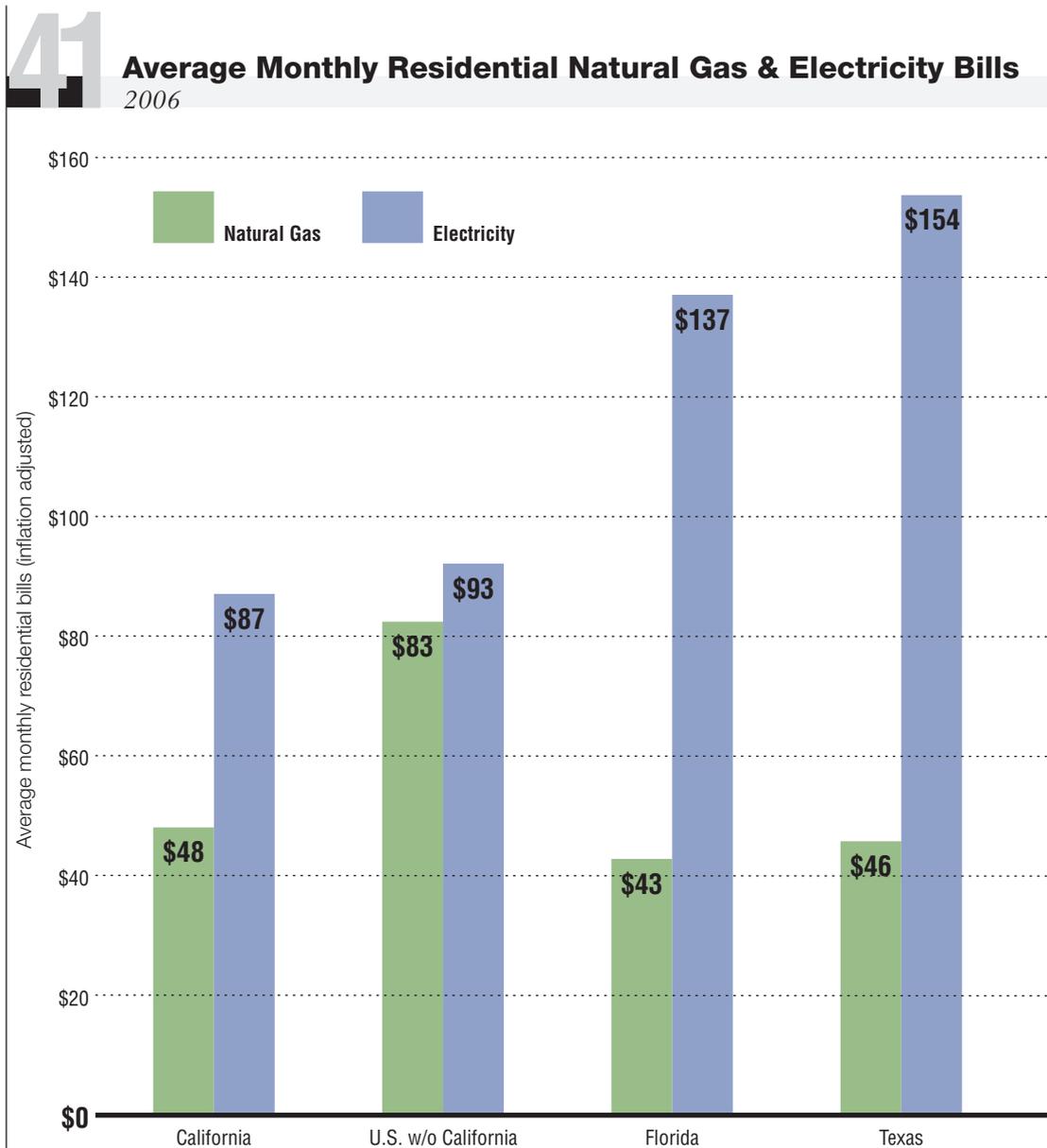


MACRO IMPACTS

Perhaps the most basic economic impact of green innovation is cost savings due to innovations in energy efficiency. Although California has some of the highest residential electricity rates in the country, the average monthly residential electricity bill is lower than in approximately half of the states in the country. As displayed in **Figure 41** below, the average monthly residential electricity bill for a Californian household in 2006 was 56% that for a Texan household.

2006 Residential Electricity		
	Price (cents per Kwh)	Average Monthly Kwh consumed per customer
California	\$ 0.15	590
Florida	\$ 0.12	1176
Texas	\$ 0.13	1161



Source: Energy Information Administration, U.S. Department of Energy; Bureau of Economic Analysis, U.S. Department of Commerce
Analysis: Collaborative Economics