

The Effect of Default Options on Choice of Electricity Utility at Grid Parity: A Mixed Methods Study

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Abstract

Alternative energy, or green energy, has the potential to mitigate carbon dioxide emitted from conventional power sources, particularly at grid parity – the point at which alternative energy reaches a levelized electricity cost that is less than or equal to purchasing grid-supplied electricity. This mixed methods study examined the effect of defaults on electricity utility selection at grid parity by young people who may be choosing a utility for the first time or may have recently experienced choosing a utility. Additionally, we investigate the justification of participants' choice of electricity utility. A chi-squared test determined that the gray electricity utility was chosen significantly more often in the gray default condition than in either the no default or green default conditions confirming the influence of defaults even at grid parity. Those who selected green energy regardless of the default scenario expressed that they did so because the alternative energy option was the same price, but cleaner. Those who chose the conventional energy source regardless of default conveyed doubt that green energy would remain at grid parity and held a belief that conventional energy is more reliable along with feeling manipulated by the green utility's informational message. Results from this study indicate that continuing to offer gray energy as the default and green energy as the alternative could adversely impact the predicted large-scale shift in generation from gray energy sources to green energy sources when grid parity is prevalent.

Keywords: defaults, electricity utility, grid parity, marketplace choice, mixed methods

1. Introduction

Human activities are causing global warming due in part to human-induced increases in greenhouse gas concentrations, a large portion of which is carbon dioxide emitted from conventional power sources (IPCC, 2018). Alternative energy, or green energy, has the potential to mitigate this trend because it is carbon neutral (Chen et al., 2022).

Alternative energy sources are beginning to reach grid parity – the point at which they reach a levelized cost that is less than or equal to purchasing grid-supplied electricity (Ueckhardt Hirth, Luderer, & Edenhofer, 2013). Grid parity is often considered the point at which a large-scale change in generation from conventional (i.e., gray) to alternative power sources will occur (Nissen & Harfst, 2019; Shen, He, & Yao, 2021; Yang, 2010). Many countries have already achieved grid parity with solar photovoltaic systems (Adeyemi-Kayode, Misra, Maskeliunas, & Damasevicius, 2023). Discussions of grid parity and consumer preference, however, often ignore two important factors: marketplace choice and defaults.

1.1 Literature Review

Many communities offer a choice between energy suppliers: one providing conventional energy and another alternative energy (Sunstein & Reisch, 2013). Where a choice is offered, conventional energy is typically offered as the default; that is, a preselected option received if the consumer does nothing, in other words, does not “opt-out” (Brown & Krishna, 2004; Johnson & Goldstein, 2013). Defaults are thought to occur due to a combination of suggestion or endorsement, “anchoring” or bias toward initially presented conditions, inertia and procrastination, the endowment effect, and loss aversion (Sunstein & Reisch, 2013; Pichert & Katsikopoulos, 2008). Defaults have been used in a variety of situations to influence major life decisions such as health care (Ansher et al., 2014; Halpern et al., 2013; Halpern, Ubel, & Asch, 2007), organ donations (Abadie & Gay, 2004;

Davidai, Gilovich, & Ross, 2012; Johnson & Goldstein, 2003), and retirement savings (Beshears et al., 2008; Choi, Laibson, Madrian, & Metrick, 2003; Clark & Young, 2021; Madrian & Shea, 2001). Defaults have also been shown to influence other consumption decisions such as car insurance plans (Johnson, Hershey, Meszaros, & Kunreuther, 1993), car option plans (Park, Jun, & McInnis, 2000), product customization (Brown & Krishna, 2004; Herrmann et al., 2011), and food choices (Campbell Arvai, Arvai, & Kalof, 2014). More recently, experimental, and real-world studies have applied defaults in the promotion of green energy choices.

