

ACSI® Energy Utilities Study 2025



American Customer Satisfaction Index

March 25, 2025



Customer Satisfaction With Utilities Falls Slightly Despite Maintaining Strong Reliability Scores

Energy utility companies continue to face a myriad of competing priorities including extraordinary increases in demand, much needed strengthening of infrastructure, cybersecurity concerns, investment in clean energy options, providing affordable rates for customers, and maintaining customer satisfaction. This year's study results show that so far the energy utility industry has successfully managed to balance these priorities while minimizing any negative effects on residential customer satisfaction. For some, this success is a result of leveraging AI technology for things like predictive maintenance, energy consumption forecasting, optimizing smart grids, customer service and engagement automation, renewable energy integration, and fraud detection. These applications help energy utility companies operate more efficiently, reduce costs, and provide better service to customers.

This year's study results show that service reliability remains strong as does call center and website satisfaction. However, performance related to some other customer touchpoints shows slight erosion with the largest backslide occurring in supporting green programs that impact the environment.

ENERGY UTILITIES

74 ▼ -1%

COOPERATIVE

76 ▼ -3%

MUNICIPAL

75 ◀▶ 0%

INVESTOR-OWNED

74 ◀▶ 0%

For the first time, the *ACSI Energy Utilities Study* provides a more nuanced view of the industry through regional rankings of residential customer satisfaction. This additional detail provides more specific and meaningful benchmarking opportunities for utility companies located in similar regions of the country.

ACSI results are based on surveys conducted over a 12-month period ending in December 2024. ACSI scores are reported on a 0 to 100 scale.

Key Takeaways

ENERGY UTILITIES

- Residential customer satisfaction with energy utilities declines 1% to an ACSI score of 74 following a sharp gain a year ago. Nevertheless, satisfaction remains above the four-year stalemate of 72 reported from 2020 through 2023.
- Salt River Project takes the overall leadership position with a score of 81 that is 9% higher than the industry average. The utility receives particularly strong marks relative to the industry for staff courtesy, green programs, local community involvement, and providing energy-saving ideas.
- Entergy moves up from last place in the overall ranking to a score of 74 with an impressive 10% improvement amid the company's embrace of AI capabilities.
- Among other gainers in the industry, four energy utilities improve customer satisfaction by 3% or more compared to last year, while seven utilities move in the opposing direction by 3% or more, including PG&E, tumbling 8% to return to last place following strong progress a year ago.
- The ACSI score for energy utility cooperatives drops 3% to 76, remaining slightly higher relative to the scores for municipal (75) and investor-owned (74) utilities—both unchanged compared to last year.
- U.S. regional leaders for residential customer satisfaction are UGI Utilities (Northeast), Spire and Wisconsin Public Service (Midwest), Louisville Gas and Electric Company (South), and Salt River Project (West).

Study Findings

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks for the energy utilities industry, including cooperative, investor-owned, and municipal utilities. The study also includes regional customer satisfaction benchmarks representing individual operating energy utility brands and segments of utility holding companies that operate within specific regions of the United States. In addition, the ACSI captures consumer opinions about critical elements of the customer experience, tailored specifically to the industry.

ENERGY UTILITIES

Historically, the ACSI has ranked a variety of the largest energy utility holding companies as well as some of the largest individual operating companies across the United States. Only those utilities that meet the established criteria for reporting have been included in this study (over 100 completed surveys). The companies included each year have changed somewhat over time based on the number of completed surveys received annually.

Residential customer satisfaction with energy utilities slips slightly in 2025, down 1% from 75 to 74, fueled by declines in 13 utility brands. From 2020 to 2023, customer satisfaction remained flat at 72 for four straight years. This year, individual ACSI scores range from 66 to 81, suggesting notable variation in customer satisfaction among U.S. utility companies. When comparing the top-ranked utilities to those at the bottom, several disparities are evident. In addition to performing below average in service reliability, the lower-end performers have underperforming call centers, are less diligent in providing their customers with energy-saving ideas, and tend to have above-average complaint rates. While one of the top performers has an above-average complaint rate as well, its performance for complaint handling is notably above average.

