



**Nebraska Public Power District**

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# Reputation Research Study August 2026



# Key Findings

1. In general, NPPD's reputation with stakeholder groups and customers continues to remain positive.
2. Trust remains strong across stakeholder groups, with Top 2 Box (good/excellent) ratings trending up among Wholesale GMs and Retail Community Leaders; however, Retail Residential saw a decline.
3. Overall satisfaction with the energy service provided by NPPD has remained high.
4. Service remains the most important driver for NPPD reputation, trust, and satisfaction among Retail Residential customers; ethics remains a distant second.
5. Of the service attributes, responding to customer needs, followed by affordability, are the most important drivers of trust and reputation for Retail Residential customers.
6. The likelihood to recommend NPPD as an employer remained high and consistent with 2025. Six in ten employees were *very likely* to recommend NPPD.
7. NPPD continues to have a strong reputation among employees. Those who rated their level of trust in NPPD as *good* or *excellent* significantly improved since last year.



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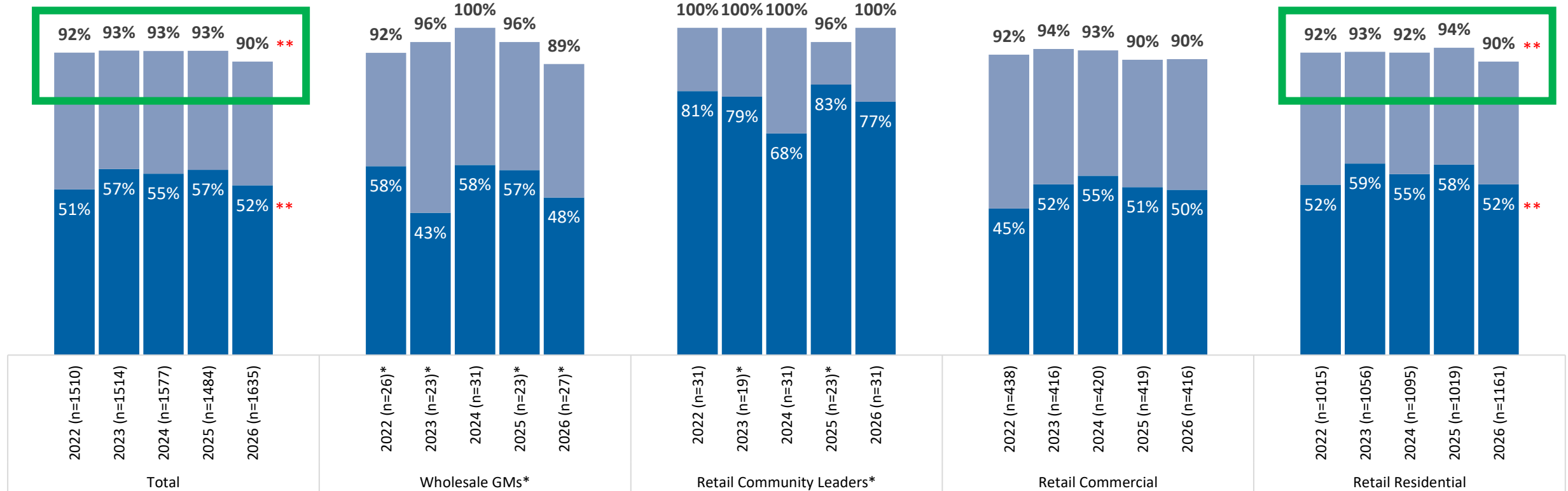
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**Reputation, Trust,  
and Satisfaction**

# 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



\*Small sample sizes. View results with caution.

