DATA DICTIONARY

Name	Description	Remarks
Resno	Response number.	**Data type: Numeric** **Acceptable values: 1-1357[a]**
Q1	Number of air-conditioner (AC) units in the respondent's residence.	**Data type: Numeric** **Acceptable values: 0-11[b]** 0: no AC units 1-10: unit(s) 11: refuse to answer
Q2	Number of hours during a typical day during which at least one AC unit was turned on in each month between May-October the previous year. Q2A: May last year Q2B: June last year Q2C: July last year Q2D: August last year Q2E: September last year Q2F: October last year	**Data type: Numeric** **Acceptable values: 0-25** 0: I didn't turn the AC on 1-24: hours 25: refuse to answer
Q3	Number of hours during a typical day there is at least one person inside the respondent's residence.	**Data type: Numeric** **Acceptable values: 1-6** 1: 8 hours or below 2: 9 to 12 hours 3: 13 to 16 hours 4: 17 to 20 hours 5: 21 to 24 hours 6: refuse to answer
Q4	Degree of agreement or disagreement with statements concerning priorities about the purchase of new AC units. Q4A: priority is saving money from electricity bills Q4B: priority is satisfying thermal comfort Q4C: priority is protecting the environment	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer
Q5	Number of years expected to use new AC unit.	**Data type: Numeric** **Acceptable values: 1-7** 1: 1 to 5 years 2: 6 to 10 years 3: 11 to 15 years 4: 16 to 20 years

		5: 21 to 25 years 6: more than 26 years 7: refuse to answer
Q6	Ranking of importance of decision criteria pertaining to the purchase of a new AC unit. Q6_1: device price Q6_2: bill concerns Q6_3: environmental concerns	**Data type: Numeric** **Acceptable values: 1-5[b]** 1-3: ranking 4: these factors are not important 5: refuse to answer
Q7	Degree of agreement or disagreement with statements concerning priorities about the usage of AC units. Q7A: priority is saving money from electricity bills Q7B: priority is satisfying thermal comfort Q7C: priority is protecting the environment	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer
Q8	Ranking of importance of decision criteria pertaining to the usage of AC units. Q8_1: device price Q8_2: bill concerns Q8_3: environmental concerns	**Data type: Numeric** **Acceptable values: 1-5[b]** 1-3: ranking 4: these factors are not important 5: refuse to answer
Q9	Perceptions about ambient temperatures (in degrees Celsius). Q9A: 16 Q9B: 20 Q9C: 24 Q9D: 28 Q9E: 32 Q9F: 36	**Data type: Numeric** **Acceptable values: 1-6** 1: cold 2: cool 3: warm 4: hot 5: very hot 6: refuse to answer
Q10	Perceptions about humidity levels (in %). Q10A: 10 Q10B: 30 Q10C: 70 Q10D: 80 Q10E: 90	**Data type: Numeric** **Acceptable values: 1-6** 1: very dry 2: dry 3: normal 4: wet 5: very wet 6: refuse to answer
Q11	Perceptions about electricity bill levels (in HKD). Q11A: 130 Q11B: 230 Q11C: 330 Q11D: 530	**Data type: Numeric** **Acceptable values: 1-6** 1: very cheap 2: cheap 3: normal

	Q11E: 730	4: expensive 5: very expensive 6: refuse to answer
Q12	Perceptions about household income levels for 2-member families (in HKD per month). Q12A: 5000 Q12B: 15000 Q12C: 25000 Q12D: 35000 Q12E: 45000 Q12F: 50000	**Data type: Numeric** **Acceptable values: 1-6** 1: very low 2: low 3: medium 4: high 5: very high 6: refuse to answer
Q13	Perceptions about numbers of peer interactions per month. Q13A: 3 Q13B: 9 Q13C: 15 Q13D: 21 Q13E: 27	**Data type: Numeric** **Acceptable values: 1-6** 1: very low 2: low 3: medium 4: high 5: very high 6: refuse to answer
Q14	Perceptions about rewards for saving energy (% of annual electricity bill returned). Q14A: 2 Q14B: 4 Q14C: 6 Q14D: 8 Q14E: 10 Q14F: 12	**Data type: Numeric** **Acceptable values: 1-6** 1: very low 2: low 3: acceptable 4: high 5: very high 6: refuse to answer
Q15	Perceptions about penalties for overconsuming energy (% of annual electricity bill charged extra). Q15A: 2 Q15: 4 Q15C: 6 Q15D: 8 Q15E: 10 Q15F: 12	**Data type: Numeric** **Acceptable values: 1-6** 1: very low 2: low 3: reasonable 4: high 5: very high 6: refuse to answer
Q16	Number of peers interacting with in a typical month.	**Data type: Numeric** **Acceptable values: 0-999** 0: no interactions with peers 1-999: peers

