

| INSTRUCTION FOR FILLING |  |
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This survey is being undertaken as a part of a doctoral research program - and no individual data will be shared with anyone. Please fill the appropriate button - the survey should take about 10 minutes.

Please read each question carefully and answer it to the best of your ability. There are no correct or incorrect responses - we are merely interested in your point of view.

As an appreciation of your time and effort to support this survey, we are pleased to offer you a hands-on booklet "Rooftop Solar: Tips, Tricks and Traps".

Ashwini K Aggarwal (Doctoral Student - AIMA PhD program)

Are you a homeowner with roof rights?  Y  N

Are you one of the primary decision makers in your household?  Y  N

**Only if both the above responses are 'yes' then continue with the questionnaire.**

Name

Faridabad      Gurgaon      Noida      Delhi/other NCR      Bangalore      Any other city

City  F  G  N  D  B

Cell #  Gender  M  F

Age  A.Upto 35  A B.35-60 yrs  B C.60+yrs  C

Total HH Income/yr  A.Upto 20L  A B.20-50L  B C.50+L  C


Education A.Upto School  A B. UnderGrad  B C.Postgrad+  C


Are you an existing user of Solar Water Heater System  Y  N

Solar PV System  Y  N

Brief Description of your system


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| Section 1   |                       | 100% | Often | 50:50 | Often | 100% |                     |
|---|-----------------------|------|-------|-------|-------|------|---------------------|
| 1.1 I replace light bulbs with CFL/ LED bulbs                           | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.2 I put wet and dry waste into separate bins at home                  | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.3 I take steps to reduce my contributions to global warming/pollution | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| <b>Section 2</b>  |                       |      |       |       |       |      |                     |
| <b>If I purchase/ install a Rooftop SPV</b>                             |                       |      |       |       |       |      |                     |
| 1.4 It will be a pollution free energy source                           | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.5 It will replace Diesel Gen Sets (& reduce diesel fumes)             | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.6 It will reduce global warming/climate change                        | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.7 Pollution free energy source is                                     | Extremely undesirable | ①    | ②     | ③     | ④     | ⑤    | Extremely desirable |
| 1.8 Reduction of Diesel fumes of DG sets is                             | Extremely undesirable | ①    | ②     | ③     | ④     | ⑤    | Extremely desirable |
| 1.9 Global Warming/climate change is undesirable                        | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| <b>Section 3</b>  |                       |      |       |       |       |      |                     |
| <b>I believe RT SPV with battery backup</b>                             |                       |      |       |       |       |      |                     |
| 1.10 is practical and will reduce dependence on grid power              | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.11 Operates easily with little intervention once setup                | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.12 Is as safe as grid or DG power                                     | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.13 Practical power option that reduces dependence on grid power is    | Extremely undesirable | ①    | ②     | ③     | ④     | ⑤    | Extremely desirable |
| 1.14 Easy operations with little intervention post setup is             | Extremely undesirable | ①    | ②     | ③     | ④     | ⑤    | Extremely desirable |
| 1.15 Electric Safety is important                                       | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| <b>Section 4</b>  |                       |      |       |       |       |      |                     |
| <b>I believe RT SPV</b>   |                       |      |       |       |       |      |                     |
| 1.16 Purchase/installation will be an exciting experience               | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.17 I will be happy to install a RT SPV system                         | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |
| 1.18 Satisfying to be among first to install a RT SPV                   | Strongly disagree     | ①    | ②     | ③     | ④     | ⑤    | Strongly agree      |

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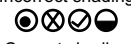
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|  |                   | 100% | Often | 50:50 | Often | 100% |                |
|--|-------------------|------|-------|-------|-------|------|----------------|
| 1.19 Purchase/Installation experience should be exciting                                     | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.20 I should feel happy about a purchase experience   | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.21 I like to try a new product before others do  | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| <b>Section 5</b>   |                   |      |       |       |       |      |                |
| <b>I believe RT SPV</b>  |                   |      |       |       |       |      |                |
| 1.22 Can be installed easily in my house   | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.23 Will work with my household appliances  | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.24 is easy to maintain   | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| <b>Section 6</b>   |                   |      |       |       |       |      |                |
| <b>I believe RT SPV with battery backup</b>  |                   |      |       |       |       |      |                |
| 1.25 is a practical, cost-effective option to a Diesel Generating Set                        | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.26 gives affordable electricity  | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.27 Government incentives make it economically viable                                       | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.28 Practical, cost effective power option to a Diesel Gen Set is important                 | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.29 Electricity should be affordable  | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly agree |
| 1.30 Economic viability of RT SPV is important   | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly agree |
| <b>Section 7</b>   |                   |      |       |       |       |      |                |
| 1.31 I always ask a friend about his/her experience with a new product before I buy          | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.32 If my neighbor has a positive experience with RT SPV, I will be inclined to buy as well | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.33 People who matter to me(Friends, family, neighbors) think I should install a RT SPV     | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |
| 1.34 It matters to me what people who matter to me think                                     | Strongly disagree | ①    | ②     | ③     | ④     | ⑤    | Strongly Agree |

# ROOFTOP SOLAR PERCEPTION SURVEY

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|   |   |  |   |
|---|---|--|---|
| <p><b>Section 8</b></p> <p><b>1.35</b> I can fund my RT SPV if I wanted</p> <p><b>1.36</b> It will be easy to get an experienced, competent RT SPV installer</p> <p><b>1.37</b> I can install a RT SPV without losing control/access of my roof</p> <p><b>1.38</b> It is important to me that I control/ access my roof</p> | <p>Strongly Disagree</p> <p>Strongly Disagree</p> <p>Strongly Disagree</p> <p>Strongly Disagree</p> | <p>100% Often 50:50 Often 100%</p> <p>① ② ③ ④ ⑤</p> <p>① ② ③ ④ ⑤</p> <p>① ② ③ ④ ⑤</p> <p>① ② ③ ④ ⑤</p>                               | <p>Strongly agree</p> <p>Strongly agree</p> <p>Strongly agree</p> <p>Strongly agree</p> |
| <p><b>Section 9</b><br/><i>Please select as applicable</i></p> <p>Have you noticed rooftop solar on any roof?</p> <p>Do you know an actual RT Solar User?</p>   |   | <p><i>Please select as applicable</i></p> <p>① Y ② N</p> <p>③ Y ④ N</p>  |   |
| <p>Now imagine this scenario. You are a house owner with roof rights. You see an ad for rooftop solar/ are approached by a sales person of a solar dealer. You are given full access to sales literature, an attractive cost-benefit analysis and reference of existing users (not known to you but genuine)</p>            |   |  |   |
| <p>Please rate on a scale of 1-5, how likely are you to buy a Rooftop SPV</p> <p>If likely, please comment on time period in which you are likely to buy a RT SPV</p>   |   | <p>Never somewhat 50:50 somewhat 100%</p> <p>unlikely likely</p> <p>① ② ③ ④ ⑤</p> <p>&lt;1 yr 1-2yr 2-3yr &gt;3yr</p> <p>① ② ③ ④</p> |   |

## Thank You for your time

Agent code

① ② ③ ④ ⑤