

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.

**AMERICAN
PUBLIC
POWER™
ASSOCIATION**

Powering Strong Communities

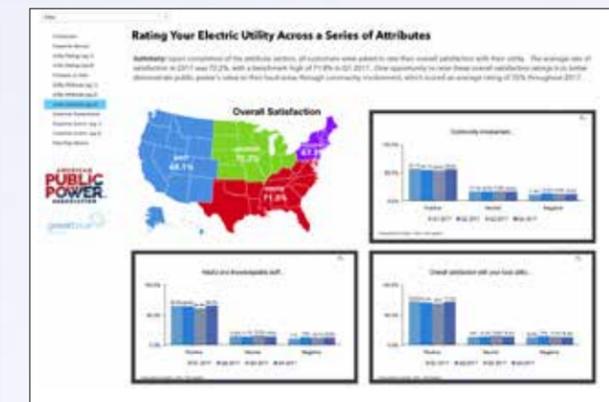
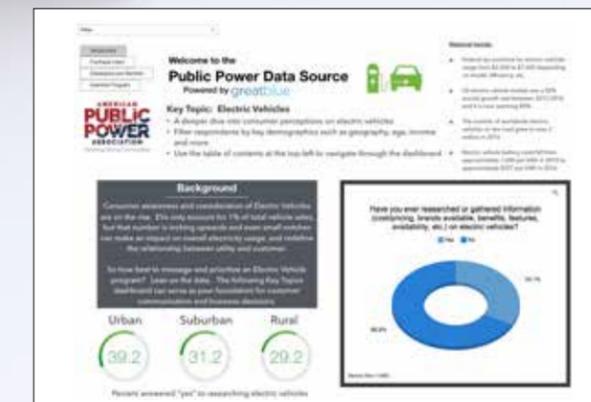
As a public power leader, you need to know how your customers feel about the services you provide today so you can plan for the services they'll demand tomorrow. That's why the American Public Power Association is partnering with GreatBlue Research to bring you the **PUBLIC POWER DATA SOURCE**.

DESIGNED FOR UTILITIES OF ALL SIZES

The **Public Power Data Source** gives you access to current trends, topics, and issues that impact the vital work you do. As a subscriber to this powerful online tool, you'll help to determine the content of quarterly surveys that capture national and regional feedback from thousands of public power customers. Whether you serve 2,000 customers or 200,000, you'll discover what customers think, so you can provide the services they want.

MUCH MORE THAN NUMBERS AND CHARTS

With 24/7 access, you can view quarterly deliverables at your convenience. The **Public Power Data Source** simplifies the reporting process with an easy-to-navigate, highly intuitive dashboard, executive summaries, and downloadable reports you can segment regionally, nationally, and demographically.



STAY AHEAD OF THE CURVE

Subscribe to the **Public Power Data Source** to:

- Enjoy real-time access to utility data trends
- Gain precise insight into your customers and your utility's overall performance via research conducted with 12,000 randomly selected public power customers annually
- Prioritize your programs, products, and services according to customer feedback
- Benchmark your utility against regional and national peers
- Access actionable content and customer engagement tools for your marketing and communications teams

About the Association's Partner

GreatBlue is utilities research. For nearly four decades, GreatBlue has conducted comprehensive qualitative and quantitative customer research for utilities. Our time-tested and continuously refined research processes, coupled with our deep understanding of this complicated industry, help our clients understand their customers completely.

We work closely with utilities of all types and sizes throughout the U.S. Because we manage the entire research process in-house, we have the credibility, reliability, and experience that earns industry leaders' trust. From a community-owned utility with 2,000 customers to Joint Action Agencies with many utility members, GreatBlue approaches every project with the same level of detail and attention.

GreatBlueResearch.com // 860-740-4000 // datasource@greatblueresearch.com

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**.

Need more information or want to see a demo?

Contact the American Public Power Association at Products@PublicPower.org or 202-467-2926.

FAQS

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

A: We've designed this powerful online tool specifically 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 the Association.

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.