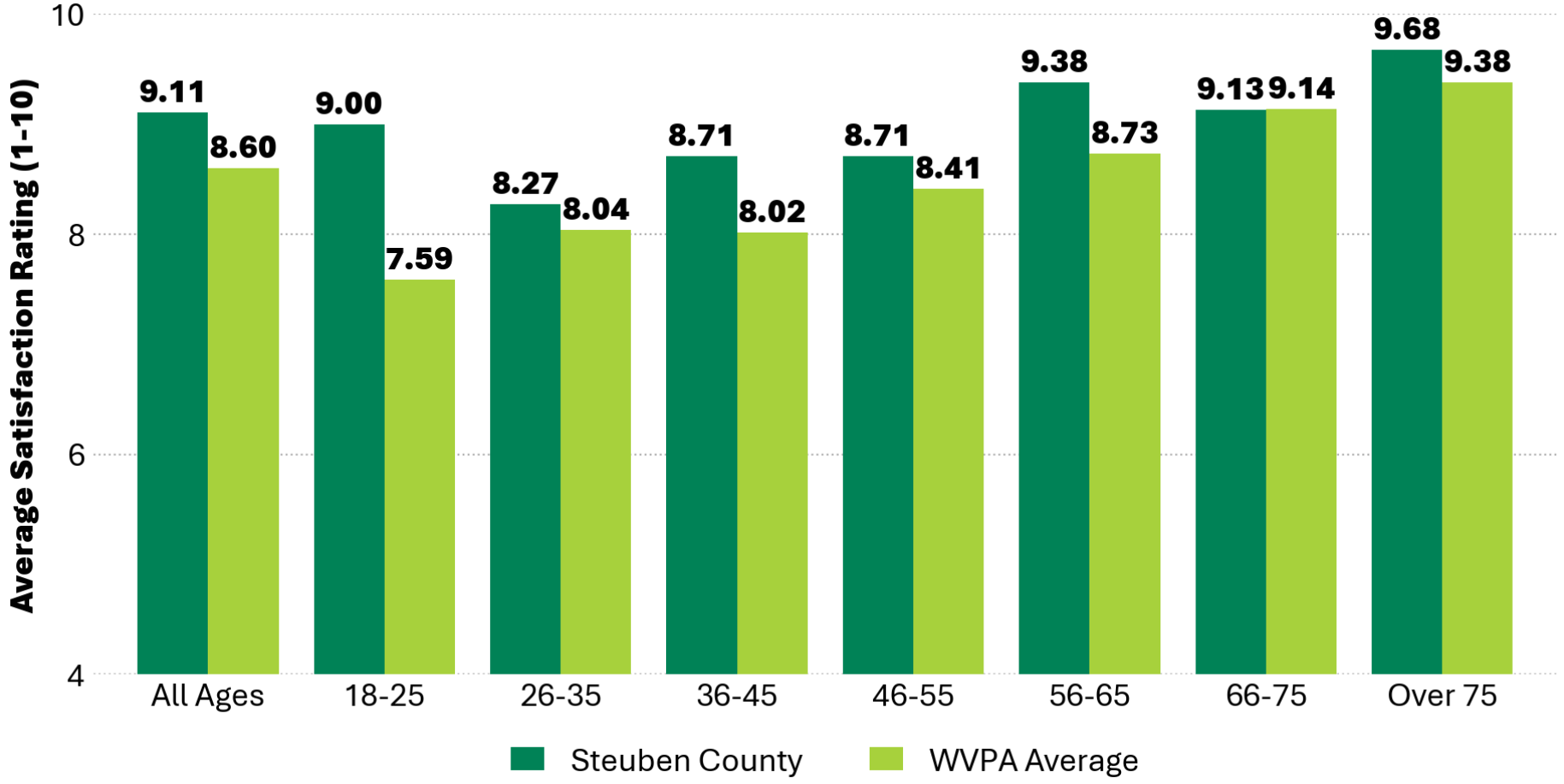
Cooperative INSIGHTS

ACSI® Scores Across Participating Distribution Cooperatives



Steuben County is highlighted in light green.
'WVPA Average' is for internal use only and should not be published.

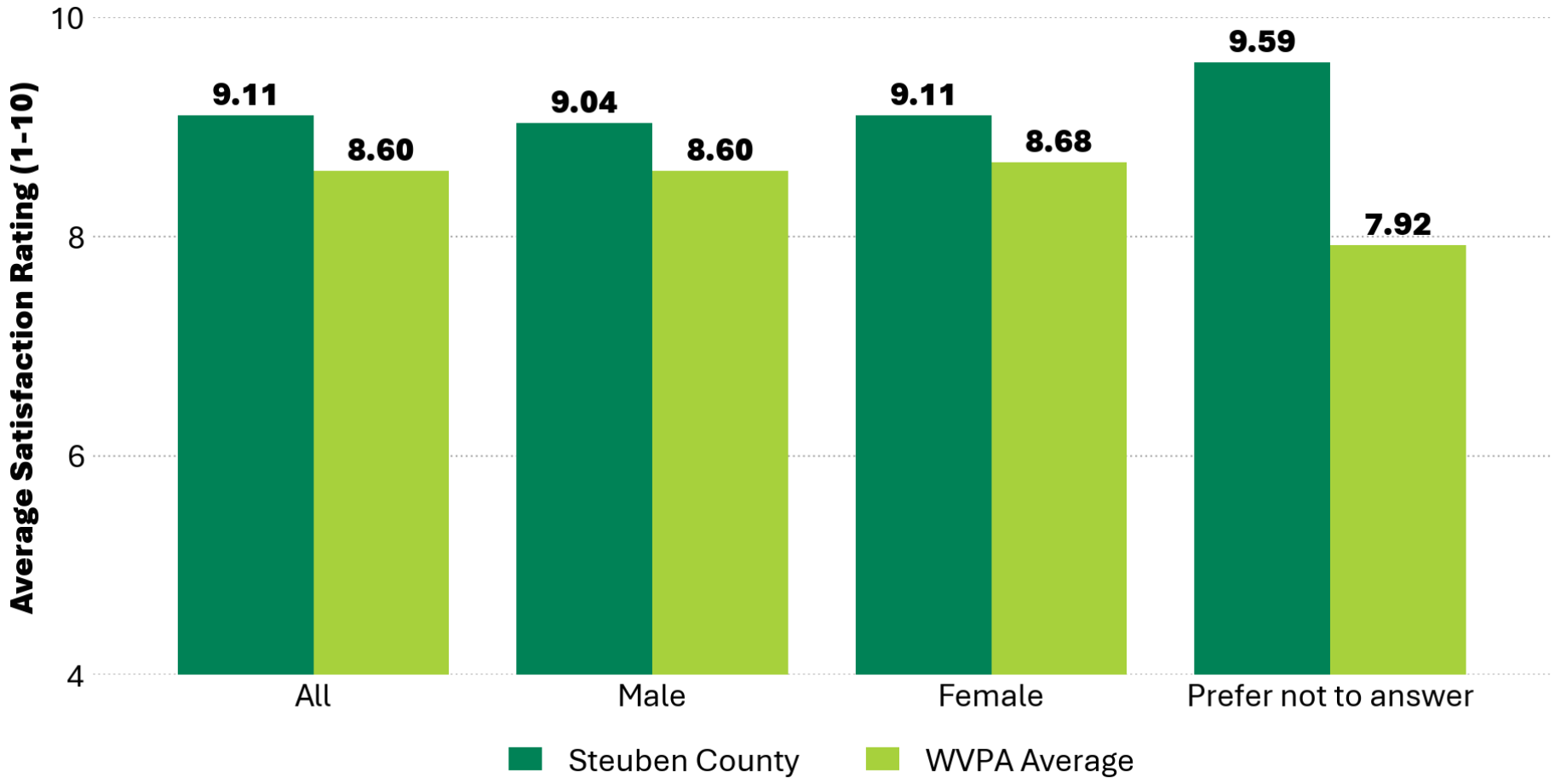
Overall Satisfaction by Age



How satisfied are you with your electric cooperative?
Responses provided on a 10-point scale, with 1=very dissatisfied and 10=very satisfied.

Cooperative INSIGHTS

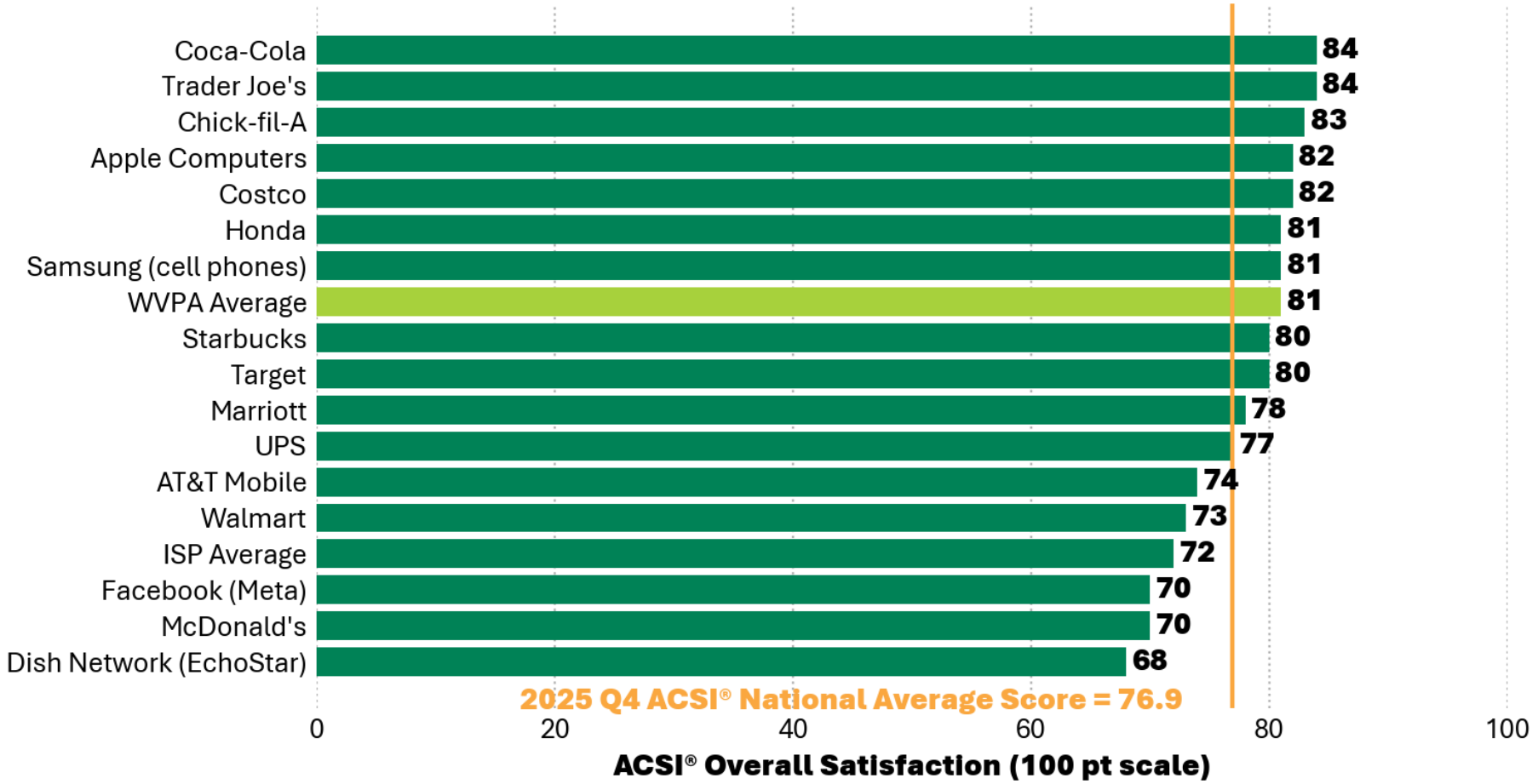
Overall Satisfaction by Gender



How satisfied are you with your electric cooperative?
Responses provided on a 10-point scale, with 1=very dissatisfied and 10=very satisfied.

Cooperative INSIGHTS

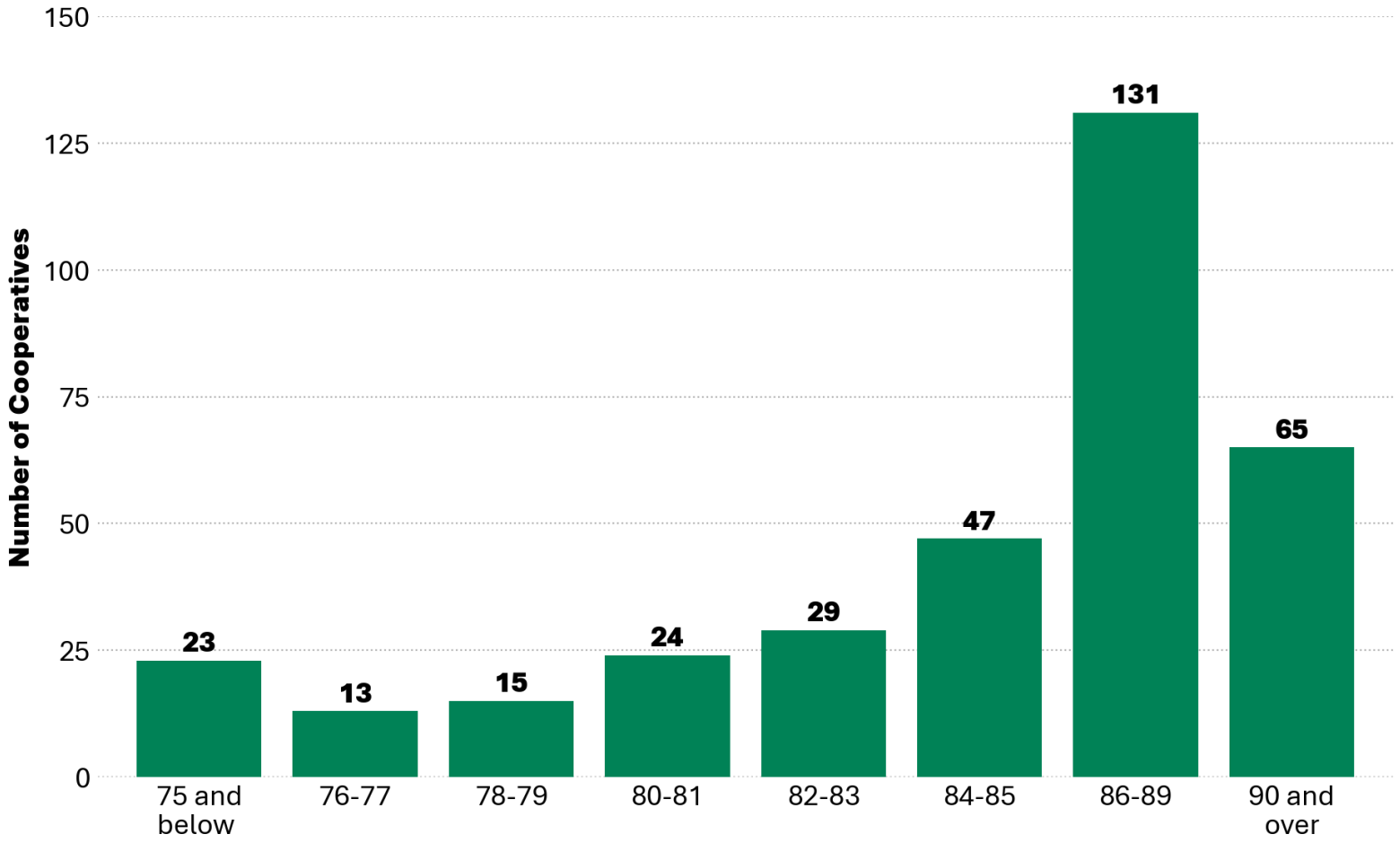
ACSI® Scores - National Comparisons



The ACSI® National Average Score is reported from the ACSI® U.S. Overall Customer Satisfaction results for Q4 2025. Scores for individual companies are drawn from the most recent industry data available from the ACSI.
'WVPA Average' is for internal use only and should not be published.

Cooperative INSIGHTS

Distribution of ACSI® Scores for Touchstone Energy® Cooperatives in 2025



This graph reflects all ACSI® scores issued to Touchstone Energy® cooperatives in 2025.

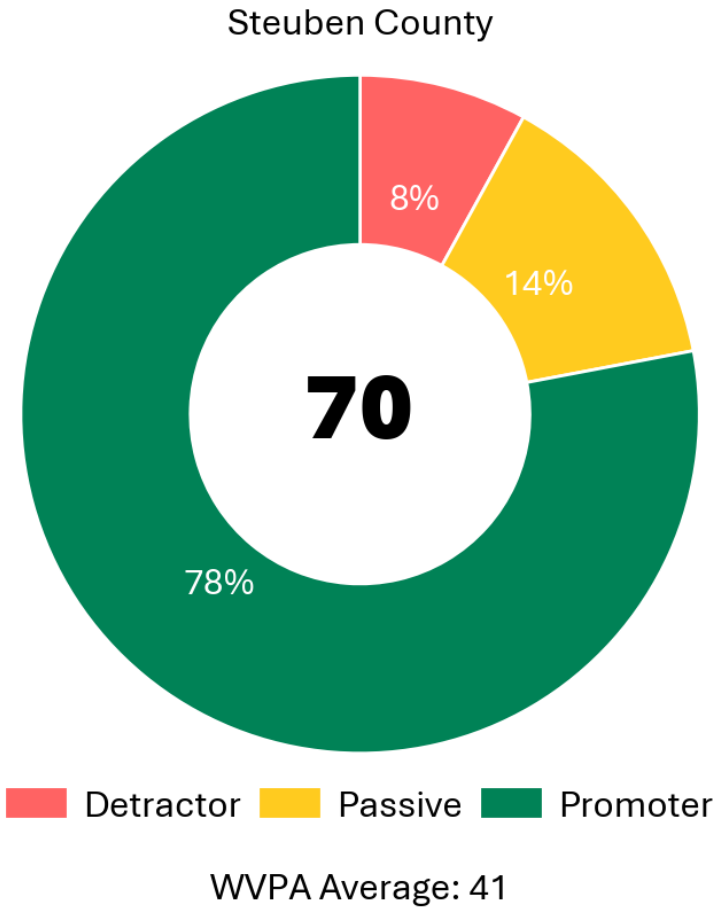
Total number of ACSI® scores: 347
Mean = 84.9
High = 97
Low = 56

'WVPA's Average ACSI® score is 81. WVPA Average' is for internal use only and should not be published.

Cooperative INSIGHTS

ACSI scores are a free benefit through your membership in Touchstone Energy®.

Net Promoter Score℠ (NPS®)



WVPA Average: 41

	Steuben County		WVPA Average	
	# of Resp	% of Resp	% of Resp	# of Resp
Promoter (9-10)	132	78%	61%	2,995
Passive (7-8)	23	14%	20%	995
Detractor (1-6)	13	8%	19%	957

Net Promoter Score measures loyalty by looking at members' likelihood of recommending their cooperative.

Members are asked: Imagine that you could choose from among more than one electric utility company. How likely is it that you would recommend your cooperative to a friend or colleague?
Rating scale: 1 = Not at All Likely, 10 = Very Likely

NPS = (% of members that gave a score of 9-10) - (% of members that gave a score of 1-6)

See Appendix for more information about Net Promoter Score.

Cooperative INSIGHTS

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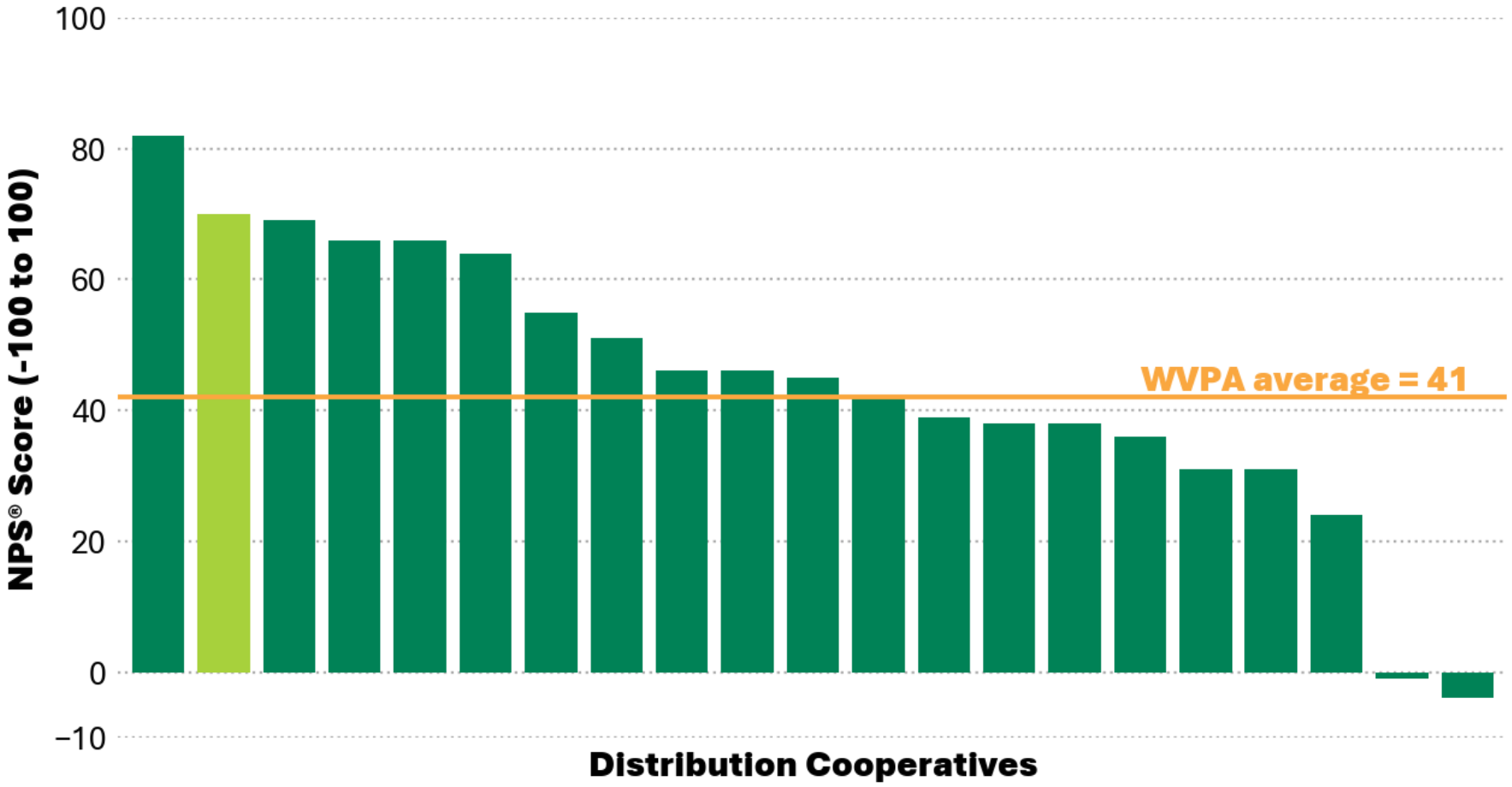
NPS® Scores Across Participating Distribution Cooperatives



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2
End-Use Data

Cooperative INSIGHTS

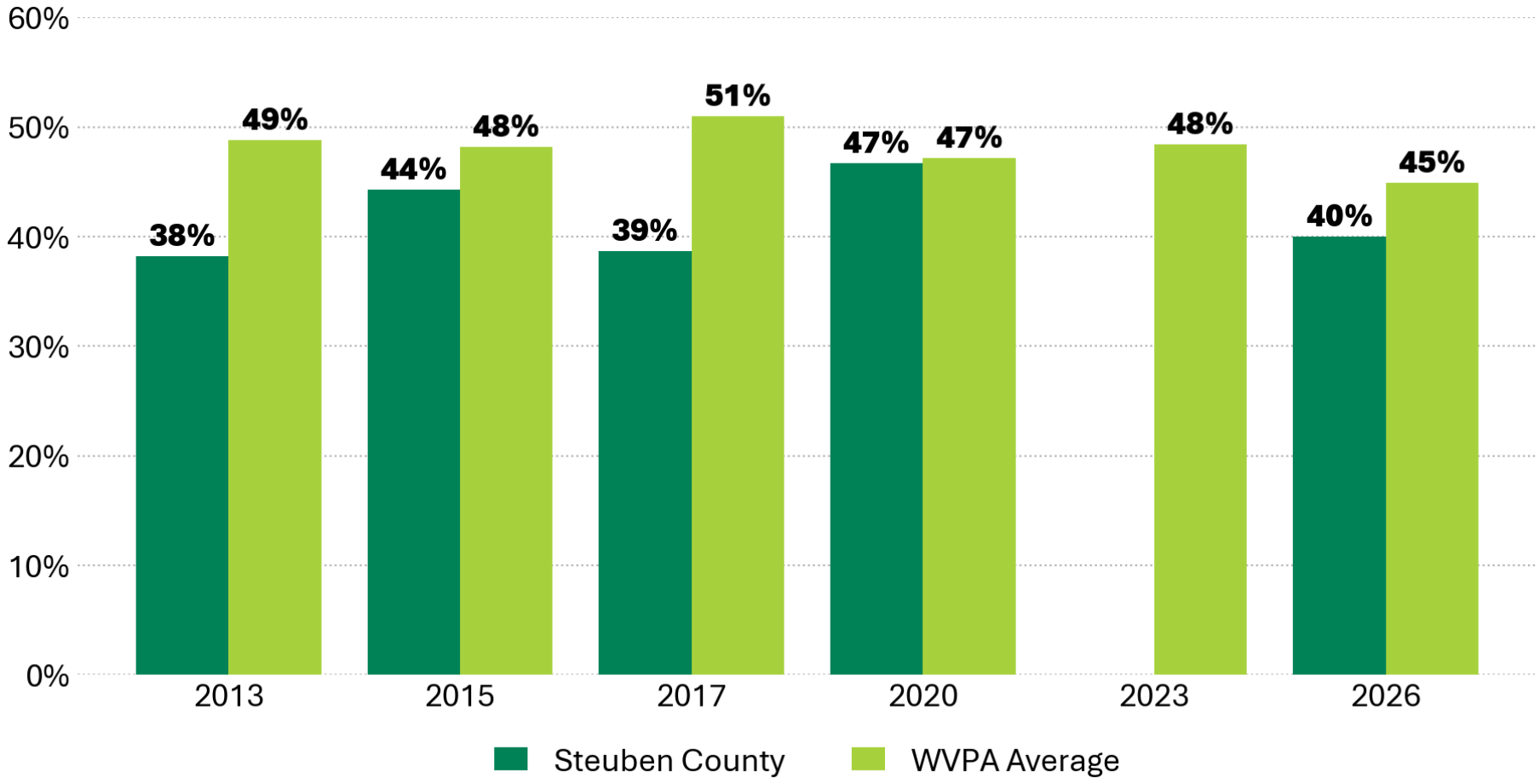
2 - End-Use Data

Understanding how members use electricity, as well as their primary heating and water-heating sources, provides valuable insight into their overall energy needs.

