

Report of Findings

2025 MEAM Residential Customer Satisfaction Report

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Project Overview



Research Objectives

- GreatBlue Research was commissioned by the Marblehead Municipal Light Department (hereinafter "MMLD") to conduct additional research among its residential customers as part of a larger statewide research initiative involving public power and investor-owned utilities in Massachusetts.
- The primary goals of this research study were to assess MMLD customers' satisfaction with the utility, compare those satisfaction ratings with those of other public power and IOU customers, and explore customers' interest in various utility-related products and services.
- The outcome of this research will enable MMLD personnel to a) more clearly understand and ultimately set customer expectations, b) act on near-term opportunities for improvement, and c) create a strategic roadmap to increase customer satisfaction.



Areas of Investigation

The 2025 MMLD Residential Customer Satisfaction Study leveraged a digital research methodology as part of the larger MEAM / Massachusetts statewide research initiative to address the following areas of investigation with their customers:

- Organizational characteristic ratings
- Customer expectations
- Satisfaction with customer service personnel and experience
- Preferred methods of receiving information
- Importance of and satisfaction with self-service digital options
- Perception of MMLD's major storm and outage preparedness
- Interest in solar energy, electric vehicles, and electrification products
- Awareness of MMLD customer programs and rebates
- NextZero program familiarity, participation, and experiences.
- Interest and awareness of a potential time of use rate program
- Demographic profiles of respondents

Research Methodology Snapshot



<div>Methodology</div> <div>Digital</div>	<div>No. of Completes</div> <div>350</div>	<div>No. of Questions</div> <div>62*</div>	<div>Incentive</div> <div>None</div>	<div>Sample</div> <div>Customer Lists</div>
<div>Target</div> <div>Residential Customers</div>	<div>Quality Assurance</div> <div>Dual-level**</div>	<div>Margin of Error</div> <div>+/- 5.1%</div>	<div>Confidence Level</div> <div>95%</div>	<div>Research Dates</div> <div>October 8 - November 17, 2025</div>

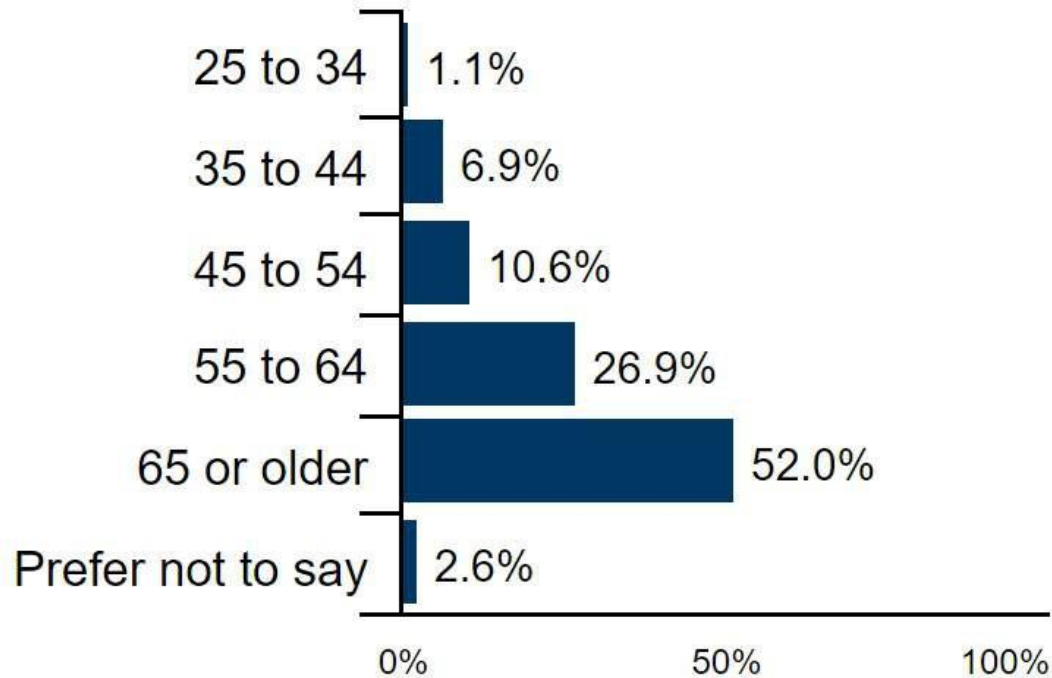
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Data quality personnel, in addition to a computer-aided interviewing platform, ensure the integrity of the data is accurate.

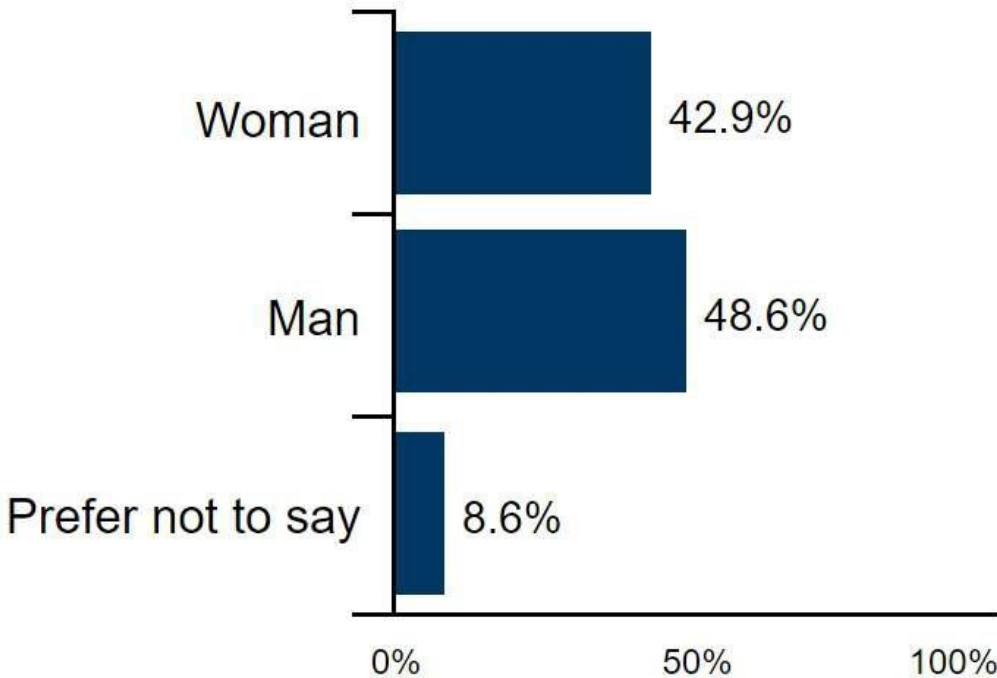
Respondent Profile | Demographics



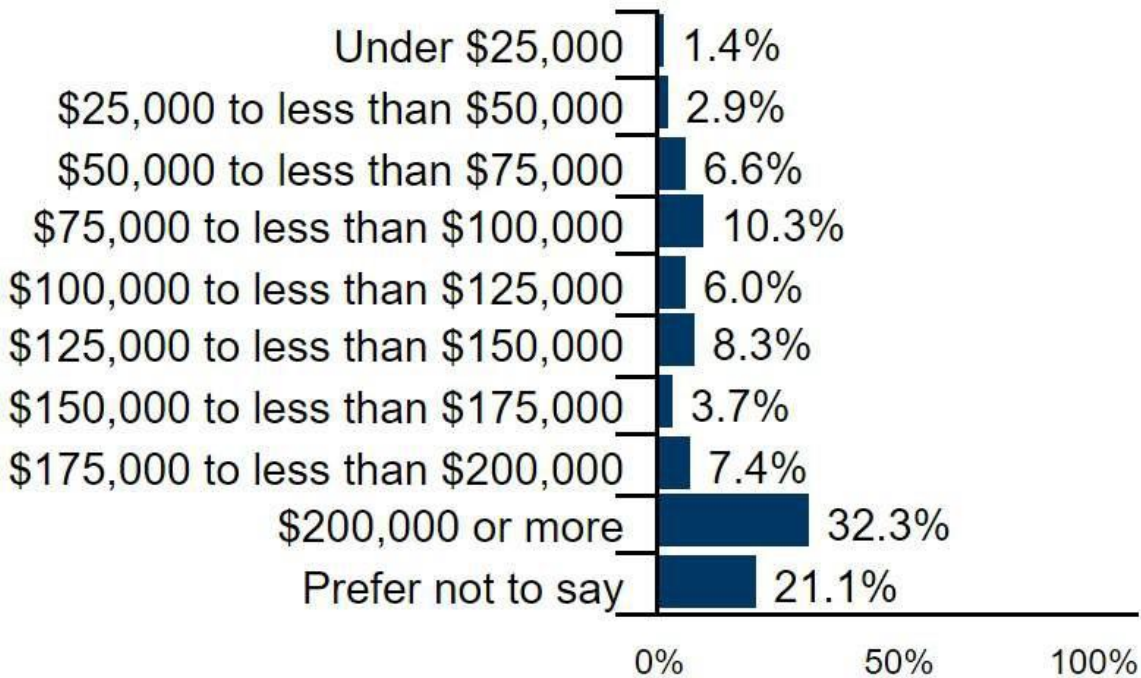
Age



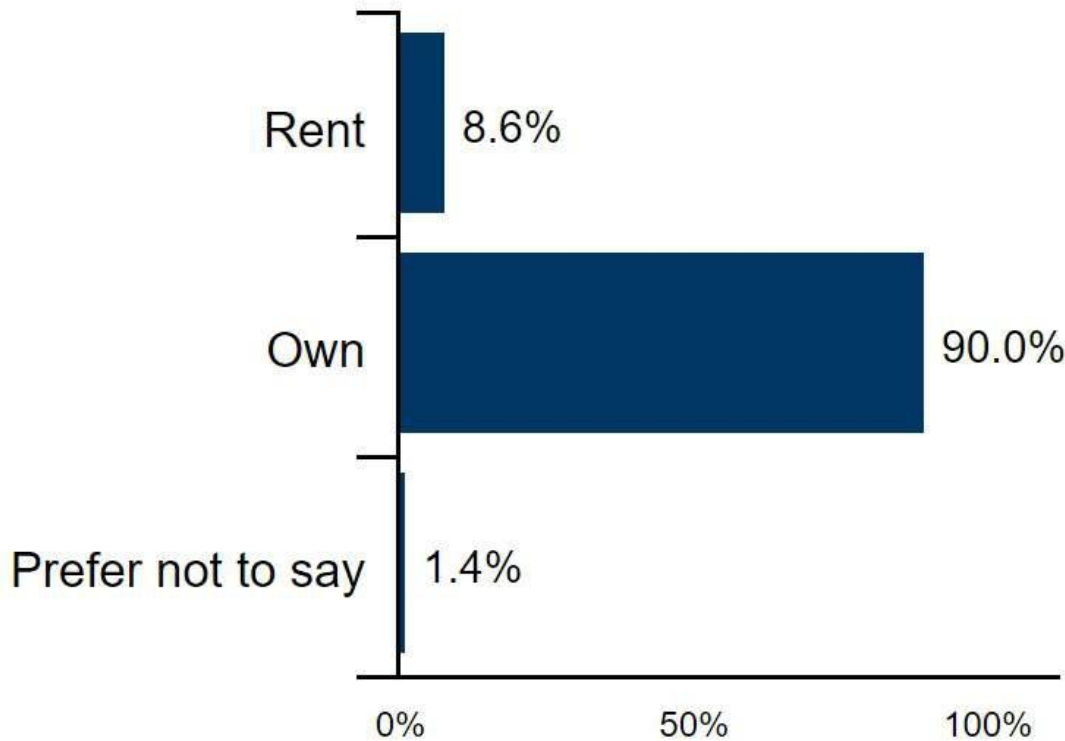
Gender



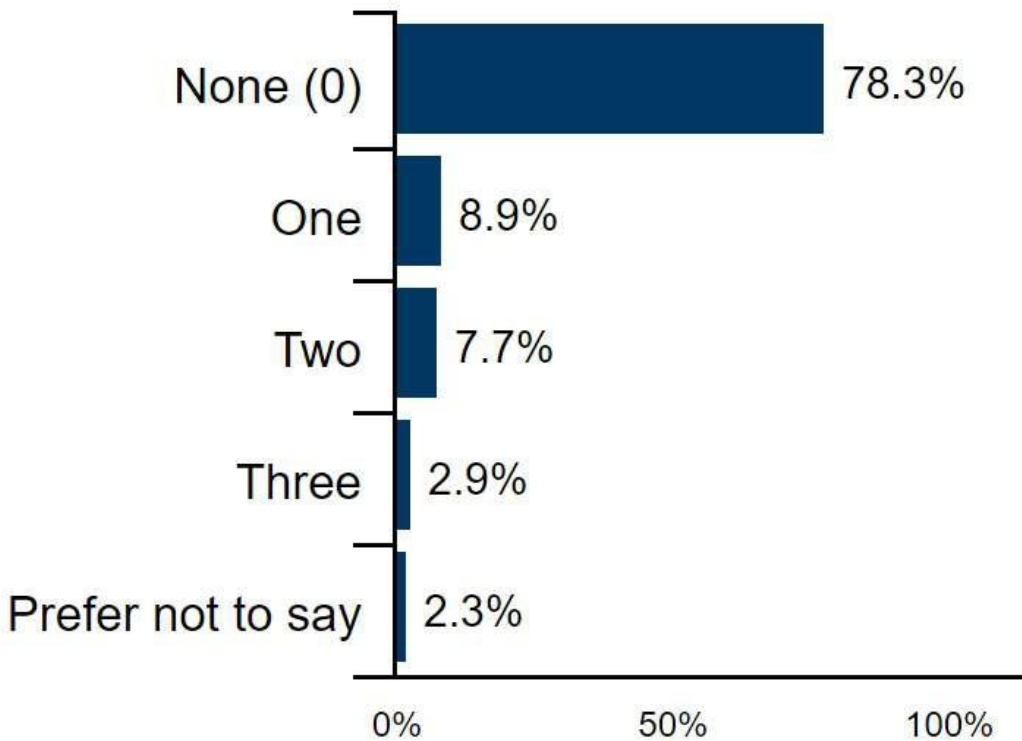
Income



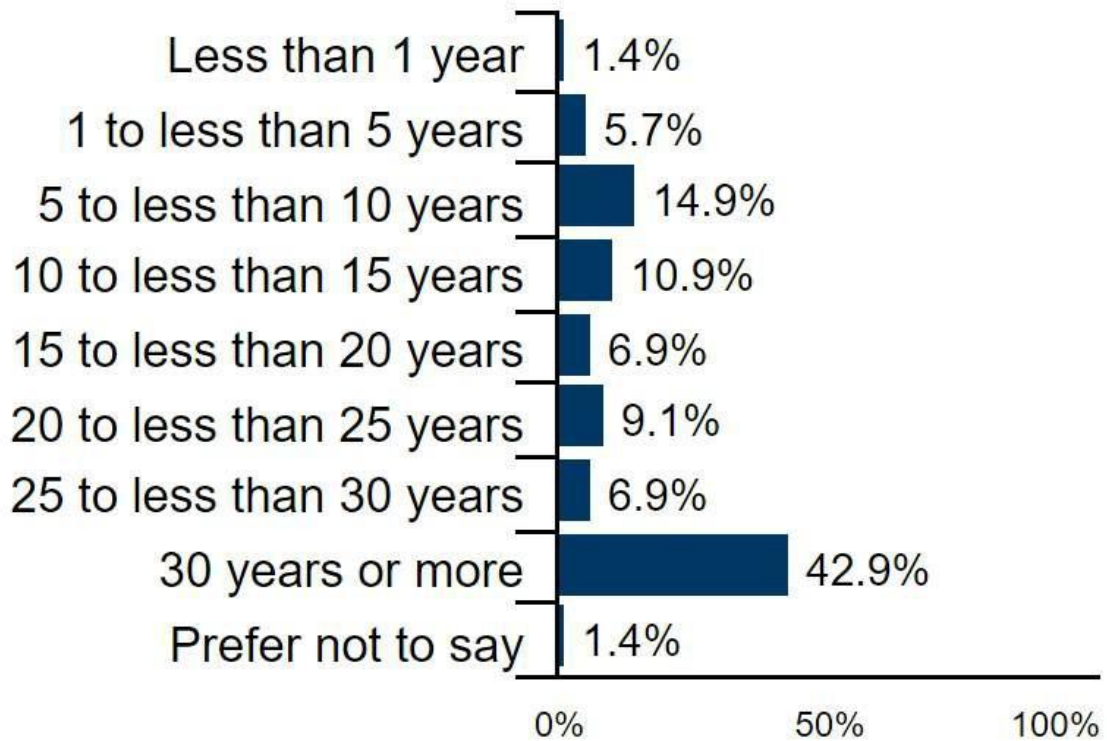
Rent or Own



of Children in Household



Time as a Customer





Key Study Findings



Key Study Findings | Legend



The American Flag indicates data leveraged from GreatBlue's proprietary Public Power Data Source (PPDS). PPDS leverages data collected from public power customers across the United States.

(+/-)

Plus/Minus symbols or colored percentages indicate statistical significance at a 95% confidence level, with the color of the symbol/percentage denoting the subgroup it is being tested against, whether it is higher or lower than the compared subgroup.

n=362

The lowercase "n" is used to indicate the base size, or the amount of respondents who answered a particular question.

"Aggregate of ratings 7-10 shown"

This phrase indicates positive ratings from questions that use a 10-point scale. The positive ratings are defined as any answer within the range of 7-10.



Boxes are sometimes used to emphasize particular data on a slide. The reason for use is always stated in the footnote.

NP+S

The NP+S (net positive score) is a score based on a question asking respondents to describe their relationship with their utility. The score is an aggregation of the following responses: "an advocate of my utility," "a loyal customer," and "a satisfied customer."

Key Study Findings



Satisfaction & Trust

- In 2025, MMLD customers provided significantly higher satisfaction ratings compared to MA Public Power and IOU customers across most organizational characteristics, resulting in an average positive rating of 82.5%.
- Nine-out-of-ten MMLD customers (90.9%) reported their utility meets their expectations “all” or “most of the time;” notably higher than MA Public Power customers (+7.1 percentage points) and MA IOU customers in 2025 (+26.4 percentage points).
- Over two-thirds of customers expressed complete trust in their utility (68.3%). Nearly eight-out-of-ten customers (78.2%) were “promoters” of their utility, compared to only 10.8% of customers who were “detractors,” leading to a NPS score of +67.4.
- Over two-thirds of customers (69.4%) viewed their electric rates as reasonable.
- Customers provided a net positive rating (advocates + loyal + satisfied customers) of 90.0%, which was on par with MA Public Power customers.

Customer Service & Communication

- The top reasons for contacting MMLD were to ask questions about an electric bill or to report an electric outage. Most contact occurred via phone, visiting the office or service center, or receiving an email from MMLD.
- Nearly seven-out-of-ten customers (69.2%) reported MMLD “takes care of things the first time” when they contact customer service, with over eight-out-of-ten customers (84.6%) rating their customer service interaction positively.
- Three-quarters of customers (74.9%) reported that the frequency of communication they receive from MMLD is “about right,” which was on par with MA Public Power customers.
- When asked to rate the value of different methods of contact, over four-fifths of MMLD customers reported finding “e-mail” (83.1%) very or somewhat valuable, and three-quarters reported the same regarding the “MMLD website” (75.4%).

Green Energy & Empowerment

- Over one-half of customers (54.9%) reported MMLD is doing enough to curb carbon emissions, and over two-thirds believe their personal actions to conserve energy support Net Zero goals (67.4%).
- Over half of customers (55.2%) are aware of the need for MMLD to achieve the statewide goal of Net Zero greenhouse gas emissions by 2050.

Programs & Services

- Over eight-out-of-ten customers (84.3%) find self-service digital tools important, and over three-quarters rated the MMLD website/app positively for the ease of understanding its content (76.6%).
- Over one-third of MMLD customers (35.1%) were familiar with the NextZero rebate programs, compared to nearly three-fifths of customers (59.5%) who were not familiar.
- Of the customers who were familiar with the programs, over half (55.3%) have applied for or received a rebate or incentive through MMLD's NextZero programs at least once.
- Of the customers who have applied for or received a rebate or incentive through the program, seven-out-of-ten (70.7%) found the program valuable in helping them save energy and reduce costs at home.



