Introduction

Good morning. I am Gil Guillory. GIVE CARD. I live here in The Woodlands. I am carrying out a survey about security. The interview will take, at most, about 10 minutes to complete. All information is confidential, and will be used for research purposes only. Could you please help?

Screening

1. Do you subscribe to a home monitoring service, such as ADT, Brinks, or Honeywell?

ONLY IF NO:

2. Have you ever subscribed to a home monitoring service?

IF NO TO BOTH – TERMINATE AND THANK.

3. Are you, or is a family member, a policeman, constable, or sheriff's deputy?

IF YES – TERMINATE AND THANK.

Experience with Monitoring and Factors important in Choosing Monitoring

4. What company does your monitoring?

5. How much do you pay per month for monitoring?

6. How long have you had it?

7. To what features do you subscribe?

Burglary, fire, CO, emergency response, other

8. Have you ever had a break-in, or a positive alarm?

IF YES: 9. Please describe.

10. Have you had any false alarms?

IF YES: 11. Please describe.

12. Have you ever been charged a fee from the Sheriff's Department for a false alarm?

IF YES: 13. How much? Please describe the experience.

14. Please tell me the story of how you subscribed to home monitoring.

PROBE FOR THESE DETAILS:

Who contacted whom (company or consumer)
Why contact was made, if by consumer
Who in household originated, consulted, made decision

15. What feature or features do you most like about your monitoring system?

16. Do you think there is something about your home environment that makes monitoring especially valuable?

A. perception / actual crime risk
B. children / small children
C. old/frail/handicapped householder
D. house empty often (work, empty nest, travel)
E. other

17. By having home monitoring, what events or circumstances are you most glad you have avoided?

Perceived value of government patrol

18. When did you last see a government patrol car in your area?

19. Thinking about crime rates in your area, do you think they are:

A. 5 - Very high for this type of neighborhood
B. 4 - Somewhat high for this type of neighborhood
C. 3 - About average for this type of neighborhood
D. 2 - Somewhat low for this type of neighborhood
E. 1 - Very low for this type of neighborhood

20. Thinking about how others in the community think, do you think crime rates are:

A. 5 - Much higher than what most people think
B. 4 - Somewhat higher than what most people think
C. 3 - About what most people think
D. 2 - Somewhat lower than what most people think
E. 1 - Much lower than what most people think

21. Thinking about the amount of government patrol in your area, do you think it is:

A. 5 - Too much for this type of neighborhood
B. 4 - Somewhat high for this type of neighborhood
C. 3 - About right for this type of neighborhood
D. 2 - Somewhat low for this type of neighborhood
E. 1 - Too low for this type of neighborhood

Rating on a 0 to 5 scale, how effective is the local government at:

22. Deterring crime through patrols
23. Response to calls or alarms
24. Quality of Investigation of a burglary or vandalism

Rating as a percentage, if a burglary or vandalism occurred at your home, what are:

25. Likelihood of government agents catching a burglar or vandal
26. Likelihood of government agents recovering property from a burglary
27. Likelihood of government agents getting a vandal to pay for damage

Pain in the area of security

28. What are the main concerns you have about the security of your home?

PROBE ON THESE TOPICS:

Children, wife, pets, computer, TV, jewelry

29. Thinking of the security of your home, what unsolved problems do you have?

PROBE ON THESE TOPICS:

Restitution, justice, deterrence, crime reports

30. Which of the following security measures do you have in or on your home?

A. dog
B. motion-actuated lights
C. deadbolts on doors
D. gun
E. other (list)

IF GUN IN HOME, 31. Do you have or use your gun for purposes other than home security?

IF YES, 32. LIST.

IF NO GUN IN HOME, 33. Why don't you have a gun in the home?

A. too dangerous / fear of misfire
B. don't know how to handle a gun
C. too expensive
D. too much hassle / time to get gun and license
E. haven't gotten around to it
F. not necessary
G. division of labor – cops or others should wield guns
H. other

34. What would you like security specialists – in either government or industry – to know about your security needs?

PROBE: Is there anything else?

Perceived value of subscription patrol

I would now like to show you an offer from a new type of business. GIVE CARD.

For a paid monthly subscription, this company offers a bundle of benefits: they patrol the neighborhood around your house to deter crime; they send you a report every month telling you what crimes have been committed in your area; if you subscribe to a monitoring service and choose them as the first-responder, they are guaranteed to beat the mean response time of the Sheriff's department; if a crime occurs on your property, they investigate and take any necessary forensic evidence; if they locate the perpetrator, they work to engage him in mediation or arbitration to compensate you; if they fail to do that, they compensate you for stolen goods and damage to your property up to the point where your homeowner's insurance takes over, covering your deductible.

35. Do you have any questions about this business offer?

ANSWER ANY QUESTIONS BRIEFLY

Using points totaling 100, please allocate points to each component of this offer to indicate its contribution to the total value of the business offer.

36. Patrol
37. Crime Reports
38. Investigation
39. Mediation / Arbitration
40. Restitution

41. How much would you expect to pay for this service?

42. If this service were priced the same as your home monitoring service, do you think you would:

A. subscribe to both
B. subscribe only to home monitoring
C. subscribe only to patrol and restitution

For each of the price points below, please indicate to which services you would most likely subscribe:

Patrol and Restitution Costs	Subscribe to Patrol and Restitution Only	Subscribe to Home Monitoring Only	Subscribe to Both
$5 / mo.			
$10 / mo.			
$15 / mo.			
$20 / mo.			
$25 / mo.			
$30 / mo.			
$35 / mo.			
$40 / mo.			
$45 / mo.			
$50 / mo.			
Price point voiced above			

43. Thinking about this business offer, *imagine that the offer were priced such that you* ***would*** *subscribe*. Now, one of your neighbors subscribes, so that you would get the benefit of patrol regardless of whether you subscribed or not. Subscribing would give you the benefits of guaranteed response time, crime reports, investigation, mediation/arbitration, and restitution. How would this situation affect your likelihood of subscribing?

A. 3 - Given that my neighbor subscribes, I would not subscribe
B. 2 - Given that my neighbor subscribes, it would greatly reduce my likelihood of subscribing
C. 1 - Given that my neighbor subscribes, it would slightly reduce my likelihood of subscribing
D. 0 - Given that my neighbor subscribes, I would still subscribe

Worries/fears/econ arguments wrt govt patrol, home monitoring, and patrol and restitution

For the following questions, an argument or statement will be given. For the three security providers we've discussed (government, home monitoring, and patrol and restitution), I'd like you to rate on a scale of 0 to 5 how applicable or important or true each statement is.

