

MARKET INSIGHTS DIVERSITY CULTURE ASSESSMENT

Q.1 I am treated with respect and dignity

	TOTAL RESPONSE	NO RESPONSE	STRONGLY AGREE	AGREE	NEUTRAL	STRONGLY DISAGREE	DISAGREE	FAVORABLE	NEUTRAL	UNFAVORABLE	'98 FAV	FAV DIFF
TOTAL COMPANY	3334	42	19%	50%	19%	8%	4%	69%	19%	12%	58%	11%
BUSINESS AREA												
Electric Distribution	840	11	14	46	21	13	6	60	21	19	48	12
Distribution	47	-	21	53	17	9	-	74	17	9	-	74
Total Distribution	1218	21	18	52	20	7	3	70	20	10	49	21
Gas Dist	713	17	14	52	22	7	4	66	22	11	48	19
Appliance Srv	505	4	22	53	17	5	3	75	17	8	49	26
Electric Transmission	104	1	24	52	17	4	3	76	17	7	61	15
Delivery Ops Support	298	1	32	47	13	5	3	79	13	8	62	17
Corporate Rate Counsel	22	-	27	50	14	4	5	77	14	9	64	13
External Affairs	17	-	23	59	12	-	6	82	12	6	63	20
Staff/ Other	34	-	36	38	15	6	6	74	15	12	67	7
Customer Operations	727	7	22	51	17	8	3	73	17	11	73	-1
JOB CATEGORY												
Union	2158	18	13	50	22	10	5	63	22	15	52	12
Total MAST	946	1	34	52	9	4	1	86	9	5	73	13
Admin	116	1	22	65	9	2	1	87	9	3	72	15
Prof/ Tech	363	-	31	51	12	6	1	82	12	7	69	12
Supervisor/ Mngr	434	-	39	50	7	2	1	89	7	3	75	14
Sr Management	33	-	49	30	12	3	6	79	12	9	86	-8

MARKET INSIGHTS MARKET SURVEY - 2002 Total

Mnth of survey

	VISIT EXPECTATIONS			LENGTH OF STAY			CATALOG PURCHASE		INTERNET PURCHASE		CHICAGO RADIUS		HH INCOME		AGE			\$ PURCHASE TODAY		
	LE EXCEED MEET		74	<1 HOUR	1-2 HOURS	2+ HOURS	YES	NO	YES	NO	YES	NO	<\$100K	\$100K+	<34	35-49	50+	<\$100	\$199	\$200+
	(A)	(B)																		
Base=Total	1050	572	476	229	346	446	751	271	418	599	647	299	470	410	146	720	140	391	300	298
	100%	100.0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
April	168	93	74	46	62	56	120	41	68	93	103	58	84	63	22	107	29	57	55	40
	16.0	16.3	15.5	20.1	17.9	12.6	16.0	15.1	16.3	15.5	15.9	19.4	17.9	15.4	15.1	14.9	20.7	14.6	18.3	13.4
				E	E															
May	103	57	46	31	25	43	75	25	36	63	72	25	44	42	13	75	11	44	30	22
	9.8	10.0	9.7	13.5	7.2	9.6	10.0	9.2	8.6	10.5	11.1	8.4	9.4	10.2	8.9	10.4	7.9	11.3	10.0	7.4
				D																
June	167	100	67	34	42	90	130	31	74	86	85	57	69	69	24	118	16	53	43	59
	15.9	17.5	14.1	14.8	12.1	20.2	17.3	11.4	17.7	14.4	13.1	19.1	14.7	16.8	16.4	16.4	11.4	13.6	14.3	19.8
				e			G				k							s		
July	161	94	67	31	44	83	120	39	60	97	81	60	74	52	17	111	27	59	45	49
	15.3	16.4	14.1	13.5	12.7	18.6	16.0	14.4	14.4	16.2	12.5	20.1	15.7	12.7	11.6	15.4	19.3	15.1	15.0	16.4
				e							k									
August	120	62	58	20	59	36	91	28	50	67	72	37	47	53	12	90	18	51	31	36
	11.4	10.8	12.2	8.7	17.1	8.1	12.1	10.3	12.0	11.2	11.1	12.4	10.0	12.9	8.2	12.5	12.9	13.0	10.3	12.1
				d	E															
September	100	61	38	18	32	45	69	30	44	54	68	23	46	40	21	67	9	45	28	24
	9.5	10.7	8.0	7.9	9.2	10.1	9.2	11.1	10.5	9.0	10.5	7.7	9.8	9.8	14.4	9.3	6.4	11.5	9.3	8.1
															P					
October	118	62	56	23	46	45	73	41	39	77	85	21	59	44	22	77	15	41	41	31
	11.2	10.8	11.8	10.0	13.3	10.1	9.7	15.1	9.3	12.9	13.1	7.0	12.6	10.7	15.1	10.7	10.7	10.5	13.7	10.4
							g				K									
November	113	43	70	26	36	48	73	36	47	62	81	18	47	47	15	75	15	41	27	37
	10.8	7.5	14.7	11.4	10.4	10.8	9.7	13.3	11.2	10.4	12.5	6.0	10.0	11.5	10.3	10.4	10.7	10.5	9.0	12.4
		b									K									

Statistical Testing @ 95% confidence, A-B, C-D-E, F-G, H-I, J-K, L-M N-O-P, Q-R-S
 MARKET INSIGHTS 856.354.0821