

DUTCH CONSUMERS ACCEPTANCE OF WATER SAVING MEASURES



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Summary

Water scarcity is a big issue in the Netherlands currently. During long hot summers there are some warnings for consumers on their domestic water use but not many restricting policies for consumers in place yet. The blame and regulations are usually put-on industries and agriculture. Even though consumers influence those other sectors greatly. In order for this to change and consumer to also be aware of their water use, as well as saving water themselves policy has to be put in place. To find out if consumers are open to the idea of new water regulations it has to be tested. Consumers have to perform the eventual measures, so they have to agree to them. For this reason, a research was designed that looks into people's attitude on possible water saving measures. The measures stemmed from behavior influencing tactics as well as policy in foreign countries. The behavior influencing tactics model of measures was introduced by Koop, Van Dorssen and Brouwer (2019) while the policy measures came from an article by Stavenhagen, Buurman and Tortajada (2018). These articles were used as a basis, because they provide measures and tactics that can possibly be very effective in the Netherlands. The frameworks they presented did have to tested however on consumers' reaction to them. In this research a questionnaire was given to citizens living in the Netherlands who were 18 years or older. They were asked about their level of agreement with the measures/tactics introduced by the academic literature. Next to this they were asked for some personal information like sex, age, income etc. to test if there were any differences in for example age or income in the level of acceptance to possible new water saving measures. The outcome was that females, young, higher educated, lower income and more environmentally friendly people were more recipient of the measures. However, all measures presented were well received by all groups involved. This could have to do with the fact that all measures are relatively easy to introduce in the context of someone own home.

1. Introduction

The Netherlands: a country with three major North-West European rivers, heavy rainfall and largely below sea-level (Mosterst, 2006). At the same time a country highly regarded for its water management (Hoekstra, 2013). However, in recent years this image seems to have crumbled, during long summers without much rainfall and regard for water use in these dry periods (van Zwiene, 2020)(Van Lanen et al., 2016). Researchers concerned with water scarcity and management have been ringing the alarm bells for quite some years (van Lanen, 2016)(Philip, Kew, van der Wiel, Wanders & van Oldenborgh, 2020). The concern stems from the fact that climate change is on the rise and the trend of weather extremes such as droughts is not expected to decline in the coming years.

The issue of water scarcity has not solely been the shortage itself. It has been the public acknowledgement of the problem. During summer there are limited restrictions and warnings, but during the rest of the year water is suddenly not an issue. Or so it seems. Domestic water demand has been on the rise for the last two decades. Even though not much governmental action has been taken to shrink domestic water use. Policy has mostly been for the water companies, industry and farmers. It obligates them to provide water everywhere, with certain pressure and at all times (Browne, Medd & Anderson, 2012). By giving water companies binding policy on water supply, but not providing domestic consumers with binding water regulations, there is a gap. A gap between consumer perception of water scarcity and the urgent matter of water scarcity. Many technical innovations have already been made on the supply side of water management, so now it is logical to include the consumer, who uses a relatively small part of the water stock, but do influence other areas like industry and agriculture (Oel, Mekonnen & Hoekstra, 2009). For this reason, it is important to know what domestic consumers perception is on potential water saving measures in order to introduce them in the foreseeable future.

For society is it significant to realize that water shortage is an issue, to which they contribute. Next to this realization it is beneficial for society to know how they can combat water scarcity in their own home (Sordo-Ward, Granados, Iglesias & Garrote; 2019). By knowing the consumer perception on future policy measures they will be more likely to succeed, because the public's opinion is validated.

Scientifically many models have been presented on different policy scenarios and the effectiveness of domestic water use measures in theory (Koop, Van Dorssen & Brouwer, 2019). However not much research has been done on the receptiveness of new policy in a practical sense. Merely research on sustainable shopping mostly specific to the United Kingdom

(Schuitema & de Groot, 2014). Combining the knowledge about effective policy and consumers' attitudes will create a base for new water reform. There is a necessity for new water reform, because current water reform has no to little restrictions on consumers. With fresh water availability getting more uncertain there is a need for policy which includes domestic consumers (Thissen et al. 2015). If their demand for fresh water could be reduced especially during summer, the damage droughts do could be reduced. Therefore, this research will provide a more comprehensive insight of consumers receptiveness towards new measures, that differ from the old ones by being binding for domestic consumers. Introducing methods of water regulations that are new to the Dutch consumers by being based on behavioral science past research will likely be more successful than current policy (Koop, Van Dorssen & Brouwer, 2019)(Stavenhagen, Buurman & Tortajada., 2018).

Consequently, the aim of this thesis is to give new insights on the receptivity and acceptance on water reform measures by consumers that contribute to the existing academic research and therefore give a basis for introduction of innovative domestic water measures. The research question is: what can be learned from consumers perspective regarding specific types of water saving measures that could possibly be taken by water companies in the future to create more sustainable water use in The Netherlands? To answer this research question thoroughly, three sub-questions need to be answered.

- Which potential water saving measures have been documented in scientific literature?
- What are consumers' attitudes towards water saving measures?
- To what extend can these attitudes be explained by more general consumers' perspective on consumption related sustainability issues?

For the broader field of sustainability answering, this research question is of importance because fresh water is getting sparser all over the world. In order to sustain the current way we are living, action has to be taken for future generations and ours to not run out of fresh water. Therefore, providing a consumers' outlook on reform actions is necessary and helpful in the development of more sustainable practices of water consumption all over the world. Consumers viewpoint in this research could be applicable to other areas like using less plastic or other areas where consumption and sustainability problems come to the surface.

In the first chapter the theory and concepts will be explained. In the second chapter the method will be given. What follows are the results with the discussion which is the explanation of the results and lastly a conclusion to the research will be given. At the end of this thesis are all of the acknowledgements, references and appendixes.

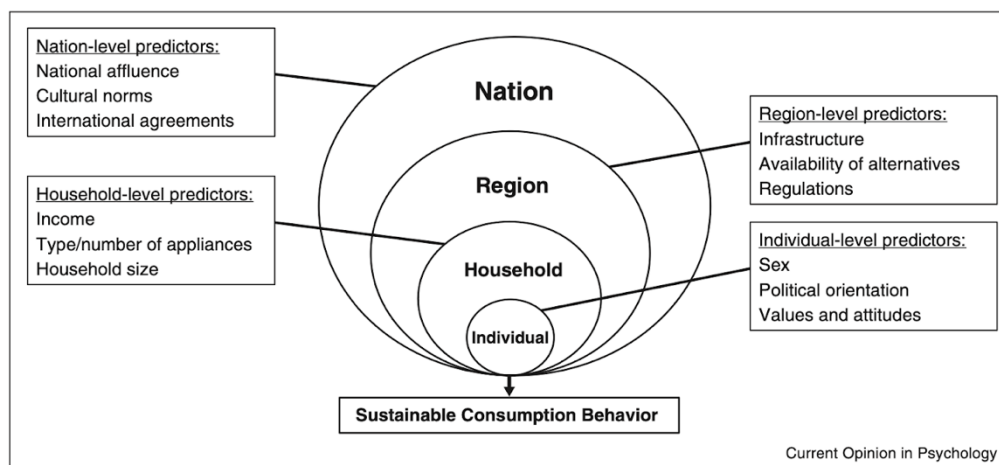
2. Theory/concepts

In this chapter of the theory and concepts will be discussed. They will be explained in detail and the relationship between them will be given in an analytical and a conceptual framework. This all will be done in order to justify the method and results in the end.

2.1 Sustainable consumption behavior

To be able to get a good picture of what the group central to this research looks like the following section is included. Milfont and Markowitz (2016) have presented an image of predictors for sustainable consumption in general on a multilevel model, so this is not specific domestic water use. For this research the focus will be on individuals and their response to possible water saving measures, but in the multilevel predictor's household, region and nation cannot be excluded. The reason being that some of the predictors influence the individual. In our research the focus will be on individuals, because personal opinions are asked. Figure 1 shows the predictors go from nationwide to individual. Each time the direct influence of each factor becomes less when zooming in, but should not be forgotten. For example, national affluence is key in a households' income, but does not have direct influence.

Figure 1: Milfont & Markowitz (2016) multilevel model depicting predictors of sustainable consumption behavior at its level



Multilevel model depicting predictors of sustainable consumption behavior at distinct levels.

For the purpose of the thesis, some predictors will be highlighted. Sex is one of the basic questions that will be asked and is important, because it is known that women are more likely to be receptive towards sustainable consumption (Milfont & Markowitz, 2016). Another predictor that will surely be tested is income. This predictor is significant, because income influences the availability of skills and time to which we will come back in another section of

an individual. Having time to think about changing behavior or money to implement changes in your house, might be a roadblock for certain groups. The higher the income the more well received water saving measures will be (Pirani & Secondi, 2011) (Koos, 2011). This is the same for education; the higher the education level the more favorable the reaction to sustainable alternatives (Milfont & Markowitz, 2016).

Knowing some of the predictors for sustainable consumption and how the researched individuals could respond is important. This knowledge can be used to analyze the results and provide an explanation for the results in the end. Not having this knowledge could make some of the outcomes be without explanation which would cause gaps in giving a full image of response to water saving measures. The next section will go into detail on how to influence behavior and give eight behavior influencing tactics.

2.2 Key behavior influencing tactics

The behavior consumers perform is influenced by various factors present in the environment. These behavioral actions can be influenced by using different techniques highlighted by Koop et al. (2019). They have created a framework with principal behavior influencing tactics which influence domestic water use and how effective these techniques are, by using academic literature from other researchers. This framework fits perfectly with what is aspired to do in this thesis, because it provides the research with a basis for a way in which to ask respondents about water use. The different tactics will be used by attaching each tactic in table 1 to a question in the survey. This survey will be discussed in the method chapter. By doing this the receptiveness to different tactics can be seen in the final results and therefore if this tactic could of success in the Netherlands. Receptiveness in this case means the socio-institutional acceptance of water management change (Ferguson, Brown, Frantzeskaki, de Haan & Deletic, 2013)

In table 1 there are four columns: tactic, principle, effectiveness and the reference. The first column shows what the name of the utilized tactic is. The second column is the explanation of the principle. The third column gives the effectiveness of the tactic revealed through earlier research. The last column gives the reference to the article that deals with the tactic or its effectiveness. So, from left to right it shows the tactic, principle, effectiveness and reference for each influencing technique. Some of the tactics will inevitably overlap during the research, but this cannot be changed because of the tactics being so closely related. Limitations will be given in the method section.

Table 1. Key behavior influencing tactics their principles, effectiveness and reference examples by Dutch water companies and their reference (Koop, Van Dorssen & Brouwer, 2019).

<i>Tactic</i>	<i>Principle</i>	<i>Effectiveness</i>	<i>References</i>
<i>Knowledge transfer</i>	Providing consumers with information to raise awareness, change perception and behavior. Effective in the short-run on uninformed households	Information campaigns solely are ineffective in the long-run. Campaigns are effective in the short-run for high usage by uninformed households.	Fielding et al. (2013); Michelsen et al. (1999); Syme et al. (2000)
<i>Increasing self-efficacy</i>	Boosting consumers' beliefs that they are able to implement the intended behavior.	Providing the consumer with timely, practical tips and examples is most effective. No specific timespan is given.	Clark and Finley (2007); Jugert et al. (2016); Kurz et al. (2005); Lee & Tansel (2013);
<i>Invoking Social norms</i>	Consumers want to conform to the social environment around them. Making them feel like their social environment is making the same changes as them.	Normative messages are effective. In the long-run repeating the messages is important for effectiveness. Consumers with relatively low water consumption need competitive advice and consumers with relatively high-water consumption need neutral advice.	Salmon, Brouwer & Koop. (2020); Bernedo et al. (2014); Ferraro et al. (2011); Jaeger & Schultz (2017); Otaki et al. (2017);
<i>Framing</i>	Emphasizing certain aspects of message by using unconscious biases in the information giving process in order to unconsciously change behavior.	More suggestive, highlighting direct impacts or engaging with inherent motivation are more effective.	Zhuang et al. (2018); Kronrod et al. (2012); Bernedo et al. (2014)
<i>Tailoring</i>	The message given is personalized to the group that is receiving the message.	Addressing an attitude behavior-gap triggers water conservation. Giving information prompts temporary water saving.	Céspedes Restrepo & Morales-Pinzón. (2020); Boyle et al. (2013); Davies et al. (2014); Liu et al. (2017); Tom et al., 2011
<i>Using emotional shortcuts</i>	Evoking emotions in people to influence their response to a message. Showing people what their actions do can be a way to do this.	Positive messages give trust and the use of humor takes out feelings of resistance. Calling upon feeling of	Fang and Sun (2016); Novak et al. (2018); Tijts et

		fear is only effective if people have high levels of self-efficacy.	al. (2017); Pau wen Petegem (2010)
<i>Priming</i>	The exposure to one stimulant influences a subsequent behavior. Unconsciously digested primes lead to changed behavior.	The effectiveness of using primes in water conservation is not yet explored.	Salmon, Brouwer & Koop. (2020); Baek & Yoon. (2017) Larbey & Weitkamp. (2020)
<i>Nudging</i>	Providing a choice in such a light that there is freedom of choice without limitations.	Have been applied scarcely but its potential effectiveness is high.	Salmon, Brouwer & Koop. (2020); Newell and Siikamäki (2013)

All of these tactics will be used as basis for the questionnaire that will be testing people's attitude on possible water saving measures. In the next section there will be an elaboration on tactics used that have already been implemented in other countries and are not based on behavioral science.

2.3 Water demand management

For doing a proper research on the ways in which domestic water saving behavior is influenced. One needs to look at other policy on water demand management. These are policies that tackle the size of water demand by domestic consumers. The research done by Stavenhagen, Buurman and Tortajada (2018) was on the effectiveness of water demand management based on water companies' perspectives and that of experts. They developed a framework with the different policies tested and their impacts. The policies were all backed up by extensive academic research. Table 2 provides the policy, the principle and their impact. From left to right you see the policy, principle, impact and the reference of one policy measure.

Table 2. Water demand management policies, principles, impacts and references

(Stavenhagen, Buurman & Tortajada, 2018)

<i>Policies</i>	<i>Principle</i>	<i>Impact</i>	<i>References</i>
<i>Billing</i>	The number of times a year that the water bill comes for a household.	The more frequent the water billing the effective it is on consumption.	Olmstead et al. (2003), Schleich & Hillenbrand. (2009), Friedman, Heaney, Morales, & Palenchar. (2011)
<i>Metering</i>	The number of time people are shown/need to look into the amount of water they use in their own homes.	Metering produces water saving of 10-25% due to information, publicity and leakage repairs. It raised consumers awareness of water conservation.	EEA. (2001), Inman & Jeffrey. (2006)
<i>Tariff</i>	The general water price.	Water consumption is inelastic to price. However, other sources say that higher water prices reduce consumption. In the short-run price has an effect on water consumption, but not on basic needs water consumption. More awareness of water price effects water consumption.	Arbués & Villanúa. (2006), Domene & Saurí. (2006), EEA. (2001), Inman & Jeffrey. (2006), Messner & Ansmann. (2007), March & Sauri. (2010), Olmstead et al. (2003), Olmstead & Stavins. (2008), Friedman, Heaney, Morales, & Palenchar. (2011)
<i>Tariff structure</i>	Block pricing per the amount of water used by a household.	Reduces water consumption. Improving fairness or efficiency often leads to it being	Inman & Jeffrey. (2006), Olmstead et al. (2003), EEA. (2001)

		difficult to understand for the consumer.	
<i>Non-tariff measures</i>	Reducing water consumption by setting restrictions or improving the water supply infrastructure.	Improving water supply infrastructure is considered the most effective water demand measure. Restrictions are often not followed by more than 50% of consumers.	EEA. (2001), Inman & Jeffrey. (2006), Olmstead & Stavins. (2008)

All of the policies in table 2 are of importance to this research, because they have been previously tested on their impact as well as being direct measures. The behavioral influencing tactics are indirect measures these policies are simpler to implement and to see the direct effect of. The policies will be tested in the final research survey on which will be elaborated in the method chapter, and will help creating an image of what people's responses to direct and indirect measure with different implications for each individual are. In the next part the how to of communication regarding sustainability in general will be discussed.

2.4 Communication sustainable consumption

Not just the way in which behavior can be influenced is important, the way in which this is communicated is essential. Vega-Zamora, Torres-Ruiz and Parras-Rosa (2018) developed a framework on the communication of sustainable consumption in which they showed the basis for a good message that ensures action by the receiver. They showed who should relay a message and how to relay a message. Trust is the foundation for any communication in sustainability. Consumers need to feel that the message is reliable like the messenger (Larbey & Weitkamp, 2020). The second function of a message is what it is conveyed and has two elements.

Firstly, authenticity: the consumer has to feel like the message is real and legitimate. In domestic water use this can be done by the actor who transmits a message and by the language that is used.

Secondly, functionality: which entails that the message is functional and practical for the reader. Consumers need to be able to implement the information given. Domestic water use measures

must be implementable by consumers themselves. There are three strategies on who communicates a message:

1. An expert should be used for any message that is health related. This could be a doctor or a scientist, but in the case of domestic water use it is not relevant, because it is about saving water, not about water quality.
2. Producers' union communicate messages which need to be received as real. So, if there is doubt about the effectiveness of water saving measures making for example water companies verify the message, will make it legitimate for the receiver.
3. The government should relay general messages which are applicable to the entire society. In the case of saving domestic water use the government is key in getting the problem of droughts under the attention and making them aware that something can be done.

In the section 2.2 the tactics for how to communicate with domestic water consumers were discussed. Section 2.4 is about what to communicate and by whom. For the formulation of the questions in the survey, it is of essence to take what and who communicates into account. The techniques presented in 2.2 can be incorporated into a survey on their own, but this would disregard to who communicates and what is communicated being a large part of people's response. Therefore, having these points as an extension of using the eight tactics by Koop et al. (2019) to make the research successful and eventually give a full-fledged insight to the response to possible water saving measures. To continue it is required to explain how people's behavior comes to be.

2.5 Theory of planned behavior

People have the intentional behavior they perform and the real behavior they perform. The theory of planned behavior links the intention with a person's actual behavior. This theory was developed by Azjen (1991) figure 2 gives a short overview of the theory. The theory is all about the factor intention.

Intention is given as motivation, the stronger this factor the harder people are willing to try. A little sidenote to this is that intention depends on a persons' actual control of behavior so money at its disposable, skills and time. According to Azjen (1991) Intention is influenced by three things.

Firstly, by attitude which entails what behavior seems suitable in a certain context as well as are the consequences to these actions accepted by others. This is often influenced by the

norms and values someone grew up with.

Secondly social norms are a factor. The community that surrounds people has a particular way in which they like others to behave. By growing up in a certain community an individual perceives the world in a particular way. In society there are several social groups with different norms and values. The differences between their norms and values are what is called subjective norm. Which means that each social group deems different actions acceptable according to their norms and values. The amount of influence of this factor has depends on how much a person is willing to conform to the norms of the community they are part of. The stronger the connection to the community the more likely they are to conform to those norms and values. If they would rebel while being a big part of the community, it would result in social disapproval.

The third factor is perceived behavioral control. Which means someone is able to judge a behavior as well as estimate how well they are able perform this behavior. They can assess their abilities and limitations

These three factors attitude, social norms and perceived behavior control make up the intention of a person. Having a certain degree of control over any to all of these factors makes a person capable of performing the intended behavior, like in this case reducing domestic water use.

This theory is important for this research, because knowing what influences a person's intention could help in altering the factors that influence this like attitude, social norms and perceived behavior. Yet at same time know what might be limitations to the research on factors that are not easily changed. Combining this information with the information from sections 2.2 to 2.4 adds to making a complete image of the way behavior comes to be and what might be limitations in this, as well as ways to make new measures successful in the society. The knowledge will give the explanation of the results some background literature and clarify why people make behavior choices. In the next section a theory will be presented that delves deeper into the gap between attitude and performed behavior.

