

September 7, 2010

Mr. Jeff Derouen
Executive Director
Public Service Commission
Commonwealth of Kentucky
211 Sower Boulevard
P. O. Box 615
Frankfort, KY 40602

RECEIVED

SEP 07 2010

**PUBLIC SERVICE
COMMISSION**

RE: Case No. 2010-00146

Dear Mr. Derouen,

Enclosed for docketing with the Commission is an original and ten (10) copies of Columbia Gas of Kentucky, Inc., responses to the Second Request for Information on behalf of Interstate Gas Supply, Inc., Southstar Energy Services, LLC and Vectren Source. Should you have any questions about this filing, please contact me at 614-460-5558. Thank you!

Sincerely,

Brooke E. Leslie (gma)

Brooke E. Leslie
Counsel

Enclosures

cc: Hon. Richard S. Taylor

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing responses to Interstate Gas Supply, Inc., Southstar Energy Services, LLC and Vectren Source's Second Request for Information of Columbia Gas of Kentucky, Inc., was served upon all parties of record by regular U. S. mail this 7th day of September, 2010.



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PSC Case No. 2010-00146
IGS Data Set 2 DR No. 001
Respondent: Judy M. Cooper

**COLUMBIA GAS OF KENTUCKY, INC.
RESPONSE TO FIRST INFORMATION REQUEST OF
IGS, SOUTHSTAR, AND VECTREN SOURCE
DATED AUGUST 20, 2010**

Data Request No. 2-001:

Please provide copies of any and all of your data request responses to the Commission Staff in case number 2010-00233, *The Application of Columbia Gas to Extend Its Small Volume Transportation Program?*

Response:

The data request responses are available from the Commission in Case No. 2010-00233.

**COLUMBIA GAS OF KENTUCKY, INC.
RESPONSE TO FIRST INFORMATION REQUEST OF
IGS, SOUTHSTAR, AND VECTREN SOURCE
DATED AUGUST 20, 2010**

Data Request No. 2-002:

Please refer to LG&E's data request response to IGS/SouthStar/Vectren Source's first data request question number 8 wherein, Witness Murphy referred to KRS 160.613 as authority for the possibility that school tax revenues may be impacted by expanded Choice programs, could you please elaborate on whether Columbia's Choice program and its corresponding purchase of receivables program (POR) has any negative impact on school or franchise tax revenues?

- a. Could you explain the basic process and why it does not have any negative impact on school or franchise tax revenues?

Response:

Columbia's Customer Choice program was designed to avoid any negative impact on school or franchise tax revenues and has been succeeded in maintaining school and franchise tax revenues. This is accomplished by the requirements of Columbia's tariff for billing and collection of marketer rates and remittance of net revenues to marketers.

**COLUMBIA GAS OF KENTUCKY, INC.
RESPONSE TO FIRST INFORMATION REQUEST OF
IGS, SOUTHSTAR, AND VECTREN SOURCE
DATED AUGUST 20, 2010**

Data Request No. 2-003:

Please provide copies of any of the pertinent pages of the annual reports filed by Columbia in regards to the Choice Program which detail the "snapshot" of annual aggregate revenue numbers pertaining to net benefits or losses to Choice Customers for the past 7 years.

Response:

Columbia's annual reports on the Customer Choice program are available at the Commission.

The "snapshot" is on page 2.

**COLUMBIA GAS OF KENTUCKY, INC.
RESPONSE TO FIRST INFORMATION REQUEST OF
IGS, SOUTHSTAR, AND VECTREN SOURCE
DATED AUGUST 20, 2010**

Data Request No. 2-004:

Please provide a copy of the customer satisfaction survey conducted by the Matrix Group of Lexington Kentucky in 2008 and a copy of any other surveys performed by any other groups in regards to the Choice Program in possession of Columbia.

Response:

The Matrix Group survey is attached and to Columbia's knowledge is the only survey regarding its Customer Choice Program.



FINAL REPORT
Columbia Gas of Kentucky
Customer CHOICE Survey

Prepared For: *Columbia Gas of Kentucky*

Prepared By: **The Matrix Group, Inc**

Date: **March 5, 2008**

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1.1 Overview & Methodology

Columbia Gas of Kentucky initiated this research study to measure customer perception and awareness of energy use and evaluate their experiences with the Customer CHOICE program.

Between January 25th to February 7th, 2008, The Matrix Group contacted customers in 23 counties in Central and Eastern Kentucky using a list provided by Columbia Gas.

Specific objectives of this telephone survey included:

- 1) Determine what form of energy is used most in customer households
- 2) Assess what energy sources customers might prefer in the future
- 3) Quantify the role the environment plays in preferred customer energy source
- 4) Evaluate experience with customer service representatives and automated phone services
- 5) Measure customer familiarity with the Customer CHOICE Program and interest in future involvement with this program
- 6) Determine awareness of safety measures

Based on the sample of 407 completed interviews, results in this study are projectable to the total population of Columbia Gas of Kentucky customers at the 95% confidence level with a margin of error of plus or minus 4.81%.

The sample was stratified by county to ensure an accurate proportion of customer representation in Central and Eastern Kentucky. Each participant was also screened based on their ability to make final decisions within their household on energy use. Additional stratification was done to provide a balance in demographic age categories. A total of 407 interviews are reported in this study.

Research findings were analyzed and are presented in this report by examining differences in responses based on age, gender, education, residence, and primary energy use.

Gender	%
Male	42%
Female	58%

Age	%
Under 35	6.9%
35 – 44	19.4%
45 – 54	18%
55 – 64	23.3%
Under 65	67.6%
Over 65	30.5%
Refused	2%

Education	%
Less than High School	7.4%
High School Graduate	27.8%
Some College/Tech	19.7%
College Graduate	31.4%
Graduate School	12.5%
Refused	1.2%

Primary Heat Source	%
Natural Gas	87.2%
Gas & Electric	7.1%
Electric & Heat Pump	7.9%
Other	2%

The following counties are represented:

County/region of Kentucky	%
Fayette County	51.8%
Bluegrass Region (not including Fayette County)	29.8%
<i>Franklin County</i>	8.4%
<i>Scott County</i>	5.4%
<i>Clark County</i>	5.2%
<i>Woodford County</i>	3.7%
<i>Bourbon County</i>	2.5%
<i>Harrison County</i>	1.5%
<i>Estill County</i>	1.2%
<i>Madison County</i>	1.0%
<i>Jessamine County</i>	0.5%
<i>Boyle County</i>	0.2%
<i>Nicholas County</i>	0.2%
Eastern Kentucky Counties	18.4%
<i>Boyd County</i>	8.1%
<i>Greenup County</i>	4.2%
<i>Mason County</i>	2.0%
<i>Montgomery County</i>	1.5%
<i>Floyd County</i>	0.7%
<i>Pike County</i>	0.5%
<i>Lawrence County</i>	0.5%
<i>Bracken County</i>	0.2%
<i>Menifee County</i>	0.2%
<i>Martin County</i>	0.2%
<i>Knott County</i>	0.2%

Results of the survey will aide Columbia Gas of Kentucky in the development of future programs and maintaining customer satisfaction.

