



Platte River
Power Authority

Estes Park • Fort Collins • Longmont • Loveland

2021 customer survey results

Conducted by:



(a solutions company)



CONTENTS

BACKGROUND & FINDINGS

Executive summary	1
Presentation.....	2-31

SUMMARY

Results overview	32-36
Residential trends	37
Commercial trends	38

2021 survey



Platte River
Power Authority

Estes Park • Fort Collins • Longmont • Loveland

Scope and methodology

During the fall of 2021, Platte River Power Authority conducted a 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 among each of its four owner communities.

Survey responses were received from 1,503 residential customers and 458 commercial customers. The results of the residential survey have a margin of error of +/-2.5% at a 95% degree of probability. The results of the commercial survey have a margin of error of +/-4.5%. For any given statistic, there is a 95% chance that the result does not vary by more than 2.5% for the actual total population of residential customers and 4.5% for the actual total population of commercial customers.

All residential customers responded to emails inviting them to participate in the survey. Of the commercial respondents, 313 customers (68%) completed the survey online and 145 customers (32%) completed the survey by phone. The number of responses from each utility are as follows:

Utility	Residential	Commercial
Town of Estes Park	300	123
City of Fort Collins Utilities	402	199
City of Longmont Power & Communications	366	97
City of Loveland	435	39
TOTAL	1,503	458

The 2021 survey results are compared with the previous surveys 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.[®], Smithville, Mo., as a research project commissioned by Platte River Power Authority, Fort Collins, Colo.



Customer survey results

2021

Highlights

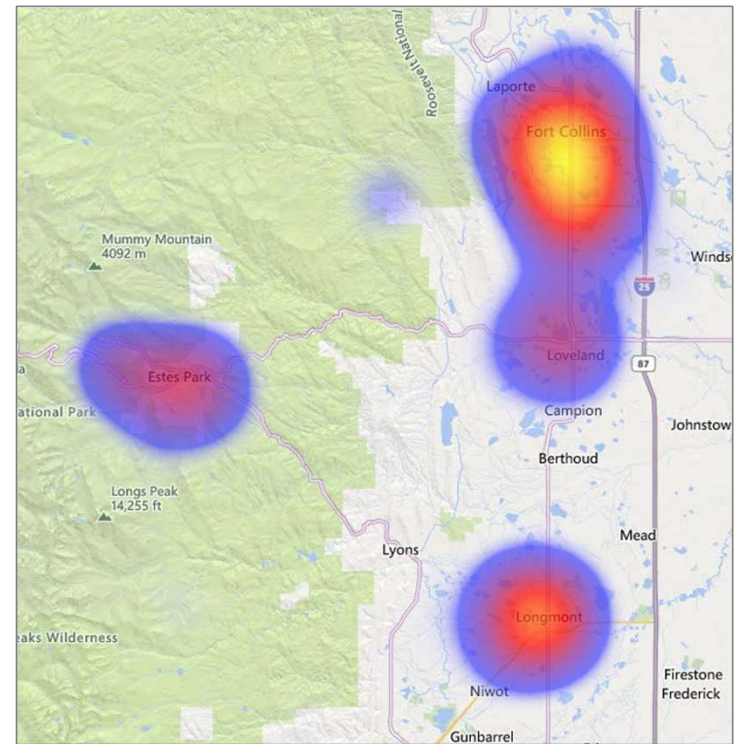
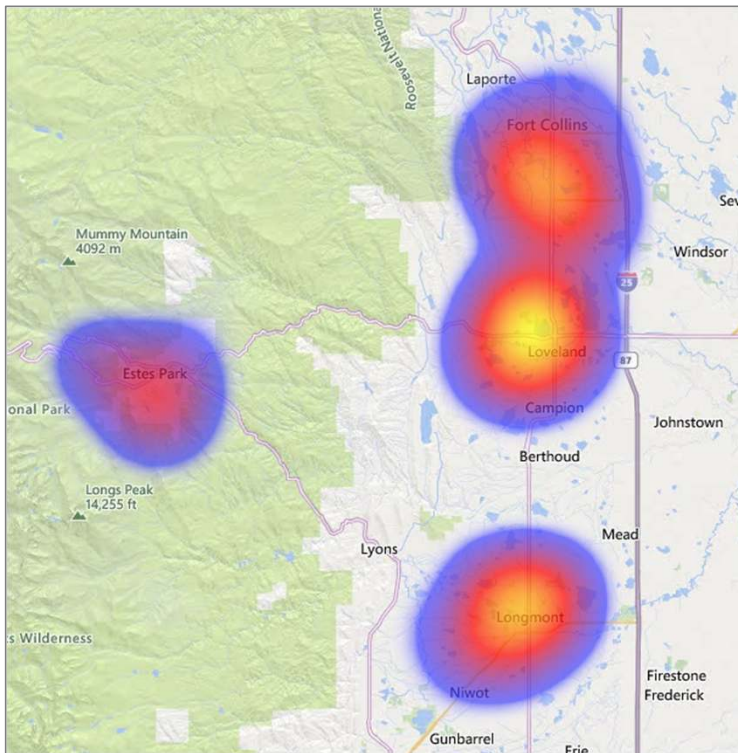
- ✓ Opinion of Platte River is slightly lower than 2019 among both sectors, but still high at 7.1 for residential customers and 7.0 for commercial end-users.
- ✓ Strong support of future participation in Efficiency Works, with 40% of residential end-users and 37% of commercial customers saying they are likely to participate.
- ✓ 65% of residential customers are willing to pay extra for renewable energy, while 48% of commercial customers say they would pay more.
- ✓ 30% of residential customers indicate they are concerned about Platte River transitioning the Rawhide workforce, and 38% of commercial end-users are concerned.
- ✓ 34% of residential customers are aware of Platte River's noncarbon energy goal and 38% of commercial customers are aware of the goal.
- ✓ Electric vehicles, energy storage and rooftop solar were listed by about one-fourth of both residential and commercial end-users as potential measures they are likely to consider to achieve noncarbon goals.

