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# 2020 Integrated Resource Plan survey results

Conducted by:





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# 2020 Integrated Resource Plan survey



## Scope and methodology

During the spring of 2020, Platte River Power Authority, in coordination with Estes Park Power and Communications, conducted an Integrated Resource Plan survey to measure residential and commercial end-user favorability toward Platte River, opinions about the importance of receiving noncarbon energy, economic elasticity of renewables, and to collect basic residential demographic and commercial firmographic data.

Survey responses were received from 347 randomly selected residential customers and 140 commercial customers. The results of the residential survey have a margin of error of +/-5.1% at a 95% degree of probability. The results of the commercial survey have a margin of error of +/-8.0%. For any given statistic, there is a 95% chance that the result does not vary by more than 5.1% for the actual total population of residential customers and 8.0% for the actual total population of commercial customers.

Of the 347 residential survey completions, all completions were completed online by customers responding to either a postcard mailing or email notice. Of the 140 commercial survey completions, 70 (50%) were completed online. Following the online completions, 70 (50%) surveys were completed by callers conducting phone interviews.

The survey was conducted as part of a research project coordinated by Platte River Power Authority. Four communities served by Platte River participated in the project, including the Town of Estes Park, City of Fort Collins, City of Longmont and City of Loveland.

The 2020 survey results are compared with the previous surveys conducted in 2018 to identify trends that can be used to improve services and customer opinions. Several questions in this survey involve responses on a 10-point sliding scale. These responses are evaluated using “top box” analysis – that is, calculating the frequency percentage of respondents in the 8 to 10 ratings on the sliding scale. Along with top box analysis, weighted averages are also calculated for these questions. Due to rounding, response percentages may not always total 100%.

This survey was developed and conducted by Inside Information, Inc.<sup>®</sup>, Smithville, Mo., as a research project commissioned by Platte River Power Authority, Fort Collins, Colo.

# Executive summary



## Platte River Power Authority

- 65% of residential customers and 53% of commercial customers are aware Platte River Power Authority provides electricity generation and transmission services to their utility
- Among residential customers, the level of awareness increased from 57% to 65%; however, for commercial customers, the level of awareness declined from 58% to 53%
- Fewer customers rate Platte River somewhat or very favorably, decreasing from 62% to 52% for residential customers and decreasing from 48% to 44% for commercial customers
- Platte River's ratings for showing concern for the environment and offering the Efficiency Works program were relatively similar among both groups, ranging from 6.3 to 6.7
- Same as in 2018, customers who are aware Platte River provides G&T services to their utility rate Platte River higher in overall favorability, showing concern for the environment, and offering the Efficiency Works program
- On a 10-point scale, high percentages of residential and commercial customers rated Platte River a 5 for showing concern for the environment and offering the Efficiency Works program – most likely due to their lack of awareness of Platte River and its services
- Compared to all generating forms used by Platte River, Estes Park's customers have the lowest awareness of Platte River's solar power



## Renewable resource options

- Service reliability is seen as the most important service characteristic by all customers – 92% of residential and 94% of commercial customers view it as somewhat or very important
- Only 47% of commercial customers view noncarbon resources as somewhat or very important, compared to 64% of residential customers
- When considering how much more they would be willing to pay to receive noncarbon energy, 32% of residential customers said approximately 2.6% more each year to receive 90% noncarbon energy by 2030 with 99.99% reliability
- 39% of commercial customers said about 2.2% more each year to receive 60% noncarbon energy by 2030 with 99.99% reliability



## Demographics

- Median age is 67
- Median length of service for residential customers is 16 years
- 97% of residential respondents have post-high school education
- 35% earn \$100,000 or more per year – median household income is \$89,473



## **Firmographics**

- Median length of service for commercial customers is 10 years
- More than 8 in 10 businesses have fewer than 10 employees
- The common business types responding are service (53%) and other (27%)
- 85% of businesses have an annual revenue of less than \$500,000
- Most businesses (55%) report electric costs as less than 5% of their overall business expenses



# **Integrated Resource Plan survey results**

**2020**

# Overview



## Integrated Resource Plan survey 2020

During the spring of 2020, Platte River Power Authority, in coordination with Estes Park Power and Communications, conducted an Integrated Resource Plan survey to measure residential and commercial end-user favorability toward Platte River, opinions about the importance of receiving noncarbon energy, economic elasticity of renewables, and to collect basic residential demographic and commercial firmographic data.

These results include online and phone survey replies from 347 residential end-users and 140 commercial customers.



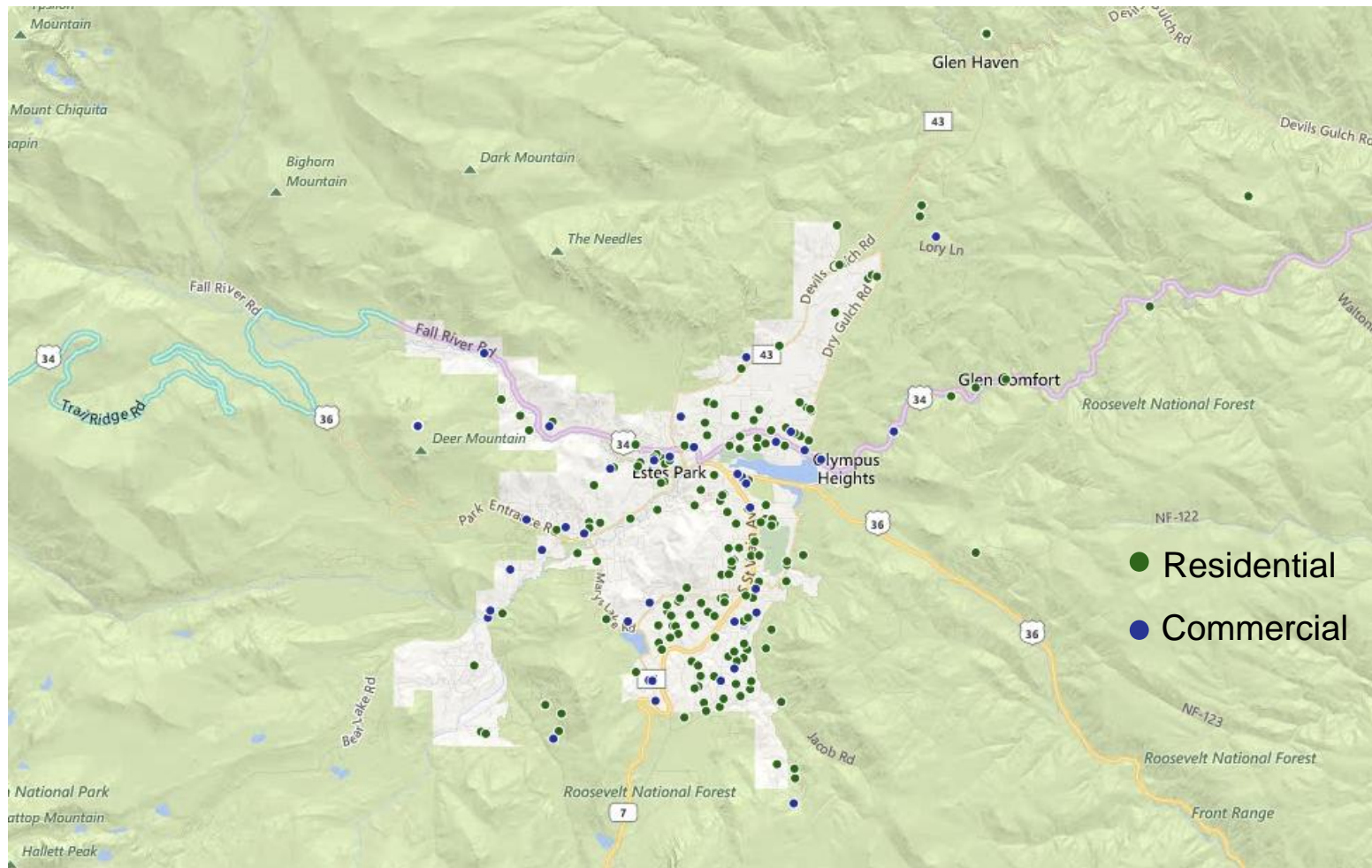
# Highlights

- 65% of residential customers and 53% of commercial customers are aware Platte River Power Authority provides electricity generation and transmission services to their utility
- Among residential customers, the level of awareness increased from 57% to 65%; however, for commercial customers, the level of awareness declined from 58% to 53%
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- Same as in 2018, customers who are aware Platte River provides G&T services to their utility rate Platte River higher in overall favorability, showing concern for the environment, and offering the Efficiency Works program
- On a 10-point scale, high percentages of residential and commercial customers rated Platte River a 5 for showing concern for the environment and offering the Efficiency Works program – most likely due to their lack of awareness of Platte River and its services
- Compared to all generating forms used by Platte River, Estes Park's customers have the lowest awareness of Platte River's solar power

# Highlights

- Service reliability is seen as the most important service characteristic by all customers – 92% of residential and 94% of commercial customers view it as somewhat or very important
- Only 47% of commercial customers view noncarbon resources as somewhat or very important, compared to 64% of residential customers
- When considering how much more they would be willing to pay to receive noncarbon energy, 32% of residential customers said approximately 2.6% more each year to receive 90% noncarbon energy by 2030 with 99.99% reliability
- 39% of commercial customers said about 2.2% more each year to receive 60% noncarbon energy by 2030 with 99.99% reliability
- Estes Park's residential customers have a median age of 67, median length of service of 16 years, and median household income of \$89,473
- Estes Park's commercial customers are primarily small businesses with 85% having an annual revenue of less than \$500,000 and 85% having fewer than 10 employees

