

# 2025 State of the Utility Customer Survey findings report

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We know utilities.

December 18, 2025

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# The Utility Customer Research Consortium

The E Source Utility Customer Research Consortium is a blue-ribbon panel of executives working together to identify opportunities for improvement and innovation in customer service and care. Utility Customer Research Consortium members represent large energy utilities and leading vendors from across the US. The current membership represents over 70 million customers.

The consortium emphasizes peer-to-peer interaction and information sharing. The members meet annually to consider customer-facing challenges and opportunities and to plan the research agenda. In addition, they interact regularly through online “spotlight” calls to investigate emerging customer-facing issues and solutions. Finally, the Utility Customer Research Consortium is committed to working with members to conduct collaborative research and consumer surveys and developing other content to enrich the dialogue among members and to provide thought leadership in the utility sector.

The Utility Customer Research Consortium focuses on short-term tactical and operational challenges and develops a forward-looking strategic vision for future customer experience and engagement.

# Roster of members



# Possible subheadings for the 2025 report

- Affordability “Trumps” everything
- Utilities are from Venus, customers are from Mars
- The “yes but” of utility customer service
- The honey-utility-do list
- The side eye of trusting your utilities
- The good, bad, and ugly of utility customer strategy

# A tale of two utilities ...

Fans of Charles Dickens know how the rest of this goes: “It was the best of times, it the worst of times.” Based on the findings from the 2025 State of the Customer Survey, that’s an accurate depiction of the current state of utility customer strategy.

On one hand, utilities have maintained high marks from customers for customer service, trust, ease of doing business, and reliability in 2025. In fact, utilities are offering more options for payments, channels, and customer programs than ever before. We can view this a golden age for utilities—with high customer satisfaction paired with historic growth and profit in the industry.

But for every positive response in the survey, there’s a troubling sign or question. First and foremost, affordability is an existential question. Customer concerns over being able to stay current and out of debt frame every response in the survey. In turn, customers are starting to ask what’s driving these high costs, e.g., data centers, and what should be done politically to mitigate against impacts. This could get ugly quickly.

We are at a crossroads in the industry. But what’s certainly true is the current state is unsustainable, portending significant opportunities and challenges over the next five years.

# Research methodology

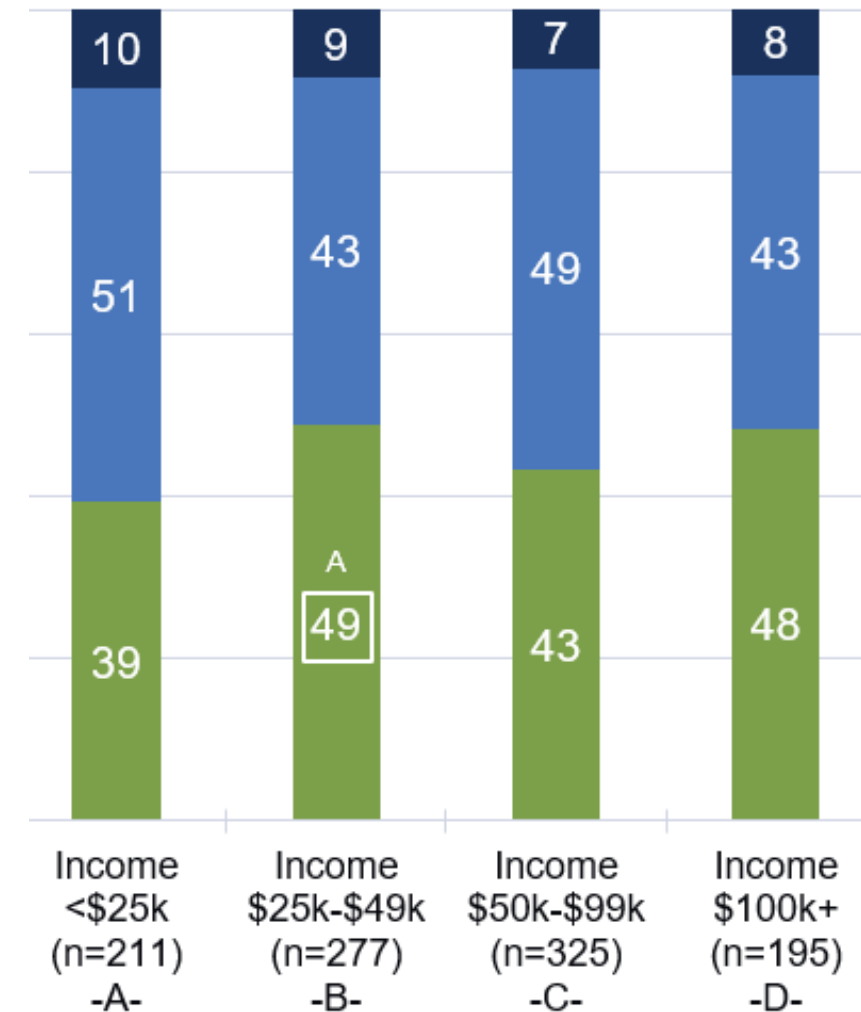
- The Russell Omnibus survey was conducted via the internet among 1,012 adults 18 years of age or older from October 17–21, 2025. Figures for gender, age, ethnicity, and geography were weighted where necessary to match their actual proportions in the population. The bases shown in this report are the unweighted bases.
- An invitation to participate in the study was sent by email to panel members who have agreed to be contacted by Russell Research and interviewed over the Internet.
- Participating respondents were interviewed online at a secure Russell Research URL programmed for this study.
- Sample was provided to Russell Research from a leading sample provider.
- All research was carried out in compliance with all relevant legal and ethical requirements within the market and in compliance with ISO 20252:2019.



# The boxes tell a story

The following statistical notation is used throughout the report:

   = Indicates figure is significantly higher than the other/indicated sub-group at a 95% confidence level

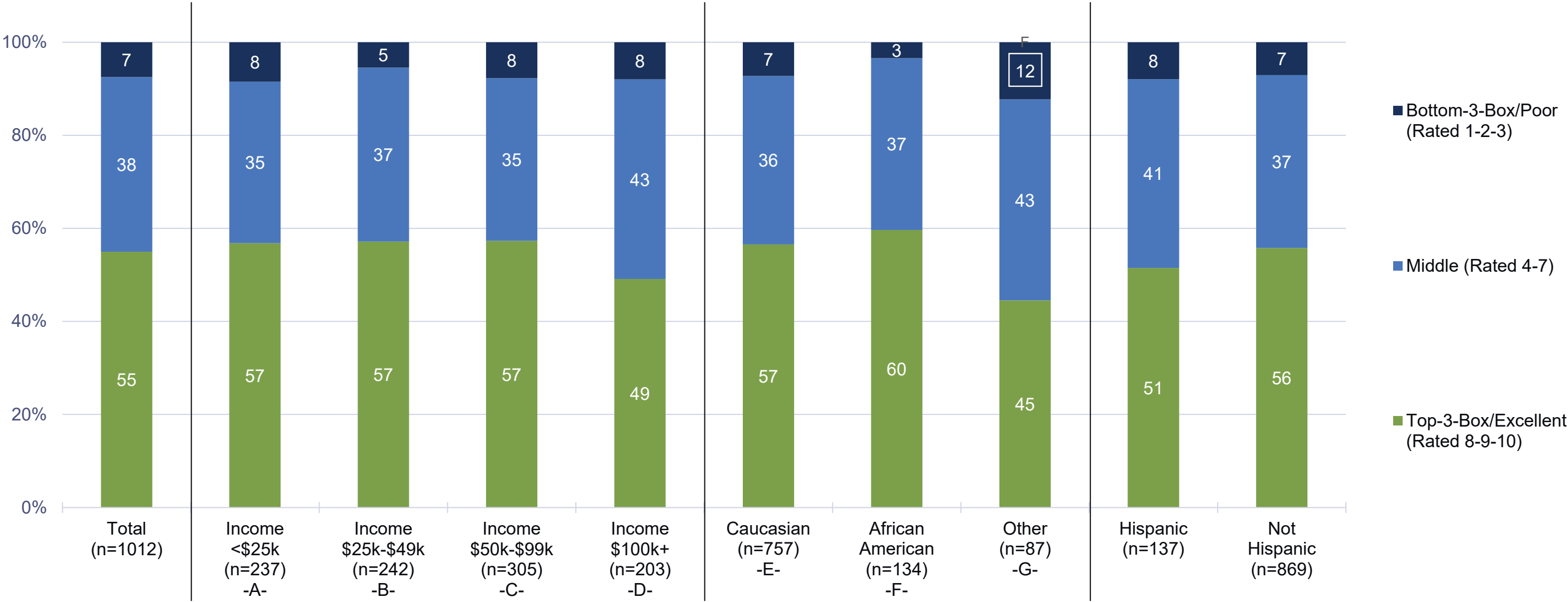


Example: Column B has a large difference with Column A

# Detailed findings

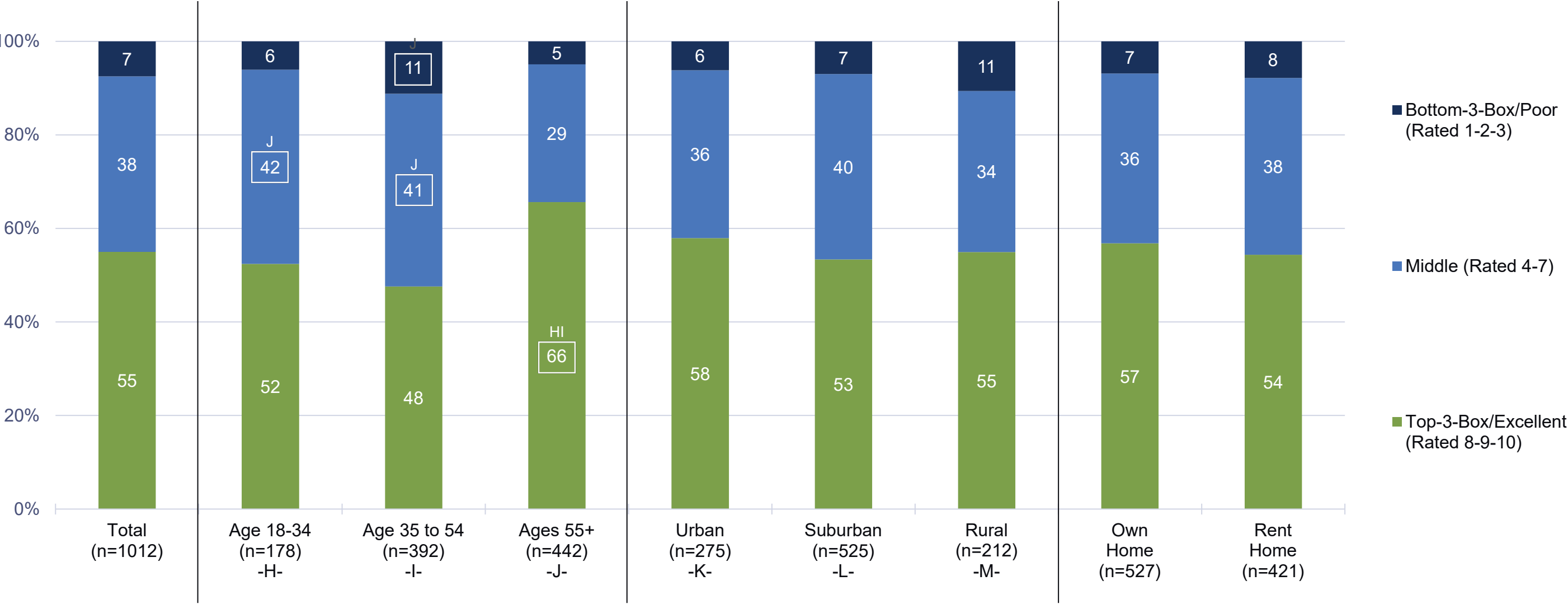


# Rating of past year electric utility customer service



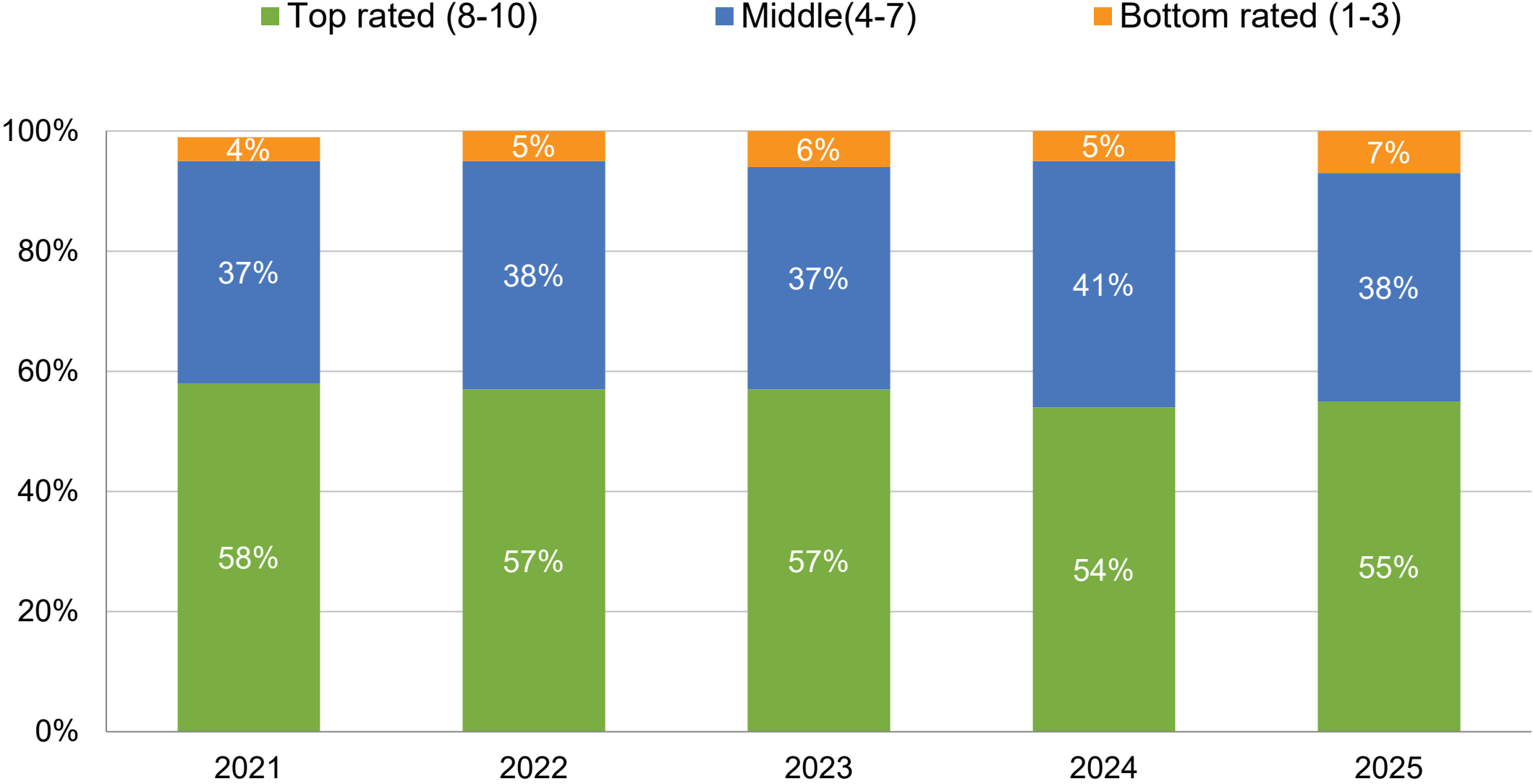
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B1:** Overall, how would you rate the customer service you have received from your local electric utility in the past year? **Notes:** Respondents used a scale of 1-10, where 1 means poor and 10 means excellent. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Rating of past year electric utility customer service (continued)