Satisfaction & Expectations



Satisfaction | Organizational Characteristics



In 2025, MMLD customers provided significantly higher average positive ratings across most organizational characteristics compared to Massachusetts (MA) Public Power and MA IOU customers overall. On average, 82.5% of MMLD customers rated their utility positively, driven primarily by positive ratings among customers for the utility “providing consistent and reliable electric service,” “restoring power after an outage in a reasonable amount of time,” and their “honesty/integrity.”

Aggregate of ratings 7-10 shown, w/o "don't know" responses	MMLD 2025	MA Public Power	MA IOU	2025 YTD PPDS National Average
Customer interactions and communication	86.6%	79.3%	64.8%	63.5%
Providing good service and value for the cost of electricity	84.6%	78.3%	59.1%	62.7%
Helping customers conserve electricity	68.9%	69.1%	59.0%	54.5%
Honesty / Integrity	89.8%	81.2%	63.8%	61.8%
Providing consistent and reliable electric service to customers	96.2%	84.2%	73.9%	74.7%
Restoring power after an outage in a reasonable amount of time	95.7%	82.7%	70.4%	71.2%
Offering innovative programs and services	61.8%	68.4%	59.1%	55.4%
Rates	73.2%	75.6%	46.3%	-
Community service	78.9%	75.7%	57.8%	60.1%
Overall Satisfaction with MMLD	89.7%	79.4%	66.8%	70.3%
Average	82.5%	77.4%	62.1%	63.8%

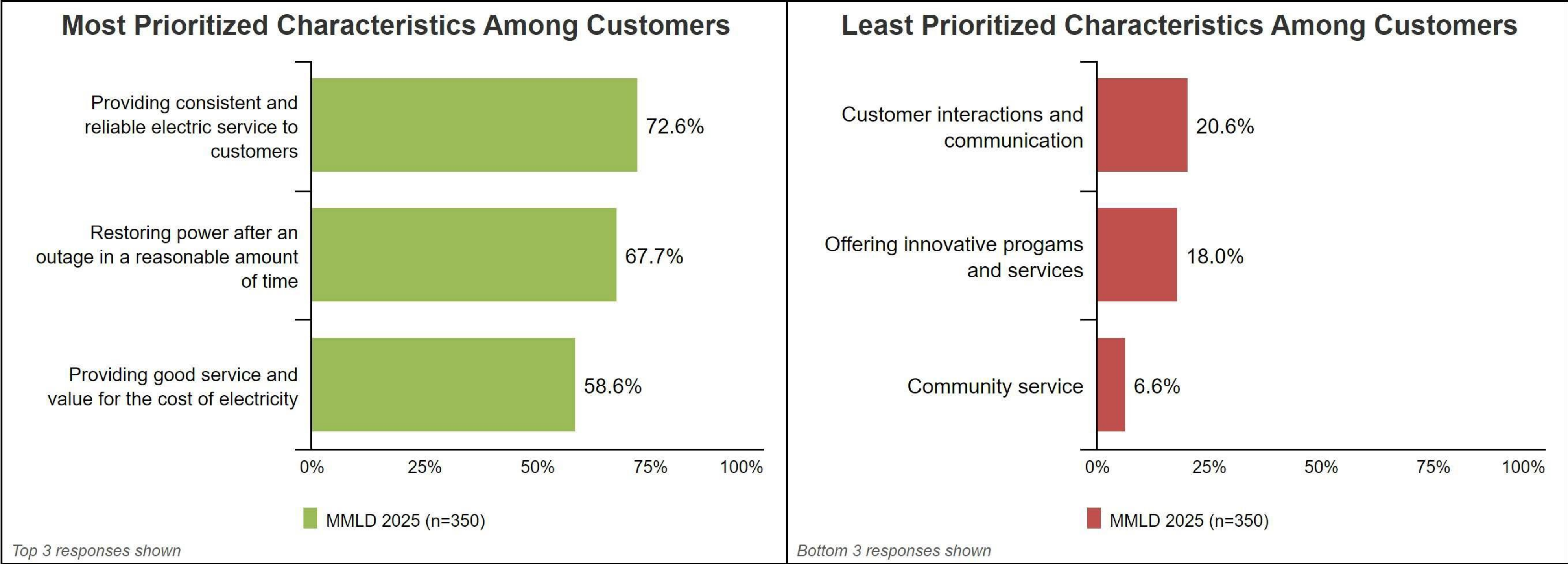
n= 350 (MMLD 2025), 400 (MA Public Power), 400 (MA IOU), 9,000 (PPDS)
Q: For each organizational characteristic, please rate MMLD's electric service using a scale of one (1) to ten (10) where one (1) is “very poor” and ten (10) is “very good.”

Color indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Satisfaction | Most Important Utility Characteristics



Over two-thirds of MMLD customers identified "providing consistent and reliable electric service to customers" and "restoring power after an outage in a reasonable amount of time" as the most important organizational characteristics to them as a customer of MMLD, which were also both highly rated organizational characteristics, followed by nearly three-fifths who identified "providing good service and value for the cost of electricity" as an important characteristic. In contrast, less emphasis was placed on MMLDs' "customer interactions and communication," "offering innovative programs and services," and displaying "community service."



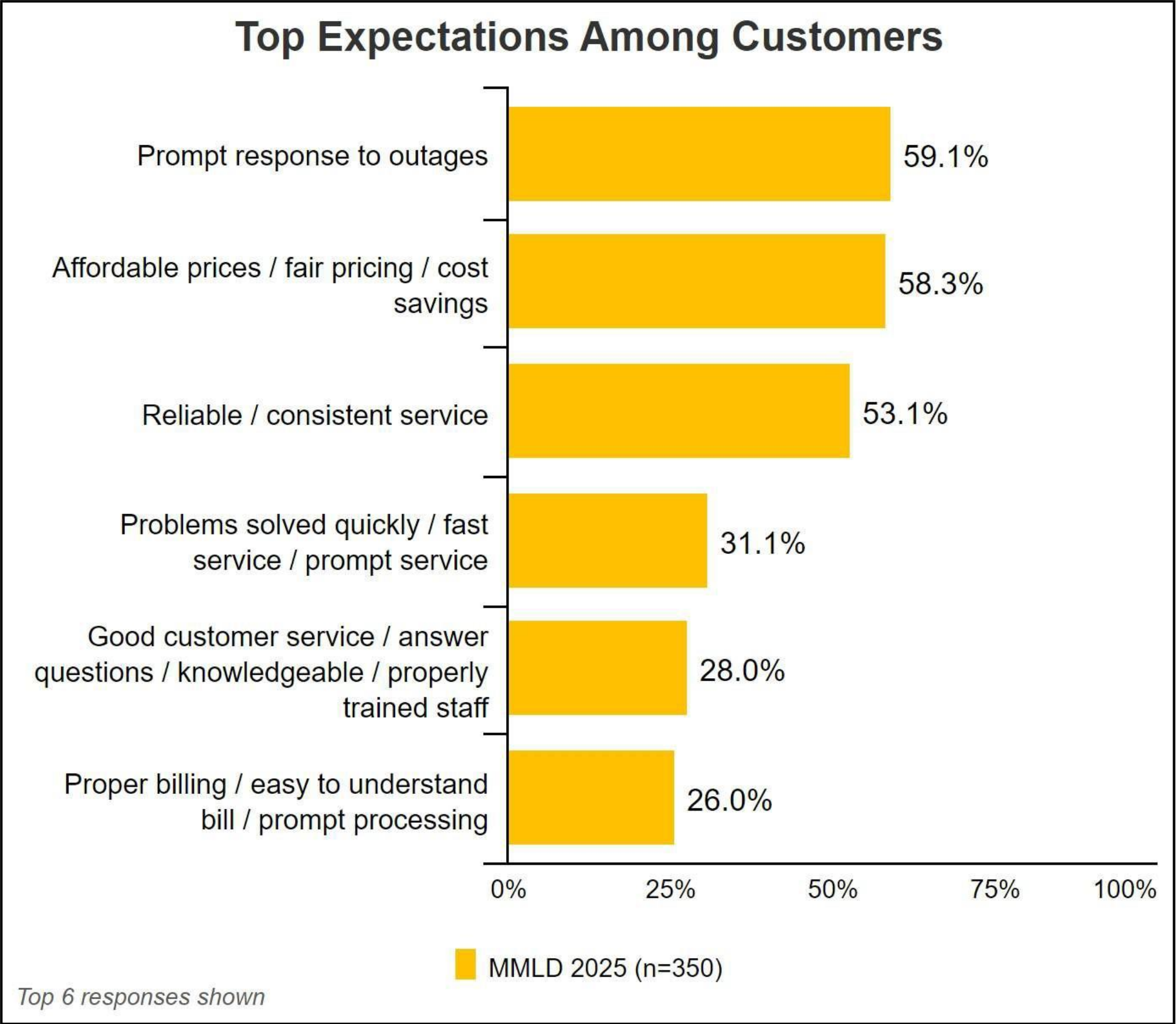
Q: Among the characteristics you just rated, what are the most important to you as a customer of MMLD?

Expectations | Top Expectations of Utility



Nearly three-fifths of MMLD customers noted the top expectations of their utility were “prompt response to outages,” followed by “affordable prices / fair pricing / cost savings” and “reliable / consistent service.”

Notably, these expectations closely align with the organizational characteristics customers found most important, with common themes including good value for service, reliable performance, and prompt outage restoration.

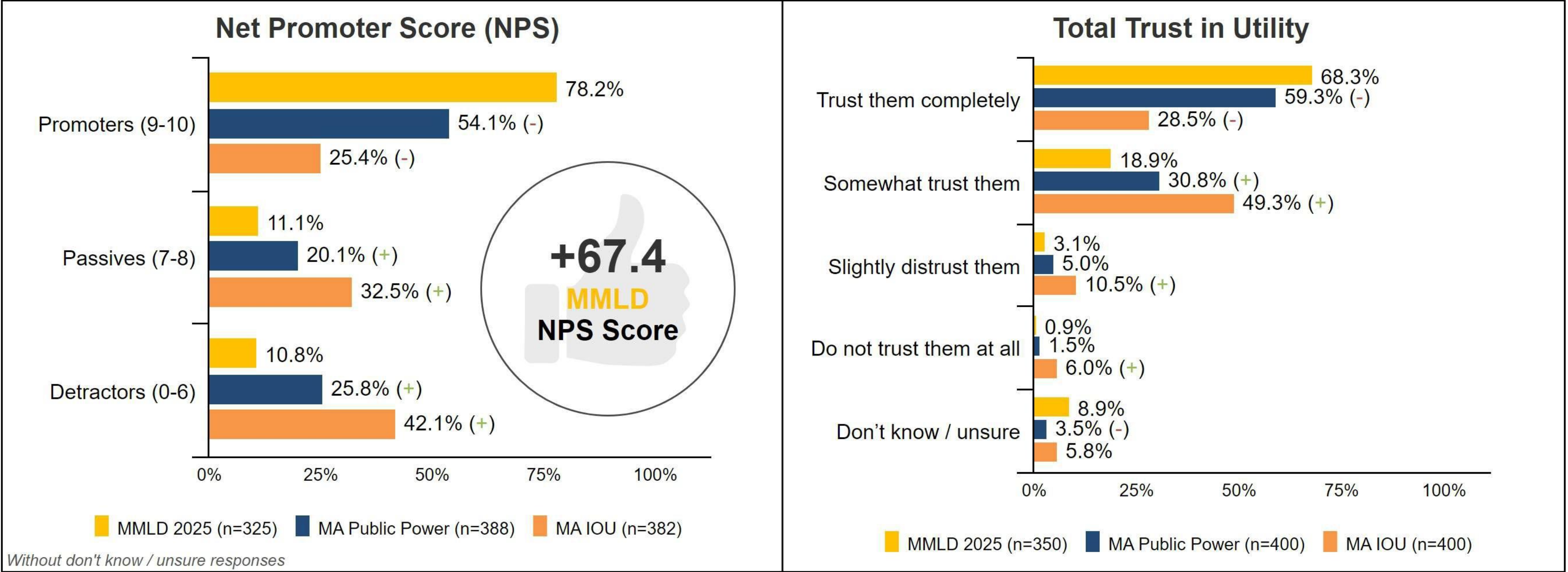


Q: Everyone has expectations of the organizations they do business with over time. What are the top three expectations you have regarding the service you receive from MMLD?

Satisfaction | Net Promoter Score & Trust



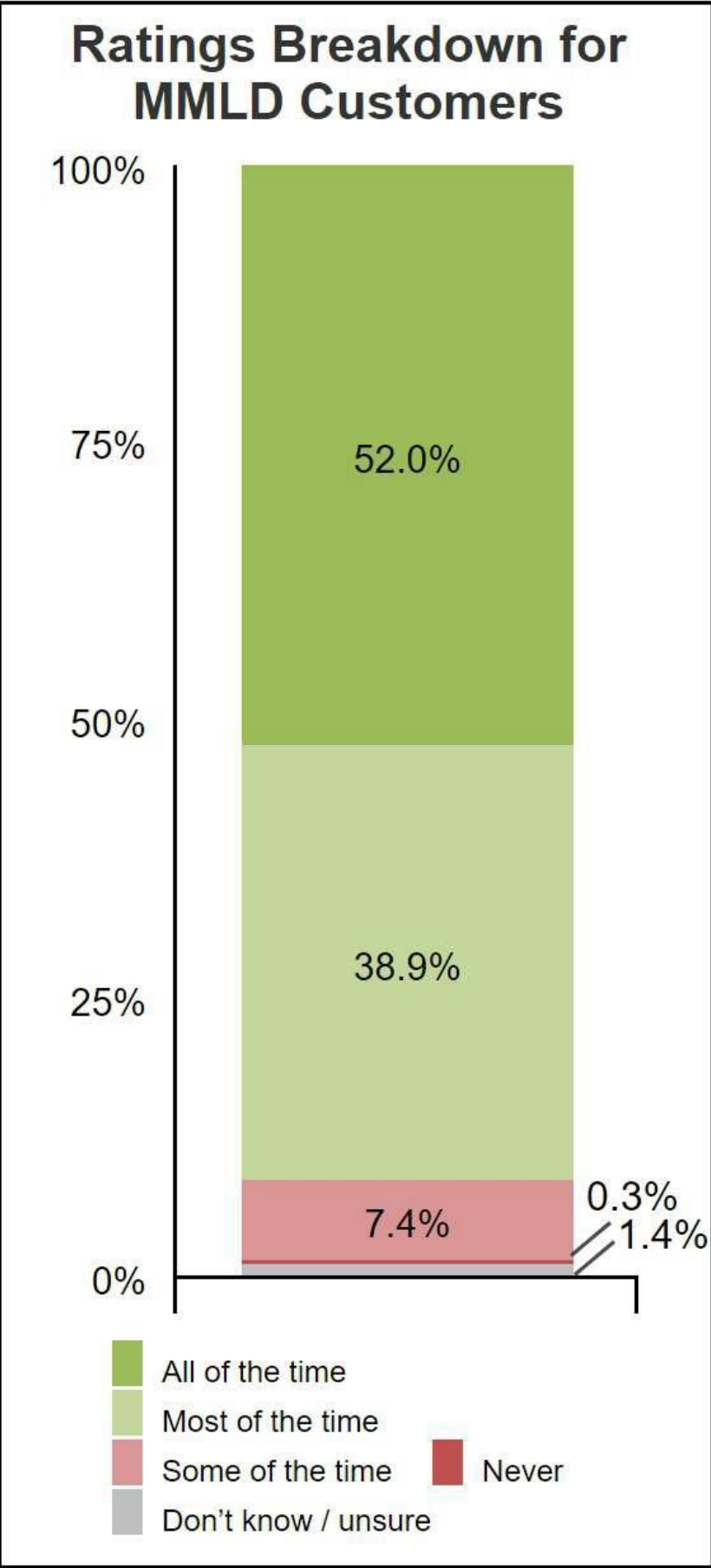
Nearly eight-out-of-ten MMLD customers were "promoters" of the utility compared to only 10.8% of customers who were "detractors," leading to a NPS score of +67.4. Of note, significantly more MMLD customers were promoters of their utility compared to MA Public Power and MA IOU customers (+24.1 and +52.8 percentage points, respectively). Further, over two-thirds of MMLD customers (68.3%) indicated they trust their utility completely, which was also significantly higher than MA Public Power and MA IOU customers (+9.0 and +39.8 percentage points, respectively).



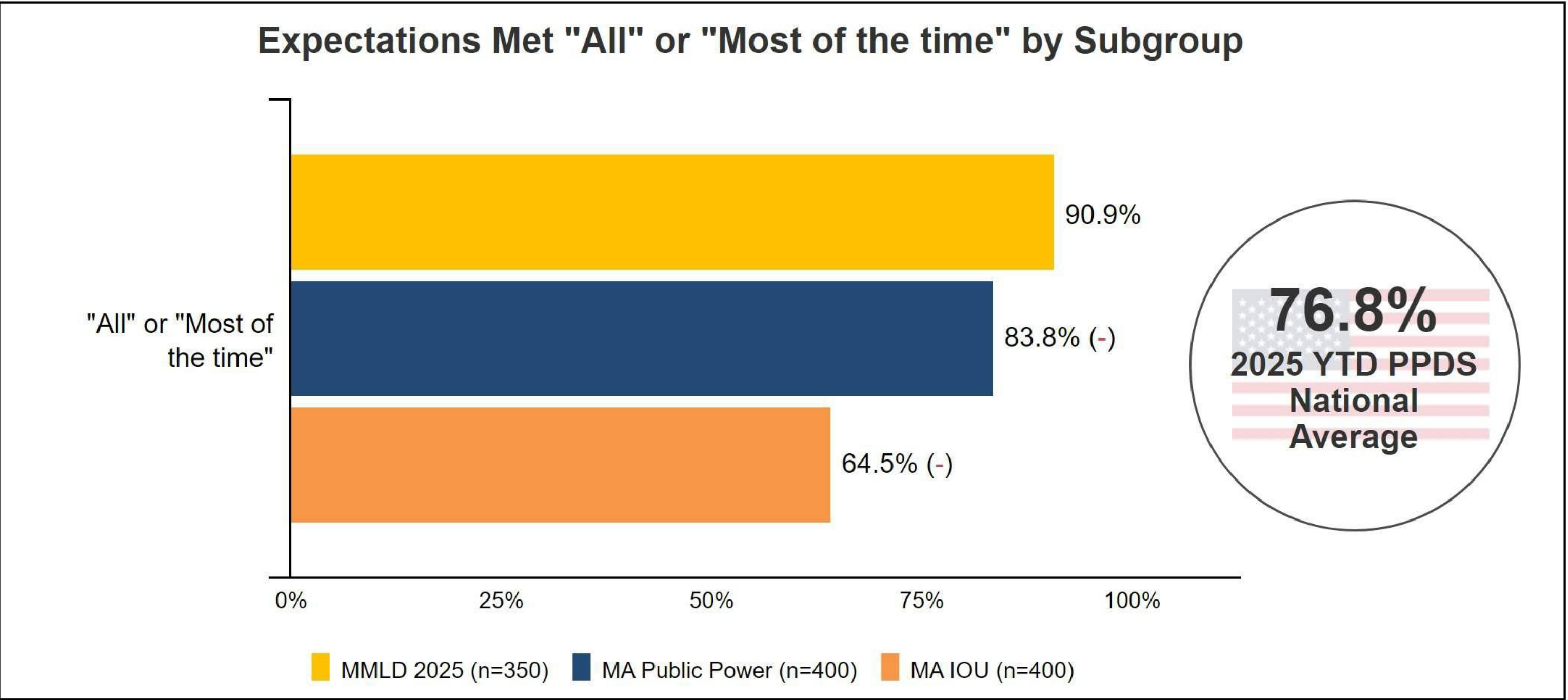
Q: On a scale of 0 to 10, how likely are you to recommend MMLD to a friend, family member, or coworker based on your experience with them as a customer?
Q: How much do you trust MMLD?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Expectations | Frequency of Expectations Met



