

**COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION**

In the Matter of:

**JOINT APPLICATION OF LOUISVILLE GAS AND)
ELECTRIC COMPANY AND KENTUCKY UTILITIES)
COMPANY FOR REVIEW, MODIFICATION, AND) CASE NO.
CONTINUATION OF EXISTING, AND ADDITION OF) 2014-00003
NEW, DEMAND-SIDE MANAGEMENT AND ENERGY)
EFFICIENCY PROGRAMS)**

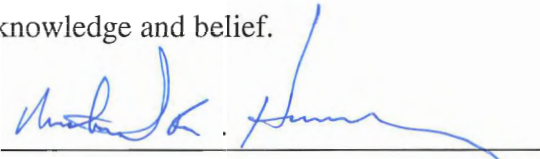
**RESPONSE OF
LOUISVILLE GAS AND ELECTRIC COMPANY
AND KENTUCKY UTILITIES COMPANY
TO WALLACE MCMULLEN AND SIERRA CLUB'S SUPPLEMENTAL
REQUEST FOR INFORMATION
DATED MARCH 20, 2014**

FILED: APRIL 3, 2014

VERIFICATION

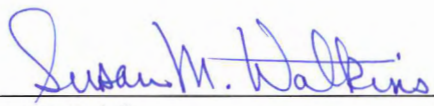
COMMONWEALTH OF KENTUCKY)
) SS:
COUNTY OF JEFFERSON)

The undersigned, **Michael E. Hornung**, being duly sworn, deposes and says that he is Manager of Energy Efficiency Planning & Development for LG&E and KU Services Company, and that he has personal knowledge of the matters set forth in the responses for which he is identified as the witness, and the answers contained therein are true and correct to the best of his information, knowledge and belief.



Michael E. Hornung

Subscribed and sworn to before me, a Notary Public in and before said County and State, this 3rd day of April 2014.



Notary Public (SEAL)

My Commission Expires:

~~SUSAN M. WATKINS
Notary Public, State at Large, KY
My Commission Expires Mar. 10, 2017
Notary ID # 485723~~

**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. 1

Witness: Michael E. Hornung

- Q-1. Refer to the Companies' response to Sierra Club's Initial Request No. 3, parts c and d.
- a. What does the asterisk after 2013 signify?
 - b. If the asterisk means that some or all of the 2013 data are projected, please state so and state when the actual results will be available.
 - c. If the asterisk means that some or all of the 2013 data are projected, please provide actual results as soon as they are available
- A-1.
- a. The asterisk indicates that the incremental energy savings are through November 2013.
 - b. See the response to part (a).
 - c. The data provided are actuals through November 2013.

**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. 2

Witness: Michael E. Hornung

- Q-2. Refer to the Companies' response to Sierra Club's Initial Request No.10.
- a. Please state whether customers with multi-family properties have been able to participate in the Residential Conservation/Home Energy Performance Program at any time since the program's inception.
 - b. Please provide the historical DSM spending for the Residential Conservation/Home Energy Performance Program by year from 2008 to 2013, broken out by single family and multi-family (if applicable per the response to part a. of this question).
 - c. Please provide the historical participation level for the Residential Conservation/Home Energy Performance Program by year from 2008 to 2013, broken out by single family and multi-family (if applicable per the response to part a. of this question).
 - d. Please provide historical actual cost effectiveness test results for the period 2008 to 2013, including the Utility Cost test, Total Resource Cost test, Societal Cost test, and Ratepayer Impact Measure test, for the Residential Conservation/Home Energy Performance Program, broken out by single family and multi-family (if applicable per the response to part a. of this question).
 - e. Please provide projected DSM spending for the Residential Conservation/Home Energy Performance Program by year from 2015 to 2018, broken out by single family and multi-family.
 - f. Please provide the projected cost effectiveness test results, including the Utility Cost test, Total Resource Cost test, Societal Cost test, and Ratepayer Impact Measure test, for the Residential Conservation/Home Energy Performance Program, broken out by single family and multi-family.
 - g. If the Companies are unable to answer parts e. and/or f. of this question, please explain how the Companies developed cost effectiveness test results for the Residential Conservation/ Home Energy Performance Program as a whole.

A-2.

- a. Yes, customers with multi-family properties have been able to participate in the Residential Conservation/Home Energy Performance Program.
- b. This historical spend breakout is not available.
- c. This historical participation breakout is not available.
- d. The historical cost-effectiveness tests are not produced in this format.
- e. This projected spend breakout is not available.
- f. The projected cost-effectiveness tests are not produced in this format.
- g. These test results were produced using the same methodology as the other programs as described in Section ES.5 of the Companies DSM/EE Program Plan in Case No. 2014-00003. For a list of inputs into the DSMore tool, refer to Appendix B, starting on page 21 to page 40 of 130.

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. 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. 4

Witness: Michael E. Hornung

- Q-4. Refer to the Companies' response to Sierra Club's Initial Request No. 14. Did the Companies consider maintaining or increasing the goals of the small commercial program while increasing its focus of the large commercial program?
- A-4. The Companies will continue to offer small commercial customers the opportunity to participate. With this said, the historic small commercial program generated only 4 MW of load reduction since 2001 whereas the piloted large commercial program produced 10 MW of demand reduction capability within two years.

**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. 5

Witness: Michael E. Hornung

Q-5. Refer to the Companies' response to Sierra Club's Initial Request No. 14. Please provide the following information concerning the Commercial Load Management/Demand Conservation Program:

- a. Historical participation, broken out by small commercial and large commercial customers, by year, for each of the years 2008 to 2013.
- b. Historical actual cost effectiveness test results, including the Utility Cost test, Total Resource Cost test, Societal Cost test, and Ratepayer Impact Measure test, broken out for the small commercial and large commercial segments, by year from 2008 to 2013.
- c. Projected cost effectiveness test results, including the Utility Cost test, Total Resource Cost test, Societal Cost test, and Ratepayer Impact Measure test, broken out for the small commercial and large commercial segments, by year during 2015-2018.

A-5.

a.

Participants	2008	2009	2010	2011	2012	2013	Total
Small Commercial	17	327	(1)	(1)	345	38	725
Large Commercial					5	10	15

Demand (MW)	2008	2009	2010	2011	2012	2013	Total
Small Commercial	0.0	0.2	(0.0)	(0.0)	0.4	0.0	0.7
Large Commercial					3.1	6.9	10.0

- b. The requested work has not been performed and is not available.
- c. Test results are not available for the breakdown requested. Results for the small commercial and large commercial programs are available in aggregate only.

**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. 6

Witness: Michael E. Hornung

Q-6. Refer to the Companies' response to Sierra Club's Initial Request No. 15 and Exhibit MEH-2.

