

Electric Utility Providers Can Increase Satisfaction by Supporting Local Economic Development Efforts, J.D. Power Finds

TROY, Mich.: 15 Dec. 2021 — Overall electric utility residential customer satisfaction is 748 (on a 1,000-point scale) in 2021, a decrease from a record-high 751 in 2020, according to the J.D. Power 2021 Electric Utility Residential Customer Satisfaction Study,SM released today. This year's study shows only 32% of customers are aware of their utilities' efforts to help economic development in their local communities.

"In today's roller coaster economic environment, electric utility providers need to not only increase their efforts to help their local economies but also communicate more effectively about utility programs and activities," said **John Hazen, managing director of the utility practice at J.D. Power**. "Utility customers want to hear about these efforts and, when they do, overall satisfaction is higher. Promoting economic development efforts can increase overall satisfaction by as much as 122 points."

Study Results

- East Large Segment: **PPL Electric Utilities** (for a 10th consecutive year)
- East Midsize Segment: **Penn Power**
- Midwest Large Segment: **Ameren Illinois**
- Midwest Midsize Segment: **Kentucky Utilities** (for a sixth consecutive year)
- South Large Segment: **Florida Power & Light** (for a second consecutive year)
- South Midsize Segment: **EPB** (for a sixth consecutive year)
- West Large Segment: **SRP** (for a 20th consecutive year)
- West Midsize Segment: **Clark Public Utilities** (for a 14th consecutive year)
- Cooperatives Segment: **Clay Electric Cooperative**

The 2021 Electric Utility Residential Customer Satisfaction Study is based on responses from 100,999 online interviews conducted from January 2021 through November 2021 among residential customers of the 145 largest electric utility brands across the United States, which represent more than 101 million households.

For more information about the Electric Utility Residential Customer Satisfaction Study, visit <https://www.jdpower.com/business/resource/electric-utility-residential-customer-satisfaction-study>.

To view the online press release, please visit <http://www.jdpower.com/pr-id/2020171>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

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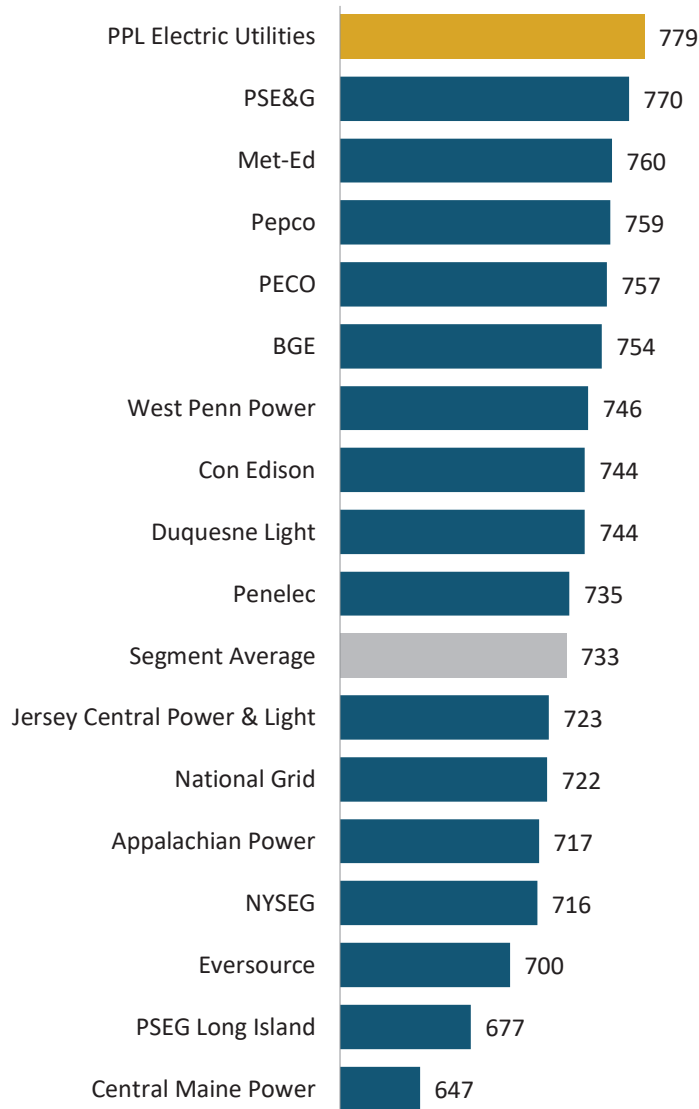
Note: Nine charts follow.

