



Press Release

J.D. Power and Associates Reports: Satisfaction with Electric Utility Companies Increases Despite Volatile Energy Prices and Sluggish Economy

Alternative Payment Options and Customer Care Help Drive Industry Improvement for Electric Utility Companies

WESTLAKE VILLAGE, Calif.: 17 July 2008 — Overall satisfaction with electric utility companies has increased in 2008, marking the first time since 2005 that the industry has improved, according to the J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM released today.

The study measures [customer satisfaction with electric utility companies](#) by examining six key factors: power quality and reliability; price; billing and payment; corporate citizenship; communications; and customer service.

The study finds that customer satisfaction with utility companies in 2008 is 614 points on a 1,000-point scale—up 8 points from 2007. The increase is primarily driven by improvements in the customer service, and billing and payment factors. Customers are increasingly using alternative payment methods—such as automatic deductions from bank accounts and online payments—which yield higher satisfaction scores, on average, compared with traditional mailing methods.

Additionally, the study finds that the average monthly bill amount for residential utility customers has remained somewhat flat since 2007, increasing by only 2 percent in 2008 to an average of \$138.

“Stability in pricing may also play a role in increased satisfaction across the industry, in addition to customer service and billing and payment improvements,” said Alan Destribats, vice president of the energy and utility practice at J.D. Power and Associates. “With consumers already dealing with high gasoline prices and other concerns about the economy, utility customers may simply be relieved that their utility costs have not yet been impacted as dramatically.”

The study ranks large and midsize utility companies in four geographic regions: East, Midwest, South and West. Companies in the midsize utility segments serve between 125,000 and 499,999 residential customers, while companies in the large utility segment serve 500,000 or more residential customers.

East Region

Among [large utilities in the East region](#), Central Maine Power ranks highest. Following in the segment rankings are PPL Electric Utilities, and Public Service Electric and Gas, respectively.

In the [East Region midsize utility segment](#), Southern Maryland Electric Cooperative ranks highest, followed by Public Service of New Hampshire and Atlantic City Electric, respectively.

Midwest Region

MidAmerican Energy leads among [large utility companies in the Midwest region](#). We Energies follows MidAmerican Energy, while Xcel Energy-Midwest ranks third in the segment.

Omaha Public Power District ranks highest among [midsize utility companies in the Midwest](#). Louisville Gas & Electric follows Omaha Public Power District in the segment, while Kentucky Utilities closely follows Louisville Gas & Electric to rank third.

South Region

Among [large utility companies in the South region](#), Alabama Power ranks highest. CPS Energy and Progress Energy Carolinas, respectively, closely follow Alabama Power.

Jackson EMC ranks highest among [midsize utility companies in the South region](#), followed by Santee Cooper and Clay Electric Cooperative, respectively.

West Region

Salt River Project ranks highest in the [West region large utility segment](#), followed by Sacramento Municipal Utility District. Portland General Electric ranks third in the segment.

Clark Public Utilities leads among [midsize utility companies in the West region](#), followed by Colorado Springs Utilities and Tacoma Power, respectively

The 2008 Electric Utility Residential Customer Satisfaction Study is based on responses from 35,588 online interviews conducted from March through May 2008 among residential customers of the 120 largest electric utility brands across the United States. For more information on electric utility ratings, please visit [JDPower.com](#)

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](#). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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Media Relations Contacts:

Jeff Perlman
Brandware Public Relations
Agoura Hills, Calif.
(818) 706-1915
jperlman@brandwaregroup.com

Syvetril Perryman
J.D. Power and Associates
Westlake Village, Calif.
(805) 418-8103
syvetril.perryman@jdpa.com

