

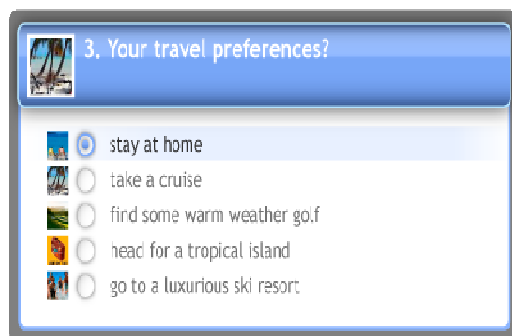
2013 Customer Insights Survey - Excerpts



New England Clean Energy Customer Insights Survey

Conducted: Jan. 16 – Feb. 5, 2013

Responses: **100**



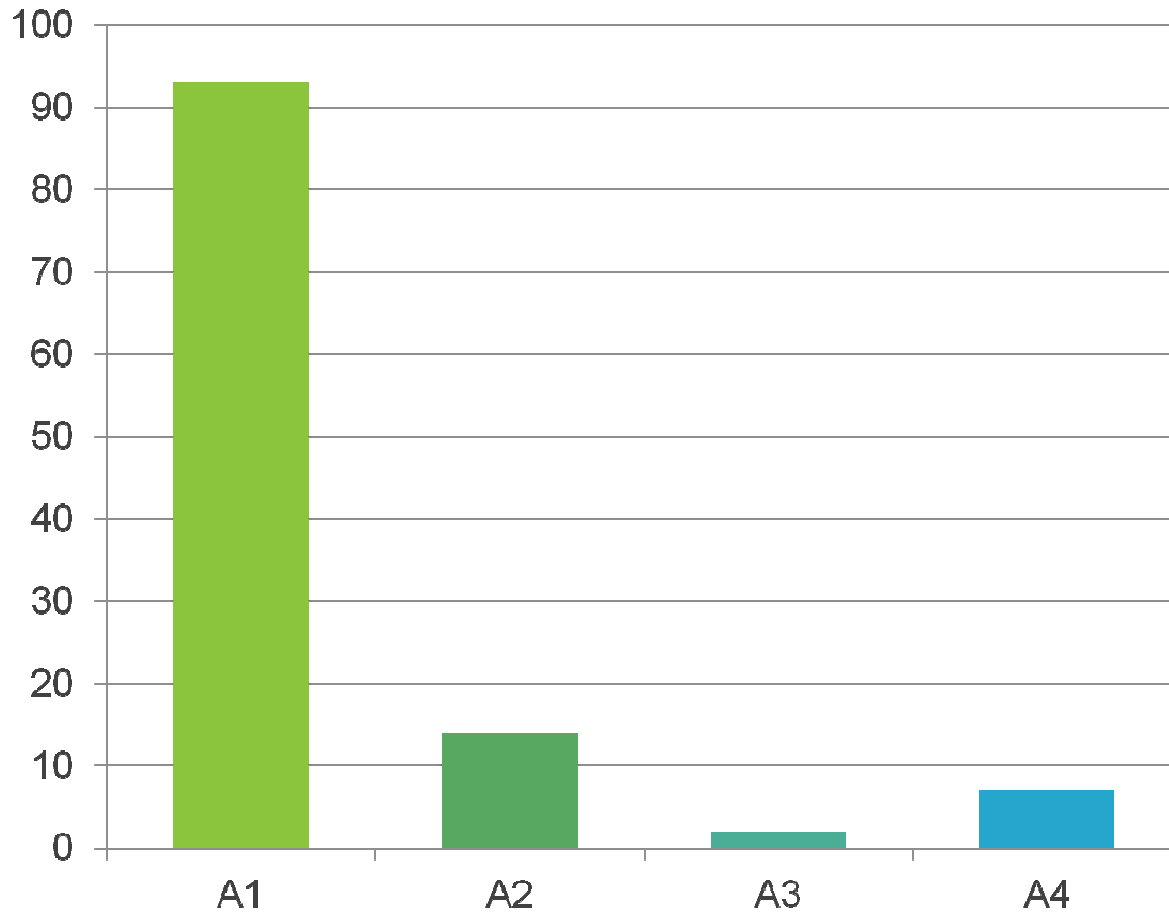
3. Your travel preferences?

- ☒ stay at home
- ☐ take a cruise
- ☐ find some warm weather golf
- ☐ head for a tropical island
- ☐ go to a luxurious ski resort

3 minutes or so and you're done!

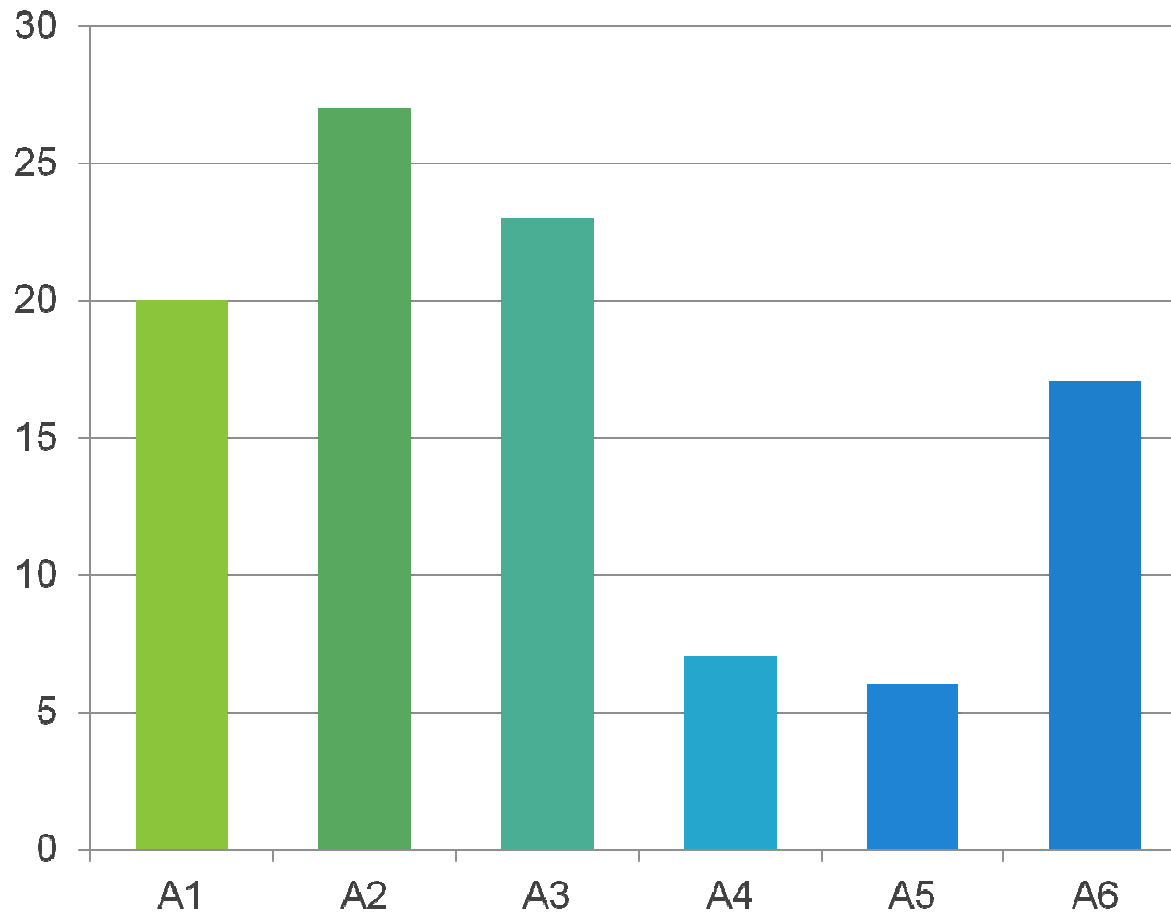
We always knew our customers, like us, love to talk solar. Still, we were impressed with the response to our first customer survey – 100 people exactly completed the 10-minute questionnaire about their solar systems, their experiences with New England Clean Energy, and solar in general. We promised to share the results, so here they are.

