

GENERAL POPULATION SURVEY (GPS) FINAL (6-12-14) – WITH VARIABLE NAMES

OWN Do you own or rent the home you live in now?

- Own (1)
- Rent (2)
- Other (3)

If Rent Is Selected, Then Skip To Thank you for your time. Unfortunatel...If Other Is Selected, Then Skip To Thank you for your time. Unfortunatel...

HOME What type of home do you live in?

- Single-family detached house (1)
- Single-family attached house (e.g. duplex, townhouse) (2)
- Apartment/Condo in a house or a building with 2-4 units (3)
- Apartment/Condo in a building with 5 or more units (4)
- Mobile home (5)
- Other (6)

If Apartment/Condo in a house ... Is Selected, Then Skip To Thank you for your time. Unfortunatel...If Apartment/Condo in a buildi... Is Selected, Then Skip To Thank you for your time. Unfortunatel...If Mobile home Is Selected, Then Skip To Thank you for your time. Unfortunatel...If Other Is Selected, Then Skip To Thank you for your time. Unfortunatel...

F5 Do you already have solar panels on your home?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To Thank you for your time. Unfortunatel...

STATE Which state do you live in?

- Arizona (3)
- California (4)
- New Jersey (1)
- New York (state) (2)
- Another state (please specify): (5) _____

If Another state (please speci... Is Not Empty, Then Skip To Thank you for your time. Unfortunatel...

Answer If Do you own or rent the home you live in now? Rent Is Selected Or Do you own or rent the home you live in now? Other Is Selected Or What type of home do you live in? Apartment/Condo in a house or a building with 2-4 units Is Selected Or What type of home do you live in? Apartment/Condo in a building with 5 or more units Is Selected Or What type of home do you live in? Mobile home Is Selected Or What type of home do you live in? Other Is Selected Or Do you already have solar panels on your home? Yes Is Selected Or Which state do you live in? Another state (please specify): Is Selected

INT1 Thank you for your time. Unfortunately, you are not qualified to continue the survey. Please click the "submit" button below. Thank you!

If Thank you for your time. Un... Is Displayed, Then Skip To End of Block

AGE What is your age?

Years: (1)

EDUC 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)

INTRO This survey is about your opinions on solar panels for homes. 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.

GROUP1 Please tell us about your familiarity with solar panels. Which of the following statements are true for you?

	Yes (1)	No (0)
(F1) I have personally seen solar panels installed on someone's home. (1)	<input type="radio"/>	<input type="radio"/>
(F2) I have thought about getting solar panels for my home. (2)	<input type="radio"/>	<input type="radio"/>
(TRIG1) A friend or neighbor has recently installed solar panels. (3)	<input type="radio"/>	<input type="radio"/>
(TRIG3) In the last six months, I have seen or heard advertisements from companies that install solar panels. (4)	<input type="radio"/>	<input type="radio"/>
(TRIG2) My family has recently received advertising or a call from a company that installs solar panels. (5)	<input type="radio"/>	<input type="radio"/>
(TRIG4) In the last six months, I have seen political advertisements about solar policies. (6)	<input type="radio"/>	<input type="radio"/>
(N1) I know more than one person with solar panels on their home. (7)	<input type="radio"/>	<input type="radio"/>
(N2) Several people in my neighborhood have installed solar panels. (8)	<input type="radio"/>	<input type="radio"/>
(N3) I have talked about solar panels with someone who has already installed them on their home. (9)	<input type="radio"/>	<input type="radio"/>
(F3) I've heard that it's possible to lease solar panels instead of buying them. (10)	<input type="radio"/>	<input type="radio"/>
(F4) I have already spoken with a solar company about possibly installing solar panels on my home. (11)	<input type="radio"/>	<input type="radio"/>

GROUP2 Please tell us a little about how you make purchasing decisions. 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)
(CIJM1) 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"/>

(CIJM2) Before I buy a new product or service, I often ask acquaintances about their experiences with that product or service. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(CIJM3) When considering 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"/>
(CNS1) I continuously look for new products and brands. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(CNS2) 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"/>
(CNS4) 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"/>

GROUP3 We would like to know about what is important to you. Please rate how important each of these is as a guiding principle in YOUR life. For each principle, you may indicate that it is "Opposed to My Values".

