

Meet the E Source DER Insights Center

Data to Support Your Distributed Energy
Resource Programs and Initiatives



E Source

Associate Analyst, Customer Energy Solutions, E Source

Steve Day

Web conference

Within a half hour, you'll ...

A stylized graphic of a winding road on a map background. The road is dark grey with white dashed lines and curves from the bottom left towards the top right. Three orange location pins are placed along the road. The background is a light-colored map with orange and green areas representing buildings and parks.

Understand the breadth and depth of E Source's DER-related residential survey data

Learn how to filter the data in ways that are relevant to your work

Take a pop quiz

Receive takeaways and next steps

Get your questions answered



Steve Day

Associate Analyst

Customer Energy Solutions, E Source

303-345-9114 steven_day@esource.com

Live chat crew




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Associate Analyst

Customer Energy Solutions, E Source

303-345-9114 steven_day@esource.com



Chat with
me!

POWERING WHAT'S NEXT



Who we are

A research and consulting firm focused exclusively on utilities and their customers



Clients

We work with over 300 utilities and their partners



Founded

Founded in 1986, we've been in the industry for over 30 years



Headquartered

Boulder, CO

We provide essential, relevant data and analysis to help our customers do their jobs better.



Within a half hour, you'll ...

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From where and how do we gather the US data?

US data are drawn from the Claritas Energy Behavior Track, conducted in partnership with E Source:

- Annual, online survey with approximately 32,000 US residential customers
- Households are chosen from Survey Sampling International (SSI) and Critical Mix
- Fieldwork quotas are set to ensure that the sample is representative of the national population
- A post-fieldwork weighting scheme is applied using geographic and demographic data
- 8 topical areas



From where and how do we gather the Canadian data?

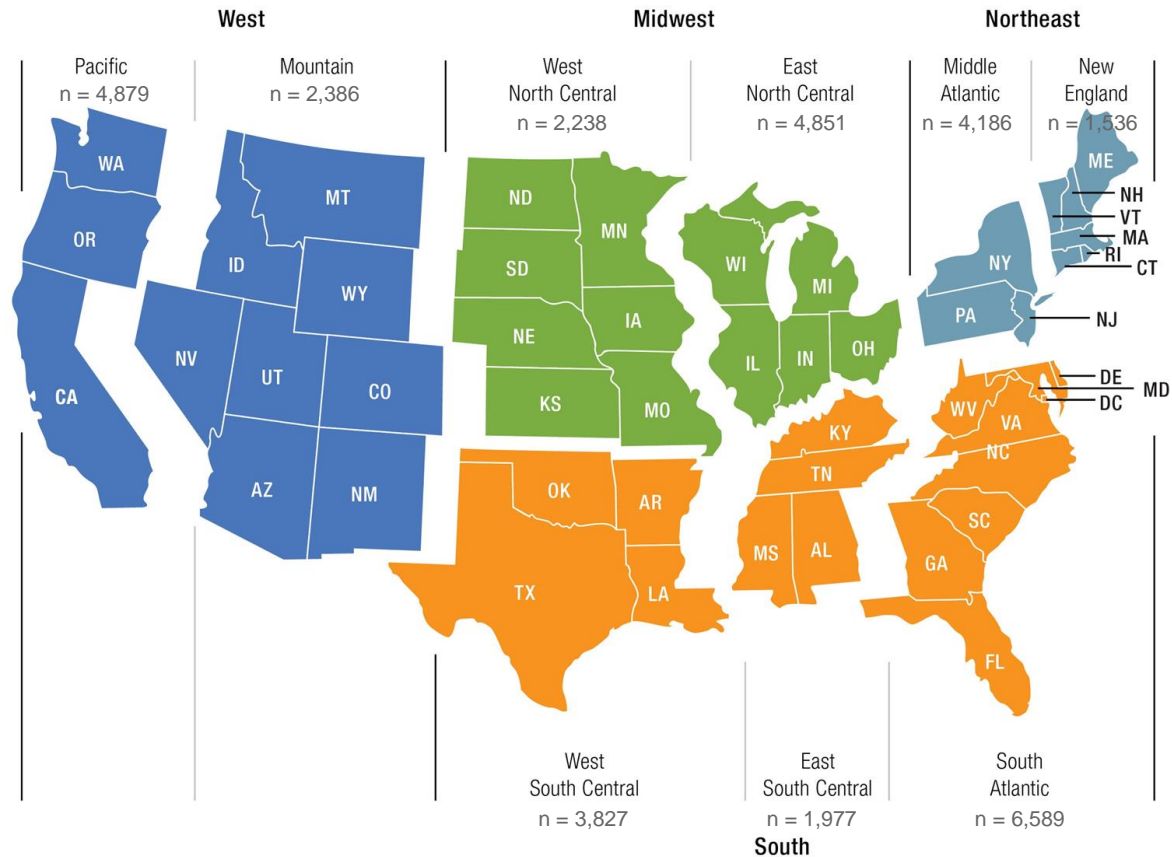
Canadian data are drawn from the E Source Canadian Residential Customer Insights Survey:

- Annual, online survey of 3,760 Canadian residential customers in 2018
- Households are chosen from ResearchNow (now Dynata)
- Fieldwork quotas are set to ensure that the sample is representative of the national population
- A post-fieldwork weighting scheme is applied using geographic data
- 7 topical areas



