```
*//////////////////////CODEBOOK for  Adopter Survey Public Dataset//////////
//////////////////////.


*Display codebook.
CODEBOOK
  /VARINFO POSITION LABEL TYPE MEASURE VALUELABELS MISSING
  /OPTIONS VARORDER=VARLIST SORT=ASCENDING MAXCATS=25
  /STATISTICS COUNT PERCENT MEAN STDDEV.
```

## Codebook

**Notes**

| | | |
|---|---|---|
| **Output Created** | | **26-JUL-2016 11:06:26** |
| **Comments** | | |
| **Input** | **Data** | **/Users/Aaron/Documents/Aaron Files/AA-PSU Job/SEEDs/Analysis Planning/DB cleaning holder/Public Use Data Prep/ADOPTER_prep_Public.sav** |
| | **Active Dataset** | **ADOPpublic** |
| | **Filter** | **<none>** |
| | **Weight** | **<none>** |
| | **Split File** | **<none>** |
| | **N of Rows in Working Data File** | **1604** |
| **Syntax** | | **CODEBOOK /VARINFO POSITION LABEL TYPE MEASURE VALUELABELS MISSING /OPTIONS VARORDER=VARLIST SORT=ASCENDING MAXCATS=25 /STATISTICS COUNT PERCENT MEAN STDDEV.** |
| **Resources** | **Processor Time** | **00:00:00.53** |
| | **Elapsed Time** | **00:00:00.00** |

## CASE_ID

| | | Value |
|---|---|---|
| **Standard Attributes** | **Position** | **1** |
| | **Label** | **Unique respondent identifier** |
| | **Type** | **Numeric** |
| | **Measurement** | Scale |
| **N** | **Valid** | **1604** |
| | **Missing** | **0** |
| **Central Tendency and Dispersion** | **Mean** | **2143.50** |
| | **Standard Deviation** | **463.179** |

## GPS_NAC_ADOPTER

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **2** | | |
| | **Label** | **Which survey was completed** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Nominal** | | |
| **Valid Values** | **1.00** | **GPS** | **0** | **0.0%** |
| | **2.00** | **NAC** | **0** | **0.0%** |
| | **3.00** | **ADOP** | **1604** | **100.0%** |

## SURVEY_SOURCE

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **3** | | |
| | **Label** | **Which Survey R Completed** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Nominal** | | |
| **Valid Values** | **1** | **GPS** | **0** | **0.0%** |
| | **2** | **ADOP** | **1529** | **95.3%** |
| | **3** | **ADOP Panel** | **75** | **4.7%** |
| | **4** | **NAC** | **0** | **0.0%** |
| | **5** | **NAC PANEL** | **0** | **0.0%** |

## STATE

| Value | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 4 | | |
| | Label | Which state do you live in? | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 1 | New Jersey | 144 | 9.0% |
| | 2 | New York (state) | 176 | 11.0% |
| | 3 | Arizona | 108 | 6.7% |
| | 4 | California | 1176 | 73.3% |
| | 92 | Another state (please specify): | 0 | 0.0% |

## HOME

| Value | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 5 | | |
| | Label | What type of home do you live in? | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 1 | Single-family detached … | 74 | 4.6% |
| | 2 | Single-family attached house (e.g. duplex, … | 1 | 0.1% |
| | 3 | Apartment\Condo in a house or a building with 2-4 units | 0 | 0.0% |
| | 4 | Apartment\Condo in a building with 5 or more units | 0 | 0.0% |
| | 5 | Mobile home | 0 | 0.0% |
| | 90 | Other | 0 | 0.0% |
| Missing Values | System | | 1529 | 95.3% |

**HAVESOLAR**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 6 | | |
| | **Label** | Do you have solar panels that generate electricity at … | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1604 | | |
| | **Missing** | 0 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.00 | | |
| | **Standard Deviation** | .071 | | |
| **Labeled Values** | 1 | Yes | 1602 | 99.9% |
| | 2 | No | 0 | 0.0% |
| | 3 | Have solar panels installed, but they aren't working now | 2 | 0.1% |
| | 4 | Had solar panels on a past home, but have moved | 0 | 0.0% |
| | 5 | Have signed a contract for solar panels, but don't have working … | 0 | 0.0% |

**PROMPT1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 7 | | |
| | **Label** | What prompted you -  Saw advertising or news article | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .23 | | |
| | **Standard Deviation** | .418 | | |
| **Labeled Values** | 1 | Yes | 361 | 22.5% |

**PROMPT2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **8** | | |
| | **Label** | **What prompted you - Planning\doing other work on your home** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1603** | | |
| | **Missing** | **1** | | |
| **Central Tendency and Dispersion** | **Mean** | **.05** | | |
| | **Standard Deviation** | **.214** | | |
| **Labeled Values** | **1** | **Yes** | **77** | **4.8%** |

**PROMPT3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **9** | | |
| | **Label** | **What prompted you - Looking for ways to reduce energy bills** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1603** | | |
| | **Missing** | **1** | | |
| **Central Tendency and Dispersion** | **Mean** | **.89** | | |
| | **Standard Deviation** | **.318** | | |
| **Labeled Values** | **1** | **Yes** | **1420** | **88.5%** |

**PROMPT4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 10 | | |
| | **Label** | What prompted you - Planning for retirement | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .10 | | |
| | **Standard Deviation** | .302 | | |
| **Labeled Values** | **1** | Yes | 163 | 10.2% |

**PROMPT5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 11 | | |
| | **Label** | What prompted you - Considering\ adding a major new energy use | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .06 | | |
| | **Standard Deviation** | .245 | | |
| **Labeled Values** | **1** | Yes | 103 | 6.4% |

**PROMPT6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 12 | | |
| | **Label** | What prompted you - Had group purchase opportunity | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .01 | | |
| | **Standard Deviation** | .111 | | |
| **Labeled Values** | **1** | Yes | 20 | 1.2% |

**PROMPT7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 13 | | |
| | **Label** | What prompted you - Came into some money | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .02 | | |
| | **Standard Deviation** | .152 | | |
| **Labeled Values** | **1** | Yes | 38 | 2.4% |

**PROMPT8**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 14 | | |
| | **Label** | **What prompted you - Heard about low-money-down ...** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .23 | | |
| | **Standard Deviation** | .423 | | |
| **Labeled Values** | **1** | **Yes** | 373 | 23.3% |

**PROMPT9**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 15 | | |
| | **Label** | **What prompted you - Saw solar on a home or being installed** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .21 | | |
| | **Standard Deviation** | .410 | | |
| **Labeled Values** | **1** | **Yes** | 342 | 21.3% |

**PROMPT10**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 16 | | |
| | Label | What prompted you - Someone you know talked to you about it | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1603 | | |
| | Missing | 1 | | |
| Central Tendency and Dispersion | Mean | .32 | | |
| | Standard Deviation | .466 | | |
| Labeled Values | 1 | Yes | 512 | 31.9% |

**PROMPT11**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 17 | | |
| | Label | What prompted you - Offered at a retail store, home show, or community event | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1603 | | |
| | Missing | 1 | | |
| Central Tendency and Dispersion | Mean | .06 | | |
| | Standard Deviation | .245 | | |
| Labeled Values | 1 | Yes | 103 | 6.4% |

**PROMPT12**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 18 | | |
| | **Label** | What prompted you - Heard it was more affordable | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .63 | | |
| | **Standard Deviation** | .482 | | |
| **Labeled Values** | **1** | Yes | 1016 | 63.3% |

**PROMPT13**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 19 | | |
| | **Label** | What prompted you - Bought a home\move... | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .04 | | |
| | **Standard Deviation** | .191 | | |
| **Labeled Values** | **1** | Yes | 61 | 3.8% |

## PROMPT14

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 20 | | |
| | **Label** | What prompted you - Approached by an installer | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .54 | | |
| | **Standard Deviation** | .498 | | |
| **Labeled Values** | **1** | Yes | 870 | 54.2% |

## PROMPT15

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 21 | | |
| | **Label** | What prompted you - Don't know | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | .01 | | |
| | **Standard Deviation** | .099 | | |
| **Labeled Values** | **1** | Yes | 16 | 1.0% |

**PROMPT_HOME1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 22 | | |
| | **Label** | Prompted by work on your home - Roof repair or replacement | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 77 | | |
| | **Missing** | 1527 | | |
| **Central Tendency and Dispersion** | **Mean** | .30 | | |
| | **Standard Deviation** | .461 | | |
| **Labeled Values** | **1** | Yes | 23 | 1.4% |

**PROMPT_HOME2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 23 | | |
| | **Label** | Prompted by work on your home - Remodel or addition | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 77 | | |
| | **Missing** | 1527 | | |
| **Central Tendency and Dispersion** | **Mean** | .22 | | |
| | **Standard Deviation** | .417 | | |
| **Labeled Values** | **1** | Yes | 17 | 1.1% |

**PROMPT_HOME3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 24 | | |
| | **Label** | Prompted by work on your home - Appliance or equipment replacement | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 77 | | |
| | **Missing** | 1527 | | |
| **Central Tendency and Dispersion** | **Mean** | .16 | | |
| | **Standard Deviation** | .365 | | |
| **Labeled Values** | **1** | Yes | 12 | 0.7% |

**PROMPT_HOME4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 25 | | |
| | **Label** | Prompted by work on your home - Energy improvemen… | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 77 | | |
| | **Missing** | 1527 | | |
| **Central Tendency and Dispersion** | **Mean** | .64 | | |
| | **Standard Deviation** | .484 | | |
| **Labeled Values** | **1** | Yes | 49 | 3.1% |

**PROMPT_HOME5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **26** | | |
| | **Label** | **Prompted by work on your home - Something else** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **77** | | |
| | **Missing** | **1527** | | |
| **Central Tendency and Dispersion** | **Mean** | **.25** | | |
| | **Standard Deviation** | **.434** | | |
| **Labeled Values** | **1** | **Yes** | **19** | **1.2%** |

**INSTALL_YR_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **27** | | |
| | **Label** | **When panels started producing electricity : Year** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Nominal** | | |
| **Valid Values** | **1** | **2012 or earlier** | **146** | **9.1%** |
| | **2** | **2013** | **495** | **30.9%** |
| | **3** | **2014 to 2015** | **877** | **54.7%** |
| **Missing Values** | **System** | | **86** | **5.4%** |

**TIME_AtoB_FRAME**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 28 | | |
| | **Label** | Time from [A] first talking to an installer to [B] signing a contract? TIME FRAME | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1588 | | |
| | **Missing** | 16 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.37 | | |
| | **Standard Deviation** | .530 | | |
| **Labeled Values** | **1** | Days | 1047 | 65.3% |
| | **2** | Months | 502 | 31.3% |
| | **3** | Years | 39 | 2.4% |

**TIME_AtoB_NUM_TEXT_CLND**

| | | Value |
|---|---|---|
| **Standard Attributes** | **Position** | 29 |
| | **Label** | Time from [A] first talking to an installer to [B] signing a contract? SPECIFY NUMBER |
| | **Type** | Numeric |
| | **Measurement** | Scale |
| **N** | **Valid** | 1439 |
| | **Missing** | 165 |
| **Central Tendency and Dispersion** | **Mean** | 6.6084 |
| | **Standard Deviation** | 7.82068 |

**TIME_BtoC_FRAME**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 30 | | |
| | **Label** | Time from [B] contract to [C] generating electricity? TIME FRAME | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1506 | | |
| | **Missing** | 98 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.84 | | |
| | **Standard Deviation** | .397 | | |
| **Labeled Values** | **1** | Days | 254 | 15.8% |
| | **2** | Months | 1232 | 76.8% |
| | **3** | Years | 20 | 1.2% |

**TIME_BtoC_NUM_TEXT_CLND**

| | | Value |
|---|---|---|
| **Standard Attributes** | **Position** | 31 |
| | **Label** | Time from [B] contract to [C] generating electricity? SPECIFY NUMBER |
| | **Type** | Numeric |
| | **Measurement** | Scale |
| **N** | **Valid** | 1441 |
| | **Missing** | 163 |
| **Central Tendency and Dispersion** | **Mean** | 7.0929 |
| | **Standard Deviation** | 12.19886 |

**TIME_CONSIDERED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **32** | | |
| | **Label** | **How long considered before first talking to an installer** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1564** | | |
| | **Missing** | **40** | | |
| **Central Tendency and Dispersion** | **Mean** | **4.31** | | |
| | **Standard Deviation** | **2.164** | | |
| **Labeled Values** | **1** | **Not at all - talking to the solar installer got you …** | **311** | **19.4%** |
| | **2** | **Less than a month** | **96** | **6.0%** |
| | **3** | **1 to 3 months** | **156** | **9.7%** |
| | **4** | **4 to 6 months** | **157** | **9.8%** |
| | **5** | **7 months to a year** | **149** | **9.3%** |
| | **6** | **1 to 3 years** | **508** | **31.7%** |
| | **7** | **4 to 10 years** | **149** | **9.3%** |
| | **8** | **More than 10 years** | **38** | **2.4%** |
| | **98** | **Don't know** | **39** | **2.4%** |

**INST_TALKEDTO**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 33 | | |
| | **Label** | How many companies talked to about installing solar | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1601 | | |
| | **Missing** | 3 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.06 | | |
| | **Standard Deviation** | 1.172 | | |
| **Labeled Values** | 1 | 1 | 696 | 43.4% |
| | 2 | 2 | 387 | 24.1% |
| | 3 | 3 | 333 | 20.8% |
| | 4 | 4 | 98 | 6.1% |
| | 5 | 5 or more | 87 | 5.4% |

**FNDONLYINST1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 34 | | |
| | **Label** | How first connected with only installer - Someone recommended the installer | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 696 | | |
| | **Missing** | 908 | | |
| **Central Tendency and Dispersion** | **Mean** | .19 | | |
| | **Standard Deviation** | .396 | | |
| **Labeled Values** | 1 | Yes | 135 | 8.4% |

**FNDONLYINST2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 3 5 | | |
| | **Label** | How first connected with only installer - Someone gave the installer your name | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 696 | | |
| | **Missing** | 908 | | |
| **Central Tendency and Dispersion** | **Mean** | .06 | | |
| | **Standard Deviation** | .233 | | |
| **Labeled Values** | **1** | Yes | 4 0 | 2.5% |

**FNDONLYINST3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 3 6 | | |
| | **Label** | How first connected with only installer - You filled out a form on a web … | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 696 | | |
| | **Missing** | 908 | | |
| **Central Tendency and Dispersion** | **Mean** | .01 | | |
| | **Standard Deviation** | .093 | | |
| **Labeled Values** | **1** | Yes | 6 | 0.4% |

**FNDONLYINST4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | Position | 37 | | |
| | Label | How first connected with only installer - At a community event, home show, or retail store (e.g., Home Depot) | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| **N** | Valid | 696 | | |
| | Missing | 908 | | |
| **Central Tendency and Dispersion** | Mean | .04 | | |
| | Standard Deviation | .190 | | |
| **Labeled Values** | 1 | Yes | 26 | 1.6% |

**FNDONLYINST5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | Position | 38 | | |
| | Label | How first connected with only installer - You found them through research (internet search, Angie's List, Yelp, etc.) | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| **N** | Valid | 696 | | |
| | Missing | 908 | | |
| **Central Tendency and Dispersion** | Mean | .02 | | |
| | Standard Deviation | .154 | | |
| **Labeled Values** | 1 | Yes | 17 | 1.1% |

