

A photograph of a modern, multi-story building with a light-colored facade and large glass windows. A sign on the side of the building reads "TACOMA PUBLIC UTILITIES" with a stylized "T" logo. The sky is clear and blue.

Residential CSAT

2025



Methodology

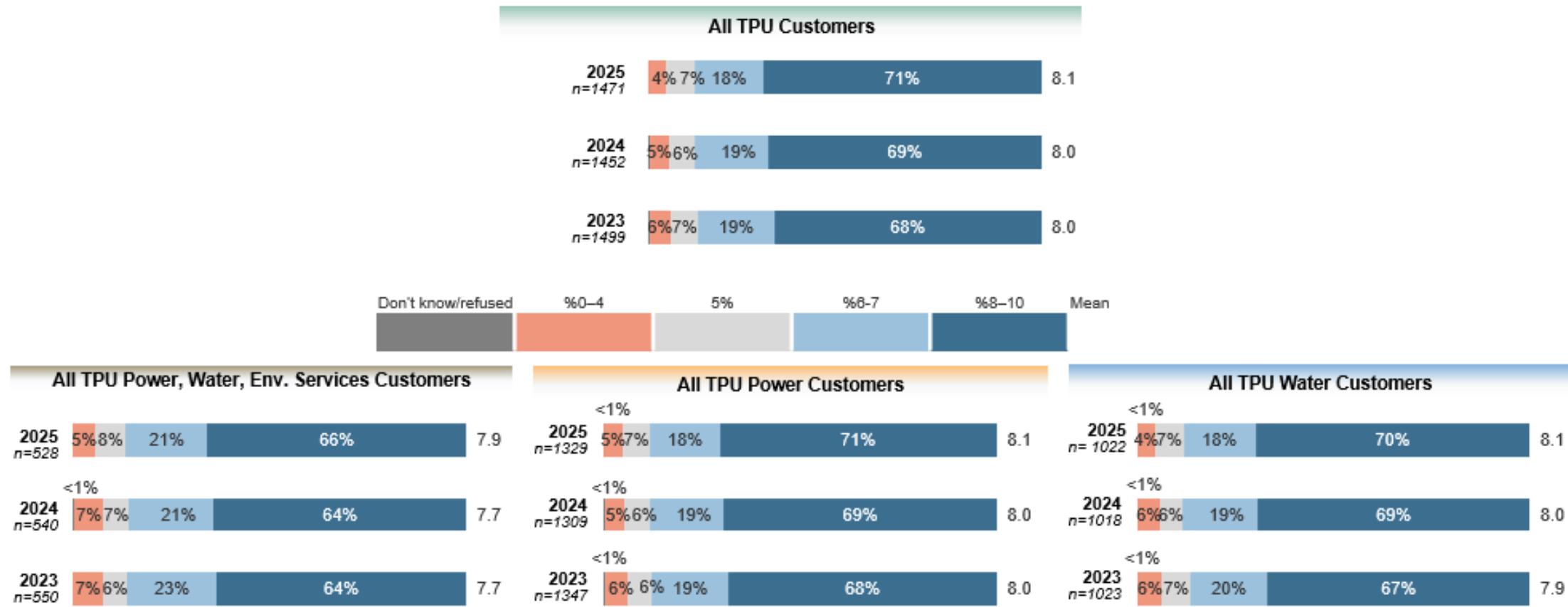


- As in 2018-2024, data was collected via both telephone interviews and self-administered web surveys among Tacoma Public Utilities' Residential customers in 2025. Both phone and web surveys were conducted from July 15th to August 18th, 2025. Customer lists provided by Tacoma Public Utilities were used 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:

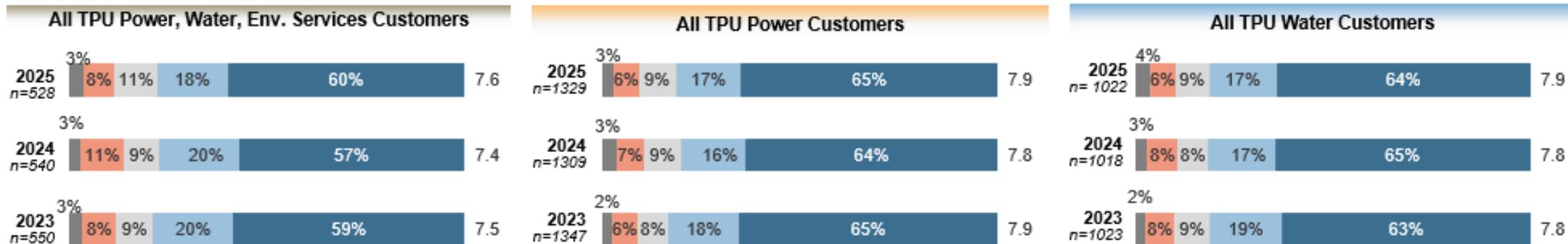
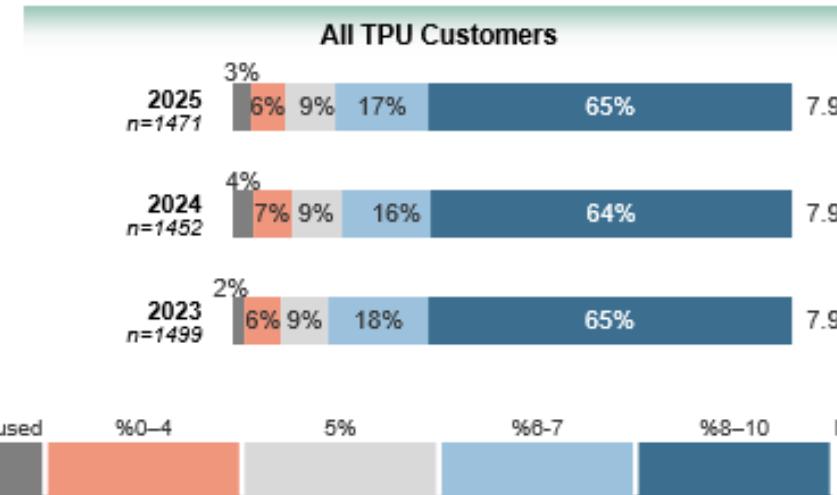
	Phone	Web	Weighted Total
	n=	n=	n=
Power, Water, and Environmental Services	121	407	443
Power only single-family	88	240	330
Power only multi-family	105	236	386
Water only	55	87	202
Power and Water only	33	99	120

- 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.

