

# Residential CSAT

2025



# Methodology



- As in 2018-2024, data was collected via both telephone interviews and self-administered web surveys among Tacoma Public Utilities' Residential customers in 2025. Both phone and web surveys were conducted from July 15<sup>th</sup> to August 18<sup>th</sup>, 2025. Customer lists provided by Tacoma Public Utilities were used for both the phone and web surveys.
- A total of 402 telephone interviews and 1,069 web surveys were conducted across five customer types. Consistent with 2024\*, Phone and Web data was combined and weighted in 2025 in proportion to their distribution in the TPU residential customer population:

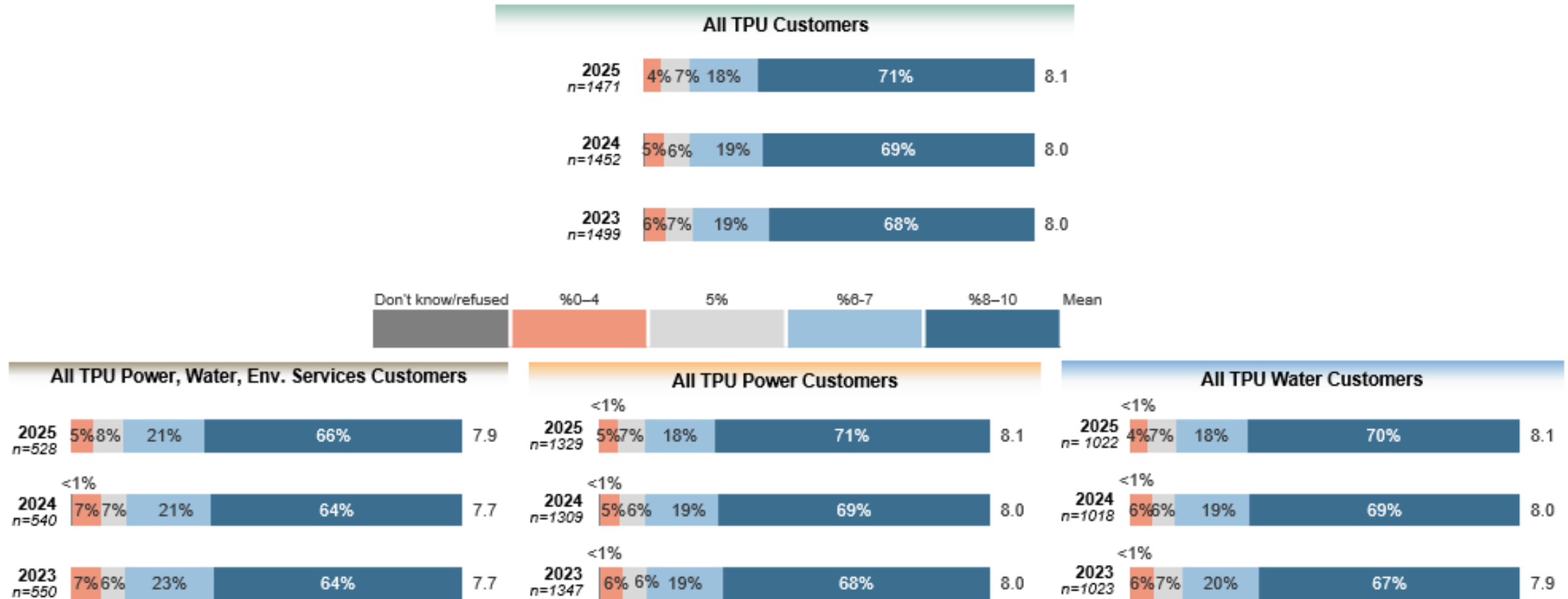
	Phone	Web	Weighted Total
	n=	n=	n=
Power, Water, and Environmental Services	121	407	443
Power only single-family	88	240	330
Power only multi-family	105	236	386
Water only	55	87	202
Power and Water only	33	99	120

- In proportion to the primary contact phone number type (landline or mobile) provided to TPU by Residential customers, 21% of phone respondents were contacted via their landline phone, and 79% were contacted via their mobile phone.
- Tacoma Public Utilities was identified as the study sponsor.
- Residential customers were screened and qualified based on the following criteria:
  - Head or co-head of household who is familiar with their TPU services
  - Adult, 18 years of age and older.
- The sampling error for 402 telephone interviews is +/-4.9% at the 95% confidence level.
- The sampling error for 1,069 online interviews is +/-3.0% at the 95% confidence level.

