

Confidential Release

Case Number: 99-1729-EL-ETP

**Date of Confidential Document:
JANUARY 18, 2000**

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Exhibits released per Entry filed 4/8/2002.

Before
THE SUPREME COURT OF OHIO

00-2260

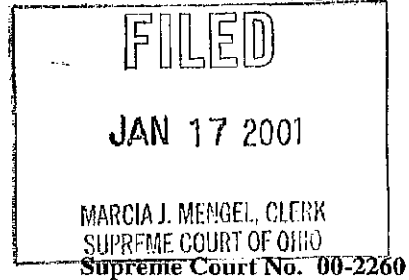
Columbus Southern Ohio Power Co.
and
Ohio Power Company
1 Riverside Plaza-29
Columbus, Ohio 43215-2373

Appellant,

VS.

The Public Utilities Commission
Of Ohio
180 East Broad Street
Columbus, Ohio 43215-3793

Appellee.



Being Before
THE PUBLIC UTILITIES COMMISSION OF OHIO

In the matter of the application of Columbus Southern
Power Company for approval of an Electric
Transition Plan and Application for receipt of
Transition Revenues.

Case No. 99-1729-EL-ETP, et al.,

CONFIDENTIAL DOCUMENTS

Volume I of I

CONFIDENTIAL

WP-EXHIBIT NO. EPK-2

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Witness Responsible Edward P. Kahr

AEP SYSTEM *Variable*
12-Month Average of System Operations O&M

1998 == == ==>	1/01	2/01	3/01	4/01	5/01	6/01	7/01	8/01	9/01	10/01	11/01	12/01	1998 - 12/98 12-Mth AVG. M/Kwh	< == Upd
Amos 1	0.70	0.70	0.72	0.70	0.70	0.72	0.71	0.69	0.72	0.71	0.70	0.70	Amos 1	0.71
Amos 2	0.70	0.70	0.72	0.70	0.70	0.72	0.71	0.69	0.72	0.71	0.70	0.70	Amos 2	0.71
Amos 3	0.70	0.70	0.72	0.70	0.70	0.72	0.71	0.69	0.72	0.71	0.70	0.70	Amos 3	0.71
Beckford 6	1.32	1.42	1.48	1.45	1.38	1.18	1.06	0.88	0.65	0.57	0.68	0.65	Beckford 6	1.05
Big Sandy 1	1.48	0.66	0.64	0.63	0.62	0.66	0.68	0.75	0.78	0.78	0.76	0.77	Big Sandy 1	0.77
Big Sandy 2	1.48	0.66	0.64	0.63	0.62	0.66	0.68	0.75	0.78	0.78	0.76	0.77	Big Sandy 2	0.77
Cardinal 1	1.23	0.89	0.95	0.93	0.90	0.86	0.71	0.64	0.61	0.59	0.60	0.65	Cardinal 1	0.81
Cardinal 2	1.23	0.89	0.95	0.93	0.90	0.86	0.71	0.64	0.61	0.59	0.60	0.65	Cardinal 2	0.81
Cardinal 3	1.23	0.89	0.95	0.93	0.90	0.86	0.71	0.64	0.61	0.59	0.60	0.65	Cardinal 3	0.81
Clinch 1	0.87	0.85	0.84	0.84	0.81	0.75	0.68	0.61	0.60	0.63	0.65	0.67	Clinch 1	0.73
Clinch 2	0.87	0.85	0.84	0.84	0.81	0.75	0.68	0.61	0.60	0.63	0.65	0.67	Clinch 2	0.73
Clinch 3	0.87	0.85	0.84	0.84	0.81	0.75	0.68	0.61	0.60	0.63	0.65	0.67	Clinch 3	0.73
Conesville 1	1.67	1.55	1.56	1.54	1.58	1.52	1.35	1.16	1.05	1.03	1.00	1.00	Conesville 1	1.33
Conesville 2	1.67	1.55	1.56	1.54	1.58	1.52	1.35	1.16	1.05	1.03	1.00	1.00	Conesville 2	1.33
Conesville 3	1.67	1.55	1.56	1.54	1.58	1.52	1.35	1.16	1.05	1.03	1.00	1.00	Conesville 3	1.33
Conesville 4	1.67	1.55	1.56	1.54	1.58	1.52	1.35	1.16	1.05	1.03	1.00	1.00	Conesville 4	1.33
Conesville 5	1.67	1.55	1.56	1.54	1.58	1.52	1.35	1.16	1.05	1.03	1.00	1.00	Conesville 5	1.33
Conesville 6	1.67	1.55	1.56	1.54	1.58	1.52	1.35	1.16	1.05	1.03	1.00	1.00	Conesville 6	1.33
D C Cook 1	2.71	3.24	3.74	4.10	4.65	6.06	8.72	16.27	83.21				D C Cook 1 *	14.74
D C Cook 2	2.71	3.24	3.74	4.10	4.65	6.06	8.72	16.27	83.21				D C Cook 2 *	14.74
Gavin 1	0.87	0.81	0.86	0.80	0.77	0.77	0.76	0.76	0.70	0.63	0.62	0.71	Gavin 1	0.76
Gavin 2	0.87	0.81	0.86	0.80	0.77	0.77	0.76	0.76	0.70	0.63	0.62	0.71	Gavin 2	0.76
Glen Lyn 5	2.44	2.25	2.11	2.09	2.06	2.09	2.11	2.09	2.04	2.06	1.80	1.38	Glen Lyn 5	2.04
Glen Lyn 6	2.44	2.25	2.11	2.09	2.06	2.09	2.11	2.09	2.04	2.06	1.80	1.38	Glen Lyn 6	2.04
Kammer 1	1.41	1.35	1.45	1.41	1.59	1.64	1.65	1.63	1.63	1.57	1.29	1.26	Kammer 1	1.49
Kammer 2	1.41	1.35	1.45	1.41	1.59	1.64	1.65	1.63	1.63	1.57	1.29	1.26	Kammer 2	1.49
Kammer 3	1.41	1.35	1.45	1.41	1.59	1.64	1.65	1.63	1.63	1.57	1.29	1.26	Kammer 3	1.49
Kanawha 1	0.89	0.88	0.89	0.84	0.85	0.86	0.88	0.84	0.85	0.82	0.80	0.81	Kanawha 1	0.85
Kanawha 2	0.89	0.88	0.89	0.84	0.85	0.86	0.88	0.84	0.85	0.82	0.80	0.81	Kanawha 2	0.85
Mitchell 1	0.77	0.65	0.76	0.76	0.77	0.77	0.76	0.74	0.73	0.71	0.71	0.63	Mitchell 1	0.73
Mitchell 2	0.77	0.65	0.76	0.76	0.77	0.77	0.76	0.74	0.73	0.71	0.71	0.63	Mitchell 2	0.73
Mountainview 1	0.64	0.68	0.63	0.60	0.60	0.66	0.77	0.92	0.93	0.94	0.94	0.94	Mountainview 1	0.76
Muskingum 1	1.27	1.18	1.38	1.34	1.27	1.26	1.33	1.45	1.53	1.55	1.49	1.36	Muskingum 1	1.37
Muskingum 2	1.27	1.18	1.38	1.34	1.27	1.26	1.33	1.45	1.53	1.55	1.49	1.36	Muskingum 2	1.37
Muskingum 3	1.27	1.18	1.38	1.34	1.27	1.26	1.33	1.45	1.53	1.55	1.49	1.36	Muskingum 3	1.37
Muskingum 4	1.27	1.18	1.38	1.34	1.27	1.26	1.33	1.45	1.53	1.55	1.49	1.36	Muskingum 4	1.37
Muskingum 5	1.27	1.18	1.38	1.34	1.27	1.26	1.33	1.45	1.53	1.55	1.49	1.36	Muskingum 5	1.36
Picway 6	2.20	2.17	2.22	2.24	2.35	2.33	2.43	2.19	2.33	2.39	2.36	2.26	Picway 6	2.29
Rockport 1	0.72	0.67	0.76	0.74	0.73	0.68	0.68	0.64	0.67	0.65	0.65	0.65	Rockport 1	0.68
Rockport 2	0.72	0.67	0.76	0.74	0.73	0.68	0.68	0.64	0.67	0.65	0.65	0.65	Rockport 2	0.68
Sporn 1	1.49	1.39	1.47	1.55	1.54	1.46	1.39	1.24	1.19	1.21	1.22	1.19	Sporn 1	1.36
Sporn 2	1.49	1.39	1.47	1.55	1.54	1.46	1.39	1.24	1.19	1.21	1.22	1.19	Sporn 2	1.36
Sporn 3	1.49	1.39	1.47	1.55	1.54	1.46	1.39	1.24	1.19	1.21	1.22	1.19	Sporn 3	1.36
Sporn 4	1.49	1.39	1.47	1.55	1.54	1.46	1.39	1.24	1.19	1.21	1.22	1.19	Sporn 4	1.36
Sporn 5	1.49	1.39	1.47	1.55	1.54	1.46	1.39	1.24	1.19	1.21	1.22	1.19	Sporn 5	1.36
Stuart 1	0.86	0.81	0.75	0.77	0.82	0.81	0.88	0.89	0.87	0.87	0.91	1.06	Stuart 1	0.87
Stuart 2	0.86	0.81	0.75	0.77	0.82	0.81	0.88	0.89	0.87	0.87	0.91	1.06	Stuart 2	0.87
Stuart 3	0.86	0.81	0.75	0.77	0.82	0.81	0.88	0.89	0.87	0.87	0.91	1.06	Stuart 3	0.87
Stuart 4	0.86	0.81	0.75	0.77	0.82	0.81	0.88	0.89	0.87	0.87	0.91	1.06	Stuart 4	0.87
Tanners 1	1.26	1.14	1.34	1.31	1.34	1.46	1.45	1.51	1.58	1.59	1.62	1.78	Tanners 1	1.45
Tanners 2	1.26	1.14	1.34	1.31	1.34	1.46	1.45	1.51	1.58	1.59	1.62	1.78	Tanners 2	1.45
Tanners 3	1.26	1.14	1.34	1.31	1.34	1.46	1.45	1.51	1.58	1.59	1.62	1.78	Tanners 3	1.45
Tanners 4	1.26	1.14	1.34	1.31	1.34	1.46	1.45	1.51	1.58	1.59	1.62	1.78	Tanners 4	1.45
Zimmer 1	1.06	1.13	1.04	1.08	1.00	0.89	0.93	0.89	0.92	0.90	0.89	0.76	Zimmer 1	0.97

Notes: * Cook information is collected from September '98 GADP804 Report, (12-Month Ending) MAINTENANCE EXPENSES * .50.
No data reported in the September '98 - ? GADP804 Report for maintenance, due to extended outage at both units.

Integrated Resource Planning Division
K:\Internat\Forecast\FANDLO&M.WB2/TAB: O_M

December 22, 1998
04:50 PM

05/11/99 01:17:00
ALL OTHERS ARE UNAUTHORIZED

	Long Term Forecast											
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
AMDS	12002	12137	12072	12107	12110	12088	12074	12016	12000	12000	12000	12000
BIG SANDY	12142	12157	12082	12105	12119	12111	12119	12085	12118	12000	12000	12000
CARDINAL 1	12229	12051	11963	12000	12000	12000	12000	12000	12000	12000	12000	12000
CARDINAL 2,3	12272	12254	12345	12241	12248	12216	12122	12123	12104	12110	12079	12079
CUNCH RIVER	12226	12287	12309	12300	12300	12300	12300	12300	12300	12300	12300	12300
CONESVILLE 1,2,3	11898	11908	12200	12189	11992	11882	11980	11888	11888	12000	12000	12000
CONESVILLE 4	11999	11985	12200	12189	12176	11882	11980	11888	11888	12000	12000	12000
CONESVILLE 5-6	12221	11951	12010	12044	12002	12027	12044	12128	11828	11828	11828	11828
GAWIN	11371	11274	11267	11880	12081	12200	12200	12200	12200	12200	12200	12200
GLENLYN	12448	12059	12314	12012	12300	12300	12300	12300	12300	12300	12300	12300
HAULIER	12279	13300	13300	13300	13300	13100	13100	13100	13100	13100	13100	13100
KANAWHA RIVER	12218	12118	12208	12218	12300	12300	12300	12300	12300	12300	12300	12300
MITCHELL	12278	12165	12251	12248	12238	12221	12219	12207	12215	12223	12223	12223
MOUNTAINEER	12183	12188	12283	12220	12187	12169	12120	12109	12000	12000	12000	12000
MUSKOGEE 1-4	11882	13050	13050	13050	13050	13050	13050	13050	13050	13050	13050	13050
MUSKOGEE 5	12258	12235	12331	12287	12308	12284	12233	12283	12291	12068	12000	12000
PIGWAY	11444	12008	11851	12000	12000	12000	12000	12000	12000	12000	12000	12000
ROCKPORT	9187	9188	9222	9187	9176	9176	9159	9154	9155	9171	9188	9185
SPORN	12000	12007	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000
TANNER'S CREEK 1-3	11882	11871	11838	11842	11838	11835	11838	11936	12000	12000	12000	12000
TANNER'S CREEK 4	13309	13308	13308	13304	13304	13304	13309	13304	13304	13309	13309	13309

