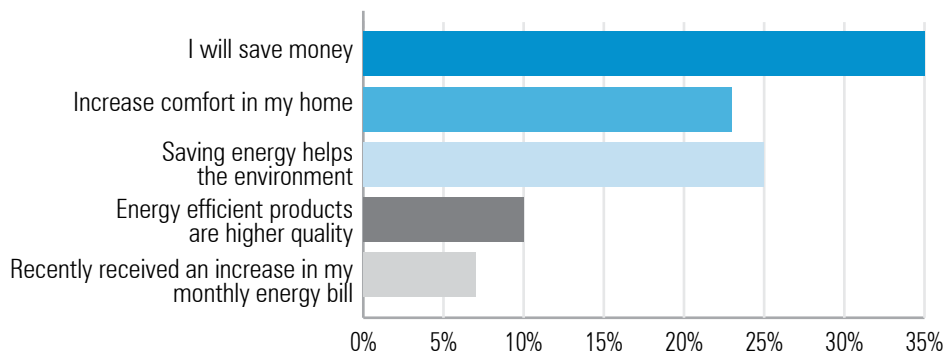


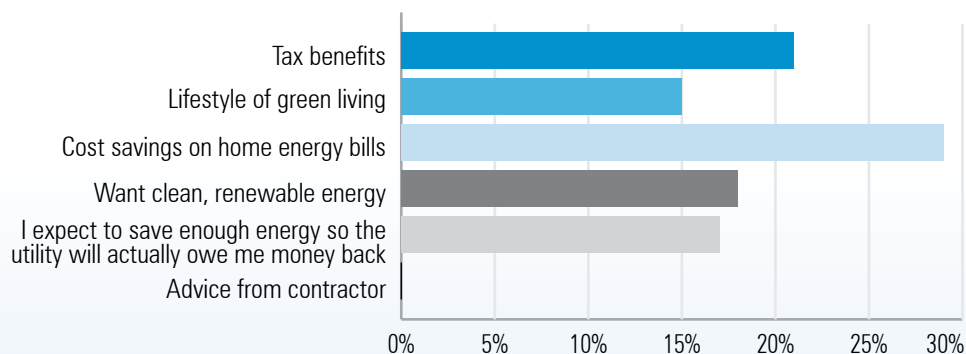
## Energy Efficiency Top of Mind with Consumers

A nationwide survey revealed that the majority of homeowners feel that energy efficiency is an important consideration in their home improvement projects. Energy-efficient projects have substantially increased year-over-year with substantial increases in requests for residential solar installations (+53 percent), heating (+33 percent), air conditioning (+13 percent), and window coverings (+16 percent).

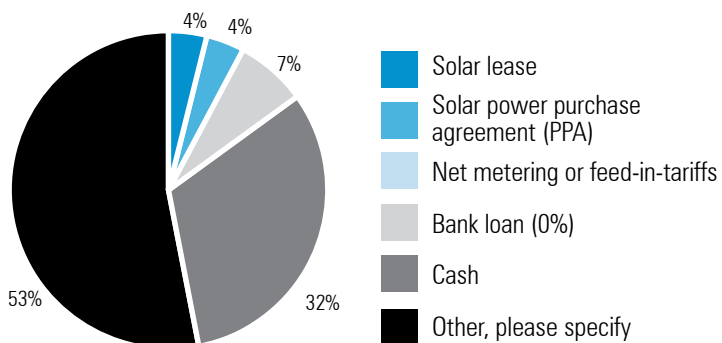
Why are energy efficient home improvement projects important to you?



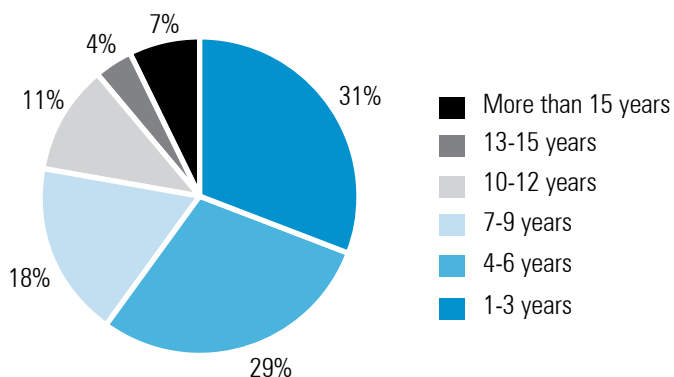
What were your reasons for investing in solar?



