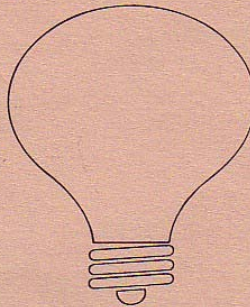
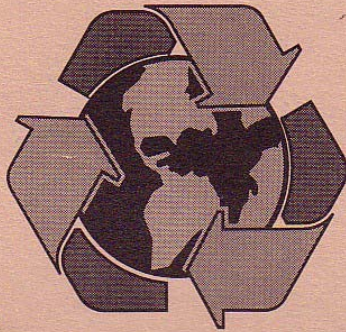


Survey Version:
MDC - 6



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.

Note: Similar Dichotomous Choice surveys were sent out with bid amounts of \$0.50, \$1, \$2, \$4, \$9 and \$12.

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 your household sign up for the program if it cost you \$6 per month?
(Please circle ONE response)

1 Yes

2 No -----> *Skip to Question 12 on the next page.*

11. So you think that you would sign up. We would like to know how sure you are of that. On a scale from '1' to '10', where '1' is 'Very Uncertain' and '10' 'Very Certain', how certain are you that you would sign up and pay the extra \$6 a month if the program were actually offered? *(Please circle ONE response)*

**Very
Uncertain**

**Very
Certain**

1 2 3 4 5 6 7 8 9 10

If you answered Question 11, please skip to the next page.

12. So you think that you would not sign up at a cost of \$6 per month. Which of the following best describes your 'no' response 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 \$6 per month.**