



**Platte River**  
Power Authority

Estes Park • Fort Collins • Longmont • Loveland

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# 2020 Integrated Resource Plan survey results

Conducted by:



(a solutions company)



# CONTENTS

## **BACKGROUND**

Scope & methodology .....	3
Executive summary .....	4

## **FINDINGS**

Presentation .....	6
Survey questions .....	42

## **SUMMARY**

Results overview .....	43
Residential trends .....	47
Commercial trends .....	49

# 2020 Integrated Resource Plan survey



Estes Park • Fort Collins • Longmont • Loveland

## Scope and methodology

During the spring of 2020, Platte River Power Authority 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.

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. From a randomly selected sample of all residential and commercial customers, 1,133 residential and 775 commercial customers responded. The number of responses from each utility are as follows:

	<b>Residential</b>	<b>Commercial</b>
<b>Estes Park</b>	347	140
<b>Fort Collins</b>	269	280
<b>Longmont</b>	259	117
<b>Loveland</b>	258	238

The results of the residential survey have a margin of error of +/-2.9% at a 95% degree of probability. The results of the commercial survey have a margin of error of +/-3.4%. For any given statistic, there is a 95% chance that the result does not vary by more than 2.9% for the actual total population of residential customers and 3.4% for the actual total population of commercial customers.

Of the 1,133 residential survey completions, 1,008 (89%) were completed online by customers responding to a postcard mailing or email notice. Following the online completions, 125 (11%) surveys were completed by callers conducting phone interviews. Of the 775 commercial survey completions, 318 (41%) were completed online and 457 (59%) were completed by phone.

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

- 60% of residential customers and 56% of commercial customers are aware Platte River Power Authority provides electricity generation and transmission services to their utility
- Among both customer groups, the level of awareness increased from 2018
- Fewer residential customers rate Platte River somewhat or very favorably, decreasing from 55% to 50%; however, the average favorability rating is 7.2, down only 0.1
- Commercial customers' average favorability rating increased from 7.2 to now 7.3; those who view Platte River somewhat or very favorably remained at 51%
- Residential customers rated Platte River a 6.7 in both showing concern for the environment and offering the Efficiency Works program; commercial customers rated Platte River slightly higher with 7.2 and 6.9, respectively
- 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, solar and wind power were the least recognized by residential customers and hydropower was the least recognized by commercial customers



## Renewable resource options

- Service reliability is seen as the most important service characteristic by both residential and commercial customers – 88% of residential and 95% 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 63% of residential customers
- When considering how much more they would be willing to pay to receive noncarbon energy, 31% 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

- A mix of ages responding to the residential survey – median age is 62
- Median length of service for residential customers is 13 years
- 95% of residential respondents have post-high school education
- 32% earn \$100,000 or more per year – median household income is \$81,332



## Firmographics

- Median length of service for commercial customers is 10 years
- The common business types responding are service (49%), other (19%), and retail/sales (11%)
- Commercial customers are primarily small businesses with 76% having an annual revenue of \$1 million or less and 70% having fewer than 10 employees
- Nearly 6 in 10 report electric costs as less than 5% of their overall business expenses



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# **Integrated Resource Plan survey results**

**2020**

# Overview

## Integrated Resource Plan survey 2020



During the Spring of 2020, Platte River Power Authority 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 1,133 residential end-users and 775 commercial customers.

# Highlights

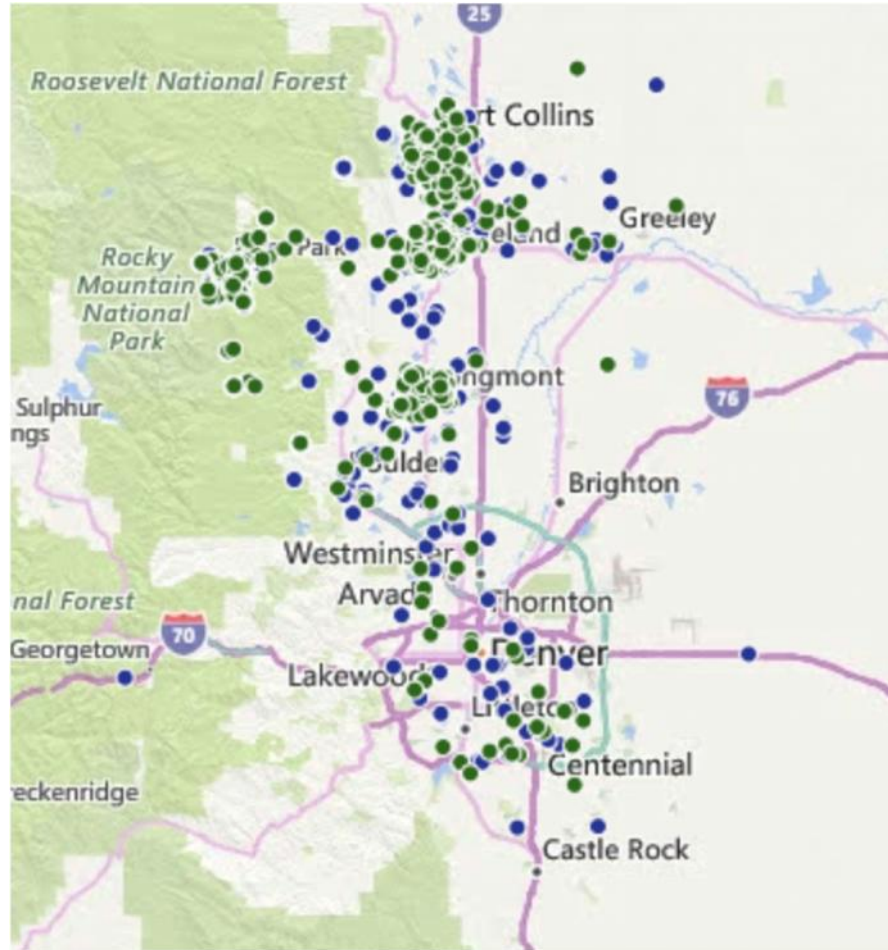
- 60% of residential customers and 56% of commercial customers are aware Platte River Power Authority provides electricity generation and transmission services to their utility
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- Fewer residential customers rate Platte River somewhat or very favorably, decreasing from 55% to 50%; however, the average favorability rating is 7.2, down only 0.1
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- Residential customers rated Platte River a 6.7 in both showing concern for the environment and offering the Efficiency Works program; commercial customers rated Platte River slightly higher with 7.2 and 6.9, respectively
- 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



# Highlights

- Compared to all generating forms used by Platte River, solar and wind power were the least recognized by residential customers and hydropower was the least recognized by commercial customers
- Service reliability is seen as the most important service characteristic by both residential and commercial customers – 88% of residential and 95% 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 63% of residential customers
- When considering how much more they would be willing to pay to receive noncarbon energy, 31% 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
- Residential customers have a median age of 62, median length of service of 13 years, and median household income of \$81,332
- Commercial customers are primarily small businesses with 76% having an annual revenue of \$1 million or less and 70% having fewer than 10 employees