Section Contents:

- Natural Gas Availability
- Water Heater Fuel and Age
- Fuel used for Heating Home
- Electric Heating System and Age
- Additional Heating Systems
- Types of Air Conditioning and Age
- Additional Cooling Systems
- Wi-Fi Thermostat
- Ownership of Electric Items and Generator

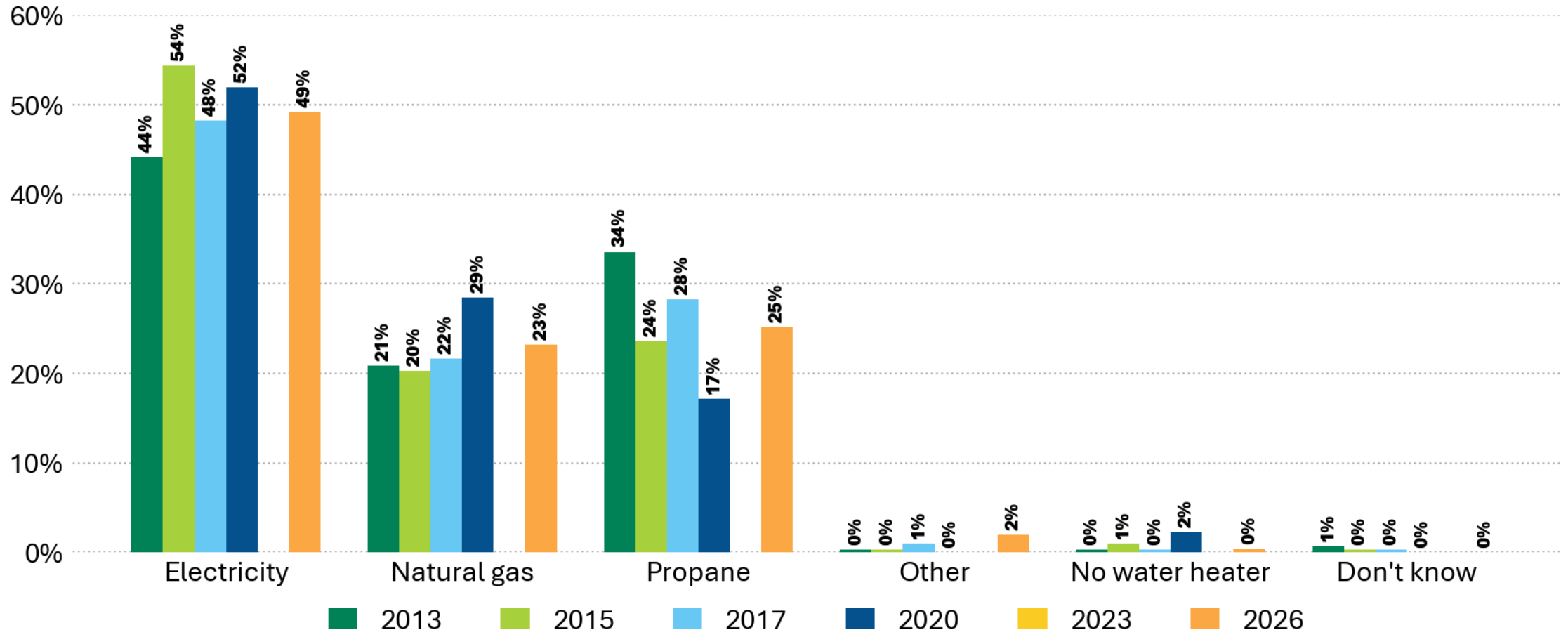
Natural Gas Availability



To the best of your knowledge, is natural gas available in your area?

Cooperative INSIGHTS

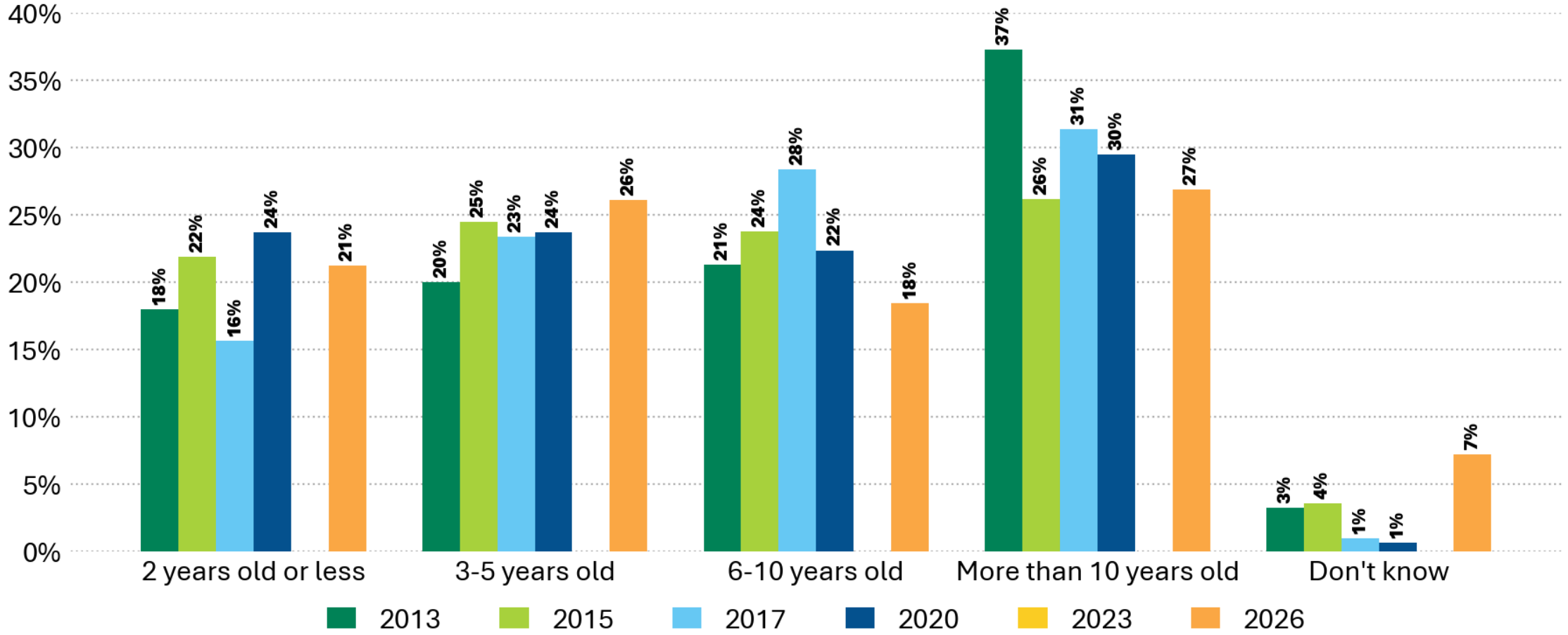
Water Heater Fuel - Steuben County



What type of water heater do you have in your home?

Cooperative INSIGHTS

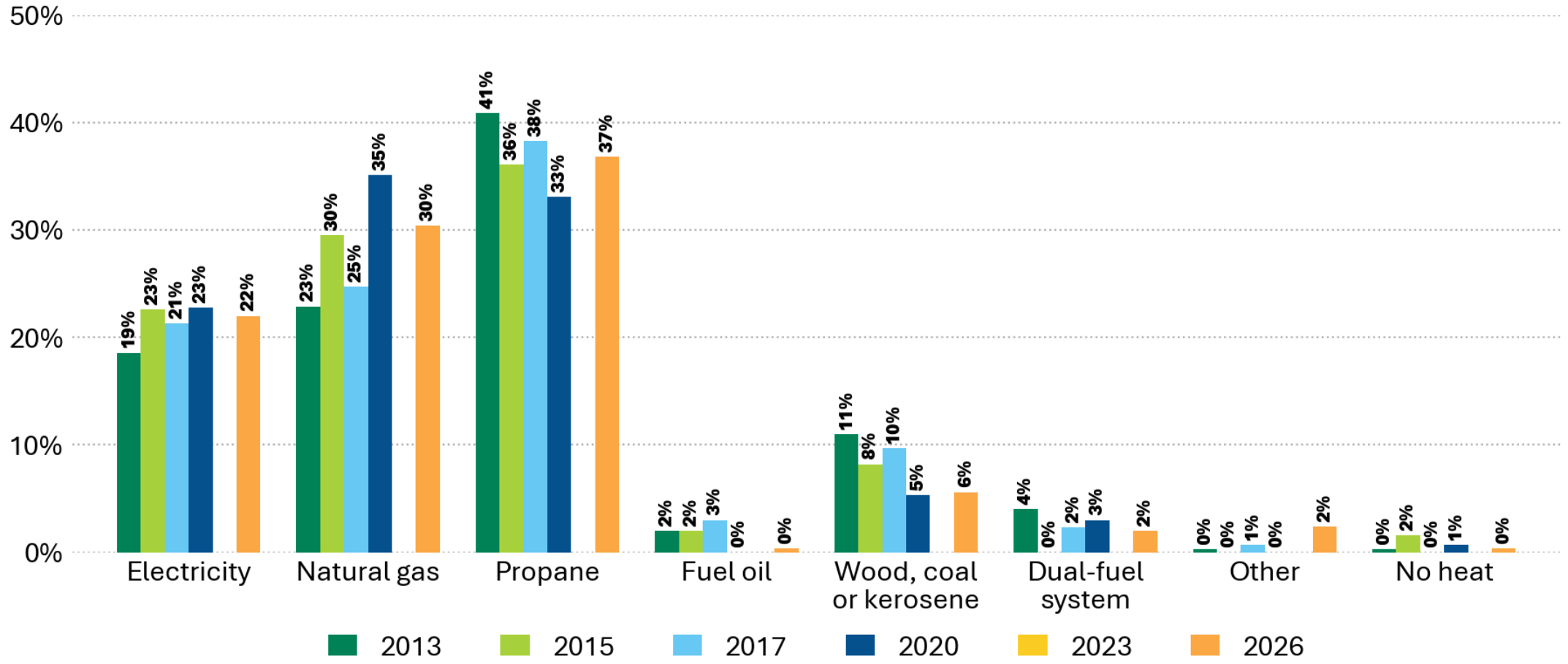
Age of Water Heater - Steuben County



Approximately how old is your water heater?

Cooperative INSIGHTS

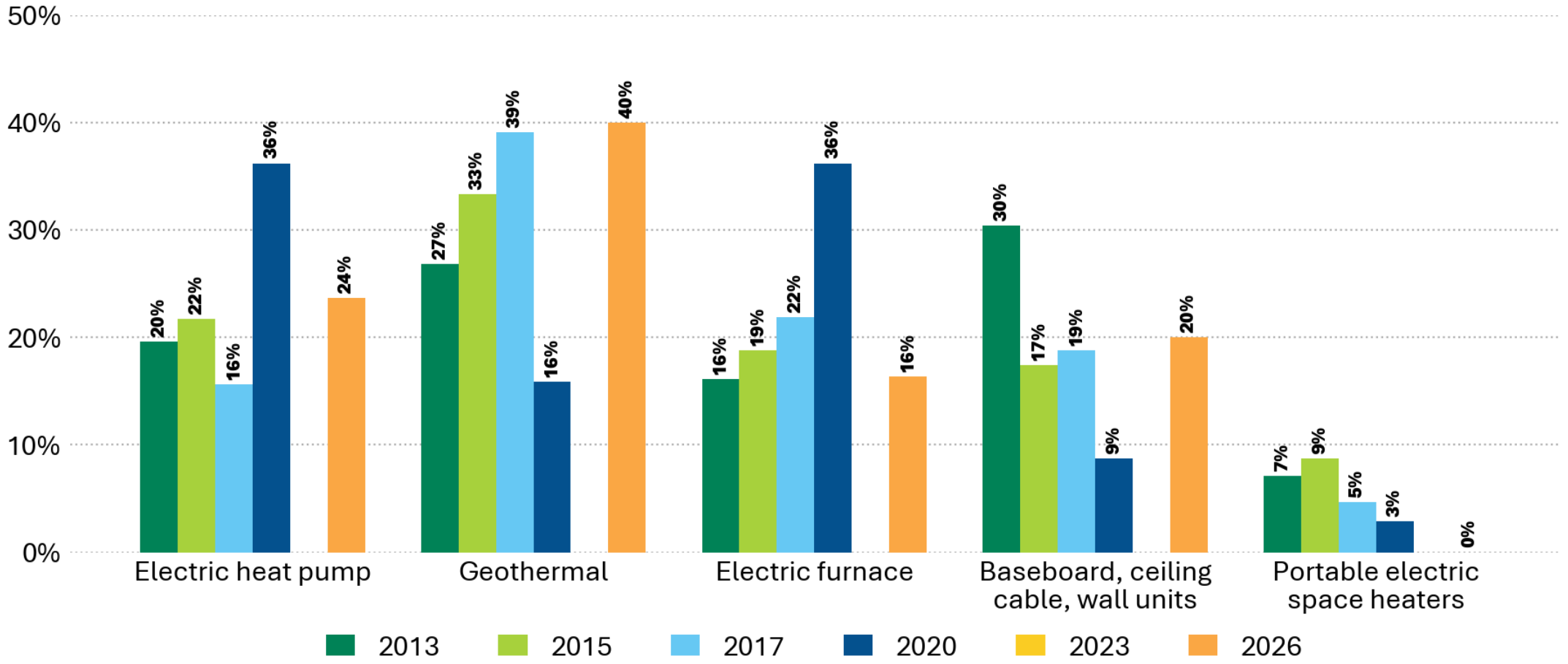
Fuel used for Heating Home - Steuben County



What type of system do you use most often to heat your home?

Cooperative INSIGHTS

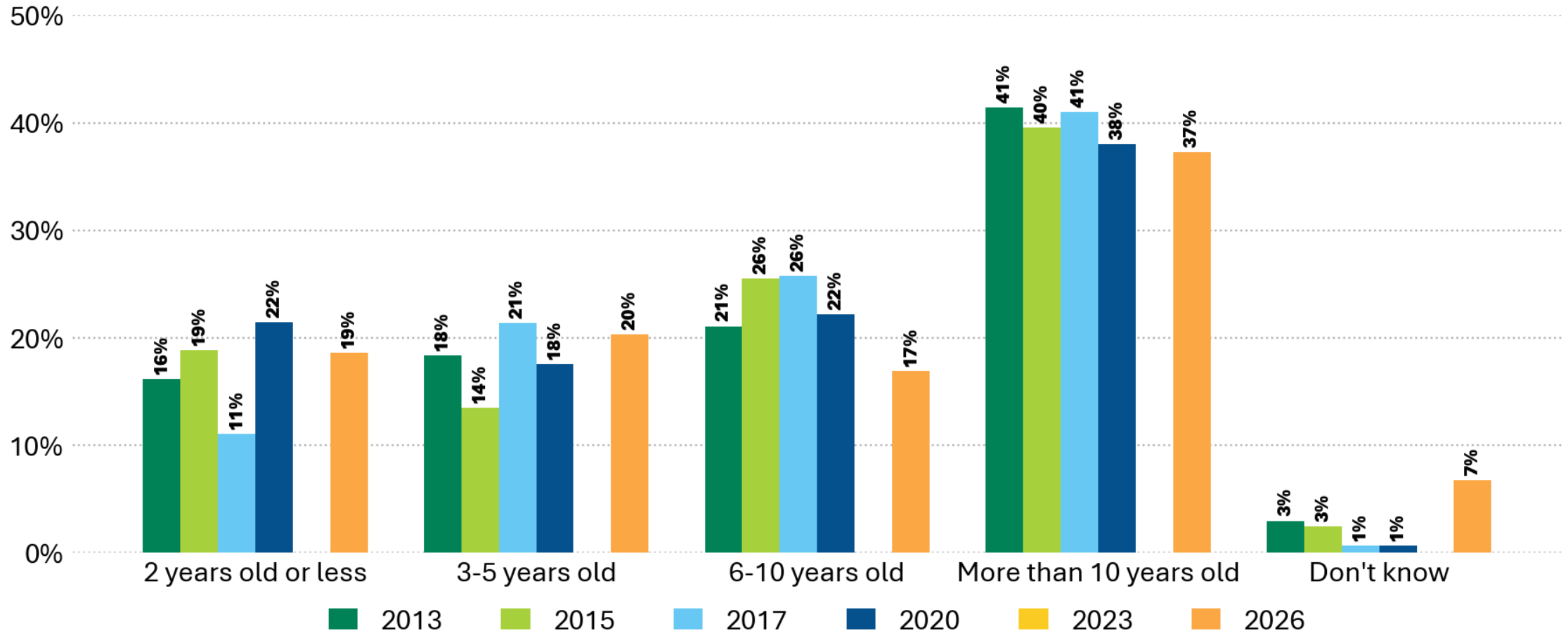
Electric Heating System - Steuben County



What type of system do you use most often to heat your home?

Cooperative INSIGHTS

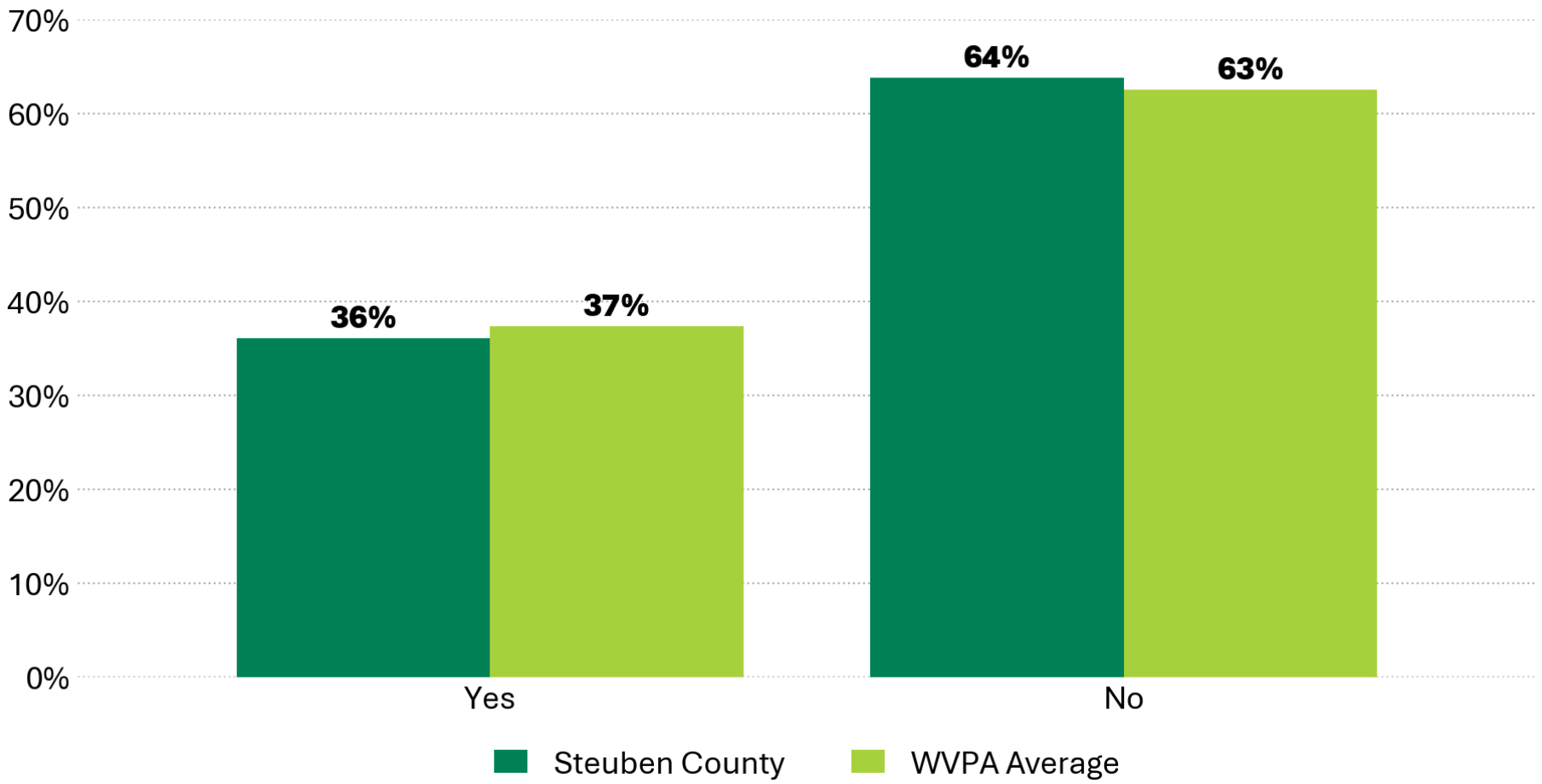
Age of Primary Heating System - Steuben County



Approximately how old is your primary heating system?