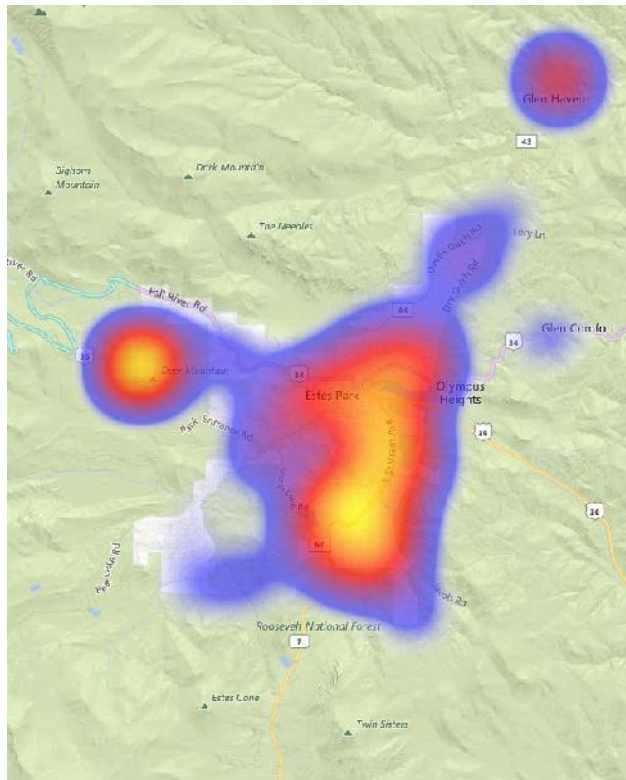
# Respondents



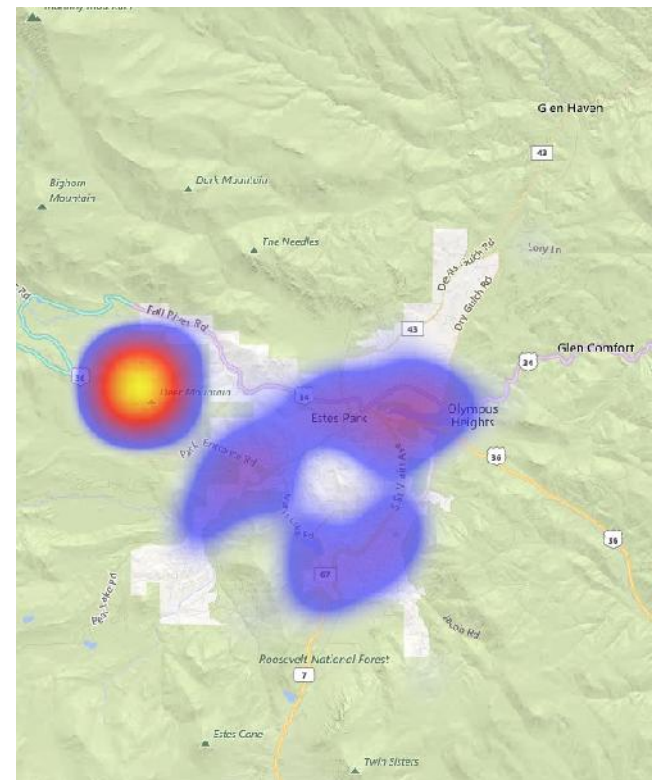
# Respondents

Response density

Residential



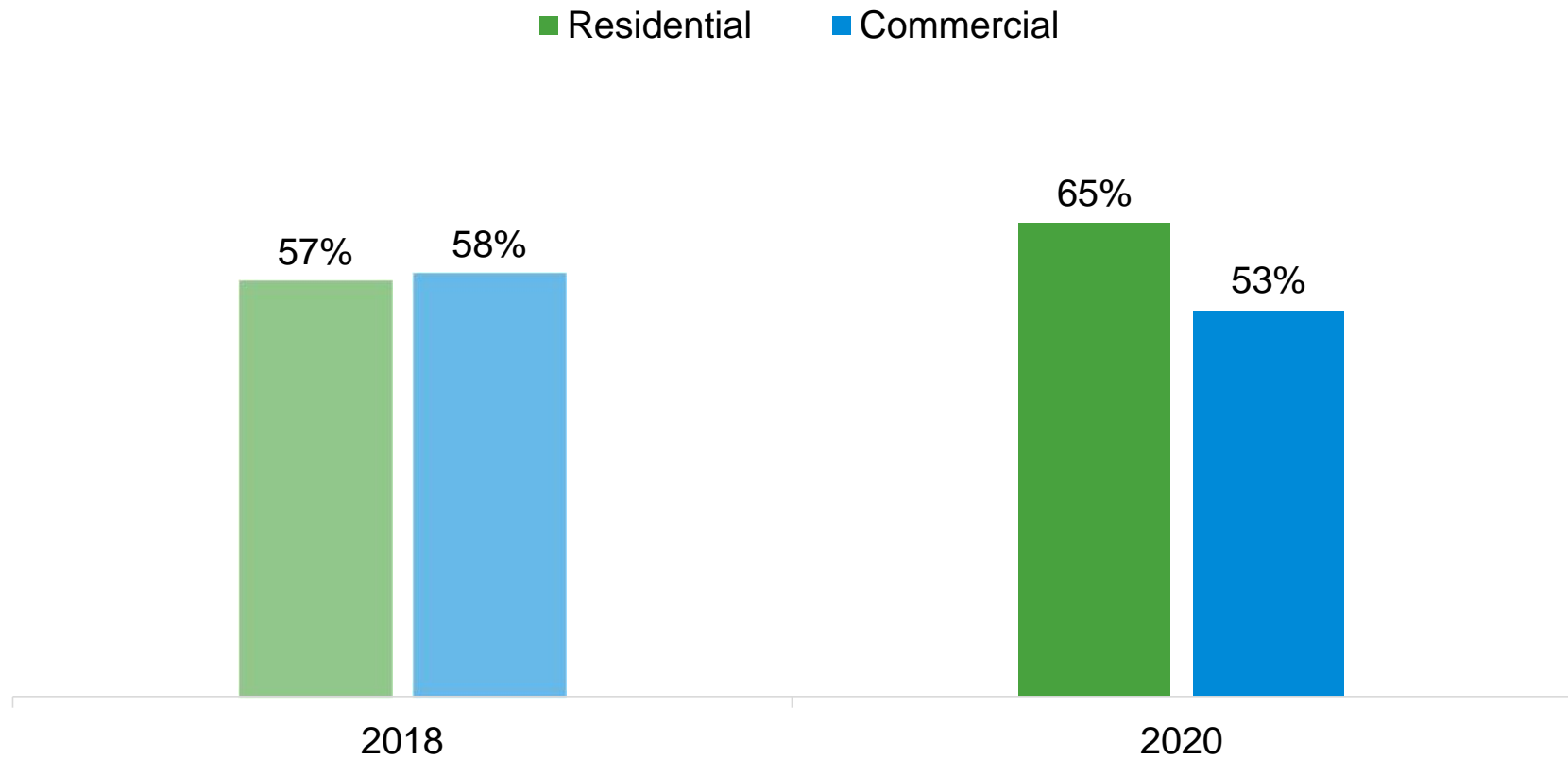
Commercial





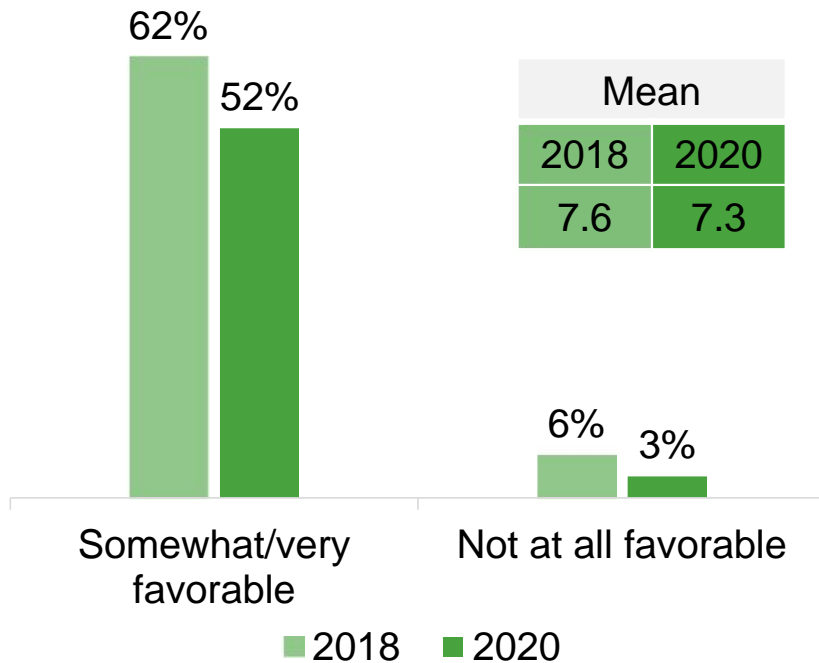
# **Awareness and opinions**

# Aware Platte River provides generation

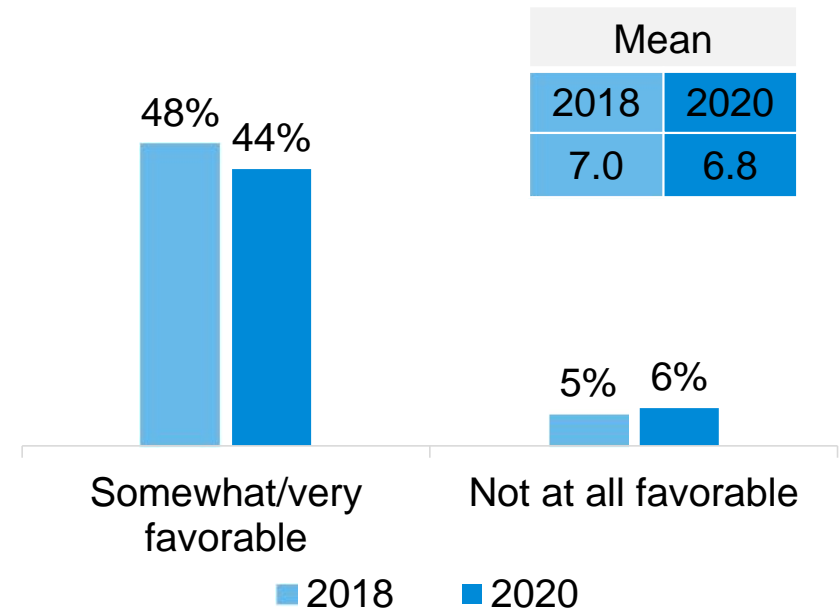


# Opinion of Platte River

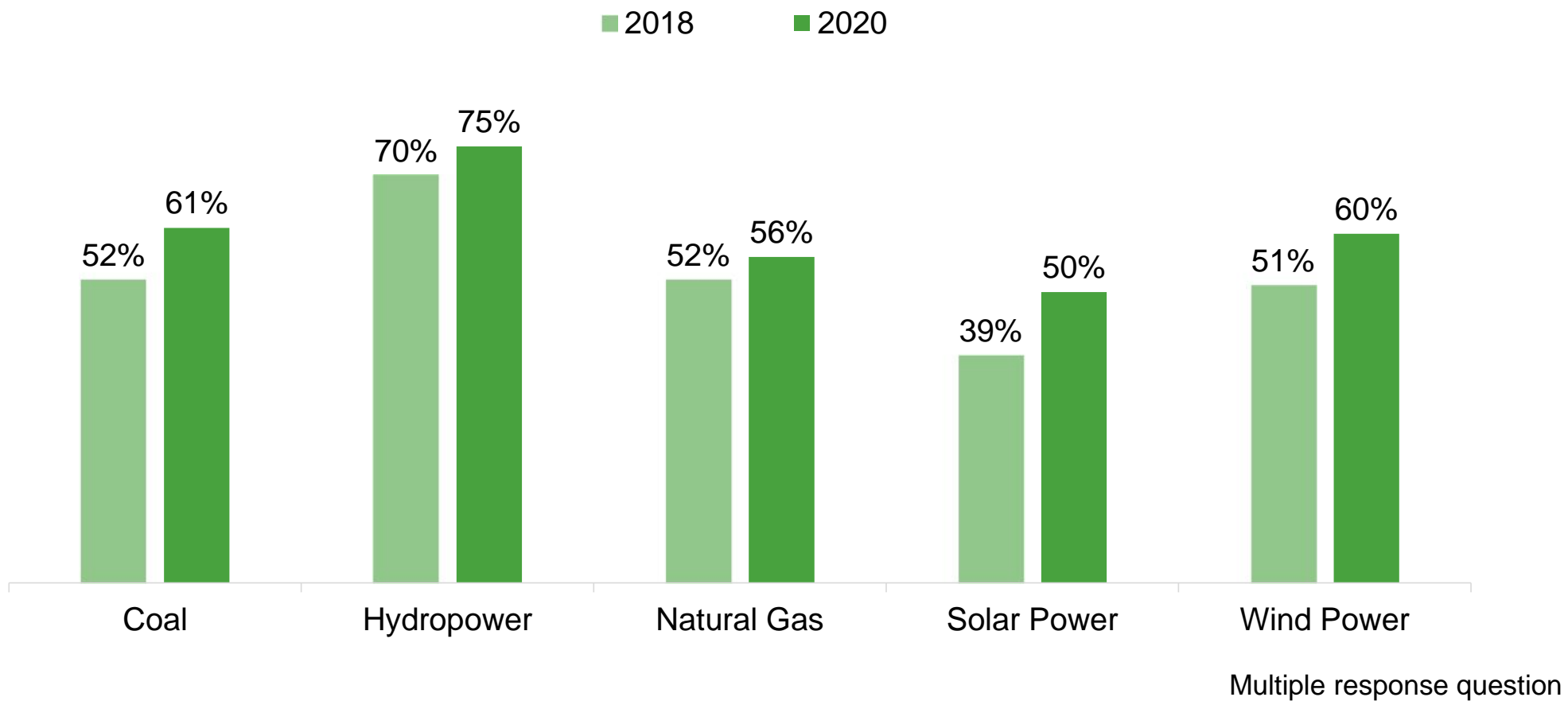
## Residential



## Commercial

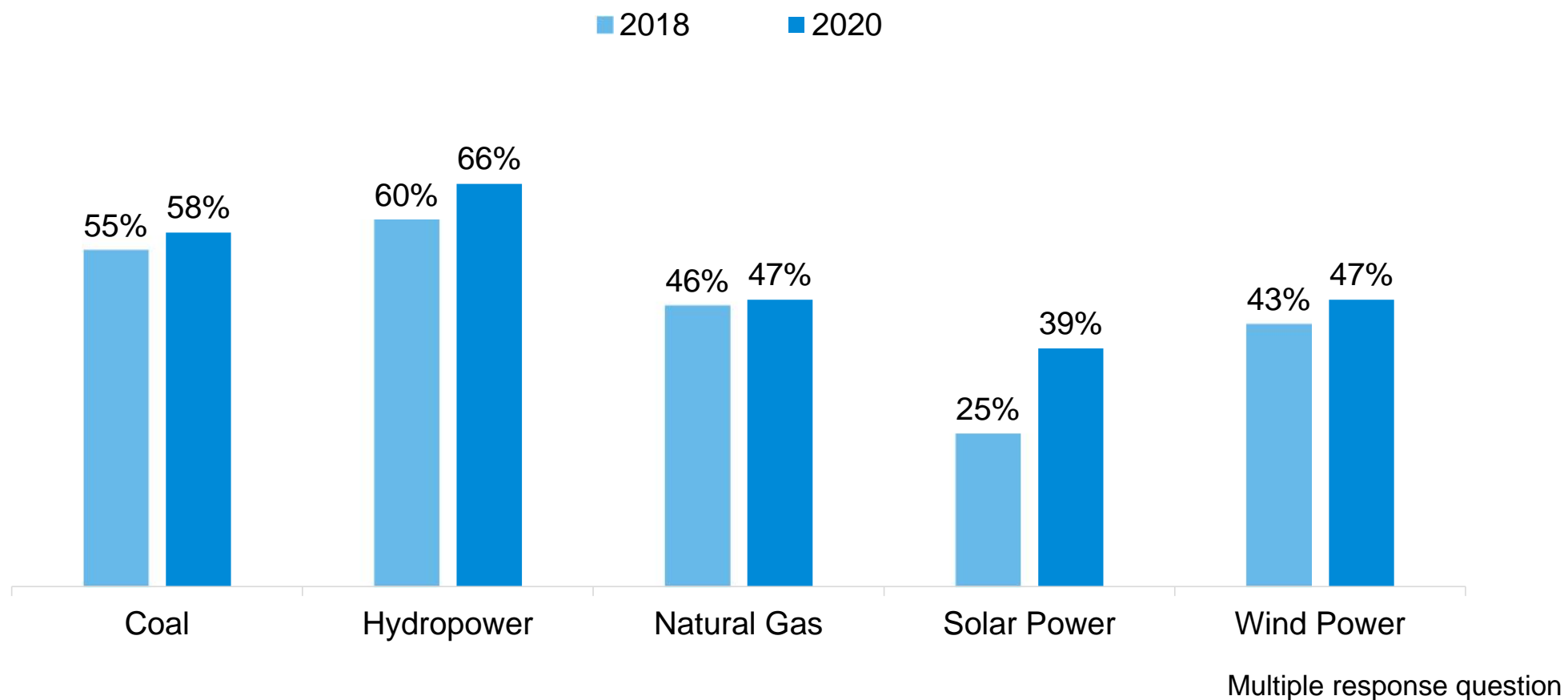