# Respondents

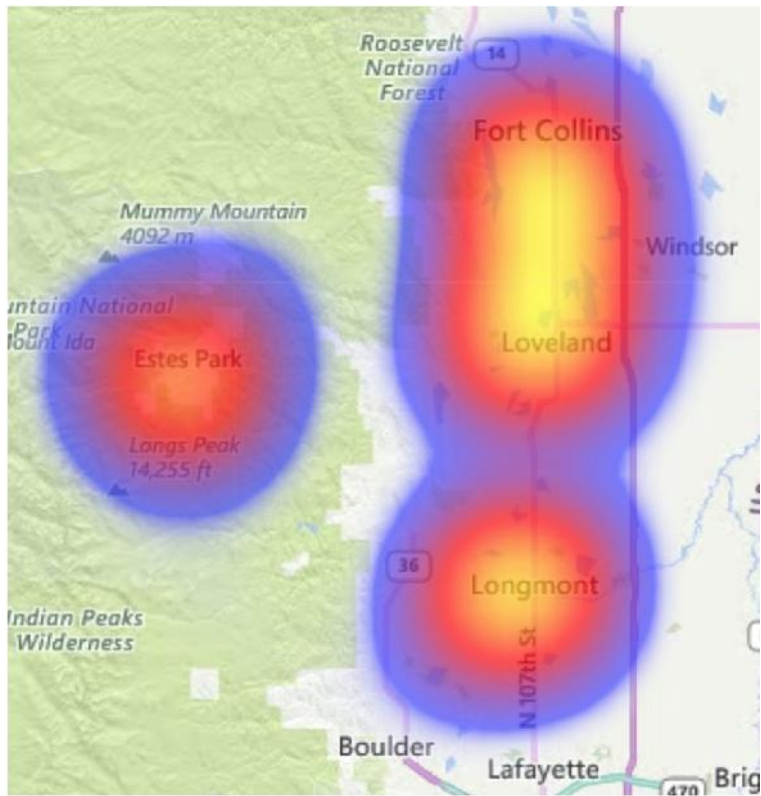


- Residential
- Commercial

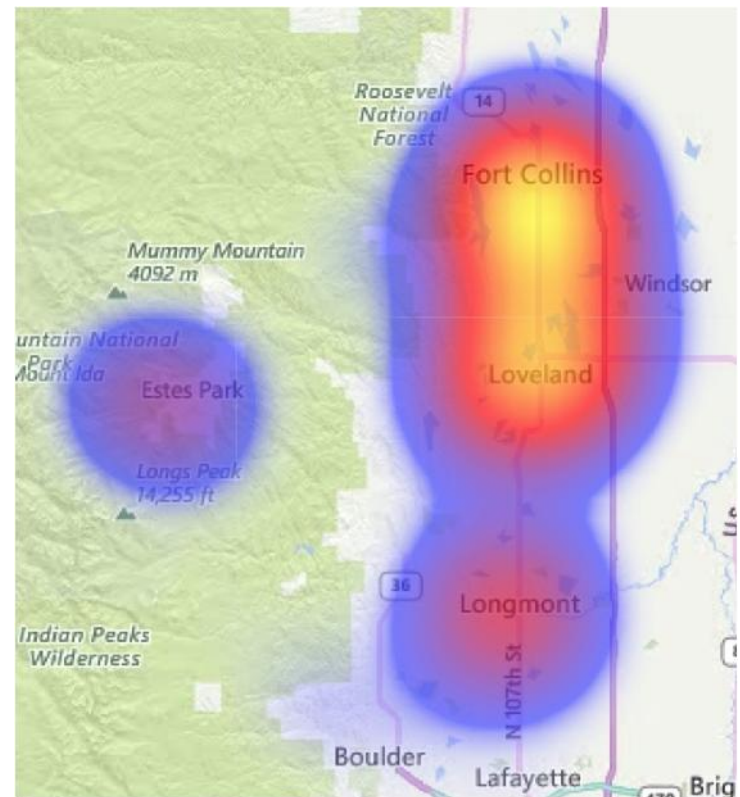
# Respondents

Response density

Residential



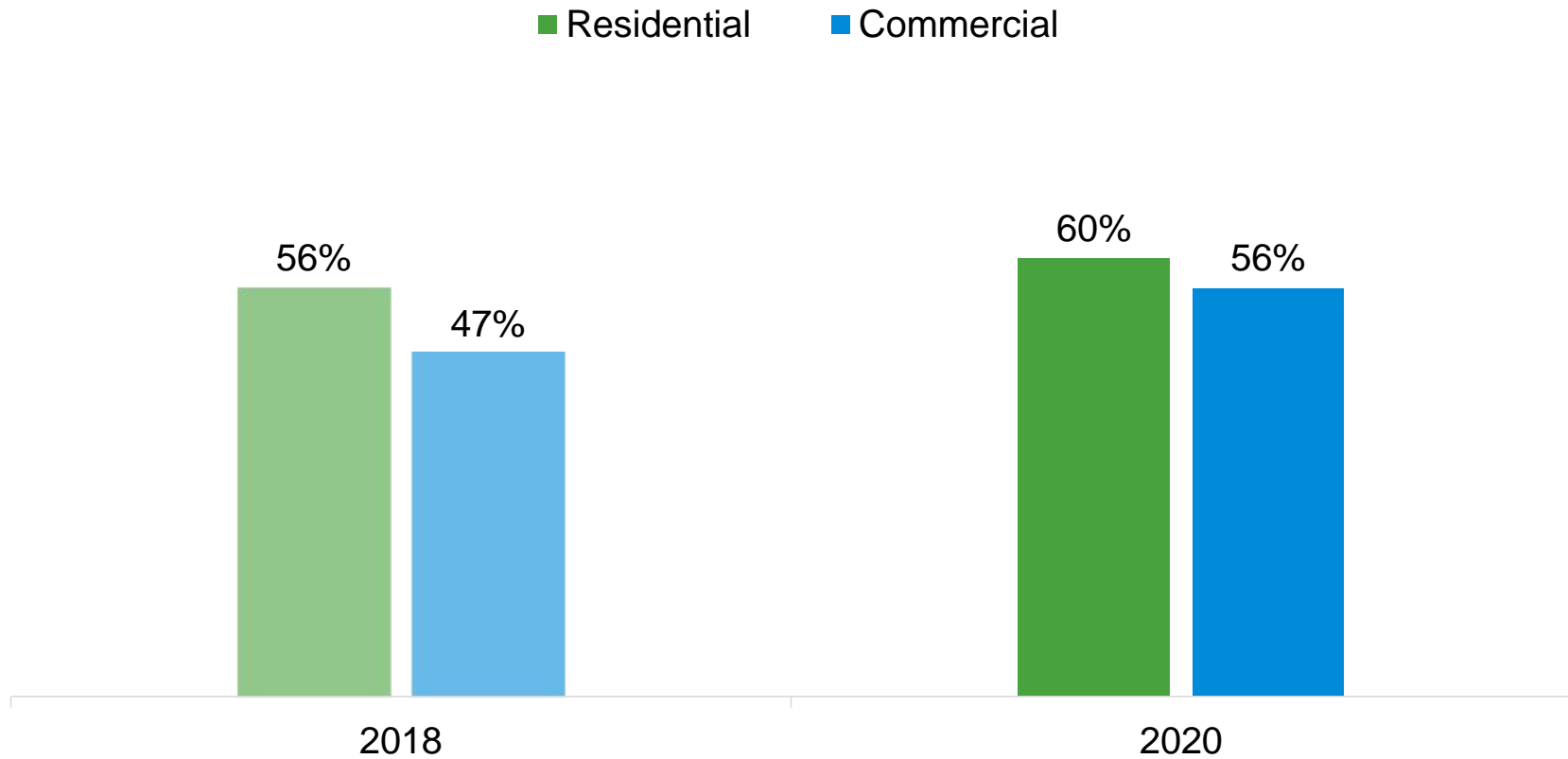
Commercial





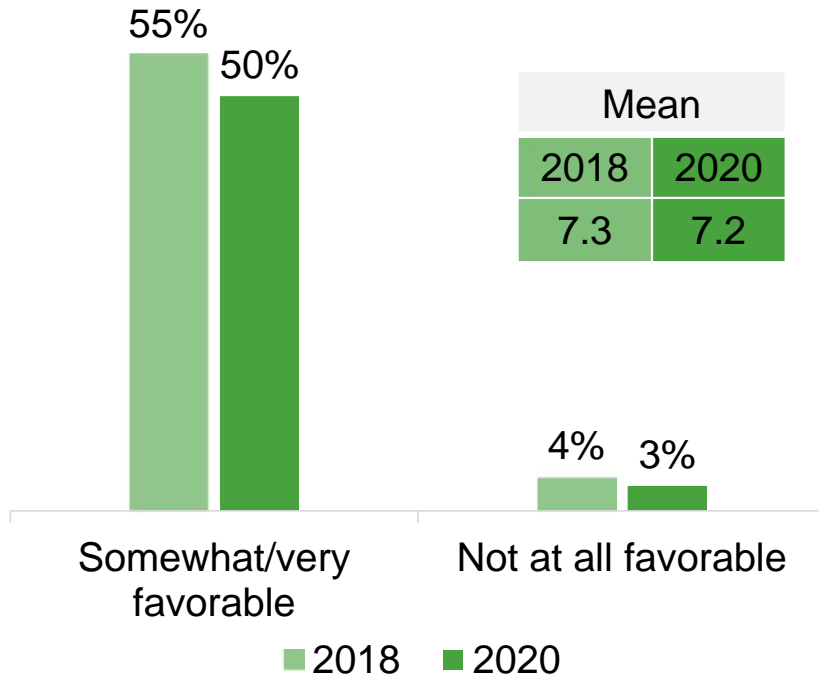
# **Awareness and opinions**

# Aware Platte River provides generation

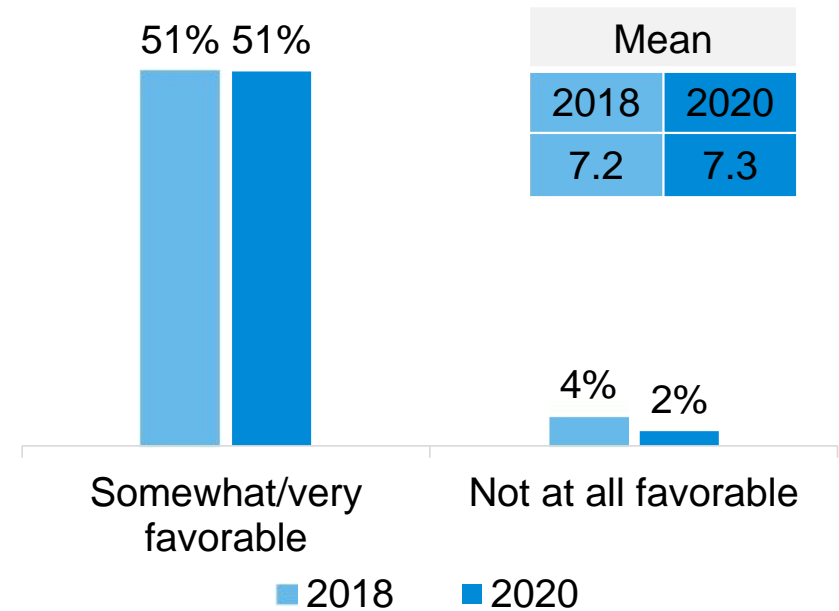


# Opinion of Platte River

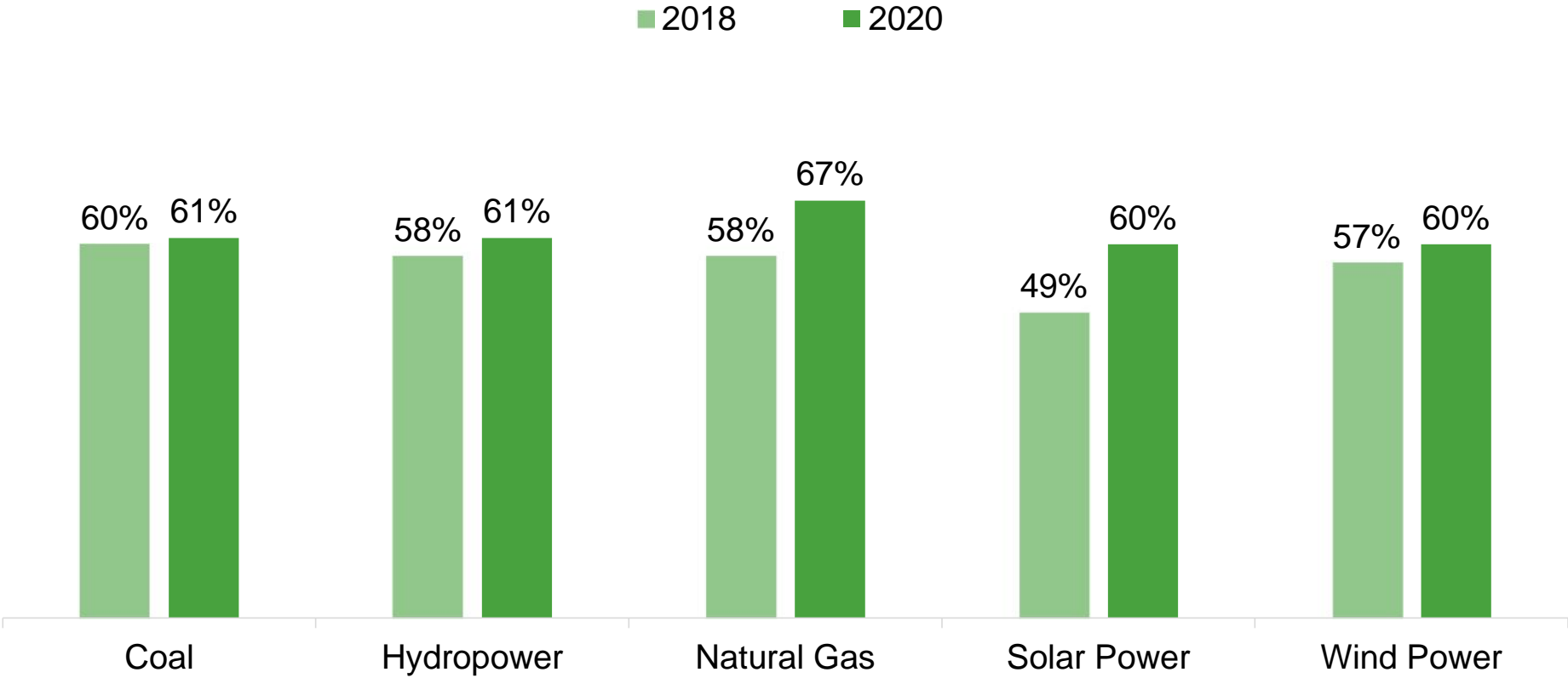
## Residential



## Commercial

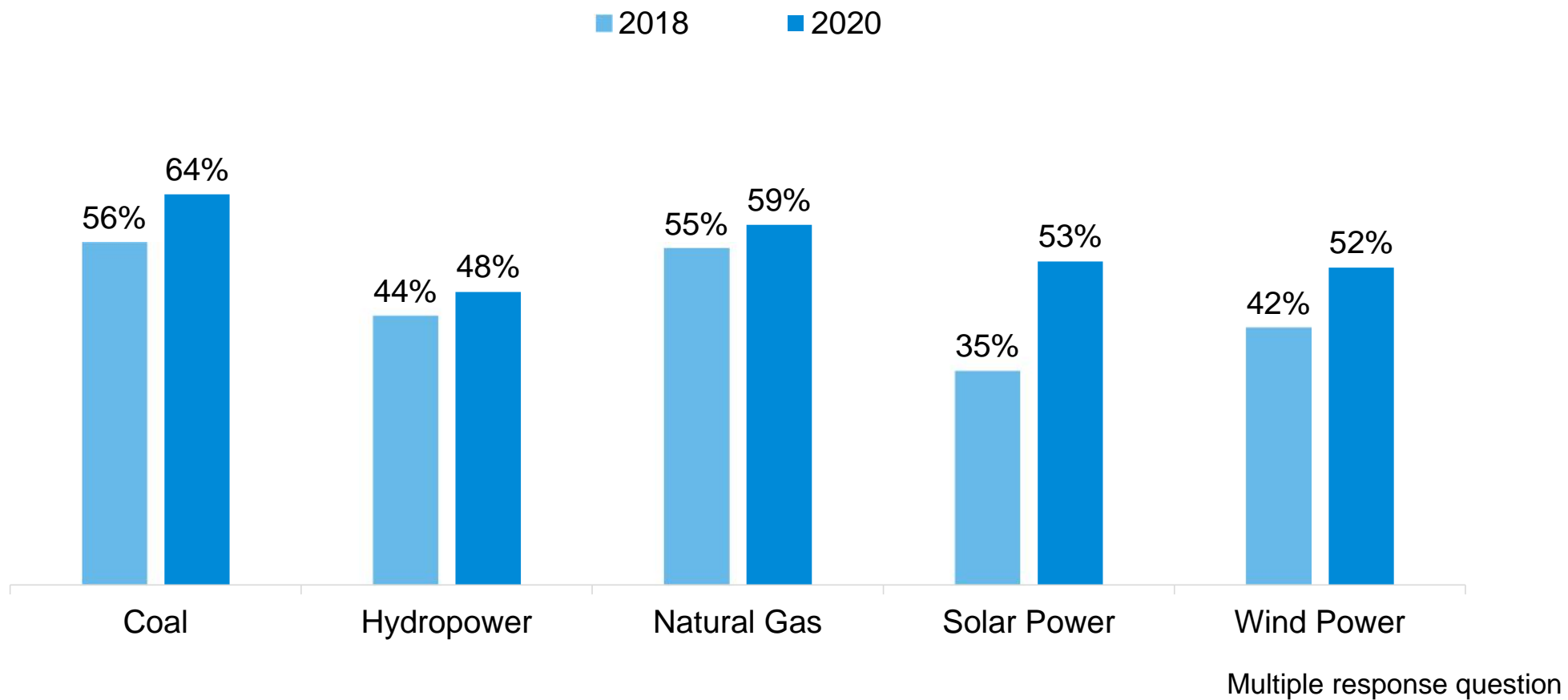


# Perceived generation source - residential



Multiple response question

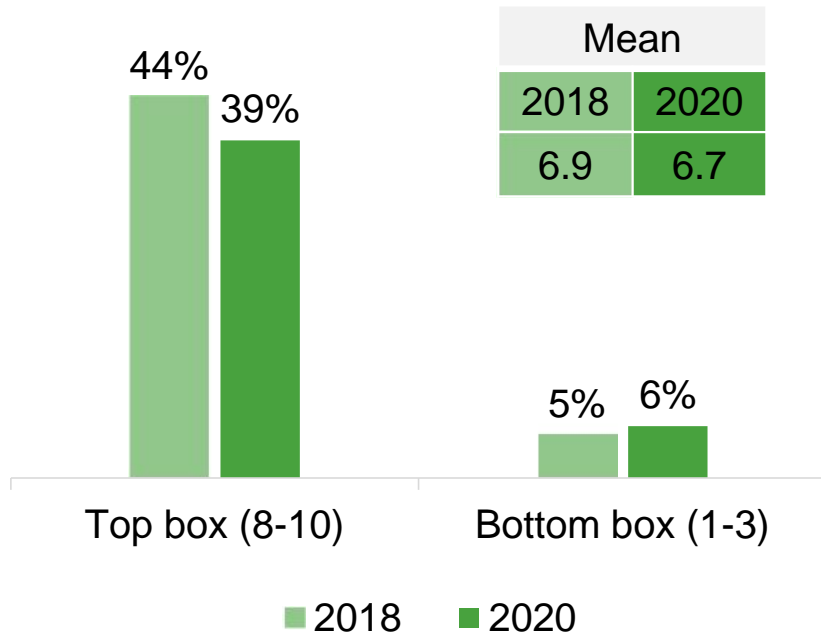
# Perceived generation source - commercial



