

KCP&L/GMP Exhibit No. 14
Date 2/11/16 Reporter AT
File No. EA-2015-0256

Customer Advisory Panel Sustainability

Data Collection 4/9-4/16/2015



Kris McDaniel

Market Research Analyst, Customer Insights

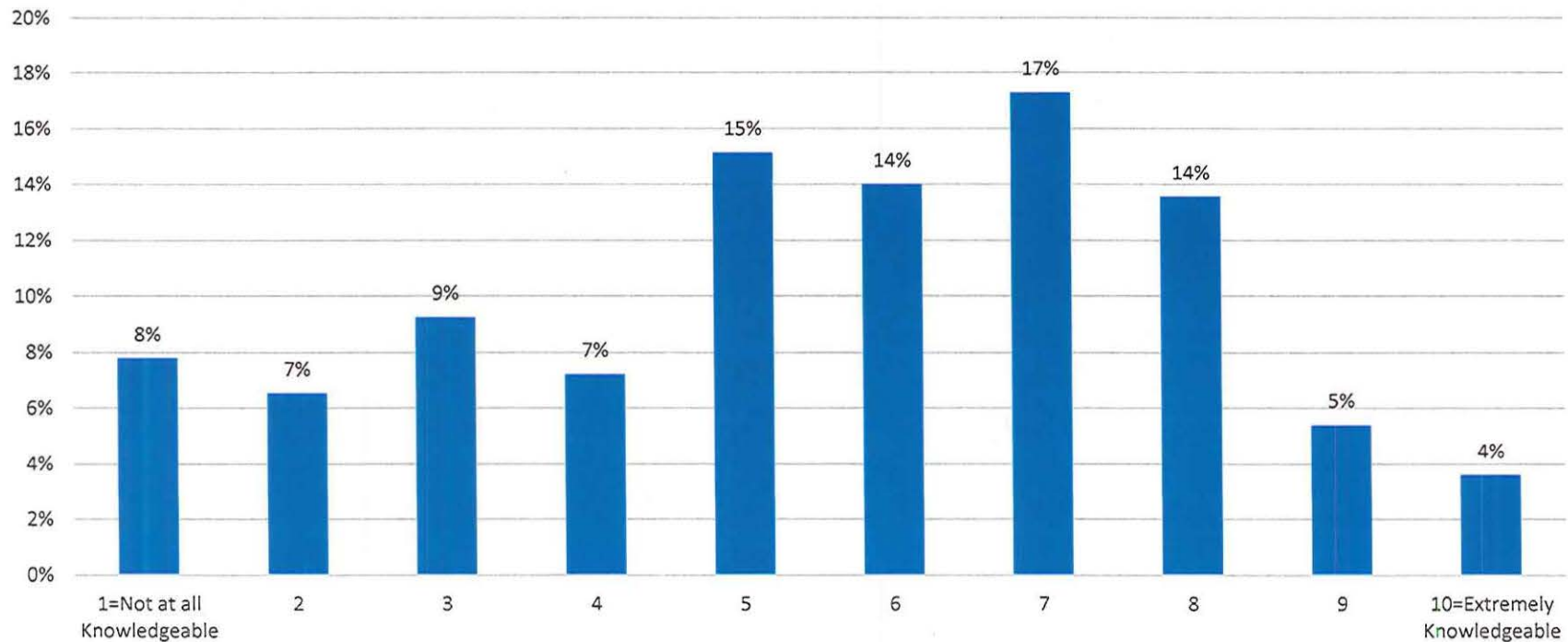
Summary

- 22 panelists already have an alternative energy source at their home
- The biggest roadblock to conversion to alternative energy is the price of the equipment
- The largest reason to install alternative energy is the desire to be more green