44-46. I can't tell who the good guys and the bad guys are	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
47-49. They don't know who's right or wrong	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
50-52. They favor their own	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
53-55. They provide an excellent deterrent against crime	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
56-58. They can't be impartial	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
59-61. They don't have an incentive to protect my property	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
62-64. They're professional	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
65-67. Their service is too expensive for what's delivered	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
68-70. I'll not be compensated for a criminal loss	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
71-73. They could make an error that harms me	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
74-76. They care	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
77-79. They won't catch the criminal	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
80-82. Some of them are on power trips	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5

Close/Demographics

Just to close out the survey, there are a few general questions:

83. What are the ages and sexes of the members of your household?
LIST ALL

84. What is your household income?

85. Is any member of your member handicapped or frail?

To which of the following do you subscribe?

A. 86. Cell phone
B. 87. Newspaper
C. 88. Cable or satellite TV
D. 89. Lawn service
E. 90. Maid or cleaning service
F. 91. Pest control service
G. 92. Dialup internet
H. 93. Broadband internet
I. 94. VOIP telephone service
J. 95. Traditional land line telephone service

96. Do you change your own oil, or do you pay someone to do it?

97. Do you wash your own car, or do you pay someone to do it?

98. Thinking about household repairs in this house, which of these have been done?

Item	YES?	DIY?
Replace water heater	99	100
Install new flooring or tile	101	102
Install new sink or toilet	103	104
Repair toilet	105	106
Repair wall / drywall	107	108
Install new light fixture or ceiling fan	109	110
Paint exterior of house	111	112
Refinish or refurbish furniture	113	114
Paint an interior room	115	116
Install closet organizer	117	118

Thank you for visiting with us today. We would like to continue this conversation and learn more about your family's security needs. Would you be willing to speak with us again in a couple weeks?

IF YES:

> Great. The next interview will involve a technique called metaphor elicitation. We will look at images together and discuss them. It is an open-ended process that lets us explore ideas and connections among ideas. When would be a good time for that?

THANK AND TERMINATE.

Thinking about crime rates in your area, do you think they are:

A. Very high for this type of neighborhood
B. Somewhat high for this type of neighborhood
C. About average for this type of neighborhood
D. Somewhat low for this type of neighborhood
E. Very low for this type of neighborhood

Thinking about how others in the community think, do you think crime rates are:

A. Much higher than what most people think
B. Somewhat higher than what most people think
C. About what most people think
D. Somewhat lower than what most people think
E. Much lower than what most people think

Thinking about the amount of government patrol in your area, do you think it is:

A. Too much for this type of neighborhood
B. Somewhat high for this type of neighborhood
C. About right for this type of neighborhood
D. Somewhat low for this type of neighborhood
E. Too low for this type of neighborhood

Rating on a 0 to 5 scale, how effective is the local government at:

0-1-2-3-4-5 Deterring crime through patrols
0-1-2-3-4-5 Response to calls or alarms
0-1-2-3-4-5 Quality of Investigation of a burglary or vandalism

Rating as a percentage, if a burglary or vandalism occurred at your home, what is:

_____ Likelihood of government agents catching a burglar or vandal

_____ Likelihood of government agents recovering property from a burglary

_____ Likelihood of government agents getting a vandal to pay for damage

Woodlands Patrol and Restitution

Our Monthly Subscription Service Provides These Customer Benefits:

We Deter Crime

Daily Patrol of the neighborhood around your house

We Report Crime

Monthly newsletter detailing crimes committed in your area

We Respond to Alarms

Choose us as your monitoring service's first responder:
We will beat the mean response time of the Sheriff's Department – guaranteed (money back for that month)

Total Crime Solution

If a crime occurs on your property:

1. We investigate, taking statements and any necessary forensic evidence

2. We locate the perpetrator

3. We engage the perpetrator in mediation or arbitration to return your goods and/or get you compensation

4. If we can't get you compensation from the perpetrator, ***we will compensate you for stolen goods and damage up to the deductible on your homeowner's policy***.

Using points totaling 100, please allocate points to each component of this offer to indicate its contribution to the total value of the business offer.

_____ Patrol

_____ Crime Reports

_____ Investigation

_____ Mediation / Arbitration

_____ Restitution

For each of the price points below, please indicate to which services you would most likely subscribe:

Patrol and Restitution Costs	Subscribe to Patrol and Restitution Only	Subscribe to Home Monitoring Only	Subscribe to Both
$5 / mo.			
$10 / mo.			
$15 / mo.			
$20 / mo.			
$25 / mo.			
$30 / mo.			
$35 / mo.			
$40 / mo.			
$45 / mo.			
$50 / mo.			
other			

Thinking about this business offer, *imagine that the offer were priced such that you* ***would*** *subscribe*. Now, one of your neighbors subscribes, so that you would get the benefit of patrol regardless of whether you subscribed or not. Subscribing would give you the benefits of guaranteed response time, crime reports, investigation, mediation/arbitration, and restitution. How would this situation affect your likelihood of subscribing?

A. Given that my neighbor subscribes, I would not subscribe
B. Given that my neighbor subscribes, it would greatly reduce my likelihood of subscribing
C. Given that my neighbor subscribes, it would slightly reduce my likelihood of subscribing
D. Given that my neighbor subscribes, I would still subscribe

Appendix 2

For the following questions, an argument or statement will be given. For the three security providers we've discussed (government, home monitoring, and patrol and restitution), I'd like you to rate on a scale of 0 to 5 how applicable or important or true each statement is.

I can't tell who the good guys and the bad guys are	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
They don't know who's right or wrong	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
They favor their own	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
They provide an excellent deterrent against crime	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
They can't be impartial	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
They don't have an incentive to protect my property	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
They're professional	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
Their service is too expensive for what's delivered	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
I'll not be compensated for a criminal loss	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
They could make an error that harms me	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
They care	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
They won't catch the criminal	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5
Some of them are on power trips	government 0-1-2-3-4-5	home monitoring 0-1-2-3-4-5	patrol and restitution 0-1-2-3-4-5