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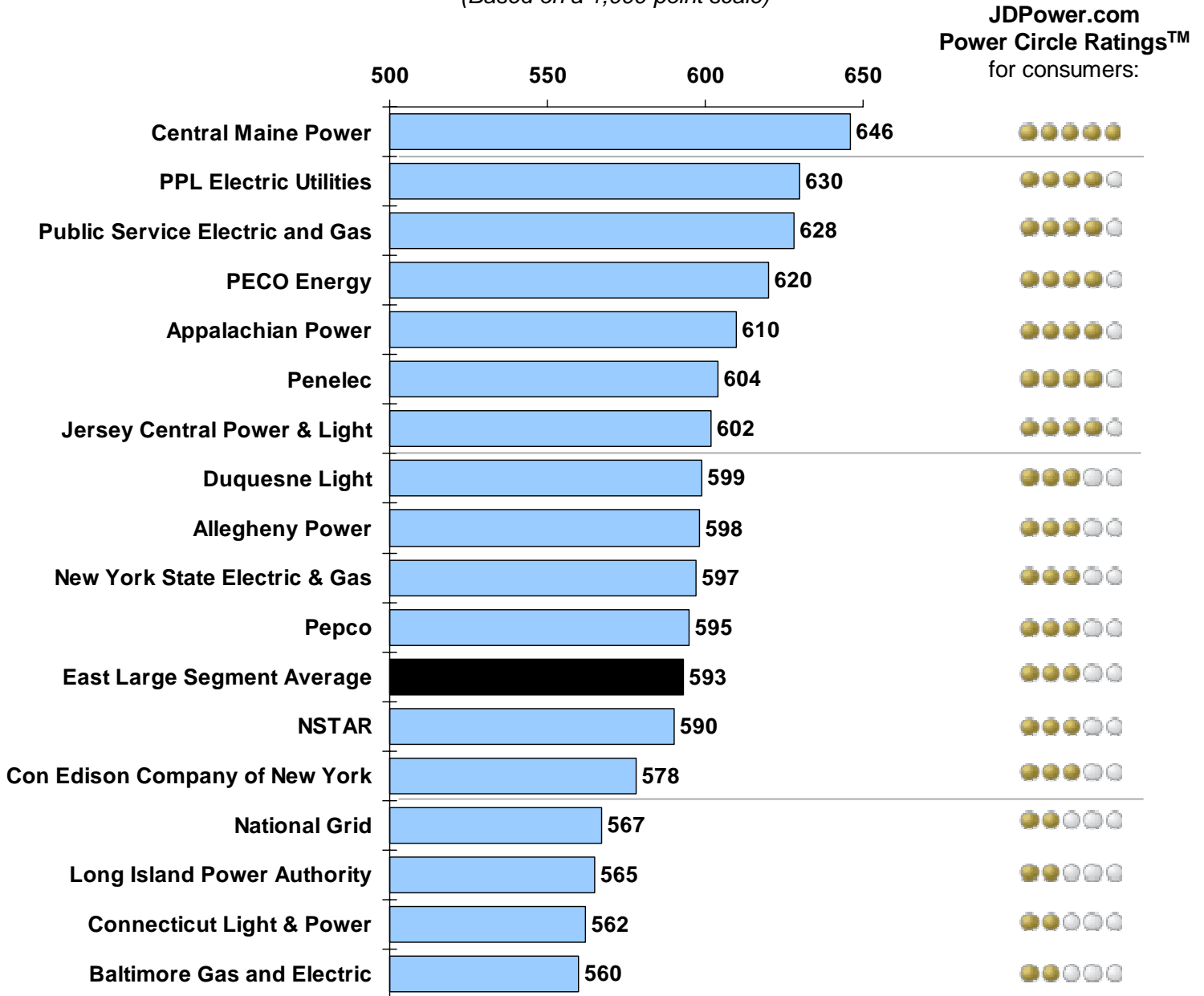
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NOTE: Eight charts follow.

J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

Customer Satisfaction Index Ranking East Region: Large Segment (Based on a 1,000-point scale)