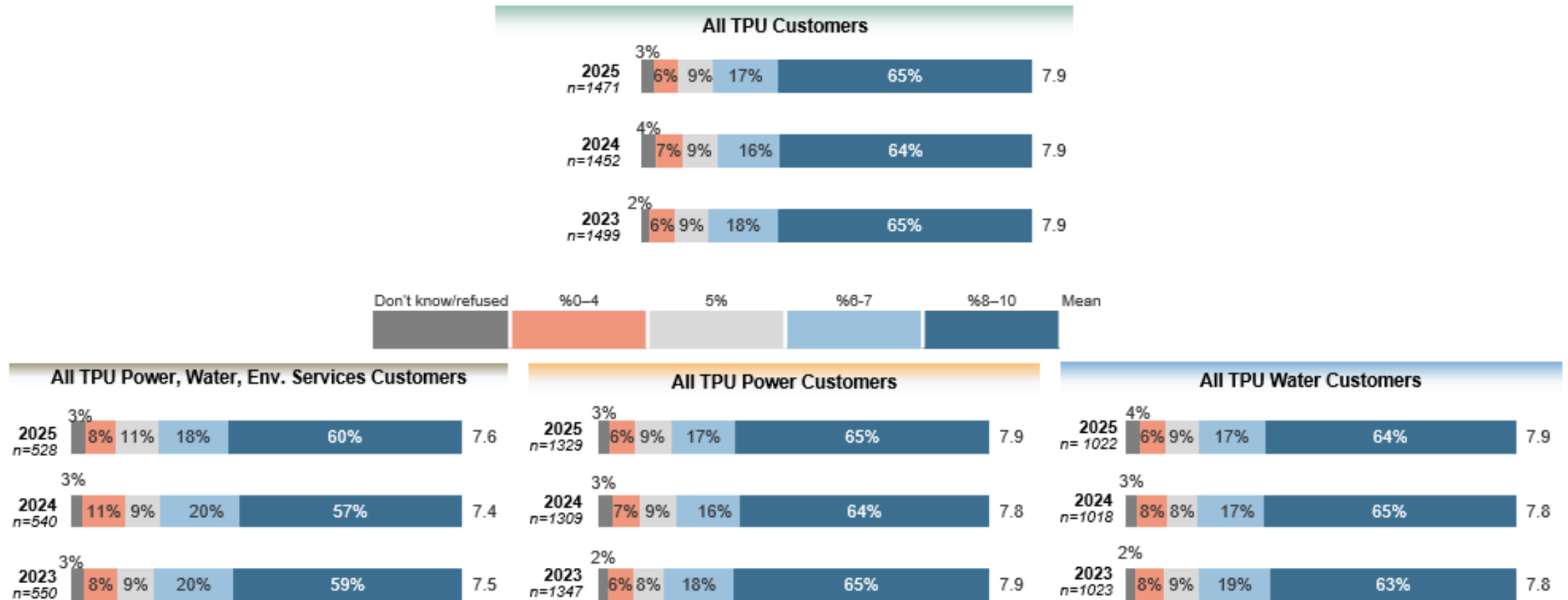


\* Prior year's data also combined and reweighted for comparisons in this report.

