What type of customers have DER technologies?

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What type of customers have DER technologies?

Do you need customer insights to help you develop more-effective distributed energy resource (DER) programs and services?

In 2018, we asked residential customers in the US and Canada what DER technologies they currently have and what they're interested in or likely to purchase in the next few years. From this E Source Residential DER Customer Market Research, we developed 12 DER technology customer personas to help you design your DER portfolio.

Learn what types of customers have DER technologies and what similarities and differences we see across a variety of these technologies, including solar options, electric vehicles, battery storage, and building electrification technologies.

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