

#VOXI

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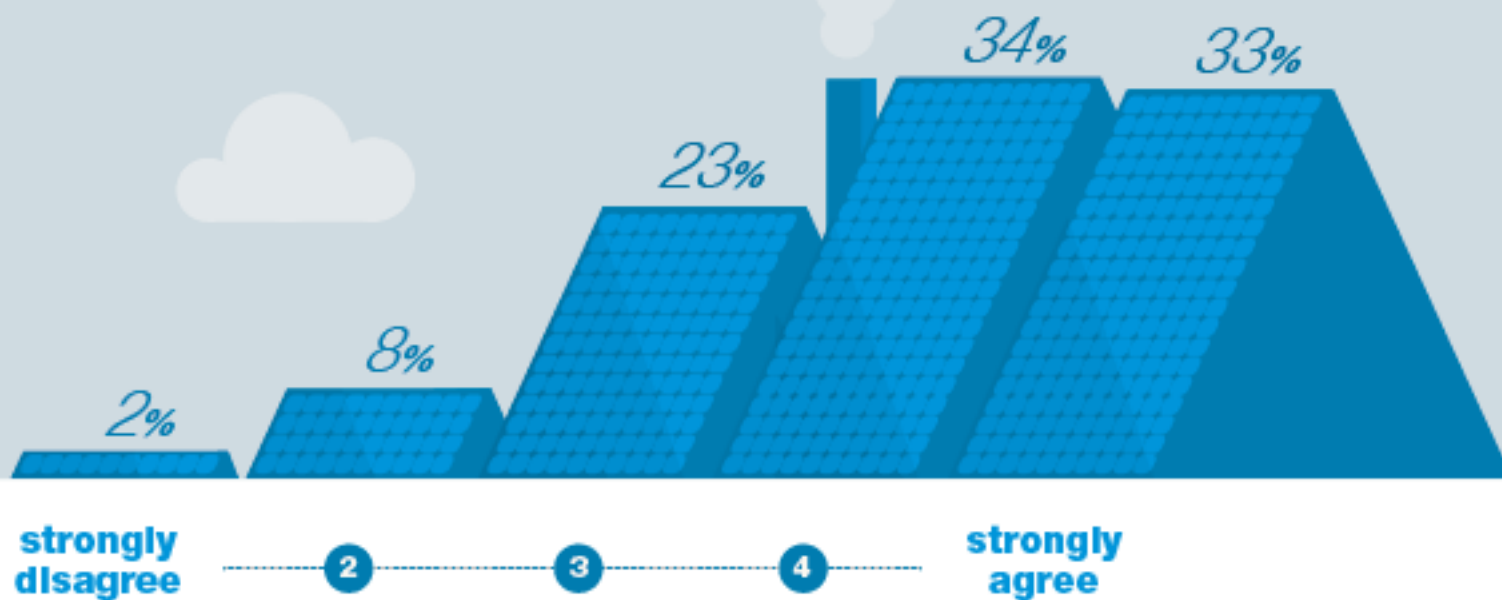
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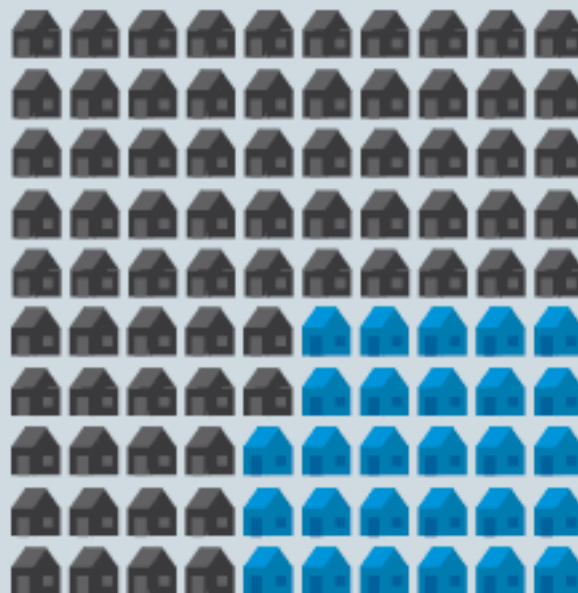