- a. Please state whether the Companies have considered integrating high efficiency lighting into other residential programs. If so, please describe the options considered. If not, please explain why not.
- b. Please provide the projected cost effectiveness test results for the Residential High Efficiency Lighting Program if it was continued through 2018, including the Utility Cost test, Total Resource Cost test, Societal Cost test, and Ratepayer Impact Measure test.

A-6.

- a. The Companies did not consider integrating the Residential Lighting program into another program. However, customers that participate in Home Energy Analysis and WeCare receive similar light bulbs that are provided in the Residential Lighting program.
- b. The Companies did not analyze continuance of the Residential Lighting program through 2018 due to the impacts of Energy Independence and Security Act of 2007 on the base line energy saving levels to which program energy goals would be compared against and the higher cost associated with higher efficient measures, and the prevalence of compact fluorescent lights.

**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. 7

Witness: Michael E. Hornung

- Q-7. Refer to the Companies' response to Sierra Club's Initial Request No. 17 regarding the industrial sector:
- a. Please describe the process the Company undertakes when an individual industrial customer seeks to opt out of the Companies' DSM programs under KRS 278.285(3), including the structure (administration, application, how and when charges are credited, minimum or maximum term of participation, etc.) and requirements (customer eligibility, eligible measures, reporting, minimum energy use reductions, etc.) of the opt-out option.
 - b. Please provide any and all documents, including but not limited to market potential studies, cost benefit analyses, and customer surveys, that support the Companies' statement in response to part c of Question No. 17 that "sufficient interest is not present to make programming economical."
 - c. Please provide the number and load characteristics of each industrial customer who has opted out of the Companies' DSM programs, by year, since 2008.
 - d. Please provide (i) the total number of customers receiving service under industrial electric tariffs and (ii) the total number of customers receiving service under industrial gas tariffs.
 - e. For all customers receiving service under industrial electric tariffs, please provide the following:
 - i. the distribution of these customers' annual kWh sales in 2013, indicating average annual sales by quartile
 - ii. the distribution of these customers' peak demands in 2013, indicating average peak demand by quartile
 - f. For all customers receiving service under industrial gas tariffs, please provide the distribution of annual gas sales in 2013, indicating average annual gas sales by quartile

A-7.

- a. As the Companies do not have any programs targeting industrial customers, there are no processes in place to address opt-out.
- b. See the response to Question No. 8.
- c. As the Companies do not have any programs targeting industrial customers, there has been nothing for them to opt-out.
- d. As of 3/21/2014, there are 2,965 KU and 380 LG&E customers receiving service under industrial electric tariffs and 380 LG&E customers receiving service under industrial gas tariffs.
- e. The table below provides these customers' annual kWh sales in 2013, indicating average annual sales by quartile.

First Quartile	5 – 16,060 kWh
Second Quartile	16,061 – 142,848 kWh
Third Quartile	142,849 - 816,600 kWh
Fourth Quartile	816,601 – 126,220,200 kWh

The table below provides the distribution of these customers' peak demands in 2013, indicating average peak demand by quartile.

First Quartile	0 - 73.3 kW
Second Quartile	73.4 - 200.9 kW
Third Quartile	201 - 627.4 kW
Fourth Quartile	627.5 – 195,187 kW

- f. The table below provides the distribution of annual gas sales in 2013, indicating average annual gas sales by quartile.

First Quartile	11 - 634 MCF
Second Quartile	635 - 3,618 MCF
Third Quartile	3,619 – 27,241 MCF
Fourth Quartile	27,242 – 2,469,669 MCF

