Figure 1: Example energy planning task trials across conditions. Participants were asked to allocate energy usage to meet a 15% reduction goal. The format of the reduction goal was manipulated to be either kilowatt hours (kWh), a percentage (%), or U.S. dollars (USD).

	kWh Cor	ndition Average Electricity			
Category	Last Year by the Wells Family (kWh)	Used Last Year by Households in Colorado (kWh)	Action Plan	Category	
Cooling (Central A/C)	697	498		Cooling (Cen	
Heating the Home	18,052	16,411		Heating the l	
Water Heating	11,667	5,832		Water Heatin	
Refrigerator	1,370	1,142		Refrigerator	
Other (Television,				Other (Telev	
Lighting, Electronics,	7,982	6,652		Lighting, Ele	
Washer/Dryer, etc.)				Washer/Drye	
Total kWh	39,768	30,535		Total kWh	
Target Reduction	5,965 kWh			Target Red	

Category	Electricity Used Last Year by the Wells Family (kWh)	Average Electricity Used Last Year by Households in Colorado (kWh)	Action Plan
Cooling (Central A/C)	697	498	
Heating the Home	18.052	16.411	
Water Heating	11,667	5,832	
Refrigerator Other (Television,	1,370	1,142	
Lighting, Electronics, Washer/Dryer, etc.)	7,982	6,652	
Total kWh	39,768	30,535	
Target Reduction	15%		

Category	Electricity Used Last Year by the Wells Family (kWh)	Average Electricity Used Last Year by Households in Colorado (kWh)	Action Plan
Cooling (Central A/C)	697	498	
Heating the Home	18,052	16,411	
Water Heating	11,667	5,832	
Refrigerator	1,370	1,142	
Other (Television,			
Lighting, Electronics,	7,982	6,652	
Washer/Dryer, etc.)			
Total kWh	39,768	30,535	
Target Reduction	\$656		