



Center for
Sustainable Energy[®]
CALIFORNIA

Residential PV Market Characterization

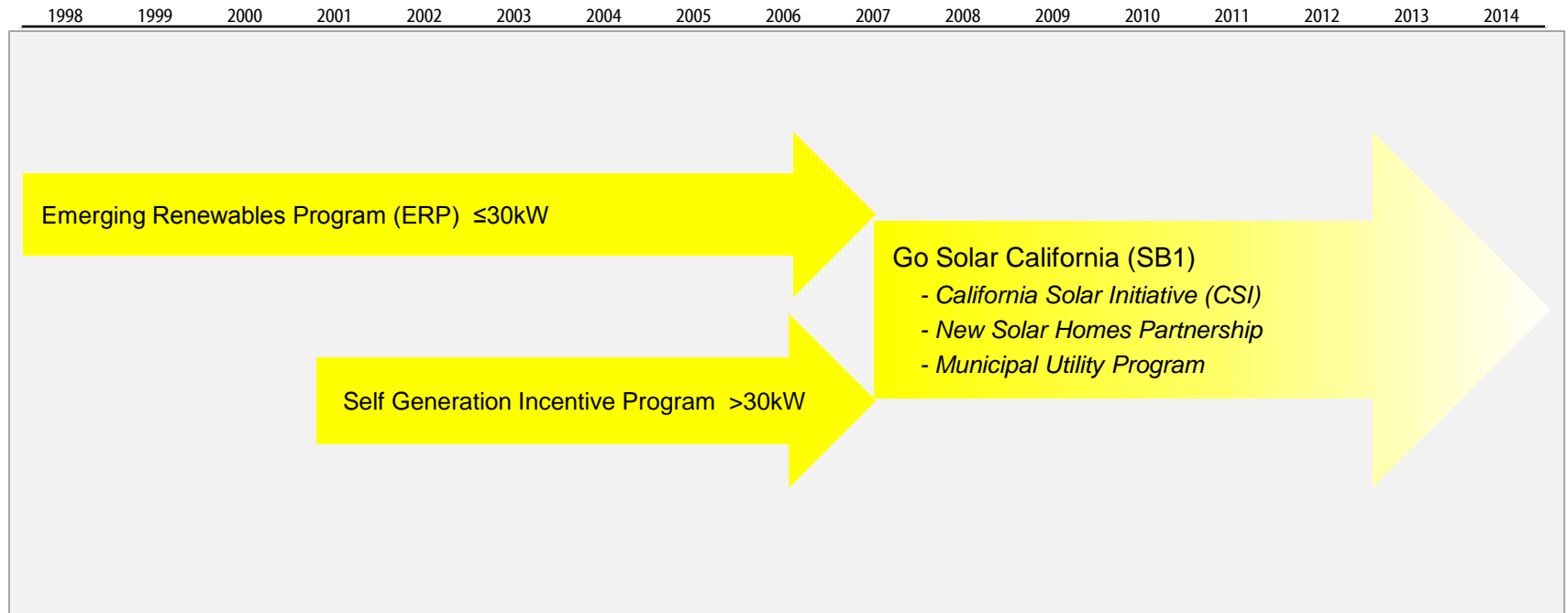
Greater San Diego Region

June 25, 2013

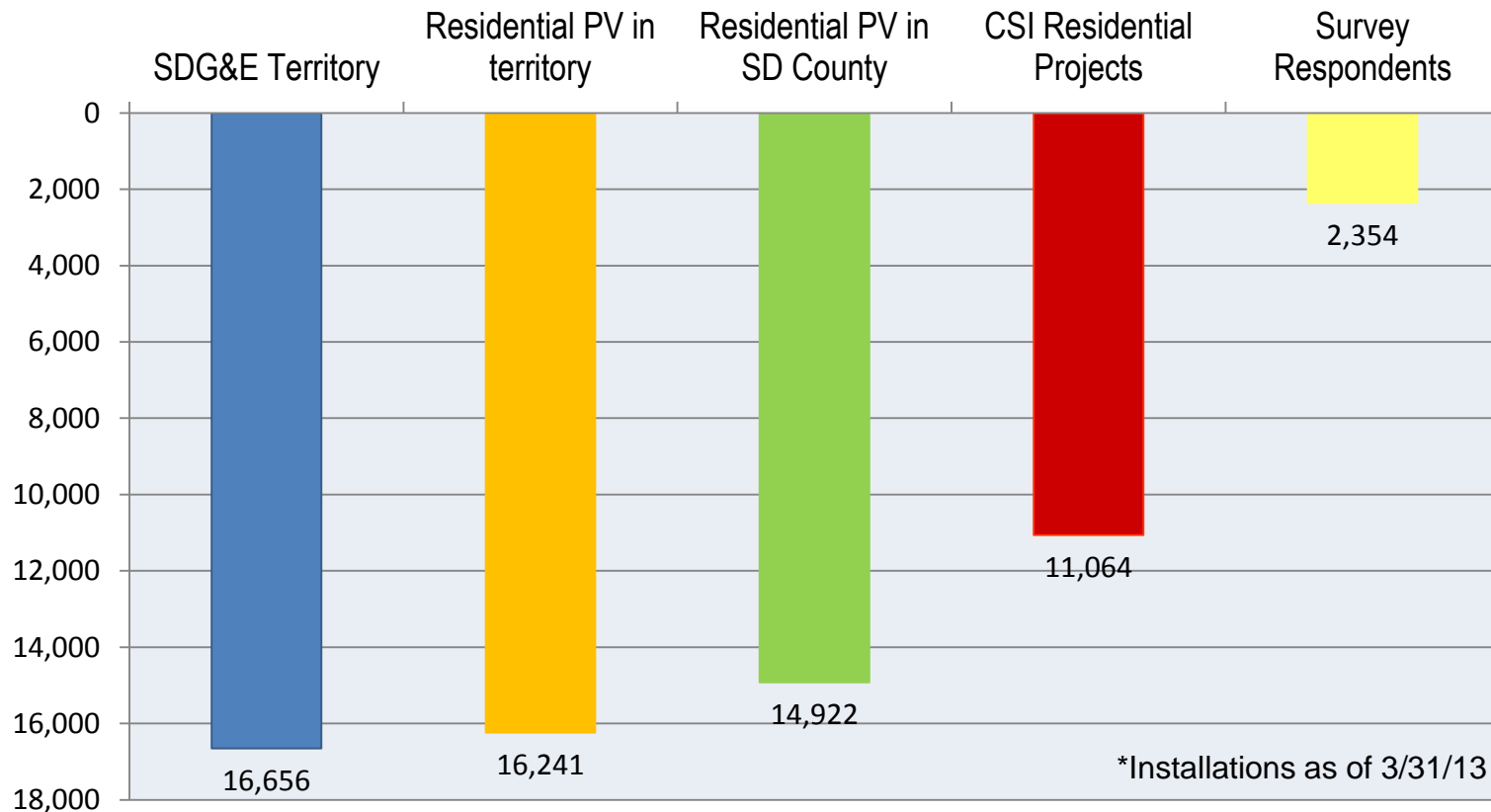
Overview

- Incentive programs and Data Sources
- Market Growth and Composition
- System Details
- Lease vs. Owned
- Demographics
- Motivations for Purchase

