

## CONSIDERER (NAC) 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 consideration of solar panels.** If you have more than one home, please answer about the home for which you considered solar panels. If you also have or have considered a solar water heating system, please limit your responses to 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 Yes Is Selected, Then Skip To We have a survey specifically for peo...If Have signed a contract for ... Is Selected, Then Skip To We have a survey specifically for peo...If Have solar panels installed... Is Selected, Then Skip To We have a survey specifically for peo...

Q1a 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 or installed solar panels, but have moved (3)

If Considered or installed sol... Is Selected, Then Skip To This survey includes questions for pe...If No Is Selected, Then Skip To This survey includes questions for pe...

Q1b Were you personally involved in considering solar panels for your home?

- Yes (1)
- No (2)

Answer If Were you personally involved in considering solar panels for your home? No Is Selected

**INVOLVED** This survey includes questions about why your household considered solar panels. It should be completed by a household member who was involved in considering 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 Has your household considered solar panels for your current home, for example whether it is feasi... No Is Selected Or Has your household considered solar panels for your current home, for example whether it is feasi... Considered or installed solar panels, but have moved Is Selected

END 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 Do you have solar panels that generate electricity at your home? Yes 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 Or Do you have solar panels that generate electricity at your home? Have solar panels installed, but they aren't working now Is Selected

ADOPTER We have a survey specifically for people who have solar panels or who are in the process of having solar panels installed at their home. Please click "Submit" below to switch to that survey.

Q2 How seriously would you say your household has considered or is considering solar panels for your home?

- Slightly seriously (4)
- Moderately seriously (5)
- Very seriously (6)
- Extremely seriously (7)
- Don't Know (8)

Q3 While considering solar panels, which of the following did you or someone in your household do? Check all that apply.

- Talked to a solar installer (1)
- Talked with other homeowners who have solar panels (2)
- Talked with a contractor or other home professional (3)
- Researched solar panels or installers (publications, internet, stores, news) (4)

Answer If Talked with a contractor or other home professional Is Selected

Q3a You selected "talked with a contractor or other home professional" Did this make you less or more inclined to get solar panels?

- Much less inclined (1)
- Somewhat less inclined (2)
- Neutral (3)
- Somewhat more inclined (4)
- Much more inclined (5)

Answer If Researched solar panels or installers (publications, internet, stores, news) Is Selected

Q3b You selected "researched solar panels or installers" Did this make you less or more inclined to get solar panels?

- Much less inclined (1)
- Somewhat less inclined (2)
- Neutral (3)
- Somewhat more inclined (4)
- Much more inclined (5)

Q4 Which of the following best describes your thinking on solar panels for your home?

- Not currently considering solar panels (4)
- Still considering or undecided (5)
- Have decided to install solar but haven't signed with a particular installer (6)
- Other (describe): (7) \_\_\_\_\_
- Don't know (8)

Answer If What might cause you to (re)consider solar panels in the future? Check all that apply. Lower cost Is Selected

Q4a In the next 2 years, how likely are you to (re)consider solar?

- Not at all likely (1)
- Slightly likely (2)
- Somewhat likely (3)
- Very likely (4)
- Extremely likely (5)
- Don't know (6)

Answer If In the next 2 years, how likely are you to (re)consider solar? Slightly likely Is Selected Or In the next 2 years, how likely are you to (re)consider solar? Somewhat likely Is Selected Or In the next 2 years, how likely are you to (re)consider solar? Very likely Is Selected Or In the next 2 years, how likely are you to (re)consider solar? Extremely likely Is Selected

Q4b What might cause you to (re)consider solar panels in the future? Check all that apply.

- Lower cost (4)
- Better payback/returns (5)
- Improved household finances (6)
- Moving (7)
- Improved technology (8)
- Something else (describe): (9) \_\_\_\_\_
- Don't know (10)

Q5 What is the zip code of your home for which you considered solar panels?

Q6 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

Q6a 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) \_\_\_\_\_

Q6b Please provide any other comments on why you decided to look into solar panels when you did:

Answer If While considering solar panels, which of the following did you or someone in your household do? C... Talked to a solar installer Is Selected

**SECTB Please tell us about your interactions with solar panel installers.**

Answer If 1 Is Equal to 2

Q7 When did you first talk to a solar installer?

	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 While considering solar panels, which of the following did you or someone in your household do? C... Talked to a solar installer Is Selected

Q7\_new When did you first talk to a solar installer?

	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 While considering solar panels, which of the following did you or someone in your household do? C... Talked to a solar installer Is Selected

Q8 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)

Answer If While considering solar panels, which of the following did you or someone in your household do? C... Talked to a solar installer Is Selected

Q9 How many companies have you talked to about installing solar panels?

