

Online Appendix for Ferraro, Paul J. and Juan José Miranda.

PANEL DATA DESIGNS AND ESTIMATORS AS SUBSTITUTES FOR RANDOMIZED
CONTROLLED TRIALS IN THE EVALUATION OF PUBLIC PROGRAMS.

Fulton County Data

Table A1. Replication of Ferraro & Price (2013) Experimental Results
Dependent Variable: Water Use in Summer 2007

Figure A1. Pre-Treatment Mean Monthly Water Consumption: Social Comparison Treatment.
Sample Matched on each Month of Pre-treatment Water Data (no other matching covariates
Figure A2. Pre-Treatment Mean Monthly Water Consumption: Technical Information
Treatment. Sample Matched on each Month of Pre-treatment Water Data (no other matching
covariates)

Fulton County Data: We have data on 66,849 residential households in Fulton County. Cobb County measures water consumption monthly. However, Fulton County measures it bimonthly or, for some households, less frequently. We split Fulton County billed use across months (e.g., if June bill was 2000 gallons, 1000 was assigned to May and 1000 to June). More sophisticated weighting that takes into account seasonal variation in use did not affect the estimates and thus is not reported. We remove from the Fulton County sample any household that went for 5 or more months without a bill during the study period (2,888 obs.). Only a subset of Cobb households were eligible to participate in the experiment (see Ferraro & Price for explanation of the experimental sampling design). We applied the same eligibility criteria to the Fulton sample: we removed from the Fulton sample any households that consumed fewer than 20,000 gallons between May and September 2006 (14,865 obs.), any households that saw a change in the name of the billed customer between May 2006 and April 2007 (1,234 obs.), any households that consumed more than 1,000,000 gallons between May and October 2006 (a sign of catastrophic leaks; 7 obs.), and any households not actually within Fulton County boundaries (376 obs.).

Table A1
Replication of Ferraro & Price (2013) Experimental Results
Dependent Variable: Water Use in Summer 2007

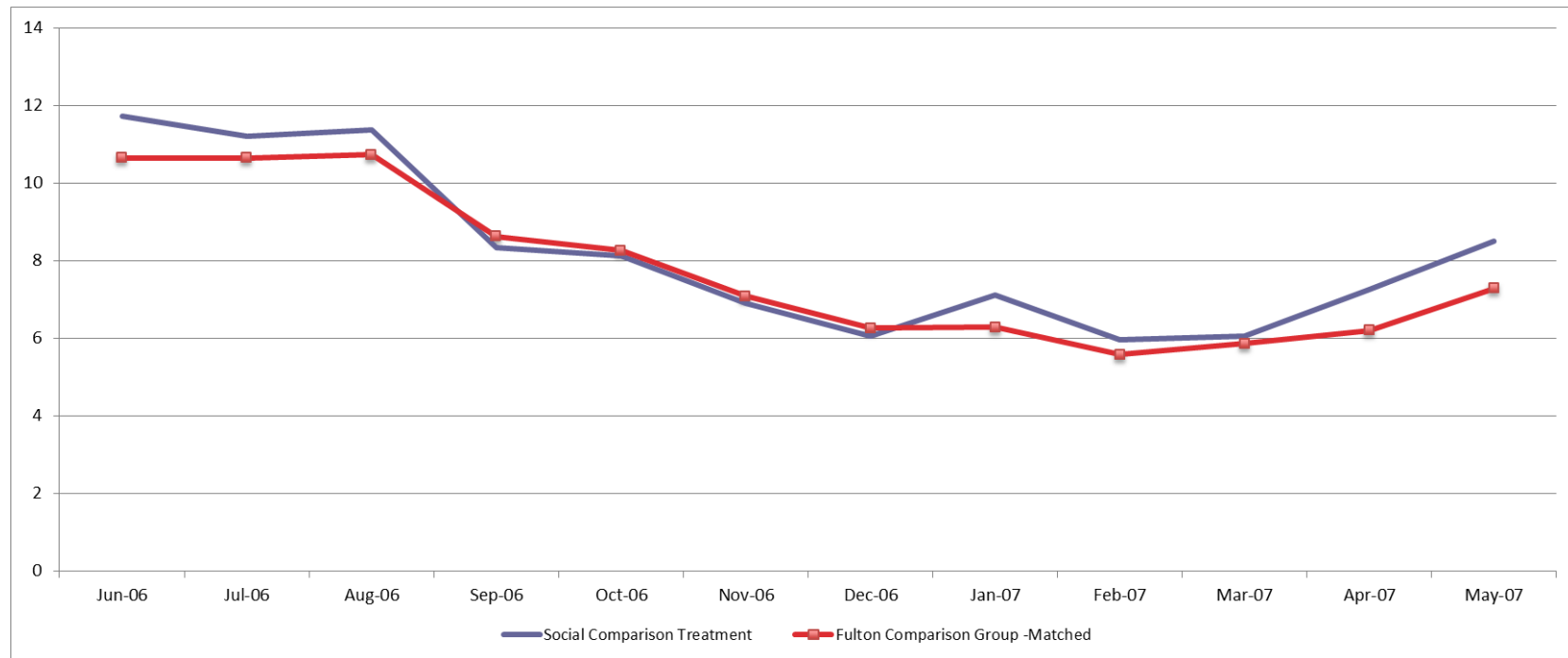
	Ferraro & Price (2013)	Experimental Sample ²
Technical Information Treatment Effect ¹	-0.237 (0.190)	-0.124 (0.204)
Social Comparison Treatment Effect ¹	-1.741 (0.166)	-1.732 (0.178)
Observations	106,669	81,585
R-squared	0.634	0.637