Pichert and Katsikopoulos (2008) examined the inconsistency in green electricity choice in Germany, with people stating a preference for it, but not purchasing it, utilizing laboratory experiments in default settings. The authors hypothesized that making green electricity the default option would promote the pro-environmental behavior of keeping it. In line with their hypothesis, they found that changing the gray energy default to a green energy default, or by including a no default situation that forces a choice, resulted in a significantly higher percentage of customers buying green electricity.

In a comparative study in Denmark, Norway, and Switzerland utilizing both a survey-based experiment and field test of homeowners, Toft, Schuitema and Thøgersen (2014) confirmed that in powering private households with Smart Grid technology an opt-out framing default was superior to using opt-in framing. They concluded that the default to participate (with the possibility to opt-out) is more effective in stimulating reasoned choice than the default to not participate (with the possibility to opt-out).

Ebeling and Lotz (2015) tested the impact of default rules using a randomized controlled trial on voluntary purchases of 'green' energy contracts in Germany. They found that setting the default option to green energy increased its purchase. Similarly, Vetter and Kutzner (2016) explored the relationship between defaults and energy provider decision-making in Germany and found that the default independently predicted people's choices. Another study in Germany by Kaiser, Bernauer, Sunstein and Reisch (2020), found that green energy defaults tend to stick, especially for those who are environmentally concerned. They put forth, "This finding, based on real-world rather than experimental evidence, attests to the power of automatic enrollment in addressing environmental problems, including climate change, and also adds to the growing literature on the potentially substantial effects of shifting from opt-in to opt-out strategies" (p. 10). Likewise, Taube and Vetter (2019) found an interaction effect between defaults and participants' environmental attitude.

In a large-scale study of Swiss households and businesses, Liebe, Gewinner and Diekmann (2021, p. 576), found that "... presenting renewable energy to existing customers as the standard option led to around 80% of the household and business sector customers staying with the green default, and the effects were largely stable over a time span of at least four years". These real-world and longitudinal studies show the impact that defaults can have on green energy consumption.

Peterson and Tollefson (2023) studied decision-making and default choices among adult utility customers in the United States and found that the susceptibility to "nudging" people into green energy choices is influenced by demographic factors. However, the opt-out framing alone contributed to the most significant results across all variables.

The purpose of this study is to examine the impact of defaults on energy utility selection within the context of grid parity and gain insight into consumers' choices in the United States. It is hypothesized, based on the literature review above, that there is a pattern of relationship between the default condition and the participants' choice such that when gray energy is the default consumers will choose it over green energy more often than when green energy is the default or when there is no default.

2. Research Methods

This study extends the work of Pichert and Katsikopoulos (2008) that investigated how information presentation format (i.e., default conditions) influences the choice of electricity utility. Here we investigate the effect of default conditions at grid parity on the choice of electricity utility by young people who may be choosing a utility for the first time or may have recently experienced choosing a utility. This age group will face real-world decisions on energy supplier choice as alternative energy sources reach grid parity and research on factors affecting energy supplier choice is limited for this age group. Moreover, we investigate the justification of participants' choice between the energy options.

This study employed a sequential explanatory mixed methods design, which utilizes a qualitative follow-up piece to help explain quantitative results (Creswell & Plano Clark, 2018). The first phase of research collected and analyzed survey data regarding energy choice selection. The second phase included the qualitative portion at the end of the survey to help explain, or elaborate on, the choice of energy selected in the default scenario

presented to participants. The data collected during both phases were analyzed separately and then integrated to better answer the research question.

A nationally representative sample of participants 19-29 years old in the United States was recruited through Qualtrics and a university mailing list in 2017. Participants were randomly assigned to one of three default scenarios in the survey. Participants were offered a hypothetical situation in which they were prompted to choose between a gray and green energy utility (Table 1). Scenario #1 maintained no default option but allowed for an open choice between the two energy utilities. Scenario #2 defaulted to the green energy utility but allowed participants the choice to switch. Scenario #3 defaulted to the gray energy utility but again allowed participants the ability to change utilities. Both hypothetical companies charged identical rates to test within the context of grid parity. We predicted that despite the electricity being provided at the same cost, a significant number of people would remain with the gray utility when it is the default than in the green default or no default scenario.

