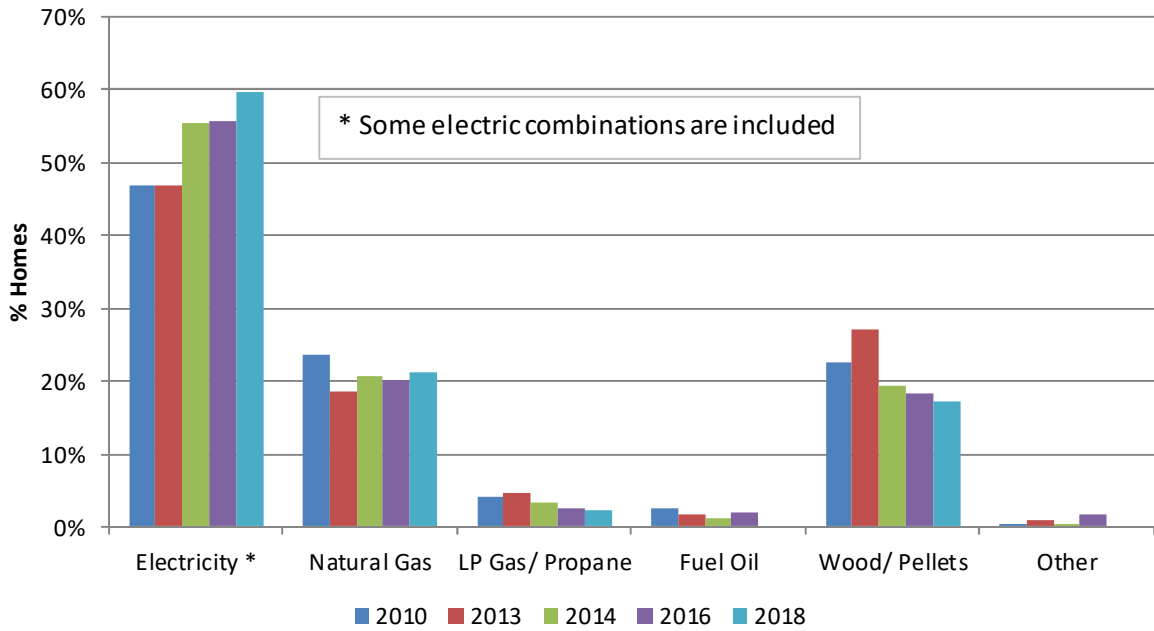
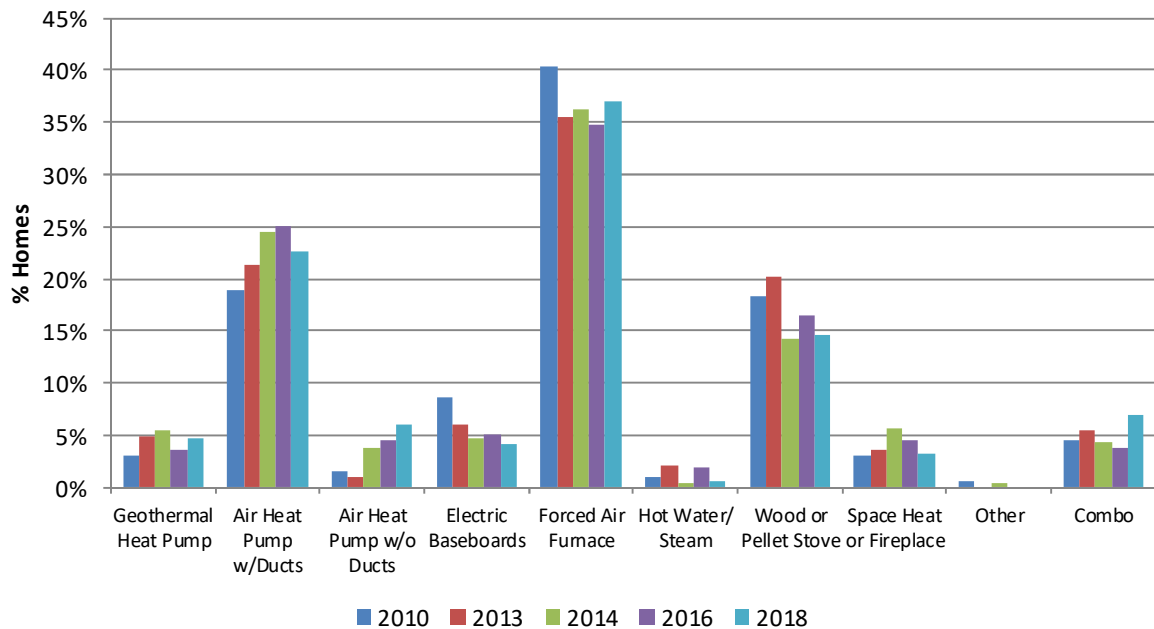