AMERICAN CUSTOMER SATISFACTION INDEX:

ENERGY UTILITIES

0-100 Scale

Energy Utilities	75	74	-1%
Salt River Project	NA	81	NA
Ameren*	75	77	3%
Atmos Energy	80	77	-4%
NextEra Energy*	77	77	0%
ONE Gas*	NA	77	NA
Public Service Enterprise Group*	74	77	4%
AES*	NA	76	NA
All Others	75	76	1%
Consolidated Edison*	76	76	0%
Dominion Energy*	77	76	-1%
Southern Company*	77	76	-1%
WEC Energy Group*	74	76	3%
Xcel Energy*	75	76	1%
Duke Energy	77	75	-3%
Exelon*	75	75	0%
NiSource*	73	75	3%
PPL*	74	75	1%
Berkshire Hathaway Energy*	77	74	-4%
CenterPoint Energy*	75	74	-1%
CPS Energy	73	74	1%
Entergy	67	74	10%
Sempra*	75	74	-1%
CMS Energy	72	73	1%
National Grid	75	73	-3%
FirstEnergy*	72	72	0%
American Electric Power*	72	71	-1%
Los Angeles Department of Water and Power	73	71	-3%
DTE Energy	71	70	-1%
Avangrid*	NA	69	NA
Southern California Edison (Edison International)	71	69	-3%
Eversource	68	68	0%
PG&E	72	66	-8%

* Represents rolled up scores for the respective holding company.

** The overall ACSI ranking is based on the scores of utilities within some of the largest utility holding companies and operating utilities in country.

NA = Not Available

Source: ACSI Energy Utilities Study 2025.

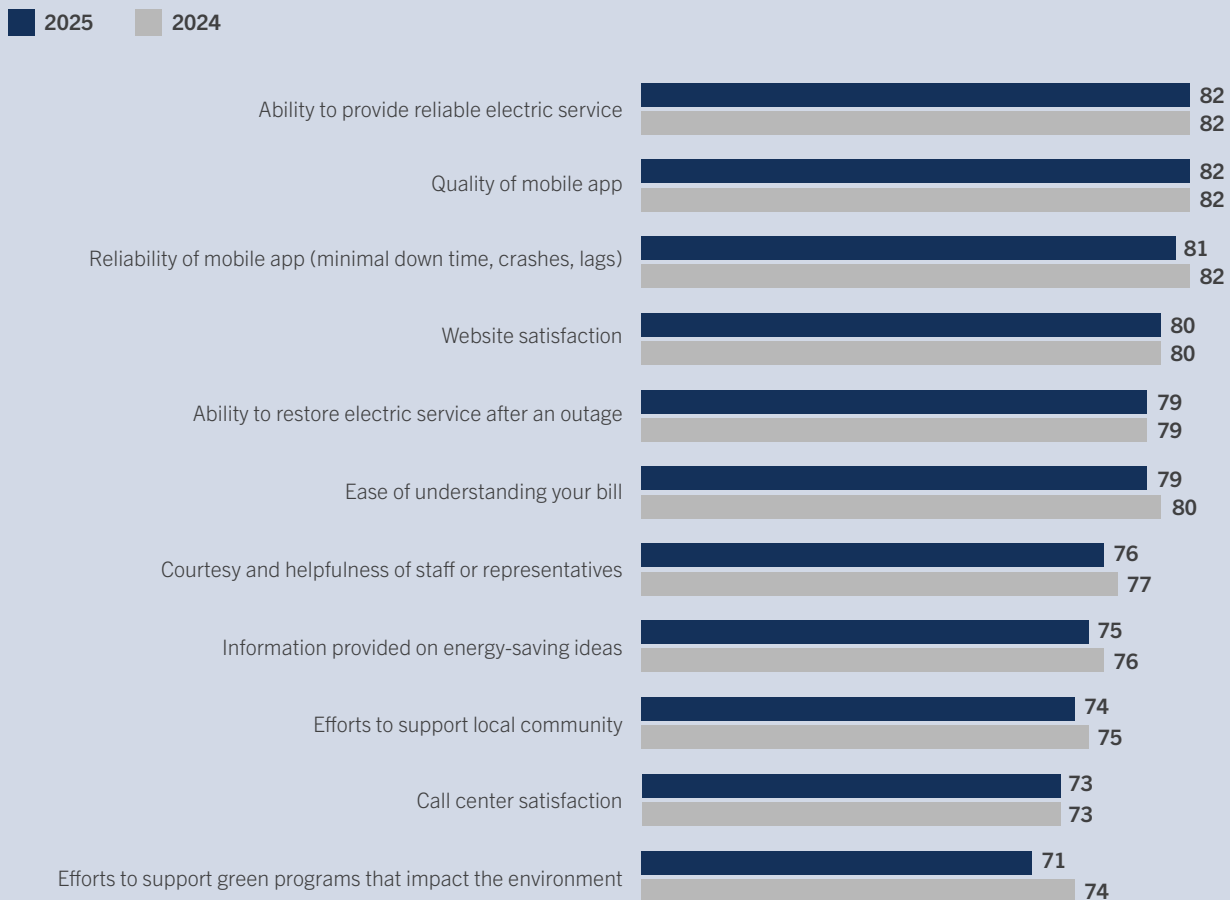
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Salt River Project (SRP) shows a commanding lead in the overall industry ranking with an ACSI score of 81. Relative to the industry, SRP excels across many aspects of the customer experience, including staff courtesy and helpfulness, supporting green programs that impact the environment, local community involvement, and providing customers with energy-saving ideas. The biggest gainer in the industry is Entergy, which moves out of last place at 67 by surging 10% to match the industry average at 74. Entergy is among the utility companies that have embraced AI to support efforts to deliver efficient, high-quality services to their customers and this appears to have made a difference.