J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

East Region: Large Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

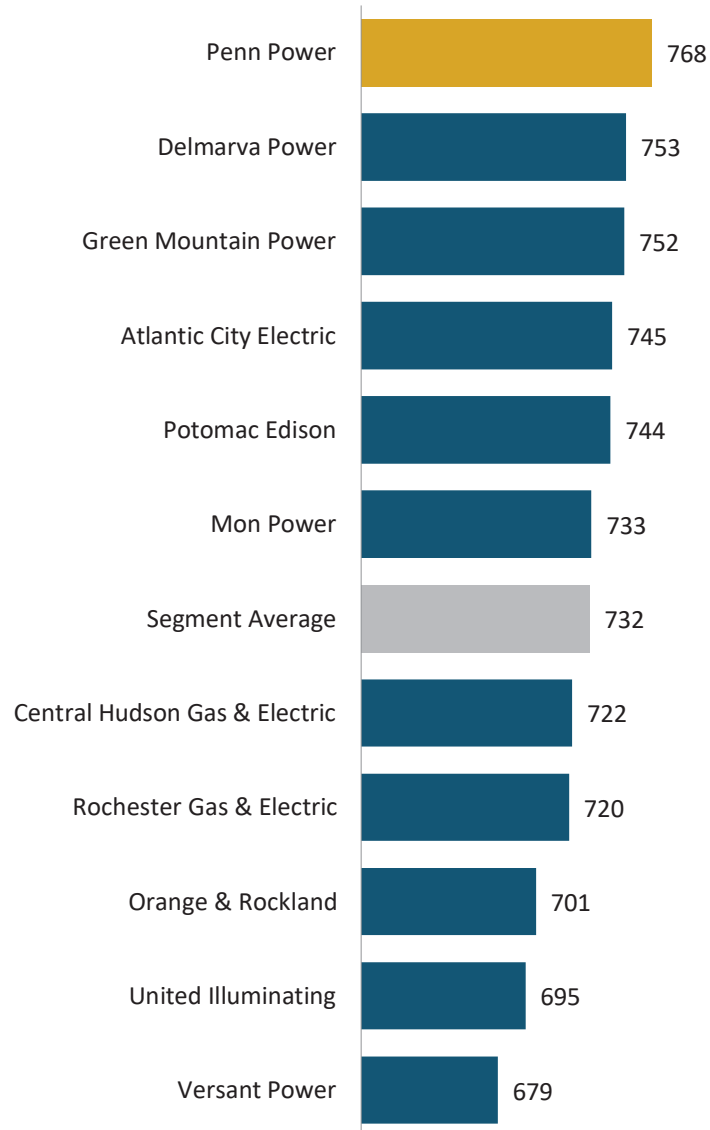
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

East Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

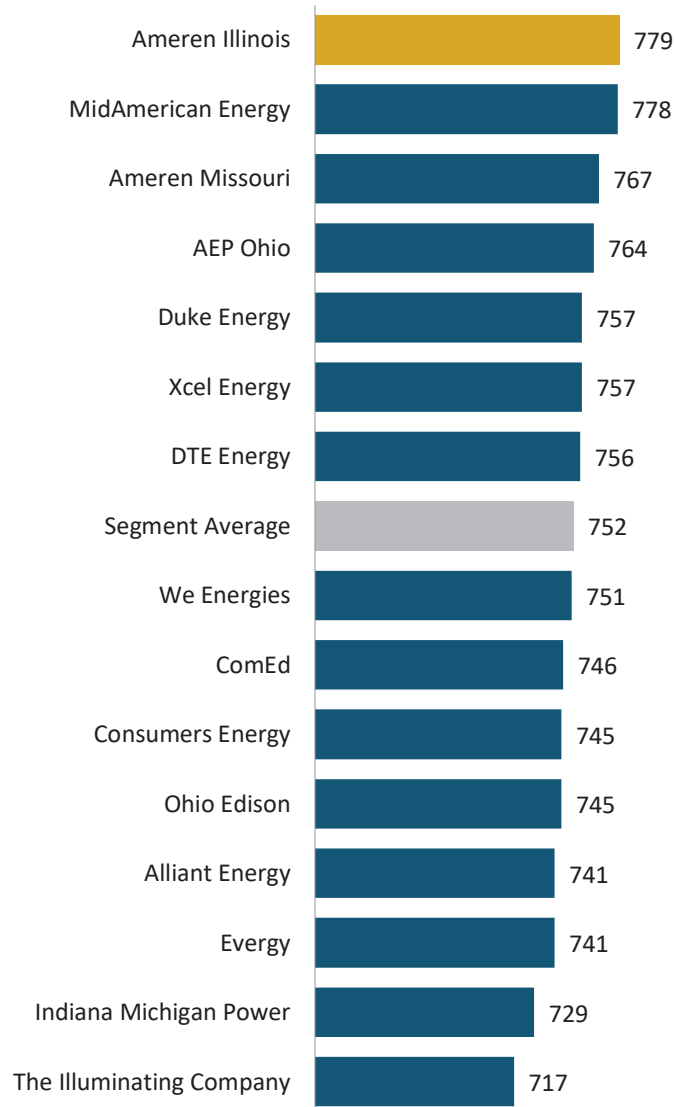
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Large Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

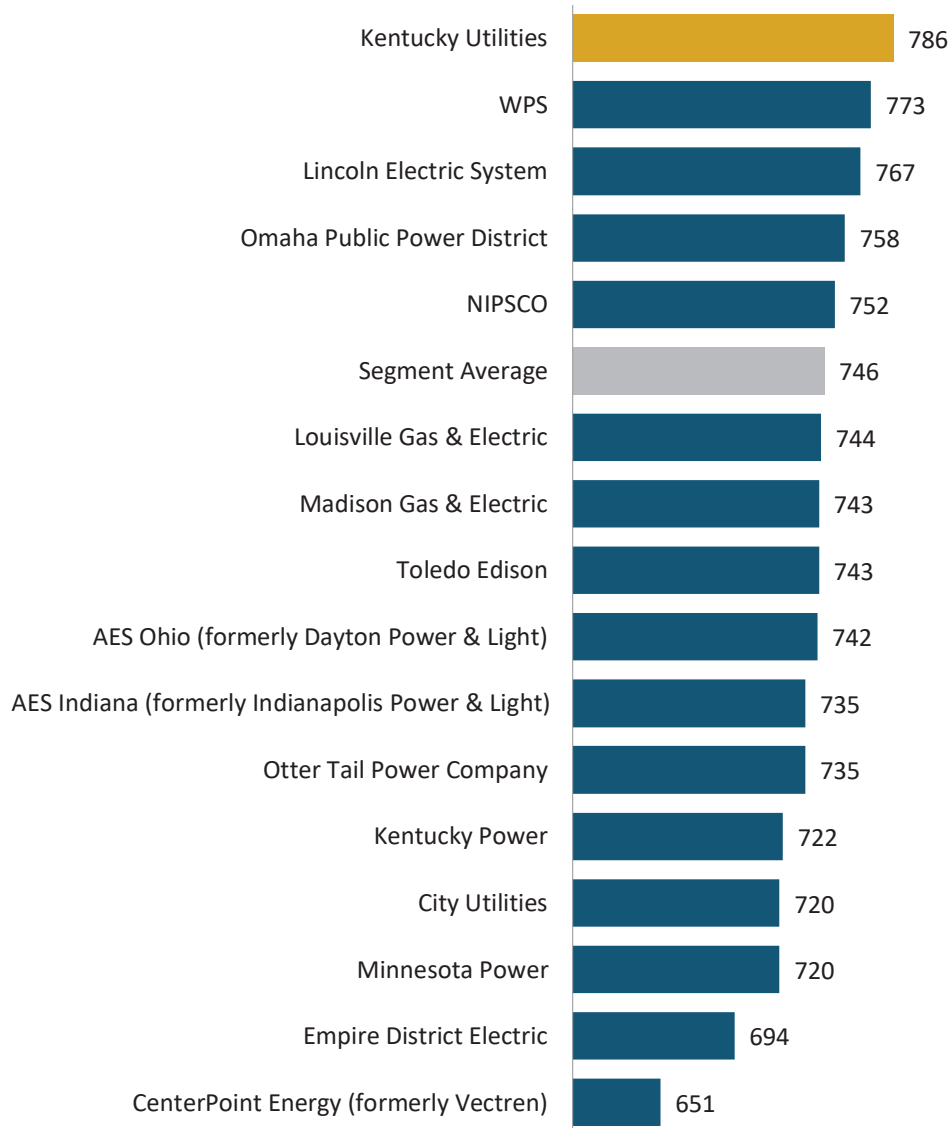
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

