

Energy and Behavior Survey: SELF-OTHER ORDER

Dear Participant:

Your involvement in this study will help us understand behaviors related to energy consumption. Thank you for your time and help with this effort.

Please note that participation is voluntary. The survey is anonymous, and no one will know what answers you give. For this reason, please do not type your name or anyone else's name anywhere in the survey. The survey is relatively brief and should not take any more than 10 minutes to complete.

Thank you again for participating in this study. The asterisks denote questions for which you must provide answers for before going to the next screen. If you feel uncomfortable in answering any question, you can exit the survey. On completing the survey, you will be paid via \$3 MTurk within 72 hours. There is a limit of one gift certificate per person.

If you have any questions, please do not hesitate to send me an email at: sattari@indiana.edu.

Sincerely,
Shahzeen Attari

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1. OPEN-ENDED SELF QUESTION

In your opinion, what is the single most effective thing that ***you*** could do to use less energy in your life?

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2. OPEN-ENDED OTHER QUESTION

In your opinion, what is the most effective thing that ***Americans*** could do to use less energy in their life?

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3. CLOSED-ENDED SELF QUESTION

Which of the following behaviors is the single most effective behavior that ***you*** could do to use less energy in your life? (*Please check one behavior*)

- Turn off lights and appliances when not in use
- Drive less and use other forms of transportation
- Buy green energy from my utility provider
- Use energy-efficient bulbs
- Change settings on the thermostat (turning up air-conditioner in the summer and turning down thermostat in winter)
- Consume less
- Buy a fuel-efficient car

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4. CLOSED-ENDED OTHER QUESTION

Which of the following behaviors is the single most effective behavior that Americans could do to use less energy in your life? (*Please check one behavior*)

- Turn off lights and appliances when not in use
- Drive less and use other forms of transportation
- Buy green energy from my utility provider
- Use energy-efficient bulbs
- Change settings on the thermostat (turning up air-conditioner in the summer and turning down thermostat in winter)
- Consume less
- Buy a fuel-efficient car

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5. EASE/DIFFICULTY OF ENERGY-SAVINGS BEHAVIORS

Please indicate how easy or hard it would be for you to make each of the following changes. Please consider all aspects of the changes, including the physical or mental effort required, the time or hassle involved, and any relevant monetary costs.

If you already engage in the activity please check the option on the far left.

	Do it already	Extremely easy	Very easy	Somewhat easy	Neither easy nor hard	Somewhat hard	Very hard	Extremely hard
Turning off lights and appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving less and using other forms of transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying green energy from utility provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using energy- efficient bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changing settings on the thermostat (turning up air- conditioner in the summer and turning down thermostat in winter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming less	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying a fuel- efficient car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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6. EFFECTIVENESS OF ENERGY-SAVINGS BEHAVIORS

Please indicate how effective or ineffective each of the following behaviors is in terms of decreasing an individual's energy use.

	Extremely ineffective	Very ineffective	Somewhat ineffective	Neither ineffective nor effective	Somewhat effective	Very effective	Extremely effective

Turning off lights and appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving less and using other forms of transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying green energy from utility provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using energy-efficient bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changing settings on the thermostat (turning up air-conditioner in the summer and turning down thermostat in winter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming less	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying a fuel-efficient car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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7. APPLICABILITY OF ENERGY-SAVINGS BEHAVIORS

Please indicate how applicable or not applicable each of the following behaviors is to your life. In considering how applicable each behavior is, consider whether the behavior is relevant to your life.

	Very applicable	Somewhat applicable	Not at all applicable
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Turning off lights and appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving less and using other forms of transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying green energy from utility provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using energy-efficient bulbs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Changing settings on the thermostat (turning up air-conditioner in the summer and turning down thermostat in winter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming less	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying a fuel-efficient car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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8. ATTITUDES (PRO-ENVIRONMENTAL VIA NEP SCALE)

Please indicate how strongly you agree or disagree with each of the following statements.

