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City of Lincolnton Public Utilities Launches Customer Survey

Lincolnton NC -

The [City of Lincolnton Public Utilities](#) announced today that continuing throughout April, it will be conducting residential and commercial telephone surveys about electric utility services. The purpose of the survey is to measure opinions of residents and business owners regarding the electric service received from the City of Lincolnton Public Utilities, as well as communication preferences and perceptions of new strategic initiatives.

“We sincerely value our customers and want to ensure their feedback and preferences are factored into our long-term planning,” said Ritchie Haynes, City Manager. “This survey will help us understand electric utility customer concerns and priorities and guide us in making decisions that best reflect the goals and needs of our customers.”

The survey itself will be conducted by GreatBlue Research, Inc., a professional market research firm located in Glastonbury, Conn. A random sample of City of Lincolnton Public Utilities residential and business customers will be called, and the name of the firm (“GreatBlue”) will show up on the caller ID (if customers have that technology available on their phone line). If customers do not have caller ID technology, the phone number that will appear will be 860-740-4000, or a variation of it.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, GreatBlue Research Inc. maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent to the City of Lincolnton Public Utilities. If customers have any questions about the survey, please contact GreatBlue Research, Inc. at 860-740-4000, or the [City of Lincolnton Utility Billing](#) at 704-736-8980.

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