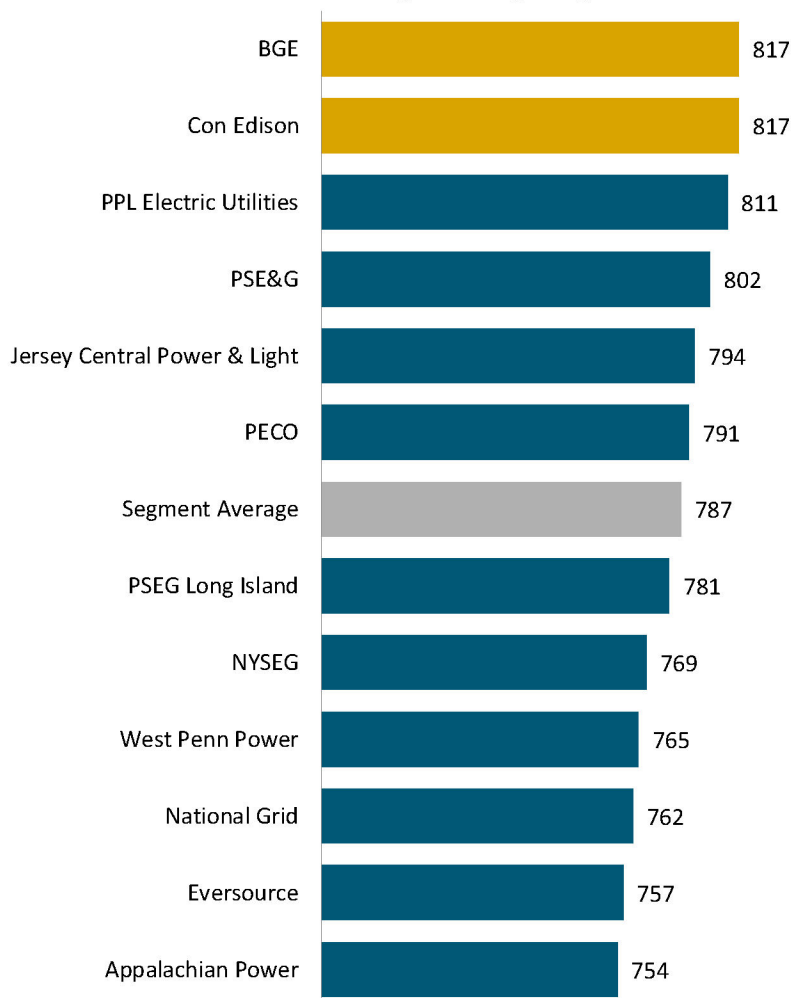


J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

East Region: Large Segment



Source: J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

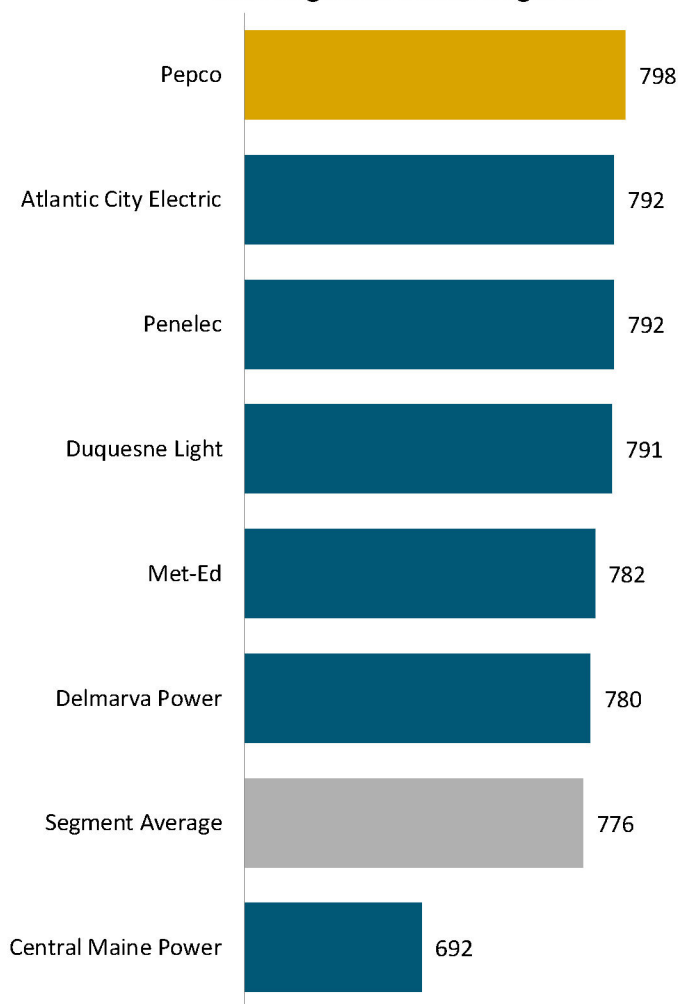
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J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

East Region: Midsize Segment



Source: J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

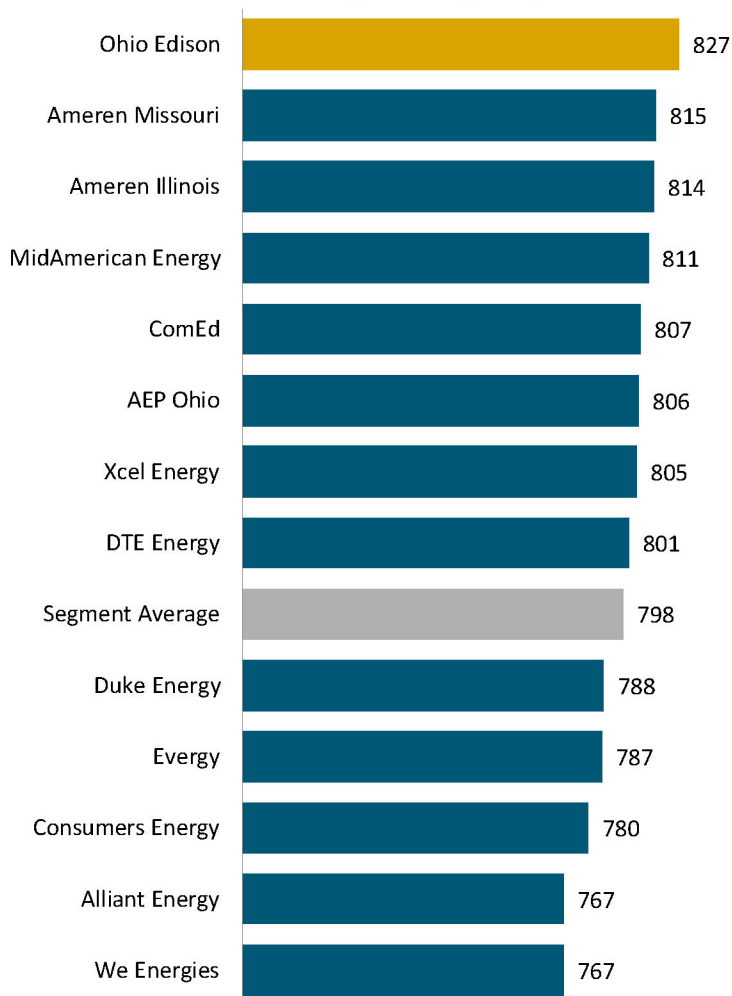
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J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Large Segment



Source: J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

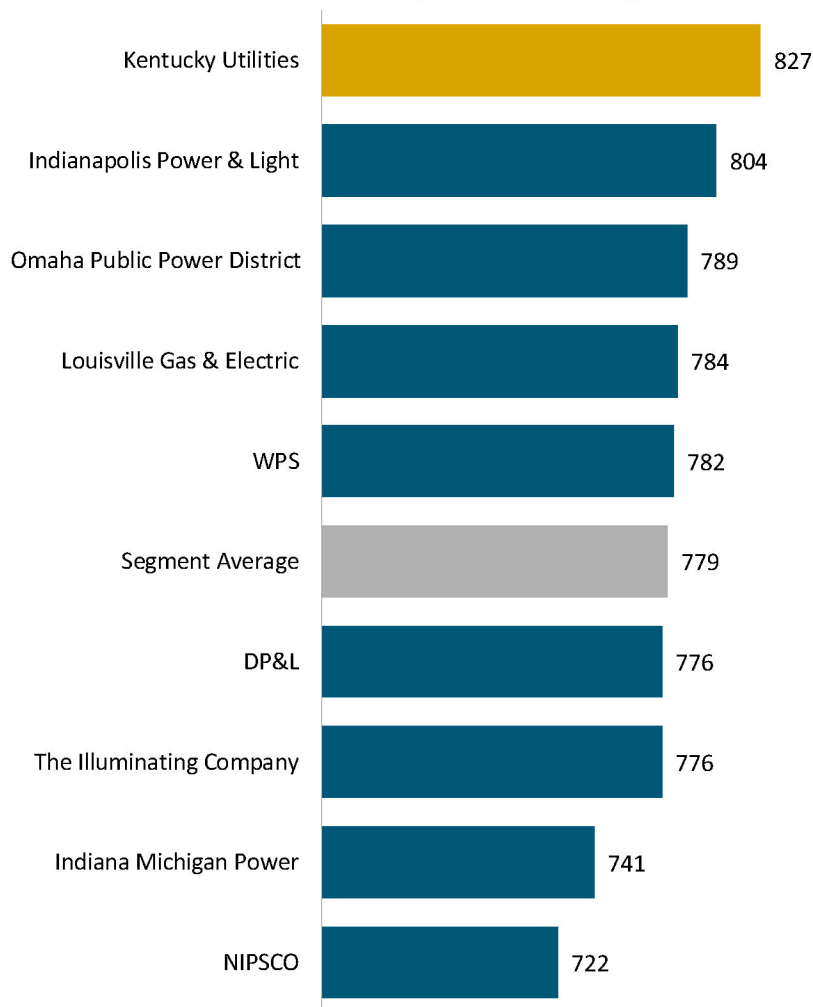
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J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Midsize Segment



Source: J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

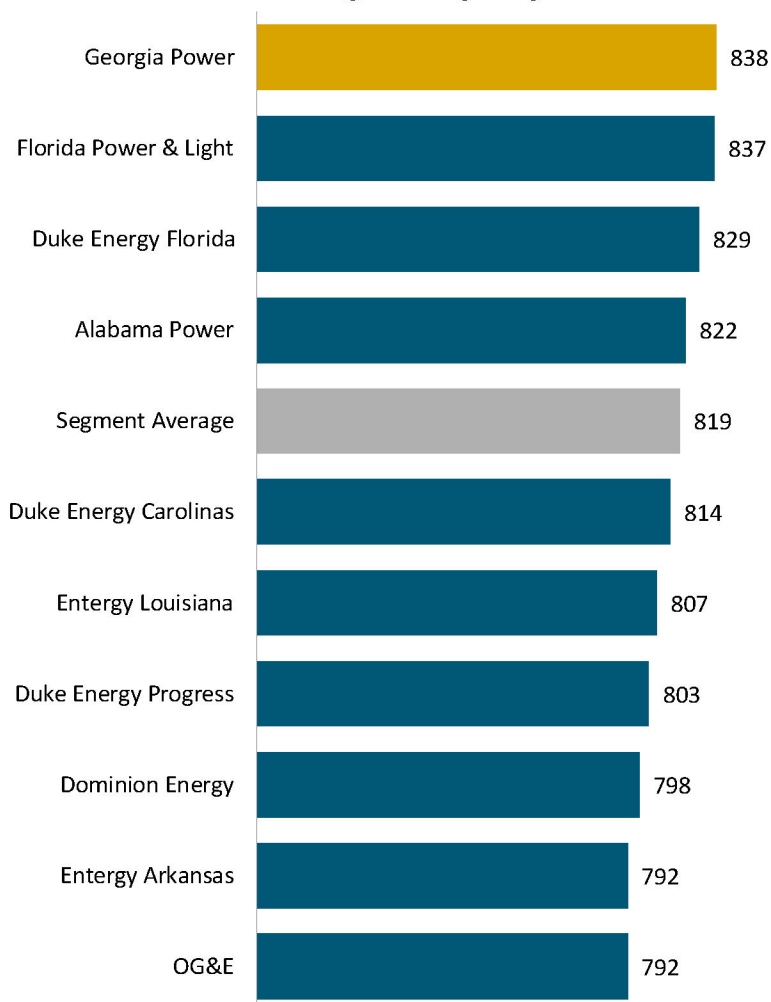
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J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Large Segment