	<i>Completely agree</i>	<i>Agree</i>	<i>Somewhat agree</i>	<i>Neither agree nor disagree</i>	<i>Somewhat disagree</i>	<i>Disagree</i>	<i>Completely disagree</i>
We are approaching the limit of the number of people the earth can support.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Humans have the right to modify the natural environment to suit their needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When humans interfere with nature it often produces disastrous consequences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human ingenuity will insure that we do NOT make the earth unlivable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans are severely abusing the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The earth has plenty of natural resources if we can just learn how to develop them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plants and animals have as much right as humans to exist.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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ATTITUDES (PRO-ENVIRONMENTAL VIA NEP SCALE) CONTINUED

Please indicate how strongly you agree or disagree with each of the following statements.

	<i>Completely agree</i>	<i>Agree</i>	<i>Somewhat agree</i>	<i>Neither agree nor disagree</i>	<i>Somewhat disagree</i>	<i>Disagree</i>	<i>Completely disagree</i>
The balance of nature is strong enough to cope with the impacts of modern industrial nations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Despite our special abilities, humans are still subject to the laws of nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The so-called “ecological crisis” facing humankind has been greatly exaggerated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The earth is like a spaceship with very limited room and resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans were meant to rule over the rest of nature.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The balance of nature is very delicate and easily upset.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans will eventually learn enough about how nature works to be able to control it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If things continue on their present course, we will soon experience a major ecological catastrophe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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CLIMATE CHANGE ATTITUDE QUESTIONS

Please indicate how strongly you agree or disagree with each of the following statements.

	<i>Completely agree</i>	<i>Agree</i>	<i>Somewhat agree</i>	<i>Neither agree nor disagree</i>	<i>Somewhat disagree</i>	<i>Disagree</i>	<i>Completely disagree</i>
Humans are responsible for global warming and climate change.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humans do not need to change their lifestyles to address global warming and climate change.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I believe that my actions contribute to global warming and climate change.

I believe that I need to change my lifestyle to address global warming and climate change.

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9. NUMERACY

To answer the following questions, please enter whole numbers or decimals with no other text (not ranges or percent signs).

Imagine that we flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?

In the BIG BUCKS LOTTERY, the chance of winning a \$10 prize is 1%. What is your best guess about how many people would win a \$10 prize if 1000 people each buy a single ticket to BIG BUCKS? _____

In ACME PUBLISHING SWEEPSAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSAKES win a car? _____

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10. DEMOGRAPHICS

Please answer the following questions about yourself and your situation. Your confidential answers will help us understand the types of people who have completed the survey.

Do you think you could use less energy in your home if you tried?

_Y _N

Would you like to consume less energy in your home if you could?

_Y _N

About how much was the last monthly electric bill for your household? Please provide a dollar amount (rounded to the nearest dollar) with no other text. Your best estimate is fine. ____

About how much did your household pay for gas (for transportation) last month? Please provide a dollar amount (rounded to the nearest dollar) with no other text. Your best estimate is fine. ____

How many people are there in your household? ____

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Do you rent or own the place where you live?

Rent

Own

In the last election, for whom did you vote?

- Barack Obama
- John McCain
- An Independent candidate
- Chose not to vote
- Could not vote
- Do not want to divulge

How would you describe your political beliefs?

Extremely liberal	Liberal Extremely liberal	Slightly liberal	Moderate	Slightly conservative	Conservative conservative
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What is your sex?

Female

Male

What is your age? _____

During 2008, what was your yearly household income before tax? Your best estimate is fine.

- Did not have an income
- < \$20,000
- \$20,000 - \$50,000
- \$50,000 - \$80,000
- \$80,000 - \$110,000
- \$110,000 - \$140,000
- \$140,000 - \$170,000
- >\$170,000

What is the highest level of education that you have completed?

- Some schooling, but no diploma or degree
- High school diploma or GED
- Some college
- College degree
- Some graduate school
- Graduate degree

Your ZIP code? _____

Do you have any additional thoughts about energy use or energy conservation, or any comments about the survey that you would like to share with us?

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11. THANK YOU

Thank you for completing this questionnaire! You will receive a payment of \$5 within 72 hours of completing the survey.
