

Heart of Texas EC Survey Notice

TSE Services, in coordination with Heart of Texas Electric Cooperative and Touchstone Energy has initiated a market research study to better understand how different generations and segments of electric cooperative members view their electric provider and how cooperatives can better communicate the value of cooperative membership.

The study will target the opinions of residential members through a mix of online surveys sent via emails to co-op members as well as telephone interviews. TSE Services will complete interviews with residential members from various age groups. The survey is expected to last no more than 12 minutes.

TSE Services has contracted with Bellomy Research to conduct all data collection. Bellomy Research is one of the top 50 market research firms in the USA. Headquartered in Winston-Salem, NC, Bellomy Research has conducted over 100,000 surveys with electric cooperative members during the past decade.

Online Surveys

Online surveys will be distributed by Bellomy Research using an email invitation. The email invitation will include a link to the survey and a unique ID code. Upon clicking the survey link, members will be asked to type in the unique ID number provided. Both the email invitation and the survey are branded with the cooperative's logo. The email invitation also includes the name and contact information for the project liaison at the cooperative in case the member has any questions or concerns.

Telephone Surveys

Since not every member has an email address on file with the cooperative, phone surveys will also be conducted. Residential member telephone interviews will be made primarily during weeknights from 5:30pm to 8:30pm. Weekend calling will be limited to Saturday only. No calls on Sundays or holidays are permitted on this study. Bellomy Research uses the words "**Opinion Counts**" as their Caller ID code. All survey calls from our data collection center originate from area code 336.

Member participation in the study is vital as your feedback is critical to helping the cooperative improve service to all members.