2023 Loveland Water & Power VOC Survey

2023 Residential and Business Customer Survey Insights

Prepared for:

Loveland Water and Power

June 2023

E Source

Contents

Sampling Methodology and Outcomes

Survey methodology – Residential

- **Fielding: March to May 2023**
  - 20,614 valid emails
  - Response rate: 14.6%

- **Sample size: 3,218 residential customers total**
  - 3,008 power customers (94%)
  - 2,926 water customers (91%)
  - 2,433 wastewater customers (76%)

- **Post-fieldwork weighting applied to data for age and sex to match Census data for Loveland, Colorado**
  - Age
    - 39% under 44
    - 30% ages 45–64
    - 30% ages 65+
  - Sex
    - 51% female
    - 43% male

Note: In total, 3,218 residential customers responded to the survey. The statistical margin of error is ± 1.6% at the 95% confidence level for the overall residential customer results. Please note that subsections of the data will have higher margins of error.

Survey methodology – Business

- Fielding: March to May 2023

  - Valid emails: 1,629
  - Response rate: 10.5%

- Sample size: 101 business customers total

  - 90 power customers (89%)
  - 85 water customers (84%)
  - 62 wastewater customers (61%)

Note: In total, 101 business customers responded to the survey. The statistical margin of error is ± 9.5% at the 95% confidence level for the overall business customer results. Please note that subsections of the data will have higher margins of error.

Survey Demographics

Residential survey – demographics

	Unweighted percentage	Weighted percentage	Target percentage
S0_4 What is your age range?			
18 to 24	1%	4%	4%
25 to 34	12%	19%	20%
35 to 44	16%	16%	17%
45 to 54	16%	15%	15%
55 to 64	18%	16%	17%
65 or older	37%	30%	30%
S6_1 Which gender do you most identify with?			
Male	40%	43%	47%
Female	54%	51%	53%
Self-identify	1%	1%	
Prefer not to say	5%	5%	
S6_2 Are you of Hispanic, Latinx, or Spanish origin?			
Yes	5%	6%	11%
No	85%	85%	89%
Prefer not to say	9%	9%	
S6_3 Which of the following groups do you primarily identify with?			
White or Caucasian	85%	85%	82%
Black or African American	1%	1%	1%
Asian	1%	1%	1%
Native Hawaiian or Pacific Islander	0%	0%	0%
Native American or Alaska Native	1%	1%	1%
Another group not listed	2%	2%	4%
Prefer not to say	10%	10%	

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Residential survey – appended data

	Unweighted percentage	Weighted percentage
Homeowner		
(blank)	22%	24%
Renter (probably or definitely	4%	5%
Owner (probably or definitely)	74%	71%
Unknown	1%	1%
Household size		
(blank)	22%	24%
1	27%	28%
2	23%	21%
3	16%	16%
4 or more	12%	11%
Length of residence		
(blank)	22%	24%
Less than one year	8%	9%
1-2 years	8%	9%
3-5 years	17%	18%
6-10 years	17%	16%
More than 10 years	28%	24%
Living area square footage range		
Less than 1,000 sq. ft.	4%	4%
1,000-1,4999 sq. ft.	20%	20%
1,500-1,999 sq. ft.	20%	19%
2,000-3,499 sq. ft	10%	9%
3,500 sq. ft. or more	2%	2%
Unknown	1%	1%
(missing)	43%	46%

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Residential survey – appended data

	Unweighted percentage	Weighted percentage
Number of adults in household		
1	20%	22%
2	44%	41%
3 or more	15%	13%
(missing)	22%	24%
Number of children in household		
1	8%	7%
2	3%	3%
3 or more	3%	3%
(missing)	86%	87%
Year home built		
Before 1960	5%	5%
1960-1979	11%	11%
1980-1999	16%	15%
2000-2010	15%	14%
After 2010	9%	9%
(missing)	43%	46%

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Business survey – appended data

Account Type	
Commercial	93%
Construction	1%
Industrial	2%
Municipal	3%
Undeveloped property	1%
Key account	
Key account	5%
Not key account	95%
Own or lease	
(blank)	99%
Own	1%
Female owned	
(blank)	74%
Not owned by a female	26%
Square footage	
(blank)	75%
1-1,499	3%
1,500-2,499	5%
2,500-4,999	9%
5,000-9,999	2%
10,000+	6%

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Residential Customer Results

S0_1a: Which services do you receive from Loveland Water and Power at your primary residence? Please select all that apply.
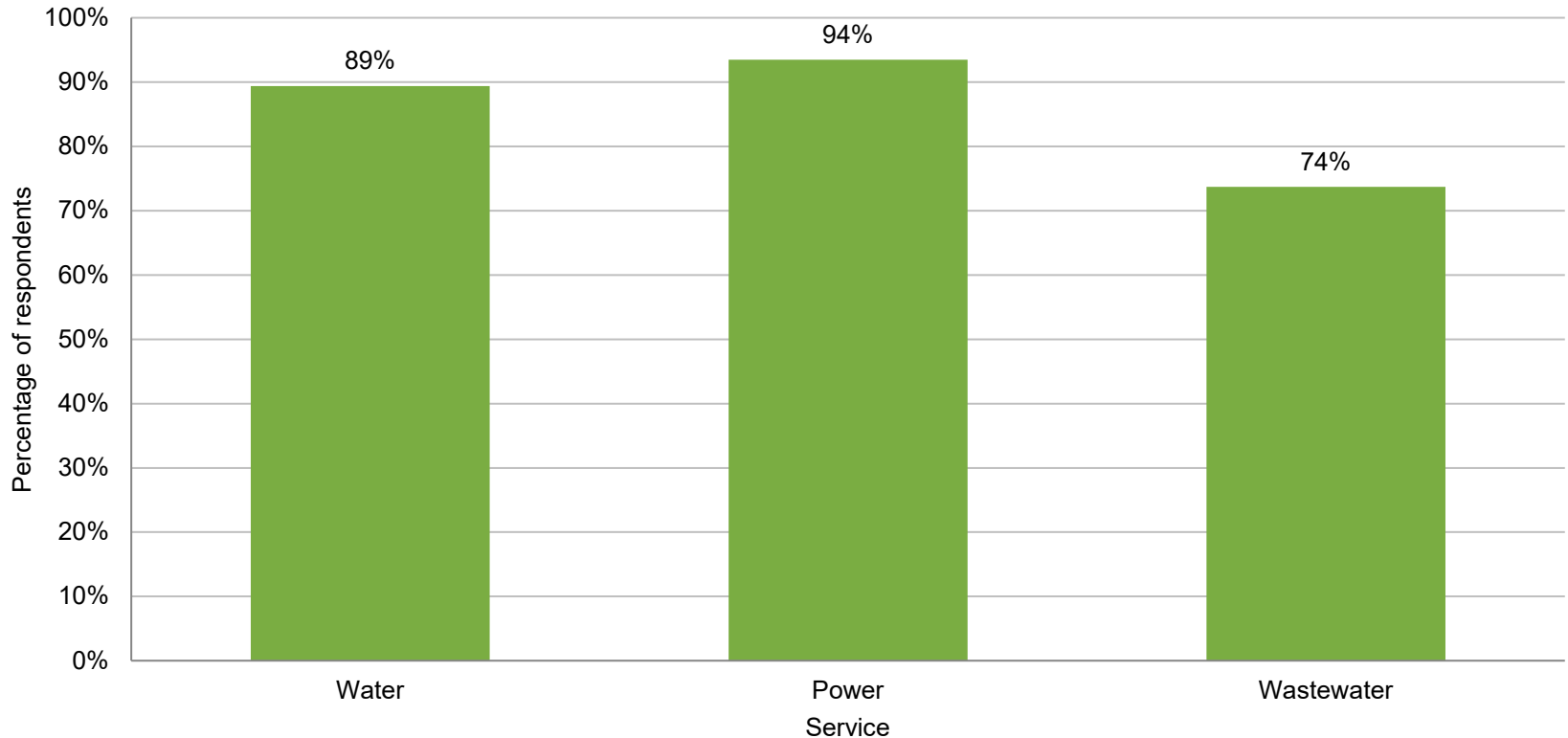
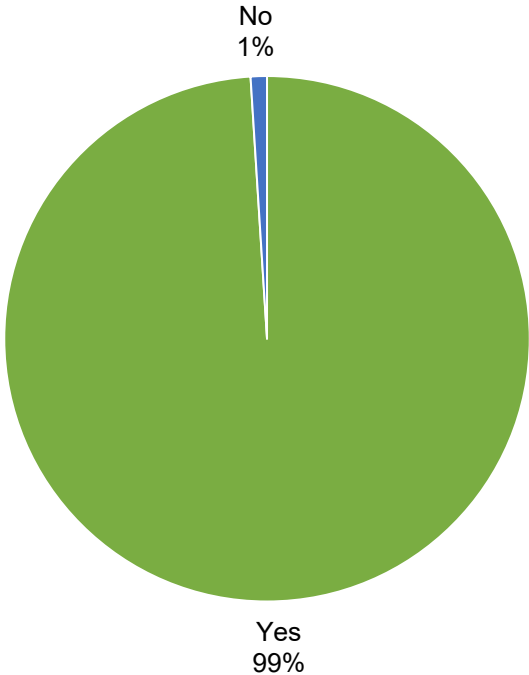© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents (n = 3,218). **Question S0_1a:** Which services do you receive from Loveland Water and Power at your primary residence? Please select all that apply. **Notes:** Respondents were allowed to select more than one response. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S0_3: Are you the person responsible for paying your Loveland Water and Power bills?

No
1%

Yes
99%
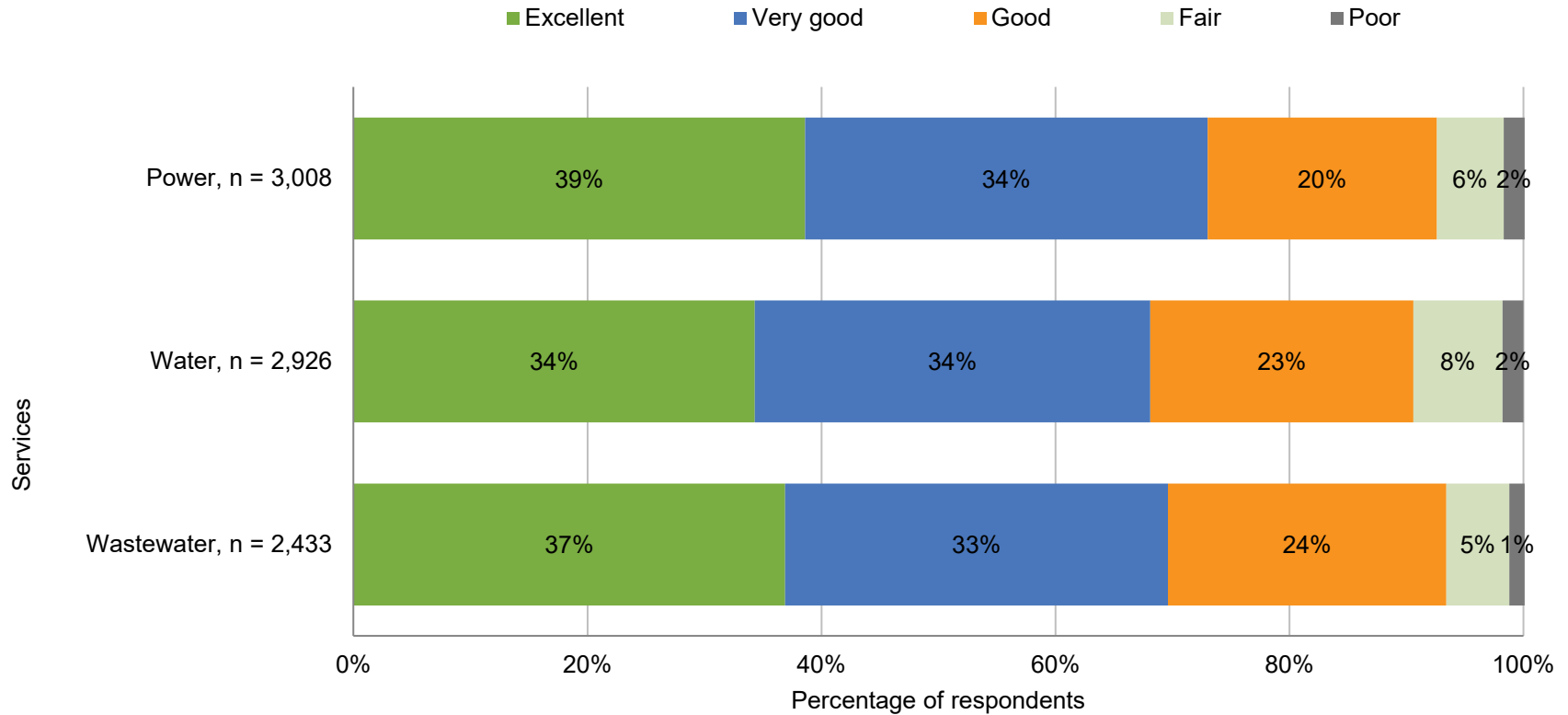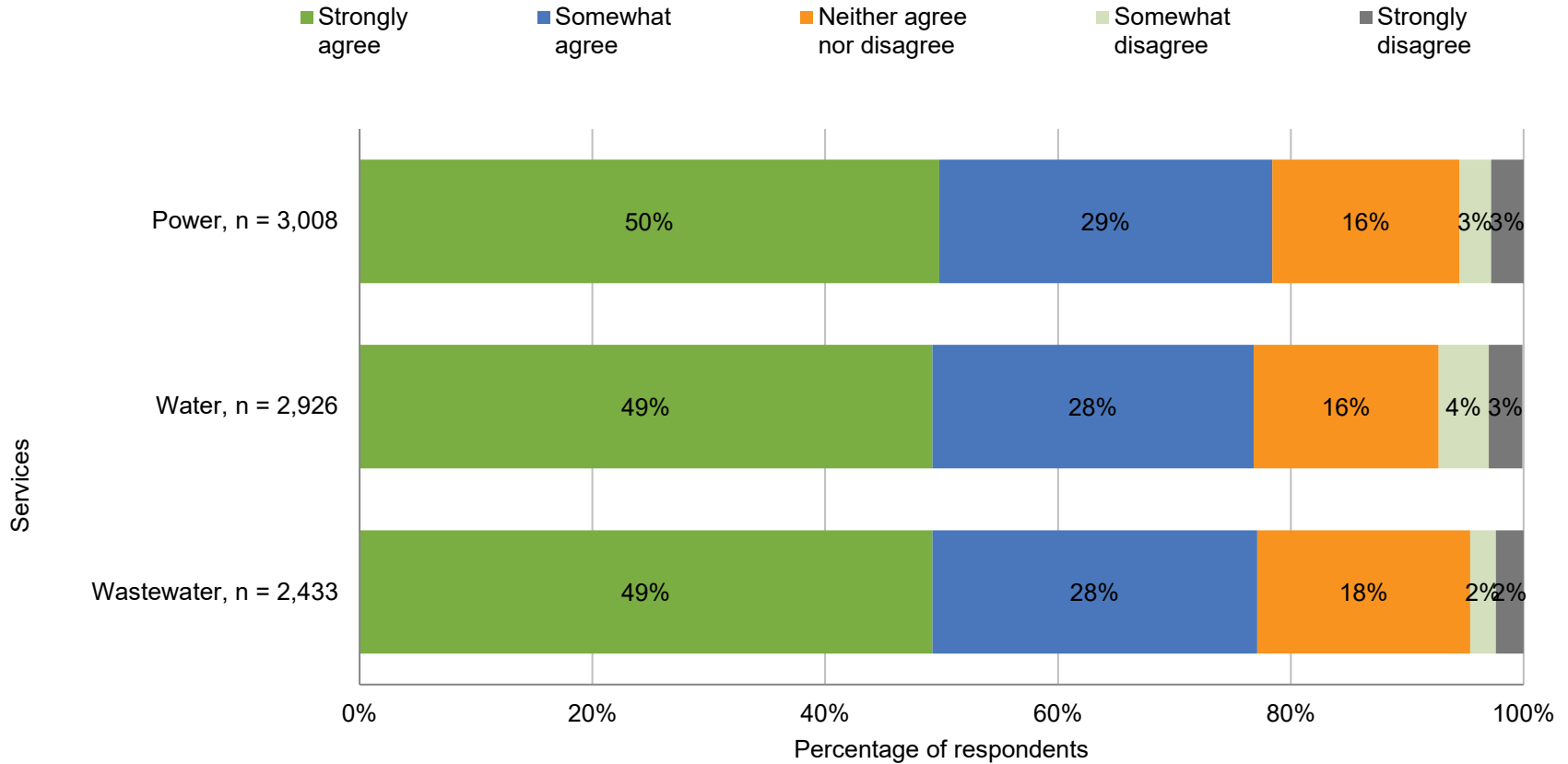
© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents (n = 3,218). **Question S0_3:** Are you the person responsible for paying your Loveland Water and Power bills? **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S1_1: How would you rate your overall level of satisfaction with the following services you receive from Loveland Water and Power?

Legend: ■ Excellent ■ Very good ■ Good ■ Fair ■ Poor

Power, n = 3,008: Excellent 39%, Very good 34%, Good 20%, Fair 6%, Poor 2%

Water, n = 2,926: Excellent 34%, Very good 34%, Good 23%, Fair 8%, Poor 2%

Wastewater, n = 2,433: Excellent 37%, Very good 33%, Good 24%, Fair 5%, Poor 1%

Y-axis: Services
X-axis: Percentage of respondents (0% to 100%)

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_1:** How would you rate your overall level of satisfaction with the following services you receive from Loveland Water and Power? **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S1_2: How much do you agree or disagree: The quality of services provided by Loveland Water and Power contributes to making Loveland a better place to live and work.

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree

Services	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Power, n = 3,008	50%	29%	16%	3%	3%
Water, n = 2,926	49%	28%	16%	4%	3%
Wastewater, n = 2,433	49%	28%	18%	2%	2%

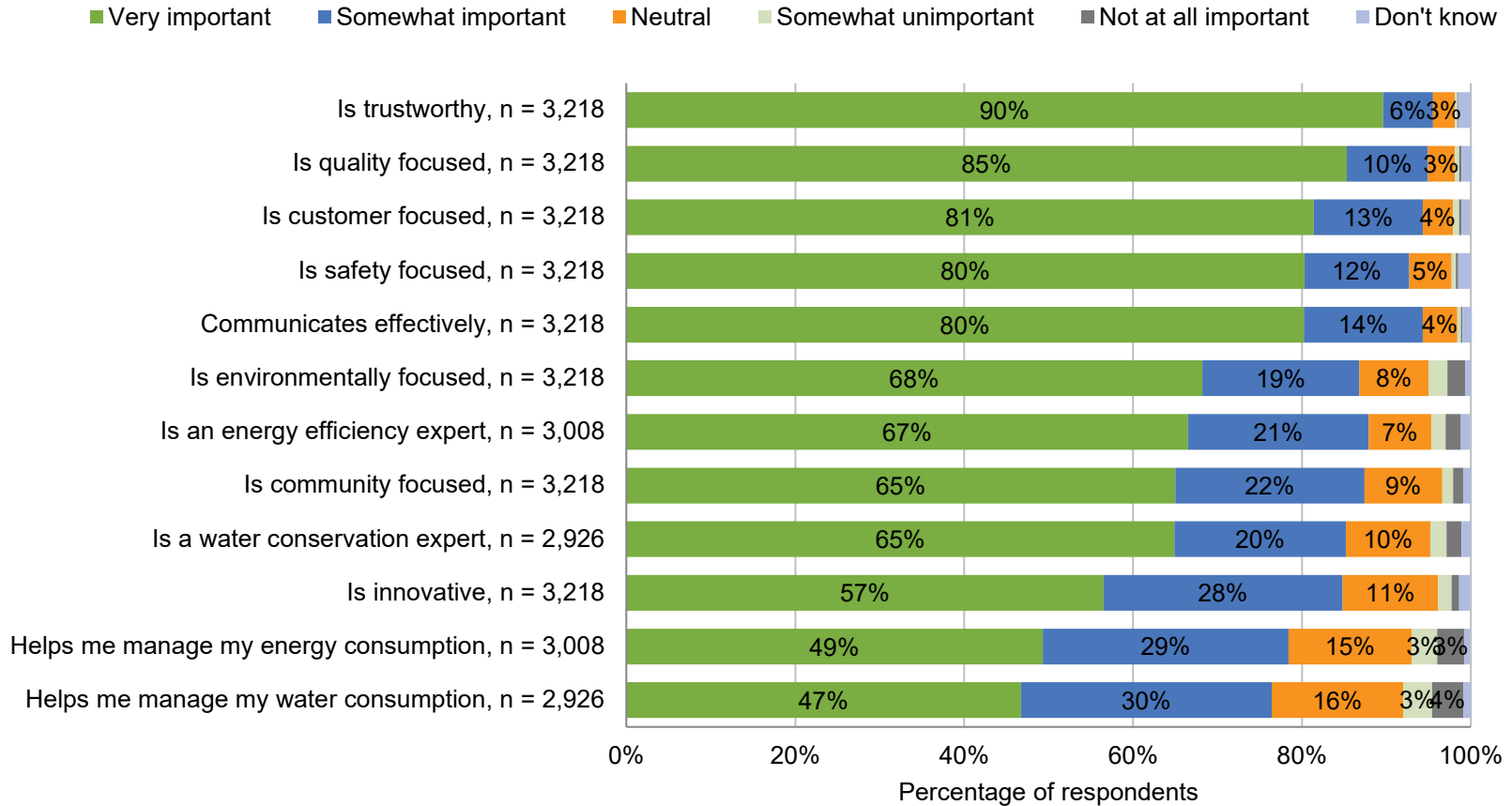X-axis: Percentage of respondents (0% to 100%)

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_2:** How much do you agree or disagree with the following statements? The quality of _____ services provided by Loveland Water and Power contributes to making Loveland a better place to live and work. **Not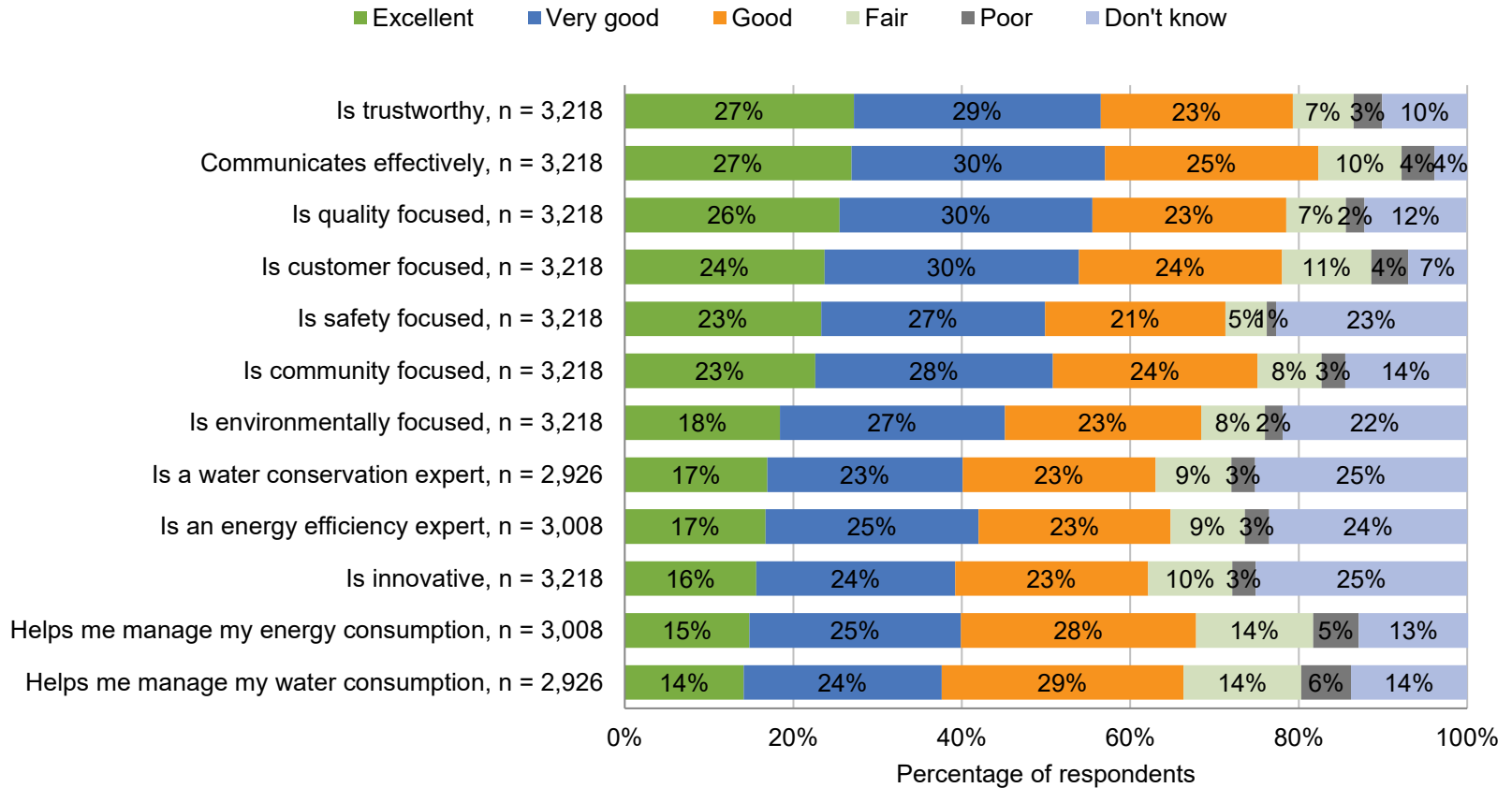es:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S1_3: How important is it to you that your water, power, or wastewater provider:

Legend: ■ Very important ■ Somewhat important ■ Neutral ■ Somewhat unimportant ■ Not at all important ■ Don't know

Statement	Very important	Somewhat important	Neutral
Is trustworthy, n = 3,218	90%	6%	3%
Is quality focused, n = 3,218	85%	10%	3%
Is customer focused, n = 3,218	81%	13%	4%
Is safety focused, n = 3,218	80%	12%	5%
Communicates effectively, n = 3,218	80%	14%	4%
Is environmentally focused, n = 3,218	68%	19%	8%
Is an energy efficiency expert, n = 3,008	67%	21%	7%
Is community focused, n = 3,218	65%	22%	9%
Is a water conservation expert, n = 2,926	65%	20%	10%
Is innovative, n = 3,218	57%	28%	11%
Helps me manage my energy consumption, n = 3,008	49%	29%	15%	3% 3%
Helps me manage my water consumption, n = 2,926	47%	30%	16%	3% 4%

Percentage of respondents

S1_4: How well do you believe Loveland Water and Power performs in the following areas?

