

**LOUISVILLE GAS AND ELECTRIC COMPANY
KENTUCKY UTILITIES COMPANY**

**Response to Wallace McMullen and Sierra Club's Initial Request for Information
Dated February 17, 2014**

Case No. 2014-00003

Question No. 3

Witness: Michael E. Hornung

- Q-3. Refer to the Direct Testimony of Michael Hornung at page 4 line 22 to page 5 line 3. With regards to the 650 GWh of cumulative energy savings referenced therein:
- a. Express 650 GWh in cumulative energy savings as a percentage of retail sales (through Nov. 2013).
 - b. Identify over what time period such savings has been achieved.
 - c. For each year of that time period, identify the incremental energy savings achieved in MWH and as a percentage of retail sales.
 - d. For each year of that time period, identify the Companies' spending on energy efficiency.
- A-3.
- a. The 650 GWh in cumulative energy savings as a percentage of retail sales through November 2013 is 0.16%.
 - b. The 650 GWh of energy savings is cumulative of both Companies' DSM/EE efforts since 1994.
 - c. Please see attachment.
 - d. Please see attachment.

Exhibit TW-02

(c)

Percentage of Energy Savings to Retail Sales	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013*	Total
GWh	7	3	5	6	7	6	5	7	44	118	155	121	167	650
Retail Sales	29,843	31,347	30,986	31,895	33,282	32,639	34,301	33,273	31,665	34,276	32,803	32,794	30,096	419,203
Percentage of Retail Sales	0.024%	0.009%	0.016%	0.017%	0.020%	0.019%	0.014%	0.020%	0.140%	0.344%	0.473%	0.369%	0.555%	0.16%

(d)

Actual Expense (\$000's)	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013*	Total
DSM/EE Programs	\$2,184	\$4,058	\$6,758	\$7,768	\$7,747	\$8,461	\$8,989	\$10,630	\$21,489	\$22,024	\$24,802	\$27,555	\$35,171	\$187,636

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Question No. 6

Witness: Michael E. Hornung

Q-6. Refer to the Direct Testimony of Michael Hornung at page 13. With regards to the projected incremental energy savings identified therein for each of the years 2015 through 2018, express the savings for each year as a percentage of retail sales.

A-6.

Year	Incremental Energy Savings (MWh)	Retail Sales (MWh)	Savings as % of Retail Sales
2015	196,115	34,096,431	0.575%
2016	196,678	34,269,878	0.574%
2017	199,165	34,420,725	0.579%
2018	200,261	34,692,935	0.577%

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Question No. 11

Witness: Michael E. Hornung

- Q-11. Refer to Exhibit MEH-1, at page 8. Explain how the reference therein that “available energy efficiency will be exhausted by 2020 given current technologies” is consistent with the statement at page 6 lines 17-19 of the Direct Testimony of Michael Hornung that the Companies are “on track to exhaust their achievable energy efficiency potential by 2018.”
- A-11. The potential study did not incorporate 2013 actual DSM/EE performance due to timing and length of the work process. In the potential study on page 46, Table 38 indicates that 1,060,217 MWh of discretionary electric potential is projected for the 20-year study and is projected to be exhausted by 2020. 2013 DSM/EE actual performance exceeded targets and the potential indicated in the study is expected to be exhausted sooner.

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Question No. 12

Witness: Michael E. Hornung

Q-12. Refer to Exhibit MEH-1 at page 12. With regards to the DSMore modeling carried out for the Proposed DSM/EE Program Plan:

- a. Produce the DSMore modeling files, include all inputs and outputs, and workpapers (in machine-readable format with formulas intact) for all DSM modeling
- b. Identify the assumed value for each of following costs used in the DSMore modeling and specify the unit of its measure (e.g., \$/MWh, \$/MW, \$/ton, etc.):
 - i. Marginal energy cost
 - ii. Marginal generation capacity cost
 - iii. Marginal transmission & distribution capacity cost
 - iv. Fossil fuel cost
 - v. Environmental capacity cost
 - vi. Carbon price
 - vii. SO₂ allowance price
 - viii. NO_x allowance price

A-12.

- a. The Companies do not own the DSMore model, but rather use it under license. Therefore, they cannot provide the DSMore model itself in response to this request.

Please see the Companies' responses to KPSC 1-31 and 1-33, which contain the program-specific inputs and outputs of the DSMore modeling.

- b. The values used in the DSMore modeling are as follows.
 - i. Please see attachment. Avoided energy costs are represented in \$/kWh.
 - ii. Avoided capacity cost used in the energy efficiency potential study was \$100/kW-yr.
 - iii. Transmission and distribution capacity costs are pieces of avoided energy costs used in the model and are not available as separate values.

- iv. Coal prices are a piece of avoided energy costs used in the model and are not available as a separate value. Please see attachment for natural gas prices in \$/Therm.
- v. The Company does not utilize an “Environmental Capacity Cost”.
- vi. The carbon price imbedded within the avoided energy costs is \$0.
- vii. The SO₂ price imbedded within the avoided energy costs is \$1/ton.
- viii. The NO_x prices imbedded within the avoided energy costs \$50/ton for annual allowances and \$20/ton for ozone allowances. Ozone allowance prices are incremental to annual allowance prices during the ozone season.

**Avoided Energy Costs
\$/kWh**

	Winter				Spring			
	Weekday		Weekend		Weekday		Weekend	
	Off-peak	Peak	Off-peak	Peak	Off-peak	Peak	Off-peak	Peak
2014	\$0.0272	\$0.0294	\$0.0271	\$0.0283	\$0.0274	\$0.0313	\$0.0265	\$0.0292
2015	\$0.0296	\$0.0321	\$0.0295	\$0.0304	\$0.0290	\$0.0344	\$0.0274	\$0.0308
2016	\$0.0317	\$0.0346	\$0.0312	\$0.0328	\$0.0313	\$0.0360	\$0.0300	\$0.0333
2017	\$0.0338	\$0.0360	\$0.0336	\$0.0345	\$0.0331	\$0.0376	\$0.0320	\$0.0354
2018	\$0.0351	\$0.0370	\$0.0345	\$0.0357	\$0.0335	\$0.0377	\$0.0323	\$0.0355
2019	\$0.0350	\$0.0369	\$0.0350	\$0.0357	\$0.0335	\$0.0384	\$0.0319	\$0.0360
2020	\$0.0368	\$0.0385	\$0.0367	\$0.0372	\$0.0348	\$0.0398	\$0.0339	\$0.0367
2021	\$0.0381	\$0.0393	\$0.0383	\$0.0389	\$0.0368	\$0.0419	\$0.0363	\$0.0388
2022	\$0.0398	\$0.0413	\$0.0396	\$0.0402	\$0.0389	\$0.0430	\$0.0384	\$0.0402
2023	\$0.0396	\$0.0418	\$0.0394	\$0.0405	\$0.0388	\$0.0433	\$0.0383	\$0.0401
2024	\$0.0407	\$0.0434	\$0.0402	\$0.0412	\$0.0399	\$0.0450	\$0.0394	\$0.0415
2025	\$0.0425	\$0.0455	\$0.0420	\$0.0432	\$0.0418	\$0.0459	\$0.0407	\$0.0426
2026	\$0.0455	\$0.0478	\$0.0449	\$0.0459	\$0.0447	\$0.0482	\$0.0442	\$0.0458
2027	\$0.0468	\$0.0493	\$0.0466	\$0.0476	\$0.0456	\$0.0495	\$0.0449	\$0.0471
2028	\$0.0513	\$0.0522	\$0.0510	\$0.0523	\$0.0501	\$0.0541	\$0.0497	\$0.0517
2029	\$0.0521	\$0.0542	\$0.0518	\$0.0531	\$0.0510	\$0.0552	\$0.0505	\$0.0525
2030	\$0.0550	\$0.0567	\$0.0546	\$0.0555	\$0.0538	\$0.0576	\$0.0533	\$0.0553
2031	\$0.0559	\$0.0582	\$0.0555	\$0.0571	\$0.0553	\$0.0608	\$0.0543	\$0.0562
2032	\$0.0562	\$0.0605	\$0.0554	\$0.0570	\$0.0550	\$0.0594	\$0.0540	\$0.0565
2033	\$0.0576	\$0.0614	\$0.0568	\$0.0594	\$0.0566	\$0.0621	\$0.0556	\$0.0584

	Summer				Autumn			
	Weekday		Weekend		Weekday		Weekend	
	Off-peak	Peak	Off-peak	Peak	Off-peak	Peak	Off-peak	Peak
2014	\$0.0270	\$0.0321	\$0.0268	\$0.0296	\$0.0284	\$0.0310	\$0.0278	\$0.0292
2015	\$0.0290	\$0.0362	\$0.0277	\$0.0319	\$0.0301	\$0.0336	\$0.0292	\$0.0314
2016	\$0.0321	\$0.0377	\$0.0304	\$0.0346	\$0.0324	\$0.0352	\$0.0315	\$0.0336
2017	\$0.0337	\$0.0392	\$0.0319	\$0.0360	\$0.0339	\$0.0360	\$0.0336	\$0.0350
2018	\$0.0333	\$0.0394	\$0.0321	\$0.0362	\$0.0338	\$0.0366	\$0.0335	\$0.0352
2019	\$0.0340	\$0.0403	\$0.0329	\$0.0372	\$0.0361	\$0.0384	\$0.0357	\$0.0372
2020	\$0.0356	\$0.0426	\$0.0346	\$0.0386	\$0.0364	\$0.0386	\$0.0364	\$0.0372
2021	\$0.0375	\$0.0444	\$0.0370	\$0.0399	\$0.0389	\$0.0415	\$0.0381	\$0.0396
2022	\$0.0391	\$0.0469	\$0.0388	\$0.0418	\$0.0397	\$0.0417	\$0.0398	\$0.0405
2023	\$0.0394	\$0.0480	\$0.0388	\$0.0426	\$0.0398	\$0.0433	\$0.0394	\$0.0410
2024	\$0.0408	\$0.0510	\$0.0399	\$0.0438	\$0.0407	\$0.0436	\$0.0404	\$0.0420
2025	\$0.0423	\$0.0497	\$0.0417	\$0.0446	\$0.0426	\$0.0466	\$0.0421	\$0.0443
2026	\$0.0453	\$0.0529	\$0.0447	\$0.0473	\$0.0455	\$0.0478	\$0.0449	\$0.0466
2027	\$0.0464	\$0.0542	\$0.0459	\$0.0491	\$0.0469	\$0.0512	\$0.0466	\$0.0492
2028	\$0.0508	\$0.0599	\$0.0506	\$0.0536	\$0.0511	\$0.0542	\$0.0507	\$0.0527
2029	\$0.0518	\$0.0626	\$0.0510	\$0.0544	\$0.0522	\$0.0556	\$0.0512	\$0.0532
2030	\$0.0547	\$0.0660	\$0.0542	\$0.0597	\$0.0551	\$0.0580	\$0.0547	\$0.0560
2031	\$0.0558	\$0.0670	\$0.0552	\$0.0596	\$0.0564	\$0.0600	\$0.0558	\$0.0578
2032	\$0.0565	\$0.0654	\$0.0551	\$0.0594	\$0.0563	\$0.0600	\$0.0559	\$0.0582
2033	\$0.0577	\$0.0680	\$0.0571	\$0.0608	\$0.0584	\$0.0639	\$0.0558	\$0.0592

