

## Report of Findings



**HMLP**

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# 2025 MEAM Residential Customer Satisfaction Report

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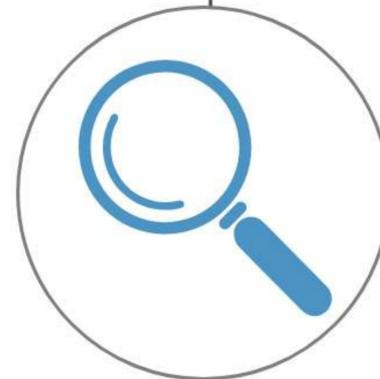
## Research Objectives

- GreatBlue Research was commissioned by the Hingham Municipal Lighting Plant (hereinafter "HMLP") 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 HMLP 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 HMLP 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 HMLP 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
- Preferred methods of receiving information
- Interest in an HMLP customer portal
- Importance of and satisfaction with self-service digital options
- Website usage and satisfaction
- Perception of HMLP's major storm and outage preparedness
- Interest in solar energy, electric vehicles, and electrification products
- HEIRP awareness and understanding
- Demographic profiles of respondents



# Research Methodology Snapshot

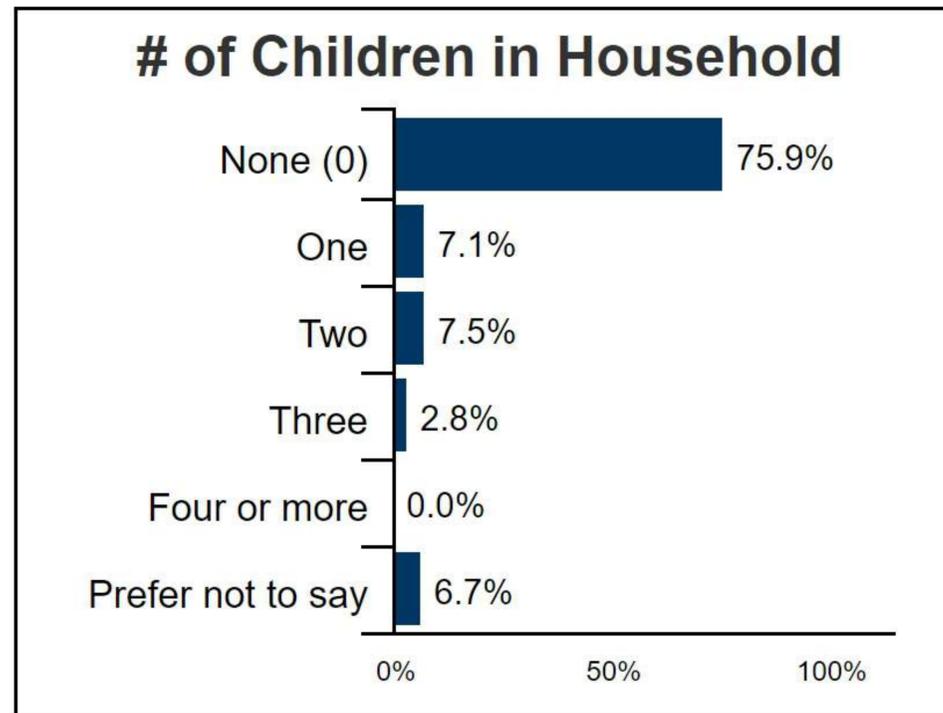
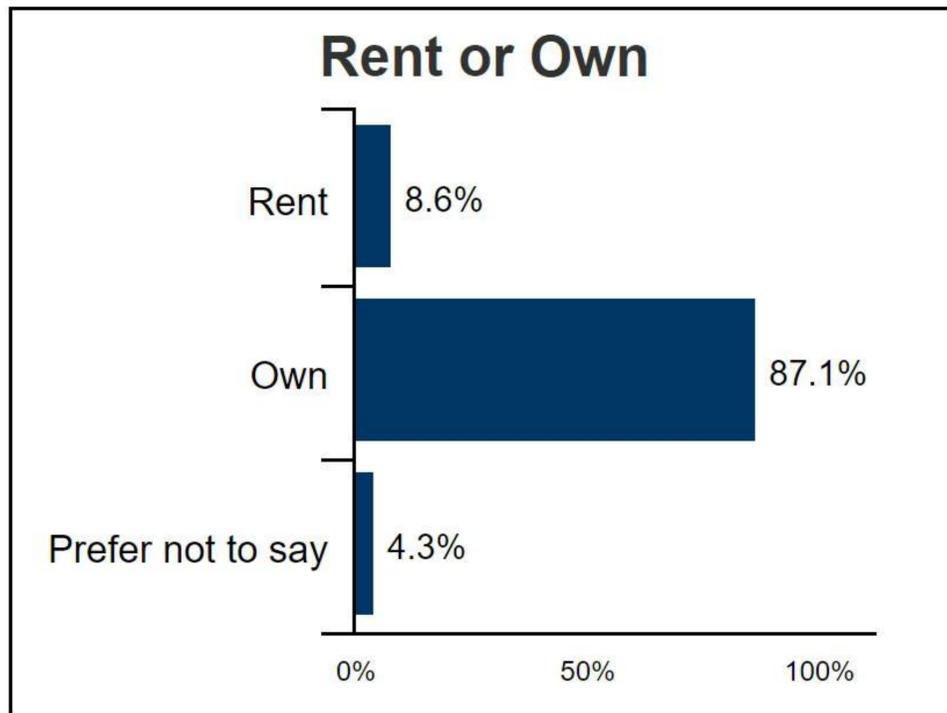
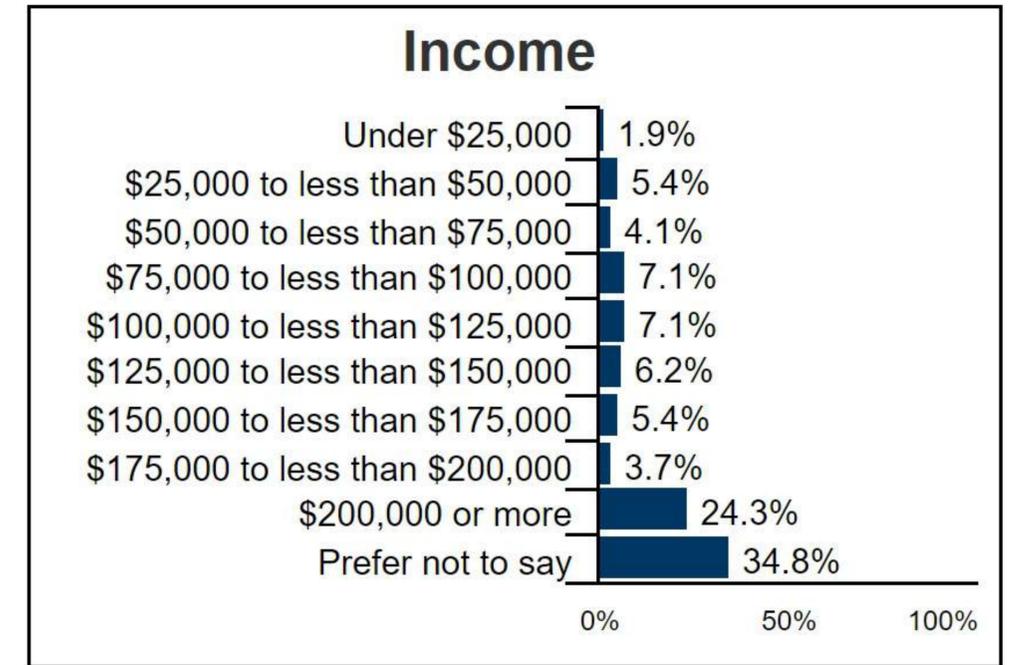
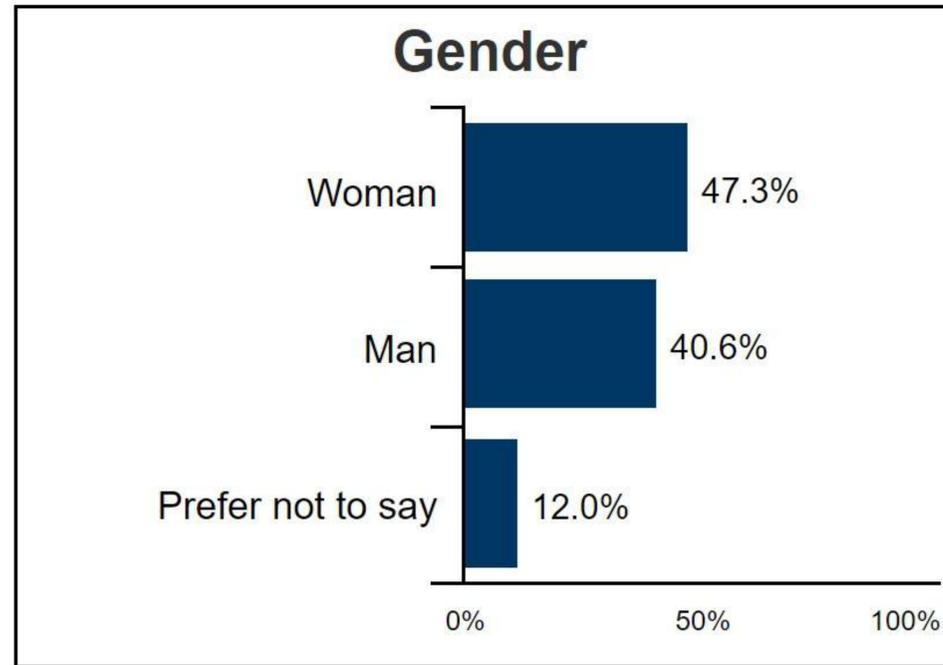
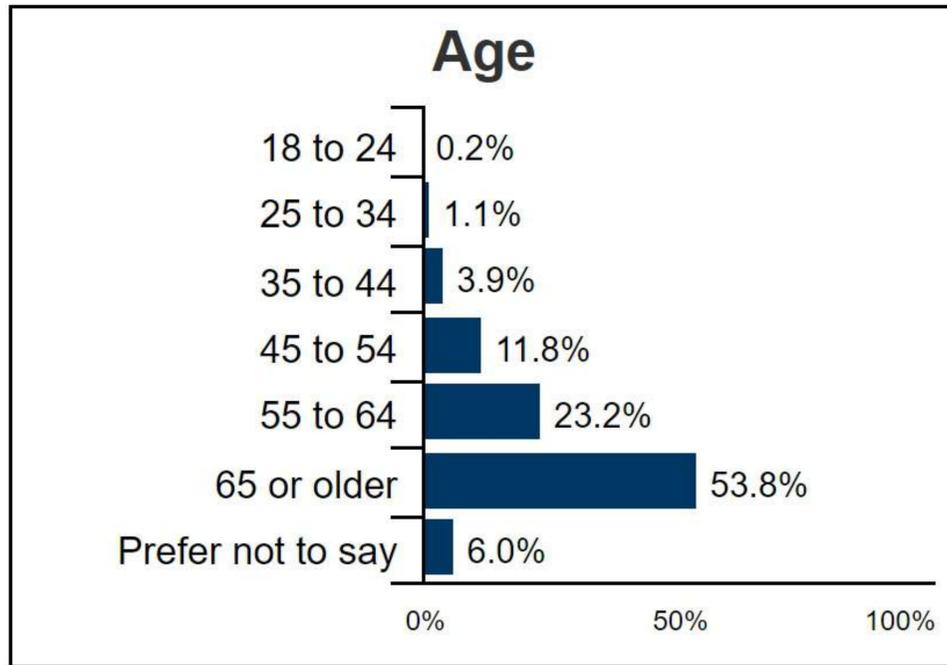


<b>Methodology</b> Digital	<b>No. of Completes</b> 465	<b>No. of Questions</b> 79*	<b>Incentive</b> None	<b>Sample</b> Customer Lists
<b>Target</b> Residential Customers	<b>Quality Assurance</b> Dual-level**	<b>Margin of Error</b> +/- 4.4%	<b>Confidence Level</b> 95%	<b>Research Dates</b> May 29 - September 8, 2025

\* 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



# 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, HMLP customers provided significantly higher satisfaction ratings compared to MA Public Power and MA IOU customers across most organizational characteristics, resulting in an average positive rating of 87.8%.
- Over nine-out-of-ten HMLP customers (93.3%) reported their utility meets their expectations “all” or “most of the time;” notably higher than MA Public Power customers (+9.5 percentage points) and the year-to-date PPDS National Average in 2025 (+16.1 percentage points).
- Nearly three-quarters of customers expressed complete trust in HMLP (71.6%). Eight-out-of-ten customers (80.6%) were “promoters” of their utility, compared to 6.6% of customers who were “detractors,” leading to a NPS score of +74.0.
- Three-quarters of customers (72.1%) viewed their electric rates as reasonable. Customers provided a net positive rating (advocates + loyal + satisfied customers) of 94.0%, which was 19.7 percentage points higher than MA IOU customers.

## Customer Service & Communication

- The top reasons for contact among HMLP customers were to report an outage or to inquire about energy programs or rebates. Most contact occurred via phone, email, or by visiting the HMLP website.
- Over eight-out-of-ten customers (84.2%) reported HMLP “takes care of things the first time” when they contact customer service, with most customers (94.1%) rating their customer service interaction positively.
- Over three-quarters of HMLP customers (78.5%) reported that the communication frequency from their utility is “about right,” higher than MA Public Power customers (+4.0 percentage points).
- Over three-fifths of HMLP customers (61.5%) support HMLP handling customer service for Hingham’s water service.

## Green Energy & Empowerment

- Over one-half of customers (51.2%) reported HMLP is doing enough to curb carbon emissions, and over three-fifths believe their personal actions to conserve energy support Net Zero goals (61.7%).
- Nearly three-quarters of customers (74.4%) trust HMLP to make decisions regarding how the energy portfolio is created and maintained.
- Over two-fifths of HMLP customers (42.8%) rated utilities providing low-income assistance programs as either “somewhat” or “significantly more important than offering energy efficiency incentives and rebates.”

## Programs & Services

- Seven-out-of-ten customers (70.3%) find self-service digital tools important, and over three-quarters rated the HMLP website/app positively for the ease of understanding its content (78.4%) and ease of navigation (77.5%).
- Nearly two-fifths of customers (36.3%) reported visiting the HMLP website “a few times a year,” and a majority of customers (95.1%) were satisfied with the content on the website.
- Over two-fifths of customers (44.9%) were “aware” of the HEIRP Transmission and Substation project (+25.5 percentage points compared to 2023), while over one-half of customers (48.4%) felt informed about the project after receiving more information. Nearly three-fifths of customers (57.4%) reported that additional information about the projects’ “cost impacts” would be helpful.

# Satisfaction & Expectations



# Satisfaction | Organizational Characteristics



In 2025, HMLP customers provided significantly higher average positive ratings for eight (8) of ten (10) organizational characteristics compared to Massachusetts (MA) Public Power customers, and significantly higher ratings for all characteristics compared to MA IOU customers overall. On average, 87.8% of HMLP customers rated their utility positively, driven primarily by positive ratings among customers for their utility "restoring power after an outage in a reasonable amount of time" and "providing consistent and reliable electric service."

<i>Aggregate of ratings 7-10 shown, w/o "don't know" responses</i>	HMLP 2025	MA Public Power	MA IOU	2025 YTD PPDS National Average
Customer interactions and communication	91.6%	79.3%	64.8%	63.9%
Providing good service and value for the cost of electricity	88.6%	78.3%	59.1%	63.6%
Helping customers conserve electricity	76.5%	69.1%	59.0%	54.9%
Honesty / Integrity	93.4%	81.2%	63.8%	62.3%
Providing consistent and reliable electric service to customers	98.1%	84.2%	73.9%	75.5%
Restoring power after an outage in a reasonable amount of time	98.2%	82.7%	70.4%	71.6%
Offering innovative programs and services	75.3%	68.4%	59.1%	55.4%
Rates	75.8%	75.6%	46.3%	-
Community service	87.2%	75.7%	57.8%	60.8%
Overall Satisfaction with HMLP	93.3%	79.4%	66.8%	71.3%
Average	87.8%	77.4%	62.1%	64.4%

n= 465 (HMLP 2025), 400 (MA Public Power), 400 (MA IOU), 6,000 (PPDS)

Q: For each organizational characteristic, please rate HMLP'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 HMLP 2025 findings

# Satisfaction | Organizational Characteristics



Compared to 2023, customers provided significantly lower average positive ratings for HMLP "helping customers conserve electricity" (-5.7 percentage points), its "rates" (-5.2 percentage points), "customer interactions and communication" (-3.4 percentage points), and its "honesty/integrity" (-3.4 percentage points). As a result, HMLP's overall average positive rating in 2025 decreased compared to 2023 (-3.0 percentage points).

<i>Aggregate of ratings 7-10 shown, w/o "don't know" responses</i>	HMLP 2023	HMLP 2025
Customer interactions and communication	95.0%	91.6%
Providing good service and value for the cost of electricity	-	88.6%
Helping customers conserve electricity	82.2%	76.5%
Honesty / Integrity	96.8%	93.4%
Providing consistent and reliable electric service to customers	99.1%	98.1%
Restoring power after an outage in a reasonable amount of time	-	98.2%
Offering innovative programs and services	-	75.3%
Rates	81.0%	75.8%
Community service	-	87.2%
Overall Satisfaction with HMLP	-	93.3%
<b>Average</b>	<b>90.8%</b>	<b>87.8%</b>

n= 775 (HMLP 2023), 465 (HMLP 2025)

Q: For each organizational characteristic, please rate HMLP's electric service using a scale of one (1) to ten (10) where one (1) is "very poor" and ten (10) is "very good."