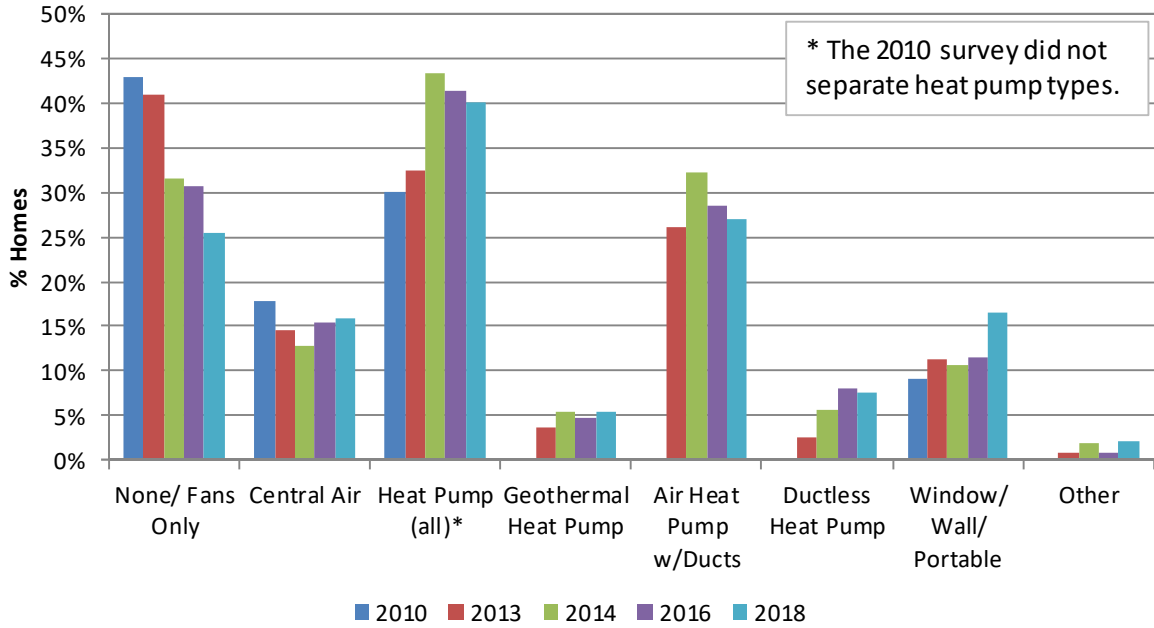
Primary Home Heating Fuel



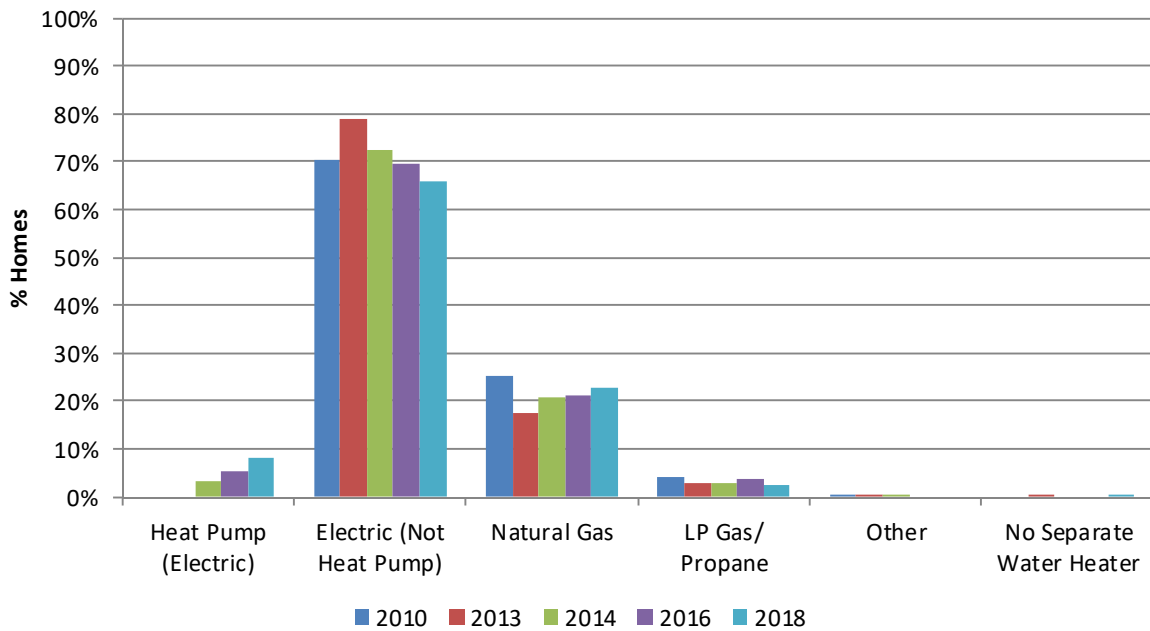