Data basics

2018 per-division samples

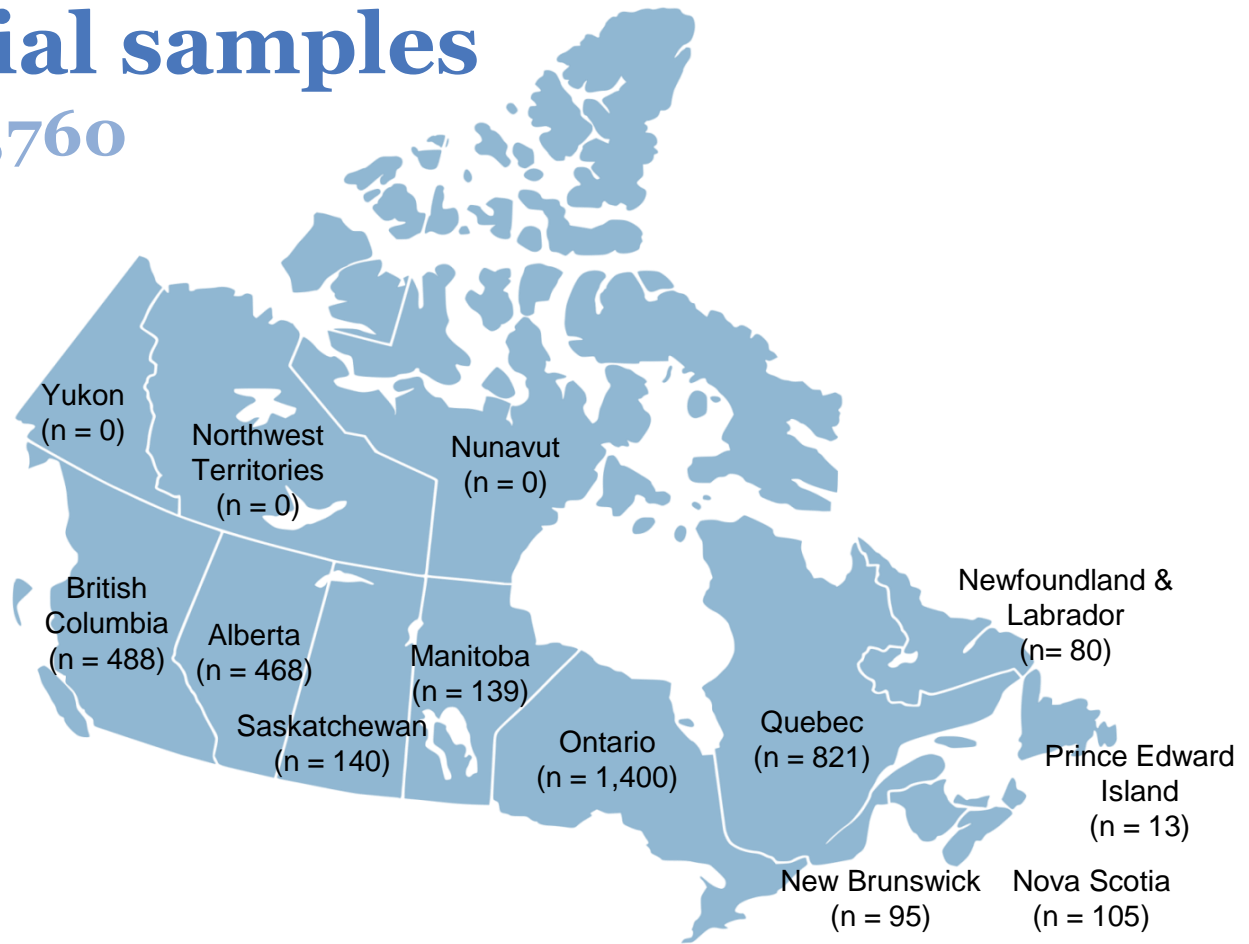


Note: The Pacific division includes Alaska and Hawaii, which are not shown here.

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2018 provincial samples

National total = 3,760



What insights do we provide?

We organize responses to the ~50 variables in the survey into these **primary groups**:

US

- Renewable energy
- Online experience with electric or dual-fuel provider
- Technology
- Utility communications with electric or dual-fuel provider
- Utility programs
- Opinion of electric or dual-fuel utility
- Heating and cooling systems
- Appliances and outdoor equipment

Canada

- Renewable energy
- Online experience
- Utility communications
- Opinion of electric or dual-fuel utility
- Technology
- Utility programs
- Heating and equipment



How can you access the data?

<< Back to esource.com



[About the study](#)
[About the tool](#)
[Ask E Source](#)
[Log out](#)

Choose a display
[View questions](#)
[View filters](#)

Filters

Show years
[2018](#)
[2017](#)
[2016](#)

All US

Demographics
 None

Region or census division
 Choose one or more regions or census divisions

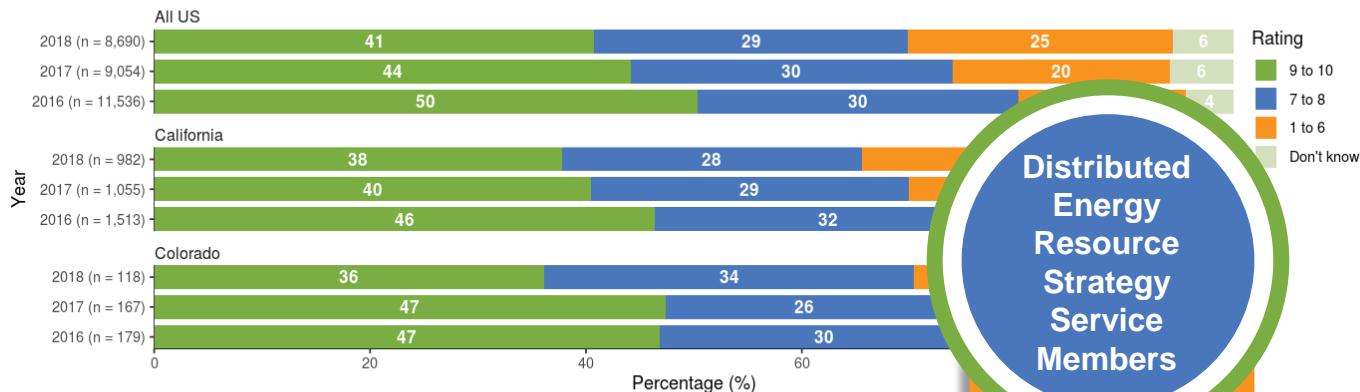
State
[Colorado](#)
[California](#)

Electric or dual-fuel utilities
 Choose one or more electric or dual-fuel utilities

