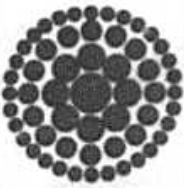


ORIGINAL



Florida Power
CORPORATION

J. WESLEY BAILEY
ASSOCIATE COUNSEL

December 30, 1997

Ms. Blanca S. Bayó, Director
Division of Records and Reporting
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399

971068-EI

Re: Request for Confidential Classification

Dear Ms. Bayó:

Enclosed for filing please find Florida Power Corporation's Request for Confidential Classification. The Request references two attachments A and B. Both attachments contain i) a sealed envelope labeled "Confidential" containing a highlighted copy; and ii) two blocked out copies.

Please acknowledge your receipt of the above filing on the enclosed copy of this letter and return to the undersigned. Thank you for your assistance in this matter.

- ACK
- AFA
- APP
- CAF
- CMU
- CTR
- EAG
- LEG
- LIN
- OPC
- RCR
- SEC
- WAS

Enclosures

FILED
al a
PUBLIC RELATIONS OFFICE

Very truly yours,

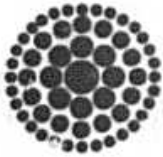
J. Wesley Bailey
J. Wesley Bailey

Blocked
DOCUMENT NUMBER-DATE
13330 DEC 31 97

RECEIVED
FLORIDA PUBLIC SERVICE COMMISSION
97 DEC 31 AM 10:04
MAIL ROOM

FPSC-RECORDS/REPORTING

Request *Conf*
DOCUMENT NUMBER-DATE DOCUMENT NUMBER-DATE
13328 DEC 31 97 13329 DEC 31 97
GENERAL OFFICE
3201 Thirty-fourth Street South • Post Office Box 14042 • St. Petersburg, Florida 33733-4042 • (813) 866-4700 • FAX (813) 866-4021
A Florida Progress Company
FPSC-RECORDS/REPORTING



**Florida
Power**
CORPORATION

INTEROFFICE CORRESPONDENCE

Distribution Engineering Standards
OFFICE

MT3B
MAC

280-2480
TELEPHONE

SUBJECT: Questions # 26, #27 & #28 FPSC Selective Management Review

TO: Commission Review Committee

DATE: May 1, 1997

Attached, please find copies of blank customer satisfaction surveys performed by the Company over the last five years and the annual results of these surveys as they pertain to Distribution. Also, included in these documents are our instructions and procedures for the administration of these surveys. These documents are proprietary research conducted solely for Florida Power Corporation and are stamped in red as "Confidential".

Enclosed, please find a completed and signed confidentiality form.

DOCUMENT NUMBER-DATE

13329 DEC 31 86

FPSC-RECORDS/REPORTING

(Item Description Continued On Back)

TO: AUDIT MANAGER Vinson

DATE: _____

THE REQUESTED RECORD OR DOCUMENTATION:

- (1) HAS BEEN PROVIDED TODAY
- (2) CANNOT BE PROVIDED BY THE REQUESTED DATE BUT WILL BE MADE AVAILABLE BY _____
- (3) AND IN MY OPINION, ITEM(S) 26-27-28 IS(ARE) PROPRIETARY AND CONFIDENTIAL BUSINESS INFORMATION AS DEFINED IN 384.183, 386.093, OR 387.158, F.S. TO MAINTAIN CONTINUED CONFIDENTIAL HANDLING OF THIS MATERIAL, THE UTILITY OR OTHER PERSON MUST, WITHIN 21 DAYS AFTER THE AUDIT EXIT CONFERENCE, FILE A REQUEST FOR CONFIDENTIAL CLASSIFICATION WITH THE DIVISION OF RECORDS AND REPORTING. REFER TO RULE 25-22.008, F.A.C.
- (4) THE ITEM WILL NOT BE PROVIDED. (SEE ATTACHED MEMORANDUM)

Daniel E. Woodall - Director Dist. Eng and Tech.

(SIGNATURE AND TITLE OF RESPONDENT)

Distribution: Original: Utility (for completion and return to Auditor)
Copy: Audit File and FPSC Analyst

CONFIDENTIAL

Commercial & Industrial Customer Opinion Survey Fourth Quarter, 1992

METHODOLOGY

The Commercial and Industrial Customer Opinion Survey is based on 354 telephone interviews with small and medium energy users and 152 in-person interviews with large energy users, among a cross-section of businesses in FPC's service territory. The total number of interviews completed in each division is:

	<u>Large Energy Users</u> #	<u>Small/Medium Energy Users</u> #
<u>Total</u>	<u>152</u>	<u>354</u>
South Suncoast	49	101
North Suncoast	32	101
Central	-	22
Northern	-	6
Ridge	-	6
Mid-Florida	44	53
Eastern	25	58
Headquarters *	2	7

* Outside FPC's service territory

Small and medium sized customers include those who use 100 - 350 kW per year and large customers use 350 kW and over per year. As a general rule, when comparing the responses of the large customers to the responses of the small/medium customers, a difference of 9.4 points is considered statistically significant. The telephone surveys averaged 19 minutes in length; in-person interviewing lasted an average of 43 minutes. Telephone interviewing started October 9 and ended November 3, 1992. In-person interviewing began October 5 and was completed on November 3, 1992.

Potential respondents for the in-person survey were sent a letter from RKS announcing the study. FPC was identified as the sponsor. Questionnaires for both telephone and personal interviews were developed by RKS in close consultation with the FPC project team. People identified as an organization's "energy decision maker" were interviewed for this survey.

5c. (HAND RESPONDENT CARD "A") I will read a list of attributes of the service that are provided by suppliers of energy. For each one please tell me how important it is when you assess the quality of service Florida Power provides to you. The first one is (READ FIRST ITEM ON LIST) -- is this very important, somewhat important, not too important or not at all important when you assess the quality of service Florida Power provides to you? (RECORD BELOW --CONTINUE)

The next one is (READ NEXT ITEM ON LIST) -- is this very important, somewhat important, not too important or not at all important when you assess the quality of service provided to you by Florida Power? (RECORD BELOW -- CONTINUE ASKING FOR EACH ITEM ON LIST -- REPEATING ANSWER CATEGORIES EACH TIME)

Base Large (132)

39-1

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Not Sure (Vol.)
1. Keeping the number of outages down.....	140/96/-1	3/-2	-/-1	-/-4	1/-5
2. Quick restoration of service after outages occur.....	141/98/-1	1/-2	-/-1	-/-4	1/-5

TAKE BACK CARD "A"

7a. (ASK EVERYONE) Now I would like to ask you about electric reliability. For the purpose of this interview, I would like you to consider two separate aspects of reliability. The first is power quality which refers to the lack of chronic voltage problems and brief outages of less than 1 minute. The second is power availability which refers to outages lasting longer than 5 minutes.

First, how would you assess the quality of the electric power you receive from Florida Power at this location -- are you very satisfied, fairly satisfied, not too satisfied, or not at all satisfied?

	Total (506)	sm/mcd (354)	10.9c (1.2)
Very satisfied.....	150 51%	62%	43%
Fairly satisfied.....	31 7%	27	40
Not too satisfied.....	10 2%	9	14
Not at all satisfied.....	1 0%	1	2
Not sure (Vol.).....	1 0%	1	1

7b. On average, how often do power quality problems occur at this location -- daily, weekly, monthly, a few times a year, once a year or less often?

Daily.....	161	51%-1	Bas. Large (152)
Weekly.....	20	-2	
Monthly.....	17	-3	
A few times a year.....	42	-4	
Once a year.....	2	-5	
Less often.....	4	-6	
It varies (Vol.).....	8	-7	
Not sure (Vol.).....	1	-8	

7c. And compared to a few years ago, are these power quality problems occurring more often now, less often now or about as often now as they did in the past?

	Total (306)			
More often now.....	162	97%-1	(ASK 7d)	97%
Less often now.....	34	-2	(SKIP TO 7e)	41
About as often now.....	43	-3	(SKIP TO 7e)	42
Not sure (Vol.).....	9	-4	(SKIP TO 7e)	8
				sm/med (354) Large (152)
				9% 34
				46 12

7d. (IF "MORE OFTEN NOW" IN 7c -- ALL OTHERS IN THIS SERIES SKIP TO 7e) In your opinion, are these power quality problems happening more often now because your equipment in your premises is more sensitive, or because electric service has deteriorated or for both reasons?

Equipment more sensitive.....	162	81%-1	Base Large/Problems occurring more often (12)
Electric service has deteriorated.....	35	-2	
Both.....	59	-3	
Not sure (Vol.).....	1	-4	

7e. (ASK EVERYONE IN THIS SERIES) How much impact do these power quality problems have on your organization -- a major impact, a minor impact, or no impact?

	Total (506)			
Major impact.....	161	60%-1	(ASK 7f)	62%
Minor impact.....	25	-2	(ASK 7f)	21
No impact.....	4	-1	(SKIP TO 8a)	5
It varies (Vol.).....	9	-4	(SKIP TO 8a)	10
Not sure (Vol.).....	2	-1	(SKIP TO 8a)	2
				sm/med (354) Large (152)
				57% 33
				2 7
				1

7f. (IF "MAJOR" OR "MINOR IMPACT" IN 7e -- ALL OTHERS SKIP TO 8a) How would you characterize your organization's position with regard to these power quality problems -- would you characterize this as a very serious problem that you must solve quickly, is it a fairly serious problem that you need to work on, or is it a nagging annoyance that someday will find a solution?

	Total (433)			
Very serious problem that must be solved quickly.....	165	61%-1	(ASK: major or minor impact)	70%
Fairly serious problem that we need to work on.....	18	-2		14
Nagging annoyance that someday will be solved.....	17	-2		13
Other (SPECIFY) (Vol.).....	2	-4		1
It varies (Vol.).....	1	-5		1
Not sure (Vol.).....	1	-6		1
				sm/med (245) Large (135)
				40% 29
				24 6
				1 1

7g. Have you tried to contact Florida Power for assistance with power quality problems?

	Total (433)			
Yes.....	166	47%-1	(SKIP TO 7i)	40%
No.....	51	-2	(ASK 7h)	56
Not sure.....	2	-3	(SKIP TO 7i)	1
				sm/med (295) Large (135)
				64% 32
				4

7h. (IF "NO" IN 7g -- ALL OTHERS SKIP TO 7i) Why haven't you contacted Florida Power about power quality problems? (PROBE FOR SPECIFICS) Any other reason?

Large (44) -- Did not have contact with FPC
 Haven't really had any (serious) problems with inis 25%
 These problems are infrequent / of short duration 23%
 We just assume there's nothing much they can do about it 16%
 They contact us first / deal with problems before we have a chance to call them 9%

1671
1681
1691

7i. (ASK EVERYONE IN SERIES) And how effective do you think Florida Power is in trying to reduce or minimize these power quality problems -- very effective, somewhat effective, not too effective or not at all effective?

Bas: major or minor impact Total (433) Sm/med (295) Large (134)

Very effective.....	170 (50%)-1	59%	32%
Somewhat effective.....	142 (42%)-2	24	39
Not too effective.....	9 (3%)-1	5	16
Not at all effective.....	4 (1%)-1	4	6
Not sure (Vol.).....	5 (1%)-2	5	7

8a. (ASK EVERYONE) How satisfied are you with the availability of your electric power at this location over the past year; that is, the job Florida Power does in keeping down the number of outages lasting longer than 5 minutes -- are you very satisfied, fairly satisfied, not too satisfied, or not at all satisfied?

Total (306) Sm/med (295) Large (135)

Very satisfied.....	171 (65%)-1	74%	55%
Fairly satisfied.....	23 (8%)-2	17	36
Not too satisfied.....	6 (2%)-1	6	7
Not at all satisfied.....	2 (1%)-1	2	1
Not sure (Vol.).....	1 (0%)-1	1	1

8b. During the past 12 months, did your organization experience any electric service interruptions lasting longer than 5 minutes, or not?

Total (306) Sm/med (295) Large (135)

Experienced.....	172 (60%)-1 (ASK 8c)	54%	72%
Did not experience....	38 (12%)-2 (SKIP TO 9a)	44	24
Not sure (Vol.).....	2 (1%)-1 (SKIP TO 9a)	2	4

8c. (IF "EXPERIENCED" IN 8b -- ALL OTHERS SKIP TO 9a) On average how many electric service interruptions of 5 minutes or longer occurred at this location within the past 12 months? (RECORD BELOW)

Large (110) -- Experienced service interruptions
Mean 5.2
 (75-78)

Not sure (Vol.)..... 1751 -1

8d. And how would you characterize the impact of these interruptions over the past 12 months -- was it major impact, minor impact or no impact?

Bas: experienced service interruptions Total (306) Sm/med (192) Large (110)

Major impact.....	177 (67%)-1	68%	62%
Minor impact.....	28 (10%)-2	26	32
No impact.....	3 (1%)-1	4	1
It varies (Vol.).....	2 (1%)-1	2	4
Not sure (Vol.).....	2 (1%)-1	-	1

15a. (HAND RESPONDENT CARD "E") Now, as a way of summarizing your opinions about Florida Power, I will read you the same list of items we discussed earlier. For each one, please rate the job you think Florida Power does. The first one is (READ FIRST ITEM ON LIST) -- how would you rate the job Florida Power is doing -- excellent, pretty good, not so good or poor? (RECORD BELOW -- CONTINUE)

The next one is (READ NEXT ITEM ON LIST) -- IS Florida Power doing an excellent, pretty good, not so good or poor job? (RECORD BELOW -- CONTINUE FOR EACH ITEM REPEATING ALL ANSWER CATEGORIES)

Total (506)
 sm/med (354)
 Large (152)

55-1

	Excellent	Pretty Good	Not so Good	Poor	Not Sure (Vol.)
1. Keeping the number of outages down.....	51 55 1861 22 -1	53 51 56 -2	13 11 17 -1	2 2 4 -4	1 1 1 -5
2. Quick restoration of service after outages occur.....	41 42 1571 39 -1	51 49 52 -2	5 5 5 -1	2 2 9 -4	1 2 1 -5

TAKE BACK CARD "E"

Research Based Strategic Marketing Analysis

1993 Commercial and Industrial Opinion Survey Results

CONFIDENTIAL

Methodology

Interviewing for all five studies was conducted from October through December, 1993. For Florida Power Corporation (FPC), interviewing began October 4 and ended November 12, 1993. A total of 486 FPC commercial and industrial customers were interviewed. The FPC survey was an update of a similar study conducted in November 1992. In the present survey, 127 large customers were surveyed through an in-person interview, and 253 medium and 106 small customers were interviewed during a 20-minute telephone interview. The sample was provided by FPC, and the questionnaire was jointly updated by FPC and Reichman-Karten-Sword, Inc. (RKS), who conducted the survey. FPC was identified as the sponsor of the research.

1993 Commercial and Industrial Wants, Needs and Expectations Survey Results

Methodology

interviewing was conducted from October 25 through December 13, 1993. In total, 496 commercial and industrial customers were interviewed: 141 Large customers were surveyed through an in-person interview, and 253 Medium and 102 Small customers were interviewed during a 20-minute telephone interview. The sample was provided by FPC, and the questionnaire was jointly developed by FPC and Reichman-Karten-Sword, Inc. (RKS), who conducted the survey. FPC was identified as the sponsor of the research.

- 1) How would you assess the quality of the electric power you receive from your electric company at this location - that is, the lack of chronic voltage problems and brief outages of less than 1 minute -- are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	<u>FPC</u>
Very satisfied	54%
Somewhat sat.	32
Somewhat dissat.	11
Very dissatisfied	2
Not sure	1

- 2) How satisfied are you with the reliability of your electric power at this location over the past year; that is, the job your electric company does in keeping down the number of outages lasting longer than 5 minutes -- are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	<u>FPC</u>
Very satisfied	65%
Somewhat sat.	28
Somewhat dissat.	5
Very dissatisfied	1
Not sure	1

- 3) How would you rate the job your electric company does on keeping the number of outages down -- excellent, pretty good, not so good, or poor?

	<u>FPC</u>
Excellent	39%
Pretty Good	47
Not So Good	10
Poor	3
Not sure	1

There are numerous questions in the 1993 C&I Customer Opinion Survey that provide valuable insights besides those which directly relate to customer loyalty.

Power Quality:

Questions and results which relate to the issues of power quality and reliability are:

- 1) Compared to a few years ago, are the power quality problems occurring more often now, less often now or about as often now as they did in the past?

	<u>FPC</u>
More often now	9%
Less often now	38
About as often now	45
Not sure	8

- 2) How much impact do these power quality problems have on your organization -- a major impact, a minor impact, or no impact?

	<u>FPC</u>
Major impact	69%
Minor impact	24
No impact	4
It varies (vol.)	2
Not sure (vol.)	1

- 3) (If "major" or "minor impact") Have you tried to contact your electric company for assistance with power quality problems?

	<u>FPC</u>
Yes	47%
No	49
Not sure	4

- 4) And how effective do you think your electric company is in trying to reduce or minimize these power quality problems -- very effective, somewhat effective, not too effective, or not at all effective?

	<u>FPC</u>
Very effective	43 $\frac{1}{2}$
Somewhat effective	36
Not too effective	<u>11</u>
Not at all effective	2
Not sure (vol.)	8

Reliability:

Responses to a couple questions on reliability are available that were not included in the CLI analysis:

- 1) During the past 12 months, did your organization experience any electric service interruptions lasting longer than 5 minutes, or not?

	<u>FPC</u>
Experienced	<u>66%</u>
Did not experience	31
Not sure (vol.)	3

- 2) (If "experienced") How effective would you say your electric company is in trying to reduce and keep down the number of power interruptions -- very effective, somewhat effective, not too effective, or not at all effective?

	<u>FPC</u>
Very effective	<u>45%</u>
Somewhat effective	<u>34%</u>
Not too effective	8
Not at all effective	1
Not sure (vol.)	2

The 1993 C&I Needs, Wants and Expectations Survey, which was conducted among Florida Power customers only, provides us with more guidance on the power quality and reliability factor.

Power Quality:

- 1) What impact does (read item on list) have on any of your equipment at this location -- a great deal, some, or none at all?

Impact of Power Quality on Equipment

	A Great Deal			Some			None At All			Not sure		
	System	HIM	Lg.	System	HIM	Lg.	System	HIM	Lg.	System	HIM	Lg.
High Voltage	43%	41%	61%	25%	26%	26%	21%	22%	9%	11%	11%	4%
Low Voltage	40	39	57	26	27	30	22	27	9	12	12	4
Lightning or surges or spikes	67	65	88	34	25	13	7	8	1	2	2	0
Momentary outages or flickers	56	54	71	33	36	25	10	9	4	1	1	0
Lengthy outages	67	65	82	17	19	16	13	13	2	3	3	0
Start-up, shut-down or operation of other electrical equipment on your premises or nearby	32	30	42	22	23	23	35	36	29	11	11	6

- 2) And how would you assess the quality of the electricity you receive -- is it pure and clean, is it satisfactory, or is it subject to inconsistencies, such as blinking, surges, dips or fluctuations?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Pure and clean	40%	41%	26%
Satisfactory	34	31	39
Subject to inconsistencies	19	21	28
It varies	1	2	2
Not sure	6	5	5

- 3) (If "satisfactory" or "subject to inconsistencies" or "it varies" ask) Generally, who do you think is responsible for power quality problems? Does the problem lie in Florida Power's equipment, or does it lie in your equipment?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Florida Power's equipment	66%	68%	75%
Customer's equipment	4	3	2
Both	18	17	20
It varies	3	3	1
Not sure	9	9	2

- 4) What actions, if any, should Florida Power consider to try to minimize the effect of these power quality problems?
(Base = large)

	<u>System/La.</u>	<u>HIM</u>
Continue to research power failure causes	16%	13%
Restrict major tie-ins, switching construction to non-peak hours	14	15
Run an energy evaluation on their equipment	11	13
Inform customers first	11	13
Not sure	<u>31</u>	<u>28</u>

- 5) What types of costs does your company incur when power inconsistencies such as blinking, surges, dips or fluctuations occur? (Base = large)

	<u>System/La.</u>	<u>HIM</u>
Equipment downtime	42%	47%
Equipment damage	35	35
Equipment start up	24	25
Labor downtime	14	11
Lost production	10	10

- 6) Thinking about the last power inconsistency at your business, have you had a chance to compute the estimated dollar cost to you? (Base = large)

	<u>System/Lg.</u>	<u>HIM</u>
Yes	15%	16%
No	74	74
Not sure	11	10

- 7) (If "yes") What was the estimated dollar cost to you? (Base = large)

	<u>System/Lg.</u>	<u>HIM</u>
Cost	\$6,800	\$7,400
Not sure	7%	8%

- 8) (If "no" or "not sure") Can you estimate the dollar cost to you? (Base = large)

	<u>System/Lg.</u>	<u>HIM</u>
Cost	\$2,300	\$2,600
Not sure	76%	76%

- 9) If Florida Power could guarantee you electric service that is not subject to surges, dips and fluctuations, and charge you (read first item on list) -- would you be interested? (Ask until respondent says "yes" or all choices are asked)

	<u>System</u>	<u>HIM</u>	<u>Large</u>
	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
25% more for it	9%	11%	16%
20% more for it	2	2	1
15% more for it	3	3	1
10% more for it	9	10	12
5% more for it	14	15	17
Total	37%	41%	47%
No, not interested	50%	48%	51%
Not sure	13%	11%	2%

- 10) And if Florida Power could offer you electric service that would be subject to surges, dips and fluctuations, and charge you (read first item on list) -- would you be interested? (Ask until respondent says "yes" or all choices are asked)

	<u>System</u>	<u>HIM</u>	<u>Large</u>
5% less for it	14%	15%	16%
10% less for it	4	3	3
15% less for it	1	2	2
20% less for it	6	7	8
25% less for it	6	6	7
Total	31%	33%	36%
No, not interested	57%	55%	63%
Not sure	12%	12%	1%

- 11) Florida Power defines power reliability as electric power that is free of outages, and power quality as electric power that is free of surges, dips and fluctuations. In terms of the impact on your operations, is there any difference to you between power reliability and power quality?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Yes	32%	35%	37%
No	29	29	16
Not sure	39	36	47

Reliability:

- 1) I'd like to discuss lengthy outages. By outage, I mean the power to your facility is completely off for at least 5 minutes. During the past 12 months, did your company experience any lengthy outages of 5 minutes or more?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Experienced	65%	68%	72%
Did not experience	30	27	22
Not sure	5	5	6

- 2) (If "experienced") Approximately how many lengthy outages did your company experience over the past 12 months that had an impact on your business?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Mean no. of outages	4.5	4.7	5.3
Not sure	3%	3%	3%

- 3) Over the past year, do you recall how many minutes your longest outage lasted? Please do not include the time it took for your business to recover from the outage. (Base = Large)

	<u>System/Lg.</u>	<u>HIM</u>
Mean Length of outage	3hrs 48min	4hrs 6min
Not sure	13%	12%

- 4) When that particular outage was over, how long did it take for your business to recover? (Base = Large)

	<u>System/Lg.</u>	<u>HIM</u>
Mean Length of recovery	9hr 32min	8hr 8min
Not sure	19%	18%

- 5) Considering all the outages that you've experienced over the past year, is this a reasonable number of outages in a 12-month period, or not?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Reasonable	72%	69%	60%
Not reasonable	25	28	37
Not sure	3	3	3

- 6) (If "not reasonable" or "not sure") In your opinion, what is a reasonable number of outages lasting 5 minutes or more for a utility to have in a 12-month period? (Base = Large)

	<u>System/Lg.</u>	<u>HIM</u>
Mean reasonable number of outages	1.1	1.1
It depends	7%	8%
Not sure	5%	5%

- 7) In your opinion, are these outages generally caused by weather conditions, Florida Power, your own operations, or are they caused by something else? (Multiple responses permitted)

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Weather	62%	60%	52%
Florida Power	16	18	32
Own operations	1	1	2
Something else	19	21	28
It depends	5	5	4
Not sure	4	3	2

- 8) On a "0" to "10" scale with "10" meaning very sensitive and "0" meaning not sensitive at all, I'd like you to rate how sensitive your business operations and equipment are to power interruptions. You can use any number from "0" to "10". How sensitive are your business operations and equipment to power interruptions on a zero to ten scale? (Base = Large)

	<u>System/Lg.</u>	<u>HIM</u>
Mean sensitivity	8.95	8.97
Not sure	0%	0%

- 9) (If "6 or higher") What equipment is most affected by power interruptions? (Base = large)

	<u>System/Lg.</u>	<u>HIM</u>
Computers	57%	54%
Equipment/Machinery	47	48
Air conditioning	26	26
Phone system	15	15
Lighting	12	12
Kitchen	9	10

- 10) How satisfied are you with Florida Power's efforts to restore power quickly after a lengthy outage -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Very satisfied	59%	60%	52%
Somewhat satisfied	33	32	37
Somewhat dissat.	4	5	7
Very dissatisfied	2	2	2
Not sure	2	1	2

- 11) And how satisfied are you with your ability to reach Florida Power during power interruptions -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Very satisfied	44%	47%	43%
Somewhat satisfied	30	28	25
Somewhat dissatisfied	11	10	11
Very dissatisfied	11	11	18
Not sure	4	4	3

- 12) And how satisfied are you with the information Florida Power provides during interruptions as to when power will be restored -- very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Very satisfied	37%	38%	28%
Somewhat satisfied	34	32	38
Somewhat dissatisfied	11	13	14
Very dissatisfied	11	10	17
Not sure	8	7	4

- 13) What should Florida Power be doing differently during power restoration efforts? (Base = large)

	<u>System/Lg.</u>	<u>HIM</u>
Better communications/ inform customers	42%	43%
Nothing, they're doing a fine job	29	29
Have more phone lines available	14	12
Special phone number to get more info./24hr. emergency coverage	9	9

- 14) What types of costs does your company incur during an outage of five minutes or more? (Base = large)

	<u>System/Lg.</u>	<u>HIM</u>
Labor downtime	38%	39%
Lost production	31	33
Lost profits/revenues	25	24
Equipment downtime	20	20
Equipment startup	19	19
Unhappy clients/customers	18	19
Equipment damage	17	16

- 15) Thinking about the last outage at your business that lasted 5 minutes or more, have you had a chance to compute the estimated dollar cost to you? (Base = Large)

	<u>System/Lg.</u>	<u>HIM</u>
Yes	25%	26%
No	65	65
Not sure	10	9

- 16) (If "yes") What was the estimated dollar cost to you? (Base = large)

	<u>System/Lg.</u>	<u>HIM</u>
Cost	\$7,200	\$6,200
Not sure	15%	17%

- 17) (If "no") Can you estimate the dollar cost to you? (Base = Large)

	<u>System/Lg.</u>	<u>HIM</u>
Cost	\$10,000	\$10,300
Not sure	55%	56%

- 18) (If "experienced outages" and "power is subject to inconsistencies") You have mentioned that your electric power has experienced lengthy outages, as well as been subject to surges, dips and fluctuations. Do the outages have more of an impact on your operations, or do the surges, dips and fluctuations have more impact?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Outages	47%	50%	54%
Surges, dips & fluctuations	24	23	24
Both	24	20	19
Neither	1	5	3

19) Why do you say that? (Base = large)

	<u>System/Lg.</u>	<u>HIM</u>
<u>Outages</u>		
Shuts down business	17%	20%
Takes a long time to recover	7	8
Happens frequently	7	9
<u>Surges</u>		
Equipment damage	3%	3%
<u>Both</u>		
Lost production	5%	4%
Not sure	46%	43%

20) Should Florida Power and their representatives be responsible for the electricity that runs through your facilities, or should their responsibility stop at the meter?

	<u>System</u>	<u>HIM</u>	<u>Large</u>
Responsible	37%	39%	38%
Not responsible	51	50	58
Not sure	12	11	4

Large Industrial Customer Satisfaction Survey
Year-End, 1993

CONFIDENTIAL

Methodology: The Large Industrial survey is based on 101 telephone interviews conducted nationwide. RKS contracted with Equifax National Decision Systems to provide the nationwide sample of local plants owned by Large Industrial businesses.

The sampling error for the total Large Industrial sample is ± 10 percentage points at 50% response at 95% confidence level. To compare differences between the Large Industrial and RKS' national C&I results, a difference of 10 percentage points is considered statistically significant.