Appendix 3

Pilot Questionnaire Results

On the viability of subscription patrol and restitution services

by Gil Guillory and Brian Drake

question	coding notes	1-1	2-1	2-2	2-3	2-4	sum	avg
1. Do you subscribe to a home monitoring service, such as ADT, Brinks, or Honeywell?	1=yes, 0=no	1	1	0	1	1		
2. Have you ever subscribed to a home monitoring service?	1=yes, 0=no	1	1	1	1	1		
3. Are you, or is a family member, a policeman, constable, or sheriff's deputy?	1=yes, 0=no	0	0	0	0	0		
4. What company does your monitoring?		Brinks	Brinks	Ranger	Safe	Brinks		
5. How much do you pay per month for monitoring?		$50.00	?	$100.00	$17.50	$25.00		$47.50
6. How long have you had it?	yrs	1	?	2	7	1		2.75
7. To what features do you subscribe?		burglary, fire, CO	burglary, fire, CO	everything	burglary, EMS	all of it		
8. Have you ever had a break-in, or a positive alarm?	1=yes, 0=no	1	0	0	0	0	1	
IF YES: 9. Please describe.		20 years ago, $15k worth of goods stolen	n/a	n/a	n/a	n/a		
10. Have you had any false alarms?	1=yes, 0=no	0	0	0	1	0	1	
IF YES: 11. Please describe.		n/a	n/a	n/a	set off himself	n/a		
12. Have you ever been charged a fee from the Sheriff's Department for a false alarm?	1=yes, 0=no	0	0	0	0	0	0	
IF YES: 13. How much? Please describe the experience.		n/a	n/a	n/a	n/a	n/a		
14. Please tell me the story of how you subscribed to home monitoring.		got it when daughter did	husband passed away, gone during the day	came with house	someone gave him security co. tel. #	Brinks contacted; reduce homeowner's insurance		
15. What feature or features do you most like about your monitoring system?		"automatic stuff"	"I like the package."	"We were gone quite a bit."		monitoring, esp. when gone		
16. Do you think there is something about your home environment that makes monitoring especially valuable?	1=yes, 0=no							
A. perception / actual crime risk		0	0	0	1	0	1	
B. children / small children		1	1	0	0	1	3	
C. old/frail/handicapped householder		1	0	0	1	0	2	
D. house empty often (work, empty nest, travel)		0	1	1	0	1	3	
17. By having home monitoring, what events or circumstances are you most glad you have avoided?		more break-ins	worries	"Can't say anything positive."	-	fires (old wiring in house)		
18. When did you last see a government patrol car in your area?		yesterday	today (every day)	two days ago	"It's been some time."	every day (live on street)		
19. Thinking about crime rates in your area, do you think they are:	1-5	3	2	3	2	1		2.2
20. Thinking about how others in the community think, do you think crime rates are:	1-5	4	2	4	2	1		2.6
21. Thinking about the amount of government patrol in your area, do you think it is:	1-5	1	3	3	1	3		2.2
22. Deterring crime through patrols	0-5	3	5	3	3	5		3.8
23. Response to calls or alarms	0-5	4	3	NR	5	5		4.3
24. Quality of Investigation of a burglary or vandalism	0-5	3	5	NR	3	4		3.8
25. Likelihood of government agents catching a burglar or vandal	0-100	50	100	70	0	60		56
26. Likelihood of government agents recovering property from a burglary	0-100	0	100	50	25	60		47
27. Likelihood of government agents getting a vandal to pay for damage	0-100	40	80	20	0	0		28
28. What are the main concerns you have about the security of your home?		when gone	children, family	children	when gone	children		
29. Thinking of the security of your home, what unsolved problems do you have?		none – has dog	crime reports	none	none	too much police presence in LA		
30. Which of the following security measures do you have in or on your home?								
A. dog		1	0	1	1	0	3	
B. motion-actuated lights		1	1	1	1	1	5	
C. deadbolts on doors		1	1	1	1	1	5	
D. gun		1	0	1	1	0	3	
IF GUN IN HOME, 31. Do you have or use your gun for purposes other than home security?	1=yes, 0=no	1	n/a	0	0	n/a		
IF YES, 32. LIST.		hunting	n/a	n/a	n/a			
IF NO GUN IN HOME, 33. Why don't you have a gun in the home?						"old felony conviction"		
A. too dangerous / fear of misfire							0	
B. don't know how to handle a gun			1				1	
C. too expensive							0	
D. too much hassle / time to get gun and license						1	1	
E. haven't gotten around to it							0	
F. not necessary							0	
G. division of labor – cops or others should wield guns			1				1	

Appendix 3

Pilot Questionnaire Results

On the viability of subscription patrol and restitution services

by Gil Guillory and Brian Drake

question	coding notes	1-1	2-1	2-2	2-3	2-4	sum	avg
34. What would you like security specialists – in either government or industry – to know about your security needs?		need high visibility	kids in home	more visibility	pick up newspapers and trashcans, invitation to crime; more patrols	"More cops, I guess, would be nice."		
35. Do you have any questions about this business offer?	0=no, or list	0	How much?	0	0	Private security?		
36. Patrol	0-100	did	50	TERMINATED EARLY	50	30		43
37. Crime Reports	0-100	not	5		15	20		13
38. Investigation	0-100	divide	10		15	20		15
39. Mediation / Arbitration	0-100	points	5		10	10		8
40. Restitution	0-100	up	30		10	20		20
	sum							
41. How much would you expect to pay for this service?		25	25		would not say	$25.00		$25.00
42. If this service were priced the same as your home monitoring service, do you think you would:	BOTH, HM, P&R	both	both		HM	P&R		
43. Thinking about this business offer...How would this situation affect your likelihood of subscribing?	0-3	0	0		3	0		0.75
44. I can't tell who the good guys and the bad guys are G	0-5	3	4		0	3		2.5
45. I can't tell who the good guys and the bad guys are HM	0-5	3	3		0	2		2.0
46. I can't tell who the good guys and the bad guys are P&R	0-5	3	3		3	2		2.8
47. They don't know who's right or wrong G	0-5	3	3		5	2		3.3
48. They don't know who's right or wrong HM	0-5	3	3		5	1		3.0
49. They don't know who's right or wrong P&R	0-5	1	3		5	1		2.5
50. They favor their own G	0-5	5	4		3	5		4.3
51. They favor their own HM	0-5	3	4		4	3		3.5
52. They favor their own P&R	0-5	3	4		3	1		2.8
53. They provide an excellent deterrent against crime G	0-5	2	5		3	4		3.5
54. They provide an excellent deterrent against crime HM	0-5	4	5		5	5		4.8
55. They provide an excellent deterrent against crime P&R	0-5	3	5		3	5		4.0
56. They can't be impartial G	0-5	3	5		5	2		3.8
57. They can't be impartial HM	0-5	3	5		5	1		3.5
58. They can't be impartial P&R	0-5	3	5		3	1		3.0
59. They don't have an incentive to protect my property G	0-5	4	3		1	2		2.5
60. They don't have an incentive to protect my property HM	0-5	4	3		1	1		2.3
61. They don't have an incentive to protect my property P&R	0-5	4	3		1	1		2.3
62. They're professional G	0-5	4	5		4	4		4.3
63. They're professional HM	0-5	4	5		5	4		4.5
64. They're professional P&R	0-5	4	5		4	4		4.3
65. Their service is too expensive for what's delivered G	0-5	2	3		5	3		3.3
66. Their service is too expensive for what's delivered HM	0-5	2	3		3	2		2.5
67. Their service is too expensive for what's delivered P&R	0-5	3	3		5	2		3.3
68. I'll not be compensated for a criminal loss G	0-5	4	3		5	4		4.0
69. I'll not be compensated for a criminal loss HM	0-5	4	3		5	5		4.3
70. I'll not be compensated for a criminal loss P&R	0-5	5	3		5	2		3.8
71. They could make an error that harms me G	0-5	1	1		4	5		2.8
72. They could make an error that harms me HM	0-5	1	2		3	0		1.5
73. They could make an error that harms me P&R	0-5	3	1		3	2		2.3
74. They care G	0-5	4	5		4	3		4.0
75. They care HM	0-5	4	5		5	4		4.5
76. They care P&R	0-5	4	5		3	4		4.0
77. They won't catch the criminal G	0-5	1	0		3	0		1.0
78. They won't catch the criminal HM	0-5	1	2		2	4		2.3
79. They won't catch the criminal P&R	0-5	1	0		2	1		1.0
80. Some of them are on power trips G	0-5	3	0		3	0		1.5
81. Some of them are on power trips HM	0-5	4	0		4	0		2.0
82. Some of them are on power trips P&R	0-5	3	0		3	0		1.5
83. What are the ages and sexes of the members of your household?		68F	13F		80M	12F		
		71M	24F		52F	14M		
			27F			35F		
			44F			40M		
84. What is your household income?		refused to answer	40,000		16,000	70,000		
85. Is any member of your member handicapped or frail?	1=yes, 0=no	1	0		1	0		
86. Cell phone	1=yes, 0=no	0	1		1	1		
87. Newspaper	1=yes, 0=no	1	0		1	1		
88. Cable or satellite TV	1=yes, 0=no	1	1		1	1		
89. Lawn service	1=yes, 0=no	0	1		1	0		
90. Maid or cleaning service	1=yes, 0=no	0	0		0	0		
91. Pest control service	1=yes, 0=no	0	1		1	1		