Incentives Programs and Data Sources

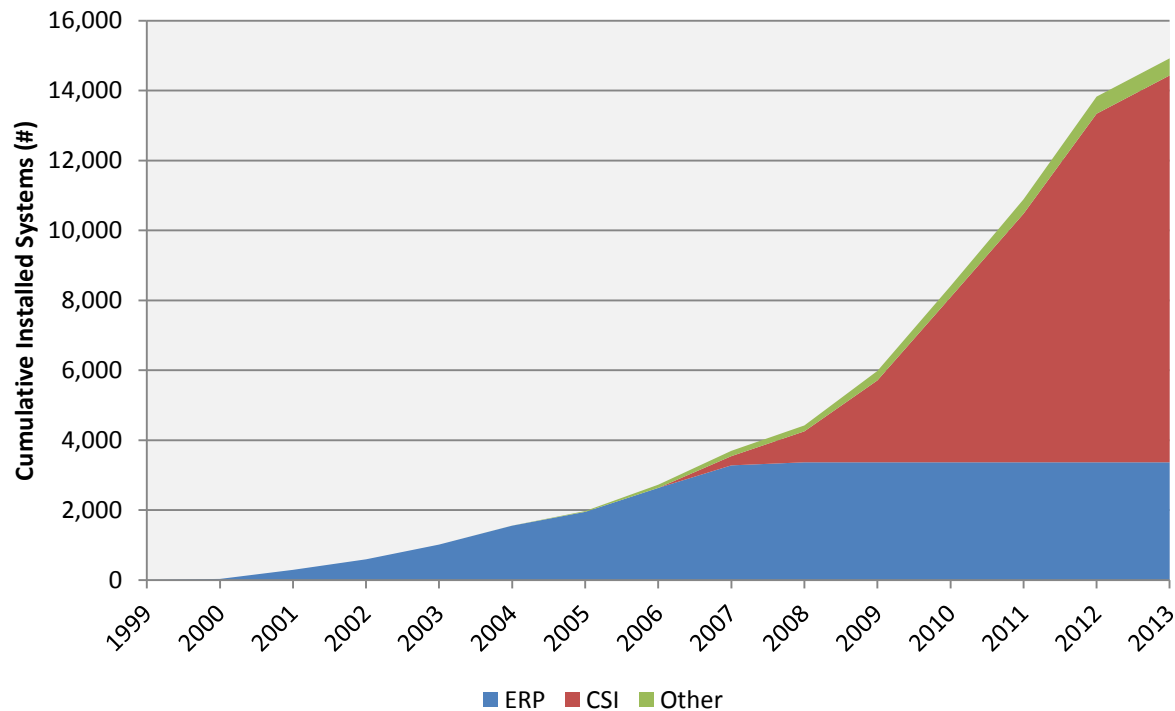


Incentives Programs and Data Sources

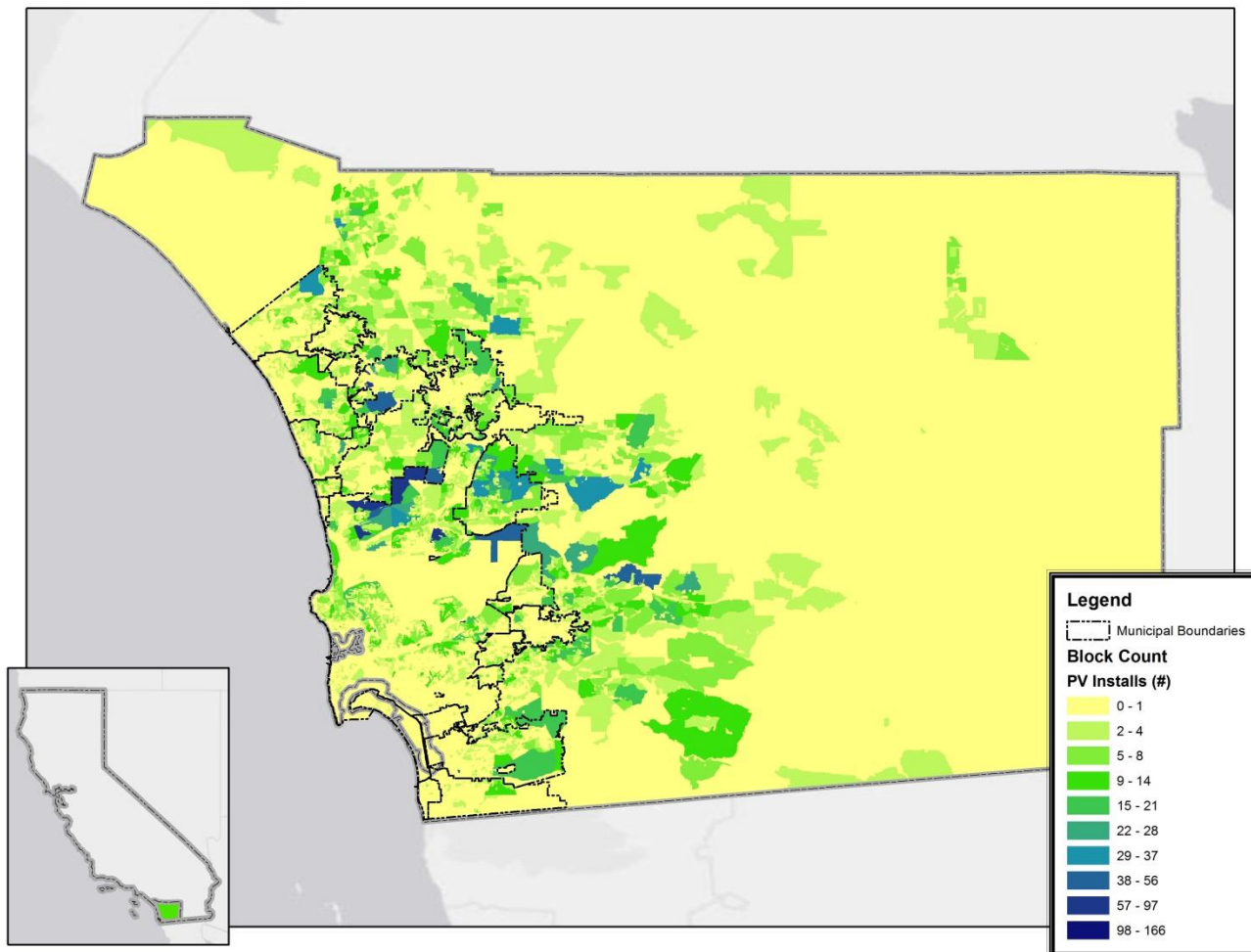


Market Growth and Composition

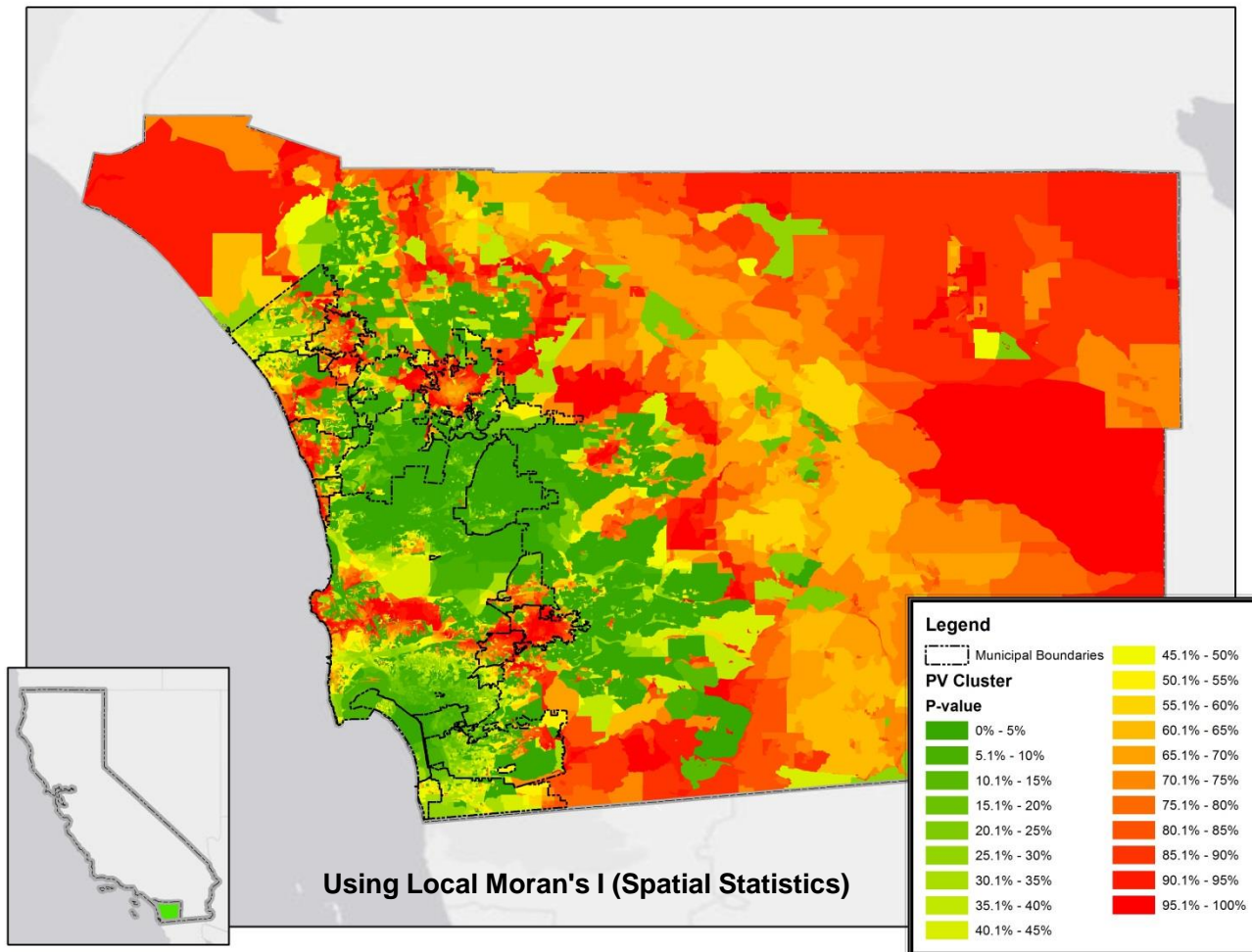
Residential Installations in San Diego County



