

# E Source Utility Solar Website Benchmark

Awards Edition

**Alanya Schofield**  
Senior Director, E Source



**E Source**

E Source Forum 2018

# And the winners are ...



# Solar (and DER) website best practices

- 1 Easy to find and read
- 2 Customer-friendly language
- 3 Full range of types of information
- 4 Easy-to-follow steps
- 5 Decision-making tools or calculators

© E Source (2017 Utility Solar  
Website Benchmark)

# What resources do customers want when considering their solar options?



Solar calculator

68%



List of approved solar installation companies

66%



Information on steps to take with your utility to get solar panels up and running as quickly as possible

66%



Easy assessment tool to figure out if your roof is suitable for solar

65%



Recommended steps for making a decision about purchasing solar

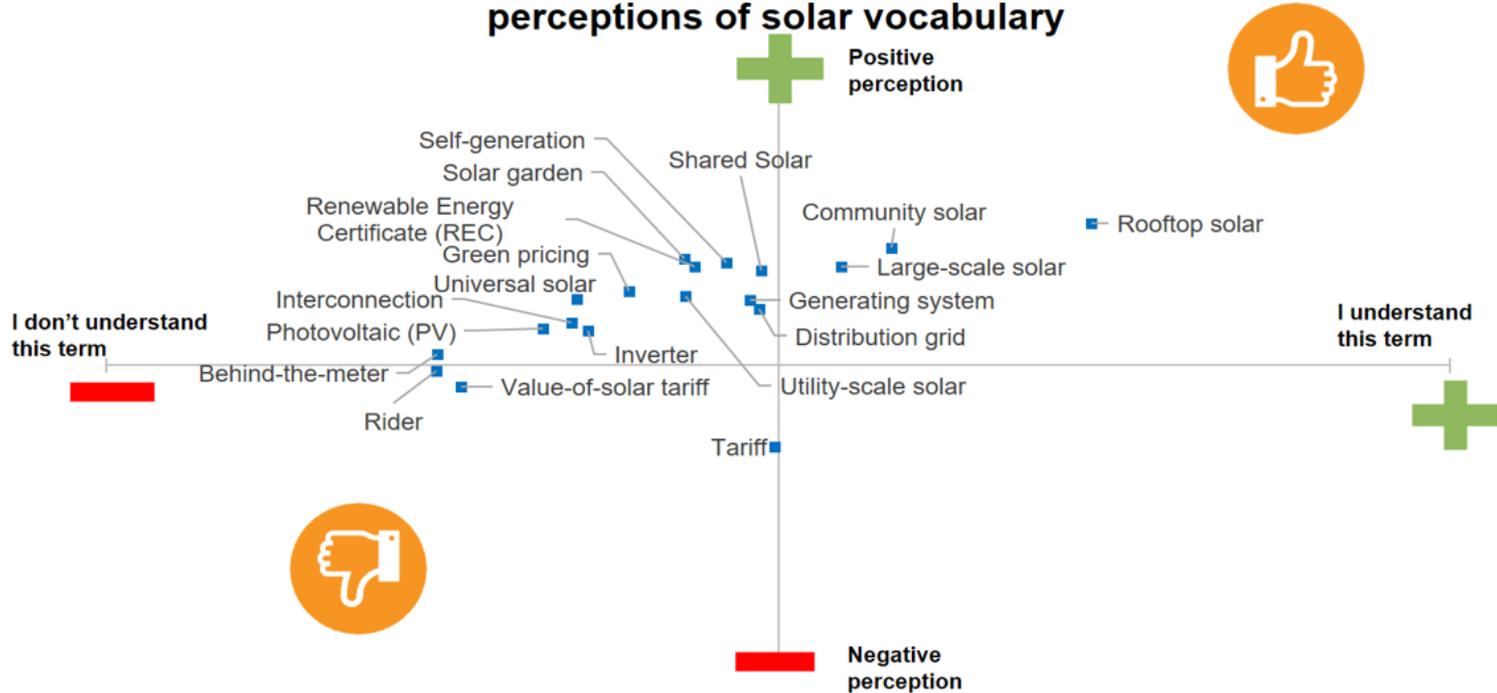
62%

**Base:** n = 6,585. **Question S4a\_2:** How useful would each be when deciding whether to purchase rooftop solar? Customers who don't have rooftop solar? **Note:** Values represent percentage of respondents rating "somewhat useful" or "extremely useful."

© E Source (2017 DER residential market research)

# Winning solar-related terminology

## North America customer understanding and perceptions of solar vocabulary



**Base:** North America respondents (n = 7,019). **Question S5\_4:** First, rate how well you understand each term on a scale of 1 to 3, where 1 means 'I don't understand this term', 2 means 'I'm familiar with the term but not certain what it means,' and 3 means 'I understand what this term means.' Next, we want to know whether these terms evoke positive or negative feelings or impressions from you, not whether you support the underlying concept. On a scale of 1 to 3, please rate your emotional response to the term, where 1 means negative, 2 means neutral, and 3 means positive. **Note:** x and y coordinates were calculated by multiplying the percentage of respondents for each statement by the scale points where 1 = -1, 2 = 0, and 3 = 1.

© E Source (Residential Solar Education and Communications Study 2017)

# For more information



Alanya Schofield

Senior Director, Strategy, Consulting, and New Products, E Source

303-345-9156 [alanya\\_schofield@esource.com](mailto:alanya_schofield@esource.com)

You're free to share this document in its entirety inside your company. If you'd like to quote or use our material outside of your business, please contact us at [customer\\_service@esource.com](mailto:customer_service@esource.com) or 1-800-ESOURCE (1-800-376-8723).