Gas-only utilities
 Choose one or more gas-only utilities

Interest in community solar (C6a)

[←](#)
[→](#)
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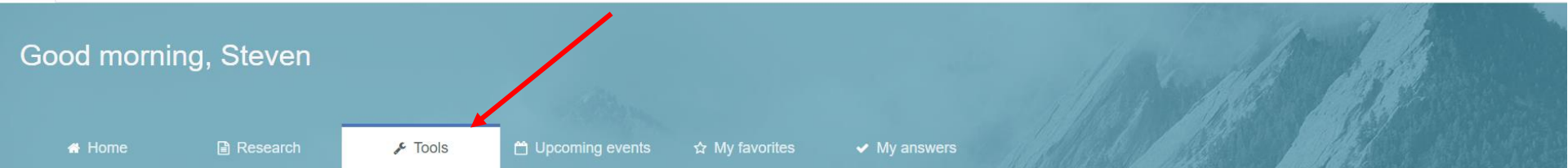
Base: Respondents who are considering purchasing a solar photovoltaic (PV) system.

Question C6a: Sometimes utilities/third parties build large solar arrays and sell a specific amount of solar energy to their customers. How interested would you be in such a system if you had to pay? [Filtered] (Grouped) what you currently

Note: This question was first asked in 2016. Respondents used a scale of 1 to 10, where 1 means not at all interested and 10 means extremely interested. Data may not sum to 100% due to rounding. Data may not be shown in the charts

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Good morning, Steven

Home

Research

Tools

Upcoming events

My favorites

My answers

Tools (23)

Account Management Assessment

Tool

Brand Insights Center - Canada

Tool

Brand Insights Center - US

Tool

Business Customer Insights Center

Tool

CX Maturity Assessment

Tool

DER Insights Center - Canada

Tool

Welcome to the DSM Evaluation Library

Welcome to DSMdat

Welcome to the Emerging Technology Database



Tools (23)

Account Management Assessment

Tool

Brand Insights Center - Canada

Tool

Brand Insights Center - US

Tool

Business Customer Insights Center

Tool

CX Maturity Assessment

Tool

DER Insights Center - Canada

Tool

DER Insights Center - US

Tool

DSM Evaluation Library

Tool

DSM Insights

Tool

DSMdat

Tool

E Design Progress Tracker

Tool

Emerging Technology Database

Tool



Dashboard landing page



Choose a display

[View questions](#)

[View filters](#)

Choose a question

Search questions

Utility programs

Technology

Renewable energy

Online experience with electric or dual-fuel provider

Utility communications with electric or dual-fuel provider

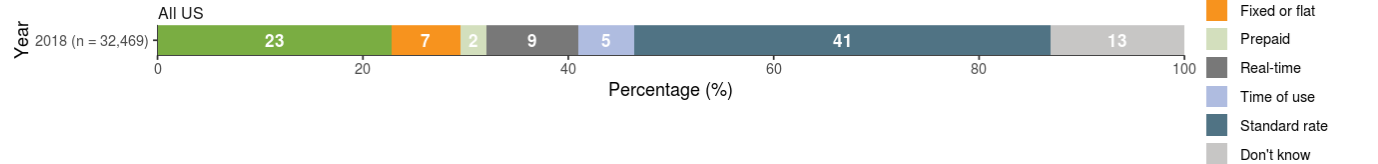
Opinion of electric or dual-fuel utility

Heating and cooling systems

Appliances and outdoor equipment

Primary payment plan (D1)

[Download](#)



Base: All respondents.

Question D1: Do you pay your primary residence bill using any of the following plans?

Note: Don't know was added in 2017, and demand charge was included only in 2017. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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Anatomy of the question view



Subject

- About the study
- About the tool
- Ask E Source
- Log out

Choose a display

View questions | View filters

Choose a question

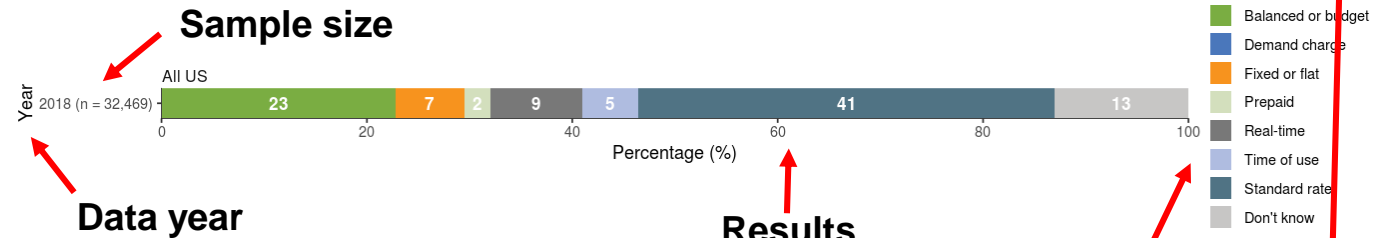
Search questions

- Utility programs
- Technology
- Renewable energy
- Online experience with electric or dual-fuel provider
- Utility communications with electric or dual-fuel provider
- Opinion of electric or dual-fuel utility
- Heating and cooling systems
- Appliances and outdoor equipment

Notes

Primary payment plan (D1)