Cooperative INSIGHTS

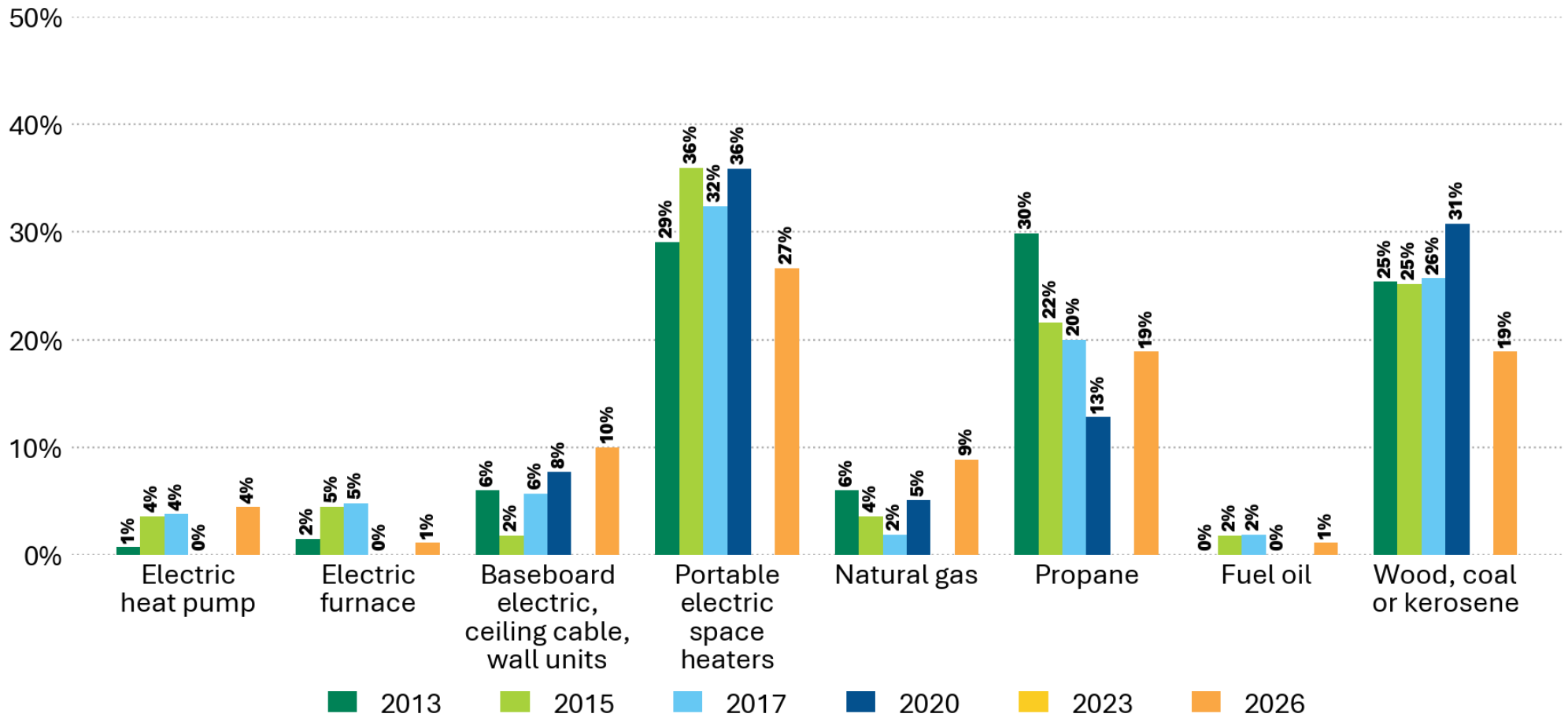
Own Additional Heating System



Do you use other types of heat in addition to your primary heating system in your home?
Note: Historical data is available since 2023.

Cooperative INSIGHTS

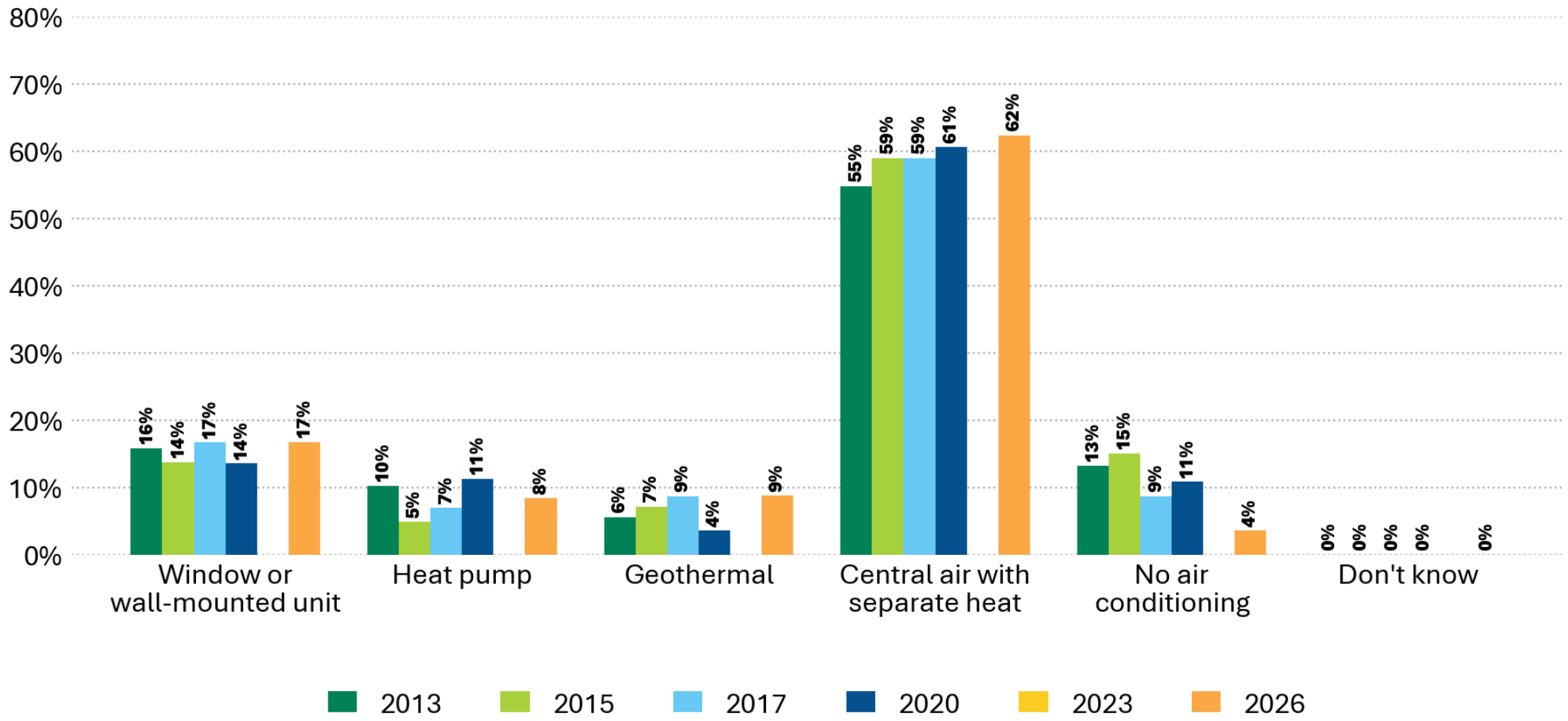
Additional Heating Systems - Steuben County



Members who own other types of heating systems were asked: What other type of system do you use to heat your home?
Note: Responses shown reflect the most common selections made by members and for which historical data prior to 2022 is available. For a complete list of your members' responses, please refer to your cooperative's summary data.

Cooperative INSIGHTS

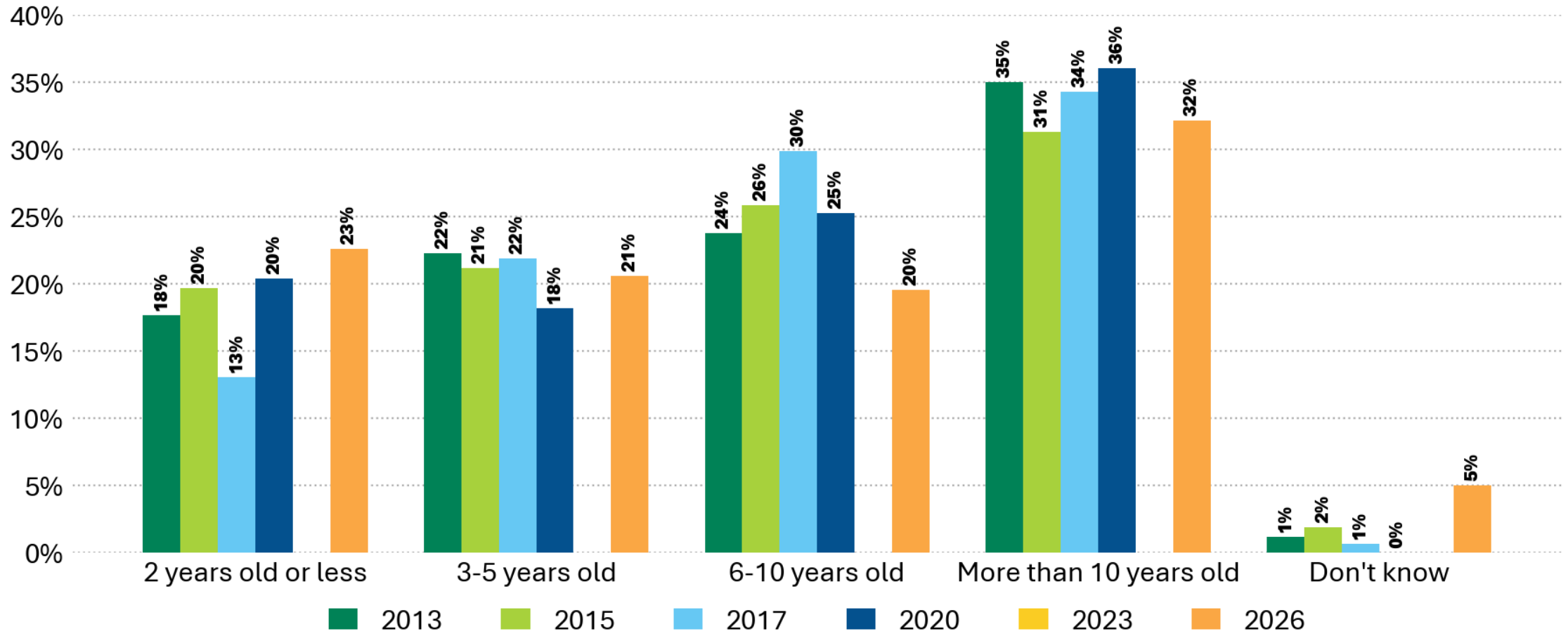
Type of Air Conditioning - Steuben County



What type of air conditioning do you use most often to cool your home?

Cooperative INSIGHTS

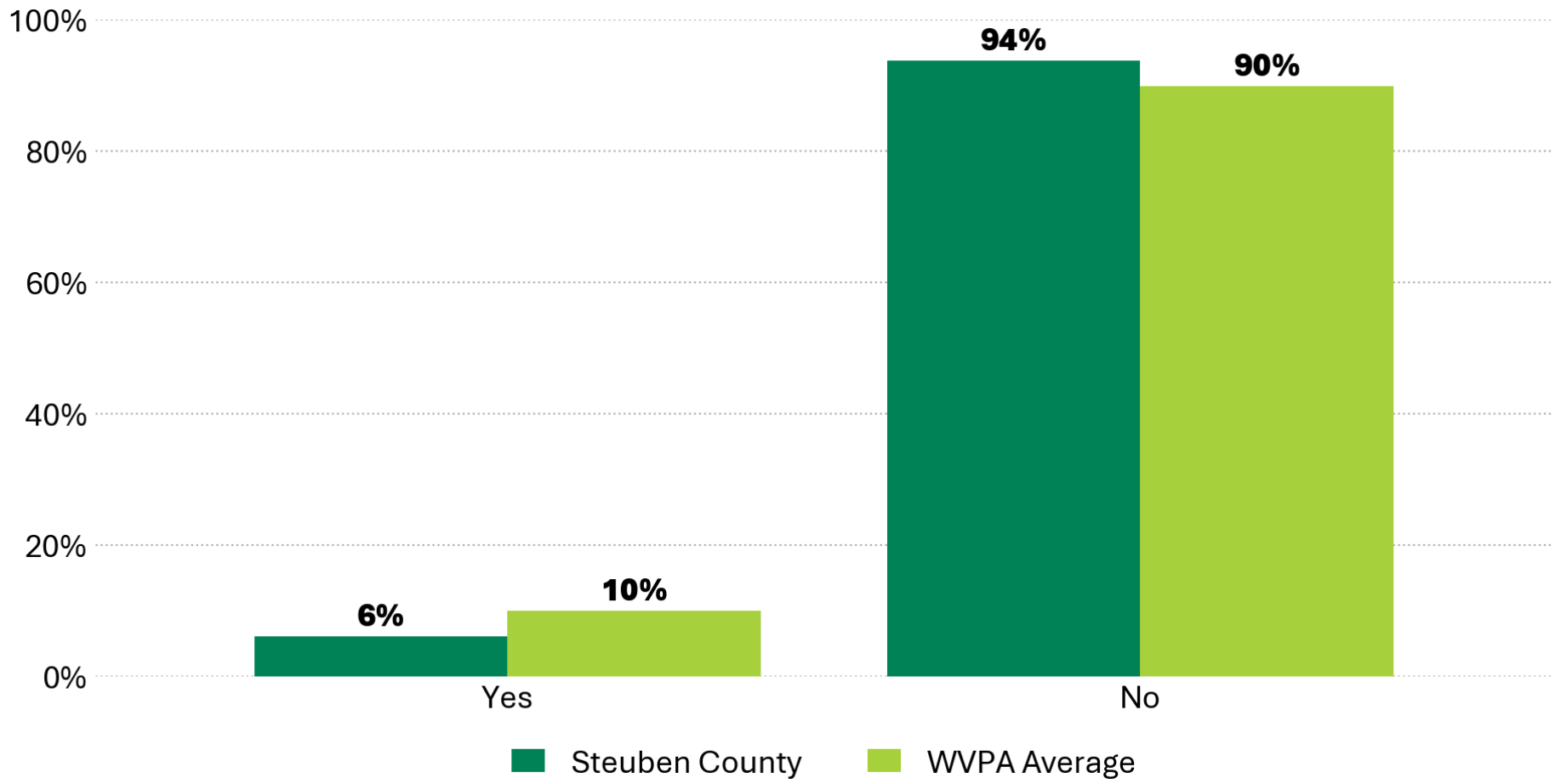
Age of Air Conditioning System - Steuben County



Approximately how old is your primary air conditioning system?

Cooperative INSIGHTS

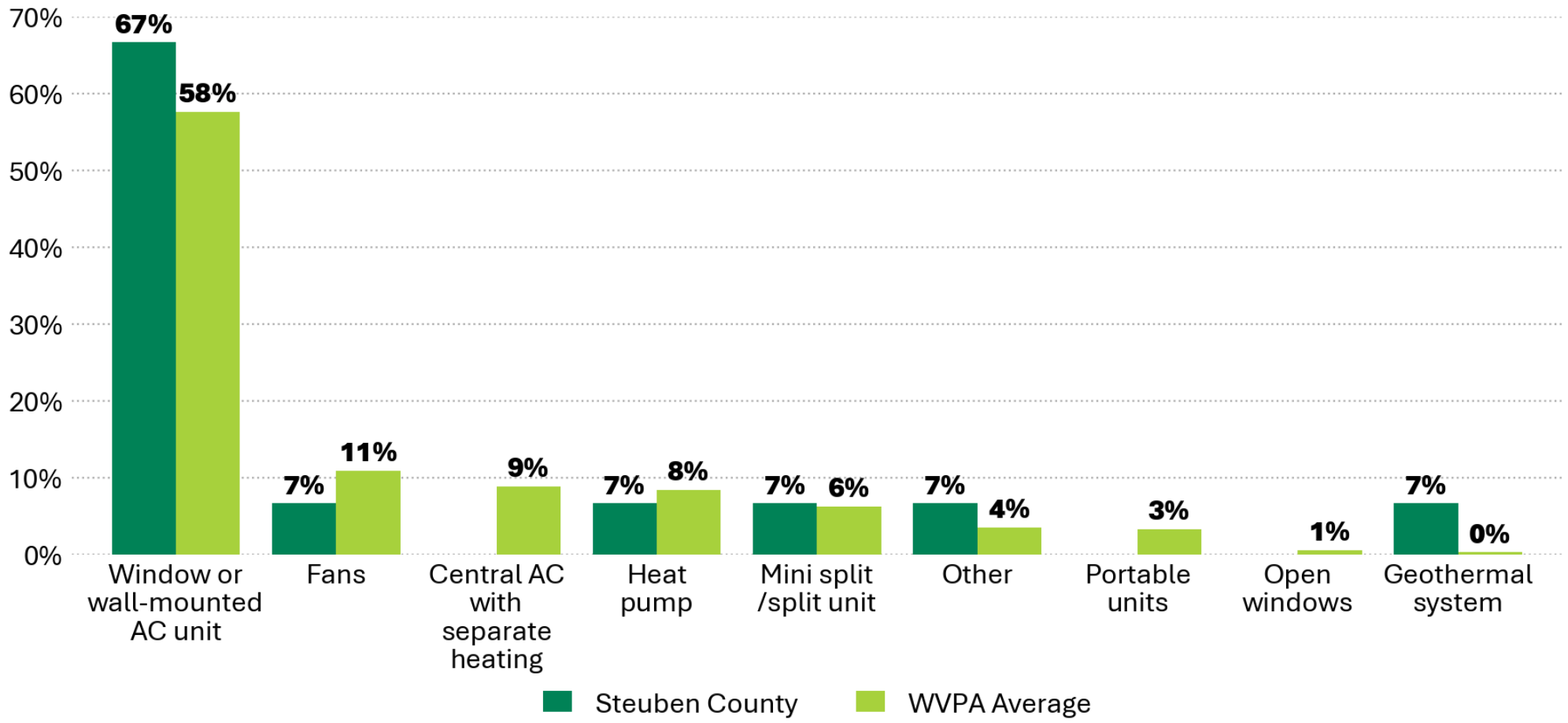
Own Additional Cooling System



Do you use other types of air conditioning in addition to your primary air conditioning system in your home?

Cooperative INSIGHTS

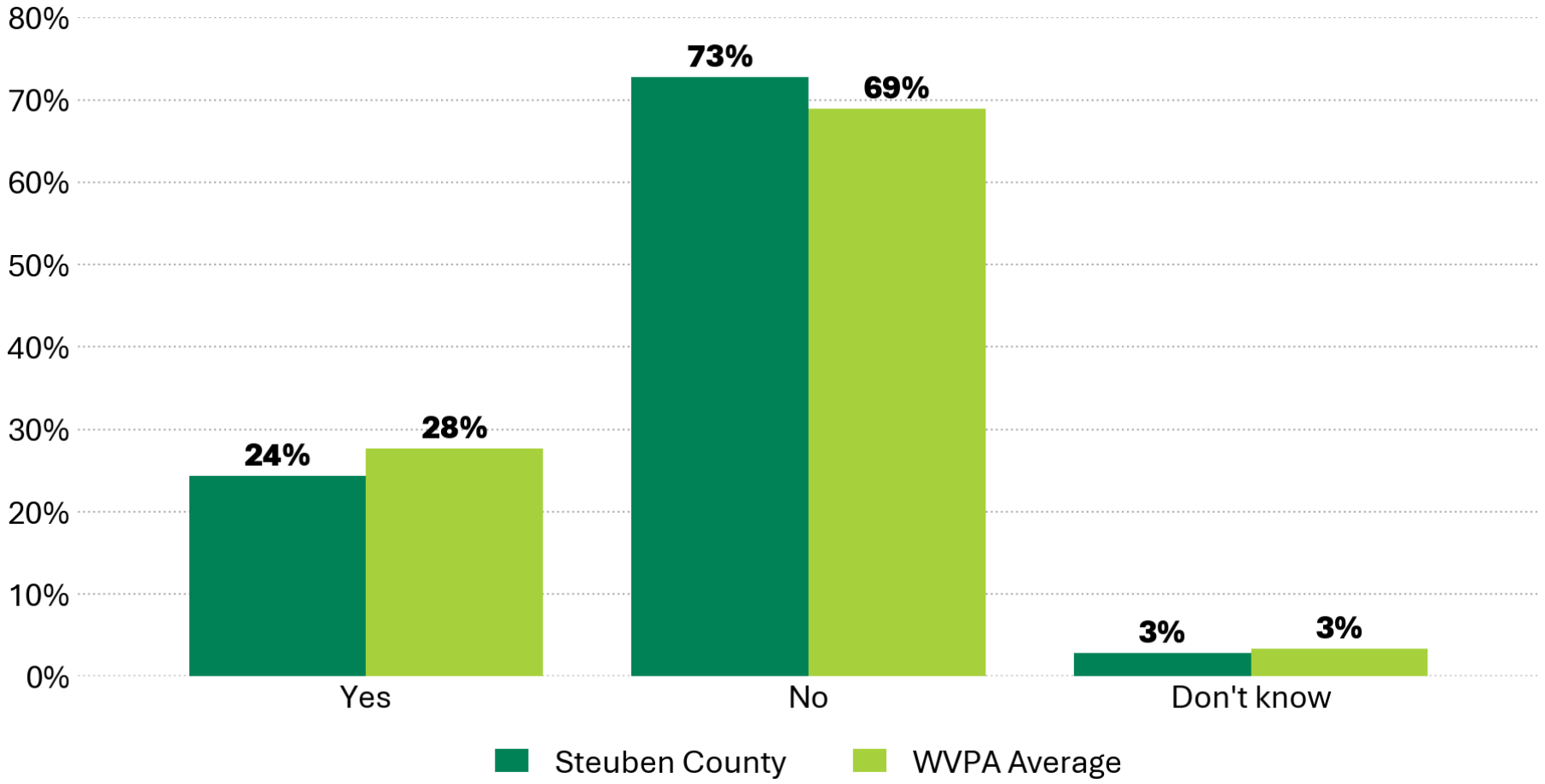
Additional Cooling Systems



Members who own other types of AC systems were asked: What type of air conditioning do you use most often to cool your home?

Cooperative INSIGHTS

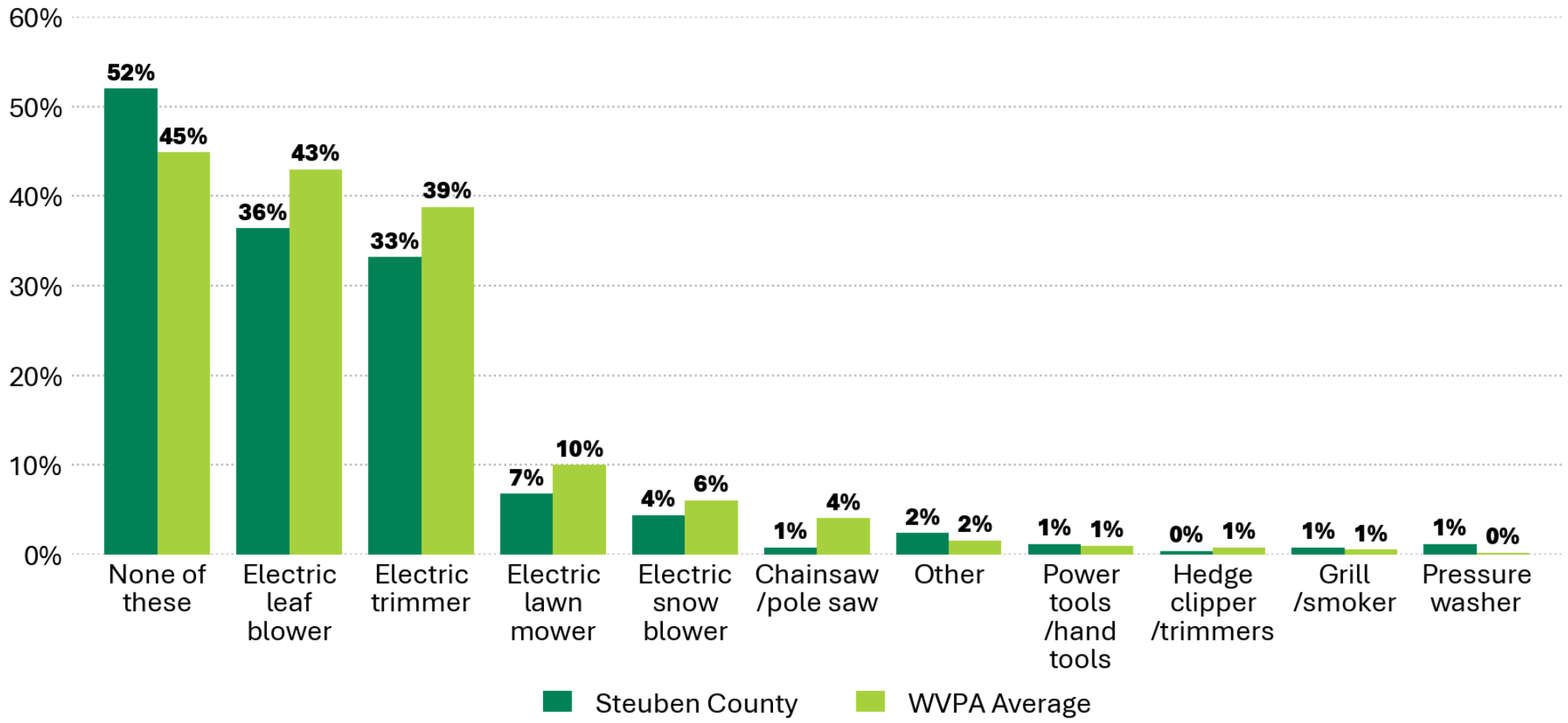
Wi-Fi Thermostat



Does this home have a Wi-Fi thermostat – one that you can control remotely from a mobile device such as a smartphone?