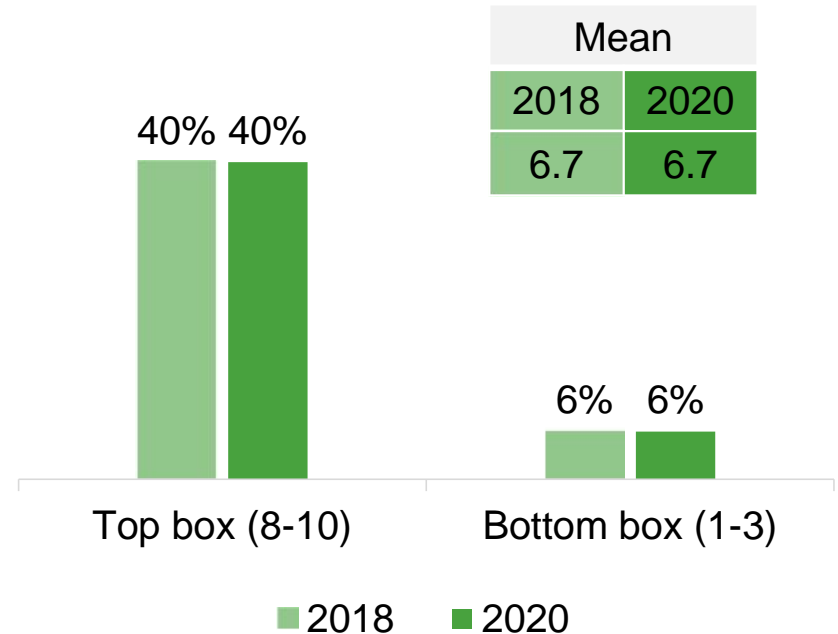


# Energy efficiency ratings - residential

Shows concern for the environment

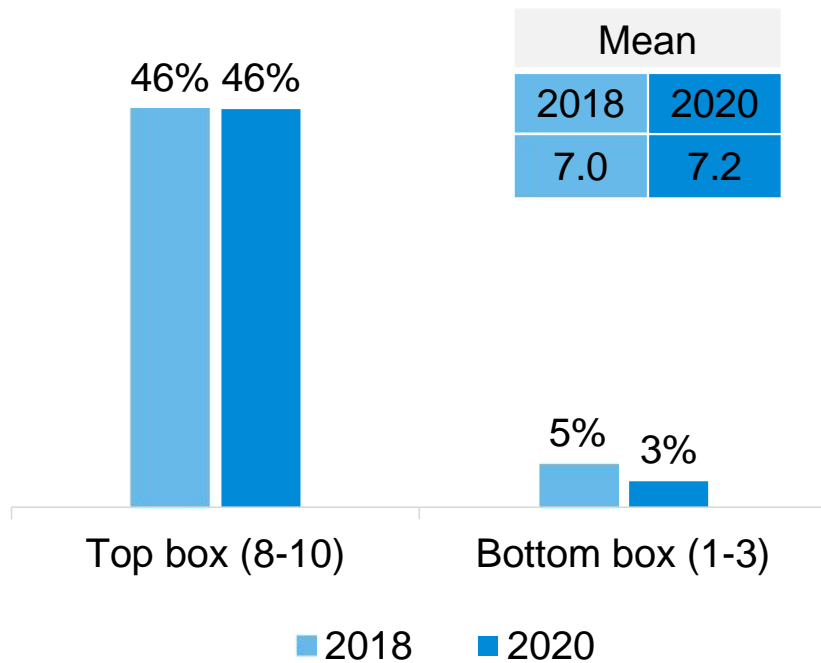


Offers Efficiency Works program

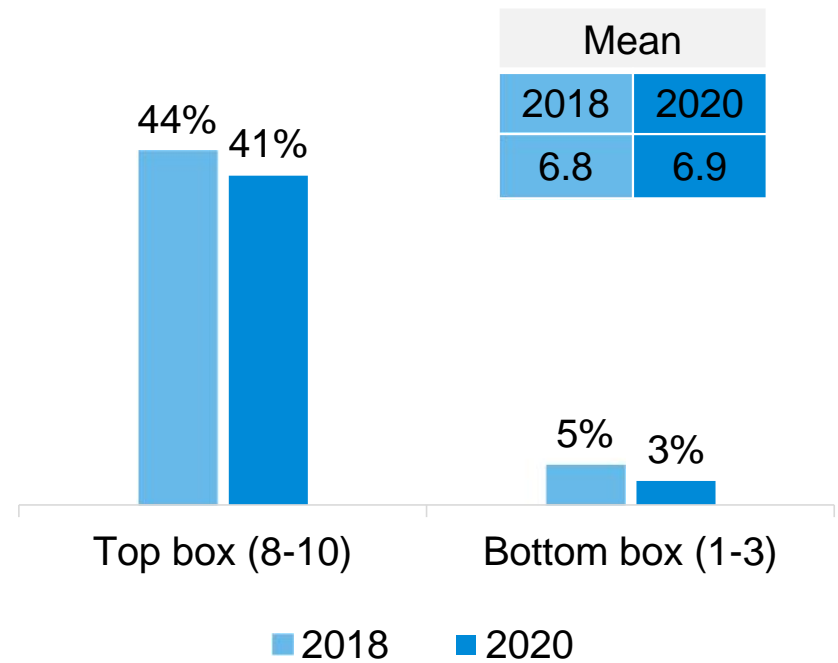


# Energy efficiency ratings - commercial

Shows concern for the environment

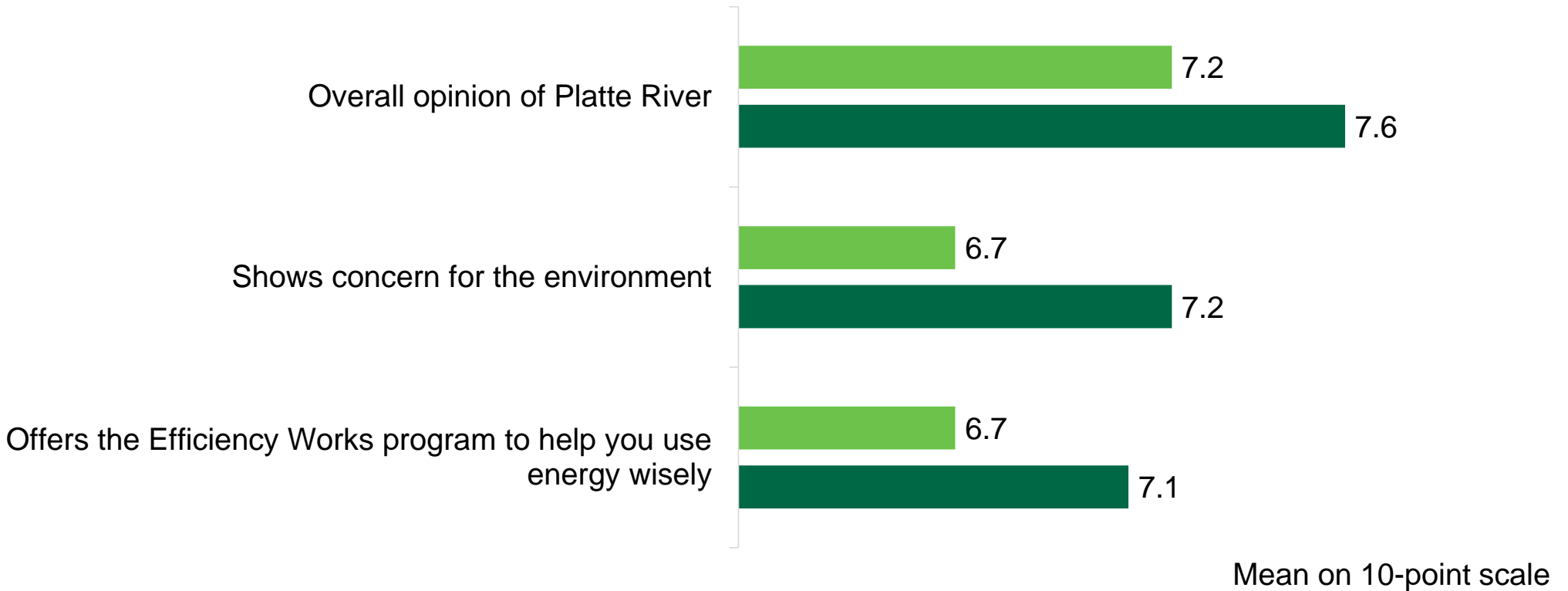


Offers Efficiency Works program



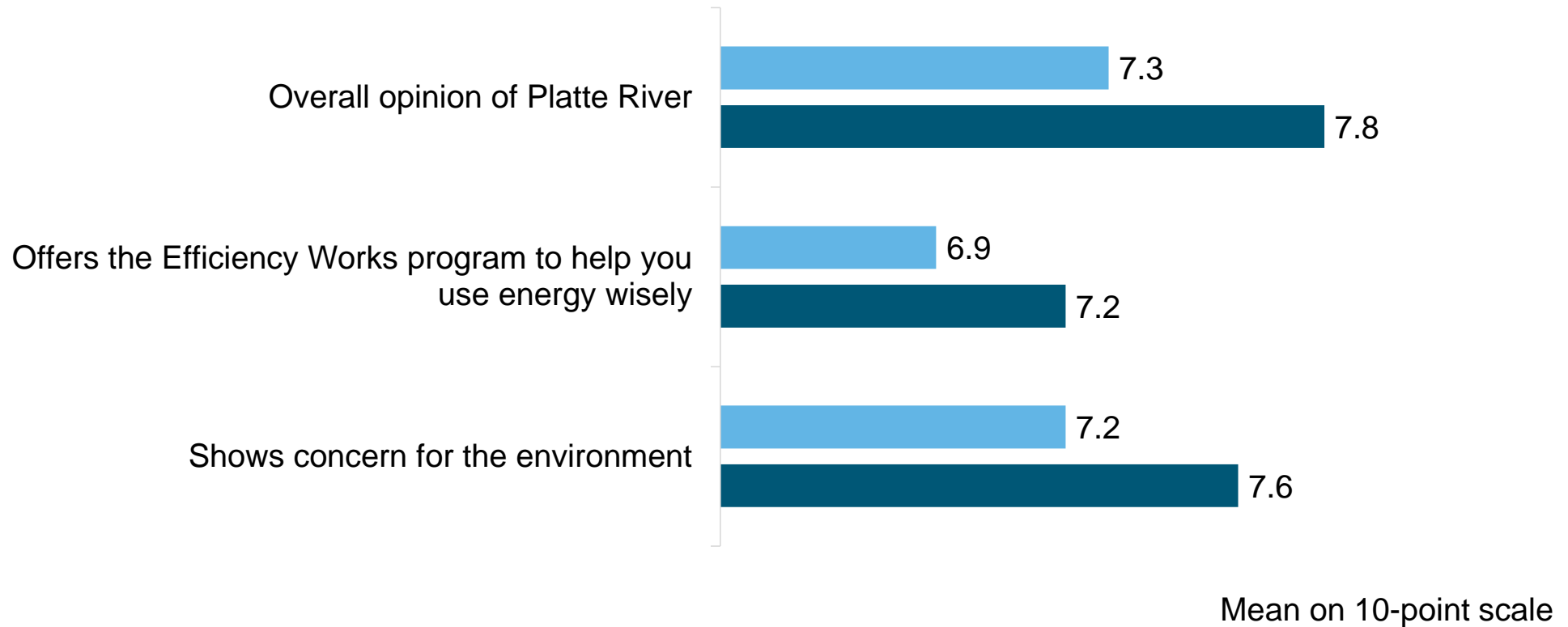
# Opinion comparison - residential

■ Overall ■ Those aware Platte River Power Authority provides electricity



# Opinion comparison - commercial

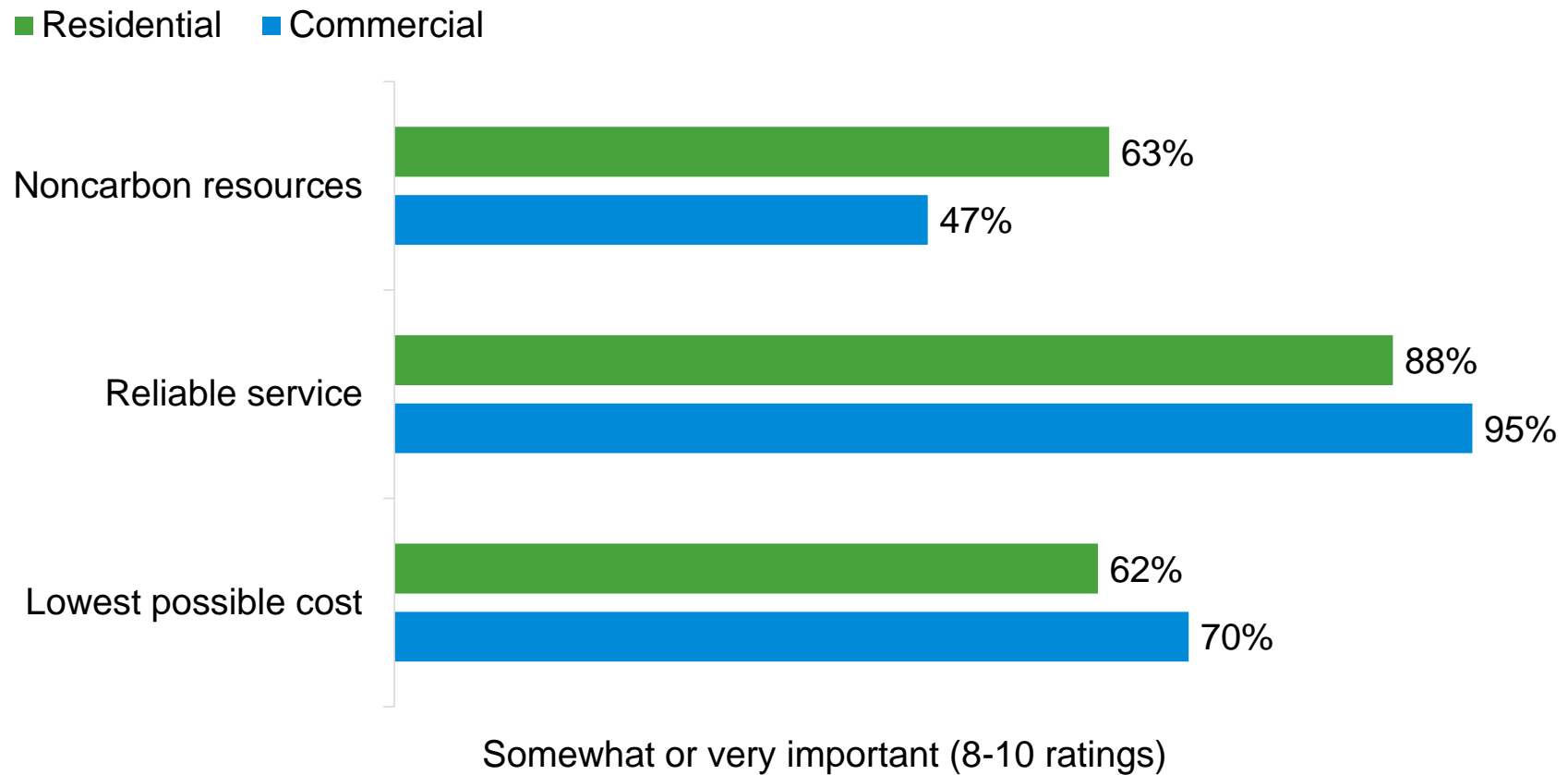
■ Overall    ■ Those aware Platte River Power Authority provides electricity



