

Figure 1: Example energy planning task instructions and reduction goal summary. Participants were tasked with creating two action plans to help a hypothetical family reduce their energy consumption. The reduction goal was presented in one of three formats: kilowatt hours (kWh), percentage (%), or U.S. dollars (USD).

Task Instructions:
 "The

FamilyName]familywantstoreduceitshouseholdelectricityusenextyear.Pleasecompletetwopossi

| Family | State | kWh Reduction | % Reduction | USD Reduction |
|--------|---------------|---------------|-------------|---------------|
| Adams | California | 3,401 | 15% | \$510 |
| Smith | Texas | 4,357 | 15% | \$479 |
| Wells | Colorado | 5,965 | 15% | \$656 |
| Davis | Massachusetts | 6,944 | 15% | \$1,042 |