Awareness of alternative energy sources has a mean score of 5.5

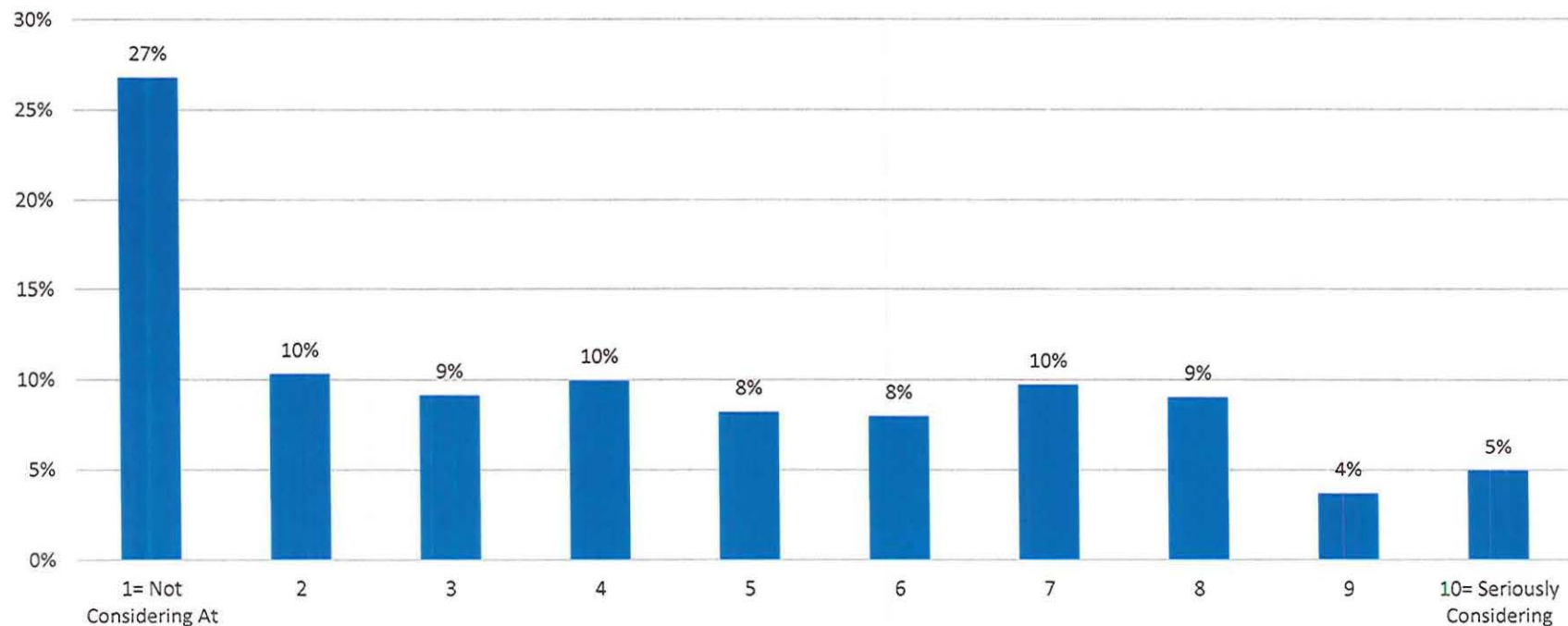
Question: How would you rate your knowledge of alternative energy sources that are currently available to homeowners? This can include solar panels, wind turbines, etc.



Mean Score: 5.5

Consideration of installing alternative energy sources has a mean score of 4.3

Question: At this point, how seriously have you considered installing any of these alternative energy sources?

