

Supplementary images

Energy labels presented to participants (see also Table 1).

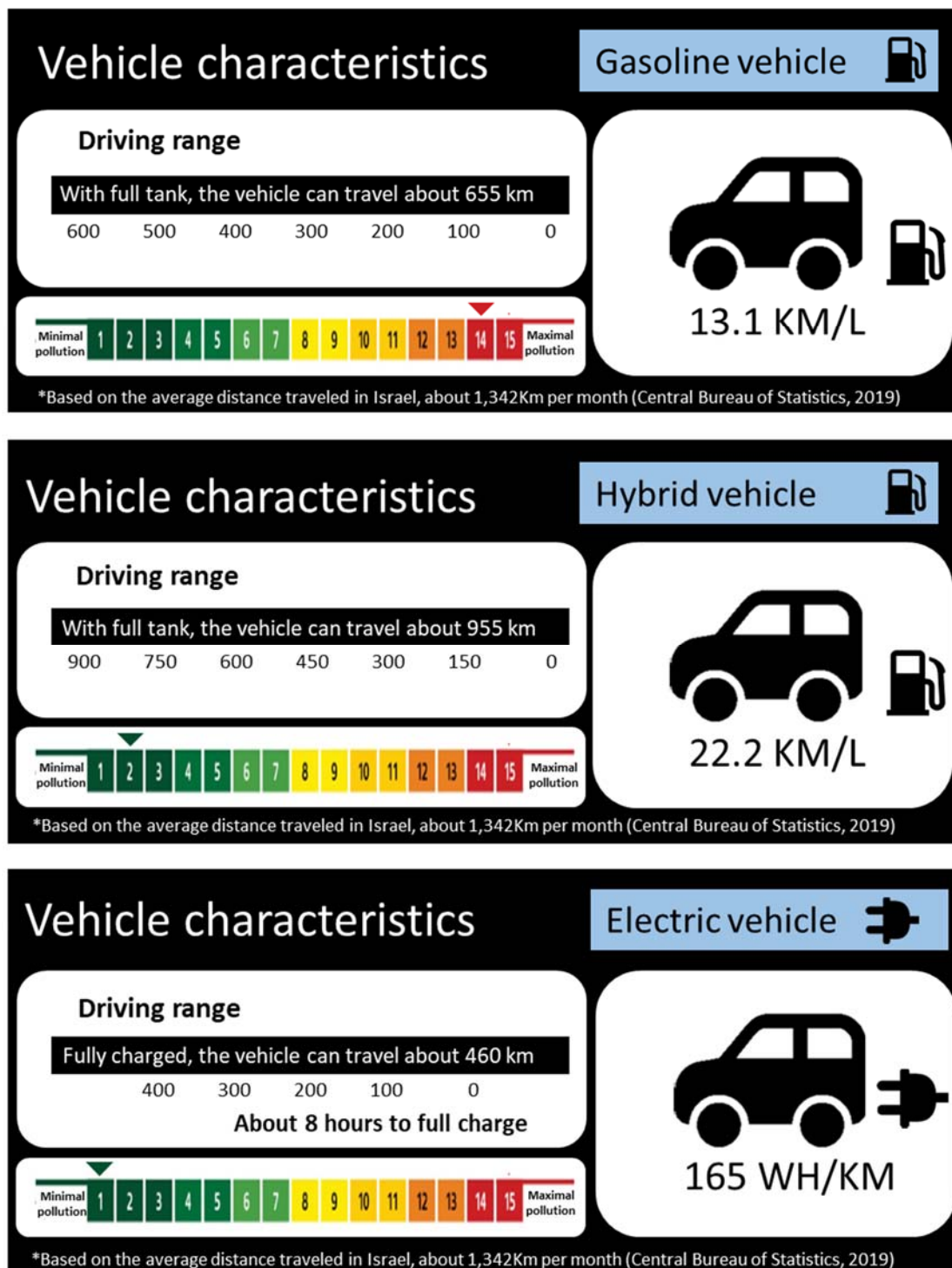


Fig. A1. Labels presented to control group.

