

## ADOPTER SURVEY FINAL (1-21-15)

INTRO This survey is about how and why people consider getting solar panels for their home. Solar panels use energy from the sun to allow households to generate their own electricity. The survey also asks about your opinions on the environment and energy use. This survey should take about 15 minutes to complete and is voluntary, secure, and confidential. If you are unable to complete the survey in one session, you can close it and return later using the link provided in your email.

**SECTA Please tell us a little about your solar panels.** If you have more than one home, please answer about your home with solar panels. If you also have a solar water heating system, please limit your responses throughout this survey to your electricity-producing solar panels.

Q1 Do you have solar panels that generate electricity at your home?

- Yes (1)
- No (2)
- Have signed a contract for solar panels, but don't have working panels yet (5)
- Have solar panels installed, but they aren't working now (3)
- Had solar panels on a past home, but have moved (4)

If No Is Selected, Then Skip To Did you talk to a solar installer in ...If Had solar panels on a past ... Is Selected, Then Skip To Did you talk to a solar installer in ...If Have signed a contract for ... Is Selected, Then Skip To Were you personally involved in decid...

Answer If Have solar panels, but they aren't working Is Selected

Q1A Did the solar panels ever generate electricity for your home?

- Yes (1)
- No (2)

Answer If Did the solar panels ever generate electricity for your home? Yes Is Selected

Q1A\_1 Why don't they work now?

Answer If Did the solar panels ever generate electricity for your home? No Is Selected

Q1A\_2 Are they going to be generating electricity within the next 2 months?

- Yes (1)
- No (2)
- Don't know (3)

If Yes Is Selected, Then Skip To Thank you for your time, we are only ...If No Is Selected, Then Skip To Thank you for your time, we are only ...If Don't know Is Selected, Then Skip To Thank you for your time, we are only ...

Q1B Who installed the solar panels at your home?

- You or another member of your household had the panels installed (1)
- The builder of the home installed the panels (2)
- The panels were installed by a prior owner (3)

Answer If Who installed the solar panels at your home? You or another member of your household had the panels installed Is Selected Or Do you have solar panels that generate

electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

Q1B\_1 Were you personally involved in deciding on solar panels for your home?

- Yes (1)
- No (2)

Answer If No Is Selected

Q1B\_1\_NO This survey includes questions about why solar panels were installed at your home. It should be completed by a household member who was involved in making the decision to install solar panels at your home. If such a household member is available to complete this survey, they may access this survey using the same link provided to you. Use the "Previous" button below to go back to the beginning of the survey to start over, click "Next" to continue on to the rest of the survey, or close your browser window to exit the survey and return at a later time.

Answer If The builder of the home installed the panels, and you purchased the system with the new home Is Selected Or The panels were installed by a prior owner Is Selected

Q1B\_2 Were the solar panels important to your decision to buy the home?

- Yes (If so, why?): (1) \_\_\_\_\_
- No (If not, why?): (2) \_\_\_\_\_
- Don't know (3)

Answer If Do you have solar panels that generate electricity at your home? No Is Selected Or Do you have solar panels that generate electricity at your home? Had solar panels on a past home, but have moved Is Selected

Q1C Has your household considered solar panels for your current home, for example whether it is feasible and makes sense for you, or talking with a solar installer?

- Yes (1)
- No (2)
- Considered solar panels for a past home, but have moved (3)

Answer If Did you talk to a solar installer in the process of considering solar panels? No Is Selected Or Did you talk to a solar installer in the process of considering solar panels? Considered solar panels for a past home, but have moved Is Selected Or Did the solar panels ever generate electricity for your home? No Is Selected

INEL Thank you for your time. We are only surveying people who have considered solar panels for their current home, or who have made the decision to install solar panels at their current home. Please click "Next" to exit this survey.

Answer If Did you talk to a solar installer in the process of considering solar panels? Yes Is Selected

NONADOPTER We have a survey specifically for people who have considered but haven't installed solar panels at their home. Please click "Submit" below to switch to that survey.

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q2\_a What is the zip code of your home with solar panels?

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

Q2\_b What is the zip code of your home where you are installing solar panels?

Q3 What prompted you to look into solar panels when you did? Check all that apply.

- Saw advertising or news article (1)
- Offered at a retail store, home show, or community event (13)
- Approached by an installer (18)
- Someone you know talked to you about it (12)
- Saw solar on a home or being installed (11)
- Heard it was more affordable (16)
- Heard about low-money-down options (10)
- Came into some money (9)
- Had group purchase opportunity (8)
- Bought a home/moved (17)
- Considering/adding a major new energy use (electric vehicle, pool, etc.) (7)
- Planning for retirement (6)
- Looking for ways to reduce energy bills (5)
- Planning/doing other work on your home (3)
- Don't know (30)

Answer If What prompted you to look into solar panels when you did? Check all that apply. Planning/doing other work on your home Is Selected

Q3A What work on your home prompted you to look into solar? Check all that apply.