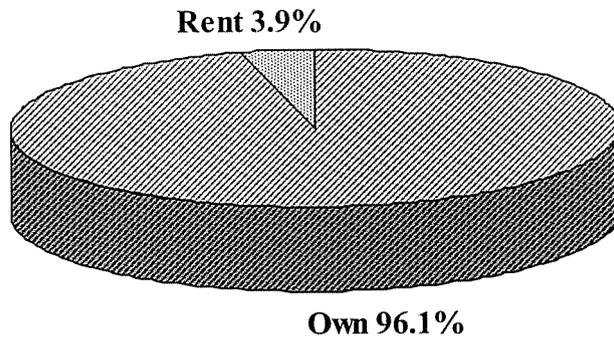
Note: Throughout this report questions allowing multiple responses are marked with an asterisk (*). Totals for these questions may add to more than 100% due to multiple responses.

1.2 Profile of Respondents

Home ownership

Do you own or rent your home?

Base: 407

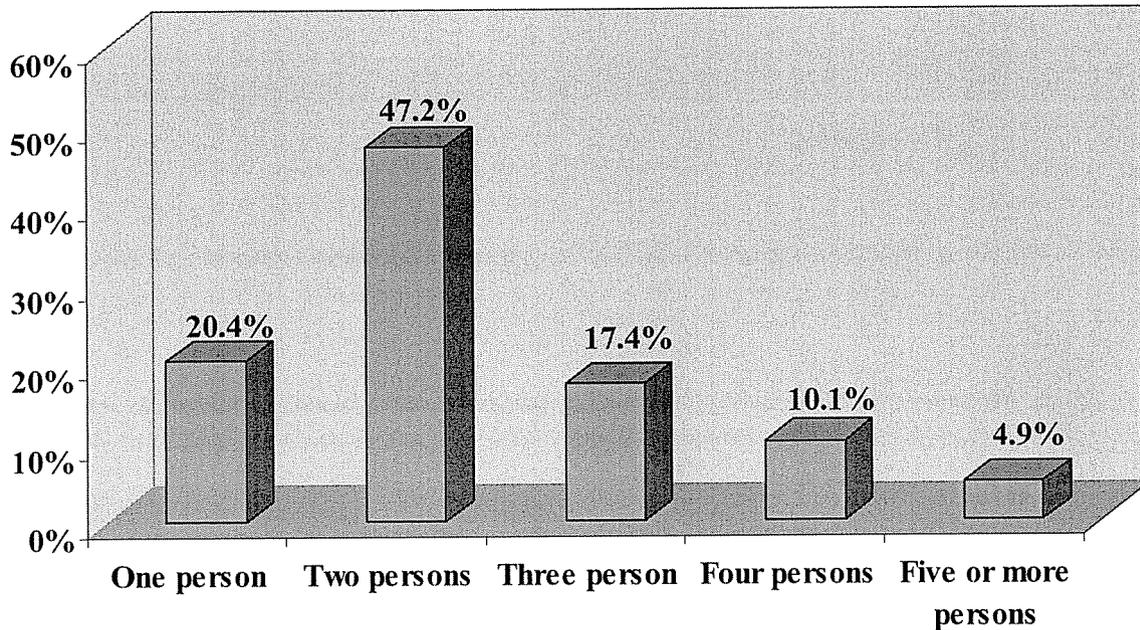


- Most individuals owned their home.

How many reside in a household

Including yourself, how many people reside in your household?

Base: 407



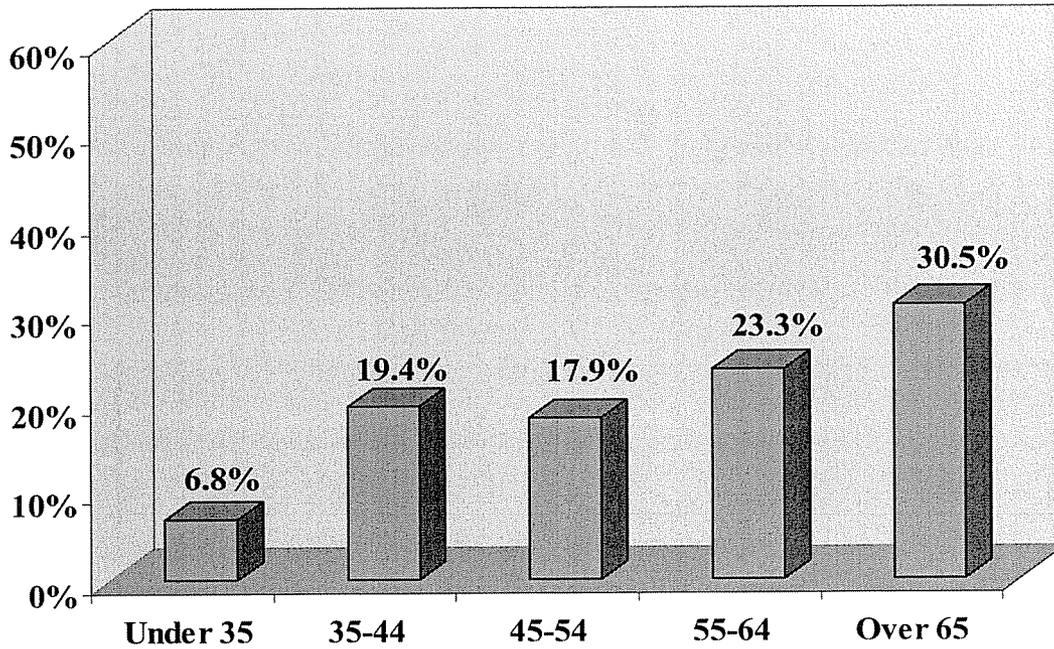
- Over 50% of the individuals surveyed had 2 or more individuals living in their household.

