

Solar & Battery Adoption Drivers

2021 CONSUMER REPORT

2021 was a record year for solar:

130%↑

SOLAR ESTIMATES

SolarReviews.com saw a 130% increase in requests for solar quotes in 2021 compared to the year before.

21%↑

YEAR-OVER-YEAR GROWTH

Forecasting shows a 21% year-over-year growth in 2021 as the residential solar market reaches 3.9 GW.*

3M

SOLAR INSTALLATIONS

The solar industry surpassed 3 million solar installations, the majority of which are residential.*

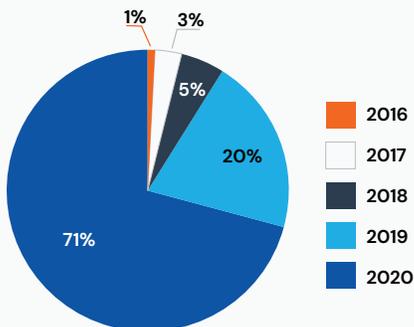
* Source: <https://www.seia.org/research-resources/solar-market-insight-report-2021-q3>



Homeowner Survey Shows Uptick in Home Battery Installations.

In early 2021, SolarReviews and UC Berkley's BEACN group released the largest U.S. home solar survey ever completed. Key findings from [the report](#) included:

Percent of Total Battery Installations from 2016-2020 by Year



Interest in battery storage, specifically for the purpose of energy resilience during natural disasters, is increasing. Of the respondents that have solar, just 11.5% also have a battery storage system installed.



This percentage is expected to increase following a confirmed year-over-year growth since 2016, with 71% of battery installations in the last five years taking place in 2020.



The upfront cost of solar is the most significant barrier to install solar, with 72.5% of respondents rating it with a score of "important" or higher.



The primary motivation for installing solar was potential savings on electricity bills, followed by disaster resiliency and reduced emissions.

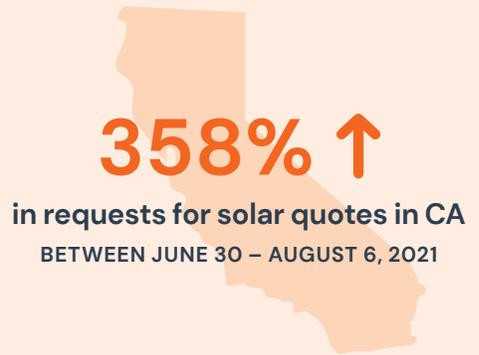


Extreme Weather Drives Solar & Battery Storage Interest.

2021 demonstrated that extreme weather events, from unseasonable winter storms to powerful heat waves, are the new normal. As a result, web analytics data from SolarReviews.com shows that consumer interest in rooftop solar and battery storage is rising—particularly in regions across the U.S. immediately after an extreme weather event.

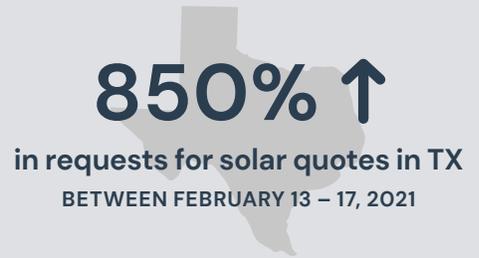
CALIFORNIA WILDFIRES

Between June 30 – August 6, 2021, SolarReviews.com saw a sustained 358% increase in estimates from California when compared to the same time last year. California as a whole had 2x the interest in solar estimates this year compared to 2020. SolarReviews has rarely dropped below a 100% increase in California interest for solar estimates week-over-week versus the same time last year.



TEXAS POWER CRISIS

During the Texas Power Crisis, between February 13 – 17, 2021, SolarReviews saw a 850% increase in solar estimate requests from consumers in Texas compared to the same time last year.



PACIFIC NORTHWEST HEATWAVE

During the Pacific Northwest Heatwave, between June 25 – 30, 2021, SolarReviews saw a 919% increase in solar estimate requests from consumers in Oregon compared to the same time last year.



Solar Makes EVs Cheaper and Greener

SolarReviews' Solar Powered EV Consumer Guide outlined the significant cost-saving and emission-slashing benefits of using home solar to charge an EV – particularly as gas prices rise. **Key report takeaways included:**

1,000% ↑

in solar estimate requests

Pairing solar and EVs is on the rise. In the last year, SolarReviews saw a 1,000% increase in solar estimate requests from their online guide on the cost to charge a Tesla.

\$200

per year to charge a car

With home solar, EV owners pay as low as \$200 a year to charge their car – significantly less than a gas powered car. SolarReviews estimates that charging an EV with solar over 25 years could result in \$16,250 in savings.

90%

increase in requests

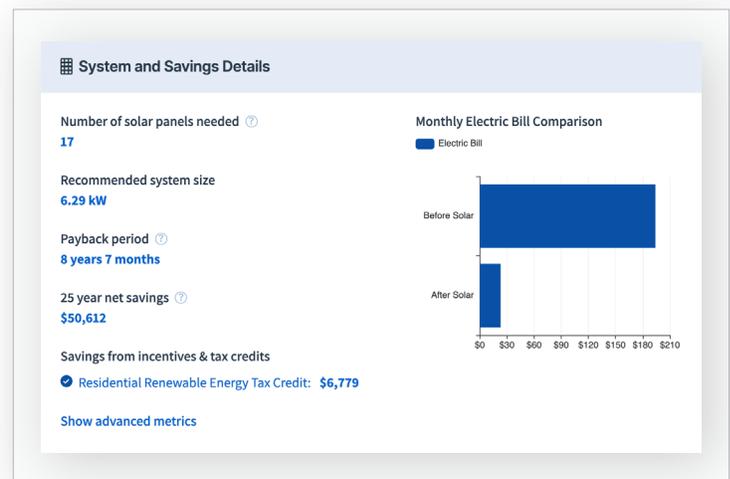
When comparing July – September 2021 to when gas prices rose in October – December 2021, SolarReviews.com saw a 90% increase in requests for solar quotes from electric vehicles pages, indicating an increased interest in pairing EVs and solar.

The Solar Calculator Makes Shopping for Solar Easier than Ever Before

With rising interest in solar and battery storage, SolarReviews released the first free, full-scale Solar Calculator built specifically for consumers to help them understand vital information about their solar needs before even engaging with installers.

Solar Calculator features include:

- ✓ The ability to estimate the number of panels required for your home and the average cost of installation
- ✓ Battery storage options based on which appliances you want to run using a backup battery
- ✓ Customizable financing options to accurately provide cost and savings over time
- ✓ *Coming soon:* EV capabilities that allow users to select electric vehicle models and see the cost savings from charging with solar



Sample Calculation