CONFIDENTIAL

	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
WLOS	0.77	0.75	0.78	0.75	0.76	0.74	0.73	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	
BIG SAND	1.16	0.89	1.00	1.00	1.00	1.00	1.01	1.00	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	
CARDINAL 1	3.53	2.31	1.12	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	
CARDINAL 23	0.75	0.72	0.72	0.73	0.73	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	
CLINCH RIVER	0.75	0.78	0.78	0.78	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	
CONESVILLE 12.3	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	
CONESVILLE 4	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	2.70	
CONESVILLE 5-6	2.82	3.20	3.18	3.18	3.18	3.15	3.12	3.09	3.11	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	3.35	
SAVIN	3.32	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	3.33	
OLEN LYN	0.88	0.87	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	0.88	
KAMMER	3.28	1.64	1.64	1.64	1.64	1.64	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	1.70	
KAYAWA RIVER	0.78	0.82	0.81	0.81	0.81	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	0.84	
MITCHELL	0.77	0.73	0.74	0.74	0.74	0.74	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	0.73	
KOUNTAUBER	0.57	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	
WESKINGHAM 1-4	4.01	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	3.10	
WESKINGHAM 5	0.74	0.70	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	0.74	
PIGWAY	3.41	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	
ROCKPORT	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	0.55	
SPORT	1.60	1.46	1.44	1.42	1.42	1.49	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	0.72	
TANKERS CREEK 1-3	0.55	0.57	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	0.59	
TANKERS CREEK 4	1.45	1.45	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	1.46	

COLUMBUS SOUTHERN POWER COMPANY

CASE NO. 99-___-EL-ETP

AND OHIO POWER COMPANY

CASE NO. 99-___-EL-ETP

PART F

TRANSITION CHARGES

CONFIDENTIAL

CONFIDENTIAL-FILED
UNDER SEAL WITH THE
COMMISSION

4901:1-20-03

Appendix D
Transition Charges

Part F, §(B)(1)(d)

- (d) Provide any accumulated ("banked") emission allowances as of December 31, 1998, and projected allowances as of December 31, 1999 and December 31, 2000.

Company's Response: CSP's and OPCO's emission allowance balances at December 31, 1998 were 130,700 and 217,835 allowances, respectively. CSP's projected allowance balances at December 31, 1999 and December 31, 2000 are 157,826 and 99,907, respectively. OPCO's projected allowance balances at December 31, 1999 and December 31, 2000 are 237,322 and 141,248, respectively.

Please note that these projections do not include allowance trading activity which is driven by market price. The Company will provide the requested information when it becomes available.

CONFIDENTIAL**AEP System Fixed and Variable Operations and Maintenance Expense and Rates**

PLANT	1999 Forecast Fixed O&M (\$000)	1/98 - 12/98 Variable O&M (M/Kwh)
Amos 1	9,799	0.71
Amos 2	9,799	0.71
Amos 3	15,923	0.71
Beckjord	992	1.05
Big Sandy 1	3,043	0.77
Big Sandy 2	9,365	0.77
Cardinal 1	8,696	0.81
Clinch River 1	2,654	0.73
Clinch River 2	2,654	0.73
Clinch River 3	2,654	0.73
Conesville 1	2,340	1.33
Conesville 2	2,340	1.33
Conesville 3	3,088	1.33
Conesville 4	6,345	1.33
Conesville 5	7,019	1.33
Gavin 1	37681	0.76
Gavin 2	57,672	0.76
Glen Lyn 5	1,073	2.04
Glen Lyn 6	2,710	2.04
Kammer 1	3,043	1.49
Kammer 2	3,043	1.49
Kammer 3	3,043	1.49
Kanawha River 1	2,258	0.85
Kanawha River 2	2,258	0.85
Mitchell 1	11,594	0.73
Mitchell 2	11,594	0.73
Mountaineer	14,679	0.76
Muskingum 1	2,971	1.37
Muskingum 2	2,971	1.37
Muskingum 3	3,116	1.37
Muskingum 4	3,116	1.37
Muskingum 5	8,478	1.36
Pickway 5	1,872	2.29
Rockport 1	27,656	0.68
Rockport 2	138,430	0.68
Sporn 1	2,037	1.36
Sporn 2	2,037	1.36
Sporn 3	2,037	1.36
Sporn 4	2,037	1.36
Sporn 5	6,110	1.36
Stuart 1	2,845	0.87
Stuart 2	2,845	0.87
Stuart 3	2,845	0.87
Stuart 4	2,845	0.87
Tanners Creek 1	1,887	1.45
Tanners Creek 2	1,887	1.45
Tanners Creek 3	2,668	1.45
Tanners Creek 4	6,508	1.45
Zimmer	6,177	0.97

AEP System Fuel Rates (cents/mBtu) 2000 - 2015

NOTE: Mine shut down costs are excluded in rates shown.

PLANT	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Amos	128	130	131	133	133	136	138	142	149	153	156	159	162	166	169	173
Big Sandy	109	107	109	111	114	115	118	119	131	141	144	147	150	153	157	160
Cardinal 1	125	128	135	138	142	145	148	151	154	157	160	164	167	171	174	178
Cardinal 2,3	156	161	163	167	170	168	171	175	179	183	187	192	201	175	179	182
Clinch River	121	126	120	125	142	145	148	151	154	157	160	163	167	170	174	177
Conesville 1,2,3	123	125	121	122	127	128	130	132	134	138	170	173	177	181	185	189
Conesville 4	123	125	121	122	127	128	130	132	134	138	180	183	187	191	195	200
Conesville 5,6	109	112	99	101	102	104	103	104	103	105	107	110	112	114	117	119
Gavin	170	154	91	91	91	91	93	94	95	97	99	101	103	105	107	109
Glen Lyn	129	131	136	142	159	163	166	170	173	177	181	185	189	193	197	201
Kammer	134	138	142	145	149	131	133	135	137	139	142	145	148	151	154	157
Kanawha River	128	130	133	121	127	130	133	135	138	141	144	147	150	153	156	159
Mitchell	145	150	153	157	162	164	167	171	175	181	185	190	197	178	181	185
Mountaineer	143	134	137	137	141	144	147	150	152	155	158	161	165	168	171	175
Muskingum 1,2,3,4	114	116	117	118	120	122	124	126	128	131	133	136	139	142	145	148
Muskingum 5	139	135	139	141	145	147	151	155	166	173	176	180	184	188	192	196
Pickway	121	118	126	129	131	134	136	183	187	191	196	200	204	209	213	218
Rockport	113	115	119	122	124	126	129	133	135	138	142	145	148	152	155	158
Spom	113	115	116	118	141	144	146	149	152	156	159	162	165	169	172	176
Tanners Creek 1,2,3	126	128	130	133	136	139	142	145	153	156	159	162	166	169	173	176
Tanners Creek 4	122	124	127	129	132	134	137	140	142	150	154	157	160	164	167	171

TABLE 1000



AEP: America's Energy Partner SM

Likelihood To Switch Electricity Suppliers

**Data Compiled From
AEP Research Projects**

November 15, 1999

**Data prepared by
AEP Market Research, Consumer Services**

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**CORPORATE
REPUTATION
DATA**

Summer, 1999

Analysis of Recent (Summer 1999) Corporate Reputation Data Likelihood To Switch Electricity Suppliers

prepared by:

Bradley S. Berson, Senior Market Research Analyst
Market Research Department, American Electric Power
Audinet 200-2489

November 15, 1999

This summary details data from the Summer 1999 administration of the American Electric Power (AEP) Corporate Reputation Study. This study consists of two customer classes – residential and small commercial and industrial (small C&I). These data were obtained during telephone interviews conducted between August 2nd and August 15th for residential customers and between August 16th and August 31st for small C&I customers.

A total of 533 interviews were completed for residential customers and 267 for small C&I customers. All interviews were stratified across the eight AEP regions and were conducted by an outside vendor selected by AEP for this project. This project has been ongoing for several years and has three survey administration periods scheduled for 1999.

Copies of both the residential and small C&I surveys have been included with this analysis. The items dealing with customer switching are questions 68 through 72 on the residential survey and questions 69 through 73 on the small C&I survey. These questions are formatted so as to allow use of the following response scale:

- Extremely likely to stay with AEP
- Somewhat likely to stay with AEP
- Somewhat likely to switch to another electricity provider
- Extremely likely to switch to another electricity provider
- It depends
- Don't know
- Refused

For any of the selected questions, those respondents classified as likely to switch are those responding with either "Extremely likely to switch" or "Somewhat likely to switch". The general sequence for these series of questions is to initially ask the respondent how they would react if prices were equal. Those that indicate they would switch are then asked what they would do if AEP was 5% (the actual amount that 5% of the respondents self-reported average monthly electric bill is provided) less than another electricity provider. Those that indicate they would still switch are presented with the additional scenario of AEP being 10% less than another provider.

Those who indicate that they would stay with AEP (by responding with "Extremely likely to stay with AEP", "Somewhat likely to stay with AEP", "It depends" or "Don't know") given equal pricing are lead through a similar progression of questions but are presented with scenarios of AEP being 5% and 10% higher than another electricity provider. The actual flow of these questions can be found by locating the applicable questions in the provided surveys and noting the interviewer directions within the brackets after each valid response option.

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AEP CORPORATE REPUTATION DATA

Data below are based on the Summer 1999 administrations for both residential and small C&I customer classes.

RESIDENTIAL CUSTOMER CLASS

Summary - Likelihood To Switch Electricity Providers		
ALL AEP (base = 533)		OHIO (base = 174)
Condition (Rating Number)	Percentage Switching	Percentage Switching
If AEP was 10% HIGHER than another electricity supplier	323	60%
If AEP was 5% HIGHER than another electricity supplier	198	31%
EQUAL price as another electricity supplier	63	13%
If AEP was 5% LOWER than another electricity supplier	42	7%
If AEP was 10% LOWER than another electricity supplier	19	3%
		6

SMALL C&I CUSTOMER CLASS

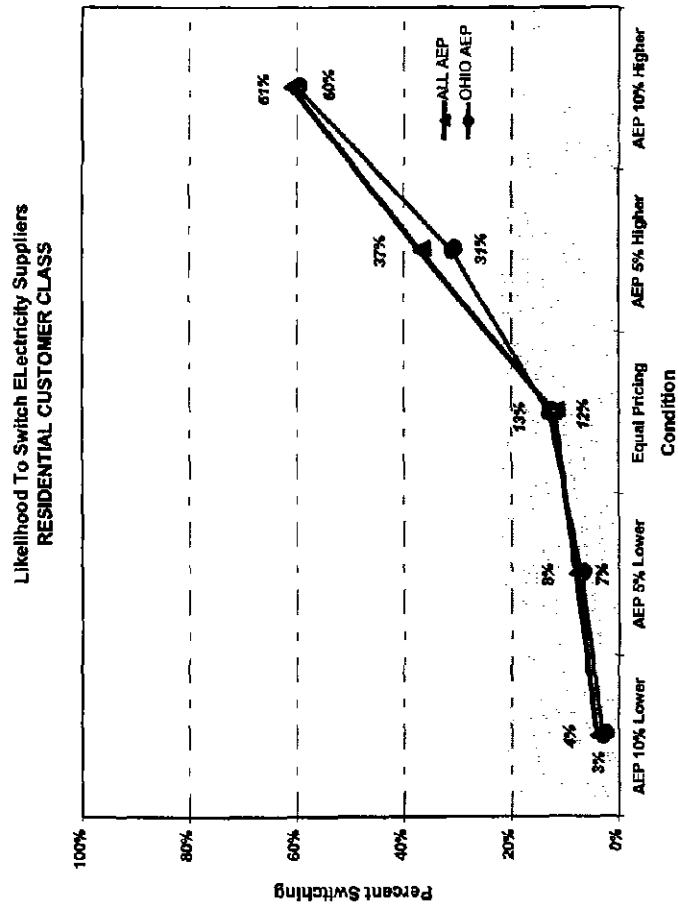
Summary - Likelihood To Switch Electricity Providers		
ALL AEP (base = 266)		OHIO (base = 106)
Condition (Rating Number)	Percentage Switching	Percentage Switching
If AEP was 10% HIGHER than another electricity supplier	198	72%
If AEP was 5% HIGHER than another electricity supplier	116	44%
EQUAL price as another electricity supplier	39	18%
If AEP was 5% LOWER than another electricity supplier	14	8%
If AEP was 10% LOWER than another electricity supplier	8	6%
		5

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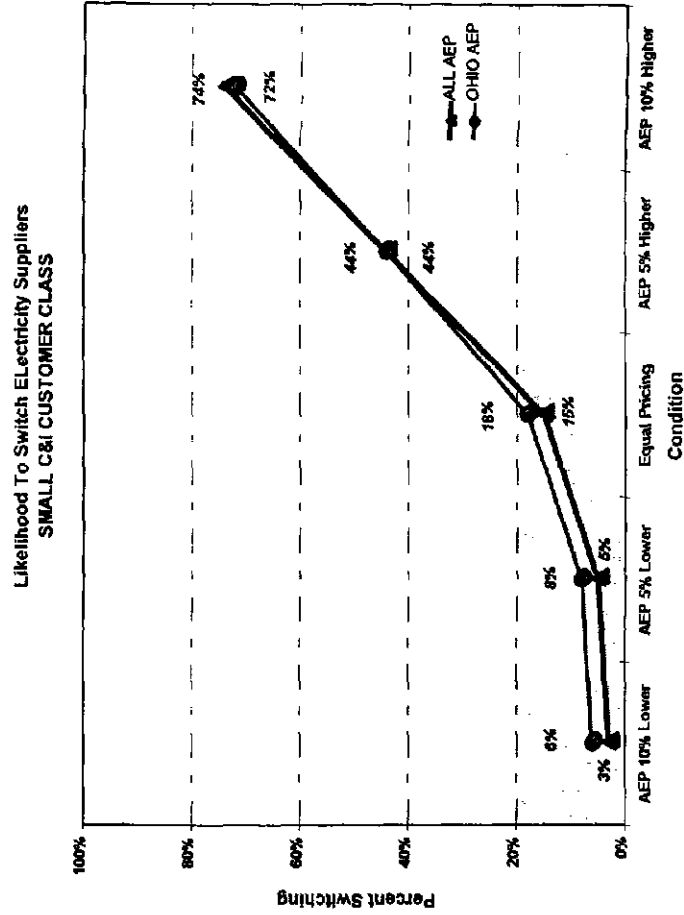
AEP CORPORATE REPUTATION DATA

Data below are based on the Summer 1999 administrations for both residential and small C&I customer classes.

