Domestic uptake of green energy promoted by opt-out tariffs

Tables

Table S11. Probit regressions of conversion rate effects without (1) and with (2) statistical controls. Estimating the effect of the default on the conversion rate (i.e., how many of the prospective customers ended up purchasing a contract) revealed weak, but statistically significant differences (Chi-Square test = 5.5297, P = 0.019) that were qualitatively detrimental for the supplier. In the opt-in treatment, the conversion rate was 8.7 %, compared to 8.0 % in the opt-out treatment.

<table>
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<tr>
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<th>(2)</th>
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</thead>
<tbody>
<tr>
<td>Treatment</td>
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<td>-0.04**</td>
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<tr>
<td></td>
<td>(-2.00)</td>
<td>(-2.17)</td>
</tr>
<tr>
<td>Base Price</td>
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<tr>
<td></td>
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<td>(-3.85)</td>
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<tr>
<td>Price/kwh</td>
<td>-</td>
<td>-0.03**</td>
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<tr>
<td></td>
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<td>(-2.20)</td>
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<tr>
<td>Online-discount</td>
<td>-</td>
<td>-0.15***</td>
</tr>
<tr>
<td></td>
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<td>(-12.17)</td>
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<tr>
<td>Yearly consumption</td>
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<td>-0.16***</td>
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<tr>
<td></td>
<td></td>
<td>(-9.02)</td>
</tr>
<tr>
<td>Treatment x Base Price</td>
<td>-</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>(2.25)</td>
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<tr>
<td>Treatment x Price/kwh</td>
<td>-</td>
<td>0.03</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(1.53)</td>
</tr>
<tr>
<td>Treatment x Online-discount</td>
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<td>0.00</td>
</tr>
<tr>
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<tr>
<td>Treatment x Yearly consumption</td>
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<td>-0.03*</td>
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<td>-1.38***</td>
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</tr>
<tr>
<td>Pseudo R²</td>
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*Dependent measure:* Purchase of any contract, **p<.001, *p<.05, p<.1, numbers present regression coefficients, number in bracket indicate z-values.
Table S12. Probit regressions of political choice effects. SPD refers to the social democratic party, CDU to the Christian democratic party, FDP to the free democratic party, Linke to the left wing party.

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<td><strong>2.10</strong>*</td>
<td><strong>2.10</strong>*</td>
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<tr>
<td></td>
<td>(23.85)</td>
<td>(23.80)</td>
<td>(23.87)</td>
<td>(23.80)</td>
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<td></td>
<td></td>
<td>(-0.95)</td>
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<td>SPD Party x Treatment</td>
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<td>0.12**</td>
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<td></td>
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<td>(2.05)</td>
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<tr>
<td>CDU Party Approval</td>
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<td>-</td>
<td>-0.05</td>
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<td>0.01</td>
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<td>FDP Party Approval</td>
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<td>-0.05</td>
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<td>FDP Party x Treatment</td>
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<td>-</td>
<td>0.06</td>
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<td>Linke Party x Treatment</td>
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**Dependent measure:** Purchase of green energy, ***p<.001, **p<.05, *p<0.1, numbers present regression coefficients, number in bracket indicate z-values, the same controls were used as in Model (2) of table S11. Standard errors are clustered at the ZIP-code level.