Other utilities showing improvements of 3% or more compared to last year include Ameren (+3% to 77), Public Service Enterprise Group (+4% to 77), WEC Energy Group (+3% to 76), and NiSource (+3% to 75). Moving in the opposing direction, seven utilities suffer declines of 3% or more with the biggest drop occurring for PG&E. After showing notable upward progress one year ago, PG&E now tumbles 8% to 66, placing the utility back into last place. Despite this slide, PG&E's score remains higher than it had been from 2020-2023.

AMERICAN CUSTOMER SATISFACTION INDEX:
ENERGY UTILITIES
 Customer Experience Benchmarks Year-Over-Year Industry Trends
 0-100 Scale



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While many of the customer experience benchmarks for the industry remain steady from last year, including those pertaining to service reliability, some reflect changes that suggest energy utilities may be struggling to meet customer expectations in other areas that drive customer satisfaction. Most notably, the score for efforts to support green programs retreats by 4% to 71.

AMERICAN CUSTOMER SATISFACTION INDEX:

ENERGY UTILITIES

0-100 Scale

COMPANY	2024 ACSI	2025 ACSI	% CHANGE
Energy Utilities	75	74	-1%
Cooperative Utilities	78	76	-3%
Municipal Utilities	75	75	0%
Investor-Owned Utilities	74	74	0%

Source: ACSI Energy Utilities Study 2025.

