



Greater Sudbury  
**Hydro**  
du Grand Sudbury

# Customer Satisfaction Survey *2023 Report*



December 2023

# TABLE OF CONTENTS

METHODOLOGY & LOGISTICS	2
EXECUTIVE SUMMARY – RESIDENTIAL	4
Satisfaction	4
Rating Performance	6
Rates vs Outages	7
Payment Options & Online Management	8
Communication	9
Contact	10
Website	13
Billing- Ease of Understanding	15
Electric Vehicles	16
Energy Self Generation & Storage	17
EXECUTIVE SUMMARY – BUSINESS	19
Satisfaction	19
Rating Performance	21
Rates vs Outages	22
Payment Options & Online Management	23
Communication	24
Contact	25
Website	27
Billing – Ease of Understanding	29
Electric Vehicles	30
Energy Self Generation & Storage	31

# METHODOLOGY & LOGISTICS

## Overview

Greater Sudbury Hydro (GSH) commissioned Oraclepoll to conduct a telephone satisfaction survey of its customers. The purpose of this survey process was to obtain customer input across a range of indicators related to customer satisfaction.

This report represents the findings from the current December 2023 customer satisfaction survey of Greater Sudbury Hydro (GSH) customers. Baseline survey data was first benchmarked by Oraclepoll in December 2013 and then tracked in each subsequent December up to this current 2023 period. In this survey wave, there is a N=500 residential customer sample segment and a N=100 business component.

Within this report there are the findings from the December 2023 survey of GSH residential and business customers. Where applicable and possible the results are compared to the previous survey waves as several questions were removed and others reworded.

This report includes an Executive Summary for each of the residential and business components. A separate Excel report contains the results by individual question.

## Study Sample

Greater Sudbury Hydro provided Oraclepoll with a database of their residential and business customers to be interviewed. Numbers were randomly selected and a total of N=500 customers in total were polled by telephone.

SAMPLE BREAKDOWN	
Residential	N=500
Business	N=100
<b>TOTAL</b>	<b>N=600</b>

Respondents were screened to ensure that they were 18 years of age or older and were one of the persons either at the business or residence that was responsible for making decisions related to their electricity usage, including bill payments.

## Survey Method

The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. Bi-lingual interviewers were employed, and surveys were conducted in English or French depending on the preference of the respondent.

Initial calls for the residential component were made between the hours of 5 p.m. and 9 p.m. Subsequent call backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10 a.m. to 9 p.m.) until contact was made. In addition,

telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact. At least one attempt was made to contact respondents on a weekend.

Calls to business customers were first made from 8:30 a.m. to 5:30 p.m. during weekdays. There was at least one follow up call after 5:30 p.m. and one on a weekend. In addition, telephone appointments were accepted and made as per the respondent's time preference.

A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

## Logistics

Interviews were completed between the days of December 1<sup>st</sup> to December 16<sup>th</sup>, 2023.

## Confidence

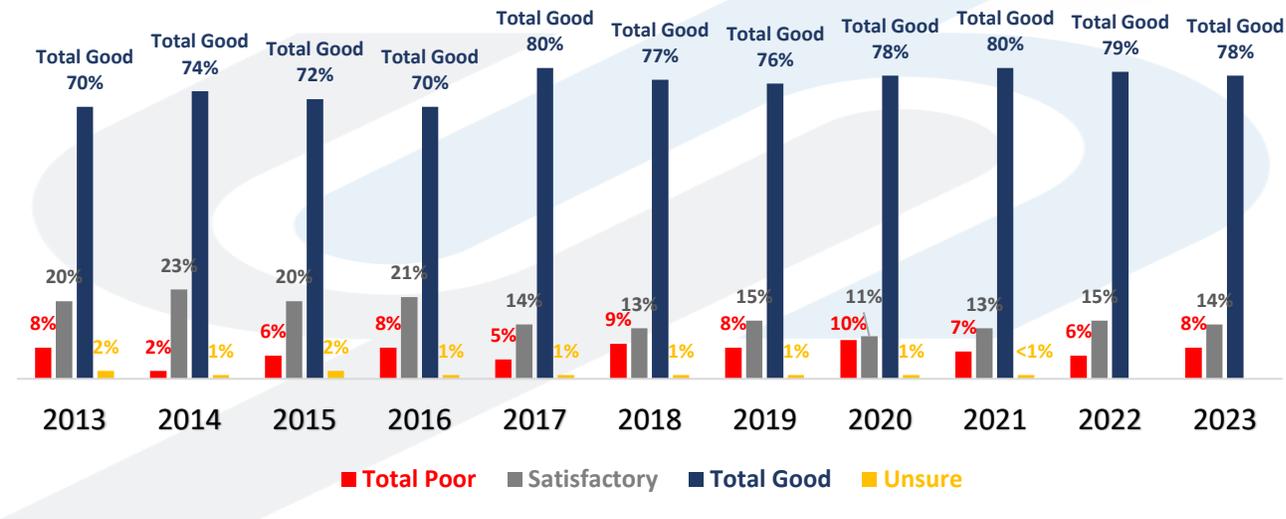
The margin of error for the N=500-person residential survey is  $\pm 4.4\%$ ,  $\frac{19}{20}$  times and  $\pm 9.8\%$ ,  $\frac{19}{20}$  times for the sample of N=100 businesses.

# EXECUTIVE SUMMARY – RESIDENTIAL

## Satisfaction

Residential customers were first asked an overall satisfaction question. The following graph compares the December 2023 results with the previous surveys. Results below combine the total poor (very poor & poor) and total good (good & very good) findings.

*Q1. "Considering all aspects of being a customer of Greater Sudbury Hydro, how would you rate your overall satisfaction with the company as your electrical services provider?"*



Satisfaction scores in terms of good and very good responses have remained consistent over the past four survey touchpoints in the 78% to 80% range.