- Roof repair or replacement (1)
- Remodel or addition (2)
- Appliance or equipment replacement (3)
- Energy improvement (4)
- Something else (describe): (5) \_\_\_\_\_

Q3B Please provide any other comments on why you decided to look into solar panels when you did:

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q4\_a What is the name of the company that installed your solar panels?

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

Q4\_b What is the name of the company that is installing your solar panels?

Answer If 1 Is Equal to 2

Q5\_a When did your solar panels start producing electricity?

	Month											
Specify month and year: (1)	January (1)	February (2)	March (3)	April (4)	May (5)	June (6)	July (7)	August (8)	September (9)	October (10)	November (11)	December (12)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Year
2014 (1)
2013 (2)
2012 (3)
2011 (4)
2010 (5)
2009 (6)
2008 (7)
2007 (8)
2006 (9)
2005 (10)
2004 (11)
2003 (12)
2002 (13)
2001 (14)
2000 (15)
...

(Table Truncated)

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected And Do you have solar panels that generate electricity at your home? Yes Is Selected

Q5\_a\_new When did your solar panels start producing electricity?

	Month											
Specify month and year: (1)	January (1)	February (2)	March (3)	April (4)	May (5)	June (6)	July (7)	August (8)	September (9)	October (10)	November (11)	December (12)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Year
2015 (1)
2014 (2)
2013 (3)

2012 (4)
2011 (5)
2010 (6)
2009 (7)
2008 (8)
2007 (9)
2006 (10)
2005 (11)
2004 (12)
2003 (13)
2002 (14)
2001 (15)
2000 (16)
...

(Table Truncated)

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

Q5\_b When do you expect your solar panels will start producing electricity?

	Month											
Specify month and year: (1)	January (1)	February (2)	March (3)	April (4)	May (5)	June (6)	July (7)	August (8)	September (9)	October (10)	November (11)	December (12)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Year						
2014 (1)	2015 (2)	2016 (3)	2017 (4)	2018 (5)	2019 (6)	2020 (7)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q6 Please review the time line below and indicate how long each of the steps took. Below the time line, write in the number of days, months or years it took between each step in the process. Your best guess is fine.

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q6a For each step below, please select the TIME FRAME (i.e., days, months, OR years) that best fits your situation and then specify the NUMBER of days, months, OR years between each step.

	Select time frame			Specify number
	Days (1)	Months (2)	Years (3)	. (1)
How long did it take to from [A] first talking to an installer to [B] signing a contract? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
And how long did it take from [B] signing a contract to [C] having your solar panel system installed and generating electricity? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q6\_O Please provide any additional comments below (optional):

Answer If 1 Is Equal to 2

Q6b When did you sign a contract with your installer to get solar panels?

	Month											
Specify month and year: (1)	January (1)	February (2)	March (3)	April (4)	May (5)	June (6)	July (7)	August (8)	September (9)	October (10)	November (11)	December (12)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Year
2014 (1)
2013 (2)
2012 (3)
2011 (4)
2010 (5)
2009 (6)
2008 (7)
2007 (8)
2006 (9)
2005 (10)
2004 (11)
2003 (12)
2002 (13)
2001 (14)
2000 (15)
...

(Table Truncated)

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

Q6b\_new When did you sign a contract with your installer to get solar panels?

	Month											
Specify month and year: (1)	January (1)	February (2)	March (3)	April (4)	May (5)	June (6)	July (7)	August (8)	September (9)	October (10)	November (11)	December (12)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Year
2015 (1)
2014 (2)
2013 (3)
2012 (4)
2011 (5)
2010 (6)
2009 (7)
2008 (8)
2007 (9)
2006 (10)
2005 (11)
2004 (12)
2003 (13)
2002 (14)
2001 (15)
2000 (16)
...

(Table Truncated)

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

Q6c How long before signing the contract did you first talk to a solar installer?

	Select time frame			Specify number
	Days (1)	Months (2)	Years (3)	. (1)
Please select the TIME FRAME (i.e., days, months, OR years) and then specify the NUMBER of days, months, OR years: (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Q7 How long had you considered solar panels for your current home before first talking to an installer?

