

SUPPLEMENTARY MATERIAL FOR

Think of the Children? The Effect of Children on Support for Welfare

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SUPPLEMENTARY MATERIAL

Contents

<u>A. RESEARCH DESIGN</u>	<u>P. 02</u>
<u>B. ANALYTIC SAMPLE</u>	<u>P. 05</u>
<u>C. ANALYSIS</u>	<u>P. 06</u>
<u> C1. Variables and Models</u>	<u>P. 06</u>
<u> C2. Full Table of Results</u>	<u>P. 09</u>
<u>D. PROBING THE RESULTS</u>	<u>P. 17</u>
<u> D1. Sample Composition</u>	<u>P. 17</u>
<u> D2. Alternative Support Measures</u>	<u>P. 20</u>
<u> D3. Alternative Methods</u>	<u>P. 22</u>
<u> D4. Manipulation Check</u>	<u>P. 23</u>

A. RESEARCH DESIGN

Figure A1. Survey Statements and Questions

All Conditions:

1) The state government of California administers and finances numerous programs pertaining to the education of its residents. In 2017, the state's legislature approved a budget that allocated \$75 billion toward spending on K-12 education and community colleges. Do you believe that spending on these expenditures should be increased, remain unchanged, or decreased?

2) Johnson & Johnson is a for-profit medical devices, pharmaceutical, and consumer packaged goods manufacturing company based in the United States. In 2016, the company spent \$9 billion on research and development, much of it directed toward medications for rare conditions. Do you believe that spending on these efforts should be increased, remain unchanged, or decreased?

Control Condition:

3) The federal government provides food and nutrition assistance to people living in the United States through the Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). In 2016, the government provided \$66 billion in food assistance to program participants. Do you believe that spending on this program should be increased, remain unchanged, or be decreased?

Treatment Conditions:

3) The federal government provides food and nutrition assistance to people - including 20 million children - living in the United States through the Supplemental Nutrition Assistance Program (formerly the Food Stamp Program). In 2016, the government provided \$66 billion in food assistance to program participants. Do you believe that spending on this program should be increased, remain unchanged, or be decreased?

All Conditions:

4) Susan G. Komen is a not-for-profit organization that promotes breast cancer awareness, research, health services, and social support programs in the United States. In 2016, \$21 million of the organization's expenditures were directed toward fundraising efforts. Do you believe that spending on fundraising should be increased, remain unchanged, or decreased?

5) Amazon is a for-profit online retailer and cloud-computing company based in the United States. In 2015, the company donated \$13 million to various charities via the AmazonSmiles foundation. Do you believe that spending on these efforts should be increased, remain unchanged, or decreased?

6) The New York City municipal government provides numerous services involving transportation, sewage, and power for its residents. In 2015, the city approved a budget that allocated about \$28 billion for infrastructure spending. Do you believe that spending on these expenditures should be increased, remain unchanged, or decreased?

7) Walmart is a for-profit retailer based in the United States. In 2016, the company donated \$300 million to various causes via the Walmart Foundation. Do you believe that spending on these expenditures should be increased, remain unchanged, or decreased?

8) The National Football League (NFL) is a professional sports league representing 32 for-profit teams based in the United States. In 2016, the league pledged to spend \$100 million over five years on research and projects to reduce the risk of head trauma among its athletes. Do you believe that spending on these efforts should be increased, remain unchanged, or decreased?

Control Condition:†

9) The federal and state governments provide cash assistance to families living in the United States through the Temporary Assistance for Needy Families program. In 2016, state governments and the federal government provided a combined \$7 billion in cash assistance to program participants. Do you believe that spending on this program should be increased, remain unchanged, or decreased?

Treatment Conditions:†

9) The federal and state governments provide cash assistance to families with children living in the United States through the Temporary Assistance for Needy Families program. In 2016, state governments and the federal government provided a combined \$7 billion in cash assistance to program participants. Do you believe that spending on this program should be increased, remain unchanged, or decreased?