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B1:** Overall, how would you rate the customer service you have received from your local electric utility in the past year? **Notes:** Respondents used a scale of 1–10, where 1 means poor and 10 means excellent. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Rating of electric utility customer service (2021–2025)

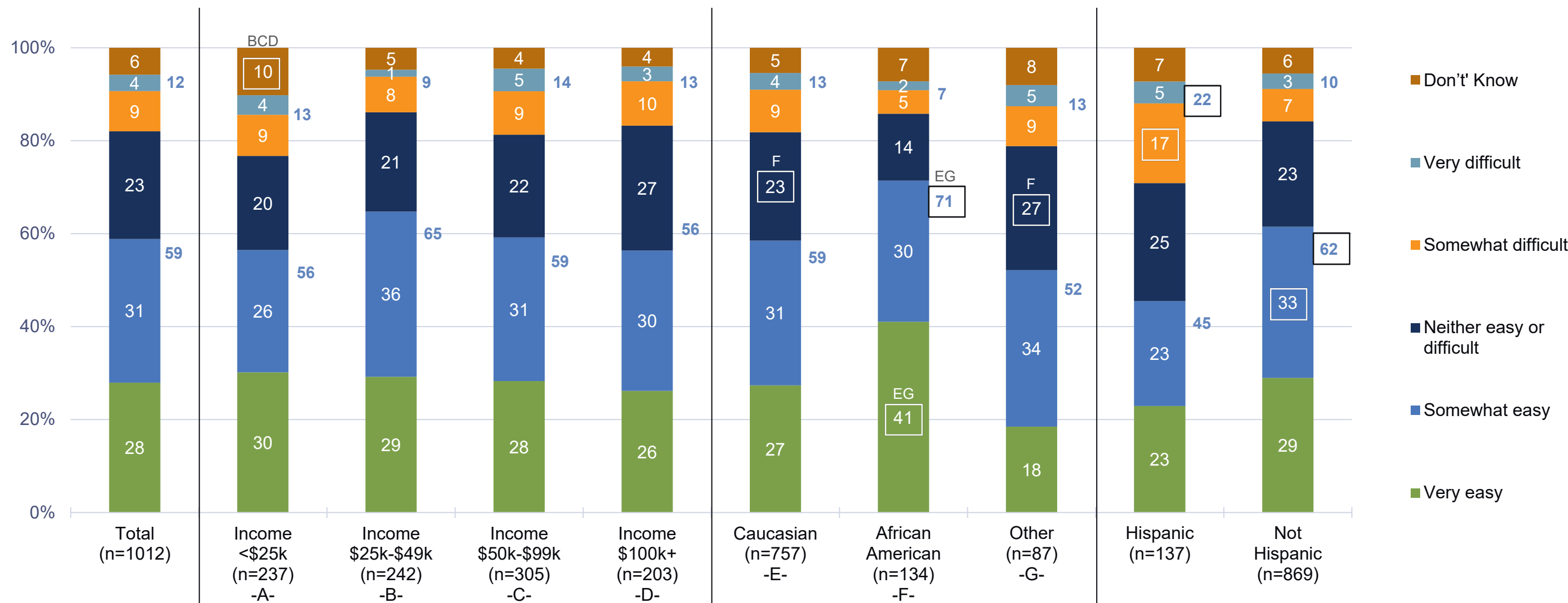


© E Source (URC Annual State of the Utility Customer, 2021–2025). **Question:** Overall, how would you rate the customer service you have received from your local electric utility in the past year? **Note:** Respondents used a scale of 1–10, where 1 means poor and 10 means excellent.



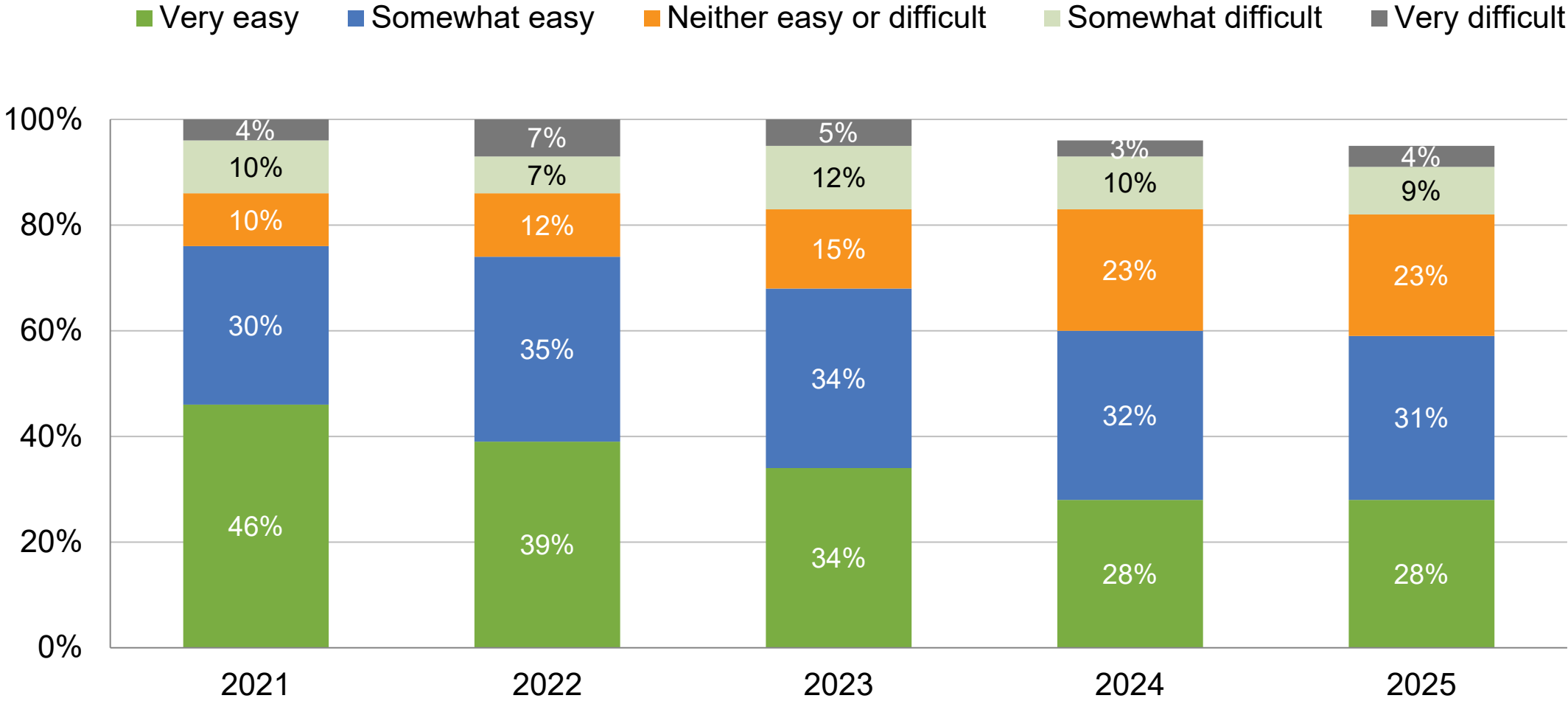
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B2:** Based on what you know or have heard, what one word would you use to describe your electric utility's customer service? Please use a word that best reflects your personal experience. **Note:** Sample sizes (n) is based on unweighted data.

# Ease of interacting with electric utility



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B5:** How easy or difficult would you say it is to interact with your electric utility? **Notes:** Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

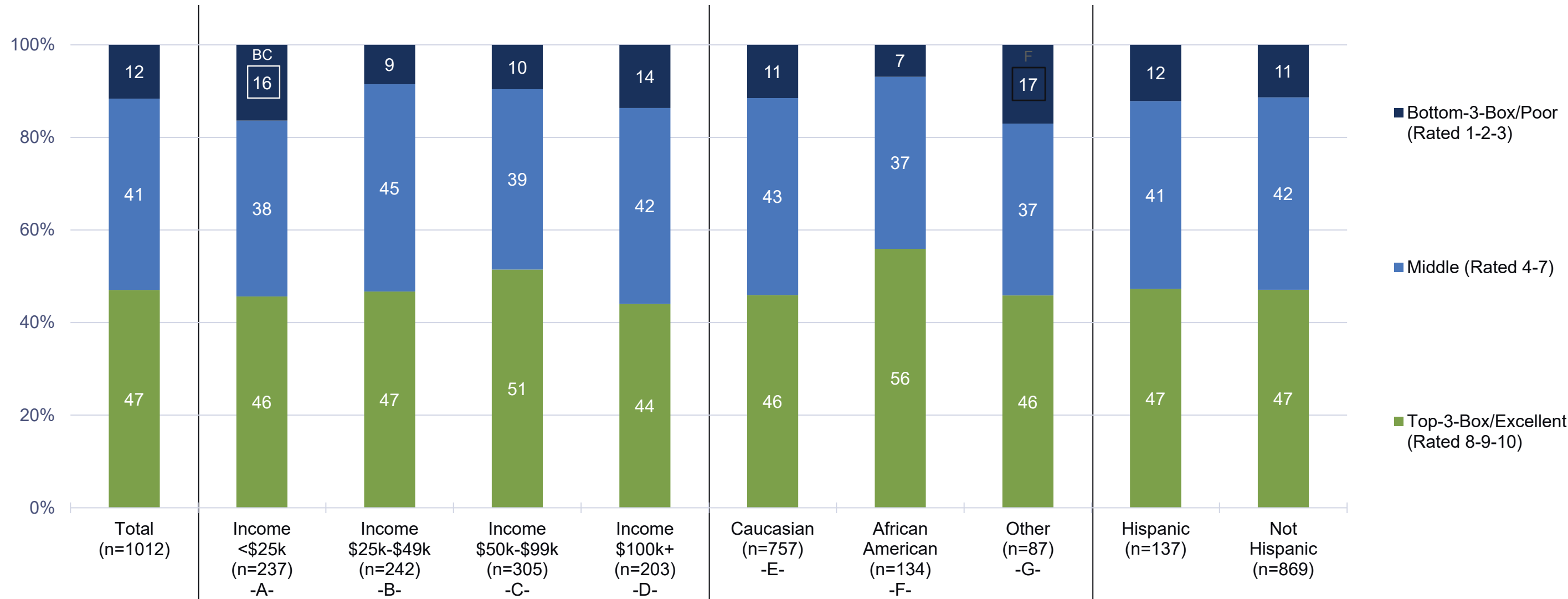
# Ease of interacting with utility (2021–2025)



© E Source (URC Annual State of the Utility Customer, 2021–2025). **Question:** How easy or difficult would you say it was to interact with your electric utility? **Notes:** Starting in 2024, the survey added a response option of “Don’t know” which may lead to data sets not totaling to 100%.