	Not at all important (1)	Slightly important (2)	Somewhat important (3)	Very important (4)	Extremely important (5)	OPPOSED TO MY VALUES (0)
(VB1) Protecting the environment, preserving nature (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(VB2) 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"/>
(VB3) 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"/>
(VA1) 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"/>
(VA2) 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"/>
(VA3) Equality, equal opportunity for all (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(VT1) 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"/>
(VT2) 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"/>
(VT3) 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"/>
(VE1) 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"/>
(VE2) 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"/>
(VE4) Wealth, material possessions, money (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(VO1) 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"/>
(VO2) An exciting life, stimulating experiences (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not at all Important (1)	Slightly Important (2)	Somewhat Important (3)	Very Important (4)	Extremely Important (5)	OPPOSED TO MY VALUES (0)
(VO3) Curious, interested in everything, exploring (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GROUP5 We would like to know about your thoughts on environmental and energy issues. To what extent do you agree or disagree with the following statements?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Don't Know (99)
(PN1) 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"/>
(PN2) 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"/>
(PN3) 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"/>
(E2) 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"/>
(BTE7) Using solar could protect my family from electricity blackouts. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(BB1) If more households get solar panels, environmental quality will improve. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(BB2) Solar panels help slow down climate change. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(BB3) Having solar panels would be a good way to reduce my environmental impact. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(BTE8) Using solar will help protect my family from rising electricity prices in the future. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(BE13) Installing solar provides a great return on a family's investment. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(BE10) Using solar would save me money. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Co3) Having solar panels on my home would help meet my family's needs. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(BE11) Solar panels would increase my property value. (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(M3) Installing solar panels could damage my home. (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(BO15) I would worry about having solar panels because it would be an unfamiliar experience. (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Don't Know (99)
(BTE9) Installing solar panels is a risky thing for a household to do. (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GROUP6 To what extent do you agree or disagree with the following statements?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Don't Know (99)
(PBC7) I may not be in my home long enough to get the benefits of investing in solar. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(PBC9) The process of getting solar installed is a hassle. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(M2) Maintaining solar panels is expensive. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(PBC3) Solar panels are still very expensive, even with government incentives. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(M4) The prices of solar power keep going down, so it is wise to wait before deciding whether to install it. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(PBC5) I can't afford solar on my family budget. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(M1) Solar panel technology will only get better, so it doesn't make sense to get them now. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Tru5) If a solar company tells me how much I would save on my electric bills by installing solar, I would want a second opinion. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Tr1) Before contacting a solar company, I would like to see solar panels up close on someone else's house. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Tr2) Before considering solar panels, I would want to talk to someone who has solar panels on their home. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Tr3) I would be more interested in solar if there were some way for me to try it out before installing it. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Attn_Chk) This is an attention filter. Please select 'Strongly Disagree' for this statement. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Dep1) Solar panels nowadays have become very dependable. (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Dep2) I question whether solar panels actually work as well as promised. (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Dep3) I question whether solar panels will last long enough to pay for themselves. (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GROUP7 To what extent do you agree or disagree with the following statements?

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Don't Know (99)
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	StronglyDisagree (1)	Disagree (2)	Neutral (3)	Agree (4)	StronglyAgree (5)	Don't Know (99)
(M6) It's too cloudy where I live for solar panels to be effective. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Suit1) At my home, there's no place to put solar panels that would get enough sunlight. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(Suit2) It's not sunny enough in my area for solar panels to work well. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(O3) I would feel embarrassed to have solar panels on my roof where others can see them. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(SN1) People who are important to me would be in favor of installing solar panels. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(SN4) My family members would be opposed to getting solar panels. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(SN5) Most people who are important to me would support me if I decided to go solar. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(DV1) If my neighbors installed solar I would be interested in learning about the costs and savings of their system. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(DV2) If a friend installed solar I would be interested in learning about the costs and savings of their system. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(DV3) If a company that sells or installs solar panels were talking to people in my neighborhood, I would be interested in talking with a representative. (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(DV4) If I could get a no-cost assessment of what solar panels could do for my home, I would do it. (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(DV7) I plan to contact a solar installation company within the next 6 months to discuss installing solar at my home. (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INTEREST How interested would you be in learning about the following topics? (Please note: No one will contact you about these topics)

