



2012 Member Survey

Attitudes on
Cooperative Performance, Communications with Members, and Power
Supply Mix

September 2012



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Engineers and Consultants

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1 Introduction

Holy Cross Energy (HCE) conducted the 2012 Member Survey during the months of July and August 2012. The purpose of the survey was to collect customer attitudes and opinions on member services and cooperative management, communication options, power supply mix, and the cost for increasing HCE's renewable power supply resources. This report presents the key findings of the survey and the methodology employed in conducting the survey. The Appendix contains the tabulations and questionnaire.

1.1 Key Findings

Analysis of the survey results reveals the following:

- HCE customers scored HCE management and customer services very high with respect to 11 topics addressed. Compared to the results from a national survey conducted by Touchstone Energy Cooperative, HCE consistently scored higher on similar managerial and customer service issues. Refer to Section 5.1 for more details.
- When asked to rank the effectiveness of alternative modes of communication, HCE members did not endorse any methods presented with the same vigor evidenced in scoring HCE management and customer services. Refer to Section 5.2 for more details.
- Nearly two of every three respondents would provide HCE with their cell phone number so they could receive a text message notifying them of unanticipated power outages.
- While HCE is investigating ways to increase member participation in Board of Directors elections, customers did not express strong support for any of the alternative measures presented by HCE.
- Customers believe environmental impact of HCE's power supply mix and cost of electricity to members are both very important factors for HCE to consider when evaluating power supply resources.
- Nearly one of every four customers is willing to pay extra above the current 2% each month to increase renewable resources, reduce greenhouse gases, and promote energy efficiency and conservation. Only 14% believe the current 2% charge is too much and should be reduced.
- Nearly half of all respondents would be motivated to take action on energy efficiency improvements to their homes or business if HCE were to provide "On-Bill Financing".
- The average age of respondents is higher than the average age of the general population (19 years of age and older); however, comparison of results to those based on a sample of younger customers contacted via telephone interviews reveals no significant evidence of response bias in the results of the mail survey.

2 Sample Characteristics

The sample was designed to represent all local¹, year round residential customers receiving electric service on rate codes 1 through 29. A total of 3,500 questionnaires were mailed, and valid responses were collected from 440, yielding a response rate of 13 percent². The level of precision achieved for this survey was ± 5 percent at the 95 percent confidence level.

Representation of the sample in terms of geographic location and average kWh consumption was good; however, results were weighted to insure that they represented current population distributions by county. Comparisons of population and sample distributions are summarized as follows:

Sample Selection by Zip Code

Zip Code	Town	Sample Selected	Sample Realized
80426	Burns	0.00%	0.00%
81601	Glenwood Springs	2.30%	3.90%
81602	Glenwood Springs	0.30%	0.00%
81611	Aspen	8.00%	6.90%
81612	Aspen	5.00%	5.20%
81615	Snowmass Village	4.30%	3.20%
81620	Avon	10.40%	4.70%
81621	Basalt	8.30%	8.60%
81623	Carbondale	8.90%	13.00%
81631	Eagle	11.10%	10.60%
81632	Edwards	10.30%	11.10%
81635	Parachute	6.10%	9.30%
81636	Battlement Mesa	0.10%	0.00%
81637	Gypsum	7.50%	4.70%
81642	Meredith	0.10%	0.20%
81645	Minturn	0.30%	0.00%
81647	New Castle	0.40%	0.70%
81649	Red Cliff	0.00%	0.00%
81650	Rifle	0.70%	2.20%
81652	Silt	1.00%	1.20%
81654	Snowmass	1.30%	1.50%
81655	Wolcott	0.30%	0.70%
81656	Woody Creek	0.80%	0.50%
81657	Vail	6.70%	7.10%
81658	Vail	5.90%	4.70%

¹ Eagle, Pitkin and Garfield counties

² Response rates achieved in three previous surveys ranged from 13%-20%. Due to time constraints in conducting the 2012 survey, the allotted response time was limited to three weeks.

Members by County

County	Population Distribution	Sample Distribution	Weight
Eagle	60.7%	53.6%	1.1330
Garfield	19.8%	17.7%	1.1152
Pitkin	19.5%	28.6%	0.6796

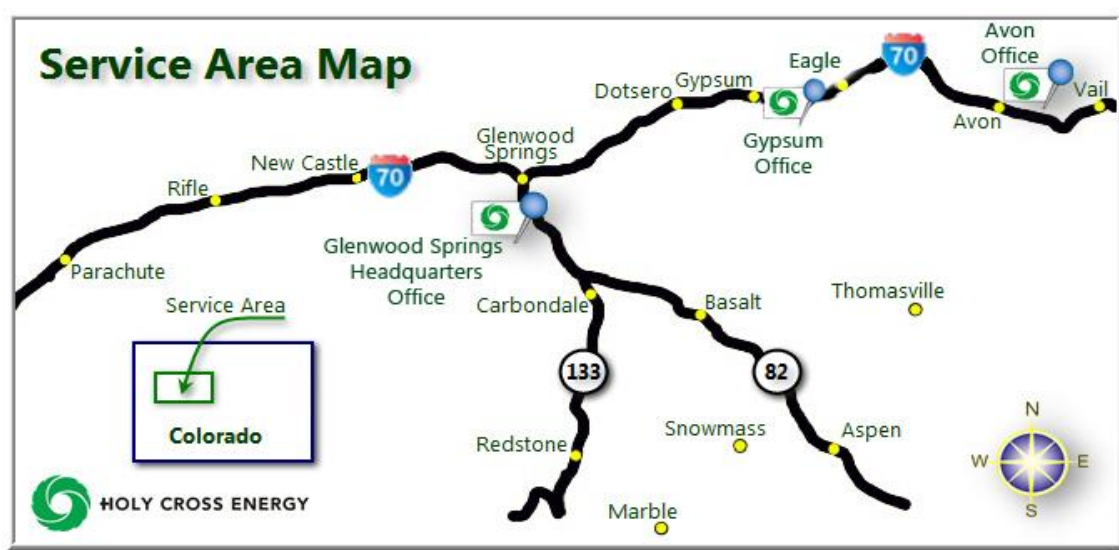
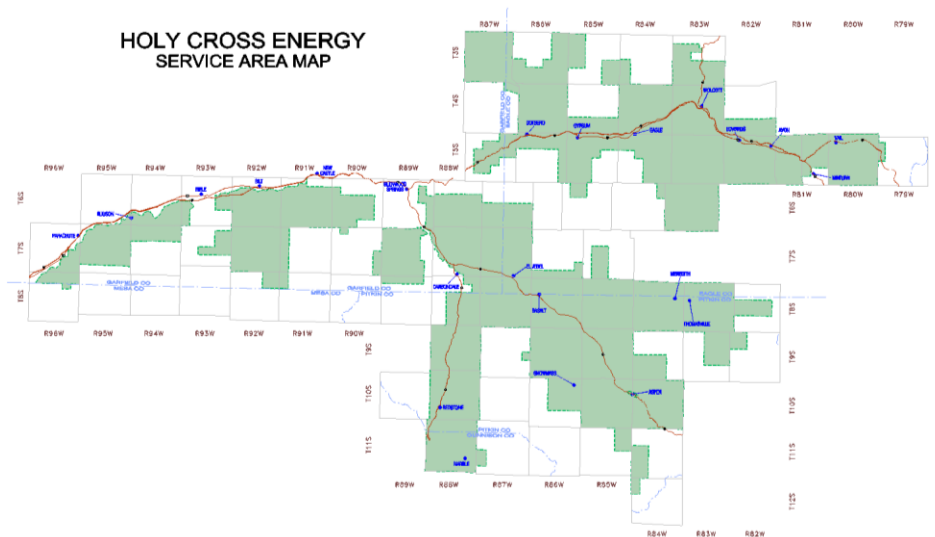
Average kWh Consumption

	Population	Sample	Difference
Average Monthly kWh per Customer	912	880	3.5%

3 General Background

3.1 Service Area

Holy Cross Energy (HCE), headquartered in Glenwood Springs, Colorado, is an electric distribution cooperative serving residential and business customers in western portions of the state, including Eagle, Garfield, Gunnison, Mesa, and Pitkin counties.³ HCE provides service to roughly 55,000 customers and employs approximately 151 employees. HCE provides energy and services to major ski resorts located in the Aspen and Vail areas as well as farms, ranches and friendly rural communities that provide people and resources for the tourist and outdoor recreation industries.



³ HCE billing records contain permanent customer billing addresses in all 50 states and 18 countries.

4 HCE Planning Issues

In efforts to collect customer attitudes and opinions regarding key planning issues, the 2012 survey was conducted to develop information that is otherwise not available. This 2012 survey addresses issues regarding customer attitudes and opinions on member services and cooperative management, communication options, power supply mix, and the cost for increasing HCE's renewable power supply resources. Similar surveys were conducted during 2003, 2007 and 2009. HCE continues to evaluate its power supply options for the future and adopted a voluntary goal of getting 20% of their electricity from wind, hydro, solar, and other renewable sources by 2015.

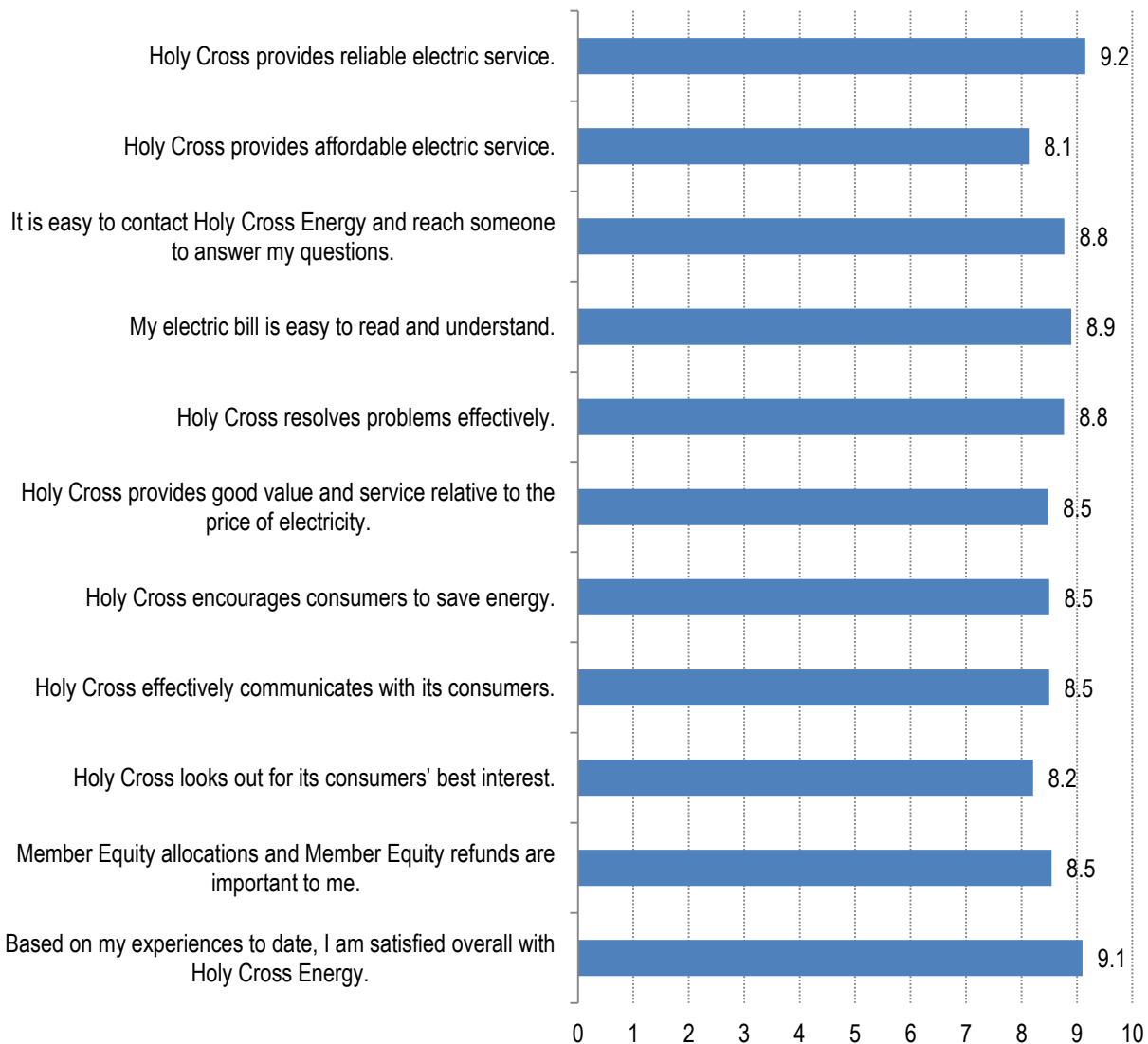
5 Survey Highlights

The survey was designed to collect specific information relating to HCE management and member services, power supply, and energy efficiency. This section of the report summarizes findings at the aggregate level. More detailed data tabulations are presented in the Appendix, including a breakdown of results by county, years as an HCE member, and age of respondent. The survey questionnaire is also included in the Appendix.

5.1 Question 1: Holy Cross Energy Report Card

Members were asked to indicate their level of agreement on eleven statements regarding cooperative management and member service. Level of agreement was captured using a scale ranging from 1 to 10, with 1 representing “Disagree Very Strongly” and 10 representing “Agree Very Strongly”.