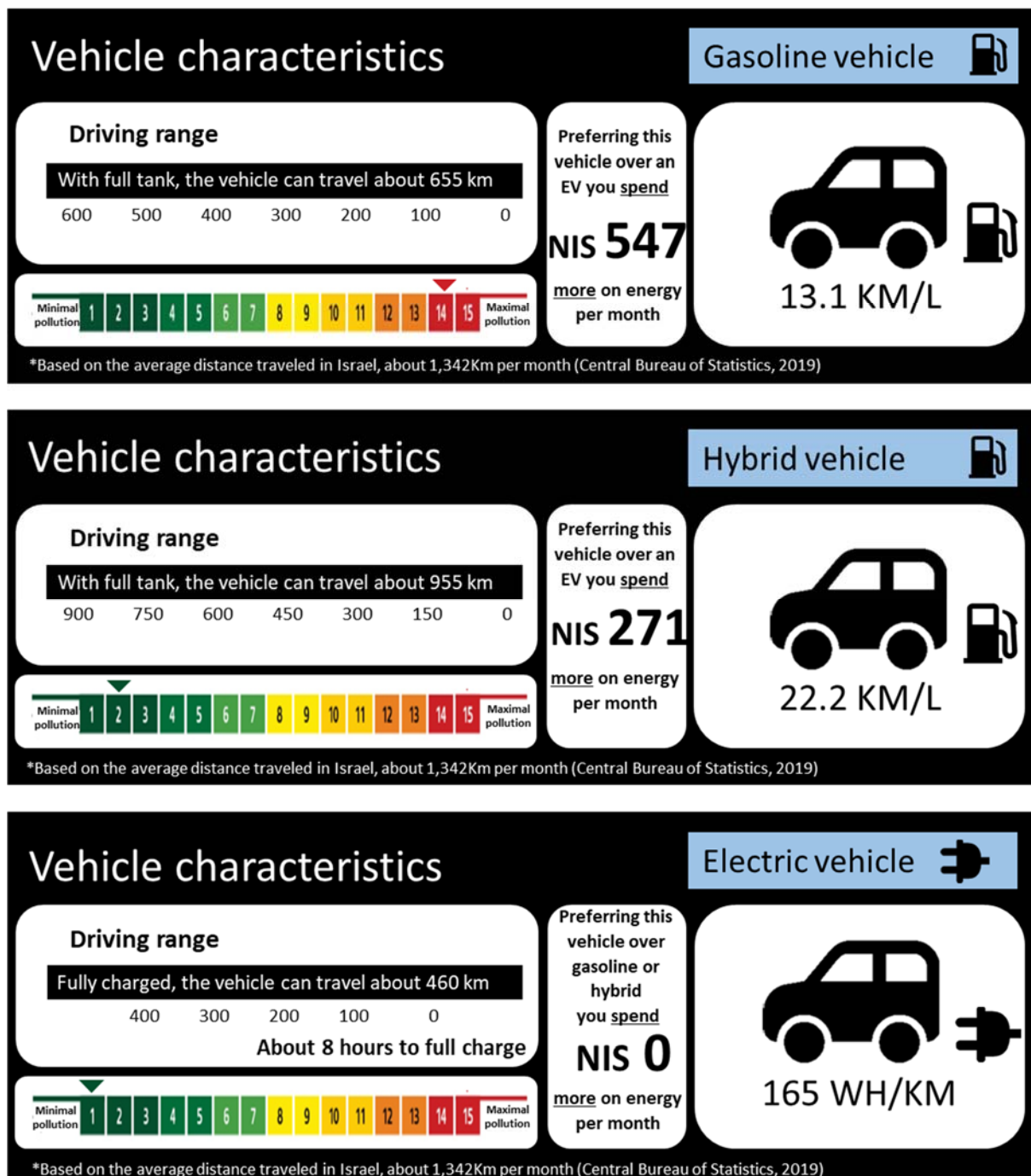


Fig. A2. Labels presented in condition 1 – monthly expenditure.

