



Nebraska Public Power District

Always there when you need us

Reputation Research Study August 2025



Key Findings

- In general, NPPD's relationship with stakeholder groups and customers continues to be strong.
- The percentage of Retail Community Leaders rating NPPD's reputation as excellent has increased, while the same percentage for other stakeholders has largely remained the same.
- The percentage of stakeholders rating trust in NPPD as excellent increased for all stakeholder groups with the exception of Retail Commercial customers, which dipped slightly.
- Overall satisfaction with the energy service provided by NPPD has remained consistently at a very high level.
- Service remains the most important driver for both NPPD reputation and trust among customers; ethics and leadership remain a distant second and third.
- After a dip in employee scores for 2024, the scores rebounded very strongly in 2025 with the percent very likely to recommend NPPD as a place to work jumping from 50% to 60%.
- Employee scores improved across all categories including trust and reputation.



Nebraska Public Power District

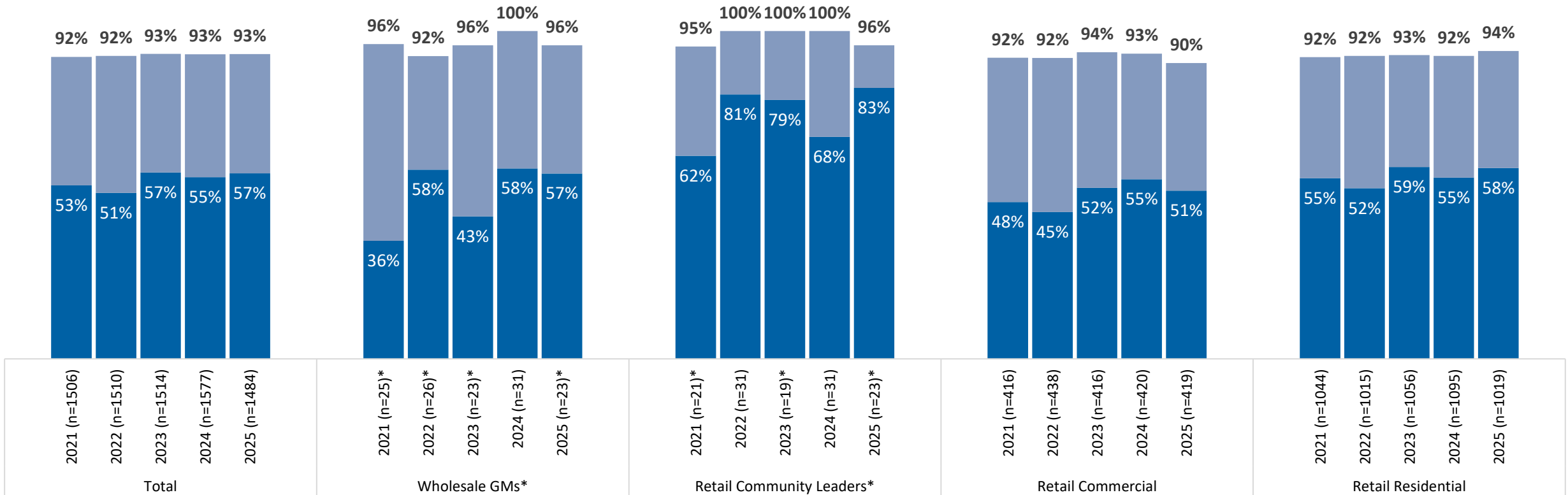
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**Reputation, Trust and
Satisfaction**