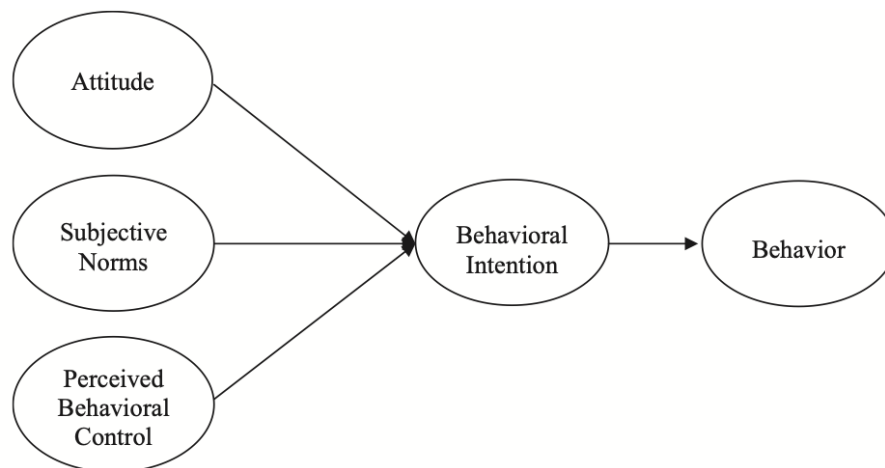


Figure 2: Azjen (2014) Theory of planned behavior.

2.6 The attitude-behavior gap

In order to do thorough research into responses to water saving measures which belong to a certain influencing tactic. A must is to address the gap between intention and behavior to help make the limitations minimal. Acting sustainable and being sustainable are two different things. This is called the attitude-behavior gap (Thøgersen & Crompton, 2009). To bridge this gap there are three options according to Prothero et al. (2011).

1. Making the focus of consumption about less consumption and not solely on the consumption of more sustainable products. Less consumption is better in the case of the environment, because less products will have to be recycled which is very energy demanding. All of the possible measures are about saving water so addressing this point should be easy.
2. Empowering the consumer-citizen. This entails that in communication you speak to a person as a citizen with duties towards its country, community and the world. Making them feel like they can help the current way of handling water by altering behaviors in their daily life.
3. Policy accessibility, guiding consumers towards more sustainable ways of living and in this case using less water has to be made easier. Saving water and implementing tips found on water companies websites is not a thought which occurs regularly in many people's heads. Making a measure like a flush stopper on the toilet mandatory forces people to think about their water use.

Insights into the gaps between a persons' attitude and behavior is important for the research on domestic water use and possible measures that could be introduced because we need to know what could be faults that have previously been discovered. The points given here are an extension of what to focus on while using the eight tactics of Koop et al. (2019) in the research survey. Knowing that there is a gap and how this gap can be brought closer together is important during the research to not have any shortcomings. Incorporating these points into the way in which the question in the questionnaire will bridge the gap. The next sections will go into how to use the theories presented in the research.

2.7 The conceptual framework

In order to make the concept and theories in the sections 2.1-2.6 usable in practice a conceptual framework is necessary. The conceptual framework is a figure that shows the relationship between the different concepts and theories presented. Figure 3 shows the conceptual framework for this research.

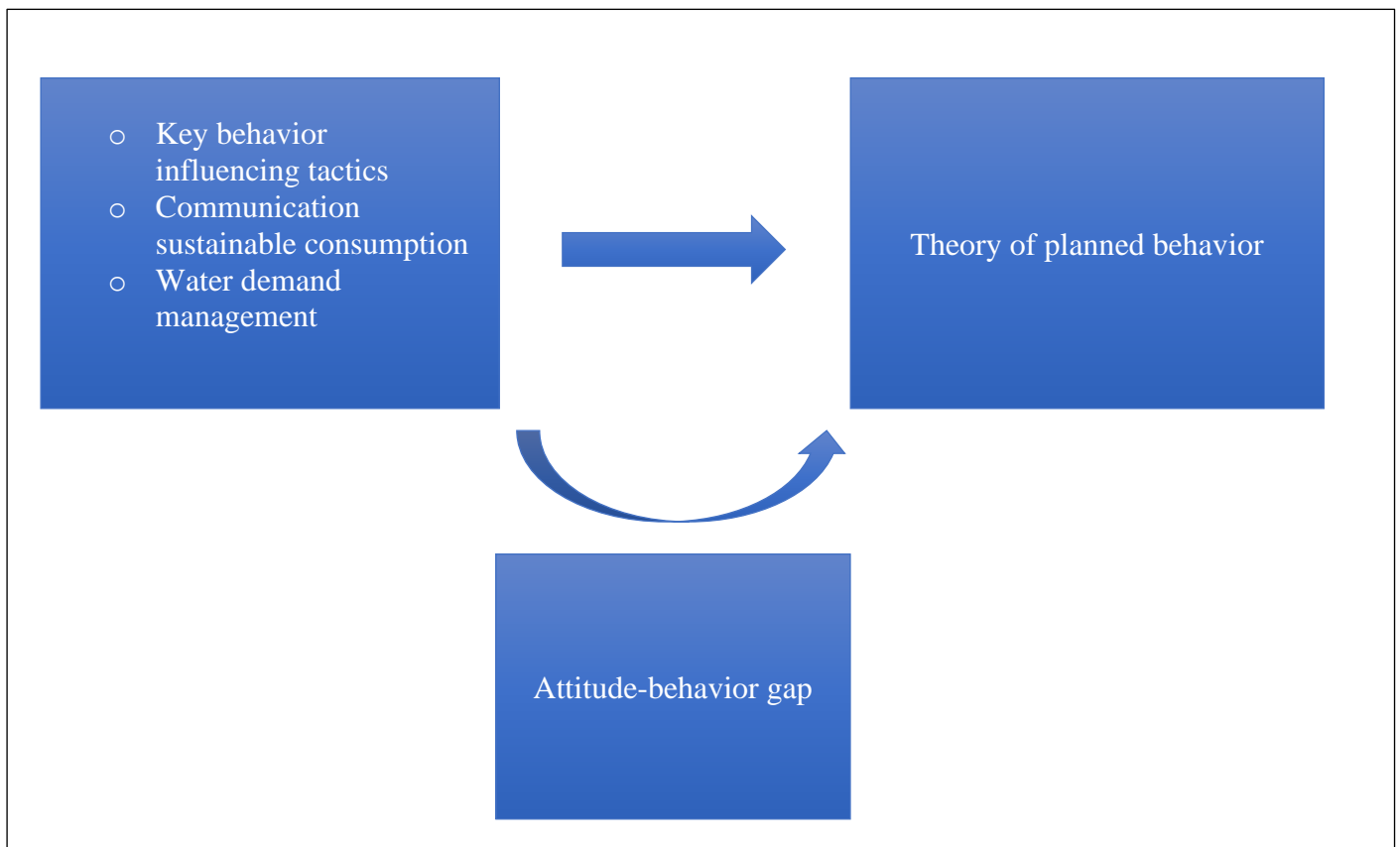


Figure 3: Conceptual framework water saving measures response research.

The key behavior influencing tactics and the communication sustainable consumption are the how, what and by whom of communicating water saving measures. Following from

this is the theory of planned behavior. The attitude, social norms or perceived behavioral control is influenced by the block on the left. The block with attitude-behavior is in-between these two, because it provides to bridge the gap between the theory of planned behavior and influencing tactics with communication tools. However, it also already gives some possible limitations that cannot be filled in. The theory about sustainable consumption behavior is not included in the framework, because it is more operational on doing the research and results further on in the thesis. In the following section the analytical framework will be given which is more explanatory on the use of the concepts.

2.8 The analytical framework

To be able to measure all of the different theories and concepts it must be translated into an analytical framework next to the conceptual framework. In the analytical framework it is shown what will be researched in this thesis and why this was chosen. In appendix 1 the analytical framework is given of this research. On the left-hand side, the specific influencing tactic is given and the measure they are attached to. On the right-hand side it shows the issues these tactics address. The issues with these measures and influencing tactics were chosen, because they theoretically effective and applicable to test in a questionnaire.

3.Methods

In the following part the operationalization of the research is given. Shown is the what, how and why choices were made in this process of research.

3.1 Justification method

In this research a questionnaire was used, because it is a research method which can be used very well online even during COVID-19. Furthermore, it is a relatively anonymous tool, so there is less judgement on the opinions someone gives, as well as it being a non-time-consuming method for the respondents. Which makes it easier to get many respondents (Creswell, 2009) (Bryman, Bell & Teevan, 2009). The choice for any other method was not made, because the goal of the research is to find out what consumers responses are to possible measures. There is already much academic background about techniques that could work in theory so talking to experts in an interview would not provide the needed new insight that is necessary. Consumers are the people who need to implement measures that might be given voluntary or involuntary by water companies, so it is important to know what they think of measures for them to implement them.

Ethics are a very important part of research and should be dealt with delicately. In the case of questionnaires, it is very important to always have to option for respondents to not answer a question or stop the entire questionnaire. Secondly it is key to ask basic personal questions such as sex, age and level of education, but do this as anonyms as possible and handle the de data collected carefully without sharing them with third parties. Before the start of the survey, it also important to clearly state what your research is about, why you are doing it and put in a privacy statement. This in order for people to decide if they want to participate in the research and know what will be done with the data. Lastly there were no real risks to doing the research, because the questions were about opinions and do not invoke strong emotions or trigger any kind of mental/physical discomfort. The next section will go into how data is collected.

3.2 Data collection design

For the research to be successful and justified it is key to explain what will be done and for what reason. The research had two ways of data collection. The first one was through a literature review and the other was through a questionnaire. The aim of the data collection was to find out what people's attitude towards sustainable measures of water saving was. For this the theory of Stavenhagen, Buurman and Tortajada (2018) and Koop van Dorssen and Brouwer

(2019) was used as a basis for the questions in the survey. The other theories are important for explanation of the results and to know how to ask the questions. The literature review is needed to be able to have full knowledge of the existing body of work, and to know which tactics to test in the questionnaire.

The questionnaire collected data on the response to tactics/measures that stem from the literature and could possibly be of use in the Netherlands. The data was collected in the researcher's own social network through Facebook, Instagram, LinkedIn and WhatsApp. The questionnaire is meant for adult 18 years and older who live in the Netherlands and was given in Dutch. The choice to do it in Dutch was made to get as many respondents as possible and, because some technical terms are hard to understand for non-fluent speakers. The choice was made to go for 100 respondents. The reason for this being that considering that the researcher had around a 1000 connections on social media networks and 10% would likely respond that going for a 100 respondents seemed doable in the space of time that was available (Bryman, Bell & Teevan, 2009). Other than that, it is necessary to have a large enough test group to be able to draw any justified conclusions. Having a smaller group than a 100 people would make the results baseless. If we would start the research with the attainment of more than 100 it is more likely to not be obtained. Getting more respondents than a 100 is preferred but at least a 100 is required.

There are a few limitations to this data collection which I will describe here shortly. Firstly, using only, one's own network could be a limitation. Most of the people in the social network are young and possibly still students. However, with COVID-19 it is the best option of getting many respondents at an appropriate distance. Physically seeing people was not an option. Higher educated people could give a better response to sustainability water saving measures than the general public, but this was something that was to be taken into account in the final results.

3.3 Quality of research

To have a good idea of what the quality of the research was. It is important to show the selection criteria for this method, reliability, replication and validity of this method.

Firstly, the selection for this method was made out of the theory that was found in the literature research. The articles by Stavenhagen, Buurman and Tortajada (2018) and Koop van Dorssen and Brouwer (2019) gave a good indication of what are effective ways to influence water saving behavior and measures that have been used in other contexts. Some of the measures even overlapped so this was a good basis for on what kind of questions to ask in the

questionnaire.

Secondly, the validity, there was a minimum of 100 respondents. This is not enough to give a totally new understanding of the way people use water, but it is enough to together with the literature in the theory provide a new insight into domestic water use. Which could be used for future research. The fact that respondents are part of the researchers own social network gives access to a smaller social group with certain premises, but this will be taken into account.

Thirdly, the reliability which means that the questionnaire gives the same outcome on understanding it. In this case the questions were presented in a positive light and an easy way of selection one option from the answer options was given in the questionnaire. So, the results should be reliable, because the way of filling in the questionnaire was the same each time.

Lastly, the point of replication is touched upon which means that the research could be done again without mishaps. This is possible the questionnaire and the literature are already there. It could be made more specific or other behavioral tactics could be added/deducted as well as new measures introduced without having to change up the method of research too much.

All of the background to quality of research came from Bryman, Bell and Teeven (2009). The next section will go into the ethics of the method used and the last section will show the questionnaire design.

3.4 Questionnaire design

To have all encompassing results the method used to collect these data has to be collected through the right questionnaire. Therefore, this section here will show the total questionnaire and the reasoning behind it. In the final questionnaire there were 22 total questions. The first part of the survey consisted of 13 questions about possible measures that could be taken by water companies in the future. These measures are all of the measures presented by Stavenhagen, Buurman and Tortajada (2018) and Koop van Dorssen and Brouwer (2019). The second part of the questionnaire was personal questions like sex, age and education level. In the appendix 2 the questionnaire given can be found. The choice to do the measures with attached tactics before the personal questions was made to keep the attention of the people. The short questionnaire makes it easy for people to fill in, another reason for the personal question being at the end.

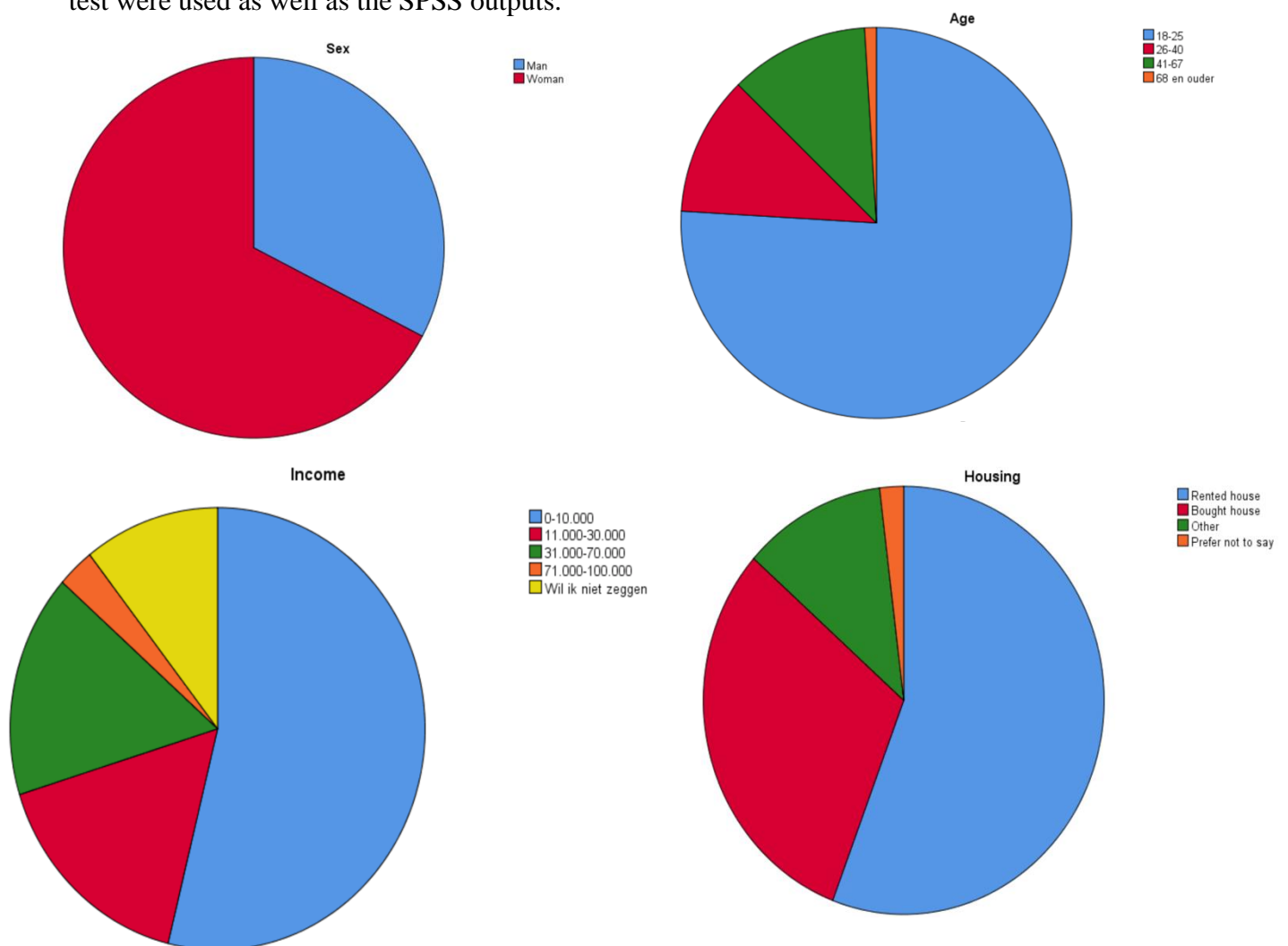
To analyze all of the data the program SPSS Statistics will be used. In Appendix 3 it is elaborated what test were performed. Shortly it was descriptive statistics, frequencies and chi-square tests on crosstabs. In the next chapter the results of the questionnaire will be presented.

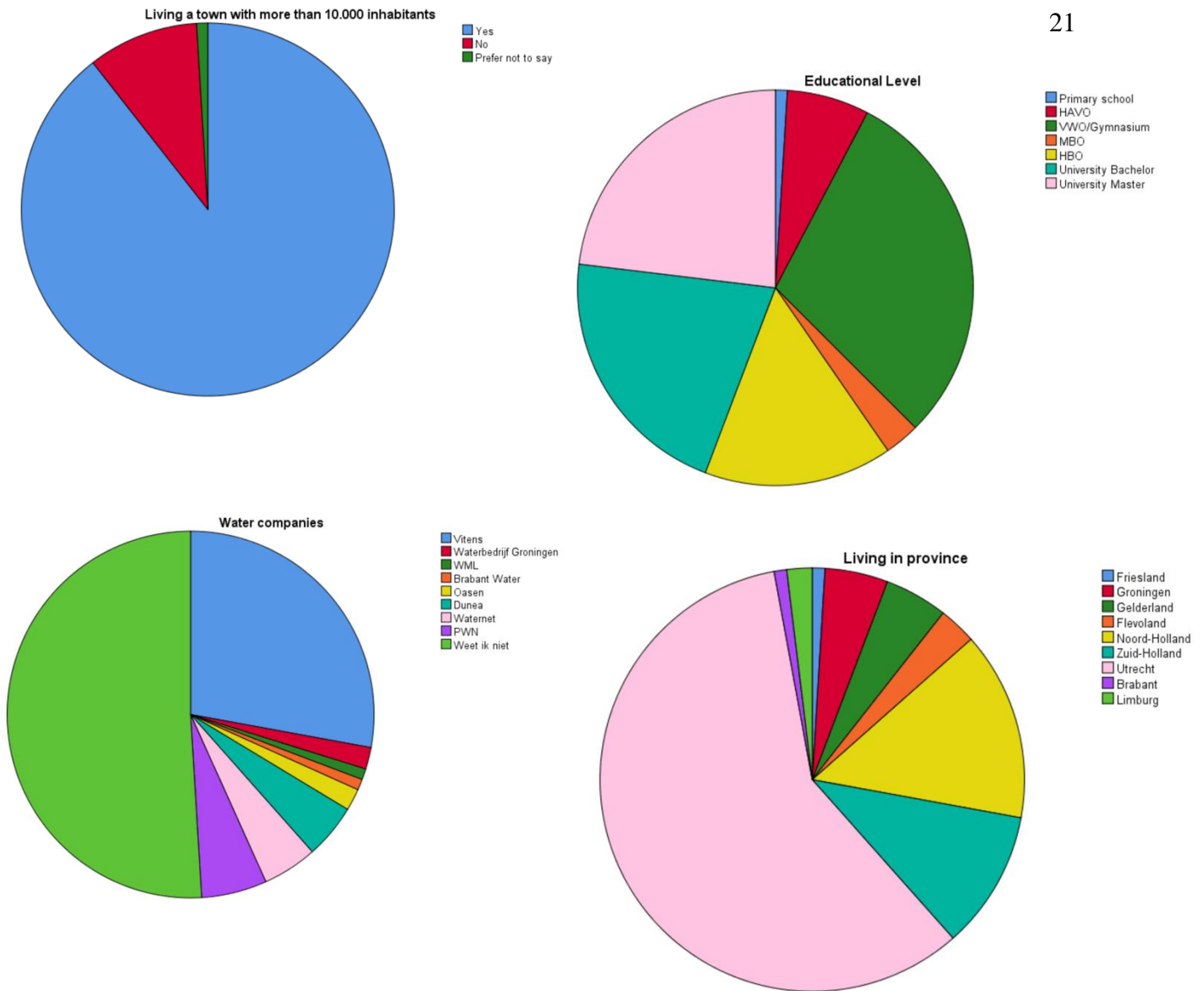
4. Results

In this chapter of the thesis the results of the questionnaire are presented. Firstly, a general presentation of the results will be given. Afterwards the more specific results will be discussed.