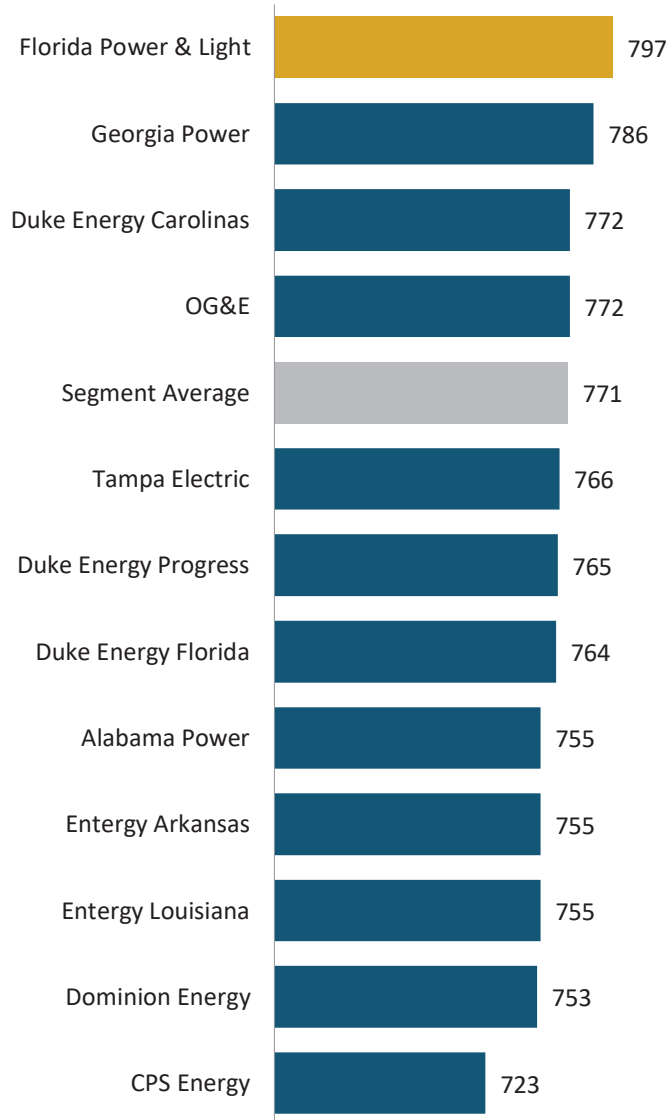
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Large Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