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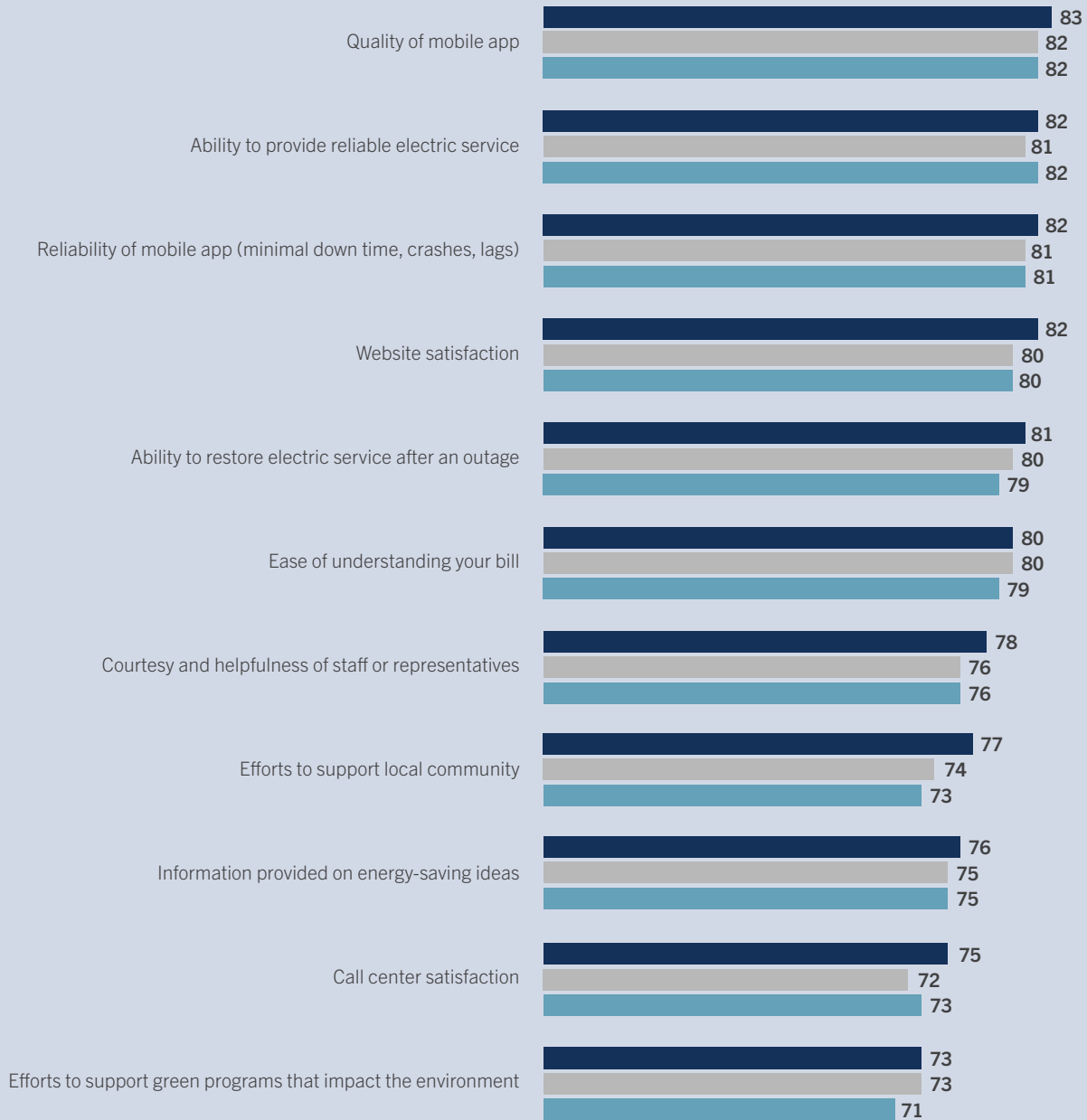
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The ACSI also measures residential customer satisfaction across three types of energy utilities: cooperative, investor-owned, and municipal. Cooperative energy utilities lose ground in 2025, down 3% year over year to an ACSI score of 76. This places the category just a point ahead of municipal utilities (unchanged at 75). Customer satisfaction with investor-owned utilities remains stable as well at 74.

AMERICAN CUSTOMER SATISFACTION INDEX:
ENERGY UTILITIES
2025 Customer Experience Benchmarks by Category

0-100 Scale

■ Cooperative ■ Municipal ■ Investor-Owned



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The customer experience benchmarks by category provide some insight into the relative strengths of the different types of energy utilities. Consistent with their higher ACSI score, cooperatives outperform municipal and investor-owned utilities across most of the customer experience, showing the strongest advantage for efforts to support their local communities.

Customer Satisfaction by Region

For the first time, this study includes customer satisfaction benchmarks divided into four regions of the United States (Northeast, Midwest, South, and West). Unlike the overall energy utility results that include utility holding company scores representing the aggregate for all operating utilities owned by each holding company, the regional rankings focus on the operating utility brands. The service territories for some holding companies and/or operating utilities reside in several U.S. regions. Utilities qualify to be included in any region where 100 or more surveys were collected. Utility brand scores may differ from region to region based on the survey responses received.