The total good (38%) and very good (40%) rating stands at 78%, down only slightly from 2022. While the total poor rating increased slightly, there was a small decrease in the satisfactory response.

Respondents were then asked to rate their level of agreement with a statement about Greater Sudbury Hydro meeting its commitment to customers. The table below combines the responses of 4-agree and 5-strongly agree and compares the results over time.

*“Please rate your level of agreement with the following statement using a scale from one strongly disagree to five strongly agree.”*

*Q2. “Greater Sudbury Hydro meets its commitment to customers.”*

TOTAL AGREE RESULTS – AGREE & STRONGLY AGREE										
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
80%	76%	75%	73%	78%	79%	81%	83%	84%	86%	84%

In total, 84% agreed (44%) or strongly agreed (40%) that Greater Sudbury\_Hydro meeting its commitment to customers. This result was down slightly from 2022 but consistent with 2021 and 2020.

# Rating Performance

Respondents were then asked to rate the performance of Greater Sudbury Hydro across four indicators using a five-point scale (1-very poor to 5-very good). The table below combines the positive responses of good and very good while tracking the results over time.

*“Using a scale from one very poor to five very good, please rate the performance of Greater Sudbury Hydro in each of the following areas.”*

PERFORMANCE AREAS –  
TOTAL GOOD RESPONSES

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Q3. The reliability of electricity supply</b>	83%	92%	90%	88%	89%	82%	85%	88%	86%	87%	86%
<b>Q4. Prompt responses to electricity outages when they occur</b>	72%	82%	81%	84%	86%	80%	78%	80%	82%	79%	81%
<b>Q5. Effectively scheduling planned electricity outages</b>	57%	54%	66%	64%	70%	68%	65%	63%	67%	63%	66%
<b>Q6. Effectively communicating with customers about planned electricity interruptions in your area</b>	55%	56%	68%	66%	63%	61%	60%	54%	60%	57%	62%

The reliability of the power supply indicator remains the highest rated in terms of combined good and very good responses at a strong 86%, consistent with the previous two years. Next best scored was the area of promptly responding to outages at 81%, up slightly, while lower scored, despite improvements were the scheduling planned outages and communicating with customers about them.

# Rates Versus Outages

A trade-off question was once again asked that related to the cost customers are willing to pay for electricity system maintenance in relation to the security of service delivery or keeping the lights on.

*Q7. "I am going to ask your opinion on the issue of balancing the price you pay for maintenance and renewal of your local electricity infrastructure with the security of your electricity service delivery or "keeping the lights on." Please respond on a scale from one having the lowest rates possible with regular outages to five having the highest rates possible with no outages – 3 would be a balance between rates and outages."*

**RATES VERSUS OUTAGES TRADE OFF**

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>1-lowest rates – regular outages</b>	2%	4%	4%	3%	2%	1%	2%	4%	5%	6%	6%
<b>2-low rates – occasional outages</b>	15%	3%	8%	7%	5%	6%	10%	11%	12%	15%	12%
<b>3-neutral – a balance between rates and outages</b>	44%	55%	47%	54%	59%	61%	58%	62%	65%	67%	69%
<b>4-high rates – only a few outages</b>	15%	13%	11%	12%	11%	13%	12%	8%	7%	5%	6%
<b>5-highest rates – no outages</b>	3%	5%	6%	5%	8%	7%	4%	6%	5%	3%	2%
<b>Don't know</b>	22%	21%	24%	19%	15%	12%	14%	9%	6%	4%	5%

There is a continued increase in the percentage of customers that want a balance between rates and outages at 69%, +2% higher compared to 2022.

Eighteen percent of customers are now willing to tolerate some form of outages compared to a lower 21% in 2022. This includes 12% that answered low rates with occasional outages and 6% the lowest rates and regular outages.

Only 8% prefer higher rates with only a few outages and with a low 2% naming the highest rates and no outages.

# Payment Options & Online Management

Customers were asked about their preferred method of paying their utility bill. One response was accepted.

*Q8. "What is your preferred method of paying your bill?"*

	2019	2020	2021	2022	2023
Online/telephone banking through financial institution	64%	67%	64%	66%	60%
Automatic withdrawal bank account (variable payment)	22%	21%	19%	17%	20%
Automatic withdrawal on an equal monthly payment plan	9%	10%	13%	13%	18%
Credit card	NA	NA	2%	1%	1%
Payment in person at Citizen Service Centre	NA	NA	NA	<1%	1%

Online banking remains the preferred method of paying bills albeit by a lower 60%, followed by 20% that named automatic withdrawal and 18% equal monthly payments.

All respondents were next asked in a question that provided prompts about the self serve options they would like to see added to the Greater Sudbury Hydro online portal.

*Q9. What self-serve options would you like to see added to the Greater Sudbury Hydro online portal?*

