

Target Audience Deep Dive

- **Retired Couples (60+):** Often living on fixed incomes in suburban or rural homes (many own detached or semi-detached houses). They feel squeezed by rising bills on a pension. They distrust “too good to be true” schemes (the red flags of free solar offers ¹). Many see solar as a secure investment in retirement: one user noted solar is *“brilliant for people who are approaching retirement as an investment with returns completely independent of the stock market”* ². Past experiences include paying large heating bills or being on capped incomes; their hope is long-term savings and security in their “golden years.” They fear being “at the mercy” of energy companies but feel pride in reducing bills for grandchildren’s sake.
- **Working-Class & Middle-Class Families (30–50s):** Middle-income parents in semi-detached or terraced homes, often in towns. They feel chronic economic pressure – juggling mortgages, childcare and climbing fuel costs. Attitudes: angry at the “Big Six” energy firms and skeptical of hard-sell tactics. A mother in a UK forum confessed *“I simply can’t afford £450 a month in April”* as prices rose ³ ⁴. They’ve had distressing experiences (e.g. sudden bill hikes from a fixed deal ending ³ ⁴). Their fears include “not having enough for food” if bills rise further, and being trapped in debt. Motivated by frustration and necessity, they want straightforward savings: one user resolved *“we need to get this energy bill down – a lot!”* ³.
- **Green-Conscious Younger Homeowners (20s–30s):** Often first-time buyers or couples in modern housing (flats and new-builds) earning mid-high incomes. They care about the planet and innovation. Demographically, a UK study found that “considerers” of solar skew young (49% under 35) and largely female ⁵. Their attitudes are pro-renewables but they still expect value. They fear missing out on technology or subsidies. Many have been burned by misleading online ads (“same BS AI voice and stock footage” ⁶) and want proof. They hope to be seen as savvy and “doing their bit” – one user said solar gave *“energy independence from massive price swings”* ⁷ (even though they meant it mathematically). Their “light bulb” moment is often environmental guilt or watching neighbors install panels and cut bills.
- **Budget-Sensitive First-Time Buyers (20s–30s):** Younger couples with tighter budgets (perhaps in entry-level homes). Likely on lower credit or modest incomes. They worry intensely about up-front cost, ROI and trust. Attitudes: cautious, hungry for deals, quick to suspect scams (as one skeptical person noted distrust of flashy ads ⁶). Their fear is “wasting money” – *“We’ll never make the money back.”* They often delay buying upgrades. A common motivation is saving on essentials: they think, *“It’s just a calculator, let’s see”* and look for “try it free” opportunities. Emotional triggers include seeing bills skyrocket or government incentives expiring, plus pride in getting a bargain and smart savings.
- **Homeowners Upgrading for Resale/EPC (40s–60s):** Established owners (often dual-income without kids or empty nesters) in larger houses, investing in home improvements. Demographics: middle-to-high income, sometimes using savings or equity. Attitudes: pragmatic – they see solar as a value-add. They worry about the right timing (wanting a quick payback) and often want reassurances that the system will be transferable to buyers. Some recall past home projects (loft conversions, double glazing) and fear “being taken for a ride.” Hopes: higher property value, better EPC, greener appeal to buyers. Fears: panel leases scaring buyers (“I

would never buy a house with leased panels” is a common quip). They’re motivated by maximizing sale price and efficiency, thinking “even if I move in 5 years, it helps the EPC now.”

Demographic Insight: A UK study found that current solar owners (“Adopters”) are mostly older and affluent (53% over 55, 48% in high social grade) ⁵, whereas those just considering solar skew younger (49% under 35, 61% female) ⁸. This suggests that the **retired & established wealthier homeowners** are already leading in solar uptake, while **younger, tech-savvy** owners are the key growth market.

