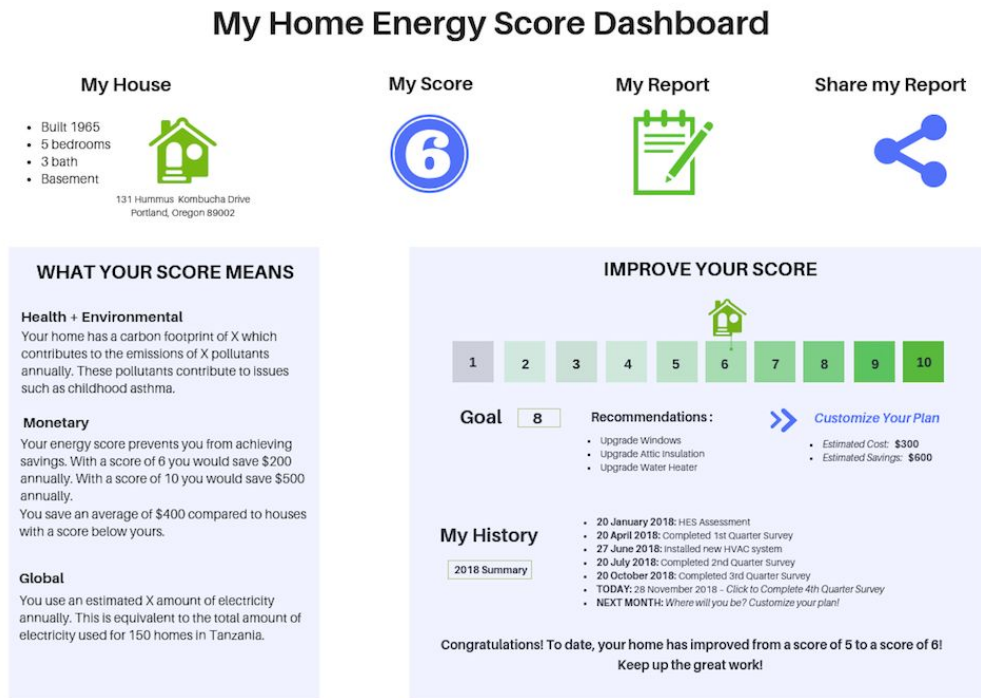


# Appendix

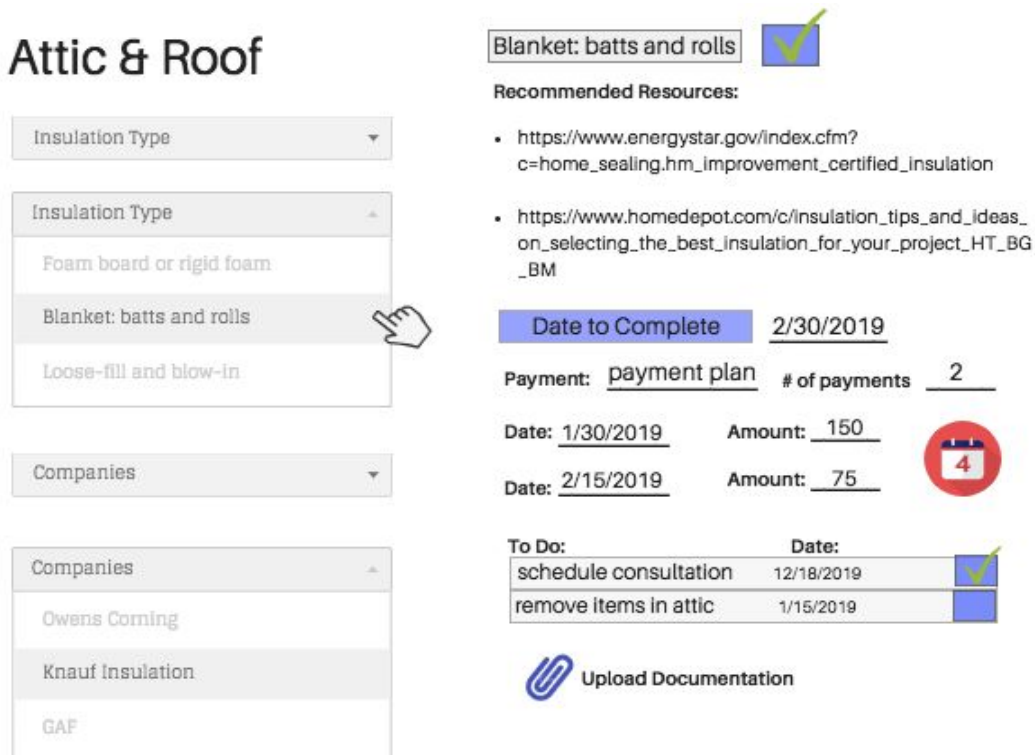
**Figure 1. Treatment Group 3 HES Dashboard.**

Below is a sample layout of the dashboard given to treatment group 3 of our experimental design. This dashboard includes both intervention types (messaging and goal setting via progress tracking).