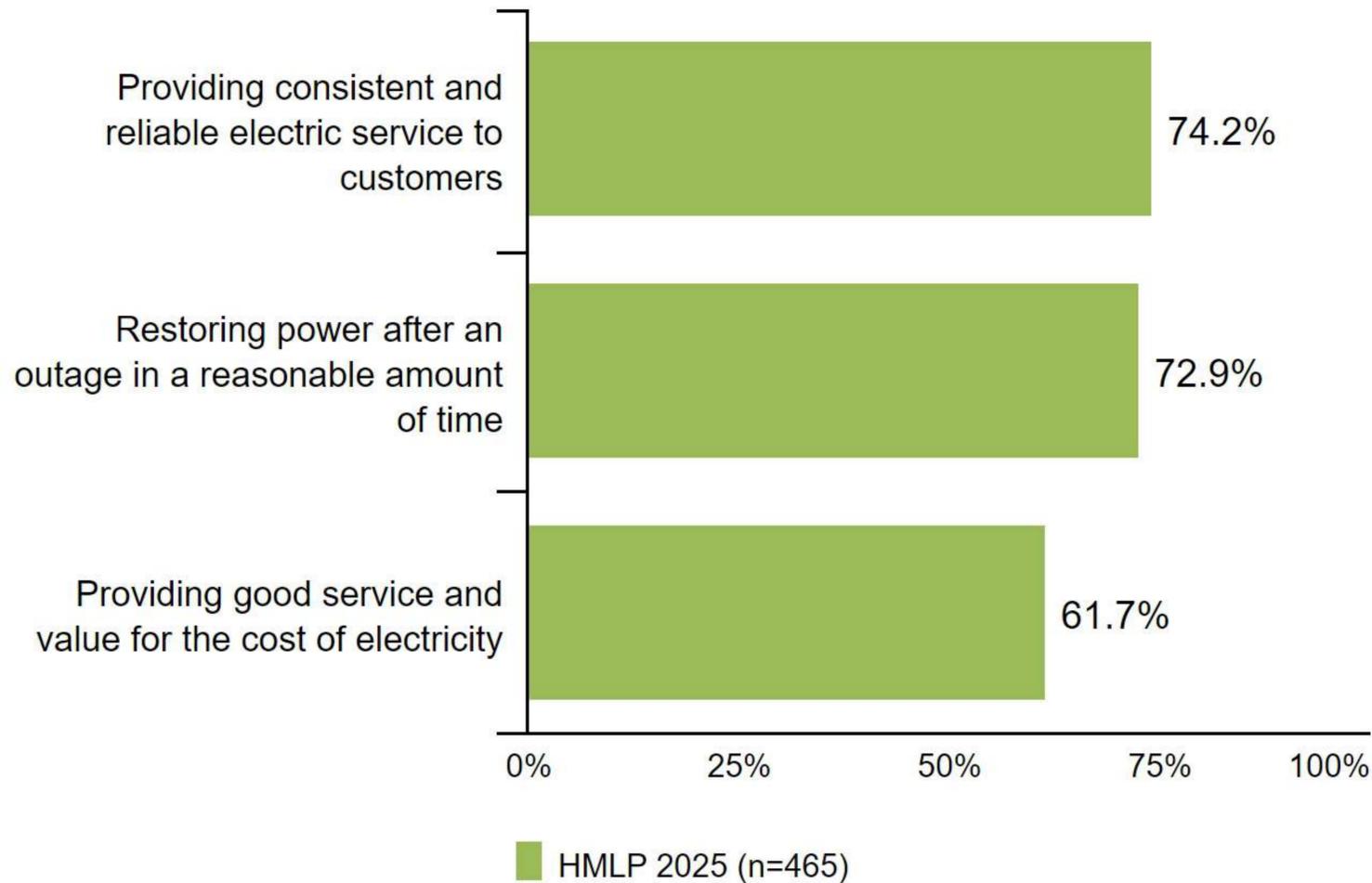
Color indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the HMLP 2025 findings

# Satisfaction | Most Important Utility Characteristics



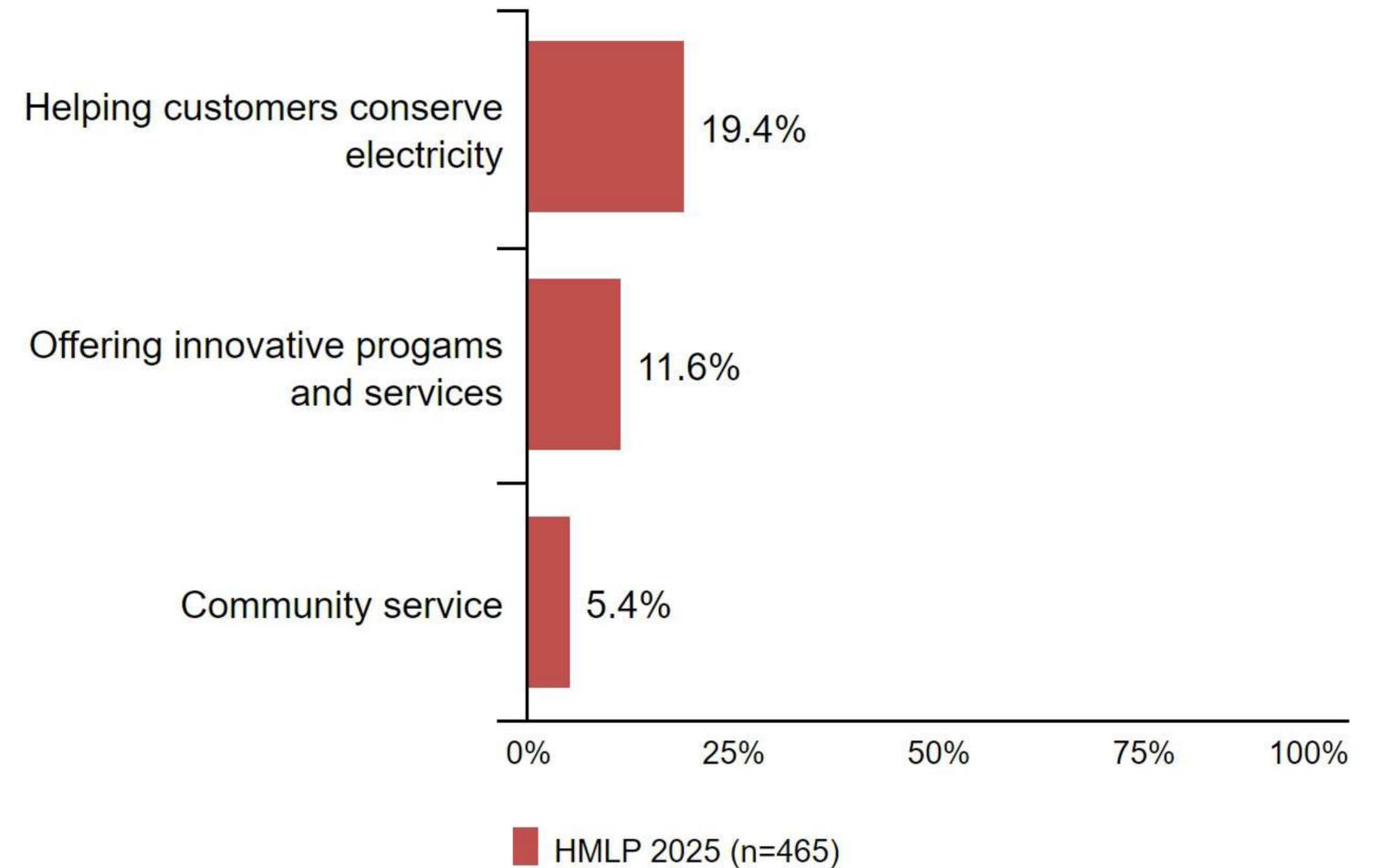
HMLP customers identified “providing consistent and reliable electric service to customers,” “restoring power after an outage in a reasonable amount of time,” and “providing good service and value for the cost of electricity” as the most important organizational characteristics to them as customers of HMLP. In contrast, less emphasis was placed on HMLP displaying “community service,” “offering innovative programs and services,” and “helping customers conserve electricity.”

## Most Prioritized Characteristics Among Customers



Top 3 responses shown

## Least Prioritized Characteristics Among Customers



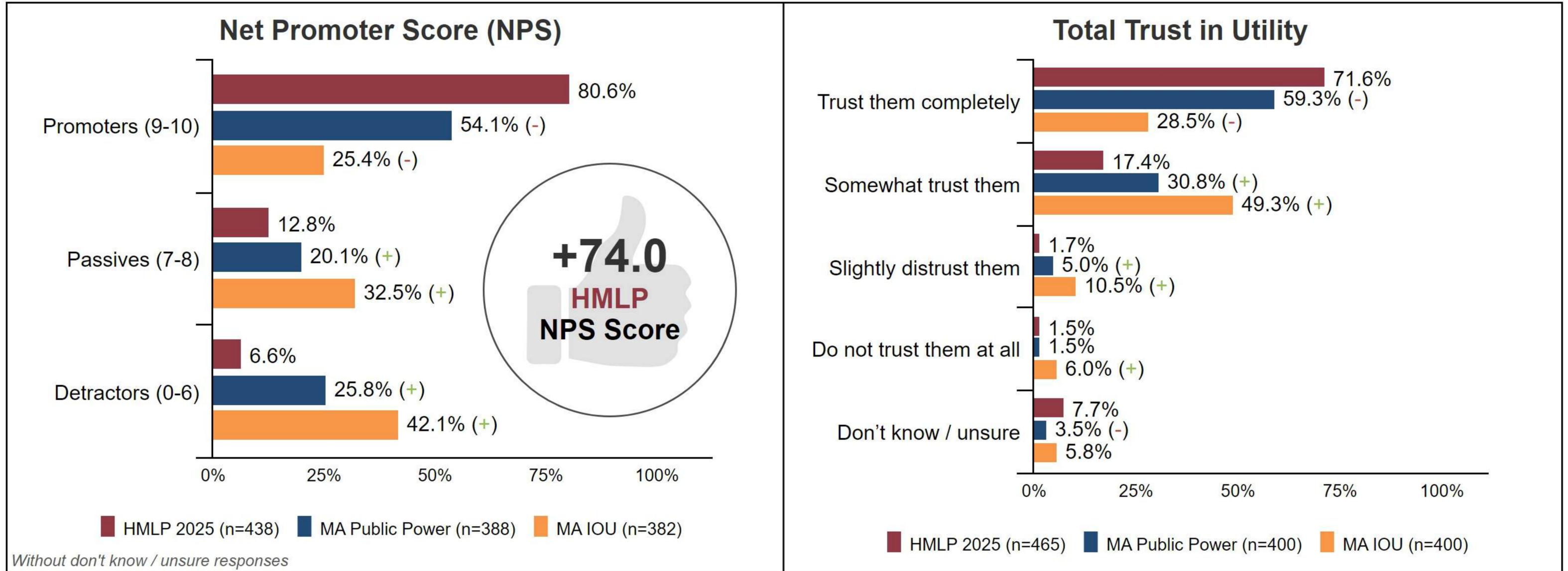
Bottom 3 responses shown

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

# Satisfaction | Net Promoter Score & Trust



Eight-out-of-ten HMLP customers were "promoters" of the utility compared to only 6.6% of customers who were "detractors," leading to a NPS score of +74.0. Of note, significantly more HMLP customers were promoters of their utility compared to MA Public Power customers (+26.5 percentage points) and MA IOU customers (+55.2 percentage points). Likewise, over seven-out-of-ten HMLP customers (71.6%) indicated they trust their utility completely, which was significantly higher than MA Public Power customers (+12.3 percentage points).



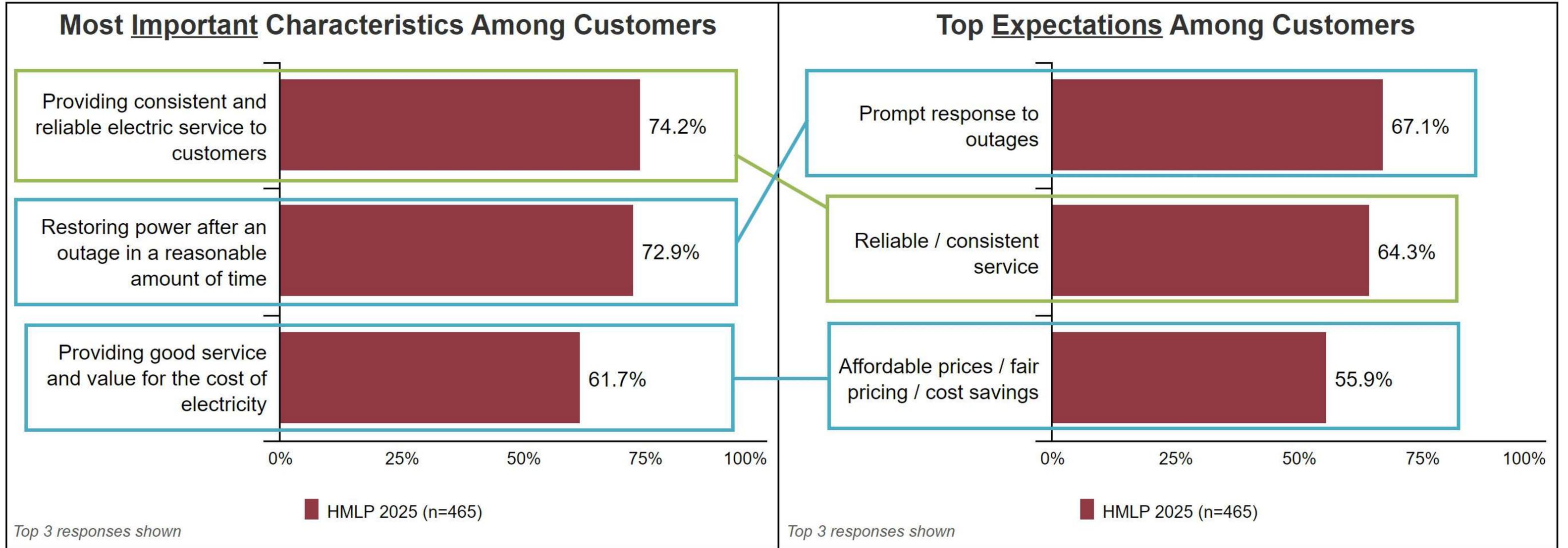
Q: On a scale of 0 to 10, how likely are you to recommend HMLP to a friend, family member, or coworker based on your experience with them as a customer?  
Q: How much do you trust HMLP?

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

# Expectations | Top Expectations of Utility



In 2025, over two-thirds of HMLP customers noted their top expectation of their utility was “prompt response to outages,” followed by “reliable / consistent service,” and “affordable prices / fair pricing / cost savings.” 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: Among the characteristics you just rated, what are the most important to you as a customer of HMLP?

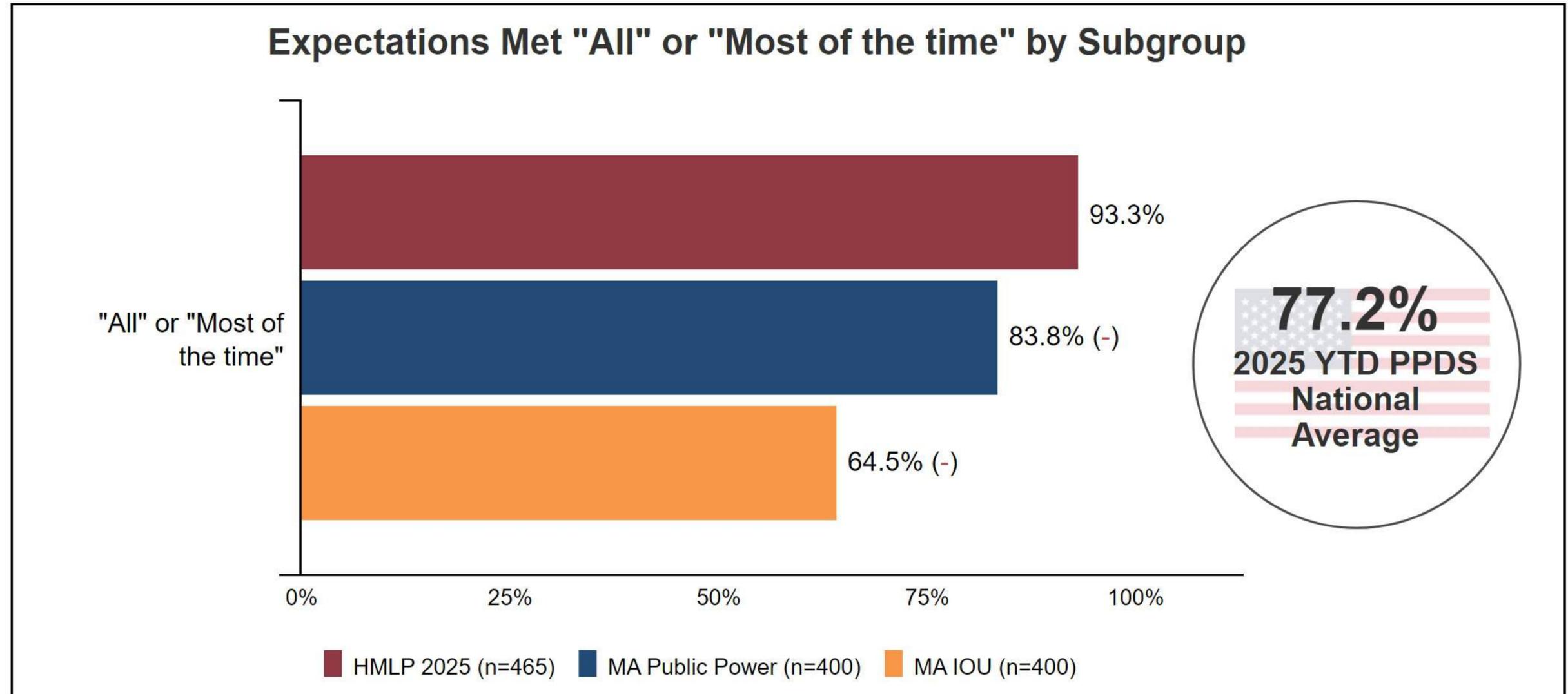
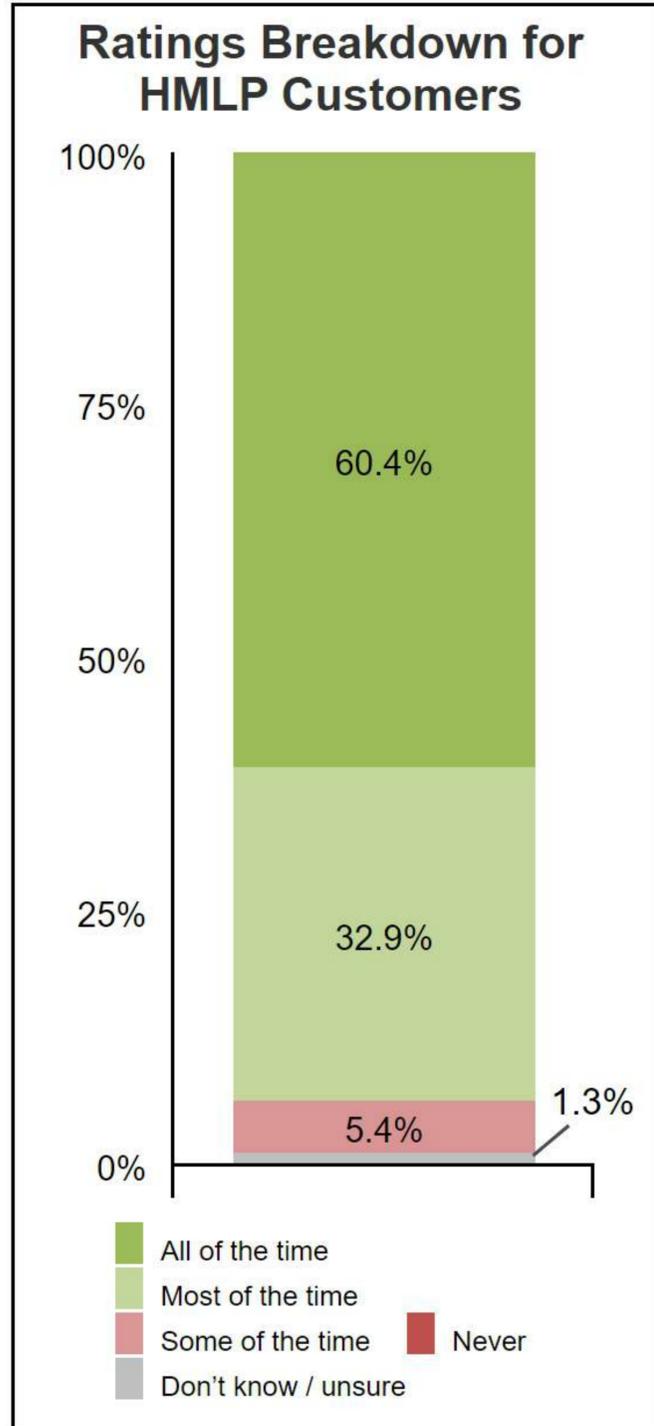
Q: Everyone has expectations of the organizations they do business with over time. What are the top three expectations you have regarding the service you receive from HMLP?