Power Circle Ratings Legend

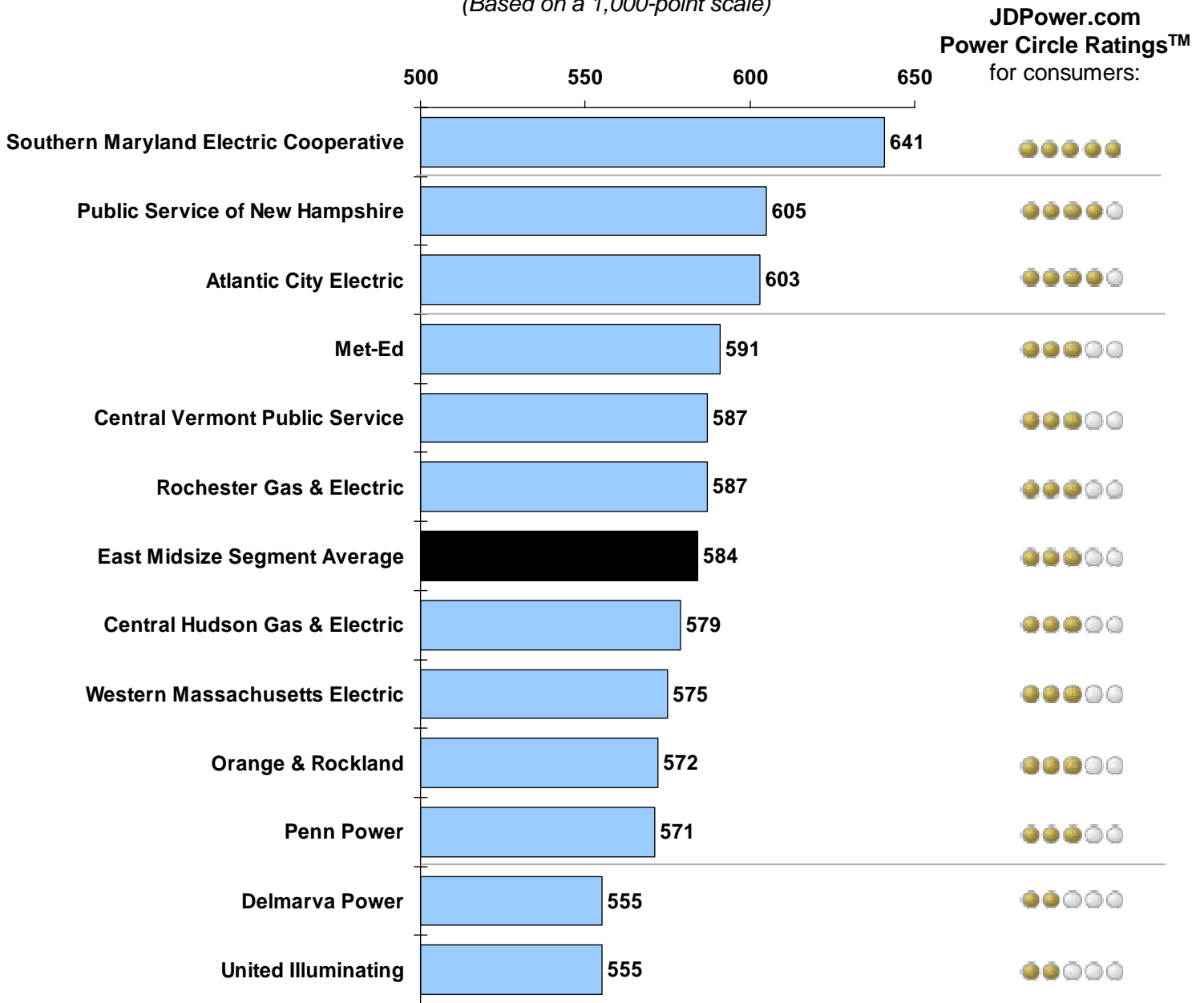
- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

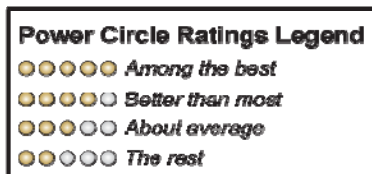
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J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

Customer Satisfaction Index Ranking East Region: Midsize Segment (Based on a 1,000-point scale)



