Why do economists care about Plug Load Appliances?

- Price of electricity doesn’t fully reflect the associated environmental costs.
- Poor information – consumers don’t know the cost of using a particular appliance.
- Capital constraints – consumers can’t easily finance more expensive efficient appliances.
Policy Solutions

- Tax electricity to get correct price
- Better labeling to highlight energy use
- Appliance metering?
- Feebates
- Utility surcharges to fund efficiency rebates
Research Questions

- How will appliance usage and purchases react to higher electricity prices?
- Where should set feebate levels be set?
- Are the benefits of appliance metering (or time of day pricing) worth the cost?