

TABLE 1—AVERAGE TREATMENT EFFECT FOR SUMMER 2007, SUMMER 2008, SUMMER 2009  
LINEAR REGRESSION MODEL

	Summer 2007 (A)	Summer 2008 (B)	Summer 2009 (C)
Treatment 1 (Technical advice)	−0.237 (0.193)	−0.0702 (0.167)	0.238 (0.170)
Treatment 2 (Weak social norm)	−0.990*** (0.175)	−0.189 (0.185)	−0.0587 (0.169)
Treatment 3 (Strong social norm)	−1.739*** (0.169)	−0.638*** (0.163)	−0.349** (0.163)
Water use from June–November 2006	0.372*** (0.0120)	0.128*** (0.00912)	0.185*** (0.0102)
Water use from April–May 2007	0.793*** (0.0419)	0.426*** (0.0239)	0.435*** (0.0244)
Constant	2.185*** (0.427)	11.29*** (0.468)	9.762*** (0.558)
Observations	106,669	106,669	106,669
$R^2$	0.618	0.229	0.318

*Note:* All water consumption variables are in thousands of gallons. Robust standard errors in parentheses.

\*\*\* Significant at the 1 percent level.

\*\* Significant at the 5 percent level.

\* Significant at the 10 percent level.