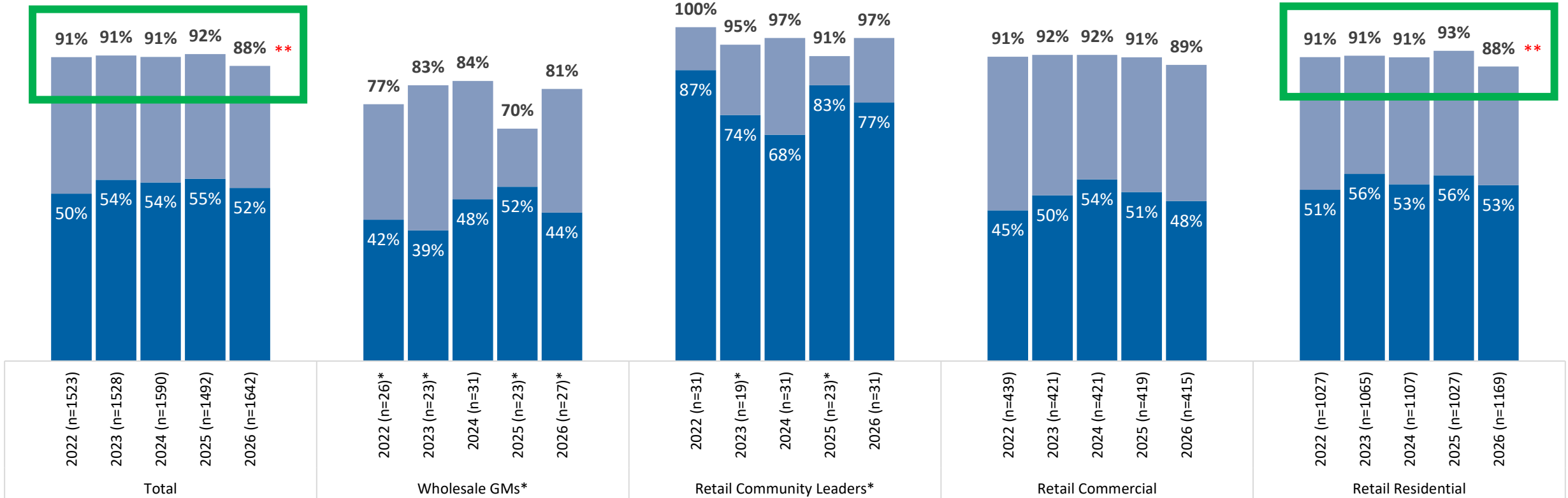
\*\*Significant difference at the 95% confidence level in 2026 compared to 2025.

Q5A. Overall, how would you rate the reputation of Nebraska Public Power District?

In 2026, the level of overall trust decreased compared to previous years. Top 2 box levels for Wholesale GMs and Retail Community Leaders rebounded; however, both scores were based on small sample sizes.

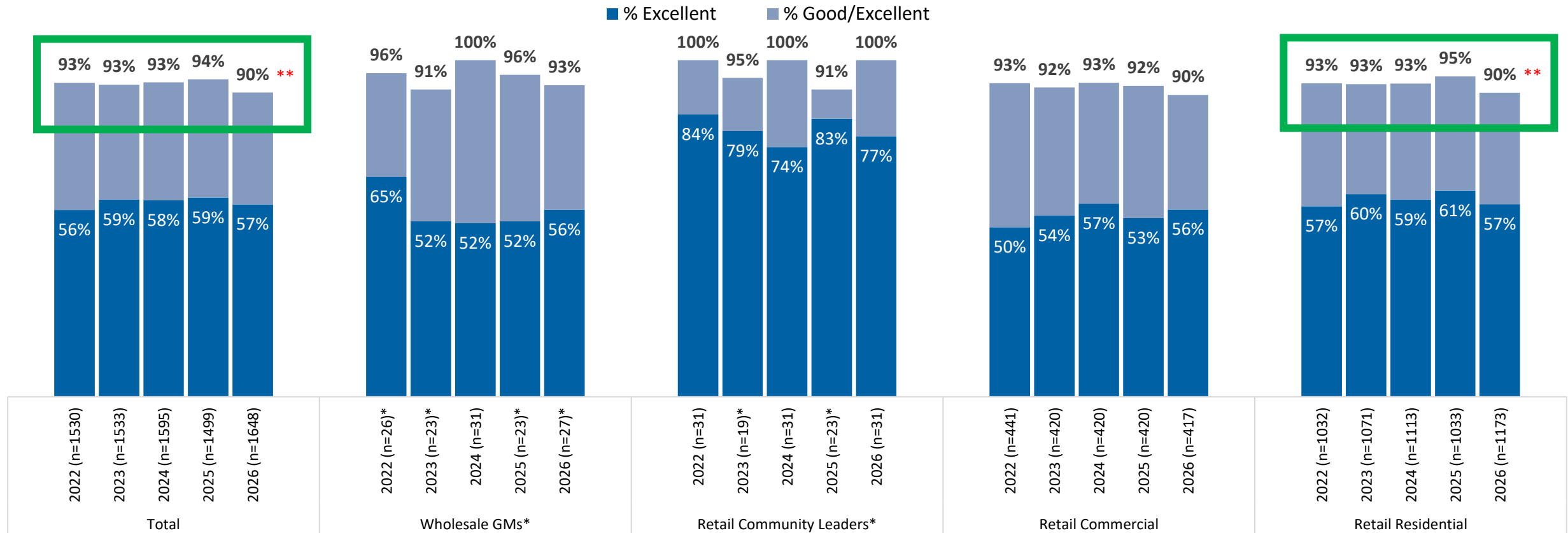
### LEVEL OF TRUST OF NPPD

■ % Excellent    ■ % Good/Excellent



Overall satisfaction with NPPD has remained at a very high level across all groups since 2022, with at least nine out of ten respondents giving “good” or “excellent” ratings.

