BEFORE THE

IDAHO PUBLIC UTILITIES COMMISSION

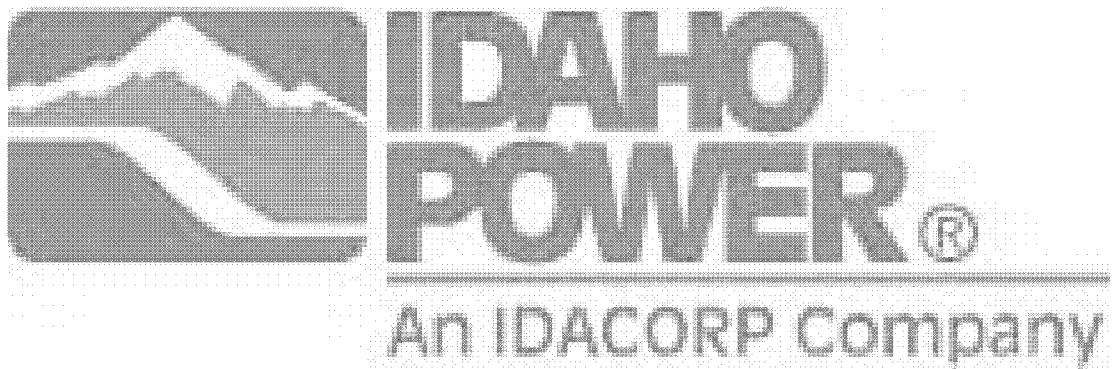
CASE NO. IPC-E-05-28

IDAHO POWER COMPANY

EXHIBIT NO. 55

JAMES BAGGS

CUSTOMER SATISFACTION RESEARCH
RESULTS -- THIRD QUARTER 2005



Customer Satisfaction Research
2004 Fall Q4 and 2005 Winter Q1, Spring Q2, Summer Q3

Burke

Customer Relationship Index (CRI) Trend
12 Month Averages

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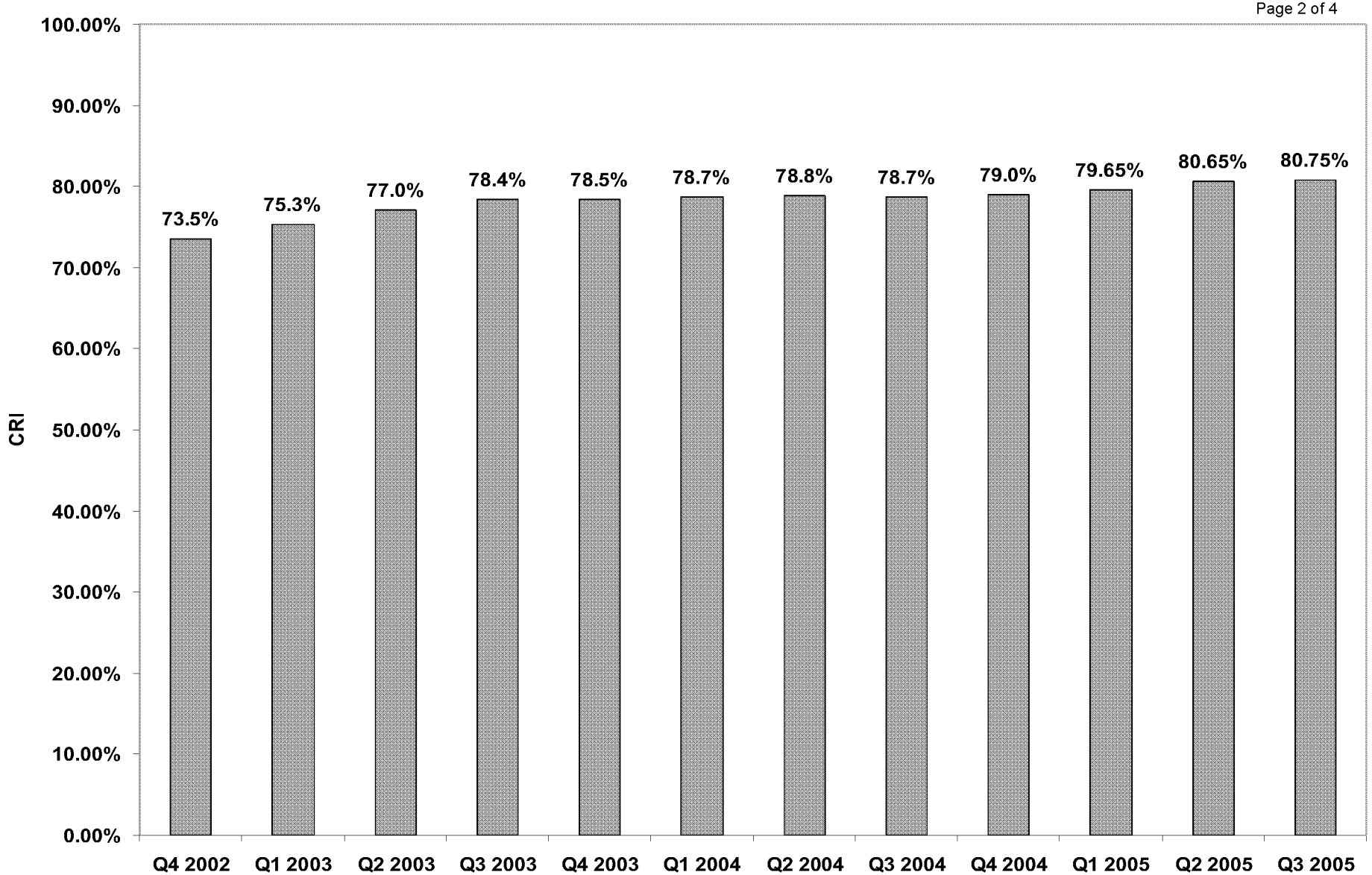


