

Electric Cooperatives Outperform IOUs and Munis on the American Consumer Satisfaction Index



According to data released yesterday by the American Customer Satisfaction Index (ACSI), electric cooperative consumer members are significantly more satisfied with their co-op energy provider than consumers who receive power from either investor-owned or municipal-owned utilities.

In a year when consumer satisfaction overall dropped to a two-year low, electric cooperatives received an average satisfaction score of 82, eight points higher than the median score for investor-owned utilities (74) and nine points higher than the median score for munis (73).

2011 is the first year the well-regarded [ACSI](#) included cooperative electric utilities as a separate category. The survey included a random sampling of co-op consumer members from across the country.

The average score for electric cooperatives topped that of FirstEnergy, the top-scoring investor-owned electric utility (78), and matched the score of Salt River Project, the top-scoring municipal (82).

"These scores validate the unique co-op business model," said [NRECA](#) CEO Glenn English. "Owned by the people they serve, cooperatives put affordable electric bills above profits and dividends. At heart, electric co-ops are local consumer advocacy organizations."

The 723 Touchstone Energy Cooperatives scored higher than any other utility sector with an ASCI score of 83.

<http://www.theacsi.org>

<http://www.nreca.coop/>