

KENTUCKY-AMERICAN WATER - LEXINGTON

Field Dates: April 18-19, 2004
Project: #04258

N=350 Registered Voters in Fayette County
Base Margin of Error = $\pm 5.66\%$, in 95 out of 100 cases

How satisfied would you say you are with the rates that you and you family pay for...Are you...(ROTATE)...Very Satisfied, Somewhat Satisfied, Not Very Satisfied, Not Satisfied at All...?

TOT SAT	TOT NOT SAT	VERY	SMWT	NOT VERY	NOT	DK	REF	
Water service	88%	9%	45%	43%	6%	3%	3%	--
Electricity	88%	10%	45%	44%	7%	3%	1%	--
Garbage pick-up fees	77%	9%	41%	36%	5%	4%	12%	2%
Cable TV service	42%	45%	11%	31%	26%	19%	9%	4%

And, along the same lines, local governments in Kentucky that own utilities such as water and sewer set their own rates independent of Kentucky Public Service Commission oversight. Which do you believe is the better way to set these utility rates.

- 51% Through the Kentucky Public Service Commission
...or...
- 33% By allowing local governments to set their own rates.
- 2% NEITHER
- 1% BOTH
- 12% DON'T KNOW
- 2% REFUSED

And, do you have a favorable or an unfavorable impression of Kentucky-American Water Company?

<u>4/03</u>	<u>5/03</u>	<u>7/03</u>	<u>10/03</u>	<u>11/03</u>	<u>4/04</u>	
76%	76%	77%	75%	76%	72%	TOTAL FAVORABLE
31%	30%	37%	34%	44%	39%	VERY FAVORABLE
45%	45%	40%	41%	31%	33%	SOMEWHAT FAVORABLE
11%	10%	9%	9%	7%	11%	SOMEWHAT UNFAVORABLE
7%	4%	5%	8%	10%	8%	VERY UNFAVORABLE
17%	15%	14%	17%	17%	19%	TOTAL UNFAVORABLE
5%	8%	8%	7%	7%	8%	NO OPINION
					--	NEVER HEARD
					1%	DON'T KNOW/REFUSED

Now, on a different topic, have you seen, read or heard anything about Kentucky-American Water preparing to ask the Kentucky Public Service Commission for a rate hike?

- 38% YES
 - 62% NO

 - 1% DON'T KNOW/REFUSED
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Q21 ASKED OF SAMPLE A ONLY

14. And, considering the fact that water rates have not been increased in nearly 4 years, would you say that Kentucky American Water is justified in asking for a rate increase or not.

- 51% **TOTAL JUSTIFIED**
 - 23% STRONGLY JUSTIFIED
 - 28% NOT-SO-STRONGLY JUSTIFIED
 - 10% NOT-SO-STRONGLY NOT JUSTIFIED
 - 22% STRONGLY NOT JUSTIFIED
 - 32% **TOTAL NOT JUSTIFIED**

 - 15% DON'T KNOW
 - 2% REFUSED
-

Q22 ASKED OF SAMPLE B ONLY

15. And, considering the fact that water rates have not been increased in nearly 4 years, and the fact that the water bill is the lowest utility bill that most families pay each month, would you say that Kentucky American Water is justified in asking for a rate increase or not.

- 51% **TOTAL JUSTIFIED**
- 23% STRONGLY JUSTIFIED
- 27% NOT-SO-STRONGLY JUSTIFIED
- 10% NOT-SO-STRONGLY NOT JUSTIFIED
- 24% STRONGLY NOT JUSTIFIED
- 34% **TOTAL NOT JUSTIFIED**

- 14% DON'T KNOW
- 1% REFUSED

Combined

- 51% **TOTAL JUSTIFIED**
 - 33% **TOTAL NOT JUSTIFIED**
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