Age

Into which of the following categories does your age fall?

Base: 407

No response: 2.0%

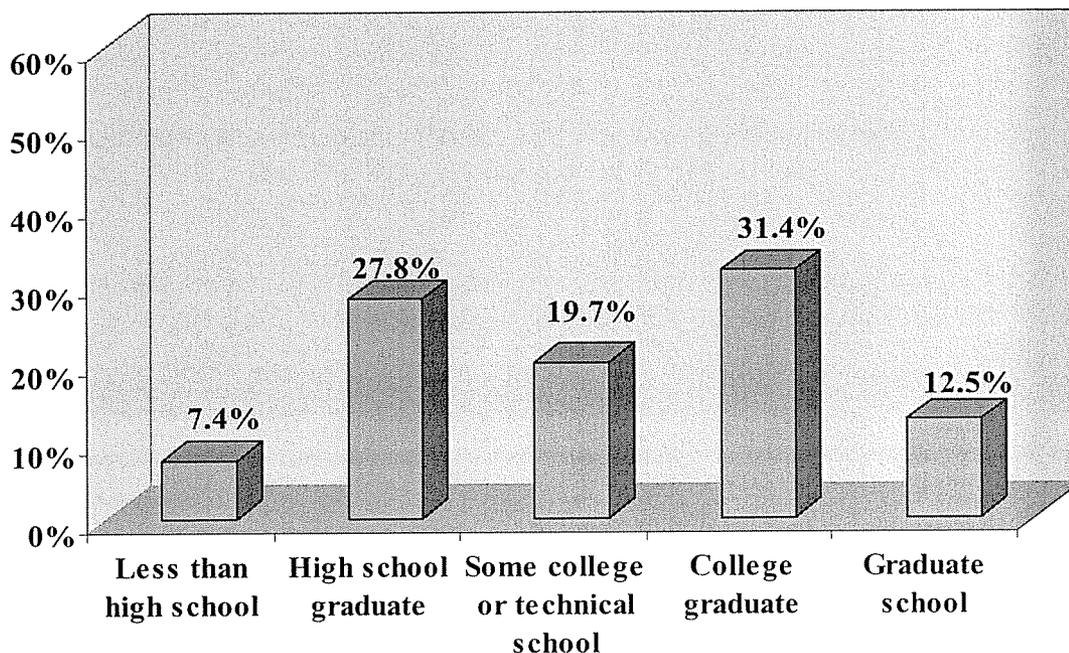


Education

What was the last grade of school you had the opportunity to complete?

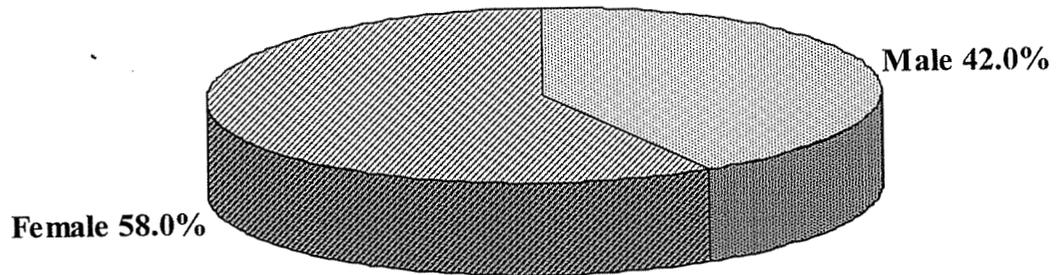
Base: 407

No response: 1.2%



Gender

Are you.....?
Base: 407



1.3 Key Findings

ENERGY USE

Most individuals interviewed in this survey indicated they use natural gas to heat their home (87%), followed by electric/heat pump (8%), combination gas/electric (7%), and woodstove (1.5%).

- Respondents under age of 35 were more likely to use electric/heat pump to heat their home than the average.
- Individuals age 45-54 were significantly more likely to use natural gas than the other age groups represented in this study.

A majority of respondents had NOT replaced their natural gas appliance with a non-natural gas appliance in the past three years.

- Those most likely to replace a gas appliance were those that had both gas and electric and individuals between the age of 35-44.
- Households that had replaced their natural gas appliance, were more likely to replace their water heater than other appliance. Stove (26.5%) and furnace (18%) were the appliances mentioned next most frequently.
- Need for a newer appliance and cost savings were identified as the top-2 reasons why appliances were replaced.

Almost half of the residents (48%) interviewed in this study indicated they would *not* add an additional natural gas appliance to their home. Those who did foresee their household adding an additional gas appliance, mentioned range/oven (18%), fireplace/logs (13.5%), and water heater (13%) most frequently.

- Those age 35-44 were more likely than the average to say they would add a gas water heater.
- Respondents age 45-54 were more likely than the average to say they would add a gas range/oven.

When respondents were asked to indicate what heating system they would prefer if they were to purchase a new home, over half (51%) of the individuals interviewed mentioned natural gas. Electric/heat pump (37%) was mentioned next most often.

- Respondents were least likely to indicate they would prefer alternative heating sources, such as geothermal (5%) and solar (1.5%).
- Individuals that currently used some other type of heating system to heat their home *besides* natural gas, were more likely to say they *would use* natural gas in a new home.
- Those 45-64 were more likely than the average to indicate they would use natural gas than those under the age of 45.

Price and quality and warmth of heat were the most important factors when residents were deciding what type of heating system they would install in a new home.

- When thinking about purchasing a new home, customers in Eastern Kentucky counties were more interested in the quality and warmth of heat compared to price, cleanliness, and safety compared to customers in Fayette and surrounding counties.