	Not at allInterested (1)	SlightlyInterested (2)	SomewhatInterested (3)	FairlyInterested (4)	VeryInterested (5)
(INT_Q1) How solar panel systems work. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INT_Q2) How to find reputable solar installers in my area. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INT_Q3) How common	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

solar is in my community. (3)					
(INT_Q4) What the options are for leasing solar. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INT_Q5) How solar can save me money. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INT_Q6) The environmental benefits of solar. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INT_Q7) How well solar would work on my house. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GROUP8 To what extent would you trust each of the groups and organizations listed below to provide accurate information about residential solar energy?

	Do Not Trust At All (1)	Trust a Little (2)	Trust Somewhat (3)	Trust Quite a Bit (4)	Trust Completely (5)
(TR_GOV) Government agency website (e.g., Department of Energy) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(TR_COMP) Companies that provide or install solar panels (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(TR_TRADE) Solar industry trade organizations (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(TR_UTIL) Electric and gas utilities (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(TR_ONLINE) Online reviews from other people who have installed solar (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(TR_FRFAM) Friends or family (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(TR_NEIGHB) Neighbors (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(TR_ENVORG) Environmental organizations (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(TR_UNIV) University researchers (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

GROUP9 If you were considering installing solar on your home, how likely would you be to do the following?

	Not at all Likely (1)	Slightly Likely (2)	Somewhat Likely (3)	Likely (4)	Extremely Likely (5)
(INV_NEIGHB) Talk to a neighbor or friend who has solar. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INV_PARTY) Attend an informational solar “party” at a neighbor’s house to learn more. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INV_ONLINECUST) Read online customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

testimonials from people who have installed solar. (3)					
(INV_ONLINEVIDEO) Watch online video testimonials from people who have installed solar. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INV_REVIEWS) Search for online reviews of solar installers on a website like Yelp or Angie's List. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INV_FACEBK) Visit a Facebook page where solar users answer questions for prospective customers. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(INV_GOVTWEB) Visit a government-sponsored website where solar users answer questions for prospective customers. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ENERGY Please tell us about your household energy costs.

BUNDLE Is your electricity bill bundled with other utilities such as natural gas?

- Yes (1)
- No (2)

Answer If Is your electricity bill bundled with other utilities such as natural gas? Yes Is Selected

WINTER1 Thinking about just the electricity portion of your bill, about how much do you spend on electricity in a typical winter month?

- less than \$25 per month (1)
- \$25 - 49 per month (2)
- \$50 - 74 per month (3)
- \$75 - 99 per month (4)
- \$100 - 149 per month (5)
- \$150 - 199 per month (6)
- \$200 - 249 per month (7)
- \$250 - 299 per month (8)
- \$300 - 349 per month (9)
- \$350 - 399 per month (11)
- over \$400 per month (12)
- I don't know (10)

Answer If Is your electricity bill bundled with other utilities such as natural gas? Yes Is Selected

SUMMER1 Again, thinking about just the electricity portion of your bill, about how much do you spend on electricity in a typical summer month?

- less than \$25 per month (1)
- \$25 - 49 per month (2)
- \$50 - 74 per month (3)
- \$75 - 99 per month (4)
- \$100 - 149 per month (5)
- \$150 - 199 per month (6)
- \$200 - 249 per month (7)
- \$250 - 299 per month (8)
- \$300 - 349 per month (9)

- \$350 - 399 per month (10)
- over \$400 per month (11)
- I don't know (12)

Answer If Is your electricity bill bundled with other utilities such as natural gas? No Is Selected

WINTER2 About how much do you spend on electricity in a typical winter month?