Download



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Send data to a coworker

Download Excel, PDF



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Choose a question

Search questions

Utility programs

Technology

Renewable energy

Online experience with electric or dual-fuel provider

Utility communications with electric or dual-fuel provider

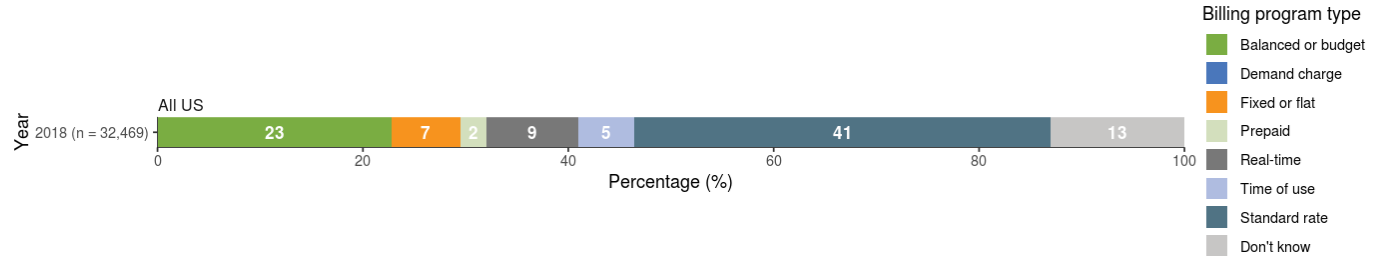
Opinion of electric or dual-fuel utility

Heating and cooling systems

Appliances and outdoor equipment

Primary payment plan (D1)

[Download](#)



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Anatomy of the filter view (Canada)



Access filter view

[About the study](#) [About the tool](#) [Ask E Source](#) [Log out](#)

Choose a display

[View questions](#)

[View filters](#)

Filter by year

Filters

Show years

2018 2017

All Canada

Demographics

None

Province

British Columbia

Electric or dual-fuel utilities

ENMAX

Gas-only utilities

Choose one or more gas-only utilities

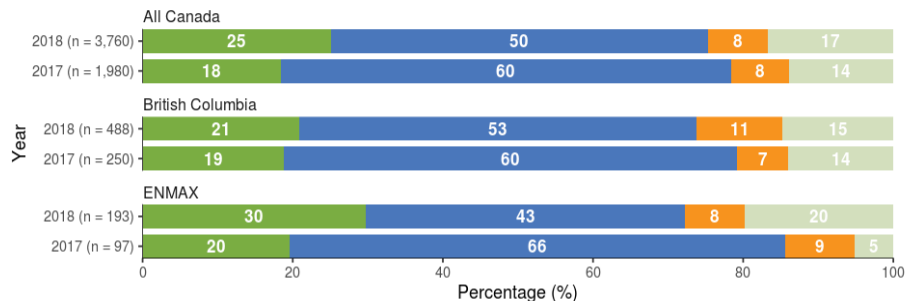
Filter by 15 demographic lenses

Filter by province

Filter by utility

Opinion on excess solar generation (S4_8)

[Download](#)



Preference

- Reimburse the customer slightly above the current retail rate
- Reimburse the customer at the current retail rate
- Reimburse the customer slightly lower than the retail rate
- Don't know

Base: All respondents. Use caution when sample sizes drop below n = 30.

Question S4_8: What should happen if customers with solar panel systems generate more electricity than their household needs?

Note: This question was asked slightly differently in 2017. Data may not add to 100 percent due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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Anatomy of the filter view (US)



Access filter view

[About the study](#)
[About the tool](#)
[Ask E Source](#)
[Log out](#)

Choose a display

View questions | **View filters**

Filter by year

Filters

Show years

2018 | 2017 | 2016

All US

Demographics

None

Region or census division

South

State

Arkansas

Electric or dual-fuel utilities

Entergy Corp. | Arkansas

Gas-only utilities

Choose one or more gas-only utilities

Filter by 20 demographic lenses

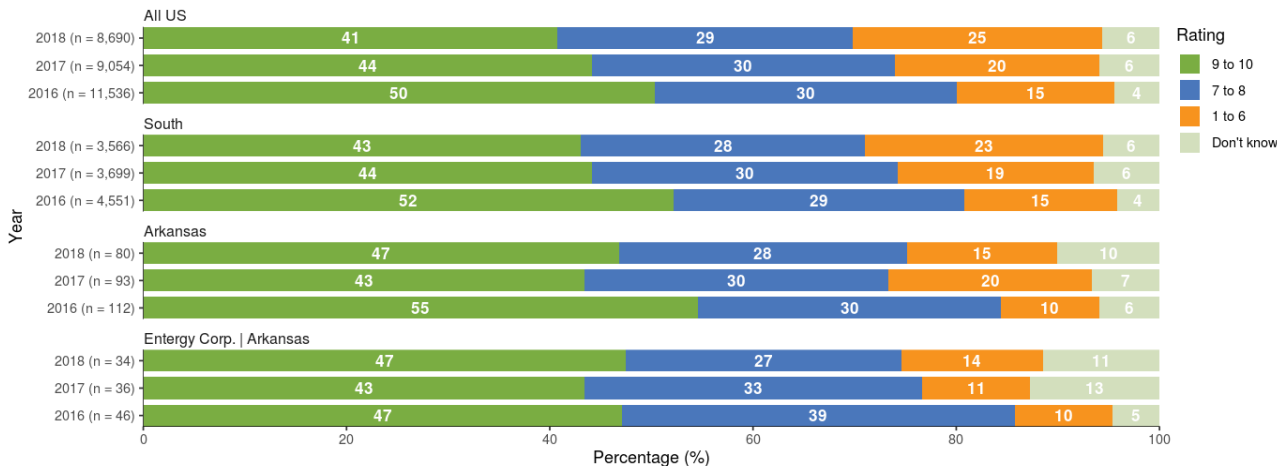
Filter by region

Filter by state

Filter by utility

Interest in community solar (C6a)

Download



Base: Respondents who are considering purchasing a solar photovoltaic (PV) system.

Question C6a: Sometimes utilities/third parties build large solar arrays and sell a specific amount of solar energy to their customers. How interested would you be in such an arrangement if the cost was about equal to what you currently pay? [Filtered] (Grouped)

Note: This question was first asked in 2016. Respondents used a scale of 1 to 10, where 1 means not at all interested and 10 means extremely interested. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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How can filtering the data provide value?