1: Which of the following did New England Clean Energy provide for you?
Check all that apply.



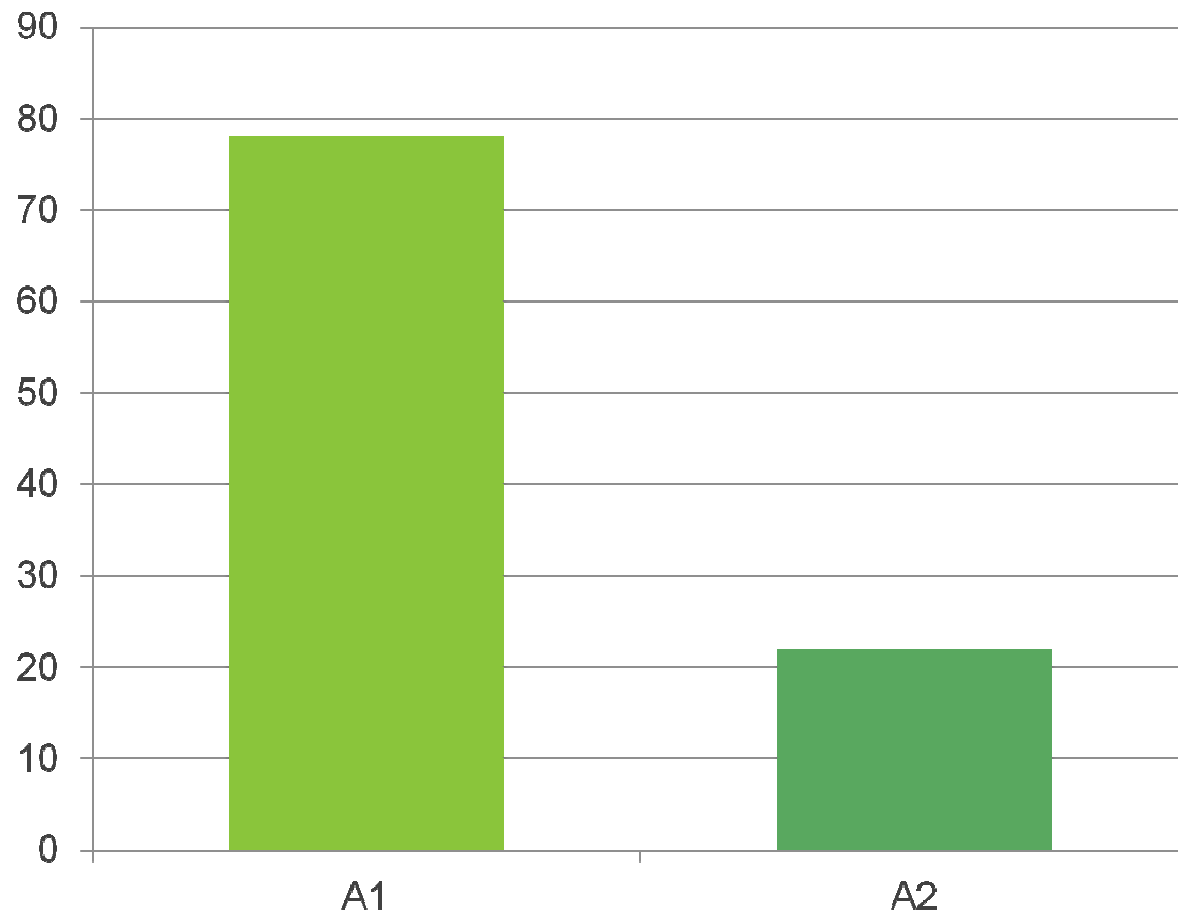
A1: Solar electric (PV) system	93.0%
A2: Solar hot water (thermal) system	14.0%
A3: Solar attic fan	2.0%
A4: Other (please specify: TED, back-up battery system, generator, electric car charger, etc.)	7.0%

2: How often do you track your solar energy production using the SolrenView or Enlighten website?



A1: Daily	20.0%
A2: Weekly	27.0%
A3: Monthly	23.0%
A4: Less than monthly	7.0%
A5: Rarely or never	6.0%
A6: Don't have monitoring software	17.0%

3: If you know, how many kilowatt-hours has your solar electric system generated since it was installed?