5. (ASK EVERYONE) I will read a list of attributes of the service provided by energy suppliers. For each one please tell me how important it is when YOU assess the quality of service your local electric company provides. The first one is (READ FIRST ITEM ON LIST) -- is this very important, somewhat important, somewhat unimportant or very unimportant when you assess the quality of service your local electric company provides? (RECORD BELOW -- CONTINUE)

		Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	Not Sure (Vol.)
1. Keeping the number of outages down.....	Ind. 90 C/I 87	10 12		- *	- *	- 1
2. Quick restoration of service after outages occur.....	Ind. 88 C/I 91	12 8		- *	- *	- 1
3. Providing timely information about outage restoration.	Ind. 70 C/I 67	26 29	2 1		- 1	2 2
4. Keeping rates as low as possible.....	Ind. 86 C/I 85	14 12	- 1		- 1	- 1
5. Being genuinely concerned about customer needs and problems.....	Ind. 75 C/I 70	17 29	6 1		- *	2 *
6. Responding quickly to requests.....	Ind. 75 C/I 78	23 20	- 1		- *	2 1
7. Making it easy for customers to do business with them.	Ind. 47 C/I 67	51 31	- 1		- *	2 1
8. Being dependable -- do what they promise on time, as scheduled.....	Ind. 83 C/I 82	17 17	- *		- *	- *
9. Providing clear and accurate bills.....	Ind. 64 C/I 80	28 17	4 1		- 1	4 1
10. Providing information on energy efficiency.	Ind. 35 C/I 55	55 39	6 5		2 1	2 *
11. Offering incentives to customers for increasing energy efficiency.	Ind. 38 C/I 52	54 37	4 6		2 3	2 2
12. Being proactive in anticipating customer needs.....	Ind. 44 C/I 62	54 32	- 3		- 2	2 1
13. Taking an active role in the communities in which they operate...	Ind. 35 C/I 50	47 37	10 7		6 4	2 2
14. Being a source of information about energy use.....	Ind. 47 C/I NA	45 NA	5 NA		2 NA	1 NA
15. Being environmentally responsible.....	Ind. 67 C/I 71	29 26	4 1		- 1	- 1
16. Responding knowledgeably and competently to inquiries.....	Ind. 75 C/I 76	23 23	- 1		- *	2 -
17. Taking innovative and creative approaches to providing their service.....	Ind. 48 C/I NA	45 NA	3 NA		- NA	4 NA

NA = not asked

6a. Now I would like to ask you about electric power quality. First, how would you assess the quality of the electric power at this location that your company receives from the local electric company -- that is the lack of chronic voltage problems and brief outages of less than 1 minute -- are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

Lrg Ind Sml C/I

Very satisfied.....	49%	67%
Somewhat satisfied.....	43	26
Somewhat dissatisfied.....	5	4
Very dissatisfied.....	3	2
Not sure (Vol.).....	-	1

6b. And when you consider all of the processes in your company that rely on electric energy, how critical is having electric power that never surges, dips or fluctuates -- is it absolutely critical, fairly critical, important but not critical or desirable?

Lrg Ind Sml C/I

Absolutely critical.....	47%	56%
Fairly critical.....	47	26
Important, but not critical..	5	13
Desirable.....	1	5
Makes no difference (Vol.)...	-	-
Not sure (Vol.).....	-	-

6c. In thinking about the reliability of electric power at this location over the past year -- are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

Lrg Ind Sml C/I

Very satisfied.....	55%	64%
Somewhat satisfied.....	40	32
Somewhat dissatisfied.....	5	3
Very dissatisfied.....	-	1
Not sure (Vol.).....	-	*

6d. How effective do you think your electric company is in trying to reduce and keep down the number of power interruptions -- very effective, somewhat effective, somewhat ineffective, or very ineffective?

Lrg Ind

Very effective.....	53%
Somewhat effective.....	41
Somewhat ineffective....	4
Very ineffective.....	1
Not sure (Vol.).....	1

6e. What is the approximate cost to your company of a one hour outage?

Lrg Ind
\$84,859

Sml C/I
\$25,086

Not sure (Vol.).....27%

63%

6f. In your opinion, which condition has a more severe negative impact on your company -- brief, momentary blips in voltage, or an outage that lasts more than 5 minutes or do both conditions have an equally severe negative impact?

	<u>Lrg</u>	<u>Ind</u>	<u>Sml</u>	<u>C/I</u>
Brief momentary power interruptions.....	81		11	
Outage lasting more than 5 minutes.....	44		39	
Both conditions have equally severe negative impacts.....	48		44	
None (Vol.).....	-		4	
Not sure (Vol.).....	-		2	

7a. On another subject, have you ever participated in your electric company's energy efficiency programs that help you manage and control your use of energy, or not?

	<u>Lrg</u>	<u>Ind</u>	<u>Sml</u>	<u>C/I</u>
Participated.....	60		22	
Not participated.....	35		74	
Not sure (Vol.).....	5		4	

7b. (IF "PARTICIPATED" IN 7a -- ALL OTHERS SKIP TO 8a) And how satisfied was your company with the information or assistance you received from your electric company -- very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

	<u>Lrg</u>	<u>Ind</u>	<u>Sml</u>	<u>C/I</u>
<u>BASE:</u>	(60)		(22)	
Very satisfied.....	53		70	
Somewhat satisfied.....	39		23	
Somewhat dissatisfied.....	3		4	
Very dissatisfied.....	-		1	
Not sure (Vol.).....	5		2	

8a. (ASK EVERYONE) When you ask your electric company to come to your premises to provide some kind of service, do they usually provide the service faster than promised, slower than promised or at about the time they promised?

	<u>Lrg</u>	<u>Ind</u>	<u>Sml</u>	<u>C/I</u>
Faster than promised.....	13		12	
Slower than promised.....	3		5	
At about the time they promised.....	82		70	
It varies (Vol.).....	-		1	
Never asked for on-site service (Vol.).....	1		9	
Not sure (Vol.).....	1		3	

8b. And, when your electric company provides service to you, do they usually meet your expectations, usually exceed your expectations, or usually fall short?

	<u>Lrg</u>	<u>Ind</u>	<u>Sml</u>	<u>C/I</u>
Usually meet expectations.....	87		88	
Usually exceed expectations...	11		5	
Usually fall short.....	2		2	
It varies (Vol.).....	-		1	
Not sure (Vol.).....	-		4	

9a. Over the past year, have you had any direct contact with your electric company?

	<u>Lrg</u>	<u>Ind</u>	<u>Sml</u>	<u>C/I</u>
Have had contact.....	81		43	
Have not had contact.....	18		55	
Not sure (Vol.).....	1		2	

12a. Now, as a way of summarizing your opinions about your electric company, please rate the job you think your electric company does on various aspects of service. The first one is (READ FIRST ITEM ON LIST) -- does your electric company do an excellent, pretty good, not so good or poor job? (RECORD BELOW -- CONTINUE)

		Excellent	Pretty Good	Not so Good	Poor	Not Sure (Vol.)
1. Keeping the number of outages down.....	Ind. 304 C/I 38	634 55	64 4	14 1	-4 2	
2. Quick restoration of service after outages occur.....	Ind. 40 C/I 40	55 53	4 3	1 1	- 3	
3. Providing timely information about outage restoration.	Ind. 23 C/I 28	59 56	12 7	3 3	3 6	
4. Keeping rates as low as possible.....	Ind. 14 C/I 18	54 53	17 17	6 6	9 6	
5. Being genuinely concerned about customer needs and problems.....	Ind. 19 C/I 29	68 61	11 6	- 1	2 3	
6. Responding quickly to requests.....	Ind. 28 C/I 33	64 60	8 3	- *	- 4	
7. Making it easy for customers to do business with them.	Ind. 30 C/I 31	60 63	8 2	- 1	2 3	
8. Being dependable -- do what they promise on time, as scheduled.....	Ind. 30 C/I 23	62 68	6 4	- 1	2 11	
9. Providing clear and accurate bills.....	Ind. 23 C/I 43	62 50	4 3	- 1	11 3	
10. Providing information on energy efficiency.	Ind. 17 C/I 26	68 62	13 7	2 1	- 4	
12. Offering incentives to customers for increasing energy efficiency.	Ind. 19 C/I 23	59 53	10 11	8 3	4 10	
12. Being proactive in anticipating customer needs.....	Ind. 19 C/I 24	60 63	17 6	2 2	2 5	
13. Taking an active role in the communities in which they operate..	Ind. 23 C/I 23	52 59	4 5	- 2	21 11	
14. Being a source of information about energy use.....	Ind. 22 C/I NA	60 NA	9 NA	1 NA	8 NA	
15. Being environmentally responsible.....	Ind. 27 C/I 31	58 59	- 3	- 1	15 6	
16. Responding knowledgeably and competently to inquiries.....	Ind. 40 C/I 31	54 59	6 3	- 1	- 6	
17. Taking innovative and creative approaches to providing their service.....	Ind. 14 C/I NA	66 NA	12 NA	- NA	8 NA	

NA = not asked

12f. In your opinion, what impact will competition and deregulation of electric utilities have on (READ FIRST ITEM ON LIST) -- under competition and deregulation do you expect this will improve, stay the same or get worse?

	Lrg Ind			
	Improve	Stay The Same	Get Worse	Not Sure (Vol.)
1. Responsiveness of electric utilities...	49%	20%	22%	9%
2. Reliability of electric power.....	39	34	17	10
3. Power quality.....	34	37	20	9
4. Price of electricity.....	62	13	18	7
5. Customer service.....	47	22	20	11
6. Utilities' willingness to lock themselves into long-term commitments.....	45	16	24	15

12g. And how long do you think it will take before you start to see changes like these resulting from competition and deregulation of electric utilities?

2.9
Lrg Ind - Average Years

12h. In a competitive energy environment, do you think it is smarter to try to shop around for the best price or is it smarter to try to cut a deal with the local supplier of electricity?

	Lrg Ind
Smarter to try to shop around for best price.....	30%
Smarter to try to cut a deal with the local supplier of electricity.....	58
Both (Vol.).....	4
Neither (Vol.).....	1
Other (SPECIFY).....	-
Not sure (Vol.).....	7

12i. And why do you say that? (PROBE FOR SPECIFICS) Any other reason?

	Lrg Ind
<u>Shop Around For Best Price</u>	
Better cost/price savings.....	30%
Improved customer service.....	6
<u>Cut A Deal</u>	
They are known to me/they have a proven track record/history.....	24
They are close by/near us.....	18
Better service.....	17
Better cost/price savings.....	14
There is no competition around.....	5

12j. In your opinion, are electric utilities generally ready to compete in the emerging competitive environment or are they not ready to compete?

	Lrg Ind
Generally ready to compete.....	22%
Generally not ready to compete....	54
It varies (Vol.).....	6
Not sure (Vol.).....	18

METHODOLOGY

In total, 620 Florida Power residential customers were interviewed by telephone November 1996. The sample for the survey was randomly generated by Survey Sampling, Inc. for Florida Power's service territory as designated by zip codes. In order to analyze four regions separately, an adequate number of interviews were conducted in each: 176 interviews were conducted in St. Petersburg; 189 in Orlando; 120 in Ocala; and 118 in the rural area. The final sample was weighted by region to reflect it's actual proportion in Florida Power's customer base.

Respondents qualified for participation by being a household head over the age of 18 years who receives a Florida Power electric bill. The average interview was 15 minutes in length.

CAS_{4a}. Now, how satisfied are you with the reliability of electric power supplied by FLORIDA POWER -- that is, keeping down the number and duration of power outages lasting 5 minutes or longer -- are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

	FPC '96
	<u>%</u>
Very satisfied	61
Somewhat satisfied	27
Somewhat dissatisfied	7
Very dissatisfied	3
Not sure (Vol.)	2

4b. And now, how satisfied are you with FLORIDA POWER's ability to keep down the number of momentary power interruptions-- ones that last for 10 seconds or less -- are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

	FPC '96
	<u>%</u>
Very satisfied	54
Somewhat satisfied	29
Somewhat dissatisfied	7
Very dissatisfied	7
Not sure (Vol.)	3

4c. In (READ FIRST ITEM ON LIST) -- does FLORIDA POWER do an excellent, pretty good, not so good or poor job? (RECORD BELOW -- CONTINUE FOR EACH ITEM ON LIST -- REPEATING ALL ANSWER CATEGORIES EACH TIME)

4c.1. Restoring electric power quickly after an interruption

	FPC '96
	<u>%</u>
Excellent	42
Pretty good	47
Not so good	5
Poor	2
Not sure (Vol.)	4

4c.2 Providing a reliable supply of energy

	FPC '96
	<u>%</u>
Excellent	42
Pretty good	51
Not so good	4
Poor	1
Not sure (Vol.)	2

Residential Customer Opinion Survey Quarter I, 1992

Market Strategies, Inc.

CONFIDENTIAL

B. METHODOLOGY

A total of 500 telephone interviews were conducted with a random-digit-dial (RDD) sample of residential customers, stratified by Division. One hundred (100) interviews are conducted in each of the four urban Divisions and 100 interviews are allocated across the three remaining Divisions (Central, Northern, and Ridge). The total sample is then weighted to reflect the actual distribution of residential customers across the entire service area.

Interviewing was conducted from the Market Strategies, Inc. (MSI) Research Operations Center in Livonia, Michigan. First Quarter interviewing was conducted from February 8-10, 1992.

The approximate sampling error for the total sample and for the Divisional subgroups as well as requirements for statistically-significant differences either among current survey results or over time are shown in the following table.

Statistical Significance @ 95% Confidence Level	Sampling Error Tolerance
Sampling error (\pm) for: Total sample (n=500) Division subgroups (n=100)	$\pm 4.5\%$ $\pm 10\%$
Percentage-point differences required: Comparisons between n=500 samples (total sample) Comparisons between n=100 samples (Divisions)	6 points 14 points

*How did you rate you a list of topics concerning Florida Power.
 For each one I listed you a list of 10 possible ratings. Using another
 zero for one and ten for the best. The ten persons that Florida Power is doing
 an extremely good job; the ten persons that Florida Power is doing an extremely
 poor job; and a list of ten persons that Florida Power is doing neither a good nor a poor
 job. You can use any number from zero to ten.

Now, how would you rate the job Florida Power is doing . . .
 *09 - PROVIDING RELIABLE ELECTRIC SERVICE

BANNER TAD

NUMBER OF CASES	TOTAL	
	Good	Poor
0 - Extremely Poor Job	500	1000
1	12	12
2	02	02
3	02	01
4	02	02
5 - Neither	21	10
6	72	16
7	41	19
8	82	16
9	162	82
10 - Extremely Good Job	221	108
Don't know	194	194
	12	5
COLLAPSED CODES:		
Total Good Job (6-10)	642	642
Extremely Good Job (9-10)	102	102
Good Job (6-8)	602	602
Neither (5)	21	19
Poor Job (0-4)	72	16
OK/refused	17	17
	12	5
PEAK	9.88	
STANDARD DEVIATION		

*Turning now to electric service interruptions...
 *Q23. In the last three months, how many times did you lose electric service in your home for ten seconds or less?
 (None/Don't know/refused not included in mean/standard deviation)
 BARBER 100

NUMBER OF CASES	Total	
	From	100%
None	208	42%
1	114	22%
2	67	13%
3	43	8%
4	25	5%
5	20	4%
6	12	2%
7	1	0%
8	6	1%
9	1	0%
10	10	2%
11-15	10	2%
16-20	10	2%
21-25	4	1%
26-30	2	0%
31 or more	2	0%
Don't know	9	2%
Don't know	24	5%
COLLAPSED CODES:		
None	308	60%
1-2	133	26%
3-4	69	14%
5-9	40	8%
10 or more	17	3%
Undecided	24	5%
MEAN	9.19	
STANDARD DEVIATION	2.13	

*Q24. Do you consider these short interruptions to be a major inconvenience, a minor inconvenience, or really no inconvenience at all for you?
BARBER 140

NUMBER OF CASES	Total Count
Major Inconvenience	258
Minor Inconvenience	75
No Inconvenience at all	92
Don't know	561
	93
	352
	02

*Q23. Would you say that Florida Power generally does no excellent/good/fair or poor job of restoring electric service after an interruption occurs?

FLORIDA UTILITY - QUARTER 1 (C92027)

BANNER TWO

NUMBER OF CASES	Total Sample
Excellent	1002
Good	218
Fair	428
Poor	219
Don't know	281
Refused	12
Collapsed Codes:	418
Excellent/Good	02
Fair/Poor	837
DK/Refused	94
MEAN	4.18
STANDARD DEVIATION	1.87

Q26. Overall, would you say Florida Power provides more reliable service than you would expect, just about as reliable as you expect, or less reliable than you would expect?

FLORIDA UTILITY - QUARTER 1 (C92027)

Market Strategies, Inc.
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	Total Valid Responses
NUMBER OF CASES	500
More reliable	211
About as reliable	224
Less reliable	72
Don't know	34
Refused	12
	4
	02

Q27. Consider (1) the outages of service interruptions that are storm-related and (2) the outages that are not storm-related. What do you consider to be a reasonable length of time, on average, for an outage?
BASELIER 100

NUMBER OF CASES	Total Valid Sample
No outages acceptable	500
1-15 minutes	17
16-30 minutes	30
31-45 minutes	112
46-59 minutes	64
1-2 hours	134
2-3 hours	212
3-4 hours	54
4-5 hour	26
5-6 hours	25
6-7 hours	25
7-12 hours	113
12-24 hours	53
24 hours/1 day	113
More than 1 day	15
Don't know	3
Refused	43
	117
	112
	17
	4
	18
	11
	4
	15

028. Consider the frequency of interruptions that are not stopped (planned). What do you consider to be a reasonable length of time, on average, for an outage?

BARRIER 130

NUMBER OF CASES	Total Sample
No outages acceptable	500
1-15 minutes	72
16-30 minutes	147
31-45 minutes	218
46-59 minutes	52
1-2 hours	23
2-3 hours	97
3-4 hours	102
4-5 hour	7
5-6 hours	12
7-12 hours	12
12-26 hours	02
26 hours/1 day	02
More than 1 day	02
Don't know	12
Refused	12

Residential customer Opinion Survey
 Market Strategies, Inc. Quarter III, 1992

B. Methodology

CONFIDENTIAL

A total of 550 telephone interviews were conducted with a random-digit-dial (RDD) sample of residential customers, stratified by Division. One hundred (100) interviews were conducted in each of the four urban Divisions. To provide for an examination of each of the three remaining Divisions (Central, Northern and Ridge), the research design was modified in the current survey to include 50 interviews in each of the three Divisions (whereas previous surveys have allocated 100 interviews across these combined Divisions). The total sample is then weighted to reflect the actual distribution of residential customers across the entire service area.

Interviewing was conducted from the Market Strategies, Inc. (MSI) Research Operations Center in Livonia, Michigan. Third Quarter interviewing was conducted from August 13-19, 1992.

The approximate sampling error for the total sample and for the Divisional subgroups as well as requirements for statistically-significant differences either among current survey results or over time are shown in the following table.

Statistical Significance @ 95% Confidence Level	Sampling Error Tolerance
Sampling error (\pm) for: Total sample (n=550) Division subgroups (n=50) Division subgroups (n=100) Division subgroup (n=150)	$\pm 4\%$ $\pm 14\%$ $\pm 10\%$ $\pm 8\%$
Percentage-point differences required: Comparisons between n=500 samples (total sample) Comparisons between n=100 samples (Divisions) Comparisons between n=100 and n=150 samples (Divisions) Comparisons between n=100 and n=50 samples (Divisions)	6 points 14 points 13 points 17 points

turning now to electric service interruptions...
 Q19. In the last three months how many times did you lose electric service in your home or business?
 BANNER 1100

NUMBER OF CASES	Total Percent
None	550 100%
1 time	2126
2 times	611
3 times	1112
4 times	1264
5 times	727
6 times	621
7 times	28
8 times	125
9 times	229
10 times	62
11-15 times	30
16-20 times	528
21-25 times	15
26-30 times	127
31 or more	128
Don't know	62
Don't know	23
COLLAPSED CODES:	
None	2126
1-2 times	102
3-4 times	101
5-9 times	75
10 or more times	222
Undecided	23
STANDARD DEVIATION	18.3

Q20. Do you consider these short interruptions to be a major inconvenience? at all or inconvenient, or really no
BANKER 100

NUMBER OF CASES	Total Valid Resp.
Major Inconvenience	401
Minor Inconvenience	97
No Inconvenience at all	574
Don't know	332
	021

Q21. Would you say that Florida Power generally does an excellent, good, fair or poor job restoring electric service after an interruption of service?
BARNER 100

NUMBER OF CASES	Total Percent Sample
Excellent	236 4.3%
Good	434 7.8%
Fair	409 7.4%
Poor	124 2.2%
Don't know	125 2.3%

COLLAPSED CODES:
Excellent/Good 492
Fair/Poor 102
DK/Refused 125

MEAN STANDARD DEVIATION 1.87

Residential Customer Opinion Survey Quarter III, 1993

Market Strategies, Inc.

CONFIDENTIAL

B. Methodology

A total of 1400 telephone interviews were conducted with a random sampling of residential customers, stratified by Division. Two hundred (200) interviews were conducted in each of the seven Divisions, reflecting an increase in the number of interviews among Central, Northern, and Ridge customers to enhance the analysis of these Divisions. The total sample is weighted to reflect the actual distribution of residential customers across the entire service area.

Interviewing was conducted from the Market Strategies, Inc. (MSI) Research Operations Centers in Portland, Oregon and South Bend, Indiana from August 28-September 16, 1993.

The approximate sampling error for the total sample and for the Divisional subgroups, as well as requirements for statistically-significant differences either among current survey subgroups or to 1992 results are shown in the following table.

Sampling error (+) for: Total sample (n=1400) Division subgroups (n=200)	$\pm 3\%$ $\pm 7\%$
Percentage-point difference required for statistical significance @ 95% confidence level for:	
Comparisons between 1992 and 1993 total samples (n=550 vs n=1400)	5 points
Comparisons between subgroup samples (n=100 vs n=200)	12 points
Comparisons between subgroup samples (n=200 vs n=200)	10 points

Turning now to electric service interruptions...
 115A. [I] asked you to rate Florida Power's reliability. Do you
 think it is better, about the same, or worse than
 other utilities in the state? (asked yearly)
 BAWNEE ONE

	Total Sample
NUMBER OF CASES:	749
More reliability	296
About the same reliability	584
Less reliability	47
Don't know	32
Refused	12
	02

FLORIDA POWER COS./NEEDS SURVEY

Turning now to electric service interruptions...
 2158. Would you say that Florida Power generally does an excellent,
 fair, or poor job of restoring electric service after an
 interruption occurs?
 SAME AS Q16

NUMBER OF CASES:	Total Sample
Excellent	1533
Good	1007
Fair	435
Poor	424
Don't know	119
Refused	21
Refused	20
Refused	0
COLLAPSED CODES:	
Excellent/Good	1329
Fair/Poor	114
DC/Refused	20
MEAN STANDARD DEVIATION	1.79

016. In the last three months, how many times did you lose electric service in your home for reasons other than scheduled maintenance?

NUMBER OF CASES:	Total Sample
None	1513
1-2 times	263
3-4 times	237
5-9 times	255
10 or more times	132
Don't know	294
Refused	11
	2
MEAN STANDARD DEVIATION	13.05

017.

Do you consider these short interruptions to be a major inconvenience, or really no inconvenience at all for you?

FLORIDA POWER COS./NEEDS UNIT

Market Strategies, Inc.

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BARBER ONE

	Total Sample
NUMBER OF CASES:	1158
Major Inconvenience	111
Minor Inconvenience	515
No inconvenience at all	529
Don't know	1
Refused	2

Q19A. Is Florida Power responsible or not responsible for these short interruptions?
BAHNER ONE

FLORIDA POWER COS./WEDOS WAMIS

	Total Sample
NUMBER OF CASES:	559
Responsible	3171
Not responsible	5288
Don't know	172
Refused	12

Q20. How, thinking about longer packages lasting a few minutes or longer, how many of these have you had at your home in the last 3 months?

FLORIDA POWER COS/WEEDS UNIT'S

	Total Sample
NUMBER OF CASES:	1000
None	719
1-2 times	437
3-4 times	235
5-9 times	97
10 or more times	42
Don't know	11
MEAN	3.19
STANDARD DEVIATION	3.83

Q204. Generally speaking which of these is more inconvenient in your opinion about interruptions in service or longer outages

FLORIDA POWER COS/NEEDS WANTS

Market Strategies, Inc.
Page 49

	<u>Total Sample</u>
<u>NUMBER OF CASES:</u>	<u>749</u>
Short interruptions in service	93
Longer outages	122
Both equally (VOL)	602
Neither (VOL)	22
Depends (VOL)	21
Don't know	12
Refused	10
	02
	3

Residential Customer Opinion Survey Quarter III, 1994

MSI: Energy Research & Consulting

CONFIDENTIAL

B. Methodology

A total of 600 telephone interviews were conducted with a random sampling of residential customers, stratified by region. Two hundred (200) interviews were conducted in each of the three regions, with the total sample results being weighted to reflect the actual distribution of residential customers across the entire service area.

Interviewing was conducted from the Market Strategies, Inc. (MSI) Research Operations Centers between August 10 and August 21, 1994.

The approximate sampling error for the total sample and for the regional subgroups, as well as requirements for statistically significant differences either among current survey subgroups or to the 1993 total sample results are shown in the following table.

Sampling error (\pm) for:	
Total sample (N=600)	$\pm 4\%$
Regional subgroups (N=200)	$\pm 7\%$
Percentage-point difference required for statistical significance @ 95% confidence level for:	
Comparisons between 1993 and 1994 total samples (N=1400 vs N=600)	5 points
Comparisons between any two regional subgroups (N = 200 vs N = 200)	10 points

We'd like to read a list of topics concerning Florida Power. For each item, the Florida Power staff is doing an effort to rate the quality of the service. The Florida Power staff is doing an effort to rate the quality of the service. The Florida Power staff is doing an effort to rate the quality of the service. The Florida Power staff is doing an effort to rate the quality of the service.

PROVIDING RELIABLE ELECTRIC SERVICE
 NUMBER ONE

NUMBER OF CASES:	
0 - Extremely poor job	10015
1	5
2	0
3	12
4	0
5 - Neither	0
6	4
7	31
8	62
9	91
10 - Extremely good job	1814
Don't know	49
Refused	12
Refused	0
COLLAPSED CODES:	
Total Good Job (6-10)	926
Extremely Good Job (9-10)	618
Good Job (6-8)	308
Neither (5)	4
Poor Job (0-4)	212
DK/Refused	12
NET STANDARD DEVIATION	9.99

27. Would you say that Florida Power generally does an excellent job of restoring electric service after an interruption?
 Excellent
 Good
 Fair
 Poor
 Don't know
 COLLAPSED CODES:
 Excellent/Good
 Fair/Poor
 DK/Refused

Total

NUMBER OF CASES:	
Excellent	615
Good	532
Fair	215
Poor	53
Don't know	12
COLLAPSED CODES:	16
Excellent/Good	561
Fair/Poor	91
DK/Refused	30
	16

FLORIDA POWER COS
 AVERAGE (OR) (OR)

Q28. In the last three months, how many times have you lost electric service in your home for REASON DATE TIME

Florida Power Co
(over 24)

Market Strategies, Inc

Total

NUMBER OF CASES:	
None	10015
1-2 times	2110
3-4 times	2025
5-9 times	91
10 or more times	152
Don't know	132
	222
	81
	823

STANDARD DEVIATION

129. Do you consider these short interruptions to be a major inconvenience, a minor inconvenience, or really no inconvenience at all?
 (of 100)

LEONIA POWER COS
 (00210)

Market Strategies, Inc.
 Page 61

NUMBER OF CASES:	
Major inconvenience	29
Minor inconvenience	585
No inconvenience at all	349
Don't know	01
Total	1004

130. How many of these have you had get lasting a few minutes or longer.
 BARRIE R. ONE

FLORIDA POWER & COS
 (ORANGE)

Market Strategies, Inc.

Total

NUMBER OF CASES:	
None	1001
1-7 outages	5211
3-4 outages	3087
5-9 outages	6219
10 or more outages	2112
Don't know	427
MEAN	1.30
STANDARD DEVIATION	

1. Generally speaking, which of these is more inconvenient in your opinion: short interruptions in service or longer outages?

FLORIDA POWER CORP
 (NYSE: FPL)

Market Strategics, Inc.