Q17	Past influence by peers regarding protecting the environment through AC use.	**Data type: Numeric** **Acceptable values: 1-3** 0: have been influenced by peers in the past 2: have not been influenced by peers in the past 3: refuse to answer
Q18	Degree of agreement or disagreement with a statement concerning openness to change.	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer
Q19	Degree of agreement or disagreement with a statement concerning environmental knowledge.	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer
Q20	Degree of agreement or disagreement with a statement concerning local community peer pressure for the purchase of new AC units.	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer
Q21	Degree of agreement or disagreement with a statement concerning local community peer pressure for the usage of AC units.	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer
Q22	Degree of agreement or disagreement with a statement concerning social media peer pressure for the purchase of new AC units.	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer

Q23	Degree of agreement or disagreement with a statement concerning social media peer pressure for the purchase of new AC units.	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer
Q24	Degree of agreement or disagreement with a statement concerning penalties for overconsuming energy.	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer
Q25	Degree of agreement or disagreement with a statement concerning monetary rewards for saving energy.	**Data type: Numeric** **Acceptable values: 0-11** 0: these factors are not important 1-10: scores (1= strongly disagree, 10= strongly agree) 11: refuse to answer
DM1	Gender.	**Data type: Numeric** **Acceptable values: 1-2** 1: male 2: female
DM2	Age categories.	**Data type: Numeric** **Acceptable values: 1-13** 1: 18-19 2: 20-24 3: 25-29 4: 30-34 5: 35-39 6: 40-44 7: 45-49 8: 50-54 9: 55-59 10: 60-64 11: 65-69 12: 70 or above 13: refuse to answer
DM3	Education level categories.	**Data type: Numeric** **Acceptable values: 1-8** 1: no formal schooling/kindergarten 2: primary

		3: secondary (F.1-F.3)
		4: secondary (F.4-F.7)
		5: tertiary (non-degree)
		6: tertiary (bachelor's degree)
		7: postgraduate (master's or PhD)
		8: refuse to answer
DM4	Whether living alone, or with others DM4_1: alone DM4_2: parents or grandparents DM4_3: siblings DM4_4: spouse or partner DM4_5: children or grandchildren DM4_6: relatives DM4_7: others (DM8_t: please specify) DM4_8: refuse to answer DM4_9: the respondent's answer is "0" (= no) in all the above	**Data type: Numeric/Text** **Acceptable values for DM4_1 to DM4_9: 0-1** 0: no 1: yes If 1 is chosen in DM4_7, the respondents can specify their answer in DM8_t. **Acceptable values for DM8_t: text** (e.g., "Friend", "Colleague", etc.)
DM5	Hong Kong district of residence.	**Data type: Numeric** **Acceptable values: 1-19** 1: Islands 2: Kwai Tsing 3: North 4: Sai Kung 5: Sha Tin 6: Tai Po 7: Tsuen Wan 8: Tuen Mun 9: Yuen Long 10: Sham Shui Po 11: Kowloon City 12: Kwun Tong 13: Wong Tai Sing 14: Yau Tsim Mong 15: Central and Western 16: Eastern 17: Southern 18: Wan Chai 19: refuse to answer
DM6	Monthly household income categories (in HKD/month).	**Data type: Numeric** **Acceptable values: 1-9** 1: 4999 or below

		2: 5000 to 9999
		3: 10000 to 19999
		4: 20000 to 29999
		5: 30000 to 39999
		6: 40000 to 49999
		7: 50000 to 59999
		8: 60000 or above
		9: refuse to answer

a: "Resno" indicates the number of each one of the 1357 interview responses originally collected. After initially asking the respondent's age, the interview did not proceed further if the respondent's age was less than 18, as the target population was adults (18 or older). Furthermore, responses with a high number of unanswered questions were omitted from subsequent analysis. Based on these criteria, only 1100 responses were kept for analysis. Data included in this dataset concern the responses that were kept for subsequent analysis.

b: A limited number of reported values were observed to be outside these limits due to typographical errors when answers from telephone interviews were originally transferred into excel form. These were the following: "20" in Q1 (response number 622), "6" in Q6_1 (response numbers 263,636, 850, 1020 and 1056) and "6" in Q8_1 (response numbers 242, 850, 1020 and 1056). These cases were omitted from the final data analysis.