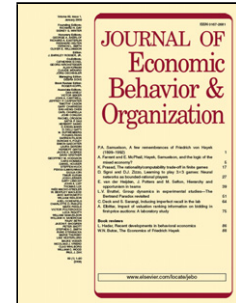


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1. We sent weekly reports to Indian homes comparing their electricity use to their peers.
2. These reports both reduced usage and made households more responsive to price changes.
3. We also sent some households similar reports but coupled with financial incentives.
4. Introducing conditional monetary incentives removed all effects of the information.
5. Interactions between monetary and information instruments have policy implications.

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