



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](http://PublicPower.org) or contact [Products@PublicPower.org](mailto: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

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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](mailto: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.