



## 2025 Village of Hyde Park Customer Survey

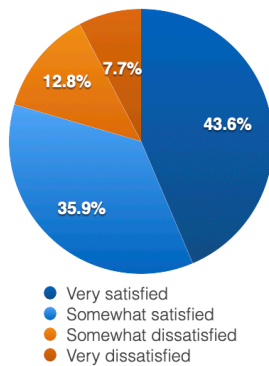
April 17, 2025

**Overall Customer Satisfaction** - Seven-out-of-ten respondents surveyed provided positive ratings (7-10 on a 10 pt. scale) for their “overall satisfaction with the Village of Hyde Park’s utility service” (71.8%). This was driven in part by strong ratings for the Village of Hyde Park’s ability to provide good service and value for the cost (72.3%), respond promptly to customer questions and complaints (72.2%), communicate (71.0%), and their helpful & knowledge staff (70.6%). Each of these ratings were on par or outperformed the 2024 national benchmark ratings. However, the area that offered the greatest opportunity for improvement was found in helping customers use less electricity, which was much lower than the national average (24.0% vs. 59.2%).

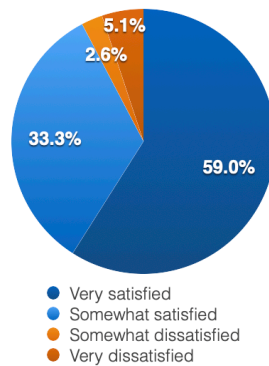
Organizational Characteristics	Village of Hyde Park Ratings	GB’s 2024 National Ratings
Providing good service and value for the cost of electricity	72.3%	65.7%
Responding promptly to customer questions and complaints	72.2%	68.4%
Communicating with customers	71.0%	66.8%
Helpful and knowledgeable staff	70.6%	70.0%
Maintaining modern and reliable infrastructure	68.8%	69.9%
Being open and honest about utility operations and policies	67.7%	65.4%
Providing good service and value for the cost of water	62.0%	N/A
Community involvement	61.4%	63.9%
Helping customers use less electricity	24.0%	59.2%
<b>Overall satisfaction with the Village of Hyde Park’s utility service</b>	<b>71.8%</b>	<b>72.3%</b>

**Customer Experiences** - Across all services, the majority of respondents indicated they were “very” or “somewhat satisfied” with the Village of Hyde Park’s service. Electric Service received the highest satisfaction rating (92.3%), followed by Water (90.3%), and Wastewater (89.5%). Notably, General Services was found to have the lowest satisfaction levels with just over 20% being either “very” or “somewhat dissatisfied.”

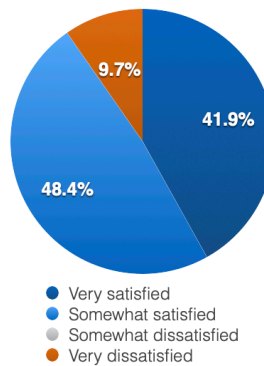
General Services (N=39)



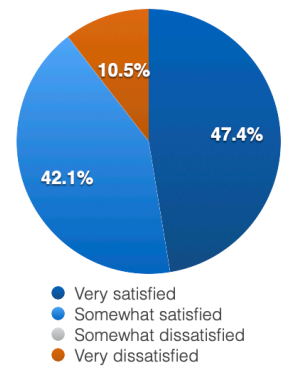
Electric Department Services (N=39)



Water Department Services (N=31)



Wastewater Department Services (N=19)



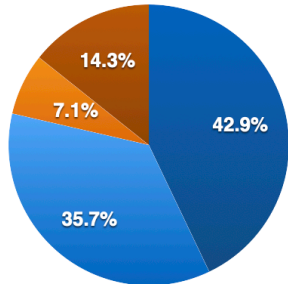
GreatBlue Research, Inc.