# Overall Satisfaction with TPU

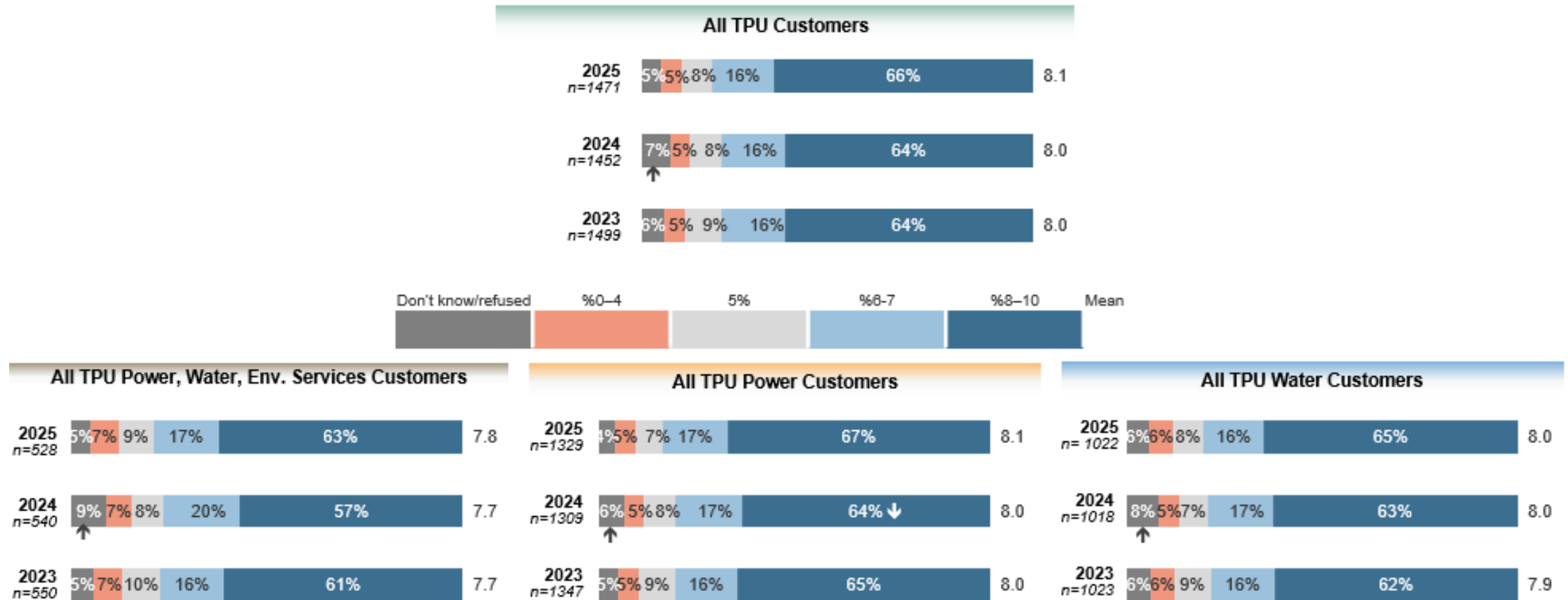


# Being an Organization You Can Trust



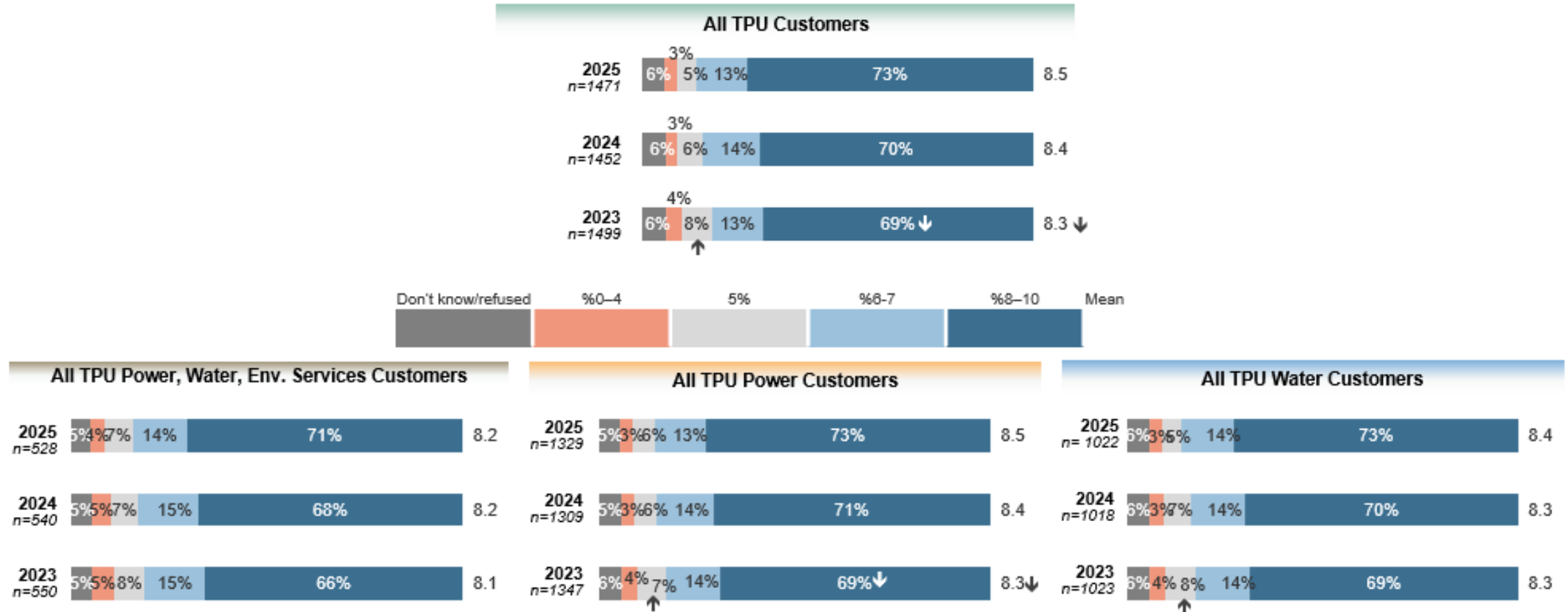
How would you rate T-P-U's performance with regard to...?  
 TRUST. Being an organization you can trust  
 ↑ ↓ Indicate significant differences between the current wave and previous waves.