# Perceived generation source - residential



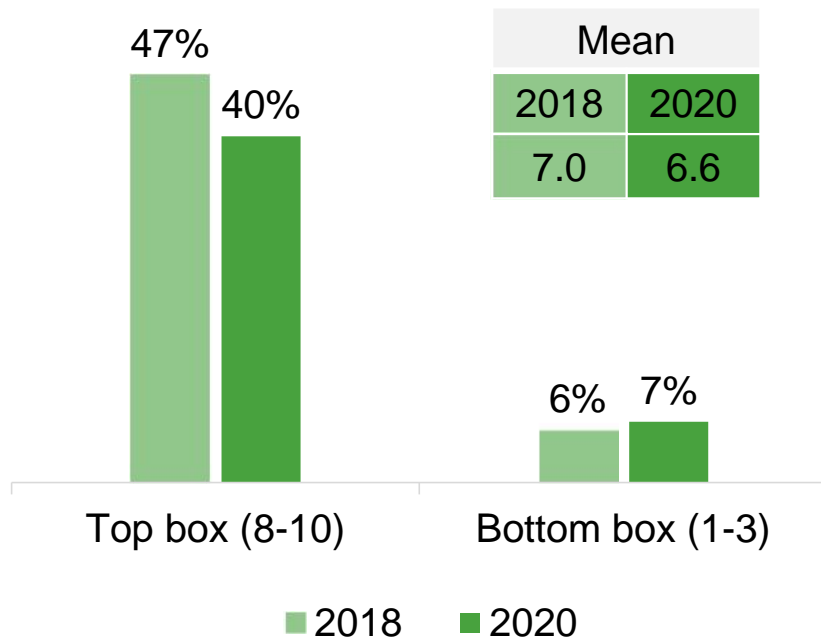


# Perceived generation source - commercial

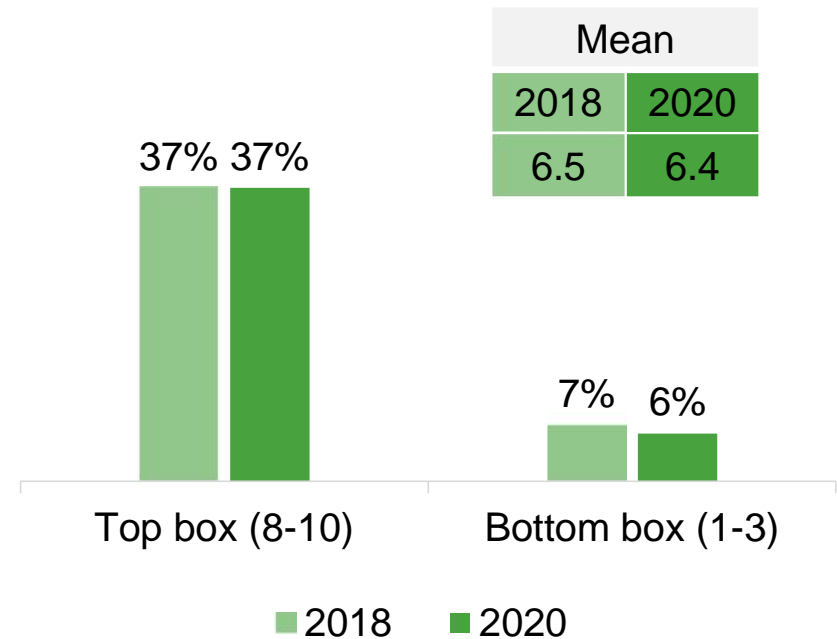


# Energy efficiency ratings - residential

Shows concern for the environment

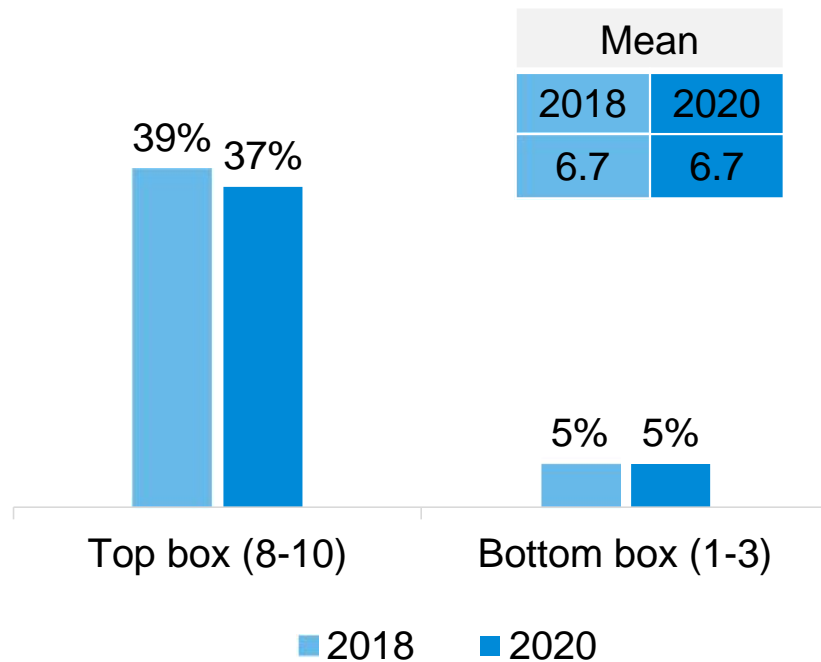


Offers Efficiency Works program

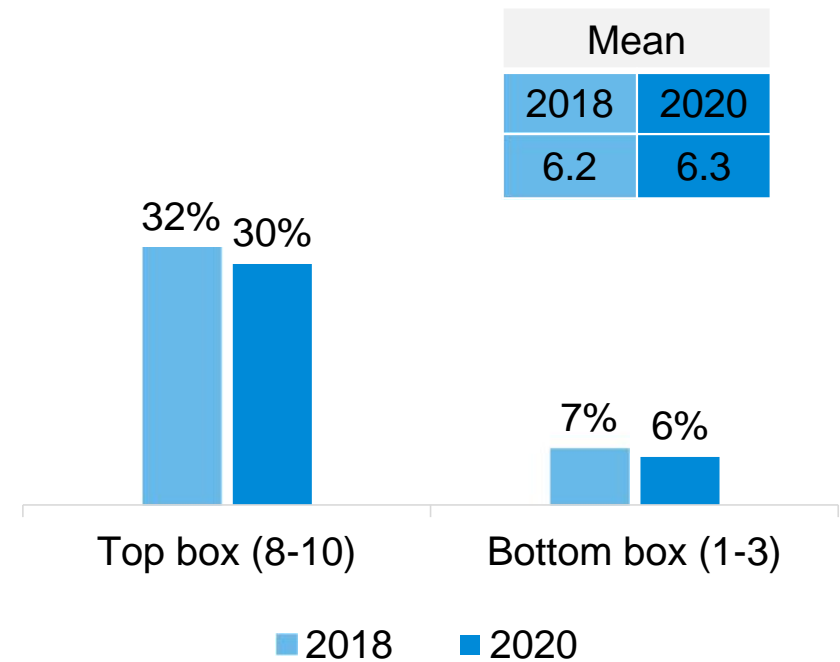


# Energy efficiency ratings - commercial

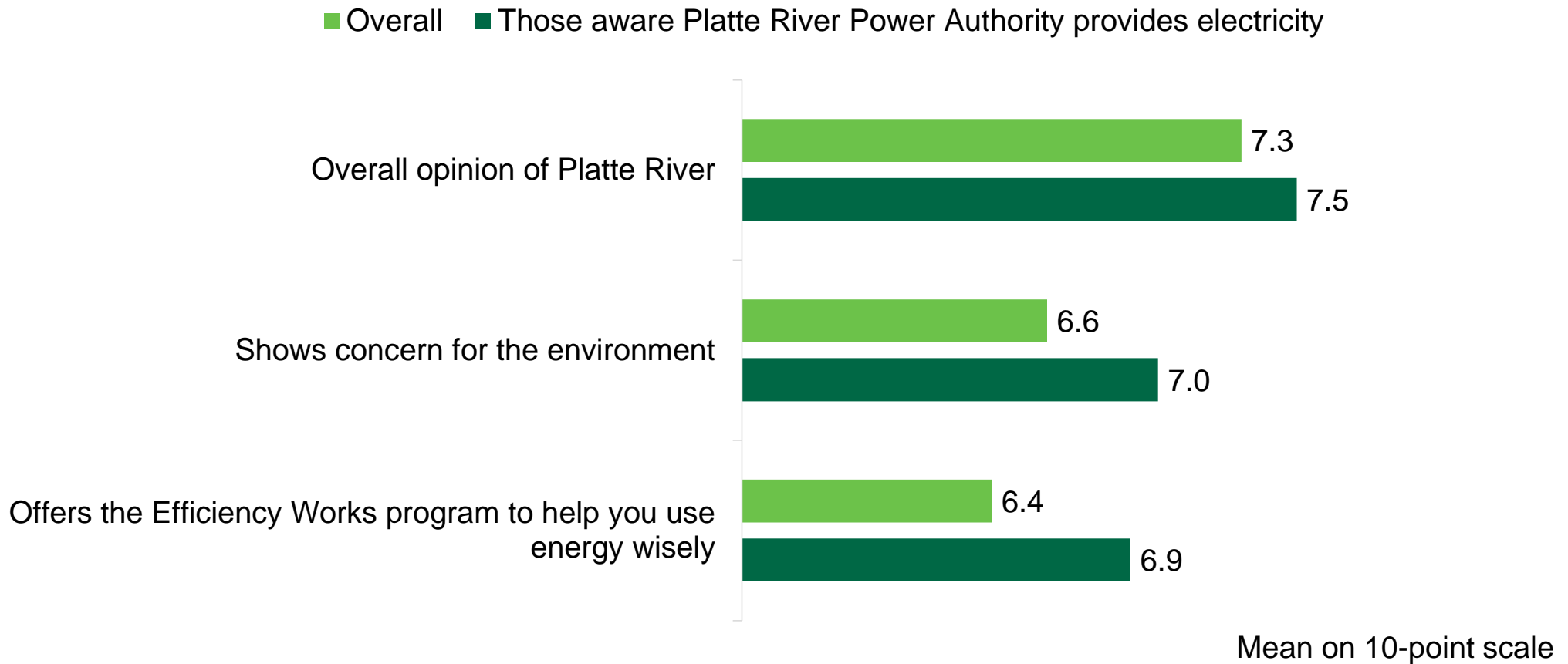
Shows concern for the environment



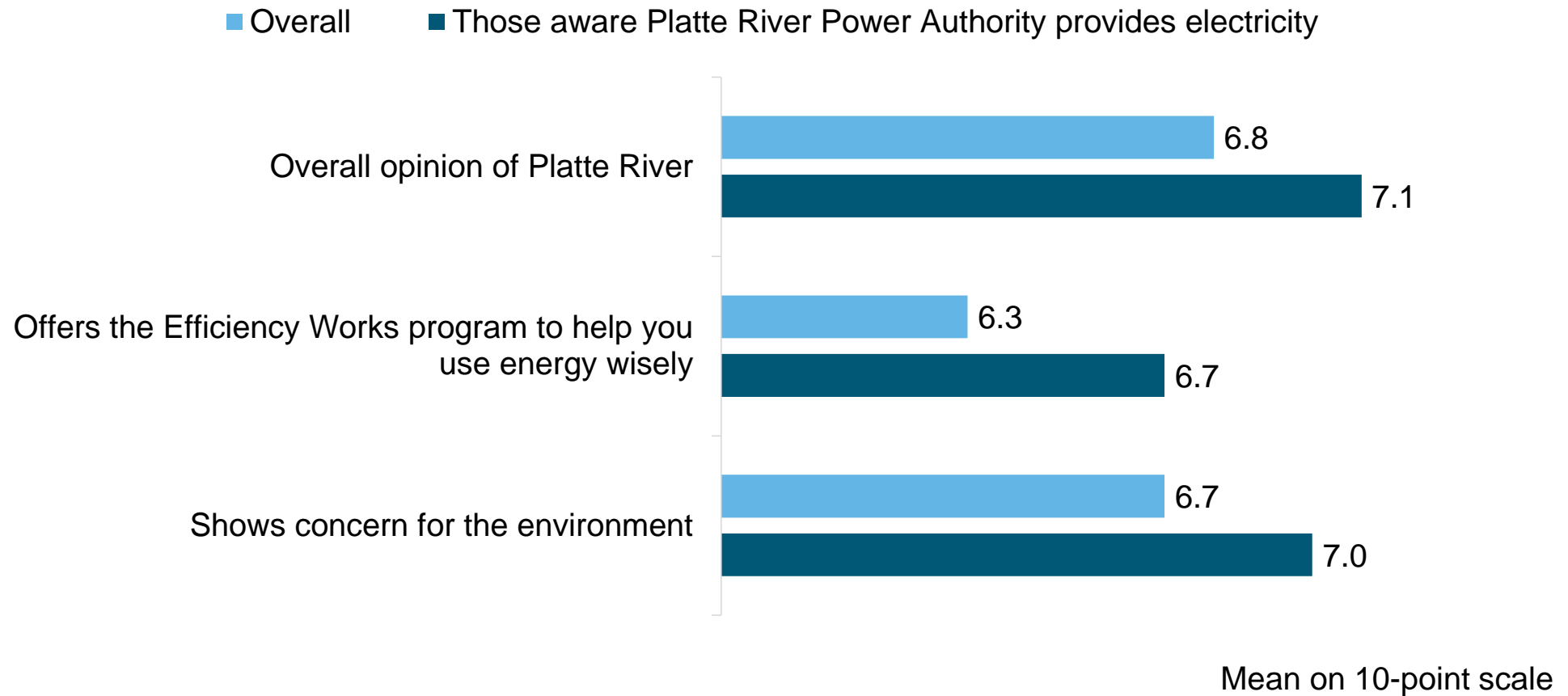