Nearly ninety percent of all residents interviewed revealed that having an environmentally-friendly heating system was important to them. A majority of the individuals sampled (81%), had also made efforts to save on energy costs. Actions taken to weatherize their homes included:

- Improved home insulation (49%)
- Replaced windows (47%)
- Sealed weather-stripped windows (26%)
- Turned down thermostat (24%)
- Replaced old appliances with energy-efficient ones (18%)

ENERGY USE-continued

- Females and those under the age of 35 were more likely to say that having an environmentally friendly home was important to them compared to the average.
- Individuals between the age of 35-44 and were significantly more likely to replace old appliances with energy efficient ones than the other age groups sampled.
- Respondents age 55-64 were more likely to have replaced windows than the average.

CUSTOMER SERVICE

A majority of participants had *not* contacted Columbia Gas of Kentucky in the past year.

- Individuals over the age of 65 and those with less than a high school education were *less likely* to contact Columbia Gas than younger residents surveyed and those with a higher education.

Of the 85 individuals that contacted Columbia Gas in the past year, 71% had spoken with a customer service representative and 29% had used an automated phone system.

- 97 of the residents that *had been* in contact with a customer service representative indicated the representative had been courteous and 93% of the residents received the information they needed to resolve their question or issue.
- Those 45-54 were more likely to have spoken to a customer service representative than an automated phone system.

Customer CHOICE Program

17% of the participants in this study had been involved with Columbia Gas of Kentucky's Customer CHOICE program.

- Of the 70 residents that had participated in the program, 80% joined because they were guaranteed lower rates.
- Those over the age of 65 were more likely than those under the age of 65 to have participated in the Customer CHOICE program.
- Ten percent had joined because of the guaranteed lower rates, but had since terminated their membership.

Almost half of those that had joined the program were unsure if they have saved money.

- Residents in the Bluegrass counties other than Fayette were less likely to know if they have saved money compared to residents in Fayette County and counties in Eastern Kentucky.

Participants in the program *did agree* that they would still participate in the program in order to choose the natural gas supplier, regardless of whether or not they saved money by participating in the program.

SAFETY

90% of participants were confident they would be able to detect the smell of natural gas in their home and 93% stated they would be able to take the proper steps if they detected the odor of natural gas.

A majority of individuals would know who to call if they were to begin an excavation project in their home.

- Individuals between ages 55-64 were significantly more likely than the average to know who to call.
- Males were more likely than females to know who to call if the odor of gas were detected.

Most individuals interviewed in this surveyed had NOT heard of Kentucky 811.

- Those age 65 and over were even less likely to recognize this telephone number.

1.4 Insights

Research findings in this report reveal Columbia Gas of Kentucky's reputation as a well-respected company throughout Central and Eastern Kentucky. As Columbia Gas continues to maintain and upgrade its services, the findings of the research provide insight on what customers value and opportunities for improving customer satisfaction.

Positive Findings

Columbia Gas of Kentucky should be encouraged that its customers are very pleased with natural gas as an energy source. Most individuals use natural gas as their primary heating system for their home and a majority had not replaced their natural gas appliances in the past three years. This indicates quality products and high customer satisfaction with natural gas appliances. Customers also mentioned that in the event they purchased a new home, natural gas would be the preferred heating system.

In addition to being satisfied with their natural gas appliances, customers that have been in touch with Columbia Gas customer service representatives had a very positive experience. Customer service was evaluated as being informative and helpful. Individuals interviewed in this study indicated they were confident they would take the proper actions if they smelled the odor of gas or if they were planning an evacuation project at their home. Columbia Gas customers are informed and well-educated energy consumers.

By continuing to supply their customers with reliable and quality energy, courteous customer service representatives, and helpful information, Columbia Gas will maintain a strong presence within Kentucky communities.

Barriers

Few of the individuals in this study had participated in the Customer CHOICE program. Those that had joined became members because they felt that participation would reduce their energy bill. Some individuals that had joined were disappointed when their participation did not result in a lower monthly bill. Columbia Gas may want to promote the CHOICE program as an opportunity for customers to manage their energy supplier and less as a way to control their monthly expenses.

As well as the lack of awareness of the CHOICE program found in this research, there was also a lack of awareness of Kentucky 811. With more education and familiarity of these programs, Columbia Gas has the potential to further develop these services.

Opportunities for Enhancing Columbia Gas

A great majority of the customers surveyed were interested in engaging in environmentally-friendly energy efforts to save on energy costs and had taken measures to reduce energy cost within their household on their own.

It is important to note that there is a relationship between age and interest and awareness of energy programs offered by Columbia Gas as well as the appeal in engaging in new, energy saving options. Younger customers are more likely to replace old appliances with new energy efficient appliances and have heightened awareness of energy efficiency. Those less than 35 years of age are less likely to know how to respond in an emergency situation, such as if they smell natural gas. Older individuals were confident in what to do if they detected the smell of natural gas or if they were planning a home excavation project, but they were less interested in environmentally energy saving cost options and replacing old appliances. They were also not as familiar with Kentucky 811 as younger age segments, but more likely to have tried the CHOICE program.

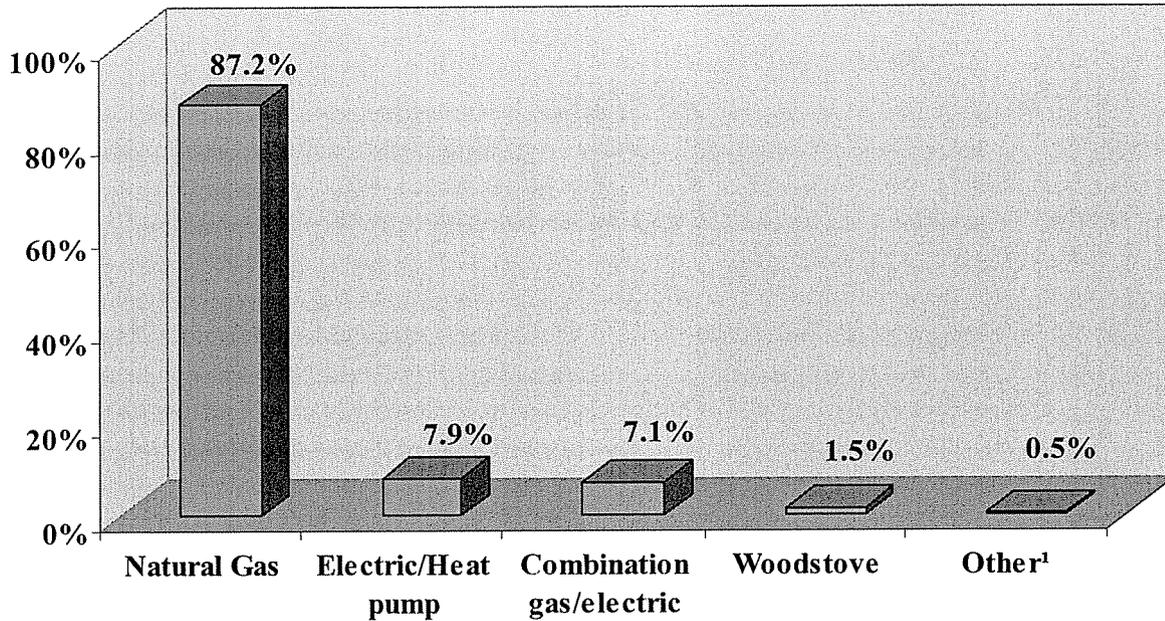
Conducting this survey enables Columbia Gas to gain an accurate depiction of how their customers rate their products and services. Findings in this report reveal that Columbia Gas customers are very pleased with the provided services. By addressing some of the concerns of the customers and further development of some features will make Columbia Gas even more accepted and used as trusted energy supplier.