# Promptly Fixing Customer Problems



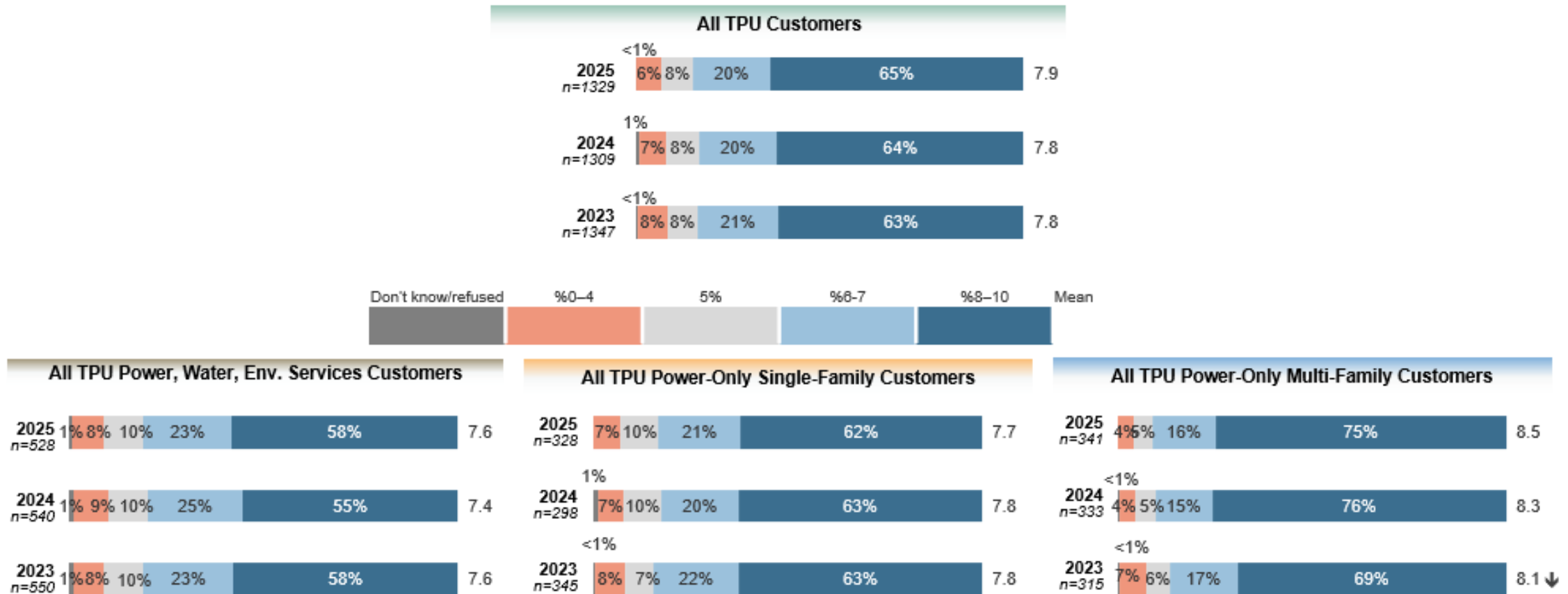


# Having Friendly & Courteous Employees



How would you rate T-P-U's performance with regard to...?  
 COURTEOUS. Having friendly and courteous employees  
 ↑↓ Indicate significant differences between the current wave and previous waves.