AMERICAN CUSTOMER SATISFACTION INDEX:

ENERGY UTILITIES

Customer Satisfaction by Region: Northeast*

0-100 Scale

COMPANY	REGIONAL ACSI
NORTHEAST	
UGI Utilities (UGI Corporation)	80
National Fuel Gas Distribution Company (National Fuel Gas Company)	78
Public Service Electric & Gas Company (Public Service Enterprise Group)	78
New Jersey Natural Gas (New Jersey Resources)	77
PECO (Exelon Corporation)	77
Con Edison (Consolidated Edison)	76
Columbia Gas (NiSource)	75
PPL Electric Utilities (PPL Corporation)	75
Orange & Rockland Utilities (Consolidated Edison)	74
National Grid USA (National Grid)	73
Rochester Gas and Electric (Avangrid)	72
Central Hudson Gas & Electric (Fortis Inc.)	71
New York State Electric & Gas (Avangrid)	69
Eversource (Eversource)	68
Jersey Central Power & Light (FirstEnergy Corp.)	68

*Regional rankings include individual operating utility brands as well as segments of energy utility holding companies that operate within each specific region.

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Energy Utilities: Northeast

Among the energy utilities ranked in the Northeast region, UGI Utilities, a natural gas and electric utility headquartered in Denver, Pennsylvania, takes top honors with an ACSI score of 80. UGI has one of the lowest complaint rates in the industry. In the coming year, UGI will be faced with the challenge of maintaining their segment-leading ACSI score while raising rates to cover system updates announced to take effect in early 2025.

There is a 12-point spread in the scores for utilities operating in the Northeast. Eight of these utilities exceed the energy utilities industry average of 74 while six fall below average.

AMERICAN CUSTOMER SATISFACTION INDEX:

ENERGY UTILITIES

Customer Satisfaction by Region: Midwest*

0-100 Scale

COMPANY	
MIDWEST	
Spire (Spire)	80
Wisconsin Public Service (WEC Energy Group)	80
Xcel Energy (Xcel Energy)	79
Exelon (Exelon Corporation)	78
Nicor Gas (Southern Company)	78
NIPSCO (NiSource)	78
Ohio Edison (FirstEnergy Corp.)	78
ComEd (Exelon Corporation)	77
Kansas Gas Service (ONE Gas)	77
MidAmerican Energy Company (Berkshire Hathaway Energy)	77
Ameren (Ameren Corporation)	76
Evergy (Evergy)	76
Peoples Gas (WEC Energy Group)	76
Alliant Energy (Alliant Energy Corporation)	75
Ameren Illinois (Ameren Corporation)	75
CenterPoint Energy (CenterPoint Energy)	75
Columbia Gas (NiSource)	75
Dominion Energy (Dominion Energy)	75
We Energies (WEC Energy Group)	74
AEP Ohio (American Electric Power)	73
Consumers Energy (CMS Energy Corporation)	73
Duke Energy (Duke Energy Corporation)	73
DTE Energy (DTE Energy)	70

*Regional rankings include individual operating utility brands as well as segments of energy utility holding companies that operate within each specific region.

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Energy Utilities: Midwest

Two utilities share the top spot in the Midwest region with ACSI scores of 80: Spire, a natural gas company headquartered in St. Louis, Missouri, and Wisconsin Public Service, a provider of electricity and natural gas headquartered in Green Bay, Wisconsin. Spire stands out for its very low customer complaint percentage while Wisconsin Public Service achieves particularly impressive scores for service reliability and complaint handling. Wisconsin Public Service also receives a high mark for website satisfaction.

In the Midwest region, there is a 10-point difference between the highest- and lowest-scoring utilities. Eighteen Midwest utilities outperform the industry average (74) while only four fall below average.

ENERGY UTILITIES

Customer Satisfaction by Region: South*

0-100 Scale

COMPANY	REGIONAL ACSI
SOUTH	
Louisville Gas and Electric Company (PPL Corporation)	80
Florida Power & Light Company (NextEra Energy)	78
Oklahoma Natural Gas (ONE Gas)	78
Atmos Energy (Atmos Energy Corporation)	77
Dominion Energy (Dominion Energy)	76
Georgia Power (Southern Company)	76
Atlanta Gas Light (Southern Company)	75
Duke Energy (Duke Energy Corporation)	75
Tampa Electric (Emera)	75
Baltimore Gas and Electric Company (Exelon Corporation)	74
CPS Energy (Municipality)	74
Entergy (Entergy Corporation)	74
Kentucky Utilities Company (PPL Corporation)	74
Texas Gas Service (ONE Gas)	74
CenterPoint Energy (CenterPoint Energy)	73
Alabama Power (Southern Company)	72
Oncor Electric Delivery Company LLC (Sempra)	71
Delmarva Power (Exelon Corporation)	70
Oklahoma Gas and Electric Company (OGE Energy Corp.)	70
Appalachian Power (American Electric Power)	66