Respondents

Response density

Residential

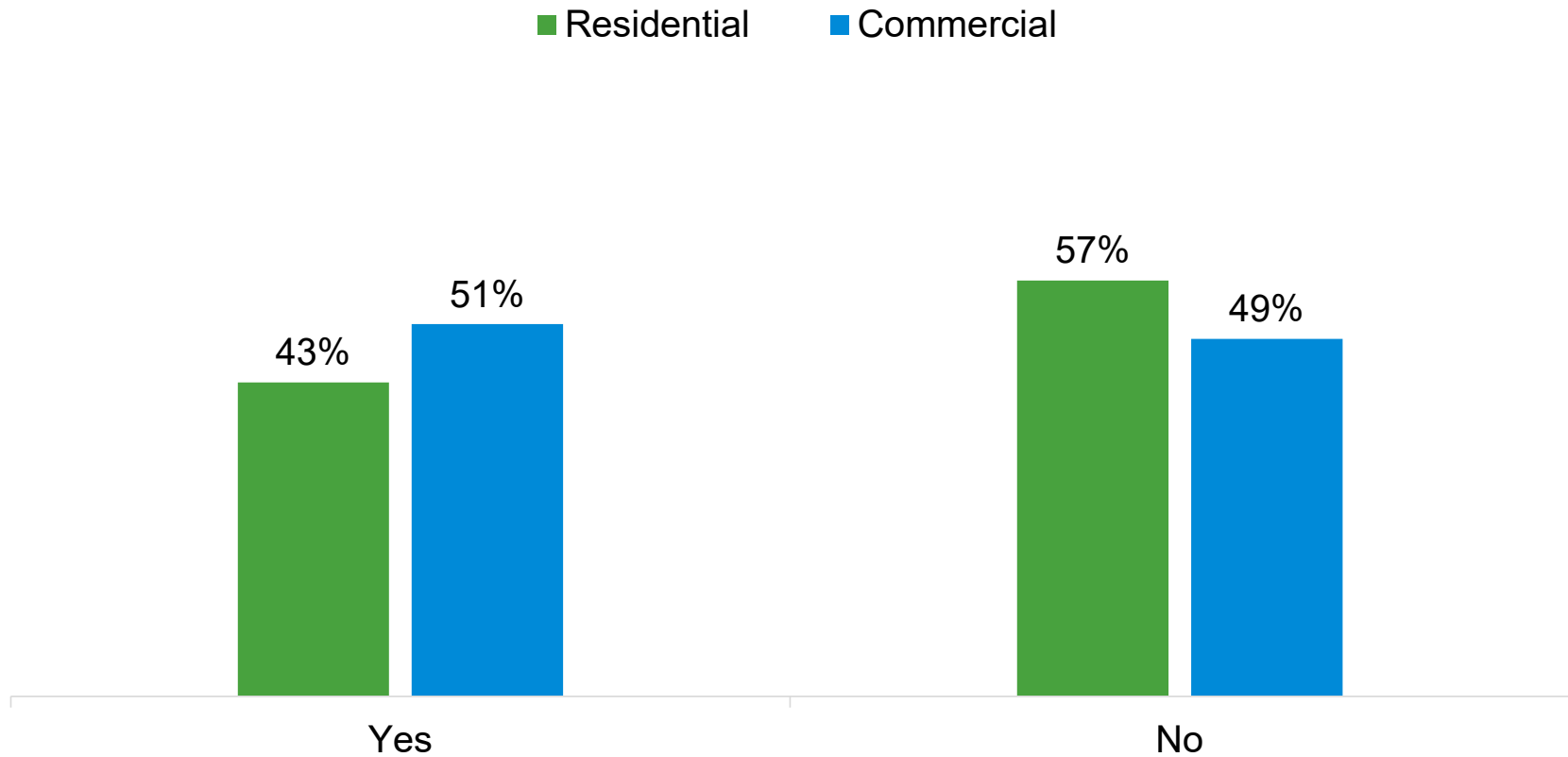
Commercial





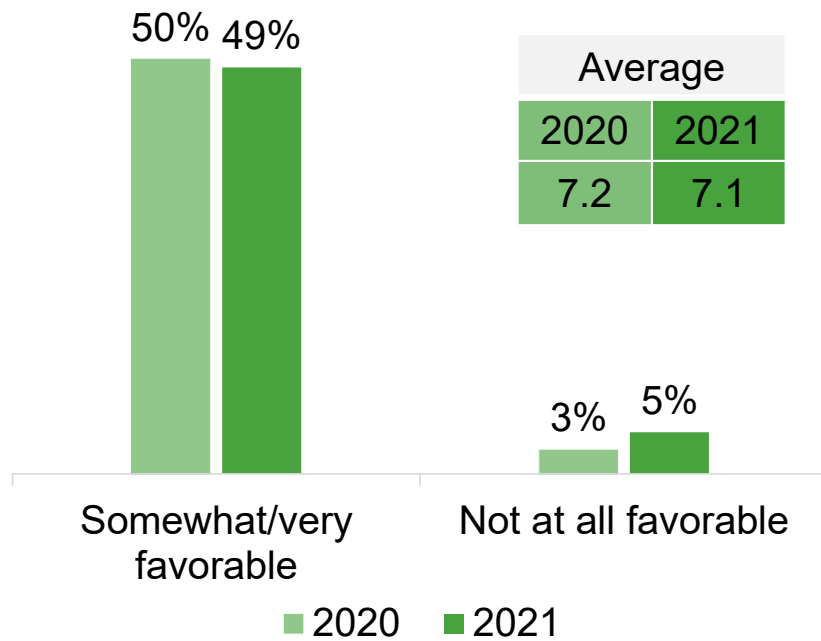
Awareness and opinions

Aware Platte River owned by municipals

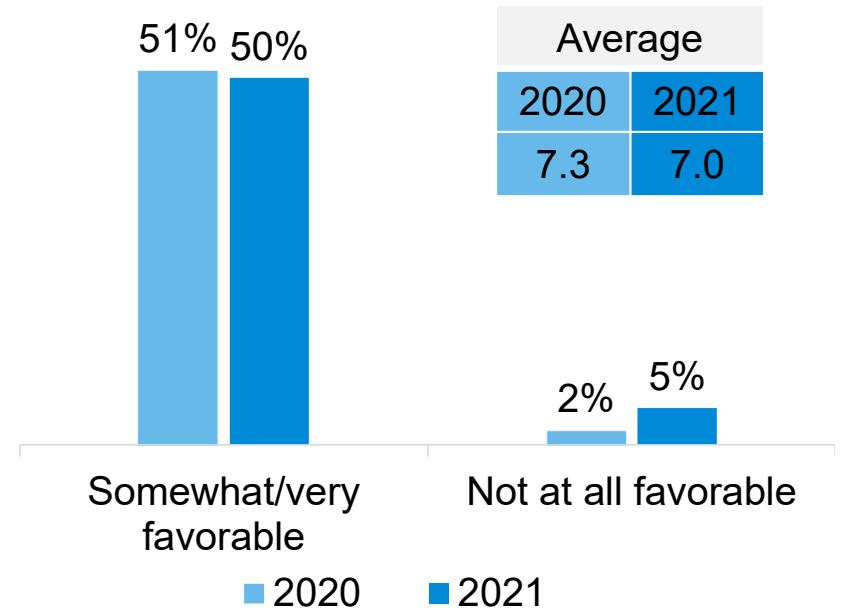


Opinion of Platte River

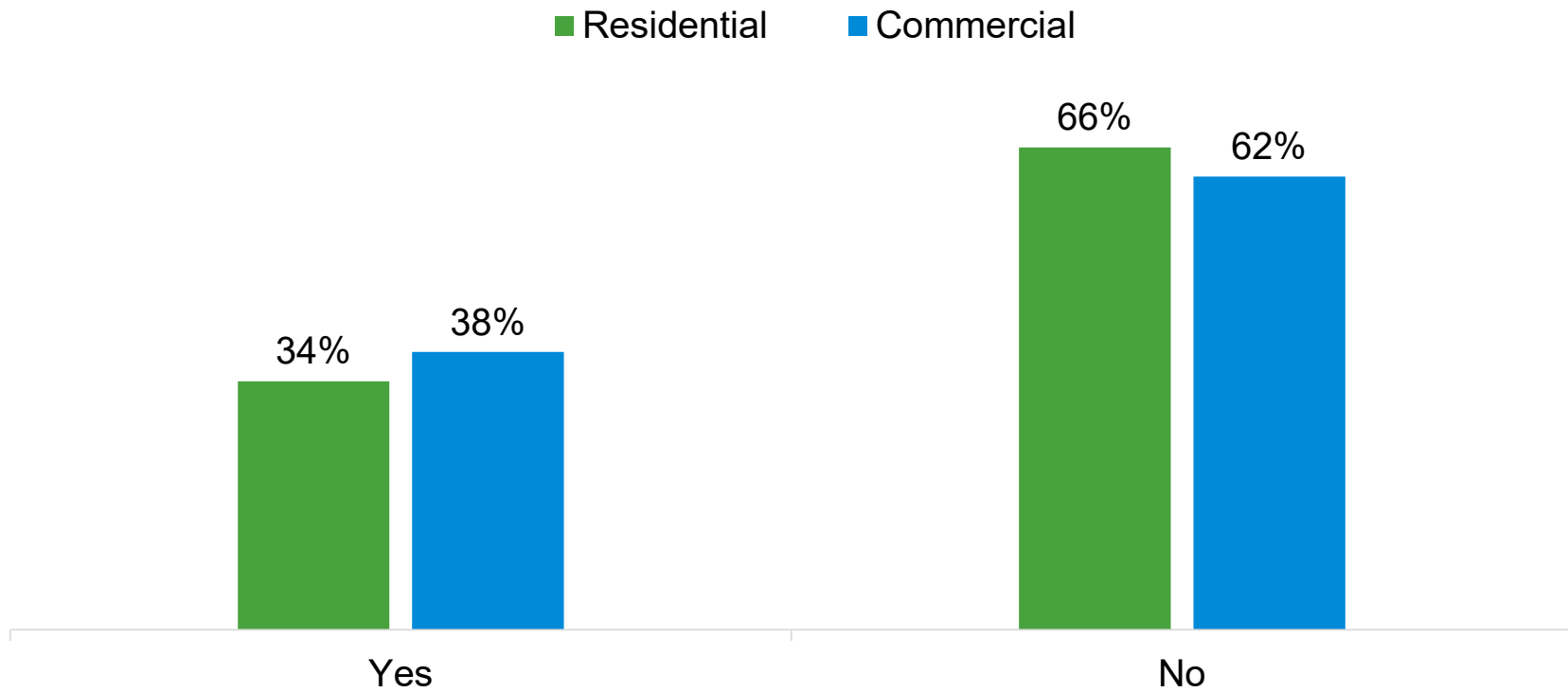
Residential



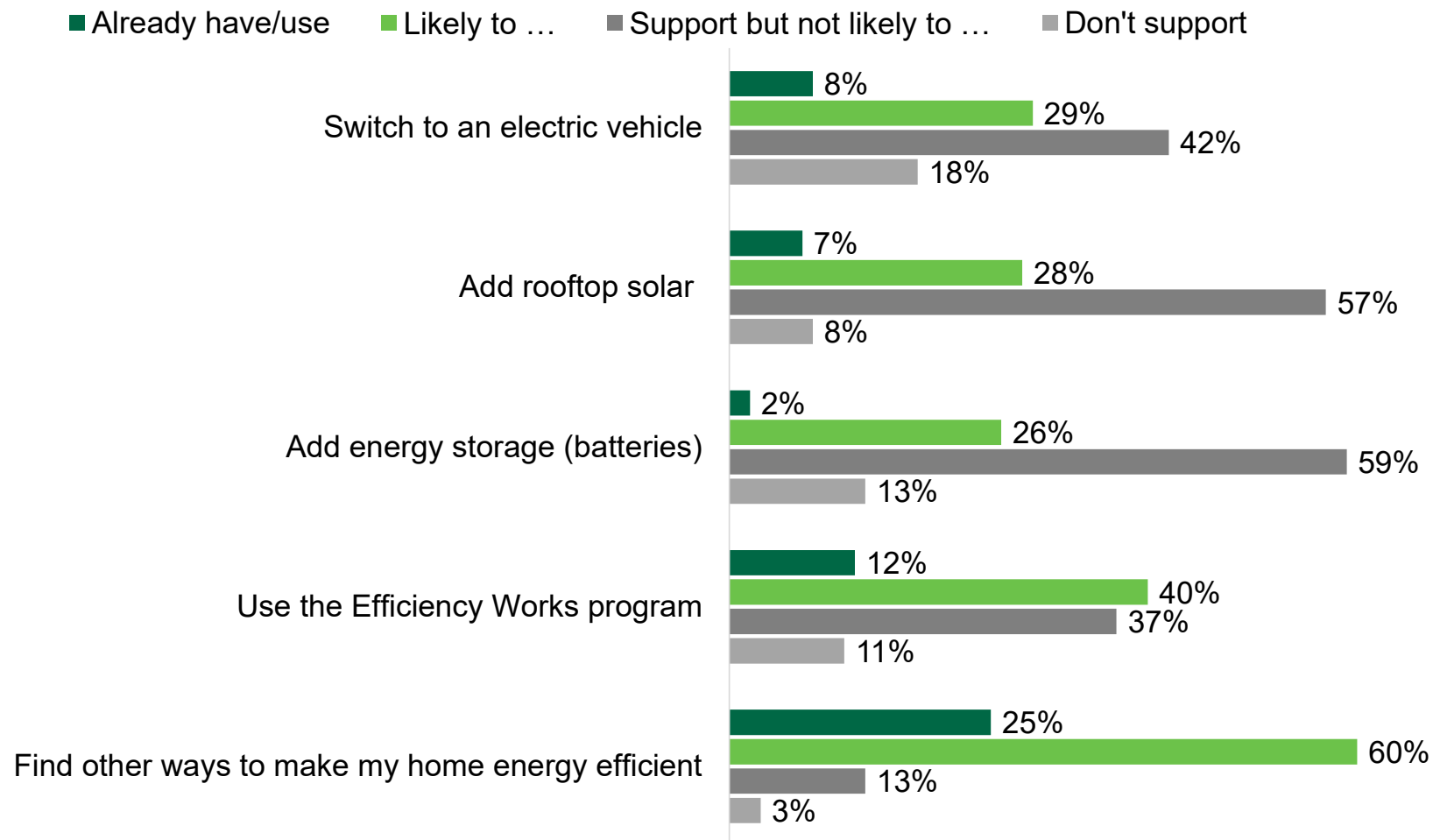
Commercial



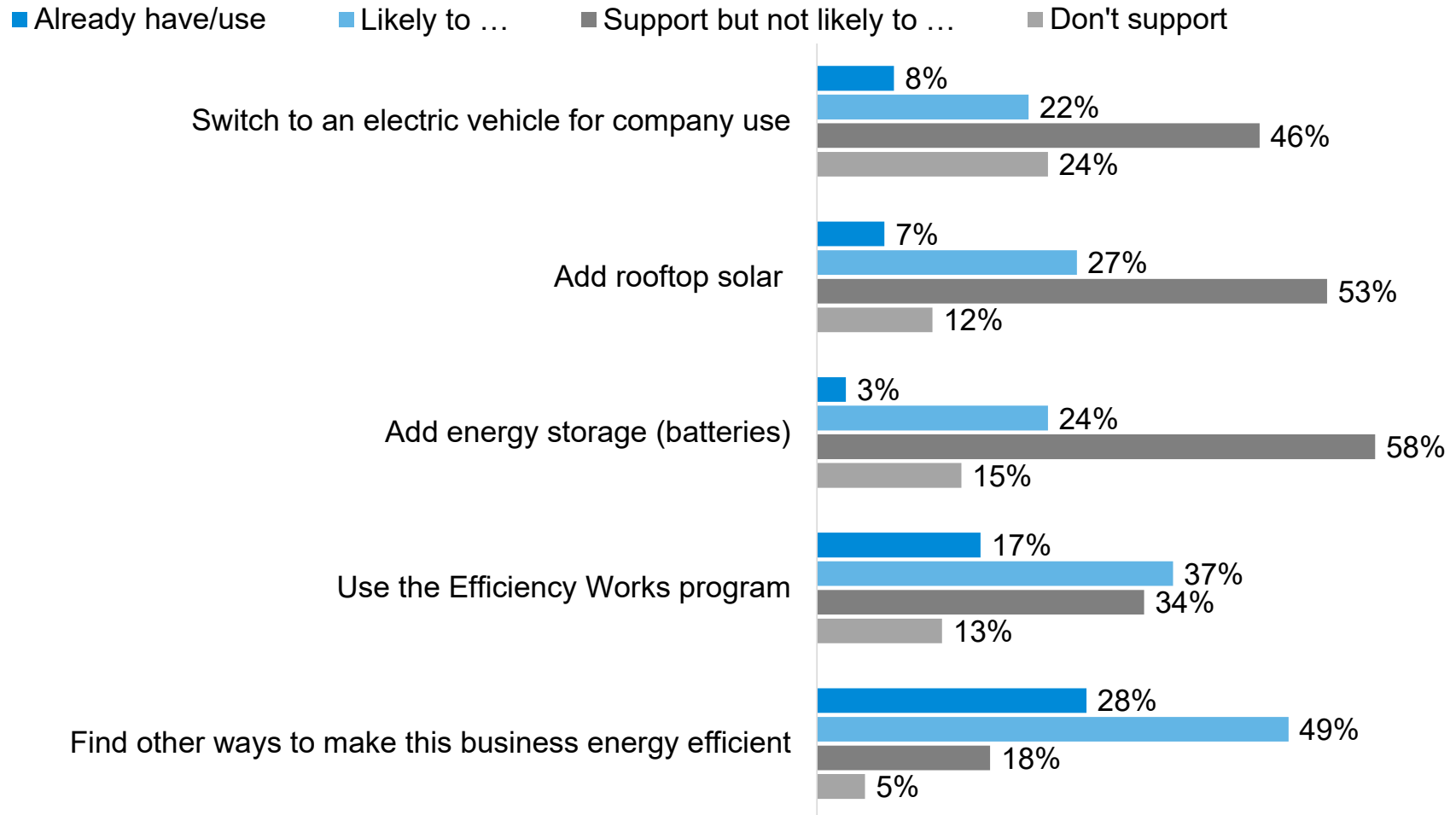
Aware Platte River's noncarbon energy goal



