

2023 Member Survey

HIGHLIGHTS AND SUMMARY

Aug 25, 2023



Member driven. Technology focused.





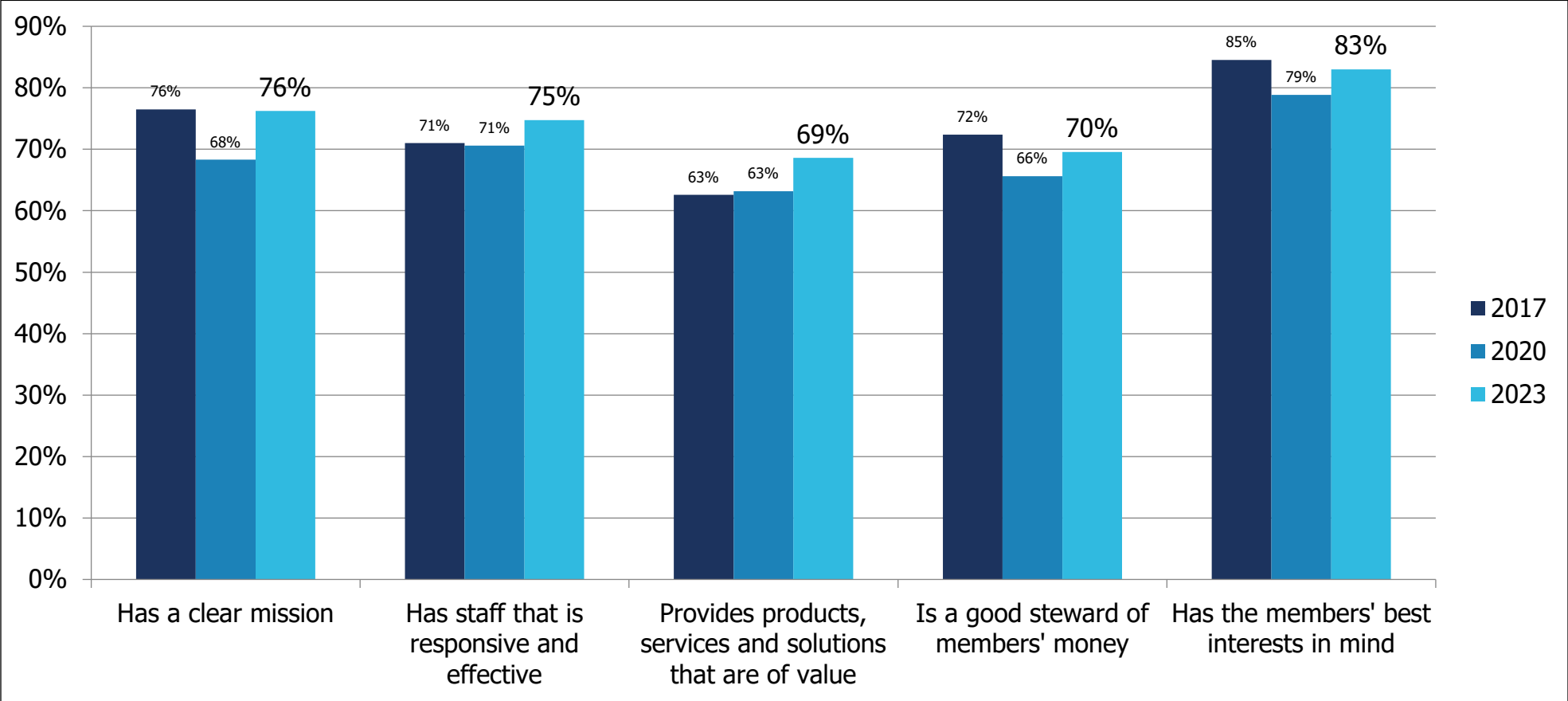
2023 Member Survey - Highlights

- Response rate 2023 vs. 2020 was about the same
 - 300 in 2023
 - 302 in 2020
- Member type response rate was also similar
 - 209 Class A members in 2023 (222 in 2020)
 - 81 Class B/C members in 2023 (71 in 2020)
 - 12 “Other” members in 2023 (9 in 2020)
- Member ratings of NRTC **improved across all questions** and business segments
- 28 comments in 2023 (down from 56 in 2020)
 - Comments were largely positive across all member segments
 - Some complaints regarding cost of Managed Service offerings
 - Member Experience visits referenced



Progress on “Big Rock” Questions

Percentage of respondents who “agree” or “strongly agree” that NRTC...





