The following questions will ask you to choose between two products, one of which includes paying for carbon emissions.   
 As you may know, carbon dioxide emissions are produced by many human activities, such as driving, flying, or using electricity. According to the Intergovernmental Panel on Climate Change (IPCC), an international panel of credible scientists who study the issue, these carbon emissions contribute to global warming.   
 The carbon you produce can be balanced out through measures such as planting trees, which absorb carbon, or funding alternative energy sources, which reduces reliance on polluting energy sources such as coal. The goal of a carbon tax, which may or may not be mandatory, is therefore to fund these efforts and ensure that the price of an activity reflects the true cost to society. [The goal of a carbon offset, which may or may not be mandatory, is therefore to make an activity carbon neutral -- meaning that there is no net contribution to global warming.] We would like you to tell us your preference for products in which one may address the issue, removing the amount of carbon that you would contribute by using the product. We are interested in your opinions, that is your best guess of what you would do if you really faced these choices. Note that all prices and costs in the following questions are actual, real world prices and costs.

1. Suppose you are purchasing a round trip flight from Los Angeles to New York City, and you are debating between two tickets, that are otherwise equivalent. Which of the following two tickets do you prefer?

Ticket A Ticket B   
$352.70 round trip ticket $345.00 round trip ticket  
includes a carbon tax   
[carbon offsetting]

2. How strongly do you prefer Ticket A or Ticket B?  
  
Strongly Prefer A - Somewhat Prefer A - Undecided - Somewhat Prefer B - Strongly Prefer B  
  
3. Do you think the carbon tax [offset] included in A should be made mandatory for all flights sold?  
  
Definitely Not - Probably Not - Maybe Not - Undecided - Maybe - Probably - Definitely

1. Suppose you are buying a tank of gas, and you are debating between two brands, that are otherwise the same in every way. Which of the following two brands do you prefer?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Brand A $2.51 a gallon |  | Brand B $2.59  includes a carbon tax [carbon offsetting] |

2. How strongly do you prefer Brand A or Brand B?

Strongly Prefer A - Somewhat Prefer A - Undecided - Somewhat Prefer B - Strongly Prefer B

3. Do you think the carbon tax [offset] included in B should be made mandatory for all gas sold?

Definitely Not - Probably Not - Maybe Not - Undecided - Maybe - Probably – Definitely

1. Suppose you are choosing an electricity plan, and that you are debating between two options that are otherwise equivalent. Which of the following two options do you prefer?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Option A $207.70 electricity bill  includes a carbon tax [carbon offsetting] |  | Option B $200.81 electricity bill |

2. How strongly do you prefer Option A or Option B?

Strongly Prefer A - Somewhat Prefer A - Undecided - Somewhat Prefer B - Strongly Prefer B

3. Do you think the carbon tax [offset] included in option A should be made mandatory for all electricity sold?

Definitely Not - Probably Not - Maybe Not - Undecided - Maybe - Probably – Definitely

1. Suppose you are purchasing a new desktop PC, and you are debating between two different computers that are otherwise equivalent. Which of the following two computers do you prefer?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Computer A $468.00 desktop PC |  | Computer B $474.00 desktop PC  includes a carbon tax [carbon offsetting] |

2. How strongly do you prefer Computer A or Computer B?

Strongly Prefer A - Somewhat Prefer A - Undecided - Somewhat Prefer B - Strongly Prefer B

3. Do you think the carbon tax [offset] included in computer B should be made mandatory for all computers sold?

Definitely Not - Probably Not - Maybe Not - Undecided - Maybe - Probably – Definitely