

SOLAR DECATHLON EVALUATION
HOMEOWNER TELEPHONE SURVEY

OMB Control No. _____

12/01/10

THIS SURVEY HAS TWO TRACKS. IT WILL NOT BE POSSIBLE TO KNOW BEFORE CALLING WHETHER THE RESPONDENT HAS VISITED A SOLAR DECATHLON OR NOT; THEREFORE, SEPARATE TRACKS ARE PROVIDED FOR VISITORS AND FOR NON-VISITORS. THE TRACK TO USE IS DETERMINED AT QUESTION A2.

ALL-CAPITALS INSTRUCTIONS IN [BRACKETS] ARE FOR THE INTERVIEWER AND WILL APPEAR ON THE CATI MONITOR. INFORMATION IN A BOX IS FOR CATI PROGRAMMER.

NUMBERING LEGEND:

S = SCREENER QUESTIONS

A = ALL RESPONDENTS, AWARENESS QUESTIONS

V = VISITOR-ONLY QUESTIONS

N = NON-VISITOR-ONLY QUESTIONS

SCREENER QUESTIONS, ASKED OF ALL WHO RESPOND

S1 Hello, my name is _____. I'm calling from _____ on behalf of the U.S. Department of Energy. I'm calling with a few questions that will help the Department of Energy evaluate homeowners' knowledge and use of solar energy and energy efficient products. The questions will take about 12 minutes. The survey is voluntary and any answers you provide will not be identified to you. They will be combined with those of others in the results. This call may be monitored or recorded for quality purposes.

May I please speak to a person 18 years or older who is a member of the household?

1 YES. PERSON ANSWERING THE PHONE QUALIFIES → CONTINUE

2 YES, BUT NEEDS TO BRING TO PHONE → [CONTINUE. WHEN PERSON IS ON THE PHONE, REPEAT S1.]

3 NO, NOT AVAILABLE → [GET NAME; SCHEDULE CALLBACK:]
NAME OF QUALIFYING PERSON:

DATE: _____

TIME: _____

AM: _____

PM: _____

4 REFUSED TO PARTICIPATE OR NO ONE 18 YEARS OR OLDER →
[TERMINATE]

S2 Are you age 18 or older?

1 YES

2 NO → That is all of our questions. Thank you for taking our call. Have a nice day. [TERMINATE]

S3 Do you own the home you live in?

1 YES

2 NO → That is all of our questions. Thank you for taking our call. Have a nice day. [TERMINATE]

S4 Does your house stand alone on a lot or stand on a lot and is attached to other houses, such as a townhouse or row house?

1 YES

2 NO → That is all of our questions. Thank you for taking our call. Have a nice day. [TERMINATE]

| |
|--|
| QUESTIONS ASKED TO DETERMINE AWARENESS OF SOLAR DECATHLON. |
|--|

A1 Every two years, the Department of Energy sponsors an exhibition on the National Mall in Washington, D.C. that demonstrates energy-efficient, solar-powered houses designed by college students. The houses are displayed on the Mall and are open to visitors. This exhibition is called the Solar Decathlon. Have you ever read or heard about this exhibit of solar-powered houses in Washington, D.C.?

1 YES

2 NO

3 DON'T KNOW

| |
|--|
| IF A1 = 01, CONTINUE. ALL OTHERS SKIP TO N1. |
|--|

A2 Have you or anyone in your household ever personally visited one of these Solar Decathlon exhibitions on the National Mall in Washington, D.C.?