Legend: ■ Excellent ■ Very good ■ Good ■ Fair ■ Poor ■ Don't know

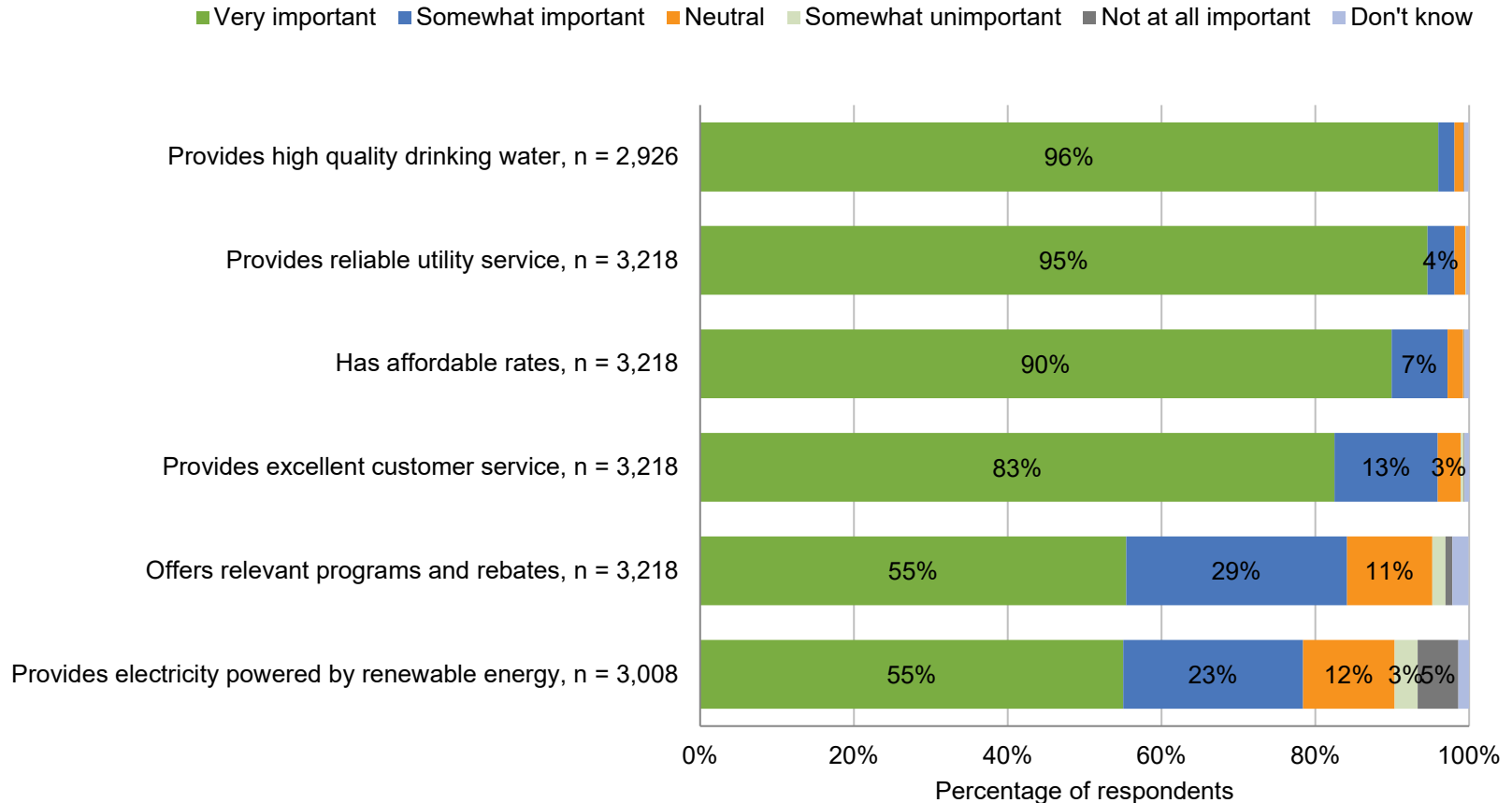| Area	Excellent	Very good	Good	Fair	Poor	Don't know
Is trustworthy, n = 3,218	27%	29%	23%	7%	3%	10%
Communicates effectively, n = 3,218	27%	30%	25%	10%	4%	4%
Is quality focused, n = 3,218	26%	30%	23%	7%	2%	12%
Is customer focused, n = 3,218	24%	30%	24%	11%	4%	7%
Is safety focused, n = 3,218	23%	27%	21%	5%	1%	23%
Is community focused, n = 3,218	23%	28%	24%	8%	3%	14%
Is environmentally focused, n = 3,218	18%	27%	23%	8%	2%	22%
Is a water conservation expert, n = 2,926	17%	23%	23%	9%	3%	25%
Is an energy efficiency expert, n = 3,008	17%	25%	23%	9%	3%	24%
Is innovative, n = 3,218	16%	24%	23%	10%	3%	25%
Helps me manage my energy consumption, n = 3,008	15%	25%	28%	14%	5%	13%
Helps me manage my water consumption, n = 2,926	14%	24%	29%	14%	6%	14%

Percentage of respondents

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_4:** How well do you believe Loveland Water and Power performs in the following areas? **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S1_5: How important is it to you that your water, power, or wastewater provider:

Legend: ■ Very important ■ Somewhat important ■ Neutral ■ Somewhat unimportant ■ Not at all important ■ Don't know

Provides high quality drinking water, n = 2,926 — 96%
Provides reliable utility service, n = 3,218 — 95%, 4%
Has affordable rates, n = 3,218 — 90%, 7%
Provides excellent customer service, n = 3,218 — 83%, 13%, 3%
Offers relevant programs and rebates, n = 3,218 — 55%, 29%, 11%
Provides electricity powered by renewable energy, n = 3,008 — 55%, 23%, 12%, 3%, 5%
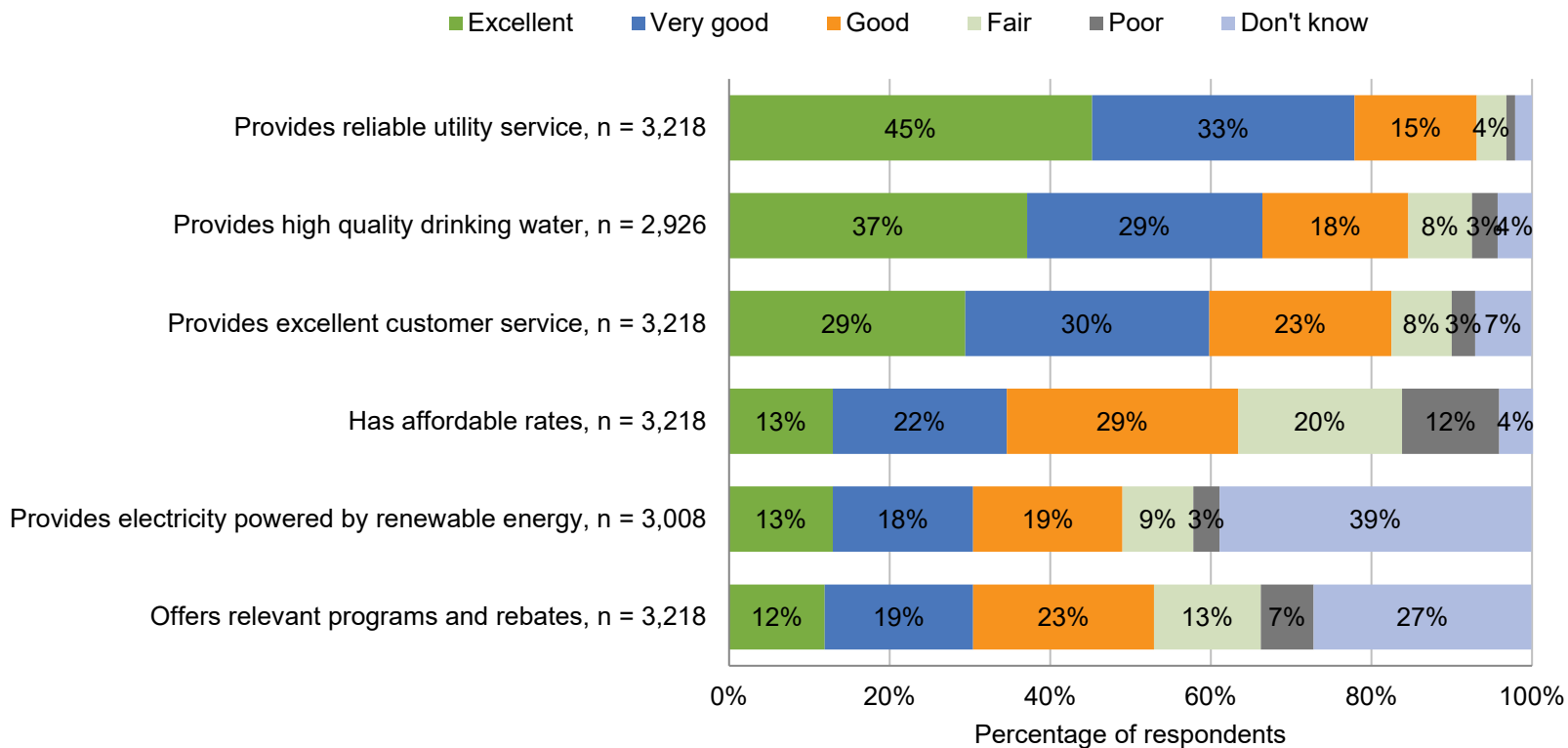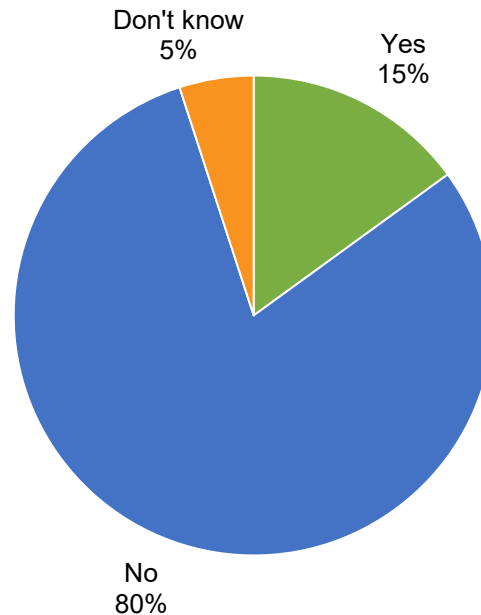
Percentage of respondents

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_5:** How important is it to you that your water, power, or wastewater provider: **Notes:** Labels of 2% or less not shown. Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S1_6: How well do you believe Loveland Water and Power performs on the following service attributes?

Legend: ■ Excellent ■ Very good ■ Good ■ Fair ■ Poor ■ Don't know

Provides reliable utility service, n = 3,218
- Excellent: 45%
- Very good: 33%
- Good: 15%
- Fair: 4%

Provides high quality drinking water, n = 2,926
- Excellent: 37%
- Very good: 29%
- Good: 18%
- Fair: 8%
- Poor: 3%
- Don't know: 4%

Provides excellent customer service, n = 3,218
- Excellent: 29%
- Very good: 30%
- Good: 23%
- Fair: 8%
- Poor: 3%
- Don't know: 7%

Has affordable rates, n = 3,218
- Excellent: 13%
- Very good: 22%
- Good: 29%
- Fair: 20%
- Poor: 12%
- Don't know: 4%

Provides electricity powered by renewable energy, n = 3,008
- Excellent: 13%
- Very good: 18%
- Good: 19%
- Fair: 9%
- Poor: 3%
- Don't know: 39%

Offers relevant programs and rebates, n = 3,218
- Excellent: 12%
- Very good: 19%
- Good: 23%
- Fair: 13%
- Poor: 7%
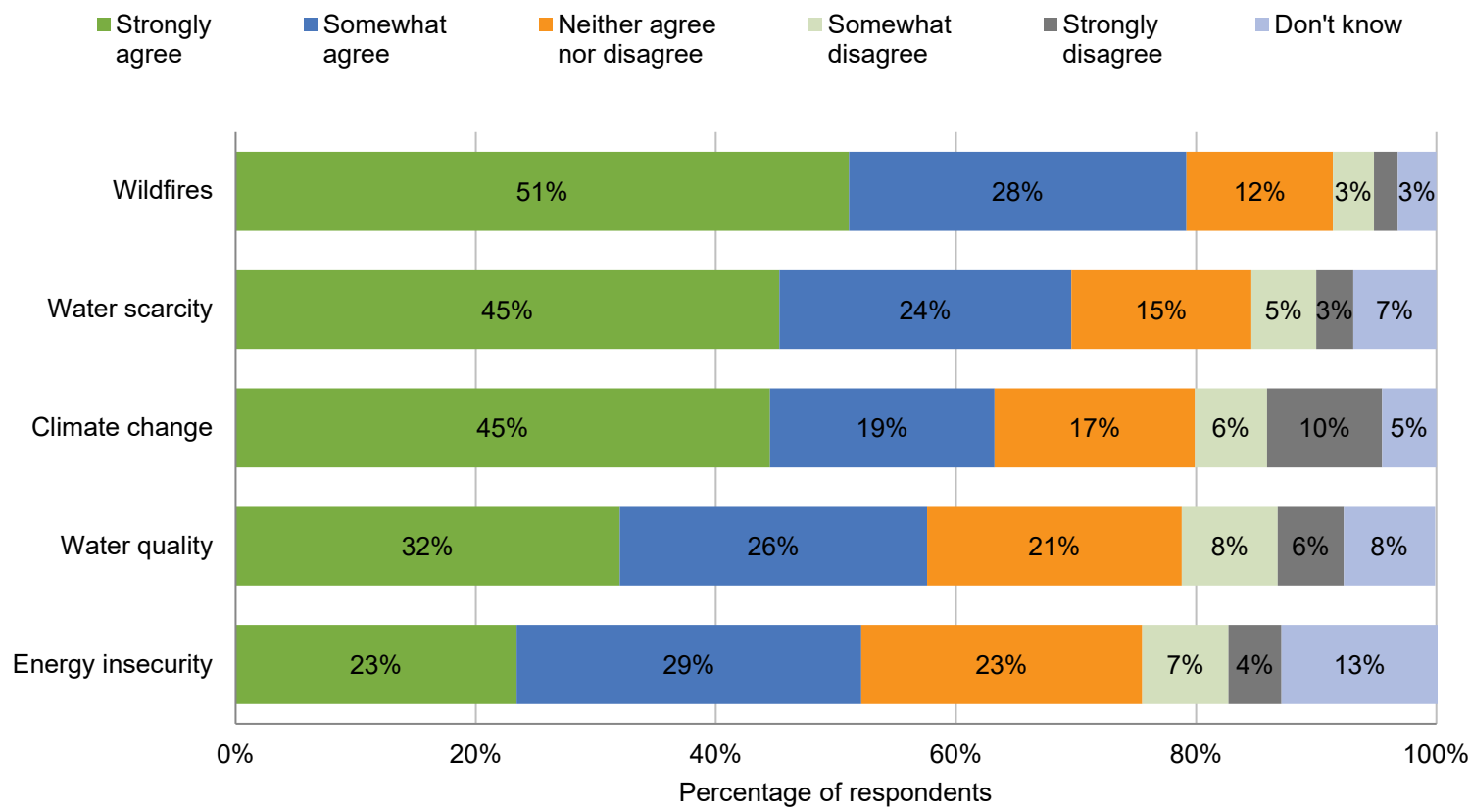- Don't know: 27%

Percentage of respondents

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_6:** How well do you believe Loveland Water and Power performs on the following service attributes? **Notes:** Labels of 2% or less not shown. Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

# S1_7: In the past 12 months, have you experienced any water quality issues at your primary residence?

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All water customers (n = 2,926).
Question S1_7: In the past 12 months, have you experienced any water quality issues at your primary residence?
Notes: Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S2_1: How much do you agree or disagree that the following societal challenges are an issue in the Loveland community?

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

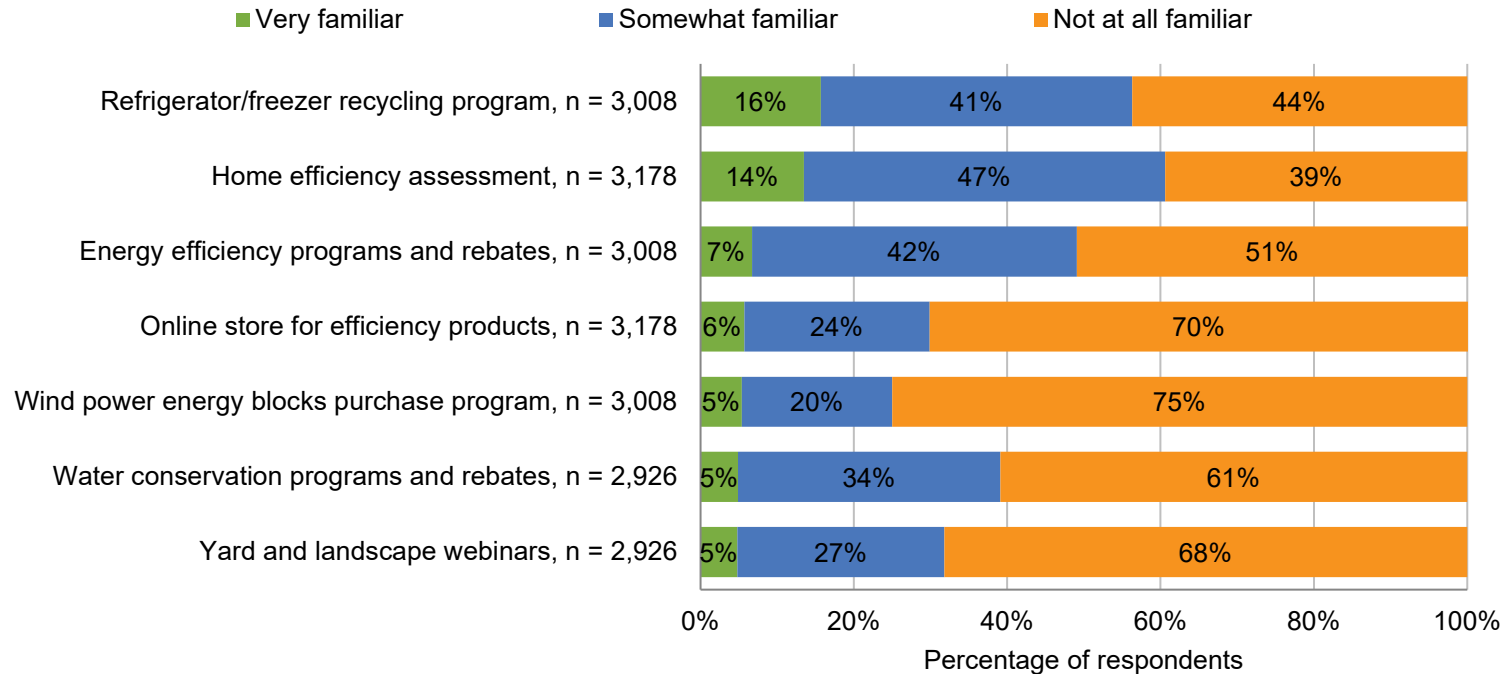| Category	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Wildfires	51%	28%	12%	3%		3%
Water scarcity	45%	24%	15%	5%	3%	7%
Climate change	45%	19%	17%	6%	10%	5%
Water quality	32%	26%	21%	8%	6%	8%
Energy insecurity	23%	29%	23%	7%	4%	13%

Percentage of respondents (0% to 100%)

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents (n = 3,218). **Question S2_1:** How much do you agree or disagree that the following societal challenges are an issue in the Loveland community? **Notes:** Labels of 2% or less not shown. Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.
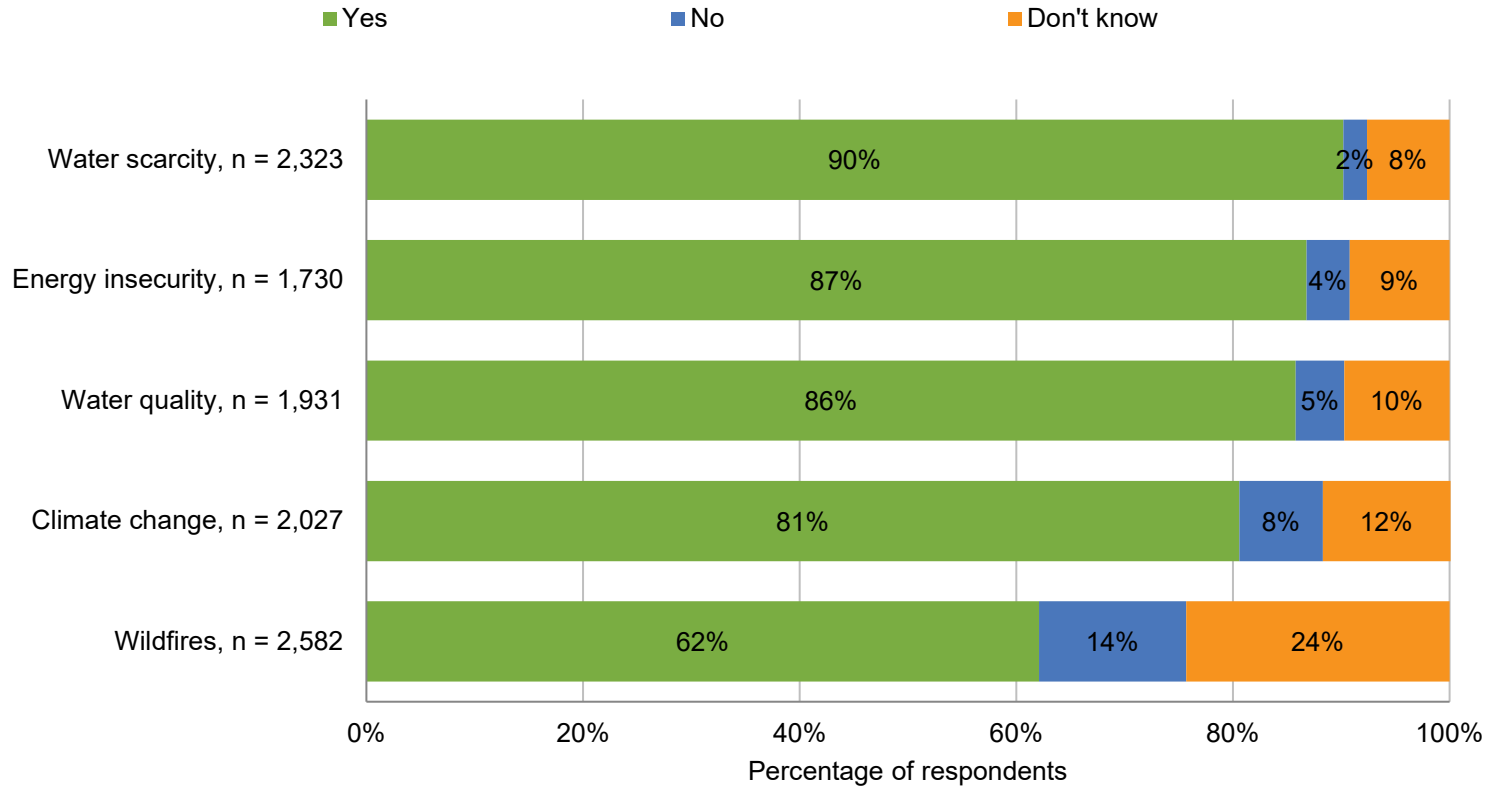
© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** Respondents who somewhat or strongly agree that each challenge is an issue, n varies as shown. **Question S2_2:** How much do you agree or disagree that the following societal challenges are an issue in the Loveland community? **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S3_1: How would you describe your familiarity with each of the following programs currently offered by Loveland Water and Power?

■ Very familiar   ■ Somewhat familiar   ■ Not at all familiar

Program	Very familiar	Somewhat familiar	Not at all familiar
Refrigerator/freezer recycling program, n = 3,008	16%	41%	44%
Home efficiency assessment, n = 3,178	14%	47%	39%
Energy efficiency programs and rebates, n = 3,008	7%	42%	51%
Online store for efficiency products, n = 3,178	6%	24%	70%
Wind power energy blocks purchase program, n = 3,008	5%	20%	75%
Water conservation programs and rebates, n = 2,926	5%	34%	61%
Yard and landscape webinars, n = 2,926	5%	27%	68%

Percentage of respondents

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S3_1:** How would you describe your familiarity with each of the following programs currently offered by Loveland Water and Power? **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S3_2: Please select the statement that best describes your participation in the following programs currently offered by Loveland Water and Power.

Legend:
- ■ (green) I'm currently participating or previously participated in this program or service
- ■ (blue) I'm not currently participating in this program or service, but I'm interested in learning more about it
- ■ (orange) I'm not currently participating in this program or service, and I'm not interested in learning more about it

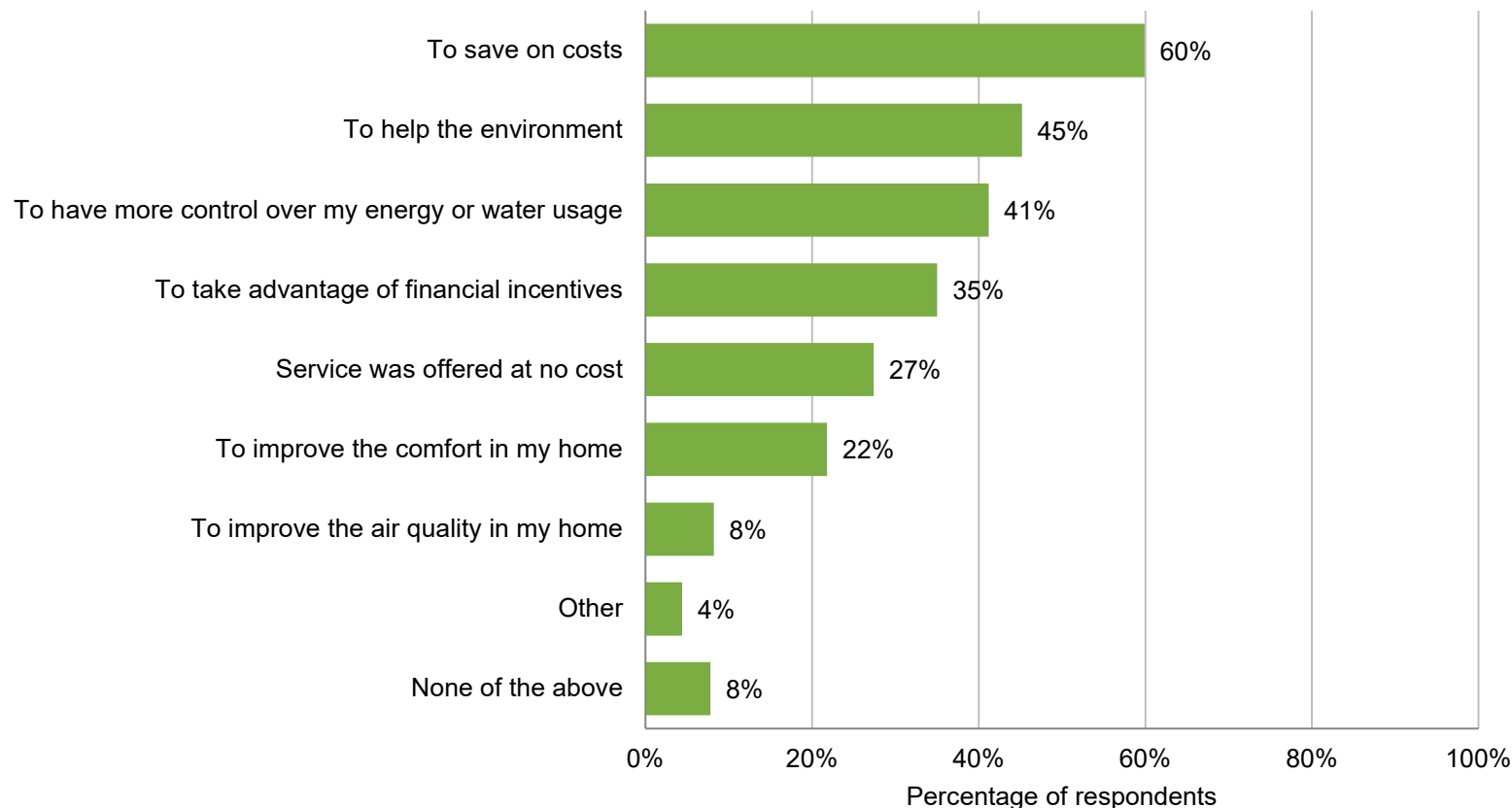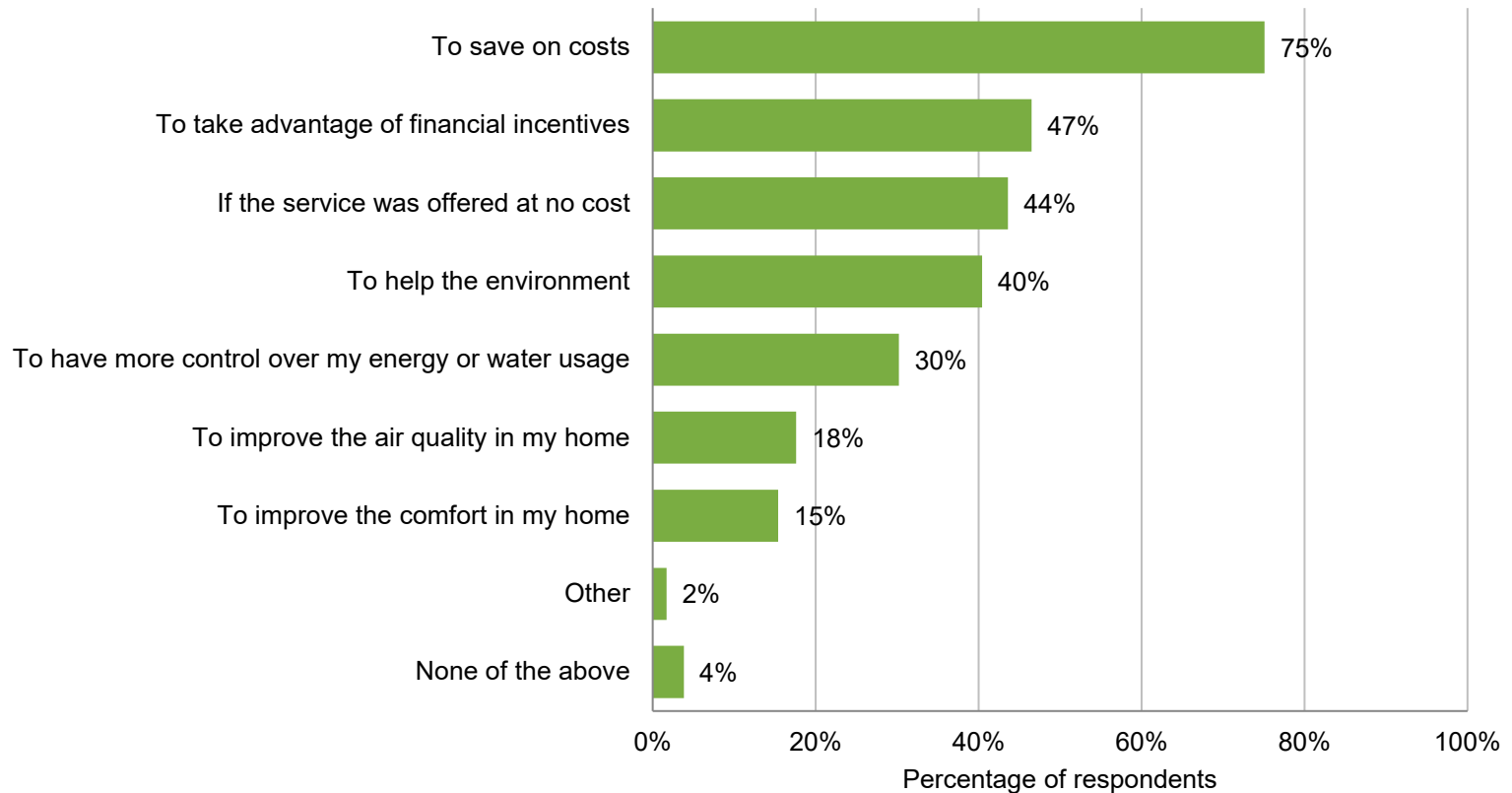| Program	Currently/previously participating	Not participating, interested	Not participating, not interested
Home efficiency assessment, n = 3,178	12%	52%	36%
Refrigerator/freezer recycling program, n = 3,008	10%	40%	50%
Energy efficiency programs and rebates, n = 3,008	8%	68%	24%
Online store for efficiency products, n = 3,178	5%	58%	37%
Water conservation programs and rebates, n = 2,926	5%	71%	24%
Yard and landscape webinars, n = 2,926	4%	57%	38%
Wind power energy blocks purchase program, n = 3,008	4%	50%	46%

Percentage of respondents

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S3_2:** Please select the statement that best describes your participation in the following programs currently offered by Loveland Water and Power. **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S3_3a: What are the top three reasons you chose to participate in a Loveland Water and Power program? (Program participants)
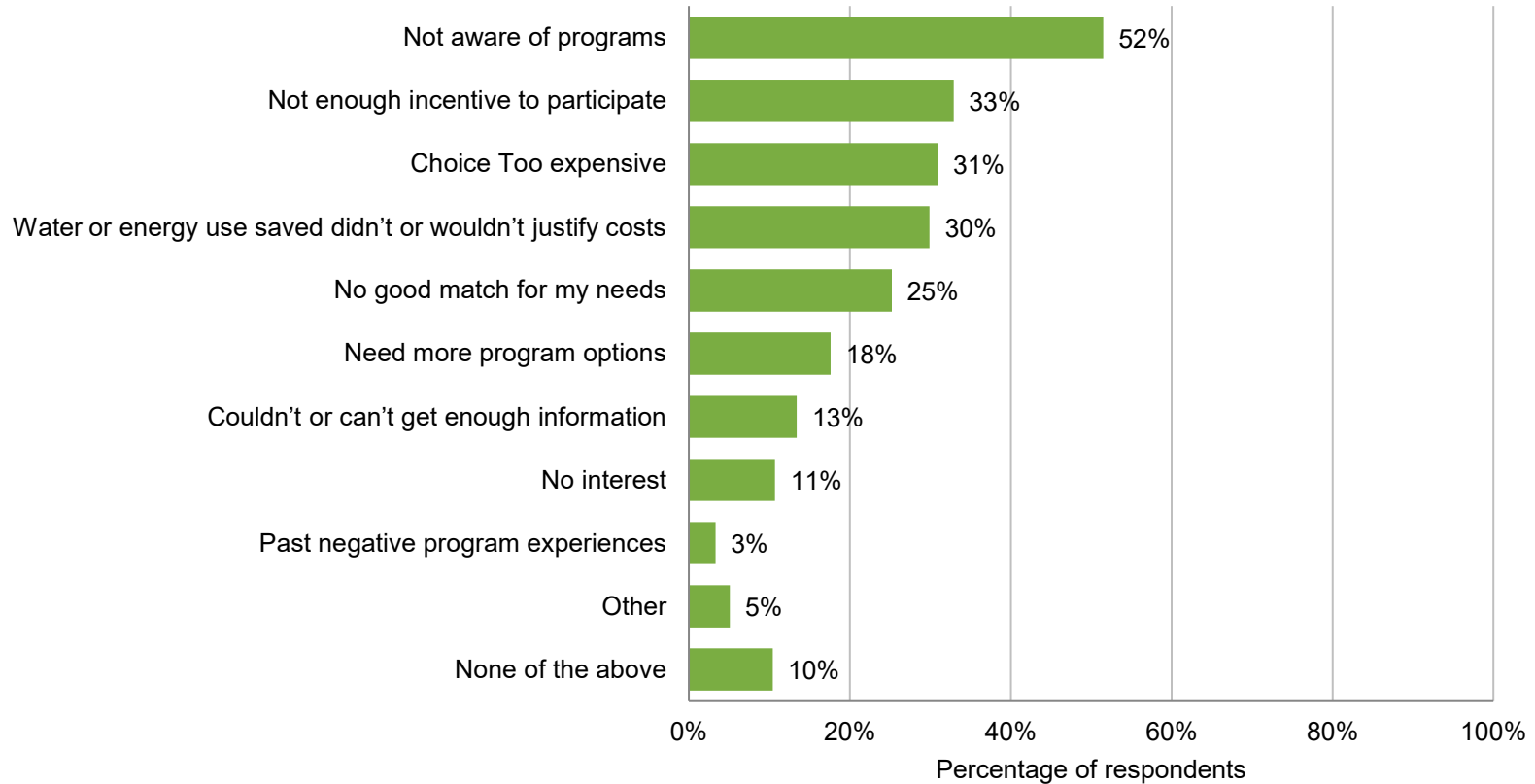