Offers Efficiency Works program

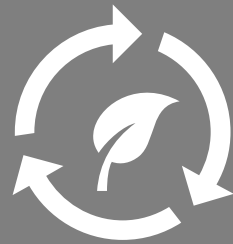


# Opinion comparison - residential



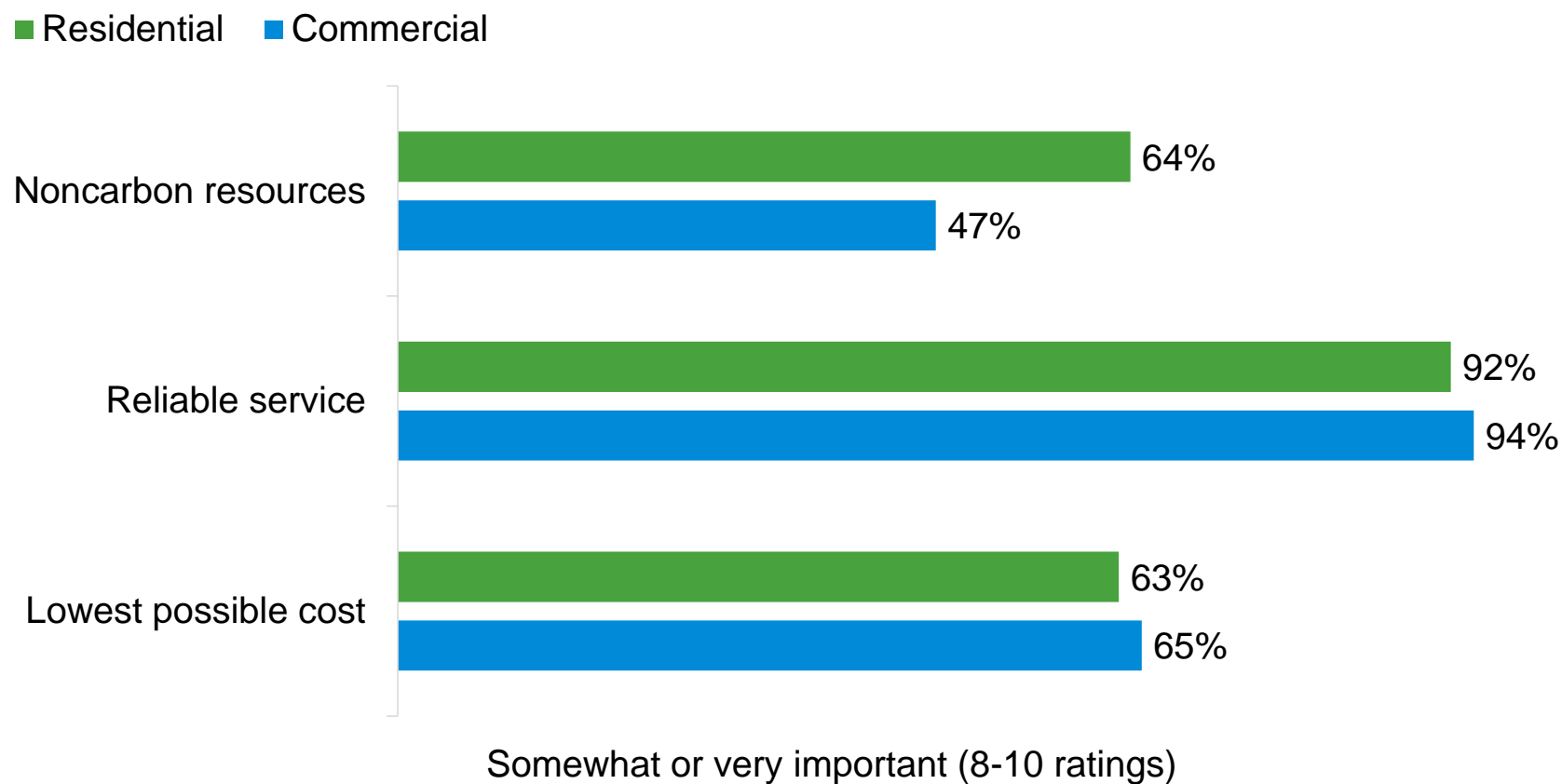
# Opinion comparison - commercial



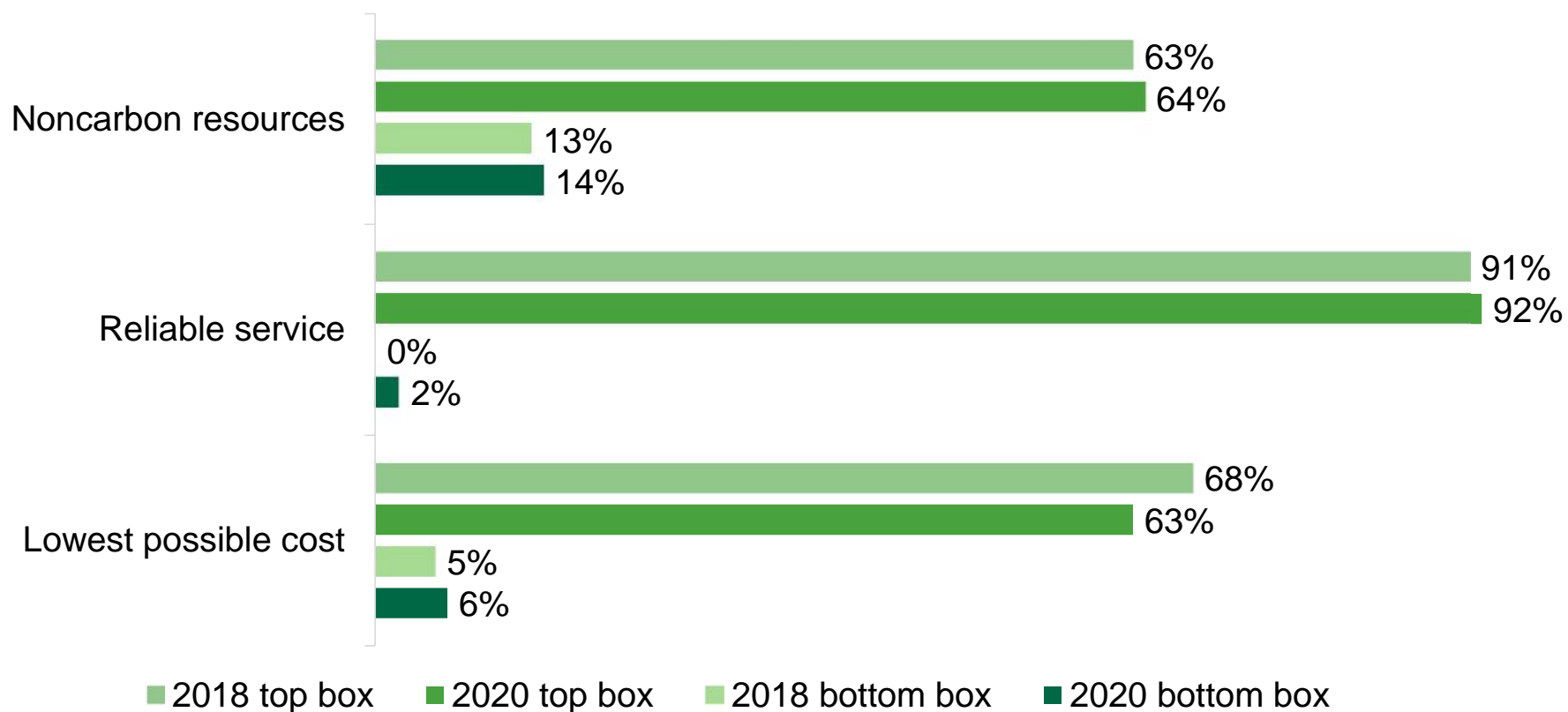


# **Renewable resource opinions**

# Service characteristics importance

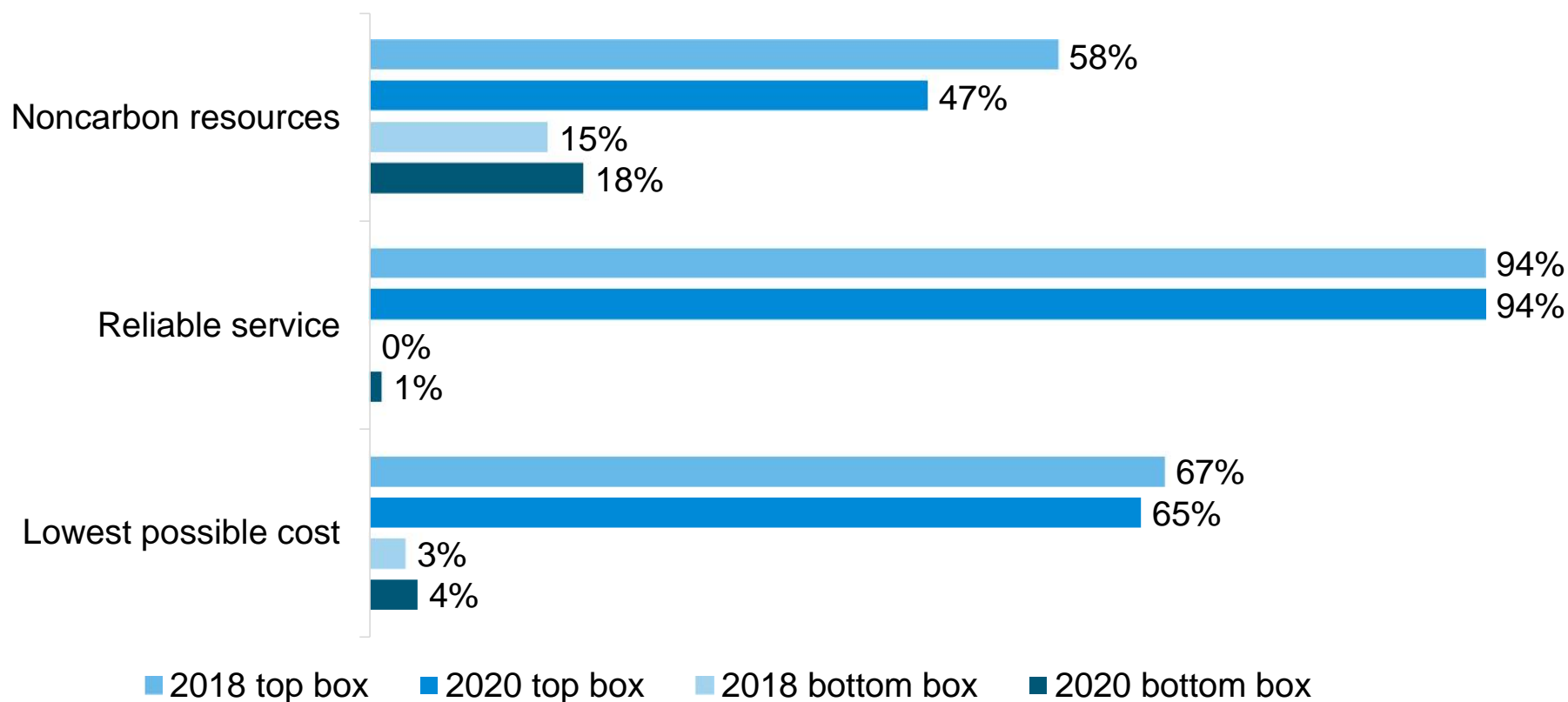


# Service characteristics importance - residential

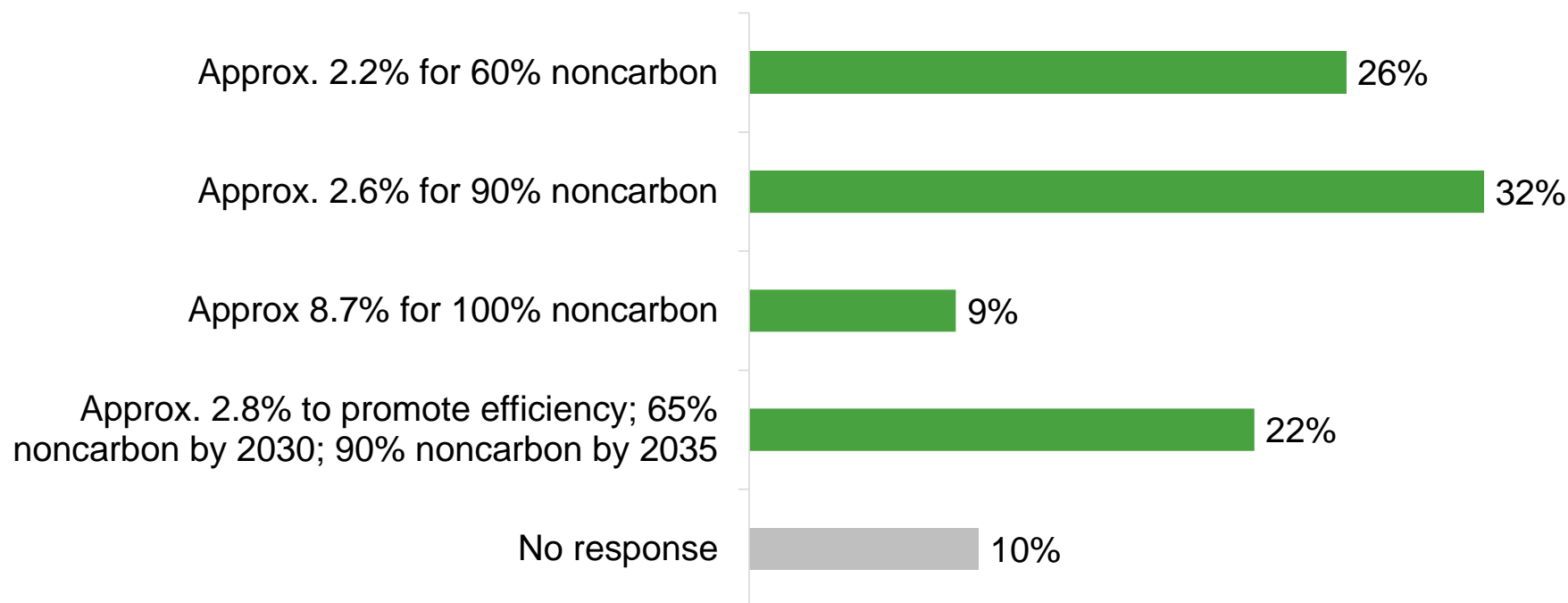




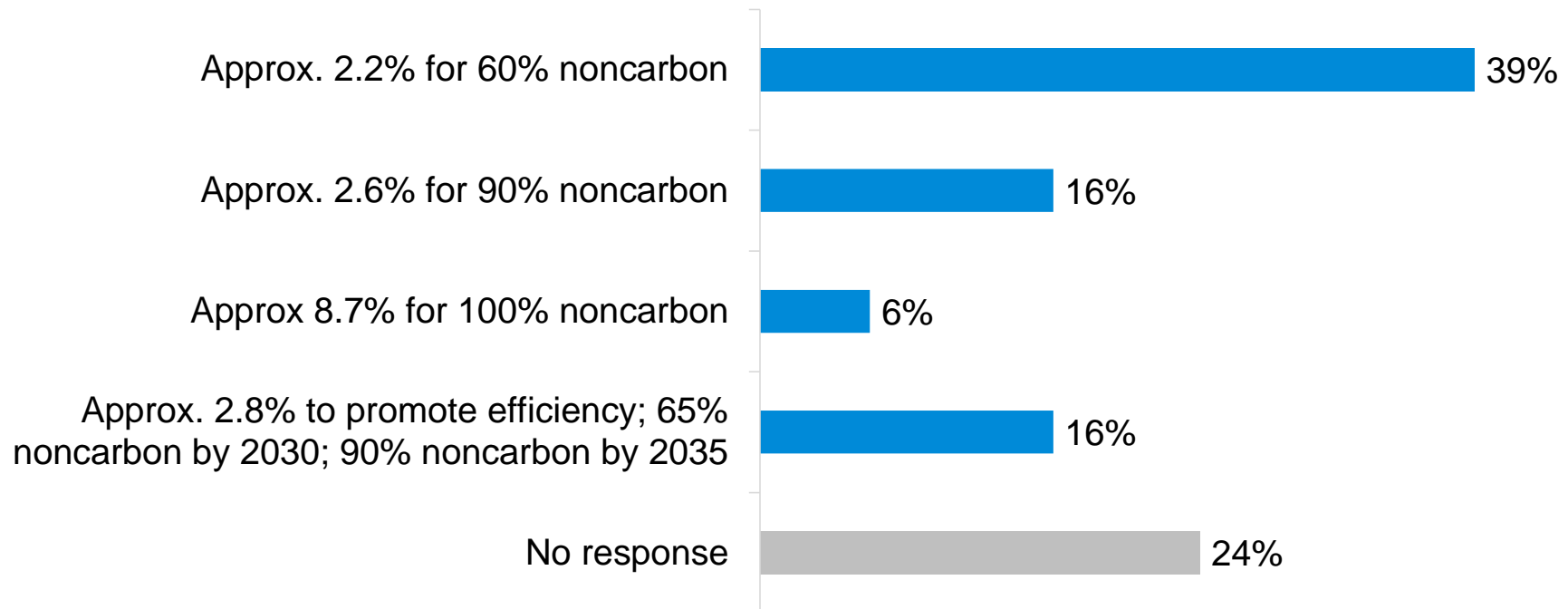
# Service characteristics importance - commercial



