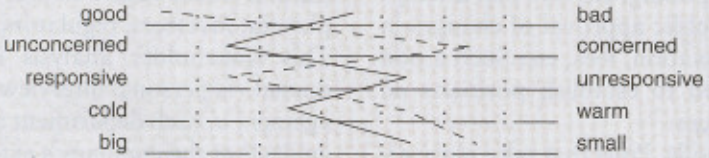
Figure 16.1 *A Semantic Differential Scale for Eliciting Perceptions of Electric Companies*

The Ideal Electric Company

good	___	: ___	: ___	: ___	: ___	: ___	: ___	bad
unconcerned	___	: ___	: ___	: ___	: ___	: ___	: ___	concerned
responsive	___	: ___	: ___	: ___	: ___	: ___	: ___	unresponsive
cold	___	: ___	: ___	: ___	: ___	: ___	: ___	warm
big	___	: ___	: ___	: ___	: ___	: ___	: ___	small

Figure 16.2 *Profiles of Ideal (Broken Line) and Actual (Solid Line) Electric Companies Resulting from Ratings Study*

The Ideal Electric Company