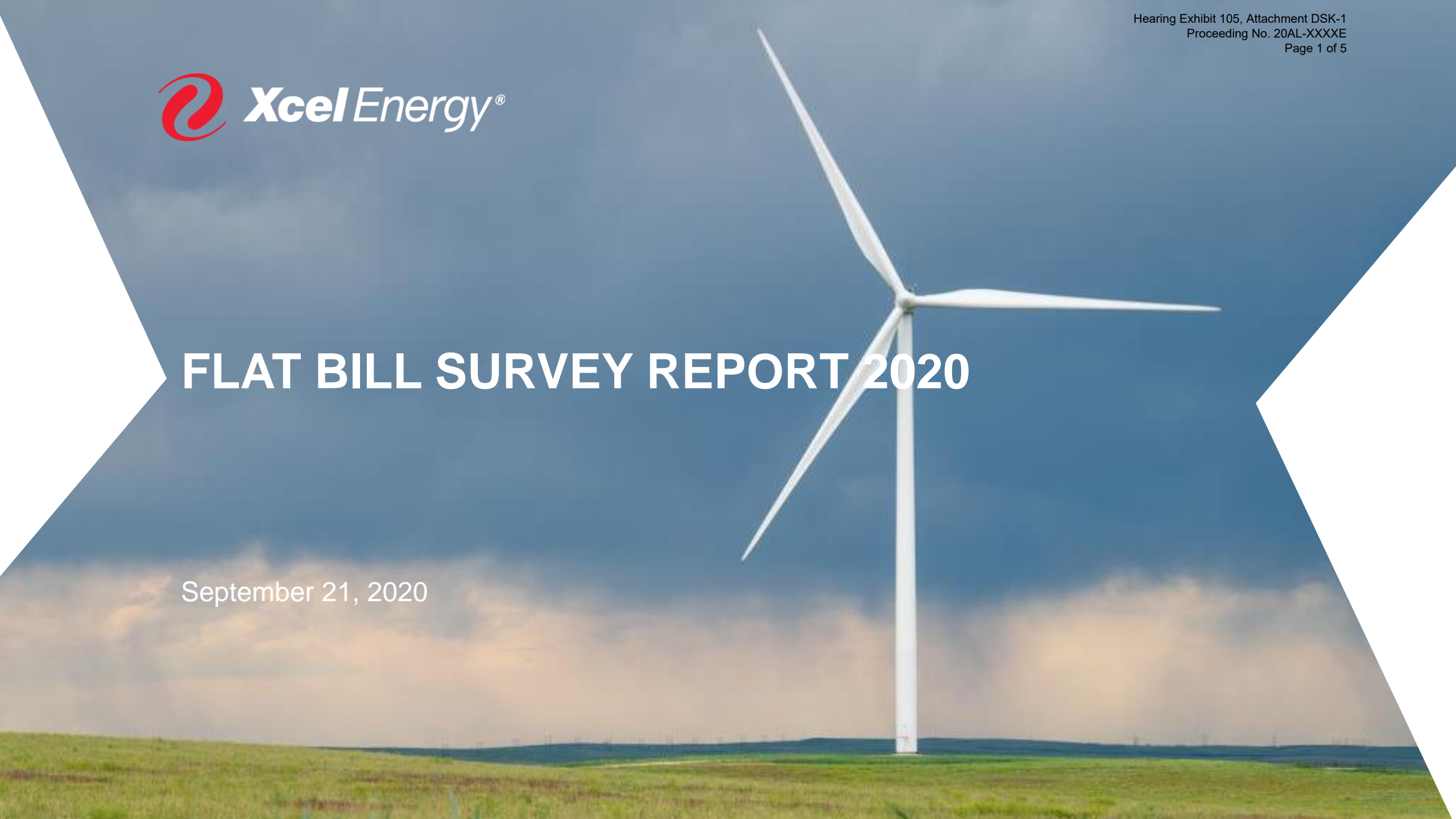




# FLAT BILL SURVEY REPORT 2020

September 21, 2020



# Background and Methodology

## Online survey of residential customers in Colorado

<b>Launch survey</b>	<b>09/08/2020</b>
Close survey	09/21/2020
Number of email invitations	39,633
Number of completes	3,152
Response rate	8%