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

**Response to Wallace McMullen and Sierra Club's Supplemental Request for Information
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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	
45	KU	Complete	Major Accounts	Somewhat agree	Somewhat agree	Strongly agree	Might or might not participate	
46	LG&E	Complete	Major Accounts	Strongly agree	Strongly 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	Somewhat 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	Somewhat agree	Strongly agree	Definitely would participate	Major factor
82	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Strongly agree	Might or might not participate	
83	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Somewhat agree	Might or might not participate	
88	KU	Complete	Major Accounts	Strongly agree	Strongly agree	Neither agree nor disagree	Definitely would opt out	
94	KU	Complete	Major Accounts	Strongly agree	Somewhat disagree	Strongly agree	Probably would opt out	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	Strongly agree	Strongly agree	Probably would participate	
107	KU	Complete	Major Accounts	Somewhat agree	Somewhat 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	Moderate factor
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 opt out	Major factor
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	Strongly agree	Might or might not 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	Probably would opt out	
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 agree	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	Strongly disagree	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	Might or might not participate	
1433	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Somewhat agree	Probably would opt out	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	Definitely would opt out	
1625	KU	Complete	Other Industrial	Somewhat disagree	Strongly disagree	Strongly agree	Probably would participate	Moderate factor
1633	LG&E	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly disagree	Probably would participate	Moderate factor
1652	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Might or might not participate	
1679	KU	Complete	Other Industrial	Somewhat agree	Strongly disagree	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	Neither agree nor disagree	Strongly agree	Might or might not participate	
2060	KU	Complete	Other Industrial	Strongly agree	Somewhat 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	Strongly agree	Strongly agree	Definitely would opt out	
2095	KU	Complete	Other Industrial	Somewhat agree	Strongly agree	Neither agree nor disagree	Probably would opt out	Major factor
2099	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Neither agree nor disagree	Probably would 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	Probably would participate	Major factor
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	
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	Neither agree nor disagree	Somewhat agree	Probably would participate	Major factor
2298	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Somewhat agree	Probably would participate	Moderate factor
2302	KU	Complete	Other Industrial	Somewhat agree	Somewhat agree	Somewhat agree	Might or might not 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
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	Somewhat agree	Strongly agree	Probably would opt out	
2457	LG&E	Complete	Other Industrial	Somewhat agree	Strongly agree	Strongly agree	Might or might not participate	
2459	KU	Complete	Other Industrial	Strongly agree	Strongly agree	Strongly agree	Probably would participate	Moderate factor
2460	KU	Complete	Other Industrial	Strongly agree	Somewhat agree	Strongly agree	Probably would participate	Major factor
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	Probably would opt out	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	Somewhat agree	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	
2884	KU	Complete	Other Industrial	Strongly agree	Somewhat disagree	Neither agree nor disagree	Probably would participate	Minor factor
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	Strongly 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 agree	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 agree	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	Not a factor	Major factor	Moderate factor
6	KU				Not a 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	Minor factor		Major factor
101	KU	Moderate factor	Not a factor	Not a factor	Major factor		Major factor
104	LG&E	Moderate factor	Major factor	Major factor	Not a factor		Not a factor
106	LG&E				Minor factor		Major factor
107	KU				Moderate factor		Major factor
113	KU	Minor factor	Minor factor	Major factor	Don't know		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			
133	KU				Minor factor	Major factor	Major factor
135	LG&E	Minor factor		Minor factor			
136	KU	Major factor		Major factor			
139	LG&E	Major factor		Major factor			
142	KU				Don't know	Don't know	Don't know
144	LG&E				Not a factor	Not a factor	Moderate factor
146	KU				Not a factor	Minor factor	Major 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	Moderate 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			
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			
192	LG&E				Moderate factor	Not a factor	Major factor
193	LG&E	Moderate factor	Major factor	Moderate factor			
197	KU	Major factor	Major factor	Moderate 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			
206	LG&E				Not a factor	Not a factor	Moderate factor
209	KU				Major factor	Major factor	Don't know
216	LG&E				Moderate factor	Major factor	Moderate factor
217	LG&E				Not a factor	Not a factor	Major factor
220	LG&E	Moderate factor	Minor factor	Moderate 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			
235	KU	Major factor	Major factor	Major factor	Not a factor	Not a factor	Major factor
236	LG&E				Not a factor	Not a factor	Major factor
237	KU				Not a factor	Don't know	Major factor
238	KU				Major factor	Major factor	Moderate factor
239	KU	Major factor	Don't know	Don't know			Don't know
241	KU				Major factor	Major factor	Moderate factor
246	LG&E				Don't know	Don't know	Don't know
248	LG&E				Major factor	Major factor	Major factor
253	KU				Major factor	Minor factor	Major factor
254	KU	Minor factor	Minor factor	Minor 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			
270	KU				Minor factor	Minor factor	Major factor
271	LG&E				Moderate factor	Moderate factor	Major factor
273	LG&E				Don't know	Minor factor	Major factor
274	LG&E				Moderate factor	Moderate factor	Moderate factor
275	LG&E	Moderate factor	Minor 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			
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			
420	KU				Not a factor	Not a factor	Not a factor
426	LG&E	Major factor	Minor factor	Moderate factor			
448	KU				Don't know	Don't know	Don't know
465	KU				Don't know	Don't know	Don't know
474	KU	Not a factor	Minor factor	Moderate factor			
490	KU				Moderate factor	Moderate factor	Major factor
496	KU				Don't know	Not a factor	Major factor
504	KU	Major factor	Don't know	Don't know			
508	KU	Major factor	Moderate factor	Not a factor			
512	LG&E				Not a factor	Not a factor	Major factor
521	KU				Moderate factor	Minor factor	Major factor
526	LG&E				Minor factor	Minor factor	Minor factor
566	KU	Minor factor	Major factor	Moderate factor			
569	KU				Not a factor	Not a factor	Don't know
588	KU	Moderate factor	Moderate factor	Minor factor			
609	KU				Minor factor	Minor factor	Major factor
610	KU				Not a factor	Not a factor	Moderate factor
635	LG&E	Major factor	Major factor	Major factor			
637	KU				Don't know	Don't know	Don't know
639	KU	Moderate factor	Moderate factor	Moderate factor			
649	KU				Moderate factor	Major factor	Major factor
709	KU				Major factor	Not a factor	Major factor
711	LG&E				Moderate factor	Minor factor	Major factor
723	KU	Major factor	Not a factor	Major factor			
726	KU				Moderate factor	Moderate factor	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				Don't know	Don't know	Don't know
870	KU				Major factor	Not a factor	Major factor
876	KU				Not a factor	Not a factor	Major factor
885	LG&E	Don't know	Major factor	Major factor	Don't know	Don't know	Don't know
904	KU				Major factor	Not a factor	Major factor
905	KU				Minor factor	Moderate factor	Minor factor
908	LG&E				Moderate factor	Minor factor	Major factor
910	LG&E				Moderate factor	Major factor	Major factor
913	KU				Not a factor	Major factor	Major factor
916	KU				Minor factor	Minor factor	Major factor
918	KU						
919	KU	Major factor	Moderate factor	Moderate factor	Moderate factor	Moderate factor	Moderate factor
927	KU				Moderate factor	Moderate factor	Major factor
938	KU						
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	Not a factor	Not a factor	Moderate factor
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				Not a factor	Don't know	Major factor
1828	LG&E				Don't know	Don't know	Don't know
1858	KU	Moderate factor	Major factor	Moderate factor	Moderate factor	Minor factor	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	Major 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	Moderate 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				Major factor	Major 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	Not a factor	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	Major 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	Not a 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		
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						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						
3702	KU	Moderate factor	Minor factor	Moderate factor	Moderate factor	Moderate factor	Not a factor
3804	KU	Major factor	Major factor	Minor 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						
3896	KU	Moderate factor	Moderate factor	Minor factor	Not a factor	Not a 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	Manufacturing	Manufacturing			Rapid growth or expansion	
3	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
6	KU		Moderate factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Rapid growth or expansion	
7	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Rapid growth or expansion	
8	LG&E			Manufacturing	Manufacturing	Manufacturing	Manufacturing	Third party storage company		Steady state/slow growth/mature	
10	KU			Other	Other	Other	Other			Steady state/slow growth/mature	
14	LG&E			Non-profit sector	Non-profit sector	Non-profit sector	Non-profit sector			Steady state/slow growth/mature	
15	LG&E			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
17	LG&E			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
21	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
22	KU		Don't know	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Rapid growth or expansion	
27	KU		Moderate factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Rapid growth or expansion	
31	LG&E		Not a factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
32	LG&E			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
35	LG&E		Major factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
36	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Rapid growth or expansion	
37	LG&E			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
38	LG&E		Moderate factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
39	LG&E		Moderate factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
40	KU		Minor factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Rapid growth or expansion	
41	KU			Other	Other	Other	Other	contract manufacturer in the pharmaceutical industry		Rapid growth or expansion	
42	KU		Minor factor	Wholesale trade	Wholesale trade	Wholesale trade	Wholesale trade			Rapid growth or expansion	
44	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
45	KU		Moderate factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
46	LG&E		Minor factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
51	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Rapid growth or expansion	
55	KU		Minor factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
56	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
57	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
60	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
62	KU		Major factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
63	KU		Not a factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
64	KU		Minor factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
67	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
72	LG&E		Minor factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
73	LG&E			Other	Other	Other	Other	Alcoholic Beverage Service		Rapid growth or expansion	
74	KU			Other	Other	Other	Other	Mining		Steady state/slow growth/mature	
77	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
79	KU		Moderate factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
82	KU		Major factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
83	KU		Not a factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
88	KU		Minor factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Rapid growth or expansion	
94	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
101	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
104	LG&E			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
106	LG&E		Major factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
107	KU		Don't know	Other	Other	Other	Other	Private sector		Steady state/slow growth/mature	
113	KU			Wholesale trade	Wholesale trade	Wholesale trade	Wholesale trade			Decline or negative growth	
117	KU			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
120	LG&E			Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
124	KU		Major factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Rapid growth or expansion	
125	LG&E		Major factor	Manufacturing	Manufacturing	Manufacturing	Manufacturing			Steady state/slow growth/mature	
127	KU			Manufacturing	Manufacturing	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
			Q10) Company sector	Q10_revised) Company sector - backcoded some Other Specifies			
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		Electrical Contracting	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						Steady state/slow growth/mature
1985	KU	Not a factor		Service	Service						Decline or negative growth
1989	KU			Manufacturing	Manufacturing						Steady state/slow growth/mature
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				Oil Production		Steady state/slow growth/mature
2121	LG&E	Major factor		Manufacturing	Manufacturing						Decline or negative growth
2138	KU	Minor factor		Other	Other				Warehousing		Steady state/slow growth/mature
2139	KU	Major factor		Manufacturing	Manufacturing						Decline or negative growth
2141	KU	Minor factor		Manufacturing	Manufacturing						Steady state/slow growth/mature
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		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		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		Rapid growth or expansion	
2510	KU	Major factor	Other	Other	Other			Conveyor Installation		Steady state/slow growth/mature	
2544	LG&E	Major factor	Manufacturing	Manufacturing	Manufacturing					Decline or negative growth	
2545	KU	Minor factor	Manufacturing	Manufacturing	Manufacturing					Steady state/slow growth/mature	
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		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	Rapid growth or expansion
3863	KU	Major factor	Service	Service		Steady state/slow growth/mature
3896	KU		Manufacturing	Manufacturing		Steady state/slow growth/mature

