New Jersey American Water Ranks #1 in J.D. Power 2024 Water Utility Residential Customer Satisfaction Study in Northeast Large Region

Company also ranks highest in seven of eight dimensions measured including trust, information provided, and cost

CAMDEN, N.J. – May 6, 2024 – New Jersey American Water has received the J.D. Power award for ranking highest in customer satisfaction among large water utilities in the Northeast according to the J.D. Power 2024 U.S. Water Utility Residential Customer Satisfaction Study.

“Ranking first in customer satisfaction by J.D. Power is incredibly meaningful to our 860 hard-working employees, who are committed to delivering exceptional service to the 2.9 million people we serve,” said Mark McDonough, President, New Jersey American Water. “When we say we are customer-obsessed, it’s not just about continuing to deliver safe, reliable and affordable water and wastewater services to our customers; it’s about working to earn their trust and giving them confidence in their water system and these study results show both of these sentiments. For that, we are humbled, grateful, and even more inspired to continue to work hard for our customers every day.”

The U.S. Water Utility Residential Customer Satisfaction Study, now in its ninth year, measures satisfaction among residential customers of 92 water utilities that deliver water to populations of at least 400,000 and is reported in four geographic regions and two size categories: Midwest Large; Midwest Midsize; Northeast Large; Northeast Midsize; South Large; South Midsize; West Large; and West Midsize. Overall satisfaction is measured by examining eight dimensions (listed in order of importance): information provided; quality and reliability; level of trust; ease of doing business; total monthly cost; people; resolving problems or complaints; and digital channels.

In the 2024 study, drinking water safety, high cost, lack of information and low levels of trust are called into question for customers nationwide, highlighting the need for better communications by utilities according to J.D. Power.

“When customers are aware of the work utilities are doing to maintain infrastructure and they feel confident drinking the water, overall satisfaction scores rise considerably,” said John Hazen, managing director of utilities intelligence at J.D. Power. “The issue is that many utilities are not engaging in this type of proactive communication; whereas the utilities that ranked highest in their geographical regions, like New Jersey American Water, are making customer communication a priority.”

In addition to ranking #1 in the Northeast Large region, New Jersey American Water also achieved the highest score in the Northeast Large region for seven of the eight dimensions measured within the 2024 study, including level of trust, information provided, total monthly cost, and ease of doing business. The Northeast region includes water utilities in Connecticut, District of Columbia, Delaware, Massachusetts, Maryland, New Hampshire, New Jersey, New York, Pennsylvania and Rhode Island.

For more information about the U.S. Water Utility Residential Customer Satisfaction Study, visit https://www.jdpower.com/business/utilities/water-utility-residential-customer-satisfaction-study.

About New Jersey American Water

New Jersey American Water, a subsidiary of American Water (NYSE: AWK), is the largest regulated water utility in the state, providing high-quality and reliable water and wastewater services to approximately 2.9 million people.

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