

**J.D.
POWER**



2023 Electric Utility Residential Customer Satisfaction Study

Final Industry Results

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Mark Spalinger
December 12, 2023



2023 Electric Residential Study Final Results Webcast Overview

1

Overall Satisfaction is Down 18 Points vs. 2022 Final Results

2

Price Factor Had the Biggest Decline...down 33 Points

3

Industry Insights and Segment Results

4

Wrap Up, Upcoming Releases

2023 Headlines...

New Yorkers could pay double for Con Ed gas, electricity by 2025 — and will see a steep 9% increase next month

‘A Christmas without lights?’ Families struggle to pay bills as California regulators consider electric rate increases

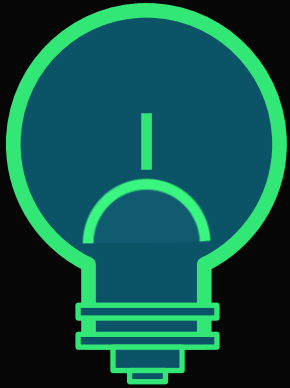
Rate Cases

OUC Board Votes to Decrease Electric Retail Price for Second Time in Four Months; Combined Monthly Savings of \$15 for Average Residential Customer

Duke customers ask for bigger 2024 proposed rate reduction

2023 Q4 "Need to Improve" Customer Comments... "Price"

"Overpriced."



"Gas and electric prices are extremely high. There seems to be no rhyme or reason for the exorbitant rise in prices. I am an unhappy customer."

"Give a better understanding of why prices go up."

"Price is getting too high that can't afford anymore."

"High prices and customer service has declined."

"I feel like the price increases are out of control and unreasonable to think people can pay them. But they do a great job of fixing things if something is broken."



"Make it more transparent. People wouldn't be as mad if they knew why something cost as much as it did. also consistent pricing the price per kkw is constantly changing."

"It was a very fair company. But lately prices have skyrocketed."

"Alert customers to power restoration times, continue working to upgrade infrastructure, work to lower prices."

"Always raising price, unfriendly, over charge."

"Over priced and keep getting rate hikes approved."



"Besides price they are doing a fine job. Price is the only thing that needs improved."

"Overall, the service has been solid, but the prices are expensive and there have been too many rate increases."

2023 Q4 "Do Well" Customer Comments... "Price"



"Reliable service at a fair price. Sure I wish my bills were lower, but they are fair. As far as reliable service, We've been experiencing one of the hottest summers ever with temps over 110 degrees on a regular basis. I have not experienced a single power outage of any length."

"They provide power consistently for a reasonable price."

"They keep the power on at a reasonable price."

"The company is honest, fair price and I'm able to contact them to find out about any issues that I may have."



"They are reasonably priced, they have a working website that I do not often need to call for help with to make payments and view account information, and they are the most reliable local service. I have little to no outages, even in some heavy storms - and if there is an outage they are quick to address it and get it resolved whilst keeping their customer's informed."

"THE POWER IS USUALLY ALWAYS ON, THOUGH WITH THE PRICE I HOPE IT SHOULD BE."

"We trust the company, prices are really good and the service is outstanding."



"They offer competitive prices and also have great services. They are efficient in maintaining electricity to my home and if there are issues that occur, are quick to fix them. Also, they try their best to prevent future issues."

2023 Electric Residential Overview

Factor Weights	Power Quality & Reliability 25%	Price 20%	Billing & Payment 17%	Corporate Citizenship 17%	Communications 12%	Customer Care 9%
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104,000+

TOTAL
NATIONALLY
Q1-Q4

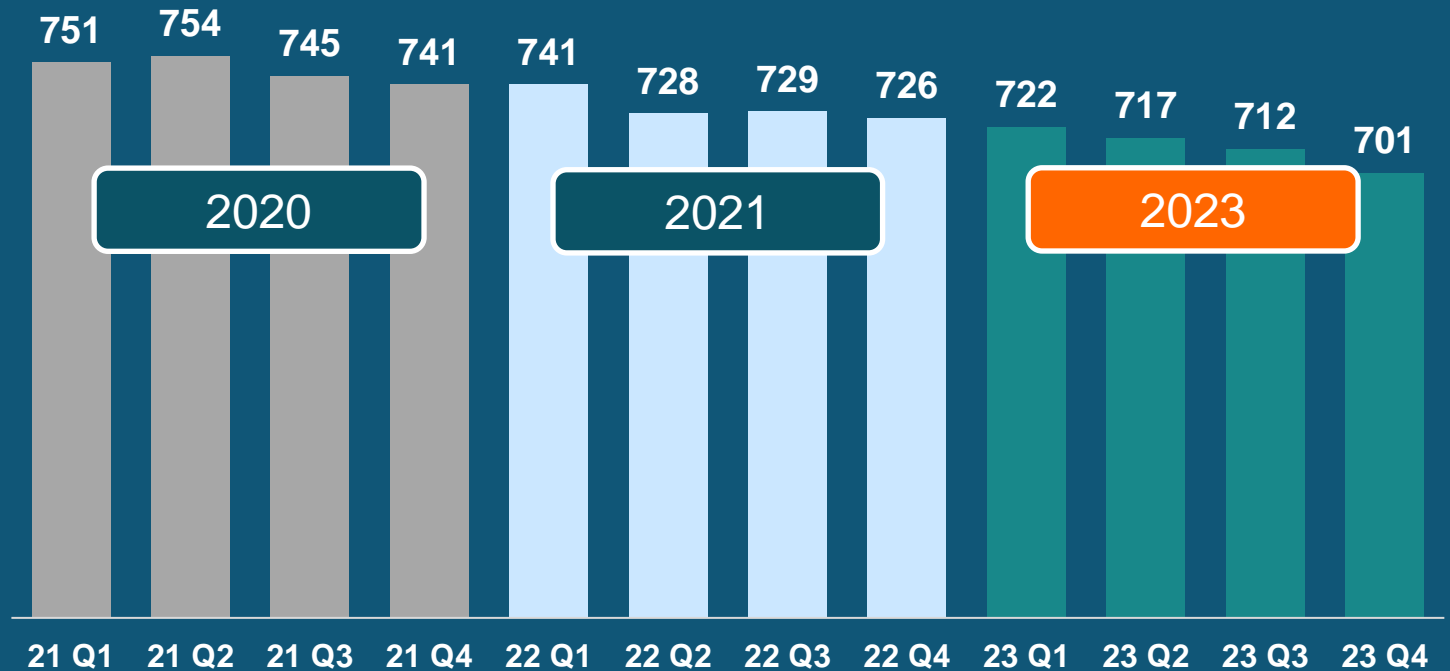
25th

YEAR OF THE
STUDY

149 BRANDS

WITH 100,000+
RESIDENTIAL
CUSTOMERS

Industry Quarterly Results



2023 Electric Residential Study

Study Highlights

713

Overall Satisfaction Drops
-18 vs. 2022

627

Price Satisfaction Drops
-33 vs. 2022

42%

"Perfect" Power drops
4% - points vs. 2022

\$178

Avg. Reported Monthly Bill
Increases \$17 vs. 2022

Key Data

54%

Awareness of Energy Efficiency Programs Drops
3% - points vs. 2022

29%

Utility Charges a Fee to Process Payment increases
12% vs. 2022

46%

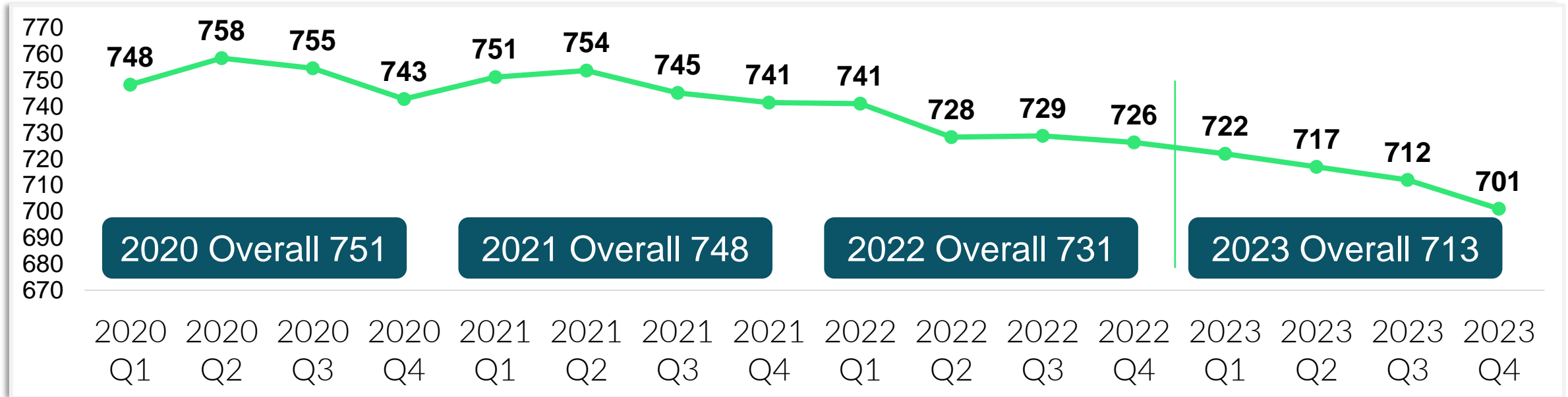
Recall Utility Communication
Increases 1% vs. 2022

-1

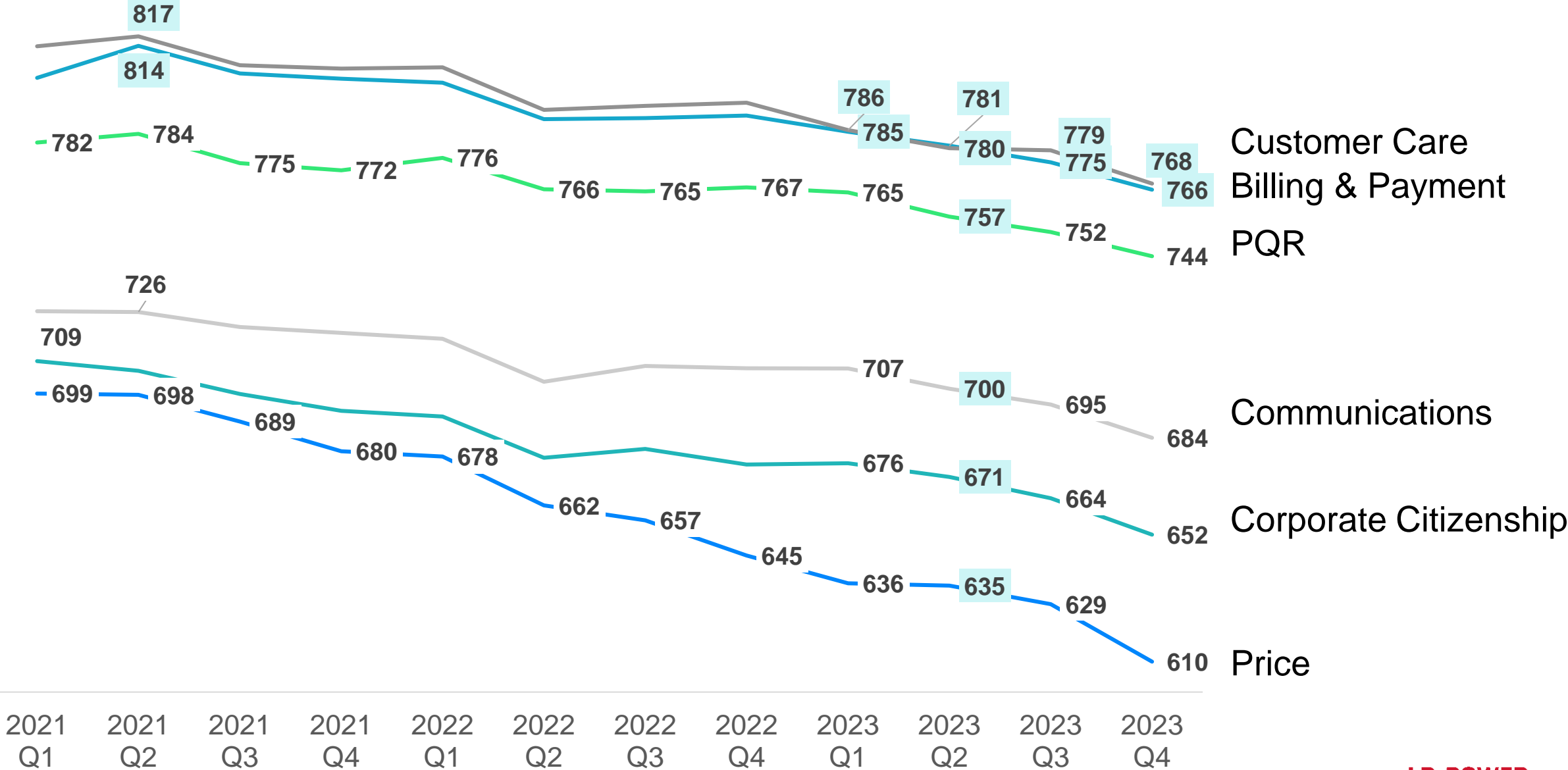
Net Promoter Score (NPS) drops
5 Points vs. 2022