2.0 Summary of Research Findings

ENERGY USE

What form of energy do you use to heat your home?*

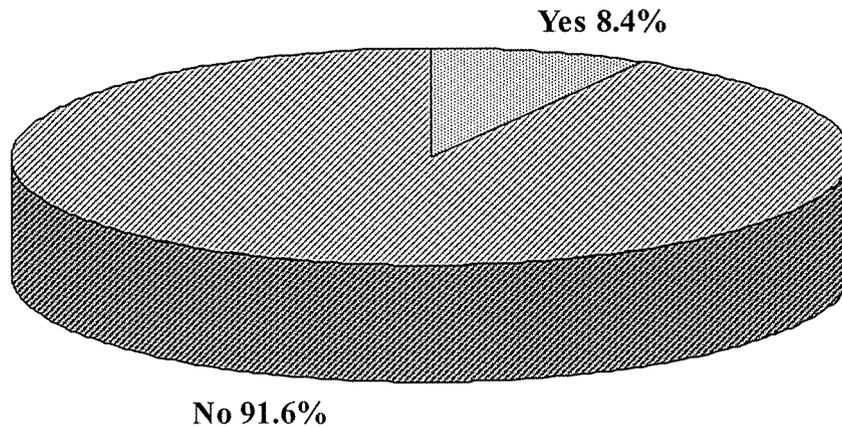
Base: 407



- Customers were likely to use natural gas over all other energy sources.
- Those over 45 years of age were more likely to cite natural gas as their heat source while those under 35 were more likely than the average to use electric/heat pump as their heat source.

In the past 3 years, have you replaced a natural gas appliance with a non-gas appliance?

Base: 407



- Most of the customers interviewed in this study had not replaced a gas appliance with a non-gas appliance.
- Those that were most likely to have replaced a gas appliance were those who used both gas and electric and those between the ages 35-44.

¹ Other responses include: *Electric space heater* (2).

ENERGY USE-continued

Which ones have you replaced in the past 3 years?

Base: 34

Appliance	%
Water heater	41.2%
Stove	26.5%
Furnace	17.6%
Heat pump/electric	5.9%
Other ¹	11.8%

- Customers were most likely to have replaced their water heater than other appliances, particularly individuals over the age of 45.
- Participants that reside in the Central Kentucky counties were more likely to have replaced their water heater than participants in Eastern Kentucky counties.

*Why have you replaced these appliances?**

Base: 34

Reason	Total	Furnace	Heat pump/electric	Water heater	Stove
Base	34	6	2	14	9
It was broken, old/outdated	35.3%	50.0%		28.6%	55.6%
It's cheaper	23.5%	16.7%	50.0%	35.7%	11.1%
More efficient	5.9%	16.7%	50.0%		
It's safer	5.9%			7.1%	
Other	20.6%			21.4%	33.3%
No comment/no reason	8.8%	16.7%		7.1%	

- “It was broken, old or outdated” was the number one reason customers had replaced old appliances with new appliances.

¹ Other responses include: *I added a heat pump. Heater. We use two space heaters to heat our home. I replaced the gas heater. Clothes dryer.*

ENERGY USE-continued

*If you could add an additional natural gas appliance to your home, what would it be?**