Residential Customer Class Switching Data



Small C&I Customer Class Switching Data



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**1999 AEP RESIDENTIAL
SYSTEMWIDE CORPORATE STRATEGY,
REPUTATION, AND BRANDING SURVEY (WAVE II)**

QAAA. [SURVEY WAVE]

- | | |
|---|--------|
| 1 | Wave 1 |
| 2 | Wave 2 |
| 3 | Wave 3 |
-

QAA. [RECORD HALF SAMPLE]

- | | |
|---|---------------|
| 1 | Half Sample A |
| 2 | Half Sample B |
-

QA. [MOVE IN REGION FROM SAMPLE]

- | | |
|---|--------------------|
| 1 | Michiana |
| 2 | Indiana/Ohio |
| 3 | Central Ohio |
| 4 | Ohio/West Virginia |
| 5 | Tri-State |
| 6 | Virginia |
| 7 | West Virginia |
| 8 | Quad States |
-

(HEAD OF HOUSEHOLD OR SPOUSE; 18 YEARS OLD OR OLDER)

Hello, I'm _____ calling from MSI, a national survey research firm. We are conducting a scientific survey about the energy utilities that serve customers in your area, and we would very much like your opinions.

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Q1. Do you or does anyone in this household work for an electric or natural gas company, an advertising agency, public relations firm, news organization, or a market research firm?

- 1 Yes {TERMINATE}
 - 2 No {CONTINUE}
 - 3 Don't know {TERMINATE}
 - 4 Refused {TERMINATE}
-

Q2. Are you one of the primary decision-makers about how energy is used in your home? (IF NECESSARY: "By 'energy use' I mean things like the heating and water heating equipment you have, and the way you use energy in your home") (IF "NO" ASK, "Who is the energy decision-maker?")

- 1 Yes, respondent is decision maker {GO TO QB}
 - 2 Yes, both Respondent and Spouse/Other Adult are Decision-Makers {GO TO QB}
 - 3 No, spouse/other adult is decision maker (ASK TO SPEAK TO SPOUSE/OTHER ADULT (REREAD INTRO IF NEC.)-IF NOT AVAILABLE-SCHEDULE CALL BACK)
 - 4 No one designated as decision maker (ASK FOR PERSON WHO PAYS UTILITY BILLS (REREAD INTRO IF NEC.)-IF NOT AVAILABLE-SCHEDULE CALL BACK)
 - 5 Don't know {TERMINATE}
 - 6 Refused {TERMINATE}
-

QB. Gender (By Observation):

- 1 Male
 - 2 Female
-

ZIPCODE.

May I have your zipcode? [RECORD FIVE DIGIT ZIPCODE] _____

99999 DK/REFUSED {TERMINATE}

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Q3. What electric company provides electric service to your home? (ASK AS OPEN END) (INTERVIEWER NOTE: IF AEP IS MENTIONED ALONG WITH ANOTHER COMPANY, RECORD AEP: **MAKE SURE THE ACTUAL WORDS USED BY THE RESPONDENT ARE RECORDED BELOW**)

- 1 American Electric Power (AEP)
- 2 Appalachian Power
- 3 Columbus Southern Power/Columbus & Southern Ohio Electric/C&SOE/Columbus & Southern
- 4 Indiana Michigan Power/Indiana & Michigan Electric (I & M)/Michigan Power
- 5 Kentucky Power
- 6 Kingsport Power
- 7 Ohio Power
- 8 Wheeling Power
- 9 Other {TERMINATE}
- 10 Don't know {TERMINATE}
- 11 Refused {TERMINATE}

Just to clarify, your local electric company is now going by the name American Electric Power or AEP. I'll use that name to refer to your local electric company during this survey.

Q4. Do you have natural gas service in your home?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

Q5. Now, I'd like to ask a question about AEP. On a zero to ten scale with ten meaning a VERY FAVORABLE feeling, zero meaning a VERY UNFAVORABLE feeling, and five meaning NEITHER FAVORABLE NOR UNFAVORABLE, I'd like you to rate your feelings toward AEP. You can use any number from zero-to-ten. How do you feel about AEP?

[RECORD NUMBER 0-10]

- 11 Don't know
- 12 Refused

{IF Q5=6-10 ASK Q5A; OTHERWISE GO TO FILTER BEFORE Q5B}

Q5A. Why do you have a favorable feeling toward AEP? (PROBE FOR SPECIFICS)

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{IF Q5=5 ASK Q5B; OTHERWISE GO TO FILTER BEFORE Q5C}

Q5B. Why are you neither favorable nor unfavorable towards AEP? (PROBE FOR SPECIFICS)

{IF Q5=0-4 ASK Q5C; OTHERWISE GO TO Q6}

Q5C. Why do you have an unfavorable feeling towards AEP? (PROBE FOR SPECIFICS)

Q6. Now, I want you to imagine an ideal utility company. (PAUSE) How well do you think AEP compares with that ideal utility company? Please use a scale where ZERO means NOT VERY CLOSE TO THE IDEAL, and TEN means VERY CLOSE TO THE IDEAL.

[RECORD RATING FROM 0-10]

- 11 Don't know
 - 12 Refused
-

Q7. Based on your overall experience with AEP's service, how satisfied are you with having them as your electric company? Would you say you are ... (READ CODES 1-5)

- 1 Very satisfied
 - 2 Somewhat satisfied
 - 3 Neither satisfied nor dissatisfied
 - 4 Somewhat dissatisfied
 - 5 Very dissatisfied
 - 6 Don't know
 - 7 Refused
-

Q8. In terms of what you expect from AEP, to what extent has your local electric utility fallen short of, or exceeded your expectations? Using another scale where zero means falls short of your expectations and ten means exceeds your expectations, how would you rate AEP's performance?

[RECORD RATING FROM 0-10]

- 11 Don't know
 - 12 Refused
-

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Now, thinking about the electricity that is delivered to your residence...

{IF QAA=1, ASK QA9, OTHERWISE GO TO FILTER BEFORE QB9}

QA9. How satisfied are you with AEP's overall ability to provide you with electricity without interruption? (READ CODES 1-5 IF NECESSARY)

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Neither satisfied nor dissatisfied
- 4 Somewhat dissatisfied
- 5 Very dissatisfied
- 6 Don't know
- 7 Refused

{IF QAA=2, ASK QB9, OTHERWISE GO TO Q10}

QB9. How would you rate AEP's overall ability to provide you with electricity without interruption? Please rate them using a zero-to-ten scale, where ZERO means they are doing an EXTREMELY POOR JOB, TEN means they are doing an EXTREMELY GOOD JOB, and FIVE means NEITHER A GOOD NOR POOR JOB. Again, how would you rate AEP's performance being able to provide you with electricity without interruption?

[RECORD NUMBER 0-10]

- 11 Don't know
- 12 Refused

{ASK ALL}

Q10. In total, how many times in the last 12 months has the power to your home been interrupted or gone out? Please include both long outages and short, momentary interruptions.

[RECORD NUMBER OF OUTAGES 1-95]

- 00 No Outages
 - 96 96 or more outages
 - 97 Don't know
 - 98 Refused
-

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{IF Q10=1-96, ASK Q11; OTHERWISE GO TO FILTER BEFORE QA13}

Q11. How many of those power outages were only MOMENTARY interruptions which means there is a complete loss of power that lasts for LESS THAN ONE MINUTE?

[RECORD NUMBER OF OUTAGES 1-95]

00 No Outages

96 96 or more outages

97 Don't know

98 Refused

Q12. {NOT ASKED}

{IF QAA=1, ASK QA13, OTHERWISE GO TO FILTER BEFORE QB13}

QA13. Based on what you have experienced or know about AEP's performance, how satisfied are you with their general ability to restore service when power outages occur? (READ CODES 1-5 IF NECESSARY)

1 Very satisfied

2 Somewhat satisfied

3 Neither satisfied nor dissatisfied

4 Somewhat dissatisfied

5 Very dissatisfied

6 Don't know

7 Refused

{IF QAA=2, ASK QB13, OTHERWISE GO TO FILTER BEFORE QA14}

QB13. I'd again like you to use the same zero-to-ten scale that you used earlier. Based on what you have experienced or know about AEP's performance, how would you rate their general ability to restore electric service when power outages occur?

(IF NECESSARY: Please rate them using a zero-to-ten scale, where ZERO means they are doing an EXTREMELY POOR JOB, TEN means they are doing an EXTREMELY GOOD JOB, and FIVE means NEITHER A GOOD NOR POOR JOB?)

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

{IF QAA=1, ASK QA14, OTHERWISE GO TO FILTER BEFORE QB14}

QA14. Now I'd like you to think about POWER QUALITY. By power quality, I mean the condition of the electricity that enters your home. Some examples of power quality problems might be when the lights flicker, or when voltage fluctuations cause computers or other sensitive electric equipment to malfunction. When power quality problems occur, the power is still on, which is different than momentary outages when all electrical equipment stops operating for a few seconds. How satisfied are you with the POWER QUALITY you receive from AEP? (READ CODES 1-5 IF NECESSARY)

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Neither satisfied nor dissatisfied
- 4 Somewhat dissatisfied
- 5 Very dissatisfied
- 6 Don't know
- 7 Refused

{IF QAA=2, ASK QB14, OTHERWISE GO TO INTRO BEFORE Q15}

QB14. Now I'd like you to think about POWER QUALITY. By power quality, I mean the condition of the electricity that enters your home. Some examples of power quality problems might be when the lights flicker, or when voltage fluctuations cause computers or other sensitive electric equipment to malfunction. When power quality problems occur, the power is still on, which is different than momentary outages when all electrical equipment stops operating for a few seconds. Again using the same zero-to-ten scale, how would you rate AEP's performance regarding POWER QUALITY.

(IF NECESSARY: Please rate them using a zero-to-ten scale, where ZERO means they are doing an EXTREMELY POOR JOB, TEN means they are doing an EXTREMELY GOOD JOB, and FIVE means NEITHER A GOOD NOR POOR JOB?)

[RECORD NUMBER 0-10]

- 11 Don't know
 - 12 Refused
-

Now, I'd like to ask you to rate some characteristics that relate to AEP's customer service. For each word or phrase, please rate AEP on a zero to ten scale where ten means that the electric company performs very well; and zero means the electric company performs very poorly on that characteristic. A five would mean that the electric company performs neither well nor poorly on that characteristic. You can use any number from zero to ten. How would you rate AEP on...

(RANDOMIZE Q15-Q24C)

Q15. BEING CONCERNED AND CARING ABOUT CUSTOMERS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q16. BEING EASY TO DO BUSINESS WITH

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q17. BEING CUSTOMER-FOCUSED

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q18. TREATING YOU LIKE A VALUED CUSTOMER

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q19. HAVING KNOWLEDGEABLE PEOPLE TO DEAL WITH YOUR NEEDS AND CONCERNS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q20. BEING FLEXIBLE IN MEETING YOUR NEEDS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

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Q21. BEING EASY TO REACH BY PHONE

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q22. BEING ABLE TO SPEAK DIRECTLY WITH AN EMPLOYEE WHEN YOU WANT TO

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q23. FOLLOWING THROUGH ON COMMITMENTS MADE TO CUSTOMERS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q24. BEING ABLE TO GET THROUGH TO REPORT A POWER OUTAGE

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q24A. HAVING EMPLOYEES WHO SHOW RESPECT FOR CUSTOMERS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q24B. HAVING EMPLOYEES WHO LISTEN CAREFULLY TO YOU

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q24C. BEING RESPONSIVE IN MEETING CUSTOMER NEEDS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q25. In general, would you describe AEP's electric rates as very reasonable, somewhat reasonable, neither reasonable nor unreasonable, somewhat unreasonable, or very unreasonable?