Measures supported to achieve noncarbon goals - residential



Measures supported to achieve noncarbon goals – commercial

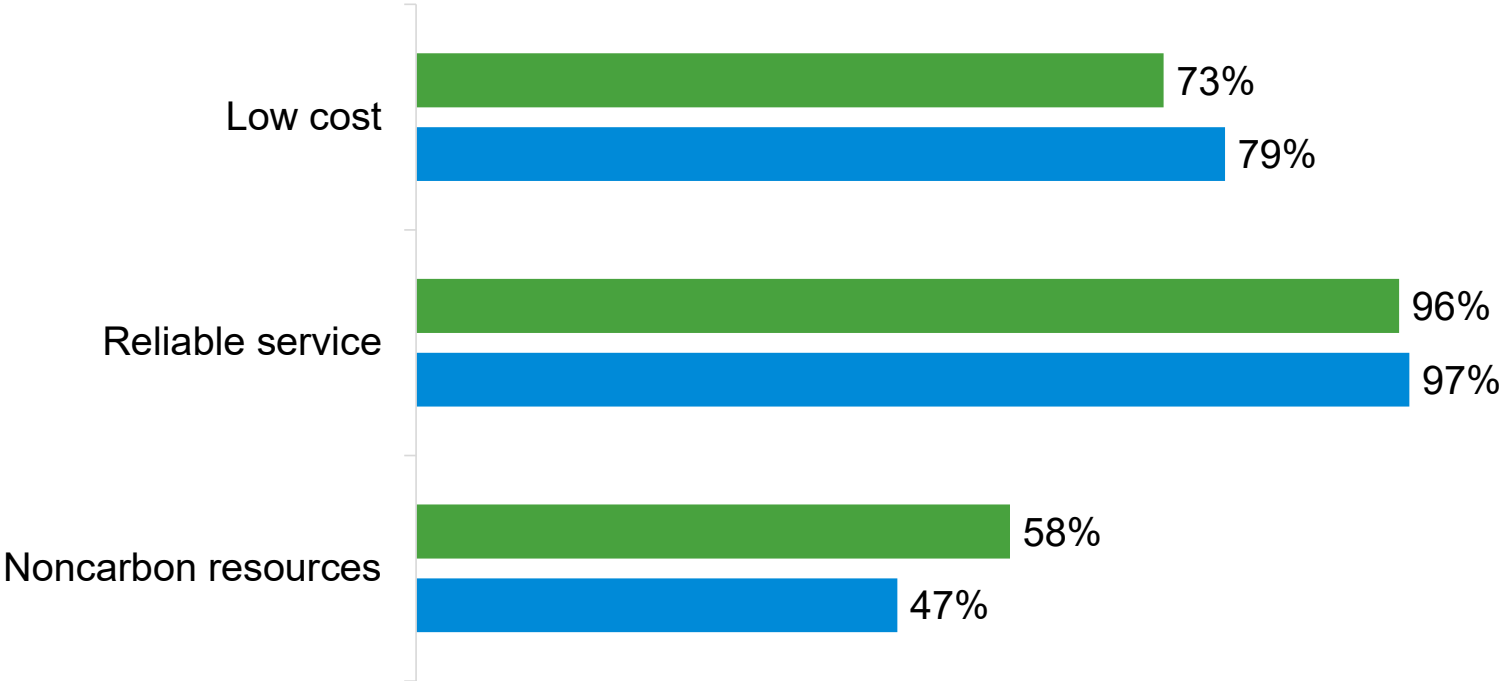




Renewable resource opinions

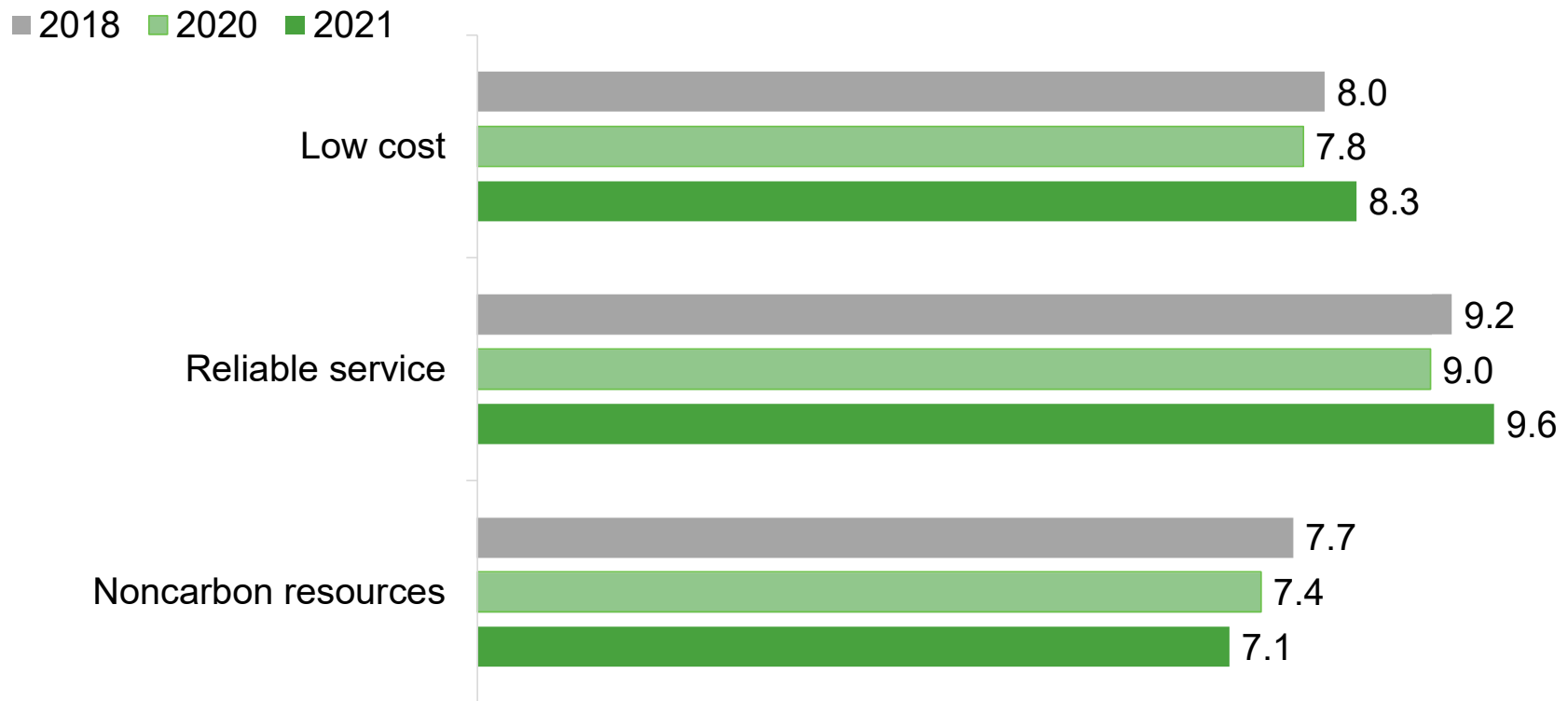
Service characteristics importance

■ Residential ■ Commercial



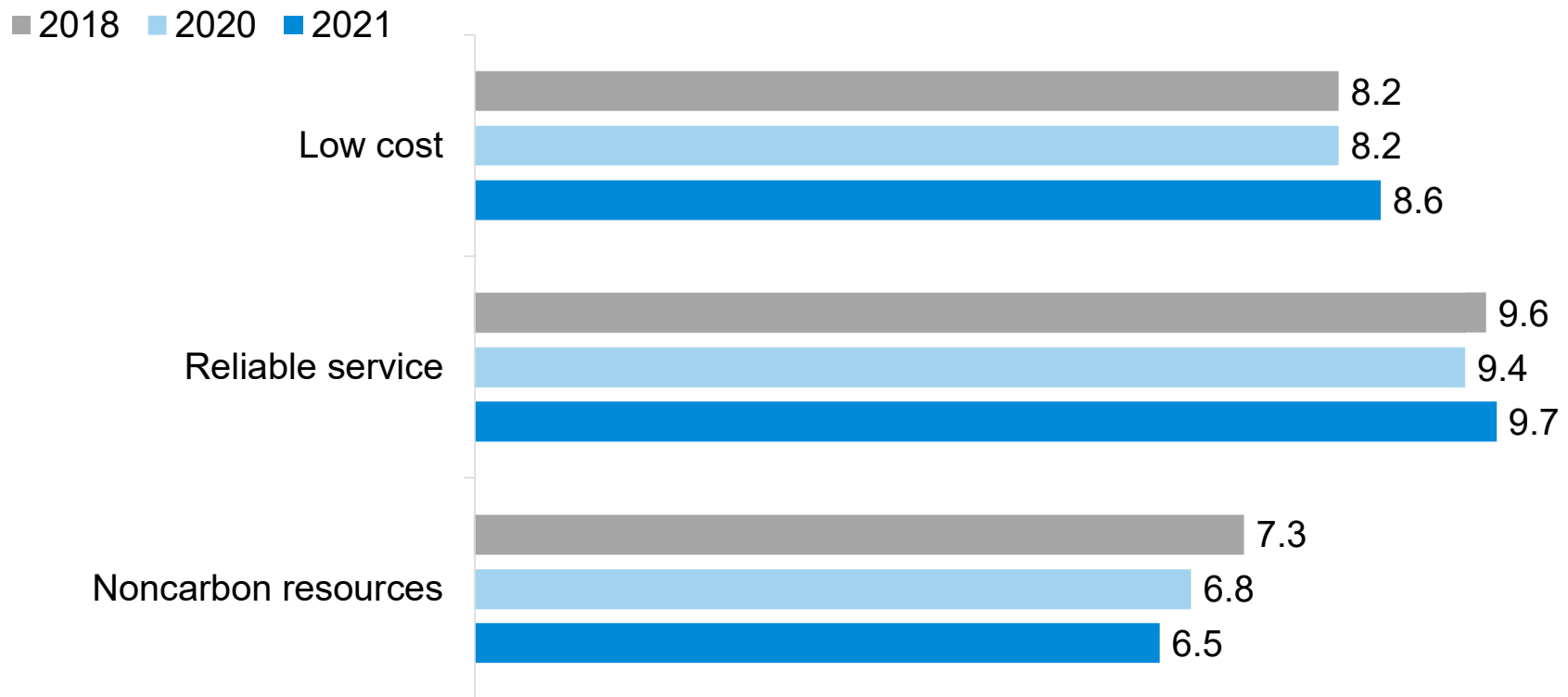
Somewhat or very important (8-10 ratings)

