

# 2018 Customer Survey

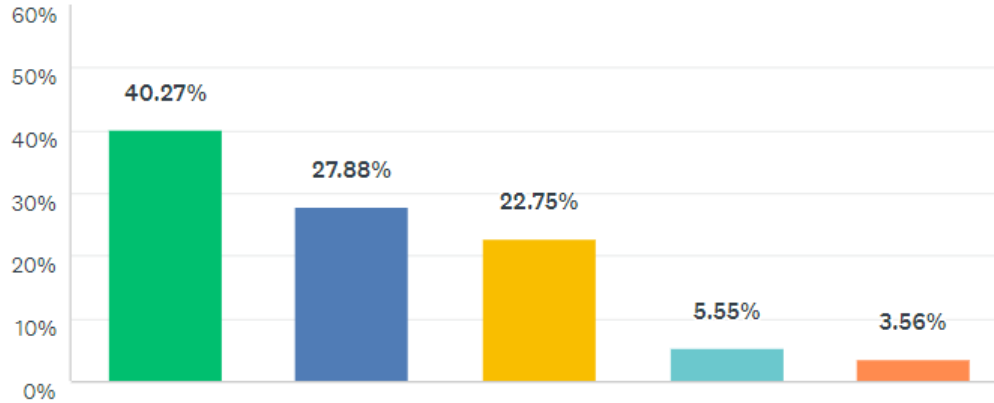
## Results

# Summary

## Survey objective was threefold:

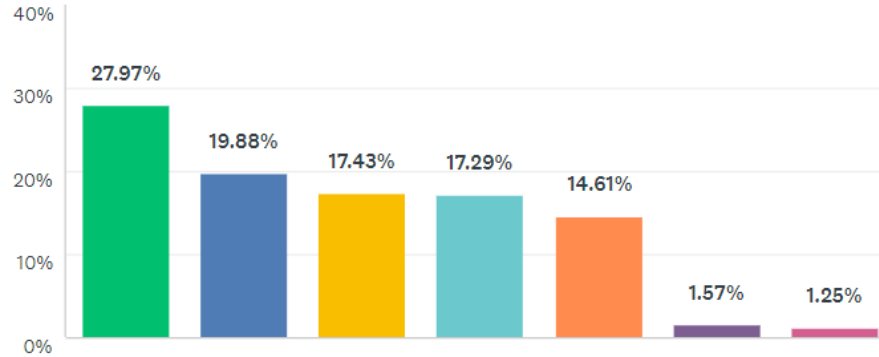
1. Learn the research used by homeowners to choose their solar system and installer
2. Learn how important brand named products were in their decision
3. Learn what questions they still have

# How did you find your installer?



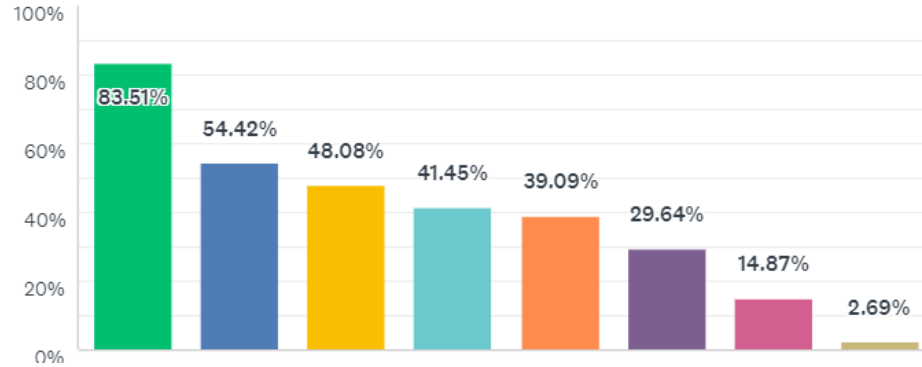
ANSWER CHOICES	RESPONSES
▼ Other solar customers, friend/neighbor recommendation	40.27%
▼ Internet research	27.88%
▼ My installer found me	22.75%
▼ Radio or TV advertising	5.55%
▼ Print advertising or mailer insert	3.56%