Source: J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

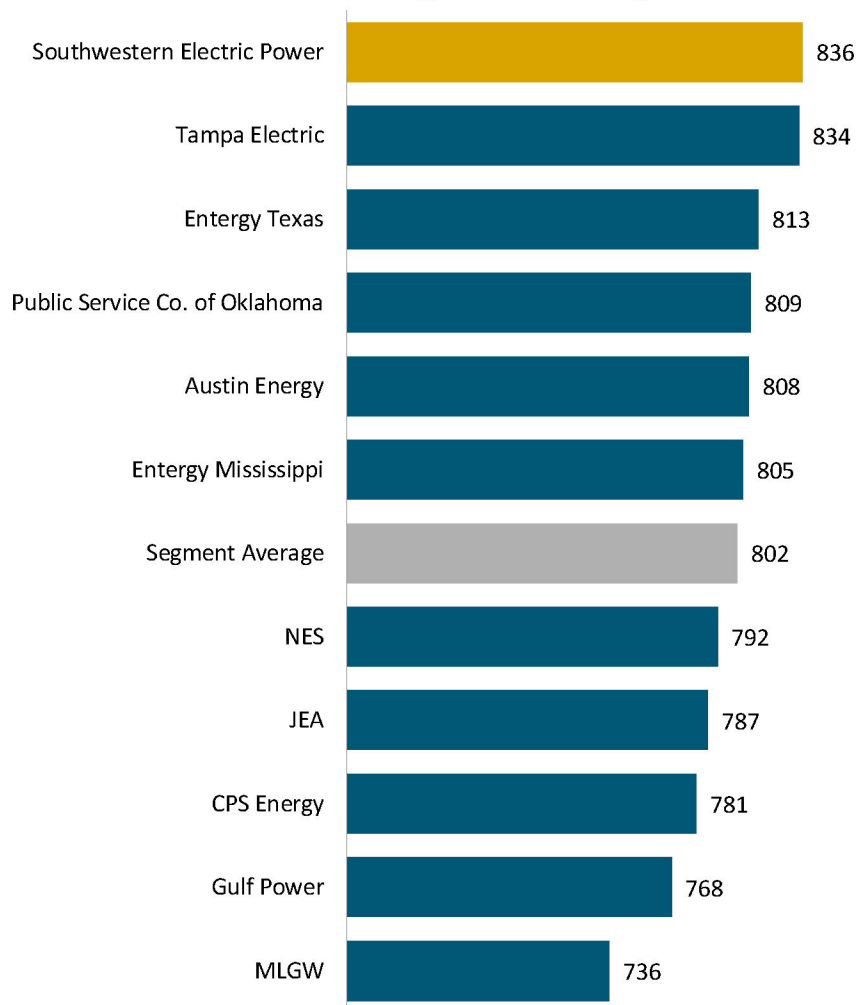
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J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Midsize Segment



Source: J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

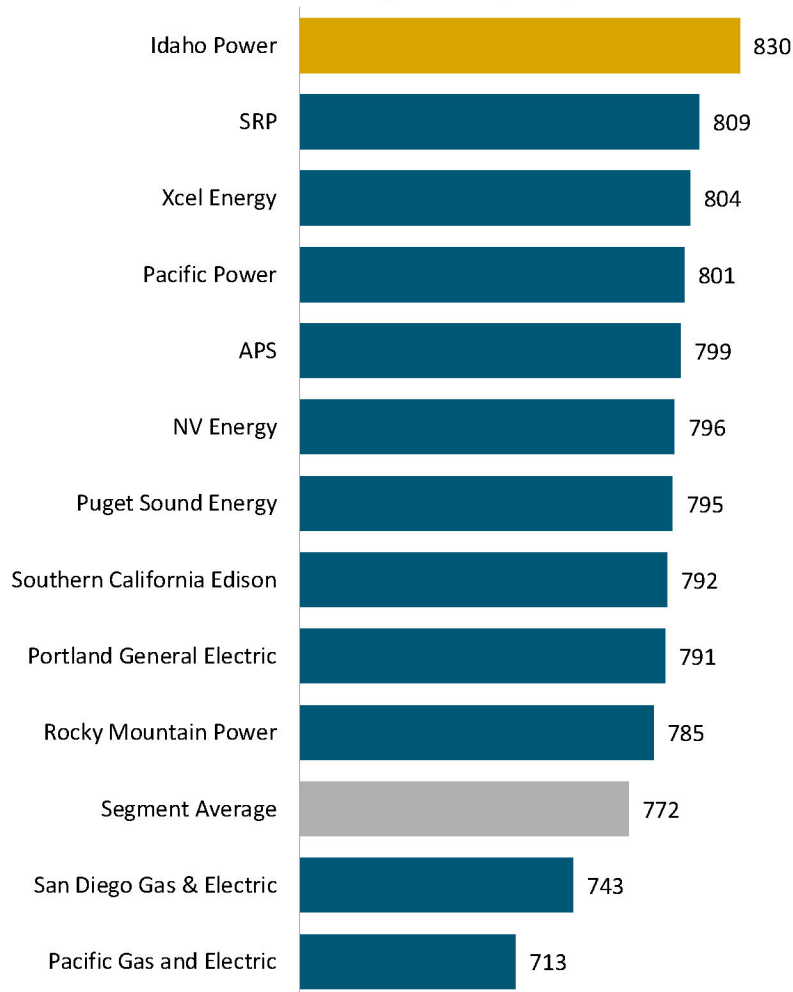
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J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

West Region: Large Segment



Source: J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

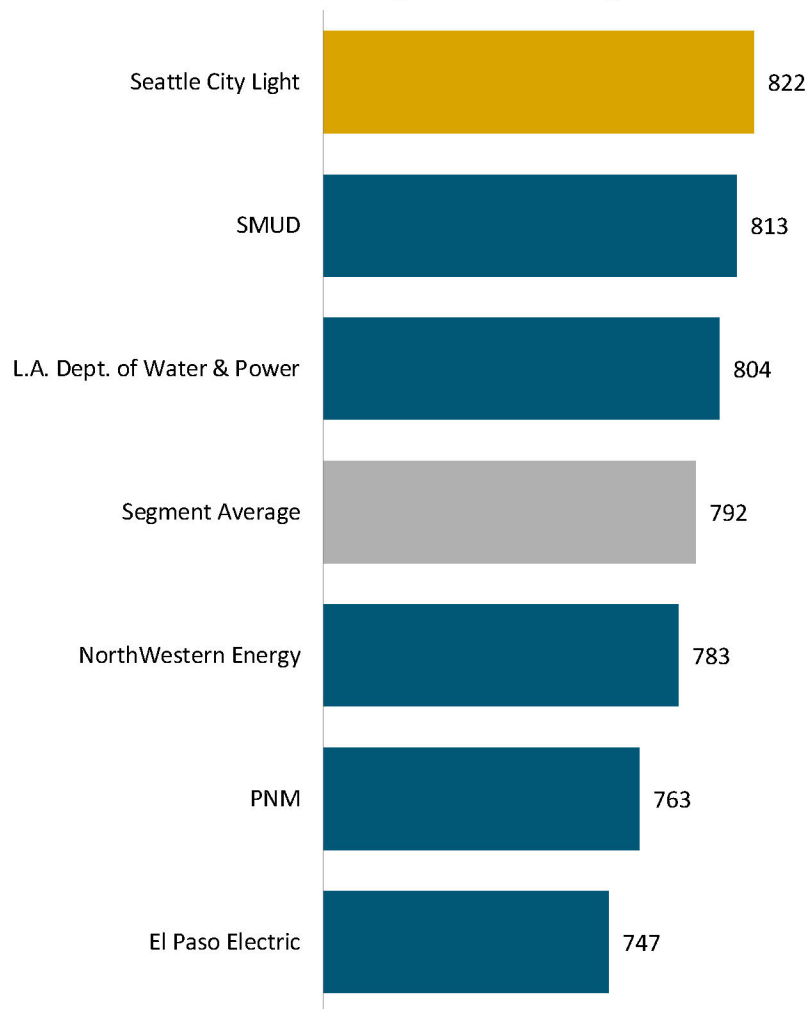
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J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

West Region: Midsize Segment



Source: J.D. Power 2020 Electric Utility Business Customer Satisfaction StudySM

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Electric Utility Providers Can Increase Satisfaction by Supporting Local Economic Development Efforts, J.D. Power Finds

TROY, Mich.: 15 Dec. 2021 — Overall electric utility residential customer satisfaction is 748 (on a 1,000-point scale) in 2021, a decrease from a record-high 751 in 2020, according to the J.D. Power 2021 Electric Utility Residential Customer Satisfaction Study,SM released today. This year's study shows only 32% of customers are aware of their utilities' efforts to help economic development in their local communities.

"In today's roller coaster economic environment, electric utility providers need to not only increase their efforts to help their local economies but also communicate more effectively about utility programs and activities," said **John Hazen, managing director of the utility practice at J.D. Power**. "Utility customers want to hear about these efforts and, when they do, overall satisfaction is higher. Promoting economic development efforts can increase overall satisfaction by as much as 122 points."

Study Results

- East Large Segment: **PPL Electric Utilities** (for a 10th consecutive year)
- East Midsize Segment: **Penn Power**
- Midwest Large Segment: **Ameren Illinois**
- Midwest Midsize Segment: **Kentucky Utilities** (for a sixth consecutive year)
- South Large Segment: **Florida Power & Light** (for a second consecutive year)
- South Midsize Segment: **EPB** (for a sixth consecutive year)
- West Large Segment: **SRP** (for a 20th consecutive year)
- West Midsize Segment: **Clark Public Utilities** (for a 14th consecutive year)
- Cooperatives Segment: **Clay Electric Cooperative**

The 2021 Electric Utility Residential Customer Satisfaction Study is based on responses from 100,999 online interviews conducted from January 2021 through November 2021 among residential customers of the 145 largest electric utility brands across the United States, which represent more than 101 million households.

For more information about the Electric Utility Residential Customer Satisfaction Study, visit <https://www.jdpower.com/business/resource/electric-utility-residential-customer-satisfaction-study>.

To view the online press release, please visit <http://www.jdpower.com/pr-id/2020171>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.JDPower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.JDPower.com).