2023 Electric Residential Final Results

Industry Overall Satisfaction Peaked in 2020

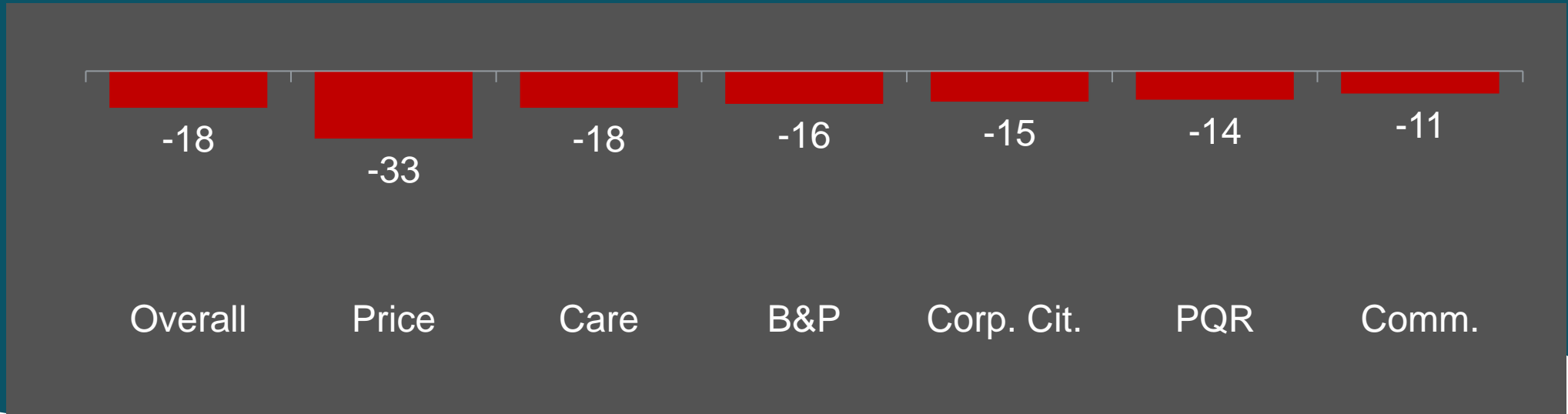


2021-2023 Industry Quarterly Factor Trend

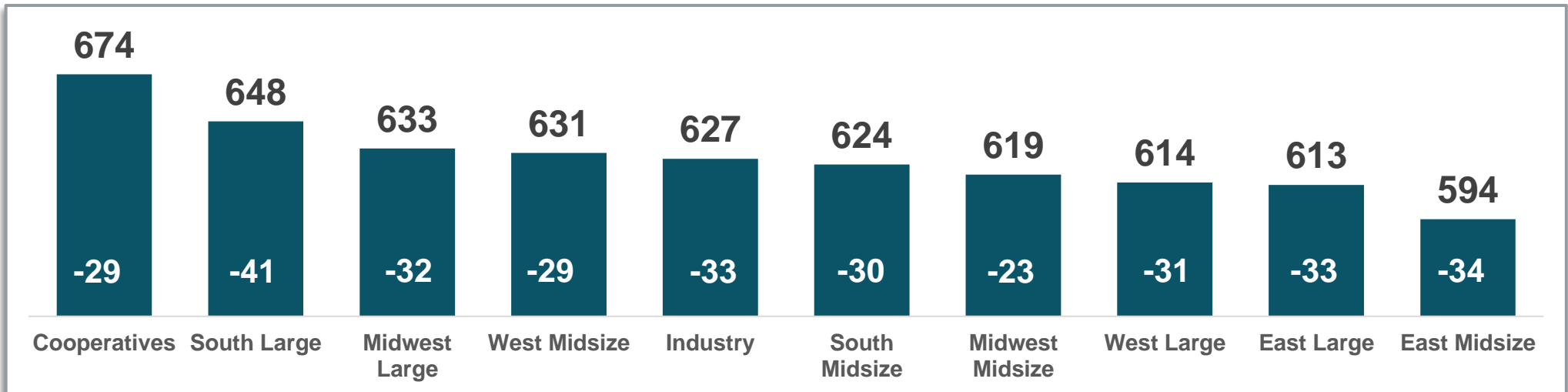


2023 Industry Overall Down -18 vs. 2022 Final Industry Results with Price Dropping -33 Nationally

2023 Final Results vs. 2022 Final Results

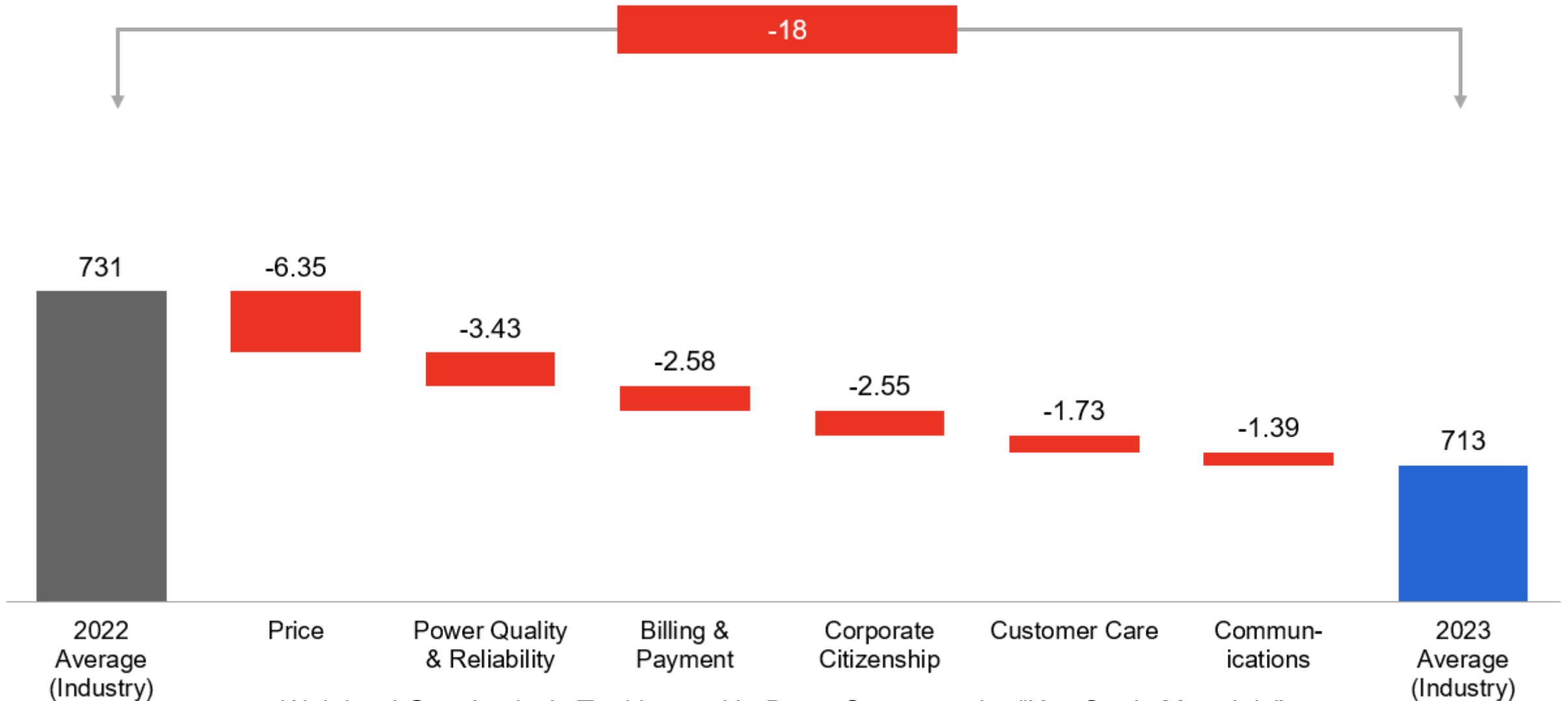


Overall Price Satisfaction by Segment and Change from 2022



Electric Utility Residential Customer Satisfaction Study Weighted Gap Analysis

2023 Average (Industry) vs. 2022 Average (Industry)



Weighted Gap Analysis Tool located in PowerSource under "Key Study Materials"

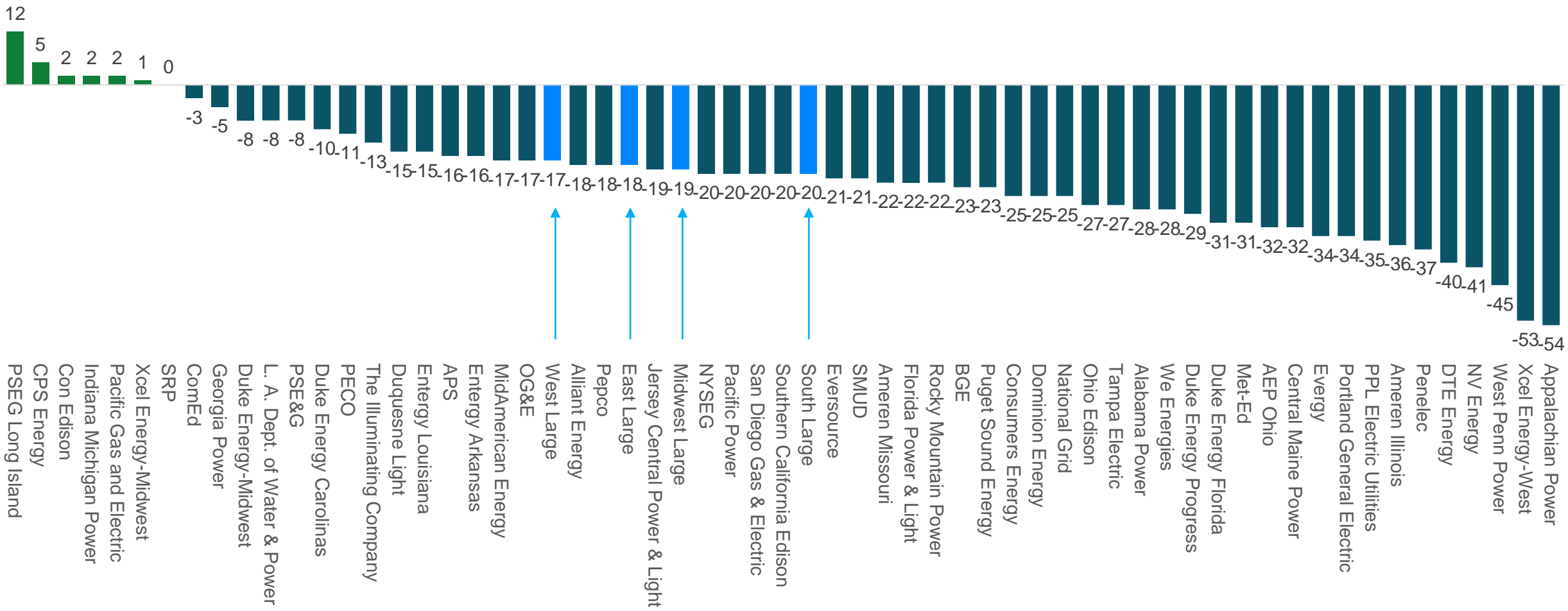
Industry Overall Satisfaction Peaked in 2020...scores since have been driven down by Higher Average Bills, Higher Awareness of Rate Increase and Lower Perfect Power

Key Highlights	2020	2021	2022	2023 Final
› Overall Satisfaction	751	748	731	713 ↓
› Perfect Power	48%	47%	46%	42% ↓
› Avg. Reported Bill	\$141	\$143	\$161	\$178 ↑
› Not Aware of a Rate Increase	78%	74%	60%	56% ↓
› "Worse" Off Financially	28%	25%	35%	38% ↑