- Not at all - talking to the solar installer got you interested (1)
- Less than a month (2)
- 1 to 3 months (3)
- 4 to 6 months (4)
- 7 months to a year (5)
- 1 to 3 years (6)
- 4 to 10 years (7)
- More than 10 years (8)
- Don't know (9)

**SECTB Please tell us about your interactions with solar panel installers and the factors that influenced your decision to install solar panels.**

Q8 How many companies did you talk to about installing solar panels?

- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 or more (6)

Answer If How many companies did you talk to about installing solar panels? 1 Is Selected

Q9\_1 How did you and the installer first connect? Check all that apply.

- You filled out a form on a web site (5)
- At a community event, home show, or retail store (e.g., Home Depot) (6)
- You found them through research (internet search, Angie's List, Yelp, etc.) (7)
- You found them through an ad or news article (radio, television, print, or internet) (8)
- They knocked on your door or left a flyer (9)
- They called, e-mailed, or mailed you (10)
- Previously familiar with the company or employee(s) (11)
- Someone recommended the installer (3)
- Someone gave the installer your name (4)
- Other (describe): (12) \_\_\_\_\_

Answer If How did you and the installer first connect? Check all that apply. Someone recommended the installer Is Selected

Q9\_1a Who recommended the installer? Check all that apply.

- Neighbor (1)
- Coworker (2)
- Friend (3)
- Family (4)
- Someone else (describe): (5) \_\_\_\_\_



Answer If How did you and the installer first connect? Check all that apply. Someone gave the installer your name Is Selected

Q9\_1b Who gave the installer your name? Check all that apply.

- Neighbor (1)
- Coworker (2)
- Friend (3)
- Family (4)
- Someone else (describe): (5) \_\_\_\_\_

Answer If How many companies did you talk to about installing solar panels? 2 Is Selected Or How many companies did you talk to about installing solar panels? 3 Is Selected Or How many companies did you talk to about installing solar panels? 4 Is Selected Or How many companies did you talk to about installing solar panels? 5 or more Is Selected

Q9\_2 Thinking just about the company who installed or will be installing your solar panels, how did you and the installer first connect? Check all that apply.

- You filled out a form on a web site (5)
- At a community event, home show, or retail store (e.g., Home Depot) (6)
- You found them through research (internet search, Angie's List, Yelp, etc.) (7)
- You found them through an ad or news article (radio, television, print, or internet) (8)
- They knocked on your door or left a flyer (9)
- They called, e-mailed, or mailed you (10)
- Previously familiar with the company or employee(s) (11)
- Someone recommended the installer (3)
- Someone gave the installer your name (4)
- Other (describe): (12) \_\_\_\_\_

Answer If Thinking just about the company who installed or will be installing your solar panels, how did you and the installer first connect? Check all that apply. Someone recommended the installer Is Selected

Q9\_2a Who recommended the installer? Check all that apply.

- Neighbor (1)
- Coworker (2)
- Friend (3)
- Family (4)
- Someone else (describe): (5) \_\_\_\_\_

Answer If Thinking just about the company who installed or will be installing your solar panels, how did you and the installer first connect? Check all that apply. Someone gave the installer your name Is Selected

Q9\_2b Who gave the installer your name? Check all that apply.

- Neighbor (1)
- Coworker (2)
- Friend (3)
- Family (4)
- Someone else (describe): (5) \_\_\_\_\_

Answer If How many companies did you talk to about installing solar panels? 2 Is Selected Or How many companies did you talk to about installing solar panels? 3 Is Selected Or How many

companies did you talk to about installing solar panels? 4 Is Selected Or How many companies did you talk to about installing solar panels? 5 or more Is Selected

Q9\_3 Now thinking about the OTHER installer(s) you talked to, how did you and the installer(s) first connect? Check all that apply.

- You filled out a form on a web site (5)
- At a community event, home show, or retail store (e.g., Home Depot) (6)
- You found them through research (internet search, Angie's List, Yelp, etc.) (7)
- You found them through an ad or news article (radio, television, print, or internet) (8)
- They knocked on your door or left a flyer (9)
- They called, e-mailed, or mailed you (10)
- Previously familiar with the company or employee(s) (11)
- Someone recommended the installer(s) (3)
- Someone gave the installer(s) your name (4)
- Other (describe): (12) \_\_\_\_\_

Answer If Now thinking about the OTHER installer(s) you talked to, how did you and the installer(s) first connect? Check all that apply. Someone recommended the installer(s) Is Selected

Q9\_3a Who recommended the installer(s)? Check all that apply.

