



Nebraska Public Power District

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Reputation Research Study June 2024



Key Findings

- In general, NPPD's relationship with stakeholder groups continues to be strong; however, there has been slippage from last year.
- The percent of Wholesale GM's rating NPPD's reputation as excellent has increased while the same percent for Retail Community Leaders has decreased.
- The percentage of stakeholders rating trust in NPPD as excellent has dipped with the biggest drop occurring with Retail Community Leaders.
- Overall satisfaction with NPPD has remained constant at a very high level.
- Service delivery remains the most important driver for both NPPD reputation and trust.
- After very high employee engagement scores for the years 2020-2023 the scores have decreased for 2024.



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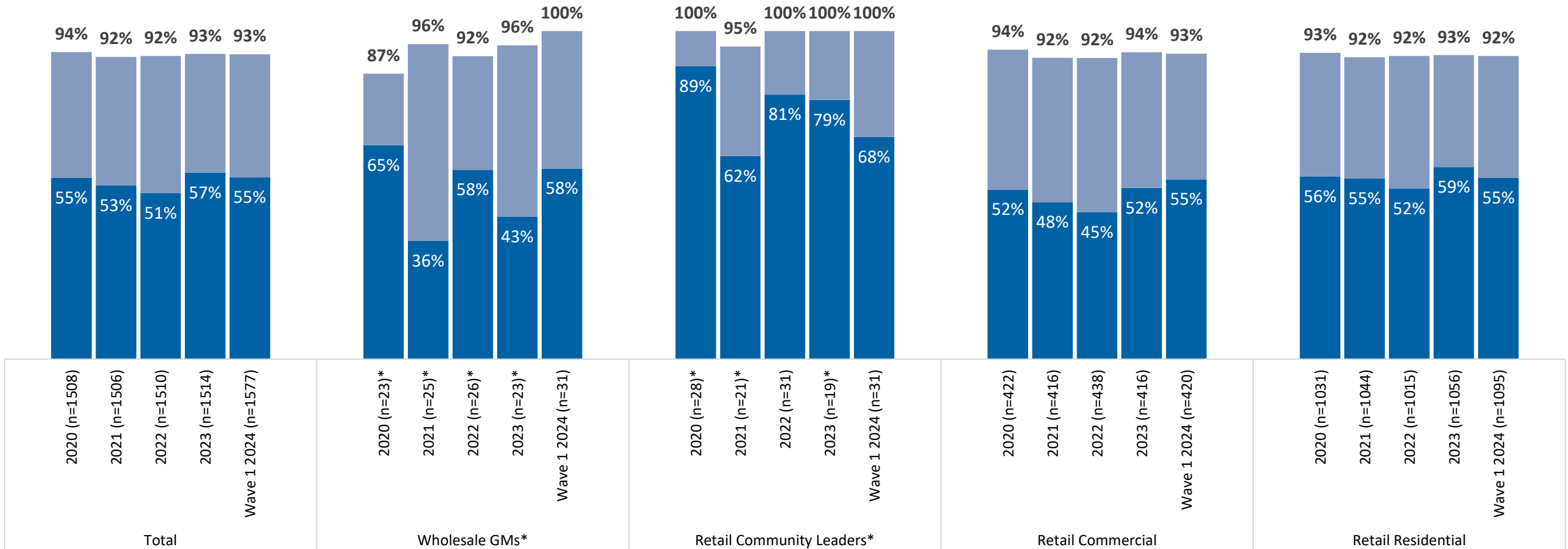
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**Reputation, Trust,
Satisfaction, and Key
Drivers**

Perception of NPPD's reputation continues to remain positive, with at least nine out of ten respondents giving NPPD a "good" or "excellent" rating.