¹ Outcome is measured in thousands of gallons. For example, households that were randomly assigned into the social comparison treatment consumed approximately 1,740 fewer gallons on average than those in the control group. Robust standard errors in parentheses.

² The sub-sample from original experiment for which we could match households to tax assessor and census data. Also excludes about 11,700 observations from third treatment group in Ferraro & Price.

Figure A1

Pre-Treatment Mean Monthly Water Consumption: Social Comparison Treatment*
Sample Matched on each Month of Pre-treatment Water Data (no other matching covariates)

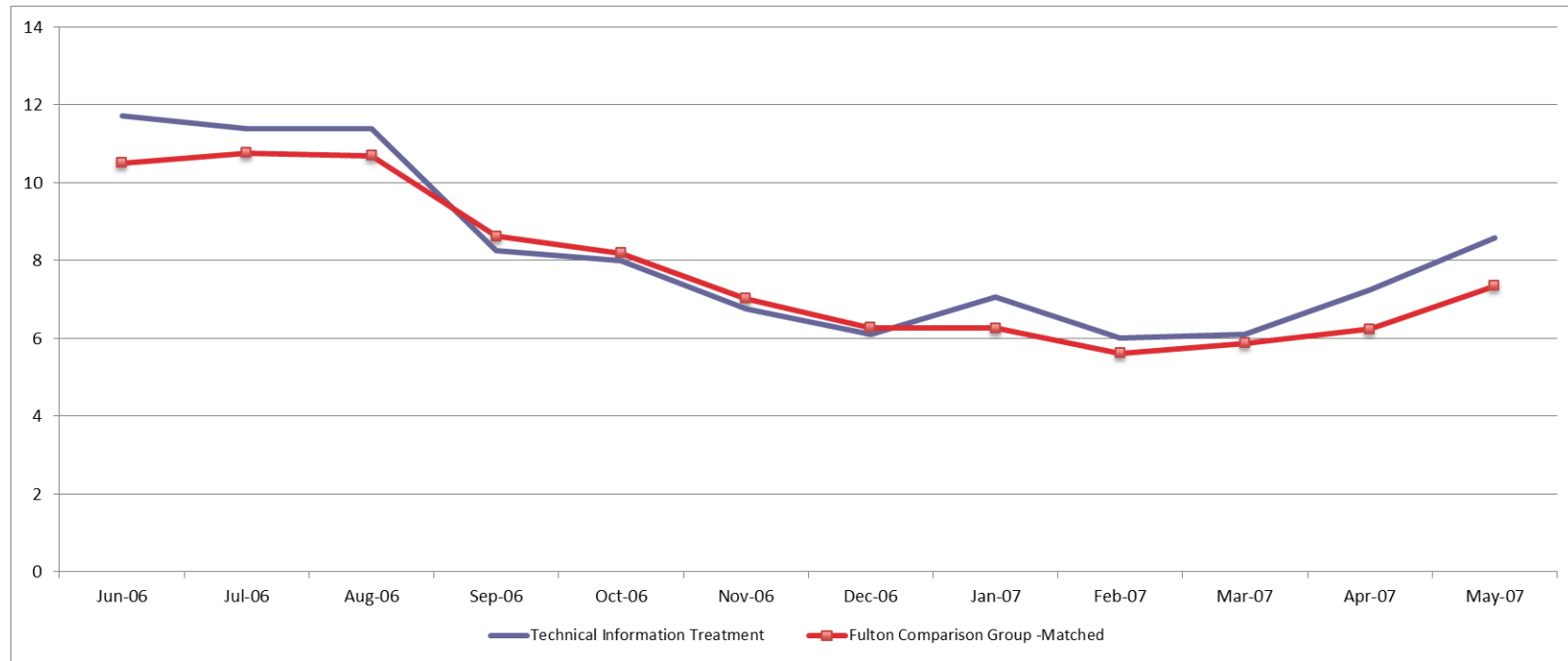


* In thousands of gallons.

Figure A2

Pre-Treatment Mean Monthly Water Consumption: Technical Information Treatment*

Sample Matched on each Month of Pre-treatment Water Data (no other matching covariates)



* In thousands of gallons.