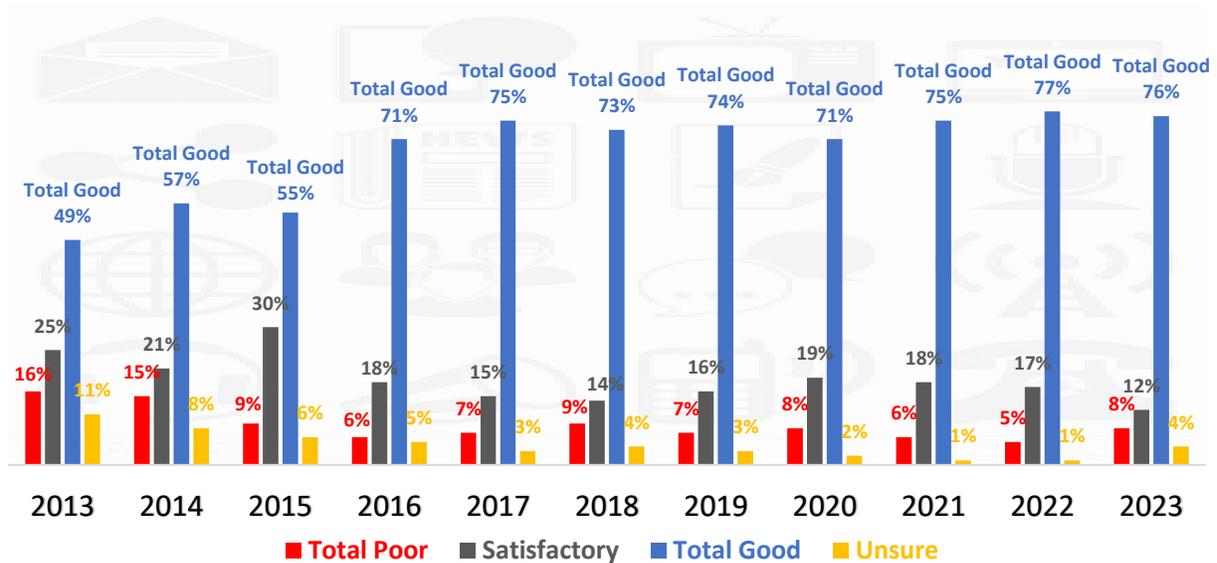
1-Setting up/Changing Pre-Authorized Payment Options	33%
2-Move in / Move out	16%
3-Change payment options	10%
4-Update Account Profile Information	37%
Unsure	5%

Most referenced was updating account profiler information and setting up or changing payment options, next followed by moving/moving out and changing payment options.

# Communication

Respondents were asked a series of indicators about communications, starting with a rating question about how GSH communicates with its customers.

*Q10. "Greater Sudbury Hydro communicates to its customers through a variety of methods including bill inserts, direct mail, social media, traditional media, and its website. Please rate the performance of Greater Sudbury Hydro in communicating with its customers using a scale from one very poor to five very good."*

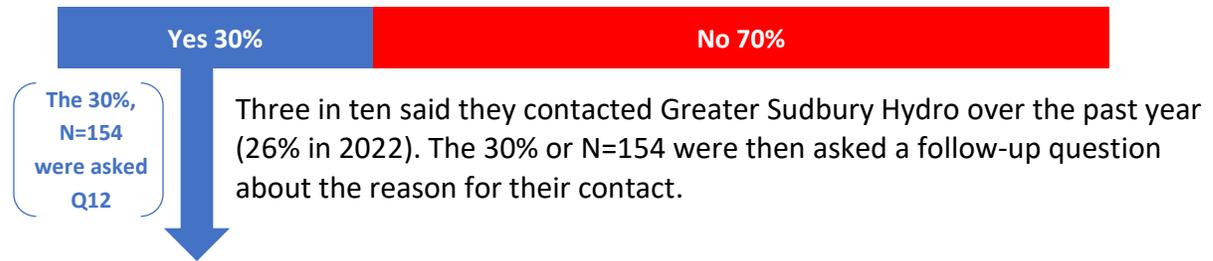


Seventy-six percent provided a positive (good & very good) rating for communicating with customers, consistent with 2021 and 2022.

# Contact

Customers were first asked if they have contacted Greater Sudbury Hydro in the past 12 months. Those that have had communication were then asked a follow-up question about the reason for their contact.

*Q11. "Over the past 12 months, have you contacted Greater Sudbury Hydro / Greater Sudbury Utilities?"*



*Q12. "What were your reasons for contacting Greater Sudbury Hydro?"*

Billing issues / inquiry	41%
Outages / information	40%
Open or close account / change account info	19%

The main reasons for contacting Greater Sudbury Hydro related primarily to issues related to billing issues / inquiries, outages, and general account information or changes.

In an open or unaided question, residential customers were asked how they would prefer to communicate with Greater Sudbury Hydro for customer service or billing issues.

*Q13. "How would you prefer to contact Greater Sudbury Hydro for Customer Service or Billing related issues?"*

Email	33%
Social Media	31%
Text	16%
Phone	9%
Website form	3%
Unsure	3%
Live chat	2%
Traditional mail	1%
Automated chat/ or virtual assistant	1%

Email and social media were virtually tied as preferred methods, next by text messaging and telephone.

In another open or unaided question, residential customers were asked how they would prefer to communicate with Greater Sudbury Hydro about engineering or other projects.

*Q14. How would you prefer to contact Greater Sudbury Hydro about engineering or other projects?*

Email	47%
Social Media	24%
Text	8%
Unsure	7%
Website form	5%
Traditional mail	4%
Phone	2%
Live chat	1%
Automated chat/ virtual assistant	1%

When it comes to engineering other projects, email is the preferred method by nearly half.

The next open probe asked respondents about their preferred method to contact the utility about outage information.

*Q15. How would you prefer to contact Greater Sudbury Hydro about outage information?*

Phone	36%
Text	35%
Social Media	21%
Email	5%
Unsure	1%
Live chat	1%
Automated chat/ or virtual assistant	1%

On the issue of outages, telephone was most referenced as a communications tool, closely followed by text messaging.

Customers were then asked to identify the communication option they would like to see Greater Sudbury Hydro offer.

Q16. *“What communication option would you like to see Greater Sudbury Hydro offer in the future?”*

Text/SMS notifications	37%
Live Chat	24%
Automated Chat/Virtual Assistant	16%
Unsure	14%
None	9%

# Greater Sudbury Hydro Website

A series of four questions were asked about the Greater Sudbury Hydro / Greater Sudbury Utilities website.

Q17. "Have you visited the Greater Sudbury Hydro or the Greater Sudbury Utilities website over the past 12 months?"



Forty eight percent said they have visited the website(s) in the last year, down from 55% in 2022 (53% in 2021, 48% in 2020 and 38% in 2019).

