The following questions will ask you to choose between two products, one of which includes paying for carbon emissions.

As you may know, carbon dioxide emissions are produced by many human activities, such as driving, flying, or using electricity. According to the Intergovernmental Panel on Climate Change (IPCC), an international panel of credible scientists who study the issue, these carbon emissions contribute to global warming.

The carbon you produce can be balanced out through measures such as planting trees, which absorb carbon, or funding alternative energy sources, which reduces reliance on polluting energy sources such as coal. The goal of a carbon tax, which may or may not be mandatory, is therefore to fund these efforts and ensure that the price of an activity reflects the true cost to society. [The goal of a carbon offset, which may or may not be mandatory, is therefore to make an activity carbon neutral -- meaning that there is no net contribution to global warming.]

We would like you to tell us your preference for products in which one may address the issue, removing the amount of carbon that you would contribute by using the product. We are interested in your opinions, that is your best guess of what you would do if you really faced these choices. Note that all prices and costs in the following questions are actual, real world prices and costs.

1. Suppose you are purchasing a round trip flight from Los Angeles to New York City, and you are debating between two tickets, that are otherwise equivalent. Which of the following two tickets do you prefer?

Ticket A Ticket B   
$352.70 round trip ticket $345.00 round trip ticket  
includes a carbon tax   
[carbon offsetting]

2. How strongly do you prefer Ticket A or Ticket B?  
  
Strongly Prefer A - Somewhat Prefer A - Undecided - Somewhat Prefer B - Strongly Prefer B  
  
3. Do you think the carbon tax [offset] included in A should be made mandatory for all flights sold?  
  
Definitely Not - Probably Not - Maybe Not - Undecided - Maybe - Probably – Definitely

4. If the carbon tax [offset] included in A were made mandatory for all flights sold, how much do you think it should reduce air travel?

0% - 5% - 10% - 15% - 20% - 25% - 30% - 35% - 40% - 45% - 50%

1. Suppose you are buying a tank of gas, and you are debating between two brands, that are otherwise the same in every way. Which of the following two brands do you prefer?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Brand A $2.51 a gallon |  | Brand B $2.59  includes a carbon tax [carbon offsetting] |

2. How strongly do you prefer Brand A or Brand B?

Strongly Prefer A - Somewhat Prefer A - Undecided - Somewhat Prefer B - Strongly Prefer B

3. Do you think the carbon tax [offset] included in B should be made mandatory for all gas sold?

Definitely Not - Probably Not - Maybe Not - Undecided - Maybe - Probably – Definitely

4. If the carbon tax [offset] included in B were made mandatory for all flights sold, how much do you think it should reduce air travel?

0% - 5% - 10% - 15% - 20% - 25% - 30% - 35% - 40% - 45% - 50%

1. Suppose you are choosing an electricity plan, and that you are debating between two options that are otherwise equivalent. Which of the following two options do you prefer?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Option A $207.70 electricity bill  includes a carbon tax [carbon offsetting] |  | Option B $200.81 electricity bill |

2. How strongly do you prefer Option A or Option B?

Strongly Prefer A - Somewhat Prefer A - Undecided - Somewhat Prefer B - Strongly Prefer B

3. Do you think the carbon tax [offset] included in option A should be made mandatory for all electricity sold?

Definitely Not - Probably Not - Maybe Not - Undecided - Maybe - Probably – Definitely

4. If the carbon tax [offset] included in A were made mandatory for all flights sold, how much do you think it should reduce air travel?

0% - 5% - 10% - 15% - 20% - 25% - 30% - 35% - 40% - 45% - 50%

1. Suppose you are purchasing a new desktop PC, and you are debating between two different computers that are otherwise equivalent. Which of the following two computers do you prefer?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Computer A $468.00 desktop PC |  | Computer B $474.00 desktop PC  includes a carbon tax [carbon offsetting] |

2. How strongly do you prefer Computer A or Computer B?

Strongly Prefer A - Somewhat Prefer A - Undecided - Somewhat Prefer B - Strongly Prefer B

3. Do you think the carbon tax [offset] included in computer B should be made mandatory for all computers sold?

Definitely Not - Probably Not - Maybe Not - Undecided - Maybe - Probably – Definitely

4. If the carbon tax [offset] included in B were made mandatory for all flights sold, how much do you think it should reduce air travel?

0% - 5% - 10% - 15% - 20% - 25% - 30% - 35% - 40% - 45% - 50%

**DEMOGRAPHICS**

Please complete the following information about yourself.

|  |
| --- |
| \*Gender |
| |  | | --- | | Female Male | |
|  |
| \*Age |
| Only numbers may be entered in this field   |  | | --- | | \*Marital Status Choose only one of the following | |  | |  | |
|  |
| \*Political affiliation Choose only one of the following |
|  |
|  |
| \*Number of children |
| Only numbers may be entered in this field |
|  |
| \*Highest education level completed or in progress Choose only one of the following |
|  |
|  |
| \*Occupation Choose only one of the following |
|  |
|  |
| \*Annual Income Choose only one of the following |



|  |
| --- |
| \*Are you a current smoker? ***Choose only one of the following*** |
|  |
|  |
| |  |  | | --- | --- | |  | **ENVIRONMENTAL ATTITUDES** | | |  | | --- | | The following 15 questions list statements about the relationship between humans and the environment. For each one, please indicate whether you STRONGLY AGREE, MILDLY AGREE, are UNSURE, MILDLY DISAGREE or STRONGLY DISAGREE. | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*We are approaching the limit of the number of people the earth can support. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  | | |  | | --- | | \*Humans have the right to modify the natural environment to suit their needs. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*When humans interfere with nature it often produces disastrous consequences. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  | | |  | | --- | | \*Human ingenuity will ensure that we do NOT make the earth unlivable. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*Humans are severely abusing the environment. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  | | |  | | --- | | \*The earth has plenty of natural resources if we just learn how to develop them. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*Plants and animals have as much right as humans to exist. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  | | |  | | --- | | \*The balance of nature is strong enough to cope with the impacts of modern industrial nations. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*Despite our special abilities humans are still subject to the laws of nature. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  | | |  | | --- | | \*The so-called "ecological crisis" facing humankind has been greatly exaggerated. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*The earth is like a spaceship with very limited room and resources. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  | | |  | | --- | | \*Humans were meant to rule over the rest of nature. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*The balance of nature is very delicate and easily upset. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  | | |  | | --- | | \*Humans will eventually learn enough about how nature works to be able to control it. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*If things continue on their present course, we will soon experience a major ecological catastrophe. ***Choose only one of the following*** | | |  | | --- | | strongly disagree  mildly disagree  unsure  mildly agree  strongly agree | | |  | |  |  | | --- | |  | |

**RISK ADVERSION**

\*If you have an opportunity to win 6 dollars with a risk of losing X dollars, what will X be if you decide to take the chance?

  
*Only numbers between 0 to 6 may be entered in this field*

\*If you have an opportunity to win 20 dollars with a risk of losing X dollars, what will X be if you decide to take the chance?

  
*Only numbers between 0 to 20 may be entered in this field*

\*What motivated you to respond as you did about the carbon tax/offset items?

Lower price  
No effect on the environment  
Prevent global warming  
The goal to live sustainably

Enjoy the product itself

The product set an example to protect the environment

The ability to balance out the damage resulted from carbon emission

Other: 