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About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

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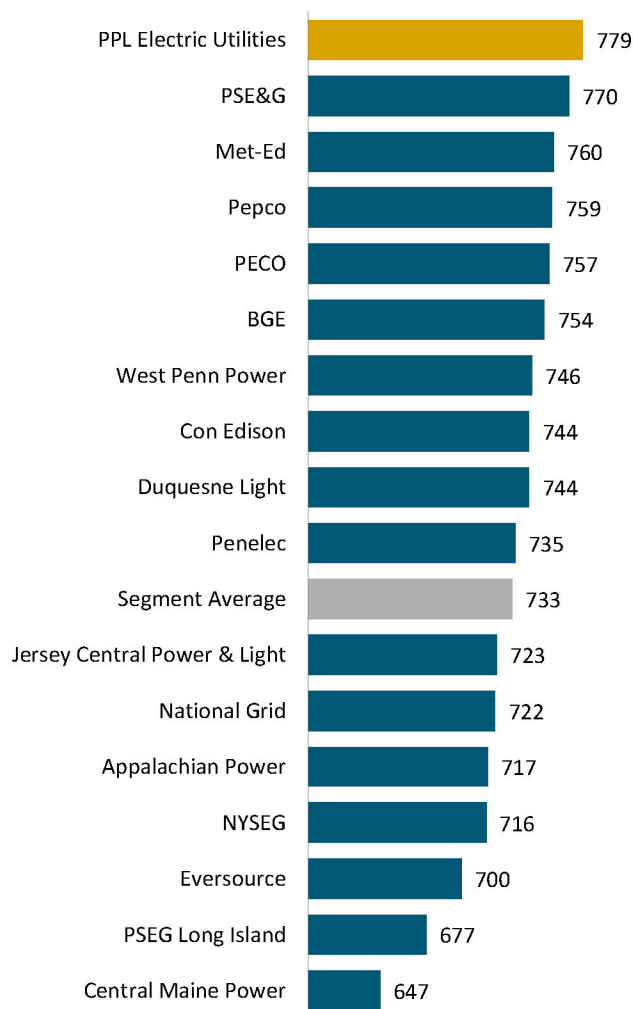
Note: Nine charts follow.

J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

East Region: Large Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

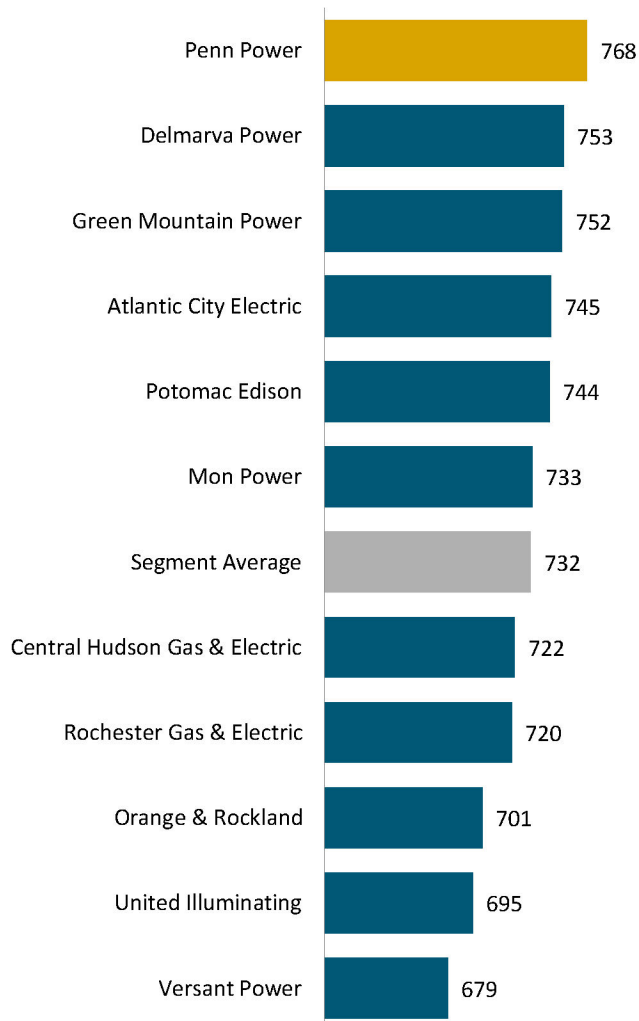
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

East Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

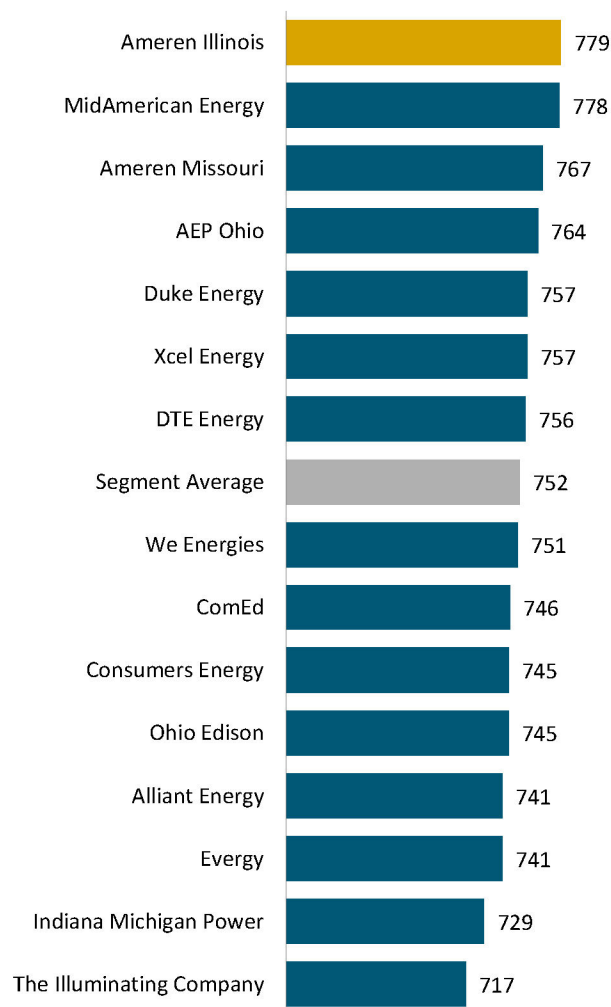
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Large Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

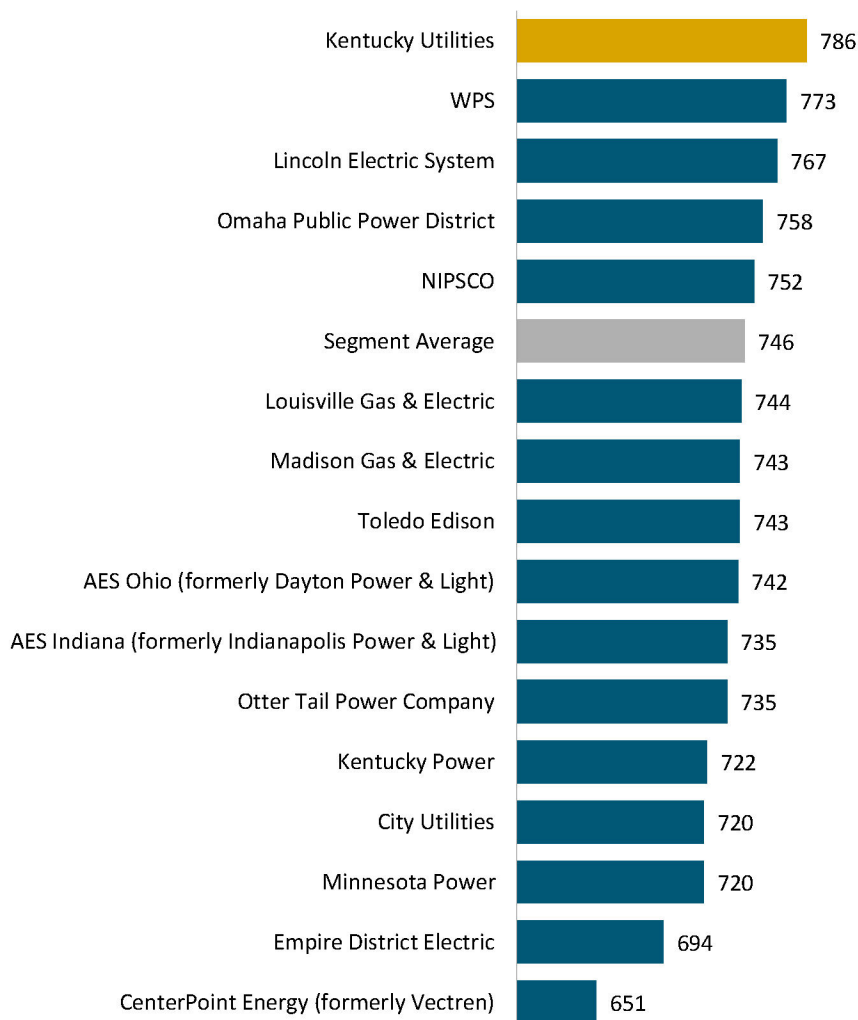
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

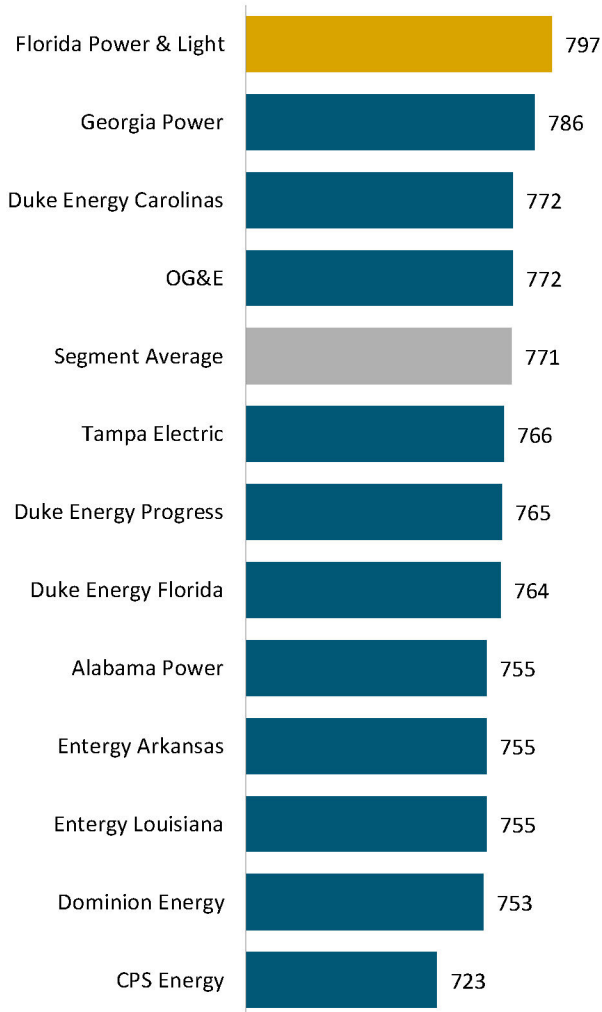
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Large Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

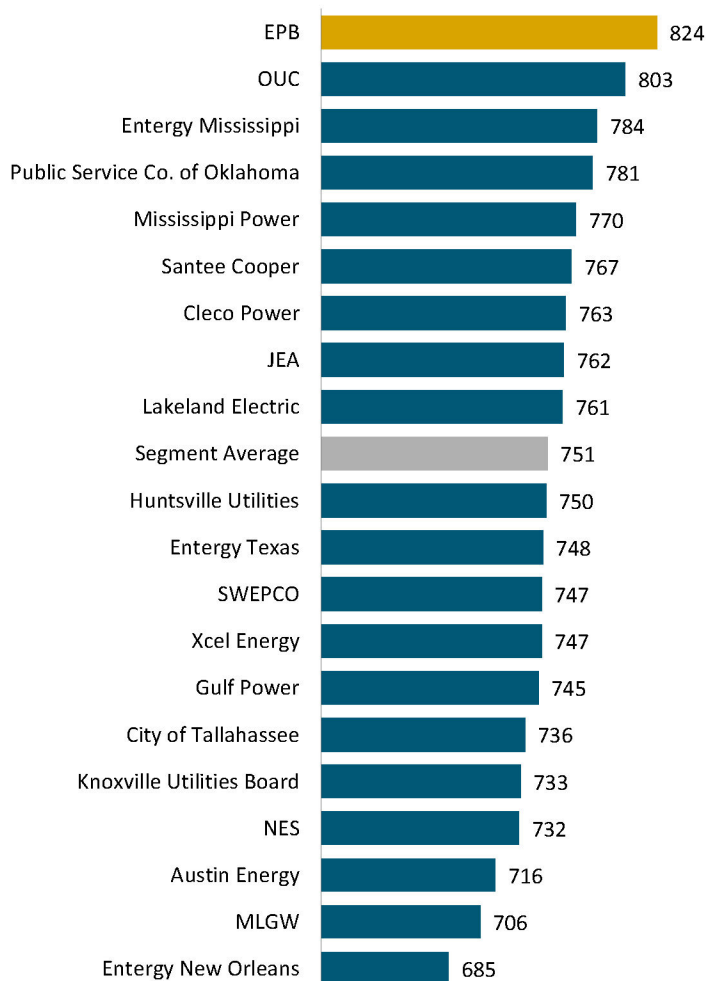
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