Table 1. The three default scenarios used in this study

	Scenario #1	Scenario #2	Scenario #3
Default	None	Green Energy (Alternative)	Gray Energy (Conventional)
Option	Both	Gray Energy (Conventional)	Green Energy (Alternative)

A power analysis was conducted before the experiment to ensure that the selected sample size would result in a power of at least .80 for a medium effect size at a significance level of .05 (Cohen, 1988). A Chi-square test was performed to test the hypothesis.

2.1 Quantitative Phase

Participants were given a short questionnaire that consisted of three parts. The first part was a short vignette (See Appendix A). Participants were asked to imagine moving to a new apartment. Upon moving in, they were confronted with the choice between two electricity suppliers with the same monthly premium: one advertising 'clean electricity' generated from renewable energy sources, and another from a conventionally sourced energy supplier. No further information about the origin of the electricity was given. For the conventional sourced energy supplier, this represented a utility marketing gray energy (a standard mix of fossil fuels and nuclear power is predominant in the US). Gray energy companies typically do not mention sources. On the other hand, utilities specializing in green energy explicitly highlight this information. In the second part, participants were asked to give reasons for their choice. The premium is very close to the base rate a small household in the Midwest US would pay for electricity per month. One of the two companies was introduced as the existing energy supplier for the home. The other supplier was presented as a competitor that advertises its offer. To test for a default effect, we used two different versions of the decision question. In the green default scenario, the green utility served as the default, and the gray utility was the competitor. Roles were reversed in the gray default condition. In the no default or neutral scenario there was no existing energy utility and a choice had to be made between the two utilities in order to supply electricity to the home.

At the end of the survey participants completed three manipulation-check questions to ensure that they interpreted the scenario descriptions in such a way that the green service appeared more environmentally friendly than the gray option. Participants were asked if; 1) green energy was not the cause of detrimental pollution, 2) green energy damages the environment less than conventional energy, and 3) green energy was not the prime emitter of greenhouse gases into the environment. Participants responded on a 5-point scale from Strongly Agree (1) to Strongly Disagree (5). One-sample t-tests were conducted to test whether the mean agreement with each question was significantly different from 3, the mid-point of the 5-point scale that represented the neutral response.

2.2 Qualitative Phase

All participants were given an open-ended question in which to share the reasoning behind their energy company selection. The answers to these questions were uploaded into Taguette, an online software program used for qualitative research, and analyzed separately by scenario. The text was then coded inductively to reveal the decision-making process of participants rather than examining the data according to theoretical underpinnings. Coding, according to Creswell and Poth (2018, p. 183), is making sense of the data collected by reducing it into meaningful segments and then assigning names to those segments. Bradburn, Sudman and Wansink (2004) noted that while the most commonly mentioned answers are valuable in the text coding, one must not overlook the unique answers: "One advantage of open-ended questions is that they can uncover uncommon but intelligent

opinions of which the surveyor would otherwise have remained unaware (p 155)". This may help explain energy utility selection.

3. Results and Discussion

Four hundred eighty-five people completed the survey (271 female, 214 male). Two hundred participants were from a nationally representative sample of participants recruited through Qualtrics and 285 were from a university mailing list. The mean age was 24 years old ($SD = 3.0$). Participants' energy utility choices were not evenly divided between green and gray energy (Figure 1).