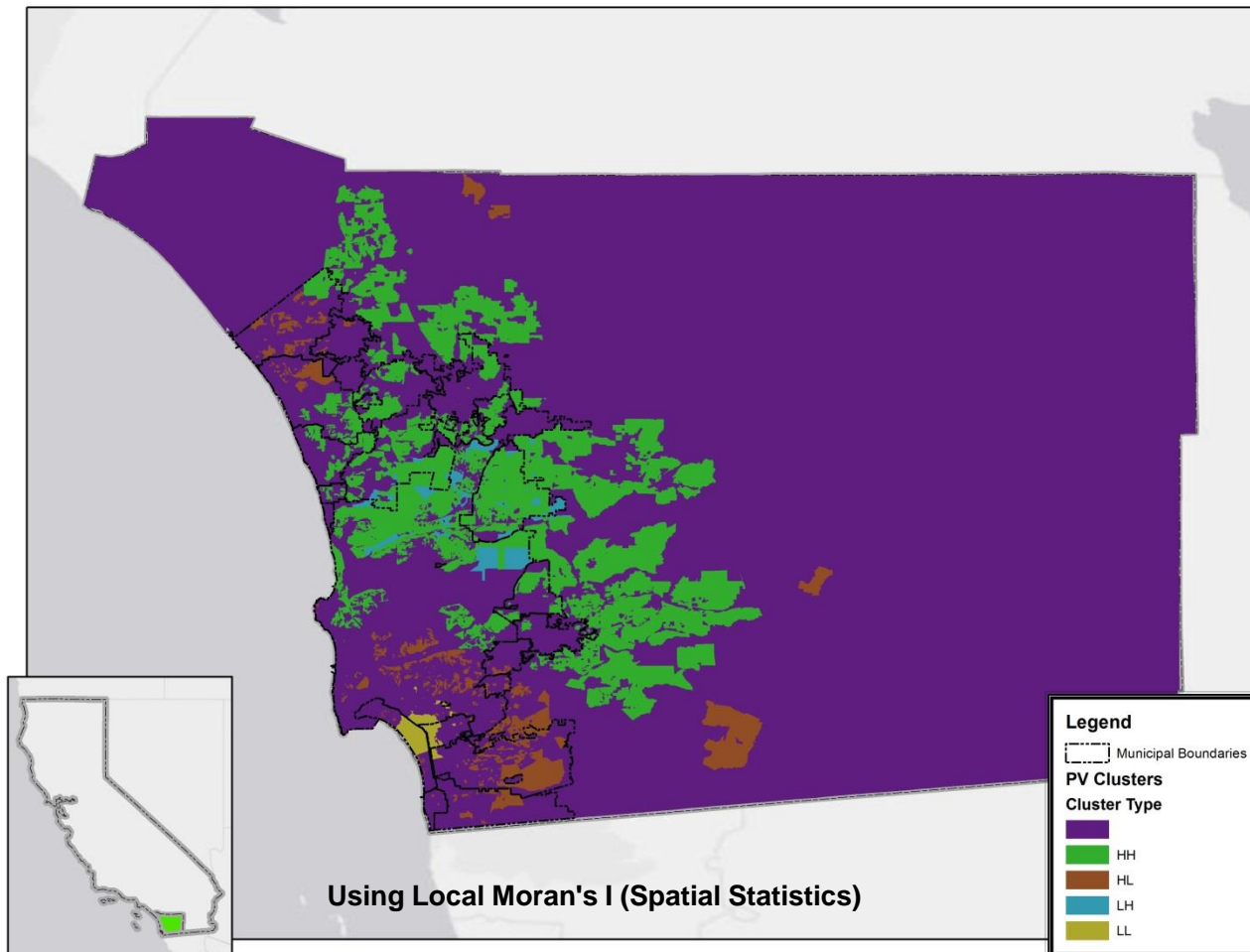
Market Growth and Composition



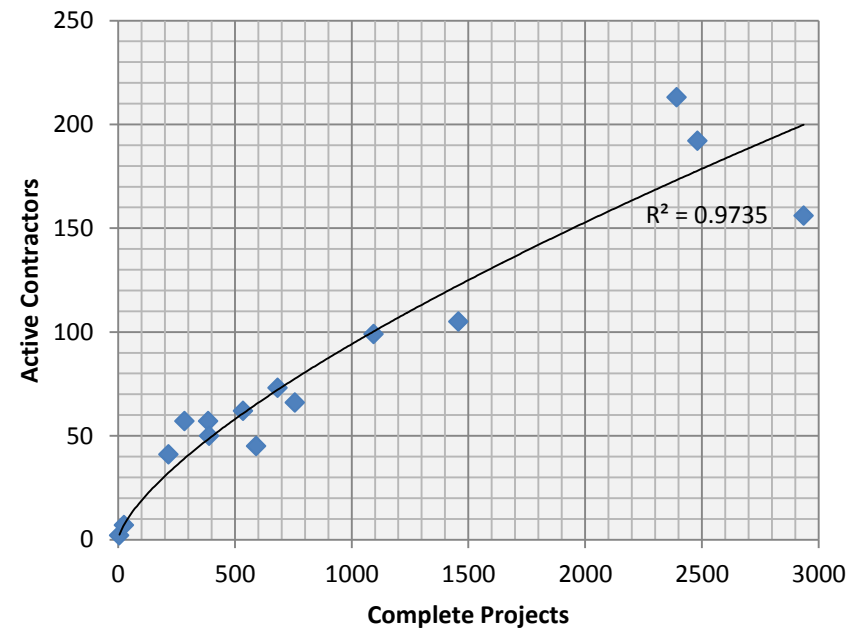
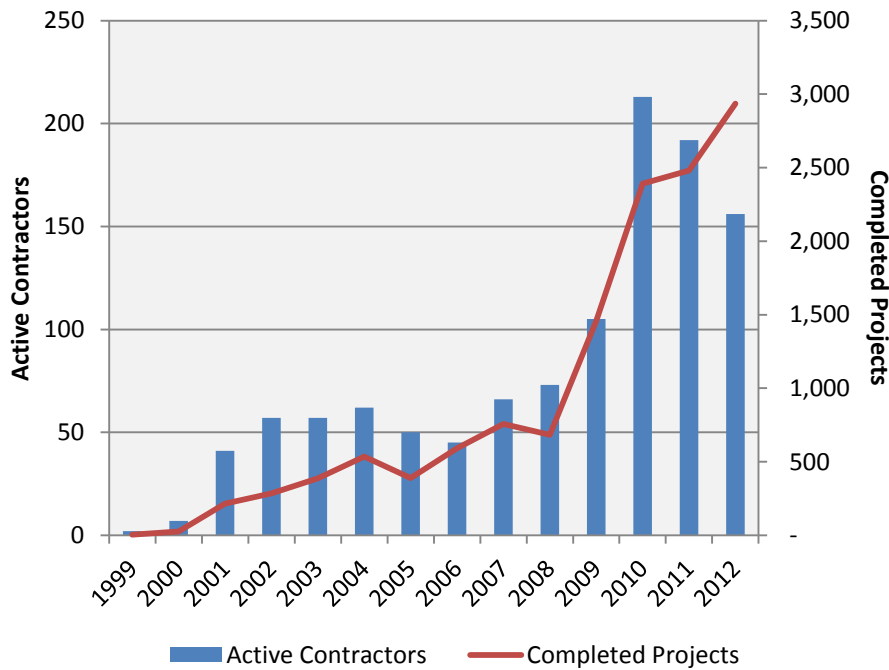
Market Growth and Composition