- 1 Very reasonable
 - 2 Somewhat reasonable
 - 3 Neither reasonable nor unreasonable
 - 4 Somewhat unreasonable
 - 5 Very unreasonable
 - 6 Don't know
 - 7 Refused
-

(RANDOMIZE Q26 - Q28)

Q26. When you consider the VALUE you receive from AEP in terms of the ACTUAL PRODUCT THEY DELIVER, THAT IS -- ELECTRICITY, would you say you receive a very good value, moderately good value, neither good nor poor value, moderately poor value, or very poor value for what you pay?

- 1 Very good value
 - 2 Moderately good value
 - 3 Neither good nor poor value
 - 4 Moderately poor value
 - 5 Very poor value
 - 6 Don't know
 - 7 Refused
-

Q27. When you consider the VALUE you receive from AEP in terms of the THINGS THEY DO IN THE COMMUNITY AND AS AN EMPLOYER, would you say you receive a very good value, moderately good value, neither good nor poor value, moderately poor value, or very poor value for what you pay?

- 1 Very good value
 - 2 Moderately good value
 - 3 Neither good nor poor value
 - 4 Moderately poor value
 - 5 Very poor value
 - 6 Don't know
 - 7 Refused
-

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Q28. When you consider the VALUE you receive from AEP in terms of the CUSTOMER SERVICE THEY PROVIDE, would you say you receive a very good value, moderately good value, neither good nor poor value, moderately poor value, or very poor value for what you pay?

- 1 Very good value
 - 2 Moderately good value
 - 3 Neither good nor poor value
 - 4 Moderately poor value
 - 5 Very poor value
 - 6 Don't know
 - 7 Refused
-

Q29. Now, thinking about the monthly electric bill you receive from AEP and any interaction you may have had with the company about your electric bills, how satisfied are you with the way your monthly bills are handled by AEP? (READ CODES 1-5 IF NECESSARY)

- 1 Very satisfied
 - 2 Somewhat satisfied
 - 3 Neither satisfied nor dissatisfied
 - 4 Somewhat dissatisfied
 - 5 Very dissatisfied
 - 6 Don't know
 - 7 Refused
-

{IF QAA=1, ASK QA29, OTHERWISE GO TO INTRO BEFORE QB30}

QA29. How satisfied are you with the ACCURACY of the bills you receive from AEP? (READ CODES 1-5 IF NECESSARY)

- 1 Very satisfied
 - 2 Somewhat satisfied
 - 3 Neither satisfied nor dissatisfied
 - 4 Somewhat dissatisfied
 - 5 Very dissatisfied
 - 6 Don't know
 - 7 Refused
-

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Now, using the same zero to ten scale, where ten means that AEP performs very well; and zero means AEP performs very poorly. How would you rate AEP on the following characteristics. (READ IF NECESSARY: You can use any number from zero to ten.) Lets start with...

(RANDOMIZE QB30-Q42)

{IF QAA=2, ASK QB30, OTHERWISE CONTINUE}

QB30. PROVIDING ACCURATE BILLS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q31. OFFERING CONVENIENT LOCATIONS TO PAY YOUR BILLS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q32. MAKING SURE THAT ALL POWER LINES AND POLES ARE WELL-MAINTAINED

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q33. HAVING AN ADEQUATE SUPPLY OF ELECTRICITY TO MEET FUTURE NEEDS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q34. KEEPING ELECTRIC RATES AS LOW AS POSSIBLE

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q35. BEING A LEADER IN THE ELECTRIC UTILITY BUSINESS

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q36. BEING AN ENERGY EXPERT

[RECORD NUMBER 0-10]

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11 Don't know
12 Refused

Q37. BEING AMERICA'S ENERGY PARTNER

[RECORD NUMBER 0-10]

11 Don't know
12 Refused

Q38. HELPING CUSTOMERS SAVE MONEY ON THEIR ELECTRICITY BILLS

[RECORD NUMBER 0-10]

11 Don't know
12 Refused

Q39. OFFERING NEW PRODUCTS AND SERVICES FOR CUSTOMERS

[RECORD NUMBER 0-10]

11 Don't know
12 Refused

Q40. DEVELOPING NEW ELECTRIC TECHNOLOGIES FOR USE BY CONSUMERS AND BUSINESSES

[RECORD NUMBER 0-10]

11 Don't know
12 Refused

Q41. BEING A PROBLEM-SOLVER

[RECORD NUMBER 0-10]

11 Don't know
12 Refused

Q42. BEING INNOVATIVE

[RECORD NUMBER 0-10]

11 Don't know
12 Refused

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Q43. Many electric utility activities, such as responding to customer telephone calls, office visits, and handling customer business such as bill payments, are generally described by the phrase "Customer Service." Thinking about this definition of Customer Service, how satisfied are you with AEP's customer service? (READ CODES 1-5 IF NECESSARY)

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Neither satisfied nor dissatisfied
- 4 Somewhat dissatisfied
- 5 Very dissatisfied
- 6 Don't know
- 7 Refused

Now, using the same zero to ten scale as before, where ten means that AEP performs very well; and zero means AEP performs very poorly on that characteristic, how would you rate AEP on the following characteristics? (READ IF NECESSARY: You can use any number from zero to ten.)

(RANDOMIZE Q44-Q55)

Q44. TRYING TO ASSURE THAT ELECTRICITY IS USED SAFELY BY CUSTOMERS

[RECORD NUMBER 0-10]

- 11 Don't know
- 12 Refused

Q45. EDUCATING CHILDREN ON ELECTRIC SAFETY

[RECORD NUMBER 0-10]

- 11 Don't know
- 12 Refused

Q46. PROTECTING CUSTOMERS FROM DOWNED WIRES DURING AND AFTER STORMS

[RECORD NUMBER 0-10]

- 11 Don't know
- 12 Refused

Q47. BEING INVOLVED IN COMMUNITY ORGANIZATIONS AND ACTIVITIES

[RECORD NUMBER 0-10]

- 11 Don't know
- 12 Refused

Q48. BEING A GOOD CORPORATE CITIZEN IN YOUR COMMUNITY

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[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q49. HELPING LOCAL ECONOMIES BY WORKING TO RETAIN BUSINESSES IN THE AREA

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q50. HAVING EMPLOYEES WHO ARE INVOLVED IN LOCAL COMMUNITY ORGANIZATIONS AND ACTIVITIES

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q51. HAVING A LOCAL PRESCENCE IN YOUR COMMUNITY

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q52. HELPING TO BRING NEW BUSINESSES AND JOBS INTO THE AREA

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q53. BEING WELL-MANAGED

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q54. BEING A FINANCIALLY-SOUND COMPANY

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q55. BEING A LOCAL, HOMETOWN COMPANY

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

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Now, thinking about electricity and the environment...

Again, using the same zero to ten scale as before, (where ten means that AEP performs very well; and zero means AEP performs very poorly on that characteristic), how would you rate AEP on the following characteristics? (READ IF NECESSARY: You can use any number from zero to ten.)

(RANDOMIZE Q56-Q59)

Q56. PROTECTING THE ENVIRONMENT

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q57 MAKING SURE THAT THE ELECTRIC TRANSMISSION LINES DO NOT HARM THE ENVIRONMENT

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q58 MAKING SURE ITS POWER PLANTS DON'T HARM THE ENVIRONMENT

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q59 DEMONSTRATING ITS COMMITMENT TO THE PROTECTION OF THE ENVIRONMENT

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

CONFIDENTIAL

Now, thinking about AEP's communications with customers...

Again, using the same zero to ten scale as before, (where ten means that AEP performs very well; and zero means AEP performs very poorly on that characteristic), how would you rate AEP on the following characteristics? (READ IF NECESSARY: You can use any number from zero to ten.)

(RANDOMIZE Q60-Q64)

Q60. BEING BELIEVABLE

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q61 KEEPING CUSTOMERS INFORMED ABOUT SERVICES AVAILABLE FROM THE COMPANY

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

{IF QAA=1, ASK QA62, OTHERWISE CONTINUE}

QA62 KEEPING CUSTOMERS INFORMED ABOUT THEIR EFFORTS TO PROTECT THE ENVIRONMENT

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

{IF QAA=2, ASK QB62, OTHERWISE CONTINUE}

QB62 KEEPING CUSTOMERS INFORMED ABOUT WHAT THEY ARE DOING TO HELP THE LOCAL COMMUNITY

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q63. KEEPING CUSTOMERS INFORMED ABOUT HOW TO USE ENERGY EFFICIENTLY IN THEIR HOMES

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q64. BEING A COMPANY YOU CAN TRUST

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

CONFIDENTIAL

Now, on another topic...

Q65. I would like to know if you think AEP has earned your loyalty as a customer. Please use a scale of ZERO to TEN, where a ZERO means AEP "definitely HAS NOT earned my loyalty" and a TEN means AEP "definitely HAS earned my loyalty," to tell me how you feel about your electric company.

[RECORD NUMBER 0-10]

11 Don't know

12 Refused

Q66. How likely would you be to recommend AEP products or services to a friend or relative? (READ CODES 1-5 IF NECESSARY)

- 1 Very likely
 - 2 Somewhat likely
 - 3 Neither likely nor unlikely
 - 4 Somewhat unlikely
 - 5 Very unlikely
 - 6 Don't know
 - 7 Refused
-

Q67. During the past 12 months, what would you say was the average amount of your monthly electric bill? (PROBE FOR BEST ESTIMATE)

[RECORD DOLLAR AMOUNT 1-995]

996 \$996 or more {INSERT \$996 FOR LOYALTY SERIES}

997 Don't pay electric bill {INSERT \$62 FOR LOYALTY SERIES}[VOL]

998 Don't know {INSERT \$62 FOR LOYALTY SERIES}

999 Refused {INSERT \$62 FOR LOYALTY SERIES}

Q68. If you could choose between AEP and another electricity provider, ASSUMING PRICES WERE EQUAL, would you be extremely likely to stay with AEP, somewhat likely to stay with AEP, somewhat likely to switch to another electricity provider, or extremely likely to switch?

- 1 Extremely likely to stay with AEP {GO TO Q69}
 - 2 Somewhat likely to stay with AEP {GO TO Q69}
 - 3 Somewhat likely to switch to another electricity provider {GO TO FILTER BEFORE Q71}
 - 4 Extremely likely to switch to another electricity provider {GO TO FILTER BEFORE Q71}
 - 5 It depends [VOL] {GO TO Q69}
 - 6 Don't know {GO TO Q69}
 - 7 Refused {GO TO Q69}
-

Q69. Suppose your monthly electric bill was about (INSERT AMOUNT FROM Q67). What if your electric bill from AEP was (INSERT AMOUNT IN DOLLARS THAT WOULD REPRESENT A 5% INCREASE FOR THIS BILL) higher than another electricity provider. Would you be likely to stay with AEP, or likely to switch to another electricity provider? (IF STAY/SWITCH, PROBE: Is that extremely or somewhat likely to stay/switch.)

- 1 Extremely likely to stay with AEP {GO TO Q70}
 - 2 Somewhat likely to stay with AEP {GO TO Q70}
 - 3 Somewhat likely to switch to another electricity provider {GO TO FILTER BEFORE Q71}
 - 4 Extremely likely to switch to another electricity provider {GO TO FILTER BEFORE Q71}
 - 5 It depends [VOL] {GO TO Q70}
 - 6 Don't know {GO TO Q70}
 - 7 Refused {GO TO Q70}
-

Q70. If you had the opportunity to select either AEP or another electricity provider to supply your electricity, and your electric bill from AEP would be (INSERT AMOUNT 10% MORE THAN AMOUNT FROM Q67) higher than the other electricity provider, would you be likely to stay with AEP, or likely to switch to another electricity provider? (IF STAY/SWITCH, PROBE: Is that extremely or somewhat likely to stay/switch.)

- 1 Extremely likely to stay with AEP {GO TO INTRO BEFORE Q73}
 - 2 Somewhat likely to stay with AEP {GO TO INTRO BEFORE Q73}
 - 3 Somewhat likely to switch to another electricity provider {GO TO FILTER BEFORE Q71}
 - 4 Extremely likely to switch to another electricity provider {GO TO FILTER BEFORE Q71}
 - 5 It depends [VOL] {GO TO FILTER BEFORE Q71}
 - 6 Don't know {GO TO FILTER BEFORE Q71}
 - 7 Refused {GO TO FILTER BEFORE Q71}
-

{IF Q68 = 3-4, Q69 = 3-4, Q70 = 3-7 ASK Q71; OTHERWISE GO TO INTRO BEFORE Q73}

Q71. Suppose your monthly electric bill was about (INSERT AMOUNT FROM Q67). What if your electric bill from AEP was (ACTUAL AMOUNT THAT IS 5% LESS THAN LAST MONTH'S BILL) less than another electricity provider. Would you be likely to stay with AEP, or likely to switch to the another provider? (IF STAY/SWITCH, PROBE: Is that extremely or somewhat likely to stay switch.)

