

# US PV Brand Monitor<sup>®</sup> 2011 – East

- Analysis of brand awareness of solar manufacturers in New Jersey, Massachusetts and New York.
- Compare the positioning of your company's brand with that of your competitors.
- Results based on more than 500 quantitative interviews conducted in 2011.
- Understand the end customers and find out if your marketing activities are achieving the desired results.

## BRAND AWARENESS



### Analysis of brand and brand awareness

The value of a brand is not anchored in a company but rather is reflected in the minds of consumers. With a market share of nearly 35 percent, private end consumers are an important consumer group in the US.

The PV Brand Monitor analyzes brand awareness and associations that individuals have with solar manufacturers using a survey of the population in the states indicated.

## PRODUCT THEME



### Survey contents

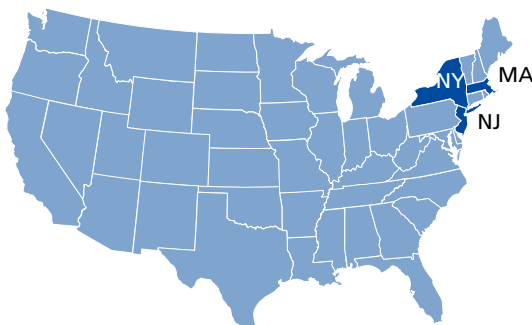
Since 2006, EuPD Research has been conducting detailed surveys among populations in Europe and the US, and therefore has an extensive methodological background in customer research.

The US PV Brand Monitor<sup>®</sup> provides answers to the following exemplary questions:

- Brand awareness: Do citizens in NJ, MA and NY know the brand names of solar products (aided and unaided)? If so, where did they get their information from?
- Associations: What characteristics do they associate with each brand?
- Information sources: Who uses which media channels do they use and how often?

## RESEARCH BASIS

### Division of the Sample into three States



### Analysis

- Survey participants will be chosen from the three states shown on the map.
- A representative, random sample will be drawn from the population in NJ, MA and NY
- The data will be analyzed by means of univariate and bivariate procedures using SPSS.

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# Product Data Sheet

## “US PV Brand Monitor® 2011 – West”

<b>Release Date</b>	Summer 2011 (subject to a minimum number of participants)
<b>Information Sources</b>	<ul style="list-style-type: none"><li>▪ Representative, three-state-wide random sample</li><li>▪ CATI-survey of persons aged 18 years and older in Germany</li><li>▪ Survey using the last-birthday in a household method</li><li>▪ More than 500 questionnaires</li><li>▪ Survey period: Spring to Summer 2011</li></ul>
<b>Contents</b>	<ol style="list-style-type: none"><li>1. Background of the Study</li><li>2. Objectives, Method and Sample</li><li>3. Composition of the Sample</li><li>4. Owner and Planner of a Solar Plant</li><li>5. Attitude and Reception Analysis</li><li>6. Brand Analysis</li><li>7. Conclusion</li></ol>
<b>Benefits for your Company</b>	<ul style="list-style-type: none"><li>▪ Compare the positioning of your company brand to that of your competitors</li><li>▪ Monitor the success of your advertising campaigns</li><li>▪ Know the best place to put your advertisements so as to reach your target customers</li><li>▪ Adjust your advertising to the consumer groups identified</li><li>▪ Learn more about end-customer attitudes toward certain energy topics</li><li>▪ Design your brand image on the basis of the status quo</li><li>▪ Better assess the positioning of your competitors</li></ul>
<b>Included in Delivery</b>	Printed annotated chart report (approximately 50 pages), high quality binding
<b>Price</b>	<p><b>Early Bird Price:</b> \$ 9,500 (excluding VAT and P&amp;P), To receive early bird prices, product must be ordered before May 2011</p> <p><b>Regular Price:</b> \$ 11,500 (excluding VAT and P&amp;P)</p>

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