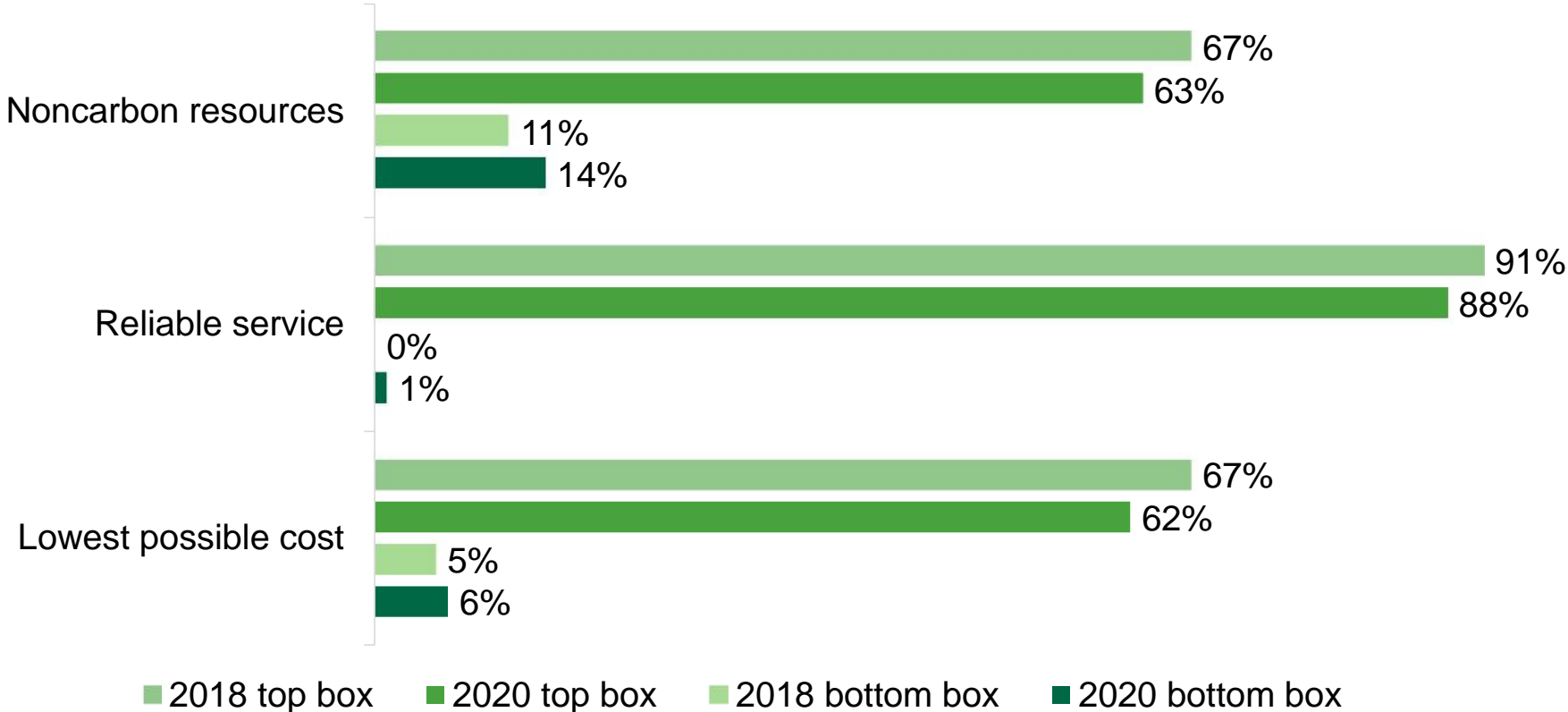


# Renewable resource opinions

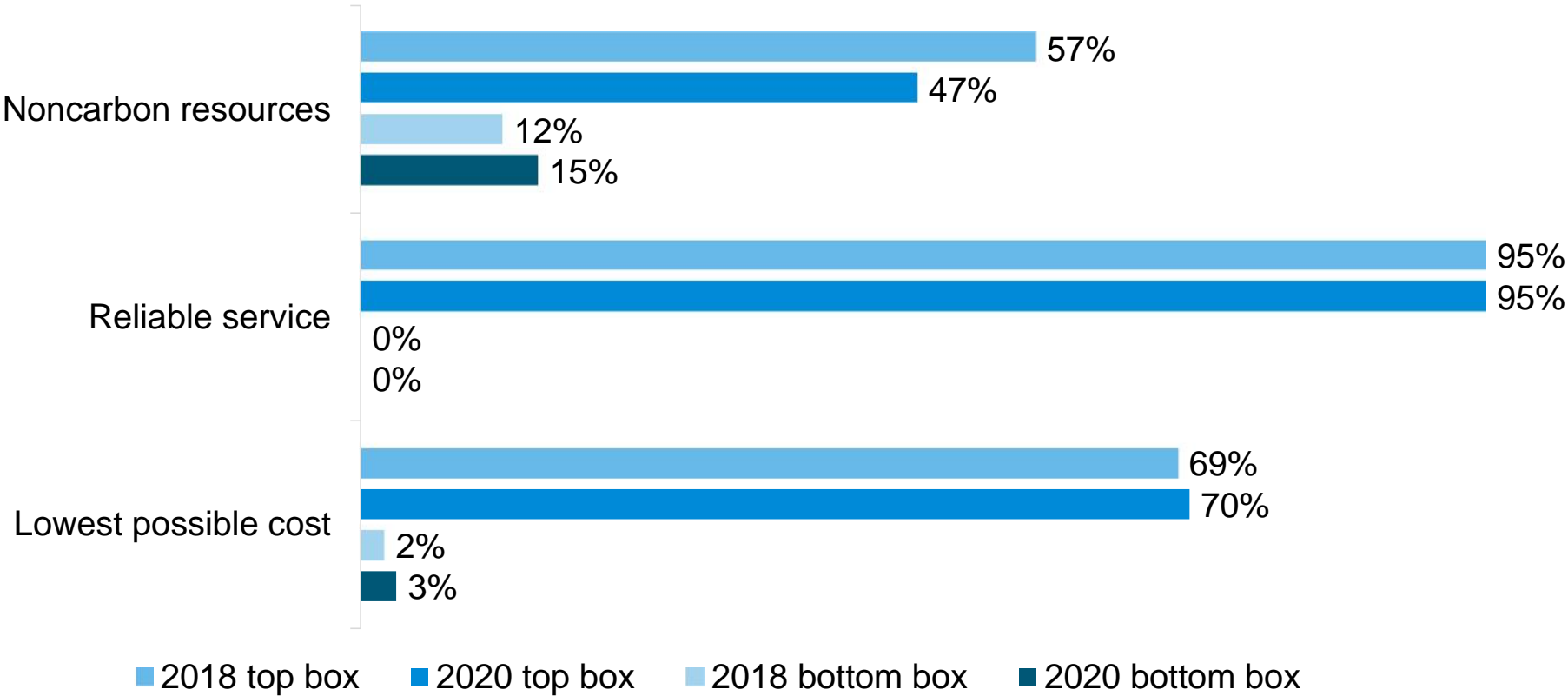
# Service characteristics importance



# Service characteristics importance - residential

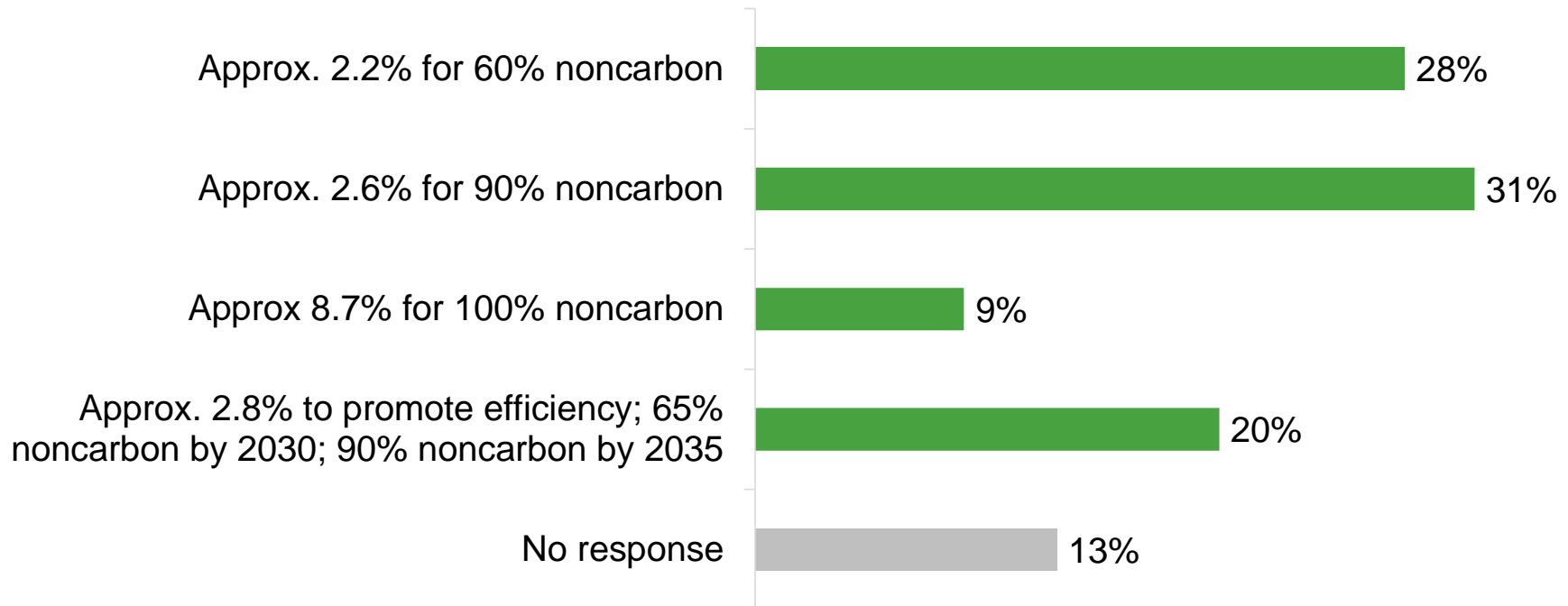


# Service characteristics importance - commercial

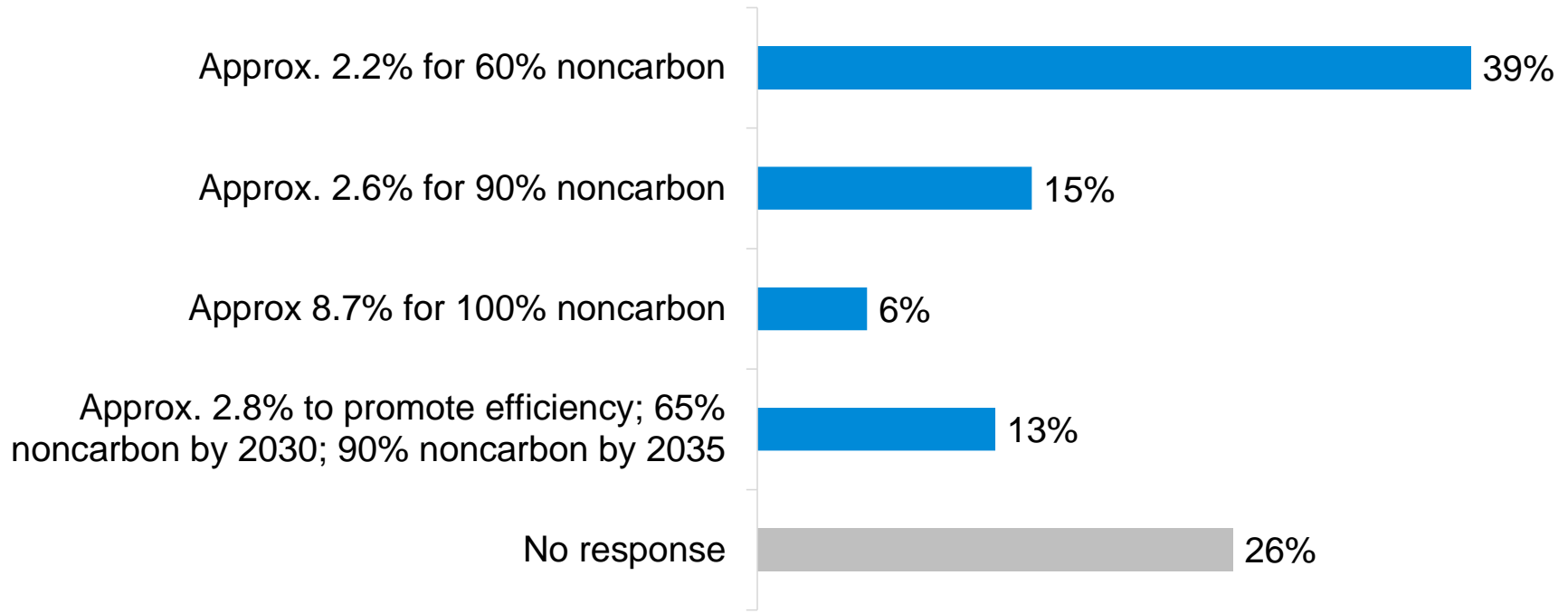


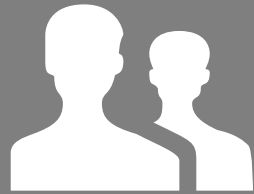


# Additional yearly amount willing to pay for noncarbon energy by 2030 - residential



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



