

Appendix 5.S

AccountLink Satisfaction Survey Results

May 30, 2008

- Fielded from Tuesday, May 13 – Wednesday, May 21
- Pop-up on AccountLink Payment Confirmation screen
- Number of respondents: 1,561

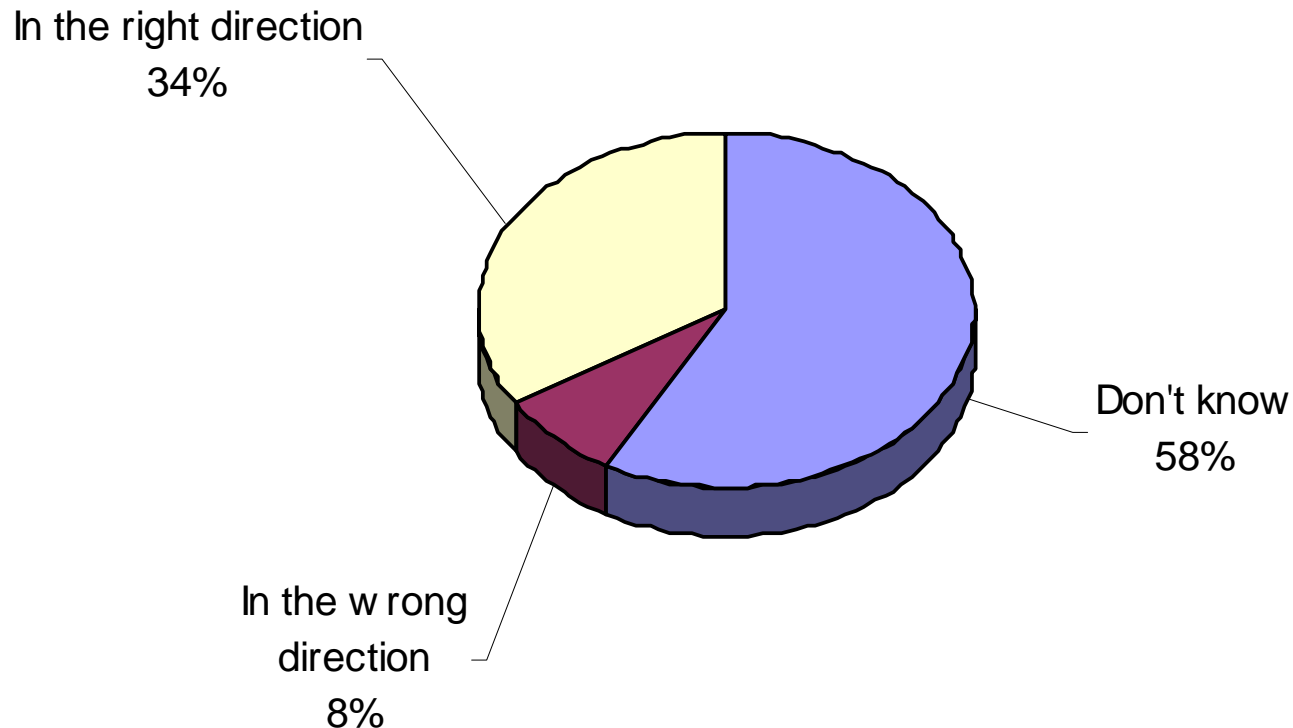
Summary of Findings



- ❑ One-third of the respondents (34%) feel that KCP&L is headed in the right direction with the energy situation facing our nation. More than half (58%) are not sure about KCP&L's efforts.
- ❑ The most important energy company initiatives for respondents are “Energy at the lowest possible cost” and “Best response time after power outages.”
- ❑ The Number One activity that respondents are doing to address their concern about the environment is to adjust their thermostat (84%). Also, 71% are using CFLs.

KCP&L's Direction

When you think about the overall energy situation we face today as a nation, and how we are addressing it, do you think KCP&L is headed in the right direction?



Importance of KCP&L Energy Company Initiatives

How important are the following energy company initiatives to you?
Using a scale of “1” to “10”, please rate the following possible KCP&L initiatives.

	<u>Top Box</u>	<u>Top 2-Box</u>	
Energy at the lowest possible cost	62%	72%	Most Important
Best response time after power outages	53%	67%	
Opportunity to buy from renewable sources	46%	60%	Moderate Importance
Provides tips & programs to save money	39%	52%	
Leader in reducing carbon	40%	51%	

Actions Addressing Concern About the Environment

Are you personally doing anything different in your everyday life to help address your concern about the environment?

(Multiple responses permitted.)

<input type="checkbox"/> Adjust thermostat	85%	Activity Level I
<input type="checkbox"/> Use CFLs	70%	
<input type="checkbox"/> Conserve Energy	68%	Activity Level II
<input type="checkbox"/> Recycling	68%	
<input type="checkbox"/> Drive less/walk/bicycle	43%	Activity Level III
<input type="checkbox"/> Drive more fuel-efficient car	31%	
<input type="checkbox"/> Use renewables	13%	Activity Level IV
<input type="checkbox"/> Use public transportation	5%	
<input type="checkbox"/> Other	6%	