Appendix 3

Pilot Questionnaire Results

On the viability of subscription patrol and restitution services

by Gil Guillory and Brian Drake

question	coding notes	1-1	2-1	2-2	2-3	2-4	sum	avg
92. Dialup internet	1=yes, 0=no	0	1		0	0		
93. Broadband internet	1=yes, 0=no	0	0		1	1		
94. VOIP telephone service	1=yes, 0=no	0	0		0	1		
95. Traditional land line telephone service	1=yes, 0=no	1	1		1	0		
Sum of subscription services		3	6		7	6		5.5
96. Do you change your own oil, or do you pay someone to do it?	1=pay, 0=self	1	1		1	1		
97. Do you wash your own car, or do you pay someone to do it?	1=pay, 0=self	0	0		1	0		
98. Thinking about household repairs in this house, which of these have been done?								
99. Replace water heater Y?	1=yes, 0=no	1	0		1	0		
100. Replace water heater DIY?	1=yes, 0=no	1	0		0	0		
DIY adder		1	0	0	-1	0		
101. Install new flooring or tile Y?	1=yes, 0=no	0	0		1	0		
102. Install new flooring or tile DIY?	1=yes, 0=no	0	0		0	0		
DIY adder		0	0	0	-1	0		
103. Install new sink or toilet Y?	1=yes, 0=no	0	0		0	1		
104. Install new sink or toilet DIY?	1=yes, 0=no	0	0		0	1		
DIY adder		0	0	0	0	1		
105. Repair toilet Y?	1=yes, 0=no	0	0		1	1		
106. Repair toilet DIY?	1=yes, 0=no	0	0		1	0		
DIY adder		0	0	0	1	-1		
107. Repair wall / drywall Y?	1=yes, 0=no	0	0		0	1		
108. Repair wall / drywall DIY?	1=yes, 0=no	0	0		0	0		
DIY adder		0	0	0	0	-1		
109. Install new light fixture or ceiling fan Y?	1=yes, 0=no	0	0		1	0		
110. Install new light fixture or ceiling fan DIY?	1=yes, 0=no	0	0		1	0		
DIY adder		0	0	0	1	0		
111. Paint exterior of house Y?	1=yes, 0=no	0	0		1	0		
112. Paint exterior of house DIY?	1=yes, 0=no	0	0		0	0		
DIY adder		0	0	0	-1	0		
113. Refinish or refurbish furniture Y?	1=yes, 0=no	0	0		0	0		
114. Refinish or refurbish furniture DIY?	1=yes, 0=no	0	0		0	0		
DIY adder		0	0	0	0	0		
115. Paint an interior room Y?	1=yes, 0=no	0	0		0	1		
116. Paint an interior room DIY?	1=yes, 0=no	0	0		0	0		
DIY adder		0	0	0	0	-1		
117. Install closet organizer Y?	1=yes, 0=no	0	0		0	0		
118. Install closet organizer DIY?	1=yes, 0=no	1	0		0	0		
DIY adder		0	0	0	0	0		
DIY score		2	1	0	1	-1		0.6

Appendix 4

Demand Curve Answers

On the viability of subscription patrol and restitution services

by Gil Guillory and Brian Drake

Note: 1=yes, 0=no

P&R price point, $/mo	sums PR only	HM only	both
5	0	0	4
10	0	1	3
15	0	1	3
20	0	1	3
25	0	1	3
30	0	2	2
35	0	2	2
40	0	2	2
45	0	2	2
50	0	2	2

	1-1	2-1	2-2	2-3	2-4
	PR only	PR only	PR only	PR only	PR only
5	0	0	NR	0	0
10	0	0	NR	0	0
15	0	0	NR	0	0
20	0	0	NR	0	0
25	0	0	NR	0	0
30	0	0	NR	0	0
35	0	0	NR	0	0
40	0	0	NR	0	0
45	0	0	NR	0	0
50	0	0	NR	0	0
	HM only	HM only	HM only	HM only	HM only
5	0	0	NR	0	0
10	0	0	NR	1	0
15	0	0	NR	1	0
20	0	0	NR	1	0
25	0	0	NR	1	0
30	0	1	NR	1	0
35	0	1	NR	1	0
40	0	1	NR	1	0
45	0	1	NR	1	0
50	0	1	NR	1	0
	both	both	both	both	both
5	1	1	NR	1	1
10	1	1	NR	0	1
15	1	1	NR	0	1
20	1	1	NR	0	1
25	1	1	NR	0	1
30	1	0	NR	0	1
35	1	0	NR	0	1
40	1	0	NR	0	1
45	1	0	NR	0	1
50	1	0	NR	0	1

Appendix 5

Interview Notes

On the viability of subscription patrol and restitution services

date	sequence	number	notes
4-Feb-06	1	1-1	Older man, at the home of her daughter. Both man and daughter subscribe. Quality of interview suspect, due to both clarity of responses and perceived fatigue near end of interview.
11-Feb-06	2	2-1	Middle-aged widow, owner of the home, lives with her two daughters and sister. Quality of interview suspect, due to language barrier.
11-Feb-06	3	2-2	Middle-aged woman and mother. Subscribed to home monitoring because it came with her house, but not satisfied with service. Terminated interview because guests arrived at her house.
11-Feb-06	4	2-3	Older man, lives with a woman in her fifties. Satisfied with home monitoring services, wants more patrol in his neighborhood.
11-Feb-06	5	2-4	Middle-aged man, husband and father. Moved from L.A., where his condo complex used private security. Impressed with security services there, open to use in The Woodlands. Disclosed "old felony conviction" keeps him from owning a gun.