You can:

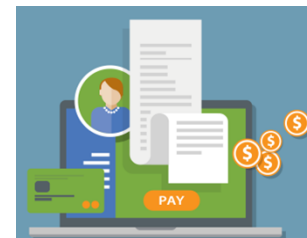
- Build a broader and deeper understanding of the people you serve—their perception of your DER service, their energy-use patterns and trends, and their program preferences
- Uncover the demographic nuances of this data
- Benchmark your customer program satisfaction, trends, and other metrics against other utilities

Topical insights

Opinion of renewable energy

Please indicate the extent to which you agree or disagree with the following statement: [Energy generated from renewable energy resources (solar, wind) can replace the use of fossil fuels (oil, coal).]

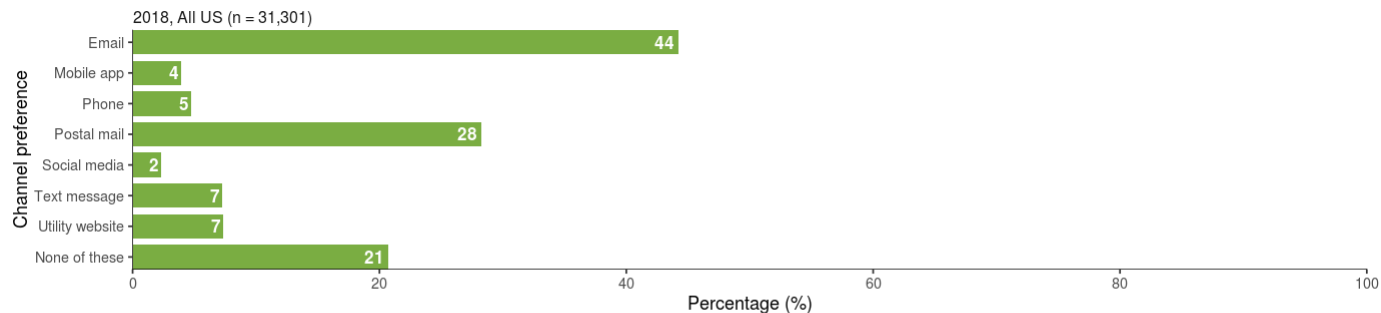
38% of US respondents strongly agree that renewable energy resources can replace fossil fuels compared to 32% of Canadian respondents



Topical insights

Preferred method for utility new-product communications (US)

Which ways would you prefer your electricity provider contact you regarding new products/services? (Select all that apply)



Base: Respondents who are customers of electricity or dual-fuel providers.

Question A8_6: Which ways would you prefer your electricity provider contact you regarding new product/service? (Select all that apply) [Filtered]

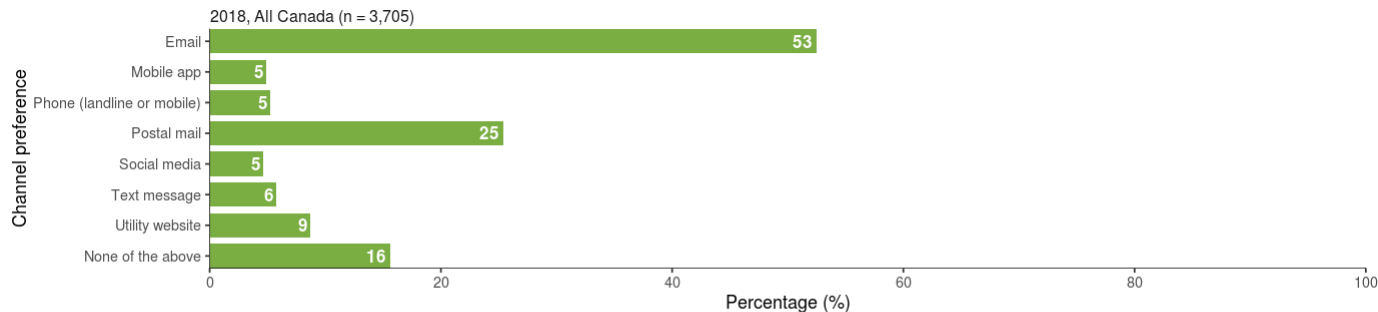
Note: Mobile app was added as a response option in 2015. Respondents were allowed to select more than one answer. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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Topical insights

Preferred method for utility new-product communications (Canada)

Which ways would you prefer your energy provider contact you regarding new products/services? (Select all that apply)



Base: Respondents with electricity, natural gas, or both in the home. Use caution when sample sizes drop below n = 30.

Question S2_15_6: Which ways would you prefer your energy provider contact you regarding new products and services? (Select all that apply) [Filtered]

Note: Respondents were allowed to select more than one answer. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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How the pop quiz works

- Three multiple-choice questions
- Chat your answer to the group
- Keep track of how many you get correct
- If you get 3 out of 3 correct, your utility will win one free custom data request from E Source!

Question 1: Renewables

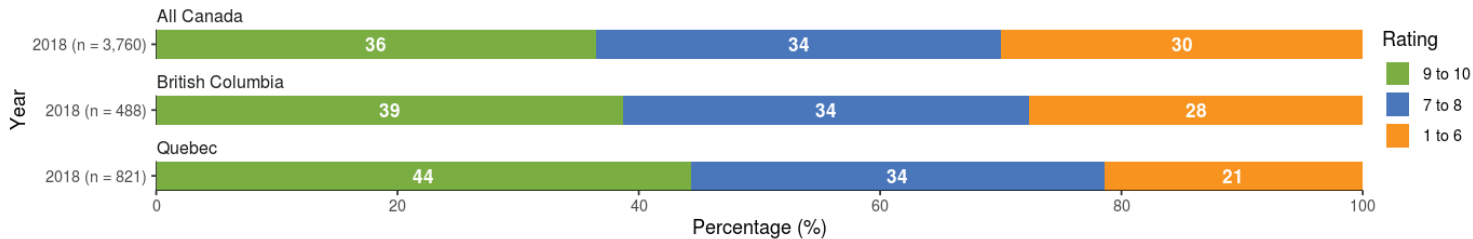
Which US state or Canadian province from the four options below has the *highest* percentage of respondents who strongly agree that their utility should source more renewable energy?

