

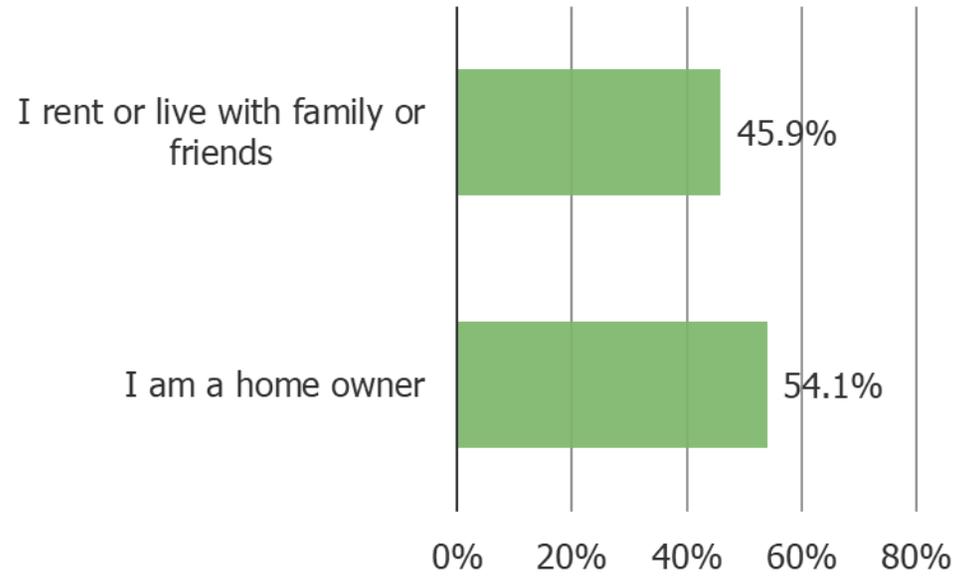
Bespoke Market Intelligence

Solar Panels and EV's

March 2022

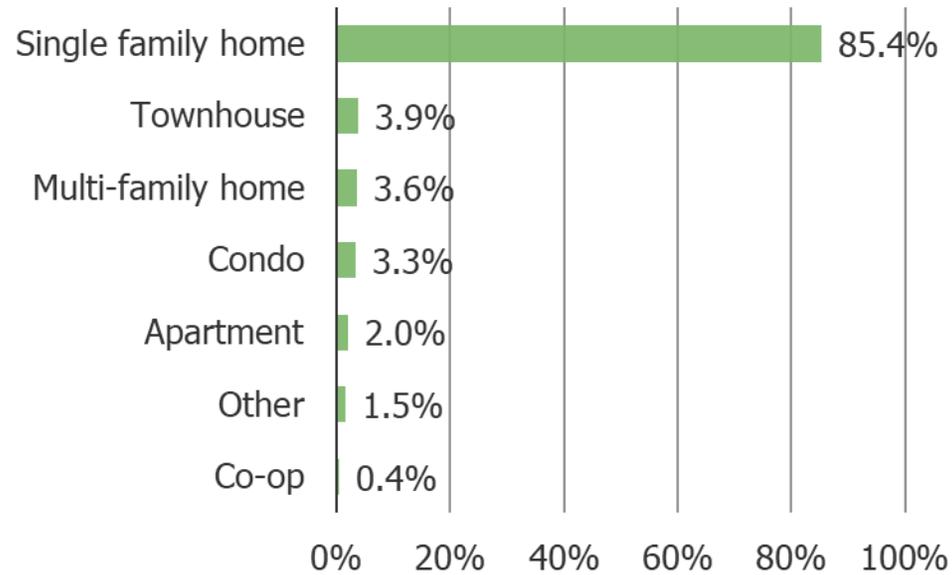
Which of the following describes your living situation?