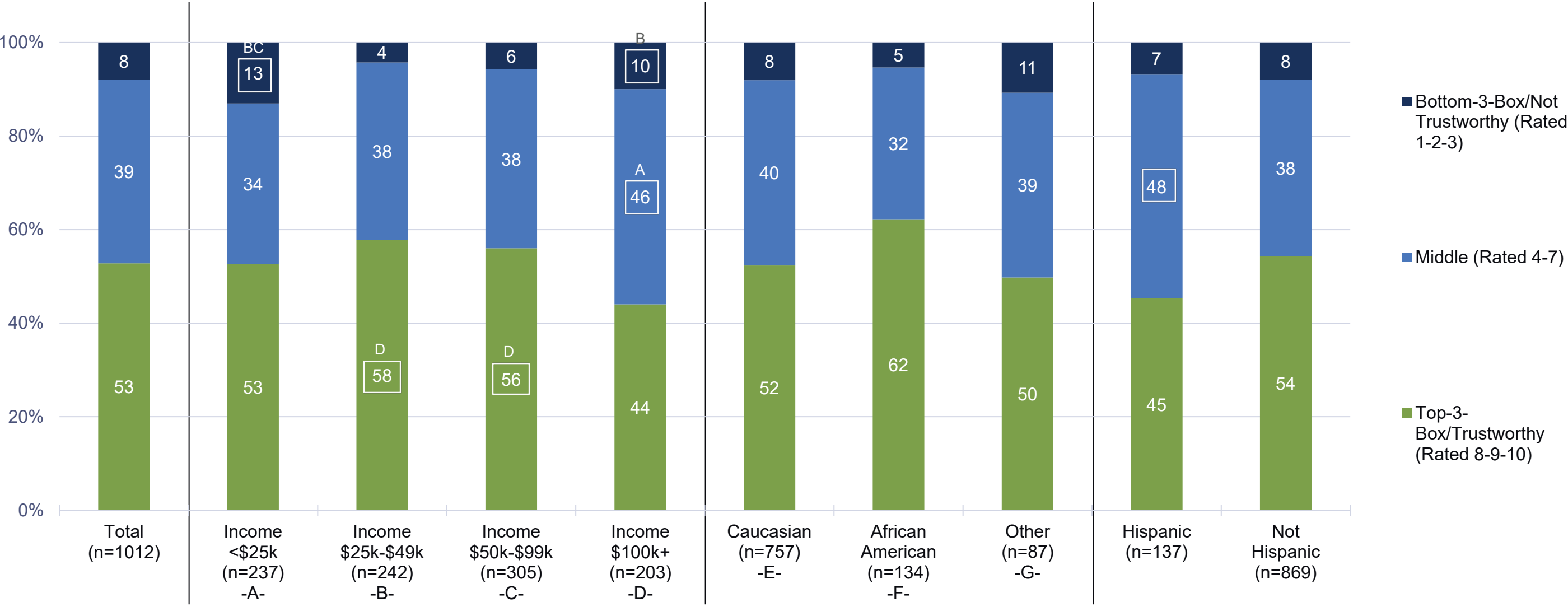


# Rating of utility's caring of customers



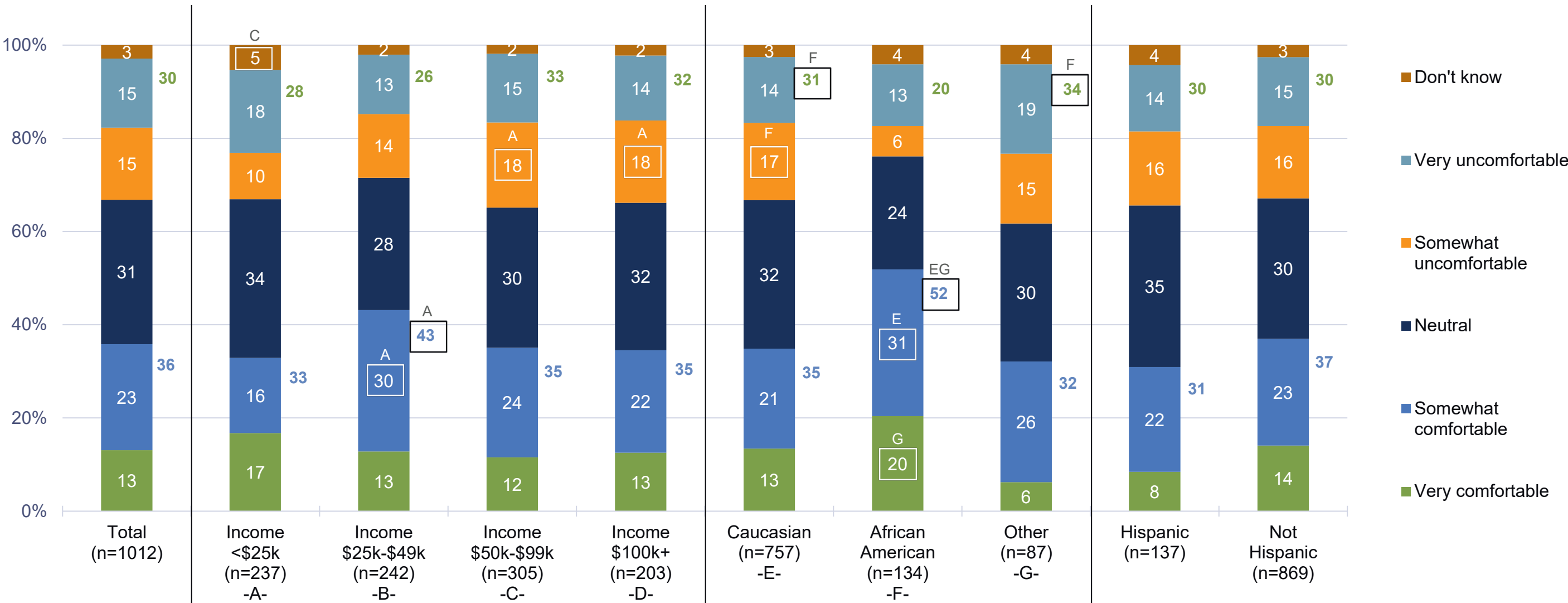
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B3a:** How would you rate your utility for caring about you as a customer with individual needs and preferences? **Notes:** Respondents used a scale of 1–10, where 1 means poor and 10 means excellent. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Rating of electric utility as a trusted energy advisor



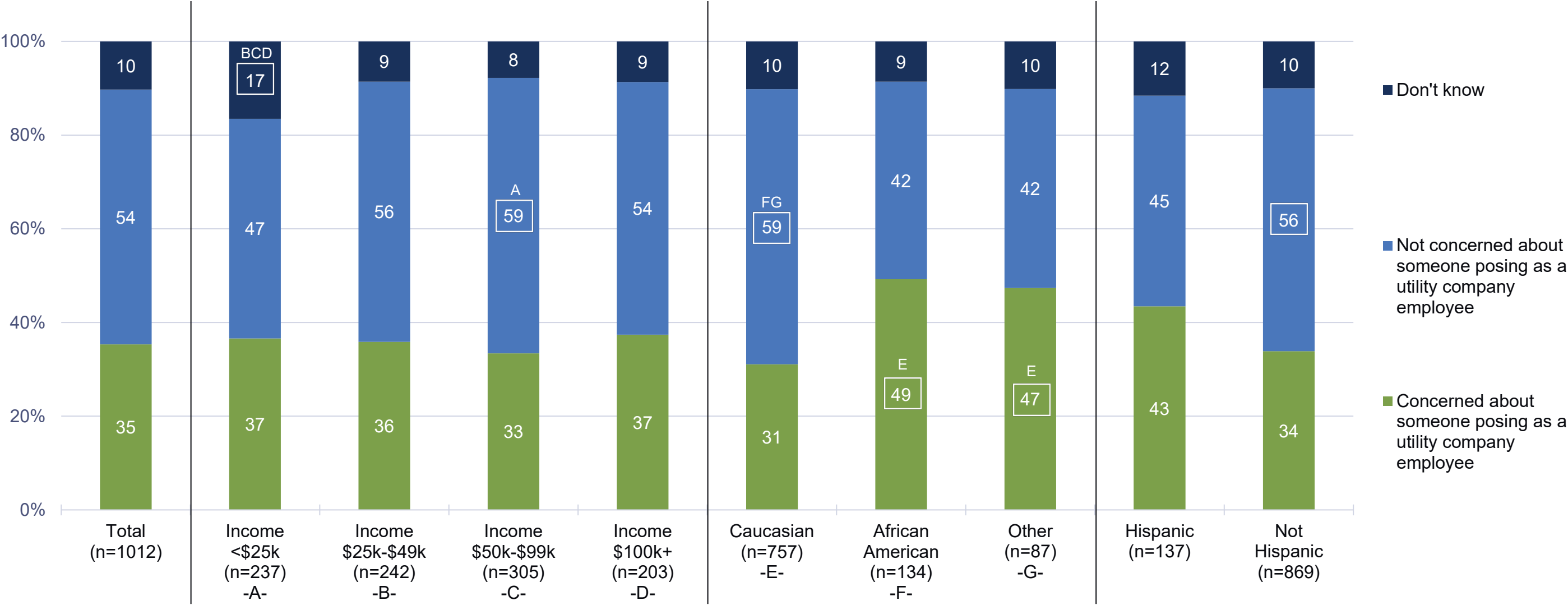
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B3:** How would you rate your electric utility as a trusted energy advisor? **Notes:** Respondents used a scale of 1–10, where 1 means not trustworthy and 10 means extremely trustworthy. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Comfort level sharing personal information with utility



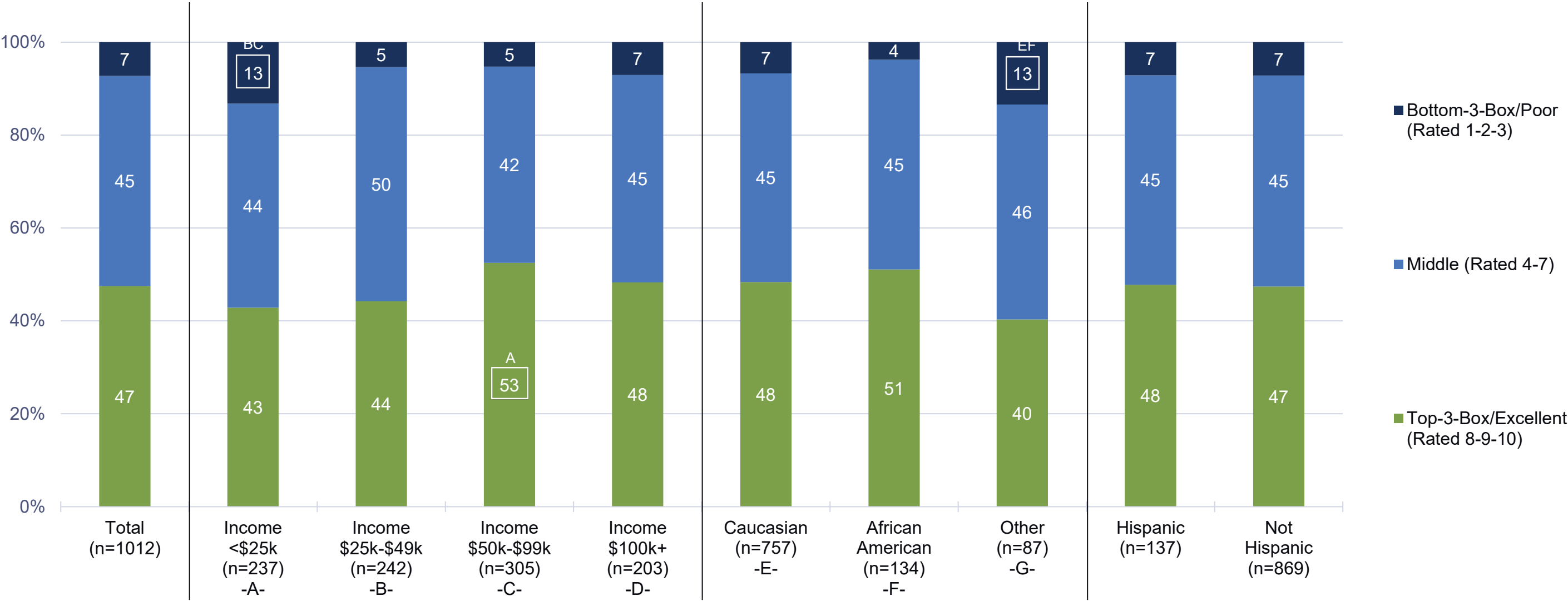
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B31d:** How comfortable are you sharing your income or other personal information with your utility? **Notes:** Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Concern over imposter employees for utility company



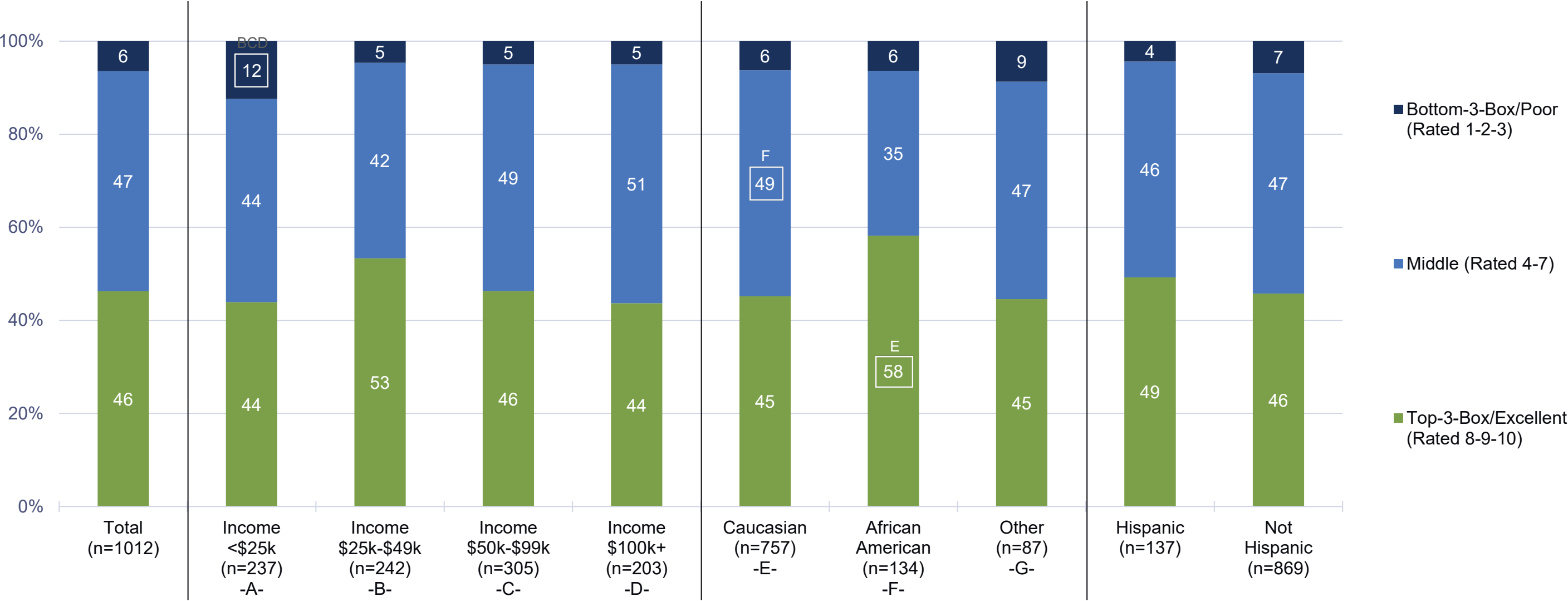
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B31c:** Are you concerned about someone posing as a utility company employee when contacting you for fraudulent purposes? **Notes:** Respondents used a scale of 1–10, where 1 means not at all concerned and 10 means extremely concerned. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Perception of utility's ability to serve customers online



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B30:** What is your perception of your utility's ability to serve you online in regard to digital payments, customer support online, or other needs? **Notes:** Respondents used a scale of 1–10, where 1 means poor and 10 means excellent. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

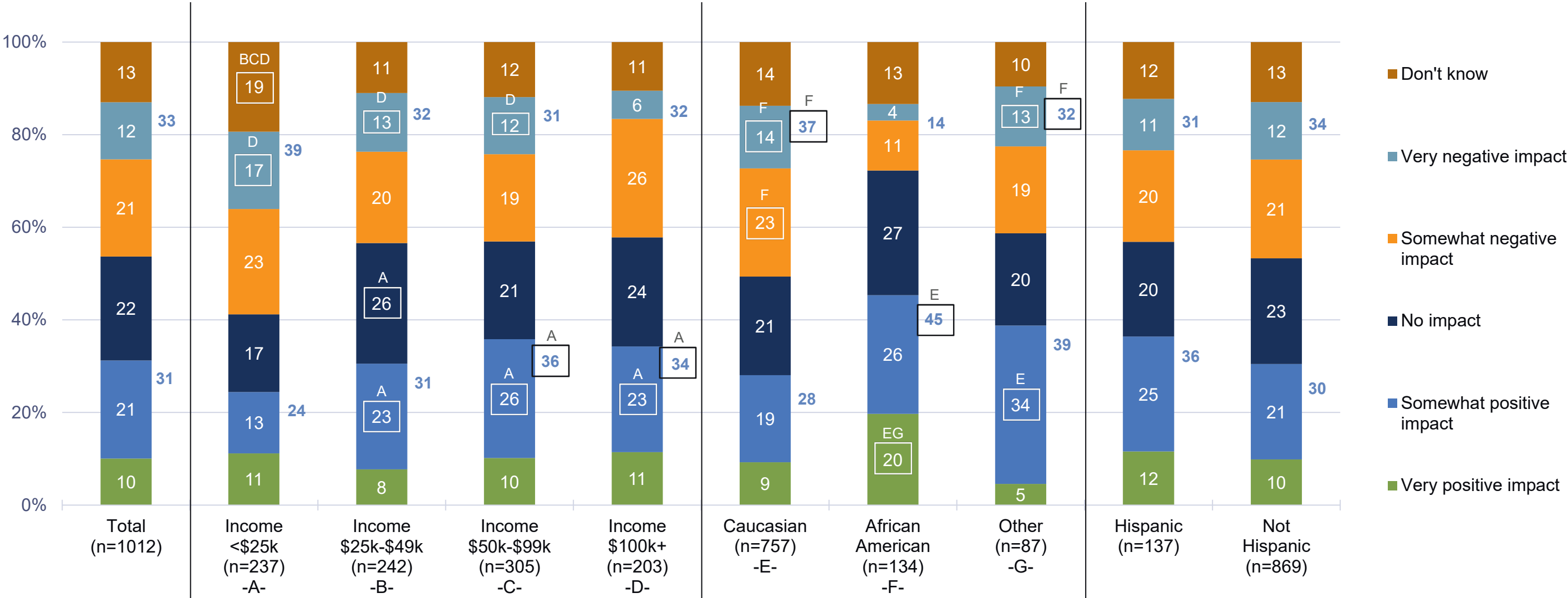
# Ability to protect personal accounts from cyber threats