Boxes and connecting lines show the similarities between findings

# Expectations | Frequency of Expectations Met



When asked how frequently their utility meets their expectations, over nine-out-of-ten HMLP customers reported their expectations are met "all" or "most of the time," which was significantly higher than MA Public Power and MA IOU customers (+9.5 and +28.8 percentage points, respectively), and also exceeded the year-to-date PPDS National Average in 2025 (+16.1 percentage points). Notably, three-fifths of HMLP customers reported that HMLP meets their expectations "all of the time."



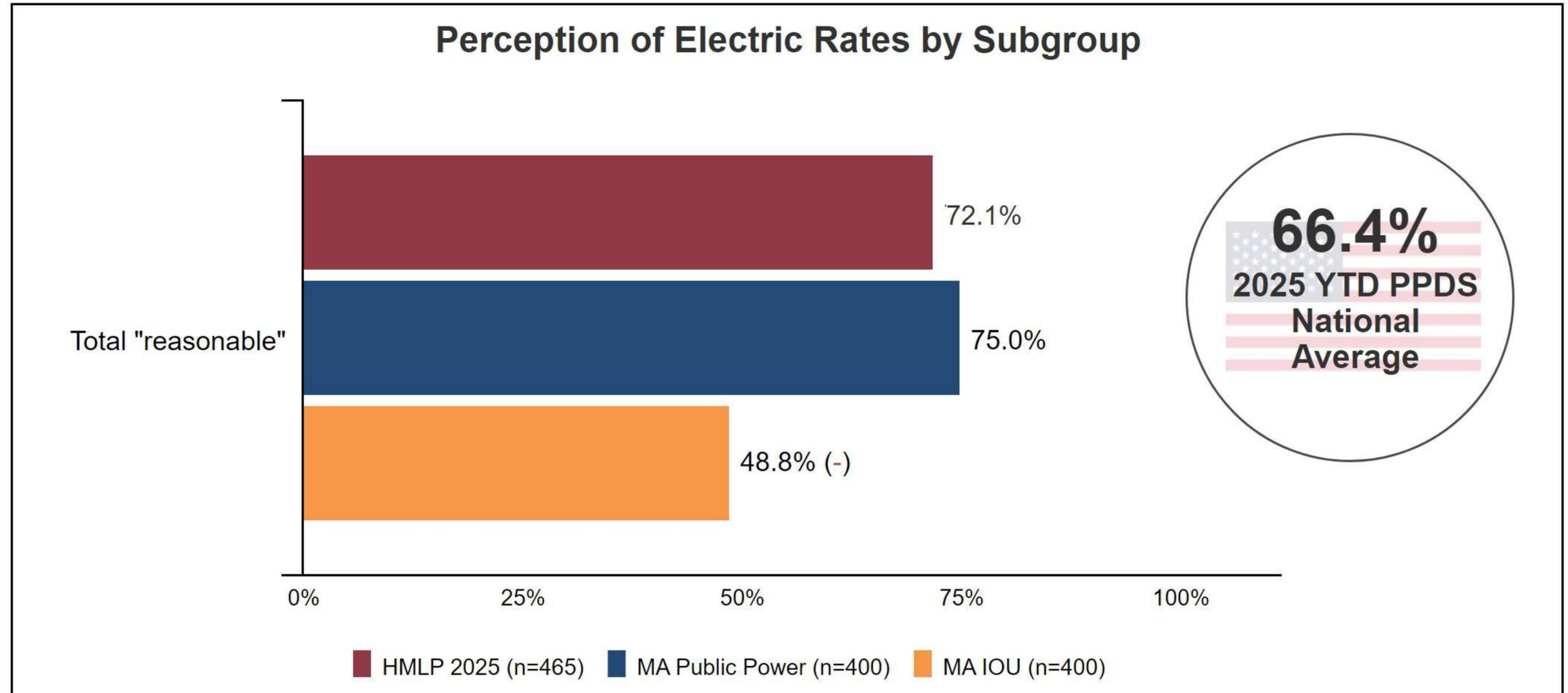
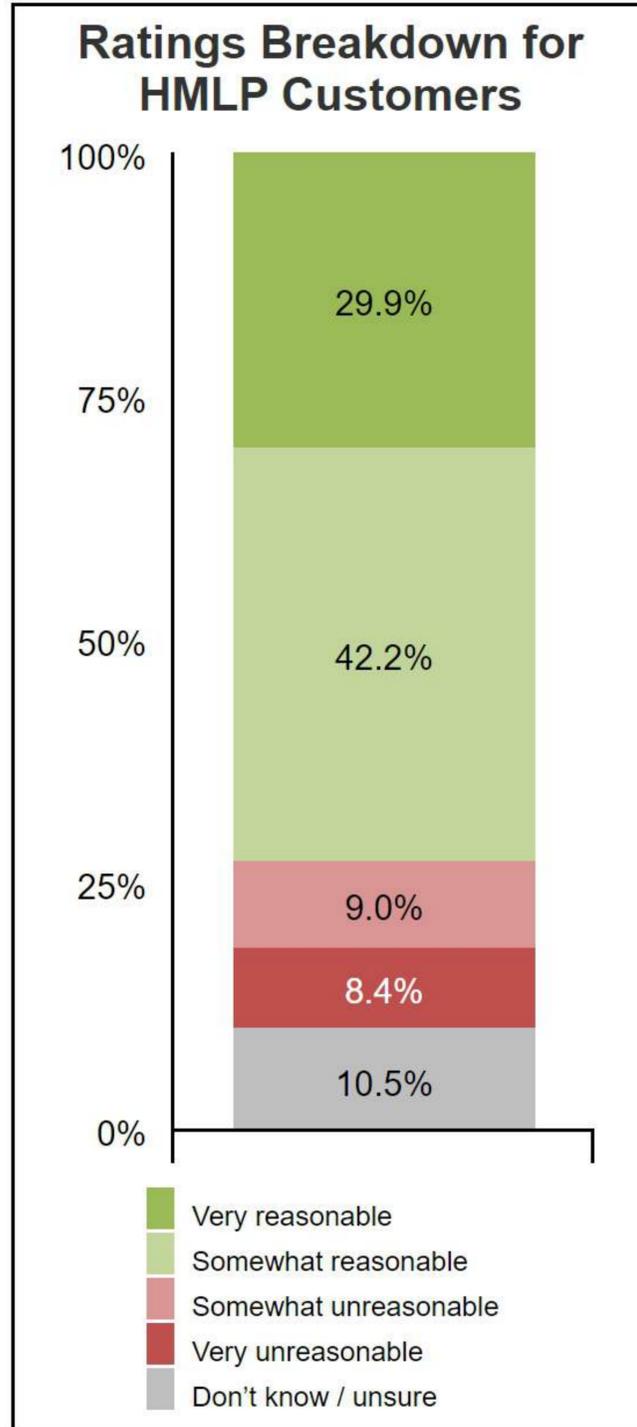
Q: Does HMLP meet your expectations...

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

# Expectations | Perception of Rates



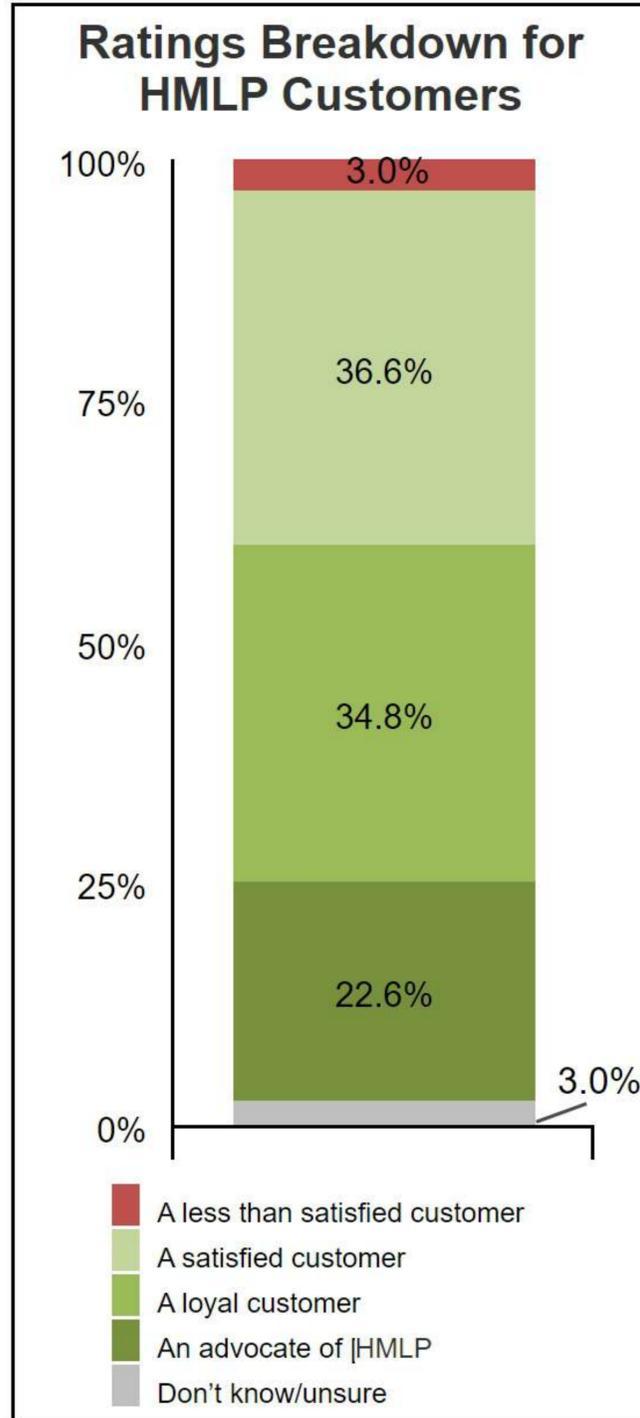
Nearly three-quarters of HMLP customers viewed the rates they pay for electricity as reasonable, which was significantly higher than MA IOU customers (+23.3 percentage points) and consistent with MA public power customers who reported the same. Notably, three-out-of-ten HMLP customers viewed the rates they pay as "very reasonable."



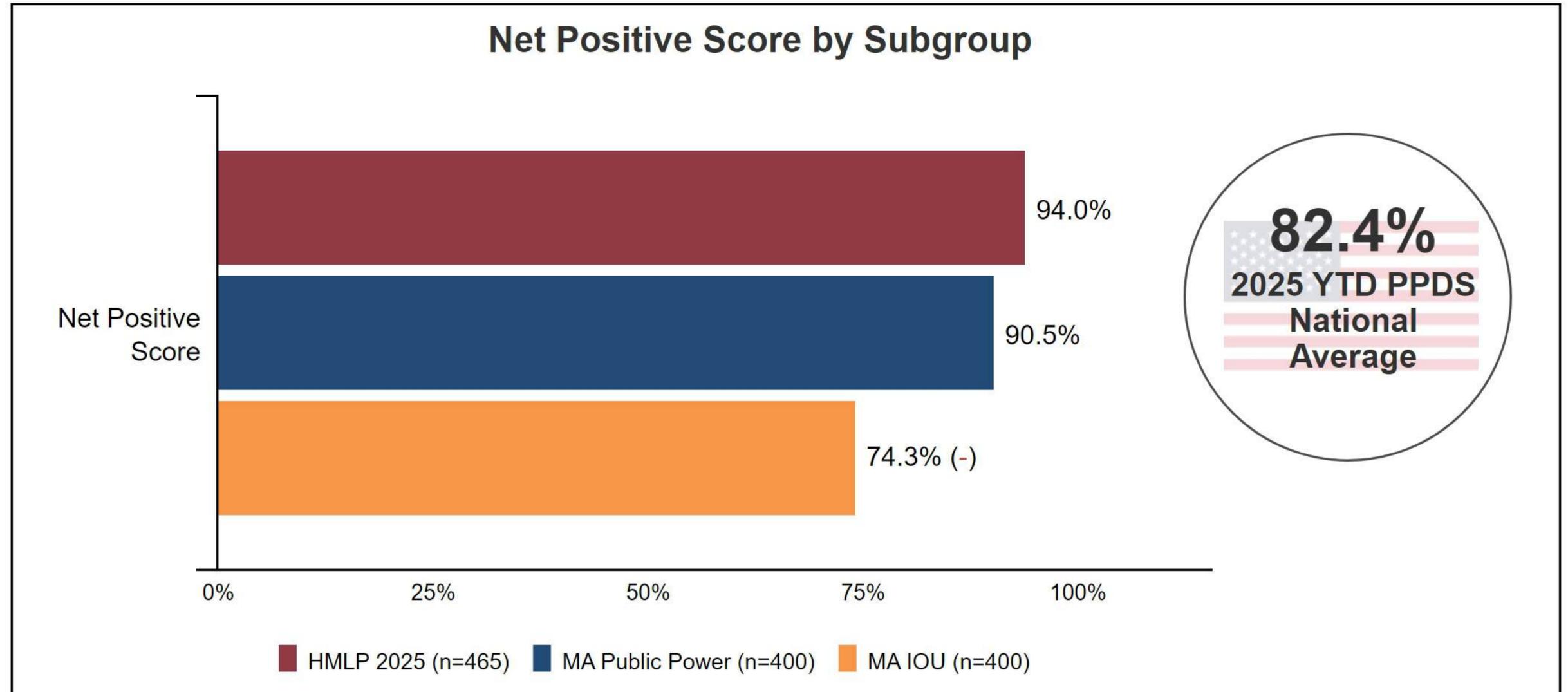
Q: Would you say the rates you pay for electricity are...

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

# Expectations | Net Positive Score



HMLP customers provided a net positive score, combining satisfied customers, loyal customers, and advocates, of 94.0%. Over one-third of customers identified as “a loyal customer,” while nearly one-quarter identified as “an advocate of HMLP.” Notably, the net positive score for HMLP customers was significantly higher than that of MA IOU customers (+19.7 percentage points) and was higher than the year-to-date PPDS National Average in 2025 (+11.6 percentage points). The net positive score was also slightly higher than that of MA public power customers (+3.5 percentage points).



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

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

# Customer Service



# Customer Service | Contact Reasons & Methods



## Top Reasons for Contact Among HMLP Customers

	HMLP 2025
Electric outage	28.3%
To inquire about energy programs or rebates	14.5%
To pay electric bill	8.6%
Question on electric bill (not a complaint)	7.2%
High electric bill question	6.6%

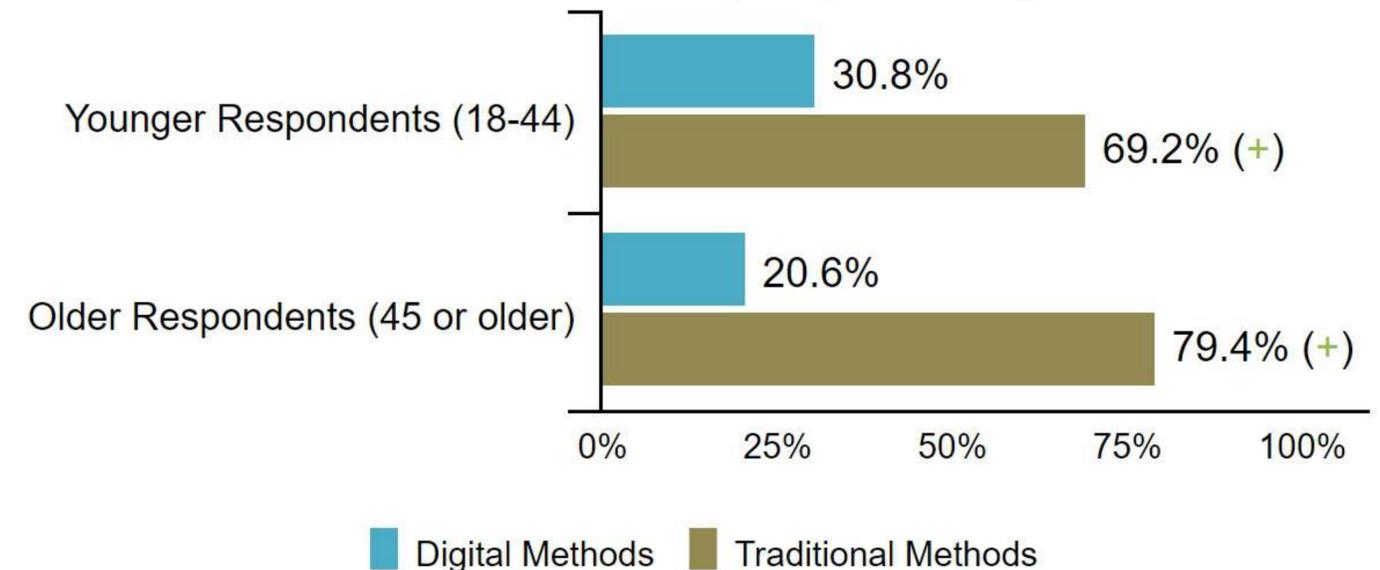
Among those who had an interaction with HMLP in the last year, the top reasons for contacting their utility were to report an electric outage, to inquire about energy programs or rebates, or to pay their electric bill. The most common methods of contact included telephone, email, and visiting the HMLP website.