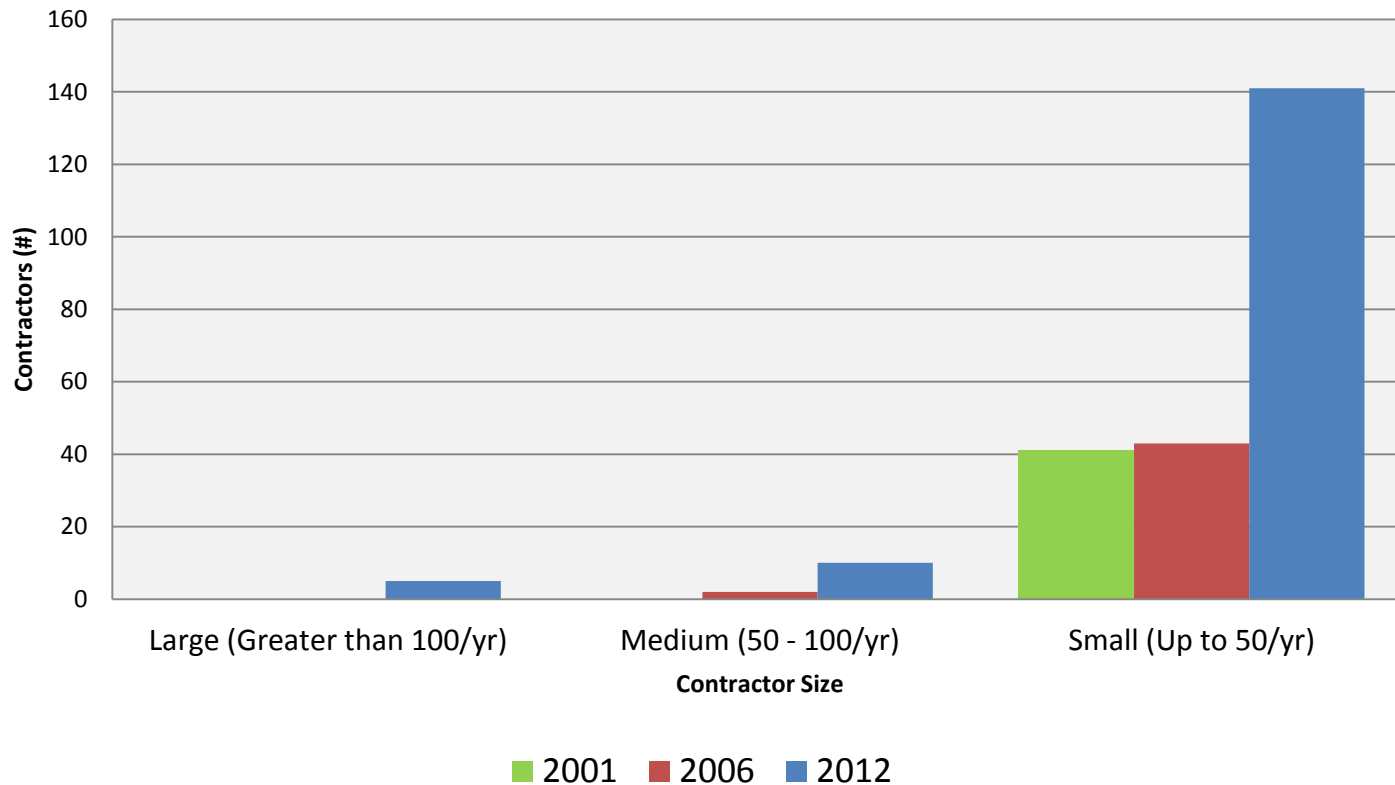
Market Growth and Composition



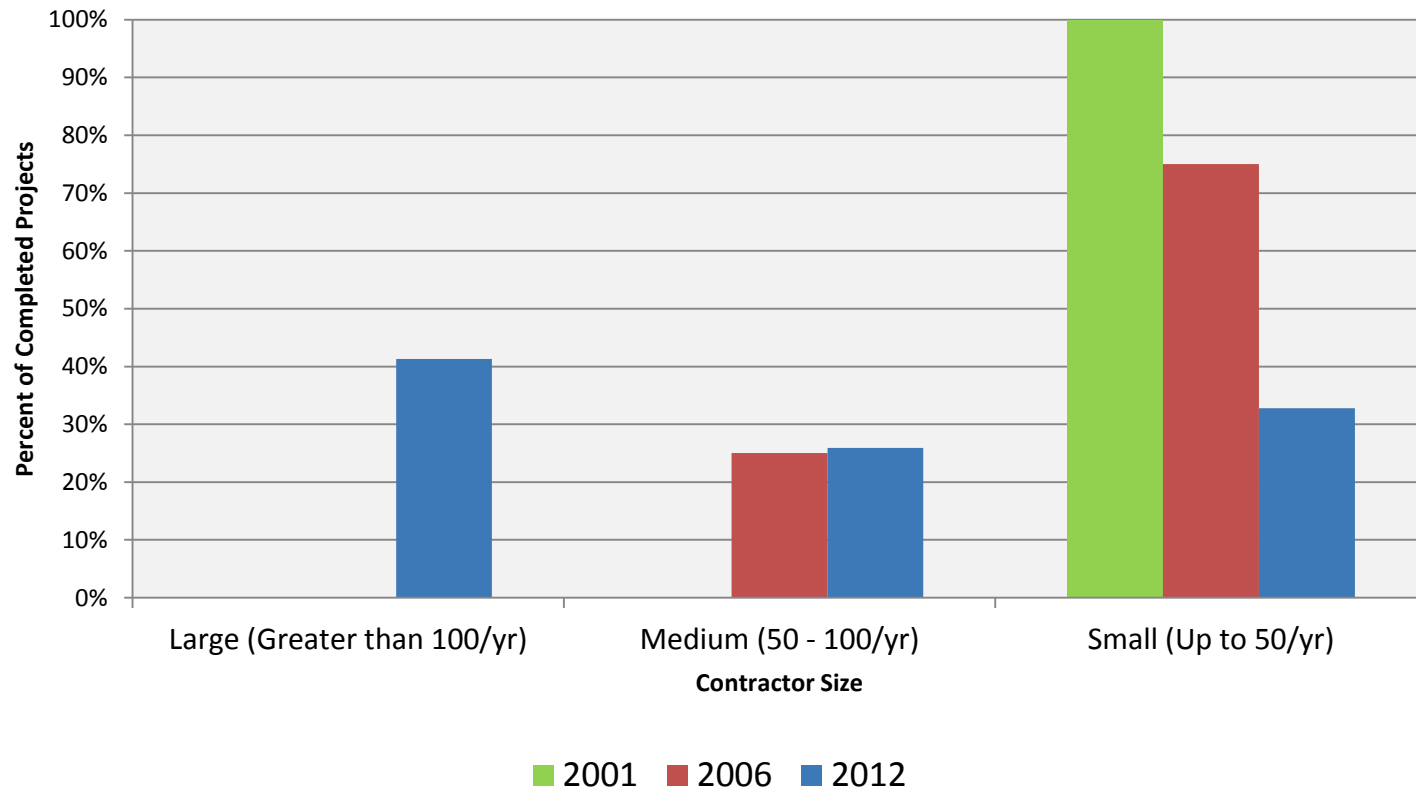
Market Growth and Composition



Market Growth and Composition

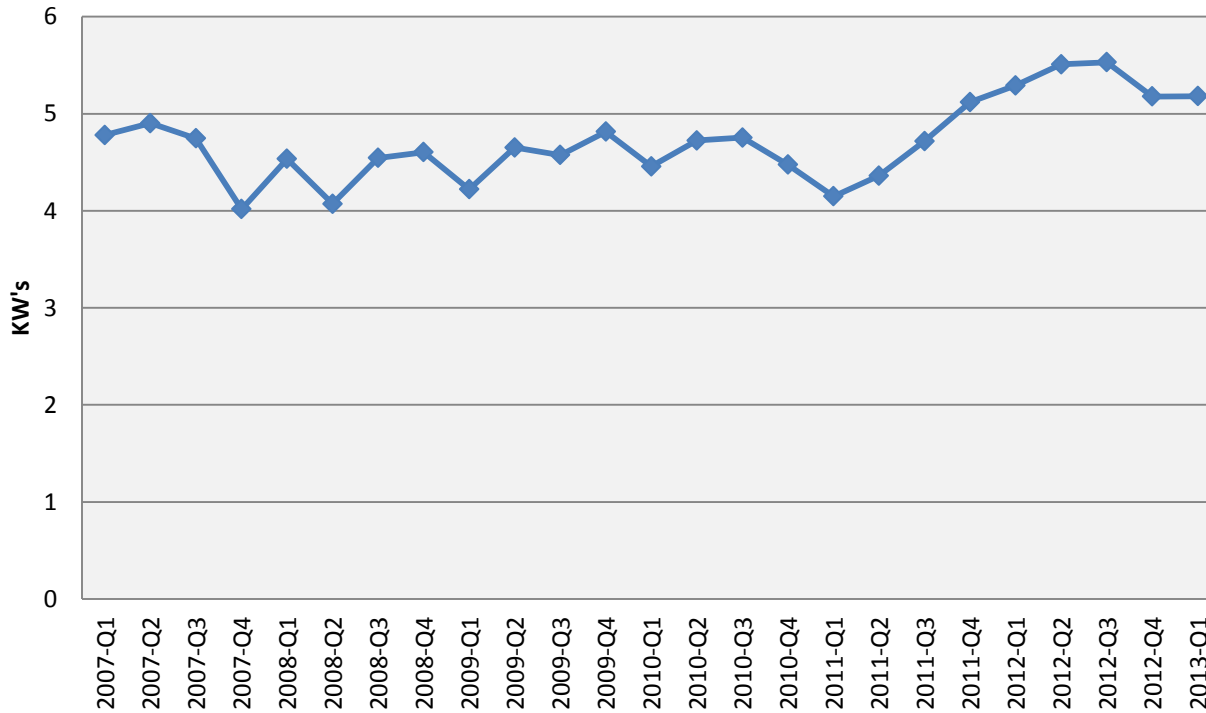