## Additional yearly amount willing to pay for noncarbon energy by 2030 - residential



# Additional yearly amount willing to pay for noncarbon energy by 2030 - commercial



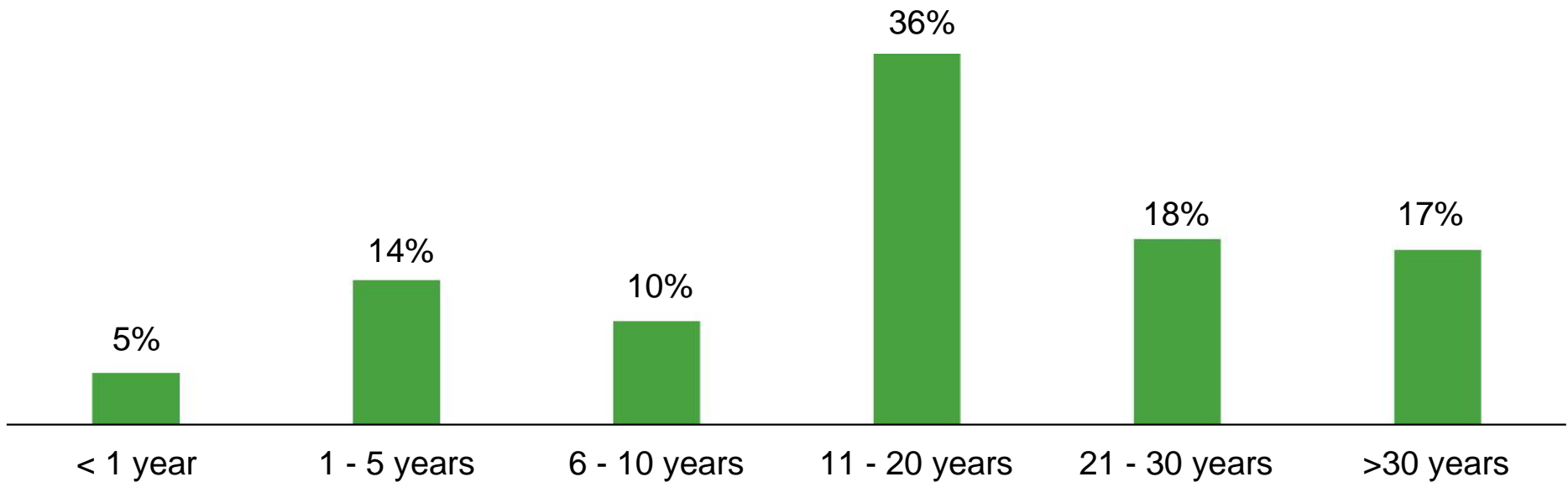


# Demographics

# Demographics

Length of service

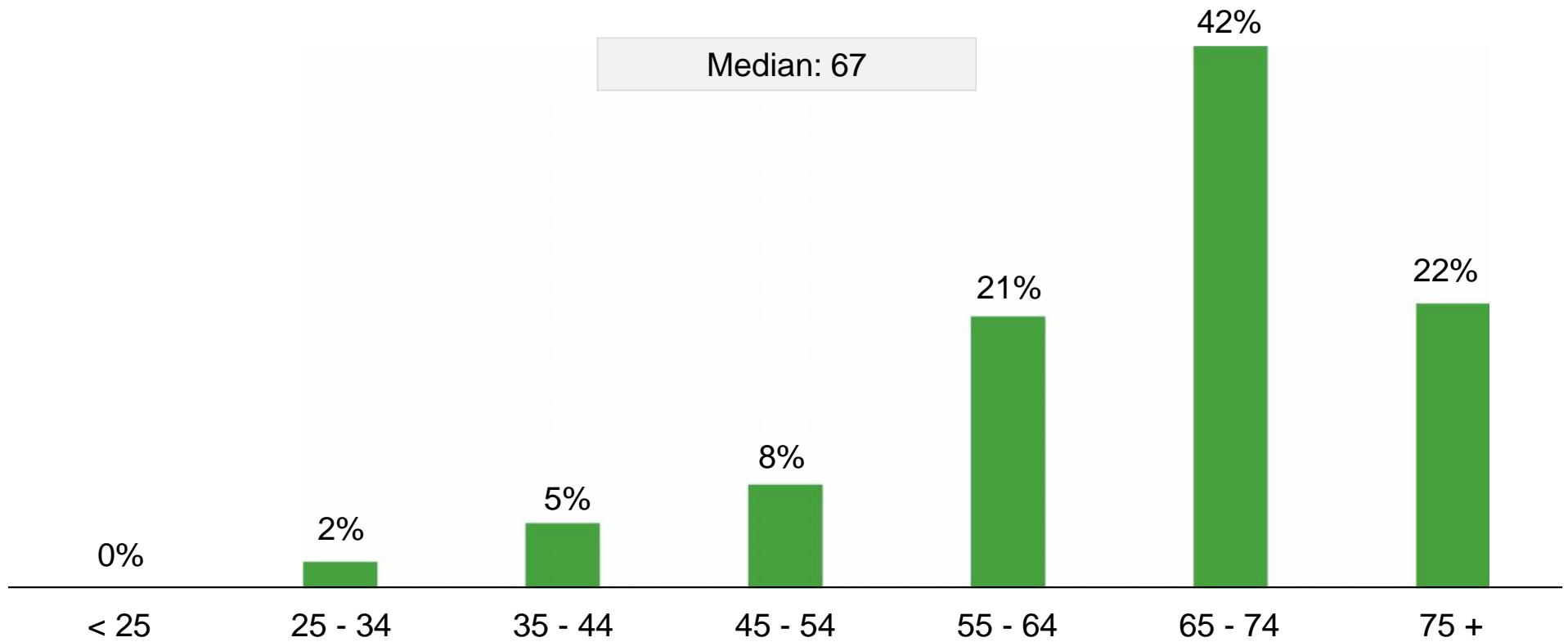
Median: 16 years



# Demographics

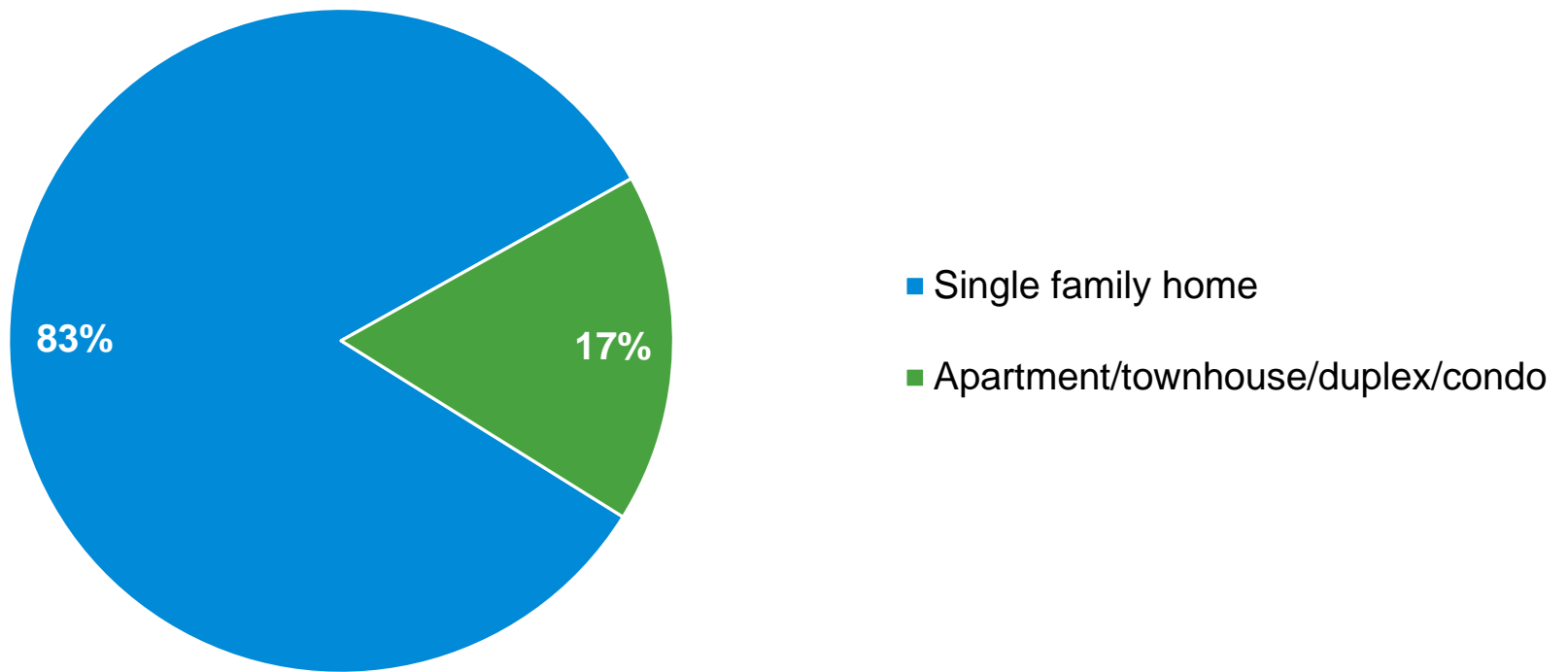
Respondent age

Median: 67



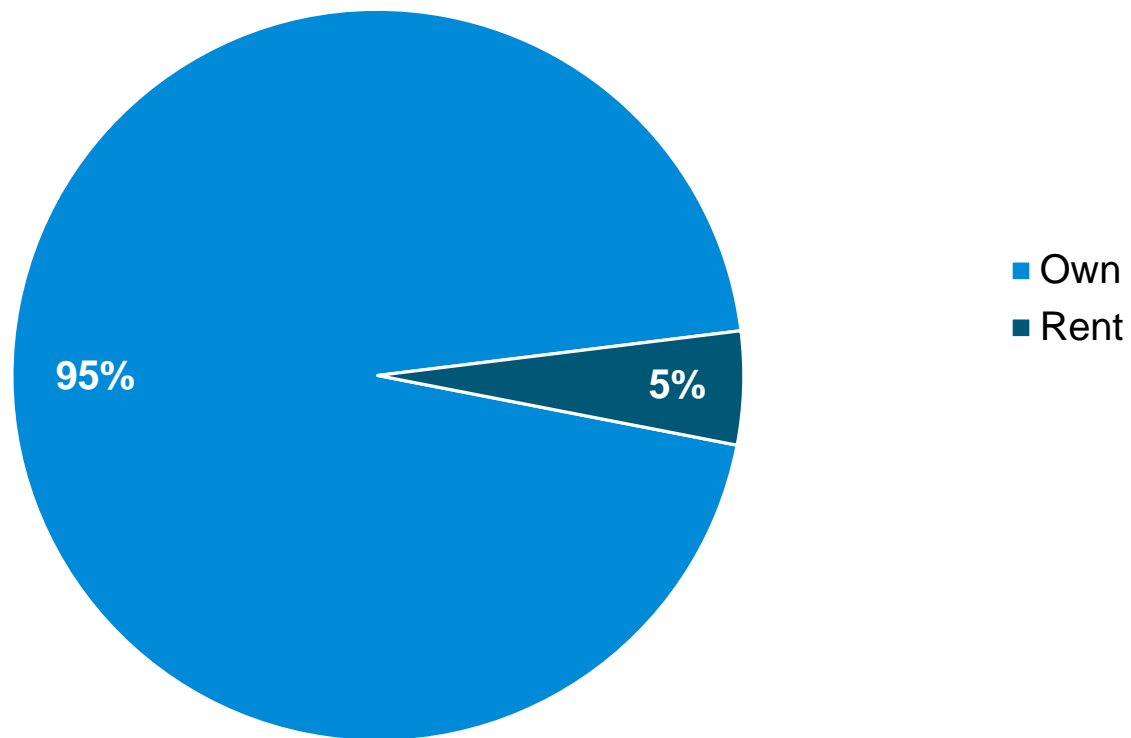
# Demographics

Type of residence



# Demographics

Home ownership

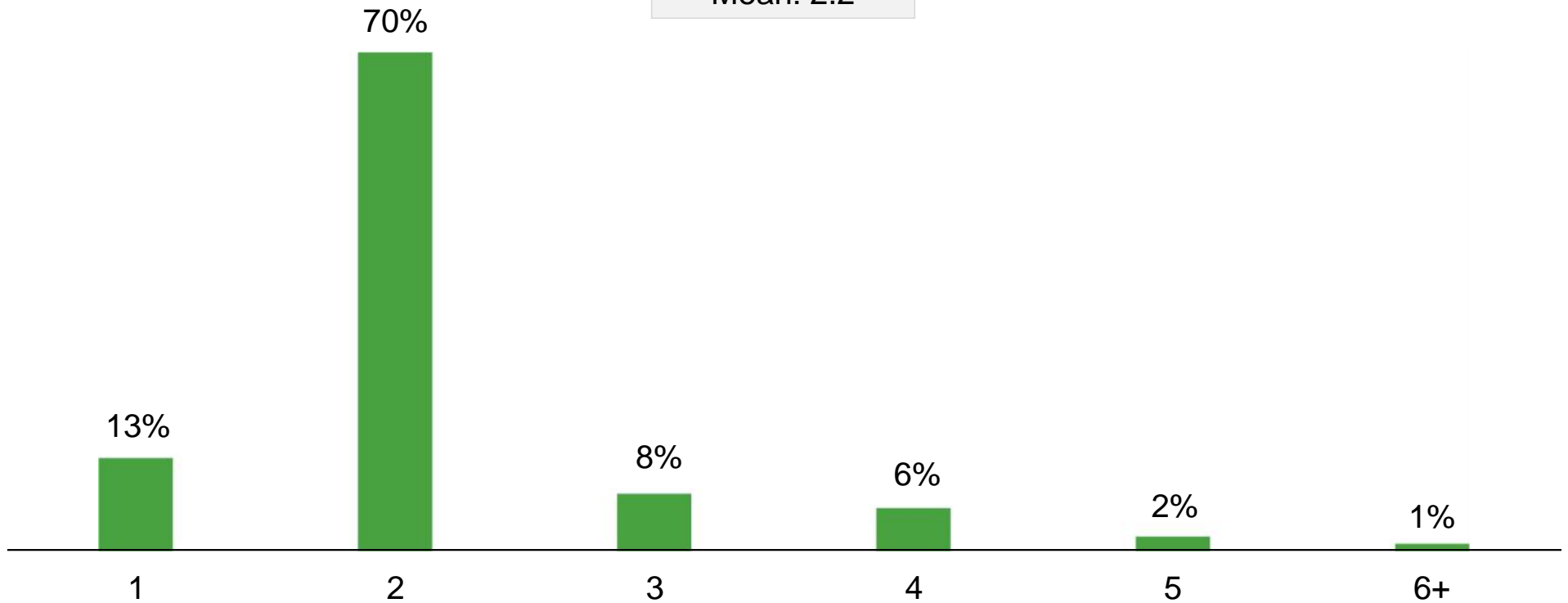




# Demographics

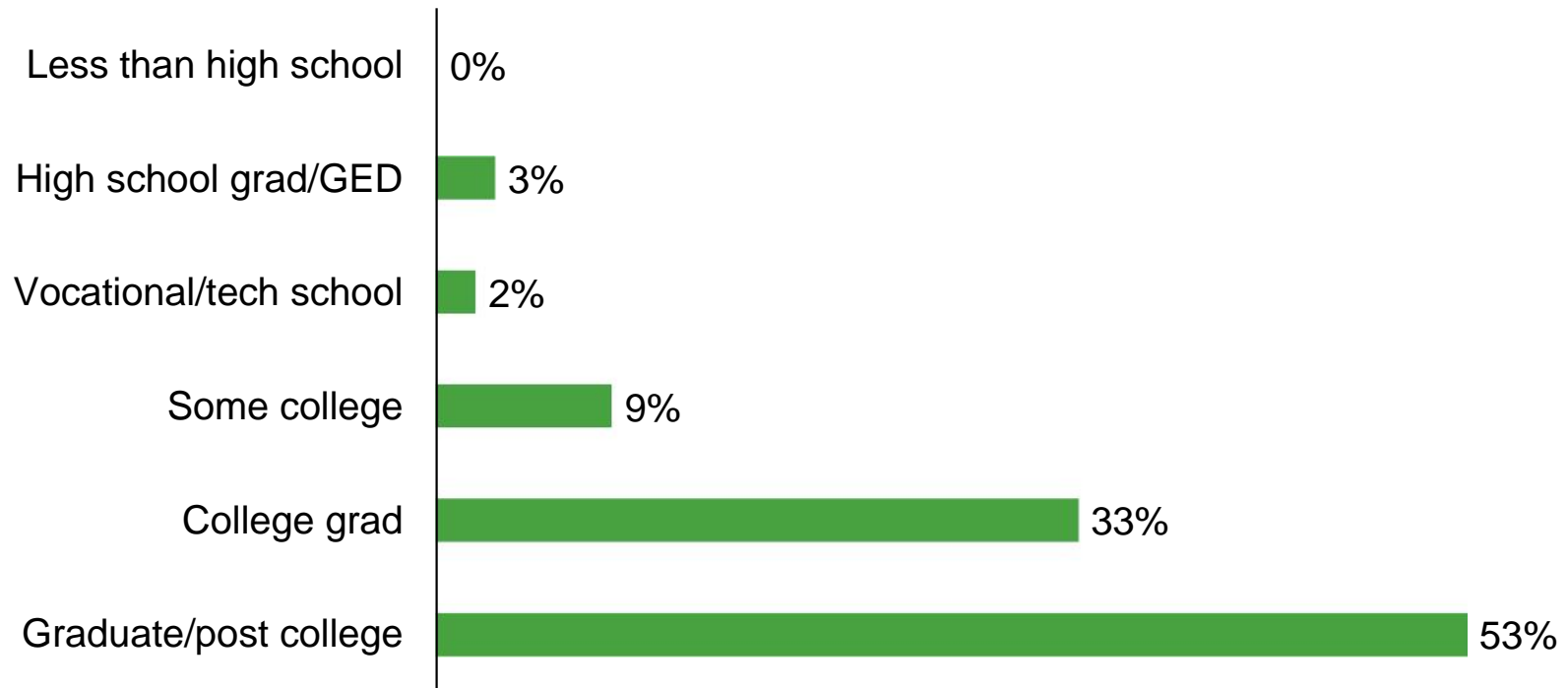
Number of residents per household

Mean: 2.2



# Demographics

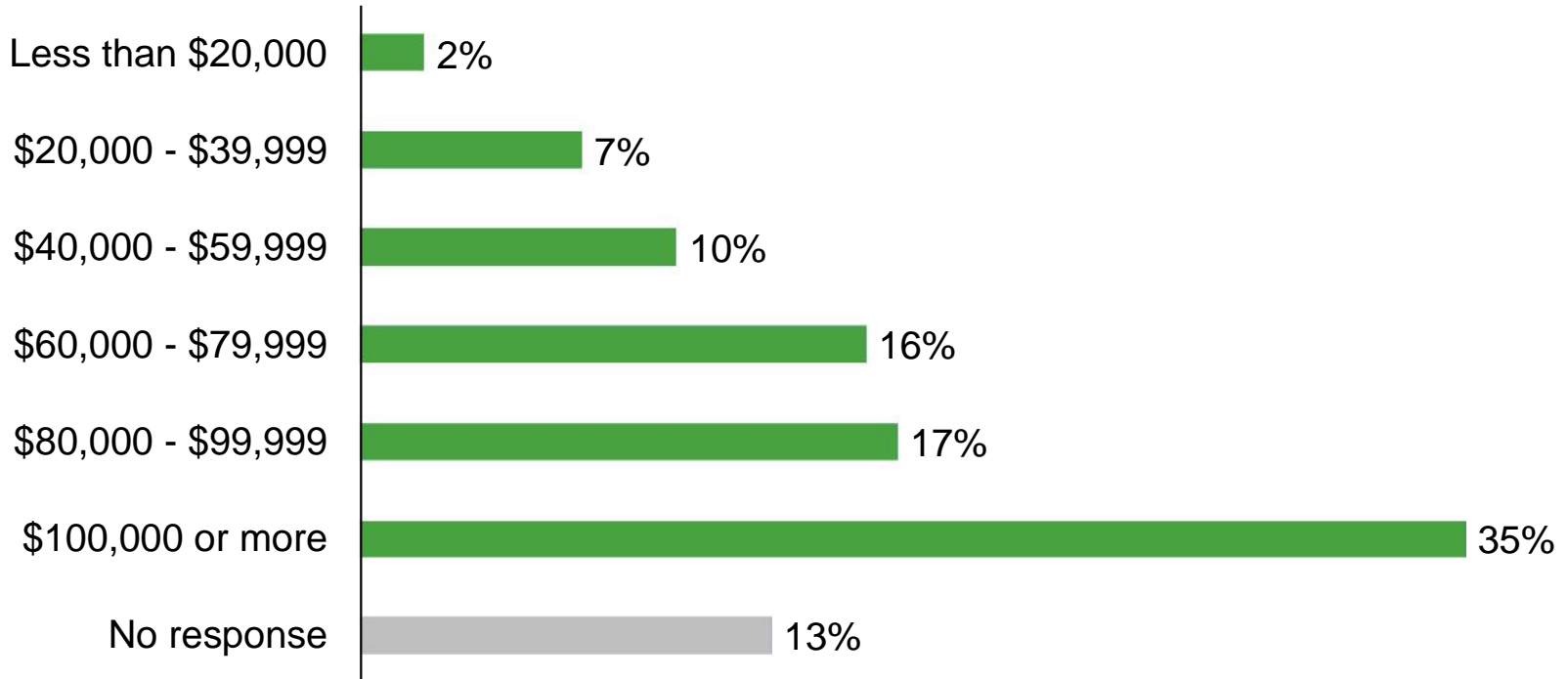
## Education



# Demographics

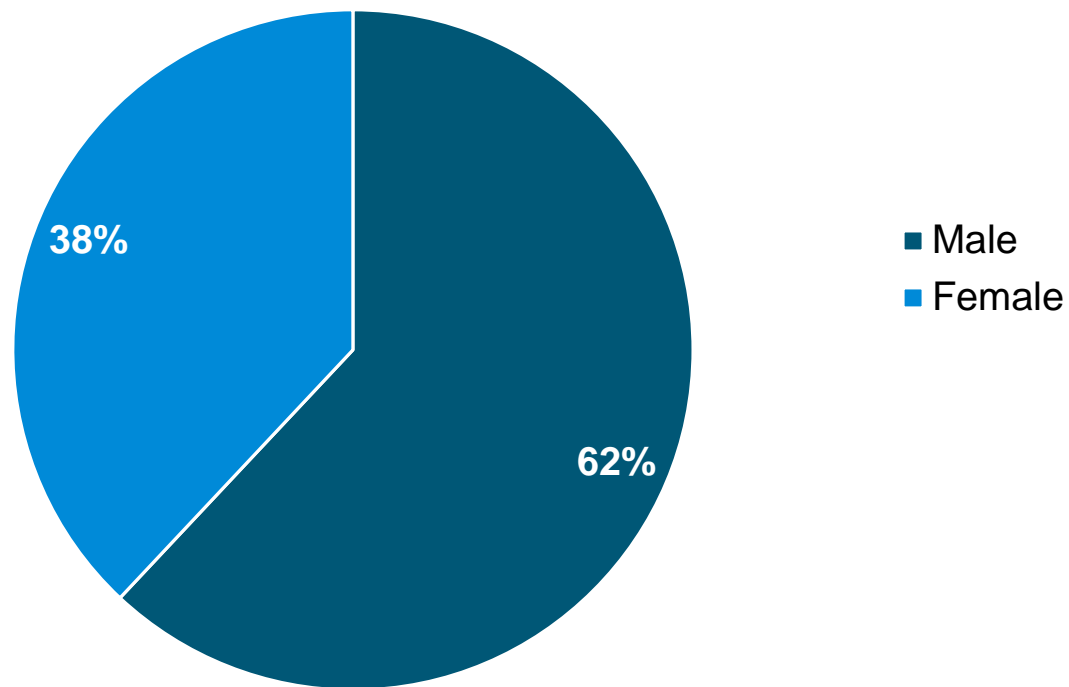
## Income

Median: \$89,473



# Demographics

Gender



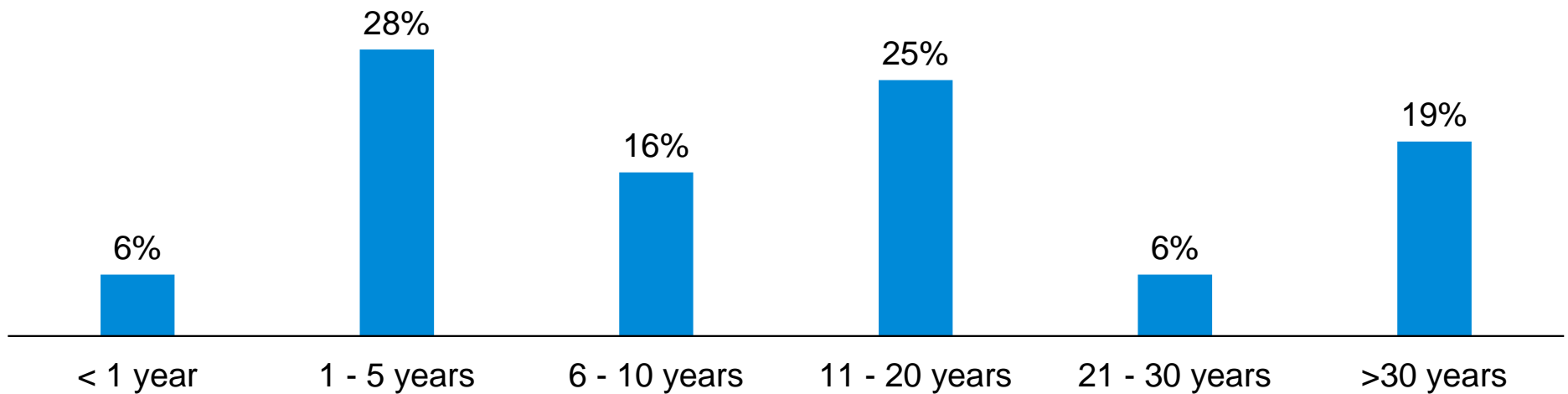


# Firmographics

# Firmographics

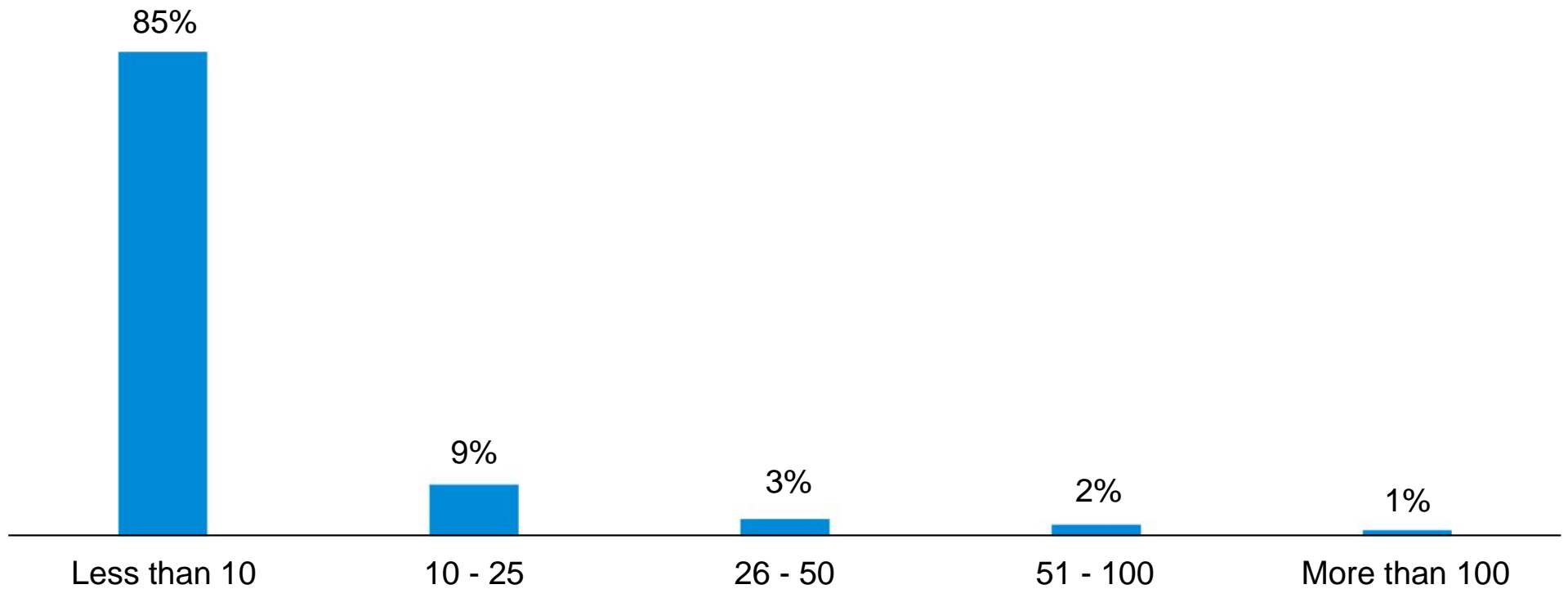
Length of service

Median: 10 years



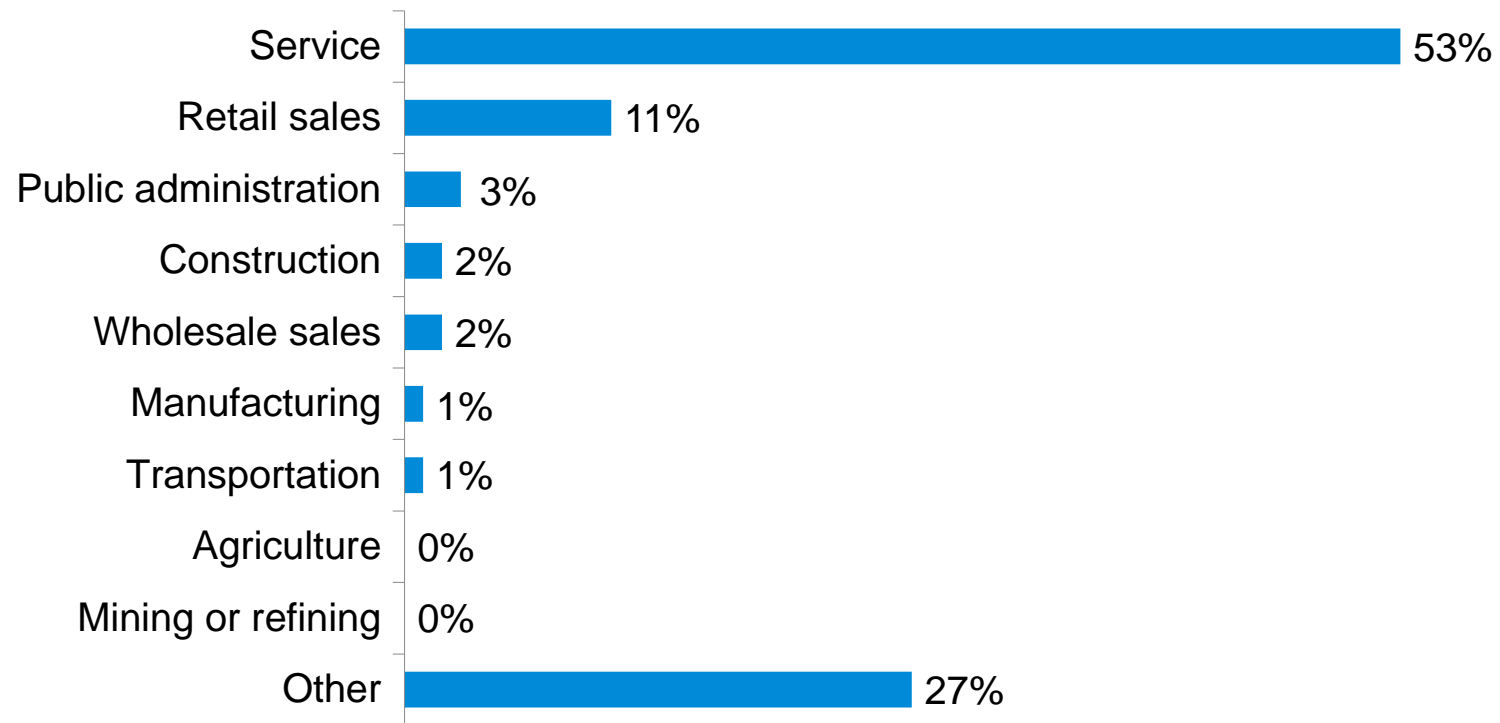
# Firmographics

Number of employees



# Firmographics

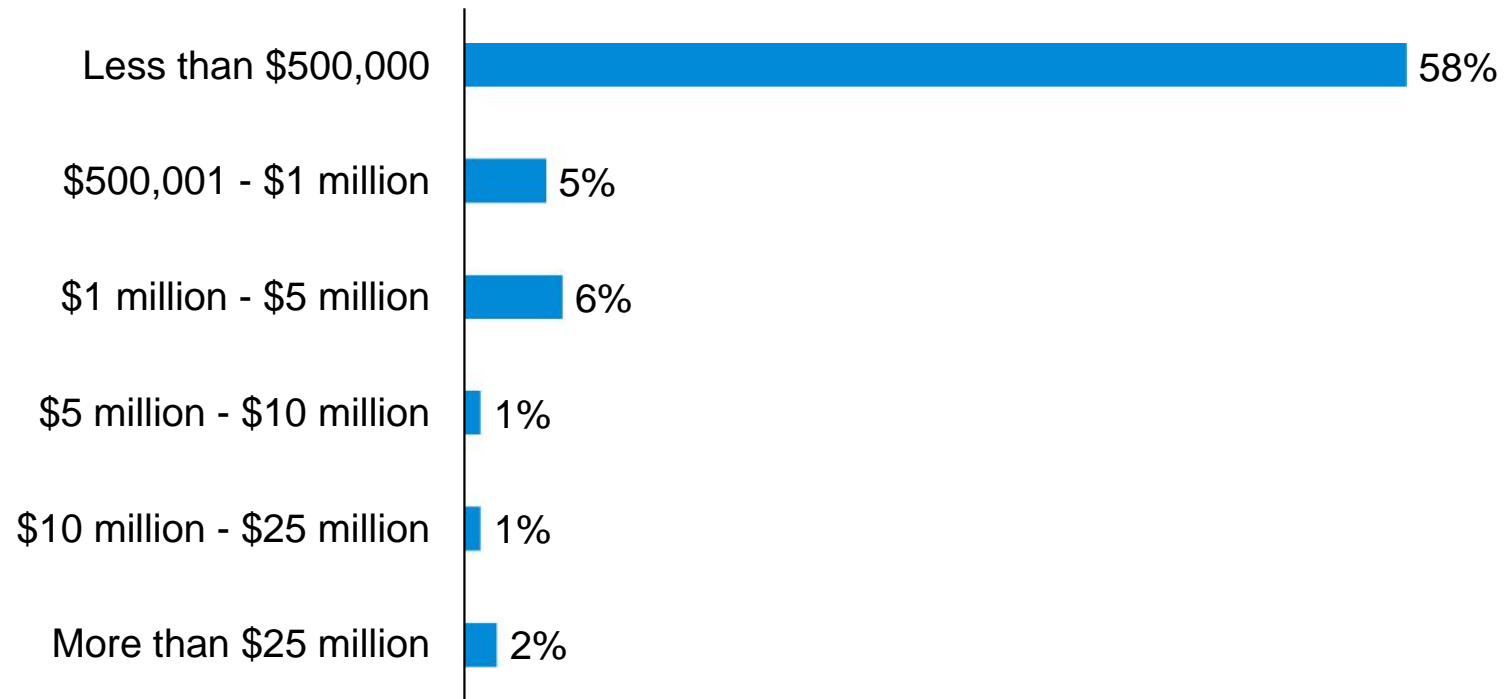