*Regional rankings include individual operating utility brands as well as segments of energy utility holding companies that operate within each specific region.

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Energy Utilities: South

In the South region, Louisville Gas and Electric Company (LG&E) leads with an ACSI score of 80. Serving customers in Louisville and 16 surrounding counties, LG&E stands out for their call center satisfaction and courtesy and helpfulness of staff compared to industry averages. LG&E recently announced that the company is preparing to support their first major data center electric customer. The center will be in Louisville and plans to support the power supply include a new LG&E switch station and a dedicated on-site substation.

In the South, there is a 14-point difference among energy utilities from top to bottom. Nine of these utilities surpass the industry average (74) while only six underperform. A cluster of five utilities match the industry average for customer satisfaction.

AMERICAN CUSTOMER SATISFACTION INDEX:
ENERGY UTILITIES
Customer Satisfaction by Region: West*
 0-100 Scale

COMPANY	REGIONAL ACSI
WEST	
Salt River Project (Municipality)	81
Avista (Avista Corporation)	80
Puget Sound Energy (Puget Holdings)	78
Southern California Gas Company (Sempra)	77
Southwest Gas Corporation (Southwest Gas Holdings)	77
Arizona Public Service (Pinnacle West Capital Corporation)	76
Dominion Energy (Dominion Energy)	74
Xcel Energy (Xcel Energy)	74
NV Energy (Berkshire Hathaway Energy)	73
San Diego Gas & Electric Company (Sempra)	72
Los Angeles Department of Water and Power (Municipality)	71
Southern California Edison (Edison International)	69
Pacific Gas and Electric Company (PG&E Corporation)	66

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Energy Utilities: West

Along with receiving the highest ACSI score across the industry overall, Salt River Project (81) tops the chart among energy utilities in the West region. Headquartered in Tempe, Arizona, SRP is among the few not-for-profit utilities included in the study. SRP's ACSI score exceeds overall customer satisfaction for municipal utilities by 8% and energy cooperatives by 7%. Ongoing support for initiatives like Light Up Navajo and SRP Touchdowns for Teachers, along with their dedication to offering scholarships for teachers and students and providing customers with energy-saving programs and rebates, are likely key factors in fostering strong customer relationships and ensuring high levels of customer satisfaction for SRP. In addition, the utility receives one of the top marks in the industry for service reliability, matching the high performance of Wisconsin Public Service in the Midwest region.