2023 Final Results vs. 2022 Final Results: Large Brands/Segments

6 Increased

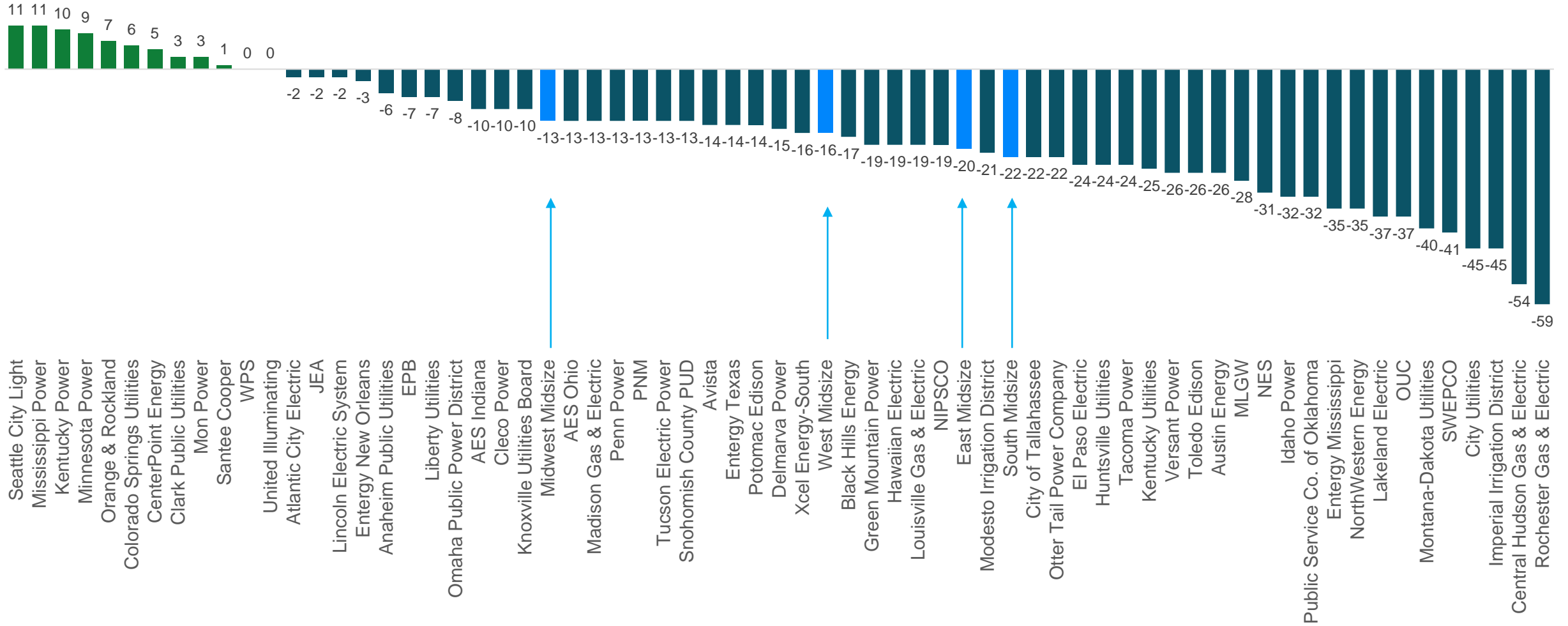
50 Decreased



2023 Final Results vs. 2022 Final Results: **Midsize Brands/Segments**

10 Increased

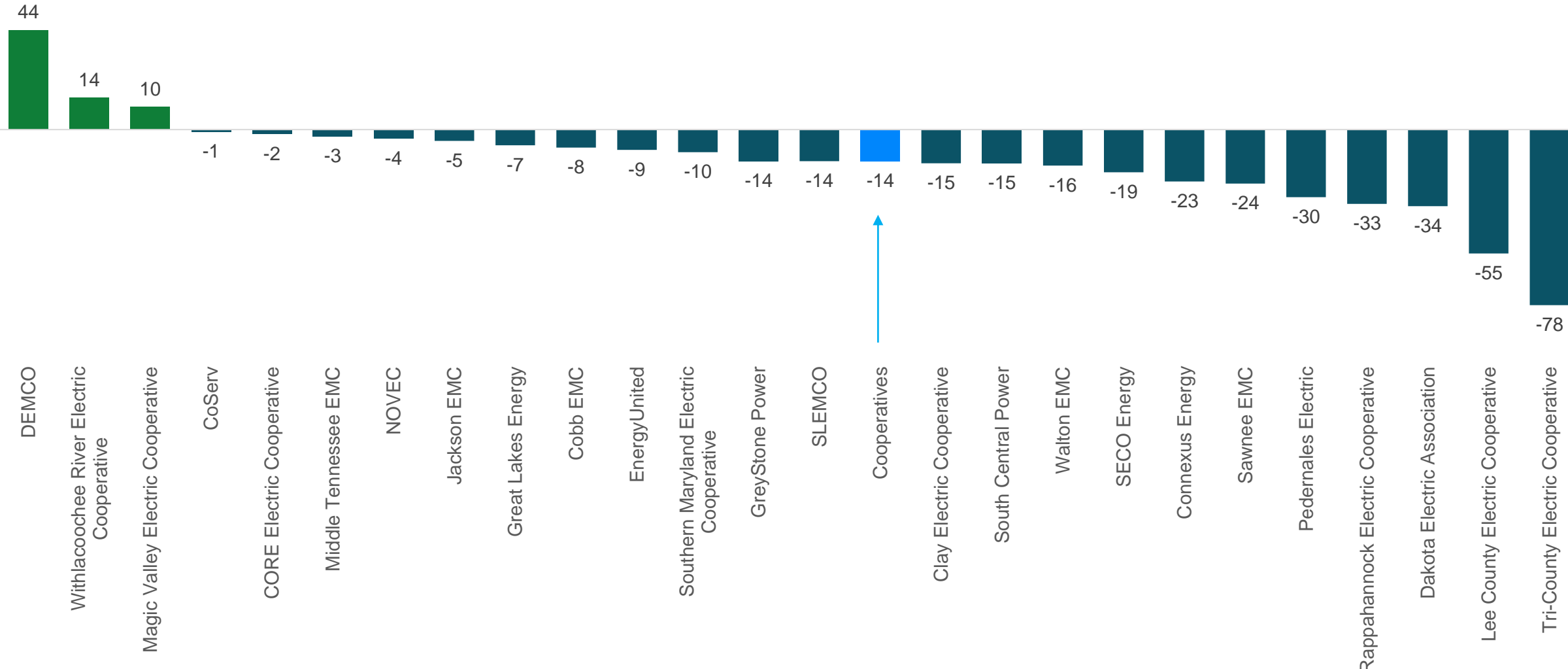
51 Decreased



2023 Final Results vs. 2022 Final Results: Cooperatives/Segment

3 Increased

22 Decreased



POWER



Industry Insights

**2023 Electric
Residential Study**

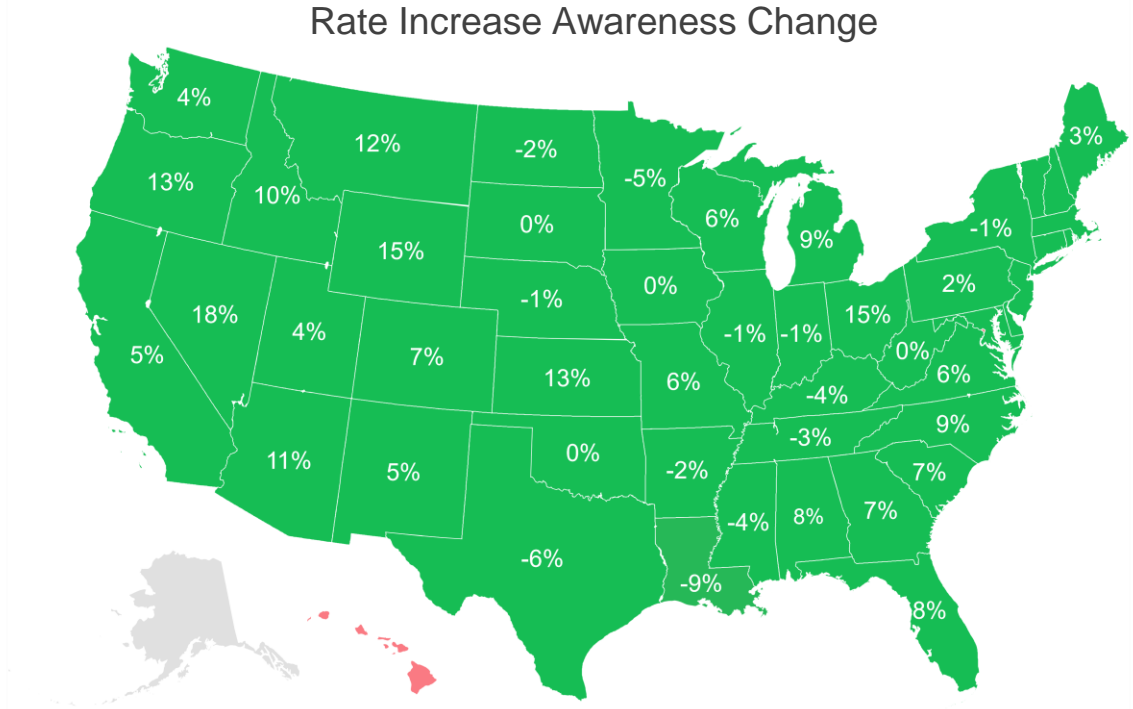
Rate Increase Awareness Change by State 2023

Highest Rate Increase Awareness Change

Nevada	18%
Rhode Island	17%
Ohio	15%
Wyoming	15%
Kansas	13%
Oregon	13%

Lowest Rate Increase Awareness Change

Kentucky	-4%
Mississippi	-4%
Minnesota	-5%
Texas	-6%
Louisiana	-9%
New Hampshire	-10%



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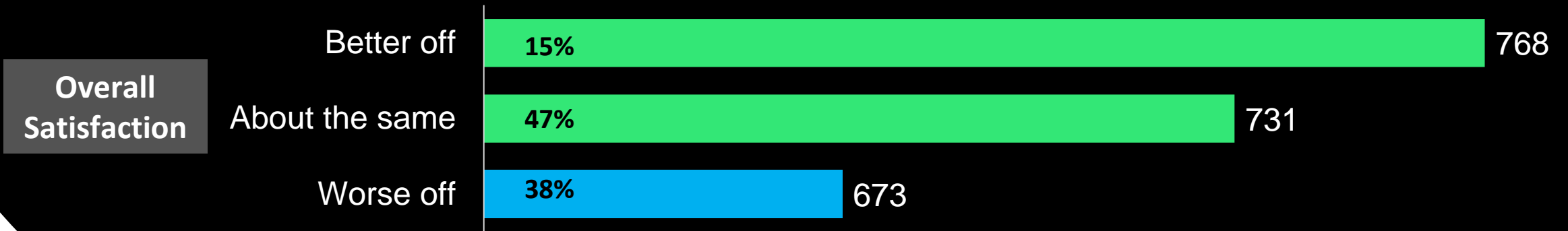
2023

2022

Industry Average
2023 vs. 2022
Final Results

44% vs **40%**

Financial status compared to a year ago...Better Off, About the Same, Worse Off



Brands with the Highest Percent "Worse Off"

Large Brands

Met-Ed	47%
West Penn Power	47%
Central Maine Power	46%
Pacific Power	45%
Appalachian Power	44%
PPL Electric Utilities	43%
Xcel Energy-West	43%
Alliant Energy	42%
Entergy Arkansas	42%
Rocky Mountain Power	42%

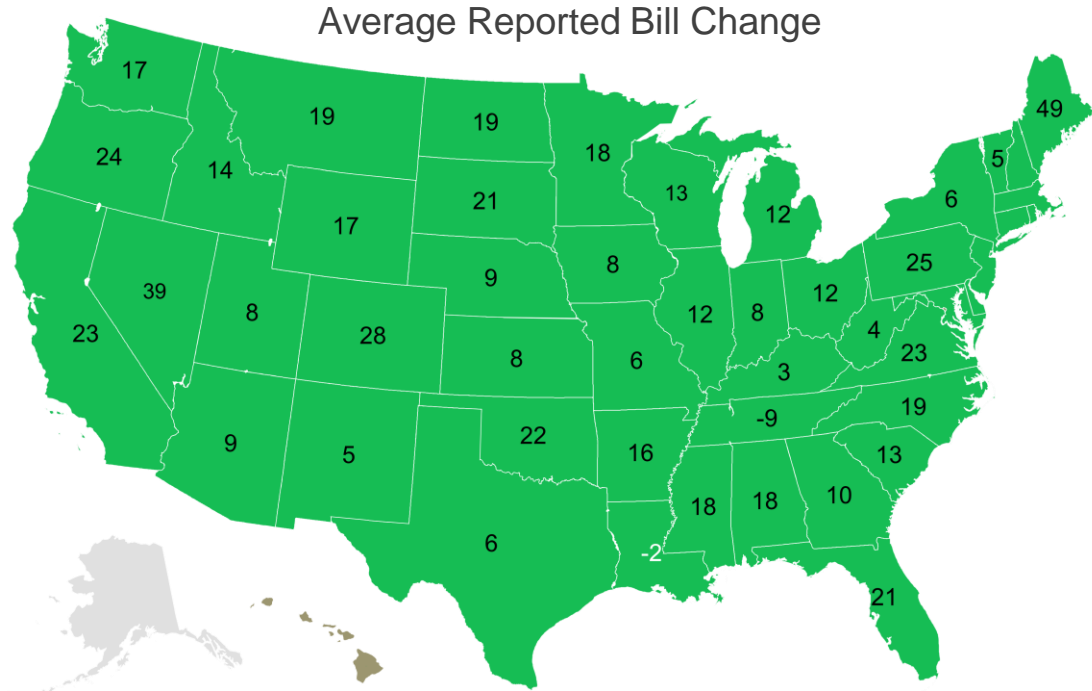
Midsized Brands

Black Hills Energy	48%
Xcel Energy-South	47%
Kentucky Power	45%
Modesto Irrigation District	45%
City Utilities	44%
Cleco Power	44%
Lincoln Electric System	44%
CenterPoint Energy	43%
Colorado Springs Utilities	43%
Mon Power	43%
Penn Power	43%
Versant Power	43%

Cooperatives

Tri-County Electric Cooperative	48%
South Central Power	44%
Withlacoochee River Electric Cooperative	43%
Rappahannock Electric Cooperative	41%
Great Lakes Energy	40%
Lee County Electric Cooperative	40%
SLEMCO	40%
Dakota Electric Association	39%
Jackson EMC	39%
SECO Energy	39%
Volunteer Energy Cooperative	39%

Average Reported Bill Amount Change by State 2023



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2023

2022

Industry Average
2023 vs. 2022
Final Results

\$178 vs \$161

Highest Change Average Monthly Bill Amount

Maine	49
Massachusetts	41
Nevada	39
District of Columbia	34
Hawaii	32

Lowest Change Average Monthly Bill Amount

West Virginia	4
Rhode Island	4
Kentucky	3
Louisiana	-2
Tennessee	-9

KPI's...Good Job of Maintaining Infrastructure and Perfect Power

Utility Does a Good Job Maintaining Infrastructure

Connexus Energy	99%
Dakota Electric Association	99%
Clark Public Utilities	98%
Jackson EMC	98%
Sawnee EMC	98%
GreyStone Power	97%
Lincoln Electric System	97%
Madison Gas & Electric	97%
SLEMCO	97%
SRP	97%

Highest

"Perfect" Power (No Brief and No Lengthy Outages)

Con Edison	71%
Lincoln Electric System	71%
Dakota Electric Association	68%
Imperial Irrigation District	64%
Tacoma Power	64%
United Illuminating	62%
WPS	62%
Connexus Energy	61%
Colorado Springs Utilities	61%

Industry

88%

+262
Increase in
Overall
Satisfaction

Industry

42%

+65
Increase in
Overall
Satisfaction

Rochester Gas & Electric	77%
CenterPoint Energy	74%
Entergy Louisiana	73%
Austin Energy	72%
Central Hudson Gas & Electric	72%
DTE Energy	72%
Central Maine Power	68%
Pacific Gas and Electric	65%
Entergy New Orleans	56%
MLGW	51%

Lowest

SWEPCO	24%
Central Maine Power	23%
Mon Power	22%
Versant Power	21%
NES	19%
Knoxville Utilities Board	18%
DEMCO	17%
SLEMCO	17%
Volunteer Energy Cooperative	17%
MLGW	14%

KPI's...Supports Economic Development and Helped Lower Bill

Aware Utility Supports Economic Development of Local Community

Berkeley Electric Cooperative	48%
Jackson EMC	47%
Magic Valley Electric Cooperative	47%
Walton EMC	47%
Great Lakes Energy	46%
SLEMCO	46%
Clark Public Utilities	45%
Montana-Dakota Utilities	44%