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), both HMLP customers aged 45 and older and under 45 years used traditional methods significantly more often than digital methods to contact their utility.

## Top Methods for Contact Among HMLP Customers

By telephone	72.4%
Received or sent an email to HMLP	11.8%
Visited HMLP's website	6.6%
Visited the office or service center	5.9%

## Methods by Age Group



n= 152 (HMLP 2025)

Q: What was the purpose of the contact?

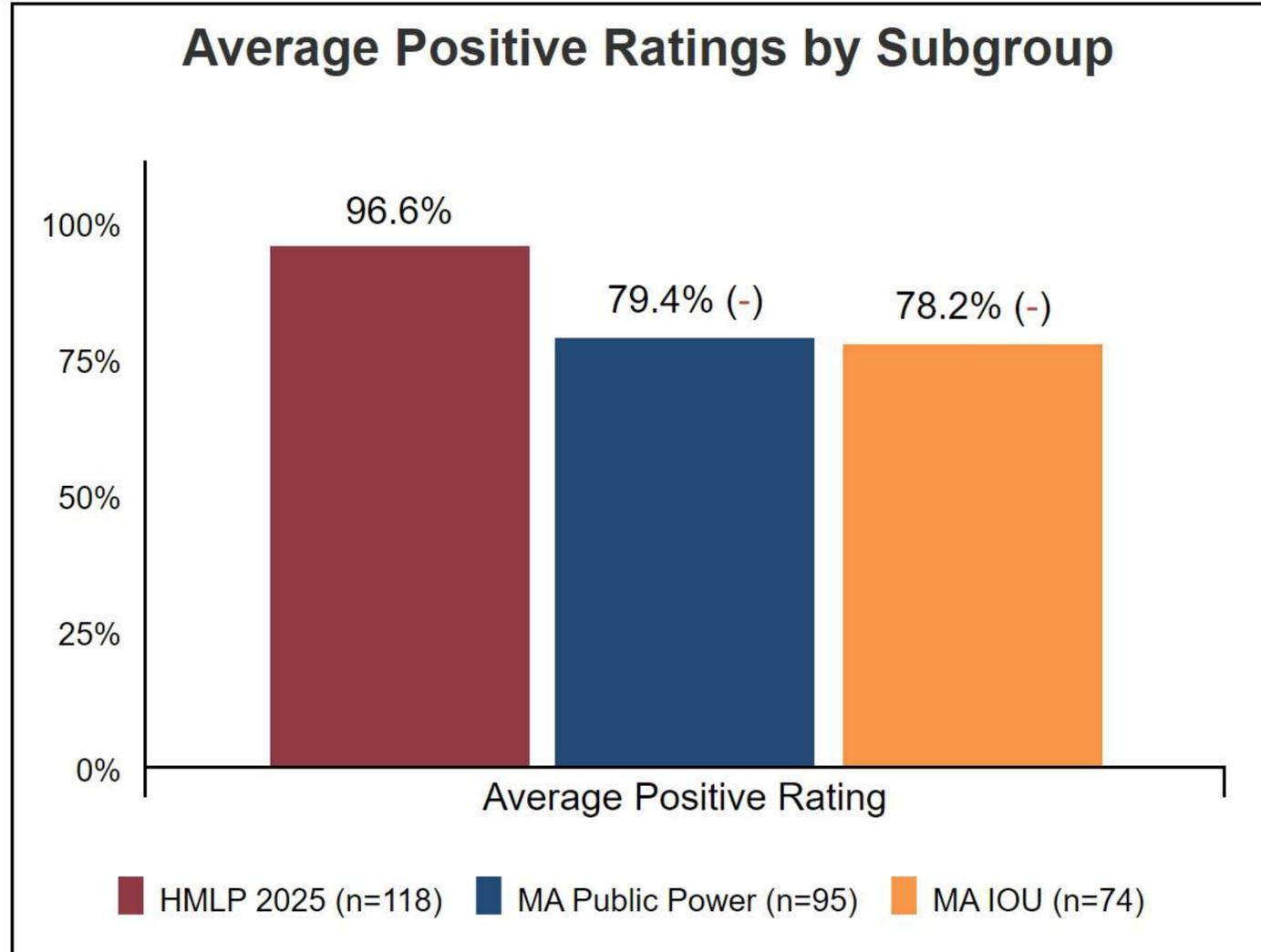
Q: Which of the following methods did you use to contact HMLP?

(+/-) 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



Of the 32.7% of HMLP customers who had a recent customer service interaction, these customers provided significantly higher ratings for all characteristics regarding the representative they spoke with compared to MA Public Power and MA IOU customers. As a result, HMLP customers reported a significantly higher average positive rating for the customer service representative they spoke with than MA Public Power and MA IOU customers (+17.2 and +18.4 percentage points, respectively).



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

	HMLP 2025	MA Public Power	MA IOU
Understanding your problem or need	96.6%	80.0%	75.7%
Explaining things you needed to know about your problem	95.7%	79.8%	77.0%
Being courteous to you and treating you with respect	98.3%	80.0%	84.0%
Speed or providing you with results in a reasonable amount of time	95.7%	77.9%	76.0%

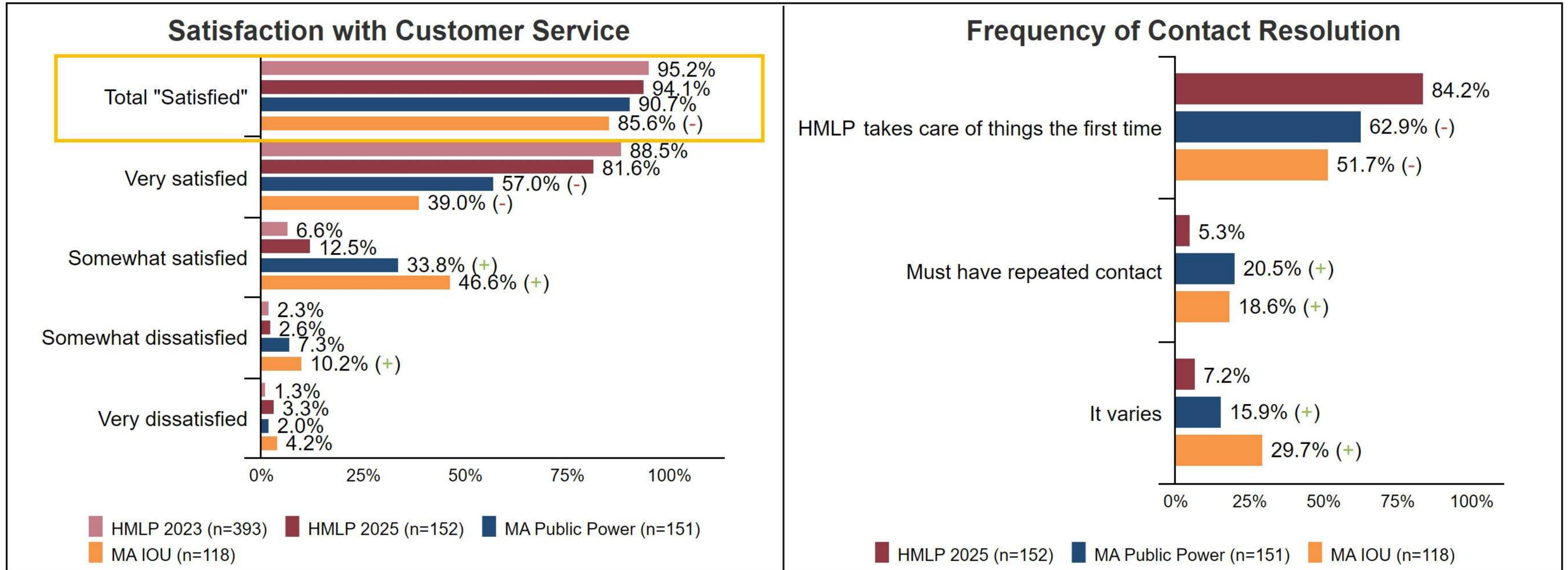
Q: Please rate the employee you worked with on how well he or she performed in a number of important characteristics. Please use a scale of one to ten where one (1) means "very poor" and ten (10) means "very good."

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

# Customer Service | Contact Resolution



A vast majority of HMLP customers who recently contacted the utility’s customer service department reported being satisfied with the experience, consistent with 2023. Notably, over eight-out-of-ten customers said they were “very satisfied,” significantly higher than MA Public Power and MA IOU customers (+24.6 and +42.6 percentage points). Further, over eight-out-of-ten HMLP customers reported the utility “takes care of things the first time” when contacting customer service, significantly higher than MA Public Power customers who reported the same (+21.3 and +32.5 percentage points).



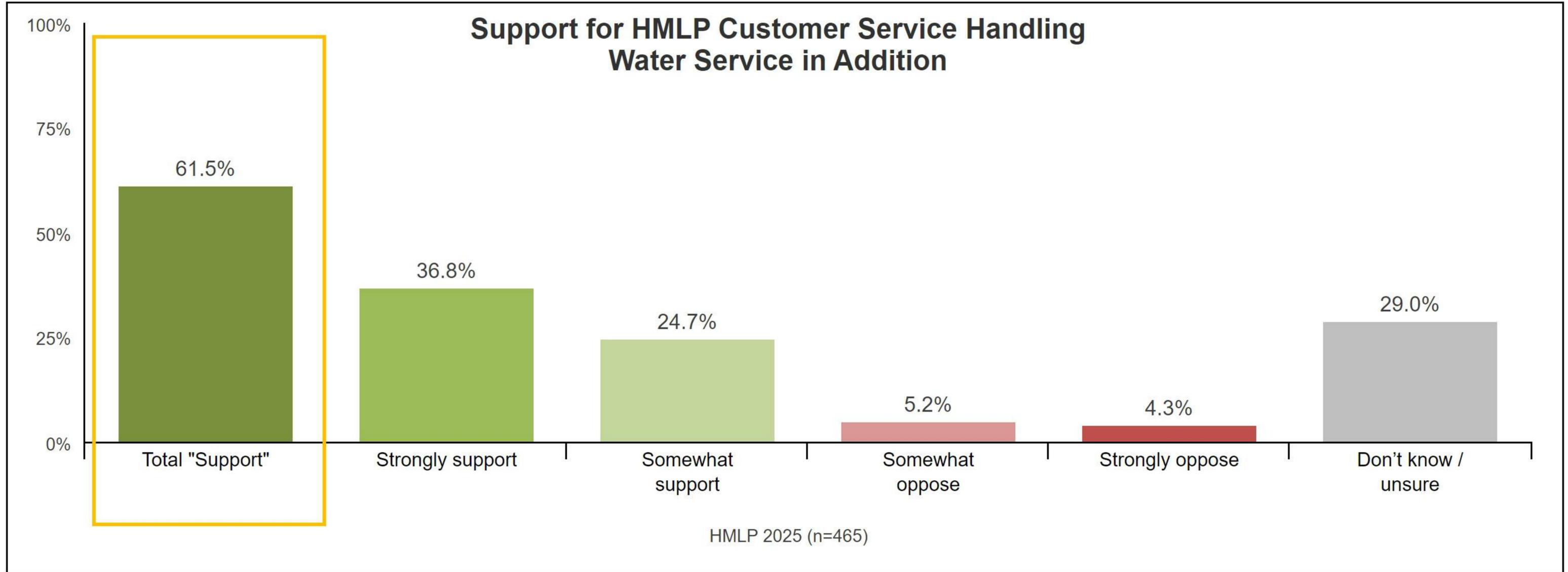
Q: Generally, when you contact HMLP, are things taken care of to your satisfaction the first time, or must you have repeated contact with them?  
 Q: How satisfied were you with your experience contacting HMLP?

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

# Customer Service | Additional Customer Support



Over three-fifths of HMLP customers support the utility handling customer service for Hingham's water service, in addition to electric service, while nearly two-fifths of customers "strongly supported" the change. Of note, nearly three-out-of-ten customers were unsure if they would support or oppose this change.



Q: Starting in July, HMLP will also handle customer service for Hingham's water service, in addition to electric service. How strongly do you support or oppose this change?

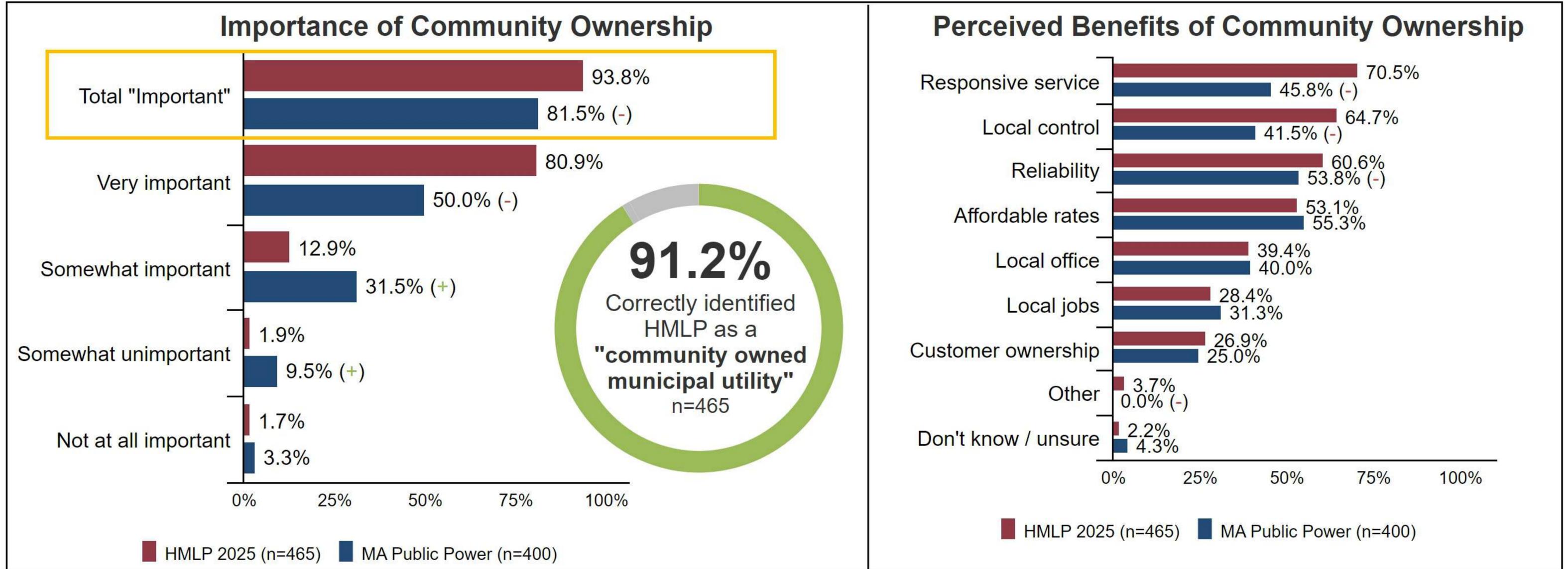
# Awareness & Communication



# Awareness | Community Ownership



Over nine-out-of-ten HMLP 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, seven-out-of-ten cited “responsive service,” followed by roughly three-fifths who cited “local control” and “reliability.” Interestingly, significantly more customers saw value in HMLP’s responsive service, reliability, and locality than MA Public Power customers as a whole.



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: HMLP is a “Community Owned Municipal Utility.” How important to you is it to maintain local control of your municipal utility?

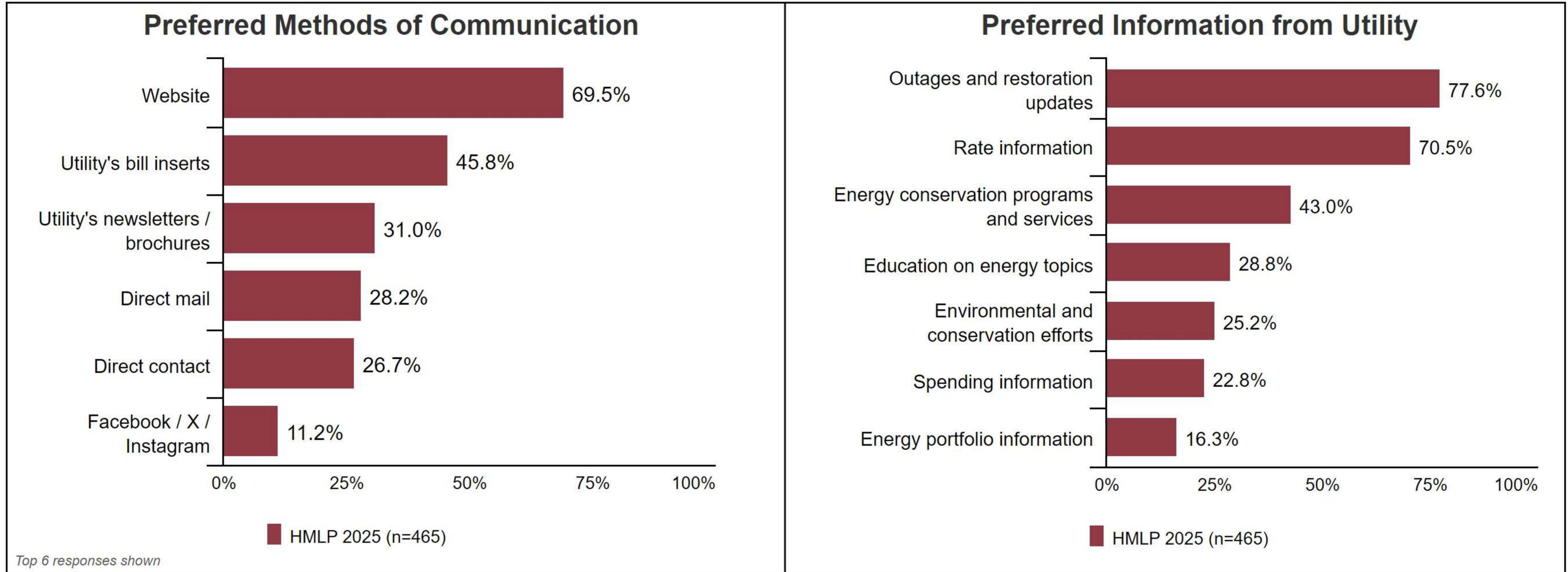
Q: What would you say is beneficial by being a customer of a community-owned electric utility?