How much do you personally agree or disagree with the following statement about your electricity provider for your primary residence? [Should source more renewable energy]

- a) California
- b) Florida
- c) British Columbia
- d) Québec

Answer: d) Québec

44% of Québec respondents answered with a 9 or 10—that's 8 points higher than the Canadian national average

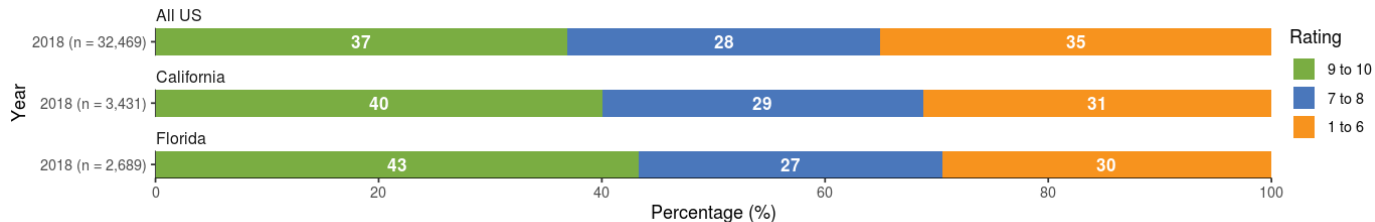


Base: All respondents. Use caution when sample sizes drop below n = 30.

Question S4_1: Agreement: More of electric utilities' electricity supply should come from renewable energy resources. (Grouped)

Note: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100 percent due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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Base: All respondents.

Question C1_3: Please indicate the extent to which you agree or disagree with the following statements: More of my electric utility's electricity supply should come from renewable energy resources. (Grouped)

Note: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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43% of Florida respondents answered with a 9 or 10—that's 6 points higher than the US national average

Question 2: Support of solar

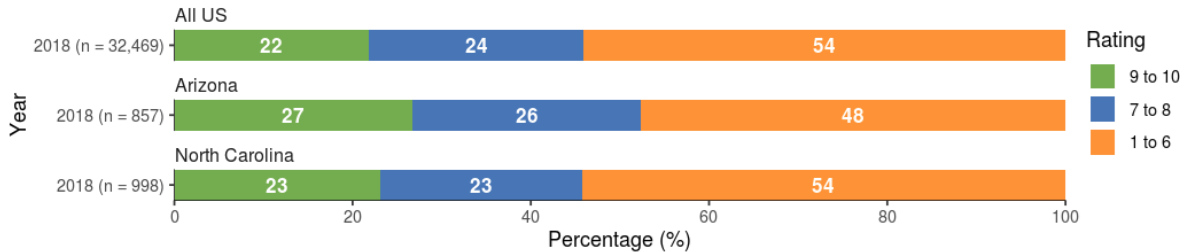
Which US state or Canadian province from the four options below has the *highest* percentage of customers reporting agreement with the following statement?

My energy provider supports the use of solar energy by its customers.

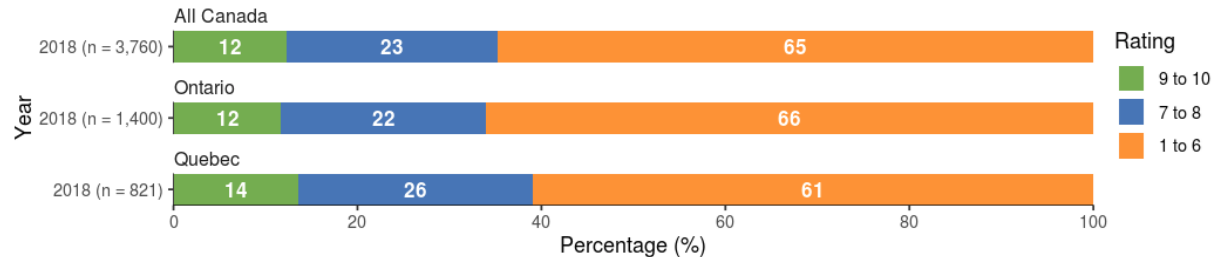
- a) Arizona
- b) North Carolina
- c) Québec
- d) Ontario

Answer: a) Arizona

27% of Arizona respondents rated their utility a 9 or 10—that's 5 points higher than the national average



14% of Québec respondents rated their utility a 9 or 10—that's 2 points higher than the national average



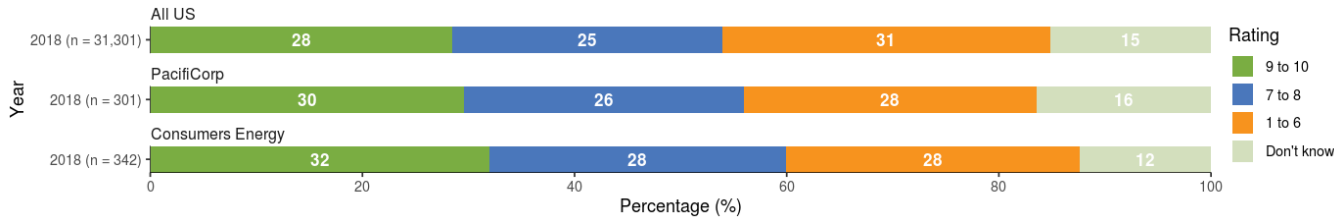
Question 3: Innovation

Which utility had a higher percentage of respondents who rated their utility as innovative?