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** Respondents who currently participate or previously participated in a program with Loveland Water and Power (n = 874). **Question S3_3a:** What are the top three reasons you chose to participate in a Loveland Water and Power program? Please select up to three options. **Notes:** Respondents were allowed to select more than one response. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** Respondents who haven't participated in a program with Loveland Water and Power (n = 2,304). **Question S3_3b:** Which of the following might motivate you to participate in a program or service with Loveland Water and Power? Please select up to three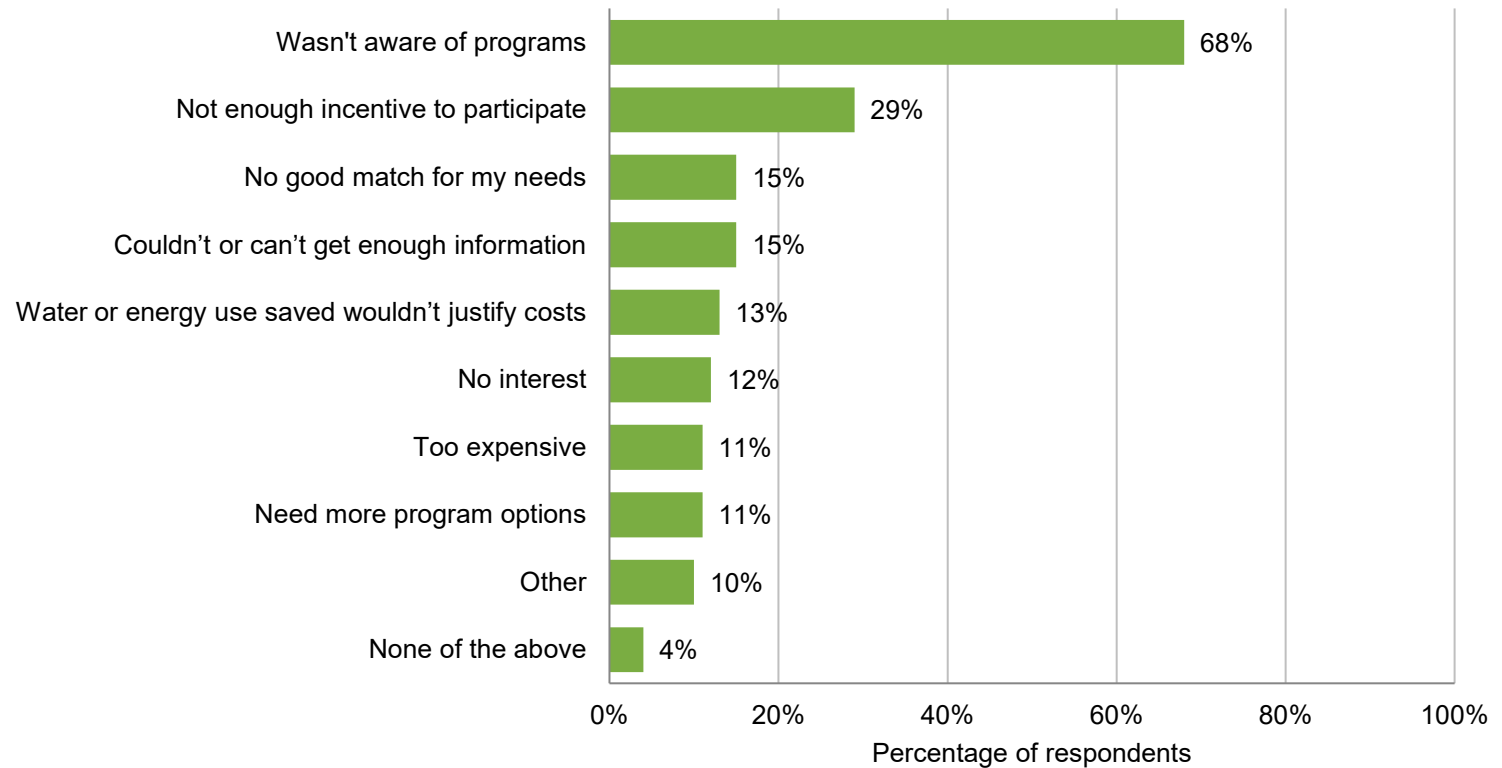 options. **Notes:** Respondents were allowed to select more than one response. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S3_4a: What are the top three reasons that might prevent you from participating or continuing to participate in a program with Loveland Water and Power? (Program participants)

Horizontal bar chart — Percentage of respondents:

Reason	Percentage
Not aware of programs	52%
Not enough incentive to participate	33%
Choice Too expensive	31%
Water or energy use saved didn't or wouldn't justify costs	30%
No good match for my needs	25%
Need more program options	18%
Couldn't or can't get enough information	13%
No interest	11%
Past negative program experiences	3%
Other	5%
None of the above	10%

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** Respondents who currently participate or previously participated in a program with Loveland Water and Power (n = 874). **Question S3_4a:** What are the top three reasons that might prevent you from participating or continuing to participate in a program with Loveland Water and Power? Please select up to th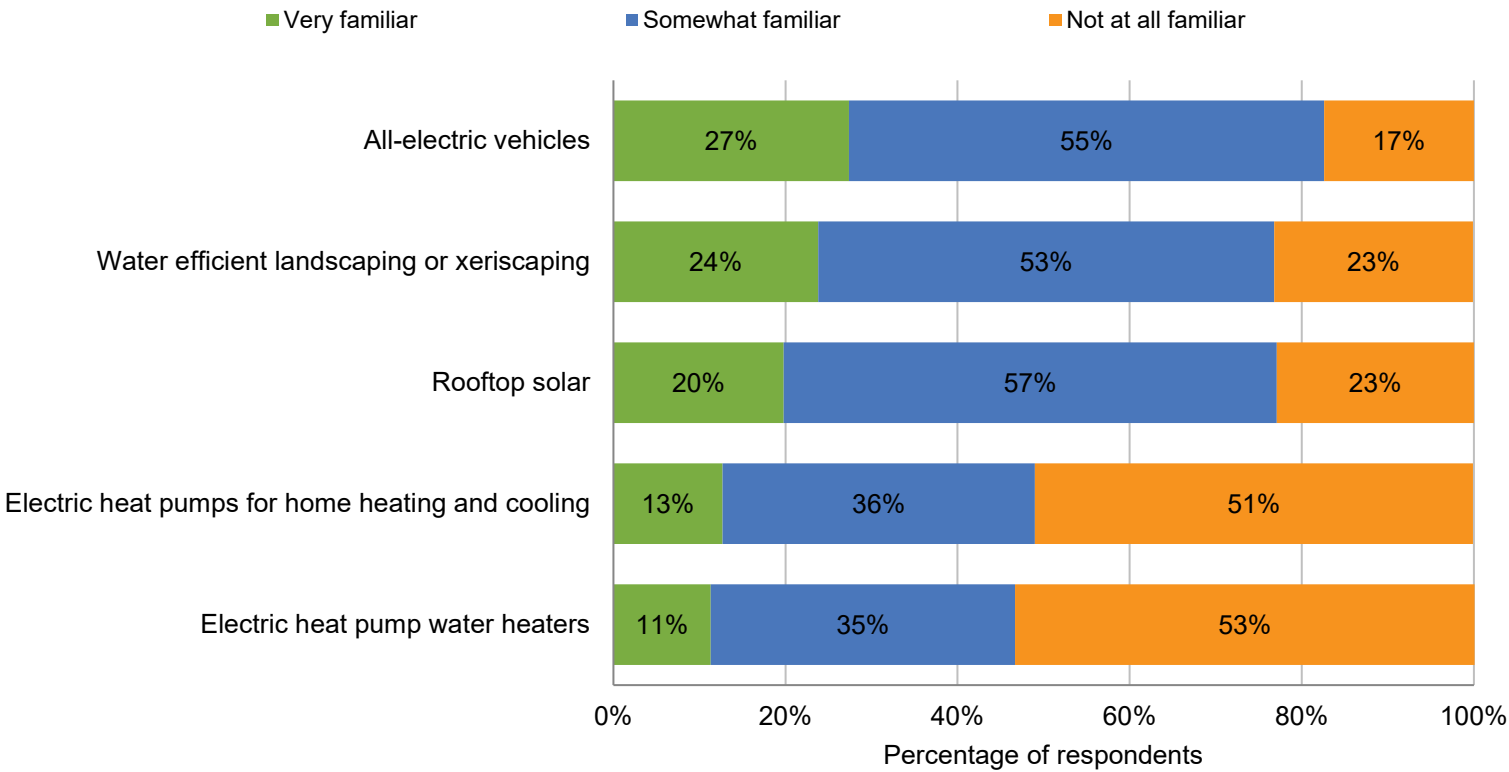ree options. **Notes:** Respondents were allowed to select more than one response. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S3_4b: What are the top three reasons you haven't participated in a program with Loveland Water and Power? (Non-participants)

Horizontal bar chart titled by x-axis "Percentage of respondents":

Reason	Percentage
Wasn't aware of programs	68%
Not enough incentive to participate	29%
No good match for my needs	15%
Couldn't or can't get enough information	15%
Water or energy use saved wouldn't justify costs	13%
No interest	12%
Too expensive	11%
Need more program options	11%
Other	10%
None of the above	4%

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** Respondents who haven't participated in a program with Loveland Water and Power (n = 2,304). **Question S3_4b:** What are the top three reasons you haven't participated in a program with Loveland Water and Power? Please select up to three options. **Notes:** Respondents were allowed to select more than one response. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

Legend: ■ Very familiar ■ Somewhat familiar ■ Not at all familiar

Technology	Very familiar	Somewhat familiar	Not at all familiar
All-electric vehicles	27%	55%	17%
Water efficient landscaping or xeriscaping	24%	53%	23%
Rooftop solar	20%	57%	23%
Electric heat pumps for home heating and cooling	13%	36%	51%
Electric heat pump water heaters	11%	35%	53%

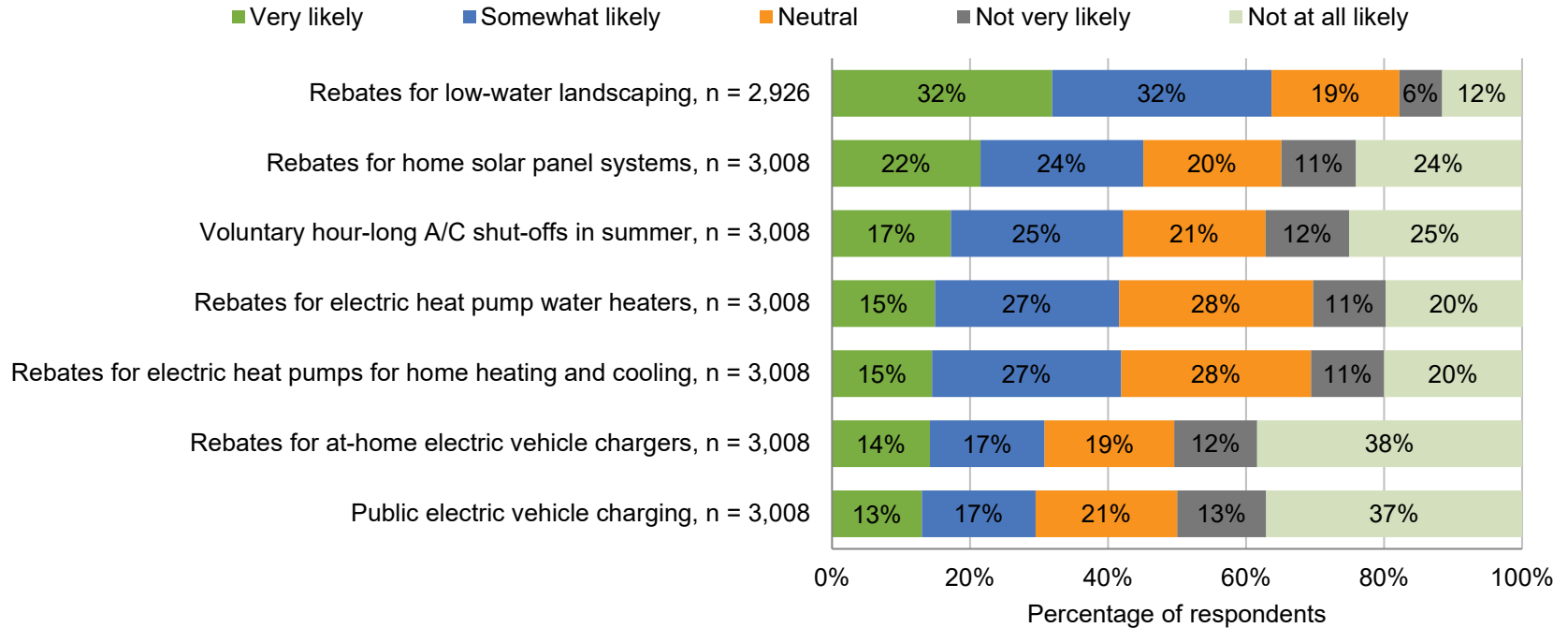Percentage of respondents

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents (n = 3,218). **Question S4_1:** How would you describe your familiarity with each of the following technologies? **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S4_2: Which statement best describes the stage you're at in the purchase process for the following technologies within your primary residence?

Legend:
- ■ Already own or participate in
- ■ Considering, have started researching
- ■ Considering, haven't started researching
- ■ Not considering

Technology	Already own or participate in	Considering, have started researching	Considering, haven't started researching	Not considering
Water efficient landscaping or xeriscaping, n = 2,516	19%	25%	27%	28%
Electric heat pumps for home heating and cooling, n = 1,569	6%	12%	27%	56%
Electric heat pump water heaters, n = 1,463	6%	11%	28%	54%
Rooftop solar, n = 2,461	4%	17%	27%	52%
All-electric vehicles, n = 2,648	4%	16%	20%	60%

Percentage of respondents
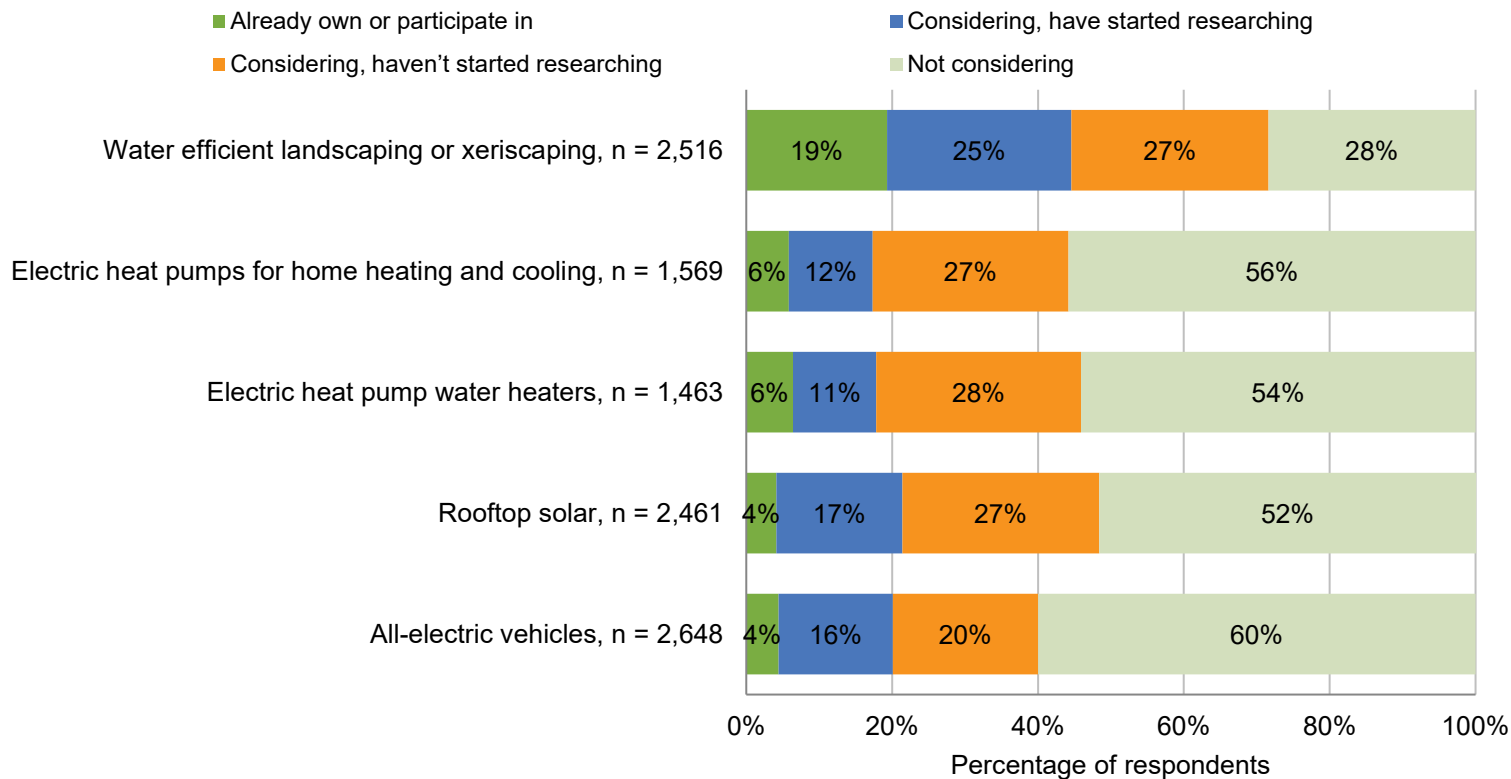
© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** Respondents who report being somewhat or very familiar with each technology, n varies as shown. **Question S4_2:** Which statement best describes the stage you're at in the purchase process for the following technologies within your primary residence? **N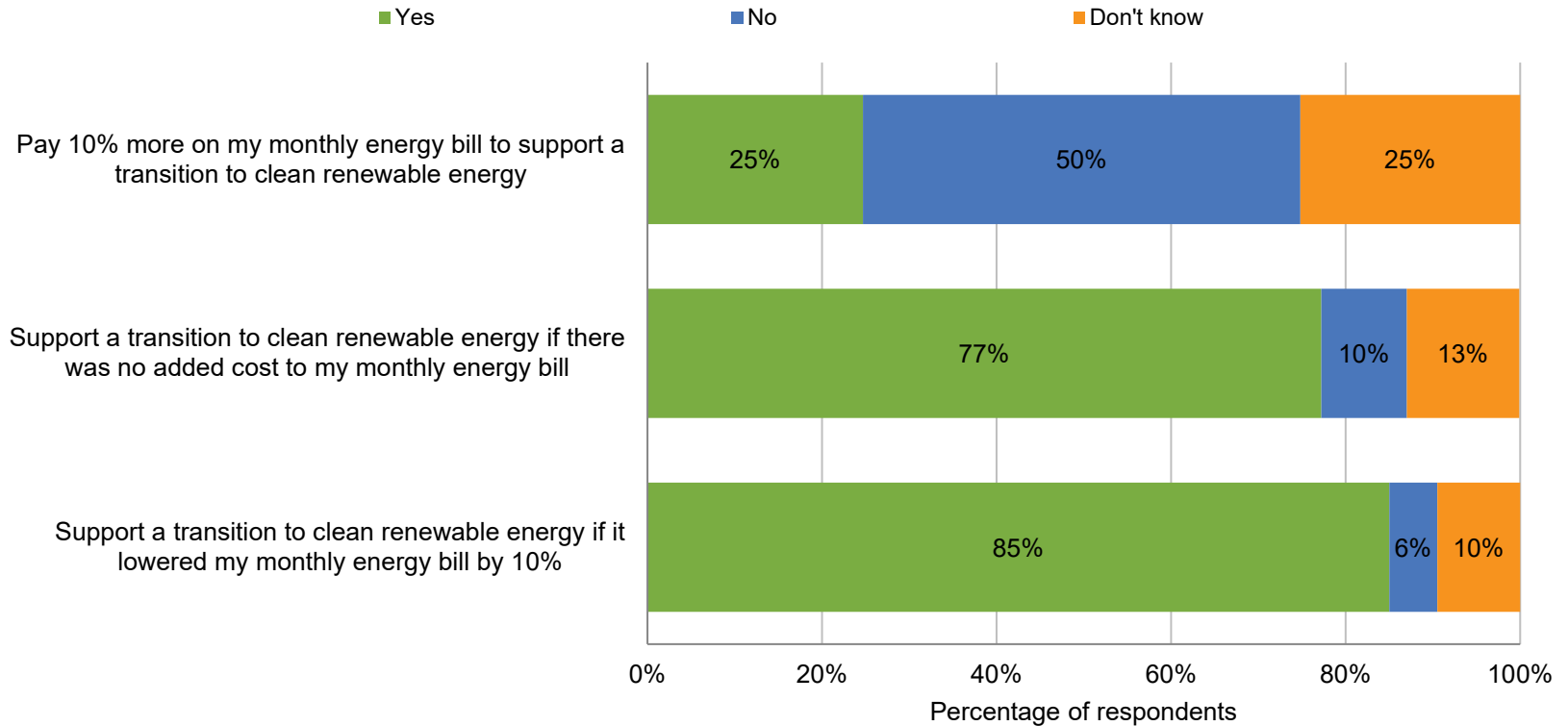otes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S4_3: If Loveland Water and Power were to offer the following potential water or energy programs in the future, how likely would you be to participate?

Legend: ■ Very likely ■ Somewhat likely ■ Neutral ■ Not very likely ■ Not at all likely

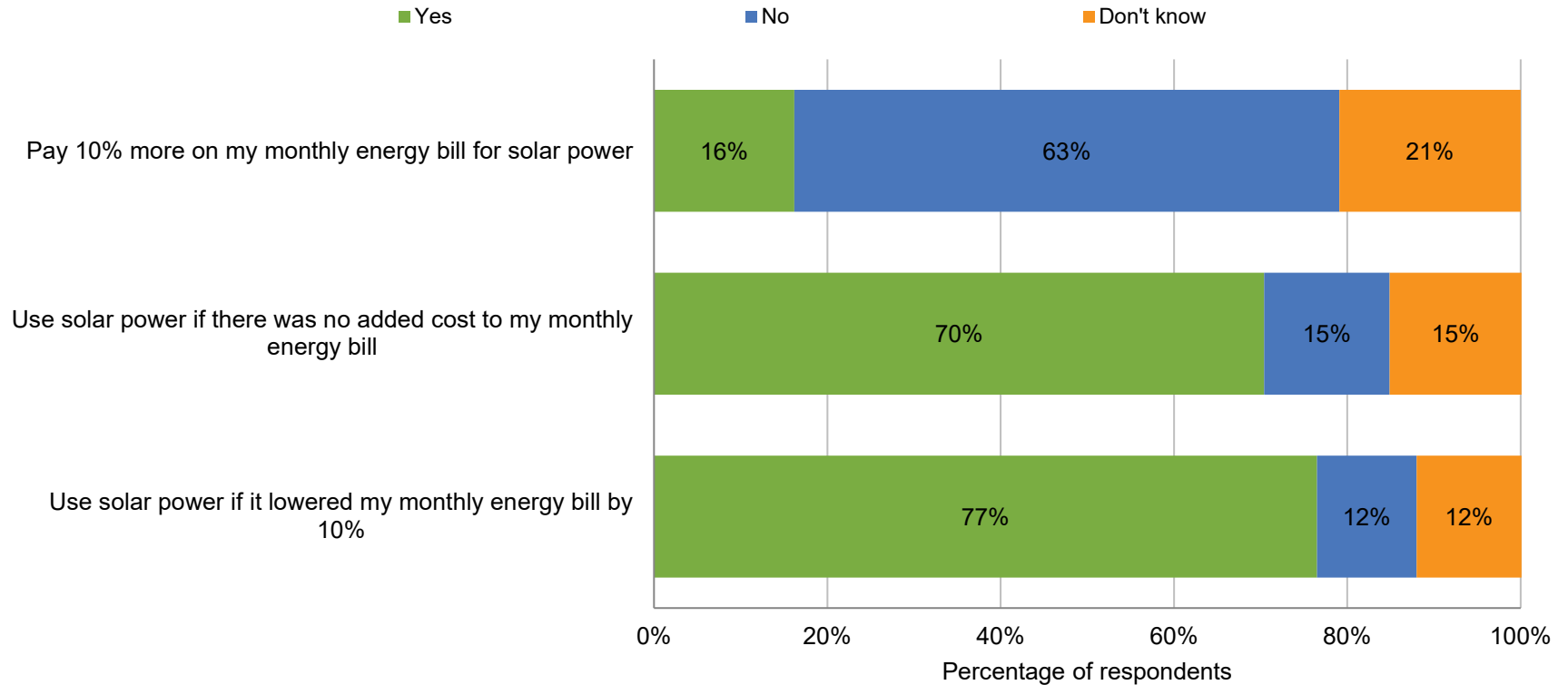| Program	Very likely	Somewhat likely	Neutral	Not very likely	Not at all likely
Rebates for low-water landscaping, n = 2,926	32%	32%	19%	6%	12%
Rebates for home solar panel systems, n = 3,008	22%	24%	20%	11%	24%
Voluntary hour-long A/C shut-offs in summer, n = 3,008	17%	25%	21%	12%	25%
Rebates for electric heat pump water heaters, n = 3,008	15%	27%	28%	11%	20%
Rebates for electric heat pumps for home heating and cooling, n = 3,008	15%	27%	28%	11%	20%
Rebates for at-home electric vehicle chargers, n = 3,008	14%	17%	19%	12%	38%
Public electric vehicle charging, n = 3,008	13%	17%	21%	13%	37%

Percentage of respondents

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S4_3:** If Loveland Water and Power were to offer the following potential water or energy programs in the future, how likely would you be to participate? **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S4_4: Considering a transition to renewable energy, would you be willing to…

Legend: ■ Yes ■ No ■ Don't know

Statement	Yes	No	Don't know
Pay 10% more on my monthly energy bill to support a transition to clean renewable energy	25%	50%	25%
Support a transition to clean renewable energy if there was no added cost to my monthly energy bill	77%	10%	13%
Support a transition to clean renewable energy if it lowered my monthly energy bill by 10%	85%	6%	10%

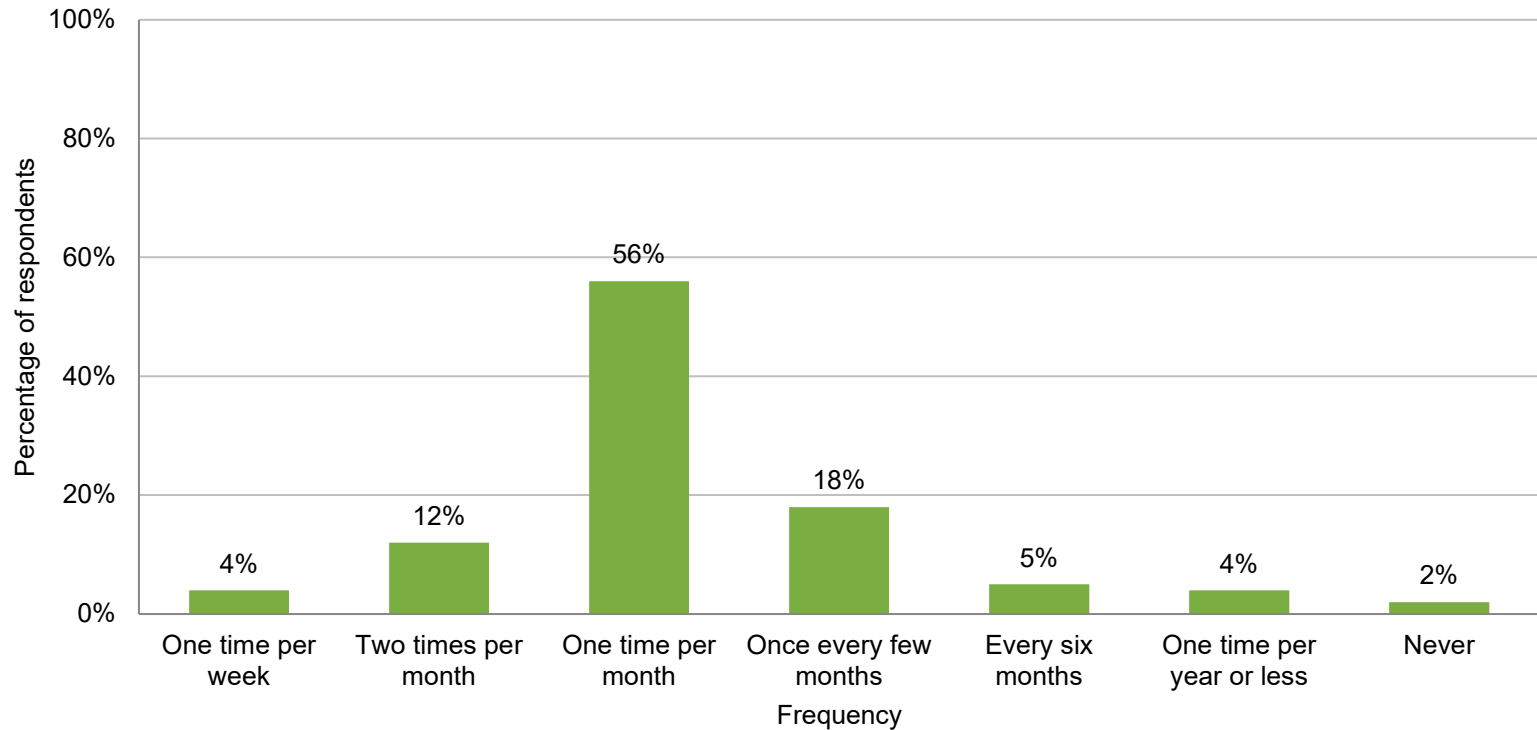X-axis: Percentage of respondents (0% to 100%)