**FNDONLYINST6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 39 | | |
| | **Label** | How first connected with only installer - You found them through an ad or news article (radio, television, print, or internet) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 696 | | |
| | **Missing** | 908 | | |
| **Central Tendency and Dispersion** | **Mean** | .02 | | |
| | **Standard Deviation** | .145 | | |
| **Labeled Values** | **1** | Yes | 15 | 0.9% |

**FNDONLYINST7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 40 | | |
| | **Label** | How first connected with only installer - They knocked on your door or left a flyer | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 696 | | |
| | **Missing** | 908 | | |
| **Central Tendency and Dispersion** | **Mean** | .65 | | |
| | **Standard Deviation** | .477 | | |
| **Labeled Values** | **1** | Yes | 453 | 28.2% |

**FNDONLYINST8**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 41 | | |
| | Label | How first connected with only installer - They called, e-mailed, or mailed you | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 696 | | |
| | Missing | 908 | | |
| Central Tendency and Dispersion | Mean | .03 | | |
| | Standard Deviation | .179 | | |
| Labeled Values | 1 | Yes | 23 | 1.4% |

**FNDONLYINST9**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 42 | | |
| | Label | How first connected with only installer - Previously familiar with the company or employee(s) | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 696 | | |
| | Missing | 908 | | |
| Central Tendency and Dispersion | Mean | .05 | | |
| | Standard Deviation | .219 | | |
| Labeled Values | 1 | Yes | 35 | 2.2% |

**FNDONLYINST10**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 43 | | |
| | **Label** | How first connected with only installer - Other (describe): | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 696 | | |
| | **Missing** | 908 | | |
| **Central Tendency and Dispersion** | **Mean** | .06 | | |
| | **Standard Deviation** | .236 | | |
| **Labeled Values** | **1** | Yes | 41 | 2.6% |

**FNDONLYINST_REC1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 44 | | |
| | **Label** | Who recommended the only installer - Neighbor | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 133 | | |
| | **Missing** | 1471 | | |
| **Central Tendency and Dispersion** | **Mean** | .31 | | |
| | **Standard Deviation** | .464 | | |
| **Labeled Values** | **1** | Yes | 41 | 2.6% |

**FNDONLYINST_REC2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 45 | | |
| | **Label** | Who recommended the only installer - Coworker | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 133 | | |
| | **Missing** | 1471 | | |
| **Central Tendency and Dispersion** | **Mean** | .13 | | |
| | **Standard Deviation** | .335 | | |
| **Labeled Values** | **1** | Yes | 17 | 1.1% |

**FNDONLYINST_REC3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 46 | | |
| | **Label** | Who recommended the only installer - Friend | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 133 | | |
| | **Missing** | 1471 | | |
| **Central Tendency and Dispersion** | **Mean** | .38 | | |
| | **Standard Deviation** | .488 | | |
| **Labeled Values** | **1** | Yes | 51 | 3.2% |

**FNDONLYINST_REC4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 47 | | |
| | **Label** | Who recommended the only installer - Family | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 133 | | |
| | **Missing** | 1471 | | |
| **Central Tendency and Dispersion** | **Mean** | .17 | | |
| | **Standard Deviation** | .373 | | |
| **Labeled Values** | **1** | Yes | 22 | 1.4% |

**FNDONLYINST_REC5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 48 | | |
| | **Label** | Who recommended the only installer - Someone else (describe): | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 133 | | |
| | **Missing** | 1471 | | |
| **Central Tendency and Dispersion** | **Mean** | .05 | | |
| | **Standard Deviation** | .224 | | |
| **Labeled Values** | **1** | Yes | 7 | 0.4% |

### FNDONLYINST_WHO1

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 49 | | |
| | Label | Who gave the only installer your name - ... | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 40 | | |
| | Missing | 1564 | | |
| Central Tendency and Dispersion | Mean | .45 | | |
| | Standard Deviation | .504 | | |
| Labeled Values | 1 | Yes | 18 | 1.1% |

### FNDONLYINST_WHO2

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 50 | | |
| | Label | Who gave the only installer your name - ... | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 40 | | |
| | Missing | 1564 | | |
| Central Tendency and Dispersion | Mean | .05 | | |
| | Standard Deviation | .221 | | |
| Labeled Values | 1 | Yes | 2 | 0.1% |

### FNDONLYINST_WHO3

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 51 | | |
| | Label | Who gave the only installer your name - ... | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 40 | | |
| | Missing | 1564 | | |
| Central Tendency and Dispersion | Mean | .25 | | |
| | Standard Deviation | .439 | | |
| Labeled Values | 1 | Yes | 10 | 0.6% |

**FNDONLYINST_WHO4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 52 | | |
| | Label | Who gave the only installer your name - ... | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 40 | | |
| | Missing | 1564 | | |
| Central Tendency and Dispersion | Mean | .32 | | |
| | Standard Deviation | .474 | | |
| Labeled Values | 1 | Yes | 13 | 0.8% |

**FNDONLYINST_WHO5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 53 | | |
| | Label | Who gave the only installer your name - Someone else ... | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 40 | | |
| | Missing | 1564 | | |
| Central Tendency and Dispersion | Mean | .00 | | |
| | Standard Deviation | .000 | | |
| Labeled Values | 1 | Yes | 0 | 0.0% |

**FNDBESTINST1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 54 | | |
| | Label | How first connected with selected installer - Someone recommended the installer | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 904 | | |
| | Missing | 700 | | |
| Central Tendency and Dispersion | Mean | .24 | | |
| | Standard Deviation | .429 | | |
| Labeled Values | 1 | Yes | 220 | 13.7% |

**FNDBESTINST2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 55 | | |
| | Label | How first connected with selected installer - Someone gave the installer your name | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 904 | | |
| | Missing | 700 | | |
| Central Tendency and Dispersion | Mean | .07 | | |
| | Standard Deviation | .249 | | |
| Labeled Values | 1 | Yes | 60 | 3.7% |

**FNDBESTINST3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 56 | | |
| | **Label** | How first connected with selected installer - You filled out a form on a web … | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .07 | | |
| | **Standard Deviation** | .253 | | |
| **Labeled Values** | **1** | Yes | 62 | 3.9% |

**FNDBESTINST4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 57 | | |
| | **Label** | How first connected with selected installer - At a community event, home show, or retail store (e.g., Home Depot) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .06 | | |
| | **Standard Deviation** | .241 | | |
| **Labeled Values** | **1** | Yes | 56 | 3.5% |

**FNDBESTINST5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 58 | | |
| | **Label** | How first connected with selected installer - You found them through research (internet search, Angie's List, Yelp, etc.) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .16 | | |
| | **Standard Deviation** | .364 | | |
| **Labeled Values** | **1** | Yes | 142 | 8.9% |

**FNDBESTINST6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 59 | | |
| | **Label** | How first connected with selected installer - You found them through an ad or news article (radio, television, print, or internet) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .08 | | |
| | **Standard Deviation** | .271 | | |
| **Labeled Values** | **1** | Yes | 72 | 4.5% |

**FNDBESTINST7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 60 | | |
| | **Label** | How first connected with selected installer - They knocked on your door or left a flyer | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .43 | | |
| | **Standard Deviation** | .495 | | |
| **Labeled Values** | **1** | Yes | 389 | 24.3% |

**FNDBESTINST8**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 61 | | |
| | **Label** | How first connected with selected installer - They called, e-mailed, or mailed you | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .04 | | |
| | **Standard Deviation** | .188 | | |
| **Labeled Values** | **1** | Yes | 33 | 2.1% |

**FNDBESTINST9**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 62 | | |
| | **Label** | How first connected with selected installer - Previously familiar with the company or employee(s) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .06 | | |
| | **Standard Deviation** | .237 | | |
| **Labeled Values** | **1** | Yes | 54 | 3.4% |

**FNDBESTINST10**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 63 | | |
| | **Label** | How first connected with selected installer - Other (describe): | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .10 | | |
| | **Standard Deviation** | .301 | | |
| **Labeled Values** | **1** | Yes | 91 | 5.7% |

**FNDBESTINST_REC1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 64 | | |
| | **Label** | Who recommended selected installer - Neighbor | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 217 | | |
| | **Missing** | 1387 | | |
| **Central Tendency and Dispersion** | **Mean** | .29 | | |
| | **Standard Deviation** | .457 | | |
| **Labeled Values** | **1** | Yes | 64 | 4.0% |

**FNDBESTINST_REC2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 65 | | |
| | **Label** | Who recommended selected installer - Coworker | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 217 | | |
| | **Missing** | 1387 | | |
| **Central Tendency and Dispersion** | **Mean** | .11 | | |
| | **Standard Deviation** | .314 | | |
| **Labeled Values** | **1** | Yes | 24 | 1.5% |

**FNDBESTINST_REC3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 66 | | |
| | Label | Who recommended selected installer - Friend | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 217 | | |
| | Missing | 1387 | | |
| Central Tendency and Dispersion | Mean | .47 | | |
| | Standard Deviation | .501 | | |
| Labeled Values | 1 | Yes | 103 | 6.4% |

**FNDBESTINST_REC4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 67 | | |
| | Label | Who recommended selected installer - Family | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 217 | | |
| | Missing | 1387 | | |
| Central Tendency and Dispersion | Mean | .12 | | |
| | Standard Deviation | .325 | | |
| Labeled Values | 1 | Yes | 26 | 1.6% |

**FNDBESTINST_REC5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 68 | | |
| | **Label** | Who recommended selected installer - Someone else (describe): | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 217 | | |
| | **Missing** | 1387 | | |
| **Central Tendency and Dispersion** | **Mean** | .10 | | |
| | **Standard Deviation** | .296 | | |
| **Labeled Values** | **1** | Yes | 21 | 1.3% |

**FNDBESTINST_WHO1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 69 | | |
| | **Label** | Who gave selected installer your name - Neighbor | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 59 | | |
| | **Missing** | 1545 | | |
| **Central Tendency and Dispersion** | **Mean** | .54 | | |
| | **Standard Deviation** | .502 | | |
| **Labeled Values** | **1** | Yes | 32 | 2.0% |

**FNDBESTINST_WHO2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 7 0 | | |
| | **Label** | **Who gave selected installer your name - Coworker** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 5 9 | | |
| | **Missing** | 1545 | | |
| **Central Tendency and Dispersion** | **Mean** | .05 | | |
| | **Standard Deviation** | .222 | | |
| **Labeled Values** | **1** | **Yes** | 3 | 0.2% |

**FNDBESTINST_WHO3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 7 1 | | |
| | **Label** | **Who gave selected installer your name - Friend** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 5 9 | | |
| | **Missing** | 1545 | | |
| **Central Tendency and Dispersion** | **Mean** | .25 | | |
| | **Standard Deviation** | .439 | | |
| **Labeled Values** | **1** | **Yes** | 1 5 | 0.9% |

**FNDBESTINST_WHO4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 72 | | |
| | **Label** | Who gave selected installer your name - Family | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 59 | | |
| | **Missing** | 1545 | | |
| **Central Tendency and Dispersion** | **Mean** | .14 | | |
| | **Standard Deviation** | .345 | | |
| **Labeled Values** | **1** | Yes | 8 | 0.5% |

**FNDBESTINST_WHO5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 73 | | |
| | **Label** | Who gave selected installer your name - Someone else (describe): | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 59 | | |
| | **Missing** | 1545 | | |
| **Central Tendency and Dispersion** | **Mean** | .10 | | |
| | **Standard Deviation** | .305 | | |
| **Labeled Values** | **1** | Yes | 6 | 0.4% |

**FNDNOTINST1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 74 | | |
| | **Label** | **How first connected with NOT selected installer(s) - Someone recommended the installer(s)** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .14 | | |
| | **Standard Deviation** | .347 | | |
| **Labeled Values** | **1** | **Yes** | 126 | 7.9% |

**FNDNOTINST2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 75 | | |
| | **Label** | **How first connected with NOT selected installer(s) - Someone gave the installer(s) your name** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .02 | | |
| | **Standard Deviation** | .140 | | |
| **Labeled Values** | **1** | **Yes** | 18 | 1.1% |

**FNDNOTINST3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 76 | | |
| | **Label** | How first connected with NOT selected installer(s) - You filled out a form on a web … | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .12 | | |
| | **Standard Deviation** | .326 | | |
| **Labeled Values** | **1** | Yes | 109 | 6.8% |

**FNDNOTINST4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 77 | | |
| | **Label** | How first connected with NOT selected installer(s) - At a community event, home show, or retail store (e.g., Home Depot) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .22 | | |
| | **Standard Deviation** | .417 | | |
| **Labeled Values** | **1** | Yes | 202 | 12.6% |

**FNDNOTINST5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 78 | | |
| | **Label** | How first connected with NOT selected installer(s) - You found them through research (internet search, Angie's List, Yelp, etc.) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .31 | | |
| | **Standard Deviation** | .462 | | |
| **Labeled Values** | **1** | Yes | 279 | 17.4% |

**FNDNOTINST6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 79 | | |
| | **Label** | How first connected with NOT selected installer(s) - You found them through an ad or news article (radio, television, print, or internet) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .17 | | |
| | **Standard Deviation** | .375 | | |
| **Labeled Values** | **1** | Yes | 153 | 9.5% |

**FNDNOTINST7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 80 | | |
| | **Label** | How first connected with NOT selected installer(s) - They knocked on your door or left a flyer | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .23 | | |
| | **Standard Deviation** | .424 | | |
| **Labeled Values** | **1** | Yes | 212 | 13.2% |

**FNDNOTINST8**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 81 | | |
| | **Label** | How first connected with NOT selected installer(s) - They called, e-mailed, or mailed you | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .13 | | |
| | **Standard Deviation** | .333 | | |
| **Labeled Values** | **1** | Yes | 115 | 7.2% |

**FNDNOTINST9**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 82 | | |
| | **Label** | How first connected with NOT selected installer(s) - Previously familiar with the company or employee(s) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .04 | | |
| | **Standard Deviation** | .198 | | |
| **Labeled Values** | **1** | Yes | 37 | 2.3% |

**FNDNOTINST10**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 83 | | |
| | **Label** | How first connected with NOT selected installer(s) - Other (describe): | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 904 | | |
| | **Missing** | 700 | | |
| **Central Tendency and Dispersion** | **Mean** | .05 | | |
| | **Standard Deviation** | .227 | | |
| **Labeled Values** | **1** | Yes | 49 | 3.1% |

**FNDNOTINST_REC1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 84 | | |
| | Label | Who recommended the NOT selected installer(s) - Neighbor | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 125 | | |
| | Missing | 1479 | | |
| Central Tendency and Dispersion | Mean | .30 | | |
| | Standard Deviation | .458 | | |
| Labeled Values | 1 | Yes | 37 | 2.3% |

**FNDNOTINST_REC2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 85 | | |
| | Label | Who recommended the NOT selected installer(s) - Coworker | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 125 | | |
| | Missing | 1479 | | |
| Central Tendency and Dispersion | Mean | .18 | | |
| | Standard Deviation | .382 | | |
| Labeled Values | 1 | Yes | 22 | 1.4% |

**FNDNOTINST_REC3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 86 | | |
| | **Label** | Who recommended the NOT selected installer(s) - Friend | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 125 | | |
| | **Missing** | 1479 | | |
| **Central Tendency and Dispersion** | **Mean** | .42 | | |
| | **Standard Deviation** | .496 | | |
| **Labeled Values** | **1** | Yes | 53 | 3.3% |

**FNDNOTINST_REC4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 87 | | |
| | **Label** | Who recommended the NOT selected installer(s) - Family | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 125 | | |
| | **Missing** | 1479 | | |
| **Central Tendency and Dispersion** | **Mean** | .10 | | |
| | **Standard Deviation** | .306 | | |
| **Labeled Values** | **1** | Yes | 13 | 0.8% |