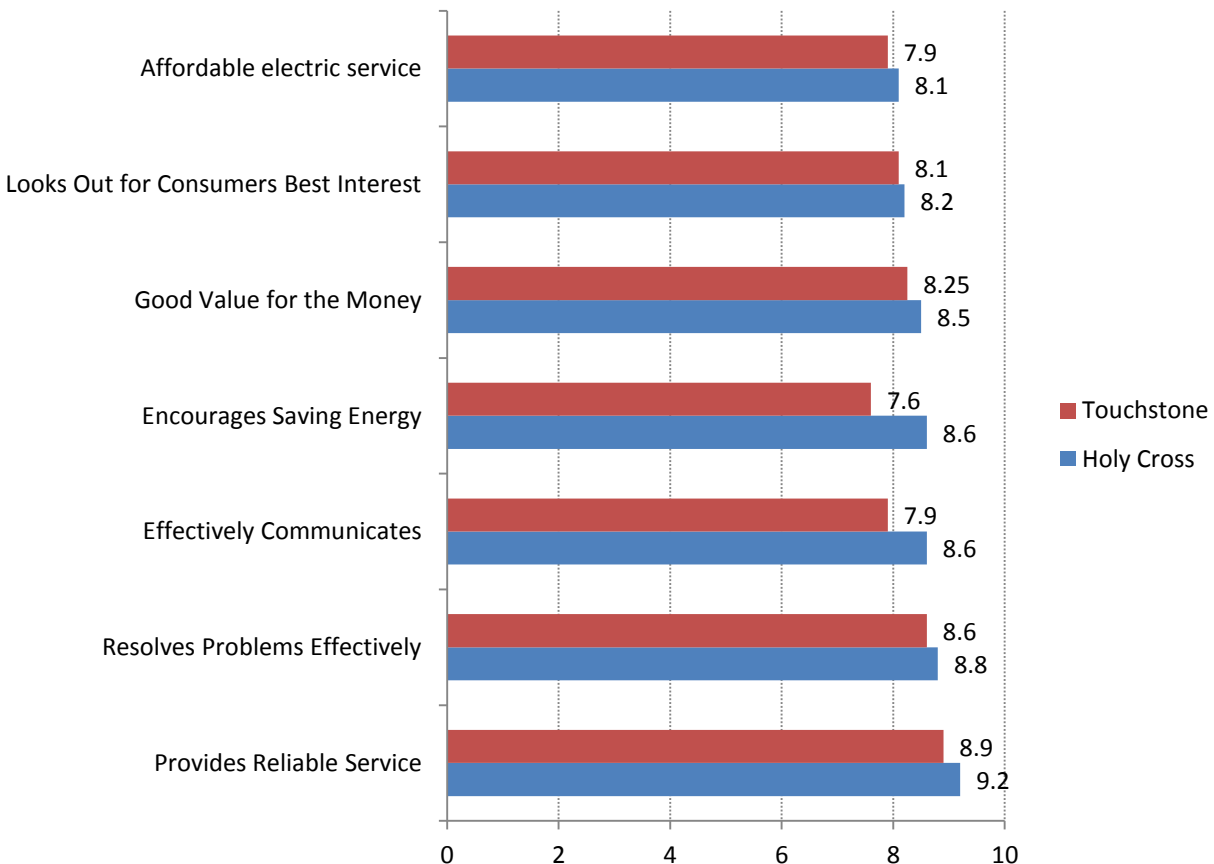
Holy Cross Report Card



Holy Cross Energy

In the preceding bar chart, HCE scored highest in providing reliable electric service, at 9.2, and overall satisfaction with HCE, at 9.1. As a basis of comparison, providing reliable electric service had a corresponding score of 8.9 in Touchstone Energy Cooperative's 2010 Cooperative Difference Survey⁴. Overall customer satisfaction is reported in the Touchstone study with an index value of 81. The following bar chart compares results from the HCE survey and Touchstone Energy study on a scale from 1 to 10, with 1=strong disagree and 10=strongly agree.

Comparison of HCE Survey Results to Touchstone Energy Cooperative Study



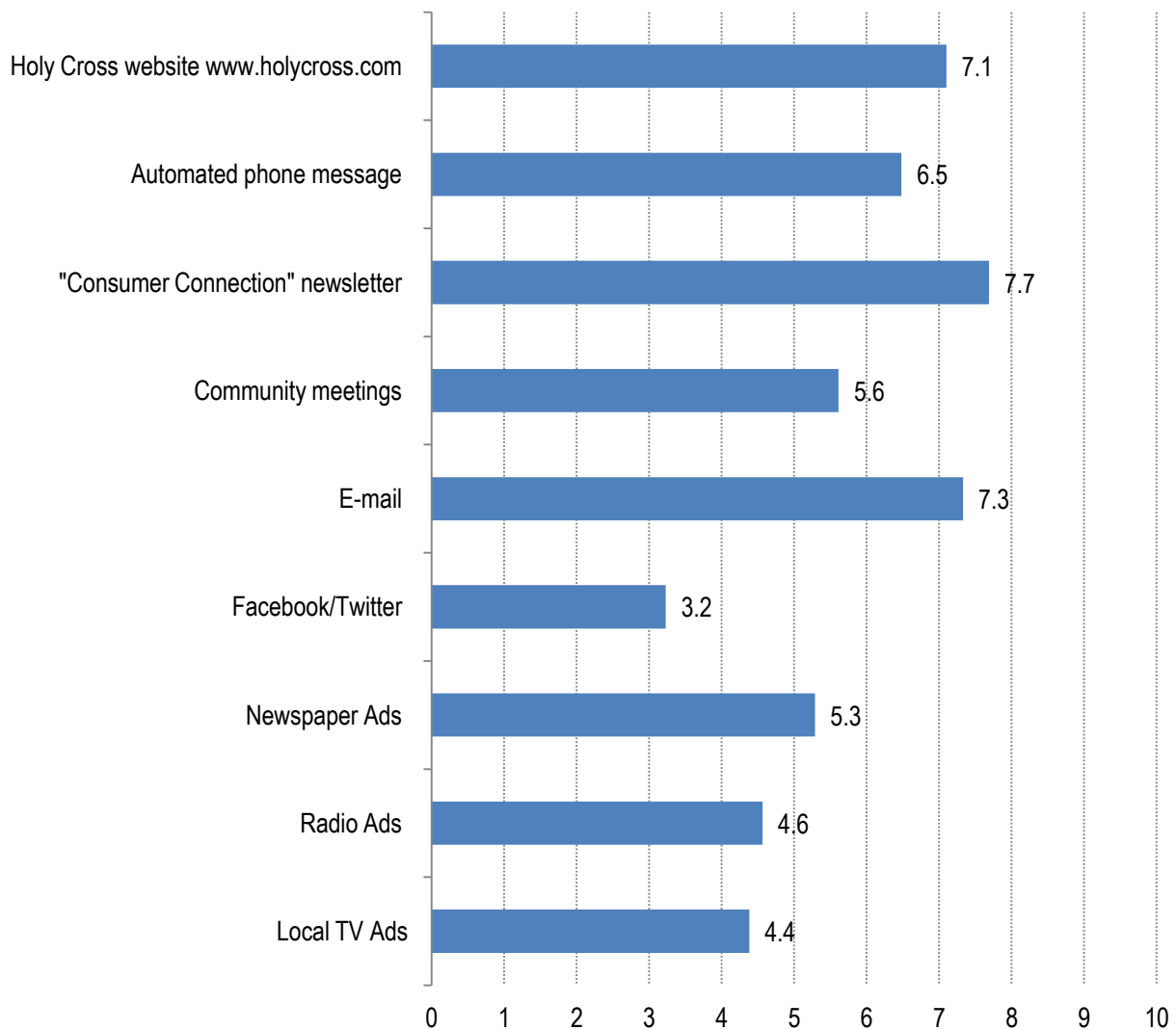
There is little difference between the scores on the eleven topics with respect to county, years a HCE member, or age. Customers in the 60 years of age or higher category provided significantly higher scores for the majority of topics addressed in this section than did customers in all other groups. Refer to pages 1-11 of the Appendix.

5.2 Question 2: Member Services – Communications/Election

Holy Cross Energy is evaluating communication tools used to share information. Members were asked to identify the level of effectiveness associated with nine communication alternatives. Level of effectiveness was captured using a scale ranging from 1 to 10, with 1 representing “Very Ineffective” and 10 representing “Very Effective”.

⁴ 2010 National Survey on the Cooperative Difference, Touchstone Energy Cooperatives

Member Services – Communications/Election Alternatives

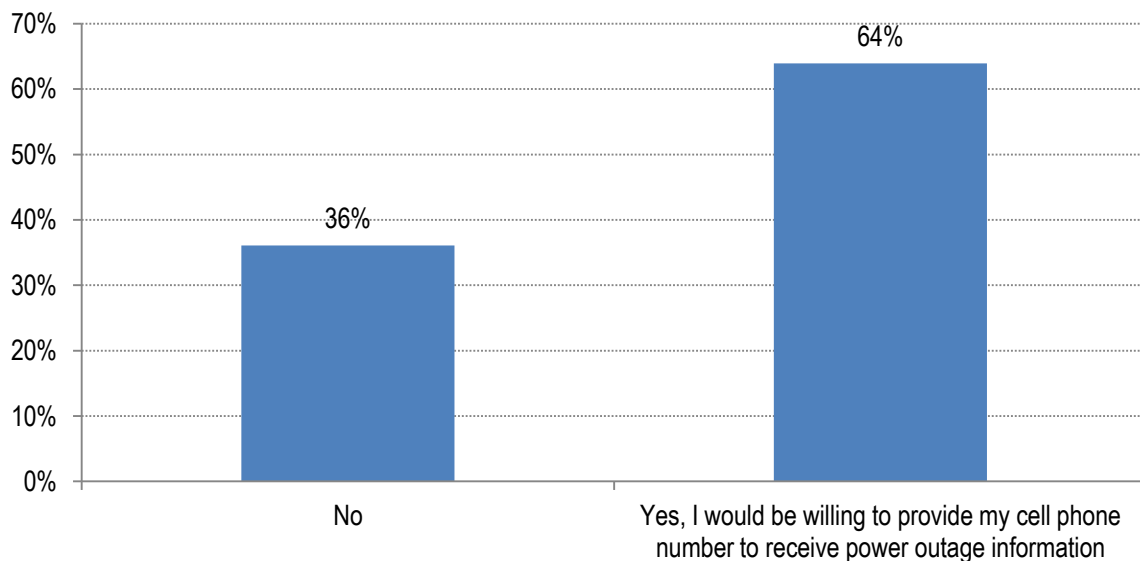


Announcements placed in the “Consumer Connection” newsletter, sent via e-mail, or posted on HCE’s website were the top three choices; however, their respective scores are relatively low compared to those corresponding to the questions addressing HCE management and customer service. Facebook and Twitter appear to have very little appeal, particularly with customers 60 years of age and older, with a score of only 2.8.

5.3 Question 3: When an unanticipated power outage occurs, should Holy Cross Energy offer a “text message” protocol to notify affected consumers?

By approximately a 2 to 1 margin, members favor providing a cell phone number and receiving a text message from HCE when an unanticipated power outage occurs. The percentage is higher for customers in Eagle County, at 69%, and much higher for customers under 49 years of age, at 84%. Refer to page 21 of the Appendix for a more detailed breakdown of results by county and age.

Text Messaging to Announce Unanticipated Power Outages

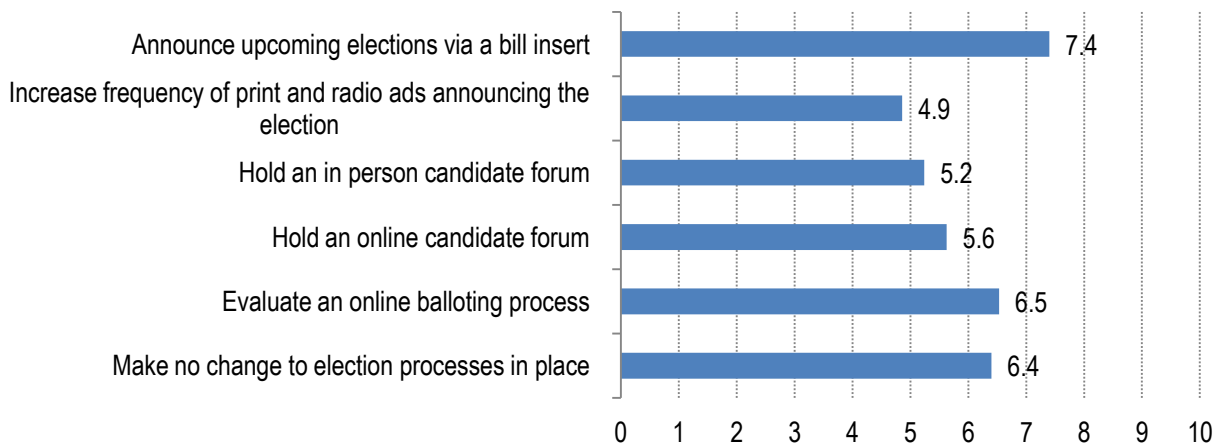


5.4 Question 4: Rank how helpful you feel the following measures might be in gathering more interest and member participation in elections

Member participation levels in Board of Directors elections are relatively low, ranging between 8-10%. HCE management is investigating ways to increase participation and provide opportunities for members to better understand the positions and philosophies of existing and future Board members.

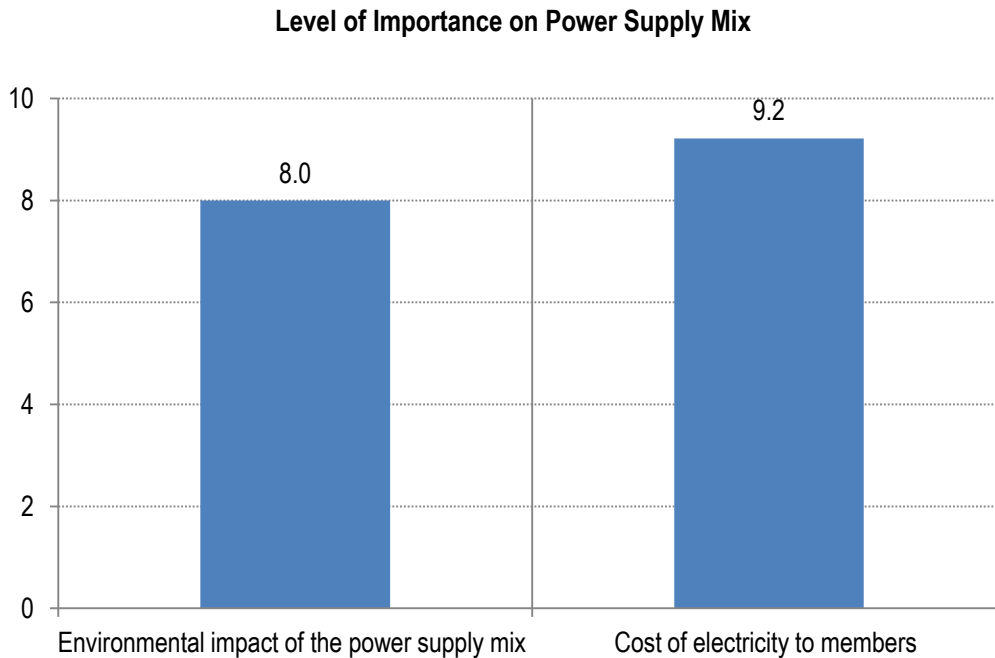
Based on a scale of 1 to 10, members did not express any strong interest or opinions regarding Board elections and announcements. Announcing elections via a bill insert ranked highest, at 7.4, and further breakdown on this alternative shows average scores ranging from 6.8 for the 49 years of age and under group to a high of 7.6 for the 60 years of age and higher category.