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

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Question No. 9

Witness: Michael E. Hornung

- Q-9. Please provide all estimates calculated by or for the Companies of the rate impacts of their DSM programs on commercial and industrial customers, excluding results of the Ratepayer Impact Measure test. Please provide any and all reports, analyses, workpapers or other documentation supporting or relating to such estimates.
- A-9. DSM rates are not produced for industrial and commercial customers/classes in combination.

See Exhibit RMC-1, to the "Kentucky Utilities Company Electric Tariffs Supporting Calculations for DSM Cost Recovery Mechanism" pages 1 to 13 for the support to the 2015 DSM Rates for KU DSM commercial rates. Similarly, refer in Exhibit RMC-2, to "Louisville Gas and Electric Company Electric Tariffs Supporting Calculations for DSM Cost Recovery Mechanism" pages 1 to 13 for LG&E Electric DSM commercial rates for 2015 and their support. Lastly, refer in Exhibit RMC-3, to "Louisville Gas and Electric Company Gas Tariffs Supporting Calculations for DSM Cost Recovery Mechanism" pages 1 to 13 for LG&E Gas DSM commercial rates for 2015 and their support.

Support for rate impacts in later years (2016 through 2018) are contained in the response to PSC 1-4 (for lost sales component), PSC 1-5 (for incentive component) and PSC 1-6 (for DCCR component) for KU, LG&E Electric, and LG&E Gas.

The DSM rate for industrial classes is currently and forecasted to be zero, as there are no programs targeted to industrial customers.

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Question No. 10

Witness: Michael E. Hornung

Q-10. Please provide all estimates calculated by or for the Companies of the bill impacts of their DSM programs on commercial and industrial customers. Please provide any and all reports, analyses, workpapers or other documentation supporting or relating to such estimates.

A-10. See the response to Question No. 9.

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Question No. 11

Witness: Michael E. Hornung

- Q-11. Refer to the Companies' response to Sierra Club's Initial Request No. 20. Please explain why the Companies' cap for energy efficiency measure incentives does not take into account the benefits of energy efficiency other than the avoided cost of capacity, including but not limited to the avoided cost of electricity, gas, other fuels, etc.
- A-11. The primary benefit of programs offered is the delay of constructing new generation capacity. Customers realize benefits of energy savings through their resulting lower electric and/or gas bills. However, the DSMore model does incorporate benefits of avoided electricity and fuel cost and provide savings for programs and assuring that funds are going to cover benefits for LG&E and KU customers. The direct tie to customers becomes increasingly difficult as funds move upstream.

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Question No. 12

Witness: Michael E. Hornung

Q-12. Refer to the Companies' response to Sierra Club's Initial Request No. 23

- a. Please identify the person(s) who developed the potential study assumptions described in part a.i and a.ii.
- b. Please provide any and all relevant studies, analysis workpapers, documents that support the Companies' conclusion that "on average, decreases in real costs are largely offset by inflation."

A-12.

- a. The Cadmus Group developed the referenced potential study assumptions.
- b. As stated in the response to part (a), Cadmus developed the referenced potential study assumptions. This particular assumption was necessary due to the lack of reliable data on future equipment and labor costs. The uncertainty is illustrated in a study sponsored by the California Public Utility Commission and the results showed no definitive trend in costs for individual measures.¹ Given the wide range of measures and uncertainty in many factors that influence measure costs, Cadmus relies solely on observable measure costs and does not produce a forecast.

¹ The California Public Utility Commission sponsored study can be viewed at (<http://www.energydataweb.com/cpucFiles/pdaDocs/1039/2010-2012%20WO017%20Ex%20Ante%20Measure%20Cost%20Study%20-%20Draft%20Report.pdf>)

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Question No. 13

Witness: Michael E. Hornung

- Q-13. Refer to the Companies' attachment to KPSC-1 Q. 33. Please define the types of costs included in the following cost categories and indicate who incurs each of these costs:
- a. "Administration Costs"
 - b. "Implementation/Participation Costs"
 - c. "Other/ Miscellaneous Costs"
 - d. "Incentives"
- A-13. Examples of the types of costs included in the categories requested are listed below. All of these costs are shared equally by the customer classes directly benefiting from each specific program.
- a. Administration Costs
 - Labor
 - b. Implementation/Participation Costs
 - Outside (Contractor) Services
 - Data Processing/IT
 - Advertising
 - Equipment
 - Maintenance
 - c. Other/Miscellaneous Costs
 - Market Research
 - Program Evaluation, Measurement and Verification
 - Office Supplies and Expenses
 - d. Incentives
 - Rebates
 - Bill Credits

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Question No. 14

Witness: Michael E. Hornung

Q-14. Refer to the Companies' Attachment to KPSC-1 Q-33. Please provide the results of the cost-effectiveness analysis in terms of annual costs and annual benefits for the following tests:

- a. Utility Cost test
- b. Total Resource Cost test
- c. Societal Cost test
- d. Participant test
- e. Ratepayer Impact Measure test

A-14.

