

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**

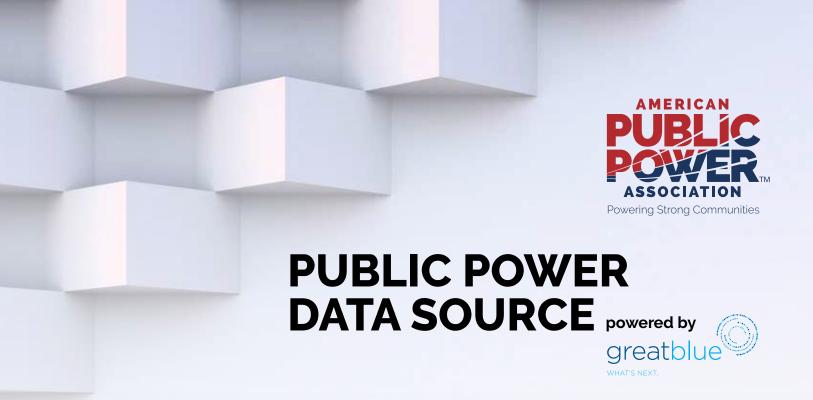
Annual subscription provides 24/7 access to the **Public Power Data Source** for 5 utility employees.

	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
\$ 9,000/year	\$18,000/year
\$12,000/year	\$24,000/year
\$15,000/year	\$30,000/year
\$18,000/year	\$36,000/year
\$21,000/year	\$42,000/year
	\$ 9,000/year \$12,000/year \$15,000/year \$18,000/year



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### **FAQS**

Need more information or want to see a demo? Contact the American Public Power Association at Products@PublicPower.org.

# 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 bases. 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.