

# 2020 Homeowner Survey Report



**sunrun**

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An explanation of how different American households have made improvements to their homes, finances, and the environment in the era of COVID-19.

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# People want to continue to live their lives despite COVID-19

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Sunrun surveyed 1,000 people from various households across the country to learn what steps they've taken to improve their homes and finances, as well as what steps they've taken to live greener lives.



COVID-19 has caused worldwide devastation when it comes to people's physical and emotional health. It has also devastated many people economically. With that in mind, it's easy to make generalizations about how COVID-19 has been a net negative for everyone.

But that's not necessarily true. Our survey sought to determine what changes (if any) people made in their lives and our findings can be categorized into three groups: home improvement, financial improvement, and environmental improvement.

Our respondents varied in age, gender, region, home value, homeownership tenure, residential location, and in their ability to work from home during the era of COVID-19. And what we found, in short, is that despite the difficulties posed by COVID-19, many groups of people have continued to find ways to improve their lives in all three categories.

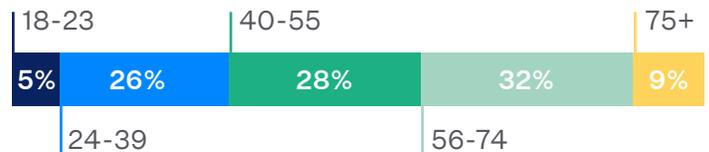
# Who we talked to by the numbers

We wanted to get a wide array of opinions from people across the United States for this survey. So we made an effort to make our survey pool as varied as possible.

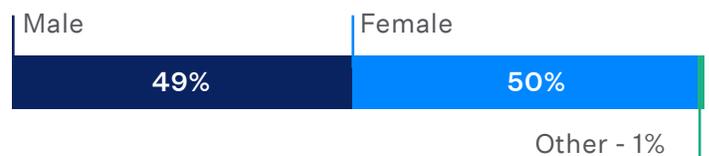
## Location Demographics

We were particularly interested in seeing how Californians were responding to COVID-19, so we purposefully took a closer look at the residents from that state. But we also wanted to get an idea of what was happening across the country to see if the trends in California were the same or different from nationwide trends.

