



TSE Services

Your Touchstone Energy® Partner

Edgecombe Martin EMC ACSI Analysis for 4th Quarter 2010

The American Customer Satisfaction Index (ACSI), established in 1994 through a partnership of the University of Michigan, the American Society for Quality (ASQ), and the international consulting firm, CFI Group, provides a uniform and independent measure of consumer experience with 190 of the leading corporations in America. The ACSI tracks trends in customer satisfaction and has proven to be a powerful economic indicator for companies, industry trade associations, and government agencies.

In cooperation with Touchstone Energy, TSE Services fields four core questions from the ACSI on behalf of cooperatives participating in its Member Satisfaction Tracking System. Responses to these core questions are submitted to the ACSI for scoring, allowing participating cooperatives to compare their performance with the leading corporations across the economic spectrum. Each cooperative receives an overall ACSI Satisfaction Score and Customer Retention Index from ACSI. These scores are reported confidentially but can be published by Touchstone Energy member cooperatives at their discretion with ACSI endorsement.

While the ACSI updates its scores for companies on a quarterly basis, the data used in the analysis are collected over a six-month period, made up of the current quarter and the previous quarter. To ensure that the scores provided to the participants in TSE Services Member Satisfaction Tracking System are contemporaneous with the ACSI measured companies, TSE Services submits data to the ACSI on this same rolling six month basis.

4th Q 2010 ACSI Scores (95% Confidence Level)	ACSI Overall Satisfaction	ACSI Retention Index	Sample Size	Plus or Minus Error
Edgecombe Martin	90	86	249	1.9%
TSE Services Group	83	79	18741	0.3%
Touchstone Energy Co-ops	82	79	250	1.5%
Top Investor Owned Utility	84	82	250	1.5%
Industry Average	75	73	na	na

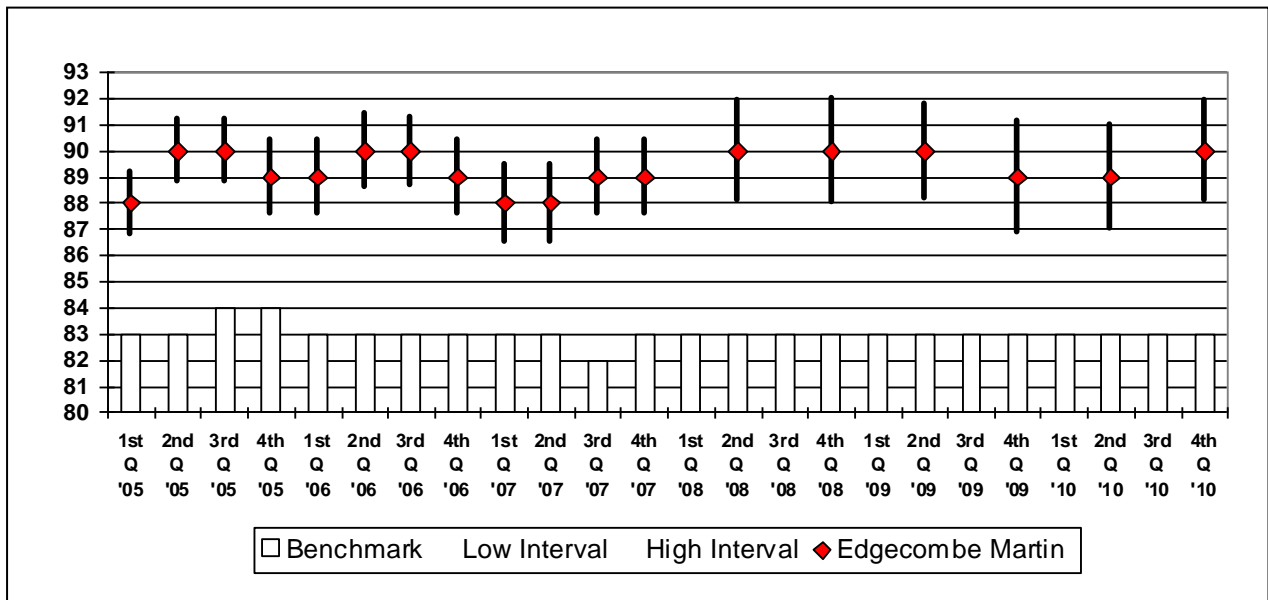
The data shows that Edgecombe Martin EMC's ACSI score is significantly higher than the Touchstone Energy cooperatives nationwide, the top investor owned utility, and the TSE Services Group benchmark.