Total

NUMBER OF CASES:	
Short interruptions in service	615
Longer outages	98
Both equally (VOL)	743
Neither (VOL)	528
Depends (VOL)	22
Don't know	12
	9
	12

5. Earlier I asked you to rate Florida Power's reliability. How would you rate Florida Power's reliability? (1 = Excellent, 2 = Good, 3 = Fair, 4 = Poor, 5 = Very Poor)

FLORIDA POWER'S RELIABILITY

Market Strategies, Inc.

Page 9

NUMBER OF CASES:	Total
Uninterrupted service	615
Promptness	2872
No/None/Wot A.w./Nothing	2062
Good customer service	91
Good rates/competitive rates	56
Helping me when I need it/Coming out when I call	74
Dependability	71
Other	36
Don't know	35
Accessibility	29
Responsiveness	28
Cooperating with customers/Flexibility	27
Doing a good job	15
Communication	11
Good equipment	11
Customer satisfaction	12
Consistent billing/Accurate billing	21
Educating people on saving money	10
Good maintenance	10
They are a monopoly	8
Good community relations	7
Energy conservation	7
Good employees	6
Safety	4

025. Earlier asked you to rate Florida Power's reliability. How would
 reliability what it means for Florida Power to have 100%
 SAME ONE

FLORIDA POWER COS
 (ORFL01)

Market Strategies, Inc.

Page 9

	Total
Good management	12 4
No nuclear accidents	12 3
Energy saving programs	12 3
Protecting the environment	12 3
Believable	02 3
New form of energy	02 3
Free service	02 3
Providing discounts	02 2
Refused/NA	02 2
Adequate expansion	02 1
Tracks with high visibility	02 1
Deposits	02 1
Having a watch program	02 1
Good reputation	02 1

6. And how would you describe what it means for Florida Power to have low reliability?
 SAMPLE ONE

NUMBER OF CASES:	615
Poor service/If you had an outage and no one showed up	106
Too many outages/Not reliable	101
It would cause them to lose business	107
Don't know	59
Slow to restore power	53
Other	51
Slow service/Not rendering prompt, quick service	46
Poor customer service	43
Florida Power doesn't have bad service/good job	40
It would open the door for competition	39
No/Bored/Not Any/Nothing	36
Poor communication	22
Lack of convenience/Inconvenience	20
Having dissatisfied customers	17
Too many brownouts	16
Not taking care of customers' needs	16
If the rates were extremely high	13
Having errors in the bills	13
It's the only power company/No choice	12
Refused/NA	11
Not keeping up their plants/equipment/supplies/lines	11
Increasing costs	11
Total	615

126. And how would you describe what it means for Florida Power to have low reliability?
BANKER ONE

	Total
Not looking to the future needs of the area	1x 6
Long/sustained outages	1x 6
Increased number of customer complaints	1x 6
Regulatory agency (Public Service Commission) on their case	1x 4
Employees that are not knowledgeable	1x 4
When you can't trust Florida Power	1x 4
Damage their public image/reputation	1x 4
Some people's health would depend on it	1x 3
Not being safe during outages	1x 3
If power was cut off at certain times	1x 3
Not doing anything about environmental issues	0x 2
Change locations where you can pay your bills	0x 2
Not trimming the trees	0x 1
Don't give enough time to pay a past due bill	0x 1
Disregard for energy conservation	0x 1
When they send shut-off notices	0x 1

B. Objectives And Methodology

Since its inception in 1987, the Florida Power Corporation (Florida Power) Customer Opinion Survey (COS) has been providing the company with regular measures of residential customer opinions, beliefs, attitudes, and evaluations of their relationship with Florida Power. Historically, the strategically-focused COS was conducted on a quarterly basis from 1987 to 1991. In 1992, the frequency of the COS was changed to a semi-annual survey with the addition of the operationally-focused Florida Power Service Action Survey (SAS). In 1993, the frequency of the SAS was increased to a quarterly measurement to provide more regular feedback on operational issues pertaining to direct customer contacts. Because only minor variations were observed in the COS results throughout 1991 and 1992 (other than those that could be attributed to seasonal differences), the decision was made to conduct the COS on an annual basis. The August measurement was chosen as the appropriate period for the annual measure of customer opinions of Florida Power. This report presents the findings from the August, 1995 COS.

Information collected from the COS is used by Florida Power to establish strategic goals concerning the overall "position" of the company in customers' minds, and to develop operational objectives with regard to enhancing Florida Power's relationship with customers. Additionally, the survey provides tactical marketing information which is used by service, marketing and communications program managers to design, implement, and evaluate their activities. The survey further offers an opportunity to address specific issues such as customer loyalty to Florida Power and the likelihood of their choosing alternative electric utilities given different rate structures. Some of these specific issues are addressed in separate topical mini-reports.

A total of 600 telephone interviews were conducted with a random sampling of residential customers, stratified by region. Two hundred (200) interviews were conducted in each of the three regions, with the total sample results being weighted to reflect the actual distribution of residential customers across the entire service area.

Interviewing was conducted from the Market Strategies, Inc. (MSI) Research Operations Centers between August 10 and August 21, 1995.

The approximate sampling error for the total sample and for the regional subgroups, as well as requirements for statistically significant differences either among current survey subgroups or to the 1994 total sample results are shown in the following table.

Sampling error (\pm) for: Total sample (N=600) Regional subgroups (N=200)	$\pm 4\%$ $\pm 7\%$
Percentage-point difference required for statistical significance @ 95% confidence level for: Comparisons between 1994 and 1995 total samples (N=600 vs N=600) Comparisons between any two regional subgroups (N = 200 vs N = 200)	6 points 10 points

FLORIDA POWER COS
(U95106)
BARRERONE

Now, I'd like to read a list of topics concerning Florida Power. For each one I read, I'd like you to rate it using another zero-to-ten scale. This time, TEN means that Florida Power is doing an extremely good job. ZERO means Florida Power is doing an extremely poor job, and FIVE would mean they are doing neither a good nor a poor job. You can use any number from zero to ten.

Now, how would you rate the job Florida Power is doing on . . .

Q7. PROVIDING RELIABLE ELECTRIC SERVICE

Rate	Total Answering	818
Category Code:		
Total good job (9-10)	553	
Very good job (9-10)	67%	
Good job (9-10)	344	
Neutral (5)	84%	
Poor job (0-4)	208	
Disturbed	31%	
Mean	4	
Std Dev	8.49	
	1.99	

FLORIDA POWER COS
(US\$106)
BARRIER ONE

Q27. Would you say that Florida Power generally does an excellent, good, fair or poor job restoring electric service after an interruption occurs?

	TOTAL WELL SAMP
Does Total Answering	
Excellent	61%
Good	26%
Fair	11%
Poor	1%
Don't know	1%
COLLAPSED CODES	
Excellent/Good	87%
Fair/Poor	12%
Don't know/Unsure	1%
Mean	3.46
Std Dev.	0.70

Q26. In the last three months, how many times have you lost electric service in your home for TEN SECONDS OR LESS?

FLORIDA POWER COS
(US5106)
BANNER ONE

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8 May 95
Time 29

Over Total Answering	NOTA
Name	WUL
	SAWP
1-2 times	618
3-4 times	443
5-8 times	20%
10 or more times	148
Don't know/Refused	20%
Mean	101
Std Dev	16%
	66
	11%
	107
	17%
	24
	3%
	537
	1181
	1

FLORIDA POWER COS
 (199106)
 BANNER ONE

Q29: Do you consider these short interruptions to be a major inconvenience, a minor inconvenience, or really no inconvenience at all for you?

	N014
None - Just Annoying	42%
Major Inconvenience	33%
Minor Inconvenience	7%
No Inconvenience at all	21%
Don't know	15%
	27%
	1

Q298. As far as you know, is Florida Power generally responsible or not responsible for these short interruptions?

FLORIDA POWER COS
(195106)
QUARTER ONE

W/14	422
W/21	81
SAUR	20%
Not responsible	214
11%	
Over 1 hour	123
20%	

FLORIDA POWER COS
(FPL 106)
BANKER ONE

Q30 Now, thinking about longer outages lasting a few minutes or longer, how many of these have you had at your home in the last 3 months?

Base Total Answering None	TOTAL WILL SAVE
1-2 times	61%
3-4 times	21%
5-8 times	8%
10 or more times	2%
Don't know/Refused	13%
Missing	1%
Out Clm.	2%
	28%

FLORIDA POWER COS
 (195106)
 BARRER ONE

Q31. Generally speaking, in your opinion which of these is more inconvenient--short interruptions in service or longer outages?

	TOTAL
	WCT
	SWFL
None	51%
Short Interruptions in service	44%
Longer outages	15%
Don't know	1%
None	47%
Short Interruptions in service	40%
Longer outages	12%
Don't know	1%
None	7%
Short Interruptions in service	7%
Longer outages	4%
Don't know	1%
None	8%
Short Interruptions in service	7%

FLORIDA POWER COS
 (195106)
 BANNER ONE

Q32. Considering outages or service interruptions that are storm-related, what do you consider to be a reasonable length of time, on average, for an outage?

Base Total Accounting for outage response	101A MGT SALE
1-15 minutes	618
16-30 minutes	18
31-45 minutes	2%
46-60 minutes	67
1-2 hours	17%
2-3 hours	88
3-4 hours	17%
4-5 hours	14
5-6 hours	2%
6-7 hours	25
7-12 hours	6%
12-24 hours	13%
24 hours or longer than 1 day	22%
Don't know	51
Refused	2%

FLORIDA POWER COS
(1995-106)
BARRIEL ONE-ACRCEL ENDS

Q25 Earlier, you gave Florida Power a (RESTORE RATING FROM Q7) rating on providing reliable electric service. What are some of the reasons for this rating of their electric service reliability?

	TOTAL WGT SUM
Great field answering	588
EXCELLENT SERVICE	214
EXCELLENT SERVICE	57%
Excellent customer service	203
quick response and quick	28%
friendly customer	41
Great service	6%
Great service	4%
Great customer service	22
Excellent service	5%
Excellent service	2%
Do the best they can	23
Florida Power does a great job	6%
Easy to reach	13
Great service	7%
Send them out of my house	7
Keep you informed	1%
EXCELLENT SERVICE	5
EXCELLENT SERVICE	1%
EXCELLENT SERVICE	2
EXCELLENT SERVICE	2
EXCELLENT SERVICE	108
EXCELLENT SERVICE	27%
EXCELLENT SERVICE	148
EXCELLENT SERVICE	28%
EXCELLENT SERVICE	22
EXCELLENT SERVICE	6%
EXCELLENT SERVICE	11
EXCELLENT SERVICE	7%
EXCELLENT SERVICE	7
EXCELLENT SERVICE	1%
EXCELLENT SERVICE	5
EXCELLENT SERVICE	1%
EXCELLENT SERVICE	8
EXCELLENT SERVICE	2%
EXCELLENT SERVICE	3
EXCELLENT SERVICE	1%
EXCELLENT SERVICE	4
EXCELLENT SERVICE	1%

FLORIDA POWER COS
(US5106)
BANNER CREDIT ENDS

Q25. Earlier, you gave Florida Power a (RESTORE RATING FROM Q7) rating on providing reliable electric service. What are some of the reasons for this rating of their electric service reliability?

Base Total Accounting	348
POSITIVE REASONS	
Doing a professional	8
Customer service	7%
REASONABLE POSITIVE	8
140	40%
No problem in service	21%
Energy Management Program	12%
They're a good company	8
8	2%
Have quality work	8
2	0.5%
Active in community	2
2	0.5%
Friend environment	1
1	0.25%
NEGATIVE	
I have no objection they have a monopoly	21
21	6%
18	5%
The price is good	7
7	2%
The contract with them	7
7	2%
Electricity is important	5
5	1.5%
5	1.5%
REGULATORY SAFETY	
11	3%
11	3%
12%	3.5%
64	18%
11%	3.2%
6	1.7%
4	1.1%
4	1.1%
48	14%
8%	2.3%
27	8%
1%	0.3%
11	3.2%
1%	0.3%
2%	0.6%

Unresponsive, very outdated
Need to construct can't get through

Q25. Earlier, you gave Florida Power a (PRESTORE RATING FROM Q7) rating on providing reliable electric service. What are some of the reasons for this rating of their electric service reliability?

FLORIDA POWER COS
(US9106)
BANNER ONE/OPEN ENDS

	NO	TOTAL WEIGHT Score
Basic Load Assessment	18	18
Power customer service/Outage/Reliability	1%	26
Cost of investment/Power taken up	2	2
Power delivery	2	2
REGULATORY MATTERS	7	7
Rates are high	1%	1%
Unreliable transmission/Reliability	4	1%
MISCELLANEOUS REGAIND	2	2
Need to upgrade equipment	12	2%
Power management	7	7
Employees are demoralized	4	1%
Utilities shouldn't be deregulated	2	2
Other	1	1
	18	18
Multi-national Engineering	26	26
Cost/Power	2	2
Production	8	8
	19	19
	16	16
	29	29

Q29A. What kind of problems did these electric service interruptions or outages cause for you?

FLORIDA POWER COS
 (US106)
BARRETT DIRECTOR ENDS

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 Entry 6

NOTE	2014	2013	2012
Base Total Accounting	23		
Can't use replacement equipment	19		
Have to use replacement equipment	20%		
Longer to replace equipment	17		
Longer to replace equipment	11%		
Less for work because storm not going all	1		
Intermittent	2		
Loss of information on computer	2		
Damage to infrastructure from hurricanes	2%		
Damage to infrastructure from hurricanes	2		
Damage to infrastructure from hurricanes	2%		
Delayed things	1		
Not well-known as right	1		
	1%		

Q29C. Why do you think these short interruptions in electric service occur?

FLORIDA POWER COS
(R95106)
BARRETT CHEEFTEN ERDS

	1014	1014
	NOI	SAWP
Short lead time	437	
RELIABILITY	242	
Hardware/Physical assets	17%	
130		
28%		
Logistics	81	
27%		
Hardware/Construction	74	
26%		
EQUIPMENT MAINT	131	
48		
17%		
Hardware problems	27	
6%		
Equipment maintenance	25	
8%		
Working on the bench the time	26	
5%		
Building sub standard/Building across	17	
power supply	6%	
Bad wiring	7	
2%		
Above ground wires	4	
1%		
MISCELLANEOUS	97	
23%		
Can't be a utility job/Our customers	13	
3%		
Power outage	12	
4%		
Time to build the power	13	
2%		
Animals get to the transformer	16	
hardware/Logistics	16	
2%		
Construction	8	
2%		
Human error/Construction	8	
2%		
Energy leading program ending before	8	
power on and off	8	
1%		
Other	4	
1%		

Q29C Why do you think these short interruptions in electric service occur?

FLORIDA POWER COG
(LUS 106)
BANNER ONE/OPEN ENDS

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7 Aug 88

	TOTAL WGT SUM
Dist. Inst. Assembly	432
Substation Assemblies	1
Dist. Lines	18
Substations	17%
	7
	2%

Methodology

Interviews are conducted by telephone on an ongoing basis among customers who have had a recent interaction with Florida Power Corporation. Beginning in November, 1996, all FASTRACK respondents were asked about the reliability of their electric service and Florida Power's ability to keep down the number of momentary interruptions. In addition, customers who called in specifically to report an outage were asked about their level of satisfaction with the restoration of their electric service.

Questions

How satisfied are you with the reliability of electric power supplied by Florida Power -- that is, keeping down the number of power outages lasting 5 minutes or longer? Are you...

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know
- Refused

And, how satisfied are you with Florida Power's ability to keep down the number of momentary power interruptions -- ones that last for 10 seconds or less? Are you...

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know
- Refused

Was your power restored when you expected it would be?

- Yes
- No
- Don't know
- Refused

After you reported the outage, how satisfied were you overall with the time it took to restore your electric service? Were you...

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- Don't know
- Refused

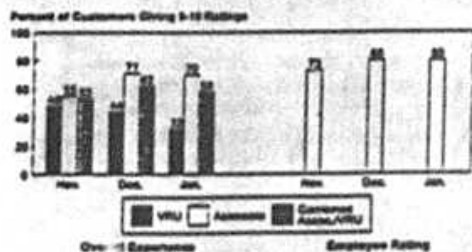
Spotlight on Outages

In the October, 1996 edition of *FASTRACK*, we examined the experience of customers who called the Customer Solutions Center and spoke with an associate or used the VRU to report an outage between July and October. Beginning in November, efforts were made to interview more customers who had called Florida Power about an outage so that monthly results could be reported. In this edition, we will look at trends in customers' satisfaction with their outage reporting and restoration experiences from November through the current month of January.

The November-January trend in the overall experience rating among outage customers (VRU and associate-handled reports) appears to be positive, with December (62%) and January (58%) scores somewhat higher than the November score (53%).

Looking at the figure below, it is clear that this improvement can be attributed completely to an increased proportion of "excellent" experience ratings given by customers who reported their outage with an associate. While significantly more customers who reported their outage to an associate say their experience was "excellent" in December and January (70%-71%) than in November (55%), the proportion of "excellent" experience ratings given by customers reporting their outage through the VRU has gradually decreased over the last two months (from 48% to 32%).

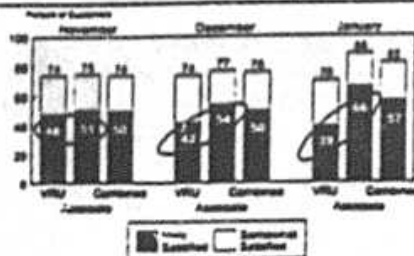
Trend of Overall Experience and Employee Rating Among Outage Customers



The proportion of customers who feel that the associate did an "extremely good job" (9-10 ratings) during their contact was also higher in December and January than in November, although not significantly higher. For the last two months, 80% of customers have felt that the associate did an "extremely good job" during their outage report contact.

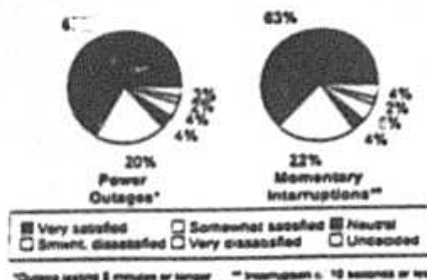
When asked what Florida Power could have done to make them happier during the contact, many customers say that Florida Power could have given them an estimate of when their power would be restored.

Trend of Satisfaction with the Time it Took Florida Power to Restore Power



The figure above shows that satisfaction with outage restoration time among customers who reported their outage with the VRU or with an associate has remained fairly stable from November to January, with a slightly positive trend overall. However, more customers who reported their outage with an associate are ~~very~~ satisfied with restoration time than customers who reported their outage through the VRU. As highlighted in the figure above, this gap has widened since November.

Satisfaction with Florida Power's Ability to Keep Down the Number of Power Outages and Momentary Interruptions



Among all *FASTRACK* customers (not just those who called to report an outage), almost nine in ten (87%) are satisfied with Florida Power's ability to keep down the number of power outages lasting five minutes or longer. Two-thirds (67%) are ~~very~~ satisfied. Only 6% of all *FASTRACK* customers are dissatisfied with Florida Power's performance in this area. Similarly, 85% are satisfied with the Company's ability to keep down the number of momentary interruptions (10 seconds or less), with 63% very satisfied and only 7% dissatisfied.

FASTRACK

RESEARCH SOLUTIONS from



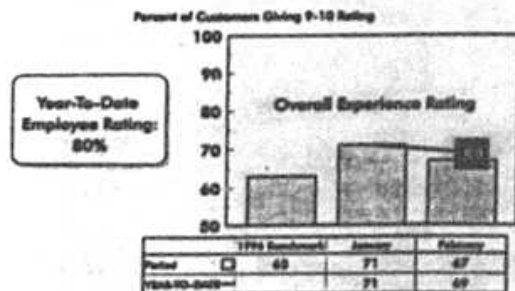
**Florida
Power
CORPORATION**

Performance Goals for 1997

The January FASTRACK newsletter reviewed how the 1997 performance goals that are based on survey results are set. The goals are evaluated against the cumulative score at the end of 1997. This newsletter reports results from February interviewing and presents cumulative year-to-date totals that include information from both the January and February surveys compared to the 1996 Benchmark (the year-end cumulative score from 1996).

	Benchmark 1996	YTD 1997	1997 Goal
Energy Solutions™ Goal	63	69	67
Mass Markets Goal	70	72	74
Energy Solutions™ Stores Goal	73	76	77
Customer Solutions Goal	76	80	80

Overall Contact Experience



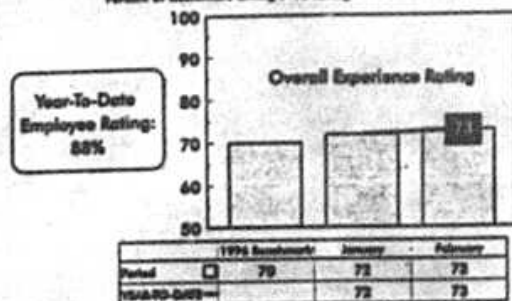
The overall experience among all FASTRACK customers interviewed declined slightly from January to February. Two-thirds (67%) of customers interviewed in February rate their experience with Florida Power as "excellent." This is four points above the benchmark 1996 rating of 63%. The lower February rating impacts the current year-to-date rating, now at 69%. Eight in ten (80%) customers rate the employee or contractor they dealt with as having done an "extremely good job" (giving a 9-10 rating on a zero to ten scale).

Customers interviewed for the survey are asked at the outset of the interview about their overall impressions of Florida Power. Currently on these overall measures, half (51%) of customers are very favorable (giving a 9-10 rating on a zero to ten scale), and 62% feel Florida Power is very easy to do business with.

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Energy Solutions™ Stores

Percent of Customers Giving 9-10 Rating



The overall experience is virtually unchanged from January to February among Business Office non-payment customers. Nearly three-quarters (73%) feel their overall experience was "excellent." Consistently, a strong majority (98% in February) say the office they visited appeared to be running efficiently on the day of their visit and 88% of customers interviewed thus far in 1997 feel their representative did an "extremely good job."

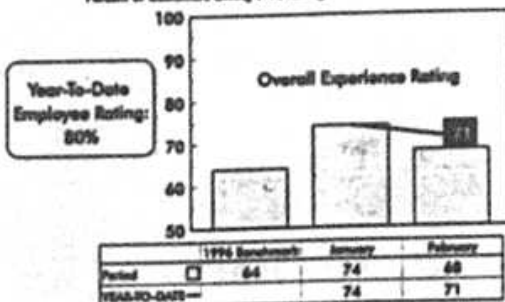
Eight in ten (80%) customers in February rate the representative they interacted with as doing an "extremely good job" on "showing concern" about them, an increase over the January rating of 75%. The attribute with the highest percent "extremely good job" is "courtesy and politeness," with 92% of customers rating the representative they interacted with very positively on this aspect of their contact.

The following comments illustrate the reasons behind customers' satisfaction or dissatisfaction with their overall experience:

- "They were very nice and polite. They had someone to help me with the language, to better understand how the electric company works. There was a Spanish representative available to help translate the information to me about changing my address. I went in on a Friday, and the next day, the bill was changed over in my new address." [10 rating]
- "They were very pleasant. They greeted you like you were the only one they were dealing with." [10 rating]
- "I was told that something would happen, and it didn't. After I talked with them and they explained it, we were able to work out a mutual agreement. I think there should be more locations to deal with Florida Power." [9 rating]
- "A zero, because of her attitude, and a ten because they got done what I needed them to do. They changed my name for me, but [the representative] was just rude. I told her I needed to change my name, and she just took my marriage license out of my hand and didn't say anything to me. She took the information off of it, and then tossed the certificate back on the counter, and didn't say anything at all. She looked at me when we were done, like why am I still standing there." [5 rating]

Customer Solutions Center

Percent of Customers Giving 9-10 Rating



In February, 68% of customers contacting the CSC say their overall experience was "excellent." The year-to-date overall experience rating among customers is 71%. Though still well above the rating achieved in 1996, the overall experience rating declined six points between January and February. However, this is not a statistically significant change.

The employee performance rating for February (79%) is virtually unchanged since January (80%). This means that eight in ten customers say the associate they spoke with did an "extremely good job" (a 9 or 10 rating).

The following comments illustrate the reasons behind customers' satisfaction or dissatisfaction with their overall experience:

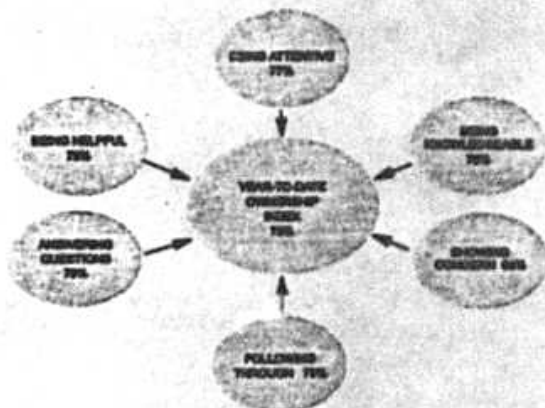
- "The overall ease of the transaction — it could have been made more difficult. What could have been a multi-phone call experience was a one-call experience." [10 rating]
- "Because she was very polite, and knew what she was talking about, and gave me hints on how to save energy, and took the time to answer my questions on the phone. I told her she was very helpful, and I appreciated it." [10 rating]
- "They answered my questions, explained my problem. Explained to me how to read my meter. Gave tips on how to lower my bill." [10 rating]
- "I thought the lady I spoke with was short and to the point. She didn't seem to be very polite or helpful. I would have appreciated if she could have gone into more detail about the power company. I've just moved here from North Carolina, and I'm not familiar with the electric companies. I felt she could have been more at liberty to discuss any promotional or special rates offered for customers." [6 rating]
- "Think employees should be more professional in handling customer complaints. I asked the representative to send somebody out to read the meter. She said that it did not matter whether someone came out to read the meter or not, the charge will stay on the bill." [3 rating]

Spotlight

Ownership Index for Customer Solutions Center

We have periodically reviewed the "Ownership Index" for the Customer Solutions Center. This is a combined measure of six "attributes," which are customer perceptions of how well the associate they interact with shows concern and is attentive, to what degree they feel the associate is helpful and knowledgeable, can answer questions and follows through.

In February, attribute ratings ranged from a low of 63% for "showing concern" to a high of 79% for "following through." These ratings represent the percentage of customers who feel the associate they interacted with did an "extremely good job" on that attribute. The year-to-date index stands at 76%. The Ownership Index was 74% for July - December 1996, as reported in the Semi-Annual Review (Issue 5).



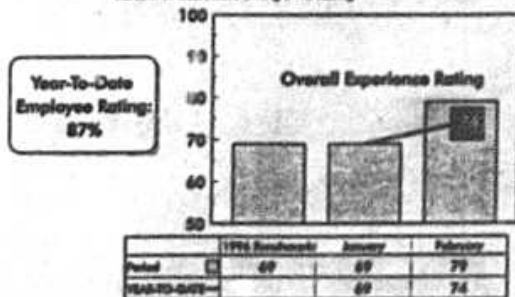
Attribute	January 1997	February 1997
Showing Concern	72%	63%
Being Knowledgeable	78	74
Being Helpful	80	74
Following Through	79	79
Answering Questions	79	79
Being Attentive	79	79
Ownership Index	76	74
Base	(181)	(160)

Walk-Thru Energy Audits

High Bill Handling

Phone Resolution

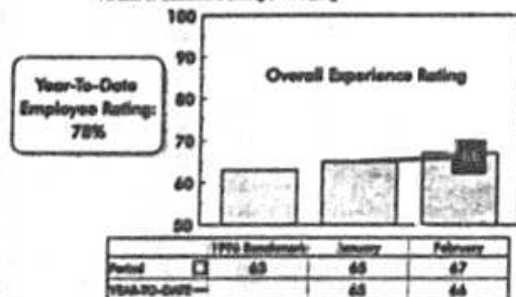
Percent of Customers Giving 9-10 Rating



Of those customers having a walk-thru energy audit in the month of February, nearly eight in ten (79%) feel their overall experience with Florida Power was "excellent." Over the last half of 1996, this measure changed very little, but the February rating is a ten-point increase from the January rating (both the 1996 cumulative rating and the January rating were 69%).

When rating the auditor who performed the energy audit in their home, a strong majority (87%) of customers interviewed in the first two months of 1997 feel the auditor did an "excellent job."