The N=242 (48%) of website visitors were then asked about the information they were looking for.

Q18. "What information did you look for?"

Account information	35%
News or Developments	17%
Rates & Fees	15%
Energy conservation	15%
Electric Vehicle charging	11%
Environment/Safety	4%
Corporate info	2%
Distributed Energy Resource Connections	1%

Next, the N=242 visitors were asked if they found the information on the website they were looking for.

Q19. *“Did the website provide you with the information you were seeking?”*



Seventy nine percent said yes or that they found the information, compared to 76% in 2022 (73% in 2021, 71% in 2020 and 82% in 2019).

The 21% (N=52) that answered they did not find the information they were looking for were asked Q20 as a follow-up

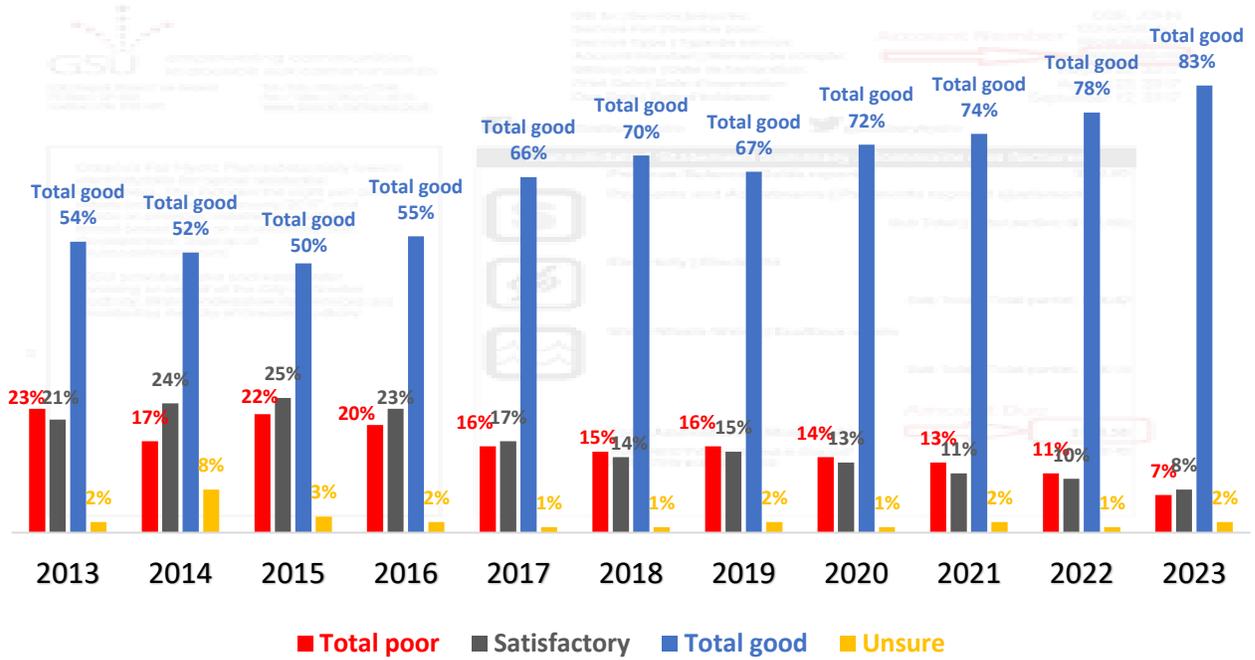
**Q20. *“What information were you looking for?”***

Rebate programs / savings	33%
Conservation / EVs / charging stations	17%
Detailed account information	15%
Don't know	12%
Updates on outages	10%
Time of use billing	6%
Details on rates / charges	6%
Careers / job availability	2%

# Billing – Ease of Understanding

All residential customers rated the ease of reading or understanding their electricity or utility bill.

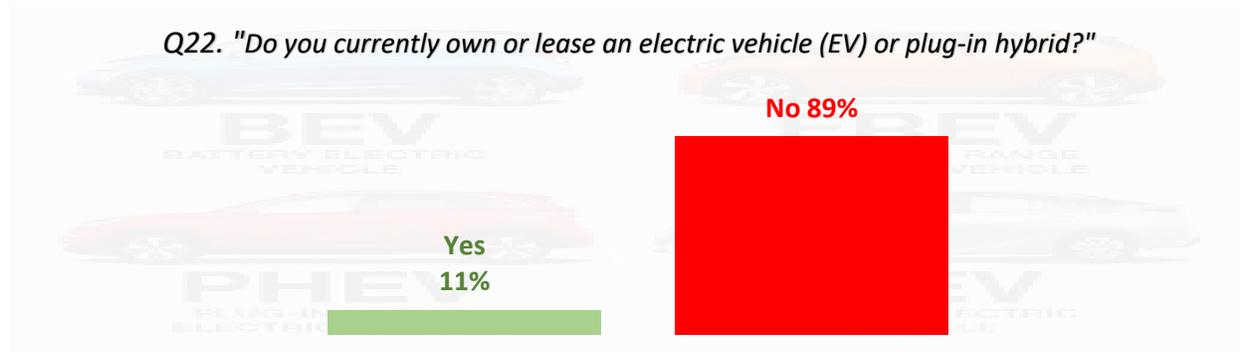
Q21. “Using a scale from one very poor to five very good, how would you rate how easy it is to read and understand your electricity or utility bill?”



Eighty-three percent provided a good or very good rating for the ease of understanding their bills, +5% higher than they did in 2022.

# Electric Vehicles

All respondents were questioned if they currently own or lease an electric vehicle of which 11% said yes.



Next, those that do not have an EV were asked when they plan to purchase an electric vehicle.

Q23. *By 2035, no new internal combustion engine vehicles will be sold. When do you plan to switch over and purchase an EV?*

Over the next year (12 months)	3%
1-2 years	6%
3-4 years	10%
5 or more years	28%
Do not plan to purchase	6%
Unsure	47%

Only 9% said they are considering an EV purchase within the next two years, 38% in the three-to-five or more window, while almost half are unsure.