Home Security Issues

This is a survey about home security issues. The survey results will result in an academic paper.

Thinking about home security, what are your biggest gripes or unsolved problems?

Regarding the problem(s) above, how do you handle this/these now? How would you like this to change?

Protection - How do you keep your household safe? What about that is working well, and what about that is not working well?

Prevention - For your household, how do you deter crime? What about that solution is working well, and what about that solution is not working well?

Your Sex

- male
- female

Marital status

- single
- married
- divorced
- widow(er)

Your household income per year

- 0 - $20,000
- $20,000 - $50,000
- $50,000 - $75,000
- $75,000 - $100,000
- $100,000 - $150,000
- $150,000 - $200,000
- $200,000 - $250,000
- $250,000 - $300,000
- $300,000 - $400,000
- $400,000 - $500,000
- $500,000 +

Select all that are true

- [ ] own a dog
- [ ] own a gun
- [ ] subscribe to home monitoring services
- [ ] change my own oil

- [ ] have a cell phone
- [ ] have a taser
- [ ] have a handgun for self-defense
- [ ] have a concealed carry permit
- [ ] subscribe to satellite or cable TV
- [ ] live in an apartment
- [ ] own my own home

ZIP code in which you live

I live in an area...

- ( ) with low crime
- ( ) with low crime, but near areas with high crime
- ( ) with average crime
- ( ) with high crime

Knowledge - Do you gather information on crime in your area? If so, how do you do it?

How much do you spend on home security, and on what do you spend?

Age

- ( ) under 18

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - 84
- 85 or older

Do you have any comments about security or the questionnaire?

Submit

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Timestamp	2/10/2009 6:20:41	2/10/2009 6:44:12	2/10/2009 7:07:50	2/10/2009 7:32:42	2/10/2009 10:07:41	2/10/2009 12:58:56	2/10/2009 16:47:48	2/11/2009 8:43:01
Thinking about home security, what are your biggest gripes or unsolved problems?	no problems. worry is counterproductive. just get on with life.	Not really any major issues. However - lack of access monitoring comes to mind	Seems to be quite a bit of gang activity in the local area. Tagging fences, etc. The local gas station looks like a fortress at night when it puts up all the steel shutters.	Lack of Fire Stations in rural area. Lack of sherff's patrols	I live in a townhouse development, in a declining residential area. Foot traffic crosses my front yard which hasn't been a problem so far. There have been some stick ups and break ins in the area, some apparently from neigbors that know the occupants routines in some buildings.	I live in an apartment complex with security gating to get into the complex, and additional security gating to get into the courtyard areas where the front doors of the apartments are located. There are two recurring security issues at this complex: 1) exterior gates being forced open, and 2) lighting - both in the carport areas, and in the courtyards.	I don't know how to use the ADT system that's installed in my home.	I have not had much of the problem. The main gripes with my hardwire system is finding the broken links sometimes. When they installed hard wire system they did not do very good job in getting the wires installed properly (I mean they are all over the attic and it would have been nice to lay it out properly so it is easy to follow). The other issue has been the window links and sensors on the glass windows keep coming out since they are generally glued on the glass and with the age of the system it has to be maintained.
Regarding the problem(s) above, how do you handle this/these now? How would you like this to change?	happy and confident there are no problems.	Considering a computer based cameras.	Report gang activity and make sure no attractive items are left in view. Lock gate at all times, eliminates easy access to the back of the house and would force thieves to lift large items over the fence. Make sure the insurance policy is paid up.	Depend on fire stations 5 miles away. Build closer stations. Watch out for neighbors.	I plan to move. In the interim, I've tried rose bushes but they didn't slow them down long. May have to get a bigger bush. Don't check my mail at the communal box but 1-2 times a week, because of the neigborhood.	Answer to your 1st question: Preparation. Answer to your 2nd question: The management at this complex has been getting better at repairing these issues, often by the next day, so things are improving which is what everyone likes. When instances do occur, such as the exterior gates being forced open at night, I become extra alert when entering the area, and spend little time in my vehicle upon parking while making sure that my key is ready for the next entry gate into the courtyard. Once in the courtyard, I scan the area to see if there are any individuals near by, and assess the route to my apartment from there.	I would like to know the access code and be able to utilize the system without having to go through ADT	I would like to have the system where the problems can be easily found by myself and I can replace it, just like what I do with the back-up battery and without having to get a technician out who charges a lot of money. I also have a 24 hour monitoring with the same company. They are very good in service. They would call if there is anything unusual. I have not had any falls alarm in last 10 years except when I open the door in the morning without shutting the system down.
Protection - How do you keep your household safe? What about that is working well, and what about that is not working well?	i've done as much as would be reasonable to do. once you have done that you should stop worrying and get on with your life.	What seems working well: 1. loosely organized neighborhood watch; people actively involved 2. good police monitoring, relatively low crime area 3. used to have a large dog with a visible presence	Alarm system seems to have been a good deterrent. Smoke detectors in all the bed rooms and main rooms.	Locks, itema hidden from view, Guns. We live in a low crime area. I have been robbed twice in 30 years. Total loss was less than $1000.	2nd Amendment. Better than the Presidential Election system.	I try not to have valuables within the line of sight of an open door, or windows such as my purse, etc. I check all doors to make sure that they are locked, and windows securely closed. So far, everything has worked well.	Honestly, we don't. We live in the country and are too trusting. We bring the car keys in the house, most of the time. We lock all doors at night. We rely heavily on our dog to alert us to any visitors. He does a pretty good job.	See above - 24 hour monitoring abd have good neighbor relations. Look after each other
Prevention - For your household, how do you deter crime? What about that solution is working well, and what about that solution is not working well?	i have a layered defense. locking doors, paying for a security service are available for all to see. no one will ever know what i'm doing past that unless they challenge my security. not even poll takers i trust.	1. Aware of what's going on in the surrounding area 2. Keep the doors looked 3. Window stoppers 4. Security monitoring system 5. Participate in a loosely organized neighborhood watch	Above items seem to be working.	Dogs, hidden items	Put lights on Timers, draw shades, stop newspapers. Would consider a barking dog alarm and motion detectors.	I do not open the door, unless I am expecting someone. I also refrain from doing certain chores at night such as taking out the trash, and I try to do any grocery shopping during daylight hours. So far, these actions have worked well at detering crime. One thing I have to admit that I don't have a great plan of action for is traveling and having to leave very early in the morning or returning late at night with luggage. There was an instance when I had to leave very early to get to the airport and there were some suspicious individuals in the carport area not far from my vehicle doing some very suspicious activities. I went on my way without any conflict, but I was extremely concerned as I was very vulnerable with a couple of carry-on bags, and no hands really free to protect myself. I have often considered getting a handgun permit, but as of yet, have not done so.	We just installed an automatic gate closer to close gates to drive way. The property is fenced. Also, I keep guns if necessary.	I have found that if you have good neighbors and good relationship, it goes a long way. Also the neighborhood subdiivision needs active involvement. (If they have multiple break-ins in the subdivision, the housing association must take active interest and have put pressure on the police). Again, we have been fortunate in the last 20 years. Last 10 being genrally no one home during the day.
How much do you spend on home security, and on what do you spend?	enough - and i'm not telling anyone else	Security system; $35/month	Locks and gates. Most of this is not ongoing. If someone were try to make a living on my security needs they would starve to death!	None	estimated $100-200/year.	I haven't spent anything on home security, as I chose an apartment complex that satisfies my need (for the most part) in this area.	Nothing outside of fencing and gate opener, and guns.	Now very little except the 24 hour monitoring which cost less than $15 per month and generally once in ayear have the system checked by the technician. The hardwire problems are not frequent, but when that happens the cost can be several hundred dollars to find and fix.
Your Sex	male	male	male	male	male	female	male	male
Marital status	married	married	single	married	divorced	single	married	married
Your household income per year	$100,000 - $150,000	$150,000 - $200,000	$100,000 - $150,000	$150,000 - $200,000	$100,000 - $150,000	$50,000 - $75,000	$200,000 - $250,000	$150,000 - $200,000
Select all that are true	own a dog, own a gun, subscribe to home monitoring services, have a cell phone, have a handgun for self-defense, subscribe to satellite or cable TV, own my own home	subscribe to home monitoring services, have a cell phone, subscribe to satellite or cable TV, own my own home	own a gun, have a cell phone, have a handgun for self-defense, own my own home	own a dog, own a gun, change my own oil, have a cell phone, have a handgun for self-defense, own my own home	own a gun, have a cell phone, have a handgun for self-defense, have a concealed carry permit, own my own home	have a cell phone, subscribe to satellite or cable TV, live in an apartment	own a dog, own a gun, change my own oil, have a cell phone, subscribe to satellite or cable TV, own my own home	subscribe to home monitoring services, have a cell phone, own my own home
ZIP code in which you live	77494	77479	77088	77406	77090	77027	77406	77478
Age	55 - 64	55 - 64	55 - 64	55 - 64	55 - 64	35 - 44	55 - 64	55 - 64
Do you have any comments about security or the questionnaire?	the most important aspect of personal/family security and safety is situational awareness. every moment of your life should be treated with the same respect and attention as a soldier on point applies to his task.	How is this info safeguarded? Do not publish details.	I am wondering why you are doing this!	No	I think we need to use the Swedish and Israeli model. Sweden spends more on defence per capita than anyone. Goblins have to deal with targets with a bite.		Can you teach me how to use my home security system?	No. One of those days may be thinking to get rid of what I have and get wireless.
Knowledge - Do you gather information on crime in your area? If so, how do you do it?	crime is not worth worrying about	Yes, from the local paper	Yes-new and neighbors.	Local news paper, internet	Not really.	The apartment complex does a great job at notifying the residents of crime that has occurred. Most of the crime reported centered around vehicle breakins.	No.	Generaly No except keep up with local news and paper to see what is happening in the neighborhood
I live in an area...	with low crime	with low crime	with high crime	with low crime	with high crime	with high crime	with low crime	with low crime