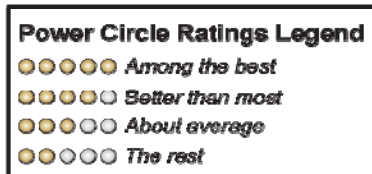
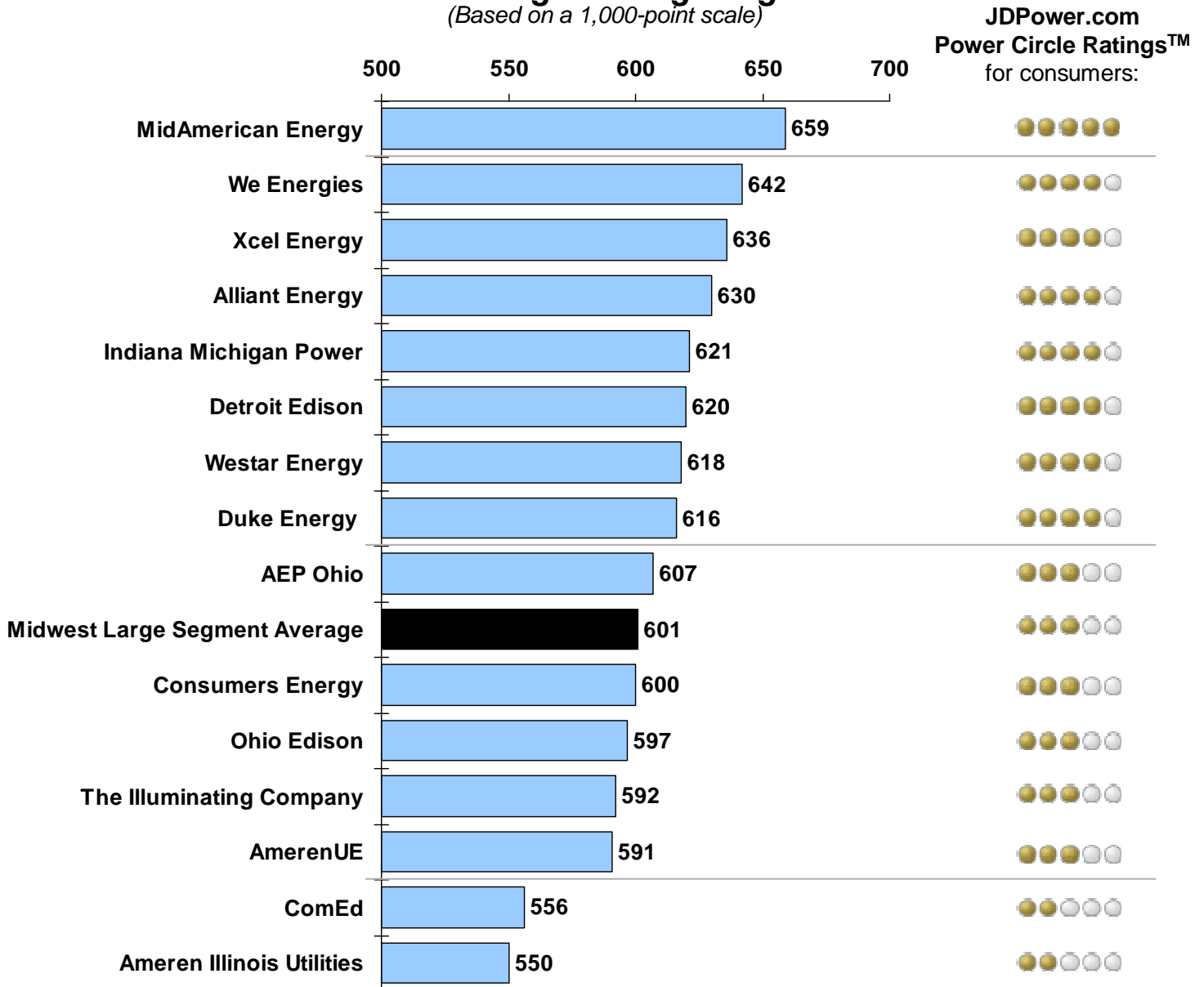
Source: J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM



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J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

Customer Satisfaction Index Ranking Midwest Region: Large Segment (Based on a 1,000-point scale)