Highest

Utility Helped Lower Bill by Showing How to Conserve Energy

Southern Maryland Electric Cooperative	50%
BGE	49%
SRP	46%
SMUD	45%
Delmarva Power	45%
Con Edison	45%
Duquesne Light	45%
DTE Energy	45%

Industry

31%

+132
Increase in
Overall
Satisfaction

Industry

37%

+140
Increase in
Overall
Satisfaction

Central Hudson Gas & Electric	22%
Eversource	22%
Orange & Rockland	22%
Penelec	22%
Penn Power	22%
Tri-County Electric Cooperative	22%
West Penn Power	22%
Jersey Central Power & Light	21%
Versant Power	21%
Potomac Edison	20%
Rhode Island Energy (formerly National Grid)	19%
Central Maine Power	16%

Lowest

Green Mountain Power	22%
Huntsville Utilities	22%
CORE Electric Cooperative	22%
Liberty Utilities	22%
City Utilities	21%
Mon Power	21%
Lakeland Electric	19%
Montana-Dakota Utilities	19%
Versant Power	18%
Central Maine Power	12%

KPI's...Outage Information and Received Utility Alert

Very Easy to Find Outage Information

SRP	49%
GreyStone Power	47%
SECO Energy	47%
Cobb EMC	44%
DEMCO	44%
Entergy Arkansas	44%
Connexus Energy	43%
Entergy Mississippi	43%
Alabama Power	43%

Highest

Received Any Utility Alert

Entergy Texas	93%
Entergy New Orleans	93%
Entergy Arkansas	92%
Duke Energy Progress	92%
Entergy Louisiana	92%
City of Tallahassee	91%
Entergy Mississippi	91%
Duke Energy Florida	91%

Industry

31%

+163
Increase in
Overall
Satisfaction

Industry

85%

+91
Increase in
Overall
Satisfaction

Lowest

Madison Gas & Electric	19%
Lincoln Electric System	19%
NorthWestern Energy	19%
Lee County Electric Cooperative	19%
Hawaiian Electric	17%
Tacoma Power	16%
Modesto Irrigation District	14%

Minnesota Power	73%
Otter Tail Power Company	72%
Tacoma Power	72%
Montana-Dakota Utilities	72%
Huntsville Utilities	71%
Liberty Utilities	70%
NorthWestern Energy	68%
Versant Power	68%
Hawaiian Electric	67%
Dakota Electric Association	65%

KPI's... Utility Efforts to Improve Environment and Increase General Safety

Aware of Utility Efforts to Improve Impact on Environment

SMUD	51%
Great Lakes Energy	51%
Clark Public Utilities	50%
Portland General Electric	49%
DTE Energy	48%
SRP	48%
Hawaiian Electric	47%
Georgia Power	47%
Snohomish County PUD	47%
Seattle City Light	47%

Highest

Aware of Utility Efforts to Increase General Safety of Electric System

Pacific Gas and Electric	56%
Great Lakes Energy	55%
DTE Energy	51%
SMUD	51%
SLEMCO	50%
Georgia Power	50%
Florida Power & Light	49%
Indiana Michigan Power	48%

Industry

38%

+130
Increase in
Overall
Satisfaction

Industry

42%

+123
Increase in
Overall
Satisfaction

Potomac Edison	27%
Versant Power	27%
Appalachian Power	27%
CORE Electric Cooperative	27%
Volunteer Energy Cooperative	26%
Lakeland Electric	26%
Liberty Utilities	26%
Central Hudson Gas & Electric	25%
Central Maine Power	22%
Tri-County Electric Cooperative	22%

Lowest

CORE Electric Cooperative	32%
Central Maine Power	32%
NES	32%
Lakeland Electric	30%
Liberty Utilities	30%
Rhode Island Energy (formerly National Grid)	29%
Huntsville Utilities	29%
CenterPoint Energy	28%
Central Hudson Gas & Electric	28%
Tri-County Electric Cooperative	25%

KPI's... Not Aware of Rate Change and Vegetation Management

Not Aware of Rate Changes

GreyStone Power	82%
Walton EMC	81%
Berkeley Electric Cooperative	80%
Clark Public Utilities	79%
Jackson EMC	79%
Santee Cooper	79%
EPB	79%
Middle Tennessee EMC	79%
City of Tallahassee	78%
Cobb EMC	78%
South Central Power	78%

Highest

Noticed Utility Vegetation Management Activity

Great Lakes Energy	52%
Rappahannock Electric Cooperative	47%
DEMCO	45%
Clark Public Utilities	45%
Berkeley Electric Cooperative	45%
DTE Energy	45%
Versant Power	44%
PSEG Long Island	44%
Knoxville Utilities Board	44%

Industry

56%

+45
Increase in
Overall
Satisfaction

Industry

31%

+83
Increase in
Overall
Satisfaction

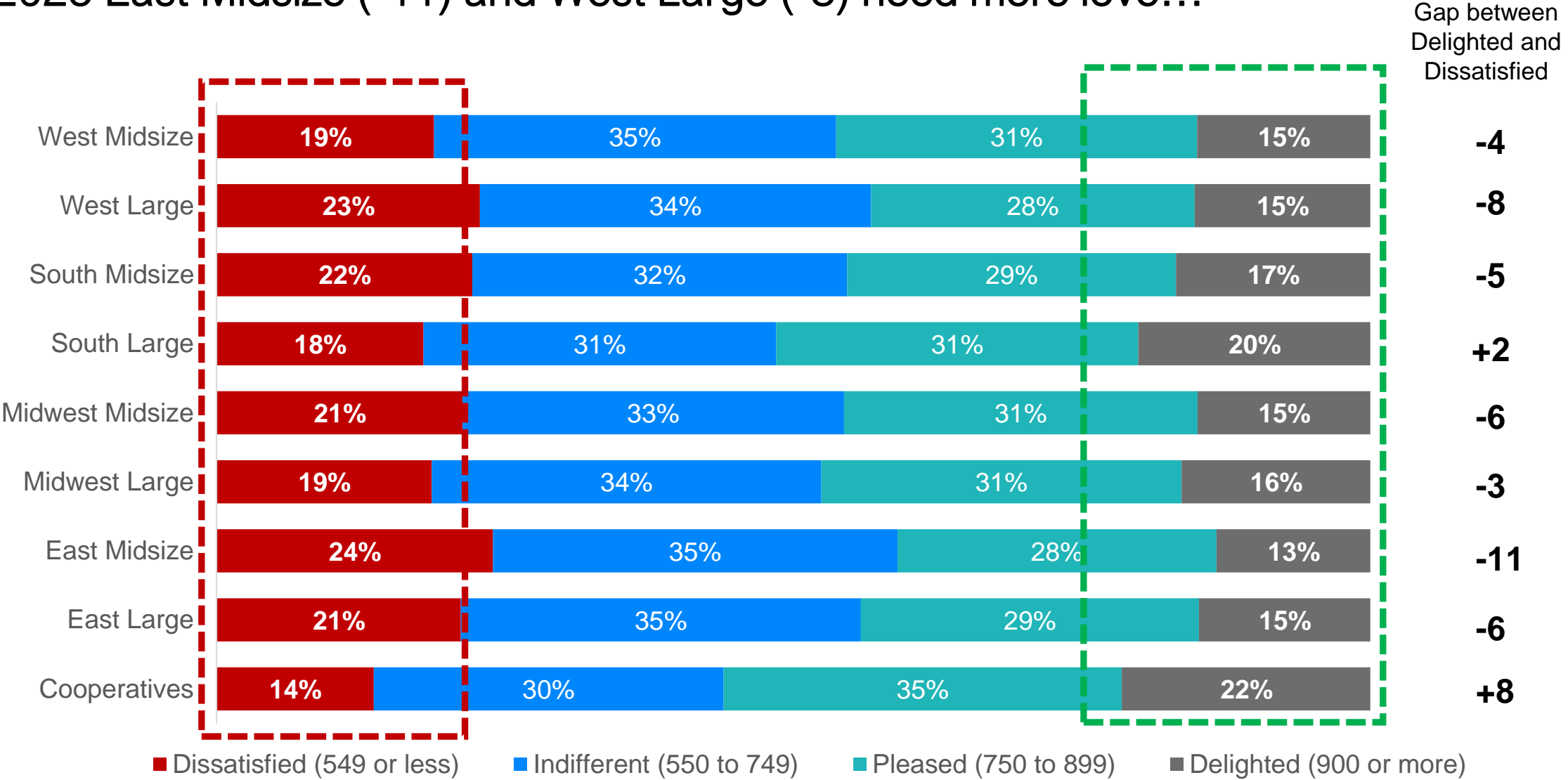
Hawaiian Electric	42%
Rochester Gas & Electric	41%
Tampa Electric	41%
Appalachian Power	39%
Xcel Energy-West	39%
Lee County Electric Cooperative	38%
Rhode Island Energy (formerly National Grid)	37%
San Diego Gas & Electric	34%
Versant Power	28%
Central Maine Power	21%

Lowest

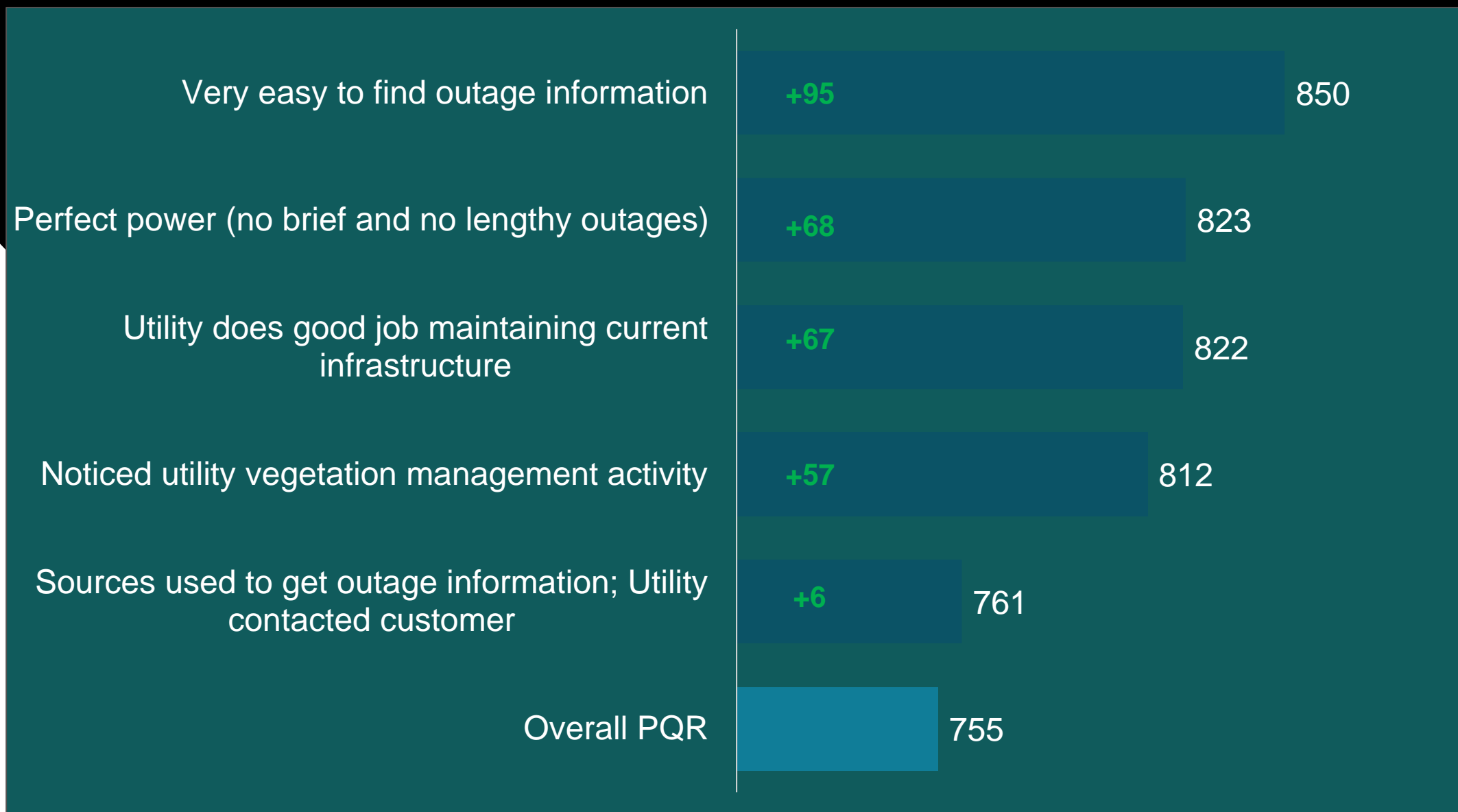
CPS Energy	19%
El Paso Electric	19%
Hawaiian Electric	19%
Otter Tail Power Company	18%
Xcel Energy-West	18%
APS	16%
Dakota Electric Association	16%
SRP	15%
NV Energy	15%
PNM	13%
CORE Electric Cooperative	11%