Primary Home Heating Equipment (All Fuels)

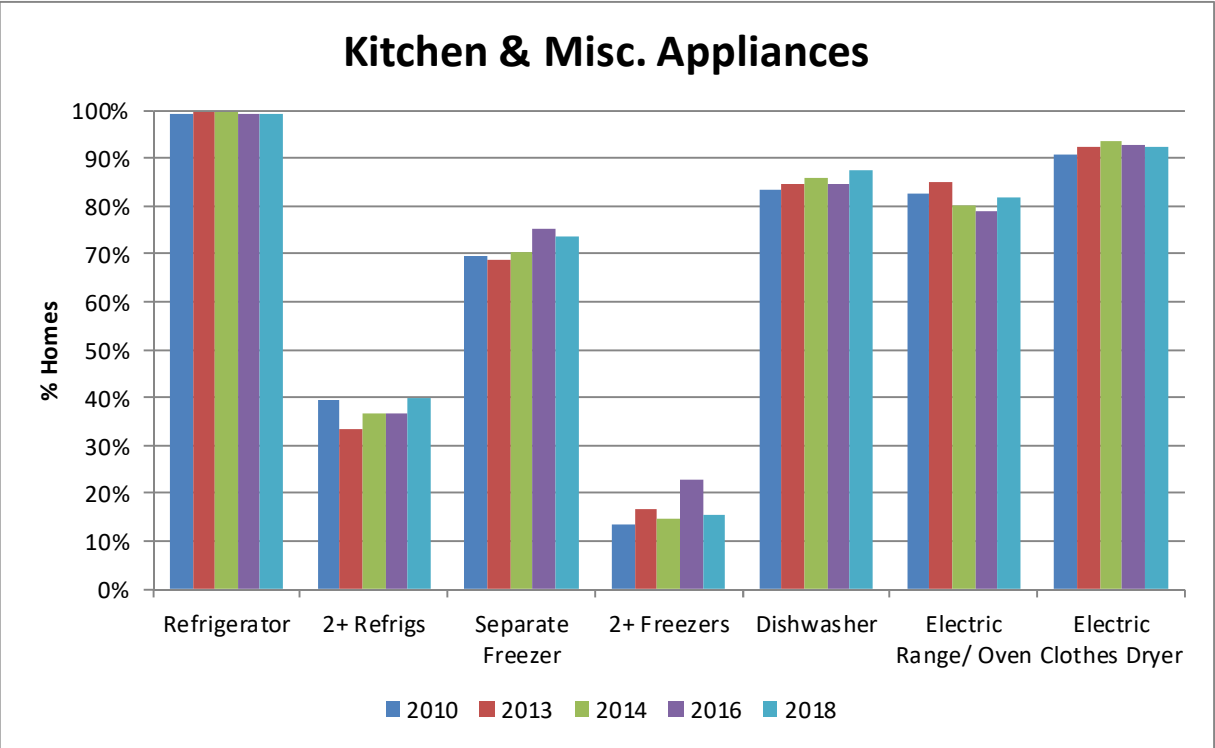
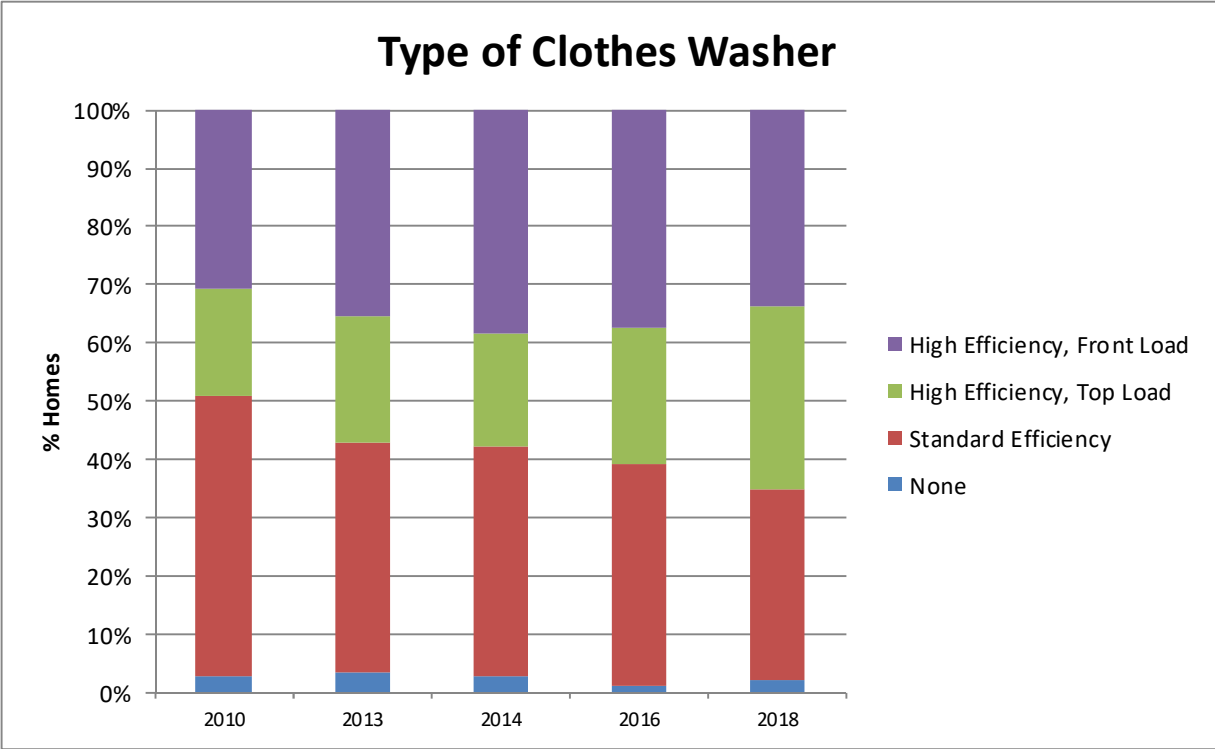


