ANNUAL MEETING SURVEY RESULTS

DECEMBER 17, 2014

WHAT DO YOU WANT TO SEE AT YOUR ANNUAL MEETING?
In October and November of 2014, Hancock-Wood Electric Cooperative conducted a survey of the Membership regarding their preferences for the annual meeting. A total of 873 responses were tallied of the total population of about 11,000 members. Given this sample size, the responses can be used to represent the entire membership of Hancock-Wood Electric Cooperative with 99% accuracy if a 4.2% error is assumed.

### DEMOGRAPHICS

#### Location - City of Residence

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Do you require mobility assistance?

- No: 94%
- Yes: 4%
- No Response: 2%

Mobility Assistance Requested - by Age

- Over 75: 45%
- 56-75: 45%
- 36-55: 10%
- 18-35: 0%
How many adults are in your household?

- Two: 68%
- One: 20%
- Three: 9%
- Four +: 3%
- No Response: 1%

Adults in Household - by Age Group

- Over 75: Four +: 10%, Three: 10%, Two: 10%, One: 10%
- 56-75: Four +: 40%, Three: 30%, Two: 20%, One: 10%
- 36-55: Four +: 50%, Three: 40%, Two: 10%, One: 0%
- 18-35: Four +: 10%, Three: 10%, Two: 20%, One: 10%
No children were reported to be living in homes of members over the age of 75.
PREFERENCES FOR ANNUAL MEETING

If you have children, do you want to bring them to the Annual Meeting?

- Yes: 53%
- No: 45%
- No Response: 2%

If you do NOT have children, do you want children at the Annual Meeting?

- Yes: 52%
- No: 43%
- No Response: 5%
Have you attended an Annual Meeting?

- No: 55%
- Yes: 44%
- No Response: 1%

If you have not attended, why not?

- For Families Only: 0%
- Save the Money: 0%
- No Impact: 5%
- Unaware: 10%
- Illness/Elderly: 15%
- New Member: 20%
- Distance: 25%
- No Interest: 30%
- Work: 35%
- No Response: 40%
- No Time: 45%
No Time/Work as a Factor - by Age Group

Distance as a Factor
- Do they live more than one hour away?
How far are you willing to travel?

- 20 miles: 43%
- 10 miles: 32%
- 30 miles: 19%
- No Response: 6%

Distance Willing to Travel - by Age Group

- Over 75:
  - No Response: 18%
  - 30 miles: 16%
  - 20 miles: 7%
  - 10 miles: 4%

- 56-75:
  - No Response: 10%
  - 30 miles: 18%
  - 20 miles: 35%
  - 10 miles: 55%

- 36-55:
  - No Response: 18%
  - 30 miles: 14%
  - 20 miles: 24%
  - 10 miles: 55%

- 18-35:
  - No Response: 18%
  - 30 miles: 14%
  - 20 miles: 24%
  - 10 miles: 55%
**Day of the Week Preference**

- Saturday: 56%
- Wednesday: 6%
- Monday: 7%
- Tuesday: 7%
- Sunday: 6%
- No Response: 5%
- Thursday: 5%
- Friday: 9%

**Time of Day Preference**

- Afternoon: 33%
- Morning: 29%
- Evening: 7%
- No Response: 7%
Day/Time Combination Preference

Day/Time Combination Preference - those who didn't attend due to 'Work'
Besides the meeting, what is the most important attraction of the meeting?

Most Important Attraction - by Age Group

- Food
- Prizes
- No Response
- Entertainment
**Most Important Attraction - those who have Not Attended**

- Prizes: 44%
- Food: 37%
- No Response: 10%
- Entertainment: 9%

**Most Important Attraction - those who have 'No Interest'**

- Prizes: 47%
- Food: 38%
- No Response: 10%
- Entertainment: 5%
Most Important Attraction
- those who have 'No Time'

- Prizes: 41%
- Food: 38%
- Entertainment: 12%
- No Response: 9%
- No Response: 9%

[Pie chart showing the distribution of most important attractions among those with 'No Time']