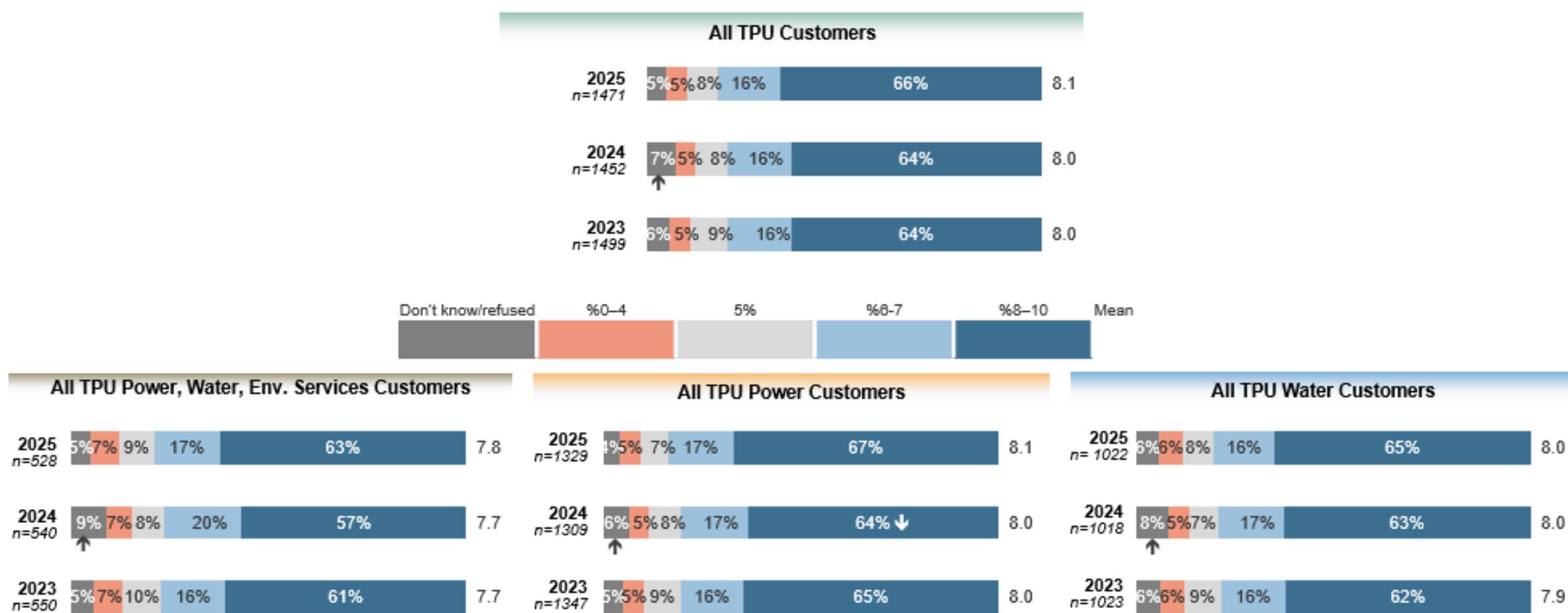
Overall Satisfaction with TPU



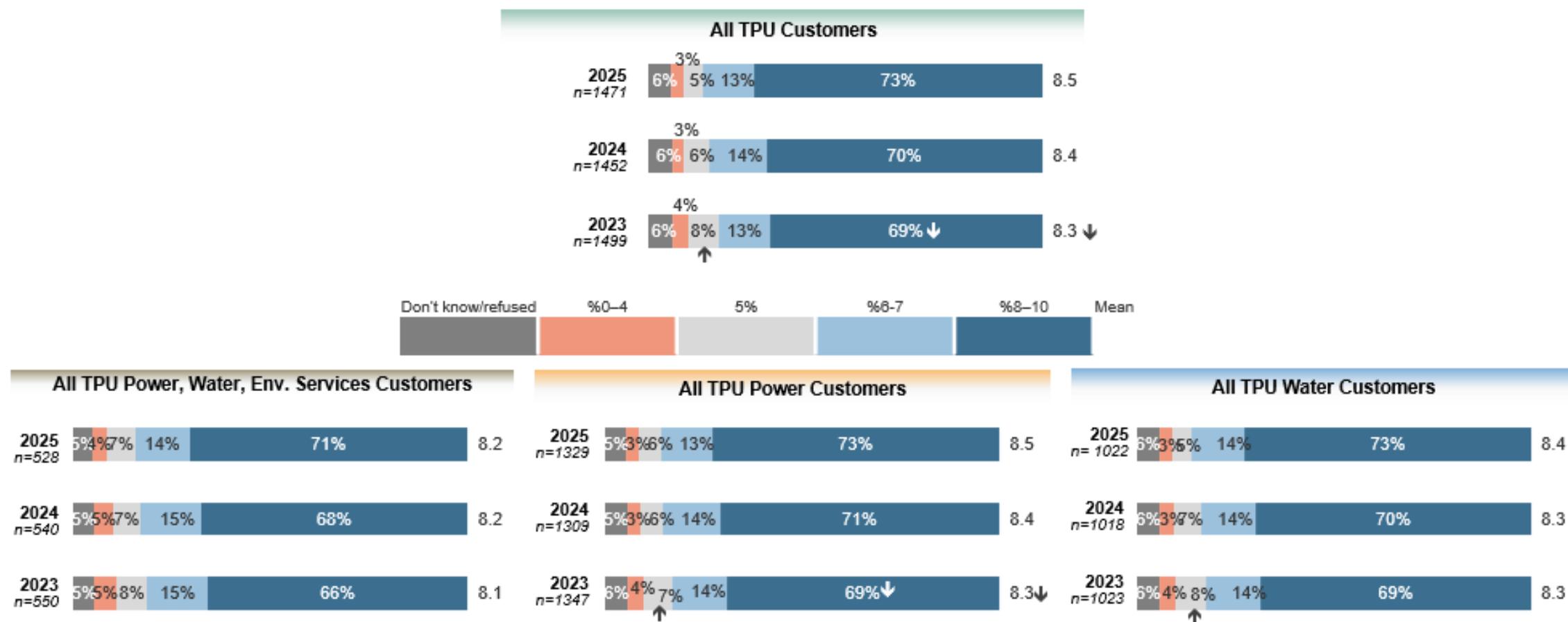
Being an Organization You Can Trust