- a. In the Attachment to PSC 1-33, for tabs "C-1" through "C-12", for the Cost Based scenario, the total net present value (NPV) benefits are in cell B22. The total NPV costs are in cell B27. For each tab, this represents the NPV total of the four years (2015 – 2018) of each program.
- b. In the Attachment to PSC 1-33, for tabs "C-1" through "C-12", for the Cost Based scenario, the total net present value (NPV) benefits are in cell B38. The total NPV costs are in cell B42 plus cell B44. For each tab, this represents the NPV total of the four years (2015 – 2018) of each program.
- c. In the Attachment to PSC 1-33, for tabs "C-1" through "C-12", for the Cost Based scenario, the total net present value (NPV) benefits are in cell B77. The total NPV costs are in cell B81 plus cell B83. For each tab, this represents the NPV total of the four years (2015 – 2018) of each program.
- d. In the Attachment to PSC 1-33, for tabs "C-1" through "C-12", for the Cost Based scenario, the total net present value (NPV) benefits are in cell B89 plus cell B94. The

total NPV costs are in cell B90. For each tab, this represents the NPV total of the four years (2015 – 2018) of each program.

- e. In the Attachment to PSC 1-33, for tabs “C-1” through “C-12”, for the Cost Based scenario, the total net present value (NPV) benefits are in cell B55. The total NPV costs are in cell B60 plus cell B64. For each tab, this represents the NPV total of the four years (2015 – 2018) of each program.

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Question No. 15

Witness: Michael E. Hornung

Q-15. Refer to the Companies' response to Staff's First Request, No.19 and the Testimony of Michael E. Hornung, page 17 to 18, regarding the Residential Incentives Program.

- a. Please state whether the Companies have considered increasing the required efficiency levels for eligible measures. If they have, please provide any and all reports, documents or workpapers relating to those analyses. If not, please explain why not.
- b. Please state whether the Companies have considered alternate program delivery mechanisms (other than rebates), such as agreements with upstream or midstream suppliers. If they have, please state which alternate mechanisms have been considered and provide all related reports, documents or workpapers. If not, please explain why not.

A-15.

- a. The Companies did not consider increasing the required efficiency levels on the basis that the current Energy Star requirement criteria increases over time as new standards are released.
- b. Alternate program delivery mechanisms were not considered because the Companies prefer to allow the customer to have the most flexibility around the choice of supplier and / or brand due to the size of its service territory.

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Question No. 16

Witness: Michael E. Hornung

- Q-16. Refer to the Companies' response to Staff's First Request, No. 2, part c. Please explain why the Companies project negative incremental gas savings (*i.e.*, increased gas use) as a result of implementation of the Companies' Commercial Conservation/Commercial Incentives Program.
- A-16. The CCF savings are negative due to the lost heat factor from commercial lighting retrofits in the winter.

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Question No. 17

Witness: Michael E. Hornung

Q-17. Refer to Exhibit MEH-1, Appendix B. For each of the programs included in the Companies’ Proposed DSM/EE Plan, please provide the assumptions regarding free-ridership, spillover and market transformation impacts.

A-17. See the table below:

Program / Component	Free-ridership
Smart Energy Profile	0%
Residential Load Management	0%
Residential Refrigerator Removal Program	0%
Residential Low Income Program (WeCare)	0%
Program Development and Administration	0%
Customer Education and Public Information	0%
Advanced Metering Systems	0%
Residential Incentives / Refrigerator	10%
Residential Incentives / Dishwasher	10%
Residential Incentives / Clothes Washer	10%
Residential Incentives / Freezer	10%
Residential Incentives / Window Film	5%
Residential Incentives / Heat Pump	20%
Residential Incentives / Central AC	20%
Residential Incentives / Heat Pump Water Heater	10%
Residential Conservation Program / CFL	0%
Residential Conservation Program / Online Audit	0%
Residential Conservation Program / Onsite Audit	0%
Residential Conservation Program / Tier 1	0%
Residential Conservation Program / Tier 2	0%
Residential Conservation Program / Tier 3	0%
Commercial Conservation / Rebates	0%
Commercial Conservation / New Construction	0%
Commercial Load Management	0%

There are no inputs for spillover or market transformation in DSMore.

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Question No. 18

Witness: Michael E. Hornung

- Q-18. Refer to the Companies' Attachment to KPSC-1 Q-33 and Exhibit MEH-1, Appendix C.
- a. Please define and describe the following column headings: "Minimum," "Today," "Alternate," "Option," and "Maximum."
 - b. Please provide all assumptions, including discount rate, used in the DSMore analysis.
 - c. Please confirm that the Companies do not anticipate any benefits in terms of reduced arrearages as a result of their programs. If confirmed, please provide any and all studies, documents, and reports that support this view. If this is not confirmed, please explain why these benefits were not incorporated into the DSMore analysis.
- A-18.
- a. The "Minimum" column heading refers to the test results using the minimum avoided electric and minimum avoided gas price scenarios and the mildest weather. The "Maximum" column heading refers to the test results using the maximum avoided electric and maximum avoided gas price scenarios and the most extreme weather. The "Today" column represents the first pre-selected (user determined based on current prices) market-based pricing scenario. The "Alternate" column represents the second pre-selected (user determined) market-based pricing scenario. The "Option" column refers to the weighted average of all market-based scenarios (price and weather) using the weighting factors provided for the Log-Logistic Distribution for Electric and Gas.
 - b. The discount rate used for KU is 6.67% and the rate for LG&E is 6.86%. Refer to Appendix B in Section MEH-1 in Case No. 2014-0003 for the DSMore assumptions.
 - c. The Companies make no assumptions in relation to increased or decreased arrearages as a result of this proposed filing.

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Question No. 19

Witness: Michael E. Hornung

Q-19. Refer to the Companies' Attachment to KPSC-1 Question No. 24, ICF Report at page 39 and Exhibit MEH-1, Appendix E at page 4. Are the Companies planning to incorporate building commissioning and/or retro-commissioning into any of their program offerings, *e.g.* into the Commercial Energy Analysis program? If not, why not? If so, please provide the following for the commissioning/retro-commissioning component:

- a. Projected participation
- b. Projected savings
- c. Projected costs
- d. A description of program delivery
- e. Incentive levels and types
- f. Target market and customer eligibility requirements

A-19. Yes, this has been incorporated within the Companies Commercial Energy Analysis Program. The following tables provide the assumptions that were used as the Companies developed the programmatic change. Please note that the full programmatic implementation plans will be further developed once the Companies identify and contract with a business partner through its procurement process.