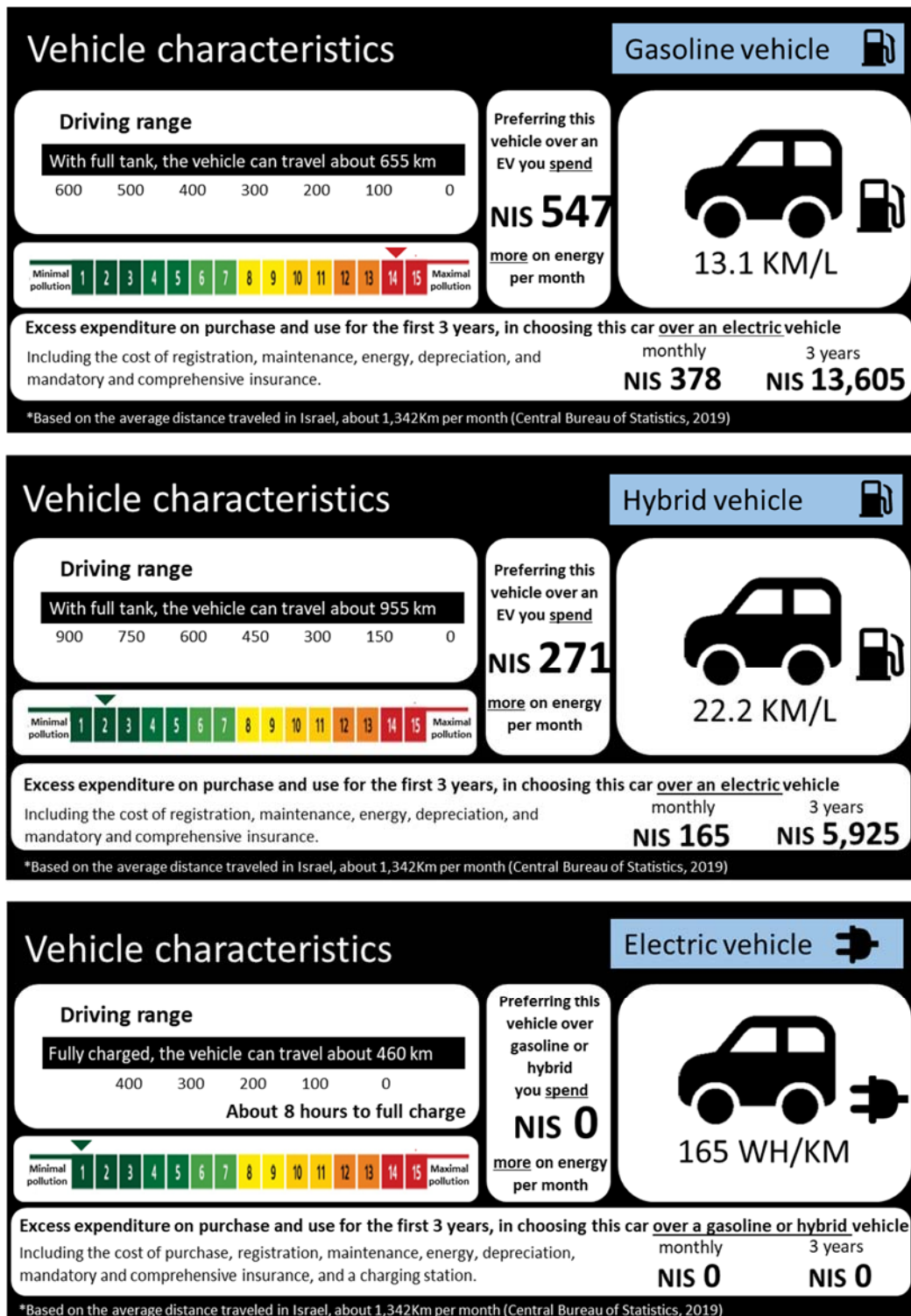


Fig. A3. Labels presented in condition 2 – three-year expenditure.