Natural Gas Prices
\$/Therm

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014	\$0.451	\$0.449	\$0.442	\$0.426	\$0.428	\$0.431	\$0.434	\$0.436	\$0.437	\$0.440	\$0.449	\$0.469
2015	\$0.472	\$0.470	\$0.463	\$0.447	\$0.448	\$0.451	\$0.455	\$0.457	\$0.457	\$0.461	\$0.471	\$0.491
2016	\$0.477	\$0.475	\$0.468	\$0.451	\$0.453	\$0.456	\$0.460	\$0.462	\$0.462	\$0.466	\$0.476	\$0.496
2017	\$0.489	\$0.487	\$0.480	\$0.463	\$0.465	\$0.468	\$0.472	\$0.474	\$0.474	\$0.478	\$0.488	\$0.509
2018	\$0.504	\$0.502	\$0.494	\$0.477	\$0.479	\$0.481	\$0.486	\$0.488	\$0.488	\$0.492	\$0.502	\$0.524
2019	\$0.527	\$0.525	\$0.517	\$0.499	\$0.501	\$0.504	\$0.508	\$0.511	\$0.511	\$0.515	\$0.526	\$0.548
2020	\$0.551	\$0.548	\$0.540	\$0.521	\$0.523	\$0.526	\$0.531	\$0.533	\$0.534	\$0.538	\$0.549	\$0.573
2021	\$0.590	\$0.587	\$0.578	\$0.558	\$0.560	\$0.563	\$0.568	\$0.571	\$0.571	\$0.576	\$0.588	\$0.613
2022	\$0.636	\$0.633	\$0.623	\$0.601	\$0.604	\$0.607	\$0.613	\$0.615	\$0.616	\$0.621	\$0.634	\$0.661
2023	\$0.672	\$0.670	\$0.659	\$0.636	\$0.639	\$0.643	\$0.648	\$0.651	\$0.651	\$0.657	\$0.671	\$0.699
2024	\$0.703	\$0.700	\$0.690	\$0.665	\$0.668	\$0.672	\$0.678	\$0.681	\$0.681	\$0.687	\$0.701	\$0.731
2025	\$0.739	\$0.736	\$0.725	\$0.699	\$0.702	\$0.706	\$0.712	\$0.715	\$0.716	\$0.722	\$0.737	\$0.768
2026	\$0.772	\$0.769	\$0.758	\$0.731	\$0.734	\$0.738	\$0.745	\$0.748	\$0.748	\$0.755	\$0.771	\$0.803
2027	\$0.810	\$0.807	\$0.795	\$0.767	\$0.770	\$0.774	\$0.781	\$0.785	\$0.785	\$0.792	\$0.808	\$0.843
2028	\$0.840	\$0.836	\$0.824	\$0.795	\$0.798	\$0.803	\$0.810	\$0.813	\$0.814	\$0.821	\$0.838	\$0.874
2029	\$0.876	\$0.872	\$0.859	\$0.828	\$0.832	\$0.837	\$0.844	\$0.848	\$0.848	\$0.855	\$0.873	\$0.911
2030	\$0.914	\$0.911	\$0.897	\$0.865	\$0.869	\$0.874	\$0.882	\$0.885	\$0.886	\$0.893	\$0.912	\$0.951
2031	\$0.955	\$0.951	\$0.937	\$0.904	\$0.908	\$0.913	\$0.921	\$0.925	\$0.926	\$0.933	\$0.953	\$0.994
2032	\$1.002	\$0.998	\$0.983	\$0.948	\$0.952	\$0.958	\$0.966	\$0.971	\$0.971	\$0.979	\$1.000	\$1.043
2033	\$1.041	\$1.037	\$1.021	\$0.985	\$0.989	\$0.995	\$1.004	\$1.008	\$1.009	\$1.017	\$1.039	\$1.083

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Case No. 2014-00003

Question No. 14

Witness: Michael E. Hornung

- Q-14. Refer to Exhibit MEH-1 at page 21. Explain why the small commercial program goals were reduced to allow for increased focus on the large commercial program, rather than increasing the focus on both the small and large commercial programs.
- A-14. The small commercial program has been available since 2001 and has produced approximately 4 MW of demand reduction. Small commercial customers can still participate in the program as it has historically been available. The large commercial program has provided 10 MW of demand reduction in two years of operation. Due to the success of the program in the short timeframe, more focus will be placed on the large commercial program.

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Case No. 2014-00003

Question No. 15

Witness: Michael E. Hornung

- Q-15. Refer to Exhibit MEH-1 at pages 52-3. With regards to the proposal to allow the Residential High Efficiency Lighting program to expire:
- a. Identify and produce all studies, analyses, or documents regarding whether the Residential High Efficiency Lighting could provide additional cost-effective energy savings beyond 2014
 - b. Identify and produce all studies, analyses, or documents supporting the Companies' proposal to allow the Residential High Efficiency Lighting program to expire.
 - c. Referring to page 52, please identify the date(s) when the evaluation of the direct mail and coupon methods was conducted. Please state whether the Company has explored other marketing approaches for CFLs since that time. If so, please identify such approaches.
 - d. Identify the residential socket saturation rate for CFLs in LG&E and KU's service territories.
- A-15.
- a. Please see the response to KPSC 1-24.
 - b. Please see Exhibit MEH-2, page 17 in the Direct Testimony of Michael E. Hornung in this proceeding.
 - c. The direct mail and coupon methods were used and evaluated in 2010. Since then, the Companies have explored and implemented the following marketing approaches: a customer "opt-in" feature for future CFL campaigns; more robust Residential High Efficiency Lighting webpage; inclusion in social media; and exposure through the Companies' television-based mass-media efforts.
 - d. Based on a residential-customer survey conducted by Navigant, saturation levels for homes with roughly 40 sockets are approximately 20 and 15 percent for LG&E and KU, respectively.

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Response to Wallace McMullen and Sierra Club's Initial Request for Information
Dated February 17, 2014

Case No. 2014-00003

Question No. 16

Witness: Michael E. Hornung

- Q-16. With regards to the selection of the Cadmus Group as the consultant who performed the Potential Study and the Program Review:
- a. Explain the process used to select the Cadmus Group
 - b. Produce any request for proposals that the Companies issued
 - c. Produce any proposals received in response to such request for proposals
 - d. Produce any contract between Cadmus Group and the Companies for the work leading to the Potential Study and Program Review
 - e. Explain what the role of EHI Consultants was in the Potential Study and Program Review
- A-16.
- a. A request for proposal ("RFP") was issued to nine companies on May 25, 2012. The RFP responses were evaluated by a team designated by the Companies' management team. The team scored RFP responses based on pricing, evaluation process, reporting, experience, and references. After review and the team reached an agreement, an award recommendation was prepared and presented to senior management for approval.
 - b. Please see attachment.
 - c. Please see attachments. The information requested is confidential and proprietary, and is being provided under seal pursuant to a petition for confidential treatment.
 - d. Please see attachment. The information requested is confidential and proprietary, and is being provided under seal pursuant to a petition for confidential treatment.
 - e. EHI Consultants was selected by Cadmus Group to survey residential customers. Residential customers were randomly selected and to assess awareness, perceptions,

factors affecting program participation, equipment in home, and other household information.

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Response to Wallace McMullen and Sierra Club's Initial Request for Information
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Question No. 17

Witness: David E. Huff / Michael E. Hornung

- Q-17. Refer to page 1 of the Potential Study (Exhibit MEH-3).
- a. Explain why the Potential Study did not evaluate the DSM potential for the industrial sector.
 - b. Identify what percentage of each of LG&E and KU's load is from the industrial sector.
 - c. State whether LG&E or KU offer or intend to offer any DSM programs for the industrial sector.
 - i. If so, identify each such program
 - ii. If not, explain why not
 - d. State whether any of LG&E or KU's individual industrial customers with energy intensive processes implement DSM programs.
 - i. If so, identify each such program and their estimated energy savings per year.
 - e. State whether LG&E and/or KU have carried out or reviewed any assessment of the DSM potential for their industrial customers.
 - i. If so, produce such assessment
 - ii. If not, explain why not.
- A-17.
- a. Customer experience is a top priority for the Companies. The Companies routinely work with our DSM Advisory group for residential and commercial programs; however, because KRS 278.285(3) provides for exclusion of industrial customers, the companies have not pursued DSM programing for the industrial sector.
 - b. The industrial sector is approximately 30% of the Companies' annual energy sales.

- c. The Companies currently have no plans to offer energy-efficiency programs to the industrial sector as sufficient interest is not present to make programming economical.
- d. The Companies have continual discussions with their industrial customers to understand their energy needs for the purposes of system and reliability planning. Through these discussions customers have shared their implemented and planned energy efficiency projects. As these conversations were not for the purpose of identifying energy efficiency projects, the Companies have not tracked the specifics associated with these efforts.
- e. The Companies have not carried out or reviewed any assessment regarding industrial energy-efficiency potential.

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Question No. 20

Witness: Michael E. Hornung

- Q-20. Refer to page 1 of the Potential Study (Exhibit MEH-3). Identify all “budgetary constraints and market barriers” assumed in deriving the portion of economic potential assumed to be reasonably achievable in the course of the planning horizon.
- A-20. “[B]udgetary constraints and market barriers that may impede customers’ participation in utility programs” are, regarding “budgetary constraints,” referring to customers’ willingness and ability to invest in energy-efficiency measures and, regarding “market barriers,” referring to energy-efficiency measures’ availability and costs. For example, any energy-efficiency measure incentive is capped at the Companies’ avoided cost of capacity (\$100/kW-year), as it would be otherwise more economical to serve energy from supply-side resources.

LOUISVILLE GAS AND ELECTRIC COMPANY
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Response to Wallace McMullen and Sierra Club's Supplemental Request for Information
Dated March 20, 2014

Case No. 2014-00003

Question No. 3

Witness: Michael E. Hornung

- Q-3. Refer to the Companies' response to Sierra Club's Initial Request No. 12.
- a. Please describe all assumptions supporting or relating to the responses provided to part b, i through viii.
 - b. Please provide all reports, workbooks, workpapers, studies, and/or other documentation supporting or relating to the responses provided to part b, i through viii.
 - c. Please explain why natural gas prices, but not coal prices, are available as a separate value in DSMore.
 - d. For each of the programs included in the Companies' Proposed DSM/EE Program Plan:
 - i. Please provide all estimates of participant non-energy benefits, including but not limited to safety, health, reduced O&M costs, increased productivity, etc.
 - ii. Please state whether the participant non-energy benefits were included in the DSMore cost-effectiveness analysis, and if so, please describe the manner in which they were included.
 - iii. Please provide all reports, documents or workpapers relating to estimates of non-energy benefits.
 - e. Please state whether the DSMore modeling included as an input the avoided cost of compliance with environmental regulations. If not, please explain why not. If so, please provide the Companies' estimate of this avoided cost.
 - f. Regarding the Companies' assumed \$0 carbon price, please provide all estimates of the costs of greenhouse gas emissions that have been prepared by or for the Companies (or LG&E and/or KU individually) within the past three years. Please provide any and all reports, documents and workpapers supporting these estimates, and indicate whether and how these estimates have been used by the Companies.

- g. Please provide projections for total emissions reductions associated with the Companies' Proposed DSM/EE Program Plan, including but not limited to SO₂, NO_x, Hg, and CO₂ for each year during 2015-2018. Please also provide the reductions in terms of an emissions rate per MWh saved and therm reduced.

A-3.

- a. Marginal energy cost – This value is an output from the Prosym production model for cost based results and Cinergy Hub for market based results. Support was provided in response to Sierra Club 1-12(b) part i for cost based input. Market based is provided in electronic format as part of this inquiry

Marginal generation capacity cost – This value was determined by applying a fixed charge rate to the capital cost of a 2x1 combined cycle generating unit. The capital cost for a 2x1 combined cycle generating unit was estimated to be \$997.20/kW. The fixed charge rate used was 10.02%. The value is determined by multiplying capital cost and the fixed charge rate to annualize capital cost. $(\$997.20/\text{kW}) \times (10.02\%) = \$99.92/\text{kW-year}$.

Marginal transmission & distribution capacity cost – This value was not provided.

Fossil fuel cost – Cost based results utilize Tariff sheets that are publicly available on the Companies' website (www.lge-ku.com) and the Kentucky Public Service Commissions' website (psc.ky.gov) for natural gas. Market based results utilize Henry Hub prices that are obtained by the DSMore software provider.

Environmental capacity cost – This value was not provided.

Carbon price – Carbon is not regulated and no value was included for emission.

SO₂ allowance price – Based on market prices embedded in avoided energy cost as of 8/22/2012

NO_x allowance price – Based on market prices embedded in avoided energy cost as of 8/22/2012

- b. The Companies' provided reports, workbooks, workpapers, studies, and/or other documentation supporting or relating to the responses provided to part b, i through viii in its original response to Sierra Club 1-12.
- c. Natural gas prices and electricity prices are inputs to appropriately determine customer billing impacts since customers' bills are based on natural gas and electricity usage and not based on coal usage.
- d. i. Participant "non-energy benefits" were not included in this analysis.