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

# Communication | Preferred Methods & Information



When asked how they would prefer to look for information about their utility, nearly seven-out-of-ten HMLP customers reported a preference for searching on their utility's "website," followed by nearly one-half who preferred "bill inserts." Regarding the most important pieces of information customers would like to receive from HMLP, over three-quarters of customers reported a preference for receiving "outages and restoration updates," followed by seven-out-of-ten who seek "rate information."



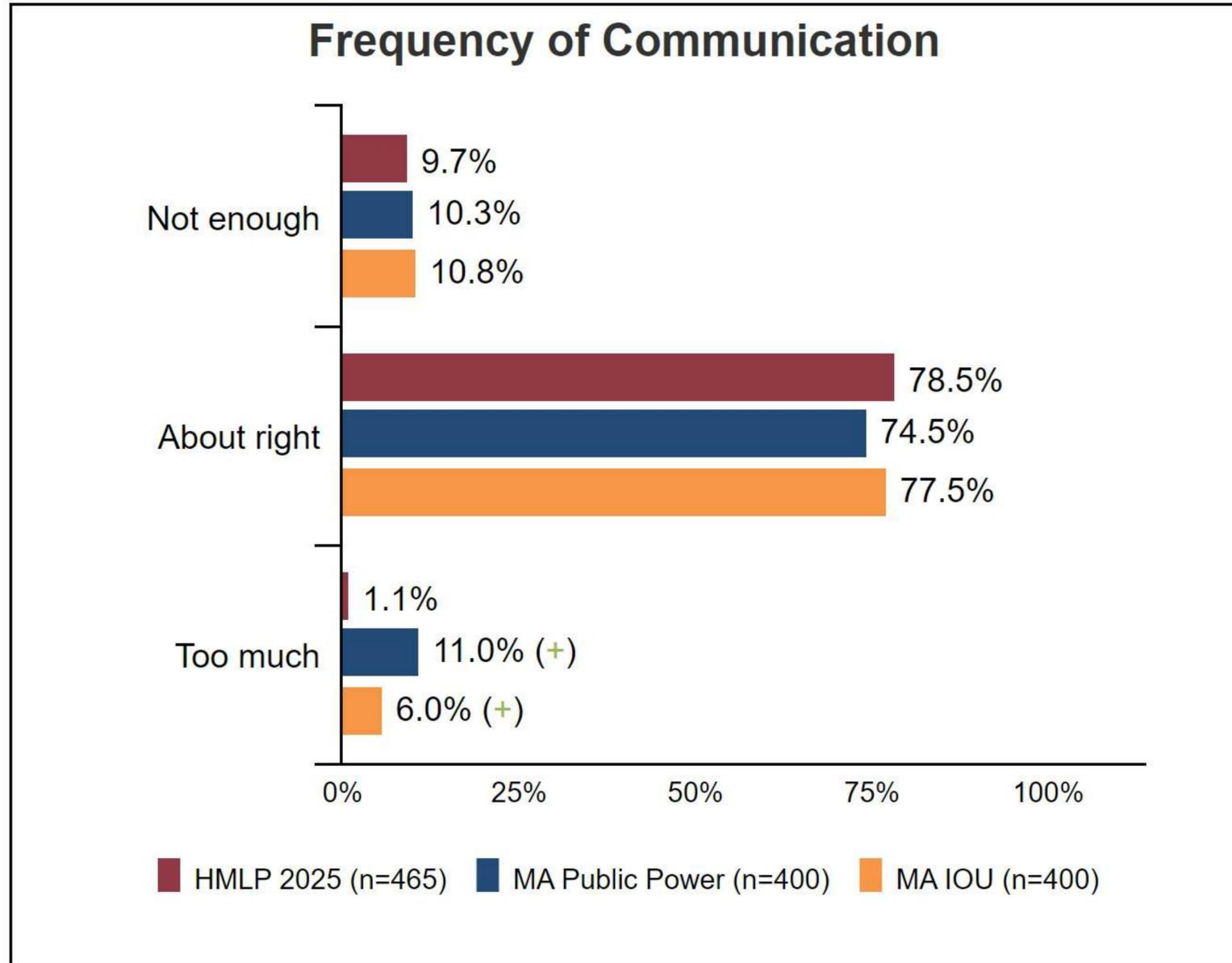
Q: Where would you prefer to look for information about HMLP? (Select all that apply)

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

# Communication | Frequency & Most Valuable Methods



Nearly eight-out-of-ten HMLP customers reported the frequency of communication from their utility is “about right,” which was slightly higher than MA Public Power customers who reported the same (+4.0 percentage points). When asked to rate the value of different methods of contact, over four-fifths of HMLP customers find "e-mail" and the "HMLP website" either very or somewhat valuable, a significant increase from 2023 (+6.2 and +9.7 percentage points, respectively). These methods were followed by nearly two-thirds of HMLP customers who valued "direct mail" and "text messages" from HMLP.



### Most Valued Communication Methods

	HMLP 2023	HMLP 2025
E-mail	83.0%	<b>89.2%</b>
HMLP website	71.6%	<b>81.3%</b>
Direct mail	-	65.8%
Text messages	63.5%	65.6%
Bill inserts + Newsletters (printed)	56.6%	<b>64.1%</b>
Bill inserts + Newsletters (digital)	48.3%	<b>63.9%</b>
Social media (Facebook/X/Instagram)	27.7%	26.5%

Only HMLP Customers Shown  
n= 775 (2023), 465 (2025)

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

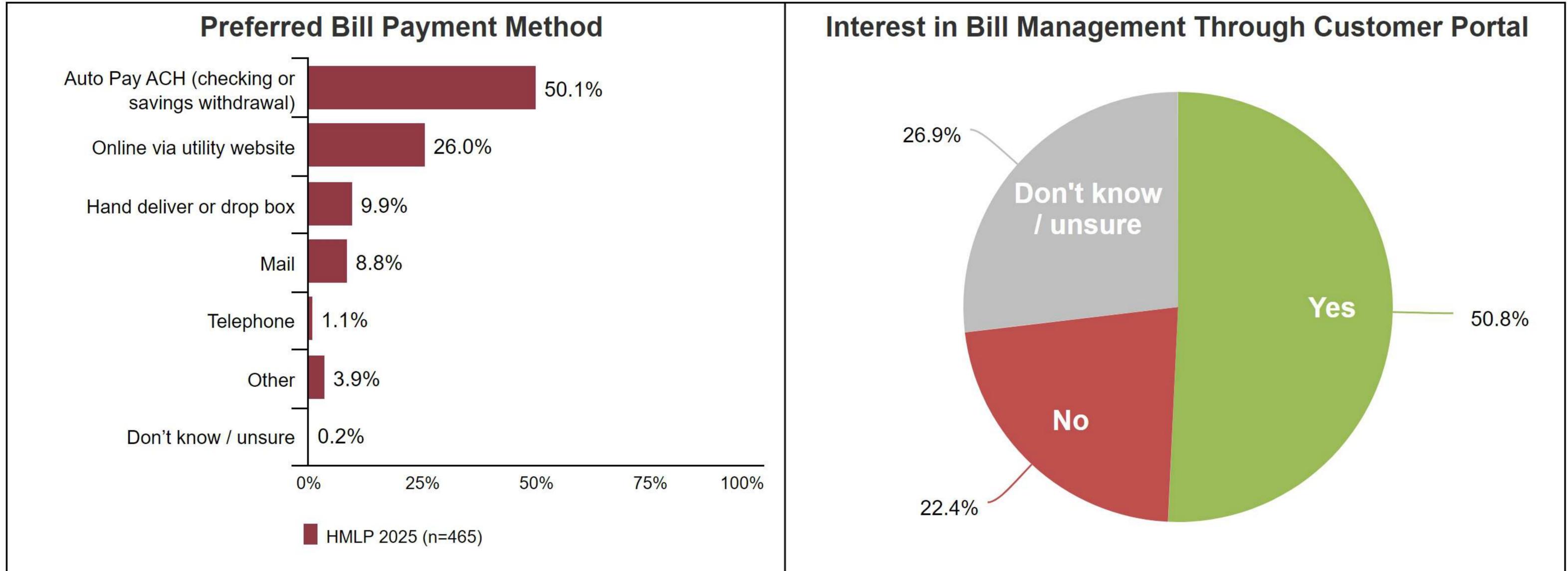
Q: How valuable do you find the following methods of communication from HMLP?  
Q: How would you describe the frequency at which you receive information from HMLP?

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

# Communication | Preferred Bill Payment Methods



One-half of HMLP customers reported a preference for paying their utility bill through "Auto Pay ACH (checking or savings withdrawal)," while over one-quarter prefer to pay their bill "online via utility website." Further, one-half of HMLP customers would be interested in paying their electric bill through a customer portal they could access at any time, while over one-quarter are unsure.



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

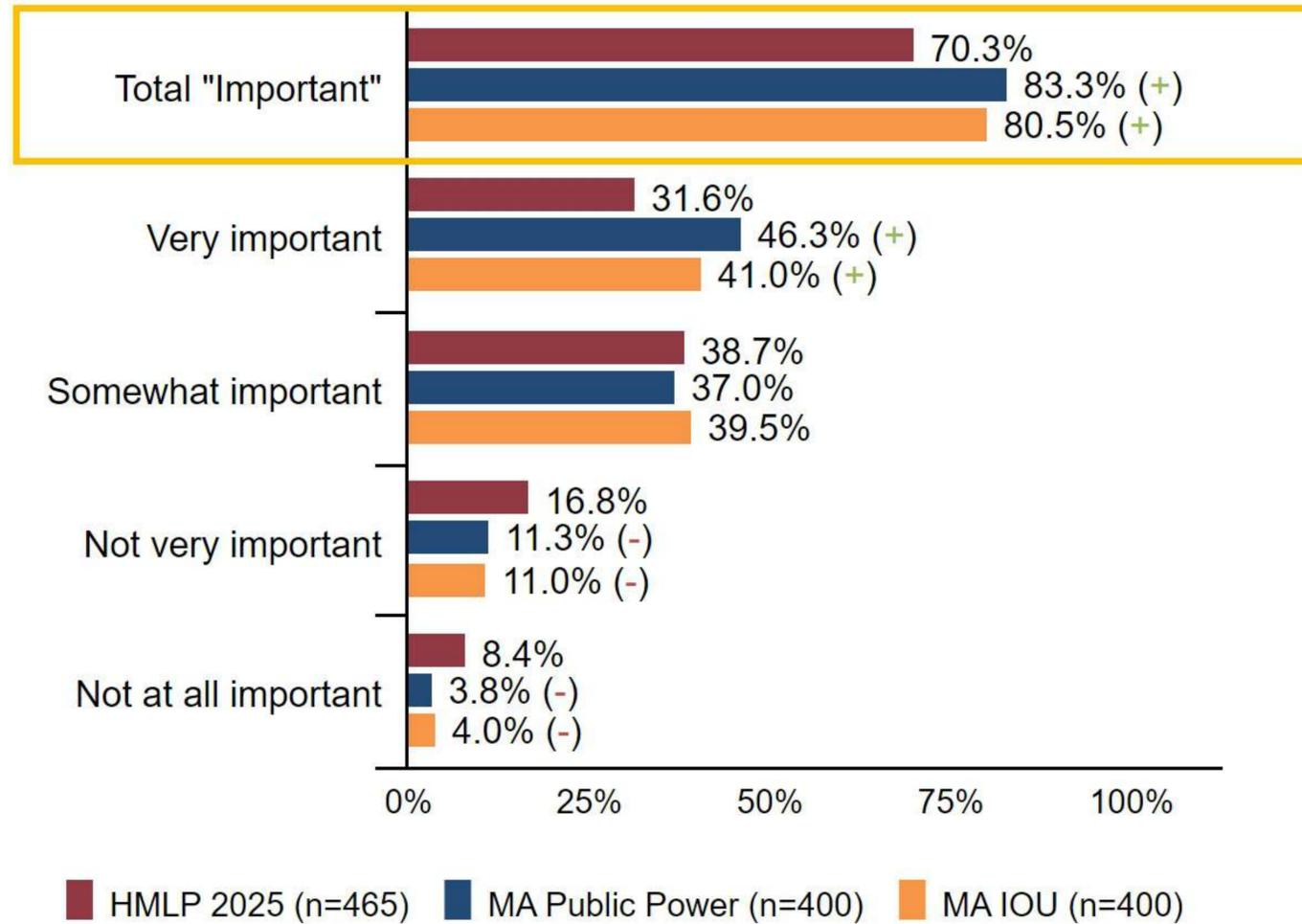
Q: Would you be interested in having the ability to view and pay your electric bill through a customer portal you could access at any time?

# Self-Service | Satisfaction



Seven-out-of-ten HMLP customers reported self-service digital options - such as the website, email, or text - are important to them, which was significantly lower than both MA Public Power and MA IOU customers (-13.0 and -10.2 percentage points, respectively). When evaluating their own utility's self-service tools, over three-quarters of HMLP customers provided a positive rating for the "ease of understanding content on" and the "ease of navigating" the utility's website or app.

## Importance of Self-Service Options



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

	HMLP 2025	MA Public Power	MA IOU
Ease of understanding content on the website / app	78.4%	75.0%	68.0%
Ease of navigating the website / app	77.5%	74.8%	67.3%
Delivering and communicating about available programs and services	71.9%	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?

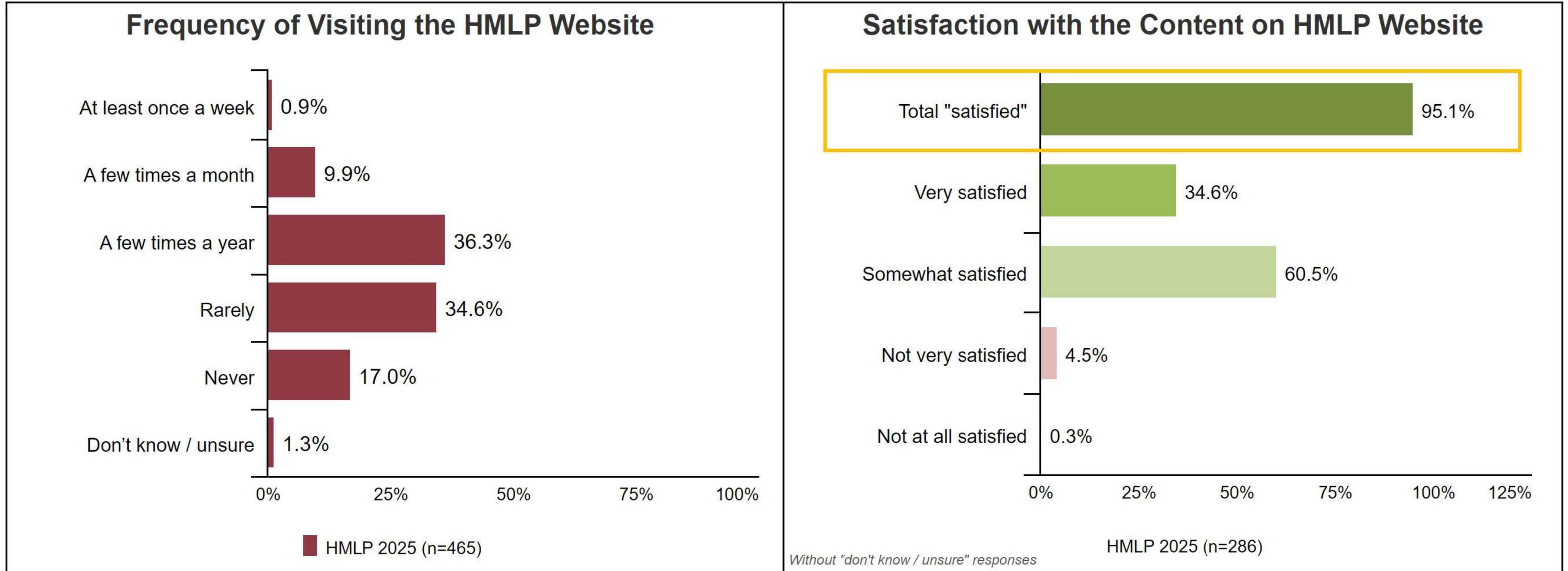
Q: How well would you say HMLP is currently performing in the following areas pertaining to its self-service digital options? Please rate HMLP's performance on a scale of one to ten where one (1) is "very good" and ten (10) is "very poor."

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

# Self-Service | Website Satisfaction



Over one-third of HMLP customers reported visiting the utility's website "a few times a year," while over one-half of customers (51.6%) reported "rarely" or "never" visiting the website. However, a vast majority of customers reported being satisfied with the content on HMLP's website.



