



Large business DG market research study

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Our distributed generation (DG) market research study provides utilities with critical information to help them understand what motivates large and midsize business customers to acquire photovoltaic (PV) systems and other DG technologies. It also reveals which customers are most likely to reduce their demand for traditional utility-provided power.

E Source takes an informed approach by going straight to the end-use customers. Using a combination of qualitative and quantitative techniques, we gather data on customer attitudes, desires, barriers, and actions to help you understand the needs and decision-making processes of large business customers who are interested in solar and other DG solutions. When you know your customers' motivations and trepidations, you can help them plan their long-term DG strategies.

Key questions addressed in this study include:

- What drives business customers to embrace PV and DG?
- How do attitudes about utilities affect customers' decisions to adopt PV and DG?
- What investment criteria are most commonly used for decision-making?
- How do corporate sustainability goals affect these decisions?
- What barriers may keep customers from adopting PV and DG?
- Who are the preferred providers of PV and DG, including utilities, local contractors, and national vendors?
- To what extent will on-site electric storage affect these decisions?
- Can utility pricing models affect adoption?
- How are corporate decisions made regarding PV and DG adoption?
- Which customer segments are most likely to adopt PV and why?

Methodology

This study surveyed over 800 businesses in the US and Canada and included key market segments such as retail, grocery, healthcare, government, manufacturing, hotels and motels, restaurants, offices, and education.

Study deliverables

If you're a subscriber, this link will take you to the study deliverables: [How Photovoltaic Systems and Distributed Generation Will Disrupt the Utility Industry: A 2015 E Source Multi-Client Study](#).

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