

Conserving Energy: An Opinion Survey

As you may know, energy use varies widely among individuals, with some making a concerted effort to reduce their energy consumptions while others are less concerned about their energy use. The present survey is part of an investigation that tries to discover some of the reasons why people do or don't make an effort to reduce their energy consumption.

Specifically, we are interested in your personal opinions regarding energy conservation in your own life. By energy conservation we mean regular performance of energy-saving behaviors such as turning off lights, limiting the duration of hot showers, using public instead of private transportation, and so on.

Some of the questions may appear to be similar, but they do address somewhat different issues. Please read each question carefully and circle the number on each scale that best reflects your opinion. There are no correct or incorrect responses; we are merely interested in your personal point of view.

All responses to this survey are anonymous and completely confidential.

Thank you for your participation in this study!

Whether I reduce my energy consumption is entirely up to me:

definitely false :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

I expect I will reduce my energy consumption

extremely unlikely :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : extremely likely

For me to reduce my energy consumption is:

extremely useless :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : extremely useful

I should have no trouble to reduce my energy consumption

definitely false :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

I am likely to reduce my energy consumption

strongly disagree :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : strongly agree

I feel social pressure to reduce my energy consumption

definitely false :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

For me to reduce my energy consumption is:

extremely worthless :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : extremely valuable

Most people I care about think I should reduce my energy consumption

extremely unlikely :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : extremely likely

I have decided to reduce my energy consumption

Strongly disagree :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : strongly agree

For me to reduce my energy consumption is:

extremely bad :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : extremely good

People who are close to me expect me to reduce my energy consumption

strongly disagree :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : strongly agree

For me to reduce my energy consumption is:

extremely boring :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : extremely interesting

Most people who are important to me encourage me to reduce my energy consumption

extremely unlikely :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : extremely likely

There are few outside events that could prevent me from reducing my energy consumption:

definitely false :__1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

Most people nowadays try their best to reduce their energy consumption

definitely false : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

I am capable of reducing my energy consumption

definitely false : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

I am planning to reduce my energy consumption

strongly disagree : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : strongly agree

Most people in my life make an effort to reduce their energy consumption

definitely false : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

For me to reduce my energy consumption would be

completely impossible : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely possible

Most people whom I respect and admire try their best to reduce their energy consumption

definitely false : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

For me to reduce my energy consumption is:

extremely unpleasant : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : extremely pleasant

Most people who are important to me try to reduce their energy consumption

definitely false : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

The reduction of my energy consumption is beyond my personal control

definitely false : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

Most people whose opinions I value approve of my reducing my energy consumption

extremely unlikely : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : extremely likely

I intend to reduce my energy consumption

definitely not : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely yes

Most people similar to me try to reduce their energy consumption

definitely false : __1__ : __2__ : __3__ : __4__ : __5__ : __6__ : __7__ : definitely true

Age _____

Sex (M F) _____

Education _____