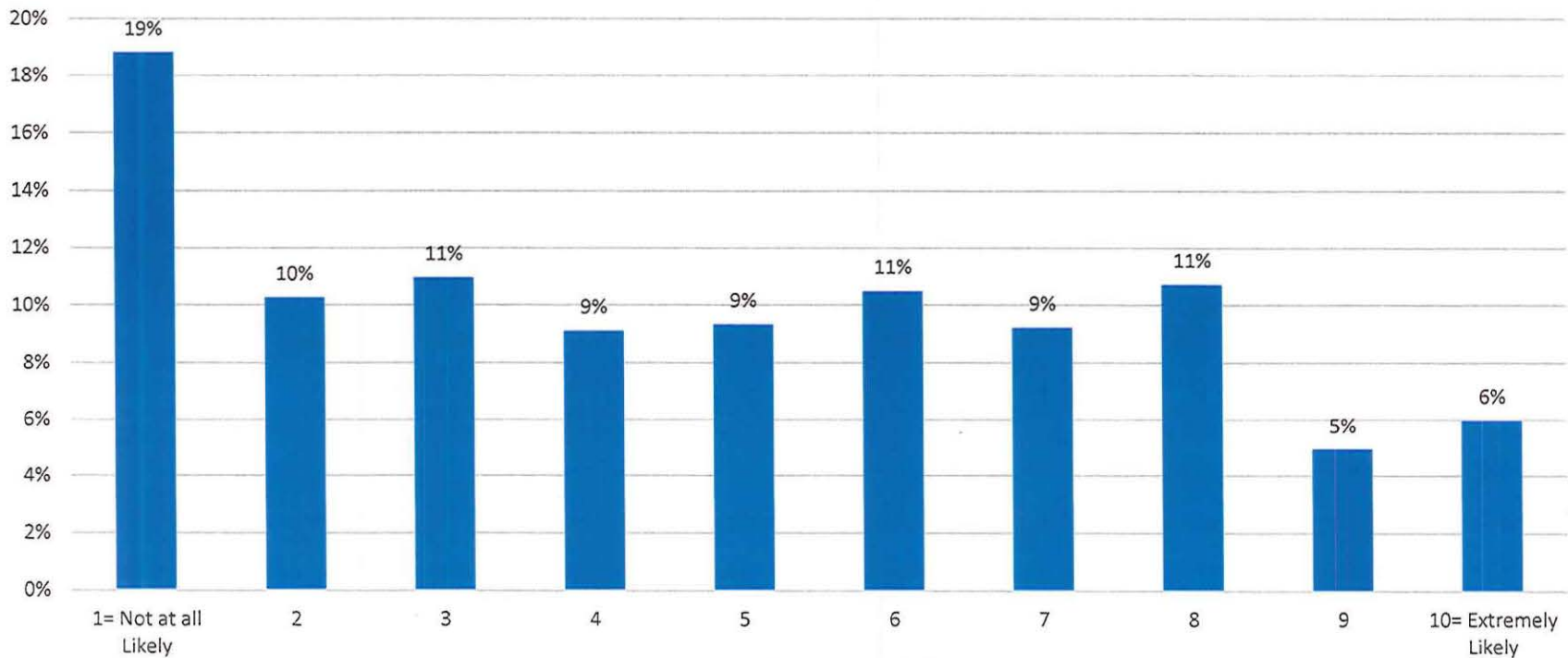


Mean Score: 4.3

N=862

Likelihood to adopt alternative energy in the next 5 years has a mean score of 4.9

Question: How likely are you to consider installing alternative energy at your house within the next five years?