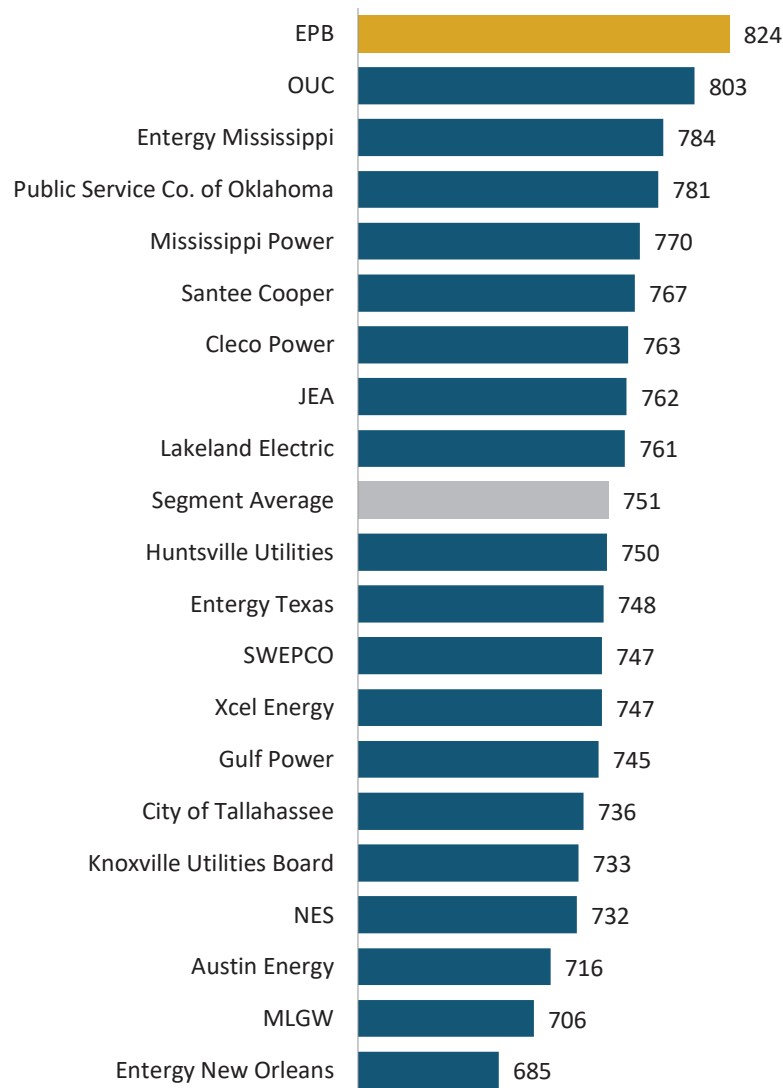
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