**IRIS**  
RESEARCH

**I am very aware  
of solar energy  
technologies**



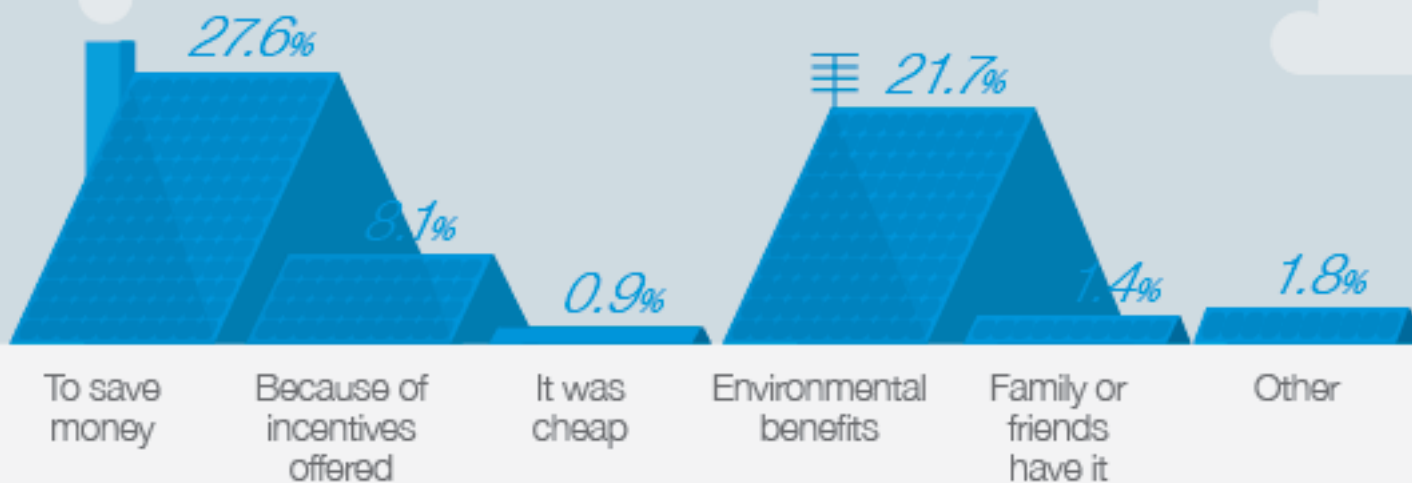
**Do you have  
solar panels  
installed  
at your  
home?**



