

**Bespoke Market Intelligence**

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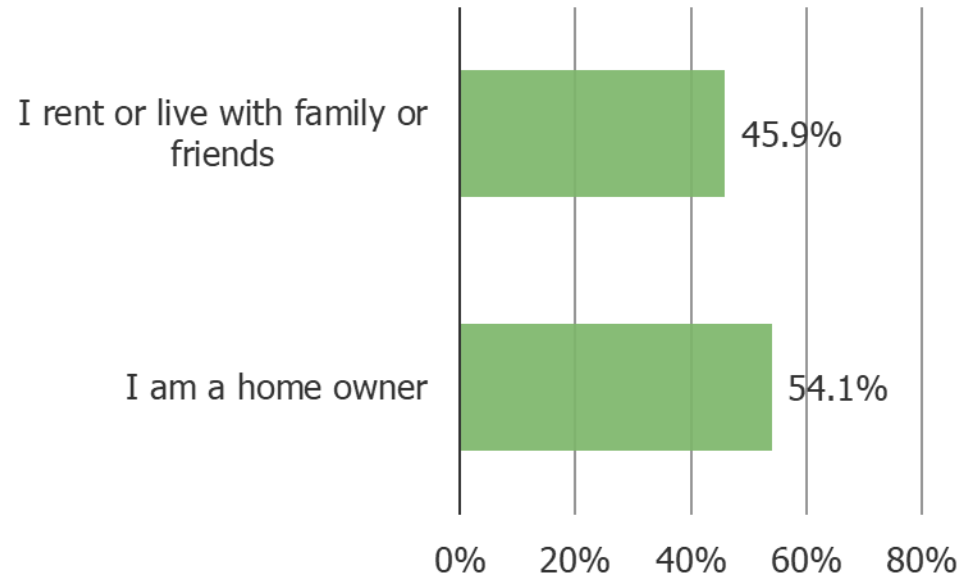
# **Solar Panels and EV's**

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**March 2022**

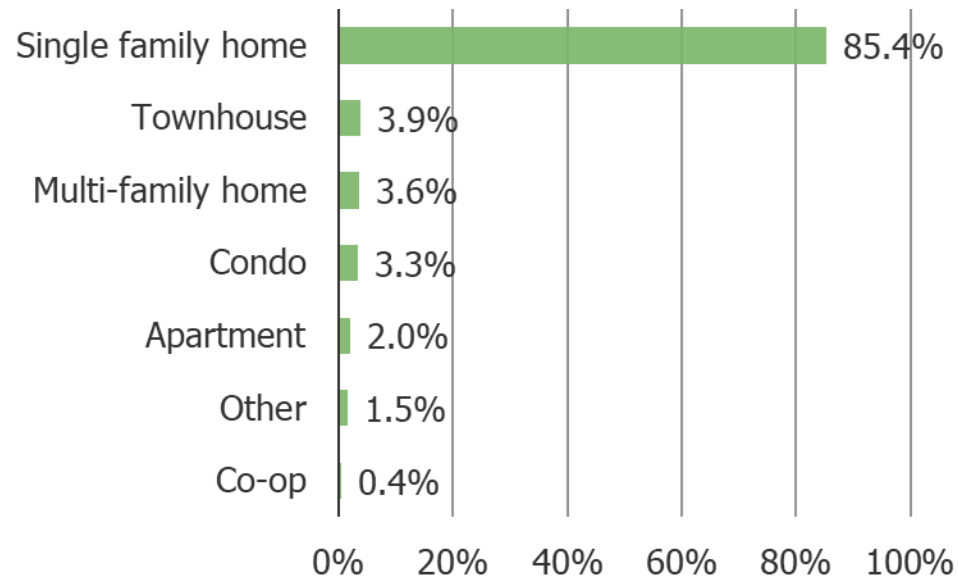
### Which of the following describes your living situation?

Posed to all respondents. (N=2504)



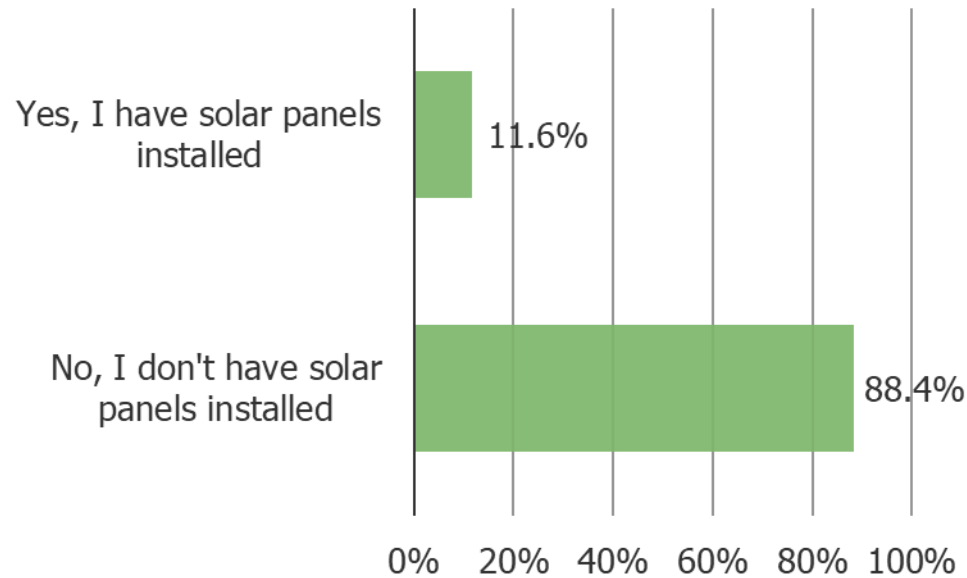
### Which of the following best describes the type of home you live in?