Percent of Customers Giving 9-10 Rating



Two-thirds (67%) of customers who had their high bill inquiry taken care of by telephone say their overall experience was "excellent." This rating is two points above the January, 1997 rating and four points above the 1996 benchmark.

Thus far in 1997, nearly eight in ten (78%) customers who spoke with a high bill expert in the Mass Markets department say that the person they spoke with did an "extremely good job" during the contact.

A lower volume of high bill field investigation contacts in February does not permit us to report those ratings for February. They will be reported at the end of the quarter.

Field Coordinators

A lower volume of contacts for the month of February does not allow us to report the ratings, however, they will be reported at the end of the quarter. The following customer comments illustrate their level of satisfaction with their overall experience in dealing with Energy Management Field Coordinators:

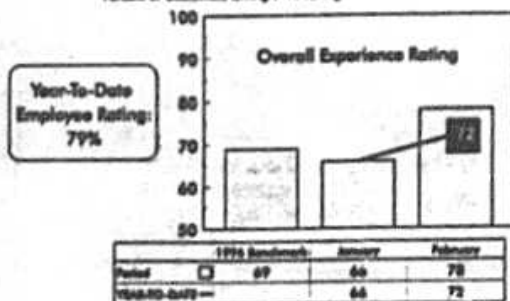
- *"Everything was excellent. Very knowledgeable, very well qualified."* [10 rating]
- *"She was an A-plus on all counts. She was great — I recommend her highly. She was a professional, courteous person."* [10 rating]
- *"Because of the time it took from the initial call and the time it took them to call me back and schedule the appointment. They came out about two weeks after the appointment was scheduled. And then, they were late."* [7 rating]
- *"They never followed up. The first guy came out to inspect the load management equipment to determine if there was a problem. That was over 30 days ago, but no one has called or come by to do the work."* [6 rating]

Comments from customers concerning what they feel could have been done that would have left them more satisfied overall include:

- *"Come out when I first told them of the problem."* [10 rating]
- *"They could have gotten back to me quicker."* [7 rating]
- *"Do the work, or at least call and schedule it."* [6 rating]

Contractors

Percent of Customers Giving 9-10 Rating



Over three-quarters (78%) of all customers having a contractor perform Energy Management work during the month of February say their overall experience with Florida Power was "excellent." This is a 12-point increase from the January level and well above the 1996 benchmark of 69%.

The year-to-date employee rating is 79%, so nearly eight in ten customers who interacted with a contractor thus far in 1997 feel the individual who performed the work did an "extremely good job." This is just slightly below the cumulative 1996 score of 81%.

The following comments illustrate customers' satisfaction with Florida Power contractors:

- *"They are great. They were here on time and very knowledgeable, and offered me tips and advice on ways to make it safe. I really appreciated that. He was conscientious."* [10 rating]
- *"The professional people were very great. They were courteous and nice. Very friendly with answering all questions. When the gentleman came out to my home, he was able to answer questions before I even had the chance to ask. He was very patient and willing to answer as many questions as I had. His hospitality was sincere and generous."* [10 rating]
- *"He promptly answered my concern. Gave me hints. He made it easy for me to understand what was going on. Very satisfied with the service. They did it to my convenience, not theirs. The job was done quickly and efficiently."* [10 rating]
- *"The guy who came out wasn't the friendliest person in the world. He did his job and was very professional, but not real personable."* [8 rating]
- *"No problems with Florida Power, but I was not happy with fine job, but was not very personable."* [7 rating]

Survey Information

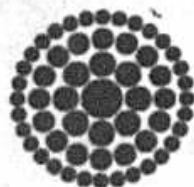
- 567 interviews conducted with Florida Power customers in February

For more information, please contact Ann McGraw in the Marketing Department at 231-4163.

Reason #2
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**Florida
Power
CORPORATION**

Performance Goals for 1997

The 1997 Performance Goals based on FASTRACK survey results are listed in the table below with the current year-to-date (YTD) and 1996 benchmark scores. All the current year-to-date scores are above their 1996 benchmarks. Goals are assessed against the cumulative score at the end of 1997.

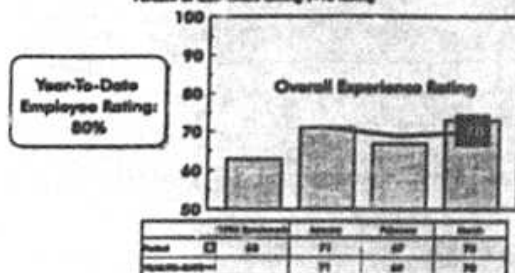
	Benchmark 1996	March 1997	YTD 1997	1997 Goal
Energy SolutionsSM Goal	63	73	70	67
Mass Markets Goal	70	75	73	74
Energy SolutionsSM Scores Goal	73	83	78	77
Customer Solutions Goal	76	81	80	80

Overall Contact Experience

Significantly more FASTRACK customers interviewed in March report their overall experience with Florida Power as "excellent" than did customers interviewed in February. Nearly three-quarters (73%) of customers interviewed in March give a 9-10 rating (on a zero to ten scale), 67% did so in February. The current year to date rating is 70% (well above the benchmark 1996 rating of 63%).

The percentage of customers who say the employee or contractor they dealt with did an "extremely good job" is 81% for the month of March, unchanged from the level in February. The year-to-date employee rating is 80%.

Percent of Customers Giving 9-10 Rating



Overall Impressions of Florida Power

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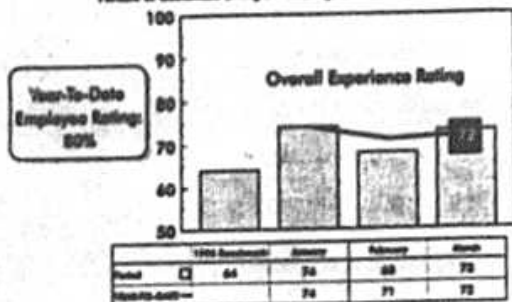
Reader Request

Florida Power & Light Company is pleased to provide you with this information. If you have any questions, please contact your local office or the office depicted on the cover of this publication. Florida Power & Light Company is a member of the Florida Power & Light Group.

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Customer Solutions Center

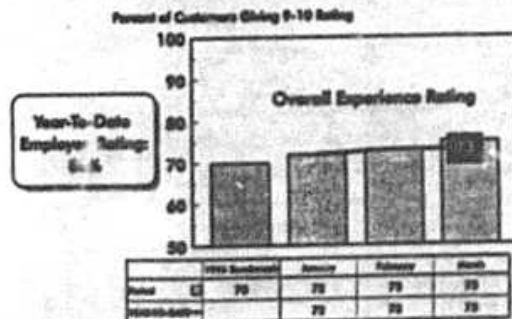
Percent of Customers Giving 9-10 Rating



More than seven in ten (73%) customers interviewed in March who had contacted the CSC feel their overall experience with Florida Power was "excellent." Though not statistically significant, this is an increase of five percentage points from the February rating of 68%. The year-to-date employee performance rating is at 80%, unchanged from February.

Energy SolutionsSM Stores

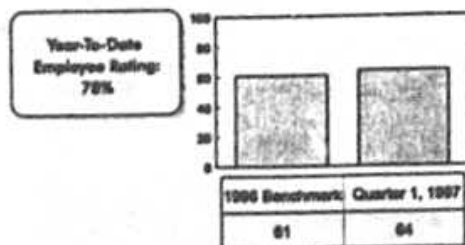
Non-Payment Transactions



In March, 75% of customers who visited an Energy SolutionsSM Store for a non-payment transaction say their overall experience was "excellent." This is virtually unchanged from the February level of 73%. The current year-to-date rating, also 73%, is unchanged from February.

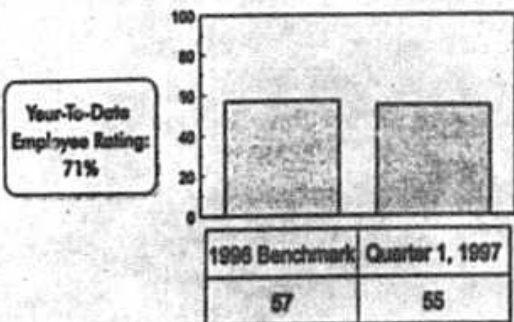
Over eight in ten (84%) customers interviewed in March rate the employee they interacted with as doing an "extremely good job," a decrease of six percentage points since February (90%). The year-to-date employee rating is 86%.

Bill Payments



Six in ten (64%) customers who paid a bill at one of Florida Power's Energy SolutionsSM Stores say their overall experience was "excellent." This is virtually unchanged from the 1996 benchmark score of 61%. Over three-quarters (78%) of bill payment customers say the employee who handled their payment did an "extremely good job" during their contact, up three percentage points from year end 1996 (75%).

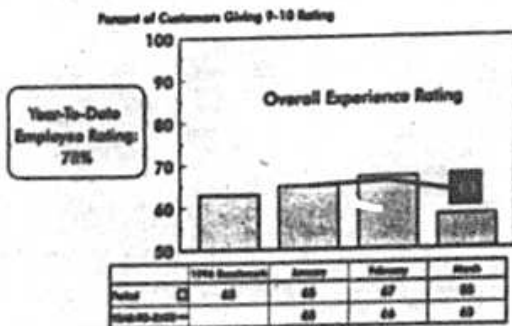
Field Investigations



Over half (55%) of all customers who had a high bill investigated in their home in the first three months of 1997 rate their overall experience with Florida Power as "excellent." While this is virtually unchanged from the 1996 benchmark rating of 57%, it represents a drop from quarter four 1996 (71%). The percentage saying the employee they dealt with did an "extremely good job" is 71% in the first quarter of 1997 (up four points from the 67% year-end rating in 1996).

Over eight in ten (83%) customers interviewed thus far in 1997 say their problem or question was resolved to their satisfaction.

Phone Resolution



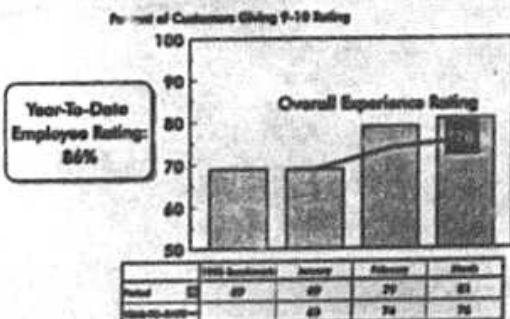
Six in ten (58%) customers who called Florida Power and spoke with a high bill expert from the Mass Markets Department in March say their overall experience with Florida Power was "excellent." This is a decline from the February rating of 67%.

Over three-quarters (76%) of the customers interviewed in March feel the high bill expert they interacted with did an "extremely good job," dropping slightly from the February rating (79%). The year-to-date employee rating is now 78%.

Among the three employee attributes that have been found to have the greatest effect on the overall experience rating for this department, "using understandable words" currently has the highest level of "extremely good job" ratings in March (88%), up five points from year end 1996. This is followed by "answering questions," (79%), up 11 points from year end, and "following through on what they said they would do" (73%) down seven points from year end 1996.

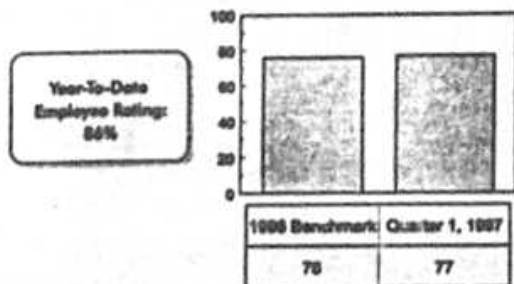
Energy Efficiency Programs

Walk-Thru Energy Audits



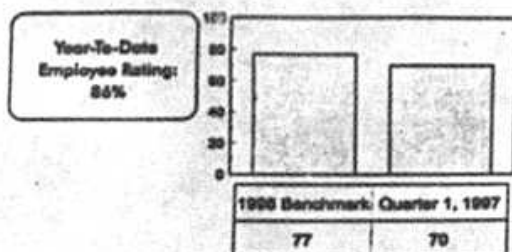
Eight in ten (81%) customers having a walk-thru energy audit in the month of March feel their overall experience with Florida Power was "excellent," maintaining the steady increase in ratings over the first quarter of 1997. The year-to-date rating is now at 76%. The percentage of customers in March (86%) rating the auditor who performed the energy audit as having done an "extremely good job" has not changed since February (86%).

Duct Test & Repair



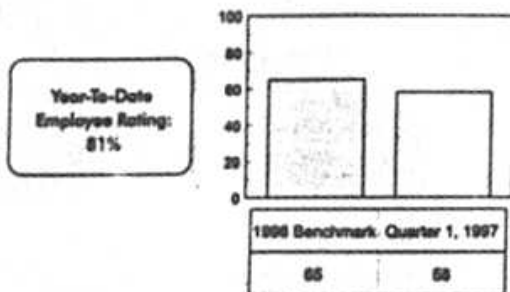
Three-quarters (77%) of customers dealing with a Florida Power contractor in the first quarter of 1997 say their overall experience with Florida Power was "excellent," virtually unchanged from year end 1996. The year to date employee rating has also remained virtually unchanged from year end 1996 (87%) to quarter one 1997 (86%).

Insulation Upgrade



Seven in ten (70%) customers who had an insulation upgrade say that their overall experience with Florida Power was "excellent." This is down from year end 1996 (77%). Eighty-six percent of customers say that the employee they dealt with did an "extremely good job" in the first quarter of 1997, down slightly from 1996 (90%).

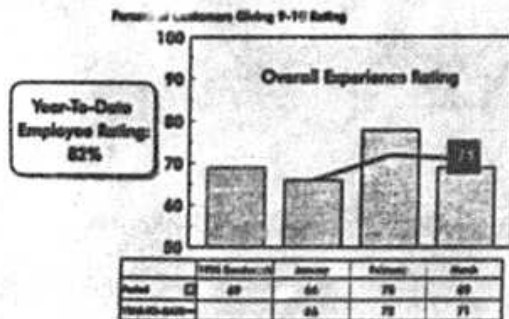
Support Staff



Six in ten (58%) customers who spoke with a member of the Energy Management support staff say they had an "excellent" experience overall with Florida Power in the first quarter of 1997, somewhat lower than year end 1996 (65%). Eight in ten (81%) customers currently say that the employee did an "extremely good job" during their contact.

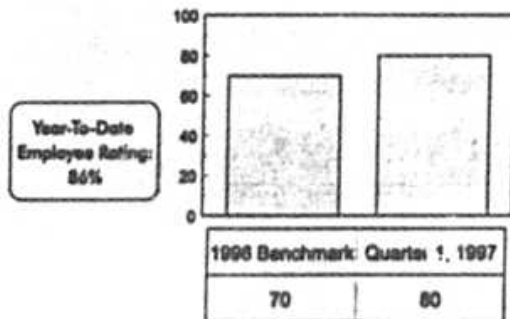
Energy Management

Contractors



In March, seven in ten (69%) customers report having had an "excellent" overall experience with Florida Power in their recent interaction with an Energy Management contractor, dropping to nearly the same level as reported in January. The current year-to-date employee rating has steadily increased throughout the first quarter of 1997 and currently stands at 82%.

Field Coordinators



Eight in ten (80%) customers who had energy management work performed by a field coordinator at their home in the first quarter of 1997 consider their overall experience with Florida Power to have been "excellent." This is higher than 1996 year end (70%). Continuing a strong showing in this first quarter, the employee rating is 86% (it was 82% at the end of 1996).

Survey Information

Reason #2

contact Ann McGraw in the next at 231-4163.

FASTRACK

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Performance Goals for 1997

The 1997 Performance Goals based on FASTRACK survey results are listed in the table below with the current year-to-date (YTD) and 1996 benchmark scores. All the current year-to-date scores are above their 1996 benchmarks. Goals are assessed against the cumulative score at the end of 1997.



**Florida
Power
CORPORATION**

	Benchmark 1996	April 1997	YTD 1997	1997 Goal
Energy SolutionsSM Goal	63	69	70	67
Mass Markets Goal	70	65	71	74
Energy SolutionsSM Stores Goal	73	81	79	77
Customer Solutions Goal	76	86	82	80
Energy Delivery Goal	81	86	84	85

Focus on Mass Markets

This month we focus on the Mass Markets division to provide some insight into opportunities to improve their customer transactions. In April, the number of times we have controlled customers on Energy Management has increased significantly. Hence, it is important to examine how we handle the contacts that are associated with this new control strategy.

The volume of calls to the Energy Management Support Staff has increased substantially since January, due to customers calling about being controlled. Concurrent with this there has been a decline in customer satisfaction with the employee with whom they deal. Focusing on the following four attributes should help to improve the overall employee rating for the contacts with this group of people: "handling your needs efficiently", "showing concern about you", "being attentive to you and your needs", and "being helpful".

There are also opportunities to improve our responsiveness to customers when they deal with us for an Audit or they speak with an Energy Management Field Coordinator. In particular, we are not performing up to their expectations in terms of how long it takes for someone to call to schedule the appointment for the Audit or the Energy Management work.

Further, we can do a better job of giving the customer a specific time at which to expect someone to come out to their home for the Energy Management work. We can shorten the time it takes to get someone out to the home for this work. Finally, our performance for on-time arrivals for the Audit can also improve. Focusing on improving our responsiveness in these situations should result in improved scores in the future.

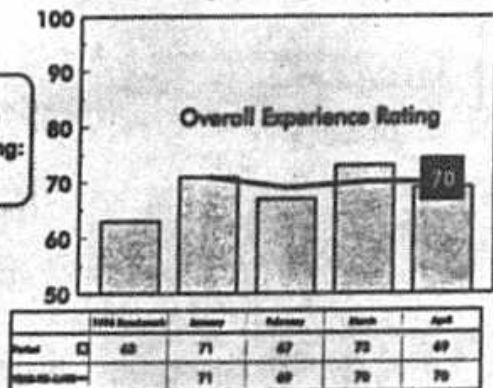
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Performance Goals by Department

Energy SolutionsSM

Percent of Customers Giving 9-10 Rating

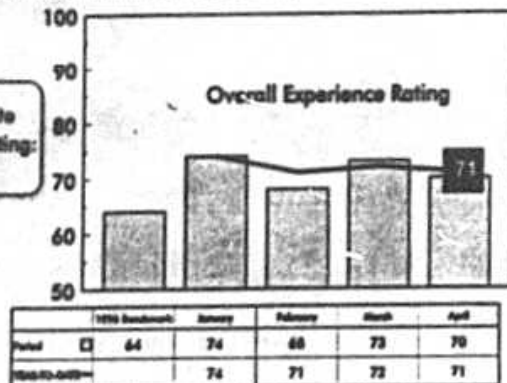
Year-To-Date
Employee Rating:
82%



Customer Solutions Center

Percent of Customers Giving 9-10 Rating

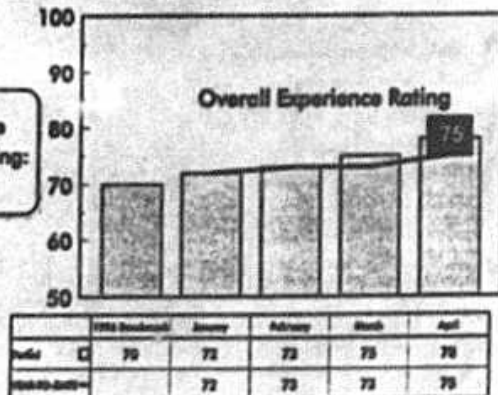
Year-To-Date
Employee Rating:
82%



Energy Solutions StoresSM

Percent of Customers Giving 9-10 Rating

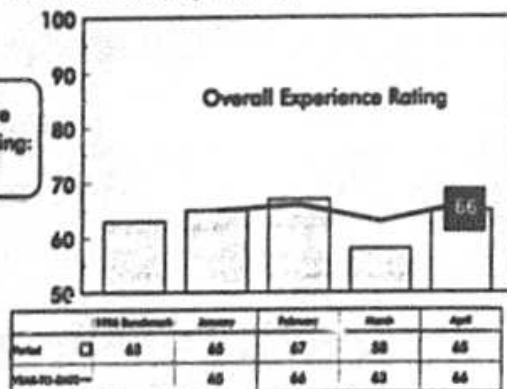
Year-To-Date
Employee Rating:
87%



High Bill Handling Phone Resolution

Percent of Customers Giving 9-10 Rating

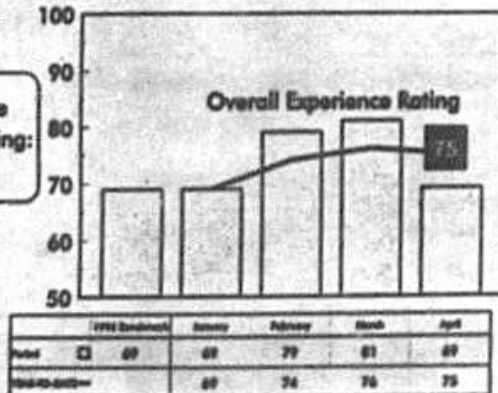
Year-To-Date
Employee Rating:
78%



Walk-Thru Energy Audits

Percent of Customers Giving 9-10 Rating

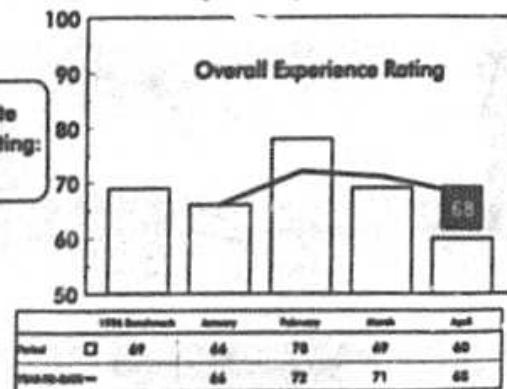
Year-To-Date
Employee Rating:
86%



Energy Management Contractors

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
83%



VOLTAGE PROBLEMS

1. Have we responded to their problem?

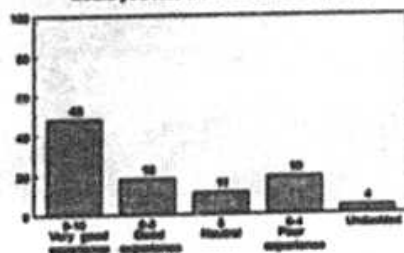
Three out of four customers say they have had a response from Florida Power since they called to report the problem. Most of these customers say someone came out to their home and they spoke with the Florida Power representative. **Customers say they called because their lights were dimming (24%), flickering (24%), or they were without electricity (23%).**

We are responding to customers rather quickly (82% say we responded to their initial call within 24 hours). However, not all of those who were contacted within 24 hours were pleased. Notably, 24% of those receiving a response within 24 hours were less than very satisfied. This suggests that we need to examine our response time to these contacts to identify situations in which we can expedite our action.

2. How do these customers rate the experience?

When they consider all aspects of their recent experience, nearly half say they had a very good experience, rating it a 9 or 10 on the 0 to 10 rating scale. Unfortunately, one in five say it was a poor experience, as shown in the figure at the right.

Thinking about ALL ASPECTS of your recent experience with Florida Power regarding your voltage problem, how would you rate it on a 0-10 scale? (Q16)



STREETLIGHT PROBLEMS

1. According to customers, what was the streetlight problem?

The dominant problem they report is that the light is burned out (mentioned by 57%). Another 23% say the light is flickering, while 8% say it is on continuously.

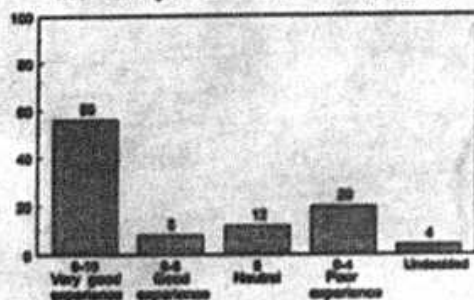
2. What did we tell the customer when they called?

Six in ten (62%) customers say they were told how long it would take to fix the streetlight. Most customers recall us telling them three days or less, which meets our mandated requirement. However, according to one in four (28%) of these customers, we did not meet this timeframe. Further, all of these customers say they did not receive a call explaining why the light could not be fixed within the 72-hour timeframe.

3. How do these customers rate the experience?

As shown in the figure below, over half of the customers who called with a streetlight problem rated their experience a 9 or 10 on the 0 to 10 rating scale. One in five rated it a poor experience. Not surprisingly, customers who have their streetlight fixed within 72 hours are significantly more positive about the experience with us.

Thinking about ALL ASPECTS of your recent experience with Florida Power regarding your streetlight problem, how would you rate it on a 0-10 scale? (Q16)



What was good about these contacts?

- Prompt response
- Courteous people
- Questions were answered

What was not as good as it could be?

- Problem has not been fixed
- Too long to get someone out
- No one can explain the problem

Are our scores being influenced by customer perceptions of us as a company?

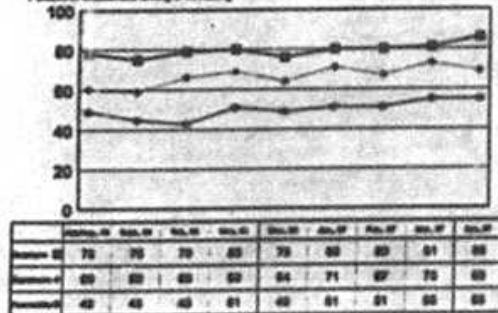
This has been a frequent question in light of the negative press we have been receiving about the outage at our Crystal River Nuclear Plant. This issue is often raised because the Overall Experience rating is often lower than the Employee rating.

As mentioned in last month's newsletter, we have added a question to specifically address this issue, and we will report on it in July. However, in the meantime, there is some information we can share on this topic.

As shown in the figure at the bottom left, the very favorable ratings have remained strong, continuing to increase from December of 1996. The same is true of the softer 6-8 positive ratings. Hence, at least yet, it does not appear that these external events are having an impact on customer perceptions of their experience with us. It may also be the case that their good experiences are helping to positively influence their perceptions of the company as a whole. Previous research has shown that good customer contact experiences do have a positive impact on perceptions of the company.

Trends in 9-10 Scores for Favorability, Overall Experience, and Employee Rating

Percent of Customers Giving 9-10 Rating



Survey Information

- ◆ 11 interviews conducted with Florida Power customers in April for the team EAST RACK results
- ◆ During March and April, 100 interviews were conducted with customers having a utility problem and 100 with non-utility customers

Reason #2
in the Marketing Dept

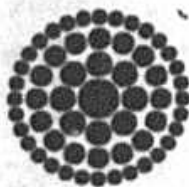
ct Ann McGraw
t 231-4163.

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Performance Goals for 1997

The 1997 Performance Goals based on FASTRACK survey results are listed in the table below with the current year-to-date (YTD) and 1996 benchmark scores. All the current year-to-date scores are above their 1996 benchmarks. Goals are assessed against the cumulative score at the end of 1997.



**Florida
Power
CORPORATION**

	Benchmark 1996	May 1997	YTD 1997	1997 Goal
Energy Solutions SM Goal	63	58	68	67
Mass Markets Goal	70	74	72	74
Energy Solutions SM Stores Goal	73	85	80	77
Customer Solutions Goal	76	67	79	80
Energy Delivery Goal	81	76	82	85

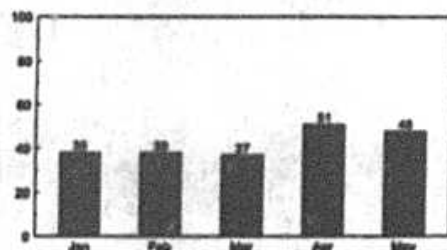
Focus on Customer Solutions Center

After several months of scores in the low to mid 80's, the employee rating and the overall experience rating for the CSC declined by a statistically significant amount in May. In this issue of the FASTRACK newsletter we examine some of the reasons for these declines.

Although there may be several factors impacting customer opinions, one recent change in how we are doing business with customers when they call us seems to be playing a role in their lower levels of satisfaction. Specifically, customers who called us in April and May to report a power outage were able to experience the new automated outage restoration system. As shown in the figure at the right, in April and May more CSC callers recall completing an automated transaction before speaking with a representative.

The volume of calls to the CSC regarding outages was roughly equal in April and May (and higher than in March). More callers in May were repeat callers from April, and this may be resulting in lower levels of satisfaction.

