*Clarification notes for study 2: For study 2, we asked our respondents to list their thoughts regarding two flight tickets* ***before*** *indicating their choice of the tickets. There is a mistake made on page 89 of the paper where it states the opposite under Study 2 Procedure.*

**Practice Listing Thoughts**

**Greetings!** Our goal in this survey is to understand how you make decisions. To help us do this, we will be asking you at several points in the survey to type out your thoughts as you make various choices.

To make this easy for you, we will be dividing each thought-listing task into a series of screens. To enter your thoughts, all you have to do on each screen is start typing, then hit the enter key when you are done. It's that simple. Again, to tell us what you are thinking, just start typing and then hit the enter key when you are done.



**Practice Listing Thoughts**

To help you practice this, try typing the names of the numbers "one" through "seven" right now. Start on this screen by typing the name of the number "one" in the box below. Then, hit return and type the name of the number "two" in the box on the next screen. Keep doing this until you get to the name of the number "seven". Don't worry too much about spelling, as we are mostly interested in what you are thinking.

Now, please enter the name of the **first number** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your entry.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Top of Form  **Practice Listing Thoughts**  Please type in the name of the **next number** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your entry.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered the names of all of the numbers up to the number "seven," click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following numbers:** | |
| 1: | test |

**Convertible Cars**

|  |  |  |
| --- | --- | --- |
| https://vlab.decisionsciences.columbia.edu/aspects/convert/images/convert1.jpg | https://vlab.decisionsciences.columbia.edu/aspects/convert/images/convert2.jpg | https://vlab.decisionsciences.columbia.edu/aspects/convert/images/convert3.jpg |

The first part of this study is about convertible cars. In particular, we will ask you to think about, and express your thoughts about, **owning a convertible car**.

The pictures above merely contain a few **examples** of convertible cars. The following questions are not about these specific vehicles, but about how you personally feel about owning **your preferred** convertible car, whatever that might be.



**Your Thoughts About Owning a Convertible Car**

We are interested in how you would feel if you were to own a convertible car. Please share with us the **thoughts**, **feelings**, and **reactions** that go through your mind as you think about **having a convertible car**.

We understand that these are often highly subjective reactions, reflecting our personal situation and our own uses of the product. Thus, there are no right or wrong answers.

You should also try to write down what occurs to you as fast as you can. Ignore spelling, grammar, and punctuation when you type.

Finally, we ask that you enter your thoughts in the box blow, one at a time.

Please type your **first thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Top of Form  **Your Thoughts About Owning a Convertible Car**  Please type your **next thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered all of your thoughts about owning a convertible car and are sure that you cannot think of anything else, click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following thoughts:** | |
| 1: | test |

ENVIRONMENT AND PRICES

The following questions will ask you to choose between two products, both of which cause some carbon emissions, but only one of which includes payment for compensating those emissions.   
  
As you may know, carbon dioxide (CO2) 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 funding alternative energy sources (which reduces reliance on polluting energy sources such as coal), or carbon sequestration (which traps greenhouse gases so they do not enter the atmosphere). The goal of a carbon tax is therefore to fund these activities and ensure that the cost of an activity reflects its true cost to society. Policymakers are considering a mandatory carbon tax program which would raise the cost of certain products and services but make these activities carbon neutral through reputable measures such as those described above.   
  
We would like you to tell us your preferences for products which do or do not include a carbon tax. 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.

Top of Form



Bottom of Form

 ENVIRONMENT AND PRICES

The following questions will ask you to choose between two products, both of which cause some carbon emissions, but only one of which includes payment for compensating those emissions.   
  
As you may know, carbon dioxide (CO2) 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 funding alternative energy sources (which reduces reliance on polluting energy sources such as coal), or carbon sequestration (which traps greenhouse gases so they do not enter the atmosphere). The goal of a carbon offset is therefore to fund these activities and ensure that the cost of an activity reflects its true cost to society. Policymakers are considering a mandatory carbon offset program which would raise the cost of certain products and services but make these activities carbon neutral through reputable measures such as those described above.   
  
We would like you to tell us your preferences for products which do or do not include a carbon offset. 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.

Top of Form



Bottom of Form

**Your thoughts**

Suppose you are purchasing a round trip flight from Los Angeles to New York city, and you are debating between two tickets, one of which includes a carbon tax. You are debating between the following two tickets, which are otherwise identical:

|  |  |
| --- | --- |
| **Ticket A** | **Ticket B** |
| $392.70 round trip ticket includes a carbon tax | $385.00 round trip ticket |



**Your Thoughts About Choosing a Flight with a Carbon Tax or a Flight Without a Carbon Tax**

Before you indicate you preference for these choices, please tell us everything you are thinking of as you consider this decision between purchasing a $392.70 flight that includes a carbon tax or a $385.00 flight that doesn't.