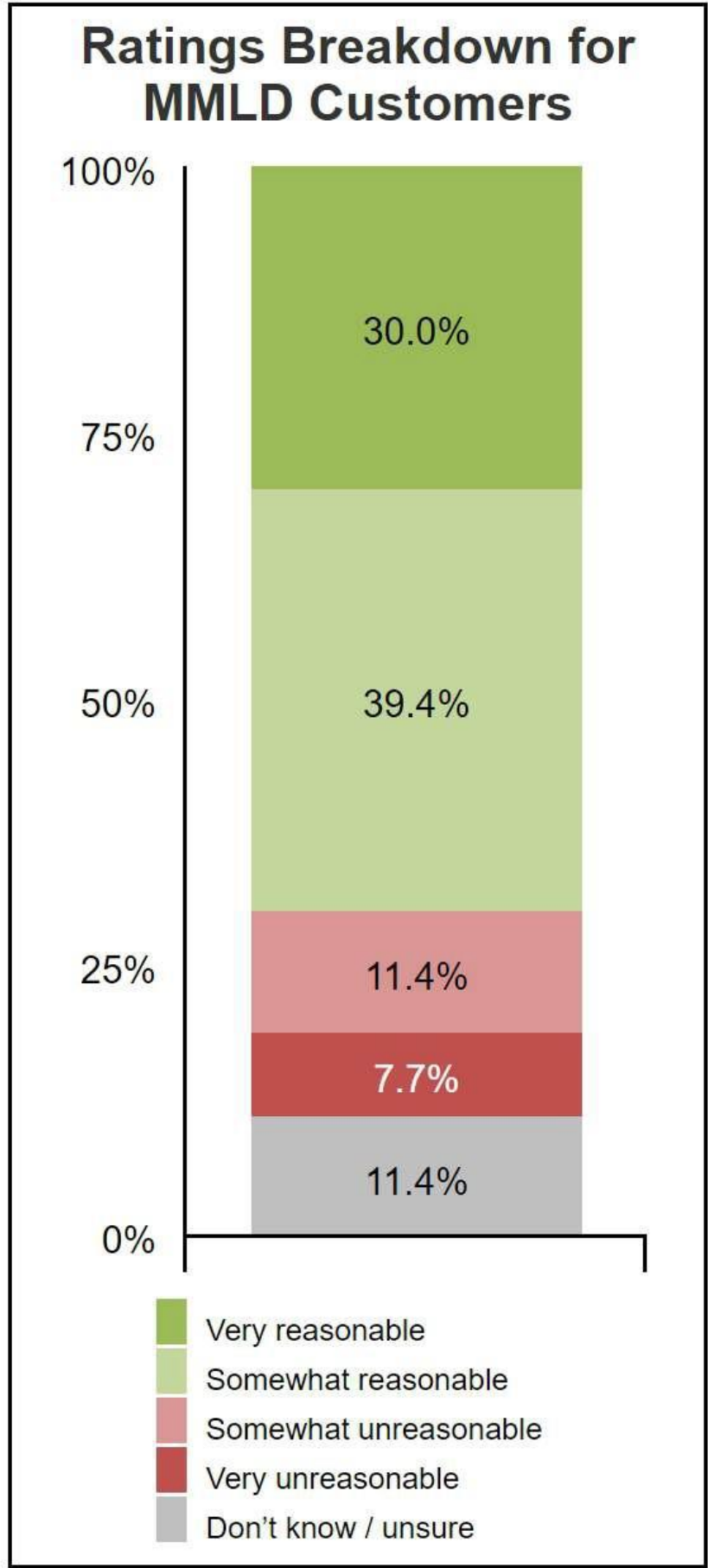
When asked how frequently their utility meets their expectations, nine-out-of-ten MMLD customers reported their expectations are met “all” or “most of the time,” which was significantly higher than MA Public Power and MA IOU customers (+7.1 and +26.4 percentage points, respectively), and also exceeded the year-to-date PPDS National Average in 2025 (+14.1 percentage points). Notably, over one-half of MMLD customers reported that the utility meets their expectations “all of the time.”



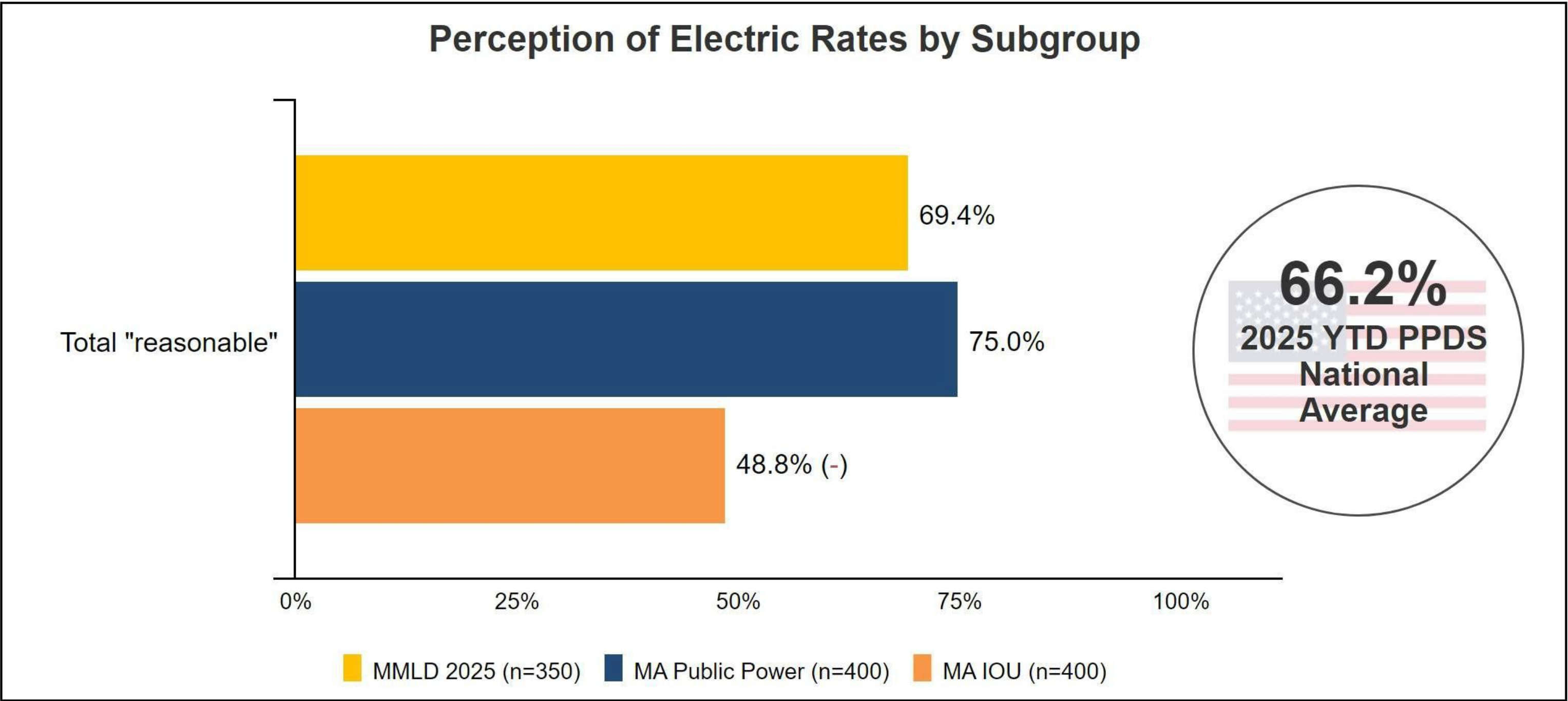
Q: Does MMLD meet your expectations...

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Expectations | Perception of Rates



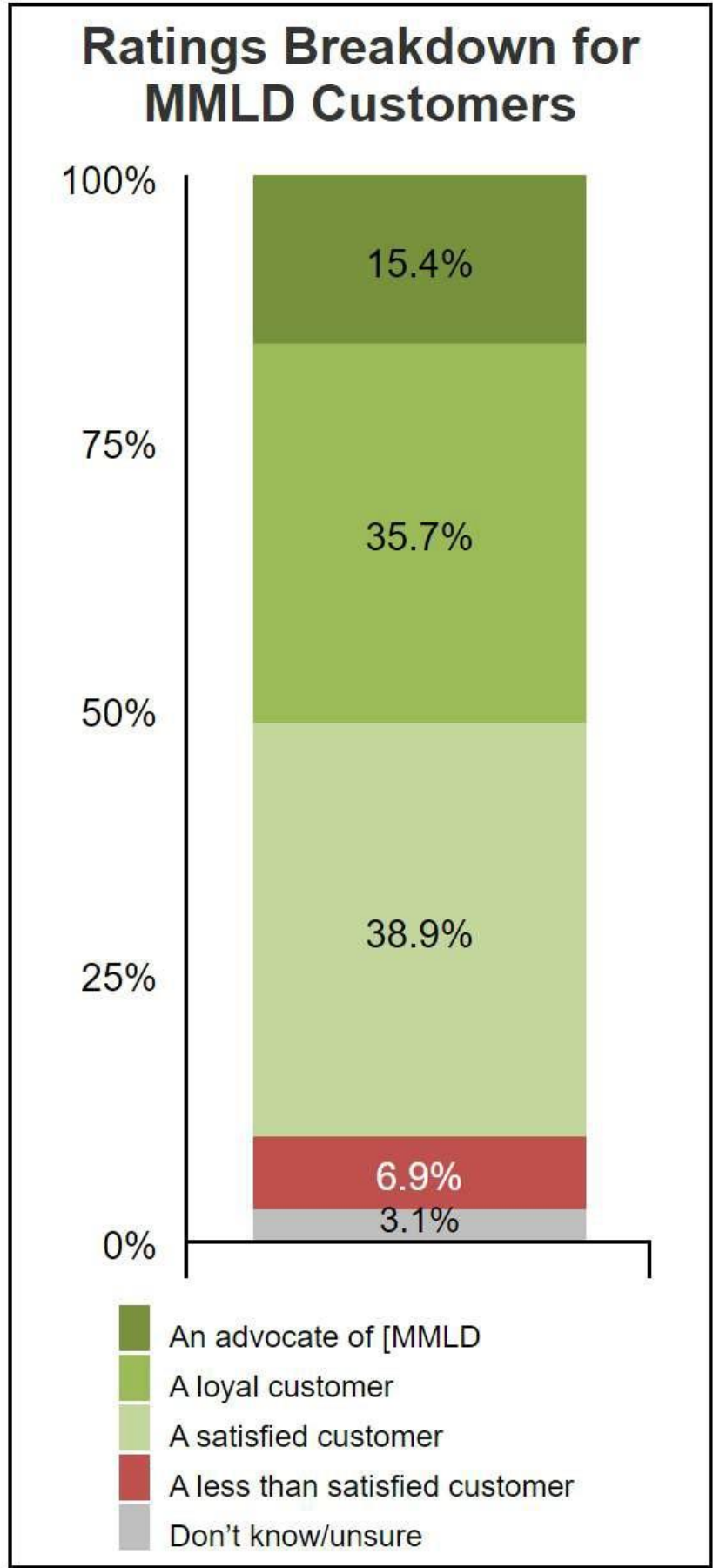
Over two-thirds of MMLD customers viewed the rates they pay for electricity as reasonable, which was lower than MA Public Power (-5.6 percentage points), but significantly higher compared to MA IOU customers (+20.6 percentage points), and outperformed the year-to-date PPDS National Average in 2025 (+3.2 percentage points). Notably, nearly two-fifths of MMLD customers viewed the rates they pay as only "somewhat reasonable."



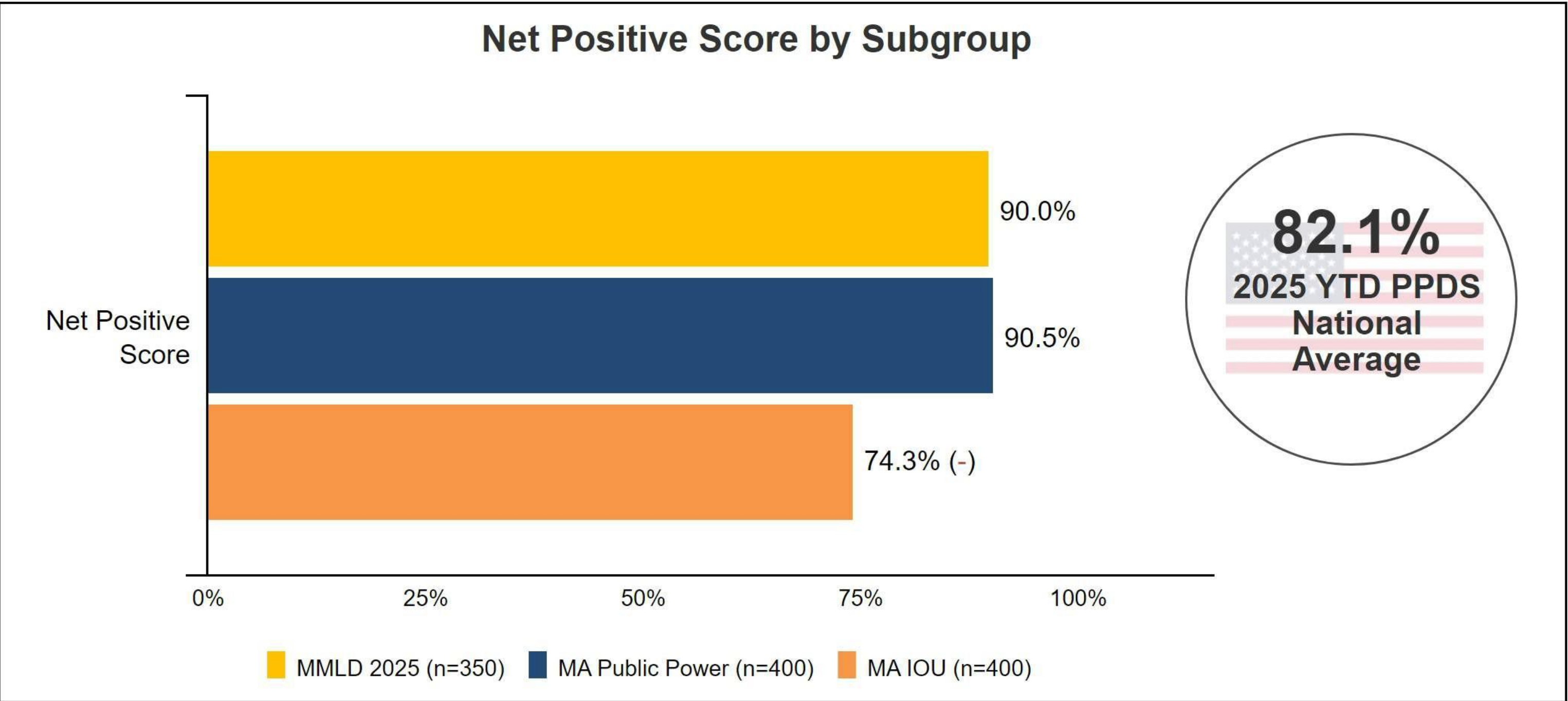
Q: Would you say the rates you pay for electricity are...

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Expectations | Net Positive Score



MMLD customers provided a net positive score, combining satisfied customers, loyal customers, and advocates, of 90.0%. Nearly two-fifths of customers identified as “a satisfied customer,” while over one-third identified as “a loyal customer.” Notably, the net positive score for MMLD customers was on par with that of MA Public Power and significantly higher than MA IOU customers (+15.7 percentage points).



Q: Which of the following would best describe your relationship with MMLD?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings



Customer Service



Customer Service | Contact Reasons & Methods



Top Reasons for Contact Among MMLD Customers

	MMLD 2025
Question on electric bill (not a complaint)	16.3%
Electric outage	10.6%
High electric bill question	7.7%
Electric service call	7.7%
To pay electric bill	7.7%
To inquire about energy programs or rebates	7.7%

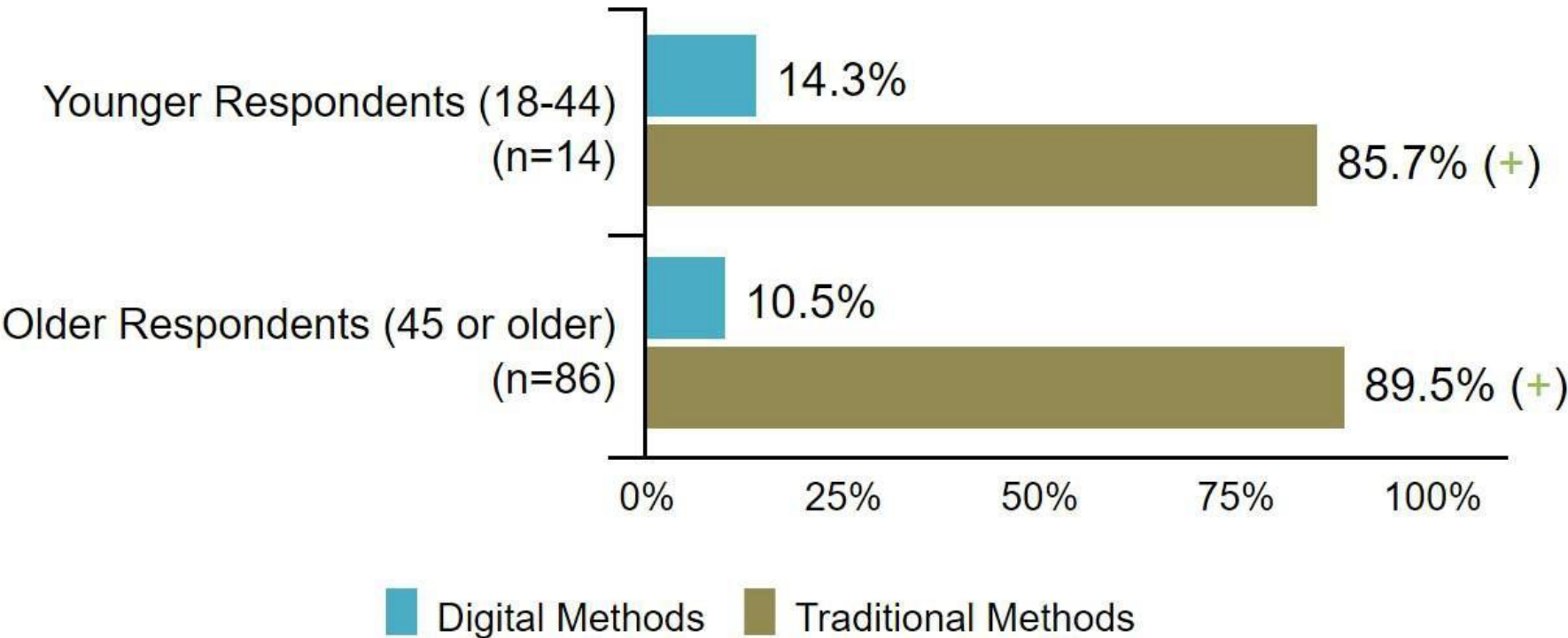
Among MMLD customers, the top reasons for contacting their utility were to ask a question on an electric bill or to report an electric outage. The most common methods of contact included telephone, visiting the office or service center, or receiving an email from MMLD.

When comparing traditional contact methods (i.e. phone calls, in-person visits) to digital methods (i.e. website visits, email, text messages, smartphone apps, or social media), MMLD customers of all ages used traditional methods significantly more often than digital methods to contact their utility.