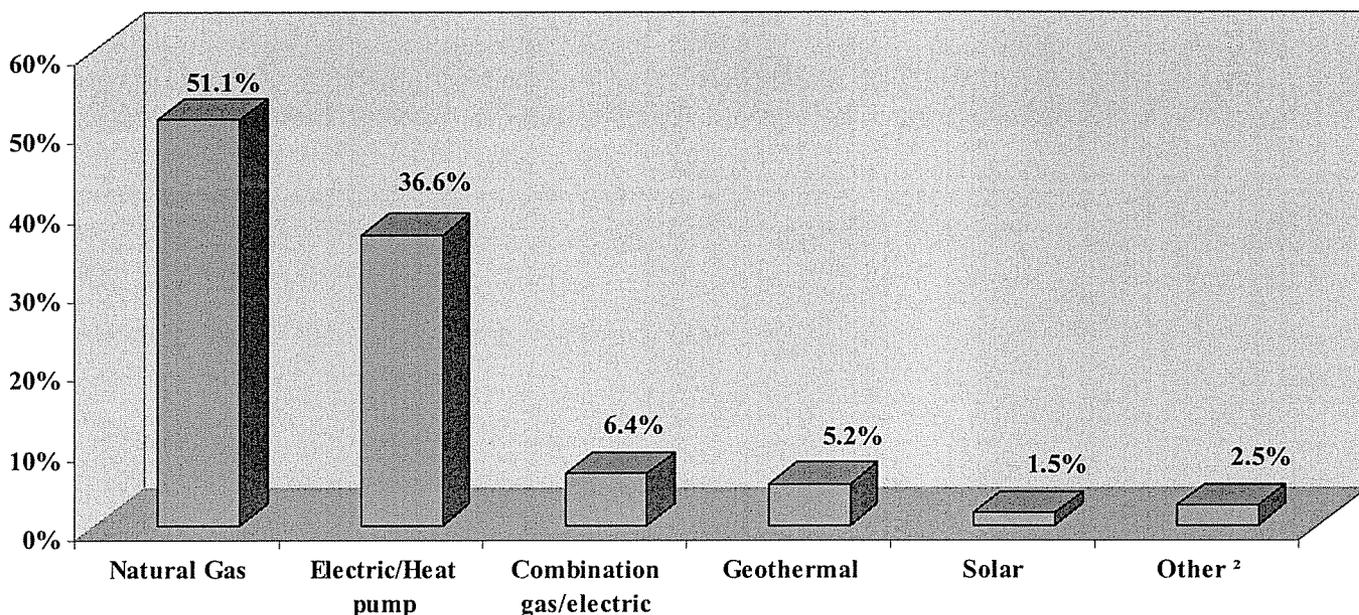
Base: 407

Additional natural gas appliance	%
Range/oven	17.7%
Fireplace/logs	13.5%
Water heater	13.0%
Grill	4.4%
Clothes dryer	3.7%
Space heater	2.2%
Garage heater	1.5%
Furnace	1.5%
Pool/Jacuzzi heater	1.0%
Other ¹	2.2%
None	47.9%

- Almost half of the individuals would *not* add an additional gas appliance to their home.
- Those between 35-44 years of age were more likely than the average to want to add a gas water heater.
- Respondents age 45-54 were more likely than the average to say they want to add a gas range/oven.

*If you could purchase a new home today, what type of heating system would you prefer?**

Base: 407



- In the event individuals were to purchase a new home, most of the customers sampled stated they would use natural gas to heat their new home. Those age 45-64 were more likely than the average to indicate they

¹ Other responses include: *Outdoor lights (3). Gas heat pump. Heat pump. Gas logs. Radiant gas heater. Something nice to add to my home. I have it all.*

² Other responses include: *Don't know (5). Circulating Hot Water System. Forrest Air Gas. Propane gas. Radiant heat. The most economical.*

would use natural gas.

ENERGY USE-continued

*Why would you prefer that system?**

Base: 407

Why prefer system	Total	Natural Gas	Electric Heat/pump	Combination gas/electric	Geo-thermal	Other
Base	407	208	149	26	21	10
The price/It's cheaper	38.6%	16.3%	62.4%	53.8%	66.7%	50.0%
It's warmer/better quality/heats faster	25.3%	42.8%	5.4%	11.5%	4.8%	30.0%
Always had it/I just like it	19.2%	33.2%	6.0%	7.7%		
It's cleaner	12.3%	4.3%	27.5%			20.0%
It's consistent/safer	8.6%	9.1%	10.1%	3.8%	4.8%	
It's more efficient	7.6%	7.2%	4.0%	23.1%	23.8%	
It helps the environment	2.0%	0.5%	1.3%		9.5%	10.0%
Seems better/That is what everyone has	1.7%	1.4%	2.0%	3.8%		
Other ¹	3.4%	2.4%	3.4%	7.7%	4.8%	20.0%

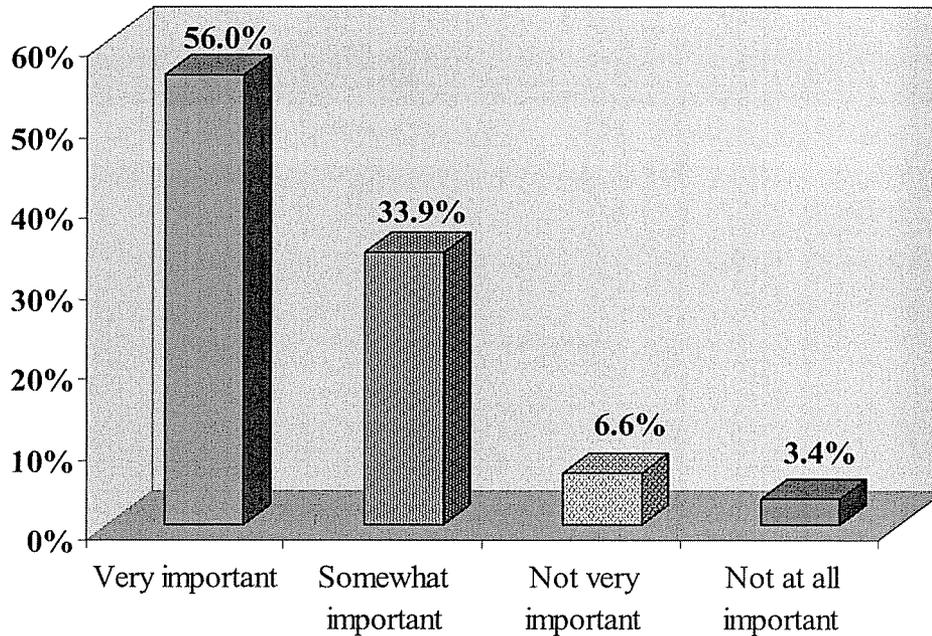
- Participants in this study preferred natural gas because they believe the quality and warmth of heat is better than other heating systems and they have “just always had it.”
- Electric/heat pump, combination gas/electric, and geothermal heat were preferred because of price, followed by the belief that it is cleaner.
- Customers in Eastern Kentucky counties, compared to customers in Fayette and surrounding counties, were more interested in the quality and warmth of heat than other factors.

¹ Other responses include: *Because there would only be one bill, not two (2). Because I don't want the compressor to run year round; I don't want that constant noise. Because I want to move to the country someday and I will want a wood burning stove. Because it uses the heat from the ground and saves money. Because it's good to have a backup system and we like both gas and electric. I don't need a lot of heat. I like both for different reasons. I would prefer it because there is no monthly fee. I'm so old I don't know what the real difference is. I've had a heat pump before and I hated it. That's all that is available. Well, it really depends on how the home is built. I am not sure.*

ENERGY USE-continued

How important is it to you that your home's heat source be environmentally friendly?