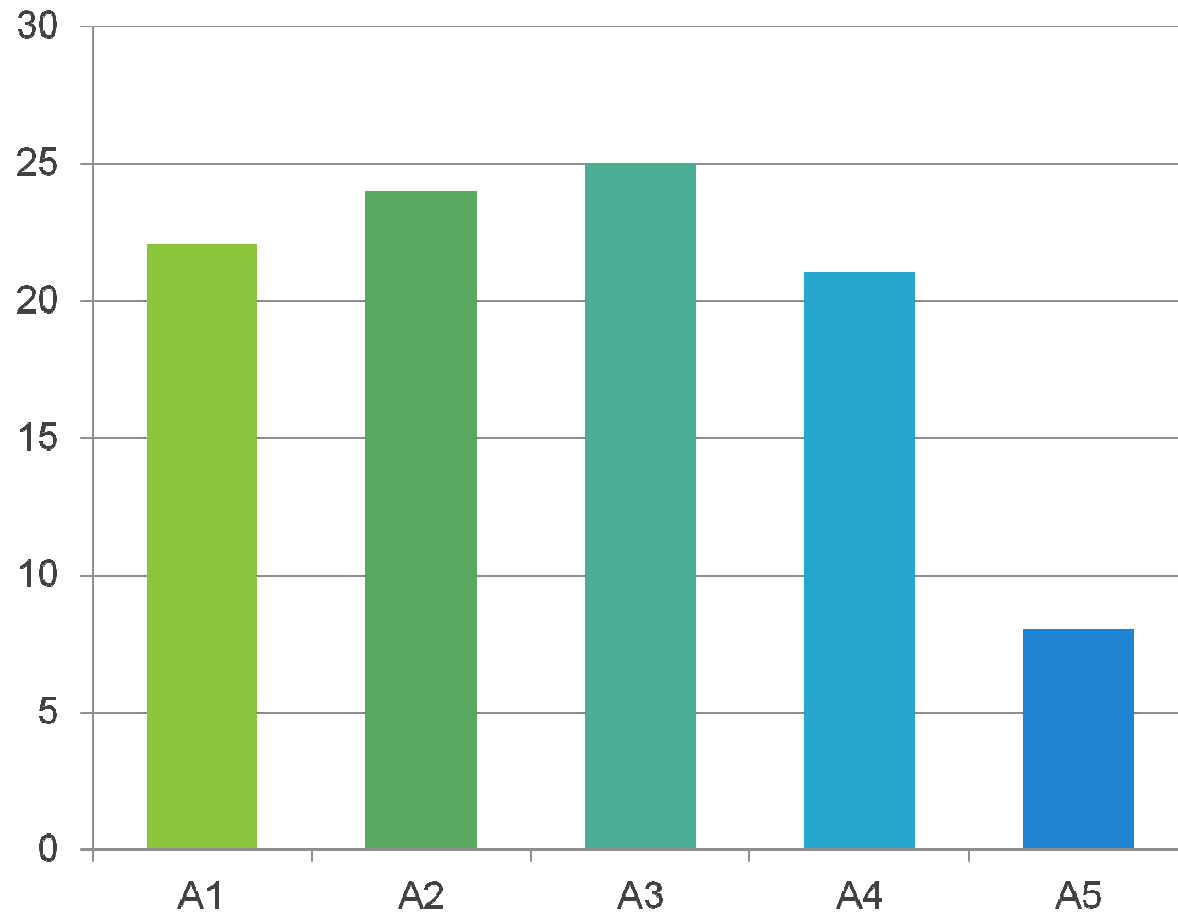


A1: I know (please enter number)	78%
A2: Don't know	22%

Write-in comments: PV Production

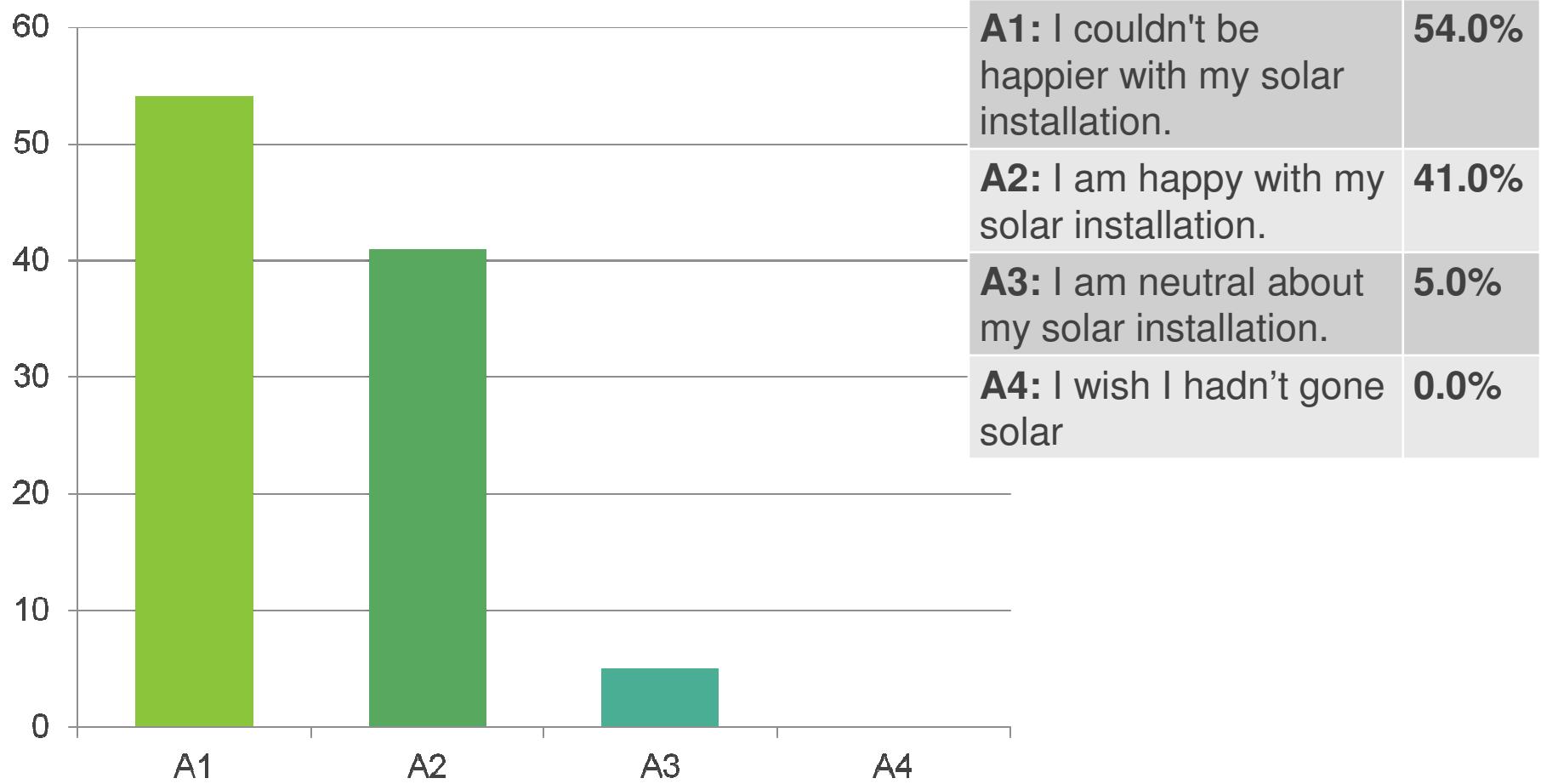
- Analysis of the numbers reported tells us this:
 - The 76 customers who reported production have generated 601,290 kWh between them, or 601 MWh.
 - At 1.1 pounds per kWh, these customers have offset 661,419 pounds of CO₂, divided by 2200 = 300+ metric tons of CO₂

4: How much have your electric bills come down since the installation of your solar electric system?