Alternatives for Increasing Participation in Board of Directors Elections



5.5 Question 5: Holy Cross Energy power supply environmental impacts and cost

Members were asked to indicate the level of importance on two key power supply issues: environmental impact and cost. Level of importance was captured using a scale ranging from 1 to 10, with 1 representing “Not Important” and 10 representing “Very Important”.



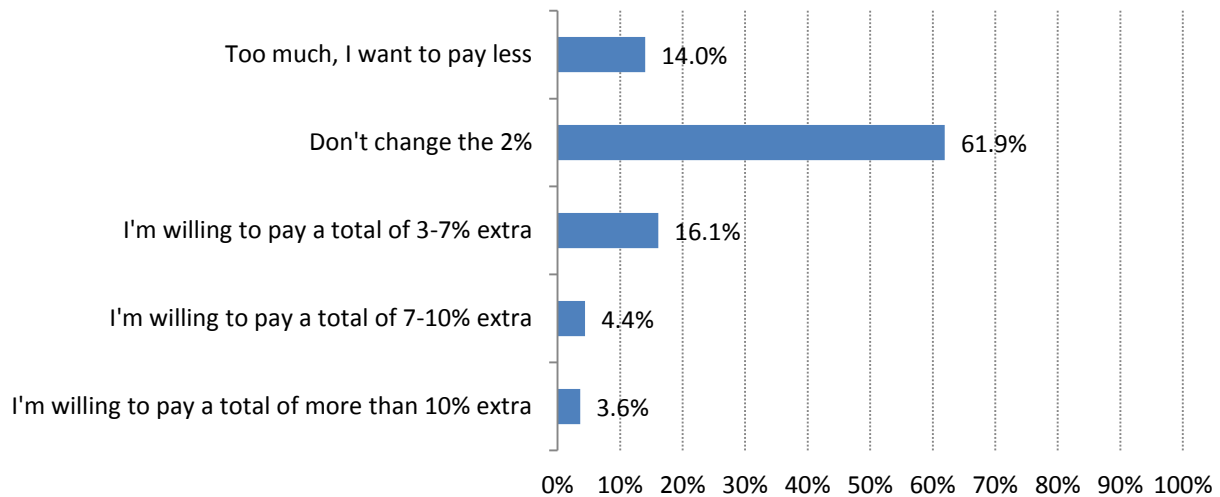
Overall, both factors rank high, with cost of power receiving the higher score. There were no significant differences across counties or age groups with respect to environmental impacts; no scores for the individual groups differed by more than 0.3 points from the overall average. With respect to cost of electricity to members, the average score was significantly higher for the 50-59 and 60 and above age categories than it was for the 49 and under category.

5.6 Question 6: 2% surcharge to increase renewable resources, reduce greenhouse gases and promote conservation and efficiency

Approximately 62% of all members support the surcharge at the current level, 24% are willing to pay a higher level, and 14% feel the surcharge should be lowered. It should be noted that the results for this question are almost identical to those based on a sample of customers contacted by telephone after they declined to participate in the mail survey. Refer to Section 7, Test for Bias.

Customers in Pitkin and Eagle counties are more willing to pay extra above the current 2% to increase renewable resources than are customers in Garfield County. Relative to other age categories, customers in the 60 and over group want to keep the charge the same, while customers in the 49 and under age group are much more willing to pay extra for renewable resources, and customers in the 50-59 age group want to reduce the amount they pay for renewable resources.

Cost of Renewable Resources and Energy Efficiency

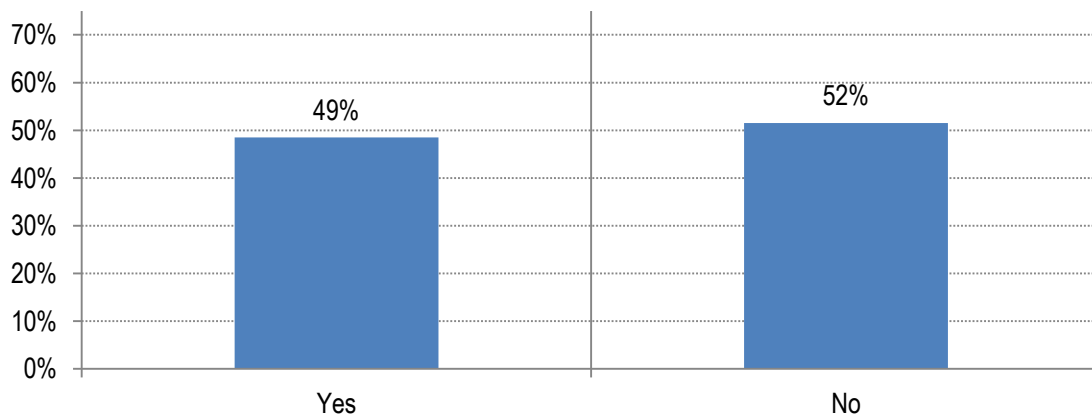


5.7 Question 7: Would “On-Bill Financing” motivate you to take action on energy efficiency improvements for your home or business?

“On-Bill Financing” means that members could choose to install qualified energy-saving improvements on their home or business and pay for them over time from the savings as monthly installments on their utility bill. Overall, members are split at approximately 50/50 on the effectiveness of such financing providing enough incentive to increase activity directed at increasing energy efficiency. The percentage increases significantly in favor of the financing for customers in the 49 and under and 50-59 age categories.

In the follow-up telephone survey, the percentage of customers indicating “Yes”, or positive motivation to the financing, was 63%.

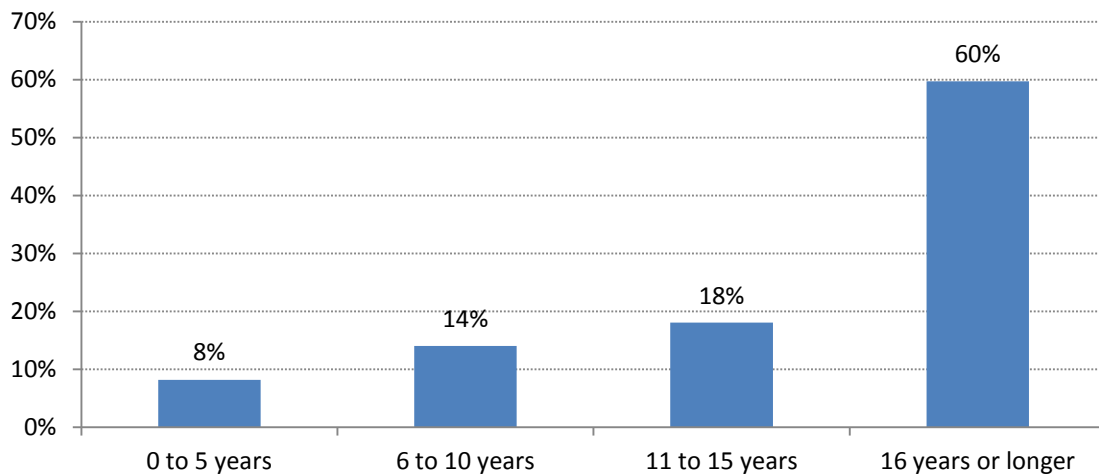
Favor “On-Bill Financing”



5.8 Question 8: Number of years a Holy Cross Energy consumer

The average customer has been a member of HCE for 16 years. As expected, the number of years as a member increases with the age of respondent, from a low of 11 years for the 49 and under age group to a high of 18 for the 60 and above age group.

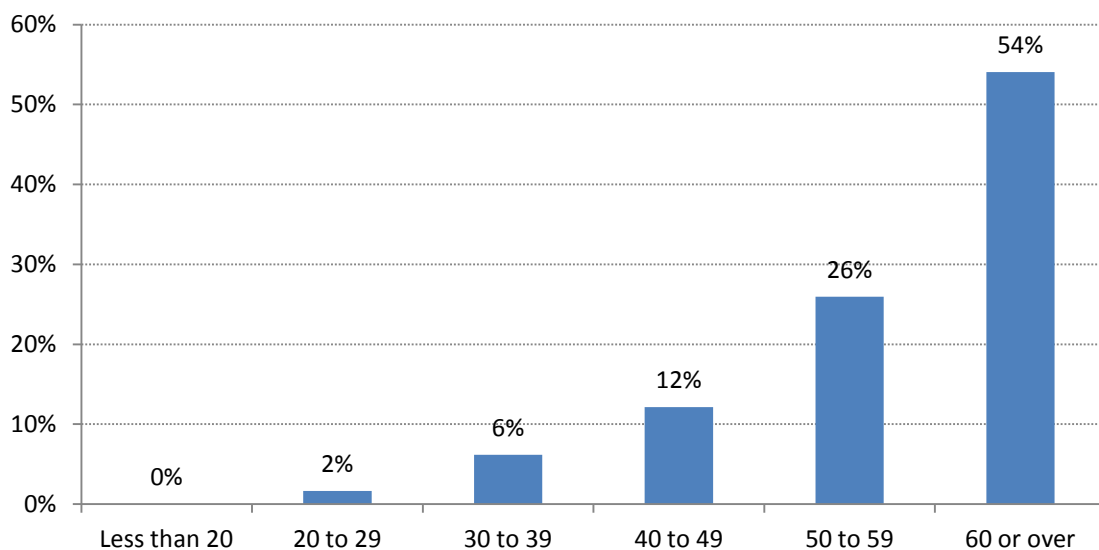
Number of Years a Holy Cross Energy Consumer



5.9 Question 9: Age of Respondent

The average age of respondents for the survey is 57. This is higher than the age of the general population of people 20 years of age or older, estimated at 44, based on data obtained from Woods & Poole Economics. The age of consumers in Pitkin and Garfield Counties are significantly higher than customers residing in Eagle County.

Age of Respondent



6 Questionnaire Design

The purpose of the survey was to determine customer attitudes and opinions regarding a series of questions focusing on HCE management and customer service, communications with members, power supply issues, and energy efficiency. Two categorical questions addressing years of HCE membership and respondent age were also asked in order to provide the means for analyzing results by category. The survey was designed to collect information needed for planning purposes, while at the same time, to limit the amount of time required by participants to complete the survey. The questionnaire also provided space for customers to provide comments they wanted to bring to the attention of HCE management. A copy of the questionnaire is presented in the Appendix.

7 Sample Design

The survey was conducted through the mail. A web site was also developed to allow members to respond electronically. In addition, phone interviews were conducted with 73 non-respondents to the mail survey. The mailing approach was selected over a telephone survey approach to minimize costs and because previous surveys were successfully completed by mail.

The survey was designed to collect attitudes and opinions of residential customers. HCE is unique in that a significant portion of its residential customer base is seasonal and has permanent residences outside the Cooperative's service territory. The sample was designed to represent only residential customers residing in Eagle, Pitkin, and Garfield counties. The sample represents all residential customers served on rate codes 1 through 29.

7.1 Population Frame

HCE's billing history for the twelve months ending June 2012 served as the population frame. The population frame was narrowed to local residents. Residential customers take electric service on rate schedules 1 through 29. Local customers are defined as those residing in Eagle, Garfield, and Pitkin Counties and consuming electricity in the 12 consecutive months ending June 2012.

7.2 Sample Size

A sample size of 3,500 was selected to satisfy the desired precision level of 95% confidence with a $\pm 5\%$ margin of error. The sample size was determined using the equations presented below, which are appropriate when sampling for proportions.

$$n_0 = \frac{t^2 * pq}{d^2} \quad n = \frac{n_0}{1 + (n_0 - 1) / N}$$

where: n = sample size (including finite population correction)
 n_0 = sample size (excluding finite population correction)
 t = t value of the desired confidence interval
 p = expected occurrence of the attributes
 q = (1 - p)
 d = desired level of precision (\pm) for the confidence interval
 N = population

The value of p was set to 50%, which produces the highest sample size possible given the desired confidence and level of precision parameters:

$$384 = \frac{(1.96^2) \times (.5)(1-.5)}{(.05)} \quad 381 = \frac{384}{1.0077}$$

7.3 Sample Selection

Response rates of 17 percent and 13 percent were achieved in the previous surveys⁵. Given the relatively low expected response rate, and the desire to increase precision for sub-populations, a sample of 3,500 customers was selected. A systematic sampling methodology was employed. All accounts were sorted in ascending order on location and average kWh usage (twelve month period). Once sorted, every i^{th} account was selected beginning with a randomly selected seed value. The value of i was dependent upon the total number of qualified accounts in the population. In calculating i , the total qualified population was divided by the desired sample size. The quotient was rounded down to the nearest whole number to ensure the sample included the required number of accounts.

7.4 Sample Validation

3,500 questionnaires were mailed to sample customers in Pitkin, Eagle, and Garfield counties. Of these surveys, 33 were completed via the web-based survey option. A total of 440 surveys were collected from the survey, resulting in a response rate of 13%.

To ensure there was no non-respondent bias, telephone interviews were conducted with 73 customers who did not respond to the initial mailing. The results from these phone calls were consistent with the responses obtained from the mail survey, and it was concluded that the final survey results were free of any significant level of non-response bias.

7.5 Survey Administration

GDS designed the survey project, assisted HCE in developing the questionnaire, selected the customer sample, tabulated the data, conducted the analysis, and prepared the final report. GDS contracted The Meyer's Group to publish the questionnaire, mail the questionnaires and post card reminders, scan the returned questions, conduct the telephone interviews, and provide GDS a database containing the raw survey responses.

7.6 Level of Precision

The desired level of precision was ± 5 percent at the 95 percent confidence level. Based on 440 valid responses, the desired level of precision was achieved (± 5.0 percent at the 95 percent confidence level). In laymen's terms, level of precision relates to accuracy. At precision of ± 5 percent at the 95 percent confidence level, if the point estimate for a particular question is 52 percent, it is inferred that the true population value falls within the range of 47 to 57 percent (52.0 percent ± 5.0 percent).

7.7 Test for Bias

The survey sampling plan included a follow-up telephone interview with a sample of 73 customers that did not respond to the mail survey. The purpose of the interviews was to identify potential response bias associated with the mail survey. For instance, the average age of respondents to the mail survey is 57, while the average age of the general population (20 years of age or older) is 44 years⁶. Given the age differential, it is possible that the survey results could be biased towards customers of higher age if the opinions and attitudes of the higher age customers are significantly different than other age groups with respect to specific questions.

⁵ 2007 and 2009 Customer Surveys

⁶ Average age of the service area population 19 years of age and above is based on data obtained from Woods & Poole Economics, Washington, D.C.