NPPD REPUTATION

■ % Excellent ■ % Good/Excellent

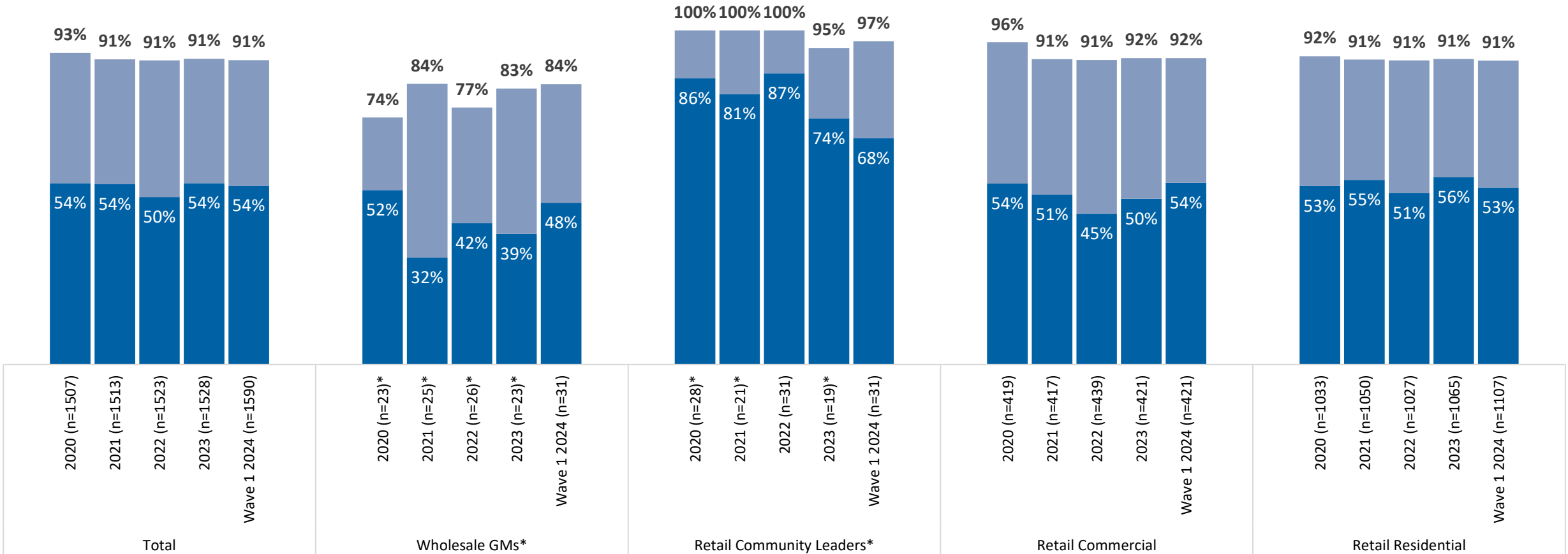


*Small sample sizes. View results with caution.
No significant differences at the 95% confidence level in Wave 1 2024 compared to 2023.
Q5A. Overall, how would you rate the reputation of Nebraska Public Power District?

In total, level of trust remains comparable to the prior wave in Wave 1 2024.

