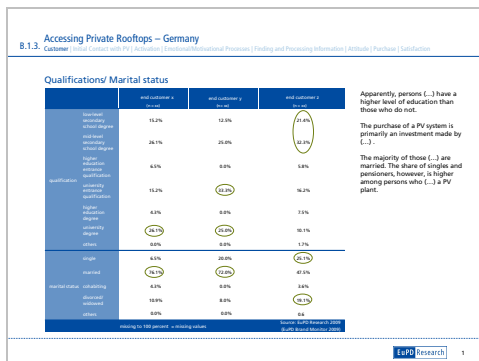


“Accessing Private Rooftops” – Germany

- For market players it is time to extend the horizon of the PV market by exploring the habits of the end customer.
- This report is based on a secondary analysis of a number of comprehensive, quantitative and qualitative EuPD Research studies regarding buying behavior of PV end customers.

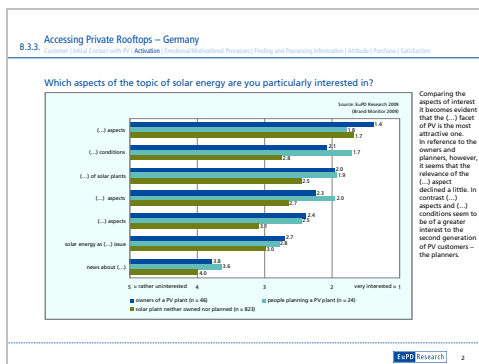
DESCRIPTION OF THE PV END CUSTOMER



Overview - The PV End Customer: What features are characteristic of the “typical” PV customer? How do the perceptions of PV owners differ from those who are planning on installing PV systems? Is it possible to consider a new generation of end customer? How aware is the end customer of the representation of solar energy in the media?

Potential customers are categorized as:

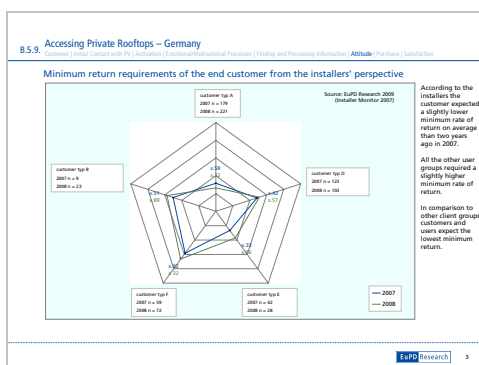
- PV owners
- People who are planning on installing a PV system
- People who neither own nor plan a PV system



The following considerations were used in the analysis:

- Socio-Demographic (age, income, etc.)
- Attitudes toward solar energy
- Field of interest and contact with solar energy

ANALYSING THE BUYING BEHAVIOR OF THE END CUSTOMER

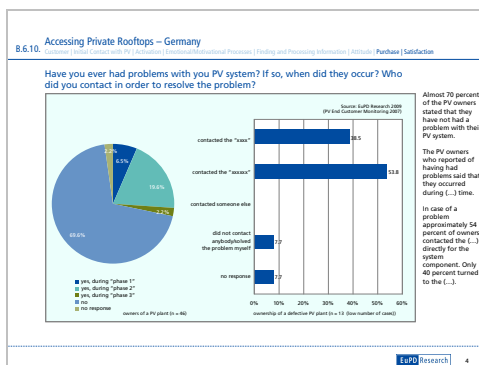


Analysis of the Buying Behavior:

What occurs in the course of the buying process from beginning to end? How is the customer's interest in PV established and how does it increase? How does the buying process differ between those who already own a PV system and those who are planning on installing a PV system? What expectations and requirements do customers have of their PV system?

To answer these questions, PV owners, planers and installers are analyzed according to the following:

- Reasons for and against purchase of a solar plant
- Type of information sources they used during the buying process
- Importance of the various product features of a solar plant
- Problems or difficulties during the buying process



From the responses of installers it can be observed whether they have correctly assessed the requirements and needs of their customers.

Product Data Sheet

“Accessing Private Rooftops” – Germany

Release Date	April 2009
Information Sources	<ul style="list-style-type: none">▪ Secondary analysis drawn from six qualitative and quantitative studies (conducted between 2006 and 2009)▪ Sample group: consumers, solar convention visitors, PV installers, PV owners and those who are planning a PV installation
Contents	<ol style="list-style-type: none">1. Introduction<ol style="list-style-type: none">a.) Backgroundb.) Objectives of the Approachc.) Methodical Approach2. The Buying Process<ol style="list-style-type: none">a.) The Customerb.) Initial Contact with PVc.) Activationd.) Emotional/Motivational Processes – Finding and Processing Informatione.) Attitudef.) Purchase and Satisfaction3. Conclusion<ol style="list-style-type: none">a.) The Buying Processb.) Owners of PV Plantsc.) People planning a PV Plant
Benefits for your Company	<ul style="list-style-type: none">▪ Gain an overview of the socio-demographic characteristics of PV customers▪ Understand the market segment: Find out to what degree the private customer market has already been developed and use the information to gain insight into the market segment which until now has been closed▪ Obtain a better understanding of the buying habits and motivating factors and attitudes of the end customer▪ Gain insight into the requirements and needs of the end customer in respect to features of PV systems▪ Target potential customers more precisely by understanding the specific roles of various communication channels▪ Understand the factors that create customer satisfaction
Included in Delivery	2x chart report (about 76 pages), high quality binding
Price	Report: € 4,950 (excluding VAT and S/H)
Authors	Michael Reuter, Project Manager Farina Hodiamont, Research Analyst

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