#### 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).

#### My House My Score My Report **Share my Report** Built 1965 5 bedrooms • 3 bath Basement IMPROVE YOUR SCORE WHAT YOUR SCORE MEANS Health + Environmental Your home has a carbon footprint of X which contributes to the emissions of X pollutants annually. These pollutants contribute to issues such as childhood asthma. Goal 8 Recommendations: Customize Your Plan Your energy score prevents you from achieving savings. With a score of 6 you would save \$200 annually. With a score of 10 you would save \$500 annually. You save an average of \$400 compared to houses 20 January 2018: HES Assessment 20 April 2018: Completed 1st Guarter Survey 27 June 2018: installed new HVAC system 20 July 2018: Completed 2nd Quarter Survey 20 Cetober 2018: Completed 3nd Quarter Survey 10 October 2018: Completed 3nd Quarter Survey NEXT MONTH: Where will you be? Customize your plant with a score below yours. My History 2018 Summary You use an estimated X amount of electricity annually. This is equivalent to the total amount of

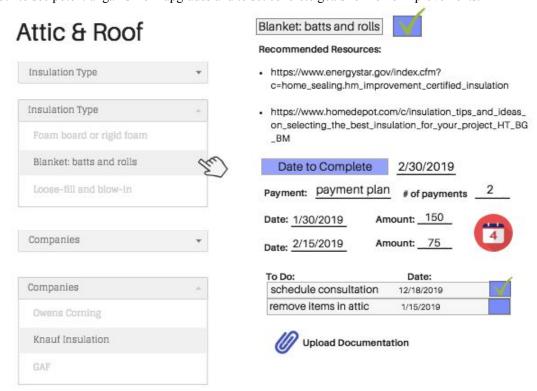
### My Home Energy Score Dashboard

Figure 2. Sample "What If" Tool.

electricity used for 150 homes in Tanzania.

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.

Congratulations! To date, your home has improved from a score of 5 to a score of 6! Keep up the great work!



### 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.

# My Home Energy Score Dashboard

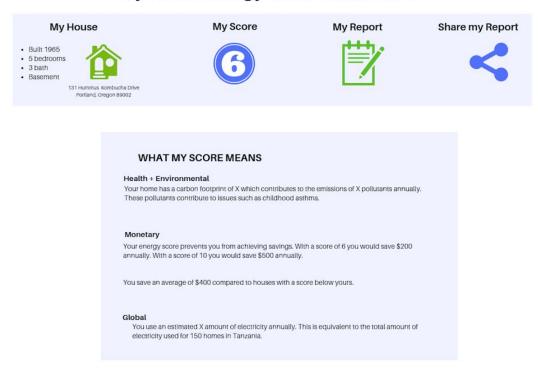
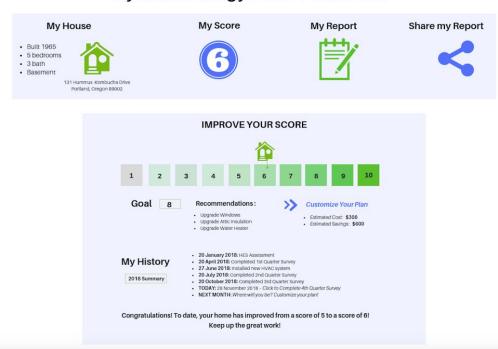


Figure 4. Treatment Group 2 HES Dashboard.

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.

### My Home Energy Score Dashboard



## 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.

	9. If yes, how im	pactful,	from 1 =	"Not in	mpactful"	to 10 =	"Very i	mpactfu	l," was t	he dashb	oard in helping you decide
Home Energy Score Feedback Survey		which changes to make?									
Home Energy Scote I conduct Survey		1	2	3	4	5	6	7	8	9	10
1.On a scale of 1 = "Very little understanding" to 10 = "Complete understanding," how well do you understand your											
Home Energy Score?	10. Since the past s	urvey or	the initia	al HES	assessme	nt how	many cl	nanges/ir	ivestmer	nts have	you made to your house's
1 2 3 4 5 6 7 8 9 10	assets/infrastructure? Number range from 0 plus.										
2. Do you understand what the HES measures?											
Yes No	** FOR TREATMI	ENT 3 O	NLY								
	11 How usefu	l, from 1	="Not	useful"	to 10 = "	Very us	eful," w	ere each	of the fo	ollowing	components of your HES
3. On a scale of 1 = "Not useful" to 10 = "Extremely useful," how useful do you believe the HES is to your understanding						dash	board?				
of your home's energy efficiency?					Wh	at My S	Score Me	eans?			
1 2 3 4 5 6 7 8 9 10		1	2	3	4	5	6	7	8	9	10
	П				How C	an I Ch	ange M	y Score?			
4. On a scale of 1 = "Not useful" to 10 = "Extremely useful," how useful do you believe the HES is to communicating		1	2	3	4	5	6	7	8	9	10
your home's value?											
1 2 3 4 3 6 / 8 9 10											
5. If/when you sell your house, will you disclose your HES in the listing process?											
Yes No											
100											
6. Why or why not?											
A. Not important											
B. Unhappy with score											
C. Hard to explain score											
D. Other: (please specify)											
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?											
1 2 3 4 5 6 7 8 9 10											
8. Has your Home Energy Assessment influenced your decision to make any investments to make your home more energy											
efficient?	П										
Yes No	П										
	П										
	П										
	П										