Posed to all respondents. (N=2504)



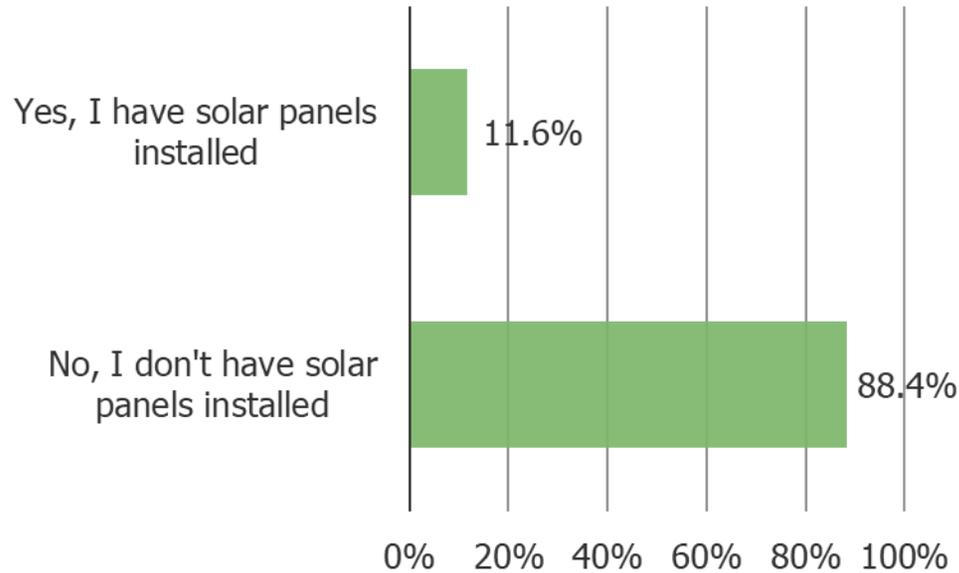
Which of the following best describes the type of home you live in?

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)

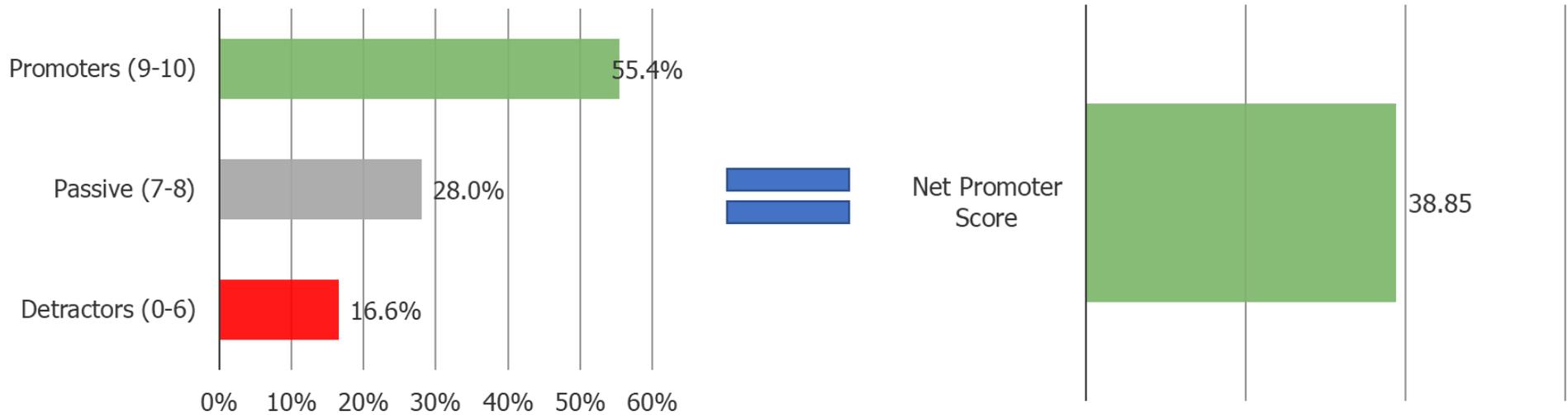


Cross-Tab Insight: 52% of those who own electric vehicles said they have solar panels installed at their home.