LEVEL OF TRUST OF NPPD

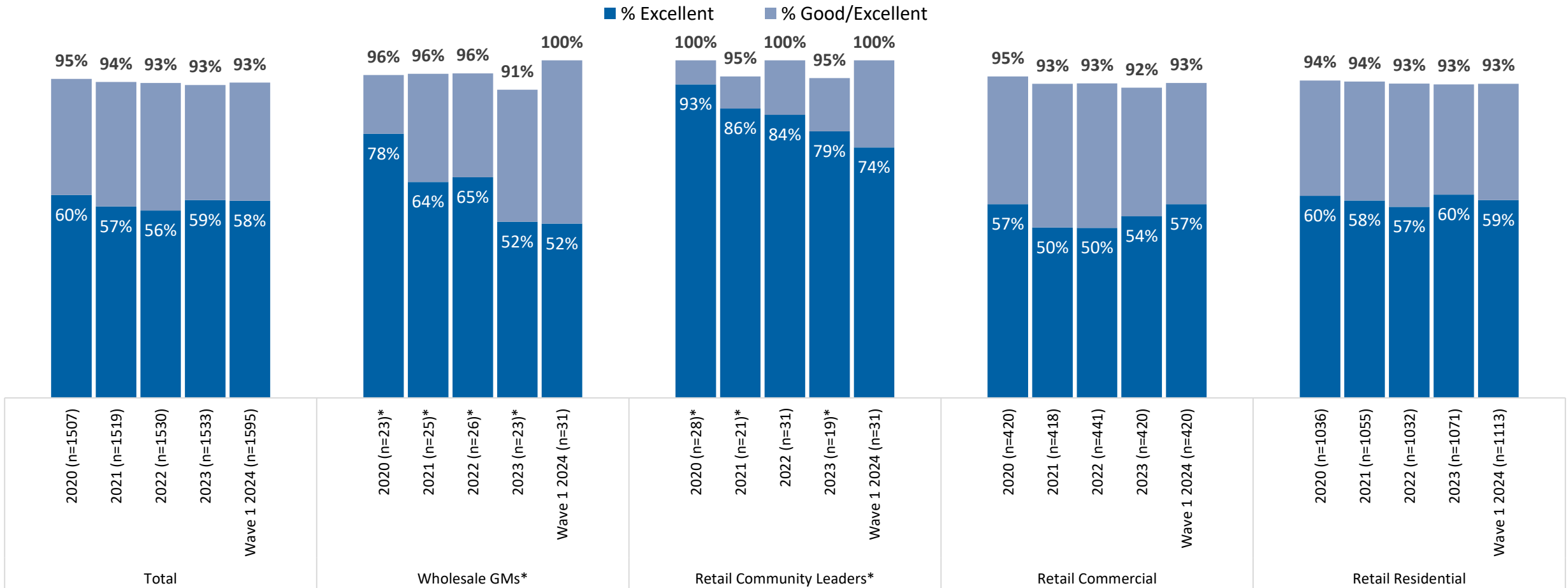
■ % Excellent ■ % Good/Excellent



*Small sample sizes. View results with caution.
No significant differences at the 95% confidence level in Wave 1 2024 compared to 2023.
Q5B. How would you rate your level of trust of NPPD?

Overall satisfaction with NPPD has remained at a very high level across all groups since 2020, with at least nine out of ten respondents giving “good” or “excellent” ratings.