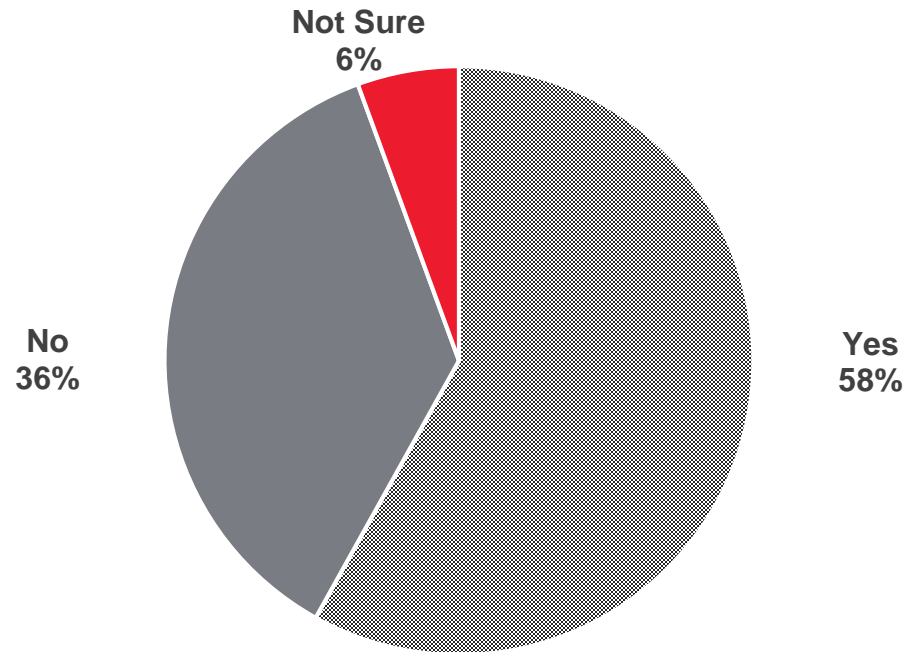
## Objectives

- Determine customer interest in a new flat bill plan
- Assess willingness to enroll in flat bill and at what price point

# AMP Customers Represent 58% of all Respondents

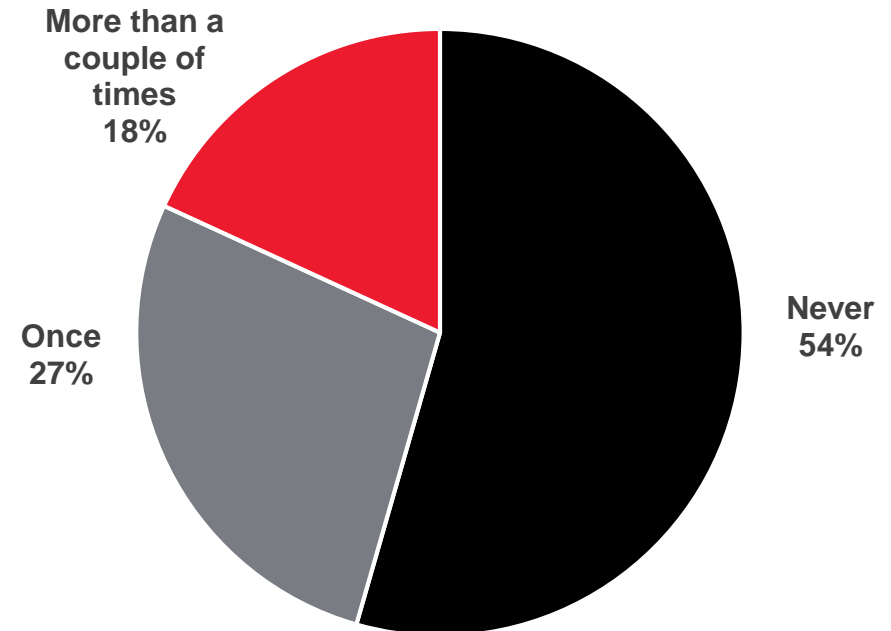
Nearly 50% of AMP Customers were surprised by changes to their payment

