

ENERGY EFFICIENT SOLAR HOMES – THE WAVE OF THE FUTURE, GROUNDED IN RESEARCH

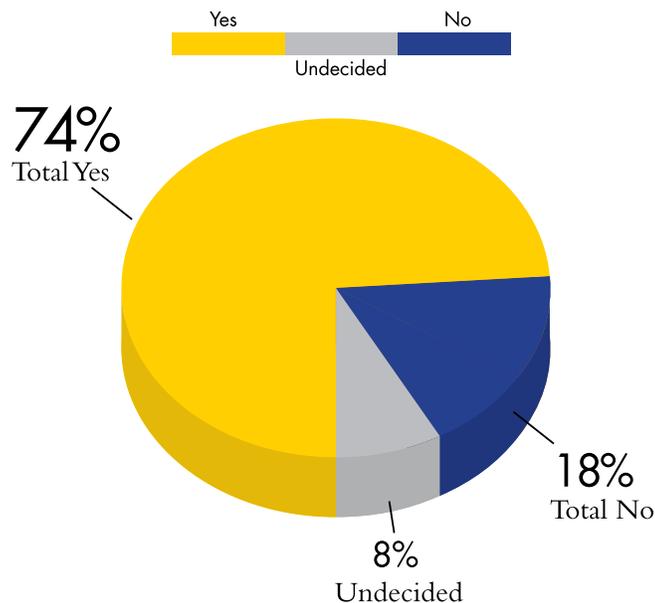
The California Energy Commission's New Solar Homes Partnership (NSHP) recently commissioned a study* of the California housing market to gauge both buyer knowledge and demand for roof-top solar electric systems in new homes throughout the state. A series of six focus groups were conducted, along with a statewide telephone survey of more than 600 recent and prospective new home buyers.

KEY FINDINGS TO SUPPORT ENERGY EFFICIENT SOLAR HOMES

Consumers Want Solar

- 91 percent of Californians view a home's energy efficiency as an important factor when considering the purchase of a new home.
- 70 percent said that the cost of the monthly electricity bill was an important factor in their decision to buy a new home.

“Based on what you know today, do you think that home builders should make roof-top solar electric systems a standard feature in all new single residence homes they build?”



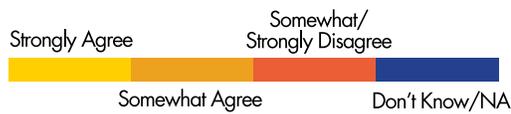
* The NSHP market research was conducted by an independent contractor, Fairbank, Maslin, Maullin & Associates, from March to May, 2007.

NEW SOLAR HOMES PARTNERSHIP

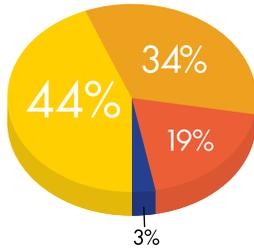
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What Consumers Think About Solar Home Builders

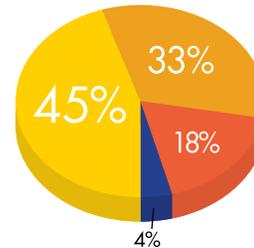
- 78 percent of home buyers in California perceive a homebuilder who builds homes with solar electric systems as a green builder who cares about the environment.
- 67 percent equate a home builder who offers solar electric power as one who offers high quality construction throughout the home.
- 71 percent believe that eventually almost all newly built homes in California will have solar electric systems.



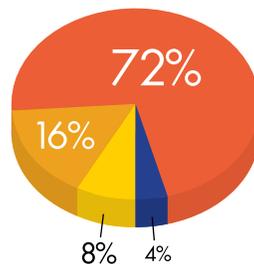
A home builder who builds homes with solar electric systems is a green builder who cares about the environment.



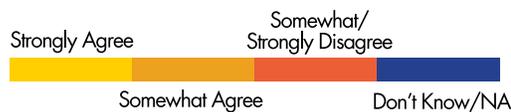
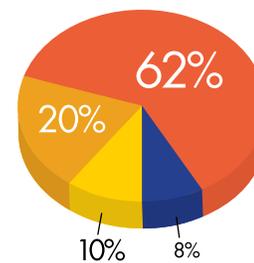
The high cost of electricity has now become an important factor in my home buying decision.



A solar electric system is just an expensive gimmick to get home buyers to pay more for a home.



Solar electric systems just aren't practical.

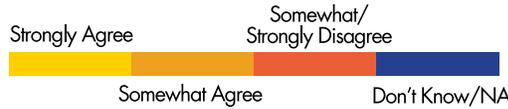


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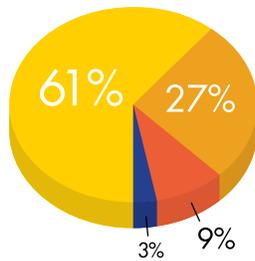
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"To me [solar] says the builder is environmentally conscious, and buying a home makes a statement that I am actually thinking about the environment when using solar power."