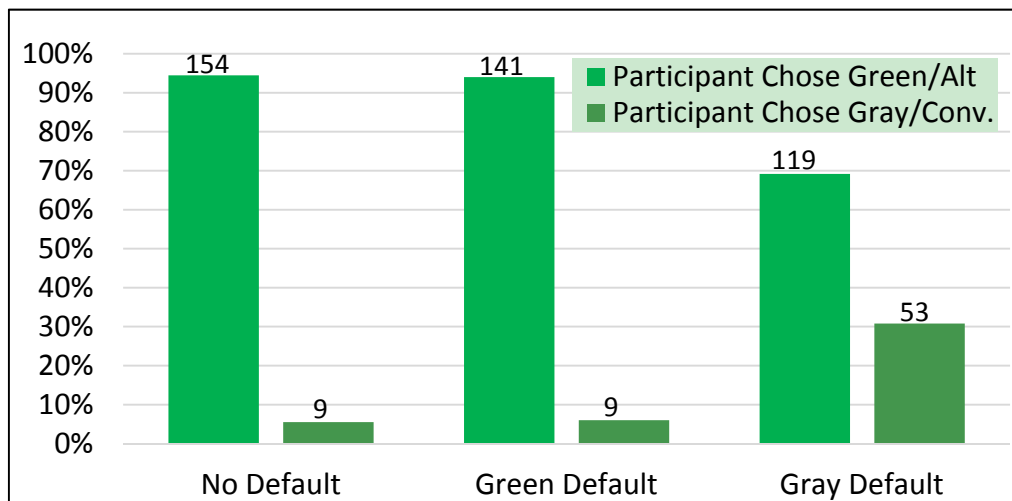


Figure 1. Respondent choice by each of three default conditions

3.1 Manipulation Checks Results

The three manipulation-check questions revealed that participants understand that green energy companies have less impact on the environment than gray energy companies. Participants agreed that green energy was not the cause of detrimental pollution ($M = 2.33$, $SD = 0.94$; $t(484) = 15.69$, $p = 0.000$). Participants agreed that green energy damages the environment less than conventional energy ($M = 2.25$, $SD = 0.96$; $t(484) = 17.22$, $p = 0.000$). Finally, participants agreed that green energy was not the prime emitter of greenhouse gases into the environment ($M = 2.12$, $SD = 1.14$; $t(484) = 16.93$, $p = 0.000$).

3.2 Chi-Squared Tests Results

The presence of defaults tended to impact consumer decisions and there was a statistically significant relationship between variables, $\chi^2(2) = 55.81$, $p < .0001$, with a medium effect size ($V = .34$). The gray electricity utility was chosen significantly more often in the gray default condition than in either the no default or green default conditions. Our hypothesis was accepted.

Pairwise comparisons between the three scenarios revealed:

- 1) There was no significant difference between the no default and green default scenarios, $\chi^2(1) = 0.03$, $p > .05$.
- 2) There was a significant difference between the no default and gray default scenarios, $\chi^2(1) = 35.50$, $p < .0001$, with a medium effect size ($\Phi = .33$). When the gray energy supplier was offered as the default participants chose gray energy supplier more often than in the neutral/no default scenario.
- 3) There was a significant difference between the green and gray default scenarios, $\chi^2(1) = 31.73$, $p < .0001$, with a medium effect size ($\Phi = .32$). When the gray energy supplier was offered as the default participants chose gray energy supplier more often than in the green default scenario.

To put these results into context, the next section explores participants' justification for their choices.

3.3 Scenario #1: When There Is No Default

Pairwise comparisons between the green and gray energy suppliers in the no default scenario revealed that 154 participants (94.5%) chose the green energy supplier (Figure 1). Nine participants (5.5%) chose the gray energy

supplier.

The answers shared in response to the open-ended question revealed that the default is easier for consumers, regardless of what company is provided. The act of switching from the default is considered a hassle especially when the cost of energy is the same, as illustrated by one participant, “It’s the same cost per month and I don’t have to deal with the hassle of switching information over. It was smarter”. Having said that, consumers are willing to change companies if provided with proper incentives, as will be discussed below.

3.3.1 When There is No Default and Participants Choose Green Energy

Two predominant ideas were found from the ninety-three comments left in justification for why consumers chose the green energy option when no default was provided: 1) “because it’s clean energy” and 2) “same price, better option”. There was a plethora of short answers that included, “clean energy”, “renewable energy source”, “better for the environment”, and the like. These answers all exemplified the theme that green energy was selected because it is clean energy.