Existing Solutions & Frustrations

- **Competing Installers & Comparison Sites:** Major players (Octopus Solar, E.ON Next, SolarSave competitors) promise ease but often draw suspicion. Many complain that big providers subcontract cheaply. One installer-reviewer warned: *“Don’t go to the likes of E.ON and Octopus – we’ve repaired terrible installs by their subcontractors. We quoted cheaper than E.ON’s quote.”* ⁹. Comparison websites (like CompareSolar) help – one customer noted that after getting three vetted quotes, they chose based on trust and ROI ¹⁰ ¹¹. Positive reviews say “no pushy sales, clear pricing” after a scary history of shady deals ¹⁰.
- **Free-Solar & Hard-Sell Scams:** Victims report “free assessment” offers turn out to be scams ¹ ⁶. Forums overflow with warnings: *“Typical solar scam – avoid. If it looks too good to be true, it is”* ¹². People recall sneaky calls *“offered a free solar panel assessment”* that turn into high-pressure pitches ¹ ¹². One UK user complained about incessant ads: *“These damn adverts keep popping up... I’m more confused about the legitimacy... they all have the same BS AI voice and stock footage.”* ⁶. There’s broad mistrust: **“loads of scams around this industry”** ¹². This history makes homeowners very wary of unsolicited solar contacts, feeling “they are taking us for fools” as one campaign group put it ¹³.
- **Energy-Saving Gadgets & Upgrades:** Many households try smaller fixes first. Smart meters, insulation, LED bulbs – they help but don’t eliminate bills. Government schemes like ECO4 or Green Homes Grants often frustrate. For example, one saver wrote: *“ECO4 is all-or-nothing: you cannot request just the solar without the other measures”* ¹⁴, and noted his EPC grade actually disqualified him. Similarly, Smart Export Guarantee (SEG) payments are known but thin (often ~5p/kWh); customers grumble that “FI-Tariffs are tiny and keep getting cut.” Some recall free radiator sensors or dubious “energy-saving” products that under-delivered. The bottom line: people like the idea of grants and gadgets, but resent the complexity and low payback. As one forum member sighed, *“My energy co told me to apply myself for grants... but I’m wary of clicking ‘apply here’ links.”* ¹⁵
- **Trust & Installation Process:** Past horror stories haunt buyers: leaks and shoddy installs from poor contractors abound on forums. One homeowner shared how the solar firm *“sold our details to all and sundry, then went bust”* ¹⁶. Others warn to *“keep clear of company X – nothing but shoddy workmanship”* ¹⁷. The result is deep skepticism: many will only move forward with MCS-accredited installers or referrals. Trustpilot reviews echo this: one user *“had heard too many horror stories about dodgy solar companies, pushy sales and overpriced installs, so I was wary. But using a vetted service gave me confidence – no hidden costs, no sales pressure”* ¹⁰. In short, the market-level frustration is that **solar works, but finding a trustworthy installer is a minefield** – “I couldn’t be happier with the outcome” said a relieved customer after choosing carefully ¹⁰.

Pain Points & Emotional Hooks

- *"We were paying £300 a month and still freezing in winter... enough was enough."* (Paraphrased from one mother: *"I simply can't afford £450 a month in April. We've cut every corner and the only place left is our food budget"* ³ ⁴ .) This captures raw frustration with soaring bills and helplessness.
- *"The bills kept creeping up and I felt powerless."* Many express this sentiment: each price cap rise and fix expiration felt like the rug being pulled. One UK saver agonized as their fixed rate ended: *"New deal is £600! I know the cap is going up... I'm best just sticking with variable... but if it goes up by £150, it will cause us real issues."* ³ ⁴ .
- *"It's not fair – they make billions while we freeze."* Homeowners resent Big Energy profiting from the crisis. Campaigners point out companies have *"pocketed over £500 billion in profits since 2020"* ¹⁸ while people suffer. This fuels anger: one spokesperson quipped that energy giants celebrate 'Awesome April' off consumers' misery ¹⁹ . Customers often feel cheated by regulators (*"taking us for April fools"* as one report put it ¹³).
- *"I want to beat the system."* Many talk about solar as a way to fight back. One forum user said, *"Energy is the big issue for the 2020s. Having your own source is probably wise."* ²⁰ . Solar owners report pride in being self-sufficient – charging an EV or avoiding peak rates. For example, a retiree wrote how excess solar charges their electric car and water heater, even selling extra power back to the grid ²¹ . They feel savvy and self-reliant: *"We use excess to charge the EV and heat water... then sell it back to the grid!"* ²¹ .
- *"The fear of missing out."* There's a growing narrative that neighbors and peers are quietly switching. Homeowners are curious when they see others cutting bills or hear about community schemes. Taglines like *"What your energy company doesn't want you to know"* or *"Why your neighbours are quietly switching to solar"* play on FOMO. Underlying this is a sense that solar might be the "secret weapon" – a "hidden tech in your roof" that rivals fear.