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

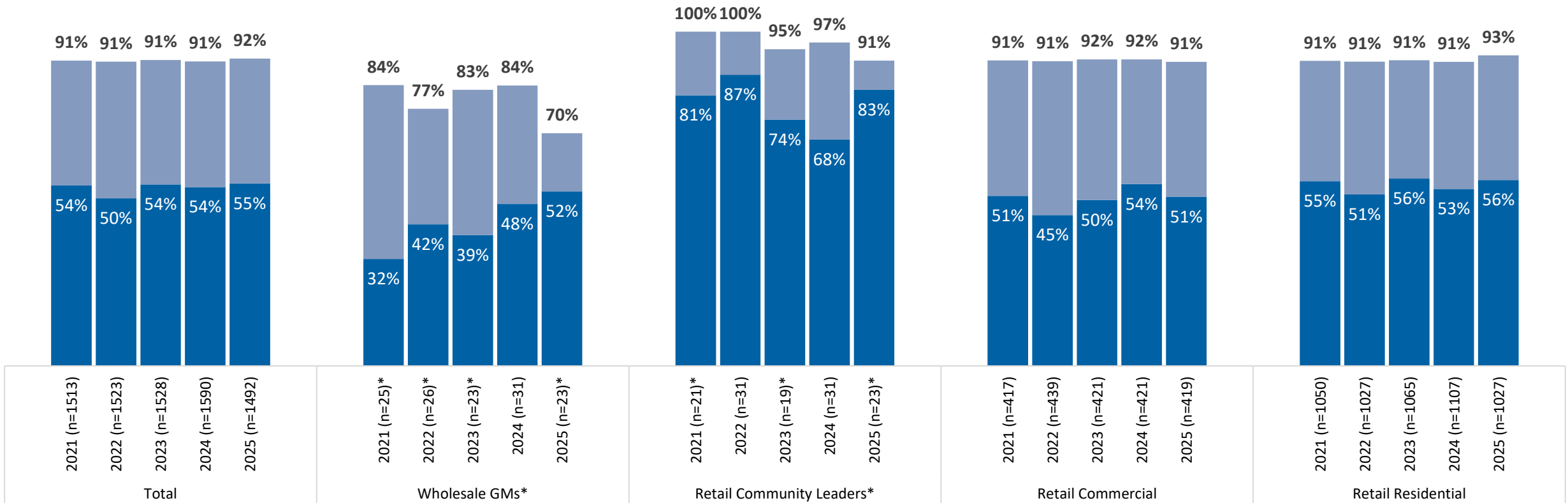
■ % Excellent ■ % Good/Excellent



In 2025, the level of trust overall remains similar to 2024. Wholesale GMs and Retail Community Leaders had lower levels of trust; however, both scores were based on a small sample size.