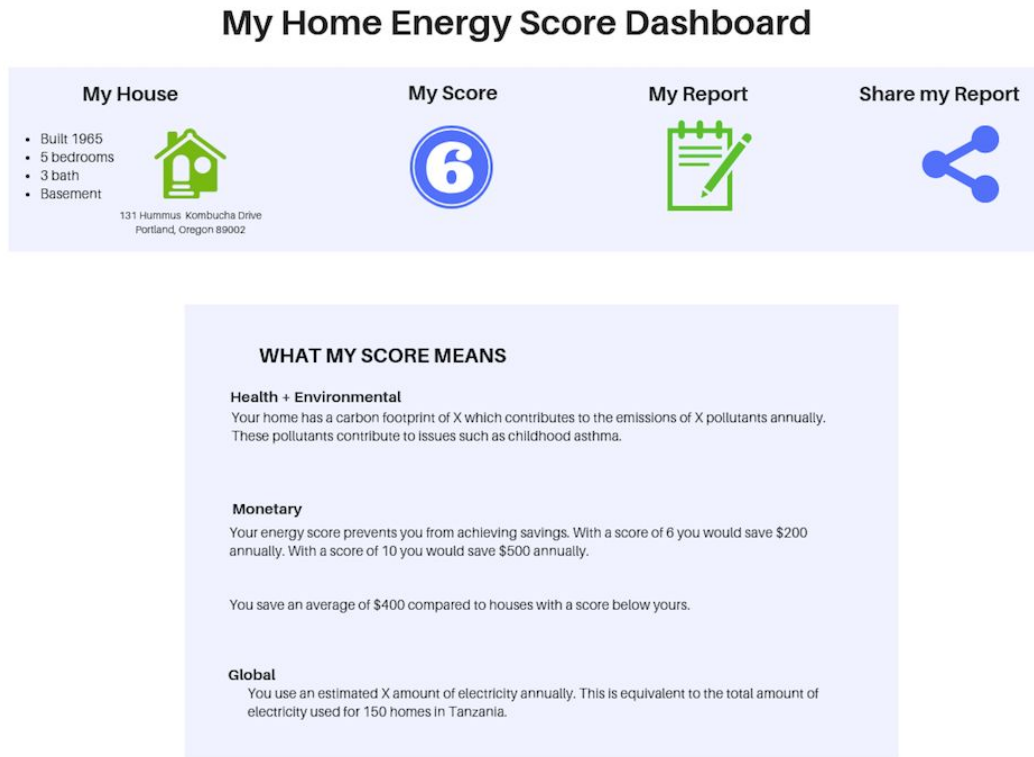
**Figure 2. Sample “What If” Tool.**

Below is an example of the “what if” tool for improvements, which is part of the goal setting feature of our dashboard. This allows homeowners both to see potential gains from upgrades and to set concrete goals for home improvements.



