

A common questionnaire was developed and adapted for each sector and products. Below (Table S1) is the example of washing machine in the household sector. Blue statements are specific to the sector and product.

Table S1: Common survey questionnaire

<i>Attribute of the purchasing decision</i>	
Please rate the importance of each of the following characteristics when buying your washing machine	
Price	1 (not at all important); 2 (not very important); 3 (fairly important); 4 (very important); 99 (Don't know/Don't answer)
Energy efficiency / Energy consumption	1 (not at all important); 2 (not very important); 3 (fairly important); 4 (very important); 99 (Don't know/Don't answer)
Brand	1 (not at all important); 2 (not very important); 3 (fairly important); 4 (very important); 99 (Don't know/Don't answer)
Water consumption	1 (not at all important); 2 (not very important); 3 (fairly important); 4 (very important); 99 (Don't know/Don't answer)
Load capacity	1 (not at all important); 2 (not very important); 3 (fairly important); 4 (very important); 99 (Don't know/Don't answer)
Dimensions (Height, Width, Depth)	1 (not at all important); 2 (not very important); 3 (fairly important); 4 (very important); 99 (Don't know/Don't answer)
Performance	1 (not at all important); 2 (not very important); 3 (fairly important); 4 (very important); 99 (Don't know/Don't answer)
Aesthetic (colour, design)	1 (not at all important); 2 (not very important); 3 (fairly important); 4 (very important); 99 (Don't know/Don't answer)
<i>Attitudes towards energy efficiency (exploring costs and benefits)</i>	
In relation to energy efficiency, please state whether you disagree or agree with the following statements:	
Buying a more energy efficient washing machine would reduce my household's environmental impact	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
All new washing machines have similar energy efficiency levels	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
More energy efficient washing machines are less reliable	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
I am willing to take a chance on new technologies to reduce my energy consumption	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)

My lack of access to loans (excluding loans from friends and family) prevents me from making more energy efficient choices	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
I have a good understanding of my washing machine's energy consumption	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
I am aware of the price of the kwh	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
I understand how much money I would save if I bought a more energy efficient washing machine	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
I would be more likely to buy an energy efficient washing machine if my friends, neighbours or colleagues also do so	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 98 (Not applicable); 99 (Don't know/Don't answer)
I cannot afford to upgrade the energy efficiency of my washing machine	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 98 (Not applicable); 99 (Don't know/Don't answer)
Understanding and use of existing labels and simulated monetary labels	
Are you aware with the Energy Label for Appliances ?	1 (Yes); 2 (No)
Did the Energy Label affect the choice of your washing machine ?	1 (Yes); 2 (No); 99 (Don't know/Don't answer)
What is the energy efficiency grade of your washing machine ?	1 (A+++); 2 (A++); 3 (A+); 4 (A); 5 (B); 6 (C); 7 (D); 99 (Don't know/Don't answer)
Could you please provide me with the exact model of your washing machine ?	[open text - model]; 99 (Don't know/Don't answer)
In relation to the information provided in the Energy Efficiency label for Appliances, please state whether you disagree or agree with the following statements (order of current and monetary label was randomised):	
It is understandable	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
It is trustworthy	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
It is manipulated by sellers	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
It affects which washing machine I choose	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
It helps me to understand how much energy a washing machine consumes	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)

It helps me calculate how much a washing machine will cost to run	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
Imagine that the government is considering providing households with energy cost information for appliances: for example, "it is estimated that the energy cost during the useful life of this washing machine is € 178*". In relation to this new information, please state whether you disagree or agree with the following statements:	
It would be understandable	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
It would be trustworthy	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
It would be manipulated by sellers	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
It would affect which washing machine I choose	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
It would help me to understand how much energy a washing machine consumes	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)
It would help me calculate how much a washing machine will cost to run	1 (strongly disagree); 2 (slightly disagree); 3 (slightly agree); 4 (strongly agree); 99 (Don't know/Don't answer)

*: 100 euros for refrigerators, 3000€ per year to heat a property.