Trends in CSC Customers Who Recall an Automated Transaction Before Speaking with a Representative (Q3C)

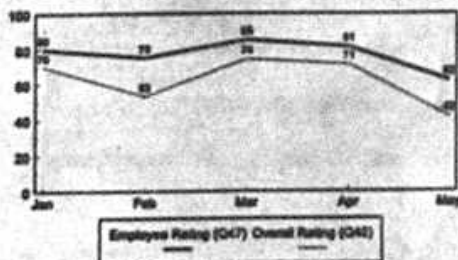


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It is also the case that fewer customers who called us in May about an outage rate the representative they spoke with and the overall experience very positively (a 9-10 rating on the 0-10 rating scale), as shown in Figure A.

Figure A

Trends in 9-10 Ratings Among Outage Callers
(Q47 and Q48)



The verbatim comments of May CSC callers as well as those who only used the VRU shed some light on customer concerns regarding their recent call. Notably, some customers report being quoted long restoration times. Callers report wanting to know why the power is out. Examples of some customer comments are:

"Because of the phone mess. The first time [I called], a person told me it would take 24 hours to get power restored."

"With power out three times in one week, something should have been done more quickly to get service back on. One side of the street seems to have the problem, while the other side is lit. It's discouraging. I called the next day. They said it would be on at 9 o'clock. They told the neighbor 10 o'clock. It came on at 2:30 the following morning. I asked why, she said, 'I'm not an electrician.'"

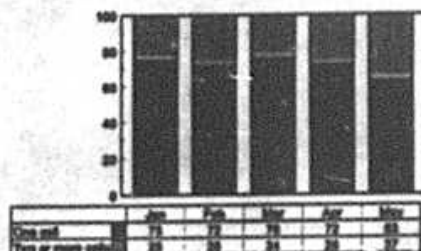
"Because you have to keep dialing until you get a computer voice that gives you an answer. You aren't told why there is an outage. They told me it had been reported, the computer voice, but never do I speak to a human being."

Industry research shows that many customers who deal with their electric company about an outage situation express a desire to know why the outage occurred. According to Market Strategies, Inc. (MSI), customers are "comforted" to know that they are part of a problem that is affecting many customers, not just them.

The May data also suggests that numerous customers were calling us back (presumably to get a restoration update) this month, more so than in the past, as shown in Figure B.

Figure B

Percent of Customers Making One Call Versus Two or More to the CSC for their Recent Problem or Question (Q49C)



Further, the survey data also suggests that overall CSC customers may be reacting to some of the negative press we have been receiving with the largest decline in Favorability toward the company between April and May. Notably, there was a 23-point decline in the 9-10 Very Favorable response during that time.

While the findings suggest that CSC callers were reacting to the new automated outage restoration system, they may also be reacting to external company events. We will continue to examine these findings in the next few months and update you on what we learn.

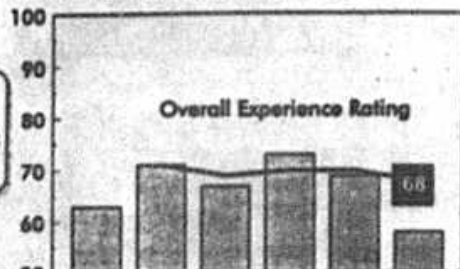
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Department Results

Energy Solutions™

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
80%

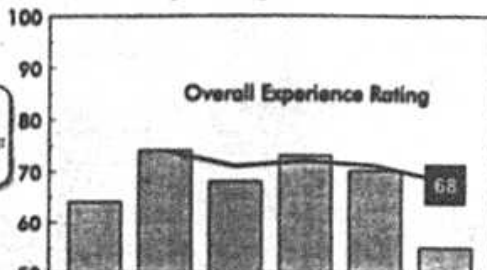


1999 Benchmark	Jan	Feb	Mar	Apr	May	
Actual	63	71	67	73	69	58
1999-2000		71	69	70	70	68

Customer Solutions Center

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
79%



1999 Benchmark	Jan	Feb	Mar	Apr	May	
Actual	64	74	68	73	70	55
1999-2000		74	71	72	71	68

Energy Solutions™ Stores

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
88%

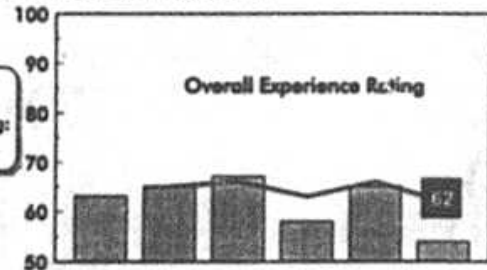


1999 Benchmark	Jan	Feb	Mar	Apr	May	
Actual	70	72	73	75	78	86
1999-2000		72	73	73	75	77

High Bill Handling Phone Resolution

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
77%

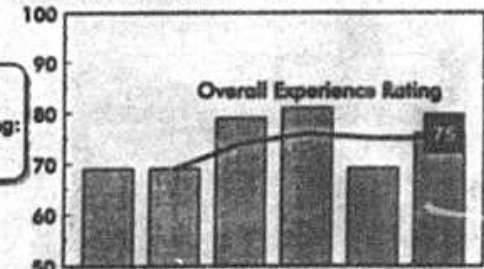


1999 Benchmark	Jan	Feb	Mar	Apr	May	
Actual	63	65	67	65	65	54
1999-2000		65	64	63	64	62

Walk-Thru Energy Audits

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
85%

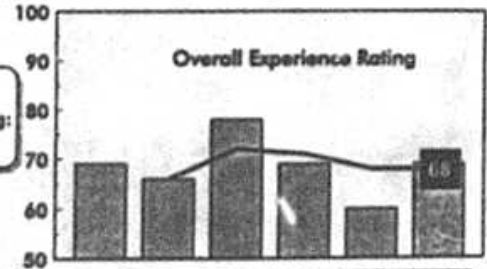


1999 Benchmark	Jan	Feb	Mar	Apr	May	
Actual	69	69	79	81	69	76
1999-2000		69	74	76	75	75

Energy Management Contractors

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
82%



1999 Benchmark	Jan	Feb	Mar	Apr	May	
Actual	69	64	78	69	60	69
1999-2000		66	72	71	68	68

Survey Information

- 23 interviews were conducted with customers in May

Reason #2

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First Half 1997 Performance

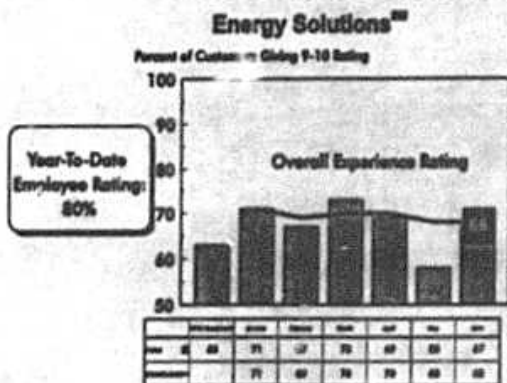
As of the June, 1997 survey, we have completed one year's worth of interviewing to track our performance against goals. The 1996 survey activities focused on providing an understanding of how our customers currently view their contacts with us, identifying action steps to take to improve customer ratings. The 1997 survey activities have focused primarily on tracking our performance, as well as identifying how various activities we are undertaking are affecting customer opinions of Florida Power.



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The challenge for us as we enter the second half of the year will be to continue to show progress against our goals in light of the fact that we are now entering our high electricity usage time of year. Further, external forces (e.g., Crystal River, press coverage, etc.) will continue to make us work hard to keep our scores high so that we meet our 1997 goals.

The following chart shows the Employee Ratings for all departments for quarter one and quarter two, ranked on the difference between the two quarters:



As of the middle of 1997, we have already met our goal for 1997 for Energy SolutionsSM and Energy SolutionsSM Stores. We are very close (within one point) to meeting our Customer Solutions goal. On the Mass Markets and Energy Delivery goals we are making good progress.

Quarterly Results for Employee Ratings	Q1	Q2
Energy Solutions SM Stores Bill Payment	70	67
Energy Solutions SM Stores Non-Bill Payment	66	61
High Bill Handling Field Investigations	71	74
Duct Test & Repair	66	69
Insulation Upgrade	66	66
Energy Management Contractors	62	63
Walk-Thru Energy Audit	66	67
Energy Management Field Coordinators	66	64
Customer Solutions Center	60	77
High Bill Handling Phone Resolution	76	74
Energy Management Support Staff	61	72

Overall Experience ratings are illustrated for all departments on the following pages.

	Benchmark 1996	June 1997	YTD 1997	1997 Goal
Energy Solutions SM Goal	63	67	68	67
Mass Markets Goal	70	74	72	74
Energy Solutions SM Stores Goal	73	83	81	77
Customer Solutions Goal	76	78	79	80
Energy Delivery Goal	81	82	82	85

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Department Results

Customer Solutions Center

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
77%

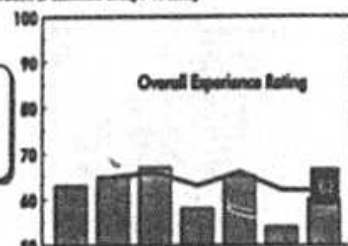


Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overall	45	75	68	75	70	65	68	65	60	65	72	72

High Bill Handling Phone Resolution

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
76%

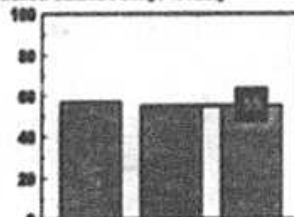


Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overall	45	55	58	55	58	55	55	55	55	55	65	68

High Bill Handling Field Investigation

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
73%



	1999	2000	2001
Q1	58	58	58
Q2	58	58	58
Q3	58	58	65

Energy SolutionsSM Stores

Percent of Customers Giving 9-10 Rating

Year-To-Date
Employee Rating:
89%

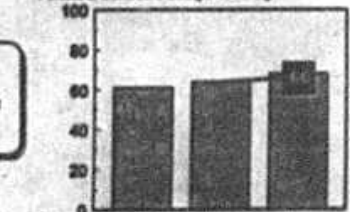


Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overall	70	72	73	74	75	76	77	78	79	80	81	85

Energy SolutionsSM Stores Bill Payment

Percent of Customers Giving 9-10 Rating

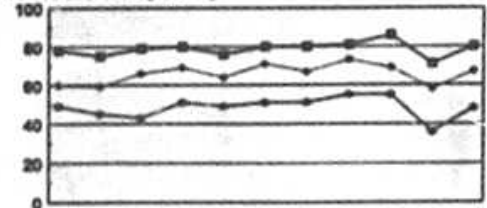
Year-To-Date
Employee Rating:
83%



	1999	2000	2001
Q1	60	60	60
Q2	60	60	65
Q3	60	65	70

Trends in 9-10 Scores for Favorability, Overall Experience, and Employee Rating

Percent of Customers Giving 9-10 Rating



Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Favorability	45	48	50	52	55	58	60	62	65	68	70	75
Overall Experience	65	68	70	72	75	78	80	82	85	88	90	95
Employee Rating	75	78	80	82	85	88	90	92	95	98	100	100

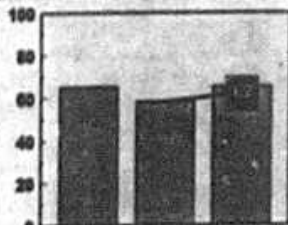
The close relationships among the 9-10 scores on the Overall Experience, Employee and Favorability ratings continues to exist. Over the past year, the Employee Rating has averaged 20% higher than the Overall Experience Rating. In addition, the Employee Rating has averaged 64% higher than the Favorability Rating while the Overall Experience Rating has averaged 36% above the Favorability Rating.

We continue to explore the relationship between perceptions of customer contacts and overall favorability to determine their impact on overall perceptions of the company. We will have more to report on this in the July FASTRACK.

Department Results (continued)

Energy Management Support Staff

Percent of Customers Giving 9-10 Rating

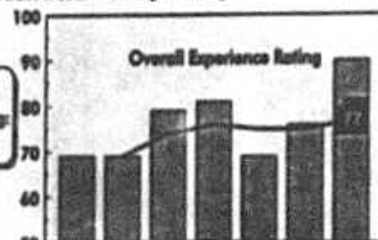


Year-To-Date
Employee Rating:
77%

	1996 Benchmark	Quarter 1, 1997	Quarter 2, 1997	Quarter 3, 1997
Period	65	68	60	70
Year-to-Date		68	62	

Walk-Thru Energy Audits

Percent of Customers Giving 9-10 Rating



Year-To-Date
Employee Rating:
87%

	1996 Benchmark	Jan	Feb	Mar	Apr	May	Jun	Jul
Period	65	68	70	75	80	75	80	85
Year-to-Date		68	70	75	75	75	80	87

Energy Management Field Coordinators

Percent of Customers Giving 9-10 Rating

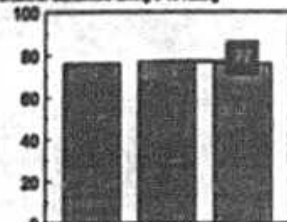


Year-To-Date
Employee Rating:
85%

	1996 Benchmark	Quarter 1, 1997	Quarter 2, 1997	Quarter 3, 1997
Period	65	70	80	68
Year-to-Date		68	73	

Duct Test and Repair

Percent of Customers Giving 9-10 Rating

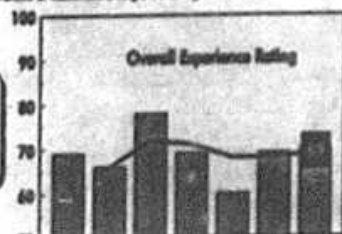


Year-To-Date
Employee Rating:
88%

	1996 Benchmark	Quarter 1, 1997	Quarter 2, 1997	Quarter 3, 1997
Period	65	78	77	78
Year-to-Date		77	77	

Energy Management Contractors

Percent of Customers Giving 9-10 Rating

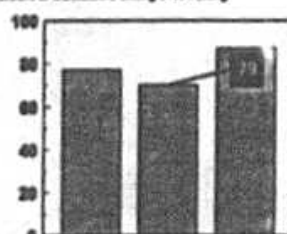


Year-To-Date
Employee Rating:
83%

	1996 Benchmark	Jan	Feb	Mar	Apr	May	Jun	Jul
Period	65	68	68	75	68	65	68	75
Year-to-Date		68	70	71	68	68	68	83

Insulation Upgrade

Percent of Customers Giving 9-10 Rating



Year-To-Date
Employee Rating:
87%

	1996 Benchmark	Quarter 1, 1997	Quarter 2, 1997	Quarter 3, 1997
Period	65	77	70	87
Year-to-Date		70	70	

New Activities for Energy SolutionsSM Stores

The June **FASTRACK** survey featured questions designed to assess whether Energy SolutionsSM Stores' customers are interested in using the stores for different activities. It also included questions on the importance of visiting an Energy SolutionsSM Store.

Nearly three quarters of current Energy SolutionsSM Stores visitors say they would pay other utility bills at a Florida Power office. This reflects 92% of current FPC bill payers and 73% of office visitors who come in for non-payment reasons. There is a slightly higher preference for paying the phone bill at one of our stores, but a majority of those interested in paying other bills would also pay their cable and water bills.

Just over half say they would purchase energy-related products such as surge suppression equipment or a small back-up energy supply at our offices. They would also purchase a small electric appliance.

Only about one in three would purchase a long distance calling card at one of our stores.

Would you do any of the following at a Florida Power Office?

Pay other utility bills
(water bill, phone bill, or cable bill)



Buy a long distance calling card



Purchase a small electric appliance



Purchase energy related products
(surge suppression equipment,
back up energy supply)



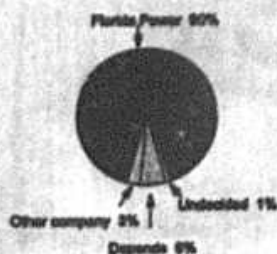
Customers were also asked to evaluate the convenience of our office hours.

- 86% of non-bill paying visitors and 77% of bill paying visitors say the current office hours are convenient for them.
- Those who are not satisfied with the current hours want us to stay open later on weekdays and open on Saturday.

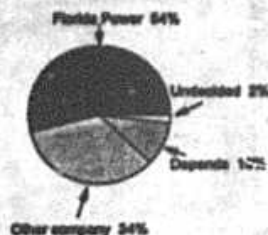
To determine the value our offices play in customers' opinions of us, we asked them to consider how the presence of an office would affect their choice of an electric utility.

Nearly all would stay with us if we had an office nearby and another electric utility did not, and prices were the same. If another electric utility had prices that were 5% lower but did not have a local office and we did have one, then it appears that about a third of our customers would forego the local office in favor of a lower price.

Assuming prices were the same, and Florida Power had an office nearby, and another electric utility did not, which electric company would you choose?



What if the other company's prices were 5% lower, Florida Power had an office nearby, and the other company did not, which company would you choose?

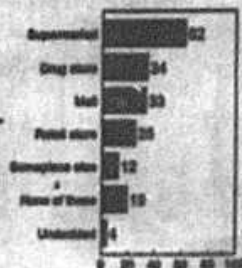


There is customer willingness to pay their Florida Power bill at other convenient locations, primarily at a supermarket.

If you could pay your Florida Power bill at other convenient locations, would you be likely to do so?



If yes, would you be interested in paying your bill at a supermarket, drug store, mall, other retail store, or acceptance area?



Four of five current bill payers say they would be willing to pay their electric bill at a local grocery store, drug store or machine similar to an ATM machine if Florida Power no longer allowed them to pay at an FPC office. We can encourage some (two of three) of those who are not willing to do this by placing an FPC employee at these locations. This suggests that we have an opportunity to move some of our bill-paying-only traffic to other venues.

Survey Information

20 interviews conducted with Florida Power customers in June

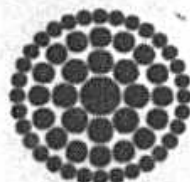
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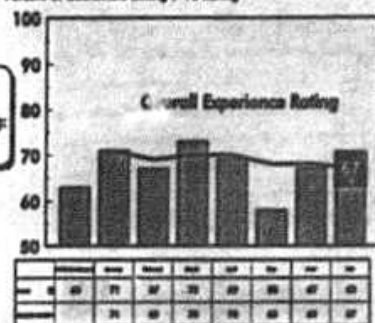


**Florida
Power
CORPORATION**

Energy SolutionsSM and Departmental Performance

Energy SolutionsSM

Percent of Customers Giving 9-10 Rating



Following the decline in the overall experience and employee ratings in May, we have rebounded the last two months so that our year-to-date score is back on track for meeting our year-end Energy SolutionsSM goals.

Here are some of the longer term trends that are emerging from our analysis of the departmental level results for the Overall Experience Rating:

- The score for the Energy SolutionsSM Stores peaked in May and has subsequently declined in June and July. This has only lowered the cumulative rating by one point, and we are still ahead of the goal for 1997.
- The scores for High Bill Handling have been fluctuating since the beginning of 1997. The overall trend, however, seems to be negative, as the cumulative score is declining.
- The scores for Walk-Thru Audits have been significantly higher for two months in a row, making the cumulative score ten points higher than it was at the beginning of the year.
- The Customer Solutions Center scores have stabilized for two months in a row, following the May decline.
- The score for the Energy Management Contractors has been relatively stable for three months in a row.

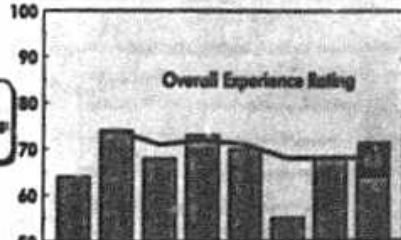
	Benchmark 1996	July 1997	YTD 1997	1997 Goal
Energy Solutions SM Goal	63	63	67	67
Max Markets Goal	70	65	71	74
Energy Solutions SM Stores Goal	73	74	80	77
Customer Solutions Goal	76	81	79	80
Energy Delivery Goal	81	76	81	85

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Department Results

Customer Solutions Center

Percent of Customers Giving 9-10 Rating

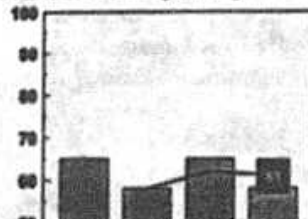


Year-To-Date
Employee Rating:
77%

Year	2004	2005	2006	2007	2008	2009	2010	2011
Overall	64	74	68	72	70	55	68	71
Target	50	71	71	71	68	68	68	68

Energy Management Support Staff

Percent of Customers Giving 9-10 Rating



Year-To-Date
Employee Rating:
73%

Year	2004	2005	2006	2007
Overall	65	58	65	63
Target	50	62	61	61

Energy Solutions™ Stores

Percent of Customers Giving 9-10 Rating

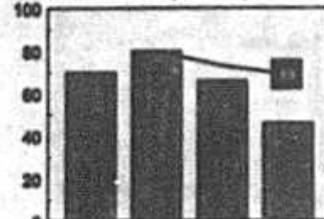


Year-To-Date
Employee Rating:
87%

Year	2004	2005	2006	2007	2008	2009	2010	2011
Overall	70	72	72	74	78	86	83	80
Target	50	70	70	70	77	70	77	77

Energy Management Field Coordinators

Percent of Customers Giving 9-10 Rating



Year-To-Date
Employee Rating:
82%

Year	2004	2005	2006	2007
Overall	70	80	68	48
Target	50	70	70	60

Walk-Thru Energy Audits

Percent of Customers Giving 9-10 Rating

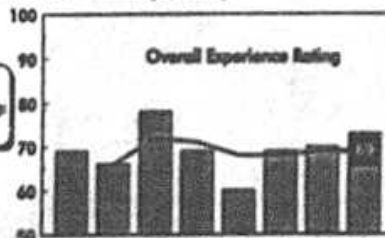


Year-To-Date
Employee Rating:
87%

Year	2004	2005	2006	2007	2008	2009	2010	2011
Overall	69	69	79	81	70	76	90	90
Target	50	69	70	70	70	77	77	77

Energy Management Contractors

Percent of Customers Giving 9-10 Rating



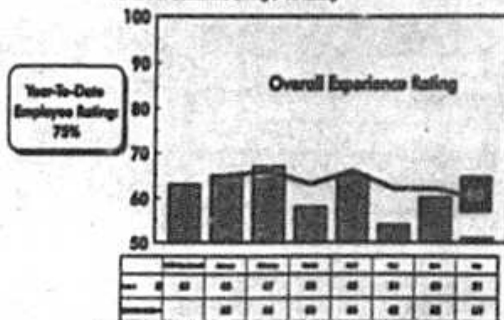
Year-To-Date
Employee Rating:
83%

Year	2004	2005	2006	2007	2008	2009	2010	2011
Overall	69	65	78	69	61	69	70	73
Target	50	70	71	65	65	67	70	70

Department Results (continued)

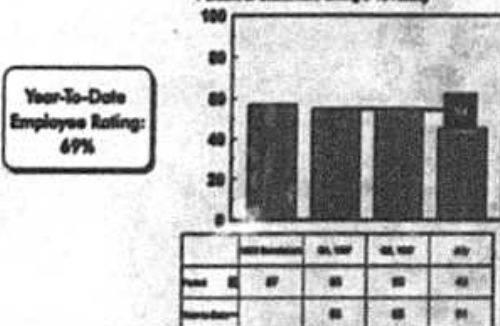
High Bill Handling Phone Resolution

Percent of Customers Giving 9-10 Rating



High Bill Handling Field Investigation

Percent of Customers Giving 9-10 Rating



Focus on High Bill Customers

The summer generally means higher bills for our customers. Since the overall rating is showing a downward trend, we focus on these customers to determine how we can improve on our performance.

When customers feel they have dealt with someone who is helpful and their high bill problem is resolved, most give us a 9 or 10 rating. When either of these or both are not accomplished, they give a lower rating. For some of the customers who gave a 6, 7, or 8 rating on their experience, if it were not for the Florida Power rep who kept trying to find a solution, the score might have been lower. Customers who give us a 0 to 4 rating usually say that there has been no follow-through on someone coming out to check the meter, or no solution has been proposed. The following quotes illustrate customers' feelings:

"They seemed concerned with the problem that I had for over 3 weeks. They did the readings when they said they would and they didn't give up." [Gave 10 rating]

"The overall rating probably would have been a 5, but the person I talked to made me feel less stressed out about my high bill." [Gave employee 10 rating and overall experience an 8]

Focus on Outage Callers

In July, we looked at the calling patterns of outage customers to see if they are calling more than once. Here's what we found about the 157 outage customers we interviewed:

- Most (77) called one time.
- Many (41) called twice; 27 of these were on the same day and 14 were on a different day.
- 15 called 3 times; 9 on the same day and 6 on a different day(s).
- 14 called 4 times, with 3 on the same day and 11 on a different day(s).
- 4 called 5 times, all on a different day(s).
- 4 called 6 times, one on the same day and 3 on a different day(s).
- 2 called 8 times, all on a different day(s).

We took a look at the customers and how they responded to the overall ratings and the employee ratings. What we found is that for the customers who called 3 or more times, fewer of them are very positive on the two key measures.

Number of Outage Calls in July	9-10 Employee Rating	9-10 Overall Rating
Two	79%	66%
Three to Eight	53%	33%

In addition, we looked at customers who used the VRU and stayed on the phone to talk with a rep. Here are some of the reasons why they did this:

- They wanted to know the cause of the outage (this is something we see a lot these days, particularly in non-storm situations).
- They wanted to ask questions, usually about why it is taking so long to restore the power.
- They wanted to notify us that the power comes on and goes off again.
- They think that talking to a person will get a better response or faster service.

In looking at the January-June, 1997 data, 39% of outage callers who used the VRU first say they stayed on the line to speak with a rep. We also know that among CSC outage callers who did not use the VRU first, the main reason (for 31%) is that they "just wanted to speak to a person." Another 15% say they were automatically transferred to a rep while using the system. Clearly, there is a large segment of outage callers that want the comfort of talking with a rep about their problem. However, we don't know if this is because past experience suggests they get better service doing so, or if they simply dislike or don't trust the VRU. We plan to examine this further through the survey and some internal analysis of the outages these customers have.

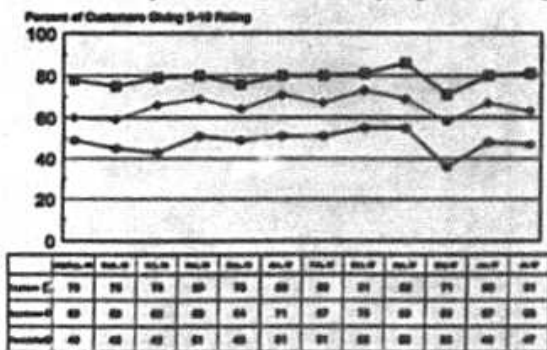
"The Chicken or the Egg": Which Comes First?

In previous editions of the *FASTRACK* newsletter, we have mentioned that we know there is a relationship between customer opinions of us as a company and the perceptions they have of our service when they have a transaction with us. In the July survey, we obtained some additional information that will assist us in understanding this relationship.

The following graph trends the percent of 9-10 scores for the overall experience rating, the employee rating and the favorability rating for customers each month. We notice that the 3 scores trend quite closely which means there is some relationship among them.

It is interesting to note that in July, while the overall rating declined by 4 points, the favorability rating only declined one point. One possibility is that general perceptions of the company may have kept the favorability rating from declining more. Another is that the employee rating stayed strong, actually increasing one point, and thereby holding up the overall favorability rating.

Trends in 9-10 Scores for Favorability, Overall Experience, and Employee Rating



The majority of customers rate the entire experience lower than they rate the employee. Some reasons for this include:

- They blame the company for employees who arrive late or not at all.
- They are dissatisfied with the number of outages or the length of the outages.
- They dislike the automated telephone system.
- They blame the company for employees who don't do what is needed the first time, requiring another person to get involved.
- They dislike estimated meter readings.

Usually, customers are pleased with the last employee they dealt with. Further, some of the things they blame the company for are out of the control of front line employees. However, others are not, such as doing the work right the first time, and arriving on time or calling when that is not possible.

What About Favorability?

At the start of the survey each customer rates their overall opinion of Florida Power on a zero to ten favorability scale. This question is designed to measure their overall "gut" reaction to the company. However, among customers who contact us, their opinions are heavily influenced by their recent experience. If we survey customers at large, without necessarily having a recent contact, their opinions tend to be less focused on experiences. We know this from previous research.