Customers Who Love You vs. Those Who Don't: Segment

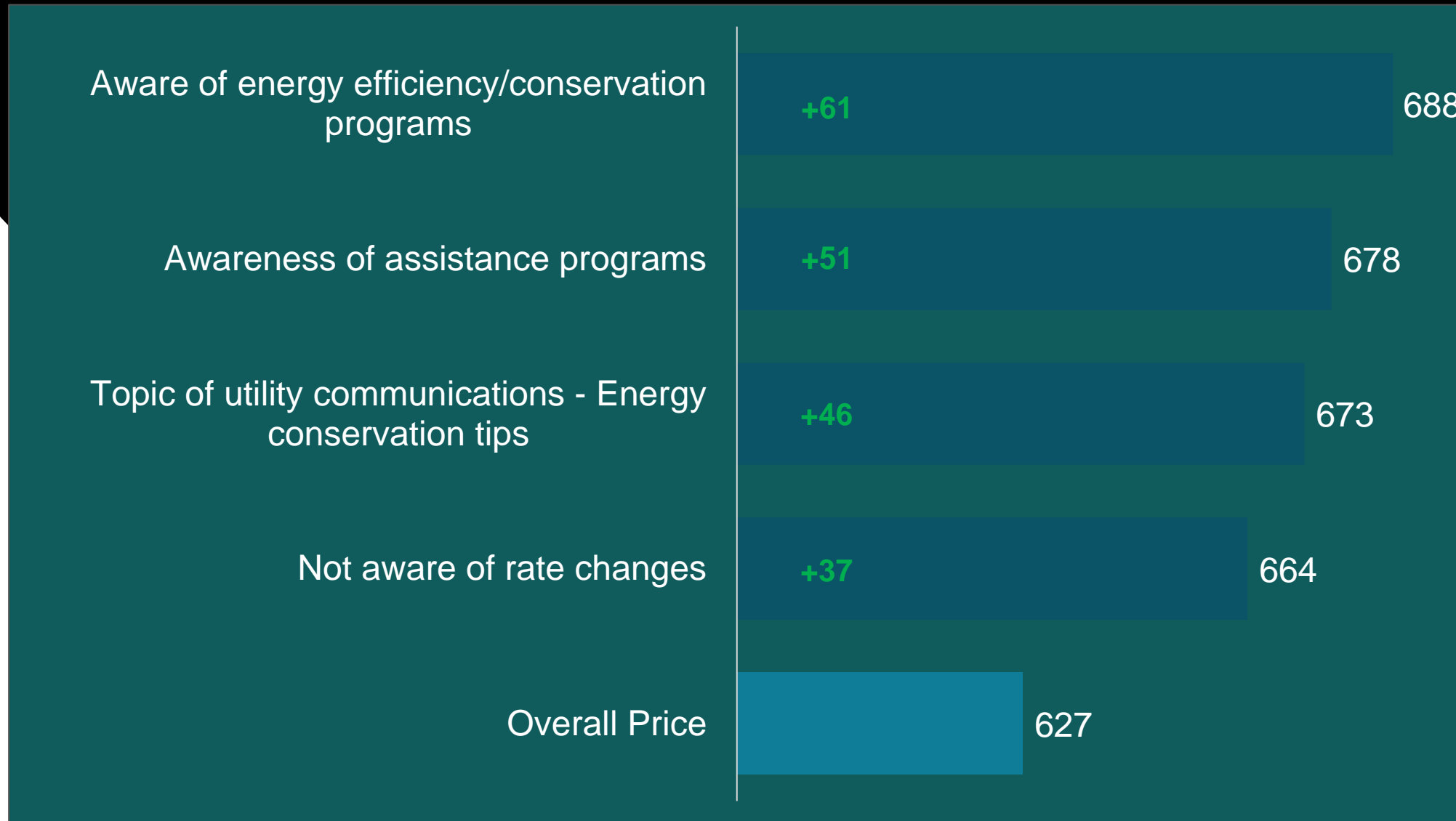
- 2023 East Midsize (-11) and West Large (-8) need more love...



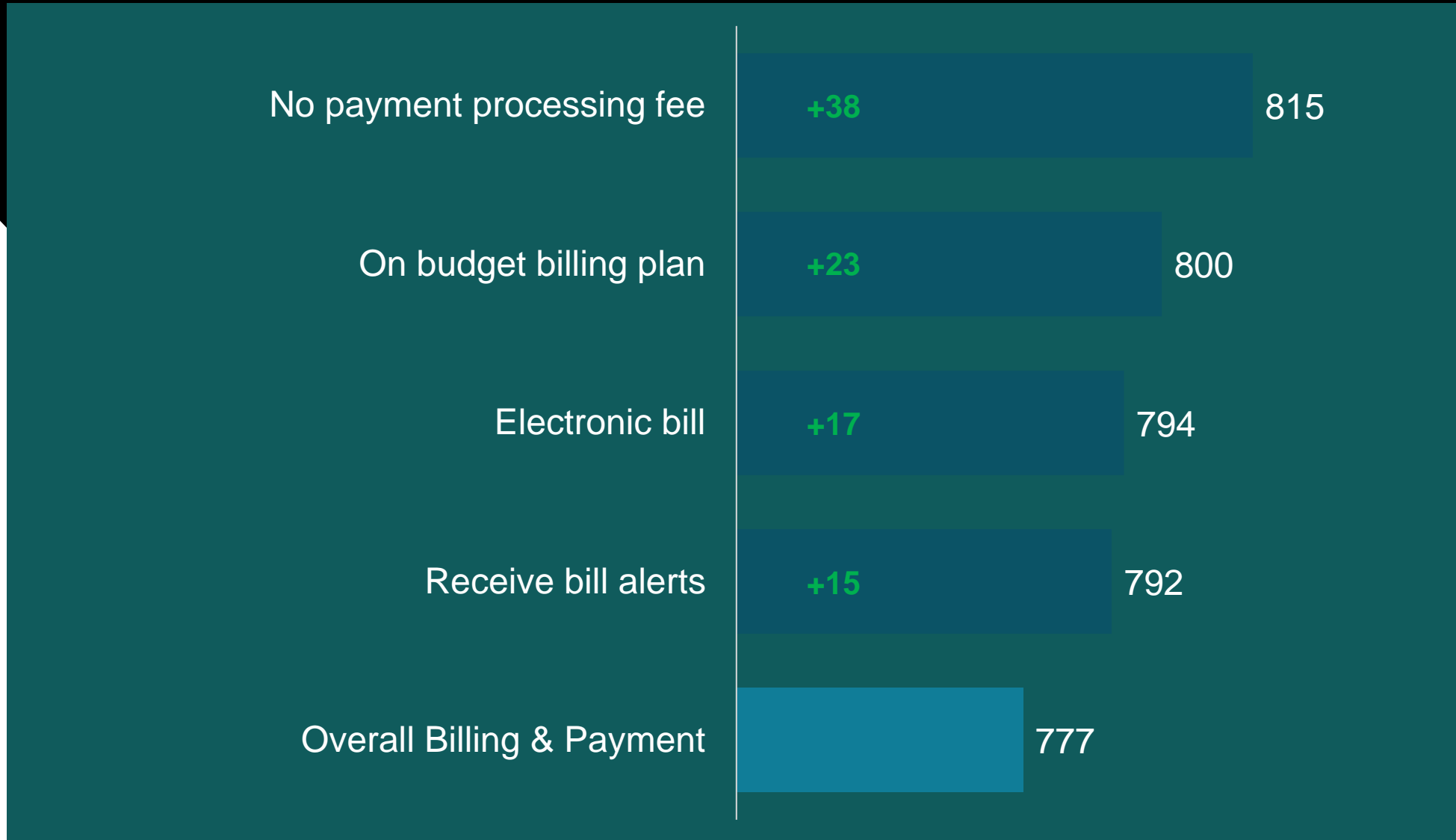
Power Quality & Reliability...What Drives Higher PQR Satisfaction



Price...What Drives Higher Price Satisfaction



Billing & Payment...What Drives Higher Billing & Payment Satisfaction



Corporate Citizenship...What Drives Higher Citizenship Satisfaction



Communications...What Drives Higher Communications Satisfaction



Customer Care...What Drives Higher Customer Care



Top Performers Nationally

PQR

Price

Billing & Payment

Large

SRP	840
MidAmerican Energy	802
PSE&G	802
Georgia Power	795
Rocky Mountain Power	787

SRP	729
Georgia Power	709
PSE&G	693
MidAmerican Energy	681
Duke Energy Carolinas	675

SRP	845
Georgia Power	820
PSE&G	808
Duke Energy Carolinas	806
SMUD	806

Midsized

Clark Public Utilities	835
Santee Cooper	813
EPB	812
WPS	808
Seattle City Light	794

Clark Public Utilities	727
EPB	721
Santee Cooper	705
Anaheim Public Utilities	683
Mississippi Power	682

EPB	844
Clark Public Utilities	841
Santee Cooper	819
WPS	810
Anaheim Public Utilities	809
Lincoln Electric System	809

Co-Ops

Sawnee EMC	846
Berkeley Electric Cooperative	837
Jackson EMC	832
Cobb EMC	830
Dakota Electric Association	829

Cobb EMC	725
Berkeley Electric Cooperative	720
Middle Tennessee EMC	717
GreyStone Power	716
Jackson EMC	716
Magic Valley Electric Cooperative	716

Berkeley Electric Cooperative	866
Jackson EMC	860
GreyStone Power	846
Middle Tennessee EMC	845
EnergyUnited	842

Top Performers Nationally

Corporate Citizenship

Communications

Customer Care

Large

SRP	750
Georgia Power	732
PSE&G	711
SMUD	711
MidAmerican Energy	710

SRP	771
Georgia Power	751
PSE&G	741
Duke Energy Carolinas	737
Duke Energy Progress	735

SRP	860
PSE&G	816
Georgia Power	812
Duke Energy Carolinas	807
Duke Energy Progress	806

Midsized

Clark Public Utilities	749
EPB	745
Anaheim Public Utilities	719
Mississippi Power	711
Santee Cooper	711

EPB	756
Mississippi Power	744
Clark Public Utilities	741
Energy Mississippi	738
Santee Cooper	729

Clark Public Utilities	852
EPB	841
Santee Cooper	827
Mississippi Power	825
WPS	819

Co-Ops

Jackson EMC	757
Great Lakes Energy	742
Cobb EMC	741
Magic Valley Electric Cooperative	738
Berkeley Electric Cooperative	737
EnergyUnited	737
Sawnee EMC	737

EnergyUnited	758
Magic Valley Electric Cooperative	754
Great Lakes Energy	752
Jackson EMC	746
Berkeley Electric Cooperative	744
SLEMCO	744

Middle Tennessee EMC	862
Jackson EMC	861
Berkeley Electric Cooperative	854
SLEMCO	850
Snapping Shoals EMC	844

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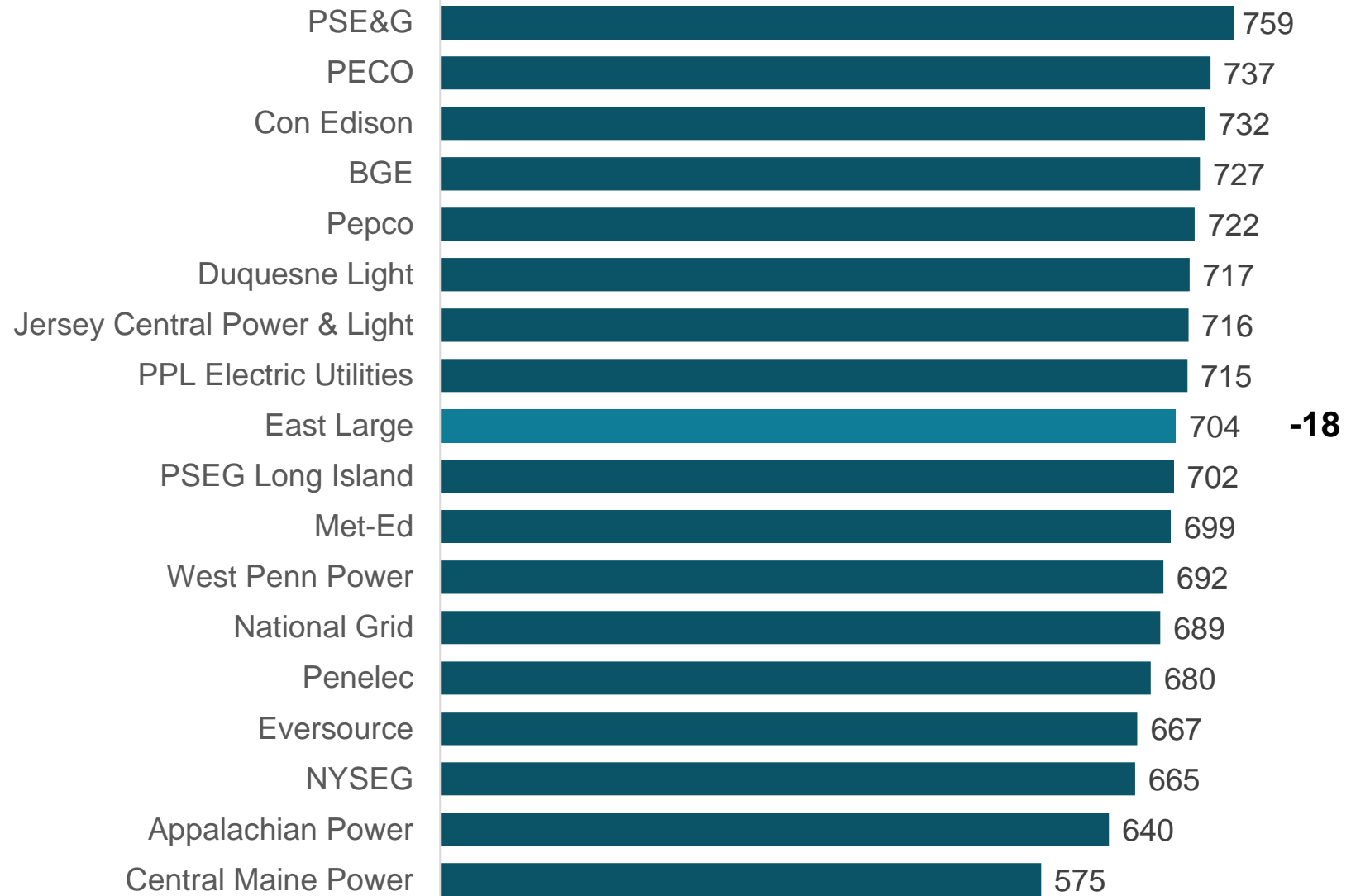