Posed to all respondents who indicated that they are homeowners. (N=1354)



### Do you currently have solar panels installed at your home?

Posed to all respondents who indicated that they are homeowners. (N=1354)

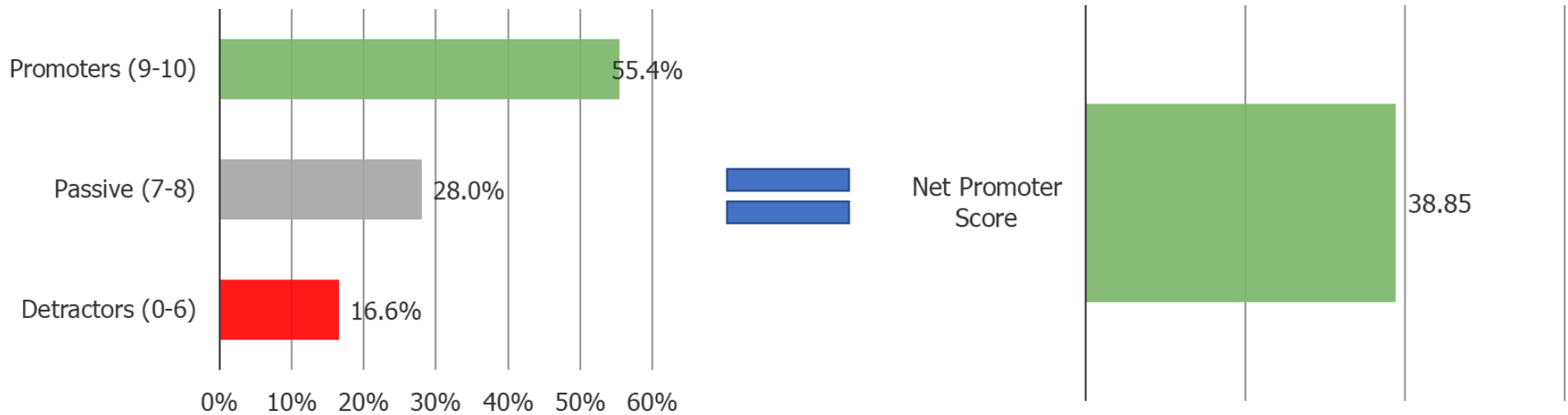


Cross-Tab Insight: 52% of those who own electric vehicles said they have solar panels installed at their home.

