

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 Condition				Percentage Condition			
Category	Electricity Used Last Year by the Wells Family (kWh)	Average Electricity Used Last Year by Households in Colorado (kWh)	Action Plan	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		Cooling (Central A/C)	697	498	
Heating the Home	18,052	16,411		Heating the Home	18,052	16,411	
Water Heating	11,667	5,832		Water Heating	11,667	5,832	
Refrigerator	1,370	1,142		Refrigerator	1,370	1,142	
Other (Television, Lighting, Electronics, Washer/Dryer, etc.)	7,982	6,652		Other (Television, Lighting, Electronics, Washer/Dryer, etc.)	7,982	6,652	
Total kWh	39,768	30,535		Total kWh	39,768	30,535	
Target Reduction		5,965 kWh		Target Reduction		15%	

USD Condition			
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	
Target Reduction		\$656	