Filter

Electricity Choices Survey

Carnegie Mellon University

Before you begin the main survey, please answer the following question.

Do you pay for your own electricity bill?

Yes	No
○	○

Comittment to volunteer

Electricity Choices Survey

Carnegie Mellon University

Introduction

Our main survey asks you to evaluate an electricity information program and answer some questions about yourself. To receive payment you only have to answer this main survey.

It would also really help us to know what you thought about the survey. Are you willing to answer some additional questions after the main survey? You will not be paid for these additional questions.

Sure, I'll help out once I've finished.	No thanks, I'll just complete the main survey.
○	○

Intro Page

Electricity Choices Survey

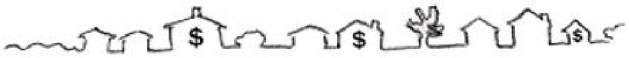
Carnegie Mellon University

In this 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 description on the next page carefully** and judge whether you would want to participate in this program or not, **if it were offered to you**. Then, answer some questions about yourself in the main survey. Thank you!

recruitment_v1

Carnegie Mellon
Electricity Frame Study



Dear [Name]

Scientists at Carnegie Mellon University need your help to understand the best way to provide electricity information to DC area residents.

You have been chosen to receive a free Ceiva digital photo frame (http://www.ceiva.com). On the frame you can:

- See your home electricity use for 1 year.
- Upload and stream your own photos to the frame.

You will evaluate the frame for 1 year. At the end of the year, you can keep it if you like it or return it for a $25 gift certificate. We will send you four short surveys (one every 3 months) over the year asking how useful you find the frame and about your electricity use. If you choose to participate, you will receive the frame 3 weeks from now. There will be no cost to you and your information and survey responses will be confidential, as is university policy.

We would like you to complete the attached questionnaire, even if you are unsure about participating. To thank you for your help, we have included a $2 bill. You can keep this $2 whether or not you participate in the study.

To understand if this frame could benefit every resident in the DC area, it is very important that the people we choose to include in the study agree to do so. This helps us make sure that we have a representative set of participants, and is a critical part of the science we do.

If you want good, representative research to be conducted, please do participate.

If you would like to participate or to just ask questions, please do one of the following:

Call us: 1-800-111-1111 Email us: electricityframestudy@cmu.edu
Return the enclosed questionnaire
Return the enclosed postcard

If we don't hear from you in a week, we will give you a call. If you don't want to participate, please call us, email us, or return the postcard checking the 'no thanks' box.

Thank you,

Dr. Baruch Fischhoff
Carnegie Mellon University Professor

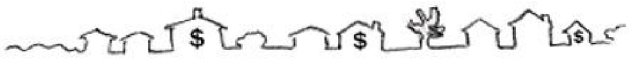
Would you enroll in this offering if it were available to you?

Yes	No
○	○

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

recruitment_v2

Carnegie Mellon
Electricity Frame Study



Dear [Name]

Scientists at Carnegie Mellon University are working with the US Department of Energy and need your help to understand the best way to provide electricity information to DC area residents.

You have been chosen to receive a free Ceiva digital photo frame (http://www.ceiva.com). On the frame you can:

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Thank you,

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Carnegie Mellon University Professor

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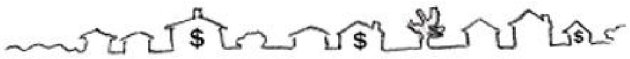
Yes	No
○	○

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

recruitment_v3

Carnegie Mellon
Electricity Frame Study



Dear [Name]

Scientists at Carnegie Mellon University are working with your electric company, Pepco, and need your help to understand the best way to provide electricity information to DC area residents.

You have been chosen to receive a free Ceiva digital photo frame (http://www.ceiva.com). On the frame you can:

- See your home electricity use for 1 year.
- Upload and stream your own photos to the frame.