- Neighbor (1)
- Coworker (2)
- Friend (3)
- Family (4)
- Someone else (describe): (5) \_\_\_\_\_

Answer If Now thinking about the OTHER installer(s) you talked to, how did you and the installer(s) first connect? Check all that apply. Someone gave the installer(s) your name Is Selected

Q9\_3b Who gave the installer(s) your name? Check all that apply.

- Neighbor (1)
- Coworker (2)
- Friend (3)
- Family (4)
- Someone else (describe): (5) \_\_\_\_\_

Q10 How many installers gave you price quotes for each of the following?

Buying solar panels? (1)

Leasing solar panels? (2)

**SECTC People have many different motivations for considering solar panels.**

Q11 While considering solar panels, how important were each of the following factors for you?

	Not at all / Not Applicable (1)	Slightly (3)	Moderately (2)	Very (4)	Extremely (5)	Don't know (6)
Lowering your total electricity costs (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting a good return on your investment (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adding to your home's market value (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection from rising electricity prices in the future (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to use renewable energy (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to use a promising new technology (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reducing your environmental impact (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Setting a positive example for others in your community (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making your home more attractive (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11O Please describe any other factor (besides those listed above) that was very important for you:

Q12 Please indicate whether you agree or disagree with each of the following statements.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	StronglyAgree (5)
If Do you have solar panels that generate electricity at your home? Yes Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was one of the first people in my town or city to install solar panels. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While considering solar, I frequently saw solar installations on other people's homes. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While considering solar, I frequently heard people I know talking about solar panels. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While considering solar, I frequently heard about solar panels through advertising or in the news. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 While considering solar, did you personally know other people with solar panels?

- Yes (1)
- No (2)

Answer If Yes Is Selected

Q13A How many other people with solar panels did you know? Your best guess is fine

- 1 (1)
- 2 (2)
- 3 to 5 (3)
- 6 or more (4)
- Don't know (8)

Answer If How many other people with solar panels did you know? Your best guess is fine 2 Is Selected Or How many other people with solar panels did you know? Your best guess is fine 3 to 5 Is Selected Or How many other people with solar panels did you know? Your best guess is fine 6 or more Is Selected

Q13A\_1 Thinking about these people who already had solar panels, please indicate whether the following statements are true for none, some, or all of them.

	None of them (1)	Some of them (2)	All of them (3)	Don't know (4)
Knowing them made you more inclined to get solar panels (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing them made you less inclined to get solar panels (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are your close friends or family (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They lived in your same town or city (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They were important to your own decision to get solar panels (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You spoke with them about the benefits and costs of solar (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They knew one another personally (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If 1 Is Selected

Q13A\_2 Thinking about this person who already had solar panels, please indicate whether the following statements are true for them:

	Yes (1)	No (2)	Don't know (3)
Knowing them made you more inclined to get solar panels (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing them made you less inclined to get solar panels (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are your close friend or family (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They lived in your same town or city (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They were important to your own decision to get solar panels (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You spoke with them about the benefits and costs of solar (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14a While considering solar, how much difficulty did you have with the following? If the issue did not come up, select None/Not Applicable.

	None / Not Applicable (1)	A Little (2)	Some (3)	A Lot (4)	A Great Deal (5)
Coming up with the money to get solar (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not everyone in your household being convinced (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding a trustworthy and competent installer (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding an installer who would agree to do the work (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permitting, zoning, or neighborhood restrictions (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitability of your home site (shading, orientation, roof structure or condition) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14b While considering solar, how concerned were you about the following? If the concern did not come up, select Not at all/Not Applicable.

	Not at all / Not Applicable (1)	Slightly (2)	Somewhat (3)	Very (4)	Extremely (5)
Affordability (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whether solar was a good financial decision (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whether solar panels offered enough bang for the buck (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking on debt or signing a lease (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equipment quality and reliability over time (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having to perform regular maintenance on the solar panel system (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Risk of damaging your roof (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That solar panels might detract from your home's "curb appeal" (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
That it might be harder to sell your home with solar panels (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14O Please describe any other significant issues you faced:

Q15 How likely are you to recommend solar panels to a friend or neighbor?

- Not At AllLikely0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 (7)
- 7 (8)
- 8 (9)
- 9 (10)
- ExtremelyLikely10 (11)

Q16 How likely are you to recommend your solar installer to a friend or neighbor?

- Not At AllLikely0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- 4 (5)
- 5 (6)
- 6 (7)
- 7 (8)
- 8 (9)
- 9 (10)
- ExtremelyLikely10 (11)

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected  
**SECTD The next questions ask about your experiences with having solar panels installed.**

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected  
 Q17 Please indicate whether you agree or disagree with each of the following statements.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Don't Know (6)
The installation of the panels went smoothly. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Once the contract was signed, the installation of the panels was prompt. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintenance of the solar panels has been minimal. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the way the solar panels look. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others have complimented the way the solar panels look. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I haven't had problems with my roof since installation. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q18 Do you have any regrets about buying or leasing solar panels?