Primary Home Air Conditioning

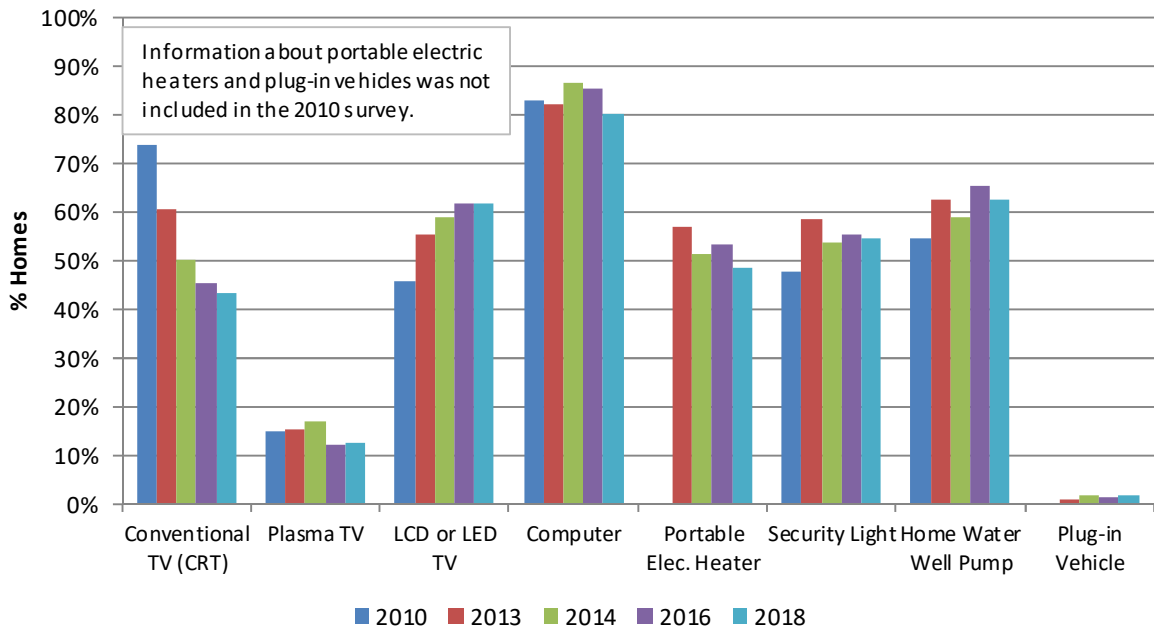


Water Heater Fuel

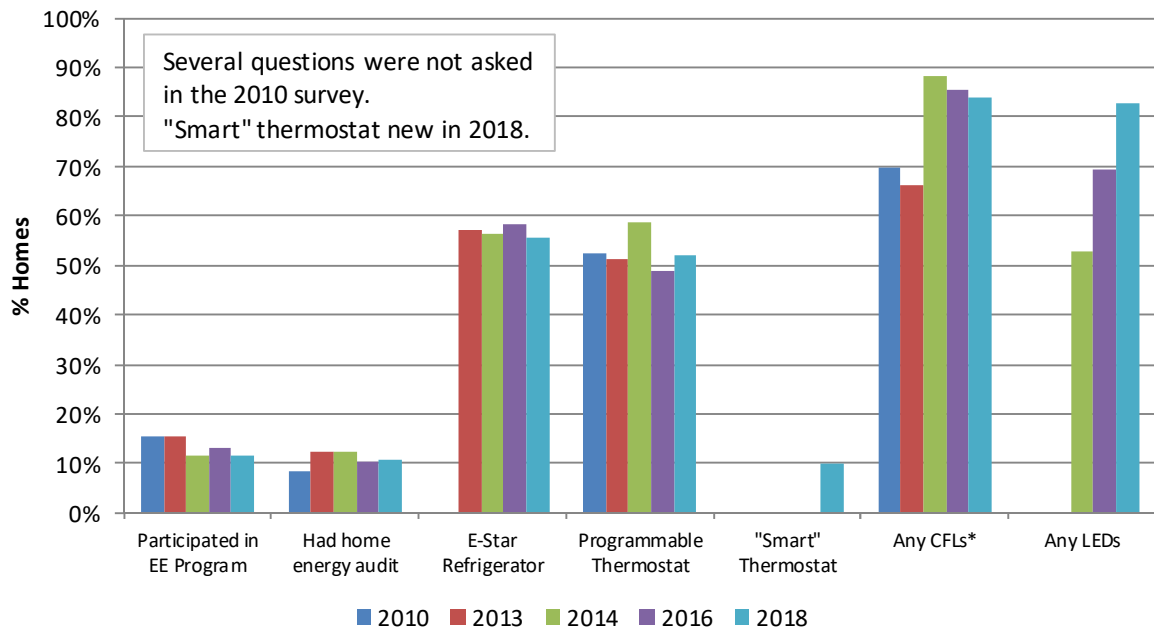


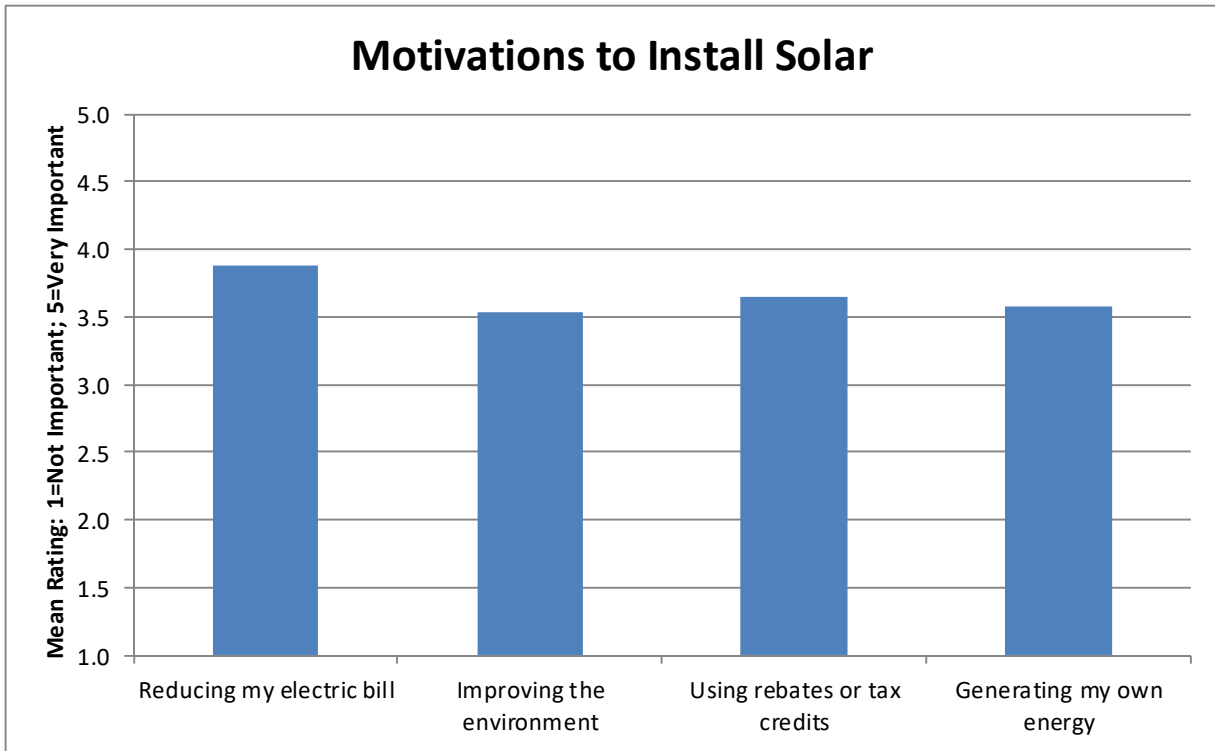
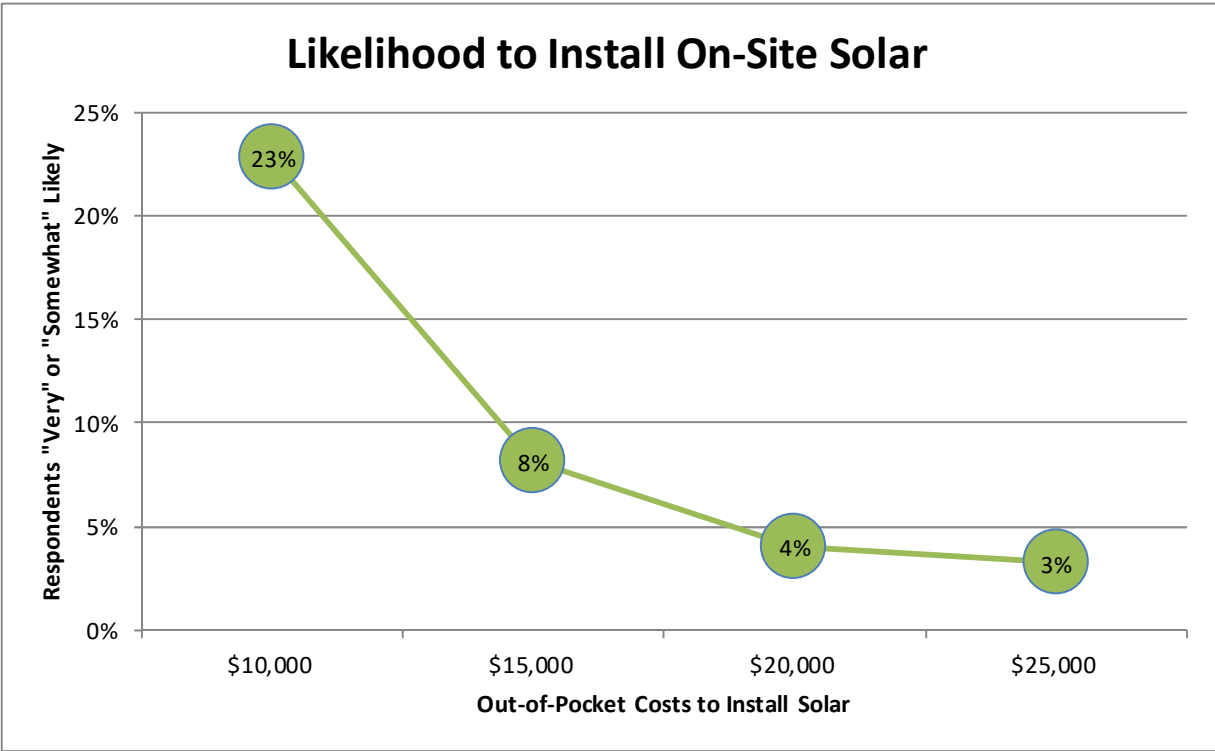