In the July survey we asked customers the reason for their favorability rating.

Reasons For Giving a 9-10 Very Favorable Rating...Top Mentions...

- People are polite, nice, courteous, friendly (mentioned by 37% of those giving a 9-10 rating)
- Prompt service, respond fast, done quickly (25%)
- Very helpful, cooperative, went out of the way (19%)
- Work with you on the bill, payment extensions (12%)
- Never had any problems (10%)

Reasons For Giving a 6-8 Somewhat Favorable Rating...Top Mentions...

- People are courteous, pleasant, very professional, friendly, efficient (18%)
- Never had a problem (17%)
- More expensive, bill is too high (13%)
- Took a long time to come out, don't get fast enough service (11%)
- Service is good, they did their job well, they're dependable (11%)
- A lot of power outages, have frequent glitches (10%)

Reasons For Giving a 5 Neutral Rating...Top Mentions...

- Rate increase, rates too high (27%)
- Slow to restore power (22%)
- Not satisfied with them, corporation needs improvement (13%)
- Brief interruptions, surges, numerous outages (11%)
- Rather talk with a person (10%)

Reasons For Giving a 0-4 Unfavorable Rating...Top Mentions...

- Rates are too high, prices unfair (26%)
- Power goes out once a week, too many outages (25%)
- Takes them a while to get power back on (13%)
- Dissatisfied with billing procedures (13%)

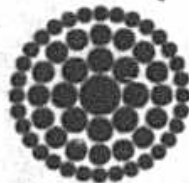
Reason #2

Florida Power customers in July

test Mergie Mula in the merit at 220-2444.

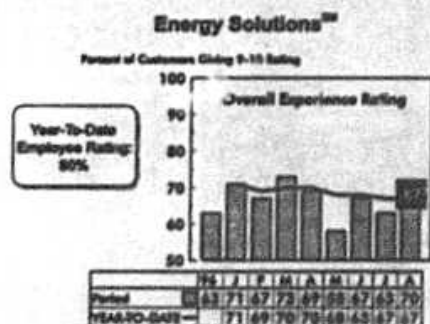
FASTRACK

RESEARCH SOLUTIONS from



**Florida
Power
CORPORATION**

Energy SolutionsSM and Departmental Performance



With only four months left in 1997, as a company we are on target with meeting our 1997 goal. After a significant decline in July in the Energy SolutionsSM score, we have rebounded nicely to help us maintain our overall level of performance against the year-end goal.

Of concern, however, is the finding that two areas are facing challenges as we enter the last quarter of the year. The Mass Markets group has, for two months in a row, been rated somewhat lower than in previous periods. As a result, this group is still 3-points shy of reaching its year-end goal.

Although it does not affect the Energy SolutionsSM overall score, the Energy Delivery year-to-date cumulative score of 81 still lags the year-end goal by 4 points. This business unit has a "good month" followed by a "not so good month" which means that the scores across the year have been essentially flat. With the October FASTRACK survey we will launch additional interviews for each of the operating centers to isolate some of the customer expectations regarding service reliability and restoration. As a result, Energy Delivery can better focus actions on parts of the service area where we are not meeting customer needs as well as we should.

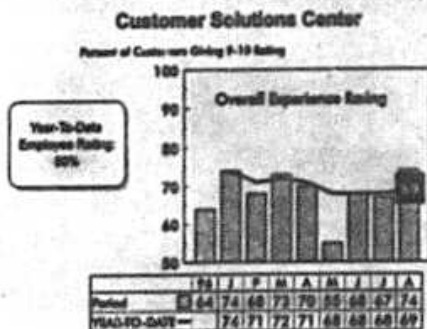
Performance Against 1997 Goals

	Benchmark 1996	August 1997	YTD 1997	1997 Goal
Energy Solutions SM Goal	63	70	67	67
Mass Markets Goal	70	71	71	74
Energy Solutions SM Stores Goal	73	71	79	77
Customer Solutions Goal	76	84	80	80
Energy Delivery Goal	81	81	81	85

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Department Results

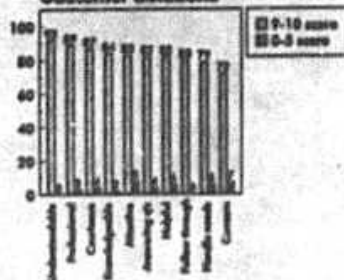
Customer Solutions Center



The CSC's scores in August rebounded due, in part, to improvement on the attributes of the reps.

The following chart shows the very positive scores for the CSC on each of the attributes of the rep that are evaluated each month. While we typically focus on the very positive - 9-10 - scores, this time we also take a look at the neutral and negative - 0-5 - scores. Given that so many scores are very positive, the less than positive scores become particularly interesting. There are probably three areas in which CSC reps can work to reduce the number of 0-5 scores: being attentive to you and your needs, showing concern about you, and being helpful. Clearly, it is possible to reduce the proportion of low scores to 0%, or at most 1%-3%, based on the fact that we are doing this with some of the attributes.

Very Positive and Neutral/Negative Scores for Customer Solutions



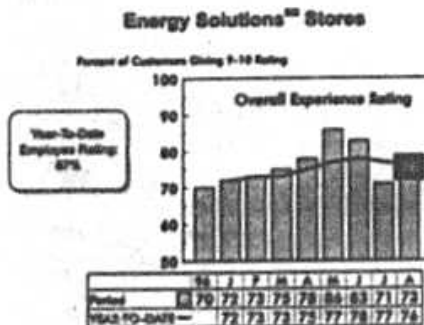
The Stores

Although some improvement has been made recently, several of the rep attributes remain low in comparison with the scores attained in the May-June period. The common theme among these attributes seems to be focusing on the customer and their problem or issue, which in the majority of instances is related to a collection arrangement or a reconnect being issued.

The Stores (continued)

Four areas The Stores can focus on are:

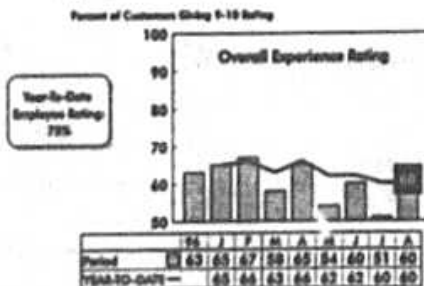
- Answering all your questions
- Being helpful
- Handling your needs efficiently
- Showing concern about you



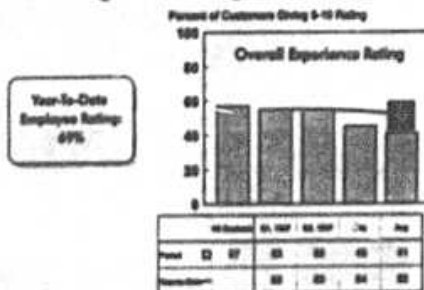
High Bill Handling

This department was profiled last month. The overall experience ratings for phone resolution and field investigations continue to soften over time as shown in the year-to-date trend lines.

High Bill Handling Phone Resolution



High Bill Handling Field Investigation



Energy Management

The performance for the three departments we track are very different from one another. While the overall experience rating for the Contractors has improved each month in one-point increments since April, the scores for the Support Staff and the Field Coordinators continue to bounce around. Currently, the Field Coordinator scores are significantly higher than in July, while the Support Staff scores remain within a fairly narrow range of 58% to 65% for the overall rating.

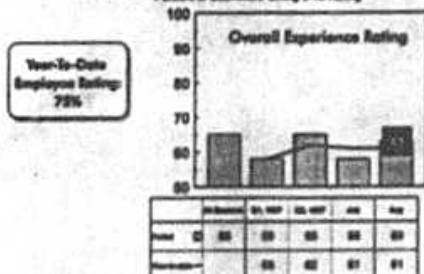
Based on the proportion of less than positive scores, there is room for improvement on "following through on what they say they will do" for the Support Staff and the Field Coordinators, and "handling your needs efficiently" for the Support Staff.

Due to the fact that these service interactions often involve more than one group of employees/contractors, we need to keep in mind that customers expect consistency from us. The following comment illustrates this point:

"Because they weren't precise. I called, and the first person referred me to a second person, and then a third person referred me to a busy person, to tell me the same thing the first person told me. The first person should have been informed enough to handle my problems."

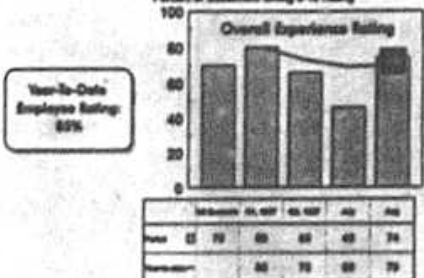
Energy Management Support Staff

Percent of Customers Giving 9-10 Rating



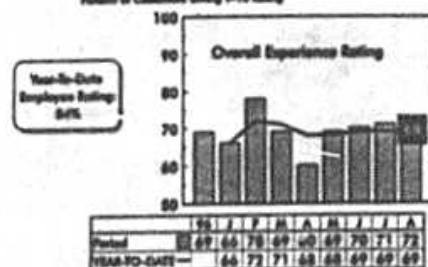
Energy Management Field Coordinators

Percent of Customers Giving 9-10 Rating



Energy Management Contractors

Percent of Customers Giving 9-10 Rating



Walk-Thru Energy Audits

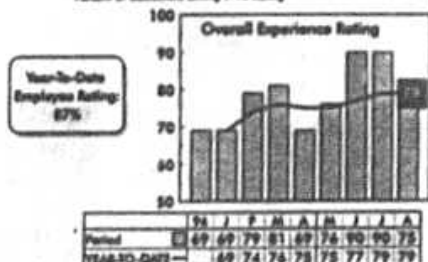
After two months of very good scores, the August overall experience rating declined significantly, due primarily to customers reporting difficulties in getting a visit scheduled (taking a while for someone to call them back to schedule) or waiting a while for an auditor to come out to the home. Additional analysis of the Walk-Through Audit findings shows that:

- Compared to the first seven months of the year, many more audit customers say it took 15 days or more for someone to call them to schedule the audit after their initial contact with the company.
- Only 50% of August customers say they were very satisfied with the time they waited for someone to call them to schedule the visit, compared with 73%-88% in previous months.
- From the point they scheduled the visit to when someone came out, many more customers in August say it took more than 7 days (19% mention, compared with 2%-8% previously).

We'll continue to monitor these findings to see if we are able to better meet customers' scheduling needs in the future.

Walk-Thru Energy Audits

Percent of Customers Giving 9-10 Rating



FASTRACK

QUIZ

Q&A

Ever notice how you remember little facts that you hear on game shows like Jeopardy? The reason is that when you have to answer a question and think about it, you tend to recall the answer longer. Here is a short quiz to test your knowledge of how we have done over the past year in terms of our performance on **FASTRACK**.

Q1. The year-to-date cumulative overall experience rating for Energy SolutionsSM is currently at 67. What was the starting point for this rating in August 1996?

- a. 63
- b. 60
- c. 58

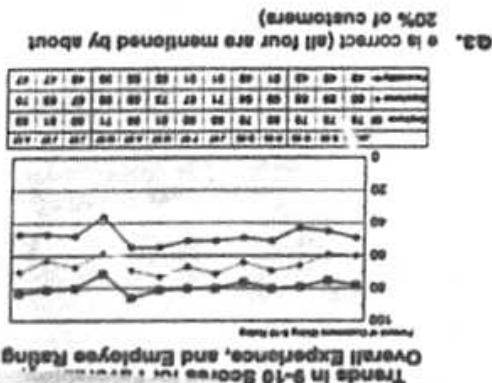
Q2. When we look at the trend in Favorability, the Overall Experience Rating, and the Employee Rating, which of these statements is true?

- a. The Favorability rating which reflects people's general opinion of Florida Power is very different from that of the Overall Experience and Employee Rating because these measures are not related
- b. The Favorability rating is higher than the other two ratings
- c. The pattern of scores for the three ratings is very similar; they tend to move together
- d. None of these are true

Q3. Considering the results for all the departments together, what is the number one reason for customers giving us a 9 or 10 rating on their overall experience with Florida Power?

- a. Our people are nice, courteous, polite and friendly
- b. We are very fast, efficient, and are there when they need us
- c. We are helpful, show concern, are cooperative, and go beyond the call of duty
- d. We take care of everything and do the best we can
- e. All of the above
- f. None of the above

(Answers are upside down)



Answers
Q1. b is correct (August 1996)
Q2. c is correct (see graph)

Reason #2

Survey Information

- ◆ 764 interviews conducted with Florida Power customers in August

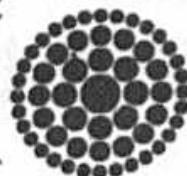
For more information, please contact Margie Mula in the Marketing Strategies Department at 220-2444.

BROADCAS

RESEARCH SOLUTIONS from

JUNE NEWS BRIEFS

- Suspicions Confirmed - Page 1
- Opinion of FPC stands below U.S. and regional norms - Page 2
- Customer loyalty softens - Page 3
- FPC CAS Scorecard - Page 2-3
- Perceptions of FPC's Corporate Competence and Integrity are largely responsible for decline in overall customer assessments - Page 1



Florida Power Corporation

The overall CAS score is a weighted index of four performance factors that have a significant impact on overall customer assessments. The change between Fall 1996 and June 1997 is analogous to FPC receiving a grade from customers of "B-" in the Fall and a grade of "C" in the present study.

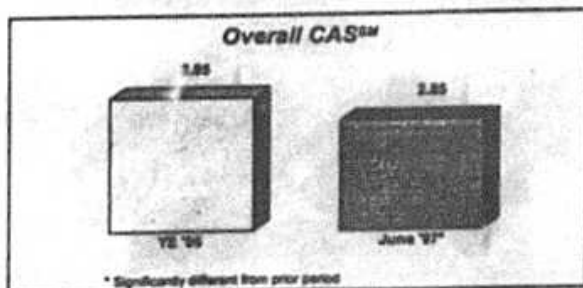
June's telephone survey was conducted among a cross section of Florida Power residential customers from June 11 to 18, 1997. In total, 250 interviews were conducted.

Competence and Integrity Issues Sway Residential Customers

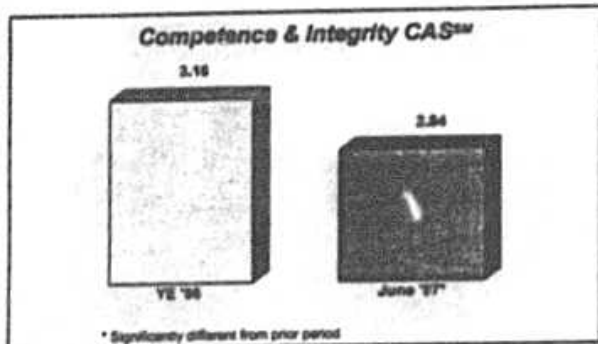
Perceptions regarding FPC's Corporate Competence and Integrity are largely responsible for the decline in overall customer assessments.

Decline in Customer Opinion Confirmed

Recent events have eroded residential customer opinions of FPC according to a June survey.



FPC's overall performance indicator known as the Customer Assessment Score (CAS) has significantly declined since Fall of 1996, when a benchmark telephone survey among 620 Florida Power residential customers was conducted.



While FPC's score on Corporate Competence and Integrity significantly declined, the other CAS performance factor scores only softened, but did not significantly change.

RESEARCH SOLUTIONS from



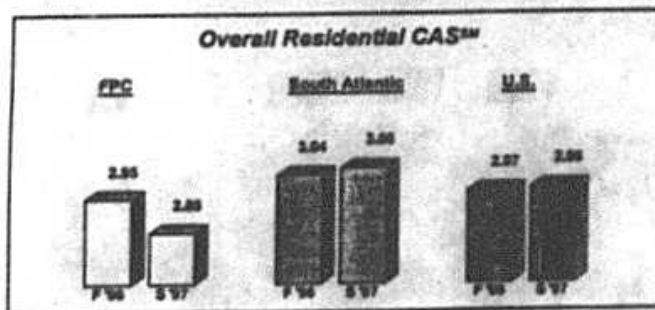
This score is determined by customer responses to four related questions:

- Operating In An Open And Honest Manner
- Consistency In Word And Deed
- Ensuring Future Energy Supplies
- FPC's Management Competence

On each Corporate Competence and Integrity dimension, negative ratings of FPC have doubled since Fall 1996 - now accounting for two customers in ten.

FPC Stands Below Regional Norms

Customer opinion of Florida Power now stands below established South Atlantic and U.S. norms. This marks a decline in FPC's standing relative to other utilities.

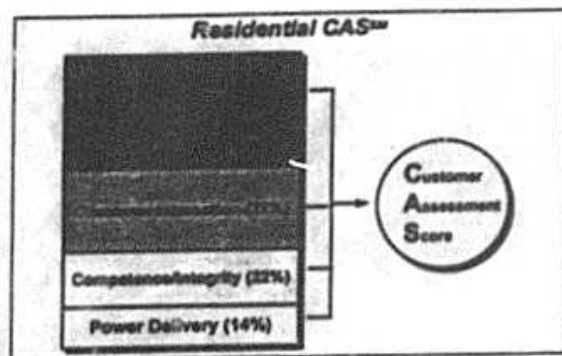


In Fall 1996, customer opinion of Florida Power reflected the U.S. average although it stood somewhat below the South Atlantic norm.

The U.S. and South Atlantic CAS norms are established by the RKS National Residential Customer Assessment Survey. This semiannual survey is conducted among a cross section of U.S. residential electric customers, consisting of 2000 or more interviews of household heads each year (1000+ interviews per wave).

Four Factors Impact Customer Opinion

Overall customer assessments, meaning Loyalty, Value and Favorability, are influenced by four specific factors of FPC's performance. Corporate Competence and Integrity is one of four performance factors that has a significant impact on residential customer opinion. The others are: Perceptions of Price, Customer Interaction and Power Delivery.



CAS weights are assigned to each factor according to its ability to influence customer opinion. Perceptions of Price (37%) has the largest impact on overall customer assessments. Customer Interaction (27%) is next, followed by Corporate Competence and Integrity (22%). Although Power Delivery (14%) stands in fourth place, it has a significant impact on customer opinion as well.

A factor's relationship to overall customer assessments (Loyalty, Favorability and Value) is linear - as a factor score improves, so does the overall assessment. Working to improve a CAS factor works to improve customer opinion overall.

FPC CAS SCORECARD	Fall 1996	June 1997	Change
Price Perceptions	2.49	2.41	-.08
Customer Interaction	3.17	3.10	-.07
Competence and Integrity	3.16	2.94	-.22↓
Power Delivery	3.40	3.36	-.04
Overall CAS	2.95	2.85	-.10↓ *

↓Significantly lower than Fall 1996 score

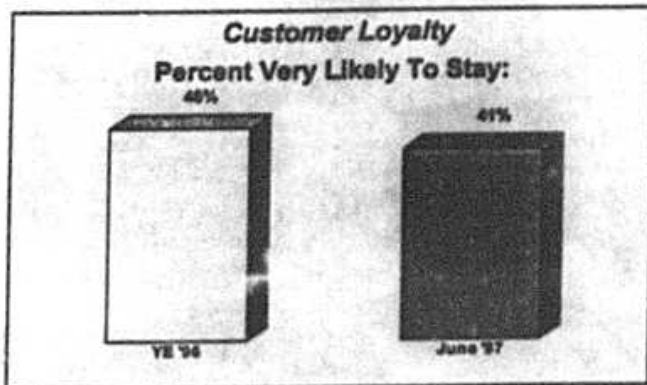
Customer Loyalty Softens

A key measure of customer loyalty, likelihood to stay with FPC in a deregulated environment, shows signs of erosion:

Compared to survey findings generated last Fall, fewer residential customers now say they would be very likely to stay with Florida Power if other choices were available.

In total, 74 percent of residential customers say they would be at least somewhat likely to stay with FPC. Some 15 percent believe the opposite, saying it would be very or somewhat unlikely that they stay. One customer in ten isn't sure what they would do when the industry deregulates.

Additionally, fewer residential customers (31%) base their likelihood to stay on earned loyalty, down six points from Fall 1996 (37%). Rather, more are riding the fence, saying they would wait to see what happens before they would switch (Fall 1996 60%; June 1997 67%).



Research Solutions Provides Monthly Insights

BROADCASTS summarizes major findings flowing from a new residential monthly tracking survey, commissioned by Energy SolutionsSM this June. This edition is the first published newsletter of the survey's findings. Other editions will follow on a monthly basis.

Research Solutions' goal for *BROADCASTS* is to deliver up-to-date, actionable insights regarding FPC's residential customers.

For more information regarding
BROADCASTS
or the monthly residential tracking study,
please contact
Mr. Stu Cagle at 231-4596

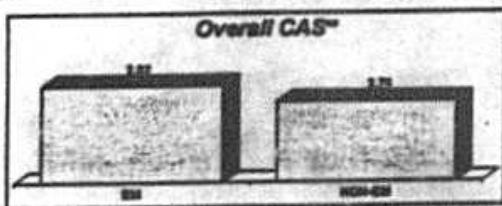
BROADCAS

ENERGY MANAGEMENT BRIEFS

- Energy Management Customers More Favorable - Page 1
- More Interruptions Not Noticeable - Page 2
- A/C and Evening Interruptions Noticed Most - Page 2
- Weekday, Water Heater Interruptions Preferred - Page 3

Energy Management Customers More Favorable

Participation in energy management programs makes a positive difference when customers assess FPC. Participants offer a higher overall CAS™ than non-participants.



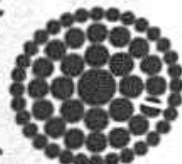
They also provide FPC higher ratings on every CAS Performance Factor.

CAS™ Performance Factors



E-X-T-R-A

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Although they've experienced more power outages, energy management customers (3.0 outages) appear more pleased with FPC's power delivery than non-energy management customers (2.3 outages).

EM Program Communicates Concern to FPC's Customers

Involvement in FPC's energy management programs apparently conveys a greater sense of corporate concern to customers. The greatest gap in opinion between the two groups occurs in the Customer Interaction Performance Factor (EM 3.20 vs. non-EM 2.98).

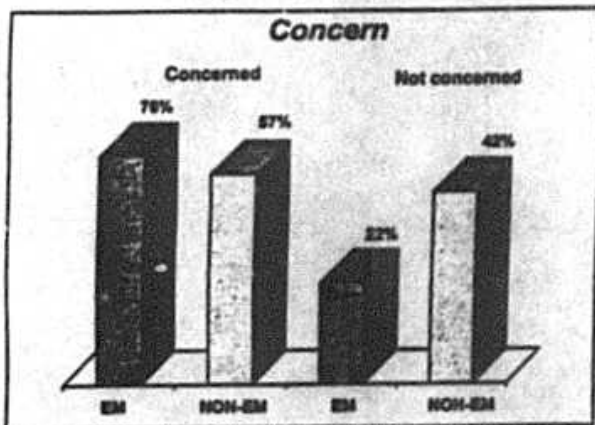
Energy management participants rate FPC excellent on each dimension more often than non-participants.

Customers Rating FPC Excellent

Category	Energy Mgmt. Responses (%)*	Non-Energy Mgmt. Responses (%)*
Effective Communication	32	25
Quick Response	35	27
Customer Courtesy	49	38

*Not CAS Performance Factor

Energy management customers are also more likely to feel that FPC is concerned about them as individual customers than non-participants.



Bill Credit Drives Energy Management Participation

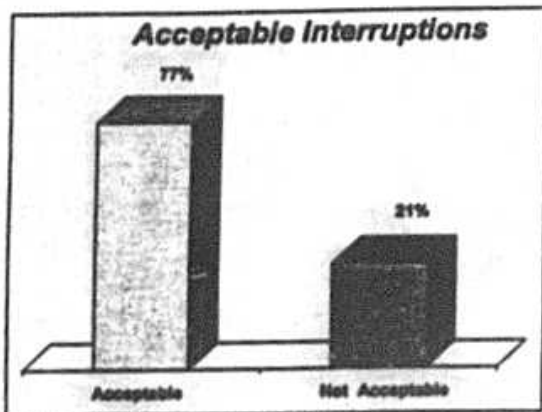
Participation in FPC's energy management program appears driven by the willingness to receive a credit/discount on their monthly electric bill. Customers report an average monthly credit of \$8.90.

All told, most (85%) are satisfied with the program. Primary reasons: discounted rates, lack of noticeable impact from interruptions and positive environmental impact.

Customers Perceive No Changes in Number of Interruptions

Although FPC began increasing the number of interruptions in February, most customers interviewed in June report being as satisfied (85%) or more satisfied (5%) with the program now than they were six months ago.

In fact, two-thirds (66%) feel that they've experienced the same number of interruptions as they did six months ago (average: 5.2 interruptions). Most find this number acceptable.



Many (63%) feel that doubling the number of outages from five to ten in a three-month period is also acceptable.

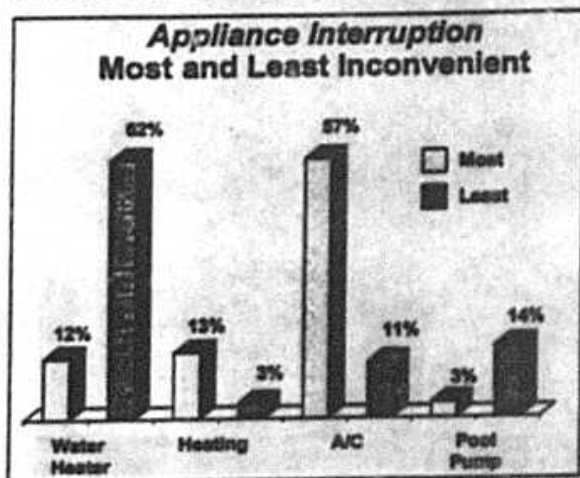
Which Interruptions Get Noticed

Not surprisingly, among all the appliances included in the program, a plurality (48%) notice interruptions to air conditioners first. Evening interruptions are also noticed more frequently (33%).

Half say that these interruptions are convenient (56%).

Interruptions Customers Prefer

Customers generally prefer that power interruptions occur during the week (58%) and every other day (55%). Water heaters cause the least inconvenience when interrupted, while air conditioning interruptions are the most inconvenient.



Tolerance of Interruptions Increases When for Common Good

Keeping electric prices down for all customers is a strong incentive for accepting more interruptions, according to many customers (66%).

Energy Management Profile

Energy management customers in this month's survey generally:

- Own their home (92%)
- Are an average of 52 years old
- Earn an average of \$47,000
- Have some college education

They share the same profile as their non-load management counterparts on all aspects except age. Energy management program participants are approximately five years older.

Energy Management Baseline

As part of June's monthly tracking survey of residential customers, additional interviews of FPC's energy management and non-energy management customers were conducted. June's survey included a randomly selected sample of 137 energy management customers interviewed between June 11 and 16, 1997. CAS scores were developed for both customer groups. Energy management program participants were also asked a series of questions relating to program satisfaction and tolerance of program change. These data will establish a baseline of customer opinion among energy management and non-energy management customers that can be tracked over time.

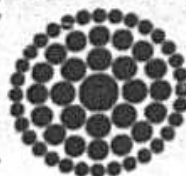
FOR MORE INFORMATION regarding *BroadCAS Extra* or the monthly residential tracking study, please contact Mr. Stu Cagle at 231-4598.

BROADCAS

RESEARCH SOLUTIONS from

JULY NEWS BRIEFS

- Customer Opinion Improves (Page 1)
- Competence and Integrity Rating Increases Dramatically (Page 1)
- Perceptions of Customer Concern Improve (Page 2)
- Customer Loyalty Similar, But Motivation Shows Some Change (Page 2)
- Four Factors Impact on Customer Opinion (Page 2)



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The CAS is a weighted index of four performance factors that have a significant impact on overall customer assessments. The highest score possible is 4, while the lowest is 1.

The change between June and July is analogous to FPC receiving a grade from customers of "C" in June and a grade of "C+" from the current study.

July's survey was conducted among a randomly selected cross section of Florida Power residential customers from July 1 to 3, 1997. In total, 100 interviews averaging 10 minutes were conducted.

Competence and Integrity Rating Increases Dramatically

Customers rate FPC's Corporate Competence and Integrity significantly higher in July than in June, giving an average score of 3.10 (June 2.94). This increase results from more favorable customer perceptions of FPC on all attributes in this factor.

