

Name	Description	Remarks
Household #	Identification code of the Household	Data Type: Numeric and Text
Group-purchasing	A large number of households purchase their individual solar systems (not a communal system) from the same supplier/contractor and together negotiate for a discounted price.	Data type: Numeric Acceptable values: 0 to 2, 99 0. Against 1. For 2. Neutral 99. No comment/ not mentioned
Rooftop leasing	A company rents households' rooftops to install solar power systems.	Data type: Numeric Acceptable values: 0 to 2, 99 0. Against 1. For 2. Neutral 99. No comment/ not mentioned
Community-owned solar project	Forming a community with other households and together investing in a solar project. The project site could be nearby or far away. All the participants of the project would benefit from this communal system, without having to install solar on their house.	Data type: Numeric Acceptable values: 0 to 2, 99 0. Against 1. For 2. Neutral 99. No comment/ not mentioned
Third-party owned solar project (for electricity users in a community)	The project is owned and operated by a company or NGO, and the participants pay for the use of the energy generated by the communal system.	Data type: Numeric Acceptable values: 0 to 2, 99 0. Against 1. For 2. Neutral 99. No comment/ not mentioned
Public-Private Partnership	Public-Private-Partnership: a private entity offers financial support to install solar power systems; the government is involved in project coordination and organization.	Data type: Numeric Acceptable values: 0 to 2, 99 0. Against 1. For 2. Neutral 99. No comment/ not mentioned
Crowdfunding	Online platforms which enable people/businesses to invest in new solar power systems. Communities (especially non-profit organisations such as schools, elderly homes, orphanages) can utilize such platforms to raise funds for a solar project.	Data type: Numeric Acceptable values: 0 to 2, 99 0. Against 1. For 2. Neutral 99. No comment/ not mentioned
My community reflects the type of person I am.	My community reflects the type of person I am.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion

My community is my favourite place to be.	My community is my favourite place to be.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
As far as I am concerned, the living environment of some other communities in Hong Kong is better than that of my district.	As far as I am concerned, the living environment of some other communities in Hong Kong is better than that of my district.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
I feel great when I am working with others.	I feel great when I am working with others.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
I would do what would please my family, even if I detested that activity.	I would do what would please my family, even if I detested that activity.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
My happiness depends very much on the happiness of those around me.	My happiness depends very much on the happiness of those around me.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
I often do "my own thing".	I often do "my own thing".	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion

Competition is the law of nature.	Competition is the law of nature.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
I enjoy being unique and different from others in many ways.	I enjoy being unique and different from others in many ways.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
I would sacrifice an activity that I enjoy very much if my family did not approve of it.	I would sacrifice an activity that I enjoy very much if my family did not approve of it.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
It annoys me when other people perform better than I do.	It annoys me when other people perform better than I do.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
The electricity consumption behavior of Hong Kong people do not have a great impact on climate.	The electricity consumption behaviour of Hong Kong people does not have a great impact on climate.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
I am willing to pay more to buy more energy-efficient appliances.	I am willing to pay more to buy more energy-efficient appliances.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion

We need to reduce the use of fossil fuels (such as coal or natural gas for electricity generation) for future generations.	We need to reduce the use of fossil fuels (such as coal or natural gas for electricity generation) for future generations.	Data type: Numeric and Text Acceptable values: 1 to 5 or NA 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree NA: No opinion
Air conditioning types	Air conditioning types that households use	Data type: Numeric Acceptable values: 0 to 2 0. Others 1. Window type air conditioner 2. Split type air conditioner
Please list three electronic appliances that you think are the most energy-consuming of your household (1st choice)	The first energy-consuming electronic appliance	Data type: Text Acceptable values: Text or Blank
Please list three electronic appliances that you think are the most energy-consuming of your household (2nd choice)	The second energy-consuming electronic appliance	Data type: Text Acceptable values: Text or Blank
Please list three electronic appliances that you think are the most energy-consuming of your household (3rd choice)	The third energy-consuming electronic appliance	Data type: Text Acceptable values: Text or Blank
Gender	Gender	Data type: Text Acceptable values: A or B A = male B = female
Geographical and physical limitations	Not much access to solar resources, not much suitable space on the property.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview
Economic barriers	High upfront cost, long payback period, lack of financial resources, uncertainty over rate of return, cheaper to use regular electricity supply from utility companies.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview
Technical concerns	Installation problems, performance issues, maintenance and replacement difficulties, grid connection issues, effect on the roof weight load, effect on the waterproofing of the roof.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview
Market barriers	Could not find suitable products, installation service, or consulting service; the service of solar installers were sub-optimal.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview

Regulatory concerns (government or electric company)	Not sure how to meet government limits on size and height of the structure, want to avoid unauthorised building works, limited by rules imposed by the management company.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview
Regulatory concerns (management company or owners' corporation)	Subject to the limitations imposed by the management company or owners' corporation.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview
Administrative barriers	Difficult to find the necessary information to carry out the project, confusing and onerous external procedures, do not have time or resources to carry out the procedures.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview
Social/community barriers	Discouragement or objection from neighbours, do not want to negatively affect the aesthetics of the neighbourhood.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview
Personal reservations	The household prefers to dedicate time and resources towards other causes, or prefers to support environmental sustainability / clean energy through other means.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview
Split incentives	The owner of the house lacks the incentive to install a solar power system since the owner does not live on the property (and the electricity bill was paid by the tenant); the Tenant also lacks the incentive to install it since the tenant does not own the property.	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview
Others: Please specify.	Other factors	Data type: Numeric Acceptable values: 1 or Blank 1. mentioned the barriers in interview Blank. did not mentioned the barriers in interview