## Energy Self Generation & Storage

The final set of questions were related to energy self generation and storage.

**Q24.** *“Do you currently have solar panels or other forms of self-generation?”*

Yes: 2% (N=9)

The N=491 or 98% that do not have solar panels or other forms of self-generation were asked about the likelihood of installing them over the next two years. As the table below illustrates, interest in the short term is very low.

**Q25.** *“Do you plan to install solar panels or other forms of self-generation over the next...”*

Over the next year (12 months)	1%
1-2 years	1%
3-4 years	8%
5 or more years	19%
Do not	18%
Unsure	54%

**Q26.** *Are you considering generating, and potentially storing, some or all of your electricity needed for your residence?”*

Yes: 12% (N=60)

The 12% or N=60 that are considering generating or storing electricity were asked in Q27 when they plan to do so.

**Q27.** *“When do you plan to generate or store electricity?”*

1-2 years	7%
3-4 years	27%
5 or more years	37%
Unsure	30%

Then the 12% or N=60 that are considering generating or storing electricity were asked in an open-ended probe (Q28) about what is motivating them to generate and store electricity.

*Q28 “What is motivating you to generate or plan to generate and store electricity?”*

Lower utility bills	40%
Environment / climate action	28%
Having a secure energy source	12%
Long-term savings / payback on investment	8%
Unsure	8%
Impact on resale value	3%

In the final question, the 88% that said in Q26 they are not considering generating or storing electricity (46%, N=232) or were unsure (42%, N=208) were asked about motivators.

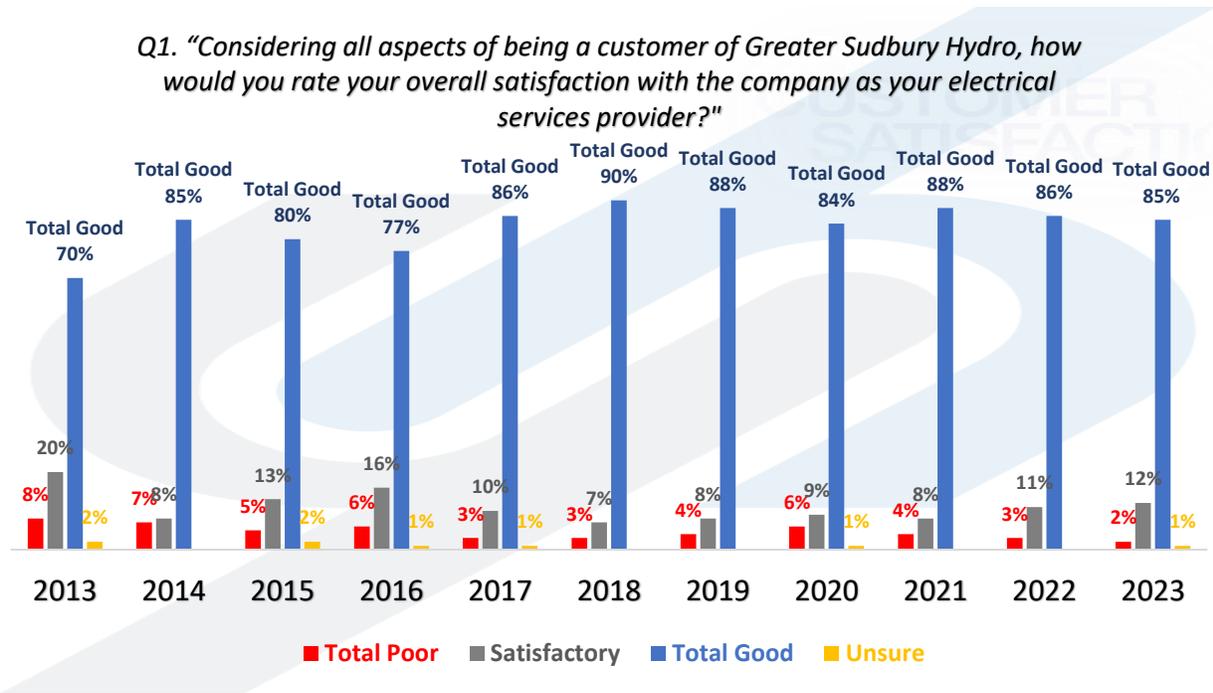
*Q29. “What would motivate you to install an energy generation and or storage system for your residence?”*

Cost	31%
Unsure	16%
Environment / climate action	12%
Lower utility bills	11%
Nothing	11%
Payback on investment	8%
Need more information	7%
Reliability	3%
Help with financing	1%

# EXECUTIVE SUMMARY – BUSINESS

## Satisfaction

Businesses were first asked an overall satisfaction question. The following graph compares the current 2023 results with the previous surveys. Results below combine the total poor (very poor & poor) and total good (good & very good) findings.



The overall satisfaction score as evidenced by the combined good and very good rating remains consistent at 85%.

Respondents were then asked to rate their level of agreement with a statement about Greater Sudbury Hydro meeting its commitment to customers. The table below combines the responses of 4-agree and 5-strongly agree and compares the results over time.

*“Please rate your level of agreement with the following statement using a scale from one strongly disagree to five strongly agree.”*

*Q2. “Greater Sudbury Hydro meets its commitment to customers.”*

TOTAL AGREE RESULTS – AGREE & STRONGLY AGREE										
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
69%	86%	83%	79%	85%	86%	80%	85%	87%	89%	87%

In total, 87% agreed (48%) or strongly agreed (39%) that Greater Sudbury\_Hydro meets its commitment to customers.

## Rating Performance

Businesses were then asked to rate the performance of Greater Sudbury Hydro across four indicators using a five-point scale (1-very poor to 5-very good). The table below combines the positive responses of good and very good while tracking the results over time.