Top Methods for Contact Among MMLD Customers

By telephone	72.1%
Visited the office or service center	12.5%
Received or sent an email to MMLD	7.7%
Visited MMLD's website	1.9%
Used MMLD's smart phone application	1.9%

Methods by Age Group



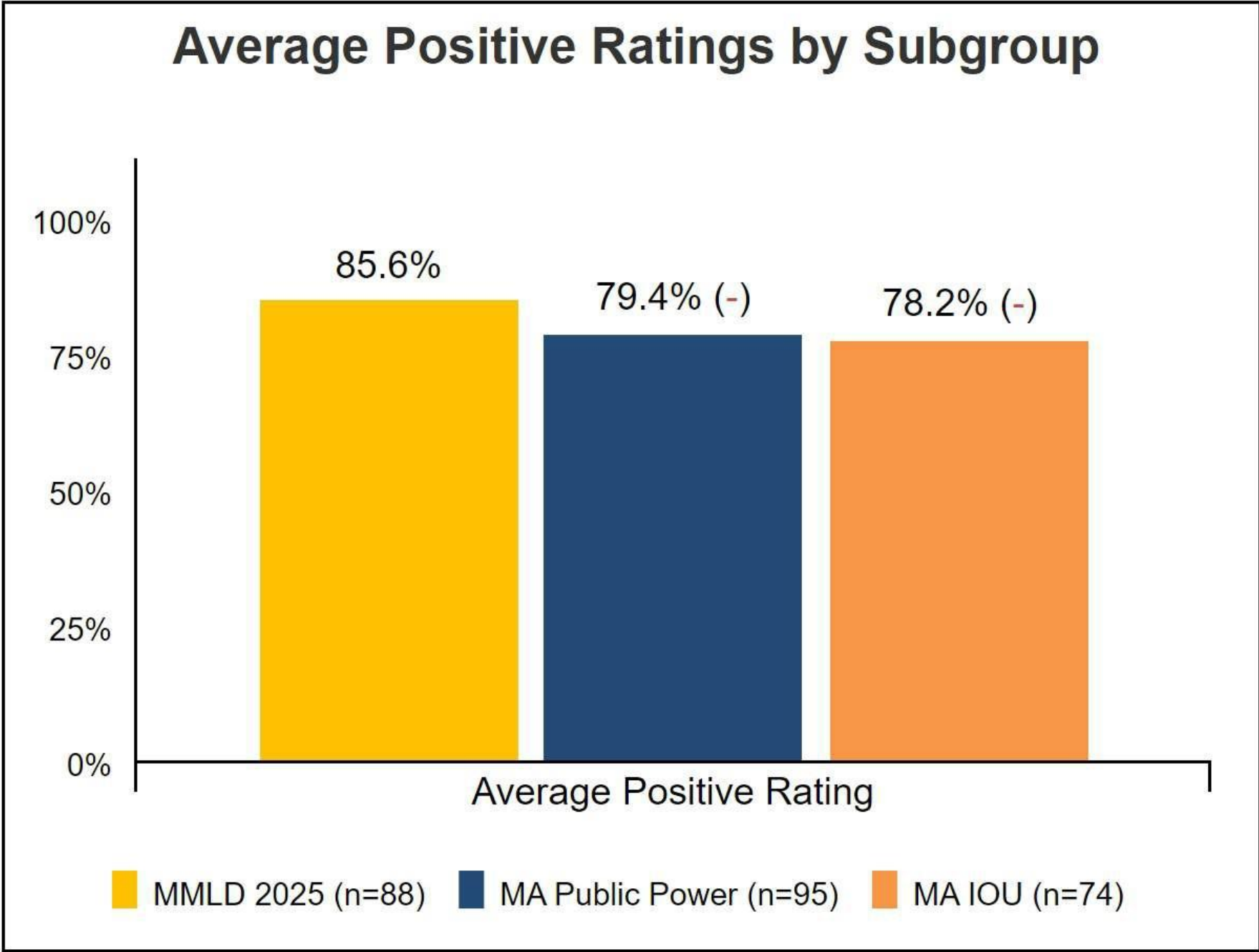
n= 104 (MMLD)
Q: What was the purpose of the contact?
Q: Which of the following methods did you use to contact MMLD?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the compared subgroup

Customer Service | Satisfaction Ratings



Among the 29.7% of MMLD customers who recently spoke with a customer service representative, ratings were higher across every representative-related characteristic compared to those provided by MA Public Power and MA IOU customers. As a result, MMLD customers reported a significantly higher average positive rating for the customer service representative they spoke with than MA Public Power and MA IOU customers (+6.2 and +7.4 percentage points, respectively).



Aggregate of ratings 7-10 shown, w/o "don't know" responses	MMLD 2025	MA Public Power	MA IOU
Understanding your problem or need	86.4%	80.0%	75.7%
Explaining things you needed to know about your problem	83.7%	79.8%	77.0%
Being courteous to you and treating you with respect	87.6%	80.0%	84.0%
Speed or providing you with results in a reasonable amount of time	84.7%	77.9%	76.0%

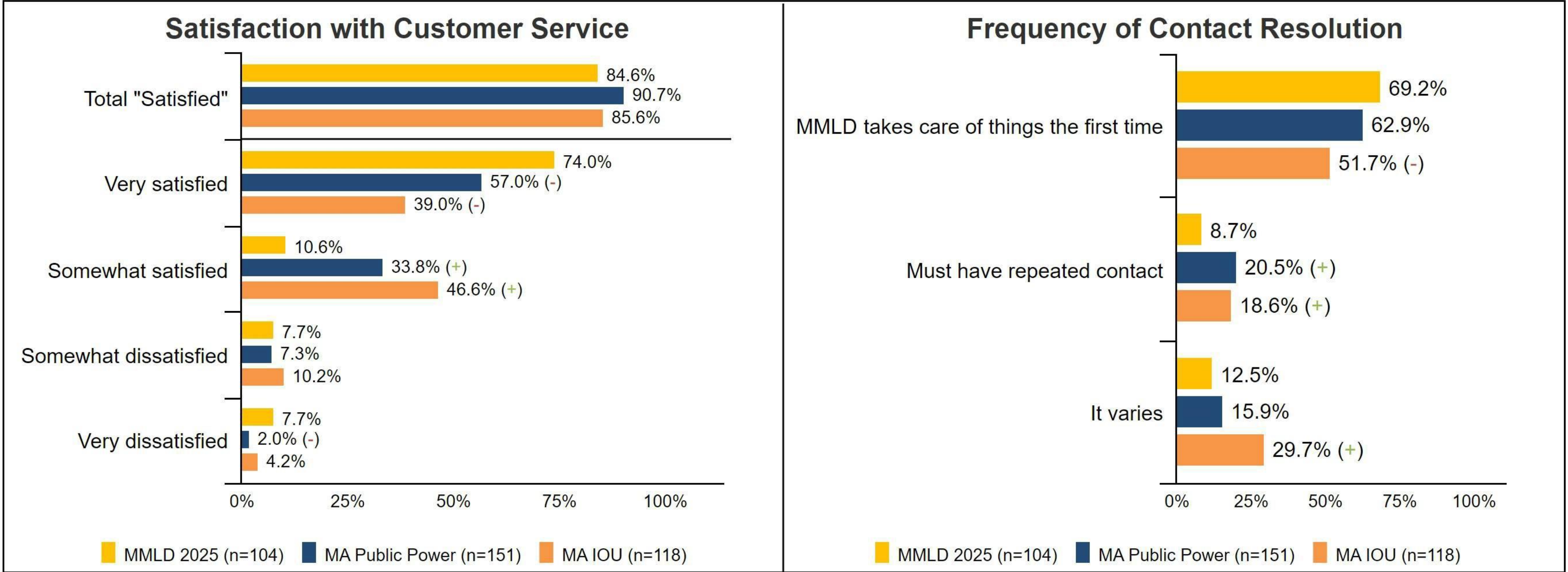
Q: Please rate the employee you worked with on how well he or she performed in a number of important characteristics. Please use a scale of one to ten where one (1) means "very poor" and ten (10) means "very good."

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Customer Service | Contact Resolution



Over eight-out-of-ten MMLD customers who recently contacted their utility’s customer service department reported being satisfied with the experience. Notably, nearly three-quarters of customers said they were “very satisfied,” significantly higher than MA Public Power and MA IOU customers (+17.0 and +35.0 percentage points, respectively). Further, nearly seven-out-of-ten MMLD customers reported the utility “takes care of things the first time” when contacting customer service, higher than MA Public Power and MA IOU customers who reported the same (+6.3 and +17.5 percentage points, respectively).



Q: Generally, when you contact MMLD, are things taken care of to your satisfaction the first time, or must you have repeated contact with them?

Q: How satisfied were you with your experience contacting MMLD?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings



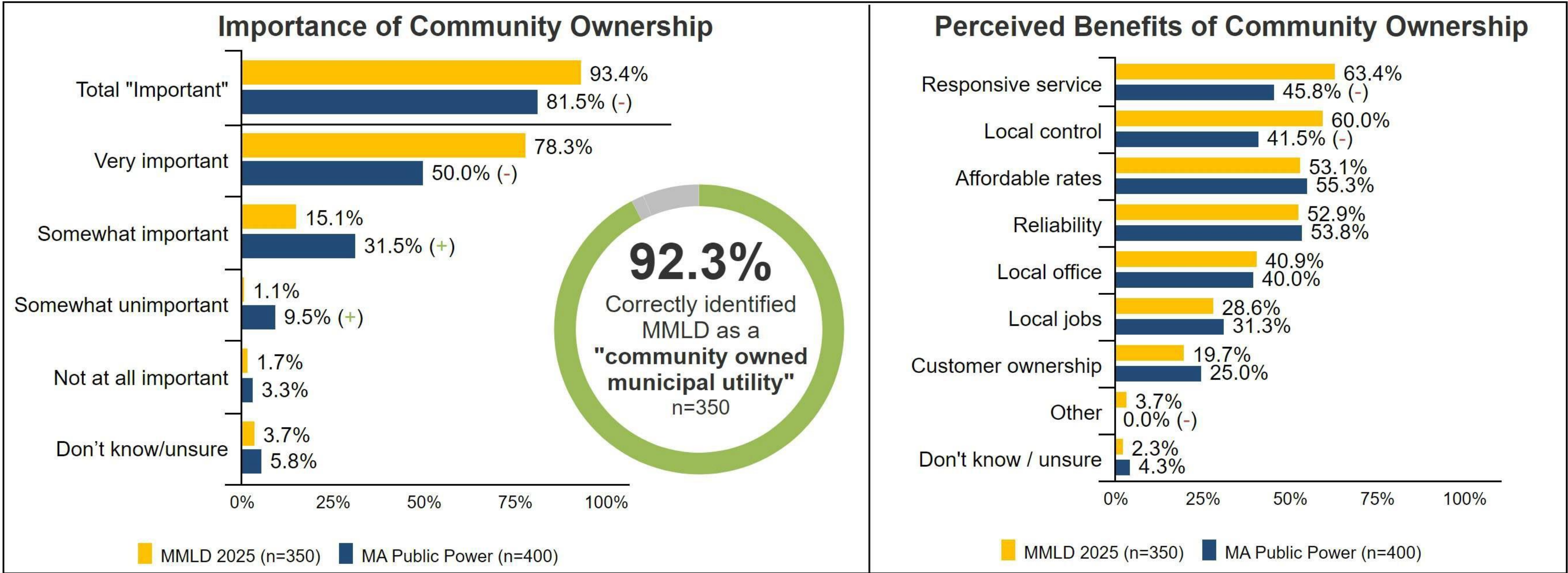
Awareness & Communication



Awareness | Community Ownership



Over nine-out-of-ten MMLD customers correctly identified their utility as a “community-owned municipal utility,” while a majority reported it is either “very” or “somewhat important” to maintain local control of their utility. When asked about the perceived benefits of being a customer of a community-owned electric utility, over three-fifths cited “responsive service,” followed by “local control” and “affordable rates.” Interestingly, significantly more customers saw value in their utility’s “responsive service” and “local control,” compared to MA Public Power customers (+17.6 and +18.5 percentage points, respectively).



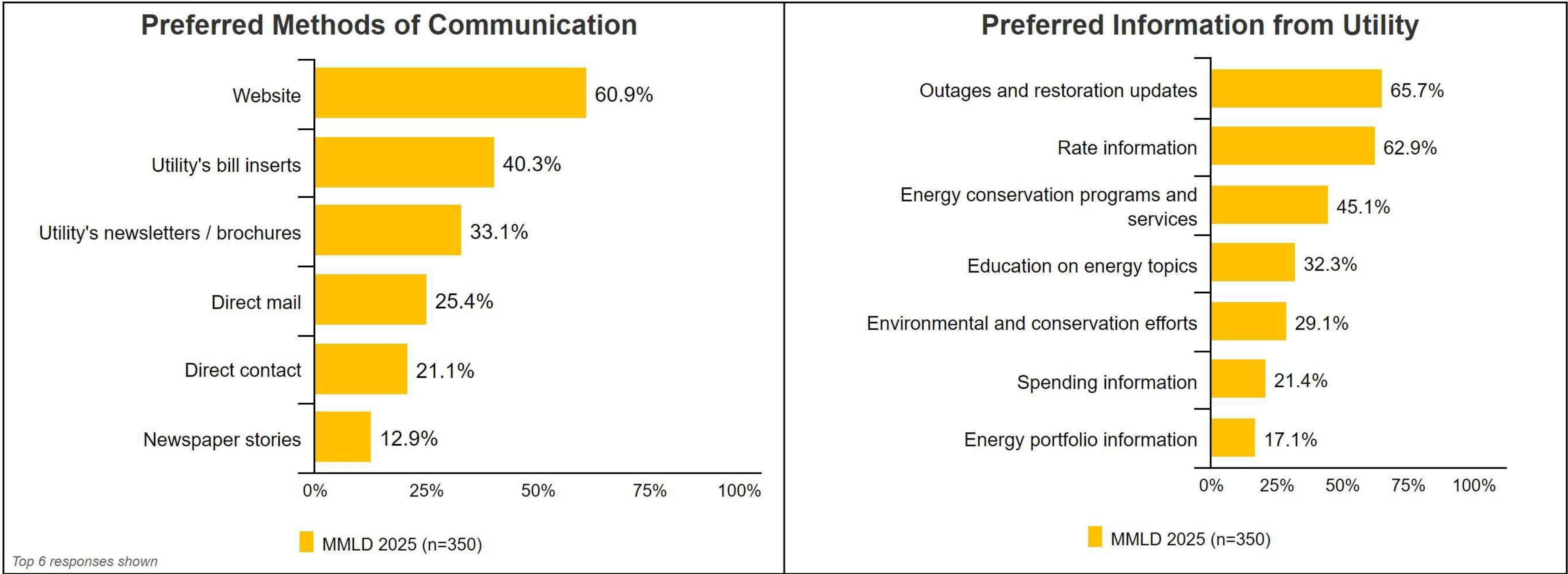
Q: Please think for a moment about who owns your electric company. In some cases, electric companies are owned by a town or group of towns in the area in which they provide power. For our purposes today, we will call them “Community Owned Municipal Utilities.”
Q: MMLD is a “Community Owned Municipal Utility.” How important to you is it to maintain local control of your municipal utility?
Q: What would you say is beneficial by being a customer of a community-owned electric utility?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Communication | Preferred Methods & Information



When asked how they would prefer to look for information about their utility, three-fifths of MMLD customers reported a preference for their utility's "website," followed by two-fifths who preferred "bill inserts." Regarding the most important pieces of information customers would like to receive from MMLD, over six-out-of-ten customers reported a preference for receiving "outage and restoration updates" and/or "rate information."



Q: Where would you prefer to look for information about MMLD? (Select all that apply)

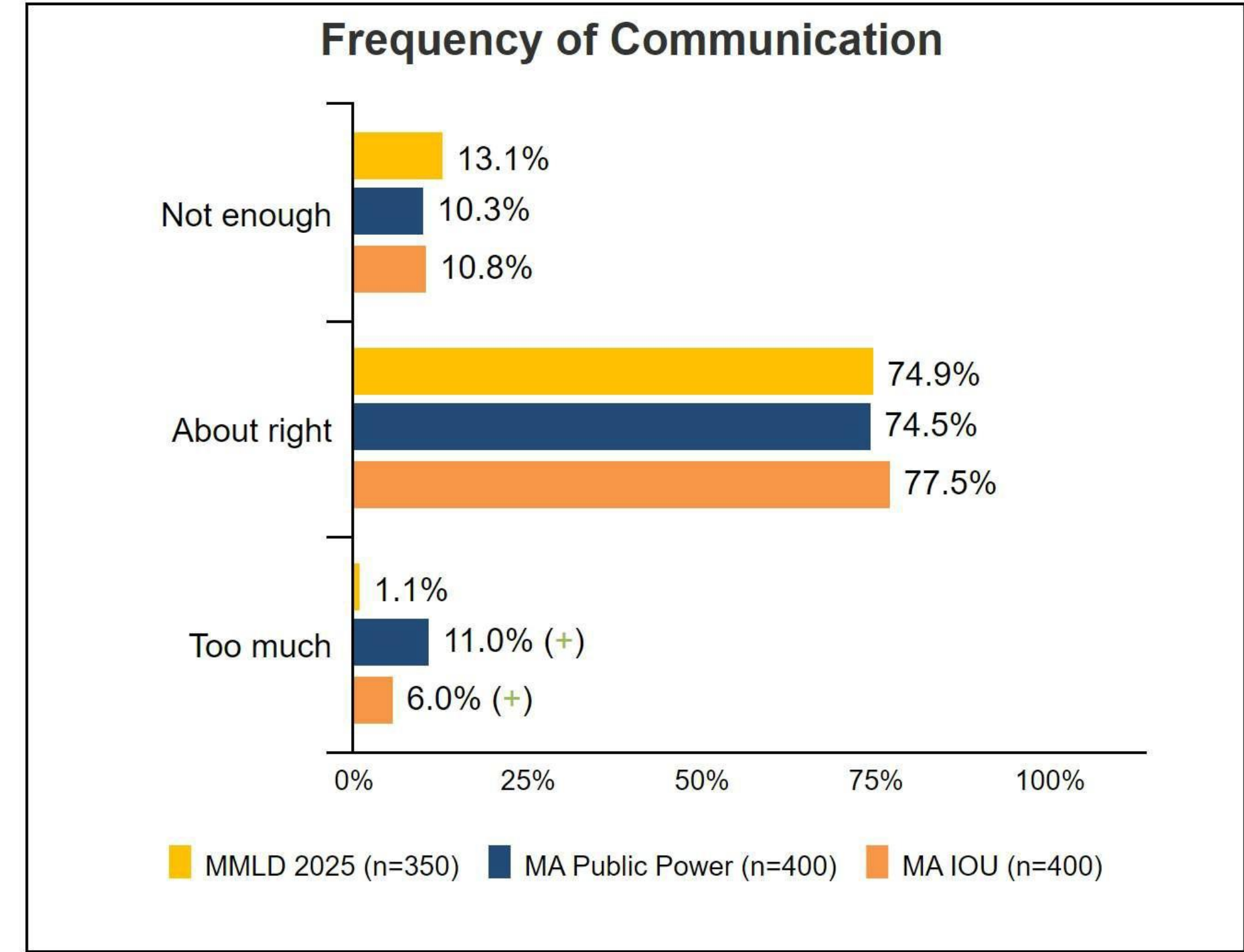
Q: Which of the following are the most important pieces of information to regularly receive from MMLD? (Select all that apply)

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Communication | Frequency & Most Valuable Methods



Three-quarters of MMLD customers reported the frequency of communication from their utility is “about right,” which was on par with MA Public Power and slightly lower than MA IOU customers who reported the same (-2.6 percentage points). When asked to rate the value of different methods of contact, over four-fifths of MMLD customers reported finding "e-mail" either very or somewhat valuable, and three-quarters reported the same regarding the MMLD website. These methods were followed by approximately two-thirds of MMLD customers who valued "direct mail" and "text messages" from the utility.