### OVERALL SATISFACTION WITH ELECTRICAL SERVICE PROVIDED BY NPPD





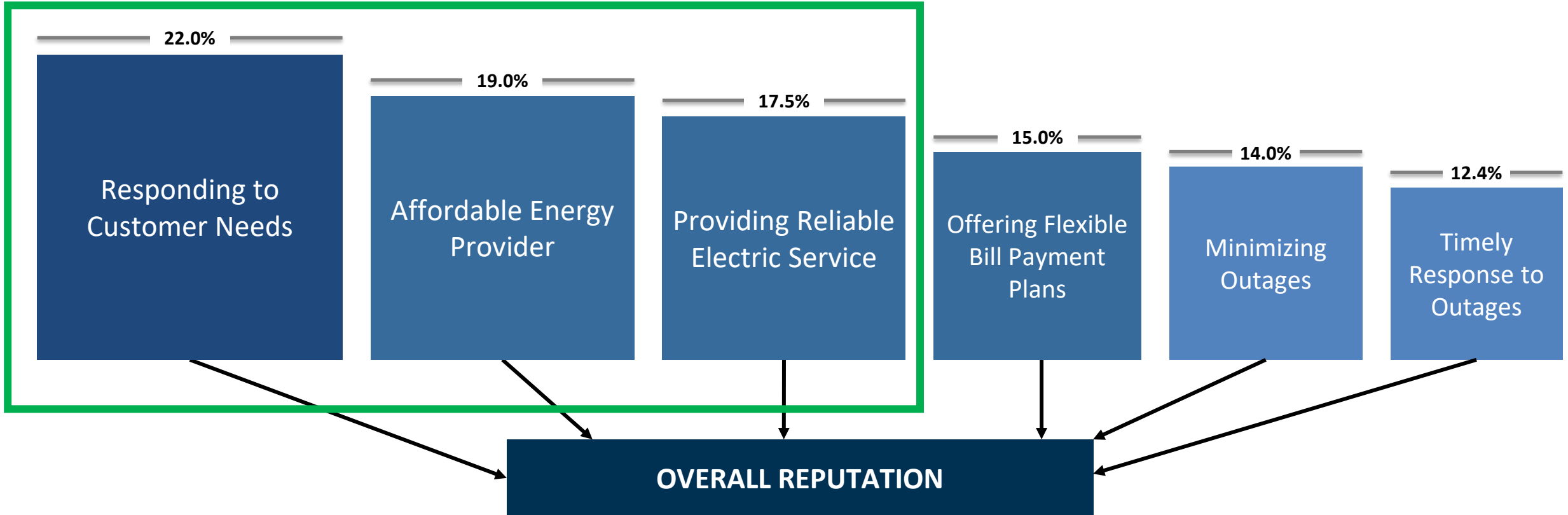
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## Retail Residential Key Drivers

# Key Driver Analysis (Retail Residential) - Services

Within the Services category specifically, responding to customer needs is the top driver of NPPD's overall reputation followed closely by being an affordable energy provider.



**PROPORTION OF VARIANCE EXPLAINED BY MODEL: 69.86%**

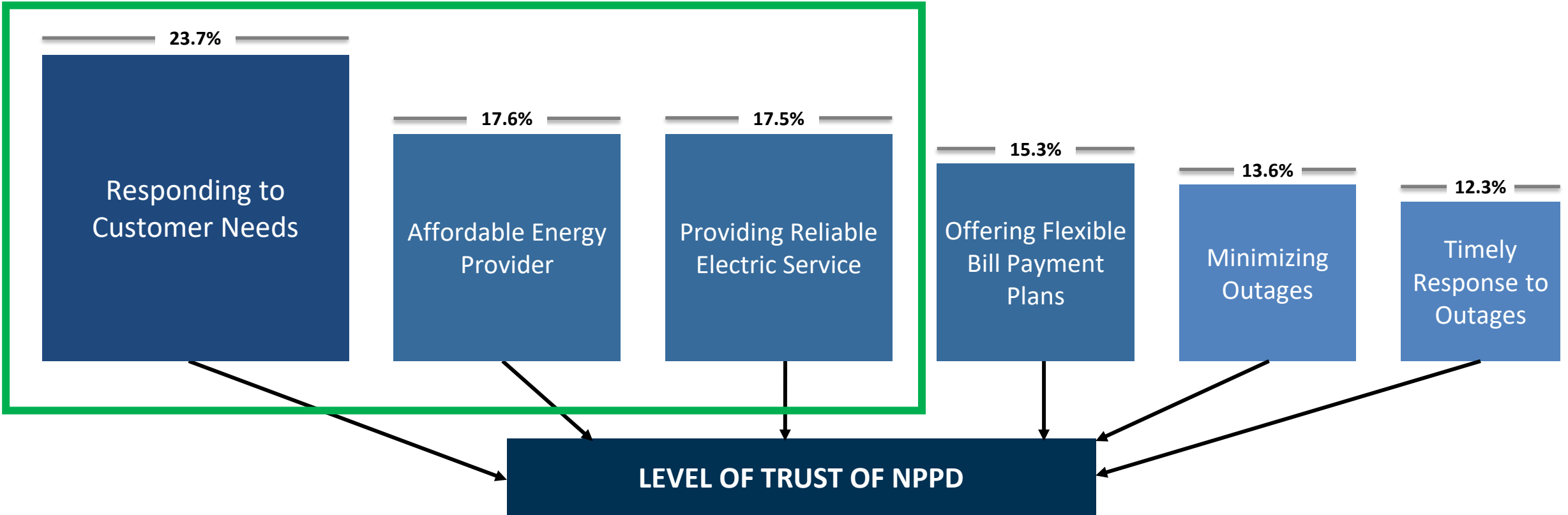
Results derived from relative weights analysis based on multiple linear regression (n=781) and was calculated using 2026 results.