**FNDNOTINST_REC5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 88 | | |
| | **Label** | Who recommended the NOT selected installer(s) - Someone else (describe): | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 125 | | |
| | **Missing** | 1479 | | |
| **Central Tendency and Dispersion** | **Mean** | .06 | | |
| | **Standard Deviation** | .246 | | |
| **Labeled Values** | **1** | Yes | 8 | 0.5% |

**FNDNOTINST_WHO1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 89 | | |
| | **Label** | Who gave the NOT selected installer(s) your name - Neighbor | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 18 | | |
| | **Missing** | 1586 | | |
| **Central Tendency and Dispersion** | **Mean** | .22 | | |
| | **Standard Deviation** | .428 | | |
| **Labeled Values** | **1** | Yes | 4 | 0.2% |

**FNDNOTINST_WHO2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 90 | | |
| | **Label** | Who gave the NOT selected installer(s) your name - Coworker | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 18 | | |
| | **Missing** | 1586 | | |
| **Central Tendency and Dispersion** | **Mean** | .06 | | |
| | **Standard Deviation** | .236 | | |
| **Labeled Values** | **1** | Yes | 1 | 0.1% |

**FNDNOTINST_WHO3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 91 | | |
| | **Label** | Who gave the NOT selected installer(s) your name - Friend | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 18 | | |
| | **Missing** | 1586 | | |
| **Central Tendency and Dispersion** | **Mean** | .39 | | |
| | **Standard Deviation** | .502 | | |
| **Labeled Values** | **1** | Yes | 7 | 0.4% |

**FNDNOTINST_WHO4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **9 2** | | |
| | **Label** | **Who gave the NOT selected installer(s) your name - Family** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1 8** | | |
| | **Missing** | **1586** | | |
| **Central Tendency and Dispersion** | **Mean** | **.28** | | |
| | **Standard Deviation** | **.461** | | |
| **Labeled Values** | **1** | **Yes** | **5** | **0.3%** |

**FNDNOTINST_WHO5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **9 3** | | |
| | **Label** | **Who gave the NOT selected installer(s) your name - Someone else (describe):** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1 8** | | |
| | **Missing** | **1586** | | |
| **Central Tendency and Dispersion** | **Mean** | **.06** | | |
| | **Standard Deviation** | **.236** | | |
| **Labeled Values** | **1** | **Yes** | **1** | **0.1%** |

**INST_QOTE_BUY_TEXT_CLND**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 94 | | |
| | **Label** | How many installers quoted buying panels | | |
| | **Type** | Numeric | | |
| | **Measurement** | Nominal | | |
| **Valid Values** | .00 | | 620 | 38.7% |
| | 1.00 | | 454 | 28.3% |
| | 2.00 | | 276 | 17.2% |
| | 3.00 | | 149 | 9.3% |
| | 4.00 | | 48 | 3.0% |
| | 5.00 | | 30 | 1.9% |
| | 6.00 | | 8 | 0.5% |
| | 7.00 | | 2 | 0.1% |
| | 10.00 | | 2 | 0.1% |
| **Missing Values** | **System** | | 15 | 0.9% |

**INST_QOTE_LSE_TEXT_CLND**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 95 | | |
| | **Label** | How many installers quoted leasing panels | | |
| | **Type** | Numeric | | |
| | **Measurement** | Nominal | | |
| **Valid Values** | .00 | | 467 | 29.1% |
| | 1.00 | | 755 | 47.1% |
| | 2.00 | | 213 | 13.3% |
| | 3.00 | | 96 | 6.0% |
| | 4.00 | | 29 | 1.8% |
| | 5.00 | | 10 | 0.6% |
| | 6.00 | | 5 | 0.3% |
| | 9.00 | | 1 | 0.1% |
| **Missing Values** | **System** | | 28 | 1.7% |

**MOTIVE1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **96** | | |
| | **Label** | **Importance while considering - Lowering your total electricity costs** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1600** | | |
| | **Missing** | **4** | | |
| **Central Tendency and Dispersion** | **Mean** | **4.71** | | |
| | **Standard Deviation** | **.615** | | |
| **Labeled Values** | **1** | **Not at all \ Not Applicable** | **1** | **0.1%** |
| | **2** | **Slightly** | **22** | **1.4%** |
| | **3** | **Moderately** | **67** | **4.2%** |
| | **4** | **Very** | **255** | **15.9%** |
| | **5** | **Extremely** | **1255** | **78.2%** |
| | **98** | **Don't know** | **0** | **0.0%** |

**MOTIVE2**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 97 |  |  |
|  | **Label** | **Importance while considering - Getting a good return on your investment** |  |  |
|  | **Type** | **Numeric** |  |  |
|  | **Measurement** | **Scale** |  |  |
| **N** | **Valid** | 1537 |  |  |
|  | **Missing** | 67 |  |  |
| **Central Tendency and Dispersion** | **Mean** | 3.39 |  |  |
|  | **Standard Deviation** | 1.559 |  |  |
| **Labeled Values** | **1** | **Not at all \ Not Applicable** | 357 | 22.3% |
|  | **2** | **Slightly** | 87 | 5.4% |
|  | **3** | **Moderately** | 214 | 13.3% |
|  | **4** | **Very** | 354 | 22.1% |
|  | **5** | **Extremely** | 525 | 32.7% |
|  | **98** | **Don't know** | 40 | 2.5% |

**MOTIVE3**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **98** |  |  |
|  | **Label** | **Importance while considering - Adding to your home's market value** |  |  |
|  | **Type** | **Numeric** |  |  |
|  | **Measurement** | **Scale** |  |  |
| **N** | **Valid** | **1571** |  |  |
|  | **Missing** | **33** |  |  |
| **Central Tendency and Dispersion** | **Mean** | **3.33** |  |  |
|  | **Standard Deviation** | **1.272** |  |  |
| **Labeled Values** | **1** | **Not at all \ Not Applicable** | **178** | **11.1%** |
|  | **2** | **Slightly** | **204** | **12.7%** |
|  | **3** | **Moderately** | **461** | **28.7%** |
|  | **4** | **Very** | **370** | **23.1%** |
|  | **5** | **Extremely** | **358** | **22.3%** |
|  | **98** | **Don't know** | **19** | **1.2%** |

**MOTIVE4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 99 | | |
| | **Label** | Importance while considering - Protection from rising electricity prices in the future | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1589 | | |
| | **Missing** | 15 | | |
| **Central Tendency and Dispersion** | **Mean** | 4.46 | | |
| | **Standard Deviation** | .848 | | |
| **Labeled Values** | 1 | Not at all \ Not Applicable | 18 | 1.1% |
| | 2 | Slightly | 46 | 2.9% |
| | 3 | Moderately | 128 | 8.0% |
| | 4 | Very | 400 | 24.9% |
| | 5 | Extremely | 997 | 62.2% |
| | 98 | Don't know | 6 | 0.4% |

**MOTIVE5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **100** | | |
| | **Label** | **Importance while considering - Being able to use renewable energy** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1577** | | |
| | **Missing** | **27** | | |
| **Central Tendency and Dispersion** | **Mean** | **4.15** | | |
| | **Standard Deviation** | **1.082** | | |
| **Labeled Values** | **1** | **Not at all \ Not Applicable** | **61** | **3.8%** |
| | **2** | **Slightly** | **79** | **4.9%** |
| | **3** | **Moderately** | **220** | **13.7%** |
| | **4** | **Very** | **420** | **26.2%** |
| | **5** | **Extremely** | **797** | **49.7%** |
| | **98** | **Don't know** | **17** | **1.1%** |

**MOTIVE6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 101 | | |
| | **Label** | **Importance while considering - Being able to use a promising new technology** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 1572 | | |
| | **Missing** | 32 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.57 | | |
| | **Standard Deviation** | 1.272 | | |
| **Labeled Values** | **1** | **Not at all \ Not Applicable** | 135 | 8.4% |
| | **2** | **Slightly** | 192 | 12.0% |
| | **3** | **Moderately** | 368 | 22.9% |
| | **4** | **Very** | 396 | 24.7% |
| | **5** | **Extremely** | 481 | 30.0% |
| | **98** | **Don't know** | 15 | 0.9% |

**MOTIVE7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **102** | | |
| | **Label** | **Importance while considering - Reducing your environmental impact** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1581** | | |
| | **Missing** | **23** | | |
| **Central Tendency and Dispersion** | **Mean** | **3.91** | | |
| | **Standard Deviation** | **1.217** | | |
| **Labeled Values** | **1** | **Not at all \ Not Applicable** | **96** | **6.0%** |
| | **2** | **Slightly** | **140** | **8.7%** |
| | **3** | **Moderately** | **249** | **15.5%** |
| | **4** | **Very** | **416** | **25.9%** |
| | **5** | **Extremely** | **680** | **42.4%** |
| | **98** | **Don't know** | **11** | **0.7%** |

**MOTIVE8**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **103** | | |
| | **Label** | **Importance while considering - Setting a positive example for others in your community** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1575** | | |
| | **Missing** | **29** | | |
| **Central Tendency and Dispersion** | **Mean** | **3.28** | | |
| | **Standard Deviation** | **1.392** | | |
| **Labeled Values** | **1** | **Not at all \ Not Applicable** | **243** | **15.1%** |
| | **2** | **Slightly** | **227** | **14.2%** |
| | **3** | **Moderately** | **368** | **22.9%** |
| | **4** | **Very** | **325** | **20.3%** |
| | **5** | **Extremely** | **412** | **25.7%** |
| | **98** | **Don't know** | **14** | **0.9%** |

**MOTIVE9**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 104 | | |
| | **Label** | **Importance while considering - Making your home more …** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 1564 | | |
| | **Missing** | 40 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.40 | | |
| | **Standard Deviation** | 1.345 | | |
| **Labeled Values** | 1 | **Not at all \ Not Applicable** | 572 | 35.7% |
| | 2 | **Slightly** | 292 | 18.2% |
| | 3 | **Moderately** | 365 | 22.8% |
| | 4 | **Very** | 175 | 10.9% |
| | 5 | **Extremely** | 160 | 10.0% |
| | 98 | **Don't know** | 24 | 1.5% |

**INFLNC_FIRST**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 105 | | |
| | **Label** | **I was one of the first people in my town or city to install solar panels.** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 1596 | | |
| | **Missing** | 8 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.62 | | |
| | **Standard Deviation** | 1.090 | | |
| **Labeled Values** | 1 | **Strongly Disagree** | 234 | 14.6% |
| | 2 | **Disagree** | 593 | 37.0% |
| | 3 | **Neutral** | 379 | 23.6% |
| | 4 | **Agree** | 322 | 20.1% |
| | 5 | **StronglyAgree** | 68 | 4.2% |

**INFLNC_SAW**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 106 | | |
| | **Label** | While considering solar, I frequently saw solar installations on other people's homes. | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1598 | | |
| | **Missing** | 6 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.37 | | |
| | **Standard Deviation** | .985 | | |
| **Labeled Values** | **1** | Strongly Disagree | 63 | 3.9% |
| | **2** | Disagree | 284 | 17.7% |
| | **3** | Neutral | 363 | 22.6% |
| | **4** | Agree | 773 | 48.2% |
| | **5** | StronglyAgree | 115 | 7.2% |

**INFLNC_PPLTALK**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 107 | | |
| | **Label** | While considering solar, I frequently heard people I know talking about solar panels. | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1598 | | |
| | **Missing** | 6 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.96 | | |
| | **Standard Deviation** | 1.039 | | |
| **Labeled Values** | 1 | Strongly Disagree | 135 | 8.4% |
| | 2 | Disagree | 428 | 26.7% |
| | 3 | Neutral | 473 | 29.5% |
| | 4 | Agree | 496 | 30.9% |
| | 5 | StronglyAgree | 66 | 4.1% |

**INFLNC_ADS**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 108 | | |
| | Label | While considering solar, I frequently heard about solar panels through advertising or in the news. | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1599 | | |
| | Missing | 5 | | |
| Central Tendency and Dispersion | Mean | 3.56 | | |
| | Standard Deviation | .925 | | |
| Labeled Values | 1 | Strongly Disagree | 49 | 3.1% |
| | 2 | Disagree | 181 | 11.3% |
| | 3 | Neutral | 359 | 22.4% |
| | 4 | Agree | 852 | 53.1% |
| | 5 | StronglyAgree | 158 | 9.9% |

**INFLNC_OTHKNEW**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 109 | | |
| | Label | While considering solar, did you personally know other people with solar panels? | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1602 | | |
| | Missing | 2 | | |
| Central Tendency and Dispersion | Mean | .57 | | |
| | Standard Deviation | .495 | | |
| Labeled Values | 0 | No | 684 | 42.6% |
| | 1 | Yes | 918 | 57.2% |

**INFLNC_OTHKNEW_NUM**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 110 | | |
| | Label | Other people with solar panels R knew while considering | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 899 | | |
| | Missing | 705 | | |
| Central Tendency and Dispersion | Mean | 2.22 | | |
| | Standard Deviation | .939 | | |
| Labeled Values | 1 | 1 | 246 | 15.3% |
| | 2 | 2 | 278 | 17.3% |
| | 3 | 3 to 5 | 303 | 18.9% |
| | 4 | 6 or more | 72 | 4.5% |
| | 98 | Don't know | 8 | 0.5% |

**INFLNC_OTH_MULT1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 111 | | |
| | Label | Others R knew with solar while considering - Knowing them made you more inclined to get solar panels | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 631 | | |
| | Missing | 973 | | |
| Central Tendency and Dispersion | Mean | 2.23 | | |
| | Standard Deviation | .736 | | |
| Labeled Values | 1 | None of them | 115 | 7.2% |
| | 2 | Some of them | 256 | 16.0% |
| | 3 | All of them | 260 | 16.2% |
| | 98 | Don't know | 17 | 1.1% |

**INFLNC_OTH_MULT2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 112 | | |
| | **Label** | **Others R knew with solar while considering - Knowing them made you less inclined to get solar panels** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 595 | | |
| | **Missing** | 1009 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.11 | | |
| | **Standard Deviation** | .377 | | |
| **Labeled Values** | 1 | None of them | 546 | 34.0% |
| | 2 | Some of them | 35 | 2.2% |
| | 3 | All of them | 14 | 0.9% |
| | 98 | Don't know | 46 | 2.9% |

**INFLNC_OTH_MULT3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 113 | | |
| | **Label** | **Others R knew with solar while considering - They are your close friends or family** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 643 | | |
| | **Missing** | 961 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.92 | | |
| | **Standard Deviation** | .688 | | |
| **Labeled Values** | 1 | None of them | 179 | 11.2% |
| | 2 | Some of them | 335 | 20.9% |
| | 3 | All of them | 129 | 8.0% |
| | 98 | Don't know | 4 | 0.2% |

**INFLNC_OTH_MULT4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 114 | | |
| | Label | Others R knew with solar while considering - They lived in your same town or city | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 643 | | |
| | Missing | 961 | | |
| Central Tendency and Dispersion | Mean | 2.39 | | |
| | Standard Deviation | .678 | | |
| Labeled Values | 1 | None of them | 71 | 4.4% |
| | 2 | Some of them | 248 | 15.5% |
| | 3 | All of them | 324 | 20.2% |
| | 98 | Don't know | 4 | 0.2% |

