# Appendix

Appendix Table S1 presents random effects model output. Administrative data on customer energy choices was recorded each month by the Community Power Coalition of New Hampshire.

**Appendix Table 1. Participation in Clean Energy Program by Treatment Status**

| | Energy Choice (DV: Clean Energy Choice Level from Low to High) | | | |
|---|---|---|---|---|
| | Model 1 | Model 1 w/ Controls | Model 2 | Model 2 w/ Controls |
| Mailer: Immediate Effect | -.001 | -.001 | .001 | .000 |
| | (.003) | (.003) | (.002) | (.002) |
| Mailer: 1-Month Delayed Effect | -.002 | -.002 | .002 | .002 |
| | (.003) | (.003) | (.002) | (.002) |
| Fixed Effects | | | | |
| Month 2 | -.000 | .000 | -.001 | -.001 |
| | (.003) | (.003) | (.002) | (.002) |
| Month 3 | -.005 * | -.005 * | .000 | .000 |
| | (.003) | (.003) | (.002) | (.002) |
| Month 4 | -.002 | -.002 | .002 | .002 |
| | (.003) | (.003) | (.002) | (.002) |
| Month 5 | -.003 | -.003 | .003 | .003 |
| | (.003) | (.003) | (.002) | (.002) |
| Month 6 | -.007 ** | -.007 ** | .004 ** | .004 ** |
| | (.003) | (.003) | (.002) | (.002) |
| Month 7 | -.015 *** | -.015 *** | .003 | .003 |
| | (.003) | (.003) | (.002) | (.002) |
| Other Controls | | | | |
| Residential Customer | -- | .076 *** | -- | .073 *** |
| | | (.028) | | (.028) |
| Annual Contract | -- | -.996 *** | -- | -.998 *** |
| | | (.079) | | (.079) |
| Prior Knowledge | -- | .725 *** | -- | .877 *** |
| | | (.119) | | (.118) |
| Left Program | -- | -.450 *** | -- | -.029 |
| | | (.079) | | (.079) |
| Constant (Intercept) | 2.051 *** | 2.001 *** | 2.050 *** | 1.996 *** |
| | (.009) | (.026) | (.009) | (.026) |
| Model $X^2$ | 37.41*** | 311.61*** | 17.35** | 284.29*** |
| Rho | .96 | .96 | .99 | .99 |
| *Number of Observations* | 19,154 | 19,154 | 19,102 | 19,102 |
| *Number of Groups* | 2,876 | 2,876 | 2,876 | 2,876 |

*Note*: The entries are random effects models with panel data from a 2025 field experiment in Hanover, NH. In the first two columns for model 1, the dependent variable contains values of 4=Clean 100 (100% clean power), 3=Clean 50 (50%), 2=Granite Plus, (33%), 1=Granite Basic (25% ), or 0=opted-out of program. In model 2, opt-out months are treated as missing so that only months in which customers could actively choose an electricity product are included in the estimation. See text for additional details. The entries in parenthese are standards errors. *** $p < .01$, ** $p < .05$, * $p < .10$ (two-tailed).

In Appendix Table S1, the dependent variable is a customer's power choice in a particular month (i.e., there are multiple observations for each customer). The main specification (Model 1) uses a 5-point dependent variable, where 0=left the program, 1=Granite Basic, 2=Granite Plus, 3=Clean 50, and 4=Clean 100. In these models, customers who ultimately left the program were given a numerical value representing their power choice (1 to 4) while they were in the program and coded to 0 after they left. A second version of the dependent variable (Model 2) ranges from 1 to 4, where 1=Granite Basic (i.e., 25% clean), 2=Granite Plus ("33%), 3=Clean 50 ("50%"), and 4=Clean 100 ("100%"). Here customers have a numerical value representing their power choice (1 to 4) while they were in the program and coded to missing after they left. Given the exploratory nature of the analysis, statistical significance is based on two-tailed tests.

The key independent variable is an indicator representing the month of treatment (e.g., January for Group 1; April for Group 2, which is designated as "Mailer: Immediate"). We also include a variant of that term to allow for a effect (one month later, "Mailer: 1-Month Delay"), which permits a delayed time period between treatment with the postcard mailer and subsequent power choices (i.e., February for Group 1; May for Group 2).

Columns two and four contain output for augmented versions of Models 1 and 2 that include control terms for different types of customers ("Residential Customer" or "Annual Contract") as well as those who had prior knowledge of study (i.e., residents of the local area who were involved in the study or who were local partners, "Prior Knowledge"), and customers who ultimately left the program ("Left Program").