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Xcel Energy		Information Request No.	1-8
Docket No.:	EL20-015		
Response To:	South Dakota Public Utilities Commission		
Requestor:	South Dakota Public Utilities Commission Staff		
Date Received:	September 9, 2020		

Question:
Refer to Table 4 on page 8. Since discounts are taken at stores rather than through rebate, how many of the bulbs listed in Table 4 are projected to be for Xcel customers for both Residential and Business? How many for non-Xcel customers for both Residential and Business?

Response:
Participation for our Lighting Program is based on actual sales data provided monthly by our participating retailers who provide us the total number of bulbs sold. We assume that 100 percent of the purchases are made by Xcel Energy customers for both Residential and Business. We recognize that the program design could result in non-Xcel Energy customers participating in our program and designed the program to limit the amount of program spill-over. The Company specifically selects retailers based in part on their location and that they are in Xcel Energy's service territory to ensure that a high percent of customers buying the bulbs are Xcel Energy customers. Research has shown that consumers purchase bulbs within a five-mile radius of their home or business.

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