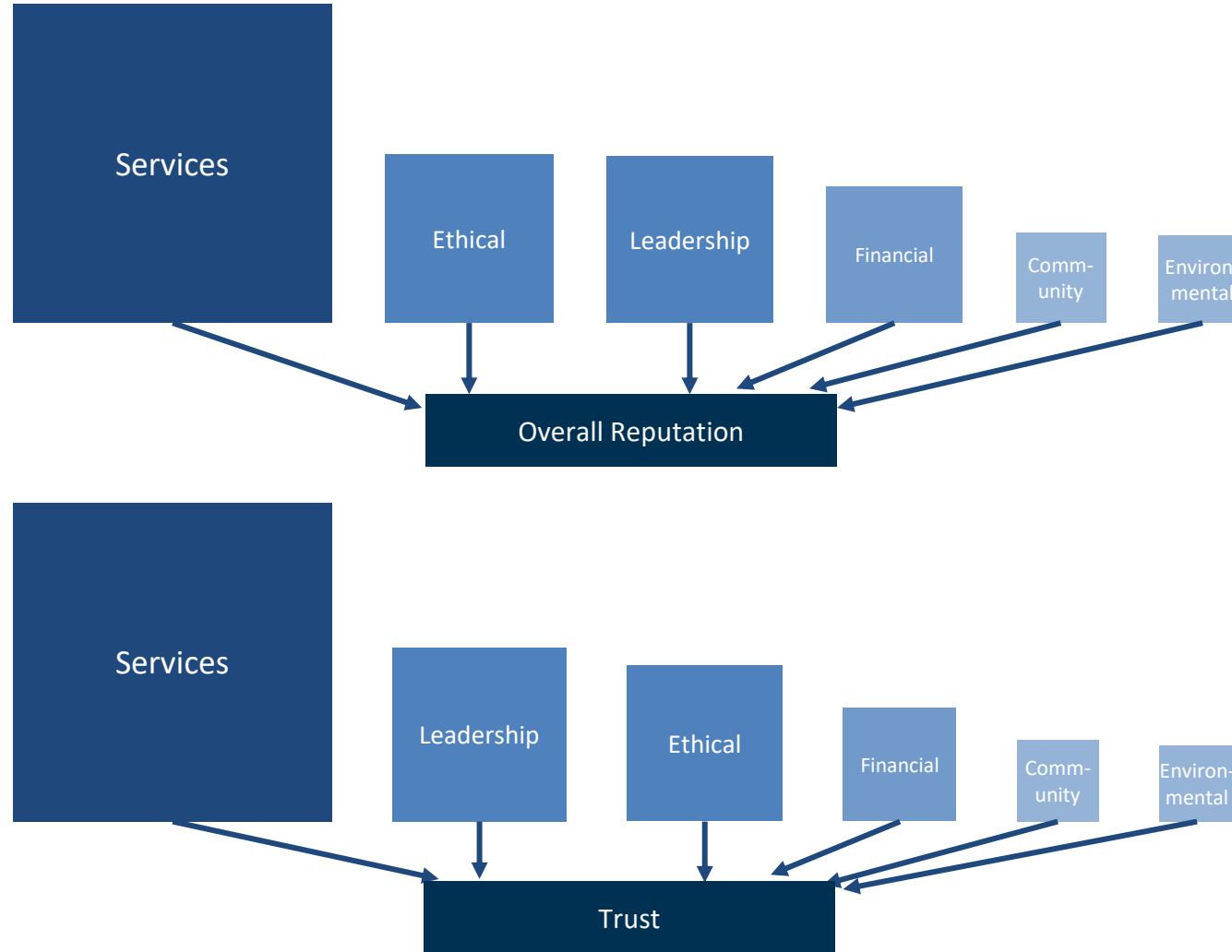
OVERALL SATISFACTION WITH ELECTRICAL SERVICE PROVIDED BY NPPD



*Small sample sizes. View results with caution.
No significant differences at the 95% confidence level in Wave 1 2024 compared to 2023.
Q5C. How would you rate your overall satisfaction with the electrical service that NPPD provides?

Key Driver Analysis

Service delivery remains the most important driver for both overall reputation and trust.



Results based on relative weights regression analysis. Area of each attribute is approximately equivalent to its impact as a driver.