Solar Panels | Consumer Survey

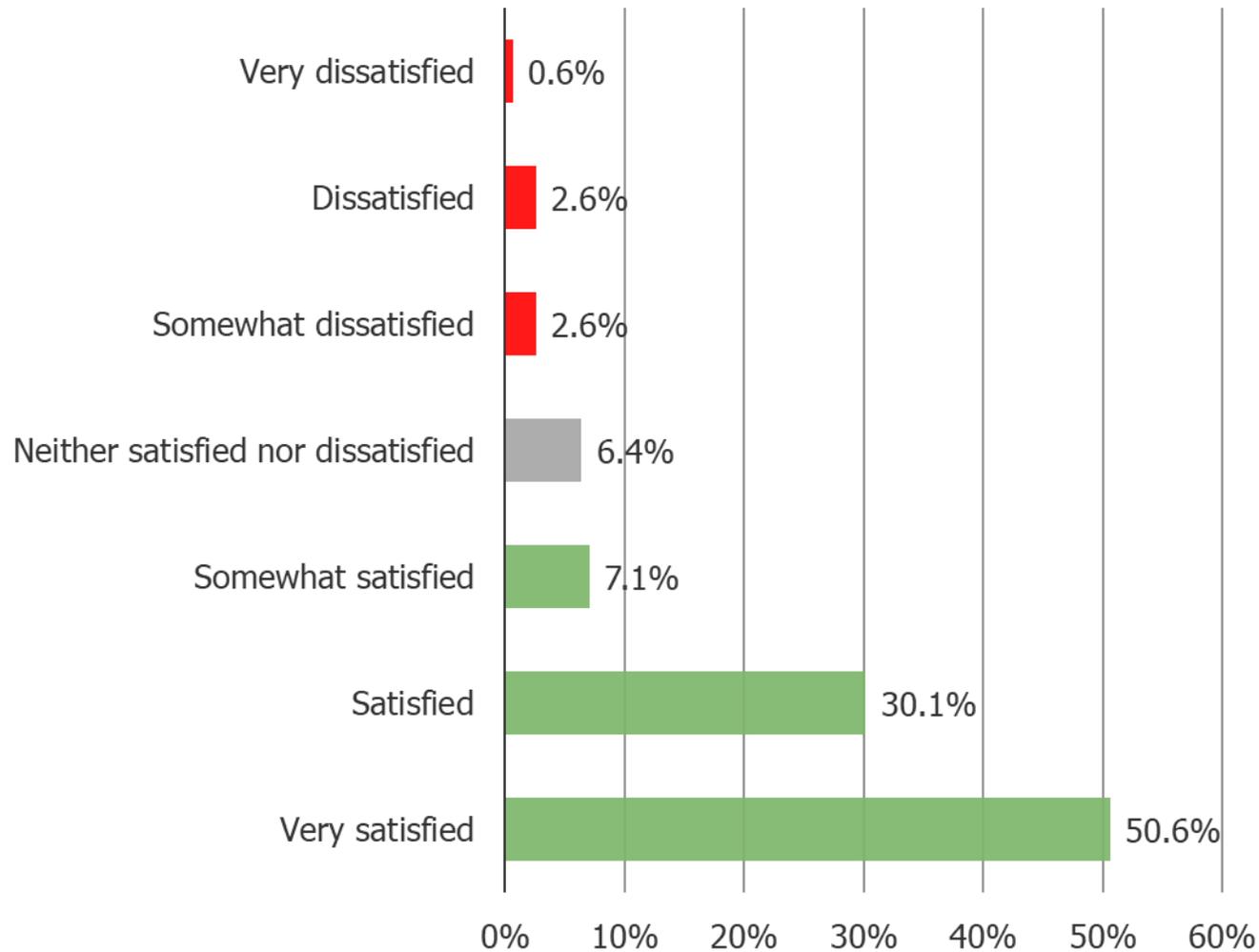
How likely is it that you would recommend installing solar panels at your home to a friend or colleague?