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B31:** How would you rate your utility's ability to protect your personal account information from cybersecurity threats? **Notes:** Respondents used a scale of 1–10, where 1 means poor and 10 means excellent. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

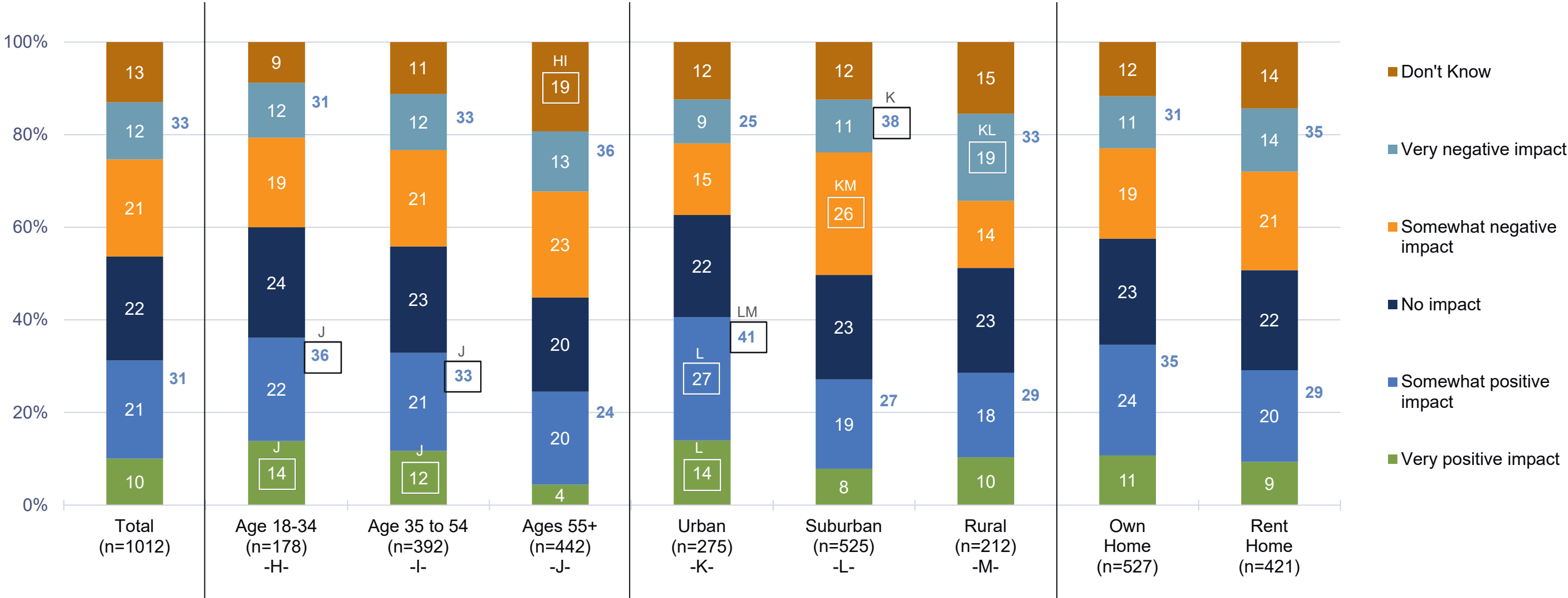


# AI's impact on customer service



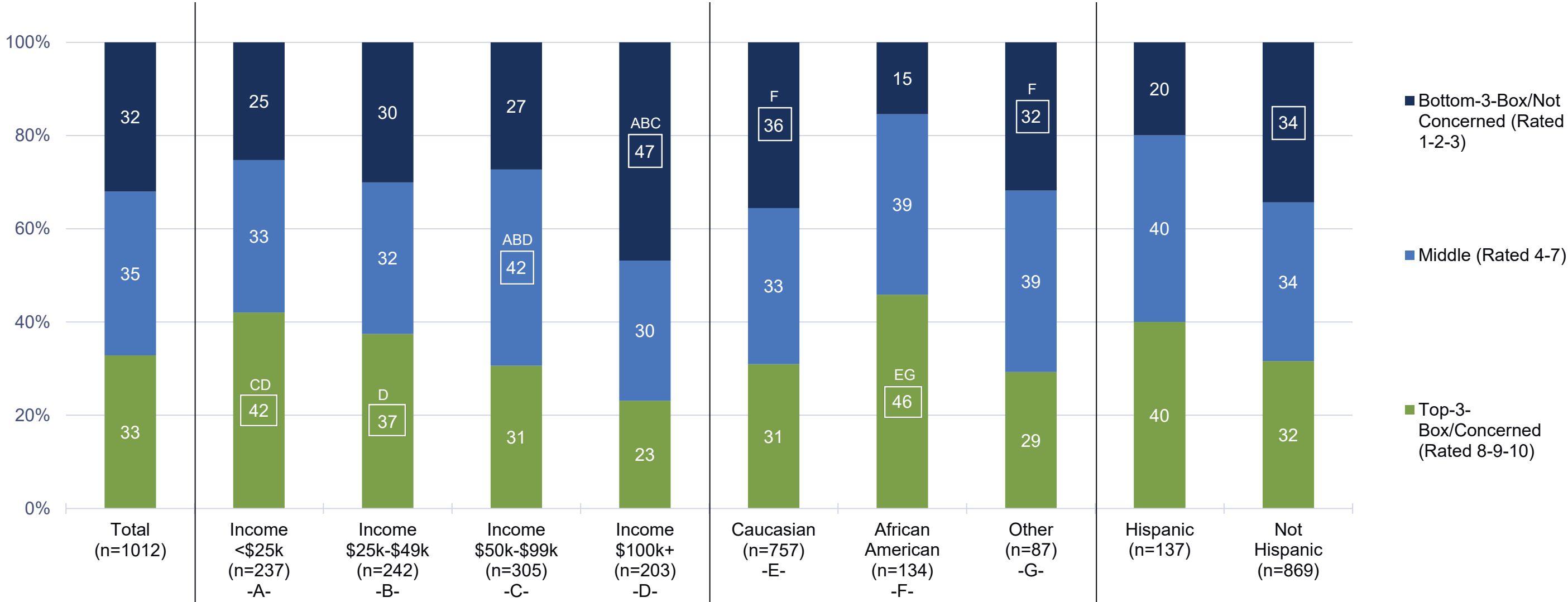
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B31e:** What impact do you believe your utility's use of AI will have on customer service? **Notes:** Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# AI's impact on customer service (continued)



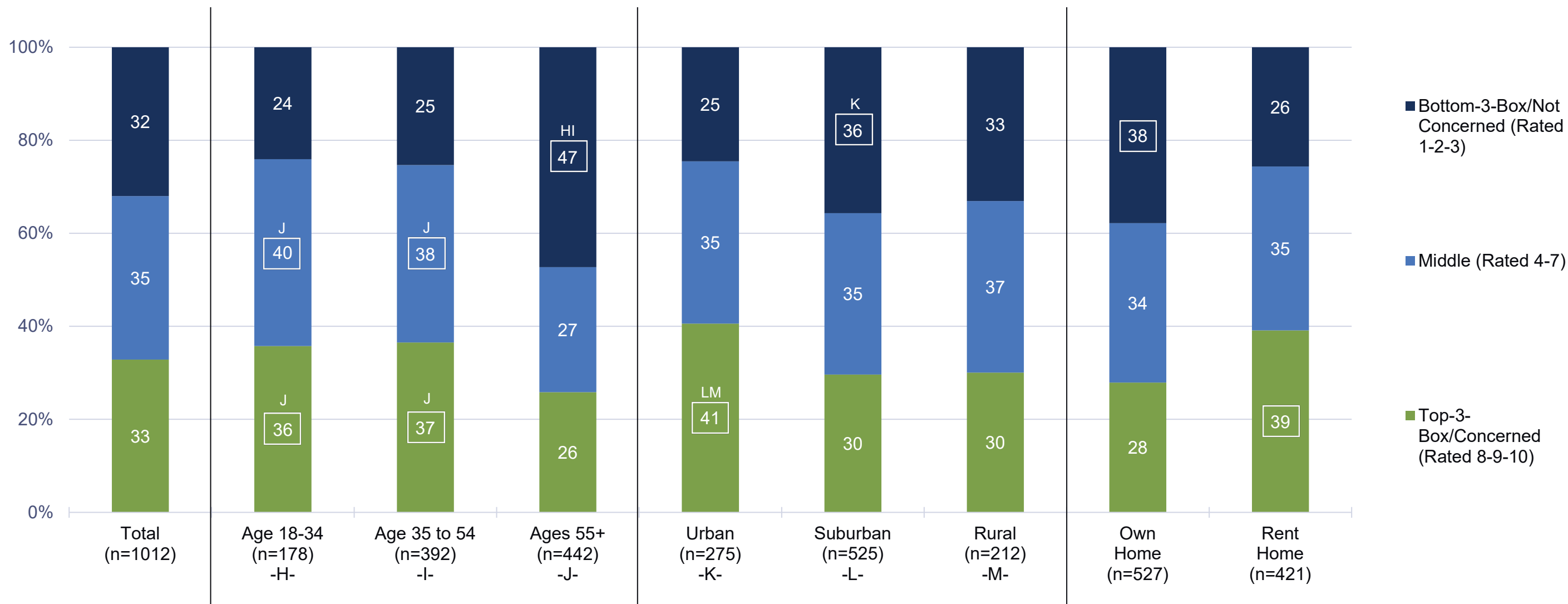
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B31e:** What impact do you believe your utility's use of AI will have on customer service? **Notes:** Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Concern about household's ability to stay current on utility bills over next six months



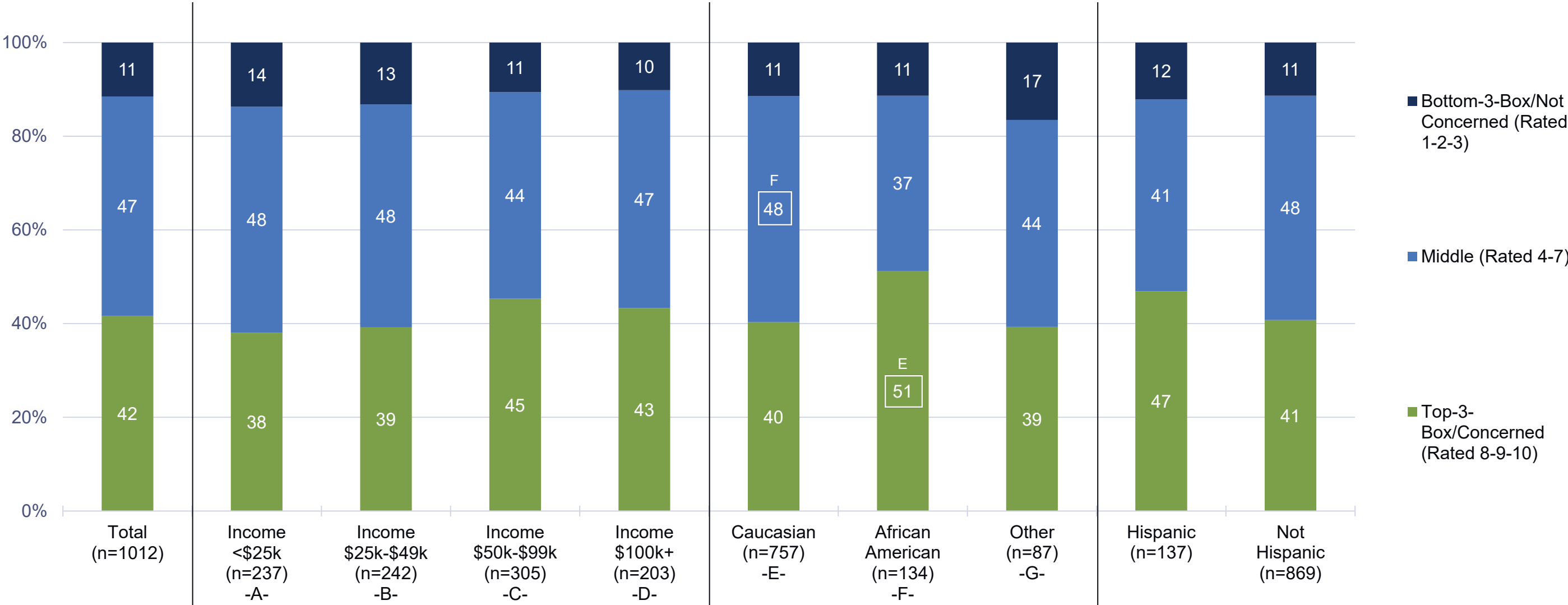
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B4e:** How concerned are you about your household's ability to stay current on utility bill payments over the next six months?  
**Notes:** Respondents used a scale of 1–10, where 1 means not at all concerned and 10 means extremely concerned. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Concern about household's ability to stay current on utility bills over next 6 months (cont'd.)