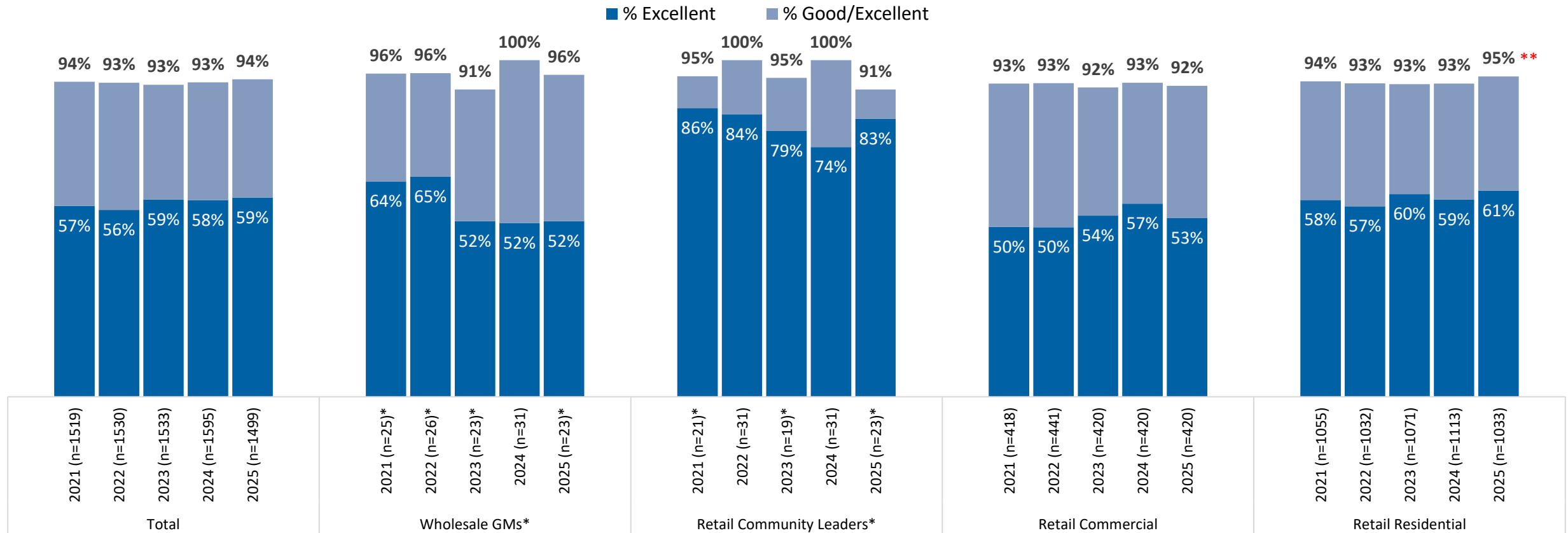
LEVEL OF TRUST OF NPPD

■ % Excellent ■ % Good/Excellent



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



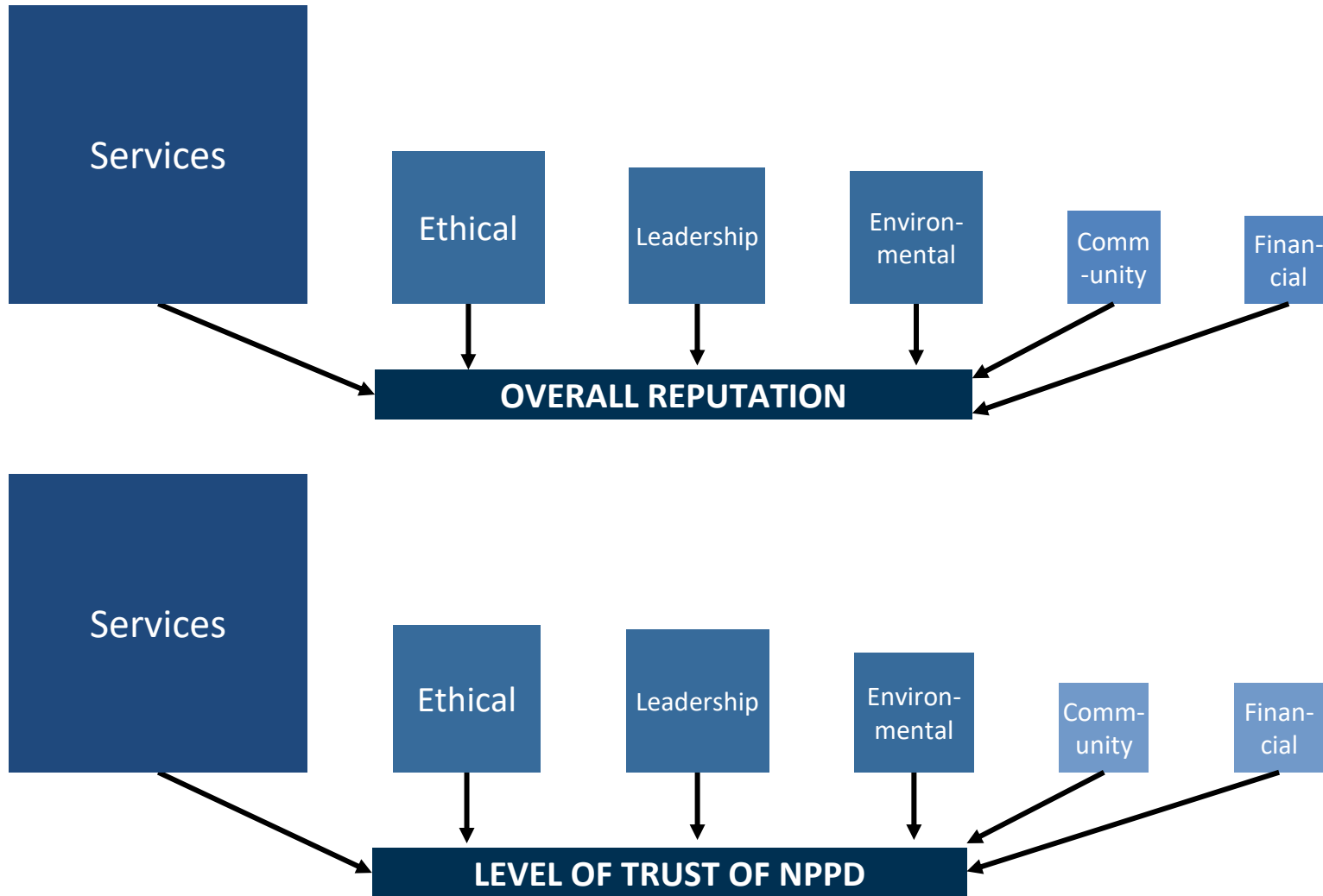
*Small sample sizes. View results with caution.