## Solar Panels | Consumer Survey

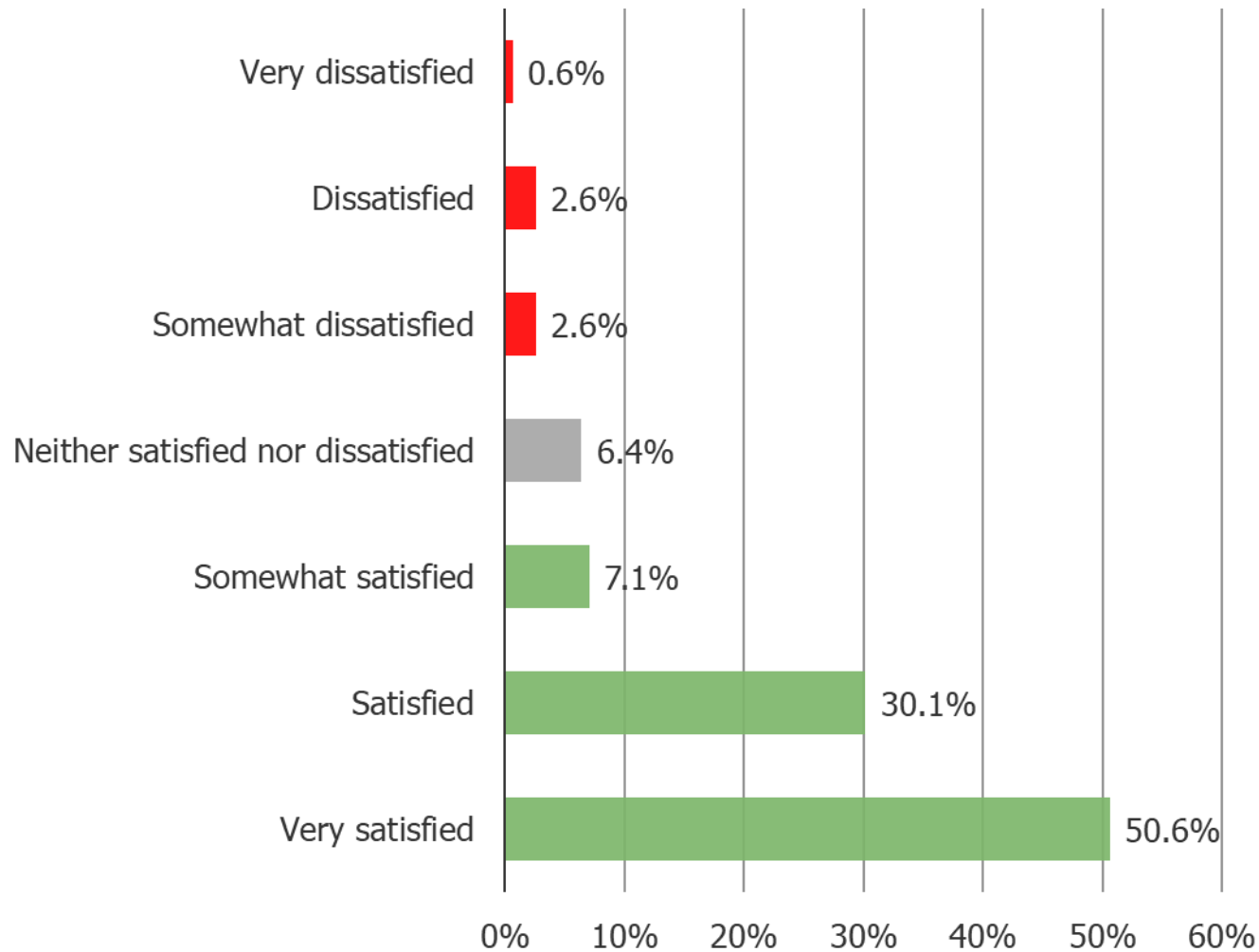
### How likely is it that you would recommend installing solar panels at your home to a friend or colleague?

Posed to all respondents who are homeowners and have solar panels. (N=174)



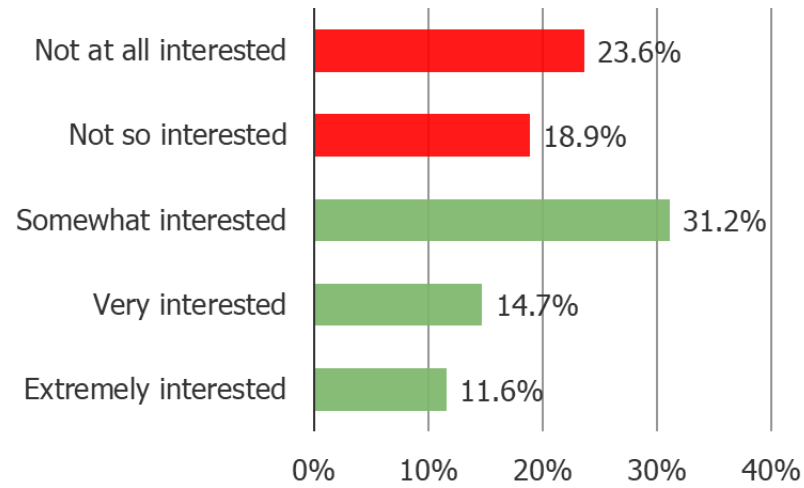
### How satisfied are you with your decision to install solar panels at your home?

Posed to all respondents who are homeowners and have solar panels. (N=174)

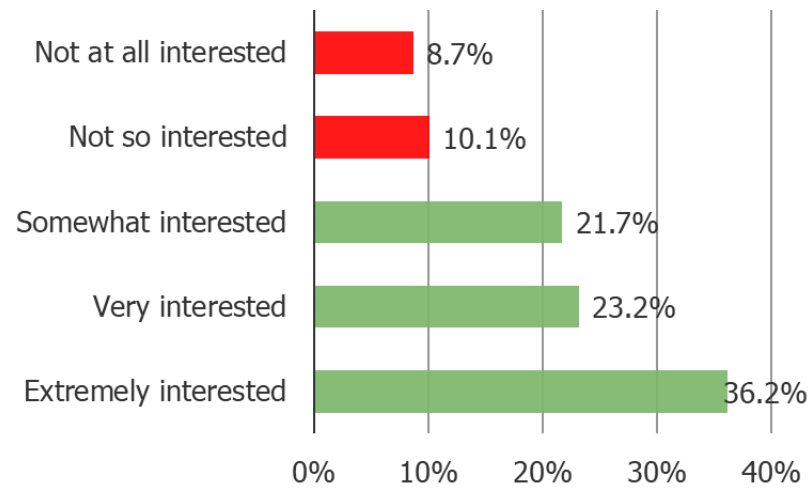


### How much interest do you have in installing solar panels on your home in the future?

Posed to all respondents who are homeowners and do not have solar panels installed. (N=1197)