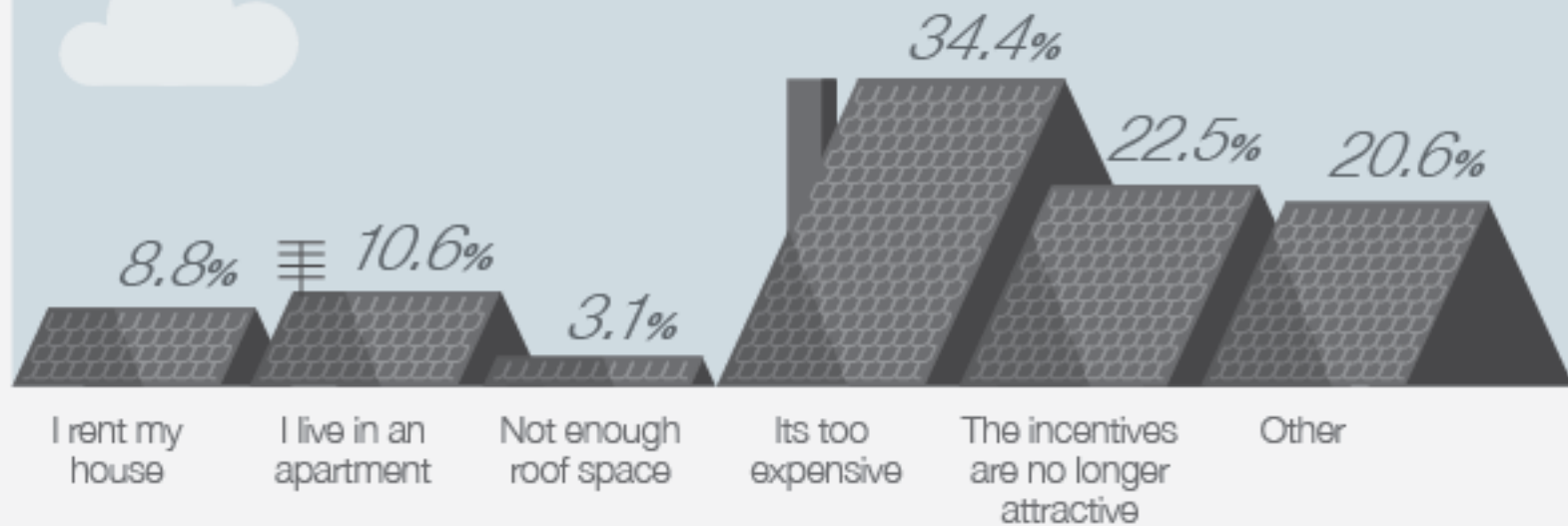
72%  
**No**

28%  
**Yes**

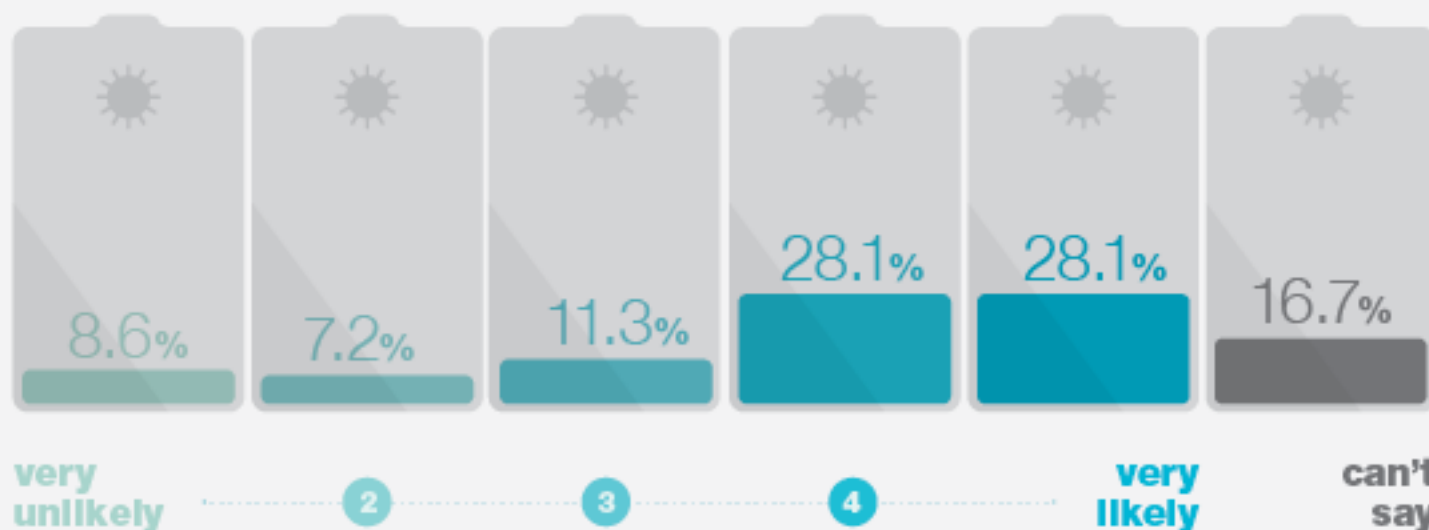
## Why did you install solar panels at your home?



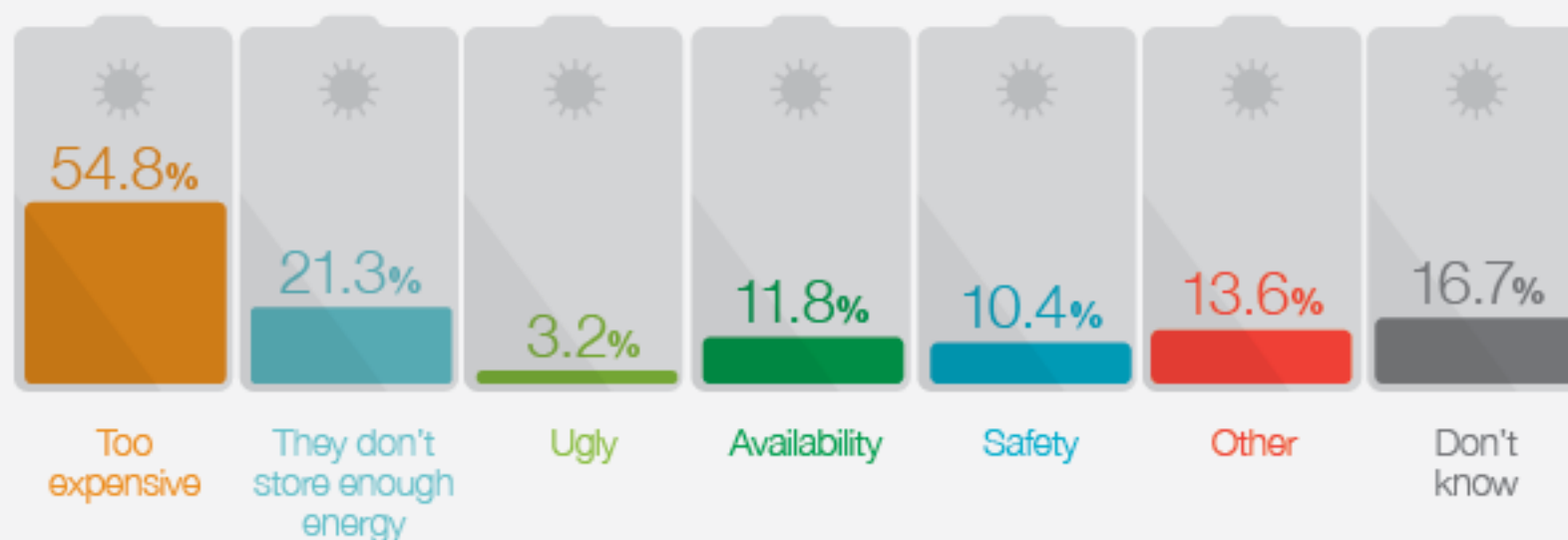
## What has stopped you installing solar panels?



**Battery prices are predicted to drop by a third in the next 3 years and going off-grid could be as cost competitive as staying on the grid. If you had solar panels, would you be more likely to buy a battery storage unit in 3 years from now if the prices do drop by a third?**



## What would stop you investing in battery storage for solar energy at home?



**Knowing that it will soon be more affordable to store home generated energy, I now find solar panels are more attractive investment proposition for my home.**