Cooperative INSIGHTS

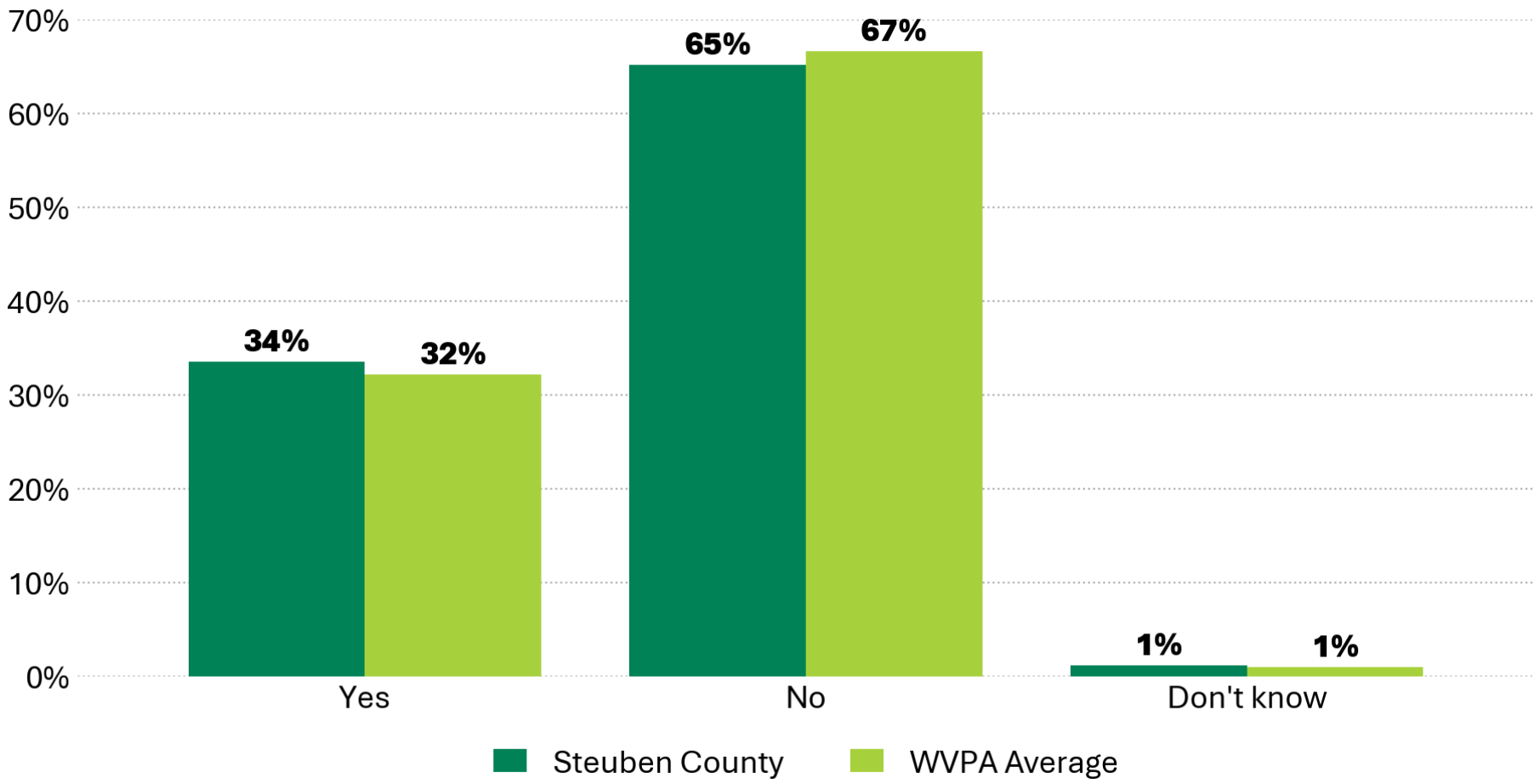
Electric Items Owned



Which of the following electric items, including either plug-in or battery operated, does this home have? Please select all that apply.

Cooperative INSIGHTS

Home Generator



Does this home have a generator that could power part or all of the home if the power goes out during a storm?

Cooperative INSIGHTS

3
Energy Preferences

Cooperative INSIGHTS

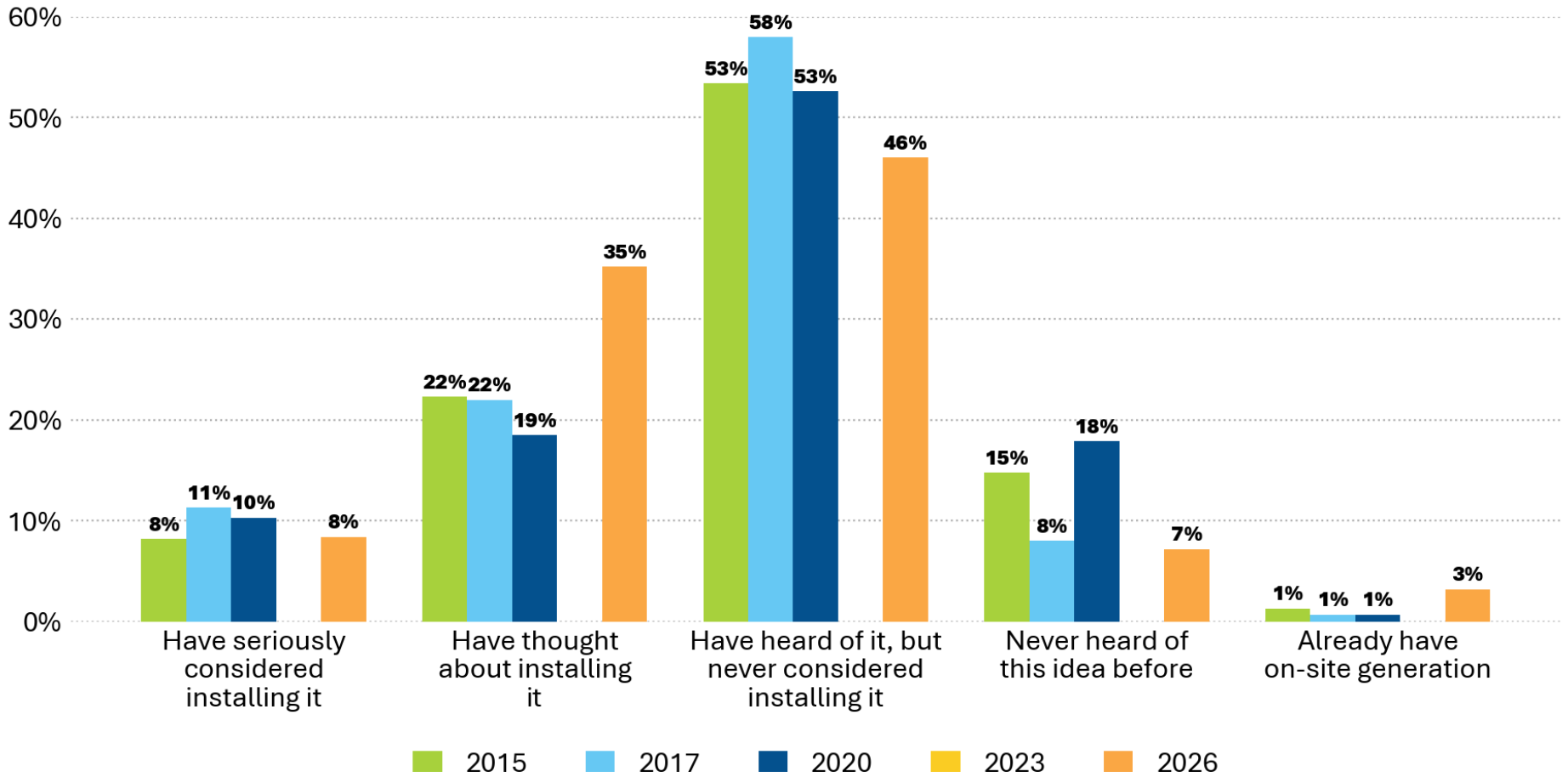
3 - Energy Preferences

Understanding members’ preferences for backup power solutions and generation sources—along with their driving habits and interest in electric vehicles—helps cooperatives develop targeted messaging and programs that align with members' evolving needs.

Section Contents:

- On-Site Generation
- Battery Storage
- Electricity Generation
- Miles Driven by Household
- Electric Vehicles and Hybrid Plug-ins
- Charging Stations
- Charging at Home

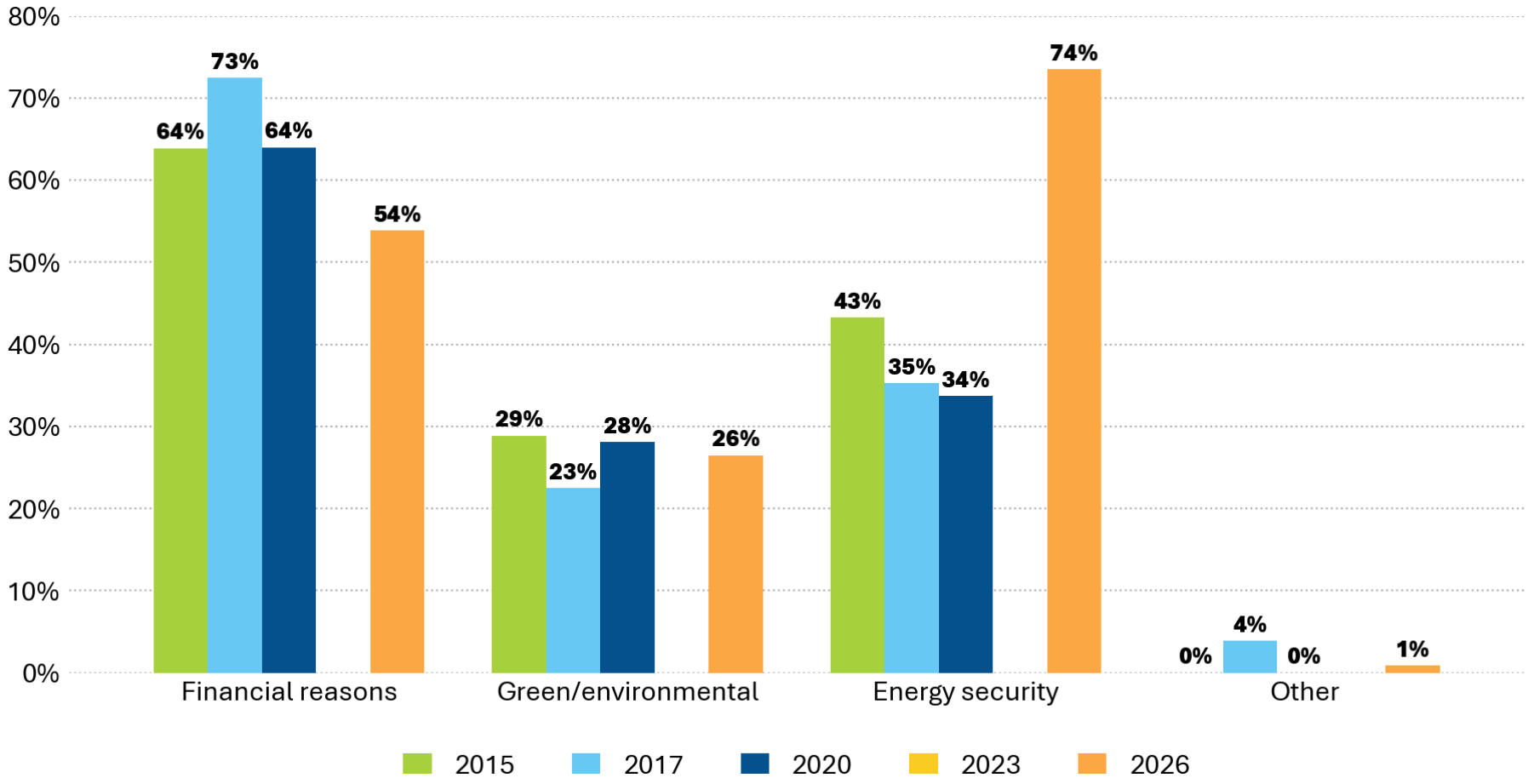
Views on On-Site Generation - Steuben County



Which of the following describes your views on on-site generation?

Cooperative INSIGHTS

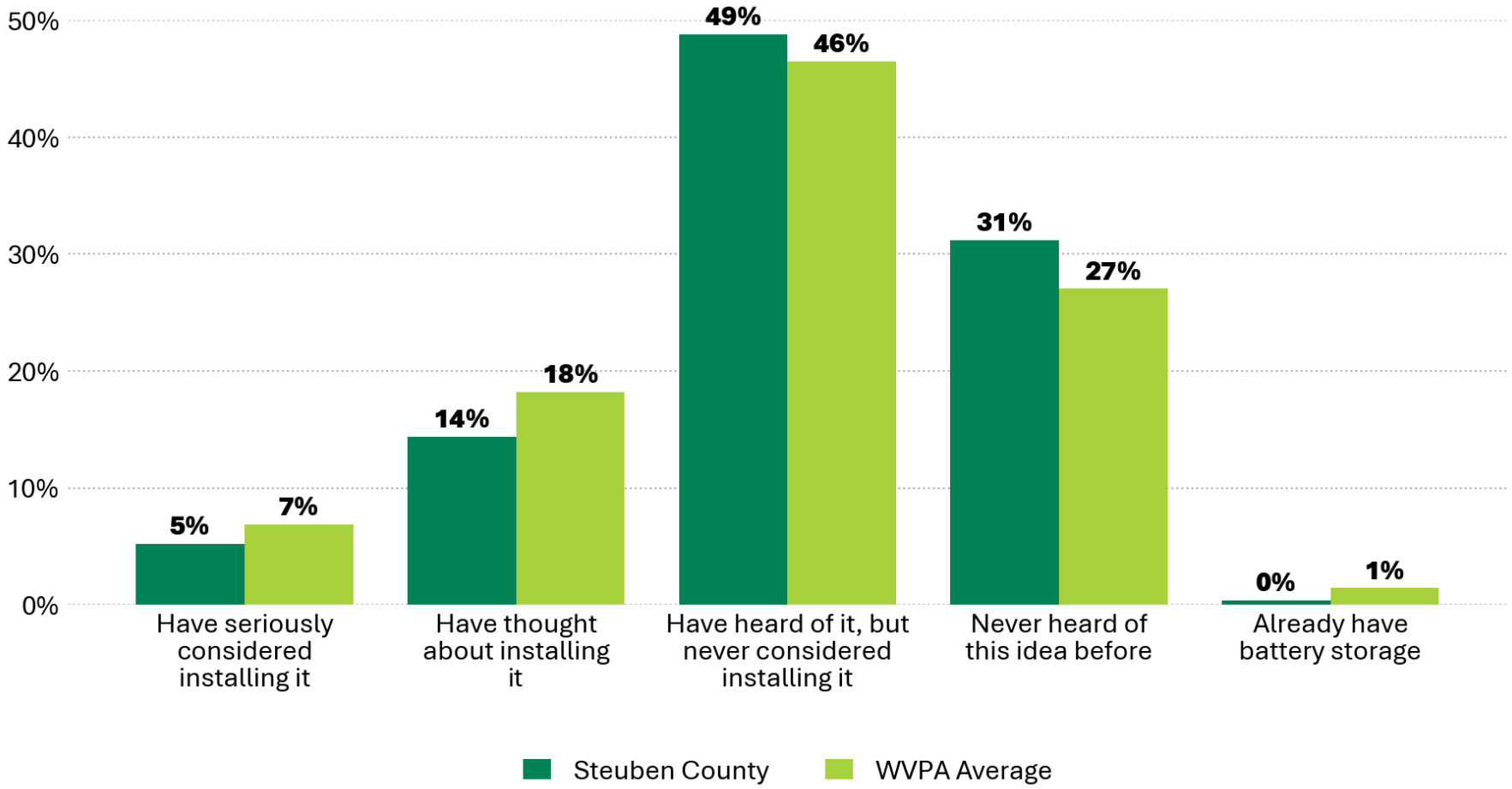
Motivating Factors for On-Site Generation - Steuben County



Members who already have or were interested in installing on-site generation were asked: What are your main motivations for considering or installing on-site generation? Please select all that apply.

Cooperative INSIGHTS

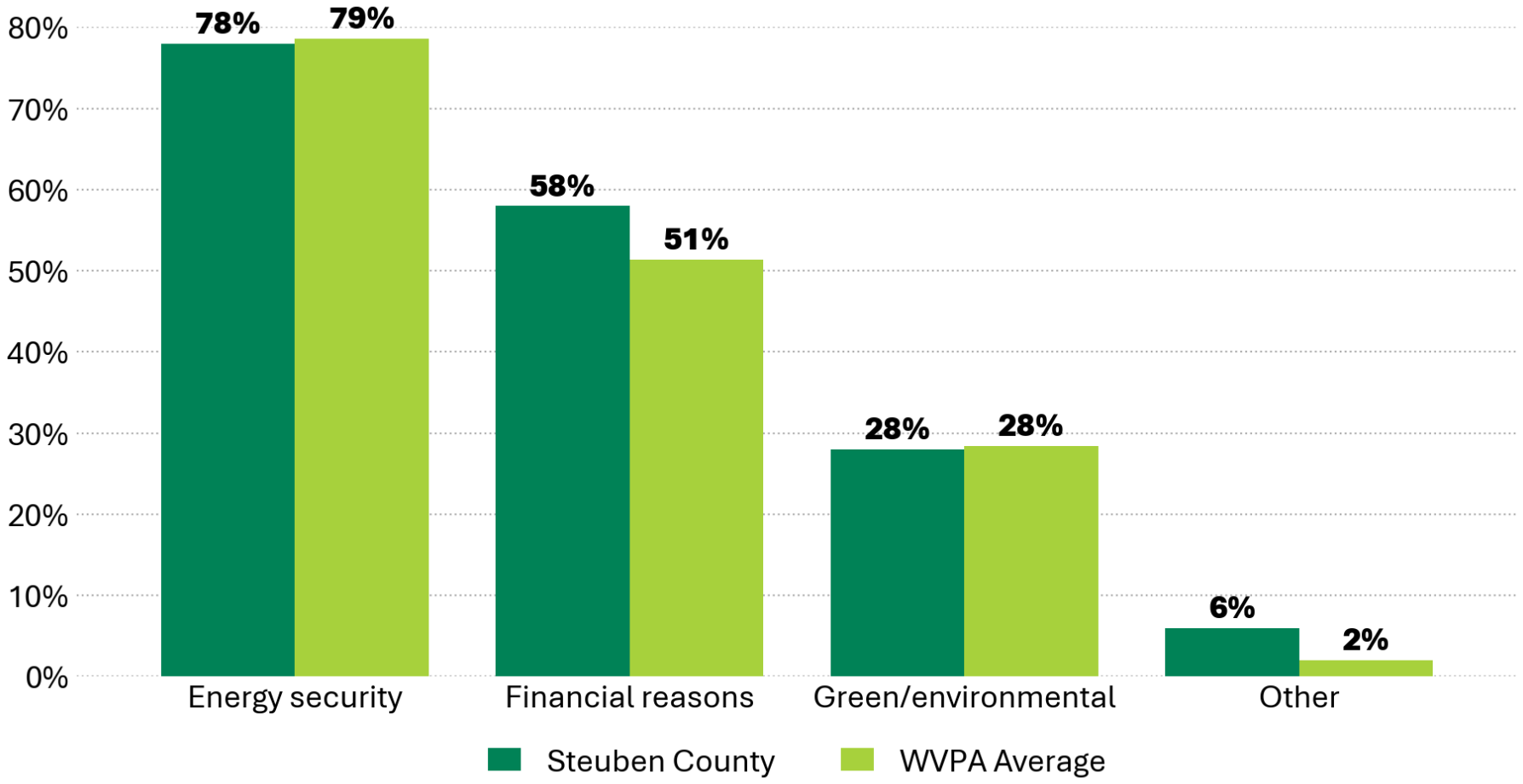
Views on Battery Storage



Which of the following describes your views about battery storage?

Cooperative INSIGHTS

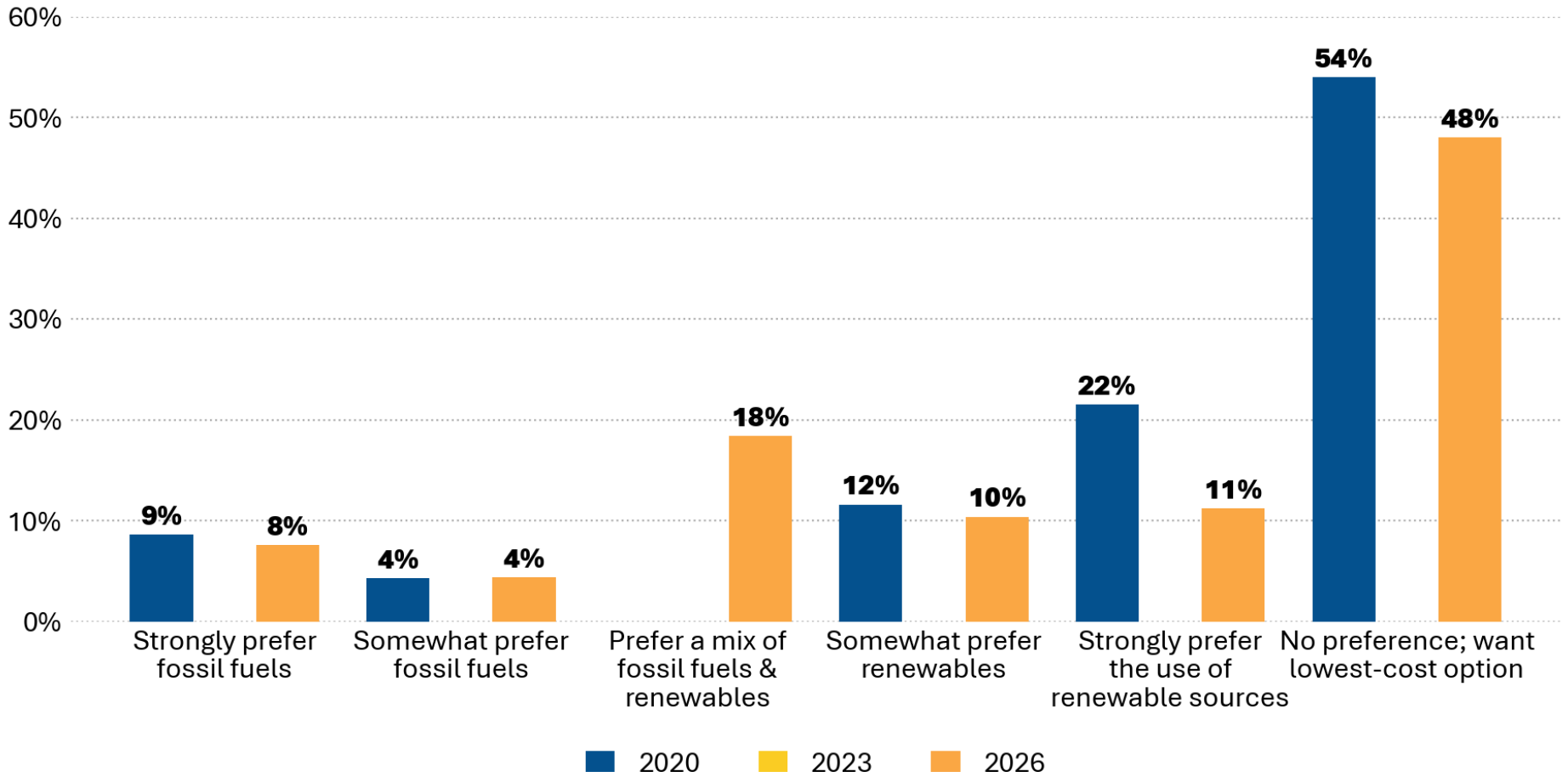
Motivating Factors for Battery Storage



Members who already have or were interested in installing battery storage were asked: What are your main motivations for considering or installing battery storage? Please select all that apply.