Timestamp	2/12/2009 7:58:17	2/12/2009 16:52:05	2/16/2009 10:59:16	2/17/2009 14:37:05	2/26/2009 16:53:07	2/26/2009 18:23:07
Thinking about home security, what are your biggest gripes or unsolved problems?	None	Neighborhood dogs in my yard.	My bigest fear is having someone break in the house when my family is in the house. The key pad for home monitoring system is on the firs floor and all bedrooms are on the second. How to protect/hide children in situation like that. Where to hide them or get them to escape thru bedroom windows?	That people in the suburbs continue to worry about safety, when other/greater problems plague the world	If you are wanting to know about personal home security systems, the biggest complaint that I have is that the systems can be triggered by weather events such as a high wind. These send in false alarms.	Some parts of security are contollable, others are not. The focus needs to be on the controllable factors which include minimizing the opportunity to be a victim and avoid being a target. That can be accomplished to some extent by taking precautions such as locking doors and windows, keeping your property clean and well lit, being on the lookout for "suspicious" people, and many other reasonable actions. The uncontrollable factor is the criminal themselves. A highly motivated criminal is difficult to stop. Once in your neighborhood, there could be a problem. The key is to make your neighborhood and your house and property very unattractive to a potential criminal by reducing the opportunities for easy pickings.
Regarding the problem(s) above, how do you handle this/these now? How would you like this to change?	N/A	I chase them out when I see them. They come around at night when I sleep	Need to get key pad installed on second floor. Improve self-defense skills. Talking to my kids of good "hiding" places in their rooms.	I would like people to stop worrying about just themselves in this world and take on some social justice issues	Having the security company call us first, responders second. Don't really like this because that means a delay in a real emergency of the responders being contacted. Would like for systems to be reprogrammed to recognize the difference between a weather related entry as opposed to a break-in.	Routine security patrols, alarm systems with signs indicating that the property is protected, keeping the property well lit etc. Increased security patrols from local law enforcement would be helpful as well as neighborhood watches and increased vigilance from everyone.
Protection - How do you keep your household safe? What about that is working well, and what about that is not working well?	Alarm System, keep doors and gates locked, vigilant neighbors, guns All are working well.	Yard lights in the yard and guns inside the house. They both work very well.	Being aware of my surounding all the time. I always keep one car in the garage and one on the driveway. If going away we leave one car on the driveway so it looks like someone is home. Always leave light on in one of the rooms in the house and alarm activated. When at home always keep doors locked.	I lock my doors and our neighborhood watches out for one another when possible. It works well enough i guess, if someone wants to break in then a security system isnt going to stop them really, they will still do it.	We have a security monitoring system for our home. Gives us a sense of security that we enjoy, as for the the not working well - see item above on false alarms.	Described above.
Prevention - For your household, how do you deter crime? What about that solution is working well, and what about that solution is not working well?	Same as above	Keep the garage doors closed when we are not home		Park cars in the gate and dont put expensive things that are easy to carry out in the open of the front room.	We have signs posted about the existence of the security monitoring system and that seems to be working well. Why break into a house where you have to deal with a system, why not go to another house that is not monitored? Would rather live in an area that does not have to worry about that sort of thing.	Constantly reminding everyone in the housdehold to be aware of their surroundings, take nothing for granted and continue to tkae the actions described.
How much do you spend on home security, and on what do you spend?	Alarm System - $30.00 month	$0.	Monthly Monitoring Fee	$0...	Monthly monitoring fees of approx. $40.	Minimal amount
Your Sex	male	male	female	male	female	male
Marital status	married	married	married	married	married	married
Your household income per year	$150,000 - $200,000		$100,000 - $150,000	$150,000 - $200,000	$100,000 - $150,000	
Select all that are true	own a gun, subscribe to home monitoring services, have a cell phone, have a handgun for self-defense, subscribe to satellite or cable TV, own my own home	own a gun, change my own oil, have a cell phone, own my own home	subscribe to home monitoring services, have a cell phone, subscribe to satellite or cable TV, own my own home	own a dog, have a cell phone, subscribe to satellite or cable TV, own my own home	own a gun, subscribe to home monitoring services, have a cell phone, have a handgun for self-defense, have a concealed carry permit, subscribe to satellite or cable TV, own my own home	have a cell phone, subscribe to satellite or cable TV, live in an apartment
ZIP code in which you live	77433			77009	77041	77096
Age	55 - 64	45 - 54	35 - 44	25 - 34	45 - 54	55 - 64
Do you have any comments about security or the questionnaire?					Some of the select items for what are true statements did not seem to have anything to do with security - really random.	
Knowledge - Do you gather information on crime in your area? If so, how do you do it?	By reading the local newspapers and community/development news letter.	No	Yes. Web sites, local newspapper, keeping in touch with my neighbors...	No	By internet and local news.	Apartment complex does a good job of crime awareness and mitigation
I live in an area...	with low crime	with average crime	with low crime	with average crime	with low crime, but near areas with high crime	with average crime

