

Description	Weight	2014 Company 2014 Syndicated		2014 Company 2014 Syndicated		2014 Company 2014 Syndicated	
		Midsize Segment Kentucky Power	Midwest Midsize Region	Midsize Segment Kentucky Power	Midwest Midsize Region	Midsize Segment Lincoln Electric System	Midwest Midsize Region
Overall Customer Satisfaction Index			585		654		683
Overall satisfaction with electric utility			6.11		6.88		7.15
Power Quality & Reliability Index	27%		627		715		779
temperatures	22%		6.82		7.66		8.22
Promptly restore power after outage	19%		6.21		7.06		7.65
Provide quality electric power	17%		6.46		7.29		7.91
Avoid brief interruptions	17%		6.25		7.21		8
Avoid lengthy outages	13%		6.19		7.24		8.03
Keep you informed about outage	12%		5.18		5.94		6.5
Overall power quality and reliability			6.54		7.41		8.03
Price Index	22%		483		561		584
Total monthly cost of electric service	33%		4.65		5.53		5.88
usage	19%		4.93		5.71		5.79
Fairness of pricing	17%		4.57		5.54		5.83
Ease of understanding pricing options	17%		5.27		5.7		5.83
needs	14%		4.9		5.63		5.84
Overall price			4.66		5.54		5.88
Billing & Payment Index	19%		687		729		749
Amount of time given to pay bill	26%		6.57		7.12		7.45
Variety of methods to pay bill	26%		6.8		7.12		7.37
Usefulness of information on bill	18%		6.53		7.04		6.93
Ease of finding payment due date	15%		7.36		7.72		7.94
Ease of finding exact amount to pay	15%		7.43		7.77		7.97
Overall billing and payment experience			6.9		7.37		7.56
Corporate Citizenship Index	13%		507		596		615
organizations	31%		4.84		5.78		5.97
the future	24%		5.11		6.04		6.31
Actions to take care of environment	23%		5.29		6.01		6.27
offered	22%		5.17		6.07		6.06
Overall corporate citizenship			5.24		6.05		6.18
Communications Index	13%		538		598		602
Efforts to communicate changes	21%		5.32		5.97		6.14
low	21%		4.97		5.74		5.94
reduce energy	20%		5.54		6.22		6.23
electricity	20%		5.99		6.32		6.15
Creating messages that get attention	18%		5.11		5.65		5.61
Overall communications			5.37		6.07		6.18
Customer Service Index	6%		667		719		*717
question, or request	38%		*6.41		6.97		**
prompts	21%		*7.05		7.14		**
instructions	21%		*6.89		7.24		**
ATRS - Clarity of information provided	20%		*6.66		7.15		**
question, or request	22%		*6.16		7.02		*7.40
REP - Courtesy of the representative	22%		*6.94		7.46		*7.93
REP - Promptness in speaking to a person	18%		*6.09		6.88		*7.40
REP - Representative's concern for needs	14%		*6.27		6.96		*7.32
REP - Knowledge of the representative	12%		*6.49		7.25		*7.65
system	12%		*5.91		6.3		**
Overall phone customer service experience			6.54		7.16		*7.48
problem, question, or request	35%		*6.86		7.42		*7.82
ONLINE - Appearance of the website	23%		*7.62		7.44		*7.39
provided	19%		*7.38		7.45		*7.52
ONLINE - Ease of navigating the website	19%		*7.56		7.44		*7.42
representative	4%		**		6.8		**
Overall online customer service experience			*7.32		7.48		*7.54
Overall customer service experience			6.65		7.22		*7.25

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* Small Sample