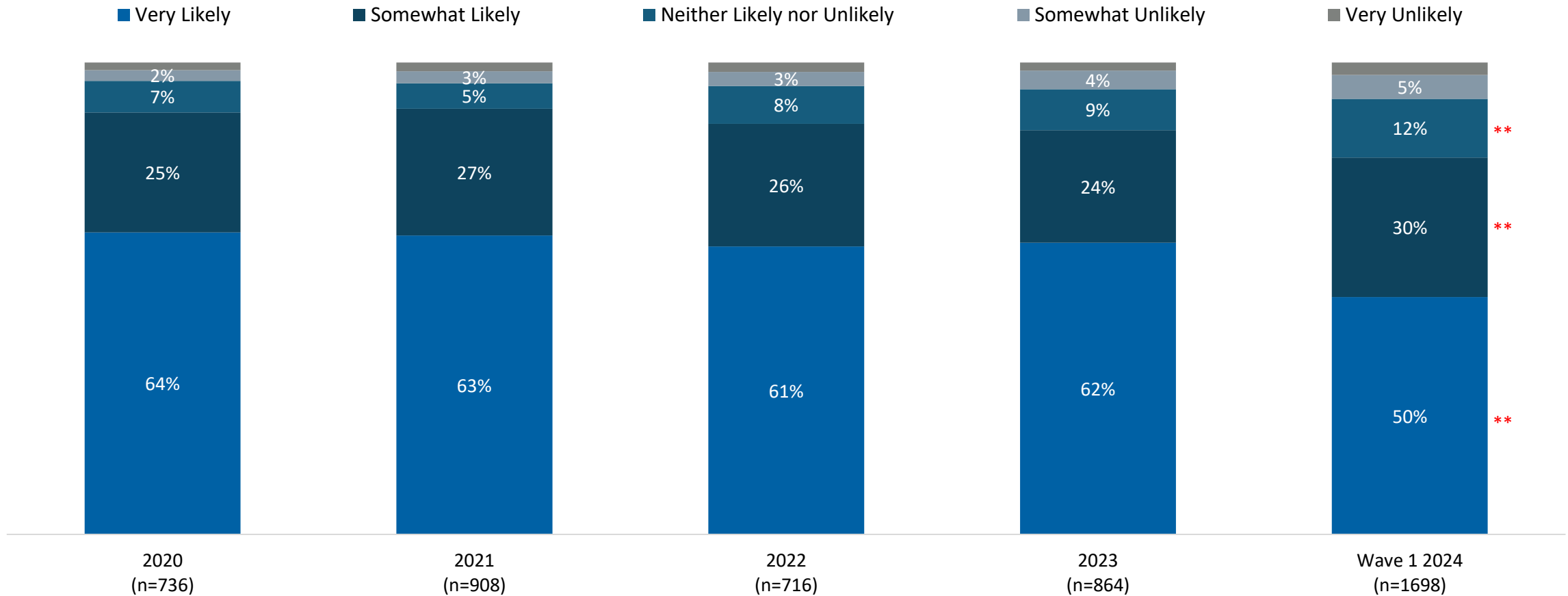
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Employees

The likelihood of employees to recommend NPPD as an employer decreased in Wave 1 2024, with only 50% of employees being very likely to recommend NPPD.