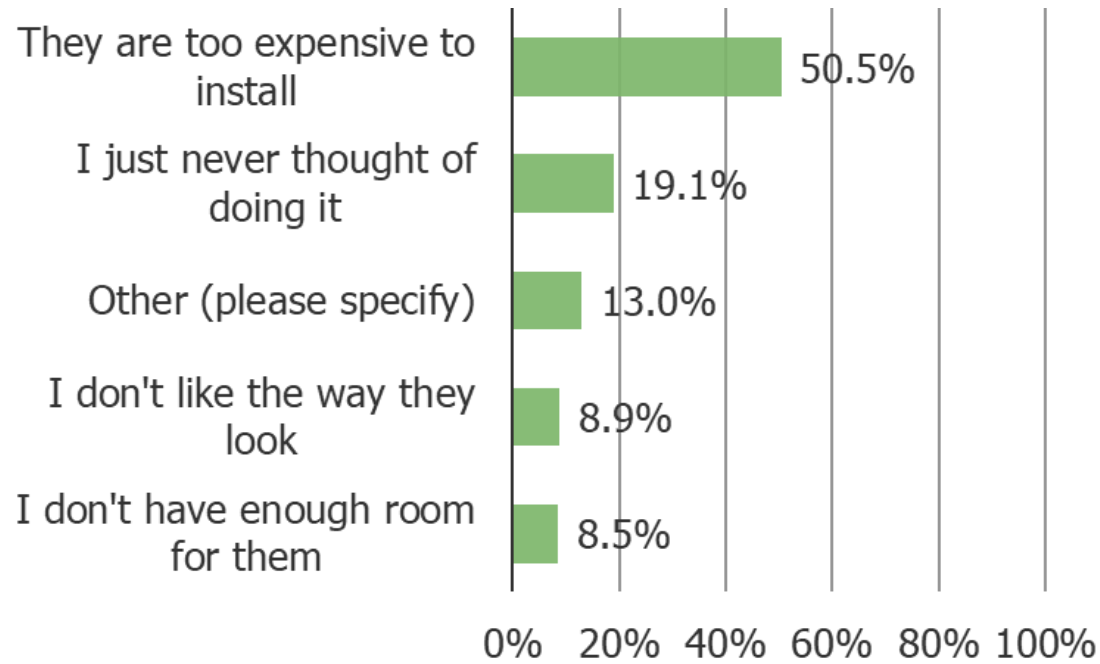


Focusing on respondents who own an electric vehicle but DO NOT have solar panels on their home (N = 69).



### Which of the following best describes why you haven't solar panels installed on your home?

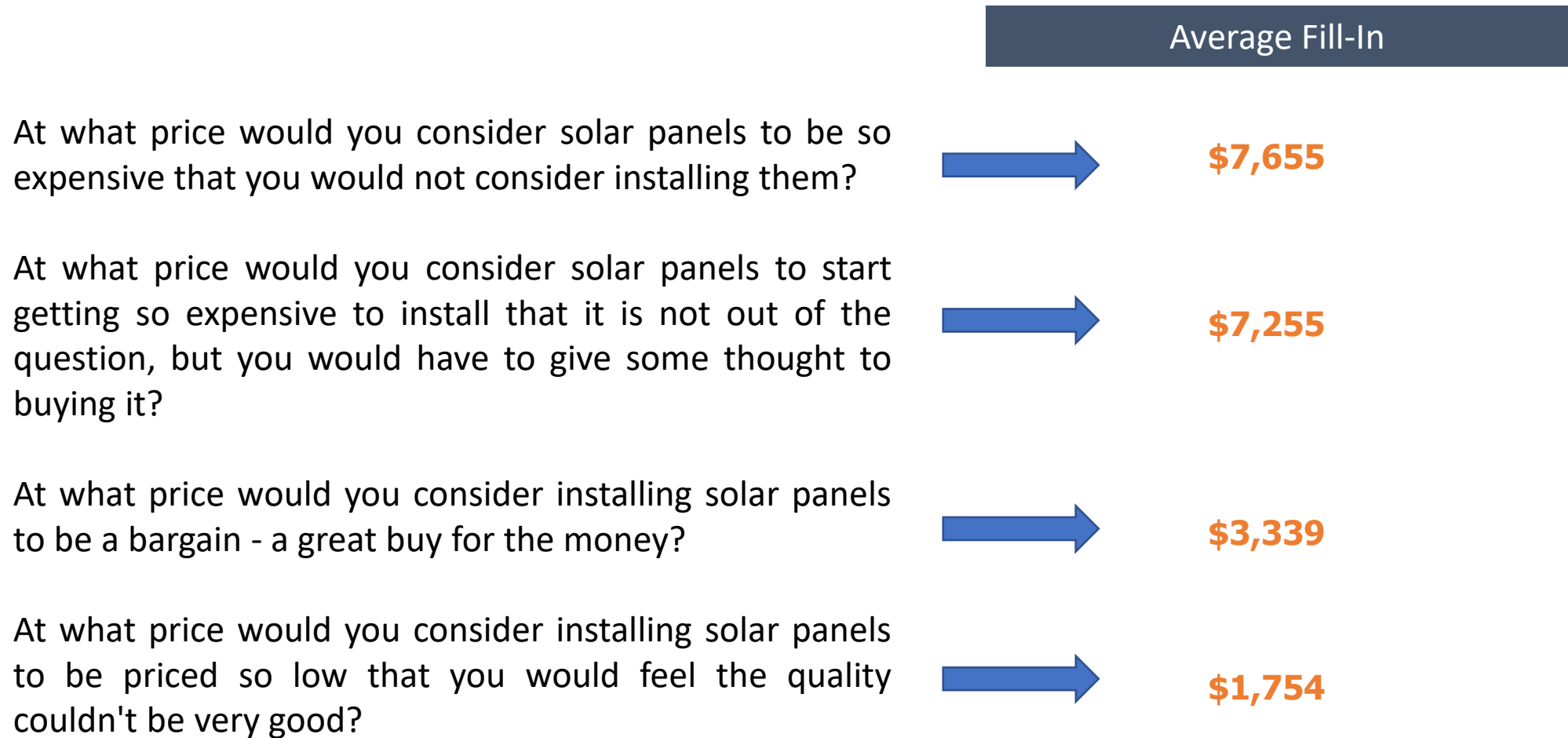
Posed to all respondents who are homeowners and do not have solar panels installed. (N=1197)