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** Respondents with power service (n = 3,008). **Question S4_4:** Considering a transition to renewable energy, would you be willing to… **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S4_5: Considering adding solar power to your residence, would you be willing to…

Legend: ■ Yes ■ No ■ Don't know

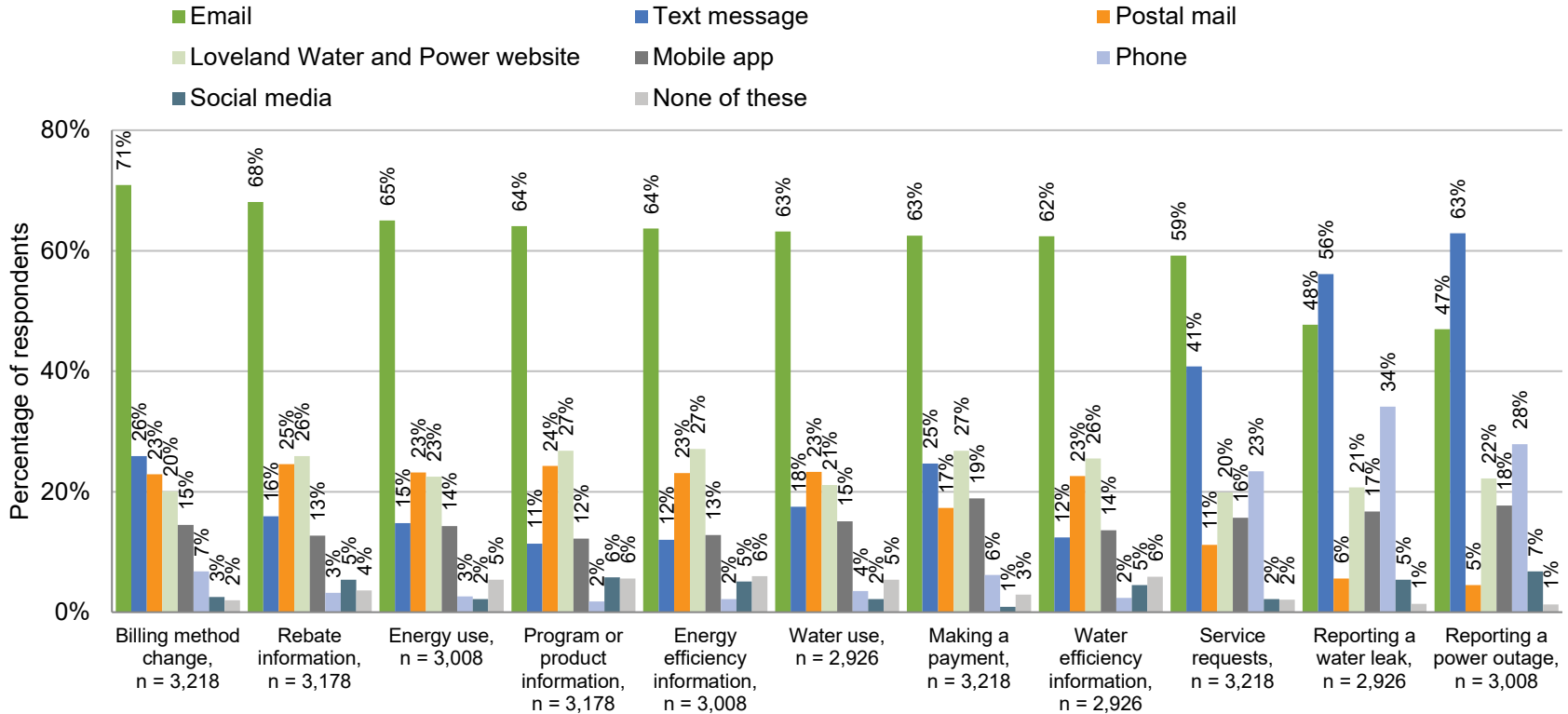| Category	Yes	No	Don't know
Pay 10% more on my monthly energy bill for solar power	16%	63%	21%
Use solar power if there was no added cost to my monthly energy bill	70%	15%	15%
Use solar power if it lowered my monthly energy bill by 10%	77%	12%	12%

Percentage of respondents

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** Respondents with power service (n = 3,008). **Question S4_5:** Considering adding solar power to your residence, would you be willing to… **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S5_1: How often would you prefer to hear from Loveland Water and Power with general updates and information?
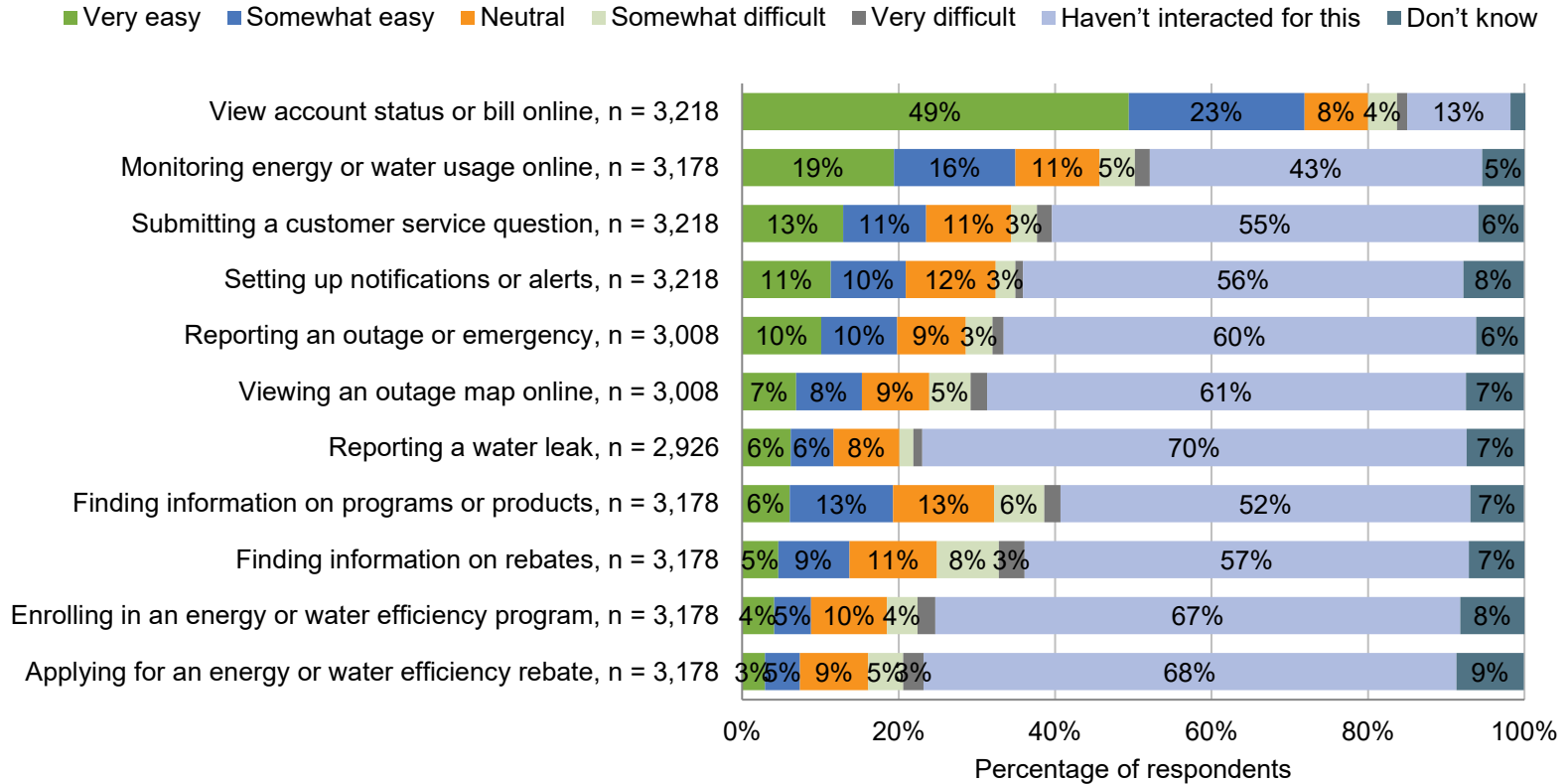
© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents (n = 3,218). **Question S5_1:** How often would you prefer to hear from Loveland Water and Power with general updates and information? **Notes:** Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S5_2: Which ways would you prefer Loveland Water and Power contact you about the following? Please select all that apply.

Legend: Email, Text message, Postal mail, Loveland Water and Power website, Mobile app, Phone, Social media, None of these

Y-axis: Percentage of respondents (0% to 80%)

Email percentages by category:
- Billing method change, n = 3,218: 71%
- Rebate information, n = 3,178: 68%
- Energy use, n = 3,008: 65%
- Program or product information, n = 3,178: 64%
- Energy efficiency information, n = 3,008: 64%
- Water use, n = 2,926: 63%
- Making a payment, n = 3,218: 63%
- Water efficiency information, n = 2,926: 62%
- Service requests, n = 3,218: 59%
- Reporting a water leak, n = 2,926: 48%
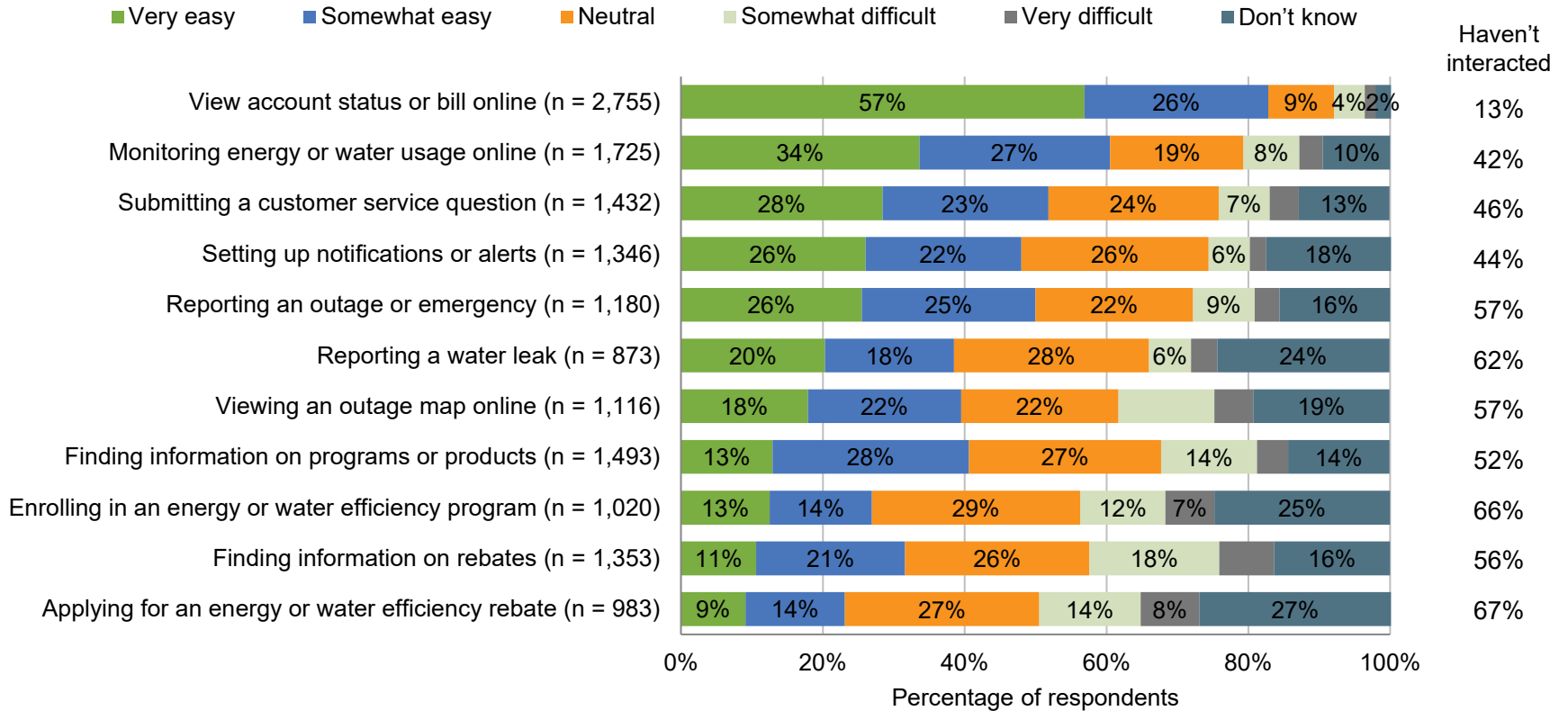- Reporting a power outage, n = 3,008: 47%

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S5_2:** Which ways would you prefer Loveland Water and Power contact you about the following? Please select all that apply. **Notes:** Respondents were allowed to select more than one response. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

# S5_3: Please rate the ease of conducting the following interactions with Loveland Water and Power. (Overall)

Legend: ■ Very easy ■ Somewhat easy ■ Neutral ■ Somewhat difficult ■ Very difficult ■ Haven't interacted for this ■ Don't know

Interaction	Very easy	Somewhat easy	Neutral	Somewhat difficult	Very difficult	Haven't interacted for this	Don't know
View account status or bill online, n = 3,218	49%	23%	8%	4%		13%	
Monitoring energy or water usage online, n = 3,178	19%	16%	11%	5%		43%	5%
Submitting a customer service question, n = 3,218	13%	11%	11%	3%		55%	6%
Setting up notifications or alerts, n = 3,218	11%	10%	12%	3%		56%	8%
Reporting an outage or emergency, n = 3,008	10%	10%	9%	3%		60%	6%
Viewing an outage map online, n = 3,008	7%	8%	9%	5%		61%	7%
Reporting a water leak, n = 2,926	6%	6%	8%			70%	7%
Finding information on programs or products, n = 3,178	6%	13%	13%	6%		52%	7%
Finding information on rebates, n = 3,178	5%	9%	11%	8%	3%	57%	7%
Enrolling in an energy or water efficiency program, n = 3,178	4%	5%	10%	4%		67%	8%
Applying for an energy or water efficiency rebate, n = 3,178	3%	5%	9%	5%	3%	68%	9%

Percentage of respondents

S5_3: Please rate the ease of conducting the following interactions with Loveland Water and Power. (Only those who interacted)

Legend: ■ Very easy ■ Somewhat easy ■ Neutral ■ Somewhat difficult ■ Very difficult ■ Don't know

| Interaction	Very easy	Somewhat easy	Neutral	Somewhat difficult	Very difficult	Don't know	Haven't interacted
View account status or bill online (n = 2,755)	57%	26%	9%	4%	2%		13%
Monitoring energy or water usage online (n = 1,725)	34%	27%	19%	8%		10%	42%
Submitting a customer service question (n = 1,432)	28%	23%	24%	7%		13%	46%
Setting up notifications or alerts (n = 1,346)	26%	22%	26%	6%		18%	44%
Reporting an outage or emergency (n = 1,180)	26%	25%	22%	9%		16%	57%
Reporting a water leak (n = 873)	20%	18%	28%	6%		24%	62%
Viewing an outage map online (n = 1,116)	18%	22%	22%			19%	57%
Finding information on programs or products (n = 1,493)	13%	28%	27%	14%		14%	52%
Enrolling in an energy or water efficiency program (n = 1,020)	13%	14%	29%	12%	7%	25%	66%
Finding information on rebates (n = 1,353)	11%	21%	26%	18%		16%	56%
Applying for an energy or water efficiency rebate (n = 983)	9%	14%	27%	14%	8%	27%	67%

Percentage of respondents

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents, n varies as shown. **Question S5_3:** Please rate the ease of conducting the following interactions with Loveland Water and Power. If you haven't had some type of interaction, please select "haven't interacted for this." **Notes:** Labels of 2% or less not shown. Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S5_4: Which of the following topics are you interested in hearing more about from Loveland Water and Power in the coming year? Please select all that apply.
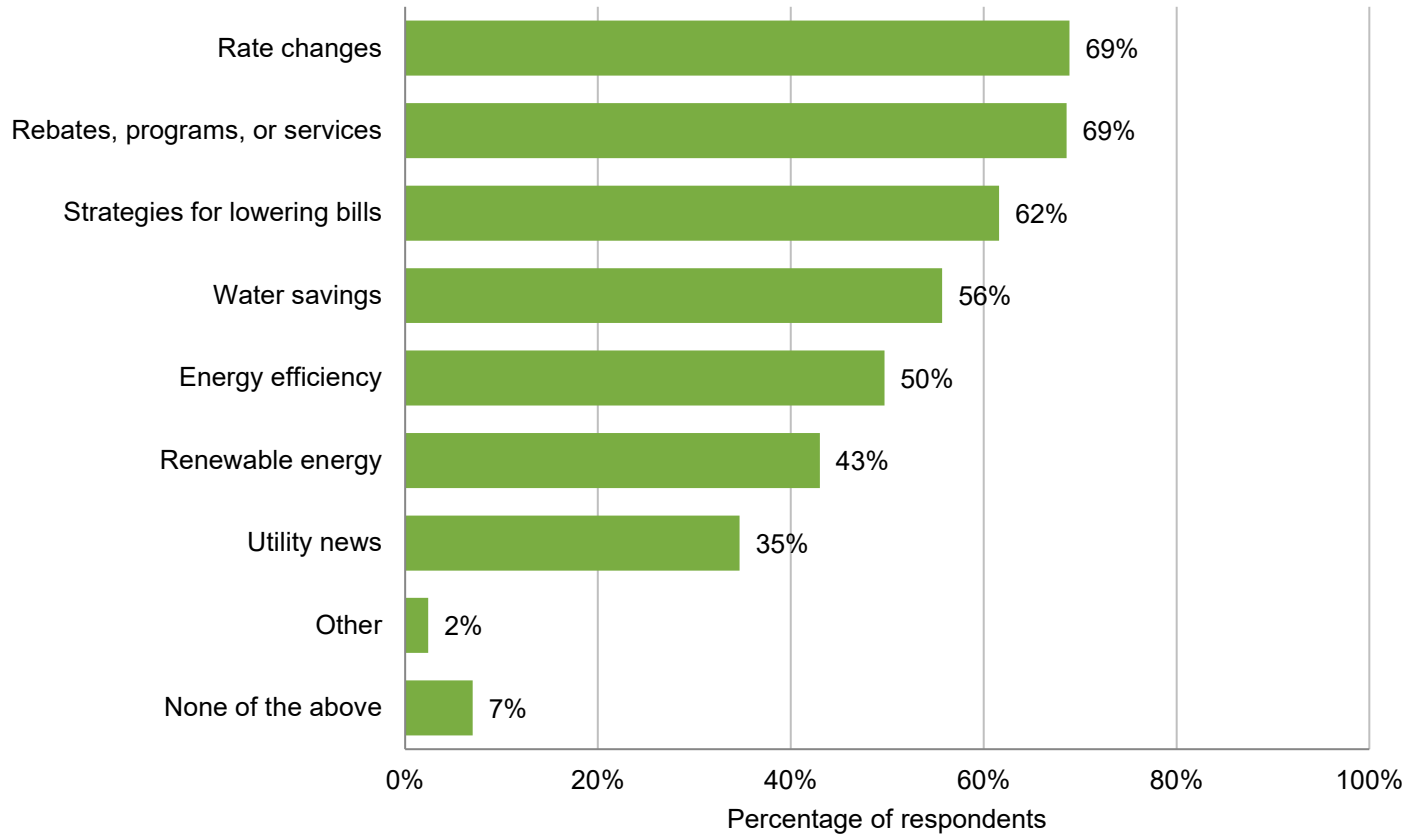
© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents (n = 3,218). **Question S5_4:** Which of the following topics are you interested in hearing more about from Loveland Water and Power in the coming year? Please select all that apply. **Notes:** Respondents were allowed to select more than one response. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

S5_5: When looking for information about energy efficiency and water conservation, what sources do you trust most for information? Please select all that apply.
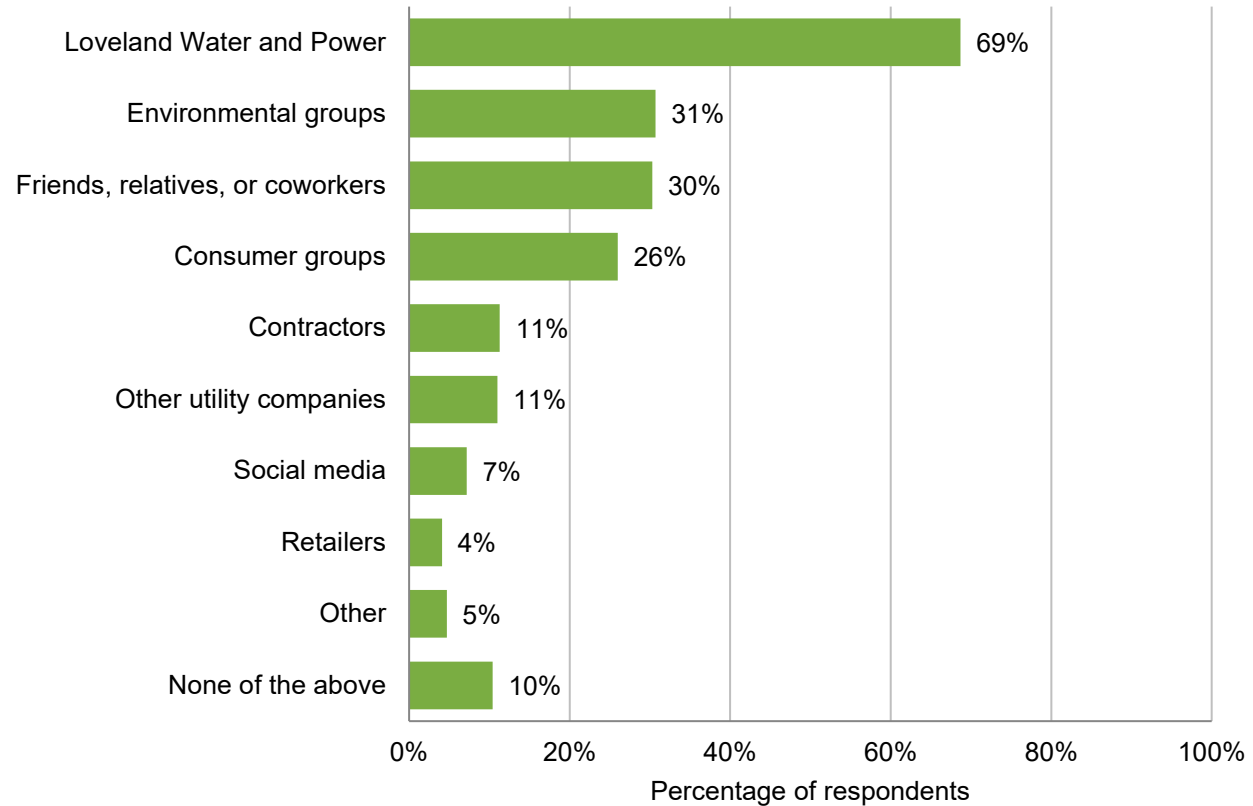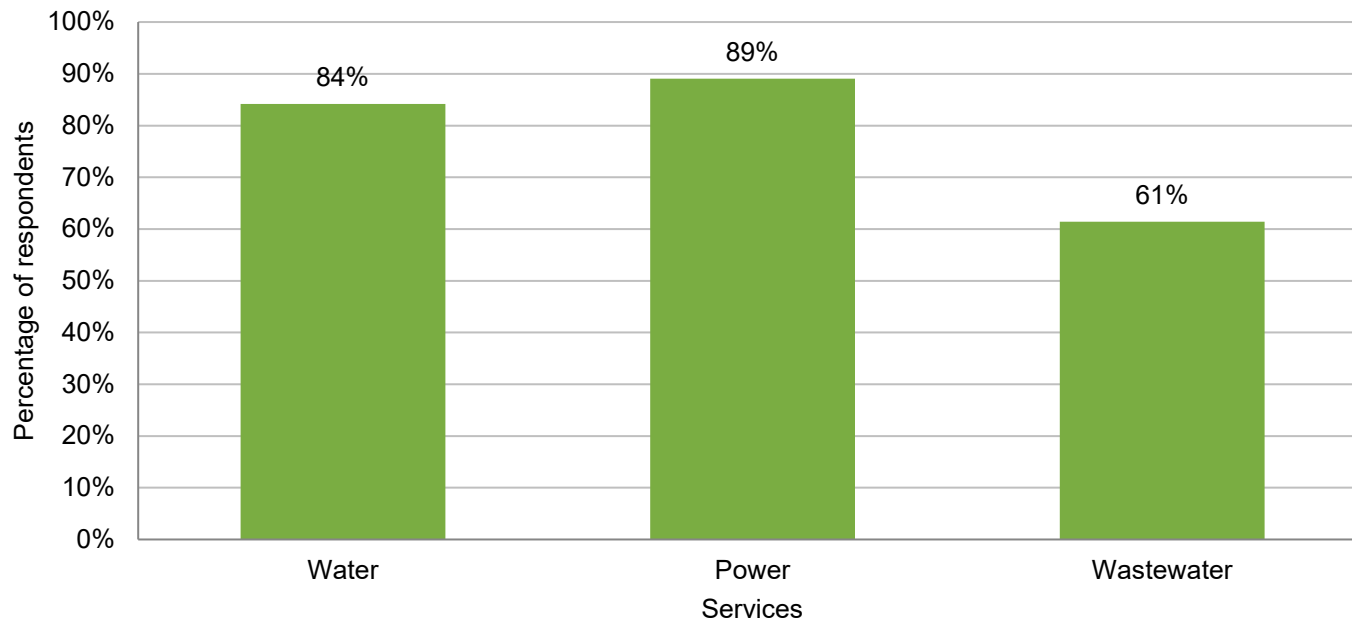

© E Source (2023 Loveland Water and Power Residential Customer Survey). **Base:** All respondents (n = 3,218). **Question S5_5:** When looking for information about energy efficiency and water conservation, what sources do you trust most for information? Please select all that apply. **Notes:** Respondents were allowed to select more than one response. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.
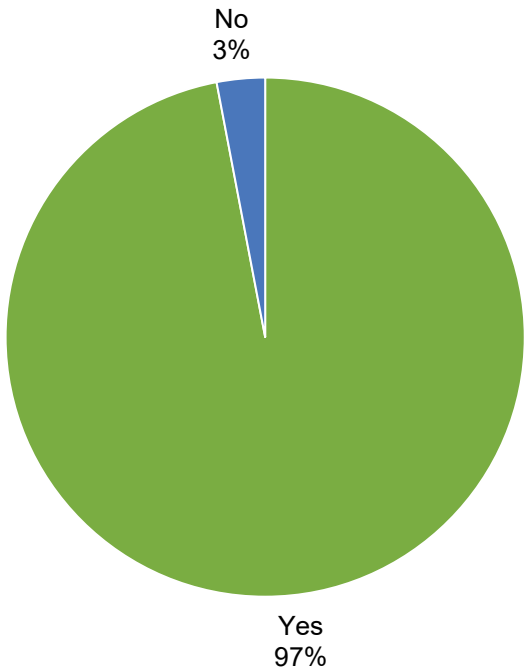
Business Customer Results

S0_1a: Which services do you receive from Loveland Water and Power at your business? Please select all that apply.
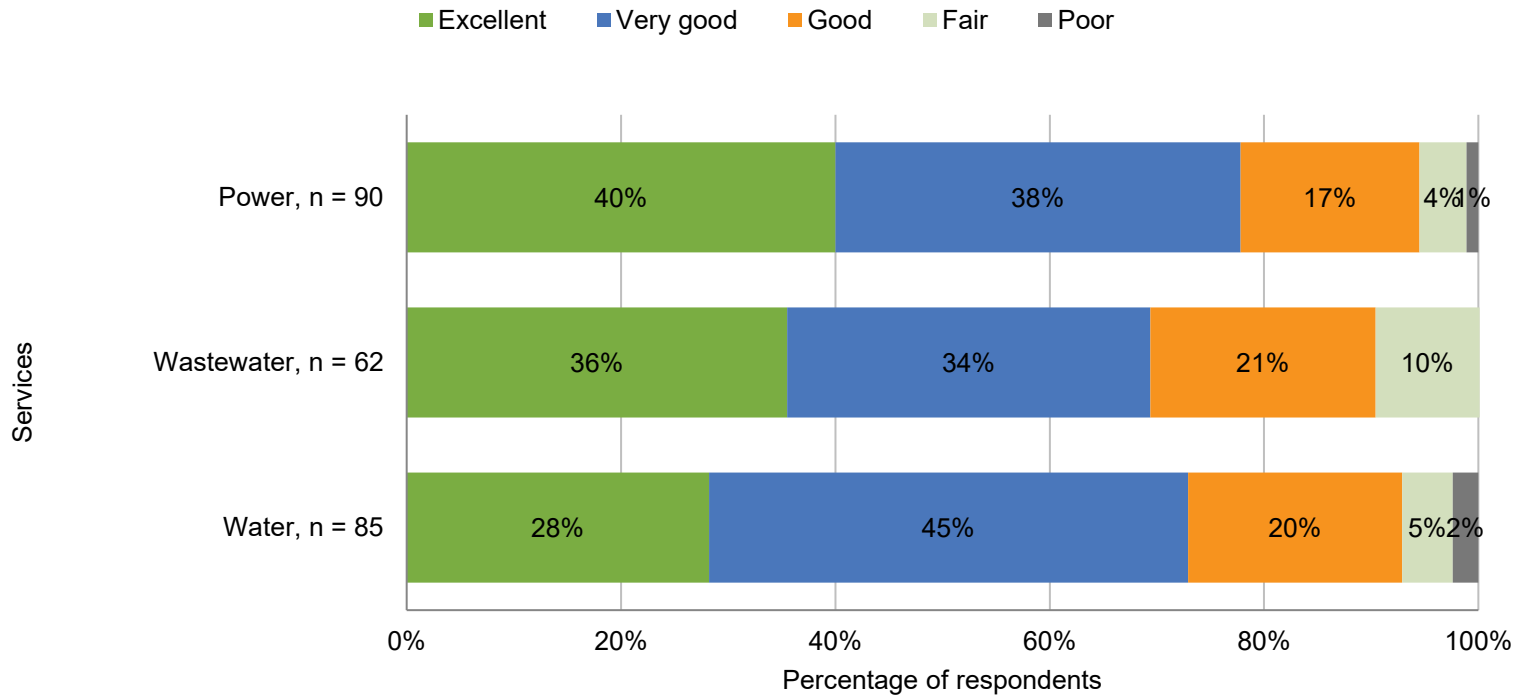

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S0_1a:** Which services do you receive from Loveland Water and Power at your business? Please select all that apply. **Notes:** Respondents were allowed to select more than one response.

