“Peer Effects in the Diffusion of Solar Photovoltaic Panels”

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  - **Industry**
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  - **Estimation Strategy**
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- New York Times

"Installers (…) [are] taking advantage of hefty tax breaks, creative financing techniques and a glut of cheap, Chinese-made panels to make solar power accessible to the mass market."

"The overall approach is generally the same: Customers agree to pay a fixed monthly charge or rate (…) and the companies that finance the systems pay for the installation and take the value of any tax breaks."

"[Consumer] stumbled across Roof Diagnostics, a local company that offered him a solar system at a price he could not refuse: free."

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“Why does consumer i purchase a car able to run on both gasoline and ethanol (FFV)?”

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