Industry Segment Results-Final

**2023 Electric
Residential Study**

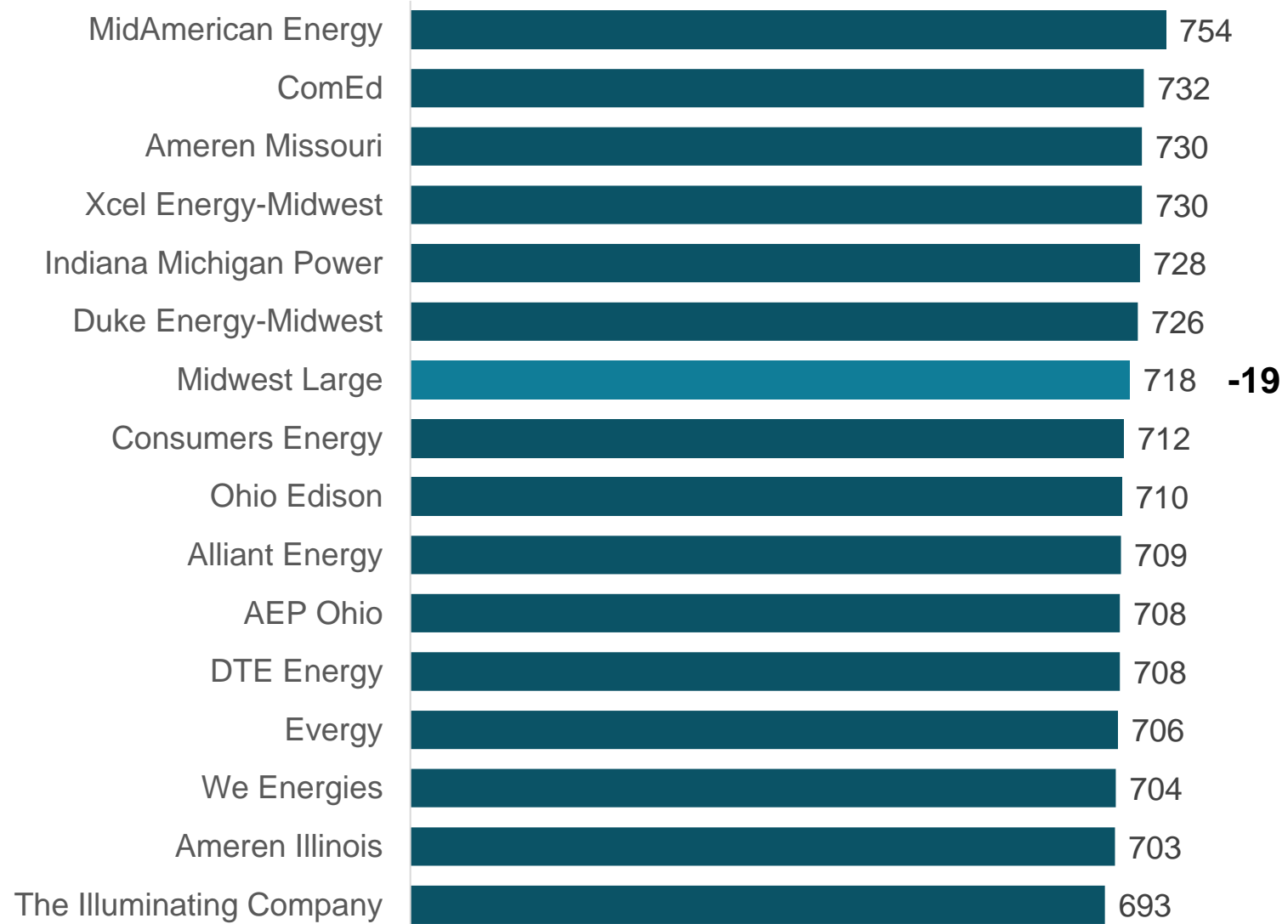
East Large

2023 Electric Residential Final Results



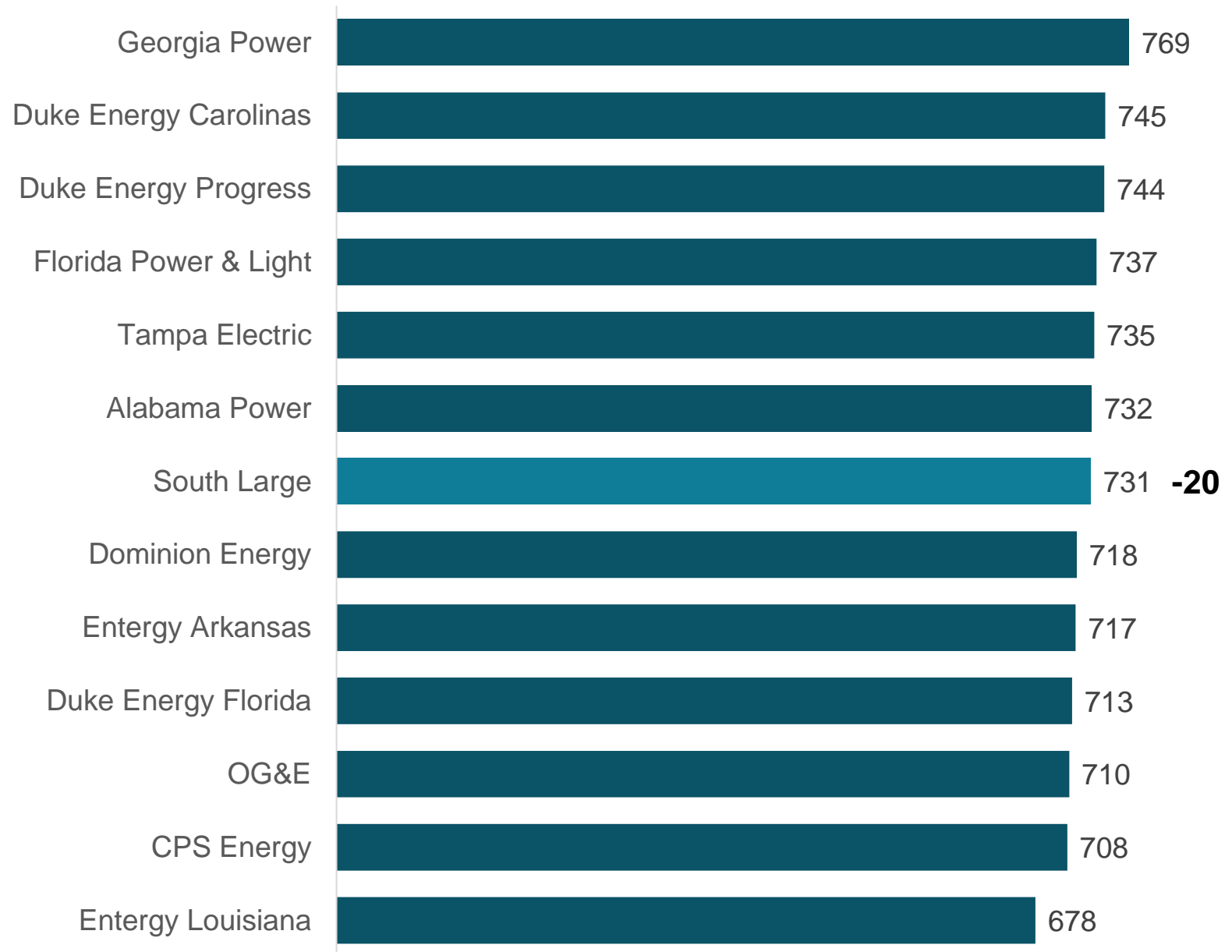
Midwest Large

2023 Electric Residential Final Results



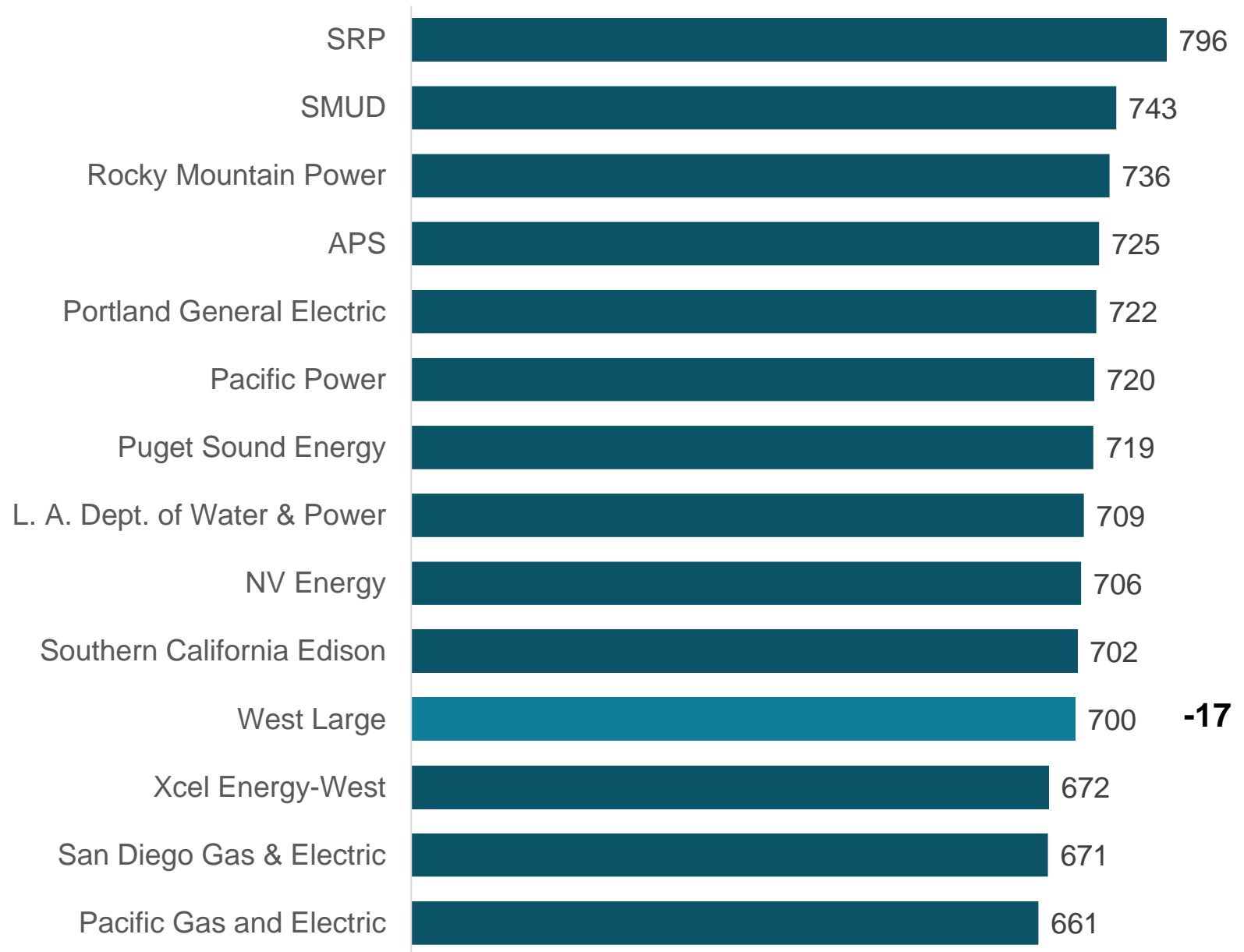
South Large

2023 Electric Residential Final Results



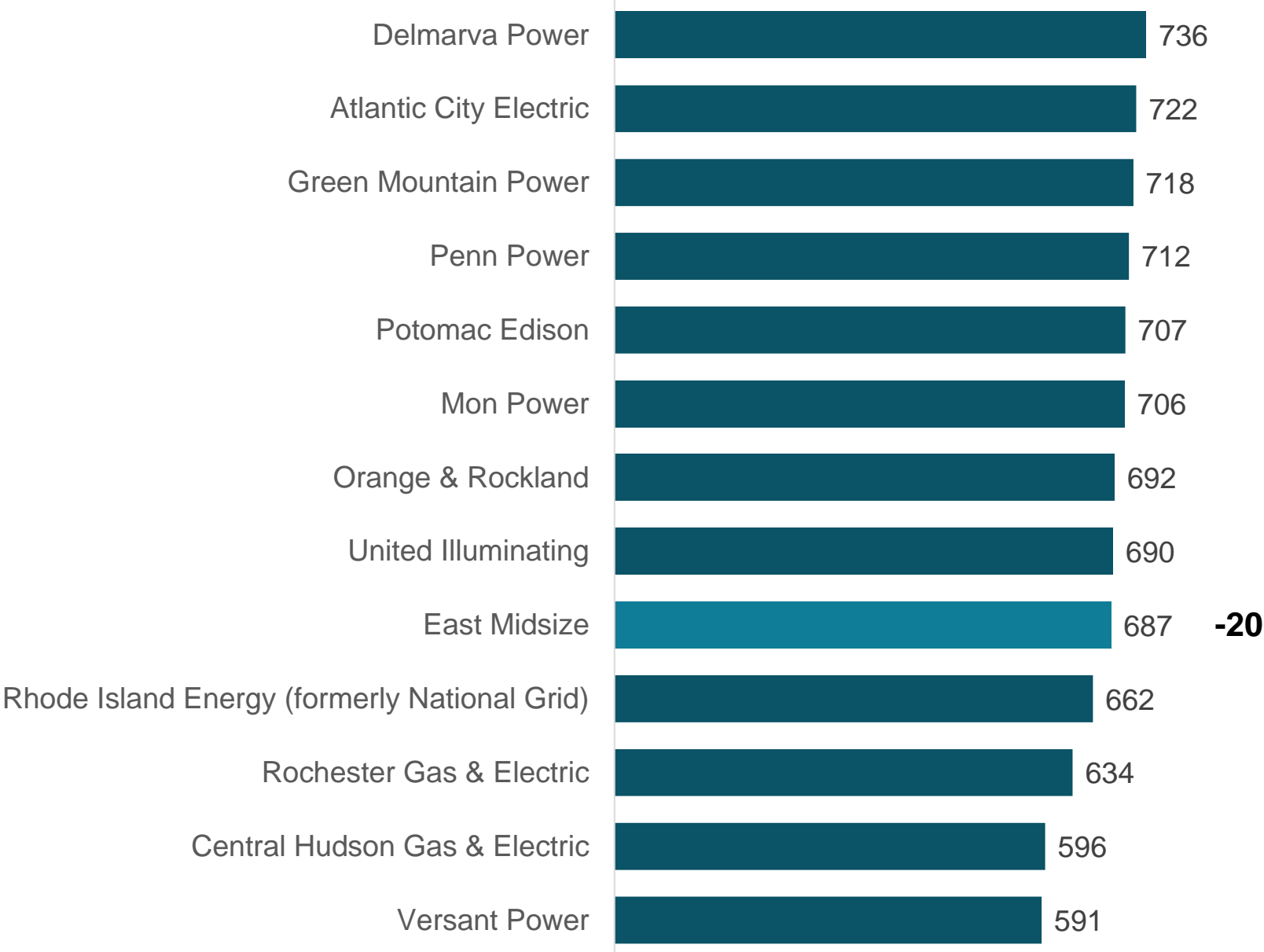
West Large

2023 Electric Residential Final Results



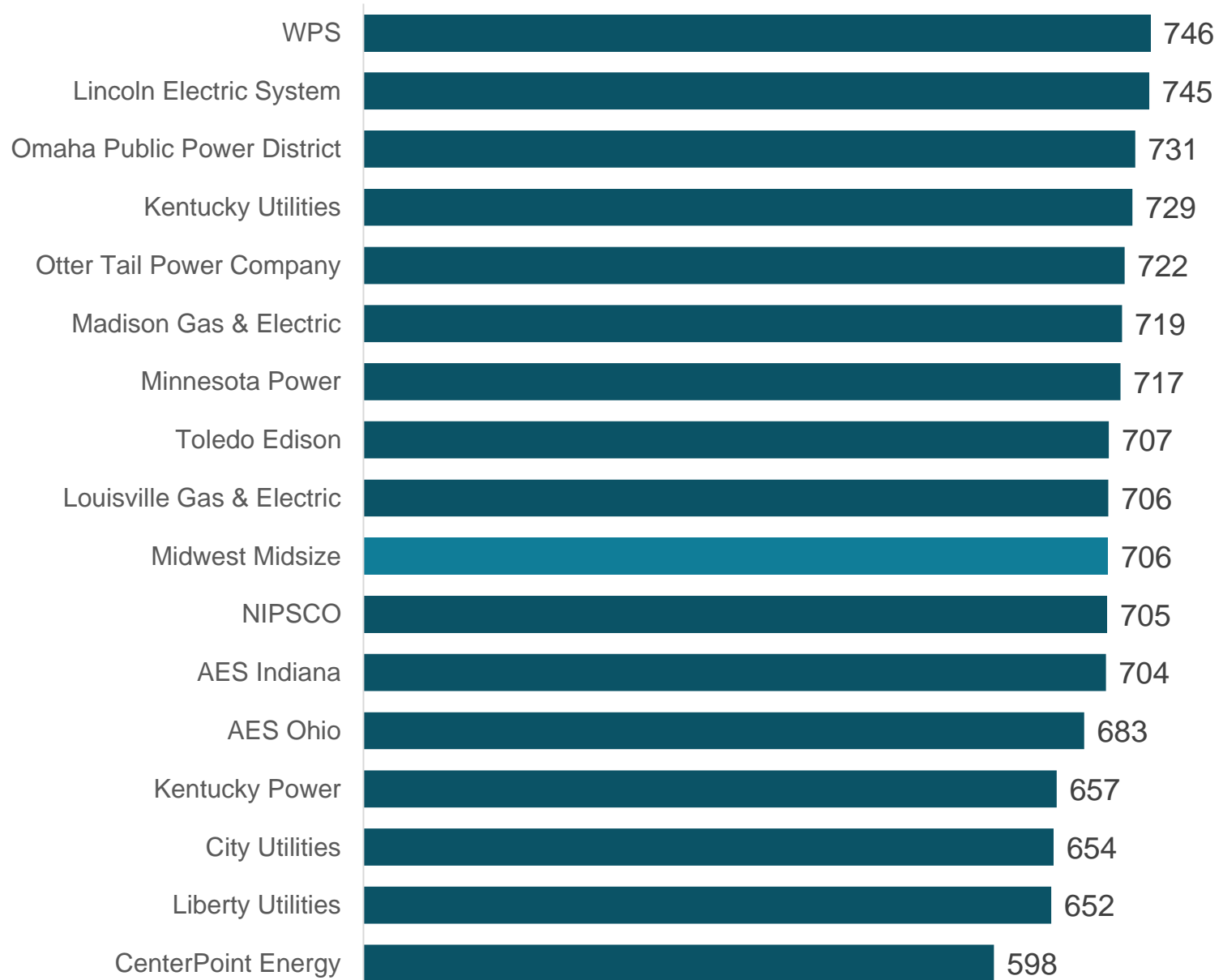
East Midsize

2023 Electric Residential Final Results



Midwest Midsize

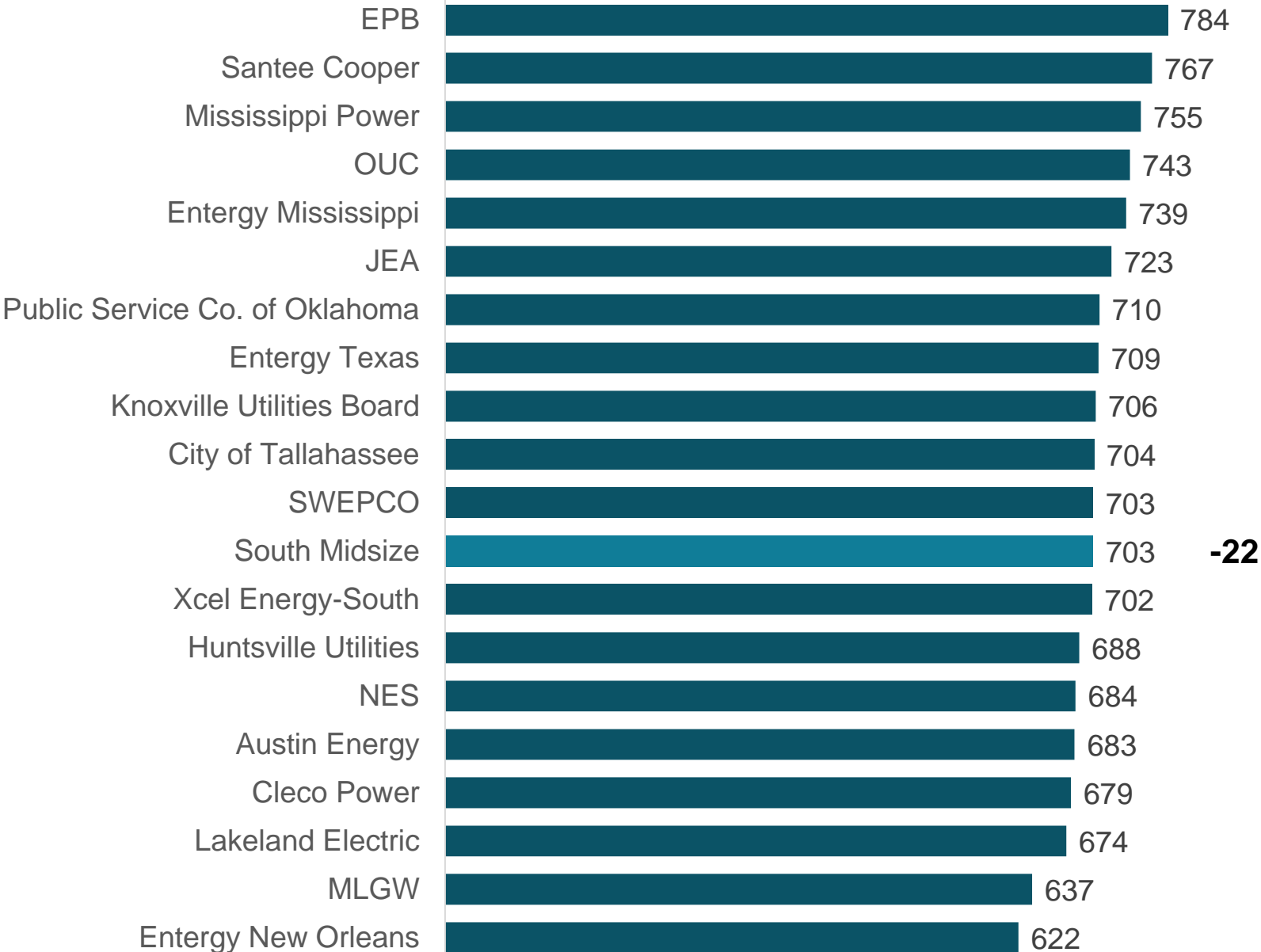
2023 Electric Residential Final Results



-13

South Midsize

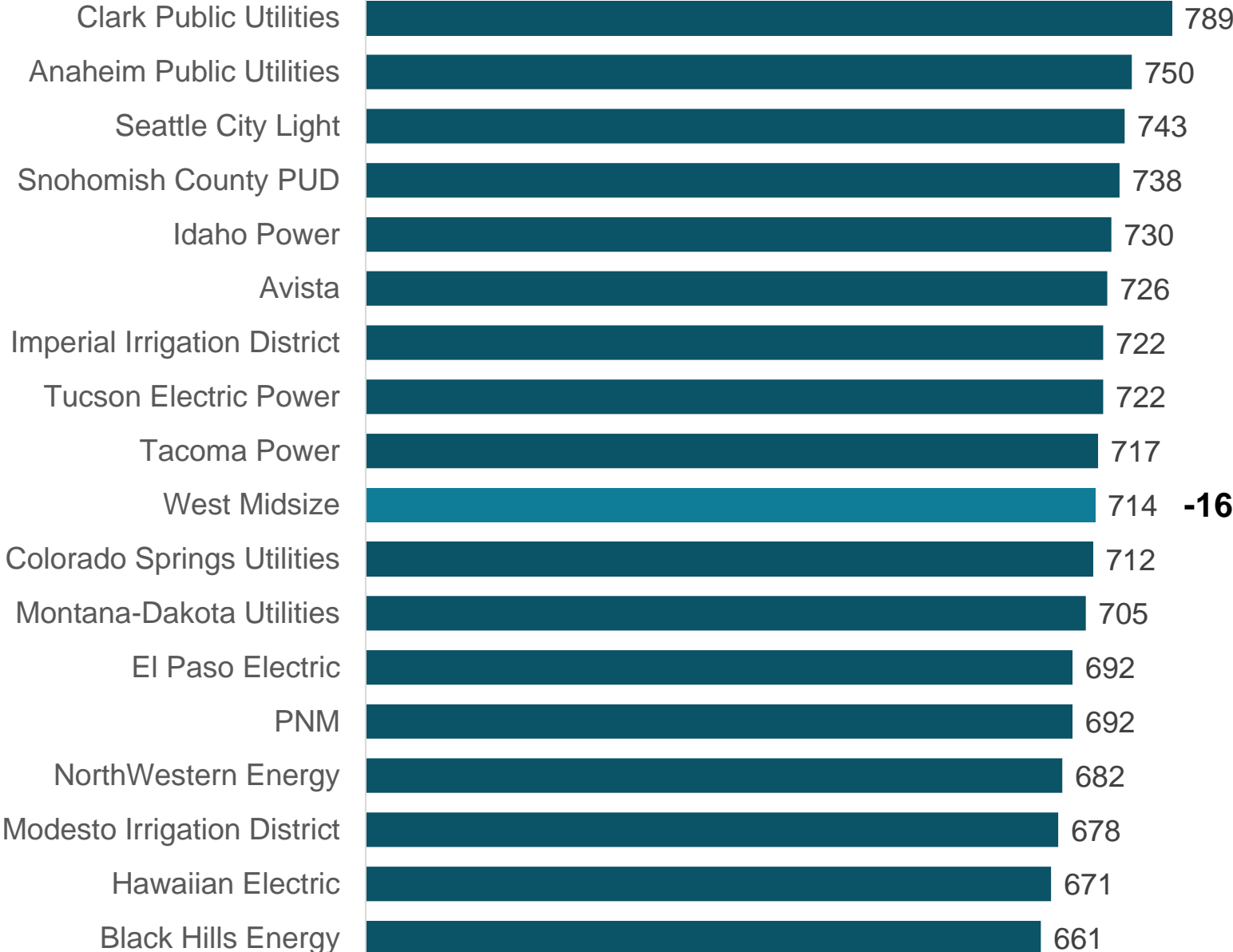
2023 Electric Residential Final Results



-22

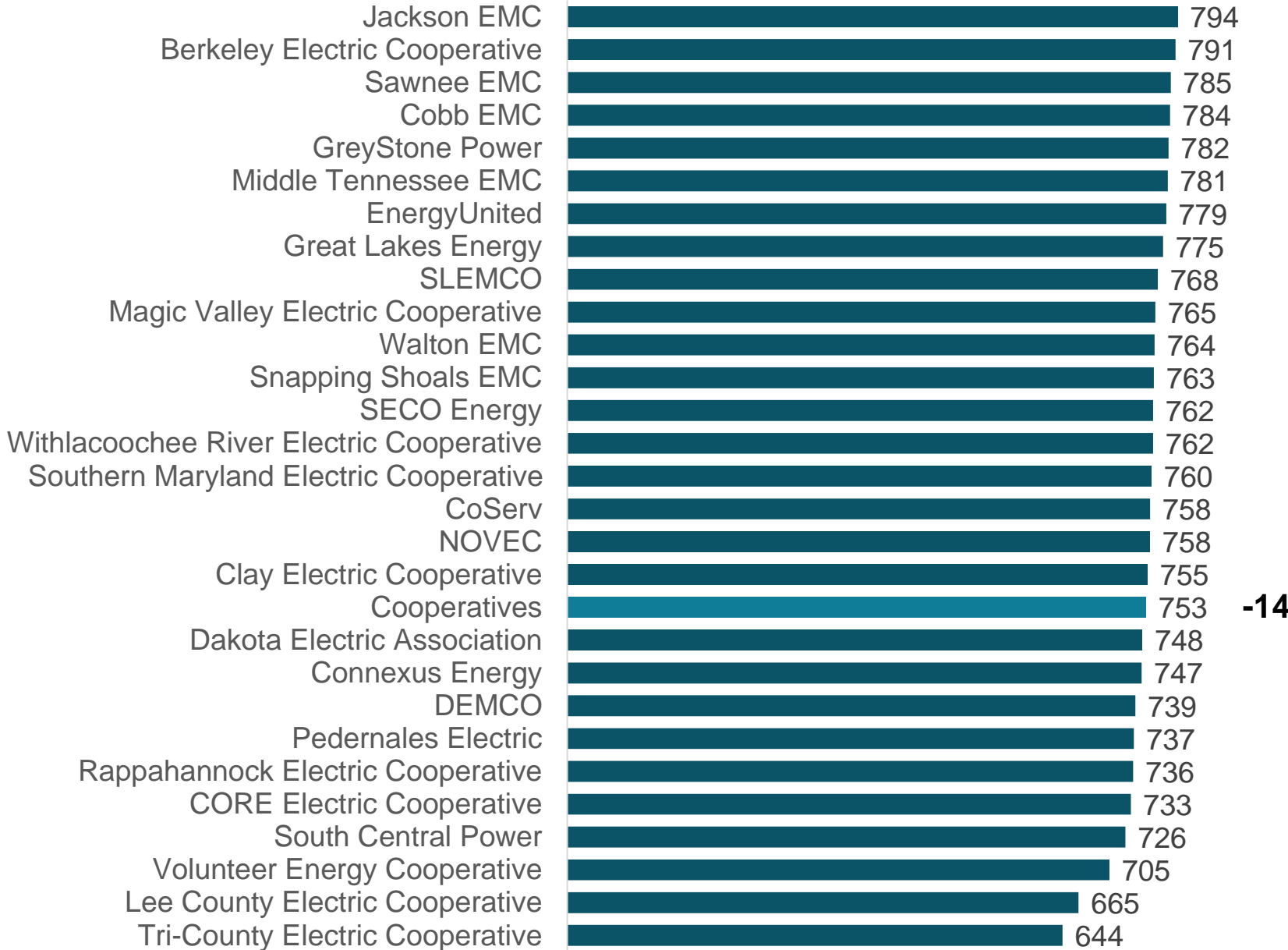
West Midsize

2023 Electric Residential Final Results



Cooperatives

2023 Electric Residential Final Results



-14

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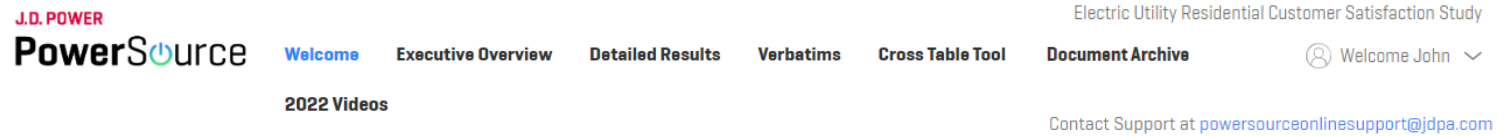
Wrap-Up

**2023 Electric
Residential Study**

PowerSource Delivery Platform

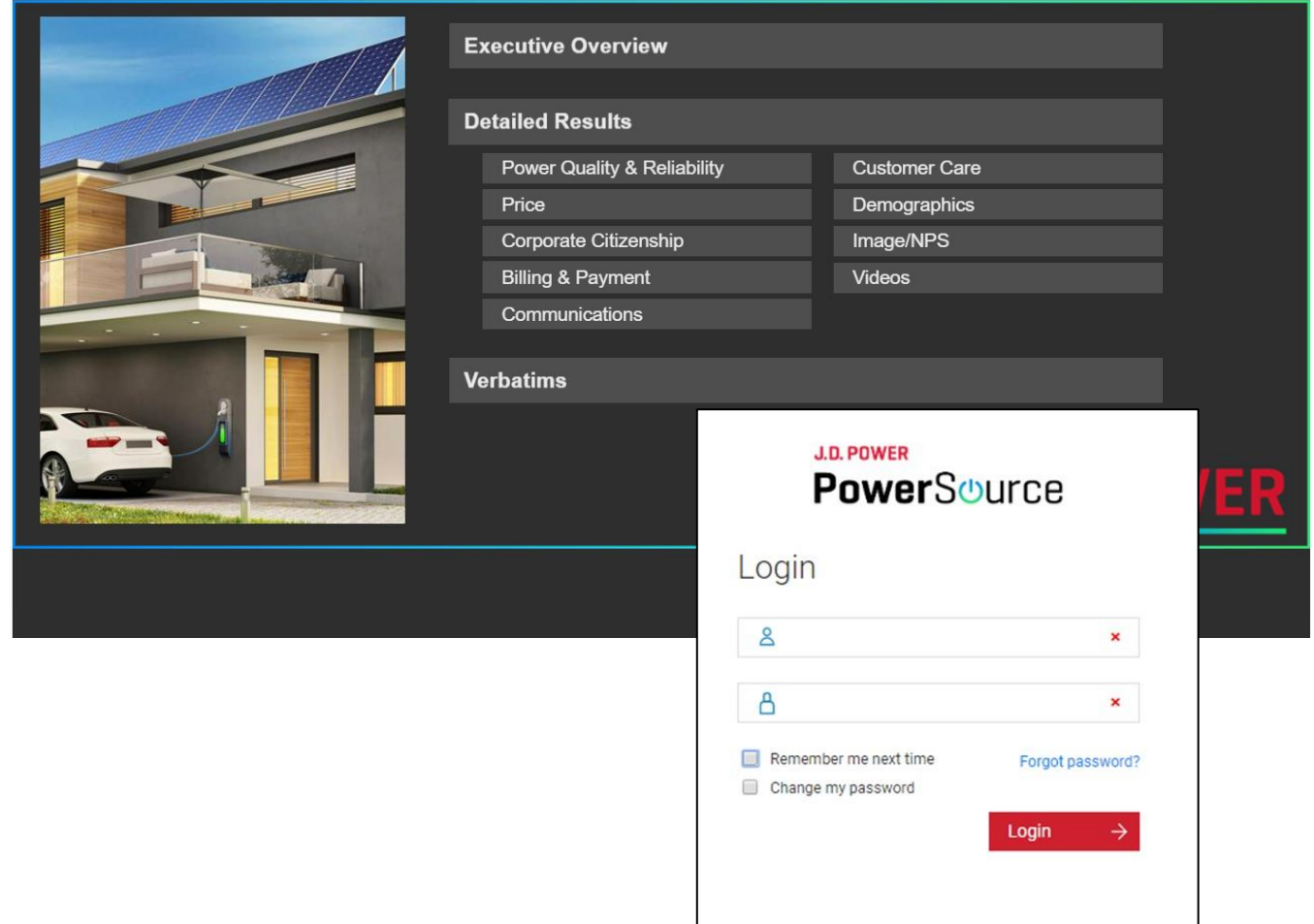
- Home for J.D. Power study data
- Intuitive design with drop-downs to quickly select desired benchmarks and filters
- **Scorecards** → client-specific Executive Overview dashboard (study homepage)
- **Detailed Results** provides satisfaction and diagnostic metrics by factor
- **Verbatims** analysis capabilities
- Exportable PPT charts
- Historical data (w/ subscription) is available within the platform
- **Cross-Table Tool**
- **Swoop tool (weighted gap)**

<https://powersource.jdpower.com/>



The screenshot shows the top navigation bar of the PowerSource website. On the left is the J.D. POWER logo and the PowerSource brand name. The main navigation menu includes links for Welcome, Executive Overview, Detailed Results, Verbatims, Cross Table Tool, and Document Archive. A user profile icon labeled 'Welcome John' is on the right. Below the navigation, there is a '2022 Videos' link and a contact support email address: powersourceonlinesupport@jdpa.com.