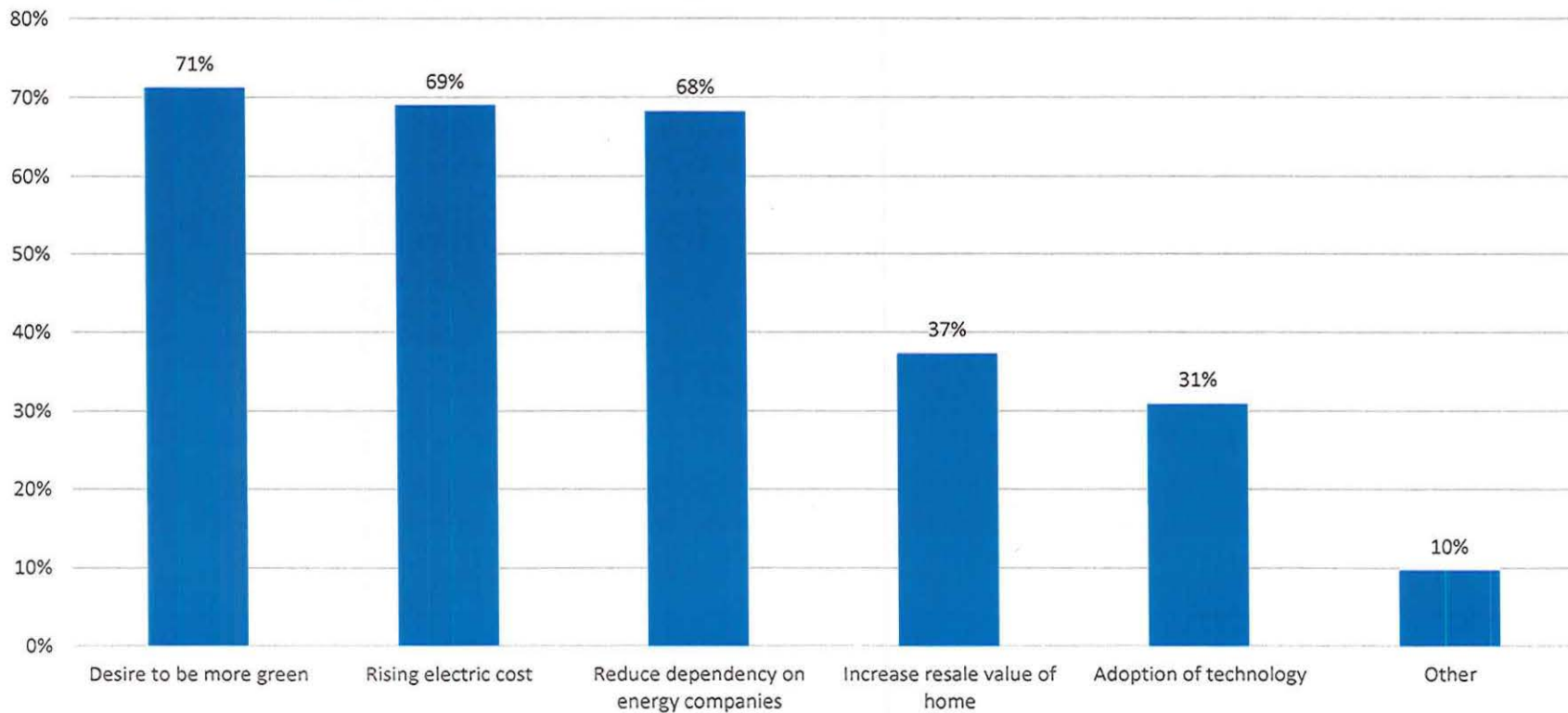


Mean Score: 4.9

N=866

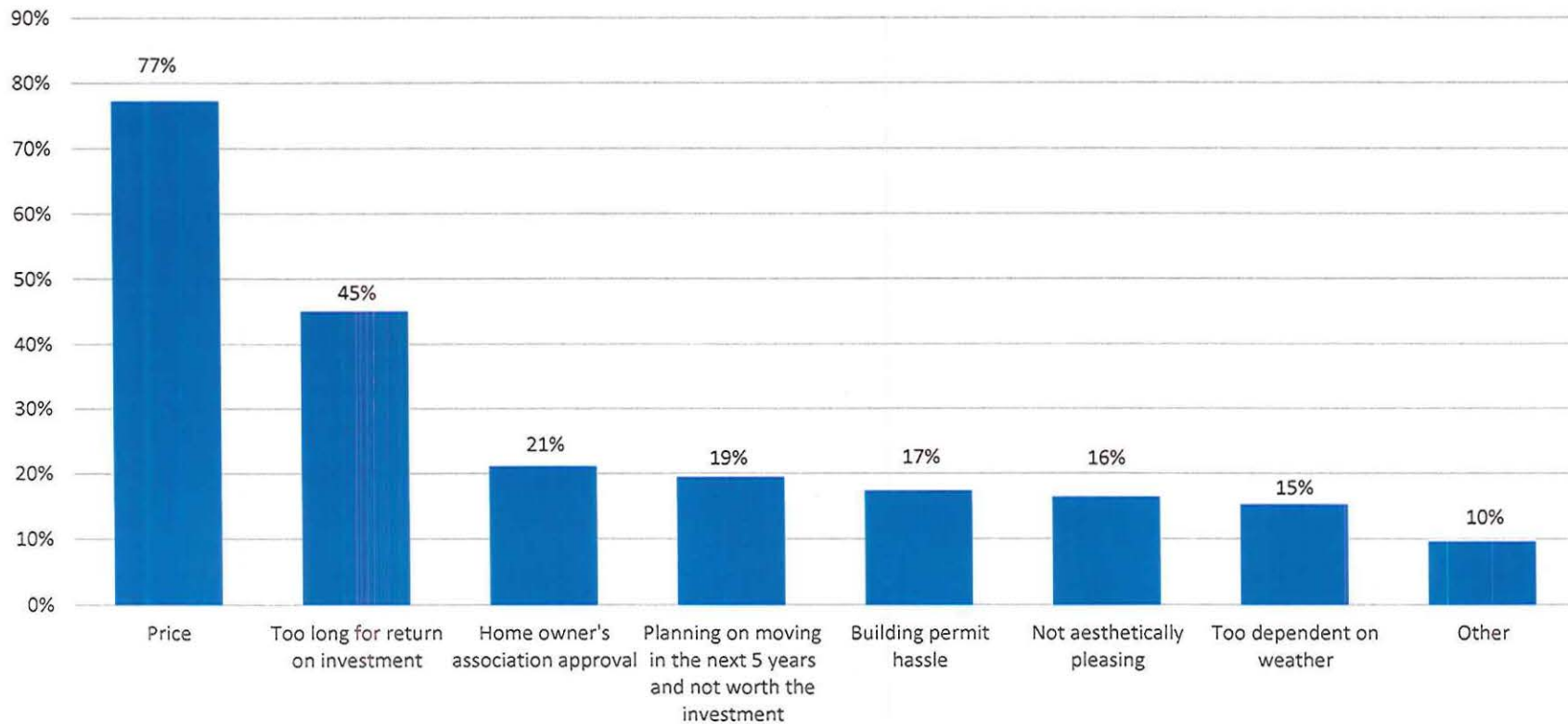
Desire to be more green was the top selected reason why panelists would consider installing alt. energy sources

Question: What are the reason(s) that would make you consider installing a form of alternative energy source at your home in the next five years? This can include solar panels, wind turbine, etc.



