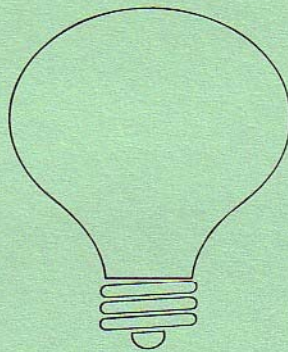


**Survey Version:
PC**



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. What is the highest amount, if anything, that your household would pay each month and still sign up for the program?

(Please circle the HIGHEST amount you would pay PER MONTH for the program.)

0¢	50¢	\$1	\$1.50	\$2
\$3	\$4	\$5	\$6	\$9
\$12	\$16	\$20	\$25	\$35
\$45	\$55	\$75	\$95	more than \$95

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 circled 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.