Size of box indicates relative importance in driving the rating of the reputation of Nebraska Public Power District (corresponding percentages denote the % of explanatory power each category contributes to the model; total for all six factors evaluated equals 100%).

Reference: Q6A, Q6B, Q6C, Q6D, Q6E, Q6F

# Key Driver Analysis (Retail Residential) - Services

## Responding to customer needs is the top driver of trust for Retail Residential customers.



### PROPORTION OF VARIANCE EXPLAINED BY MODEL: 71.43%

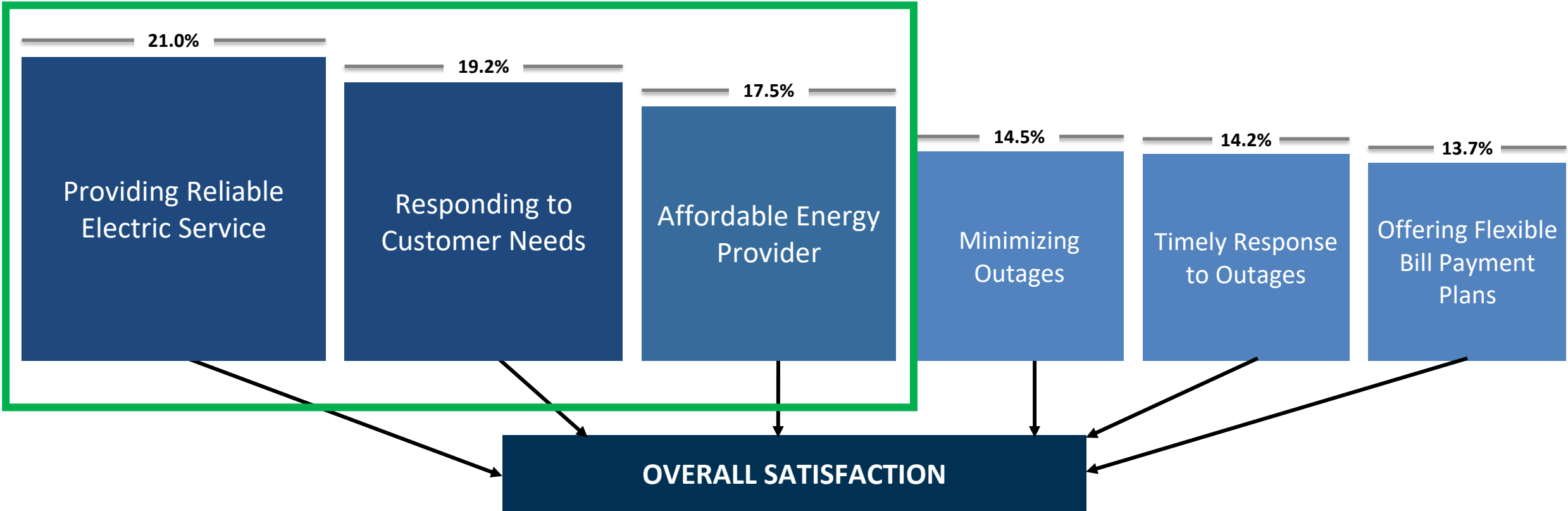
Results derived from relative weights analysis based on multiple linear regression (n=781) and was calculated using 2026 results.

Size of box indicates relative importance in driving the rating of the level of trust of NPPD (corresponding percentages denote the % of explanatory power each category contributes to the model; total for all six factors evaluated equals 100%).

Reference: Q6A, Q6B, Q6C, Q6D, Q6E, Q6F

## Key Driver Analysis (Retail Residential) - Services

Providing reliable electric service, followed by responding to customer needs, are the main drivers of NPPD's overall satisfaction among Retail Residential respondents.