Trend of service characteristics importance - residential



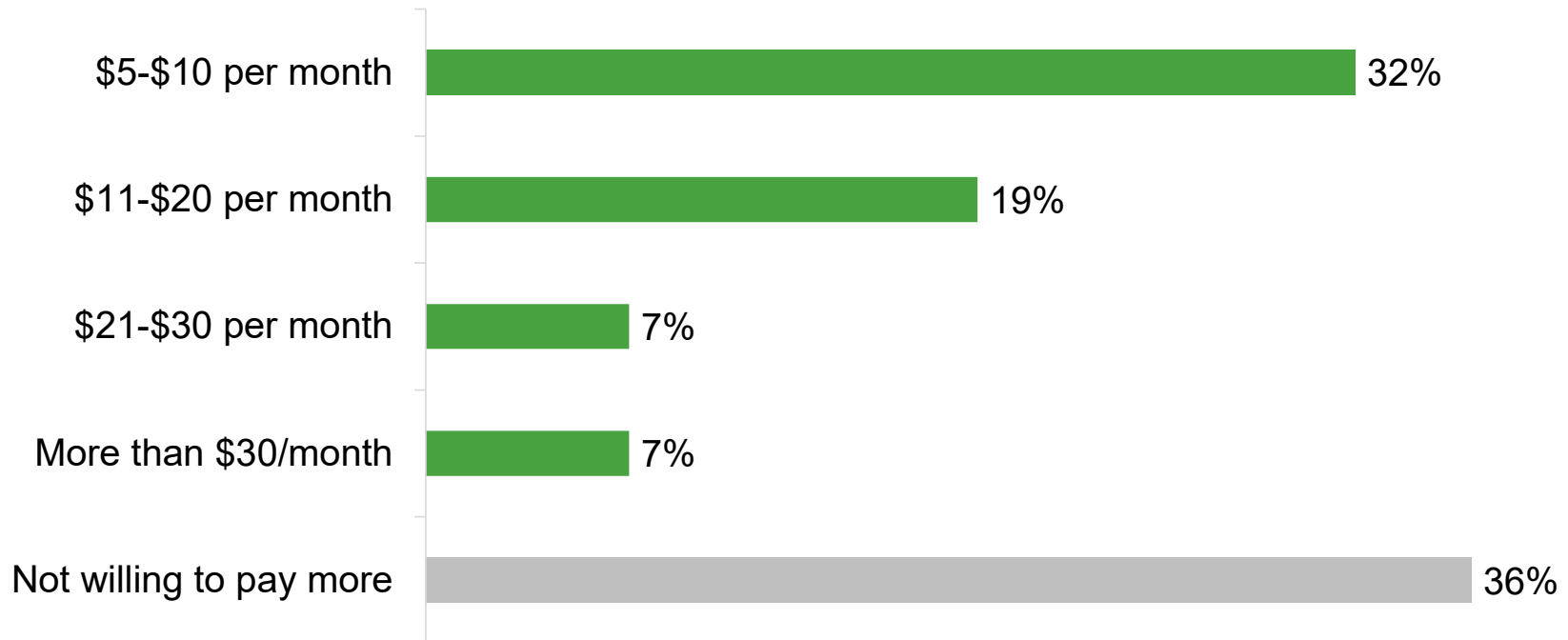
Average on 10-point scale

Trend of service characteristics importance - commercial

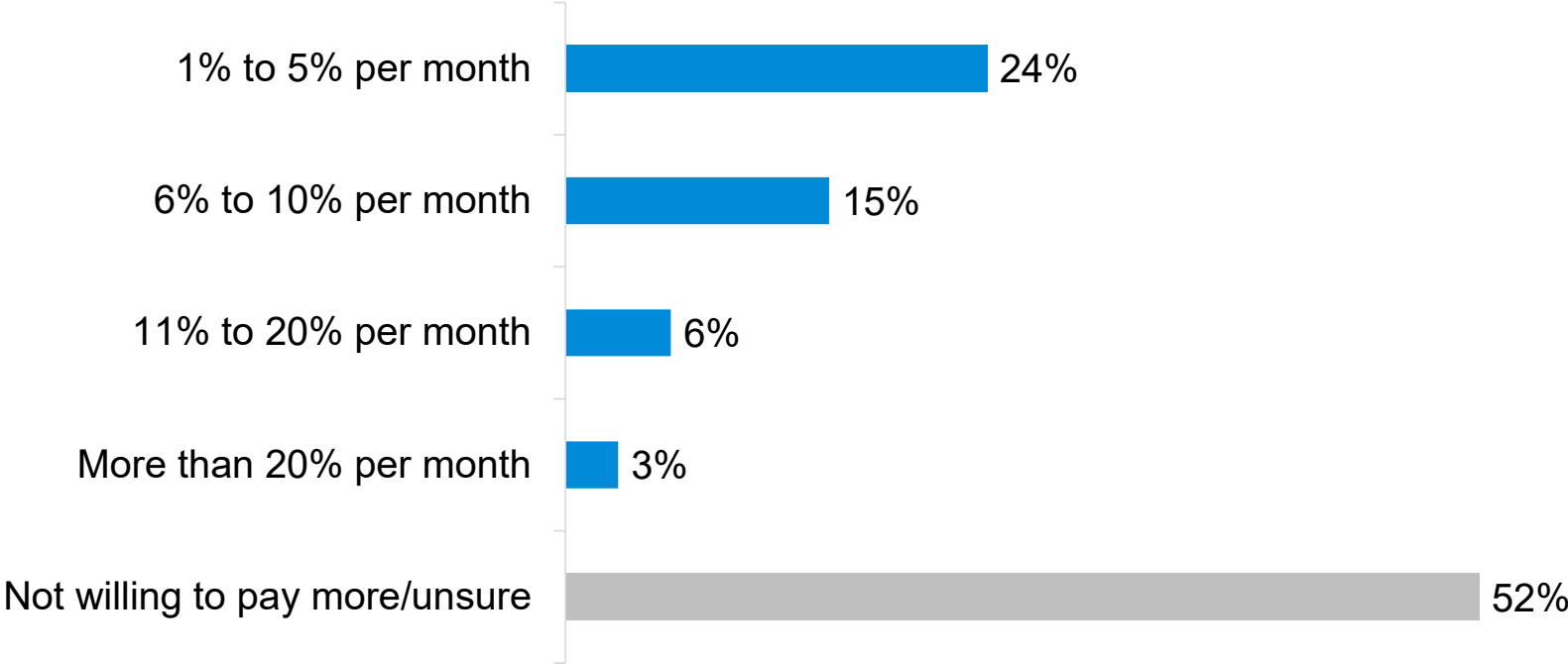


Average on 10-point scale

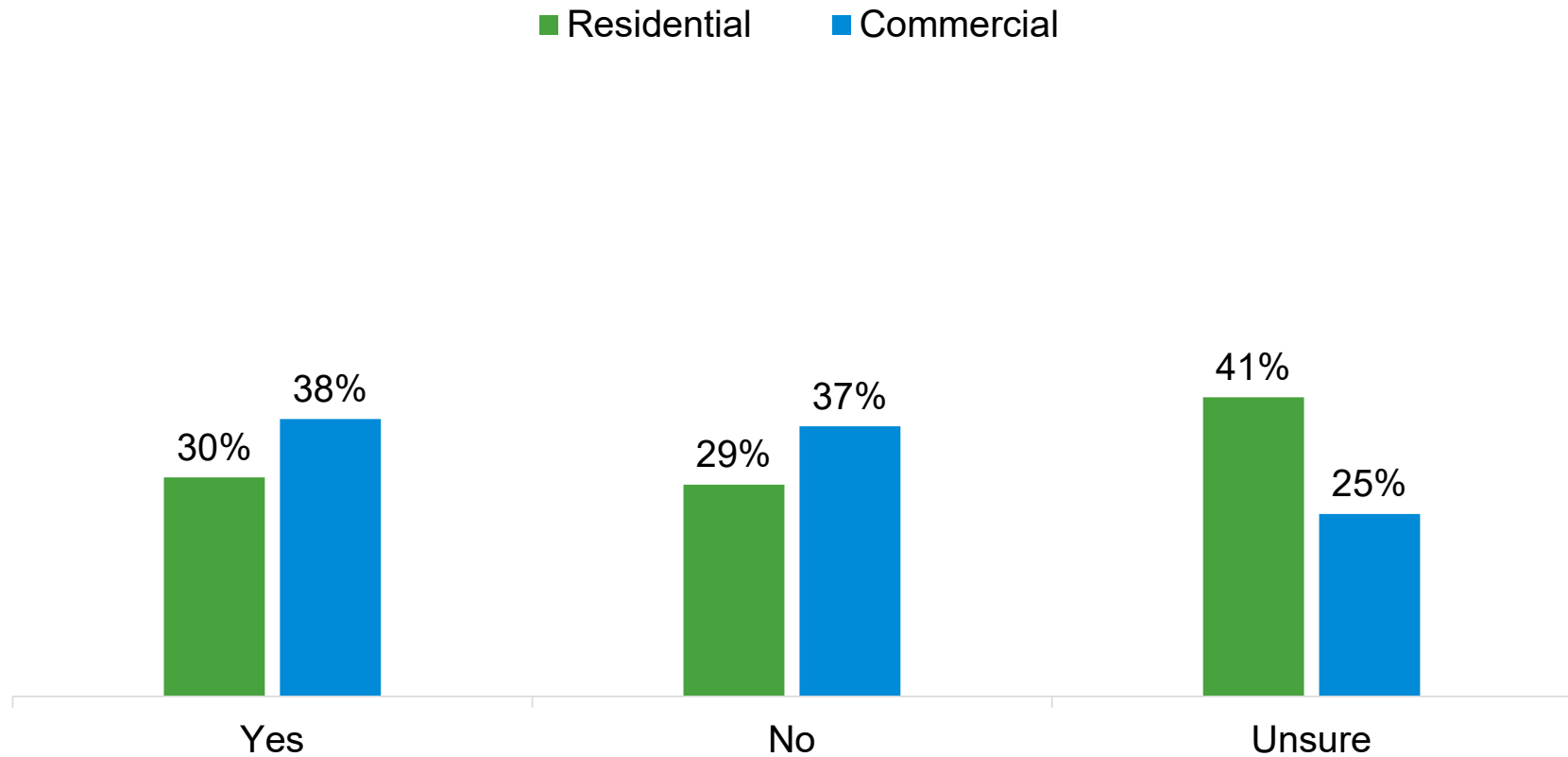
Additional monthly amount willing to pay for energy from renewable resources - residential

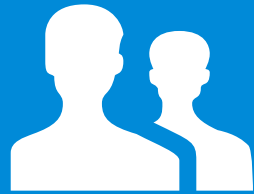


Additional monthly amount willing to pay for energy from renewable resources - commercial