Electronics & Other Items



Energy Efficiency

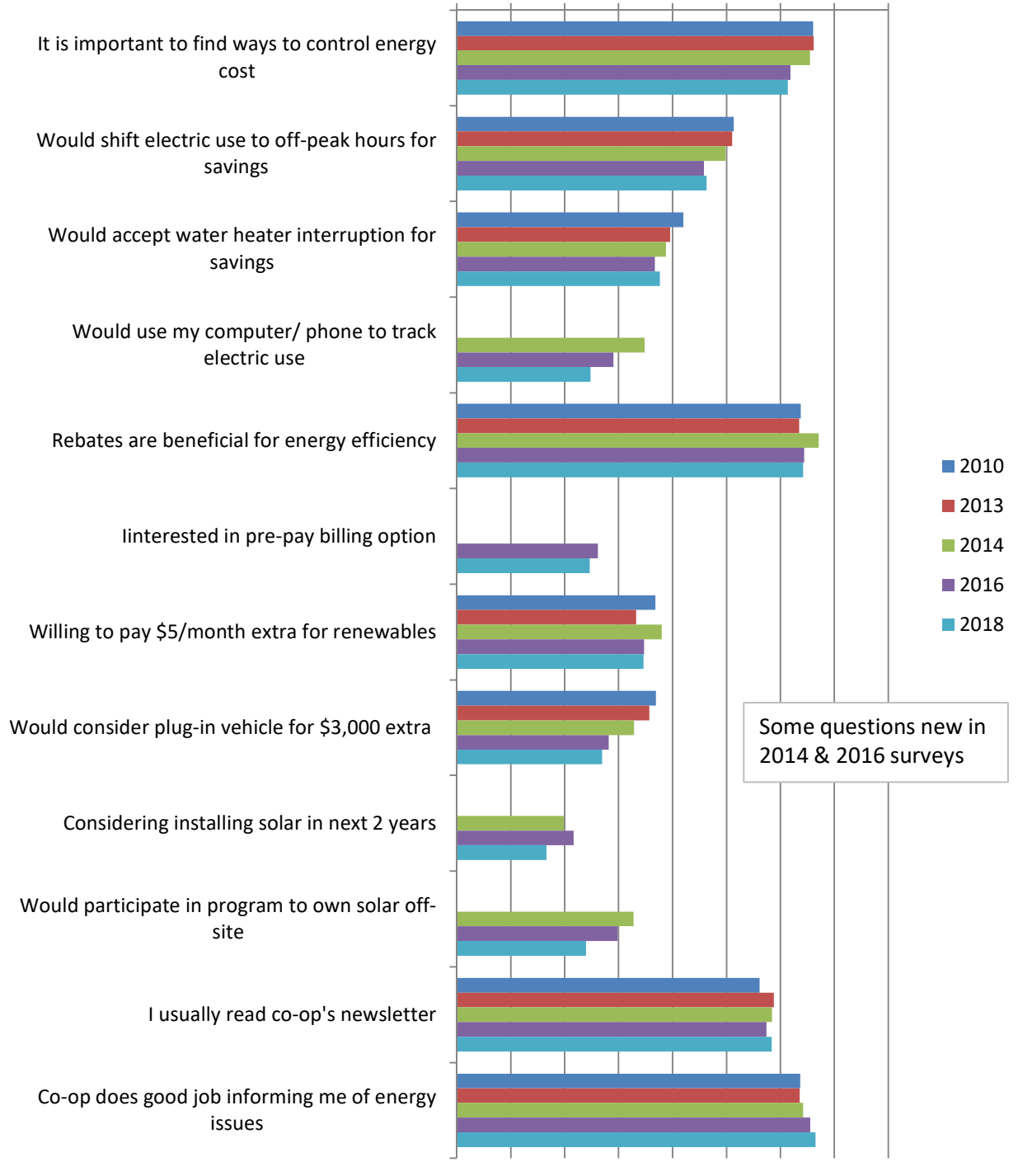




Attitudes About Energy Use

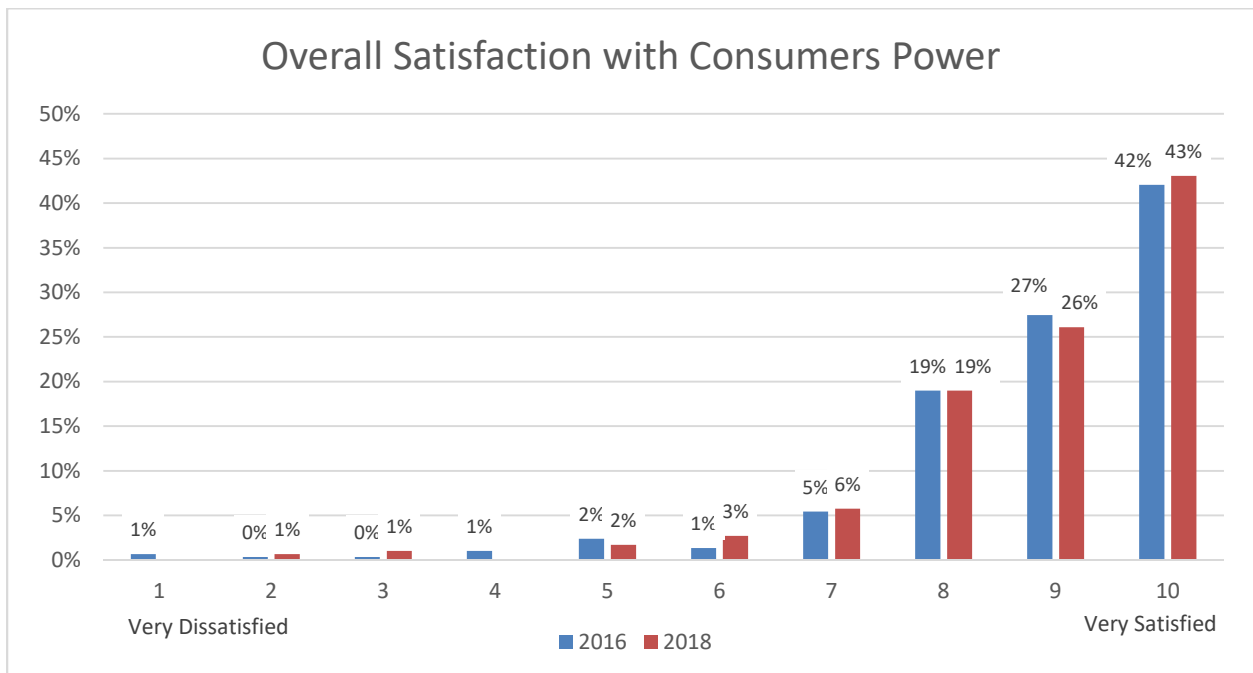
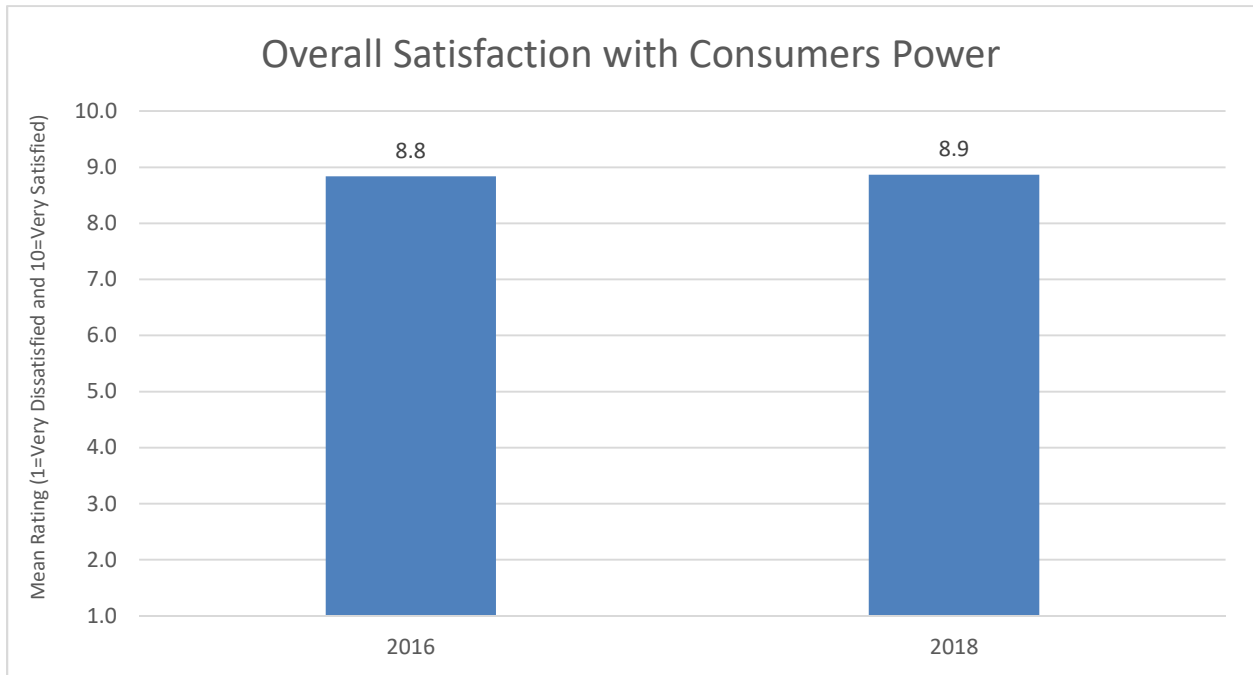
1=Strongly Disagree; 5=Strongly Agree