*“Using a scale from one very poor to five very good, please rate the performance of Greater Sudbury Hydro in each of the following areas.”*

PERFORMANCE AREAS – TOTAL GOOD RESPONSES	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Q3. The reliability of electricity supply</b>	90%	87%	89%	86%	92%	91%	93%	90%	92%	89%
<b>Q4. Prompt responses to electricity outages when they occur</b>	73%	70%	72%	80%	82%	81%	86%	85%	87%	84%
<b>Q5. Effectively scheduling planned electricity outages</b>	59%	55%	41%	58%	53%	55%	51%	54%	52%	56%
<b>Q6. Effectively communicating with customers about planned electricity interruptions in your area</b>	53%	50%	40%	49%	45%	46%	47%	51%	49%	54%

Highest scored once again was the reliability of power at 89%, followed by prompt response time to outages at 84%. They remain lower for effectively scheduling planned outages at 56% and for effectively communicating with customers about planned outages at 54% .

## Rates Versus Outages

A trade-off question was asked related to the cost customers are willing to pay for electricity system maintenance in relation to the security of service delivery or keeping the lights on.

*Q7. "I am going to ask your opinion on the issue of balancing the price you pay for maintenance and renewal of your local electricity infrastructure with the security of your electricity service delivery or "keeping the lights on." Please respond on a scale from one having the lowest rates possible with regular outages to five having the highest rates possible with no outages – 3 would be a balance between rates and outages."*

RATES VERSUS OUTAGES  
TRADE OFF

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>1-lowest rates – regular outages</b>	3%	4%	3%	3%	1%	1%	1%	2%	3%	4%	2%
<b>2-low rates – occasional outages</b>	6%	3%	5%	4%	2%	1%	1%	17%	11%	16%	14%
<b>3-neutral – a balance between rates and outages</b>	57%	58%	65%	69%	79%	75%	82%	76%	83%	78%	77%
<b>4-high rates – only a few outages</b>	12%	18%	14%	9%	7%	9%	8%	2%	1%	1%	1%
<b>5-highest rates – no outages</b>	9%	3%	2%	1%	2%	3%	2%	1%	1%	1%	1%
<b>Don't know</b>	13%	14%	11%	14%	9%	11%	6%	2%	1%	-	5%

Most or 77% still want a balance between rates and outages. There was a -4% decrease over 2022 to 16% in the number that want either low rates with occasional outages (14%) or the lowest rates with regular outages (2%). There was no change in the percentage of customers willing to accept high rates for a few outages, or the highest rates and no outages.

## Payment Options & Online Management

Businesses were asked about their preferred method of paying their utility bill. One response was accepted.

*Q8. "What is your preferred method of paying your bill?"*

	2019	2020	2021	2022	2023
Online/telephone banking through financial institution	66%	59%	65%	69%	68%
Equal monthly payment plan on an Equal monthly payment plan	21%	19%	17%	15%	12%
Automatic withdrawal from bank account (variable payment)	16%	15%	14%	11%	13%
Credit card	NA	NA	1%	-	2%
Payment in person at Citizen Service Centre	NA	NA	NA	-	5%

Online banking remains the preferred method of paying bills by businesses at 68%.

Next businesses were questioned about the self serve options they would like to see added to the portal.

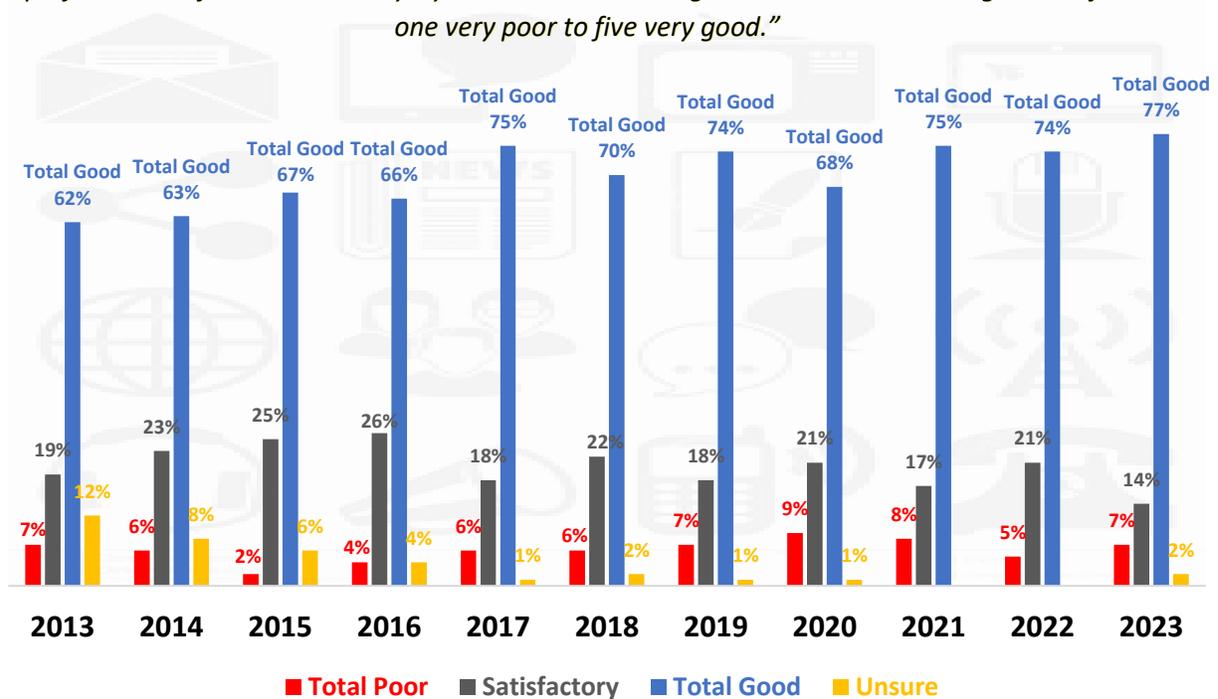
*Q9. "What self-serve options would you like to see added to the Greater Sudbury Hydro online portal?"*

Update Account Profile Information	44%
Change payment options	22%
Setting up/Changing Pre-Authorized Payment Options	19%
Unsure	9%
Move in / Move out	6%

# Communication

Respondents were asked to rate how GSH communicates with its business customers.