- ii. See the response to part d. subpart i.
- iii. See the response to part d. subpart i.
- e. Avoided cost is based on the construction on new generating units and not the maintenance of existing generating units. Any costs associated with environmental compliance for new generating units will be incorporated into the avoided cost of capacity.
- f. All of the Companies' DSM analysis prepared in the past three years included no price for carbon emissions. The extent that the Companies have explored the price for carbon emissions is a matter of public record in other cases which the Sierra Club has been involved.
- g. Emissions associated with energy savings have not been calculated in association with the Companies DSM program plan.

**LOUISVILLE GAS AND ELECTRIC COMPANY
KENTUCKY UTILITIES COMPANY**

**Response to Wallace McMullen and Sierra Club's Supplemental Request for Information
Dated March 20, 2014**

Case No. 2014-00003

Question No. 8

Witness: Michael E. Hornung

- Q-8. Refer to Appendix D of Exhibit MEH-1 at page 3. Please provide the survey instrument that the Companies used to conduct a survey of their Industrial Customer segment and the survey results.
- A-8. See attached.

Energy Efficiency Programs for Industrial Customers

PN-12903

*Notes: Respondents will not see headers or question numbers.
Respondents may use the navigation button to go back.
All questions are required.*

Introduction

Instructions for Completing the Survey

Do not use your **RELOAD** or **BACK** browser buttons. Only use the navigations buttons at the bottom of the survey.

You can finish the survey in more than one session. If you need to leave before you have completed the survey, press the "**SUSPEND**" button at the bottom of the page to save your responses. When you return, the page that you were on when you left will be displayed.

Questions about Survey

For questions about the survey, please contact Mike Hornung, Manager Energy Efficiency Planning & Development for LG&E and KU, at mike.hornung@lge-ku.com. . For technical assistance, please contact Doug Hobaugh at doug@essex3.com.

Questions

- 1) First, we have a few questions about your company's **current efforts to control electricity costs**.

Please indicate your level of agreement with the following statements:

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
a) Electricity costs are a major cost component for your company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Your company has a comprehensive program to reduce electricity costs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) The long payback period is a concern in justifying energy efficiency programs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Page break]

- 2) Please describe the **types of steps** your company has taken within the past three years to **control electricity costs**.

[Page break]

Intro 2)

You may be familiar with Demand-Side Management (DSM) programs offered by utilities in other states to their industrial customers.

In typical programs, companies are offered rebates or other incentives for purchasing and installing specific high-efficiency equipment in existing facilities. Approved equipment can include lighting retrofits, chillers, packaged HVAC systems, motors, and boilers.

In order to qualify for the incentives, companies must first have the utility conduct a reduced-cost feasibility study for potential energy efficiency measures.

This type of program is funded with a DSM charge on each monthly bill.

Should a program be instituted, industrial companies would have the option to either participate in the program and pay the DSM charge monthly, or opt out of the program.

<<Intro 2 should be visible at top of page for questions 3,4,6,7,9>>

3) Please indicate your **best estimate of your company's response** to a program like this, should it become available.

- Definitely would participate
- Probably would participate
- Might or might not participate <<Go to Q6>>
- Probably would opt out <<Go to Q7>>
- Definitely would opt out <<Go to Q7>>

[Page break]

4) <<If Q3=1 or 2>> What are the **reasons** your company would be **likely to participate** in the described DSM program? Please provide details.

[Page break]

5) <<If Q3=1 or 2>> How much of a **factor** would each of the following be in your company's **decision to participate** in a DSM program? <<Randomize>>

	Major factor	Moderate factor	Minor factor	Not a factor	Don't know
a) Attractiveness of potential rebates or other incentives for equipment purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Plans for near-term equipment upgrades that would be covered by the DSM program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Lack of internal resources to structure and implement efficiency programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<<Go to Q9>>

[Page break]

- 6) <<Q3=3>> What are the **reasons** your company **might or might not participate** in the described DSM program? Please provide details.

<<Go to Q8>>

[Page break]

- 7) <<If Q3=4 or 5>> What are the **reasons** your company would be **likely to opt out** of the described DSM program? Please provide details.

[Page break]

- 8) <<If Q3=3 or 4 or 5>> How much of a **factor** would each of the following be in your company's **possible decision to opt out** of a DSM program. <<Randomize>>

	Major factor	Moderate factor	Minor factor	Not a factor	Don't know
a) Existing energy efficiency programs, either planned or implemented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Preference for designing own energy efficiency programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Uncertain return on investment for monthly DSM charges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) No plans for near-term equipment upgrades that would be covered by the DSM program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Page break]

- 9) Please describe any suggestions for **other types of utility-sponsored energy efficiency programs** that would be of benefit to your company.

No suggestions

[Page break]

Firmographics

10) Which sector is your company in?

Public sector

Non-profit-sector

Retail trade

Wholesale trade

Manufacturing

Construction

Service

Other type of business (Please specify)

[Page break]

11) Which best classifies the current stage of your company's business life cycle?

Start-up or foundational stage

Rapid growth or expansion

Steady state/slow growth/mature

Decline or negative growth

[Page break]

12) Do we have your permission to share your company name, along with your specific responses, with LG&E and KU?

Yes

No

[Page break]

Closer) Thank you for participating in this survey. LG&E and KU appreciate your input.

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
2	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
3	KU	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would participate	Major factor
6	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Probably would opt out	
7	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
8	LG&E	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Probably would participate	Major factor
10	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Definitely would participate	Moderate factor
14	LG&E	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Probably would participate	Moderate factor
15	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
17	LG&E	Complete	Major Accounts	Neither agree nor disagree	Somewhat disagree	Strongly agree	Probably would participate	Major factor
21	KU	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Neither agree nor disagree	Probably would participate	Major factor
22	KU	Complete	Major Accounts	Somewhat agree	Strongly disagree	Strongly agree	Probably would opt out	
27	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
31	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Definitely would opt out	
32	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Definitely would participate	Major factor
35	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
36	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Minor factor
37	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
38	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat disagree	Probably would opt out	
39	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
40	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Somewhat agree	Might or might not participate	Major factor
41	KU	Complete	Major Accounts	Neither agree nor disagree	Strongly disagree	Strongly agree	Probably would participate	
42	KU	Complete	Major Accounts	Strongly agree	Strongly disagree	Strongly agree	Probably would participate	Major factor
45	KU	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
46	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
51	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Moderate factor
55	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
56	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
57	KU	Complete	Major Accounts	Somewhat agree	Somewhat agree	Somewhat agree	Probably would participate	Moderate factor
60	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Probably would participate	Major factor
62	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Probably would participate	
63	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
64	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would opt out	
67	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	Major factor
72	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Strongly agree	Probably would participate	
73	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	Major factor
74	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Moderate factor
77	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
79	KU	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
82	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
83	KU	Complete	Major Accounts	Strongly agree	Strongly disagree	Neither agree nor disagree	Definitely would opt out	
88	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would opt out	
94	KU	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Probably would participate	Minor factor
101	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
104	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat disagree	Probably would participate	Major factor
106	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Probably would opt out	
107	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Strongly agree	Probably would opt out	
113	KU	Complete	Major Accounts	Strongly agree	Strongly disagree	Strongly agree	Probably would opt out	Minor factor
117	KU	Complete	Major Accounts	Strongly agree	Somewhat disagree	Somewhat agree	Probably would participate	Moderate factor
120	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Strongly agree	Probably would participate	Major factor
124	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Definitely would opt out	
125	LG&E	Complete	Major Accounts	Somewhat agree	Strongly agree	Somewhat agree	Might or might not participate	
127	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Strongly agree	Probably would participate	Major factor

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
129	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	Moderate factor
131	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Probably would participate	
133	KU	Complete	Major Accounts	Neither agree nor disagree	Somewhat disagree	Strongly agree	Probably would opt out	Major factor
135	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Probably would participate	Not a factor
136	KU	Complete	Major Accounts	Strongly agree	Somewhat disagree	Somewhat agree	Probably would participate	Major factor
139	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Somewhat agree	Definitely would opt out	
142	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
144	LG&E	Complete	Major Accounts	Strongly agree	Somewhat disagree	Somewhat agree	Might or might not participate	
146	KU	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Strongly agree	Definitely would opt out	
148	KU	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Strongly agree	Might or might not participate	
150	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
156	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
157	KU	Complete	Major Accounts	Strongly agree	Strongly disagree	Strongly agree	Might or might not participate	
158	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
161	KU	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Might or might not participate	
167	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
168	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
170	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
171	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
173	LG&E	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
176	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly disagree	Might or might not participate	
178	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
181	KU	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
183	LG&E	Complete	Major Accounts	Strongly disagree	Strongly disagree	Strongly disagree	Definitely would opt out	
187	KU	Complete	Major Accounts	Somewhat agree	Somewhat agree	Somewhat disagree	Might or might not participate	
190	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Somewhat disagree	Probably would participate	Major factor
192	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat disagree	Probably would participate	
193	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	Minor factor
197	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
199	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	
200	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Neither agree nor disagree	Might or might not participate	
205	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
206	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	
209	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
216	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat disagree	Definitely would opt out	
217	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Somewhat agree	Might or might not participate	
220	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Strongly agree	Probably would participate	Major factor
222	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
226	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
229	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Strongly agree	Definitely would opt out	
230	LG&E	Complete	Major Accounts	Somewhat agree	Somewhat agree	Somewhat agree	Probably would participate	Moderate factor
235	KU	Complete	Major Accounts	Somewhat agree	Somewhat disagree	Somewhat agree	Probably would opt out	
236	LG&E	Complete	Major Accounts	Strongly agree	Strongly disagree	Strongly disagree	Probably would participate	Major factor
237	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Probably would opt out	
238	KU	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Neither agree nor disagree	Might or might not participate	
239	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	Major factor
241	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
246	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
248	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
253	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
254	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Moderate factor
256	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
257	LG&E	Complete	Major Accounts	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	Major factor
258	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
259	KU	Complete	Major Accounts	Somewhat disagree	Strongly agree	Somewhat agree	Definitely would opt out	
260	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Definitely would opt out	
261	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	Moderate factor
263	KU	Complete	Major Accounts	Somewhat agree	Strongly agree	Strongly agree	Definitely would participate	
264	LG&E	Complete	Major Accounts	Strongly agree	Strongly disagree	Neither agree nor disagree	Might or might not participate	
268	KU	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	Moderate factor
269	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Probably would participate	
270	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
271	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
273	LG&E	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
274	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Definitely would opt out	
275	LG&E	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would participate	Moderate factor
283	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
285	KU	Complete	Major Accounts	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
286	LG&E	Complete	Major Accounts	Somewhat agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
288	LG&E	Complete	Major Accounts	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
294	LG&E	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Probably would opt out	
309	LG&E	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Strongly agree	Might or might not participate	Major factor
322	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Probably would participate	
333	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Probably would participate	Major factor
361	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
364	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly disagree	Might or might not participate	
388	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
404	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	Major factor
420	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat disagree	Probably would participate	
426	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	Major factor
448	KU	Complete	Other Industrial	Strongly disagree	Strongly agree	Somewhat agree	Probably would participate	
465	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
474	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Probably would participate	Major factor
490	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
496	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
504	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Somewhat agree	Probably would participate	Don't know
508	KU	Complete	Other Industrial	Somewhat agree	Strongly disagree	Strongly agree	Definitely would participate	Major factor
512	LG&E	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Probably would opt out	
521	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
526	LG&E	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	Major factor
566	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Neither agree nor disagree	Definitely would participate	Major factor
569	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would opt out	
588	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly disagree	Probably would participate	Moderate factor
609	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Might or might not participate	
610	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Might or might not participate	
635	LG&E	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat disagree	Definitely would participate	Major factor
637	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Somewhat agree	Might or might not participate	Moderate factor
639	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	
649	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Probably would opt out	
709	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Probably would opt out	
711	LG&E	Complete	Other Industrial	Strongly agree	Somewhat disagree	Neither agree nor disagree	Probably would opt out	
723	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	Major factor
726	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	
727	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
730	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
741	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Not a factor
746	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
764	LG&E	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Might or might not participate	
779	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Not a factor
787	LG&E	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Probably would participate	Major factor
800	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Moderate factor
808	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
822	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
870	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
876	KU	Complete	Other Industrial	Strongly disagree	Somewhat agree	Strongly agree	Might or might not participate	
885	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
904	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
905	KU	Complete	Other Industrial	Somewhat disagree	Strongly agree	Strongly disagree	Probably would opt out	
908	LG&E	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
910	LG&E	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Neither agree nor disagree	Might or might not participate	
913	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
916	KU	Complete	Other Industrial	Somewhat agree	Strongly disagree	Somewhat agree	Probably would opt out	
918	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
919	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would opt out	Moderate factor
927	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would participate	
938	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
941	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Strongly disagree	Might or might not participate	
962	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly disagree	Probably would participate	Moderate factor
984	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
1002	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Neither agree nor disagree	Probably would participate	Moderate factor
1070	KU	Complete	Other Industrial	Neither agree nor disagree	Neither agree nor disagree	Neither agree nor disagree	Probably would participate	Major factor
1089	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would participate	Major factor
1130	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would participate	Major factor
1135	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
1141	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
1144	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Definitely would opt out	
1150	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Might or might not participate	
1156	LG&E	Complete	Other Industrial	Neither agree nor disagree	Strongly disagree	Somewhat agree	Might or might not participate	
1184	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Strongly agree	Probably would opt out	
1193	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
1202	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat disagree	Probably would opt out	
1203	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Strongly agree	Probably would opt out	
1219	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Definitely would opt out	
1272	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
1313	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Somewhat agree	Probably would opt out	
1317	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
1339	KU	Complete	Other Industrial	Neither agree nor disagree	Strongly disagree	Strongly disagree	Definitely would opt out	
1341	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Might or might not participate	
1347	LG&E	Complete	Other Industrial	Somewhat disagree	Strongly disagree	Somewhat agree	Might or might not participate	
1360	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Neither agree nor disagree	Probably would participate	Moderate factor
1388	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Neither agree nor disagree	Probably would opt out	
1401	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Probably would opt out	
1416	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
1424	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Somewhat agree	Probably would opt out	
1433	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
1450	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Probably would participate	Major factor