## Age



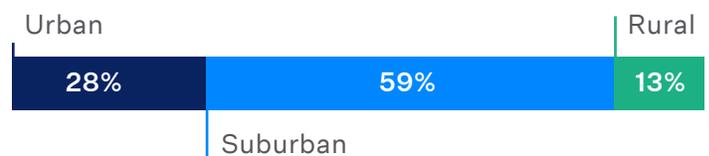
## Gender



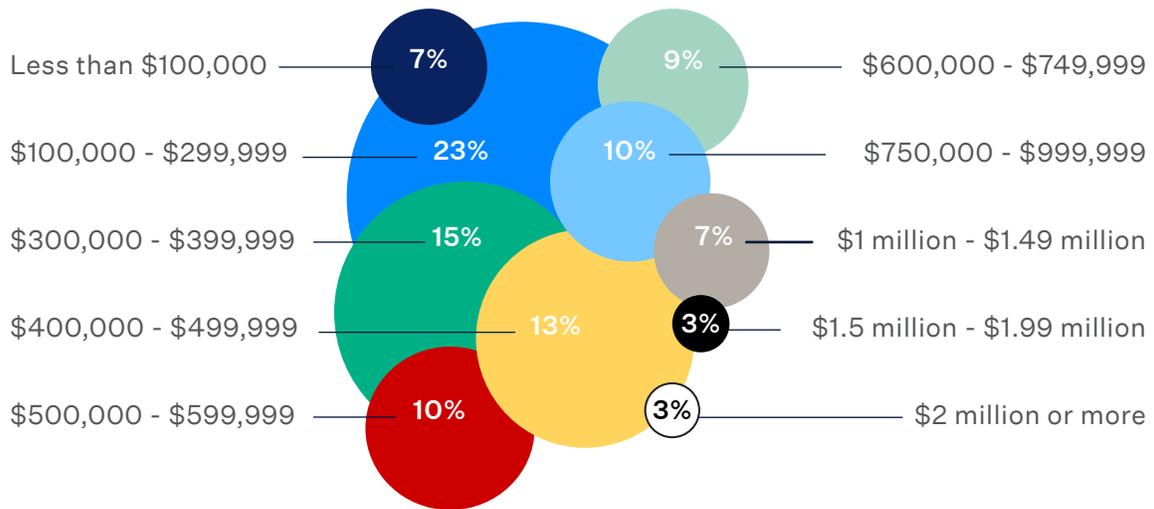
## State Location



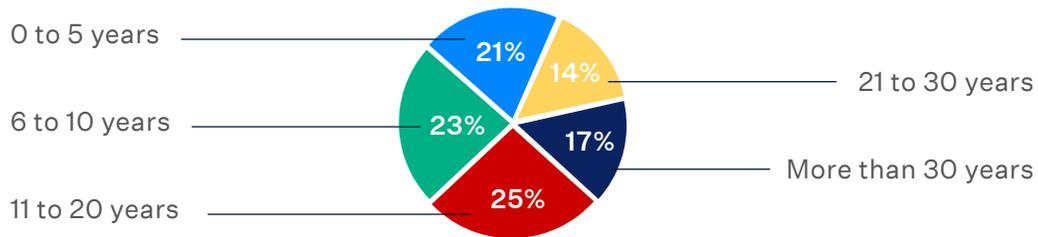
## Location Type



## Home Value

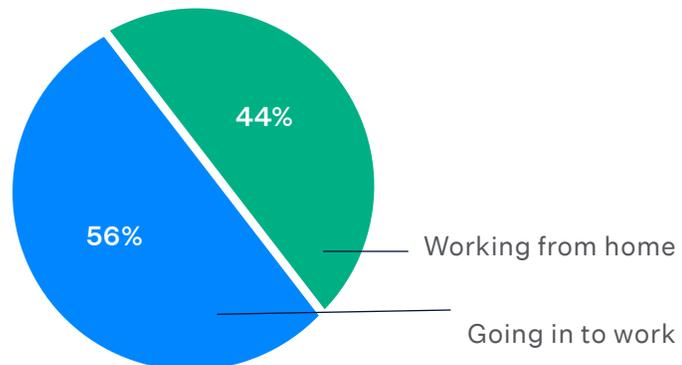


## Current Homeownership Tenure



## Work from home during COVID-19

One unique factor about COVID-19 is that it has forced many people to work from home. We wanted to see if people who were required to stay at home made more or fewer changes than those who continued going to work.



# Millennial homeowners work hard to improve their homes

A young couple is shown in a warm, intimate embrace in a modern kitchen. The woman, with long blonde hair, is wearing a white short-sleeved blouse with a floral pattern and dark jeans. The man, with dark hair, is wearing a dark blue long-sleeved shirt. They are standing in front of a kitchen counter with a black faucet. In the background, there is a window with blinds, a potted plant, and a wall-mounted light fixture. The lighting is soft and warm, creating a cozy atmosphere.

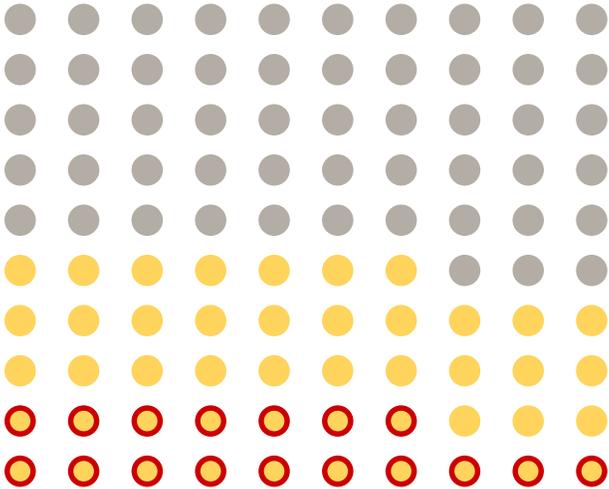
Millennial homeowners (born between 1980 and 1995) were more inclined to tackle home improvement projects in the last six months, with 69% saying they started a project compared to only 50% of Gen X (born between 1965 and 1980) and 42% Baby Boomer (born between 1946 and 1964) and older.

