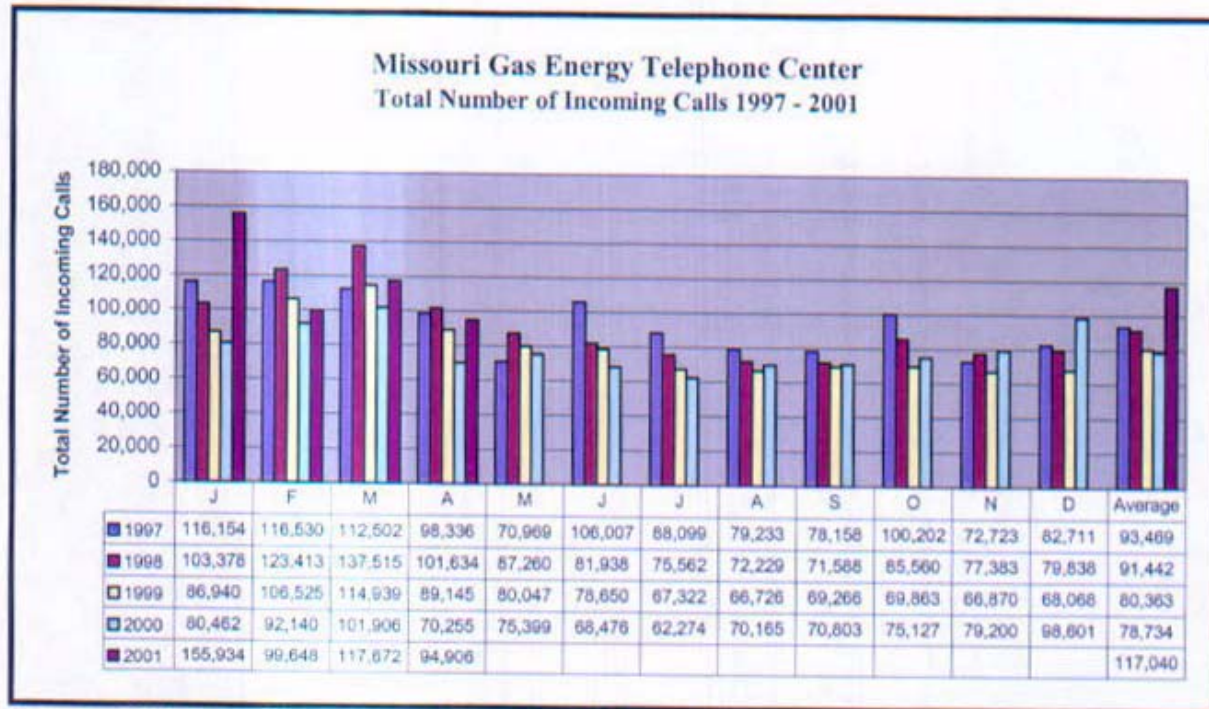


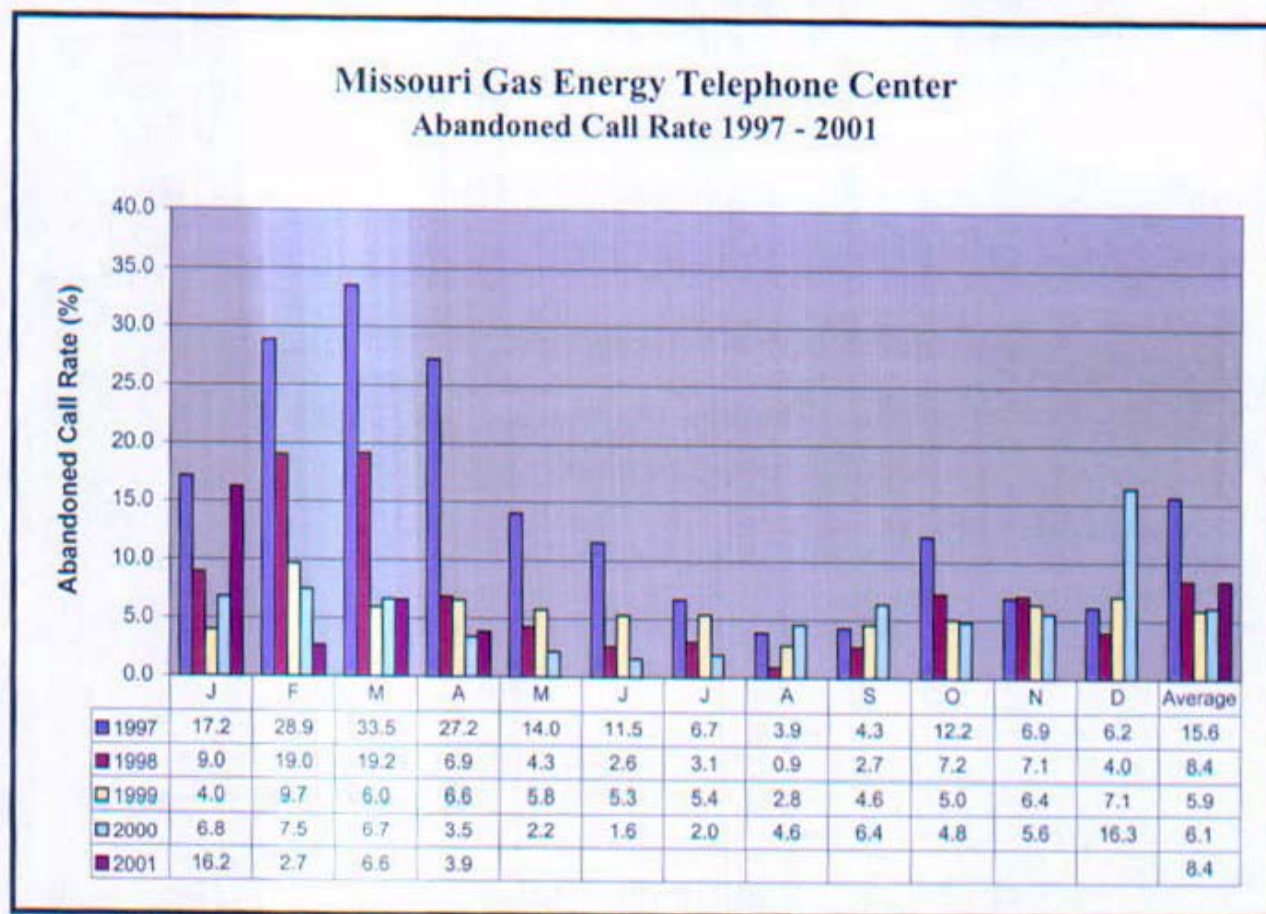
Company management stated in May 2001 that these three goals are still in effect. The following charts present monthly data, since 1997, on the number of incoming calls, the ACR, the ASA, and the number of complaints and inquiries to the Commission:



Source: MGE Monthly Activity Reports for 1997 - 2001

As shown, the average monthly number of customer calls decreased from 93,469 in 1997 to 78,734 in 2000. The monthly average of the number of incoming calls is higher during the first four months of 2001 than the overall monthly average for previous years. However, January through April are typically high volume months for customer calls. In addition, high call volumes that occurred during the end of 2000 and beginning of 2001 were, most likely, significantly affected by cold temperatures and high natural gas prices.

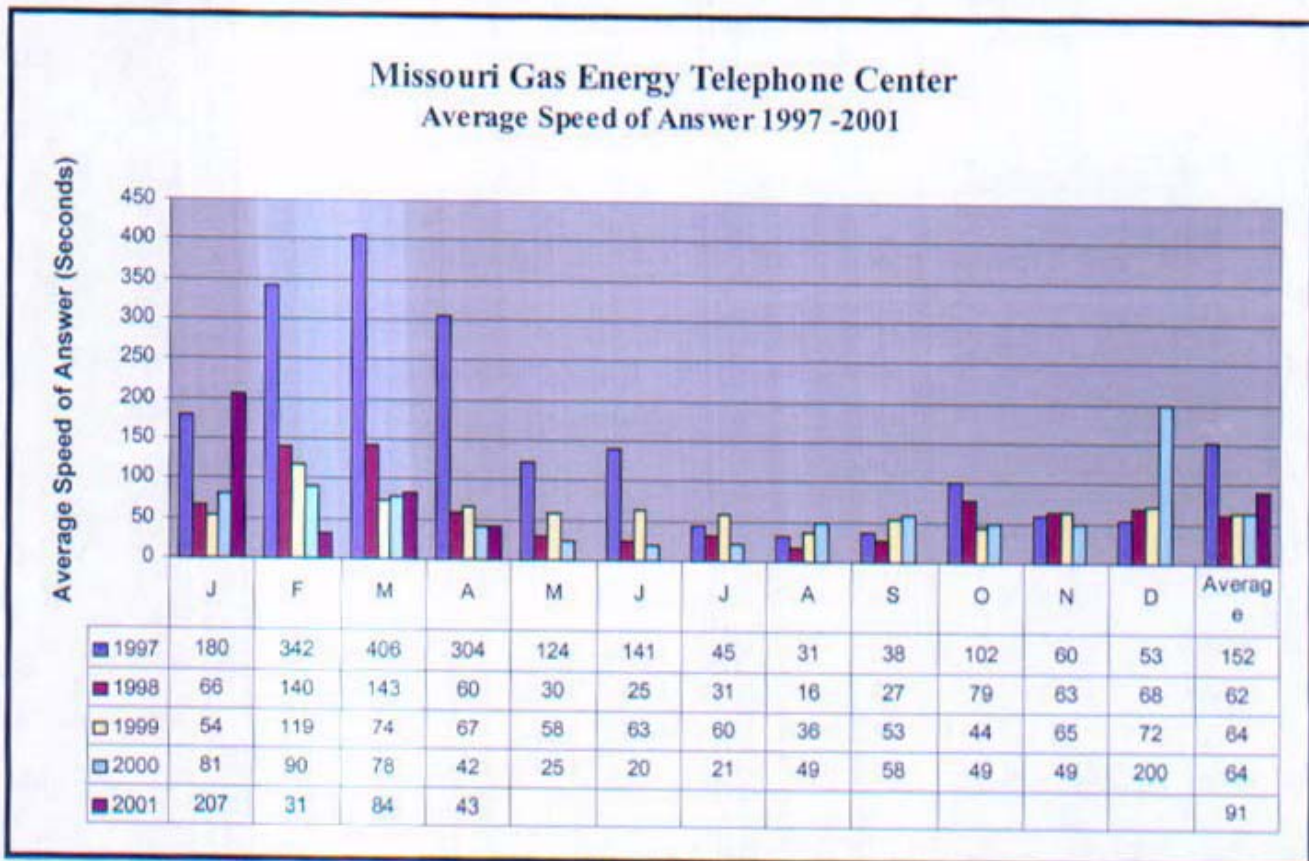
The Company's ACR performance from 1997 to 2001, measured on a monthly basis, is illustrated in the following chart:



Source: MGE Monthly Activity Reports for 1997 - 2001

As shown, the average ACR has decreased from 15.6% in 1997 to 6.1% in 2000. This reflects a significant improvement, but the 6.1% average performance in 2000 is still 22% above the Company's 5% goal.

The following chart illustrates the ASA performance, measured on a monthly basis, for 1997 through 2001:

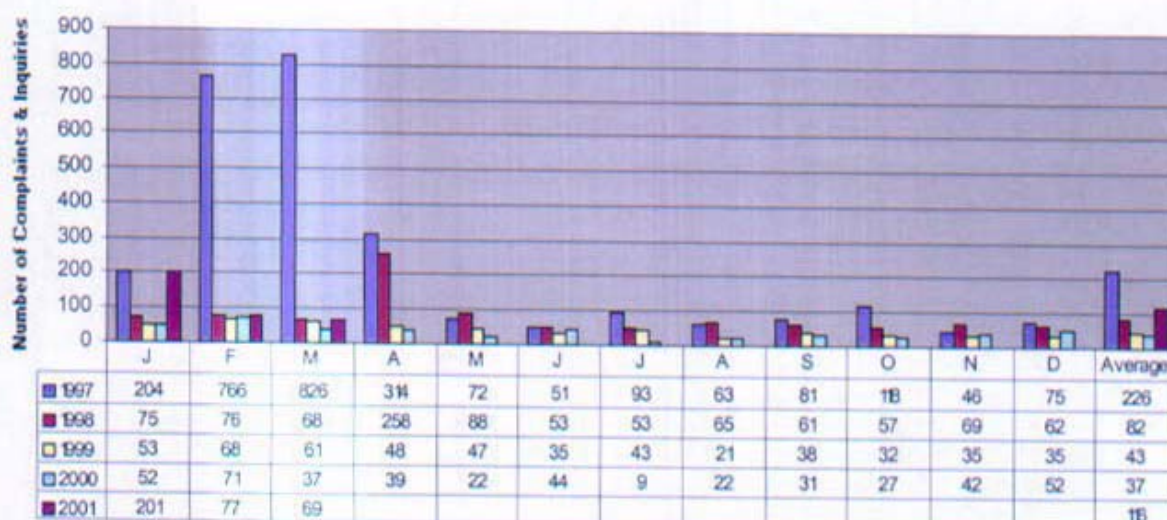


Source: MGE Monthly Activity Reports for 1997 - 2001

The information presented in the chart indicates that ASA performance has improved since 1997; however, it has remained relatively stable from 1998 to 2000 at a level of 62 – 64 seconds.

The number of MGE customer complaints and inquiries received at the Commission from 1997 – 2001, measured on a monthly basis, is illustrated in the following chart:

**Missouri Public Service Commission
MGE Complaints and Inquiries 1997 - 2001**



Source: Missouri Public Service Commission Consumer Services Department

As shown, there has been a substantial reduction in the volume of Commission complaints and inquiries from MGE customers since 1997. The monthly average improved from 226 calls per month in 1997 to 37 calls per month in 2000. Call volumes were higher than normal in January 2001, apparently because of colder than normal temperatures and high gas prices.

As previously discussed, the Company has also adopted a goal relating to complaints received by the Commission of 1 or less per 1,000 customers. The following table illustrates the progress made in achieving this goal:

Commission Complaints and Inquiries From MGE Customers on a Complaints Per 1,000 Basis for 1997 - 2000				
	1997	1998	1999	2000
Average Number of Customers	480,077	485,926	492,069	498,626
Total Number of Complaints and Inquiries	2,709	985	516	448
Complaints Per 1,000 Customers	5.6	2.0	1.0	.9

Source: Missouri Public Service Commission Consumer Services Department