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



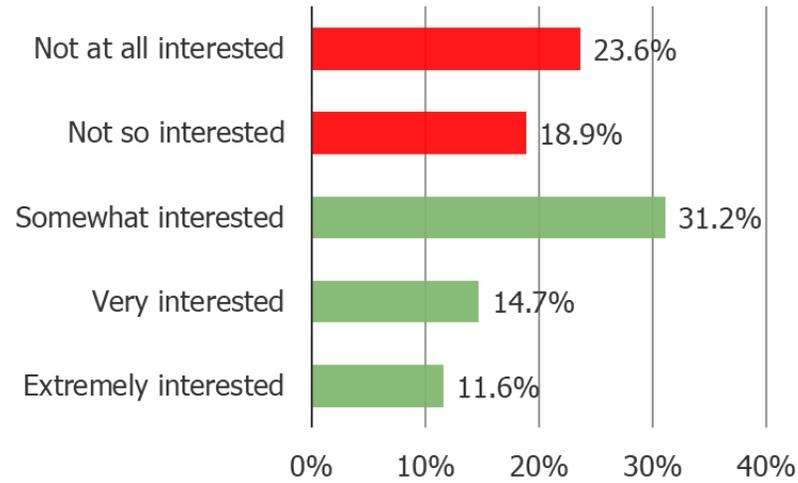
How satisfied are you with your decision to install solar panels at your home?

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

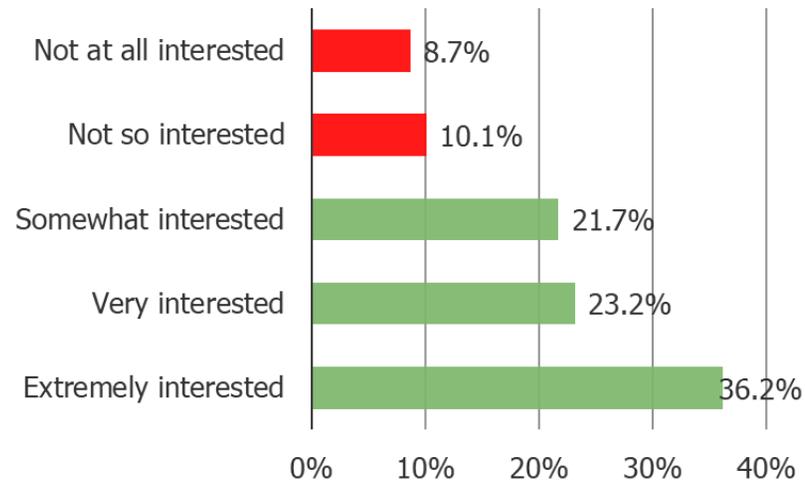


How much interest do you have in installing solar panels on your home in the future?

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

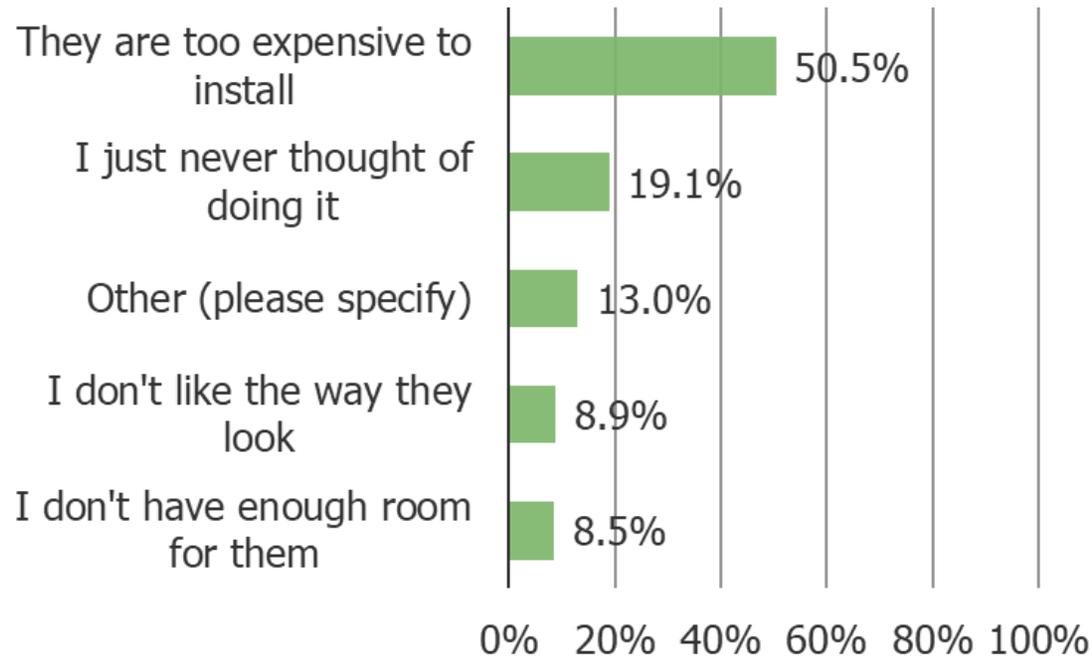


Focusing on respondents who own an electric vehicle but DO NOT have solar panels on their home (N = 69).



