

S2 Table. *Items pertaining to electricity-related behaviors/values/habits with substantial potential for energy conservation.*

Socio-demographics [1]								
1	Which year were you born?							
2	Which is your gender?	male	female	other				
3	In which County of [your country] do you live?							
4	How many people live in your house/apartment?							
5	How many of these are under 6 years old?							
6	How many of these are between 6 and 11?							
7	How many of these are between 12 and 17?							
8	What is your highest education level?	basic education	vocational training	highschool degree	university degree	still in education		
9	What describes best your job situation?	working full time	working part time	in fulltime education	without paid work / looking for work	retired	not able to work	other
10	How would you describe your social status?	1 = worst-off						10 = best off
11	Being a citizen of [your country] is an important part of who I am	1= strongly disagree	2 = moderately disagree	3= neither disagree nor agree	4 = moderately agree	5 = strongly agree		
Risk of Energy Poverty								
11	Do you struggle to pay for your electricity bill, because it takes too much from your monthly income?	never	rarely	sometimes	often	always		
12	On average across the year, how much of your household's income did you use to pay for energy (electricity, wood, gas, oil, gasoline, diesel etc. together) during the last 12 months?	0	below 5%	5-10%	10-15%	15-20%	20-30%	more than 30%
Environmental Concern [2]								
13	How worried are you about climate change?	very worried/concerned	somewhat worried/concerned	not very worried/concerned	not at all worried/concerned			
14	How concerned are you generally about environmental problems?	very worried/concerned	somewhat worried/concerned	not very worried/concerned	not at all worried/concerned			
15	How concerned are you generally about using too much electricity?	very worried/concerned	somewhat worried/concerned	not very worried/concerned	not at all worried/concerned			
Personal Norms [3]								
16	Because of my personal values, I feel morally obliged to save electricity	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
Electricity Assets in the Household (EAH)								
17	Do you use electricity to warm your hot water?	no	yes	do not know				
18	Do you use electricity as a main heating source?	no	yes	do not know				
19	Do you charge an electric car at home	no	yes	do not know				
20	I have downloaded the app of my electricity net provider or have checked my consumption on their website.	no	yes	do not know				

21	I have an air condition	no	yes	do not know				
22	I have a tumble dryer	no	yes	do not know				
23	I have a heat pump	no	yes	do not know				
24	I have a dishwasher which is highly energy efficient	no	yes	do not know				
25	I have a washing machine which is highly energy efficient	no	yes	do not know				
26	I have LED lights installed everywhere I can	no	yes	do not know				
Perceived Behavioral Control of electricity-saving tips (PBC)[3]								
27	Keeping lids on pots when cooking	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
28	Taking a shower instead of a bath	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
29	Letting food cool down before setting it in the fridge or freezer	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
30	Putting in sealing tape in windows or doors where there is pull	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
31	Only heating the required amount of water when boiling water	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
32	Adjust the temperature of the fridge and freezer to the best efficiency	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
33	Taking short showers (about 3 minutes)	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
34	Adjusting the air condition temperature up one degree	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
35	Keeping the door of the warm oven or cold refrigerator closed as much as possible and only open it to take things in or out	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
36	Using energy saving LED lightbulbs everywhere	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
37	Remove the dust from the cooling coils of your fridge or freezer	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
38	Using lower temperatures for washing clothes	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	

39	Heating water in a kettle instead of on the stove	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
40	Deice the fridge or freezer when it is icy	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
41	Avoiding using electricity during the peak hours	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
42	Switching appliances with standby completely off	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
43	Using thicker curtains during winter	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
44	Dishwasher: Using lower temperatures or shorter programs	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
45	Avoid using the tumble dryer	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
46	Turning down the heating with one degree	very easy to do	somewhat easy to do	neither easy nor difficult	somewhat difficult to do	very difficult to do	not relevant for me / do not have that	
Peak Hour Consumption								
47	Highest consumption during an hour last day							
48	Which hour during that day did you consume the most?							
Intention to Save Electricity [3]								
49	I intend to save electricity during next week	very unlikely	somewhat unlikely	neither unlikely nor likely	somewhat likely	very likely		
Attitude to Saving Electricity [3]								
50	Saving electricity next week would be	very unpleasant	somewhat unpleasant	neither unpleasant nor pleasant	somewhat pleasant	very pleasant		
Perceived Behavioural Control to Save Electricity [3]								
51	I am confident that I am able to save electricity next week	totally false	somewhat false	neither false nor true	somewhat true	Totally true		
52	Saving electricity next week is up to me	strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree		
Social Norms to Save Electricity [3]								
53	Most people who are important to me approve of me saving electricity next week	strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree		
54	Most people like me save electricity next week	very unlikely	somewhat unlikely	neither unlikely nor likely	somewhat likely	very likely		

Habit Strength [4]								
55	Saving electricity is something I do without thinking	strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree		
56	Saving electricity is something I do automatically	strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree		
Collective Efficacy [5]								
67	I think that we in [your country] are able to save electricity	strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree		
68	I do not think that we in [your country] can make a difference with respect to saving electricity in the long run	strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree		
Emotional Reaction to Electricity Campaign								
69	How do you feel at the moment about your electricity consumption?	very negative	somewhat negative	neither positive nor negative	somewhat positive	very positive		
60	I feel happy, when I think about my electricity consumption	strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree		
61	I feel upset, when I think about my electricity consumption	strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree		
62	I feel excited, when I think about my electricity consumption	strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree		
Reactance to Study (only last survey) [6]								
63	Did you feel participating in the project encroached on your freedom in any way?	not at all	a little bit	somewhat	quite a lot	very much so		
Self-reported Implementation of Energy Saving Behaviors								
64	reduced heating with at least one degree	no	yes	do not know				
65	adjusted air conditioning up at least one degree	no	yes	do not know				
66	shorter showers (about 3 min)	no	yes	do not know				
67	Shower instead of bath	no	yes	do not know				
68	Substituted less energy efficient light bulbs with LEDs	no	yes	do not know				
79	I adjusted the temperature of the fridge or freezer to a more efficient level	no	yes	do not know				
70	I deiced the fridge or freezer	no	yes	do not know				
71	I removed dust from the cooling coils of the fridge or freezer	no	yes	do not know				
72	I let warm food cool down outside the fridge or freezer first	no	yes	do not know				
73	I reduced the temperature for most of the washing in my washing machine	no	yes	do not know				
74	I used lower temperatures or shorter programs in my dishwasher	no	yes	do not know				
75	I did not use my tumble dryer to dry clothes	no	yes	do not know				
76	I used a kettle to warm water	no	yes	do not know				

77	I only heated the required amount of water when cooking	no	yes	do not know				
78	I remembered to keep the lids on the pots when cooking	no	yes	do not know				
79	I did not open the door of the oven or fridge unnecessarily	no	yes	do not know				
80	I switched devices with standby completely off	no	yes	do not know				
81	I tried to reduce my electricity consumption in the peak hours	no	yes	do not know				
82	I have put up thicker curtains	no	yes	do not know				
83	I have put in sealing tape where it pulled	no	yes	do not know				

Note. The initial survey included the first 46 items, while the remaining items were measured repeatedly over the course of 6 weeks at 6 different time points.

References

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