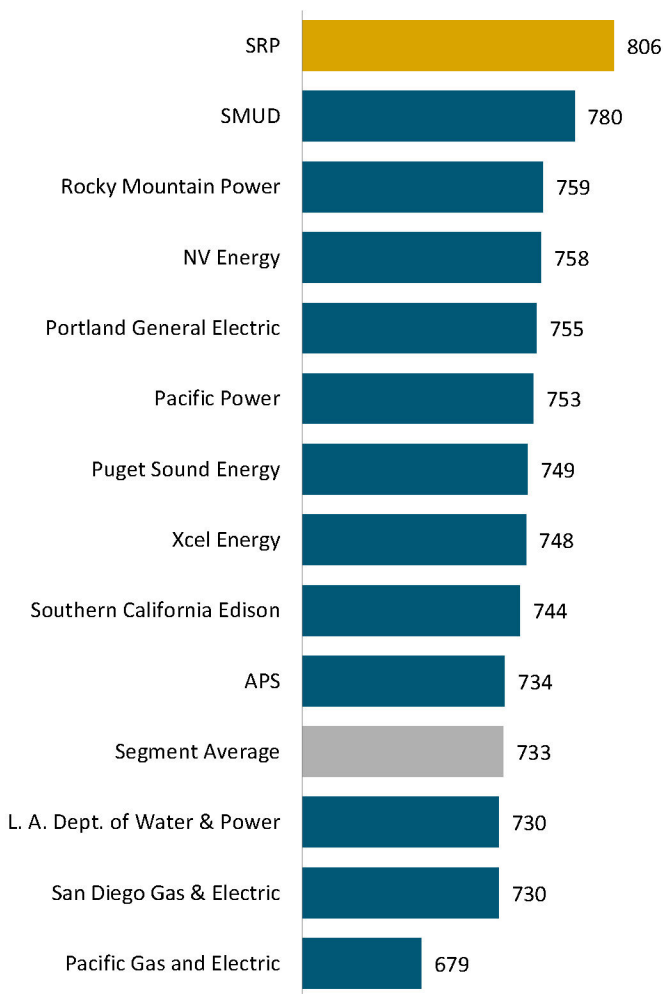
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

West Region: Large Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

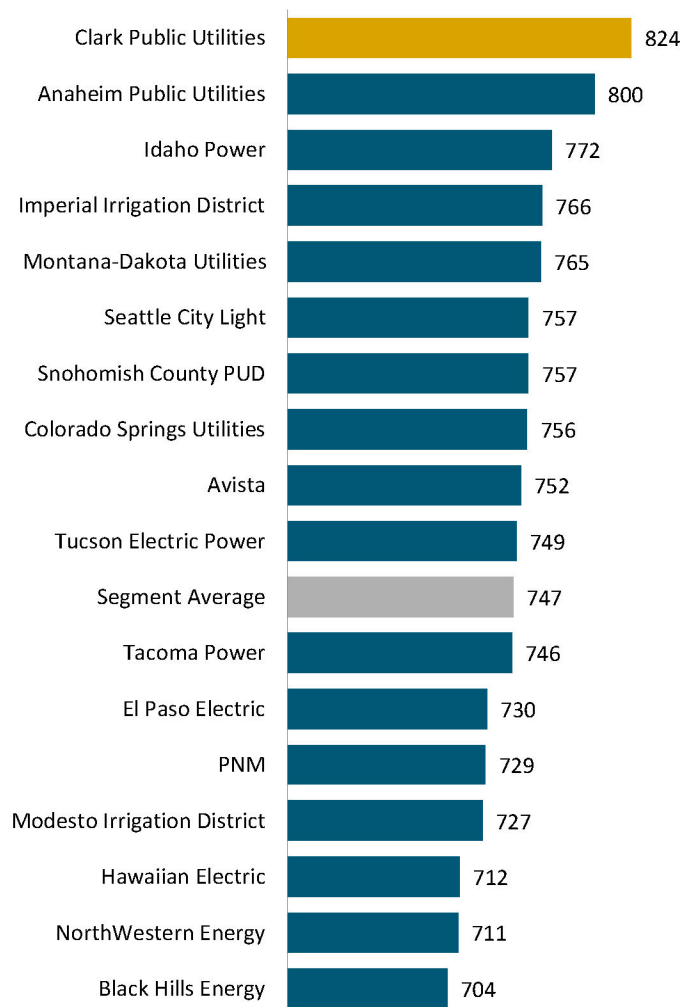
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

West Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

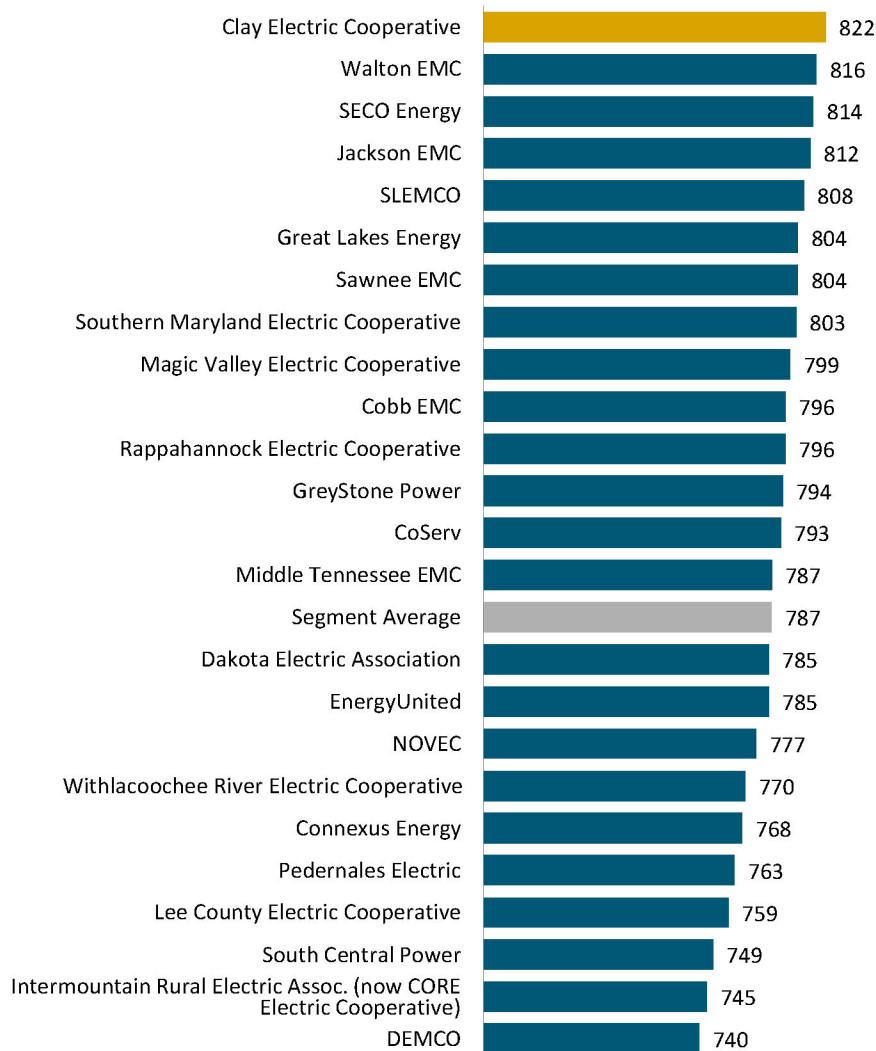
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J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Cooperatives



Source: J.D. Power 2021 Electric Utility Residential Customer Satisfaction StudySM

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Business Customer Satisfaction with Electric Utilities Rallies in Second Half of 2021, J.D. Power Finds

Improving Business Optimism and More Frequent Outreach Efforts Combine to Lift Satisfaction

TROY, Mich.: 17 Nov. 2021 — Despite a decline in overall business customer satisfaction with electric utilities from 2020, results have climbed considerably in the second half of 2021. According to the J.D. Power 2021 Electric Utility Business Customer Satisfaction Study,SM released today, a combination of steadily improving business optimism and visible utility efforts to increase customer contact have helped spur a rise in customer satisfaction.

"Many businesses started out the year dealing with challenges brought on by the pandemic, especially around costs," said **Adrian Chung, director of utilities intelligence at J.D. Power**. "We saw this reflected through customers' lower satisfaction with their electric utilities but didn't anticipate a swing in the second half as scores increased 24 points. Two things happened to drive that trend. First, there was an increase of seven percentage points in the number of businesses that said they are better off financially now than a year ago. Perhaps more importantly, though, there was an increase in customer outreach on the part of utilities, leading to positive effects on their relationships with businesses."

Following are some key findings of the 2021 study:

- **Business customer satisfaction power surge:** Overall business customer satisfaction with electric utilities this year is 786 (on a 1,000-point scale), which is down from 793 a year ago. What that headline number obscures, however, is the massive 24-point increase in the second half of study fielding. By itself, the overall satisfaction score for the second wave of the study (798) is the highest single-wave score ever recorded in this study.
- **High-voltage customer contact:** Nearly three-fourths (74%) of business customers indicated having some form of direct contact with their utility. This included increased interaction in the second wave of the study through proactive outreach via e-mail, phone or face-to-face visit (27%); via web (34%); and mobile app (19%).
- **More customers now have an assigned account rep:** The number of business customers saying that they have an assigned account representative increased from 33% in the first wave of the study to 39% in the second wave. A dedicated account representative is associated with a 73-point lift in overall customer satisfaction.
- **Rates may be on the rise:** After several months of late payment forgiveness and relatively stable rates, during the second wave of the study, 39% of business customers say they are aware of a planned rate increase.

Study Rankings

Within each of the four U.S. geographic regions included in the study, utility providers are classified into one of two segments: large (serving 85,000 or more business customers) and midsize (serving 40,000-84,999 business customers). The East Midsize and West Midsize regions are not award eligible because they did not have sufficient sample size from enough providers. The following utilities rank highest in business customer satisfaction in their respective region:

- East Large: **PPL Electric Utilities**
- Midwest Large: **Ohio Edison** (for a second consecutive year)
- Midwest Midsize: **Kentucky Utilities** (for a third consecutive year)
- South Large: **Florida Power & Light**
- South Midsize: **Public Service Co. of Oklahoma**
- West Large: **SRP**

The 2021 Electric Utility Business Customer Satisfaction Study, now in its 23rd year, measures satisfaction among business customers of 87 targeted U.S. electric utilities, each of which serves more than 40,000 business customers. In aggregate, these utilities provide electricity to more than 12 million customers. Overall satisfaction is examined across six factors (listed in order of importance): power quality and reliability; price; billing and payment; corporate citizenship; customer contact; and communications.

The study is based on responses from 16,834 online interviews of business customers in decision-making roles related to their utility company. The study was fielded from February through October 2021.

For more information about the J.D. Power Electric Utility Business Customer Satisfaction Study, visit <https://www.jdpower.com/business/utilities/electric-utility-business-customer-satisfaction-study>.