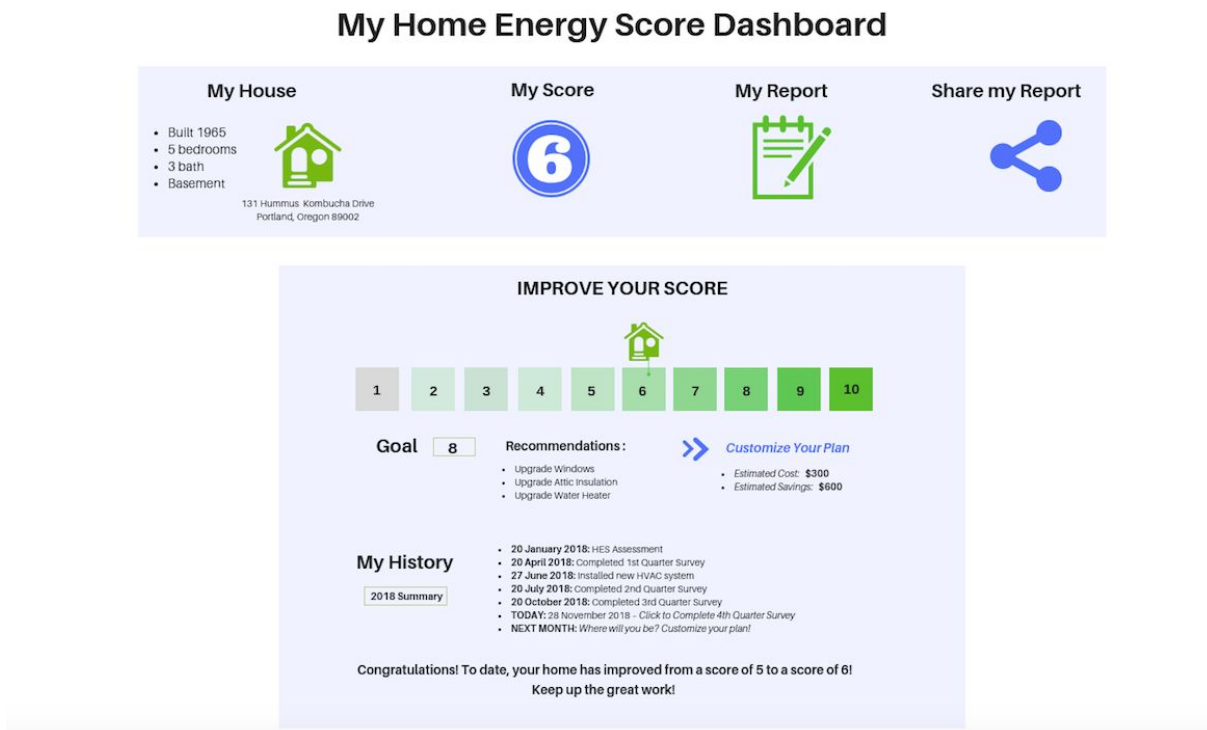
**Figure 3. Treatment Group 1 HES Dashboard.**

Below is a sample layout of the dashboard given to treatment group 1 of our experimental design. This dashboard includes only the messaging intervention.



**Figure 4. Treatment Group 2 HES Dashboard.**

Below is a sample layout of the dashboard given to treatment group 2 of our experimental design. This dashboard includes only the goal setting intervention.



**Figure 5. Quarterly Homeowner Feedback Survey.**

Below is a sample layout of the survey that will be distributed to all participants in our study. This survey will collect information on the level of understanding of the HES, opinions of the HES, and behavioral changes in response to the HES.

<p style="text-align: center;"><b>Home Energy Score Feedback Survey</b></p> <p>1. On a scale of 1 = "Very little understanding" to 10 = "Complete understanding," how well do you understand your Home Energy Score?</p> <p style="text-align: center;">1   2   3   4   5   6   7   8   9   10</p> <p>2. Do you understand what the HES measures?</p> <p style="text-align: center;">Yes                      No</p> <p>3. On a scale of 1 = "Not useful" to 10 = "Extremely useful," how useful do you believe the HES is to your understanding of your home's energy efficiency?</p> <p style="text-align: center;">1   2   3   4   5   6   7   8   9   10</p> <p>4. On a scale of 1 = "Not useful" to 10 = "Extremely useful," how useful do you believe the HES is to communicating your home's value?</p> <p style="text-align: center;">1   2   3   4   5   6   7   8   9   10</p> <p>5. If/when you sell your house, will you disclose your HES in the listing process?</p> <p style="text-align: center;">Yes                      No</p> <p>6. Why or why not?</p> <p>A. Not important</p> <p>B. Unhappy with score</p> <p>C. Hard to explain score</p> <p>D. Other: (please specify)</p> <p>7. On a scale of 1 = "Little understanding" to 10 = "Complete understanding," how well do you understand changes you can make to improve your Home Energy Score?</p> <p style="text-align: center;">1   2   3   4   5   6   7   8   9   10</p> <p>8. Has your Home Energy Assessment influenced your decision to make any investments to make your home more energy efficient?</p> <p style="text-align: center;">Yes                      No</p>	<p>9. If yes, how impactful, from 1 = "Not impactful" to 10 = "Very impactful," was the dashboard in helping you decide which changes to make?</p> <p style="text-align: center;">1   2   3   4   5   6   7   8   9   10</p> <p>10. Since the past survey or the initial HES assessment how many changes/investments have you made to your house's assets/infrastructure? Number range from 0 plus.</p> <p><b>** FOR TREATMENT 3 ONLY</b></p> <p>11. How useful, from 1 = "Not useful" to 10 = "Very useful," were each of the following components of your HES dashboard?</p> <p style="text-align: center;">What My Score Means?</p> <p style="text-align: center;">1   2   3   4   5   6   7   8   9   10</p> <p style="text-align: center;">How Can I Change My Score?</p> <p style="text-align: center;">1   2   3   4   5   6   7   8   9   10</p>
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