**INFLNC_OTH_MULT5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 115 | | |
| | Label | Others R knew with solar while considering - You spoke with them about the benefits and costs of … | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 649 | | |
| | Missing | 955 | | |
| Central Tendency and Dispersion | Mean | 2.41 | | |
| | Standard Deviation | .633 | | |
| Labeled Values | 1 | None of them | 51 | 3.2% |
| | 2 | Some of them | 278 | 17.3% |
| | 3 | All of them | 320 | 20.0% |
| | 98 | Don't know | 2 | 0.1% |

**INFLNC_OTH_MULT6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 116 | | |
| | **Label** | Others R knew with solar while considering - They were important to your own decision to get solar panels | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 639 | | |
| | **Missing** | 965 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.95 | | |
| | **Standard Deviation** | .782 | | |
| **Labeled Values** | 1 | None of them | 212 | 13.2% |
| | 2 | Some of them | 247 | 15.4% |
| | 3 | All of them | 180 | 11.2% |
| | 98 | Don't know | 9 | 0.6% |

**INFLNC_OTH_MULT7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 117 | | |
| | **Label** | Others R knew with solar while considering - They knew one another personally | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 615 | | |
| | **Missing** | 989 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.86 | | |
| | **Standard Deviation** | .761 | | |
| **Labeled Values** | 1 | None of them | 228 | 14.2% |
| | 2 | Some of them | 247 | 15.4% |
| | 3 | All of them | 140 | 8.7% |
| | 98 | Don't know | 31 | 1.9% |

**INFLNC_OTH_ONE1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 118 | | |
| | Label | One other R knew with solar while considering - Knowing them made you more inclined to get solar panels | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 238 | | |
| | Missing | 1366 | | |
| Central Tendency and Dispersion | Mean | .67 | | |
| | Standard Deviation | .472 | | |
| Labeled Values | 0 | No | 79 | 4.9% |
| | 1 | Yes | 159 | 9.9% |
| | 98 | Don't know | 7 | 0.4% |

**INFLNC_OTH_ONE2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 119 | | |
| | Label | One other R knew with solar while considering - Knowing them made you less inclined to get solar panels | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 232 | | |
| | Missing | 1372 | | |
| Central Tendency and Dispersion | Mean | .03 | | |
| | Standard Deviation | .183 | | |
| Labeled Values | 0 | No | 224 | 14.0% |
| | 1 | Yes | 8 | 0.5% |
| | 98 | Don't know | 8 | 0.5% |

### INFLNC_OTH_ONE3

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 120 | | |
| | **Label** | One other R knew with solar while considering - They are your close friend or family | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 243 | | |
| | **Missing** | 1361 | | |
| **Central Tendency and Dispersion** | **Mean** | .58 | | |
| | **Standard Deviation** | .495 | | |
| **Labeled Values** | **0** | No | 102 | 6.4% |
| | **1** | Yes | 141 | 8.8% |
| | **98** | Don't know | 1 | 0.1% |

### INFLNC_OTH_ONE4

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 121 | | |
| | **Label** | One other R knew with solar while considering - They lived in your same town or city | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 241 | | |
| | **Missing** | 1363 | | |
| **Central Tendency and Dispersion** | **Mean** | .73 | | |
| | **Standard Deviation** | .447 | | |
| **Labeled Values** | **0** | No | 66 | 4.1% |
| | **1** | Yes | 175 | 10.9% |
| | **98** | Don't know | 0 | 0.0% |

**INFLNC_OTH_ONE5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 122 | | |
| | **Label** | One other R knew with solar while considering - You spoke with them about the benefits and costs of … | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 241 | | |
| | **Missing** | 1363 | | |
| **Central Tendency and Dispersion** | **Mean** | .85 | | |
| | **Standard Deviation** | .357 | | |
| **Labeled Values** | **0** | No | 36 | 2.2% |
| | **1** | Yes | 205 | 12.8% |
| | **98** | Don't know | 3 | 0.2% |

**INFLNC_OTH_ONE6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 123 | | |
| | **Label** | One other R knew with solar while considering - They were important to your own decision to get solar panels | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 238 | | |
| | **Missing** | 1366 | | |
| **Central Tendency and Dispersion** | **Mean** | .43 | | |
| | **Standard Deviation** | .496 | | |
| **Labeled Values** | **0** | No | 136 | 8.5% |
| | **1** | Yes | 102 | 6.4% |
| | **98** | Don't know | 6 | 0.4% |

## DIFFICULTY1

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 124 | | |
| | **Label** | Difficulty - Coming up with the money to get solar | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1603 | | |
| | **Missing** | 1 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.47 | | |
| | **Standard Deviation** | 1.038 | | |
| **Labeled Values** | 1 | None \ Not Applicable | 1250 | 77.9% |
| | 2 | A Little | 137 | 8.5% |
| | 3 | Some | 96 | 6.0% |
| | 4 | A Lot | 51 | 3.2% |
| | 5 | A Great Deal | 69 | 4.3% |

## DIFFICULTY2

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 125 | | |
| | **Label** | Difficulty - Not everyone in your household being convinced | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1599 | | |
| | **Missing** | 5 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.38 | | |
| | **Standard Deviation** | .797 | | |
| **Labeled Values** | 1 | None \ Not Applicable | 1221 | 76.1% |
| | 2 | A Little | 219 | 13.7% |
| | 3 | Some | 106 | 6.6% |
| | 4 | A Lot | 35 | 2.2% |
| | 5 | A Great Deal | 18 | 1.1% |

**DIFFICULTY3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 126 | | |
| | **Label** | Difficulty - Finding a trustworthy and competent installer | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1601 | | |
| | **Missing** | 3 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.10 | | |
| | **Standard Deviation** | 1.341 | | |
| **Labeled Values** | 1 | None \ Not Applicable | 827 | 51.6% |
| | 2 | A Little | 216 | 13.5% |
| | 3 | Some | 255 | 15.9% |
| | 4 | A Lot | 183 | 11.4% |
| | 5 | A Great  Deal | 120 | 7.5% |

**DIFFICULTY4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 127 | | |
| | **Label** | Difficulty - Finding an installer who would agree to do the work | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1598 | | |
| | **Missing** | 6 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.37 | | |
| | **Standard Deviation** | .922 | | |
| **Labeled Values** | 1 | None \ Not Applicable | 1325 | 82.6% |
| | 2 | A Little | 101 | 6.3% |
| | 3 | Some | 76 | 4.7% |
| | 4 | A Lot | 53 | 3.3% |
| | 5 | A Great  Deal | 43 | 2.7% |

**DIFFICULTY5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 128 | | |
| | Label | Difficulty - Permitting, zoning, or neighborhood restrictions | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1601 | | |
| | Missing | 3 | | |
| Central Tendency and Dispersion | Mean | 1.74 | | |
| | Standard Deviation | 1.170 | | |
| Labeled Values | 1 | None \ Not Applicable | 1015 | 63.3% |
| | 2 | A Little | 240 | 15.0% |
| | 3 | Some | 166 | 10.3% |
| | 4 | A Lot | 101 | 6.3% |
| | 5 | A Great Deal | 79 | 4.9% |

**DIFFICULTY6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 129 | | |
| | Label | Difficulty - Suitability of your home site (shading, orientation, roof structure or … | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1599 | | |
| | Missing | 5 | | |
| Central Tendency and Dispersion | Mean | 1.77 | | |
| | Standard Deviation | 1.143 | | |
| Labeled Values | 1 | None \ Not Applicable | 951 | 59.3% |
| | 2 | A Little | 310 | 19.3% |
| | 3 | Some | 164 | 10.2% |
| | 4 | A Lot | 102 | 6.4% |
| | 5 | A Great Deal | 72 | 4.5% |

**CONCERN1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 130 | | |
| | Label | Concern - Affordability | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1591 | | |
| | Missing | 13 | | |
| Central Tendency and Dispersion | Mean | 2.89 | | |
| | Standard Deviation | 1.570 | | |
| Labeled Values | 1 | Not at all \ Not Applicable | 515 | 32.1% |
| | 2 | Slightly | 168 | 10.5% |
| | 3 | Somewhat | 224 | 14.0% |
| | 4 | Very | 342 | 21.3% |
| | 5 | Extremely | 342 | 21.3% |

**CONCERN2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 131 | | |
| | Label | Concern - Whether solar was a good financial decision | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1591 | | |
| | Missing | 13 | | |
| Central Tendency and Dispersion | Mean | 3.09 | | |
| | Standard Deviation | 1.444 | | |
| Labeled Values | 1 | Not at all \ Not Applicable | 348 | 21.7% |
| | 2 | Slightly | 221 | 13.8% |
| | 3 | Somewhat | 280 | 17.5% |
| | 4 | Very | 417 | 26.0% |
| | 5 | Extremely | 325 | 20.3% |

**CONCERN3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 132 | | |
| | **Label** | Concern - Whether solar panels offered enough bang for the buck | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1596 | | |
| | **Missing** | 8 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.09 | | |
| | **Standard Deviation** | 1.417 | | |
| **Labeled Values** | 1 | Not at all \ Not Applicable | 350 | 21.8% |
| | 2 | Slightly | 184 | 11.5% |
| | 3 | Somewhat | 331 | 20.6% |
| | 4 | Very | 431 | 26.9% |
| | 5 | Extremely | 300 | 18.7% |

**CONCERN4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 133 | | |
| | **Label** | Concern - Taking on debt or signing a lease | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1598 | | |
| | **Missing** | 6 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.49 | | |
| | **Standard Deviation** | 1.523 | | |
| **Labeled Values** | 1 | Not at all \ Not Applicable | 675 | 42.1% |
| | 2 | Slightly | 194 | 12.1% |
| | 3 | Somewhat | 232 | 14.5% |
| | 4 | Very | 257 | 16.0% |
| | 5 | Extremely | 240 | 15.0% |

**CONCERN5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 134 | | |
| | **Label** | Concern - Equipment quality and reliability over time | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1600 | | |
| | **Missing** | 4 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.32 | | |
| | **Standard Deviation** | 1.317 | | |
| **Labeled Values** | 1 | Not at all \ Not Applicable | 215 | 13.4% |
| | 2 | Slightly | 217 | 13.5% |
| | 3 | Somewhat | 362 | 22.6% |
| | 4 | Very | 455 | 28.4% |
| | 5 | Extremely | 351 | 21.9% |

**CONCERN6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 135 | | |
| | **Label** | Concern - Having to perform regular maintenance on the solar panel system | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1598 | | |
| | **Missing** | 6 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.47 | | |
| | **Standard Deviation** | 1.416 | | |
| **Labeled Values** | 1 | Not at all \ Not Applicable | 595 | 37.1% |
| | 2 | Slightly | 281 | 17.5% |
| | 3 | Somewhat | 289 | 18.0% |
| | 4 | Very | 246 | 15.3% |
| | 5 | Extremely | 187 | 11.7% |

**CONCERN7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 136 | | |
| | **Label** | Concern - Risk of damaging your roof | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1600 | | |
| | **Missing** | 4 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.87 | | |
| | **Standard Deviation** | 1.340 | | |
| **Labeled Values** | 1 | Not at all \ Not Applicable | 310 | 19.3% |
| | 2 | Slightly | 382 | 23.8% |
| | 3 | Somewhat | 362 | 22.6% |
| | 4 | Very | 302 | 18.8% |
| | 5 | Extremely | 244 | 15.2% |

**CONCERN8**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 137 | | |
| | **Label** | Concern - That solar panels might detract from your home's "curb appeal" | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1600 | | |
| | **Missing** | 4 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.00 | | |
| | **Standard Deviation** | 1.210 | | |
| **Labeled Values** | 1 | Not at all \ Not Applicable | 776 | 48.4% |
| | 2 | Slightly | 349 | 21.8% |
| | 3 | Somewhat | 265 | 16.5% |
| | 4 | Very | 118 | 7.4% |
| | 5 | Extremely | 92 | 5.7% |

**CONCERN9**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 138 | | |
| | Label | Concern - That it might be harder to sell your home with solar panels | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1599 | | |
| | Missing | 5 | | |
| Central Tendency and Dispersion | Mean | 1.76 | | |
| | Standard Deviation | 1.077 | | |
| Labeled Values | 1 | Not at all \ Not Applicable | 937 | 58.4% |
| | 2 | Slightly | 303 | 18.9% |
| | 3 | Somewhat | 216 | 13.5% |
| | 4 | Very | 98 | 6.1% |
| | 5 | Extremely | 45 | 2.8% |

**NPS_PANELS**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 139 | | |
| | Label | How likely are you to recommend solar panels to a friend or neighbor? | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1603 | | |
| | Missing | 1 | | |
| Central Tendency and Dispersion | Mean | 9.92 | | |
| | Standard Deviation | 1.822 | | |
| Labeled Values | 1 | Not At AllLikely0 | 16 | 1.0% |
| | 2 | 1 | 7 | 0.4% |
| | 3 | 2 | 5 | 0.3% |
| | 4 | 3 | 9 | 0.6% |
| | 5 | 4 | 8 | 0.5% |
| | 6 | 5 | 53 | 3.3% |
| | 7 | 6 | 45 | 2.8% |
| | 8 | 7 | 101 | 6.3% |

**NPS_PANELS**

|  | Value | Count | Percent |
|---|---|---|---|
| 9 | 8 | 207 | 12.9% |
| 10 | 9 | 198 | 12.3% |
| 11 | ExtremelyLikely10 | 954 | 59.5% |

**NPS_INSTALLER**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 140 |  |  |
|  | Label | How likely are you to recommend your solar installer to a friend or neighbor? |  |  |
|  | Type | Numeric |  |  |
|  | Measurement | Scale |  |  |
| N | Valid | 1602 |  |  |
|  | Missing | 2 |  |  |
| Central Tendency and Dispersion | Mean | 9.48 |  |  |
|  | Standard Deviation | 2.439 |  |  |
| Labeled Values | 1 | Not At AllLikely0 | 58 | 3.6% |
|  | 2 | 1 | 7 | 0.4% |
|  | 3 | 2 | 12 | 0.7% |
|  | 4 | 3 | 23 | 1.4% |
|  | 5 | 4 | 19 | 1.2% |
|  | 6 | 5 | 59 | 3.7% |
|  | 7 | 6 | 57 | 3.6% |
|  | 8 | 7 | 100 | 6.2% |
|  | 9 | 8 | 200 | 12.5% |
|  | 10 | 9 | 200 | 12.5% |
|  | 11 | ExtremelyLikely10 | 867 | 54.1% |

**EXPERIENCE1**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 141 |  |  |
|  | **Label** | The installation of the panels went smoothly. |  |  |
|  | **Type** | Numeric |  |  |
|  | **Measurement** | Scale |  |  |
| **N** | **Valid** | 1597 |  |  |
|  | **Missing** | 7 |  |  |
| **Central Tendency and Dispersion** | **Mean** | 4.39 |  |  |
|  | **Standard Deviation** | .923 |  |  |
| **Labeled Values** | 1 | StronglyDisagree | 34 | 2.1% |
|  | 2 | Disagree | 72 | 4.5% |
|  | 3 | Neutral | 71 | 4.4% |
|  | 4 | Agree | 484 | 30.2% |
|  | 5 | StronglyAgree | 936 | 58.4% |
|  | 98 | Don'tKnow | 1 | 0.1% |

**EXPERIENCE2**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 142 |  |  |
|  | **Label** | Once the contract was signed, the installation of the panels was prompt. |  |  |
|  | **Type** | Numeric |  |  |
|  | **Measurement** | Scale |  |  |
| **N** | **Valid** | 1591 |  |  |
|  | **Missing** | 13 |  |  |
| **Central Tendency and Dispersion** | **Mean** | 3.90 |  |  |
|  | **Standard Deviation** | 1.159 |  |  |
| **Labeled Values** | 1 | StronglyDisagree | 81 | 5.0% |
|  | 2 | Disagree | 158 | 9.9% |
|  | 3 | Neutral | 197 | 12.3% |
|  | 4 | Agree | 560 | 34.9% |
|  | 5 | StronglyAgree | 595 | 37.1% |
|  | 98 | Don'tKnow | 5 | 0.3% |