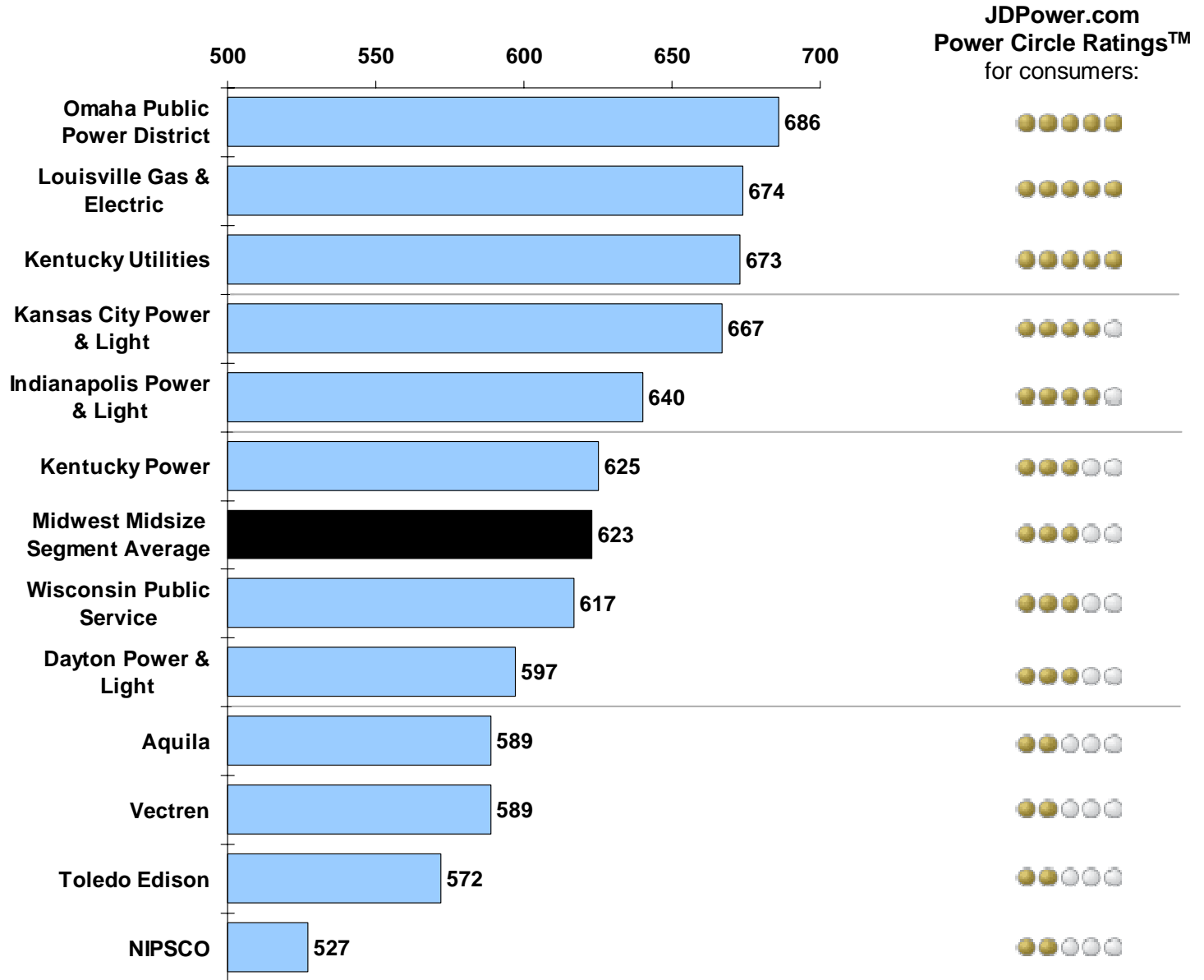


Source: J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

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J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

Customer Satisfaction Index Ranking Midwest Region: Midsize Segment (Based on a 1,000-point scale)



Source: J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

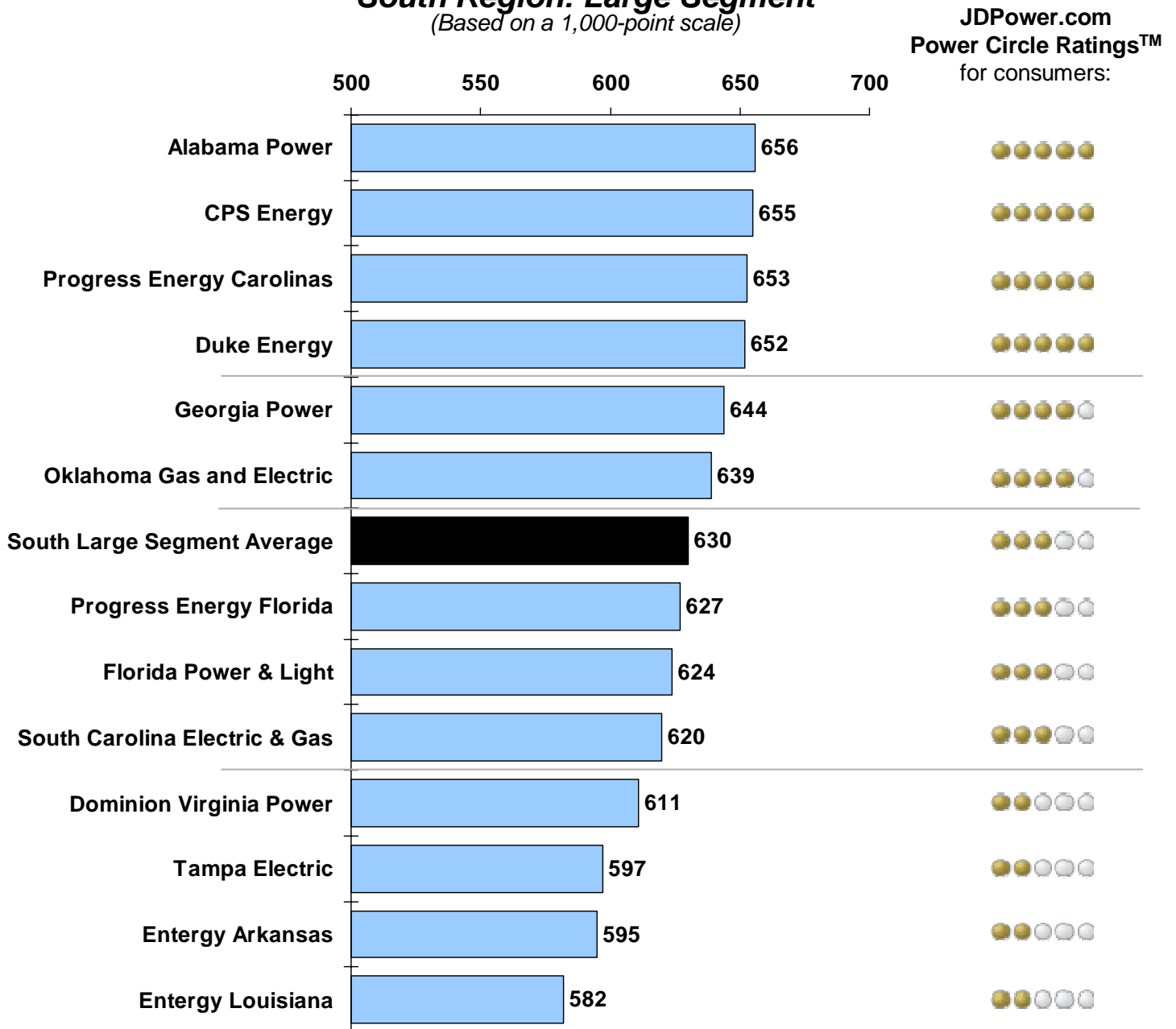
Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

