

EXHIBIT 7

MEMORANDUM

To: Fair Electricity Rate Action Fund
From: Bennett, Petts & Normington
Date: March 23, 2009

The following memo summarizes the results of a statewide survey among 700 registered voters conducted March 9-11, 2009. The sampling error for the survey is plus or minus 3.7 percentage points.

FINDINGS

Missouri Voters are overwhelmingly opposed to allowing utility companies to charge consumers for new plant construction prior to the plants coming on line. **Among all voters, 82% oppose such a proposal.**

| | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|------|--|
| Please tell me whether you strongly favor, somewhat favor, somewhat oppose, or strongly oppose allowing utility companies to charge consumers for the cost of building new power plants before they are up and running? | | | |
| Strongly Favor | 4% | | |
| Somewhat Favor | 10 | >14% | |
| Somewhat Oppose | 20 | | |
| Strongly Oppose | 62 | >82% | |
| (Don't Know) | 4 | | |

Voters were asked how concerned they were about a number of possible consequences of such a proposal. They voiced the largest concerns about rates and the economic consequences of such action.

- 81% said they were concerned “A Great Deal” that consumers in some parts of the state could see their utility bills increase by as much as 40%.
- 74% said they were concerned “A Great Deal” that consumers could end up paying higher rates, even if new power plants are never built.
- 72% said they were concerned “A Great Deal” that this will increase rates for the people who can least afford to pay, including low income families and seniors on fixed incomes
- 60% said they were concerned “A Great Deal” that companies will be forced to lay off workers because of increases in their electric bills.

In summary, *rarely we have seen such overwhelming opposition to a policy proposal that is seriously being considered by a legislature.*