Most Valued Communication Methods

	MMLD 2025
E-mail	83.1%
MMLD website	75.4%
Direct mail	66.0%
Text messages	65.4%
Bill inserts + Newsletters (digital)	62.9%
Bill inserts + Newsletters (printed)	60.9%
Social media (Facebook/X/Instagram)	26.9%

Only MMLD Customers Shown
n= 350

Aggregate of "Very valuable" and "Somewhat valuable" responses

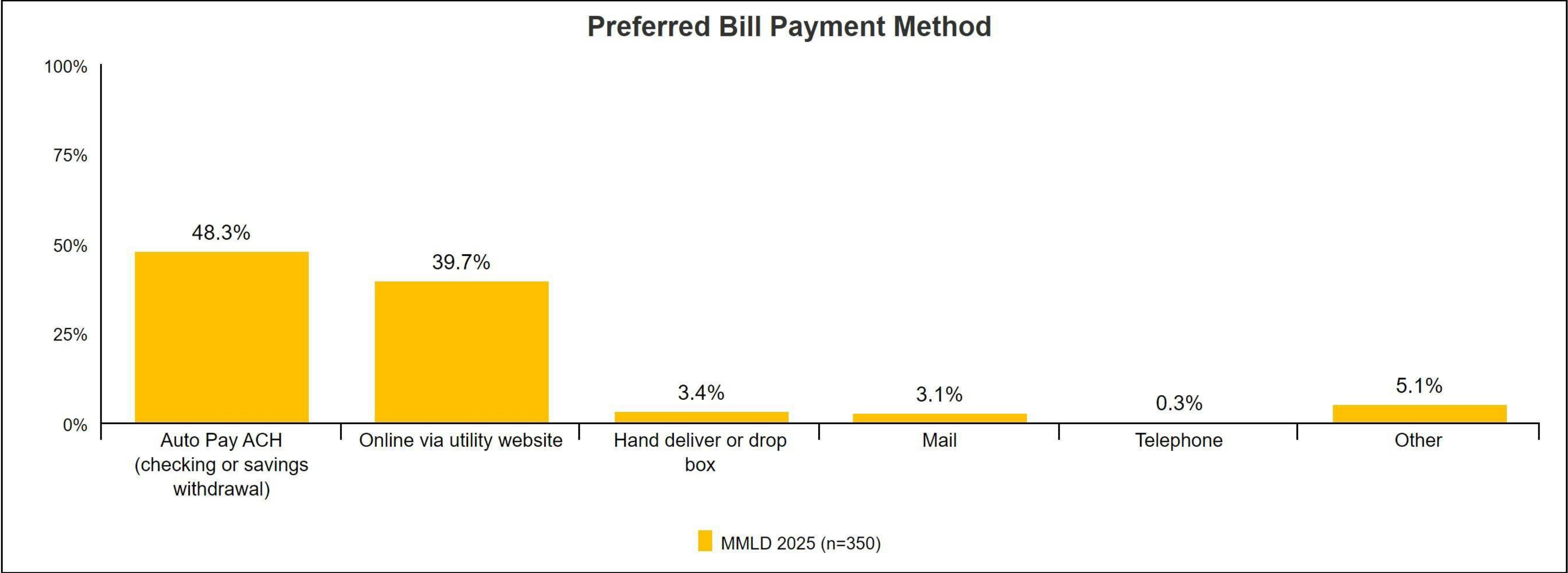
Q: How valuable do you find the following methods of communication from MMLD?
Q: How would you describe the frequency at which you receive information from MMLD?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Communication | Preferred Bill Payment Methods



Nearly one-half of MMLD customers reported a preference for paying their MMLD bill through "Auto Pay ACH (checking or savings withdrawal)," while nearly two-fifths preferred to pay their bill "online via utility website."

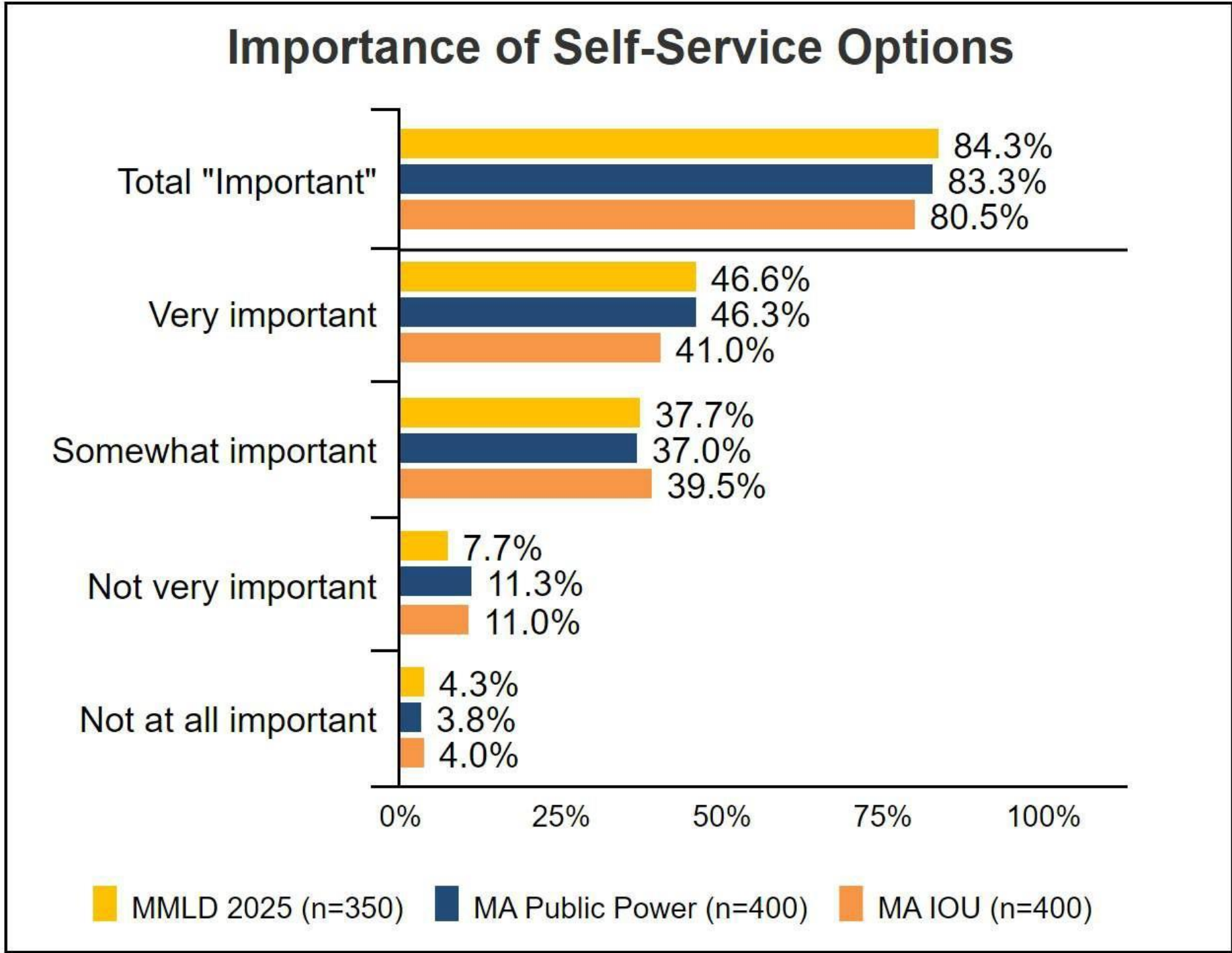


Q: In general, how do you prefer to pay your utility bill?

Self-Service | Satisfaction



Over eight-out-of-ten MMLD customers reported self-service digital options - such as the website, email, or text - are important to them, which was on par with MA Public Power customers and slightly higher than MA IOU customers (+3.8 percentage points). When evaluating their own utility's self-service tools, roughly three-quarters of MMLD customers provided positive ratings for the "ease of understanding content on" and the "ease of navigating" the utility's website or app.



Aggregate of ratings 7-10 shown, w/o "don't know" responses

	MMLD 2025	MA Public Power	MA IOU
Ease of understanding content on the website / app	76.6%	75.0%	68.0%
Ease of navigating the website / app	73.0%	74.8%	67.3%
Delivering and communicating about available programs and services	63.9%	68.4%	63.2%

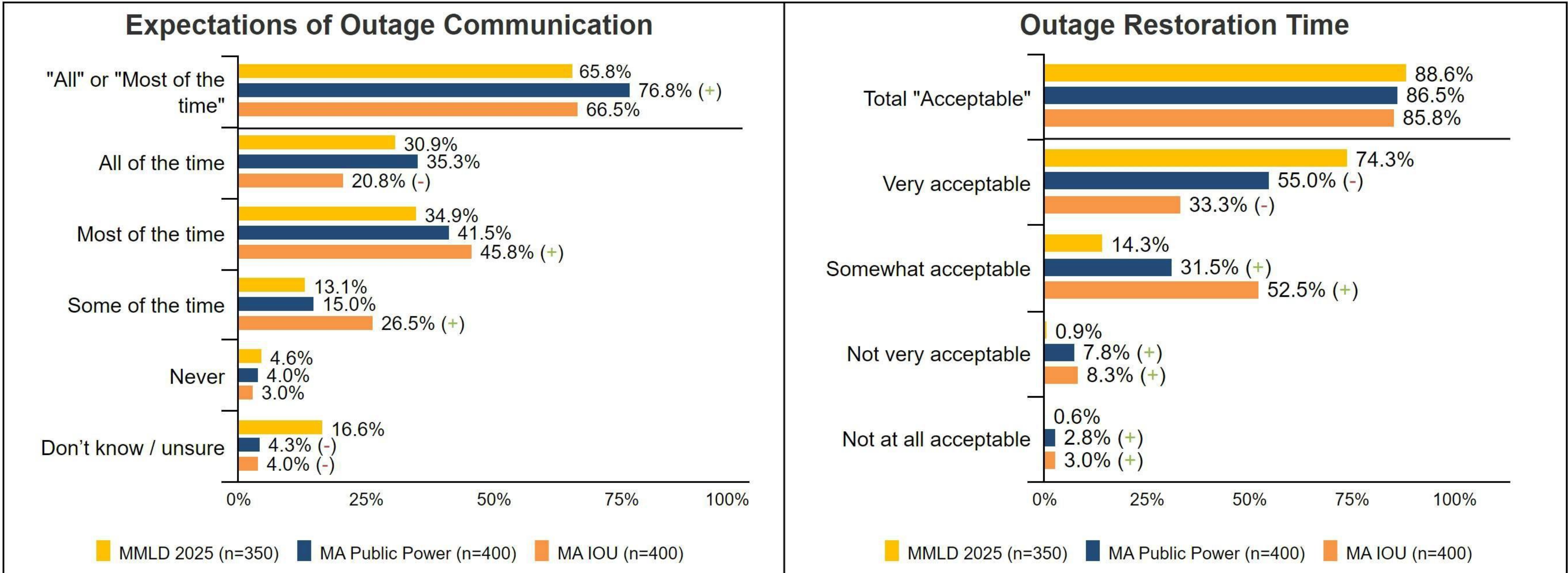
Q: How important are self-service digital options (website, e-mail, text) that give you the ability to get general needs and questions taken care of without the need to speak to a live representative?
Q: How well would you say MMLD is currently performing in the following areas pertaining to its self-service digital options?
Please rate MMLD's performance on a scale of one to ten where one (1) is "very good" and ten (10) is "very poor."

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Major Storms | Satisfaction with Utility Response



Nearly two-thirds of MMLD customers reported their utility meets their expectations regarding its communication during outages “all” or “most of the time,” with three-out-of-ten customers reporting MMLD's communications meet their expectations "all of the time." Further, nearly nine-out-of-ten customers rated MMLD’s outage restoration time as acceptable, with nearly three-quarters describing it as “very acceptable,” significantly higher compared to MA Public Power customers and MA IOU customers (+19.3 and +41.0 percentage points, respectively).



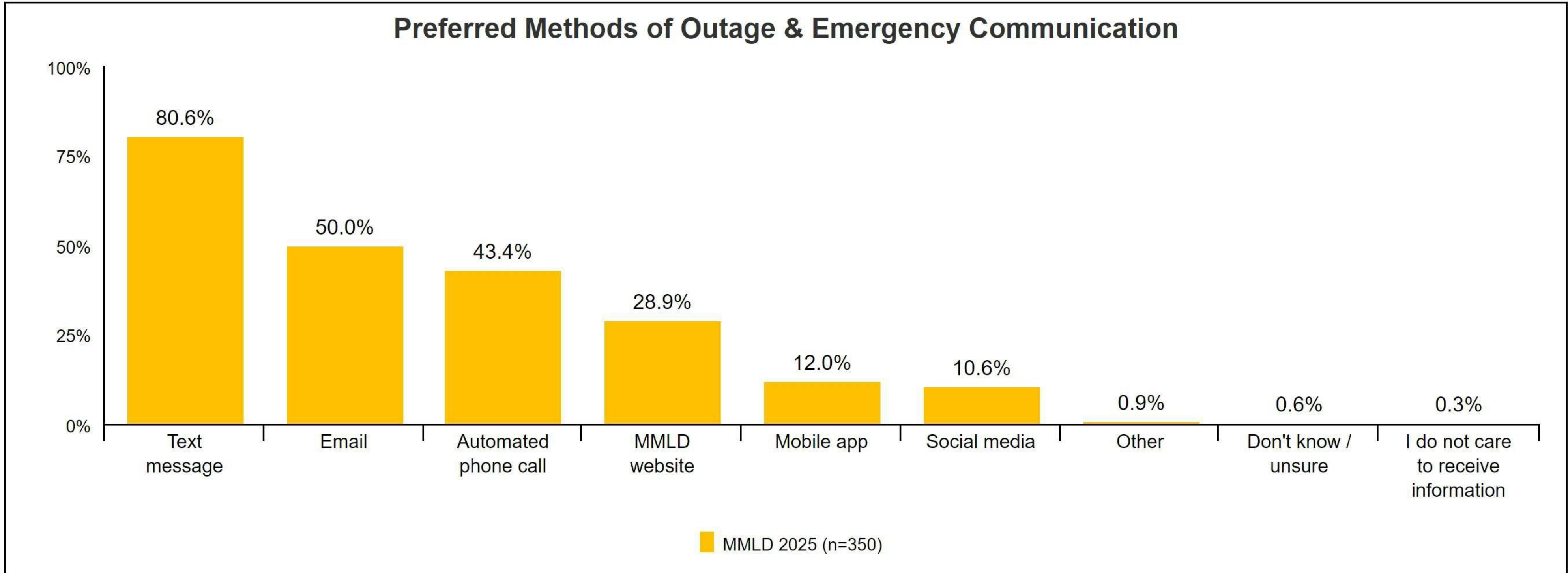
Q: How often does MMLD meet your expectations regarding its communication and notifications provided during an outage?
Q: Overall, how acceptable do you find the time it takes MMLD to restore power after an outage?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Major Storms | Preferred Methods for Outages



Eight-out-of-ten MMLD customers reported a preference for receiving information about outages and emergencies through "text message," followed by one-half of customers who preferred "email." Further, over two-fifths of customers preferred an "automated phone call," followed by over one-quarter who would like to look for information on the "MMLD website."



Q: How would you prefer to receive information about outages and emergencies from MMLD? (Select all that apply)



Energy Efficiency



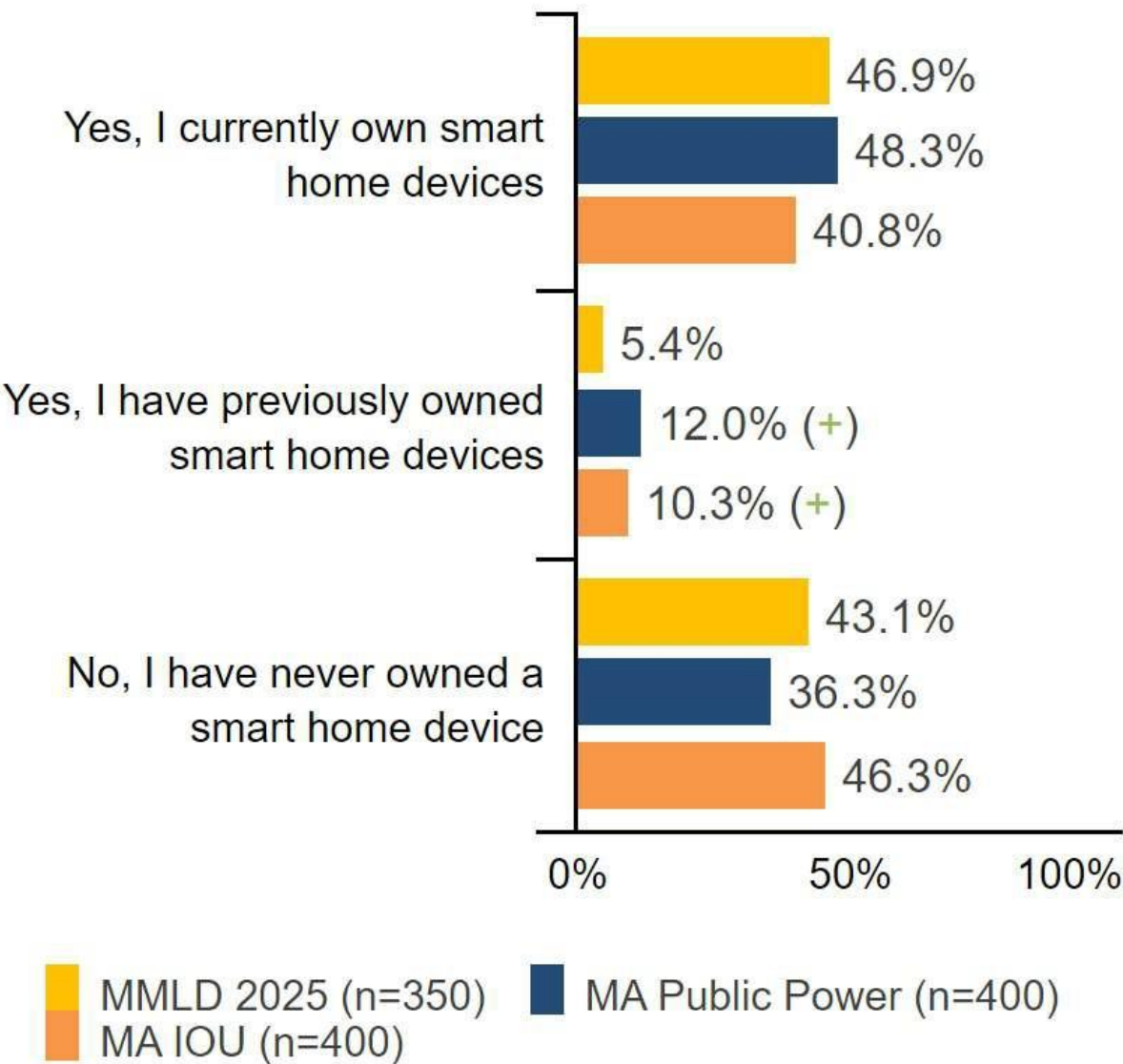
Energy Efficiency | Smart Devices



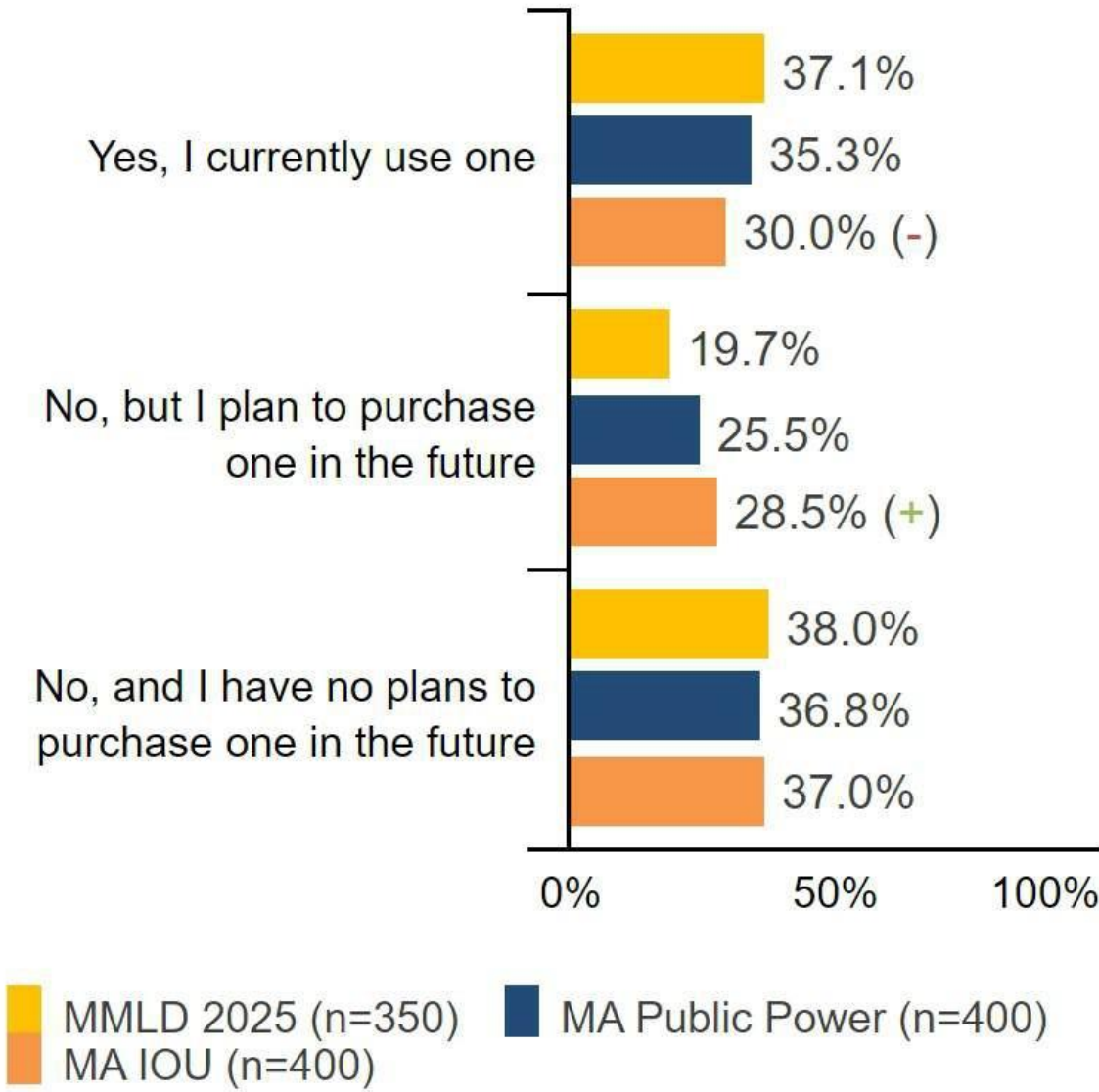
Nearly one-half of customers reported currently owning smart home devices, and nearly two-fifths reported currently using a programmable smart thermostat. When asked how likely they are to purchase a new smart home device in the next 12 months, nearly two-fifths of MMLD customers (38.9%) reported being either "very" or "somewhat likely" to do so.