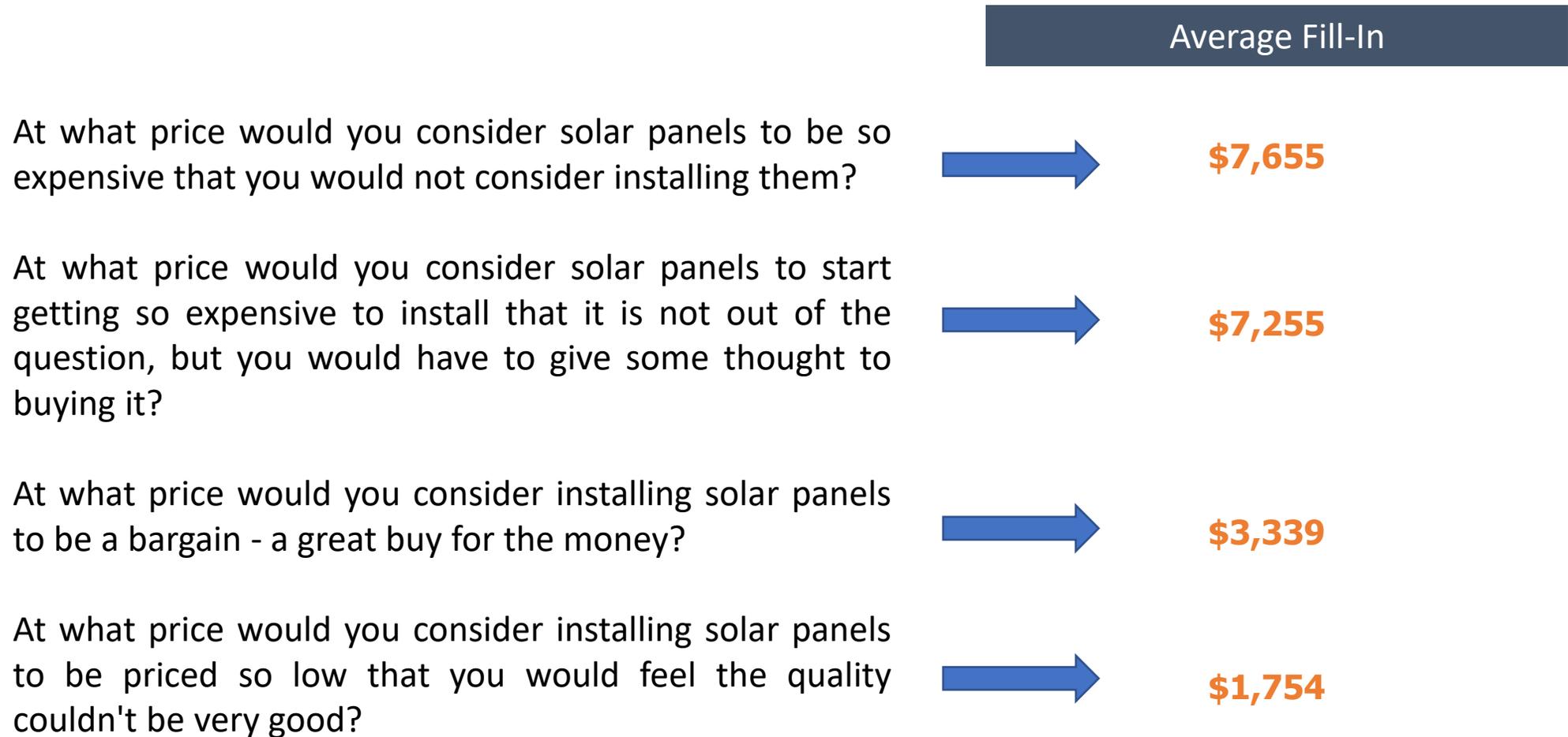
Which of the following best describes why you haven't solar panels installed on your home?

