



Powering Strong Communities

PUBLIC POWER DATA SOURCE



Empowering public power professionals with actionable and affordable data, customer insights, and strategies for success 24/7.

SUBSCRIBE TODAY

Visit the Product Store at PublicPower.org or contact Products@PublicPower.org to start your annual subscription to the **Public Power Data Source**.

Utility Pricing

Annual subscription provides 24/7 access to the **Public Power Data Source** for 5 utility employees.

| | Member | Nonmember |
|-----------------------------|--------------|--------------|
| < 10,000 customers | \$2,000/year | \$4,000/year |
| 10,001 – 50,000 customers | \$2,500/year | \$5,000/year |
| 50,001 – 100,000 customers | \$3,000/year | \$6,000/year |
| 100,001 – 500,000 customers | \$3,500/year | \$7,000/year |
| 500,001+ customers | \$4,000/year | \$8,000/year |

Joint Action Agency Pricing

Annual subscription provides 24/7 access to the **Public Power Data Source** for 5 utility employees at each utility the agency subscribes and access to 5 agency employees. Prices are based on the total number of customer served by the utilities the agency subscribes to the service.

| | Member | Nonmember |
|-----------------------------|---------------|---------------|
| < 50,000 customers | \$ 9,000/year | \$18,000/year |
| 50,001 – 100,000 customers | \$12,000/year | \$24,000/year |
| 100,001 – 250,000 customers | \$15,000/year | \$30,000/year |
| 250,001 - 400,000 customers | \$18,000/year | \$36,000/year |
| 400,001+ customers | \$21,000/year | \$42,000/year |

PUBLIC POWER DATA SOURCE

powered by
greatblue
WHAT'S NEXT.

Empowering public power professionals with actionable and affordable data, customer insights, and strategies for success 24/7.

FAQS

Need more information or want to see a demo? Contact the APPA Membership team at Products@PublicPower.org or 202/467-2926.

Q: How does the Public Power Data Source differ from other customer-survey platforms?

A: We've designed this powerful online tool specially for public power leaders. It's THE source for best-in-class public power customer-satisfaction data in key topic areas.

Q: How is data collected?

A: GreatBlue Research conducts quarterly surveys (started Q1 2017) with 3,000 randomly selected public power customers using an online methodology.

Q: Can I filter data to match demographic profiles?

A: Yes, you can filter the data using the dropdown menu in each dashboard. Current filters allow for age, gender, household income, neighborhood type, state, and rent vs. own.

Q: How can I obtain data specific to my utility's own service area?

A: You can filter data to mirror your customers' demographic profile on regional, state, and national levels. If you want data for your actual customers, GreatBlue can collect it as a custom project, and you can view it using the Public Power Data Source.

Q: How often is new content released?

A: We adhere to a strict content calendar to produce 8-12 annual reports that are viewable on the digital dashboards. We track overall customer satisfaction metrics, investigate quarterly key topic areas, and highlight year-over-year trends annually.

Q: What topics are covered?

A: As a subscriber, you help determine the topics we cover. We also consider industry trends and input from nationally recognized subject-matters experts.

Q: Can I download/share content?

A: Yes, we encourage sharing the content within your utility. However, content cannot be shared outside your organization without written permission from APPA.

Q: How long is data stored and available?

A: You have access to all platform content for a minimum of 5 years. We do not provide direct access to "raw data" sets unless a specific need arises.