

Understanding Residential Customer Perceptions of RNG Products – June 2021

Background & Methodology

Xcel Energy Branded Online Survey On Residential Customer Perceptions of an RNG Program

Survey Fielding: May 21-27, 2021

Total Invitations Sent Via E-Mail: 4,327

Target Audience: Residential Customers in Colorado who are enrolled in either the Windsource program or Renewable Connect program

Total Survey Completes: 247

Response Rate: 5.7 (247 completed/4,327 sent)

Incentive Used: None

Key Takeaways

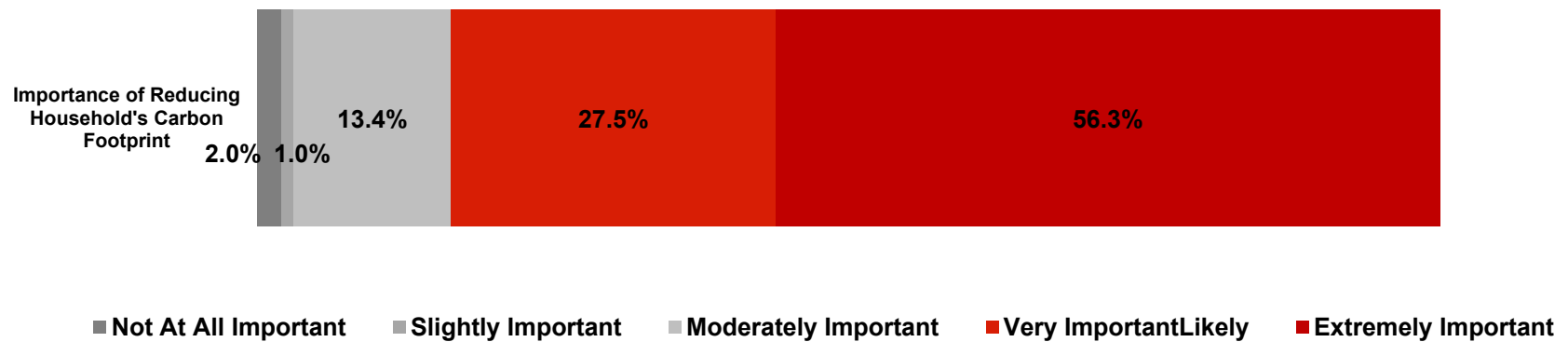
Residential Customers Surveyed Overwhelmingly Believe Reducing One's Carbon Footprint To Be Important

Most Residential Customers Also Reported Factoring In Natural Gas Usage When Considering Their Carbon Footprint

Residential Customers Would Rather Focus On Recycling And Reducing Water Waste Than Reducing Natural Gas Usage In Their Homes As A Means Of Lowering Their Household Carbon Footprint

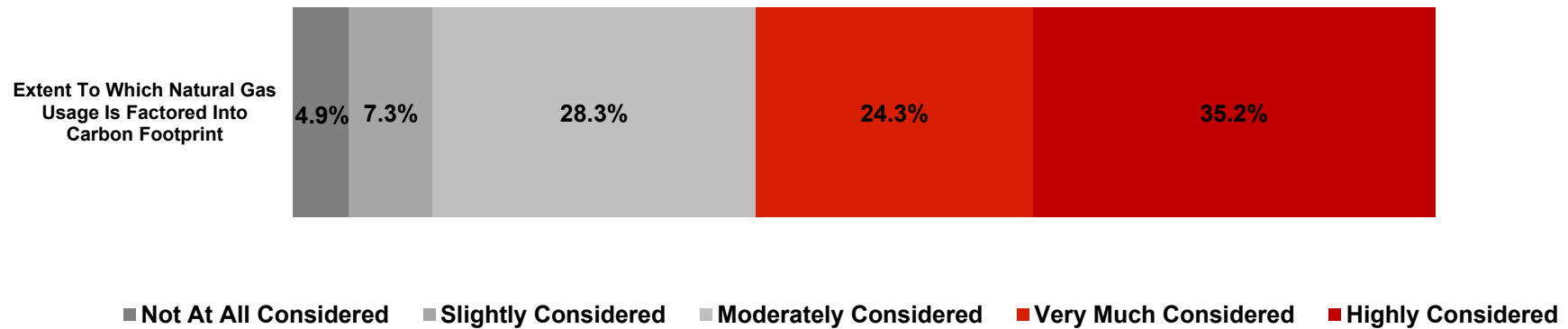
More Than Half Of Residential Customers Surveyed Would Be Very Or Highly Likely To Participate In An RNG Program

Residential Customers Surveyed Overwhelmingly Believe Reducing One's Carbon Footprint To Be Important



Q1: Given this definition of one's carbon footprint, please indicate on a scale of 1 to 5, with 5 being "Extremely Important" and 1 being "Not at all Important" how important it is for you to reduce you or your household's carbon footprint.