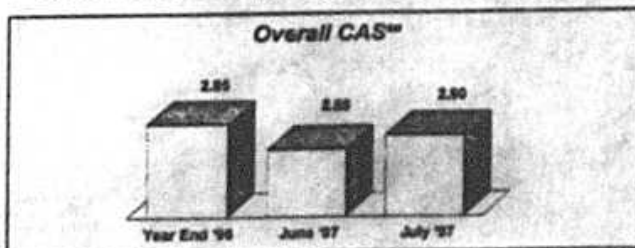
Percent of Positive Ratings

	June	July
Operate in Open and Honest Manner	74	82
Consistency in Word and Deed	78	83
Energy Stewardship	67	75
FPC's Management Competence	72	79

Base: Customers rating FPC Excellent or Pretty Good

Customer Opinion Improves

Residential customers in July award FPC an improving Overall Customer Assessment ScoreSM (CASSM).



FPC's Overall CASSM now stands mid-way between the Fall 1996 benchmark and June 1997 low point. Although improved, July's result is not significantly different than June's score.

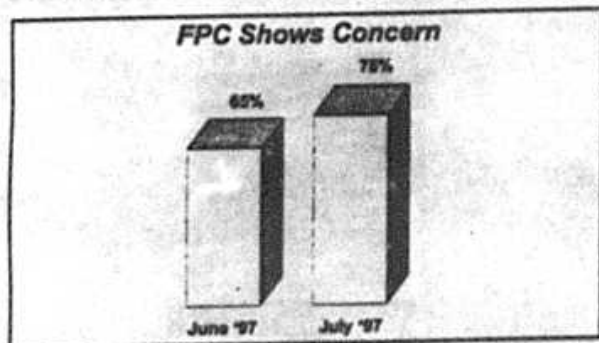
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Opinion on Customer Interaction (factor score: 3.23) has increased in July as well, moving beyond the level established in last Fall's baseline survey (score: 3.17). Customer opinions on Power Delivery remain constant, while perceptions of Price have softened slightly. These changes are not significantly different from June's results.

Perceptions of Customer Concern Improve

As noted, opinion on FPC's Customer Interaction shows signs of strengthening. While opinions on each dimension are more positive, the most dramatic improvement occurs in the area of customer concern.



Improvements in effective communication (June 78%, July 87%) and quick response to questions/problems (June 79%, July 88%) are also realized. A more modest increase occurs in customer courtesy (June 90%, July 92%). All percentages are based on the number of customers reporting that FPC does an excellent or pretty good job.

Four Factors Impact on Customer Opinion

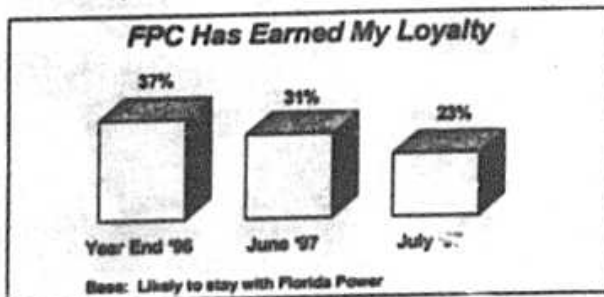
Overall customer assessments, meaning Loyalty, Value and Favorability, are influenced by four specific factors of FPC's performance. Corporate Integrity is one of four performance factors that has a significant impact on residential customer perceptions of Price, Customer Interaction and Power Delivery.

*Reason #2
ON THIS
SECTION*

Customer Loyalty Similar, But Motivation Shows Some Change

In contrast to improving CAS factor scores, a key measure of customer Loyalty continues to show signs of erosion. Although similar numbers as in June say they would be very likely to stay with Florida Power if other choices were available, the strength of their loyalty is waning.

When asked to elaborate, fewer residential customers report that FPC has earned their Loyalty (23%) compared to previous readings. Ever increasing numbers of customers are likely to take a "wait and see" attitude before making a decision on their future electric supplier (Fall 1996 60%; June 1997 67%, July 1997 73%).



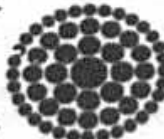
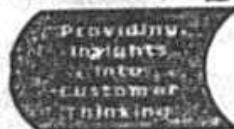
Customer opinion on other key assessments, Favorability and Value, have strengthened slightly.

BROADCAS

RESEARCH SOLUTIONS from

AUGUST NEWS BRIEFS

- CASSM Score Returns to June Level (Page 1)
- A Majority Choose Florida Power (Page 1)
- Competence and Integrity Rating Continues to Fluctuate (Page 2)
- Customer Perceptions of FPC's Cost Containment Efforts Increase (Page 2)
- Four Factors Impact on Customer Opinion (Page 3)



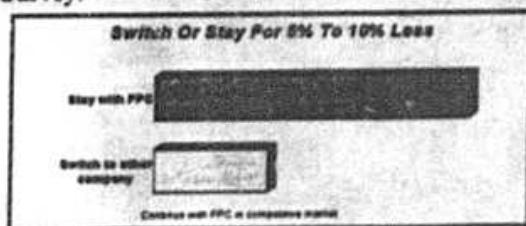
Florida
Power
CORPORATION

CASSM Scores Return to June Level

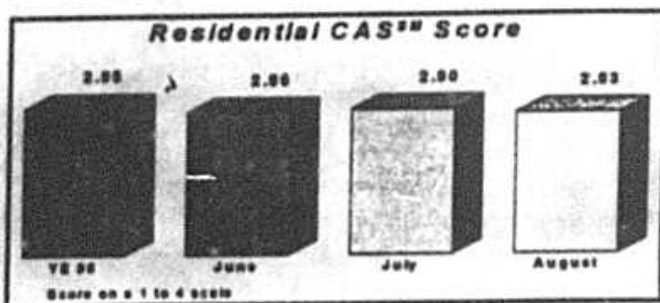
Residential customer opinion of FPC declines in August, returning to its June level:

A Majority Choose Florida Power

Two-thirds of the customers interviewed in August say they will continue to purchase electricity from Florida Power if a competitor offers the same service at a five to ten percent discount, with no local offices. These findings are similar to those coming from the RKS National Residential Survey:



Of those that say they will continue to buy FPC's electricity, most customers (89%) expect they will remain with Florida Power even if FPC decides to close local offices and opens up satellite offices in local malls, banks or grocery stores. Of those who say they will purchase electricity from a competitor for a 5% to 10% discount, local offices of any kind do not affect their choice.



Although down 7 points from the previous result, August's Overall CASSM score is not statistically different than July's result.

The CAS is a weighted index of four performance factors that have a significant impact on overall customer assessments (Favorability, Value and Loyalty). The highest score possible is 4, while the lowest is 1.

The change between July and August is analogous to FPC receiving a grade from customers of "C+" in July and a grade of "C" in the current study.

In August, FPC's customers grant a modest increase in one factor score and slightly lower scores on two others, with a significantly lower score on the final factor (shown on page 3).

August's survey was conducted among a randomly selected cross section of Florida Power residential customers from August 1 to 5, 1997. In total, 100 interviews averaging 13 minutes were conducted.

RESEARCH SOLUTIONS from

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CAS weights are assigned to each factor according to its ability to influence customer opinion. Perceptions of Price (37%) has the largest impact on overall customer assessments. Customer Interaction (27%) is next, followed by Corporate Competence and Integrity (22%). Although Power Delivery (14%) stands in fourth place, it has a significant impact on customer opinion as well.

A factor's relationship to overall customer assessments (Loyalty, Favorability and Value) is linear in nature – as one improves, so does the other. Working to improve a CAS factor works to improve customer opinion overall.

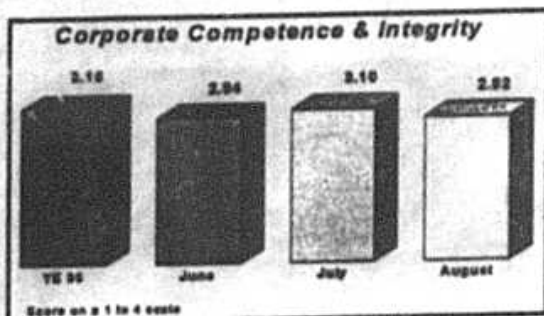
FPC CAS SCORECARD	Fall 1996	June 1997	July 1997	Total 1997
Price Perceptions	2.49	2.41	2.37	2.39
Customer Interaction	3.17	3.10	3.23	3.16
Competence and Integrity	3.16	2.94	↑3.10	3.02
Power Delivery	3.40	3.36	3.36	3.36
Overall CAS	2.95	2.85	2.90	2.87

↑ Significantly higher than previous reporting period.

For more information regarding
BroadCAS
or the monthly residential tracking study,
please contact
Mr. Stu Cagle at 231-4598.

Competence and Integrity Rating Continues to Fluctuate

Customers rate FPC's Corporate Competence and Integrity significantly lower in August than in July, returning to its June level:

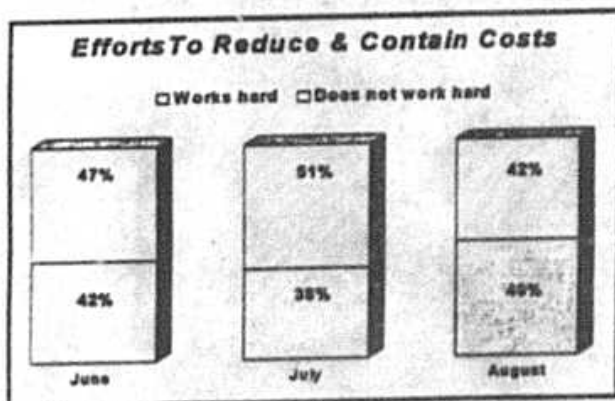


Opinion of Florida Power softens on all dimensions of this factor, with the most dramatic decrease occurring on "operating in an open and honest manner" (70% excellent/pretty good; 82% July).

Customer Perceptions of FPC's Cost Containment Efforts Increase

For the first time, a greater number of customers in August say that Florida Power works hard to reduce or contain costs:

There is also an increasing trend for customers to respond that FPC's rates are reasonable compared to previous readings.



PERCEPTION OF ELECTRIC RATES POSITIVE RATINGS

	June (%)	July (%)	August (%)
Low	3	2	2
Reasonable	35	34	40

Four Factors Impact on Customer Opinion

Overall customer assessments, meaning Loyalty, Value and Favorability, are influenced by four specific factors of FPC's performance. Corporate Competence and Integrity is one of four performance factors that has a significant impact on residential customer opinion. The others are: Perceptions of Price, Customer Interaction and Power Delivery.

CAS weights are assigned to each factor according to its ability to influence customer opinion. Perceptions of Price (37%) has the largest impact on overall customer assessments. Customer Interaction (27%) is next, followed by Corporate Competence and Integrity (22%). Although Power Delivery (14%) stands in fourth place, it has a significant impact on customer opinion as well.

A factor's relationship to overall customer assessments (Loyalty, Favorability and Value) is linear in nature - as one improves, so does the other. Working to improve a CAS factor works to improve customer opinion overall.

FPC CAS SCORECARD	Fall 1996	July 1997	August 1997	3 Month Total - 1997
Price Perceptions	2.49	2.37	2.40	2.40
Customer Interaction	3.17	3.23	3.11	3.14
Competence and Integrity	3.16	↑3.10	↓2.92	2.98
Power Delivery	3.40	3.36	3.32	3.36
Overall CAS	2.95	2.90	2.83	2.86

↓ Significantly lower than previous reporting period.
↑ Significantly higher than previous reporting period.

Reason #2
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SECTION



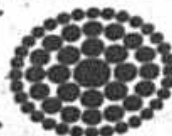
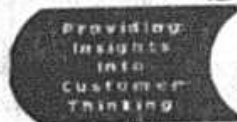
FOR MORE INFORMATION regarding FPC BroadCAS or the monthly residential tracking study, please contact Mr. Stu Cagle at 220-2441.

BROADCAS

SEPTEMBER NEWS BRIEFS

- Customer Opinion Fluctuates (Page 1)
- Opinion of Power Restoration Increases Sharply (Page 2)
- Customers Consistent on Value of FPC's Electric Service (Page 3)

RESEARCH SOLUTIONS from



Florida
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- Awareness of Deregulation Continues to Increase (Page 2)
- Four Factors Impact on Customer Opinion (Page 3)

Customer Opinion Fluctuates

Residential customer opinion of FPC returns to the level established in July, mid-way between the Fall 1996 and June 1997 readings:

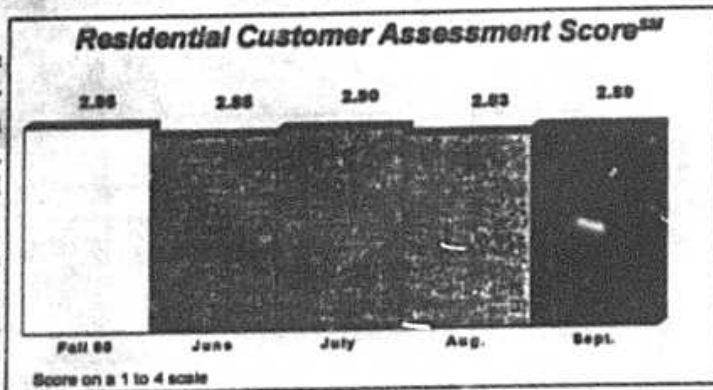
FPC's customers grant modest increases in three of four factor scores (Customer Interaction, Corporate Competence and Power Delivery) in September, as well as in the Overall CASSM. A slight decrease is noted on Price, the fourth and final residential factor score.

The CAS is a weighted index of four performance factors that have a significant impact on overall customer assessments of Favorability, Value and Loyalty. The highest possible score is 4, while the lowest is 1.

September's Overall CAS and factor scores are not statistically different from August's results.

The change between August and September is analogous to FPC's receiving a grade from customers of "C" in August and a grade of "C+" in the current study.

September's survey was conducted among a randomly selected cross section of Florida Power residential customers from September 2 to 5, 1997. In total, 100 interviews averaging 10 minutes were conducted.



RESEARCH SOLUTIONS from

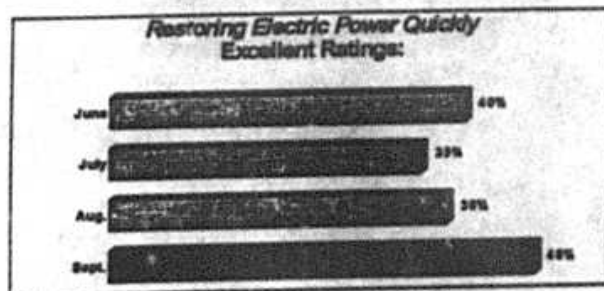


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Opinion of Power Restoration Increases Sharply

Up ten points from the August reading, half (48%) of those interviewed in September say that FPC does an excellent job of restoring their electricity quickly:

As the number of reported outages decrease, excellent ratings of how quickly FPC restores electricity after an outage increase dramatically:



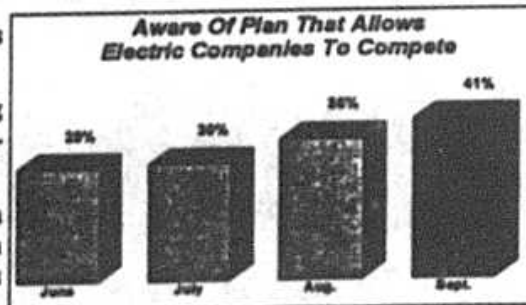
Number of Outages vs. Excellence in Restoration		
	Average Number Of Outages	Quick Power Restoration (% Excellent)
June	2.5	40
July	2.4	35
August	2.8	38
Sept.	1.8	48
Total	2.4	40

Awareness of Deregulation Continues to Increase

Consistent with the residential trend nationally, customer awareness of electric industry deregulation continues to increase:

Overall awareness of deregulation measured thus far in 1997 among FPC's residential customers (34% June through September) continues to be slightly below the U.S. average (40%).

Up ten points from August's reading, half of those interviewed in September say they are "very likely" to purchase electricity from FPC in a competitive environment. Overall, opinion of FPC in this area matches the national average.



Only one-quarter of those interviewed, however, say that FPC has earned their loyalty. Most customers continue to say that they will wait to see what happens before switching electric suppliers.

Four Factors Impact on Customer Opinion

Overall customer assessments, meaning Loyalty, Value and Favorability, are influenced by four specific factors of FPC's performance. Corporate Competence and Integrity is one of four performance factors that has a significant impact on residential customer opinion. The others are: Perceptions of Price, Customer Interaction and Power Delivery.

CAS weights are assigned to each factor according to its ability to influence customer opinion. Perceptions of Price (37%) has the largest impact on overall customer assessments. Customer Interaction (27%) is next, followed by Corporate Competence and Integrity (22%). Although Power Delivery (14%) stands in fourth place, it has a significant impact on customer opinion as well.

A factor's relationship to overall customer assessments (Loyalty, Favorability and Value) is linear in nature - as one improves, so does the other. Working to improve a CAS factor works to improve customer opinion overall.

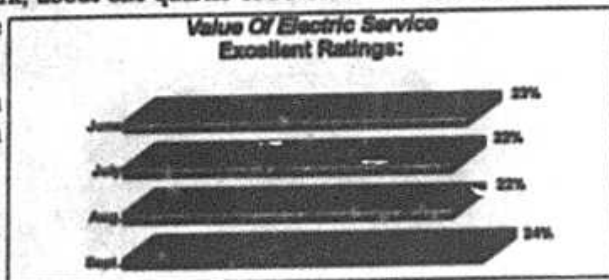
FPC's CAS SCORECARD	Fall 1996	September	Four Month Total 1997
Price Perceptions	2.49	2.40	2.38
Customer Interaction	3.17	3.11	3.21
Competence and Integrity	3.16	↓2.92	3.03
Power Delivery	3.40	3.32	3.41
Overall CAS	2.95	2.83	2.89

↓ Significantly lower than previous reporting period.
↑ Significantly higher than previous reporting period.

Customers Consistent on Value of FPC's Electric Service

Continuing a trend established in the Fall 1996 benchmark, about one-quarter of FPC's residential customers say that FPC's electric service is an excellent value, worth the price they pay:

September's reading (24% excellent) is consistent with previous months' even though fewer customers in September say that FPC's rates are low or reasonable:



Perception of Electric Rates Positive Ratings	
	Positive Ratings (%)
June	38
July	36
August	42
September	35
Total	38



FOR MORE INFORMATION regarding FPC BroadCAS or the monthly residential tracking study, please contact Mr. Stu Cagle at 220-2441.



**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
ENERGY DELIVERY YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	INFRACTION YES/NO	AVOIDABLE/ UNAVOIDABLE
8-157478	January	Kalicak, Andrew 70484-66401	Service Related: Frequent Outages	Apopka E & O		N	Unavoidable
18-160225	February	Meldrum, William 07093-01093	Service Related: Frequent Outages	Apopka E & O		N	Unavoidable
26-162832	February	Vilorio, Rafael 13252-31866	Billing Related: Meter not Recording within Standards	Apopka E&O/MM & Credit		N	Unavoidable
29-164381	March	Moffett, Ken 69741-57247	Service Related: Frequent Outages	Apopka E & O		N	Unavoidable
39-119597	April	Hawkinson, Mary 99803-87754	Service Related: Frequent Outages	Apopka E & O		N	Unavoidable
41-170981	May	Hahn, Donald 36686-16987	Service Related: Frequent Outages	Apopka E & O		N	Unavoidable
68-177552	June	Doss, Richard 43238-32411	Service Related: Easement Problem	Apopka E & O			Unavoidable
73-178321	July	Milne, David 69902-86369	Service Related: Frequent Outages	Apopka E & O			Unavoidable
76-178881	July	Woods, Barry 99208-24183	Service Related: Frequent Outages	Apopka E & O			Unavoidable
81-179469	July	Street, Mary 07589-49549	Service Related: Frequent Outages	Apopka E & O	Apopka E & O		Avoidable
83-179572	July	Banton, James 28887-64183	Service Related: Frequent Outages	Apopka E & O			
89-180598	July	Wels, Judith 89600-57718	Service Related: Inadequate Tree Trimming	Apopka E & O			
33-166873	March	Lowder Construction 42094-94257	Service Related: Delay in Connecting Initial Service	Buena Vista E&O		N	Unavoidable
56-173743	May	Chowning, Brian Hall, Kelly	Service Related: Delay in Connecting Initial Service	Buena Vista E&O		N	Unavoidable
61-176161	June	43303-04781	Service Related: Service Improperly Disconnected	Buena Vista E&O			Unavoidable
115-184031	August	Simmons, Lewis 87431-43444	Service Related: Failure To Respond To Customer Inquiries	Buena Vista E&O			
120-184828	August	Rice, Deborah 50940-22291	Service Related: Frequent Outages	Buena Vista E&O			

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
ENERGY DELIVERY YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	INFRACTION YES/NO	AVOIDABLE/UNAVOIDABLE
3-154655	January	Knickerbocker, Frank 75753-90887	Service Related: Frequent Outages	Clw E & O		N	Unavoidable
58-174567	June	Lopez, Laura 96466-07784	Service Related: Easement Problem	Deland E & O			Unavoidable
74-178313	July	Reeder, O. A. 58513-47562	Service Related: Frequent Outages	Deland E & O		N	Unavoidable
16-159774	February	Wright, Patricia 52760-26535	Service Related: Frequent Outages	Jamestown E&O		N	Unavoidable
17-160212	February	Willford, Steve 66702-06538	Service Related: Frequent Outages	Jamestown E&O		N	Unavoidable
23-161833	February	Morton, Allan 76505-85664	Service Related: Frequent Outages	Jamestown E&O		N	Unavoidable
32-165325	March	Odom, Judy 04895-52712	Service Related: Frequent Outages	Jamestown E&O			Unavoidable
35-167791	April	Sutton, Ronald 76556-26017	Service Related: Frequent Outages	Jamestown E & O		N	Unavoidable
46-171594	May	Collins, John 95817-13670	Service Related: Frequent Outages	Jamestown E & O		N	Unavoidable
53-172656	May	Artzberger, Charlie 35024-99866	Service Related: Frequent Outages	Jamestown E & O			Unavoidable
64-177008	June	Wilson, Janis 65394-45457	Service Related: Frequent Outages	Jamestown E&O		Y-25-6.044(3)	
66-177043	June	Sidabras, Virginia 65393-01441	Service Related: Frequent Outages	Jamestown E&O			
91-180789	July	Crawford, Clay 39585-09113	Service Related: Frequent Outages	Jamestown E & O		N	Unavoidable
98-189200	July	Weldon, Peter 33874-35871	Service Related: Frequent Outages	Jamestown E & O			Unavoidable
85-179903	July	Machejewski, Betty 91982-06735	Service Related: Tree Trimming	Jamestown E & O			Unavoidable
99-182004	August	Fernandez, Maria 36230-90632	Service Related: Frequent Outages	Jamestown E & O			Unavoidable
101-182188	August	Lewis, Steve 67287-76436	Service Related: Frequent Outages	Jamestown E & O			Unavoidable
102-182233	August	Richardson, Rodney 25824-14978	Service Related: Frequent Outages	Jamestown E & O			Unavoidable

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** Repe:

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
ENERGY DELIVERY YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	INFRACTION YES/NO	AVOIDABLE/UNAVOIDABLE
103-182411	August	Roberts, Richard 36901-99291	Service Related: Frequent Outages	Jamestown E & O			Unavoidable
105-182528	August	Kammer, Raymond 36893-35236	Service Related: Frequent Outages	Jamestown E & O			Unavoidable
107-182778	August	Wautis, Marlene 36894-79242	Service Related: Frequent Outages	Jamestown E & O			Unavoidable
108-183071	August	Davidson, Conan 74428-33639	Service Related: Frequent Outages	Jamestown E & O			Unavoidable
114-183980	August	Garcia, Luz 97224-42363	Billing Related: Meter Not Recording Within Standards	Jamestown F & O			
1-153809	January	Doyle, Lynn 07401-75142	Service Related: Street Light/Outdoor Lighting Outage	Lake Wales E & O	Lake Wales E & O	N	Avoidable
100-182106	August	Moscowitz, Herbert 07456-46011	Billing Related: Inaccurate Meter Readings	Lake Wales E & O			
110-183211	August	Taylor's Country Corner 54389-34489	Service Related: Frequent Outages	Lake Wales E & O			
77-178957	July	Frank, Janet 41540-21355	Service Related: Frequent Outages	Monticello E & O			Unavoidable
78-178954	July	71323-72409 McPherson, Martha	Service Related: Frequent Outages	Monticello E & O		N	Unavoidable
96-178956	July	Bloodworth, Ron 90619-51512	Service Related: Frequent Outages	Monticello E & O			Unavoidable
94-181782	August	Collier, James 24165-63974	Service Related: Frequent Outages	Monticello E & O		N	Unavoidable
113-183888	August	Reich, Andrew 19733-55593	Service Related: Voltage Standards Not Met	Monticello E & O			
13-154063	January	Kline, Jan and Ed 93268-59491	Service Related: Easement Problem	Ocala E & O		N	Unavoidable
24-162093	February	Smith, Robert 57078-44670	Service Related: Frequent Outages	Ocala E & O		N	Unavoidable
25-162810	February	Vaughn, Larry 42366-71153	Service Related: Frequent Outages	Ocala E & O		N	Unavoidable
50-172402	May	Hunnley, Celeste 48254-71381	Service Related: Delay in Connecting Initial Service	Ocala E & O	Ocala E & O		Avoidable

9/8/97

** Reper

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
ENERGY DELIVERY YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	INFRACTION YES/NO	AVOIDABLE/ UNAVOIDABLE
54-172973	May	Frazer, Charles 18841-23792	Service Related: Street Light Outdoor Lighting Outage	Ocala E & O	Ocala E & O		Avoidable
59-175131	June	Koone, John 49601-36443	Service Related: Safety Problems	Ocala E & O	Ocala E & O		Avoidable
60-175254	June	Umstead, Randy 40729-45230	Service Related: Frequent Outages	Ocala E & O		N	Unavoidable
79-179363	July	Nobel, John 46899-73684	Service Related: Frequent Outages	Ocala E & O			Unavoidable
93-180828	July	JEM Investments 49153-49338	Service Related: Frequent Outages	Ocala E & O			Unavoidable
10-158020	January	Sensenig, Jason 34157-82321	Billing Related: Inaccurate Meter Readings	St. Pete E & O		N	Unavoidable
47-172120	May	Clark, Patrick 37715-57579	Service Related: Failure to Respond to Cust. Inquiry	St. Pete E & O			Unavoidable
72-178147	July	Kurelik, Deborah 43949-84237	Service Related: Street Lights Outages	St. Pete E & O		N	Unavoidable
87-179653	July	Dillinger, Bob 40481-18541	Service Related: Frequent Outages	St. Pete E & O		N	Unavoidable
112-183879	August	Malek, Joseph 26669-64729	Service Related: Frequent Outages	St. Pete E & O			
14-155634	January	Halper, George 79052-82383	Service Related: Frequent Outages	7 Springs E & O		N	Unavoidable
97-181854	August	Rice, Jeb 00406-32595	Service Related: Frequent Outages	7 Springs E & O		N	Unavoidable
69-177730	June	Thorton, Victor 54392-00740	Service Related: Inadequate Tree Trimming	Walsingham E&O		N	Unavoidable
108-180815	June	Connor, Ray 99401-11043	Service Related: Frequent Outages	Walsingham E&O	Walsingham E&O	N	Avoidable

9/8/97

** Repe?

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
CUSTOMER SOLUTIONS CENTER YEAR-TO-DATE REPORT 1997**

BILLING

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	INFRACTION YES/NO	AVOIDABLE/ UNAVOIDABLE
20-161485	February	Neal, Jim 06830-41269	Service Related: Delay in Reco Initial Service	Billing		N	Unavoidable
37-168660	April	PSR Florida Assoc 07961-74331	Service Related: Service Improperly Disconnected	Billing		N	Unavoidable