- 1 YES
- 2 NO
- 3 SOMEONE ELSE IN THE HOUSE HAS → [ASK IF THAT PERSON IS AT LEAST 18 YEARS OF AGE AND LIVING IN THE HOUSE, AND IF SO, ASK THAT PERSON TO COME TO THE PHONE. REPEAT THE INTRODUCTION AT S1 AND CONFIRM THAT A2 = 01. IF CONFIRMED SELECT 01 FOR THIS QUESTION. IF NOT CONFIRMED OR PERSON CANNOT COME TO PHONE, SELECT 03 AND SCHEDULE A CALL BACK.]
 NAME OF QUALIFYING PERSON: _____
 DATE: _____
 TIME: _____
 AM: _____
 PM: _____
- 4 DON'T KNOW

IF A2 = 01, CONTINUE. ALL OTHERS SKIP TO N1.
 IF A2 = 02 OR 04, PRESENT THE FOLLOWING TO READ:
 That is all of our questions. Thank you for taking our call. Have a nice day. [TERMINATE];

QUESTIONS ASKED ONLY OF VISITORS TO A SOLAR DECATHLON

V1 How many Solar Decathlons have you visited?

- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 MORE THAN FOUR
- 6 DON'T KNOW

V2 What years did you visit a Solar Decathlon on the National Mall in Washington, DC?
 [RECORD AS MANY YEARS AS MENTIONED.]

- 1 RECORD 1st YEAR: _____
- 2 RECORD 2nd YEAR: _____
- 3 RECORD 3rd YEAR: _____
- 4 RECORD 4th YEAR: _____
- 5 NO SPECIFIC YEARS RECALLED

IF V2 = 05, CONTINUE. ALL OTHERS SKIP TO V4.

V3 About how many years ago was your first visit to a Solar Decathlon? [AID TO MEMORY IF V2 = 05.]

- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN
- 8 MORE THAN SEVEN
- 9 DON'T KNOW → SKIP TO N1 (ASSUME NON-VISITOR)

V4 Before you visited a Solar Decathlon, had you ever participated in, or attended any other event that discussed solar energy or energy efficiency for a home?

- 1 YES
- 2 NO
- 3 DON'T KNOW

V5 Do you work in an occupation that sells, markets, or builds solar-energy equipment for homes or commercial buildings?

- 1 YES
- 2 NO

V6 I'm going to ask you some statements about your experience during your visit to the Solar Decathlon exhibition. Please tell me if you: agree, neither agree nor disagree, or disagree with each of the following statements.

PRESENT INTERVIEWER STATEMENTS A - C. ROTATE THEM BETWEEN RESPONDENTS.

[READ EACH STATEMENT. AFTER READING EACH STATEMENT, ASK:]

Do you,

- 1 Agree
- 2 Neither agree nor disagree
- 3 Disagree

[DO NOT READ THE FOLLOWING RESPONSES, BUT SELECT IF GIVEN AS RESPONSE.]

- 4 NOT APPLICABLE
- 5 DON'T KNOW

- A. The Solar Decathlon helped me gain a better understanding of homes that use solar energy than I had before.
- B. The Solar Decathlon helped me gain a better understanding of how a home can be made more energy efficient than I had before.
- C. The students who described their homes were friendly and courteous.

- V7 Please tell me if the following sources of information about solar-powered and energy-efficient homes is very important to you, somewhat important to you, or not important to you.

| |
|--|
| PRESENT INTERVIEWER TOPICS A - C. ROTATE THEM BETWEEN RESPONDENTS. |
|--|

[READ EACH TOPIC. AFTER READING EACH TOPIC, ASK:]

Is this information [READ 01, 02, AND 03 AND SELECT THE RESPONSE:]

- 1 very important to me,
- 2 somewhat important to me,
- 3 not important to me.

[DO NOT READ THE FOLLOWING RESPONSES, BUT SELECT IF GIVEN AS RESPONSE.]

- 4 I ALREADY HAVE OR KNOW HOW TO GET THIS INFORMATION
- 5 I DON'T KNOW

- A. Information on how I could find contractors where I live who install solar panels.
- B. Web sites on the Internet where I could learn more about solar energy and energy-efficiency.
- C. Information on how I could find a store that sells efficient lighting and appliances near where I live.

V8 Please think for a moment about what you know about houses that collect energy from the sun and use it for electricity or heating. What would you say are the ways in which houses that collect energy from the sun for electricity or heating are different from houses that do not? [DO NOT READ ANSWERS, BUT AFTER EACH RESPONSE, ASK THE RESPONDENT IF HE/SHE CAN THINK OF ANY OTHER DIFFERENCES. SELECT ALL MENTIONED. ANSWERS DESCRIBE THE SOLAR HOUSE.]