1.0 1.5 2.0 2.5 3.0 3.5 4.0 4.5 5.0

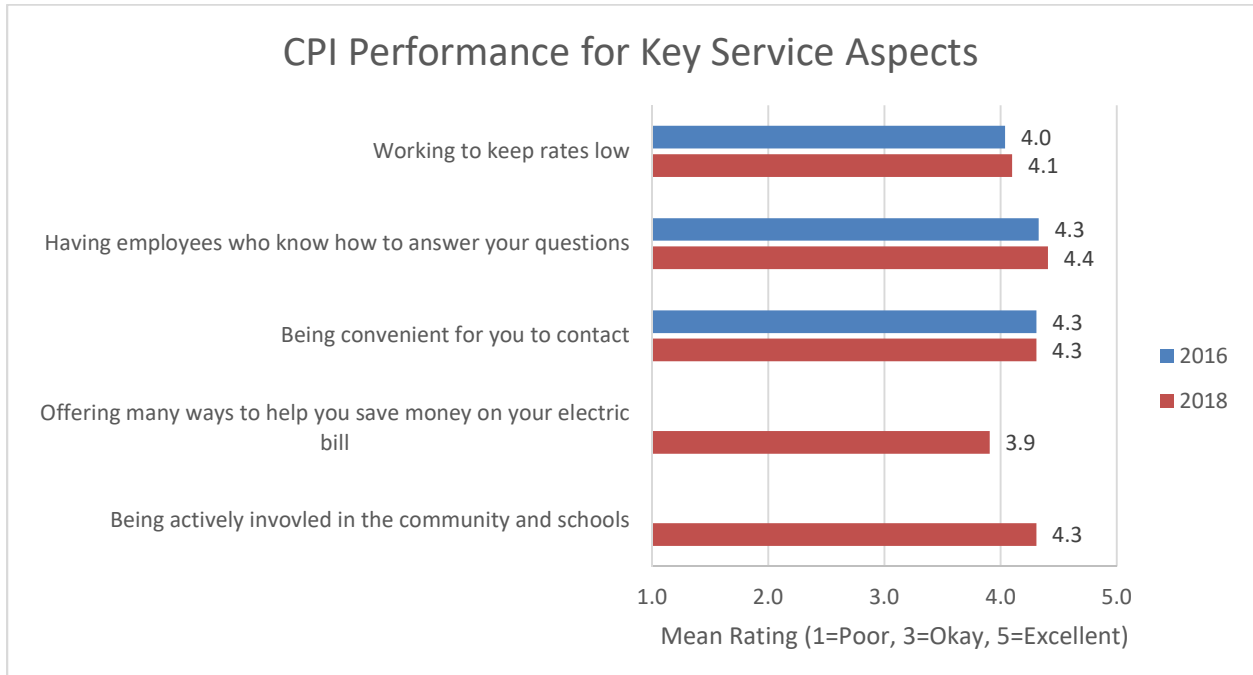


Customer Satisfaction & Performance

Overall customer satisfaction among Consumer Power’s residential customer/members is consistent with the 2016 survey results and remains quite high, with a mean rating of 8.9 on a 10-point scale. More than four in 10 respondents are very satisfied.



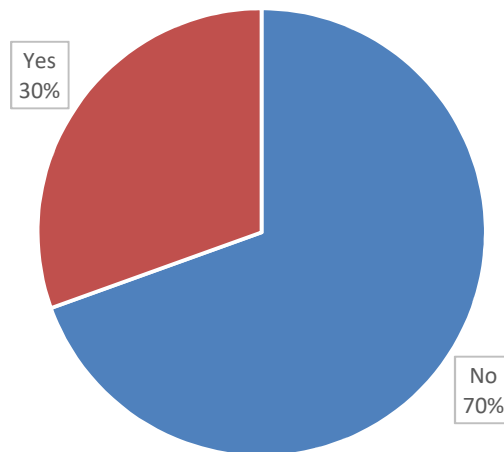
A summary of a customer evaluation of various aspects of service from the Cooperative is illustrated below. Respondents have a favorable opinion of the Cooperative for customer service aspects and community involvement, and a slightly less favorable opinion of the Cooperative for working to keep rates low and for offering ways to help customers save money.



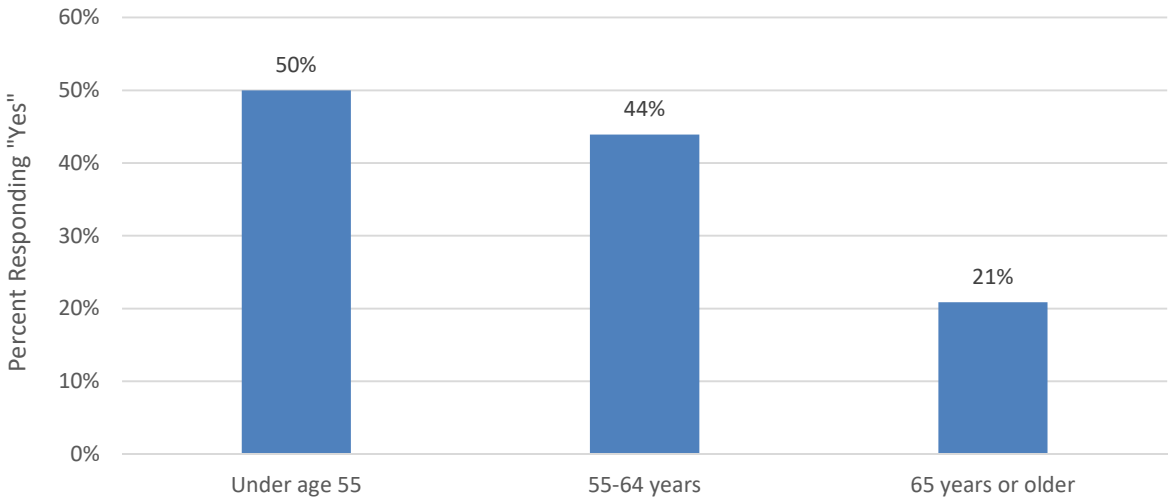
Consumers Power's Website

Three in 10 respondents have ever visited Consumer Power’s website. Just one-fifth of respondents ages 65 and older visited the website, compared with 44 percent of respondents ages 55 to 64 years and 50 percent of respondents under age 55.