**PROPORTION OF VARIANCE EXPLAINED BY MODEL: 77.83%**

Results derived from relative weights analysis based on multiple linear regression (n=782) and was calculated using 2026 results.

Size of box indicates relative importance in driving the rating of the overall satisfaction with the electrical service that NPPD provides (corresponding percentages denote the % of explanatory power each category contributes to the model; total for all six factors evaluated equals 100%).

Reference: Q6A, Q6B, Q6C, Q6D, Q6E, Q6F



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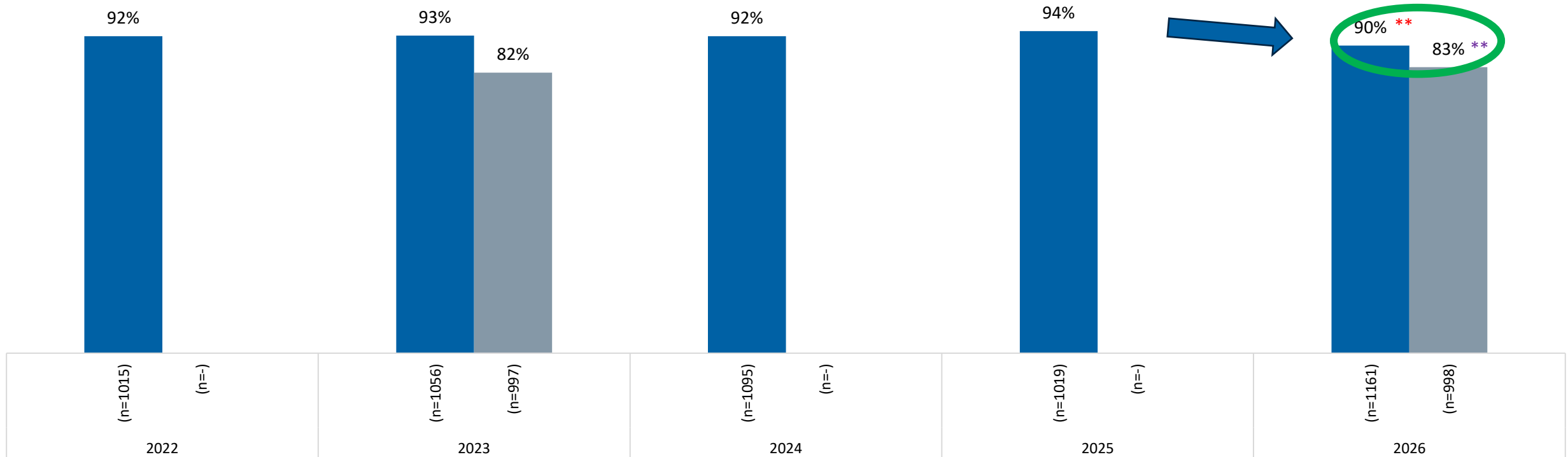
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# Retail Residential and Regional Comparisons

# In 2026, NPPD's Residential customers rated NPPD's reputation higher than other regional providers, although ratings were lower than those reported in 2025.

## NPPD REPUTATION (Top 2 Box)

■ NPPD Residential    ■ Regional Comparison



\*\*Significant difference at the 95% confidence level in NPPD Residential 2026 compared to 2025.

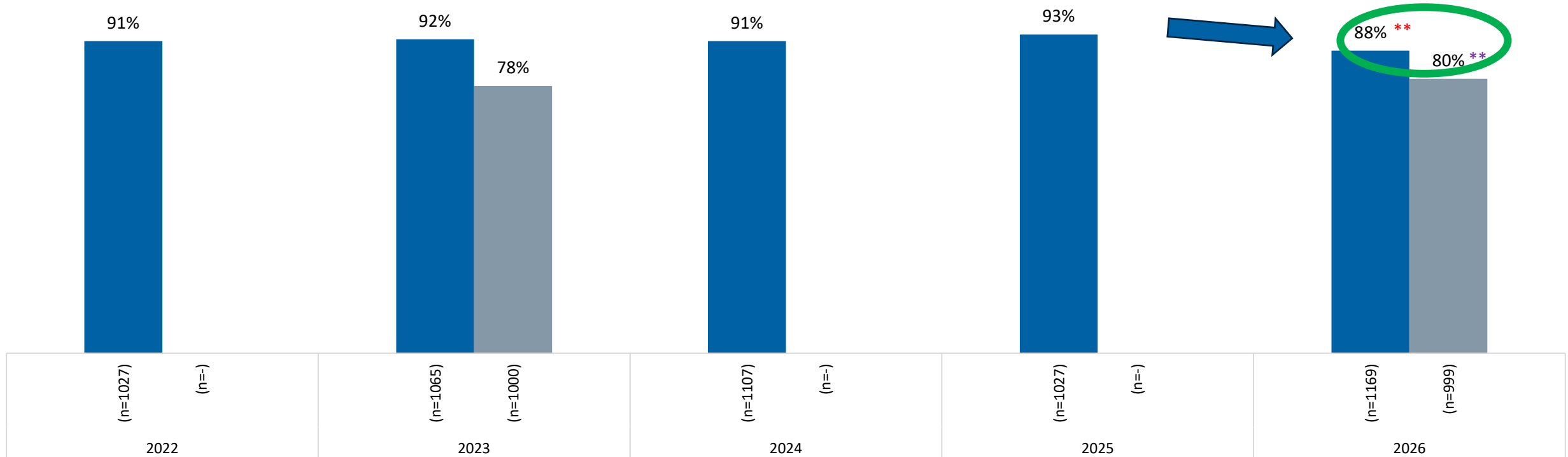
\*\*Significant difference at the 95% confidence level in Regional 2026 compared to NPPD Residential 2026.

