Digital Appendix: Experiment 2 survey

Please read the scenario carefully and answer the questions as if the scenario was real.

(The next 6 scenarios were randomized in a between-subjects method)

Scenario 1: lights on daily frame

For this scenario, suppose you often keep the lighting on and electronics plugged in all day.

Suppose you often **keep the lighting on and electronics plugged in all day**, but you are considering whether to **Turn off the lights and unplug electronics when not in use**.

Current behavior: Keep the lighting on and electronics plugged in all day.
Alternative behavior: Turn the lights off and unplug electronics when not in use.
Impact: Save 17 cents per day on energy costs.

Scenario 2 - Lights on monthly frame

For this scenario, suppose you often keep the lighting on and electronics plugged in all day.

Suppose you often **keep the lighting on and electronics plugged in all day**, but you are considering whether to **Turn off the lights and unplug electronics when not in use**.

Current behavior: Keep the lighting on and electronics plugged in all day.
Alternative behavior: Turn the lights off and unplug electronics when not in use.
Impact: Save $5.25 per month on energy costs.

Scenario 3 - Lights on yearly frame

For this scenario, suppose you often keep the lighting on and electronics plugged in all day.

Suppose you often **keep the lighting on and electronics plugged in all day**, but you are considering whether to **Turn off the lights and unplug electronics when not in use**.

Current behavior: Keep the lighting on and electronics plugged in all day.
Alternative behavior: Turn the lights off and unplug electronics when not in use.
Impact: Save $63.00 per year on energy costs.

Scenario 4 - Lights off daily

For this scenario, suppose you often turn off the lights and unplug electronics when not in use.

Suppose you often **turn off the lights and unplug electronics when not in use**, but you are considering whether to **Keep the lighting on and electronics plugged in all day**.
Current behavior: Turn the lights off and unplug electronics when not in use.
Alternative behavior: Keep the lighting on and electronics plugged in all day.
Impact: Pay 17 cents more per day on energy costs.

Scenario 5 - lights off monthly

For this scenario, suppose you often turn off the lights and unplug electronics when not in use.

Suppose you often **turn off the lights and unplug electronics when not in use**, but you are considering whether to **Keep the lighting on and electronics plugged in all da**y.
Current behavior: Turn the lights off and unplug electronics when not in use.
Alternative behavior: Keep the lighting on and electronics plugged in all day.
Impact: Pay $5.25 more per month for energy costs.

Scenario 6 - lights off yearly frame

For this scenario, suppose you often turn off the lights and unplug electronics when not in use.
Suppose you often **turn off the lights and unplug electronics when not in use**, but you are considering whether to **Keep the lighting on and electronics plugged in all day**.

Current behavior: Turn the lights off and unplug electronics when not in use.
Alternative behavior: Keep the lighting on and electronics plugged in all day.
Impact: Pay $63.00 more per year for energy costs.

In this scenario, what would you do? Please select the best response below:

- ○ Definitely turn off the lights and unplug the electronics (0)
- ○ (1)
- ○ (2)
- ○ (3)
- ○ (4)
- ○ (5)
- ○ (6)
- ○ (7)
- ○ (8)
- ○ (9)
- ○ Definitely keep the lighting on and electronics plugged in (10)

What would you recommend to a friend or family member in this scenario? Please select the best response below:

- ○ Definitely turn off the lights and unplug the electronics (0)
- ○ (1)
- ○ (2)
- ○ (3)
- ○ (4)
- ○ (5)
- ○ (6)
- ○ (7)
- ○ (8)
- ○ (9)
- ○ Definitely keep the lighting on and electronics plugged in (10)

Would you say that the average person would think about the cost difference in this scenario as:

	1	2	3	4	5	6	7	8	9	
Unclear	○	○	○	○	○	○	○	○	○	Clear
Incomprehensible	○	○	○	○	○	○	○	○	○	Comprehensible
Difficult	○	○	○	○	○	○	○	○	○	Easy
Disfluent	○	○	○	○	○	○	○	○	○	Fluent
Effortful	○	○	○	○	○	○	○	○	○	Effortless

For this series of questions, please read the statements to the left and choose your best response:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
In general I have a strong interest in saving energy	○	○	○	○	○	○	○
Saving energy is very important to me	○	○	○	○	○	○	○
Saving energy matters a lot to me	○	○	○	○	○	○	○
Saving energy means a lot to me	○	○	○	○	○	○	○

For this series of questions, please read the statements to the left and choose your best response:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
In general I have a strong interest in saving money	○	○	○	○	○	○	○
Saving money is very important to me	○	○	○	○	○	○	○
Saving money matters a lot to me	○	○	○	○	○	○	○
Saving money means a lot to me	○	○	○	○	○	○	○

The scenario in the beginning of this survey asked you to assume that you have a current energy use behavior. From memory, which one best matches the current energy use behavior from the scenario:

- ○ Keep the lighting on and electronics plugged in all day
- ○ Turn off the lights and unplug electronics when not in use

What is your age at the time you took this survey? Please enter a two digit number below.

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Sex What is your sex?

- ○ Male
- ○ Female
- ○ Non-binary or choose not to identify

Guess What is your best guess as to what the purpose of this research study was? Please fill in your answer below.

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