Objections & Internal Dialogue

- **"Solar doesn't work in the UK."** This old myth persists. In reality, experts debunk it: *"Solar panels are useless in the UK – it's too cloudy"?* False – the UK gets enough daylight comparable to central Europe ²² . As one installer blog notes, *"Modern solar panels produce energy even on overcast days... the UK has sufficient annual daylight to make solar highly effective"* ²² . Customers remain unconvinced until they see data or a neighbor's bills. Overcoming this requires proof (like showing winter vs summer output charts) or talking ROI, not weather.
- **"We'll never recoup the money."** A common fear. Homeowners think panels are expensive with payback "taking forever." One skeptic said bluntly *"No, not financially. It's not optimal finances"* ²³ . Overcoming this means concrete quotes and scenarios: case studies and calculators. For example, a UK panel user showed their payback drop to ~5.5 years as prices rose ²¹ . Testimonials help: *"Once I had 3 quotes, I picked the one with good ROI... so far so good, I'm saving money every month"* ¹¹ . Highlighting grants or 0% financing also helps ease the sting.
- **"It's too much hassle/hassle."** People worry about scaffolding, permits, and holidaying installers. They think of failed past renovations. This objection is eased by simplifying the process: *"free quotes, MCS-certified installers handle everything"*. One happy homeowner praised a service: *"They took the hassle out of finding quotes... each pro was MCS certified... it was no-obligation and free."* ²⁴ (Solar Guide marketing text). Real user reviews mimic this: *"CompareSolar helped us find installers – class service! I had wanted solar for years but never bit the bullet... once I understood the process, I got trusted quotes and now I'm saving money each month."* ¹¹ .

- **“My house/roof isn’t suitable.”** People worry about shade, orientation, or age of roof. Installers counter with options (batteries, ground-mounts) and the fact that *“most UK homes are suitable”*. Local examples help: neighbors in similar homes get panels. One UK engineer even suggests rugging out non-ideal roofs or using battery storage to maximize any output. This doubt often melts when told there’s a free home survey or a simulator “just to check” – the micro-commitment to try the calculator cures much of this skepticism.
- **“It’s another lead-gen scam.”** Deep distrust of marketing means many think the landing page and calculator are “just a trick” to sell them something. To overcome this, the copy must promise real value: *“No pushy sales, no obligation – just information.”* Testimonials of real people help. As one customer joked about a panel service: *“If you’re worried about getting ripped off, this (vetted installer network) is the way to go.”* ¹⁰. Reinforce that clicking the calculator is harmless – “just getting a number, no strings attached.” Use phrases like “Let’s see what you qualify for,” and ensure privacy is protected.

Curiosity, Conspiracy & Hidden Truths

- **“What Energy Companies Don’t Want You to Know”:** There’s a strong narrative that Big Energy earns obscene profits while consumers freeze. Headlines like *“Energy giants pocket £500bn profits”* ¹⁸ fuel this. Ads can play on this by hinting solar undercuts their business model. For example: *“Every pound the energy giants make is one more penny you’ve lost. Learn the one secret they hate.”* Surveys and activists note consumers feel deceived: *“They are taking us for fools”* ²⁵. Copy can tease, *“Discover why the energy companies celebrate while families suffer – and how your roof can fight back.”*
- **“Why neighbors are quietly going solar.”** Social proof in action: when one household adopts, it often triggers others. A provocative hook: *“Your neighbour just did this one thing – and cut their bills. Are you still in the dark?”* Community is powerful. In Facebook or local ads, mention area adoption (e.g. “X hundred homes in Surrey already switched”). People trust knowing “others like me are doing it.”
- **Hidden Tech & Secret Savings:** Frame solar panels as a high-tech stealth gadget on the roof. Taglines like *“The roof hidden powerhouse—earning you money while the sun shines.”* Or *“The secret battery in your roof”*. People love exclusivity: *“Unlock the ‘free fuel’ your roof produces.”* Curiosity hooks about “hidden features” of solar (like selling back to the grid, battery efficiency) can open cold traffic. Another angle: mistrust government or market failures – *“Big energy wants you to pay more – but the real power lies on your roof.”* Past scams (like free panels for references) can be contrasted with Solar Save’s transparent approach.
- **Past Scams vs Solar Save:** Remind them of the infamous “free solar scam” schemes, then pivot: *“Unlike those callous free-panel tricks, Solar Save’s calculator is just a tool to help YOU – no catch.”* Emphasize differences: vetted installers, MCS accreditation, clear ROI. If customers have heard of the “Solar Together” group-buy scheme or big utilities offering deals, mention how Solar Save improves on them (e.g. smaller service, personal touch).