- less than \$25 per month (1)
- \$25 - 49 per month (2)
- \$50 - 74 per month (3)
- \$75 - 99 per month (4)
- \$100 - 149 per month (5)
- \$150 - 199 per month (6)
- \$200 - 249 per month (7)
- \$250 - 299 per month (8)
- \$300 - 349 per month (9)
- \$350 - 399 per month (11)
- over \$400 per month (12)
- I don't know (10)

Answer If Is your electricity bill bundled with other utilities such as natural gas? No Is Selected

SUMMER2 About how much do you spend on electricity in a typical summer month?

- less than \$25 per month (1)
- \$25 - 49 per month (2)
- \$50 - 74 per month (3)
- \$75 - 99 per month (4)
- \$100 - 149 per month (5)
- \$150 - 199 per month (6)
- \$200 - 249 per month (7)
- \$250 - 299 per month (8)
- \$300 - 349 per month (9)
- \$350 - 399 per month (10)
- over \$400 per month (11)
- I don't know (12)

BILLS In the past twelve months, would you say your electric bills have decreased, increased, or stayed about the same compared to past years?

- Decreased a lot (1)
- Decreased somewhat (2)
- Stayed about the same (3)
- Increased somewhat (4)
- Increased a lot (5)

POWER Over the past twelve months, how many times has there been a complete loss of electric power at your home for more than five minutes?

- Never (1)
- 1 time (2)
- 2 times (3)
- 3 times (4)

- 4 or more times (5)

POLITICAL Please tell us a little about your political beliefs.

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

- Very Liberal (1)
- Liberal (2)
- Moderate / Middle of the Road (3)
- Conservative (4)
- Very Conservative (5)
- Don't Know / Not Political (6)
- Other (7) _____

SOCIAL In general, how liberal (left-wing) or conservative (right-wing) are you on social issues?

- Very Liberal (1)
- Liberal (2)
- Moderate / Middle of the Road (3)
- Conservative (4)
- Very Conservative (5)
- Don't Know (9)
- Can't Pick One Label (10)

ECON In general, how liberal (left-wing) or conservative (right-wing) are you on economic issues?

- Very Liberal (1)
- Liberal (2)
- Moderate / Middle of the Road (3)
- Conservative (4)
- Very Conservative (5)
- Don't Know (6)
- Can't Pick One Label (7)

AFFIL 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 / Not Political (5)

DEMO Please tell us a little about yourself.

ZIP What is your zip code?

(1)

CITYYRS How long have you lived in your current city?

Years: (1)

HMYRS Approximately how many more years do you expect to live in your current home?

Years: (1)

SQFT How many square feet of living space are there in your residence, including bathrooms, foyers, and hallways? This excludes garages, basements, and unheated porches.

- 500 or less (1)
- 501-1000 (2)
- 1001-1500 (3)
- 1501-2000 (4)
- 2001-2500 (5)
- 2501-3000 (6)
- 3001-4000 (7)
- 4001-5000 (8)
- more than 5000 (9)

Answer If Which state do you live in? California Is Selected

UTILITY Which of the following do you have for your electric utility company?

- Southern California Edison [SCE] (1)
- Los Angeles Department of Water and Power [LADWP] (2)
- Something else (please specify): (3) _____

GENDER What is your gender?

- Male (0)
- Female (1)
- Prefer not to answer (99)

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

- Adults (18 and over): (1) _____
- Children (under 18): (2) _____

EMPLOY What is your employment status? (check all that apply)

- Employed full time (1)
- Employed part time (2)
- Out of work and looking for work (3)
- Out of work but not currently looking for work (4)
- A homemaker (5)
- A student (6)
- Military (7)
- Retired (8)
- Unable to work (9)

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

- Live comfortably (1)
- Meet your basic expenses with a little left over for extras (2)
- Just meet your basic living expenses (3)
- Don't have enough to meet basic expenses (4)

INCOME 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)

END Those are all the questions we have for you. Thank you for your time! If you have any additional comments about this survey or your experience with solar panels, please use the space below.

END2 Click "Submit" below to finish your survey.