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
1466	KU	Complete	Other Industrial	Strongly disagree	Neither agree nor disagree	Somewhat disagree	Probably would participate	Major factor
1528	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
1529	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
1532	LG&E	Complete	Other Industrial	Neither agree nor disagree	Neither agree nor disagree	Strongly agree	Might or might not participate	
1544	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Might or might not participate	
1569	LG&E	Complete	Other Industrial	Somewhat agree	Strongly disagree	Somewhat agree	Probably would opt out	
1571	KU	Complete	Other Industrial	Somewhat disagree	Somewhat agree	Somewhat agree	Probably would participate	Not a factor
1573	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Probably would participate	Major factor
1599	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
1606	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	
1623	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Probably would opt out	
1625	KU	Complete	Other Industrial	Somewhat disagree	Strongly disagree	Strongly agree	Definitely would opt out	
1633	LG&E	Complete	Other Industrial	Somewhat agree	Strongly agree	Somewhat agree	Probably would participate	Moderate factor
1652	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly disagree	Probably would participate	Moderate factor
1679	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Might or might not participate	
1818	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
1828	LG&E	Complete	Other Industrial	Somewhat disagree	Somewhat agree	Strongly agree	Might or might not participate	
1858	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
1879	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
1973	KU	Complete	Other Industrial	Somewhat disagree	Strongly disagree	Strongly disagree	Might or might not participate	
1977	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
1985	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Definitely would opt out	
1989	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Moderate factor
1999	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
2000	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
2038	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
2060	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
2071	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Might or might not participate	
2072	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Definitely would opt out	
2095	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would opt out	
2099	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
2099	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
2121	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Might or might not participate	
2138	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Definitely would opt out	
2139	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
2141	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
2151	KU	Complete	Other Industrial	Somewhat disagree	Somewhat disagree	Somewhat disagree	Might or might not participate	
2157	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
2160	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Probably would participate	Major factor
2199	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
2206	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
2216	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
2218	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	
2224	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
2239	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would opt out	
2242	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Definitely would opt out	Major factor
2252	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Definitely would participate	
2262	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Probably would opt out	
2265	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	Major factor
2278	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
2290	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
2298	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Somewhat agree	Probably would participate	
2302	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Somewhat agree	Might or might not participate	

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
2305	KU	Complete	Other Industrial	Somewhat agree	Strongly disagree	Strongly agree	Probably would opt out	
2308	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
2332	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Might or might not participate	
2338	KU	Complete	Other Industrial	Somewhat agree	Strongly disagree	Strongly disagree	Definitely would opt out	
2346	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
2362	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
2364	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	Major factor
2383	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	
2393	KU	Complete	Other Industrial	Somewhat disagree	Strongly agree	Somewhat agree	Might or might not participate	
2449	LG&E	Complete	Other Industrial	Neither agree nor disagree	Strongly agree	Strongly agree	Probably would opt out	
2457	LG&E	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Might or might not participate	Moderate factor
2459	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Major factor
2460	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	
2487	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not participate	
2490	LG&E	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat disagree	Might or might not participate	
2510	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Might or might not participate	
2544	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Probably would opt out	
2545	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
2550	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Probably would opt out	
2569	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	Moderate factor
2611	LG&E	Complete	Other Industrial	Neither agree nor disagree	Somewhat disagree	Somewhat disagree	Probably would participate	
2635	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Probably would opt out	
2644	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Might or might not participate	
2646	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
2701	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Might or might not participate	
2727	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Somewhat agree	Definitely would opt out	
2733	LG&E	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would participate	Minor factor
2738	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
2740	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Definitely would participate	Major factor
2742	LG&E	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Might or might not participate	
2743	LG&E	Complete	Other Industrial	Somewhat agree	Strongly disagree	Strongly agree	Might or might not participate	
2748	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat disagree	Probably would participate	Major factor
2756	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Might or might not participate	
2765	KU	Complete	Other Industrial	Strongly disagree	Strongly disagree	Neither agree nor disagree	Definitely would opt out	
2769	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Definitely would opt out	
2800	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Strongly agree	Definitely would participate	Major factor
2811	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Definitely would opt out	
2813	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
2818	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat disagree	Probably would participate	Major factor
2835	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Definitely would opt out	
2868	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Might or might not participate	
2870	LG&E	Complete	Other Industrial	Neither agree nor disagree	Strongly agree	Somewhat agree	Might or might not participate	Minor factor
2884	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Neither agree nor disagree	Probably would participate	
2900	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Somewhat agree	Might or might not participate	
3455	KU	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Strongly agree	Might or might not participate	
3475	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Definitely would opt out	
3488	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Might or might not participate	
3489	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Probably would participate	Major factor
3528	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Neither agree nor disagree	Probably would opt out	
3542	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Definitely would opt out	
3543	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Neither agree nor disagree	Might or might not participate	
3544	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	

Sample No.	Utility	Status	Account_Type	Q1a) Electricity costs are a major cost component for your company	Q1b) Your company has a comprehensive program to reduce electricity costs	Q1c) The long payback period is a concern in justifying energy efficiency programs	Q3) Best estimate of company's response to a program like this	Q5a) Attractiveness of potential rebates or other incentives for equipment purchases
3550	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Strongly agree	Definitely would opt out	
3561	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would opt out	
3571	KU	Complete	Other Industrial	Strongly disagree	Neither agree nor disagree	Neither agree nor disagree	Probably would participate	Minor factor
3575	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Somewhat agree	Probably would opt out	
3591	KU	Complete	Other Industrial	Somewhat agree	Strongly disagree	Strongly agree	Probably would participate	Minor factor
3610	LG&E	Complete	Other Industrial	Strongly agree	Neither agree nor disagree	Neither agree nor disagree	Might or might not participate	
3630	KU	Complete	Other Industrial	Strongly agree	Strongly disagree	Strongly agree	Probably would opt out	
3636	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
3639	KU	Complete	Other Industrial	Neither agree nor disagree	Somewhat agree	Strongly agree	Probably would participate	Moderate factor
3650	LG&E	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
3657	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	
3659	LG&E	Complete	Other Industrial	Strongly agree	Somewhat disagree	Strongly agree	Might or might not participate	
3664	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Might or might not participate	
3669	LG&E	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Probably would participate	Major factor
3675	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Probably would opt out	
3678	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat agree	Probably would participate	Moderate factor
3680	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Somewhat disagree	Might or might not participate	
3702	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Probably would participate	Moderate factor
3804	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Probably would participate	Major factor
3852	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	
3861	KU	Complete	Other Industrial	Somewhat disagree	Strongly disagree	Strongly disagree	Probably would participate	Major factor
3863	KU	Complete	Other Industrial	Somewhat agree	Neither agree nor disagree	Somewhat agree	Probably would opt out	
3896	KU	Complete	Other Industrial	Somewhat agree	Somewhat disagree	Strongly agree	Probably would participate	Moderate factor

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
2	LG&E	Minor factor	Major factor	Not a factor	Not a factor		
3	KU	Major factor	Major factor	Major factor		Major factor	
6	KU				Not a factor		Moderate factor
7	KU	Major factor	Moderate factor	Moderate factor			
8	LG&E	Major factor	Moderate factor	Minor factor			
10	KU	Moderate factor	Moderate factor	Major factor			
14	LG&E	Don't know	Major factor	Major factor			
15	LG&E	Moderate factor	Moderate factor	Major factor			
17	LG&E	Major factor	Moderate factor	Moderate factor			
21	KU	Moderate factor	Major factor	Major factor			
22	KU				Not a factor		Don't know
27	KU				Not a factor		Moderate factor
31	LG&E				Major factor		Not a factor
32	LG&E	Major factor	Minor factor	Minor factor			
35	LG&E				Don't know		Major factor
36	KU	Major factor	Minor factor	Minor factor			
37	LG&E	Major factor	Major factor	Moderate factor			
38	LG&E				Major factor		Moderate factor
39	LG&E				Moderate factor		Major factor
40	KU				Minor factor		Major factor
41	KU	Major factor	Not a factor	Major factor			
42	KU				Major factor		Major factor
45	KU				Minor factor		Moderate factor
46	LG&E				Minor factor		Major factor
51	KU	Moderate factor	Major factor	Major factor			
55	KU				Moderate factor		Major factor
56	KU	Major factor	Moderate factor	Not a factor			
57	KU	Moderate factor	Moderate factor	Moderate factor			
60	KU	Major factor	Moderate factor	Not a factor			
62	KU				Minor factor		Moderate factor
63	KU				Not a factor		Minor factor
64	KU				Not a factor		Minor factor
67	KU	Don't know	Minor factor	Major factor			
72	LG&E				Minor factor		Major factor
73	LG&E	Don't know	Moderate factor	Major factor			
74	KU	Minor factor	Minor factor	Moderate factor			
77	KU	Moderate factor	Minor factor	Moderate factor			
79	KU				Major factor		Major factor
82	KU				Major factor		Major factor
83	KU				Major factor		Not a factor
88	KU				Not a factor		Not a factor
94	KU	Minor factor	Not a factor	Major factor			Major factor
101	KU	Moderate factor	Not a factor	Not a factor			Not a factor
104	LG&E	Moderate factor	Major factor	Major factor			Major factor
106	LG&E				Moderate factor		Major factor
107	KU				Don't know		Major factor
113	KU	Minor factor	Minor factor	Major factor			Major factor
117	KU	Moderate factor	Moderate factor	Moderate factor			Major factor
120	LG&E	Moderate factor	Moderate factor	Moderate factor			Major factor
124	KU				Major factor		Major factor
125	LG&E				Major factor		Major factor
127	KU	Major factor	Moderate factor	Not a factor			Major factor