Summary of Overall Measures and Customer Relationship Index for Idaho Power

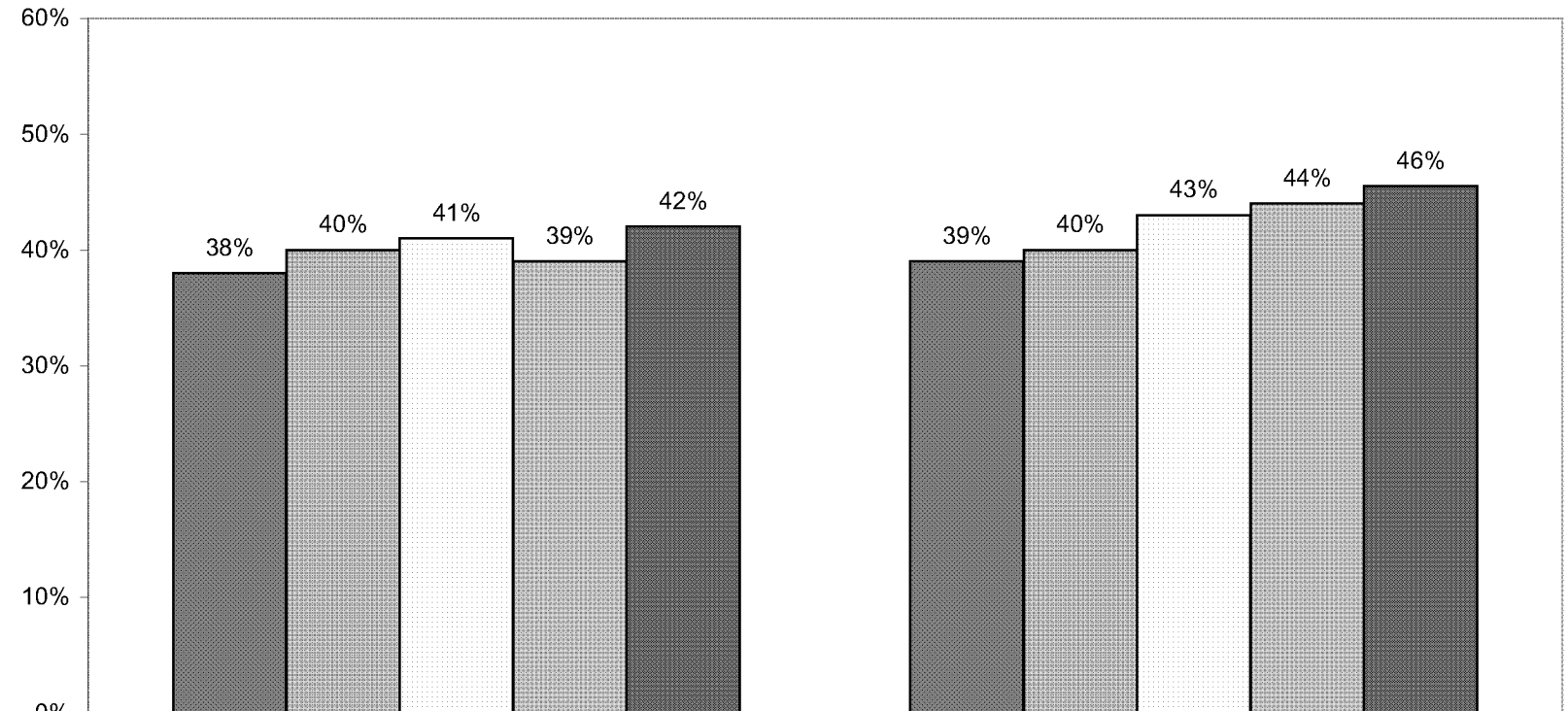
Points For Each Answer	Questions	2004 Fall Q4 Average Points *Min = 0 Max = 4*	2005 Winter Q1 Average Points *Min = 0 Max = 4*	2005 Spring Q2 Average Points *Min = 0 Max = 4*	2005 Summer Q3 Average Points *Min = 0 Max = 4*	12 Months Total Average Points *Min = 0 Max = 4*
Very Satisfied = 4	**Overall Satisfaction**	**3.49**	**3.55**	**3.56**	**3.53**	**3.53**
Somewhat Satisfied = 3	Residential	3.38	3.44	3.45	3.41	3.42
Don't Know = 2	Small Business	3.56	3.54	3.52	3.60	3.56
Somewhat Dissatisfied = 1	Large Commerical & Industrial	3.80	3.83	3.85	3.81	3.82
Very Dissatisfied = 0	Irrigation	3.18	3.46	3.52	3.33	3.37
Agree Strongly = 4	**Excellent Overall Quality**	**3.41**	**3.36**	**3.37**	**3.42**	**3.39**
Agree Somewhat = 3	Residential	3.36	3.30	3.30	3.42	3.35
Neither Agree Nor Disagree = 2	Small Business	3.48	3.28	3.38	3.30	3.36
Disagree Somewhat = 1	Large Commerical & Industrial	3.56	3.61	3.52	3.57	3.56
Disagree Strongly = 0	Irrigation	3.18	3.28	3.30	3.35	3.28
Agree Strongly = 4	**Excellent Overall Value**	**2.82**	**2.95**	**2.99**	**3.05**	**2.95**
Agree Somewhat = 3	Residential	2.67	2.91	2.92	3.04	2.88
Neither Agree Nor Disagree = 2	Small Business	3.10	3.00	2.82	2.98	2.97
Disagree Somewhat = 1	Large Commerical & Industrial	3.04	3.22	3.41	3.38	3.26
Disagree Strongly = 0	Irrigation	2.48	2.54	2.84	2.65	2.63
Definitely Would = 4	**Likelihood To Recommend**	**3.25**	**3.32**	**3.31**	**3.24**	**3.28**
Probably Would = 3	Residential	3.06	3.12	3.20	3.07	3.11
Might or Might Not = 2	Small Business	3.18	3.42	3.26	3.24	3.28
Probably Would Not = 1	Large Commerical & Industrial	3.76	3.72	3.70	3.62	3.70
Definitely Would Not = 0	Irrigation	3.12	3.10	3.08	3.18	3.12
Agree Strongly = 4	**Idaho Power Cares**	**2.92**	**2.93**	**3.10**	**3.03**	**3.00**
Agree Somewhat = 3	Residential	2.59	2.69	2.93	2.92	2.78
Neither Agree Nor Disagree = 2	Small Business	2.92	2.98	3.00	3.00	2.97
Disagree Somewhat = 1	Large Commerical & Industrial	3.60	3.39	3.59	3.43	3.52
Disagree Strongly = 0	Irrigation	2.84	2.86	2.96	2.80	2.87

