

Table 1: Orthogonality Table

	(1)	(2)	(3)	(4)	(5)
	Control	treatment <sub>uzero<sub>N</sub></sub>	treatment <sub>uzero<sub>S</sub></sub>	treatment <sub>APER</sub>	treatment <sub>MS</sub>
hhType <sub>H</sub> <i>H</i>	0.582	0.609	0.391	0.462	0.667
hhType <sub>M</sub> <i>E</i>	0.418	0.391	0.609	0.538	0.333
tarrifType <sub>t</sub> 0	0.604	0.652	0.783	0.538	0.667
tarrifType <sub>t</sub> 1	0.198	0.087	0.130	0.308	0.200
tarrifType <sub>t</sub> <i>jubil</i>	0.198	0.261	0.087	0.154	0.133
meter	0.822	0.826	0.957	0.846	0.929
hhh <sub>f</sub> <i>female</i>	0.667	0.652	0.739	0.462	0.933
edu <sub>b</sub> <i>asico</i>	0.144	0.130	0.174	0.000	0.000
edu <sub>d</sub> <i>iversificado</i>	0.400	0.217	0.348	0.385	0.267
edu <sub>p</sub> <i>rimaria</i>	0.167	0.217	0.130	0.154	0.200
edu <sub>s</sub> <i>in</i>	0.000	0.000	0.000	0.000	0.000
edu <sub>u</sub> <i>niv</i>	0.278	0.435	0.348	0.462	0.533
efficiencyInt <sub>v</sub> <i>eryInterested</i>	0.144	0.455	0.391	0.231	0.133
efficiencyInt <sub>i</sub> <i>nterested</i>	0.489	0.182	0.478	0.462	0.400
efficiencyInt <sub>i</sub> <i>ndifferent</i>	0.100	0.227	0.087	0.000	0.200
efficiencyInt <sub>n</sub> <i>otInterested</i>	0.267	0.136	0.043	0.308	0.267
billPaymentDiff <sub>e</sub> <i>asy</i>	0.111	0.304	0.043	0.154	0.067
billPaymentDiff <sub>s</sub> <i>omewhatEasy</i>	0.189	0.087	0.174	0.385	0.200
billPaymentDiff <sub>h</sub> <i>ard</i>	0.489	0.435	0.609	0.308	0.667
billPaymentDiff <sub>v</sub> <i>eryHard</i>	0.211	0.174	0.174	0.154	0.067