LIKELIHOOD TO RECOMMEND NPPD AS AN EMPLOYER

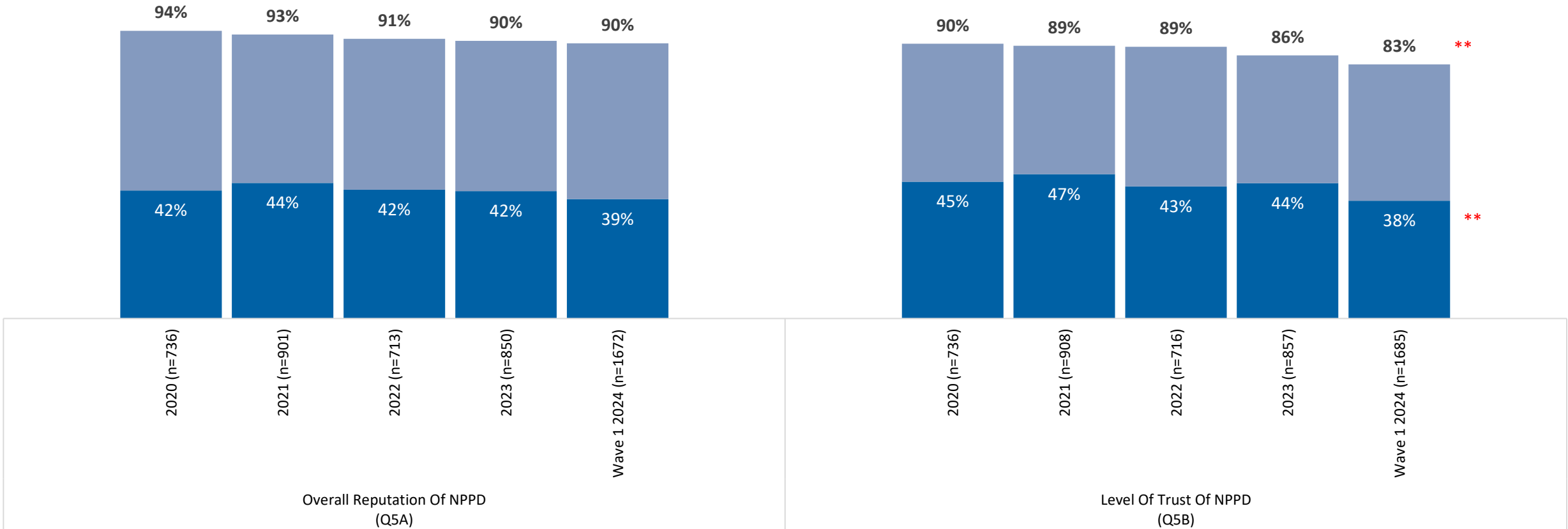


**Significant difference at the 95% confidence level in Wave 1 2024 compared to 2023. Q9Q. How likely are you to recommend NPPD as a great place to work?

NPPD continues to have a strong reputation among employees although the level of trust declined since 2023.

RATINGS OF NPPD REPUTATION AND TRUST

■ % Excellent ■ % Good/Excellent

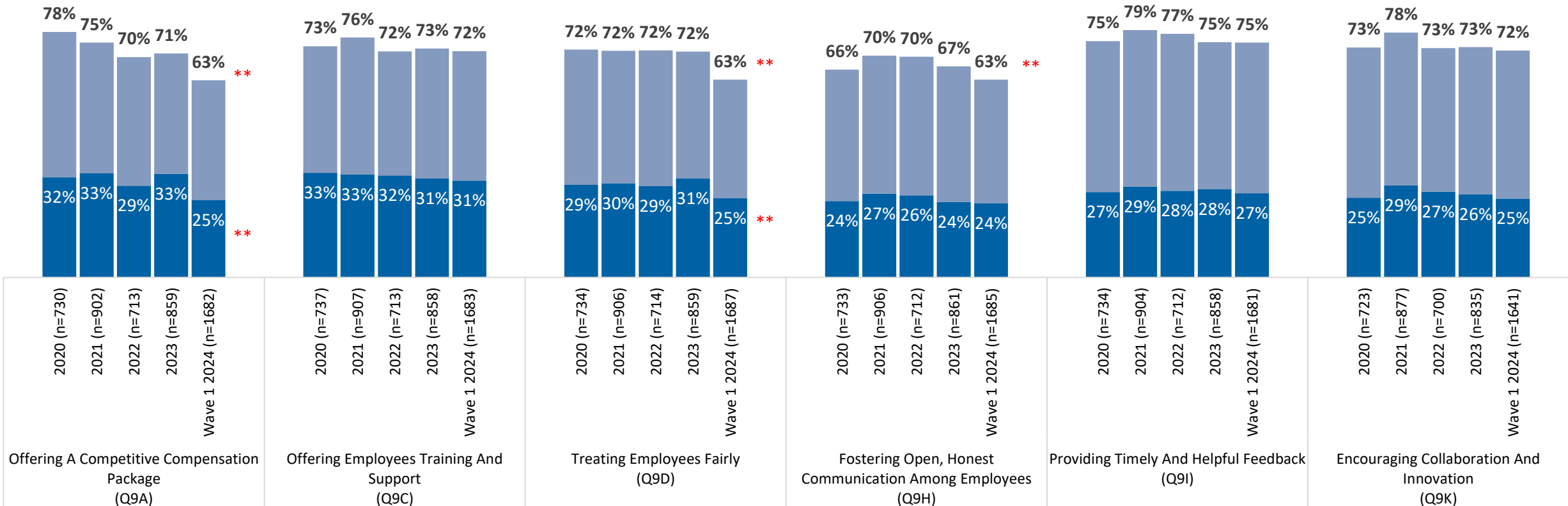


**Significant difference at the 95% confidence level in Wave 1 2024 compared to 2023.
 Q5A. Overall, how would you rate the reputation of Nebraska Public Power District? / Q5B. How would you rate your level of trust of NPPD?