# Value of Electric Service

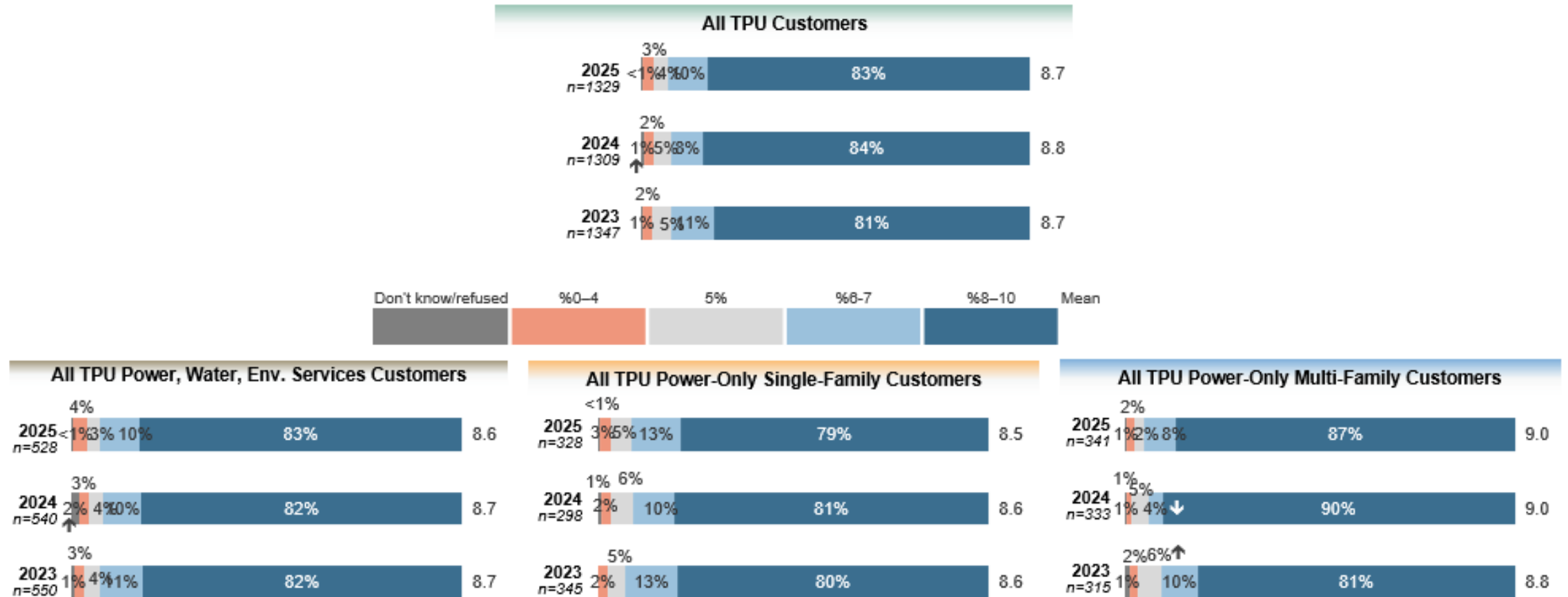


Q12. Using the scale from a 0 to 10 scale where a 0 means you receive a very poor value and a 10 means you receive a very good value, how would you rate the value you receive from Tacoma Power in terms of the electric service you receive.

\*Single-family and Multi-family home based on sample designation.

↑↓ Indicate significant differences between the current wave and previous waves.

# Reliability of Electric Service



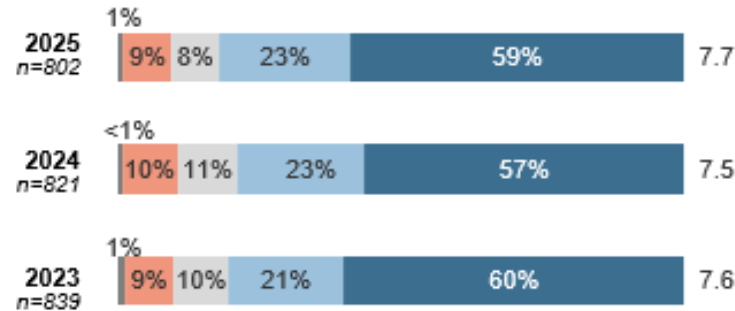
How would you rate T-P-U's performance with regard to...?  
 RELIABLE. Providing reliable electric service  
 \*Single-family and Multi-family home based on sample designation.  
 ↑↓ Indicate significant differences between the current wave and previous waves.