The following charts show the ACSI Overall Satisfaction Score and the ACSI Retention Index for the current reporting period as well as the historical data from the 1st quarter of 2005. The ACSI Score is an index on a 100-point scale. The ACSI Retention index can be interpreted as a percent of customers that would be retained in a competitive choice environment.

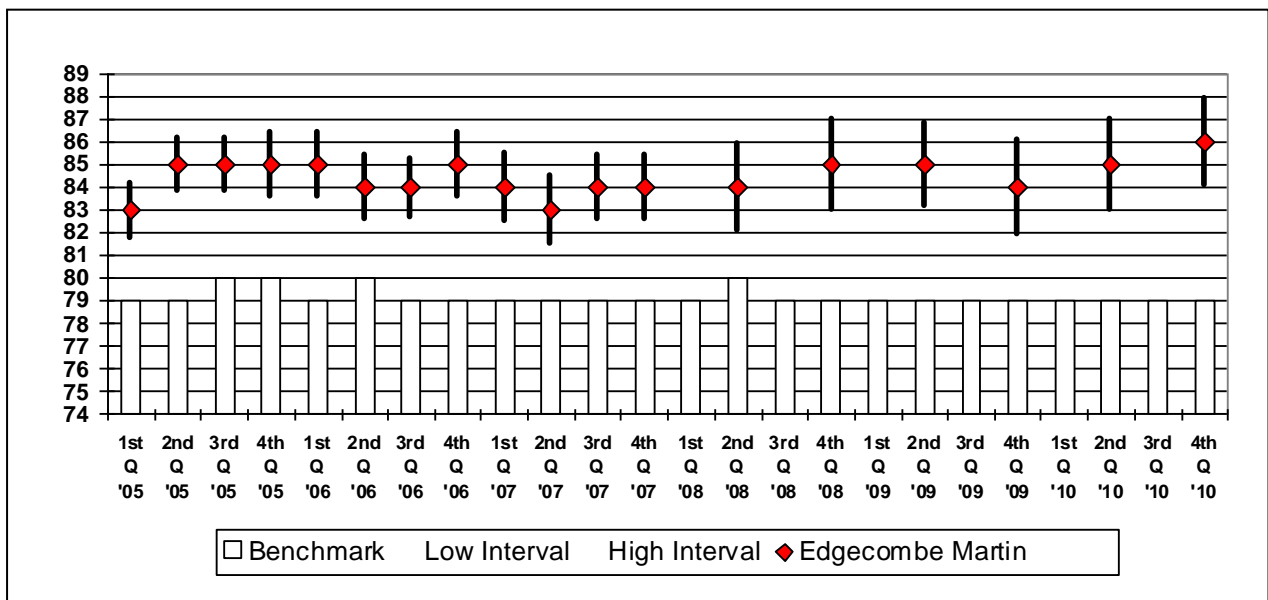
Values are shown for the TSE Services benchmark group against the results for Edgecombe Martin EMC with high and low intervals to reflect the level of statistical confidence that the sample population is representative of the overall membership of Edgecombe Martin EMC.

The data show no significant change for this reporting period in the ACSI Index.

ACSI Satisfaction: Edgecombe Martin EMC vs TSE Services Benchmark



ACSI Retention: Edgecombe Martin EMC vs TSE Services Benchmark



The graphs on the following page compare the ACSI scores for investor owned electric utilities, Touchstone Energy Cooperatives nationwide and TSE Services Member Satisfaction System participants (TSE Services Group). The identity of the individual cooperatives has been masked. To identify your position in the chart, refer to the scores reported on page one.

