

## TOPLINE & METHODOLOGY

### Most Americans report higher electricity, gas bills compared to a year ago

Four in five feel powerless to control their electricity or gas bills, while most do not understand what drives utility costs

**Washington, D.C., April 2, 2025**—A new PowerLines poll, conducted by Ipsos, finds that three in five Americans say their electricity and/or gas bill has increased compared to a year ago, while slightly more are concerned that these bills will increase this year. Most Americans also say they feel powerless to control how much they are charged for electricity and gas services and admit they do not fully understand what drives the costs from their local utilities. Moreover, most *disagree* that their state government does a good job at protecting their interests when it comes to regulating local electrical or gas utilities.

#### Detailed findings:

1. A majority of Americans say their electricity and/or gas bill has increased compared to a year ago (62%) and are concerned that these bills will increase this year (73%).
  - One in three (33%) that say that their electricity/gas bills stayed the same compared to a year ago. Just 3% that say these bills decreased.
  - Those in households that make under \$50k a year (81%), those living in the West (77%), and Hispanic respondents (78%) are the most concerned about increasing electricity and gas bills.
  - Nearly half say that increasing electricity and gas bills are a bad sign for the economy (47%). Half also say that these increasing bills are neither a good nor bad sign for the economy (50%); just 1% say it is a good sign.
2. Fewer than half of Americans (42%) and bill payers (43%) say they fully understand what drives the costs they are charged by local electric or gas utilities.
  - Americans age 18-34 (60%), 35-49 (58%), 50-64 (58%) are more likely to say they don't fully understand what drives these costs compared to those ages 65+ (47%).
  - When asked what type of electricity or gas utility company services their home, one in three (33%) say they don't know. Black Americans (46%), those with a high school degree or less (43%), and Americans age 18-34 (43%) are the most likely not to know.
  - While most say they are familiar with their local power or gas utilities (69%), fewer are familiar with state regulatory agencies that oversee these utilities (39%) or how local utilities source their power (47%).
3. Less than half say their state government does a good job protecting their interests when it comes to regulating our local electrical or gas utilities (38% agree, 59% disagree).
  - There are no significant differences across political party. Older Americans are more likely to say their state government does a good job (47%), compared to 35% among those ages 18-34.
  - Four in five say they feel like they are powerless to control how much they are charged for electricity or gas services (80%). Majorities across all demographics feel this way.



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### PowerLines/Ipsos Utility Bills Survey

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
 Interview dates: March 28-30, 2025  
 Number of interviews: 2,036  
 Number of bill payer interviews: 1,944

Margin of error: +/- 2.3 percentage points at the 95% confidence level for all respondents  
 Margin of error: +/- 2.3 percentage points at the 95% confidence level for bill payers respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents, N/A = not applicable

#### Annotated Questionnaire:

Q1. Who is responsible for paying the electricity and gas utility bills each month in your household?

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Myself (alone)	42%	44%
Myself and another household member	32%	33%
Another member of the household	22%	23%
I don't pay utilities	4%	-
Don't know	1%	-
Skipped	*	-

Q2. How familiar are you, if at all, with the following?

#### Total Familiar Summary

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Your local power and or gas utilities	69%	70%
How your local power or gas utilities source their energy (i.e., coal, gas, nuclear, wind)	47%	48%
The state or local regulatory agency that oversees your local power or gas utilities	39%	40%



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Q2\_1. How familiar are you, if at all, with the following? Your local power and or gas utilities

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Very familiar	26%	26%
Somewhat familiar	43%	44%
Not very familiar	19%	19%
Not at all familiar	11%	10%
Skipped	1%	1%
<i>Familiar (Net)</i>	<i>69%</i>	<i>70%</i>
<i>Not familiar (Net)</i>	<i>31%</i>	<i>29%</i>

Q2\_2. How familiar are you, if at all, with the following? The state or local regulatory agency that oversees your local power or gas utilities

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Very familiar	10%	10%
Somewhat familiar	30%	31%
Not very familiar	37%	37%
Not at all familiar	23%	22%
Skipped	1%	*
<i>Familiar (Net)</i>	<i>39%</i>	<i>40%</i>
<i>Not familiar (Net)</i>	<i>60%</i>	<i>59%</i>

Q2\_3. How familiar are you, if at all, with the following? How your local power or gas utilities source their energy (i.e., coal, gas, nuclear, wind)

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Very familiar	12%	12%
Somewhat familiar	35%	36%
Not very familiar	32%	33%
Not at all familiar	20%	19%
Skipped	1%	1%
<i>Familiar (Net)</i>	<i>47%</i>	<i>48%</i>
<i>Not familiar (Net)</i>	<i>53%</i>	<i>52%</i>

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Q3. To the best of your knowledge, is the electricity or gas utility company that services your home...?

