



2008 Syndicated Electric Residential Customer Satisfaction Insights

Officer's Meeting

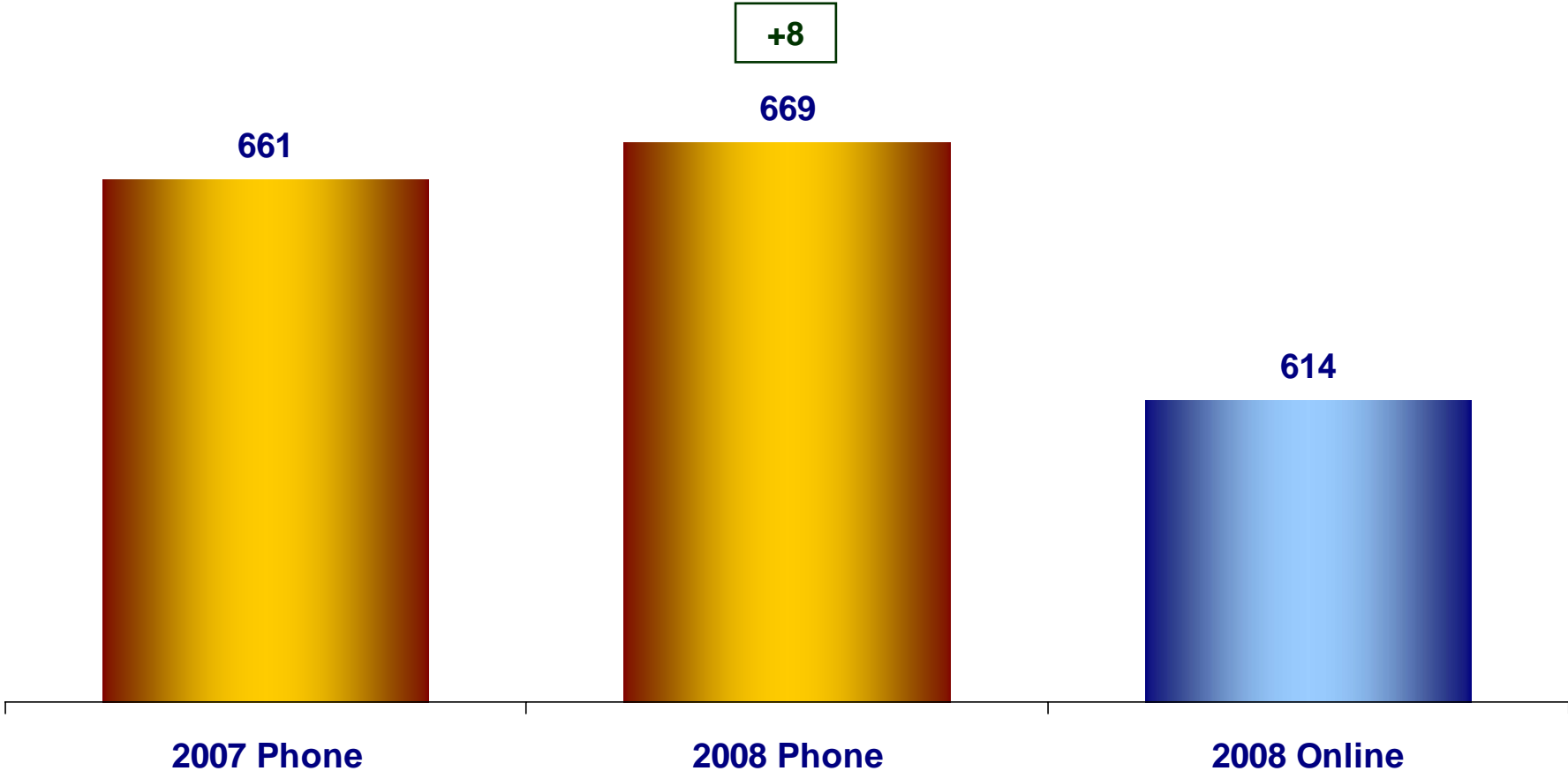
July 21, 2008

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Overall Industry Customer Satisfaction Improves