4.1 General Results

To start some general results will be given. In total there were 104 participants in the questionnaire. From those 104, 70 were women and 34 were man. Most of the participant fell in the age range 18-25 and only had a completed VWO/Gymnasium diploma. The participants mostly lived in the province of Utrecht, 89.4% lived in de city. 55.8% lived in rented houses and 53.8% had an income up to €10.000 euros per year. All of this can be explained by the fact that the participants were all in the social network of the researcher which was a woman, many of them are therefore women and still students. Who have a low income, live in the city and have only a VWO/Gymnasium diploma. Most of the participants had no clue what water company had. All of the pie charts below give the categories of each personal question in which the respondents were located. The descriptive statistics are in the appendix 3 and show which test were used as well as the SPSS outputs.





Next to knowing what the respondents group looked like the other element to this research was to find out what these participants thought of the measures that were presented in the questionnaire. Figure 3 gives a stacked bar chart of all of the measures tested with the different percentages of how much they disagreed/agreed on the subject. The total question and answer options are given in appendix 1. The chart should be read from bottom to top if the order of questions in the survey is followed. From left to right the chart goes from strongly agree to strongly disagree. There was a majority for all of the measures presented expected for the measure invoking social norms. In this measure there was a tie between disagree and agree. For further explanation of the results there is the discussion section. In the next section, it was tested if there was a relationship between the personal factors asked for like sex, age etc. and presented measures.

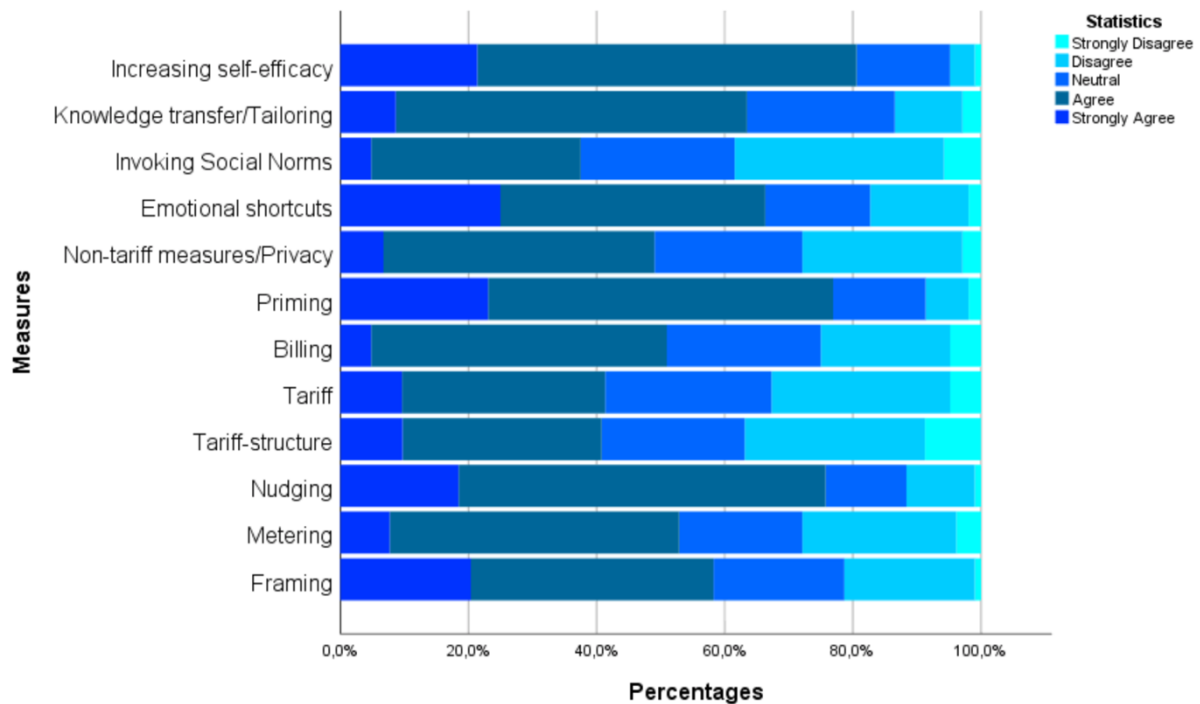


Figure 4: Approval rate of tested water saving measures.

4.2 Correlation results

For the measures to be able to be used in other contexts it is useful to see if predictors like sex, age, income, level of education and some others are factors that influence the way in which people respond possible water saving measures. To test if there is a relationship which can also be called a correlation in this section, an independent Chi-square test was used. More explanation on this test can be found in the appendix 3. In this section only the significant relations are discussed. Most of the measures were received in a positive light, but some differences were nil so stood out as being significant for the relationship between two factors being so present. For this reason, those results are discussed below, more explanation to the results will be given in the discussion.

Invoking Social Norms

There is a correlation between sex and invoking social norms. As well as between sustainable behavior and invoking social norms. Women are more likely than men to invoke them, but the group of women was also much larger than men. In the group of women there was a tie between invoking social norms and not invoking norms. The other correlation between sustainable behavior and social norms the more people are aware of performing sustainable

behavior the stronger their opinion on invoking social norms. They then choose to go for the extreme of agreeing/disagreeing. Instead of choosing the neutral option.

Knowledge transfer/Tailoring

Sex, age, and housing all effect the receptiveness to knowledge transfer/tailoring measures. Women are more receptive to knowledge transfer/tailoring than men. The younger the participants the better they react to the measure. Renters react better to the measure of knowledge transfer/tailoring than house buyers.

Increasing self-efficacy

Sex and daily sustainability concern relate to the measure increasing self-efficacy. Women are more likely than men to like this measure, however overall, everyone responded well to this measure. People who gave their daily concern with sustainability between a 5 and 8 were the largest group to 'agree' with this measure.

Nudging

Age had a correlation with nudging. The group between 18-25 was more likely to respond well to such a measure, but this was also the largest group tested. However, the older groups were more dispersed on their opinion of this measure and its effectiveness.

Tariff

Age and income were two indicators of how well the measure of tariff was received. Younger people responded better to tariff measures, however the difference between them disagreeing and agreeing to this measure was only 1 respondent. Therefore, the effectiveness in the young group seems unpredictable for now. More will be discussed in the discussion. The lower income responds better to the nudging measure than the higher incomes. However, most of the respondents fall in the low-income group.

Non-tariff measures/Privacy

Age and water companies all affect non-tariff measures/privacy. The younger the respondents the better they react to this type of measure. Most of the people who do not know which water company they belong to responded well to this measure, this is the largest group in the respondents group.

Metering

Income and sustainable behavior. Lower incomes received the metering measures better than higher incomes. The people who think about using water in a sustainable way are more likely to agree with the metering measure than the ones who are not.

Emotional shortcuts

Income, housing and sustainable behavior are all factors for emotional shortcuts. The lower and the highest income groups are most recipient towards emotional shortcuts measures. The groups that use water from the rain barrel if they had to water the garden are more likely to agree to use a measure of emotional shortcuts.

Sustainable behavior

Is affected by income. The higher the income the less likely they are to perform sustainable behavior. Sustainable behavior effects metering, emotional shortcuts and invoking social norms. The more involved people are with sustainability the more likely they are to receive metering as a good measure to be introduced. People who are somewhat aware of sustainably see the use of emotional shortcuts measure in a more positive light than the ones who have less affection with sustainable behavior. The more someone is behaving in an environmentally friendly way the more likely they are to have a strong opinion on this measure. The results here were very black and white the respondents either agreed or disagreed completely.

All of the results given are significant and will therefore be explained further in the next chapter, which is the discussion.

5. Discussion

In this section the findings will be discussed and explained as opposed to the result section only showing the results. In addition, the limitations that came from doing the research will be discussed, so what could be improved in future research.

5.1 Clarification finding

To have the findings be as logical as possible. First the explanation to the general results is given afterwards the more specific result will be explained.

Firstly, the respondent's population results will be explained. Most of the respondents were women between the ages of 18-25. Who have a VWO/Gymnasium diploma, which is higher education. Most of them had a low income possibly do to most of them still being students at University. All of the respondents were citizens of the Netherlands as was the expectation. All of the measures were well received except for the measure of invoking social norms which had a tie of agree and disagree. Milfont and Markowitz (2016) showed in their model of multilevel predictors of sustainable behavior. Women were more likely to perform sustainable behavior and therefore be accepting of the measures presented to them in the survey. Higher income was supposed to give more acceptance of the measures, but the largest group was students who have not fulfilled their maximum attainable income. The higher incomes who were present in the results were more critical as well as the older groups from 26 years onwards being more critical. The population all being citizens of the Netherlands were accepting of the measure, a possible explanation by Milfont and Markowitz (2016) could be that there are many available alternatives when it comes to saving water. The Netherlands being prosperous provides its citizen with various alternatives for less water consumption.

Secondly, the influencing tactics and policies tested in the survey will be explained. All of the measures except for invoking social norms were well received by the respondents. The reason for invoking social norms was a split result. Which could have something to do with the fact that it is a hard measure to administrate (Koop, Brouwer and Van Dorssen, 2019). It is a measure which might not have been addressed in the most effective way in the survey, as well as it being a hard measure to give as an option a survey. It has more to do with social norms than the measure itself (Azjen, 1991)

All of the tactics and policies being well received by the respondents of the survey mostly by younger people. This gives insight into changing the water demand management in

the Netherlands in the future. When the people who use the water in the Netherlands are accepting of changing regulation regarding their water supply it will be easier to do.

Lastly some of the notable results will be discussed. The measures that are concerned with money. Tariff, Tariff-structure and Billing have different groups that are all close to one another. The lower the income the better they received the measures concerned with money. The higher the age the more likely they are to be against measures that have anything to do with money. The higher the education the more split people were on if they find measures concern with money a good option. This could be because of higher educated people doing more research into the measures, or having developed a more critical thinking from their education.

Further notable results that came from the correlation test were that sex, age, income and sustainable behavior are significant in influencing the measures presented in the survey.

The predictor sex can be explained by women being more recipient towards change and toward environmentally friendly change measures.

Younger people are more accepting of the measures, older people are more divisive on the measures given. The explanation from Milton and Markowitz (2016) gives a perfect explanation for this. Women and younger people are more recipient towards changing sustainability behavior which is what is shown in the research.

Income was a predictor, but it showed the opposite of what was found in the research by Milton and Markowitz (2016) lower income was more accepting of the measures. This is not representative of the whole society in the Netherlands due to the low income being from the younger age group 18-25 who are still students in higher education. Who will most likely in the future belong to the higher income group who was accepting as well, but more critical and divisive. Most likely due to them being older and careful with their attained wealth.

To end this section the factor sustainability behavior is discussed. The more people are aware of saving water the more likely they were to be accepting of the measures presented in the questionnaire which is in line with Azjen (1991). The more attitude change they have the more behavioral intention they have to change and therefore their behavior really changes as can be seen in the survey. At least the intention is there and they want things to change. The next section gives some of the limitations of the study.

5.2 Limitations

After doing the research some limitations and room for future improvement came to light. One of the main limitations was that the research was done in the social network of the

researcher. This was due to COVID-19, because of this the research gives an insight into a basis for new reform which should be tested more if it is implemented.

Another limitation is that people tend to give socially desirable answers even if the questionnaire is anonymous. The questions are worded in such a way which show the potential of a measure, but could leverage given a 'good' answer. Other than this there was little room in the questionnaire for participants to give their opinion in a text box. They then go for the option which is closest to their own opinion, which does have to be how they really feel.

Lastly the participants had to fill in their income, but with most of them being still young and students this is not the best representation of this income group. The people who answered will most likely in the future belong to other income groups.

Knowing these limitations in future research there could be made some adjustments in order for these limitations to have a small effect or become non-existing.

5.3 Recommendations

In future expansions of this research or when doing this research again some things have to be improved.

Firstly, more social groups have to be studied and the group has to be bigger. During COVID-19 this was not an option, hopefully in the future this can be done. This would make the research more diverse and applicable to the Netherlands.

Secondly, in order for people to be able to give their full opinions on the measures interviews or a focus group could be ways of doing research. This gives the people the opportunity to give their full responds with an explanation as well as their doubt concerning the measures. Any doubt participant then would be brought to light more.

If these things are improved in future research the insights could be even more effective.

5.4 Implications

Looking at the results the aim of this research was to give an insight into the receptiveness of Dutch citizens on domestic water saving measures. In this research theoretical frameworks that were used as well as policy measures introduced in other countries lay the basis. However, these were all either studied in other countries or only shown to be theoretically effective. This research shows the actual receptiveness of the domestic water saving measures presented in earlier academic literature. Future research could dive into this deeper and possible

find out more about the reasoning behind people being accepting of water saving measures and how they could be introduced in the Netherlands.

In the future a policy on water saving measures has to be made for the good of the water demand and supply in the Netherlands. If there is a policy to which the water companies and the consumers can adhere there will be changes as long as those options are readily available and known to the consumers. As was shown people are willing to change their water use habits as long as the information is there and the options of change is given. Society is willing to change but needs management from the government in order for it to happen. It is mostly the case of not being aware of the problem and the opportunities to change it. So, changing this in the next couple of years could help with the droughts in the Netherlands, especially during summer.

6. Conclusions

In conclusion the answer to the question ‘what can be learned from consumers perspective regarding specific types of water saving measures that could possibly be taken by water companies in the future to create more sustainable water use in The Netherlands?’ is that domestic water saving measures are well received. People are accepting of the measures presented by Koop, Brouwer and Van Dorssen (2019) and Stavenhagen, Buurman and Tortajada (2018). The intention by the consumers to save water in their daily use is there, but adjustments to measures that are concern with money or invoking social norms could be improved. By adjusting those measures, they could be more effective, because the society will be less split on them. With such a high acceptance rate of the measures being so high the measures can be introduced into the Dutch context in the future. This can be done after more research is done on a broader audience.

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9. Appendices

Appendix 1 Analytical framework

Appendix 1. the analytical framework for water saving measure responses

Measures attached to influencing tactic they cover	Types of issues
<p>“It should be mandatory for people to install water saving tabs, showerheads and toilets.”</p> <p>Framing: using by highlighting that it is mandatory.</p>	<p>People being creates of habit and being lazy in their unsustainable behavior, making something mandatory makes people think about it.</p>
<p>“Passing on your water meter level in your house 3 times a year instead of 1 time.”</p> <p>Metering: the number of times people are shown their water usage.</p>	<p>Addresses the issue of water usage awareness. The more times people see their water use the more they will cut back.</p>
<p>“Environmentally friendly appliances should be subsidized by the government.”</p> <p>Nudging: providing a choice with one being a much better one for water saving.</p>	<p>Addresses the problem of people throwing out saving water when they need to buy appliances which at the core are not environmentally friendly, behavioral control.</p>
<p>“Consumers that use more water than average pay for every liter they use more than the average.”</p> <p>Tariff-structure: block pricing per the amount a consumer use.</p>	<p>Addresses the problem of behavioral intention and norms.</p>
<p>“Willingness to pay more for water use in periods of droughts.”</p> <p>Tariff: raising the general water price.</p>	<p>Addresses the problem of behavioral intention and norms.</p>
<p>“Paying once a month for water instead of paying once a year for an estimation of water use.”</p> <p>Billing: the number of times, a water bill comes a year.</p>	<p>Addresses the problem of water scarcity awareness, intention and norms.</p>
<p>“There should be more education in primary schools on water use and saving.”</p>	<p>Addressing sustainable behavior and intention.</p>

Priming: exposure to one factor leads to change in behavior somewhere else.	
<p>“Efficiency of water leakage could be improved by giving up some privacy.”</p> <p>Privacy/Non-Tariff measures: reducing water consumption by enforcing policy.</p>	Addressing norms and values.
<p>“During dry summers there should be more regulations on water use as well as enforcement of these regulations being strict.”</p> <p>Using emotional shortcuts: evoking emotions in people in order to make them do something.</p>	Addressing sustainable behavior, intention, attitude.
<p>“I would be willing to address others on their water use behavior.”</p> <p>Invoking: social norms consumers conforming to the social environment around them.</p>	Addressing sustainable behavior and attitude.
<p>“I would like to receive more information from water companies on saving water more often.”</p> <p>Knowledge transfer/Tailoring: providing consumers with information and personalizing the information.</p>	Addressing sustainable behavior, intention and attitude.
<p>“Water saving tips should be easier/cheaper to perform on my own”</p> <p>Increasing self-efficacy: boosting consumers believe that they can implement the measures.</p>	Addressing intention, sustainable behavior and attitude.
<p>“During summer this is how I would water my plants in the garden.”</p>	Addressing sustainable behavior.

Sustainable behavior: is the behavior they perform in line with how they feel about saving water.	
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Appendix 2 Questionnaire

Waterverbruik door consumenten

Start of Block: Default Question Block

Q1 Beste lezer

Voor mijn Bachelor scriptie Global Sustainability Science aan de Universiteit Utrecht, doe ik onderzoek naar watergebruik door consumenten in Nederland en mogelijke waterbesparende maatregelen die het waterbedrijf kan treffen. Door het beantwoorden van de vragen in deze enquête hoop ik meer inzicht te krijgen in uw mening over mogelijke waterbesparende maatregelen voor de toekomst

De enquête zal bestaan uit 2 delen. In het eerste gedeelte zullen enkele mogelijke maatregelen voorgelegd worden en om uw mening gevraagd worden. In het tweede gedeelte worden nog enkele persoonsgegevens gevraagd. De persoonsgegevens zullen vertrouwelijk behandeld worden en de vragenlijst kan op elk mogelijk moment gestopt worden, wanneer u daar aanleiding toe voelt. Voor het invullen van deze enquête moet u ouder zijn dan 18 jaar en wonen in Nederland. Het invullen zal ongeveer 5 minuten duren. Mochten er vragen of opmerkingen zijn kunt u altijd mailen naar v.j.l.dekok@students.uu.nl.

Door 'akkoord' te gaan geeft u aan het bovenstaande gelezen te hebben en akkoord te gaan

Akkoord

Niet akkoord

End of Block: Default Question Block

Start of Block: Block 4

Q26 Hieronder krijgt u 13 optionele toekomstige maatregelen, bij elke maatregel is het de bedoeling dat u aangeeft in welke mate u het er sterk mee oneens tot sterk mee eens bent. Bij de laatste mogelijke maatregel is het de bedoeling dat u één van de opties kiest.

End of Block: Block 4

Start of Block: Block 2

Q15 "Iedereen zou verplicht moeten worden om waterbesparende kranen, douchekoppen en wc's in huis te plaatsen."

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Normaal gesproken geeft u de waterstand op uw watermeter eens per jaar door. Denkt u dat u bewuster met water om zou gaan als huishoudens 3 keer per jaar hun watermeterstand door zou moeten geven in plaats van 1 keer per jaar?