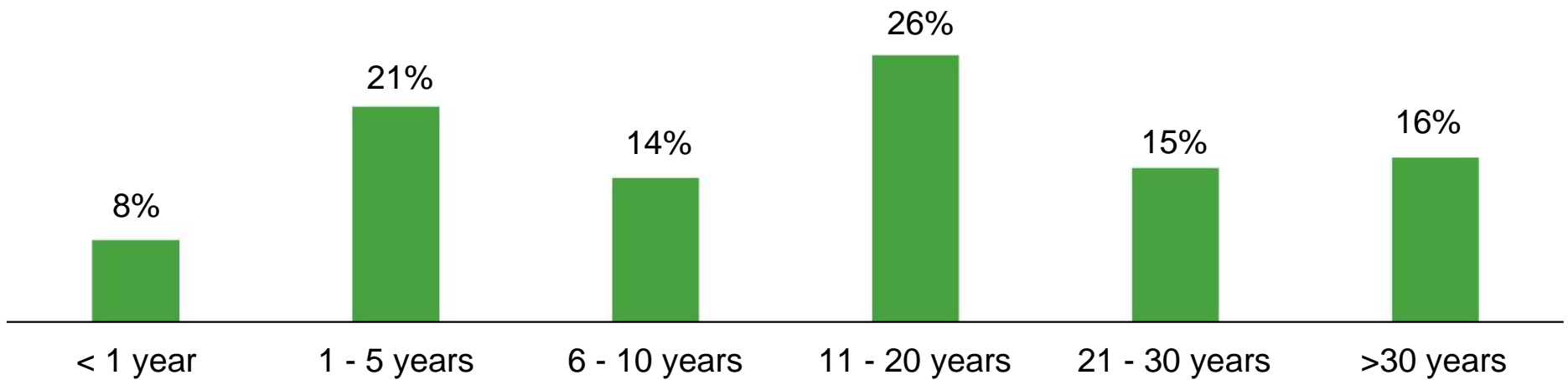


# Demographics

# Demographics

Length of service

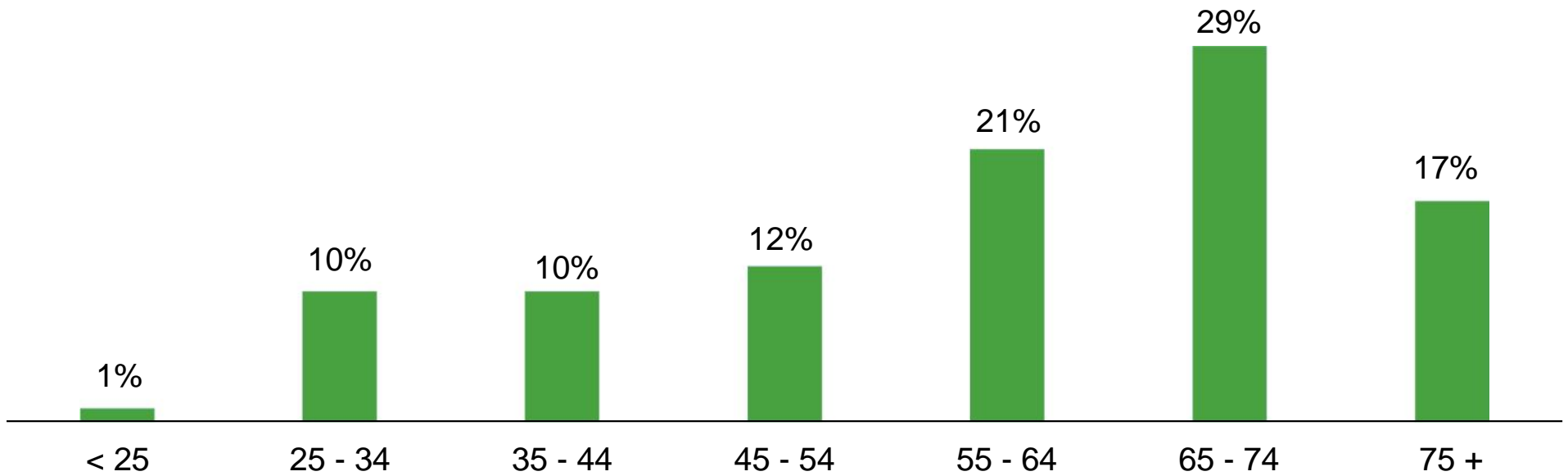
Median: 13 years



# Demographics

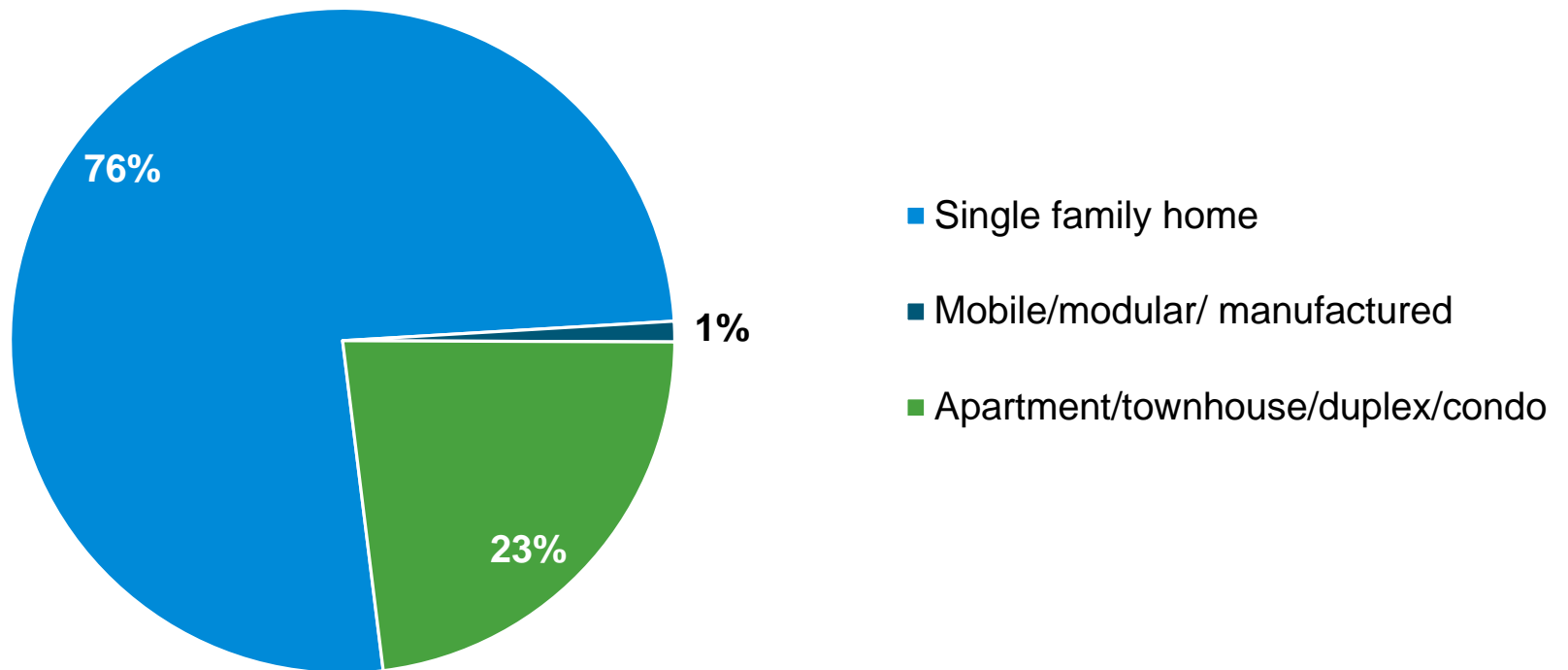
Respondent age

Median: 62



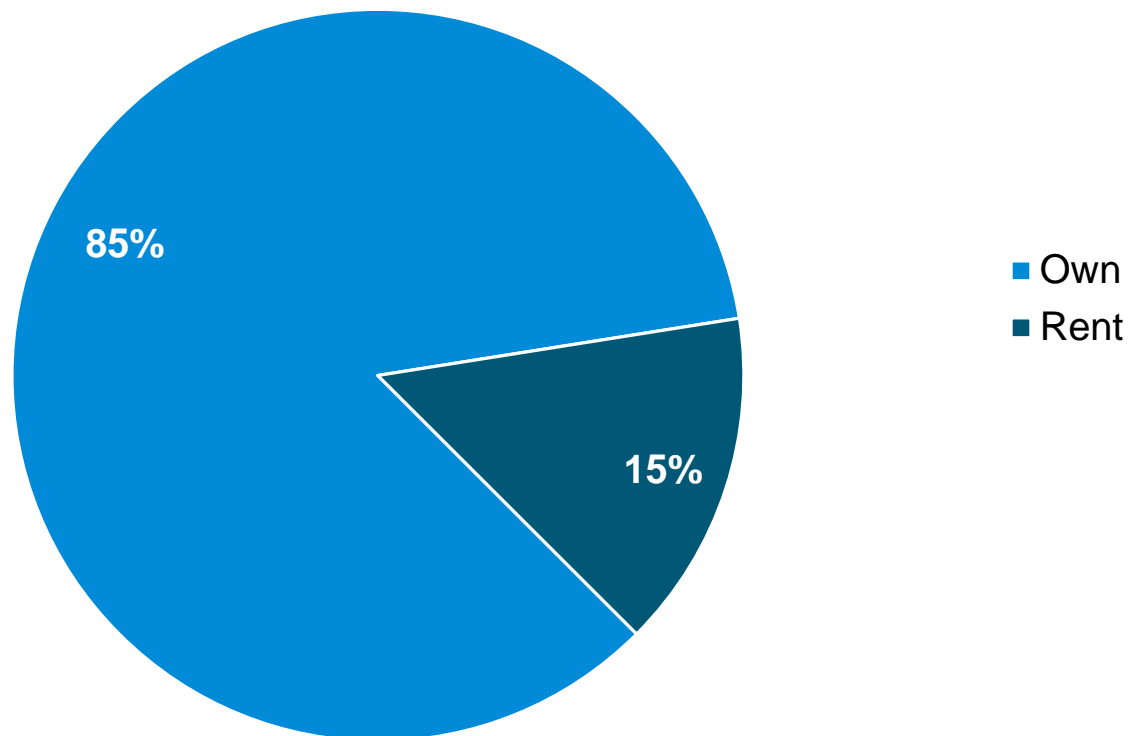
# Demographics

Type of residence



# Demographics

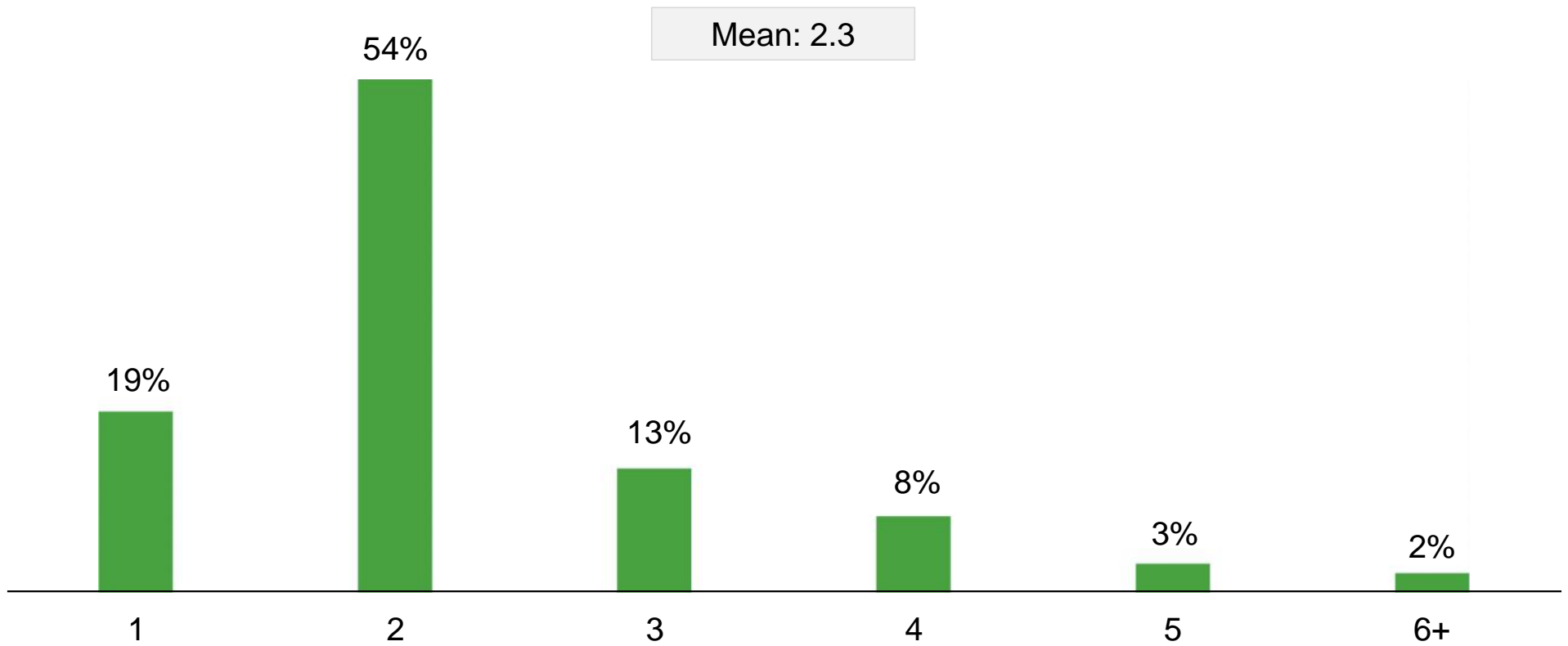
Home ownership



# Demographics

Number of residents per household