2005 Employee Incentive Goals

	Goals	Payout
Threshold	78.50%	1.00%
Target	79.25%	1.75%
Maximum	80.00%	2.50%

	Total Points Min = 0 Max = 20	*CRI = Total Pts Divided by 20 Possible Pts*	*Total Points Min = 0 Max = 20*	*CRI = Total Pts Divided by 20 Possible Pts*	*Total Points Min = 0 Max = 20*	*CRI = Total Pts Divided by 20 Possible Pts*	*Total Points Min = 0 Max = 20*	*CRI = Total Pts Divided by 20 Possible Pts*	*Total Points Min = 0 Max = 20*	*CRI = Total Pts Divided by 20 Possible Pts*
Customer Relationship Index	15.89	**79.45%**	16.11	**80.55%**	16.33	**81.65%**	16.27	**81.35%**	16.15	**80.75%**
Residential	15.06	**75.30%**	15.46	**77.30%**	15.80	**79.00%**	15.86	**79.30%**	15.54	**77.70%**
Small Business	16.24	**81.20%**	16.22	**81.10%**	15.98	**79.90%**	16.12	**80.60%**	16.14	**80.70%**
Large Commerical & Industrial	17.76	**88.80%**	17.77	**88.85%**	18.07	**90.35%**	17.81	**89.05%**	17.86	**89.30%**
Irrigation	14.80	**74.00%**	15.24	**76.20%**	15.70	**78.50%**	15.31	**76.55%**	15.27	**76.35%**

Overall % of Customers Whose Needs Are Met Or Exceeded
12 Month Averages



	Info on how to save energy, reduce bill	Encourages energy conservation
Q2 2003	38%	39%
Q4 2003	40%	40%
Q2 2004	41%	43%
Q4 2004	39%	44%
Q2 2005	42%	46%