S0_3: Are you the person responsible for paying the Loveland Water and Power bills at your business?
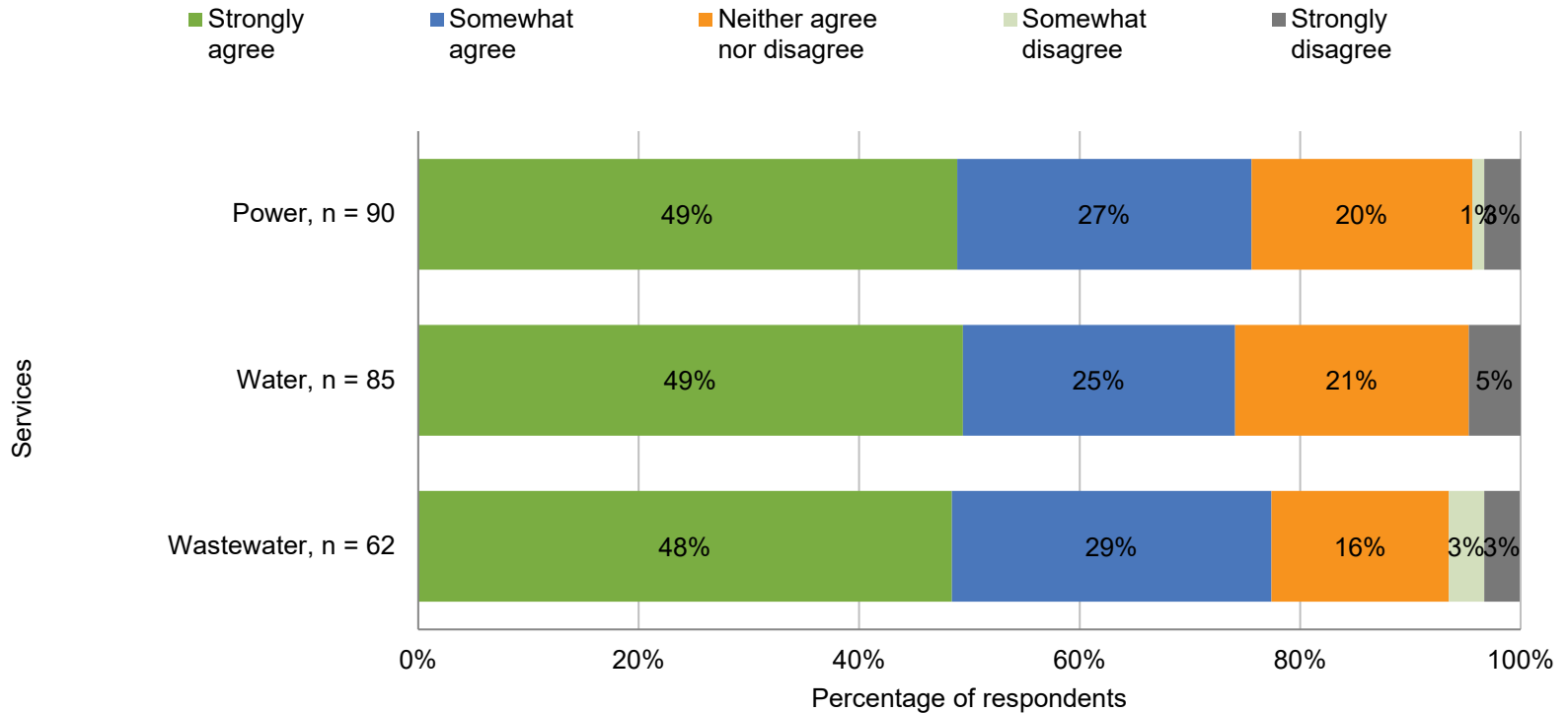
No
3%

Yes
97%

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S0_3:** Are you the person responsible for paying the Loveland Water and Power bills at your business? **Notes:** Percentages may not add to 100% due to rounding.

S1_1: How would you rate your overall level of satisfaction with the following services you receive as a business customer from Loveland Water and Power?

Legend: ■ Excellent ■ Very good ■ Good ■ Fair ■ Poor

Services	Excellent	Very good	Good	Fair	Poor
Power, n = 90	40%	38%	17%	4%	1%
Wastewater, n = 62	36%	34%	21%	10%	
Water, n = 85	28%	45%	20%	5%	2%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_1:** How would you rate your overall level of satisfaction with the following services you receive as a business customer from Loveland Water and Power? **Notes:** Percentages may not add to 100% due to rounding.
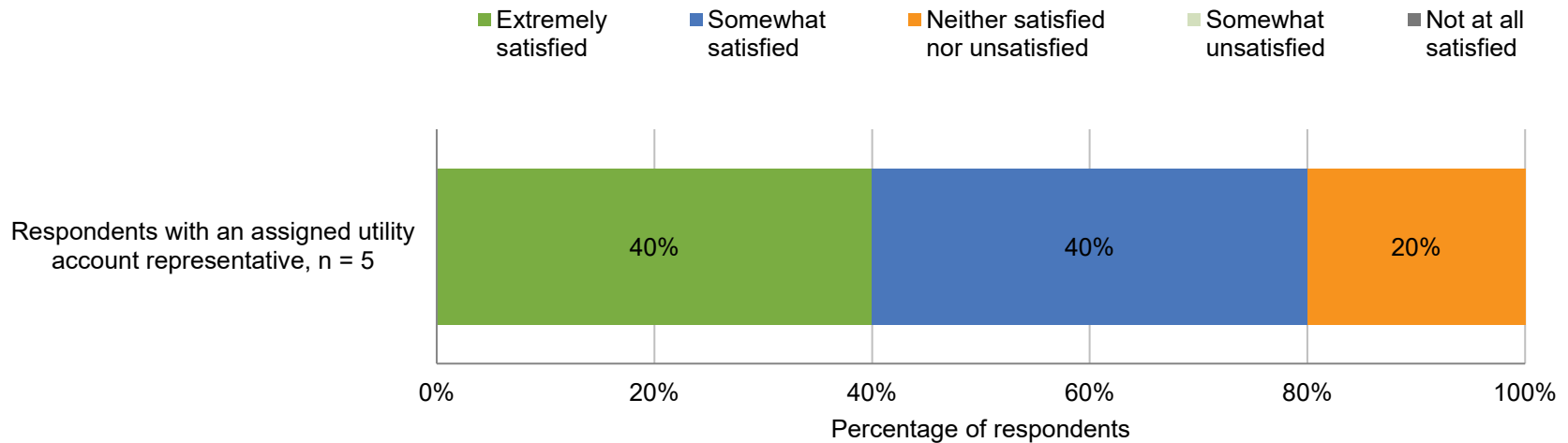
E Source

S1_2: How much do you agree or disagree with the following statements? The quality of services provided by Loveland Water and Power contributes to making Loveland a better place to live and work.

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_2:** How much do you agree or disagree with the following statements? **Notes:** Percentages may not add to 100% due to rounding.

S1_9: Overall, how satisfied are you with your assigned utility account representative at Loveland Water and Power?

■ Extremely satisfied   ■ Somewhat satisfied   ■ Neither satisfied nor unsatisfied   ■ Somewhat unsatisfied   ■ Not at all satisfied

Respondents with an assigned utility account representative, n = 5

| 40% | 40% | 20% |

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** Respondents with an account representative (n=5). **Question S1_1:** How would you rate your overall level of satisfaction with the following services you receive as a business customer from Loveland Water and Power? **Notes:** Percentages may not add to 100% due to rounding.

S1_3: How important is it to you that the water, power, or wastewater provider that serves your business:

Legend: ■ Very important ■ Somewhat important ■ Neutral ■ Somewhat unimportant ■ Not at all important ■ Don't know

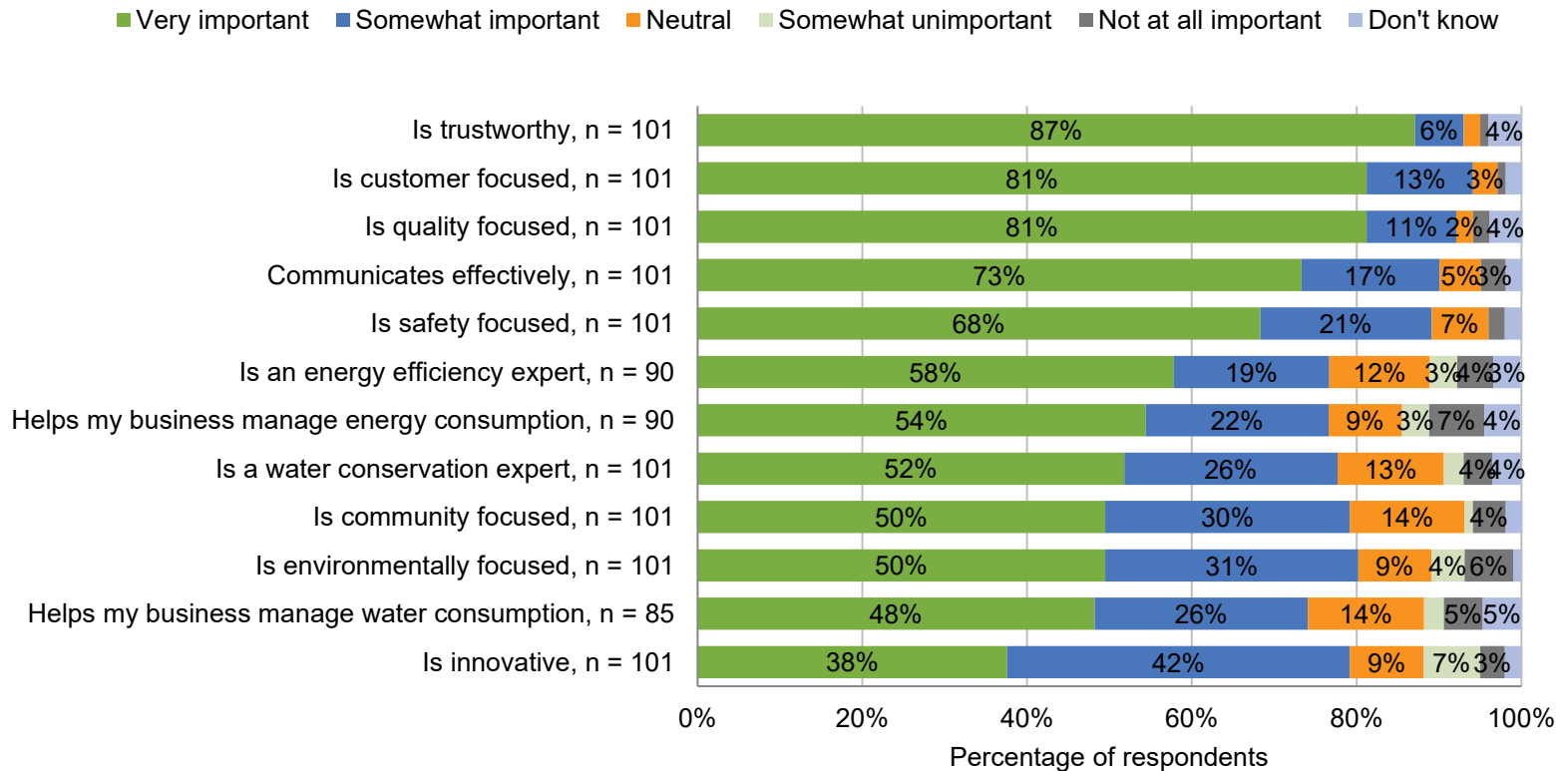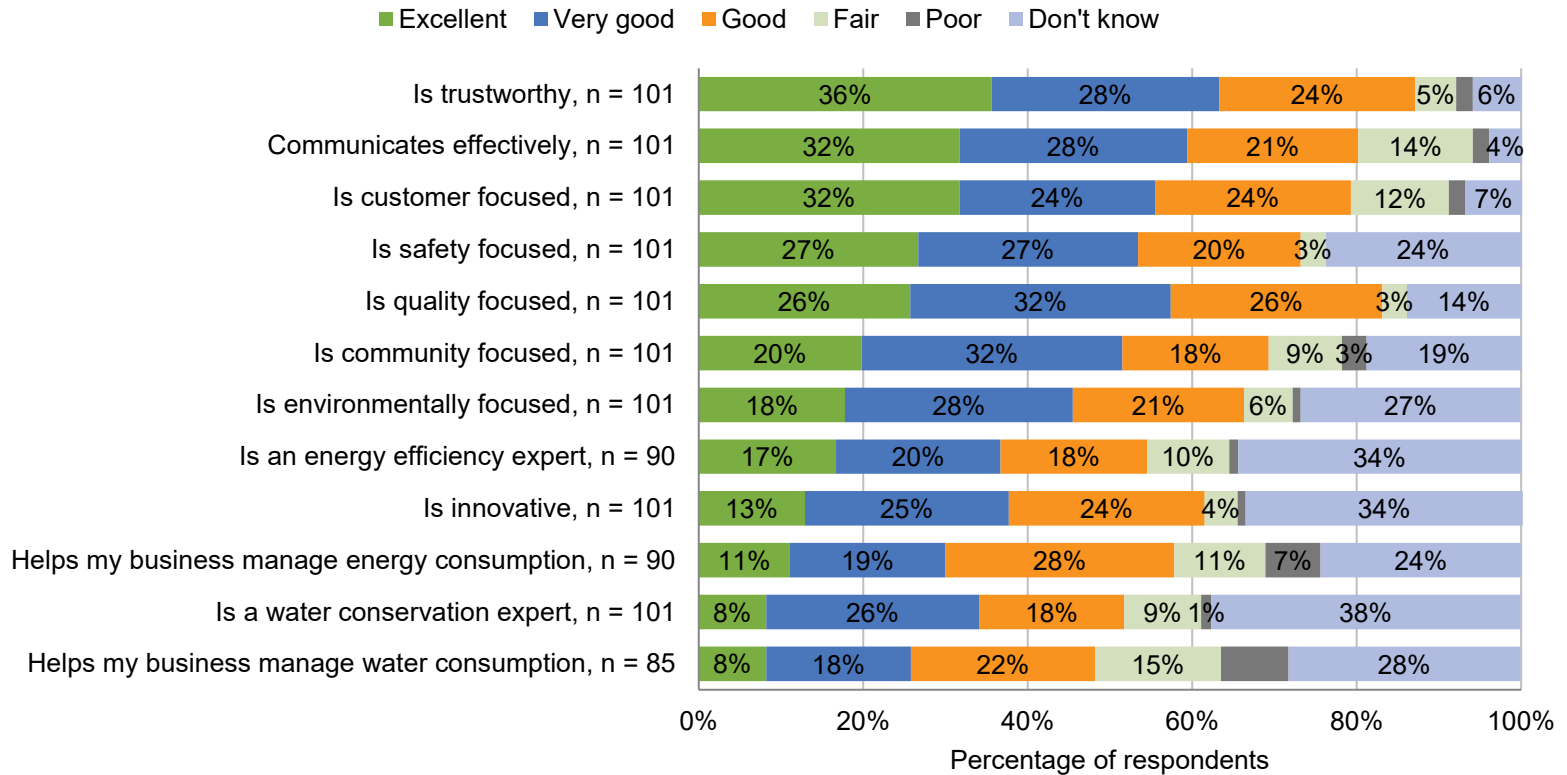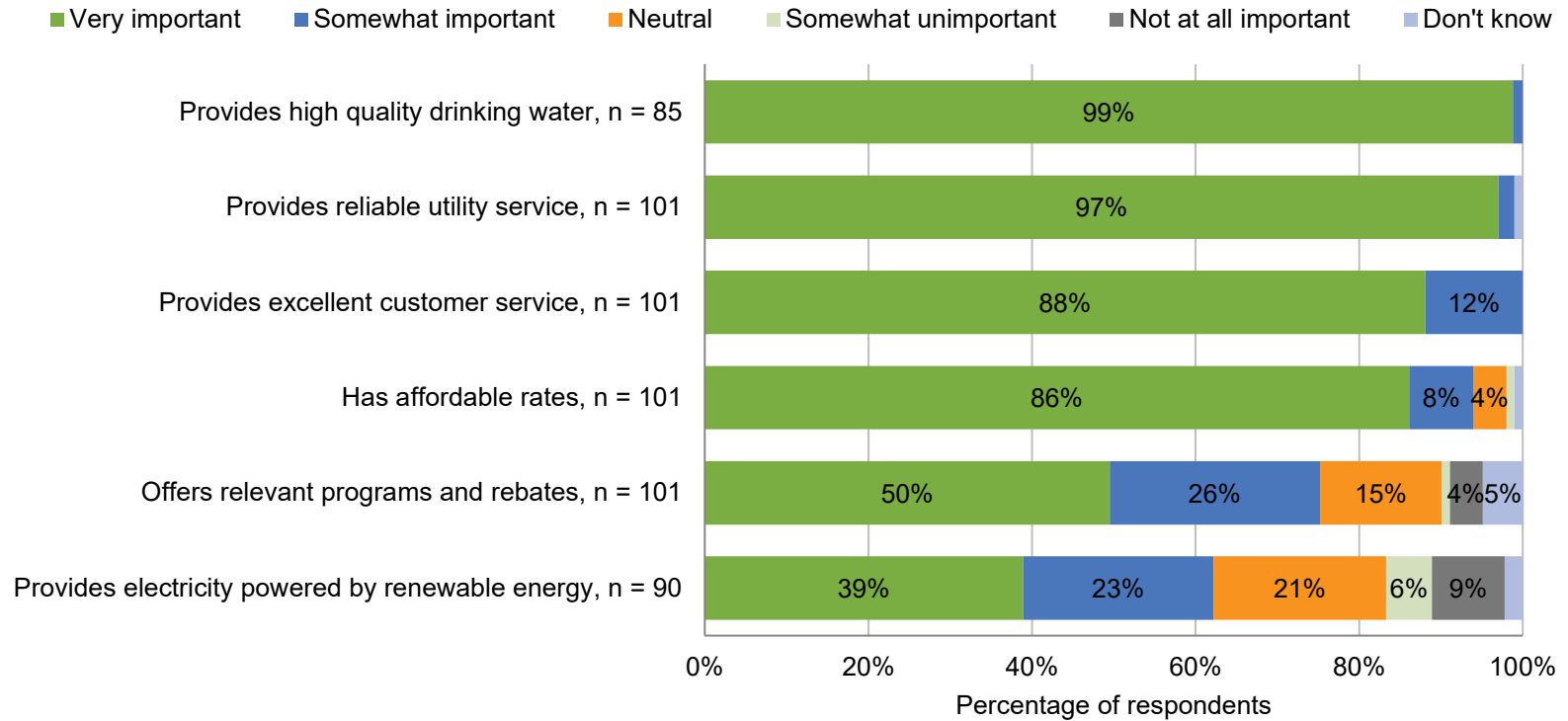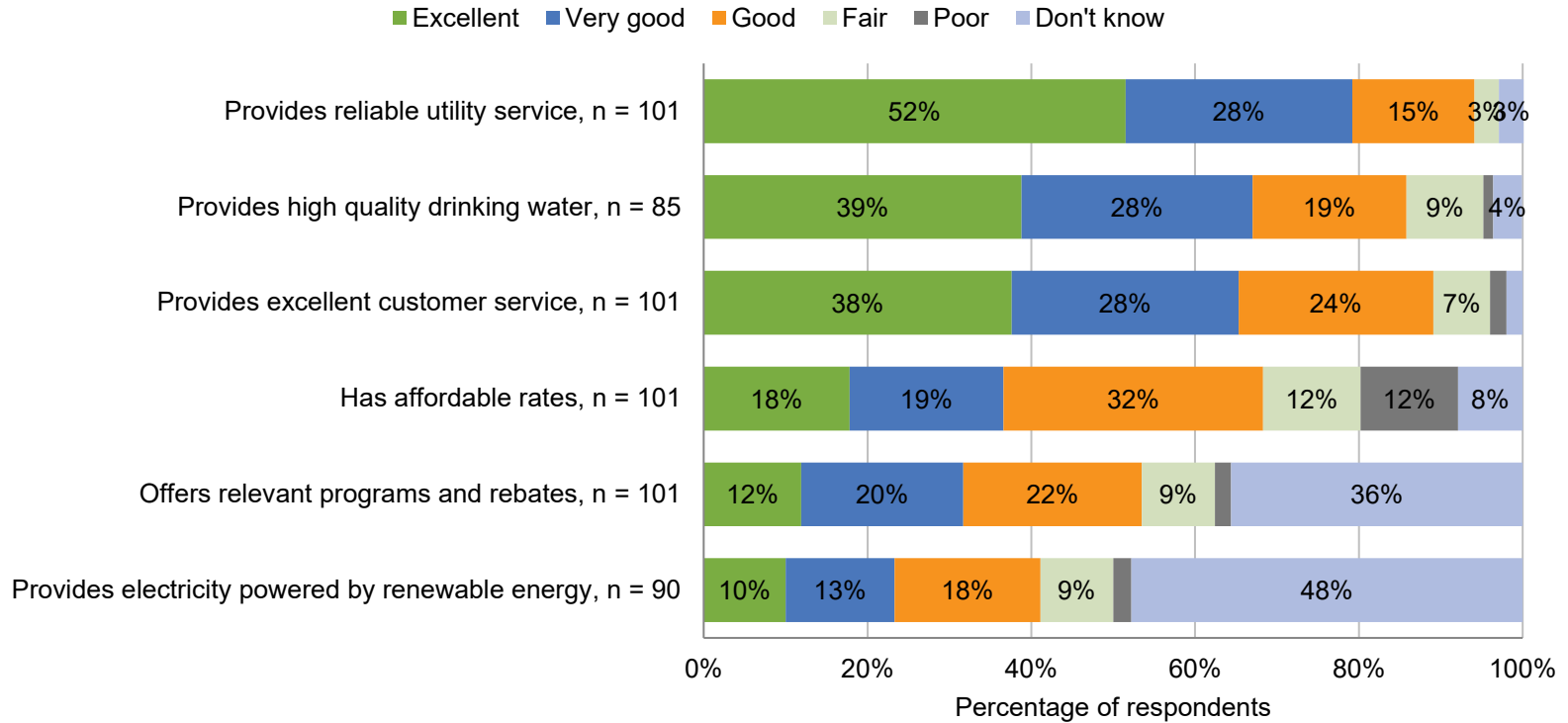| Attribute	Very important	Somewhat important	Neutral	Somewhat unimportant	Not at all important	Don't know
Is trustworthy, n = 101	87%	6%	4%			
Is customer focused, n = 101	81%	13%	3%			
Is quality focused, n = 101	81%	11%	2%		4%	
Communicates effectively, n = 101	73%	17%	5%		3%	
Is safety focused, n = 101	68%	21%	7%			
Is an energy efficiency expert, n = 90	58%	19%	12%	3%	4%	3%
Helps my business manage energy consumption, n = 90	54%	22%	9%	3%	7%	4%
Is a water conservation expert, n = 101	52%	26%	13%	4%	4%	
Is community focused, n = 101	50%	30%	14%		4%	
Is environmentally focused, n = 101	50%	31%	9%	4%	6%	
Helps my business manage water consumption, n = 85	48%	26%	14%	5%	5%	
Is innovative, n = 101	38%	42%	9%	7%	3%	

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_3:** How important is it to you that the water, power, or wastewater provider that serves your business: **Notes:** Percentages of 2% or less not shown. Percentages may not add to 100% due to rounding.

S1_4: How well do you believe Loveland Water and Power performs in the following areas?

Legend: ■ Excellent ■ Very good ■ Good ■ Fair ■ Poor ■ Don't know

Area	Excellent	Very good	Good	Fair	Poor	Don't know
Is trustworthy, n = 101	36%	28%	24%	5%	6%	
Communicates effectively, n = 101	32%	28%	21%	14%	4%	
Is customer focused, n = 101	32%	24%	24%	12%		7%
Is safety focused, n = 101	27%	27%	20%	3%		24%
Is quality focused, n = 101	26%	32%	26%	3%		14%
Is community focused, n = 101	20%	32%	18%	9%	3%	19%
Is environmentally focused, n = 101	18%	28%	21%	6%		27%
Is an energy efficiency expert, n = 90	17%	20%	18%	10%		34%
Is innovative, n = 101	13%	25%	24%	4%		34%
Helps my business manage energy consumption, n = 90	11%	19%	28%	11%	7%	24%
Is a water conservation expert, n = 101	8%	26%	18%	9%	1%	38%
Helps my business manage water consumption, n = 85	8%	18%	22%	15%		28%

Percentage of respondents (0% – 100%)

S1_5: How important is it to you that your water, power, or wastewater provider:

Legend: ■ Very important ■ Somewhat important ■ Neutral ■ Somewhat unimportant ■ Not at all important ■ Don't know

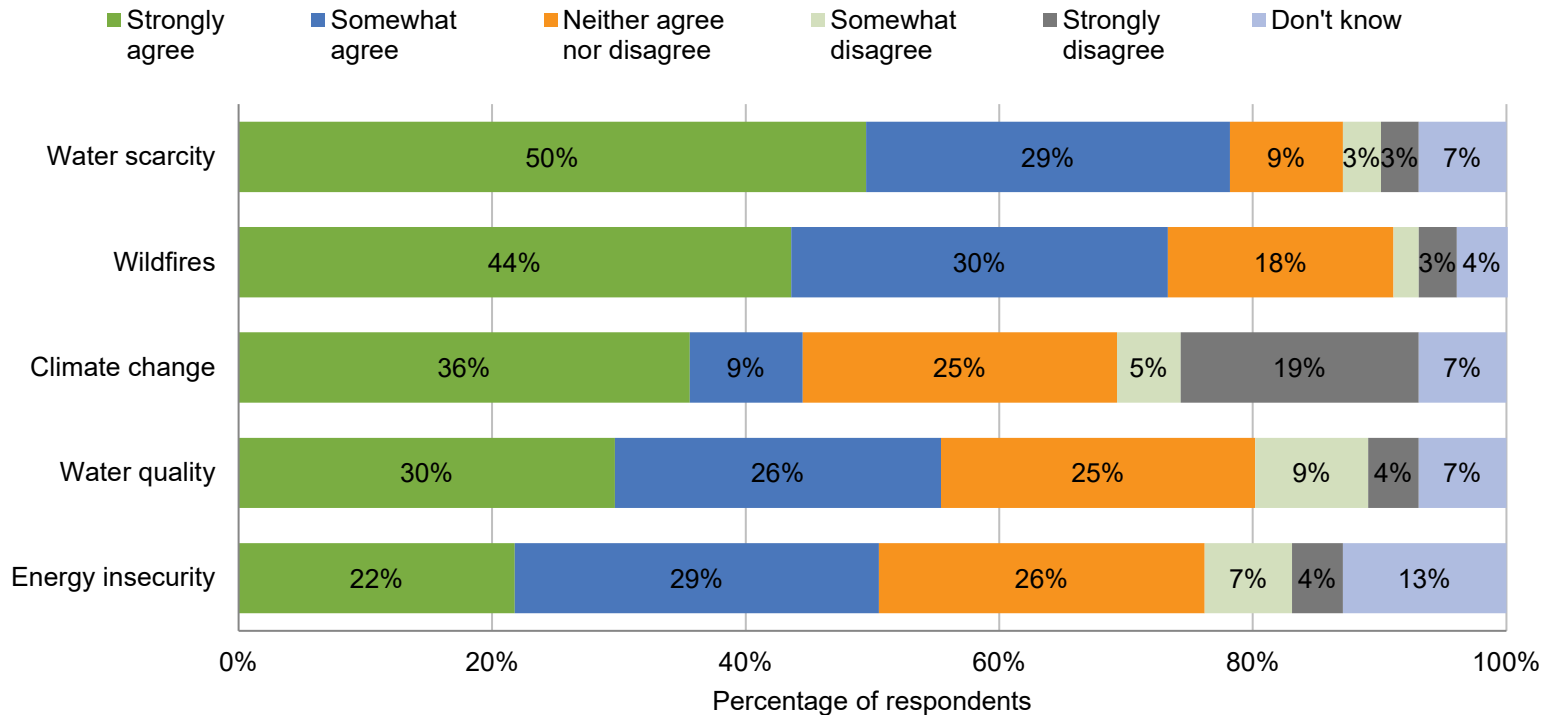| Service	Very important	Somewhat important	Neutral	Somewhat unimportant	Not at all important
Provides high quality drinking water, n = 85	99%				
Provides reliable utility service, n = 101	97%				
Provides excellent customer service, n = 101	88%	12%			
Has affordable rates, n = 101	86%	8%	4%		
Offers relevant programs and rebates, n = 101	50%	26%	15%		4% / 5%
Provides electricity powered by renewable energy, n = 90	39%	23%	21%	6%	9%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_5:** How important is it to you that your water, power, or wastewater provider: **Notes:** Percentages of 2% or less not shown. Percentages may not add to 100% due to rounding.

E Source

S1_6: How well do you believe Loveland Water and Power performs on the following service attributes?

Legend: Excellent, Very good, Good, Fair, Poor, Don't know

Attribute	Excellent	Very good	Good	Fair	Poor	Don't know
Provides reliable utility service, n = 101	52%	28%	15%	3%		3%
Provides high quality drinking water, n = 85	39%	28%	19%	9%		4%
Provides excellent customer service, n = 101	38%	28%	24%	7%		
Has affordable rates, n = 101	18%	19%	32%	12%	12%	8%
Offers relevant programs and rebates, n = 101	12%	20%	22%	9%		36%
Provides electricity powered by renewable energy, n = 90	10%	13%	18%	9%		48%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S1_6:** How well do you believe Loveland Water and Power performs on the following service attributes? **Notes:** Percentages of 2% or less not shown. Percentages may not add to 100% due to rounding.

E Source

S1_7: In the past 12 months, have you experienced any water quality issues at your business?


Don't know
12%

Yes
12%

No
76%

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All water customers (n = 85).
Question S1_7: In the past 12 months, have you experienced any water quality issues at your business? **Notes:**
Percentages may not add to 100% due to rounding.

S2_1: How much do you agree or disagree that the following societal challenges are an issue in the Loveland community?

