## Figure: Time-of-Use Pricing Structures

This figure illustrates the CER experiment in terms of TOU electricity pricing. The households in the control group were subject to a flat rate (i.e., 14.1 cents per kWh) during the entire experiment period. On the contrary, the treated households are assigned to one of four TOU tariff groups. And for each tariff group, there were three rate periods: night, day, and peak. Only the unit rate in the peak rate period was higher than the flat rate.

## Figure: Average Hourly Electricity Consumption by Time of Day

The figure shows within-household average hourly electricity consumption in the baseline and treatment periods. In general, during the baseline period, the treated households consumed more electricity at a given hour of the day. After introducing TOU tariff structures, they remarkably reduced their consumption in the peak rate period.

## Figure: Distribution of Heating Degree Days during the Experiment Period

This histogram shows the distribution of HDDs in each experiment period. Only the second halves are utilized to generate the histogram.

## Figure: Average Daily Electricity Consumption

The figure depicts not only the average daily electricity consumption of each group but also the average daily temperature. From this figure, it is explicit that household daily electricity consumption is negatively correlated with the average daily temperature.

## Table: Treatment and Control Group Assignments