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 Voor veel verschillende huishoudelijke apparaten zijn er meer water-of energiebesparende opties verkrijgbaar. Daarom de maatregel: "Waterbesparende huishoudelijke apparaten zouden gesubsidieerd moeten worden vanuit de overheid."

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 De gemiddelde Nederlander gebruikt per jaar 46.100 liter water per persoon. Dit is gelijk aan 127,5 liter per persoon per dag. Dit verbruik omvat douchen, koken, wassen en alle andere bezigheden waar water voor wordt gebruikt. Een mogelijke maatregel zou

kunnen zijn dat consumenten die boven dit gemiddelde zitten meer zouden betalen per liter meer. Wat vindt u van dergelijke maatregel?

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 Ook Nederland kent periodes van droogte zelfs in de winter, waterverbruik past zich daar echter niet altijd op aan. Wanneer het op geld aan komt zijn mensen vaak meer bereid hun gedrag aan te passen. Daarom deze maatregel: "Ik ben bereid meer voor mijn water te betalen om waterschaarste te voorkomen."

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 Normaal gesproken komen de rekeningen van uw waterverbruik eens per jaar en deze worden gebaseerd op een voorspelling van uw waterverbruik. Daarom de volgende maatregel: "Ik zou graag eens per maand mijn waterrekening ontvangen in plaats van eens per jaar"

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 "Er moet veel meer lesgegeven worden op lagere scholen over watergebruik en hoe dit verminderd kan worden"

	Sterk mee eens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 Veel water gaat verloren door waterlekken. De tien waterbedrijven in Nederland hebben vaak wel inzicht in lekken, maar nog niet altijd de exacte locatie i.v.m. de privacy. Dit zou voorkomen kunnen worden met behulp van de volgende maatregel: de waterlekken kunnen efficiënter verholpen worden wanneer privacy wordt ingeleverd.

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 In droge hete zomers moeten er regels ingesteld worden om watergebruik in te perken, zoals voor het vullen van zwembaden en sproeien van tuinen. Deze regels moeten streng worden gehandhaafd.

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 9	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27 "Ik zou bereid zijn anderen aan te spreken op hun gedrag als dit gedrag waterverspilling in de hand werkt."

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q28 "Ik zou graag vaker informatie ontvangen van waterbedrijven over besparende tips."

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 11	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30 "Waterbesparende tips en tricks zouden makkelijker/goedkoper uitvoerbaar moeten zijn om ervoor te zorgen dat ik het zelf zou doen."

	Sterk mee oneens	Oneens	Neutraal	Eens	Sterk mee eens
Maatregel 12	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29 Kies het antwoord wat het meest bij uw gedrag in het dagelijks leven aansluit. Tijdens een zomer in Nederland zou ik het volgende doen om mijn tuin te onderhouden:

- Dagelijks water geven met water uit de tuinslang.
- Wekelijks water geven met water uit de tuinslang.
- Wekelijks water geven met water uit de regenton.
- Dagelijks water geven met water uit de regenton.
- Geen water meer geven aan mijn tuin.

End of Block: Block 2

Start of Block: Block 5

Q31 In het volgende deel zullen nog enkele vragen over uw achtergrond gesteld worden.

End of Block: Block 5

Start of Block: Block 1

Q2 Wat is uw geslacht?

- Man
 - Vrouw
 - Anders
 - Wil ik niet zeggen
-

Q3 Wat is uw leeftijd?

- 18-25
 - 26-40
 - 41-67
 - 68 en ouder
 - Wil ik niet zeggen
-

Q4 Wat is de hoogste opleiding die u heeft voltooid?

- Geen opleiding/onvolledig basisonderwijs
 - Basisschool
 - MAVO
 - HAVO
 - VWO/Gymnasium
 - MBO
 - HBO
 - Universitaire Bachelor
 - Universitaire Master
 - Doctoraal/PHD
 - Anders, namelijk _____
 - Wil ik niet zeggen
-

Q5 In welke provincie woont u?

- Friesland
 - Groningen
 - Drenthe
 - Overijssel
 - Gelderland
 - Flevoland
 - Noord-Holland
 - Zuid-Holland
 - Zeeland
 - Utrecht
 - Brabant
 - Limburg
 - Wil ik niet zeggen
-

Q6 Woont u in een plaats met dan 10.000 inwoners?

- Ja
 - Nee
 - Wil ik niet zeggen
-

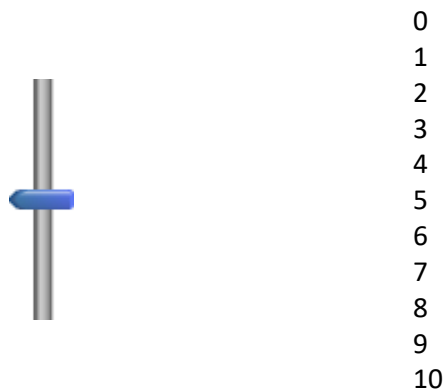
Q7 Wat is uw jaarlijkse netto-inkomen? Netto-inkomen omvat inkomsten uit arbeid, bedrijfsinkomsten, huuropbrengsten, pensioenen, sociale zekerheid en alle andere inkomsten van een belastingbetalende volwassene.

- 0-10.000
 - 11.000-30.000
 - 31.000-70.000
 - 71.000-100.000
 - 101.000-150.000
 - 151.000 of meer
 - Wil ik niet zeggen
-

Q8 Wat is de situatie van uw huisvesting?

- Huurwoning
 - Koopwoning
 - Anders, namelijk _____
 - Wil ik niet zeggen
-

Q17 Op een schaal van 1-10 hoe erg bent u bezig met duurzaamheid in het dagelijks leven? Hier kan onder vallen het scheiden van afval, zonnepanelen op het dak etc.



Q18 Bij welk waterbedrijf zit u?

- Vitens
- Waterbedrijf Groningen
- WMD
- WML
- Brabant Water
- Evides
- Oasen
- Dunea
- Waternet
- PWN
- Weet ik niet
- Wil ik niet zeggen

End of Block: Block 1

Start of Block: Block 3

Q25 Bedankt voor het invullen van deze enquête!

End of Block: Block 3

Appendix 3 SPSS tests

Descriptive statistics

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Metering	104	4	1	5	3,29	1,040	1,081
Framing	103	4	1	5	3,56	1,063	1,131
Nudging	103	4	1	5	3,82	,894	,799
Tariff_structure	103	4	1	5	3,05	1,158	1,341
Tariff	104	4	1	5	3,13	1,080	1,166
Billing	104	4	1	5	3,26	,995	,990
Priming	104	4	1	5	3,89	,902	,814
Non_tariff_measures_Privacy	104	4	1	5	3,25	1,002	1,005
Using_emotional_shortcuts	104	4	1	5	3,72	1,065	1,135
Invoking_Socialnorms	104	4	1	5	2,98	1,043	1,087
Knowledge transfer_Tailoring	104	4	1	5	3,56	,901	,812
Increasing_self_efficacy	103	4	1	5	3,96	,779	,606
Behavior_sustainability	103	4	1	5	2,92	1,118	1,249
Valid N (listwise)	99						

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Sex	104	1	1	2	1,67	,471	,222
Age	104	3	1	4	1,38	,727	,528
Education_level	104	7	2	9	6,80	1,787	3,192
Province	104	11	1	12	8,58	2,314	5,353
Place	104	2	1	3	1,12	,350	,122
Income	104	6	1	7	2,21	1,857	3,450
Housing	104	3	1	4	1,60	,770	,593
Daily_sustainability	95	10	0	10	6,37	1,935	3,746
Water_company	104	10	1	11	7,54	4,411	19,455
Valid N (listwise)	95						

Crosstabs analyzing all variables in rows and columns with the chi-square test.

Notes		
Output Created		28-JAN-2021 20:37:26
Comments		
Input	Data	\\soliscom.uu.nl\users\6294979\Bachelor Thesis data\Waternverbruik door consumenten_January 14, 2021_06.27.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	104
	Missing Value Handling	Definition of Missing
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Syntax		CROSSTABS /TABLES=Sex Age Education_level Province Place Income Housing Daily_sustainability Water_company BY Framing Metering Nudging Tariff_structure Tariff Billing Priming Non_tariff_measures_Privacy Using_emotional_shortcuts Invoking_Socialnorms Knowledgetransfer_Tailoring Increasing_self_efficacy Behavior_sustainability /FORMAT=AVALUE TABLES /STATISTICS=CHISQ CORR /CELLS=COUNT /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,16
	Elapsed Time	00:00:00,16
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Sex * Framing	103	99,0%	1	1,0%	104	100,0%
Sex * Metering	104	100,0%	0	0,0%	104	100,0%
Sex * Nudging	103	99,0%	1	1,0%	104	100,0%
Sex * Tariff_structure	103	99,0%	1	1,0%	104	100,0%
Sex * Tariff	104	100,0%	0	0,0%	104	100,0%
Sex * Billing	104	100,0%	0	0,0%	104	100,0%
Sex * Priming	104	100,0%	0	0,0%	104	100,0%
Sex * Non_tariff_measures_Privacy	104	100,0%	0	0,0%	104	100,0%

Sex *	104	100,0%	0	0,0%	104	100,0%
Using_emotional_shortcuts						
Sex * Invoking_Socialnorms	104	100,0%	0	0,0%	104	100,0%
Sex *	104	100,0%	0	0,0%	104	100,0%
Knowledgegettransfer_Tailoring						
Sex *	103	99,0%	1	1,0%	104	100,0%
Increasing_self_efficacy						
Sex * Behavior_sustainability	103	99,0%	1	1,0%	104	100,0%
Age * Framing	103	99,0%	1	1,0%	104	100,0%
Age * Metering	104	100,0%	0	0,0%	104	100,0%
Age * Nudging	103	99,0%	1	1,0%	104	100,0%
Age * Tariff_structure	103	99,0%	1	1,0%	104	100,0%
Age * Tariff	104	100,0%	0	0,0%	104	100,0%
Age * Billing	104	100,0%	0	0,0%	104	100,0%
Age * Priming	104	100,0%	0	0,0%	104	100,0%
Age *	104	100,0%	0	0,0%	104	100,0%
Non_tariff_measures_Privacy						
Age *	104	100,0%	0	0,0%	104	100,0%
Using_emotional_shortcuts						
Age * Invoking_Socialnorms	104	100,0%	0	0,0%	104	100,0%
Age *	104	100,0%	0	0,0%	104	100,0%
Knowledgegettransfer_Tailoring						
Age *	103	99,0%	1	1,0%	104	100,0%
Increasing_self_efficacy						
Age * Behavior_sustainability	103	99,0%	1	1,0%	104	100,0%
Education_level * Framing	103	99,0%	1	1,0%	104	100,0%
Education_level * Metering	104	100,0%	0	0,0%	104	100,0%
Education_level * Nudging	103	99,0%	1	1,0%	104	100,0%
Education_level *	103	99,0%	1	1,0%	104	100,0%
Tariff_structure						
Education_level * Tariff	104	100,0%	0	0,0%	104	100,0%
Education_level * Billing	104	100,0%	0	0,0%	104	100,0%
Education_level * Priming	104	100,0%	0	0,0%	104	100,0%
Education_level *	104	100,0%	0	0,0%	104	100,0%
Non_tariff_measures_Privacy						
Education_level *	104	100,0%	0	0,0%	104	100,0%
Using_emotional_shortcuts						
Education_level *	104	100,0%	0	0,0%	104	100,0%
Invoking_Socialnorms						

Education_level *	104	100,0%	0	0,0%	104	100,0%
Knowledgetransfer_Tailoring						
Education_level *	103	99,0%	1	1,0%	104	100,0%
Increasing_self_efficacy						
Education_level *	103	99,0%	1	1,0%	104	100,0%
Behavior_sustainability						
Province * Framing	103	99,0%	1	1,0%	104	100,0%
Province * Metering	104	100,0%	0	0,0%	104	100,0%
Province * Nudging	103	99,0%	1	1,0%	104	100,0%
Province * Tariff_structure	103	99,0%	1	1,0%	104	100,0%
Province * Tariff	104	100,0%	0	0,0%	104	100,0%
Province * Billing	104	100,0%	0	0,0%	104	100,0%
Province * Priming	104	100,0%	0	0,0%	104	100,0%
Province *	104	100,0%	0	0,0%	104	100,0%
Non_tariff_measures_Privacy						
Province *	104	100,0%	0	0,0%	104	100,0%
Using_emotional_shortcuts						
Province *	104	100,0%	0	0,0%	104	100,0%
Invoking_Socialnorms						
Province *	104	100,0%	0	0,0%	104	100,0%
Knowledgetransfer_Tailoring						
Province *	103	99,0%	1	1,0%	104	100,0%
Increasing_self_efficacy						
Province *	103	99,0%	1	1,0%	104	100,0%
Behavior_sustainability						
Place * Framing	103	99,0%	1	1,0%	104	100,0%
Place * Metering	104	100,0%	0	0,0%	104	100,0%
Place * Nudging	103	99,0%	1	1,0%	104	100,0%
Place * Tariff_structure	103	99,0%	1	1,0%	104	100,0%
Place * Tariff	104	100,0%	0	0,0%	104	100,0%
Place * Billing	104	100,0%	0	0,0%	104	100,0%
Place * Priming	104	100,0%	0	0,0%	104	100,0%
Place *	104	100,0%	0	0,0%	104	100,0%
Non_tariff_measures_Privacy						
Place *	104	100,0%	0	0,0%	104	100,0%
Using_emotional_shortcuts						
Place *	104	100,0%	0	0,0%	104	100,0%
Invoking_Socialnorms						
Place *	104	100,0%	0	0,0%	104	100,0%
Knowledgetransfer_Tailoring						

Place *	103	99,0%	1	1,0%	104	100,0%
Increasing_self_efficacy						
Place *	103	99,0%	1	1,0%	104	100,0%
Behavior_sustainability						
Income * Framing	103	99,0%	1	1,0%	104	100,0%
Income * Metering	104	100,0%	0	0,0%	104	100,0%
Income * Nudging	103	99,0%	1	1,0%	104	100,0%
Income * Tariff_structure	103	99,0%	1	1,0%	104	100,0%
Income * Tariff	104	100,0%	0	0,0%	104	100,0%
Income * Billing	104	100,0%	0	0,0%	104	100,0%
Income * Priming	104	100,0%	0	0,0%	104	100,0%
Income *	104	100,0%	0	0,0%	104	100,0%
Non_tariff_measures_Privacy						
Income *	104	100,0%	0	0,0%	104	100,0%
Using_emotional_shortcuts						
Income *	104	100,0%	0	0,0%	104	100,0%
Invoking_Socialnorms						
Income *	104	100,0%	0	0,0%	104	100,0%
Knowledgetransfer_Tailoring						
Income *	103	99,0%	1	1,0%	104	100,0%
Increasing_self_efficacy						
Income *	103	99,0%	1	1,0%	104	100,0%
Behavior_sustainability						
Housing * Framing	103	99,0%	1	1,0%	104	100,0%
Housing * Metering	104	100,0%	0	0,0%	104	100,0%
Housing * Nudging	103	99,0%	1	1,0%	104	100,0%
Housing * Tariff_structure	103	99,0%	1	1,0%	104	100,0%
Housing * Tariff	104	100,0%	0	0,0%	104	100,0%
Housing * Billing	104	100,0%	0	0,0%	104	100,0%
Housing * Priming	104	100,0%	0	0,0%	104	100,0%
Housing *	104	100,0%	0	0,0%	104	100,0%
Non_tariff_measures_Privacy						
Housing *	104	100,0%	0	0,0%	104	100,0%
Using_emotional_shortcuts						
Housing *	104	100,0%	0	0,0%	104	100,0%
Invoking_Socialnorms						
Housing *	104	100,0%	0	0,0%	104	100,0%
Knowledgetransfer_Tailoring						
Housing *	103	99,0%	1	1,0%	104	100,0%
Increasing_self_efficacy						

Housing *	103	99,0%	1	1,0%	104	100,0%
Behavior_sustainability						
Daily_sustainability *	94	90,4%	10	9,6%	104	100,0%
Framing						
Daily_sustainability *	95	91,3%	9	8,7%	104	100,0%
Metering						
Daily_sustainability *	94	90,4%	10	9,6%	104	100,0%
Nudging						
Daily_sustainability *	94	90,4%	10	9,6%	104	100,0%
Tariff_structure						
Daily_sustainability * Tariff	95	91,3%	9	8,7%	104	100,0%
Daily_sustainability * Billing	95	91,3%	9	8,7%	104	100,0%
Daily_sustainability * Priming	95	91,3%	9	8,7%	104	100,0%
Daily_sustainability *	95	91,3%	9	8,7%	104	100,0%
Non_tariff_measures_Privacy						
Daily_sustainability *	95	91,3%	9	8,7%	104	100,0%
Using_emotional_shortcuts						
Daily_sustainability *	95	91,3%	9	8,7%	104	100,0%
Invoking_Socialnorms						
Daily_sustainability *	95	91,3%	9	8,7%	104	100,0%
Knowledgegetransfer_Tailoring						
Daily_sustainability *	94	90,4%	10	9,6%	104	100,0%
Increasing_self_efficacy						
Daily_sustainability *	94	90,4%	10	9,6%	104	100,0%
Behavior_sustainability						
Water_company * Framing	103	99,0%	1	1,0%	104	100,0%
Water_company * Metering	104	100,0%	0	0,0%	104	100,0%
Water_company * Nudging	103	99,0%	1	1,0%	104	100,0%
Water_company *	103	99,0%	1	1,0%	104	100,0%
Tariff_structure						
Water_company * Tariff	104	100,0%	0	0,0%	104	100,0%
Water_company * Billing	104	100,0%	0	0,0%	104	100,0%
Water_company * Priming	104	100,0%	0	0,0%	104	100,0%
Water_company *	104	100,0%	0	0,0%	104	100,0%
Non_tariff_measures_Privacy						
Water_company *	104	100,0%	0	0,0%	104	100,0%
Using_emotional_shortcuts						
Water_company *	104	100,0%	0	0,0%	104	100,0%
Invoking_Socialnorms						

Water_company * Knowledgetransfer_Tailoring	104	100,0%	0	0,0%	104	100,0%
Water_company * Increasing_self_efficacy	103	99,0%	1	1,0%	104	100,0%
Water_company * Behavior_sustainability	103	99,0%	1	1,0%	104	100,0%

Sex * Framing

Crosstab

Count

		Framing					Total
		1	2	3	4	5	
Sex	1	1	7	8	11	6	33
	2	0	14	13	28	15	70
Total		1	21	21	39	21	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2,870 ^a	4	,580
Likelihood Ratio	3,024	4	,554
Linear-by-Linear Association	,828	1	,363
N of Valid Cases	103		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is ,32.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,090	,100	,909	

Ordinal by Ordinal	Spearman Correlation	,085	,099	,853	
N of Valid Cases		103			

Sex * Metering

Crosstab

Count

		Metering					Total
		1	2	3	4	5	
Sex	1	3	9	6	13	3	34
	2	1	16	14	34	5	70
Total		4	25	20	47	8	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4,069 ^a	4	,397
Likelihood Ratio	3,830	4	,430
Linear-by-Linear Association	1,363	1	,243
N of Valid Cases	104		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 1,31.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,115	,103	1,170	
Ordinal by Ordinal	Spearman Correlation	,099	,102	1,009	
N of Valid Cases		104			

Sex * Nudging

Crosstab

Count

		Nudging					Total
		1	2	3	4	5	
Sex	1	1	5	5	20	2	33
	2	0	6	8	39	17	70
Total		1	11	13	59	19	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7,409 ^a	4	,116
Likelihood Ratio	8,365	4	,079
Linear-by-Linear Association	5,484	1	,019
N of Valid Cases	103		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,32.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,232	,094	2,395	
Ordinal by Ordinal	Spearman Correlation	,232	,090	2,397	
N of Valid Cases		103			