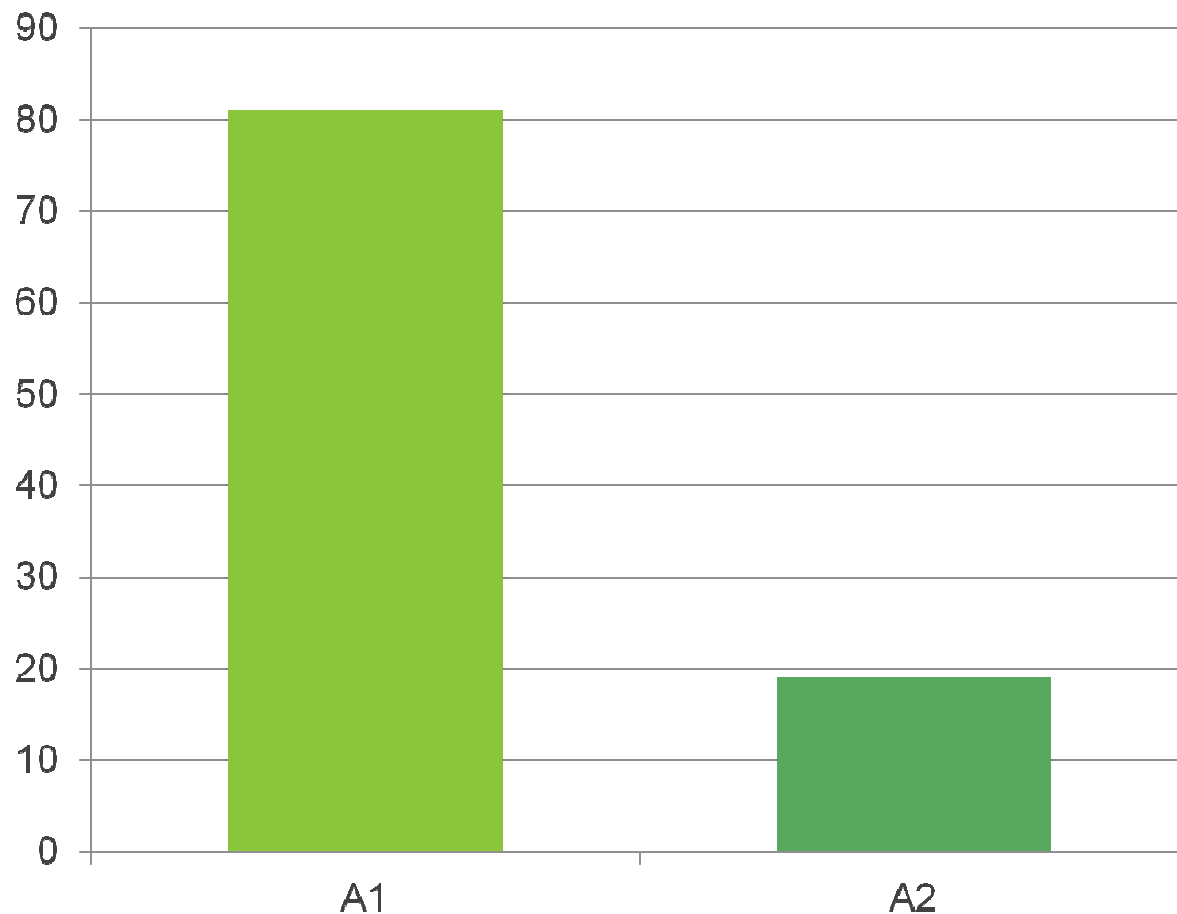


A1: 10-25%	22.0%
A2: 25-50%	24.0%
A3: 50-75%	25.0%
A4: 75-100%	21.0%
A5: Don't have solar electric	8.0%

9: Now that you have solar, how would you describe your attitude toward solar energy?

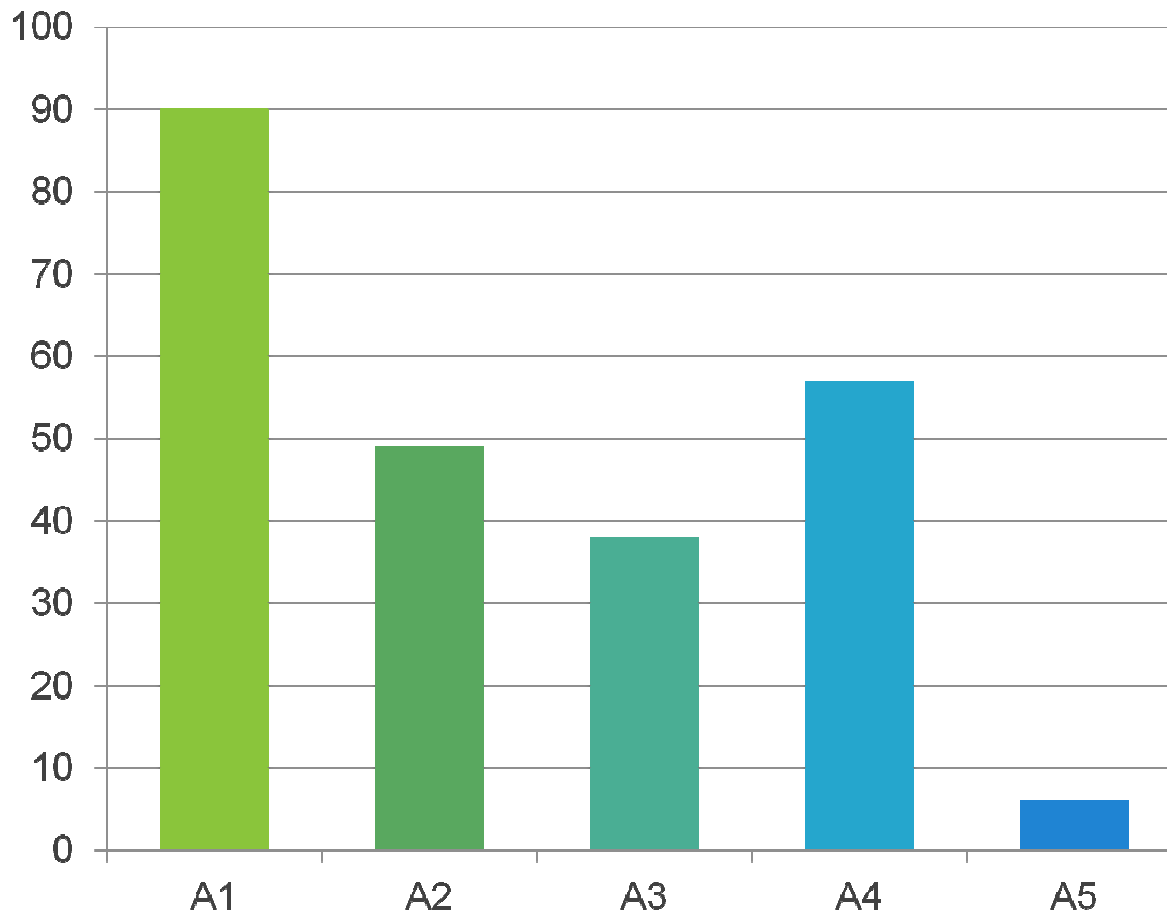


11: Have you ever heard of a solar installer doing shoddy work or being unethical?



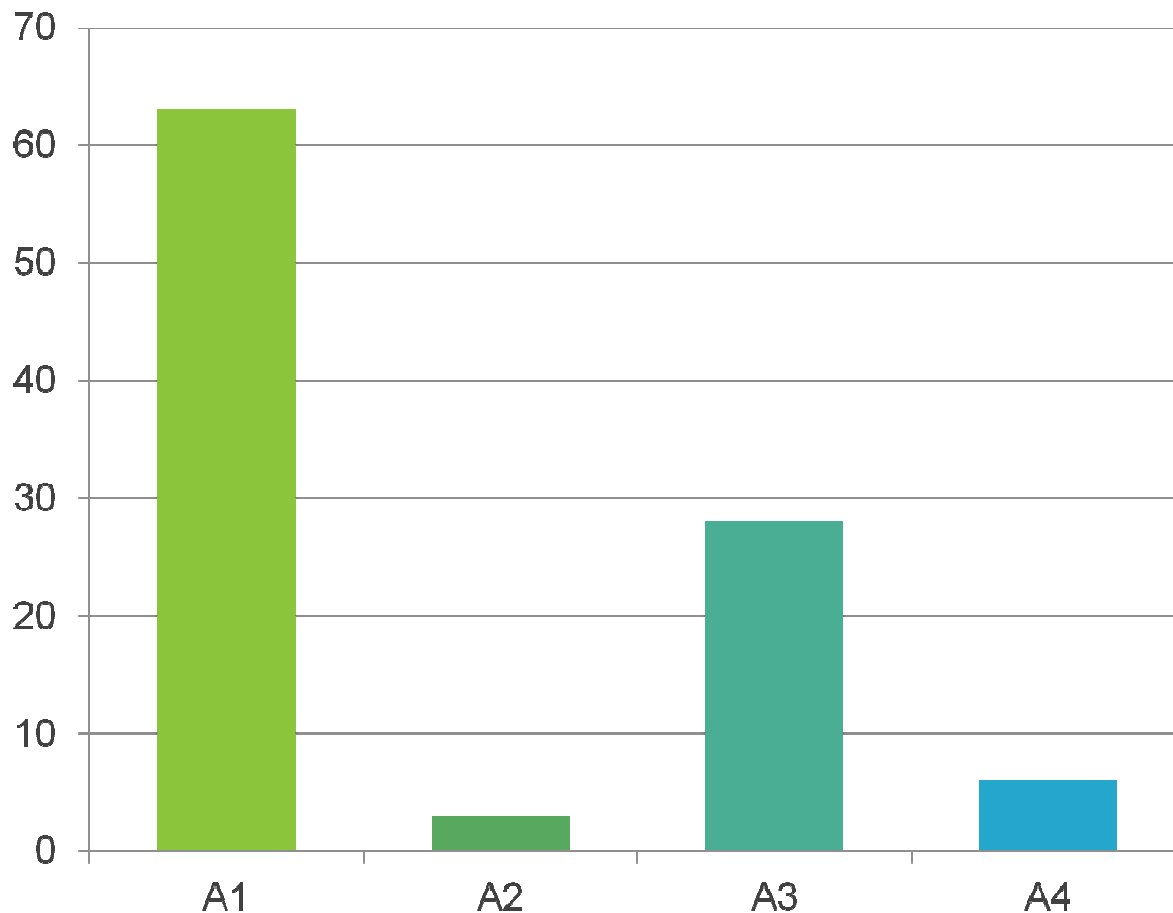
A1: No	81.0%
A2: Yes (give details if you can)	19.0%