- 1 Extremely likely to stay with AEP {GO TO INTRO BEFORE Q73}
 - 2 Somewhat likely to stay with AEP {GO TO INTRO BEFORE Q73}
 - 3 Somewhat likely to switch to another electricity provider {GO TO Q72}
 - 4 Extremely likely to switch to another electricity provider {GO TO Q72}
 - 5 It depends [VOL] {GO TO Q72}
 - 6 Don't know {GO TO Q72}
 - 7 Refused {GO TO Q72}
-

Q72. What if AEP's electric bill was (ACTUAL AMOUNT 10% LESS THAN LAST MONTH'S BILL) less than another electricity provider. Would you be likely to stay with AEP, or likely to switch to another provider? (IF STAY/SWITCH, PROBE: Is that extremely or somewhat likely to stay switch.)

- 1 Extremely likely to stay with AEP
 - 2 Somewhat likely to stay with AEP
 - 3 Somewhat likely to switch another electricity provider
 - 4 Extremely likely to switch another electricity provider
 - 5 It depends [VOL]
 - 6 Don't know
 - 7 Refused
-

{ASK ALL}

On another topic...

Q73. Your electric company often sends newsletters and bill inserts along with the monthly electric bill. Thinking about the last six bills you received from your electric company, how many times did you read all or part of the newsletters and inserts sent with your bill?

[RECORD NUMBER 0-6]

- 7 Do not see bill [VOL]
- 8 Don't know
- 9 Refused

Q74. Have you read, seen or heard any advertising for American Electric Power or AEP in the last couple of months?

- 1 Yes, have seen, read, or heard advertising
- 2 No, have not seen, read, or heard advertising
- 3 Don't know
- 4 Refused

{IF Q74 = 1 ASK Q75; OTHERWISE GO TO FILTER BEFORE Q77}

Q75. Where did you see or hear the advertising for AEP? (ASK AS OPEN END; ACCEPT 4 MENTIONS)

- 1 Television
- 2 Radio
- 3 Newspaper
- 4 Brochure/Newsletter with the bill
- 5 Billboard
- 6 Other [SPECIFY - 4]
- 7 Don't know
- 8 Refused

{IF Q75=1-6 ASK Q76; OTHERWISE GO TO FILTER BEFORE INTRO TO Q77}

Q76. What do you recall about AEP's advertising? What did the advertising say or show? That is, what were the main messages or topics? (PROBE FOR SPECIFICS)

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{IF QAAA=1, GO TO INTRO BEFORE Q82}

Now I'd like to describe some specific television advertisements and have you tell me whether or not you recall seeing or hearing them.

(RANDOMIZE Q77-Q78)

Q77. (One/Another) television advertisement shows a man walking down a hallway with a briefcase to the patent office. As he is walking, the announcer says a series of words such as "Bigger, stronger, cheaper, smaller," while scenes of the man working on a technologically advanced project flash on the screen. The ad concludes with the tag line, "In the end, every achievement can be defined by one word. At AEP, we can help you with your achievement. Just give us the word." Do you recall seeing or hearing this television advertisement?

- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
-

Q78. (One/Another) television advertisement shows people giving presentations in front of an airplane, at a shipyard dry dock, and on a stage. As the presentations come to an end, scenes of a ribbon cutting, confetti dropping, and a new product unveiling are flashed on the screen. The ad concludes with the tag line, "Business is driven by new ideas. They are where it all starts. At AEP, we use ideas to help business succeed." Do you recall seeing or hearing this television advertisement?

- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
-

CONFIDENTIAL

Q79. {NOT ASKED}

Now I'd like to describe some specific print advertisements and have you tell me whether or not you recall seeing them.

(RANDOMIZE Q80A-Q80D)

Q80A. Do you recall reading or seeing a printed advertisement showing two unhappy looking workmen standing in a locker room? Superimposed on the men is the caption, "We've found that downtime from the first shift is not usually well received by the second shift." Do you recall reading or seeing this advertisement?

- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
-

Q80B. Do you recall reading or seeing a printed advertisement showing four office workers intently looking over a table covered with blue-prints, and surrounded by crumpled papers? Superimposed below the office workers is the caption, "With enough crumpled paper, you can solve anything." Do you recall reading or seeing this advertisement?

- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
-

Q80C. Do you recall reading or seeing a printed advertisement showing a man in a sweater, thinking and looking down at papers on his work desk? Superimposed on the man is the caption, "A new idea is often the result of two old ideas meeting for the first time." Do you recall reading or seeing this advertisement?

- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
-

Q80D. Do you recall reading or seeing a printed advertisement showing a pad of legal paper with the ends slightly turned up. Superimposed below the pad of paper is the caption, "Everything in business begins here" Do you recall reading or seeing this advertisement?

- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
-

Q81A. In the past few months, have you read, seen or heard any advertising for any OTHER electric utility or energy provider besides AEP?

- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
-

{IF Q81A=1 ASK Q81B; OTHERWISE GO TO INTRO BEFORE Q82}

Q81B. What was the name of the electric utility or energy provider that sponsored this advertising? (PROBE FOR SPECIFIC NAME IF POSSIBLE)

{ASK ALL}

Now, a few questions for statistical purposes . . .

Q82. Which of the following best describes your home? Is it...(READ CODES 1-5)

- 1 A single family home
 - 2 Mobile home
 - 3 An apartment
 - 4 Duplex
 - 5 Condominium
 - 6 Something else [VOL]
 - 7 Don't know
 - 8 Refused/NA
-

Q83. Do you have Internet access from your home?

- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
-

Q84. Do you currently have cable television at this residence?

- 1 Yes
 - 2 No
 - 3 Not offered in this area [VOL]
 - 4 Don't know
 - 5 Refused
-

CONFIDENTIAL

Q85. In what year were you born?

[RECORD YEAR 1900 - 1981]

9998 Don't know

9999 Refused

Q86. What is the highest level of education you completed? Just stop me when I read the category... (READ CODES 1-6)

- 1 Grade school or less (1-8)
 - 2 Some high school (9-11)
 - 3 Graduated high school (12)
 - 4 Some college (1-3 years) or technical school
 - 5 Graduated college (4 years)
 - 6 Post graduate education
 - 7 Refused
-

Q87. Are you or is anyone living in this household currently a shareholder in AEP?

- 1 Yes
 - 2 No
 - 3 Don't know
 - 4 Refused
-

Q88. Which of the following categories contains your TOTAL FAMILY INCOME in 1998 before taxes (and including Social Security or other payments)? Just stop me when I read the correct category...

- 1 Up to \$10,000
 - 2 \$10,000-\$20,000 (\$19,999)
 - 3 \$20,000-\$30,000 (\$29,999)
 - 4 \$30,000-\$40,000 (\$39,999)
 - 5 \$40,000-\$50,000 (\$49,999)
 - 6 \$50,000-\$60,000 (\$59,999)
 - 7 \$60,000-\$70,000 (\$69,999)
 - 8 \$70,000-\$80,000 (\$79,999)
 - 9 \$80,000-\$90,000 (\$89,999)
 - 10 \$90,000-\$100,000 (\$99,999)
 - 11 \$100,000 or more
 - 12 Don't know
 - 13 Refused
-

Q89. So that AEP may serve you better, do I have your permission to share your responses with AEP?

- | | |
|---|-----|
| 1 | Yes |
| 2 | No |
-

Thank you for your time and opinions.

BACKPAGE

Thank you for your time.

Now, for my supervisor's validation and verification purposes,

Would you please tell me:

Your Name: _____

And may I have

Your Address: _____

And City: _____ State _____ Zip Code _____

Thank you again — Good-Bye

|||||

INTERVIEWER — PLEASE ENTER

Area Code: _____ Phone Number: _____

County Name (if known): _____

|||||

INTERVIEWER CERTIFICATION (Please Read and Sign):

I certify that all questions requiring answers have been recorded in the respondent's exact words, and that all codes which should be circled are complete. This bona fide interview has been obtained according to Market Strategies quota and interviewing specifications. I agree to keep the content of questions, respondent's answers, and the subject of this interview confidential.

Interviewer's Signature: _____

Supervisor's

Name: _____ Date: _____

CONFIDENTIAL

n|||||

INTERVIEWER

**Were there any special circumstances or problems encountered during this interview?
If so, please explain:**

TECHNICIAN: ENTER THE MONTH OF TODAY'S DATE (ALLOW 1-12) (THIS SHOULD BE A NUMERIC FIELD)

TECHNICIAN: ENTER THE DAY OF TODAY'S DATE (ALLOW 1-31) (THIS SHOULD BE A NUMERIC FIELD)

TECHNICIAN: ENTER THE NUMBER OF MINUTES THIS INTERVIEW TOOK (FROM FIRST QUESTION UNTIL YOU HUNG UP THE PHONE, NOT COUNTING EDITING TIME.)

ENTER NUMBER OF MINUTES (ALLOW 1-90)

91=91 minutes or more

CONFIDENTIAL

**RKS
DATA**

Year End, 1998

Analysis of 1998 RKS Data **Likelihood To Switch Electricity Suppliers**

prepared by:
 Adena M. Hostettler, Market Research Analyst
 Market Research Department, American Electric Power
 Audinet 200-2488

November 15, 1999

RKS conducts an annual over sample survey of AEP Major accounts. Subjects covered in the survey include: power delivery, price, company image, customer orientation, employee-customer interaction, competition, and loyalty.

Listed below are questions from the 1998 RKS Survey that deal specifically with the topic of switching. The questions are asked using a Yes, No, or Not sure scale. The switch questions that are included in the table below may be found on page 10 (series 9d) on the attached 1998 Year-End AEP Key Assessment Questionnaire.

RKS 1998 DATA

Data below are based on the 1998 RKS Over Sample Survey

COMMERCIAL CUSTOMER CLASS

Condition/Question Number	Summary - Likelihood To Switch Electricity Providers			
	ALL AEP (base =855)		OHIO (base =277)	
	Cases	Percentage Switching	Percentage Switching	Cases
At the same price you pay now	28	3%	5	2%
2% lower than what you now pay	157	18%	50	18%
5% lower than what you now pay	280	33%	95	34%
10% lower than what you now pay	406	47%	145	52%
15% lower than what you now pay	450	53%	158	57%

*NOTE: Don't know/refused responses were included in the percent switch calculation as non-switchers

1998 YEAR-END AEP KEY ASSESSMENT QUESTIONNAIRE

RKS RESEARCH & CONSULTING
39 Fields Lane
North Salem, NY 10560

(Version 1)

FINAL FOR
PROGRAMMING
11/10/98

FOR RKS OFFICE USE ONLY:
DO NOT FILL IN

QUEST. NO. _____
[01-04]

/05-06-01/

/07-12=241101/

INTERVIEWER'S
NAME: _____

SAMPLE POINT NO: _____
[13-17]

DATE OF
INTERVIEW: _____

TIME START: _____ AM
PM
[18-21]

Hello, my name is _____. I'm calling from RKS Research & Consulting, a national research firm. We're conducting an opinion survey on energy issues among U.S. businesses, and I'd like to locate the person in your organization who is responsible for electric and natural gas decisions, and has contact with the local utility companies. May I please have the name and title of that person? I promise that as a result of this call no one will try to sell anything to your organization. (ONCE YOU HAVE THE NAME, ASK TO SPEAK WITH THE PERSON OR CALL BACK WHEN THE PERSON IS AVAILABLE TO SPEAK WITH YOU.)

ONCE YOU HAVE THE ENERGY DECISION MAKER ON THE PHONE, PLEASE VERIFY THAT THE PERSON IS INDEED THE ONE WHO MAKES ENERGY DECISIONS, AND READ: We're conducting an opinion survey on energy issues among U.S. businesses. Your opinion is valuable to this important research effort. You have our pledge that this interview is being conducted off the record – that your identity and specific attitudes and opinions will be held in strictest confidence. In answering this survey, we would like you to keep in mind the building and all facilities at this location that you make energy decisions for.

S1a. What is the name of the utility that delivers electricity to your organization at this location?

American Electric Power - AEP	-1	(ASK S1b)
Appalachian Power	-2	(READ STATEMENT BELOW. CONTINUE)
Columbus Southern Power	-3	(READ STATEMENT BELOW. CONTINUE)
Indiana Michigan Power - I&M	-4	(READ STATEMENT BELOW. CONTINUE)
Kentucky Power	-5	(READ STATEMENT BELOW. CONTINUE)
Kingsport Power	-6	(READ STATEMENT BELOW. CONTINUE)
Ohio Power	-7	(READ STATEMENT BELOW. CONTINUE)
Wheeling Power	-8	(READ STATEMENT BELOW. CONTINUE)
Other (Vol.)	-9	(THANK & TERMINATE)
Not sure (Vol.)	-0	(THANK & TERMINATE)

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STATEMENT:

As you may know, that company is a part of American Electric Power or AEP. For the rest of this interview, we will refer to your electric supplier as AEP.

S1b. And, what is the name of the utility that delivers natural gas to your organization at this location?

Not sure (Vol.)	-1
Do not use gas (Vol.)	-2

123-130
131

CAS 1. Please rate your organization's opinion of AEP on a scale of 0 to 10 where 0 means very unfavorable and 10 means very favorable. How would you rate AEP on this scale?

Not sure (Vol.)	-1
-----------------	----

132-133
134

CAS 2b. Has your organization ever participated in AEP's energy efficiency programs?