Overall Customer Satisfaction Index



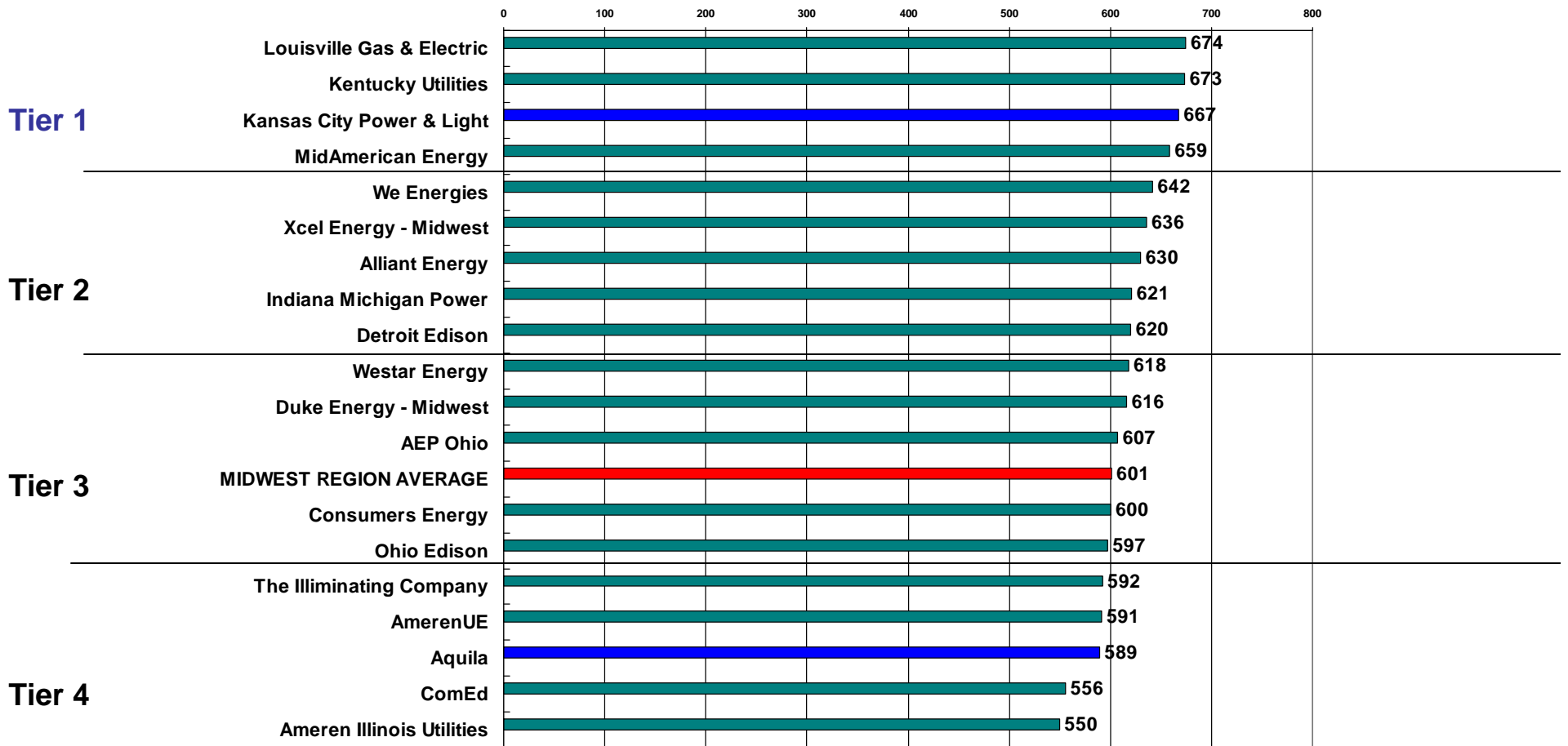
 2008 performance significantly better than 2007

Phone & Online Demographics Similar Except Age

<u>Demographics</u>	Phone 2005	Phone 2006	Phone 2007	Phone 2008	Online 2008	U.S Census*
Age	50	52	53	54	46	48
HH Annual Income	\$ 61,181	\$ 66,844	\$ 71,700	\$ 70,937	\$ 68,085	\$ 58,526
College Degree	40%	40%	42%	42%	47%	24%
Racial Breakout						
White	85%	86%	86%	88%	89%	75%
Black	10%	9%	9%	8%	6%	13%
Asian	2%	2%	2%	2%	3%	4%
American Indian	1%	1%	1%	1%	1%	1%
Hispanic	8%	7%	7%	6%	5%	15%
Gender						
Male	41%	41%	43%	43%	42%	49%
Female	59%	59%	57%	57%	58%	51%