# Power bills are going up across the board

People across the country are seeing their electric bills continue to grow as they spend more time at home and less time out and about. 69% of suburban homeowners have reported an increase in power usage, compared to 61% of those living in urban areas. And 71% of Californians have seen an increase in energy usage compared to 62% of people nationwide.

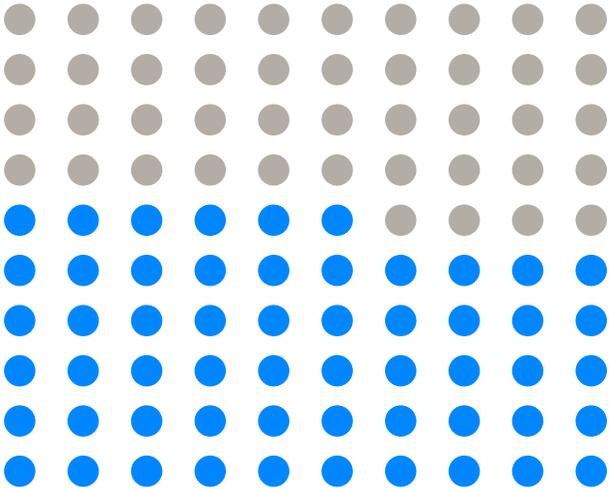
Nearly half (47%) of Americans nationwide are seeing increases in their electricity bills and more than half (56%) of California homeowners are suffering increases. Additionally, 66% of homeowners interested in a battery as a backup energy source to protect them and their homes from brownouts and blackouts say that their monthly power bill increased this summer compared to last summer.

47% of homeowners have seen an increase in their power bill this summer, compared to last.



■ For 1 in 6, bills increased by over \$40

56% of homeowners say COVID-19 has increased their home power use



# How bill increases and brownouts/blackouts have affected people

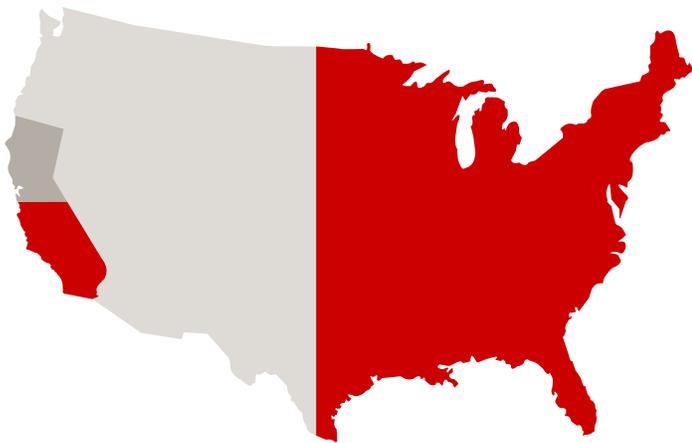
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People find themselves experiencing more outages even though they are paying more and more for electricity. 25% of people have reported that they've already experienced power outages and an additional 20% expect to see power outages in the next few months. These power outages have mostly lasted a few minutes to a few hours, but some have lasted days. The stress of more frequent outages has been compounded by the frustration of rising bills.



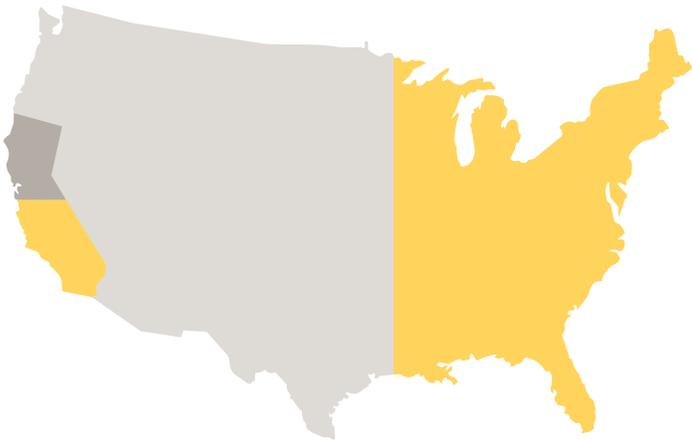
Baby Boomers were most likely to report seeing an increase in their energy bills (74% reported an increase) but 65% of Gen X and 58% of Millennials also reported increases. So it's safe to say that rising energy bills are common across the country, regardless of homeowner age.

