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Xcel Energy		Data Request No.	1-24
Docket No.:	EL24-016		
Response To:	South Dakota Public Utilities Commission		
Requestor:	Eric Paulson		
Date Received:	August 2, 2024		

Question:
At the meeting for docket EL23-013 Commissioner Fiegen requested that Xcel provide the evaluation that customers wouldn't buy LED light bulbs without the rebate. Provide the analysis Xcel did to show that customers wouldn't buy LED light bulbs without the rebate.

Response:
The Company has attached the most recent Colorado Home Lighting and Recycling Product evaluation. Specifically, sections 2.3.1 and 2.3.2 of the evaluation ("Market Size" and "Program Lift") note that in 2021 the size of the LED lighting market and the adoption of efficient lamps was still greater in program states versus non-program states.

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