**Significant difference at the 95% confidence level in 2025 compared to 2024.

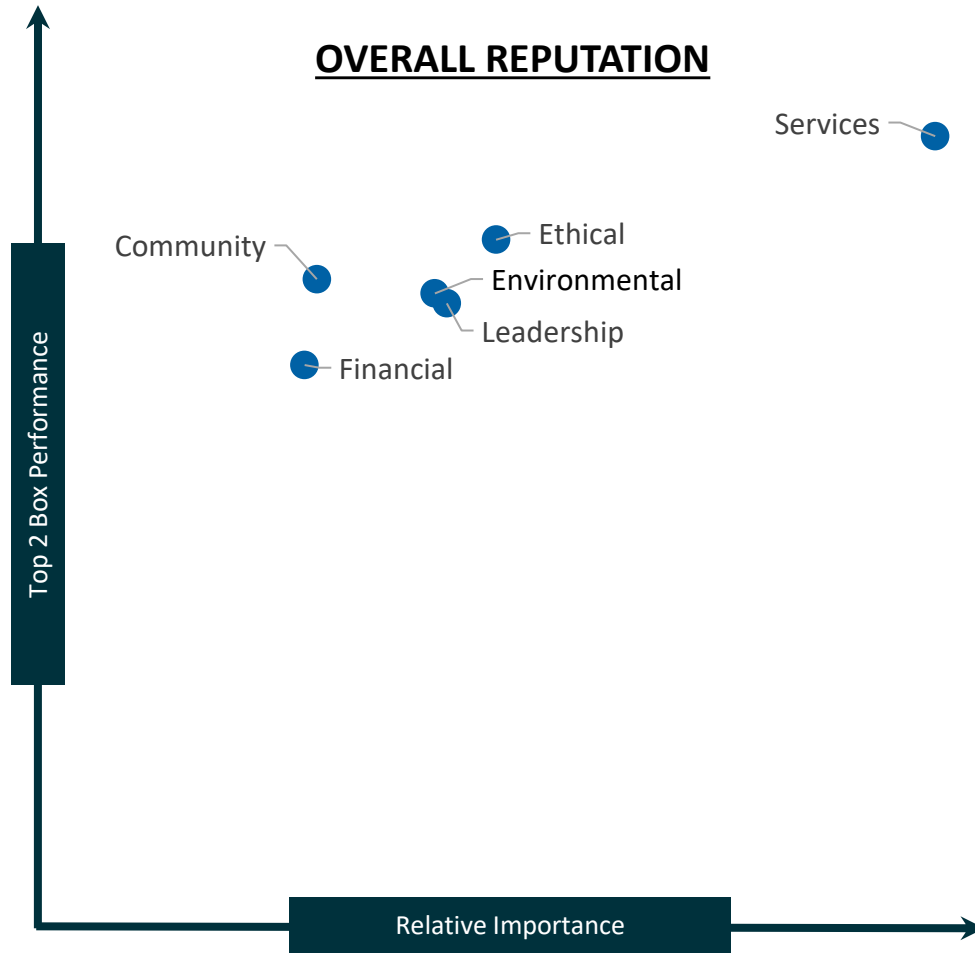
Q5C. How would you rate your overall satisfaction with the electrical service that NPPD provides?