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Private or investor-owned	29%	30%
Public or municipal	30%	31%
A Co-operative	11%	11%
Don't know	33%	31%
Skipped	1%	*

Q4. Compared to a year ago, how has your electrical and/or gas bill changed, if at all?

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Increased	62%	64%
Stayed the same	33%	32%
Decreased	3%	3%
Skipped	2%	1%

Q5. How concerned are you, if at all, about your electrical and/or gas bill increasing this year?

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Very concerned	30%	31%
Somewhat concerned	42%	43%
Not very concerned	20%	20%
Not at all concerned	6%	6%
Skipped	1%	1%
Concerned (Net)	73%	73%
Not concerned (Net)	26%	26%

Q6. Do you think increasing electricity and gas bills for consumers like you is a sign that the economy is doing well, a sign that the economy is doing poorly, or neither?

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Good sign	1%	1%
Neither good nor bad	50%	50%
Bad sign	47%	48%
Skipped	1%	1%

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Q7. To what extent do you agree or disagree with the following statements?

### Total Agree Summary

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
I feel like I am powerless to control how much I'm charged for electricity or gas services.	80%	81%
Electrical and gas bills add to my financial stress.	62%	63%
I fully understand what drives the costs I'm charged by the local electric or gas utilities.	42%	43%
My state government does a good job protecting my interests when it comes to regulating our local electrical or gas utilities.	38%	38%

Q7\_1. To what extent do you agree or disagree with the following statements? My state government does a good job protecting my interests when it comes to regulating our local electrical or gas utilities.

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Strongly agree	3%	3%
Somewhat agree	36%	36%
Somewhat disagree	37%	37%
Strongly disagree	22%	22%
Skipped	3%	3%
<i>Agree (Net)</i>	<i>38%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>59%</i>	<i>59%</i>

Q7\_2. To what extent do you agree or disagree with the following statements? I feel like I am powerless to control how much I'm charged for electricity or gas services.

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Strongly agree	42%	42%
Somewhat agree	38%	38%
Somewhat disagree	14%	14%
Strongly disagree	4%	4%
Skipped	2%	1%
<i>Agree (Net)</i>	<i>80%</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>18%</i>

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Q7\_3. To what extent do you agree or disagree with the following statements? Electrical and gas bills add to my financial stress.

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Strongly agree	23%	23%
Somewhat agree	40%	40%
Somewhat disagree	23%	23%
Strongly disagree	13%	13%
Skipped	2%	2%
<i>Agree (Net)</i>	62%	63%
<i>Disagree (Net)</i>	35%	36%

Q7\_4. To what extent do you agree or disagree with the following statements? I fully understand what drives the costs I'm charged by the local electric or gas utilities.

	<b>Total (N=2,036)</b>	<b>Bill payers (N=1,944)</b>
Strongly agree	7%	7%
Somewhat agree	35%	36%
Somewhat disagree	37%	37%
Strongly disagree	19%	19%
Skipped	2%	2%
<i>Agree (Net)</i>	42%	43%
<i>Disagree (Net)</i>	56%	56%

Q8. What, in your view, drives increases in electricity or gas utility bills? *Open-ended responses provided separately*

Q9. **[Base: Bill payers]** To the best of your knowledge, about how much did you pay for your electrical and/or gas bill last month?

	<b>Bill payers (N=1,944)</b>
Mean	\$191.82
Don't know	16%
Skipped	2%

Q10. What is the name of the body that regulates your electricity and gas utility and sets your electricity and gas rates, if you know it? *Open-ended responses provided separately*



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### About the Study

This PowerLines Utility Bill study was conducted between March 28-30, 2025, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,036 adults age 18 or older. The sample includes 1,944 respondents who are partially or fully responsible for paying the electricity and gas utility bills in their household each month.

The margin of sampling error for this study is plus or minus 2.3 percentage points at the 95% confidence level for results based on the general population sample of adults and plus or minus 2.3 percentage points at the 95% confidence level for results based on the sample of bill payers. The margin of sampling error takes into account the design effect, which was 1.08.

In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

### Weighting

**General Population.** The design weights for qualified general population respondents were computed to reflect their selection probabilities. They were raked to the below geodemographic distributions of the 18 and over US population. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS) and Party ID benchmarks were based on Pew's 2024 National Public Opinion Reference survey (NPORS).

- Gender (Male and Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)
- Party ID (Republican, Lean Republican, No lean/Skipped, Lean Democrat, Democrat)





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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

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