Holy Cross Energy

The telephone interviews were limited to five questions (Q5-Q9) in efforts to secure participation from 73 customers that previously declined participation in the mail survey. Results from these interviews indicate the customers from the follow-up interviews scored environmental impacts of the power supply mix and cost of electricity at lower levels than did the mail survey respondents. There was no statistically significant difference between the telephone and mail survey respondents with respect to attitudes regarding the cost of renewable resources. The telephone survey participants indicated a greater acceptance for "On-Bill Financing" than the mail survey participants. The telephone survey sample matched the mail survey sample with respect to county residence, was younger (53 vs. 57), and have been a HCE member less time than the average mail survey participant.

Appendix

Data Tabulations

Guide to Interpreting Cross-Tabulations

Which pricing option do you prefer?

Line	Total Valid Responses	County			
		Fulton	Dekalb	Cobb	
	(A)	(B)	(C)	(D)	
1	TOTAL ANSWERING	412	249	80	78
2		100%	100%	100%	100%
3					
4	NO ANSWER	34	19	7	5
5					
6	Option A	57	35	9	12
7		13.83%	14.06%	11.25%	15.38%
8					
9					
10	Option B	255	150	46	56
11		61.89%	60.24%	57.50%	71.79%
12					BC
13					
14	Option C	100	64	25	10
15		24.27%	25.70%	31.25%	12.82%
16			D	D	
17					
18	CHI-SQUARE	<-----7.745----->			
19	SIGNIFICANCE	0.1014			

Comparison Groups: BCD

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Interpretation of Results:

Question #1: Which pricing option do you prefer?

Question #2: In which county do you reside?

Column amounts in lines 6, 10, and 14 sum to the amounts in line 1

Column percentages in lines 7, 11, and 15 sum to 100% (line 2)

NO ANSWER amounts are not included in totals (lines 1 and 2)

- 1 412 people responded to the first question
- 2 407 people (249 + 80 +78) responded to both questions
- 3 255 households, or 61.89% of all customers, prefer option B
- 4 150 customers, or 60.24% of all customers in Fulton County, prefer Option B
- 5 The difference between the percentage in line 16, column (B), is significantly different from the percentage in line 16, column (D)
- 6 The percentage in line 11, columns D, is statistically different from the percentages in line 11, columns (B) and (C)
- 7 Chi-Square significance value exceeds 0.05; therefore, there is a relationship between pricing preference and county of residence
If the Chi-Square significance value was .05 or below, assume there is no relationship between pricing preference and county

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	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	439 100.0%	267 100.0%	86 100.0%	82 100.0%	98 100.0%	70 100.0%	254 100.0%	96 100.0%	110 100.0%	214 100.0%
1	4 0.9%	2 0.8%	1 1.3%	1 0.8%	1 1.2%	2 2.6%	1 0.4%	3 3.1%	1 1.0%	-
2	4 0.8%	2 0.8%	-	1 1.7%	1 0.7%	-	3 1.2%	1 0.7%	1 0.6%	2 1.1%
3	4 0.9%	2 0.8%	1 1.3%	1 0.8%	1 0.7%	-	3 1.3%	1 0.7%	1 1.0%	2 1.1%
4	1 0.2%	-	-	1 0.8%	-	-	1 0.3%	-	1 0.6%	-
5	3 0.7%	2 0.8%	-	1 0.8%	1 0.7%	1 1.6%	1 0.4%	-	1 1.0%	1 0.5%
6	5 1.1%	2 0.8%	1 1.3%	1 1.7%	-	4 5.2%	1 0.4%	1 1.2%	1 1.0%	2 1.2%
7	11 2.6%	3 1.3%	4 5.2%	3 4.1%	3 3.0%	2 3.6%	6 2.3%	1 1.2%	4 3.5%	5 2.4%
8	46 10.4%	25 9.3%	11 13.0%	10 11.6%	12 11.8%	4 5.8%	28 10.9%	12 12.0%	11 9.9%	21 9.8%
9	103 23.4%	62 23.4%	21 24.7%	19 23.1%	21 21.3%	16 22.5%	64 25.1%	17 17.9%	23 20.8%	58 27.3% h
10	259 59.1%	165 61.8%	46 53.2%	45 54.5%	59 60.6%	41 58.7%	146 57.6%	61 63.2%	66 60.4%	121 56.7%
AVERAGE	9.2	9.3	9.1	9.0	9.2	9.0	9.2	9.1	9.1	9.2

Comparison Groups: BCD/EFH/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Holy Cross provides affordable electric service

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	437 100.0%	266 100.0%	85 100.0%	83 100.0%	98 100.0%	70 100.0%	252 100.0%	95 100.0%	110 100.0%	214 100.0%
1	4 0.8%	1 0.4%	1 1.3%	1 1.6%	-	2 3.6%	1 0.4%	2 1.9%	2 1.6%	-
2	9 2.0%	6 2.4%	1 1.3%	1 1.6%	1 0.7%	1 1.6%	3 1.2%	5 4.9%	3 2.7%	1 0.5%
3	3 0.8%	2 0.9%	1 1.3%	-	2 2.3%	-	1 0.4%	1 1.2%	-	2 1.1%
4	10 2.4%	7 2.6%	2 2.6%	1 1.6%	3 3.5%	3 4.2%	4 1.6%	2 2.4%	5 4.3%	3 1.6%
5	22 5.1%	14 5.1%	4 5.3%	4 4.9%	6 6.0%	2 2.6%	14 5.7%	6 6.7%	12 10.5%	4 2.0%
6	32 7.4%	20 7.7%	4 5.3%	7 9.0%	7 6.7%	5 7.1%	20 7.8%	6 5.9%	15 13.4%	10 4.8%
7	41 9.4%	24 9.0%	11 13.2%	6 7.4%	6 6.5%	11 15.1%	23 9.1%	10 10.2%	10 9.1%	19 9.0%
8	99 22.7%	67 25.2%	17 19.7%	16 18.9%	22 22.2%	14 19.7%	63 24.8%	24 25.3%	24 21.4%	50 23.4%
9	85 19.5%	48 17.9%	19 22.4%	18 21.3%	16 16.3%	14 19.7%	51 20.4%	15 16.3%	18 16.1%	47 22.0%
10	131 30.0%	77 29.0%	23 27.6%	28 33.6%	35 35.8%	19 26.5%	72 28.5%	24 25.1%	23 20.8%	76 35.7%
AVERAGE	8.1	8.0	8.0	8.2	8.2	7.8	8.2	7.7	7.5	8.5

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

It is easy to contact Holy Cross Energy and reach someone to answer my questions

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	366 100.0%	219 100.0%	76 100.0%	68 100.0%	80 100.0%	56 100.0%	215 100.0%	78 100.0%	93 100.0%	177 100.0%
1	4 1.0%	2 1.0%	-	1 2.0%	1 0.9%	-	3 1.4%	1 0.9%	1 0.7%	2 1.3%
2	2 0.5%	1 0.5%	-	1 1.0%	-	1 1.2%	1 0.5%	1 0.9%	-	1 0.6%
3	8 2.1%	6 2.9%	-	1 2.0%	1 1.7%	1 2.0%	1 0.5%	5 6.0%	1 1.2%	2 1.0%
4	4 1.1%	2 1.0%	1 1.5%	1 1.0%	-	-	4 1.9%	-	1 1.2%	3 1.7%
5	8 2.2%	2 1.0%	2 2.9%	3 5.0% b	3 3.7%	1 2.4%	4 1.7%	2 2.3%	-	5 3.0%
6	9 2.5%	5 2.1%	3 4.4%	1 2.0%	2 2.8%	-	6 2.7%	1 1.4%	4 4.4%	3 1.7%
7	17 4.6%	10 4.7%	3 4.4%	3 5.0%	6 7.4%	2 3.7%	9 4.2%	4 5.2%	5 5.8%	7 4.2%
8	54 14.8%	31 14.0%	16 20.6%	8 12.0%	12 14.8%	6 10.6%	34 15.7%	13 16.8%	15 16.3%	23 13.1%
9	93 25.4%	56 25.3%	21 27.9%	16 24.0%	20 25.5%	14 25.6%	53 24.8%	19 24.6%	26 27.6%	40 22.8%
10	167 45.8%	104 47.5%	29 38.2%	31 46.0%	34 43.3%	30 54.5%	100 46.5%	33 42.0%	40 42.7%	90 50.6%
AVERAGE	8.8	8.8	8.8	8.6	8.7	9.1	8.8	8.5	8.8	8.8

Comparison Groups: BCD/EFG/HIJ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

My electric bill is easy to read and understand

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	441 100.0%	267 100.0%	86 100.0%	84 100.0%	98 100.0%	69 100.0%	256 100.0%	97 100.0%	109 100.0%	217 100.0%
1	9 2.1%	6 2.3%	1 1.3%	2 2.4%	1 1.4%	1 1.6%	3 1.1%	6 6.7% J	2 1.7%	1 0.5%
2	2 0.4%	1 0.4%	-	1 0.8%	-	1 1.0%	1 0.4%	1 0.7%	-	1 0.5%
3	3 0.7%	1 0.4%	-	2 2.4%	2 2.5%	1 1.0%	-	2 1.9%	1 0.6%	1 0.3%
4	2 0.4%	1 0.4%	-	1 0.8%	-	-	2 0.7%	-	1 1.0%	1 0.3%
5	2 0.6%	1 0.4%	-	1 1.6%	1 1.2%	-	1 0.5%	-	1 0.6%	2 0.8%
6	10 2.2%	6 2.1%	3 3.9%	1 0.8%	3 3.4%	1 1.6%	5 2.0%	-	6 5.8% j	3 1.6%
7	23 5.3%	14 5.1%	6 6.5%	4 4.8%	9 8.7%	5 6.6%	9 3.5%	6 6.6%	6 5.4%	10 4.6%
8	63 14.2%	37 14.0%	14 16.9%	11 12.9%	13 13.5%	9 12.5%	40 15.5%	15 15.4%	22 20.4% J	25 11.4%
9	121 27.6%	78 29.3% d	26 29.9%	18 21.0%	30 30.4%	14 19.9%	72 28.2%	28 29.2%	25 23.3%	59 27.1%
10	205 46.5%	121 45.4%	36 41.6%	44 52.4%	38 38.8%	38 55.8% E	123 48.0%	38 39.5%	45 41.1%	114 52.9% HI
AVERAGE	8.9	8.9	8.9	8.8	8.7	9.0 E e	9.0	8.4	8.7	9.1 HI

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Holy Cross resolves problems effectively

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	309 100.0%	182 100.0%	55 100.0%	69 100.0%	66 100.0%	42 100.0%	192 100.0%	60 100.0%	87 100.0%	147 100.0%
1	2 0.6%	1 0.6%	-	1 1.0%	1 1.0%	-	1 0.6%	1 1.1%	-	1 0.8%
2	2 0.8%	1 0.6%	-	1 2.0%	-	1 1.6%	2 0.9%	1 1.1%	1 0.8%	1 0.8%
3	2 0.8%	1 0.6%	-	1 2.0%	1 2.1%	-	1 0.6%	1 1.1%	-	2 1.2%
4	1 0.4%	1 0.6%	-	-	-	-	1 0.6%	-	1 1.3%	-
5	6 2.0%	3 1.9%	2 4.1%	1 1.0%	2 3.4%	1 2.7%	3 1.5%	2 3.8%	2 2.6%	2 1.2%
6	7 2.1%	2 1.2%	2 4.1%	2 2.9%	2 2.7%	-	5 2.5%	-	2 2.9%	4 2.8%
7	20 6.4%	11 6.2%	4 8.2%	4 5.9%	7 10.6%	4 9.2%	9 4.7%	3 4.9%	6 7.3%	9 6.0%
8	62 20.1%	40 21.7%	12 22.4%	10 14.7%	12 18.5%	7 15.6%	41 21.5%	13 21.9%	20 22.8%	26 17.5%
9	76 24.5%	45 24.8%	13 24.5%	17 24.5%	15 23.3%	14 33.0%	43 22.5%	18 30.6%	18 20.7%	35 23.5%
10	131 42.3%	76 41.6%	20 36.7%	32 46.1%	25 38.4%	16 37.8%	85 44.6%	21 35.3%	36 41.7%	68 46.2%
AVERAGE	8.8	8.8	8.7	8.7	8.6	8.8	8.8	8.6	8.7	8.8

Comparison Groups: BCD/EFJ/HIJ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Holy Cross provides good value and service relative to the price of electricity

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	427 100.0%	256 100.0%	84 100.0%	84 100.0%	96 100.0%	70 100.0%	248 100.0%	89 100.0%	109 100.0%	210 100.0%
1	4 0.8%	1 0.4%	1 1.3%	1 1.6%	1 0.7%	2 2.6%	1 0.4%	2 2.0%	2 1.6%	-
2	4 0.8%	2 0.9%	-	1 1.6%	1 1.2%	1 1.0%	2 0.7%	2 2.0%	1 0.6%	1 0.5%
3	4 0.8%	1 0.4%	1 1.3%	1 1.6%	2 1.9%	1 1.6%	1 0.3%	-	2 1.7%	2 0.9%
4	7 1.6%	5 1.8%	1 1.3%	1 1.6%	2 1.9%	3 4.2%	2 0.9%	-	6 5.4%	1 0.5%
5	14 3.3%	10 4.0%	1 1.3%	3 3.3%	6 6.6%	2 2.6%	6 2.4%	7 7.9%	4 3.7%	3 1.4%
6	21 4.8%	10 4.0%	8 9.3%	3 3.3%	7 7.8%	1 1.0%	13 5.1%	2 2.5%	10 8.9%	8 3.9%
7	26 6.0%	17 6.6%	4 5.3%	4 4.9%	4 4.2%	4 6.1%	15 6.2%	7 8.4%	10 9.1%	6 3.0%
8	89 20.7%	54 21.2%	18 21.3%	16 19.5%	19 19.3%	15 21.2%	53 21.3%	24 27.3%	24 21.8%	37 17.6%
9	111 26.0%	73 28.3%	19 22.7%	20 23.6%	20 20.5%	21 30.4%	66 26.7%	19 21.3%	24 21.8%	62 29.7%
10	149 35.0%	83 32.3%	30 36.0%	33 39.0%	35 36.0%	21 29.4%	89 36.0%	26 28.6%	28 25.3%	89 42.5%
AVERAGE	8.5	8.5	8.5	8.4	8.2	8.2	8.6 e	8.2	7.9	8.9 HI

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Holy Cross encourages consumers to save energy