- 1 ARE MORE EXPENSIVE
- 2 CAN USE THE SUN TO GENERATE ELECTRICITY
- 3 CAN USE THE SUN TO HEAT ROOMS OR HOT WATER
- 4 FACE THE SOUTH / LET MORE SUNLIGHT IN
- 5 HAVE A WALL THAT ABSORBS HEAT FROM THE SUN / TROMBE WALL
- 6 HAVE MORE GLASS
- 7 HAVE MOVABLE OUTSIDE WINDOW SHADES
- 8 HAVE PANELS ON THE ROOF
- 9 HAVE SENSORS OR TIMERS TO TURN LIGHTS ON AND OFF
- 10 HAVE VEGETATION ON THE WALLS OR ROOF
- 11 LOOK DIFFERENT
- 12 SAVE MONEY / REDUCE UTILITY BILLS
- 13 THEY DON'T DIFFER/ LOOK THE SAME / DON'T LOOK DIFFERENT
- 14 TYPICALLY ARE SMALLER
- 15 USE MORE DAYLIGHT
- 16 USE MORE ENERGY-EFFICIENT APPLIANCES
- 17 OTHER → [RECORD] _____
- 18 OTHER → [RECORD] _____
- 19 DON'T KNOW

V9 Had you installed solar panels on a house you owned before you visited the Solar Decathlon?

- 1 YES
- 2 NO
- 3 DON'T KNOW

V10 Have you installed any solar panels on your home to generate electricity or to heat rooms or hot water since you visited the Solar Decathlon?

- 1 YES
- 2 NO
- 3 DON'T KNOW

| |
|---|
| IF V10 = 01 CONTINUE. ALL OTHERS SKIP TO V13. |
|---|

V11 Were the panels installed to generate electricity or heat rooms or hot water? [SELECT ALL THAT APPLY]

- 1 GENERATE ELECTRICITY
- 2 HEAT ROOMS
- 3 HEAT HOT WATER
- 4 DON'T KNOW

V12 How would you rate the influence of your visit to the Solar Decathlon on your decision to install these solar panels? Please answer on a scale of 0 to 10, where 0 means your visit to the Solar Decathlon had no influence on your decision and 10 means your visit was the main influence on your decision to install solar-electric panels.

- 1 [RECORD RATING; CONFIRM YOUR ENTRY:] ____
- 2 DON'T KNOW

SKIP TO V16.

V13 Have you visited any Internet sites that described the availability of utility or state incentives for solar-energy systems to generate electricity or heat for your home?

- 1 YES
- 2 NO
- 3 DON'T RECALL

V14 Since you visited the Solar Decathlon have you given any thought to the advantages and disadvantages of installing solar panels to generate electricity or to heat water for your own house?

- 1 YES
- 2 NO
- 3 DON'T KNOW

IF V14 = 01 CONTINUE. ALL OTHERS SKIP TO V16.

V15 Since you visited the Solar Decathlon have you asked a contractor to offer you a price for installing solar panels to generate electricity or to heat water for your house or have you investigated a price on your own?

- 1 YES
- 2 NO
- 3 DON'T KNOW

V16 After your visit did you install any lighting in your home that you knew to be more energy-efficient than typical incandescent lighting?

- 1 YES
- 2 NO
- 3 DON'T KNOW

| |
|---|
| IF V16 = 01 CONTINUE. ALL OTHERS SKIP TO V19. |
|---|

V17 What kind of energy-efficient lighting did you install after you visited the Solar Decathlon? [AFTER EACH ANSWER, ASK IF THEY INSTALLED ANY MORE AND SELECT ALL THAT APPLY.]