Market Growth and Composition

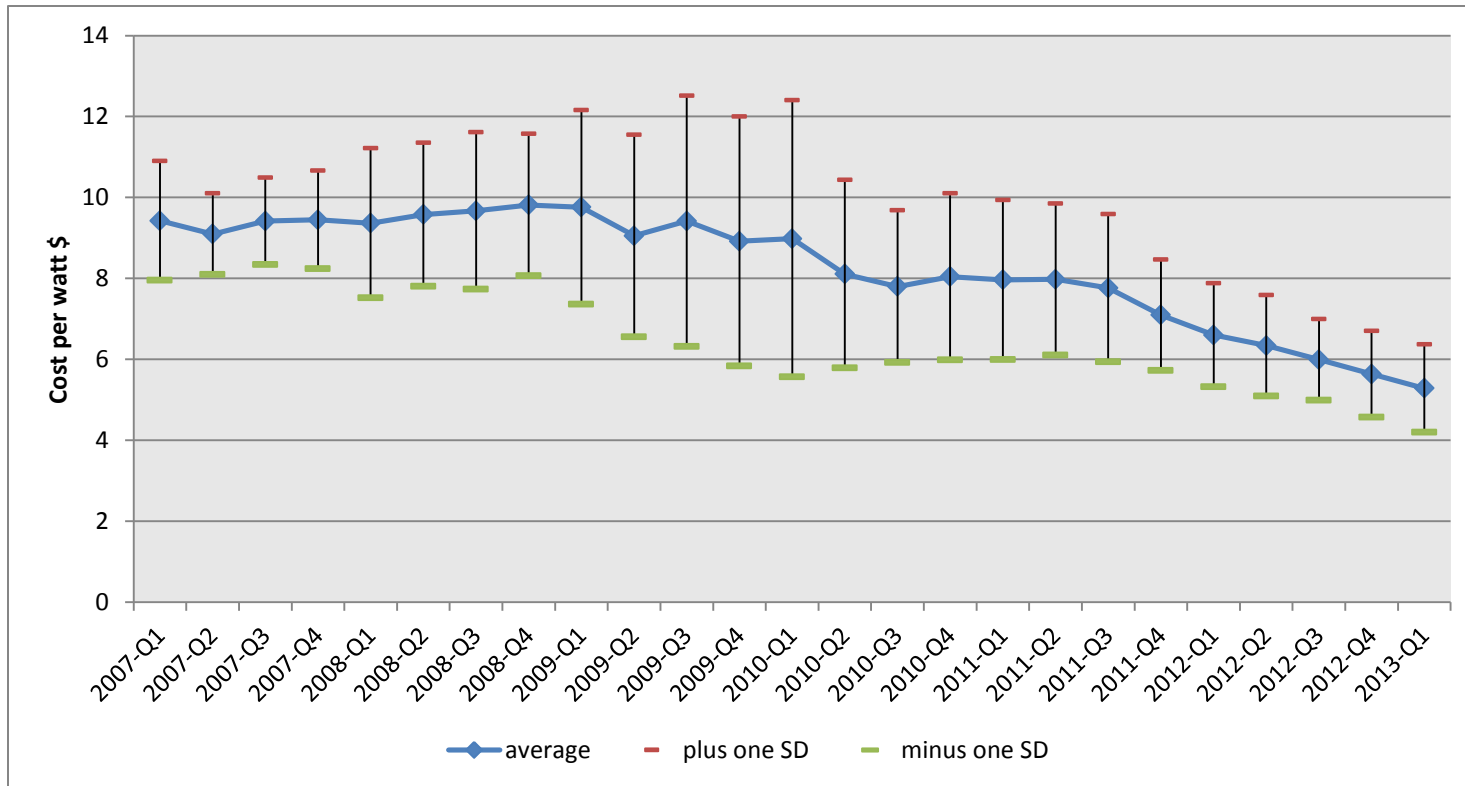


System Details

Average System Size = 4.5KW

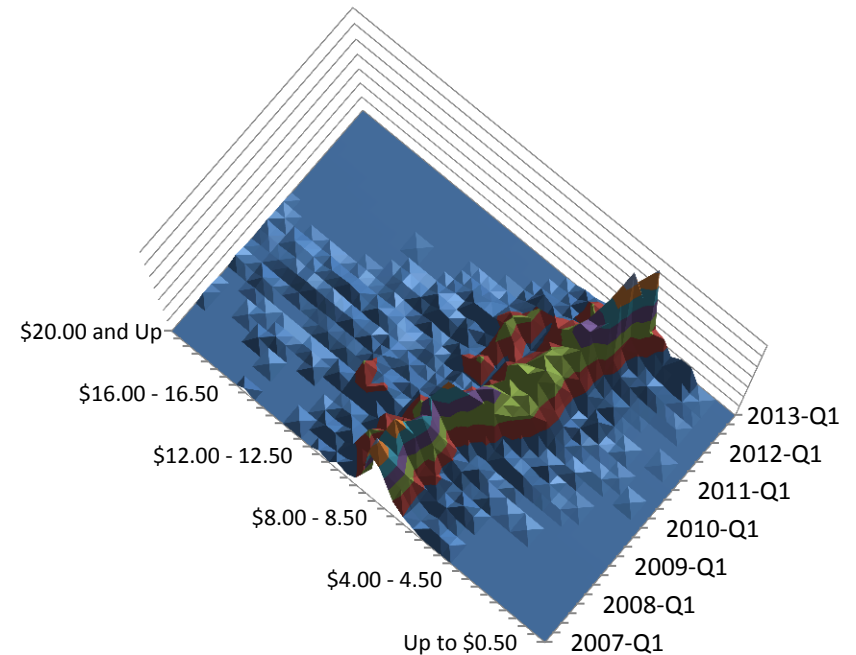
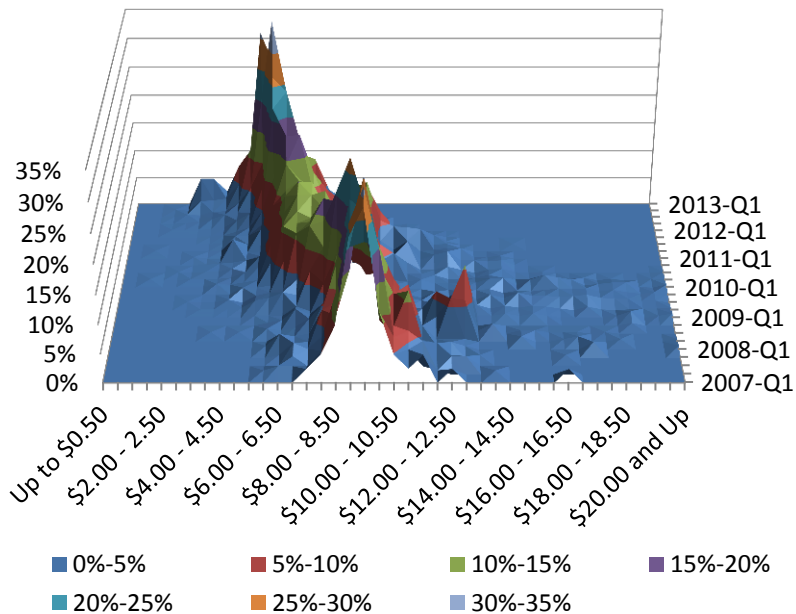