Member Survey Results – Perception Questions, 2020 vs. 2023 (All Members)

Question	2020	2023	Increase (Percent)
NRTC has a clear mission	4.12	4.38	▲ 6.4%
NRTC has the members’ best interest in mind	4.20	4.49	▲ 7.0%
NRTC is a good steward of members’ money	4.31	4.53	▲ 5.1%
I understand what NRTC does	4.08	4.28	▲ 5.0%
NRTC provides products, services, solutions that are of value to my organization	4.03	4.27	▲ 6.0%
NRTC understands the needs, challenges, opportunities of my organization	3.91	4.23	▲ 8.2%
NRTC staff is knowledgeable and responsive*	4.22	4.51	▲ 6.7%
NRTC communications are appropriate, effective, informative	3.99	4.45	▲ 11.6%
NRTC works well with other national co-op organizations	4.23	4.54	▲ 7.5%
If my organization has a technology challenge, opportunity we wish to pursue, we think of NRTC as a valuable resource	3.77	4.11	▲ 8.9%



* Wording change. Comparing to legacy question “NRTC staff is responsive”



Member Survey Results – Perception Questions, All Members vs. Engaged* (2023)

Question	All Members	Engaged	Difference (Percent)
NRTC has a clear mission	4.38	4.54	▲ 3.7%
NRTC has the members' best interest in mind	4.49	4.61	▲ 2.7%
NRTC is a good steward of members' money	4.53	4.62	▲ 2.0%
I understand what NRTC does	4.28	4.47	▲ 4.4%
NRTC provides products, services, solutions that are of value to my organization	4.27	4.46	▲ 4.5%
NRTC understands the needs, challenges, opportunities of my organization	4.23	4.46	▲ 5.4%
NRTC staff is knowledgeable and responsive	4.51	4.62	▲ 2.4%
NRTC communications are appropriate, effective, informative	4.45	4.60	▲ 3.4%
NRTC works well with other national co-op organizations	4.54	4.68	▲ 3.1%
If my organization has a technology challenge, opportunity we wish to pursue, we think of NRTC as a valuable resource	4.11	4.35	▲ 5.8%

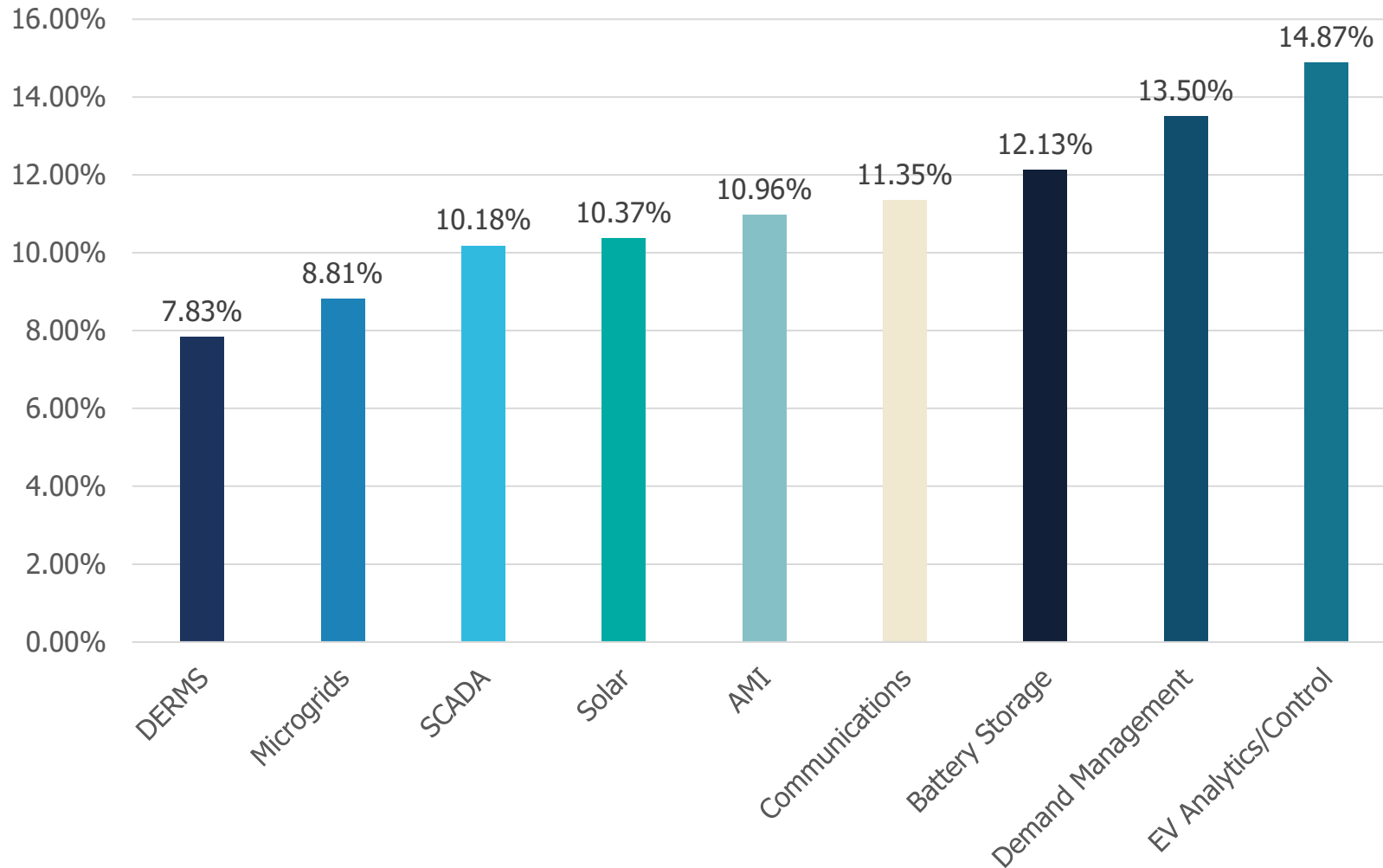
* "Engaged" defined as respondents who answered they were (a) currently exploring opportunity or (b) current customer of solution.



