The data set FerraroetalAERPPdatashort.dta can be used to replicate the results in Ferraro, Miranda and Price. 2011. Persistence of Treatment Effects with Norm-based Policy Instruments: Evidence from a randomized environmental policy experiment. American Economic Review Papers and Proceedings.

Variables definition:  
prem = unique home ID

route = the meter route (randomization was done within meter route)

group = the treatment groups

treat1 = dummy variable for Treatment 1 (tip sheet)

treat2 = dummy variable for Treatment 2 (weak social norm)

treat3 = dummy variable for Treatment 3 (strong social norm)

water\_2006 = Sum from Jun06 to Nov06  
apr\_may\_07 = Sum Apr07 and May07  
summer\_yy = Sum from Jul to Oct (for each specific year)

The regressions used:   
regress summer\_07 treat1 treat2 treat3 water\_2006 apr\_may\_07,level(95) robust  
regress summer\_08 treat1 treat2 treat3 water\_2006 apr\_may\_07,level(95) robust  
regress summer\_09 treat1 treat2 treat3 water\_2006 apr\_may\_07,level(95) robust

Technically, the regressions should be run with the water route dummies (strata), but including them doesn’t change the coefficients much (at third decimal place) and makes the SEs a little smaller.

Data set with the original monthly data can be requested from the authors.