Concerned about Rawhide workforce transition



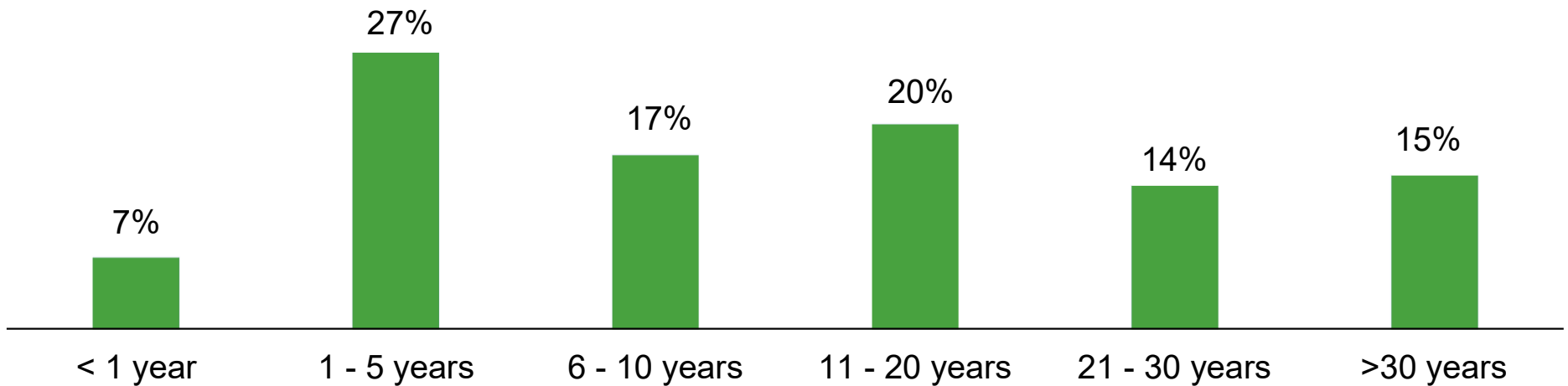


Demographics

Demographics

Length of service

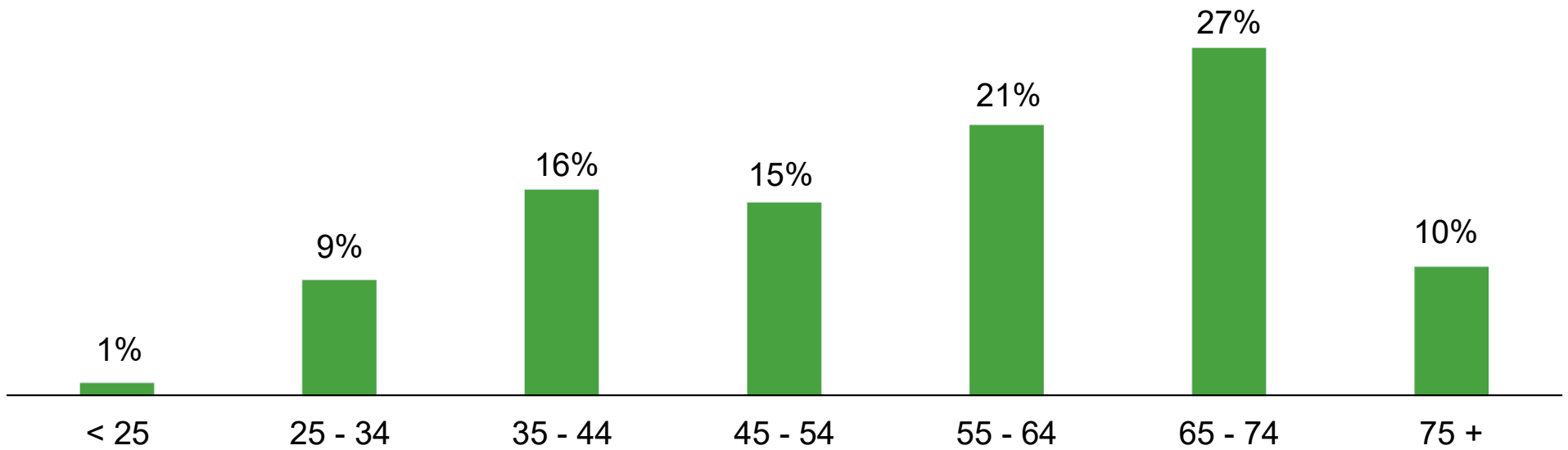
Median: 10 years



Demographics

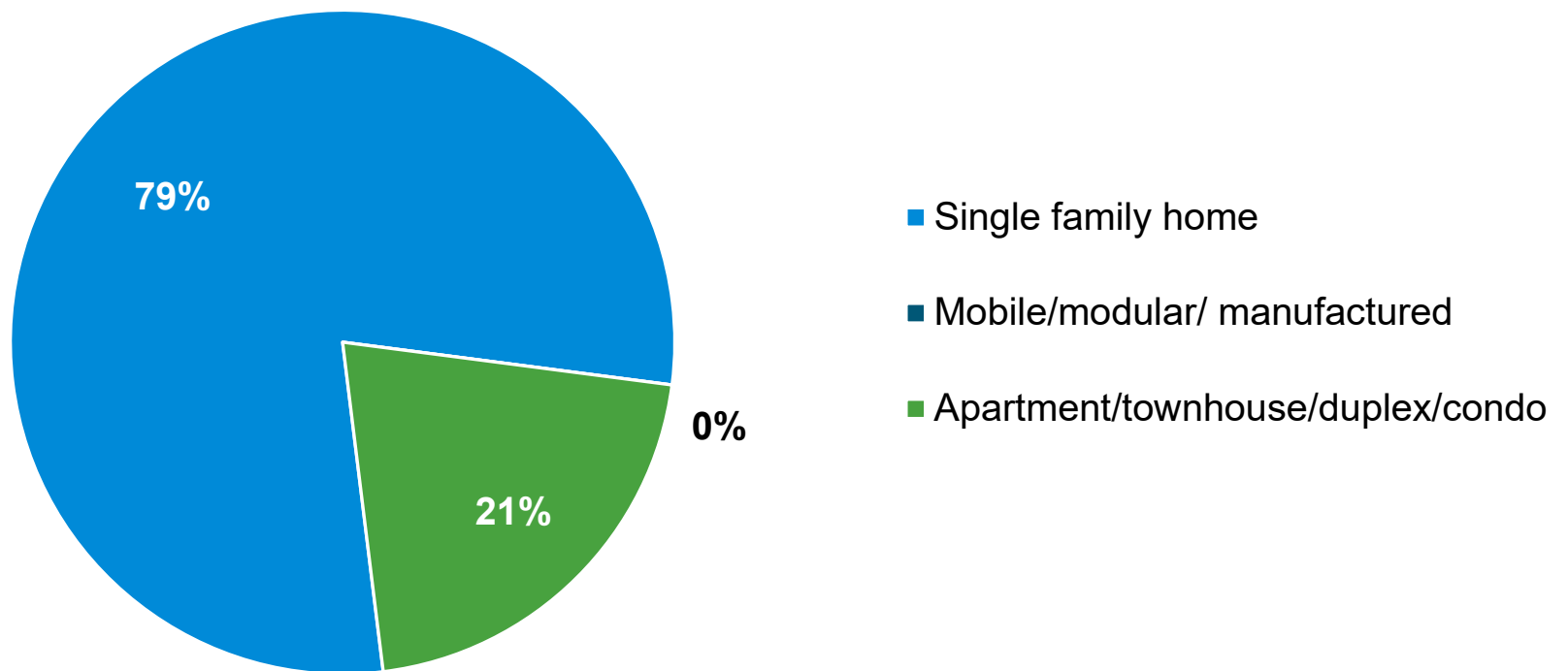
Respondent age

Median: 58



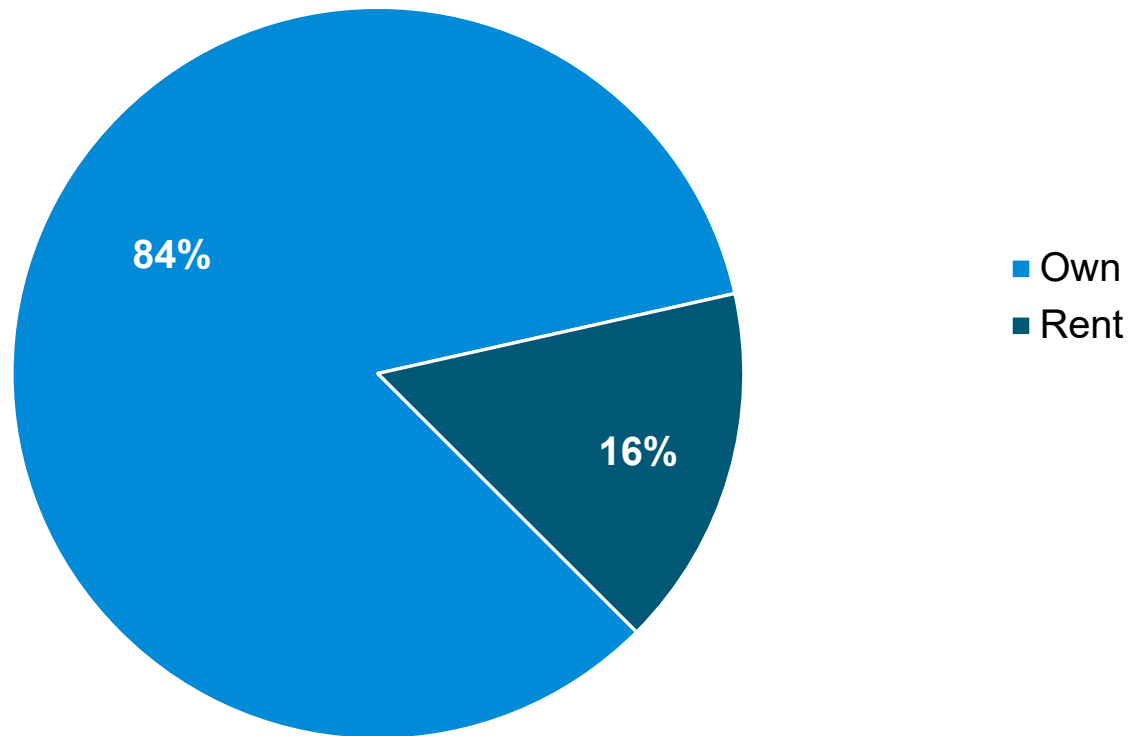
Demographics

Type of residence



Demographics

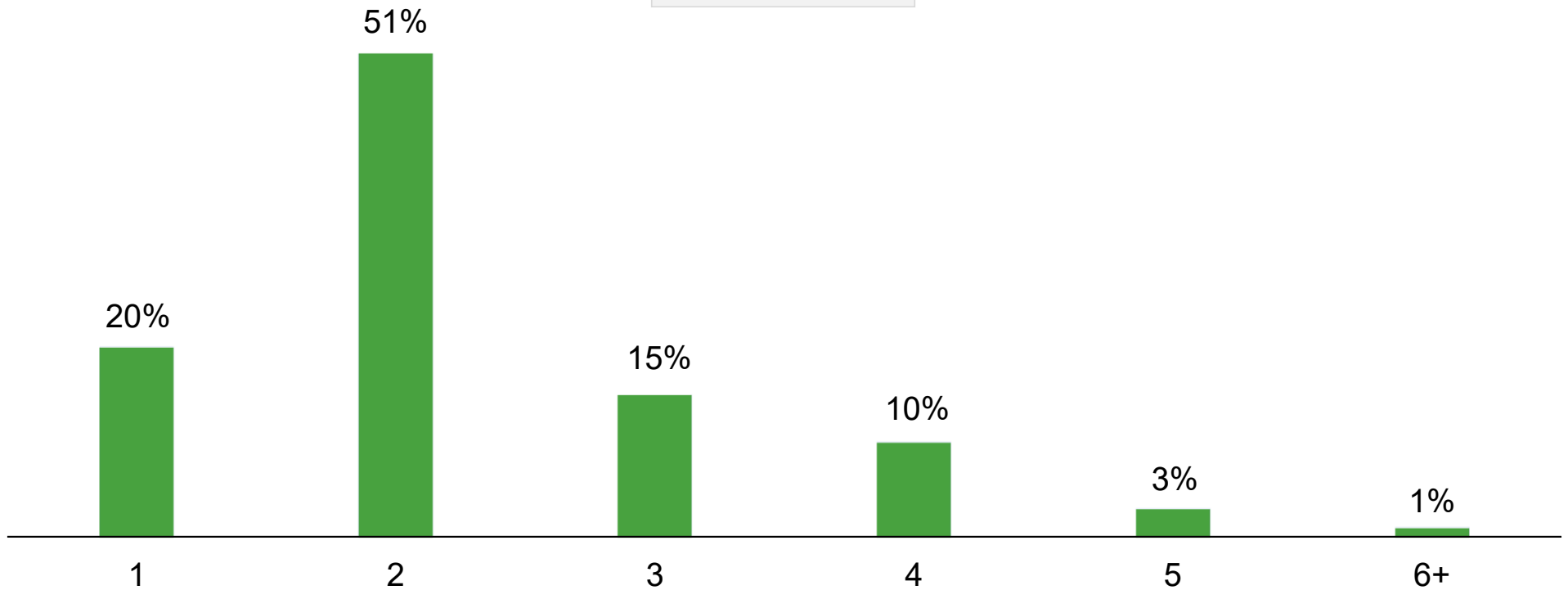
Home ownership



Demographics

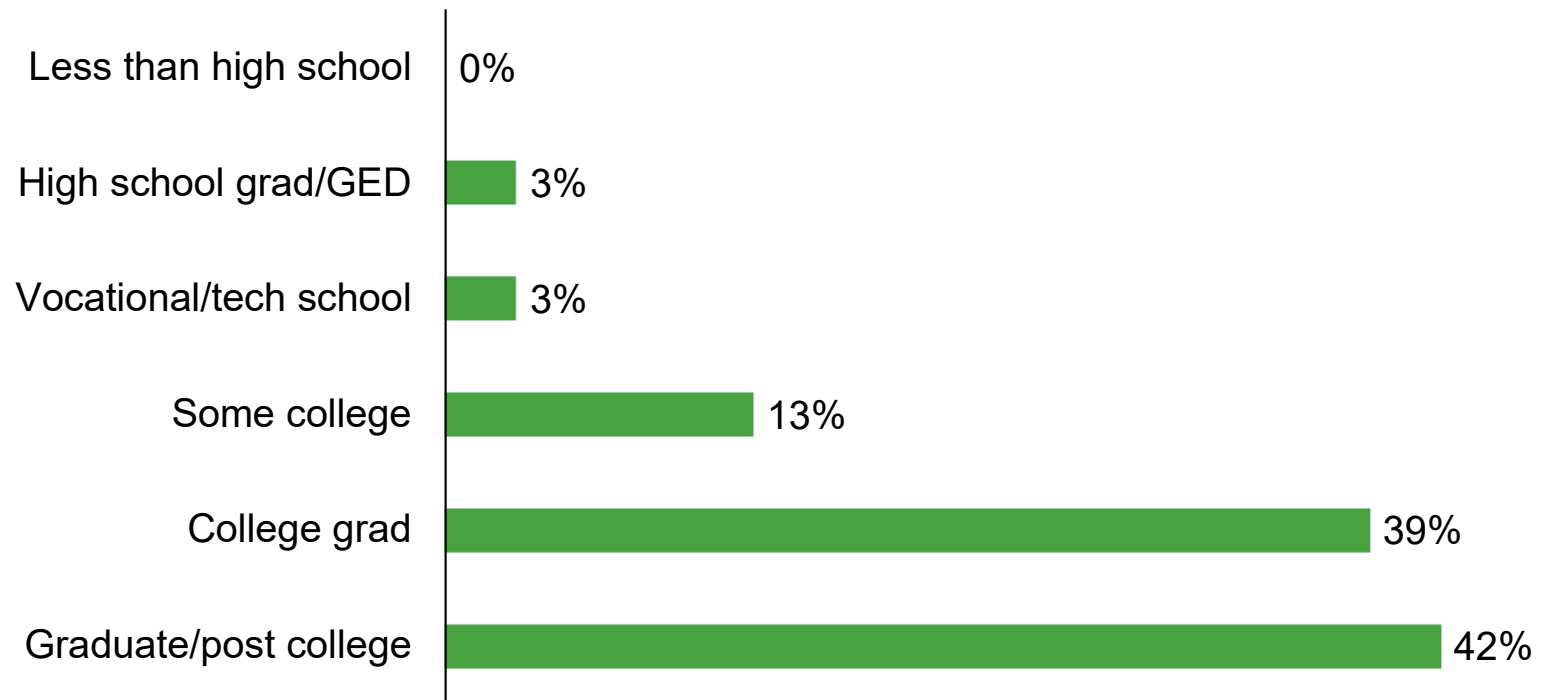
Number of residents per household

Average: 2.3



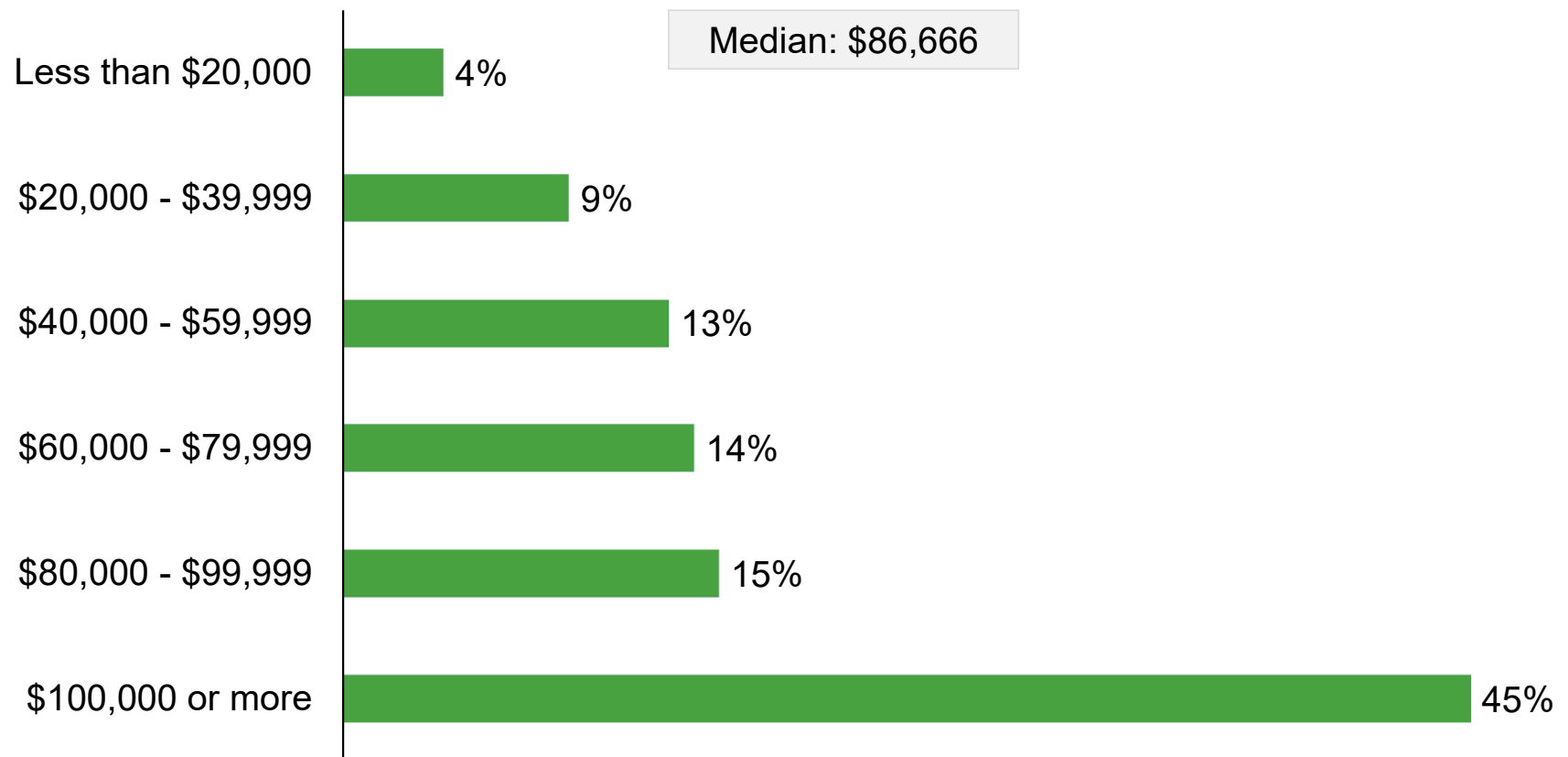
Demographics

Education



Demographics

Income



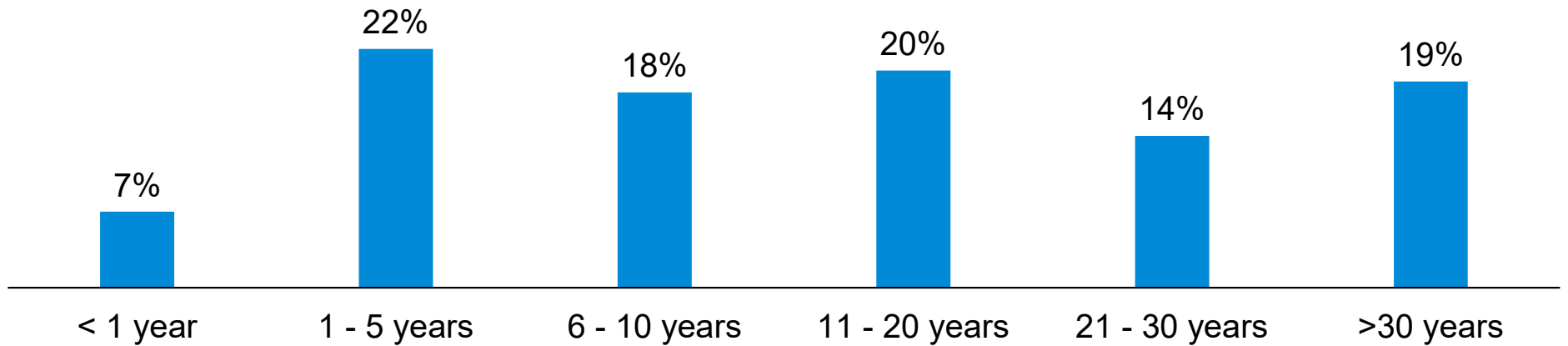


Firmographics

Firmographics

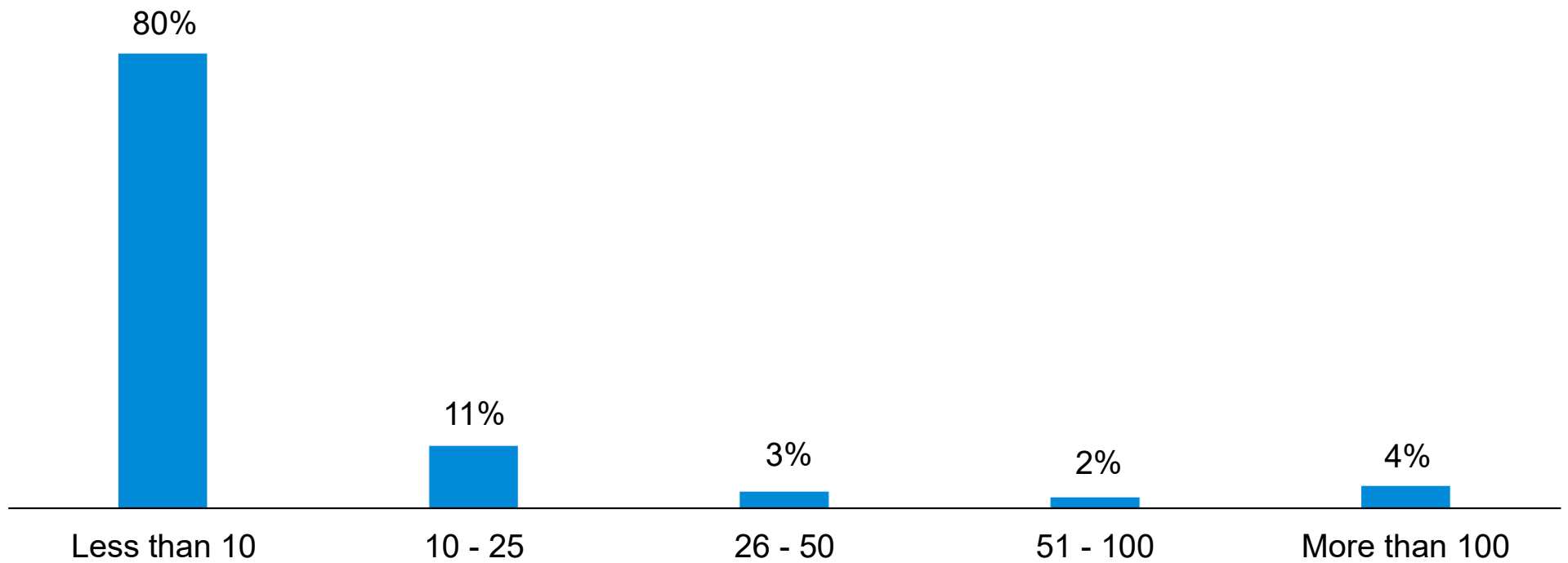
Length of service

Median: 13 years