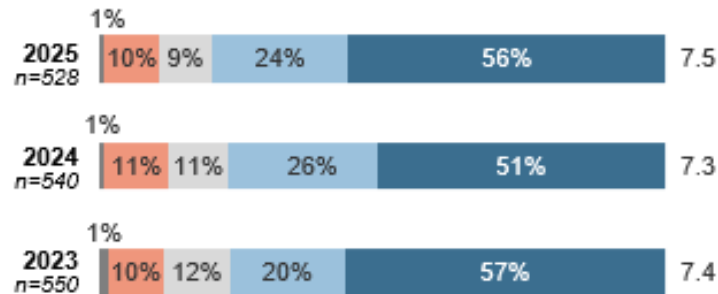
# Value of Water Service



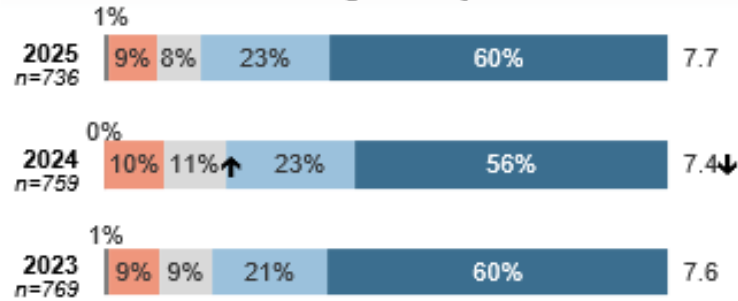
## All Tacoma Water Customers



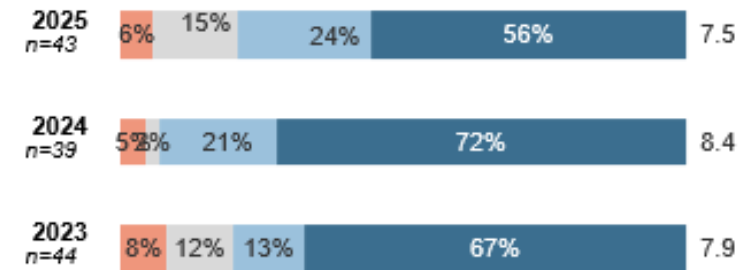
## All TPU Power, Water, Env. Services Customers



## All TPU Water Single-Family Customers



## All TPU Water Multi-Family Customers



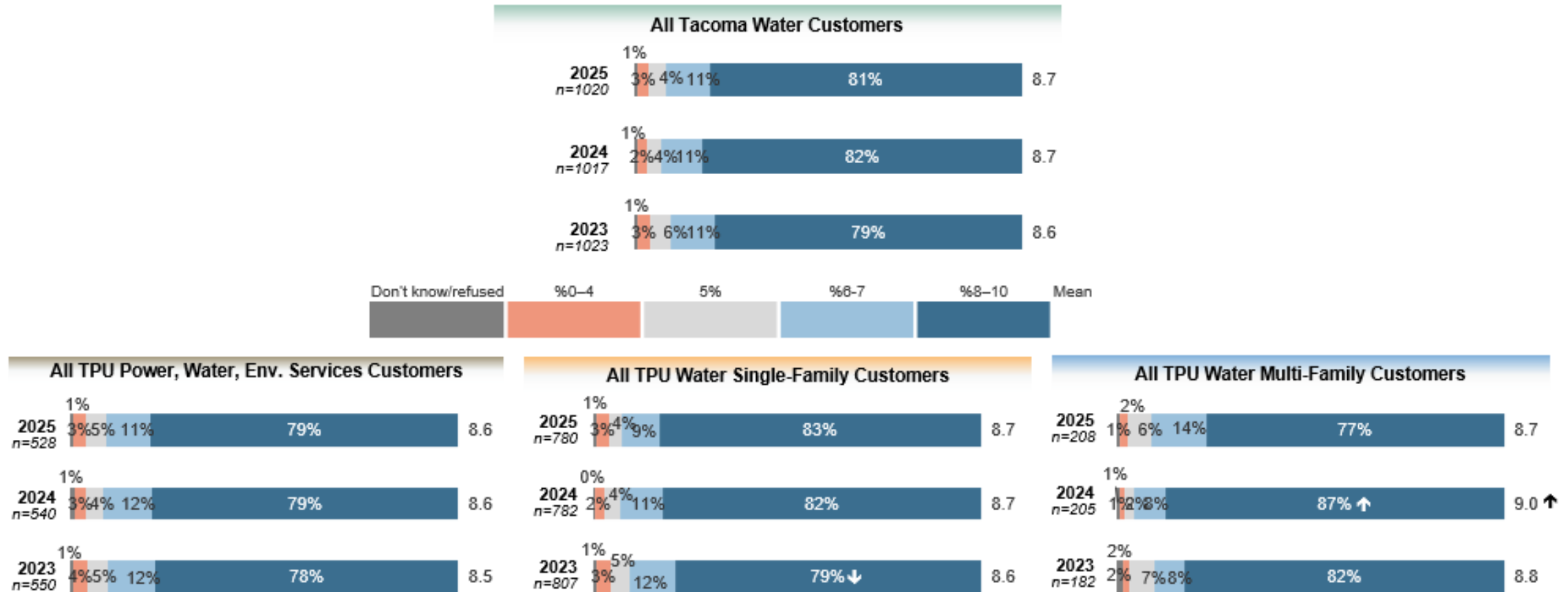
\*Base size <30, interpret results with caution, \*\* Insufficient sample size (n<10).