* 2006 American Community Survey, U.S. Census Bureau

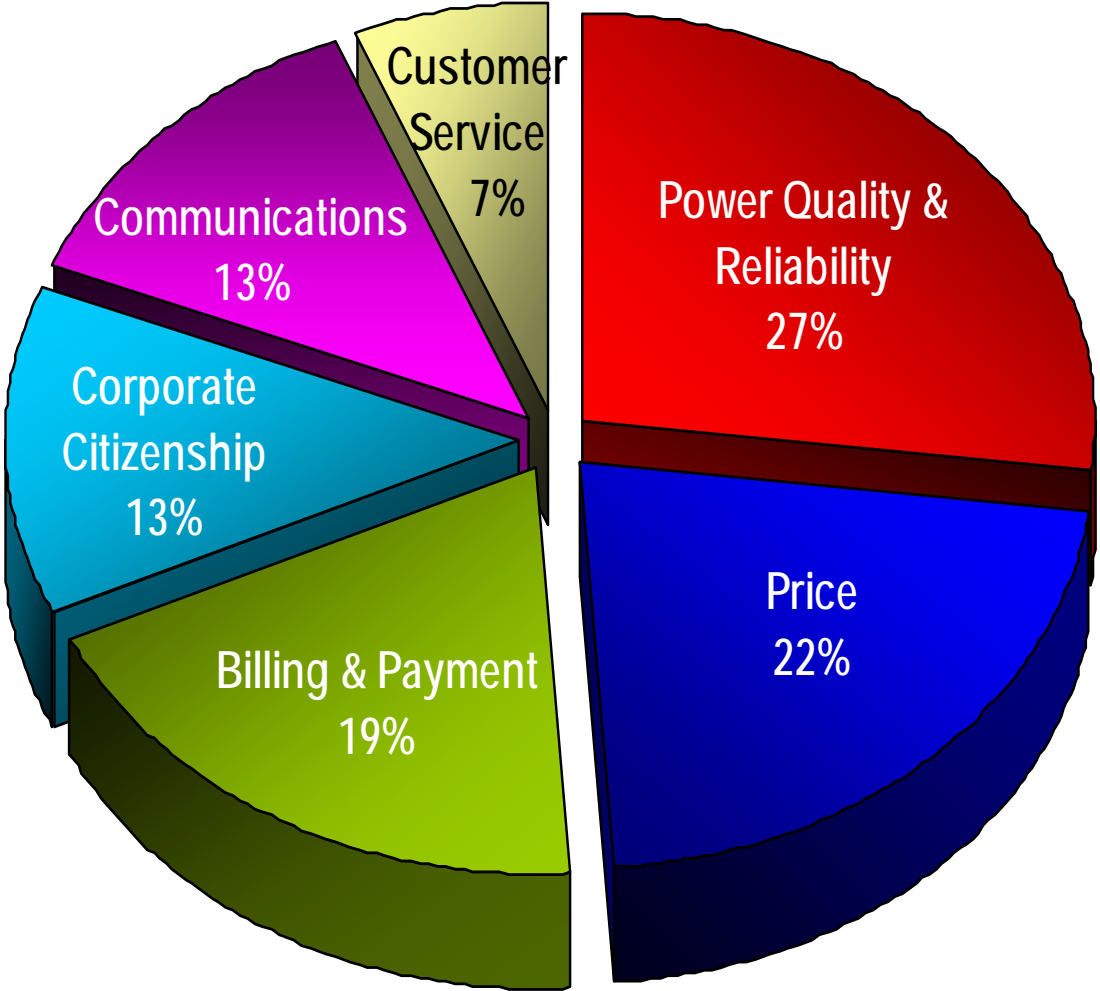
2008 Midwest Benchmark Comparison (Customer Satisfaction Index)



