Intro

WELCOME TO THE ELECTRICITY CHOICES PROJECT

Help us design technology to fit your needs

Rating

Introduction

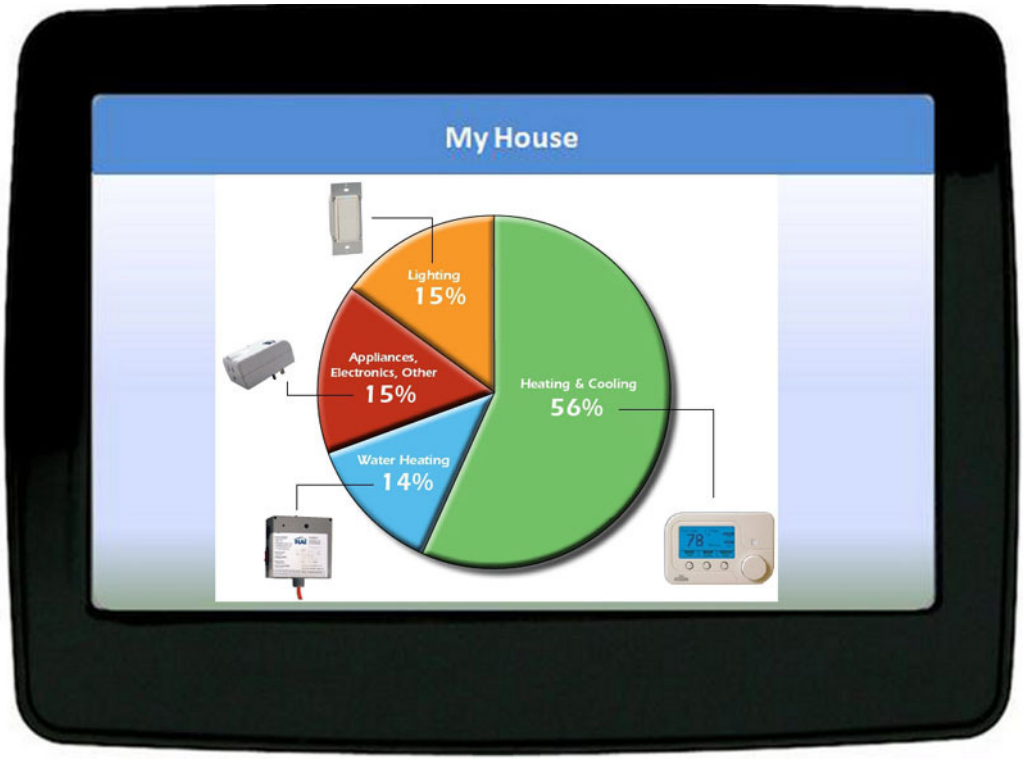
Electricity companies in the United States are considering giving consumers **in-home electricity displays**. An in-home display can provide information on various aspects of your electricity use, along with other information, such as temperature and date.

Below is an example of what an in-home display might look like:

One possible purpose of an in-home display is helping people to reduce their electricity consumption. In this survey, we would like you to tell us about the features that would make an in-home display must useful to reducing your electricity consumption.

Information Example

Here is an example of of an in-home display showing the percent of electricity used in different ways, such as water heating.



In the example above, what percent of electricity use comes from lighting?

14 percent	15 percent	56 percent
○	○	○

Information Features Task

HERE is a list of information that might appear on an in-home display. Please rate each type of information in terms of how much you would like it to have it on a display.

	How much would you like this information on the display?					.
	Not at all	Slightly	Moderately	Strongly	Extremely	I don't know
How many dollars you will spend each day, if you keep using electricity at the same rate.	○	○	○	○	○	○
How much electricity each of your appliances uses.	○	○	○	○	○	○
The daily price of electricity – if you are on a program where electricity prices differ each day.	○	○	○	○	○	○
When you used the most electricity over the last month.	○	○	○	○	○	○
How "green" your electricity use is each month.	○	○	○	○	○	○
How much electricity you will use by the end of the month, based on how much you've used so far.	○	○	○	○	○	○
	Not at all	Slightly	Moderately	Strongly	Extremely	I don't know
The time of day you use the most electricity.	○	○	○	○	○	○
How your monthly electricity use compares with that of a neighbor or a similar household.	○	○	○	○	○	○
How many Kilowatt hours of electricity you've used so far this month.	○	○	○	○	○	○
How well you're meeting a goal that you've set for how much electricity you will use.	○	○	○	○	○	○
How many dollars you've spent on electricity so far this month.	○	○	○	○	○	○

Are there any additional information features that you would like on an in-home display? Please describe below.

