



Columbus Utilities

2024 Residential Customer Feedback Research

Margin of error = +/-11.6% for individual utility scores

Desired Service Options	Online	Mobile App	% of customers selecting
Pay your bill	67%	41%	<div><div></div></div>
Receive notifications about power outages in your area	65%	49%	<div><div></div></div>
Report and track power outages	62%	41%	<div><div></div></div>
Find information about energy saving programs and services	61%	22%	<div><div></div></div>
View your historical energy usage	60%	33%	<div><div></div></div>
Find information about utility rate options	55%	24%	<div><div></div></div>
Contact utility staff	52%	31%	<div><div></div></div>
Start, stop or transfer your service	41%	21%	<div><div></div></div>

Program Offerings	%	% of customers selecting
Energy assistance programs	50%	<div></div>
Home energy assessments	48%	<div></div>
Rooftop solar options	37%	<div></div>
Time-of-use pricing options	35%	<div></div>
Green energy programs (purchase renewable energy)	35%	<div></div>
Community solar (purchase shares of solar energy)	32%	<div></div>
Community energy-saving challenges	31%	<div></div>
Smart home technologies	29%	<div></div>
Battery storage technology	24%	<div></div>
Pay-as-you-go (prepay) billing options	18%	<div></div>
Electric vehicle programs (resources to help promote their use)	18%	<div></div>

Communication Preferences	%	% of customers selecting
Email	64%	<div></div>
Bill inserts	53%	<div></div>
Utility's website	37%	<div></div>
Printed newsletter or direct mail	33%	<div></div>
Text message	30%	<div></div>
Utility's mobile app	20%	<div></div>
Account management tool (e.g., My Account or other)	17%	<div></div>
Social media	9%	<div></div>
Radio	2%	<div></div>
Newspaper	2%	<div></div>
Internet ads	1%	<div></div>