To view the online press release, please visit <http://www.jdpower.com/pr-id/2021158>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

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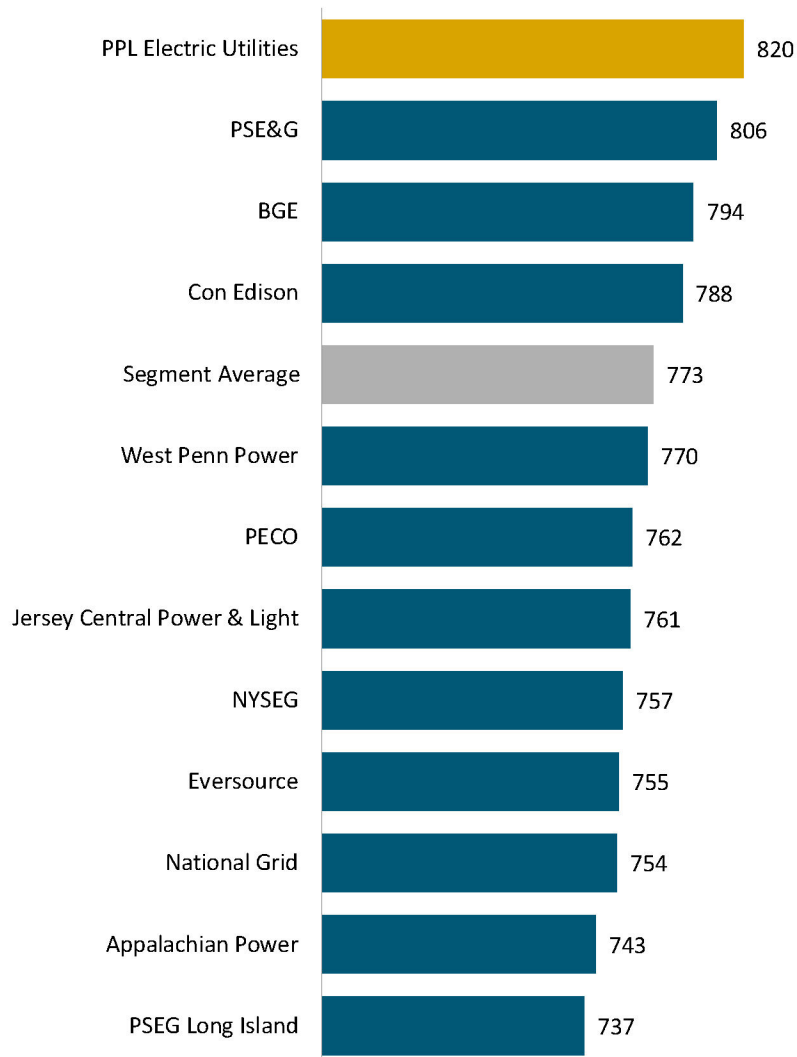
NOTE: Six charts follow.

J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

East Region: Large Segment



Source: J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

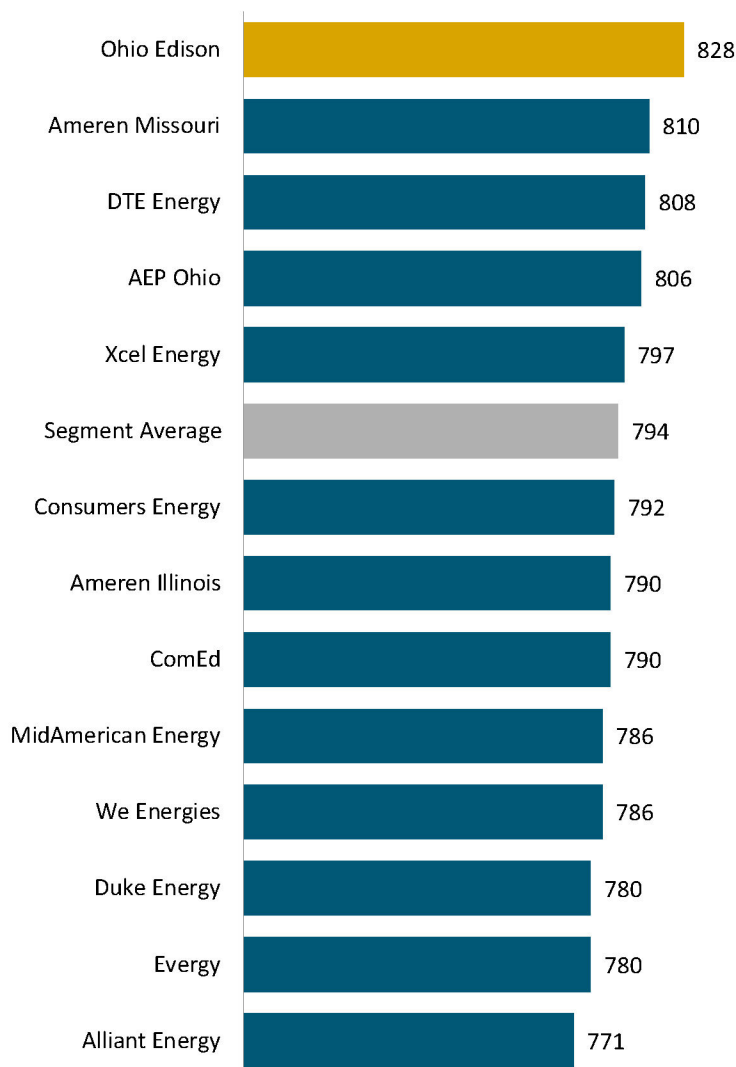
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J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Large Segment



Source: J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

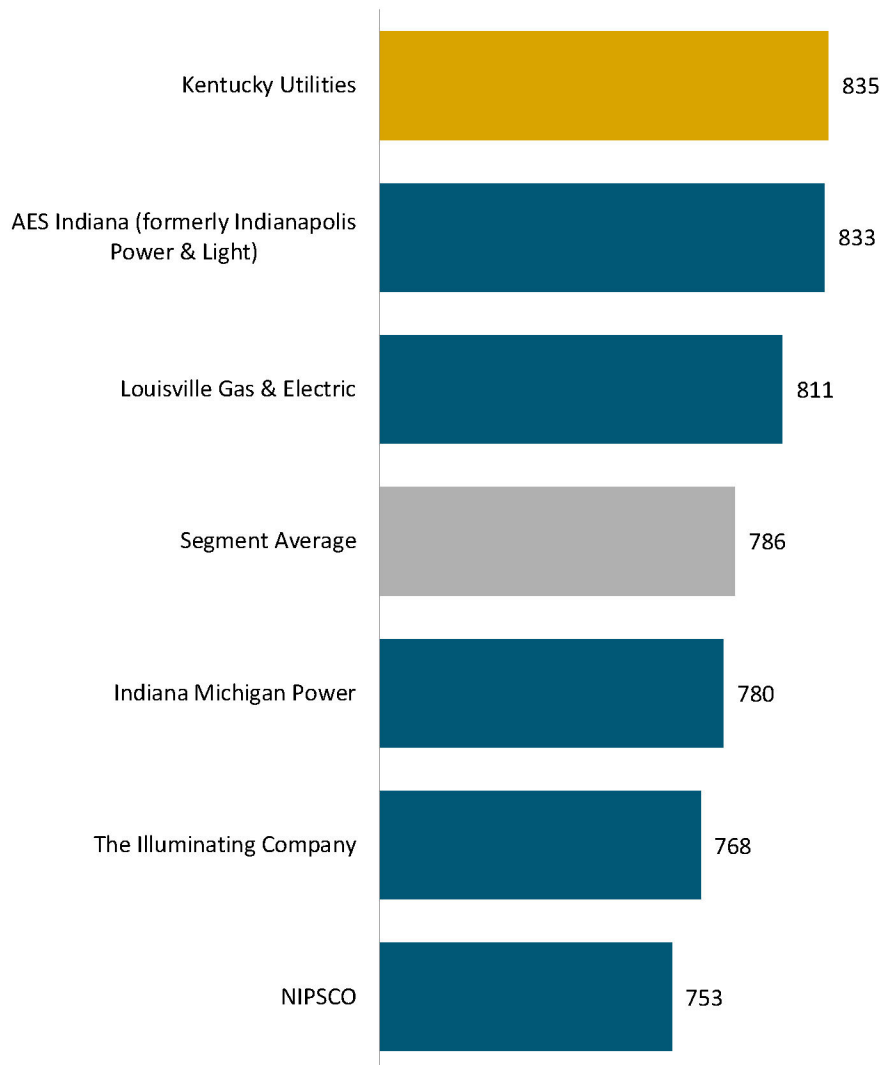
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J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

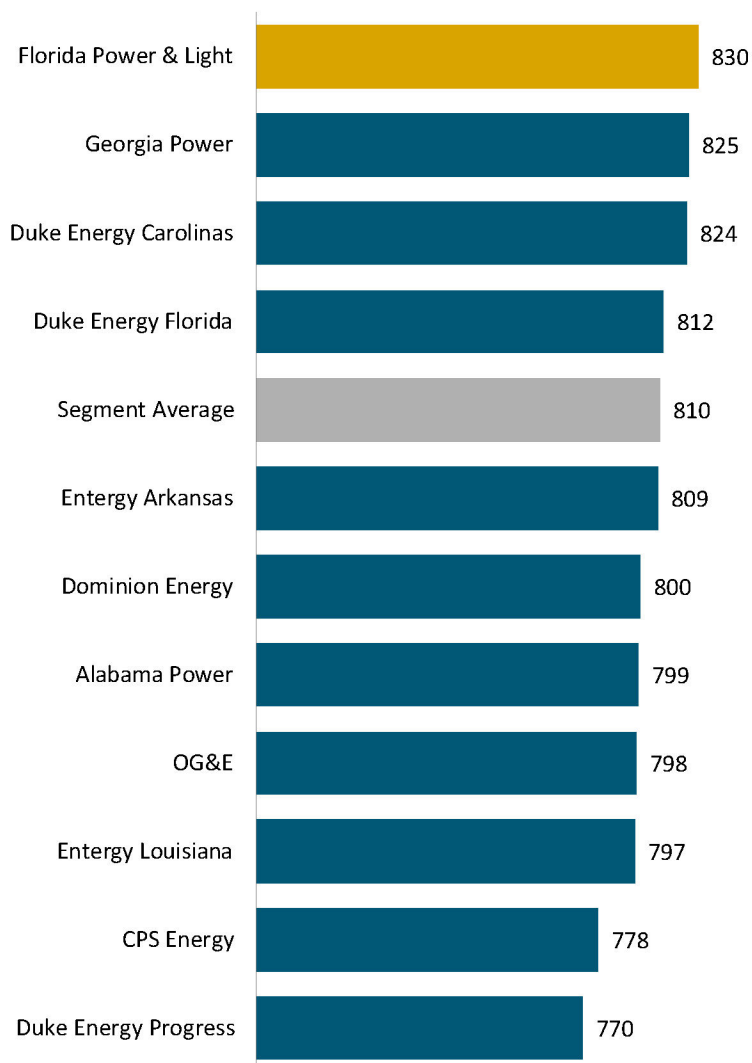
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J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Large Segment



