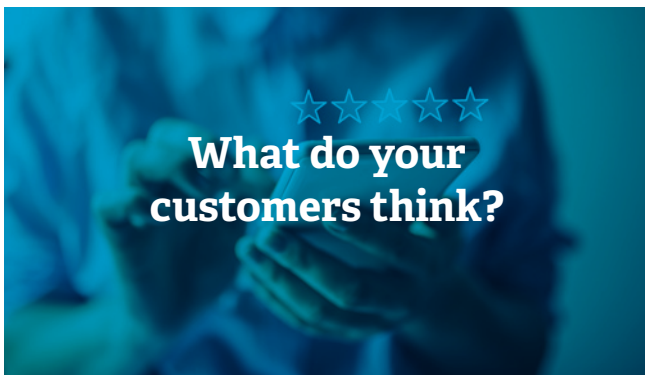


# RESIDENTIAL CUSTOMER RESEARCH RESULTS

In 2021, WPPI Energy conducted residential customer research on behalf of interested member utilities. Collected through an online survey and focus group discussions, the research captured feedback from customers on overall satisfaction with their utility, awareness and familiarity of utility programs and services, communication preferences and views on a variety of industry-related topics.



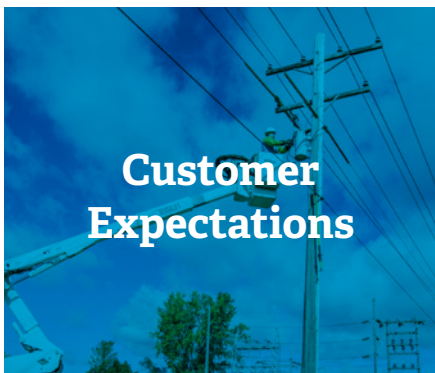
Below are key findings from the survey results. Results are reported as an average across the membership.

**79%**

of residential customers in WPPI member communities are satisfied with their utility.

**63%**

of residential customers in WPPI member communities are satisfied with the value of services received.



Satisfaction remains the highest for:

**PROVIDING RELIABLE ENERGY**

84% satisfied

**TRUSTWORTHINESS**

75% satisfied

**BEING LOCALLY OWNED**

68% satisfied



More customers prefer to receive communication via email and text message compared to 2018.

59% of customers prefer

**EMAIL COMMUNICATION**

Member utilities are exceeding expectations in offering bill payment and historical energy usage online.



Customers were satisfied with their utility's response to the COVID-19 pandemic in 2020.





## Continuous Improvement

Although the majority of residential customers are satisfied with their utility, there are always areas for improvement.

### Cost Management

Customers are interested in learning more about how the utility is working to keep costs affordable for the community.

### Active in the Community

Customers support the locally owned model and encourage their utility to be even more visible, showcasing the ways in which they are connecting the community.

### Environmentally Responsible

Customers care about the future of their community. **80% of customers view it is important** for their utility to be environmentally responsible, with **71% believe the utility should offer renewable energy programs.**

### Effectively Communicate During Energy Emergencies

Explore new and additional ways to communicate outages via text messages, social media, outage maps, website updates, etc. to remain trustworthy and accessible among customers.

### Communications

Customers are interested in receiving more communications from their utility overall - specifically related to costs and billing, renewable energy programs, and rate and pricing options.

### Transparency

The local utility is viewed as being accountable and accessible. Customers seek transparency in the local utility's communications, operations and decision-making.

## Next Steps

WPPI will work in partnership with members to support their local brands - carrying out action items from the research to keep customers satisfied and engaged.

## About the Research

Partnered with  
The Dieringer  
Research Group

Residential research  
last conducted  
in 2018

47 member utilities  
participated

1,857 online  
survey completions

14 member  
communities  
represented in  
3 focus groups



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