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	428 100.0%	261 100.0%	81 100.0%	82 100.0%	95 100.0%	68 100.0%	248 100.0%	96 100.0%	106 100.0%	207 100.0%
1	5 1.1%	2 0.9%	1 1.4%	1 1.7%	2 1.9%	1 1.7%	2 0.7%	3 3.1%	2 1.7%	-
2	4 1.0%	3 1.3%	-	1 0.8%	-	1 1.0%	3 1.4%	2 1.9%	-	2 1.1%
3	9 2.0%	7 2.8%	-	1 1.7%	4 3.8%	1 1.7%	-	8 8.4%	-	1 0.3%
4	3 0.8%	3 1.3%	-	-	1 1.2%	-	1 0.5%	2 2.4%	-	-
5	15 3.4%	14 5.2% c	1 1.4%	-	2 2.4%	5 6.6%	8 3.2%	5 4.7%	6 5.3%	5 2.2%
6	26 6.1%	17 6.5%	4 5.5%	5 5.8%	4 4.3%	5 6.9%	17 7.0%	2 1.9%	11 10.0% H	13 6.1% h
7	25 5.9%	17 6.5%	2 2.7%	6 7.5%	7 7.4%	5 7.3%	13 5.4%	9 9.0%	9 8.5%	8 3.7%
8	53 12.3%	31 11.7%	10 12.3%	12 15.0%	12 12.9%	7 9.9%	32 12.8%	14 14.3%	18 16.8% j	18 8.9%
9	104 24.3%	68 26.0% D	22 27.4% d	14 16.7%	26 27.2%	14 20.2%	60 24.1%	20 20.9%	22 20.7%	56 26.9%
10	184 43.0%	99 37.7%	40 49.3% b	41 50.8% B	37 38.9%	31 44.7%	111 45.0%	32 33.4%	39 37.0%	105 50.8% HI
AVERAGE	8.5	8.3	9.0 B	8.7	8.4	8.4	8.7	7.8	8.4 h	9.0 HI

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Holy Cross effectively communicates with its consumers

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	427 100.0%	258 100.0%	83 100.0%	82 100.0%	96 100.0%	66 100.0%	247 100.0%	95 100.0%	104 100.0%	209 100.0%
1	9 2.0%	6 2.4%	1 1.4%	1 1.7%	2 1.9%	1 1.7%	2 0.7%	7 7.3% i	2 1.7%	-
2	1 0.3%	1 0.4%	-	-	-	-	1 0.5%	-	-	1 0.5%
3	4 0.8%	2 0.9%	-	1 1.7%	1 0.7%	2 2.7%	1 0.5%	1 0.7%	2 2.2%	1 0.3%
4	8 1.9%	7 2.6%	1 1.4%	-	2 2.3%	-	6 2.3%	3 3.6%	-	5 2.2%
5	4 0.9%	1 0.4%	2 2.7%	1 0.8%	1 0.7%	1 1.7%	2 0.9%	1 0.7%	2 2.2%	1 0.5%
6	21 5.0%	16 6.2% d	3 4.1%	2 2.5%	5 5.4%	1 1.7%	13 5.1%	-	9 8.9%	9 4.1%
7	40 9.4%	29 11.4% c	4 5.4%	6 7.4%	11 11.0%	4 5.5%	24 9.5%	16 16.9% J	13 12.6% J	9 4.1%
8	66 15.4%	36 14.1%	12 14.9%	17 20.7%	14 14.5%	11 17.1%	40 16.0%	11 11.4%	19 17.8%	34 16.1%
9	102 24.0%	59 22.9%	26 31.1%	18 21.5%	23 23.4%	18 27.4%	57 23.1%	25 26.7%	22 20.9%	50 23.9%
10	172 40.3%	100 38.7%	32 39.2%	36 43.8%	39 40.0%	28 42.2%	102 41.3%	31 32.7%	35 33.7%	101 48.3%
AVERAGE	8.5	8.4	8.7	8.7	8.5	8.7	8.6	8.0	8.3	8.9 HI HI

Comparison Groups: BCD/EFJ/HIJ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Holy Cross looks out for its consumers' best interest

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	406 100.0%	244 100.0%	77 100.0%	82 100.0%	92 100.0%	68 100.0%	234 100.0%	87 100.0%	102 100.0%	199 100.0%
1	5 1.3%	3 1.4%	1 1.4%	1 0.8%	2 2.0%	1 1.7%	2 1.0%	3 3.4%	1 1.1%	1 0.6%
2	6 1.4%	2 0.9%	-	3 4.2% b	1 0.7%	1 2.0%	4 1.5%	1 1.6%	1 1.3%	3 1.5%
3	1 0.3%	1 0.5%	-	-	-	1 1.7%	-	-	1 1.1%	-
4	6 1.4%	2 0.9%	3 4.3%	-	2 2.4%	-	3 1.4%	2 2.6%	1 1.1%	2 1.1%
5	24 6.0%	18 7.4% d	3 4.3%	3 3.3%	7 7.6%	5 7.7%	12 5.1%	7 8.6% j	10 10.2% J	6 2.8%
6	33 8.2%	22 8.8%	6 7.2%	6 7.5%	6 6.4%	3 4.4%	23 9.9% f	4 4.7%	13 13.1% H	15 7.4%
7	44 10.9%	33 13.5% D	7 8.7%	5 5.8%	9 9.8%	12 17.7% g	21 9.0%	15 16.9% J	12 12.0%	14 7.0%
8	66 16.3%	37 15.3%	17 21.7%	12 15.0%	15 16.5%	9 13.3%	42 18.0%	15 17.7%	21 20.9%	29 14.4%
9	83 20.4%	48 19.5%	16 20.3%	20 24.2%	19 21.1%	13 19.4%	45 19.3%	16 18.0%	13 12.9%	49 24.6% I
10	138 33.9%	77 31.6%	25 31.9%	32 39.2%	31 33.4%	22 32.1%	81 34.8%	23 26.5%	27 26.2%	81 40.6% HI
AVERAGE	8.2	8.1	8.2	8.4	8.1	8.0	8.2	7.8	7.7	8.6 HI

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Member Equity allocations and Member Equity refunds are important to me

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	435 100.0%	265 100.0%	83 100.0%	84 100.0%	97 100.0%	69 100.0%	254 100.0%	95 100.0%	110 100.0%	214 100.0%
1	7 1.6%	2 0.9%	3 4.1%	1 1.6%	2 1.8%	1 1.6%	4 1.6%	3 3.1%	2 1.6%	2 1.1%
2	6 1.5%	5 1.7%	1 1.4%	1 0.8%	2 2.3%	-	4 1.6%	1 1.2%	3 2.7%	2 1.1%
3	7 1.6%	3 1.3%	3 4.1%	-	2 2.3%	2 3.3%	2 0.9%	3 3.5%	-	3 1.6%
4	9 2.0%	1 0.4%	6 6.8% B	2 2.4%	1 0.7%	2 3.6%	6 2.2%	1 0.7%	-	8 3.8% h
5	20 4.6%	14 5.1% c	1 1.4%	5 6.5% C	7 7.5%	4 5.3%	9 3.7%	5 5.5%	7 6.8%	6 2.9%
6	20 4.7%	10 3.9%	7 8.1%	3 4.1%	3 3.5%	4 5.3%	13 5.2%	6 5.9%	6 5.8%	8 3.6%
7	20 4.5%	11 4.3%	6 6.8%	3 3.3%	4 4.2%	3 4.2%	11 4.3%	5 5.4%	5 4.1%	10 4.7%
8	53 12.3%	32 12.0%	10 12.2%	12 13.8%	12 12.4%	10 15.1%	30 11.7%	11 11.3%	12 10.7%	29 13.5%
9	71 16.3%	50 18.8% c	9 10.8%	12 14.6%	20 20.9%	13 18.7%	34 13.3%	14 14.5%	19 17.5%	32 14.8%
10	222 51.0%	137 51.6%	37 44.6%	44 52.8%	43 44.4%	30 43.0%	141 55.5% ef	47 48.9%	56 50.7%	113 53.1%
AVERAGE	8.5	8.7 C	7.9	8.6 C	8.3	8.3	8.6	8.3	8.6	8.6

Comparison Groups: BCD/EFH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Based on my experiences to date, I am satisfied overall with Holy Cross Energy

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	430 100.0%	261 100.0%	84 100.0%	82 100.0%	97 100.0%	69 100.0%	252 100.0%	92 100.0%	109 100.0%	212 100.0%
1	5 1.3%	2 0.9%	1 1.3%	2 2.5%	2 1.9%	2 2.6%	2 0.7%	4 3.9%	2 1.7%	-
2	1 0.3%	1 0.4%	-	-	-	-	1 0.4%	-	-	1 0.5%
3	1 0.3%	-	-	1 1.7%	1 0.7%	-	1 0.3%	-	1 0.6%	1 0.3%
4	1 0.3%	1 0.4%	-	-	-	-	1 0.4%	-	1 1.0%	-
5	5 1.2%	5 1.7%	-	1 0.8%	3 3.0%	1 1.6%	1 0.4%	3 3.2%	1 1.0%	1 0.5%
6	11 2.6%	6 2.2%	3 4.0%	2 2.5%	4 4.2%	1 1.0%	6 2.5%	2 2.4%	2 2.1%	6 2.8%
7	16 3.8%	8 3.0%	6 6.7%	3 3.3%	6 6.5%	1 2.0%	9 3.4%	6 6.1%	5 4.4%	6 2.8%
8	41 9.5%	26 10.0%	7 8.0%	8 9.9%	7 7.7%	9 13.8%	23 9.0%	10 10.6%	16 15.0%	13 6.0%
9	132 30.7%	83 31.7%	35 41.3%	15 18.2%	29 30.2%	18 25.6%	80 31.6%	25 27.2%	36 33.1%	63 29.9%
10	216 50.1%	129 49.6%	32 38.7%	50 61.2%	45 45.9%	37 53.3%	129 51.2%	43 46.4%	45 41.1%	121 57.2%
AVERAGE	9.1	9.1	8.9	9.0	8.8	9.0	9.1	8.7	8.8	9.3
							e			HI

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Methods for Communication - Holy Cross website www.holycross.com

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	266 100.0%	165 100.0%	50 100.0%	46 100.0%	74 100.0%	41 100.0%	146 100.0%	75 100.0%	70 100.0%	111 100.0%
1	18 6.7%	11 6.8%	3 6.7%	2 4.4%	3 4.4%	1 1.7%	14 9.4% F	6 8.3%	6 9.1%	5 4.6%
2	8 3.0%	3 2.1%	3 6.7%	1 2.9%	3 4.0%	2 4.4%	3 2.3%	3 3.9%	1 1.6%	3 3.0%
3	10 3.7%	8 4.8%	1 2.2%	1 1.5%	1 1.5%	1 2.8%	6 4.3%	2 3.0%	4 5.8%	3 3.0%
4	9 3.5%	3 2.1%	4 8.9%	1 2.9%	1 0.9%	3 8.2%	5 3.5%	1 1.5%	2 2.6%	5 4.6%
5	26 9.9%	17 10.3% C	1 2.2%	8 17.6% C	4 4.9%	5 13.3%	17 11.8% e	5 6.3%	5 7.5%	16 14.6% h
6	25 9.3%	16 9.6%	6 11.1%	3 7.4%	2 3.3%	5 11.6%	16 11.3% E	1 1.5%	7 10.7% H	14 12.6% H
7	22 8.4%	15 8.9%	2 4.4%	5 11.8%	5 7.3%	4 10.5%	12 7.9%	7 9.1%	6 8.1%	9 7.9%
8	38 14.3%	23 13.7%	10 20.0%	5 11.8%	14 18.6% F	1 2.7%	23 15.4% F	14 18.1%	7 9.7%	17 15.4%
9	46 17.2%	33 19.9%	7 13.3%	6 13.2%	15 20.4% f	3 8.3%	27 18.6% f	14 19.0%	14 20.1%	17 15.7%
10	64 24.0%	36 21.9%	12 24.4%	12 26.5%	26 34.6% G	15 36.5% G	23 15.4%	22 29.4%	17 24.9%	21 18.4%
AVERAGE	7.1	7.1	7.0	7.2	8.0 G	7.2	6.7	7.4	7.1	6.9

Comparison Groups: BCD/EFH/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Methods for Communication - Automated phone message

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	297 100.0%	176 100.0%	56 100.0%	62 100.0%	73 100.0%	46 100.0%	171 100.0%	68 100.0%	79 100.0%	138 100.0%
1	35 11.7%	22 12.3% d	9 16.0% d	3 5.5%	6 8.5%	6 12.8%	21 12.0%	9 13.4%	9 11.5%	14 10.5%
2	14 4.8%	11 6.5% D	2 4.0%	1 1.1%	2 3.1%	3 7.4%	9 5.0%	6 8.3%	2 2.9%	6 4.6%
3	20 6.8%	12 7.1%	6 10.0%	2 3.3%	6 7.8%	4 8.8%	10 6.1%	9 13.2% ij	4 4.6%	6 4.6%
4	12 4.1%	7 3.9%	3 6.0%	2 3.3%	2 2.5%	2 3.9%	9 5.0%	1 1.7%	2 3.2%	9 6.2% h
5	28 9.4%	17 9.7%	3 6.0%	7 12.1%	7 9.1%	3 6.9%	18 10.6%	4 6.3%	10 12.6%	14 9.8%
6	25 8.5%	16 9.0%	7 12.0%	3 4.4%	6 7.8%	3 5.9%	16 9.2%	2 2.6%	11 13.8% H	11 8.3% h
7	28 9.3%	15 8.4%	6 10.0%	7 12.1%	7 9.7%	4 7.9%	17 10.0%	5 7.6%	9 11.2%	14 10.0%
8	36 12.0%	23 12.9%	3 6.0%	10 15.4% c	9 12.5%	6 13.3%	20 11.9%	8 12.0%	9 12.1%	18 12.9%
9	40 13.5%	23 12.9%	8 14.0%	10 15.4%	11 15.0%	5 11.3%	22 13.0%	9 13.2%	7 9.2%	21 15.4%
10	60 20.0%	31 17.4%	9 16.0%	17 27.5% b	17 24.1%	10 21.7%	29 17.1%	15 21.7%	15 19.0%	24 17.7%
AVERAGE	6.4	6.2	5.8	7.4 BC	6.8	6.2	6.2	6.1	6.4	6.5

Comparison Groups: BCD/EFH/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Methods for Communication - Consumer Connection newsletter