Touchstone Energy cooperatives (nationally) achieves a 82 for the second quarter in a row on the ACSI satisfaction index, which compares favorably to the top IOU. The TSE Services Group sustains its score of 83 from last quarter while the industry retains its score of 75.

The following quotes ACSI's fourth quarter report to Touchstone Energy:

The Best Utilities, Q4 2010

Atmos Energy maintains its industry lead, holding steady at 84 following a large 4-point gain in Q3 2010. Sempra Energy fills the second spot, inching closer to the top with a 1-point improvement to 83. Both utilities share a significant lead over all other measured utilities, with Southern Company and Centerpoint Energy tied for the next spot at 80, each improving a single point from last quarter. Three other utilities score significantly higher than the industry average, stable for a third straight quarter at 75. PPL gains slightly by 1 point to 79, while MidAmerican (unchanged at 78) and Entergy (+3 to 78) round out the 7 top performers with statistically significantly better than average ACSI scores.

Significant ACSI Improvements and Declines from Q3 2010 to Q4 2010

Five out of the 29 largest measured in ACSI make significant gains this quarter, while only one shows a significant drop in customer satisfaction. Entergy (78), Reliant Energy (76), Ameren (73), Northeast Utilities (71), and Consolidated Edison (70) all register significant 3-point improvements from Q3 2010 to Q4 2010. The gain is particularly noteworthy for Consolidated Edison, which moves out of the industry basement for the first time this year. That position is now occupied by Pepco Holdings, which plummets 6 points to an industry low of 65. Consolidated Edison also leapfrogs PG&E which drops a single point to 69. Among marginally significant gainers and decliners, Progress Energy registers a 2-point improvement to 77, while PSEG, Duke, and DTE drop 2 points to 74, 73, and 71, respectively. Overall, roughly half (52%) of all utilities make some improvement, while 21% decline and 27% are unchanged.

The graphs on page 4 summarize the ACSI scores for Overall Satisfaction. Figure 1 shows the ACSI satisfaction scores for each sample, sorted by TSE Services Group and benchmark utilities. Figure 2 shows the distribution of satisfaction scores by market segment. The E, G or G/E designation indicates the type of service provided by the IOU (natural gas: G, electricity: E).

Following the figures on pages 4 and 5, Edgecombe Martin EMC's results for the four questions comprising the ACSI battery are provided along with benchmark data from the pool of cooperatives in the TSE Services Group.