We would like you to list any thoughts, both **positive** and **negative**, that you might have about this decision. We will ask you to enter your thoughts one at a time.

Please type your **first complete thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Top of Form  **Your Thoughts About Choosing a Flight with a Carbon Tax or a Flight Without a Carbon Tax**  Please type your **next thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered all of your thoughts about purchasing an airline ticket and are sure that you cannot think of anything else, click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following thoughts:** | |
| 1: | test |

**Your thoughts**

Suppose you are purchasing a round trip flight from Los Angeles to New York city, and you are debating between two tickets, one of which includes a carbon offset. You are debating between the following two tickets, which are otherwise identical:

|  |  |
| --- | --- |
| **Ticket A** | **Ticket B** |
| $392.70 round trip ticket includes a carbon offset | $385.00 round trip ticket |



**Your Thoughts About Choosing a Flight with a Carbon Offset or a Flight Without a Carbon Offset**

Before you indicate you preference for these choices, please tell us everything you are thinking of as you consider this decision between purchasing a $392.70 flight that includes a carbon offset or a $385.00 flight that doesn't.

We would like you to list any thoughts, both **positive** and **negative**, that you might have about this decision. We will ask you to enter your thoughts one at a time.

Please type your **first complete thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Top of Form  **Your Thoughts About Choosing a Flight with a Carbon Offset or a Flight Without a Carbon Offset**  Please type your **next thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered all of your thoughts about purchasing an airline ticket and are sure that you cannot think of anything else, click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following thoughts:** | |
| 1: | test |

PURCHASING A TICKET

Top of Form

Now, please make your choice, regarding the same situation we just asked you about:   
  
Suppose you are purchasing a round trip flight from Los Angeles to New York city, and you are debating between two tickets, one of which includes a carbon tax. You are debating between the following two tickets, which are otherwise identical. Which would you choose?

|  |  |
| --- | --- |
| **Ticket A** | **Ticket B** |
| $392.70 round trip ticket includes a carbon tax | $385.00 round trip ticket |

How strongly would you prefer Ticket A or Ticket B?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strongly Prefer A | Somewhat Prefer A | Slightly Prefer A | Undecided | Slightly Prefer B | Somewhat Prefer B | Strongly Prefer B |
|  |  |  |  |  |  |  |

Do you think the carbon tax included in Ticket A should be made mandatory for all airline tickets sold in the US?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Definitely | Probably | Maybe | Undecided | Maybe Not | Probably Not | Definitely Not |
|  |  |  |  |  |  |  |



Bottom of Form

 PURCHASING A TICKET

Top of Form

Now, please make your choice, regarding the same situation we just asked you about:   
  
Suppose you are purchasing a round trip flight from Los Angeles to New York city, and you are debating between two tickets, one of which includes a carbon offset. You are debating between the following two tickets, which are otherwise identical. Which would you choose?

|  |  |
| --- | --- |
| **Ticket A** | **Ticket B** |
| $392.70 round trip ticket includes a carbon offset | $385.00 round trip ticket |

How strongly would you prefer Ticket A or Ticket B?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strongly Prefer A | Somewhat Prefer A | Slightly Prefer A | Undecided | Slightly Prefer B | Somewhat Prefer B | Strongly Prefer B |
|  |  |  |  |  |  |  |

Do you think the carbon offset included in Ticket A should be made mandatory for all airline tickets sold in the US?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Definitely | Probably | Maybe | Undecided | Maybe Not | Probably Not | Definitely Not |
|  |  |  |  |  |  |  |



Bottom of Form

**Your Thoughts About Choosing a Flight with a Carbon Tax or a Flight Without a Carbon Tax**

Thank you.  
Now, before you move on, we would like to ask you some questions about each of the thoughts you listed about purchasing an airline ticket. We will present each thought individually and ask you to rate it on two separate dimensions:

* What your thought was about (i.e. Ticket A and/or Ticket B), and whether it concerned an advantage or disadvantage (of that ticket).
* Whether your thought primarily concerned yourself only, or others in society

Here are the thoughts you typed in. Please review these thoughts, and answer the following:

One of your thoughts was "test". Did this thought concern an advantage of Ticket A (the ticket including a carbon tax), a disadvantage of that ticket, an advantage of Ticket B (the ticket without a carbon tax), a disadvantage of that ticket, or none of the above?:

1 - an advantage of Ticket A  
2 - a disadvantage of Ticket A  
3 - an advantage of Ticket B  
4 - a disadvantage of Ticket B  
5 - none of the above

**Your Thoughts About Choosing a Flight with a Carbon Tax or a Flight Without a Carbon Tax**

Here are the thoughts you typed in, again. Please review these thoughts, and answer the following:

One of your thoughts was "test". Did this thought concern you personally, others in society, or both?:

1 - you personally  
2 - others in society  
3 – both

**Your thoughts**

Suppose you are buying a tank of gas, and you are debating between two brands, one of which includes a carbon tax. You are debating between the following two brands, which are otherwise identical:

|  |  |
| --- | --- |
| **Brand A** | **Brand B** |
| $ 3.31 a gallon includes a carbon tax | $3.23 a gallon |



**Your Thoughts About Choosing a Brand of Gas with a Carbon Tax or a Brand of Gas a Carbon Tax**

Before you indicate you preference for these choices, please tell us everything you are thinking of as you consider this decision between purchasing a $3.31/gallon gas that includes a carbon tax or a $3.23/gallon gas that doesn't.

We would like you to list any thoughts, both **positive** and **negative**, that you might have about this decision. We will ask you to enter your thoughts one at a time.

Please type your **first complete thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Your Thoughts About Choosing a Brand of Gas with a Carbon Tax or a Brand of Gas a Carbon Tax**  Please type your **next thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered all of your thoughts about purchasing an airline ticket and are sure that you cannot think of anything else, click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following thoughts:** | |
| 1: | test |

**Your thoughts**

Suppose you are buying a tank of gas, and you are debating between two brands, one of which includes a carbon offset. You are debating between the following two brands, which are otherwise identical:

|  |  |
| --- | --- |
| **Brand A** | **Brand B** |
| $ 3.31 a gallon includes a carbon offset | $3.23 a gallon |



**Your Thoughts About Choosing a Brand of Gas with a Carbon Offset or a Brand of Gas a Carbon Offset**

Before you indicate you preference for these choices, please tell us everything you are thinking of as you consider this decision between purchasing a $3.31/gallon gas that includes a carbon offset or a $3.23/gallon gas that doesn't.

We would like you to list any thoughts, both **positive** and **negative**, that you might have about this decision. We will ask you to enter your thoughts one at a time.

Please type your **first complete thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Your Thoughts About Choosing a Brand of Gas with a Carbon Offset or a Brand of Gas a Carbon Offset**  Please type your **next thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered all of your thoughts about purchasing an airline ticket and are sure that you cannot think of anything else, click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following thoughts:** | |
| 1: | test |

BUYING GAS

Top of Form

Now, please make your choice, regarding the same situation we just asked you about:   
  
Suppose you are buying a tank of gas, and you are debating between two brands, one of which includes a carbon tax. You are debating between the following two brands, which are otherwise identical. Which would you choose?

|  |  |
| --- | --- |
| **Brand A** | **Brand B** |
| $ 3.31 a gallon includes a carbon tax | $3.23 a gallon |

How strongly would you prefer Brand A or Brand B?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strongly Prefer A | Somewhat Prefer A | Slightly Prefer A | Undecided | Slightly Prefer B | Somewhat Prefer B | Strongly Prefer B |
|  |  |  |  |  |  |  |

Do you think the carbon tax included in Brand A should be made mandatory for all gas brands sold in the US?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Definitely | Probably | Maybe | Undecided | Maybe Not | Probably Not | Definitely Not |
|  |  |  |  |  |  |  |



Bottom of Form

 BUYING GAS

Top of Form

Now, please make your choice, regarding the same situation we just asked you about:   
  
Suppose you are buying a tank of gas, and you are debating between two brands, one of which includes a carbon offset. You are debating between the following two brands, which are otherwise identical. Which would you choose?

|  |  |
| --- | --- |
| **Brand A** | **Brand B** |
| $ 3.31 a gallon includes a carbon offset | $3.23 a gallon |

How strongly would you prefer Brand A or Brand B?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strongly Prefer A | Somewhat Prefer A | Slightly Prefer A | Undecided | Slightly Prefer B | Somewhat Prefer B | Strongly Prefer B |
|  |  |  |  |  |  |  |