## Business type





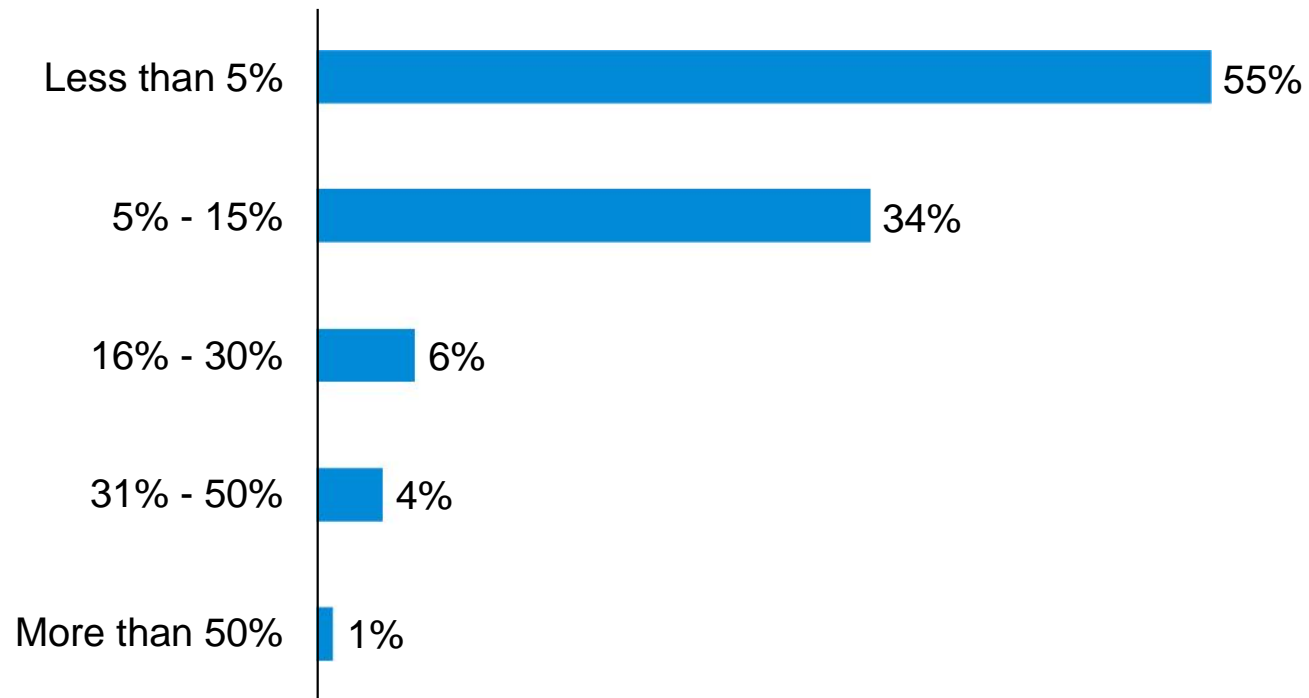
# Firmographics

## Annual revenue



# Firmographics

Electric costs as percentage of overall expense




# Customer notification

## Your Opinion Counts!


As the wholesale power provider to Estes Park Power & Communications, Platte River Power Authority seeks your input to help shape northern Colorado's energy future.

You have been selected to take part in this survey project to provide feedback about the future energy resources you want to power your homes and businesses.


**Complete the survey online anytime before March 20, 2020**



**Go to:**  
**[www.bit.ly/respr20](http://www.bit.ly/respr20)**  
and enter the survey ID shown  
at the top left on the reverse  
of this postcard



Customers who do not  
complete the survey online  
may receive a call inviting  
participation by phone



**Questions?**  
Call 970-577-3627

# Survey questions

- › How long have you received electric service from Estes Park Power & Communication?
- › Are you aware that Platte River Power Authority provides wholesale electricity generation and transmission services to Estes Park Power & Communication?
- › Based on what you know, what is your opinion of Platte River Power Authority?
- › What resources do you think Platte River Power Authority uses to provide your community with electricity? (all that apply)
- › Please rate your level of agreement with the following statements regarding Platte River Power Authority.
  - Shows concern for the environment
  - Offers the Efficiency Works program to help you use energy wisely
- › Please rate the importance of the following electric service characteristics:
  - Lowest possible cost
  - Most reliable
  - Noncarbon resources
- › How much more would you pay on your utility bill to receive noncarbon energy?

## **Demographics (residential)**

- › How old are you?
- › What type of residence do you live in?
- › Do you own or rent your home?
- › How many people live in your household?
- › What is the highest level of education you have completed?
- › What is your household income?
- › Respondent's gender

## **Firmographics (commercial)**

- › How many employees does your business have?
- › What type of business do you have?
- › What is the annual revenue of your business?
- › What is the percentage of electricity costs to your overall business costs?