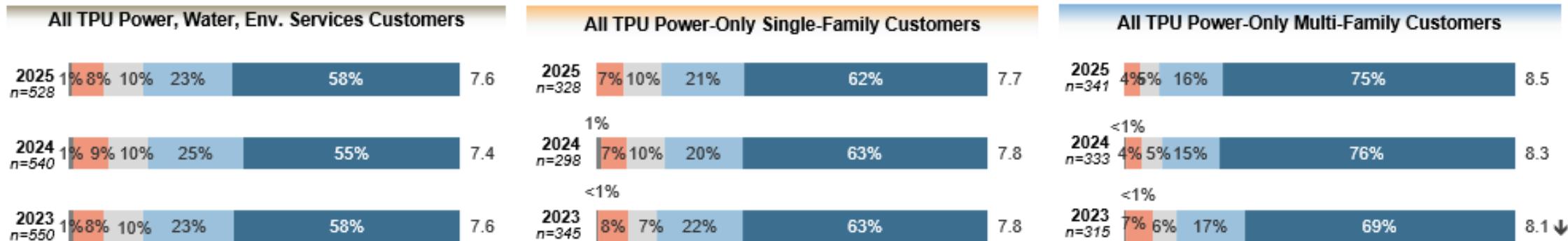
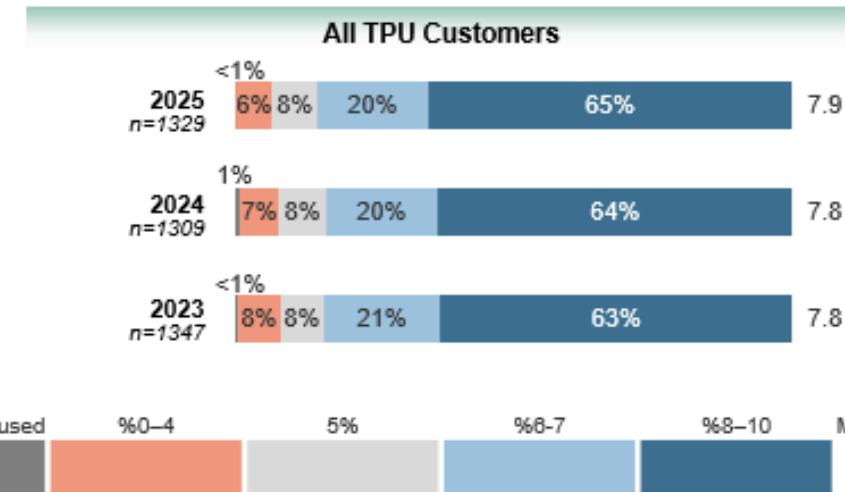
Promptly Fixing Customer Problems



