**Exhibit JRW-10**

**Dominion North Carolina Power**
**DCF Equity Cost Growth Rate Measures**
**Analysts Projected EPS Growth Rate Estimates**

**Electric Proxy Group**

| Company | Yahoo | Zack's | Reuters | Average |
|---|---|---|---|---|
| ALLETE, Inc. (NYSE-ALE) | 5.0% | 5.0% | 6.5% | 5.5% |
| Alliant Energy Corporation (NYSE-LNT) | 6.3% | 6.2% | 5.9% | 6.1% |
| Ameren Corporation (NYSE-AEE) | -4.1% | -0.5% | -4.1% | -2.9% |
| American Electric Power Co. (NYSE-AEP) | 3.4% | 3.6% | 3.4% | 3.4% |
| Avista Corporation (NYSE-AVA) | 4.0% | 4.7% | 4.5% | 4.4% |
| Black Hills Corporation (NYSE-BKH) | 6.0% | 6.0% | na | 6.0% |
| Cleco Corporation (NYSE-CNL) | 3.0% | na | 3.0% | 3.0% |
| CMS Energy Corporation (NYSE-CMS) | 6.1% | 5.6% | 6.1% | 5.9% |
| Consolidated Edison, Inc. (NYSE-ED) | 3.0% | 3.4% | 3.2% | 3.2% |
| Dominion Resources, Inc. (NYSE-D) | 5.0% | 4.7% | 5.4% | 5.0% |
| DTE Energy Company (NYSE-DTE) | 4.6% | 4.9% | 4.4% | 4.7% |
| Duke Energy Corporation (NYSE-DUK) | 2.4% | 3.7% | 3.5% | 3.2% |
| Edison International (NYSE-EIX) | -0.9% | 3.7% | 2.4% | 1.7% |
| Entergy Corporation (NYSE-ETR) | -1.7% | -1.6% | 1.0% | -0.8% |
| Exelon Corporation (NYSE-EXC) | -9.5% | 4.9% | -1.5% | -2.0% |
| FirstEnergy Corporation (ASE-FE) | -8.2% | 0.5% | 4.0% | -1.3% |
| Great Plains Energy Incorporated (NYSE-GXP) | 6.5% | 7.8% | 6.4% | 6.9% |
| Hawaiian Electric Industries, Inc. (NYSE-HE) | 8.6% | 6.7% | 6.3% | 7.2% |
| IDACORP, Inc. (NYSE-IDA) | 4.0% | 5.0% | 4.5% | 4.5% |
| MGE Energy, Inc. (NYSE-MGEE) | 4.0% | 4.0% | 4.0% | 4.0% |
| Nextera Energy (NYSE-NEE) | 5.2% | 5.7% | 5.7% | 5.6% |
| Northeast Utilities (NYSE-NU) | 4.9% | 6.6% | 5.7% | 5.7% |
| NV Energy (NYSE-NVE) | 9.5% | 18.9% | 8.3% | 12.2% |
| OGE Energy Corp. (NYSE-OGE) | 5.4% | 5.7% | 5.3% | 5.5% |
| Pepco Holdings, Inc. (NYSE-POM) | 4.5% | 3.8% | 4.6% | 4.3% |
| PG&E Corporation (NYSE-PCG) | 0.4% | 2.6% | 2.9% | 2.0% |
| Pinnacle West Capital Corp. (NYSE-PNW) | 5.9% | 5.9% | 6.3% | 6.0% |
| PNM Resources, Inc. (NYSE-PNM) | 9.3% | 9.3% | 9.6% | 9.4% |
| Portland General Electric (NYSE-POR) | 3.6% | 4.1% | 4.2% | 4.0% |
| SCANA Corporation (NYSE-SCG) | 4.8% | 4.4% | 4.9% | 4.7% |
| Southern Company (NYSE-SO) | 5.4% | 5.1% | 5.4% | 5.3% |
| TECO Energy, Inc. (NYSE-TE) | 2.7% | 3.3% | 3.8% | 3.2% |
| UIL Holdings Corporation (NYSE-UIL) | 4.1% | 4.5% | 4.3% | 4.3% |
| UNS Energy Corp. (NYSE-UNS) | 8.0% | 6.3% | 8.0% | 7.4% |
| Westar Energy, Inc. (NYSE-WR) | 5.8% | 6.1% | 5.5% | 5.8% |
| Wisconsin Energy Corporation (NYSE-WEC) | 6.1% | 5.5% | 6.9% | 6.1% |
| Xcel Energy Inc. (NYSE-XEL) | 5.1% | 4.9% | 4.9% | 4.9% |
| **Mean** | **3.7%** | **5.0%** | **4.6%** | **4.4%** |
| **Median** | **4.8%** | **4.9%** | **4.7%** | **4.7%** |

Data Sources: www.reuters.com, www.zacks.com, http://quote.yahoo.com, August 31, 2012.