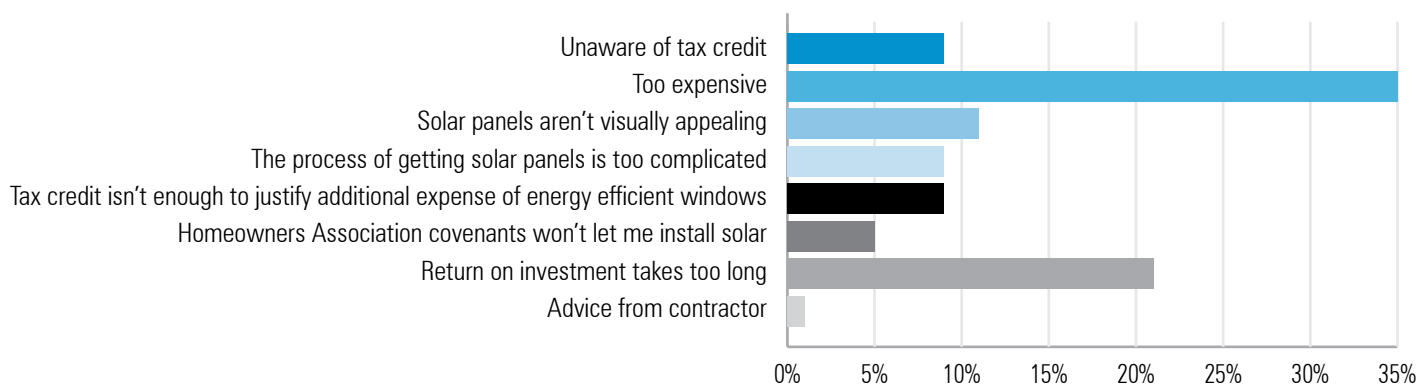
## How did you pay for your solar installation?



## When do you expect to get a return on investment for installing solar in your home?



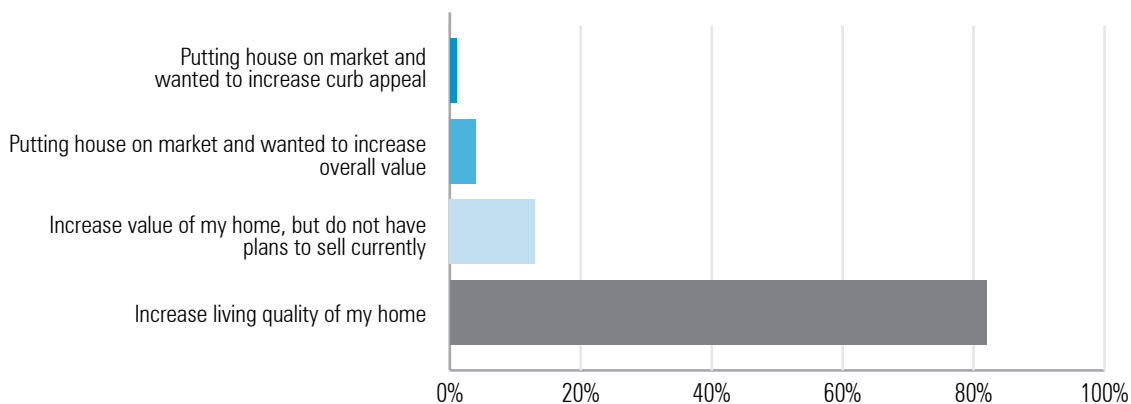
## What are your reasons for not investing in solar?



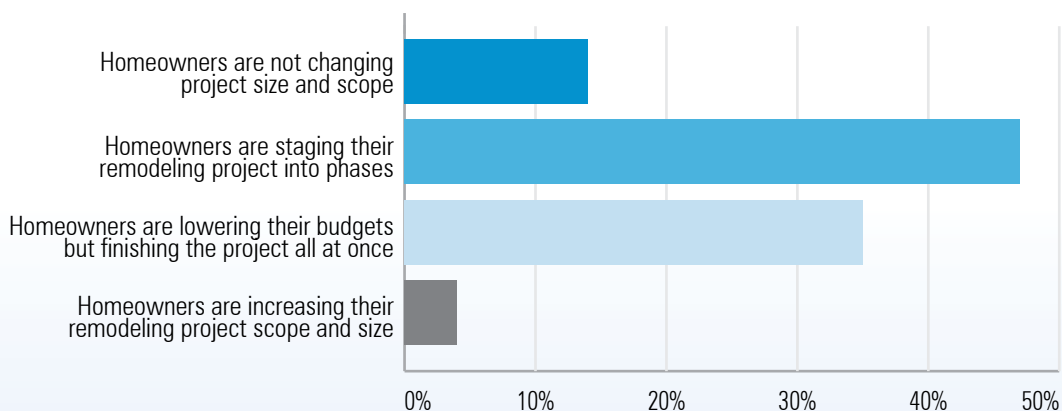
## Additions and Remodeling Remains Down

Nationally, requests for additions and remodeling projects were down 22 percent. This is the fourth consecutive quarter that home remodeling activity has been soft since a spike in early 2010. Much of the decline can be contributed to fulfillment of pent-up demand from homeowners who had held back during the worst years of the economic downturn.

What was your biggest motivation for initiating or completing your most recent home project?



How are homeowners changing the size and scope of their remodeling projects?  
(Choose the answer that comes up most frequently)



How much are consumers spending on these remodels in their home?