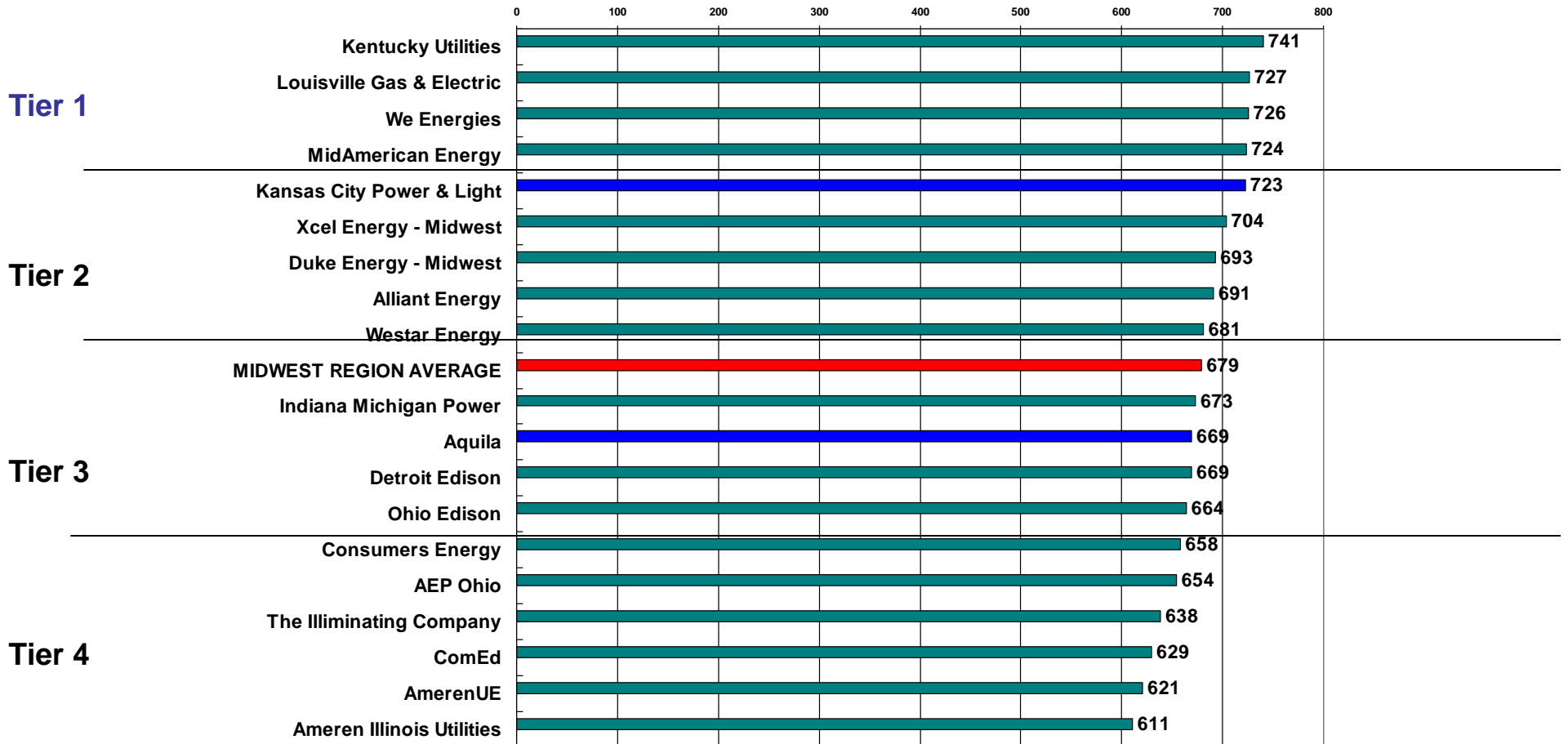
NOTE: A combined KCP&L and Aquila CSI score would be 636.



