Filter

Electricity Choices Survey

Carnegie Mellon University

Do you pay for your own electricity bill?

Yes	No
○	○

Intro Page

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Introduction

Thank you for participating in the Electricity Choices Survey. We would like you to evaluate a program we are considering offering to those living in the Washington DC area. **You do not need to live in this area to help us**. Please read the document below and judge whether you would want to participate in this program or not **if it were offered to you**. Then, please finish the rest of the survey. Thank you!

Here's the program description:

To whom it may concern,

You are receiving this letter because Carnegie Mellon University and the United States Department of Energy need your help to evaluate ways of communicating electricity use information to Washington DC residents.

You have been chosen to receive a free Ceiva digital photo frame and one year subscription (to see what it looks like, go to: http://ceiva.com). You can use this photo frame to upload and stream your digital photos. We would also like you to use and evaluate this photo frame as a means for receiving digital information from your electricity company. On the frame, you will receive information about your electricity use from time to time. You can also upload your own photos to the frame. After a 1-year evaluation period, during which we will ask you to provide feedback on the frame, you can keep the Ceiva frame if you like it or return it for a $25 gift certificate.

We will send you four surveys (every three months) over the course of the year asking about the frame and your electricity use. Otherwise, your electricity use will be recorded over the 1-year period in the usual way (remote meter reading).

If you choose to participate, you will receive the Ceiva digital photo frame 1 week from now. There will be no cost to you and all of your information will remain confidential, as is university and government policy.

Thank you,
Carnegie Mellon University Research Team

Would you enroll in this offering if it were available to you?

Yes ○ No ○

Please briefly describe why you would or would not enroll in this offering:

Body of questions

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Questions About You

Now, for the survey. The first questions are about you.

What is your gender?

Male ○ Female ○

What is your current age?

[ ] years

Who is primarily responsible for paying your monthly electricity bill?

- ○ I am
- ○ Another adult (spouse, roommate, family member etc) is
- ○ My landlord
- ○ None of the above

[ ]

Do you expect to reside in your current home for the next 12 months?

Yes ○ No ○ I Don't Know ○

How many adults live in your home?

☐ Adults

How many children (under 18 years old) live in your home?

☐ Children

How many hours a day do you spend at home?

☐ hours

When is someone usually in the home? Check all that apply

10am-2pm	2pm-6pm	6pm-10pm	10pm-2am	2am-6am	6am-10am
☐	☐	☐	☐	☐	☐

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Questions About Energy Efficiency

To what extent do you disagree or agree with the following statements?

Compared to the average household in my city ...

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
My household uses more electricity.	○	○	○	○	○
My household has done more to reduce its electricity consumption.	○	○	○	○	○
My household cares more about the environment.	○	○	○	○	○

How effective would the following messages be to get you to participate in an electricity efficiency program?

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
Protecting the environment	○	○	○	○	○
Saving Money	○	○	○	○	○
Increasing personal control over energy use	○	○	○	○	○
More reliable service	○	○	○	○	○
Increasing independent energy security for the US	○	○	○	○	○
Providing more electricity choices	○	○	○	○	○
Avoiding wasting energy	○	○	○	○	○

To what extent do you disagree or agree with the following statements?

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
I feel that I personally have control over how much electricity is consumed in my household.	○	○	○	○	○
I am always eager to be the first to buy a new technology.	○	○	○	○	○
When I have a choice between two equal products, I always buy the one that is less harmful to other people and the environment.	○	○	○	○	○

To what extent do you disagree or agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The balance of nature is very delicate and easily upset.	○	○	○	○	○
Humans have the right to modify the natural environment to suit their needs.	○	○	○	○	○
Mankind was created to rule over the rest of nature.	○	○	○	○	○
Plants and animals exist primarily to be used by humans.	○	○	○	○	○
The earth is like a spaceship with only limited room and resources.	○	○	○	○	○
There are limits to growth beyond which our industrialized society cannot expand.	○	○	○	○	○

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Electricity Use Questions (Part I)

How much is your monthly electricity bill, on average?

	Dollars	I don't know
	☐	○

To what extent do you agree or disagree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am satisfied with my electricity company.	○	○	○	○	○
I trust my electricity company to do the right thing by their customers.	○	○	○	○	○

Have you ever contacted your electricity company about any of the following: (Please check all that apply)

- ☐ Blackouts and blackout-related problems
- ☐ Incorrect or confusing billing
- ☐ Poor provision of electricity services
- ☐ I have never contacted the electric company
- ☐ Other reason. Please specify below

Have you previously participated in any programs offered by your electric utility company?