- Yes (1)
- No (2)

Answer If Do you have any regrets about going solar? Yes Is Selected

Q18A What regret(s)?

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q19 Since your panels were installed, have you talked to other people about solar panels?

- Yes (1)
- No (2)

Answer If Yes Is Selected

Q19A How many people have you talked to? Your best guess is fine.

- 1 or 2 (1)
- 3 to 5 (2)
- 6 to 10 (3)
- 11 to 25 (4)
- 26 to 50 (5)
- 51 or more (6)
- Don't know (7)

Answer If Yes Is Selected

Q19B Of those people, about how many live in your town or city?

- None (7)
- 1 or 2 (1)
- 3 to 5 (2)
- 6 to 10 (3)
- 11 to 25 (4)
- 26 to 50 (5)
- 51 or more (6)
- Don't know (8)

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q20 Please read the following list of activities that homeowners might do to share their experiences about going solar. First decide if you have or have not done the activity. If you have not done the activity, decide if you would or would not consider doing it.

	Have Done (2)	Have Not Done, Would Consider (3)	Have Not Done, Would Not Consider (4)
Write an online review to share on a website like Yelp or Angie's List (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk about your solar panels through a social networking site (Facebook, Twitter) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post to an online forum about solar (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide a customer testimonial for your installer's marketing materials (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Host a solar party at your home for others to learn about solar panels (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q21 About how many people have you referred to your installer? Your best guess is fine.

Answer If Text Response Is Greater Than or Equal to 1

Q21A Relative to when your own panels were installed, when did you refer others? Your best guess is fine. Check all that apply.

- Before your panels were installed (1)
- Within 3 months after installation (2)
- 4 months to a year after installation (3)
- More than a year after installation (4)

Answer If Text Response Is Greater Than or Equal to 1

Q21B For how many referrals did you receive a financial reward? Your best guess is fine.

**SECTE The following questions ask about the cost of your solar panels. If you do not recall these details exactly, please provide your best estimate.**

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q22\_a What is the size of your solar panel system? Please answer in kilowatts, number of panels, or both. Your best guess is fine.

Kilowatts (kW): (1)

Number of Panels: (2)

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

Q22\_b What is the size of the solar panel system you are getting? Please answer in kilowatts, number of panels, or both. Your best guess is fine.

Kilowatts (kW): (1)

Number of Panels: (2)



Q23 Did you buy or lease the solar panels for your home?

- Bought (1)
- Leased (2)

Answer If Bought Is Selected

Q24A Did you take out a loan to help pay for your system?

- Yes (1)
- No (2)

Answer If Bought Is Selected

Q24B What was the total cost of your solar panels before any incentives?

Answer If Bought Is Selected

Q24C Even though you purchased your solar panels, did you also have the option to lease them?

- No, leasing wasn't available or wasn't offered by the installer(s) (1)
- No, didn't qualify for leasing (2)
- Yes (3)

Answer If Yes Is Selected

Q24C\_1 How important were each of the following considerations to your decision to buy solar panels instead of leasing them? If the statement does not apply to you, select Not at all Important / Not Applicable.

	Not at all important/ Not Applicable (1)	Somewhat important (2)	Very important (3)
Installer suggested buying over leasing (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying seemed easier than leasing (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying would save you more money than leasing (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerns about signing a long-term lease contract (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying gives you control over the solar panels (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of the people you knew bought (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying solar panels makes it easier to sell your house (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Yes Is Selected

Q24C\_1O Please describe any other important considerations in this decision:



Answer If Did you buy or lease the solar panels for your home? Leased Is Selected

Q27B Even though you leased your solar panels, did you also have the option to buy them?

- Yes, installer offered the option to buy (1)
- No, buying wasn't available or wasn't offered by the installer(s) (2)

Answer If <q1> Even though you leased your solar panels, did you also have the option to buy them?</o:p> Yes Is Selected

Q27B\_1 How important were each of the following considerations to your decision to lease solar panels instead of buying them?If the statement does not apply to you, select Not at all Important / Not Applicable.

