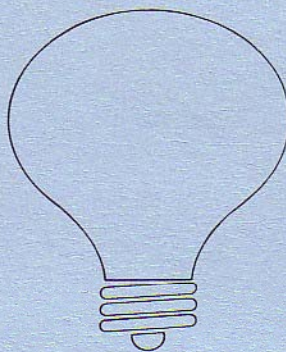


**Survey Version:
OE**



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.

Your local electricity provider, Niagara Mohawk, is evaluating a possible new environmental program called Green Choice. This survey asks your views about the proposed Green Choice program. Your opinions about this program are important. Please answer all questions in the space provided in the booklet. If you are not certain, the best answer is the one which most closely reflects your own feelings and beliefs.

These first two questions ask about your electricity provider and who pays your household's electricity bill.

1. Are you the person who usually pays the electricity bill for your household?
(Please circle ONE response)

1 Yes

2 No ----->

Please give this survey to the person in your household who pays the electricity bills. Thank you.

2. If you are a Niagara Mohawk customer, please rate the overall service you receive from Niagara Mohawk on a scale from '1' to '10', where '1' is 'Very Poor' and '10' is 'Very Good'. If you are not a Niagara Mohawk customer, please check the box below. (Please circle ONE response or check box)

Very
Poor

1

2

3

4

5

6

7

8

9

Very
Good

10



I am not a Niagara Mohawk customer. This study is for households that buy power from Niagara Mohawk. Since you do not buy power from Niagara Mohawk, you do not need to complete the rest of this survey. Please return this survey to us in the envelope provided. THANK YOU!

3. Niagara Mohawk may be implementing a new power program called Green Choice. You may have seen this mentioned in a bill insert. Have you heard or read anything about the Green Choice program? *(Please circle ONE response)*

1 Yes

2 No -----> *Skip to the next page.*

3 Unsure

4. If you have heard of Green Choice, what do you remember about it? *(Please describe your understanding of Green Choice)*

On the next few pages, we will be asking for your opinions about different features of the Green Choice program.

If adopted, the Green Choice program would be a voluntary partnership between Niagara Mohawk and its residential customers. The program is designed to reduce air pollution and improve the environment in our local communities. It involves two parts: using renewable energy and planting trees.

First, customers who become Green Choice partners would help to replace energy generated by burning fossil fuels -- like coal and oil -- with renewable energy sources. Renewable energy sources include wind and solar power, and gas recovered from landfill sites.

Renewable energy sources do not produce air or water pollution, and they conserve other resources such as coal and oil. But they also tend to cost more than other types of power.

5. How interested are you in the goal of replacing fossil fuel energy with renewable energy sources? On a scale from '1' to '10', where '1' is 'Not At All Interested' and '10' is 'Very Interested', how interested are you? *(Please circle ONE response)*

**Not At All
Interested**

**Very
Interested**

1 2 3 4 5 6 7 8 9 10

The other part of the Green Choice program would be tree planting. If implemented, the Green Choice program would plant thousands of trees on public lands throughout upstate New York. Niagara Mohawk would develop the planting projects with American Forests, the nation's oldest citizen conservation group.

You may be aware that trees serve as natural air filters, absorbing carbon dioxide (a contributor to global warming) and releasing oxygen into the atmosphere. When planted near buildings, trees help conserve energy by providing shade in summer and windbreaks in winter.

6. How interested are you in the goal of planting trees on public lands in upstate New York? As before, on a scale from '1' to '10', where '1' is 'Not At All Interested' and '10' is 'Very Interested', how interested are you? *(Please circle ONE response)*

**Not At All
Interested**

1

2

3

4

5

6

7

8

9

**Very
Interested**

10

The Green Choice program would be funded voluntarily. Customers who decided to join the program would pay an additional fixed fee each month on their Niagara Mohawk bill. This fee would not be tax-deductible. Customers could sign up or cancel at any time. While customers sign up, Niagara Mohawk would ask for bids on renewable energy projects.

Enough customers would have to become Green Choice partners to pay for the program. For example, if \$864,000 were invested in the first year, it would allow Niagara Mohawk to plant 50,000 trees and fund a landfill gas project. The gas project could replace all fossil fuel electricity in 1,200 homes. However, if after one year participation were insufficient to fund Green Choice activities, Niagara Mohawk would cancel the program and refund all the money that was collected.