**EXPERIENCE3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 143 | | |
| | Label | Maintenance of the solar panels has been minimal. | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1501 | | |
| | Missing | 103 | | |
| Central Tendency and Dispersion | Mean | 4.47 | | |
| | Standard Deviation | .761 | | |
| Labeled Values | 1 | StronglyDisagree | 16 | 1.0% |
| | 2 | Disagree | 19 | 1.2% |
| | 3 | Neutral | 94 | 5.9% |
| | 4 | Agree | 486 | 30.3% |
| | 5 | StronglyAgree | 886 | 55.2% |
| | 98 | Don'tKnow | 96 | 6.0% |

**EXPERIENCE4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 144 | | |
| | Label | I like the way the solar panels look. | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1575 | | |
| | Missing | 29 | | |
| Central Tendency and Dispersion | Mean | 3.86 | | |
| | Standard Deviation | .945 | | |
| Labeled Values | 1 | StronglyDisagree | 24 | 1.5% |
| | 2 | Disagree | 68 | 4.2% |
| | 3 | Neutral | 482 | 30.0% |
| | 4 | Agree | 534 | 33.3% |
| | 5 | StronglyAgree | 467 | 29.1% |
| | 98 | Don'tKnow | 22 | 1.4% |

**EXPERIENCE5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 145 | | |
| | Label | Others have complimented the way the solar panels look. | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1411 | | |
| | Missing | 193 | | |
| Central Tendency and Dispersion | Mean | 3.18 | | |
| | Standard Deviation | 1.155 | | |
| Labeled Values | 1 | StronglyDisagree | 148 | 9.2% |
| | 2 | Disagree | 169 | 10.5% |
| | 3 | Neutral | 608 | 37.9% |
| | 4 | Agree | 260 | 16.2% |
| | 5 | StronglyAgree | 226 | 14.1% |
| | 98 | Don'tKnow | 187 | 11.7% |

**EXPERIENCE6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 146 | | |
| | Label | I haven't had problems with my roof since installation. | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1546 | | |
| | Missing | 58 | | |
| Central Tendency and Dispersion | Mean | 4.43 | | |
| | Standard Deviation | .940 | | |
| Labeled Values | 1 | StronglyDisagree | 50 | 3.1% |
| | 2 | Disagree | 41 | 2.6% |
| | 3 | Neutral | 69 | 4.3% |
| | 4 | Agree | 414 | 25.8% |
| | 5 | StronglyAgree | 972 | 60.6% |
| | 98 | Don'tKnow | 50 | 3.1% |

**REGRETS**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 147 | | |
| | **Label** | **Do you have any regrets about buying or leasing solar panels?** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 1597 | | |
| | **Missing** | 7 | | |
| **Central Tendency and Dispersion** | **Mean** | .09 | | |
| | **Standard Deviation** | .281 | | |
| **Labeled Values** | **0** | **No** | 1459 | 91.0% |
| | **1** | **Yes** | 138 | 8.6% |

**TOLD_OTHERS**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 148 | | |
| | **Label** | **Since your panels were installed, have you talked to other people about solar panels?** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 1597 | | |
| | **Missing** | 7 | | |
| **Central Tendency and Dispersion** | **Mean** | .91 | | |
| | **Standard Deviation** | .279 | | |
| **Labeled Values** | **0** | **No** | 136 | 8.5% |
| | **1** | **Yes** | 1461 | 91.1% |

## TOLD_OTHERS_NUM

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 149 | | |
| | **Label** | How many people have you talked to? Your best guess is fine. | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1427 | | |
| | **Missing** | 177 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.64 | | |
| | **Standard Deviation** | 1.050 | | |
| **Labeled Values** | 1 | 1 or 2 | 153 | 9.5% |
| | 2 | 3 to 5 | 545 | 34.0% |
| | 3 | 6 to 10 | 482 | 30.0% |
| | 4 | 11 to 25 | 185 | 11.5% |
| | 5 | 26 to 50 | 29 | 1.8% |
| | 6 | 51 or more | 33 | 2.1% |
| | 98 | Don't know | 26 | 1.6% |

## TOLD_OTHERS_LOCAL

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 150 | | |
| | **Label** | Of those people, about how many live in your town or city? | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1419 | | |
| | **Missing** | 185 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.02 | | |
| | **Standard Deviation** | 1.097 | | |
| **Labeled Values** | 0 | None | 83 | 5.2% |
| | 1 | 1 or 2 | 377 | 23.5% |
| | 2 | 3 to 5 | 551 | 34.4% |
| | 3 | 6 to 10 | 288 | 18.0% |
| | 4 | 11 to 25 | 92 | 5.7% |
| | 5 | 26 to 50 | 15 | 0.9% |
| | 6 | 51 or more | 13 | 0.8% |
| | 98 | Don't know | 30 | 1.9% |

## ACTIVITY1

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **151** | | |
| | **Label** | **Activities - Write an online review to share on a website like Yelp or Angie's List** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1599** | | |
| | **Missing** | **5** | | |
| **Central Tendency and Dispersion** | **Mean** | **3.44** | | |
| | **Standard Deviation** | **.618** | | |
| **Labeled Values** | **2** | **Have Done** | **108** | **6.7%** |
| | **3** | **Have Not Done, Would …** | **676** | **42.1%** |
| | **4** | **Have Not Done, Would Not Consider** | **815** | **50.8%** |

## ACTIVITY2

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **152** | | |
| | **Label** | **Activities - Talk about your solar panels through a social networking site (Facebook, Twitter)** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1598** | | |
| | **Missing** | **6** | | |
| **Central Tendency and Dispersion** | **Mean** | **3.47** | | |
| | **Standard Deviation** | **.704** | | |
| **Labeled Values** | **2** | **Have Done** | **197** | **12.3%** |
| | **3** | **Have Not Done, Would …** | **445** | **27.7%** |
| | **4** | **Have Not Done, Would Not Consider** | **956** | **59.6%** |

**ACTIVITY3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 153 | | |
| | Label | Activities - Post to an online forum about solar | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1597 | | |
| | Missing | 7 | | |
| Central Tendency and Dispersion | Mean | 3.60 | | |
| | Standard Deviation | .554 | | |
| Labeled Values | 2 | Have Done | 53 | 3.3% |
| | 3 | Have Not Done, Would … | 532 | 33.2% |
| | 4 | Have Not Done, Would Not Consider | 1012 | 63.1% |

**ACTIVITY4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 154 | | |
| | Label | Activities - Provide a customer testimonial for your installer's marketing materials | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1597 | | |
| | Missing | 7 | | |
| Central Tendency and Dispersion | Mean | 3.23 | | |
| | Standard Deviation | .625 | | |
| Labeled Values | 2 | Have Done | 171 | 10.7% |
| | 3 | Have Not Done, Would … | 890 | 55.5% |
| | 4 | Have Not Done, Would Not Consider | 536 | 33.4% |

## ACTIVITY5

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **155** | | |
| | **Label** | **Activities - Host a solar party at your home for others to learn about solar panels** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1598** | | |
| | **Missing** | **6** | | |
| **Central Tendency and Dispersion** | **Mean** | **3.79** | | |
| | **Standard Deviation** | **.450** | | |
| **Labeled Values** | **2** | **Have Done** | **27** | **1.7%** |
| | **3** | **Have Not Done, Would …** | **288** | **18.0%** |
| | **4** | **Have Not Done, Would Not Consider** | **1283** | **80.0%** |

## REFERRAL_NUM

| | | Value |
|---|---|---|
| **Standard Attributes** | **Position** | **156** |
| | **Label** | **How many people R has referred to installer** |
| | **Type** | **Numeric** |
| | **Measurement** | **Scale** |
| **N** | **Valid** | **1592** |
| | **Missing** | **12** |
| **Central Tendency and Dispersion** | **Mean** | **3.6162** |
| | **Standard Deviation** | **17.92229** |

**REFERRAL_WHEN1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 157 | | |
| | **Label** | When R referred others - Before your panels were installed | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1277 | | |
| | **Missing** | 327 | | |
| **Central Tendency and Dispersion** | **Mean** | .17 | | |
| | **Standard Deviation** | .373 | | |
| **Labeled Values** | **1** | Yes | 213 | 13.3% |

**REFERRAL_WHEN2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 158 | | |
| | **Label** | When R referred others - Within 3 months after installation | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1277 | | |
| | **Missing** | 327 | | |
| **Central Tendency and Dispersion** | **Mean** | .57 | | |
| | **Standard Deviation** | .495 | | |
| **Labeled Values** | **1** | Yes | 731 | 45.6% |

**REFERRAL_WHEN3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 159 | | |
| | **Label** | When R referred others - 4 months to a year after installation | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1277 | | |
| | **Missing** | 327 | | |
| **Central Tendency and Dispersion** | **Mean** | .37 | | |
| | **Standard Deviation** | .484 | | |
| **Labeled Values** | **1** | Yes | 477 | 29.7% |

**REFERRAL_WHEN4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 160 | | |
| | **Label** | When R referred others - More than a year after installation | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1277 | | |
| | **Missing** | 327 | | |
| **Central Tendency and Dispersion** | **Mean** | .13 | | |
| | **Standard Deviation** | .340 | | |
| **Labeled Values** | **1** | Yes | 170 | 10.6% |

**SIZE_PANELS_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 161 | | |
| | Label | Size of system? Number of Panels | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 1 | 1-14 | 395 | 24.6% |
| | 2 | 15-19 | 365 | 22.8% |
| | 3 | 20-26 | 322 | 20.1% |
| | 4 | 27 or more | 349 | 21.8% |
| Missing Values | System | | 173 | 10.8% |

**SIZE_KW_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 162 | | |
| | Label | Size of system? Kilowatts (kW) | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 1 | 4 or Less | 158 | 9.9% |
| | 2 | 5-7 | 153 | 9.5% |
| | 3 | 8 or greater | 124 | 7.7% |
| Missing Values | System | | 1169 | 72.9% |

**BUY_LEASE**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 163 | | |
| | Label | Did you buy or lease the solar panels for your home? | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1415 | | |
| | Missing | 189 | | |
| Central Tendency and Dispersion | Mean | 1.69 | | |
| | Standard Deviation | .463 | | |
| Labeled Values | 1 | Bought | 440 | 27.4% |
| | 2 | Leased | 975 | 60.8% |

**LOAN**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 164 | | |
| | **Label** | Did you take out a loan to help pay for your system? | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 451 | | |
| | **Missing** | 1153 | | |
| **Central Tendency and Dispersion** | **Mean** | .40 | | |
| | **Standard Deviation** | .490 | | |
| **Labeled Values** | 0 | No | 271 | 16.9% |
| | 1 | Yes | 180 | 11.2% |

**OPTION_TO_LEASE**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 165 | | |
| | **Label** | Even though you purchased your solar panels, did you also have the option to lease them? | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 449 | | |
| | **Missing** | 1155 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.97 | | |
| | **Standard Deviation** | .992 | | |
| **Labeled Values** | 1 | No, leasing wasn't available or wasn't offered by the installer(s) | 227 | 14.2% |
| | 2 | No, didn't qualify for leasing | 8 | 0.5% |
| | 3 | Yes | 214 | 13.3% |

**WHY_BUY1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 166 | | |
| | Label | Buy Consideratio ns - Installer suggested buying over leasing | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 210 | | |
| | Missing | 1394 | | |
| Central Tendency and Dispersion | Mean | 1.39 | | |
| | Standard Deviation | .677 | | |
| Labeled Values | 1 | Not at all important\ Not Applicable | 152 | 9.5% |
| | 2 | Somewhatim portant | 35 | 2.2% |
| | 3 | Veryimporta nt | 23 | 1.4% |

**WHY_BUY2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 167 | | |
| | Label | Buy Consideratio ns - Buying seemed easier than leasing | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 207 | | |
| | Missing | 1397 | | |
| Central Tendency and Dispersion | Mean | 1.97 | | |
| | Standard Deviation | .853 | | |
| Labeled Values | 1 | Not at all important\ Not Applicable | 78 | 4.9% |
| | 2 | Somewhatim portant | 57 | 3.6% |
| | 3 | Veryimporta nt | 72 | 4.5% |

**WHY_BUY3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 168 | | |
| | **Label** | Buy Consideratio ns - Buying would save you more money than leasing | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 208 | | |
| | **Missing** | 1396 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.46 | | |
| | **Standard Deviation** | .798 | | |
| **Labeled Values** | 1 | Not at all important\ Not Applicable | 40 | 2.5% |
| | 2 | Somewhatim portant | 32 | 2.0% |
| | 3 | Veryimporta nt | 136 | 8.5% |

**WHY_BUY4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 169 | | |
| | **Label** | Buy Consideratio ns - Concerns about signing a long-term lease … | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 209 | | |
| | **Missing** | 1395 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.11 | | |
| | **Standard Deviation** | .853 | | |
| **Labeled Values** | 1 | Not at all important\ Not Applicable | 65 | 4.1% |
| | 2 | Somewhatim portant | 55 | 3.4% |
| | 3 | Veryimporta nt | 89 | 5.5% |

**WHY_BUY5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 170 | | |
| | **Label** | Buy Consideratio ns - Buying gives you control over the solar panels | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 209 | | |
| | **Missing** | 1395 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.44 | | |
| | **Standard Deviation** | .771 | | |
| **Labeled Values** | **1** | Not at all important\ Not Applicable | 36 | 2.2% |
| | **2** | Somewhatim portant | 45 | 2.8% |
| | **3** | Veryimporta nt | 128 | 8.0% |

**WHY_BUY6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 171 | | |
| | **Label** | Buy Consideratio ns - Most of the people you knew bought | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 208 | | |
| | **Missing** | 1396 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.36 | | |
| | **Standard Deviation** | .659 | | |
| **Labeled Values** | **1** | Not at all important\ Not Applicable | 154 | 9.6% |
| | **2** | Somewhatim portant | 33 | 2.1% |
| | **3** | Veryimporta nt | 21 | 1.3% |

**WHY_BUY7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 172 | | |
| | **Label** | Buy Consideratio ns - Buying solar panels makes it easier to sell your house | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 209 | | |
| | **Missing** | 1395 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.05 | | |
| | **Standard Deviation** | .836 | | |
| **Labeled Values** | 1 | Not at all important\ Not Applicable | 68 | 4.2% |
| | 2 | Somewhatim portant | 63 | 3.9% |
| | 3 | Veryimporta nt | 78 | 4.9% |

**LEASE_TYPE**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 173 | | |
| | **Label** | How is your lease structured? | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 990 | | |
| | **Missing** | 614 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.88 | | |
| | **Standard Deviation** | .413 | | |
| **Labeled Values** | 1 | Pay monthly to lease solar … | 148 | 9.2% |
| | 2 | Purchase the solar electricity (cents\kWh) generated by the system each month | 808 | 50.4% |
| | 3 | Prepaid all leasing costs | 34 | 2.1% |

**OPTION_TO_BUY**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 174 | | |
| | Label | Even though you leased your solar panels, did you also have the option to buy them? | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 995 | | |
| | Missing | 609 | | |
| Central Tendency and Dispersion | Mean | .26 | | |
| | Standard Deviation | .441 | | |
| Labeled Values | 0 | No, buying wasn't available or wasn't offered by the installer (s) | 733 | 45.7% |
| | 1 | Yes, installer offered the option to … | 262 | 16.3% |