Q10. "Greater Sudbury Hydro communicates to its customers through a variety of methods including bill inserts, direct mail, social media, traditional media, and its website. Please rate the performance of Greater Sudbury Hydro in communicating with its customers using a scale from one very poor to five very good."

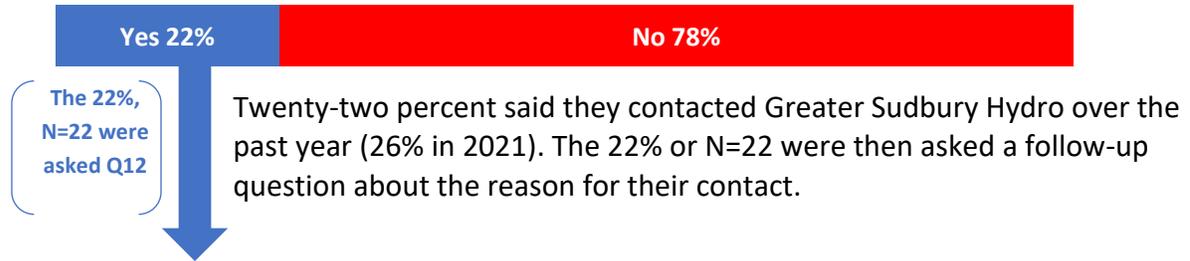


Seventy seven percent of businesses rated communications as being good or very good, up +3% from 2022.

# Contact

The next set of probes were about recent contact with Greater Sudbury Hydro and communications with the utility. Businesses were first asked if they have contacted Greater Sudbury Hydro in the past 12 months.

Q11. "Over the past 12 months, have you contacted Greater Sudbury Hydro / Greater Sudbury Utilities?"



Q12. "What was the nature of your inquiry?"

Billing issues	59%
Outage information	27%
Open or close an account	14%

In an open or unaided question, residential customers were asked how they would prefer to communicate with Greater Sudbury Hydro for customer service or billing issues.

Q13. "How would you prefer to contact Greater Sudbury Hydro for Customer Service or Billing related issues?"

Email	50%
Text	27%
Website form	6%
Phone	5%
Automated chat/ or virtual assistant	4%
Social Media	3%
Live chat	3%
Unsure	2%

In another open or unaided question, residential customers were asked how they would prefer to communicate with Greater Sudbury Hydro about engineering or other projects.

Q14. *How would you prefer to contact Greater Sudbury Hydro about engineering or other projects?*

Email	44%
Social Media	23%
Traditional mail	13%
Unsure	8%
Website form	4%
Text	4%
Phone	2%
Live chat	1%
Automated chat/ or virtual assistant	1%

The next open probe asked respondents about their preferred method to contact the utility about outage information.

Q15. *How would you prefer to contact Greater Sudbury Hydro about outage information?*

Text	36%
Phone	32%
Social Media	29%
Live chat	2%
Automated chat/ or virtual assistant	1%

Customers were then asked to identify the communication option they would like to see Greater Sudbury Hydro offer.

Q16. *“What communication option would you like to see Greater Sudbury Hydro offer in the future?”*

Text/SMS notifications	38%
None	19%
Unsure	19%
Live Chat	14%
Automated Chat/Virtual Assistant	10%

# Greater Sudbury Hydro Website

A series of four questions were asked about the Greater Sudbury Hydro / Greater Sudbury Utilities website.

Q17. "Have you visited the Greater Sudbury Hydro or the Greater Sudbury Utilities website over the past 12 months?"



Forty-four percent said they have visited the website(s) in the last year.

The N=44 website visitors were then asked about the information they were looking for.

Q18. "What information did you look for?"

Account information	60%
Rates & Fees	28%
Energy conservation	5%
Corporate info	2%
News or Developments	2%
Electric Vehicle charging	2%

Most named was accessing account information, next by information about rates or fees.

Next, the N=44 visitors were asked if they found the information on the website they were looking for.

Q19. *“Did the website provide you with the information you were seeking?”*



Seventy-two percent said yes or that they found the information they were looking for on the site.

The 28% (N=12) that answered they did not find the information they were looking for in Q19, were asked Q20 as a follow-up