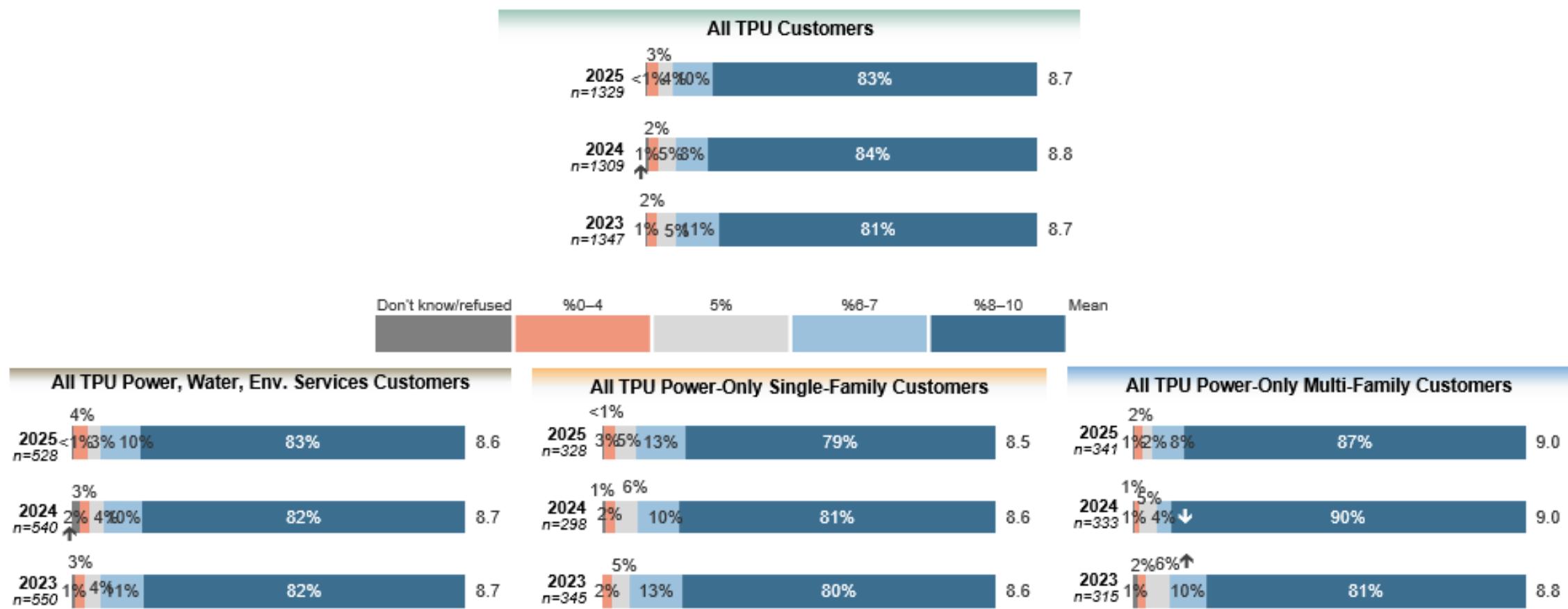
Having Friendly & Courteous Employees



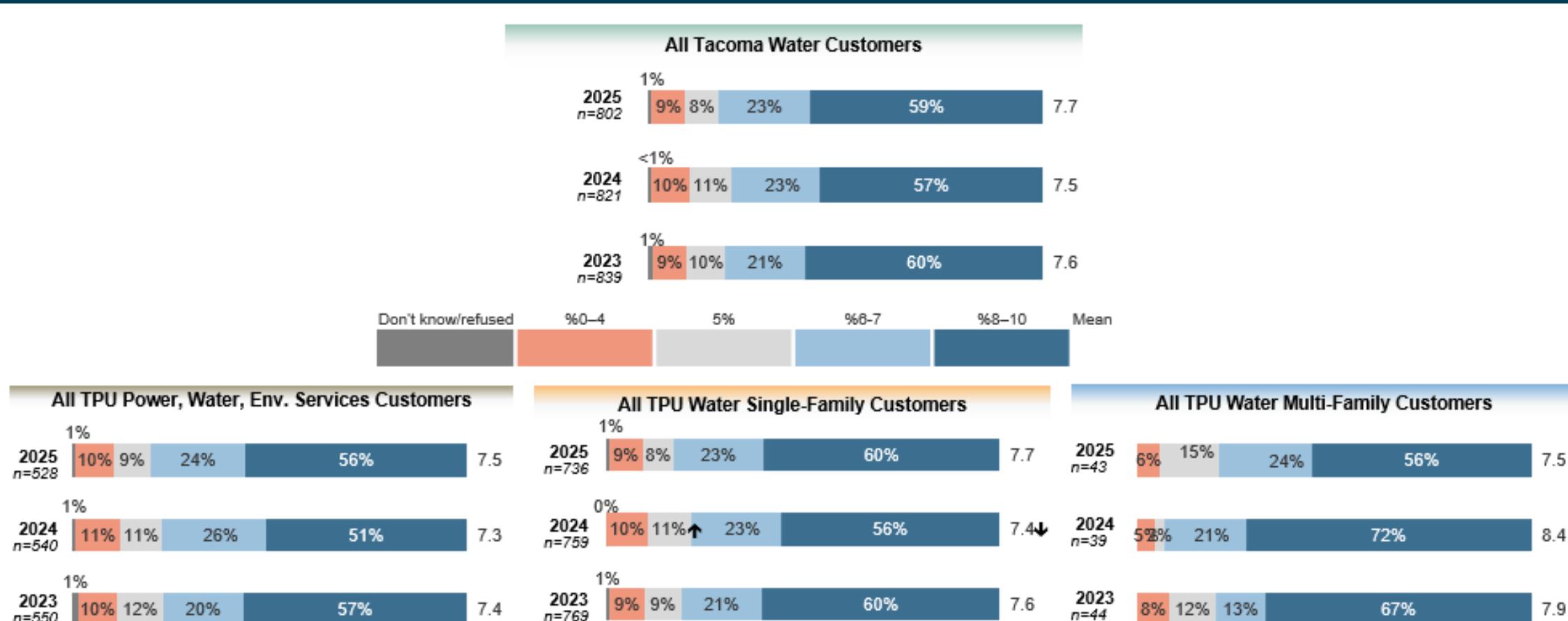
Value of Electric Service