Participated	-1	(ASK 2c)
Not participated	-2	(SKIP TO 2d)
Not sure (Vol.)	-3	(SKIP TO 2d)

135

CAS 2c. How satisfied was your organization with the energy efficiency information or assistance you received – very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Very satisfied	-1	SKIP TO 2e
Somewhat satisfied	-2	ASK 2d
Somewhat dissatisfied	-3	ASK 2d
Very dissatisfied	-4	ASK 2d
Not sure (Vol.)	-5	ASK 2d

136

(AEP)2d. (IF SOMEWHAT SATISFIED OR LESS ASK): What type of technical needs do you have that AEP could fulfill?
(READ LIST)

Engineering needs	-1	137
Training needs	-1	138
Process improvement needs	-1	139
HVAC needs	-1	140
Other (Specify)	-1	141
Not sure (Vol.)	-1	142

(AEP) 2e. (ASK EVERYONE): Does your organization manage energy efficiency internally or do you use an outside firm?

Internally	-1
Outside firm	-2
Both (Vol.)	-3
Not sure (Vol.)	-4

143

CAS3a. How would you assess the reliability of electric power your organization receives at this location, that is the lack of outages lasting over 5 minutes – are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

Very satisfied	-1	144
Somewhat satisfied	-2	
Somewhat dissatisfied	-3	
Very dissatisfied	-4	
Not sure (Vol.)	-5	

(AEP)3b. Has the number of outages you experienced in the past year increased, decreased or stayed about the same from last year?

Increased	-1	145
Decreased	-2	
Stayed about the same	-3	
Not sure (Vol.)	-4	

CAS3c. How would you assess the quality of the electric power your organization receives at this location, that is the lack of surges, dips, fluctuations or brief outages of less than 1 minute – are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

Very satisfied	-1	146
Somewhat satisfied	-2	
Somewhat dissatisfied	-3	
Very dissatisfied	-4	
Not sure (Vol.)	-5	

(AEP) 3d. On a scale of 1 to 10 where 1 means "not at all interested," and 10 means "very interested", how interested would you be in purchasing a service, for a reasonable fee, that guaranteed a minimum level of electric quality for this location?

		147-148
Not sure (Vol.)	-1	149

CAS3e. (ASK EVERYONE) How effective do you think AEP is in trying to reduce and keep down the number of power interruptions – very effective, somewhat effective, somewhat ineffective, or very ineffective?

Very effective	-1	150
Somewhat effective	-2	
Somewhat ineffective	-3	
Very ineffective	-4	
Never had problems	-5	
Not sure (Vol.)	-6	

3f. And in [READ FIRST ITEM] does AEP do an excellent, good, fair or poor job? (RECORD BELOW ~ CONTINUE FOR EACH ITEM ~ REPEAT ALL ANSWER CATEGORIES EACH TIME)

ROTATE	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	Not sure (Vol.)	Not Applicable/ No Outages	
1. Quickly restoring service after outages occur	-1	-2	-3	-4	-5	-6	151
2. Providing useful information about when Power will be restored	-1	-2	-3	-4	-5	-6	152
CAS 3. Keeping the number of outages down	-1	-2	-3	-4	-5	-6	153
4. Performing regular maintenance on the lines and transformers	-1	-2	-3	-4	-5	-6	154
							155

(AEP)3g. When you have power quality problems, is AEP the best source to contact to help you resolve them, or do you prefer some other source?

AEP	-1	156
Other (Specify)	-2	
Not sure (Vol.)	-3	

4a. Has AEP assigned an account representative to handle your business' energy needs?

Yes	-1	(ASK 4b)	157
No	-2	(SKIP TO 4k)	
Not sure (Vol.)	-3	(SKIP TO 4k)	

(AEP)4b. Who is your account representative? (ASK FOR NAME)

		158-160
Not sure (Vol.)	-1	161
Refused (Vol.)	-2	

(AEP)4c. Is it easy to get in touch with your account representative?

Yes	-1	162
No	-2	
Not sure (Vol.)	-3	

(AEP)4d. How many times during the last 12 months has your account rep contacted you?

		163-164
Not sure (Vol.)	-1	165

(AEP)4e. Other than emergencies, how many times during the year would you like to be contacted by your account representative?

When necessary	-1
Not sure (Vol.)	-2

166-167

168

4f. In general, how satisfied are you with your account representative's (READ FIRST ITEM ON LIST)- very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied? (RECORD BELOW CONTINUE ASKING FOR ALL ITEMS)

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Somewhat Dissatisfied</u>	<u>Very Dissatisfied</u>	<u>Not Sure (Vol.)</u>	
1. Frequency of contact	-1	-2	-3	-4	-5	169
2. Knowledge of your business	-1	-2	-3	-4	-5	170
3. Knowledge of the energy business	-1	-2	-3	-4	-5	171
4. Decision-making authority	-1	-2	-3	-4	-5	172
5. Recommendations to help you solve problems	-1	-2	-3	-4	-5	173
6. Follow up on your requests or problems	-1	-2	-3	-4	-5	174
7. Ability to get things done	-1	-2	-3	-4	-5	175
		ASK 4g	ASK 4g	ASK 4g	ASK 4g	176
		ASK 4h	ASK 4h	ASK 4h	ASK 4h	

(AEP) 4g. (IF LESS THAN "VERY SATISFIED" IN 4f ITEM "5" ASK) You have indicated that you have been less than "very satisfied" with your account rep's help with solving problems you have been experiencing. Has the problem been with the suggested solutions, or with something else like continued electric related problems?

With Account reps suggested solutions	-1
With continued electric problems	-2
Both (Vol.)	-3
Other (SPECIFY)	-4
Not sure (Vol.)	-5

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(AEP) 4h. (IF LESS THAN "VERY SATISFIED" IN 4f ITEM "6" ASK) You have indicated that you have been less than "very satisfied" with your account rep's follow up on your requests or problems. What do you expect an adequate amount of time to be?

Same Day	-1
Same Week	-2
Following Week	-3
An agreed time (no matter what the length)	-4
Other (Specify)	-5
Not Sure (Vol.)	-6

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(AEP) 4i. In general how satisfied are you with your account representative's overall performance? Are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Very satisfied	-1	179
Somewhat satisfied	-2	
Somewhat dissatisfied	-3	
Very dissatisfied	-4	
Not sure (Vol.)	-5	

180 = Z

05-06 = 02

(AEP) 4j. (ASK EVERYONE) Why do you say that?

	207
	208
	209

CAS 4k. (ASK EVERYONE) How would you rate AEP on overall dependability, that is, doing what they promise on time and to your satisfaction – excellent, good, fair or poor?

Excellent	-1	210
Good	-2	
Fair	-3	
Poor	-4	
Not sure (Vol.)	-5	

4l. I would like you to rate the job AEP does on each of the following. The first one is (READ FIRST ITEM ON LIST) – does AEP do an excellent, good, fair or poor job? (RECORD BELOW – CONTINUE WITH REMAINING ITEMS ON LIST)

ROTATE		Excellent	Good	Fair	Poor	Not Sure (Vol.)	
CAS 1.	Responding quickly to requests	-1	-2	-3	-4	-5	211
CAS 2.	Responding knowledgeably and competently to requests	-1	-2	-3	-4	-5	212
CAS 3.	Making it easy for customers to do business with them	-1	-2	-3	-4	-5	213
CAS 4.	Being genuinely concerned about customer needs and problems	-1	-2	-3	-4	-5	214
	5. Understanding the costs involved when power is interrupted at your business.	-1	-2	-3	-4	-5	215
	6. Making sure its power plants don't harm the environment	-1	-2	-3	-4	-5	216
							217

CAS 5a. On the subject of rates, do you think the price you pay for electricity today is low, reasonable, a little higher than it should be, or a lot higher than it should be?

Low	-1	218
Reasonable	-2	
A little higher	-3	
A lot higher	-4	
Not sure (Vol.)	-5	

5b. Please rate the job you think AEP does on each of the following. The first one is (READ FIRST ITEM ON LIST) – does AEP do an excellent, good, fair or poor job? (RECORD BELOW – CONTINUE)

The next one is (READ NEXT ITEM ON LIST) – does AEP do an excellent, good, fair or poor job? (RECORD BELOW – CONTINUE FOR EACH ITEM – REPEAT ALL ANSWER CATEGORIES EACH TIME)

DO NOT ROTATE	Excellent	Good	Fair	Poor	Not Sure (Vol.)	
CAS 1. Keeping rates as low as possible	-1	-2	-3	-4	-5	219
CAS 2. Taking an active role in the community	-1	-2	-3	-4	-5	220
3. Operating like a business partner rather than just a energy supplier	-1	-2	-3	-4	-5	221
CAS 4. Being environmentally responsible	-1	-2	-3	-4	-5	222

CAS 5c. If value means that the services you receive is worth the price you pay, how would you assess the value of your electric service – excellent, good, fair or poor?

Excellent	-1	223
Good	-2	
Fair	-3	
Poor	-4	
Not sure (Vol.)	-5	

6. I'm going to read a series of statements. Please rate each one on a scale of 1 to 7, where 1 means you strongly disagree and 7 means you strongly agree. The first one is (READ FIRST STATEMENT ON LIST). How would you rate this on the 1 to 7 scale? (RECORD BELOW – CONTINUE FOR REMAINING ITEMS ON LIST)

ROTATE

224

CAS a. AEP is a progressive, cutting edge company offering new products, services and technologies.

Not sure (Vol.) -1

225
226

6. (CONTINUED) I'm going to read a series of statements. Please rate each one on a scale of 1 to 7, where 1 means you strongly disagree and 7 means you strongly agree. The first one is (READ FIRST STATEMENT ON LIST). How would you rate this on the 1 to 7 scale? (RECORD BELOW — CONTINUE FOR REMAINING ITEMS ON LIST)

ROTATE

CAS^b. AEP values me as a customer.

_____	Not sure (Vol.)	-1	227
			228

CAS^c. AEP works as hard as necessary to retain my business.

_____	Not sure (Vol.)	-1	229
			230

CAS^d. If we could choose our electric company, that choice would be primarily driven by price.

_____	Not sure (Vol.)	-1	231
			232

CAS^e. When AEP provides service to our organization, they always meet our expectations.

_____	Not sure (Vol.)	-1	233
			234

Do not rotate

CAS^f. AEP has earned my loyalty as a customer.

_____	Not sure (Vol.)	-1	235
			236

7. In an attempt to get your business, have you been contacted by: (READ FIRST ITEM ON LIST)? (RECORD BELOW — CONTINUE FOR EACH ITEM ON LIST)

	Yes	No	Not Sure (Vol.)	
Energy brokers	-1	-2	-3	237
Other electric utilities	-1	-2	-3	238
Natural gas utilities	-1	-2	-3	239
Independent power producers	-1	-2	-3	240
Electric bill auditing services	-1	-2	-3	241
Energy Service Companies	-1	-2	-3	242

8a. I'm going to read a list of companies. For each one, please tell me whether or not you have heard of them.
The first one is: (READ LIST - RECORD ANSWER BELOW)

	ROTATE			
	Yes	No	Not Sure (Vol.)	
1. Enron	-1	-2	-3	243
2. New Energy Ventures	-1	-2	-3	244
3. Southern Company	-1	-2	-3	245
4. Duke Energy	-1	-2	-3	246
5. Shell Energy Services	-1	-2	-3	247
6. Touchstone Energy	-1	-2	-3	248
7. PGE Energy Services	-1	-2	-3	249
				250

8b. (FOR EACH COMPANY MENTIONED IN 8a ASK) And what types of business, if any, have you done with (INSERT COMPANY IN 8a)? (DO NOT READ - PROBE FOR SPECIFICS) Any others?

DO NOT ROTATE	Enron	New Energy Venture	So. Co.	Duke Energy	Shell Energy Services	Touch- stone Energy	PGE Energy Services	
1. Purchased electricity	-1	-2	-3	-4	-5	-6	-7	251
2. Purchased natural gas	-1	-2	-3	-4	-5	-6	-7	252
3. Energy audits/services	-1	-2	-3	-4	-5	-6	-7	253
4. Back-up generation	-1	-2	-3	-4	-5	-6	-7	254
5. Consulting	-1	-2	-3	-4	-5	-6	-7	255
6. Design & build services	-1	-2	-3	-4	-5	-6	-7	256
7. Other (SPECIFY)	-1	-2	-3	-4	-5	-6	-7	257
8. Not sure (Vol.)	-1	-2	-3	-4	-5	-6	-7	258
9. No Business	-1	-2	-3	-4	-5	-6	-7	259

^{CAS}9a. Many states will soon allow electric companies to compete for your business the way long distance telephone companies do. Under this plan, AEP would still deliver electricity to you, but you'd have the option to buy power from other electric suppliers at slightly different prices. If this choice were available now, how likely would you be to continue to use AEP as your power supplier - very likely, somewhat likely, somewhat unlikely or very unlikely?