Attention Check:

10) Tesla is a for-profit automotive and energy company based in the United States. In 2018, the company increased its research and development budget by \$90 million dollars. Ignore what you just read and select "Remain unchanged."

Note: For each question, participants could choose from one of three options: "Increased," "Remain Unchanged," and "Decreased."

† The statement pertaining to the Temporary Assistance for Needy Families Program (TANF) was also altered in the treatment conditions. The analysis in the present study does not focus on TANF however, and this intervention has no bearing on the results for SNAP, as the SNAP statement appears prior to the TANF statement in the survey.

The full survey contained a total of 41 questions. After participants were asked about their spending preferences on the stated activities, they were also asked how strongly they felt about their chosen preference and to select a reason, among several, motivating their position (these were not used in the present study). Each of the first nine statements were therefore accompanied by three questions. These were then followed by the attention check and 13 questions inquiring about the respondent's demographic and socioeconomic characteristics.

Figure A2. SNAP Images in the TDI, TBI, and TWI Conditions



Note: From left to right, image accompanying the SNAP statement in the *Text & Diverse Image*, *Text & Black Image*, and *Text & White Image* conditions. Images were selected to represent children between the ages of 5 and 10. A separate survey was conducted through Lucid to verify that those depicted represented children in the desired age range. One hundred respondents were asked how old they perceived the children in the images shown to be. Based on these responses, the average age for children in the images, from left to right, were 5.6, 7.6, and 8.9, respectively.

Figure A3. Images Accompanying Other Statements in the TDI, TBI, and TWI Conditions



Note: From top-right and moving clockwise, images accompanying the California, Johnson & Johnson, Susan G. Komen, Amazon, New York City, Walmart, National Football League, and Temporary Assistance for Needy Families statements in the treatment conditions involving images.

B. ANALYTIC SAMPLE

Table B1. Summary Statistics by Control and Treatment Conditions

Variable	Control (1)	Text Only (2)	Text & Diverse Image (3)	Text & Black Image (4)	Text & White Image (5)
Female	51	53	51	54	54
Hispanic	13	11	12	15	13
White	75	71	74	75	75
Black	12	15	12	9**	11
Other	13	14	14	16	14
Bachelors or higher	35	33	34	35	35
Age					
Young (18-34)	32	34	33	29	33
Middle (35-64)	53	48*	55	56	50
Elderly (65+)	15	18	13	15	17
Household Income					
Low (\$0-24,999)	27	25	24	23	25
Middle (\$25,000-74,999)	50	53	51	52	49
High (\$75,000 or more)	23	22	25	25	26
Region					
Northeast	20	20	18	22	23
Midwest	19	19	19	18	18
South	38	37	40	34	37
West	23	24	24	26	23
Born in USA	97	94**	95	92***	95*
Married	40	44	44	46**	44
Parent	54	56	53	60**	58
Employed	52	54	56	56	56
Social assistance	28	27	25	25	25
Democrat	38	40	38	36	36
Republican	29	28	30	33	33
Independent/other	33	32	32	31	31
Liberal	31	34	32	31	31
Conservative	34	32	33	35	36
Moderate	35	35	35	34	33
Minutes	19.23	12.45	11.99	14.39	12.20
Observations	612	640	599	633	607

Note: Analytic sample includes all participants who passed the attention check. All figures for socioeconomic and demographic characteristics in percentages and rounded to the nearest integer. F-tests for joint significance did not indicate any statistically significant differences across the treatment conditions relative to the control condition and only seven of 112 t-tests on difference-in-means were statistically significant at conventional levels (*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$), less than what might be expected by chance.