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
129	KU				Not a factor	Moderate factor	Major factor
131	LG&E	Minor factor	Moderate factor	Moderate factor	Minor factor	Major factor	Major factor
133	KU						
135	LG&E	Minor factor	Minor factor	Minor factor	Don't know	Don't know	Don't know
136	KU	Major factor	Major factor	Major factor	Not a factor	Not a factor	Moderate factor
139	LG&E	Major factor	Major factor	Major factor	Not a factor	Major factor	Major factor
142	KU				Major factor	Minor factor	Moderate factor
144	LG&E				Minor factor	Minor factor	Major factor
146	KU				Not a factor	Not a factor	Not a factor
148	KU				Not a factor	Major factor	Major factor
150	KU				Major factor	Minor factor	Moderate factor
156	LG&E				Minor factor	Minor factor	Major factor
157	KU				Not a factor	Moderate factor	Not a factor
158	KU				Major factor	Moderate factor	Major factor
161	KU				Minor factor	Moderate factor	Moderate factor
167	LG&E				Don't know	Major factor	Don't know
168	LG&E				Moderate factor	Moderate factor	Moderate factor
170	KU				Don't know	Moderate factor	Major factor
171	KU				Not a factor	Not a factor	Major factor
173	LG&E				Not a factor	Not a factor	Major factor
176	LG&E				Major factor	Minor factor	Moderate factor
178	KU	Major factor	Don't know	Minor factor	Moderate factor	Minor factor	Moderate factor
181	KU				Moderate factor	Minor factor	Moderate factor
183	LG&E				Not a factor	Not a factor	Not a factor
187	KU				Moderate factor	Don't know	Major factor
190	LG&E	Minor factor	Moderate factor	Minor factor	Moderate factor	Not a factor	Major factor
192	LG&E						
193	LG&E	Moderate factor	Major factor	Moderate factor	Moderate factor	Major factor	Major factor
197	KU	Major factor	Major factor	Moderate factor	Moderate factor	Moderate factor	Major factor
199	KU				Moderate factor	Major factor	Don't know
200	KU				Minor factor	Moderate factor	Major factor
205	LG&E	Moderate factor	Minor factor	Don't know	Not a factor	Not a factor	Moderate factor
206	LG&E				Major factor	Major factor	Don't know
209	KU				Moderate factor	Moderate factor	Moderate factor
216	LG&E				Not a factor	Major factor	Major factor
217	LG&E				Moderate factor	Not a factor	Major factor
220	LG&E	Moderate factor	Minor factor	Moderate factor	Not a factor	Not a factor	Major factor
222	KU	Moderate factor	Major factor	Not a factor	Minor factor	Not a factor	Major factor
226	LG&E				Not a factor	Not a factor	Moderate factor
229	KU				Major factor	Minor factor	Minor factor
230	LG&E	Moderate factor	Moderate factor	Moderate factor	Not a factor	Not a factor	Major factor
235	KU				Major factor	Minor factor	Minor factor
236	LG&E	Major factor	Major factor	Major factor	Not a factor	Not a factor	Major factor
237	KU				Not a factor	Don't know	Major factor
238	KU				Not a factor	Don't know	Major factor
239	KU	Major factor	Don't know	Don't know	Major factor	Major factor	Moderate factor
241	KU				Don't know	Don't know	Don't know
246	LG&E				Major factor	Major factor	Major factor
248	LG&E				Don't know	Don't know	Don't know
253	KU				Major factor	Major factor	Major factor
254	KU	Minor factor	Minor factor	Minor factor	Major factor	Minor factor	Major factor
256	KU				Not a factor	Not a factor	Major factor

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
257	LG&E				Not a factor	Major factor	Major factor
258	KU	Major factor	Major factor	Major factor	Major factor	Moderate factor	Major factor
259	KU				Moderate factor	Major factor	Moderate factor
260	KU				Minor factor	Minor factor	Major factor
261	KU						
263	KU	Moderate factor	Moderate factor	Moderate factor	Major factor	Not a factor	Moderate factor
264	LG&E				Moderate factor	Not a factor	Major factor
268	KU						
269	KU	Minor factor	Moderate factor	Not a factor	Minor factor	Minor factor	Major factor
270	KU				Moderate factor	Moderate factor	Major factor
271	LG&E				Don't know	Minor factor	Major factor
273	LG&E				Moderate factor	Moderate factor	Major factor
274	LG&E				Moderate factor	Minor factor	Major factor
275	LG&E	Moderate factor	Minor factor	Moderate factor	Moderate factor	Moderate factor	Moderate factor
283	LG&E				Minor factor	Moderate factor	Moderate factor
285	KU				Minor factor	Minor factor	Major factor
286	LG&E				Moderate factor	Not a factor	Major factor
288	LG&E				Don't know	Don't know	Major factor
294	LG&E				Major factor	Not a factor	Major factor
309	LG&E				Not a factor	Not a factor	Moderate factor
322	KU	Moderate factor	Major factor	Major factor	Not a factor	Not a factor	Not a factor
333	KU				Minor factor	Moderate factor	Moderate factor
361	KU				Moderate factor	Moderate factor	Major factor
364	KU				Minor factor	Minor factor	Major factor
388	KU				Minor factor	Minor factor	Major factor
404	KU	Major factor	Major factor	Major factor	Not a factor	Not a factor	Not a factor
420	KU						
426	LG&E	Major factor	Minor factor	Moderate factor	Don't know	Don't know	Don't know
448	KU				Don't know	Don't know	Don't know
465	KU						
474	KU	Not a factor	Minor factor	Moderate factor	Moderate factor	Moderate factor	Major factor
490	KU				Don't know	Not a factor	Major factor
496	KU				Don't know	Not a factor	Major factor
504	KU	Major factor	Don't know	Don't know	Not a factor	Not a factor	Major factor
508	KU	Major factor	Moderate factor	Not a factor	Moderate factor	Minor factor	Major factor
512	LG&E				Minor factor	Minor factor	Minor factor
521	KU						
526	LG&E	Minor factor	Major factor	Moderate factor	Not a factor	Not a factor	Don't know
566	KU				Not a factor	Not a factor	Don't know
569	KU						
588	KU	Moderate factor	Moderate factor	Minor factor	Minor factor	Minor factor	Major factor
609	KU				Not a factor	Not a factor	Moderate factor
610	KU						
635	LG&E	Major factor	Major factor	Major factor	Don't know	Don't know	Don't know
637	KU				Moderate factor	Major factor	Major factor
639	KU	Moderate factor	Moderate factor	Moderate factor	Moderate factor	Not a factor	Major factor
649	KU				Major factor	Not a factor	Major factor
709	KU				Moderate factor	Minor factor	Major factor
711	LG&E				Moderate factor	Minor factor	Major factor
723	KU	Major factor	Not a factor	Major factor	Moderate factor	Moderate factor	Major factor
726	KU				Don't know	Don't know	Major factor
727	KU				Don't know	Don't know	Don't know

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
730	LG&E	Moderate factor	Major factor	Moderate factor			
741	KU	Not a factor	Not a factor	Not a factor	Moderate factor	Not a factor	Moderate factor
746	KU				Not a factor	Minor factor	Minor factor
764	LG&E						
779	KU	Not a factor	Minor factor	Minor factor	Major factor	Don't know	Major factor
787	LG&E	Don't know	Major factor	Moderate factor	Minor factor	Minor factor	Major factor
800	KU	Moderate factor	Moderate factor	Moderate factor	Not a factor	Not a factor	Moderate factor
808	KU				Not a factor	Not a factor	Major factor
822	KU				Not a factor	Not a factor	Major factor
870	KU				Not a factor	Not a factor	Moderate factor
876	KU				Not a factor	Not a factor	Major factor
885	LG&E	Don't know	Major factor	Major factor	Not a factor	Not a factor	Major factor
904	KU				Don't know	Don't know	Don't know
905	KU				Major factor	Not a factor	Major factor
908	LG&E				Minor factor	Moderate factor	Minor factor
910	LG&E				Moderate factor	Minor factor	Major factor
913	KU				Moderate factor	Major factor	Major factor
916	KU				Not a factor	Major factor	Major factor
918	KU				Minor factor	Minor factor	Major factor
919	KU	Major factor	Moderate factor	Moderate factor	Minor factor	Minor factor	Major factor
927	KU				Moderate factor	Moderate factor	Moderate factor
938	KU				Moderate factor	Moderate factor	Major factor
941	KU	Moderate factor	Minor factor	Major factor			
962	LG&E	Major factor	Minor factor	Minor factor			
984	KU	Major factor	Major factor	Major factor			
1002	KU	Moderate factor	Moderate factor	Minor factor			
1070	KU				Don't know	Don't know	Major factor
1089	KU				Moderate factor	Minor factor	Major factor
1130	KU				Don't know	Don't know	Don't know
1135	KU				Don't know	Not a factor	Major factor
1141	KU				Moderate factor	Major factor	Not a factor
1144	KU				Not a factor	Not a factor	Major factor
1150	KU				Don't know	Don't know	Major factor
1156	LG&E				Major factor	Not a factor	Major factor
1184	KU				Don't know	Major factor	Moderate factor
1193	KU				Moderate factor	Moderate factor	Minor factor
1202	LG&E				Minor factor	Minor factor	Minor factor
1203	KU				Major factor	Major factor	Major factor
1219	KU				Major factor	Major factor	Major factor
1272	KU				Major factor	Major factor	Minor factor
1313	KU				Don't know	Don't know	Don't know
1317	KU	Moderate factor	Moderate factor	Moderate factor	Major factor	Major factor	Moderate factor
1339	KU				Don't know	Don't know	Not a factor
1341	KU				Minor factor	Not a factor	Major factor
1347	LG&E				Not a factor	Minor factor	Major factor
1360	KU	Moderate factor	Moderate factor	Don't know			
1388	KU				Not a factor	Not a factor	Moderate factor
1401	KU				Not a factor	Not a factor	Moderate factor
1416	KU				Minor factor	Major factor	Major factor
1424	KU				Moderate factor	Minor factor	Minor factor
1433	KU	Major factor	Major factor	Major factor			
1450	KU	Minor factor	Minor factor	Minor factor			

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
1466	KU	Moderate factor	Moderate factor	Moderate factor	Don't know	Not a factor	Major factor
1528	KU				Minor factor	Minor factor	Major factor
1529	KU				Not a factor	Moderate factor	Major factor
1532	LG&E				Major factor	Minor factor	Major factor
1544	KU				Not a factor	Not a factor	Major factor
1569	LG&E				Minor factor	Minor factor	Minor factor
1571	KU						
1573	KU	Not a factor	Don't know	Not a factor	Not a factor	Moderate factor	Don't know
1599	KU	Moderate factor	Minor factor	Moderate factor	Major factor	Minor factor	Major factor
1606	KU				Don't know	Don't know	Not a factor
1623	KU						
1625	KU						
1633	LG&E	Moderate factor	Moderate factor	Moderate factor	Not a factor	Moderate factor	Major factor
1652	KU	Not a factor	Not a factor	Moderate factor	Don't know	Major factor	Major factor
1679	KU				Moderate factor	Minor factor	Major factor
1818	KU						
1828	LG&E						
1858	KU	Moderate factor	Major factor	Moderate factor	Not a factor	Don't know	Major factor
1879	KU				Not a factor	Don't know	Major factor
1973	KU				Don't know	Don't know	Don't know
1977	KU				Don't know	Don't know	Don't know
1985	KU				Not a factor	Not a factor	Not a factor
1989	KU	Moderate factor	Moderate factor	Major factor	Don't know	Don't know	Don't know
1999	KU				Major factor	Major factor	Major factor
2000	KU				Minor factor	Moderate factor	Major factor
2038	KU				Don't know	Don't know	Moderate factor
2060	KU				Not a factor	Not a factor	Moderate factor
2071	KU				Major factor	Major factor	Major factor
2072	KU						Major factor
2095	KU	Moderate factor	Moderate factor	Moderate factor	Don't know	Not a factor	Moderate factor
2099	KU				Moderate factor	Not a factor	Minor factor
2121	LG&E				Minor factor	Minor factor	Major factor
2138	KU				Major factor	Major factor	Major factor
2139	KU				Not a factor	Not a factor	Major factor
2141	KU				Minor factor	Not a factor	Minor factor
2151	KU				Not a factor	Not a factor	Minor factor
2157	KU				Not a factor	Not a factor	Moderate factor
2160	KU	Major factor	Moderate factor	Moderate factor	Don't know	Not a factor	Major factor
2199	KU	Major factor	Moderate factor	Major factor	Don't know	Don't know	Don't know
2206	KU				Not a factor	Minor factor	Major factor
2216	KU				Don't know	Not a factor	Minor factor
2218	KU				Major factor	Minor factor	Major factor
2224	KU				Not a factor	Don't know	Major factor
2239	KU				Not a factor	Not a factor	Major factor
2242	KU				Not a factor	Not a factor	Not a factor
2252	KU	Not a factor	Major factor	Not a factor	Not a factor	Don't know	Major factor
2262	KU				Not a factor	Don't know	Major factor
2265	LG&E				Moderate factor	Don't know	Major factor
2278	LG&E	Major factor	Major factor	Major factor			
2290	KU	Not a factor	Moderate factor	Major factor			
2298	KU	Major factor	Moderate factor	Moderate factor			
2302	KU				Minor factor	Not a factor	Don't know

