

NOTE: IMAGE SERIES

Now thinking about Xcel Energy's leadership activities and role in the community, (READ IF NECESSARY: Using the zero to ten scale where TEN means extremely good job and ZERO means extremely poor job), how would you rate Xcel Energy on...

SCREEN DESIGN: RANDOMIZE QUESTIONS

[RECORD NUMBER 0-10]

DK

REF

[BLOCK Q43AA AND Q43AB]

Q43AA. BEING A GOOD CORPORATE CITIZEN

{IF Q43AA=0-4 ASK Q43AB; OTHERWISE CONTINUE}

Q43AB. Please tell me more about that (ASK AS OPEN END; PROBE FOR SPECIFICS)

Q44. BEING WELL-MANAGED

Q45. BEING AN ENERGY EXPERT

Q46. BEING A COMPANY YOU CAN TRUST

Q47. MEETING YOUR ENERGY NEEDS TODAY

Q47A. SHOWING CONCERN FOR CUSTOMER SAFETY

Q47B. SHOWING CONCERN FOR THE ENVIRONMENT

Q47C. ANTICIPATING YOUR ENERGY NEEDS FOR THE FUTURE.

NOTE: RATES/BILLING FOLLOW-UP OPEN END

{IF Q1AC=1 ASK Q49A; OTHERWISE GO TO Q51A}

Q49A. Earlier in the survey you mentioned rates and/or billing as a way for Xcel Energy to improve your overall level of customer satisfaction. Can you please tell me more about that? (*ASK AS OPEN END; PROBE ONCE IF NEEDED WITH "What SPECIFICALLY is the reason you are dissatisfied?"*)

NOTE: COMMUNICATION/MEDIA

Q51A. In the last 3 months, have you read, seen or heard any news coverage about Xcel Energy?

1 Yes
2 No
DK
REF

{IF Q51A=1 ASK Q53; OTHERWISE GO TO FILTER BEFORE Q52A}

Q53. Based on the media coverage, what is your opinion of Xcel Energy? Using a zero to ten scale where TEN means extremely positive and ZERO means not at all positive, what is your opinion of Xcel Energy?

[RECORD NUMBER 0-10]
DK
REF

{IF Q53=0-10ASK Q52A; OTHERWISE GO TO Q53A}

Q52A. What do you recall reading or hearing about Xcel Energy that resulted in you giving a
(*INSERT RATING FROM Q53*) on your overall impression of the Company? (*ASK AS
OPEN END; ACCEPT 16 MENTIONS*)

- 1 Advertising
- 2 Alternative Power Sources (Wind, Coal, etc)
- 3 Community Activities
- 4 Conservation
- 5 Customer Service
- 6 Finances/Earnings
- 7 Management
- 8 Nuclear
- 9 Outages/ Reliability/Restoration
- 10 Pollution/Emissions/Ecology
- 11 Power Plants
- 12 Prices
- 13 Regulatory/Government
- 14 Safety
- 15 Transmission Lines
- 16 Other [*SPECIFY*]
- DK
- REF

NOTE : WEBSITE

Q53A. How many times, in the last 6 months, have you accessed Xcel Energy's web site
(Xcelenergy.com) for any reason?

[RECORD NUMBER 0-995]

- 996 996 or more times
 - DK
 - REF
-

{IF Q53A=1-996 ASK Q53B; OTHERWISE GO TO Q53DD}

Q53B. On a ZERO to TEN scale where TEN means VERY SATISFIED and ZERO means VERY DISSATISFIED, how satisfied are you with XCELENERGY.COM at meeting your information needs?

[RECORD NUMBER 0-10]

DK

REF

Q53DD. Have you seen, heard or read any advertising about Xcel Energy in the past thirty days?

1 Yes

2 No

DK

REF

NOTE: FIRMAGRAPHS/DEMOGRAPHICS

The last few questions are asked for statistical purposes only so that we may combine responses by different groups. This information is kept confidential.

{IF QB=2, 4, 7 ASK Q53E; OTHERWISE GO TO FILTER BEFORE Q61}

Q53E. What is your current job title? (*ASK AS OPEN END*)

{IF QB=2 OR 4 ASK Q54; OTHERWISE GO TO Q55}

Q54. What type of business do you have? (*ASK AS OPEN END*)

Q55. How does your company make energy product and service buying decisions? (*READ CODES 1-4*)

1 Locally / single person

2 Locally / team decision

3 Centralized single person

4 Centralized team decision

DK

REF

{IF QB=3, 5, 6 ASK Q61; OTHERWISE GO TO FILTER BEFORE Q71}

Q61. In what year was your home built? *(IF NEEDED: YOUR BEST ESTIMATE IS FINE.)*

(RECORD YEAR 0-2005)

DK

REF

Q62. How many persons, including yourself and any children, are currently living in your household?

[RECORD NUMBER 1-20]

21 More than 20

DK

REF

{IF Q62=2-21 ASK Q64; OTHERWISE GO TO Q66}

Q64. Do you have any children under 18 living in your household?

