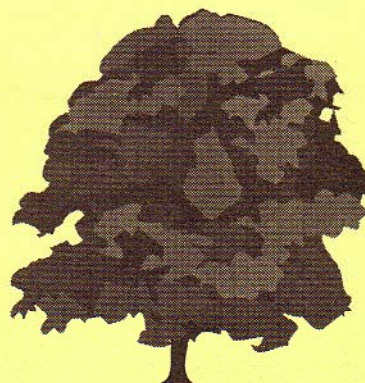
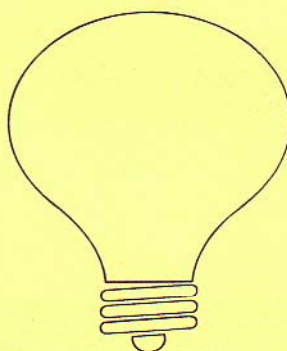


Survey Version:

MB - 4



Clean Energy and You

This survey should be completed by the person who usually pays the electricity bill in your household.

All of your answers will be confidential, and your name will not be associated with the survey. This study is sponsored by the National Science Foundation, the U.S. Environmental Protection Agency, and Cornell University with the assistance of the Niagara Mohawk Power Corporation.

We would like you to compare the Green Choice program with other causes you might support, like the United Way, public television, or environmental groups.

- 9 On a scale from '1' to '10', how would you rank the Green Choice program compared with other causes? A '1' indicates you view the Green Choice program 'Much Less Favorably', and '10' 'Much More Favorably'. (*Please circle ONE response*)

**Much Less
Favorably**

**Much More
Favorably**

1 2 3 4 5 6 7 8 9 10

Given your household's income and other expenses, we would like you to think about whether or not you would be interested in joining the Green Choice program.

10. Would you join the Green Choice program if it would cost you these amounts each month?

(Please circle ONE letter for EACH dollar amount to show if you would join.)

| Cost to you per month | Definitely No | Probably No | Not Sure | Probably Yes | Definitely Yes |
|-----------------------|---------------|-------------|----------|--------------|----------------|
| 10¢ | A | B | C | D | E |
| 50¢ | A | B | C | D | E |
| \$1 | A | B | C | D | E |
| \$1.50 | A | B | C | D | E |
| \$2 | A | B | C | D | E |
| \$3 | A | B | C | D | E |
| \$4 | A | B | C | D | E |
| \$6 | A | B | C | D | E |
| \$9 | A | B | C | D | E |
| \$12 | A | B | C | D | E |
| \$20 | A | B | C | D | E |
| \$45 | A | B | C | D | E |
| \$95 | A | B | C | D | E |

If you answered 'Probably Yes.' or 'Definitely Yes' at a cost of 10¢. skip to Question 12.

11. If you answered 'Definitely No', 'Probably No', or 'Not Sure' at a cost of 10¢ per month, which of the following best describes your responses to Question 10?
(Please circle ONE response)

- 1 I have no interest in this program.**
- 2 I have some interest in this program, but I would not pay anything to join.**
- 3 I would sign up for the program if it cost me some money, but less than 10¢ per month.**