

REPORT DESCRIPTION: Market Research Report, Average Home Purchase Data and Forecast, Market Share, Market Size, Sales, Market Demand Data, Residential Building Products, New Homes, Construction Industry, Trends, Single Family Homes, Multifamily.

REPORT CONTENTS: New construction market demand data for Solar Energy Systems and type, features, and capacity of Solar Electric (PV) Systems as well as Solar Incentives and Primary Installer of Solar Electric(PV) Systems.

### SOLAR ENERGY SYSTEMS MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

BUILDER PRACTICES REPORTS NAHB Research Center, Inc.	SINGLE FAMILY DETACHED	MULTIFAMILY DWELLINGS	PRODUCT USAGE
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UNITED STATES

HOUSING STARTS

- Single-Family Detached
- Multifamily (SFA & MF)

TOTAL

#### SOLAR ENERGY SYSTEMS

IN THE NEXT FIVE YEARS, HOW LIKELY IS YOUR COMPANY TO DO THE FOLLOWING:

AVERAGE SCORE (unweighted)

1=Not Likely; 5=Very Likely

Offer solar electric as standard equipment

Offer solar electric as an option to home buyers

Investigate alternatives in solar electric

Offer solar water heating as standard equipment

Offer solar water heating as an option to home buyers

Investigate alternatives in solar water heating

SOLAR ENERGY SYSTEMS

Dwellings

Solar electric (photovoltaic, or PV) system

Solar domestic hot water

Solar pool heater

TYPE OF SOLAR ELECTRIC (PV) SYSTEMS

Number of Solar Electric Systems

Flat panel collectors installed on the roof

Flat panel collectors installed on supports attached to the ground

Integrated (BIPV) into the roofing or other element of the home

Another type of PV system

TOTAL

Per-house averages of materials usage, also known as coefficients, for single-family detached homes.

Per-dwelling-unit averages of materials usage, also known as coefficients, for multifamily dwellings such as apartments, duplexes, townhouses and row houses.

An estimate of the total volume or amount of material used in a geographic area. To calculate this data, the Single Family Detached and Multifamily coefficients are multiplied by the estimated housing starts data provided by McGraw Hill Construction Analytics.

SAMPLE DATA SHEET

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## SOLAR ENERGY SYSTEMS MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

**BUILDER PRACTICES REPORTS**  
NAHB Research Center, Inc.

**SINGLE FAMILY DETACHED**

**MULTIFAMILY DWELLINGS**

**PRODUCT USAGE**

### HOW SOLAR ELECTRIC (PV) SYSTEMS WERE OFFERED

- Standard on some or all homes
- An option we actively promoted
- Installed only at home buyer's request
- Did not offer or consider offering PV

TOTAL

Per-house averages of materials usage, also known as coefficients, for single-family detached homes.

Per-dwelling-unit averages of materials usage, also known as coefficients, for multifamily dwellings such as apartments, duplexes, townhouses and row houses.

An estimate of the total volume or amount of material used in a geographic area. To calculate this data, the Single Family Detached and Multifamily coefficients are multiplied by the estimated housing starts data provided by McGraw Hill Construction Analytics.

### HOW SOLAR DOMESTIC HOT WATER SYSTEMS WERE OFFERED

- Number of Solar Domestic Hot Water Systems
- Standard on some or all homes
- An option we actively promoted
- Installed only at home buyer's request
- Did not offer or consider offering PV

TOTAL

### PRIMARY INSTALLER OF SOLAR ELECTRIC (PV) SYSTEMS

- Number of Solar Electric Systems
- Solar contractor
- Builder
- Electrician or Plumber
- Utility company
- Other

TOTAL

### PRIMARY INSTALLER OF SOLAR DOMESTIC HOT WATER

- Number of Solar Domestic Hot Water Systems
- Solar contractor
- Builder
- Electrician or Plumber
- Utility company
- Other

TOTAL

### FEATURES OF SOLAR ELECTRIC (PV) SYSTEMS

- Number of Solar Electric Systems
- Connected to a utility grid
- Had battery storage
- Home was completely Off-The-Grid
- Had easy-to-read energy monitor
- Net Metering enabled

**SAMPLE DATA SHEET**

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## SOLAR ENERGY SYSTEMS MARKET DEMAND DATA - NEW RESIDENTIAL CONSTRUCTION

**BUILDER PRACTICES REPORTS**  
NAHB Research Center, Inc.

**SINGLE FAMILY DETACHED**

**MULTIFAMILY DWELLINGS**

**PRODUCT USAGE**

CAPACITIES OF  
SOLAR ELECTRIC (PV) SYSTEMS  
Number of Solar Electric Systems  
Less than 3 KW  
3 KW to 5 KW  
More than 5 KW  
TOTAL

Per-house averages of materials usage, also known as coefficients, for single-family detached homes.

Per-dwelling-unit averages of materials usage, also known as coefficients, for multifamily dwellings such as apartments, duplexes, townhouses and row houses.

An estimate of the total volume or amount of material used in a geographic area. To calculate this data, the Single Family Detached and Multifamily coefficients are multiplied by the estimated housing starts data provided by McGraw Hill Construction Analytics.

INCENTIVE SOURCES FOR  
SOLAR SYSTEMS  
Number of Solar Electric or Solar Water Heating Systems  
Paid in full - no incentives  
Federal government  
State government  
Local government  
Public utility  
Another source offered incentives

**SAMPLE DATA SHEET**

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