The information below comprises the outline used in evaluating the Commercial New Construction opportunities. As this filing proposes adding this concept within the Commercial Conservation Custom Rebates, the program participation will be limited by program rebate dollars, not specific customers:

a. Projected annual participation (applications):

Company	2015	2016	2017	2018
LG&E	4	4	8	8
KU	4	4	8	8

b. Projected annual savings:

Reductions	2015	2016	2017	2018
Energy (MWh)	1,390	1,390	2,780	2,780
Demand (MW)	0.2	0.2	0.4	0.4
Gas (CCF)	11,127	11,127	22,255	22,255

c. Projected costs:

(\$000s)	2015	2016	2017	2018
Program Costs	\$631	\$643	\$697	\$642

d. See Section 3.7 of Exhibit MEH-1 for a description of the Commercial New Construction Program.

e. It is planned that Incentive Levels will be based on \$100/kW-year associated with savings above the current building code, with additional bonuses for LEED designations. The Companies plan to work with a third party vendor to administer the program and collaborate on specifics regarding Incentive Levels.

f. It is planned that any new construction facility (including a repurposed facility) that would be a DSM participant would be eligible if built above the existing building code.

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Question No. 20

Witness: Michael E. Hornung

- Q-20. Refer to the Companies' response to Staff's First Request, No. 24. Please provide all additional DSM/EE plan reviews conducted for or by the Companies since 2008. Please also provide the two most recent iterations of the Companies' DSM/EE Program Plan.
- A-20. There were no additional DSM/EE plan reviews performed. Refer to Case No. 2007-00319 and Case No. 2011-000134 as the two most recent iterations of the Companies' DSM/EE program plans.

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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".

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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.

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Question No. 23

Witness: Michael E. Hornung

- Q-23. Other than Potential Study provided in Exhibit MEH-3, please provide all other analyses (and related workpapers and documentation) that have been prepared by or for the Companies (or LG&E or KU, separately) regarding the technical, economic or achievable potential for energy efficiency since 2010.
- A-23. No other analyses have been prepared by or for the Companies regarding energy efficiency potential since 2010.

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Question No. 24

Witness: Robert M. Conroy

- Q-24. Please provide the following information, by year, for the years 2008 through 2013, by customer class:
- a. Number of customers
 - b. Retail electricity sales
 - c. Revenues collected
 - d. Rates, including energy charges, demand charges, customer charges, DSM charges, and any other charges included in customer rates.
- A-24. a. See attached.
- b. See attached.
 - c. See attached.
 - d. The current rates and monthly billing adjustments for 2008 through 2013 are posted on the Companies' website at http://lge-ku.com/rsc/lge/rates_tariffs.asp for LG&E and http://lge-ku.com/rsc/ku/rates_tariffs.asp for KU. For previous rates in effect for the years of 2008 through 2013, please reference the Commission's website using the appropriate case number from the following tables for the rates in effect at that time.

LG&E Electric:

Case Number	Type of Case	Effective Date
2006-00510	Fuel Adjustment Clause Roll-in	12/3/2007
2007-00380	Environmental Cost Recovery Roll-in	5/2/2008
2008-00252	Base Rate Case	2/6/2009
2008-00521	Fuel Adjustment Clause Roll-in	6/29/2009
2009-00311	Environmental Cost Recovery Roll-in	1/28/2010
2009-00549	Base Rate Case	8/1/2010
2010-00493	Fuel Adjustment Clause Roll-in	6/29/2011
2011-00232	Environmental Cost Recovery Roll-in	2/29/2012
2011-00222	Base Rate Case	1/1/2013
2012-00553	Fuel Adjustment Clause Roll-in	6/26/2013
2013-00243	Environmental Cost Recovery Roll-in	12/31/2013

KU:

Case Number	Type of Case	Effective Date
2006-00509	Fuel Adjustment Clause Roll-in	12/3/2007
2007-00379	Environmental Cost Recovery Roll-in	5/2/2008
2008-00251	Base Rate Case	2/6/2009
2008-00520	Fuel Adjustment Clause Roll-in	6/29/2009
2009-00310	Environmental Cost Recovery Roll-in	1/28/2010
2009-00548	Base Rate Case	8/1/2010
2010-00492	Fuel Adjustment Clause Roll-in	6/29/2011
2011-00231	Environmental Cost Recovery Roll-in	2/29/2012
2011-00221	Base Rate Case	1/1/2013
2012-00552	Fuel Adjustment Clause Roll-in	6/26/2013
2013-00242	Environmental Cost Recovery Roll-in	12/31/2013

Louisville Gas & Electric Company

Customer Class	Average Number of Customers					
	2008	2009	2010	2011	2012	2013
Residential	353,173	344,749	351,668	350,871	351,559	354,117
Water Heating - Residential	4,928					
Volunteer Fire Department		3	4	1	1	2
General Service	40,899	41,126	42,250	42,116	42,937	44,142
Space Heating - General Service	937					
Water Heating - General Service	101					
Large Commercial (Rate LC)	2,808					
Commercial Power Service (Rate CPS)		2,730				
Commercial Time of Day (Rate CTOD)	48	85	103	120		
LP Industrial Power (Rate LP)	361					
Industrial Power Service (Rate IPS)		347				
Industrial Time of Day (Rate ITOD)	63	56	65	86		
Power Service (Rate PS)			3,135	2,947	2,859	2,904
Time-of-Day Secondary (Rate TODS)					173	210
Commercial Time-of-Day Primary (Rate CTODP)					32	32
Industrial Time-of-Day Primary (Rate ITODP)					65	63
Retail Transmission Service (Rate RTS)		6	11	11	13	12
Curtailable Service Rider	0	1	2	2	2	3
Special Contracts	3	3	3	3	3	3
Lighting	19,287	22,167	20,437	20,772	20,536	24,253
Residential Responsive Pricing		97	88	73	64	
General Responsive Pricing		2	5	6	6	
Low Emission Vehicle				1	2	6
TOTAL	422,608	411,372	417,771	417,009	418,252	425,747

Louisville Gas & Electric Company

Customer Class	Retail Electricity Sales (MWh)					
	2008	2009	2010	2011	2012	2013
Residential	4,204,414	4,060,992	4,561,556	4,311,307	4,239,543	4,143,721
Water Heating - Residential	12,863					
Volunteer Fire Department		292	421	381	400	402
General Service	1,434,900	1,396,506	1,489,351	1,452,282	1,434,724	1,387,941
Space Heating - General Service	33,297					
Water Heating - General Service	219					
Large Commercial (Rate LC)	2,792,127					
Commercial Power Service (Rate CPS)		2,138,292				
Commercial Time of Day (Rate CTOD)	372,890	703,401	746,084	791,681		
LP Industrial Power (Rate LP)	658,713					
Industrial Power Service (Rate IPS)		613,907				
Industrial Time of Day (Rate ITOD)	2,282,802	1,673,081	1,722,197	1,713,426		
Power Service (Rate PS)			2,820,164	2,607,069	2,491,341	2,365,872
Time-of-Day Secondary (Rate TODS)					623,572	720,367
Commercial Time-of-Day Primary (Rate CTODP)					360,581	368,055
Industrial Time-of-Day Primary (Rate ITODP)					1,578,720	1,575,187
Retail Transmission Service (Rate RTS)		350,220	528,424	496,082	683,239	756,236
Curtailable Service Rider						
Special Contracts	150,259	290,793	293,288	297,964	245,525	256,280
Lighting	115,676	118,063	113,926	111,761	110,370	108,061
Residential Responsive Pricing		1,025	1,517	1,175	381	
General Responsive Pricing		8	107	129	35	
Low Emission Vehicle				15	41	109
TOTAL	12,058,160	11,346,580	12,277,035	11,783,272	11,768,472	11,682,231