12: If you think using a local company vs. an out-of-state company for solar matters, why? Check all that apply.



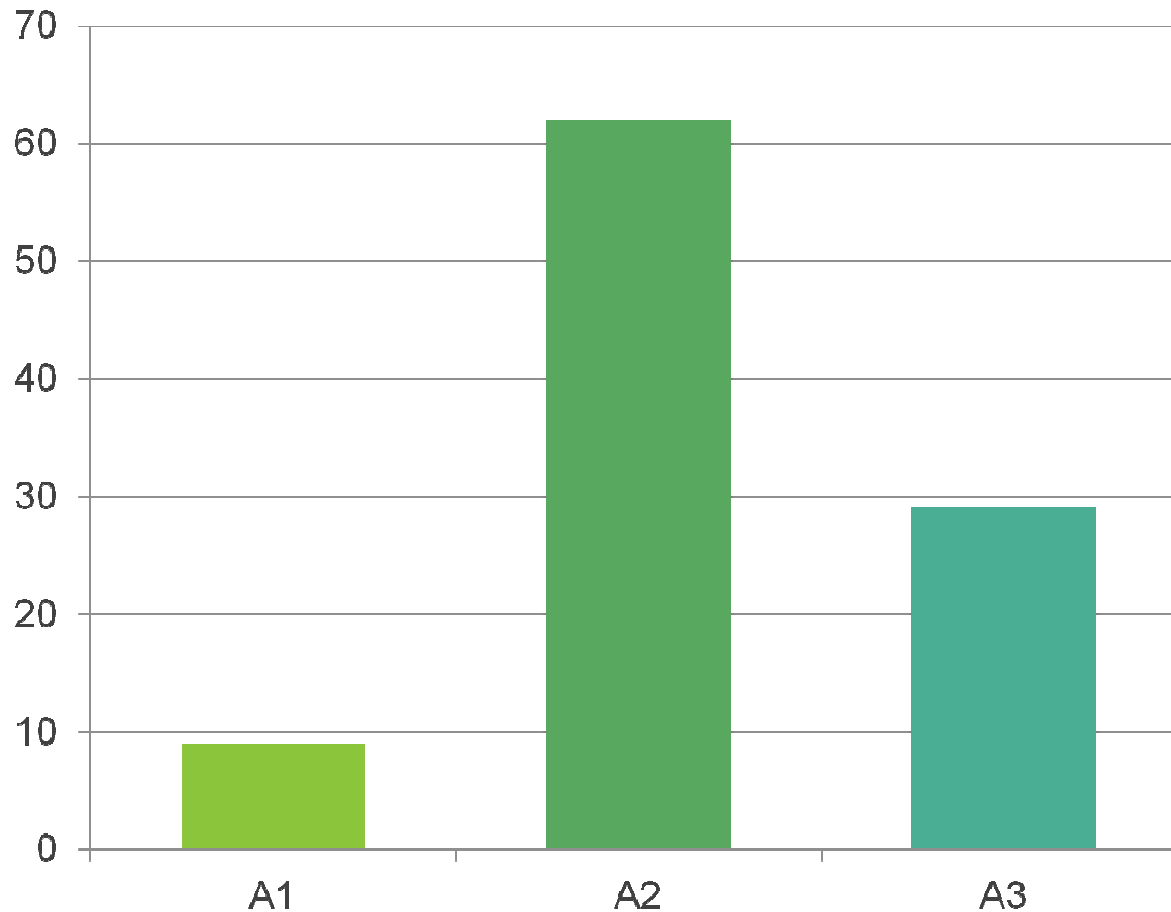
A1: Supports neighborhood businesses/helps the local economy/creates local jobs	90.0%
A2: Keeps taxpayer dollars in the form of rebates and tax incentives in the state	49.0%
A3: Local company is more likely to be around long-term	38.0%
A4: Easier to check out the company's reputation	57.0%
A5: Using a local company isn't important to me	6.0%

14: To pay for your solar energy system, did you mainly:



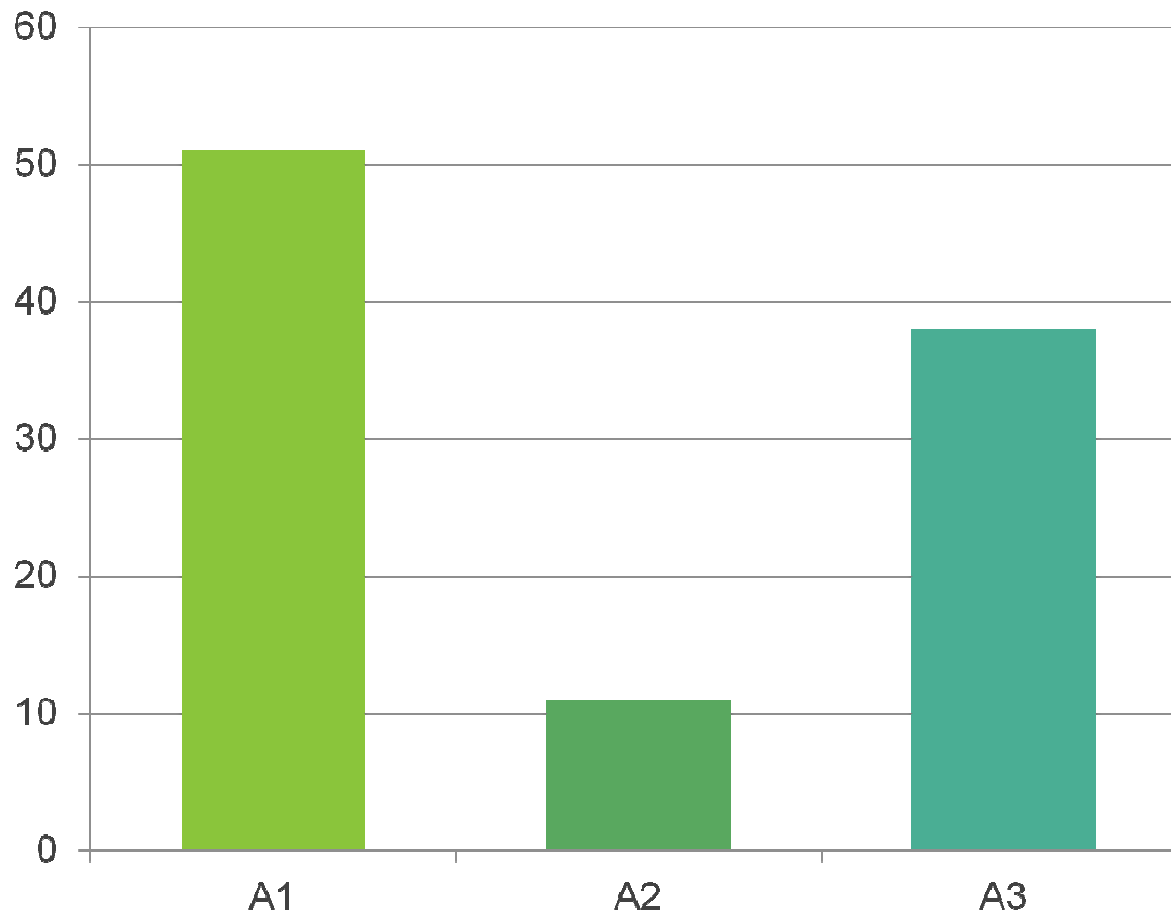
A1: Use money from a savings or other bank account	63.0%
A2: Withdraw money from an investment account such as a 401(k) or CD	3.0%
A3: Borrow money using a home equity loan or re-financing your mortgage	28.0%
A4: Other (please explain)	6.0%