Source: J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

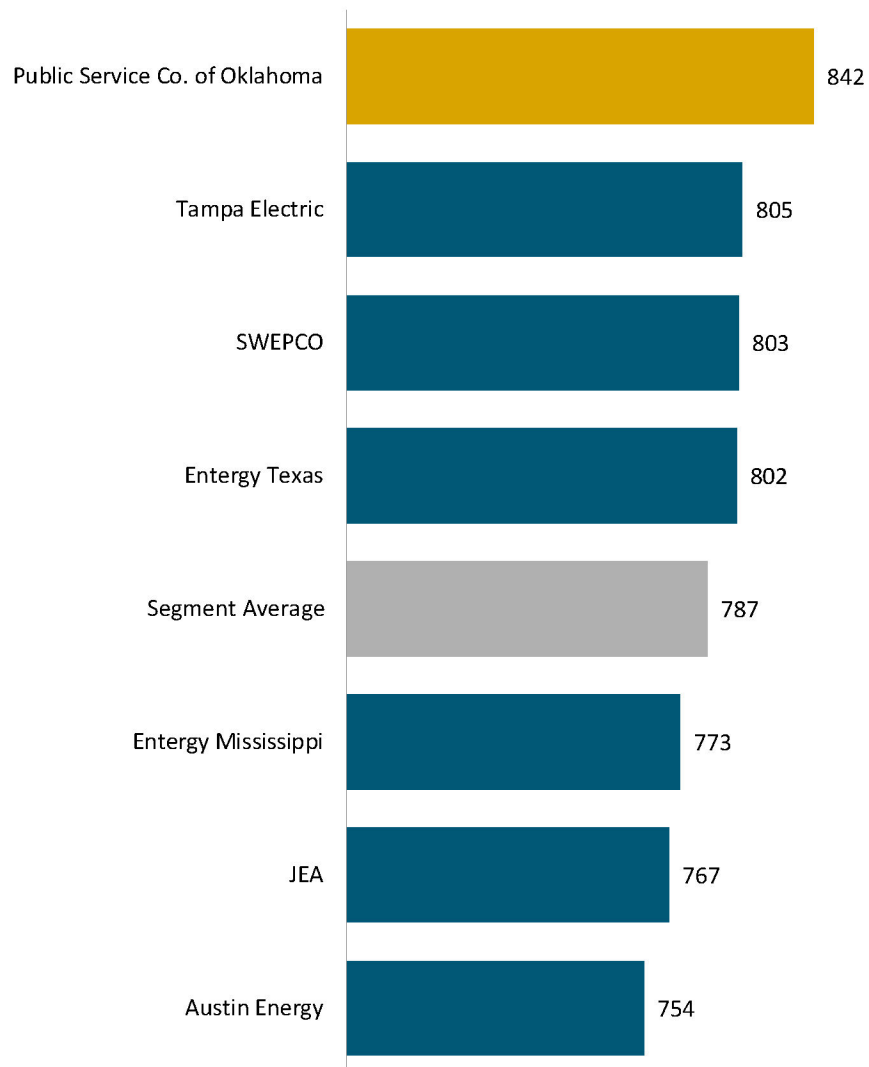
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J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Midsize Segment



Source: J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

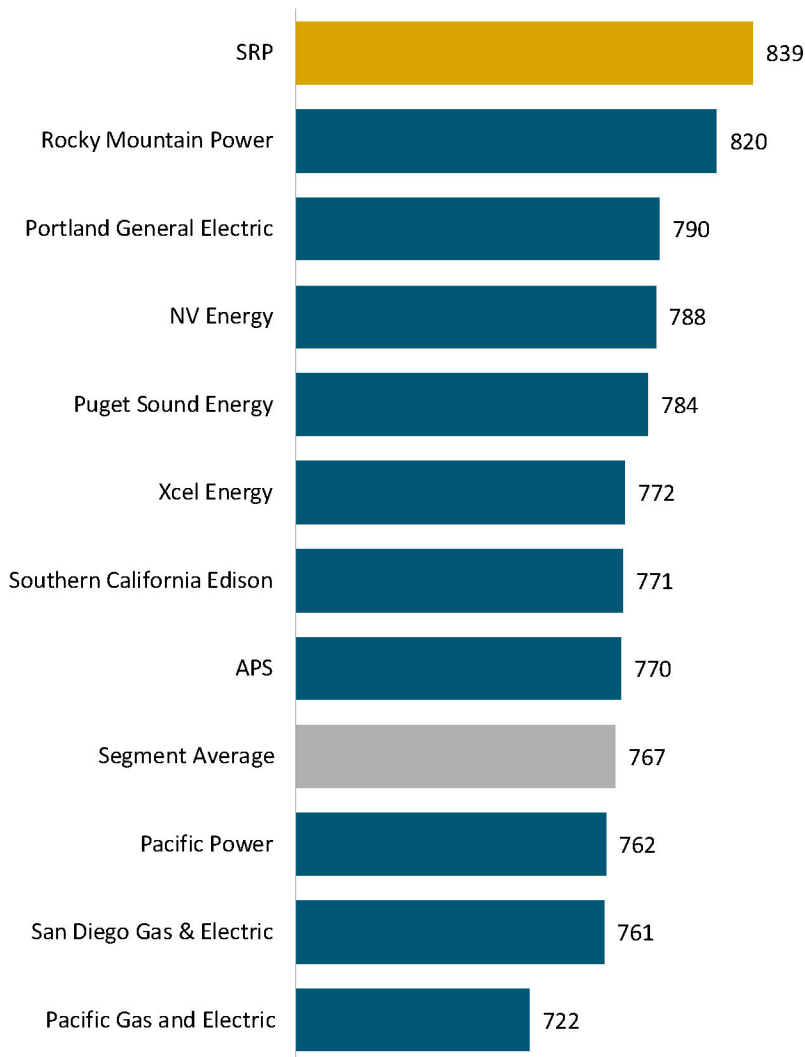
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J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

West Region: Large Segment



Source: J.D. Power 2021 Electric Utility Business Customer Satisfaction StudySM

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Business Customer Satisfaction with Electric Utilities Deteriorates as Rates Rise, J.D. Power Finds

Leading Utilities Find Ways to Offset Price Increases, Maintain Satisfaction with Relationship Management

TROY, Mich.: 16 Nov. 2022 — More than half (52%) of U.S. businesses say they are aware of electric utility rate increases this year, spurring a significant decline in overall customer satisfaction. According to the J.D. Power 2022 Electric Utility Business Customer Satisfaction Study,SM released today, a combination of rising rates, inadequate communication and lack of visibility on corporate citizenship initiatives have caused overall satisfaction scores to decline 12 points (on a 1,000-point scale) year over year.

"Businesses are facing a tough economic environment right now as they confront the effects of inflation, talent scarcity and continued supply chain challenges," said **Adrian Chung, director of utilities intelligence at J.D. Power**. "Blanket increases in their electric utility bills—without clear corresponding communications and adequate support from their utility on how to manage these costs—are simply adding to an already difficult situation for many businesses. But rising rates do not necessarily have to result in lower customer satisfaction. In fact, the handful of electric utilities that are getting the business customer engagement formula right are able to maintain or even drive higher levels of satisfaction and affordability perceptions."

Following are some key findings of the 2022 study:

- **Business customer satisfaction short circuits:** Overall business customer satisfaction with electric utilities this year is 774, down 12 points from a year ago. Lower satisfaction is primarily driven by 20-point declines in price and in awareness of utility corporate citizenship efforts, and a 19-point decline in satisfaction with utility communications.
- **Majority of customers see rate increases:** More than half (52%) of business customers say they are aware of a rate increase from their electric utility this year, up 15 percentage points from a year ago. Nationally, rate increase awareness has risen but it is most prevalent in the East and West regions.
- **Account representatives to the rescue:** Overall satisfaction scores are 79 points higher and price satisfaction is 113 points higher when business customers indicate they have an assigned account representative. Likewise, business customer perceptions of power quality and reliability, corporate citizenship and communications all increase significantly when a dedicated rep is assigned. Currently, just 34% of business customers say they have an assigned account representative.
- **Customer engagement crucial:** Additional proactive customer relationship management strategies that help offset the negative effects of a price increase include participation in special product and service offerings; awareness of energy efficiency and conservation programs; and frequent communication on energy conservation tips and special offers. There is a 74-point increase in satisfaction with price when business customers participate in three or more product and service offerings with their electric utility.

Study Rankings

Within each of the four U.S. geographic regions included in the study, utility providers are classified into one of two segments: large (serving 90,000 or more business customers) and midsize (serving 50,000-89,999 business customers).

The following utilities rank highest in business customer satisfaction in their respective region:

- East Large: **BGE**
- East Midsize: **Atlantic City Electric**
- Midwest Large: **Ameren Missouri**
- Midwest Midsize: **Kentucky Utilities** (for a fourth consecutive year)
- South Large: **Georgia Power**
- South Midsize: **Entergy Texas**
- West Large: **SRP** (for a second consecutive year)
- West Midsize: **Seattle City Light**

The 2022 Electric Utility Business Customer Satisfaction Study, now in its 24th year, measures satisfaction among business customers of 87 targeted U.S. electric utilities, each of which serves more than 50,000 business customers. In aggregate, these utilities provide electricity to more than 12 million customers. Overall satisfaction is examined across six factors (listed in order of importance): power quality and reliability; price; billing and payment; corporate citizenship; customer contact; and communications.

The study is based on responses from 18,694 online interviews of business customers in decision-making roles related to their utility company. The study was fielded from February through October 2022.

For more information about the J.D. Power Electric Utility Business Customer Satisfaction Study, visit <https://www.jdpower.com/business/utilities/electric-utility-business-customer-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2022172>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.JDPower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.JDPower.com).

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About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

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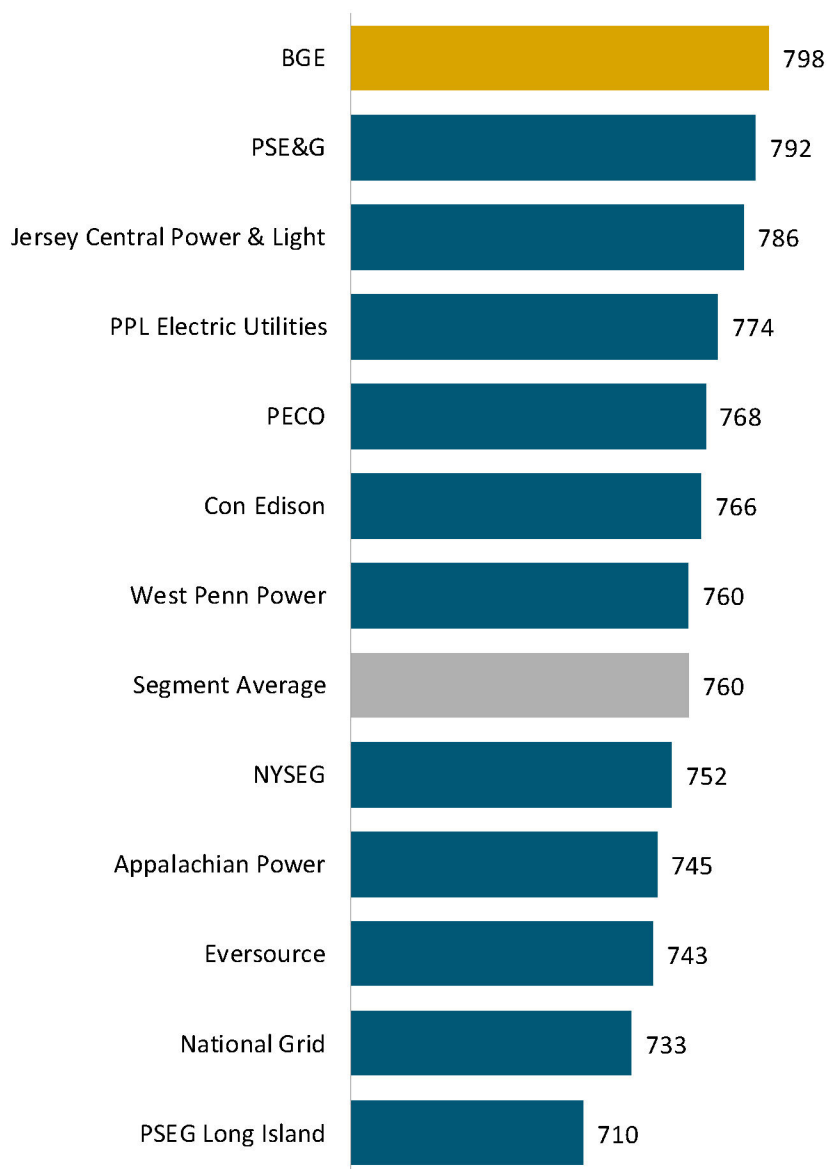
NOTE: Eight charts follow.