The second theme was more telling: it was clean energy for the same price as conventional. Several participants took the time to mention their stance on renewable energy. For example, one participant shared:

Because at an equal price point, the use of non-renewable energy has no purpose economically or environmentally. Generation of electricity that is clean is important to me. I made this decision because using renewable energy sources is an important step in cutting our dependence on fossil fuels.

Similarly, another stated, “Because we desperately need to invest in clean energy and Source is clearly the better provider based on the information we have been provided. I want to use a company that values the environment and doesn’t see it as solely a means of making profit.” Another put forth, “Because the price was the same for both company’s services, I was able to choose the clean energy company. Clean energy is important to me, but price is more important”, reminding us that cost does come into play regardless of sentiments. Out of all the comments left in support of their decision, only one mentioned being willing to pay more for green energy: “Although the two companies had the same monthly prices, I still would have been willing to pay extra for the “greener” option”.

3.3.2 When There is No Default and Participants Choose Gray Energy

Each of the nine individuals who chose gray energy when provided with no default left a comment. Three felt manipulated or steered by the advertising, green having provided more detail on where their energy came from: “I felt that Source was too pushy on the green. Mention it once, not 5 times.” Another mentioned that conventional energy was more reliable, so choosing green was not worth it. Along these lines, one participant felt that while the initial cost was the same between the companies, the conventional option would continue with low prices, while green energy would end up being higher later on in order to recover recycling costs. This assumed hidden cost or future cost was mentioned in each of the scenarios where conventional energy was selected over alternative sources.

3.4 Scenario #2: When the Default is Green Energy

Pairwise comparisons between the green and gray energy suppliers in the green energy default scenario revealed that 141 participants (94%) chose the green energy supplier (Figure 1). Nine participants (5%) chose the gray energy supplier.

3.4.1 When the Default is Green Energy and Participants Choose to Keep It

Participants who chose to stay with the green energy option predominantly said: “Why deal with the hassle of switching if it’s the same price?”. Or similarly, “Because I already have them and it is the same price so why bother switching. If my company is already good enough, I have no reason to switch.” If it costs the same and there is no incentive to switch, they won’t, which is what we heard from those who stayed with the conventional energy default as well. However, more elaboration comes from the idea that “Not only do they cost the same, but they are better and safer for the environment”. So, a corresponding theme to “Why switch for the same price” is: “*It’s the same price, but cleaner*”. This was illustrated in a good deal of responses:

“Clean energy. Same price is bonus.”

“There was no difference in premiums so switching would be more work than it’s worth. They are cleaner energy supplier.”

“It would be a lot of work to switch companies. There was no difference in price so switching would be more work than it’s worth. Same price but cleaner.”

“Because the current supplier offers clean energy, I would be paying the same amount anyways...”

“No brainer, same price and better for the environment. It’s easier to stick with a company unless the other is cheaper. Honestly, I would also look at customer satisfaction online too.”

3.4.2 When the Default is Green Energy and Participants Choose to Switch to Gray Energy

Each of the nine individuals responded to why they chose to switch from the green energy default to the conventional energy option. A couple of individuals mentioned feeling tricked by the advertising of green energy and one “felt like changing”. The most enlightening idea of those who shared their reasoning was the assumption that green energy would not stay competitively priced: “Source would become more expensive eventually”; “Clean energy premium would start to rise after more implementation.”

3.5 Scenario #3: When the Default Is Gray Energy

Pairwise comparisons between the green and gray energy suppliers in the gray energy default scenario revealed that 114 participants (69.2%) chose the green energy supplier (Figure 1). Fifty-three participants (30.8%) chose the gray energy supplier.