20 Western Boulevard  
Glastonbury, Connecticut 06033



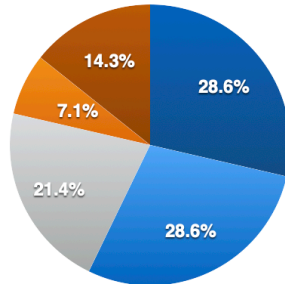
Additionally, over 85% of respondents were “very” or “somewhat satisfied” with the service received from the Village of Hyde Park’s field crews (85.7%). While still strong, customer service representative ratings lagged slightly behind (78.6%), due to two-out-of-ten respondents indicating that they were either “very” or “somewhat dissatisfied.”

**Customer Service Representative (N=14)**



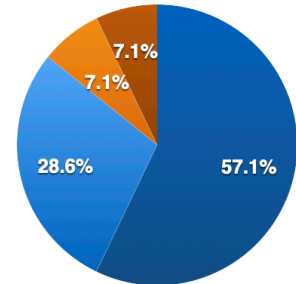
- Very satisfied
- Somewhat satisfied
- Not sure
- Somewhat dissatisfied
- Very dissatisfied

**Office Location (N=14)**



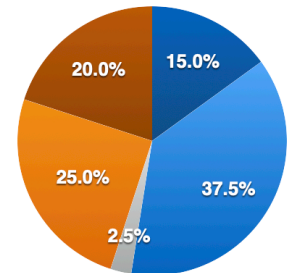
- Very satisfied
- Somewhat satisfied
- Not sure
- Somewhat dissatisfied
- Very dissatisfied

**Field Crew (N=14)**



- Very satisfied
- Somewhat satisfied
- Not sure
- Somewhat dissatisfied
- Very dissatisfied

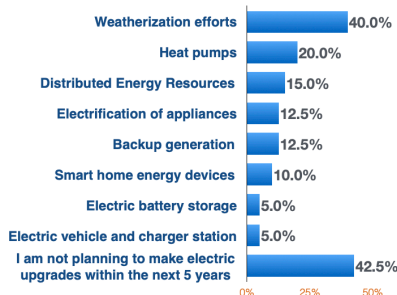
**Clean Energy Portfolio Awareness**



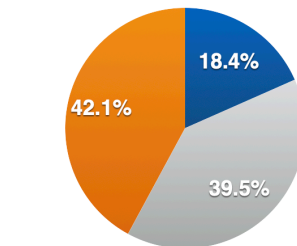
- Very aware
- Somewhat aware
- Not sure
- Not very aware
- Not at all aware

**Electrification and Technology** - Currently, over one-half of respondents (52.5%) are “very” or “somewhat aware” of the Village of Hyde Park’s clean energy portfolio. Moving forward, more than two-fifths of respondents (42.5%) are “not planning to make electric upgrades within the next 5 years” and believe “only those seeking to adopt new technologies” should pay to integrate them into the electric system (42.1%).

**Electric Technology Upgrades in the Next 5 years**



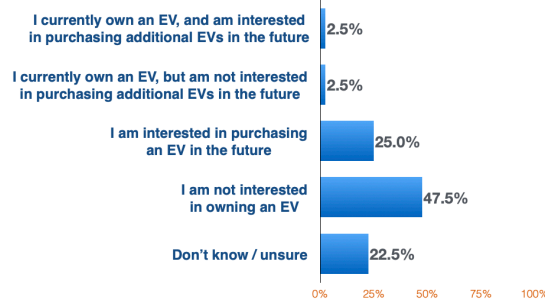
**Who Should Pay for these New Technologies?**



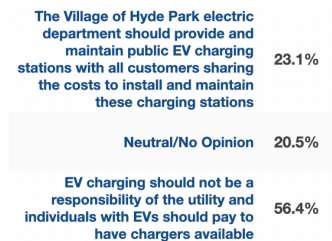
- The Utility
- Neutral/No Opinion
- Only those Seeking to Adopt New Technologies

Additionally, almost one-half of respondents (47.5%) stated they are “not interested in owning an EV” and more than half believe “EV charging should not be a responsibility of the utility and individuals with EVs should pay to have chargers available” (56.4%).

**Electric Vehicle Interest**



**Who Should Handle EV Charging Infrastructure?**



**GreatBlue Research, Inc.**

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