15: If you were going solar today, would you be interested in a lease-type agreement that got you solar with no money down?



A1: Yes	9.0%
A2: No	62.0%
A3: Maybe / don't know	29.0%

16: Which do you think is better for the consumer - purchasing solar or entering a lease-type arrangement, and why?



A1: Purchase	51.0%
A2: No money down, lease-type arrangement	11.0%
A3: No opinion / don't know	38.0%

Q16 Write-In Comments

Better return on investment

long term economics are better provided that all available solar incentive programs are captured up front.

I'd rather pocket the money that would go toward the lease company's profit.

you get the SRECs and can stay in control of the financing

It depends on the individual situation.

If financially possible, full ownership gives the homeowner more possibilities when selling the home or when choosing someone to maintain it. I know little about lease agreements and don't want to research them.

better investment

I believe in autonomy at the lowest possible level and also believe leasing often takes the money out-of-state.

It is usually better to own a product unless it has high maintenance issues. Solar does not. However, if I could not have afforded to purchase, I would have leased. The important thing is to go solar.

Eliminates the middle man

all savings go to owner, lessor profit is not spent

Do not know all the factors with the leasing program.

It depends on the individual

If you have the cash up front, it's less expensive in the long run. I wanted to avoid another monthly energy bill.

Q16 Write-In Comments

Long term i think purchase would be cheaper.

Not familiar with this option. We purchased our system outright.

Most people simply don't have the cash on hand.

Control of all elements including choice of installer, and ownership of SREC's

Because for your investment, solar will give you a continuous return. I am currently making approximately \$50 per month on my 4000 investment. No annuity or investment would give that type of return. Perhaps that is why leasing arrangements are available.

If it's mounted on and in my house I want to own it.

I haven't done the analysis.

Gain full financial benefits from system.

I want control over my home, improvements, and long term it is better investment if you can afford the start up cost.

There is a cost to money, it depends on if you have it or not

The consumer would not be required to pay either large up front amounts or seek personal or home-owner loans for installation, which would make it more affordable to more consumers.

Q16 Write-In Comments

Depends on terms of the lease

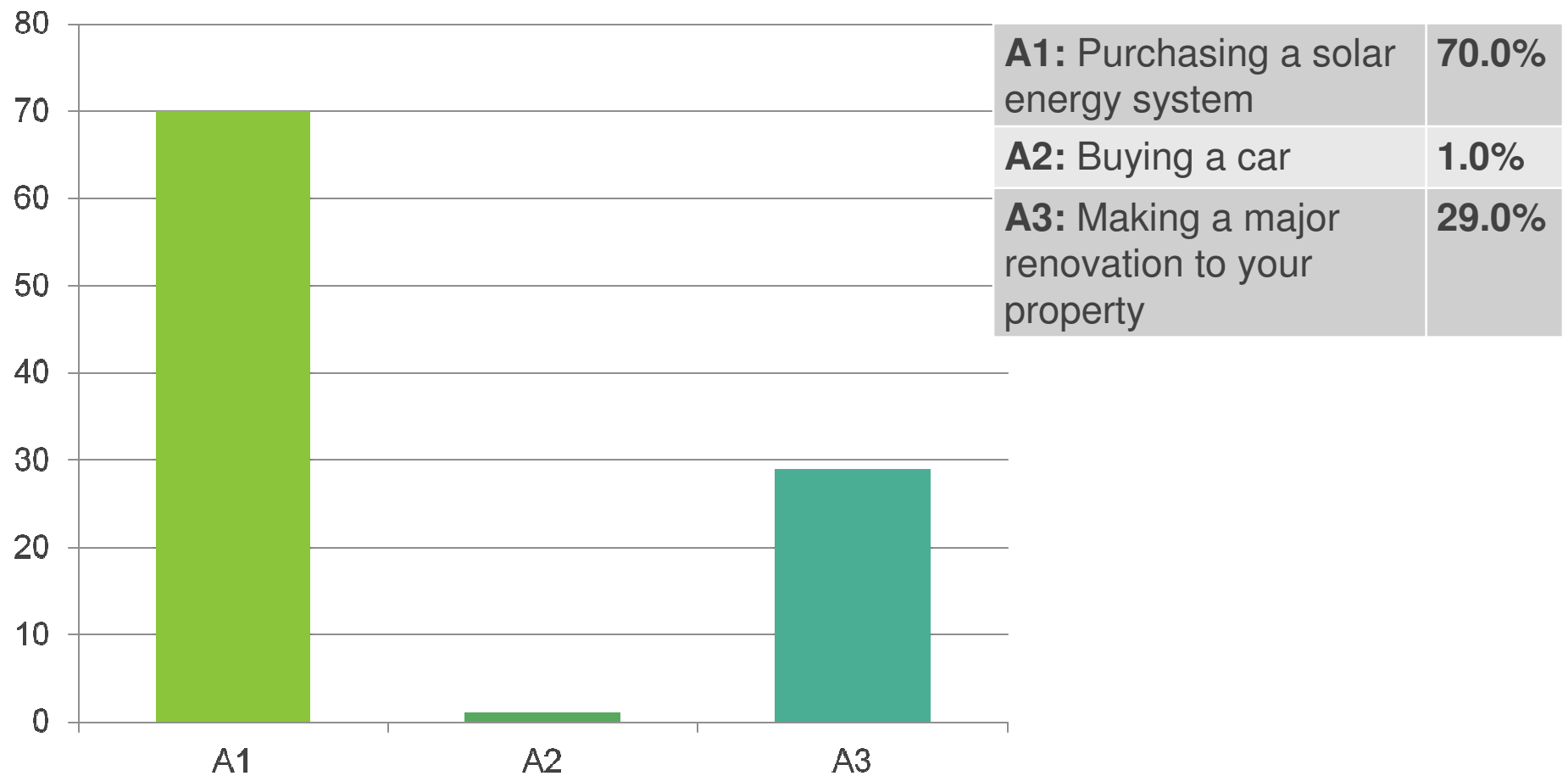
The lease-type seem very attractive. I considered it but believe that over the very long term, I will come out ahead by an outright purchase (very similar to a car). If I had leased a system, it would not look as clean and I would not have insisted on the higher performance panels.