Q5A. Overall, how would you rate the reputation of Nebraska Public Power District?

# NPPD continues to outperform other regional providers in trust among Residential customers in 2026, despite the decline from 2025.

## LEVEL OF TRUST OF NPPD (Top 2 Box)

■ NPPD Residential    ■ Regional Comparison



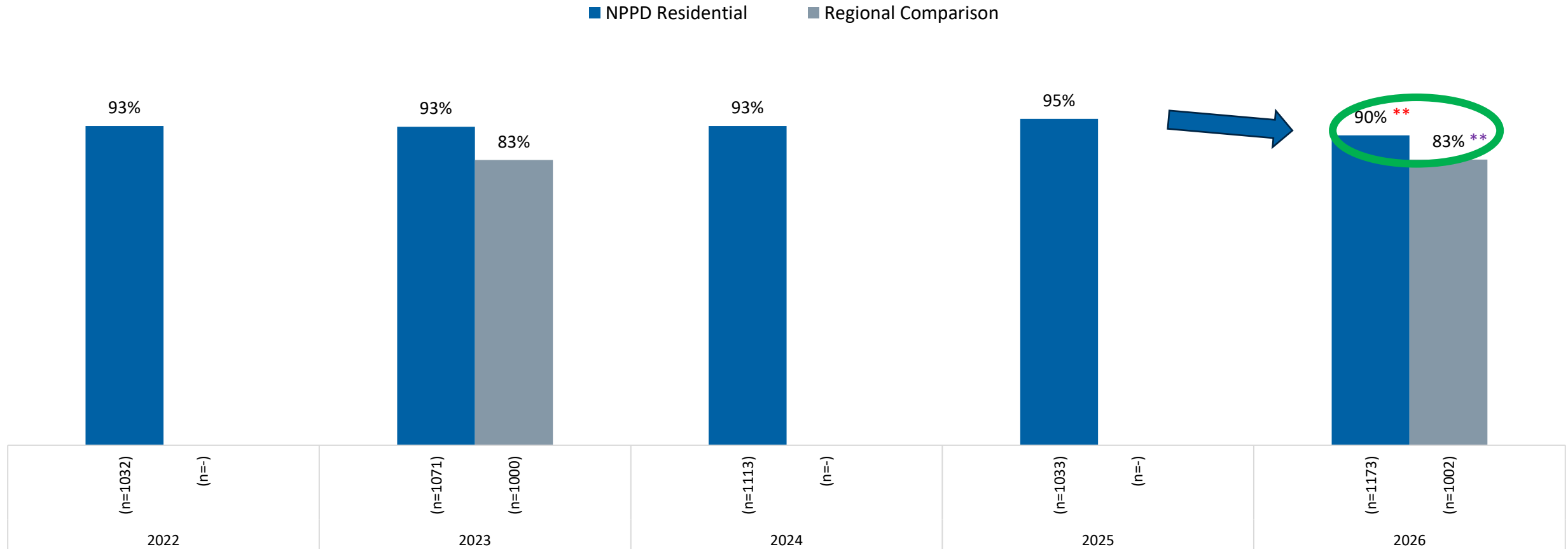
\*\*Significant difference at the 95% confidence level in NPPD Residential 2026 compared to 2025.

\*\*Significant difference at the 95% confidence level in Regional 2026 compared to NPPD Residential 2026.

Q5B. How would you rate your level of trust of NPPD?

# While NPPD's satisfaction among Residential customers declined from 2025, it remained higher than that of other regional providers in 2026.

## OVERALL SATISFACTION WITH ELECTRICAL SERVICE PROVIDED BY NPPD (Top 2 Box)



\*\*Significant difference at the 95% confidence level in NPPD Residential 2026 compared to 2025.