As an employer, NPPD declined in Wave 1 2024 in the areas of offering a competitive compensation package, treating employees fairly, & fostering communication.

EMPLOYEE RATINGS OF NPPD AS EMPLOYER

■ % Excellent ■ % Good/Excellent

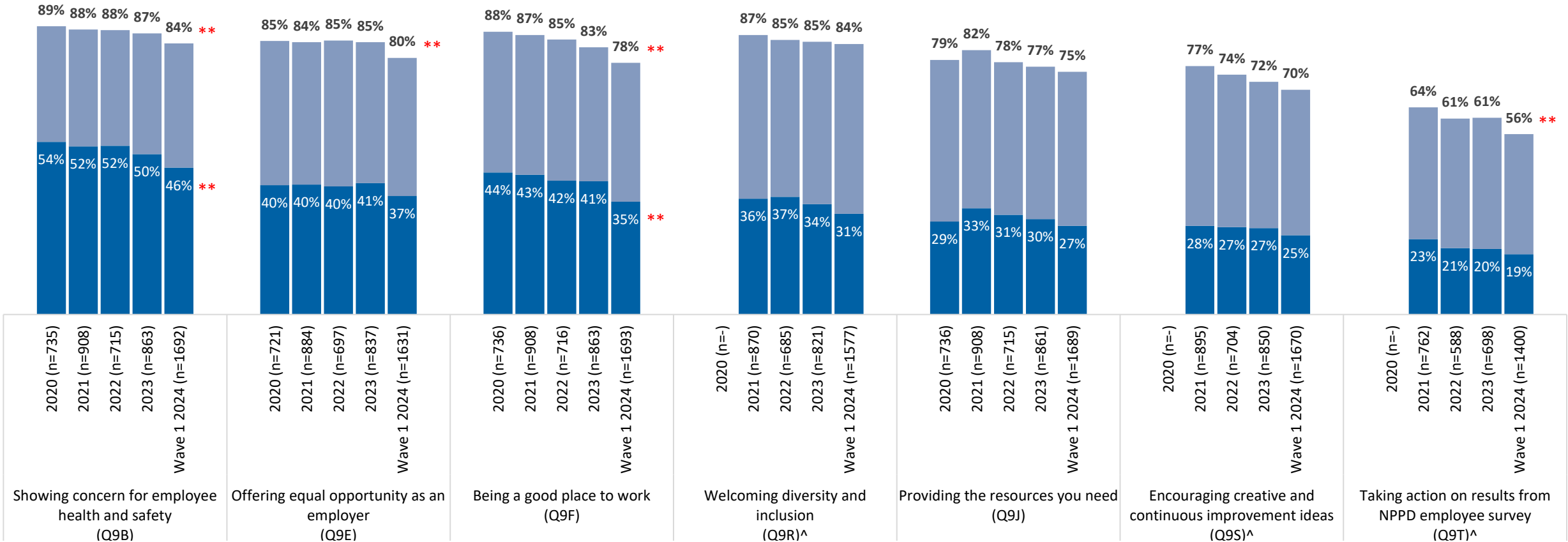


**Significant difference at the 95% confidence level in Wave 1 2024 compared to 2023. Q9A-Q9K. Based on your first-hand experiences, please rate NPPD as an employer on the following.

Scores decreased this wave in four of the seven areas rating NPPD as an employer.