Figure 1
ACSI Overall Satisfaction Index: 3rd Q '10 - 4th Q '10

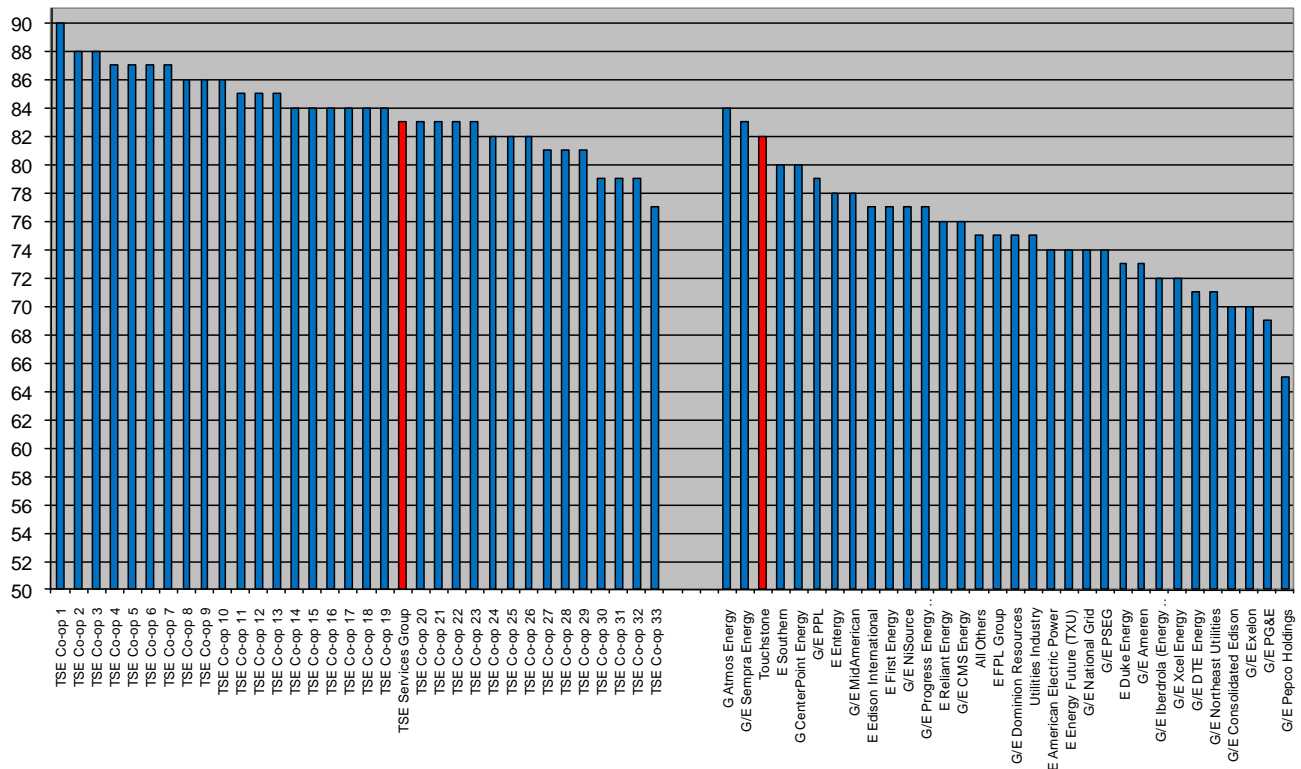


Figure 2
ACSI Overall Satisfaction Index: 3rd Q '10 - 4th Q '10