Louisville Gas & Electric Company

Customer Class	Revenues Collected					
	2008	2009	2010	2011	2012	2013
Residential	\$ 306,128,076	\$ 306,380,256	\$ 362,039,321	\$ 369,875,292	\$ 375,465,222	\$ 400,912,683
Water Heating - Residential	\$ 869,633					
Volunteer Fire Department		\$ 20,653	\$ 31,343	\$ 30,001	\$ 32,577	\$ 35,131
General Service	\$ 112,423,295	\$ 111,942,826	\$ 127,594,495	\$ 136,855,767	\$ 140,697,901	\$ 144,944,357
Space Heating - General Service	\$ 2,442,543					
Water Heating - General Service	\$ 16,139					
Large Commercial (Rate LC)	\$ 164,865,141					
Commercial Power Service (Rate CPS)		\$ 138,015,885				
Commercial Time of Day (Rate CTOD)	\$ 20,543,983	\$ 39,818,445	\$ 44,125,979	\$ 52,443,215		
LP Industrial Power (Rate LP)	\$ 38,146,955					
Industrial Power Service (Rate IPS)		\$ 38,265,584				
Industrial Time of Day (Rate ITOD)	\$ 105,644,285	\$ 84,080,764	\$ 90,644,251	\$ 98,726,881		
Power Service (Rate PS)			\$ 189,219,260	\$ 195,779,033	\$ 193,479,778	\$ 196,367,289
Time-of-Day Secondary (Rate TODS)					\$ 43,959,727	\$ 54,469,241
Commercial Time-of-Day Primary (Rate CTODP)					\$ 24,561,363	\$ 26,780,561
Industrial Time-of-Day Primary (Rate ITODP)					\$ 93,797,724	\$ 101,551,702
Retail Transmission Service (Rate RTS)		\$ 16,585,349	\$ 25,541,858	\$ 28,167,980	\$ 37,856,419	\$ 43,663,626
Curtailable Service Rider		\$ (2,121,769)	\$ (2,667,586)	\$ (1,605,855)	\$ (2,043,230)	\$ (3,288,849)
Special Contracts	\$ 7,141,769	\$ 13,710,607	\$ 14,297,874	\$ 16,208,486	\$ 14,103,466	\$ 15,964,310
Lighting	\$ 14,729,563	\$ 15,115,959	\$ 15,886,565	\$ 17,827,575	\$ 17,961,933	\$ 19,101,267
Residential Responsive Pricing		\$ 74,191	\$ 113,958	\$ 94,049	\$ 31,420	
General Responsive Pricing		\$ 819	\$ 9,783	\$ 13,174	\$ 3,905	
Low Emission Vehicle				\$ 1,644	\$ 2,927	\$ 9,918
TOTAL	\$ 772,951,382	\$ 761,889,569	\$ 866,837,103	\$ 914,417,242	\$ 939,911,132	\$ 1,000,511,236

Kentucky Utilities Company
(KY Retail only)

Customer Class	Average Number of Customers					2013
	2008	2009	2010	2011	2012	
Residential	414,632	418,609	421,458	419,659	419,108	422,270
Volunteer Fire Dept	31	35	41	44	48	49
All Electric Schools	304	290	490	629	620	628
Low Emission Vehicle					2	3
General Service	78,856	78,842	80,062	80,616	81,046	81,619
Combined Lighting & Power	8,934	3,209				
Power Service		6,442	7,994	6,182	5,635	5,595
Small Time-of-Day Service	52	6				
Large Comm/Ind TOD	48	39				
Mine Power	42					
Mine Power TOD	9					
Large Time-of-Day		72				
Time-of-Day Secondary			85	109	252	312
Time-of-Day Primary			82	138	181	191
Retail Transmission Service		26	33	35	33	34
Fluctuating Load Service		1	1	1	1	1
Curtailable Service	2	2	3	3	3	3
Lighting	63,956	67,257	64,272	63,437	61,260	66,670
TOTAL	566,866	574,830	574,521	570,853	568,189	577,375

**Kentucky Utilities Company
(KY Retail only)**

Customer Class	Retail Electricity Sales (MWh)					
	2008	2009	2010	2011	2012	2013
Residential	6,302,312	6,077,772	6,622,050	6,265,011	5,915,504	6,118,773
Volunteer Fire Dept	594	611	875	973	922	1,010
All Electric Schools	131,072	127,971	144,901	160,888	150,267	154,672
Low Emission Vehicle					11	42
General Service	1,868,611	1,812,763	1,959,344	1,994,110	1,930,175	1,899,661
Combined Lighting & Power	5,209,047	1,132,553				
Power Service		3,796,227	4,720,714	3,963,689	3,503,777	3,009,397
Small Time-of-Day Service	195,662	21,189				
Large Comm/Ind TOD	3,862,218	2,542,618				
Mine Power	203,077					
Mine Power TOD	351,456					
Large Time-of-Day		271,002				
Time-of-Day Secondary			322,419	443,782	644,648	985,450
Time-of-Day Primary			2,982,017	3,423,859	3,791,004	4,049,281
Retail Transmission Service		1,202,597	1,511,288	1,591,414	1,616,103	1,588,418
Fluctuating Load Service		294,624	457,272	538,943	517,968	546,480
Curtailable Service						
Lighting	125,449	123,118	125,587	124,439	124,948	124,874
TOTAL	18,249,498	17,403,045	18,846,467	18,507,108	18,195,327	18,478,058

Kentucky Utilities Company
(KY Retail only)