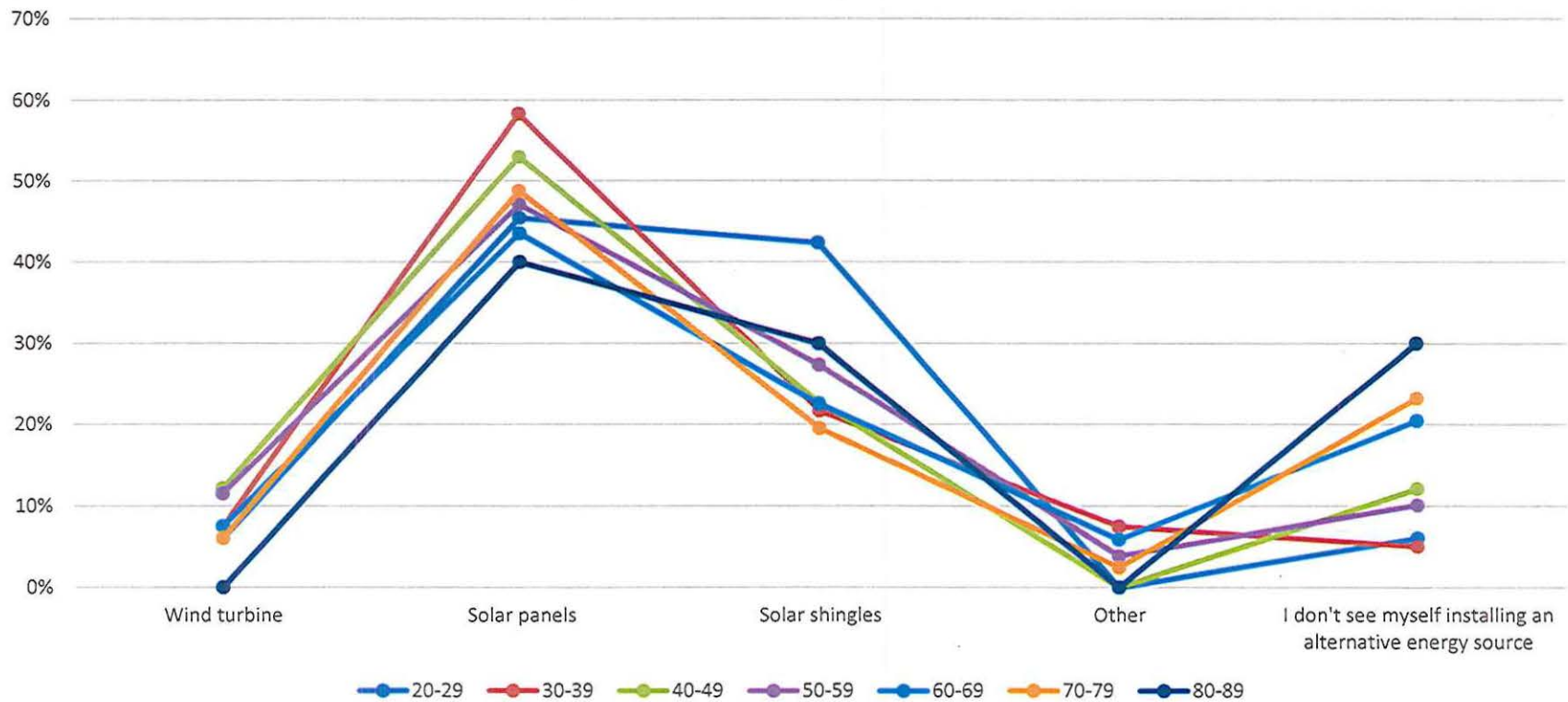
Price is the top reason why panelists would not install alternative energy sources

Question: What, if anything, do you think would keep you from installing a form of alternative energy at your house in the next five years? This can include solar panels, wind turbine, etc.



Half of the panel stated they would install solar panels over other types of alternative energy sources

Question: If given the opportunity to install an alternative energy source at your home, which type would you choose?