2008 Component Weights

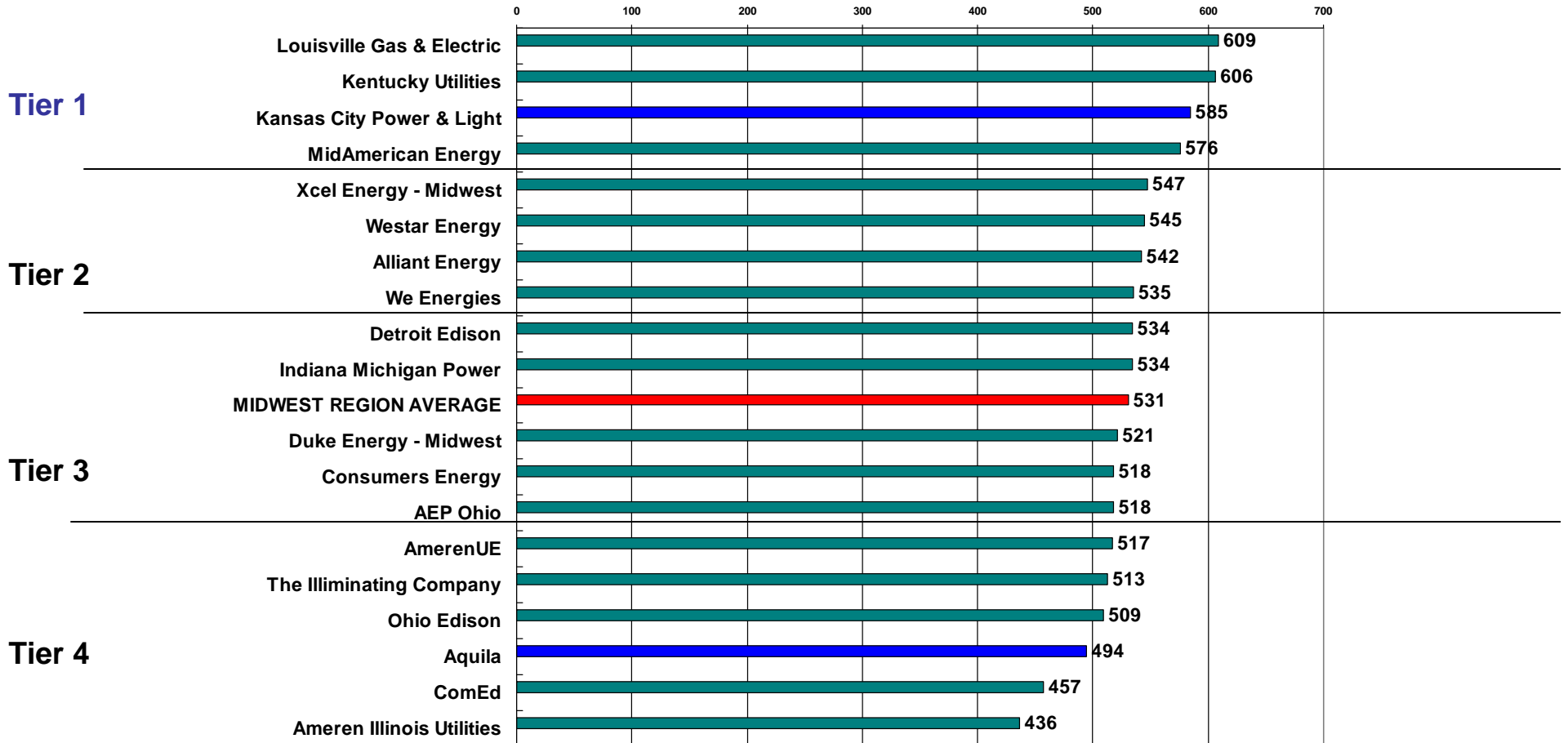


2008 Midwest Benchmark Comparison (Power Quality & Reliability)



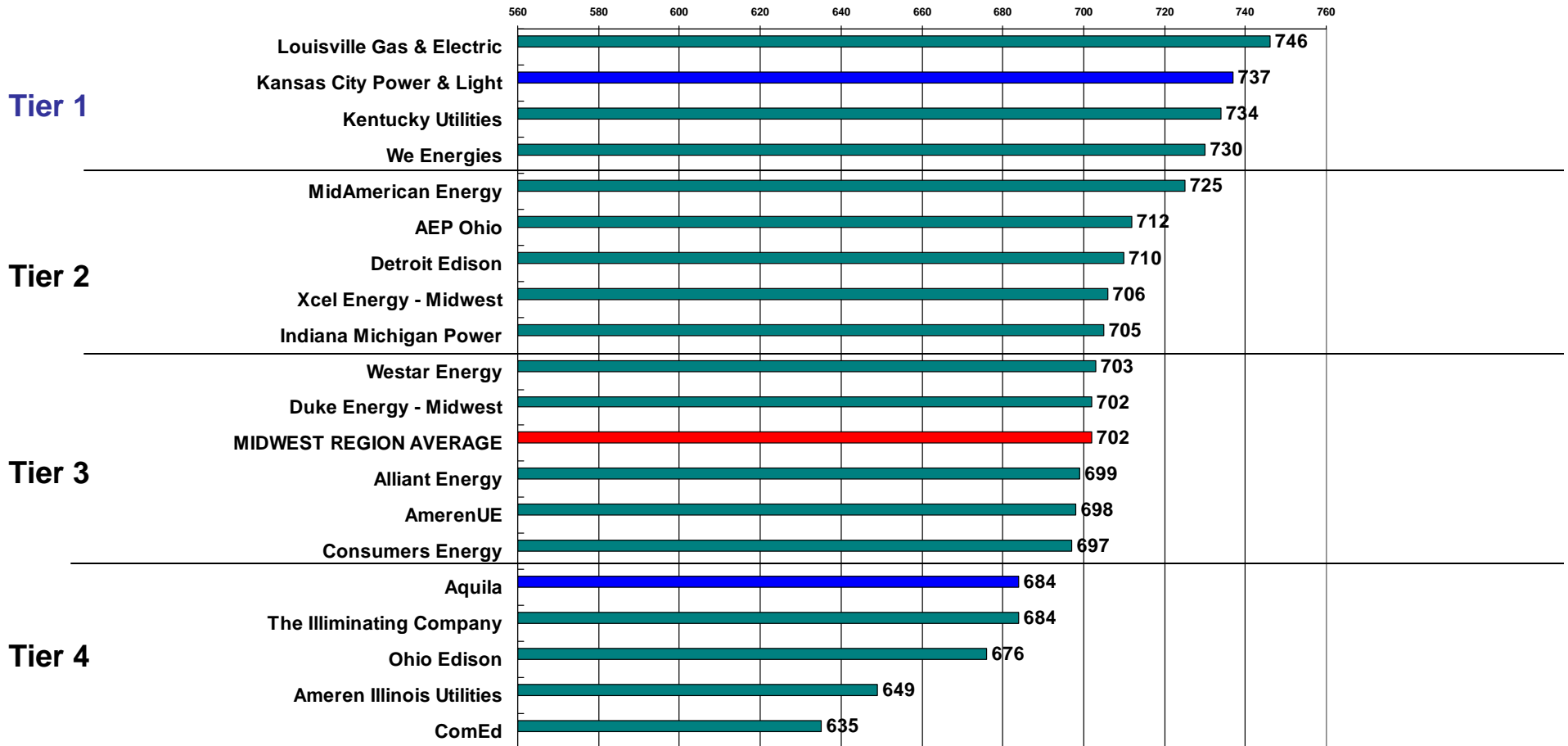
NOTE: A combined KCP&L and Aquila CSI score would be 701.