7. Does the fact that a minimum level of customer participation is required for Green Choice to operate make the program of less interest to you, more interest, or does it not affect your interest? *(Please circle ONE response)*

- 1 **Decreases Interest**
- 2 **Increases Interest**
- 3 **Does Not Affect Interest**
- 4 **Don't Know**

8. Does the fact that Niagara Mohawk would refund all the money it collects -- if support is insufficient -- make the program of less interest to you, more interest, or does it not affect your interest? *(Please circle ONE response)*

- 1 **Decreases Interest**
- 2 **Increases Interest**
- 3 **Does Not Affect Interest**
- 4 **Don't Know**

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. What is the highest amount, if anything, that your household would pay each month and still sign up for the program? (Please fill in amount below)

\$ _____ per month

If you answered \$0 to Question 10, please skip to Question 13.

11. Some people say that it's hard to think about the amount you would pay for a specific program like Green Choice, rather than for environmental programs or other good causes in general. Would you say that the dollar amount you gave in Question 10 is . . . ? (Please circle ONE response)

- 1 **Just for the Green Choice program.** -----> *Skip to the next page.*
- 2 **Partly for Green Choice and partly a general contribution to environmental or other causes.**
- 3 **Basically a general contribution to environmental or other causes.**

12. About what percent of your dollar amount in Question 10 is just for the Green Choice program? (Please write the percentage below)

_____ % -----> *Skip to the next page.*

13. So you think that you would not contribute to the program. Please use the space below to state your reason(s) for not signing up for the program.

Just to review, if \$864,000 were invested in the first year, the proposed Green Choice program would:

- use renewable energy (such as wind, solar power, and gas recovered from landfill sites) to provide electricity to 1,200 homes
- plant 50,000 trees on public lands throughout upstate New York
- not use any Green Choice funds to educate Niagara Mohawk customers about energy conservation or using energy efficient technologies

In the next three questions, we would like to find out how you feel about possible changes to the proposed Green Choice program. In each case, please assume that the cost would be the same to you.

14. Would you be more or less likely to sign up for the Green Choice program if the number of households which would be powered by a renewable energy project were doubled to 2,400 but no trees were planted? *(Please circle ONE response)*

**Much Less
Likely**

**Much More
Likely**

1 2 3 4 5 6 7 8 9 10

15. Would you be more or less likely to sign up for the Green Choice program if the number of trees to be planted were doubled to 100,000, but the renewable energy project was not constructed? *(Please circle ONE response)*

**Much Less
Likely**

**Much More
Likely**

1 2 3 4 5 6 7 8 9 10

16. Would you be more or less likely to sign up for the Green Choice program if it were going to concentrate on educating Niagara Mohawk customers about energy conservation and encouraging the use of energy efficient technologies instead of planting trees? The renewable energy project would still be built.
(Please circle ONE response)

**Much Less
Likely**

**Much More
Likely**

1 2 3 4 5 6 7 8 9 10

Some background information about you and the people living in your household will help us to understand your responses. All of your answers are strictly confidential.

17. Are you male or female? (Please circle ONE response)

- 1 Male
- 2 Female

18. What is your occupation? (Please fill in the blank)

Occupation: _____

19. How old are you? (Please fill in the blank)

_____ years old

20. What is the highest level of education you have completed? (*Please circle ONE response*)

- 1 No School
- 2 Grade School (Grades 1 - 6)
- 3 Some High School (Grades 7 - 11)
- 4 High School (Grade 12)
- 5 Trade or Vocational School
- 6 Some College (1 - 3 Years)
- 7 College Graduate
- 8 Post Graduate
- 9 Other (Please Describe _____)

21. In the last two years, have you contributed to any environmental groups like the Sierra Club, the Nature Conservancy, or any groups like that? (*Please circle ONE response*)

- 1 Yes
- 2 No

22. Which category best describes your total household income, before taxes, in 1995? (*Please circle ONE response*)

- 1 Under \$15,000
- 2 \$15,000 to \$30,000
- 3 \$30,000 to \$50,000
- 4 \$50,000 to \$75,000
- 5 \$75,000 to \$100,000
- 6 \$100,000 to \$150,000
- 7 \$150,000 to \$250,000
- 8 \$250,000 or over

23. Would you like to receive a free summary of the results of this survey? (*Please circle ONE response*)

- 1 Yes -----> *If you wish to receive a free summary of the results, print your name and address on the back of the return envelope (NOT on this survey). We will see that you receive it.*
- 2 No

Thank You for Your Help!

Is there anything we have overlooked? Please use this space for any additional comments that you would like to make.

Please return the survey in the postage paid envelope provided to:

Professor Greg Poe
Department of Agricultural, Resource, and Managerial Economics
454 Warren Hall
Cornell University
Ithaca, NY 14853-7801

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