

Welcome and thank you for agreeing to take part in our survey! Please be assured that all of your answers will be kept strictly confidential and are reported in aggregate only. First, we have a few questions to customize the survey for you.

S1. Are you...

- Male (50%)
- Female (50%)

S2. In what year were you born?

Please enter as a four-digit number, e.g., 1963.

Quotas:

18-24 (8%)

25-29 (7%)

30-34 (10%)

35-44 (18%)

45-54 (21%)

55-64 (19%)

65+ (17%)

S3. Do you currently rent or own your home?

- Rent (20%)
- Own (80%)
- Other [TERMINATE]

S4. What is your annual household income before taxes?

- Under \$25,000 (15%)
- \$25,000 - \$34,999 (9%)
- \$35,000 - \$49,999 (13%)
- \$50,000 - \$74,999 (21%)
- \$75,000 - \$99,999 (16%)
- \$100,000 - \$149,999 (17%)
- \$150,000 or more (9%)
- Prefer not to answer [TERMINATE]

S5. If a new refrigerator was needed for your kitchen, which of the following would describe your involvement in making decisions on refrigerator brand, model, and price?

- I am the primary decision-maker
- I am an equal decision-maker
- I have some say in the purchase decision **[TERMINATE]**
- Someone else makes the purchase decision **[TERMINATE]**

S6. Do you own a refrigerator?

- Yes
- No **[TERMINATE]**

S7. Which refrigerator style do you own? *Please select all that apply.*

- Side by side refrigerator with freezer on side
- Freezer on the top of the refrigerator
- Freezer on the bottom of the refrigerator
- Other (e.g. single door or compact refrigerator) **[ANCHOR]**

- Below is a standard label you might see on a refrigerator in the store that provides energy information. How would you explain what this label says?

[Insert either Prior or New image. Each image will be shown to 500 respondents]

[Insert text box for open end response]

- How confident do you feel about the answer you just provided?

Not at all confident	Not very confident	Somewhat confident	Very confident	Extremely confident
<input type="checkbox"/>				

[Keep the order of Q3-Q10, however randomize showing Q3-Q6 versus Q7-Q10 first.]

- When comparing these two labels, which appliance do you believe *uses less energy*?

[Insert Prior and New image. Randomize the order shown.]

Provide option for "I don't know" as a response

(Skip Q4 if Q3=I don't know)

- How confident do you feel about the answer you just provided?

Not at all confident	Not very confident	Somewhat confident	Very confident	Extremely confident
<input type="checkbox"/>				

(Ask Q5 if a label is selected in Q3)

- Why do you believe this appliance *uses less energy*?

[Show image selected in Q3 next to a smaller image of the one not selected in Q3]

(Ask Q6 if "don't know" was selected in Q3)

- Why are you unsure about which one *uses less energy*?

[Insert text box for open end response]

[Show both images in same order as Q3]

7. When comparing these two labels, which appliance do you believe is *most energy efficient*?
[Insert Prior and New image in same order as Q3]
Provide option for “I don’t know” as a response

(Skip Q8 if Q7=I don’t know)

8. How confident do you feel about the answer you just provided?

Not at all confident	Not very confident	Somewhat confident	Very confident	Extremely confident
<input type="checkbox"/>				

(Ask Q9 if a label is selected in Q7)

9. Why do you believe this appliance is *most energy efficient*?
[Show image selected in Q7 next to a smaller image of the one not selected in Q7]

(Ask Q10 if “don’t know” was selected in Q7)

10. Why are you unsure about which one is *most energy efficient*?
[Insert text box for open end response]
[Show both images in same order as Q7]

11. All other things being equal, which one of these refrigerators would you be most likely to purchase?

[Insert Prior and New image in same order as Q3]
Provide option for “I don’t know” as a response

(Ask Q12 if a label is selected in Q11)

12. Why would you most likely purchase this refrigerator?
[Show image selected in Q11 next to a smaller image of the one not selected in Q11]

(Ask Q13 if “don’t know” was selected in Q11)

13. Why are you unsure about which refrigerator you would purchase?
[Insert text box for open end response]
[Show both images in same order as Q3]

14. Our previous research has shown that people who work in specific professions may have different opinions and reactions to certain products and services. Given this, please indicate, in the past 12 months, have you or any members of your household or immediate family been employed by...

Please select all that apply.

- An advertising agency or public relations firm
- A market research firm or department
- An appliance manufacturer, home improvement store, or dealer, retailer or wholesaler of appliances
- A company that sells or repairs home appliances
- A utility company
- A home energy management company
- A retailer who sells or distributes apparel
- A bank, credit card, or other financial services company
- None of the above **[EXCLUSIVE]**