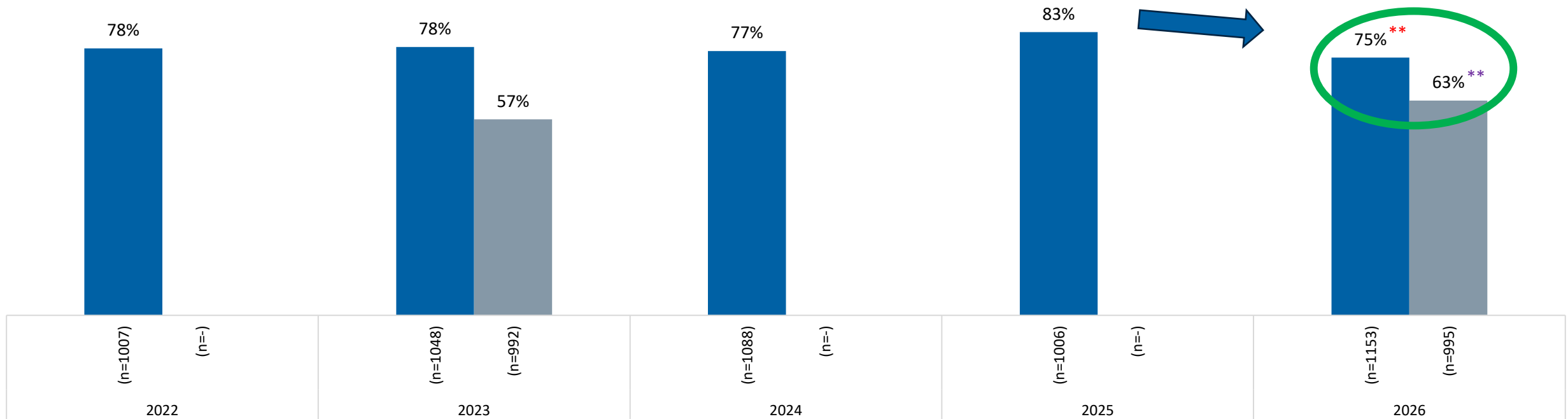
\*\*Significant difference at the 95% confidence level in Regional 2026 compared to NPPD Residential 2026.

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

# Residential customers rated NPPD higher as an affordable energy provider in the region, despite the decline from 2025.

## BEING AN AFFORDABLE ENERGY PROVIDER (Top 2 Box)

■ NPPD Residential    ■ Regional Comparison



<sup>\*\*</sup>Significant difference at the 95% confidence level in NPPD Residential 2026 compared to 2025.

<sup>\*\*</sup>Significant difference at the 95% confidence level in Regional 2026 compared to NPPD Residential 2026.

Q6B. Based on what you know about the electrical service that NPPD provides, please rate NPPD on the following: Being an affordable energy provider.



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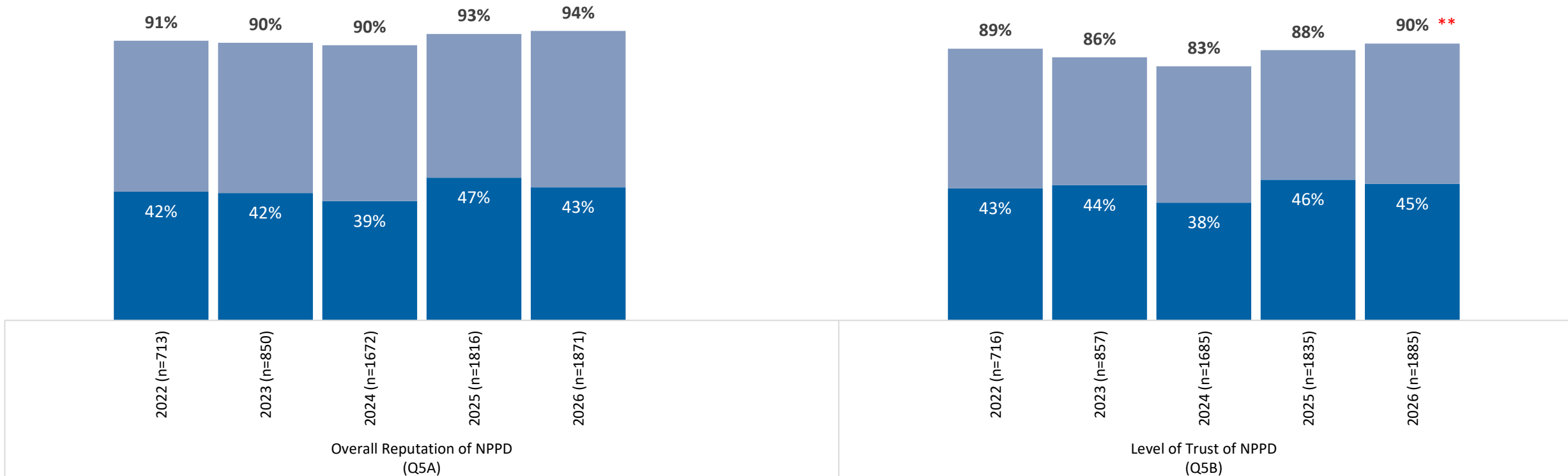
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**Employees**

# NPPD continues to have a strong reputation among employees. Those who rated their level of trust in NPPD as “good” or “excellent” has significantly improved since last year.