	Not at all important/ Not Applicable (1)	Somewhat important (2)	Very important (3)
Didn't have the funds on hand to purchase the solar panels (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installer suggested leasing over buying (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leasing seemed easier than buying (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leasing would save you more money than buying (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The solar company being responsible for maintaining the system and guaranteeing performance (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of the people you knew had leased (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leasing solar panels makes it easier to sell your house (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Answer If Even though you leased your solar panels, did you also have the option to buy them? Yes Is Selected

Q27B\_10 Please describe any other very important considerations in this decision:

Q28 Did you use one of the following approaches to evaluate whether solar panels made economic sense for you? If you used more than one, select the most important.

- Monthly or annual electric bill savings (1)
- Payback time - the time it would take to recover your investment (2)
- Annual rate of return (3)
- Other method (please describe): (4) \_\_\_\_\_
- No, did not evaluate in detail (5)

Answer If How did you evaluate whether solar panels made economic sense for you? If you used more than one... Monthly or annual electric bill savings Is Selected  
SELECTMNTH You selected "Monthly or annual electric bill savings"

Answer If Did you use one of the following approaches to evaluate whether solar panels made economic sense... Monthly or annual electric bill savings Is Selected

Q29 Based on that estimation, what did you expect your savings to be?

- Monthly savings (Specify \$/month): (1) \_\_\_\_\_
- Or, annual savings (Specify \$/year): (2) \_\_\_\_\_
- Don't know (3)

Answer If How did you evaluate whether solar panels made economic sense for you? If you used more than one metric, please select the metric that was the most important to your decision. Monthly or annual electric bill savings Is Selected And Do you have solar panels that generate electricity at your home? Yes Is Selected

Q29B Based on your system's performance so far, please rate your actual savings compared to what you originally estimated.

- Saving a lot more than expected (1)
- Saving somewhat more than expected (2)
- Saving about what was expected (3)
- Saving somewhat less than expected (4)
- Saving a lot less than expected (5)
- Don't Know (6)
- Too Early to Tell (7)

Answer If How did you evaluate whether solar panels made economic sense for you? If you used more than one... Payback time Is Selected  
SELECTPYBK You selected "Payback time"

Answer If How did you evaluate whether solar panels made economic sense for you? If you used more than one... Payback time Is Selected

Q30A Based on that estimation, how long did you expect your payback time would be?

- Specify years: (1) \_\_\_\_\_
- Don't know (2)

Answer If How did you evaluate whether solar panels made economic sense for you? If you used more than one metric, please select the metric that was the most important to your decision. Payback time - the time it would take to recover your investment Is Selected And Do you have solar panels that generate electricity at your home? Yes Is Selected

Q30B Based on your system's performance so far, please rate your payback time compared to what you originally estimated.

- Paying back a lot faster than expected (1)
- Paying back somewhat faster than expected (2)
- Paying back about how expected (3)
- Paying back somewhat slower than expected (4)
- Paying back a lot slower than expected (5)
- Don't Know (6)
- Too Early to Tell (7)

Answer If How did you evaluate whether solar panels made economic sense for you? If you used more than one... Return on investment Is Selected

SELECTROI You selected "Annual rate of return".

Answer If &lt;q1&gt; How did you evaluate whether solar panels made economic sense for you? If you used more than one metric, please select the metric that was the most important to your decision.<o:p></o:p> Return on investment Is Selected

Q31A Based on that estimation, what did you expect your annual rate of return to be?

- Specify % per year: &#160 (1) \_\_\_\_\_
- Don't know (2)

Answer If How did you evaluate whether solar panels made economic sense for you? If you used more than one metric, please select the metric that was the most important to your decision. Annual rate of return Is Selected And Do you have solar panels that generate electricity at your home? Yes Is Selected

Q31B Based on your system's performance so far, please rate your annual rate of return compared to what you originally estimated.

- Getting a lot higher return than expected (1)
- Getting somewhat higher return than expected (2)
- Getting about the expected return (3)
- Getting somewhat lower return than expected (4)
- Getting a lot lower return than expected (5)
- Don't Know (6)
- Too Early to Tell (7)

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

**SECTF\_ADOP Next, we would like to learn about your electricity costs both before and after installing solar.**

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

**SECTF\_PRE Next, we would like to learn about your electricity costs.**

Q32 Who is your electricity service provider?

Q33 Does your electricity service provider also provide you with natural gas, water, or another utility?

- Yes (1)
- No (2)

Answer If Does your electricity service provider also provide you with natural gas, water, or another utility? Yes Is Selected

NOTE Please answer the following questions regarding the electricity portion of your bill.

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q34A Before installing solar panels, about how much did you spend on electricity in a typical WINTER month?

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

Q34A\_1 About how much do you spend on electricity in a typical WINTER month?

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q34B After installing solar panels, about how much do you now spend on electricity in a typical WINTER month? Do not include any payments you might make for the solar panels or for the power they produce.