Base: 407

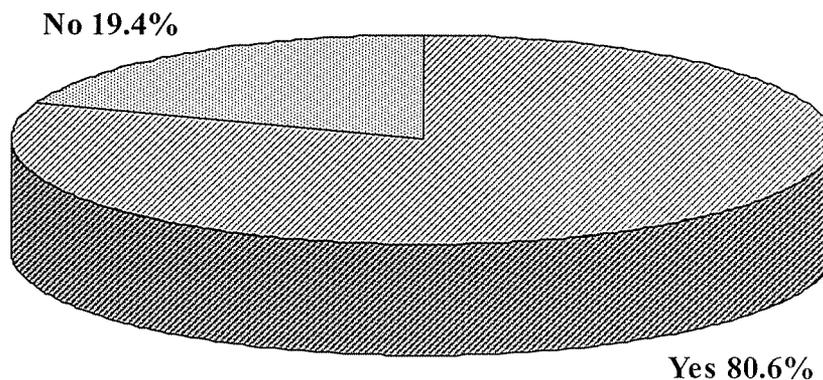


Average: 3.43

- Having an environmentally-friendly home was important to most Columbia Gas of Kentucky customers surveyed.
- Females and those under the age of 35 were more likely than the average to say that having an environmentally friendly home was important to them.

Have you weatherized your home or made efforts to save on energy costs?

Base: 407



ENERGY USE-continued

*What have you done?**

Base: 328

Actions taken	%
Improve home insulation	49.4%
Replaced windows	46.6%
Sealed/weather-stripped windows	25.6%
Turned down thermostat	23.8%
Replaced old appliances with new, energy-efficient ones	17.7%
Replaced doors	6.1%
Replaced aluminum siding on the house	1.5%
Replaced furnace	1.2%
Other ¹	5.2%

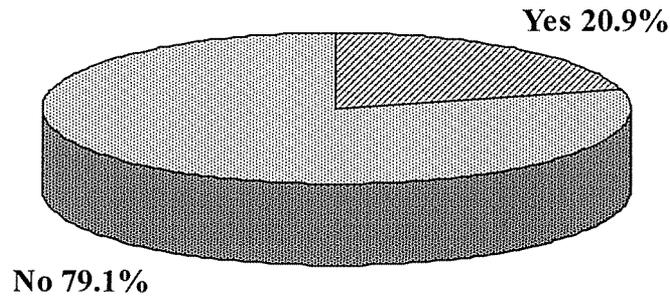
- Most individuals in this survey had taken actions to cut down on energy costs within their household.
- Individuals between the age of 35-44 and were significantly more likely to replace old appliances with energy efficient ones than the other age groups sampled.
- Respondents age 55-64 were more likely to replace windows than other age groups.

¹ Other responses include *New roof (3). New home (3). Close off the rooms that are not being used so they are not heated (2). Sealed doors. Put in new doors. New floors. Changed light bulbs and the gas company came out and told us what we could do different. We have installed certain blinds and keep our windows locked. I use space heaters in rooms that are slightly cool. I had a wood stove installed. I remodeled my home. Open the shades of the windows to bring in sunlight. Got everything checked. Not sure.*

CUSTOMER SERVICE

Have you contacted Columbia Gas in the last year?

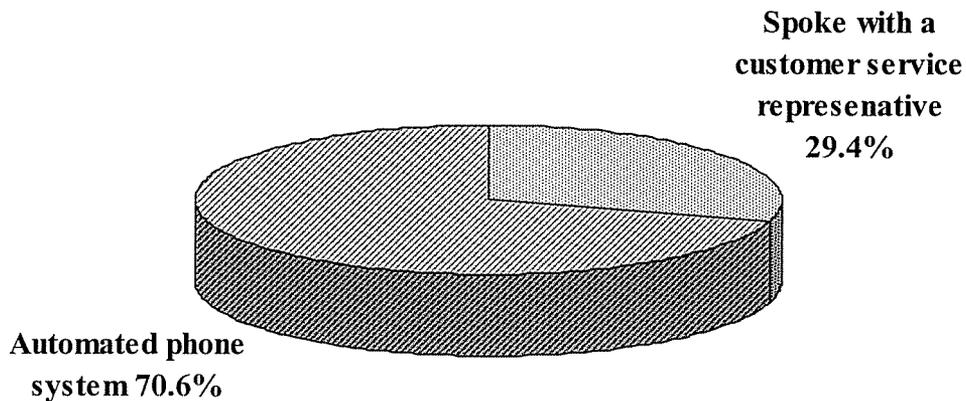
Base: 407



- Most of the customers interviewed in this study had not contacted Columbia Gas in the past year.
- Individuals over the age of 65 and those individuals with less than a high school education were less likely to contact Columbia Gas than younger residents surveyed and those with more education.

Did you use Columbia's automated phone system or did you speak with a customer service representative?

Base: 85



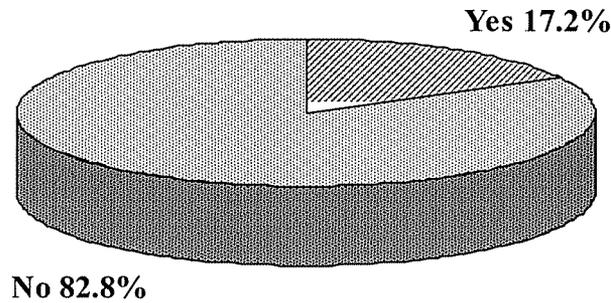
- 60 of the 85 individuals that had contacted Columbia Gas had spoken to a customer service representative. 97% of the individuals said that the representative they spoke with was courteous and 93% of the surveyed individuals indicated they had received the information they needed.

- Those age 45-54 were more likely to have spoken to a customer service representative than an automated phone system.

Customer CHOICE Program

Are you, or have you ever been a participant in Columbia Gas of Kentucky's Customer CHOICE Program?

Base: 407



- Those over the age of 65 were more likely than those under the age of 65 to have participated in the Customer CHOICE program.

What motivated you to enroll in the Customer CHOICE program?