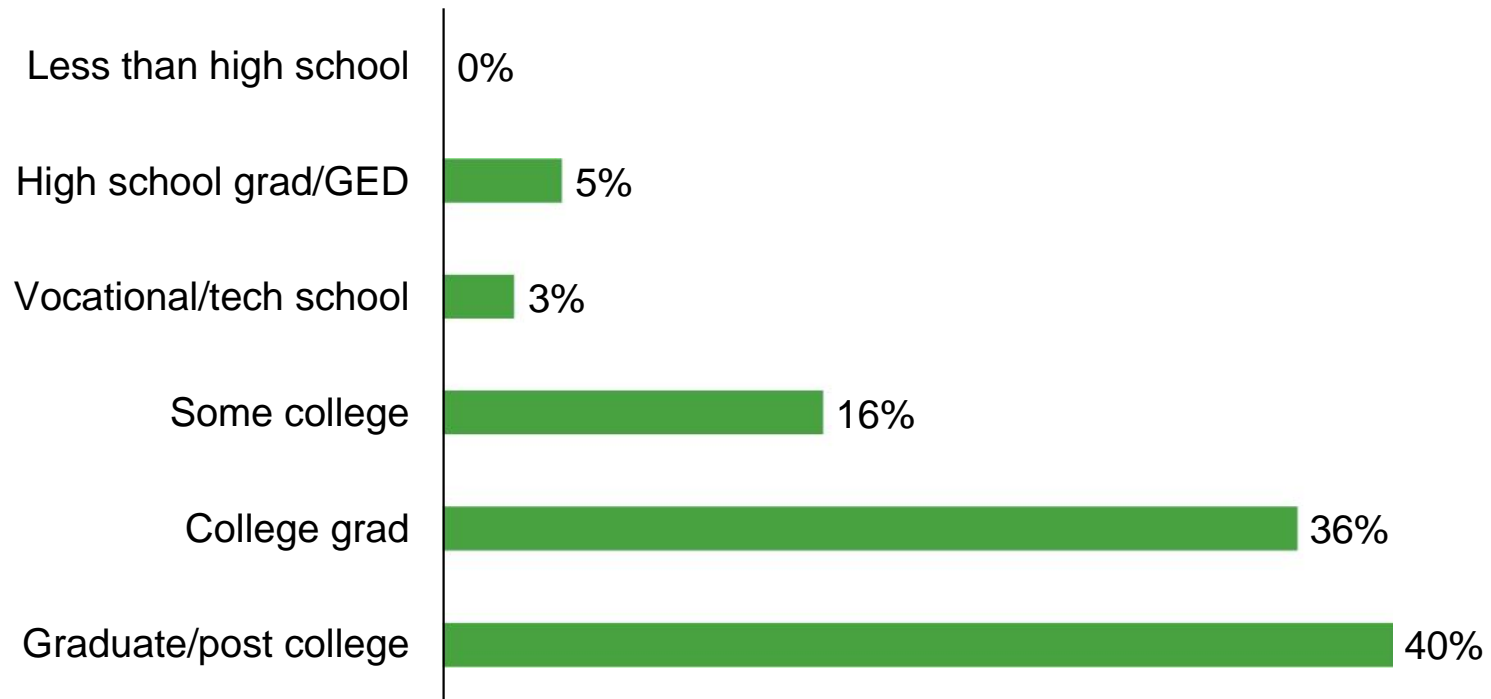
Mean: 2.3





# Demographics

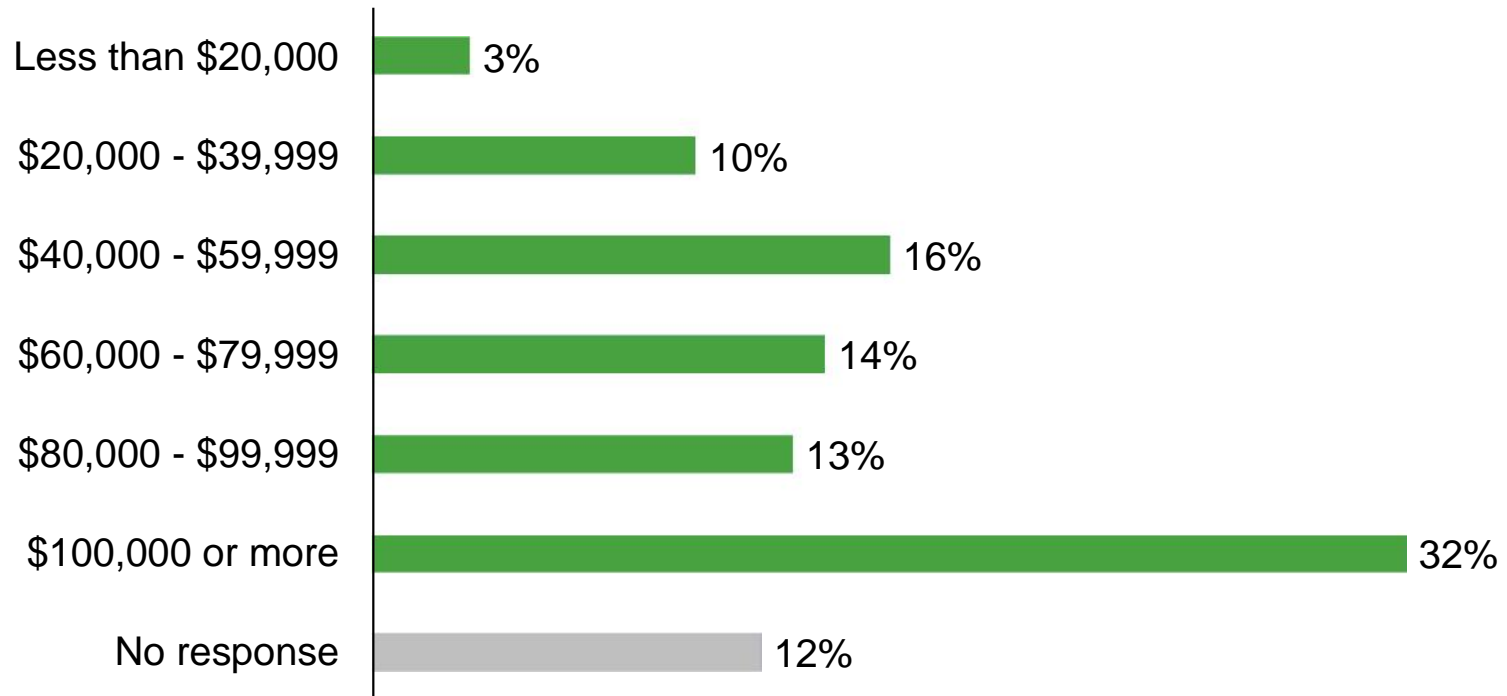
## Education



# Demographics

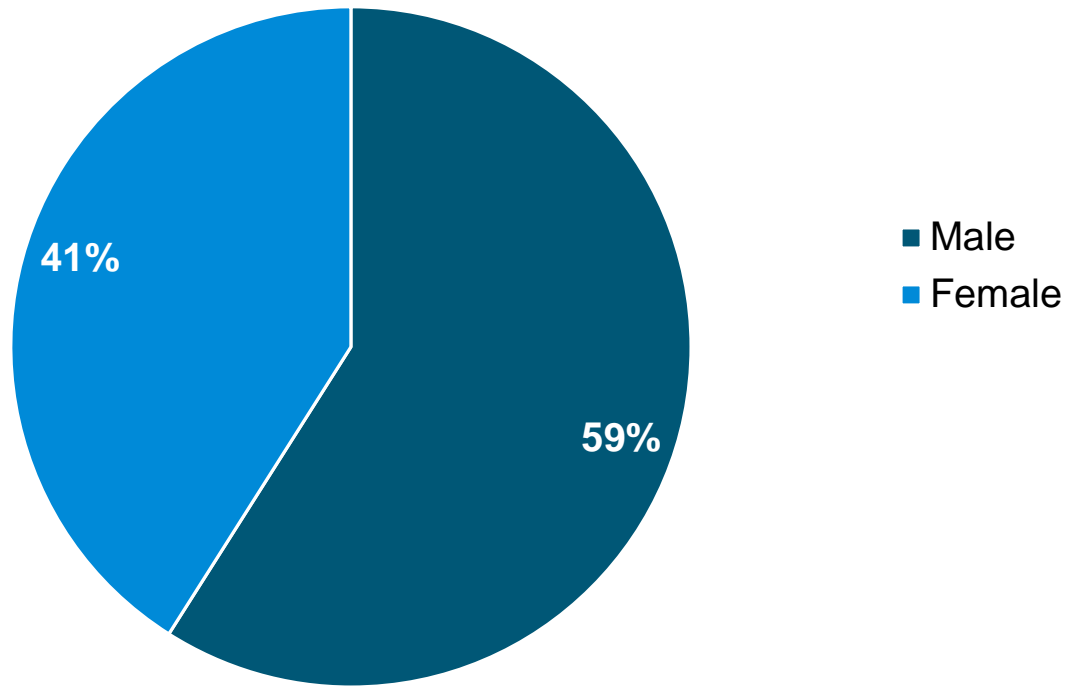
## Income

Median: \$81,332



# Demographics

Gender



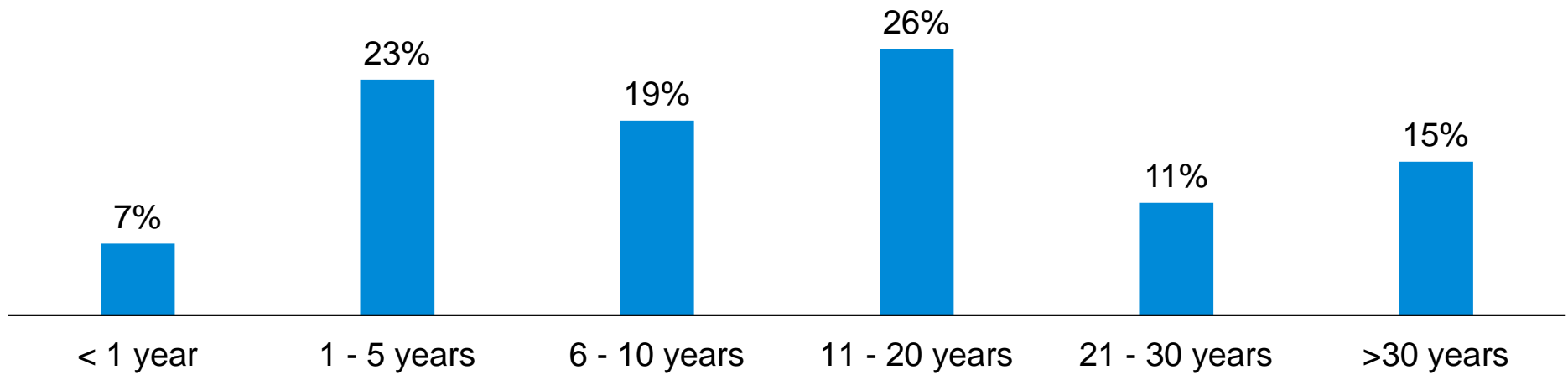


# Firmographics

# Firmographics

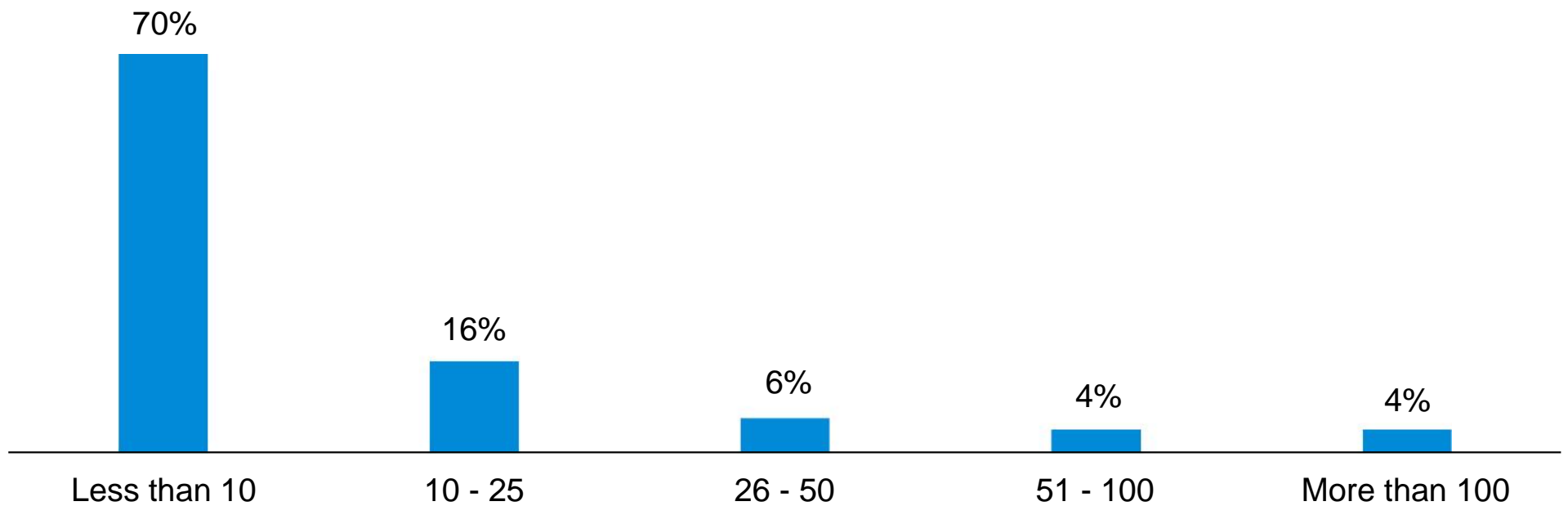
Length of service

Median: 10 years



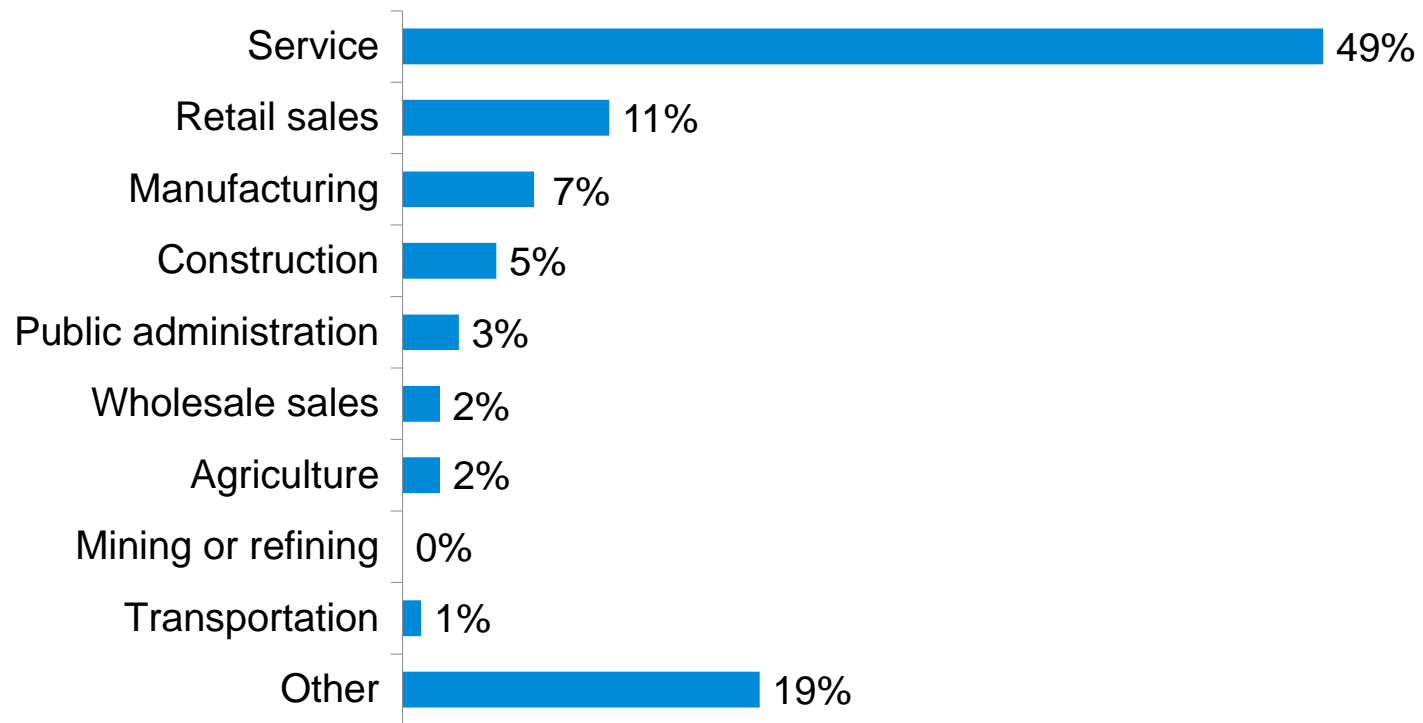
# Firmographics

Number of employees