EMPLOYEE RATINGS OF NPPD AS EMPLOYER

■ % Excellent ■ % Good/Excellent



**Significant difference at the 95% confidence level in Wave 1 2024 compared to 2023.

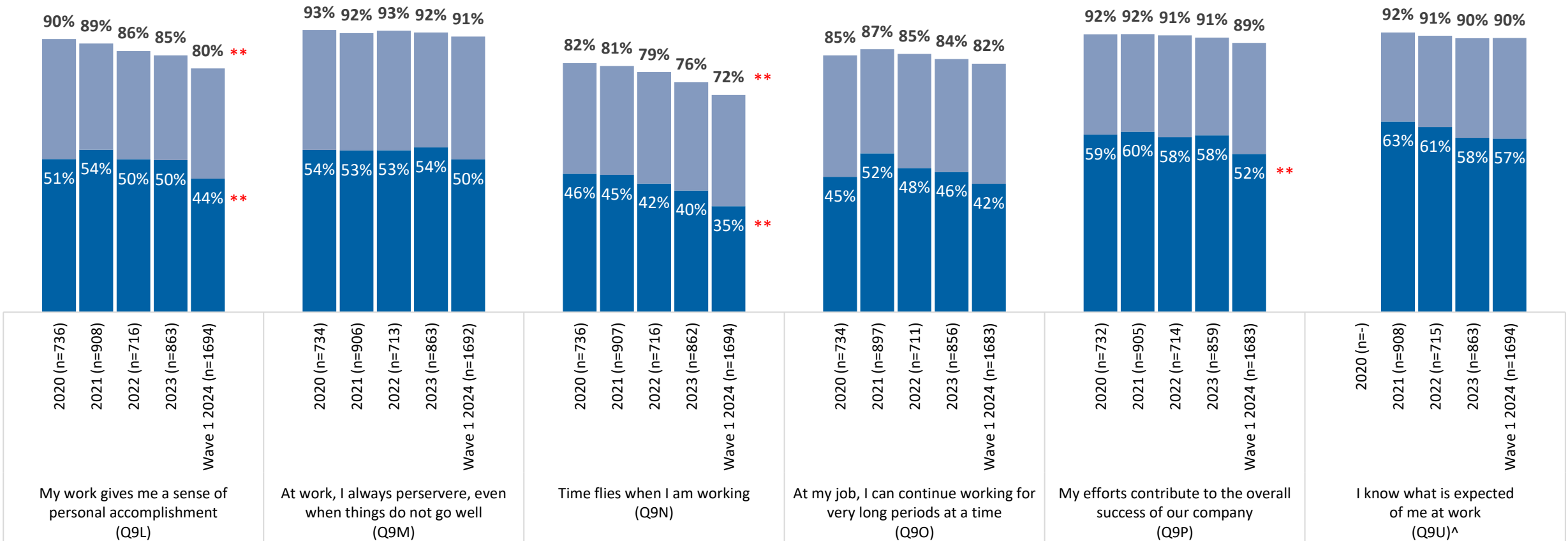
^Only asked of years shown.

Q9B-Q9T. Based on your first-hand experiences, please rate NPPD as an employer on the following.

Compared to 2023, in Wave 1 2024 employees were less likely to agree their work gave a sense of personal accomplishment, time flies when working, or that their efforts contributed to the overall success of the company.

EMPLOYEE RATINGS OF NPPD AS EMPLOYER

■ % Strongly Agree ■ % Somewhat/Strongly Agree



**Significant difference at the 95% confidence level in Wave 1 2024 compared to 2023.

^Only asked of years shown.

Q9L-Q9U. Based on your first-hand experiences, please rate NPPD as an employer on the following.

Summary and Next Steps

- As with last year, you can largely stay the course with your external stakeholders as your relationships remain strong.
- Even though employee scores have decreased they remain strong.
- Wave 1 of 2024 had the highest level of employee participation from prior years.
- After having an opportunity to dive into the granular data with NPPD management, action plans will be created and communicated at a future Board of Directors meeting.



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Questions