J.D. Power 2022 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

East Region: Large Segment



Source: J.D. Power 2022 U.S. Electric Utility Business Customer Satisfaction StudySM

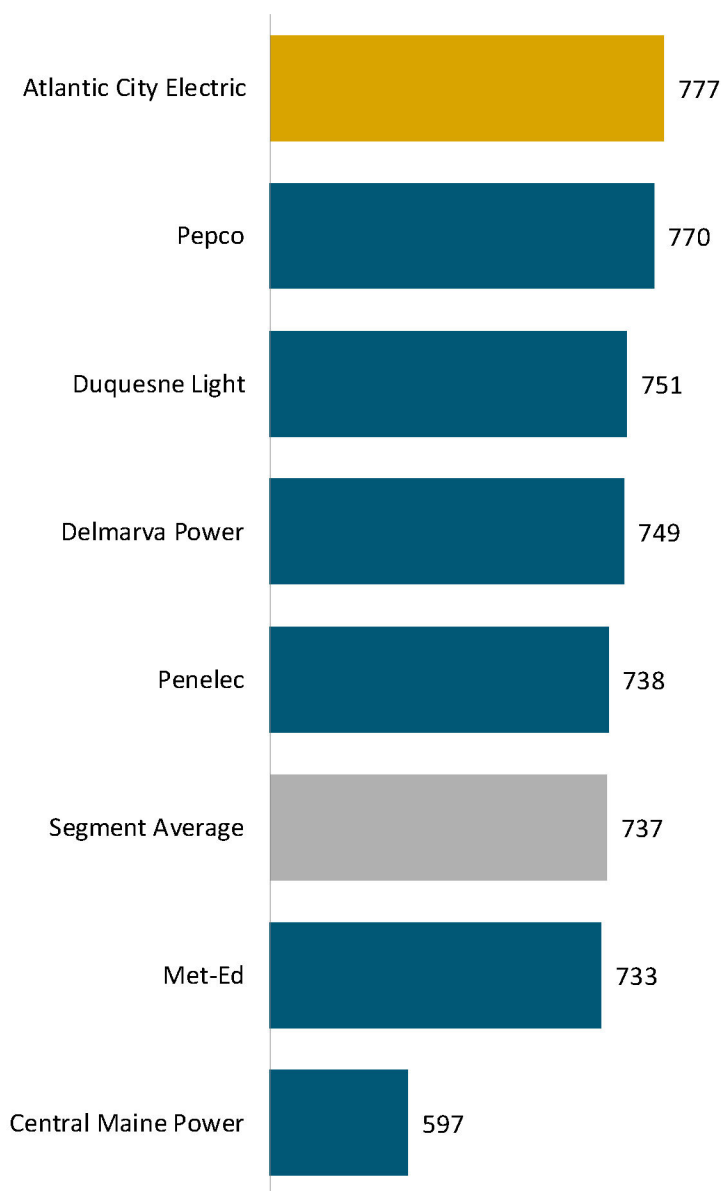
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J.D. Power 2022 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

East Region: Midsize Segment



Source: J.D. Power 2022 U.S. Electric Utility Business Customer Satisfaction StudySM

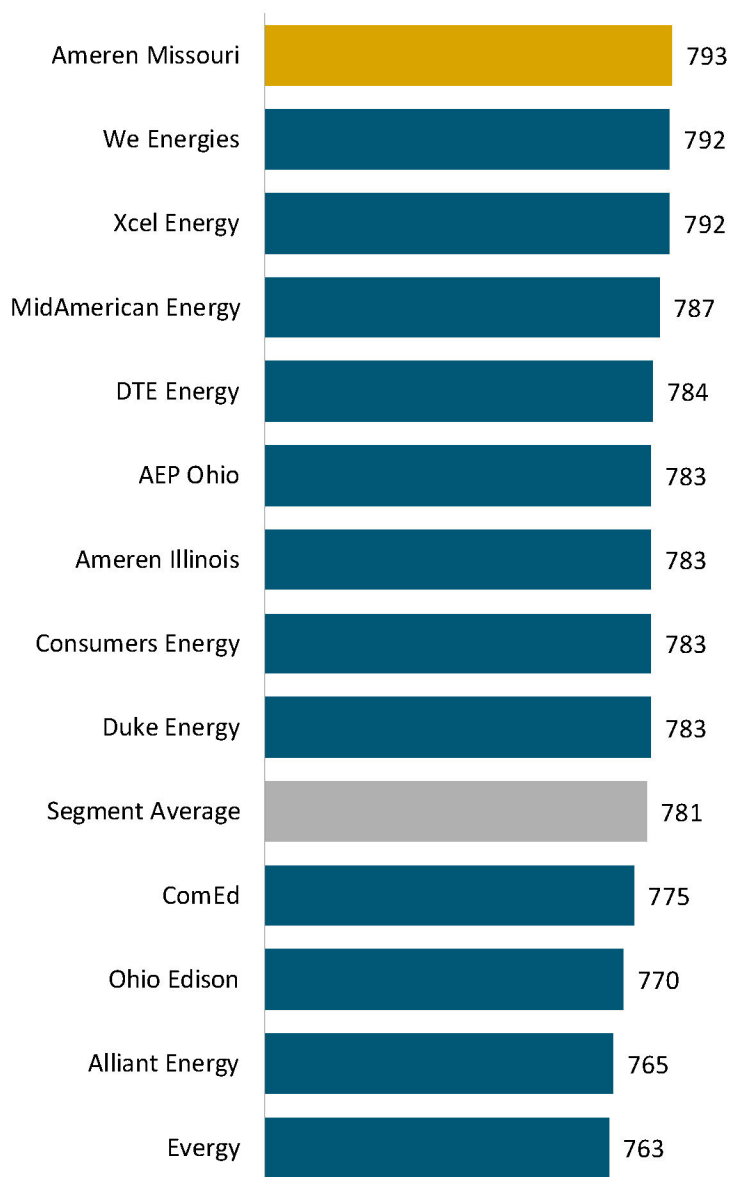
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J.D. Power 2022 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Large Segment



Source: J.D. Power 2022 U.S. Electric Utility Business Customer Satisfaction StudySM

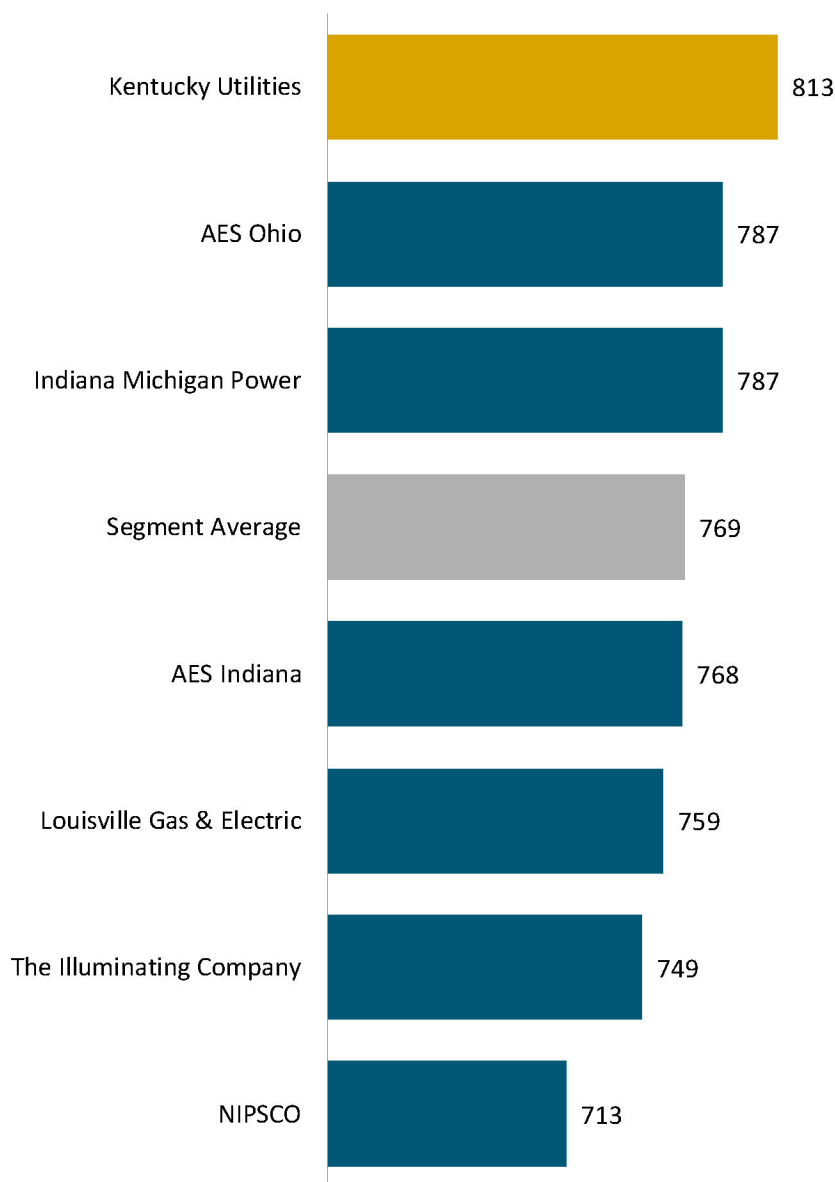
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J.D. Power 2022 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midwest Region: Midsize Segment



Source: J.D. Power 2022 U.S. Electric Utility Business Customer Satisfaction StudySM

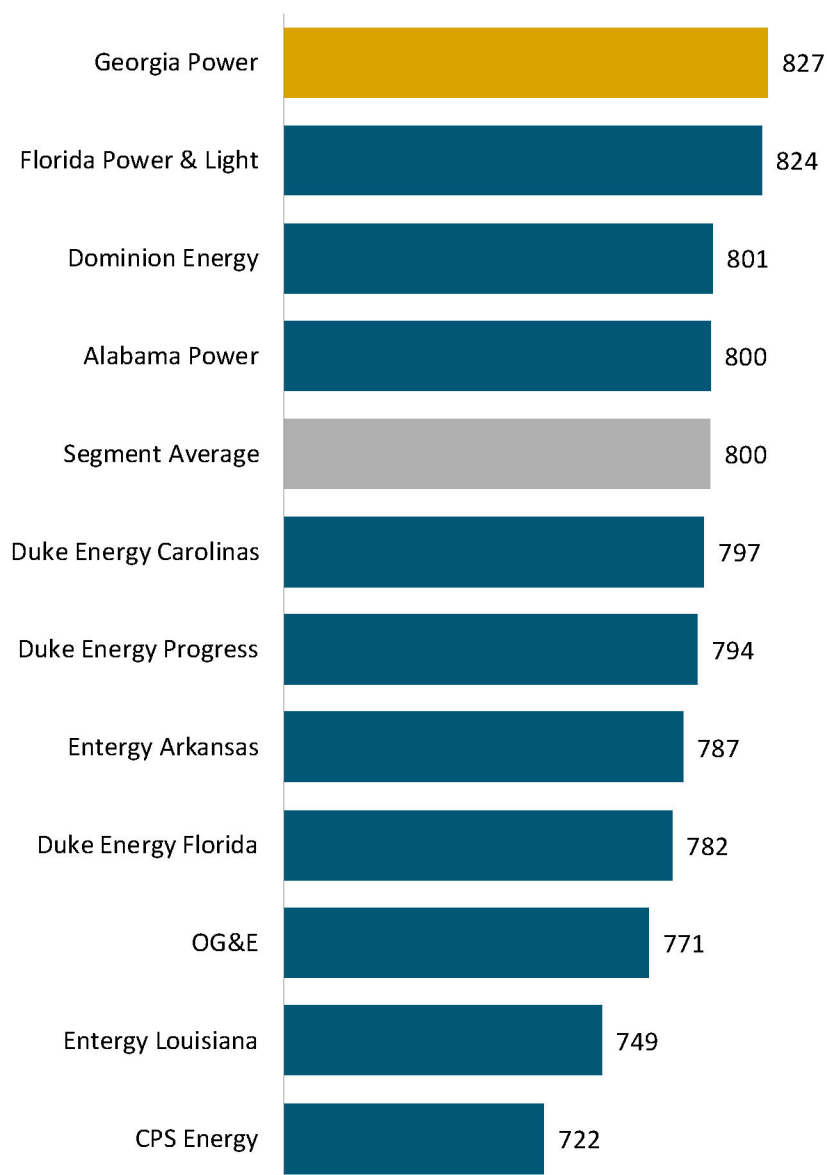
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J.D. Power 2022 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Large Segment



