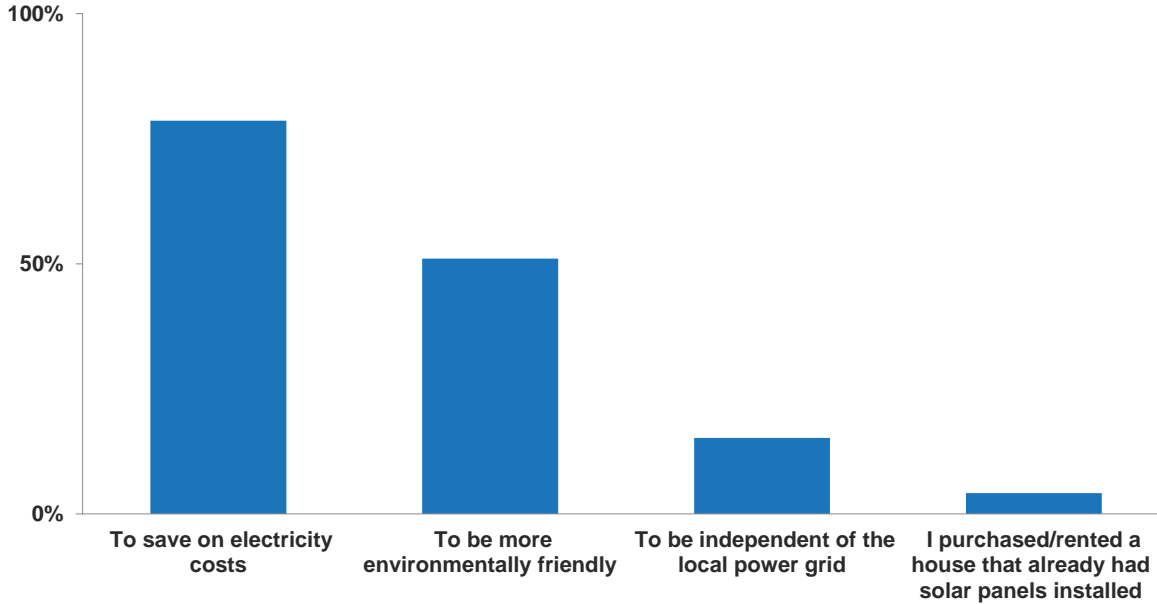


## Reasons for Purchasing Solar Panels U.S. Solar Panel Owners



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### 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

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