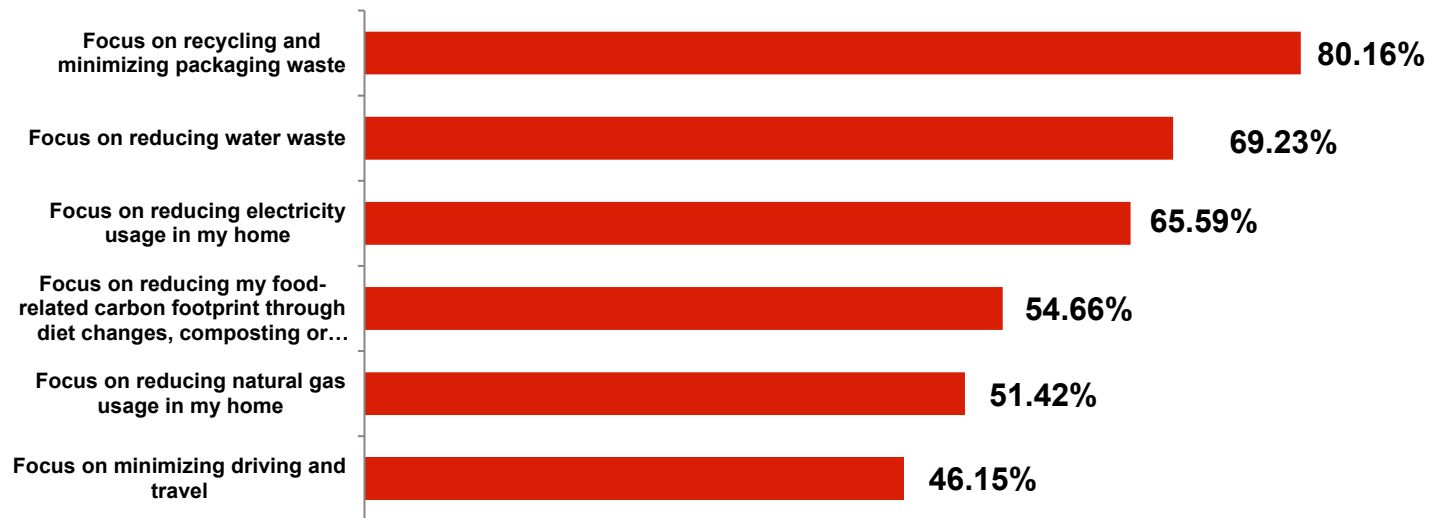
Most Residential Customers Also Reported Factoring In Natural Gas Usage When Considering Their Carbon Footprint



Q2: And when considering your personal carbon footprint or the carbon footprint of your household, please indicate the extent to which you factor into that consideration natural gas usage (for example, through actions such as using natural gas kitchen appliances, drying laundry with a natural gas fueled appliance, using hot water from a natural gas fueled water heater, etc.)?

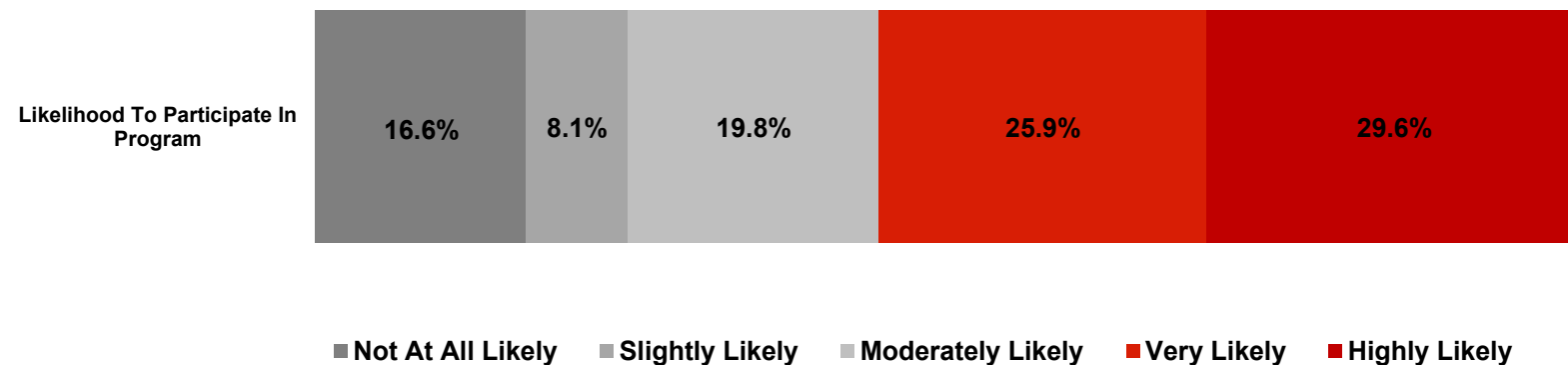
Residential Customers Would Rather Focus On Recycling And Reducing Water Waste Than Reducing Natural Gas Usage In Their Homes As A Means Of Lowering Their Household Carbon Footprint

Highest Likelihood To Focus On Within Next Year To Reduce Carbon Footprint



Q3: After reviewing the following list of areas of focus associated with reducing one's carbon footprint, please indicate those areas which you would have a high likelihood to focus on within the next year in terms of reducing you or your household's carbon footprint. Please select all that apply:

More Than Half Of Residential Customers Surveyed Would Be Very Or Highly Likely To Participate In An RNG Program



Q4: Based on these definitions, how likely would you be to participate in a program that allows you to offset your emissions from your natural gas usage through purchases of RNG and Carbon Offsets? This would involve paying an additional \$5 to \$20 a month on your natural gas bill to offset 25% to 100% of your natural gas emissions. Xcel Energy would use these additional funds to purchase a combination of RNG and local Carbon Offsets to offset the carbon emissions associated with your natural gas usage. In order to keep the program affordable, a majority of carbon reductions will result from carbon offset purchases rather than purchases of RNG.