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J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

Customer Satisfaction Index Ranking South Region: Large Segment (Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

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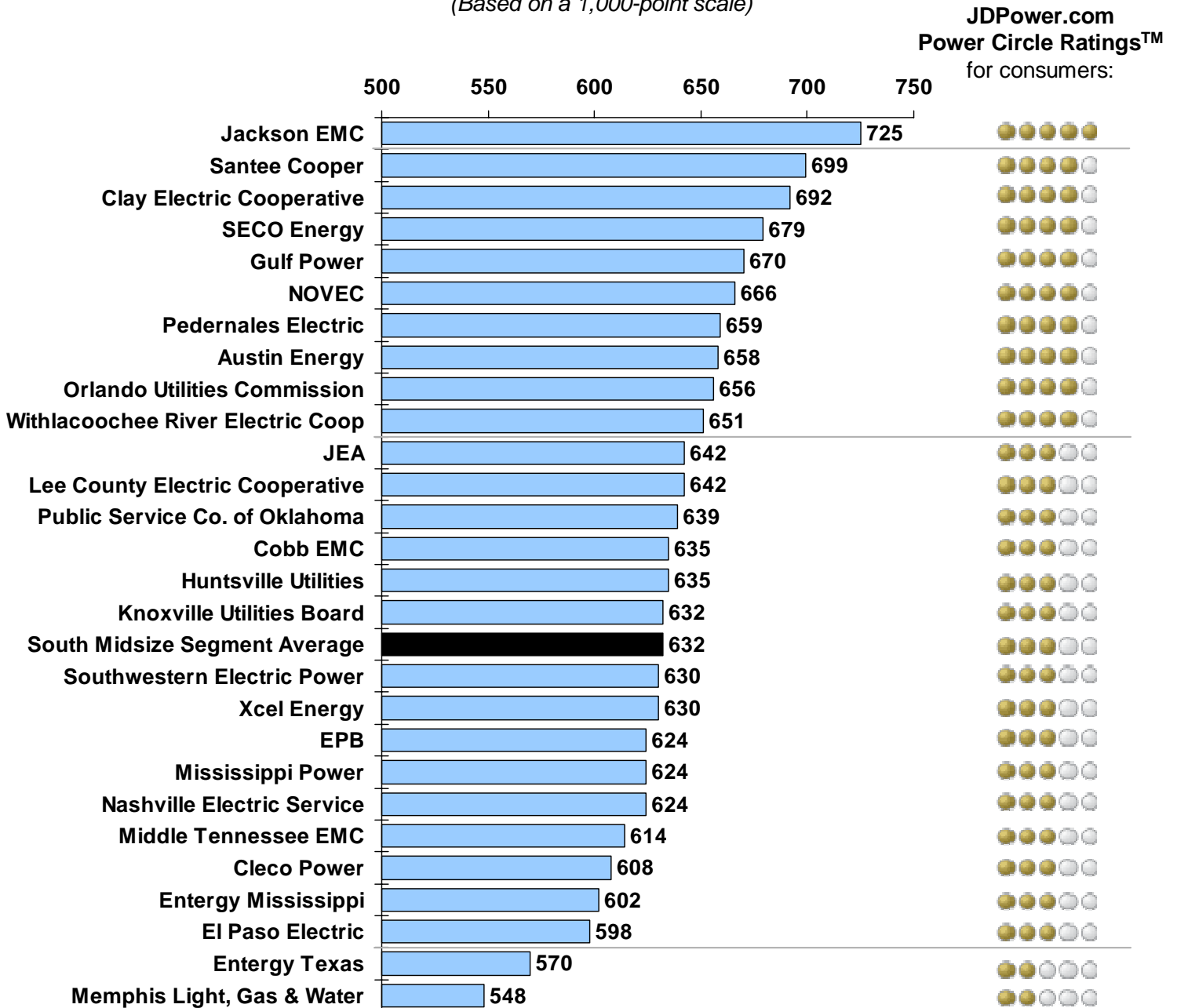
J.D. Power and Associates

