

Americans are saying they want solar

According to a survey conducted for the U.S. Department of Energy's National Renewable Energy Laboratory...

- 43% of respondents agreed that solar water heating should be standard on all new homes.
- 40% indicated a willingness to pay more on their mortgage to have solar installed. 76% perceive a clear advantage of solar water heating is saving money.
- 78% indicated that if their home builder had recommended solar, they would have either seriously considered it or wanted to learn more.
- 82% strongly favored using clean energy and helping the environment.
- Over half agreed that solar made economic sense.

Source: "Report on Solar Water Heating Quantitative Survey" (1997-98) by Focus Marketing Services, for National Renewable Energy Laboratory (NREL), Golden Colorado and Solar Energy Industries Association (SEIA), Washington, D.C.