Create Your Own Display

Here are some kinds of information that can be on an in-home display. Drag and drop any items that you would like to have on a display. Once you have chosen them, move them around so that the most important ones are on the top.

- How your monthly electricity use compares with that of a neighbor or a similar household.
- The daily price of electricity – if you are on a program where electricity prices differ each day.
- How many dollars you will spend each day, if you keep using electricity at the same rate.
- How "green" your electricity use is each month.
- How much electricity each of your appliances uses.
- The time of day you use the most electricity.
- How many Kilowatt hours of electricity you've used so far this month.
- How many dollars you've spent on electricity so far this month.
- How much electricity you will use by the end of the month, based on how much you've used so far.
- When you used the most electricity over the last month.
- How well you're meeting a goal that you've set for how much electricity you will use.

How much would you like to have the in-home display you created on the previous page?

Not at all	Slightly	Moderately	Strongly	Extremely
○	○	○	○	○

How effective do you think that in-home display would help you to reduce your electricity use?

Very Ineffective	Ineffective	Somewhat Ineffective	Neither Effective nor Ineffective	Somewhat Effective	Effective	Very Effective
○	○	○	○	○	○	○

How often would you look at the in-home display you created?

Never	Less than Once a Month	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily
○	○	○	○	○	○	○

How much do you think you would save, in dollars, on your monthly electricity bill if you had the display you created on the previous page?

Final IHD

The pictures below show three new ways that allow you to see how much electricity you are using and how much it is costing you.

Put "1" next to the display that you would most like, "2" next to the second best, and "3" next to the third. If you don't want a particular display, put "0" next to it.

Computer Application	In Home Display	Smart-Phone Application
An application on my computer or laptop	*A display designed for my home*	*An application on my Smart-Phone*

- [ ] Computer Application
- [ ] In-Home Display
- [ ] Smart-Phone Application

How would you prefer to receive information about your electricity consumption? Rank the methods of information below, with the most preferred having rank #1.

- [ ] Through email.
- [ ] Through a smart-phone application.
- [ ] Through an in-home display.
- [ ] On a website.
- [ ] Through the mail.

How much would you be willing to pay (in dollars) for an in-home device with all the features that you wanted? Assume that this is a one-time cost, with no additional monthly charges.

	Please enter an amount in dollars.
An in-home display.	$
A smart-phone application.	$
A website.	$
A smart-thermometer.	$

Do you have a smart-phone?

Yes	No
○	○

Would you like the option of pre-paying for your electricity? That is, you would pay for a certain amount of electricity, then be alerted when your money was running out and you had to add more.

Not at all	Slightly	Moderately	Strongly	Extremely
○	○	○	○	○

If you could be charged an amount on your bill each month for the in-home display with the features you want, what is the most you would be willing to pay as recurring monthly fee?

How much would you be willing to pay (in dollars), in total, for an in-home device that had the features you wanted?

If you live in the United States, in what state do you live?

If you had a display, how much money do you think that you would save on your electricity bill?

Put "0", if you don't think that you will save anything.

$

How much is your monthly electricity bill, on average?

	Avrg bill per month	I don't know
	$	○

How many kWhs do you use per month on average?

	Avrg use per month	I don't know
	kWhs	

Demographics

Lastly, some questions about you

What is your age?

Are you male or female?

Male Female

What is your annual household income?

- 0 - 15k
- 16 - 30k
- 31 - 50k
- 51 - 75k
- 76 - 100k
- 101 - 125k
- 126 - 150k
- 151 - 175k
- 176k+

Would you describe yourself as:

- American Indian / Native American
- Black / African American
- Asian
- Hispanic / Latino
- White / Caucasian
- Mixed Race
- Other:

We really appreciate your input, and it will be very helpful with our research. Please copy and paste the following code into the MTurk Textbox to receive payment.

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