Reliability of Electric Service



Value of Water Service



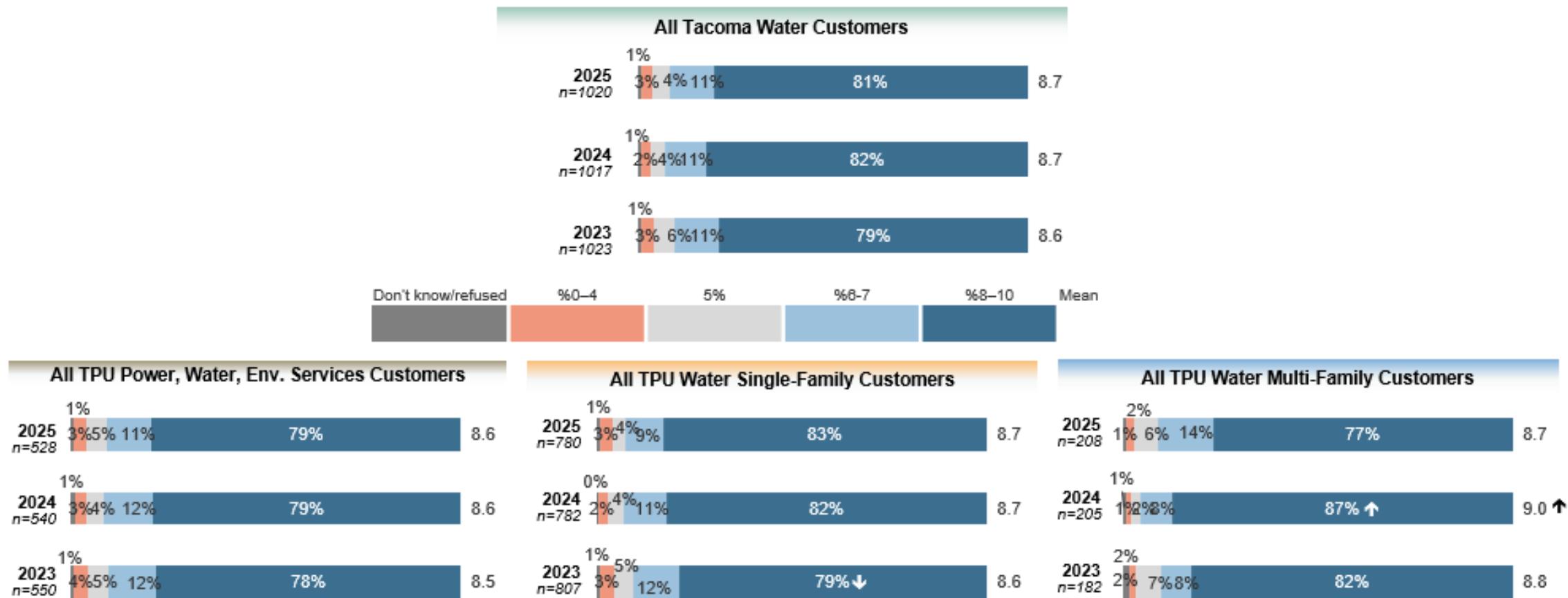
*Base size <30, interpret results with caution, ** Insufficient sample size (n<10).