Very likely	-1	(ASK 9b)	260
Somewhat likely	-2	(ASK 9b)	
Somewhat unlikely	-3	(SKIP TO 9c)	
Very unlikely	-4	(SKIP TO 9c)	
It depends (Vol.)	-5	(SKIP TO 9c)	
Not sure (Vol.)	-6	(SKIP TO 9c)	

9b. (IF "VERY LIKELY" OR "SOMEWHAT LIKELY" IN 9a) And which of the following statements comes closest to describing why you are likely to stay with AEP (READ OPTIONS)

AEP has earned my loyalty as a customer	-1	261
I want to wait and see how the market develops before deciding	-2	
I don't want the hassle of deciding which choice is best for my company	-3	
The amount I could save isn't worth the effort	-4	
The offers are too confusing to choose	-5	
DO NOT READ: All (Vol.)	-6	
DO NOT READ: None (Vol.)	-7	
DO NOT READ: Not sure (Vol.)	-8	

SKIP TO 10a

9c. (IF "SOMEWHAT UNLIKELY" OR "VERY UNLIKELY" "IT DEPENDS" OR "NOT SURE" IN 9a) Ask: why do you say this? (PROBE FOR SPECIFICS) Any other reasons?

262

263

264

9d. One result of electric deregulation will be that companies not traditionally associated with selling electricity could now compete for your business and offer electricity to you at slightly prices. If Enron offered you the same level of service as AEP and rates were (READ FIRST ITEM ON LIST) ~ would you be likely to stay with AEP or switch to Enron? (RECORD BELOW - CONTINUE ASKING UNTIL RESPONDENT ANSWERS "SWITCH" OR YOU REACH THE END OF THE LIST)

	Stay	Switch	Not Sure (Vol.)	
The same price you pay now	-1	-2	-3	265
2% lower than what you now pay	-1	-2	-3	266
5% lower than what you now pay	-1	-2	-3	267
10% lower than what you now pay	-1	-2	-3	268
15% lower than what you now pay	-1	-2	-3	269

(AEP) 9d.1 (IF "SWITCH" ASK) Would you still be interested in switching to Enron if they could not offer you the same level of service you are currently receiving from AEP but they offered you electricity at the lower price?

Yes	-1	270
No	-2	
It depends (Vol.)	-3	
Not sure (Vol.)	-4	

CAS 9e. In this competitive environment, if a business was relocating from another state and was interested in purchasing electricity from AEP, would you recommend AEP?

Yes	-1	271
No	-2	
It depends (Vol.)	-3	
Not sure (Vol.)	-4	

(AEP) 9f. And do you feel that AEP's management is positioning the company to compete effectively in the future?

Yes	-1	272
No	-2	
Not sure (Vol.)	-3	

10a. Additionally, deregulation will allow AEP to form affiliates to provide you with various aspects of electric service. To your knowledge, has AEP created an affiliate to:

	Yes	No	Not Sure (Vol.)	
1. Distribute electricity to customers	-1	-2	-3	273
2. Generate electricity	-1	-2	-3	274
3. Sell energy-related products and services	-1	-2	-3	275
4. Sell non-energy-related products and services	-1	-2	-3	276

(AEP) 10b. (IF "NO" TO ANY ABOVE ASK) Would you like AEP to provide these/this service(s) to you?

Yes	-1	277
No	-2	
Not sure (Vol.)	-3	

(AEP) 11a. Other than electricity, are you aware of any products or services offered by AEP?

Yes	-1	278
No	-2	
Not sure (Vol.)	-3	

279-280 = Z

05-06 = 03

(AEP) 11b. (IF "YES" ASK) What products and services are offered by AEP? (PROBE FOR DETAILS)

307

308

309

12a. (ASK EVERYONE) I'd like to ask you about on-site generation. Assume that the technology exists that allows your organization to generate its own electricity by using the fuels available at your location. How appealing is the idea of generating all or most of your organization's electricity on-site – very appealing, somewhat appealing, not too appealing or not at all appealing?

Very appealing	-1	310
Somewhat appealing	-2	
Not too appealing	-3	
Not at all appealing	-4	
It depends (Vol.)	-5	
Not sure (Vol.)	-6	

(AEP) 12b. If you were considering using on-site generation as a replacement for the electricity supplied by AEP, what specific issues would be critical for you to know before you felt comfortable making the switch?

.....	311
.....	312
.....	313

12c. Do you think on-site generation would be a good idea for your organization?

Yes	-1	314
No	-2	
It depends (Vol.)	-3	
Not sure (Vol.)	-4	

(AEP) 12d. Do you currently have a stand-by generator at this location for power interruptions or for peak shaving?

Yes	-1	(ASK 12e)	315
No	-2	(SKIP TO 13a)	
It depends (Vol.)	-3	(SKIP TO 13a)	
Not sure (Vol.)	-4	(SKIP TO 13a)	

(AEP) 12e. (IF "YES") What size is your generator? (READ LIST)

Under 100kw	-1	316
100kw-300kw	-2	
300kw-500kw	-3	
500kw-1,000kw	-4	
Over 1,000kw	-5	
It depends (Vol.)	-6	
Not sure (Vol.)	-7	

(AEP) 12f. During the last year, how often did you need to start your stand-by generator for power interruptions or for load shedding purposes?

Not sure (Vol.)	-1
-----------------	----

317-320
321

(AEP) 13a. If AEP offered a reasonably priced, PC-based product allowing you to monitor energy usage and power quality in real time, turn equipment on and off remotely, and confirm electric rates for your location or multiple locations – would you be very interested, somewhat interested, or not interested?

Very interested	-1
Somewhat interested	-2
Not interested	-3
It depends (Vol.)	-4
Not sure (Vol.)	-5

322

(AEP) 13b. Would you be interested in a training seminar that focuses on Power Quality and solutions offered by AEP at your location for a reasonable fee?

Yes	-1
No	-2
It depends (Vol.)	-3
Not sure (Vol.)	-4

323

14. Now I'd like to ask you a few questions on electric deregulation and energy decisions, but first, have you noticed any increased advertising from AEP during the past 12 months?

Yes	-1
No	-2
Not sure (Vol.)	-3

324

15a. (ASK EVERYONE) Have you received any information from AEP about electric deregulation?

Yes	-1	(ASK 15b)
No	-2	(SKIP TO 16a)
Not sure (Vol.)	-3	(SKIP TO 16a)

325

(AEP) 15b. What additional information would you like to receive from AEP about electric deregulation that would help you more clearly understand this issue?

326

327

328

(AEP) 16a. In general how are energy decisions made for your company? (READ LIST)

Single decision maker for the whole company	-1	329
A group or committee limited to all effected parties	-2	
A specific energy department or group that focuses exclusively on energy issues	-3	
An ad hoc committee made up of various areas of the company	-4	
Other (Specify)	-5	
Not sure (Vol.)	-6	

(AEP) 16b. In your company, at what level are energy decisions typically made? (READ LIST)

Solely at the company headquarters level	-1	(SKIP TO F1a)	330
Solely at the site level, not at headquarters level	-2	(SKIP TO F1a)	
At both headquarters level and site level	-3	(ASK 16c)	
Not sure (Vol.)	-4	(SKIP TO F1a)	

(AEP) 16c. Are energy decisions made more at the headquarters or site level?

Headquarters based	-1	331
Site based	-2	
Other (Specify)	-3	
Not sure (Vol.)	-4	

FACTUALS

F1a. Does your organization have a special rate contract with AEP?

Yes	-1	(ASK 1b)	332
No	-2	(Skip to F2a)	
Not sure (Vol.)	-3	(Skip to F2a)	

F1b. When does your present contract with AEP expire? (RECORD YEAR AND MONTH)

January	-1	333
February	-2	
March	-3	
April	-4	
May	-5	
June	-6	
July	-7	
August	-8	
September	-9	
October	-0	
November	-1	334
December	-2	
RECORD YEAR		335-338
Not sure (Vol.)	-1	339
	-2	

F2a. What percentage of your total operating budget is accounted for by electricity costs?

		340-342
	Not sure (Vol.)	-1 343
	Refused	-2

344

F2b. (IF USE GAS IN S1b) What percentage of your total operating budget is accounted for by gas costs?

		345-347
	Not sure (Vol.)	-1 348
	Refused	-2

F2c. What is the total number of full time employees at this location? (PROBE FOR PROPER LOCATION – RECORD BELOW)

		349-354
	Not sure (Vol.)	-1 355
	Refused	-2

F2d. What was your organization's gross revenue for the latest fiscal year? Was it (READ LIST)

Under \$5 million	-1	356
\$5 million to \$25 million	-2	
\$26 million to \$50 million	-3	
\$51 million to \$250 million	-4	
Over \$250 million	-5	
Refused (Vol.)	-6	
Not sure (Vol.)	-7	

F2e. May I please have your title?

(357-359)

F3. Thank you for your time and participation.

F4. Time end:

AM
PM

(360-363)

RESPONDENT'S NAME: _____
(PRINT) (PRINT) (PRINT)

TITLE: _____

ORGANIZATION NAME: _____

ADDRESS: _____

CITY/TOWN: _____ STATE: _____

ZIP: _____
[364-368]

TELEPHONE NUMBER: _____
(AREA CODE)
[369-371] [372-378]

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**TQS
DATA**

1998

Analysis of 1998 TQS Data **Likelihood To Switch Electricity Suppliers**

prepared by:
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 Audinet 200-2488

November 15, 1999

TQS conducts an annual survey of AEP accounts. This survey is designed to identify the key drivers of customer loyalty and satisfaction in order to develop a meaningful model that will identify areas with high importance and low relative importance.

The survey is also designed and used to determine the effectiveness of the "Account Representative" and their contacts. Some of the measures specifically address the Account Manager's performance.

Listed below are questions from the 1998 TQS Survey that deal specifically with the topic of switching. The questions are asked on a 1 to 10 scale with 1 being Very Unlikely to Switch and 10 being Very Likely to Switch. Likelihood to switch was calculated using scores of 7 or above. The switch questions are questions 46 - 49 on the 1998 Key Account Benchmark Questionnaire that is attached.

1998 TQS DATA

Data below are based on the 1998 TQS Survey

COMMERCIAL CUSTOMER CLASS

Condition (Question Number)	Summary - Likelihood To Switch Electricity Providers		
	ALL AEP (base =456)		OHIO (base = 161)
	Cases	Percentage Switching	Percentage Switching Cases
If another utility offered comparable service at the same price	21	5%	6 4%
Switch for a 2% reduction in your electric bill	150	33%	53 33%
Switch for a 5% reduction in your electric bill	269	60%	98 61%
Switch for a 10% reduction in your electric bill	378	83%	140 87%

*NOTE: Don't know/refused responses were included in the percent switch calculation as non-switchers

American Electric Power 1998 Key Account Benchmark

Name _____ Code _____
 Company _____ Interviewer Initials _____
 Title _____ Date _____
 Telephone # / Fax # _____ Time _____

Instructions

AEP is committed to providing you with superior electric service. We need your help in telling them how well we are meeting that commitment. Your responses to the following survey will help determine how well AEP is currently meeting your electric needs as well as identify ways to improve service. To ensure confidentiality, AEP has arranged for TQS Research, Inc. to administer the survey. Your opinions are very important to AEP and your answers will help them to determine if they are meeting your expectations and to develop better ways to serve you. Your answers are confidential, and the results will be reported on an aggregate basis. Thank you for your participation in this survey. AEP values you as a customer and appreciates your comments. You may respond to this survey by phone at 1-800-941-2728 or by fax 1-800-781-7112.

1. During the past year did the overall customer service you received from AEP:

- a. _____ Improve Substantially
- b. _____ Improve
- c. _____ Stay the Same
- d. _____ Decline
- e. _____ Decline Substantially

Satisfaction with Energy Efficiency

First, we would like for you to rate AEP on the energy management services they provide for improving the energy efficiency of your business. Using a scale of 1 to 10 with 1 being Very Dissatisfied and 10 being Very Satisfied, please rate them on the following:

	Very Dissatisfied					Very Satisfied				
	1	2	3	4	5	6	7	8	9	10
2. Providing you with information to make energy efficiency decisions	1	2	3	4	5	6	7	8	9	10
3. Providing you with information on new electro technologies	1	2	3	4	5	6	7	8	9	10
4. Providing technical assistance to make your company more energy efficient	1	2	3	4	5	6	7	8	9	10
5. Overall satisfaction with AEP's efforts to make your company energy efficient?	1	2	3	4	5	6	7	8	9	10

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(Q4: IF LESS THAN 7 ASK): What type of technical needs do you have that AEP could fulfill?

1. Engineering needs
2. Training needs,
3. Process improvement needs
4. HVAC needs
5. Other (Specify) _____

Reliability of Electric Power

Concerning the reliability of AEP, please rate AEP on the following.

- | | Very Dissatisfied | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Very Satisfied |
|---|-------------------|---|---|---|---|---|---|---|---|---|----|----------------|
| 6. Coordinating planned outages with your operations | | | | | | | | | | | | |
| 7. Keeping unplanned electrical outages to a minimum | | | | | | | | | | | | |
| 8. Restoring power in a timely manner | | | | | | | | | | | | |
| 9. Being easy to reach to report a power outage | | | | | | | | | | | | |
| 10. Keeping the number of outages lasting less than one minute to a minimum | | | | | | | | | | | | |
| 11. Overall how satisfied are you with the reliability of electric power? | | | | | | | | | | | | |

Power Quality

In addition to an actual interruption of electric power, you may experience power quality problems that could affect sensitive electronic devices such as computers, motor controls, or process control equipment. Examples of power quality problems include: voltage surges, spikes, and dips. Please rate AEP on the following Power Quality issues:

- | | Very Dissatisfied | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Very Satisfied |
|---|-------------------|---|---|---|---|---|---|---|---|---|----|----------------|
| 12. Keeping the number of power quality problems to a minimum | | | | | | | | | | | | |
| 13. Providing technical assistance in solving your power quality problems | | | | | | | | | | | | |
| 14. Overall, how satisfied are you with the power quality? | | | | | | | | | | | | |

Electric Pricing and Rate Structure

Please rate AEP on the following statements concerning the price of electricity, rate schedules, and billing.

