SYNOPSIS

360 View Update: Consumer Preferences for Solar and Storage measures current adoption of solar solutions and profiles current owners. It also analyzes consumer interest in solar energy, storage, and a comprehensive home energy management solution that includes partnerships between residential solar companies and smart home providers.

ANALYST INSIGHT

“As the smart home and residential solar markets continue to grow, players are beginning to explore partnerships. Today, cross-marketing agreements are testing the opportunity for a more comprehensive smart home/energy management solution.”

— Tom Kerber, Director, IoT Strategy, Parks Associates

Number of Slides: 63
CONTENTS

Adoption of Residential Solar PV
• Adoption of Solar Panels (2015 - 2016)
• Adoption of Solar Panels by Region (Q2/16)
• Adoption of Solar Panels by Education Level (Q2/16)
• Adoption of Solar Panels by Home Size (Q2/16)
• Solar Adoption by Attitudinal Motivations (Q2/16)
• Solar Adoption by Technology Adoption (Q4/15)
• Reasons for Purchasing Solar Panels (Q2/16)

Demand for Residential Solar Panels
• Appeal of Energy Related Products (2015 - 2016)
• Likelihood of Purchasing Solar Power Products (Q2/16)
• Likelihood of Purchasing Solar Panels by Age (Q2/16)
• Likelihood of Purchasing Solar Panels by Income (Q2/16)
• Likelihood of Purchasing Solar by Technology Adoptions (Q4/15)
• Attitudinal Motivations by Purchase Intention of Solar Panel (Q2/16)

Price and Payment Preferences
• Price Consumers Willing to Pay for Solar Panels with Battery Storage (Q2/16)
• Price Segment by Age (Q2/16)
• Price Segments by Education (Q2/16)
• Price Segments by Household Income (Q2/16)
• Price Segment by Home Size (Q2/16)

• Preferred Payment Method for Solar Panels (2015 - 2016)
• Price Segment by Preferred Payment Method (Q2/16)

Channel Preferences for Renewables
• Preferred Purchase Channel for Energy Products (Q2/16)
• Preferred Purchasing Channel for Solar Panels by Preferred Payment Method (Q2/16)

Consumer Long Term View of Solar
• Perception of Solar Energy as the Home’s Main Source of Energy in the Future (Q2/16)
• Reasons That Solar Energy Will Not Be Home’s Main Source of Energy (Q2/16)
• When Solar Power Will Become the Home’s Main Energy Source (Q2/16)

Consumer Perspectives on Storage
• Importance of Battery for Solar Energy Storage (Q2/16)
• Importance of Battery Storage by Age (Q2/16)
• Importance of Battery Storage by Income (Q2/16)
• Importance of Battery Storage by Attitude (Q2/16)

Comprehensive Energy Management Solutions
• Appeal of Energy Management Use Cases (Q4/15)
• Appeal of Energy Management Use Cases by Age (Q4/15)
• Appeal of Energy Management Use Cases by Children at Home (Q2/16)
• Appeal of Energy Mgmt. Use Cases by Home Size (Q4/15)
• Appeal of Energy Mgmt. Use Cases by Move Likelihood (Q4/15)
• Energy Mgmt. Use Cases by Attitudinal Segment (Q2/16)
• Energy Mgmt. Use Cases by Tech. Adoption (Q4/15)
• Most Appealing Payment Method for Energy Management Systems (Q4/15)
• Preferred Purchasing Channel for Energy Management Solutions (Q2/16)
Consumer Preferences for Solar and Storage

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