Cooperative INSIGHTS

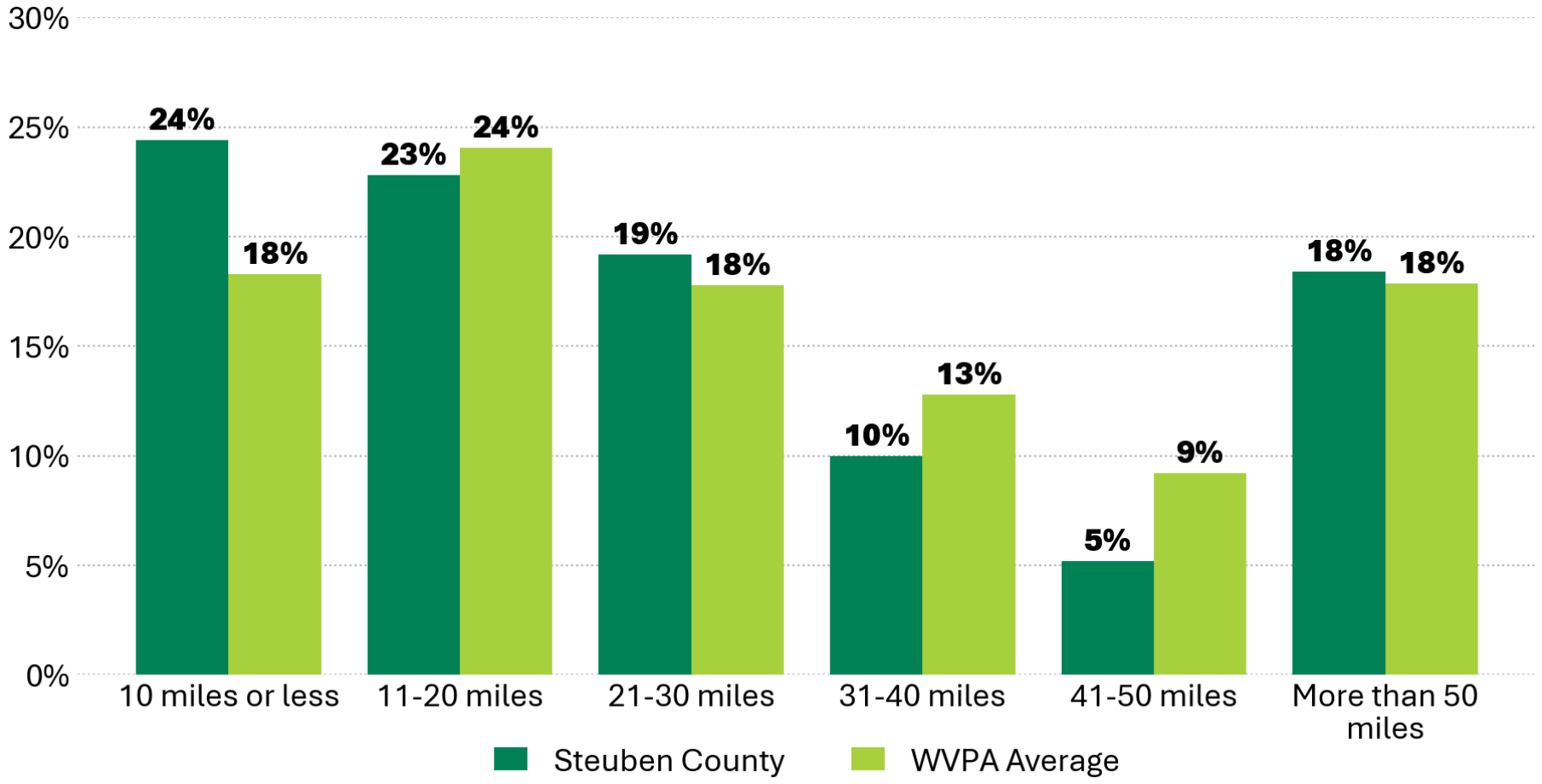
Preference for Source of Electricity Generation - Steuben County



When it comes to the electricity you use, which of the following best describes your preference for how that electricity is generated?
Note: 2020 data did not include an option for: 'Prefer a mix of fossil fuels & renewables.'

Cooperative INSIGHTS

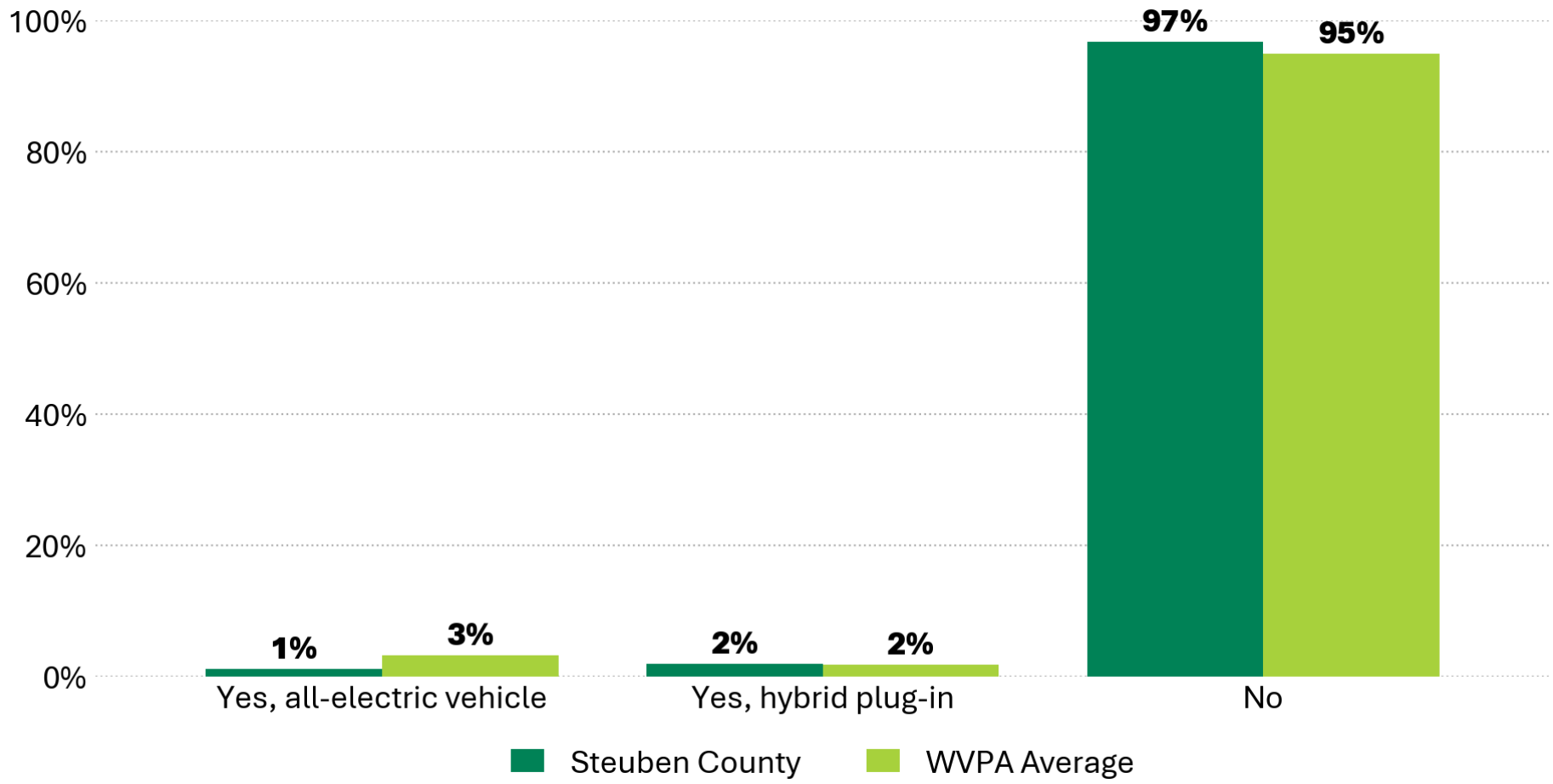
Miles Driven by Household in Typical Day



In a typical day, approximately how many miles does your household drive?

Cooperative INSIGHTS

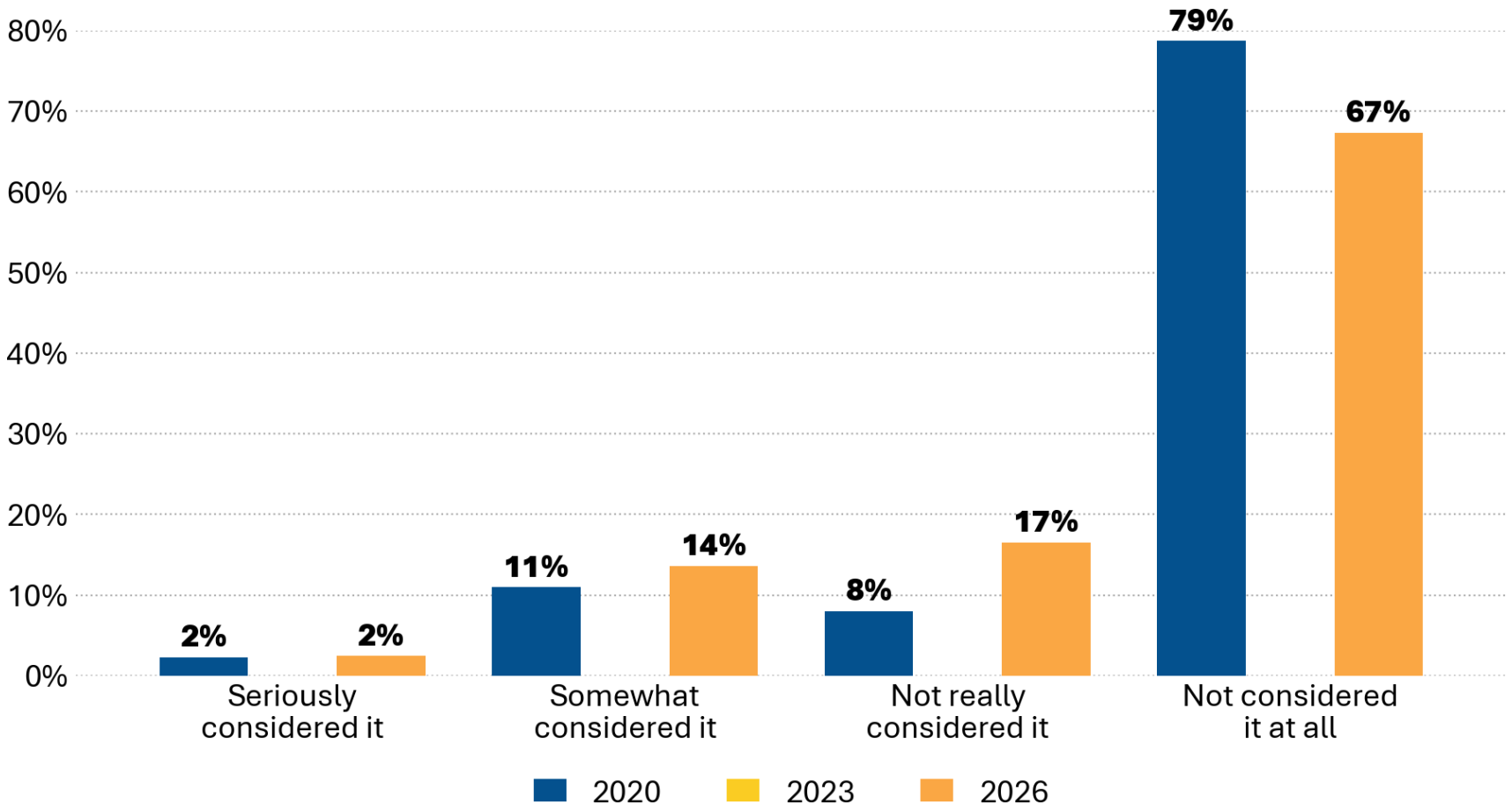
All-Electric Vehicle or Hybrid Plug-In Ownership



Do you or anyone in your household currently own or lease an AEV (all-electric vehicle) or a hybrid plug-in? Please select all that apply.

Cooperative INSIGHTS

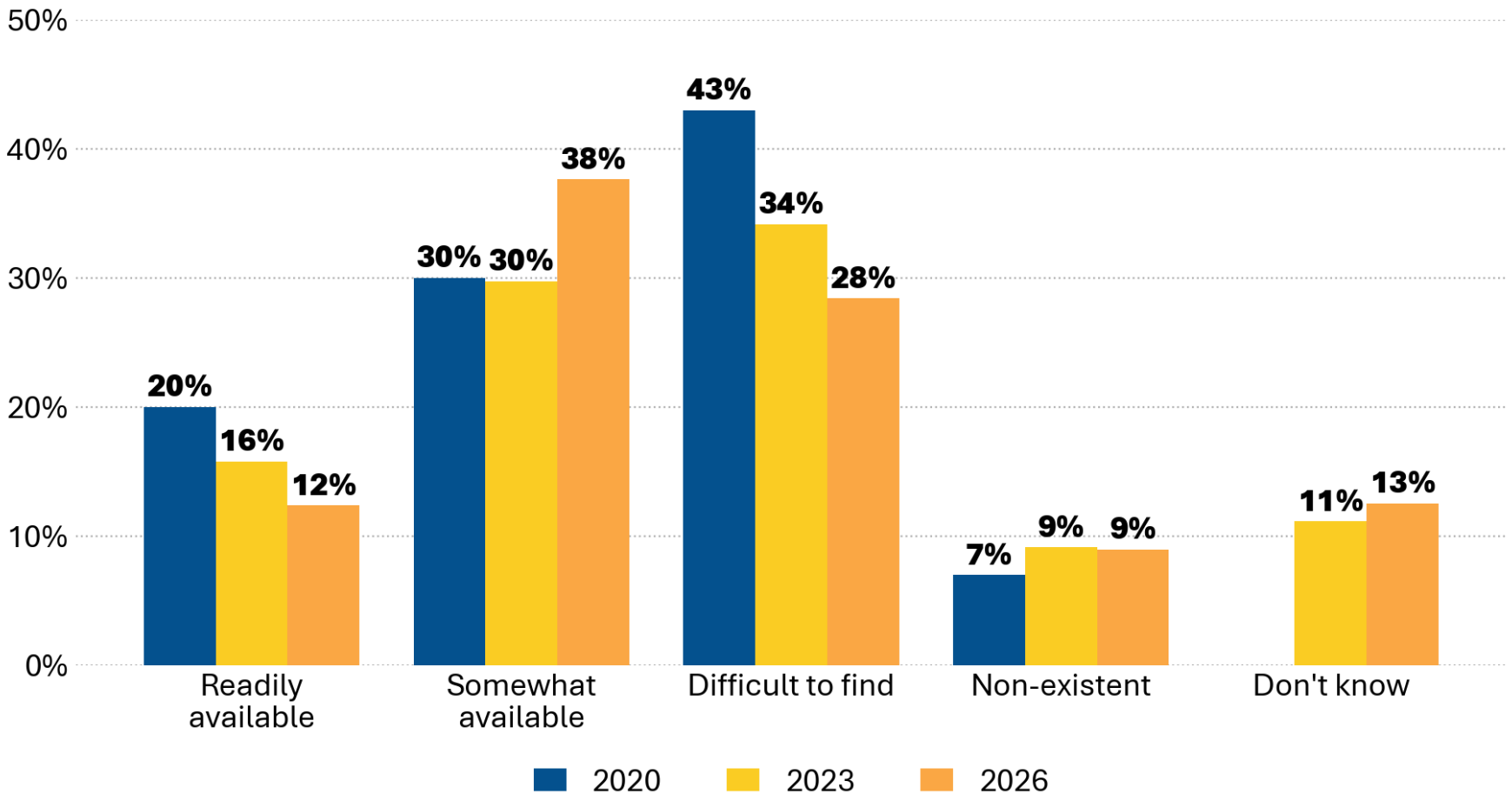
Likelihood of Owning an Electric Vehicle - Steuben County



Members who don't have an EV were asked: How seriously have or you or anyone in your household considered purchasing or leasing an AEV or plug-in hybrid vehicle?
Note: The data from 2020 represents AEVs only. The 2023 and 2026 data are for AEVs and hybrids.

Cooperative INSIGHTS

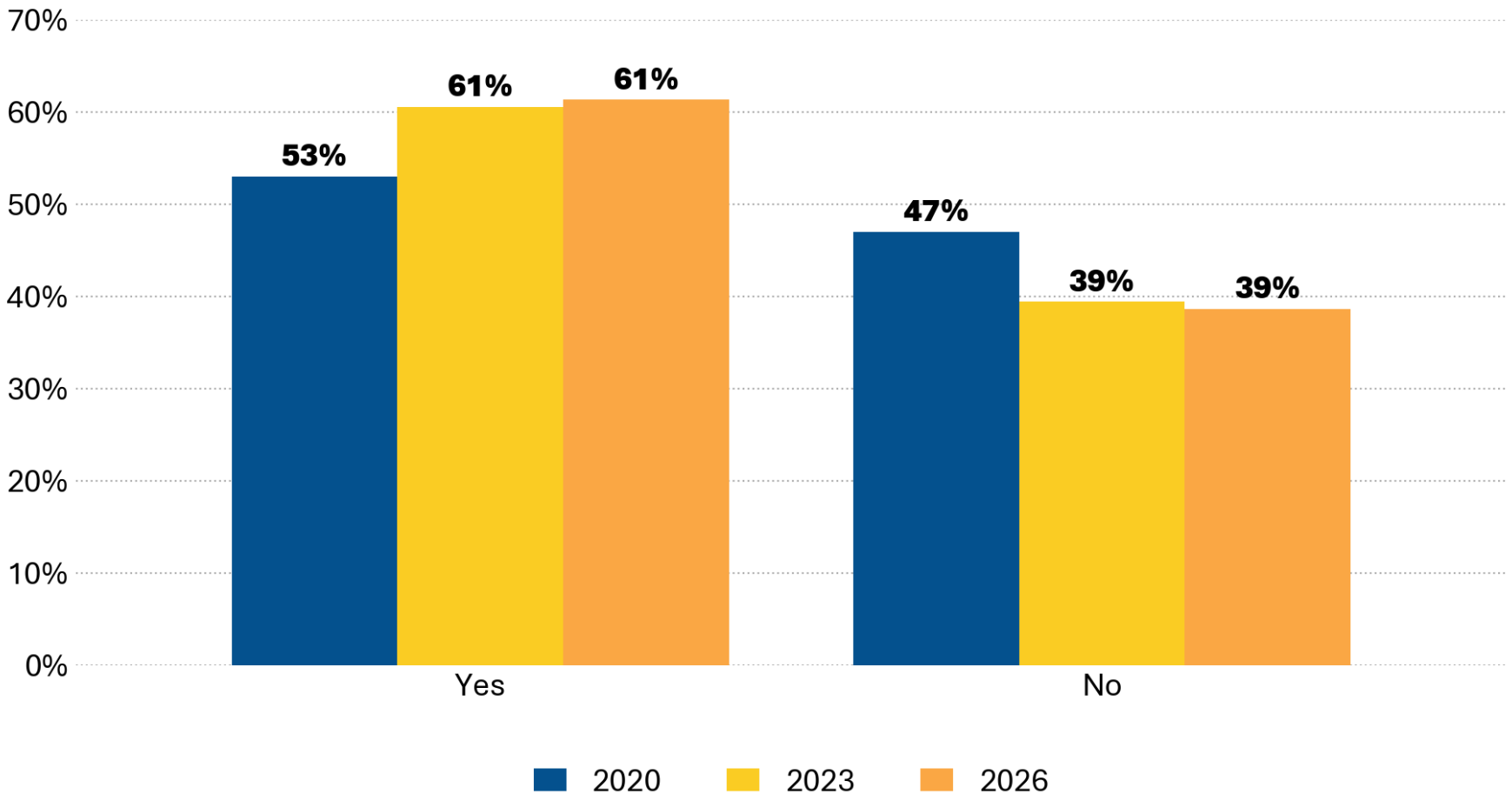
Charging Station Availability - WVPA



Members who have an EV were asked: How would you describe the availability of charging stations in your area?
Note: The 2020 data reflects AEVs only and did not include a 'Don't know' response option. Data from 2023 and 2026 includes both AEVs and hybrid vehicles.

Cooperative INSIGHTS

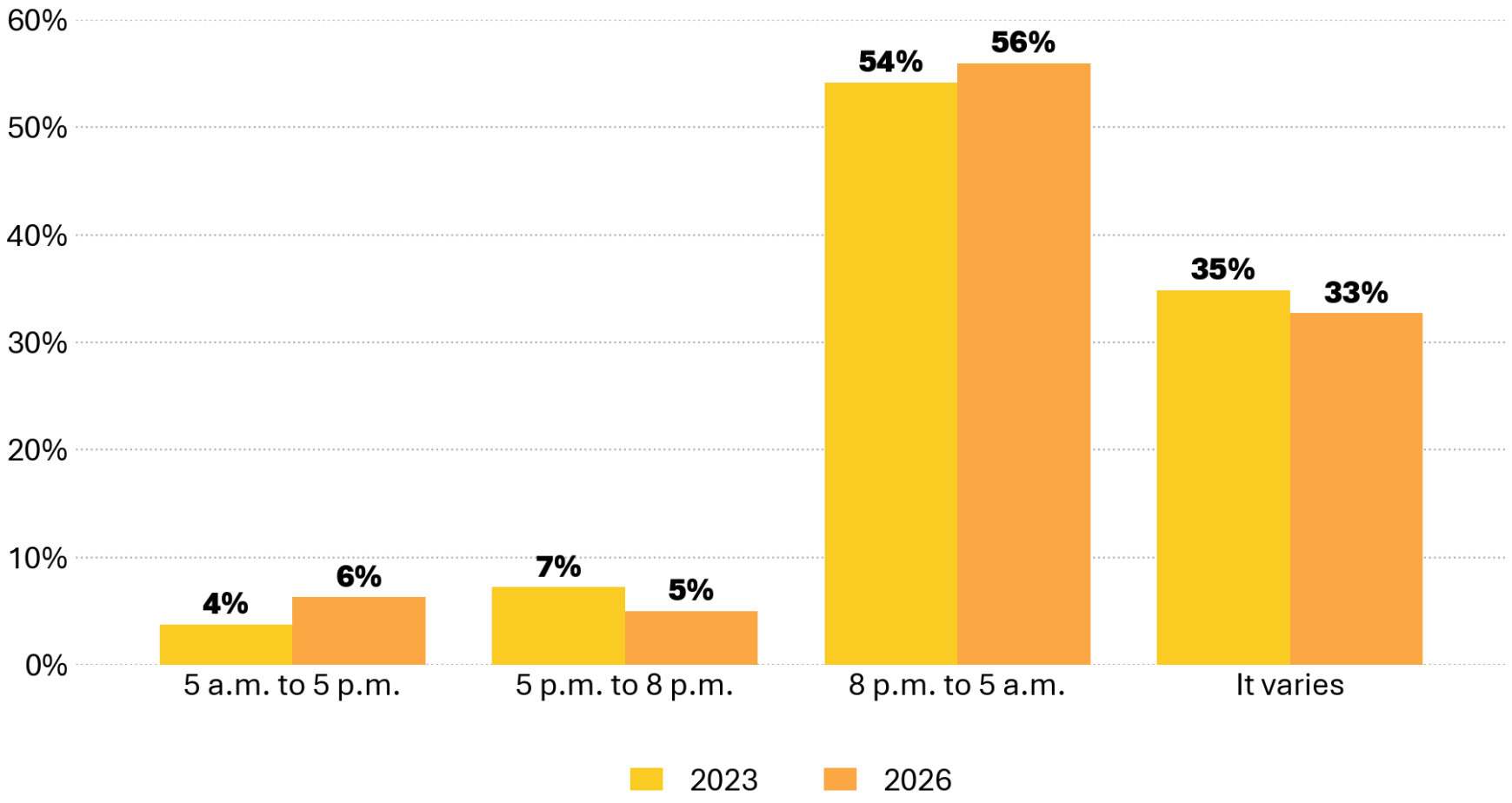
Level 2 Charging Station in Home - WVPA



Members who own an EV were asked: Have you installed a 240-volt outlet or Level 2 charging station in your home to charge the vehicle(s)?