Welcome to the Electric Utility Residential Customer Satisfaction



The screenshot displays the main dashboard of the PowerSource platform. On the left is a large image of a modern house with solar panels and a white car charging at a station. The right side features a navigation menu with sections for Executive Overview, Detailed Results, and Verbatims. The Detailed Results section is expanded, showing a grid of categories: Power Quality & Reliability, Price, Corporate Citizenship, Billing & Payment, Communications, Customer Care, Demographics, Image/NPS, and Videos. In the foreground, a white login modal is open, featuring the PowerSource logo, input fields for username and password, a 'Remember me next time' checkbox, a 'Change my password' checkbox, a 'Forgot password?' link, and a red 'Login' button with a right-pointing arrow.

Utility Modular Study Transition

In 2025 we'll transition
the electric and gas
utility studies to
modular...



What IS Modular
Methodology?

Why Switch?

Which Studies will
this Affect and
When?

How will J.D. Power
Keep Me Informed?

FOR MORE INFORMATION: <https://hub.jdpower.com/spotlight-on-the-modular-transition>

Utility Upcoming Study Releases



2023 Best Practice Webcast January 9th

2023 Electric Residential Final Results

Best Practices: January 9, 2023

<https://attendee.gotowebinar.com/register/7518711628557172829>



Electric Residential Study Timetable

2023

- Q1: January – February 2023
 - Webcast: March 21, 2023
- Q2: April – May 2023
 - Webcast: June 20, 2023
- Q3: July – August 2023
 - Webcast: September 19, 2023
- Q4: September – November 2023
- Final Webcast: December 12, 2023
- [Press Release: December 13, 2023](#)

2024

- Q1: January – February 2024
 - Webcast: March 19, 2024
- Q2: April – May 2024
 - Webcast: June 18, 2024
- Q3: July – August 2024
 - Webcast: September 17, 2024
- Q4: September – November 2024
- Final Webcast: December 17, 2024
- [Press Release: December 18, 2024](#)

Introducing **EV Deploy** A new digital workflow solution.

