



# Which of Your Residential Customers Are Going Solar and Why?

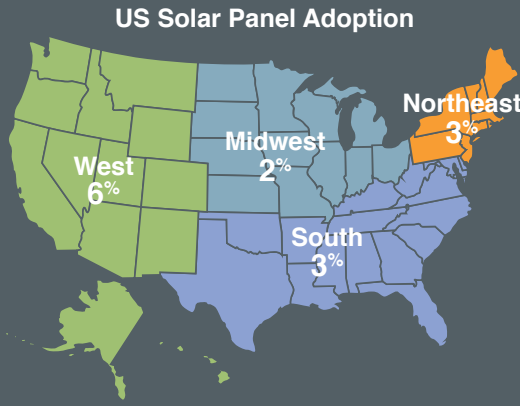


## Adoption



Although growing, currently only a **very small percentage** of US residential customers report having a solar panel system installed at their home.

In just 1 year, the percentage of residential customers who reported having a home solar panel system installed **has risen 1.5%**



## Barriers: Cost & Logistics

When residential customers were asked what's preventing them from going solar, **59 percent** cited the cost of purchase/installation as the main factor. The other common reasons were:

- Receiving an acceptable return on investment **39%**
- Finding a trusted contractor to purchase and install the system **25%**
- Finding a place to install the system on their property **20%**



## Program Participation

Customers who reported participation in utility energy-efficiency (EE) or demand-response (DR) programs in the prior 12 months were more likely to say they have a solar panel system installed at their home than those who did not participate in these programs in the prior 12 months.



**21 percent** of US residential customers reported participation in at least one EE/DR program in the prior 12 months



Those who participated in at least one program were more likely to report having a solar panel system installed at their home (**9 percent**) than those who have not participated in a program (**2 percent**)

## Motivators

**What motivates customers to conserve energy?** Of the messages we tested, the top reasons to conserve energy among US residential customers are:



- I want to save money on my bill
- I don't want to be wasteful
- I want to reduce the depletion of resources used to generate power

While saving money is still the top motivator, customers who report having a solar panel system installed at their home **are more likely to:**



- Want to stop climate change
- Want to maintain a safe water supply
- Want to reduce pollution

## Demographics

Which residential customers are most likely to have a solar panel system?



Under the age of 45



Owns a single-family home

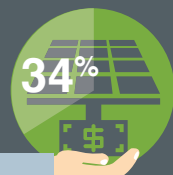


Part of a larger household (more than 2 people)



Household income of \$75,000 or more

## Economics



When they generate excess energy, **34%** of those with a solar panel system believe their electricity provider should reimburse them at a rate that's slightly above the current rate, with the additional amount subsidized by other customers

To learn more about your customers, visit the E Source Residential Customer Insights Center at [www.esource.com/customerinsights](http://www.esource.com/customerinsights).

The data are drawn from The Nielsen Company's Energy Behavior Track, an annual online survey conducted in partnership with E Source, which gathers information from approximately 32,000 residential customers in the US on a variety of energy-related topics. The E Source Residential Customer Insights Center compiles the data and layers it with demographic and household characteristics. The data are available for the entire US and can be sorted by Census Region, state, and major utility operating company.