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
2305	KU				Not a factor	Don't know	Minor factor
2308	KU	Minor factor	Major factor	Major factor	Minor factor	Major factor	Major factor
2332	KU				Not a factor	Not a factor	Not a factor
2338	KU				Minor factor	Minor factor	Major factor
2346	KU	Moderate factor	Moderate factor	Moderate factor	Minor factor	Moderate factor	Minor factor
2362	KU				Minor factor	Minor factor	Minor factor
2364	KU				Major factor	Major factor	Major factor
2383	LG&E	Major factor	Moderate factor	Moderate factor	Moderate factor	Not a factor	Major factor
2393	KU				Major factor	Major factor	Major factor
2449	LG&E				Moderate factor	Not a factor	Major factor
2457	LG&E				Moderate factor	Not a factor	Major factor
2459	KU	Moderate factor	Don't know	Moderate factor	Major factor	Major factor	Moderate factor
2460	KU	Major factor	Moderate factor	Moderate factor	Not a factor	Don't know	Not a factor
2487	KU				Major factor	Major factor	Major factor
2490	LG&E				Not a factor	Don't know	Major factor
2510	KU				Not a factor	Don't know	Major factor
2544	LG&E				Not a factor	Not a factor	Not a factor
2545	KU				Not a factor	Not a factor	Major factor
2550	LG&E				Moderate factor	Moderate factor	Major factor
2569	KU				Major factor	Major factor	Minor factor
2611	LG&E	Moderate factor	Moderate factor	Moderate factor	Don't know	Major factor	Moderate factor
2635	LG&E				Not a factor	Not a factor	Major factor
2644	KU				Not a factor	Don't know	Major factor
2646	KU				Don't know	Major factor	Major factor
2701	KU				Don't know	Don't know	Don't know
2727	KU				Not a factor	Major factor	Major factor
2733	LG&E	Moderate factor	Moderate factor	Not a factor	Moderate factor	Moderate factor	Minor factor
2738	KU				Major factor	Major factor	Moderate factor
2740	KU	Major factor	Major factor	Major factor	Not a factor	Not a factor	Major factor
2742	LG&E				Major factor	Moderate factor	Moderate factor
2743	LG&E				Not a factor	Not a factor	Major factor
2748	KU	Don't know	Moderate factor	Moderate factor	Moderate factor	Minor factor	Major factor
2756	KU				Not a factor	Not a factor	Major factor
2765	KU				Not a factor	Major factor	Major factor
2769	KU				Not a factor	Major factor	Major factor
2800	KU	Major factor	Major factor	Major factor	Moderate factor	Major factor	Major factor
2811	KU				Moderate factor	Not a factor	Moderate factor
2813	KU				Moderate factor	Not a factor	Moderate factor
2818	KU	Minor factor	Major factor	Not a factor	Not a factor	Not a factor	Not a factor
2835	KU				Not a factor	Not a factor	Moderate factor
2868	KU				Major factor	Moderate factor	Don't know
2870	LG&E				Not a factor	Not a factor	Major factor
2884	KU	Minor factor	Not a factor	Not a factor	Not a factor	Not a factor	Major factor
2900	KU				Not a factor	Not a factor	Major factor
3455	KU				Not a factor	Not a factor	Major factor
3475	LG&E				Major factor	Not a factor	Major factor
3488	KU				Not a factor	Moderate factor	Moderate factor
3489	KU	Major factor	Major factor	Not a factor	Not a factor	Major factor	Major factor
3528	KU				Not a factor	Major factor	Major factor
3542	KU				Major factor	Not a factor	Not a factor
3543	KU				Don't know	Don't know	Don't know
3544	KU				Minor factor	Minor factor	Major factor

Sample No.	Utility	Q5b) Plans for near-term equipment upgrades that would be covered by the DSM program	Q5c) Easier to justify the cost/benefit of DSM charges as compared to internal programs	Q5d) Lack of internal resources to structure and implement efficiency programs	Q8a) Existing energy efficiency programs, either planned or implemented	Q8b) Preference for designing own energy efficiency programs	Q8c) Uncertain return on investment for monthly DSM charges
3550	KU				Major factor	Minor factor	Major factor
3561	KU				Not a factor	Not a factor	Minor factor
3571	KU	Not a factor	Minor factor	Moderate factor	Not a factor	Not a factor	Not a factor
3575	KU				Not a factor	Not a factor	Not a factor
3591	KU	Not a factor	Don't know	Minor factor	Moderate factor	Moderate factor	Major factor
3610	LG&E				Not a factor	Not a factor	Major factor
3630	KU				Moderate factor	Moderate factor	Major factor
3636	KU	Major factor	Minor factor	Major factor	Not a factor	Not a factor	Major factor
3639	KU	Minor factor	Moderate factor	Major factor	Major factor	Moderate factor	Major factor
3650	LG&E				Not a factor	Not a factor	Major factor
3657	KU				Major factor	Moderate factor	Major factor
3659	LG&E				Major factor	Moderate factor	Major factor
3664	KU				Not a factor	Not a factor	Major factor
3669	LG&E	Moderate factor	Moderate factor	Major factor	Not a factor	Not a factor	Major factor
3675	KU				Not a factor	Not a factor	Major factor
3678	KU	Moderate factor	Moderate factor	Not a factor	Don't know	Don't know	Major factor
3680	KU				Not a factor	Not a factor	Major factor
3702	KU	Moderate factor	Minor factor	Moderate factor	Moderate factor	Moderate factor	Not a factor
3804	KU	Major factor	Major factor	Minor factor	Moderate factor	Moderate factor	Not a factor
3852	KU				Moderate factor	Moderate factor	Not a factor
3861	KU	Major factor	Minor factor	Not a factor	Not a factor	Not a factor	Moderate factor
3863	KU				Not a factor	Not a factor	Moderate factor
3896	KU	Moderate factor	Moderate factor	Minor factor	Not a factor	Not a factor	Moderate factor

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program	Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
2	LG&E		Manufacturing	Manufacturing		Rapid growth or expansion
3	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
6	KU	Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
7	KU		Manufacturing	Manufacturing		Rapid growth or expansion
8	LG&E		Manufacturing	Manufacturing	Third party storage company	Steady state/slow growth/mature
10	KU		Other	Other		Steady state/slow growth/mature
14	LG&E		Non-profit sector	Non-profit sector		Steady state/slow growth/mature
15	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
17	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
21	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
22	KU	Don't know	Manufacturing	Manufacturing		Rapid growth or expansion
27	KU	Moderate factor	Manufacturing	Manufacturing		Rapid growth or expansion
31	LG&E	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
32	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
35	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
36	KU		Manufacturing	Manufacturing		Rapid growth or expansion
37	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
38	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
39	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
40	KU	Minor factor	Other	Manufacturing	contract manufacturer in the pharmaceutical industry	Rapid growth or expansion
41	KU		Wholesale trade	Wholesale trade		Rapid growth or expansion
42	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
45	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
46	LG&E	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
51	KU		Manufacturing	Manufacturing		Rapid growth or expansion
55	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
56	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
57	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
60	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
62	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
63	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
64	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
67	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
72	LG&E	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
73	LG&E		Other	Wholesale trade		Rapid growth or expansion
74	KU		Other	Mining, oil, and gas	Alcoholic Beverage Service	Rapid growth or expansion
77	KU		Manufacturing	Manufacturing	Mining	Steady state/slow growth/mature
79	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
82	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
83	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
88	KU	Minor factor	Manufacturing	Manufacturing		Rapid growth or expansion
94	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
101	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
104	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
106	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
107	KU	Don't know	Other	Other	Private sector	Steady state/slow growth/mature
113	KU		Wholesale trade	Wholesale trade		Decline or negative growth
117	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
120	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
124	KU	Major factor	Manufacturing	Manufacturing		Rapid growth or expansion
125	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
127	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program		Q10) Company sector		Q10_revised) Company sector - backcoded some Other Specifies		Q100) Other specify - Company sector		Q11) Current stage of your company's business life cycle	
129	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
131	LG&E		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
133	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
135	LG&E		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
136	KU		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
139	LG&E		Wholesale trade	Wholesale trade	Wholesale trade	Steady state/slow growth/mature	Steady state/slow growth/mature				
142	KU	Don't know	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
144	LG&E	Major factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
146	KU	Minor factor	Public sector	Public sector	Public sector	Steady state/slow growth/mature	Steady state/slow growth/mature				
148	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
150	KU	Don't know	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
156	LG&E	Not a factor	Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
157	KU	Major factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
158	KU	Major factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
161	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
167	LG&E	Don't know	Non-profit sector	Non-profit sector	Non-profit sector	Steady state/slow growth/mature	Steady state/slow growth/mature				
168	LG&E	Moderate factor	Other	Other	Other	Steady state/slow growth/mature	Steady state/slow growth/mature				
170	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
171	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
173	LG&E	Major factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
176	LG&E	Not a factor	Public sector	Public sector	Public sector	Rapid growth or expansion	Rapid growth or expansion				
178	KU		Manufacturing	Manufacturing	Manufacturing	Decline or negative growth	Decline or negative growth				
181	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
183	LG&E	Not a factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
187	KU	Minor factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
190	LG&E		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
192	LG&E	Not a factor	Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
193	LG&E		Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
197	KU		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
199	KU	Major factor	Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
200	KU	Not a factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
205	LG&E		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
206	LG&E	Not a factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
209	KU	Not a factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
216	LG&E	Not a factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
217	LG&E	Not a factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
220	LG&E		Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
222	KU		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
226	LG&E	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
229	KU	Not a factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
230	LG&E		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
235	KU	Major factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
236	LG&E		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
237	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Decline or negative growth	Decline or negative growth				
238	KU	Not a factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
239	KU		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
241	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing	Rapid growth or expansion	Rapid growth or expansion				
246	LG&E	Don't know	Manufacturing	Manufacturing	Manufacturing	Decline or negative growth	Decline or negative growth				
248	LG&E	Major factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
253	KU	Minor factor	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
254	KU		Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				
256	KU	Don't know	Manufacturing	Manufacturing	Manufacturing	Steady state/slow growth/mature	Steady state/slow growth/mature				