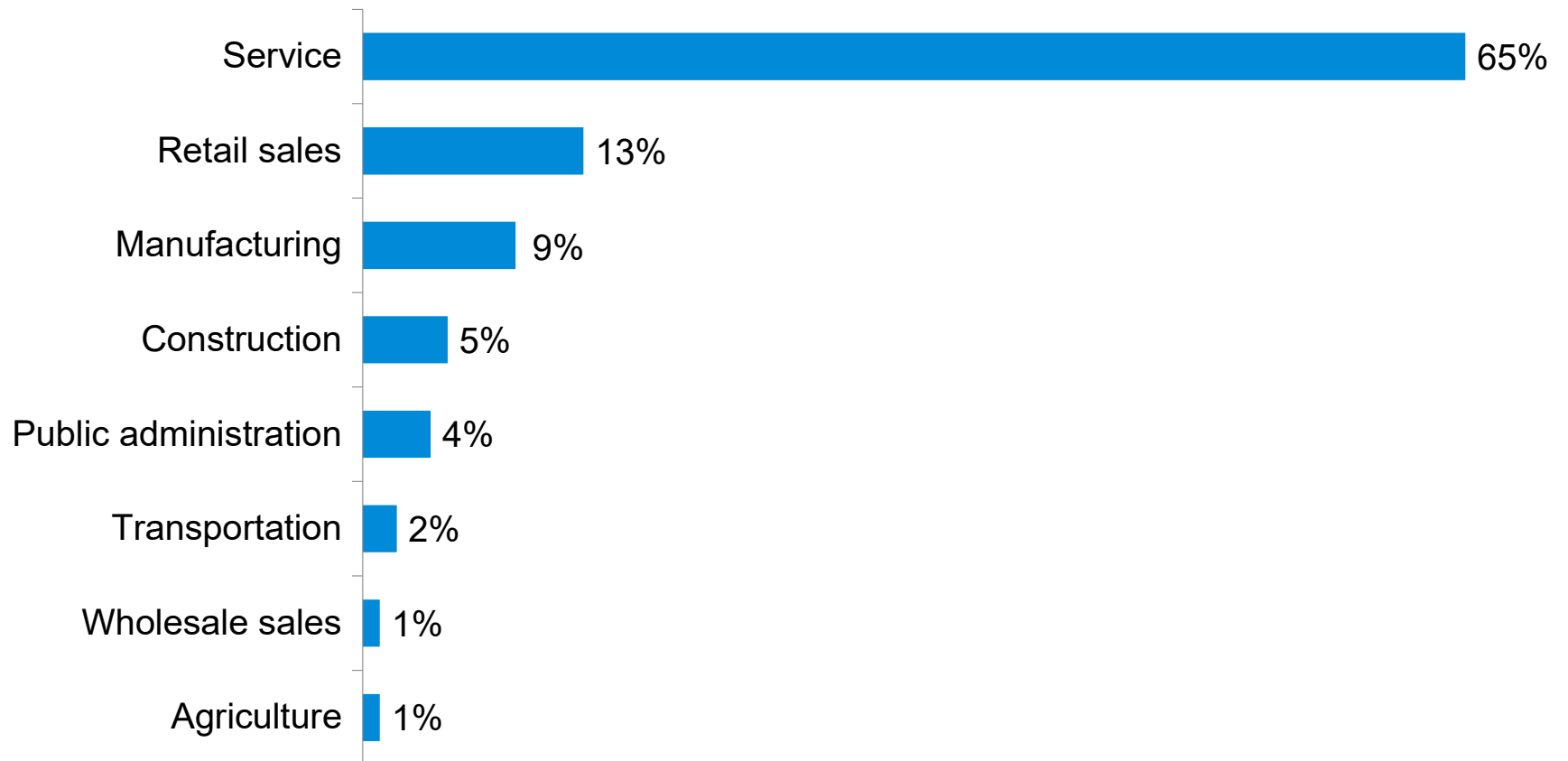
Firmographics

Number of employees



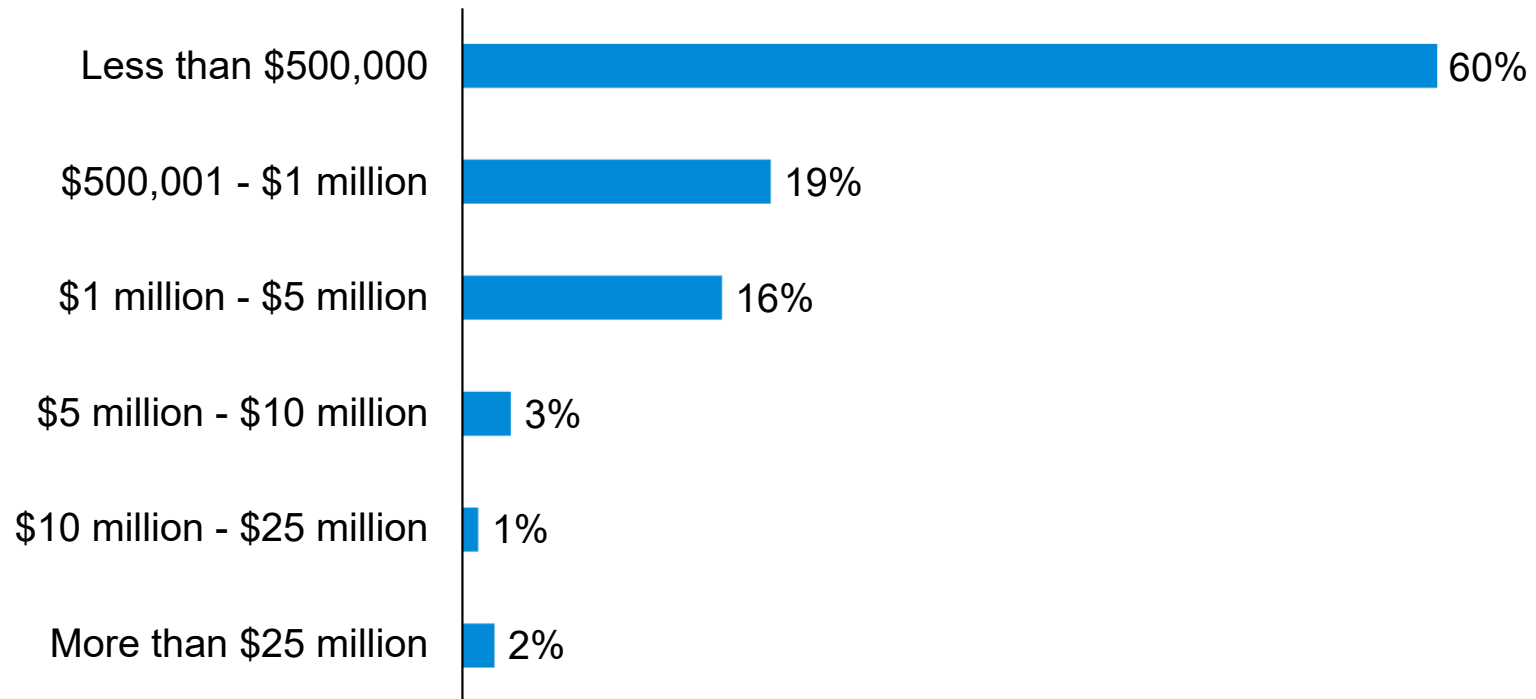
Firmographics

Business type



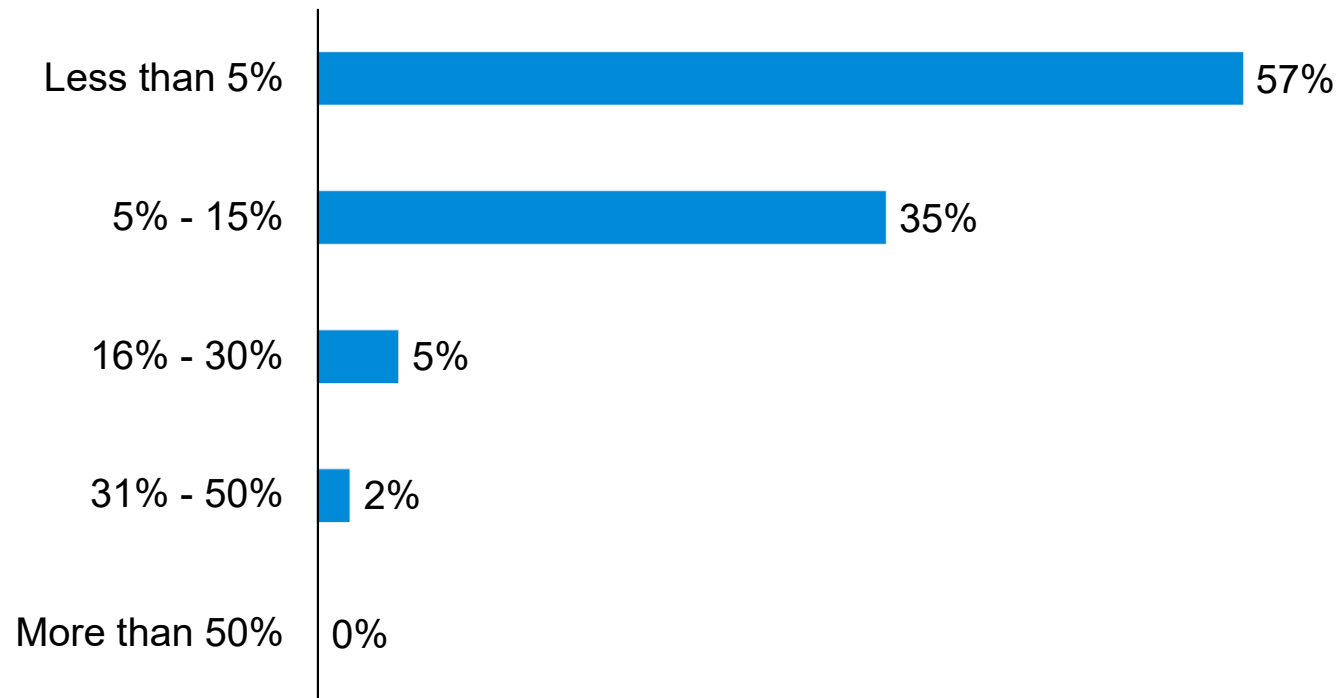
Firmographics

Annual revenue



Firmographics

Electric costs as percentage of overall expense



2021 Survey Results

	Online	Phone											
Residential: Results based on 1,503 responses	100%	0%											
Commercial: Results based on 458 responses	68%	32%											
1. How long have you received electric service from your utility?													
	Residential	Commercial											
Less than 1 year	7%	7%											
1 - 5 years	27%	22%											
6 - 10 years	17%	18%											
11 - 20 years	20%	20%											
21 - 30 years	14%	14%											
More than 30 years	15%	19%											
Median length of service	10	13											
2. Are you aware that Estes Park, Fort Collins, Longmont and Loveland jointly own Platte River Power Authority?													
	Residential	Commercial											
Yes	43%	51%											
No	57%	49%											
3. Based on what you know, what is your opinion of Platte River Power Authority?													
	<i>Not at all favorable -----> Very favorable</i>												
	1	2	3	4	5	6	7	8	9	10	Average	Top Box	
Residential	2%	1%	2%	2%	24%	6%	13%	20%	12%	17%	7.1	49%	
Commercial	3%	1%	1%	2%	27%	8%	9%	20%	11%	19%	7.0	50%	
4. Are you aware of Platte River's goal to provide 100% noncarbon energy by 2030 while maintaining reliability and low wholesale rates?													
	Residential	Commercial											
Yes	34%	38%											
No	66%	62%											