Cooperative INSIGHTS

EV Charging Time - WVPA



Members who own an EV were asked: When do you typically plug the vehicle(s) in to charge at home?

Cooperative INSIGHTS

4
Cooperative Relationship

Cooperative INSIGHTS

4 - Cooperative Relationship

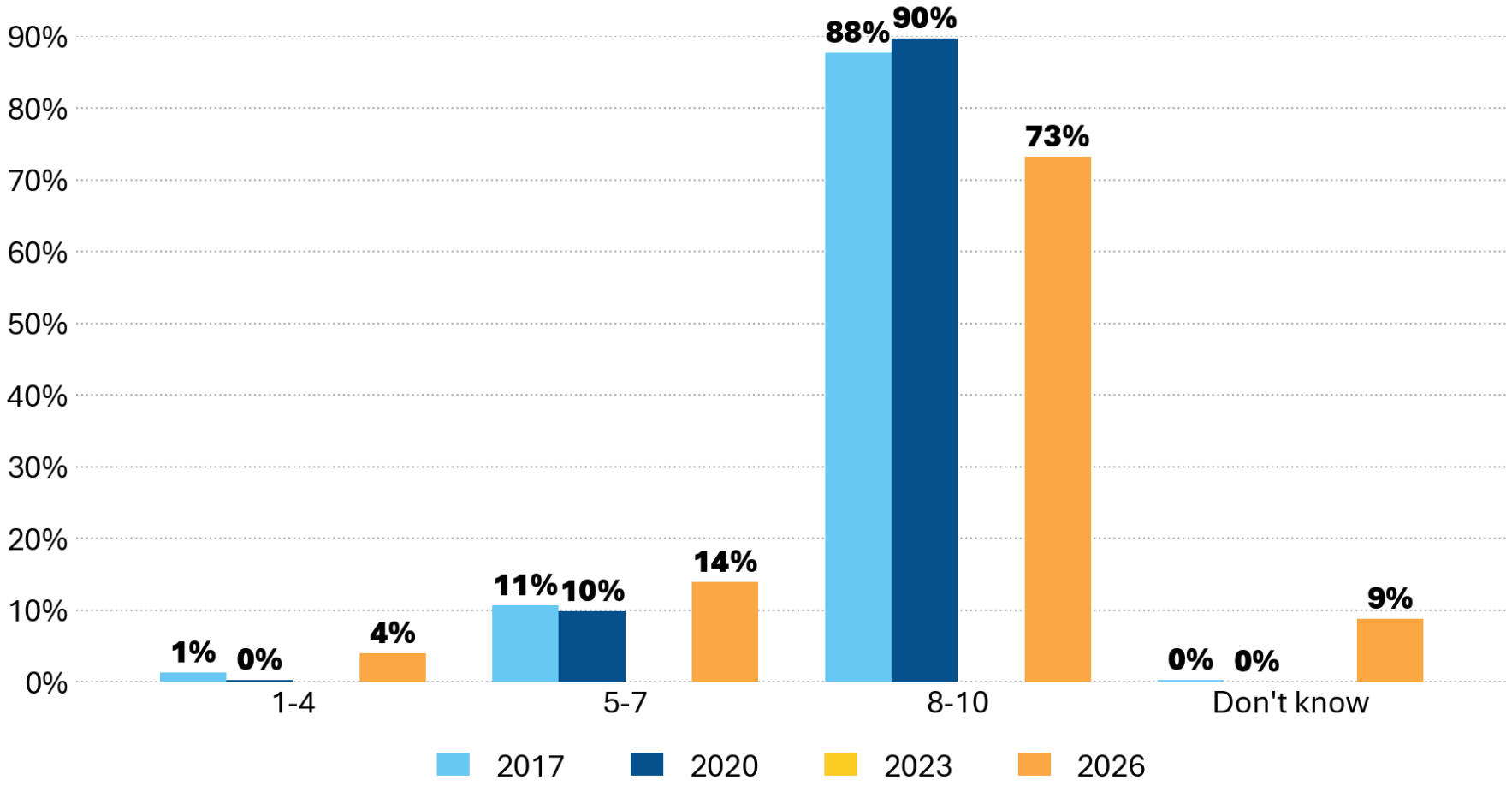
Understanding how members perceive the cooperative's impact on the community and options for energy management can help guide strategy.

Section Contents:

- Quality of Life
- Electricity Usage Reduction
- Power Moves Familiarity

Cooperative INSIGHTS

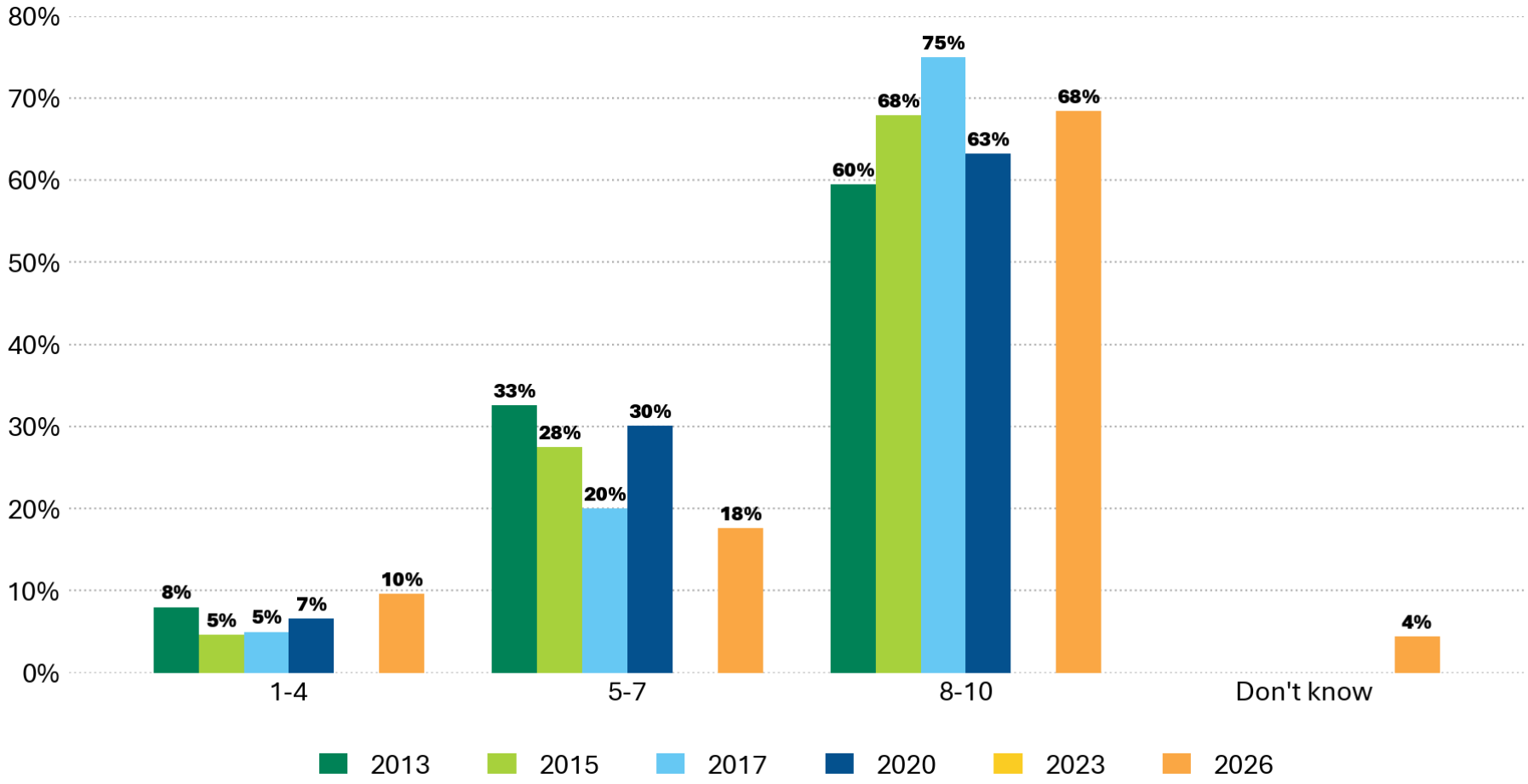
Quality of Life - Steuben County



Members were asked to rate their level of agreement with the statement: My electric utility improves the quality of life in my community. Responses given on a 10-point scale, with 1=strongly disagree and 10=strongly agree.

Cooperative INSIGHTS

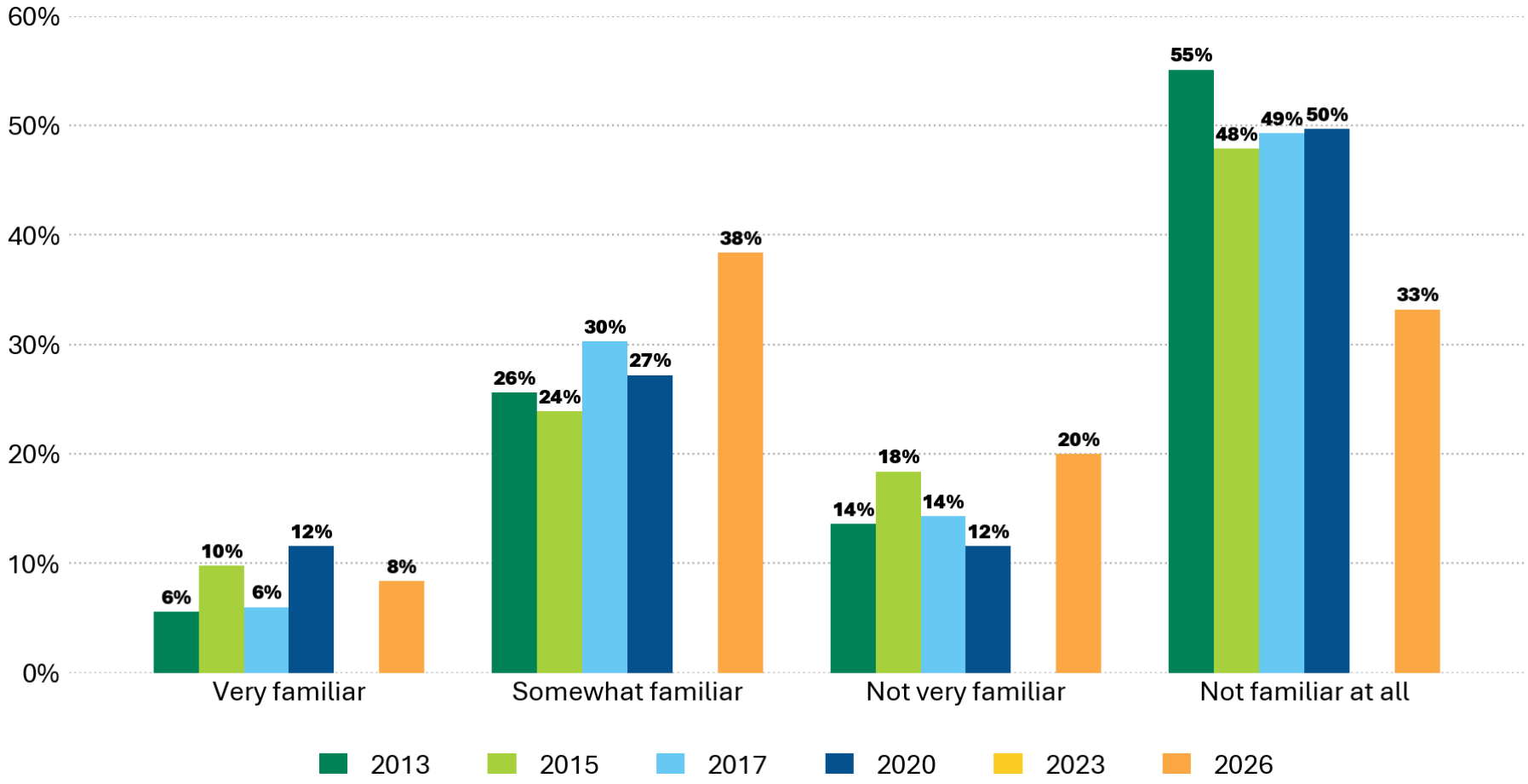
Reduce Electricity Usage - Steuben County



Members were asked to rate their level of agreement with the statement: My electric utility does a good job of providing me with information and programs to help me reduce the amount of electricity I use.
Responses given on a 10-point scale, with 1=strongly disagree and 10=strongly agree.

Cooperative INSIGHTS

Power Moves Familiarity - Steuben County



How familiar are you with your electric co-op's Power Moves program, which offers tips, incentives, and rebates to help make your home more energy efficient?

Cooperative INSIGHTS

5
About the Home

Cooperative INSIGHTS

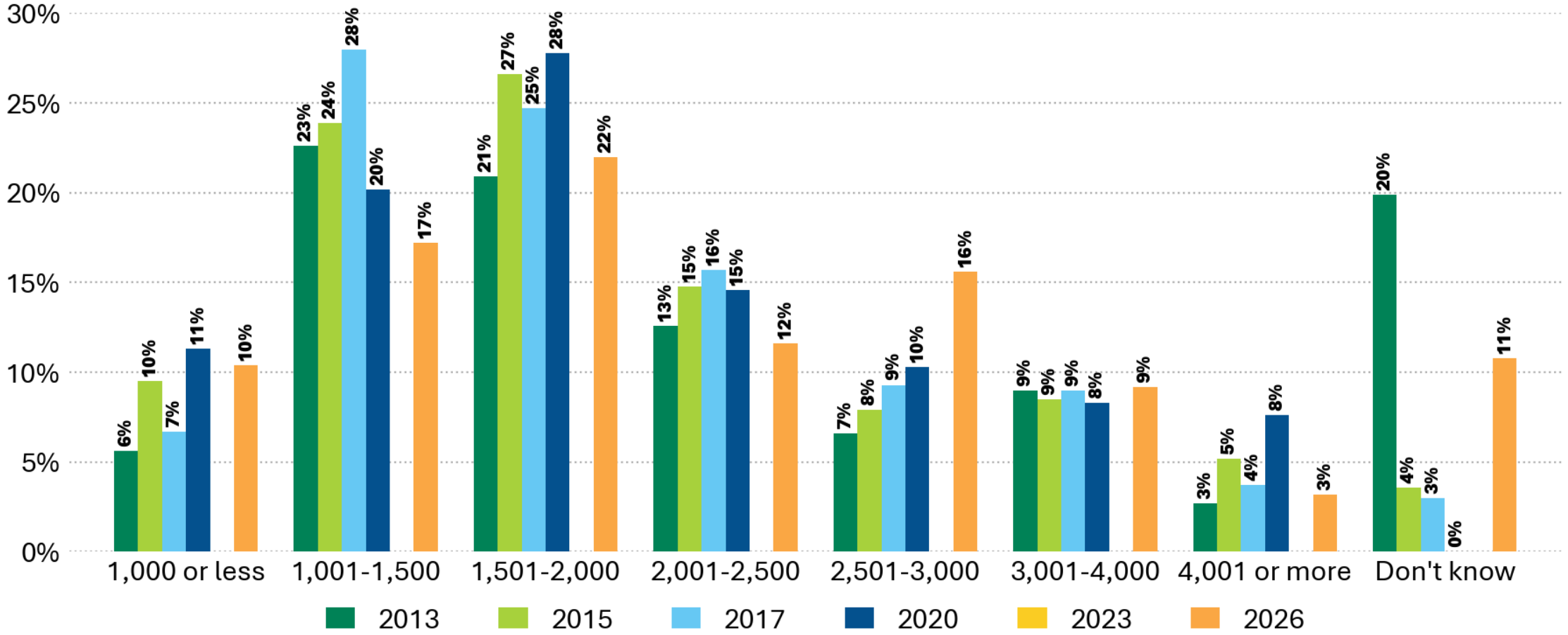
5 - About the Home

Understanding characteristics of homes within the service area – such as type, age, size and use of the residence – can help cooperatives offer relevant programs, manage load effectively and adapt to changing member expectations.

Section Contents:

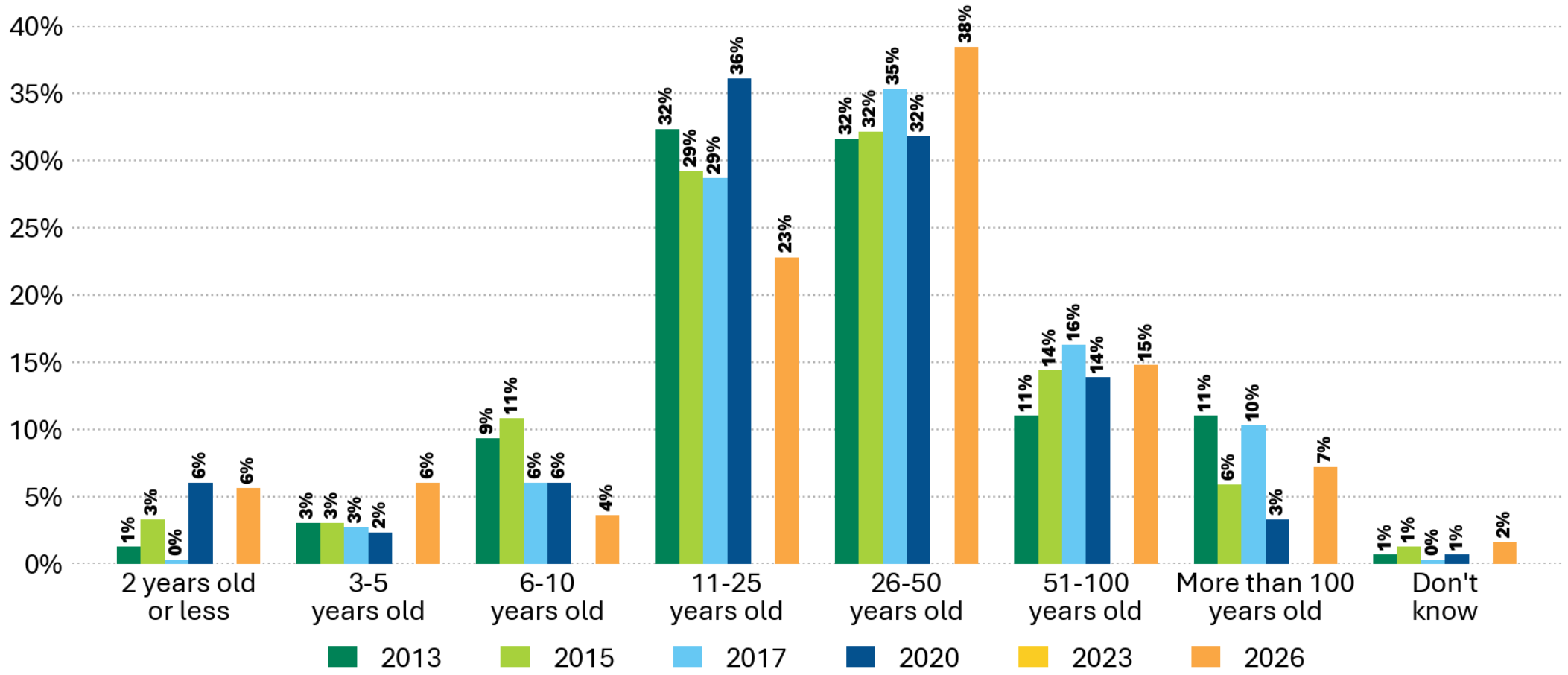
- Square Footage of Home
- Age of Home
- Type of Home
- Type of Property

Square Footage of Home - Steuben County



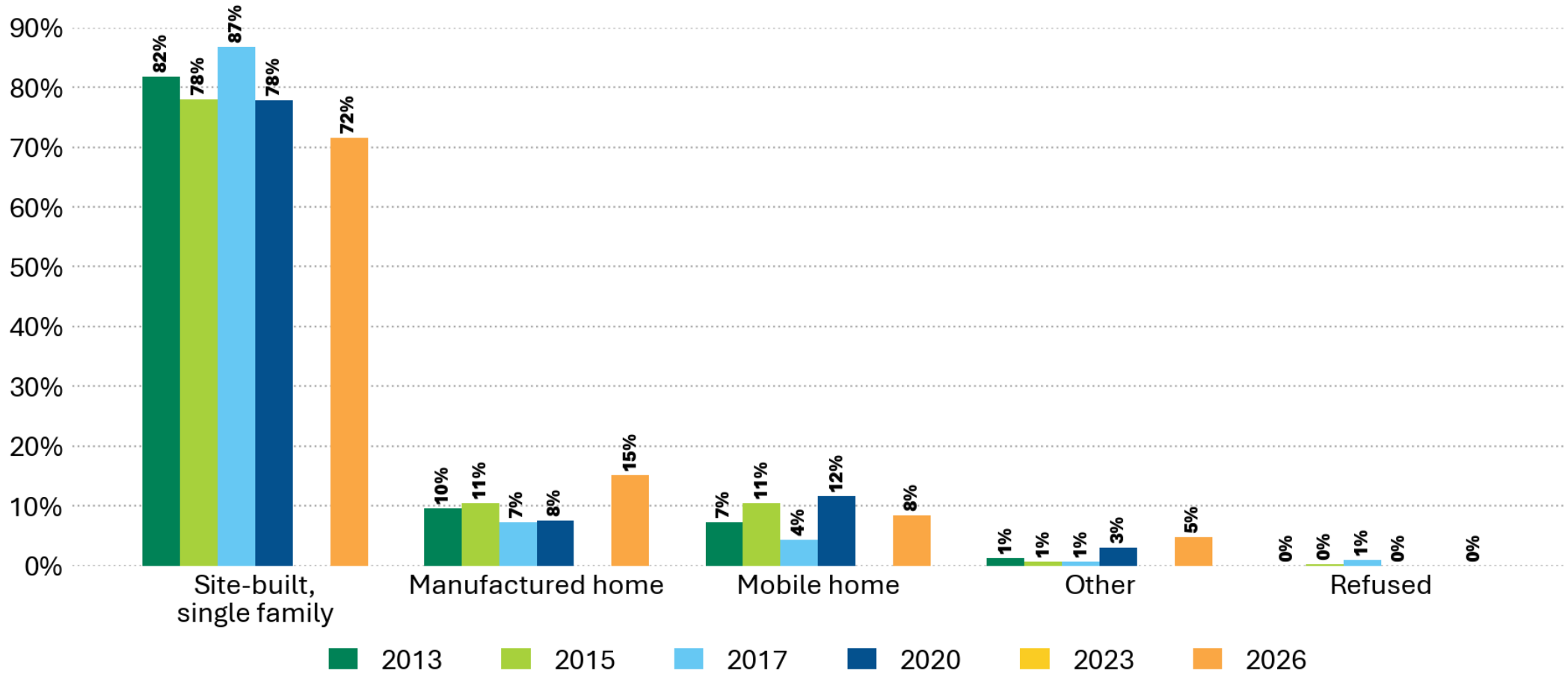
What is the approximate square footage of your home?

Age of Home - Steuben County



What is the approximate age of your home?