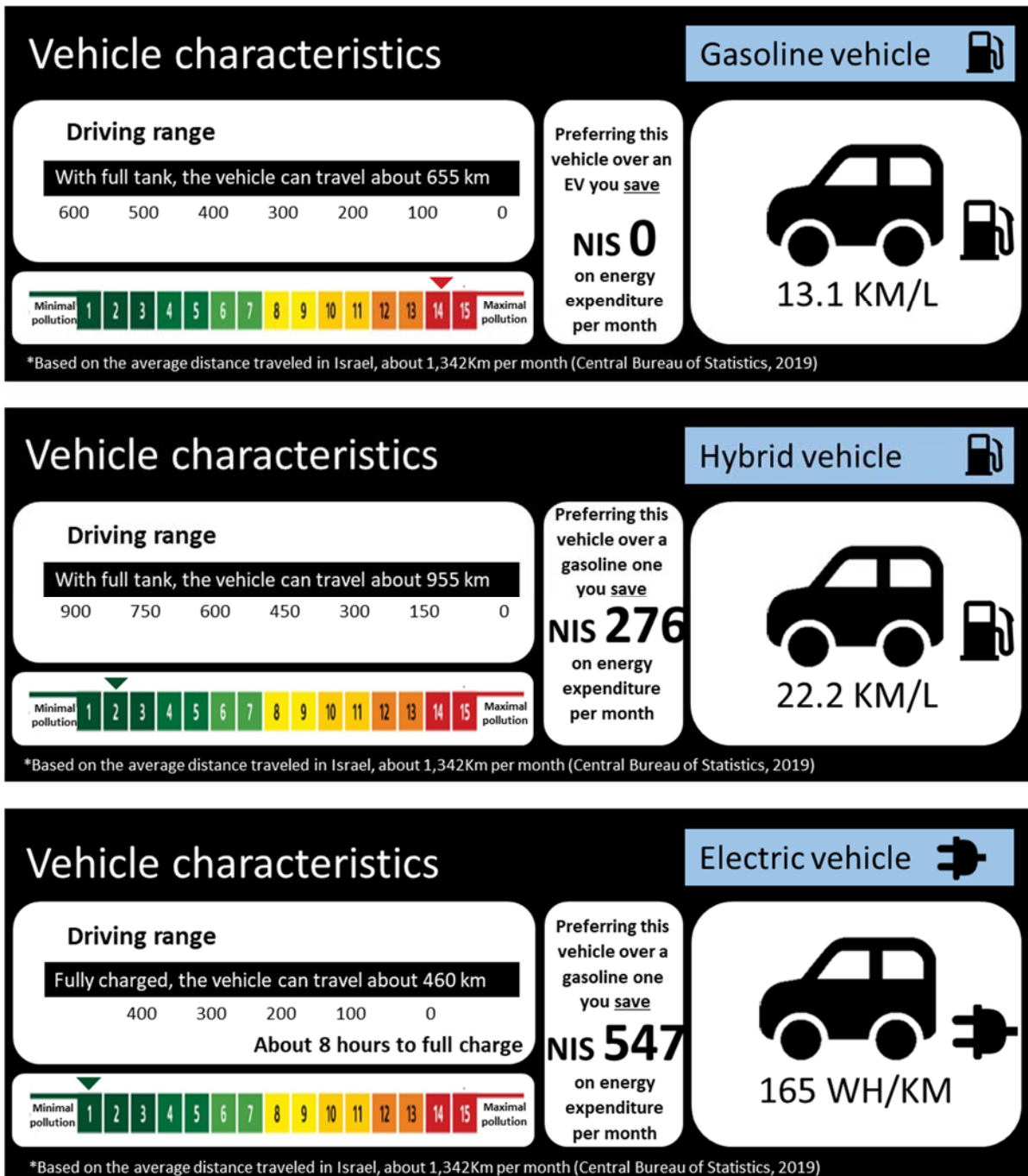


Fig. A4. Labels presented in condition 3 – monthly savings.

