



ECA Survey Report

Conducted July 2017

Survey details

Date survey was closed: 10 July 2017

Number of responses: 206

Survey questions and results

Q1. In general, where are you likely to go for technical information you need?

- “Search the internet” is the standout choice
- “Relevant organisation” and “Friends and family” are evenly spread
- “Phone app”, “Local library” and “Local council” are poorly supported

Q2. Are you currently getting any information about your energy usage?

76% yes

Q3. Where does the information come from?

“Energy bill” and “Online info” were the top answers.

With “app” in 3rd place and the others low.

Q4. How useful is the information?

Positive response, 72% say useful or very useful.

Q5. Are you currently getting any information on the energy generated by your solar panels?

73% yes

Q6. Where does the information come from?

Top answers were “energy bill”, “solar inverter” and “online info”.

With “direct app” in 4th place and others low.

Q7. How useful is the information?

Positive response, 78% useful or very useful

Q8. How familiar are you with the following concepts?

Term	Level of familiarity
Daily energy profile	Poor
Daily generation profile	Poor
Discretionary loads	Very poor
Energy retailer	Very Good
Energy distributor	Very Good
Energy generator	Medium
Solar generation	Good
Solar output	Fair
Energy consumption	Very good
Seasonal energy patterns	Good
Kilowatts (kW)	Good
Kilowatt hours (kWh)	Good

Q9. How familiar are you with the following visual information styles?

Term	Level of familiarity
Line graphs	Very good
Bar charts	Very good
Interactive data visualisation (web)	Medium
Appliance icons	Medium-poor
Simple tables	Very good
Detailed tables	Medium-good

Q10. What information channels would you likely use to access information to improve your solar performance and energy management?

Top answers were “website”, “in-home monitoring”, “printed information with my energy bill”.

“Regular email” is quite well supported. “Phone app” has roughly equal numbers on either side.

Least likely are “fridge magnet”, “printed information booklet”, “regular text message”

Q11. Who do you trust to provide information on solar performance and energy management?

Top answers were:

- Independent energy experts / organisations
- Consumer protection organisations
- Local government

Q12. When did you install your solar panels?

Most 1-2 years ago, followed by “less than a year ago”, with not many longer ago.

Q13. Your age

Mostly older demographic (55+), very few under 35.

Q14. Would you like to be invited to a paid focus group session?

57% said yes.