Smart Home Device Adoption

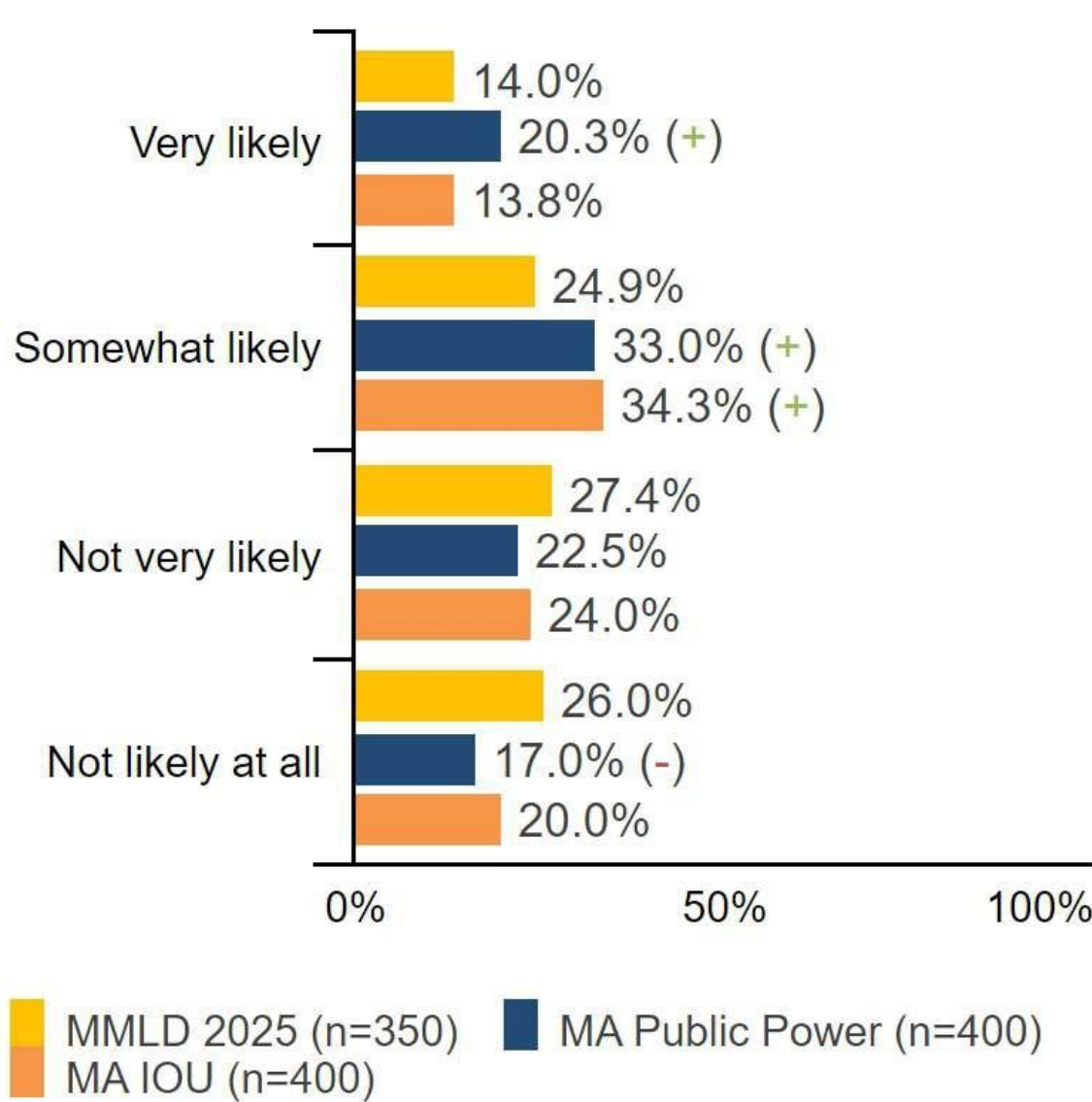
Current Smart Home Device Ownership



Programmable Thermostat Ownership



Likelihood to Purchase a Smart Home Device



Q: Do you currently or have you previously owned any smart home devices in your home?
Q: Do you have a wi-fi enabled, programmable thermostat that automatically adjusts the temperature at a specific time of day based on the schedule?
Q: How likely are you to purchase a new smart home device in the next 12 months?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

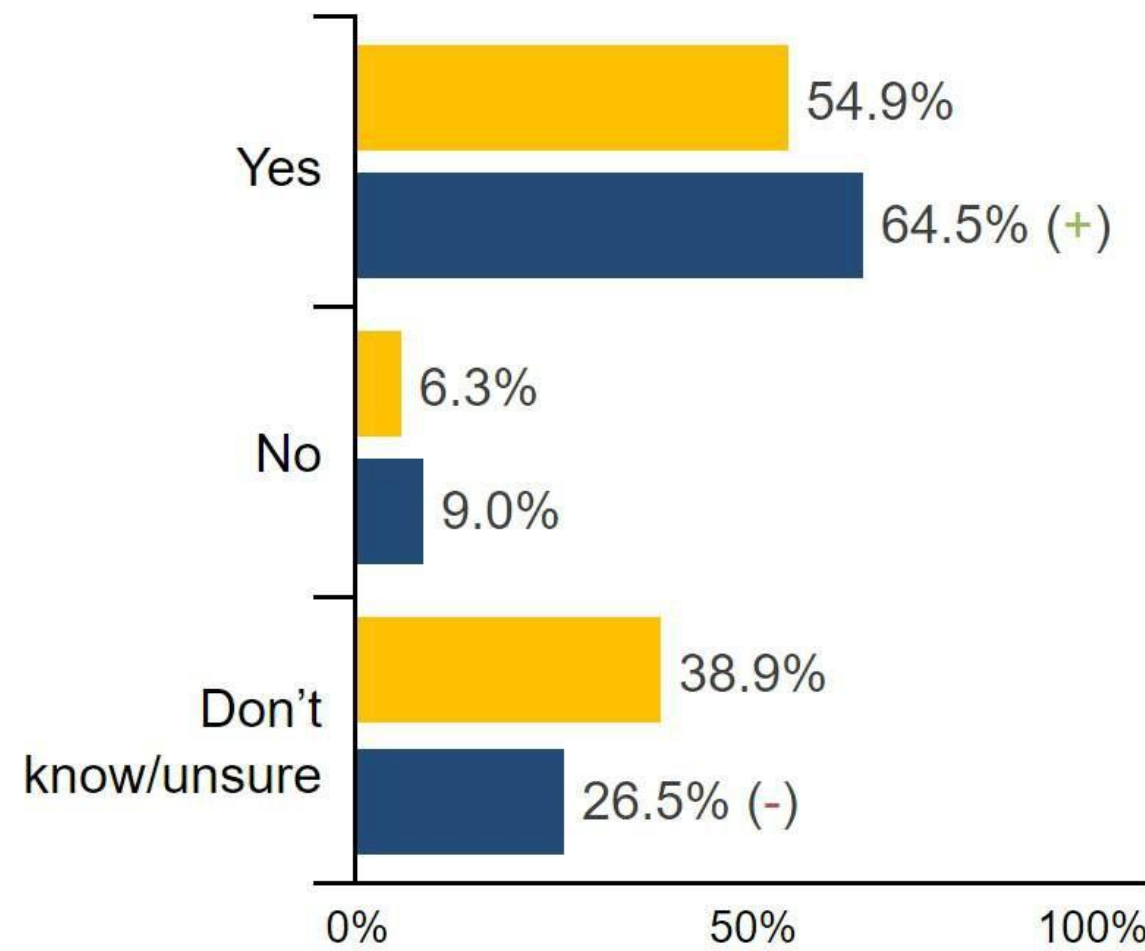
Energy Efficiency | Carbon Emission Reduction



Over one-half of MMLD customers reported their utility is doing enough to curb carbon emissions in its power supply, while nearly two-fifths were unsure. Further, over two-thirds of MMLD customers felt the actions they take at home to conserve energy contribute to their utility’s ability to achieve the statewide Net Zero goal. When asked if their utility empowers them to conserve energy at home, nearly two-fifths of MMLD customers agreed, which is significantly lower than MA Public Power customers (-17.1 percentage points).

Perceptions of Utility's Carbon Emission Reduction

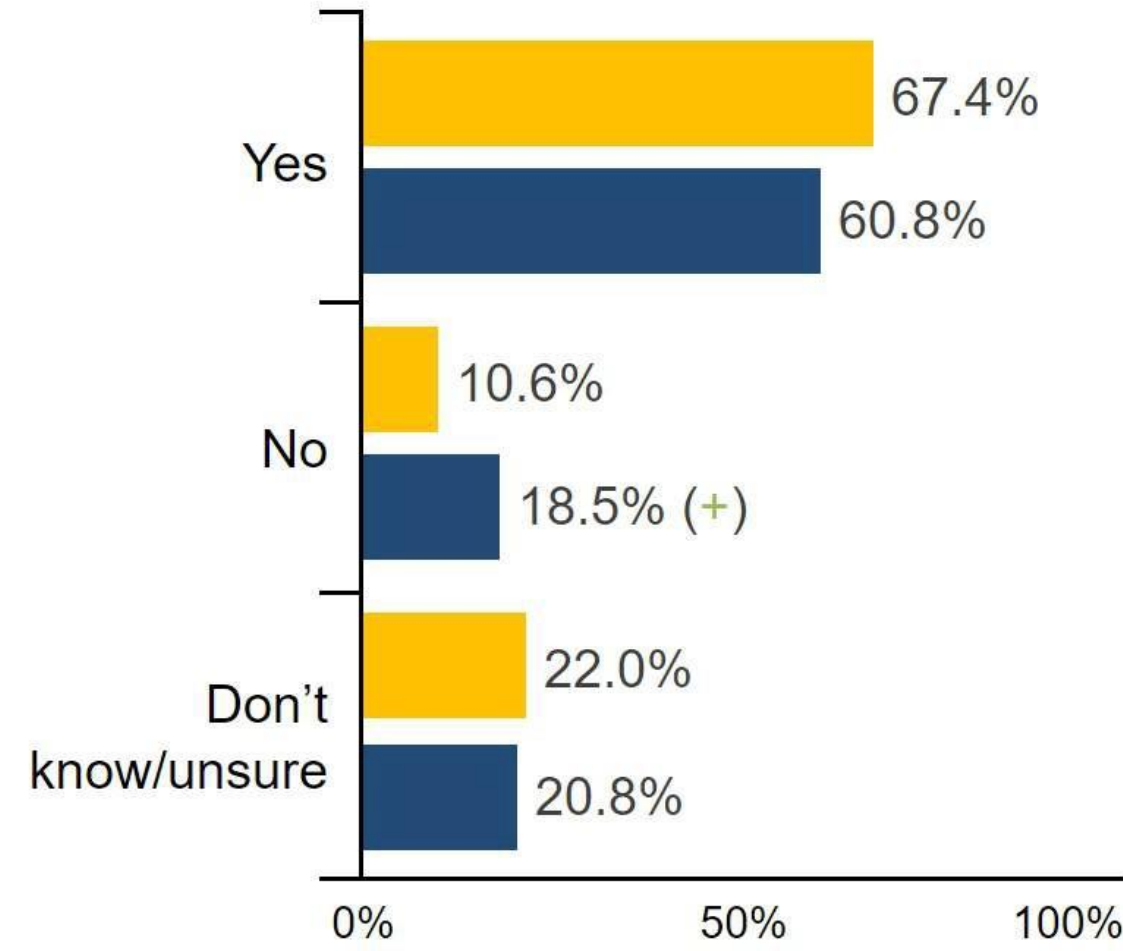
Utility Carbon Emission Reduction Effort



MMLD 2025 (n=350) MA Public Power (n=400)

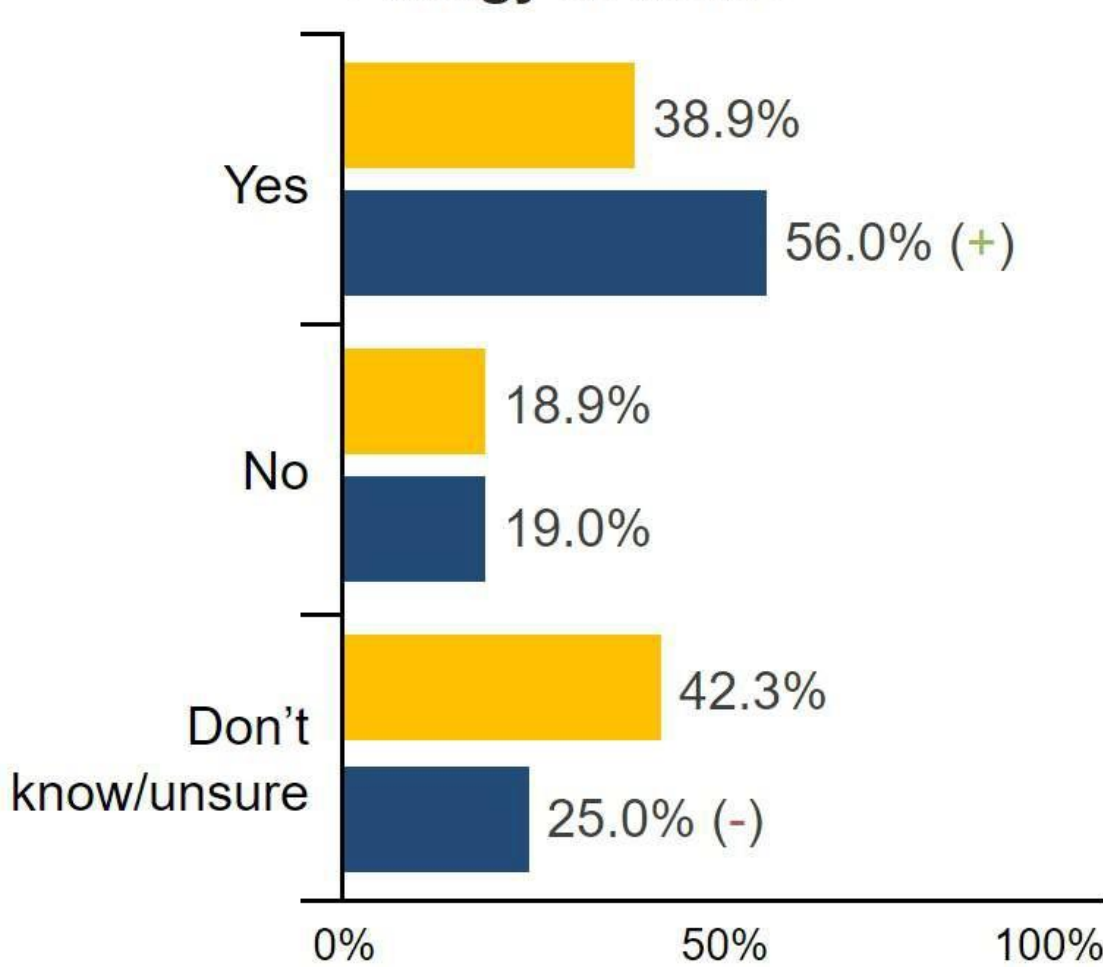
Asked only to Public Power Respondents

Personal Action Impact on Statewide Goal



MMLD 2025 (n=350) MA Public Power (n=400)

Utility Empowerment to Conserve Energy at Home



MMLD 2025 (n=350) MA Public Power (n=400)

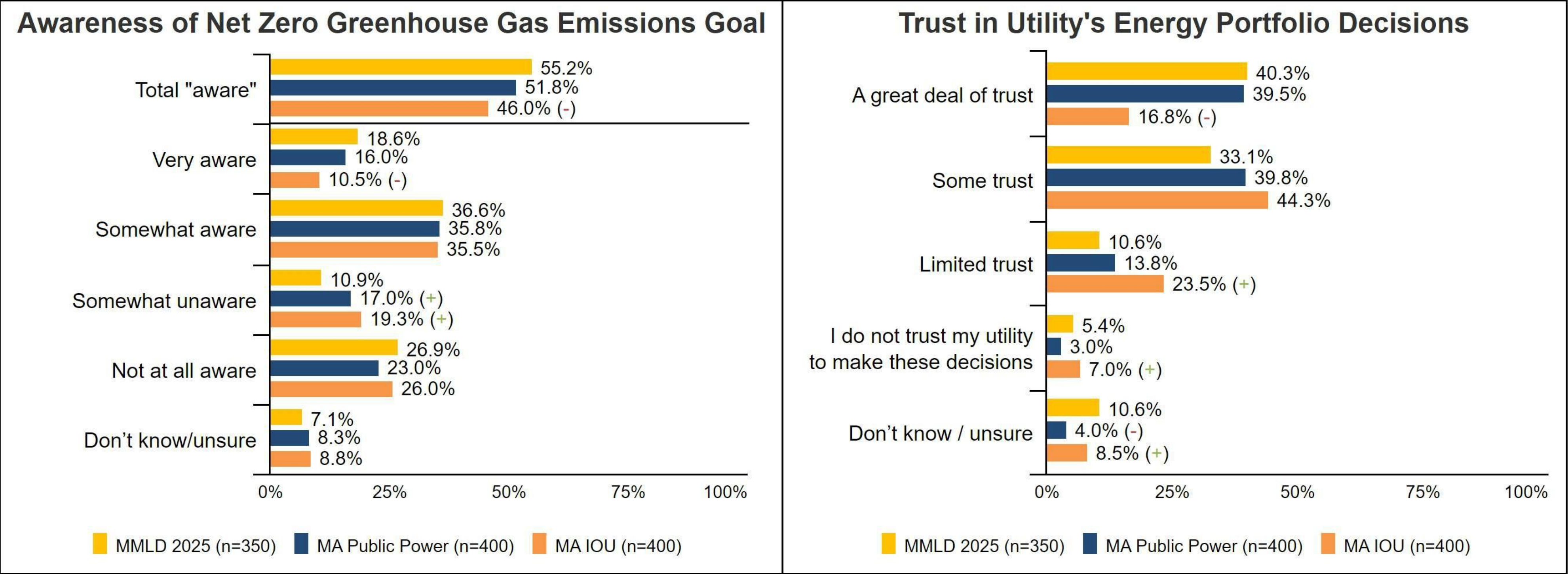
Q: According to a 2019 study, Massachusetts municipal utilities receive more than 75% of their power from non-carbon-emitting sources. Based on these statistics, would you say that MMLD is doing enough to curb carbon emissions in its power supply?
Q: Do you feel the actions you take at home to conserve energy have an impact on MMLD's ability to achieve the statewide goal for achieving Net Zero greenhouse gas emissions?
Q: Does MMLD empower you to conserve energy at home in an effort to assist the utility in achieving its goals for Net Zero greenhouse gas emissions?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Energy Efficiency | Awareness & Trust



Over half of MMLD customers were aware of the need for their utility to achieve the statewide goal of Net Zero greenhouse gas emissions by 2050, which is higher than MA Public Power customers in general who were aware of this goal (+3.4 percentage points). Further, two-fifths of MMLD customers have a "great deal of trust" in their utility to make decisions related to how the energy portfolio is created and maintained; on par with MA Public Power customers overall.



Q: Prior to this survey, how aware were you of the need for MMLD to achieve the statewide goal of achieving Net Zero greenhouse gas emissions by 2050?

