American Water Newsroom

New Jersey American Water Ranks #1 in J.D. Power 2025 Water Utility Residential Customer Satisfaction Study in Northeast Large Region for the Second Consecutive Year

Company also ranks best in six of eight dimensions measured including cost, trust, and information provided

CAMDEN, N.J. – May 19, 2025 – New Jersey American Water received the J.D. Power award for ranking highest in customer satisfaction among large water utilities in the Northeast for the second consecutive year according to the J.D. Power 2025 U.S. Water Utility Residential Customer Satisfaction Study. The 2025 study results were announced in a press release issued by J.D. Power on May 7, 2025.

“Being recognized by J.D. Power as the top-ranked utility in customer satisfaction for 2025 is an honor—and a reflection of the dedication and expertise of each of our employees. Every day, our teams go above and beyond to provide high-quality water and wastewater service to the 2.9 million people who depend on us,” said Mark McDonough, President of New Jersey American Water. “Customer trust is hard-earned, and we understand how vital reliable water service is—many of our employees are customers too. That’s why we remain committed to delivering safe, clean, reliable, and affordable water service that our communities count on, while making the necessary investments to protect local systems for generations to come.”

The U.S. Water Utility Residential Customer Satisfaction Study, now in its tenth year, measures satisfaction among residential customers of 91 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 core dimensions (listed in order of importance): information provided; level of trust; quality and reliability; ease of doing business; total monthly cost; people; resolving problems or complaints; and digital channels.

“New Jersey American Water continues to set the standard for customer satisfaction in the Northeast by making communication a priority. Their top performance—particularly in areas like information provided and total monthly cost—shows how effective it is when a utility not only delivers reliable service, but also helps customers make informed decisions to conserve water and manage their bills,” said Lauren Slepian, Director of Customer Insights and Performance for American Water.

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 six of the eight dimensions measured within the 2025 study: information provided, level of trust, ease of doing business, total monthly cost, people, and resolving problems or complaints. The Northeast region includes 9 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.

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