Kentucky Utilities

Midwest Midsize Segment

Overall Customer Satisfaction Index

Midwest Midsize Segment

		Change from 2009
Omaha Public Power District	693	0
Indianapolis Power & Light	656	11
Kentucky Utilities	656	(4)
Wisconsin Public Service	646	23
Louisville Gas & Electric	638	3
MIDWEST MIDSIZE SEGMENT AVERAGE	629	17
Dayton Power & Light	608	37
Toledo Edison	601	20
Empire District Electric	587	25
NIPSCO	587	53
Vectren	586	(5)
Kentucky Power	584	(13)

2010 Performance

	Kentucky Utilities	Midwest Midsize Segment	Rank within Segment	Industry	Rank within Industry
Overall CSI	**656**	**629**	**2 of 11**	**630**	**24 of 121**
Power Quality & Reliability	719	693	3 of 11	695	35 of 121
Price	588	543	2 of 11	537	15 of 121
Billing & Payment	706	705	5 of 11	703	65 of 121
Corporate Citizenship	585	555	2 of 11	563	31 of 121
Communications	607	564	3 of 11	569	18 of 121
Customer Service	707	691	3 of 11	705	55 of 121

Historical Performance

	2010	2009	Change from 2009
Overall CSI	**656**	**660**	**(4)**
Power Quality & Reliability	719	714	5
Price	588	598	(10)
Billing & Payment	706	731	(25)▼
Corporate Citizenship	585	571	14▲
Communications	607	604	3
Customer Service	707	709	(2)

Customer Awareness - % Answered Yes

	Kentucky Utilities	Midwest Midsize Segment	Industry
Familiar with environmental efforts	36%	28%	30%
Aware of donations or sponsorships	18%	19%	16%
Aware of plans for conservation/efficiency programs	29%	21%	24%
Utility employees volunteering in community	11%	12%	10%

Component Gap Analysis

Kentucky Utilities by MIDWEST MIDSIZE SEGMENT AVERAGE

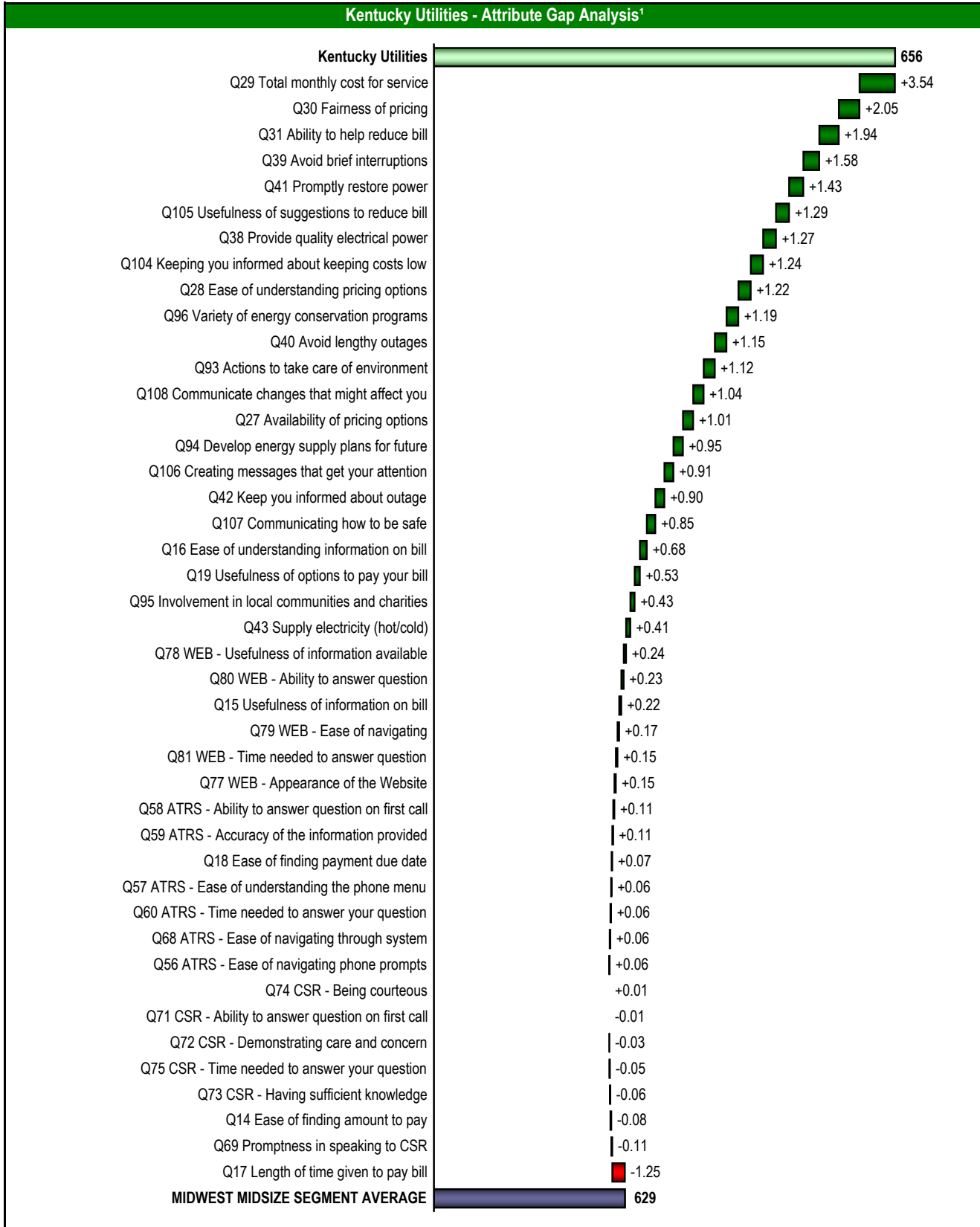| Index Components[1]	MIDWEST MIDSIZE SEGMENT AVERAGE	Billing & Payment (19%)	Customer Service (6%)	Corporate Citizenship (13%)	Communications (13%)	Power Quality & Reliability (27%)	Price (22%)	Kentucky Utilities
	629	+0.17	+1.16	+3.68	+5.33	+6.74	+9.76	656
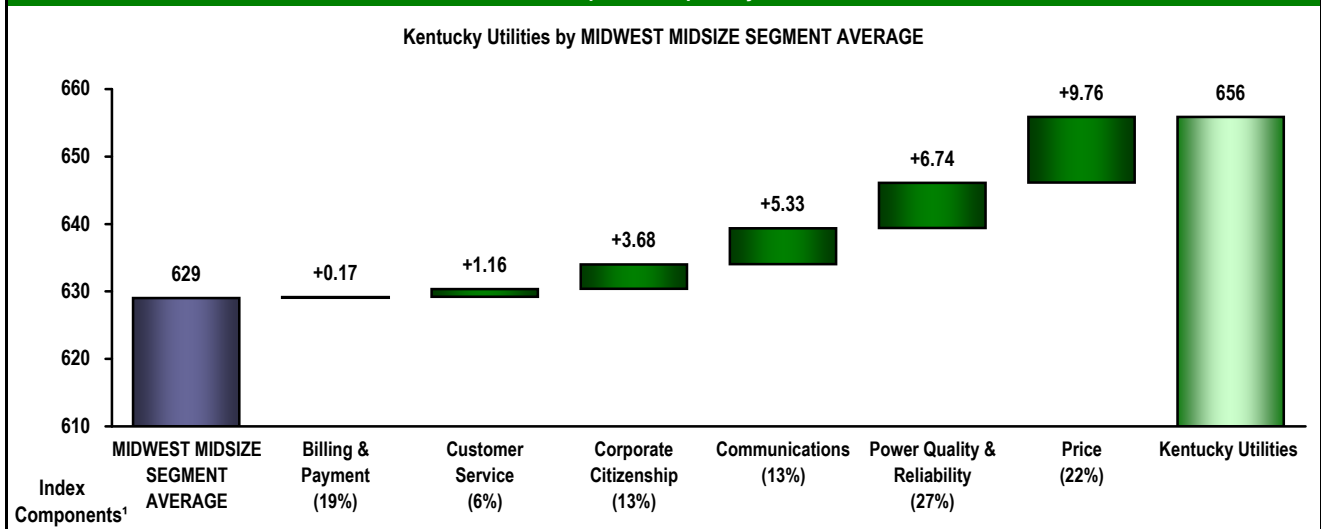
The component gap analysis may not equal the difference due to rounding