1 Yes

2 No

REF

Q66. Please stop me when I mention the range that contains your age. *(READ CODES 1-6)*

1 Under 25

2 25-34

3 35-44

4 45-54

5 55-64

6 65 and older

DK

REF

Q69. Would you please tell me what your TOTAL FAMILY INCOME was in 2004 before taxes (and including Social Security or other payments)? Please stop me when I reach the correct category. *(READ CODES 1-10 IF NECESSARY)*

- 1 Up to \$30,000
- 2 \$30,000 to under \$50,000
- 3 \$50,000 to under \$75,000
- 4 \$75,000 to under \$100,000
- 5 \$100,000 to under \$150,000
- 6 \$150,000 to under \$200,000
- 7 More than \$200,000
- DK
- REF

Q69A. Are you currently an employee (full time, part time or contract) of Xcel Energy?

- 1 Yes
- 2 No
- REF

Q70. *(RECORD FROM OBSERVATION ONLY)*

- 1 Male
- 2 Female
- 1 Not sure

NOTE: ATTRIBUTION

{IF QB=3, 5, 6 ASK Q71; OTHERWISE GO TO FILTER BEFORE Q71B}

Q71. May we share your individual responses with Xcel Energy so they can serve their customers better?

- 1 Yes
- 2 No
- DK
- REF

{IF QB=2, 4; 7 ASK Q71B; OTHERWISE GO TO Q72}

Q71B. 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 your utility understand your particular circumstances. Can we have your permission to review your company 's answers with Xcel Energy on an individual basis and possibly have a representative from Xcel Energy follow up with you to discuss issues that are of particular concern to you?

- 1 Yes
- 2 No
- DK
- REF

Q72. *TECH NOTE: DO YOU FEEL THE RESPONDENT IS VERY UPSET WITH XCEL ENERGY AND NEEDS A FOLLOW UP CONTACT?*

- 1 Yes *{FILL OUT ELECTRONIC COMMENT FORM}*
 - 2 No *{GO TO ENDING}*
 - 3 Don't know *{GO TO ENDING}*
 - 4 *Refused* *{GO TO ENDING}*
-

NOTE: ELECTRONIC COMMENT FORM

TECH NOTE: Did the respondent complete the survey?

- 1 Yes
- 2 No

COMDATA. *TECH NOTE: PLEASE PROVIDE COMMENTS ON WHAT XCEL ENERGY SHOULD CONTACT THE RESPONDENT ABOUT. (PLEASE BE SPECIFIC) (IT IS OKAY TO ASK THE RESPONDENT FOR SPECIFICS ON WHY THEY ARE UPSET, ETC.)*

I'd like to verify the spelling of your name.

CFNAME. *[RECORD RESPONDENT'S FIRST NAME]*

CLNAME. *[RECORD RESPONDENT'S LAST NAME]*

{IF QB=1, 2, 4 COMPLETE ASK COMPNAME; OTHERWISE CONTINUE}

I'd like to verify the spelling of your company name

COMPNAME. *[RECORD COMPANY NAME]*

May I have your street address?

ADR1. *[RECORD STREET ADDRESS]*

ADR2. *[RECORD STREET ADDRESS]*

CTY. *[RECORD CITY]*

STATE1. *[RECORD STATE]*

ZCDE. *[RECORD ZIP CODE]*

May I have your daytime phone number?

COMAC. [RECORD TELEPHONE AREA CODE]

COMPRES. [RECORD TELEPHONE PREFIX]

COMSUF. [RECORD TELEPHONE SUFFIX]

PROG. NOTE: Move in from sample: QB2. IDBA, QB3. AccountID

[ENDING] Thank you for your time.

Xcel Energy Services
O&M Charges to Operating Companies
12 Months Ended September 30, 2005

		Field		Business	
		Operations	Jurisdiction	VP Finance	Operations
Direct	NSP-Minnesota	\$ 5,106,484.96	\$ 224,562.54	\$ 1,651,003.51	\$ 1,556,872.88
	NSP-Wisconsin	\$ 1,473,089.44	\$ 66,886.31	\$ 428,547.89	\$ 160,394.97
	Public Service Co of Colorado	\$ 5,313,908.78	\$ 107,134.95	\$ 1,722,417.05	\$ 2,771,933.07
	Cheyenne Light, Fuel & Power *	\$ 4,021.13	\$ -	\$ 10,233.54	\$ 38,456.54
Indirect	NSP-Minnesota	\$ 564,295.57	\$ 17,535.75	\$ 384,998.15	\$ 72,405.72
	NSP-Wisconsin	\$ 197,409.52	\$ 6,489.85	\$ 90,033.79	\$ 15,530.50
	Public Service Co of Colorado	\$ 497,623.64	\$ 15,424.32	\$ 396,295.08	\$ 121,624.17
	Cheyenne Light, Fuel & Power *	\$ 633.04	\$ 7.56	\$ 3,382.49	\$ 1,620.28

* sold in January 2005