Panel Stats

- The panel consisted of 1,234 completed surveys



Customer Advisory Panel



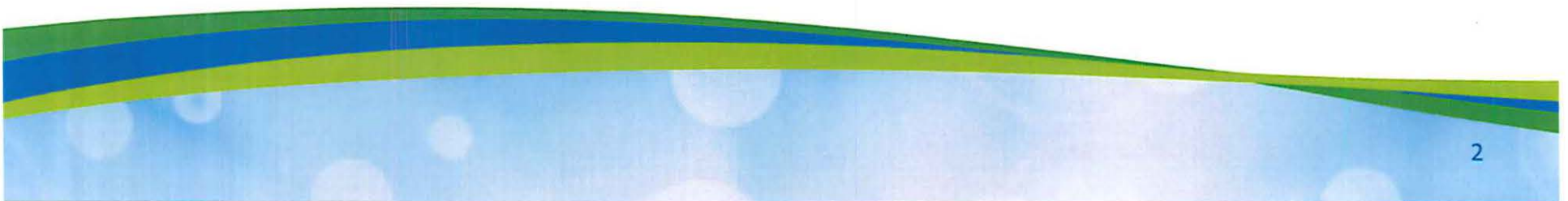
Data Collection 9/23-9/29/2015

Kris McDaniel

Market Research Analyst, Customer Insights

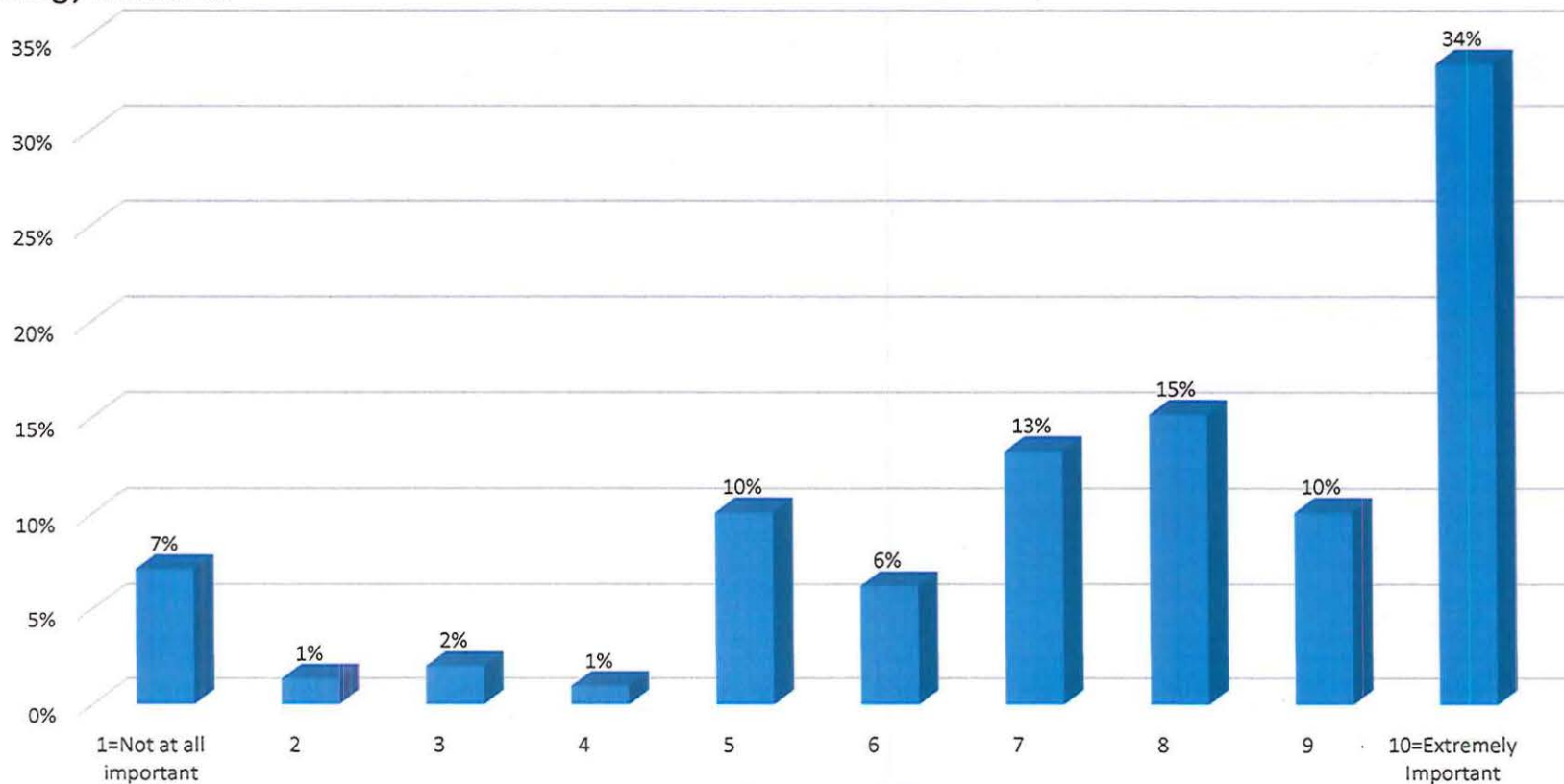
Summary

- Panelists believe it is important for KCP&L to use alternative energy sources, and a fifth of panelists would be willing to pay more for an all-green rate for renewable energy
- Panelists are somewhat interested in a Time of Day rate



The majority of panelists believe it is important that KCP&L uses alternative energy