- 1 COMPACT FLUORESCENT LIGHT BULBS (CFLs)
- 2 DAYLIGHTING
- 3 ENERGY STAR → [ASK WHAT KIND OF ENERGY STAR LIGHTING & SELECT ONE OF THE CHOICES FROM THIS LIST.]
- 4 ENERGY STAR LIGHT FIXTURES
- 5 FLUORESCENT LAMPS
- 6 LIGHT EMITTING DIODE (LED) LIGHTING
- 7 LIGHTING TIMER
- 8 MOTION SENSOR
- 9 PHOTOCCELL CONTROL
- 10 OTHER → [RECORD:] _____
- 11 DON'T KNOW

V18 How would you rate the influence of your visit to the Solar Decathlon on your decision to install this energy-efficient lighting? Please answer on a scale of 0 to 10, where 0 means your visit to the Solar Decathlon had no influence on your decision and 10 means your visit was the main influence on your decision to install efficient lighting.

- 1 [RECORD RATING; CONFIRM YOUR ENTRY:] _____
- 2 DON'T KNOW

V19 After your visit did you install any appliance in your home that you knew to be more energy-efficient than the typical appliance?

- 1 YES
- 2 NO
- 3 DON'T KNOW

| |
|---|
| IF V19 = 01 CONTINUE. ALL OTHERS SKIP TO V22. |
|---|

- V20 What kind of energy-efficient appliance did you install after you visited the Solar Decathlon? [AFTER EACH ANSWER, ASK IF THEY INSTALLED ANY MORE AND SELECT ALL THAT APPLY.]
- 1 CENTRAL AIR CONDITIONER
 - 2 CLOTHES WASHER
 - 3 DEHUMIDIFIER
 - 4 DISHWASHER
 - 5 ENERGY STAR → [ASK WHAT KIND OF ENERGY STAR APPLIANCE & SELECT ONE OF THE CHOICES FROM THIS LIST.]
 - 6 FREEZER
 - 7 HEAT PUMP
 - 8 REFRIGERATOR
 - 9 ROOM AIR CONDITIONER
 - 10 WATER HEATER
 - 11 OTHER → [RECORD:] _____
 - 12 DON'T KNOW
- V21 How would you rate the influence of your visit to the Solar Decathlon on your decision to install this(these) energy-efficient appliance(s)? Please answer on a scale of 0 to 10 where 0 means your visit to the Solar Decathlon had no influence on your decision, and 10 means your visit was the main influence on your decision to install this(these) efficient appliance(s).
- 1 [RECORD RATING; CONFIRM YOUR ENTRY:] _____
 - 2 DON'T KNOW
- V22 Now I have just a few final important questions. Are you aware of the Database of State Incentives for Renewables and Efficiency? This is an Internet site where you can get information on incentives for installing solar energy and energy efficiency equipment for the home.
- 1 YES
 - 2 NO
 - 3 NOT SURE
- V23 Have you ever written about energy conservation or the environment in a school paper, a blog, or a letter to the editor?
- 1 YES
 - 2 NO
 - 3 DON'T RECALL

V24 Which of the following age categories includes your age? [READ THE CATEGORIES. WHEN STOPPED, SAY:] Your age is between [READ THE LAST CATEGORY SPOKEN.] Is that correct? [SELECT CATEGORY IF CONFIRMED. IF NOT CONFIRMED, ASK FOR THE CORRECT CATEGORY AND SELECT.]

- 1 18 to 29 years
- 2 30 to 39 years
- 3 40 to 49 years
- 4 50 to 59 years
- 5 60 to 69 years
- 6 70 years or older
- 7 REFUSED

V25 Which of the following education categories includes your highest level of education? [READ THE CATEGORIES. WHEN STOPPED, SAY:] Your highest level of education is [READ THE LAST CATEGORY SPOKEN.] Is that correct? [SELECT CATEGORY IF CONFIRMED. IF NOT CONFIRMED, ASK FOR THE CORRECT CATEGORY AND SELECT.]