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

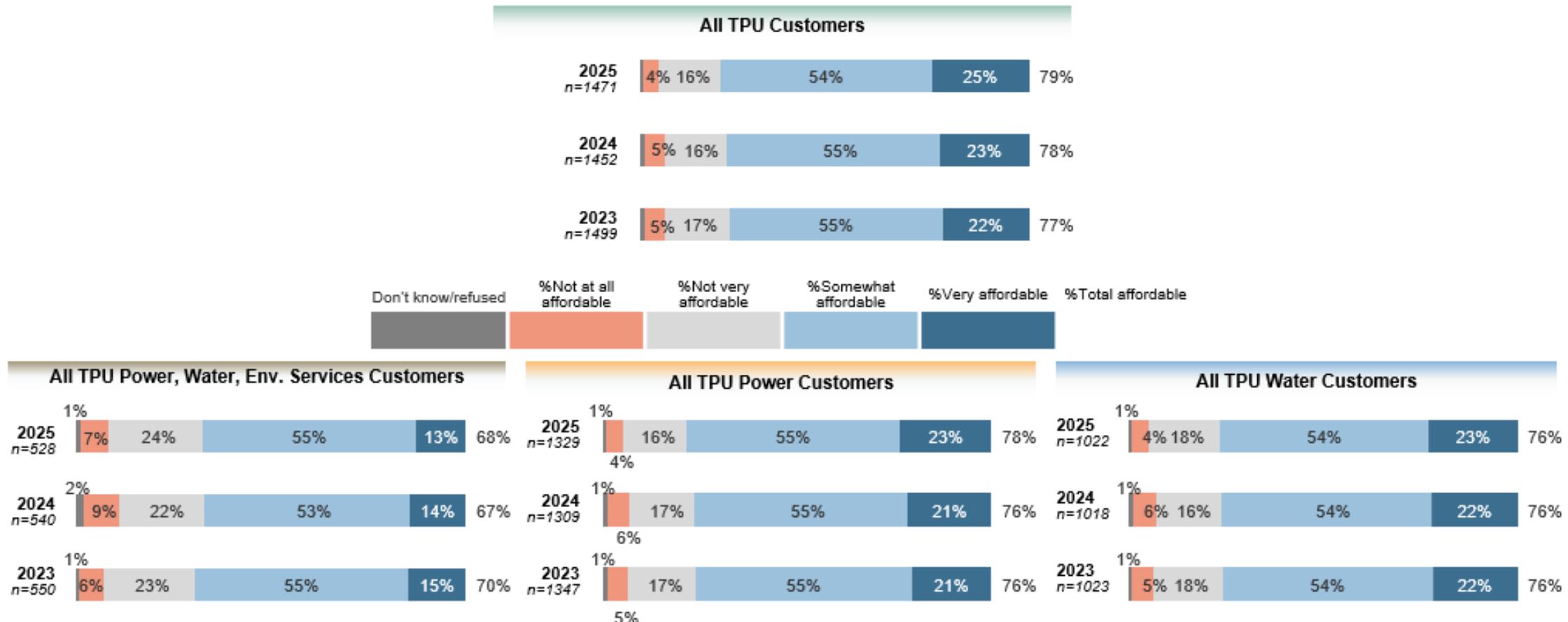
*Single-family and Multi-family home based on survey response (D2)