- | | Very Dissatisfied | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Very Satisfied |
|--|-------------------|---|---|---|---|---|---|---|---|---|----|----------------|
| 15. Providing clear and understandable billing formats | | | | | | | | | | | | |
| 16. Offering different rate options to best fit your needs | | | | | | | | | | | | |
| 17. Providing prices that are competitive compared to other electric suppliers | | | | | | | | | | | | |
| 18. Working hard to control their costs to keep your rates down in the future | | | | | | | | | | | | |
| 19. Overall how satisfied are you with the price you pay for electricity? | | | | | | | | | | | | |

Account Representative Performance

20. How many times in the past year has the account representative from AEP initiated a contact with you? _____
21. Other than emergencies, how often would you like to be contacted by your account representative within a years time? _____
22. What is your account representative name? _____
23. Do you know how to get in touch with your account representative when you need to? ☐ YES ☐ NO

Using the same 1 to 10 scale, please rate your account representative in the following areas.

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24. Responding promptly to your questions and concerns
 25. Making recommendations to help you solve problems
 26. Understanding how your business operates
 27. Treating you as a valued business partner
 28. Having the authority to resolve issues without getting higher approval
 29. Is easy to get in touch with
 30. How would you rate the overall performance of your representative from AEP on servicing your account?
 31. Why did you give your account representative this rating?

Very Dissatisfied Very Satisfied

1 2 3 4 5 6 7 8 9 10
 1 2 3 4 5 6 7 8 9 10
 1 2 3 4 5 6 7 8 9 10
 1 2 3 4 5 6 7 8 9 10
 1 2 3 4 5 6 7 8 9 10
 1 2 3 4 5 6 7 8 9 10
 1 2 3 4 5 6 7 8 9 10

32. What do you expect is an adequate amount of time for your account representative to respond to your question?

- ☐ Same day
☐ Next day
☐ Same week
☐ Following week
☐ An agreed upon time frame no matter what the length
☐ Other (Specify) _____

33. When your account representative makes recommendations to help you solve problems, do you have a problem?

- ☐ With you account representative's recommendations
☐ With continued electric problems
☐ Neither the recommendations or continued electric problems
☐ Don't Know/Refused

Contact History

34. How many times in the past year have you initiated contact with AEP either over the phone or in person?
 _____ Times

Thinking about your previous contacts with AEP, please rate the utility itself on the following and please use the same 1-10 scale.

35. Being easy to get through to someone who can help you
 36. Responding promptly to your requests

Very Dissatisfied Very Satisfied

1 2 3 4 5 6 7 8 9 10
 1 2 3 4 5 6 7 8 9 10

- 37. Offering creative solutions 1 2 3 4 5 6 7 8 9 10
- 38. Is easy to do business with 1 2 3 4 5 6 7 8 9 10
- 39. Following up later to see if the problem was resolved 1 2 3 4 5 6 7 8 9 10
- 40. Having flexibility to handle your individual needs 1 2 3 4 5 6 7 8 9 10
- 41. Overall how satisfied were you with the way the contacts were handled 1 2 3 4 5 6 7 8 9 10

Overall Satisfaction

- 42. Using a scale of one to ten, overall how satisfied are you with the full package of electrical services provided by AEP? Very Dissatisfied 1 2 3 4 5 6 7 8 9 10 Very Satisfied
- 43. Why did you give AEP this rating on overall satisfaction?

- 44. With value being defined as a function of both the price you pay for power and the quality of services you receive, rate the value of electric power? Very Dissatisfied 1 2 3 4 5 6 7 8 9 10 Very Satisfied

Customer Loyalty

45. As you are aware, some state and federal regulatory agencies are considering deregulating the electric utility industry; allowing customers to choose their suppliers and "wheel" power to their premises. If you had the opportunity to choose another electric supplier for this location, how likely would your company be to switch suppliers? Would you say your company would be:

- ☐ Very likely to switch
☐ Somewhat likely to switch
☐ Somewhat unlikely to switch
☐ Very unlikely to switch

Again using the ten point scale with 1 meaning Very Unlikely to Switch and 10 meaning Very Likely to Switch, how likely would you be to switch from AEP under the following scenarios:

- | | Very Unlikely to Switch | Very Likely to Switch |
|--|-------------------------|-----------------------|
| 46. If another utility offered you comparable electric service at the same price | 1 2 3 4 5 6 7 8 9 10 | 1 2 3 4 5 6 7 8 9 10 |
| 47. For a 2% reduction in your electric bill | 1 2 3 4 5 6 7 8 9 10 | 1 2 3 4 5 6 7 8 9 10 |
| 48. For a 5% reduction in your electric bill | 1 2 3 4 5 6 7 8 9 10 | 1 2 3 4 5 6 7 8 9 10 |
| 49. For a 10% reduction in your electric bill | 1 2 3 4 5 6 7 8 9 10 | 1 2 3 4 5 6 7 8 9 10 |

50. If another company were building a new plant in your area and had the choice of electrical suppliers, what recommendation would you give to their management concerning taking service from AEP? Would you:

- ☐ Recommend them highly
☐ Recommend them
☐ Recommend they proceed with caution
☐ Not recommend them at all

Using a scale with 1 meaning Strongly Disagree and 10 meaning Strongly Agree, please indicate whether you agree or disagree with the following statements concerning a transition to a competitive environment

	Strongly Disagree	Strongly Agree
51. Prior to switching suppliers, we would give AEP the opportunity to meet all competitive bids.	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
52. The Upper Management at AEP endorses competition.	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10
53. AEP has already made positive changes in preparation for increasing competition in the electric industry.	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10

54. If you were able to choose among several power companies to get electricity for your business, you might base your decision on two factors: price and service quality. Assuming price and service quality equal 100%, please tell me what percentage you would give to each.

Price _____
Service quality _____

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Other than electricity, are you aware of any other products or services offered by AEP?

55. Other than electricity, are you aware of any other products or services offered by AEP?

- 1. Yes If yes, what two or three come to mind?
- 2. No
- 3. Don't Know/Refused

Please rate the following statements concerning their importance when used in selecting an electric service provider. Using a scale of 1 to 10 with 1 meaning Not At All Important and 10 meaning Very Important, how important is:

	Not At All Important					Very Important				
	1	2	3	4	5	6	7	8	9	10
56. Price of Electric Power										
57. Reliability of Electric Power										
58. Energy Conservation Programs										
59. Assistance with Power Quality problems										
60. Account Representative Performance										
61. Handling Your Inquiries and Complaints										
62. During the past twelve months have you been contacted by a supplier other than AEP regarding your electric service?										
	<input type="checkbox"/> Yes	<input type="checkbox"/> If yes, what is the name of the supplier that contacted you? _____								
	<input type="checkbox"/> No									
	<input type="checkbox"/> Don't Know/Refused									
63. In general how does your company make the energy decisions? Are they made by...?										
	<input type="checkbox"/> A single decision-maker for the whole company									
	<input type="checkbox"/> A group or committee limited to all effected parties									
	<input type="checkbox"/> A specific energy department or group that focuses exclusively on energy issues									
	<input type="checkbox"/> A special committee representing various areas of the company									
	<input type="checkbox"/> Other (Specify) _____									
	<input type="checkbox"/> Don't Know/Refused									
64. Are energy decisions typically made?										
	<input type="checkbox"/> Solely at the corporate headquarters level.									
	<input type="checkbox"/> Solely at the local site which is, not a headquarters location									
	<input type="checkbox"/> A combination of the two									
	<input type="checkbox"/> Don't Know/Refused									
65. Is the final decision made at the										
	<input type="checkbox"/> Corporate Headquarters	<input type="checkbox"/> Local Site	<input type="checkbox"/> Something else (Specify) _____							
	<input type="checkbox"/> Don't Know/Refused									
66. On a scale of 1 to 10 where 1 is "not at all," and 10 is "very," how interested would you be in a for fee service that guaranteed a minimum level of electric quality for this location?										
	Not at all interested									Very Interested
	1	2	3	4	5	6	7	8	9	10

67. When you have power quality problems, do you believe AEP is the best source to contact to help you solve them, or do you prefer some other source?

☐ AEP

☐ Other If other, who is your preferred source to contact to help you solve power quality problems?

68. Would you be interested in a for fee training seminar on Power Quality and AEP's help in solving power quality problems at your location?

☐ Yes

☐ No

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69. The information we have collected during this interview will be used in aggregate form to provide overall reports and conclusions. However, some of your individual responses would help AEP customize services for your account. Can we have your permission to review your company's answers with AEP on an individual basis?

☐

Yes

☐

No

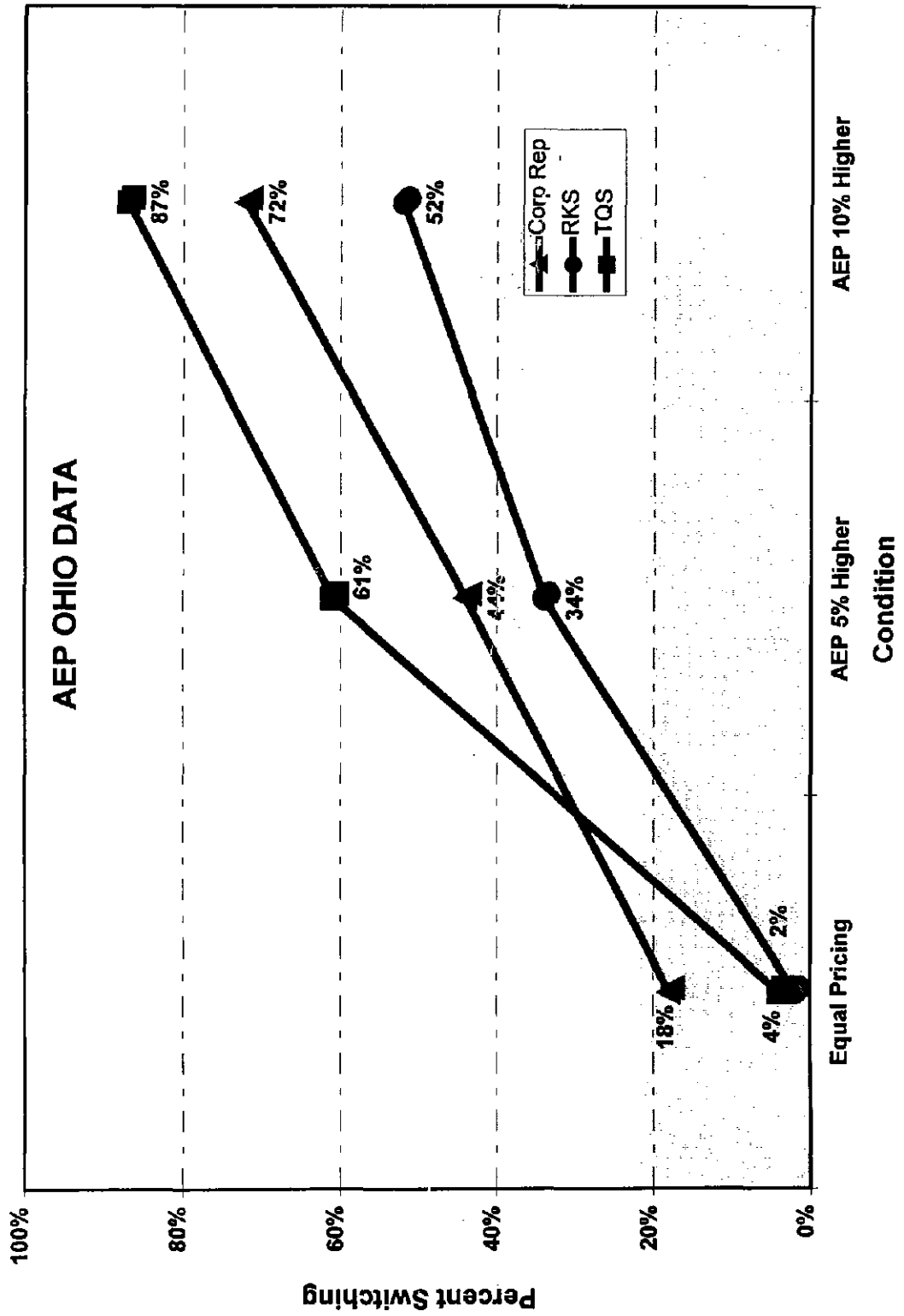
For verification purposes may we have your title? _____

Thank you for your participation and have a great day!

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COMPARISON OF SURVEY TOOLS DATA

Likelihood To Switch Electricity Suppliers
COMMERCIAL CUSTOMER CLASS COMPARISON BETWEEN SURVEY TOOLS



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