Privately Owned Utility

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program		Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
		Major factor	Minor factor				
257	LG&E	Major factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
258	KU			Wholesale trade	Wholesale trade		Start-up or foundational
259	KU	Minor factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
260	KU	Major factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
261	KU	Minor factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
263	KU			Public sector	Public sector		Steady state/slow growth/mature
264	LG&E	Major factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
268	KU	Minor factor		Manufacturing	Manufacturing		Rapid growth or expansion
269	KU			Manufacturing	Manufacturing		Steady state/slow growth/mature
270	KU	Moderate factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
271	LG&E	Don't know		Other	Other		Rapid growth or expansion
273	LG&E	Don't know		Public sector	Public sector	UPS -sorting facility for customer and shipping	Steady state/slow growth/mature
274	LG&E	Moderate factor		Retail trade	Retail trade		Rapid growth or expansion
275	LG&E			Manufacturing	Manufacturing		Steady state/slow growth/mature
283	LG&E	Moderate factor		Manufacturing	Manufacturing		Rapid growth or expansion
285	KU	Minor factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
286	LG&E	Moderate factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
288	LG&E	Don't know		Manufacturing	Manufacturing		Steady state/slow growth/mature
294	LG&E	Moderate factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
309	LG&E	Not a factor		Other	Other	Cash Logistics	Steady state/slow growth/mature
322	KU			Service	Service		Steady state/slow growth/mature
333	KU	Moderate factor		Public sector	Public sector		Steady state/slow growth/mature
361	KU	Moderate factor		Manufacturing	Manufacturing		Rapid growth or expansion
364	KU	Don't know		Retail trade	Retail trade		Steady state/slow growth/mature
388	KU	Minor factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
404	KU			Other	Other	Private Water Treatment Plants	Steady state/slow growth/mature
420	KU	Not a factor		Retail trade	Retail trade		Steady state/slow growth/mature
426	LG&E			Manufacturing	Manufacturing		Rapid growth or expansion
448	KU	Not a factor		Manufacturing	Manufacturing		Start-up or foundational
465	KU	Don't know		Public sector	Public sector		Steady state/slow growth/mature
474	KU			Manufacturing	Manufacturing		Decline or negative growth
490	KU	Moderate factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
496	KU	Don't know		Manufacturing	Manufacturing		Decline or negative growth
504	KU			Public sector	Public sector		Steady state/slow growth/mature
508	KU			Wholesale trade	Wholesale trade		Steady state/slow growth/mature
512	LG&E	Major factor		Construction	Construction		Rapid growth or expansion
521	KU	Minor factor		Other	Mining, oil, and gas		Steady state/slow growth/mature
526	LG&E	Minor factor		Public sector	Public sector	Coal Mine	Steady state/slow growth/mature
566	KU			Wholesale trade	Wholesale trade		Steady state/slow growth/mature
569	KU	Major factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
588	KU			Manufacturing	Manufacturing		Steady state/slow growth/mature
609	KU	Major factor		Wholesale trade	Wholesale trade		Decline or negative growth
610	KU	Not a factor		Wholesale trade	Wholesale trade		Steady state/slow growth/mature
635	LG&E			Public sector	Public sector		Steady state/slow growth/mature
637	KU	Don't know		Service	Service		Steady state/slow growth/mature
639	KU			Retail trade	Retail trade		Steady state/slow growth/mature
649	KU	Major factor		Retail trade	Retail trade		Decline or negative growth
709	KU	Major factor		Retail trade	Retail trade		Steady state/slow growth/mature
711	LG&E	Major factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
723	KU			Manufacturing	Manufacturing		Decline or negative growth
726	KU	Major factor		Manufacturing	Manufacturing		Steady state/slow growth/mature
727	KU	Don't know		Manufacturing	Manufacturing		Decline or negative growth

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program	Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
730	LG&E		Service	Service		Steady state/slow growth/mature
741	KU		Retail trade	Retail trade		Decline or negative growth
746	KU	Moderate factor	Service	Service		Steady state/slow growth/mature
764	LG&E	Not a factor	Manufacturing	Manufacturing		Decline or negative growth
779	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
787	LG&E		Public sector	Public sector		Rapid growth or expansion
800	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
808	KU	Don't know	Non-profit sector	Non-profit sector		Steady state/slow growth/mature
822	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
870	KU	Moderate factor	Public sector	Public sector		Steady state/slow growth/mature
876	KU	Not a factor	Service	Service		Steady state/slow growth/mature
885	LG&E		Other	Other	Construction and mining	Decline or negative growth
904	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
905	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
908	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
910	LG&E	Minor factor	Non-profit sector	Non-profit sector		Steady state/slow growth/mature
913	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
916	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
918	KU	Minor factor	Other	Other	Media	Steady state/slow growth/mature
919	KU		Manufacturing	Manufacturing		Rapid growth or expansion
927	KU	Moderate factor	Service	Service		Steady state/slow growth/mature
938	KU	Minor factor	Other	Construction		Rapid growth or expansion
941	KU		Manufacturing	Manufacturing		Decline or negative growth
962	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
984	KU		Public sector	Public sector		Steady state/slow growth/mature
1002	KU		Retail trade	Retail trade		Start-up or foundational
1070	KU	Major factor	Manufacturing	Manufacturing		Rapid growth or expansion
1089	KU	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1130	KU	Don't know	Service	Service		Steady state/slow growth/mature
1135	KU	Don't know	Other	Other	Commercial Real Estate	Steady state/slow growth/mature
1141	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1144	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1150	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
1156	LG&E	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1184	KU	Don't know	Retail trade	Retail trade		Steady state/slow growth/mature
1193	KU	Major factor	Wholesale trade	Wholesale trade		Steady state/slow growth/mature
1202	LG&E	Minor factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1203	KU	Not a factor	Manufacturing	Manufacturing		Rapid growth or expansion
1219	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1272	KU	Don't know	Retail trade	Retail trade		Steady state/slow growth/mature
1313	KU	Moderate factor	Other	Other	Pubic and Service	Steady state/slow growth/mature
1317	KU		Public sector	Public sector		Steady state/slow growth/mature
1339	KU	Not a factor	Service	Service		Steady state/slow growth/mature
1341	KU	Not a factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1347	LG&E	Not a factor	Wholesale trade	Wholesale trade		Steady state/slow growth/mature
1360	KU		Non-profit sector	Non-profit sector		Steady state/slow growth/mature
1388	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
1401	KU	Major factor	Manufacturing	Manufacturing		Decline or negative growth
1416	KU	Don't know	Manufacturing	Manufacturing		Steady state/slow growth/mature
1424	KU	Moderate factor	Retail trade	Retail trade		Steady state/slow growth/mature
1433	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature
1450	KU		Service	Service		Rapid growth or expansion

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program		Q10) Company sector		Q10_revised) Company sector - backcoded some Other Specifies		Q100) Other specify - Company sector		Q11) Current stage of your company's business life cycle	
1466	KU			Construction	Construction						Steady state/slow growth/mature
1528	KU	Not a factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
1529	KU	Moderate factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
1532	LG&E	Major factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
1544	KU	Minor factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
1569	LG&E	Moderate factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
1571	KU	Minor factor		Retail trade	Retail trade						Steady state/slow growth/mature
1573	KU			Wholesale trade	Wholesale trade						Steady state/slow growth/mature
1599	KU			Manufacturing	Manufacturing						Steady state/slow growth/mature
1606	KU	Not a factor		Other	Other				oil operator		Steady state/slow growth/mature
1623	KU	Minor factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
1625	KU	Not a factor		Other	Other				Oil Production		Steady state/slow growth/mature
1633	LG&E			Manufacturing	Manufacturing						Steady state/slow growth/mature
1652	KU			Other	Other				Sports Facility		Rapid growth or expansion
1679	KU	Not a factor		Manufacturing	Manufacturing						Rapid growth or expansion
1818	KU	Major factor		Retail trade	Retail trade						Steady state/slow growth/mature
1828	LG&E	Major factor		Manufacturing	Manufacturing						Decline or negative growth
1858	KU			Construction	Construction						Steady state/slow growth/mature
1879	KU	Major factor		Manufacturing	Manufacturing						Decline or negative growth
1973	KU	Major factor		Construction	Construction						Decline or negative growth
1977	KU	Don't know		Construction	Construction						Decline or negative growth
1985	KU	Not a factor		Service	Service						Steady state/slow growth/mature
1989	KU			Manufacturing	Manufacturing						Decline or negative growth
1999	KU	Don't know		Manufacturing	Manufacturing						Steady state/slow growth/mature
2000	KU	Not a factor		Public sector	Public sector						Steady state/slow growth/mature
2038	KU	Moderate factor		Other	Other				Healthcare		Steady state/slow growth/mature
2060	KU	Don't know		Service	Service						Steady state/slow growth/mature
2071	KU	Major factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
2072	KU	Major factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
2095	KU			Manufacturing	Manufacturing						Decline or negative growth
2099	KU	Not a factor		Other	Other						Steady state/slow growth/mature
2121	LG&E	Major factor		Manufacturing	Manufacturing				Oil Production		Steady state/slow growth/mature
2138	KU	Minor factor		Other	Other						Decline or negative growth
2139	KU	Major factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
2141	KU	Minor factor		Manufacturing	Manufacturing						Decline or negative growth
2151	KU	Major factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
2157	KU	Don't know		Manufacturing	Manufacturing						Steady state/slow growth/mature
2160	KU			Public sector	Public sector						Steady state/slow growth/mature
2199	KU			Manufacturing	Manufacturing						Steady state/slow growth/mature
2206	KU	Don't know		Manufacturing	Manufacturing						Steady state/slow growth/mature
2216	KU	Minor factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
2218	KU	Minor factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
2224	KU	Minor factor		Non-profit sector	Non-profit sector						Steady state/slow growth/mature
2239	KU	Major factor		Manufacturing	Manufacturing						Decline or negative growth
2242	KU	Major factor		Retail trade	Retail trade						Steady state/slow growth/mature
2252	KU			Manufacturing	Manufacturing						Rapid growth or expansion
2262	KU	Don't know		Retail trade	Retail trade						Rapid growth or expansion
2265	LG&E	Don't know		Manufacturing	Manufacturing						Rapid growth or expansion
2278	LG&E			Service	Service						Rapid growth or expansion
2290	KU			Retail trade	Retail trade						Decline or negative growth
2298	KU			Service	Service						Steady state/slow growth/mature
2302	KU	Not a factor		Service	Service						Steady state/slow growth/mature

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program		Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
2305	KU	Minor factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2308	KU	Minor factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2332	KU	Minor factor	Other	Other	Mining, oil, and gas	Mining	Decline or negative growth
2338	KU	Major factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2346	KU	Major factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2362	KU	Minor factor	Public sector	Public sector	Public sector		Decline or negative growth
2364	KU	Major factor	Construction	Construction	Construction		Decline or negative growth
2383	LG&E		Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2393	KU	Minor factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2449	LG&E	Moderate factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2457	LG&E	Major factor	Manufacturing	Manufacturing	Manufacturing		Decline or negative growth
2459	KU		Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2460	KU		Other	Other	Other	Restaurant and entertainment	Start-up or foundational
2487	KU	Major factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2490	LG&E	Minor factor	Other	Other	Other	info tech	Steady state/slow growth/mature
2510	KU	Major factor	Other	Other	Other	Conveyor Installation	Rapid growth or expansion
2544	LG&E	Major factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2545	KU	Minor factor	Manufacturing	Manufacturing	Manufacturing		Decline or negative growth
2550	LG&E	Moderate factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2569	KU	Not a factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2611	LG&E		Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2635	LG&E	Not a factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2644	KU	Moderate factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2646	KU	Not a factor	Wholesale trade	Wholesale trade	Wholesale trade		Steady state/slow growth/mature
2701	KU	Don't know	Retail trade	Retail trade	Retail trade		Start-up or foundational
2727	KU	Major factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2733	LG&E		Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2738	KU	Major factor	Manufacturing	Manufacturing	Manufacturing		Rapid growth or expansion
2740	KU		Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2742	LG&E	Major factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2743	LG&E	Major factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2748	KU		Manufacturing	Manufacturing	Manufacturing		Decline or negative growth
2756	KU	Moderate factor	Other	Other	Other	senior living	Steady state/slow growth/mature
2765	KU	Not a factor	Retail trade	Retail trade	Retail trade		Steady state/slow growth/mature
2769	KU	Not a factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2800	KU	Not a factor	Public sector	Public sector	Public sector		Steady state/slow growth/mature
2811	KU	Major factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2813	KU	Major factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2818	KU		Service	Service	Service		Steady state/slow growth/mature
2835	KU	Not a factor	Public sector	Public sector	Public sector		Steady state/slow growth/mature
2868	KU	Not a factor	Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2870	LG&E	Moderate factor	Wholesale trade	Wholesale trade	Wholesale trade		Steady state/slow growth/mature
2884	KU		Manufacturing	Manufacturing	Manufacturing		Steady state/slow growth/mature
2900	KU	Minor factor	Service	Service	Service		Steady state/slow growth/mature
3455	KU	Not a factor	Public sector	Public sector	Public sector		Steady state/slow growth/mature
3475	LG&E	Major factor	Retail trade	Retail trade	Retail trade		Steady state/slow growth/mature
3488	KU	Minor factor	Construction	Construction	Construction		Steady state/slow growth/mature
3489	KU		Wholesale trade	Wholesale trade	Wholesale trade		Steady state/slow growth/mature
3528	KU	Moderate factor	Retail trade	Retail trade	Retail trade		Steady state/slow growth/mature
3542	KU	Major factor	Retail trade	Retail trade	Retail trade		Steady state/slow growth/mature
3543	KU	Don't know	Service	Service	Service		Steady state/slow growth/mature
3544	KU	Major factor	Service	Service	Service		Steady state/slow growth/mature

