**SURVEY**

Dear Participant,

Please complete this survey on a relevant public policy issue. The survey is anonymous, and no one will know what answers you give. This brief survey should take no more than 10 minutes to complete. Thank you for your time and help with this effort.

Sincerely,

Dr. Shahzeen Attari

Indiana University Bloomington

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What is the single most effective thing you **currently do** to save energy in your life? {Text Box}

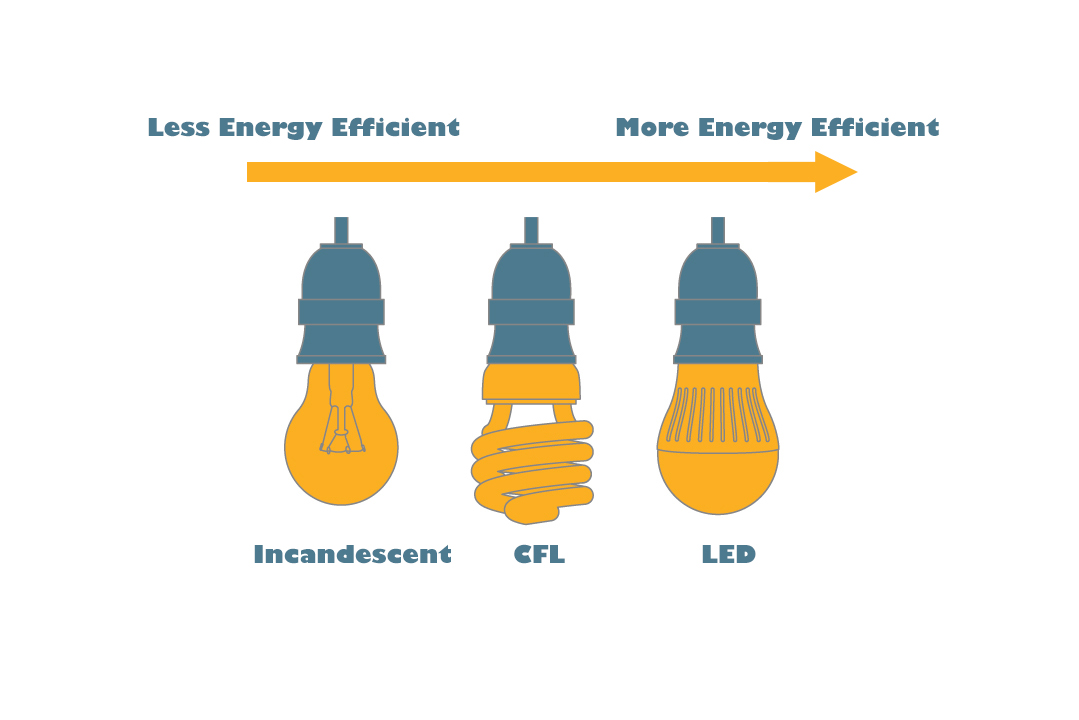
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What is the single most effective thing you **could be doing** to save energy in your life? {Text Box}

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During this survey, please keep the infographic below in mind. Incandescent light bulbs are less energy efficient than CFL (compact fluorescent light) bulbs, and CFL bulbs are less energy efficient than LED (light emitting diode) bulbs.



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Assume a friend of yours wants to know which of the two actions below saves the most energy over the course of a month. Which one would you tell them saves the most energy?

|  |  |
| --- | --- |
| Always turning off the lights when leaving a room | Replacing incandescent light bulbs with more efficient light bulbs, like CFL and LED bulbs |

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How did you choose your previous answer?

As a reminder, you were telling a friend which option saves the most energy over the course of a month: turning off the lights or replacing incandescent light bulbs with more efficient light bulbs.

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{randomized; efficiency attribute section and curtailment attribute section appear in different orders equally}

Now think about the action of **turning off the lights.**

Please state how strongly you agree or disagree with each statement below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
| This is easy to do |  |  |  |  |  |
| This saves me money on my electricity bill |  |  |  |  |  |
| I am able to do this where I live |  |  |  |  |  |
| I was taught to do this |  |  |  |  |  |
| This is my habit |  |  |  |  |  |
| This helps the environment |  |  |  |  |  |
| This will make my light bulbs last longer |  |  |  |  |  |
| This significantly reduces my carbon footprint |  |  |  |  |  |
| Everyone else does this, so I do it too |  |  |  |  |  |
| I do this because of public advocacy (advertisements, media, etc.) |  |  |  |  |  |