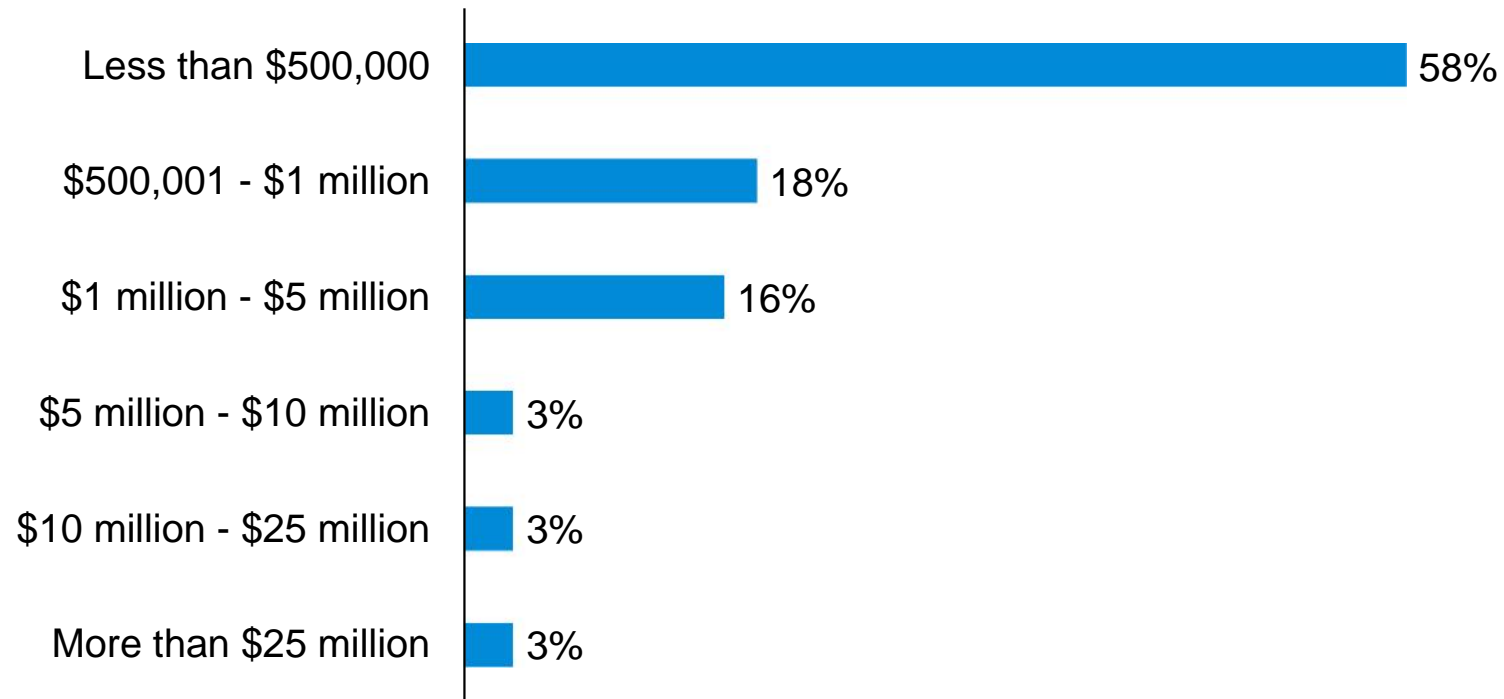
# Firmographics

## Business type



# Firmographics

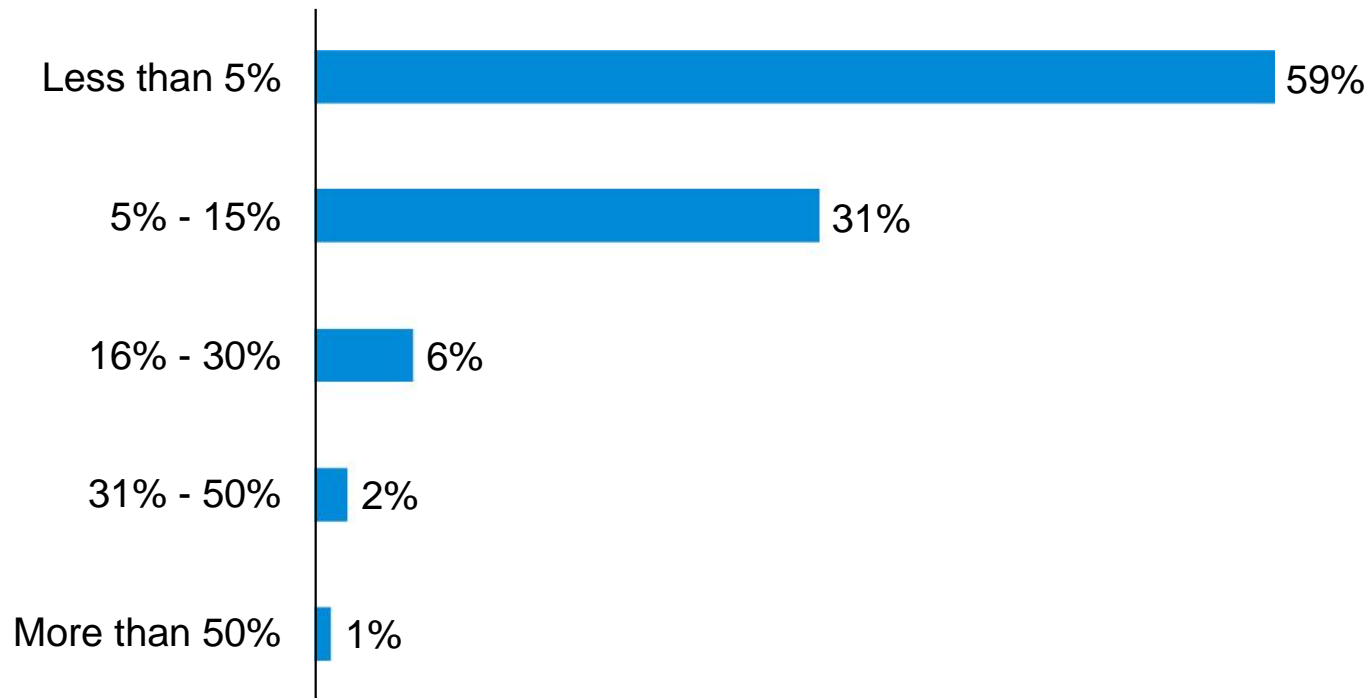
## Annual revenue





# Firmographics

Electric costs as percentage of overall expense



# Survey questions

- › How long have you received electric service from Platte River Power Authority?
- › Are you aware that Platte River Power Authority provides wholesale electricity generation and transmission services?
- › 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?