System Details



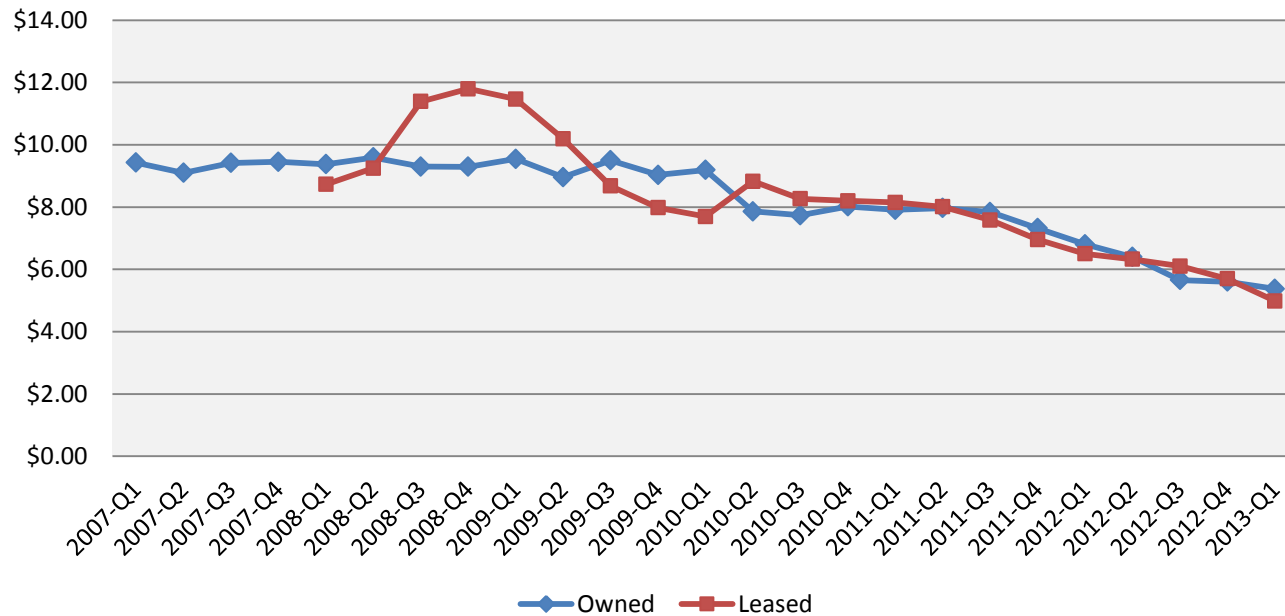
System Details

- Cost per Watt (\$/W) Trends

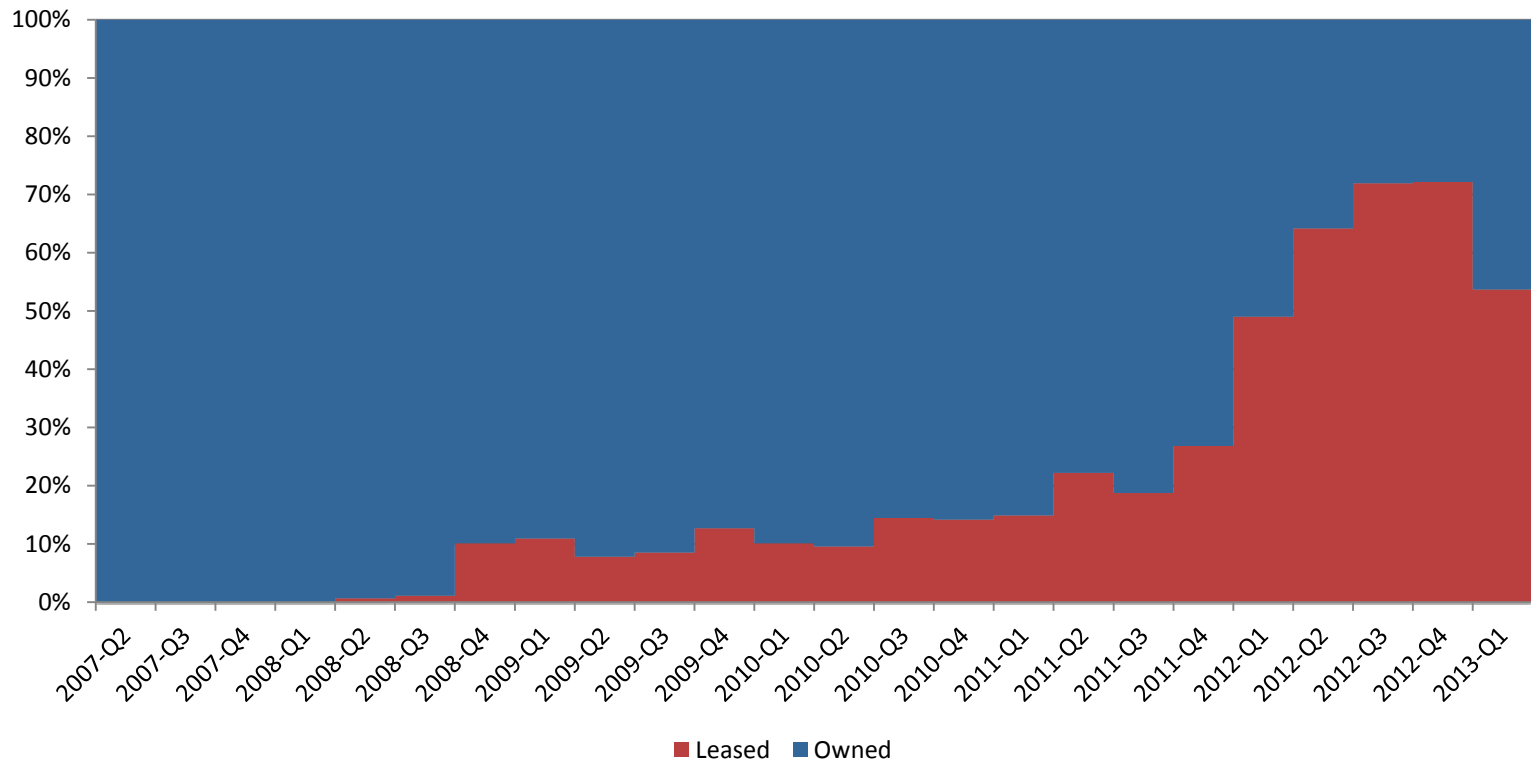


Lease vs. Owned

System Cost per Watt

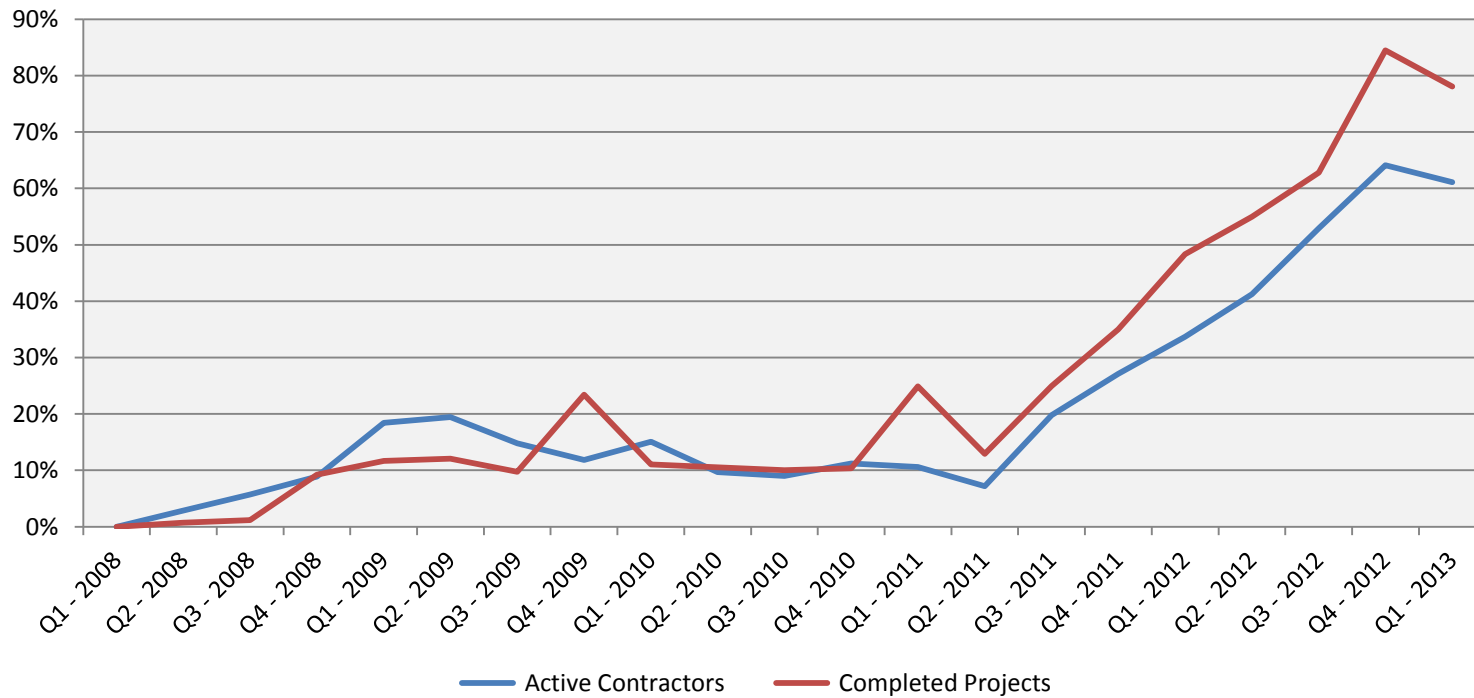


Lease vs. Owned



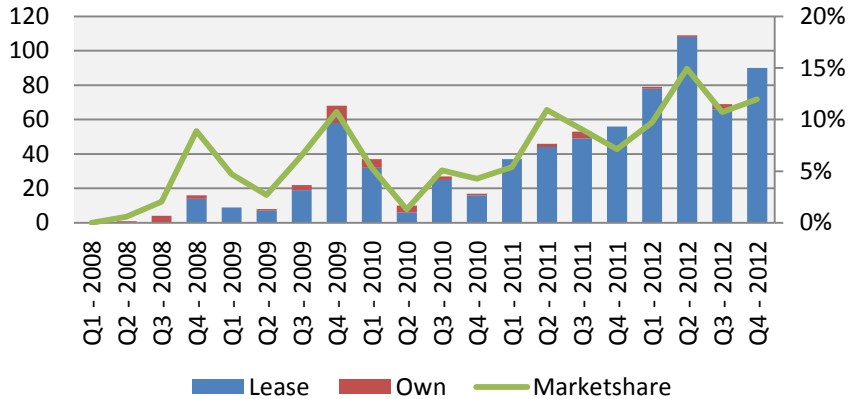
Lease vs. Owned

Third Party Projects and Contractors

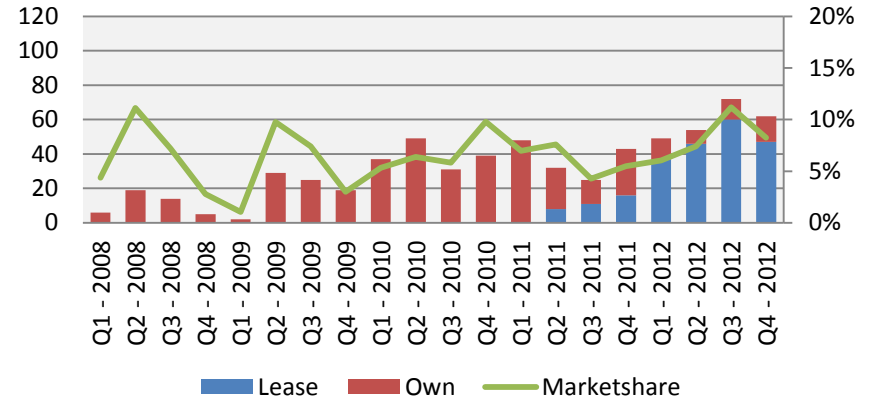


Lease vs. Owned

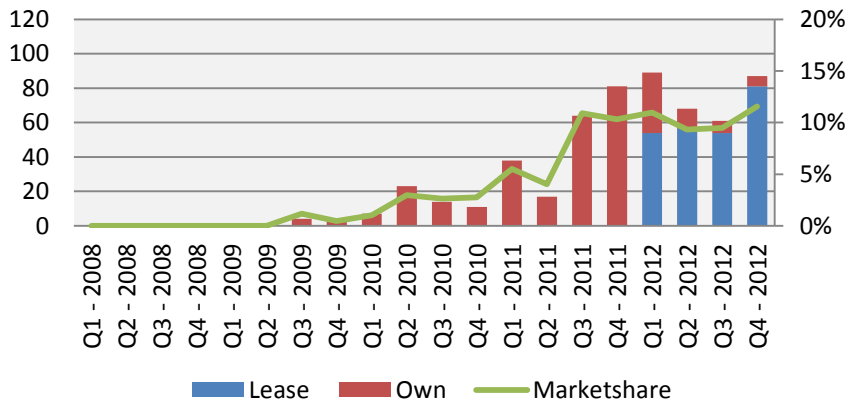
Solar City



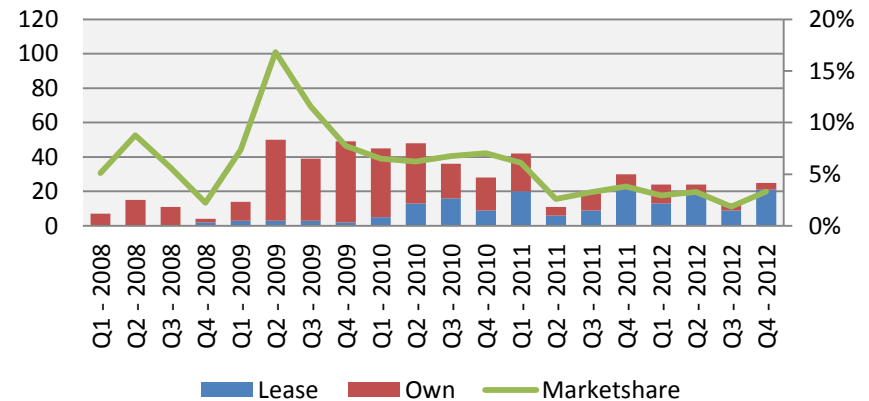
Sullivan Solar



Solar West Electric



REC Solar



Building Characteristics (Adopters vs. Non)

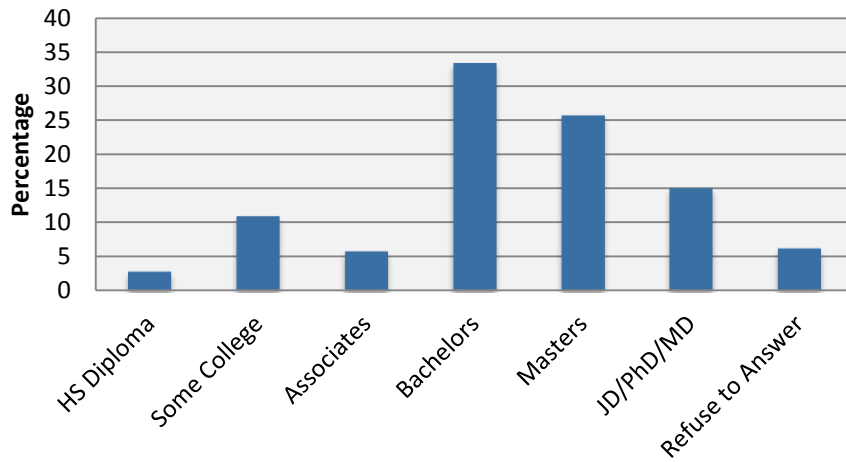