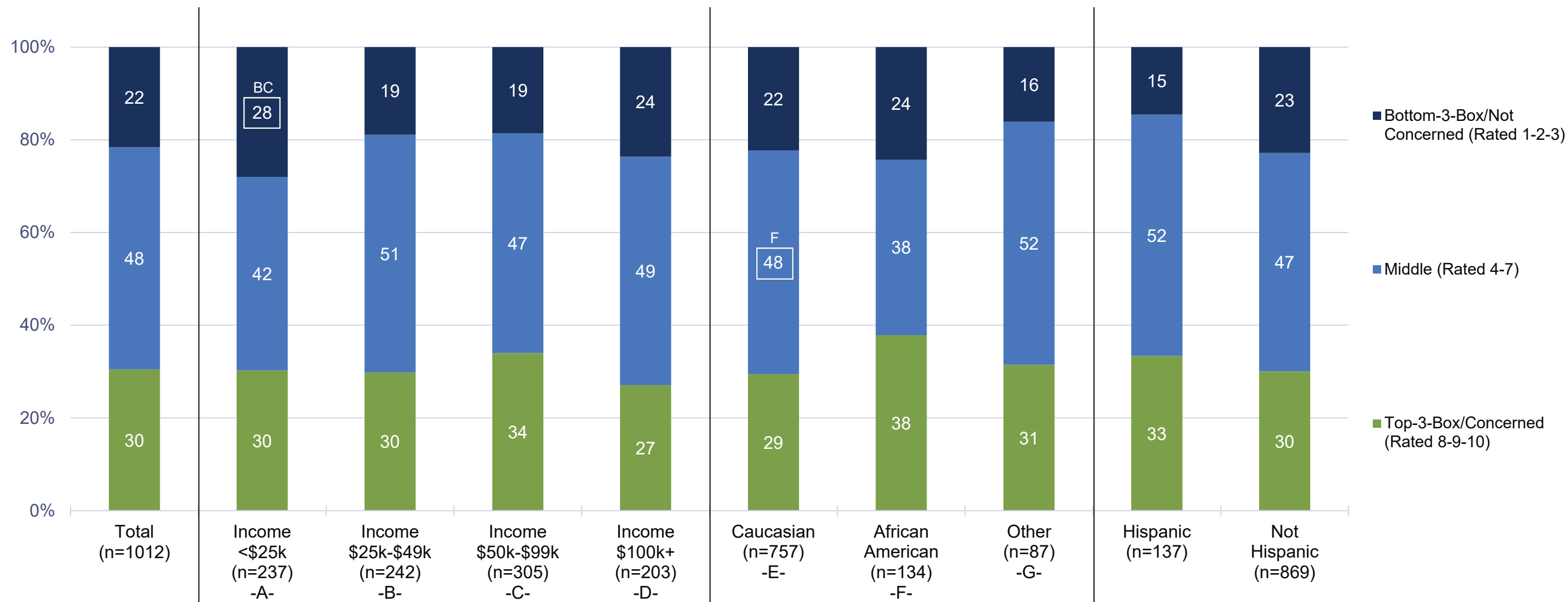
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B4e:** How concerned are you about your household's ability to stay current on utility bill payments over the next six months?  
**Notes:** Respondents used a scale of 1–10, where 1 means not at all concerned and 10 means extremely concerned. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Concern about higher utility bills due to non-paying customers



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B8e:** For customers who don't pay their utility bills, the local utility is oftentimes allowed by their regulator to pass along a portion of the uncollected debt to be paid by all other customers. How concerned are you, if at all, that unpaid bills by other customers may affect your utility rates? **Notes:** Respondents used a scale of 1–10, where 1 means not at all concerned and 10 means extremely concerned. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

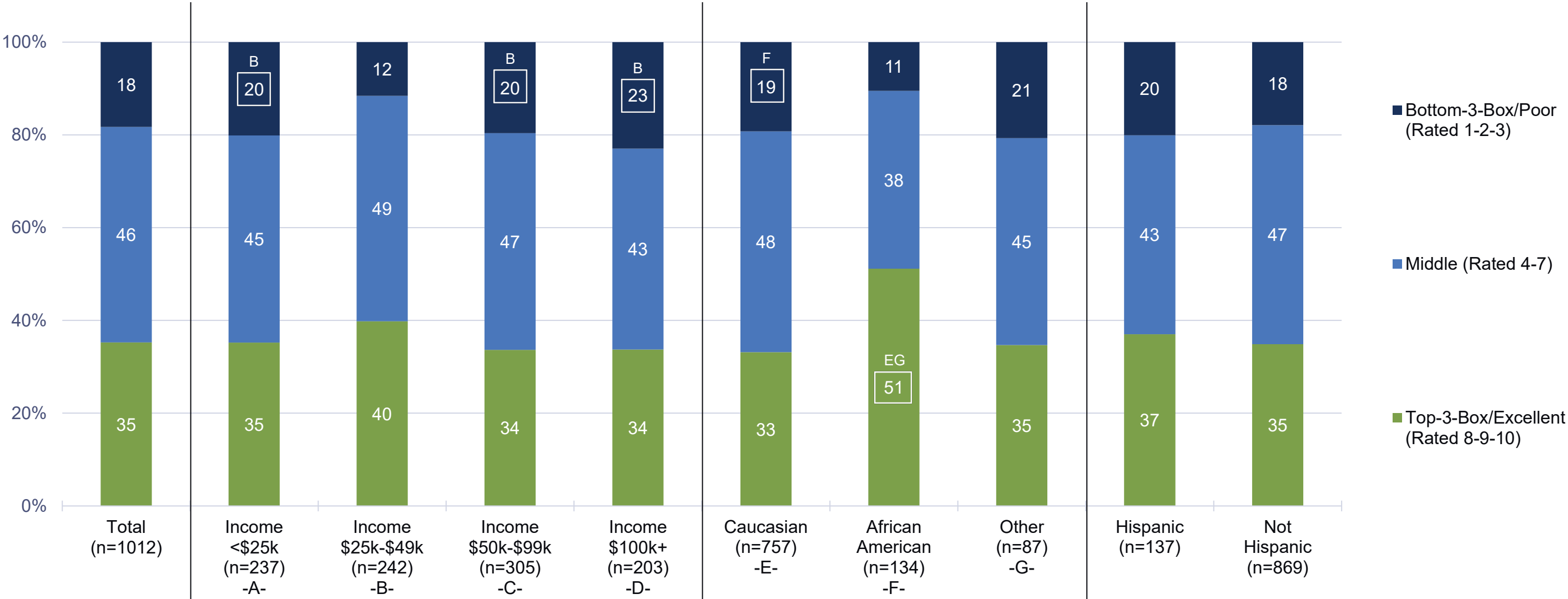
# Concerned about fraudulent energy assistance



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B31b:** From your perspective, how concerned are you, if at all, about customers getting, or trying to get energy assistance they aren't eligible to receive? **Notes:** Respondents used a scale of 1–10, where 1 means not at all concerned and 10 means extremely concerned. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

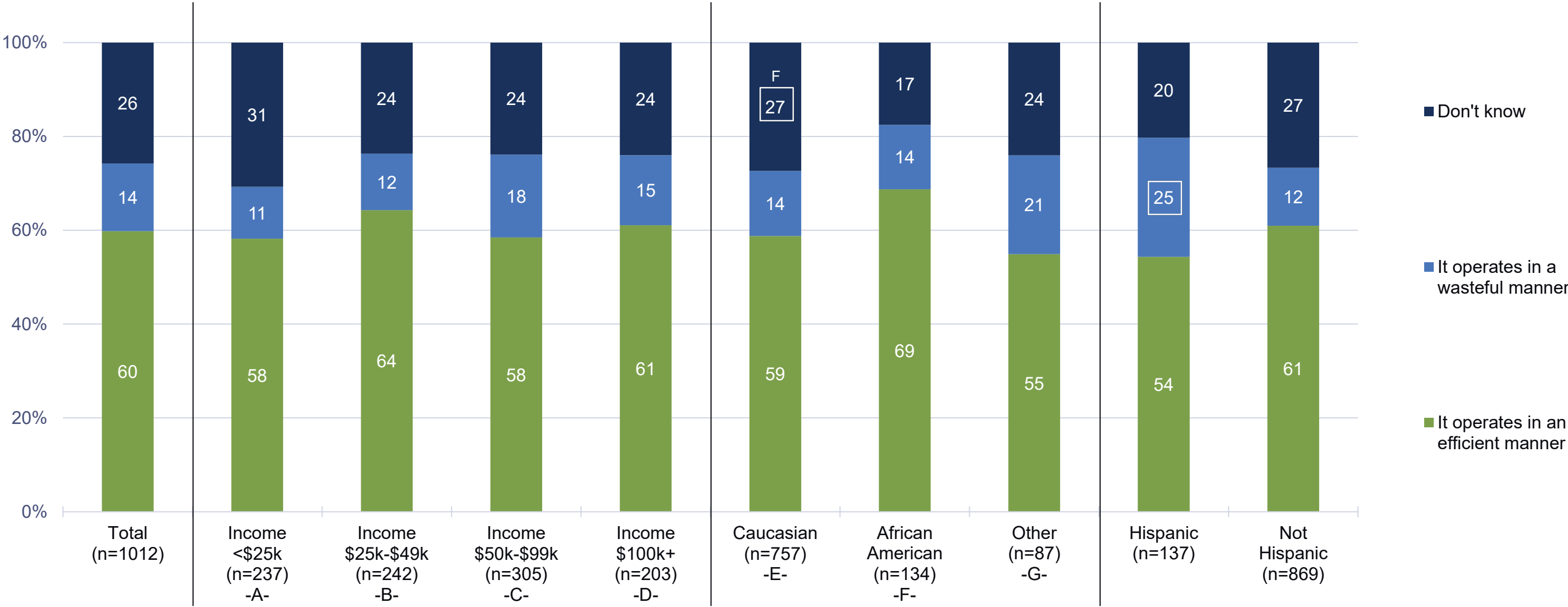


# Rating of utility's performance in managing costs to keep utility bills lower



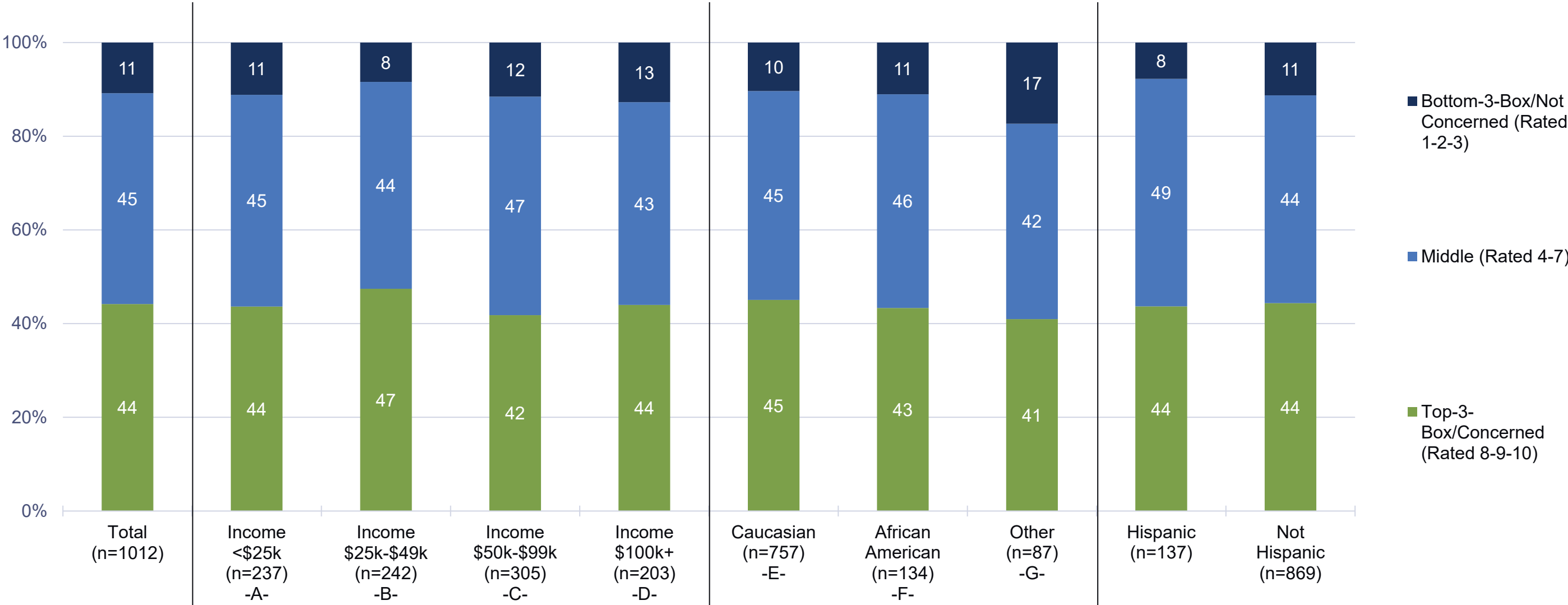
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B4i:** How would you rate your utility's performance in managing its costs to keep your utility bills lower? **Notes:** Respondents used a scale of 1–10, where 1 means poor and 10 means excellent. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Belief that utility operates efficiently



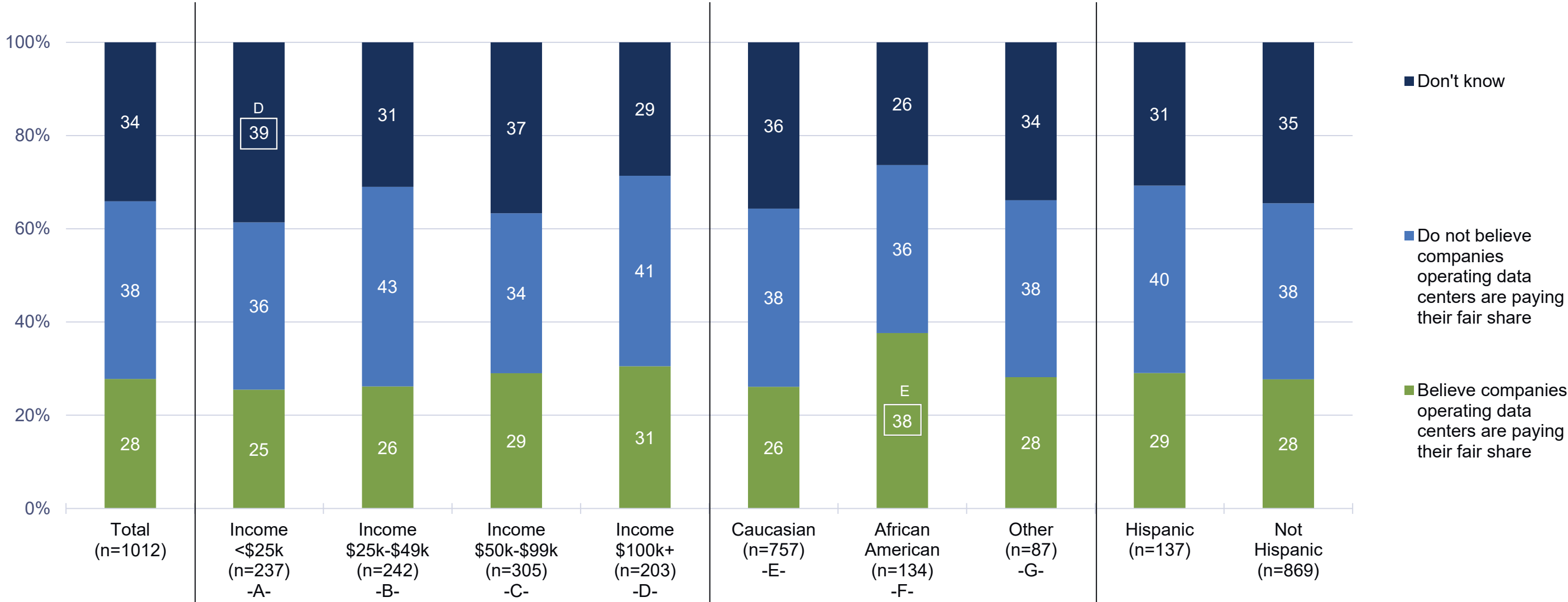
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B4I:** Based on what you know or have heard, do you believe your utility operates in an efficient or wasteful manner? **Notes:** Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Concern over data center energy costs leading to higher utility bills