### AMP Customer



N=3,152

### Surprised by Changes



N=1,831

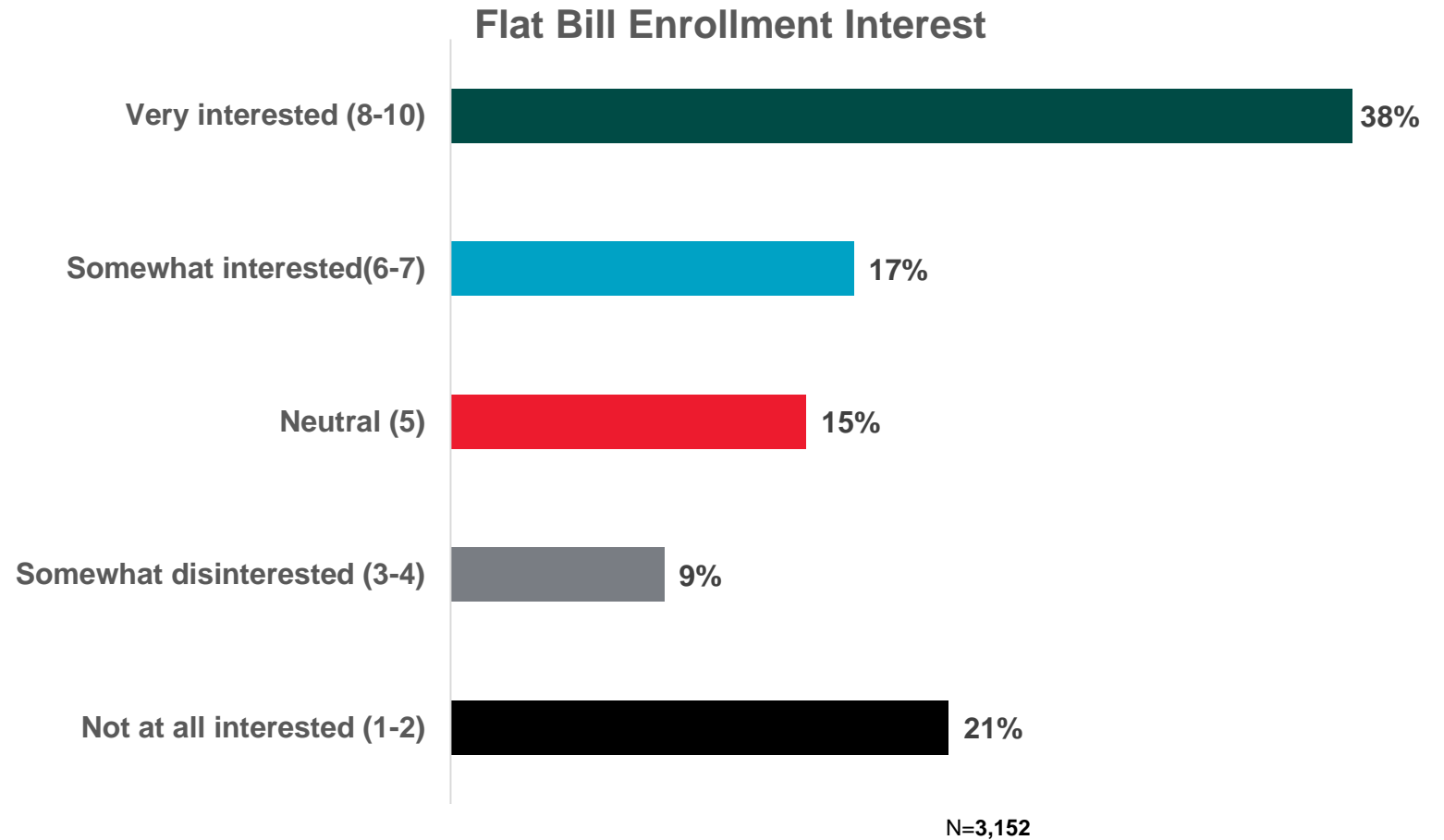
*Are you currently on the Average Monthly Payment plan?*