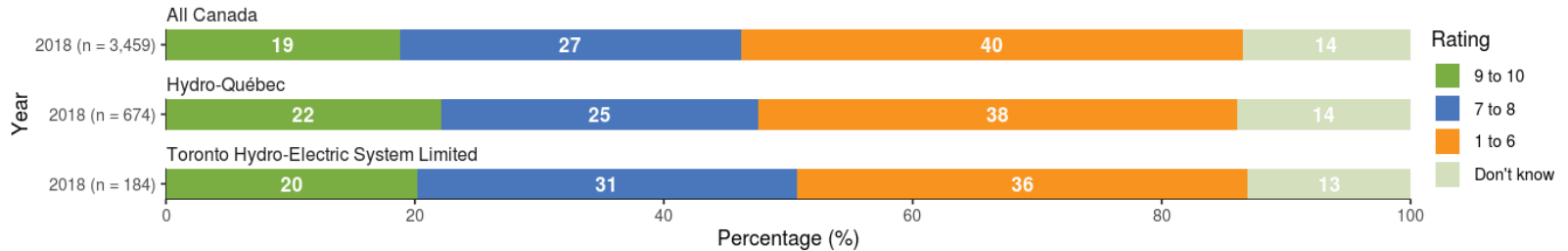
- a) PacifiCorp
- b) Consumers Energy
- c) Hydro-Québec
- d) Toronto Hydro

Answer: b) Consumers Energy

32% of Consumers Energy respondents rated their utility with a 9 or 10—that's 4 points higher than the US national average



22% of Hydro-Québec respondents rated their utility a 9 or 10—that's 3 points higher than the national average



If you got 3 out of 3 correct ...

Email steven_day@esource.com to redeem your free custom data request!

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Next steps

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2. [Customize your content and stay up-to-date](#) with alerts and newsletters. Alerts compile fresh content targeted to your interests in a weekly email. Newsletters provide a monthly roundup.



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Home

Research

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Upcoming events

My favorites

My answers



Customize your experience

It's all about you! Let us know what topics interest you, and we'll reach out when we publish something new.

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Ask E Source

Got a question? Our experts can help—we'll do small custom research projects to get you answers related to any of the subject areas your company subscribes to.

[Ask a research question](#)



Need help?

For membership questions or training on how your staff can make E Source work for you, contact **Matt Miller**, your Customer Success Director.

[Email Matt](#)

E Source Companies LLC memberships (15)





luke_currin@esource.com

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Choose Your Topics

Every Friday, we'll send an email alert if we've published new content that matches the topics you've selected.

<p>Business account management Select all <input checked="" type="checkbox"/></p> <hr/> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Account management <input checked="" type="checkbox"/> Advisory panels 	<p>Customer care Select all <input checked="" type="checkbox"/></p> <hr/> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Billing <input checked="" type="checkbox"/> Contact center <input checked="" type="checkbox"/> Credit & collections <input checked="" type="checkbox"/> Customer information systems <input checked="" type="checkbox"/> IVR 	<p>E-channel Select all <input checked="" type="checkbox"/></p> <hr/> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Chat <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> Mobile interactions <input checked="" type="checkbox"/> Website 	<p>Innovation & design thinking Select all <input type="checkbox"/></p> <hr/> <ul style="list-style-type: none"> <input type="checkbox"/> Design thinking <input type="checkbox"/> Product development
		<p>Marketing & Select all <input checked="" type="checkbox"/></p>	





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Account

Alerts

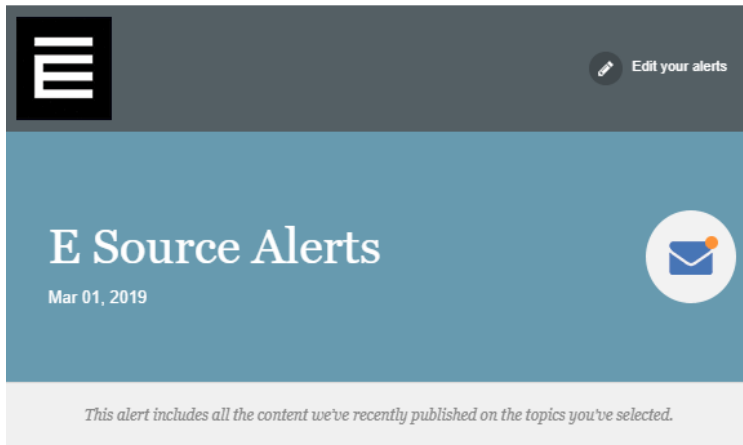
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- Account Management Newsletter
- Business Energy Advisor News
- Business Marketing Newsletter
- Corporate Communications News
- CX News for Customer Care Specialists
- CX News for CX Strategists
- CX News for Web and Mobile Managers
- DER Strategy News
- DSM Insights News



The banner features the E Source logo in the top left corner. In the top right, there is a pencil icon and the text "Edit your alerts". The main text reads "E Source Alerts" in a large, white font, with "Mar 01, 2019" below it. To the right of the text is a white envelope icon with a red notification dot. At the bottom, a light gray bar contains the text: "This alert includes all the content we've recently published on the topics you've selected."

Strategies to Communicate Electrification to Residential Customers: Peer Sharing Call

Steven Day
Apr 17, 2019

Electrification is a growing topic in the energy industry, and utilities need to communicate about electrification to their customers. Join this call to hear about the ways your peers are creating, promoting, and implementing electrification programs and technologies for their residential customers.

Online event

Developing Your Future-Forward Customer Contact Channel Strategy

Keenan Samuelson; Jeffrey Daigle
Mar 21, 2019

Contact channels that weren't common a few years ago (such as chat) are now mainstream and necessary to deliver a positive customer experience. With so many new opportunities for

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The banner features the E Source logo on the left. To its right is the text "E Source DER Strategy News" in blue. On the far right is a blue speech bubble containing a white lightning bolt icon.

March 2019

Utility departments are evolving into CES teams

We've been studying demand-side management (DSM) department organizational structures since 2009. But in our most recent analysis of 25 utilities, we discovered a noticeable shift that we haven't seen before—DSM departments are evolving into customer energy solution (CES) groups that view customers holistically. Learn what's driving this evolution and what the future holds.

[Read the report](#)

Important DER and Electrification Benchmark reminders

You should have received a link via email to take the 2019 [E Source Utility DER and Electrification Benchmark](#). If you're participating and didn't receive the survey link, be sure to check your spam or junk folder. **You must complete the survey before Friday, April 12, 2019.** Please contact [Courtney Welch](#) if you have any questions.