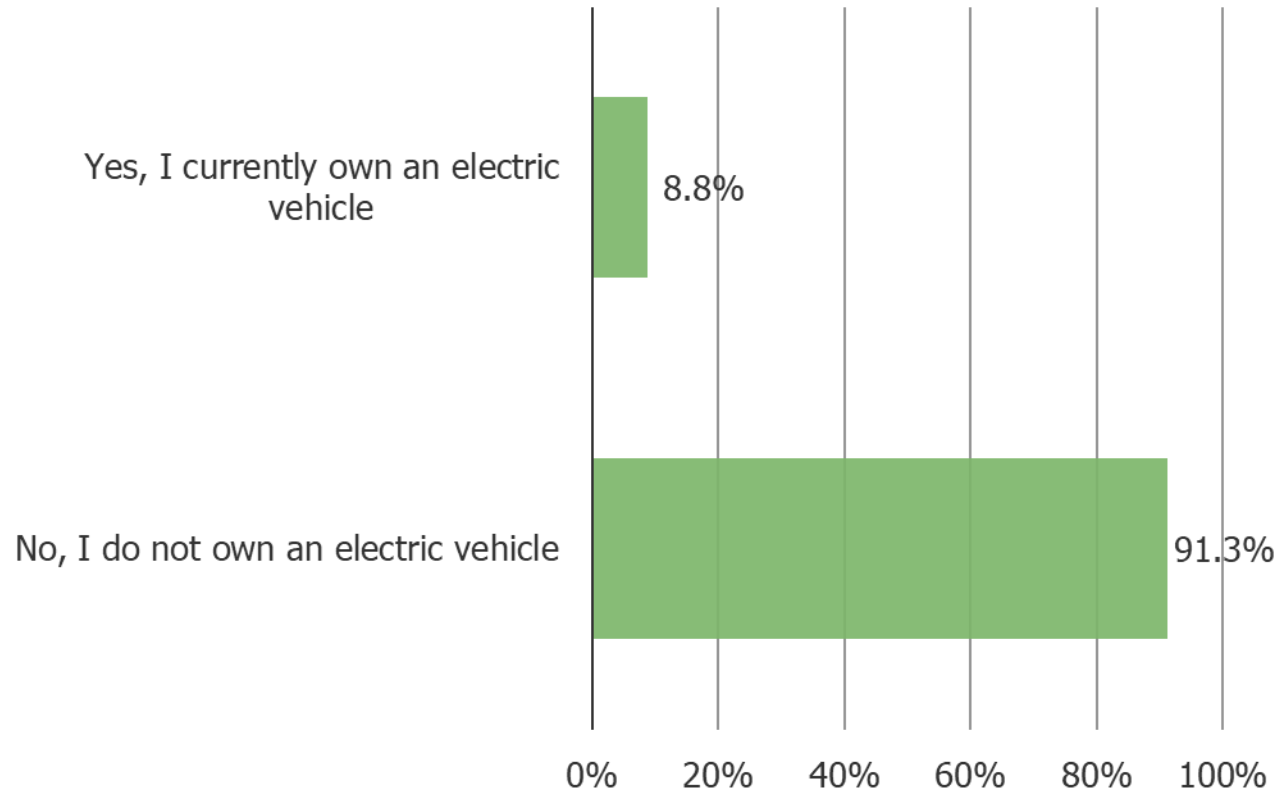
### At what price point would you consider installing solar panels?