Key Driver Analysis

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



Services is an important driver for both overall reputation and trust, and NPPD scores high in this area among customers.





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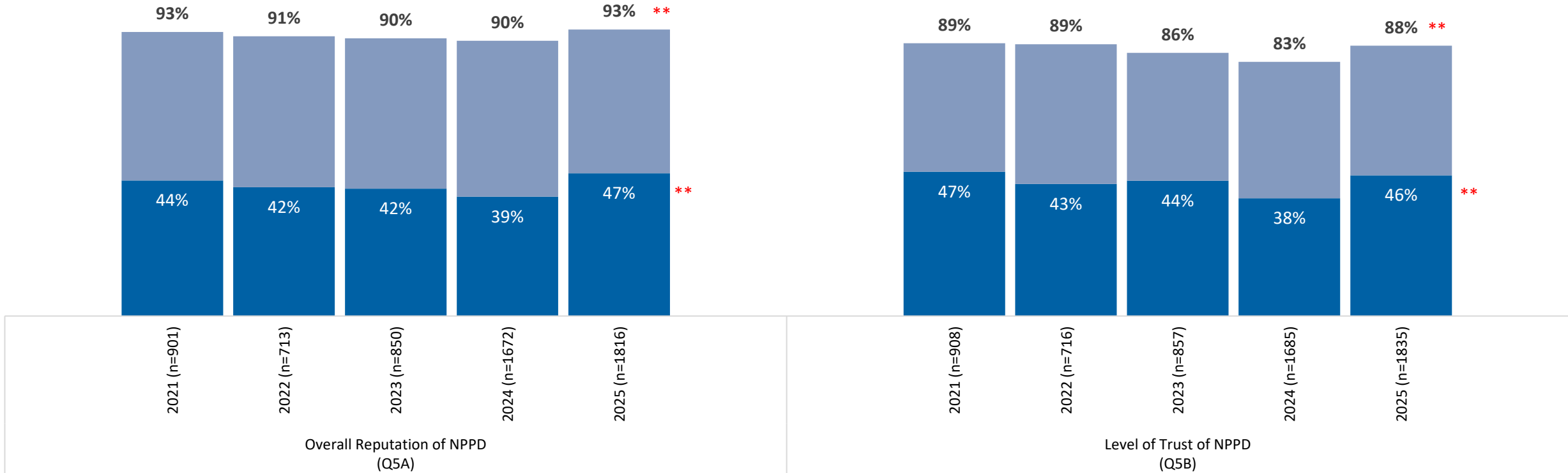
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Employees

NPPD continues to have a strong reputation among employees. Scores have improved since the decline experienced in 2024.