Q: How much do you trust MMLD to make decisions related to how the energy portfolio is created and maintained (types of energy, infrastructure, and costs)?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

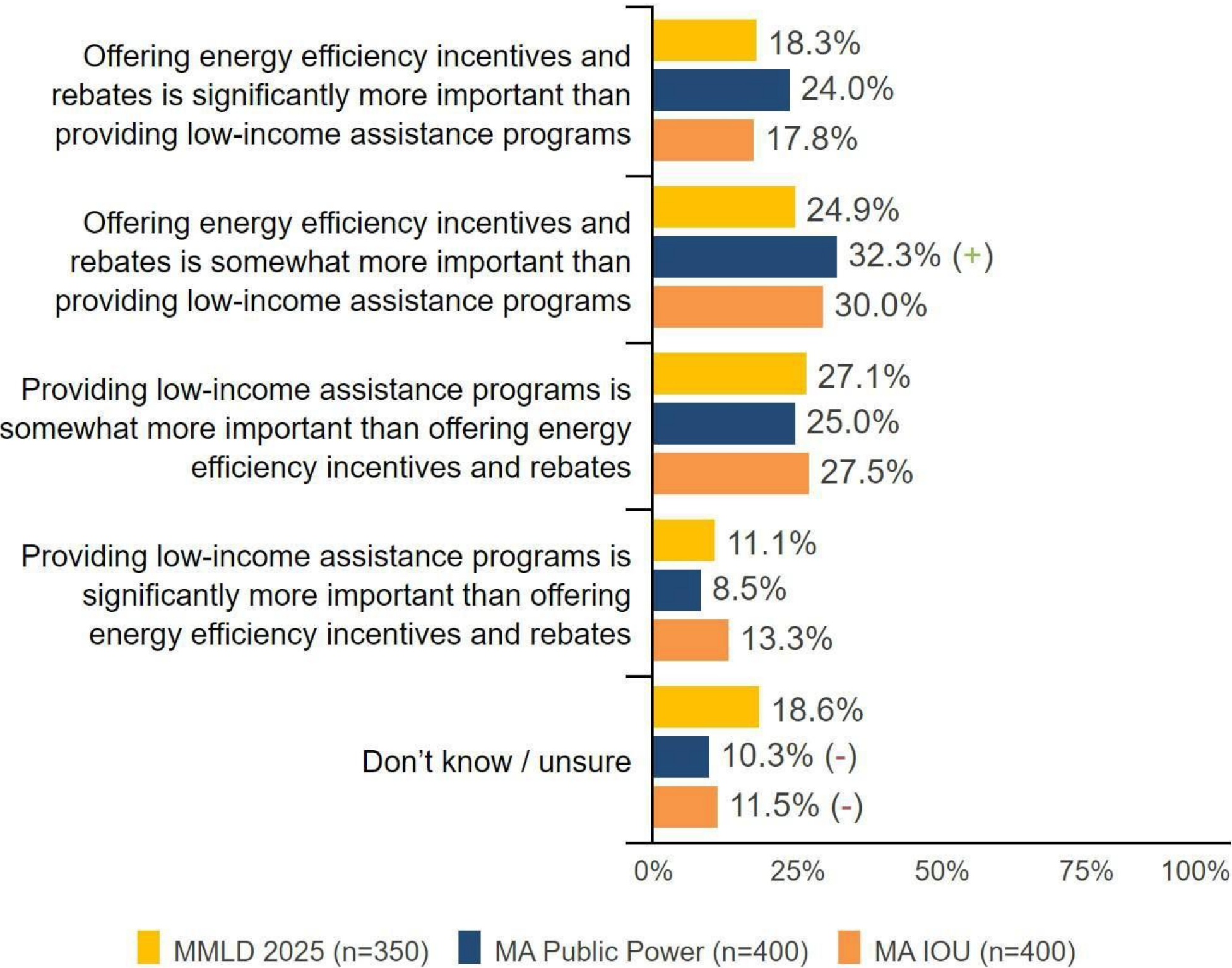
Energy Efficiency | Prioritized Program Offerings



Over two-fifths of MMLD customers (43.2%) rated utilities offering energy efficiency incentives and rebates as more important, overall, than providing low-income assistance programs. However, MA Public Power customers placed more importance on utilities offering energy efficiency incentives versus low-income assistance (56.3%) than MMLD customers.

Of note, nearly two-fifths of MMLD customers (38.2%) rated utilities providing low-income assistance programs as either "somewhat" or "significantly more important than offering energy efficiency incentives and rebates," compared to 33.5% of MA public power customers who reported the same.

Importance of Rebate & Assistance Program Offerings



Q: How would you rate the importance of utilities offering energy efficiency incentives and rebates versus providing low-income assistance programs?

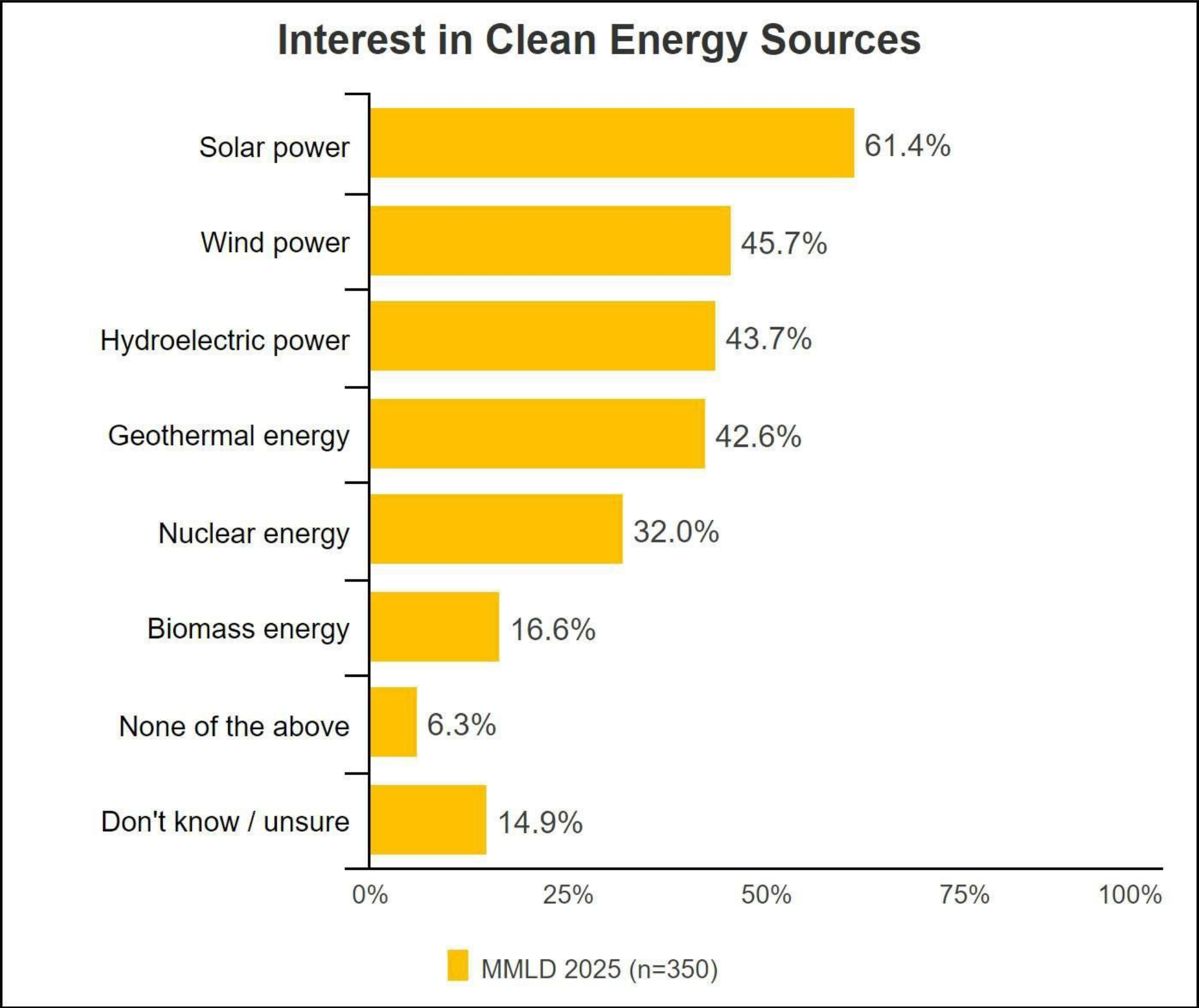
(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Energy Efficiency | Preferred Form of Clean Energy



Over three-fifths of customers preferred MMLD invest in "solar power" among other forms of clean energy.

This source was followed by over two-fifths of customers who preferred the utility invest in "wind power," "hydroelectric power," and/or "geothermal energy" in the future.

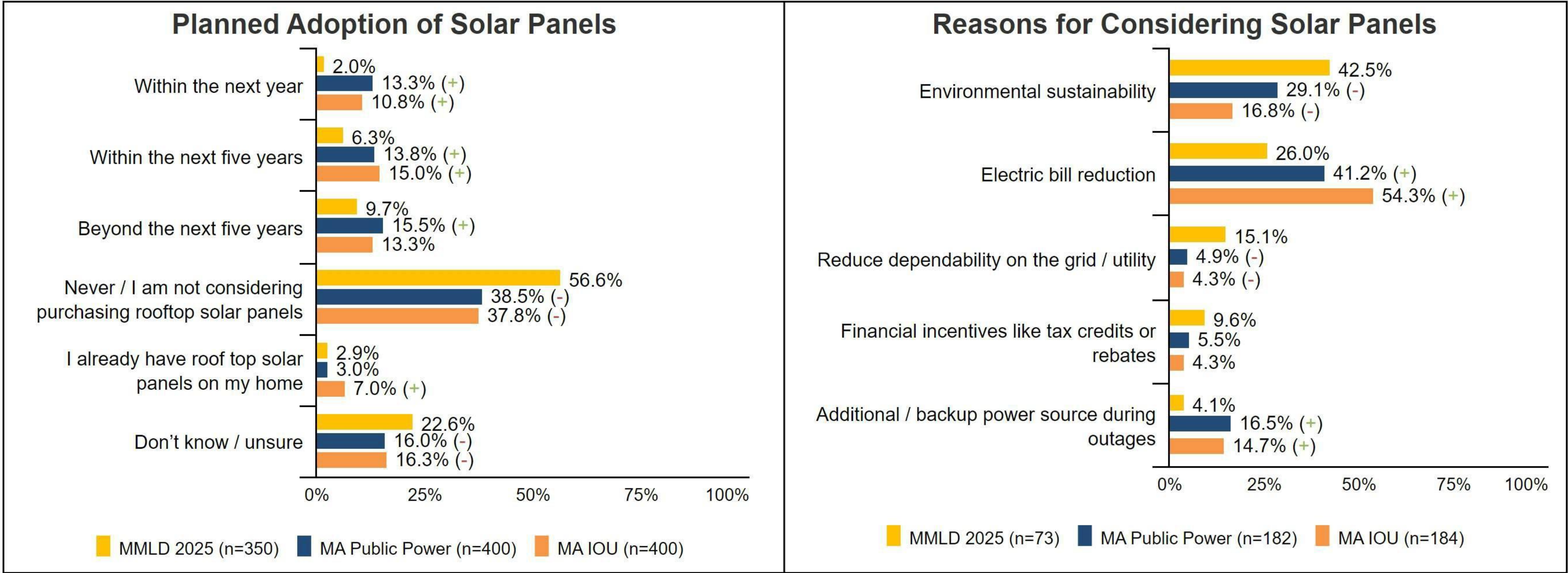


Q: Which of the following forms of clean energy, if any, would you be interested in your utility investing in? (Select all that apply)

Solar | Adoption & Perceived Benefits



Over one-half of MMLD customers reported they are "not considering purchasing rooftop solar panels in the future," which was significantly more than MA Public Power and MA IOU customers overall (+18.1 and +18.8 percentage points, respectively). Among the 20.9% of customers considering purchasing rooftop solar panels or who already own rooftop solar, the primary reasons for doing so were for environmental sustainability or to reduce their electric bill.



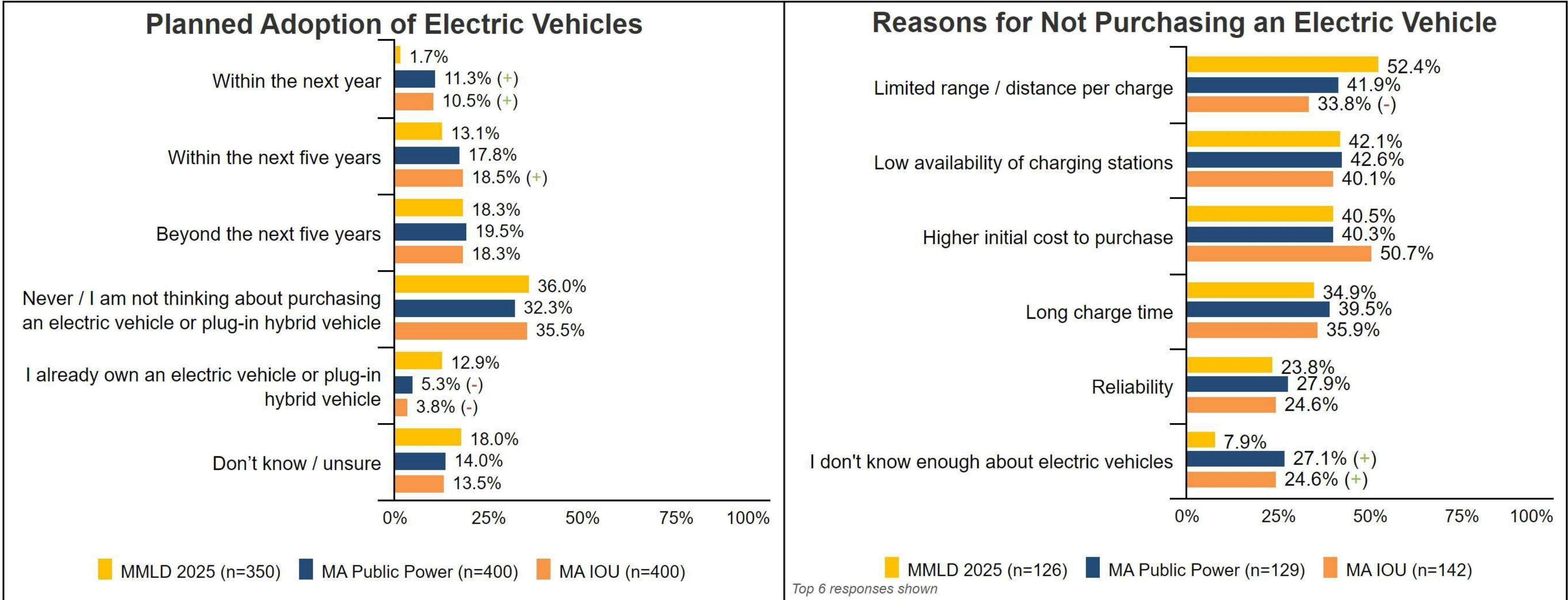
Q: When do you anticipate purchasing rooftop solar panels for your home in the future, if at all?
Q: What is your primary reason for previously or considering purchasing solar panels?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Electric Vehicles | Adoption & Barriers



When asked about their plans to purchase an electric or plug-in hybrid vehicle, over one-third of MMLD customers reported they are "not considering purchasing one," while one-third (33.1%) have plans to purchase one in the future, and 12.9% already own one. The primary barriers to purchasing an electric vehicle among MMLD customers were the "limited range / distance per charge," "low availability of charging stations," and "higher initial cost to purchase" an electric vehicle.



Q: When do you anticipate purchasing an electric vehicle or plug-in hybrid vehicle in the future, if at all?

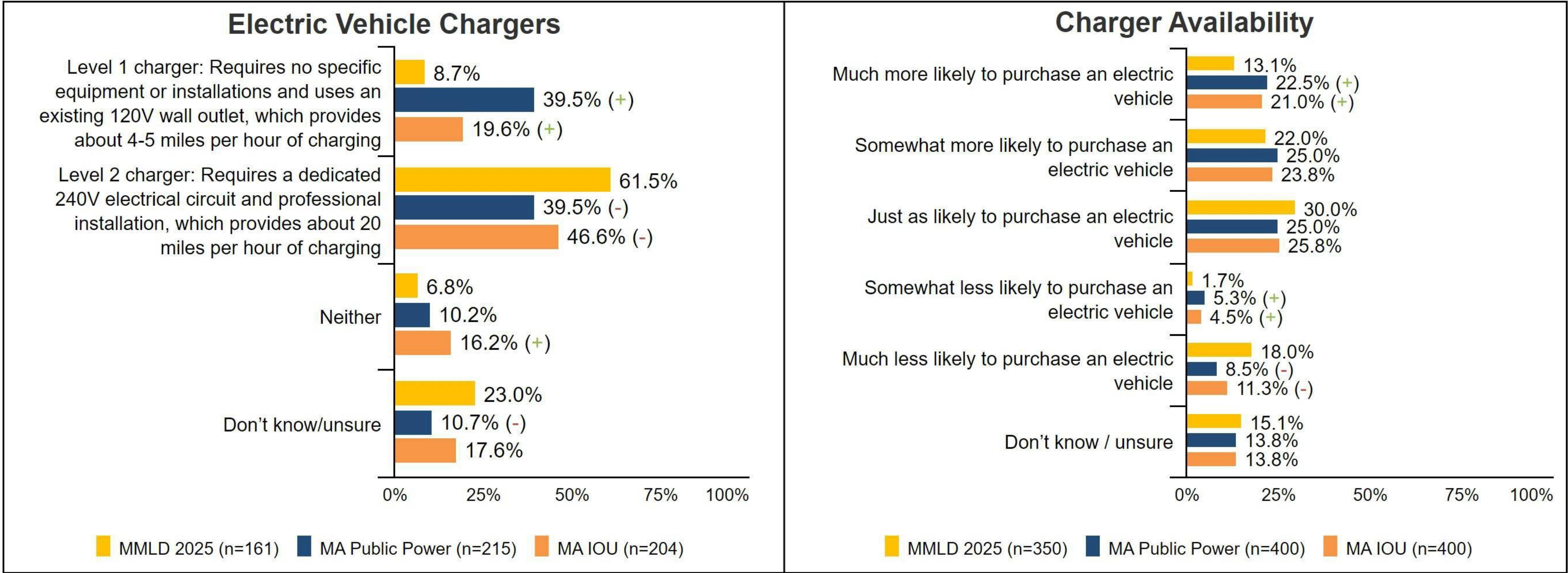
Q: Why are you not considering purchasing an electric vehicle in the future? (Select all that apply)

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings

Electric Vehicles | Charging Stations



Of the customers that already own an electric vehicle or are considering purchasing one, over three-fifths of MMLD customers preferred level 2 charging options, while nearly one-quarter were unsure of their preference. Three-out-of-ten MMLD customers were just as likely to purchase an electric vehicle if there were a greater availability of public electric vehicle charging stations in their community, while over one-third of customers (35.1%) would be more likely to purchase an electric vehicle if there were more charging stations in their community.



Q: If you currently own an electric vehicle or were to purchase one in the future, which of the following charging options would you prefer?
Q: How would the availability of more public electric vehicle charging stations in your community influence your likelihood to purchase an electric vehicle or additional electric vehicles in the future? Would you say you would be...