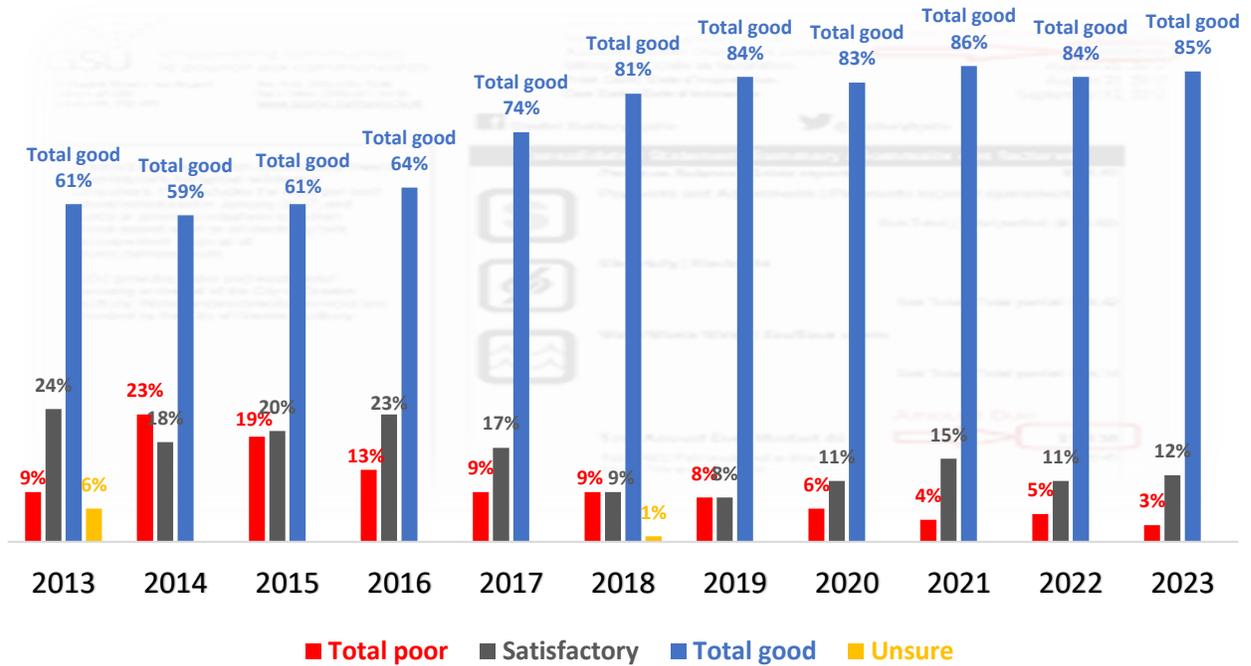
**Q20. *“What information were you looking for?”***

Detailed account information	33%
Updates on outages	17%
Rebate programs / savings	17%
Details on rates / charges	17%
EV charging stations	8%
Don't know	8%

# Billing – Ease of Understanding

Businesses rated the ease of reading or understanding their power bill.

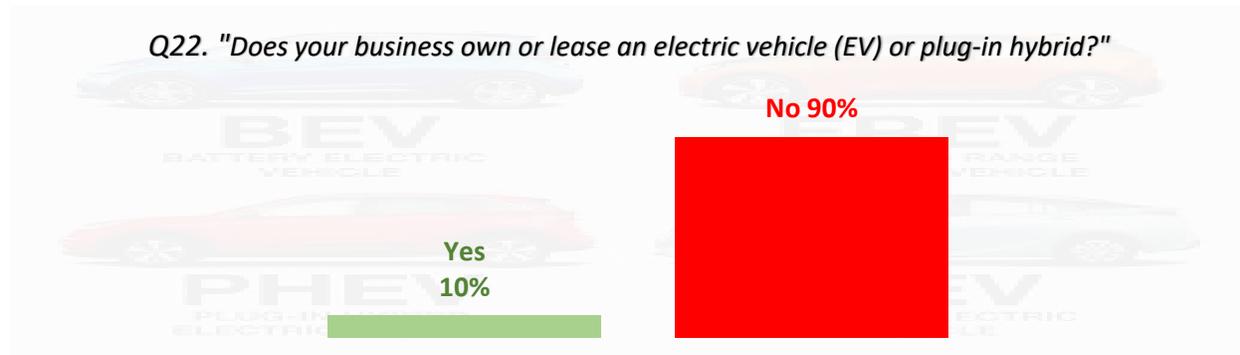
Q21. “Using a scale from one very poor to five very good, how would you rate how easy it is to read and understand your electricity or utility bill?”



Results are consistent over the past three survey periods with 85% providing a good or very good rating for the ease of understanding their bill.

# Electric Vehicles

All respondents were questioned if they currently own or lease an electric vehicle of which 11% said yes.



Next, those that do not have an EV were asked when they plan to purchase an electric vehicle.

Q23. *By 2035, no new internal combustion engine vehicles will be sold. When do you plan to switch over and purchase an EV?*

Over the next year (12 months)	1%
1-2 years	2%
3-4 years	7%
5 or more years	29%
Do not plan to purchase	7%
Unsure	54%

Only 3% said they are considering an EV purchase within the next two years, 36% in the three-to-five or more window, while more than half are unsure.

## Energy Self Generation & Storage

The final set of questions were related to energy self generation and storage.

**Q24.** *“Do you currently have solar panels or other forms of self-generation?”*

**Yes: 3% (N=3)**

The N=97 or 97% that do not have solar panels or other forms of self-generation were asked about the likelihood of installing them over the next two years. As the table below illustrates, interest in the 1–2-year short term is very low, while seven in ten either have no plans or are unsure.

**Q25.** *“Do you plan to install solar panels or other forms of self-generation over the next...”*

1-2 years	1%
3-4 years	9%
5 or more years	20%
Do not	9%
Unsure	61%

**Q26.** *Are you considering generating, and potentially storing, some or all of your electricity needed for your residence?”*

**Yes: 15% (N=15)**

The 15% or N=15 that are considering generating or storing electricity were asked in Q27 when they plan to do so.

**Q27.** *“When do you plan to generate or store electricity?”*

1-2 years	13%
3-4 years	13%
5 or more years	27%
Unsure	47%

Then the 15% or N=15 that are considering generating or storing electricity were asked in an open-ended probe (Q28) about what is motivating them to generate and store electricity.

*Q28 “What is motivating you to generate or plan to generate and store electricity?”*

Lower utility bills	40%
Environment / climate action	33%
Unsure	13%
Long-term savings / payback on investment	7%
Having a secure energy source	7%

In the final question, the 85% that said in Q26 they are not considering generating or storing electricity (N=85) were asked about motivators.

*Q29. “What would motivate you to install an energy generation and or storage system for your residence?”*

Cost	24%
Need more information	20%
Unsure	15%
Environment / climate action	14%
Lower utility bills	13%
Reliability	11%
Nothing	4%