

# 2011 Electric Utility Residential Customer Satisfaction Study<sup>SM</sup>



Prepared for:

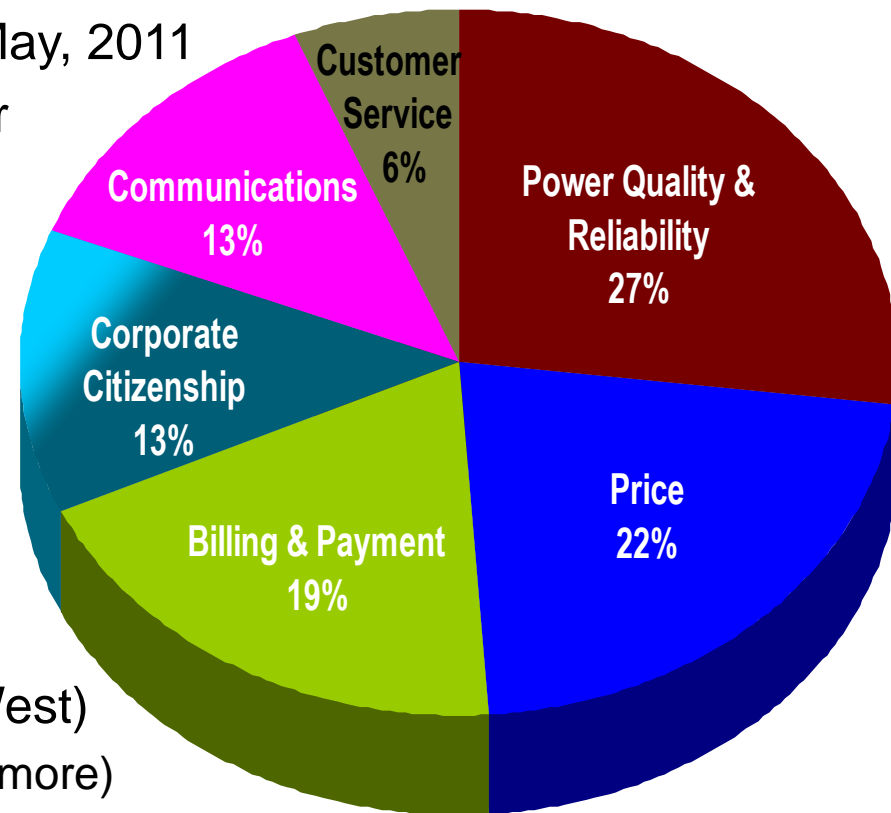


August 3, 2011

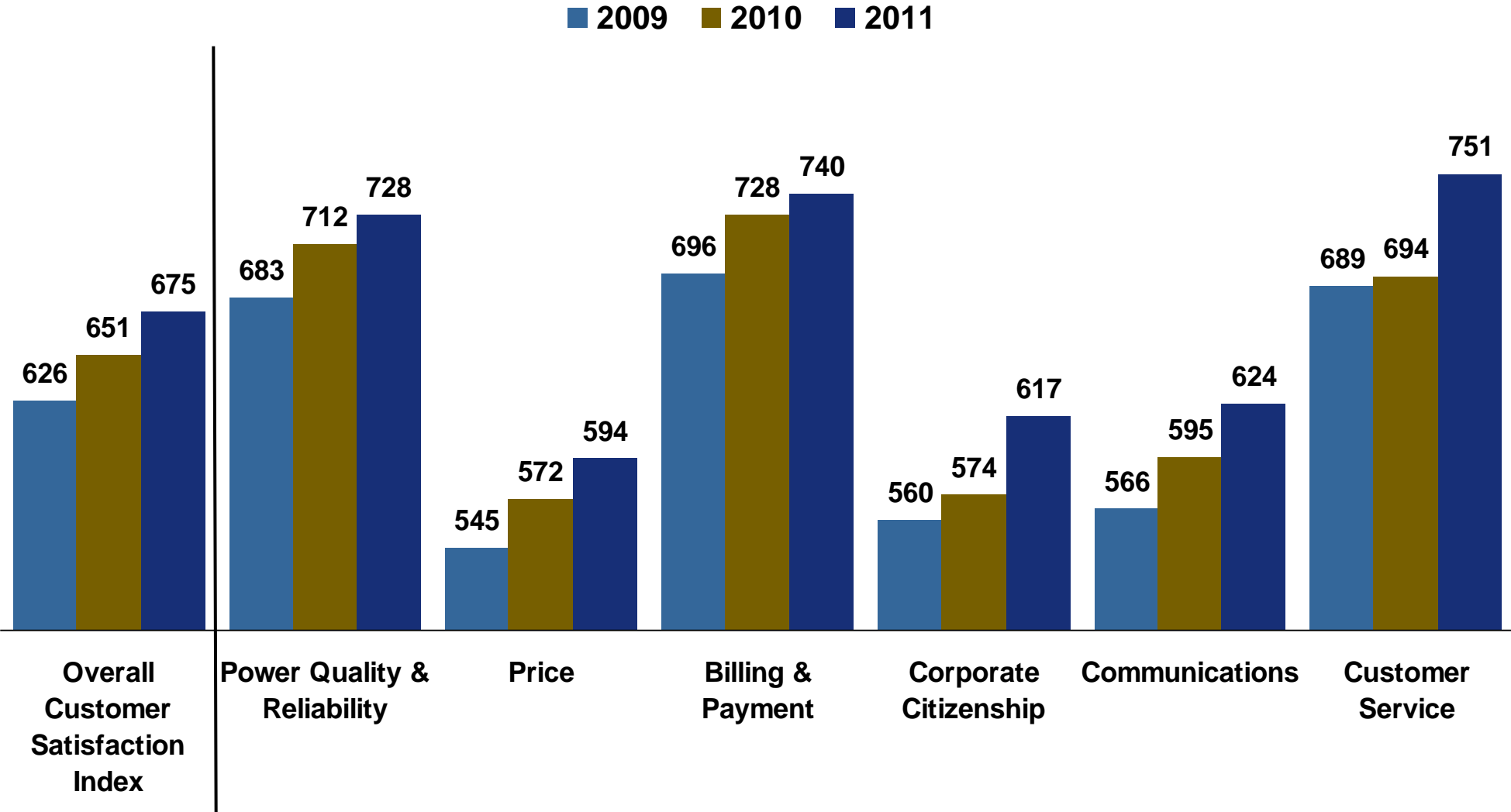
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# Study Overview

- Fielded online continuously over four quarterly fielding waves
  - Fielding spanned July, 2010 through May, 2011
  - Annual score is the average of the four fielding periods
- Study published on July 13, 2011
- 98,562 responses were collected
- Data available after each quarterly fielding period
- Covers 124 utility brands
  - Four regions (East, South, Midwest, West)
    - Large utilities (500,000 households or more)
    - Midsize utilities (125,000 to 499,999 households)



# RMP Continues Its Improvement Trend



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