Yes	No	I don't know
○	○	○

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Electricity Use Questions (Part II)

In the past 12 months have you done any of the following?

	Not applicable	Yes	No
Bought Compact Fluorescent Lights (CFLs)	○	○	○
Used an electricity tracking device (e.g. an in-home display)	○	○	○
Bought one or more energy efficient appliances	○	○	○
Insulated my home	○	○	○
Got a flu shot	○	○	○
Recycled	○	○	○
Contributed to a retirement savings (e.g., 401k)	○	○	○
Used the public library	○	○	○
Enrolled in prize drawings	○	○	○
Donated time to a charity or non-profit organization	○	○	○
Donated money to a charity or non-profit organization	○	○	○
Bought a lottery ticket	○	○	○

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Technology Questions

Do you currently have a smart meter in your home?

Yes	No	I don't know
○	○	○

Have you heard of in-home electricity displays like the Ceiva frame before this survey?

Yes	No
○	○

To what extent do you agree or disagree with the following statement?

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
An in-home display would help me save electricity each month.	○	○	○	○	○
An in-home display would help me save money each month.	○	○	○	○	○
I would enjoy having an in-home display in my home.	○	○	○	○	○
I would learn a lot from an in-home display.	○	○	○	○	○

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Questions About You

What is your current employment status?

- ◯ Employed full time
- ◯ Employed part time
- ◯ Unemployed/Looking for work
- ◯ Student
- ◯ Homemaker
- ◯ Retired
- ◯ Other

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

- ◯ Less than high school
- ◯ High school/GED
- ◯ Some College
- ◯ 2 year degree (Associates)
- ◯ 4 year degree (BA, BS)
- ◯ Masters, PhD, MD, JD, etc

What is your annual household income?

- ◯ $0-15k
- ◯ $16k-30k
- ◯ $31k-50k
- ◯ $51k-75k
- ◯ $76k-100k
- ◯ $101k-125k
- ◯ $126k-150k
- ◯ $151k-175k
- ◯ $176k+
- ◯ Prefer not to answer

Would you describe yourself as:

- ○ American Indian/Native American
- ○ Black/African American
- ○ Asian
- ○ Hispanic/Latino
- ○ White/Caucasian
- ○ Other
- ○ Prefer not to answer

Do you consider yourself to be:

- ○ Democrat
- ○ Republican
- ○ Independent
- ○ Other
- ○ Prefer not to answer

Thank you for taking the time to complete this survey. Your responses are very important to us. Please type the following code in the Mturk textbox to receive credit: 192347987459817495.

Once you've done this you will receive payment. However, we'd also like feedback on the survey. Please help us by filling out the questionnaire on the next few pages about your experience with the survey.

Continue ○ No thanks, I'm done ○

Boiler plate

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We are now going to ask you questions about your experience with the survey. Your honest answers are very appreciated and can help us improve the survey.

Please write any further comments about the experiment, including concerns or confusions you may have had.

Did you take the task seriously?

- ○ Not at all
- ○ Somewhat
- ○ Moderately
- ○ Very
- ○ Extremely

If not, what would get you to take the task seriously?

Did you try hard at the task?

- ○ Not at all
- ○ Somewhat
- ○ Moderately
- ○ Very
- ○ Extremely

If not, what would get you to try hard?

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Did you care about the task?

- ○ Not at all
- ○ Somewhat
- ○ Moderately
- ○ Very
- ○ Extremely

If not, what would get you to care about the task?

Did you think carefully about the information you were given before responding?

- ○ Not at all
- ○ Somewhat
- ○ Moderately
- ○ Very
- ○ Extremely

If not, what would get you to reason more carefully?

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Did you respond honestly?

- ○ Not at all
- ○ Somewhat
- ○ Moderately
- ○ Very
- ○ Extremely

Did you find the visual layout and design interesting and appealing?

- ○ Not at all
- ○ Somewhat
- ○ Moderately
- ○ Very
- ○ Extremely

Did you find the questions easy or difficult to understand and answer?

- ○ Not at all
- ○ Somewhat
- ○ Moderately
- ○ Very
- ○ Extremely

Was the questionnaire too short or too long?

- ○ Very short
- ○ Short
- ○ Good length
- ○ Long
- ○ Very long

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How important was the task to you?

- ○ Not at all
- ○ Somewhat
- ○ Moderately
- ○ Very
- ○ Extremely

How satisfied were you with your experience overall?

- ○ Not at all
- ○ Somewhat
- ○ Moderately
- ○ Very
- ○ Extremely

What did you like most about the task?

What did you like least about the task?

Do you have any recommendations for improvement?