Q13. Using the scale from a 0 to 10 scale where a 0 means you receive a very poor value and a 10 means you receive a very good value, how would you rate the value you receive from Tacoma Water in terms of the water service you receive

\*Single-family and Multi-family home based on survey response (D2)

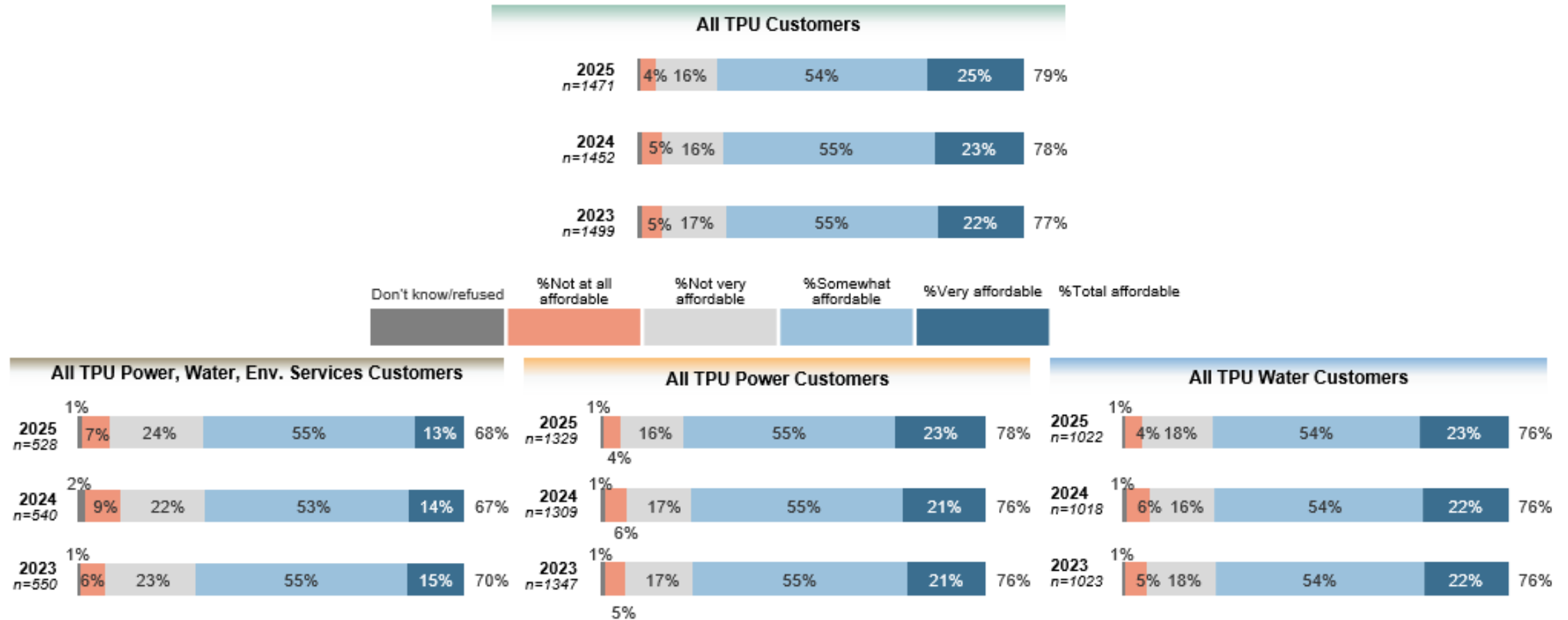
↑↓ Indicate significant differences between the current wave and previous waves.