Sex * Tariff_structure

Crosstab

Count

		Tariff_structure					Total
		1	2	3	4	5	
Sex	1	4	7	8	13	2	34
	2	5	22	15	19	8	69
Total		9	29	23	32	10	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	3,202 ^a	4	,525
Likelihood Ratio	3,277	4	,513
Linear-by-Linear Association	,004	1	,950
N of Valid Cases	103		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,97.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,006	,098	-,063	
Ordinal by Ordinal	Spearman Correlation	-,018	,098	-,177	
N of Valid Cases		103			

Sex * Tariff

Crosstab

Count

		Tariff					Total
		1	2	3	4	5	
Sex	1	2	7	11	10	4	34
	2	3	22	16	23	6	70
Total		5	29	27	33	10	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2,209 ^a	4	,697
Likelihood Ratio	2,223	4	,695
Linear-by-Linear Association	,220	1	,639
N of Valid Cases	104		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 1,63.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,046	,098	-,467	
Ordinal by Ordinal	Spearman Correlation	-,047	,098	-,480	
N of Valid Cases		104			

Sex * Billing

Crosstab

Count

		Billing					Total
		1	2	3	4	5	
Sex	1	2	11	5	14	2	34
	2	3	10	20	34	3	70
Total		5	21	25	48	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	6,044 ^a	4	,196
Likelihood Ratio	5,957	4	,202
Linear-by-Linear Association	1,498	1	,221
N of Valid Cases	104		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 1,63.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,121	,103	1,227	
Ordinal by Ordinal	Spearman Correlation	,107	,103	1,087	
N of Valid Cases		104			

Sex * Priming**Crosstab**

Count

Priming

Total

		1	2	3	4	5	
Sex	1	1	3	5	16	9	34
	2	1	4	10	40	15	70
Total		2	7	15	56	24	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	1,288 ^a	4	,863
Likelihood Ratio	1,262	4	,868
Linear-by-Linear Association	,106	1	,745
N of Valid Cases	104		

a. 5 cells (50,0%) have expected count less than 5. The minimum expected count is ,65.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,032	,104	,324	
Ordinal by Ordinal	Spearman Correlation	,006	,103	,061	
N of Valid Cases		104			

Sex * Non_tariff_measures_Privacy

Crosstab

Count

		Non_tariff_measures_Privacy					Total
		1	2	3	4	5	
Sex	1	0	5	11	15	3	34
	2	3	21	13	29	4	70

Total	3	26	24	44	7	104
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Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5,850 ^a	4	,211
Likelihood Ratio	6,866	4	,143
Linear-by-Linear Association	2,446	1	,118
N of Valid Cases	104		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,98.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,154	,088	-1,575	
Ordinal by Ordinal	Spearman Correlation	-,137	,092	-1,394	
N of Valid Cases		104			

Sex * Using_emotional_shortcuts

Crosstab

Count

		Using_emotional_shortcuts					Total
		1	2	3	4	5	
Sex	1	1	4	8	12	9	34
	2	1	12	9	31	17	70
Total		2	16	17	43	26	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2,788 ^a	4	,594
Likelihood Ratio	2,716	4	,606
Linear-by-Linear Association	,010	1	,919
N of Valid Cases	104		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is ,65.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,010	,099	,101	
Ordinal by Ordinal	Spearman Correlation	,013	,099	,130	
N of Valid Cases		104			

Sex * Invoking_Socialnorms

Crosstab

Count

		Invoking_Socialnorms					Total
		1	2	3	4	5	
Sex	1	6	9	8	9	2	34
	2	0	25	17	25	3	70
Total		6	34	25	34	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	13,676 ^a	4	,008
Likelihood Ratio	14,781	4	,005
Linear-by-Linear Association	2,169	1	,141
N of Valid Cases	104		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 1,63.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,145	,103	1,481	
Ordinal by Ordinal	Spearman Correlation	,130	,103	1,323	
N of Valid Cases		104			

Sex * Knowledgetransfer_Tailoring

Crosstab

Count

		Knowledgetransfer_Tailoring					Total
		1	2	3	4	5	
Sex	1	3	7	6	15	3	34
	2	0	4	18	42	6	70
Total		3	11	24	57	9	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)

Pearson Chi-Square	12,663 ^a	4	,013
Likelihood Ratio	12,879	4	,012
Linear-by-Linear Association	6,465	1	,011
N of Valid Cases	104		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,98.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,251	,102	2,614	
Ordinal by Ordinal	Spearman Correlation	,190	,104	1,953	
N of Valid Cases		104			

Sex * Increasing_self_efficacy

Crosstab

Count

		Increasing_self_efficacy					Total
		1	2	3	4	5	
Sex	1	1	4	6	15	8	34
	2	0	0	9	46	14	69
Total		1	4	15	61	22	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	12,546 ^a	4	,014
Likelihood Ratio	13,573	4	,009

Linear-by-Linear Association	4,271	1	,039
N of Valid Cases	103		

a. 5 cells (50,0%) have expected count less than 5. The minimum expected count is ,33.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,205	,105	2,101	
Ordinal by Ordinal	Spearman Correlation	,134	,109	1,356	
N of Valid Cases		103			

Sex * Behavior_sustainability

Crosstab

Count

		Behavior_sustainability					Total
		1	2	3	4	5	
Sex	1	4	10	6	12	1	33
	2	7	18	23	16	6	70
Total		11	28	29	28	7	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4,502 ^a	4	,342
Likelihood Ratio	4,723	4	,317
Linear-by-Linear Association	,074	1	,786
N of Valid Cases	103		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 2,24.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,027	,099	,270	
Ordinal by Ordinal	Spearman Correlation	,017	,101	,167	
N of Valid Cases		103			

Age * Framing

Crosstab

Count

		Framing					
		1	2	3	4	5	Total
Age	1	0	15	19	27	17	78
	2	0	4	0	4	4	12
	3	1	2	2	7	0	12
	4	0	0	0	1	0	1
Total		1	21	21	39	21	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	18,584 ^a	12	,099
Likelihood Ratio	19,958	12	,068
Linear-by-Linear Association	,401	1	,526
N of Valid Cases	103		

a. 16 cells (80,0%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,063	,093	-,632	
Ordinal by Ordinal	Spearman Correlation	-,036	,096	-,366	
N of Valid Cases		103			

Age * Metering

Crosstab

Count

		Metering					Total
		1	2	3	4	5	
Age	1	3	17	12	39	8	79
	2	1	5	4	2	0	12
	3	0	2	4	6	0	12
	4	0	1	0	0	0	1
Total		4	25	20	47	8	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	14,416 ^a	12	,275
Likelihood Ratio	16,246	12	,180
Linear-by-Linear Association	2,153	1	,142
N of Valid Cases	104		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,145	,085	-1,476	
Ordinal by Ordinal	Spearman Correlation	-,199	,087	-2,051	
N of Valid Cases		104			

Age * Nudging

Crosstab

Count

		Nudging					
		1	2	3	4	5	Total
Age	1	0	6	9	47	16	78
	2	1	2	3	4	2	12
	3	0	2	1	8	1	12
	4	0	1	0	0	0	1
Total		1	11	13	59	19	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	21,472 ^a	12	,044
Likelihood Ratio	14,310	12	,281
Linear-by-Linear Association	5,059	1	,024
N of Valid Cases	103		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,223	,102	-2,296	
Ordinal by Ordinal	Spearman Correlation	-,206	,098	-2,113	
N of Valid Cases		103			

Age * Tariff_structure

Crosstab

Count

		Tariff_structure					Total
		1	2	3	4	5	
Age	1	9	21	19	22	7	78
	2	0	3	3	4	2	12
	3	0	5	1	5	1	12
	4	0	0	0	1	0	1
Total		9	29	23	32	10	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	8,438 ^a	12	,750
Likelihood Ratio	10,680	12	,557
Linear-by-Linear Association	1,405	1	,236
N of Valid Cases	103		

a. 15 cells (75,0%) have expected count less than 5. The minimum expected count is ,09.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,117	,089	1,188	
Ordinal by Ordinal	Spearman Correlation	,124	,094	1,253	
N of Valid Cases		103			

Age * Tariff

Crosstab

Count

		Tariff					Total
		1	2	3	4	5	
Age	1	3	20	20	29	7	79
	2	2	2	2	3	3	12
	3	0	7	5	0	0	12
	4	0	0	0	1	0	1
Total		5	29	27	33	10	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	21,427 ^a	12	,044
Likelihood Ratio	23,825	12	,021
Linear-by-Linear Association	2,769	1	,096
N of Valid Cases	104		

a. 16 cells (80,0%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,164	,085	-1,679	
Ordinal by Ordinal	Spearman Correlation	-,159	,095	-1,625	
N of Valid Cases		104			

Age * Billing

Crosstab

Count

		Billing					
		1	2	3	4	5	Total
Age	1	3	11	19	42	4	79
	2	2	5	2	2	1	12
	3	0	4	4	4	0	12
	4	0	1	0	0	0	1
Total		5	21	25	48	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	18,641 ^a	12	,098
Likelihood Ratio	17,719	12	,124
Linear-by-Linear Association	6,101	1	,014
N of Valid Cases	104		

a. 15 cells (75,0%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,243	,087	-2,534	
Ordinal by Ordinal	Spearman Correlation	-,278	,094	-2,918	
N of Valid Cases		104			

Age * Priming

Crosstab

Count

		Priming					Total
		1	2	3	4	5	
Age	1	0	6	14	43	16	79
	2	1	0	1	4	6	12
	3	1	1	0	8	2	12
	4	0	0	0	1	0	1
Total		2	7	15	56	24	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	16,646 ^a	12	,163
Likelihood Ratio	17,958	12	,117
Linear-by-Linear Association	,000	1	,985
N of Valid Cases	104		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,002	,107	,019	
Ordinal by Ordinal	Spearman Correlation	,094	,098	,951	
N of Valid Cases		104			

Age * Non_tariff_measures_Privacy

Crosstab

Count

		Non_tariff_measures_Privacy					Total
		1	2	3	4	5	
Age	1	3	19	17	35	5	79
	2	0	0	3	8	1	12
	3	0	7	4	1	0	12
	4	0	0	0	0	1	1
Total		3	26	24	44	7	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	29,692 ^a	12	,003
Likelihood Ratio	25,549	12	,012
Linear-by-Linear Association	,605	1	,437
N of Valid Cases	104		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,077	,109	-,776	
Ordinal by Ordinal	Spearman Correlation	-,053	,101	-,536	
N of Valid Cases		104			

Age * Using_emotional_shortcuts

Crosstab

Count

		Using_emotional_shortcuts					Total
		1	2	3	4	5	
Age	1	1	12	12	37	17	79
	2	1	3	2	2	4	12
	3	0	1	3	4	4	12
	4	0	0	0	0	1	1
Total		2	16	17	43	26	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	11,278 ^a	12	,505
Likelihood Ratio	10,488	12	,573
Linear-by-Linear Association	,385	1	,535
N of Valid Cases	104		

a. 16 cells (80,0%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,061	,096	,619	
Ordinal by Ordinal	Spearman Correlation	,042	,107	,428	
N of Valid Cases		104			

Age * Invoking_Socialnorms

Crosstab

Count

		Invoking_Socialnorms					Total
		1	2	3	4	5	
Age	1	5	26	20	23	5	79
	2	0	3	2	7	0	12
	3	0	5	3	4	0	12
	4	1	0	0	0	0	1
Total		6	34	25	34	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	22,863 ^a	12	,029
Likelihood Ratio	14,316	12	,281
Linear-by-Linear Association	,179	1	,672
N of Valid Cases	104		

a. 17 cells (85,0%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,042	,103	-,421	
Ordinal by Ordinal	Spearman Correlation	,017	,097	,174	
N of Valid Cases		104			

Age * Knowledgetransfer_Tailoring

Crosstab

Count

		Knowledgetransfer_Tailoring					Total
		1	2	3	4	5	
Age	1	1	9	18	46	5	79
	2	2	1	3	4	2	12
	3	0	0	3	7	2	12
	4	0	1	0	0	0	1
Total		3	11	24	57	9	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	22,317 ^a	12	,034
Likelihood Ratio	15,802	12	,200
Linear-by-Linear Association	,001	1	,970
N of Valid Cases	104		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,004	,105	,037	
Ordinal by Ordinal	Spearman Correlation	,014	,106	,138	
N of Valid Cases		104			

Age * Increasing_self_efficacy

Crosstab

Count

		Increasing_self_efficacy					Total
		1	2	3	4	5	
Age	1	1	3	10	48	17	79
	2	0	1	3	5	2	11
	3	0	0	2	8	2	12
	4	0	0	0	0	1	1
Total		1	4	15	61	22	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7,337 ^a	12	,835
Likelihood Ratio	7,008	12	,857
Linear-by-Linear Association	,067	1	,796
N of Valid Cases	103		

a. 15 cells (75,0%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,026	,091	,257	
Ordinal by Ordinal	Spearman Correlation	-,030	,101	-,298	
N of Valid Cases		103			

Age * Behavior_sustainability

Crosstab

Count

		Behavior_sustainability					Total
		1	2	3	4	5	
Age	1	8	24	22	19	5	78
	2	2	2	3	5	0	12
	3	1	2	4	3	2	12
	4	0	0	0	1	0	1
Total		11	28	29	28	7	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	8,387 ^a	12	,754
Likelihood Ratio	8,591	12	,737
Linear-by-Linear Association	1,796	1	,180
N of Valid Cases	103		

a. 15 cells (75,0%) have expected count less than 5. The minimum expected count is ,07.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,133	,098	1,345	
Ordinal by Ordinal	Spearman Correlation	,122	,099	1,233	
N of Valid Cases		103			

Education_level * Framing

Crosstab

Count

		Framing					Total
		1	2	3	4	5	
Education_level	2	0	0	0	1	0	1
	4	0	1	1	4	1	7
	5	0	4	8	12	7	31
	6	0	1	0	2	0	3
	7	0	2	2	9	3	16
	8	0	5	5	6	6	22
	9	1	8	5	5	4	23
Total		1	21	21	39	21	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	17,431 ^a	24	,830
Likelihood Ratio	18,216	24	,792

Linear-by-Linear Association	2,982	1	,084
N of Valid Cases	103		

a. 28 cells (80,0%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,171	,095	-1,744	
Ordinal by Ordinal	Spearman Correlation	-,168	,099	-1,717	
N of Valid Cases		103			

Education_level * Metering

Crosstab

Count

		Metering					Total
		1	2	3	4	5	
Education_level	2	0	1	0	0	0	1
	4	0	1	2	2	2	7
	5	0	7	3	18	3	31
	6	0	0	1	2	0	3
	7	1	2	6	6	1	16
	8	2	4	4	10	2	22
	9	1	10	4	9	0	24
Total		4	25	20	47	8	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	25,553 ^a	24	,376
Likelihood Ratio	26,782	24	,315
Linear-by-Linear Association	4,489	1	,034
N of Valid Cases	104		

a. 27 cells (77,1%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,209	,097	-2,156	
Ordinal by Ordinal	Spearman Correlation	-,224	,096	-2,320	
N of Valid Cases		104			

Education_level * Nudging

Crosstab

Count

		Nudging					Total
		1	2	3	4	5	
Education_level	2	0	1	0	0	0	1
	4	0	3	1	2	1	7
	5	0	1	5	18	7	31
	6	0	0	1	2	0	3
	7	0	0	1	10	5	16
	8	0	3	3	12	3	21
	9	1	3	2	15	3	24
Total		1	11	13	59	19	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	28,884 ^a	24	,225
Likelihood Ratio	24,676	24	,424
Linear-by-Linear Association	,033	1	,856
N of Valid Cases	103		

a. 30 cells (85,7%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,018	,117	,181	
Ordinal by Ordinal	Spearman Correlation	-,005	,108	-,046	
N of Valid Cases		103			

Education_level * Tariff_structure

Crosstab

Count

		Tariff_structure					Total
		1	2	3	4	5	
Education_level	2	0	0	0	1	0	1
	4	0	1	2	4	0	7
	5	3	9	10	5	4	31
	6	0	2	1	0	0	3
	7	0	6	3	5	2	16
	8	4	2	2	11	2	21
	9	2	9	5	6	2	24

Total	9	29	23	32	10	103
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Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	25,807 ^a	24	,363
Likelihood Ratio	29,754	24	,193
Linear-by-Linear Association	,143	1	,705
N of Valid Cases	103		

a. 27 cells (77,1%) have expected count less than 5. The minimum expected count is ,09.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,037	,094	-,377	
Ordinal by Ordinal	Spearman Correlation	-,040	,096	-,405	
N of Valid Cases		103			

Education_level * Tariff

Crosstab

Count

		Tariff					Total
		1	2	3	4	5	
Education_level	2	0	0	0	1	0	1
	4	0	1	2	4	0	7
	5	0	7	10	11	3	31
	6	0	1	1	1	0	3

	7	1	7	4	3	1	16
	8	1	6	3	9	3	22
	9	3	7	7	4	3	24
Total		5	29	27	33	10	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	17,804 ^a	24	,812
Likelihood Ratio	20,244	24	,683
Linear-by-Linear Association	2,375	1	,123
N of Valid Cases	104		

a. 25 cells (71,4%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,152	,092	-1,551	
Ordinal by Ordinal	Spearman Correlation	-,144	,096	-1,466	
N of Valid Cases		104			

Education_level * Billing

Crosstab

Count		Billing					Total
		1	2	3	4	5	
Education_level	2	0	1	0	0	0	1

	4	0	2	4	1	0	7
	5	0	7	5	18	1	31
	6	0	0	1	2	0	3
	7	0	2	4	9	1	16
	8	2	2	9	8	1	22
	9	3	7	2	10	2	24
Total		5	21	25	48	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	28,388 ^a	24	,244
Likelihood Ratio	30,615	24	,165
Linear-by-Linear Association	,224	1	,636
N of Valid Cases	104		

a. 27 cells (77,1%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,047	,104	-,472	
Ordinal by Ordinal	Spearman Correlation	-,034	,105	-,344	
N of Valid Cases		104			

Education_level * Priming

Crosstab

Count

		Priming					
		1	2	3	4	5	Total
Education_level	2	0	0	0	1	0	1
	4	0	0	0	7	0	7
	5	0	3	3	17	8	31
	6	0	1	1	1	0	3
	7	1	1	2	8	4	16
	8	1	1	5	8	7	22
	9	0	1	4	14	5	24
Total		2	7	15	56	24	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	19,893 ^a	24	,703
Likelihood Ratio	22,221	24	,566
Linear-by-Linear Association	,018	1	,892
N of Valid Cases	104		

a. 28 cells (80,0%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,013	,080	-,135	
Ordinal by Ordinal	Spearman Correlation	-,007	,086	-,073	
N of Valid Cases		104			

Education_level * Non_tariff_measures_Privacy

Crosstab

Count

		Non_tariff_measures_Privacy					Total
		1	2	3	4	5	
Education_level	2	0	0	0	0	1	1
	4	0	2	2	3	0	7
	5	2	8	4	16	1	31
	6	0	2	0	1	0	3
	7	0	4	6	5	1	16
	8	0	5	5	8	4	22
	9	1	5	7	11	0	24
Total		3	26	24	44	7	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	31,643 ^a	24	,136
Likelihood Ratio	25,299	24	,390
Linear-by-Linear Association	,000	1	,989
N of Valid Cases	104		

a. 25 cells (71,4%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,001	,102	,014	
Ordinal by Ordinal	Spearman Correlation	,001	,097	,008	
N of Valid Cases		104			

Education_level * Using_emotional_shortcuts

Crosstab

Count

		Using_emotional_shortcuts					Total
		1	2	3	4	5	
Education_level	2	0	0	0	0	1	1
	4	0	1	0	4	2	7
	5	0	4	2	18	7	31
	6	0	1	1	1	0	3
	7	1	2	2	5	6	16
	8	0	2	4	7	9	22
	9	1	6	8	8	1	24
Total		2	16	17	43	26	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	29,275 ^a	24	,210
Likelihood Ratio	32,169	24	,123
Linear-by-Linear Association	5,392	1	,020
N of Valid Cases	104		

a. 27 cells (77,1%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,229	,089	-2,374	
Ordinal by Ordinal	Spearman Correlation	-,251	,090	-2,616	
N of Valid Cases		104			