RATINGS OF NPPD REPUTATION AND TRUST

■ % Excellent ■ % Good/Excellent

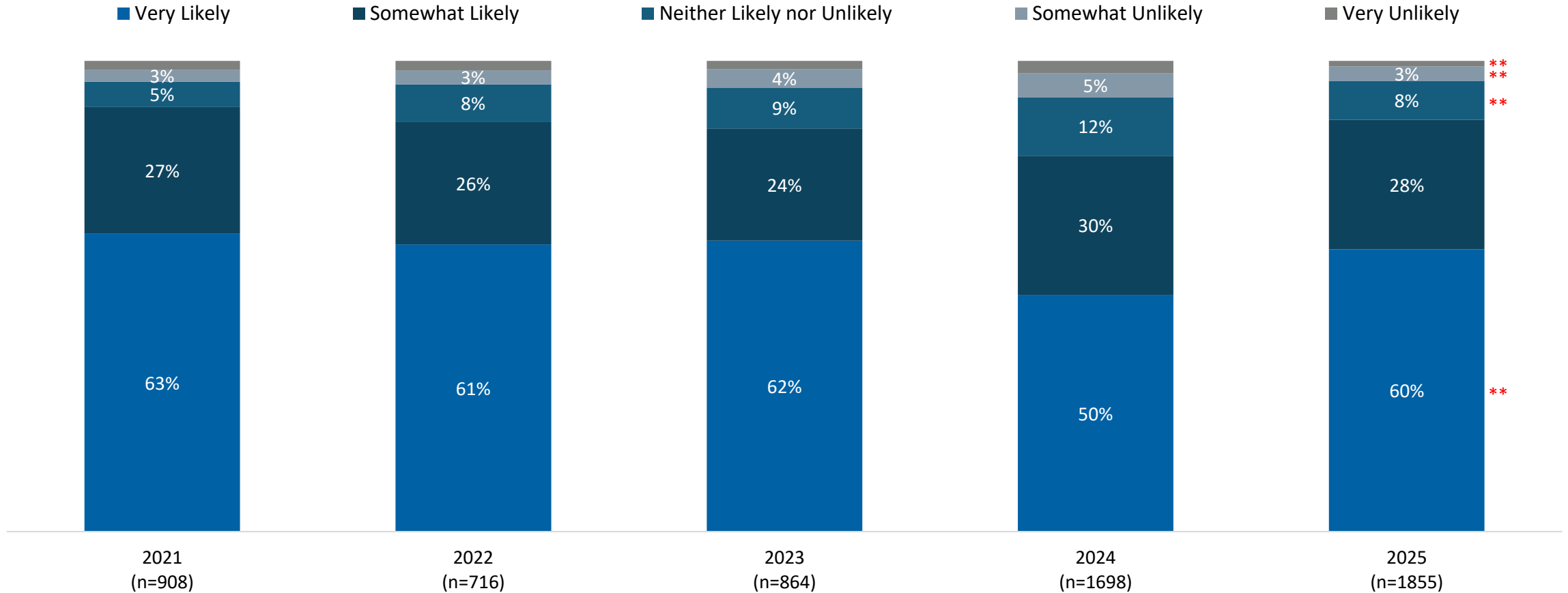


**Significant difference at the 95% confidence level in 2025 compared to 2024.

Q5A. Overall, how would you rate the reputation of Nebraska Public Power District? / Q5B. How would you rate your level of trust of NPPD?

The likelihood of employees to recommend NPPD as an employer increased in 2025, with 60% of employees being very likely to recommend NPPD.

LIKELIHOOD TO RECOMMEND NPPD AS AN EMPLOYER

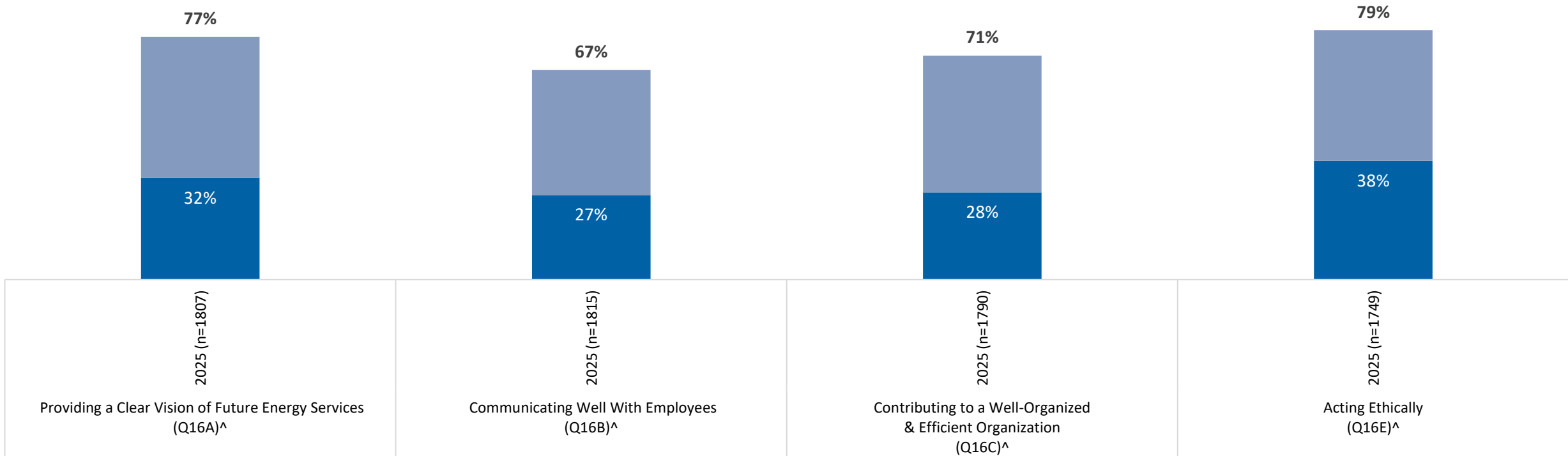


**Significant difference at the 95% confidence level in 2025 compared to 2024.
Q9Q. How likely are you to recommend NPPD as a great place to work?