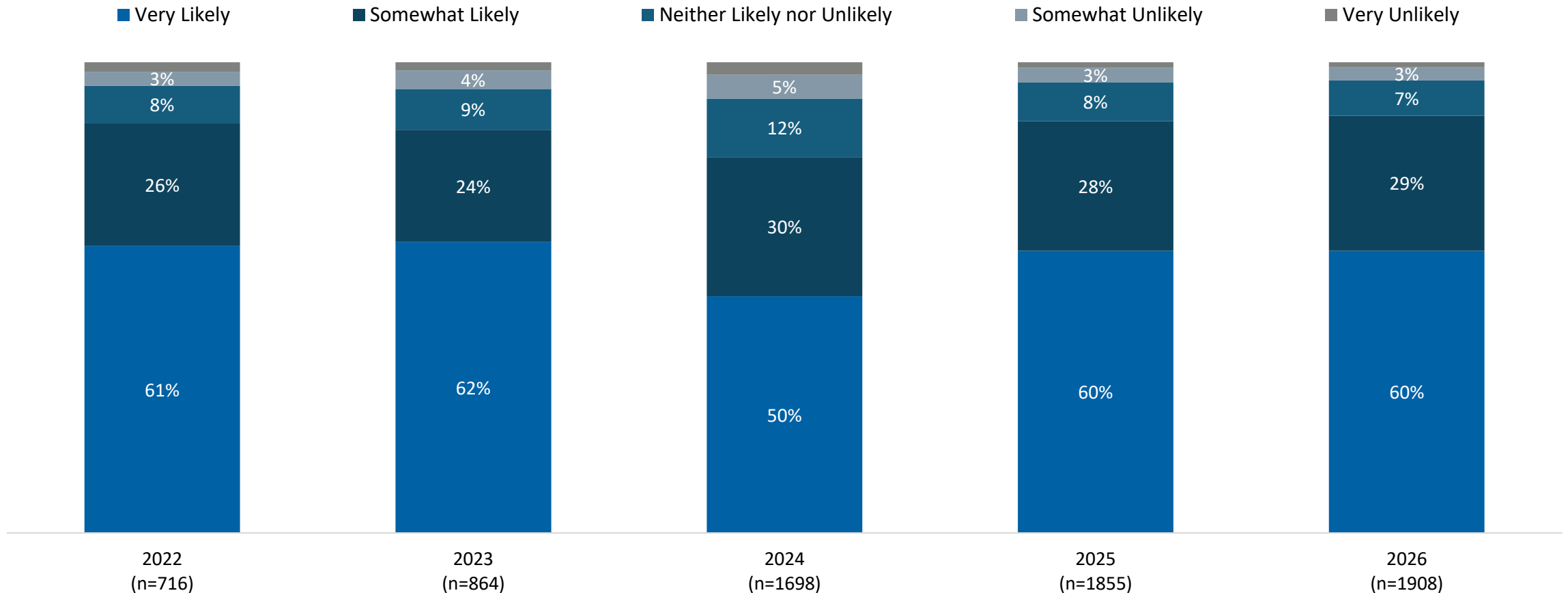
## RATINGS OF NPPD REPUTATION & TRUST

■ % Excellent    ■ % Good/Excellent



# The likelihood of employees to recommend NPPD as an employer remained high and consistent with 2025. Six in ten employees were very likely to recommend NPPD.

## LIKELIHOOD TO RECOMMEND NPPD AS AN EMPLOYER



# Summary and Next Steps

- Your relationship with almost all stakeholders remains very positive, and you enjoy high levels of trust and satisfaction, although an important dip in scores for retail residential customers and in a few areas retail commercial customers.
- As in the past, special outreach and communication with Wholesale GMs and Retail Community leaders is important.
- While perception of services has declined, much of that is likely due to a drop in perception of affordability by key stakeholders. This may be driven by fee hikes and the likelihood of future rate hikes. But service seems to still trump fee concerns.
- Your workforce is more engaged now than in the past. The employee engagement program is producing a stronger commitment to NPPD and your customers.



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**Thank You.**