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q34C Before installing solar panels, about how much did you spend on electricity in a typical SUMMER month?

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

Q34C\_1 About how much do you spend on electricity in a typical SUMMER month?

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

Q34D After installing solar panels, about how much do you now spend on electricity in a typical SUMMER month? Do not include any payments you might make for the solar panels or for the power they produce.

**SECTG Please tell us a little more about your views on solar panels and on energy and environmental issues.**

Q35 To what extent do you agree or disagree with the following?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Don't Know (6)
I feel a personal obligation to do my part to move the country to a renewable energy future. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a personal obligation to do my part to prevent climate change. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel guilty when I waste energy. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change is a serious problem for society. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If more households get solar panels, environmental quality will improve. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solar panels help slow down climate change. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having solar panels is a good way to reduce my environmental impact. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If Do you have solar panels that generate electricity at your home? Yes Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using solar helps protect my family from rising electricity prices in the future. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using solar will help protect my family from rising electricity prices in the future. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installing solar provides a great return on a family's investment. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If Do you have solar panels that generate electricity at your home? Yes Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using solar saves me money. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using solar will save me money. (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If Do you have solar panels that generate electricity at your home? Yes Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having solar panels on my home helps meet my family's needs. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having solar panels on my home will help meet my family's needs. (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SECTH We would like to know a little about what is important to you.**

Q36 Please rate how important each of these is as a guiding principle in your life.

	Not at all important (1)	Slightly Important (2)	Somewhat important (3)	Very Important (4)	Extremely Important (5)	Opposed to my values (6)
Protecting the environment, preserving nature (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respecting the earth, harmony with other species (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unity with nature, fitting into nature (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A world at peace, free of war and conflict (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social justice, correcting injustice, care for the weak (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equality, equal opportunity for all (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honoring parents and elders, showing respect (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family security, safety for loved ones (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-discipline, self-restraint, resistance to temptation (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Authority, the right to lead or command (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influential, having an impact on people and events (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wealth, material possessions, money (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A varied life, filled with challenge, novelty, and change (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An exciting life, stimulating experiences (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Curious, interested in everything, exploring (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**SECTI Please tell us a little more about how you make decisions.**

Q37 Suppose that you are offered a ticket for a lottery in which 5 people participate, giving you a 1 in 5 chance of winning. The prize is equal to \$5,000. What is the most you would pay for this lottery ticket?

Q38 Suppose that you are offered \$5,000 cash today. You have the opportunity to instead receive a larger cash payment in exactly one year, worth more than \$5,000. What would the future payment need to be for you to pass up the payment today?



Q39 To what extent do the following statements describe you?

	Not at all like me (1)	Not much like me (2)	Somewhat like me (3)	Quite a lot like me (4)	Just like me (5)
Before buying a new brand, I usually ask someone who has experience with the brand for advice. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy a new product or service, I often ask acquaintances with experiences from the product/service. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I'm interested in buying a new product/service, I usually trust the opinions of friends who have used the product/service. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I continuously look for new products and brands. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I continuously look for new experiences from new products. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to visit places where I'm exposed to information about new products and brands (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q40 In what year was your home built? Your best estimate is fine.

Q44 In what year did you move into your house? Your best estimate is fine.

Q41 How many square feet of living space are there in your residence (exclude garages, basements, and unheated porches). Your best estimate is fine.

Q42 At any time in the past, have you made the following energy improvements to your current home? Check all that apply.

- Efficient furnace, A/C, or water heater (1)
- Efficient appliance(s) (2)
- Efficient lighting (3)
- Efficient windows (4)
- Added insulation (5)
- Weatherized or air-sealed home (6)
- Sealed or insulated ducts (7)
- None of these (9)

Answer If At any time in the past, have you made the following energy improvements to your current home? Ch... Efficient furnace, A/C, or water heater Is Selected

Q43\_a How many years ago did you upgrade your furnace, A/C, or water heater? If done more than once, please answer for the most recent time. Your best estimate is fine.

- Not yet completed (1)
- Less than a year ago (2)
- Years ago (Specify): (3) \_\_\_\_\_
- Don't know (4)

Answer If At any time in the past, have you made the following energy improvements to your current home? Ch... Efficient windows Is Selected

Q43\_b How many years ago did you upgrade your windows? If done more than once, please answer for the most recent time. Your best estimate is fine.

- Not yet completed (1)
- Less than a year ago (2)
- Years ago (Specify): (3) \_\_\_\_\_
- Don't know (4)

Answer If At any time in the past, have you made the following energy improvements to your current home? Ch... Added insulation Is Selected

Q43\_c How many years ago did you add insulation? If done more than once, please answer for the most recent time. Your best estimate is fine.