Frequent power outages and rising energy bills become an ever-increasing problem with more of us spending additional hours at home. The increased cost and unreliability of traditional power are likely the primary reasons why there's a spiking interest in secondary energy sources, specifically solar home batteries. 38% of homeowners expressed interest in battery power for their homes as a way to guard against the high cost and uncertainty that comes with higher energy demand and more frequent natural disasters.



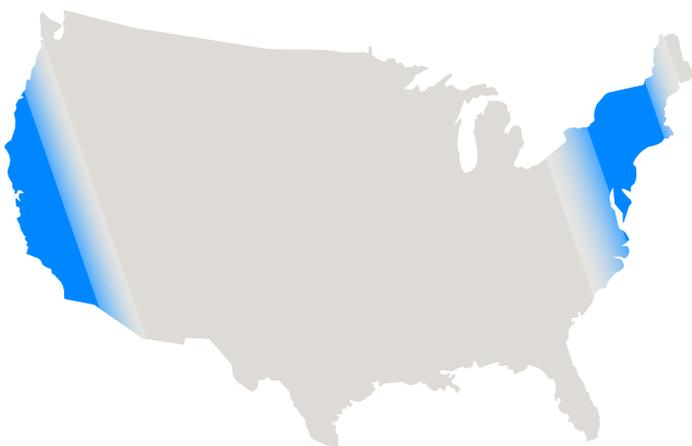
47% of homeowners in the U.S. have higher monthly power bills this summer compared to last summer

56% of California homeowners have higher monthly power bills this summer compared to last summer



33% of people in the U.S. are expecting or experiencing outages

57% of Californians are expecting or experiencing outages



From May 13 - Sept 15, 2020, thousands of households in California and the Northeastern United States powered their home's essential needs during grid outages for a total of 7,583 hours (the equivalent of 315 days) using Sunrun's Brightbox systems.

# Many people are making efforts to improve their lives, and the environment, despite the pandemic.

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Even though it's difficult to make changes during times like these, people across the country do not want to put their lives on hold in the era of COVID-19. Whether they're looking to improve the environment, lower their electricity bills, or protect themselves from brownouts and blackouts, everyone is looking to make certain COVID-inspired changes to improve their lives.

Despite economic hardship, for example, 48% of Millennials still donated to an environmental non-profit organization. This is interesting in comparison to 24% of Gen X and 20% of Baby Boomers who donated because Millennials also seem to be struggling financially more than previous generations. According to respondents' answers, 13% of Millennial homeowners have refinanced their homes because the COVID-induced economic strain made them unable to make their previous payments, whereas only 5% of Gen X and 1% of Baby Boomers had to do the same thing.

# Their reasons may be different, but the solution is the same.

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It should come as no surprise that different groups of people have different wants and needs, but solar panel and home battery systems can help meet many of those different priorities and goals.

If homeowners are looking to improve their homes, their finances, and the environment around them, then they should consider solar panels and solar batteries. A solar + battery system can help protect homes against brownouts and blackouts, lower a homeowner's monthly energy bill, and replace non-renewable sources of energy with clean, reliable energy.



# Conclusion

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People value home improvements, financial improvements, and environmental improvements differently. But no matter which of the three elements a person values the most, a solar energy system (especially with battery) can help meet their needs. Sunrun's network of nearly 500,000 solar homeowners are leading the charge by sharing their experiences with friends, family, and neighbors. Those who have already gone solar play a critical role in helping others realize that solar energy can help them accomplish their goals, even in the era of COVID-19.

If anyone is interested in improving their home, their finances, or the environment, we'd love to help them find out how solar + battery can help meet their specific needs.





# About Sunrun

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Sunrun Inc. (Nasdaq: RUN) is the nation's leading home solar, battery storage, and energy services company.

Founded in 2007, Sunrun pioneered home solar service plans to make local clean energy more accessible to everyone for little to no upfront cost. Sunrun's innovative home battery solution, Brightbox, brings families affordable, resilient, and reliable energy. The company can also manage and share stored solar energy from the batteries to provide benefits to households, utilities, and the electric grid while reducing our reliance on polluting energy sources.

For more information, please visit [sunrun.com](https://sunrun.com)  
Or call 1-855-478-6786



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