# Enlighten is the online monitoring for your solar system. How often do you check Enlighten?



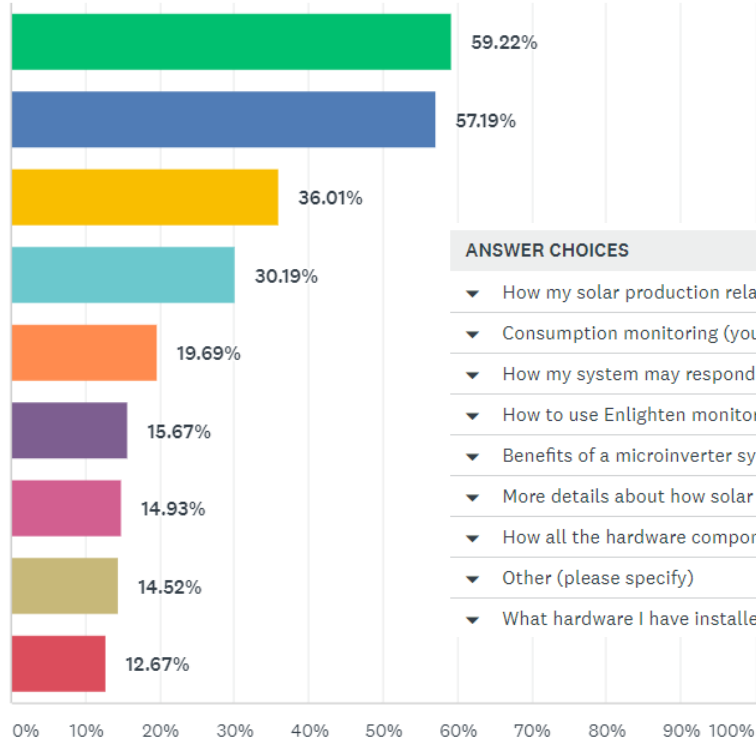
ANSWER CHOICES	RESPONSES
▼ A few times a week	27.97%
▼ Several times a day	19.88%
▼ Once a week	17.43%
▼ Once a day	17.29%
▼ Very infrequently	14.61%
▼ Never	1.57%
▼ I didn't know I had a monitoring system	1.25%

# What information in Enlighten are you most interested in?



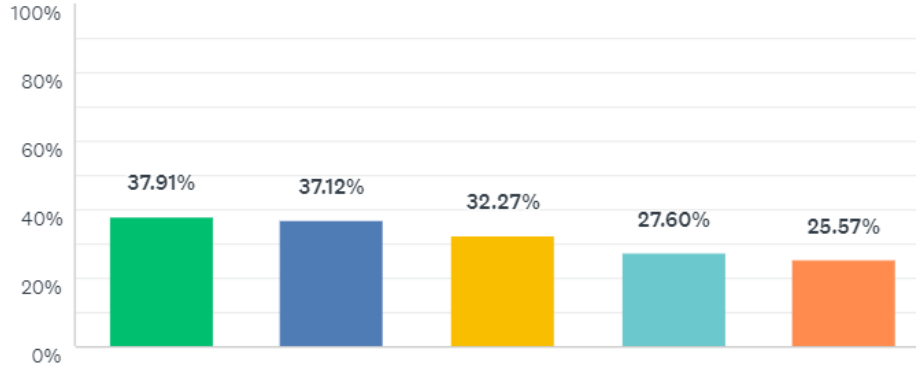
ANSWER CHOICES	RESPONSES
▼ Power production totals (How much power I produced)	83.50%
▼ How to verify that my system is working (Checking if there is anything wrong with my system)	54.37%
▼ Power production graph	48.04%
▼ Net import of electricity from the grid (How much electricity I still use from the utility)	41.47%
▼ Consumption graph (consumption monitoring is an optional feature)	39.07%
▼ Time of energy consumption (When do I use energy the most)	29.63%
▼ Energy equivalents (How my energy impacts the environment)	14.89%
▼ How to share with my friends and family (Social media sharing)	2.68%

# What more would you like to learn about solar and/or your new system?



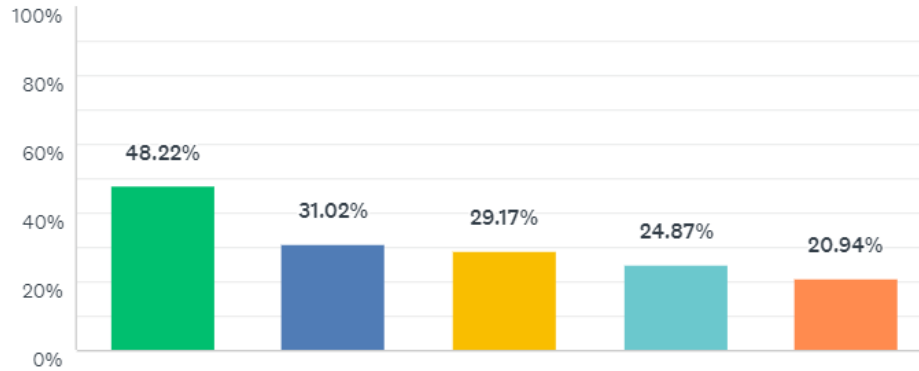
ANSWER CHOICES	RESPONSES
▼ How my solar production relates to my utility bill	59.22%
▼ Consumption monitoring (your energy usage; this is an optional feature)	57.19%
▼ How my system may respond to changing utility requirements	36.01%
▼ How to use Enlighten monitoring	30.19%
▼ Benefits of a microinverter system	19.69%
▼ More details about how solar systems work	15.67%
▼ How all the hardware components fit together	14.93%
▼ Other (please specify)	<a href="#">Responses</a> 14.52%
▼ What hardware I have installed	12.67%