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the MMLD 2025 findings



NextZero Programs



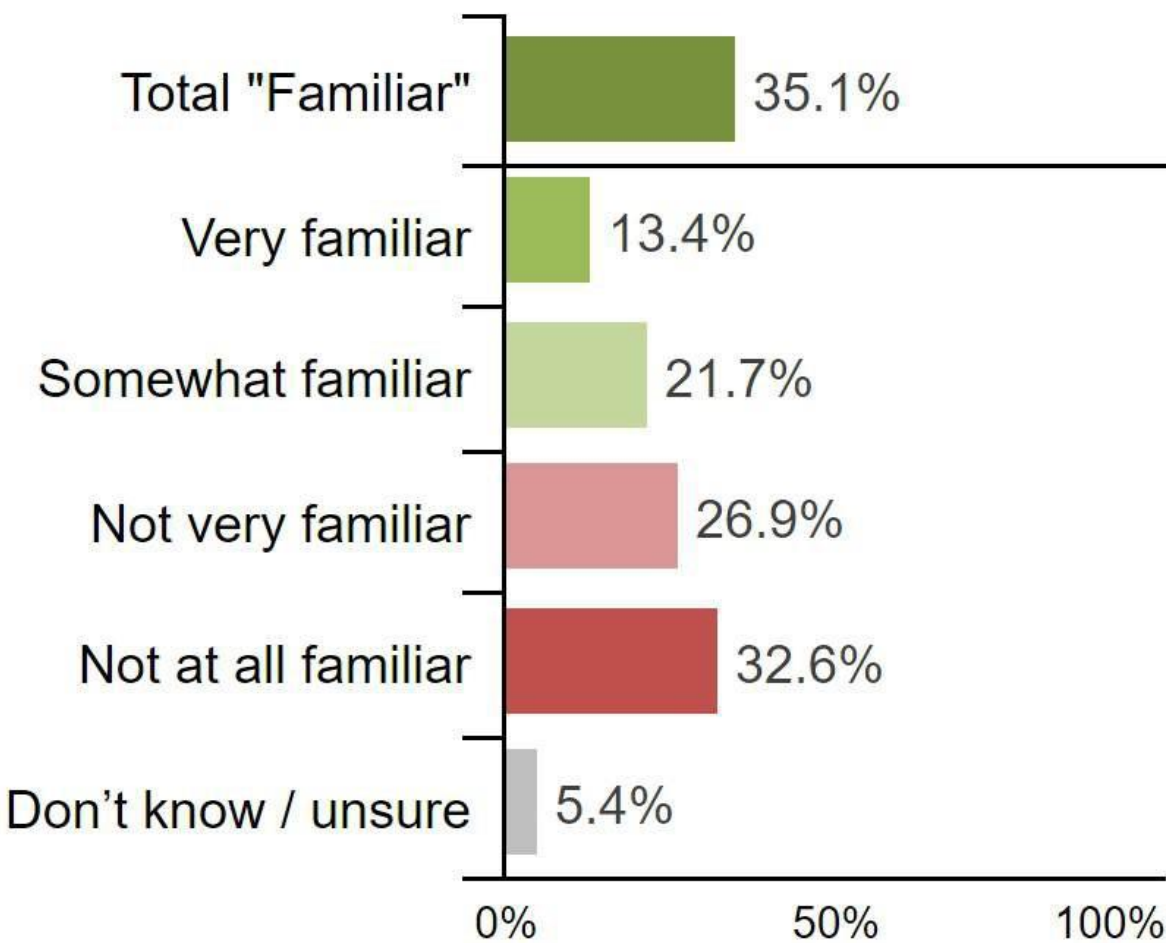
NextZero Programs | Overall Familiarity



Over one-third of MMLD customers were familiar with the NextZero rebate programs that the utility offers, compared to nearly three-fifths of customers (59.5%) who were not familiar. Of the customers who were familiar with the programs, over half (55.3%) have applied for or received a rebate or incentive through MMLD's NextZero programs at least once. Among the customers who have applied for or received a rebate or incentive through the program, seven-out-of-ten found the program valuable in helping them save energy and reduce costs at home.

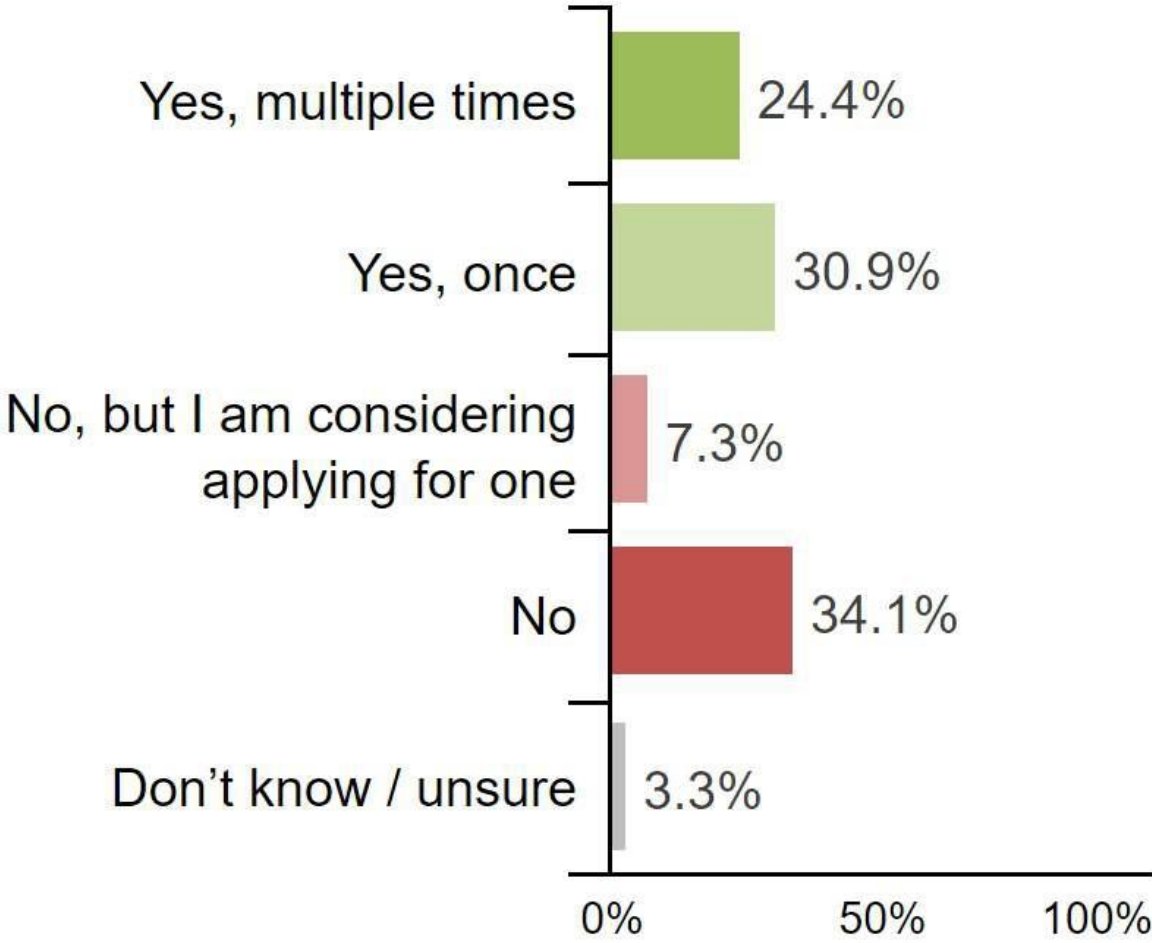
Perceptions of the NextZero Rebate Programs

Familiarity with the NextZero Programs



MMLD 2025 (n=350)

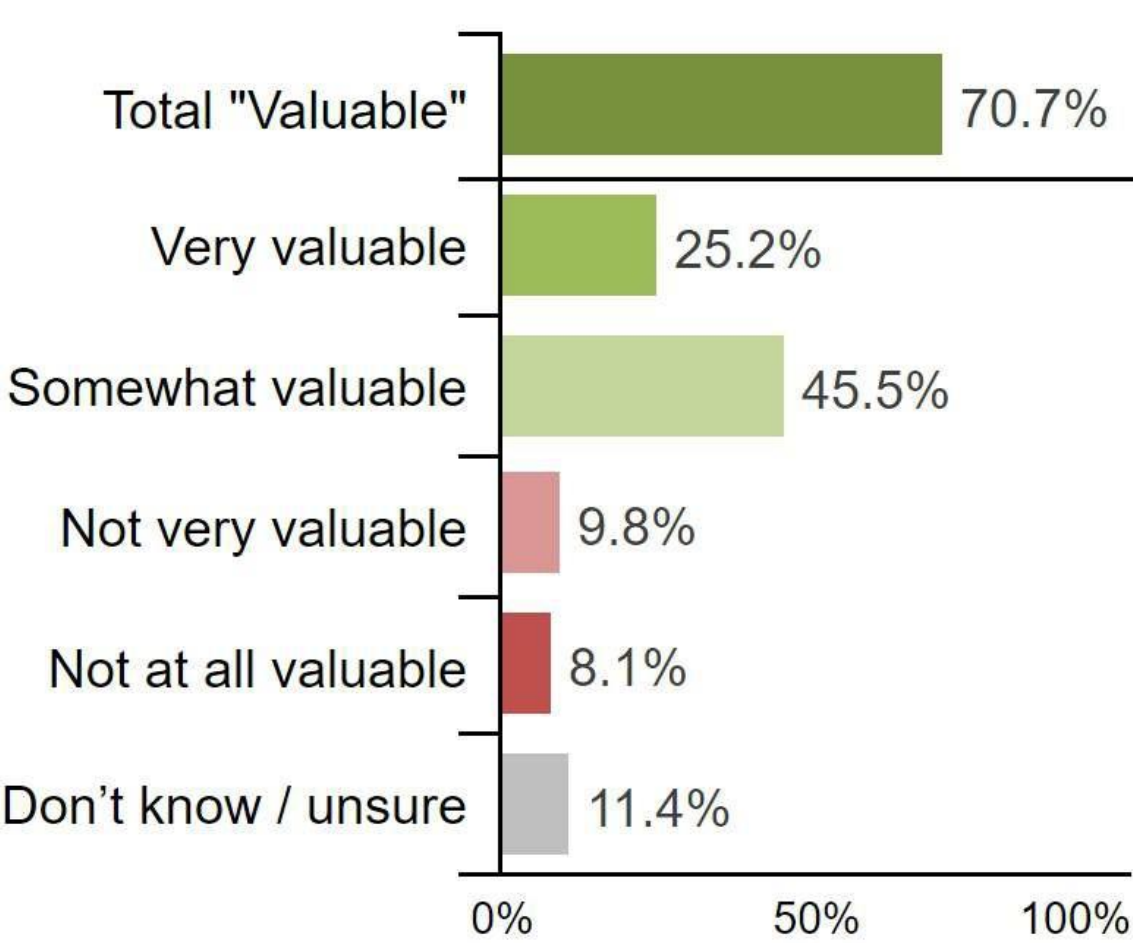
Participation in NextZero Programs



MMLD 2025 (n=123)

Asked only to customer who were familiar with the programs

Percieved Value of the NextZero Programs



MMLD 2025 (n=123)

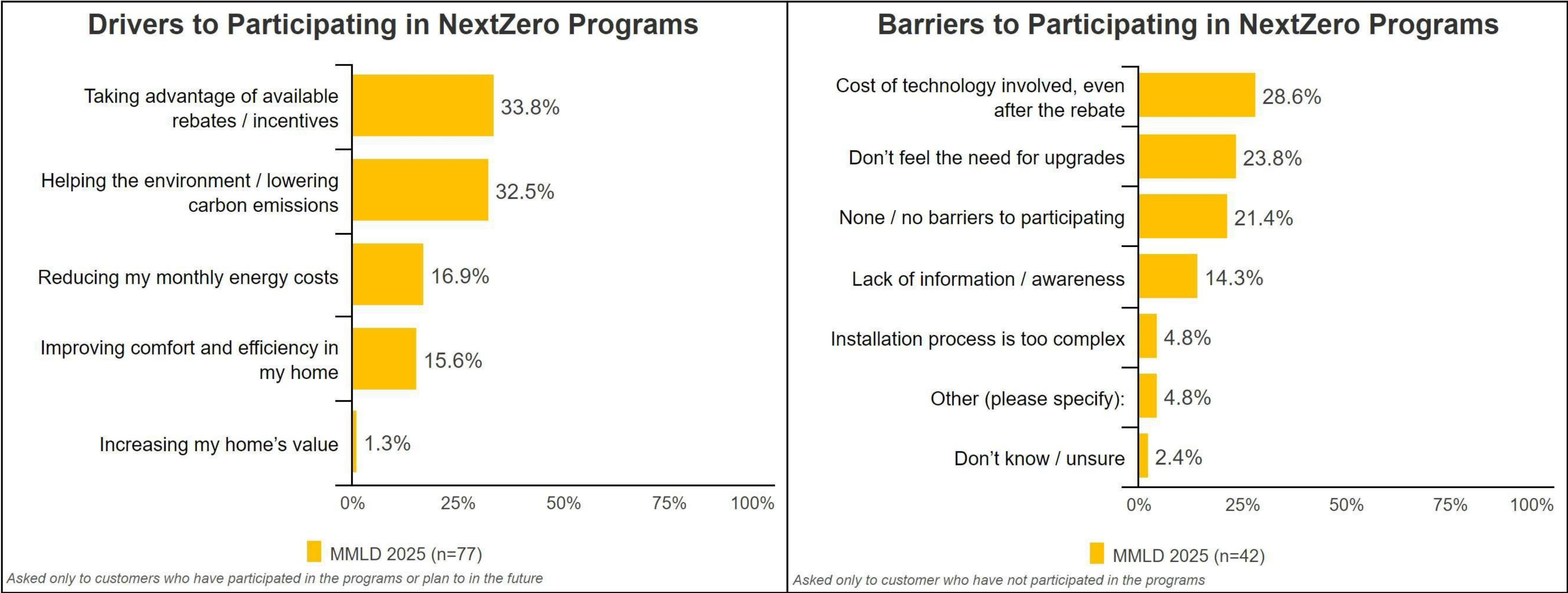
Asked only to customer who have participated in the programs

Q: How familiar are you with the NextZero rebate programs offered by MMLD (for heat pumps, electric vehicle chargers, smart thermostats, etc.)?
Q: Have you ever applied for or received a rebate or incentive through MMLD's NextZero programs?
Q: How valuable do you find the NextZero programs in helping you save energy and reduce costs at home?

NetZero Programs | Drivers & Barriers



Of the customers who have participated in NextZero programs or plan to participate in the future, roughly one-third of customers cited their primary motivation was to "take advantage of available rebates / incentives," and/or "help the environment / lowering carbon emissions." Among the customers who do not plan on participating in NextZero programs, over one-quarter cited the "cost of technology involved, even after the rebate" as their main barrier, followed by a lack of need for the upgrades.

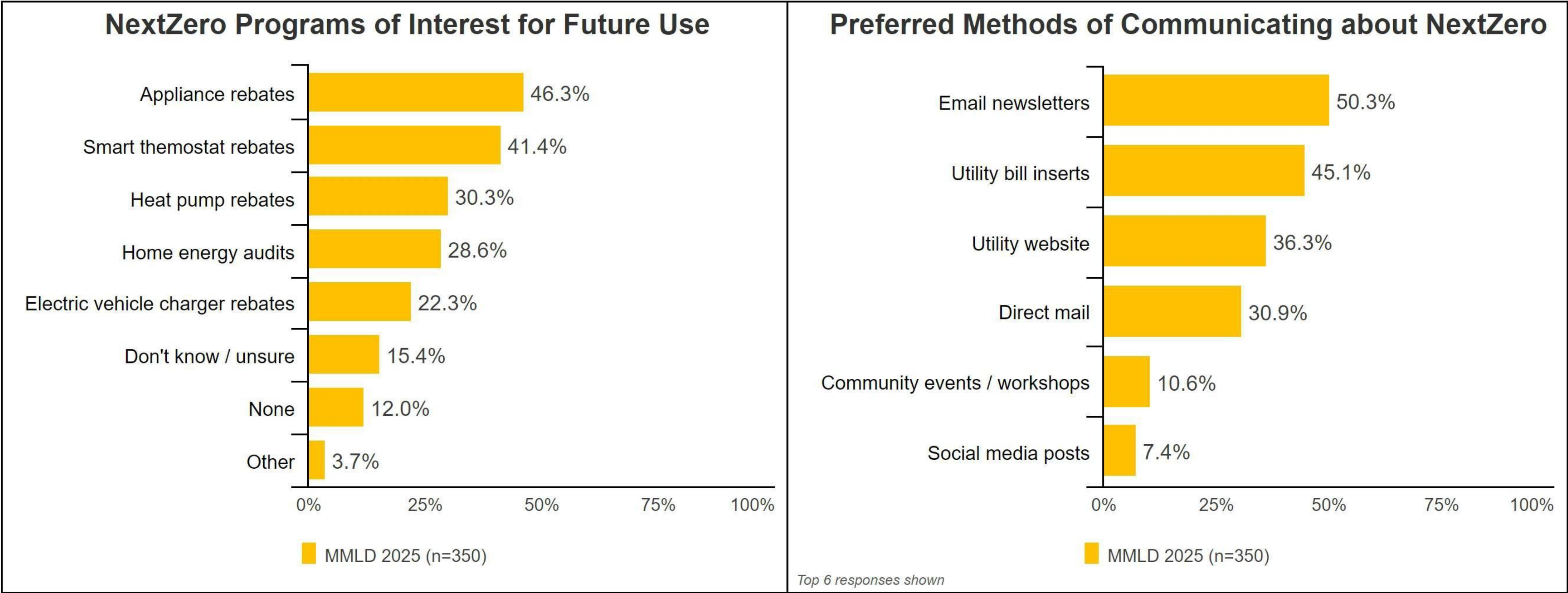


Q: Which of the following NextZero rebate programs are you most interested in using in the future? (Select all that apply)
Q: What is the biggest barrier, if any, to you participating in NextZero programs?

NetZero Programs | Interest & Communication



Over two-fifths of customers were interested in participating in the NextZero "appliance rebates," and/or "smart thermostat rebates," followed by roughly three-out-of-ten who were interested in participating in the "heat pump rebates" and/or "home energy audits" in the future. One-half of customers preferred to hear about NextZero rebates and programs in the future through "email newsletters," followed by over two-fifths who preferred "utility bill inserts."



Q: What is your primary motivation for participating in (or considering) NextZero programs?
Q: How would you most like to hear about NextZero rebates and programs in the future? (Select all that apply)



Considerations





Increase Rate Education & Value Communication to Support Perceptions of Affordability

While most MMLD customers view their rates as reasonable, MMLD ratings trail MA Public Power benchmarks. At the same time, customers place high importance on good value for the cost of electricity and want more information on rate-related topics. Strengthening communication around how rates are set, what drives costs, and how MMLD maintains affordability can help reinforce trust and clarify the value customers receive from their community-owned utility.

Actionable Insights:

- Develop a clear, concise rate education series (website modules, bill inserts, short videos) explaining cost drivers and local decision-making.
- Highlight reliability achievements and operational efficiencies to connect performance outcomes to customer value.
- Provide more frequent updates on clean energy sources and long-term planning to increase transparency and trust in rate-related decisions.
- Incorporate cost-savings tips and rebate opportunities alongside rate communications to help customers manage bills.



Strengthen Energy Efficiency Outreach & NextZero Program Awareness to Boost Participation

Despite strong trust, loyalty, and satisfaction scores, awareness of MMLD's NextZero programs and broader Net Zero initiatives has room to improve. Many customers are unsure whether the utility is doing enough to curb emissions, and fewer than two-fifths feel empowered to take action at home. Increasing visibility, education, and personalized guidance around rebates, clean energy investments, and conservation behaviors can help customers better understand the value of these programs and encourage greater participation.

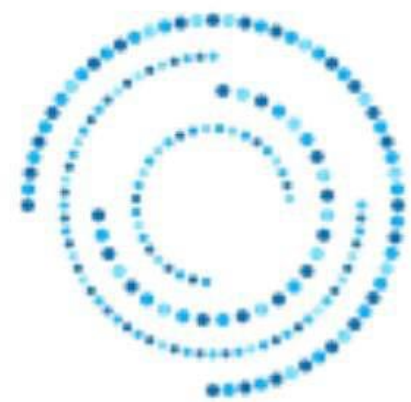
Actionable Insights:

- Highlight the financial benefits of participation, especially for programs with higher upfront costs (e.g., heat pumps, EV charger rebates, etc.).
- Provide simple, step-by-step guidance on how to participate in NextZero programs, including estimated cost savings and expected payback.
- Conduct additional survey research to better understand why customers feel less empowered to conserve energy and what program improvements would support stronger engagement.




About GreatBlue







Harnessing the Power of Data

...to help clients achieve organizational goals.

 **Data** supporting strategic decisions to improve products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

 **Talent** with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

 **Solutions** that are customized to provide a personalized approach to understanding organizational, employee, and customer needs, allowing for more informed decisions.

Methodologies:



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Focus Groups



In-Depth Interviews

Studies:



Awareness and Perception Studies



Customer and Employee Satisfaction Studies



Journey Mapping



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WHAT'S NEXT.



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