2021 Survey Results

	Online	Phone										
Residential: Results based on 1,503 responses	100%	0%										
Commercial: Results based on 458 responses	68%	32%										
5. Efficient use of electricity is vital to achieving noncarbon energy goals. Please choose which best describes your opinion of each of the following:												
	<i>Already Have/use</i>			Likely to			<i>Support but not likely to...</i>			Don't support		
Residential												
Switch to an electric vehicle	8%			29%			42%			18%		
Add rooftop solar	7%			28%			57%			8%		
Add energy storage (batteries)	2%			26%			59%			13%		
Use the Efficiency Works program	12%			40%			37%			11%		
Find other ways to make my home energy efficient	25%			60%			13%			3%		
Commercial												
Switch to an electric vehicle for company use	8%			22%			46%			24%		
Add rooftop solar	7%			27%			53%			12%		
Add energy storage (batteries)	3%			24%			58%			15%		
Use the Efficiency Works program	17%			37%			34%			13%		
Find other ways to make the business more energy efficient	28%			49%			18%			5%		
6. Please rate the importance of the following electric service characteristics:												
	<i>Not at all important -----> Very important</i>											
Residential	1	2	3	4	5	6	7	8	9	10	Average	Top Box
Low cost	1%	0%	1%	2%	9%	6%	9%	16%	12%	45%	8.3	73%
Reliable service	0%	0%	0%	0%	0%	0%	3%	6%	13%	77%	9.6	96%
Noncarbon resources	12%	3%	4%	2%	10%	4%	8%	14%	10%	34%	7.1	58%
Commercial	1	2	3	4	5	6	7	8	9	10	Average	Top Box
Low cost	0%	1%	1%	2%	8%	3%	7%	15%	10%	54%	8.6	79%
Reliable service	0%	0%	0%	0%	1%	0%	2%	4%	12%	81%	9.7	97%
Noncarbon resources	14%	4%	3%	4%	11%	7%	10%	13%	9%	25%	6.5	47%

2021 Survey Results

	Online	Phone											
Residential: Results based on 1,503 responses	100%	0%											
Commercial: Results based on 458 responses	68%	32%											
7. How much more are you willing to pay on your monthly bill to receive energy from renewable resources?													
	Residential												
Not willing to pay more	36%												
\$5-\$10 per month	32%												
\$11-\$20 per month	19%												
\$21-\$30 per month	7%												
More than \$30/month	7%												
	Commercial												
Not willing to pay more	42%												
1% to 5% per month	24%												
6% to 10% per month	15%												
11% to 20% per month	6%												
More than 20% per month	3%												
Unsure/unknown	10%												
8. Are you concerned about Platte River transitioning its Rawhide workforce as we prepare to retire our coal-fired generation?													
	Residential Commercial												
Yes	30%	38%											
No	29%	37%											
Unsure	41%	25%											
Demographics													
D1. How old are you?													
	Under 25	1%		45 - 54	15%		75+	10%					
	25 - 34	9%		55 - 64	21%								
	35 - 44	16%		65 - 74	27%								
Median age: 58													

2021 Survey Results

	Online	Phone											
Residential: Results based on 1,503 responses	100%	0%											
Commercial: Results based on 458 responses	68%	32%											
D2. What type of residence do you live in?													
Single-family home	79%												
Mobile, modular or manufactured home	0%												
Apartment, townhouse, duplex or condominium	21%												
D3. Do you own or rent your home?	Own	84%		Rent	16%								

2021 Survey Results

	Online	Phone											
Residential: Results based on 1,503 responses	100%	0%											
Commercial: Results based on 458 responses	68%	32%											
D4. How many people live in your household?													
	1	2	3	4	5	6+							
	20%	51%	15%	10%	3%	1%	Average:	2.3					
D5. What is the highest level of education you have completed?													
Less than high school	0%					Some college	13%						
High school graduate/GED	3%					College graduate	39%						
Vocational-technical school	3%					Graduate or post-college school	42%						
D6. What is your household income?													
Less than \$20,000	4%					\$80,000 to \$99,999	15%						
\$20,000 to \$39,999	9%					\$100,000 or more	45%						
\$40,000 to \$59,999	13%												
\$60,000 to \$79,999	14%												
Median income: \$86,666													
Firmographics													
F1. How many employees does your business have?													
Less than 10	80%												
10 to 25	11%												
26 to 50	3%												
51 to 100	2%												
More than 100	4%												

2021 Survey Results

	Online	Phone											
Residential: Results based on 1,503 responses	100%	0%											
Commercial: Results based on 458 responses	68%	32%											
F2. What type of business do you have?													
Service	65%					Agriculture	1%						
Retail sales	13%					Mining or refining	0%						
Wholesale sales	1%					Transportation	2%						
Manufacturing	9%					Public administration	4%						
Construction	5%												
F3. What is the annual revenue of your business?													
Less than \$500,000	60%												
\$500,001 to \$1 million	19%												
\$1 million to \$5 million	16%												
\$5 million to \$10 million	3%												
\$10 million to \$25 million	1%												
More than \$25 million	2%												
F4. What is the percentage of electricity costs to your overall business costs?													
Less than 5%	57%												
5% to 15%	35%												
16% to 30%	5%												
31% to 50%	2%												
More than 50%	0%												

Platte River Power Authority Residential Survey Trends					
	n=1,108	n=1,133	n=1,503		
Aware Platte River Provides Service	2018	2020	2021	Trend	Average
Yes	56%	60%	43%	-17%	53%
<i>2018-2020 Aware Platte River Provides Service to Estes Park</i>					
Opinion of Platte River Power Authority	2018	2020	2021	Trend	Average
Somewhat/very favorable (top box)	55%	50%	49%	-1%	51%
Not at all favorable (bottom box)	4%	3%	5%	2%	4%
Average (mean, based on 10-point scale)	7.3	7.2	7.1	-0.1	7.2
Importance of Electric Service Characteristics (8-10 top box)	2018	2020	2021	Trend	Average
Low cost	67%	62%	73%	11%	67%
Average (mean, based on 10-point scale)	8.0	7.8	8.3	0.5	8.0
Reliable service	91%	88%	96%	8%	92%
Average (mean, based on 10-point scale)	9.2	9.0	9.6	0.6	9.3
Noncarbon resources	67%	63%	58%	-5%	63%
Average (mean, based on 10-point scale)	7.7	7.4	7.1	-0.3	7.4
Length of Service	2018	2020	2021	Trend	Average
Less than 1 year	9%	8%	7%	-1%	8%
1 - 5 years	24%	21%	27%	6%	24%
6 - 10 years	15%	14%	17%	3%	15%
11 - 20 years	24%	26%	20%	-6%	23%
21 - 30 years	12%	15%	14%	-1%	14%
More than 30 years	16%	16%	15%	-1%	16%
Median	11	13	10	-3	11
Age	2018	2020	2021	Trend	Average
< 25	3%	1%	1%	0%	2%
25-34	10%	10%	9%	-1%	10%
35-44	11%	10%	16%	6%	12%
45-54	15%	12%	15%	3%	14%
55-64	21%	21%	21%	0%	21%
65-74	27%	29%	27%	-2%	28%
75 and up	14%	17%	10%	-7%	14%
Median	57	62	58	-4	59
Type of Residency	2018	2020	2021	Trend	Average
Single-family home	82%	76%	79%	3%	79%
Mobile, modular or manufactured home	1%	1%	0%	-1%	1%
Apartment, townhouse, duplex or condominium	17%	23%	21%	-2%	20%
Own or Rent Home	2018	2020	2021	Trend	Average
Own	84%	85%	84%	-1%	84%
Rent	16%	15%	16%	1%	16%
Number of People in Household	2018	2020	2021	Trend	Average
1	19%	19%	20%	1%	19%
2	53%	54%	51%	-3%	53%
3	13%	13%	15%	2%	14%
4	10%	8%	10%	2%	9%
5	3%	3%	3%	0%	3%
6+	2%	2%	1%	-1%	2%
Average	2.3	2.3	2.3	0.0	2.3
Highest Level of Education	2018	2020	2021	Trend	Average
Less than high school	1%	0%	0%	0%	0%
High school graduate/GED	9%	5%	3%	-2%	6%
Vocational-technical school	4%	3%	3%	0%	3%
Some college	15%	16%	13%	-3%	15%
College graduate	37%	36%	39%	3%	37%
Graduate or post-college school	34%	40%	42%	2%	39%
Household Income	2018	2020	2021	Trend	Average
Less than \$20,000	5%	3%	4%	1%	4%
\$20,000 to \$39,999	13%	10%	9%	-1%	11%
\$40,000 to \$59,999	13%	16%	13%	-3%	14%
\$60,000 to \$79,999	16%	14%	14%	0%	15%
\$80,000 to \$99,999	12%	13%	15%	2%	13%
\$100,000 or more	26%	32%	45%	13%	34%
Average	\$74,041	\$81,332	\$86,666	\$5,334	\$80,680

Platte River Power Authority Commercial Survey Trends					
	n=788	n=775	n=458		
Aware Platte River Provides Service	2018	2020	2021	Trend	Average
Yes	47%	56%	51%	-5%	51%
<i>2018-2020 Aware Platte River Provides Service to Estes Park</i>					
Opinion of Platte River Power Authority	2018	2020	2021	Trend	Average
Somewhat/very favorable (<i>top box</i>)	51%	51%	50%	-1%	51%
Not at all favorable (<i>bottom box</i>)	4%	2%	5%	3%	4%
Average (<i>mean, based on 10-point scale</i>)	7.2	7.3	7.0	-0.3	7.2
Importance of Electric Service Characteristics (8-10 top box)	2018	2020	2021	Trend	Average
Low cost	69%	70%	79%	9%	73%
Average (<i>mean, based on 10-point scale</i>)	8.2	8.2	8.6	0.4	8.3
Reliable service	95%	95%	97%	2%	96%
Average (<i>mean, based on 10-point scale</i>)	9.6	9.4	9.7	0.3	9.6
Noncarbon resources	57%	47%	46%	-1%	0.5
Average (<i>mean, based on 10-point scale</i>)	7.3	6.8	6.5	-0.3	6.9
Length of Service	2018	2020	2021	Trend	Average
Less than 1 year	7%	7%	7%	0%	7%
1 - 5 years	26%	23%	22%	-1%	24%
6 - 10 years	17%	19%	18%	-1%	18%
11 - 20 years	22%	26%	20%	-6%	23%
21 - 30 years	11%	11%	14%	3%	12%
More than 30 years	18%	15%	19%	4%	17%
<i>Median</i>	<i>10</i>	<i>10</i>	<i>13</i>	<i>3</i>	<i>11</i>
Number of employees	2018	2020	2021	Trend	Average
Less than 10	69%	70%	80%	10%	73%
10 to 25	19%	16%	11%	-5%	15%
26 to 50	6%	6%	3%	-3%	5%
51 to 100	3%	4%	2%	-2%	3%
More than 100	3%	4%	4%	0%	4%
Type of Business	2018	2020	2021	Trend	Average
Service	62%	49%	65%	16%	59%
Retail sales	18%	11%	13%	2%	14%
Wholesale sales	1%	2%	1%	-1%	1%
Manufacturing	7%	7%	9%	2%	8%
Construction	6%	5%	5%	0%	5%
Agriculture	1%	2%	1%	-1%	1%
Mining or refining	0%	0%	0%	0%	0%
Transportation	1%	1%	2%	1%	1%
Public administration	3%	3%	4%	1%	3%
Annual Revenue	2018	2020	2021	Trend	Average
Less than \$500,000	56%	58%	60%	2%	58%
\$500,001 to \$1 million	18%	18%	19%	1%	18%
\$1 million to \$5 million	19%	16%	16%	0%	17%
\$5 million to \$10 million	3%	3%	3%	0%	3%
\$10 million to \$25 million	2%	3%	1%	-2%	2%
More than \$25 million	1%	3%	2%	-1%	2%
Percentage of Electricity Costs to Overall Business Costs	2018	2020	2021	Trend	Average
Less than 5%	59%	59%	57%	-2%	58%
5% to 15%	33%	31%	35%	4%	33%
16% to 30%	6%	6%	5%	-1%	6%
31% to 50%	1%	2%	2%	0%	2%
More than 50%	1%	1%	0%	-1%	1%