In terms of senior leadership within NPPD, the highest scores were given for acting ethically, while excellent or good ratings were given less often for communicating well with employees.

RATINGS OF NPPD SENIOR LEADERSHIP ATTRIBUTES

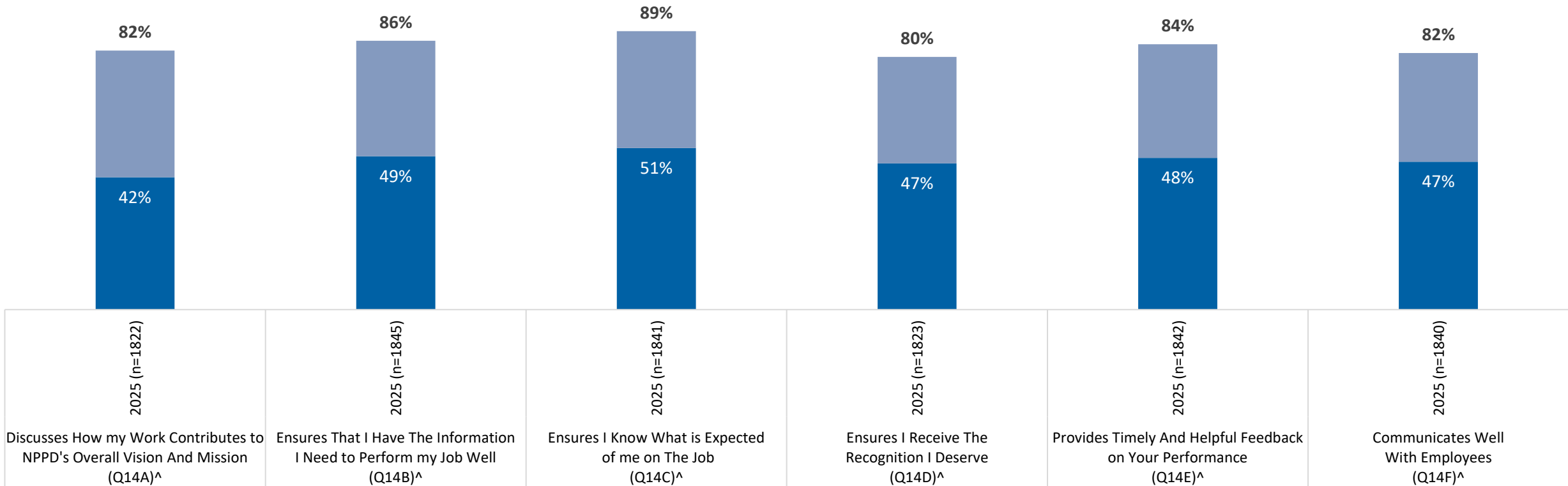
■ % Excellent ■ % Good/Excellent



Direct supervisors scored highest for ensuring employees know what is expected of them and that they have the information needed to perform well.

RATINGS OF NPPD DIRECT SUPERVISOR ATTRIBUTES

■ % Excellent ■ % Good/Excellent



Summary and Next Steps

- Celebrate these improvements!
- Develop and implement a communication strategy to share both customer and employees scores, including what leaders have learned, what contributed to success over the past year, and what will or won't be addressed moving forward.
- Maintain momentum by holding supervisors accountable for sharing results with their teams and developing action plans for implementation, as was done last year. Avoid complacency, as scores can decline without continued focus and follow-through.
- Provide training for supervisors new to the process and evaluate the extent to which action plans are being created and executed, recognizing their critical role in sustaining progress.