- 1 Some elementary school but did not graduate
- 2 Graduated from elementary school and some high school
- 3 High school graduate or GED equivalency certificate
- 4 Some college or associate's degree
- 5 College bachelor's degree or higher
- 6 REFUSED

V26 Finally, for analysis purposes only, I am going to ask about the combined income of all persons living in this household during the past 12 months. I am going to read several income categories. Please stop me when I read the category that includes the combined income in the last 12 months of everyone living in the household. [WHEN STOPPED, SAY: Your household income in the last 12 months was READ THE LAST CATEGORY SPOKEN AND CONFIRM. SELECT IT IF CONFIRMED. IF NOT CONFIRMED, ASK FOR THE CORRECT CATEGORY AND SELECT.]

- 1 Less than \$50,000 → [CONTINUE]
- 2 \$50,000 but less than \$100,000 → [SKIP TO V28]
- 3 \$100,000 or more → [SKIP TO V29]
- 4 DON'T KNOW → That is all of our questions. Thank you very much for your time. Have a nice day/evening. [TERMINATE]
- 5 REFUSED → That is all of our questions. Thank you very much for your time. Have a nice day/evening. [TERMINATE]

V27 Is the household income [CONFIRM AND SELECT THE RANGE CHOSEN]

- 1 Less than \$10,000?
- 2 \$10,000 but less than \$30,000?
- 3 \$30,000 but less than \$50,000?
- 4 DON'T KNOW
- 5 REFUSED

That is all of our questions. Thank you very much for your time. Have a nice day/evening.
[TERMINATE]

V28 Is the household income [CONFIRM AND SELECT THE RANGE CHOSEN]

- 1 \$50,000 but less than \$60,000?
- 2 \$60,000 but less than \$75,000?
- 3 \$75,000 but less than \$100,000?
- 4 DON'T KNOW
- 5 REFUSED

That is all of our questions. Thank you very much for your time. Have a nice day/evening.
[TERMINATE]

V29 Is the household income [CONFIRM AND SELECT THE RANGE CHOSEN]

- 1 Less than \$150,000?
- 2 DON'T KNOW
- 3 REFUSED

That is all of our questions. Thank you very much for your time. Have a nice day.
[TERMINATE]

| |
|--|
| END OF SURVEY FOR SOLAR DECATHLON VISITORS |
|--|

START OF SURVEY FOR NON-VISITOR RESPONDENTS; FROM QUESTION A1,
ANSWERS 02 OR 03, OR QUESTION A2, ANSWERS 02 OR 04

N1 Have you ever participated in, or attended, any event that discussed solar energy or energy efficiency for a home?

- 1 YES
- 2 NO
- 3 DON'T KNOW

N2 Do you work in an occupation that sells, markets, or builds solar-energy equipment for homes or commercial buildings?

- 1 YES
- 2 NO

N3 Please think for a moment about what you know about houses that collect energy from the sun and use it for electricity or heating. What would you say are the ways in which houses that collect energy from the sun for electricity or heating are different from houses that do not? [DO NOT READ ANSWERS, BUT AFTER EACH RESPONSE, ASK THE RESPONDENT IF HE/SHE CAN THINK OF ANY OTHER DIFFERENCES. SELECT ALL MENTIONED. ANSWERS DESCRIBE THE SOLAR HOUSE.]

- 1 ARE MORE EXPENSIVE
- 2 CAN USE THE SUN TO GENERATE ELECTRICITY
- 3 CAN USE THE SUN TO HEAT ROOMS OR HOT WATER
- 4 FACE THE SOUTH / LET MORE SUNLIGHT IN
- 5 HAVE A WALL THAT ABSORBS HEAT FROM THE SUN / TROMBE WALL
- 6 HAVE MORE GLASS
- 7 HAVE MOVABLE OUTSIDE WINDOW SHADES
- 8 HAVE PANELS ON THE ROOF
- 9 HAVE SENSORS OR TIMERS TO TURN LIGHTS ON AND OFF
- 10 HAVE VEGETATION ON THE WALLS OR ROOF
- 11 LOOK DIFFERENT
- 12 SAVE MONEY / REDUCE UTILITY BILLS
- 13 THEY DON'T DIFFER/ LOOK THE SAME / DON'T LOOK DIFFERENT
- 14 TYPICALLY ARE SMALLER
- 15 USE MORE DAYLIGHT
- 16 USE MORE ENERGY-EFFICIENT APPLIANCES
- 17 OTHER → [RECORD] _____
- 18 OTHER → [RECORD] _____
- 19 DON'T KNOW