2008 Midwest Benchmark Comparison (Price)



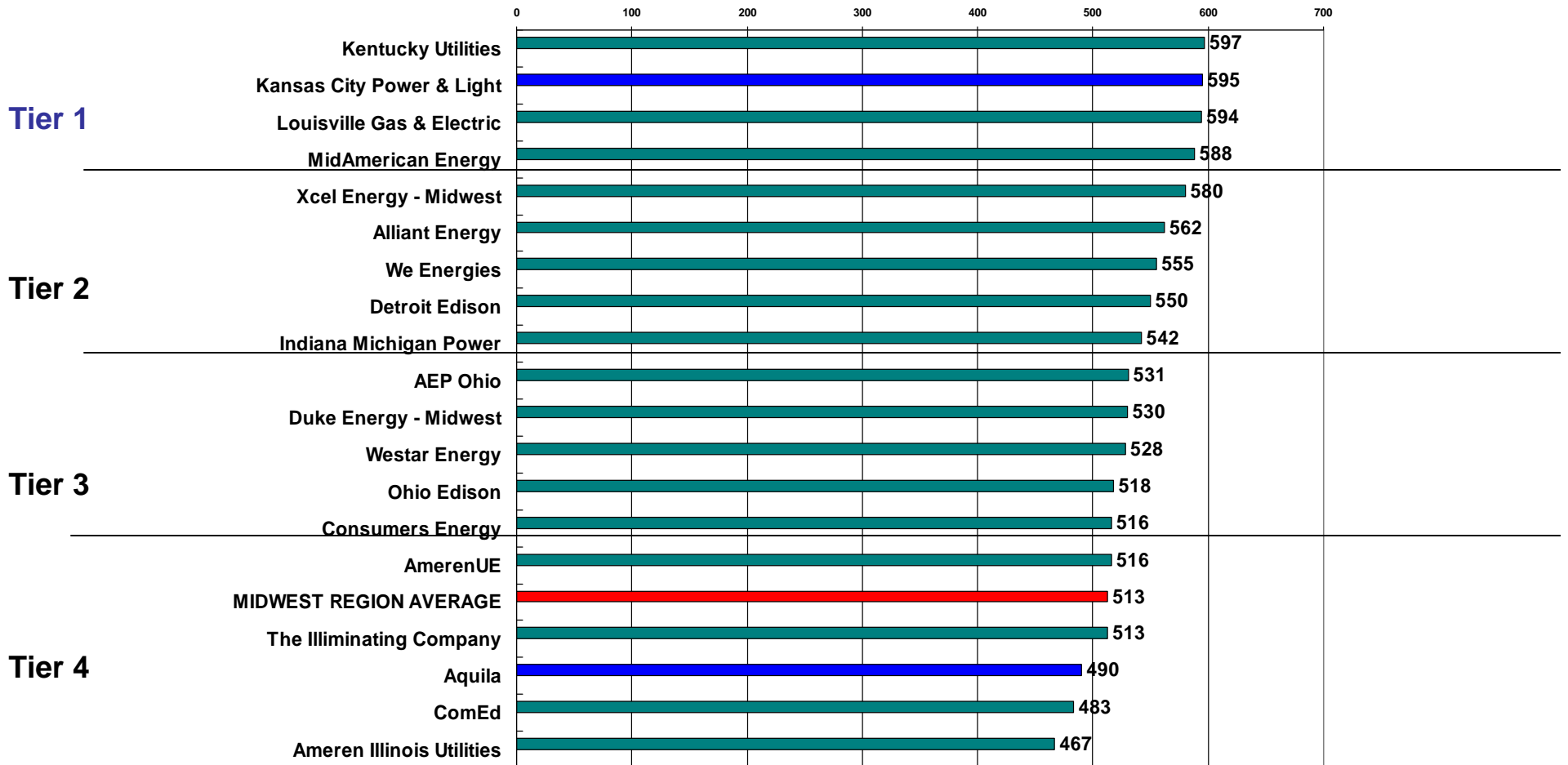
NOTE: A combined KCP&L and Aquila CSI score would be 549.