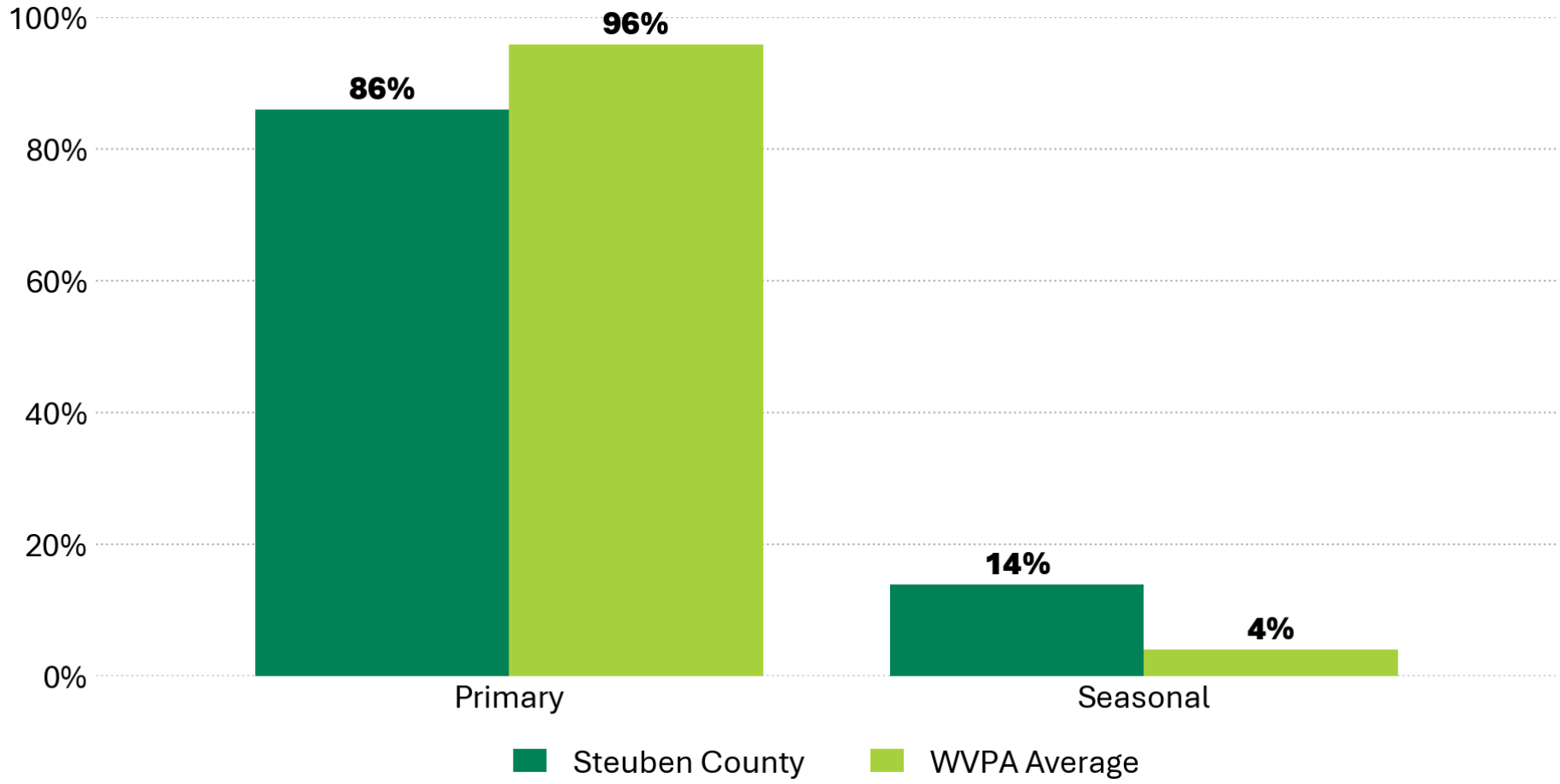
Type of Home - Steuben County



How would you describe that home?
Note: 'Other' primarily includes apartments, townhomes, condominiums and duplexes.

Cooperative INSIGHTS

Type of Property



Is the property served by your cooperative your primary residence or a seasonal home?

Cooperative INSIGHTS

6 Participant Profile

Cooperative INSIGHTS

6 - Participant Profile

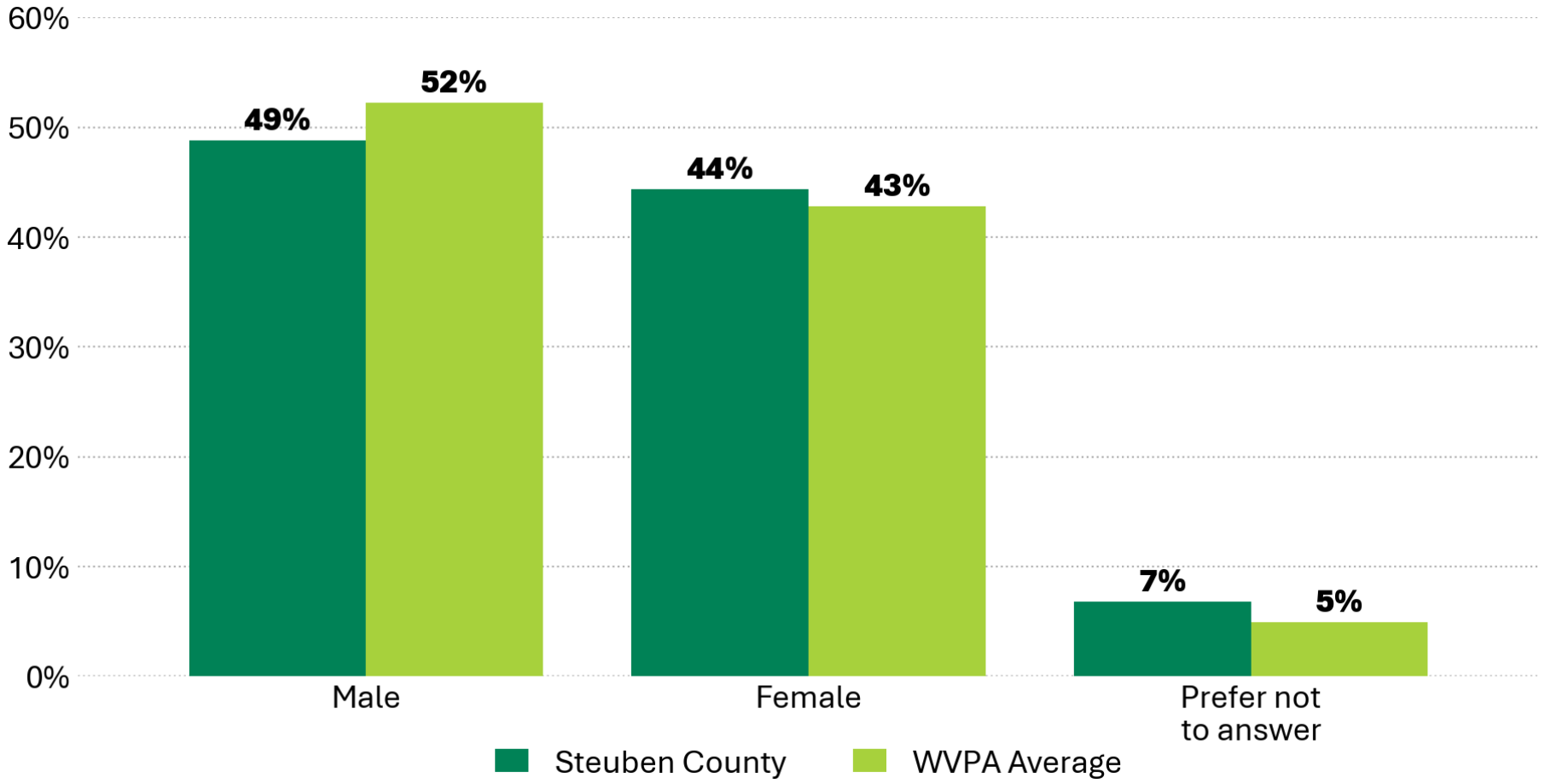
A clear understanding of the member profile enables cooperatives to craft communication that resonates across a diverse audience.

Section Contents:

- Respondent Gender
- Length of Time as Member
- Age of Respondents
- Number of People in Home
- Household Income

Cooperative INSIGHTS

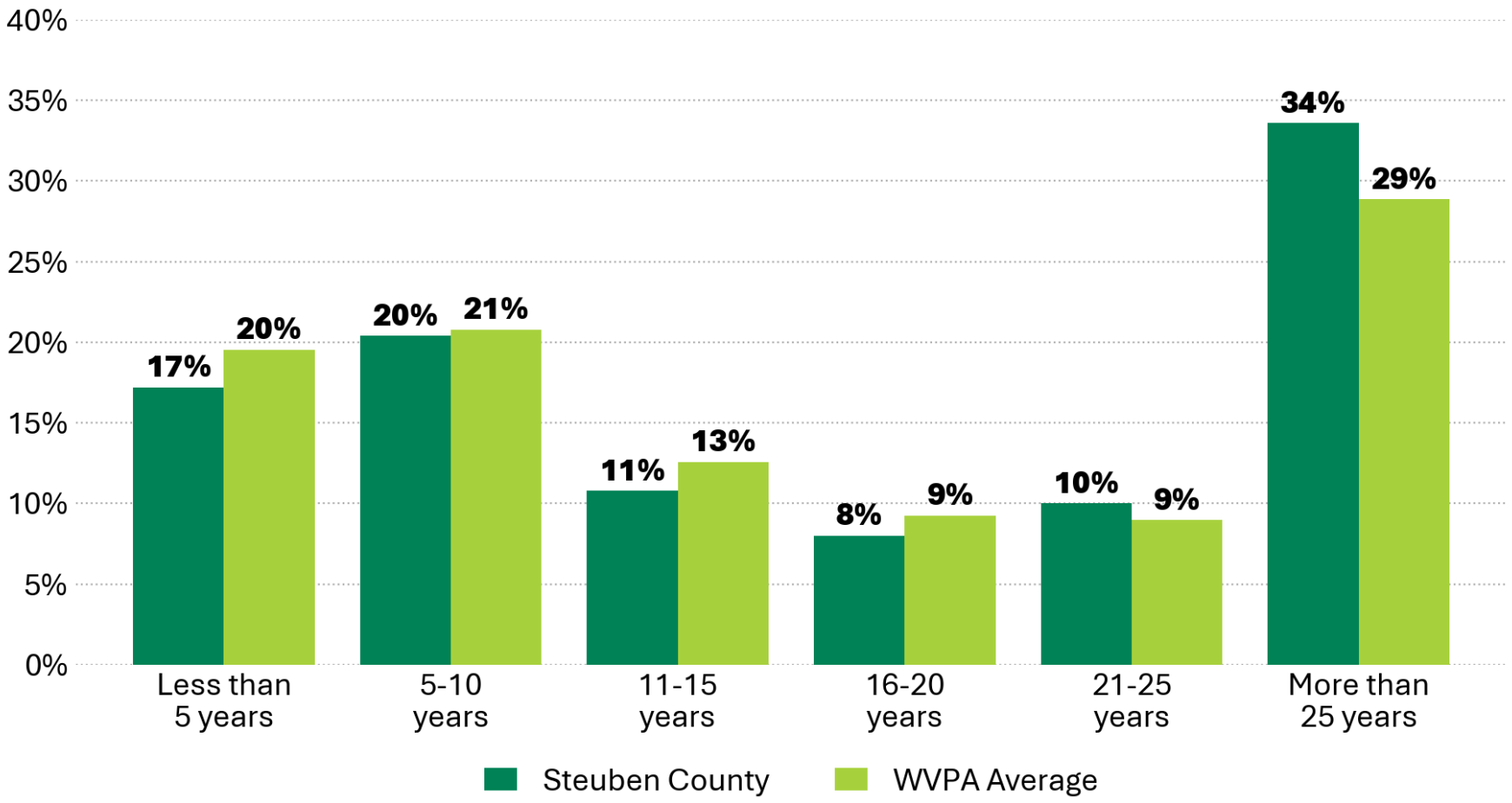
Respondent Gender



What is your gender?

Cooperative INSIGHTS

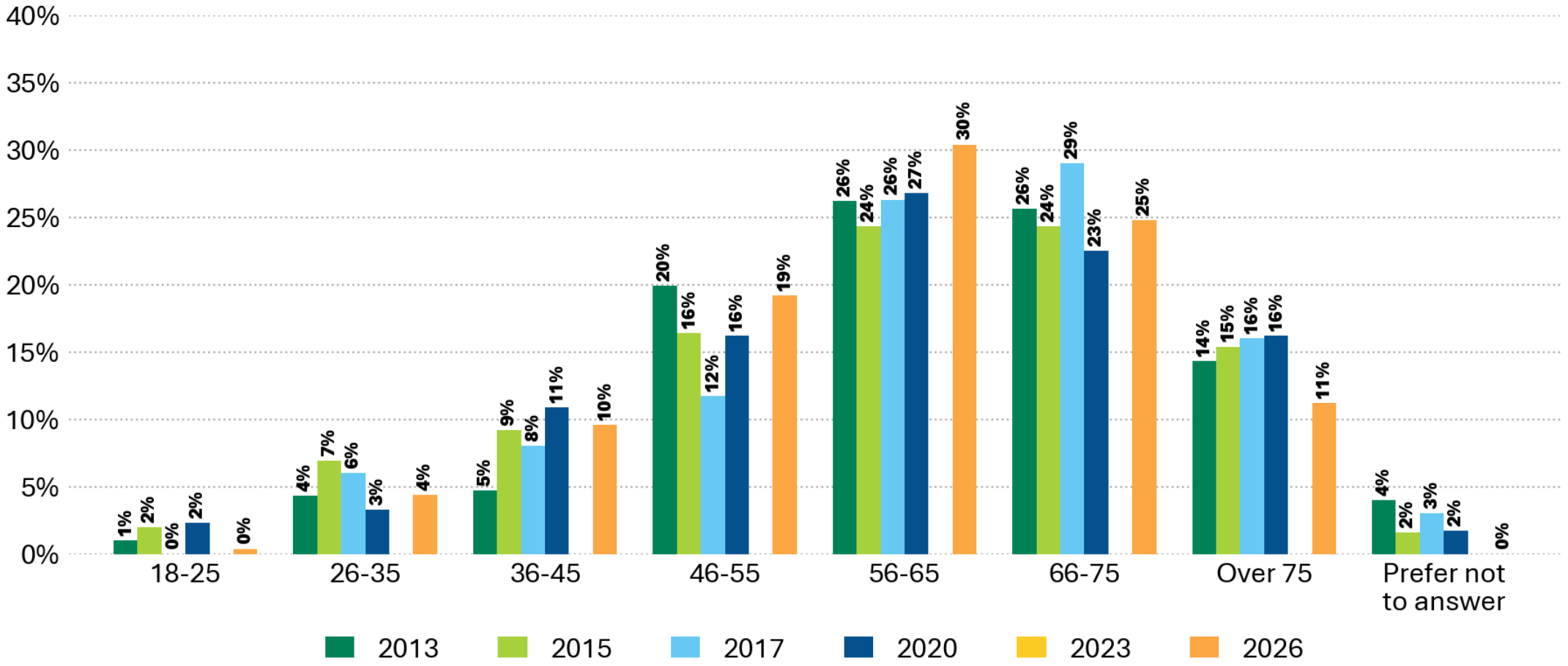
Length of Time as Cooperative Member



How long have you been served by your cooperative?

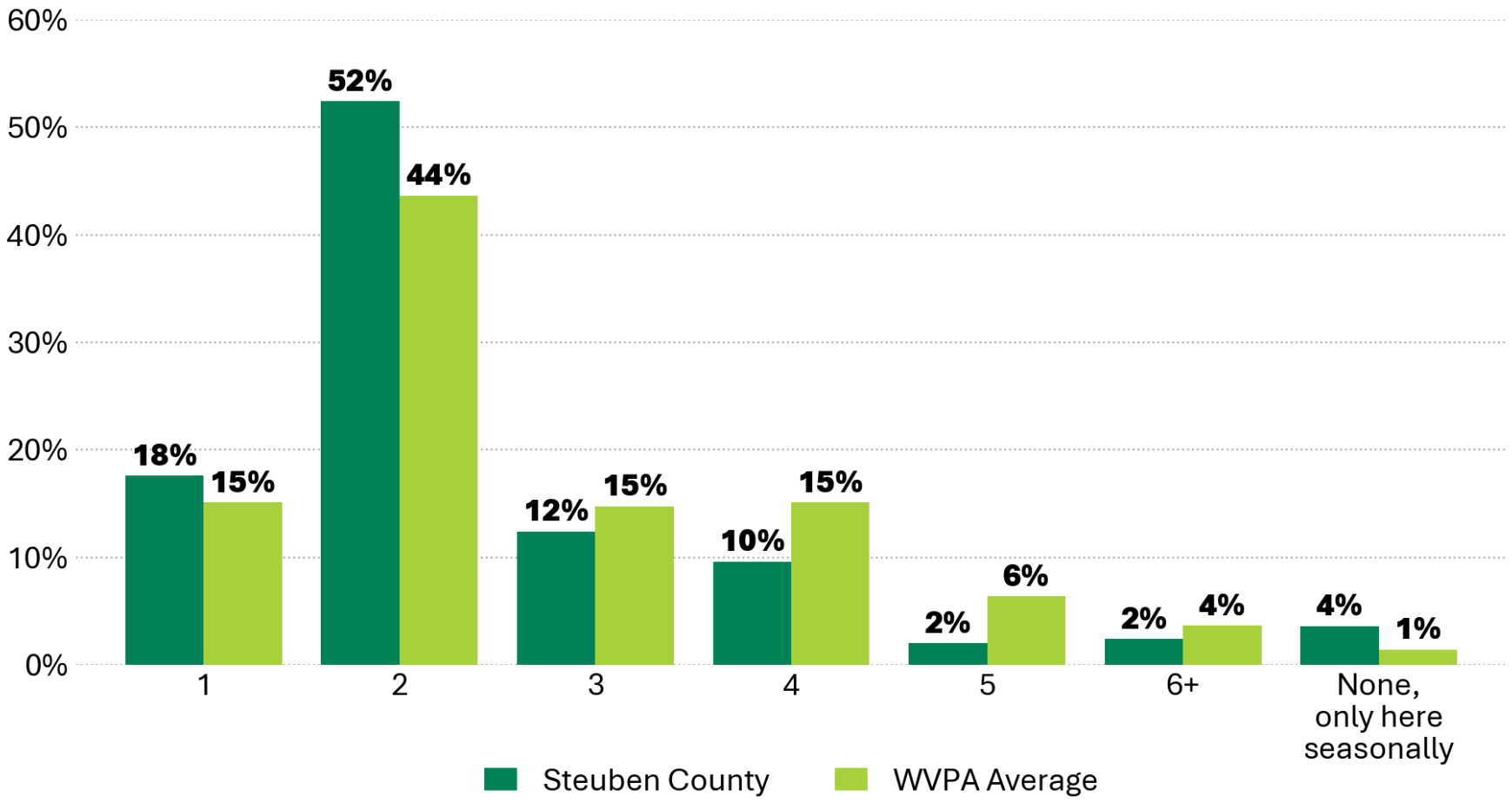
Cooperative INSIGHTS

Age of Respondents - Steuben County



What is your age?

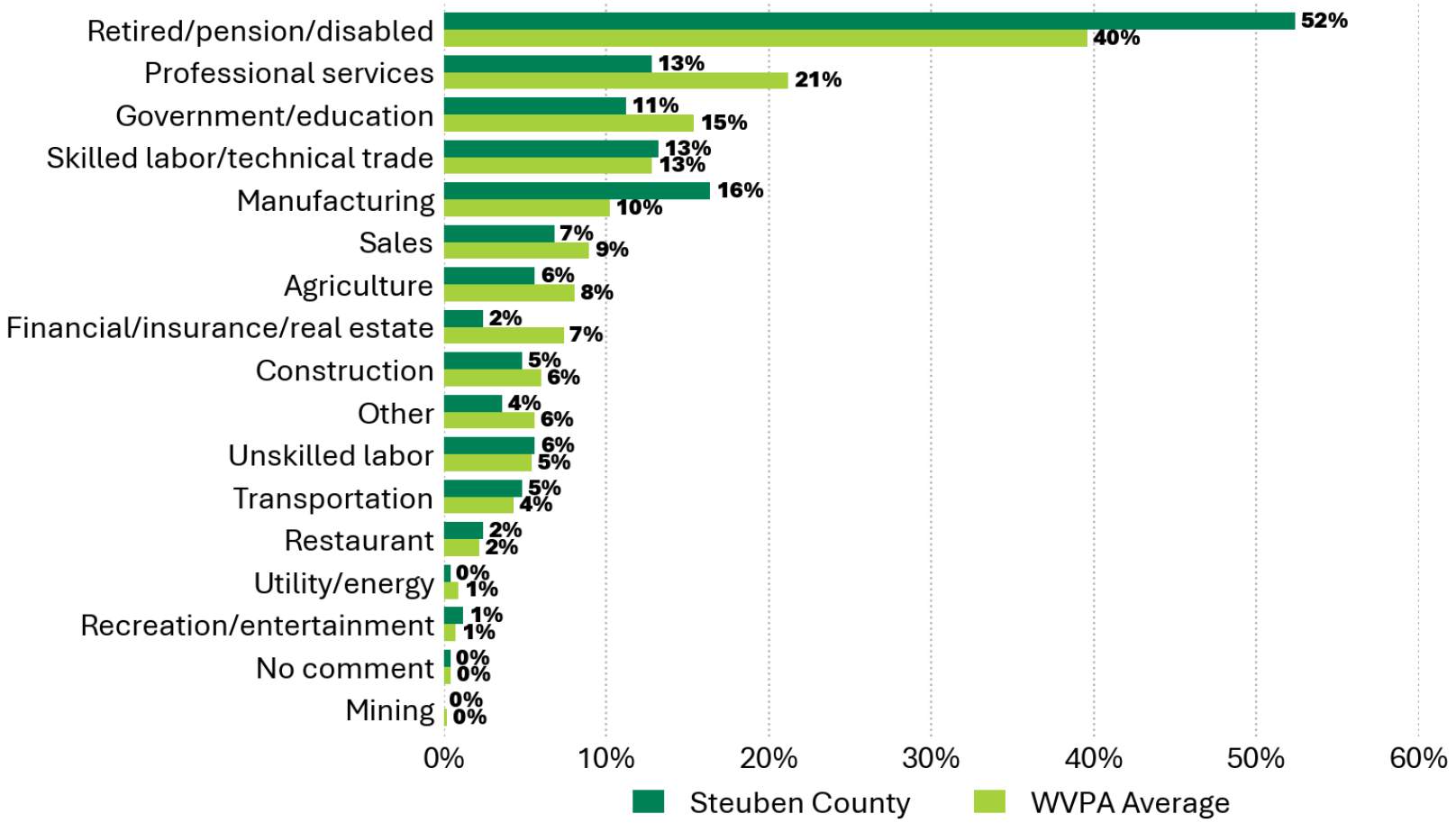
Number of People in Home



Including yourself, how many people live in this household most of the year?

Cooperative INSIGHTS

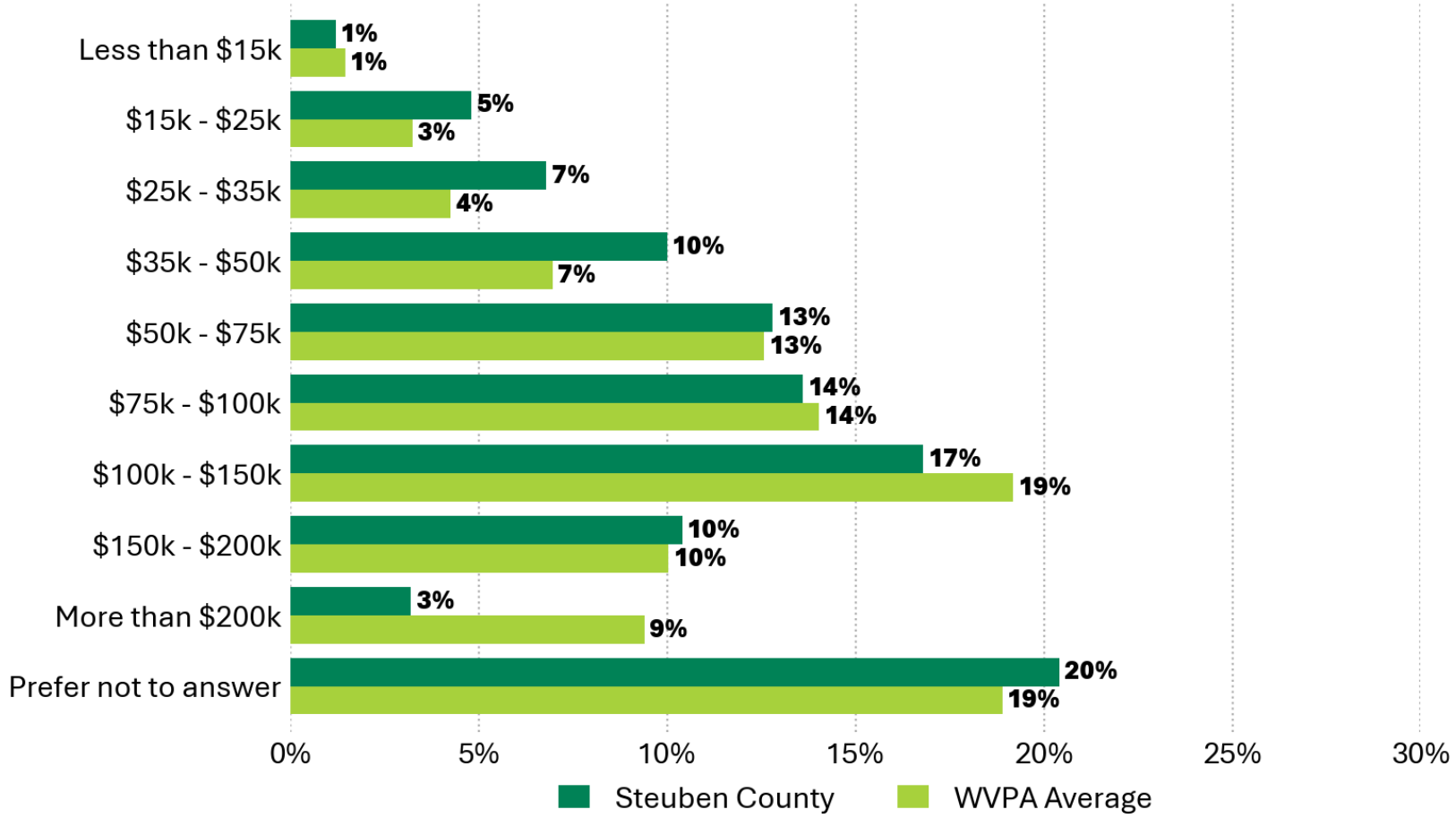
Main Source of Household Income



In which of the following industries does anyone in your household work? Please select all that apply.