Best ROI on savings with minimal risk

Personally, I am a purchase-type person, and purchased solar before New England Clean Energy offered a lease agreement, so I am not familiar with the terms of lease agreements.

The pay-off is so short with the incentives and SRECs that I recoup my investment in less than 5 years. That is a good business decision.

17: Which is the best investment, and why?



Q17 Write-In Comments

It helps the planet

Living free of an electric bill for the rest of my life!

Buying a car is consumption, not an investment. Likewise, most renovations. Viewed as investments, most renovations lose money.

great investment that reduces your monthly expenses...the other two only raise your monthly expenses

For me, buying solar was an investment in the health of the planet. It is the only home I have ever known.

Twenty to twenty-five year investment (guarranty/warranty). Pay now, get benefit for 25 years. Over the past 25 years, I've purchased about 8 cars and paid over \$175k for them vs about \$10K for a solar PV system 4 years ago that will save me money over 25 years. Solar is better value for the \$\$\$

must have

I actually consider going solar to be a major renovation to my property. Thus, there are really only 2 choices here.

Long term value

return on investment is quicker

You get immediate financial benefit with less disrurption.

term payback, but if you need a car, then you buy a car - you can live without solar panels but not transportation.

It's like putting money away for retirement

Q17 Write-In Comments

life long cost savings

First and second option would be my choices. Kitchen and bath remodels have high returns. Do you have returns on equity gained by installing solar?

Actually, buying an energy-efficient car or insulating a house could be better, but we did both of those before we invested in solar energy/

Seems like marketplace is not quite ready for solar energy in a home. Might narrow the market for the home.

because you will get a continuous return on your investment. In my case after 6/7 years I will have paid off my investment and from there all of the energy generated is mine at no cost.

My property needs it, right now!

Because of the return on the investment

car depreciates. House has little return on investment

More likely to appeal to next purchaser.

Everyone knows, kitchens and bathrooms provide a multiplier ... solar is more of an unknown because of market weakness and the price of oil

we all know cars are a necessary evil but are a waste of money, I would only renovate at my house if it was structurally necessary

Energy costs are likely going up a lot and you can control that. Also, probably a good selling point if the home creates its own power.

Q17 Write-In Comments

It continues to generate savings / income

A solar energy system is a major renovation to your property. It adds value to the home by reducing the cost of home operations.

it depends on the condition of the house.

Reduces energy bills, resale value as an improvement

I believe that WHEN I purchased (with the larger statewide incentives) made a big difference. \$8K off the top before any tax incentives was very nice. The panels will increase the value of my home PLUS decrease my energy costs.

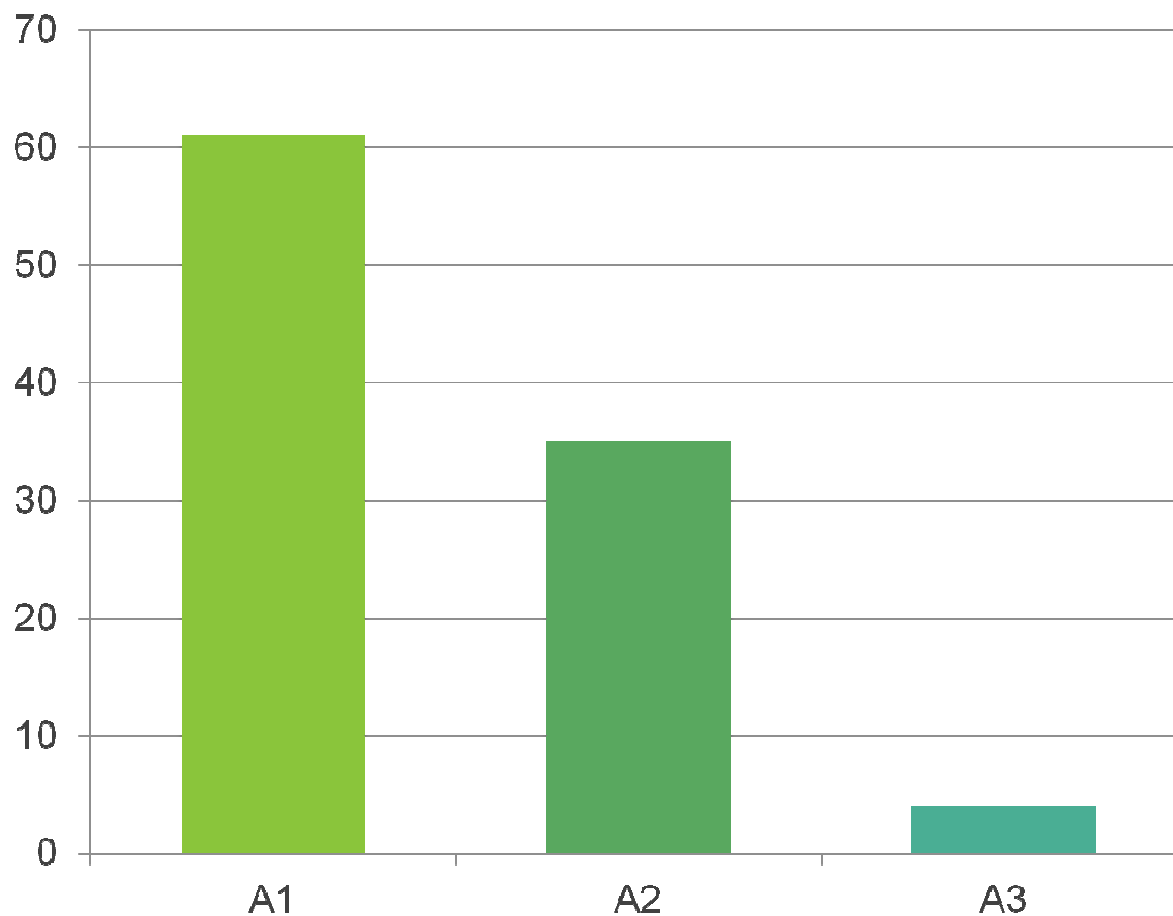
Monthly positive cash flow through lower energy bills

income producing
long term savings

It yields immediate, no-maintenance dividends, and boosts the home's value. Renovations can be hit-or-miss.