9/8/97

** Reper

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
CUSTOMER SOLUTIONS CENTER YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	INFRACTION YES/NO	AVOIDABLE/ UNAVOIDABLE
CALL CENTER							
7-156871	January	Surrett, Edward 23338-88781	Billing Related: Not Disconnected on Request	Call Center		N	Unavoidable
12-158182	January	Lee, Gregory 73635-95490	Service Related: Service Improperly Disconnected	Call Center	Call Center	N	Avoidable
27-163850	March	Harrison, Carolyn 42373-96159	Billing Related: Not Receiving Monthly Bills	Call Center		N	Unavoidable
44-171216	May	Lederer, Fred 46001-33206	Billing Related: Improper Backbilling	Call Center	Call Center	N	Avoidable
52-172652	May	Lanis, Corey 54826-23919	Billing Related: Budget Billing Error	Call Center	Call Center		Avoidable
62-176339	June	Regan, Susan 82115-02290	Service Related: Failure to Respond to Customer Inquiries	Call Center			Avoidable
65-177099	June	Concordia Woods 99776-96191	Service Related: Service Improperly Disconnected	Call Center			Unavoidable
90-179629	July	Kormacki, Leonard 30049-25181	Billing Related: Excessive Deposits Required	Call Center			Unavoidable

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
CUSTOMER SOLUTIONS CENTER YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	INFRACTION YES/NO	AVOIDABLE/UNAVOIDABLE
CREDIT							
2-154148	January	Mullin, Timothy 80836-17492	Service Related: Service Improperly Disconnected	Credit		N	Unavoidable
4-155608	January	Hochstetter, Joseph 51221-45187	Service Related: Service Improperly Disconnected	Credit		N	Unavoidable
5-156383	January	Fallon, Leland 32187-71346	Billing Related: Excessive Deposit Requested	Credit		N	Unavoidable
6-156639	January	Crench, Betty 88609-32518	Billing Related: Improper or No Delinquent Notice	Credit		N	Unavoidable
9-157881	January	Palmer, David 41254-58571	Service Related: Service Improperly Disconnected	Credit		N	Unavoidable
11-157748	January	Bogrash, Elena 19131-78383 Eagle	Billing Related: Billing Wrong Customer	Credit		N	Unavoidable
19-160673	February	Liquidators/Marshall 90523-28569	Service Related: Service Improperly Disconnected	Credit		N	Unavoidable
21-1616011	February	Wagner, Wayne 15406-00236	Service Related: Delay in Connecting Initial Service	Credit		N	Unavoidable
28-1639151	March	Mieder, William 26089-37008	Billing Related: Deposit Not Refunded	Credit		N	Unavoidable
31-1651221	March	Brunau, Barbara 05773-49332	Billing Related: Billing Wrong Customer	Credit		N	Unavoidable
34-166873	April	Gayton, Eric 81001-48176	Billing Related: Excessive Deposit Requested	Credit	Call Center		Avoidable
36-168477	April	Spencer, Edward 16130-59583	Billing Related: Not Receiving Monthly Bills	Credit			Unavoidable
38-168957	April	Brewer, Crystal 27121-59354	Billing Related: Billing Wrong Customer	Credit	CSS	Y-25-6.020	Avoidable
40-170335	April	Uihlein, Stephen 21986-74272	Billing Related: Improper or no Delinquent Notice	Credit			Unavoidable
43-171151	May	Pinnacle Management 23562-56429	Billing Related: Incorrect 1st Due on Bill	Credit			Unavoidable
49-172130	May	Stoltz, Patricia 21236-72142	Service Related: Delay in Connecting Initial Service	Credit			Unavoidable

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
CUSTOMER SOLUTIONS CENTER YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	INFRACTION YES/NO	AVOIDABLE/ UNAVOIDABLE
CREDIT							
51-172476	May	Williams, James 02473-60532	Billing Related: Excessive Deposit Requested	Credit			Unavoidable
57-173448	May	Robinson, Calvin 00194-41368	Billing Related: Improper billing for Fraud or Current Diversion	Credit			Unavoidable
71-177977	July	Shedrick, Jason 96651-84237	Billing Related: Excessive Deposit Requested	Credit		N	Unavoidable
80-179433	July	Duffy, Tara 65865-36572	Billing Related: Improper Backbilling	Credit			Unavoidable
82-179490	July	Burrows, Richard 00970-76401	Service Related: Service Improperly Disconnected	Credit	Credit		Avoidable
84-179826	July	Cardona, Andy 11006-21431	Billing Related: Improper Billing for Fraud or Current Diversion	Credit			Unavoidable
86-179955	July	Smith, Frederick 90579-38421	Service Related: Service Improperly Disconnected	Credit			Unavoidable
88-180214	July	Cordner, Terry 73245-25267	Service Related: Service Improperly Disconnected	Credit			Unavoidable
104-182382	August	Foxworth, Patricia 22252-47078	Billing Related: Not Disconnected on Request	Credit			Unavoidable
106-182624	August	Boett-Miller, Denise 39148-45518	Billing Related: Improper or No Delinquent Notice	Credit			Unavoidable
117-184361	August	Lockett, T.E. 43167-73354	Billing Related: Billing Wrong Customer	Credit			

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
SOLUTION STORES YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	FPSC'S RULING	AVOIDABLE/ UNAVOIDABLE
15-159278	February	Neal, Robert 55408-16541	Billing Related: Not Discon on Request	Sebring	Sebring/Call Ctr/ Billing	Y-25-6.093 25-6.093	Avoidable
55-173736	May	Joslin, Charles 34609-89774	Billing Related: Payment Not Posted	Longwood Solution Stores	Longwood Solution Stores		Avoidable
95-181767	August	Egger, Kenneth 13226-10454	Service Related: Delay in Connecting Initial Service	Clearwater Stores	Solution Stores	N	Unavoidable
118-184719	August	Gerrats, Robert 51348-18004	Service Related: Service Improperly Disconnected	Solution Stores			

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
MASS MARKETS YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	FPSC'S RULING	AVOIDABLE/ UNAVOIDABLE
22-161638	February	Betti, Dino 96659-21521	Billing Related: Meter Not Recording Within Standards	Mass Markets		N	Unavoidable
30-164807	March	Lamb, Regina 72296-11793	Billing Related: Meter Not Recording Within Standards	Mass Markets		N	Unavoidable
42-171165	May	McKissick, Beatrice 39715-31131	Billing Related: Meter Not Recording Within Standards	Mass Markets			Unavoidable
45-171281	May	Portnoy, Eli 54177-87113	Service Related: Rate Information Not Provided	Load Management	Mass Markets	N	Avoidable
48-172148	May	Darona, Eduard 92683-61494	Billing Related: Meter Not Recording Within Standards	Mass Markets		N	Unavoidable
63-176755	June	Kimmlt, Deanne 39700-08455	Billing Related: Excessive Deposit Requested/Meter Not Recording Within Standards	Mass Markets		N	Unavoidable
67-177114	June	Hayes, Judy 29823-35742	Service Related: Failure to Respond to Customer Inquiries	Load Management			Unavoidable
75-178772	July	Hughley, Ivera 85569-19323	Billing Related: Meter Not Recording Within Standards	Mass Markets	Apopka E & O		Avoidable
92-180807	July	Nerelem, Kent 42629-81460	Billing Related: Meter Not Recording Within Standards	Mass Markets		N	
111-183458	August	Dundee Citrus Growers 70562-10306	Billing Related: Improper Backbilling	Mass Markets			
116-184345	August	Chiari, John 59570-64448	Billing Related: Meter Not Recording Within Standards	Mass Markets			

9/8/97

**Repeat

**FLORIDA PUBLIC SERVICE COMMISSION INQUIRY ACTIVITY
 CUSTOMER SOLUTIONS CONSUMER AFFAIRS
 YEAR-TO-DATE REPORT 1997**

COMPLAINT NUMBER	MONTH RCVD	CUSTOMER NAME	COMPLAINT TYPE	REPLIED BY	AREA OF RESPONSIBILITY	INFRACTION YES/NO	AVOIDABLE/ UNAVOIDABLE
70-175357	June	Umstead, James N/A	General Information	Consumer Affairs		N	Unavoidable
120-184828	August	Richardson, Rodney 25824-19978	General Information	Consumer Affairs		N	Unavoidable

FPSC Infraction Report - January (1996 Rulings)

Complainant: Alicia Summerlin - 25344-75522

Complaint: Customer says the following:

1. She has been complaining for several months about her meter not being read.
2. She continues to get estimated bills for different months.
3. Due to the continued estimated bills, she was being undercharged according to FPC.
4. On May 29, 1996, her meter was switched. She called the company and asked why?the reason she was told was "they placed a new meter that could be electronically read from the street."
5. June and July's bills still were estimated bills.
6. Customer called the company again. She was told the scanner was not picking up the meter reading.
7. On October 14, 1996, another meter was put in place.
8. Customer received a call from the company stating that she had been undercharged. She would get an adjusted bill which reflected the amount that she had been undercharged.
9. Customer wants a break down of charges of the actual readings and not a lump sum charge.
10. Customer can never get a clear answer as to her bills.

Summary: Ms. Summerlin's meter was estimated from September, 1995 to February 2, 1996 when FPC obtained a good reading. FPC installed an ERT meter on May 29, 1996. Unfortunately, there was a malfunctioning chip in the newly installed meter resulting in additional estimated bills for the months of August through October, 1996. The ERT was changed out on October 13, 1996 and a rebill was sent to the customer on October 18, 1996. On October 30, 1996, FPC received the FPSC Inquiry.

Rule Violation: 25-6.100 (3) & 6.099 - "When there is sufficient cause, estimated bills may be submitted provided that with the third consecutive estimated bill the company shall contact the customer explaining the reason for the estimated billing and who to contact in order to obtain an actual meter

reading. An actual meter reading must be taken at least once every six months." and "Unless special circumstances warrant, meters shall be read at monthly intervals on the approximate corresponding day of each meter-reading period."

Complainant: James Mackey - 83040-64595

Complaint: Mr. Mackey says that his service was disconnected today because the company says that Calton Builder requested service disconnection. He says that he applied for service three weeks ago and paid a deposit and he wants the service restored immediately.

Summary: Customer called Florida Power on November 26, 1996 to advise that service had been disconnected per the previous occupant's request (the builder). A new account was established for the Mackey's, deposit was billed and a reconnect was issued for the following day. Mrs. Mackey called back and advised Florida Power that they were living at the residence and needed service immediately. She said that she called on November 8, 1996 to have service placed in their name on November 21, 1996 and that Equifax screening was performed and the deposit was waived. An investigation of Mrs. Mackey's Equifax report reveals that Florida Power did make an inquiry on November 8, 1996 and according to Equifax, no deposit is required for the Mackey's. Although FPC has no record of Mrs. Mackey's call on November 8, 1996, the service charge and initial deposit was waived.

Rule Violation: 25-6.020 - Record of Application of Service. "Each utility shall accept and keep a record of each application for service within its service area. The record shall show the name and address of the applicant, date of application, date service is desired and, in those instances where service is not initiated promptly, the reason for the delay. Such records shall be preserved until service is made available or as otherwise provided under Rule 25-6.015(2)."

Complainant: Mrs. Elbert Dixon 30796-73058

Complaint: Customer says she reported her security light out on December 26. The light has not been repaired yet so she called FPC this morning and was told it would not be repaired today.

Summary: Records indicate that Mrs. Dixon reported the street light outage to Florida Power on December 26, 1996 and again on December 31, 1996. After receipt of the FPSC Inquiry, the light was repaired.

Rule Violation: Company Policy - Florida Power responded in a manner that was not consistent with company policy which states "Replacement of lamps of

Company maintained fixtures will be made by the Company within 72 hours after the Customer notifies the Company that the lamp is burned out."

Complainant: Guy R. Gramley - 84225-01020

Complaint: Customer said that the company lost her November payment of \$336. She did not realize this until she received her December bill. She called and was told to fax a copy of the canceled check. She faxed front and back copies of the check to Elaine Rogers on November 15th. She called and Chuck told her not to worry that all would be straightened out and she was in no danger of disconnection. Customer's 72 year old mother resides in the home and while customer was traveling on business two weeks later, the power was disconnected. Customer called from New Jersey and was told to start the process over again as the company could not find her faxed copy of the check. Her mother had to search the home in the dark for the check and go to a neighbor's home to refax it. Customer was told that there would be no reconnection fee charged. The \$336 credit showed on her bill but then the company added in the reconnection fee. Customer believes that as the company so mishandled her account that the connection fee should be waived and that she should be reimbursed for the \$85 in long distance fees incurred as well as \$150 for the holiday food that was lost in her refrigerator. She was rudely treated and no one ever apologized for the mess made of her account.

Summary: On November 15, 1996, Mrs. Gramley called FPC to advise she had mailed her payment. The representative advised that payment was not received and that she should fax a copy of the canceled check to Elaine Rogers in the Credit Department. The representative then noted the credit extension with these comments. On December 3, 1996, neither payment nor a copy of the canceled check was received so service was disconnected at 9:30 a.m. Mrs. Gramley called FPC at 6:00 p.m. The representative issued a reconnect and requested a faxed copy of the check. A copy of the check was received at 6:42 p.m. on December 3, 1996. Power was restored at 7:00 p.m. that evening. On December 4, 1996, Mrs. Gramley contacted FPC and requested to speak to a supervisor. The FPC supervisor explained that the payment was misposted to the wrong account and was immediately transferred to Mrs. Gramley's account. She also apologized for the inconvenience and offered to remove the \$27 service charge. Mrs. Gramley received her November bill on December 16, 1997 which included the \$27 service charge. The service charge was removed on December 23, 1997 and the FPSC inquiry was received on December 30, 1996.

**Rule Violation: 25-6.100 (2) (c) (9) - Customer Billing: "(2) By January 1, 1983, each customer's bill shall show at least the following information:
(c) The dollar amount of the bill including separately: (9) Past due balances shown separately."**

FPSC LOGGED CUSTOMER REFERRALS - 1997

Date Rcvd	Date Due	Ext. Date	Date Sent	Case Number	Complainant's Name	Type	(5) Ruling	FPSC Rep	Replied By:	Root Cause	Avoid?
7/25	8/8		8/15	91 180789	39585-09113 Crawford, Clay	2 SERVICE	N	SAM	Jamesburn E+O		U
7/25	8/8 8/27		8/27	92 180807I	42629-81000 NEREJEM, KENT	13 BILLING	N	SAM	MM		U
7/28	8/11		8/18	93 180828I	49163-49338 JEM INVESTMENTS	2 SERVICE		RUTH	OCALA EEO		U
8/1	8/15		8/25	94 181702F	24165-63974 Collize, James	2 Service	N	Ellen	Mont E+O		U
8/1	8/15		8/22	95 181767	13226-10454 Egger, Kenneth	12 Service	N	Ellen	Cher BO		U
8/11	8/18		8/22	96 178966I	90619-5152 BLOODWORTH, RON	2 SERVICE		DCK	MOLT EEO		U
8/14	8/18		8/25	97 181854I	00400-32595 RICE, JEB	2 SERVICE	N	ELLEN	SS EEO		U
8/14	8/18 8/22	8/22	8/26	98 179200I	33874-35871 WELDON, PETER	2 SERVICE		KATE	JT EEO		U
8/15	8/19		8/26	99 182004I	36230-90632 FERNANDEZ, MARIA	2 SERVICE		ELLEN	JT EEO		U
8/16	8/20 9/16			100 182106I	07456-46011 MOROWITZ, HERBERT	12 BILLING		ELLEN	LW EEO		U
8/17	8/21		8/27	101 182188I	67287-76436 LEWIS, STEVE	2 SERVICE		SAM	JT EEO		U
8/17	8/21		9/4	102 182233	25824-19978 RICHARDSON, RODNEY	2 SERVICE		SHIRLEY	JT EEO		U
8/17	8/21		8/28	103 182411I	36901-99291 Roberts, Richard	2 SERVICE		Shirley	JT EEO		U

FLORIDA POWER CORPORATION - AUGUST COURTESY CALL REPORT

No.	Date	Customer Name	Account Number	Type	FPSC Analyst	Handled By	Satisfied	Prior Contact	Responded By
1	8/5/97	Jordan, Peter	65004-99209	GI-05	John	Carol	Yes	Yes	Mass Mktg
2	8/5/97	Emerson, Lewis	34875-09378	GI-99 Heat Pump Prog.	Shirley	Carol	Yes	No	Mass Mktg
3	8/6/97	Iano, Barbara	80481-71089	GI-03	Ruth	Rita	No	Yes	Rita
	8/7/97	Vetars, Peter	39074-36072	GI-99 Deposit	Ellen	Melissa	Yes	No	Melissa
	8/7/97	Rivera, Yajaira	16118-73370	GI-03	Noela	Melissa	Yes	No	Melissa
6	8/8/97	Lewis, Cecilia	23886-23598	GI-03	Ruth	Carol	Yes	Yes	Carol
7	8/11/97	Seller, Linda	59900-74555	GI-99 New Acct	Ruth	Melissa	Yes	No	Melissa
8	8/12/97	Jordan, James	10122-89825	GI-99 Inside Trouble	Ruth	Kimberly			E&O
9	8/12/97	Fish, Joe & Cindy	41254-51910	GI-99 Tree Trim	Ruth	Melissa	Yes	Yes	E&O
10	8/13/97	Kimbrel, Mr.	97838-73846	GI-99 Can't Reach FPC	Sam	Carol	No	No	Carol
11	8/14/97	Ormaski, Mr.	70860-34484	GI-99 Light/watchman	Ellen	Melissa	No	Yes	E&O
12	8/14/97	Neal, Mr.	Not FPC Cust.	GI-99 Mowing of Ease.	John	Melissa	Yes	No	Transmission
13	8/15/97	Anderson, Angela	87881-41068	GI-99 New Acct.	Ruth	Melissa	No	Yes	Melissa
14	8/15/97	Salisbury, Harvey	14799-44692	GI-99 Bill Due Date	Ellen	Kimberly	Yes	No	Kimberly
15	8/15/97	Craw, Thomas	17070-72269	GI-99 Disconnect	Noela	Kimberly	Yes	No	Credit
16	8/18/97	Anonymous	Unknown	GI-99 Mowing of Subst	Carmen	Carol	Unknown	Unknown	Transmission
17	8/18/97	Gilmore, Albert	57954-09045	GI-03		Tim	Yes	No	Tim
18	8/19/97	Kids Love Us Child Ctr	82314-32392	GI-99 Surge Prot. Svc	Kate	Connie	Yes	No	Mass Mktg
19	8/20/97	Huynh, Jhuy Thi	18426-30074	GI-99 Disconnect	Ruth	Kimberly	Yes	No	Kimberly
20	8/20/97	King, Bennett	27252-10044	GI-99 Billing Inquiry	Ellen	Melissa	Yes	No	Melissa
21	8/22/97	Bangyak, Kimberly	78488-40314	GI-03		Melissa	Yes	No	Melissa
22	8/22/97	Frizzell, Melissa	17985-40905	GI-03	Sam	Carol	Yes	No	Carol
23	8/25/97	Bartow, Caren	27585-63390	GI-99 Verify Pmt Rcvd	Ruth	Carol	Yes	No	Carol
24	8/25/97	Nelson, Daniel	29823-96236	GI-99 Late Fee	Ellen	Kimberly	No	Yes	Kimberly
25	8/27/97	Singletary, Debora	75813-60373	GI-03	Ellen	Carol	Yes	Yes	Carol
26	8/28/97	Hermanson, Kathy	52082-54796	GI-99 Inc. of Dep	Ellen	Carol	Yes	Yes	Carol
27	8/29/97	Gasta, Francis	17863-60148	GI-99 Cut for Nonpay	Shirley	Carol	Yes	Yes	Carol
28	8/29/97	Payne, Ken	81700-45288	GI-05	John	Rita	Unknown	Yes	Mass Mktg
	8/29/97	Frieze, Kelly	27942-10587	GI-99 Verify Pmt Rcvd	John	Melissa	Yes	Yes	Melissa

*REVIEWED
BY
COMMISSION
- CREDIT EXTENSION
- OUTSIDE ISSUES
- NO. 11
- ASSISTANCE ABOUT
GIVEN FPC OPPORTUNITY
TO RESOLVE*

**CUSTOMER CONTACTS
COMPLAINT RESOLUTION - AUGUST 1997**

EXECUTIVE OFFICE CALLS

No.	Date	Customer Name	Direct - Concern	Call Taken By	Call Duration	Prior Contact	Dept.	Cust. Satisfied
1	8/1/97	Applefield, Mark	Fuel Refund	Carol				
2	8/4/97	Ledger, Elaine	Deposit - Initial	Carol	9 Minutes	Yes		No
3	8/4/97	Madsen, Mrs.	Final Refund	Carol				
4	8/5/97	Hunt, John	Reconnect Service	Kimberly	70 Minutes	Yes		No
5	8/6/97	Cornelius	CONP	Kimberly	30 Minutes			Yes
6	8/6/97	Crilley, Jeffrey	CONP	Kimberly	20 Minutes			
7	8/6/97	Davis, Cindy E.	CONP	Kimberly	30 Minutes			Yes
8	8/6/97	Faraci, Louis	Deposit Refund	Melissa	25 Minutes			
9	8/6/97	Faraci, Louis	Deposit Refund	Melissa	25 Minutes	Yes		Yes
10	8/6/97	Kujawa, Walter	CONP	Melissa				
11	8/6/97	Ruebin, Erin	New Envelopes	Rita	20 Minutes	No		No
12	8/8/97	Argalas, Steve	Phone Number	Kimberly	5 Minutes			
13	8/8/97	Davis, Mike	ENF Info	Carol				
14	8/8/97	Jungbe, Carlos	Property Damage	Kimberly	20 Minutes			
15	8/8/97	Watson, Henrietta	Outage/Prop. Damage	Rita	25 Minutes	Yes		No
16	8/11/97	Johnson, Ron	Former Inquiry	Melissa	15 Minutes	No		Yes
17	8/12/97	Clapp, Belle	Adams Landing	Melissa	10 Minutes			
18	8/12/97	Fish, Mrs.	Tree Trimming	Kimberly	15 Minutes			
19	8/12/97	Haag, Rocky	CONP/RECO	Melissa				
20	8/12/97	Rash, Mr.	Outages	Carol				
21	8/13/97	Hawk, Judi	Claims	Carol				
22	8/13/97	Kujawa, Mrs.	CEX	Carol				

CREDIT EXTENSION

**CUSTOMER CONTACTS
COMPLAINT RESOLUTION - AUGUST 1997**

EXECUTIVE OFFICE CALLS

No.	Date	Customer Name	Direct - Concern	Call Taken By	Call Duration	Prst Contact	Dept.	Cust. Satisfied
23	8/13/97	Sylvester, John	EFT <i>للتك... التي...</i>	Kimberly	12 Minutes			
24	8/14/97	Comby, Nancy	CONP	Unknown				
25	8/14/97	Lopez, Kim	CONP	Melissa/Kimberly	20 Minutes			
26	8/14/97	Rath, Patricia	Rude Employee	Carol				
27	8/14/97	Votlik	Lack of followup Complaint on PFC	Carol				
28	8/15/97	Coleman, Ray	Driver	Melissa				
29	8/15/97	Haas, Natalie	PSC Inquiry	Melissa				
30	8/15/97	Paulson, Mr.	Damage Property	Kimberly	10 Minutes			
31	8/18/97	Noel, Robert	Outages	Melissa	15 Minutes			
32	8/19/97	Cunnings, Alfred	Outage/Prop. Damage	Kimberly	10 Minutes			
33	8/20/97	Cooper, Miller	Reconnect	Kimberly	16 Minutes			
34	8/20/97	Sage, Mr.	Tree Trimming	Carol				
35	8/21/97	Adkins, Ronda	CEX	Carol	17 Minutes			
36	8/21/97	Dunn, Fletcher	Truck Using Road	Melissa	5 Minutes	Yes		Yes
37	8/21/97	Korn, Saul	Outage	Carol				
38	8/21/97	Smith, Carrie	Tree Trimming	Carol				
39	8/25/97	Curtis, John	Late Notice	Carol				
40	8/25/97	Frick, Mary Both	Outage	Carol	27 Minutes			
41	8/25/97	Spung, Paul	Claims		3 Minutes			
42	8/28/97	Santana, Franklin	Tree Trimming	Rita	6 Minutes			
43	8/29/97	Baysicle Machine	Deposit	Carol				
44	8/28/97	Bochman, Michele	CONP	Carol	20 Minutes			

CUSTOMER CONTACTS
 COMPLAINT RESOL N - AUGUST 1997

EXECUTIVE OFFICE CALLS

No.	Date	Customer Name	Direct - Concern	Call Taken By	Call Duration	Prior Contact	Dept.	Cust. Satisfied
45	8/27/97	Phillips, Stuart	Wanted FPL					
46	8/25/97	Kraft, Beverly	Billing	Rita	20 Minutes			
47	8/25/97	Frick, Mary Beth	CONP	Carol	30 Minutes			
48	8/22/97	Mora, Geraldine	Outages	Carol	10 Minutes			
49	8/20/97	Petrosky, Stephanie	Bad Checks	Carol				
50	8/22/97	Karaeglu, Burhan	CEX	Kimberly	20 Minutes			
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EXECUTIVE OFFICE LETTERS - 1997

7/8

No.	Date Received	Issued To:	Date Responded	Complainant's Name	Type	Replied By:	Root Cause	Avoid?
59	7/8/97	Kimberly	7/10/97	Westling, David	Underground	Sue Cleary		
60	7/8/97	Melissa		Brown, Wm. A	High Bill	Sue Cleary		
61	7/1/97	Melissa	7/1/97	Wubber, J.	Information	Melissa		
62	7/11/97	Carol	7/29/97	Thomas, Eileen	Billing	Carol		
63	7/18/97	Kimberly	7/24/97	Hendrix, Fran	Billing	Kimberly		
64	8/5/97	Melissa	8/11/97	Huegel, John	Usage	Sue Cleary		
65	8/11/97	Carol	8/26/97	Board, James	✓ Outage	Carol		
66	8/11/97	Kimberly		Scanlon, Gerald	Tree Trimming			
67	8/11/97	Melissa	8/12/97	Brown, Evangene	Sv. Charge	Melissa		
68	8/11/97	Carol		Bartell, Earle	FPSC			
69	8/10/97	Kimberly	9/3	Turner, David	Fwd Reford	Kimberly		
70	8/9/97	Melissa		Huder, R.C.				
71	8/13/97	Carol	8/26/97	Jenks, J.S.	✓ Claims	T. Moorehouse		
72	8/14/97	Kimberly		Sime, Walter				
73	8/18/97	Carol		Truelove, Cindy				
74	8/25/97	Melissa	8/27/97	Logel, Genevieve	✓ Billing	Melissa		
75	8/13/97	Melissa	8/18/97	King, Bertha	Billing	Melissa		

EXECUTIVE OFFIC LETTERS - 1997

No.	Date Received	Issued To:	Date Responded	Complainant's Name	Type	Replied By:	Root Cause	Avoid?
76	8/28/97	Kimberly		Reuter, Otto	Billing			
77	8/28/97	Carol		Vera	Street Lights			
78	8/28/97	Carol	8/3/97	Rodenbeck, Patrick	Deposit Ltr	Carol		
79	9/5/97	Melissa		Green, Belva	Outages			
80	9/5/97	Kimberly		late charge cleaner, Charles	late fee			
81								
82								
83								
84								
85								
86								
87								
88								
89								
90								

**CUSTOMER CONTACTS
COMPLAINT RESOLUTION - AUGUST 1997**

MISCELLANEOUS

No.	Date	Customer Name	Direct - Concern	Call Taken By	Call Duration	Prior Contact	Dept.	Cust.Satisfied
1	8/5/97	Emerson, Mrs.	Heat Pump Rebate	Dick Literaty				
2	8/6/97	Kuncaid, George	Estimated Readings	Melissa	10 Minutes			
3	8/15/97	Chesbrough, Roger	EFT	Kimberly	5 Minutes			
4	8/15/97	Price, Joanne	Credit Issue	Julie King				
5	8/18/97	Gray, Paul	Complaint on Driver	Melissa				
6	8/19/97	Truelove, Cindy	Load Management	Potential				
7								
8								
9								
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Customer Service System

Account #1990-13534 for GAIL G. WIERTZ

The following contact contact(s) exist(s) for GAIL G. WIERTZ:

Possible PSC Complaint

OK

Select Contacts for GAIL G. WIERTZ

Contact: Edit (Action) Help

Contacted:	Type	Edical	
09/05/97	Possible PSC Complaint	Y	
09/05/97	Energy Efficiency Residential Audit Agree	N	1555 FIFE
07/09/97	Reconnect Completed	N	1555 FIFE
07/07/97	Reconnect Issued	N	1555 FIFE
03/21/96	Credit Issues	N	