2008 Midwest Benchmark Comparison (Billing & Payment)



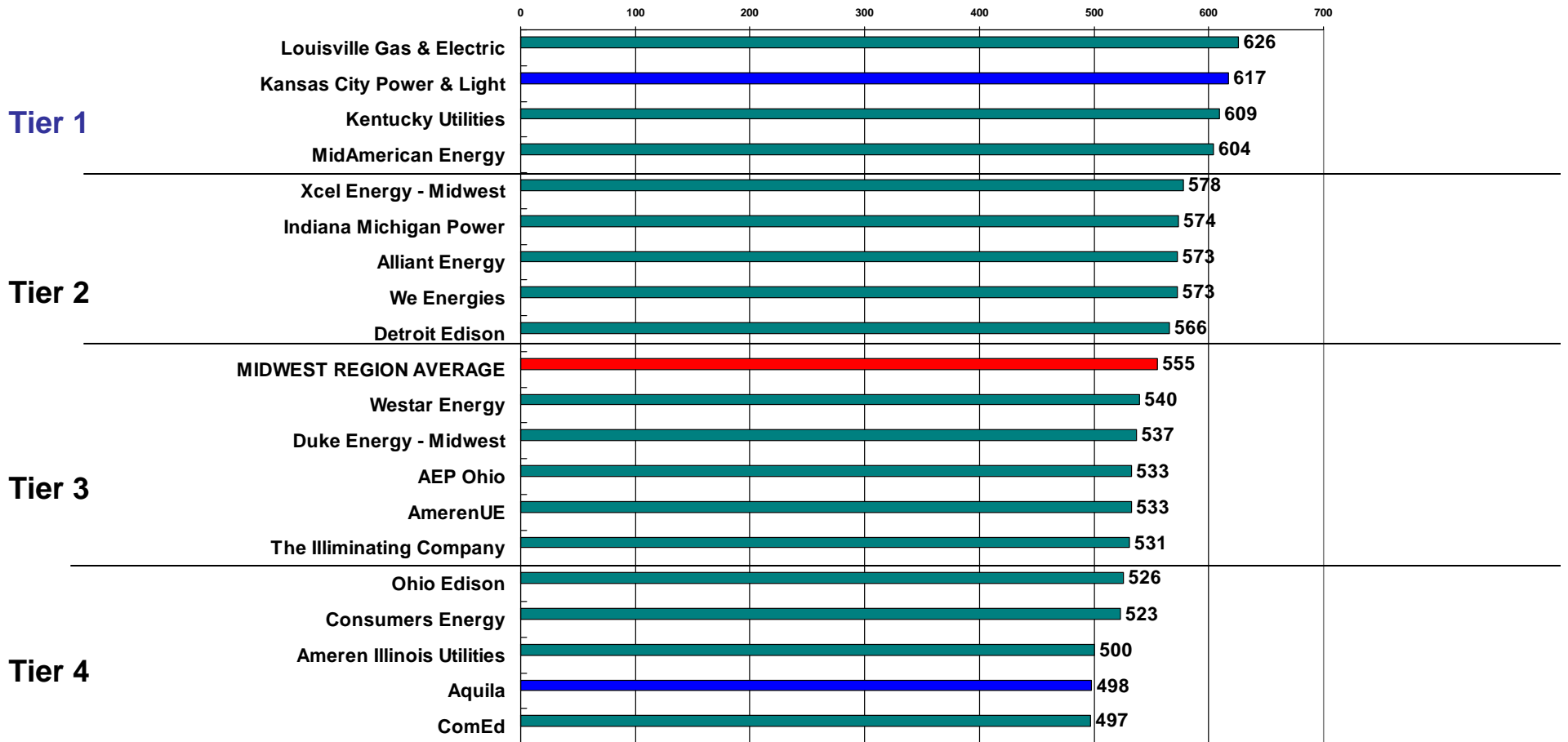
NOTE: A combined KCP&L and Aquila CSI score would be 714.