*Have you ever been surprised by changes to your Average Monthly Payment amount?*

# Nearly 40% of All Respondents Expressed Strong Interest in Flat Bill

***Please tell us how interested you would be in enrolling Flat Bill as described below.***

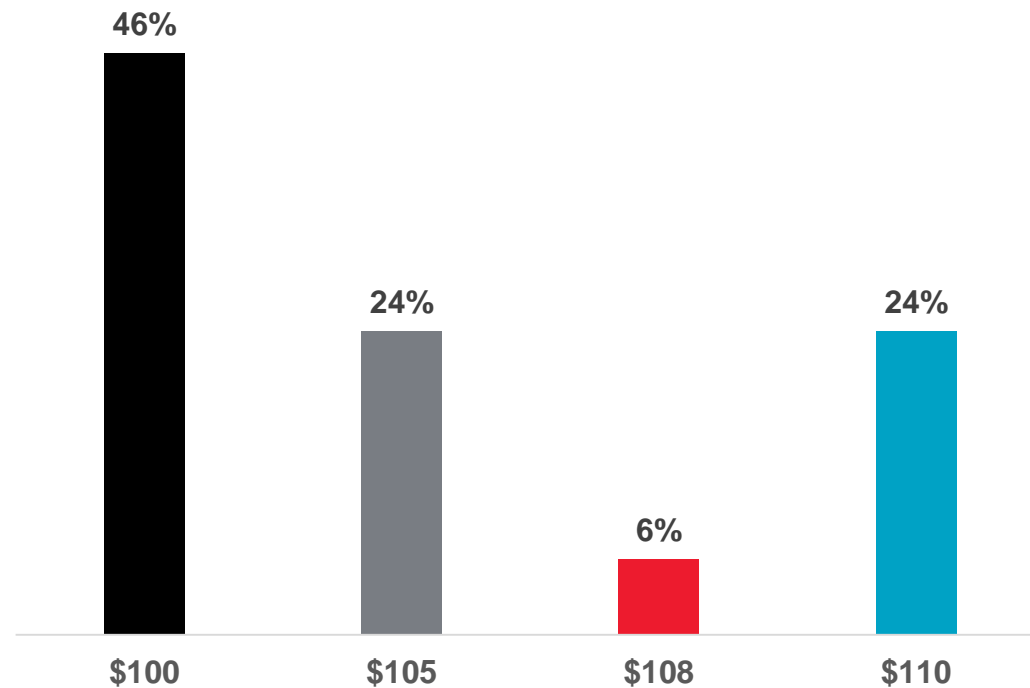
Flat Bill is a 12-month billing option designed to give you a consistent monthly bill based on your historical energy usage. Regardless of how much energy you use over a one year period, Flat Bill guarantees the same dollar amount every month. Flat Bill means NO surprises!



# Over 50% of Interested Respondents Were Willing to Pay More Than Last Years Average Monthly Bill for Bill Certainty

In thinking about flat bill, let's assume the average monthly bill for last year was \$100. In the coming year, what amount would you be willing to pay each month to ensure complete bill certainty?

Willingness to Pay for Bill Certainty



N= 1,728\*

\*Only customers who rated interest in flat bill as 6 or above.