Posed to all respondents who do not have solar panels installed and are at least SOMEWHAT INTERESTED in getting them. (N=688)



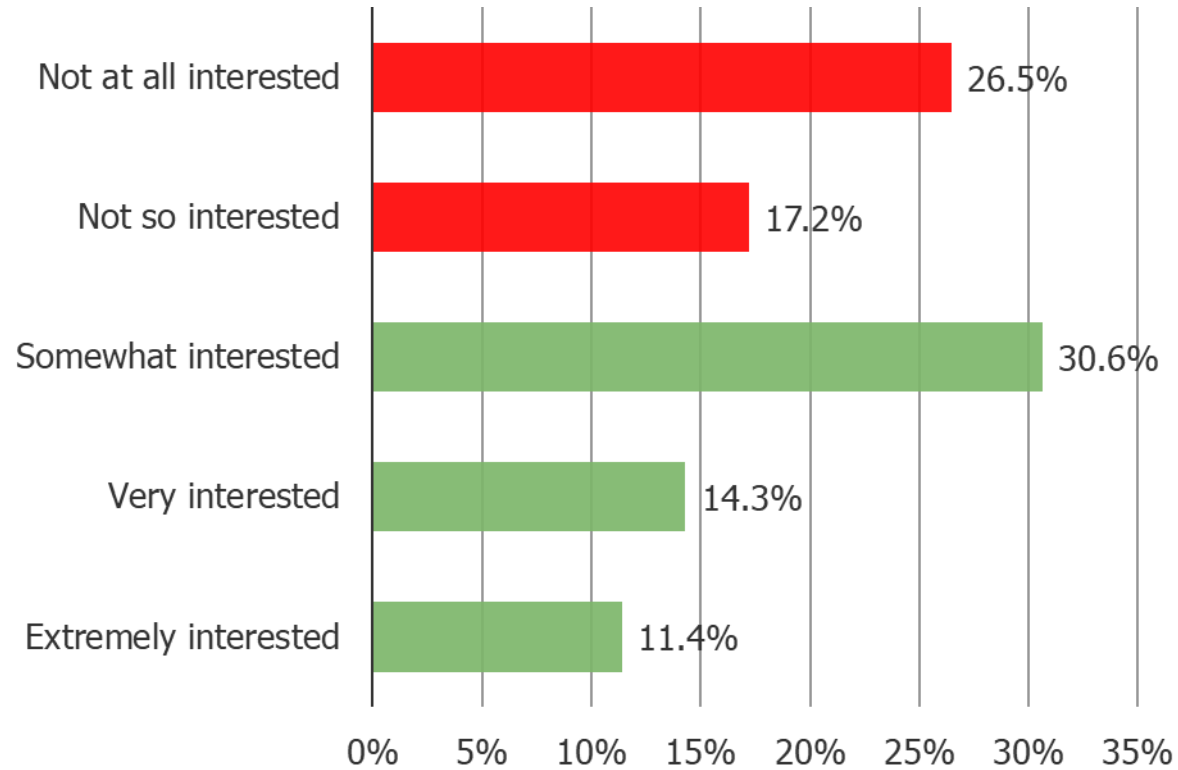
### Do you currently own an electric vehicle?

Posed to all respondents. (N=2504)



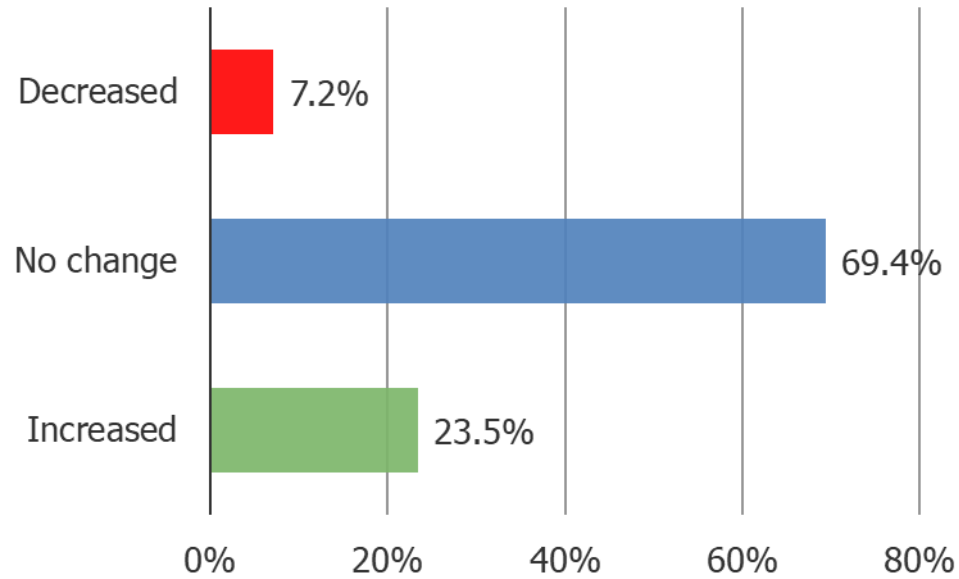
### How much interest do you have in owning an electric vehicle in the future?