Motivations Behind Completing the Calculator

- **Curiosity & Low Commitment:** The calculator must promise an outcome that’s tempting: big savings, ROI, easy payback. Phrases like *“See your home’s solar potential in 30 seconds”* or *“Instant*

savings estimate – no cost or obligation” entice clicking. The micro-decision is “it costs nothing to see”. Emotions: hope of doing something, slight thrill of unlocking secret data about your house.

- **Language & Emotions:** Use casual, excited tone: *“Imagine £800 off your bills...”* or *“Just curious how much you could save?”* The benefit (lower bills, greener home, bigger home value) must leap out. Words like *“discover,” “imagine,” “instant estimate”* trigger action. Mention the calculator as *“a quick quiz for your home”* – psychologically it’s just “just give address, get answer”. Reduce friction: no technical jargon, no pressure.
- **Beliefs & Curiosity:** Homeowners often think “I should do something, but is it worth it?” The calculator becomes proof: *“Maybe I’ll be surprised – it’s just info.”* Past examples: personal finance calculators (mortgage, tax) get clicks because people like personalized answers. Position the calculator similarly: *“Curious how much YOU can save?”*.
- **Promise & Triggers:** The promise might be “Find out your free energy allowance from the sun,” or “Exact savings you’re leaving on the table.” It triggers FOMO and envy: “What if I had done this already?” Emphasize speed and ease: “Done in 1 minute.” Possibly offer a benefit for completion, e.g. “You’ll also get a free report with tips.”
- **Successful Analogies:** In finance, “what’s your credit score” calculators drive leads. In energy, “check your solar potential” can be similar. For instance, tax credit or pension calculators get attention. People click because *“it’s just numbers for now”* – exactly the posture we want.

Sources: This research draws on UK forums and reviews. For example, one MoneySavingExpert poster despaired *“I simply can’t afford £450 a month in April”* ³; a homeowner warned *“loads of scams around this industry”* ¹²; others praised vetting services for avoiding *“dodgy solar companies”* ¹⁰. Academic research also shows solar considerers are mainly young (49% under 35) ⁸. These raw insights – the anger, hopes and distrust – will guide the copy: using real voices like *“we’ve been paying [huge bills] and enough is enough”* to spark emotional resonance. Each quote and statistic above helps craft hooks, address objections and highlight motivations that move homeowners from anxious onlookers to eager leads.

¹ ¹² ¹⁶ Solar panel assessment scam? — MoneySavingExpert Forum

<https://forums.moneysavingexpert.com/discussion/6606790/solar-panel-assessment-scam>

² ⁷ ²⁰ ²¹ ²³ Are solar panels worth it in the UK? : r/AskUK

https://www.reddit.com/r/AskUK/comments/1bjllji/are_solar_panels_worth_it_in_the_uk/

³ ⁴ Crazy Energy Bill — MoneySavingExpert Forum

<https://forums.moneysavingexpert.com/discussion/6325370/crazy-energy-bill>

⁵ ⁸ UK rooftop solar behavioural research

<https://assets.publishing.service.gov.uk/media/60edea3b8fa8f50c7f08ae1e/uk-rooftop-solar-panel-behavioural-research.pdf>

⁶ Is this “UK Solar Panel” thing a scam? Not interested in the product, just curious. : r/Scams

https://www.reddit.com/r/Scams/comments/1g5mi8p/is_this_uk_solar_panel_thing_a_scam_not/

⁹ Starting my solar journey : r/SolarUK

https://www.reddit.com/r/SolarUK/comments/18ws45w/starting_my_solar_journey/

¹⁰ ¹¹ Comparesolar Reviews | Read Customer Service Reviews of comparesolar.co.uk | 2 of 3

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