Enhance your knowledge with an E Source online event

[Meet the DER Insights Center](#)

Web conference | Thursday, April 11, 2019 | 2:00 p.m. ET

This 30-minute online event introduces you to the E Source DER Insights Center. We'll examine how to use the data in the tool to gain new distributed energy resource (DER) insights into the wants and needs of your residential customers.

[Register now](#)

Takeaways and next steps

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2. [Customize your content and stay up-to-date](#) with alerts and newsletters. Alerts compile fresh content targeted to your interests in a weekly email. Newsletters provide a monthly roundup.
3. Contact us to learn more about how the [DER Insights Center \(US\)](#), [DER Insights Center \(Canada\)](#), and the [Distributed Energy Resource Strategy Service](#) can advance your goals as an organization.



Steve Day

Associate Analyst

Customer Energy Solutions, E Source

303-345-9114 steven_day@esource.com

If you aced the pop quiz ...

Email steven_day@esource.com to redeem your free custom data request if you're not a subscribing member of the Distributed Energy Resource Strategy Service.

If you're a member, please feel free to submit *unlimited* questions via the Ask E Source service at www.esource.com/questions!

Within a half hour, you'll ...

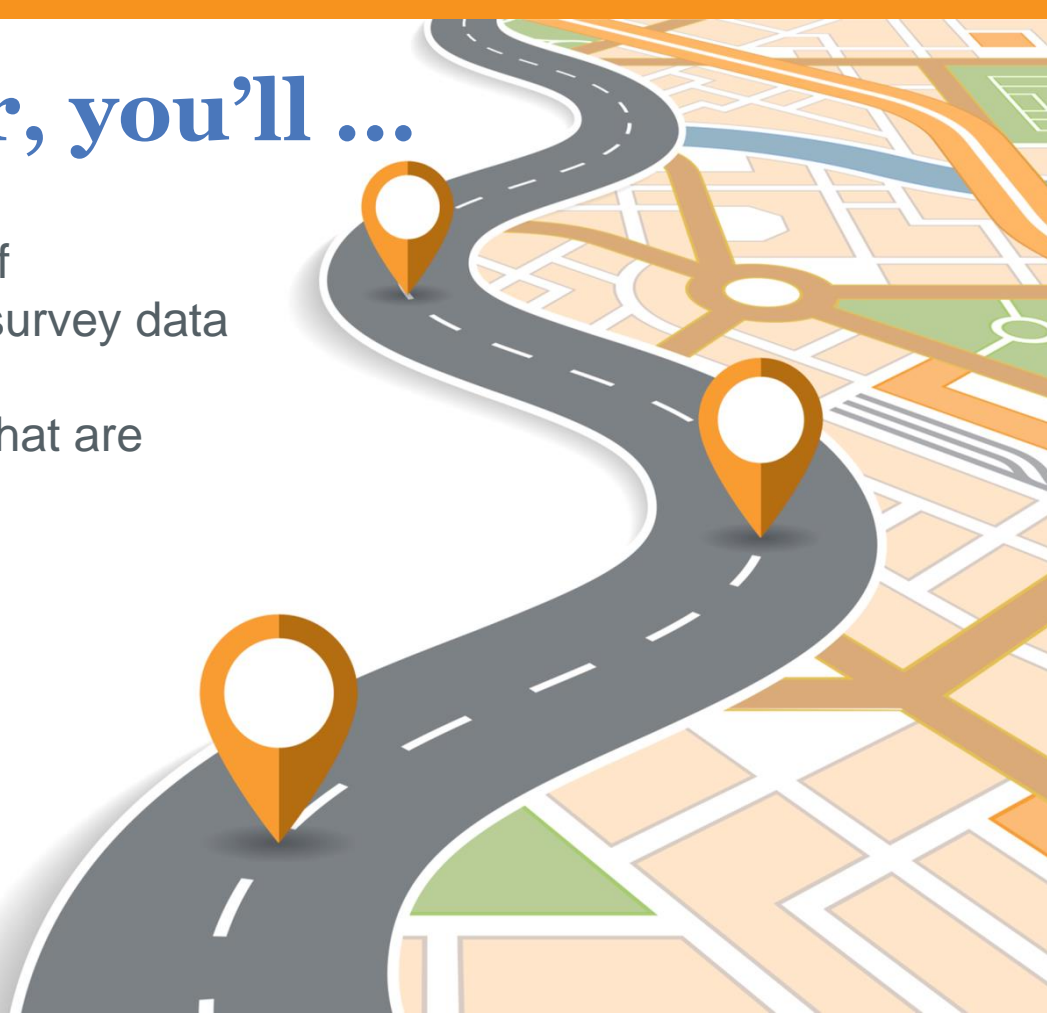
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A person is shown from the chest up, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a search bar, a profile picture, and a list of posts. The background is a solid blue color. A white rectangular box is overlaid on the center of the image, containing the text 'Chat us your questions!'.

**Chat us your
questions!**

Thank you and contact us to learn more!

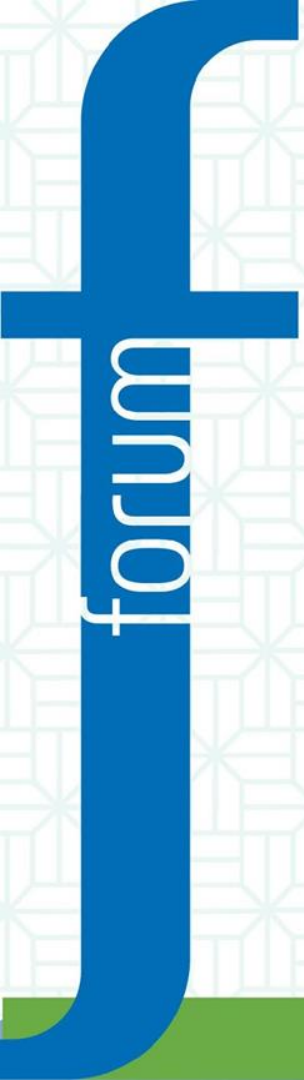


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