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1 Descriptive Tables

Table 1

SMUD Greenergy Program: Descriptive Analysis

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	<i>Dependent variable:</i>				
	Log of Daily Average Consumption ($\ln(kWh/Day)$)				
	(1)	(2)	(3)	(4)	(5)
Category: Greenergy to Non-Greenergy	−0.047** (0.012)	−0.047*** (0.012)	−0.043** (0.013)	−0.044* (0.021)	−0.060 (0.065)
Post: Greenergy to Non-Greenergy	−0.023* (0.010)	−0.023* (0.010)	−0.039** (0.011)	0.015 (0.021)	−0.007 (0.107)
Category: Non-Greenergy to Greenergy	−0.014 (0.008)	−0.014 (0.008)	−0.012 (0.007)	0.010 (0.011)	−0.031 (0.032)
Post: Non-Greenergy to Greenergy	0.016 (0.010)	0.016 (0.009)	0.012 (0.009)	0.007 (0.010)	0.036 (0.034)
Daily Average HDDs	0.012*** (0.002)	−0.005 (0.009)	0.008 (0.006)	0.018 (0.010)	−0.002 (0.008)
(Daily Average HDDs) ²		0.001* (0.0003)	0.0001 (0.0002)	0.0005 (0.0003)	0.001* (0.0003)
Daily Average CDDs	0.053*** (0.003)	0.039*** (0.009)	0.049*** (0.005)	0.039** (0.011)	0.022 (0.011)
(Daily Average CDDs) ²		0.001 (0.0004)	0.0002 (0.0002)	0.0004 (0.0004)	0.001* (0.0004)
Fixed Rate	0.135** (0.051)	0.141** (0.049)	0.003 (0.021)	0.072 (0.040)	0.145* (0.056)
Variable Rate: Tier 1	16.170 (17.119)	17.092 (16.202)	−3.094 (6.508)	11.092 (14.469)	29.460 (20.380)
Variable Rate: Tier 2	−22.248* (9.823)	−22.966* (9.268)	0.060 (4.018)	−12.051 (8.133)	−26.149* (11.464)
Rate Codes	All	All	RSGH	RSCH & RSEH	RSW*
FEs: Billing Month	Yes	Yes	Yes	Yes	Yes
FEs: Billing Year	Yes	Yes	Yes	Yes	Yes
Observations	18,258,342	18,258,342	14,195,595	3,714,927	347,820
Adjusted R ²	0.114	0.114	0.122	0.122	0.091

Note:

*p<0.1; **p<0.05; ***p<0.01

Table 2: Changes in Greenergy Program Participation

Initial Option	Category	Households		Households by Category	
		(N)	(%)	(N)	(%)
100% Green (1)	Always Greenergy choosing other option	13	0.0%	1,957	6.9%
	Always Greenergy staying on the same option	412	1.4%		
	Opt Out of Greenergy	1,532	5.4%		
50% Green (2)	Always Greenergy choosing other option	4	0.0%	754	2.6%
	Always Greenergy staying on the same option	131	0.5%		
	Opt Out of Greenergy	619	2.2%		
Community Solar (3)	Always Greenergy choosing other option	0	0.0%	106	0.4%
	Always Greenergy staying on the same option	18	0.1%		
	Opt Out of Greenergy	88	0.3%		
Options 1 & 2 (4)	Always Greenergy choosing other option	1	0.0%	32	0.1%
	Always Greenergy staying on the same option	5	0.0%		
	Opt Out of Greenergy	26	0.1%		
Options 1 & 3 (5)	Always Greenergy choosing other option	2	0.0%	12	0.0%
	Always Greenergy staying on the same option	2	0.0%		
	Opt Out of Greenergy	8	0.0%		
Options 2 & 3 (6)	Always Greenergy choosing other option	0	0.0%	11	0.0%
	Always Greenergy staying on the same option	3	0.0%		
	Opt Out of Greenergy	8	0.0%		
100% Green Flat Fee (11)	Always Greenergy choosing other option	23	0.1%	8,168	28.7%
	Always Greenergy staying on the same option	1,643	5.8%		
	Opt Out of Greenergy	6,502	22.8%		
50% Green Flat Fee (12)	Always Greenergy choosing other option	64	0.2%	17,386	61.1%
	Always Greenergy staying on the same option	4,724	16.6%		
	Opt Out of Greenergy	12,598	44.3%		
Options 3 & 11 (13)	Always Greenergy choosing other option	0	0.0%	25	0.1%
	Always Greenergy staying on the same option	4	0.0%		
	Opt Out of Greenergy	21	0.1%		
Options 3 & 12 (14)	Always Greenergy choosing other option	0	0.0%	8	0.0%
	Always Greenergy staying on the same option	2	0.0%		
	Opt Out of Greenergy	6	0.0%		

Note: The case of *Non-Greenergy to Greenergy* is NOT presented in this table. The numbers in parentheses in the first column indicate suffix numbers of available options in Greenergy Program.

Table 3: Changes in Greenergy Program Participation: First Four Months in 2010

Initial Option	Category	Households		Households by Category	
		(N)	(%)	(N)	(%)
100% Green (1)	Always Greenergy choosing other option	0	0.0%	1,331	7.1%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	1,331	7.1%		
50% Green (2)	Always Greenergy choosing other option	0	0.0%	565	3.0%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	565	3.0%		
Community Solar (3)	Always Greenergy choosing other option	0	0.0%	81	0.4%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	81	0.4%		
Options 1 & 2 (4)	Always Greenergy choosing other option	0	0.0%	24	0.1%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	24	0.1%		
Options 1 & 3 (5)	Always Greenergy choosing other option	0	0.0%	7	0.0%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	7	0.0%		
Options 2 & 3 (6)	Always Greenergy choosing other option	0	0.0%	7	0.0%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	7	0.0%		
100% Green Flat Fee (11)	Always Greenergy choosing other option	0	0.0%	5,636	30.0%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	5,636	30.0%		
50% Green Flat Fee (12)	Always Greenergy choosing other option	3	0.0%	11,107	59.1%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	11,104	59.1%		
Options 3 & 11 (13)	Always Greenergy choosing other option	0	0.0%	21	0.1%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	21	0.1%		
Options 3 & 12 (14)	Always Greenergy choosing other option	0	0.0%	2	0.0%
	Always Greenergy staying on the same option	0	0.0%		
	Opt Out of Greenergy	2	0.0%		

Note: The case of *Non-Greenergy to Greenergy* is NOT presented in this table. The numbers in parentheses in the first column indicate suffix numbers of available options in Greenergy Program.