## WHY_LEASE1

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 175 | | |
| | **Label** | Lease Considerations - Didn't have the funds on hand to purchase the solar panels | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 256 | | |
| | **Missing** | 1348 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.27 | | |
| | **Standard Deviation** | .849 | | |
| **Labeled Values** | 1 | Not at all important\ Not Applicable | 67 | 4.2% |
| | 2 | Somewhat important | 54 | 3.4% |
| | 3 | Very important | 135 | 8.4% |

## WHY_LEASE2

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 176 | | |
| | **Label** | Lease Considerations - Installer suggested leasing over buying | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 251 | | |
| | **Missing** | 1353 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.75 | | |
| | **Standard Deviation** | .755 | | |
| **Labeled Values** | 1 | Not at all important\ Not Applicable | 110 | 6.9% |
| | 2 | Somewhat important | 93 | 5.8% |
| | 3 | Very important | 48 | 3.0% |

**WHY_LEASE3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 177 | | |
| | Label | Lease Considerations - Leasing seemed easier than buying | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 252 | | |
| | Missing | 1352 | | |
| Central Tendency and Dispersion | Mean | 2.26 | | |
| | Standard Deviation | .780 | | |
| Labeled Values | 1 | Not at all important\ Not Applicable | 52 | 3.2% |
| | 2 | Somewhat important | 82 | 5.1% |
| | 3 | Very important | 118 | 7.4% |

**WHY_LEASE4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 178 | | |
| | Label | Lease Considerations - Leasing would save you more money than buying | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 251 | | |
| | Missing | 1353 | | |
| Central Tendency and Dispersion | Mean | 2.10 | | |
| | Standard Deviation | .806 | | |
| Labeled Values | 1 | Not at all important\ Not Applicable | 70 | 4.4% |
| | 2 | Somewhat important | 86 | 5.4% |
| | 3 | Very important | 95 | 5.9% |

**WHY_LEASE5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 179 | | |
| | **Label** | Lease Consideratio ns - The solar company being responsible for maintaining the system and guaranteeing performance | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 256 | | |
| | **Missing** | 1348 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.79 | | |
| | **Standard Deviation** | .493 | | |
| **Labeled Values** | 1 | Not at all important\ Not Applicable | 10 | 0.6% |
| | 2 | Somewhat important | 33 | 2.1% |
| | 3 | Very important | 213 | 13.3% |

**WHY_LEASE6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 180 | | |
| | Label | Lease Considerations - Most of the people you knew had leased | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 253 | | |
| | Missing | 1351 | | |
| Central Tendency and Dispersion | Mean | 1.47 | | |
| | Standard Deviation | .743 | | |
| Labeled Values | 1 | Not at all important\ Not Applicable | 173 | 10.8% |
| | 2 | Somewhat important | 42 | 2.6% |
| | 3 | Very important | 38 | 2.4% |

**WHY_LEASE7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 181 | | |
| | Label | Lease Considerations - Leasing solar panels makes it easier to sell your house | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 253 | | |
| | Missing | 1351 | | |
| Central Tendency and Dispersion | Mean | 1.53 | | |
| | Standard Deviation | .716 | | |
| Labeled Values | 1 | Not at all important\ Not Applicable | 153 | 9.5% |
| | 2 | Somewhat important | 67 | 4.2% |
| | 3 | Very important | 33 | 2.1% |

**ECONEVAL**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 182 | | |
| | **Label** | Economic evaluation method used | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1597 | | |
| | **Missing** | 7 | | |
| **Central Tendency and Dispersion** | **Mean** | 5.84 | | |
| | **Standard Deviation** | 19.451 | | |
| **Labeled Values** | **1** | Monthly or annual electric bill savings | 1155 | 72.0% |
| | **2** | Payback time - the time it would take to recover your investment | 214 | 13.3% |
| | **3** | Annual rate of return | 46 | 2.9% |
| | **4** | No, did not evaluate in detail | 103 | 6.4% |

**ECONEVAL_SVG_PERIOD**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 183 | | |
| | **Label** | Economic evaluation based on electric bill savings - savings period chosen | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 959 | | |
| | **Missing** | 645 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.18 | | |
| | **Standard Deviation** | .387 | | |
| **Labeled Values** | **1** | Monthly savings (Specify $\month): | 783 | 48.8% |
| | **2** | Or, annual savings (Specify $\year): | 176 | 11.0% |
| | **98** | Don't know | 194 | 12.1% |

**ECONEVAL_SVGS_CLND**

| | | Value |
|---|---|---|
| **Standard Attributes** | **Position** | 184 |
| | **Label** | Economic evaluation based on electric bill savings - estimated savings per period - TEXT |
| | **Type** | Numeric |
| | **Measurement** | Scale |
| **N** | **Valid** | 914 |
| | **Missing** | 690 |
| **Central Tendency and Dispersion** | **Mean** | 431.9963 |
| | **Standard Deviation** | 2384.96745 |

**ECONEVAL_SVGS_ACTUAL**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 185 | | |
| | **Label** | Actual electric bill savings so far compared to estimated | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1021 | | |
| | **Missing** | 583 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.63 | | |
| | **Standard Deviation** | 1.089 | | |
| **Labeled Values** | 1 | Saving a lot more than expected | 187 | 11.7% |
| | 2 | Saving somewhat more than expected | 235 | 14.7% |
| | 3 | Saving about what was expected | 426 | 26.6% |
| | 4 | Saving somewhat less than expected | 110 | 6.9% |
| | 5 | Saving a lot less than expected | 63 | 3.9% |
| | 94 | Too Early to Tell | 111 | 6.9% |
| | 98 | Don't Know | 21 | 1.3% |

**ECONEVAL_PYBK**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 186 | | |
| | **Label** | Economic evaluation based on payback time - response given | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 202 | | |
| | **Missing** | 1402 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.00 | | |
| | **Standard Deviation** | .000 | | |
| **Labeled Values** | **1** | Specify years | 202 | 12.6% |
| | **98** | Don't know | 12 | 0.7% |

**ECONEVAL_PYBK_YRS_CLND**

| | | Value |
|---|---|---|
| **Standard Attributes** | **Position** | 187 |
| | **Label** | Economic evaluation based on payback years - TEXT |
| | **Type** | Numeric |
| | **Measurement** | Scale |
| **N** | **Valid** | 202 |
| | **Missing** | 1402 |
| **Central Tendency and Dispersion** | **Mean** | 8.4533 |
| | **Standard Deviation** | 4.54457 |

**ECONEVAL_PYBK_ACTUAL**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 188 | | |
| | **Label** | Actual payback time so far compared to estimated | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 170 | | |
| | **Missing** | 1434 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.77 | | |
| | **Standard Deviation** | .979 | | |
| **Labeled Values** | 1 | Paying back a lot faster than expected | 19 | 1.2% |
| | 2 | Paying back somewhat faster than expected | 39 | 2.4% |
| | 3 | Paying back about how expected | 83 | 5.2% |
| | 4 | Paying back somewhat slower than expected | 20 | 1.2% |
| | 5 | Paying back a lot slower than expected | 9 | 0.6% |
| | 94 | Too Early to Tell | 29 | 1.8% |
| | 98 | Don't Know | 15 | 0.9% |

**ECONEVAL_ROR**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 189 | | |
| | Label | Economic evaluation based on annual rate of return - response given | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 33 | | |
| | Missing | 1571 | | |
| Central Tendency and Dispersion | Mean | 1.00 | | |
| | Standard Deviation | .000 | | |
| Labeled Values | 1 | Specify % per year | 33 | 2.1% |
| | 98 | Don't know | 12 | 0.7% |

**ECONEVAL_ROR_PCT_CLND**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 190 | | |
| | Label | Economic evaluation based on annual rate of return percent per year -TEXT | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 5.00 | | 2 | 0.1% |
| | 7.00 | | 2 | 0.1% |
| | 7.50 | | 1 | 0.1% |
| | 8.10 | | 1 | 0.1% |
| | 10.00 | | 4 | 0.2% |
| | 11.00 | | 1 | 0.1% |
| | 15.00 | | 2 | 0.1% |
| | 18.00 | | 1 | 0.1% |
| | 20.00 | | 3 | 0.2% |
| | 25.00 | | 3 | 0.2% |
| | 28.00 | | 1 | 0.1% |
| | 30.00 | | 2 | 0.1% |
| | 33.00 | | 1 | 0.1% |
| | 35.00 | | 2 | 0.1% |
| | 50.00 | | 3 | 0.2% |
| | 55.00 | | 1 | 0.1% |

**ECONEVAL_ROR_PCT_CLND**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
|  | 70.00 |  | 1 | 0.1% |
|  | 300.00 |  | 1 | 0.1% |
|  | 1200.00 |  | 1 | 0.1% |
| Missing Values | System |  | 1571 | 97.9% |

**ECONEVAL_ROR_ACTUAL**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 191 |  |  |
|  | Label | Actual annual rate of return so far compared to ... |  |  |
|  | Type | Numeric |  |  |
|  | Measurement | Scale |  |  |
| N | Valid | 41 |  |  |
|  | Missing | 1563 |  |  |
| Central Tendency and Dispersion | Mean | 2.39 |  |  |
|  | Standard Deviation | .972 |  |  |
| Labeled Values | 1 | Getting a lot higher return than expected | 7 | 0.4% |
|  | 2 | Getting somewhat higher return than expected | 17 | 1.1% |
|  | 3 | Getting about the expected return | 12 | 0.7% |
|  | 4 | Getting somewhat lower return than expected | 4 | 0.2% |
|  | 5 | Getting a lot lower return than expected | 1 | 0.1% |
|  | 94 | Too Early to Tell | 4 | 0.2% |
|  | 98 | Don't Know | 1 | 0.1% |

**WINTER_NOPV_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 192 | | |
| | Label | How much do you spend (or if R has panels now, did you spend prior to getting panels) on electricity in a typical winter month? | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 1 | less than $25 per month | 7 | 0.4% |
| | 2 | $25 - 49 per month | 31 | 1.9% |
| | 3 | $50 - 74 per month | 117 | 7.3% |
| | 4 | $75 - 99 per month | 141 | 8.8% |
| | 5 | $100 - 149 per month | 312 | 19.5% |
| | 6 | $150 - 199 per month | 294 | 18.3% |
| | 7 | $200 - 249 per month | 206 | 12.8% |
| | 8 | $250 - 299 per month | 126 | 7.9% |
| | 9 | $300 - 349 per month | 98 | 6.1% |
| | 10 | $350 - 399 per month | 47 | 2.9% |
| | 11 | over $400 per month | 92 | 5.7% |
| Missing Values | 98 | I don't know | 0 | 0.0% |
| | System | | 133 | 8.3% |

**WINTER_PV_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 193 | | |
| | **Label** | How much do you spend with solar panels on electricity in a typical winter month? | | |
| | **Type** | Numeric | | |
| | **Measurement** | Nominal | | |
| **Valid Values** | 1 | less than $25 per month | 372 | 23.2% |
| | 2 | $25 - 49 per month | 235 | 14.7% |
| | 3 | $50 - 74 per month | 265 | 16.5% |
| | 4 | $75 - 99 per month | 141 | 8.8% |
| | 5 | $100 - 149 per month | 235 | 14.7% |
| | 6 | $150 - 199 per month | 99 | 6.2% |
| | 7 | $200 - 249 per month | 42 | 2.6% |
| | 8 | $250 - 299 per month | 27 | 1.7% |
| | 9 | $300 - 349 per month | 15 | 0.9% |
| | 10 | $350 - 399 per month | 5 | 0.3% |
| | 11 | over $400 per month | 11 | 0.7% |
| **Missing Values** | 98 | I don't know | 0 | 0.0% |
| | **System** | | 157 | 9.8% |

**SUMMER_NOPV_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **194** | | |
| | **Label** | **How much do you spend (or if R has panels now, did you spend prior to getting panels) on electricity in a typical summer month?** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Nominal** | | |
| **Valid Values** | **1** | **less than $25 per month** | **9** | **0.6%** |
| | **2** | **$25 - 49 per month** | **14** | **0.9%** |
| | **3** | **$50 - 74 per month** | **71** | **4.4%** |
| | **4** | **$75 - 99 per month** | **78** | **4.9%** |
| | **5** | **$100 - 149 per month** | **203** | **12.7%** |
| | **6** | **$150 - 199 per month** | **213** | **13.3%** |
| | **7** | **$200 - 249 per month** | **152** | **9.5%** |
| | **8** | **$250 - 299 per month** | **169** | **10.5%** |
| | **9** | **$300 - 349 per month** | **156** | **9.7%** |
| | **10** | **$350 - 399 per month** | **108** | **6.7%** |
| | **11** | **over $400 per month** | **285** | **17.8%** |
| **Missing Values** | **98** | **I don't know** | **0** | **0.0%** |
| | **System** | | **146** | **9.1%** |

**SUMMER_PV_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **195** | | |
| | **Label** | **How much do you spend with solar panels on electricity in a typical summer month?** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Nominal** | | |
| **Valid Values** | **1** | **less than $25 per month** | **400** | **24.9%** |
| | **2** | **$25 - 49 per month** | **129** | **8.0%** |
| | **3** | **$50 - 74 per month** | **160** | **10.0%** |
| | **4** | **$75 - 99 per month** | **121** | **7.5%** |
| | **5** | **$100 - 149 per month** | **200** | **12.5%** |
| | **6** | **$150 - 199 per month** | **131** | **8.2%** |
| | **7** | **$200 - 249 per month** | **93** | **5.8%** |
| | **8** | **$250 - 299 per month** | **29** | **1.8%** |
| | **9** | **$300 - 349 per month** | **21** | **1.3%** |
| | **10** | **$350 - 399 per month** | **11** | **0.7%** |
| | **11** | **over $400 per month** | **23** | **1.4%** |
| **Missing Values** | **98** | **I don't know** | **0** | **0.0%** |
| | **System** | | **286** | **17.8%** |

**PN1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 196 | | |
| | Label | I feel a personal obligation to do my part to move the country to a renewable energy future. | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1579 | | |
| | Missing | 25 | | |
| Central Tendency and Dispersion | Mean | 3.87 | | |
| | Standard Deviation | 1.116 | | |
| Labeled Values | 1 | StronglyDisagree | 92 | 5.7% |
| | 2 | Disagree | 73 | 4.6% |
| | 3 | Neutral | 331 | 20.6% |
| | 4 | Agree | 540 | 33.7% |
| | 5 | StronglyAgree | 543 | 33.9% |
| | 98 | Don't Know | 16 | 1.0% |

**PN2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 197 | | |
| | **Label** | I feel a personal obligation to do my part to prevent climate change. | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1564 | | |
| | **Missing** | 40 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.73 | | |
| | **Standard Deviation** | 1.212 | | |
| **Labeled Values** | 1 | StronglyDisagree | 136 | 8.5% |
| | 2 | Disagree | 82 | 5.1% |
| | 3 | Neutral | 353 | 22.0% |
| | 4 | Agree | 488 | 30.4% |
| | 5 | StronglyAgree | 505 | 31.5% |
| | 98 | Don't Know | 29 | 1.8% |

**PN3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 198 | | |
| | **Label** | I feel guilty when I waste energy. | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1580 | | |
| | **Missing** | 24 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.78 | | |
| | **Standard Deviation** | 1.087 | | |
| **Labeled Values** | 1 | StronglyDisagree | 88 | 5.5% |
| | 2 | Disagree | 106 | 6.6% |
| | 3 | Neutral | 303 | 18.9% |
| | 4 | Agree | 657 | 41.0% |
| | 5 | StronglyAgree | 426 | 26.6% |
| | 98 | Don't Know | 13 | 0.8% |