Sample No.	Utility	Q8d) No plans for near-term equipment upgrades that would be covered by the DSM program	Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies	Q100) Other specify - Company sector	Q11) Current stage of your company's business life cycle
3550	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3561	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3571	KU		Retail trade	Retail trade		Steady state/slow growth/mature
3575	KU	Not a factor	Other	Mining, oil, and gas	oil production	Steady state/slow growth/mature
3591	KU		Retail trade	Retail trade		Decline or negative growth
3610	LG&E	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3630	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3636	KU		Other	Other	Transportation company	Steady state/slow growth/mature
3639	KU		Retail trade	Retail trade		Rapid growth or expansion
3650	LG&E	Major factor	Other	Other	TV Station	Steady state/slow growth/mature
3657	KU	Moderate factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3659	LG&E	Minor factor	Manufacturing	Manufacturing		Rapid growth or expansion
3664	KU	Major factor	Manufacturing	Manufacturing		Decline or negative growth
3669	LG&E		Manufacturing	Manufacturing		Steady state/slow growth/mature
3675	KU	Major factor	Manufacturing	Manufacturing		Steady state/slow growth/mature
3678	KU		Retail trade	Retail trade		Steady state/slow growth/mature
3680	KU	Major factor	Public sector	Public sector		Steady state/slow growth/mature
3702	KU		Construction	Construction		Steady state/slow growth/mature
3804	KU		Public sector	Public sector		Steady state/slow growth/mature
3852	KU	Not a factor	Public sector	Public sector		Steady state/slow growth/mature
3861	KU		Other	Other	Health Care Facility	Steady state/slow growth/mature
3863	KU	Major factor	Service	Service		Rapid growth or expansion
3896	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature

**LOUISVILLE GAS AND ELECTRIC COMPANY
KENTUCKY UTILITIES COMPANY**

**Response to Wallace McMullen and Sierra Club's Supplemental Request for Information
Dated March 20, 2014**

Case No. 2014-00003

Question No. 21

Witness: Michael E. Hornung

Q-21. Refer to Exhibit MEH-2.

- a. Please provide projected cost effectiveness test results for the Residential New Construction Program if it was continued beyond 2014, including the Utility Cost test, Total Resource Cost test, Societal Cost test, and Ratepayer Impact Measure test.
- b. Please state whether the Companies have considered (i) continuing to offer incentives for the previous version of the guidelines for ENERGY STAR homes; (ii) offering incentives for new construction meeting other standards, e.g. LEED; and /or (iii) offering incentives based on a hybrid of standards for energy efficient new construction. Please provide all documents, studies, and workpapers relating to these considerations.

A-21.

- a. A projected cost-effectiveness test for the Residential New Construction Program was not created beyond 2014. For TRC test results based on actuals from program start through November 2013, see the Residential New Construction Program section in Appendix A.
- b. The Companies did not consider options (i), (ii), or (iii) for the reasons described in Appendix A, under the section titled "Residential New Construction Program".

**LOUISVILLE GAS AND ELECTRIC COMPANY
KENTUCKY UTILITIES COMPANY**

**Response to Wallace McMullen and Sierra Club's Supplemental Request for Information
Dated March 20, 2014**

Case No. 2014-00003

Question No. 22

Witness: Michael E. Hornung

- Q-22. Refer to Exhibit MEH-2, footnote 2 on page 6. Have the Companies considered program delivery mechanisms for measures with incremental costs lower than \$30 other than rebates, such as agreements with upstream or midstream suppliers? If yes, please explain what mechanisms were considered. If not, please explain why not.
- A-22. Other than Residential Lighting, the Companies have not considered measures with incremental costs of less than \$30 due to issues the Cadmus Group presented regarding program delivery and transaction costs.

**LOUISVILLE GAS AND ELECTRIC COMPANY
KENTUCKY UTILITIES COMPANY**

Response to the Commission Staff's First Information Request

Dated February 17, 2014

Case No. 2014-00003

Question No. 20

Witness: Michael E. Hornung

Q-20. Refer to lines 12-17, page 19 of the Hornung Testimony of the Joint Application as to the Commercial Conservation/Commercial Incentive Program, which state:

The Companies seek to enhance this program in several ways: (1) eliminating the on-site commercial audits; (2) further developing their online audit tool as well as additional special-purpose energy tools to support commercial customers; (3) providing rebates for new construction efforts where efficiency is above standard building code; and (4) reducing demand reduction and the associated rebate funding.

- a. Explain how the Companies plan to further develop their online audit tool, as well as additional special-purpose energy tools, to support commercial customers.
- b. Explain how the Companies plan to determine that new construction efforts for energy-efficiency are above standard building code, should receive a rebate, and in what amount.
- c. Explain what is meant by "reducing demand reduction and the associated rebate funding."

A-20.

- a. The Companies anticipate using the commercial customer's actual 12-month usage history, if available, to enhance the ability to recommend measures that will be optimal to the unique needs of the commercial customer. In addition, the Companies plan to implement special-purpose energy tools for available lighting, HVAC, and motor and pumps, which will provide useful and specific recommendations for the customer.
- b. A third-party reviewer will use energy software for commercial buildings to determine how much a new building exceeds code. Rebate amounts will be correlated to various levels of exceeding code, as well as to various LEED-certification designations.

- c. The Companies seek to lower their current annual commercial demand target from 20MW to 15MW. This equates to a commercial incentive reduction of \$2.0 million to \$1.5 million.

**LOUISVILLE GAS AND ELECTRIC COMPANY
KENTUCKY UTILITIES COMPANY**

Response to the Commission Staff's Second Information Request

Dated March 17, 2014

Case No. 2014-00003

Question No. 5

Witness: Michael E. Hornung

Q-5. Refer to the response to Item 24 of Staff's First Request, pages 7-13 of the Evaluation Report, Section 1.3, Program Specific Findings and Recommendations. Navigant Consulting Inc. ("Navigant") provides findings and recommendations for various programs. Explain which Navigant recommendations the Companies plan to initiate.

A-5. The Companies have reviewed and implemented each of the recommendations provided by Navigant Consulting Inc., with the exception of the following:

Program: Residential New Construction

- Recommendation: The baseline energy consumption estimates may be further enhanced by accounting for use and behavioral traits specific to LG&E/KU customers or by developing a baseline using billing data from code-level homes. Current estimates rely on the consumption patterns built into the REM/Rate baseline home.
- Rationale for Non-Implementation: Due to the implementations of new building codes and the expiration of the program at the end of 2014, the Companies did not act on the recommendation.

Program: Residential High Efficiency Lighting

- Recommendation: Navigant recommended that LG&E/KU examine other program offerings beyond general service, screw-type CFLs in order to maintain current efficiency thresholds as well as consider lamp types not currently regulated at the Federal level.
- Rationale for Non-Implementation: Through analysis and third party validation, the Companies found that the implementation of other technologies beyond a general service CFL were uneconomical at this time.

Program: We Care

- Recommendation: Navigant recommended that program tracking data capture the recommendations provides as part of the educational component of the program. During 2010/2011, only installed measures and energy auditor improvements were tracked. This may provide further insight into low realization rates.

Collecting information on recommended / installed measures will allow LG&E /KU to investigate other potentially cost effective measure offerings.

- Rationale for Non-Implementation: The Companies investigated this recommended enhancement. It was discovered that the NEAT Tool data collection system is proprietary and cannot be integrated into EE Ops database.
- Recommendation: Navigant recommends that LG&E / KU also use the existing NEAT data structure to track energy (e.g., kWh) savings per dollar spent as another quality control measure to ensure an effective program execution.
- Rationale for Non-Implementation: The Companies investigated this recommended enhancement. As noted above, it was discovered that the NEAT Tool data collection system is proprietary and cannot be integrated into EE Ops database.
- Recommendation: Navigant recommends that the program understand if initial participant reluctance exists based on non-programmatic factors (e.g., discomfort with being associated with low income services).
- Rationale for Non-Implementation: The Companies are continuing to investigate this recommendation and a possible solution through its existing customer satisfaction research.

**LOUISVILLE GAS AND ELECTRIC COMPANY
KENTUCKY UTILITIES COMPANY**

**Response to the Attorney General's Initial Data Requests
Dated February 17, 2014**

Case No. 2014-00003

Question No. 8

Witness: David E. Huff

- Q-8. Please advise if customers who elect to participate can access the current utility usage, its costs, etc. from the AMS in real time. If not, please provide specific reasoning for any delay. If not, explain also the time of the delay, as in minutes, hours, days or weeks.
- A-8. Customers will not be able to access AMS data in real time. Rather, they will be able to access prior days' hourly usage within 48 hours, i.e., by the end of day 3 a customer will have access to day-1 hourly usage. The delay is due to the data processing required for interval electricity usage information available from AMS. . For example, the system will generally pull interval consumption data from the meter once per day, usually around midnight. The data may then be reviewed, estimated, or edited prior to posting to the customer web portal for the education and benefit of customers.

**LOUISVILLE GAS AND ELECTRIC COMPANY
KENTUCKY UTILITIES COMPANY**

**Response to the Attorney General's Supplemental Data Requests
Dated March 19, 2014**

Case No. 2014-00003

Question No. 8

Witness: David E. Huff

- Q-8. Please reference the Companies' Response to AG 1-8 wherein the Companies responded that "customers will not be able to access AMS data in real time. Rather, they will be able to access prior days' hourly usage within 48 hours. i.e., by the end of day 3 a customer will have access to day - 1 hourly usage."
- a. Do the Companies admit that due to the long delay in customers' ability to access the Advanced Metering Systems' usage data, this delay will in turn significantly hinder any potential energy savings?
 - b. Are the Companies aware of any Advanced Metering System that is capable of producing real time usage data, or has less of a delay to obtain the usage data?
- A-8.
- a. No, the Companies disagree with the premise of this question. Any potential energy savings are based on the propensity of customers modifying their energy usage behavior. Data from the AMS is for the benefit and education of customers, and provides information related to patterns of energy usage and does not directly affect any given load at the customer's premise. Customers may be able to correlate usage with behaviors, events, or appliances even if it the information is not real time.
 - b. No. See the response to PSC 2-7a.

**LOUISVILLE GAS AND ELECTRIC COMPANY
KENTUCKY UTILITIES COMPANY**

**Response to the Attorney General’s Supplemental Data Requests
Dated March 19, 2014**

Case No. 2014-00003

Question No. 9

Witness: Michael E. Hornung

- Q-9. Please reference the Companies’ Response to AG 1-16. The AG requested a detailed answer of the proposal to reduce the small commercial program goals. Per the Companies’ response “the small commercial program will continue to be available to customers just as it has historically been available. Customers enrolled will still be eligible for incentives and eligible customers can continue to enroll.” Please specify in detail exactly how the Joint Applicants propose to reduce the small commercial program goals.
- A-9. The table below provides an overview of the approved commercial program goals from Case No. 2011-00134¹.

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Total
Annual Installations	540	600	600	600	400	400	400	3,540
Demand (MW)	0.8	0.9	0.9	0.9	0.6	0.6	0.6	5.3

The Companies are requesting that going forward in years 2015-2018 that the small commercial installations will be assumed as being zero as the demand opportunities with the large commercial segment will be greater and provide more demand reduction opportunities than that of the small commercial segment. That said, any small commercial customer who wishes to participate in the small commercial program will be allowed to participate as the technology is the same as used on a residential customer.

¹ For full programmatic participation and energy and demand reduction goals please refer to Case No.2011-00134, Volume I- MEH-1, pages 20-22.