2008 Electric Utility Residential Customer Satisfaction StudySM

Customer Satisfaction Index Ranking

South Region: Midsize Segment

(Based on a 1,000-point scale)



Power Circle Ratings Legend

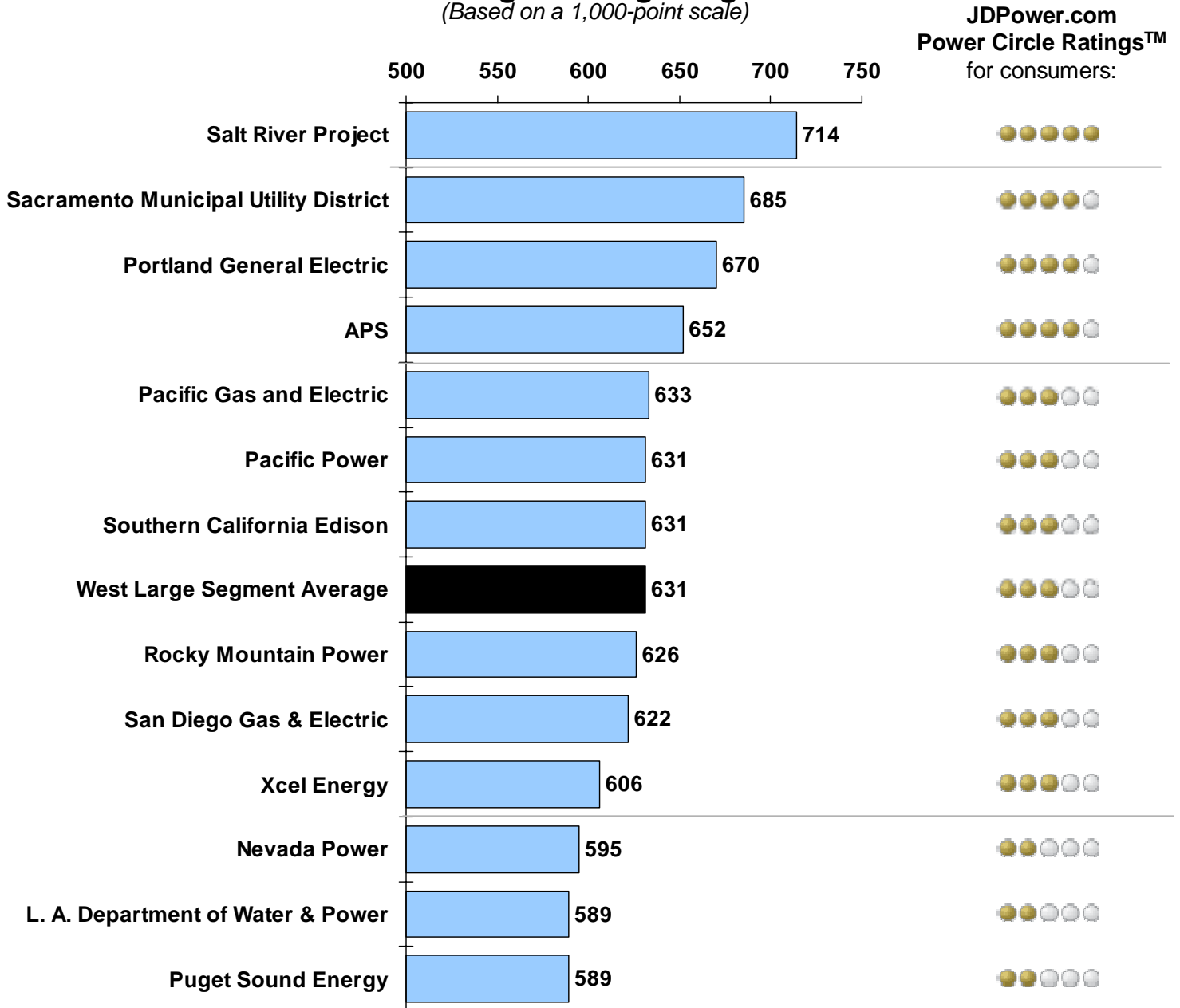
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J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