**E2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 199 | | |
| | Label | Climate change is a serious problem for society. | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1548 | | |
| | Missing | 56 | | |
| Central Tendency and Dispersion | Mean | 3.86 | | |
| | Standard Deviation | 1.295 | | |
| Labeled Values | 1 | StronglyDisagree | 148 | 9.2% |
| | 2 | Disagree | 91 | 5.7% |
| | 3 | Neutral | 257 | 16.0% |
| | 4 | Agree | 380 | 23.7% |
| | 5 | StronglyAgree | 672 | 41.9% |
| | 98 | Don't Know | 46 | 2.9% |

**BB1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 200 | | |
| | Label | If more households get solar panels, environmental quality will improve. | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1539 | | |
| | Missing | 65 | | |
| Central Tendency and Dispersion | Mean | 4.05 | | |
| | Standard Deviation | .971 | | |
| Labeled Values | 1 | StronglyDisagree | 53 | 3.3% |
| | 2 | Disagree | 39 | 2.4% |
| | 3 | Neutral | 254 | 15.8% |
| | 4 | Agree | 625 | 39.0% |
| | 5 | StronglyAgree | 568 | 35.4% |
| | 98 | Don't Know | 54 | 3.4% |

**BB2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 201 | | |
| | **Label** | Solar panels help slow down climate … | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1472 | | |
| | **Missing** | 132 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.62 | | |
| | **Standard Deviation** | 1.219 | | |
| **Labeled Values** | 1 | StronglyDisagree | 139 | 8.7% |
| | 2 | Disagree | 96 | 6.0% |
| | 3 | Neutral | 356 | 22.2% |
| | 4 | Agree | 475 | 29.6% |
| | 5 | StronglyAgree | 406 | 25.3% |
| | 98 | Don't Know | 120 | 7.5% |

**BB3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 202 | | |
| | **Label** | Having solar panels would be a good way to reduce my environmental impact. | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1572 | | |
| | **Missing** | 32 | | |
| **Central Tendency and Dispersion** | **Mean** | 4.15 | | |
| | **Standard Deviation** | .966 | | |
| **Labeled Values** | 1 | StronglyDisagree | 58 | 3.6% |
| | 2 | Disagree | 31 | 1.9% |
| | 3 | Neutral | 192 | 12.0% |
| | 4 | Agree | 627 | 39.1% |
| | 5 | StronglyAgree | 664 | 41.4% |
| | 98 | Don't Know | 22 | 1.4% |

**BTE8**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 203 | | |
| | **Label** | **Using solar will help protect my family from rising electricity prices in the future.** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | 1561 | | |
| | **Missing** | 43 | | |
| **Central Tendency and Dispersion** | **Mean** | 4.40 | | |
| | **Standard Deviation** | .790 | | |
| **Labeled Values** | **1** | **StronglyDisagree** | 20 | 1.2% |
| | **2** | **Disagree** | 28 | 1.7% |
| | **3** | **Neutral** | 96 | 6.0% |
| | **4** | **Agree** | 587 | 36.6% |
| | **5** | **StronglyAgree** | 830 | 51.7% |
| | **98** | **Don't Know** | 34 | 2.1% |

**BE13**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 204 | | |
| | **Label** | Installing solar provides a great return on a family's investment. | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1490 | | |
| | **Missing** | 114 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.92 | | |
| | **Standard Deviation** | .933 | | |
| **Labeled Values** | 1 | StronglyDisagree | 29 | 1.8% |
| | 2 | Disagree | 49 | 3.1% |
| | 3 | Neutral | 387 | 24.1% |
| | 4 | Agree | 565 | 35.2% |
| | 5 | StronglyAgree | 460 | 28.7% |
| | 98 | Don't Know | 102 | 6.4% |

**BE10**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 205 | | |
| | **Label** | Using solar would save me money. | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1570 | | |
| | **Missing** | 34 | | |
| **Central Tendency and Dispersion** | **Mean** | 4.41 | | |
| | **Standard Deviation** | .820 | | |
| **Labeled Values** | 1 | StronglyDisagree | 27 | 1.7% |
| | 2 | Disagree | 21 | 1.3% |
| | 3 | Neutral | 112 | 7.0% |
| | 4 | Agree | 528 | 32.9% |
| | 5 | StronglyAgree | 882 | 55.0% |
| | 98 | Don't Know | 24 | 1.5% |

**Co3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 206 | | |
| | Label | Having solar panels on my home would help meet my family's … | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1565 | | |
| | Missing | 39 | | |
| Central Tendency and Dispersion | Mean | 4.15 | | |
| | Standard Deviation | .865 | | |
| Labeled Values | 1 | StronglyDisagree | 29 | 1.8% |
| | 2 | Disagree | 27 | 1.7% |
| | 3 | Neutral | 232 | 14.5% |
| | 4 | Agree | 674 | 42.0% |
| | 5 | StronglyAgree | 603 | 37.6% |
| | 98 | Don't Know | 29 | 1.8% |

**VB1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 207 | | |
| | Label | Protecting the environment, preserving nature | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1569 | | |
| | Missing | 35 | | |
| Central Tendency and Dispersion | Mean | 3.92 | | |
| | Standard Deviation | 1.026 | | |
| Labeled Values | 0 | OPPOSED TO MY VALUES | 6 | 0.4% |
| | 1 | Not at allImportant | 31 | 1.9% |

**VB1**

|  | Value | Count | Percent |
|---|---|---|---|
| 2 | SlightlyImportant | 110 | 6.9% |
| 3 | SomewhatImportant | 319 | 19.9% |
| 4 | VeryImportant | 575 | 35.8% |
| 5 | ExtremelyImportant | 528 | 32.9% |

**VB2**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 208 |  |  |
|  | Label | Respecting the earth, harmony with other ... |  |  |
|  | Type | Numeric |  |  |
|  | Measurement | Scale |  |  |
| N | Valid | 1568 |  |  |
|  | Missing | 36 |  |  |
| Central Tendency and Dispersion | Mean | 3.75 |  |  |
|  | Standard Deviation | 1.116 |  |  |
| Labeled Values | 0 | OPPOSED TO MY VALUES | 10 | 0.6% |
|  | 1 | Not at allImportant | 53 | 3.3% |
|  | 2 | SlightlyImportant | 151 | 9.4% |
|  | 3 | SomewhatImportant | 354 | 22.1% |
|  | 4 | VeryImportant | 542 | 33.8% |
|  | 5 | ExtremelyImportant | 458 | 28.6% |

**VB3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 209 | | |
| | **Label** | Unity with nature, fitting into … | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1560 | | |
| | **Missing** | 44 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.38 | | |
| | **Standard Deviation** | 1.201 | | |
| **Labeled Values** | 0 | OPPOSED TO MY VALUES | 10 | 0.6% |
| | 1 | Not at allImportant | 122 | 7.6% |
| | 2 | SlightlyImportant | 210 | 13.1% |
| | 3 | SomewhatImportant | 453 | 28.2% |
| | 4 | VeryImportant | 459 | 28.6% |
| | 5 | ExtremelyImportant | 306 | 19.1% |

**VA1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 210 | | |
| | **Label** | A world at peace, free of war and conflict | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1559 | | |
| | **Missing** | 45 | | |
| **Central Tendency and Dispersion** | **Mean** | 4.02 | | |
| | **Standard Deviation** | 1.092 | | |
| **Labeled Values** | 0 | OPPOSED TO MY VALUES | 14 | 0.9% |
| | 1 | Not at allImportant | 43 | 2.7% |
| | 2 | SlightlyImportant | 83 | 5.2% |
| | 3 | SomewhatImportant | 267 | 16.6% |
| | 4 | VeryImportant | 504 | 31.4% |
| | 5 | ExtremelyImportant | 648 | 40.4% |

**VA2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 211 | | |
| | Label | Social justice, correcting injustice, care for the … | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1563 | | |
| | Missing | 41 | | |
| Central Tendency and Dispersion | Mean | 3.65 | | |
| | Standard Deviation | 1.113 | | |
| Labeled Values | 0 | OPPOSED TO MY VALUES | 8 | 0.5% |
| | 1 | Not at allImportant | 66 | 4.1% |
| | 2 | SlightlyImportant | 155 | 9.7% |
| | 3 | SomewhatImportant | 395 | 24.6% |
| | 4 | VeryImportant | 551 | 34.4% |
| | 5 | ExtremelyImportant | 388 | 24.2% |

**VA3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 212 | | |
| | **Label** | Equality, equal opportunity for all | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1562 | | |
| | **Missing** | 42 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.88 | | |
| | **Standard Deviation** | 1.110 | | |
| **Labeled Values** | **0** | OPPOSED TO MY VALUES | 14 | 0.9% |
| | **1** | Not at allImportant | 54 | 3.4% |
| | **2** | SlightlyImportant | 104 | 6.5% |
| | **3** | SomewhatImportant | 287 | 17.9% |
| | **4** | VeryImportant | 571 | 35.6% |
| | **5** | ExtremelyImportant | 532 | 33.2% |

**VT1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 213 | | |
| | **Label** | Honoring parents and elders, showing respect | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1562 | | |
| | **Missing** | 42 | | |
| **Central Tendency and Dispersion** | **Mean** | 4.26 | | |
| | **Standard Deviation** | .900 | | |
| **Labeled Values** | 0 | OPPOSED TO MY VALUES | 5 | 0.3% |
| | 1 | Not at allImportant | 15 | 0.9% |
| | 2 | SlightlyImportant | 47 | 2.9% |
| | 3 | SomewhatImportant | 202 | 12.6% |
| | 4 | VeryImportant | 533 | 33.2% |
| | 5 | ExtremelyImportant | 760 | 47.4% |

**VT2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 214 | | |
| | **Label** | Family security, safety for loved ones | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1566 | | |
| | **Missing** | 38 | | |
| **Central Tendency and Dispersion** | **Mean** | 4.52 | | |
| | **Standard Deviation** | .789 | | |
| **Labeled Values** | 0 | OPPOSED TO MY VALUES | 12 | 0.7% |
| | 1 | Not at allImportant | 5 | 0.3% |
| | 2 | SlightlyImportant | 17 | 1.1% |
| | 3 | SomewhatImportant | 91 | 5.7% |
| | 4 | VeryImportant | 434 | 27.1% |
| | 5 | ExtremelyImportant | 1007 | 62.8% |

**VT3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 215 | | |
| | **Label** | Self-discipline, self-restraint, resistance to temptation | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1562 | | |
| | **Missing** | 42 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.67 | | |
| | **Standard Deviation** | 1.013 | | |
| **Labeled Values** | 0 | OPPOSED TO MY VALUES | 4 | 0.2% |
| | 1 | Not at allImportant | 48 | 3.0% |
| | 2 | SlightlyImportant | 117 | 7.3% |
| | 3 | SomewhatImportant | 459 | 28.6% |
| | 4 | VeryImportant | 590 | 36.8% |
| | 5 | ExtremelyImportant | 344 | 21.4% |

**VE1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 216 | | |
| | Label | Authority, the right to lead or … | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1558 | | |
| | Missing | 46 | | |
| Central Tendency and Dispersion | Mean | 2.77 | | |
| | Standard Deviation | 1.199 | | |
| Labeled Values | 0 | OPPOSED TO MY VALUES | 13 | 0.8% |
| | 1 | Not at allImportant | 286 | 17.8% |
| | 2 | SlightlyImportant | 292 | 18.2% |
| | 3 | SomewhatImportant | 541 | 33.7% |
| | 4 | VeryImportant | 311 | 19.4% |
| | 5 | ExtremelyImportant | 115 | 7.2% |

**VE2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 217 | | |
| | **Label** | Influential, having an impact on people and events | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1561 | | |
| | **Missing** | 43 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.10 | | |
| | **Standard Deviation** | 1.162 | | |
| **Labeled Values** | **0** | OPPOSED TO MY VALUES | 4 | 0.2% |
| | **1** | Not at allImportant | 168 | 10.5% |
| | **2** | SlightlyImportant | 271 | 16.9% |
| | **3** | SomewhatImportant | 521 | 32.5% |
| | **4** | VeryImportant | 415 | 25.9% |
| | **5** | ExtremelyImportant | 182 | 11.3% |

**VE4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 218 | | |
| | Label | Wealth, material possessions, money | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1557 | | |
| | Missing | 47 | | |
| Central Tendency and Dispersion | Mean | 2.79 | | |
| | Standard Deviation | 1.030 | | |
| Labeled Values | 0 | OPPOSED TO MY VALUES | 12 | 0.7% |
| | 1 | Not at allImportant | 176 | 11.0% |
| | 2 | SlightlyImportant | 350 | 21.8% |
| | 3 | SomewhatImportant | 691 | 43.1% |
| | 4 | VeryImportant | 251 | 15.6% |
| | 5 | ExtremelyImportant | 77 | 4.8% |

**VO1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 219 | | |
| | **Label** | A varied life, filled with challenge, novelty, and change | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1564 | | |
| | **Missing** | 40 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.49 | | |
| | **Standard Deviation** | 1.057 | | |
| **Labeled Values** | 0 | OPPOSED TO MY VALUES | 2 | 0.1% |
| | 1 | Not at allImportant | 73 | 4.6% |
| | 2 | SlightlyImportant | 174 | 10.8% |
| | 3 | SomewhatImportant | 502 | 31.3% |
| | 4 | VeryImportant | 541 | 33.7% |
| | 5 | ExtremelyImportant | 272 | 17.0% |

**VO2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 220 | | |
| | **Label** | An exciting life, stimulating experiences | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1560 | | |
| | **Missing** | 44 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.48 | | |
| | **Standard Deviation** | 1.065 | | |
| **Labeled Values** | 0 | OPPOSED TO MY VALUES | 7 | 0.4% |
| | 1 | Not at allImportant | 68 | 4.2% |
| | 2 | SlightlyImportant | 177 | 11.0% |
| | 3 | SomewhatImportant | 496 | 30.9% |
| | 4 | VeryImportant | 545 | 34.0% |
| | 5 | ExtremelyImportant | 267 | 16.6% |

**VO3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 221 | | |
| | **Label** | Curious, interested in everything, exploring | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1560 | | |
| | **Missing** | 44 | | |
| **Central Tendency and Dispersion** | **Mean** | 3.60 | | |
| | **Standard Deviation** | 1.044 | | |
| **Labeled Values** | 0 | OPPOSED TO MY VALUES | 6 | 0.4% |
| | 1 | Not at allImportant | 49 | 3.1% |
| | 2 | SlightlyImportant | 155 | 9.7% |
| | 3 | SomewhatImportant | 466 | 29.1% |
| | 4 | VeryImportant | 560 | 34.9% |
| | 5 | ExtremelyImportant | 324 | 20.2% |

**RISK_AVERSION_CLND**

| | | Value |
|---|---|---|
| **Standard Attributes** | **Position** | 222 |
| | **Label** | How much R would pay for a 1 in 5 chance at a $5,000 lottery |
| | **Type** | Numeric |
| | **Measurement** | Scale |
| **N** | **Valid** | 1531 |
| | **Missing** | 73 |
| **Central Tendency and Dispersion** | **Mean** | 105.8605 |
| | **Standard Deviation** | 238.91474 |

**DISCOUNTING_CLND**

|  |  | Value |
|---|---|---|
| **Standard Attributes** | **Position** | 223 |
|  | **Label** | How much R would accept in 1 year to pass up a $5,000 cash payment today |
|  | **Type** | Numeric |
|  | **Measurement** | Scale |
| **N** | **Valid** | 1474 |
|  | **Missing** | 130 |
| **Central Tendency and Dispersion** | **Mean** | 6.7843E+57 |
|  | **Standard Deviation** | 2.605E+59 |