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

Answer If While considering solar panels, which of the following did you or someone in your household do? C... Talked to a solar installer Is Selected

Q10 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 How did you and the installer first connect? Check all that apply. Someone recommended them Is Selected

Q10a Who recommended the installer(s)? 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 your name to them Is Selected

Q10b Who gave the installer(s) your name? Check all that apply.

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

Answer If While considering solar panels, which of the following did you or someone in your household do? Check all that apply. Talked to a solar installer Is Selected

Q10\_2 How many installers gave you price quotes for each of the following:

- Buying solar panels? (1)
- Leasing solar panels? (2)

Answer If While considering solar panels, which of the following did you or someone in your household do? C... Talked to a solar installer Is Selected

Q11 Did your interactions with installer(s) make you less or more inclined to get solar panels?

- Much less inclined (1)
- Somewhat less inclined (3)
- Neutral (4)
- Somewhat more inclined (5)
- Much more inclined (6)

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

Q12 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"/>

Q12O Please describe any other factor (besides those listed above) that was very important for you:

Q13 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)
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"/>

Q14 While considering solar, did you personally know other people with solar panels?

- Yes (1)
- No (2)

Answer If Yes Is Selected

Q14A 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

Q14A\_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 or 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 you considering 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

Q14A\_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 you considering 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"/>

Q15a 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"/>

Answer If While considering solar, how much difficulty did you have with the following? If the issue did no... - <b>Some</b> Is Greater Than 0 Or While considering solar, how much difficulty did you have with the following? If the issue did no... - <b>A Lot</b> Is Greater Than 0 Or While considering solar, how much difficulty did you have with the following? If the issue did no... - <b> A Great Deal</b> Is Greater Than 0 Or While considering solar, how much difficulty did you have with the following? If the issue did no... - <b>A Little</b> Is Greater Than 0

Q15b Have any of these issues stopped you from getting solar panels?

	Yes (1)	No (2)	Don't know (3)
[LOGIC REMOVED] Coming up with the money to get solar (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Not everyone in your household being convinced (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Finding a trustworthy and competent installer (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Finding an installer who would agree to do the work (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Permitting, zoning, or neighborhood restrictions (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Suitability of your home site (shading, orientation, roof structure or condition) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16a 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"/>

Answer If While considering solar, how concerned were you about the following? If the concern did not come up, select Not at all/Not Applicable. - **Somewhat** Is Greater Than 0 Or While considering solar, how concerned were you about the following? If the concern did not come up, select Not at all/Not Applicable. - **Very** Is Greater Than 0 Or While considering solar, how concerned were you about the following? If the concern did not come up, select Not at all/Not Applicable. - **Extremely** Is Greater Than 0 Or While considering solar, how concerned were you about the following? If the concern did not come up, select Not at all/Not Applicable. - **Slightly** Is Greater Than 0

Q16b Have any of these concerns stopped you from getting solar panels?

	Yes (1)	No (2)	Don't know (3)
[LOGIC REMOVED] Affordability (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Whether solar was a good financial decision (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Whether solar panels offered enough bang for the buck (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Taking on debt or signing a lease (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Equipment quality and reliability over time (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Having to perform regular maintenance on the solar panel system (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] Risk of damaging your roof (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] That solar panels might detract from your home's "curb appeal" (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[LOGIC REMOVED] That it might be harder to sell your home with solar panels (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17O Other than these difficulties and concerns, what else has stopped you from getting solar panels?

Q18 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)

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

Q19 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 (describe): (4) \_\_\_\_\_
- No, did not evaluate in detail (5)

Answer If Monthly or annual electric bill savings Is Selected

SELECTMNTH You selected "Monthly or annual electric bill savings"

Answer If Monthly or annual electric bill savings Is Selected

Q19a 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 Payback time – the time it would take to recover your investment Is Selected

SELECTPAYB You selected "Payback time".

Answer If Payback time – the time it would take to recover your investment Is Selected

Q19b Based on that estimation, how long did you expect your payback time would be?

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

Answer If Annual rate of return Is Selected

SELECTROI You selected "Annual rate of return".

Answer If Annual rate of return Is Selected

Q19c Based on that estimation, what did you expect your annual rate of return to be?

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

Q20 Is the following true for you? I've heard that it's possible to lease solar panels instead of buying them.

- Yes (1)
- No (2)

ELECT Next, we would like to learn about your electricity costs.

Q21 Who is your electricity service provider?

Q22 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.

Q23 About how much do you spend on electricity in a typical WINTER month?

Q24 About how much do you spend on electricity in a typical SUMMER month?

SECTD2 Please tell us a little more about your views on solar panels and on energy and environmental issues.