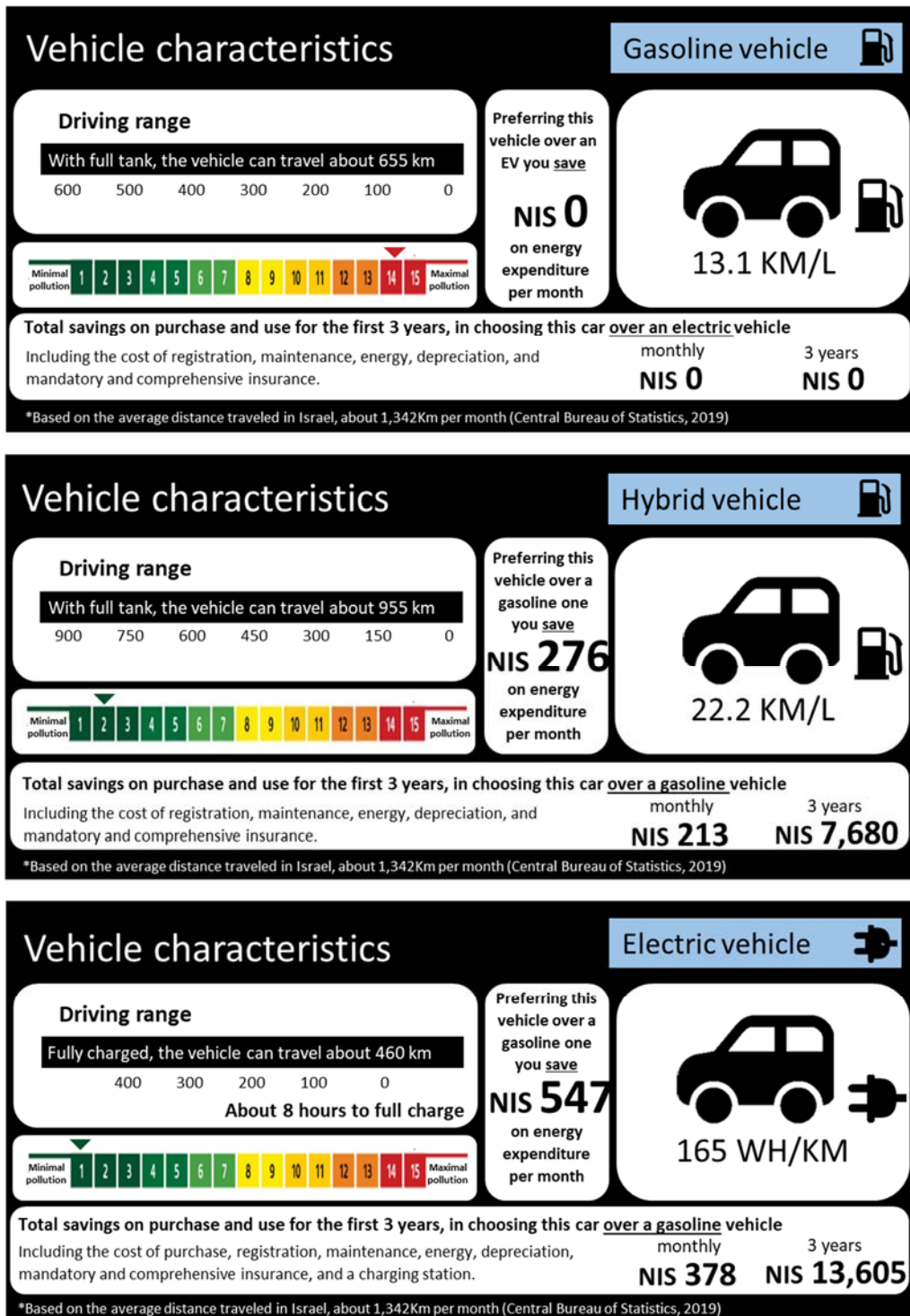


Fig. A5. Labels presented in condition 4 – three-year savings.