# What Enphase hardware components would you like to learn more about?



ANSWER CHOICES	RESPONSES
▼ Consumption meter (optional feature)	37.91%
▼ AC Battery (optional hardware)	37.12%
▼ Microinverter	32.27%
▼ Envoy	27.60%
▼ I don't really care about the individual hardware components of my system	25.57%

# Tell us about your purchase process and the part that product brand played in your decision(s)



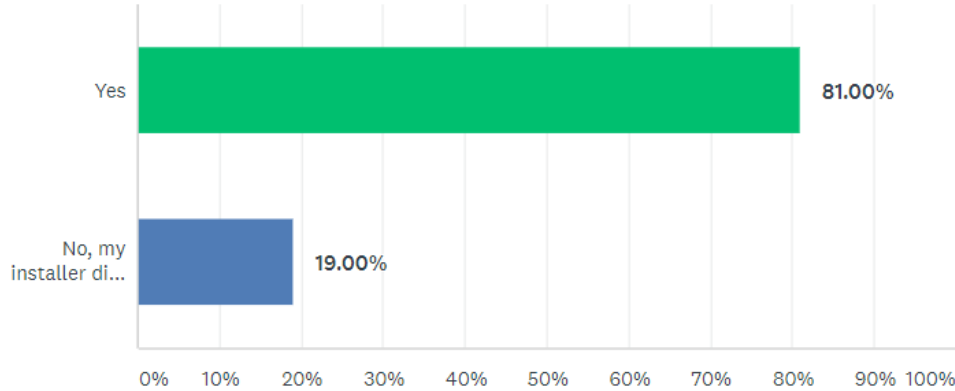
ANSWER CHOICES	RESPONSE
▼ The installer's reputation was more important than solar product brand in my decision-making process	48.22%
▼ The solar panel brand was important to me	31.02%
▼ The solar inverter brand was important to me	29.17%
▼ Product brand was not important in my decision-making process	24.87%
▼ My installer offered me a variety of products and brands to choose from	20.94%



Product brands were an important factor in my decision-making for these reasons

Service Point Came Manufactured Performance Lower  
Warranty Offered Given a Choice Solar Reasons  
Panels Factor Installer High Quality  
Reliability New Home Production Longevity  
Brand Cost Options Builder Efficiency Package  
Technology Company Reputation Future

# Did your installer explain to you the different components of your solar system (solar panel, inverters, racking, monitoring, warranty)?

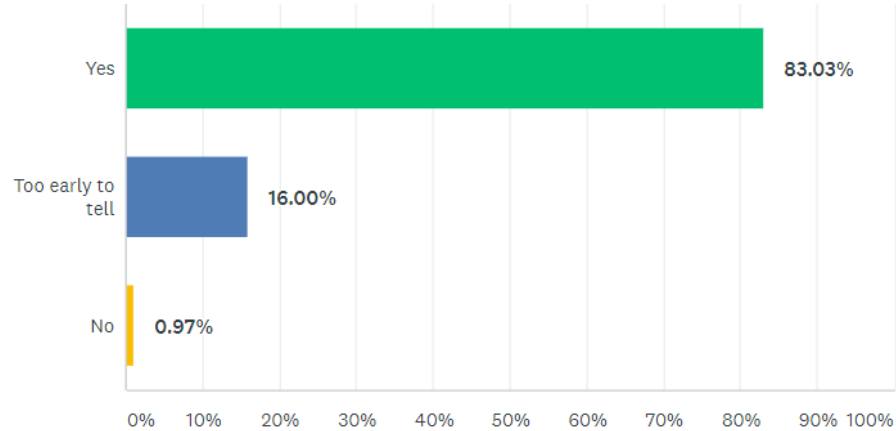


ANSWER CHOICES	RESPONSES
▼ Yes	81.00%
▼ No, my installer did not explain all the parts of my system	19.00%

If "Yes" which components or services were most important in your decision-making process?

**Production** Research **Components** Cost **Solar Panels**  
Wanted **Warranty** Quality **Inverters** Efficiency  
**Monitoring** Remember **Installer** Roof **Important**  
Explanation **Explained**

# Would you recommend going solar to family and/or friends?



ANSWER CHOICES	RESPONSES
▼ Yes	83.03%
▼ Too early to tell	16.00%
▼ No	0.97%

Yes, but only if the following was known

**Utility** Believe **Tax Credits** Properly **Money** Return on Investment  
**Months** Enphase **Bill** Orientation **Installer** Future  
**Cost** Economic **Solar** Options **Production** Point  
**Power** Lease **Panels** Net Metering **Electricity** Rebates  
**Benefit** Environmental **Makes Sense** Sun

Are there other aspects of your system you are curious about or things you'd like us to be aware of?

Energy Utility Bill Think Installer Inverters Consumption Snow  
Production Enlighten Battery Enphase Panels App  
Solar Storage Monitoring Company Power Producing Nope Envoy