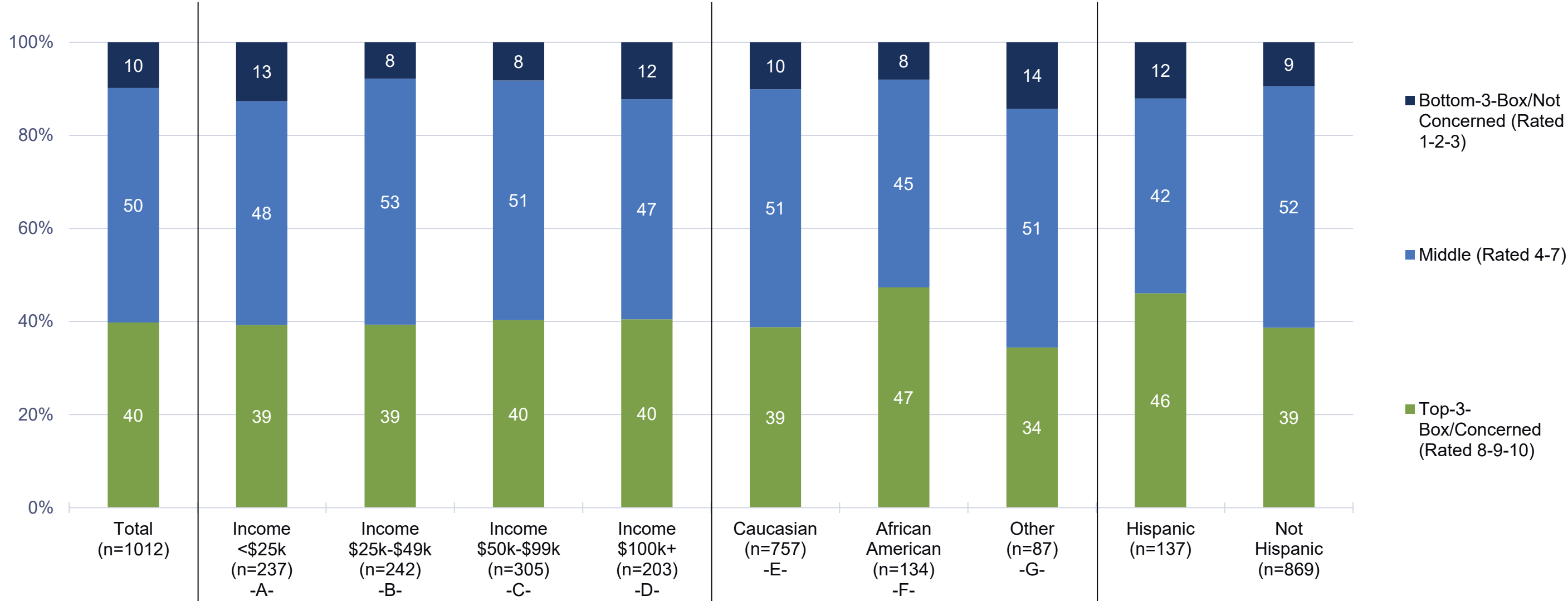
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B4k:** Data centers use a lot of energy to support artificial intelligence (AI), and data centers are expected to grow significantly over the next five years. How concerned are you that data centers will lead to higher utility bills for you and your family? **Notes:** Respondents used a scale of 1–10, where 1 means not at all concerned and 10 means extremely concerned. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Belief companies operating data centers pay their fair share



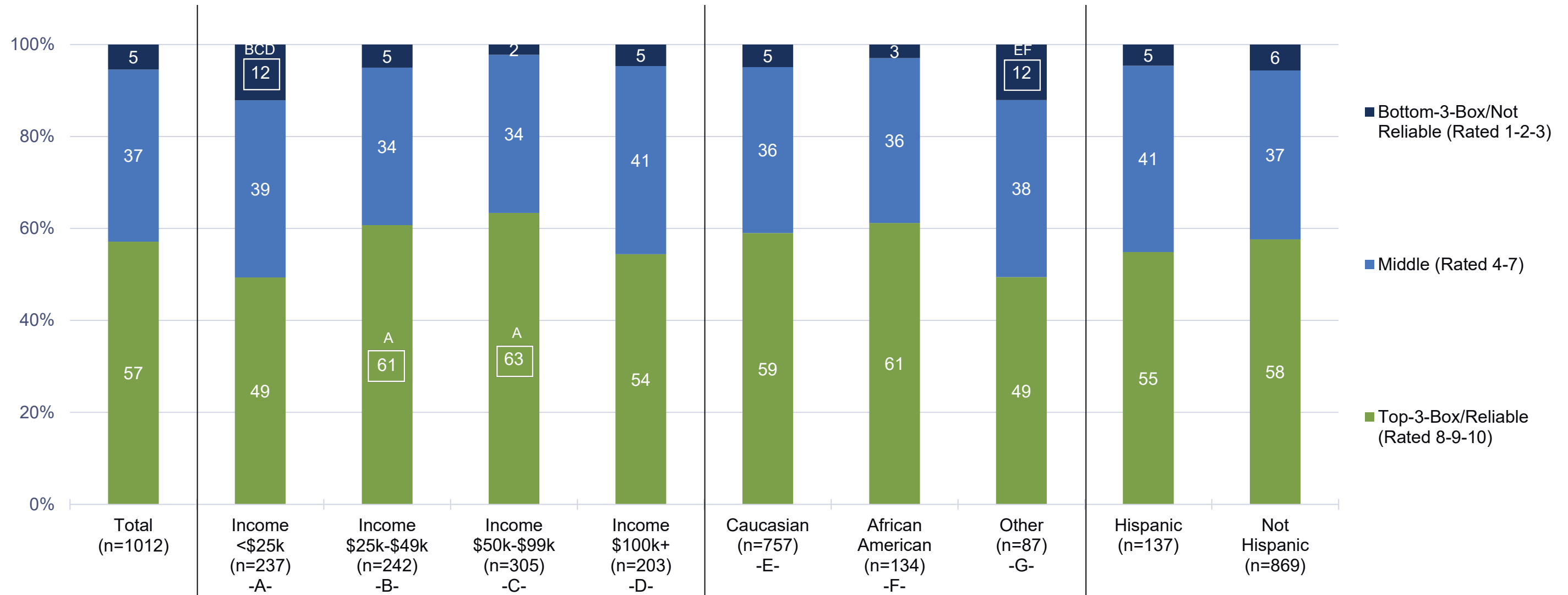
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B4m:** Based on what you know or have heard, do you believe companies operating data centers are paying their fair share for the additional energy required to run data centers? **Notes:** Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Concern over costs to invest/maintain renewable energy are shifted to bill



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B4o:** How concerned are you, if at all, that costs to invest in and maintain renewable energy infrastructure are being shifted onto your utility bill? **Note:** Respondents used a scale of 1–10, where 1 means not at all concerned and 10 means extremely concerned. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

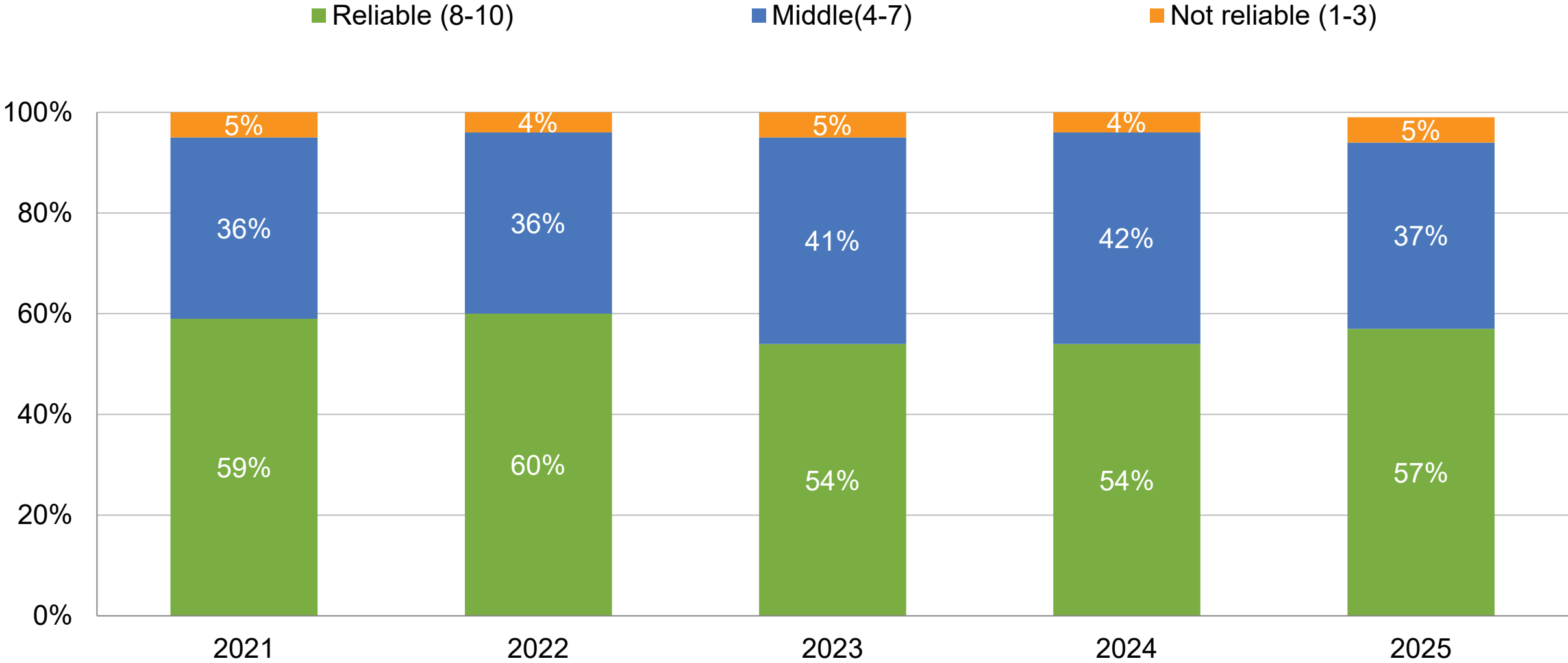
# Reliability rating of current utility's service



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B9:** How would you rate the current level of your utility's reliability to keep the lights on and with few to no disruptions of service to you?  
**Note:** Respondents used a scale of 1–10, where 1 means not at all reliable and 10 means extremely reliable. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

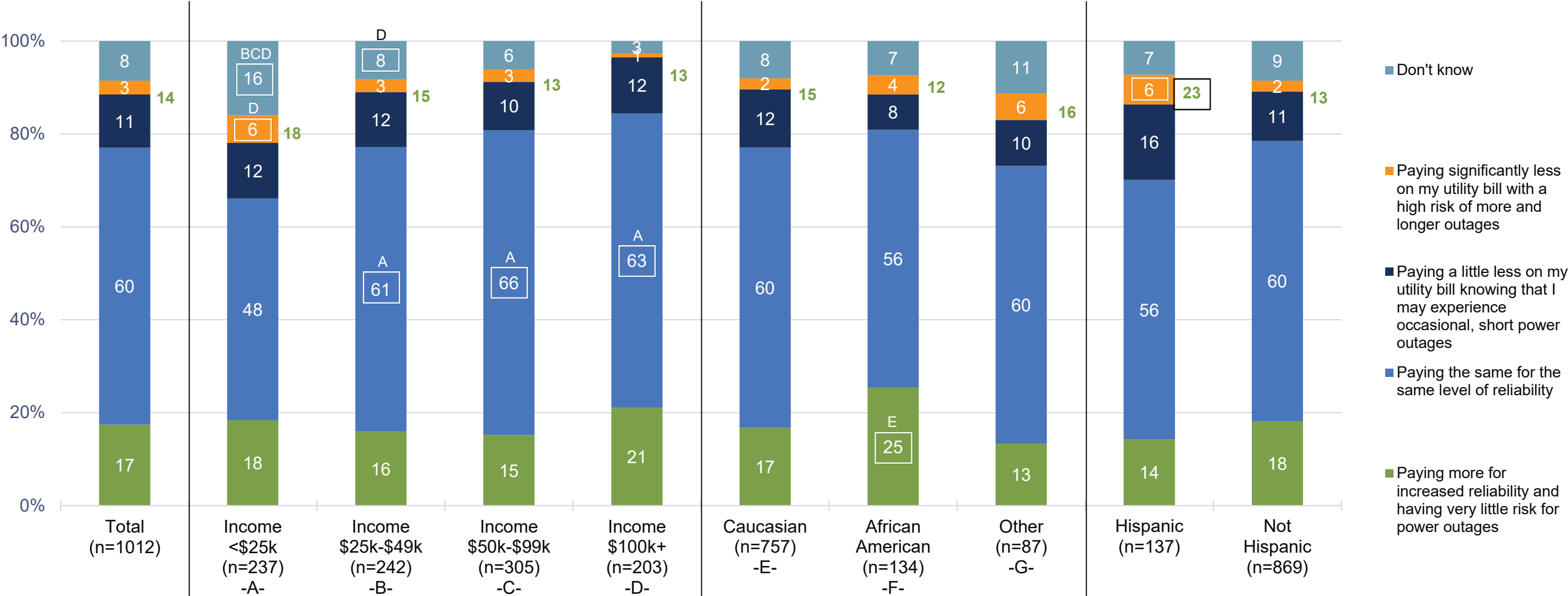


# Reliability rating of utility service (2021–2025)



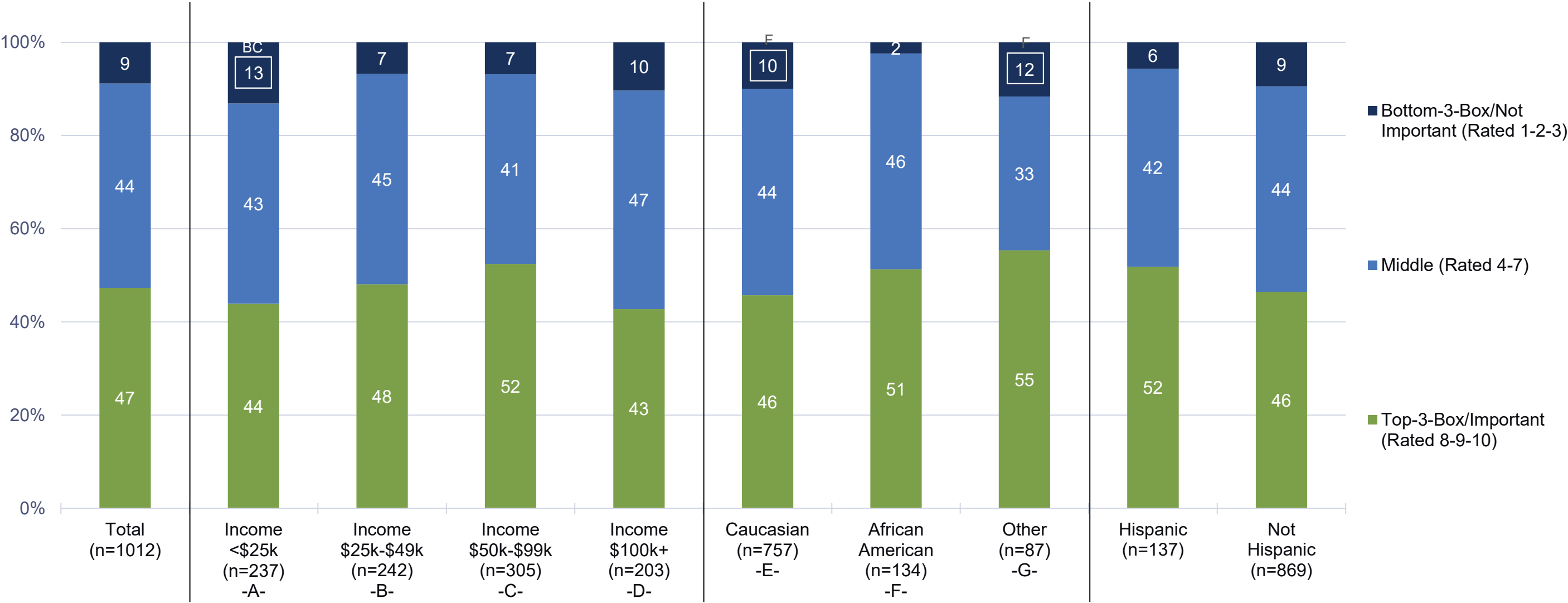
© E Source (URC Annual State of the Utility Customer, 2021–2025). **Question:** How would you rate the current level of your utility’s reliability to keep the lights on and with few to no disruptions of service to you? **Notes:** Respondents used a scale of 1–10, where 1 means not at all reliable and 10 means extremely reliable. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Most important reliability vs spending