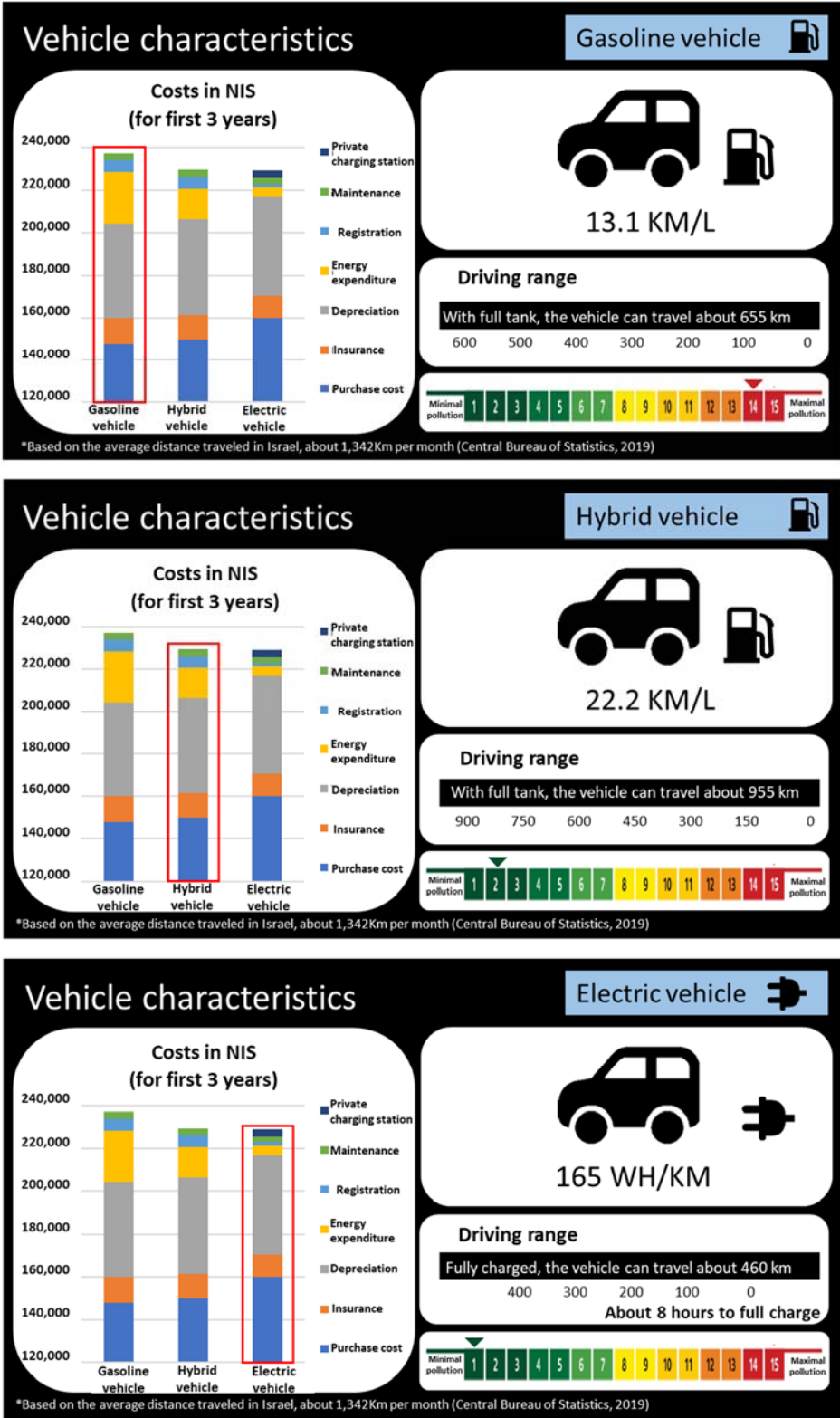


Fig. A6. Labels presented in condition 5 – graphical display of expenditure.