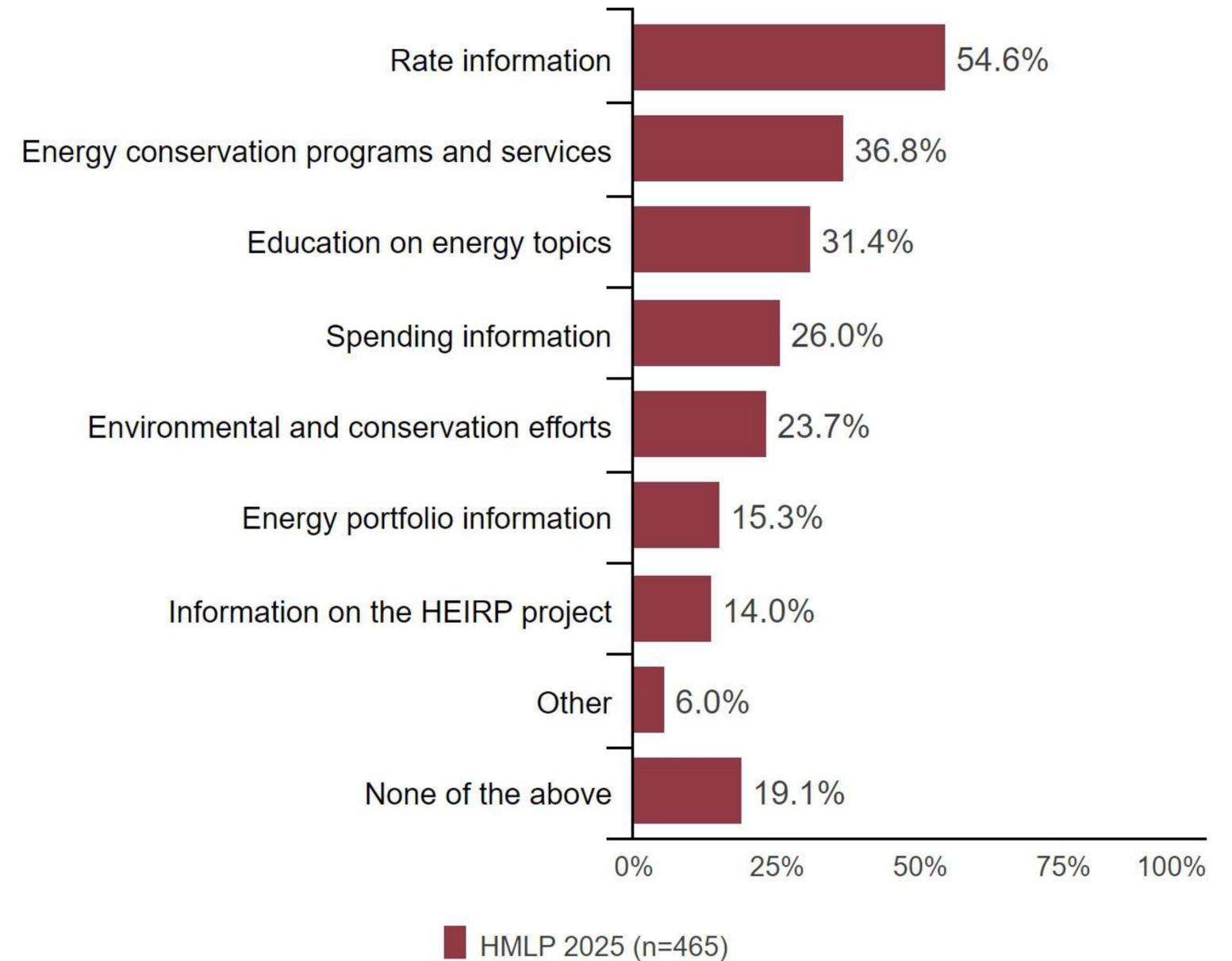
Q: How often do you visit HMLP's website?

Q: Overall, how satisfied are you with the content on HMLP's website?

Over one-half of HMLP customers reported wanting to see more "rate" information on the website, followed by roughly one-third who would like to see information regarding "energy conservation programs and services" and/or "education on energy topics."

Of note, customers placed less importance on seeing "energy portfolio information" and/or "information on the HEIRP project" on the HMLP website.

## Additional Website Information Desired

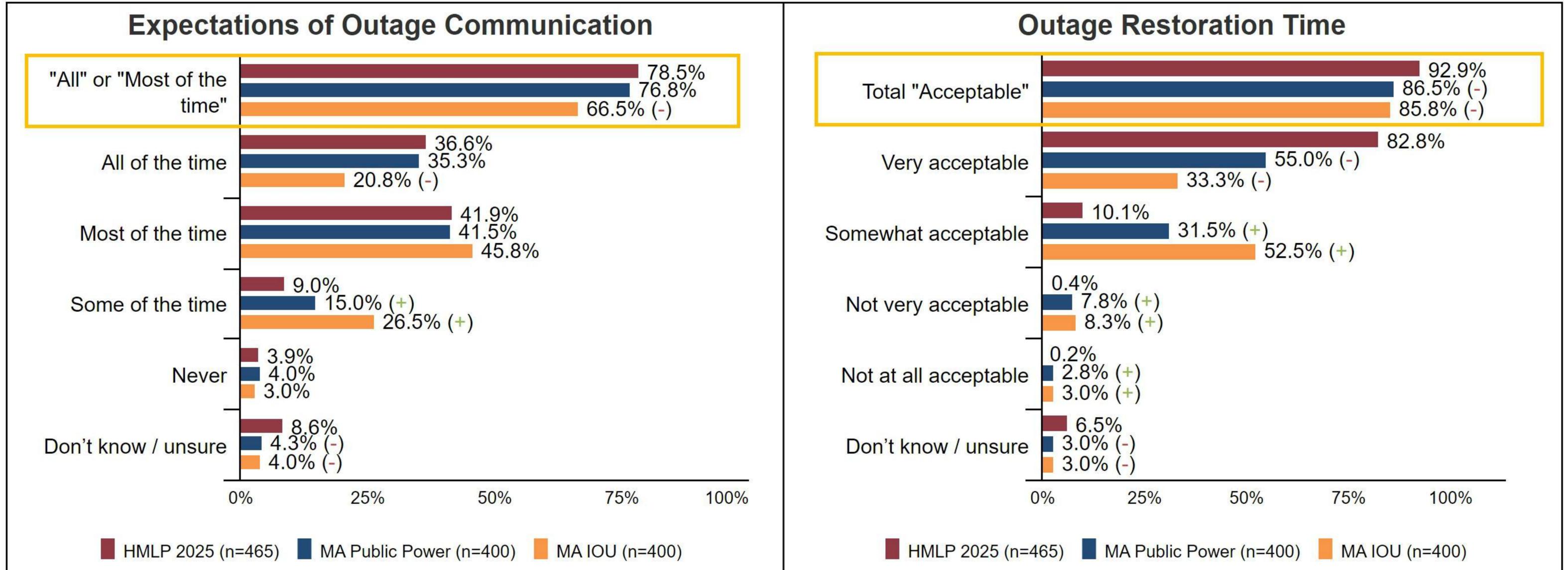


Q: Which of the following would you like to see more information about on HMLP's website? (Select all that apply)

# Major Storms | Satisfaction with Utility Response



Over three-quarters of HMLP customers reported their utility meets their expectations regarding its communication during outages “all” or “most of the time,” with over one-third of customers reporting HMLP’s communications meet their expectations “all of the time.” Further, more than nine-out-of-ten customers rated HMLP’s outage restoration time as acceptable, with over eight-out-of-ten describing it as “very acceptable;” significantly higher compared to MA Public Power customers (+27.8 percentage points).



Q: How often does HMLP meet your expectations regarding its communication and notifications provided during an outage?  
 Q: Overall, how acceptable do you find the time it takes HMLP 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 HMLP 2025 findings

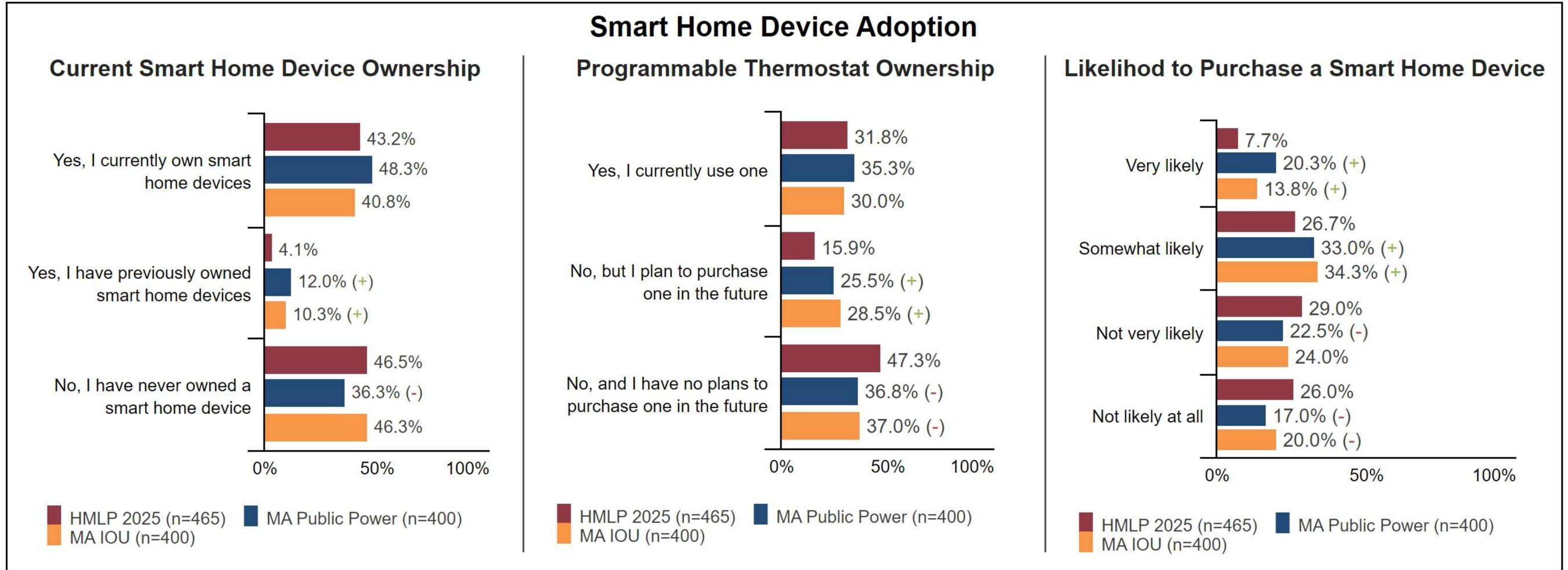
# Energy Efficiency



# Energy Efficiency | Smart Devices



Nearly one-half of HMLP customers reported never owning a smart home device, while a similar frequency of customers reported not owning a programmable thermostat and having no plans to in the future. When asked how likely they are to purchase a new smart home device in the next 12 months, over one-third of HMLP customers (34.4%) reported being either "very" or "somewhat likely" to do so, while over one-half of customers (55.0%) reported not being likely to purchase one in the future.



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 HMLP 2025 findings

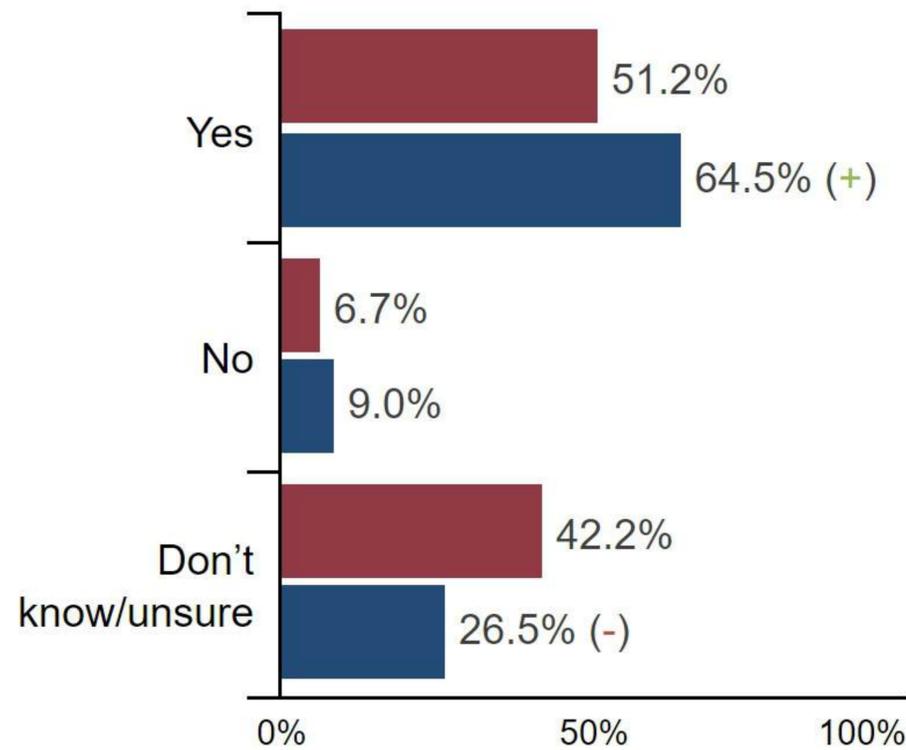
# Energy Efficiency | Carbon Emission Reduction



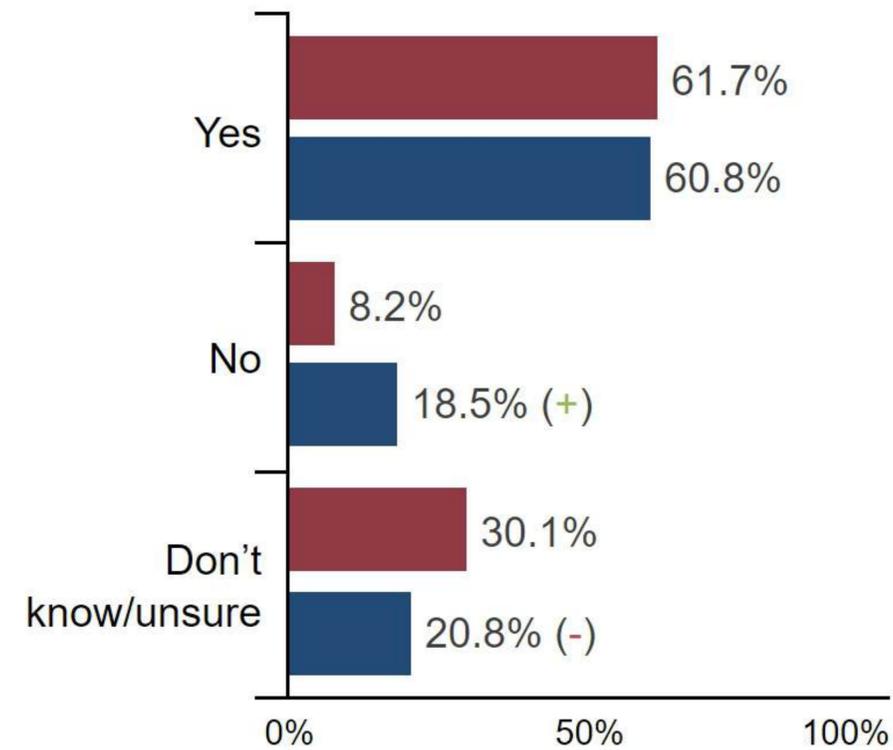
Over one-half of HMLP customers reported their utility is doing enough to curb carbon emissions in its power supply, while over two-fifths were unsure. Further, over three-fifths of HMLP customers felt the actions they take at home to conserve energy contribute to their utility's ability to achieve the statewide Net Zero goal. When asked if their utility empowers them to conserve energy at home, just over one-third of HMLP customers agreed, which is significantly lower than MA Public Power customers (-18.2 percentage points).

## Perceptions of Utility's Carbon Emission Reduction

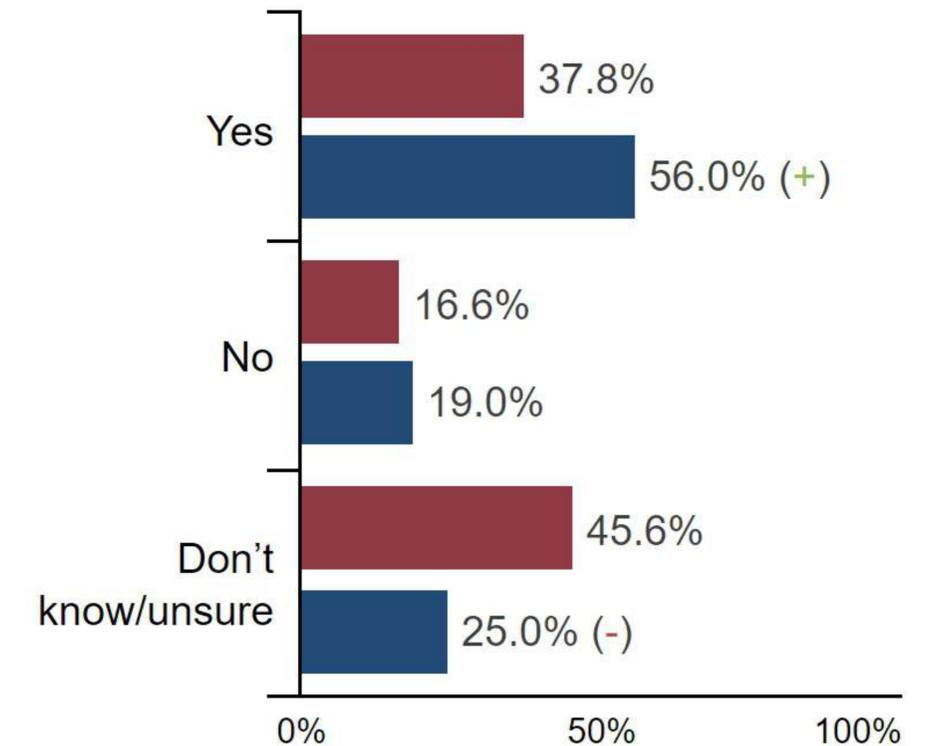
### Utility Carbon Emission Reduction Effort



### Personal Action Impact on Statewide Goal



### Utility Empowerment to Conserve Energy at Home



■ HMLP 2025 (n=465) ■ MA Public Power (n=400)

■ HMLP 2025 (n=465) ■ MA Public Power (n=400)

■ HMLP 2025 (n=465) ■ MA Public Power (n=400)

Asked only to Public Power Respondents

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 HMLP 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 HMLP's ability to achieve the statewide goal for achieving Net Zero greenhouse gas emissions?

Q: Does HMLP empower you to conserve energy at home in an effort to assist the utility in achieving its goals for Net Zero greenhouse gas emissions?