	Online	Phone											
<b>Residential: Results based on 1,133 responses</b>	89%	11%											
<b>Commercial: Results based on 775 responses</b>	41%	59%											
<b>1. How long have you received electric service from Platte River Power Authority?</b>													
	<b>Residential Commercial</b>												
Less than 1 year	8%	7%											
1 - 5 years	21%	23%											
6 - 10 years	14%	19%											
11 - 20 years	26%	26%											
21 - 30 years	15%	11%											
More than 30 years	16%	15%											
Median length of service	13	10											
<b>2. Are you aware that Platte River Power Authority provides wholesale electricity generation and transmission services?</b>													
	<b>Residential Commercial</b>												
Yes	60%	56%											
No	40%	44%											
<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>	2%	1%	1%	2%	26%	9%	10%	18%	13%	19%	<b>7.2</b>	<b>50%</b>	
<b>Commercial</b>	1%	0%	1%	2%	23%	10%	11%	18%	11%	22%	<b>7.3</b>	<b>51%</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 Commercial</b>												
Coal	61%	64%											
Hydropower	61%	48%											
Natural gas	67%	59%											
Solar power	60%	53%											
Wind power	60%	52%											

	Online	Phone											
<b>Residential: Results based on 1,133 responses</b>	89%	11%											
<b>Commercial: Results based on 775 responses</b>	41%	59%											
<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%	3%	3%	29%	10%	14%	16%	9%	14%	<b>6.7</b>	<b>39%</b>	
Offers the Efficiency Works program to help you use energy wisely	3%	1%	2%	4%	29%	9%	11%	16%	9%	15%	<b>6.7</b>	<b>40%</b>	
<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	1%	1%	1%	1%	24%	10%	16%	17%	9%	20%	<b>7.2</b>	<b>46%</b>	
Offers the Efficiency Works program to help you use energy wisely	2%	0%	1%	2%	30%	9%	14%	16%	7%	18%	<b>6.9</b>	<b>41%</b>	
<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%	2%	2%	3%	13%	6%	11%	15%	13%	34%	<b>7.8</b>	<b>62%</b>	
Most reliable	1%	0%	0%	0%	4%	1%	5%	13%	18%	57%	<b>9.0</b>	<b>88%</b>	
Noncarbon resources	9%	2%	3%	3%	9%	5%	6%	15%	14%	34%	<b>7.4</b>	<b>63%</b>	
<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%	1%	1%	2%	13%	6%	8%	17%	11%	42%	<b>8.2</b>	<b>70%</b>	
Reliable service	0%	0%	0%	0%	1%	1%	3%	13%	14%	68%	<b>9.4</b>	<b>95%</b>	
Noncarbon resources	10%	2%	3%	2%	14%	8%	13%	14%	8%	25%	<b>6.8</b>	<b>47%</b>	
<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	28%	39%											
Approximately 2.6% more each year to receive 90% noncarbon energy by 2030 with 99.99% reliability	31%	15%											
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	20%	13%											
No response	13%	26%											

	Online	Phone											
<b>Residential: Results based on 1,133 responses</b>	89%	11%											
<b>Commercial: Results based on 775 responses</b>	41%	59%											
<b>Demographics</b>													
<b>D1. How old are you?</b>													
Under 25	1%		45 - 54	12%		75+	17%						
25 - 34	10%		55 - 64	21%									
35 - 44	10%		65 - 74	29%									
Median age: 62													
<b>D2. What type of residence do you live in?</b>													
Single-family home	76%												
Mobile, modular or manufactured home	1%												
Apartment, townhouse, duplex or condominium	23%												
<b>D3. Do you own or rent your home?</b>	Own	85%		Rent	15%								
<b>D4. How many people live in your household?</b>													
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6+</b>							
	19%	54%	13%	8%	3%	2%	<b>Average:</b>	<b>2.3</b>					
<b>D5. What is the highest level of education you have completed?</b>													
Less than high school	0%					Some college	16%						
High school graduate/GED	5%					College graduate	36%						
Vocational-technical school	3%					Graduate or post-college school	40%						
<b>D6. What is your household income?</b>													
Less than \$20,000	3%					\$80,000 to \$99,999	13%						
\$20,000 to \$39,999	10%					\$100,000 or more	32%						
\$40,000 to \$59,999	16%					No response	12%						
\$60,000 to \$79,999	14%												
Median income: \$81,332													
<b>D7. Respondent's gender</b>	Male	59%		Female	41%								

	Online	Phone												
<b>Residential: Results based on 1,133 responses</b>	89%	11%												
<b>Commercial: Results based on 775 responses</b>	41%	59%												
<b>Firmographics</b>														
<b>F1. How many employees does your business have?</b>														
Less than 10	70%													
10 to 25	16%													
26 to 50	6%													
51 to 100	4%													
More than 100	4%													
<b>F2. What type of business do you have?</b>														
Service	49%						Agriculture	2%						
Retail sales	11%						Mining or refining	0%						
Wholesale sales	2%						Transportation	1%						
Manufacturing	7%						Public administration	3%						
Construction	5%						Other	19%						
<b>F3. What is the annual revenue of your business?</b>														
Less than \$500,000	58%													
\$500,001 to \$1 million	18%													
\$1 million to \$5 million	16%													
\$5 million to \$10 million	3%													
\$10 million to \$25 million	3%													
More than \$25 million	3%													
<b>F4. What is the percentage of electricity costs to your overall business costs?</b>														
Less than 5%	59%													
5% to 15%	31%													
16% to 30%	6%													
31% to 50%	2%													
More than 50%	1%													

Platte River Power Authority IRP Residential Survey Trends				
	n=1,108	n=1,133		
<b>Aware Platte River Provides Service</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Yes	56%	60%	4%	58%
<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> )	55%	50%	-5%	53%
Not at all favorable ( <i>bottom box</i> )	4%	3%	-1%	4%
Average ( <i>mean, based on 10-point scale</i> )	7.3	7.2	-0.1	7.3
<b>Perceived Generation Source</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Coal	60%	61%	1%	61%
Hydropower	58%	61%	3%	60%
Natural gas	58%	67%	9%	63%
Solar power	49%	60%	11%	54%
Wind power	57%	60%	3%	58%
<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	44%	39%	-5%	42%
Average ( <i>mean, based on 10-point scale</i> )	6.9	6.7	-0.2	6.8
Offers the Efficiency Works program to help you use energy wisely	40%	40%	0%	40%
Average ( <i>mean, based on 10-point scale</i> )	6.7	6.7	0.0	6.7
<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%	62%	-5%	65%
Average ( <i>mean, based on 10-point scale</i> )	8.0	7.8	-0.2	7.9
Reliable service	91%	88%	-3%	90%
Average ( <i>mean, based on 10-point scale</i> )	9.2	9.0	-0.2	9.1
Renewable resource	67%	63%	-4%	65%
Average ( <i>mean, based on 10-point scale</i> )	7.7	7.4	-0.3	7.6
<b>Length of Service</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than 1 year	9%	8%	-1%	8%
1 - 5 years	24%	21%	-3%	23%
6 - 10 years	15%	14%	0%	14%
11 - 20 years	24%	26%	2%	25%
21 - 30 years	12%	15%	3%	14%
More than 30 years	16%	16%	0%	16%
Median	11	13	2	12
<b>Age</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
< 25	3%	1%	-2%	2%
25-34	10%	10%	0%	10%
35-44	11%	10%	-1%	11%
45-54	15%	12%	-3%	14%
55-64	21%	21%	0%	21%
65-74	27%	29%	2%	28%
75 and up	14%	17%	3%	16%
Median	57	62	5	60
<b>Type of Residency</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Single-family home	82%	76%	-6%	79%
Mobile, modular or manufactured home	1%	1%	0%	1%
Apartment, townhouse, duplex or condominium	17%	23%	6%	20%

<b>Platte River Power Authority IRP Residential Survey Trends</b>				
	<i>n=1,108</i>	<i>n=1,133</i>		
<b>Own or Rent Home</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Own	84%	85%	1%	85%
Rent	16%	15%	-1%	16%
<b>Number of People in Household</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
1	19%	19%	0%	19%
2	53%	54%	1%	54%
3	13%	13%	0%	13%
4	10%	8%	-2%	9%
5	3%	3%	0%	3%
6+	2%	2%	0%	2%
<i>Average</i>	2.3	2.3	0.0	2.3
<b>Highest Level of Education</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than high school	1%	0%	-1%	1%
High school graduate/GED	9%	5%	-4%	7%
Vocational-technical school	4%	3%	-1%	4%
Some college	15%	16%	1%	16%
College graduate	37%	36%	-1%	37%
Graduate or post-college school	34%	40%	6%	37%
<b>Household Income</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than \$20,000	5%	3%	-2%	4%
\$20,000 to \$39,999	13%	10%	-3%	12%
\$40,000 to \$59,999	13%	16%	3%	15%
\$60,000 to \$79,999	16%	14%	-2%	15%
\$80,000 to \$99,999	12%	13%	1%	13%
\$100,000 or more	26%	32%	6%	29%
No response	15%	12%	-3%	14%
<i>Average</i>	<i>\$74,041</i>	<i>\$81,332</i>	<i>\$7,291</i>	<i>\$77,687</i>
<b>Gender</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Male	57%	59%	2%	58%
Female	43%	41%	-2%	42%



## Platte River Power Authority IRP Commercial Survey Trends

	<i>n=788</i>	<i>n=775</i>		
<b>Aware Platte River Provides Service</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Yes	47%	56%	9%	52%
<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> )	51%	51%	0%	51%
Not at all favorable ( <i>bottom box</i> )	4%	2%	-2%	3%
Average ( <i>mean, based on 10-point scale</i> )	7.2	7.3	0.1	7.3
<b>Perceived Generation Source</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Coal	56%	64%	8%	60%
Hydropower	44%	48%	4%	46%
Natural gas	55%	59%	4%	57%
Solar power	35%	53%	18%	44%
Wind power	42%	52%	10%	47%
<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	46%	46%	0%	46%
Average ( <i>mean, based on 10-point scale</i> )	7.0	7.2	0.2	7.1
Offers the Efficiency Works program to help you use energy wisely	44%	41%	-3%	43%
Average ( <i>mean, based on 10-point scale</i> )	6.8	6.9	0.1	6.9
<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	69%	70%	1%	70%
Average ( <i>mean, based on 10-point scale</i> )	8.2	8.2	0.0	8.2
Reliable service	95%	95%	0%	95%
Average ( <i>mean, based on 10-point scale</i> )	9.6	9.4	-0.2	9.5
Renewable resource	57%	47%	-10%	52%
Average ( <i>mean, based on 10-point scale</i> )	7.3	6.8	-0.5	7.1
<b>Length of Service</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than 1 year	7%	7%	0%	7%
1 - 5 years	26%	23%	-3%	25%
6 - 10 years	17%	19%	2%	18%
11 - 20 years	22%	26%	4%	24%
21 - 30 years	11%	11%	0%	11%
More than 30 years	18%	15%	-3%	17%
<i>Median</i>	10	10	0	10
<b>Number of employees</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than 10	69%	70%	1%	70%
10 to 25	19%	16%	-3%	18%
26 to 50	6%	6%	0%	6%
51 to 100	3%	4%	1%	4%
More than 100	3%	4%	1%	4%

## Platte River Power Authority IRP Commercial Survey Trends

	<i>n=788</i>	<i>n=775</i>		
<b>Type of Business</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Service	62%	49%	-13%	56%
Retail sales	18%	11%	-7%	15%
Wholesale sales	1%	2%	1%	2%
Manufacturing	7%	7%	0%	7%
Construction	6%	5%	-1%	6%
Agriculture	1%	2%	1%	2%
Mining or refining	0%	0%	0%	0%
Transportation	1%	1%	0%	1%
Public administration	3%	3%	0%	3%
Other	1%	19%	18%	10%
<b>Annual Revenue</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than \$500,000	56%	58%	2%	57%
\$500,001 to \$1 million	18%	18%	0%	18%
\$1 million to \$5 million	19%	16%	-3%	18%
\$5 million to \$10 million	3%	3%	0%	3%
\$10 million to \$25 million	2%	3%	1%	3%
More than \$25 million	1%	3%	2%	2%
<b>Percentage of Electricity Costs to Overall Business Costs</b>	<b>2018</b>	<b>2020</b>	<b>Trend</b>	<b>Average</b>
Less than 5%	59%	59%	0%	59%
5% to 15%	33%	31%	-2%	32%
16% to 30%	6%	6%	0%	6%
31% to 50%	1%	2%	1%	2%
More than 50%	1%	1%	0%	1%