Education_level * Invoking_Socialnorms

Crosstab

Count

		Invoking_Socialnorms					Total
		1	2	3	4	5	
Education_level	2	1	0	0	0	0	1
	4	0	4	1	2	0	7
	5	2	7	8	11	3	31
	6	0	2	1	0	0	3
	7	0	6	6	4	0	16
	8	2	6	4	9	1	22
	9	1	9	5	8	1	24
Total		6	34	25	34	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	28,864 ^a	24	,225
Likelihood Ratio	21,082	24	,634
Linear-by-Linear Association	,059	1	,808
N of Valid Cases	104		

a. 24 cells (68,6%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,024	,107	,242	
Ordinal by Ordinal	Spearman Correlation	,010	,102	,101	

N of Valid Cases	104		
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Education_level * Knowledgetransfer_Tailoring

Crosstab

Count

		Knowledgetransfer_Tailoring					Total
		1	2	3	4	5	
Education_level	2	0	1	0	0	0	1
	4	0	2	0	5	0	7
	5	0	4	9	14	4	31
	6	0	0	2	1	0	3
	7	0	1	3	9	3	16
	8	2	2	5	13	0	22
9	1	1	5	15	2	24	
Total		3	11	24	57	9	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	28,573 ^a	24	,237
Likelihood Ratio	28,101	24	,256
Linear-by-Linear Association	,353	1	,552
N of Valid Cases	104		

a. 28 cells (80,0%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

	Value	Asymptotic Standard Error ^a	Approximate T ^b

Interval by Interval	Pearson's R	,059	,104	,592	
Ordinal by Ordinal	Spearman Correlation	,058	,099	,590	
N of Valid Cases		104			

Education_level * Increasing_self_efficacy

Crosstab

Count

		Increasing_self_efficacy					Total
		1	2	3	4	5	
Education_level	2	0	0	0	0	1	1
	4	0	0	0	6	1	7
	5	0	1	5	19	6	31
	6	0	0	0	3	0	3
	7	0	0	1	10	5	16
	8	1	3	4	8	6	22
	9	0	0	5	15	3	23
Total		1	4	15	61	22	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24,463 ^a	24	,435
Likelihood Ratio	25,292	24	,390
Linear-by-Linear Association	1,630	1	,202
N of Valid Cases	103		

a. 30 cells (85,7%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,126	,085	-1,281	
Ordinal by Ordinal	Spearman Correlation	-,114	,090	-1,155	
N of Valid Cases		103			

Education_level * Behavior_sustainability

Crosstab

Count

		Behavior_sustainability					Total
		1	2	3	4	5	
Education_level	2	0	0	0	1	0	1
	4	1	1	1	3	1	7
	5	2	11	10	6	2	31
	6	1	0	1	1	0	3
	7	3	4	2	6	1	16
	8	1	8	6	6	1	22
	9	3	4	9	5	2	23
Total		11	28	29	28	7	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	16,552 ^a	24	,867
Likelihood Ratio	17,316	24	,835
Linear-by-Linear Association	,083	1	,774
N of Valid Cases	103		

a. 26 cells (74,3%) have expected count less than 5. The minimum expected count is ,07.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,028	,099	-,286	
Ordinal by Ordinal	Spearman Correlation	-,019	,099	-,191	
N of Valid Cases		103			

Province * Framing

Crosstab

Count

		Framing					Total
		1	2	3	4	5	
Province	1	0	0	0	1	0	1
	2	0	1	2	2	0	5
	5	0	2	1	2	0	5
	6	0	1	0	2	0	3
	7	1	2	2	5	5	15
	8	0	3	4	3	1	11
	10	0	12	11	23	14	60
	11	0	0	0	1	0	1
	12	0	0	1	0	1	2
Total		1	21	21	39	21	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	23,161 ^a	32	,873
Likelihood Ratio	24,905	32	,810
Linear-by-Linear Association	1,482	1	,223

N of Valid Cases	103		
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a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,121	,084	1,220	
Ordinal by Ordinal	Spearman Correlation	,124	,093	1,257	
N of Valid Cases		103			

Province * Metering

Crosstab

Count

		Metering					Total
		1	2	3	4	5	
Province	1	0	0	1	0	0	1
	2	0	3	0	2	0	5
	5	0	3	1	1	0	5
	6	1	1	1	0	0	3
	7	1	6	3	3	2	15
	8	2	1	2	5	1	11
	10	0	9	12	35	5	61
	11	0	1	0	0	0	1
	12	0	1	0	1	0	2
Total		4	25	20	47	8	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	43,692 ^a	32	,082
Likelihood Ratio	41,119	32	,130
Linear-by-Linear Association	8,384	1	,004
N of Valid Cases	104		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,285	,086	3,006	
Ordinal by Ordinal	Spearman Correlation	,293	,097	3,095	
N of Valid Cases		104			

Province * Nudging

Crosstab

Count

		Nudging					Total
		1	2	3	4	5	
Province	1	0	0	1	0	0	1
	2	0	0	0	4	1	5
	5	0	2	2	1	0	5
	6	0	0	1	2	0	3
	7	0	0	1	11	3	15
	8	1	1	0	7	2	11
	10	0	7	8	32	13	60
	11	0	1	0	0	0	1
	12	0	0	0	2	0	2

Total	1	11	13	59	19	103
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Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	42,584 ^a	32	,100
Likelihood Ratio	35,955	32	,288
Linear-by-Linear Association	,074	1	,786
N of Valid Cases	103		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,027	,088	,271	
Ordinal by Ordinal	Spearman Correlation	,028	,097	,283	
N of Valid Cases		103			

Province * Tariff_structure

Crosstab

Count

		Tariff_structure					Total
		1	2	3	4	5	
Province	1	0	0	0	0	1	1
	2	0	2	1	1	0	4
	5	1	1	1	2	0	5
	6	0	1	1	1	0	3

7	0	3	3	8	1	15
8	1	4	2	3	1	11
10	7	17	15	15	7	61
11	0	0	0	1	0	1
12	0	1	0	1	0	2
Total	9	29	23	32	10	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	22,927 ^a	32	,881
Likelihood Ratio	21,491	32	,920
Linear-by-Linear Association	,386	1	,535
N of Valid Cases	103		

a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,09.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,061	,099	-,619	
Ordinal by Ordinal	Spearman Correlation	-,063	,096	-,630	
N of Valid Cases		103			

Province * Tariff

Crosstab

Count

		Tariff					Total
		1	2	3	4	5	
Province	1	0	1	0	0	0	1
	2	0	2	0	3	0	5
	5	0	1	1	3	0	5
	6	0	1	2	0	0	3
	7	1	1	5	5	3	15
	8	1	5	2	3	0	11
	10	3	17	16	18	7	61
	11	0	0	0	1	0	1
	12	0	1	1	0	0	2
Total		5	29	27	33	10	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	23,366 ^a	32	,866
Likelihood Ratio	28,672	32	,636
Linear-by-Linear Association	,007	1	,935
N of Valid Cases	104		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,008	,092	-,082	
Ordinal by Ordinal	Spearman Correlation	-,022	,095	-,224	

N of Valid Cases	104		
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Province * Billing

Crosstab

Count

		Billing					Total
		1	2	3	4	5	
Province	1	0	0	0	1	0	1
	2	1	1	1	1	1	5
	5	1	1	1	2	0	5
	6	0	2	0	1	0	3
	7	1	3	4	6	1	15
	8	1	3	1	5	1	11
	10	1	10	18	30	2	61
	11	0	1	0	0	0	1
	12	0	0	0	2	0	2
Total		5	21	25	48	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	25,474 ^a	32	,786
Likelihood Ratio	23,457	32	,863
Linear-by-Linear Association	1,480	1	,224
N of Valid Cases	104		

a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,120	,115	1,219	
Ordinal by Ordinal	Spearman Correlation	,106	,105	1,079	
N of Valid Cases		104			

Province * Priming

Crosstab

Count

		Priming					Total
		1	2	3	4	5	
Province	1	1	0	0	0	0	1
	2	0	0	0	5	0	5
	5	0	0	0	3	2	5
	6	0	1	0	2	0	3
	7	0	1	2	6	6	15
	8	0	0	3	6	2	11
	10	1	5	9	32	14	61
	11	0	0	0	1	0	1
	12	0	0	1	1	0	2
Total		2	7	15	56	24	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	70,046 ^a	32	,000
Likelihood Ratio	30,532	32	,541
Linear-by-Linear Association	,025	1	,874
N of Valid Cases	104		

a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,016	,121	,157	
Ordinal by Ordinal	Spearman Correlation	-,064	,094	-,652	
N of Valid Cases		104			

Province * Non_tariff_measures_Privacy

Crosstab

Count

		Non_tariff_measures_Privacy					Total
		1	2	3	4	5	
Province	1	0	1	0	0	0	1
	2	1	2	0	2	0	5
	5	0	0	3	0	2	5
	6	0	0	0	3	0	3
	7	0	3	4	8	0	15
	8	0	1	3	7	0	11
	10	2	18	14	23	4	61
	11	0	0	0	0	1	1
	12	0	1	0	1	0	2
Total		3	26	24	44	7	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	50,222 ^a	32	,021
Likelihood Ratio	42,479	32	,102
Linear-by-Linear Association	,045	1	,832
N of Valid Cases	104		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,021	,116	,211	
Ordinal by Ordinal	Spearman Correlation	-,052	,105	-,528	
N of Valid Cases		104			

Province * Using_emotional_shortcuts

Crosstab

Count

		Using_emotional_shortcuts					Total
		1	2	3	4	5	
Province	1	0	0	0	0	1	1
	2	0	0	1	4	0	5
	5	0	1	0	3	1	5
	6	0	2	1	0	0	3
	7	1	1	2	8	3	15
	8	0	2	4	1	4	11
	10	1	10	9	25	16	61
	11	0	0	0	0	1	1
	12	0	0	0	2	0	2
Total		2	16	17	43	26	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	31,710 ^a	32	,481
Likelihood Ratio	34,334	32	,356
Linear-by-Linear Association	,022	1	,881
N of Valid Cases	104		

a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,015	,082	,148	
Ordinal by Ordinal	Spearman Correlation	,069	,091	,694	
N of Valid Cases		104			

Province * Invoking_Socialnorms

Crosstab

Count

		Invoking_Socialnorms					Total
		1	2	3	4	5	
Province	1	0	0	0	1	0	1
	2	0	2	1	2	0	5
	5	1	2	0	2	0	5
	6	0	1	2	0	0	3
	7	1	5	3	5	1	15
	8	1	4	2	4	0	11
	10	2	20	16	19	4	61
	11	1	0	0	0	0	1
	12	0	0	1	1	0	2
Total		6	34	25	34	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	30,087 ^a	32	,564
Likelihood Ratio	22,735	32	,886
Linear-by-Linear Association	,063	1	,802
N of Valid Cases	104		

a. 42 cells (93,3%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,025	,095	,250	
Ordinal by Ordinal	Spearman Correlation	,037	,100	,377	
N of Valid Cases		104			

Province * Knowledgetransfer_Tailoring

Crosstab

Count

		Knowledgetransfer_Tailoring					Total
		1	2	3	4	5	
Province	1	0	0	1	0	0	1
	2	0	0	1	4	0	5
	5	0	0	1	4	0	5
	6	0	0	0	2	1	3
	7	1	1	3	7	3	15
	8	0	2	2	6	1	11
	10	2	7	16	32	4	61
	11	0	1	0	0	0	1
	12	0	0	0	2	0	2
Total		3	11	24	57	9	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	25,316 ^a	32	,793
Likelihood Ratio	23,443	32	,864
Linear-by-Linear Association	1,336	1	,248
N of Valid Cases	104		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,114	,073	-1,158	
Ordinal by Ordinal	Spearman Correlation	-,139	,091	-1,417	
N of Valid Cases		104			

Province * Increasing_self_efficacy
Crosstab

Count

		Increasing_self_efficacy					Total
		1	2	3	4	5	
Province	1	0	0	1	0	0	1
	2	0	0	1	4	0	5
	5	0	0	2	3	0	5
	6	0	1	1	1	0	3
	7	0	0	2	8	5	15
	8	0	0	2	7	2	11
	10	1	3	6	36	14	60
	11	0	0	0	0	1	1
	12	0	0	0	2	0	2
Total		1	4	15	61	22	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	28,695 ^a	32	,635
Likelihood Ratio	26,173	32	,756
Linear-by-Linear Association	1,915	1	,166
N of Valid Cases	103		

a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,137	,085	1,390	
Ordinal by Ordinal	Spearman Correlation	,157	,094	1,602	
N of Valid Cases		103			

Province * Behavior_sustainability
Crosstab

Count

		Behavior_sustainability					Total
		1	2	3	4	5	
Province	1	0	0	0	0	1	1
	2	0	0	3	1	1	5
	5	2	1	2	0	0	5
	6	1	1	0	1	0	3
	7	3	4	5	3	0	15
	8	1	1	4	4	1	11
	10	4	20	14	18	4	60
	11	0	0	0	1	0	1
	12	0	1	1	0	0	2
Total		11	28	29	28	7	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	38,841 ^a	32	,189
Likelihood Ratio	34,021	32	,371
Linear-by-Linear Association	,061	1	,804
N of Valid Cases	103		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,07.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,025	,108	-,247	
Ordinal by Ordinal	Spearman Correlation	,048	,101	,488	
N of Valid Cases		103			

Place * Framing**Crosstab**

Count

		Framing					Total
		1	2	3	4	5	
Place	1	1	17	20	33	21	92
	2	0	3	1	6	0	10
	3	0	1	0	0	0	1
Total		1	21	21	39	21	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	8,942 ^a	8	,347
Likelihood Ratio	10,217	8	,250
Linear-by-Linear Association	2,326	1	,127
N of Valid Cases	103		

a. 11 cells (73,3%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,151	,091	-1,535	
Ordinal by Ordinal	Spearman Correlation	-,128	,086	-1,297	
N of Valid Cases		103			

Place * Metering**Crosstab**

Count

		Metering					Total
		1	2	3	4	5	
Place	1	4	22	18	42	7	93
	2	0	3	1	5	1	10
	3	0	0	1	0	0	1
Total		4	25	20	47	8	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5,356 ^a	8	,719
Likelihood Ratio	4,912	8	,767
Linear-by-Linear Association	,021	1	,884
N of Valid Cases	104		

a. 11 cells (73,3%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Interval by Interval	Pearson's R	,014	,084	,145
Ordinal by Ordinal	Spearman Correlation	,018	,096	,184
N of Valid Cases		104		

Place * Nudging

Crosstab

Count

		Nudging					Total
		1	2	3	4	5	
Place	1	1	10	12	51	18	92
	2	0	1	1	7	1	10
	3	0	0	0	1	0	1
Total		1	11	13	59	19	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	1,717 ^a	8	,988
Likelihood Ratio	2,245	8	,973
Linear-by-Linear Association	,005	1	,946
N of Valid Cases	103		

a. 10 cells (66,7%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,007	,073	,067	
Ordinal by Ordinal	Spearman Correlation	-,014	,081	-,137	
N of Valid Cases		103			

Place * Tariff_structure

Crosstab

Count

		Tariff_structure					Total
		1	2	3	4	5	
Place	1	8	28	21	25	10	92
	2	1	1	1	7	0	10
	3	0	0	1	0	0	1
Total		9	29	23	32	10	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	11,954 ^a	8	,153
Likelihood Ratio	11,731	8	,164
Linear-by-Linear Association	,691	1	,406
N of Valid Cases	103		

a. 10 cells (66,7%) have expected count less than 5. The minimum expected count is ,09.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,082	,079	,830	
Ordinal by Ordinal	Spearman Correlation	,107	,088	1,086	
N of Valid Cases		103			

Place * Tariff

Crosstab

Count

		Tariff					Total
		1	2	3	4	5	
Place	1	5	27	23	28	10	93
	2	0	2	3	5	0	10
	3	0	0	1	0	0	1
Total		5	29	27	33	10	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5,995 ^a	8	,648
Likelihood Ratio	7,140	8	,522
Linear-by-Linear Association	,130	1	,718
N of Valid Cases	104		

a. 11 cells (73,3%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,036	,066	,359	
Ordinal by Ordinal	Spearman Correlation	,047	,078	,476	
N of Valid Cases		104			

Place * Billing**Crosstab**

Count

		Billing					Total
		1	2	3	4	5	
Place	1	4	17	21	46	5	93
	2	1	3	4	2	0	10
	3	0	1	0	0	0	1
Total		5	21	25	48	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	8,596 ^a	8	,378
Likelihood Ratio	8,354	8	,400
Linear-by-Linear Association	5,272	1	,022
N of Valid Cases	104		

a. 12 cells (80,0%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,226	,085	-2,346	
Ordinal by Ordinal	Spearman Correlation	-,228	,086	-2,365	
N of Valid Cases		104			

Place * Priming**Crosstab**

Count

		Priming					Total
		1	2	3	4	5	
Place	1	2	7	14	49	21	93
	2	0	0	0	7	3	10
	3	0	0	1	0	0	1
Total		2	7	15	56	24	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	9,105 ^a	8	,334
Likelihood Ratio	9,287	8	,319
Linear-by-Linear Association	,501	1	,479
N of Valid Cases	104		

a. 10 cells (66,7%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Interval by Interval	Pearson's R	,070	,083	,706
Ordinal by Ordinal	Spearman Correlation	,091	,084	,927
N of Valid Cases		104		

Place * Non_tariff_measures_Privacy

Crosstab

Count

		Non_tariff_measures_Privacy					Total
		1	2	3	4	5	
Place	1	2	22	22	42	5	93
	2	1	3	2	2	2	10
	3	0	1	0	0	0	1
Total		3	26	24	44	7	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	9,375 ^a	8	,312
Likelihood Ratio	7,860	8	,447
Linear-by-Linear Association	1,262	1	,261
N of Valid Cases	104		

a. 11 cells (73,3%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,111	,116	-1,125	
Ordinal by Ordinal	Spearman Correlation	-,084	,118	-,854	
N of Valid Cases		104			

Place * Using_emotional_shortcuts

Crosstab

Count

		Using_emotional_shortcuts					Total
		1	2	3	4	5	
Place	1	2	14	16	38	23	93
	2	0	1	1	5	3	10
	3	0	1	0	0	0	1
Total		2	16	17	43	26	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	6,490 ^a	8	,593
Likelihood Ratio	4,974	8	,760
Linear-by-Linear Association	,030	1	,863
N of Valid Cases	104		

a. 11 cells (73,3%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,017	,111	-,172	
Ordinal by Ordinal	Spearman Correlation	,028	,098	,279	
N of Valid Cases		104			

Place * Invoking_Socialnorms

Crosstab

Count

		Invoking_Socialnorms					Total
		1	2	3	4	5	
Place	1	5	30	22	31	5	93
	2	1	3	3	3	0	10
	3	0	1	0	0	0	1
Total		6	34	25	34	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	3,152 ^a	8	,924
Likelihood Ratio	3,742	8	,880
Linear-by-Linear Association	1,036	1	,309
N of Valid Cases	104		

a. 11 cells (73,3%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,100	,086	-1,018	
Ordinal by Ordinal	Spearman Correlation	-,083	,093	-,836	
N of Valid Cases		104			

Place * Knowledgetransfer_Tailoring Crosstab

Count

		Knowledgetransfer_Tailoring					Total
		1	2	3	4	5	
Place	1	3	9	24	49	8	93
	2	0	2	0	7	1	10
	3	0	0	0	1	0	1
Total		3	11	24	57	9	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5,188 ^a	8	,737
Likelihood Ratio	7,941	8	,439
Linear-by-Linear Association	,520	1	,471
N of Valid Cases	104		

a. 10 cells (66,7%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,071	,085	,719	
Ordinal by Ordinal	Spearman Correlation	,089	,093	,900	
N of Valid Cases		104			