Do you think the carbon offset included in in Brand A should be made mandatory for all gas brands sold in the US?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Definitely | Probably | Maybe | Undecided | Maybe Not | Probably Not | Definitely Not |
|  |  |  |  |  |  |  |



Bottom of Form

**Your Thoughts About Choosing a Brand of Gas with a Carbon Tax or a Brand of Gas a Carbon Tax**

Thank you.  
Now, before you move on, we would like to ask you some questions about each of the thoughts you listed about buying a tank of gas. We will present each thought individually and ask you to rate it on two separate dimensions:

* What your thought was about (i.e. Brand A and/or Brand B), and whether it concerned an advantage or disadvantage (of that brand).
* Whether your thought primarily concerned yourself only, or others in society

Here are the thoughts you typed in. Please review these thoughts, and answer the following:

One of your thoughts was "test". Did this thought concern an advantage of Brand A (the brand including a carbon tax), a disadvantage of that brand, an advantage of Brand B (the brand without a carbon tax), a disadvantage of that brand, or none of the above?:

1 - an advantage of Brand A  
2 - a disadvantage of Brand A  
3 - an advantage of Brand B  
4 - a disadvantage of Brand B  
5 - none of the above

**Your Thoughts About Choosing a Brand of Gas with a Carbon Tax or a Brand of Gas a Carbon Tax**

Here are the thoughts you typed in, again. Please review these thoughts, and answer the following:

One of your thoughts was "test". Did this thought concern you personally, others in society, or both?:

1 - you personally  
2 - others in society  
3 – both

**Your thoughts**

Suppose you are choosing an electricity plan, and you are debating between two plans, one of which includes a carbon tax. You are debating between the following two plans, which are otherwise identical:

|  |  |
| --- | --- |
| **Plan A** | **Plan B** |
| $ 207.70 electricity bill  includes a carbon tax | $200.81 electricity bill |



**Your Thoughts About Choosing an Electricity Plan with a Carbon Tax or an Electricity Plan Without a Carbon Tax**

Before you indicate you preference for these choices, please tell us everything you are thinking of as you consider this decision between purchasing a $207.7 electricity plan that includes a carbon tax or a $200.81 plan that doesn't.

We would like you to list any thoughts, both **positive** and **negative**, that you might have about this decision. We will ask you to enter your thoughts one at a time.

Please type your **first complete thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Your Thoughts About Choosing an Electricity Plan with a Carbon Tax or an Electricity Plan Without a Carbon Tax**  Please type your **next thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered all of your thoughts about purchasing an airline ticket and are sure that you cannot think of anything else, click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following thoughts:** | |
| 1: | test |

**Your thoughts**

Suppose you are choosing an electricity plan, and you are debating between two plans, one of which includes a carbon offset. You are debating between the following two plans, which are otherwise identical:

|  |  |
| --- | --- |
| **Plan A** | **Plan B** |
| $ 207.70 electricity bill  includes a carbon offset | $200.81 electricity bill |



**Your Thoughts About Choosing an Electricity Plan with a Carbon Offset or an Electricity Plan Without a Carbon Offset**

Before you indicate you preference for these choices, please tell us everything you are thinking of as you consider this decision between purchasing a $207.70 electricity plan that includes a carbon offset or a $200.81 plan that doesn't.

We would like you to list any thoughts, both **positive** and **negative**, that you might have about this decision. We will ask you to enter your thoughts one at a time.

Please type your **first complete thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Your Thoughts About Choosing an Electricity Plan with a Carbon Offset or an Electricity Plan Without a Carbon Offset**  Please type your **next thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered all of your thoughts about purchasing an airline ticket and are sure that you cannot think of anything else, click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following thoughts:** | |
| 1: | test |

PAYING YOUR ELECTRICITY BILL

Top of Form

Now, please make your choice, regarding the same situation we just asked you about:

Suppose you are choosing an electricity plan, and you are debating between two plans, one of which includes a carbon tax. You are debating between the following two plans, which are otherwise identical. Which would you choose?

|  |  |
| --- | --- |
| **Plan A** | **Plan B** |
| $ 207.70 electricity bill  includes a carbon tax | $200.81 electricity bill |

How strongly would you prefer Plan A or Plan B?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strongly Prefer A | Somewhat Prefer A | Slightly Prefer A | Undecided | Slightly Prefer B | Somewhat Prefer B | Strongly Prefer B |
|  |  |  |  |  |  |  |

