



ELECTRIC POWER ASSOCIATIONS
OF MISSISSIPPI

ENERGY SOLUTIONS



We heard from you!

As a member-owned organization, your electric power association understands the importance of clear communication with you. Listening to you is a priority and is essential as we develop plans for the future.

It is our responsibility to know how our electric power association members feel about issues that affect their quality of life. We have always focused on you, our member, for the exchange of ideas and information.

The national discussion on rising costs, climate change and renewable energy sources is generating a heavy dose of information, surveys and proposed solutions. The discussion and survey numbers may be focused on a national level, but they do include issues that will impact Mississippi's electric utility industry.

So what do Mississippians think?

Statistical information is abundant and provides an overall perspective of the situation. These numbers are certainly important, but not nearly as important to us as what *you* think.

An independent survey was conducted in fall 2008 among a representative cross-section of Mississippi electric power association members.

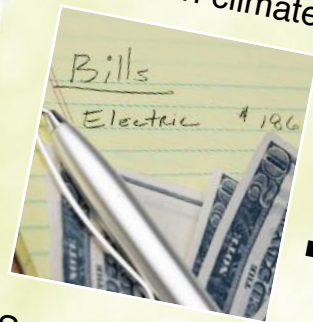
The survey was designed to gauge our members' reaction to climate-change legislation, determine what they know about global warming, and analyze their overall and environmental concerns.

We found that Mississippians share some of the national viewpoints, and they expressed a moderate level of concern about global warming. But they spoke loudly of their fear that legislation dealing with climate change will lead to higher electricity rates.

SURVEY SUMMARY

Responses from electric power association members in Mississippi

- There is fear and a strong expectation that any Congressional action on climate change will lead to higher electricity rates. Two out of three members think their electric bills will go up due to Congressional action.



- 58 percent said they are not willing to pay more on their electric bill to help fight climate change.

- Mississippians are positive about the condition of the environment in their state, with 57 percent describing it as excellent or good.

- Several issues are more of a concern than protecting the environment, including the economy, jobs, war, health care, education and crime.

- They prefer a go-slow approach that will allow technology to develop so costs don't spike up in the short term.

- Members' perception of their local electric power association is overwhelmingly positive at 63 percent (and only 8 percent negative), which indicates they trust us to look out for their interests.

- Only 43 percent of members believe global warming is currently happening, 33 percent believe it will happen in years to come and 14 percent say it is not happening at all.

- When asked of ways to address the climate-change issue, 29 percent cite changes in their lifestyle such as conserving energy, driving hybrid cars and recycling. An additional 20 percent would address it by developing alternative new energy sources.

- 81 percent say they have reduced their own energy consumption because of concerns about the cost of energy.

- Electric power association members have little objection to building coal-fired power plants, and almost half favor building more nuclear plants.



This valuable feedback from our members is important and will be used to help us deliver a strong message to our elected officials. Mississippians do care about the environment, but we must be cautious in the decision-making process to ensure we maintain an affordable and reliable electric service system.