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Thank you,

Dr. Baruch Fischhoff
Carnegie Mellon University Professor

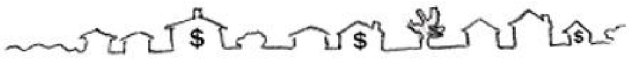
Would you enroll in this offering if it were available to you?

Yes	No
○	○

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

recruitment_v4

Carnegie Mellon
Electricity Frame Study



Dear [Name]

Scientists at Carnegie Mellon University are working with your electric company, Pepco, and need your help to understand the best way to provide electricity information to DC area residents.

You have been chosen to receive a free Ceiva digital photo frame (http://www.ceiva.com). On the frame you can:

- See your home electricity use for 1 year.
- Upload and stream your own photos to the frame.
- Receive information from Pepco about special offers.

You will evaluate the frame for 1 year. At the end of the year, you can keep it if you like it or return it for a $25 gift certificate. We will send you four short surveys (one every 3 months) over the year asking how useful you find the frame and about your electricity use. If you choose to participate, you will receive the frame 3 weeks from now. There will be no cost to you and your information and survey responses will be confidential, as is university policy.

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If you would like to participate or to just ask questions, please do one of the following:

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Return the enclosed questionnaire
Return the enclosed postcard

If we don't hear from you in a week, we will give you a call. If you don't want to participate, please call us, email us, or return the postcard checking the 'no thanks' box.

Thank you,

Dr. Baruch Fischhoff
Carnegie Mellon University Professor

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:

recruitment_v5

Carnegie Mellon
Electricity Frame Study

Dear [Name]

Scientists at Carnegie Mellon University need your help to understand the best way to provide electricity information to DC area residents.

You have been chosen to receive a free Ceiva digital photo frame and 1-year subscription (http://www.ceiva.com). On the frame you can:

- See your home electricity use for 1 year.
- Upload and stream your own photos to the frame.

You will evaluate the frame for 1 year. At the end of the year, you can keep it if you like it or return it for a $25 gift certificate. We will send you four short surveys (one every 3 months) over the year asking how useful you find the frame and about your electricity use. If you choose to participate, you will receive the frame 3 weeks from now. There will be no cost to you and your information and survey responses will be confidential, as is university policy.

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Thank you,

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Carnegie Mellon University Professor

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

Electricity Choices Survey

Carnegie Mellon University

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

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

Yes ○ No ○ I Don't Know ○

What is your 5 digit zip code?

[ ]

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 ☐

Electricity Choices Survey

Carnegie Mellon University

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 has done more to reduce its electricity consumption.	○	○	○	○	○
My household recycles more consistently.	○	○	○	○	○
My household is more active in the community.	○	○	○	○	○
My household cares more about the environment.	○	○	○	○	○

To what extent would the following messages encourage you to participate in an electricity efficiency program?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Increasing independent energy security for the US	○	○	○	○	○
Protecting the environment	○	○	○	○	○
Avoiding wasting energy	○	○	○	○	○
Increasing personal control over energy use	○	○	○	○	○

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

	Strongly disagree	disagree	Neither agree nor disagree	Agree	Strongly agree
Plants and animals exist primarily to be used by humans.	○	○	○	○	○
The balance of nature is very delicate and easily upset.	○	○	○	○	○
There are limits to growth beyond which our industrialized society cannot expand.	○	○	○	○	○
The earth is like a spaceship with only limited room and resources.	○	○	○	○	○

Electricity Choices Survey

Carnegie Mellon University

More Questions About Energy Efficiency

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

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
When I have a choice between two equal products, I always buy the one that is less harmful to other people and the environment.	○	○	○	○	○
I feel that I personally have control over how much electricity is consumed in my household.	○	○	○	○	○
I have switched products for ecological reasons.	○	○	○	○	○
I am always eager to be the first to buy a new technology.	○	○	○	○	○
I understand the potential damage to the environment that some products can cause. I do not purchase these products.	○	○	○	○	○
I have purchased a household appliance because it uses less electricity than other brands.	○	○	○	○	○
I only buy new products after the ones I have wear out or become obsolete.	○	○	○	○	○

Electricity Choices Survey

Carnegie Mellon University

Electricity Use Questions (Part I)

How much is your monthly electricity bill, on average?