Do you think the carbon tax included in Plan A should be made mandatory for all electricity plans sold in the US?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Definitely | Probably | Maybe | Undecided | Maybe Not | Probably Not | Definitely Not |
|  |  |  |  |  |  |  |



Bottom of Form

PAYING YOUR ELECTRICITY BILL

Top of Form

Now, please make your choice, regarding the same situation we just asked you about:

Suppose you are choosing an electricity plan, and you are debating between two plans, one of which includes a carbon offset. You are debating between the following two plans, which are otherwise identical. Which would you choose?

|  |  |
| --- | --- |
| **Plan A** | **Plan B** |
| $ 207.70 electricity bill  includes a carbon offset | $200.81 electricity bill |

How strongly would you prefer Plan A or Plan B?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strongly Prefer A | Somewhat Prefer A | Slightly Prefer A | Undecided | Slightly Prefer B | Somewhat Prefer B | Strongly Prefer B |
|  |  |  |  |  |  |  |

Do you think the carbon offset included in Plan A should be made mandatory for all electricity plans sold in the US?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Definitely | Probably | Maybe | Undecided | Maybe Not | Probably Not | Definitely Not |
|  |  |  |  |  |  |  |



**Your Thoughts About Choosing an Electricity Plan with a Carbon Tax or an Electricity Plan Without a Carbon Tax**

Bottom of Form

Thank you.  
Now, before you move on, we would like to ask you some questions about each of the thoughts you listed about choosing an electricity plan. We will present each thought individually and ask you to rate it on two separate dimensions:

* What your thought was about (i.e. Plan A and/or Plan B), and whether it concerned an advantage or disadvantage (of that plan).
* Whether your thought primarily concerned yourself only, or others in society

Here are the thoughts you typed in. Please review these thoughts, and answer the following:

One of your thoughts was "test". Did this thought concern an advantage of Plan A (the plan including a carbon tax), a disadvantage of that plan, an advantage of Plan B (the plan without a carbon tax), a disadvantage of that plan, or none of the above?:

1 - an advantage of Plan A  
2 - a disadvantage of Plan A  
3 - an advantage of Plan B  
4 - a disadvantage of Plan B  
5 - none of the above

**Your Thoughts About Choosing an Electricity Plan with a Carbon Tax or an Electricity Plan Without a Carbon Tax**

Here are the thoughts you typed in, again. Please review these thoughts, and answer the following:

One of your thoughts was "test". Did this thought concern you personally, others in society, or both?:

1 - you personally  
2 - others in society  
3 – both

**Your thoughts**

Suppose you are purchasing a new desktop PC, and you are debating between two different computers, one of which includes a carbon tax. You are debating between the following two computers, which are otherwise equivalent:

|  |  |
| --- | --- |
| **Computer A** | **Computer B** |
| $474 desktop PC includes a carbon tax | $468 desktop PC |



**Your Thoughts About Buying a Computer with a Carbon Tax or a Computer without a Carbon Tax**

Before you indicate you preference for these choices, please tell us everything you are thinking of as you consider this decision between purchasing a $474 desktop PC that includes a carbon tax or a $468 desktop PC that doesn't.

We would like you to list any thoughts, both **positive** and **negative**, that you might have about this decision. We will ask you to enter your thoughts one at a time.

Please type your **first complete thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Your Thoughts About Buying a Computer with a Carbon Tax or a Computer without a Carbon Tax**  Please type your **next thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered all of your thoughts about purchasing an airline ticket and are sure that you cannot think of anything else, click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following thoughts:** | |
| 1: | test |

**Your thoughts**

Suppose you are purchasing a new desktop PC, and you are debating between two different computers, one of which includes a carbon offset. You are debating between the following two computers, which are otherwise equivalent:

|  |  |
| --- | --- |
| **Computer A** | **Computer B** |
| $474 desktop PC includes a carbon offset | $468 desktop PC |



**Your Thoughts About Buying a Computer with a Carbon Offset or a Computer without a Carbon Offset**

Before you indicate you preference for these choices, please tell us everything you are thinking of as you consider this decision between purchasing a $474 desktop PC that includes a carbon offset or a $468 desktop PC that doesn't.

We would like you to list any thoughts, both **positive** and **negative**, that you might have about this decision. We will ask you to enter your thoughts one at a time.