2008 Midwest Benchmark Comparison (Corporate Citizenship)



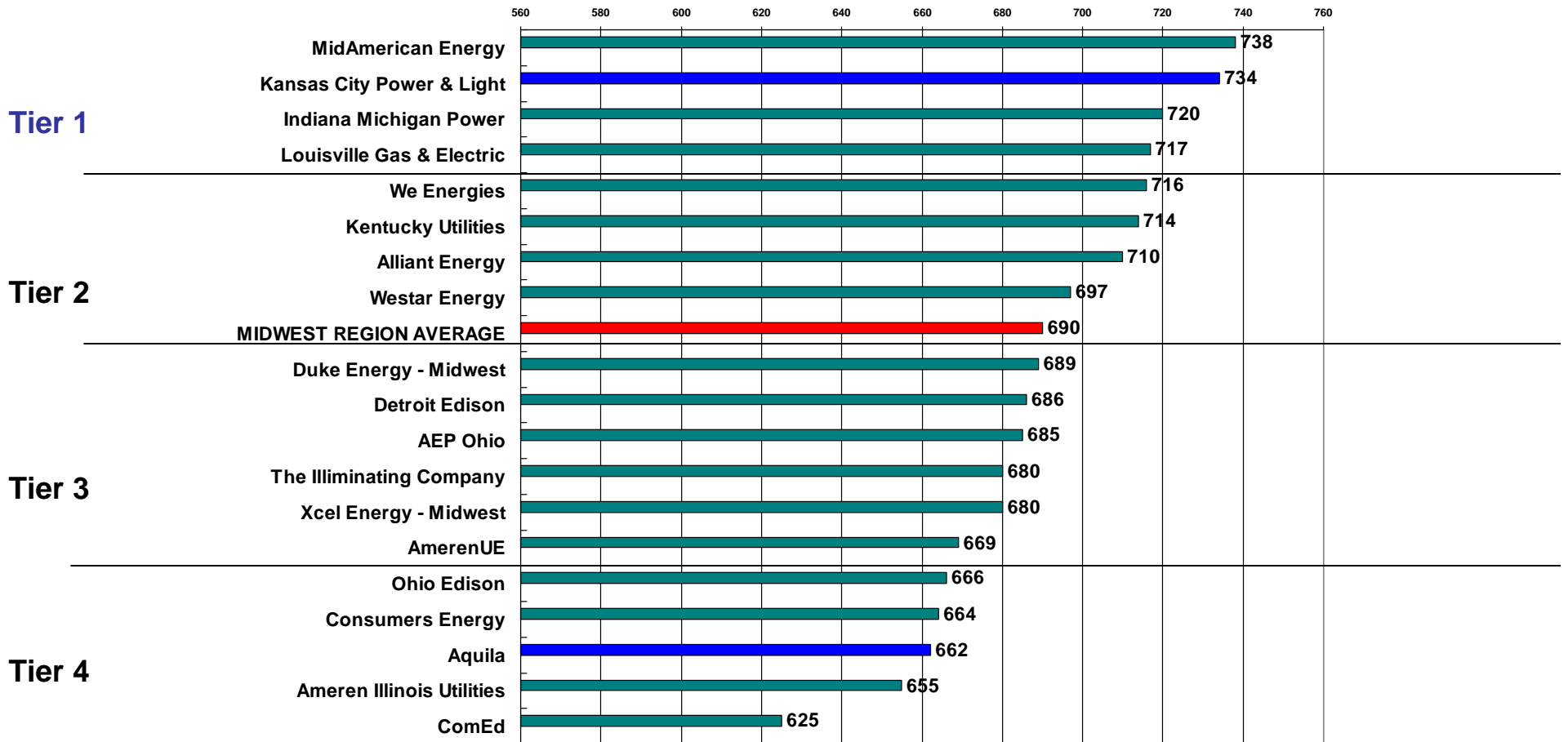
NOTE: A combined KCP&L and Aquila CSI score would be 553.

2008 Midwest Benchmark Comparison (Communications)



NOTE: A combined KCP&L and Aquila CSI score would be 569.

2008 Midwest Benchmark Comparison (Customer Service)



NOTE: A combined KCP&L and Aquila CSI score would be 705.