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	398 100.0%	236 100.0%	79 100.0%	80 100.0%	91 100.0%	62 100.0%	235 100.0%	90 100.0%	101 100.0%	192 100.0%
1	13 3.3%	5 1.9%	7 8.5% b	2 2.6%	3 3.2%	2 2.9%	6 2.7%	5 5.3%	3 3.3%	3 1.5%
2	9 2.2%	6 2.4%	1 1.4%	2 2.6%	2 2.5%	1 1.8%	5 2.3%	3 3.8%	4 4.3% j	1 0.6%
3	12 2.9%	9 3.8%	1 1.4%	1 1.7%	1 1.3%	4 6.6%	6 2.7%	3 3.8%	2 1.8%	6 3.3%
4	7 1.8%	5 1.9%	1 1.4%	1 1.7%	3 3.3%	-	4 1.7%	1 0.8%	-	6 3.3%
5	27 6.7%	19 8.2% C	1 1.4%	5 6.8% C	5 5.1%	4 6.6%	18 7.7%	3 3.6%	11 10.6% h	12 6.1%
6	33 8.3%	23 9.6% D	8 9.9%	3 3.4%	10 11.5%	4 6.6%	18 7.5%	12 13.6% J	9 9.0%	10 5.0%
7	48 12.1%	26 11.1%	13 16.9%	9 11.1%	13 14.7%	8 12.4%	25 10.7%	12 13.8%	11 11.0%	20 10.6%
8	63 15.8%	37 15.9%	11 14.1%	14 17.9%	14 16.0%	15 24.4% g	33 14.1%	16 17.7%	12 12.4%	35 18.0%
9	82 20.6%	44 18.7%	22 28.2%	16 19.7%	17 18.5%	11 18.2%	52 22.0%	19 20.7%	21 21.4%	41 21.2%
10	105 26.2%	62 26.4% c	13 16.9%	26 32.5% C	22 24.1%	13 20.5%	67 28.6%	15 17.0%	26 26.3%	59 30.4% H
AVERAGE	7.7	7.6	7.4	8.0	7.6	7.5	7.8	7.2	7.6	8.0 H

Comparison Groups: BCD/EFG/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Methods for Communication - Community meetings

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	255 100.0%	153 100.0%	47 100.0%	52 100.0%	61 100.0%	41 100.0%	147 100.0%	62 100.0%	68 100.0%	120 100.0%
1	34 13.2%	18 11.9%	11 23.8% bD	3 6.6%	12 19.4%	3 8.2%	17 11.8%	11 18.2%	10 14.7%	11 9.6%
2	18 7.1%	10 6.7%	4 9.5%	3 6.6%	3 5.5%	8 20.2% EG	6 4.3%	7 11.3% I	1 1.7%	9 7.4% I
3	28 11.1%	23 14.8% CD	2 4.8%	3 6.6%	4 6.7%	5 11.5%	19 13.3%	8 12.8%	7 10.4%	13 11.2%
4	16 6.2%	11 7.4%	1 2.4%	3 6.6%	4 7.1%	2 5.5%	9 6.3%	3 4.8%	6 9.4%	7 5.5%
5	28 10.9%	16 10.4%	4 9.5%	7 14.5%	4 7.1%	2 4.9%	20 13.9% F	5 7.7%	11 16.8%	12 9.8%
6	31 12.0%	17 11.1%	9 19.0%	5 9.2%	6 10.4%	4 10.3%	17 11.7%	9 15.0%	5 7.7%	14 11.7%
7	21 8.2%	9 5.9%	4 9.5%	7 14.5% b	4 6.6%	3 7.7%	14 9.4%	2 3.7%	4 6.0%	15 12.3% H
8	23 9.1%	15 9.6%	4 9.5%	4 7.9%	6 9.7%	3 8.1%	13 9.1%	4 6.6%	5 6.7%	14 11.7%
9	23 8.8%	16 10.4%	3 7.1%	3 6.6%	7 10.7%	4 9.8%	12 8.2%	5 8.4%	5 7.7%	12 10.2%
10	34 13.4%	18 11.9% c	2 4.8%	11 21.1% bC	10 16.8%	6 13.7%	18 12.0%	7 11.5%	13 19.1%	13 10.8%
AVERAGE	5.6	5.5	4.8	6.3 bC	5.6	5.4	5.6	5.0	5.7	5.8 h

Comparison Groups: BCD/EFG/HIJ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Methods for Communication - E-mail

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	270 100.0%	162 100.0%	55 100.0%	50 100.0%	72 100.0%	40 100.0%	150 100.0%	68 100.0%	74 100.0%	120 100.0%
1	14 5.2%	5 2.8%	7 12.2% b	3 5.5%	1 0.9%	-	11 7.3% E	-	6 7.9%	6 4.9%
2	7 2.6%	3 2.1%	2 4.1%	1 2.7%	-	3 7.2%	4 2.7%	2 2.7%	1 1.5%	4 3.4%
3	11 4.1%	7 4.2%	2 4.1%	2 4.1%	1 1.5%	2 4.5%	7 4.7%	2 2.7%	3 4.0%	6 5.3%
4	8 2.8%	3 2.1%	2 4.1%	2 4.1%	2 2.5%	1 1.7%	5 3.5%	-	2 2.5%	6 4.9%
5	16 6.1%	8 4.9%	4 8.2%	4 8.2%	4 5.9%	1 2.8%	11 7.3%	2 2.7%	4 5.8%	10 8.7% h
6	21 7.7%	10 6.3%	4 8.2%	6 12.3%	6 8.1%	4 10.6%	9 6.3%	5 6.7%	4 5.8%	11 9.0%
7	31 11.3%	19 11.9%	4 8.2%	7 13.7%	7 9.3%	2 6.2%	21 14.1% f	6 8.3%	11 14.5%	14 11.9%
8	42 15.5%	24 14.7%	10 18.4%	8 16.4%	13 17.7%	9 21.8%	20 13.5%	14 21.0%	11 14.4%	15 12.8%
9	59 21.8%	44 27.3% CD	8 14.3%	7 13.7%	20 27.5% F	5 11.7%	33 22.2% f	14 20.4%	18 23.9%	27 22.3%
10	62 23.0%	39 23.8%	10 18.4%	10 19.2%	19 26.4%	14 33.6% g	28 18.3%	24 35.6% IJ	14 19.6%	20 17.0%
AVERAGE	7.4	7.7 Cd	6.6	7.0	8.1 G	7.7	7.1	8.3 IJ	7.2	7.0

Comparison Groups: BCD/EFH/IJ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Methods for Communication - Facebook/Twitter

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	182 100.0%	110 100.0%	37 100.0%	34 100.0%	44 100.0%	26 100.0%	104 100.0%	47 100.0%	52 100.0%	76 100.0%
1	87 48.1%	50 45.4%	22 60.6% d	14 42.0%	21 48.0%	9 34.8%	53 50.4%	22 46.7%	19 36.0%	42 54.9% I
2	14 8.0%	9 8.2%	3 9.1%	2 6.0%	2 4.1%	3 11.2%	10 9.3%	4 8.6%	4 7.8%	6 8.4%
3	13 7.3%	8 7.2%	3 9.1%	2 6.0%	1 2.5%	5 18.3% E	7 7.1%	3 7.2%	5 10.0%	5 6.2%
4	13 7.2%	7 6.2%	2 6.1%	4 12.0%	3 6.6%	4 13.9%	7 6.3%	4 9.1%	4 7.0%	5 6.8%
5	13 7.1%	9 8.2%	1 3.0%	3 8.0%	3 7.1%	1 4.4%	7 6.5%	4 7.7%	4 7.8%	4 5.4%
6	15 8.3%	10 9.3%	2 6.1%	3 8.0%	7 15.8%	-	8 7.8%	6 13.4%	4 7.8%	5 6.3%
7	8 4.2%	3 3.1%	2 6.1%	2 6.0%	-	1 4.3%	7 6.3%	-	3 5.7%	5 6.2%
8	5 2.9%	5 4.1%	-	1 2.0%	3 6.6%	1 4.4%	1 1.1%	1 2.4%	3 6.5%	1 0.9%
9	6 3.5%	6 5.2%	-	1 2.0%	3 6.6%	1 4.4%	2 2.2%	2 4.8%	1 2.2%	3 3.9%
10	6 3.4%	3 3.1%	-	3 8.0%	1 2.5%	1 4.4%	3 3.0%	-	5 9.1%	1 0.9%
AVERAGE	3.2	3.4 C	2.2	3.6 C	3.6	3.4	3.0	3.0	4.0 J	2.8 J

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Methods for Communication - Newspaper Ads

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	282 100.0%	171 100.0%	56 100.0%	55 100.0%	63 100.0%	45 100.0%	163 100.0%	68 100.0%	76 100.0%	128 100.0%
1	62 22.0%	40 23.3%	13 24.0%	8 14.8%	14 22.0%	7 15.2%	40 24.9%	15 21.5%	17 22.3%	28 22.2%
2	16 5.6%	8 4.7%	4 8.0%	3 6.2%	4 5.8%	2 5.0%	10 6.1%	4 5.3%	4 5.3%	8 6.3%
3	12 4.2%	7 4.0%	1 2.0%	4 7.4%	1 1.8%	6 12.6%	4 2.5%	1 1.7%	5 7.1%	5 4.2%
4	20 7.0%	10 6.0%	6 10.0%	4 7.4%	5 7.5%	4 9.6%	11 6.7%	7 9.7%	2 3.3%	11 8.4%
5	26 9.4%	17 10.0%	3 6.0%	6 11.1%	4 5.8%	4 8.1%	17 10.4%	6 9.4%	6 8.3%	12 9.0%
6	31 10.8%	19 11.3%	4 8.0%	7 12.3%	10 16.6%	2 4.6%	18 11.1%	11 16.7%	8 11.0%	11 8.5%
7	31 10.9%	18 10.6%	8 14.0%	5 8.6%	9 14.0%	5 11.6%	16 9.6%	10 14.4%	6 7.7%	12 9.1%
8	35 12.2%	20 12.0%	7 12.0%	7 13.6%	8 12.9%	6 13.7%	20 12.5%	7 11.0%	12 15.4%	15 11.4%
9	22 7.8%	14 8.0%	4 8.0%	4 7.4%	4 6.4%	3 7.6%	14 8.6%	1 1.7%	6 8.3%	15 11.4%
10	28 10.0%	18 10.3%	4 8.0%	6 11.1%	5 7.2%	5 12.2%	12 7.6%	6 8.6%	9 11.3%	12 9.3%
AVERAGE	5.3	5.3	5.1	5.6	5.3	5.5	5.1	5.1	5.4	5.3

Comparison Groups: BCD/EFH/HIJ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Methods for Communication - Radio Ads

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	250 100.0%	155 100.0%	50 100.0%	44 100.0%	56 100.0%	35 100.0%	148 100.0%	68 100.0%	68 100.0%	107 100.0%
1	67 26.9%	42 27.1%	13 26.7%	11 24.6%	17 29.6%	7 20.7%	42 28.5%	16 24.2%	15 21.6%	36 33.7% i
2	17 6.8%	9 5.9%	7 13.3% d	1 3.1%	3 5.3%	7 19.2% eG	7 5.0%	6 9.3%	3 5.0%	6 5.9%
3	19 7.5%	11 7.3%	3 6.7%	4 9.2%	5 8.1%	5 14.3%	9 6.2%	6 9.4%	5 8.0%	7 6.5%
4	14 5.5%	6 3.7%	3 6.7%	5 10.8% b	7 11.7% g	2 7.1%	5 3.2%	4 5.4%	3 4.7%	7 6.5%
5	29 11.8%	19 12.5%	3 6.7%	7 15.4%	4 6.5%	2 5.1%	23 15.4% EF	7 11.0%	6 8.7%	14 12.9%
6	32 12.9%	17 11.0%	11 22.2% bd	4 9.2%	6 10.5%	3 8.4%	22 14.6%	7 11.0%	13 18.6%	11 10.3%
7	16 6.6%	9 5.9%	3 6.7%	4 9.2%	4 6.5%	4 10.3%	8 5.5%	6 9.3%	2 3.3%	7 6.3%
8	24 9.8%	19 12.5% C	1 2.2%	4 9.2% c	7 12.6%	3 8.4%	14 9.8%	7 10.1%	7 10.4%	11 9.9%
9	14 5.8%	10 6.6%	2 4.4%	2 4.6%	3 6.0%	-	11 7.5%	2 3.4%	8 12.0% hj	4 3.8%
10	16 6.5%	12 7.7%	2 4.4%	2 4.6%	2 3.2%	2 6.5%	6 4.3%	5 6.9%	5 7.7%	5 4.2%
AVERAGE	4.6	4.8	4.2	4.6	4.4	4.1	4.6	4.6	5.2 J	4.2

Comparison Groups: BCD/EFG/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Methods for Communication - Local TV Ads

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	250 100.0%	156 100.0%	49 100.0%	44 100.0%	56 100.0%	37 100.0%	146 100.0%	68 100.0%	66 100.0%	109 100.0%
1	86 34.4%	58 37.1%	16 31.8%	12 26.2%	22 39.0%	10 26.7%	53 36.3%	27 39.6%	22 33.5%	36 32.8%
2	16 6.5%	8 5.1%	6 11.4%	3 6.2%	1 2.4%	4 10.8%	11 7.4%	6 8.7%	2 2.7%	7 6.8%
3	16 6.2%	10 6.5%	3 6.8%	2 4.6%	3 6.1%	2 6.7%	10 6.6%	5 6.7%	5 7.2%	6 5.7%
4	12 4.8%	5 2.9%	3 6.8%	4 9.2%	5 8.5%	2 6.6%	5 3.2%	3 4.7%	2 3.8%	6 5.7%
5	26 10.3%	15 9.5%	6 11.4%	5 12.3%	4 6.4%	4 10.9%	17 11.6%	6 8.3%	8 12.3%	11 9.9%
6	20 8.1%	11 7.3%	6 11.4%	3 7.7%	3 5.3%	1 3.6%	14 9.7%	1 1.7%	5 8.2% h	13 11.5% H
7	13 5.1%	5 2.9%	3 6.8%	5 10.8% b	2 3.2%	2 5.5%	8 5.2%	3 5.0%	2 3.4%	6 5.4%
8	26 10.3%	18 11.6% c	2 4.5%	5 12.3%	8 13.7%	6 15.2%	12 8.5%	6 8.4%	8 12.4%	12 11.0%
9	16 6.4%	14 8.7% cd	1 2.3%	1 3.1%	5 8.1%	3 7.9%	9 5.9%	6 8.4%	6 8.6%	5 4.3%
10	20 7.9%	13 8.4%	3 6.8%	3 7.7%	4 7.3%	2 6.1%	8 5.6%	6 8.6%	5 7.9%	7 6.8%
AVERAGE	4.4	4.5	4.0	4.8	4.4	4.6	4.1	4.1	4.7	4.4

Comparison Groups: BCD/EFG/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

When an unanticipated power outage occurs, should Holy Cross Energy offer a text message protocol to notify affected customers?

