



2025 Member-Consumer Survey

Great River Energy conducted a survey of member-consumers to better understand attitudes, priorities and expectations among people served by Great River Energy member-owner cooperatives. Conducted with 800 respondents in May–June 2025, the survey offers insights into economic sentiment, energy concerns, satisfaction and the evolving landscape of cooperative membership. The survey is conducted every three years.

CONCLUSIONS AND STRATEGIC IMPLICATIONS

Rock-solid trust and evolving expectations

Great River Energy's service ratings and trust remain high, even as expectations for cooperatives evolve. The member-owned model is increasingly preferred, and satisfaction with Great River Energy is strong across all demographics.

Reliability the universal priority

Reliability is the top priority for members, independent of demographics or attitudes about other aspects of electrical service

Carbon-free and electrification

Support for carbon-free goals remains stable. Electrification is being accepted and expected.

Community support

The survey reveals a growing commitment to community, with support for area non-profits and community investments climbing to 16% on members' top two priority list. Members overwhelmingly agree that their cooperative does an excellent job supporting the community. This strong endorsement reflects a deepening trust in the cooperative's role as a local leader.

SERVICE RATINGS AND THE COOPERATIVE MODEL

High satisfaction and transparency

Service ratings remain exceptionally high. Over 85% of respondents rate information flow, outage response and board transparency as "good" or "excellent." Only 11% rate information flow as "fair" or "poor," and even among this group, half believe their cooperative meets expectations for transparency.

Preference for member-owned cooperatives

The member-owned cooperative model continues to be strongly preferred over investor-owned utilities. Members increasingly feel like owners rather than customers, reflecting the strength of the cooperative model.

REPUTATION, AWARENESS AND STRATEGIC PRIORITIES

Reputation measures

Great River Energy scores highly on key reputation measures, including value, community support and responsible steps toward reducing carbon dioxide emissions. Positive ratings on these measures remain strong and stable. Awareness of Great River Energy is high (87%), and positive opinions have increased from 72% in 2021 to 76%.

Strategic priorities

Members' top priorities for Great River Energy are keeping costs low and protecting reliability. Reliability is universally valued. Affordability remains a concern. Member support for prioritizing community-owned renewables has jumped from 7, on a one to ten scale, to an 8.19.

TRUST, COMPETITION AND DEMOGRAPHIC INSIGHTS

Trusted experts and emerging competition

Cooperatives are still seen as the experts at implementing solutions for affordability and reliability.

Demographic and regional trends

Regional differences exist, with Southern Minnesota member-consumers feeling more positive about value and reliability and Central Minnesota more focused on grid safety.

CARBON-FREE GOALS, TRANSMISSION AND ELECTRIFICATION

Carbon-free standard

Members views on carbon free energy are stable, with most supporting "up to half" or "most electricity" from carbon free resources. Most respondents prefer a balance approach emphasizing "getting it right" over moving faster.

Transmission investments

Support for new transmission investments remains strong (77%), seen as vital to maintain reliability.

Electrification trends

Support for electrification has grown, with 74% supporting it. Electric vehicle (EV) ownership is at 6%, with 4% likely to purchase an EV in the next five years. Motivations include lower cost, more renewables and environmental impact. Barriers to EV adoption are cost and reliability concerns.