Legend:
- ■ Strongly agree
- ■ Somewhat agree
- ■ Neither agree nor disagree
- ■ Somewhat disagree
- ■ Strongly disagree
- ■ Don't know

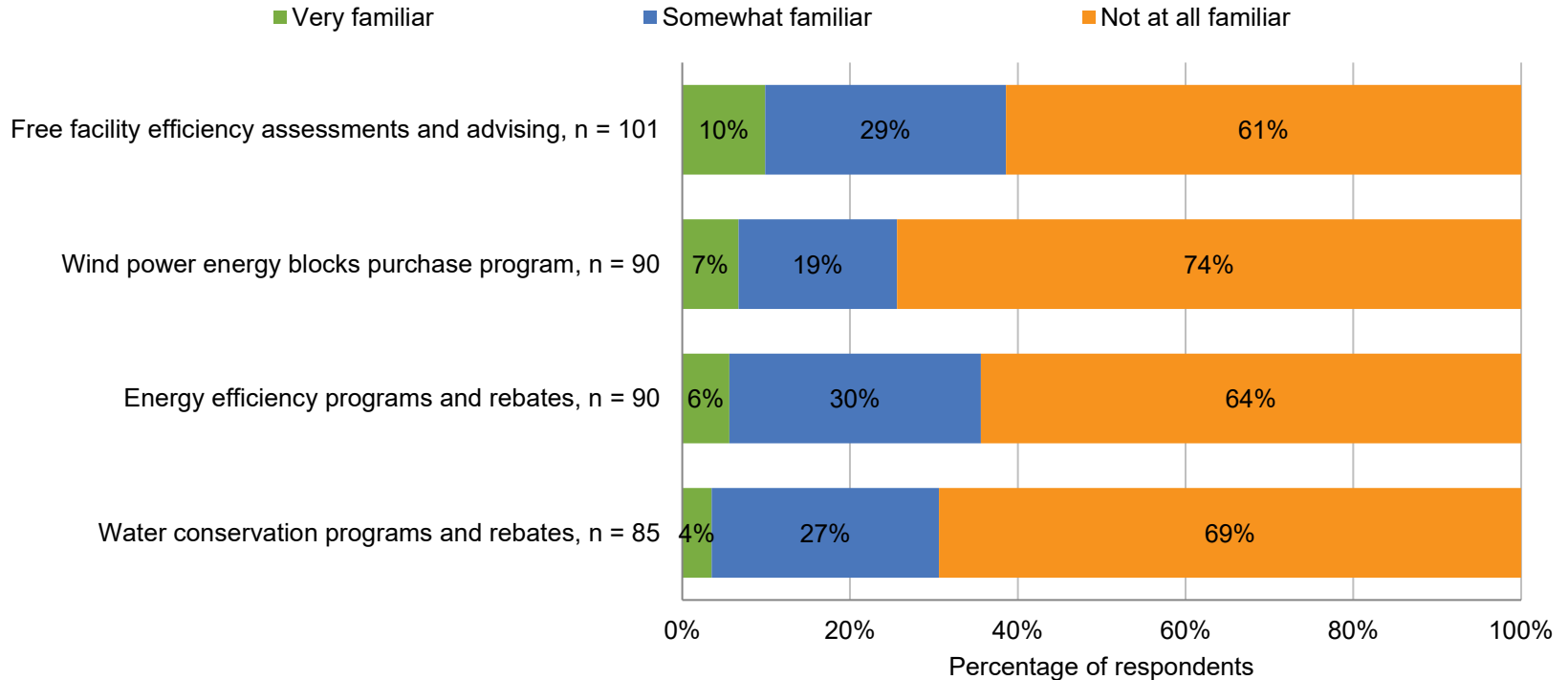| Challenge	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Water scarcity	50%	29%	9%	3%	3%	7%
Wildfires	44%	30%	18%		3%	4%
Climate change	36%	9%	25%	5%	19%	7%
Water quality	30%	26%	25%	9%	4%	7%
Energy insecurity	22%	29%	26%	7%	4%	13%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S2_1:** How much do you agree or disagree that the following societal challenges are an issue in the Loveland community? **Notes:** Percentages of 2% or less not shown. Percentages may not add to 100% due to rounding.
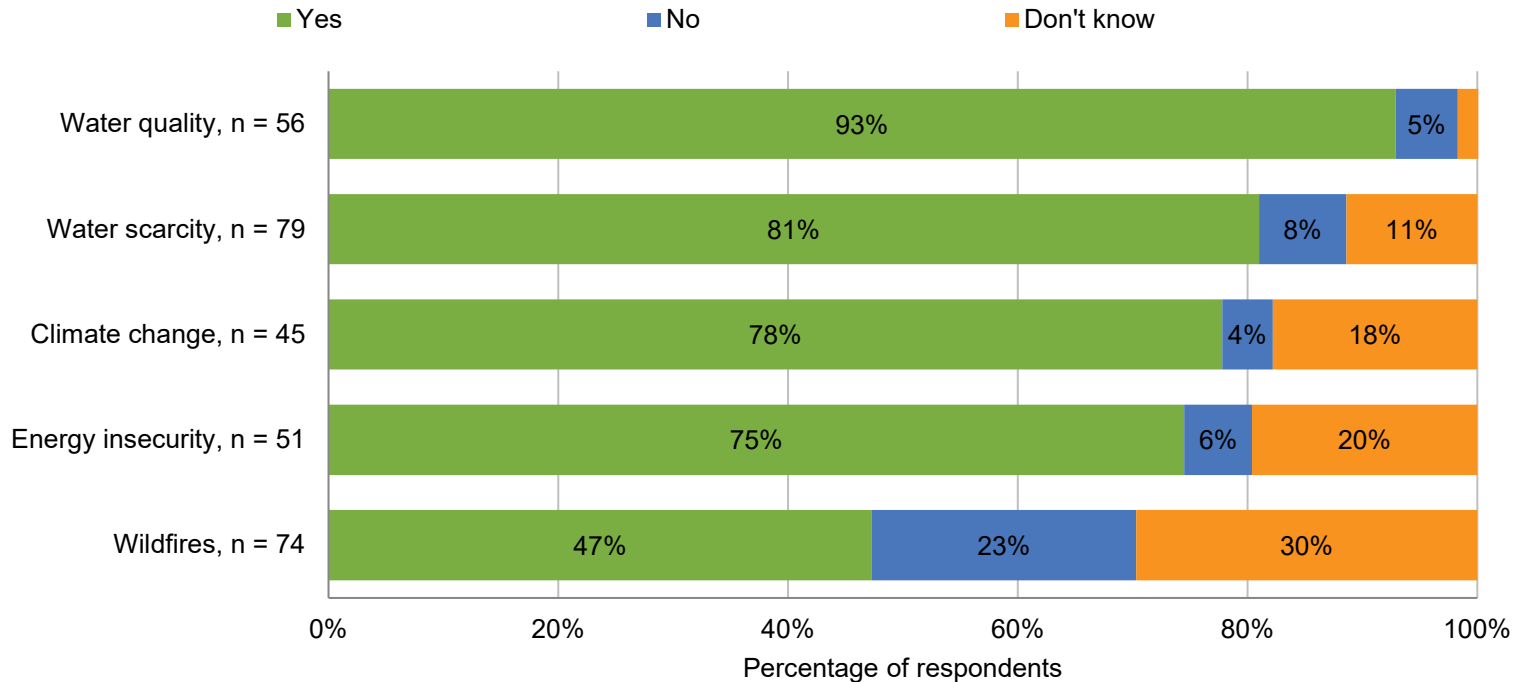
© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** Respondents who somewhat or strongly agree that each challenge is an issue. **Question S2_2:** How much do you agree or disagree that the following societal challenges are an issue in the Loveland community? **Notes:** Percentages of 2% or less not shown. Percentages may not add to 100% due to rounding.
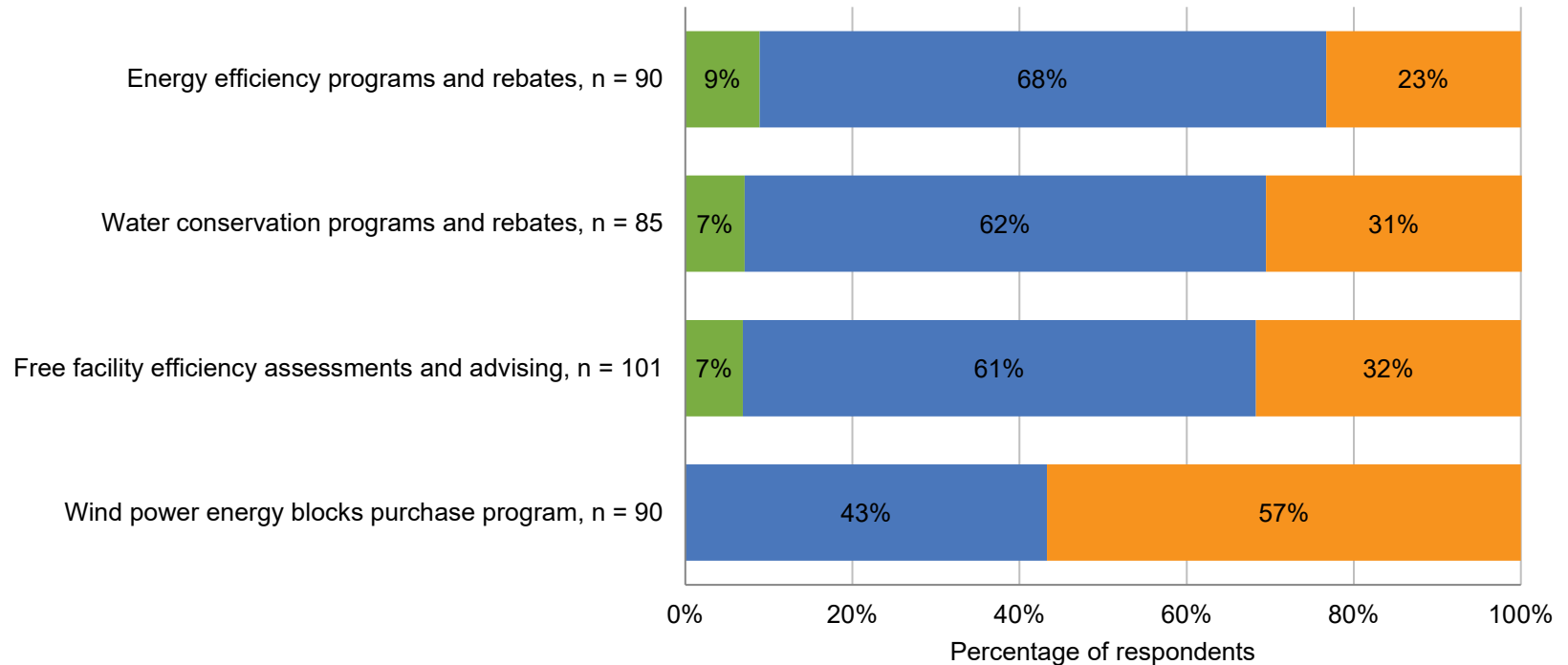
S3_1: How would you describe your familiarity with each of the following programs currently offered to businesses by Loveland Water and Power?

Legend: ■ Very familiar ■ Somewhat familiar ■ Not at all familiar

Free facility efficiency assessments and advising, n = 101: 10% / 29% / 61%

Wind power energy blocks purchase program, n = 90: 7% / 19% / 74%

Energy efficiency programs and rebates, n = 90: 6% / 30% / 64%

Water conservation programs and rebates, n = 85: 4% / 27% / 69%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S3_1:** How would you describe your familiarity with each of the following programs currently offered by Loveland Water and Power? **Notes:** Percentages may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.
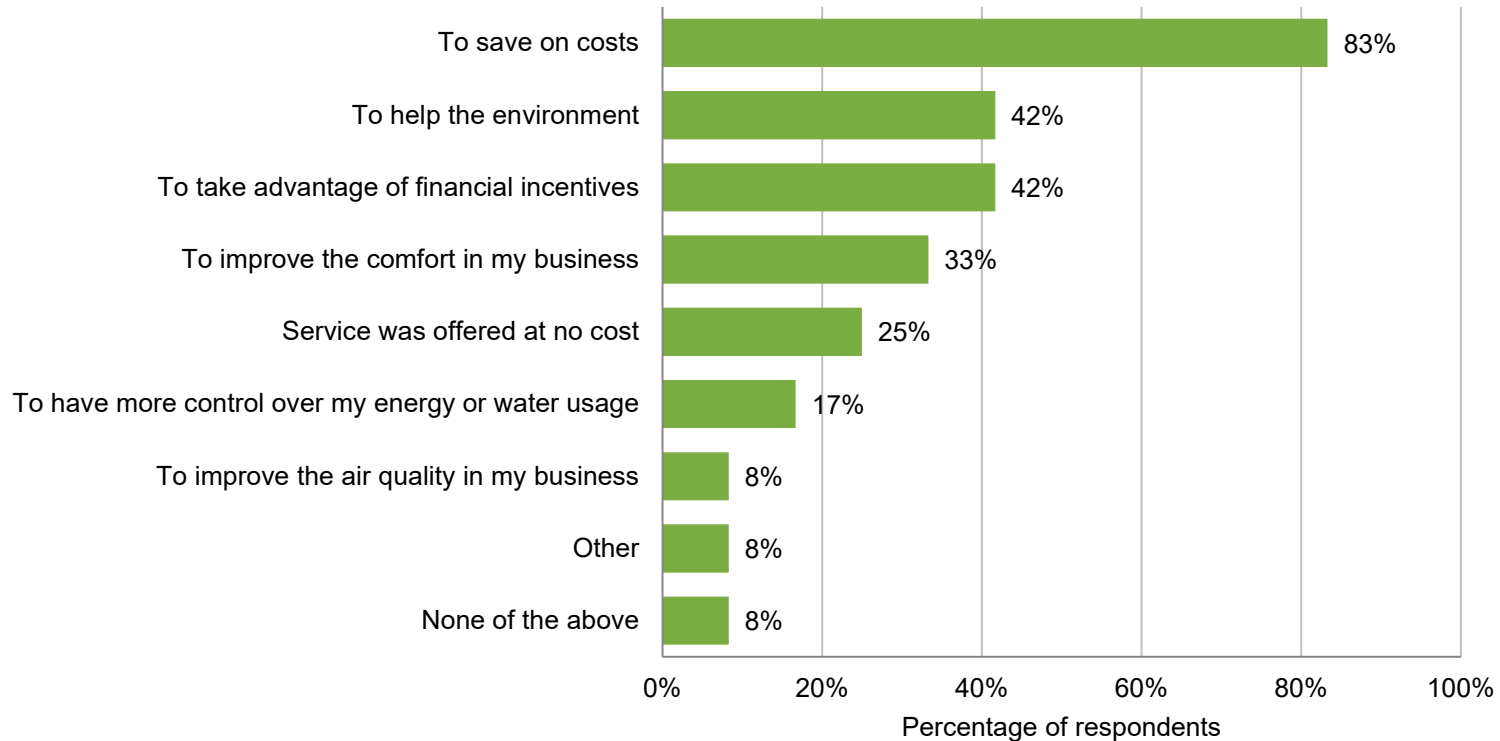
S3_2: Please select the statement that best describes your business's participation in the following programs currently offered by Loveland Water and Power.

■ My business is currently participating or previously participated in this program or service

■ My business isn't currently participating in this program or service, but I'm interested in learning more about it

■ My business isn't currently participating in this program or service, and I'm not interested in learning more about it

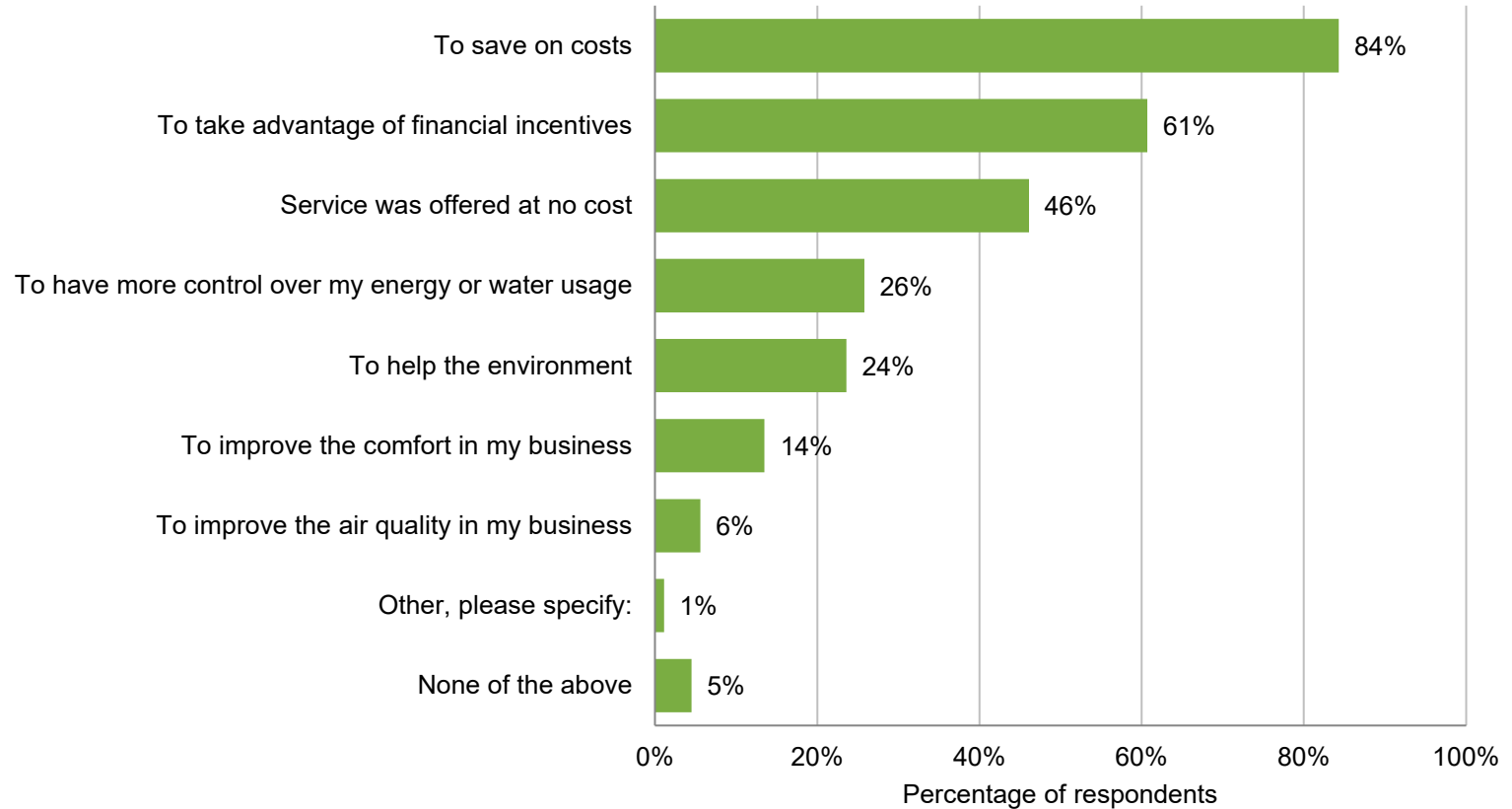| Program	Participating	Interested	Not interested
Energy efficiency programs and rebates, n = 90	9%	68%	23%
Water conservation programs and rebates, n = 85	7%	62%	31%
Free facility efficiency assessments and advising, n = 101	7%	61%	32%
Wind power energy blocks purchase program, n = 90		43%	57%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S3_2:** Please select the statement that best describes your business's participation in the following programs currently offered by Loveland Water and Power. **Notes:** Percentages may not add to 100% due to rounding.

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** Respondents who currently participate or previously participated in a water and power program (n = 12). **Question S3_3a:** What are the top three reasons you chose to enroll your business in a Loveland Water and Power program? Please select up to three options. **Notes:** Use caution with small sample size. Respondents were allowed to select more than one response.

S3_3b: Which of the following might motivate you to enroll your business in a program or service with Loveland Water and Power? (Non-participants)
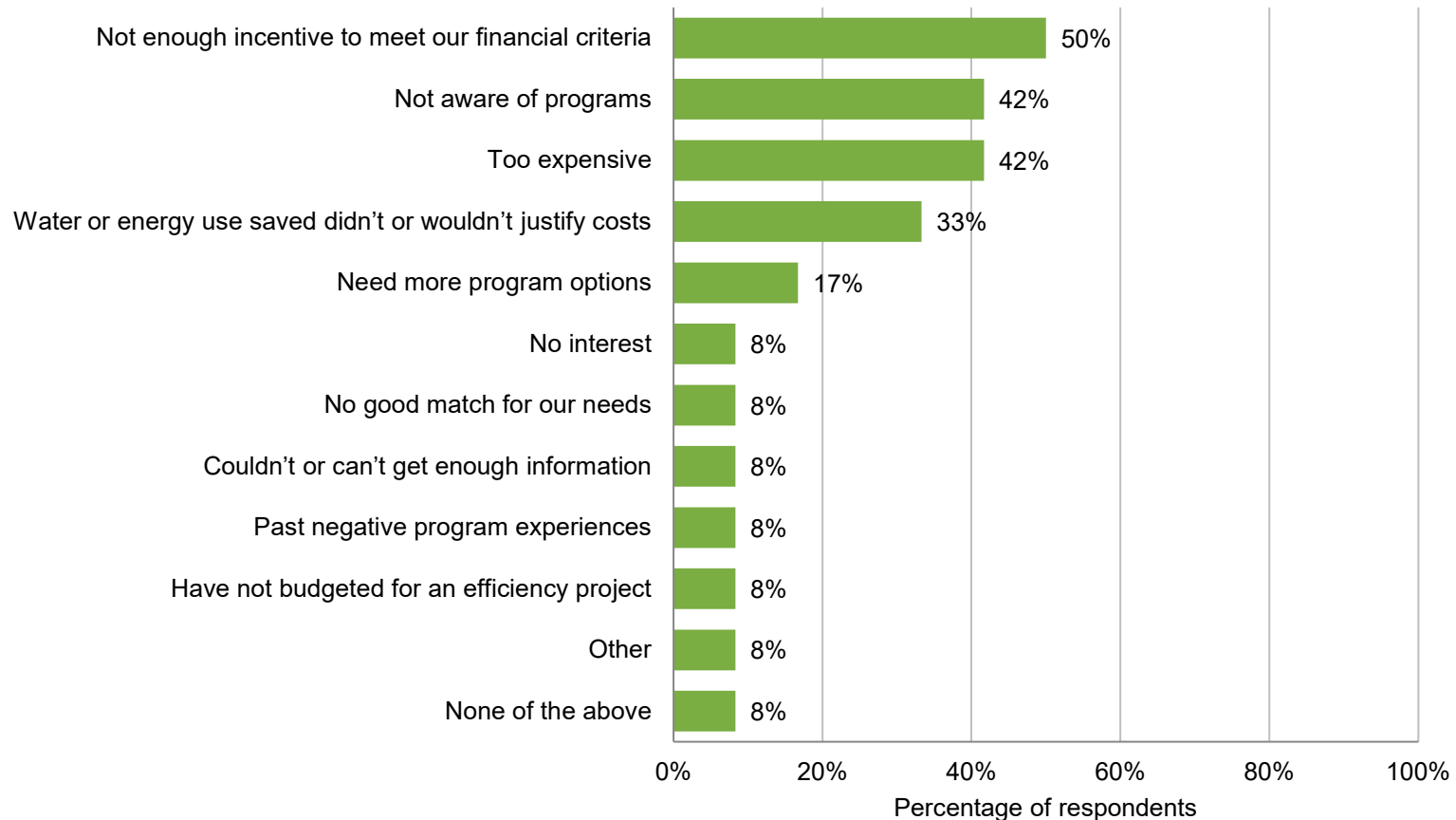

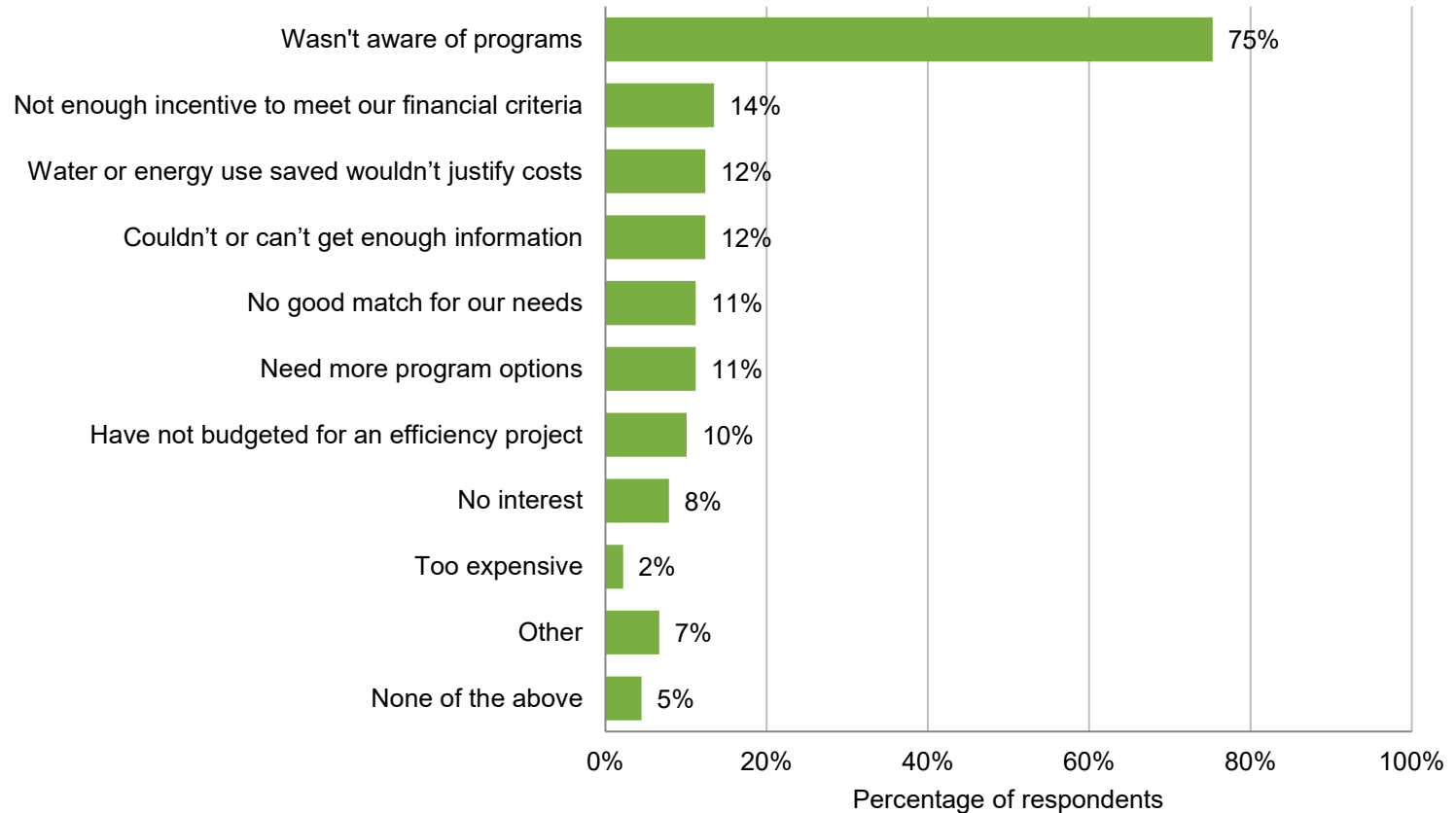© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** Respondents who are not currently participating in a water and power program (n = 89). **Question S3_3b:** Which of the following might motivate you to enroll your business in a program or service with Loveland Water and Power? Please select up to three options. **Notes:** Respondents were allowed to select more than one response.