Characteristic	Adopters (all)			Non-Adopters			Survey Respondents		
	N	Mean	Std Dev	N	Mean	Std Dev	N	Mean	Std Dev
Loan to value	11,833	77.42	40.77	433,574	90.35	699.13	1,930	71.58	39.99
Assessed Home value	14,138	491,486	514,495	542,858	351,200	425,484	2,273	477,545	420,201
Square footage	14,138	2,466	1,178	542,858	1,915	957	2,273	2,522	1,081
Acreage	14,138	1.00	5.85	542,858	0.31	2.22	2,273	0.72	2.63
# bedrooms	14,047	3.62	1.06	536,148	3.39	1.02	2,266	3.69	0.90
# bathrooms	14,046	2.70	1.00	536,173	2.31	0.86	2,265	2.73	0.93

Building Characteristics (Lease vs. Own)

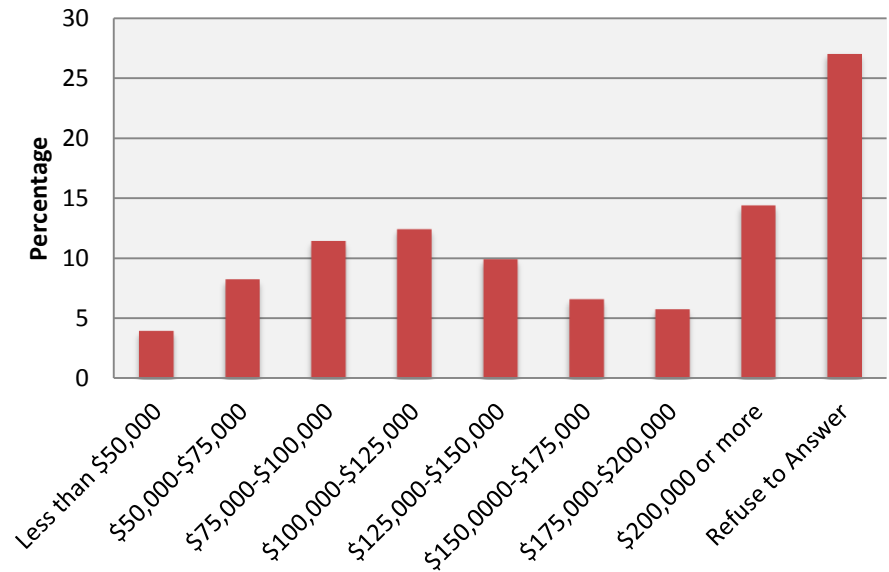