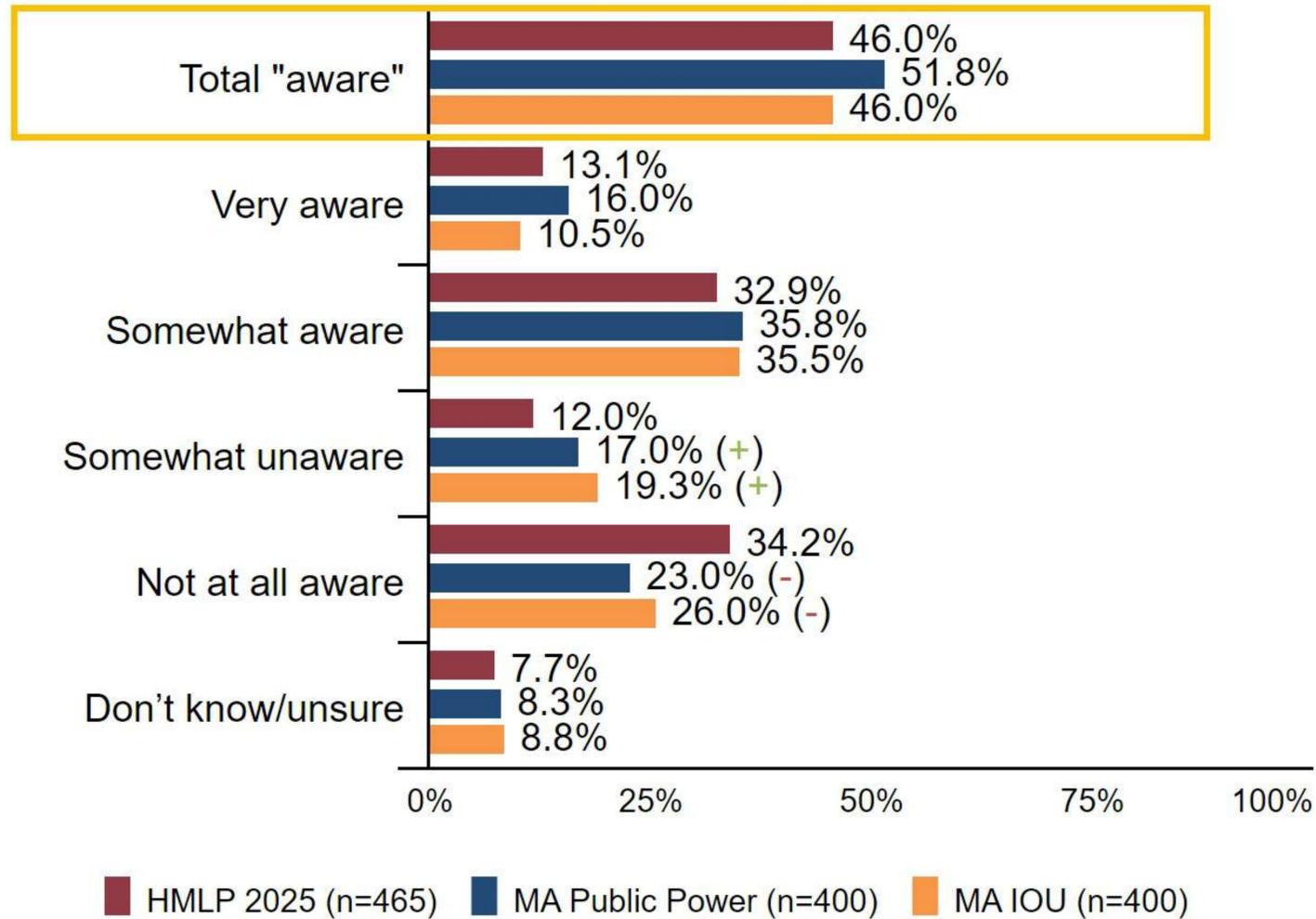
(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the HMLP 2025 findings

# Energy Efficiency | Awareness & Trust

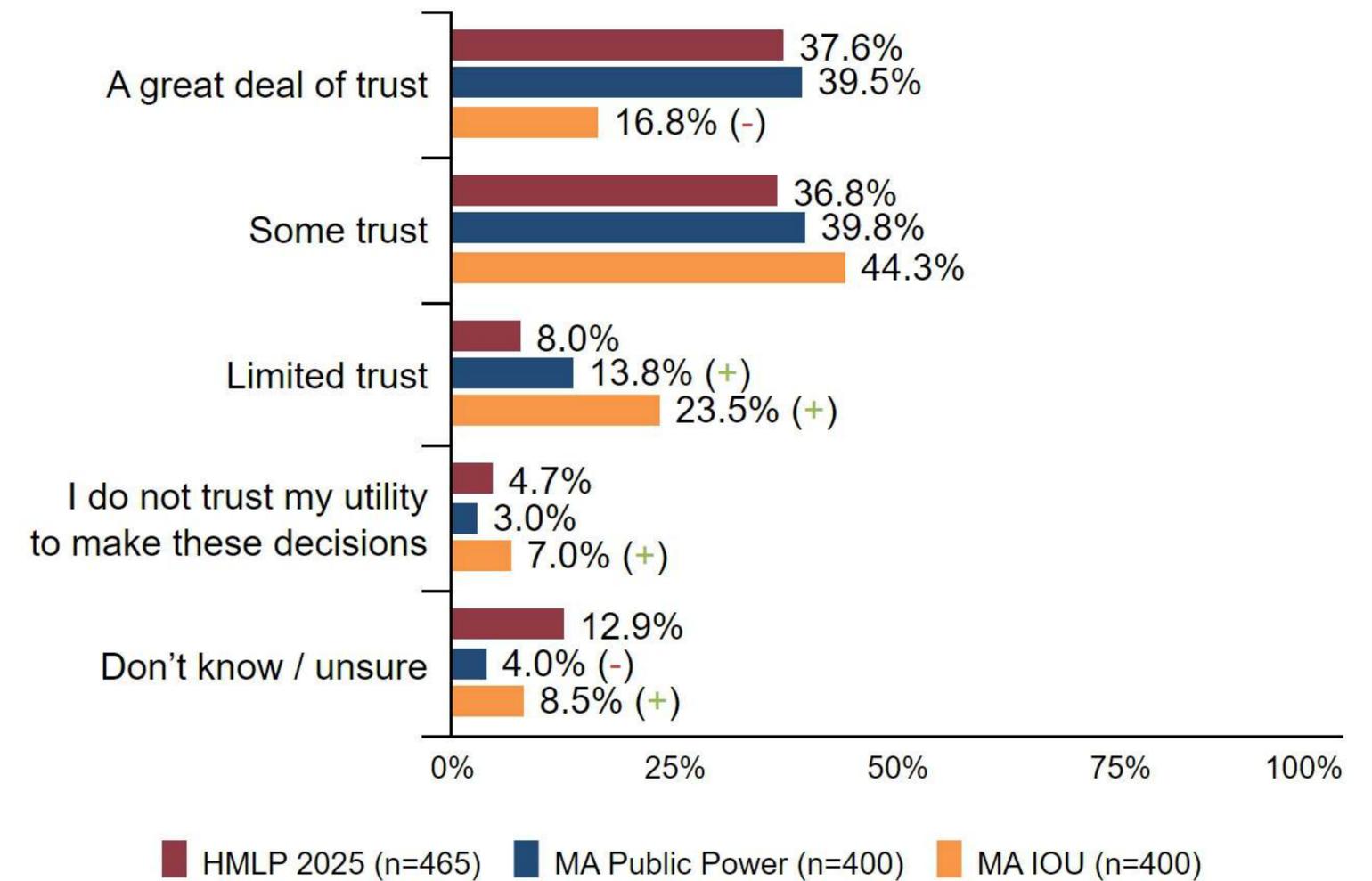


Nearly one-half of HMLP customers were aware of the need for their utility to achieve the statewide goal of Net Zero greenhouse gas emissions by 2050, which is lower than MA Public Power customers in general, who were aware of this goal (-5.8 percentage points). However, over one-third of HMLP customers have a "great deal of trust" in their utility to make decisions related to how the energy portfolio is created and maintained.

## Awareness of Net Zero Greenhouse Gas Emissions Goal



## Trust in Utility Energy Portfolio Decisions



Q: Prior to this survey, how aware were you of the need for HMLP to achieve the statewide goal of achieving Net Zero greenhouse gas emissions by 2050?  
 Q: How much do you trust HMLP 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 HMLP 2025 findings

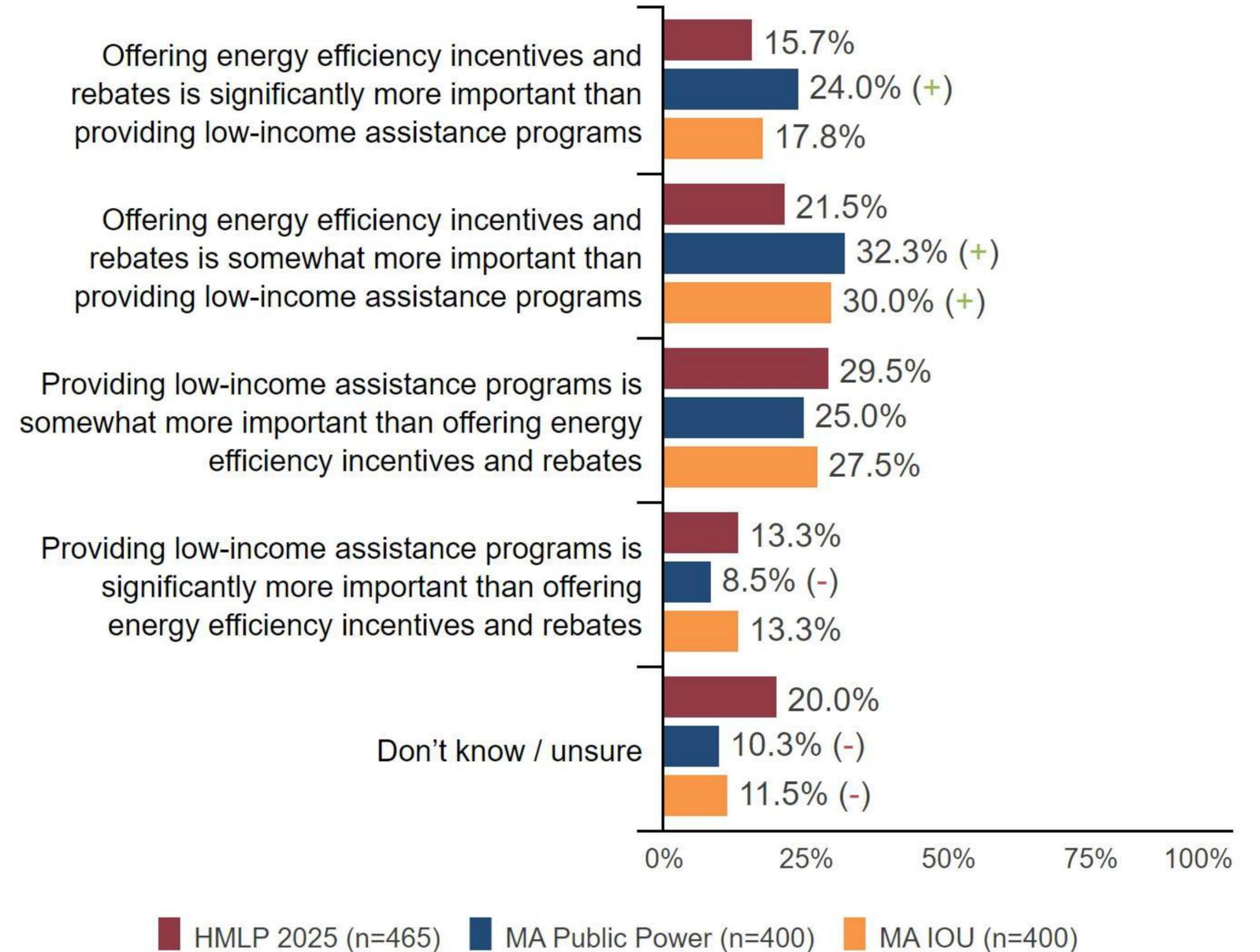
# Energy Efficiency | Prioritized Program Offerings



Over two-fifths of HMLP customers (42.8%) 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.

Of note, over one-third of HMLP customers (37.2%) 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 HMLP customers.

## Importance of Rebate & Assistance Program Offerings



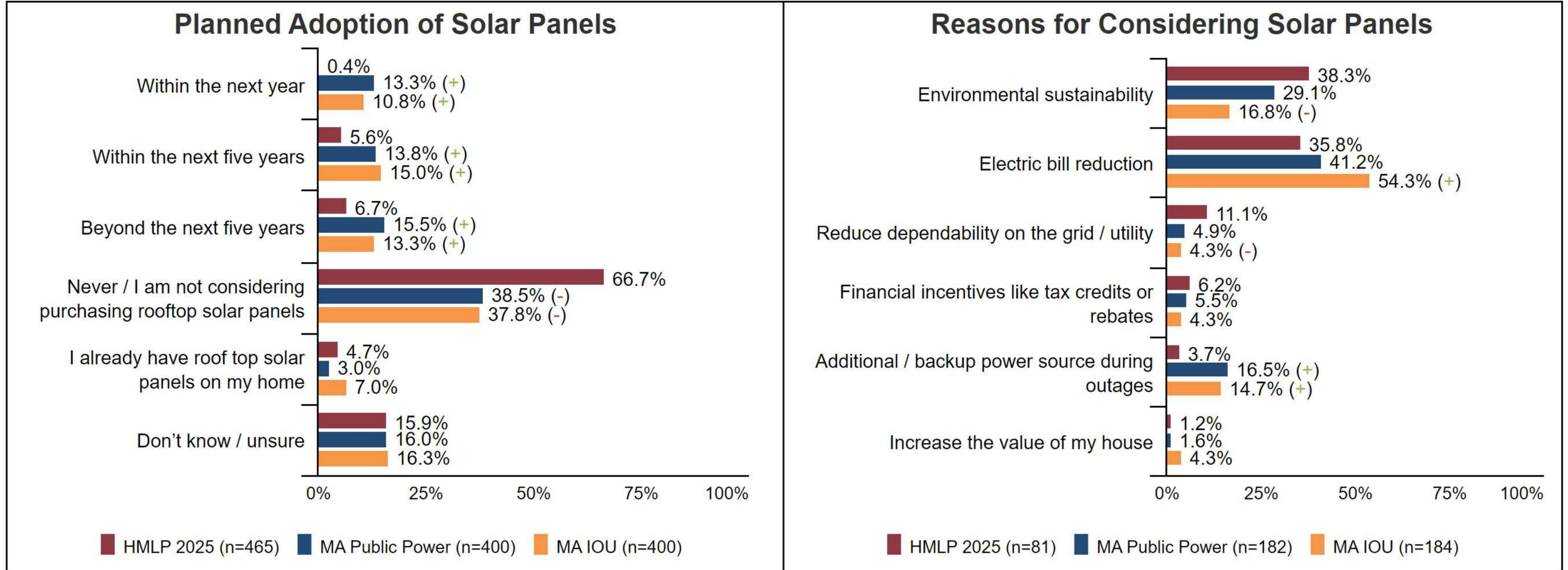
Q: How would you rate the importance of utilities offering energy efficiency incentives and rebates versus providing low-income assistance programs?

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

# Solar | Adoption & Perceived Benefits



Two-thirds of HMLP customers reported they are "not considering purchasing rooftop solar panels," which was significantly more than MA Public Power customers overall (+28.2 percentage points). Among the 17.4% 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.



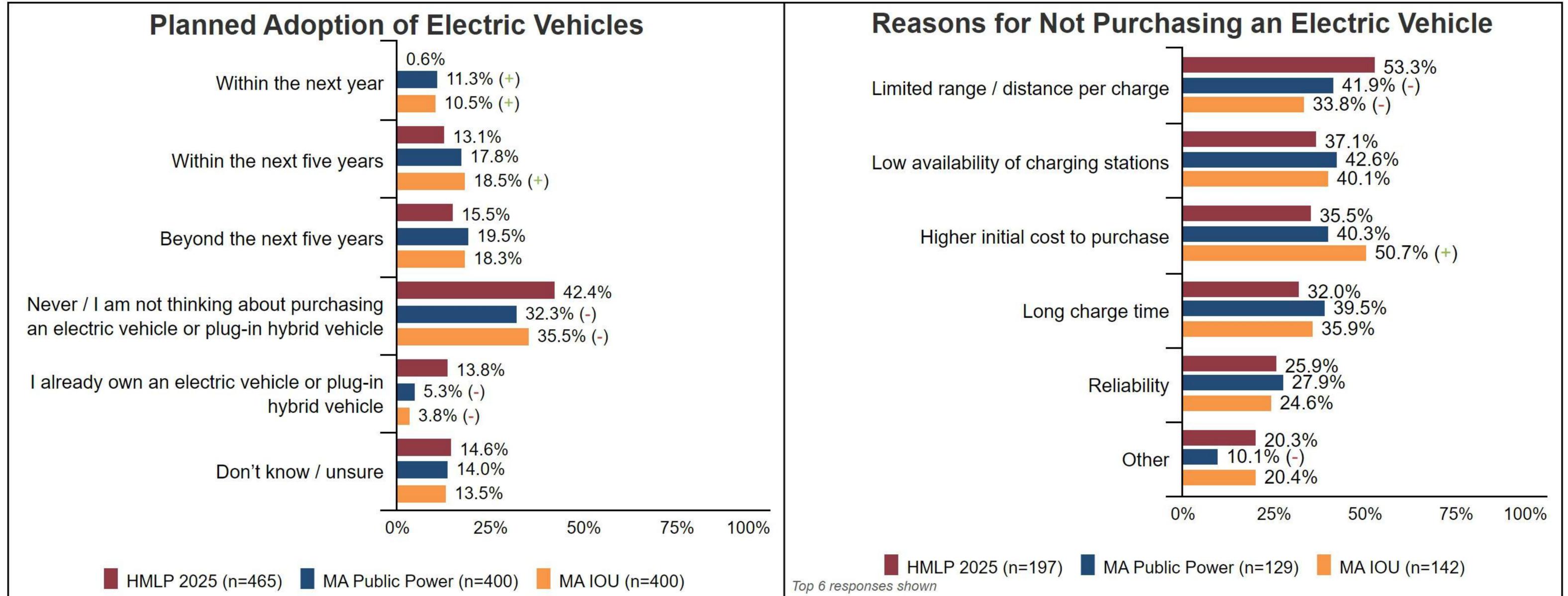
Q: When do you anticipate purchasing rooftop solar panels for your home in the future, if at all?  
 Q: What is your primary reason for previously or considering purchasing solar panels?