Please type your **first complete thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.

|  |  |
| --- | --- |
| Thought 1: |  |
| (Maximum of 200 characters per thought.) | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Your Thoughts About Buying a Computer with a Carbon Offset or a Computer without a Carbon Offset**  Please type your **next thought** in the box below and, as soon as you are done, hit the "**Enter**" key to submit your thought.   |  |  | | --- | --- | | Thought 2: |  | | (Maximum of 200 characters per thought.) | |   Bottom of Form |

|  |  |
| --- | --- |
| If you have entered all of your thoughts about purchasing an airline ticket and are sure that you cannot think of anything else, click [here](javascript:finishThought()). | |
|  | |
| **So far, you have entered the following thoughts:** | |
| 1: | test |

BUYING A COMPUTER

Top of Form

Now, please make your choice, regarding the same situation we just asked you about:   
  
Suppose you are purchasing a new desktop PC, and you are debating between two different computers, one of which includes a carbon tax. You are debating between the following two computers, which are otherwise equivalent. Which would you choose?

|  |  |
| --- | --- |
| **Computer A** | **Computer B** |
| **$474 desktop PC includes a carbon tax** | **$468 desktop PC** |

How strongly would you prefer Computer A or Computer B?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strongly Prefer A | Somewhat Prefer A | Slightly Prefer A | Undecided | Slightly Prefer B | Somewhat Prefer B | Strongly Prefer B |
|  |  |  |  |  |  |  |

Do you think the carbon tax included in Computer A should be made mandatory for all computers sold in the US?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Definitely | Probably | Maybe | Undecided | Maybe Not | Probably Not | Definitely Not |
|  |  |  |  |  |  |  |



Bottom of Form

BUYING A COMPUTER

Top of Form

Now, please make your choice, regarding the same situation we just asked you about:   
  
Suppose you are purchasing a new desktop PC, and you are debating between two different computers, one of which includes a carbon offset. You are debating between the following two computers, which are otherwise equivalent. Which would you choose?

|  |  |
| --- | --- |
| **Computer A** | **Computer B** |
| **$474 desktop PC includes a carbon offset** | **$468 desktop PC** |

How strongly would you prefer Computer A or Computer B?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Strongly Prefer A | Somewhat Prefer A | Slightly Prefer A | Undecided | Slightly Prefer B | Somewhat Prefer B | Strongly Prefer B |
|  |  |  |  |  |  |  |

Do you think the carbon offset included in in Computer A should be made mandatory for all computers sold in the US?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Definitely | Probably | Maybe | Undecided | Maybe Not | Probably Not | Definitely Not |
|  |  |  |  |  |  |  |



**Your Thoughts About Buying a Computer with a Carbon Tax or a Computer without a Carbon Tax**

Bottom of Form

Thank you.  
Now, before you move on, we would like to ask you some questions about each of the thoughts you listed about buying a new desktop PC. We will present each thought individually and ask you to rate it on two separate dimensions:

* What your thought was about (i.e. Computer A and/or Computer B), and whether it concerned an advantage or disadvantage (of that computer).
* Whether your thought primarily concerned yourself only, or others in society

Here are the thoughts you typed in. Please review these thoughts, and answer the following:

One of your thoughts was "test". Did this thought concern an advantage of Computer A (the brand including a carbon tax), a disadvantage of that computer, an advantage of Computer B (the brand without a carbon tax), a disadvantage of that computer, or none of the above?:

1 - an advantage of Computer A  
2 - a disadvantage of Computer A  
3 - an advantage of Computer B  
4 - a disadvantage of Computer B  
5 - none of the above

**Your Thoughts About Buying a Computer with a Carbon Tax or a Computer without a Carbon Tax**

Here are the thoughts you typed in, again. Please review these thoughts, and answer the following:

One of your thoughts was "test". Did this thought concern you personally, others in society, or both?:

1 - you personally  
2 - others in society  
3 – both

**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*** |
|  |
|  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | |  | | --- | | The following 20 questions consist of a number of words that describe different feelings and emotions. Read each item and then mark the appropriate answer in the space next to that word. Please indicate to what extent you feel this way **right now**, that is, at the present moment. | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel interested ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel distressed ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel excited ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel upset ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel strong ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel guilty ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel scared ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel hostile ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel enthusiastic ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel proud ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel irritable ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel alert ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel ashamed ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel inspired ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel nervous ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel determined ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel attentive ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel jittery ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  | | --- | | \*I feel active ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | | |  | | --- | | \*I feel afraid ***Choose only one of the following*** | | |  | | --- | | very slightly or not at all  a little  moderately  quite a bit  extremely | | |  | |  |  | | --- | |  | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | |  | **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 | | |  | |  |  | | --- | |  | |