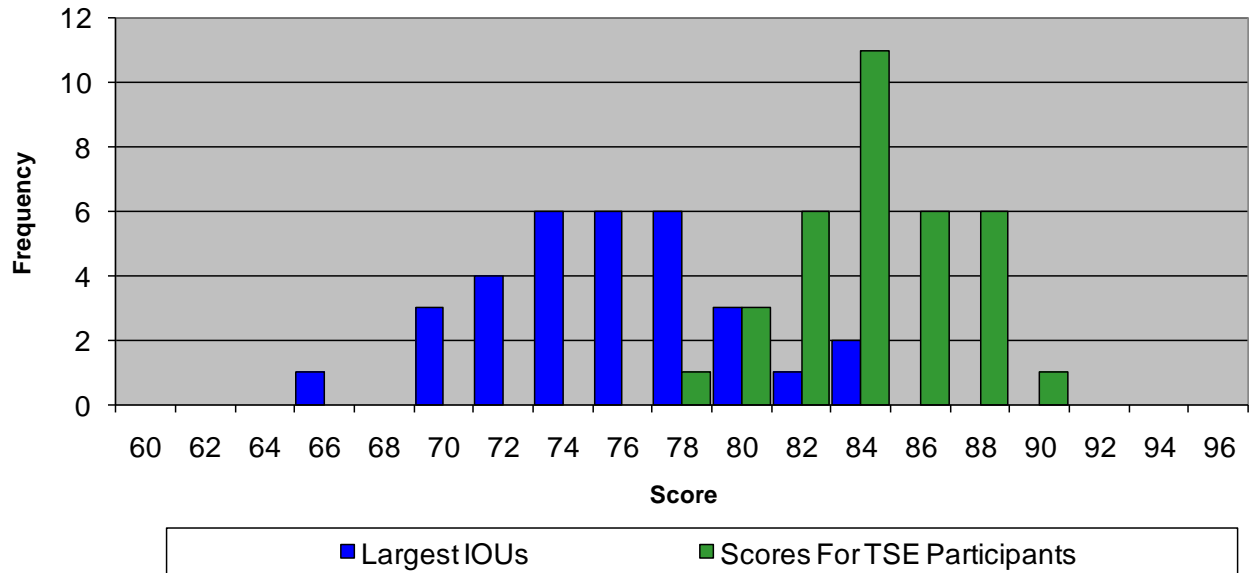


Figure 3
ACSI Retention Index: 3rd Q '10 - 4th Q '10

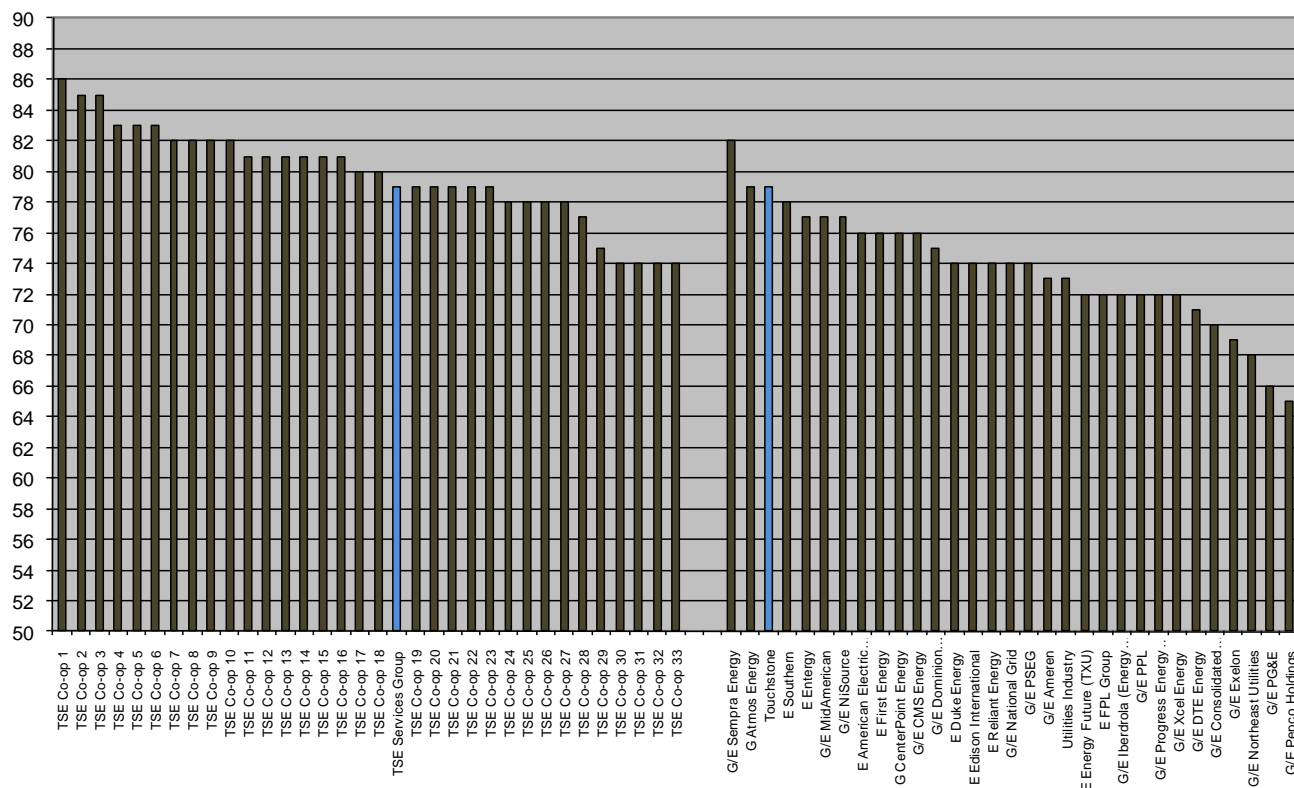
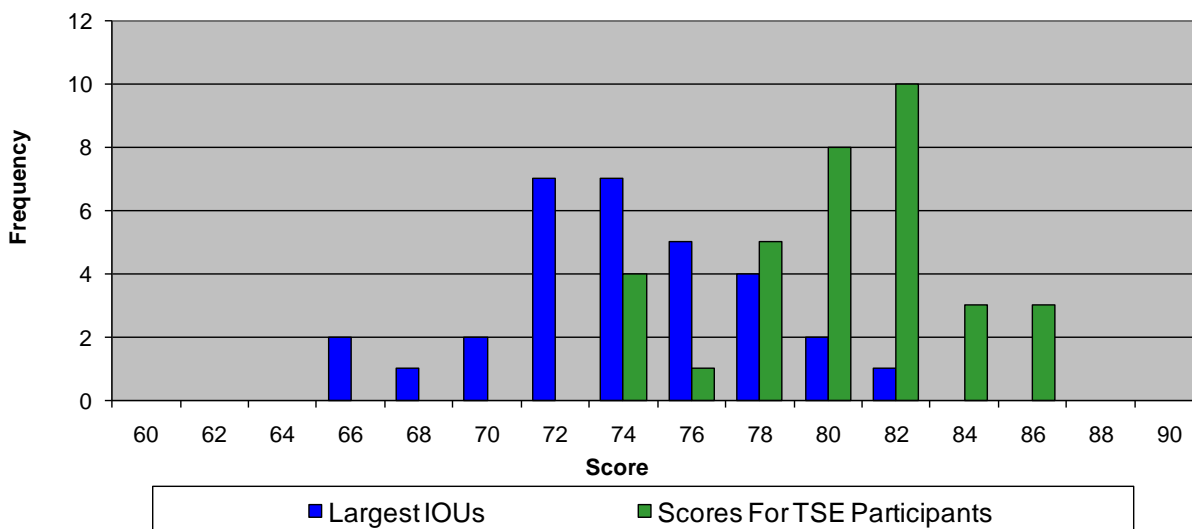