Percentage of respondents

Reason	Percentage
Not enough incentive to meet our financial criteria	50%
Not aware of programs	42%
Too expensive	42%
Water or energy use saved didn't or wouldn't justify costs	33%
Need more program options	17%
No interest	8%
No good match for our needs	8%
Couldn't or can't get enough information	8%
Past negative program experiences	8%
Have not budgeted for an efficiency project	8%
Other	8%
None of the above	8%

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents who currently participate or previously participated in a water and power program (n = 12). **Question S3_4a:** What are the top three reasons that might prevent you from enrolling your business or continuing to participate in a program with Loveland Water and Power? Please select up to three options. **Notes:** Use caution with small sample size. Respondents were allowed to select more than one response.
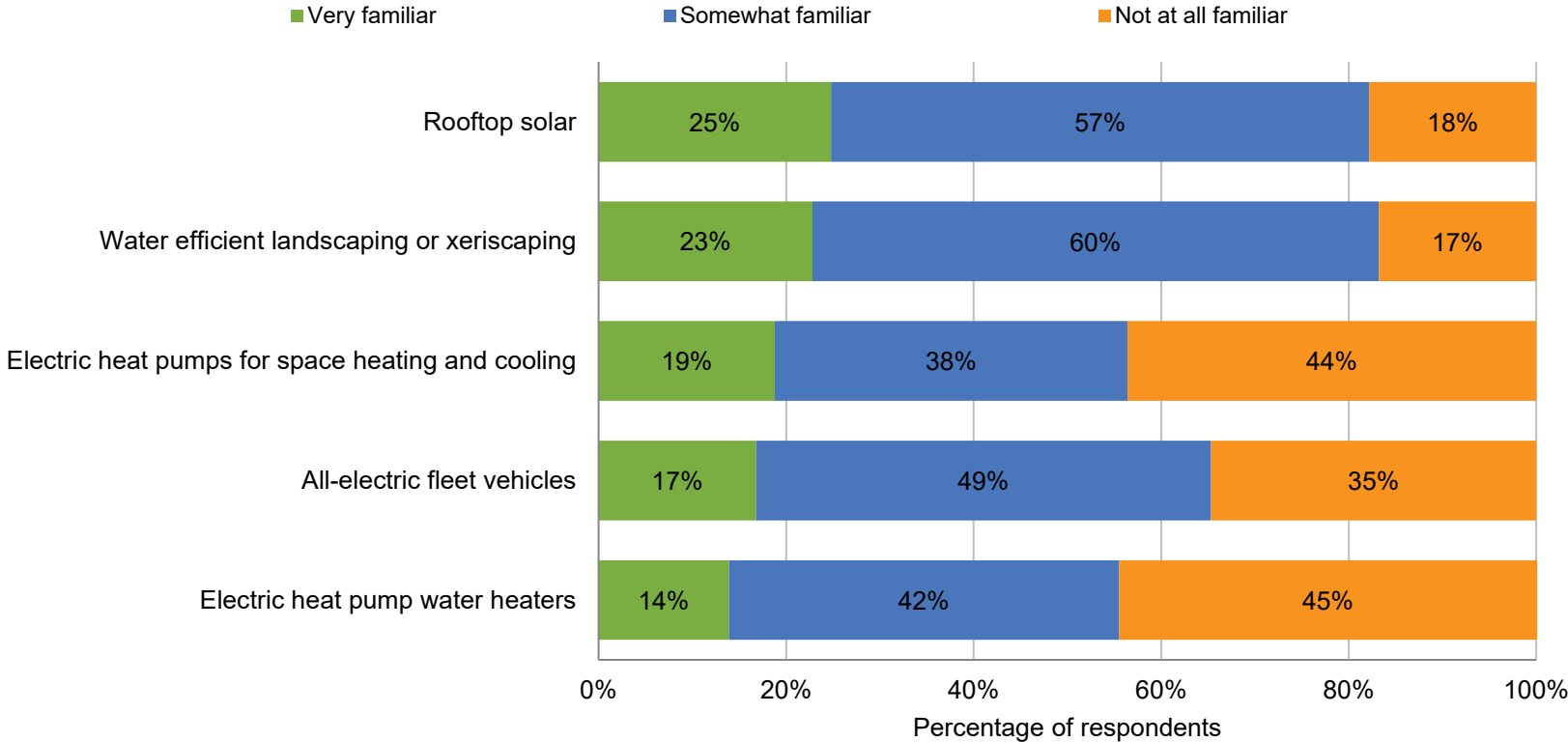
E Source

S3_4b: What are the top three reasons you haven't enrolled your business in a program with Loveland Water and Power? (Non-participants)

Bar chart — Percentage of respondents:

- Wasn't aware of programs: 75%
- Not enough incentive to meet our financial criteria: 14%
- Water or energy use saved wouldn't justify costs: 12%
- Couldn't or can't get enough information: 12%
- No good match for our needs: 11%
- Need more program options: 11%
- Have not budgeted for an efficiency project: 10%
- No interest: 8%
- Too expensive: 2%
- Other: 7%
- None of the above: 5%

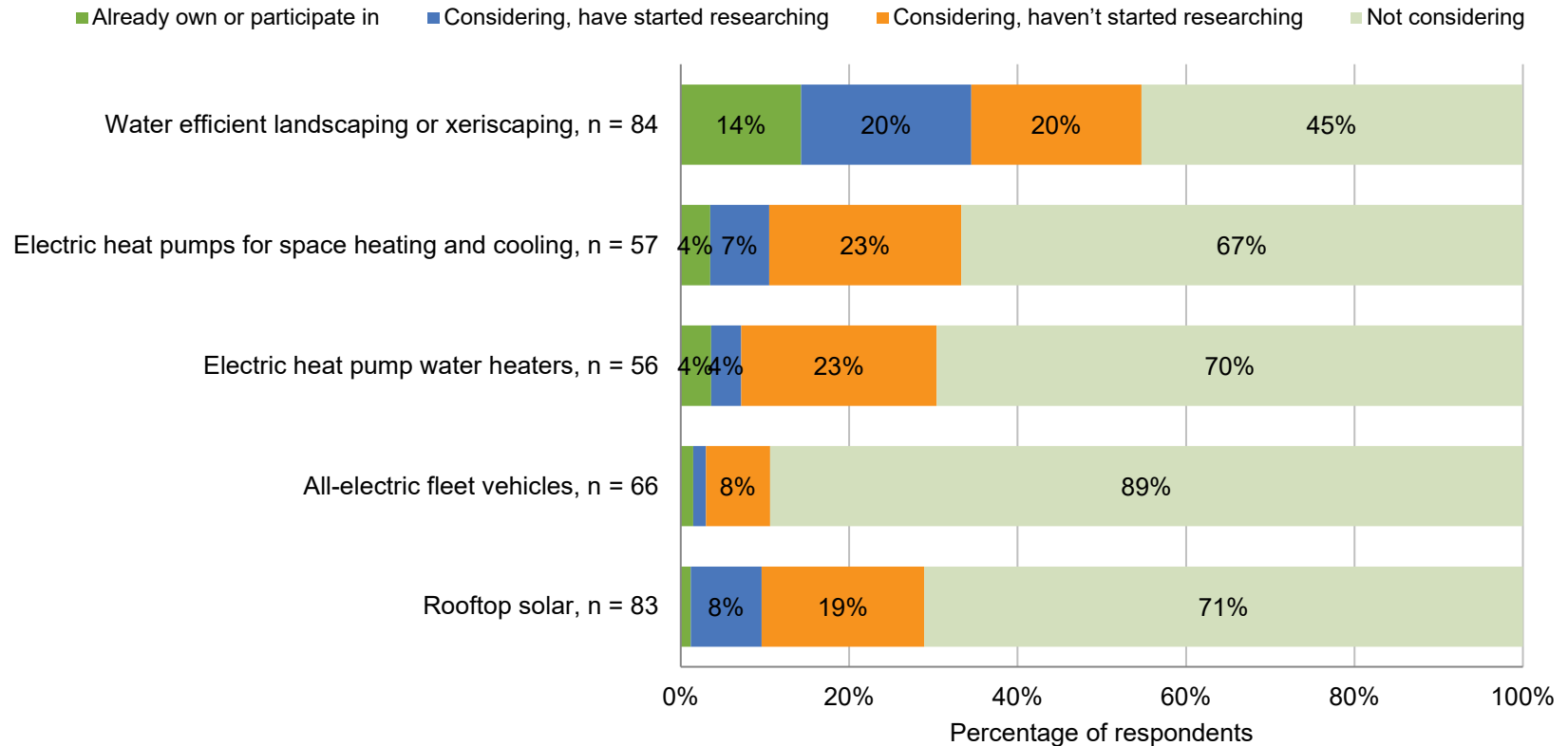© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** Respondents who are not currently participating in a water and power program (n = 89). **Question S3_4b:** What are the top three reasons you haven't enrolled your business in a program with Loveland Water and Power? Please select up to three options. **Notes:** Respondents were allowed to select more than one response.

S4_1: How would you describe your familiarity with each of the following technologies?

Legend: ■ Very familiar   ■ Somewhat familiar   ■ Not at all familiar

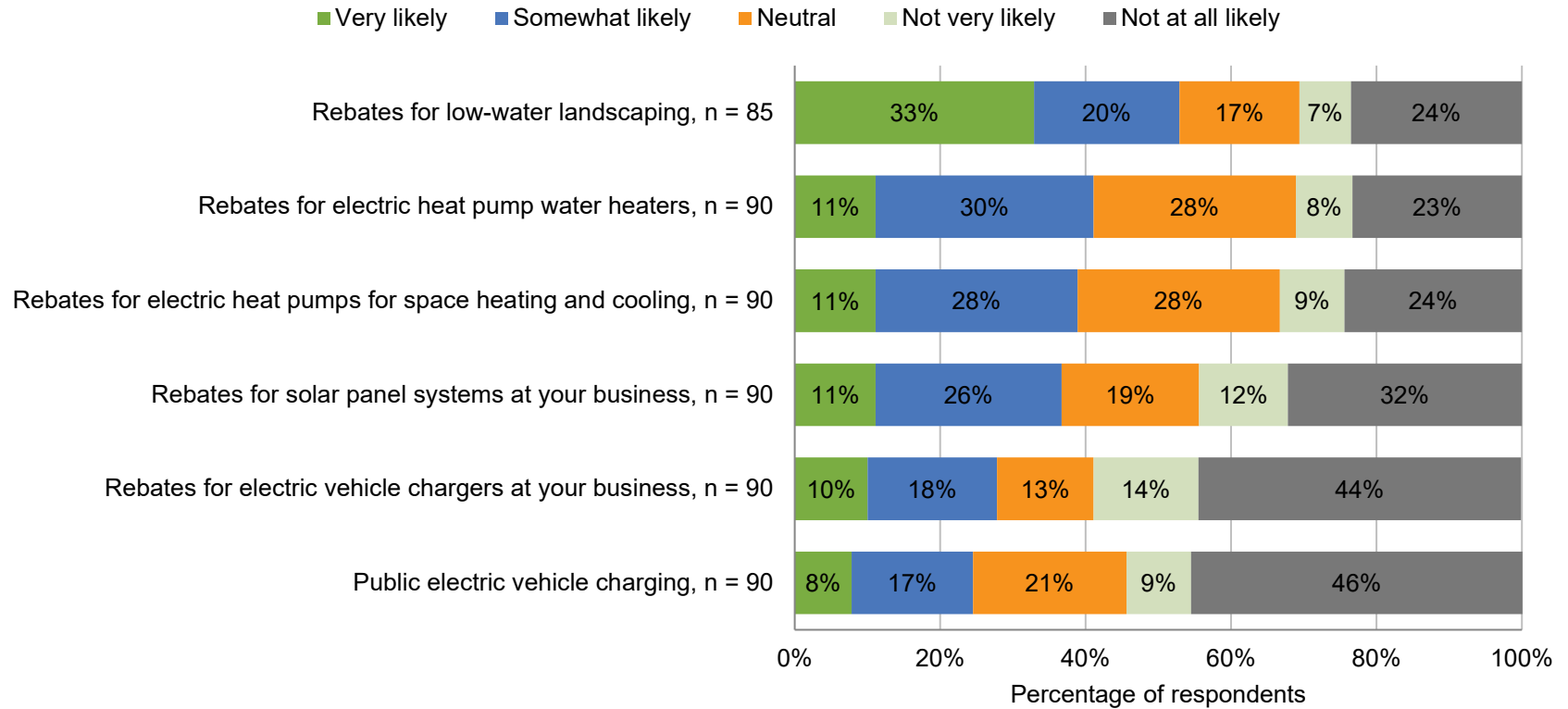| Technology	Very familiar	Somewhat familiar	Not at all familiar
Rooftop solar	25%	57%	18%
Water efficient landscaping or xeriscaping	23%	60%	17%
Electric heat pumps for space heating and cooling	19%	38%	44%
All-electric fleet vehicles	17%	49%	35%
Electric heat pump water heaters	14%	42%	45%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n=101). **Question S4_1:** How would you describe your familiarity with each of the following technologies? **Notes:** Percentages may not add to 100% due to rounding.

S4_2: Which statement best describes the stage you're at in the purchase process for the following technologies at your business?

Legend: ■ Already own or participate in ■ Considering, have started researching ■ Considering, haven't started researching ■ Not considering

Technology	Already own or participate in	Considering, have started researching	Considering, haven't started researching	Not considering
Water efficient landscaping or xeriscaping, n = 84	14%	20%	20%	45%
Electric heat pumps for space heating and cooling, n = 57	4%	7%	23%	67%
Electric heat pump water heaters, n = 56	4%	4%	23%	70%
All-electric fleet vehicles, n = 66			8%	89%
Rooftop solar, n = 83		8%	19%	71%

Percentage of respondents

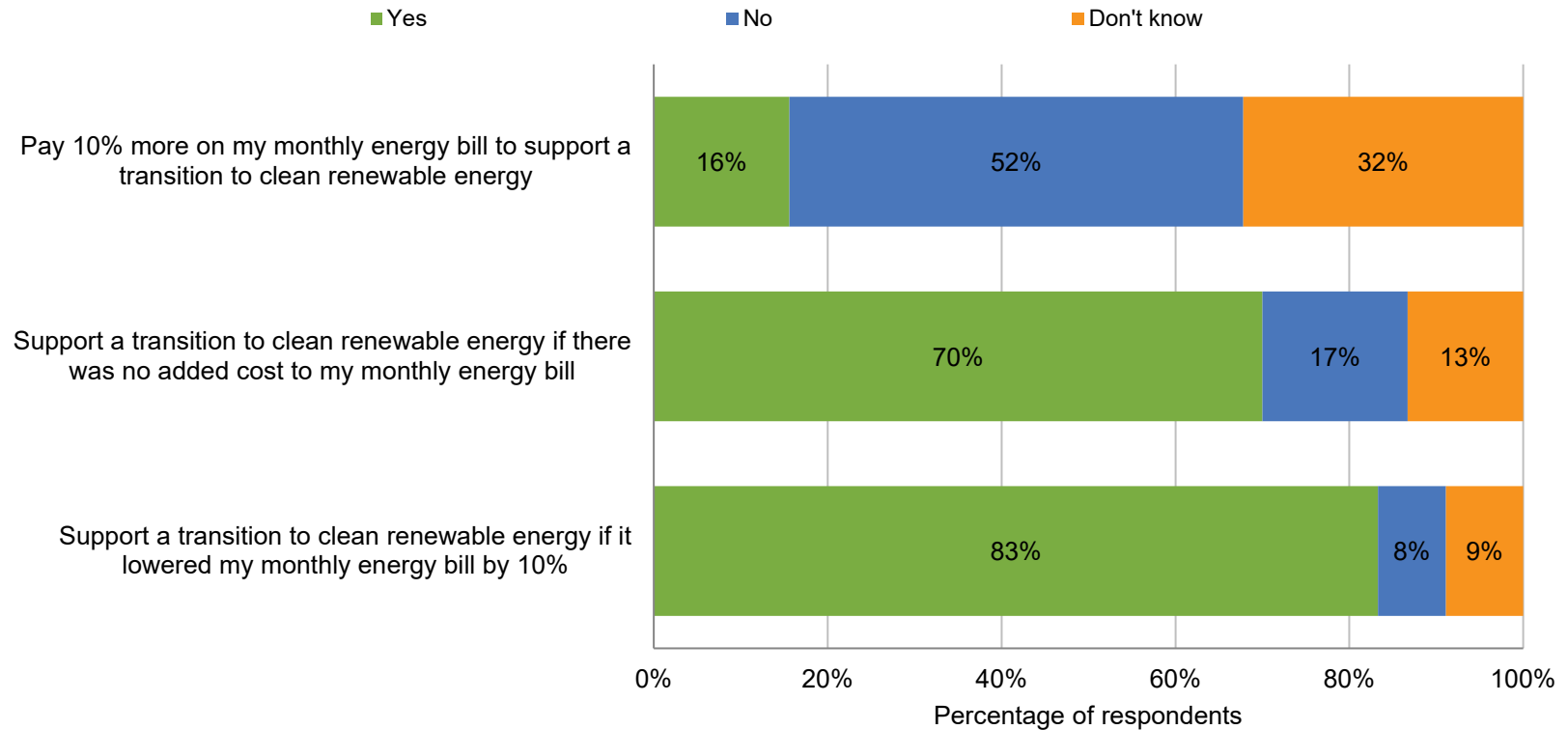© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** Respondents who report being somewhat or very familiar with each technology in S4_1. **Question S4_2:** Which statement best describes the stage you're at in the purchase process for the following technologies at your business? **Notes:** Percentages of 2% or less not shown. Percentages may not add to 100% due to rounding.

S4_3: If Loveland Water and Power were to offer the following potential water or energy programs in the future, how likely would your business be to participate?

Legend: Very likely, Somewhat likely, Neutral, Not very likely, Not at all likely

Program	Very likely	Somewhat likely	Neutral	Not very likely	Not at all likely
Rebates for low-water landscaping, n = 85	33%	20%	17%	7%	24%
Rebates for electric heat pump water heaters, n = 90	11%	30%	28%	8%	23%
Rebates for electric heat pumps for space heating and cooling, n = 90	11%	28%	28%	9%	24%
Rebates for solar panel systems at your business, n = 90	11%	26%	19%	12%	32%
Rebates for electric vehicle chargers at your business, n = 90	10%	18%	13%	14%	44%
Public electric vehicle charging, n = 90	8%	17%	21%	9%	46%

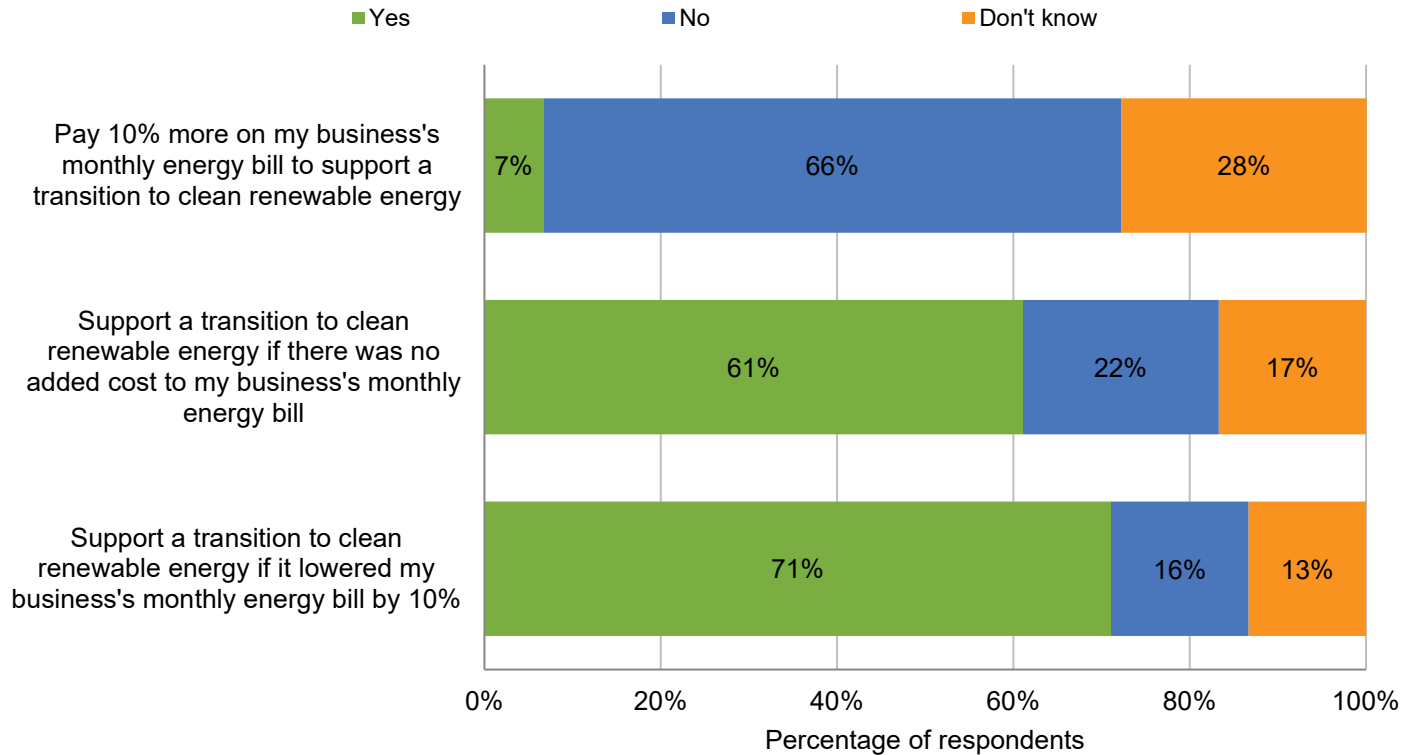Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S4_3:** If Loveland Water and Power were to offer the following potential water or energy programs in the future, how likely would your business be to participate? **Notes:** Percentages may not add to 100% due to rounding.

E Source

S4_4: Considering a transition to renewable energy, would you be willing to…

Legend: ■ Yes ■ No ■ Don't know

Pay 10% more on my monthly energy bill to support a transition to clean renewable energy
- Yes: 16%
- No: 52%
- Don't know: 32%

Support a transition to clean renewable energy if there was no added cost to my monthly energy bill
- Yes: 70%
- No: 17%
- Don't know: 13%

Support a transition to clean renewable energy if it lowered my monthly energy bill by 10%
- Yes: 83%
- No: 8%
- Don't know: 9%

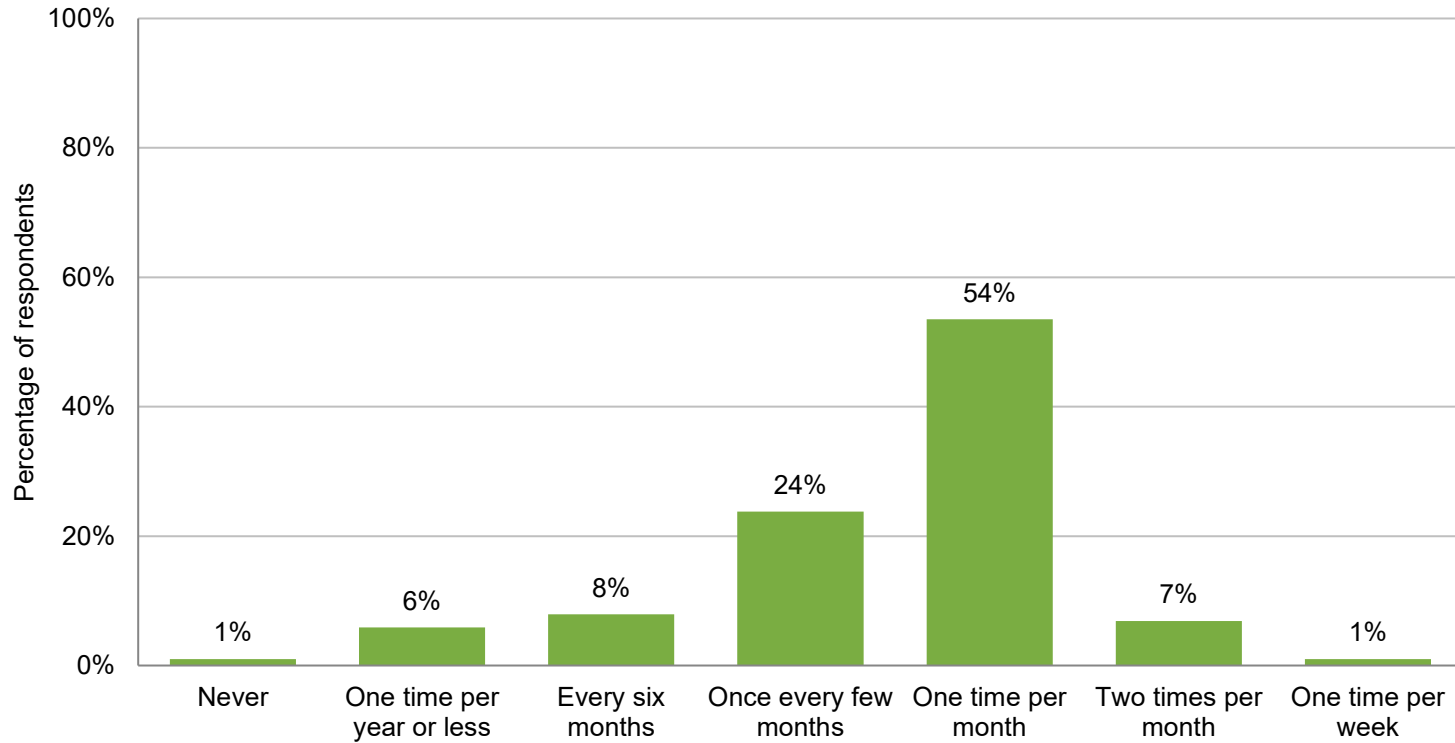X-axis: Percentage of respondents (0% to 100%)

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** Respondents with power service (n = 90). **Question S4_4:** Considering a transition to renewable energy, would you be willing to… **Notes:** Percentages may not add to 100% due to rounding.

S4_5: Considering adding solar power to your location, would you be willing to…

Legend: ■ Yes ■ No ■ Don't know

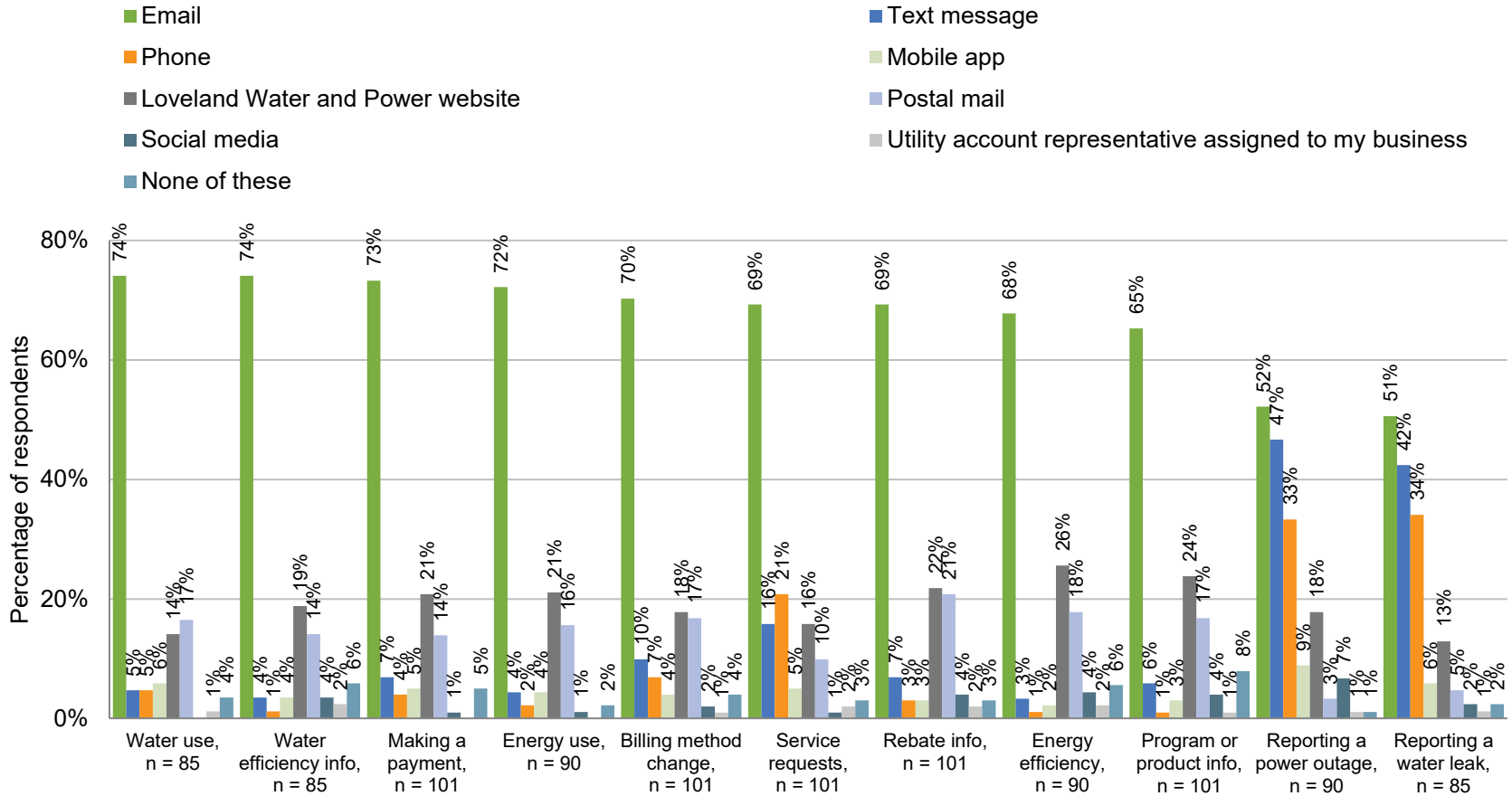| Category	Yes	No	Don't know
Pay 10% more on my business's monthly energy bill to support a transition to clean renewable energy	7%	66%	28%
Support a transition to clean renewable energy if there was no added cost to my business's monthly energy bill	61%	22%	17%
Support a transition to clean renewable energy if it lowered my business's monthly energy bill by 10%	71%	16%	13%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** Respondents with power service (n = 90). **Question S4_5:** Considering adding solar power to your location, would you be willing to… **Notes:** Percentages may not add to 100% due to rounding.

E Source

S5_1: How often would you prefer to hear from Loveland Water and Power with general updates and information?
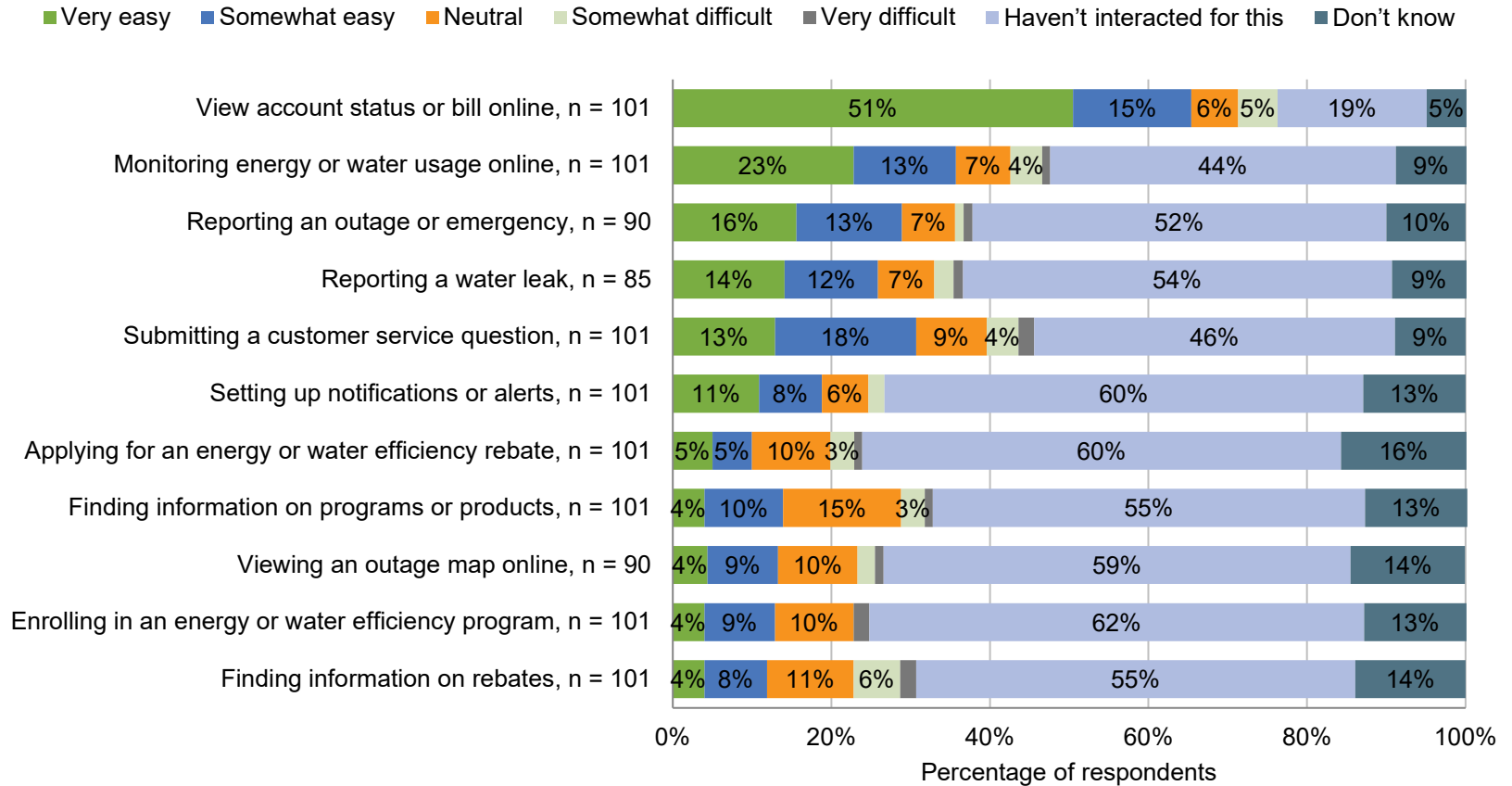

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S5_1:** How often would you prefer to hear from Loveland Water and Power with general updates and information? **Notes:**

S5_2: Which ways would you prefer Loveland Water and Power contact you about the following?