**CIJM1**

|  |  | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 224 |  |  |
|  | **Label** | Before buying a new brand, I usually ask someone who has experience with the brand for advice. |  |  |
|  | **Type** | Numeric |  |  |
|  | **Measurement** | Scale |  |  |
| **N** | **Valid** | 1570 |  |  |
|  | **Missing** | 34 |  |  |
| **Central Tendency and Dispersion** | **Mean** | 3.23 |  |  |
|  | **Standard Deviation** | .962 |  |  |
| **Labeled Values** | **1** | Not at all Like Me | 85 | 5.3% |
|  | **2** | Not much Like Me | 203 | 12.7% |
|  | **3** | SomewhatLike Me | 671 | 41.8% |
|  | **4** | Quite a lotLike Me | 483 | 30.1% |
|  | **5** | JustLike Me | 128 | 8.0% |

**CIJM2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **225** | | |
| | **Label** | **Before I buy a new product or service, I often ask acquaintances about their experiences with that product or service.** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1572** | | |
| | **Missing** | **32** | | |
| **Central Tendency and Dispersion** | **Mean** | **3.23** | | |
| | **Standard Deviation** | **.964** | | |
| **Labeled Values** | **1** | **Not at all Like Me** | **84** | **5.2%** |
| | **2** | **Not much Like Me** | **211** | **13.2%** |
| | **3** | **SomewhatLike Me** | **656** | **40.9%** |
| | **4** | **Quite a lotLike Me** | **495** | **30.9%** |
| | **5** | **JustLike Me** | **126** | **7.9%** |

**CIJM3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **226** | | |
| | **Label** | **When considering a new product [OR] service, I usually trust the opinions of friends who have used the product [OR] service.** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Scale** | | |
| **N** | **Valid** | **1572** | | |
| | **Missing** | **32** | | |
| **Central Tendency and Dispersion** | **Mean** | **3.32** | | |
| | **Standard Deviation** | **.869** | | |
| **Labeled Values** | **1** | **Not at all Like Me** | **58** | **3.6%** |
| | **2** | **Not much Like Me** | **145** | **9.0%** |
| | **3** | **SomewhatLike Me** | **715** | **44.6%** |
| | **4** | **Quite a lotLike Me** | **550** | **34.3%** |
| | **5** | **JustLike Me** | **104** | **6.5%** |

## CNS1

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 227 | | |
| | **Label** | I continuously look for new products ... | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1569 | | |
| | **Missing** | 35 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.68 | | |
| | **Standard Deviation** | 1.026 | | |
| **Labeled Values** | 1 | Not at all Like Me | 207 | 12.9% |
| | 2 | Not much Like Me | 477 | 29.7% |
| | 3 | SomewhatLike Me | 566 | 35.3% |
| | 4 | Quite a lotLike Me | 255 | 15.9% |
| | 5 | JustLike Me | 64 | 4.0% |

## CNS2

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 228 | | |
| | **Label** | I continuously look for new experiences from new ... | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1570 | | |
| | **Missing** | 34 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.70 | | |
| | **Standard Deviation** | .994 | | |
| **Labeled Values** | 1 | Not at all Like Me | 178 | 11.1% |
| | 2 | Not much Like Me | 487 | 30.4% |
| | 3 | SomewhatLike Me | 585 | 36.5% |
| | 4 | Quite a lotLike Me | 263 | 16.4% |
| | 5 | JustLike Me | 57 | 3.6% |

**CNS4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | Position | 229 | | |
| | Label | I like to visit places where I'm exposed to information about new products and brands. | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| **N** | Valid | 1572 | | |
| | Missing | 32 | | |
| **Central Tendency and Dispersion** | Mean | 2.88 | | |
| | Standard Deviation | 1.046 | | |
| **Labeled Values** | 1 | Not at all Like Me | 168 | 10.5% |
| | 2 | Not much Like Me | 371 | 23.1% |
| | 3 | SomewhatLike Me | 608 | 37.9% |
| | 4 | Quite a lotLike Me | 334 | 20.8% |
| | 5 | JustLike Me | 91 | 5.7% |

**HOME_MOVED_SINCE2009**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | Position | 230 | | |
| | Label | R reports having moved into their house 2009 or later | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| **Valid Values** | 0 | False | 1255 | 78.2% |
| | 1 | True | 318 | 19.8% |
| **Missing Values** | System | | 31 | 1.9% |

**SQFT_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 231 | | |
| | Label | Home Living Space (Square Feet) | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 1 | 1500 or less | 264 | 16.5% |
| | 2 | 1501-2000 | 537 | 33.5% |
| | 3 | 2001-2500 | 324 | 20.2% |
| | 4 | more than 2500 | 299 | 18.6% |
| Missing Values | System | | 180 | 11.2% |

**EE1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 232 | | |
| | Label | Past Energy Improvements - Efficient furnace, A\C, or water heater | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1591 | | |
| | Missing | 13 | | |
| Central Tendency and Dispersion | Mean | .67 | | |
| | Standard Deviation | .470 | | |
| Labeled Values | 1 | Yes | 1067 | 66.5% |

**EE2**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 233 | | |
| | Label | Past Energy Improvements - Efficient appliance(s) | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1591 | | |
| | Missing | 13 | | |
| Central Tendency and Dispersion | Mean | .76 | | |
| | Standard Deviation | .425 | | |
| Labeled Values | 1 | Yes | 1214 | 75.7% |

**EE3**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 234 | | |
| | **Label** | Past Energy Improvements - Efficient lighting | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1591 | | |
| | **Missing** | 13 | | |
| **Central Tendency and Dispersion** | **Mean** | .75 | | |
| | **Standard Deviation** | .436 | | |
| **Labeled Values** | **1** | Yes | 1186 | 73.9% |

**EE4**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 235 | | |
| | **Label** | Past Energy Improvements - Efficient windows | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1591 | | |
| | **Missing** | 13 | | |
| **Central Tendency and Dispersion** | **Mean** | .60 | | |
| | **Standard Deviation** | .491 | | |
| **Labeled Values** | **1** | Yes | 949 | 59.2% |

**EE5**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 236 | | |
| | **Label** | Past Energy Improvements - Added insulation | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1591 | | |
| | **Missing** | 13 | | |
| **Central Tendency and Dispersion** | **Mean** | .42 | | |
| | **Standard Deviation** | .494 | | |
| **Labeled Values** | **1** | Yes | 669 | 41.7% |

**EE6**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 237 | | |
| | **Label** | Past Energy Improvements - Weatherized or air-sealed home | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1591 | | |
| | **Missing** | 13 | | |
| **Central Tendency and Dispersion** | **Mean** | .27 | | |
| | **Standard Deviation** | .443 | | |
| **Labeled Values** | **1** | Yes | 426 | 26.6% |

**EE7**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 238 | | |
| | **Label** | Past Energy Improvements - Sealed or insulated ducts | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1591 | | |
| | **Missing** | 13 | | |
| **Central Tendency and Dispersion** | **Mean** | .26 | | |
| | **Standard Deviation** | .438 | | |
| **Labeled Values** | **1** | Yes | 411 | 25.6% |

**EE8**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 239 | | |
| | **Label** | Past Energy Improvements - None of these | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1591 | | |
| | **Missing** | 13 | | |
| **Central Tendency and Dispersion** | **Mean** | .07 | | |
| | **Standard Deviation** | .254 | | |
| **Labeled Values** | **1** | Yes | 110 | 6.9% |

**HMYRS_1**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 240 | | |
| | **Label** | How many more years R plans to stay in house SELECT | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1275 | | |
| | **Missing** | 329 | | |
| **Central Tendency and Dispersion** | **Mean** | 2.61 | | |
| | **Standard Deviation** | .529 | | |
| **Labeled Values** | **1** | Less than a year | 27 | 1.7% |
| | **2** | Specify number of years: | 438 | 27.3% |
| | **3** | For the rest of your life | 810 | 50.5% |
| | **98** | Don't know | 321 | 20.0% |

**HMYRS_1_CLEANED**

| | | Value |
|---|---|---|
| **Standard Attributes** | **Position** | 241 |
| | **Label** | How many more years R plans to stay in house TEXT |
| | **Type** | Numeric |
| | **Measurement** | Scale |
| **N** | **Valid** | 435 |
| | **Missing** | 1169 |
| **Central Tendency and Dispersion** | **Mean** | 10.0368 |
| | **Standard Deviation** | 5.91236 |

**HAS_POOL**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 242 | | |
| | **Label** | Has Swimming pool | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1559 | | |
| | **Missing** | 45 | | |
| **Central Tendency and Dispersion** | **Mean** | .35 | | |
| | **Standard Deviation** | .476 | | |
| **Labeled Values** | **1** | Yes | 540 | 33.7% |

**HAS_AC**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 243 | | |
| | **Label** | Has Air conditioning | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1567 | | |
| | **Missing** | 37 | | |
| **Central Tendency and Dispersion** | **Mean** | .87 | | |
| | **Standard Deviation** | .336 | | |
| **Labeled Values** | **1** | Yes | 1364 | 85.0% |

**STANCE**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 244 | | |
| | Label | When it comes to politics, do you usually think of yourself as liberal, moderate, conservative, or something else? | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1356 | | |
| | Missing | 248 | | |
| Central Tendency and Dispersion | Mean | 3.19 | | |
| | Standard Deviation | 1.011 | | |
| Labeled Values | 1 | Very Liberal | 69 | 4.3% |
| | 2 | Liberal | 260 | 16.2% |
| | 3 | Moderate \ Middle of the Road | 494 | 30.8% |
| | 4 | Conservative | 412 | 25.7% |
| | 5 | Very Conservative | 121 | 7.5% |
| | 90 | Other | 73 | 4.6% |
| | 97 | Don't Know \ Not Political | 132 | 8.2% |

**PEOPLE_TOT_3PLUS**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 245 | | |
| | Label | R indicated that a total of 3 or more adults and children live in house | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 0 | False | 746 | 46.5% |
| | 1 | True | 718 | 44.8% |
| Missing Values | System | | 140 | 8.7% |

**HAVE_KIDS**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 246 | | |
| | Label | Whether R reports any children under 18 living in the house | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 0 | No | 1027 | 64.0% |
| | 1 | Yes | 447 | 27.9% |
| Missing Values | 99 | | 127 | 7.9% |
| | System | | 3 | 0.2% |

**GENDER**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 247 | | |
| | Label | What is your gender? | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 1562 | | |
| | Missing | 42 | | |
| Central Tendency and Dispersion | Mean | .35 | | |
| | Standard Deviation | .478 | | |
| Labeled Values | 0 | Male | 1009 | 62.9% |
| | 1 | Female | 553 | 34.5% |
| | 95 | Prefer not to answer | 0 | 0.0% |

**AGE_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 248 | | |
| | Label | What is your age?-Years | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 1 | 18-44 | 244 | 15.2% |
| | 2 | 45-54 | 323 | 20.1% |
| | 3 | 55-64 | 455 | 28.4% |
| | 4 | 65 or older | 464 | 28.9% |
| Missing Values | System | | 118 | 7.4% |

**EDUC_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **249** | | |
| | **Label** | **What is the highest level of education you have completed?** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Nominal** | | |
| **Valid Values** | **1** | **Less than High School, or High School \ GED** | **104** | **6.5%** |
| | **2** | **Some College (1-4 years, no degree), or Associate's degree (including occupational or academic degrees)** | **502** | **31.3%** |
| | **3** | **Bachelor's degree (BA, BS, AB, etc)** | **444** | **27.7%** |
| | **4** | **Master's Degree (MA, MS, MENG, MSW, etc), or Professional Degree (MD, DDC, JD, etc), or Doctoral Degree (PhD, EdD, etc)** | **377** | **23.5%** |
| **Missing Values** | **99** | | **28** | **1.7%** |
| | **System** | | **149** | **9.3%** |

**FINANCIAL**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 250 | | |
| | **Label** | How would you describe your current financial situation? … | | |
| | **Type** | Numeric | | |
| | **Measurement** | Scale | | |
| **N** | **Valid** | 1558 | | |
| | **Missing** | 46 | | |
| **Central Tendency and Dispersion** | **Mean** | 1.57 | | |
| | **Standard Deviation** | .691 | | |
| **Labeled Values** | **1** | Live comfortably | 835 | 52.1% |
| | **2** | Meet your basic expenses with a little left over for extras | 580 | 36.2% |
| | **3** | Just meet your basic living expenses | 124 | 7.7% |
| | **4** | Don't have enough to meet basic expenses | 19 | 1.2% |

**INCOME_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 251 | | |
| | **Label** | What is your annual household income before taxes? | | |
| | **Type** | Numeric | | |
| | **Measurement** | Nominal | | |
| **Valid Values** | **1** | Less than $50,000 | 132 | 8.2% |
| | **2** | $50,000 to $74,999 | 224 | 14.0% |
| | **3** | $75,000 to $99,999 | 208 | 13.0% |
| | **4** | $100,000 to $149,999 | 359 | 22.4% |
| | **5** | $150,000 or more | 289 | 18.0% |
| **Missing Values** | **95** | Prefer not to answer | 266 | 16.6% |
| | **99** | | 72 | 4.5% |
| | **System** | | 54 | 3.4% |

**RETIRED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | 252 | | |
| | **Label** | R reports employment status as retired (may have also selected other status options) | | |
| | **Type** | Numeric | | |
| | **Measurement** | Nominal | | |
| **Valid Values** | **0** | No | 996 | 62.1% |
| | **1** | Yes | 597 | 37.2% |
| **Missing Values** | **99** | | 11 | 0.7% |

**RETIRED_LAST5YRS**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 253 | | |
| | Label | R reports having retired within last 5 … | | |
| | Type | Numeric | | |
| | Measurement | Nominal | | |
| Valid Values | 0 | False | 288 | 18.0% |
| | 1 | True | 280 | 17.5% |
| Missing Values | System | | 1036 | 64.6% |

**RETIRE_WHEN**

| | | Value | Count | Percent |
|---|---|---|---|---|
| Standard Attributes | Position | 254 | | |
| | Label | Approximately how many years do you plan to retire?-SELECT | | |
| | Type | Numeric | | |
| | Measurement | Scale | | |
| N | Valid | 691 | | |
| | Missing | 913 | | |
| Central Tendency and Dispersion | Mean | 1.12 | | |
| | Standard Deviation | .322 | | |
| Labeled Values | 1 | Specify number of years: | 610 | 38.0% |
| | 2 | Never | 81 | 5.0% |
| | 98 | Don't know | 290 | 18.1% |

**RETIRE_WHEN_BINNED**

| | | Value | Count | Percent |
|---|---|---|---|---|
| **Standard Attributes** | **Position** | **255** | | |
| | **Label** | **Approximately how many years do you plan to retire?** | | |
| | **Type** | **Numeric** | | |
| | **Measurement** | **Nominal** | | |
| **Valid Values** | **1** | **0-4** | **112** | **7.0%** |
| | **2** | **5-9** | **126** | **7.9%** |
| | **3** | **10-14** | **118** | **7.4%** |
| | **4** | **15-19** | **105** | **6.5%** |
| | **5** | **20-29** | **108** | **6.7%** |
| | **6** | **30 or more** | **38** | **2.4%** |
| **Missing Values** | **System** | | **997** | **62.2%** |

```
*Export entire output file to create the Codebook.
OUTPUT EXPORT NAME = codebook
```