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

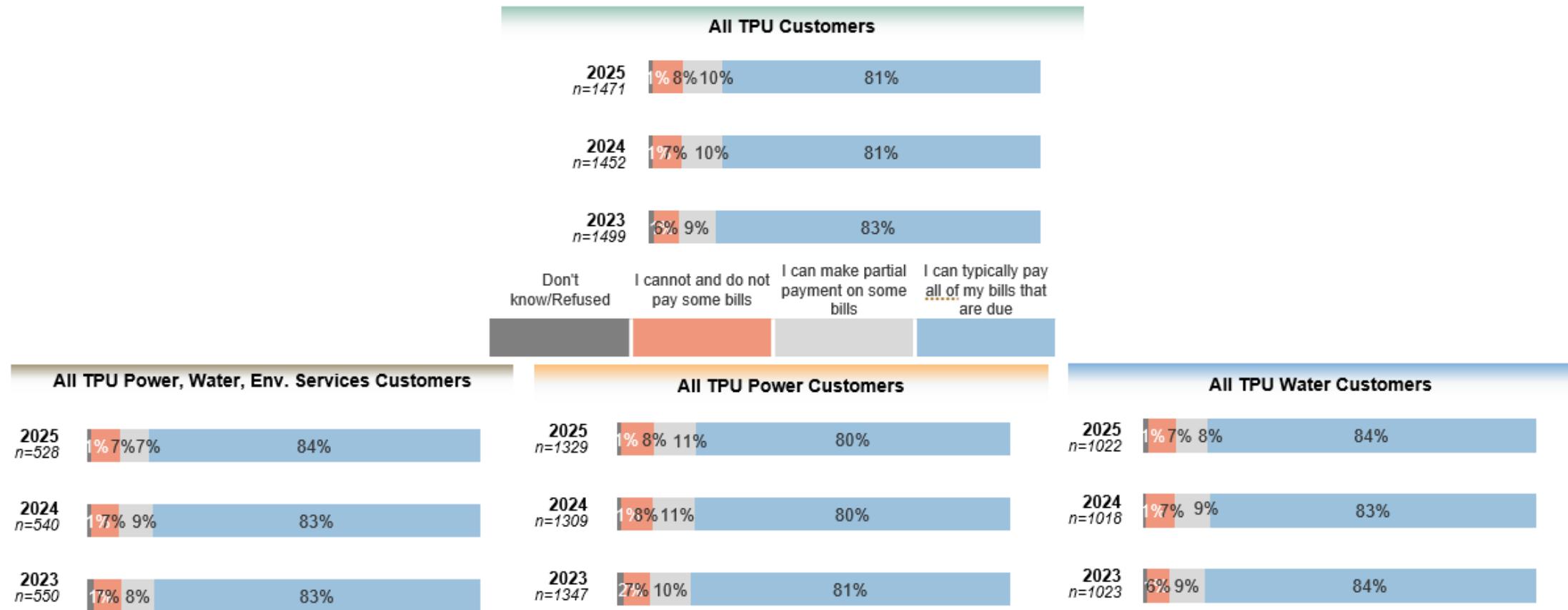
Reliability of Water Service



Bill Affordability



Ability to Pay Bills



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
Overall Favorability	8.0	19	1	101
Having Knowledgeable And Well-Trained Employees	8.3	6	1	96
Overall Satisfaction	8.3	9	1	102
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