{Page Break}

Continue thinking about the action of **turning off the lights.**

Please state how strongly you agree or disagree with each statement below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
| This will help future generations |  |  |  |  |  |
| This is logical to do |  |  |  |  |  |
| This is ethical to do |  |  |  |  |  |
| I will feel guilty if I do not do this |  |  |  |  |  |
| Doing this makes me feel good |  |  |  |  |  |
| This takes too long to do |  |  |  |  |  |
| Friends pressure me to do this |  |  |  |  |  |
| This is the most effective method I know to save energy |  |  |  |  |  |
| This requires too much effort |  |  |  |  |  |
| This will set a good example for people around me |  |  |  |  |  |

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Now think about the action of **replacing incandescent light bulbs with more efficient light bulbs, like CFL and LED bulbs.**

Please state how strongly you agree or disagree with each statement below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
| This is easy to do |  |  |  |  |  |
| This saves me money on my electricity bill |  |  |  |  |  |
| I am able to do this where I live |  |  |  |  |  |
| I was taught to do this |  |  |  |  |  |
| This is my habit |  |  |  |  |  |
| This helps the environment |  |  |  |  |  |
| This will make my light bulbs last longer |  |  |  |  |  |
| This significantly reduces my carbon footprint |  |  |  |  |  |
| Everyone else does this, so I do it too |  |  |  |  |  |
| I do this because of public advocacy (advertisements, media, etc.) |  |  |  |  |  |

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Continue thinking about the action of **replacing incandescent light bulbs with more efficient light bulbs, like CFL and LED bulbs.**

Please state how strongly you agree or disagree with each statement below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
| This will help future generations |  |  |  |  |  |
| This is logical to do |  |  |  |  |  |
| This is ethical to do |  |  |  |  |  |
| I will feel guilty if I do not do this |  |  |  |  |  |
| Doing this makes me feel good |  |  |  |  |  |
| This takes too long to do |  |  |  |  |  |
| Friends pressure me to do this |  |  |  |  |  |
| This is the most effective method I know to save energy |  |  |  |  |  |
| This requires too much effort |  |  |  |  |  |
| This will set a good example for people around me |  |  |  |  |  |

{Page Break}

{A/B randomized}

For each question below, read the two options presented and choose the option that you think **saves the most energy.**

|  |  |
| --- | --- |
| **Decreasing** one incandescent light bulb’s use from 4 hours to 3 hours | Using one LED light bulb for 4 hours **instead of** an incandescent light bulb |
| **Reducing** the use of a window air conditioning unit from 5 hours to 3 hours | Keeping a ceiling fan on for 5 hours **instead of** using a window air conditioning unit |
| **Reducing** the use of a dehumidifier from 10 hours to 5 hours | Purchasing a 20% more efficient dehumidifier and using it for 10 hours **instead of** using a standard dehumidifier |
| **Decreasing** the use of one CFL bulb from 2 hours to 1 hour | Using one LED bulb for 2 hours **instead of** a CFL bulb |
| **Decreasing** the use of one CFL bulb from 10 hours to 1 hour | Using one LED bulb for 10 hours **instead of** a CFL bulb |
| **Reducing** the use of a projector to watch movies from 10 hours to 9 hours a week | Using a smartphone for 10 hours a week to watch movies **instead of** a projector |
| **Decreasing** the use of a central air conditioning unit from 6 hours to 5 hours | Using a ceiling fan for 6 hours **instead of** a central air conditioning unit |
| **Reducing** the use of a space heater from 5 hours to 4 hours | Using an electric blanket for 5 hours **instead of** a space heater |
| **Reducing** the use of a desktop computer to play music from 10 hours to 5 hours | Using a stereo to play music for 10 hours **instead of** a desktop computer |

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In general, do you believe that you can save more energy by: {randomized}

|  |  |
| --- | --- |
| Reducing how often you use an appliance | Replacing an appliance with a more efficient model |

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When you are the last person to leave a room with the lights turned on, how often do you turn off the lights?

Hardly ever  
Not very often

Often  
Always

{Page Break}

What percent of light bulbs at your current residence are energy-efficient, such as CFL or LED bulbs?

\_\_\_\_\_\_\_\_\_%

{text entry, % sign outside text box}

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The most frequent response to “What is the single most effective thing you could do to save energy?” has been “turning off the lights”. While turning off the lights does save some energy, many other actions have the potential to save a lot more energy.