Posed to all respondents who do not currently own an electric vehicle. (N=2285)



### Has your interest level in getting an electric vehicle changed in the past month or two?

Posed to all respondents who do not currently own an electric vehicle. (N=2285)



### Respondents Who Said Interest in EV's Recently Increased: Why (Fill-ins)

N = 364

I have been seeing a lot more electric cars and charging stations out there  
114\$ a barrel  
A lot of people use it so I want to keep up with the trend  
Advertising  
Anything to help the environment and the costs of car ownership.  
As I see how they work and the money I can save it's a definite get for me  
As the gov't and co's talk about putting more charging stations around the country I like the concept more  
Because gas is becoming so high  
Because gas is going up and up  
Because gas is skyrocketing in price.  
Because gas prices are going really high  
Because gas prices are outrageous  
Because gas prices continually increase  
Because gas prices have gotten too high.  
Because honestly from climate change and the way pollution is building up  
because i did  
Because I have seen a lot of new advertisements about it.  
Because I really need a car  
because it can save the environment  
Because it saves on gas  
Because it seems cool.  
Because it seems to be the way of the futures  
Because it would  
Because it would save me money on not buying gas  
Because I've seen new vehicles on TV  
Because more companies are making them now  
Because now that I know more about Tesla's I wouldn't mind having one of my own  
Because of the ozone  
Because of higher gas prices  
Because of tesla  
Because of the prices if fuel  
Because of the war in Ukraine causing gas prices to rise  
Because of what Tesla is doing  
Because the economy, finances, gas prices being way too high and it just being overall a better Quality, economical good investment  
Because the gas is getting so expensive

Because the gas prices has gone up so much  
Because the high cost of the fuel  
Because they are better for the Environment  
Because they are technological  
Because we need a vehicle and I would love to be able to have an electric becoming more familiar with vehicle and where to charge it  
because the gasoline is increase everyday  
Becuse we have a very weak President in Hoe Biden who is ruining out economy  
Better for environment  
Better for environment  
Better for the environment  
Better for the environment  
Better options  
Better Technology  
because of the rate of improvement within the year  
Biden  
Cause they seem so cool  
Cheap gas  
Cheaper  
climate change  
Climate change  
Climate change is real  
Climate change... erf ded... bad.  
Commercials  
Concerned about pollution  
Cost of gas  
Cost of gasoline  
Curiosity  
Curiosity  
Curious  
Current gas prices  
Current price for gasoline have risen lately  
Desire it more  
Don't like paying for gas no matter how cheap or expensive  
Due to the drastic increase in gas prices.  
Due to the increase in fuel prices.  
DUH gases prices are at an all time high  
Electric vehicles are the transportation of the future  
Elon Musk interviews  
Environmental concerns  
Environmental reasons  
Feedback from friends



### Respondents Who Said Interest in EV's Recently Increased: Why (Fill-ins)

N = 364

Gas prices are soaring  
Gas prices are very high right now.  
Gas prices are way too high.  
gas prices due to Biden policies  
Gas prices going through the roof  
Gas prices have been going up ridiculously  
gas prices have gone through the roof  
Gas prices have gone up at an alarming rate.  
Gas prices have increased a lot  
Gas prices have risen significantly.  
Gas prices have went up lately.  
Gas prices increased  
gas prices increasing  
Gas prices rising  
Gas prices rising  
Gas prices rising so quickly.  
Gas prices skyrocketing  
Gas prices skyrocketing  
Gas prices will force people to change  
Gas prices.  
gas prices. We tried to buy an electric car, but none was immediately available.  
we settled for a hy-bred  
Gas skyrocketed  
gasoline prices  
GASOLINE PRICES  
Good and comfortable with reliable  
good for the environment  
Growing passion around climate change  
Helps the environment  
high price of gas  
horrific rise in gas prices  
Hyperinflation of gasoline prices  
I am curious about the chevy all electric truck and a compact Tesla  
I am SO big on saving Our planet, I'm doing all things to help out  
I believe the technology is improving the performance enough.  
I don't know

I don't know  
I drove in a Porsche Taycan Turbo  
I had been thinking about it but I think with the increase in gas that my interest has increased and if the government supports the plan to increase the electric charging stations I would definitely be even more interested.  
I have been learning more about the costs and benefits of owning an electric vehicle.  
I have been thinking about getting one for a few years and it is getting Stronger  
I have heard about it more.  
I just want one  
I keep seeing them on the road  
I like the stuff that Tesla has been working on recently.  
I like the torque and savings.  
I need a new car but I don't have the funds.  
I saw a commercial for the new kias  
I started making more so my interest increasesd.  
I think is the new tech  
I think it is good for the environment  
I think it would be great for the environment and the gas prices right now are absolutely ridiculous  
I want a Hyundai Hybrid now that I know they have them.  
I want something that is environmentally friendly  
I want to protect the environment.  
I went to the auto show.  
I'd be able to afford it more  
I'm hearing mote about them in the news/media  
If the gas prices continue to increase we may have no other option  
If we live long enough. The we will have no choice  
I'm all about the forever battery  
I'm hoping to get one one day  
Im thinking about it  
Increase in gas prices  
Increase of fuel price.  
Increasing cost og gasoline and the damage it does to the environment.  
Increasing gas prices  
Increasing gas prices, uncertain future of oil  
Inflation