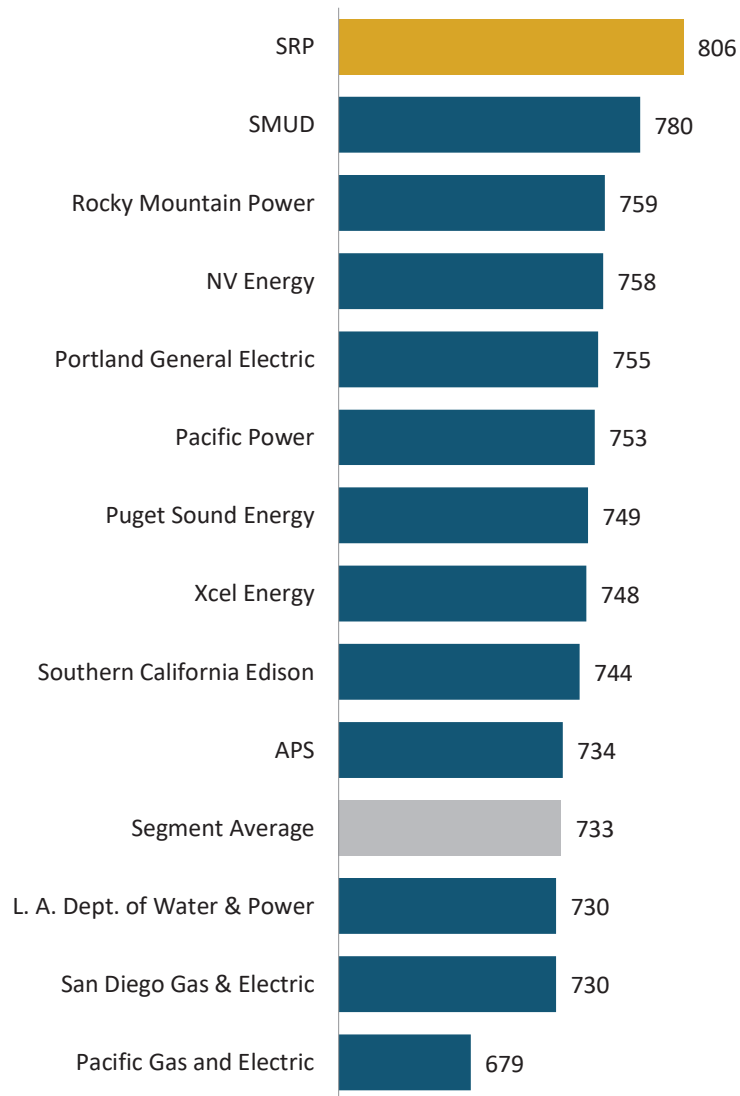
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

West Region: Large Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

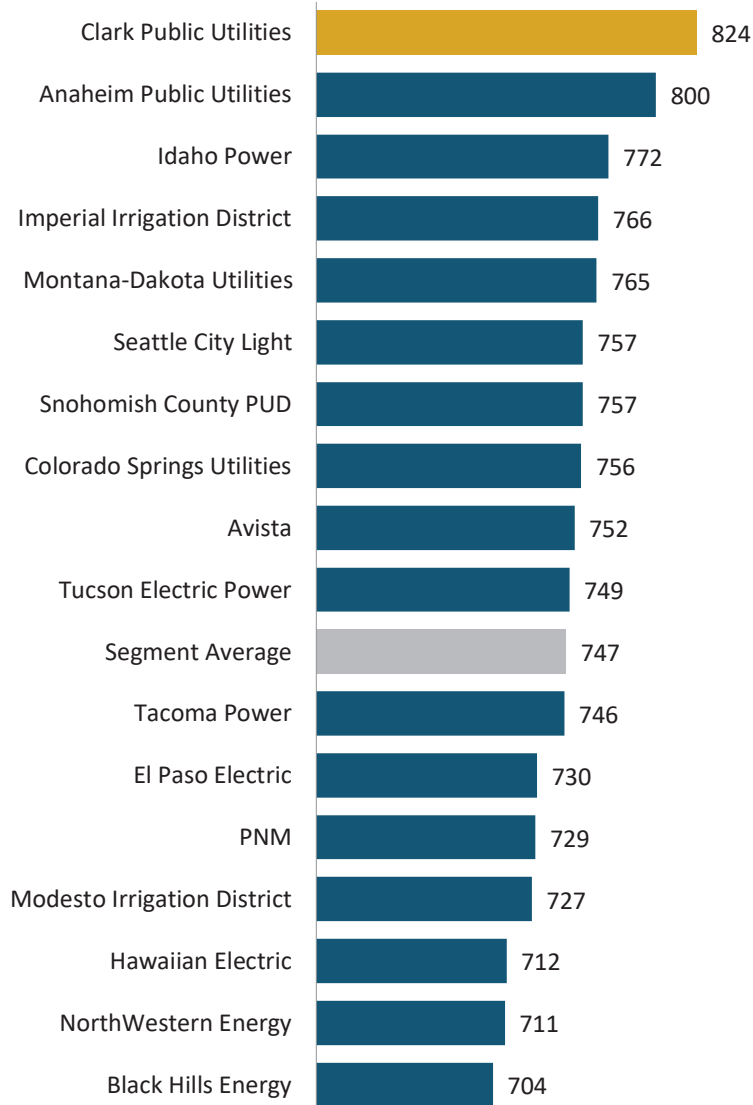
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

West Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

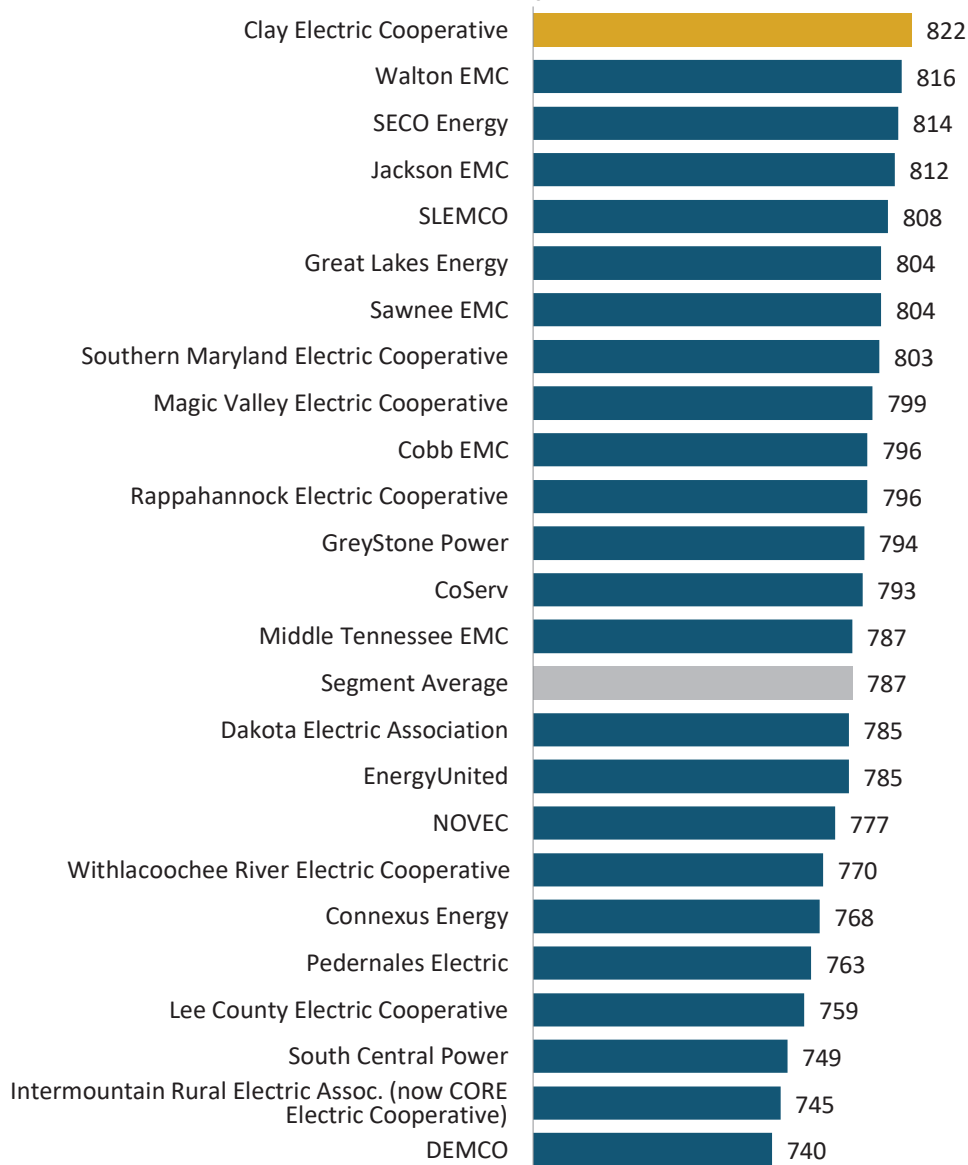
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Cooperatives



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