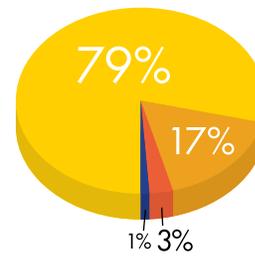
— Female Homebuyer, Riverside



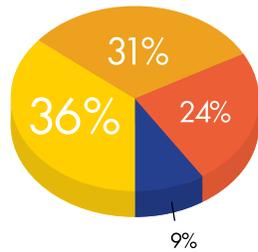
California state government should provide tax breaks to promote solar electric systems as a feature for newly built homes.



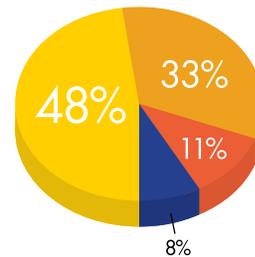
Electric bills will continue to increase steadily in the years ahead.



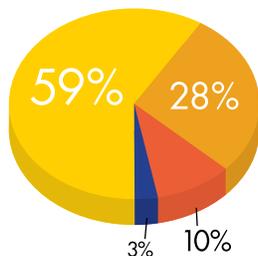
A home builder offering solar electric power as an option is most likely to be offering high quality construction throughout the home.



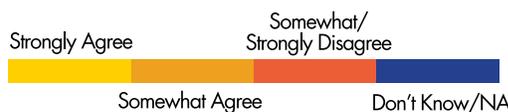
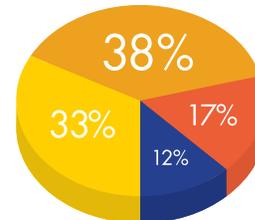
Having a solar electric system lets a home owner start saving on monthly living costs immediately.



If a neighbor had a roof-top solar electric installation, I would think he or she is doing his/her part to help improve the environment.



Eventually, almost all newly-built homes in California will have solar electric systems.

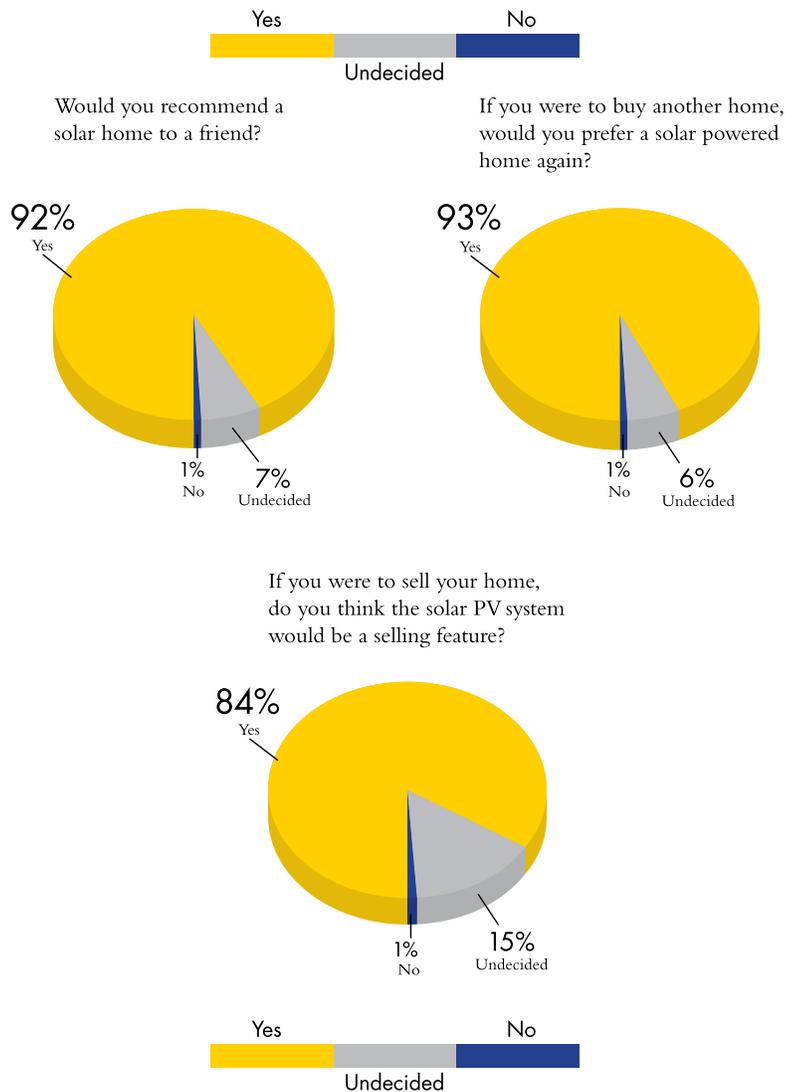


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Solar Home Owners Are Satisfied Customers

Environment California Research and Policy Center commissioned a study* of 109 new solar home owners to find out how they feel about living with solar. The results show that the home owners are saving money, would recommend solar to their friends and would buy another solar home in the future.

- 70 percent of the home owners surveyed say their electric bills are much less than in their previous home.
- 53 percent report their solar home purchase was motivated by saving money.
- Regardless of motivations, the solar system was an important factor for 77 percent of the home buyers.



To view the study in its entirety, please visit:

www.GoSolarCalifornia.org/documents/2006-03_Rave-Reviews-for-Solar-Homes_Survey.PDF

* Environment California, Rave Reviews for Solar Homes, March 2006.