- N4 I'm going to read some types of information about solar-powered and energy-efficient homes. Please tell me if the following information about solar-powered and energy-efficient homes would be very important to you, somewhat important to you, or not important to you.

| |
|--|
| PRESENT INTERVIEWER TOPICS A - C. ROTATE THE TOPICS. |
|--|

[READ EACH TOPIC. AFTER READING EACH TOPIC, ASK:]

Would this information be [READ 01, 02, AND 03 AND SELECT THE RESPONSE:]

- 1 very important to me,
- 2 somewhat important to me,
- 3 not important to me.
- 4 I ALREADY HAVE OR KNOW HOW TO GET THIS INFORMATION
- 5 I DON'T KNOW

- A. Information on how I could find contractors where I live who install solar panels.
- B. Web sites on the Internet where I could learn more about solar energy and energy-efficiency.
- C. Information on how I could find a store that sells efficient lighting and appliances near where I live.

- N5 Have you installed any solar-energy panels on your home to generate electricity or heat rooms or hot water in the last seven years?

- 1 YES
- 2 NO
- 3 DON'T KNOW

- N6 Had you installed any solar panels on your home to generate electricity or heat rooms or hot water prior to the last seven years?

- 1 YES
- 2 NO
- 3 DON'T KNOW

| |
|--|
| IF N5 OR N6 = 01 SKIP TO N10. ALL OTHERS CONTINUE. |
|--|

- N7 In the last seven years have you given any thought to the advantages and disadvantages of installing solar panels to generate electricity or to heat water for your own house?

- 1 YES
- 2 NO
- 3 DON'T KNOW

N8 In the last seven years have you visited any Internet sites that described the availability of utility or state incentives for solar-energy systems to generate electricity or heat for your home?

- 1 YES
- 2 NO
- 3 DON'T RECALL

| |
|--|
| IF N8 = 01 CONTINUE. ALL OTHERS SKIP TO N10. |
|--|

N9 In the last seven years have you asked a contractor to offer you a price for installing solar panels to generate electricity or to heat water for your house or have you investigated a price on your own?

- 1 YES
- 2 NO
- 3 DON'T KNOW

N10 Have you installed any lighting in your home during the last seven years that you knew to be more energy-efficient than typical incandescent lighting?

- 1 YES
- 2 NO
- 3 DON'T KNOW

| |
|--|
| IF N10 = 01, CONTINUE. ALL OTHERS SKIP TO N12. |
|--|

N11 What kind of efficient lighting did you install? [AFTER EACH ANSWER, ASK IF THEY INSTALLED ANY MORE AND SELECT ALL THAT APPLY.]

- 1 COMPACT FLUORESCENT LIGHT BULBS (CFLs)
- 2 DAYLIGHTING
- 3 ENERGY STAR → [ASK WHAT KIND OF ENERGY STAR LIGHTING & SELECT ONE OF THE CHOICES FROM THIS LIST]
- 4 ENERGY STAR LIGHT FIXTURES
- 5 FLUORESCENT LAMPS
- 6 LIGHT EMITTING DIODE (LED) LIGHTING
- 7 LIGHTING TIMER
- 8 MOTION SENSOR
- 9 PHOTOCCELL CONTROL
- 10 OTHER → [RECORD:] _____
- 11 DON'T KNOW

N12 Have you purchased and installed any appliance for your home during the last seven years that you knew to be more energy-efficient than the typical appliance?

- 1 YES
- 2 NO
- 3 DON'T KNOW

| |
|--|
| IF N12 = 01, CONTINUE. ALL OTHERS SKIP TO N14. |
|--|

N13 What kind of efficient appliance did you install? [AFTER EACH ANSWER, ASK IF THEY INSTALLED ANY MORE AND SELECT ALL MENTIONED.]