3.5.1 When the Default is Gray Energy and Participants Choose to Keep It

Thirty-eight participants responded to the open-ended question provided. Corresponding to the previous discussion about defaults, the most predominant theme found for those participants who stayed with gray as the default option was that *switching was not worth the hassle*. Both energy companies were the same price, so with no incentive, there is no point in switching. One participant shared, “I don’t like to jump between companies unless the price is going to be lower.” Others disclosed that there was nothing to be gained. The effort that it takes to switch was a definite hindrance but might be done for the right price. When the prices are the same, nothing is gained, so why bother?

The other theme in keeping the gray default option was that *conventional energy is a proven energy source* and thus more reliable. A brief representation of this theme: “because this [conventional energy] is very likely to be around for long-term cheap prices”. There is an assumed hidden cost with alternative energy voiced by many:

“Could Source really be same price for long”?

“Doubt Source can remain competitive”.

“Don’t believe Source would be cheaper.”

“Would wait to see if clean company sticks around. Same price why bother”?

It appears those who did not switch do not consider the benefits of alternative energy as incentives and assume them to be more expensive, if not now, in the long run.

3.5.2 When the Default is Gray Energy and Consumers Choose to Switch to Green

The theme for those who decided to switch from the conventional default to green energy in the gray default scenario was that it was *the same price, but cleaner*. For these folks, the fact that green energy is cleaner energy is an inherent benefit and incentive to switch. A few examples of this sentiment:

“Same product for the same amount of money. Cause less harm to the environment by switching companies.”

“If I can get the same product for the same amount of money and cause less harm to the environment by switching companies, I think that’s fantastic, and I’ll do it.”

“If the electricity is of the same quality and costs the same amount, I would feel better using energy from a clean and/or renewable source, rather than from one that is polluting our planet.”

Within this theme is the supporting notion *that switching was worth the hassle*. As mentioned, a clean energy source is incentive enough to go through the hassle of switching. Interestingly, the concept of what is a hassle varies from person to person. For example:

“The hassle of switching energy companies is worth it to me for the benefit of clean energy.”

“It’s the same amount of money, the only hassle is switching...but a clean energy source is better for everyone.”

“The prices were the same, I didn’t anticipate too much of a hassle when it came to switching suppliers, and it meant that I could be using a more eco-friendly energy source!”

Also supporting the same price, better option justification was the overwhelming sentiment of green energy being a better choice. Twenty-one of the eighty-four comments left in response to why they made their decision

stated that clean/green is a better choice than conventional energy options: “It’s a greener choice”; “Because they are better for the environment!”; “I want to support clean, renewable energy”. Green energy is associated with being cleaner and better for the environment, and for the same amount of money, the switch can be made.

4. Discussion

A consistent sentiment found for all of those who selected green energy regardless of the default scenario was that it’s the same price, but cleaner. Those participants who selected gray energy regardless of the default condition were also consistent with their sentiment that gray is proven and reliable and there are hidden or eventual costs to be found with alternative energy options. Additional sentiments were feeling manipulated and switching not being worth the hassle.

As hypothesized, participants in the gray default scenario chose the gray energy supplier more often than in any of the other conditions and the reasoning appears to be the sway or pull of defaults. The reasons traditionally cited to describe the occurrence of the default pull – suggestion or endorsement and inertia (Sunstein & Reisch, 2013), may be possible explanations for why defaults still held sway even with grid parity. For example, people could see the flyer as suggesting that the gray service supplier is the right choice, and that suggestion could be strong enough to allow a person to overlook what is perceived to be an environmentally friendly alternative charging the same price or not worth the hassle of switching. Additionally, those who chose the gray energy supplier expressed gray being more reliable and proven and more likely to remain cheaper in the future.

Results also indicate defaults could adversely impact the predicted large-scale shift in generation from green energy sources to gray energy sources when grid parity is prevalent.

5. Conclusion

Defaults in energy choice are a potentially important factor that could affect the implementation of green energy sources as they reach grid parity. As shown here, a gray energy default will likely result in some consumers choosing the gray energy utility even when there is grid parity, or the price of green energy is the same.