Characteristic	Adopters (Third Party)			Adopters (System Owner)			Lease v. Own	
	N	Mean	Std Dev	N	Mean	Std Dev	t-stat	p-value
Loan to value	2,887	83	40	6,106	72	39	(12.56)	-
Assessed Home value	3,284	474,714	389,037	7,358	506,653	530,422	3.10	0.0019
Square footage	3,284	2,521	1,098	7,358	2,538	1,211	0.68	0.4942
Acreage	3,284	1.0	6.7	7,358	0.8	3.0	(2.15)	0.0318
# bedrooms	3,271	3.7	1.1	7,320	3.7	1.1	(3.53)	0.0004
# bathrooms	3,271	2.7	0.9	7,320	2.7	1.0	(0.06)	0.9487

Demographics

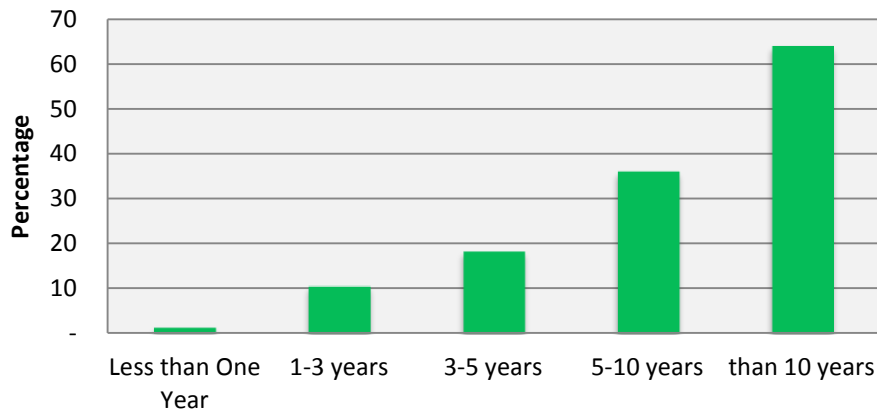
Educational Attainment



Household Income



Length of Home Ownership



Motivations for PV purchase