Question: How important is it to you that KCP&L uses alternative energy from wind and solar as part of their energy network?

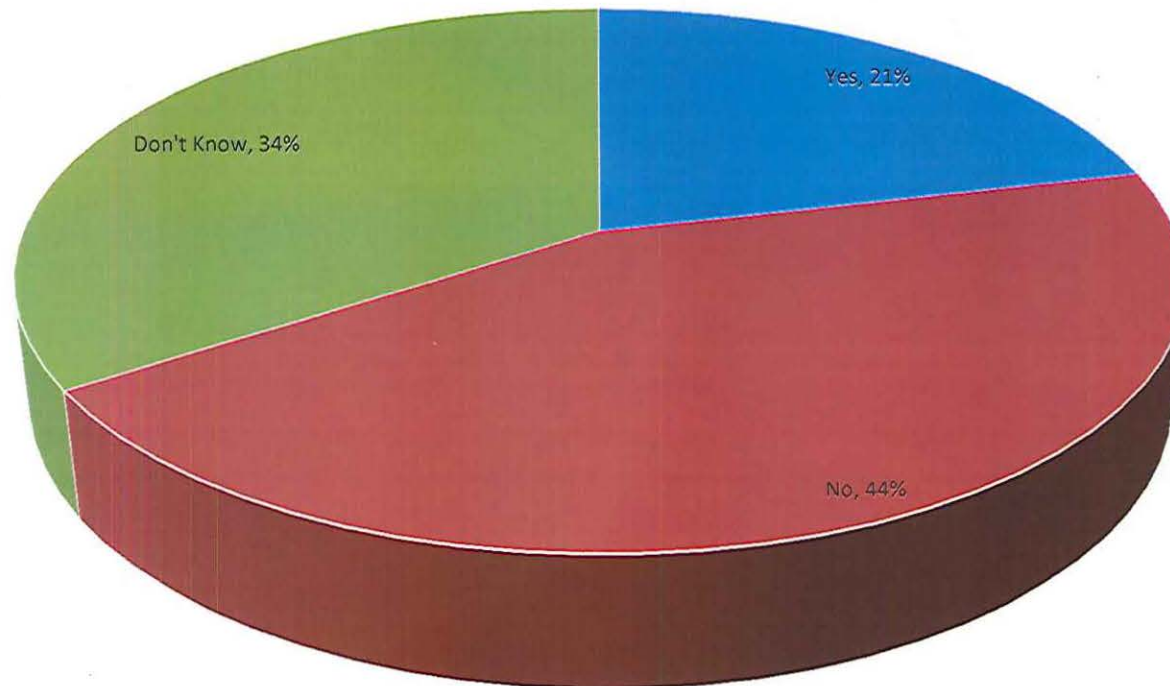


Mean Score: 7.5

N=1039

A fifth of panelists would be interested in an all-green rate, even if it is higher

Question: Would you be interested in a green rate that would be slightly higher, however all of your energy would be generated from renewable energy sources (e.g., solar, wind)?



N=1039

Panel Stats

- 1,039 panelists completed the survey