	Dollars	I don't know
	☐	○

How much do you trust the following groups to look out for you?

	Not at all	Somewhat	Moderately	A lot
The federal government	○	○	○	○
Your community	○	○	○	○
Your utility company	○	○	○	○
Your co-workers	○	○	○	○
Scientists	○	○	○	○
Your friends	○	○	○	○
Your family	○	○	○	○
Your local government	○	○	○	○

Electricity Choices Survey

Carnegie Mellon University

Social Questions

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

	No	Yes	Not applicable
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	○	○	○
Signed a petition	○	○	○
Attended a protest or demonstration	○	○	○
Voted in a local or national election	○	○	○
Attended a group meeting (e.g. Neighbourhood Watch, parent-teachers' association, social clubs, recreational groups, professional organizations etc)	○	○	○

Electricity Choices Survey

Carnegie Mellon University

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 statements?

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

Electricity Choices Survey

Carnegie Mellon University

Questions About You

To what extent do the following statements describe you.

	Not at all true	Slightly true	Somewhat true	Very true	Extremely true
I do not seem capable of dealing with most problems that come up in my life.	○	○	○	○	○
When unexpected problems occur I don't handle them very well.	○	○	○	○	○
If something looks too complicated I will not even bother to try it.	○	○	○	○	○
When I decide to do something, I go right to work on it.	○	○	○	○	○
When I make plans, I am certain I can make them work.	○	○	○	○	○

To what extent do the following statements describe you.

	Not at all true	Slightly true	Somewhat true	Very true	Extremely true
I like to try to solve problems that present a mental challenge.	○	○	○	○	○
I like to work at a problem until I get it right.	○	○	○	○	○
I like to look up new words in a dictionary.	○	○	○	○	○
I am always eager to know more about the universe we live in.	○	○	○	○	○
When I hear about a new subject I like to find out more about it.	○	○	○	○	○
I like to read books by writers I've not come across before.	○	○	○	○	○

Electricity Choices Survey

Carnegie Mellon University

Questions About Your Spending Habits

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

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
There are things I resist buying today so I can save for tomorrow.	○	○	○	○	○
If you take good care of your possessions, you will definitely save money in the long run.	○	○	○	○	○
Making better use of my resources makes me feel good.	○	○	○	○	○
There are many things that are normally thrown away that are still quite useful.	○	○	○	○	○
I believe in being careful in how I spend my money.	○	○	○	○	○
If you can re-use an item you already have, there's no sense in buying something new.	○	○	○	○	○
I am willing to wait on a purchase I want so that I can save money.	○	○	○	○	○
I discipline myself to get the most from my money.	○	○	○	○	○

Electricity Choices Survey

Carnegie Mellon University

More 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

Last of all, the following questions ask about how many people you see or talk to on a regular basis.

	1	2	3	4	5	6	7 or more
How many close friends do you have? (meaning people that you feel at ease with, can talk to about private matters, and can call on for help).	○	○	○	○	○	○	○
How many of these friends do you see or talk to at least once every 2 weeks?	○	○	○	○	○	○	○
How many times have you attended a party or other social gathering in the past 2 months?	○	○	○	○	○	○	○

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: 296447988622817432.

Boiler plate

Electricity Choices Survey

Carnegie Mellon University

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?

Electricity Choices Survey

Carnegie Mellon University

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?

Electricity Choices Survey

Carnegie Mellon University

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 difficult or easy to understand and answer?

- ○ Very Difficult
- ○ Difficult
- ○ Neutral
- ○ Easy
- ○ Very Easy

Was the questionnaire too short or too long?

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

Electricity Choices Survey

Carnegie Mellon University

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?

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