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



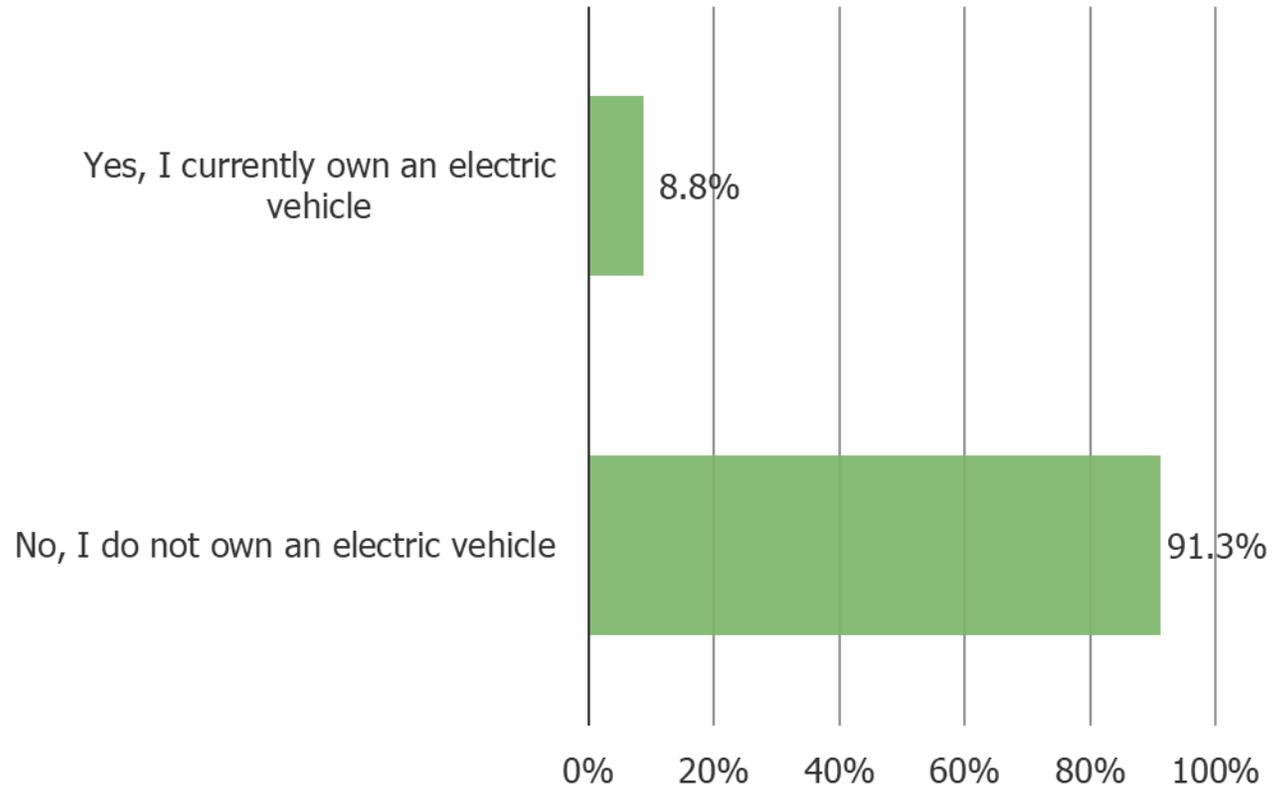
At what price point would you consider installing solar panels?