Legend:
- Email
- Phone
- Loveland Water and Power website
- Social media
- None of these
- Text message
- Mobile app
- Postal mail
- Utility account representative assigned to my business

Y-axis: Percentage of respondents

Category	Email
Water use, n = 85	74%
Water efficiency info, n = 85	74%
Making a payment, n = 101	73%
Energy use, n = 90	72%
Billing method change, n = 101	70%
Service requests, n = 101	69%
Rebate info, n = 101	69%
Energy efficiency, n = 90	68%
Program or product info, n = 101	65%
Reporting a power outage, n = 90	52%
Reporting a water leak, n = 85	51%

S5_3: Please rate the ease of conducting the following interactions with Loveland Water and Power. (Overall)

Legend: ■ Very easy ■ Somewhat easy ■ Neutral ■ Somewhat difficult ■ Very difficult ■ Haven't interacted for this ■ Don't know

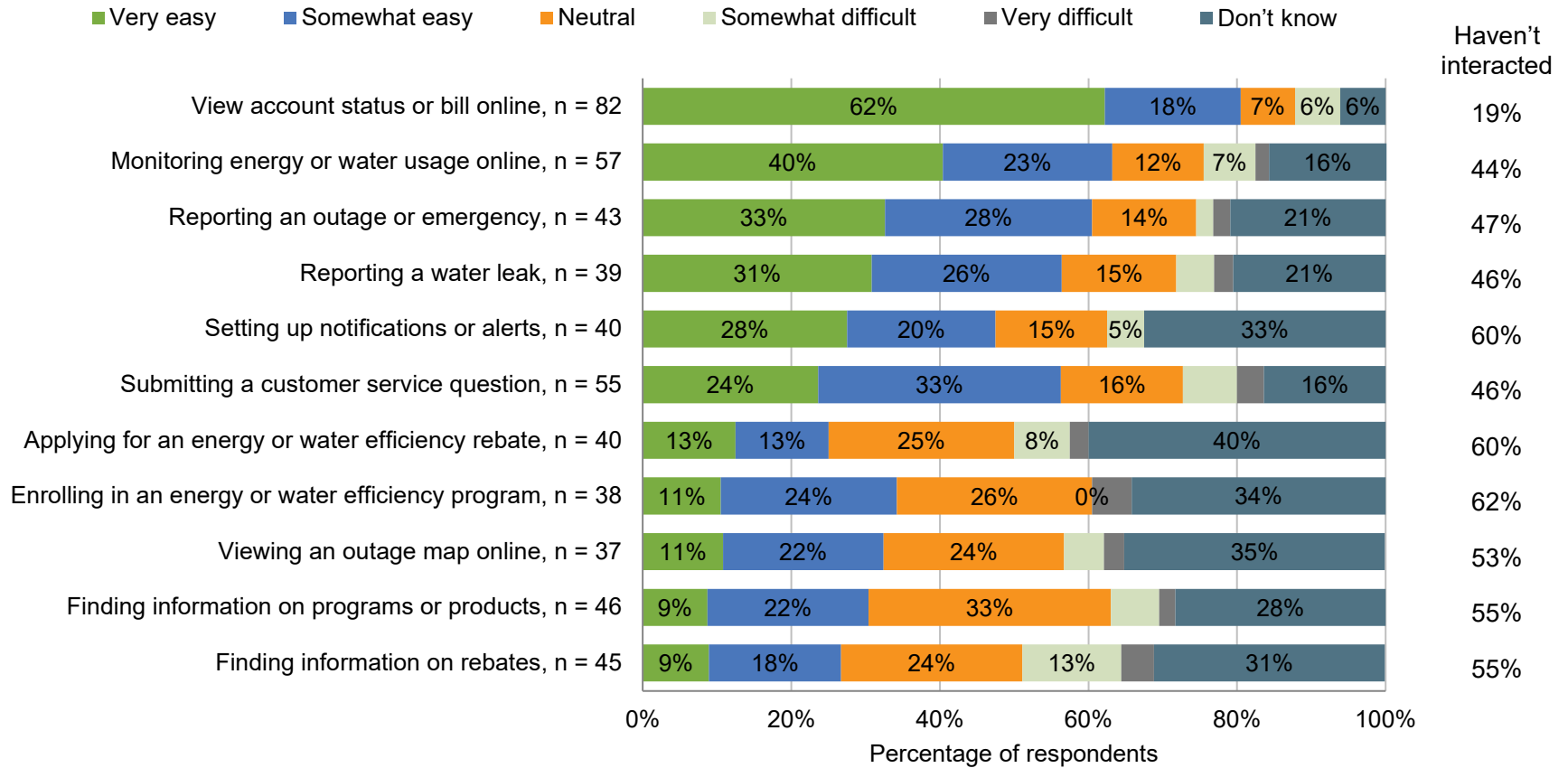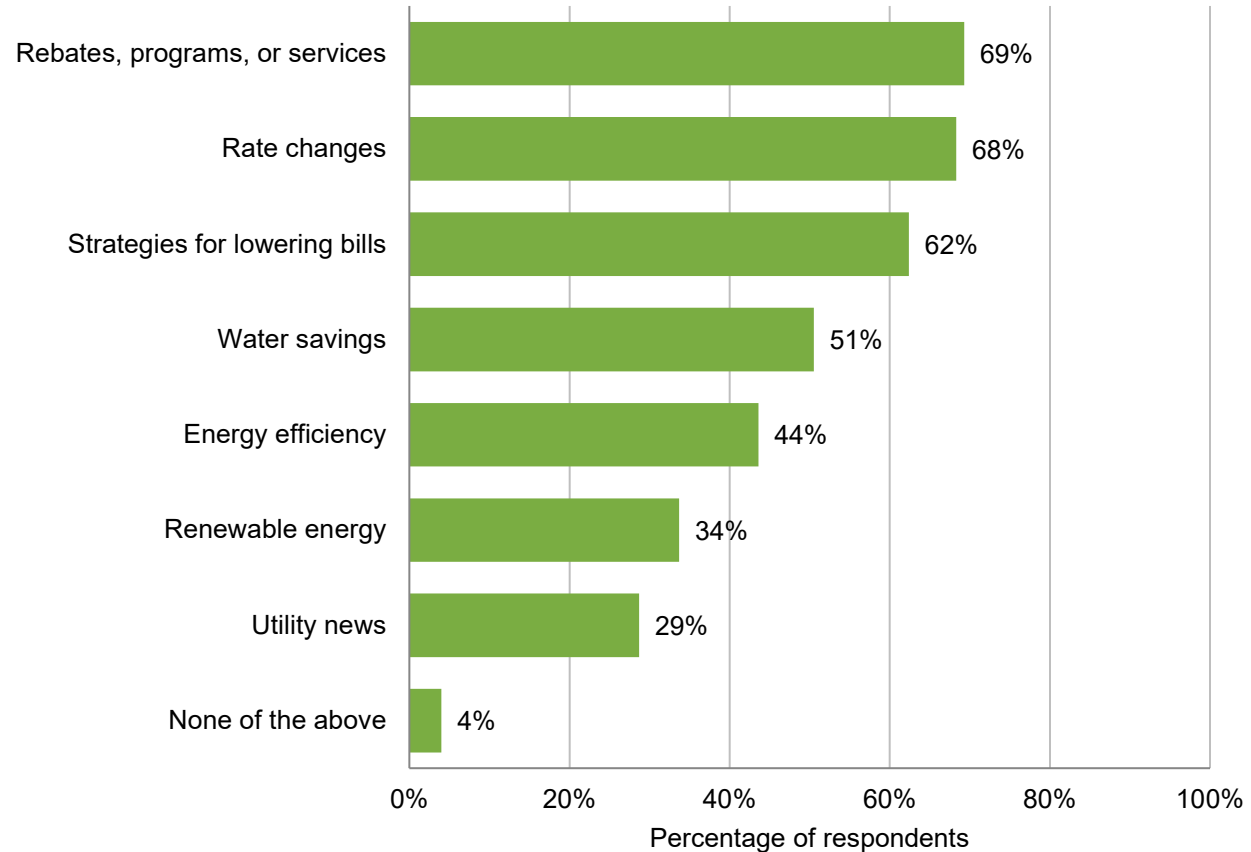| Interaction	Very easy	Somewhat easy	Neutral	Somewhat difficult	Haven't interacted for this	Don't know
View account status or bill online, n = 101	51%	15%	6%	5%	19%	5%
Monitoring energy or water usage online, n = 101	23%	13%	7%	4%	44%	9%
Reporting an outage or emergency, n = 90	16%	13%	7%		52%	10%
Reporting a water leak, n = 85	14%	12%	7%		54%	9%
Submitting a customer service question, n = 101	13%	18%	9%	4%	46%	9%
Setting up notifications or alerts, n = 101	11%	8%	6%		60%	13%
Applying for an energy or water efficiency rebate, n = 101	5%	5%	10%	3%	60%	16%
Finding information on programs or products, n = 101	4%	10%	15%	3%	55%	13%
Viewing an outage map online, n = 90	4%	9%	10%		59%	14%
Enrolling in an energy or water efficiency program, n = 101	4%	9%	10%		62%	13%
Finding information on rebates, n = 101	4%	8%	11%	6%	55%	14%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents, n varies by service as shown. **Question S5_3:** Please rate the ease of conducting the following interactions with Loveland Water and Power. If you haven't had some type of interaction, please select "haven't interacted for this." **Notes:** Percentages of 2% or less not shown. Percentages may not add to 100% due to rounding.

S5_3: Please rate the ease of conducting the following interactions with Loveland Water and Power. (Only those who interacted)
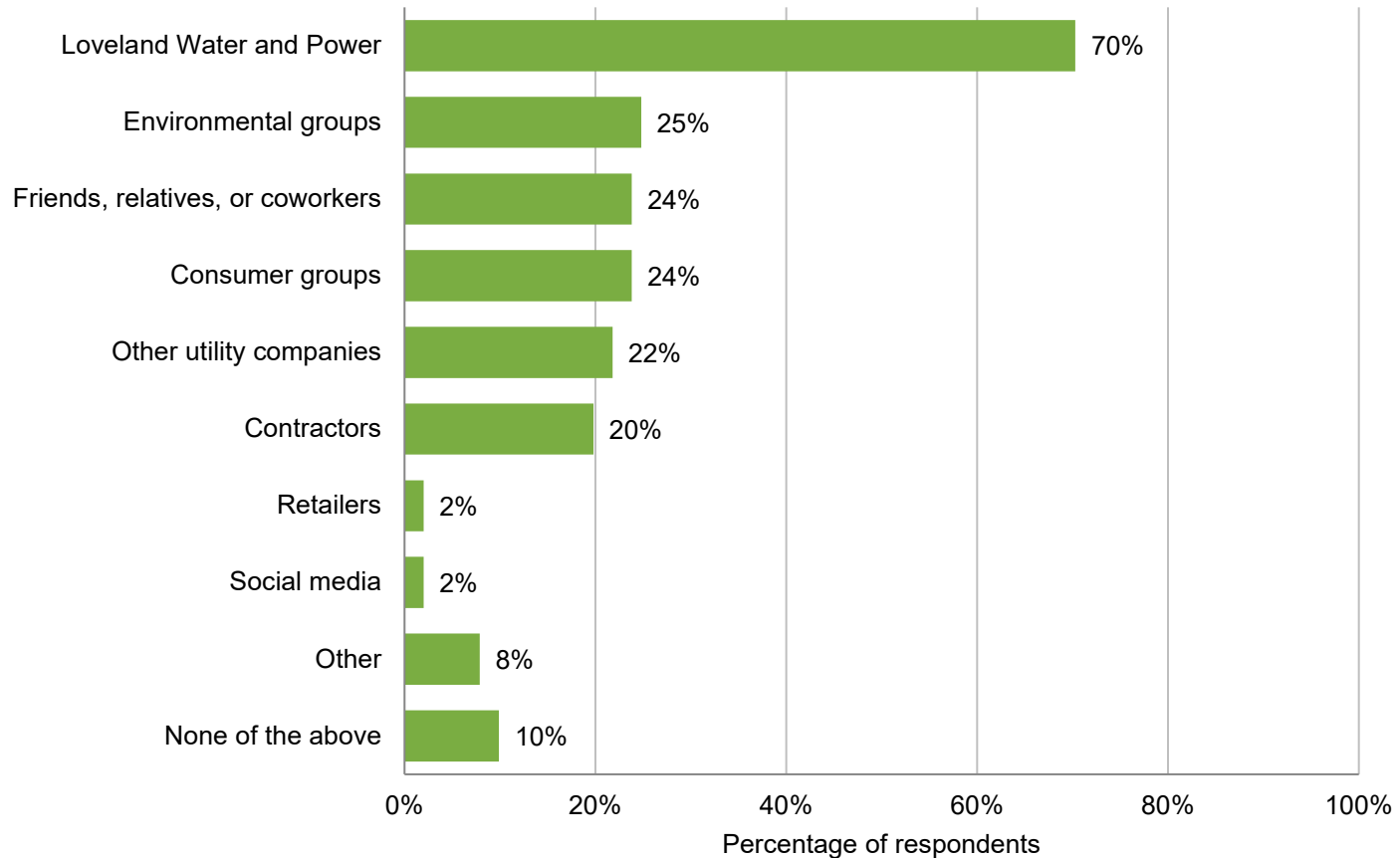
Legend: ■ Very easy ■ Somewhat easy ■ Neutral ■ Somewhat difficult ■ Very difficult ■ Don't know

Interaction	Very easy	Somewhat easy	Neutral	Somewhat difficult	Very difficult	Don't know	Haven't interacted
View account status or bill online, n = 82	62%	18%	7%	6%		6%	19%
Monitoring energy or water usage online, n = 57	40%	23%	12%	7%		16%	44%
Reporting an outage or emergency, n = 43	33%	28%	14%			21%	47%
Reporting a water leak, n = 39	31%	26%	15%			21%	46%
Setting up notifications or alerts, n = 40	28%	20%	15%	5%		33%	60%
Submitting a customer service question, n = 55	24%	33%	16%			16%	46%
Applying for an energy or water efficiency rebate, n = 40	13%	13%	25%	8%		40%	60%
Enrolling in an energy or water efficiency program, n = 38	11%	24%	26%	0%		34%	62%
Viewing an outage map online, n = 37	11%	22%	24%			35%	53%
Finding information on programs or products, n = 46	9%	22%	33%			28%	55%
Finding information on rebates, n = 45	9%	18%	24%	13%		31%	55%

Percentage of respondents (x-axis: 0% to 100%)

S5_4: Which of the following topics are you interested in hearing more about from Loveland Water and Power in the coming year?

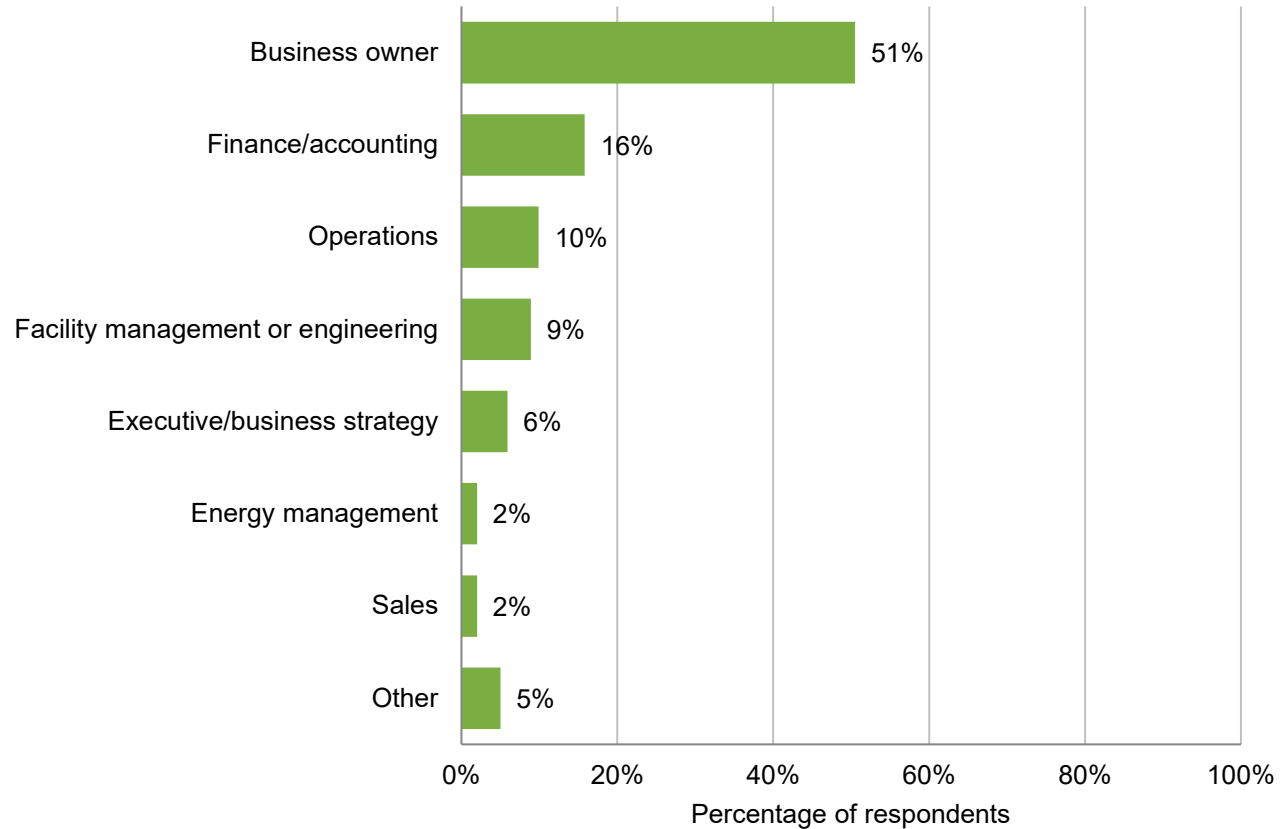Horizontal bar chart showing percentage of respondents:

- Rebates, programs, or services: 69%
- Rate changes: 68%
- Strategies for lowering bills: 62%
- Water savings: 51%
- Energy efficiency: 44%
- Renewable energy: 34%
- Utility news: 29%
- None of the above: 4%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S5_4:** Which of the following topics are you interested in hearing more about from Loveland Water and Power in the coming year? Please select all that apply. **Notes:** Respondents were allowed to select more than one response.

S5_5: When looking for information about energy efficiency and water conservation, what sources do you trust most for information?
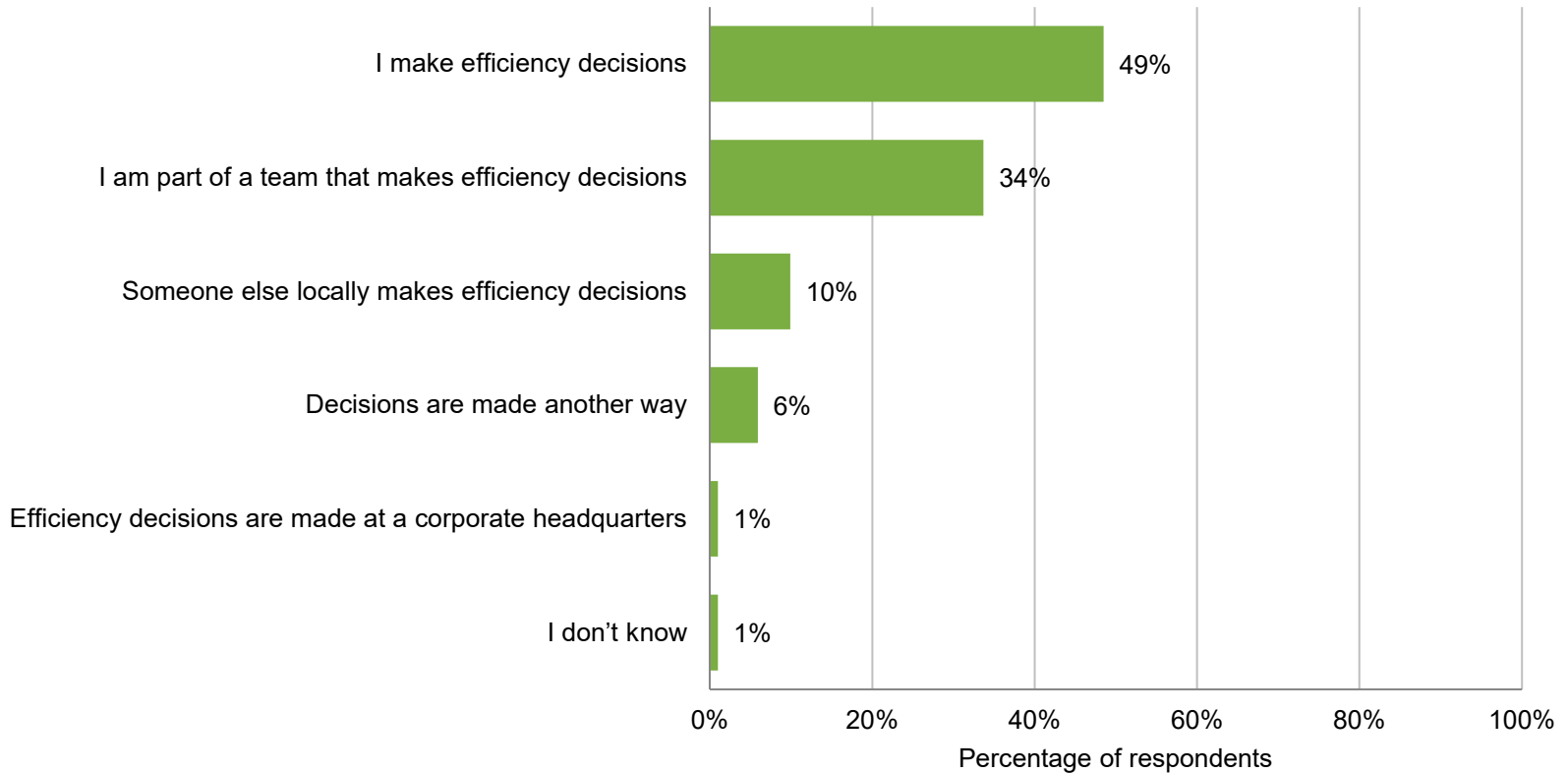

Horizontal bar chart titled "Percentage of respondents":

Source	Percentage
Loveland Water and Power	70%
Environmental groups	25%
Friends, relatives, or coworkers	24%
Consumer groups	24%
Other utility companies	22%
Contractors	20%
Retailers	2%
Social media	2%
Other	8%
None of the above	10%

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S5_5:** When looking for information about energy efficiency and water conservation, what sources do you trust most for information? Please select all that apply. **Notes:** Respondents were allowed to select more than one response.

S6_1: Which of the following best describes your primary role or professional responsibility?

Business owner — 51%
Finance/accounting — 16%
Operations — 10%
Facility management or engineering — 9%
Executive/business strategy — 6%
Energy management — 2%
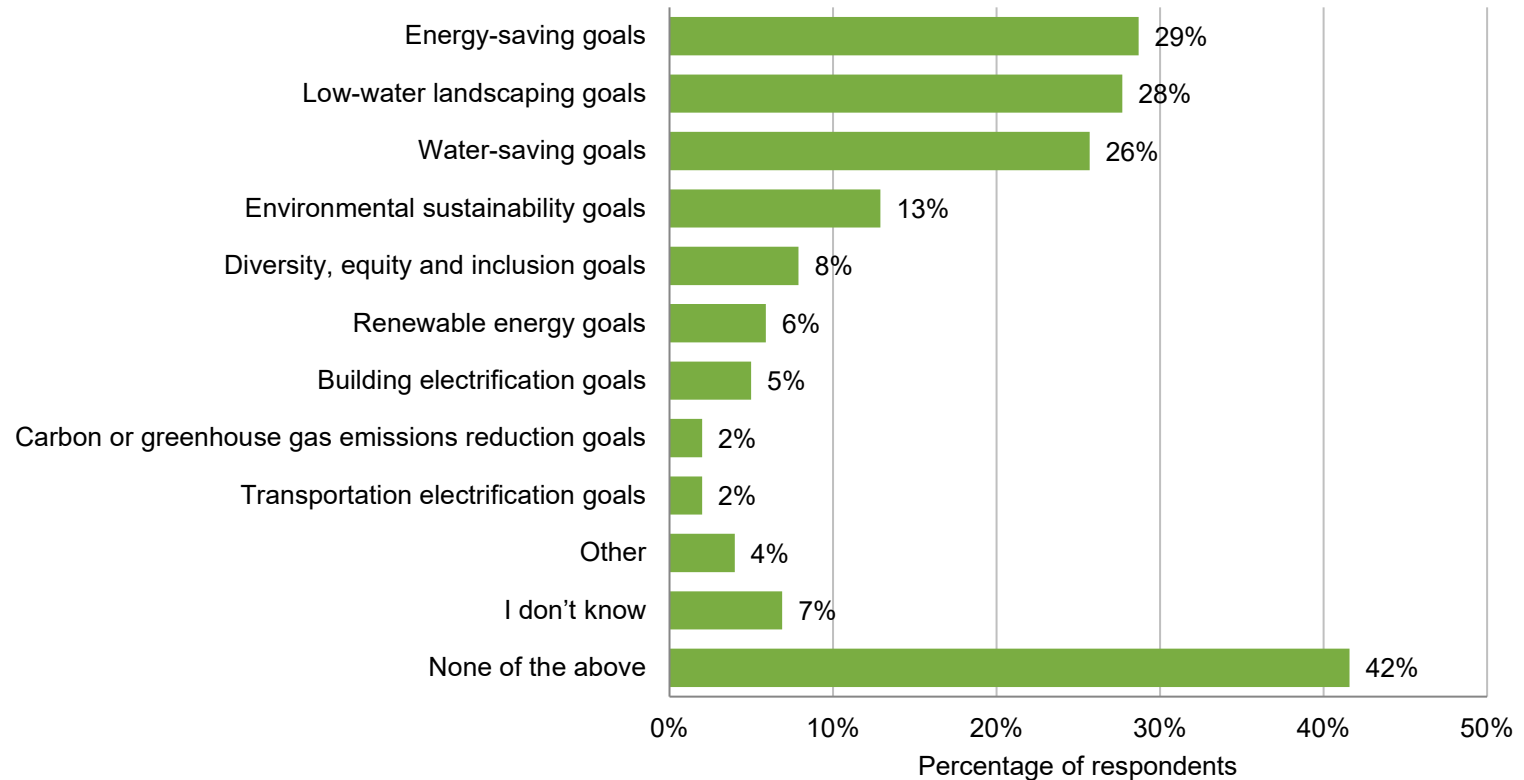Sales — 2%
Other — 5%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S6_1:** Which of the following best describes your primary role or professional responsibility? **Notes:** Percentages may not add to 100% due to rounding.

S6_2: Which of the following statements best describes how water or energy efficiency-related decisions are typically made at your company?

Chart — Percentage of respondents:

- I make efficiency decisions: 49%
- I am part of a team that makes efficiency decisions: 34%
- Someone else locally makes efficiency decisions: 10%
- Decisions are made another way: 6%
- Efficiency decisions are made at a corporate headquarters: 1%
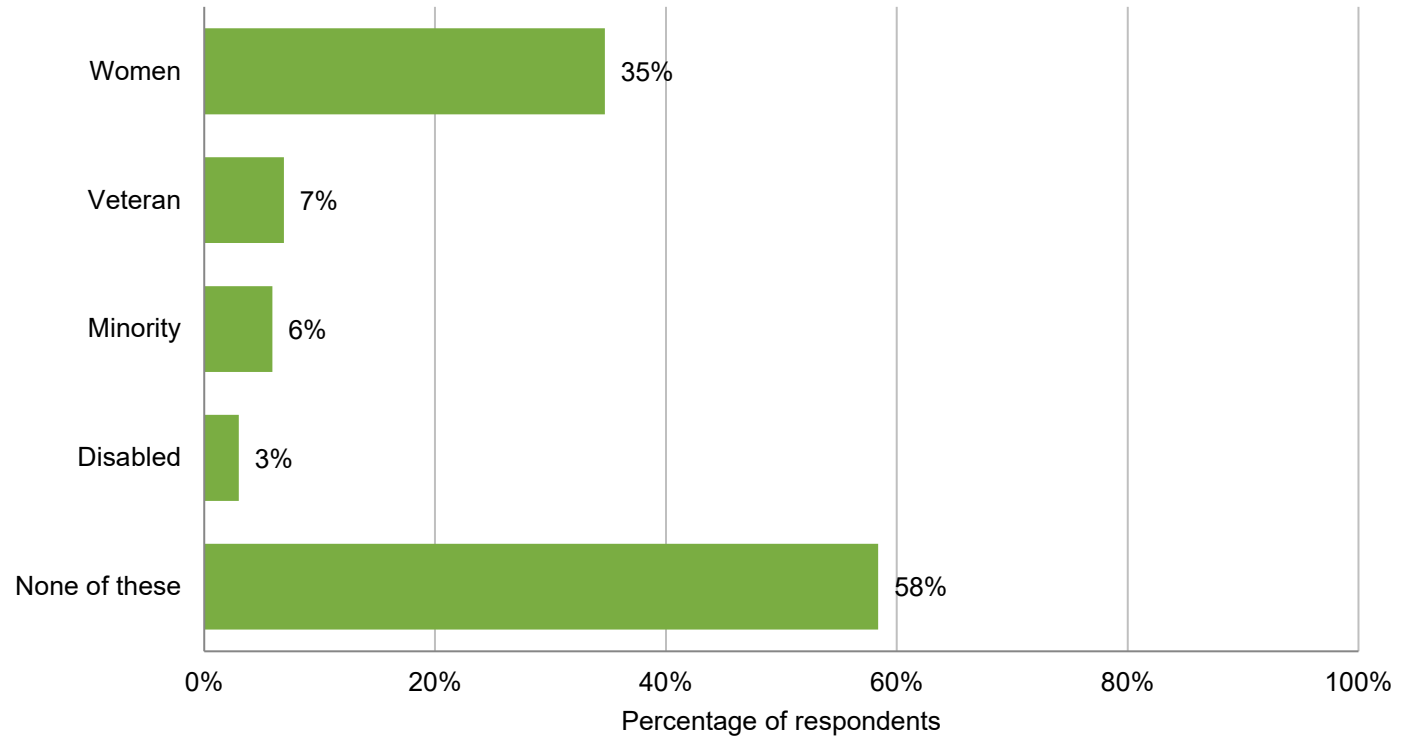- I don't know: 1%

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S6_2:** Which of the following statements best describes how water or energy efficiency-related decisions are typically made at your company? **Notes:** Percentages may not add to 100% due to rounding.

S6_3: Which of the following energy-related goals, if any, does your business currently have in place? Please select all that apply.

Energy-saving goals — 29%
Low-water landscaping goals — 28%
Water-saving goals — 26%
Environmental sustainability goals — 13%
Diversity, equity and inclusion goals — 8%
Renewable energy goals — 6%
Building electrification goals — 5%
Carbon or greenhouse gas emissions reduction goals — 2%
Transportation electrification goals — 2%
Other — 4%
I don't know — 7%
None of the above — 42%

Percentage of respondents

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S6_3:** Which of the following energy-related goals, if any, does your business currently have in place? Please select all that apply. **Notes:** Respondents were allowed to select more than one response.

S6_4: Which of the following describes the ownership of your business? Please select all that apply.

© E Source (2023 Loveland Water and Power Business Customer Survey). **Base:** All respondents (n = 101). **Question S6_4:** Which of the following describes the ownership of your business? Please select all that apply. **Notes:** Respondents were allowed to select more than one response.

About E Source

Creating the Sustainable Utility together

Based in Boulder, Colorado, E Source blends industry-leading research, predictive data science, and solution services to help utilities make better decisions to support their customers, their bottom line, and our planet.

With a commitment to practical innovation, we use more than three decades of utility-focused experience and our unique solution set to help clients achieve their goal of becoming the Sustainable Utility.

For more information contact E Source.
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