Figure 4
ACSI Retention Index 3rd Q '10 - 4th Q '10



Appendix: ACSI Battery

The four questions that make up the ACSI battery are included as part of the core TSE Services instrument that is used with all survey respondents. The first of the ACSI questions (Q4 in the TSE Services instrument) is designed to measure the current level of satisfaction with the cooperative. The wording used by ACSI is very similar to the first question in the original TSE Services instrument. Comparing the results of the initial satisfaction measure in Q1 with the subsequent ACSI question in Q4 allows us to determine whether there is a significant change in perceived satisfaction after the respondent has considered the issue in detail.

Q4 First, please consider all your experiences to date with Edgecombe Martin EMC. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how satisfied are you with Edgecombe Martin EMC?

The second ACSI question (Q5 in the TSE Services instrument) is designed to determine whether the cooperative has fallen short or exceeded the customer's expectations. The ACSI expectations question follows a detailed assessment of the cooperative's performance relative to expectations on nine service elements (Q3). As such, the results to Q5 provide an overall perception of performance relative to expectations and help summarize the detailed results from Q3.

Q5 To what extent has Edgecombe Martin EMC fallen short of your expectations or exceeded your expectations? Using a 10-point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent has Edgecombe Martin EMC fallen short of or exceeded your expectations?

The third ACSI question (Q6 in the TSE instrument) is designed to compare the cooperative to the customer's idea of the ideal utility. Respondents are asked to indicate whether the cooperative is not very close to the ideal or very close to the ideal.

Q6 Forget Edgecombe Martin EMC for a moment. Now, I want you to imagine an ideal utility company. (PAUSE) How well do you think Edgecombe Martin EMC compares with that ideal utility company? Please use a 10-point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal".

The fourth ACSI question (Q7 in the TSE instrument) is designed to determine how likely it is that the respondent would choose the cooperative again if allowed to choose among utilities.

Q7 For the next question, assume, for the moment, that you could choose from among more than one utility company. The next time you are going to choose a utility company, how likely is it that it will be Edgecombe Martin EMC again? Using a 10-point scale on which "1" means "very unlikely" and "10" means "very likely," how likely is it that it will be Edgecombe Martin EMC again?

The following charts show the results of the initial response to overall satisfaction and results of the four questions in the ACSI battery relative to the benchmark from the TSE Services' Group.

As can be seen from the chart, Edgecombe Martin EMC's results are significantly higher than the benchmark data and little difference is seen between the two overall satisfaction questions.

ACSI Battery: Edgecombe Martin EMC vs TSE Services Benchmarks