- Not yet completed (1)
- Less than a year ago (2)
- Years ago (Specify): (3) \_\_\_\_\_
- Don't know (4)

Answer If At any time in the past, have you made the following energy improvements to your current home? Ch... Weatherized or air-sealed home Is Selected

Q43\_d How many years ago did you weatherize or air-seal your home? If done more than once, please answer for the most recent time. Your best estimate is fine.

- Not yet completed (1)
- Less than a year ago (2)
- Years ago (Specify): (3) \_\_\_\_\_
- Don't know (4)

Answer If At any time in the past, have you made the following energy improvements to your current home? Ch... Sealed or insulated ducts Is Selected

Q43\_e How many years ago did you seal or insulate your ducts? If done more than once, please answer for the most recent time. Your best estimate is fine.

- Not yet completed (1)
- Less than a year ago (2)
- Years ago (Specify): (3) \_\_\_\_\_
- Don't know (4)

Q45 Based on current plans, for approximately how many more years do you plan to stay in this house?

- Less than a year (1)
- Specify number of years: (2) \_\_\_\_\_
- For the rest of your life (3)
- Don't know (4)

Q46 Which of the following do you have? Check all that apply.

- Swimming pool (1)
- Air conditioning (2)
- Plug-in electric vehicle (4)
- Hybrid vehicle (5)
- None of the above (8)

Q47 When it comes to politics, do you usually think of yourself as liberal, moderate, conservative, or something else?

- Very Liberal (1)
- Liberal (2)
- Moderate or Middle of the Road (3)
- Conservative (4)
- Very Conservative (5)
- Don't Know or Not Political (6)
- Something else (describe): (7) \_\_\_\_\_

Q48 Would you describe your political affiliation as Democrat, Republican, Independent, or Tea Party?

- Democrat (1)
- Republican (2)
- Independent (3)
- Tea Party (4)
- Don't Know or Not Political (6)

Q49 How many people live in your house (including yourself)?

Adults (18 years and over): (1)

Children (under 18 years): (2)

Q50 What is your gender? Are you:

- Male (1)
- Female (2)

Q51 What is your age?

Q52 What is the highest level of education you have completed?

- Less than High School (1)
- High School / GED (2)
- Some College (1-4 years, no degree) (3)
- Associate's degree (including occupational or academic degrees) (4)
- Bachelor's degree (BA, BS, AB, etc.) (5)
- Master's degree (MA, MS, MENG, MSW, etc.) (6)
- Professional degree (MD, DDC, JD, etc.) (7)
- Doctoral degree (PhD, EdD, etc.) (8)

Q164 How would you describe your current financial situation? Would you say you...

- Live comfortably (4)
- Meet your basic expenses with a little left over for extras (5)
- Just meet your basic living expenses (6)
- Don't have enough to meet basic expenses (7)

Q53 What is your annual household income before taxes?

- Less than \$25,000 (1)
- \$25,000 to \$49,999 (2)
- \$50,000 to \$74,999 (3)
- \$75,000 to \$99,999 (4)
- \$100,000 to \$149,999 (5)
- \$150,000 to \$199,999 (6)
- \$200,000 to \$299,999 (7)
- \$300,000 to \$399,999 (8)
- \$400,000 or more (9)
- Prefer not to answer (10)

Q54 Are you retired?

- Yes (1)
- No (2)

Answer If Are you retired? Yes Is Selected

Q54\_YES Approximately how many years ago did you retire?

Answer If Are you retired? No Is Selected

Q54\_NO Approximately how many years do you want to retire?

- Specify number of years: (1) \_\_\_\_\_
- Never (2)
- Don't know (3)

CONSENT Thanks! You have reached the end of the survey. May we contact you again in the future about participating in further studies on solar?

- Yes (1)
- No (2)

Answer If Yes Is Selected

CONSENT\_YE Thank you! We will ask you for your preferred contact information on the next page. It will be kept confidential and separate from your survey responses.

Answer If Do you have solar panels that generate electricity at your home? Yes Is Selected

ENDCOMM\_1 Please provide any other comments you have about your experiences deciding on, installing or having solar panels for your home in the space below.

Answer If Do you have solar panels that generate electricity at your home? Have signed a contract for solar panels, but don't have working panels yet Is Selected

ENDCOMM\_2 Please provide any other comments you have about your experiences getting solar panels for your home in the space below.

END When you are ready, click "Submit" to submit your completed survey. You will be taken to a separate page where you will have the option of entering a drawing for one of three \$150 gift cards.