[1](Brand Index - MIDWEST MIDSIZE SEGMENT AVERAGE Index) * Component/Attribute's Importance Weight

▲ Significant increase from previous year at 90% confidence level

▼ Significant decrease from previous year at 90% confidence level

Kentucky Utilities - Attribute Gap Analysis[1]

Kentucky Utilities	656
Q29 Total monthly cost for service	+3.54
Q30 Fairness of pricing	+2.05
Q31 Ability to help reduce bill	+1.94
Q39 Avoid brief interruptions	+1.58
Q41 Promptly restore power	+1.43
Q105 Usefulness of suggestions to reduce bill	+1.29
Q38 Provide quality electrical power	+1.27
Q104 Keeping you informed about keeping costs low	+1.24
Q28 Ease of understanding pricing options	+1.22
Q96 Variety of energy conservation programs	+1.19
Q40 Avoid lengthy outages	+1.15
Q93 Actions to take care of environment	+1.12
Q108 Communicate changes that might affect you	+1.04
Q27 Availability of pricing options	+1.01
Q94 Develop energy supply plans for future	+0.95
Q106 Creating messages that get your attention	+0.91
Q42 Keep you informed about outage	+0.90
Q107 Communicating how to be safe	+0.85
Q16 Ease of understanding information on bill	+0.68
Q19 Usefulness of options to pay your bill	+0.53
Q95 Involvement in local communities and charities	+0.43
Q43 Supply electricity (hot/cold)	+0.41
Q78 WEB - Usefulness of information available	+0.24
Q80 WEB - Ability to answer question	+0.23
Q15 Usefulness of information on bill	+0.22
Q79 WEB - Ease of navigating	+0.17
Q81 WEB - Time needed to answer question	+0.15
Q77 WEB - Appearance of the Website	+0.15
Q58 ATRS - Ability to answer question on first call	+0.11
Q59 ATRS - Accuracy of the information provided	+0.11
Q18 Ease of finding payment due date	+0.07
Q57 ATRS - Ease of understanding the phone menu	+0.06
Q60 ATRS - Time needed to answer your question	+0.06
Q68 ATRS - Ease of navigating through system	+0.06
Q56 ATRS - Ease of navigating phone prompts	+0.06
Q74 CSR - Being courteous	+0.01
Q71 CSR - Ability to answer question on first call	-0.01
Q72 CSR - Demonstrating care and concern	-0.03
Q75 CSR - Time needed to answer your question	-0.05
Q73 CSR - Having sufficient knowledge	-0.06
Q14 Ease of finding amount to pay	-0.08
Q69 Promptness in speaking to CSR	-0.11
Q17 Length of time given to pay bill	-1.25
MIDWEST MIDSIZE SEGMENT AVERAGE	629

The attribute gap analysis may not equal the difference due to rounding

[1](Brand Index - MIDWEST MIDSIZE SEGMENT AVERAGE Index) * Component/Attribute's Importance Weight