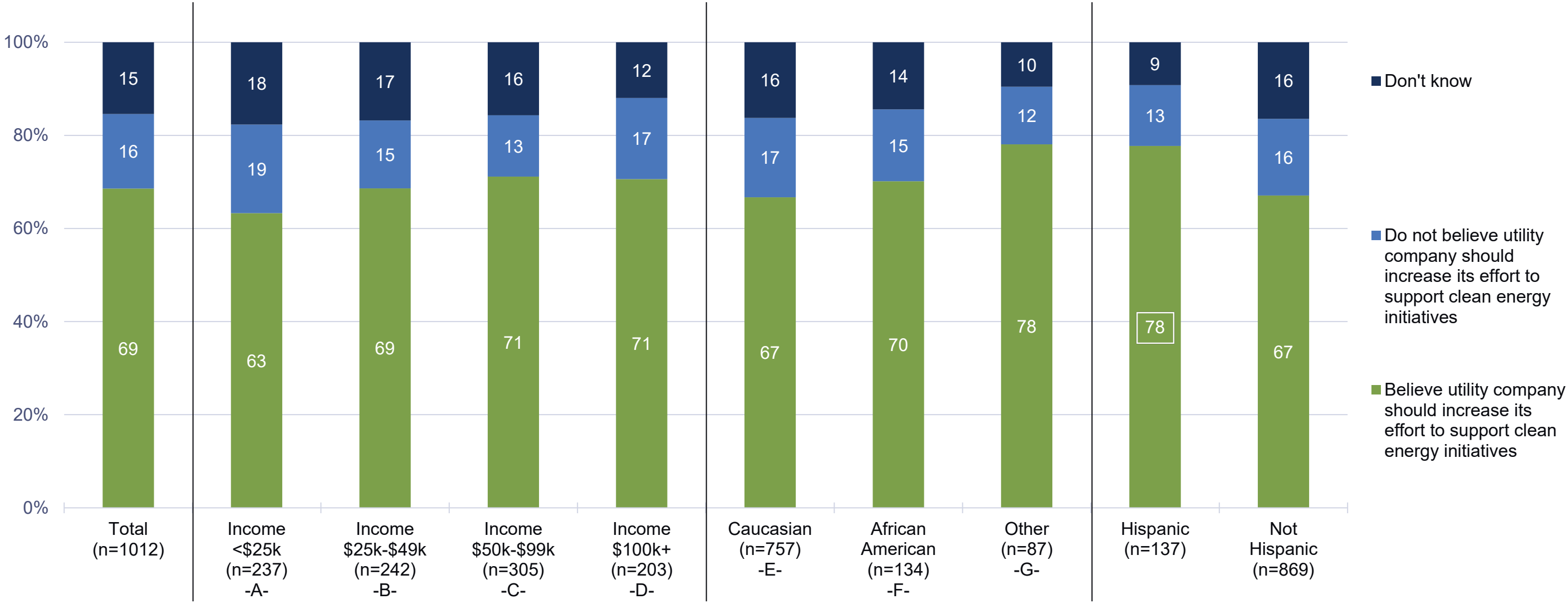
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B16d:** Keeping the lights on all the time requires a lot of investment, maintenance and constant monitoring of the system by your utility and others. In short, what you pay for is not only electricity, but all the expenses to maintain reliability and keep the lights on. As a customer paying the utility bill, what is most important to you? **Notes:** Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Importance that electric utility reduces emissions and supports environmentally-friendly practices



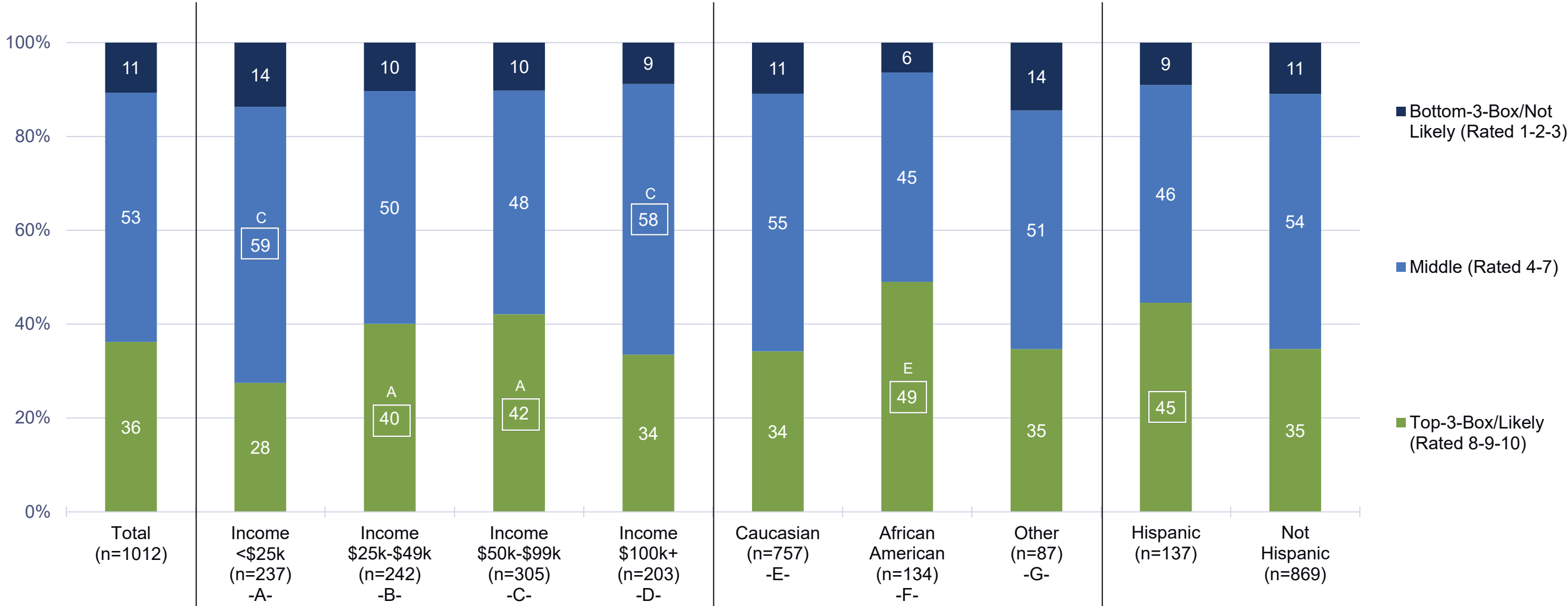
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B18:** How important is it to you that your electric utility reduces emissions and supports environment-friendly practices? **Notes:** Respondents used a scale of 1–10, where 1 means not at all important and 10 means extremely important. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Belief utility company should increase efforts toward clean energy



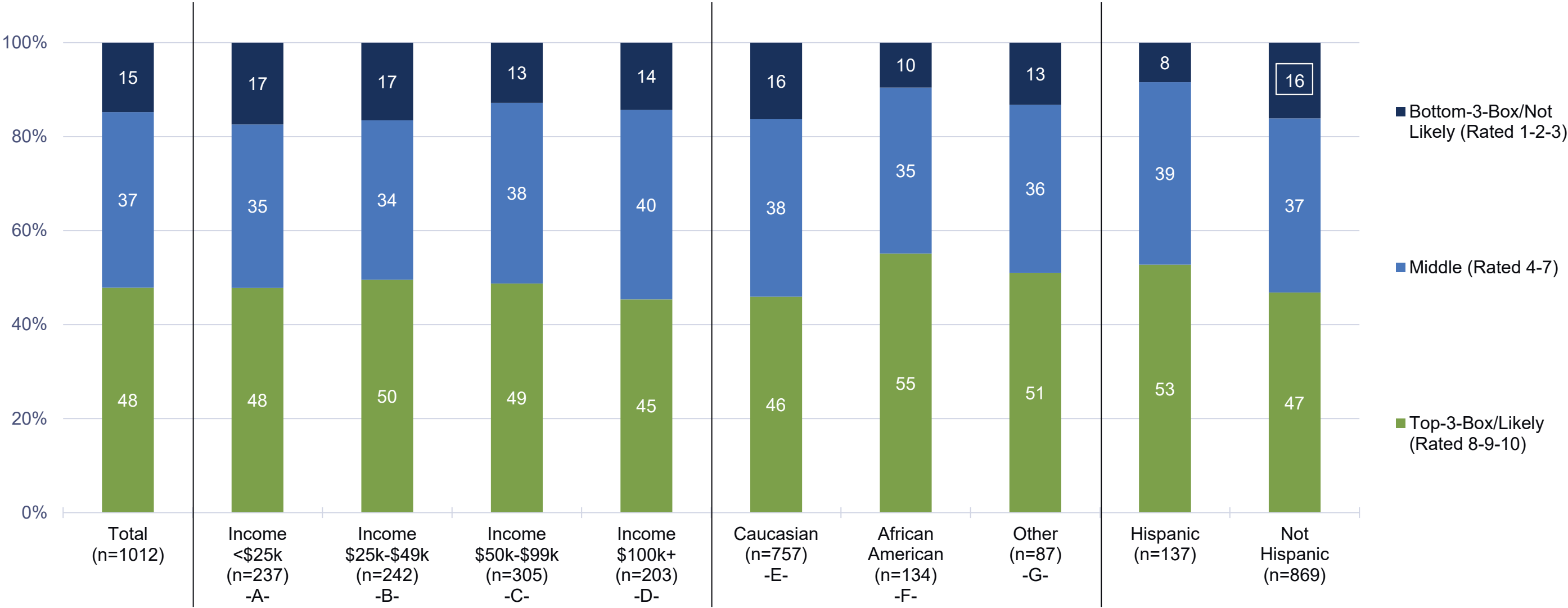
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B4n:** Do you believe your utility company should increase its efforts to support clean energy initiatives? **Notes:** Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Likelihood to recommend entering local utility workforce



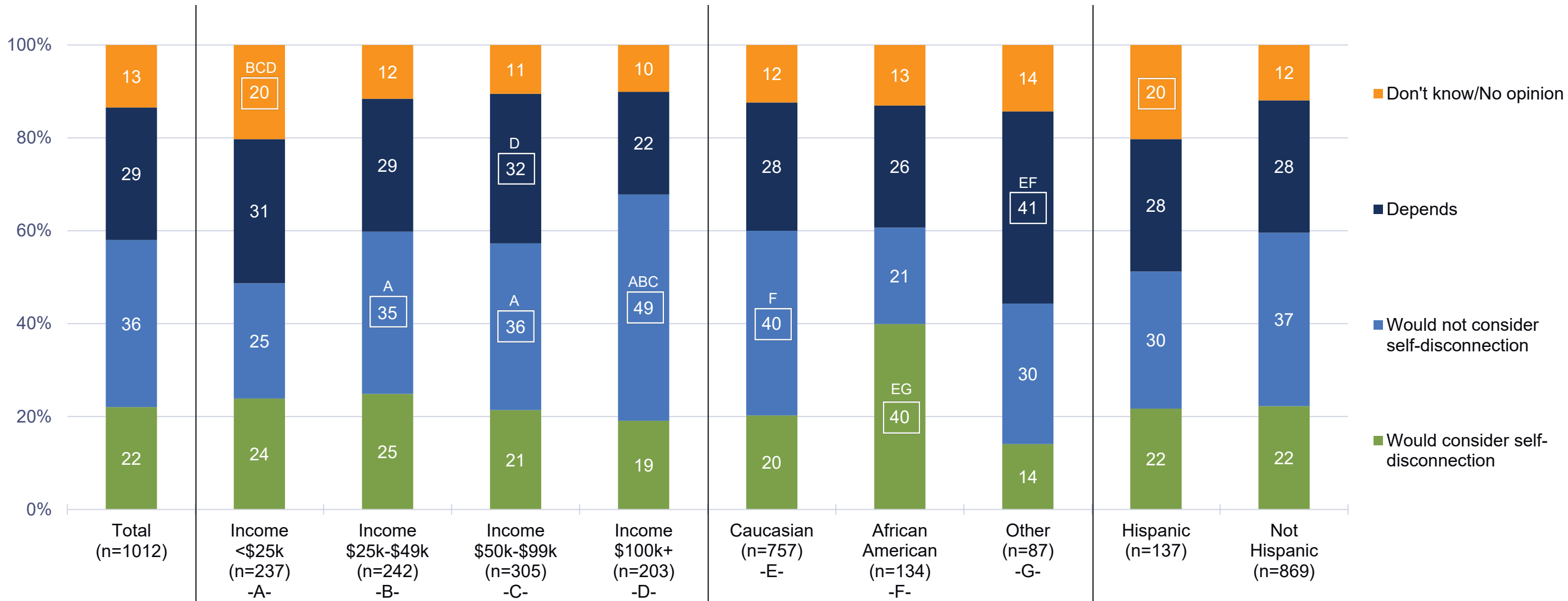
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B17:** For young people entering the workforce, how likely would you be to recommend that they think about working for their local utility?  
**Notes:** Respondents used a scale of 1–10, where 1 means not at all likely and 10 means extremely likely. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Likelihood of choosing to go off-grid