Place * Increasing_self_efficacy Crosstab

Count

		Increasing_self_efficacy					Total
		1	2	3	4	5	
Place	1	1	4	11	56	20	92
	2	0	0	4	4	2	10
	3	0	0	0	1	0	1
Total		1	4	15	61	22	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	6,791 ^a	8	,559
Likelihood Ratio	6,295	8	,614
Linear-by-Linear Association	,308	1	,579
N of Valid Cases	103		

a. 11 cells (73,3%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,055	,084	-,553	
Ordinal by Ordinal	Spearman Correlation	-,095	,105	-,959	
N of Valid Cases		103			

Place * Behavior_sustainability

Crosstab

Count

		Behavior_sustainability					Total
		1	2	3	4	5	
Place	1	11	24	27	25	5	92
	2	0	4	2	2	2	10
	3	0	0	0	1	0	1
Total		11	28	29	28	7	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7,821 ^a	8	,451
Likelihood Ratio	7,909	8	,442
Linear-by-Linear Association	1,546	1	,214
N of Valid Cases	103		

a. 10 cells (66,7%) have expected count less than 5. The minimum expected count is ,07.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,123	,092	1,247	
Ordinal by Ordinal	Spearman Correlation	,096	,101	,970	
N of Valid Cases		103			

Income * Framing

Crosstab

Count

		Framing					Total
		1	2	3	4	5	
Income	1	0	10	13	19	14	56
	2	0	4	4	6	3	17
	3	0	4	3	8	2	17
	4	0	2	0	1	0	3
	7	1	1	1	5	2	10
Total		1	21	21	39	21	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	17,749 ^a	16	,339
Likelihood Ratio	13,407	16	,643
Linear-by-Linear Association	,298	1	,585
N of Valid Cases		103	

a. 19 cells (76,0%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,054	,108	-,544	
Ordinal by Ordinal	Spearman Correlation	-,084	,099	-,852	
N of Valid Cases		103			

Income * Metering

Crosstab

Count

		Metering					Total
		1	2	3	4	5	
Income	1	2	9	9	28	8	56
	2	1	6	1	9	0	17
	3	0	5	5	7	0	17
	4	1	1	0	1	0	3
	7	0	4	5	2	0	11
Total		4	25	20	47	8	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	28,027 ^a	16	,031
Likelihood Ratio	28,329	16	,029
Linear-by-Linear Association	6,339	1	,012
N of Valid Cases	104		

a. 20 cells (80,0%) have expected count less than 5. The minimum expected count is ,12.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,248	,079	-2,586	
Ordinal by Ordinal	Spearman Correlation	-,304	,087	-3,218	
N of Valid Cases		104			

Income * Nudging

Crosstab

Count

		Nudging					Total
		1	2	3	4	5	
Income	1	0	5	5	33	12	55
	2	0	2	2	10	3	17
	3	1	3	2	10	1	17
	4	0	0	2	0	1	3
	7	0	1	2	6	2	11
Total		1	11	13	59	19	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	18,080 ^a	16	,319
Likelihood Ratio	15,483	16	,490
Linear-by-Linear Association	,770	1	,380
N of Valid Cases	103		

a. 18 cells (72,0%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,087	,093	-,877	
Ordinal by Ordinal	Spearman Correlation	-,156	,098	-1,592	

N of Valid Cases	103			
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Income * Tariff_structure

Crosstab

Count

		Tariff_structure					Total
		1	2	3	4	5	
Income	1	5	11	15	16	8	55
	2	2	7	1	6	1	17
	3	0	6	6	4	1	17
	4	0	1	0	2	0	3
	7	2	4	1	4	0	11
Total		9	29	23	32	10	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	16,451 ^a	16	,422
Likelihood Ratio	20,417	16	,202
Linear-by-Linear Association	1,912	1	,167
N of Valid Cases	103		

a. 19 cells (76,0%) have expected count less than 5. The minimum expected count is ,26.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,137	,098	-1,389	
Ordinal by Ordinal	Spearman Correlation	-,136	,096	-1,381	
N of Valid Cases		103			

Income * Tariff**Crosstab**

Count

		Tariff					Total
		1	2	3	4	5	
Income	1	1	12	18	17	8	56
	2	0	6	0	11	0	17
	3	2	8	3	4	0	17
	4	0	0	2	0	1	3
	7	2	3	4	1	1	11
Total		5	29	27	33	10	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	35,390 ^a	16	,004
Likelihood Ratio	41,495	16	,000
Linear-by-Linear Association	5,098	1	,024
N of Valid Cases	104		

a. 19 cells (76,0%) have expected count less than 5. The minimum expected count is ,14.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,222	,100	-2,305	
Ordinal by Ordinal	Spearman Correlation	-,230	,095	-2,385	
N of Valid Cases		104			

Income * Billing**Crosstab**

Count

		Billing					Total
		1	2	3	4	5	
Income	1	2	10	13	28	3	56
	2	0	2	5	9	1	17
	3	1	6	4	5	1	17
	4	1	1	1	0	0	3
	7	1	2	2	6	0	11
Total		5	21	25	48	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	13,692 ^a	16	,622
Likelihood Ratio	13,410	16	,643
Linear-by-Linear Association	1,466	1	,226
N of Valid Cases	104		

a. 19 cells (76,0%) have expected count less than 5. The minimum expected count is ,14.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Interval by Interval	Pearson's R	-,119	,100	-1,214
Ordinal by Ordinal	Spearman Correlation	-,141	,099	-1,442
N of Valid Cases		104		

Income * Priming**Crosstab**

Count

		Priming					Total
		1	2	3	4	5	
Income	1	0	3	9	30	14	56
	2	0	3	3	9	2	17
	3	2	0	2	10	3	17

	4	0	0	1	1	1	3
	7	0	1	0	6	4	11
Total		2	7	15	56	24	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	20,026 ^a	16	,219
Likelihood Ratio	18,940	16	,272
Linear-by-Linear Association	,240	1	,624
N of Valid Cases	104		

a. 19 cells (76,0%) have expected count less than 5. The minimum expected count is ,06.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,048	,094	,488	
Ordinal by Ordinal	Spearman Correlation	-,008	,100	-,079	
N of Valid Cases		104			

Income * Non_tariff_measures_Privacy

Crosstab

Count

		Non_tariff_measures_Privacy					
		1	2	3	4	5	Total
Income	1	2	14	10	25	5	56
	2	0	2	6	8	1	17
	3	1	6	6	4	0	17
	4	0	1	0	2	0	3
	7	0	3	2	5	1	11
Total		3	26	24	44	7	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	11,084 ^a	16	,804
Likelihood Ratio	14,004	16	,598
Linear-by-Linear Association	,057	1	,812
N of Valid Cases	104		

a. 20 cells (80,0%) have expected count less than 5. The minimum expected count is ,09.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,023	,099	-,237	
Ordinal by Ordinal	Spearman Correlation	-,079	,100	-,803	
N of Valid Cases		104			

Income * Using_emotional_shortcuts

Crosstab

Count

		Using_emotional_shortcuts					Total
		1	2	3	4	5	
Income	1	0	8	6	27	15	56
	2	1	3	3	7	3	17
	3	0	4	5	3	5	17
	4	1	1	0	0	1	3
	7	0	0	3	6	2	11
Total		2	16	17	43	26	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	31,231 ^a	16	,013
Likelihood Ratio	24,224	16	,085

Linear-by-Linear Association	,153	1	,695
N of Valid Cases	104		

a. 19 cells (76,0%) have expected count less than 5. The minimum expected count is ,06.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,039	,079	-,390	
Ordinal by Ordinal	Spearman Correlation	-,122	,096	-1,237	
N of Valid Cases		104			

Income * Invoking_Socialnorms

Crosstab

Count

		Invoking_Socialnorms					Total
		1	2	3	4	5	
Income	1	4	16	15	16	5	56
	2	1	6	5	5	0	17
	3	0	7	1	9	0	17
	4	0	1	2	0	0	3
	7	1	4	2	4	0	11
Total		6	34	25	34	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15,221 ^a	16	,509
Likelihood Ratio	19,146	16	,261
Linear-by-Linear Association	,347	1	,556
N of Valid Cases	104		

a. 18 cells (72,0%) have expected count less than 5. The minimum expected count is ,14.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,058	,098	-,587	
Ordinal by Ordinal	Spearman Correlation	-,047	,098	-,474	
N of Valid Cases		104			

Income * Knowledgetransfer_Tailoring**Crosstab**

Count

		Knowledgetransfer_Tailoring					Total
		1	2	3	4	5	
Income	1	0	7	14	30	5	56
	2	1	3	2	11	0	17
	3	1	1	4	9	2	17
	4	1	0	0	2	0	3
	7	0	0	4	5	2	11
Total		3	11	24	57	9	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	21,699 ^a	16	,153
Likelihood Ratio	20,404	16	,203
Linear-by-Linear Association	,328	1	,567
N of Valid Cases	104		

a. 19 cells (76,0%) have expected count less than 5. The minimum expected count is ,09.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,056	,088	,571	
Ordinal by Ordinal	Spearman Correlation	,024	,099	,247	

N of Valid Cases	104		
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Income * Increasing_self_efficacy Crosstab

Count

		Increasing_self_efficacy					Total
		1	2	3	4	5	
Income	1	0	3	7	32	14	56
	2	1	0	1	11	4	17
	3	0	1	2	10	3	16
	4	0	0	2	1	0	3
	7	0	0	3	7	1	11
Total		1	4	15	61	22	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	17,093 ^a	16	,380
Likelihood Ratio	15,055	16	,521
Linear-by-Linear Association	1,072	1	,300
N of Valid Cases	103		

a. 19 cells (76,0%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,103	,082	-1,036	
Ordinal by Ordinal	Spearman Correlation	-,127	,096	-1,288	
N of Valid Cases		103			

Income * Behavior_sustainability**Crosstab**

Count

		Behavior_sustainability					Total
		1	2	3	4	5	
Income	1	4	21	14	12	5	56
	2	3	2	4	8	0	17
	3	1	0	6	7	2	16
	4	1	2	0	0	0	3
	7	2	3	5	1	0	11
Total		11	28	29	28	7	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	26,485 ^a	16	,048
Likelihood Ratio	33,070	16	,007
Linear-by-Linear Association	,937	1	,333
N of Valid Cases	103		

a. 21 cells (84,0%) have expected count less than 5. The minimum expected count is ,20.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,096	,088	-,967	
Ordinal by Ordinal	Spearman Correlation	,019	,099	,192	
N of Valid Cases		103			

Housing * Framing**Crosstab**

Count

		Framing					Total
		1	2	3	4	5	
Housing	1	0	12	10	21	15	58
	2	1	7	7	13	4	32
	3	0	2	3	4	2	11

	4	0	0	1	1	0	2
Total		1	21	21	39	21	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	6,576 ^a	12	,884
Likelihood Ratio	7,334	12	,835
Linear-by-Linear Association	,690	1	,406
N of Valid Cases	103		

a. 12 cells (60,0%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,082	,088	-,829	
Ordinal by Ordinal	Spearman Correlation	-,108	,095	-1,091	
N of Valid Cases		103			

Housing * Metering

Crosstab

Count

		Metering					
		1	2	3	4	5	Total
Housing	1	2	17	10	22	7	58
	2	2	6	7	17	0	32
	3	0	2	3	6	1	12
	4	0	0	0	2	0	2
Total		4	25	20	47	8	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	10,245 ^a	12	,594
Likelihood Ratio	13,642	12	,324
Linear-by-Linear Association	,767	1	,381
N of Valid Cases	104		

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,08.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,086	,088	,875	
Ordinal by Ordinal	Spearman Correlation	,059	,096	,594	
N of Valid Cases		104			

Housing * Nudging

Crosstab

Count

		Nudging					Total
		1	2	3	4	5	
Housing	1	0	6	6	32	14	58
	2	1	4	6	17	4	32
	3	0	1	1	8	1	11
	4	0	0	0	2	0	2
Total		1	11	13	59	19	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7,875 ^a	12	,795
Likelihood Ratio	8,687	12	,729
Linear-by-Linear Association	,746	1	,388

N of Valid Cases	103		
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a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,086	,082	-,863	
Ordinal by Ordinal	Spearman Correlation	-,135	,090	-1,372	
N of Valid Cases		103			

Housing * Tariff_structure

Crosstab

Count

		Tariff_structure					Total
		1	2	3	4	5	
Housing	1	5	17	16	11	8	57
	2	2	8	5	15	2	32
	3	2	3	2	5	0	12
	4	0	1	0	1	0	2
Total		9	29	23	32	10	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12,552 ^a	12	,402
Likelihood Ratio	14,239	12	,286
Linear-by-Linear Association	,000	1	,999
N of Valid Cases	103		

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,17.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,000	,097	-,001	
Ordinal by Ordinal	Spearman Correlation	,035	,100	,352	
N of Valid Cases		103			

Housing * Tariff**Crosstab**

Count

		Tariff					Total
		1	2	3	4	5	
Housing	1	2	17	11	20	8	58
	2	2	11	8	10	1	32
	3	1	1	7	2	1	12
	4	0	0	1	1	0	2
Total		5	29	27	33	10	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	13,767 ^a	12	,316
Likelihood Ratio	14,431	12	,274
Linear-by-Linear Association	,566	1	,452
N of Valid Cases	104		

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,10.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,074	,089	-,751	
Ordinal by Ordinal	Spearman Correlation	-,100	,094	-1,015	

N of Valid Cases	104		
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Housing * Billing

Crosstab

Count

		Billing					Total
		1	2	3	4	5	
Housing	1	4	11	11	27	5	58
	2	1	9	10	12	0	32
	3	0	1	3	8	0	12
	4	0	0	1	1	0	2
Total		5	21	25	48	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	11,134 ^a	12	,517
Likelihood Ratio	13,936	12	,305
Linear-by-Linear Association	,060	1	,807
N of Valid Cases	104		

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,10.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,024	,084	,244	
Ordinal by Ordinal	Spearman Correlation	-,036	,094	-,360	
N of Valid Cases		104			

Housing * Priming

Crosstab

Count

		Priming					Total
		1	2	3	4	5	
Housing	1	0	3	10	33	12	58
	2	2	2	4	17	7	32
	3	0	1	1	6	4	12
	4	0	1	0	0	1	2
Total		2	7	15	56	24	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	13,879 ^a	12	,308
Likelihood Ratio	12,011	12	,445
Linear-by-Linear Association	,042	1	,838
N of Valid Cases	104		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,020	,111	-,204	
Ordinal by Ordinal	Spearman Correlation	,029	,104	,289	
N of Valid Cases		104			

Housing * Non_tariff_measures_Privacy

Crosstab

Count

		Non_tariff_measures_Privacy					Total
		1	2	3	4	5	
Housing	1	2	14	13	23	6	58
	2	0	10	9	12	1	32
	3	1	2	1	8	0	12

	4	0	0	1	1	0	2
Total		3	26	24	44	7	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	10,421 ^a	12	,579
Likelihood Ratio	12,366	12	,417
Linear-by-Linear Association	,004	1	,949
N of Valid Cases	104		

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,06.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,006	,094	-,064	
Ordinal by Ordinal	Spearman Correlation	-,022	,097	-,227	
N of Valid Cases		104			

Housing * Using_emotional_shortcuts

Crosstab

Count

		Using_emotional_shortcuts					Total
		1	2	3	4	5	
Housing	1	0	11	7	29	11	58
	2	2	4	5	9	12	32
	3	0	0	4	5	3	12
	4	0	1	1	0	0	2
Total		2	16	17	43	26	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
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Pearson Chi-Square	19,299 ^a	12	,082
Likelihood Ratio	21,070	12	,049
Linear-by-Linear Association	,007	1	,932
N of Valid Cases	104		

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,008	,094	-,085	
Ordinal by Ordinal	Spearman Correlation	,032	,097	,319	
N of Valid Cases		104			

Housing * Invoking_Socialnorms

Crosstab

Count

		Invoking_Socialnorms					Total
		1	2	3	4	5	
Housing	1	4	16	14	19	5	58
	2	1	12	7	12	0	32
	3	1	5	4	2	0	12
	4	0	1	0	1	0	2
Total		6	34	25	34	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	8,228 ^a	12	,767
Likelihood Ratio	10,846	12	,542
Linear-by-Linear Association	1,760	1	,185
N of Valid Cases	104		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,10.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,131	,094	-1,332	
Ordinal by Ordinal	Spearman Correlation	-,128	,095	-1,308	
N of Valid Cases		104			

Housing * Knowledge transfer_Tailoring**Crosstab**

Count

		Knowledge transfer_Tailoring					Total
		1	2	3	4	5	
Housing	1	0	5	14	34	5	58
	2	3	2	6	18	3	32
	3	0	2	4	5	1	12
	4	0	2	0	0	0	2
Total		3	11	24	57	9	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	26,198 ^a	12	,010
Likelihood Ratio	18,570	12	,099
Linear-by-Linear Association	4,286	1	,038
N of Valid Cases	104		

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,06.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,204	,099	-2,105	
Ordinal by Ordinal	Spearman Correlation	-,142	,101	-1,453	

N of Valid Cases	104		
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Housing * Increasing_self_efficacy

Crosstab

Count

		Increasing_self_efficacy					Total
		1	2	3	4	5	
Housing	1	0	2	5	36	14	57
	2	1	2	8	16	5	32
	3	0	0	2	8	2	12
	4	0	0	0	1	1	2
Total		1	4	15	61	22	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	9,686 ^a	12	,643
Likelihood Ratio	10,216	12	,597
Linear-by-Linear Association	,573	1	,449
N of Valid Cases	103		

a. 14 cells (70,0%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,075	,088	-,756	
Ordinal by Ordinal	Spearman Correlation	-,134	,096	-1,355	
N of Valid Cases		103			

Housing * Behavior_sustainability

Crosstab

Count

		Behavior_sustainability					Total
		1	2	3	4	5	
Housing	1	6	14	19	14	4	57
	2	4	7	8	10	3	32
	3	1	6	2	3	0	12
	4	0	1	0	1	0	2
Total		11	28	29	28	7	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7,326 ^a	12	,835
Likelihood Ratio	8,503	12	,745
Linear-by-Linear Association	,231	1	,631
N of Valid Cases	103		

a. 13 cells (65,0%) have expected count less than 5. The minimum expected count is ,14.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,048	,093	-,479	
Ordinal by Ordinal	Spearman Correlation	-,035	,098	-,350	
N of Valid Cases		103			

Daily_sustainability * Framing

Crosstab

Count

		Framing					Total
		1	2	3	4	5	
Daily_sustainability	0	0	0	1	0	1	2
	3	0	2	1	0	2	5
	4	0	1	1	1	2	5
	5	0	2	5	9	1	17

	6	0	2	4	7	1	14
	7	1	6	5	8	1	21
	8	0	5	2	7	8	22
	9	0	0	2	3	0	5
	10	0	0	0	2	1	3
Total		1	18	21	37	17	94

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	32,147 ^a	32	,459
Likelihood Ratio	37,157	32	,243
Linear-by-Linear Association	,150	1	,699
N of Valid Cases	94		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,040	,109	,385	
Ordinal by Ordinal	Spearman Correlation	,080	,108	,768	
N of Valid Cases		94			

Daily_sustainability * Metering

Crosstab

Count

		Metering					Total
		1	2	3	4	5	
Daily_sustainability	0	0	0	1	1	0	2
	3	0	2	2	1	1	6
	4	0	3	0	2	0	5
	5	3	3	2	7	2	17
	6	0	1	2	9	2	14
	7	0	5	4	12	0	21
	8	1	6	6	8	1	22

	9	0	2	1	2	0	5
	10	0	1	1	1	0	3
Total		4	23	19	43	6	95

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	28,856 ^a	32	,626
Likelihood Ratio	30,525	32	,541
Linear-by-Linear Association	,125	1	,724
N of Valid Cases	95		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,08.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b
Interval by Interval	Pearson's R	-,036	,095	-,352
Ordinal by Ordinal	Spearman Correlation	-,062	,106	-,603
N of Valid Cases		95		