Q25 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 would be 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"/>
Using solar would help 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"/>
Installing solar would provide 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"/>
Using solar would save me money. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having solar panels on my home would help meet my family's needs. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The process of installing solar is a hassle. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I may not be in my home long enough to get the benefits of investing in solar. (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The prices of solar power keep going down, so it is wise to wait before deciding whether to install it. (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solar panel technology will only get better, so it doesn't make sense to get them now. (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Q26 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"/>

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

Q27 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?

Q28 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?

Q29 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"/>

Q30 In what year was your home built? Your best estimate is fine.

Q31 In what year did you move into your house? Your best estimate is fine.

Q32 How many square feet of living space are there in your residence (exclude garages, basements, and unheated porches). Your best estimate is fine.

Q33 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

Q34a 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

Q34b 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

Q34c 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

Q34d 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

Q34e How many years ago did you seal or insulate 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)



Q35 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)

Q36 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)

Q37 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) \_\_\_\_\_

Q38 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)

Q39 How many people live in your house (including yourself)?

Adults (18 years and over): (1)

Children (under 18 years): (2)

Q40 What is your gender? Are you:

- Male (1)
- Female (2)

Q41 What is your age?

Q42 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)

Q43 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)

Q44 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)

Q45 Are you retired?

- Yes (1)
- No (2)

Answer If Are you retired? Yes Is Selected

Q45\_YES Approximately how many years ago did you retire?

Answer If <q1>Are you retired?&nbsp;<o:p></o:p> No Is Selected

Q45\_NO In approximately how many years do you plan to retire?

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

Answer If Random Is Equal to 1

WB\_1 You received this survey because you previously indicated an interest in solar to one or more businesses who provided us with your contact information. Since the solar market is rapidly evolving, it's possible that circumstances have changed since you last looked into solar. For example, a study by the Lawrence Berkeley National Laboratory found that solar has become cheaper, with the average price of an installed solar panel system falling by more than 23% since 2011.<sup>1</sup>

Answer If Random Is Equal to 2

WB\_2 You received this survey because you previously indicated an interest in solar to one or more businesses who provided us with your contact information. Since the solar market is rapidly evolving, it's possible that circumstances have changed since you last looked into solar. For example, a study by the Lawrence Berkeley National Laboratory found that solar has become cheaper, with the average price of an installed solar panel system falling by more than 23% since 2011.<sup>1</sup>

Answer If Random Is Equal to 3

WB\_3 You received this survey because you previously indicated an interest in solar to one or more businesses who provided us with your contact information. Since the solar market is rapidly evolving, it's possible that circumstances have changed since you last looked into solar.

Answer If HAS\_INSTALLER Is Equal to 1

WBres\_1 If you are still interested in solar panels, we can put you back in contact with \${e://Field/Install\_Name}, the solar company that was previously in contact with you about solar. Would you like to be contacted by \${e://Field/Install\_Name}?

- Yes, please have \${e://Field/Install\_Name} contact me. Note: Your survey responses are confidential and will not be shared. We do not necessarily recommend solar, or any solar business. This should not be interpreted as an endorsement in any form. (4)
- No, I do not want to be contacted by \${e://Field/Install\_Name} at this time. (5)
- No, I have no interest in getting solar panels. (6)

Answer If HAS\_INSTALLER Is Equal to 0 Or HAS\_INSTALLER Is Empty

WBres\_2 If you are still interested in solar panels, we can put you in contact with a solar company operating in your area. Would you like to be contacted by a solar company and receive a quote?

- Yes, please have a solar company contact me and provide me a quote. Note: Your survey responses are confidential and will not be shared. We do not necessarily recommend solar, or any solar business. This should not be interpreted as an endorsement in any form. (4)
- No, I do not want to be contacted by a solar company at this time. (5)
- No, I have no interest in getting solar panels. (6)

Answer If you are still interested in solar panels, we can put you back in contact with [installer name]... Yes, please have [installer name] contact me. **Note:** Your survey responses are confidential and will not be shared. We do not necessarily recommend solar, or any solar business. This should not be interpreted as an endorsement in any form. Is Selected Or If you are still interested in solar panels, we can put you back in contact with [installer name]... No, I do not want to be contacted by [installer name] at this time. Is Selected

EMAIL There are a number of websites that can help you to determine whether solar is right for you. Would you like to receive an email with links to websites providing information on solar panels and solar installers?

- Yes, send me a one-time e-mail with links to information on solar. Your contact information will not be shared with any third-parties. (4)
- No, don't send me the informational e-mail (5)

Q46 Please provide any other comments you have about your experiences considering or deciding on solar panels for your home.

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.

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.