Cooperative INSIGHTS

Total Household Income



Which of the following represents your household's total annual income before taxes?

Cooperative INSIGHTS

7 Participating Cooperatives

Cooperative INSIGHTS

7 - Participating Cooperatives

Boone Power

Carroll White REMC

Corn Belt Energy

EnerStar Electric Cooperative

Fulton County REMC

Heartland REMC

Hendricks Power Cooperative

Jasper County REMC

Jay County REMC

Kankakee Valley REMC

Kosciusko REMC

LaGrange County REMC

Marshall County REMC

Miami-Cass REMC

MJM Electric Cooperative

Newton County REMC

NineStar Connect

Noble REMC

Parke County REMC

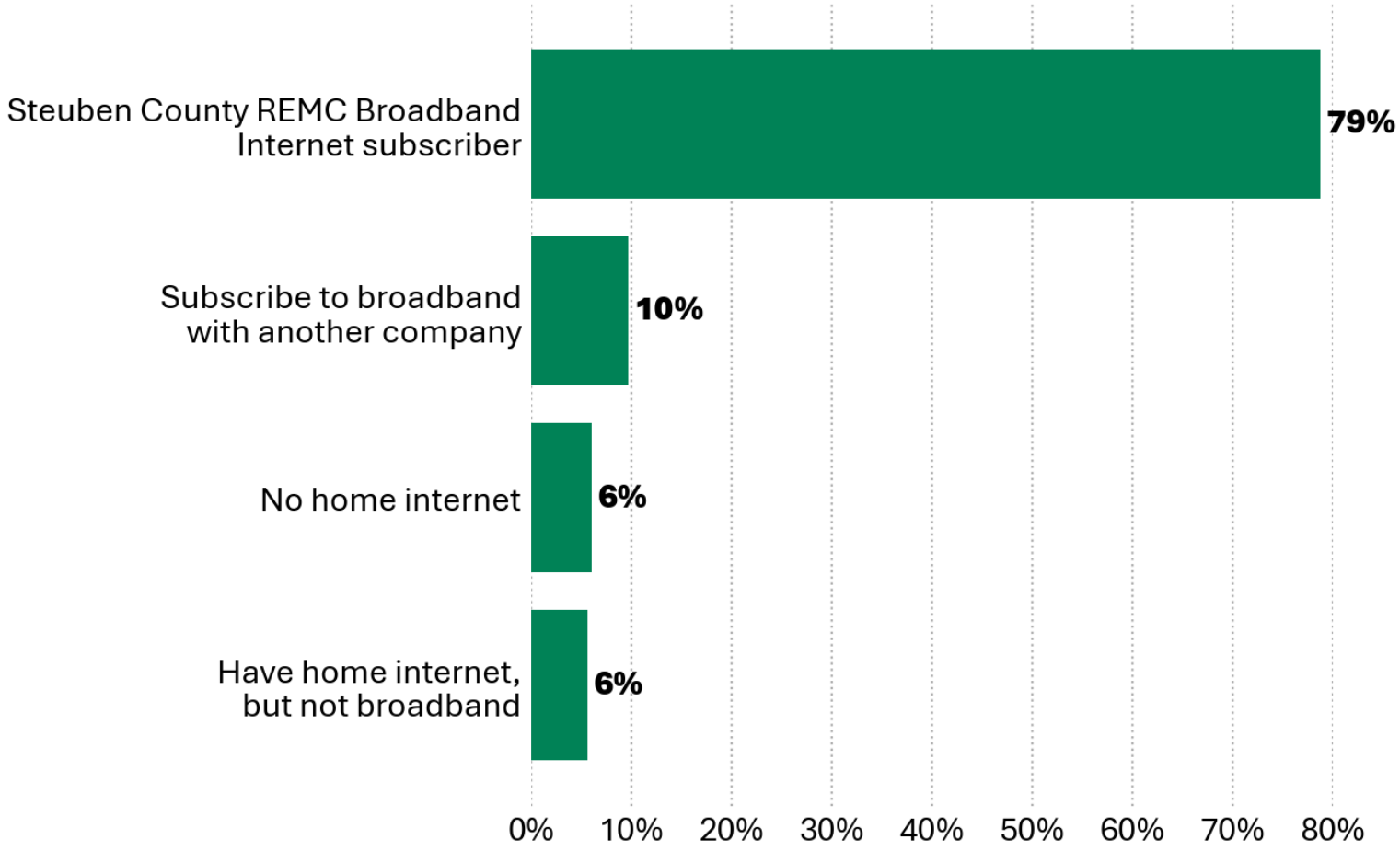
Steuben County REMC

Warren County REMC

Cooperative INSIGHTS

8 Custom Questions

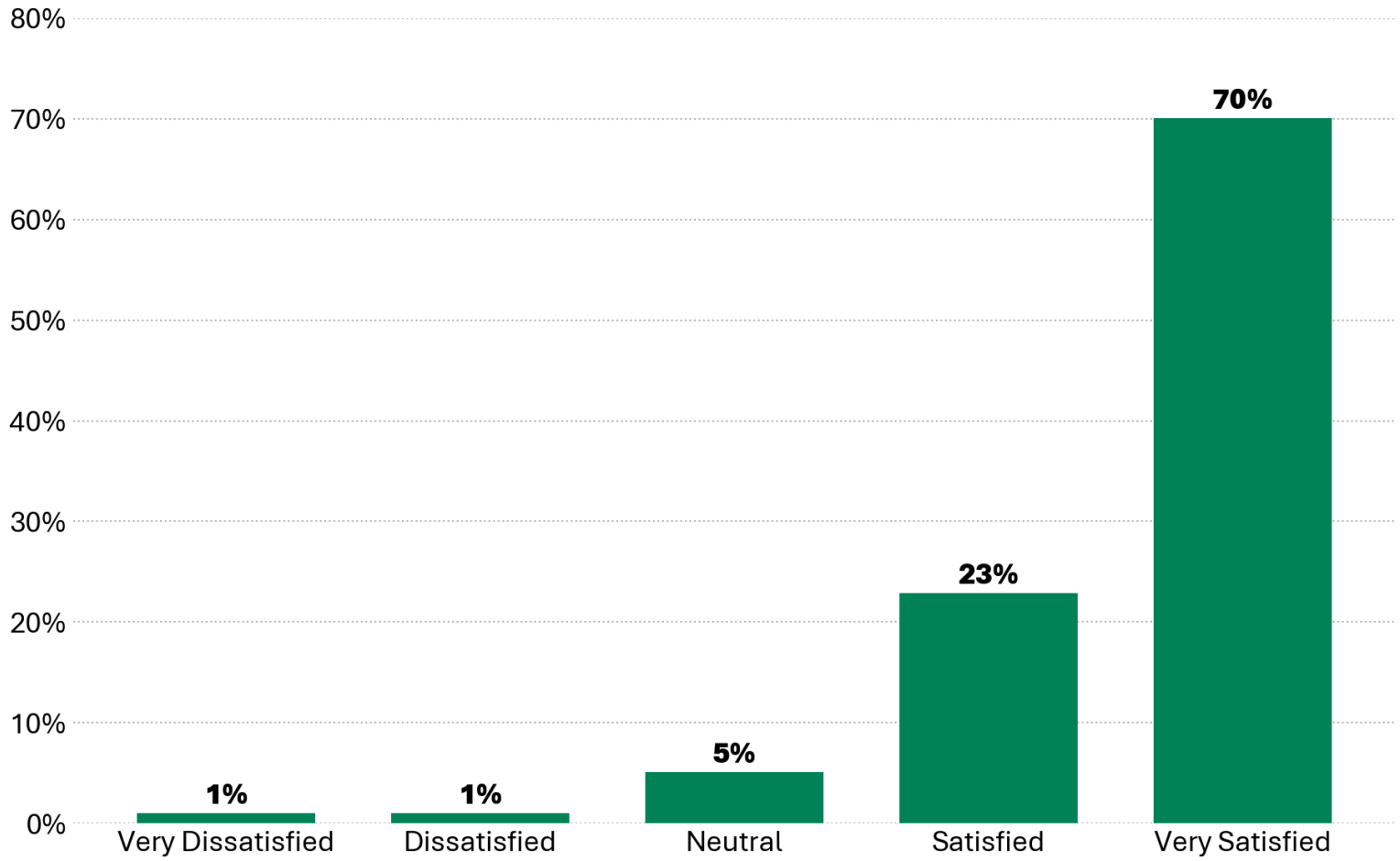
Current Internet Situation



Which of the following best describes your current home internet situation?

Cooperative INSIGHTS

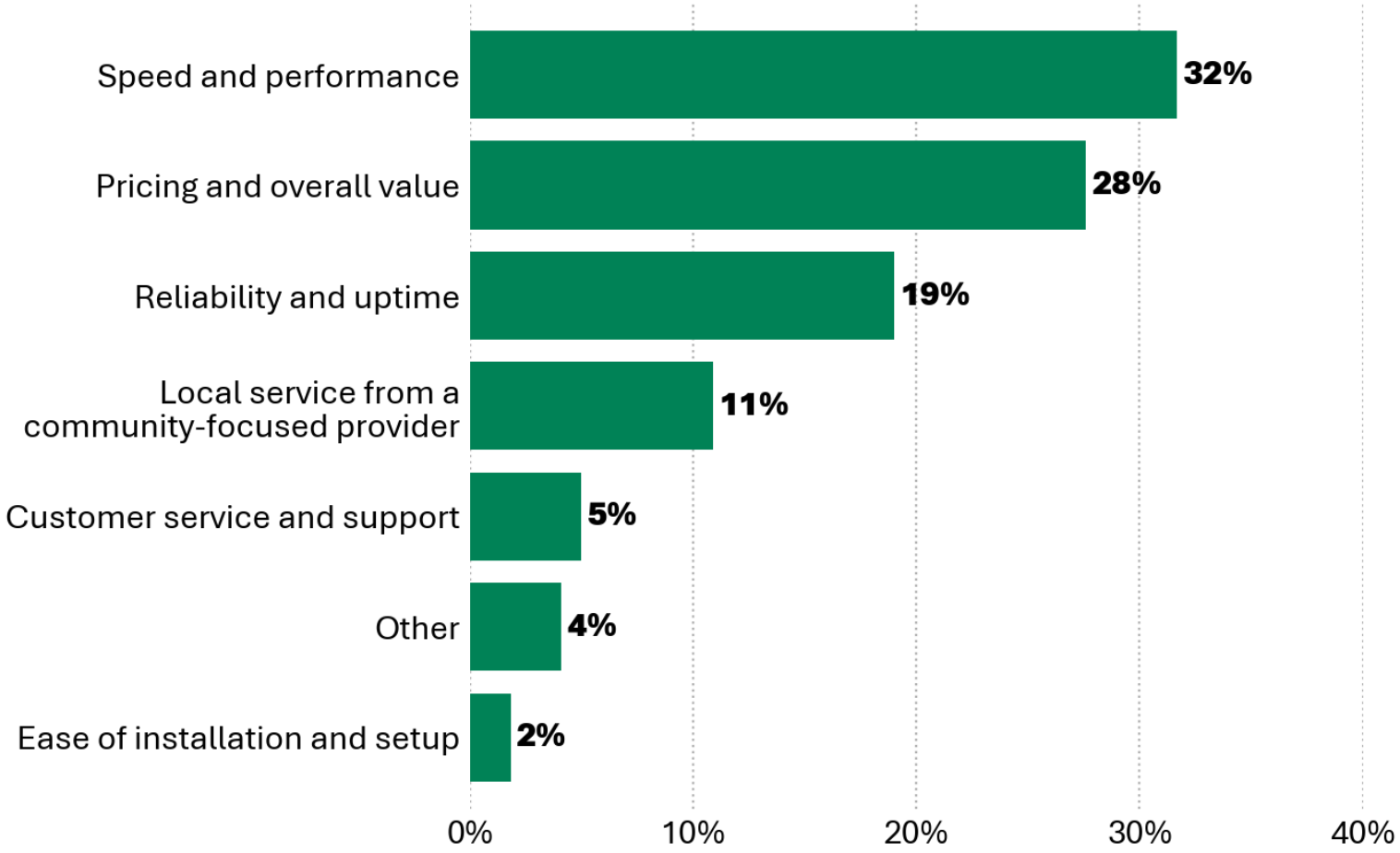
Satisfaction with Steuben Broadband Internet



Members subscribed to Steuben County REMC Broadband Internet were asked: Overall, how satisfied are you with your broadband service from Steuben County REMC?

Cooperative INSIGHTS

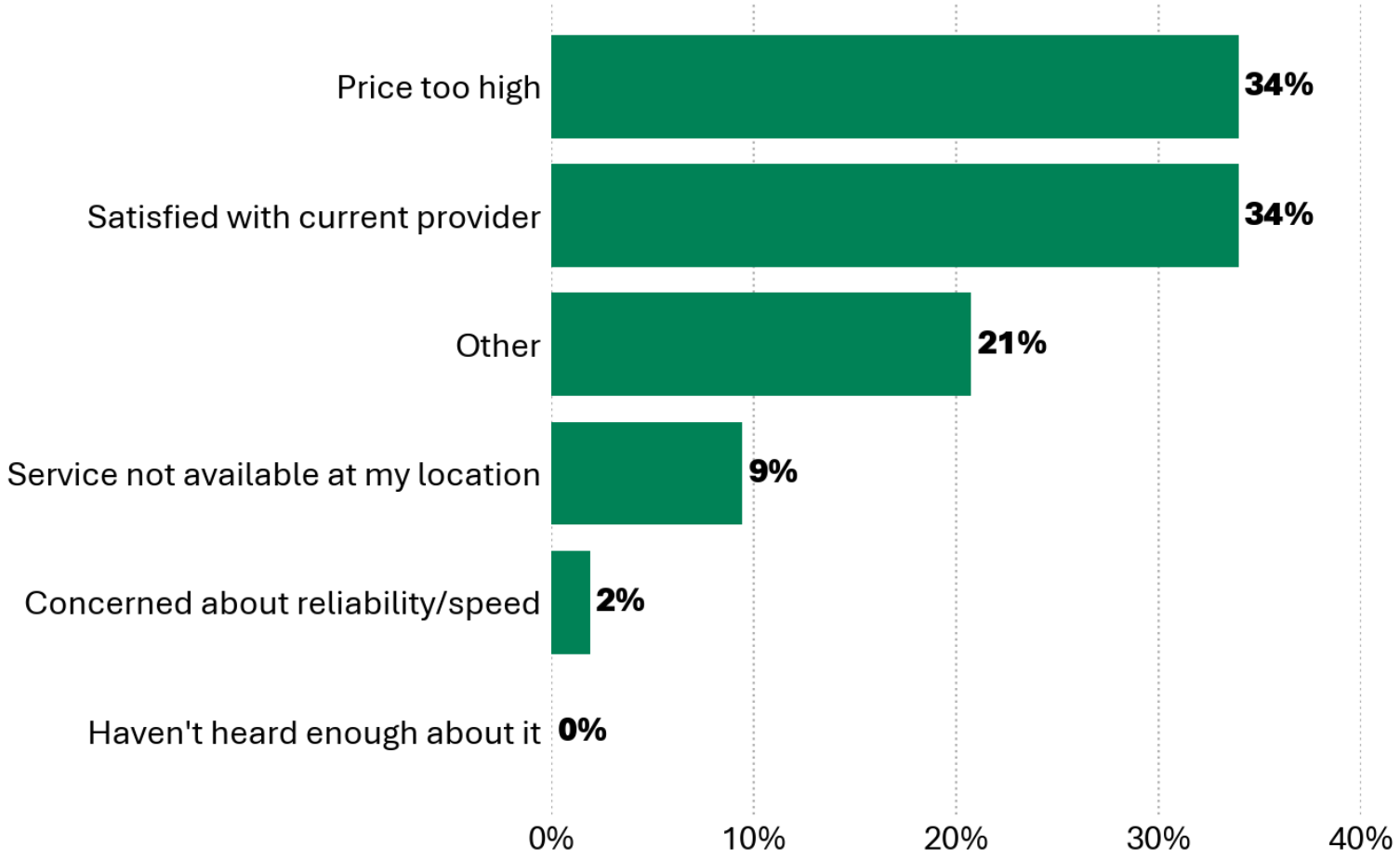
Most Valued Aspect of Broadband Service



Members who subscribed to broadband service were asked: Which aspect of your broadband service do you value most?

Cooperative INSIGHTS

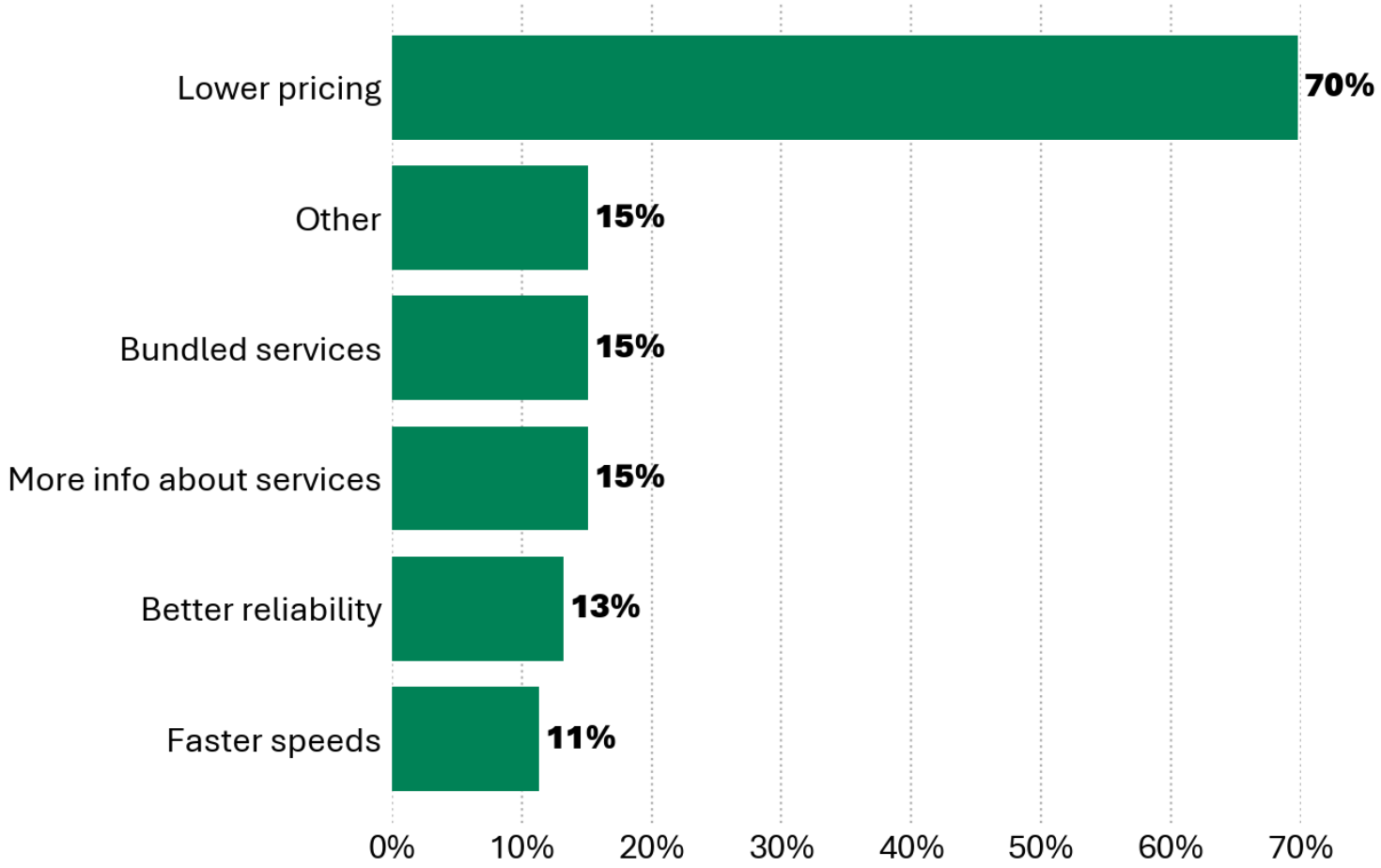
Primary Reason for Not Subscribing to Steuben Broadband Internet



Members who didn't subscribe to broadband service were asked: What is the primary reason you have not subscribed to Steuben County REMC Broadband Internet?

Cooperative INSIGHTS

Motivation to Subscribe to Steuben County REMC Broadband Internet



Members who didn't subscribe to broadband service were asked: What would make you more likely to consider subscribing in the future? Please select all that apply.

Cooperative INSIGHTS

9
Appendix

Cooperative INSIGHTS

Disposition of Email Survey Invitations - Steuben County

Dispositions	Number
Emails Provided	6,640
Number of Members Invited to Participate	5,206
Response Rate	5.76%
WVPA Average Response Rate	5.47%

Cooperative INSIGHTS

Appendix

ACSI® Score

The American Customer Satisfaction Index (ACSI®) score is a national, cross-industry measure of satisfaction with the quality of products and services available to household consumers in the United States. Scores range from 0 to 100, with 100 being the highest possible satisfaction. ACSI is both a trend measure and a benchmark for comparison against industry averages, competitors and even best-in-class companies across sectors.

ACSI is a registered trademark of the American Customer Satisfaction Index LLC. Any external publication or promotional use of ACSI data, including charts, logos, or specific scores (beyond internal reporting), requires express prior written consent from ACSI LLC or use of a pre-approved boilerplate.

Age Stratification

WVPA's Satisfaction and Saturation Survey applies age stratification, meaning that the members who participate in the survey represent the same age distribution as the cooperative's membership overall. This practice helps ensure that results accurately reflect the entire member population, with no age groups over- or under-represented.

Appendix

Confidence Interval

A confidence interval is a range of values provided alongside an estimate, such as a mean or average. This range provides a reliable indication of where the actual, unknowable value is likely to fall. This report uses 95% confidence intervals, meaning that if the same survey were repeated many times, we would expect that 95 of the 100 confidence intervals would contain the true mean for the population. It can be thought of as the most reasonable range for the true value.

Net Promoter Score℠ (NPS®)

Net Promoter Score (NPS) is a widely used metric for evaluating satisfaction and loyalty. It measures how likely customers are to recommend a company, product or service, offering a clear snapshot of overall sentiment and how well expectations are being met. Electric cooperatives are increasingly adopting NPS to better understand member loyalty as opportunities to engage members in programs that support grid management increase. NPS is based on a single question that asks respondents to rate their likelihood to recommend on a 0–10 scale. The score is calculated by subtracting the percentage of detractors (0–6) from promoters (9–10), resulting in a value between –100 and +100. Promoters are enthusiastic, loyal members who are most likely to trust, engage with, and advocate for the cooperative. Passives (7–8) are satisfied but not strongly supportive. Detractors are dissatisfied members who are least likely to engage and most likely to express negative perceptions or resistance.

Cooperative
INSIGHTS