Home Security Issues

This is a survey about home security issues. There are 3 parts to the survey.

Narrative Section:

(Note mp3 number)

Thinking about home security, what are your biggest gripes or unsolved problems?

Regarding the problem(s), how do you handle this/these now? How would you like this to change?

Protection - How do you keep your household safe? What about that is working well, and what about that is not working well?

Prevention - For your household, how do you deter crime? What about that solution is working well, and what about that solution is not working well?

Knowledge - Do you gather information on crime in your area? If so, how do you do it?

How much do you spend on home security, and on what do you spend?

That completes the first part of the survey. The second part of the survey is about potential security services.

1. A security company offers a monthly newsletter on crime. It shows your house on a map and plots all the crime that occured in the last month within a 10-mile radius of your house, and for each crime gives a description of the type of crime with details; whether a suspect was caught; and what the impact to the victim was. Also included in the monthly report are helpful articles on improving personal and home security by security experts. How much would you expect to pay for this service in dollars per month?

Would you subscribe to a service like this? (yes/no)

2. A security company offers to check the integrity of your home while you are away on vacation. Each day, they check the house twice for signs of vandalism, theft, or burglary. If something is found, they call you, your insurance company, and/or the police -- as you wish. How much would you expect to pay for this service in dollars per day?

Would you pay for a service like this? (yes/no)

3. A security company offers to come to your house when you call them, to escort you from your vehicle to your door, or from your door to your mailbox, or any other short distance, such as to the bus stop. The company expects that you would only pay for this service from time to time, when suspicious people were around, or when you felt particularly concerned about your security. How much would you expect to pay for this service in dollars per call?

Would you pay for a service like this? (yes/no)

How often do you think you'd use it?

4. A security company offers to feed and water pets, and/or bring in the mail, and/or bring in or bring out the trash, and/or other simple tasks, while you are away on vacation. You would provide them with a key to your house for these purposes, but they are responsible for the security of your house and they are covered by an insurance company. How much would you expect to pay for this service in dollars per day?

Would you pay for a service like this? (yes/no)

5. A security company offers to patrol near and around your house to deter crime. They offer this to everyone in the neighborhood. Each household that chooses to subscribe pays a fixed subscription per month. The more people on your street that subscribe, the more time the patrol spends near, on, and around your street. Also, the security company would be on-call anytime you need assistance at your home. How much would you expect to pay for this service in dollars per month?

Would you pay for a service like this? (yes/no)

6. A security company offers to cover you financially in case of property crime losses. For instance, if your home is burglarized and the perpetrators steal expensive electronics worth $1500, and your homeowner's insurance deductible is $1000, the insurance company would only pay you $500. If you subscribe to this security service, the security company would pay you the other $1000, so that you would not be out any money. How much would you expect to pay for this service in dollars per month?

Would you pay for a service like this? (yes/no)

7. A security company offers to cover you financially in case of personal crime losses. For instance, a person in your home is raped by an intruder. Your medical bills are large (the average rape produces medical bills totalling $5000), and only a portion of the bill is paid by your medical insurance (many plans will only cover $4000 of the $5000). If you subscribe to this security service, the security company would pay you the other $1000, so that you would not be out any money. How much would you expect to pay for this service in dollars per month?

Would you pay for a service like this? (yes/no)

8. People are sometimes unsatisfied with the response of police to crimes perpetrated against them. A security company offers to come to your house when called, and investigate the scene of a vandalism, theft, or burglary. The security company will investigate every lead in the case until it spends 3 working days on the investigation, or finds the perpetrator -- whichever comes first. The company will give you an investigation report. How much would you expect to pay for this service in dollars per incident?

If the service above were offered as a benefit against a subscription, then the cost per incident would be much lower, since few subscribers would experience a crime to be investigated. If a security company offered an investigation service on a subscription model, how much would you expect to pay for the service in dollars per month?

Would you pay for an investigation service?

yes, by the incident
yes, by the month
no

Now, we're on the 3rd part, which is quick and simple.

Demographics Questions:

Your Sex

M male
F female

Marital status

S single
M married
D divorced
W widow(er)

Your household income per year

A 0 - $20,000
B $20,000 - $30,000
C $30,000 - $40,000
D $40,000 - $50,000
E $50,000 - $60,000
F $60,000 - $70,000
G $70,000 - $80,000
H $80,000 - $100,000
J $100,000 - $150,000
K $150,000 - $200,000
L $200,000 - $250,000
M $250,000 - $300,000
N $300,000 - $400,000
P $400,000 - $500,000
Q $500,000 +

Select all that are true

0 own a dog
1 own a gun
2 subscribe to home monitoring services
3 change my own oil
4 have a cell phone
5 have a taser
6 have a handgun for self-defense
7 have a concealed carry permit
8 subscribe to satellite or cable TV
9 live in an apartment
own my own home

ZIP code in which you live

I live in an area...