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	413	251	81	76	93	65	238	94	103	198
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NO ANSWER	33	19	6	8	5	5	22	3	7	22
No	149	78	35	36	21	20	100	15	33	91
	36.1%	31.1%	42.5%	47.3%	22.1%	30.7%	42.1%	16.2%	32.1%	45.9%
			b	B			Ef		H	HI
Yes, I would be willing to provide my cell phone number to receive power outage information	264	173	47	40	72	45	138	78	70	107
	63.9%	68.9%	57.5%	52.7%	77.9%	69.3%	57.9%	83.8%	67.9%	54.1%
		cD			G	g		IJ	J	
CHI-SQUARE SIGNIFICANCE		<-----8.206----->			<-----12.389----->			<-----25.239----->		
		.0165			.002			0		

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Increasing Board Election Participation - Announce upcoming elections via a bill insert

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	374 100.0%	230 100.0%	69 100.0%	71 100.0%	88 100.0%	63 100.0%	221 100.0%	87 100.0%	101 100.0%	178 100.0%
1	15 4.0%	10 4.4%	2 3.2%	1 1.9%	7 8.4%	4 6.5%	3 1.5%	7 7.7%	2 2.2%	6 3.3%
2	10 2.7%	6 2.5%	4 6.5%	-	1 1.3%	6 8.9%	3 1.5%	4 5.2%	3 3.4%	2 1.3%
3	8 2.2%	7 3.0%	-	1 1.9%	3 3.9%	2 4.0%	2 1.0%	2 2.1%	1 1.1%	5 2.9%
4	10 2.8%	7 3.0%	2 3.2%	1 1.9%	2 2.6%	-	8 3.7%	2 2.6%	3 2.9%	5 2.9%
5	28 7.6%	17 7.4%	3 4.8%	8 11.5%	5 5.4%	5 8.6%	18 8.3%	4 4.7%	9 9.2%	15 8.5%
6	35 9.4%	23 9.9%	6 8.1%	4 5.8%	10 12.0%	4 6.9%	21 9.3%	9 10.0%	12 11.4%	15 8.5%
7	52 14.0%	33 14.3%	11 16.1%	8 11.5%	18 20.1%	6 9.0%	29 13.1%	23 26.7%	10 10.1%	19 10.5%
8	64 17.2%	41 17.7%	10 14.5%	14 19.2%	14 15.7%	12 19.4%	37 16.6%	11 13.0%	20 20.1%	29 16.4%
9	54 14.3%	33 14.3%	11 16.1%	10 13.5%	8 8.7%	9 15.1%	36 16.5%	8 9.3%	12 11.4%	32 17.8%
10	96 25.8%	54 23.6%	19 27.4%	23 32.7%	19 22.0%	14 21.6%	63 28.5%	16 18.7%	29 28.2%	50 27.9%
AVERAGE	7.4	7.3	7.5	7.9	7.0	6.9	7.8	6.8	7.5	7.6
				b b			EF		h	H

Comparison Groups: BCD/EFG/HIJ
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Increasing Board Election Participation - Increase frequency of print and radio ads announcing the election

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	350 100.0%	213 100.0%	68 100.0%	65 100.0%	84 100.0%	57 100.0%	207 100.0%	86 100.0%	95 100.0%	161 100.0%
1	67 19.1%	40 18.6%	14 21.3%	12 17.9%	18 21.8%	9 15.9%	39 19.1%	13 15.0%	19 20.1%	33 20.8%
2	31 8.9%	20 9.6%	7 9.8%	4 6.3%	4 4.9%	8 14.2%	19 9.2%	7 8.6%	8 8.1%	15 9.3%
3	20 5.7%	12 5.9%	3 4.9%	4 6.3%	7 8.4%	3 5.6%	10 4.7%	9 10.7%	2 1.9%	8 4.8%
4	21 5.9%	8 3.7%	7 9.8%	6 9.5%	4 4.3%	3 5.6%	14 6.8%	2 2.1%	12 12.4%	6 3.8%
5	53 15.2%	25 11.7%	13 19.7%	15 23.2%	12 14.9%	12 21.4%	29 13.9%	15 17.3%	13 13.8%	24 14.9%
6	61 17.3%	39 18.1%	9 13.1%	10 15.8%	16 19.6%	7 12.7%	35 17.1%	16 18.4%	17 17.7%	28 17.4%
7	31 8.7%	22 10.1%	6 8.2%	3 5.3%	10 12.5%	6 10.3%	14 6.9%	14 16.5%	4 4.3%	12 7.6%
8	30 8.5%	20 9.6%	4 6.6%	5 7.4%	4 4.9%	5 9.1%	20 9.9%	5 6.0%	12 12.2%	12 7.3%
9	18 5.0%	15 6.9%	2 3.3%	1 1.1%	2 2.7%	1 2.0%	14 6.9%	2 2.6%	5 4.8%	11 6.7%
10	19 5.6%	12 5.9%	2 3.3%	5 7.4%	5 6.2%	2 3.2%	12 5.7%	2 2.6%	5 4.8%	12 7.4%
AVERAGE	4.9	5.1	4.4	4.8	4.8	4.6	5.0	4.8	4.9	4.9

Comparison Groups: BCD/EFG/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Increasing Board Election Participation - Hold an in person candidate forum

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	348 100.0%	212 100.0%	68 100.0%	65 100.0%	81 100.0%	55 100.0%	210 100.0%	83 100.0%	97 100.0%	162 100.0%
1	51 14.7%	37 17.6% cD	7 9.8%	6 9.5%	13 16.3%	10 18.0%	28 13.4%	12 14.4%	15 15.4%	23 14.4%
2	27 7.8%	20 9.6% D	6 8.2%	1 2.1%	2 2.8%	6 10.1% e	19 9.3% E	7 8.2%	9 9.6%	10 6.3%
3	22 6.2%	14 6.4%	3 4.9%	5 7.4%	5 6.4%	5 9.0%	10 4.9%	6 7.7% i	2 1.9%	14 8.4% I
4	24 6.9%	18 8.6%	3 4.9%	3 4.2%	10 12.0% f	2 3.3%	13 6.0%	6 7.7%	7 7.7%	9 5.3%
5	51 14.7%	28 13.4%	8 11.5%	15 23.2% BC	9 10.9%	8 15.1%	34 16.2%	12 13.9%	11 11.0%	28 17.4%
6	67 19.2%	36 17.1%	13 19.7%	14 22.1%	14 17.1%	9 16.4%	43 20.6%	12 14.8%	27 28.2% HJ	27 16.8%
7	34 9.8%	18 8.6%	10 14.8%	6 9.5%	9 10.9%	5 9.8%	20 9.6%	13 15.3% i	7 6.7%	15 9.3%
8	28 8.0%	17 8.0%	7 9.8%	4 6.3%	6 7.2%	5 8.6%	17 8.2%	5 6.3%	7 7.7%	14 8.9%
9	20 5.6%	10 4.8%	7 9.8%	3 4.2%	10 12.0% FG	2 3.2%	8 3.9%	7 8.2%	3 3.5%	9 5.4%
10	24 7.0%	12 5.9%	4 6.6%	7 11.6%	3 4.2%	4 6.5%	17 8.0%	3 3.6%	8 8.4%	13 7.8%
AVERAGE	5.2	4.9	5.7 B	5.7 B	5.3	4.8	5.2	5.1	5.2	5.2

Comparison Groups: BCD/EFG/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Increasing Board Election Participation - Hold an online candidate forum

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	341 100.0%	211 100.0%	67 100.0%	59 100.0%	80 100.0%	56 100.0%	202 100.0%	80 100.0%	96 100.0%	157 100.0%
1	51 15.1%	35 16.7%	8 11.7%	7 12.6%	9 11.7%	11 18.9%	31 15.5%	13 16.2%	10 10.8%	27 17.4%
2	21 6.2%	16 7.5% D	4 6.7%	1 1.1%	-	3 5.2%	18 8.9%	2 2.8%	5 4.7%	14 9.0% H
3	20 5.8%	10 4.8%	3 5.0%	6 10.3%	5 6.0%	3 6.0%	10 5.1%	6 7.3% I	1 0.7%	13 8.3% I
4	18 5.2%	11 5.4%	4 6.7%	2 3.4%	3 4.3%	3 5.2%	12 5.7%	4 5.1%	9 8.9% j	5 3.3%
5	36 10.5%	22 10.2%	7 10.0%	7 12.6%	9 11.6%	7 11.6%	20 9.8%	7 9.3%	8 8.5%	20 12.8%
6	56 16.5%	31 14.5%	11 16.7%	12 19.5%	13 16.8%	11 19.3%	31 15.5%	14 17.5%	19 19.3%	21 13.6%
7	29 8.5%	12 5.9%	11 16.7% B	5 9.2%	10 12.2%	4 6.4%	16 7.8%	12 14.9% J	8 8.0%	8 5.3%
8	45 13.1%	31 14.5%	7 10.0%	7 12.6%	9 11.4%	8 14.9%	27 13.5%	7 8.7%	17 18.1% h	20 12.5%
9	40 11.6%	25 11.8%	8 11.7%	7 11.5%	13 16.7% f	4 6.4%	23 11.2%	10 12.6%	9 9.6%	19 11.9%
10	26 7.5%	18 8.6%	3 5.0%	4 6.9%	7 9.4%	3 6.0%	14 6.9%	5 5.6%	11 11.5%	9 5.9%
AVERAGE	5.6	5.6	5.7	5.8	6.3 FG	5.2	5.5	5.6	6.2 J	5.2

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Increasing Board Election Participation - Evaluate an online balloting process

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	337 100.0%	210 100.0%	65 100.0%	58 100.0%	79 100.0%	57 100.0%	198 100.0%	81 100.0%	93 100.0%	156 100.0%
1	33 9.9%	19 9.2%	9 13.8%	4 7.0%	4 5.0%	7 12.7%	22 11.2% e	5 6.2%	6 6.8%	22 14.1% hi
2	12 3.5%	7 3.2%	4 6.9%	1 1.2%	1 1.4%	1 1.2%	9 4.5%	-	2 2.4%	10 6.2%
3	10 3.0%	5 2.2%	2 3.4%	3 5.8%	2 3.1%	3 5.6%	4 2.3%	1 0.8%	3 3.6%	6 3.9%
4	12 3.6%	8 3.8%	2 3.4%	2 3.5%	3 4.3%	1 2.0%	8 3.9%	5 5.6%	3 3.2%	5 3.0%
5	36 10.8%	18 8.6%	10 15.5%	8 14.0%	5 6.8%	6 10.7%	25 12.5%	7 9.1%	6 6.8%	21 13.6% i
6	51 15.1%	28 13.5%	10 15.5%	10 16.3%	10 13.2%	7 12.7%	33 16.4%	10 12.0%	20 21.4% j	20 12.9%
7	24 7.2%	16 7.6%	4 6.9%	4 7.0%	9 11.7%	4 7.1%	11 5.6%	10 12.7% I	2 2.4%	11 6.8% i
8	58 17.1%	43 20.5% C	4 6.9%	10 17.4% C	11 14.3%	10 17.0%	37 18.5%	13 16.4%	24 26.3% J	18 11.6%
9	57 16.8%	37 17.8%	9 13.8%	10 17.4%	14 17.7%	7 11.9%	36 18.0%	16 19.2%	14 14.6%	27 17.6%
10	43 12.9%	28 13.5%	9 13.8%	6 10.5%	18 22.5% G	11 19.0% G	14 7.1%	15 18.0%	12 12.4%	16 10.2%
AVERAGE	6.5	6.7 C	5.9	6.6	7.3 G	6.5 G	6.2	7.2 J	6.8 J	6.0

Comparison Groups: BCD/EFJ/HIJ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Increasing Board Election Participation - Make no change to election processes
in place

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	312 100.0%	188 100.0%	66 100.0%	54 100.0%	66 100.0%	53 100.0%	191 100.0%	70 100.0%	82 100.0%	153 100.0%
1	34 10.8%	23 12.0% D	9 13.6% D	2 3.7%	9 13.6%	5 10.3%	19 10.1%	9 13.1%	7 9.1%	17 11.1%
2	18 5.8%	15 7.8%	3 5.1%	-	2 3.4%	4 8.5%	11 5.9%	7 9.6% j	6 6.9%	5 3.0%
3	8 2.6%	6 3.0%	1 1.7%	1 2.5%	3 5.1%	1 2.6%	3 1.8%	3 4.8%	1 1.4%	4 2.4%
4	17 5.4%	11 6.0%	2 3.4%	3 6.2%	5 8.2%	2 3.4%	10 5.1%	6 8.3%	7 8.6% j	4 2.7%
5	39 12.4%	25 13.3%	6 8.5%	8 15.0%	9 13.6% f	2 4.3%	26 13.8% F	14 19.6% j	9 10.8%	15 10.0%
6	42 13.6%	26 13.9%	12 18.6% d	4 7.5%	8 11.9%	7 13.3%	27 14.4%	12 17.0%	14 16.9%	17 10.9%
7	13 4.3%	6 3.0%	6 8.5%	2 3.7%	5 7.8%	1 2.1%	7 3.6%	3 4.8%	2 3.0%	7 4.8%
8	37 12.0%	27 14.5% C	3 5.1%	7 12.5%	5 7.5%	11 20.1% e	22 11.4%	1 1.6%	12 14.2% H	22 14.7% H
9	27 8.7%	14 7.2%	7 10.2%	7 12.5%	5 6.8%	2 3.9%	20 10.4% f	3 4.8%	7 8.0%	17 11.2% h
10	77 24.6%	36 19.3%	17 25.4%	20 36.2% B	15 22.0%	17 31.6%	45 23.5%	11 16.3%	17 21.0%	45 29.3% H
AVERAGE	6.4	6.0	6.4	7.6 BC	6.0	6.8	6.5	5.3	6.3 H	7.0 H

Comparison Groups: BCD/EFG/HIJ
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Ranking of HCE Power Supply Aspects - Environmental impact of the power supply mix