Customer Class	Revenues Collected					
	2008	2009	2010	2011	2012	2013
Residential	\$ 434,124,963	\$ 438,390,447	\$ 512,733,505	\$ 495,291,423	\$ 481,543,909	\$ 536,970,901
Volunteer Fire Dept	\$ 40,400	\$ 43,650	\$ 66,562	\$ 74,801	\$ 73,140	\$ 85,702
All Electric Schools	\$ 8,032,749	\$ 8,174,019	\$ 9,920,219	\$ 11,314,512	\$ 10,578,949	\$ 11,476,397
Low Emission Vehicle					\$ 785	\$ 3,416
General Service	\$ 148,522,631	\$ 151,253,792	\$ 174,261,940	\$ 183,806,410	\$ 188,682,621	\$ 198,808,227
Combined Lighting & Power	\$ 308,583,952	\$ 71,264,258				
Power Service		\$ 239,691,246	\$ 316,838,848	\$ 278,242,822	\$ 254,642,704	\$ 235,439,802
Small Time-of-Day Service	\$ 10,062,086	\$ 1,084,293				
Large Comm/Ind TOD	\$ 197,866,102	\$ 135,134,414				
Mine Power	\$ 12,617,324					
Mine Power TOD	\$ 18,955,891					
Large Time-of-Day		\$ 16,281,520				
Time-of-Day Secondary			\$ 19,543,384	\$ 24,411,047	\$ 38,333,433	\$ 63,013,513
Time-of-Day Primary			\$ 167,559,135	\$ 198,360,655	\$ 204,194,530	\$ 226,641,281
Retail Transmission Service		\$ 65,993,467	\$ 82,486,818	\$ 85,008,261	\$ 82,903,492	\$ 85,253,761
Fluctuating Load Service		\$ 15,933,816	\$ 23,082,876	\$ 26,182,350	\$ 23,229,029	\$ 25,433,921
Curtailable Service	\$ (5,456,300)	\$ (5,686,165)	\$ (6,519,855)	\$ (11,479,425)	\$ (11,928,358)	\$ (12,400,473)
Lighting	\$ 19,527,687	\$ 20,563,964	\$ 22,078,492	\$ 23,077,306	\$ 23,834,218	\$ 25,356,484
TOTAL	\$ 1,152,877,485	\$ 1,158,122,721	\$ 1,322,051,924	\$ 1,314,290,161	\$ 1,296,088,452	\$ 1,396,082,932

**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. 25

Witness: Robert M. Conroy

Q-25. Please provide the Companies' forecasts by year, for the years 2014 through 2023, and by customer class, for the following information:

- a. Number of customers
- b. Retail electricity sales
- c. Revenues collected
- d. Rates, including energy charges, demand charges, customer charges, DSM charges, and any other charges included in customer rates.

A-25. a. See attached.

b. See attached.

c. & d. The Companies object to these subparts of the request as irrelevant. Indeed, this request is essentially the same Sierra Club request to which the Companies objected in the first round of discovery, Sierra Club 1-8(b). The Companies do not set DSM rates based on percentages of revenues they project they will collect or in relation to other utility rates or charges. The Companies do not propose or refrain from proposing DSM programs or modifications on such grounds. And the relationship between the proposed DSM budgets for 2015-18 and the Companies' internal projections of revenue collections or rates bear no relation to any of the statutory criteria the Commission must consider when evaluating DSM proposals. The requested information is therefore completely irrelevant to the matters under consideration in this proceeding.

The Commission has sustained utilities' objections to requests for utility budget information, which includes projections of revenues and rates, when the requested information will have no bearing on relevant matters in a proceeding. *See, e.g., In the Matter of: Adjustment of Gas and Electric Rates of Louisville Gas and Electric Company*, Case No. 90-158, Order at 3 (Sept. 21, 1990) ("Inquiries into

LG&E's budgeting process, and the basis for projecting revenues and expenses, are all highly complex areas that bear no relevancy to the task in this rate case – the normalization of an historic test year and the analysis of known and measurable pro forma adjustments.”). Although the Companies' DSM rates are annually based in part on projected program expenditures, those projections simply are not established as percentages of the Companies' internal projections of revenue collections or rates for total utility operations, and are therefore equally as irrelevant to this proceeding as budget information was to evaluating an historic test year in Case No. 90-158.

Louisville Gas & Electric Company
Electric Only

Customer Class	Forecasted Number of Customers				
	2014	2015	2016	2017	2018
Residential	356,974	360,034	363,212	366,369	369,500
General Service	44,447	44,651	44,855	45,059	45,263
Power Service	2,848	2,806	2,770	2,734	2,717
Time-of-Day Secondary	205	218	229	238	242
Commercial Time-of-Day Primary	35	37	40	42	43
Industrial Time-of-Day Primary	68	71	71	71	71
Retail Transmission Service	12	12	12	12	12
Special Contracts	2	2	2	2	2
Lighting	-	-	-	-	-
TOTAL	404,591	407,831	411,191	414,527	417,850

*The Companies do not forecast a number of customers for Lighting.

Customer Class	Forecasted Retail Electricity Sales (MWh)				
	2014	2015	2016	2017	2018
Residential	4,229,714	4,247,089	4,285,975	4,344,215	4,413,442
General Service	1,421,133	1,424,588	1,432,627	1,437,042	1,443,170
Power Service	2,398,419	2,395,875	2,398,284	2,397,659	2,397,097
Time-of-Day Secondary	631,117	630,152	631,608	631,791	631,626
Commercial Time-of-Day Primary	372,401	372,369	372,396	372,356	372,389
Industrial Time-of-Day Primary	1,690,091	1,737,154	1,777,043	1,798,154	1,814,492
Retail Transmission Service	791,778	816,079	828,656	826,890	840,667
Special Contracts	264,633	253,009	241,981	232,044	232,061
Lighting	108,322	108,311	108,298	108,305	108,303
TOTAL	11,907,607	11,984,626	12,076,869	12,148,458	12,253,247

Kentucky Utilities Company
(KY Retail only)

Customer Class	Forecasted Number of Customers				
	2014	2015	2016	2017	2018
Residential	425,726	429,597	433,616	437,610	441,570
All Electric Schools	645	645	645	645	645
General Service	81,368	81,487	81,607	81,726	81,846
Power Service	5,293	5,125	5,018	4,970	4,968
Time-of-Day Secondary	323	359	394	431	447
Time-of-Day Primary	212	222	226	226	226
Retail Transmission Service	34	34	34	34	34
Fluctuating Load Service	1	1	1	1	1
Lighting	-	-	-	-	-
TOTAL	513,602	517,470	521,541	525,643	529,737

*The Companies do not forecast a number of customers for Lighting.

Customer Class	Forecasted Retail Electricity Sales (MWh)				
	2014	2015	2016	2017	2018
Residential	6,304,554	6,323,633	6,375,587	6,418,483	6,494,109
All Electric Schools	146,874	146,878	146,888	146,888	146,885
General Service	2,019,328	2,056,140	2,101,301	2,133,124	2,167,545
Power Service	2,879,165	2,715,365	2,659,331	2,662,702	2,666,347
Time-of-Day Secondary	1,172,887	1,323,192	1,377,496	1,376,957	1,377,471
Time-of-Day Primary	4,119,853	4,135,631	4,173,969	4,211,246	4,236,170
Retail Transmission Service	1,630,168	1,631,892	1,634,045	1,635,436	1,651,917
Fluctuating Load Service	500,614	500,597	500,663	500,616	500,616
Lighting	122,204	122,213	122,233	122,227	122,226
TOTAL	18,895,646	18,955,542	19,091,513	19,207,680	19,363,286