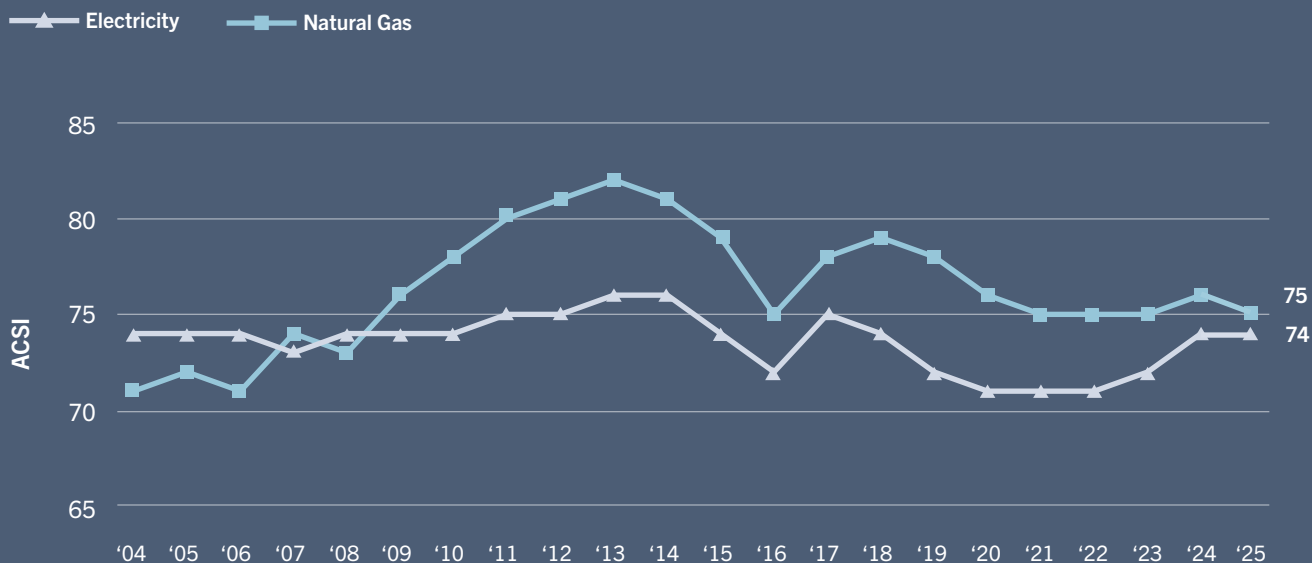
In the West, there is a 15-point customer satisfaction spread from top to bottom—the largest disparity across regions. Six utilities in the region surpass the industry average (74) while five fall below.

Electricity and Natural Gas Trends

As reported in the past, customer satisfaction ratings of natural gas utility companies continue to be higher compared to ratings of electric utilities; however, the gap between the two is smaller in 2025. A 1% decrease to 75 for natural gas utilities places the two service types closer together for satisfaction than they have been in more than 15 years.

AMERICAN CUSTOMER SATISFACTION INDEX: ELECTRICITY AND NATURAL GAS 2004-2025 Customer Satisfaction Trends*

0-100 Scale



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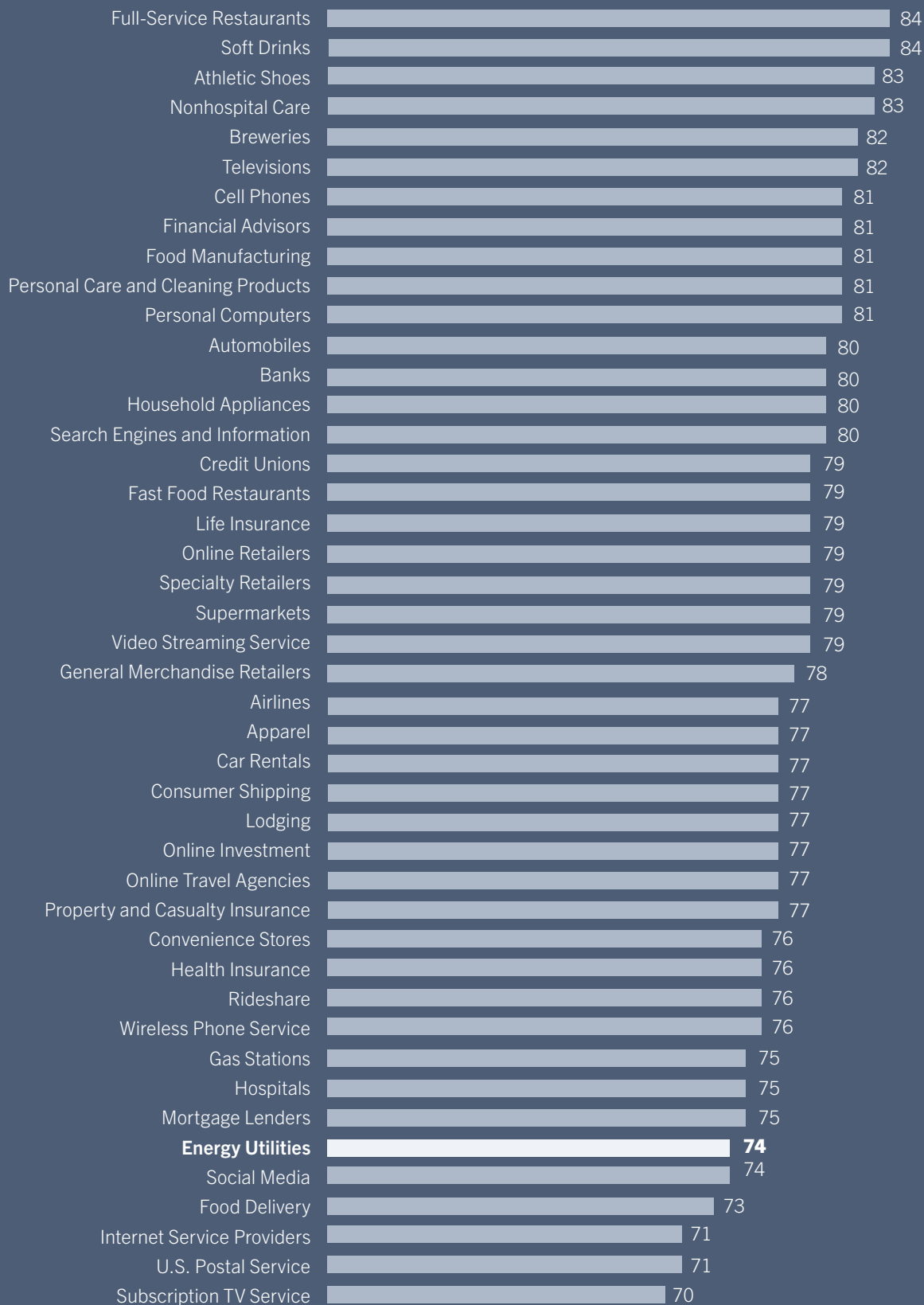
Industry Customer Satisfaction Benchmarks