Daily_sustainability * Nudging

Crosstab

Count

		Nudging					Total
		1	2	3	4	5	
Daily_sustainability	0	0	0	0	0	2	2
	3	1	0	0	5	0	6
	4	0	0	0	3	2	5
	5	0	2	1	12	2	17
	6	0	3	3	8	0	14
	7	0	2	1	12	5	20
	8	0	2	6	9	5	22
	9	0	1	0	3	1	5
	10	0	0	1	2	0	3
Total		1	10	12	54	17	94

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	45,278 ^a	32	,060
Likelihood Ratio	39,854	32	,160
Linear-by-Linear Association	,745	1	,388
N of Valid Cases	94		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,089	,112	-,862	
Ordinal by Ordinal	Spearman Correlation	-,077	,105	-,740	
N of Valid Cases		94			

Daily_sustainability * Tariff_structure

Crosstab

Count

		Tariff_structure					Total
		1	2	3	4	5	
Daily_sustainability	0	1	0	0	0	1	2
	3	1	1	2	1	1	6
	4	0	3	2	0	0	5
	5	2	6	0	7	1	16
	6	1	4	7	1	1	14
	7	0	6	4	10	1	21
	8	3	6	5	7	1	22
	9	0	1	0	2	2	5
	10	0	0	1	1	1	3
Total		8	27	21	29	9	94

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	43,856 ^a	32	,079
Likelihood Ratio	48,228	32	,033
Linear-by-Linear Association	2,261	1	,133
N of Valid Cases	94		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,17.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,156	,128	1,514	
Ordinal by Ordinal	Spearman Correlation	,164	,110	1,594	
N of Valid Cases		94			

Daily_sustainability * Tariff

Crosstab

Count

		Tariff					Total
		1	2	3	4	5	
Daily_sustainability	0	0	1	0	0	1	2
	3	1	1	3	1	0	6
	4	1	1	1	2	0	5
	5	0	8	5	3	1	17
	6	0	3	5	6	0	14
	7	0	4	5	11	1	21
	8	2	7	4	5	4	22
	9	0	1	2	1	1	5
	10	0	1	0	1	1	3
Total		4	27	25	30	9	95

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	34,261 ^a	32	,360

Likelihood Ratio	34,963	32	,329
Linear-by-Linear Association	1,844	1	,175
N of Valid Cases	95		

a. 38 cells (84,4%) have expected count less than 5. The minimum expected count is ,08.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,140	,121	1,364	
Ordinal by Ordinal	Spearman Correlation	,148	,109	1,445	
N of Valid Cases		95			

Daily_sustainability * Billing

Crosstab

Count

		Billing					Total
		1	2	3	4	5	
Daily_sustainability	0	0	0	1	0	1	2
	3	0	3	0	2	1	6
	4	0	0	1	4	0	5
	5	0	3	5	8	1	17
	6	1	5	5	3	0	14
	7	0	3	4	12	2	21
	8	3	5	4	10	0	22
	9	0	0	1	4	0	5
	10	0	2	0	1	0	3
Total		4	21	21	44	5	95

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	39,838 ^a	32	,161
Likelihood Ratio	41,126	32	,129
Linear-by-Linear Association	1,155	1	,283
N of Valid Cases	95		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,08.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,111	,106	-1,076	
Ordinal by Ordinal	Spearman Correlation	-,070	,106	-,679	
N of Valid Cases		95			

Daily_sustainability * Priming

Crosstab

Count

		Priming					Total
		1	2	3	4	5	
Daily_sustainability	0	0	0	0	0	2	2
	3	0	0	1	4	1	6
	4	0	1	2	2	0	5
	5	0	2	2	13	0	17
	6	0	2	1	8	3	14
	7	0	0	3	13	5	21
	8	1	0	3	10	8	22
	9	0	0	0	3	2	5
	10	1	0	0	1	1	3
Total		2	5	12	54	22	95

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	45,670 ^a	32	,056
Likelihood Ratio	41,694	32	,117
Linear-by-Linear Association	,251	1	,616
N of Valid Cases	95		

a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,052	,124	,499	
Ordinal by Ordinal	Spearman Correlation	,194	,107	1,905	
N of Valid Cases		95			

Daily_sustainability * Non_tariff_measures_Privacy

Crosstab

Count

		Non_tariff_measures_Privacy					Total
		1	2	3	4	5	
Daily_sustainability	0	0	0	0	1	1	2
	3	0	1	1	4	0	6
	4	0	1	2	2	0	5
	5	3	3	2	8	1	17
	6	0	5	3	6	0	14
	7	0	4	9	6	2	21
	8	0	5	3	11	3	22
	9	0	1	3	1	0	5
	10	0	1	0	2	0	3
Total		3	21	23	41	7	95

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	37,435 ^a	32	,234
Likelihood Ratio	33,993	32	,372
Linear-by-Linear Association	,114	1	,736
N of Valid Cases	95		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,06.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,035	,105	-,335	
Ordinal by Ordinal	Spearman Correlation	,012	,103	,115	
N of Valid Cases		95			

Daily_sustainability * Using_emotional_shortcuts

Crosstab

Count

		Using_emotional_shortcuts					Total
		1	2	3	4	5	
Daily_sustainability	0	0	1	0	0	1	2
	3	0	1	2	2	1	6
	4	0	2	1	2	0	5
	5	0	3	4	6	4	17
	6	0	2	1	10	1	14
	7	1	2	4	7	7	21
	8	1	3	3	8	7	22
	9	0	0	1	2	2	5
	10	0	0	0	2	1	3
Total		2	14	16	39	24	95

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	21,554 ^a	32	,919
Likelihood Ratio	24,942	32	,808
Linear-by-Linear Association	2,816	1	,093
N of Valid Cases	95		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,173	,109	1,695	
Ordinal by Ordinal	Spearman Correlation	,192	,101	1,888	
N of Valid Cases		95			

Daily_sustainability * Invoking_Socialnorms

Crosstab

Count

		Invoking_Socialnorms					Total
		1	2	3	4	5	
Daily_sustainability	0	0	1	1	0	0	2
	3	1	1	1	3	0	6
	4	0	1	2	2	0	5
	5	2	8	7	0	0	17
	6	0	8	2	4	0	14
	7	1	6	4	9	1	21
	8	1	6	4	9	2	22
	9	0	0	2	2	1	5
	10	0	0	0	3	0	3
Total		5	31	23	32	4	95

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	35,557 ^a	32	,304
Likelihood Ratio	43,702	32	,081
Linear-by-Linear Association	7,681	1	,006
N of Valid Cases	95		

a. 37 cells (82,2%) have expected count less than 5. The minimum expected count is ,08.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,286	,087	2,877	
Ordinal by Ordinal	Spearman Correlation	,316	,093	3,211	
N of Valid Cases		95			

Daily_sustainability * Knowledgetransfer_Tailoring

Crosstab

Count

		Knowledgetransfer_Tailoring					Total
		1	2	3	4	5	
Daily_sustainability	0	0	0	0	1	1	2
	3	0	2	2	2	0	6
	4	0	1	1	3	0	5
	5	0	3	3	11	0	17
	6	1	1	4	8	0	14
	7	0	2	4	12	3	21
	8	2	1	3	13	3	22
	9	0	0	3	2	0	5
	10	0	0	1	1	1	3
Total		3	10	21	53	8	95

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	29,841 ^a	32	,576
Likelihood Ratio	30,758	32	,529
Linear-by-Linear Association	,536	1	,464
N of Valid Cases	95		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,06.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,076	,110	,731	
Ordinal by Ordinal	Spearman Correlation	,121	,105	1,180	
N of Valid Cases		95			

Daily_sustainability * Increasing_self_efficacy

Crosstab

Count

		Increasing_self_efficacy					Total
		1	2	3	4	5	
Daily_sustainability	0	0	0	0	0	2	2
	3	0	0	1	4	1	6
	4	0	0	0	2	3	5
	5	0	1	2	12	2	17
	6	1	0	0	10	2	13
	7	0	0	4	11	6	21
	8	0	2	2	14	4	22
	9	0	0	4	1	0	5
	10	0	0	1	2	0	3
Total		1	3	14	56	20	94

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	46,350 ^a	32	,048
Likelihood Ratio	40,009	32	,156
Linear-by-Linear Association	5,204	1	,023
N of Valid Cases	94		

a. 41 cells (91,1%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,237	,093	-2,335	
Ordinal by Ordinal	Spearman Correlation	-,236	,101	-2,325	
N of Valid Cases		94			

Daily_sustainability * Behavior_sustainability

Crosstab

Count

		Behavior_sustainability					Total
		1	2	3	4	5	
Daily_sustainability	0	0	1	0	1	0	2
	3	0	0	3	3	0	6
	4	1	1	0	2	0	4
	5	3	7	4	3	0	17
	6	1	3	4	4	2	14
	7	2	5	6	6	2	21
	8	4	6	4	6	2	22
	9	0	1	3	1	0	5
	10	0	0	2	0	1	3
Total		11	24	26	26	7	94

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	25,867 ^a	32	,769
Likelihood Ratio	31,585	32	,487
Linear-by-Linear Association	,089	1	,765
N of Valid Cases	94		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,15.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,031	,094	,297	
Ordinal by Ordinal	Spearman Correlation	,036	,099	,346	
N of Valid Cases		94			

Water_company * Framing

Crosstab

Count

		Framing					Total
		1	2	3	4	5	
Water_company	1	0	4	5	14	6	29
	2	0	0	1	1	0	2
	4	0	0	0	0	1	1
	5	0	0	0	1	0	1
	7	0	0	1	1	0	2
	8	0	2	1	2	0	5
	9	0	0	1	1	3	5
	10	1	1	1	1	2	6
	11	0	14	11	18	9	52
	Total		1	21	21	39	21

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	36,827 ^a	32	,255
Likelihood Ratio	27,659	32	,686
Linear-by-Linear Association	1,951	1	,163
N of Valid Cases	103		

a. 37 cells (82,2%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,138	,091	-1,403	
Ordinal by Ordinal	Spearman Correlation	-,138	,093	-1,404	
N of Valid Cases		103			

Water_company * Metering

Crosstab

Count

		Metering					Total
		1	2	3	4	5	
Water_company	1	0	6	6	16	1	29
	2	0	2	0	0	0	2
	4	0	1	0	0	0	1
	5	0	1	0	0	0	1
	7	0	0	0	2	0	2
	8	1	0	2	2	0	5
	9	0	2	0	2	1	5
	10	1	1	3	1	0	6
	11	2	12	9	24	6	53
	Total		4	25	20	47	8

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	34,781 ^a	32	,337
Likelihood Ratio	34,556	32	,347
Linear-by-Linear Association	,011	1	,917
N of Valid Cases	104		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,04.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,010	,091	,104	
Ordinal by Ordinal	Spearman Correlation	,041	,095	,411	
N of Valid Cases		104			

Water_company * Nudging

Crosstab

Count

		Nudging					Total
		1	2	3	4	5	
Water_company	1	0	4	6	14	5	29
	2	0	0	0	1	1	2
	4	0	0	0	1	0	1
	5	0	1	0	0	0	1
	7	0	0	0	2	0	2
	8	1	0	0	2	2	5
	9	0	0	0	4	1	5
	10	0	0	1	4	1	6
	11	0	6	6	31	9	52
	Total		1	11	13	59	19

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	39,217 ^a	32	,178
Likelihood Ratio	25,344	32	,792
Linear-by-Linear Association	,478	1	,489
N of Valid Cases	103		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,068	,098	,690	
Ordinal by Ordinal	Spearman Correlation	,045	,101	,449	
N of Valid Cases		103			

Water_company * Tariff_structure

Crosstab

Count

		Tariff_structure					Total
		1	2	3	4	5	
Water_company	1	4	9	3	10	3	29
	2	0	1	0	1	0	2
	4	0	1	0	0	0	1
	5	0	0	0	1	0	1
	7	0	0	0	2	0	2
	8	0	3	1	1	0	5
	9	0	1	0	2	2	5
	10	0	1	1	4	0	6
	11	5	13	18	11	5	52
	Total		9	29	23	32	10

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	32,283 ^a	32	,453
Likelihood Ratio	33,902	32	,376
Linear-by-Linear Association	,068	1	,794
N of Valid Cases	103		

a. 38 cells (84,4%) have expected count less than 5. The minimum expected count is ,09.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,026	,103	,260	
Ordinal by Ordinal	Spearman Correlation	-,030	,104	-,300	
N of Valid Cases		103			

Water_company * Tariff

Crosstab

Count

		Tariff					Total
		1	2	3	4	5	
Water_company	1	1	11	5	9	3	29
	2	0	1	0	1	0	2
	4	0	0	1	0	0	1
	5	0	0	0	1	0	1
	7	0	0	1	1	0	2
	8	0	3	1	1	0	5
	9	0	2	1	0	2	5
	10	1	0	2	2	1	6
	11	3	12	16	18	4	53
	Total		5	29	27	33	10

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	24,875 ^a	32	,811
Likelihood Ratio	27,218	32	,707
Linear-by-Linear Association	,146	1	,703
N of Valid Cases	104		

a. 38 cells (84,4%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,038	,099	,380	
Ordinal by Ordinal	Spearman Correlation	,039	,099	,394	
N of Valid Cases		104			

Water_company * Billing

Crosstab

Count

		Billing					Total
		1	2	3	4	5	
Water_company	1	0	7	8	13	1	29
	2	0	0	1	0	1	2
	4	0	0	0	1	0	1
	5	0	1	0	0	0	1
	7	0	0	0	2	0	2
	8	0	1	0	3	1	5
	9	0	2	1	1	1	5
	10	1	1	2	2	0	6
	11	4	9	13	26	1	53
	Total		5	21	25	48	5

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	32,913 ^a	32	,422
Likelihood Ratio	29,641	32	,586
Linear-by-Linear Association	,355	1	,551
N of Valid Cases	104		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,059	,091	-,594	
Ordinal by Ordinal	Spearman Correlation	-,037	,095	-,374	
N of Valid Cases		104			

Water_company * Priming

Crosstab

Count

		Priming					Total
		1	2	3	4	5	
Water_company	1	2	1	3	19	4	29
	2	0	0	0	2	0	2
	4	0	0	0	1	0	1
	5	0	0	0	1	0	1
	7	0	0	0	1	1	2
	8	0	0	2	3	0	5
	9	0	0	0	1	4	5
	10	0	0	1	2	3	6
	11	0	6	9	26	12	53
	Total		2	7	15	56	24

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	30,039 ^a	32	,566
Likelihood Ratio	31,046	32	,515
Linear-by-Linear Association	,351	1	,554
N of Valid Cases	104		

a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,058	,100	,590	
Ordinal by Ordinal	Spearman Correlation	-,013	,096	-,130	
N of Valid Cases		104			

Water_company * Non_tariff_measures_Privacy

Crosstab

Count

		Non_tariff_measures_Privacy					Total
		1	2	3	4	5	
Water_company	1	0	6	12	9	2	29
	2	1	1	0	0	0	2
	4	0	1	0	0	0	1
	5	0	0	0	0	1	1
	7	0	0	1	1	0	2
	8	0	1	2	2	0	5
	9	0	1	0	4	0	5
	10	0	1	2	3	0	6
	11	2	15	7	25	4	53
	Total		3	26	24	44	7

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	50,257 ^a	32	,021
Likelihood Ratio	34,586	32	,345
Linear-by-Linear Association	,362	1	,547
N of Valid Cases	104		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,059	,096	,600	
Ordinal by Ordinal	Spearman Correlation	,049	,098	,499	
N of Valid Cases		104			

Water_company * Using_emotional_shortcuts

Crosstab

Count

		Using_emotional_shortcuts					Total
		1	2	3	4	5	
Water_company	1	1	3	3	12	10	29
	2	0	0	0	2	0	2
	4	0	0	0	1	0	1
	5	0	0	0	0	1	1
	7	0	0	1	0	1	2
	8	0	0	3	0	2	5
	9	0	0	1	3	1	5
	10	1	0	2	1	2	6
	11	0	13	7	24	9	53
	Total		2	16	17	43	26

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	39,011 ^a	32	,184
Likelihood Ratio	39,110	32	,181
Linear-by-Linear Association	2,841	1	,092
N of Valid Cases	104		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,02.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,166	,098	-1,701	
Ordinal by Ordinal	Spearman Correlation	-,188	,095	-1,931	
N of Valid Cases		104			

Water_company * Invoking_Socialnorms

Crosstab

Count

		Invoking_Socialnorms					Total
		1	2	3	4	5	
Water_company	1	1	8	9	10	1	29
	2	0	1	0	1	0	2
	4	0	0	0	1	0	1
	5	1	0	0	0	0	1
	7	0	0	1	1	0	2
	8	0	2	1	2	0	5
	9	0	0	1	3	1	5
	10	0	4	0	2	0	6
	11	4	19	13	14	3	53
Total		6	34	25	34	5	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	33,889 ^a	32	,376
Likelihood Ratio	27,545	32	,692
Linear-by-Linear Association	,528	1	,467
N of Valid Cases	104		

a. 39 cells (86,7%) have expected count less than 5. The minimum expected count is ,05.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,072	,094	-,725	
Ordinal by Ordinal	Spearman Correlation	-,103	,095	-1,046	
N of Valid Cases		104			

Water_company * Knowledgetransfer_Tailoring**Crosstab**

Count

		Knowledgetransfer_Tailoring					Total
		1	2	3	4	5	
Water_company	1	2	2	4	20	1	29
	2	0	0	0	2	0	2
	4	0	0	0	1	0	1
	5	0	1	0	0	0	1
	7	0	0	1	0	1	2
	8	0	1	1	3	0	5
	9	0	1	2	0	2	5
	10	1	0	2	3	0	6
	11	0	6	14	28	5	53
	Total		3	11	24	57	9

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	39,849 ^a	32	,160
Likelihood Ratio	37,125	32	,245
Linear-by-Linear Association	,000	1	,985
N of Valid Cases	104		

a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,03.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,002	,097	,019	
Ordinal by Ordinal	Spearman Correlation	-,014	,094	-,141	
N of Valid Cases		104			

Water_company * Increasing_self_efficacy

Crosstab

Count

		Increasing_self_efficacy					Total
		1	2	3	4	5	
Water_company	1	1	1	3	17	6	28
	2	0	0	1	1	0	2
	4	0	0	0	1	0	1
	5	0	0	0	0	1	1
	7	0	0	2	0	0	2
	8	0	0	0	4	1	5
	9	0	0	0	3	2	5
	10	0	0	2	3	1	6
	11	0	3	7	32	11	53
	Total		1	4	15	61	22

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	26,683 ^a	32	,733
Likelihood Ratio	23,609	32	,858
Linear-by-Linear Association	,109	1	,741
N of Valid Cases	103		

a. 40 cells (88,9%) have expected count less than 5. The minimum expected count is ,01.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	,033	,105	,329	
Ordinal by Ordinal	Spearman Correlation	-,001	,099	-,010	
N of Valid Cases		103			

Water_company * Behavior_sustainability**Crosstab**

Count

		Behavior_sustainability					Total
		1	2	3	4	5	
Water_company	1	4	5	6	12	2	29
	2	0	0	2	0	0	2
	4	0	0	1	0	0	1
	5	0	0	0	1	0	1
	7	0	0	0	1	1	2
	8	1	0	3	1	0	5
	9	1	0	3	1	0	5
	10	2	3	1	0	0	6
	11	3	20	13	12	4	52
	Total		11	28	29	28	7

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	40,102 ^a	32	,154
Likelihood Ratio	41,034	32	,131
Linear-by-Linear Association	1,645	1	,200
N of Valid Cases	103		

a. 38 cells (84,4%) have expected count less than 5. The minimum expected count is ,07.

Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	
Interval by Interval	Pearson's R	-,127	,101	-1,287	
Ordinal by Ordinal	Spearman Correlation	-,114	,102	-1,151	
N of Valid Cases		103			