

Southwest Georgia

Conducted June 25-26, 2018

n=332 | ± 5.24



Q1: Do you receive electrical service from the Grady Electric Membership Cooperative (Grady EMC) at your home or business?

	Total
Total	332
Yes-at my home only	298 89.8%
Yes-at my business only	3 0.8%
Yes-at both my home and business	25 7.6%
Not sure	6 1.8%

Q2: Generally speaking, do you have a positive or negative opinion of Grady EMC?

	Total
Total	332
<u>Positive</u>	218 65.6%
Very positive	155 46.6%
Somewhat positive	63 19.0%
<u>Neither positive nor negative</u>	45 13.6%
<u>Negative</u>	62 18.7%
Somewhat negative	29 8.8%
Very negative	33 9.9%
<u>Unsure</u>	7 2.2%

Q3: Overall, how satisfied or dissatisfied are you with the electrical service you receive from Grady EMC?

	<u>Total</u>
Total	332
<u>Satisfied</u>	293 88.2%
Very satisfied	206 62.2%
Somewhat satisfied	86 26.0%
<u>Neither satisfied nor dissatisfied</u>	21 6.2%
<u>Dissatisfied</u>	16 4.9%
Somewhat dissatisfied	8 2.5%
Very dissatisfied	8 2.3%
<u>Unsure</u>	2 0.7%

Q4: Overall, how satisfied are you with the price of Grady EMC's service?

	<u>Total</u>
Total	332
<u>Satisfied</u>	201 60.6%
Very satisfied	86 25.8%
Somewhat satisfied	115 34.8%
<u>Neither satisfied nor dissatisfied</u>	26 7.8%
<u>Dissatisfied</u>	97 29.4%
Somewhat dissatisfied	52 15.6%
Very dissatisfied	46 13.8%
<u>Unsure</u>	8 2.3%

Q5: Generally speaking, do you have a positive or negative opinion of the organizational leadership at Grady EMC?

	Total
Total	332
<u>Positive</u>	109 32.7%
Very positive	67 20.2%
Somewhat positive	42 12.5%
<u>Neither positive nor negative</u>	90 27.2%
<u>Negative</u>	84 25.2%
Somewhat negative	37 11.0%
Very negative	47 14.2%
<u>Unsure</u>	49 14.8%

Q6: Generally speaking, do you have a positive or negative opinion of the employees at Grady EMC?

	Total
Total	332
<u>Positive</u>	234 70.5%
Very positive	176 53.1%
Somewhat positive	58 17.4%
<u>Neither positive nor negative</u>	67 20.1%
<u>Negative</u>	10 3.1%
Somewhat negative	8 2.3%
Very negative	3 0.8%
<u>Unsure</u>	21 6.4%

Q7: How do you most prefer Grady EMC to communicate news and information with you based on the following options?

	<u>Total</u>
Total	332
Billing insert	125 37.6%
Newsletter	120 36.1%
Social Media	43 13.0%
Newspaper	34 10.3%
Radio	3 0.9%
Unsure	7 2.1%

Q8: Do you believe Grady EMC achieves its mission of providing safe, reliable, and affordable electrical service to you, its membership?

	<u>Total</u>
Total	332
Yes	278 83.9%
No	41 12.4%
Unsure	13 3.8%

Q9: Do you plan on upgrading the lighting or appliances in your home to more energy efficient units within the next 12 months?

	<u>Total</u>
Total	332
Yes	65 19.5%
No	255 76.7%
Unsure	12 3.7%

Q10: Do you plan on upgrading the insulation, windows, or other structural aspects of your home to improve its energy efficiency within the next 12 months?

	<u>Total</u>
Total	332
Yes	51 15.5%
No	272 82.0%
Unsure	8 2.5%

Q11: Do you plan to purchase an electric vehicle in the next 24 months?

	<u>Total</u>
Total	332
Yes	4 1.3%
No	322 97.2%
Unsure	5 1.5%

Q12: Do you plan to install a backup generator on your premises in the next 12 months?

	<u>Total</u>
Total	332
Yes	47 14.3%
No	265 79.8%
Unsure	20 5.9%

Q13: What age range do you fall within?

	<u>Total</u>
Total	332
18-54	118 35.5%
55-69	118 35.4%
70+	97 29.1%

Q14: Gender

	<u>Total</u>
Total	332
Female	133 40.2%
Male	199 59.8%

County

	<u>Total</u>
Total	332
Grady	133 40.0%
Thomas	112 33.7%
Others	88 26.4%

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Political Party

	<u>Total</u>
Total	332
Republican	159 47.9%
Democrat	102 30.8%
Independent	71 21.3%

Age/Gender Combos

	<u>Total</u>
Total	332
F 18-54	48 14.5%
F 55-69	44 13.3%
F 70+	41 12.4%
M 18-54	70 21.0%
M 55-69	73 22.1%
M 70+	56 16.7%

Ethnicity

	<u>Total</u>
Total	332
White	254 76.7%
Black	51 15.3%
Hispanic	5 1.4%
Other	22 6.5%

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Income

	<u>Total</u>
Total	332
<\$25k-\$49k	147 44.4%
\$50k-\$99k	143 43.2%
\$100k+	41 12.5%

Education

	<u>Total</u>
Total	332
College	141 42.6%
No college	190 57.4%

Education + Gender

	<u>Total</u>
Total	332
Female College	51 15.5%
Female No College	82 24.7%
Male College	90 27.1%
Male No College	108 32.7%

Marital Status

	<u>Total</u>
Total	332
Single or Unknown	152 45.6%
Married	167 50.3%
Non-Traditional	13 4.0%