## 2020 IRP Survey Results



	<b>Online</b>	<b>Phone</b>											
<b>Residential: Results based on 347 responses</b>	100%	0%											
<b>Commercial: Results based on 140 responses</b>	50%	50%											
<b>1. How long have you received electric service from Estes Park Power &amp; Communications?</b>													
	<b>Residential</b>	<b>Commercial</b>											
Less than 1 year	5%	6%											
1 - 5 years	14%	28%											
6 - 10 years	10%	16%											
11 - 20 years	36%	25%											
21 - 30 years	18%	6%											
More than 30 years	17%	19%											
Median length of service	16	10											
<b>2. Are you aware that Platte River Power Authority provides wholesale electricity generation and transmission services to Estes Park Power &amp; Communications?</b>													
	<b>Residential</b>	<b>Commercial</b>											
Yes	65%	53%											
No	35%	47%											
<b>3. Based on what you know, what is your opinion of Platte River Power Authority?</b>													
	<i>Not at all favorable -----&gt; Very favorable</i>												
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Average</b>	<b>Top Box</b>	
<b>Residential</b>	1%	1%	1%	2%	23%	10%	11%	21%	13%	18%	<b>7.3</b>	<b>52%</b>	
<b>Commercial</b>	2%	2%	2%	2%	31%	8%	9%	22%	9%	13%	<b>6.8</b>	<b>44%</b>	
<i>*Top Box = 8 - 10 ratings combined, or highest opinion.</i>													
<b>4. What resources do you think Platte River Power Authority uses to provide your community with electricity? (all that apply)</b>													
	<b>Residential</b>	<b>Commercial</b>											
Coal	61%	58%											
Hydropower	75%	66%											
Natural gas	56%	47%											
Solar power	50%	39%											
Wind power	60%	47%											

## 2020 IRP Survey Results



	Online	Phone										
<b>Residential: Results based on 347 responses</b>	100%	0%										
<b>Commercial: Results based on 140 responses</b>	50%	50%										
<b>5. Please rate your level of agreement with the following statements regarding Platte River Power Authority.</b>												
<i>*Top Box = 8 - 10 ratings combined, or strongest level of agreement.</i>	<i>Strongly disagree -----&gt; Strongly agree</i>											
<b>Residential</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Average</b>	<b>Top Box</b>
Shows concern for the environment	2%	1%	4%	4%	28%	9%	13%	20%	8%	12%	6.6	40%
Offers the Efficiency Works program to help you use energy wisely	4%	0%	3%	4%	31%	10%	11%	18%	5%	14%	6.4	37%
<b>Commercial</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Average</b>	<b>Top Box</b>
Shows concern for the environment	2%	2%	1%	2%	30%	12%	15%	18%	6%	13%	6.7	37%
Offers the Efficiency Works program to help you use energy wisely	3%	1%	2%	2%	38%	11%	13%	19%	3%	8%	6.3	30%
<b>6. Please rate the importance of the following electric service characteristics:</b>												
<i>*Top Box = 8 - 10 ratings combined, or most important.</i>	<i>Not at all important -----&gt; Very important</i>											
<b>Residential</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Average</b>	<b>Top Box</b>
Lowest possible cost	2%	3%	1%	3%	13%	5%	10%	15%	14%	34%	7.7	63%
Most reliable	1%	1%	0%	0%	1%	1%	3%	13%	18%	61%	9.2	92%
Noncarbon resources	9%	2%	3%	3%	7%	6%	6%	16%	13%	35%	7.4	64%
<b>Commercial</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Average</b>	<b>Top Box</b>
Lowest possible cost	1%	2%	1%	4%	12%	8%	9%	15%	8%	42%	8.0	65%
Reliable service	0%	1%	0%	1%	2%	0%	2%	14%	18%	62%	9.3	94%
Noncarbon resources	11%	3%	4%	2%	15%	4%	13%	15%	5%	27%	6.7	47%
<b>7. How much more would you pay on your utility bill to receive noncarbon energy?</b>												
	<b>Residential Commercial</b>											
About 2.2% more each year to receive 60% noncarbon energy by 2030 with 99.99% reliability	26%	39%										
Approximately 2.6% more each year to receive 90% noncarbon energy by 2030 with 99.99% reliability	32%	16%										
Approximately 8.7% more each year to receive 100% noncarbon energy by 2030 although Platte River cannot maintain system reliability	9%	6%										
About 2.8% more each year to promote more efficiency, rooftop solar, EVs, etc. You would receive 65% noncarbon energy by 2030 and 90% noncarbon energy by 2035 with 99.99% reliability	22%	16%										
No response	10%	24%										

## 2020 IRP Survey Results



		Online	Phone										
Residential: Results based on 347 responses		100%	0%										
Commercial: Results based on 140 responses		50%	50%										
Demographics													
D1. How old are you?													
Under 25		0%		45 - 54	8%		75+	22%					
25 - 34		2%		55 - 64	21%								
35 - 44		5%		65 - 74	42%								
Median age: 67													
D2. What type of residence do you live in?													
Single-family home		83%											
Apartment, townhouse, duplex or condominium		17%											
D3. Do you own or rent your home?		Own	95%		Rent	5%							
D4. How many people live in your household?													
		1	2	3	4	5	6+						
		13%	70%	8%	6%	2%	1%	Average:	2.2				
D5. What is the highest level of education you have completed?													
Less than high school		0%				Some college	9%						
High school graduate/GED		3%				College graduate	33%						
Vocational-technical school		2%				Graduate or post-college school	53%						
D6. What is your household income?													
Less than \$20,000		2%				\$80,000 to \$99,999	17%						
\$20,000 to \$39,999		7%				\$100,000 or more	35%						
\$40,000 to \$59,999		10%				No response	13%						
\$60,000 to \$79,999		16%											
Median income: \$89,473													

## 2020 IRP Survey Results



	<b>Online</b>	<b>Phone</b>											
<b>Residential: Results based on 347 responses</b>	100%	0%											
<b>Commercial: Results based on 140 responses</b>	50%	50%											
<b>D7. Respondent's gender</b>	Male	62%		Female	38%								
<b>Firmographics</b>													
<b>F1. How many employees does your business have?</b>													
Less than 10	85%												
10 to 25	9%												
26 to 50	3%												
51 to 100	2%												
More than 100	1%												
<b>F2. What type of business do you have?</b>													
Service	53%					Agriculture	0%						
Retail sales	11%					Mining or refining	0%						
Wholesale sales	2%					Transportation	1%						
Manufacturing	1%					Public administration	3%						
Construction	2%					Other	27%						
<b>F3. What is the annual revenue of your business?</b>													
Less than \$500,000	85%												
\$500,001 to \$1 million	5%												
\$1 million to \$5 million	6%												
\$5 million to \$10 million	1%												
\$10 million to \$25 million	1%												
More than \$25 million	2%												
<b>F4. What is the percentage of electricity costs to your overall business costs?</b>													
Less than 5%	55%												
5% to 15%	34%												
16% to 30%	6%												
31% to 50%	4%												
More than 50%	1%												



Estes Park IRP Residential Survey Trends				
	n=307	n=347		
<b>Aware Platte River Provides Service to Estes Park</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Yes	57%	65%	8%	61%
<b>Opinion of Platte River Power Authority</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Somewhat/very favorable ( <i>top box</i> )	62%	52%	-10%	57%
Not at all favorable ( <i>bottom box</i> )	6%	3%	-3%	5%
Average ( <i>mean, based on 10-point scale</i> )	7.6	7.3	-0.3	7.5
<b>Perceived Generation Source</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Coal	52%	61%	9%	57%
Hydropower	70%	75%	5%	73%
Natural gas	52%	56%	4%	54%
Solar power	39%	50%	11%	45%
Wind power	51%	60%	9%	56%
<b>Energy Efficiency Ratings (8-10 top box)</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Shows concern for the environment	47%	40%	-7%	44%
Average ( <i>mean, based on 10-point scale</i> )	7.0	6.6	-0.4	6.8
Offers the Efficiency Works program to help you use energy wisely	37%	37%	0%	37%
Average ( <i>mean, based on 10-point scale</i> )	6.5	6.4	-0.1	6.5
<b>Importance of Electric Service Characteristics (8-10 top box)</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Lowest possible cost	68%	63%	-5%	66%
Average ( <i>mean, based on 10-point scale</i> )	8.0	7.7	-0.3	7.9
Reliable service	91%	92%	1%	92%
Average ( <i>mean, based on 10-point scale</i> )	9.2	9.2	0.0	9.2
Renewable resource	63%	64%	1%	64%
Average ( <i>mean, based on 10-point scale</i> )	7.5	7.4	-0.1	7.5
<b>Length of Service</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than 1 year	4%	5%	1%	5%
1 - 5 years	21%	14%	-7%	18%
6 - 10 years	13%	10%	-3%	12%
11 - 20 years	29%	36%	7%	33%
21 - 30 years	13%	18%	5%	16%
More than 30 years	21%	17%	-4%	19%
Median	14	16	2	15
<b>Age</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
< 25	1%	0%	-1%	1%
25-34	2%	2%	0%	2%
35-44	2%	5%	3%	4%
45-54	11%	8%	-3%	10%
55-64	22%	21%	-1%	22%
65-74	41%	42%	1%	42%
75 and up	22%	22%	0%	22%
Median	67	67	0	67

Estes Park IRP Residential Survey Trends				
	<i>n=307</i>	<i>n=347</i>		
<b>Type of Residency</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Single-family home	84%	83%	-1%	84%
Mobile, modular or manufactured home	1%	0%	-1%	1%
Apartment, townhouse, duplex or condominium	15%	17%	2%	16%
<b>Own or Rent Home</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Own	93%	95%	2%	94%
Rent	7%	5%	-2%	6%
<b>Number of People in Household</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
1	16%	13%	-3%	15%
2	68%	70%	2%	69%
3	6%	8%	2%	7%
4	5%	6%	1%	6%
5	2%	2%	0%	2%
6+	3%	1%	-2%	2%
Average	2.2	2.2	0.0	2.2
<b>Highest Level of Education</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than high school	0%	0%	0%	0%
High school graduate/GED	8%	3%	-5%	6%
Vocational-technical school	3%	2%	-1%	3%
Some college	12%	9%	-3%	11%
College graduate	35%	33%	-2%	34%
Graduate or post-college school	43%	53%	10%	48%
<b>Household Income</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than \$20,000	3%	2%	-1%	3%
\$20,000 to \$39,999	9%	7%	-2%	8%
\$40,000 to \$59,999	14%	10%	-4%	12%
\$60,000 to \$79,999	19%	16%	-3%	18%
\$80,000 to \$99,999	11%	17%	6%	14%
\$100,000 or more	28%	35%	7%	32%
No response	16%	13%	-3%	15%
Average	\$77,271	\$89,473	\$12,202	\$83,372
<b>Gender</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Male	63%	62%	-1%	63%
Female	37%	38%	1%	38%

Estes Park IRP Commercial Survey Trends				
	<i>n=115</i>	<i>n=140</i>		
<b>Aware Platte River Provides Service to Estes Park</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Yes	58%	53%	-5%	56%
<b>Opinion of Platte River Power Authority</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Somewhat/very favorable ( <i>top box</i> )	48%	44%	-4%	46%
Not at all favorable ( <i>bottom box</i> )	5%	6%	1%	6%
Average ( <i>mean, based on 10-point scale</i> )	7.0	6.8	-0.2	6.9
<b>Perceived Generation Source</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Coal	55%	58%	3%	57%
Hydropower	60%	66%	6%	63%
Natural gas	46%	47%	1%	47%
Solar power	25%	39%	14%	32%
Wind power	43%	47%	4%	45%
<b>Energy Efficiency Ratings (8-10 top box)</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Shows concern for the environment	39%	37%	-2%	38%
Average ( <i>mean, based on 10-point scale</i> )	6.7	6.7	0.0	6.7
Offers the Efficiency Works program to help you use energy wisely	32%	30%	-2%	31%
Average ( <i>mean, based on 10-point scale</i> )	6.2	6.3	0.1	6.3
<b>Importance of Electric Service Characteristics (8-10 top box)</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Lowest possible cost	67%	65%	-2%	66%
Average ( <i>mean, based on 10-point scale</i> )	8.4	8.0	-0.4	8.2
Reliable service	94%	94%	0%	94%
Average ( <i>mean, based on 10-point scale</i> )	9.4	9.3	-0.1	9.4
Renewable resource	58%	47%	-11%	53%
Average ( <i>mean, based on 10-point scale</i> )	7.3	6.7	-0.6	7.0
<b>Length of Service</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than 1 year	4%	6%	2%	5%
1 - 5 years	14%	28%	14%	21%
6 - 10 years	11%	16%	5%	14%
11 - 20 years	20%	25%	5%	23%
21 - 30 years	12%	6%	-6%	9%
More than 30 years	39%	19%	-20%	29%
Median	21	10	-11	16

Estes Park IRP Commercial Survey Trends				
	<i>n=115</i>	<i>n=140</i>		
Number of employees	2018	2020	Trend	Average
Less than 10	74%	85%	11%	80%
10 to 25	15%	9%	-6%	12%
26 to 50	7%	3%	-4%	5%
51 to 100	2%	2%	0%	2%
More than 100	2%	1%	-1%	2%
Type of Business	2018	2020	Trend	Average
Service	69%	53%	-16%	61%
Retail sales	18%	11%	-7%	15%
Wholesale sales	0%	2%	2%	1%
Manufacturing	3%	1%	-2%	2%
Construction	2%	2%	0%	2%
Agriculture	0%	0%	0%	0%
Mining or refining	0%	0%	0%	0%
Transportation	0%	1%	1%	1%
Public administration	4%	3%	-1%	4%
Other	4%	27%	23%	16%
Annual Revenue	2018	2020	Trend	Average
Less than \$500,000	65%	85%	20%	75%
\$500,001 to \$1 million	19%	5%	-14%	12%
\$1 million to \$5 million	13%	6%	-7%	10%
\$5 million to \$10 million	0%	1%	1%	1%
\$10 million to \$25 million	2%	1%	-1%	2%
More than \$25 million	1%	2%	1%	2%
Percentage of Electricity Costs to Overall Business Costs	2018	2020	Trend	Average
Less than 5%	49%	55%	6%	52%
5% to 15%	44%	34%	-10%	39%
16% to 30%	3%	6%	3%	5%
31% to 50%	3%	4%	1%	4%
More than 50%	1%	1%	0%	1%