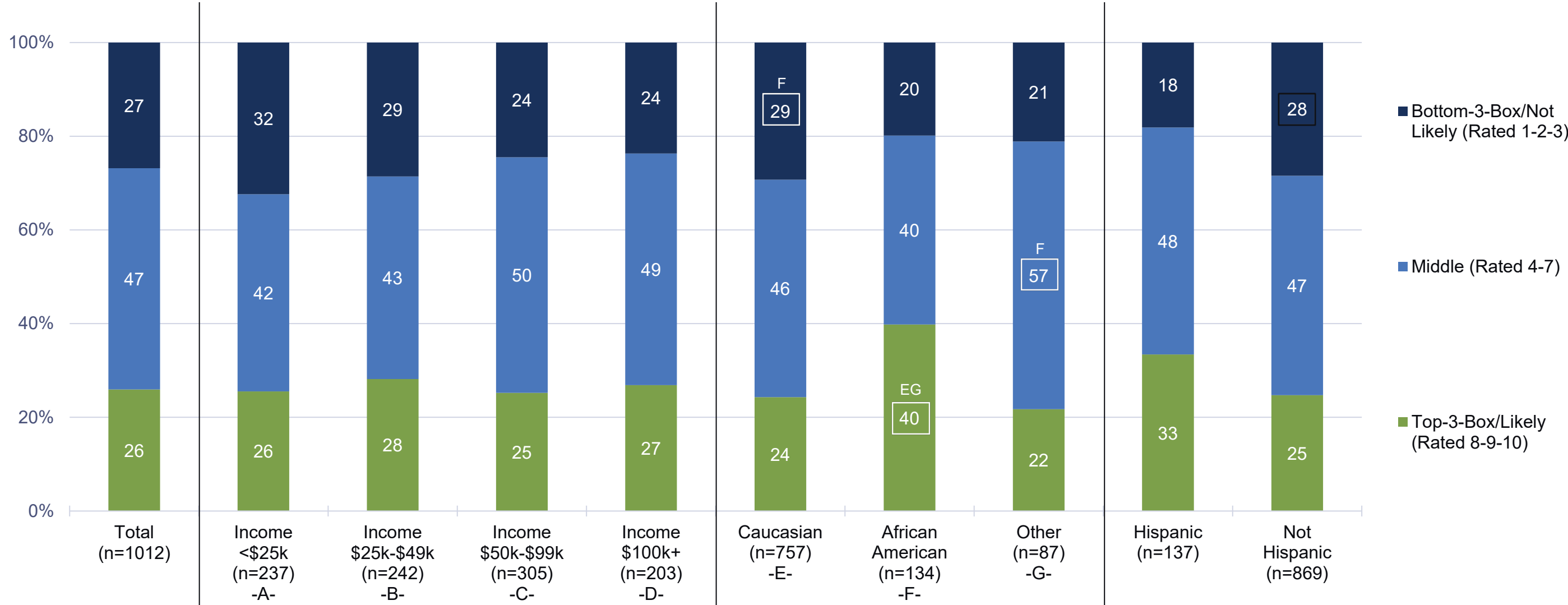
© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B29:** Putting aside cost, let's say you could get off the grid entirely and generate all the power you need at your home without the utility or other provider. How likely would you be to choose to go off grid? **Notes:** Respondents used a scale of 1–10, where 1 means not at all likely and 10 means extremely likely. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Self-disconnection consideration



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B17a:** If your utility allowed temporary service pauses without penalty, would you ever consider self-disconnection (such as letting your account reach a zero balance so that the service is turned off temporarily) to conserve energy (such as when away for a weekend or as a reminder to put money on your account), and then reconnecting at your convenience? **Notes:** Percentages reflect weighted data; sample sizes (n) are based on unweighted data.

# Likelihood of choosing a different electric utility provider



© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012) **Question B25:** If you had the ability to choose a different provider than your electric utility, how likely would you be to choose a different provider?  
**Notes:** Respondents used a scale of 1–10, where 1 means not at all likely and 10 means extremely likely. Percentages reflect weighted data; sample sizes (n) are based on unweighted data.



# The good ...

- Customers remain positive about the customer service from their utility. In fact, the trend line ticked up a notch in 2025.
- 59% of respondents felt their utility was “very easy” or “somewhat easy” to interact with.
- A majority of customers gave their utility a top-3 box rating in regard to being a trusted energy advisor. About the same number of respondents also believed that their utility cared about them as customers.
- A majority of customers gave their utility a top-3 box rating in their ability to serve them online, so customers are noting utility investments in digital transformation.
- 60% of respondents believe the utility operates efficiently.
- The reliability rating ticked up 3 points, from 54% in 2024 to 57% this year, ending a downward trend over the past five years.
- A third of customers were highly likely to recommend their local utility as a place to work for young people (a different way of looking at net promoter score).

# The bad (kind of) ...

- For every question, there's a sharp and growing generational shift between how younger and older customers want to do business with their utility. Most utilities (and their regulators) are oriented more toward an older-customer view of utility customer service.
- Customers generally view their utility as a trusted energy advisor, but only a third of respondents were comfortable sharing their personal information. About a third of respondents were concerned about imposter employees of the utility. Less than half of respondents were confident that their utility could protect their accounts from cyber threats.
- Customers are all over the place about the utility using AI for customer service.
- Customers are split down the middle regarding clean energy goals and investments made by their local utility. Sixty-nine percent of respondents believe their utility should spend more on clean energy. On one hand, it makes sense since the utility has a significant impact on the environment. On the other hand, clean energy has been highly politicized and increasingly viewed negatively as a cost driver to higher electricity prices.

# The ugly ...

- We have an affordability crisis in the utility sector. Customers are increasingly concerned about their ability to stay current, higher bills due to non-paying customers, and fraud with energy assistance. Only a third of respondents are very confident that their utility is managing costs to keep bills down.
- Data centers are going to be a flashpoint. Half of respondents are very concerned that data centers are driving up their utility bill, and less than a third of respondents believe that data centers are paying their fair share.
- If they could, half of respondents would go completely off-grid.
- A majority of customers would consider self-disconnection if there was no penalty to do so and it was quick to be reconnected.
- A quarter of respondents would leave their utility for a competitor.

# Appendix: Demographics

# Demographics

		Household Income				Race			Ethnicity	
	Total	Income <\$25k -A-	Income \$25k-\$49k -B-	Income \$50k-\$99k -C-	Income \$100k+ -D-	Caucasian -E-	African American -F-	Other -G-	Hispanic	Not Hispanic
Total Respondents	(1012)	(237)	(242)	(305)	(203)	(757)	(134)	(87)	(137)	(869)
	%	%	%	%	%	%	%	%	%	%
<b>Gender</b>										
Male	49	43	43	48	62 ABC	49	52	44	50	49
Female	51	55 D	57 D	51 D	38	50	47	55	50	51
Non-Binary	0	1	-	0	-	0	1	1	-	0
<b>Mean Age</b>										
	46.3	43.9	46.7	46.9	47.5 A	49.4 FG	38.4	39.4	38.7	47.8
<b>Marital Status</b>										
Married	46	17	28 A	56 AB	77 ABC	51 F	24	39 F	40	47
Not Married	54	82 BCD	72 CD	43 D	23	49	74 EG	58	60	52
Refused	1	1	-	1	-	0	2 E	2 E	-	1
<b>Mean Household Size</b>										
	2.7	2.6	2.4	2.8 B	3.2 ABC	2.7	2.7	3.0	3.4	2.6
<b>Presence of Children</b>										
Children Present	33	26	27	39 AB	40 AB	31	46 E	31	54	30
No Children Present	67	74 CD	73 CD	61	60	69 F	54	69	46	70
<b>Parent Of Children In Household</b>										
Parent	30	21	23	35 AB	39 AB	28	38 E	26	49	26
Not the Parent	70	79 CD	77 CD	65	61	72 F	62	74	51	74

© E Source (2025 State of the Utility Customer Survey) **Base:** Total respondents (n = 1,012).

# Demographics

		Age			Type Of Community			Home Ownership	
	Total	Age 18–34 -H-	Age 35–54 -I-	Age 55+ -J-	Urban -K-	Suburban -L-	Rural -M-	Own Home	Rent Home
Total Respondents	(1012)	(178)	(392)	(442)	(275)	(525)	(212)	(527)	(421)
	%	%	%	%	%	%	%	%	%
<b>Gender</b>									
Male	49	49	49	49	53 M	49	43	55	39
Female	51	51	51	50	46	51	57 K	44	61
Non-Binary	0	0	0	1	1	0	-	0	0
<b>Mean Age</b>									
	46.3	27.7	44.3 H	67.6 HI	42.0	47.2 K	50.2 KL	49.7	42.9
<b>Marital Status</b>									
Married	46	30	53 H	54 H	38	49 K	49 K	60	31
Not Married	54	69 IJ	47	45	62 LM	50	51	40	67
Refused	1	1	0	0	1	1	0	-	1
<b>Mean Household Size</b>									
	2.7	3.1 J	3.0 J	2.0	2.7	2.8	2.7	2.8	2.6
<b>Presence of Children</b>									
Children Present	33	45 J	48 J	6	42 LM	33 M	23	33	37
No Children Present	67	55	52	94 HI	58	67 K	77 KL	67	63
<b>Parent Of Children In Household</b>									
Parent	30	38 J	46 J	4	37 M	29 M	21	31	32
Not the Parent	70	62	54	96 HI	63	71	79 KL	69	68

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# Demographics

		Household Income				Race			Ethnicity	
	Total	Income <\$25k -A-	Income \$25k-\$49k -B-	Income \$50k-\$99k -C-	Income \$100k+ -D-	Caucasian -E-	African American -F-	Other -G-	Hispanic	Not Hispanic
Total Respondents	(1012)	(237)	(242)	(305)	(203)	(757)	(134)	(87)	(137)	(869)
	%	%	%	%	%	%	%	%	%	%
Education										
No College	33	61 BCD	41 CD	24 D	9	30	46 EG	28	31	33
College	67	38	59 A	76 AB	90 ABC	69 F	54	72 F	69	67
Refused	0	0	-	-	1	0	-	-	1	0
Employment										
Employed	56	35	53 A	66 AB	69 AB	54	69 E	56	65	55
Not Employed	43	64 BCD	46 CD	34	31	46 F	29	43	33	45
Refused	1	1	1	0	-	0	2	1	2	1
Household Income										
Mean (In thousands)	68.9	14.4	36.5 A	71.8 AB	151.7 ABC	72.8 F	52.3	67.3 F	69.2	69.0
Median (In thousands)	56.0	14.0	35.6	69.8	142.8	59.8	40.0	56.5	58.5	55.7
Home Ownership										
Rent	39	57 CD	54 CD	32 D	14	34	61 EG	37	45	37
Own	55	23	41 A	66 AB	85 ABC	60 F	32	58 F	50	56
Other	6	20 BCD	5 D	2	0	6	7	5	5	6
Type Of Community										
Urban	28	38 BCD	29	26	23	23	54 EG	28	35	27
Suburban	52	38	48	54 A	66 ABC	53 F	37	60 F	53	52
Rural	20	24 D	24 D	20 D	11	23 FG	9	12	12	21

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# Demographics

		Age			Type Of Community			Home Ownership	
	Total	Age 18–34 -H-	Age 35–54 -I-	Age 55+ -J-	Urban -K-	Suburban -L-	Rural -M-	Own Home	Rent Home
Total Respondents	(1012)	(178)	(392)	(442)	(275)	(525)	(212)	(527)	(421)
	%	%	%	%	%	%	%	%	%
<b>Education</b>									
No College	33	41 J	33 J	24	36 L	25	48 KL	20	47
College	67	59	67	76 HI	63 M	75 KM	52	80	53
Refused	0	0	1	0	1	0	-	0	1
<b>Employment</b>									
Employed	56	70 J	68 J	28	65 LM	55 M	46	59	56
Not Employed	43	28	31	71 HI	34	44 K	54 KL	41	42
Refused	1	2	1	1	1	1	1	-	2
<b>Household Income</b>									
Mean (In thousands)	68.9	62.3	74.2 H	69.9	60.7	78.7 KM	55.4	89.6	46.6
Median (In thousands)	56.0	49.1	64.0	53.7	47.4	64.7	45.4	76.9	37.0
<b>Home Ownership</b>									
Rent	39	47 IJ	38 J	31	56 LM	33	29	-	100
Own	55	43	56 H	66 HI	38	63 K	60 K	100	-
Other	6	10 J	6	3	6	4	11 L	-	-
<b>Type Of Community</b>									
Urban	28	38 IJ	28 J	19	100	-	-	20	41
Suburban	52	49	50	56	-	100	-	59	44
Rural	20	13	22 H	24 H	-	-	100	21	15

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# Demographics

		Household Income				Race			Ethnicity	
	Total	Income <\$25k -A-	Income \$25k-\$49k -B-	Income \$50k-\$99k -C-	Income \$100k+ -D-	Caucasian -E-	African American -F-	Other -G-	Hispanic	Not Hispanic
Total Respondents	(1012)	(237)	(242)	(305)	(203)	(757)	(134)	(87)	(137)	(869)
	%	%	%	%	%	%	%	%	%	%
<b>Ethnicity</b>										
Hispanic	16	19	12	16	16	12	7	30 EF	100	-
Not Hispanic	84	80	88 A	84	83	88 G	93 G	70	-	100
Refused	1	1	-	-	1	0	-	1	-	-
<b>Race</b>										
Caucasian	73	68	70	76 A	79 AB	100	-	-	56	76
African-American	13	16 D	17 D	12	7	-	100	-	5	14
Asian/Pacific Islander	4	1	2	5 A	7 A	-	-	43	4	4
Native American	2	3	3	2	2	-	-	24	6	2
Mixed ethnic background	2	3	2	2	1	-	-	20	4	2
Other	1	1	2	1	1	-	-	13	4	1
Refused	4	7 BC	3	2	4	-	-	-	20	1
<b>Political Affiliation</b>										
Democrat	32	29	37	30	33	28	51 E	37	40	30
Republican	32	29	27	36	35	38 FG	12	11	24	33
Independent	26	25	23	26	28	24	29	38 E	24	26
Other political party	2	1	2	2	1	2	1	4	1	2
Not registered to vote	9	16 CD	11 CD	6	3	9	7	10	11	8
<b>Census Region</b>										
Northeast	17	16	17	18	17	18	14	17	19	16
South	39	43 C	42	33	38	39	51 EG	28	30	40
Midwest	21	23	23	20	17	22	20	13	10	23
West	24	17	18	29 AB	27 AB	21	14	42 EF	41	20

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# Demographics

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	Total	Age 18–34 -H-	Age 35–54 -I-	Age 55+ -J-	Urban -K-	Suburban -L-	Rural -M-	Own Home	Rent Home
Total Respondents	(1012)	(178)	(392)	(442)	(275)	(525)	(212)	(527)	(421)
	%	%	%	%	%	%	%	%	%
<b>Ethnicity</b>									
Hispanic	16	24 IJ	16 J	7	20 M	16 M	9	14	18
Not Hispanic	84	75	84 H	92 HI	79	84	90 KL	85	81
Refused	1	1	0	1	1 L	0	0	0	1
<b>Race</b>									
Caucasian	73	59	72 H	87 HI	60	75 K	86 KL	79	65
African-American	13	20 IJ	12 J	7	25 LM	9	6	7	20
Asian/Pacific Islander	4	4	5	4	4	5	2	6	3
Native American	2	4 J	2	1	2	3	1	2	2
Mixed ethnic background	2	3 J	3 J	0	2	2	2	1	3
Other	1	3 J	1	0	1	1	1	1	2
Refused	4	7 J	5 J	1	6 M	5	1	3	5
<b>Political Affiliation</b>									
Democrat	32	32	28	36 I	38 M	33 M	20	30	36
Republican	32	27	33	35 H	27	30	43 KL	37	23
Independent	26	26	28	24	25	27	24	27	25
Other political party	2	2	3 J	1	2	2	3	1	3
Not registered to vote	9	14 J	9 J	4	8	9	10	5	13
<b>Census Region</b>									
Northeast	17	17	17	17	22 L	15	15	17	18
South	39	39	39	38	32	42 K	40	38	39
Midwest	21	21	21	21	21	16	32 KL	19	21
West	24	24	24	24	25 M	27 M	14	26	23

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