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	410 100.0%	248 100.0%	81 100.0%	81 100.0%	93 100.0%	66 100.0%	248 100.0%	87 100.0%	108 100.0%	206 100.0%
1	19 4.7%	12 5.0%	2 2.7%	5 5.9%	2 2.7%	4 6.2%	13 5.2%	1 1.3%	4 3.8%	14 6.9% H
2	8 2.0%	3 1.4%	3 4.1%	1 1.7%	2 2.4%	2 3.4%	4 1.5%	3 3.9%	3 2.7%	2 0.9%
3	9 2.1%	6 2.3%	1 1.4%	2 2.5%	2 2.4%	1 1.0%	6 2.4%	1 1.3%	1 1.1%	5 2.6%
4	4 0.9%	1 0.5%	1 1.4%	1 1.7%	1 0.7%	2 2.7%	1 0.5%	1 0.8%	3 2.7%	-
5	24 5.9%	16 6.4%	4 5.5%	4 5.0%	4 4.4%	5 8.2%	15 6.0%	5 6.0%	6 5.9%	13 6.3%
6	21 5.1%	15 5.9%	3 4.1%	3 3.4%	5 5.1%	2 2.7%	14 5.8%	3 3.9%	9 8.6%	7 3.6%
7	37 9.1%	23 9.1%	8 9.6%	7 8.4%	7 7.8% f	1 2.1%	29 11.6% F	7 7.6%	10 9.2%	21 10.1%
8	50 12.3%	29 11.9%	7 8.2%	14 17.6% C	11 11.9%	15 22.7% eG	24 9.9%	13 15.1%	12 10.7%	25 12.0%
9	82 19.9%	56 22.4% d	14 17.8%	12 14.3%	17 18.2%	12 18.9%	50 20.3%	19 21.9%	24 21.8%	36 17.5%
10	156 38.0%	87 35.2%	37 45.2%	32 39.5%	41 44.4%	21 32.0%	92 37.0%	33 38.3%	36 33.5%	83 40.2%
AVERAGE	8.0	8.0	8.2	7.9	8.3	7.7	7.9	8.2	7.9	8.0

Comparison Groups: BCD/EFG/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Ranking of HCE Power Supply Aspects - Cost of electricity to members

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Total Answering	419 100.0%	249 100.0%	84 100.0%	82 100.0%	97 100.0%	68 100.0%	251 100.0%	91 100.0%	109 100.0%	209 100.0%
1	-	-	-	-	-	-	-	-	-	-
2	3 0.8%	2 0.9%	1 1.3%	-	1 1.2%	1 1.7%	1 0.4%	1 1.2%	1 1.0%	1 0.5%
3	-	-	-	-	-	-	-	-	-	-
4	2 0.5%	2 0.9%	-	-	-	1 1.7%	1 0.5%	1 1.2%	-	1 0.5%
5	6 1.4%	3 1.4%	1 1.3%	1 1.7%	2 1.9%	-	4 1.6%	2 2.0%	-	4 1.9%
6	9 2.1%	6 2.3%	3 4.0%	-	2 2.3%	-	7 2.7%	5 4.9%	1 1.0%	3 1.6%
7	22 5.2%	11 4.5%	8 9.3%	3 3.3%	5 5.3%	2 3.4%	14 5.7%	7 8.2%	6 5.4%	9 4.1%
8	49 11.8%	29 11.8%	11 13.3%	9 10.7%	9 9.8%	11 16.0%	28 11.2%	13 13.8%	14 12.7%	21 9.9%
9	68 16.2%	44 17.7%	12 14.7%	12 14.0%	9 9.1%	13 19.0% e	45 17.8% E	13 13.8%	21 18.9%	33 15.6%
10	259 61.9%	151 60.5%	47 56.0%	58 70.2%	68 70.4%	39 58.3%	151 60.1%	50 54.8%	66 61.0%	138 65.8%
AVERAGE	9.2	9.2	9.0	bC 9.5 bC	g 9.3	9.2	9.2	8.9	9.3 h	9.3 H

Comparison Groups: BCD/EFH/HIJ

Independent T-Test for Means, Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Holy Cross consumers currently pay approximately 2% extra to increase renewables, reduce greenhouse gases and promote conservation and efficiency

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL ANSWERING	411	252	80	80	91	64	254	86	109	209
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NO ANSWER	34	19	7	5	7	6	6	11	1	11
It's too much and I want to pay less	57	35	10	12	11	15	32	8	24	25
	14.0%	14.0%	12.5%	15.4%	11.9%	22.9%	12.5%	9.5%	21.6%	11.8%
						eg			HJ	
It's fine, I like it as is, don't change the 2%	255	152	46	57	51	37	166	45	63	143
	61.9%	60.4%	56.9%	71.8%	55.5%	57.8%	65.4%	52.8%	57.7%	68.7%
				BC						Hi
It should be higher, and I'm willing to pay a total of 3-7% extra	66	45	13	7	19	8	37	17	18	29
	16.1%	18.0%	16.7%	9.4%	21.3%	13.0%	14.7%	19.8%	16.6%	13.7%
		D								
It should be higher, and I'm willing to pay a total of 7-10% extra	18	11	6	1	7	4	7	11	1	5
	4.4%	4.5%	6.9%	1.7%	8.1%	6.3%	2.7%	12.7%	1.0%	2.5%
					g			IJ		
It should be higher, and I'm willing to pay a total of more than 10% extra	15	8	6	1	3	-	12	5	3	7
	3.6%	3.2%	6.9%	1.7%	3.2%		4.7%	5.3%	3.1%	3.3%
CHI-SQUARE SIGNIFICANCE		<-----10.601----->			<-----16.119----->			<-----30.117----->		
		.2253*			.0407*			.0002*		

Comparison Groups: BCD/EGF/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Holy Cross consumers currently pay approximately 2% extra to increase renewables, reduce greenhouse gases and promote conservation and efficiency

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	411	252	80	80	91	64	254	86	109	209
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NO ANSWER	34	19	7	5	7	6	6	11	1	11
It's too much and I want to pay less	57	35	10	12	11	15	32	8	24	25
	14.0%	14.0%	12.5%	15.4%	11.9%	22.9%	12.5%	9.5%	21.6%	11.8%
						eg			HJ	
It's fine, I like it as is, don't change the 2%	255	152	46	57	51	37	166	45	63	143
	61.9%	60.4%	56.9%	71.8%	55.5%	57.8%	65.4%	52.8%	57.7%	68.7%
				BC						Hi
It should be higher, and I'm willing to pay extra	99	65	25	10	30	12	56	32	23	41
	24.1%	25.7%	30.6%	12.8%	32.7%	19.3%	22.0%	37.7%	20.7%	19.6%
		D	D		fg			IJ		
CHI-SQUARE SIGNIFICANCE		<-----7.745----->			<-----9.463----->			<-----18.467----->		
		.1014			.0505			.001		

Comparison Groups: BCD/EFJ/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Would "On-Bill Financing motivate you to take action on energy efficiency improvements for your home or business?

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	397	241	74	78	93	66	236	89	98	202
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NO ANSWER	48	29	13	6	6	4	24	7	12	18
Yes	193	121	35	37	53	29	111	60	56	75
	48.5%	50.2%	47.0%	47.0%	57.1%	43.2%	46.9%	66.9%	56.9%	36.9%
					f			J	J	
No	205	120	39	41	40	38	125	30	42	128
	51.5%	49.8%	53.0%	53.0%	42.9%	56.8%	53.1%	33.1%	43.1%	63.1%
						e				HI
CHI-SQUARE SIGNIFICANCE		<-----.399----->			<-----3.738----->			<-----25.716----->		
		.8191			.1543			0		

Comparison Groups: BCD/EFG/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

How long have you been a Holy Cross Consumer?

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL ANSWERING	428 100.0%	257 100.0%	85 100.0%	82 100.0%	98 100.0%	70 100.0%	260 100.0%	93 100.0%	110 100.0%	218 100.0%
NO ANSWER	17	13	2	2	-	-	-	4	-	2
0 to 5 years	39 9.2%	28 11.0%	3 3.9%	5 5.8%	39 40.1%	-	-	22 23.6%	9 7.8%	7 3.3%
		Cd						IJ		
6 to 10 years	59 13.7%	33 12.8%	10 11.8%	15 18.2%	59 59.9%	-	-	27 28.9%	9 8.7%	21 9.4%
								IJ		
11 to 15 years	70 16.4%	34 13.2%	12 14.5%	24 28.9%	-	70 100.0%	-	17 18.3%	17 15.7%	33 15.1%
				BC						
16 years or longer	260 60.7%	162 63.0%	59 69.7%	39 47.1%	-	-	260 100.0%	27 29.3%	74 67.8%	157 72.1%
		D	D					H	H	H
CHI-SQUARE SIGNIFICANCE AVERAGE	16.20	16.24	17.57 D	15.25	5.79	13.00 E	21.00 EF	11.42	17.17 H	17.95 H
		<-----19.613----->			<-----856.356----->			<-----71.533----->		
			.0032			0		0		

Comparison Groups: BCD/EFG/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

What is your age range?

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL ANSWERING	426 100.0%	261 100.0%	81 100.0%	80 100.0%	94 100.0%	67 100.0%	259 100.0%	97 100.0%	110 100.0%	220 100.0%
NO ANSWER	19	9	6	5	4	3	1	-	-	-
Less than 20	4 0.9%	4 1.5%	-	-	-	-	-	4 4.1%	-	-
20 to 29	8 1.9%	6 2.2%	2 2.7%	-	7 7.2%	-	1 0.4%	8 8.2%	-	-
30 to 39	27 6.4%	20 7.8%	1 1.4%	5 6.0%	24 25.8%	2 2.7%	1 0.4%	27 28.2%	-	-
40 to 49	57 13.5%	36 13.9%	13 16.4%	5 6.0%	17 18.5%	15 22.5%	25 9.6%	57 59.4%	-	-
50 to 59	110 25.7%	74 28.2%	16 19.2%	20 25.6%	18 19.2%	17 25.6%	74 28.7%	-	110 100.0%	-
60 and over	220 51.6%	121 46.4%	49 60.3%	50 62.4%	28 29.4%	33 49.2%	157 60.8%	-	-	220 100.0%
CHI-SQUARE SIGNIFICANCE AVERAGE		<-----18.715-----> .044*			<-----112.63-----> 0*			<-----852.228-----> 0*		
	56.65	55.50	58.28 b	59.51 B	48.63	57.13 E	59.99 EF	38.94	55.50 H	65.00 HI

Comparison Groups: BCD/EF/G/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.
 "*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q9. County

	Total Valid Responses	County			Years a HCE Member			Age of Respondent		
		Eagle	Pitkin	Garfield	10 or Less	11 to 15	16 and Over	49 or Under	50-59	60 and Over
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
TOTAL ANSWERING	442 100.0%	270 100.0%	87 100.0%	84 100.0%	94 100.0%	70 100.0%	260 100.0%	93 100.0%	110 100.0%	220 100.0%
NO ANSWER	4	-	-	-	4	-	-	4	-	-
Eagle	270 61.2%	270 100.0%	-	-	61 64.9% F	34 48.5%	162 62.3% F	66 71.6% J	74 67.2% J	121 55.1%
Pitkin	87 19.7%	-	87 100.0%	-	13 14.2%	12 17.5%	59 22.7% e	17 18.1%	16 14.2%	49 22.3% i
Garfield	84 19.1%	-	-	84 100.0%	20 20.9%	24 34.0% eG	39 14.9%	10 10.3%	20 18.6%	50 22.6% H
CHI-SQUARE SIGNIFICANCE		<-----883.02-----> 0			<-----15.36-----> .004			<-----11.33-----> .0231		

Comparison Groups: BCD/EFG/HIJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.

Questionnaire

2012 CONSUMER SURVEY

Answer **all** the questions by shading the circle with blue or black ink. Like this ●
 If you prefer, the survey can be taken online at the following address:
<https://gdsit.gdsassociates.com/holycross>

Holy Cross Energy Report Card

1. Please indicate your level of agreement to the following questions by circling the one appropriate number from the range of 1 to 10.

	Disagree Very Strongly	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	Agree Very Strongly	N/A
1a. Holy Cross provides reliable electric service.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1b. Holy Cross provides affordable electric service.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1c. It is easy to contact Holy Cross Energy and reach someone to answer my questions.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1d. My electric bill is easy to read and understand.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1e. Holy Cross resolves problems effectively.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1f. Holy Cross provides good value and service relative to the price of electricity.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1g. Holy Cross encourages consumers to save energy.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1h. Holy Cross effectively communicates with its consumers.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1i. Holy Cross looks out for its consumers' best interest.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1j. Member Equity allocations and Member Equity refunds are important to me.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1k. Based on my experiences to date, I am satisfied overall with Holy Cross Energy.		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Member Services – Communications/Election

2. Holy Cross Energy is evaluating communication tools used to share information. Please identify how effective you feel the following methods are for Holy Cross Energy to communicate with you:

	Very Ineffective	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	Very Effective	N/A
2a. Holy Cross website www.holycross.com		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2b. Automated phone message		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2c. "Consumer Connection" newsletter		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2d. Community meetings		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2e. E-mail		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2f. Facebook/Twitter		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2g. Newspaper Ads		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2h. Radio Ads		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2i. Local TV Ads		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2j. Other: _____		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. When an unanticipated power outage occurs, should Holy Cross Energy offer a "text message" protocol to notify affected consumers?

- No
- Yes, I would be willing to provide my cell phone number to receive power outage information



4. In recent years, member participation levels in the Board of Director elections have ranged from 8-10%. Rank how helpful you feel the following measures might be in gathering more interest and member participation in elections:

	Very Ineffective											Very Effective	N/A	
4a. Announce upcoming elections via a bill insert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4b. Increase frequency of print and radio ads announcing the election	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4c. Hold an in person candidate forum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4d. Hold an online candidate forum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4e. Evaluate an online balloting process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4f. Make no change to election processes in place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4g. Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Power Supply Mix/Energy Efficiency

5. Please rank the importance of the following aspects of Holy Cross Energy's power supply.

	Not Important											Very Important	N/A	
5a. Environmental impact of the power supply mix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5b. Cost of electricity to members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Holy Cross consumers currently pay approximately 2% extra to increase renewables, reduce greenhouse gases and promote conservation and efficiency. How do you feel about this, and should it be changed?

- It's too much and I want to pay less
- It's fine, I like it as is – don't change the 2%
- It should be higher, and I'm willing to pay a total of 3-7% extra
- It should be higher, and I'm willing to pay a total of 7-10% extra
- It should be higher, and I'm willing to pay a total of more than 10% extra

7. Would "On-Bill Financing" motivate you to take action on energy efficiency improvements for your home or business? "On-Bill Financing" means that members could choose to install qualified energy-saving improvements on their home or business and pay for them over time from the savings as monthly installments on their utility bill.

- Yes
- No

Responder Information

8. How long have you been a Holy Cross Consumer?

- 0 to 5 years
- 6 to 10 years
- 11 to 15 years
- 16 years or longer

9. What is your age range?

- Less than 20
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60 or over

Comments: Additional Comments Opportunity

10. Other comments or suggestions:

Thank You

Please return the completed survey in the postage-paid envelope to:



The Myers Group
 Attn: Survey Processing Department
 PO Box 100072
 Duluth, GA 30096-9805
 Toll-Free: 1-800-692-0041

For Internal Purposes Only: 912307