The process of electrification and deploying charging stations is complicated.

EV Deploy is a comprehensive and collaborative tool that makes it easy, step-by-step:

- Analysis and planning
- Procurement
- Project management
- Visibility into cost forecasting

[LEARN MORE](#)

The image displays three overlapping screenshots of the J.D. Power ZAPPYRIDE EV Deploy software interface. The top screenshot shows a progress bar with five steps, where the first four are completed. Below the progress bar is the 'Site Requirements' section, which includes a note: 'We use this information to calculate installation costs. If you select "I don't know", we will assume you don't need a new panel, but you can always change this later from the assumptions panel.' The middle screenshot shows the 'Project Status' overview, including an 'Estimated Cost' of \$109,210 and a 'Project Completion' date of Dec 08, 2023, with 24 days remaining. The bottom screenshot shows the 'Charger Selection' screen, which asks 'Which type of charger works best for your needs? Level 2 is the most common solution, and meets the needs of 90% of projects. Ensure you check the estimated charging times, prices, and outputs in order to choose the best option.' It presents three options: Level 1 (10-40+ Hours, Equipment Price/Port \$300 - \$1,500, Installation Price/Port \$500, Output 1 kW), Level 2 (2-10 Hours, Equipment Price/Port \$350 - \$4,000, Installation Price/Port -\$3,000, Output 3-20 kW, marked as 'Recommended'), and Level 3 (<1 Hour, Equipment Price/Port \$55,000, Installation Price/Port -\$20,000, Output 50+ kW). A notification at the bottom states: 'A generic charger has been selected based on your needs.'

HAPPY HOLIDAYS FROM ALL OF US

Sarah Baggett

Jeff Conklin

Adrian Chung

Andrew Heath

Mark Spalinger

Mary Rodino

Keith Webster

Chris Coccio

Alyssa Matchette

Zach Forkel

Jim Croce

Jillian Worsley

Carolyn Kibat

Milo Twiford

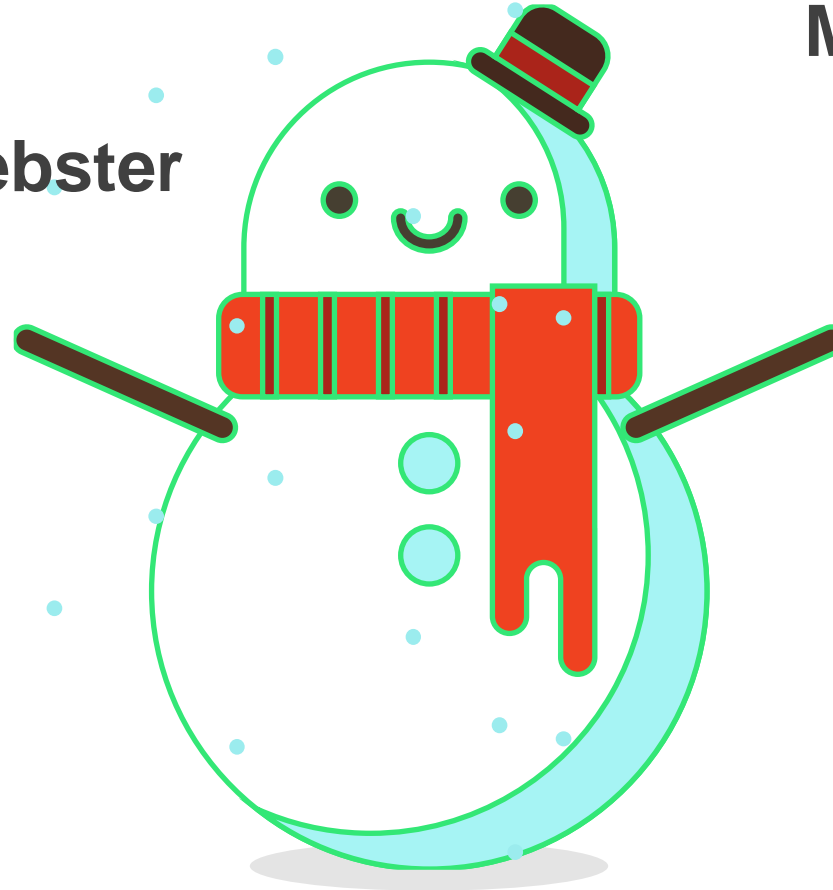
Camila Gallagher

Tim Dunne

John Hazen

Dan Seldin

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