Given that a conventional energy utility is more likely to be the default supplier, making the choice simple and straightforward can decrease acceptance of the default utility (Fleming et al., 2010). If possible, the non-default information should be presented first (Mussweiler et al., 2000). Moreover, for energy utilities, the factors affecting the current 19–29 age group will be important to future marketing efforts.

Additional recommendations include applying sound social marketing techniques that can lead to more persuasive messages than information-only messages. In particular, marketers and policymakers can; 1) provide additional reasons for adoption, 2) reduce reasons against adoption, and 3) continue to reinforce the green commodity discourse and thereby encourage more consumers to develop personal values related to protecting the natural environment (Claudy Peterson & Driscoll, 2013; McKenzie-Mohr, Lee, Schultz, & Kotler, 2012). Nudges, strategies that “alter people’s behavior in a predictable way without forbidding any options or significantly changing their economic incentives” (Thaler & Sunstein 2009, p. 6) have demonstrated ability to increase pro-environmental behavior (e.g., Brandon, Ferraro, Metcalfe, Price, & Rundhammer, 2017; Brandon, List, Metcalfe, Price, & Rundhammer, 2019; Czap, Czap, Banerjee, & Burbach, 2019; Wallander, Paul, Ferraro, Messer, & Iovanna, 2023).

Future studies looking into defaults, grid parity, and energy choice could add a more robust set of manipulation checks as well as additional questions examining possible reasons why the default pull occurred.

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Appendix A

Default Scenarios

Scenario #1: No Default

Imagine a situation in which you are to move into a new apartment. Upon moving in you receive a notice which informs you that you must choose your energy supplier. Along with this notice are two flyers advertising energy providers in the area: Falcon Energy Company and Source Energy Company.

The Falcon Energy Company flyer says: “We at Falcon Energy Company are proud to service your area. As a Falcon customer, you will receive low-priced monthly electricity prices. Should you choose Falcon, your monthly premium will be \$40 a month.”

The Source Energy Company flyer says: “Source Energy Company is happy to serve your area with competitive, clean electricity generated from renewable energy sources. Protect the climate and environment and choose Source! Should you decide on Source your monthly premium will be \$40 a month.”

Both flyers prompt you to give some personal information and inform you that your confirmation letter will be in the mail shortly.

Which provider do you choose?

Falcon Energy Company

Source Energy Company

Scenario #2: Green Default

Imagine a situation in which you are to move into a new apartment. Upon moving in you receive a notice from an electric power supplier named Source Energy Company. The letter indicates that by moving into your apartment you have become a Source customer: “We at Source Energy Company are proud to be responsible for the energy supply in this area. We offer our customers competitive, clean electricity generated from renewable energy sources. Your monthly premium is \$40 a month.” You are also prompted to give some personal information and the letter informs you that your confirmation letter will be in the mail shortly.

After a few weeks you receive a flyer in your mail advertising electricity from Falcon Energy Company: “Were you aware that you can switch electricity supplier? Falcon Energy Company offers competitive electricity prices to customers in your area. Switch to Falcon today! Your monthly premium will be \$40 a month.”

What do you do?

Stay with Source Energy Company

Switch to Falcon Energy Company

Scenario #3: Gray Default

Imagine a situation in which you are to move into a new apartment. Upon moving in you receive a notice from an electric power supplier named Falcon Energy Company. The letter indicates that by moving into your apartment you have become a Falcon customer: “We at Falcon Energy Company are proud to be responsible for the energy supply in this area. We offer our customers low-priced monthly electricity prices. Your monthly premium is \$40 a month.” You are also prompted to give some personal information and the letter informs you that your confirmation letter will be in the mail shortly.

After a few weeks you receive a flyer in your mail advertising electricity from Source Energy Company: “Were you aware that you can switch electricity supplier? Source Energy Company sells competitive, clean electricity generated from renewable energy sources. Protect the climate and environment and switch to Source! Your monthly premium will be \$40 a month.”

What do you do?

Stay with Falcon Energy Company

Switch to Source Energy Company

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