Member Survey Results – Perception Questions, Electric vs. Telco (2023)

Question	Electric	Telco	Difference (Percent)
NRTC has a clear mission	4.38	4.40	▲ 0.5%
NRTC has the members' best interest in mind	4.51	4.46	▼ -1.1%
NRTC is a good steward of members' money	4.57	4.43	▼ -2.4%
I understand what NRTC does	4.21	4.51	▲ 7.1%
NRTC provides products, services, solutions that are of value to my organization	4.24	4.42	▲ 4.3%
NRTC understands the needs, challenges, opportunities of my organization	4.21	4.31	▲ 2.4%
NRTC staff is knowledgeable and responsive	4.50	4.53	▲ 0.7%
NRTC communications are appropriate, effective, informative	4.43	4.53	▲ 2.3%
NRTC works well with other national co-op organizations	4.48	4.72	▲ 5.4%
If my organization has a technology challenge, opportunity we wish to pursue, we think of NRTC as a valuable resource	4.19	3.88	▼ -7.4%

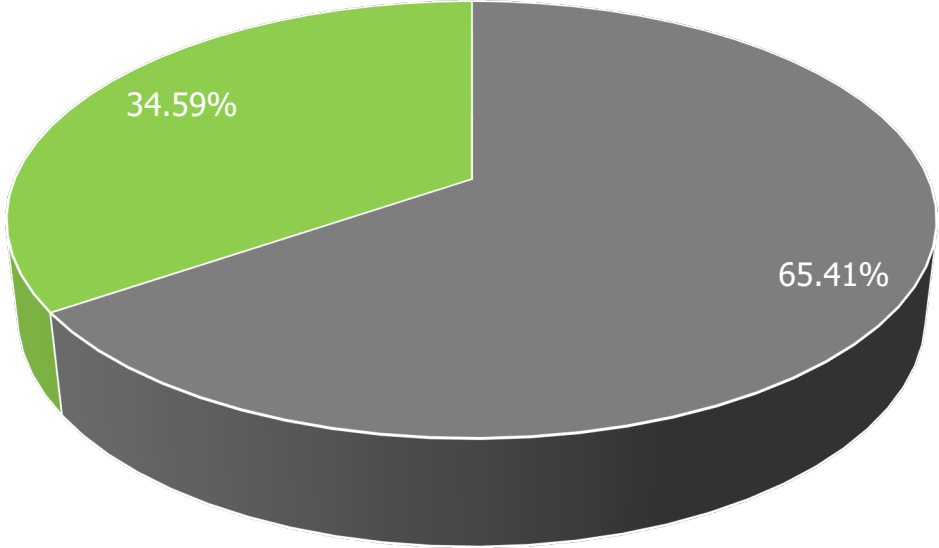
Which technologies are you looking to implement or upgrade in the next two years? (Electricians)





Electric Broadband Deployments

“Have you deployed or are you currently deploying a broadband network to offer retail (residential and commercial) broadband?” (185 Responses)



■ No ■ Yes

Which technologies are you looking to implement or upgrade in the next two years? (Telcos)