## Respondents Who Said Interest in EV's Recently Increased: Why (Fill-ins)

N = 364

Inflation  
 Inflation and gas prices  
 inflation, rising gas prices  
 Inflation-increase in gas prices.  
 It can save gas money  
 It has better features  
 It helps the planet.  
 it is good  
 It is necessary for environment  
 It seems to be a good investment to the future of vehicles and less use of natural resources by using electric power vehicles  
 It will be good for the environment  
 It's better for the world and climate change  
 It's getting expensive  
 It's good  
 It's nice, learning about it  
 It's the best option  
 It's the future of cars  
 It's a fairly new technology, I'm really curious  
 It's a new technology.  
 It's friendly for the environment and I think it will save money in the long run  
 It's going to happen to the world eventually.  
 It's long be awaited  
 It's the smart thing to do  
 I've done research on them  
 I've seen a lot more advertising.  
 I've seen some advertising related to Tesla  
 Just becoming a part of the future  
 Just makes sense. Save money, save the planet  
 Just more economical  
 Just really thought about it now. Pretty cool.  
 Just started really paying attention . A friend of mine just bought a new Tesla.  
 Learning more about them  
 Longer batty  
 Looking at buying a new vehicle have to take the price of gas into consideration  
 Maybe its good for environment  
 More affordable  
 More and more technology is being introduced and it seems more interesting

More are coming available  
 More available  
 More change  
 MORE ECONOMIC AND JUST SMART SENSE  
 more electric cars in the market  
 More information  
 More reliable  
 More vehicles being made that way  
 More viable option  
 Moving to the suburbs where a car is needed  
 My friend got a new one and it's really nice.  
 My interest has increased because the range for vehicles has begun to increase.  
 my interest in buying and owning an electric vehicle has increased  
 My next car will be electric in 2 years  
 My sister bought a hybrid and I love the way it drives. She said she has saved quite a bit on gas money insurance fees. It helps with the environment. To me that is a win win  
 My son bought one.  
 Need in future soon  
 Need to replace a current car  
 New era  
 No gas  
 No idea  
 No pollution and environment friendly  
 Our town is creating a City Center for charging stations.  
 personal  
 Price of fuel  
 Price of fuel  
 price of gas  
 Price of gas  
 Price of gas  
 Price of gas  
 price of gas  
 Price of gas  
 price of gas  
 Price of gas  
 price of gas and dependence on other countries  
 price of gasoline  
 Price of gasoline is rising  
 Price of petroleum products, like gasoline getting expensive for our budget.  
 Prices of gas



### Respondents Who Said Interest in EV's Recently Increased: Why (Fill-ins)

N = 364

prices of gas is soaring  
Protect environment  
Public transport isn't safe  
Putin's War.  
Rates went up  
Rising cost of fuel and environmental concerns  
Rising gas prices  
Save money  
Save money  
save money  
See more ad's about it  
Seeing more on the road  
Seems nice to own  
Since I rode in one  
Sounds like it could save you money  
Spiraling cost of gasoline, combined with Biden's stated support for providing sufficient charging stations throughout the Interstate Highway System.  
Starting to see more around  
Surging gas prices  
Talk friends..recommendation  
Technology is amazing and electric the future of  
Teslas look nice  
The conflict between Russia and Ukraine driving fuel sky high  
The enviroment and price of gas  
The gas prices are ridiculous  
the gas prices are too high  
The gas prices have gone up  
The GM electric truck  
The idea has become increasingly popular  
The invasion of Ukraine,and the rising cost of gas.  
The moron in office causing inflation  
The need to safeguard the environment  
The options available

The pice of gas now  
The price of gas  
The price of gas has gone up.  
the price of gas has really gone up  
The price of gas is skyrocketing  
The price of gas.  
The price of gasoline.  
The price of gasoliune.  
The range of electric engines is getting better  
The rising price of gas  
the value  
These types of vehicles, are environmentally friendly and safer for the environment.  
They are cleaner  
They are just getting more popular and commercials on TV or showing them and it just looks interesting to me.  
They are offering a big tax incentive  
They look too good  
Theyre nice cars  
to be more environmentally friendly, to save on auto expenses  
to offset increasing gas prices  
To save on gas prices  
To save the environment.  
Want to be more eco friendly  
War  
War - gas prices  
war in ukraine and our need to eliminate Russia oil imports  
We currently have a huge political problem with gas and oil supplies.  
Went to the Chicago Auto Show and saw some amazing looking electric and hybrid cars that were also priced reasonably.  
With the cost of gas going up, an electric vehicle seems more cost effective.  
Would be great to skip the gas stations  
Would be interested in looking into it  
would consider a hybrid, non-chargeable vehicle  
YouTube