

Figure 1: Example energy planning task trial. 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).

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, Washer/Dryer, etc.)	7,982	6,652	
Total kWh	39,768	30,535	
lightgray Target Reduction	5,965 kWh	15%	\$656