Ever Visited CPI's Website

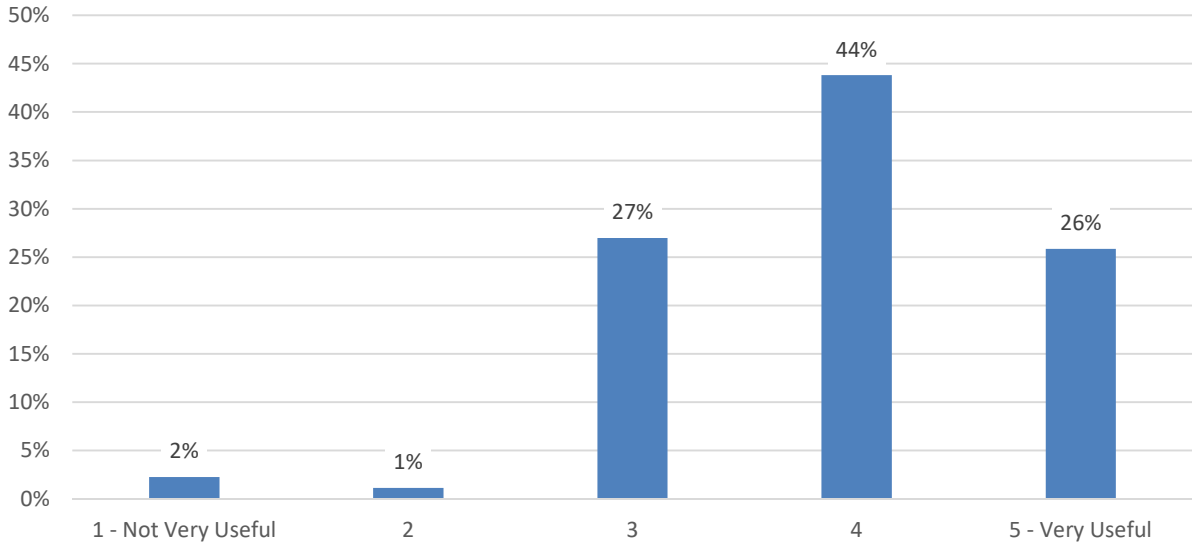


Ever Visited CPI's Website by Age Cohort

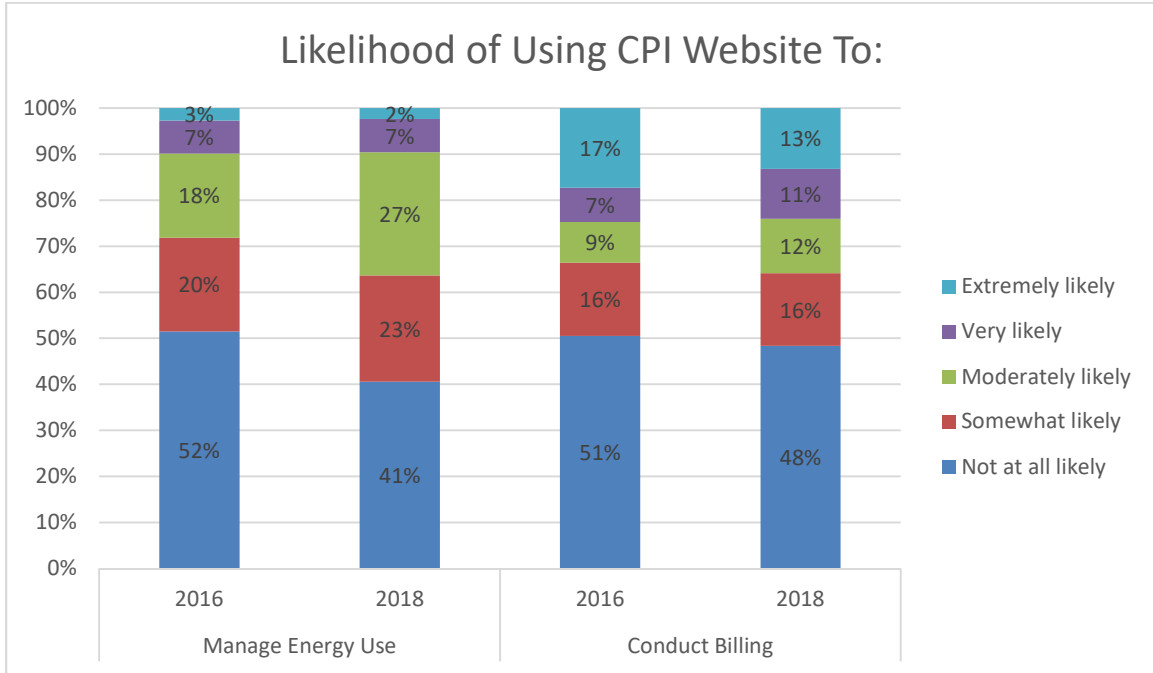


Of those who had visited the CPI website, 26 percent found it very useful, and another 44 percent found it somewhat useful. The mean rating is 3.9, on a scale where 1=Not Very Useful and 5=Very Useful.