Source: J.D. Power 2022 U.S. Electric Utility Business Customer Satisfaction StudySM

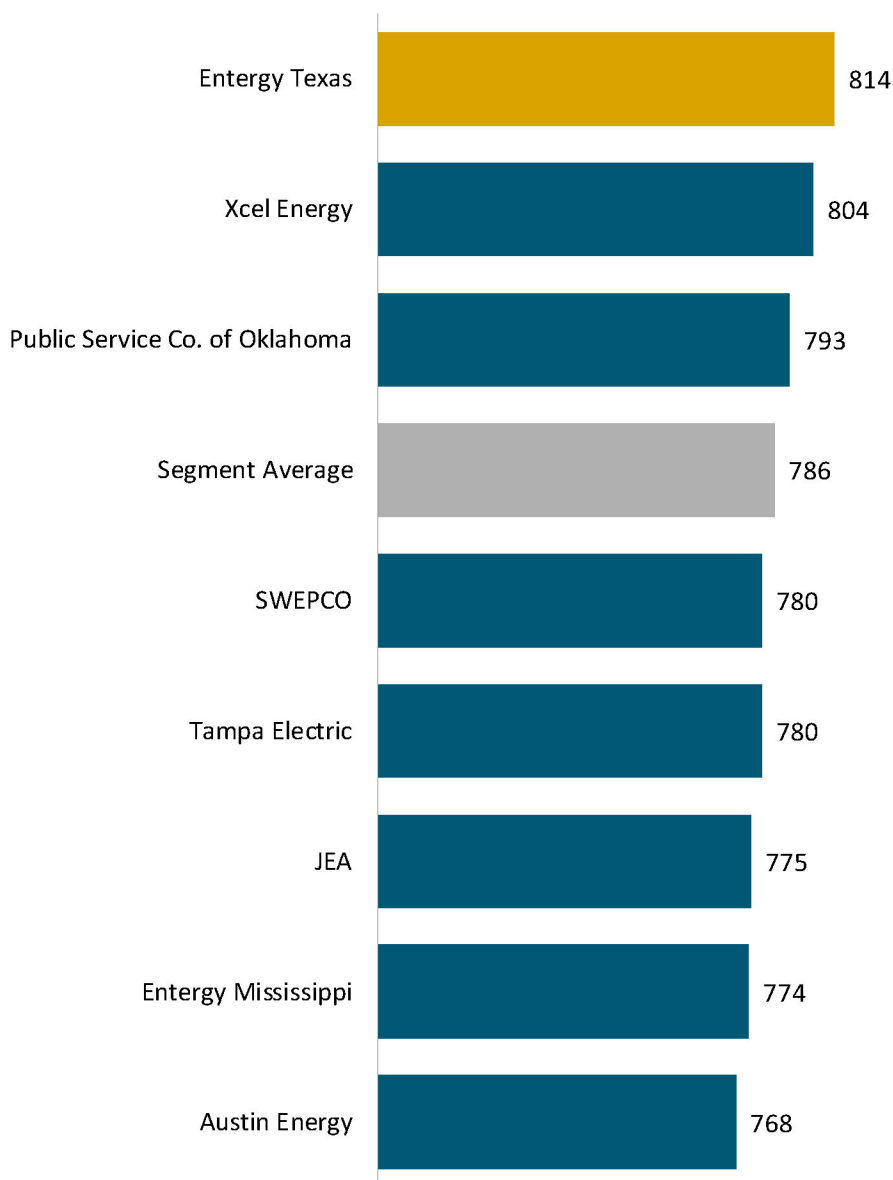
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J.D. Power 2022 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

South Region: Midsize Segment



Source: J.D. Power 2022 U.S. Electric Utility Business Customer Satisfaction StudySM

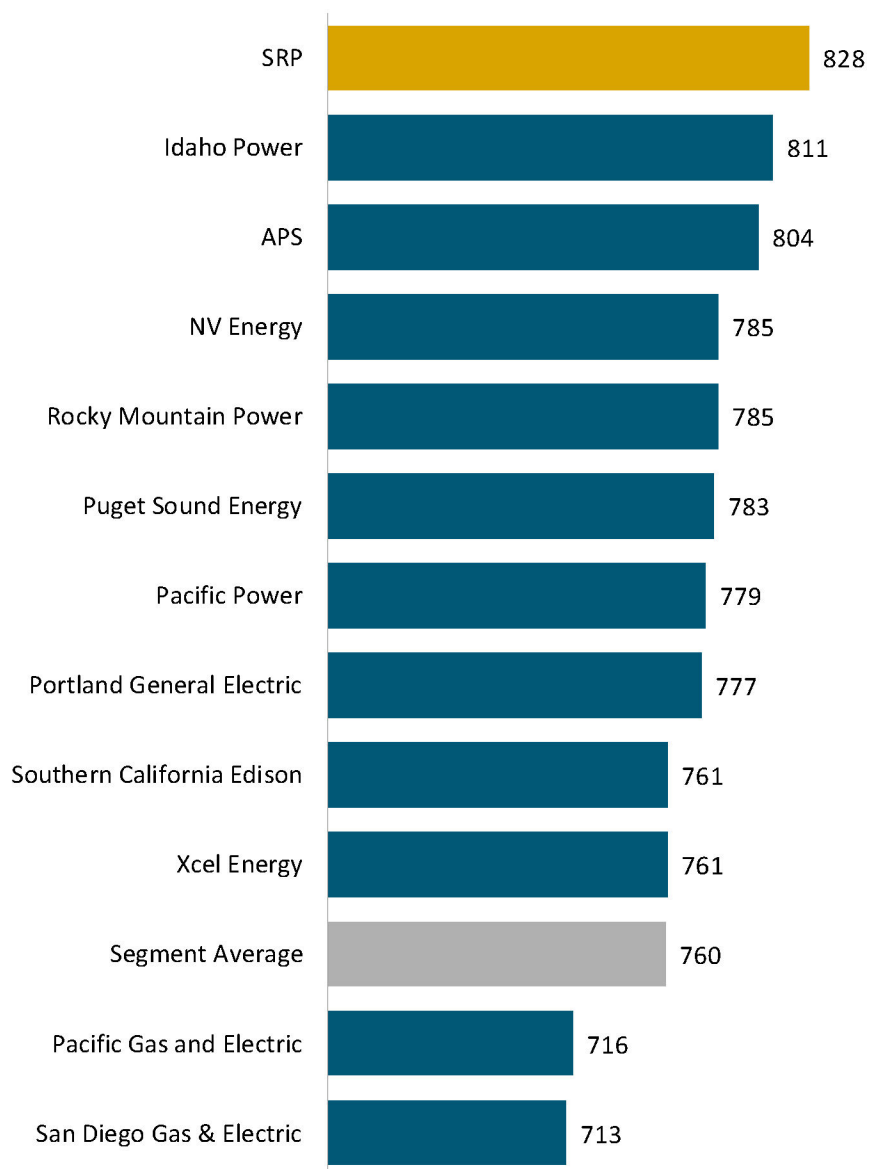
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J.D. Power 2022 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

West Region: Large Segment



Source: J.D. Power 2022 U.S. Electric Utility Business Customer Satisfaction StudySM

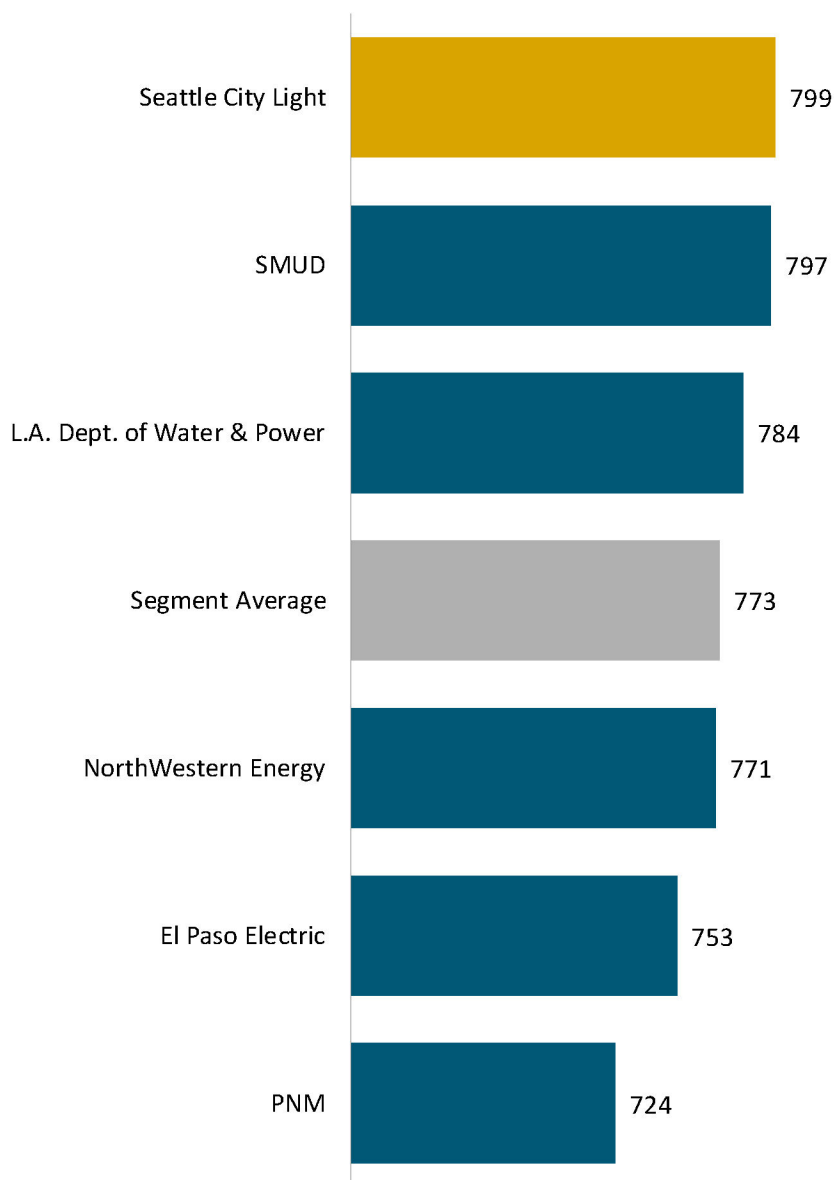
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J.D. Power 2022 Electric Utility Business Customer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

West Region: Midsize Segment



Source: J.D. Power 2022 U.S. Electric Utility Business Customer Satisfaction StudySM

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