A with low crime
B with low crime, but near areas with high crime
C with average crime
D with high crime

Age

1 under 18
2 18 - 24
3 25 - 34
4 35 - 44
5 45 - 54
6 55 - 64
7 65 - 74
8 75 - 84
9 85 or older

Survey	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Price 1	20	100-200	0	0	50	20	10	2	20	2	15-20	10	6	10-15	10-20	70-100	5-10	5-10	10	20
YN 1	Y	N	N	N	Y	Y	Y	Y	N	N	Y	Y	Y	Y	N	Y	Y	Y	Y	Y
Price 2	2	11	10	1	10-15	10	10	50	30	8	300	15	-	5	2	40-50	100-200	40	10-20	50
YN 2	Y	Y	Y	N	Y	Y	N	IF $	N	N	Y	Y >1WK	N	M	N	Y	Y	M	Y	Y
Price 3	5-10	20	-	5	30-40	20-30	20	100	10	3	50	10	20	30	-	40-50	25-35	30-50	20-40	50
YN 3	Y	Y	N	M	N	N	Y	N	N	N	N	N	N	Y	N	N	Y	Y	N	Y
freq	every 2 mos	3 / WK	-	0	-	-	-	-	-	-	-	-	-	2/WK	-	-	2/MO	3-4/YR	-	6/WK
Price 4	10	20	-	10	50	10-15	20	50-60	20	5	150	20	40	7	1	40-50	25-50	75	10-20	50
YN 4	Y	N	N	Y	Y	Y	Y	N	Y	Y	Y	Y	N	N	N	Y	Y	Y	Y	N
Price 5	20	40	5	30	150-200	75	100	40	40	45	25	75	12	50	30	80	25-50	100-200	20-40	25
YN 5	Y	Y	Y	Y	Y	N	Y	N	N	N	Y	Y	N	M	N	Y	Y	M	Y	Y
Price 6	20	40	30	-	150	25	20	40-50	35	25	100	50	25-30	20	30	250-300	100	40-50	20	200
YN 6	Y	Y IF	M	N	Y	N	Y	Y	N	Y	Y	Y	Y	N	N	Y	Y	Y	N	Y IF
Price 7	10	40	30	30	150-200	25	50	30	50	15	150	30	100	16	30	300	50-60	75	20-30	200
YN 7	Y	Y IF	Y	Y	IF MAR	Y	Y	IF $	Y FUT	N	Y	N	Y	N	N	Y	Y	M	N	Y
Price 8A	100	25	5	10	100	500	200	200-300	100	25	200	150	100	300-500	400-500	500	150-175	1000-1500	200	150
Price 8B	20	10	25	10	50	25-50	20-25	70-100	25	15	100	30-35	10	20	30	150	25	70	40	75
I-M-N	I	I	N	I	N	M	I	I	N	N	M	I	N	EITHER	M	M	N	I	N	I
Sex	M	F	F	M	M	F	F	M	M	M	F	M	M	F	M	M	F	F	M	F
Marital	S	M	M	M	S	D	D	S	S	D	S	S	S	M	M	S	S	S (M)	M	D
INC	G	B	C	H	J	E	E	A	C	C	B	B	A	J	B	D	C	F	J	C
0	Y			Y				Y	Y	Y	Y	Y	Y			Y	Y	Y	Y	
1	Y	Y		Y	Y		Y		Y	Y	Y	Y	Y	Y		Y			Y	
2	Y				Y	Y	Y							Y						
3	Y	Y			Y			Y	Y	Y	Y	Y	Y			Y	Y			Y
4	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y
5																Y	Y			
6	Y	Y		Y	Y		Y			Y			Y		Y	Y				
7	Y	Y									Y				Y					
8	Y		Y	Y	Y	Y					Y	Y		Y		Y	Y		Y	Y
9									Y		Y	Y				Y	Y	Y		Y
#	Y	Y	Y	Y	Y	Y	Y			Y			Y	Y	Y				Y	
ZIP	77304	77338	77045	77373	77381	75013	77065	77357	77301	75964	77379	77380	77383	77069	77506	77381	73119	77038	77318	77380
crime	C	C	A	A	A	A	A	A	B	A	B	C	A	B	A	C	D	C	A	B
Age	3	5	6	5	5	4	3	2	2	5	2	2	1	6	7	3	3	2	4	3

Survey	22	23	24	25	26	27	28	29	31	32	33	34	35	36	37	38	39
Price 1	50-75	30	20	35	100	10-20	<10	10	15	15-30	5	20	20	10	2.5-5	9.99	-
YN 1	Y	Y	M	N	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y	N	N
Price 2	25	10	20-30	15	150	10-15	80-100	3	50	125	30	10-15	10-15	5-10	10	40	-
YN 2	Y	Y	N	Y	N	N	N	N	Y	Y	N	Y	Y	Y	M	Y IF	N
Price 3	50	50	100	100	75	30	15	25	20	25	20	30	20-30	30	10-15	100	-
YN 3	Y	N	N	N	N	Y	N	N	Y	Y	N	Y	Y	N	N	Y	N
freq	1/MO	-	-	-	-	NEVER	-	-	3/WK	2/MO	-	2/MO	1/YR			2/MO	-
Price 4	45	10	100	250	125	20	15-20	3	60	35-50	20	100	50	5	15	60	-
YN 4	N	N	N	N	N	N	N	N	N	Y	M	Y	Y	N	N	N	N
Price 5	30	30	20-30	50	75	50-75	50	50	60	25	100	200	100	300	10	50-60	25
YN 5	Y	Y	N	Y	N	Y	N	N	N	Y	N	Y	Y	N	Y	Y	N
Price 6	30	10-15	50	65	125	40-50	15-20	10	40	25-35	30-40	150	50	500	10	49	-
YN 6	Y	Y	Y	Y	N	Y IF	N	N	Y	Y	N	Y	Y	Y	Y	Y	N
Price 7	50	10-15	50	90	175	75-100	75-100	10	60	35-40	10	100	100	150	5-10	49	-
YN 7	Y	Y	UNK	Y	Y	Y	N	N	N	Y	N	Y	Y	N	M	Y	N
Price 8A	100	100	1000	100	150	200	250	100	100	150-250	150-200	500	300	300	50-100	200	600
Price 8B	50	10-20	100	50	50	30	25	60	40	35	40	100	20	75	50	100	100
I-M-N	I	I	I	N	M	N	N	N	I	I	N	M	I	N	M	I	I
Sex	F	M	M	M	F	M	F	M	F	F	M	F	F	M	M	M	F
Marital	S	M	M	M	M	S	S	D	M	S	S	M	M	S	M	M	D
INC	C	C	J	H	E	C	A	C	G	B	B	E	D	C	H	E	A
0		Y	Y				Y	Y			Y	Y	Y				
1			Y	Y	Y	Y			Y		Y		Y	Y	Y		
2									Y		Y				Y		
3		Y	Y	Y		Y	Y				Y	Y		Y		Y	
4	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
5			Y	Y		Y			Y	Y							
6			Y	Y	Y	Y			Y		Y				Y		
7			Y	Y	Y	Y			Y						Y		
8	Y		Y	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
9				Y	Y	Y				Y				Y		Y	
#	Y	Y	Y					Y	Y		Y	Y			Y		Y
ZIP	77338	78562	77320	77090	77342	77340	77357	77090	77396	77070	77388	77386	77385	77388	77520	77032	77090
crime	A	B	B	B	B	B	C	B	A	B	B	C	A	A	A	B	D
Age	2	2	4	3	3	2	2	7	4	5	2	3	2	2	4	3	6