- 1 CENTRAL AIR CONDITIONER
- 2 CLOTHES WASHER
- 3 DEHUMIDIFIER
- 4 DISHWASHER
- 5 ENERGY STAR → [ASK WHAT KIND OF ENERGY STAR APPLIANCE & SELECT ONE OF THE CHOICES FROM THIS LIST]
- 6 FREEZER
- 7 HEAT PUMP
- 8 REFRIGERATOR
- 9 ROOM AIR CONDITIONER
- 10 WATER HEATER
- 11 OTHER → [RECORD:] _____
- 12 DON'T KNOW

N14 I have just a few final important questions. Are you aware of the Database of State Incentives for Renewables and Efficiency? This is an Internet site where you can get information on incentives for installing solar energy and energy efficiency equipment for the home.

- 1 YES
- 2 NO
- 3 NOT SURE

N15 Have you ever written about energy conservation or the environment in a school paper, a blog, or a letter to the editor?

- 1 YES
- 2 NO
- 3 DON'T KNOW

N16 Which of the following age categories includes your age? [READ THE CATEGORIES. WHEN STOPPED, SAY:] Your age is between [READ THE LAST CATEGORY SPOKEN.] Is that correct? [SELECT CATEGORY IF CONFIRMED. IF NOT CONFIRMED, ASK FOR THE CORRECT CATEGORY AND SELECT.]

- 1 18 to 29 years
- 2 30 to 39 years
- 3 40 to 49 years
- 4 50 to 59 years
- 5 60 to 69 years
- 6 70 years or older
- 7 REFUSED

N17 Which of the following education categories includes your highest level of education? [READ THE CATEGORIES. WHEN STOPPED, SAY:] Your highest level of education is [READ THE LAST CATEGORY SPOKEN.] Is that correct? [SELECT CATEGORY IF CONFIRMED. IF NOT CONFIRMED, ASK FOR THE CORRECT CATEGORY AND SELECT.]

- 1 Some elementary school but did not graduate
- 2 Graduated from elementary school and some high school
- 3 High school graduate or equivalency certificate
- 4 Some college or associate's degree
- 5 College bachelor's degree or higher
- 6 REFUSED

N18 Finally, for analysis purposes only, I am going to ask about the combined income of all persons living in this household during the past 12 months. I am going to read several income categories. Please stop me when I read the category that includes the combined income in the last 12 months of everyone living in the household. [WHEN STOPPED, SAY: Your household income in the last 12 months was READ THE LAST CATEGORY SPOKEN AND SELECT IT IF CONFIRMED. IF NOT CONFIRMED, ASK FOR THE CORRECT CATEGORY AND SELECT.]

- 1 Less than \$50,000 → [CONTINUE]
- 2 \$50,000 but less than \$100,000 → [SKIP TO N20]
- 3 \$100,000 or more → [SKIP TO N21]
- 4 DON'T KNOW → That is all of our questions. Thank you very much for your time. Have a nice day/evening. [TERMINATE]
- 5 REFUSED → That is all of our questions. Thank you very much for your time. Have a nice day/evening. [TERMINATE]

N19 Is the household income [SELECT THE RANGE CHOSEN]

- 1 Less than \$10,000?
- 2 \$10,000 but less than \$30,000?
- 3 \$30,000 but less than \$50,000?
- 4 DON'T KNOW
- 5 REFUSED

That is all of our questions. Thank you very much for your time. Have a nice day/evening.
[TERMINATE]

N20 Is the household income [SELECT THE RANGE CHOSEN]

- 1 \$50,000 but less than \$60,000?
- 2 \$60,000 but less than \$75,000?
- 3 \$75,000 but less than \$100,000?
- 4 DON'T KNOW
- 5 REFUSED

That is all of our questions. Thank you very much for your time. Have a nice day/evening.
[TERMINATE]

N21 Is the household income [SELECT THE RANGE CHOSEN]

- 1 Less than \$150,000?
- 2 DON'T KNOW
- 3 REFUSED

That is all of our questions. Thank you very much for your time. Have a nice day.

| |
|--|
| END OF SURVEY FOR SOLAR DECATHLON NON-VISITORS |
|--|