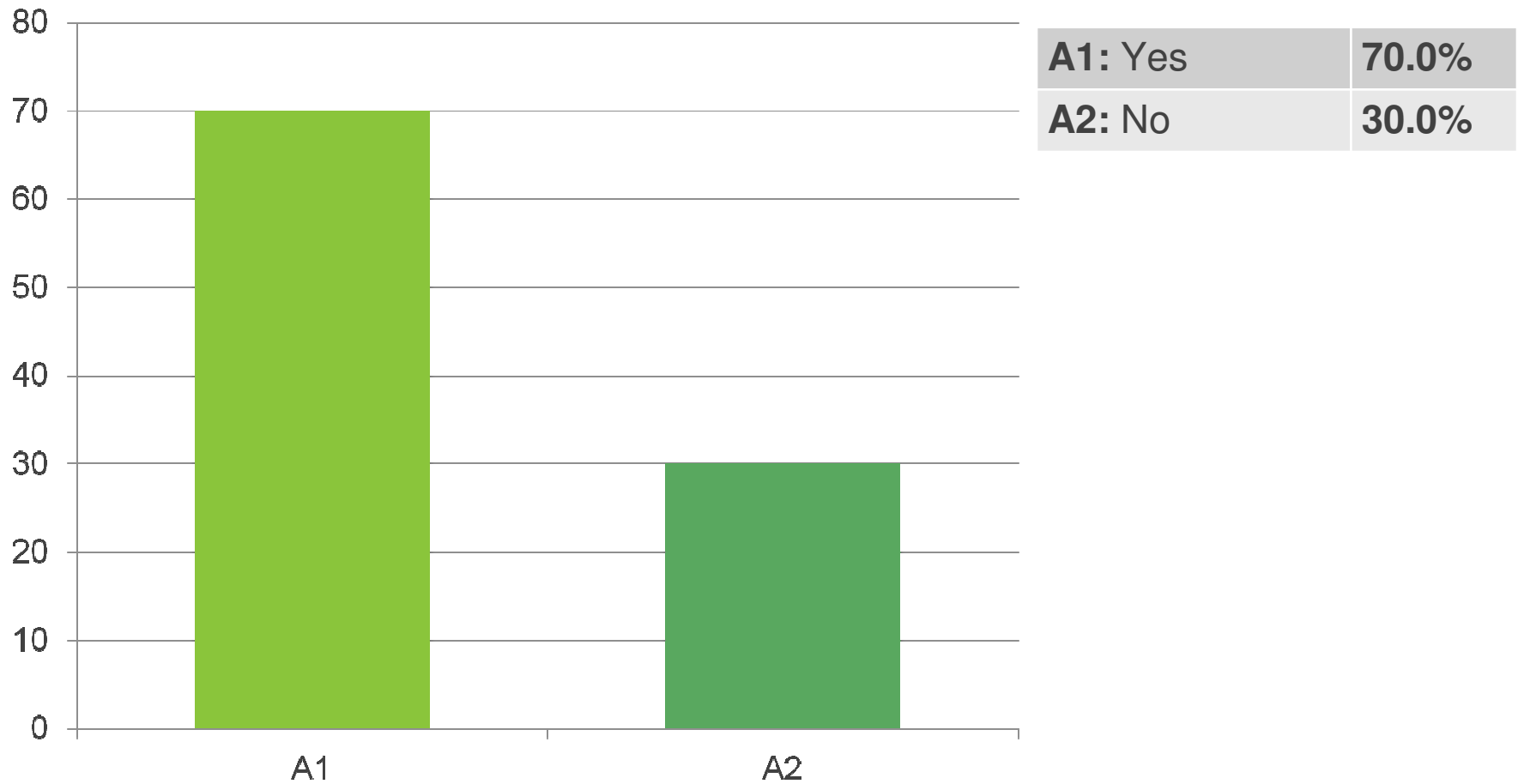
It is a self-funding investment.

18: Do you think the government should subsidize the solar energy industry?



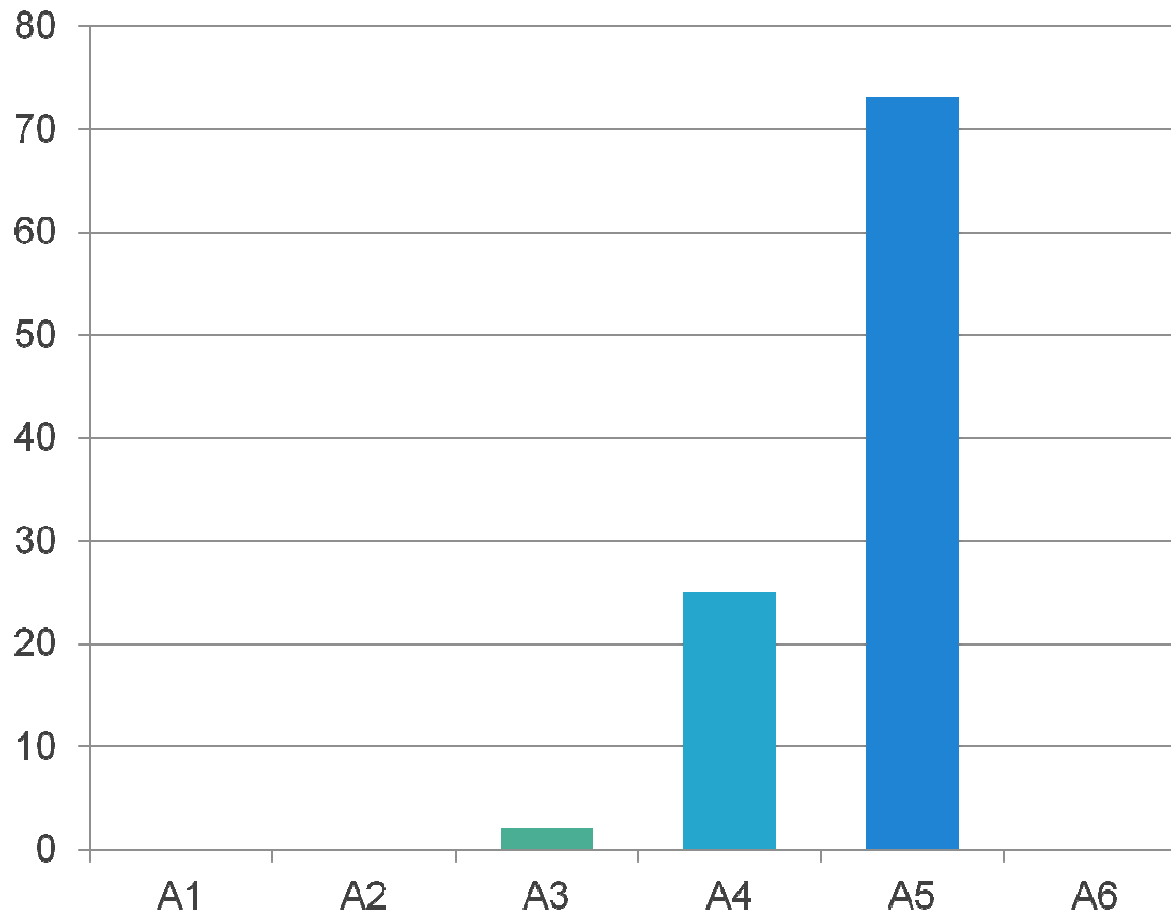
A1: Yes, indefinitely; after all, fossil-fuel energy is still subsidized	61.0%
A2: Yes, until the solar industry is really established	35.0%
A3: No, subsidies are unhelpful, the industry must stand on its own	4.0%

19: Are you aware that Massachusetts is considered one of the most solar-friendly states in the country?



20: What do you think of New England Clean Energy in terms of:

- 1: Overall satisfaction with the company



A1: *	0.0%
A2: **	0.0%
A3: ***	2.0%
A4: ****	25.0%
A5: *****	73.0%
A6: N/A	0.0%

98% rate us
4 or 5 stars