Customer Satisfaction Index Ranking West Region: Large Segment (Based on a 1,000-point scale)



Power Circle Ratings Legend

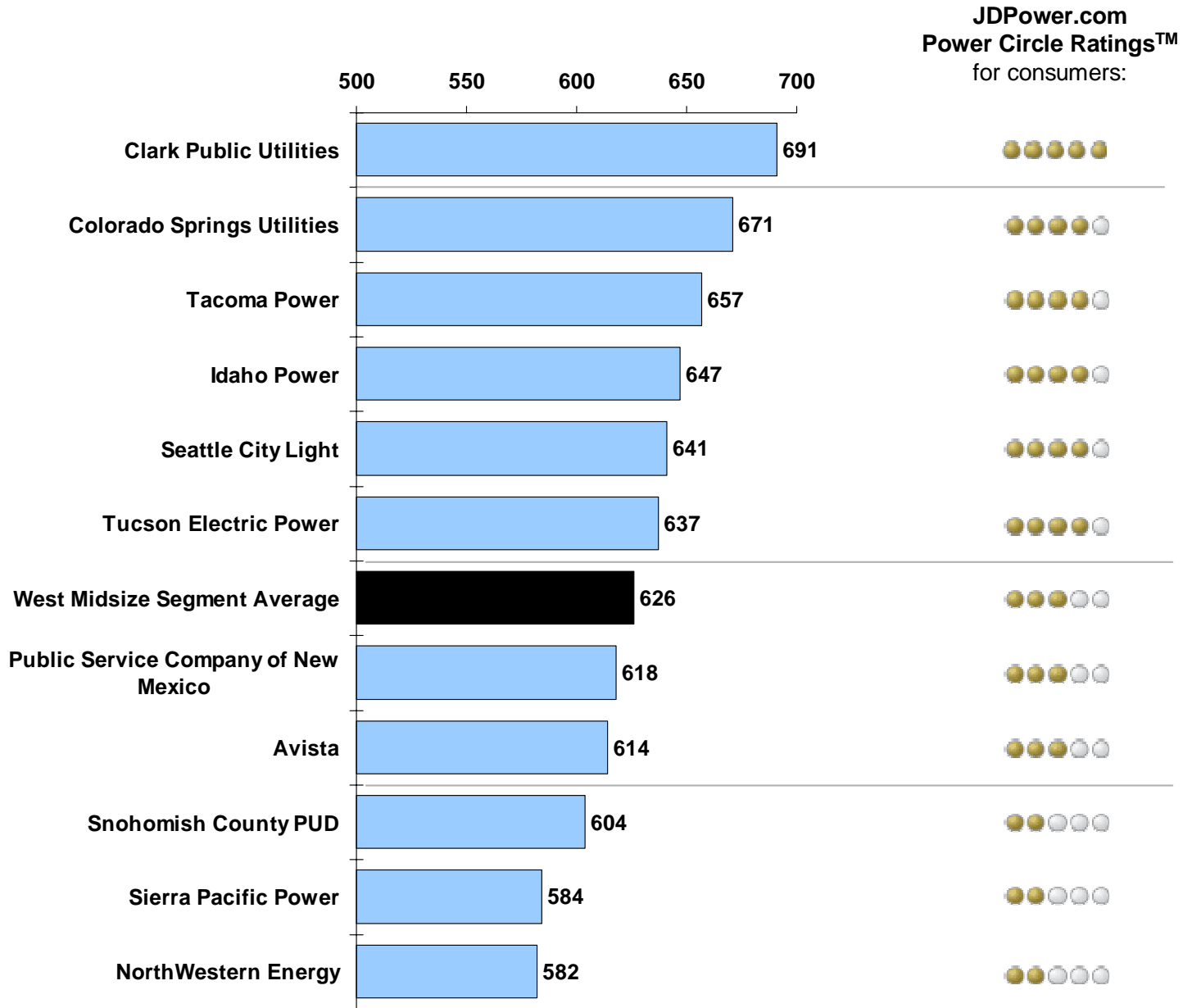
- Among the best
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- The rest

Source: J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

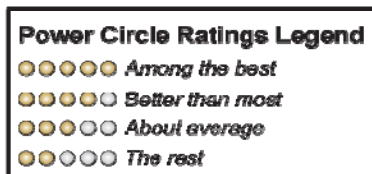
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J.D. Power and Associates 2008 Electric Utility Residential Customer Satisfaction StudySM

Customer Satisfaction Index Ranking West Region: Midsize Segment (Based on a 1,000-point scale)



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