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

# Electric Vehicles | Adoption & Barriers



When asked about their plans to purchase an electric or plug-in hybrid vehicle, over two-fifths of HMLP customers reported they are "not considering purchasing one," while over one-quarter (29.2%) have plans to purchase one in the future, and 13.8% already own one. The primary barriers to purchasing an electric vehicle among HMLP customers were the "limited range / distance per charge," "low availability of charging stations," and "higher initial cost to purchase" an electric vehicle.



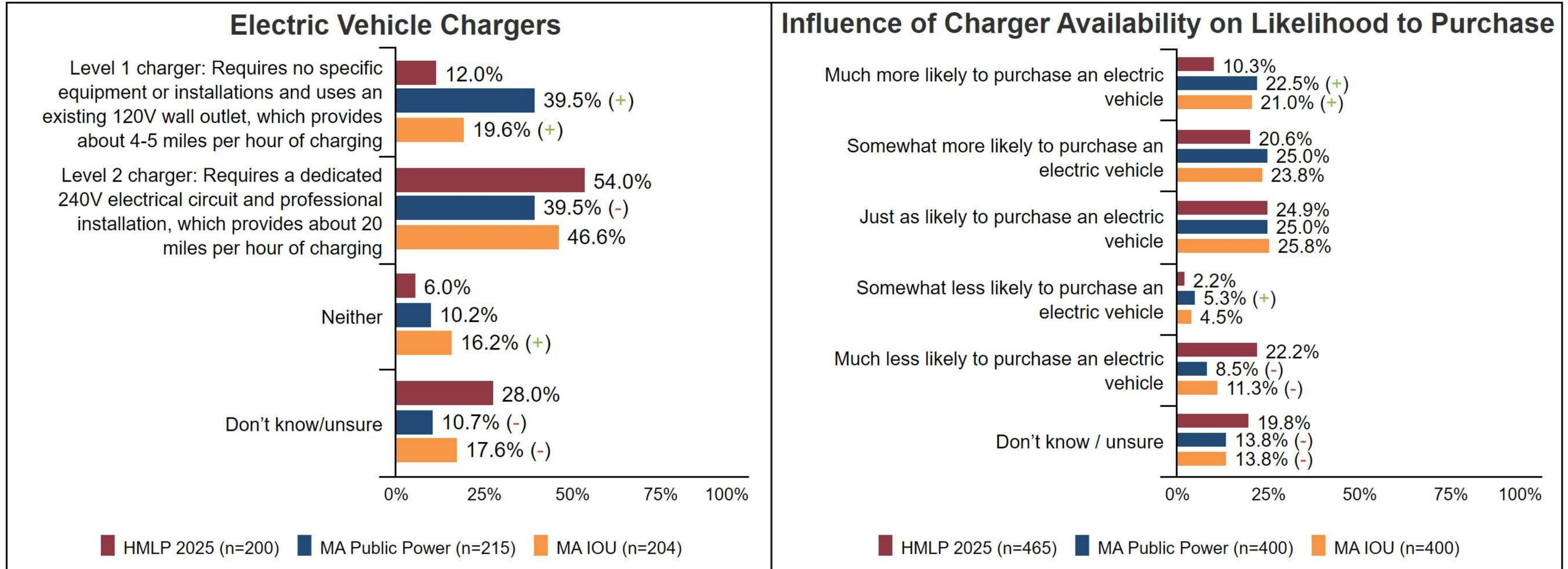
Q: When do you anticipate purchasing an electric vehicle or plug-in hybrid vehicle in the future, if at all?  
 Q: Why are you not considering purchasing an electric vehicle in the future? (Select all that apply)

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

# Electric Vehicles | Charging Stations



Of the customers that already own an electric vehicle or are considering purchasing one, over one-half of HMLP customers preferred level 2 charging options. One-fifth of HMLP customers were unsure if the availability of more public electric vehicle charging stations in their community would influence their likelihood to purchase an electric vehicle in the future, while three-out-of-ten customers (30.9%) 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 HMLP 2025 findings

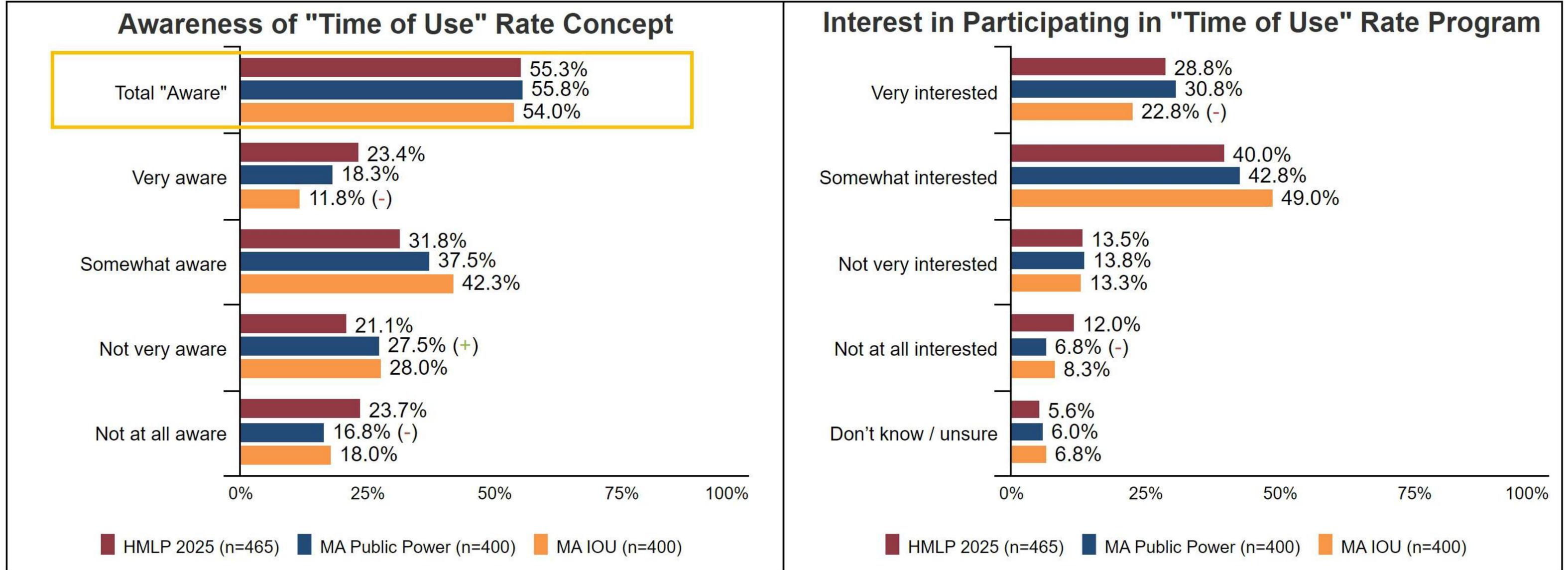
# Time of Use Rates



# Time of Use Rates | Awareness & Interest



Over one-half of HMLP customers (55.2%) were either "very" or "somewhat aware" of the concept of time of use rates; consistent with MA Public Power and MA IOU customers overall. When asked about their interest in a potential time of use rate program, over two-thirds of customers (68.8%) would be either very or somewhat interested in HMLP offering this rate program.



Q: Prior to this survey, how aware were you of the concept of "time of use" rates?

Q: "Time of use" is a rate program where customers pay different electric rates at different times of the day (for example, a higher rate during the afternoon but lower during the overnight hours) with an aim to give individual customers more control over their bill costs and to help HMLP stabilize everyone's energy costs.

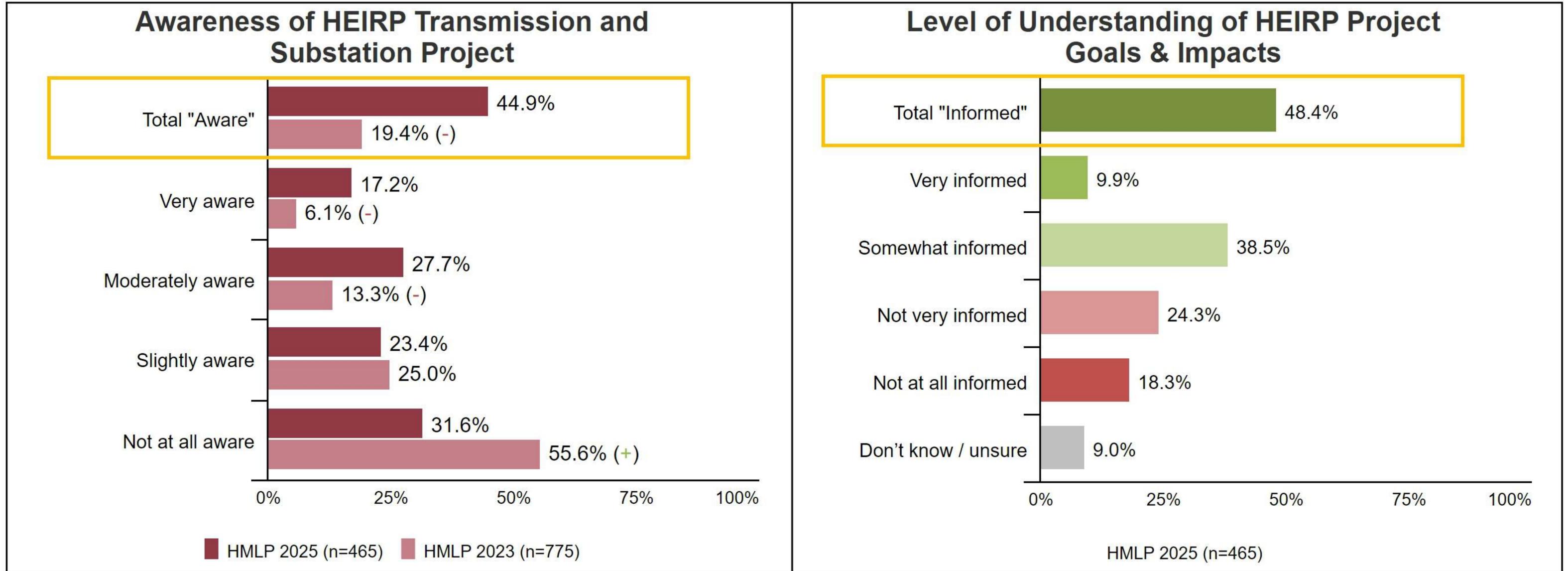
How interested would you be in a potential HMLP time-of-use rate program?

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

# Hingham Electrical Infrastructure Reliability Project



Over two-fifths of HMLP customers were aware of the HEIRP (Hingham Electrical Infrastructure Reliability Project) transmission and substation project, an increase compared to 19.4% in 2023 (+25.5 percentage points). Of note, nearly one-third of customers reported being "not at all aware" of this project. When given more information about the project, nearly one-half of customers reported feeling well informed about the goals and potential impacts of the HEIRP project, with more customers feeling only "somewhat informed."



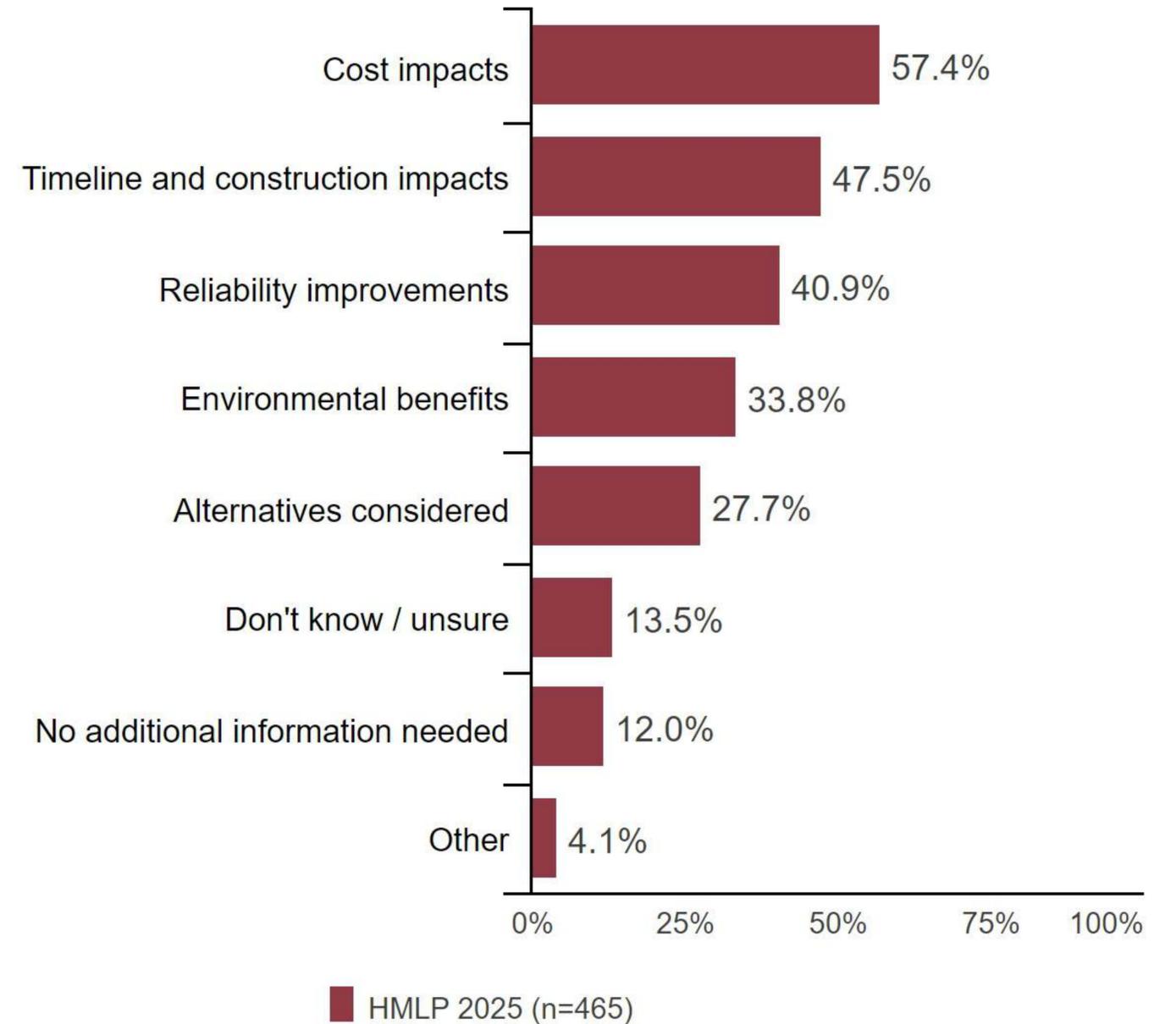
Q: How aware are you of the HEIRP (Hingham Electrical Infrastructure Reliability Project) Transmission and Substation project?  
 Q: How well informed do you feel about the HEIRP project's goals and potential impacts?

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

When asked what type of information would help customers to better understand or support the HEIRP project, nearly three-fifths of customers reported that "cost impacts" would be most helpful in better understanding or supporting the project.

Additionally, over two-fifths of respondents cited that information regarding "timeline and construction impacts" and "reliability improvements" would also help them to better understand the project.

## Additional Project Information Needed



Q: What type of information would help you better understand or support the project? (Select all that apply)

# Considerations





## Enhancing Awareness and Support for Energy Initiatives and Infrastructure Projects

Findings suggest that customers' awareness and empowerment around energy efficiency and statewide Net Zero goals lag behind other MA Public Power utilities. Less than two-fifths of customers felt empowered to conserve energy at home, and less than one-half were aware of the statewide Net Zero target by 2050. Awareness of major infrastructure projects, such as the HEIRP, was also limited, with nearly one-third reporting they were "not at all aware" of this project. Building stronger awareness and education will be crucial for increasing program participation and support for long-term initiatives.

### Actionable Insights:

- If not already doing so, launch clear communications linking customer conservation actions with HMLP's Net Zero contributions.
- Continue to provide interactive educational resources (videos or infographics) to improve awareness of the HEIRP project and other initiatives.
- Highlight specific cost impacts and reliability improvements associated with infrastructure projects to build trust and transparency, if not already communicated.
- Consider segment outreach by customer group (e.g., younger digital adopters vs. older traditional users) to maximize program awareness and participation.



## Leveraging Customer Service Strengths to Broaden Service Capabilities

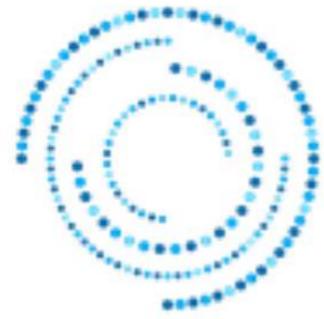
HMLP's customer service team is a key differentiator, with significantly higher positive ratings than both MA Public Power and IOU benchmarks. Nearly eight-in-ten customers were "very satisfied" with their interactions, and over eight-in-ten reported that HMLP "takes care of things the first time." Importantly, over three-fifths of customers support expanding HMLP's role to include handling water service customer service. This combination of high satisfaction and openness to expanded services positions HMLP to leverage its customer service reputation as a strategic advantage.

### Actionable Insights:

- Publicize strong customer service ratings to reinforce trust and demonstrate HMLP's commitment to customer care.
- Maintain high service standards by continuing investments in training and resource support for representatives.
- Implement a short post-contact survey for both electric and water service interactions to monitor satisfaction, identify emerging issues, and ensure HMLP maintains its high service ratings as responsibilities expand.

# 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.”

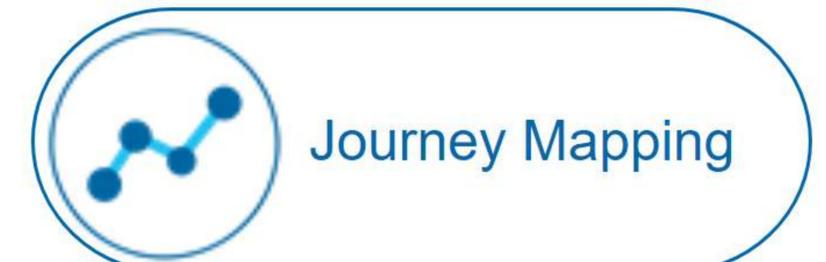
 **Talent** with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

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

## Methodologies:



## Studies:



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WHAT'S NEXT.



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