# Reliability of Water Service

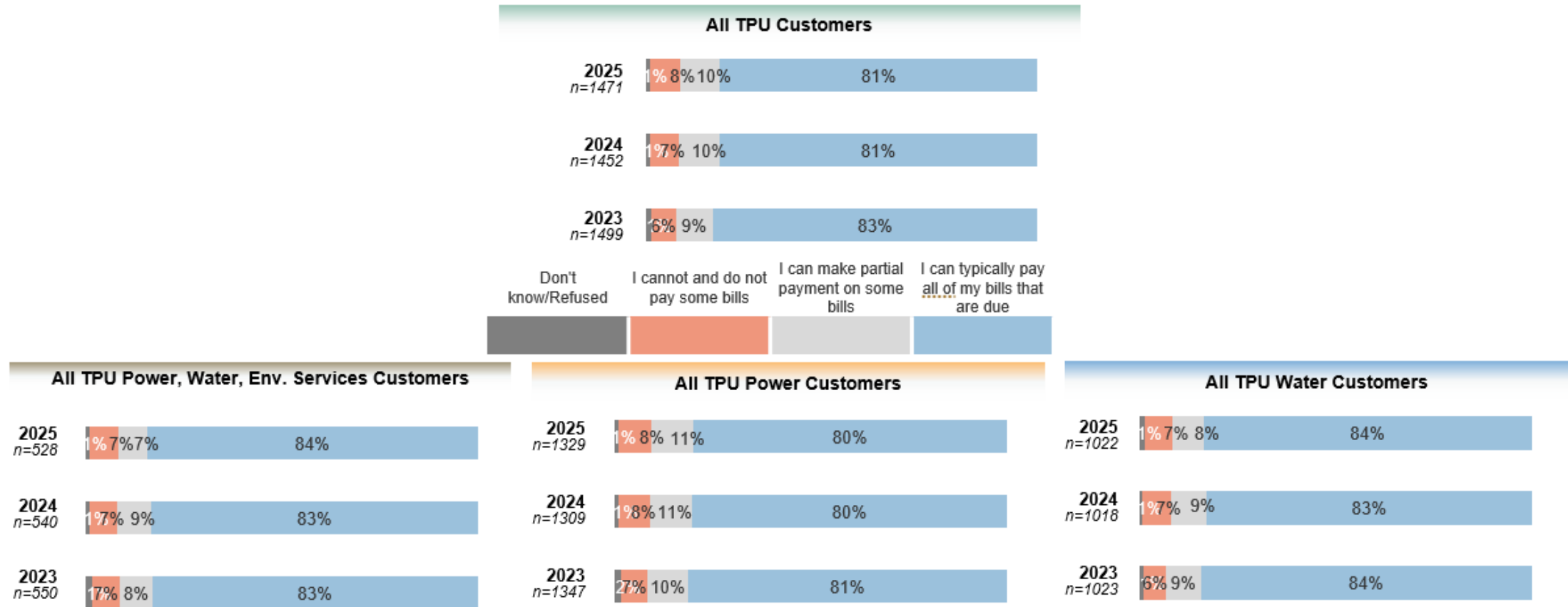


How would you rate Tacoma Water's performance with regard to...?  
WTRREL: Overall reliability of water service  
\*Single-family and Multi-family home based on survey response (D2)  
↑↓ Indicate significant differences between the current wave and previous waves.

# Bill Affordability



# Ability to Pay Bills



BILLS. In a typical month, which best describes your ability to pay all of your bills that are due?  
 ↑↓ Indicate significant differences between the current wave and previous waves.

# National Utility Benchmarking



	Mean	Rank	Quartile	Number of Utilities
Reasonableness of Electric Rates	7.0	29	2	102
Helping Customers Use Energy Safely	8.2	3	1	93
Value of Electric Product Delivered	7.9	22	1	100
Accessible By Phone During Outage	8.0	2	1	89
Being a Good Corporate Citizen in the Communities Served	7.8	6	1	96
Being Easy To Do Business With	8.2	7	1	100
Providing Reliable Service	8.7	5	1	102
Having Friendly And Courteous Employees	8.5	5	1	94
Promptly Fixing Customer Problems	8.1	4	1	92
Being An Organization You Can Trust	7.9	8	1	102
Having Bills That Are Easy To Understand	8.2	9	1	102
<b>Overall Favorability</b>	<b>8.0</b>	<b>19</b>	<b>1</b>	<b>101</b>
Having Knowledgeable And Well-Trained Employees	8.3	6	1	96
<b>Overall Satisfaction</b>	<b>8.3</b>	<b>9</b>	<b>1</b>	<b>102</b>
Providing Accurate Bills	8.3	10	1	102
Reliable Estimates of Power Restored	8.2	6	1	97
Restoring Electric Service When Outages Occur	8.5	6	1	102
Being Well-Managed	7.8	9	1	99
Programs to Help Customers Use Energy More Efficiently	7.6	17	1	96