With this in mind, why do you think people continue to list "turning off the lights" as the most effective energy saving action they could do? {Text Box}

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Recently, you may have noticed that climate change has been getting some attention in the news.

Climate change refers to the idea that the world’s average temperature has been increasing over the past 150 years, may be increasing more in the future, and that the world’s climate may change as a result. What do you think? Do you think that climate change is happening?

Yes – Definitely

Yes – Probably

No – Probably

No – Definitely

{Page Break}

How important is the issue of climate change to you personally?

Very important

Somewhat important

Not too important

Not at all important

{Page Break}

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For each statement below, please indicate how strongly you agree or disagree with the statement:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Agree | Somewhat Agree | Neither agree nor disagree | Somewhat disagree | Strongly Disagree |
| We are approaching the limit of the number of people the earth can support |  |  |  |  |  |
| Humans have the right to modify the natural environment to suit their needs |  |  |  |  |  |
| When humans interfere with nature, it often produces disastrous consequences |  |  |  |  |  |
| Human ingenuity will ensure that we do NOT make the earth unlivable |  |  |  |  |  |
| Humans are severely abusing the environment |  |  |  |  |  |
| The earth has plenty of natural resources if we just learn how to develop them |  |  |  |  |  |
| Plants and animals have as much right as humans to exist |  |  |  |  |  |
| The balance of nature is strong enough to cope with the impacts of modern industrial nations |  |  |  |  |  |

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For each statement below, please indicate how strongly you agree or disagree with the statement:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Agree | Somewhat Agree | Neither agree nor disagree | Somewhat disagree | Strongly Disagree |
| Despite our special abilities, humans are still subject to the laws of nature |  |  |  |  |  |
| Human destruction of the natural environment has been greatly exaggerated |  |  |  |  |  |
| The earth has only limited room and resources |  |  |  |  |  |
| Humans were meant to rule over the rest of nature |  |  |  |  |  |
| The balance of nature is very delicate and easily upset |  |  |  |  |  |
| Humans will eventually learn enough about how nature works to be able to control it |  |  |  |  |  |
| If things continue on their present course, we will soon experience a major ecological disaster |  |  |  |  |  |

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{Open-Ended}

|  |  |
| --- | --- |
| To answer the following questions, please enter whole numbers or decimals with no other text (not ranges or percent signs). | Guess (number value) |
| 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 from BIG BUCKS? |  |
| In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES win a car? |  |
| Out of 1,000 people in a small town 500 are members of a choir. Out of these 500 members in the choir 100 are men. Out of the 500 inhabitants that are not in the choir 300 are men. What is the probability that a randomly drawn man is a member of the choir? Please indicate the probability in percent. |  |
| Imagine we are throwing a five-sided die 50 times. On average, out of these 50 throws how many times would this five-sided die show an odd number (1, 3 or 5)? |  |
| Imagine we are throwing a loaded die (6 sides). The probability that the die shows a 6 is twice as high as the probability of each of the other numbers. On average, out of these 70 throws how many times would the die show the number 6? |  |
| In a forest 20% of mushrooms are red, 50% brown and 30% white. A red mushroom is poisonous with a probability of 20%. A mushroom that is not red is poisonous with a probability of 5%. What is the probability that a poisonous mushroom in the forest is red? |  |

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What is the average monthly electricity bill (in $) for your household?

Under $20

About $20

About $40

About $60

About $80

About $100

About $120

About $200

Above $200

Do not know

Not applicable

I don’t pay my bill

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Do you rent your living space?

Yes or no

{Page Break}

How would you describe your political beliefs?

Very Liberal

Liberal

Slightly Liberal

Moderate

Slightly Conservative

Conservative

Very Conservative

What is your gender?

Male

Female

Other

What is your age? {Open-Ended}

\_\_\_\_\_\_\_\_\_\_\_

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Do you have any degrees in the physical sciences, math or engineering?

Yes

No

What is the highest level of education you have attained?

Some schooling, but no diploma or degree

High School diploma or GED

Some college

College degree

Some graduate school

Graduate degree and beyond

During 2017, what was your yearly household income before taxes? Your best estimate is fine.

None

< $20,000

$20,000 - $40,000

$40,000 - $80,000

$80,000 - $120,000

$120,000 - $200,000

> $200,000

What is your zip code? {Open-Ended}

\_\_\_\_\_\_\_\_\_\_\_

{Page Break}

{Open-Ended}

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

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