The ACSI provides the opportunity for companies to benchmark not only within a particular industry but across all industries in the Index. Benchmarking across industries is crucial for understanding and improving customer satisfaction, as consumer expectations are shaped by a wide range of experiences. Customers do not evaluate service or product quality in isolation; instead, their expectations are set by the overall experiences they’ve had with various companies across industries. For example, a customer who has had a seamless experience with a tech company might expect similar efficiency from their wireless phone service, a hospitality brand, or their energy utility. By comparing performance across industries, businesses can gain insights into the broader customer expectations landscape and identify areas where they can elevate their own offerings to stay competitive.

Customer satisfaction benchmarks across the industries measured by the ACSI place energy utilities in the bottom quartile, suggesting that the industry overall has opportunities for improvement. Energy utility companies face unique challenges, including weather events and aging infrastructure. Severe weather like storms or heatwaves can cause power outages or service disruptions that are beyond a utility’s control but still affect customer satisfaction. Additionally, many energy utilities are dealing with old infrastructure that needs costly repairs or upgrades and regulation pressures, which makes it harder to provide consistent service. These challenges make it tough to meet customer expectations, but customers often don’t take these factors into account—they simply want their needs met quickly, efficiently, and at a fair price, regardless of the industry.

Customer Satisfaction Benchmarks by Industry

0-100 Scale



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Methodology

The *ACSI Energy Utilities Study 2025* is based on 36,766 completed surveys. Customers were chosen at random and contacted via email between January and December 2024. Customers are asked to evaluate their recent experiences with the largest energy utilities in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies.

ACSI survey data are used as inputs to the Index’s cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

About ACSI

The American Customer Satisfaction Index (ACSI®) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from roughly 200,000 responses annually as inputs to an econometric model for analyzing customer satisfaction with approximately 400 companies in about 40 industries and 10 economic sectors, including various services of federal and local government agencies. ACSI results are released throughout the year, with all measures reported on a scale of 0 to 100.

ACSI data have proven to be strongly related to several essential indicators of micro and macroeconomic performance. For example, firms with higher levels of customer satisfaction tend to have higher earnings and stock returns relative to competitors. Stock portfolios based on companies that show strong performance in ACSI deliver excess returns in up markets as well as down markets. At the macro level, customer satisfaction has been shown to be predictive of both consumer spending and GDP growth.

Contact Information

For more information regarding this study, the energy utilities industry, and how the ACSI can help your company harness the power of customer satisfaction to improve your bottom line, visit www.theacsi.org or contact:

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