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



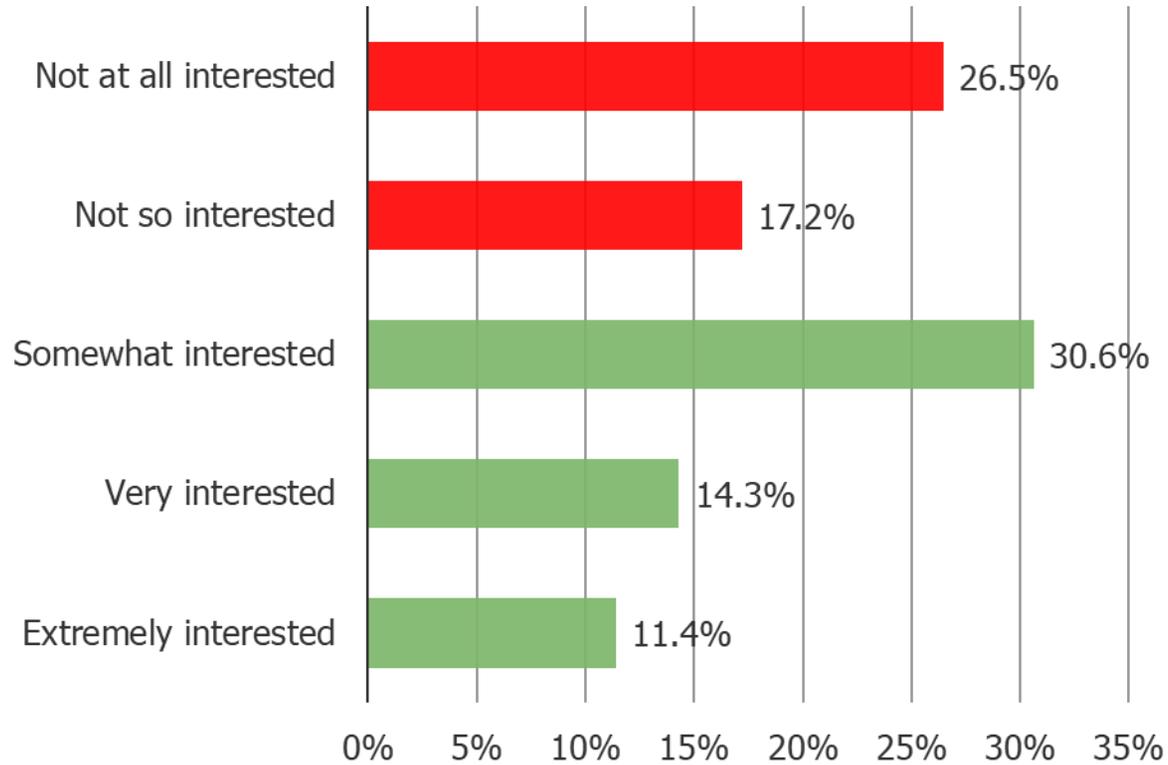
Do you currently own an electric vehicle?

Posed to all respondents. (N=2504)



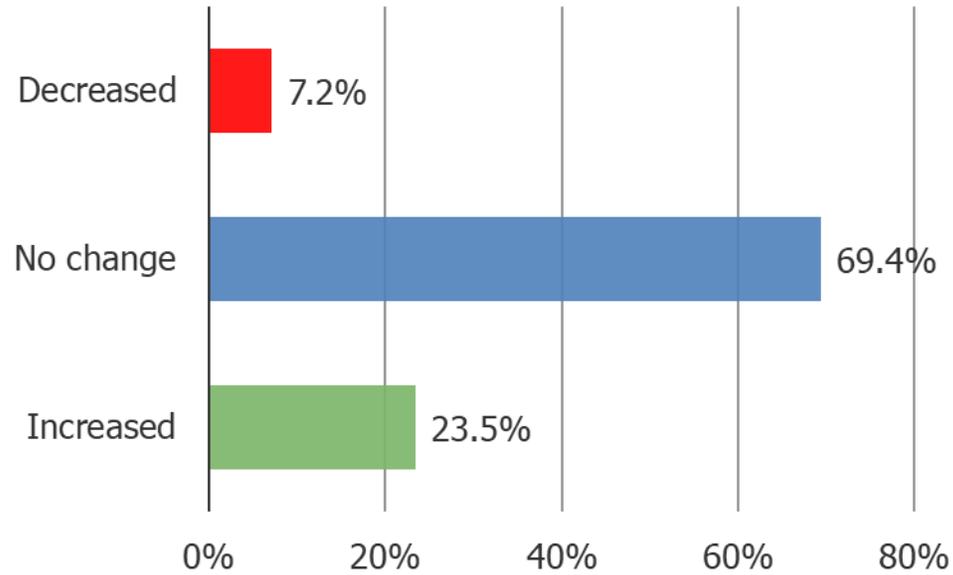
How much interest do you have in owning an electric vehicle in the future?

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 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