Base: 70

Motivation	%
Were guaranteed lower rates/thought it would be cheaper	80.0%
Joined for the price or because someone asked me to join/since switched back	10.0%
Columbia Gas/Someone asked me	7.1%
Other ¹	8.6%

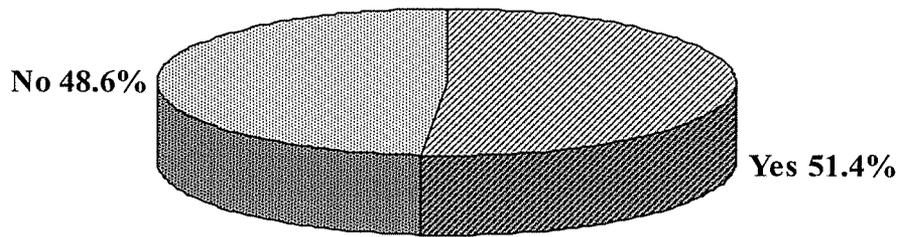
¹ Other responses include: *When I bought my house, the Customer CHOICE program came with the property. The idea of saving energy to protect the Earth. I participate in this program because I have always been with Columbia Gas. I thought I could benefit from this program. I do not know. I can terminate at any time. I own some wells in Pike County so I get money from the gas company for those wells.*

- Among the customers interviewed in this sample, few had participated in the Customer CHOICE program. Those who had participated had done so because they were guaranteed lower rates or believed it would save them money.

Customer CHOICE Program- continued

Do you know whether you have saved money by using the Customer CHOICE Program?

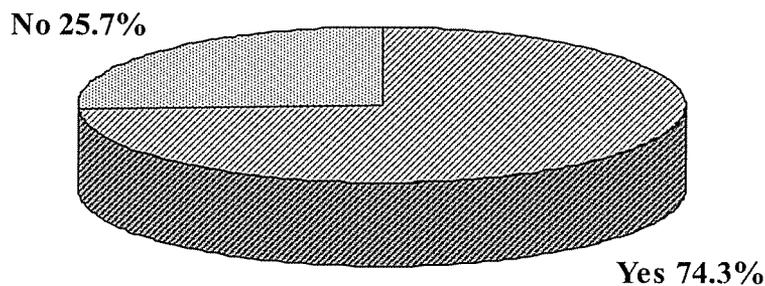
Base: 70



- Almost half of the respondents were unclear whether or not they had saved money in the Customer CHOICE program.
- Individuals residing in Central Kentucky compared to customers residing in Eastern Kentucky counties, were more likely to say they had not saved money in the program.

If you had learned that you had not saved money by participating in this program, would you still want the ability to choose the natural gas suppliers?

Base: 70

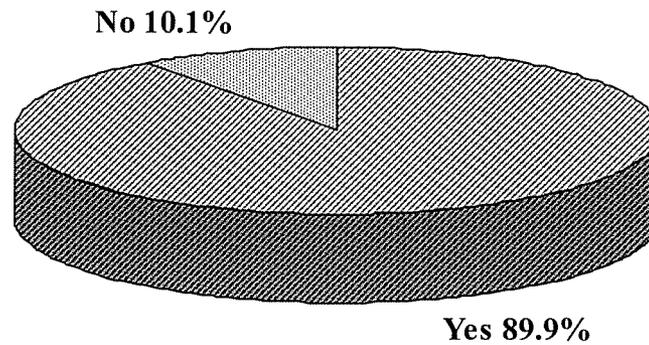


- Customers indicated they want the ability to choose their natural gas supplier, even if they learned they had not saved money in the program.

SAFETY

Do you know how to recognize the odor of natural gas?

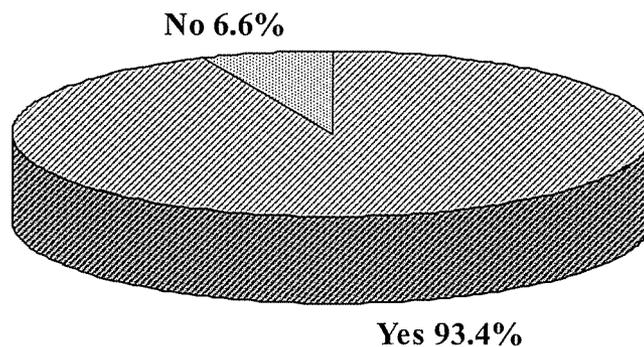
Base: 407



- Of the 407 customers interviewed, 90% indicated they would be able to recognize the smell of natural gas.
- Males were more likely to indicate they know how to recognize the smell of natural gas than females.

Would you know what to do if you smell natural gas?

Base: 407

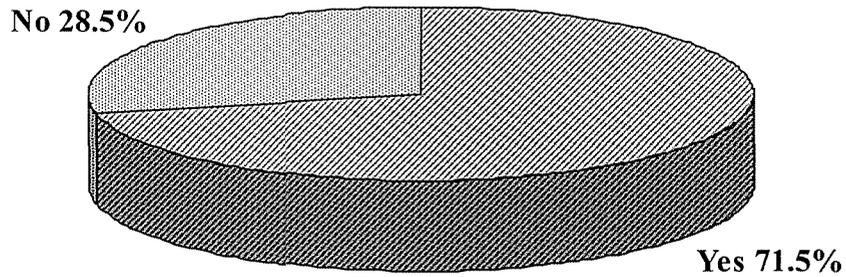


- Respondents age 45-64 were more likely than the other age groups represented to indicate they would know what to do if they were to smell natural gas.

SAFETY- continued

If you were planning an evacuation project at your home, would you know who to call to have your underground utility line marked before the beginning the project?

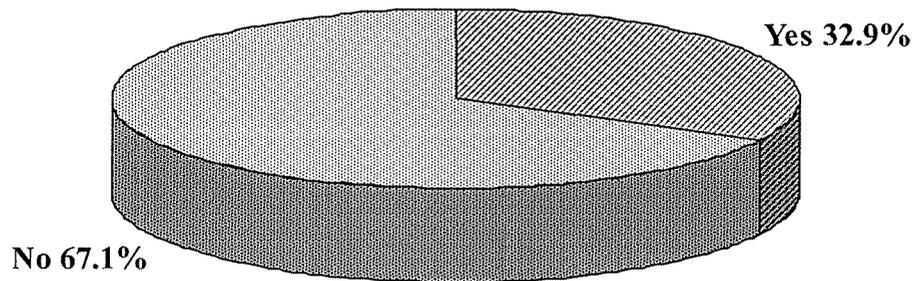
Base: 407



- Most individuals would know who to call to have the underground utility line marked.
- Those *under* the age of 35 were significantly less likely to indicate they would know who to call than those individuals *over* the age of 35.

Have you heard of Kentucky 811?

Base: 407



- Males and those age 45-64 were more likely to have heard of this emergency number than the other respondents interviewed in this study.