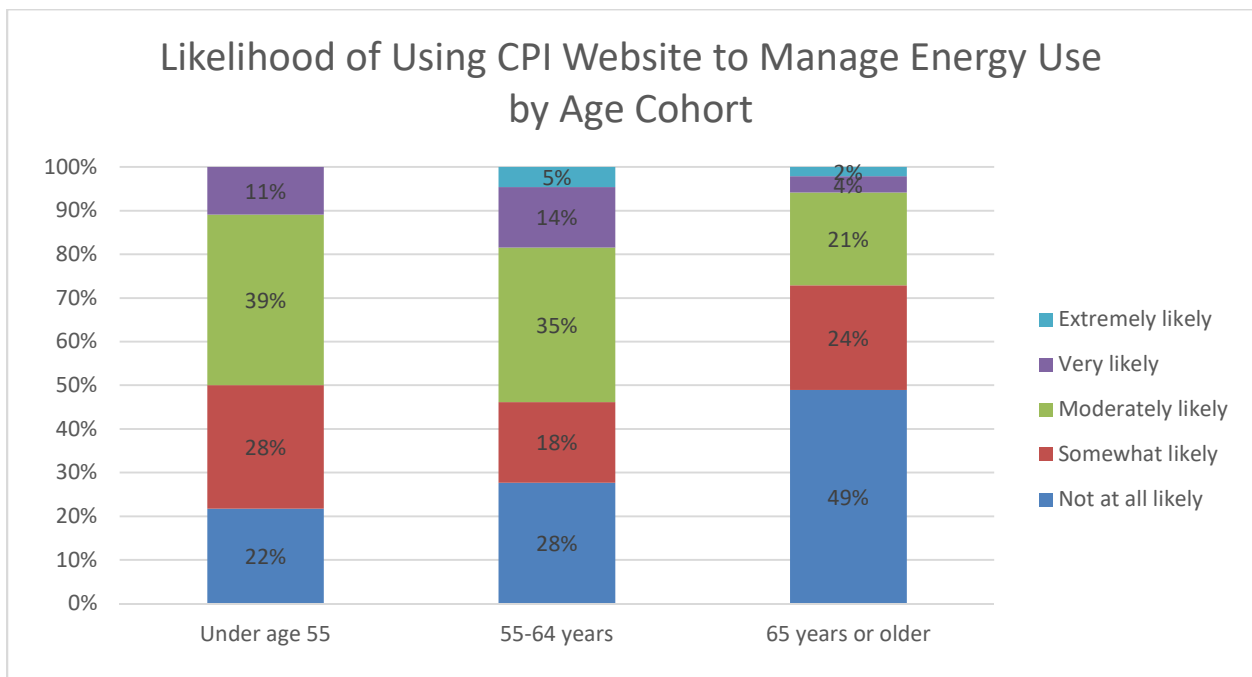
Usefulness of CPI Website



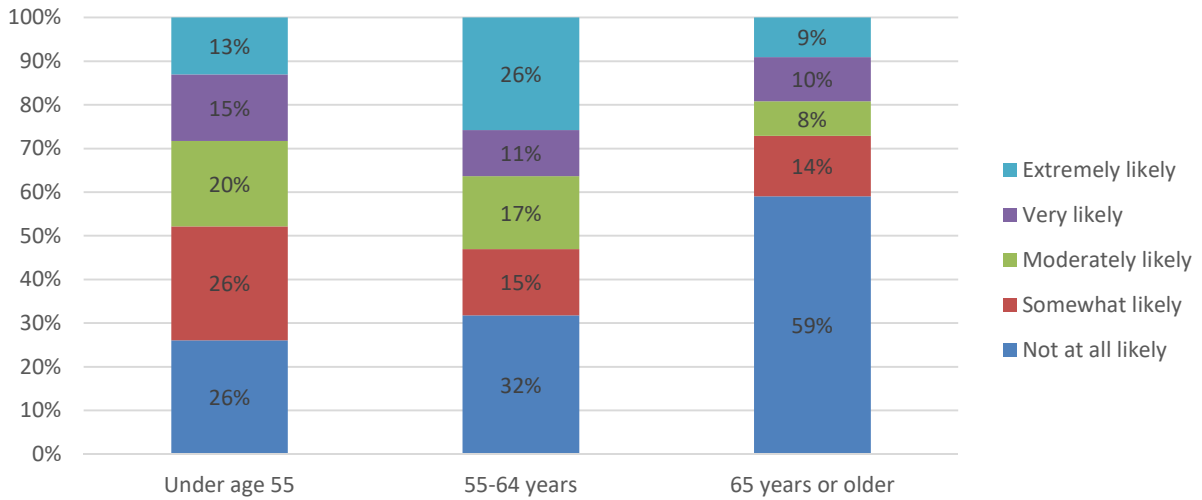
More than one-third of respondents are at least moderately likely to use the CPI website to conduct their billing or to manage their energy usage. The percentage of respondents who are least moderately likely to manage their energy use through the CPI website increased from 28 percent in 2016 to 36 percent in 2018.



The likelihood of using the CPI website for either billing or managing energy usage is much higher among those under age 65.



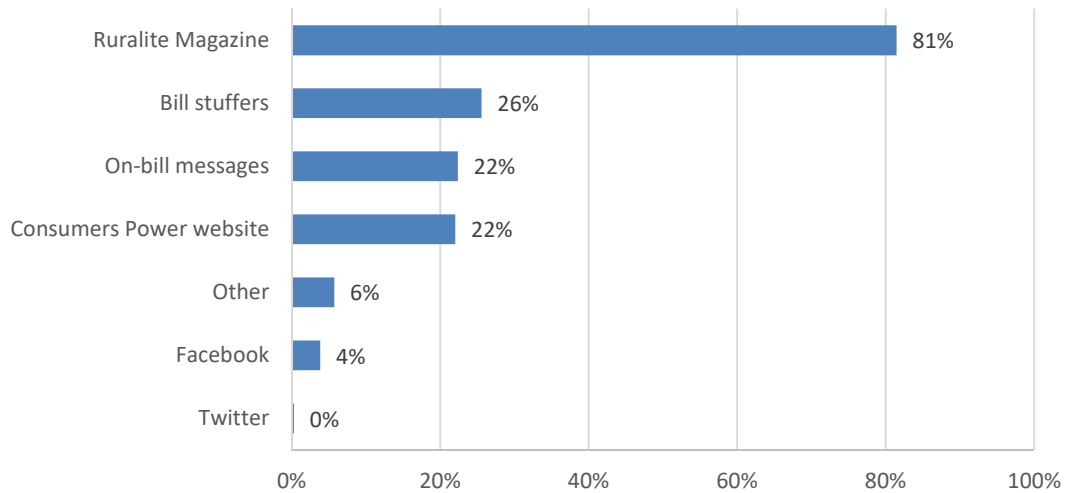
Likelihood of Using CPI Website to Conduct Your Billing by Age Cohort



Information

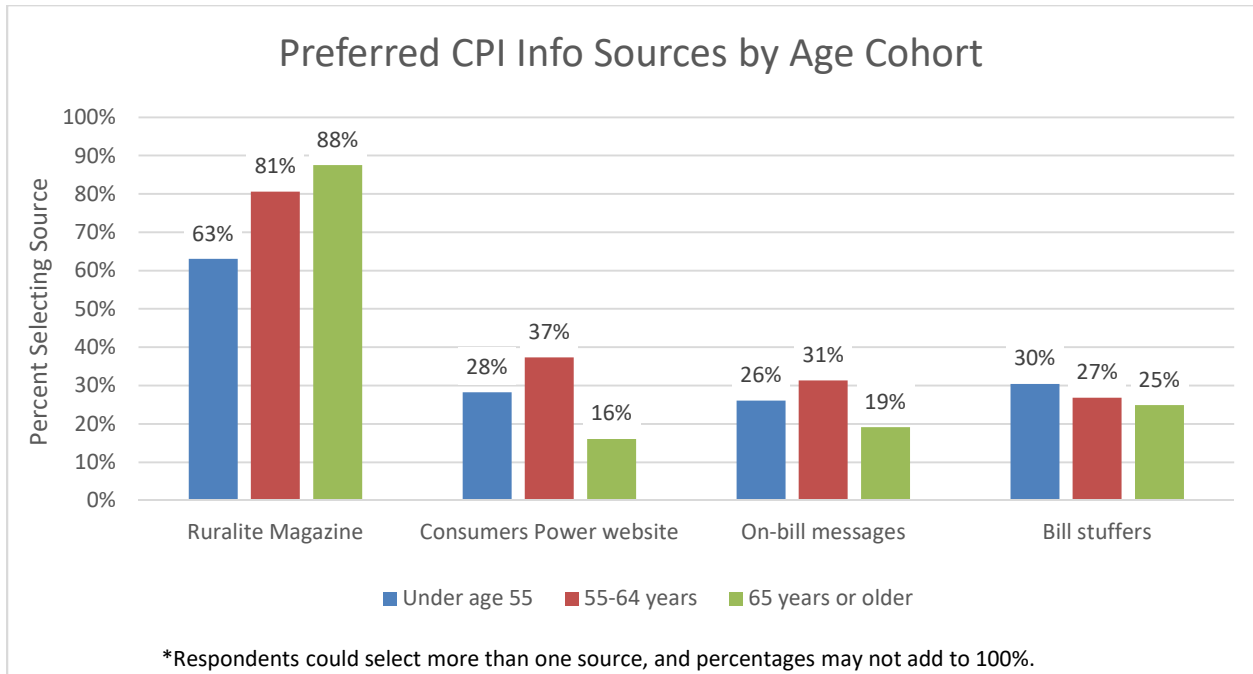
Eight in 10 respondents would prefer to receive information about CPI from Ruralite Magazine. The next tier of information sources includes bill stuffers, on-bill messages, and the CPI website.

Ways Would Like to Receive Information About CPI



*Respondents could select more than one source, and percentages may not add to 100%.

Respondents under age 55 were somewhat less likely to select Ruralite Magazine as a preferred information compared with older respondents, although figures for this age cohort are based on a relatively small number of respondents (n=46).



Low-Income Assistance

More than one-half of respondents would be willing to pay a greater charge for low-income assistance, including 17 percent who would be willing to pay \$1.00 more per month. Nearly one-half of respondents do not want CPI to increase the charge.

Monthly Increase Willing to Pay for Low-Income Assistance

