

**Newsletter Survey – Participate for a Chance to Win a \$50 Bill Credit!**

We are reviewing our newsletter as part of our Strategic Plan and we need your input. Please fill out this survey and return it to our office by either dropping it off or mailing it in. We will be having a drawing for three \$50 bill credits to all those that participate! We would appreciate your feedback to make this a useful tool to better communicate with you, our members. The survey is due back to our office no later than **July 9<sup>th</sup>, 2018**.

Mail back to:  
Agralite Electric Cooperative  
PO Box 228  
Benson, MN 56215

Name: \_\_\_\_\_ Account #: \_\_\_\_\_

1. What is your age?
  - 20-30
  - 31-40
  - 41-50
  - 51-60
  - 60+
  
2. What is the primary way you prefer to receive news and information about your electric cooperative?
  - Monthly newsletter
  - Social Media (Facebook/Twitter)
  - Website
  - Bill inserts
  - Email
  - Meetings
  
3. How often do you read our newsletter?
  - Always
  - Frequently
  - Sometimes
  - Rarely

Never (please state why) \_\_\_\_\_

4. On average, how much of the Agralite News monthly newsletter do you read?

All of it

Most of it

Some of it

Skim a few articles

None (please state why) \_\_\_\_\_

5. How long do you spend reading the newsletter?

0-10 minutes

11-20 minutes

More than 20 minutes

6. How satisfied are you with the newsletter?

Very satisfied

Somewhat satisfied

Neutral

Somewhat dissatisfied

Very dissatisfied

7. Which of the following best describes the main reason you read the Agralite News?  
(check all that apply)

Local News

Energy Industry News

Information on your electric cooperative

Safety information

Advertisements and classified postings

Other (explain) \_\_\_\_\_

8. Please rate your satisfaction with the following attributes of this newsletter.

(Very satisfied, somewhat satisfied, neutral, somewhat dissatisfied, or very dissatisfied)

Featured Articles (front page) \_\_\_\_\_

Board Minutes \_\_\_\_\_

Manager's Report \_\_\_\_\_

Infographics (visuals) \_\_\_\_\_  
Safety articles \_\_\_\_\_  
Energy Industry News \_\_\_\_\_  
Classified Ads \_\_\_\_\_

9. Please rank each part of the newsletter in order of importance to you. Rank your response from 1 (most important) to 7 (least important)

Featured articles (front page) \_\_\_\_\_  
Board Minutes \_\_\_\_\_  
Manager's Report \_\_\_\_\_  
Infographics (visuals) \_\_\_\_\_  
Safety articles \_\_\_\_\_  
Energy Industry News \_\_\_\_\_  
Classified Ads \_\_\_\_\_

10. How relevant do you find the information in the newsletter?

- Very relevant
- Somewhat relevant
- Not at all relevant

11. When is the optimal time to receive this newsletter?

- Beginning of the month
- Middle of the month
- End of the month

12. How often would you like the newsletter to be issued?

- Monthly
- Quarterly
- Annually

13. If we made content improvements, would you be more likely to spend more time with the newsletter?

- Very likely
- Moderately likely
- Slightly likely

Not at all likely

14. How can we improve the newsletter? Rank your response from 1 (most important) to 5 (least important)

Add more news about Agralite \_\_\_\_\_

Change the format \_\_\_\_\_

Shorten/Condense the newsletter \_\_\_\_\_

Offer an electronic version (email) \_\_\_\_\_

Mail with electric bill \_\_\_\_\_

15. How could we make the newsletter more informative and useful?

16. Have you used the information contained within the newsletter in any way?

Yes (provide examples) \_\_\_\_\_

No

17. How would you rate the overall quality of news articles?

Poor

Neutral

Good

Excellent

18. How would you rate the overall design of the newsletter?

Poor

Neutral

Good

Excellent

19. If we changed the format, would you be more apt to read the newsletter?

Yes (explain) \_\_\_\_\_

No

20. Has our newsletter encouraged you to:

Visit our website

Follow us on social media (Facebook/Twitter)

Contact our office for any reason

21. What topics would you like to see us cover in the future?

22. What can we do to improve the newsletter?