



Member-Consumer Survey

GREAT RIVER ENERGY periodically surveys member-consumers served by our 28 member-owner cooperatives to measure opinions on important energy issues, identify member-consumer expectations and better understand member-consumer views. Detailed below are some key findings of the 2021 research

Cooperative member-consumers support Great River Energy's commitment to an affordable transition to more renewable energy

- When asked to name the highest priority initiatives for Great River Energy, a majority of member-consumers included increasing renewable energy and keeping costs as low as possible in their top two priorities. No other initiatives were named by more than one-third of member-consumers.
- 57% of member-consumers want Great River Energy to use renewable energy for at least two-thirds of its energy supply by 2050, doubling the interest in renewable energy compared to our 2019 survey. However, only 22% agreed that 90-100% renewable energy was their preferred goal for 2050.
- 85% of member-consumers support Great River Energy's efforts to reduce carbon dioxide emissions, achieving Minnesota's 80% greenhouse gas reduction goal by 2032 and providing 50% renewable power to cooperative members by 2030.

As utilities reduce their use of fossil fuels, member-consumers prioritize reliability as their most critical need

Using a 10-point scale, member-consumers ranked their priorities as follows:

Reliability	9.38
Limiting bill increases	8.82
Planning for backup supply while storage technology is developed	8.46
A safe electric grid	8.28
Creating green energy jobs in my area	7.72
Expanding equity investments	7.00

Solar and wind energy were ranked as the top fuel sources member-consumers wanted to encourage, with natural gas finishing third out of 10 sources surveyed.

88% of cooperative members are aware of Great River Energy, with 70% holding a favorable view and only 2% holding a negative view

Member-consumers trust cooperatives first to address their most important energy issues

The following table shows the percentage of respondents that trust each source in three categories.

SOURCE	AFFORDABLE	RELIABLE SERVICE	TRANSITION TO CARBON-FREE TECHNOLOGIES
Electric Cooperatives	51%	57%	41%
Environmental Groups	18%	20%	16%
Customer Advocates	17%	8%	5%
Renewable Developers	7%	7%	25%
Major Employers	2%	5%	2%
Local Elected Officials	3%	2%	6%
Technology Companies	1%	1%	5%

While energy is important part of our daily lives, other issues are considered more important for state action

- Affordable health care, funding for education and controlling taxes and spending were selected as the most important issues for the State of Minnesota to address. Developing reliable and affordable sources of energy ranked eighth of the nine issues surveyed.
- When asked to rate whether electricity from cooperatives is an excellent value, 75% of member-consumers gave electricity from cooperatives a score of at least 8 on a 10-point scale.

VIEWS ON THE STATE'S ROLE

Utilities are meeting state goals and we should turn attention elsewhere	54%
Pass laws to push utilities faster	26%
Legislators are spending too much time on climate change	14%

Cooperative members support a state electrification strategy

- 74% of member-consumers agreed that Minnesota should transition from traditional fuels and start using more electricity in areas such as transportation and heating.
- When asked the best reason to support electrification, 53% named environmental benefits in an open-ended survey question. In contrast, 39% said they had no concerns about an electrification strategy, while 22% identified cost as their largest concern.

METHODOLOGY: The study contains the results of a survey administered to 800 randomly selected adult residents of the Great River Energy's member-owners' service areas in Minnesota. Professional interviewers conducted the survey via landline and cell phone calls from Dec. 7-21, 2021. The average interview was 21 minutes. The completed sample was aligned to the demographics of the service areas, and results are projectable to a margin of error of +3.5% at a 95% confidence. Rapp Strategies, Inc. designed the survey and prepared the analysis, and the Morris Leatherman Company conducted the interviews, managed the sample and tabulated the data.

GREAT RIVER ENERGY: Great River Energy is a not-for-profit electric cooperative owned by its 28 member cooperatives. The organization generates and transmits electricity for those members, located in the outer-ring suburbs of the Twin Cities up to the Arrowhead region of Minnesota and down to the farmland region in the southwestern portion of the state. A member-controlled entity, Great River Energy is governed by a democratically elected board of directors who are electric cooperative members themselves. Board members establish rates and develop policies in the best interest of Great River Energy and its members. The member cooperatives serve more than 720,000 member-consumers — or approximately 1.7 million people. Great River Energy owns and operates power plants and purchases additional power from several wind farms and the energy market. Great River Energy owns and operates about 4,800 miles of transmission line and owns or partly owns more than 100 transmission substations. Learn more at greatriverenergy.com.