C. ANALYSIS

C1. Variables and Models

As part of the survey, all participants who passed the attention check were also asked questions pertaining to their socioeconomic, political, and demographic characteristics, including their gender, age, race, ethnicity, household income, nativity, marital status, parental status, employment status, utilization of social assistance programs, political party affiliation, and political ideology. This information was supplemented with data collected by Lucid on educational attainment and region of residence. Lucid also provides data on respondent's gender, age, race, ethnicity, household income, and political party affiliation. Comparing the data on these characteristics provided by Lucid to those collected as part of the survey reveals few discrepancies. Whenever possible, I use the information collected as part of the survey in my analysis as it is more comprehensive.¹

I use this information to create a set of indicator variables for whether a participant: is female; is young (18-34), middle aged (35-64), or elderly (65≤); is Hispanic, white (*white*), black (*black*), or other (Asian, Native American, or Pacific Islander); has a bachelor's degree or higher; comes from a low-income (≤\$24,999), middle-income (\$25,000-\$74,999) or high-income household (\$75,000≤); was born in the United States; is married; is a parent; is employed; is on social assistance; is a Democrat (*dem*), Republican (*repub*), or Independent/other (Green Party, Libertarian Party, or other); is liberal, conservative, or moderate; or resides in the South, Northeast, Midwest, or West. I also create indicator variables for whether a participant is non-white (*nonwhite*), non-black (*nonblack*), non-Republican (*nonrepub*), and non-Democrat (*nondem*).

¹ As a robustness check, I use the data provided by Lucid for the primary analysis. Regression results are substantively similar and available upon request.

My key measures of interest include a set of binary variables indicating whether a participant was assigned to the control (*Control*), *Text Only (TO)*, *Text & Diverse Image (TDI)*, *Text & Black Image (TBI)*, or *Text & White Image (TWI)* conditions. These variables take a value of 1 if the participant was assigned to the condition and 0 otherwise. I create an additional binary variable indicating assignment to any of the treatment conditions (*AnyT*). My primary outcome measure, *Increase SNAP*, captures support for SNAP and takes a value of 1 if a participant indicated a preference for increased spending on the program and 0 if their preference was for spending to remain unchanged or be decreased. I also create two alternative outcome measures for SNAP. The first allows for a more expansive definition of support, *Increase or No Change SNAP*, and takes a value of 1 if a participant preferred spending to remain unchanged or be increased, and 0 otherwise. The second is a more continuous measure of support that takes a value of 0, 0.5, or 1 if preferences were for spending to be decreased, remain unchanged, or increased, respectively. Finally, I create a set of indicator variables capturing preferences for increased spending on activities carried out by the other entities included in the survey. These are *California*, *J&J*, *Komen*, *Amazon*, *NYC*, *Walmart*, and *NFL*.

For ease of interpretation, I use a baseline linear probability model for the main analysis. This model takes the following form:

$$Outcome_{it} = \beta_0 + \delta \mathbf{Treatment\ Condition}_{it} + \lambda \mathbf{Controls}_{it} + \varepsilon_{it}$$

where subscripts i and t represent participant and control or treatment condition, respectively, and $Outcome_{it}$ is *Increase SNAP*. When examining the effect of being assigned to any of the treatment conditions, $\mathbf{Treatment\ Condition}_{it}$ is *AnyT* (with *Control* as the reference group). In regressions disentangling the effect by type of treatment, $\mathbf{Treatment\ Condition}_{it}$ is a vector of binary variables indicating whether a participant is in the *TO*, *TDI*, *TBI*, or *TWI* condition (with

Control as the reference group). To increase the precision of the standard errors, *Controls_{it}* is a vector of variables capturing participant characteristics, including gender, age, race, ethnicity, educational attainment, household income, nativity, marital status, parental status, employment status, utilization of social assistance programs, political party affiliation, and region.²

To investigate differential responsiveness to the treatments across race and political party affiliation I run separate regressions for each characteristic using the baseline model amended to include interactions as follows:

$$Outcome_{it} = \beta_0 + \delta Treatment\ Condition_{it} * Characteristic_{it} + \lambda Controls_{it} + \varepsilon_{it}$$

where *Outcome_{it}* is *Increase SNAP*. For example, when investigating the effect of the treatments on whites, I interact *white* with *TO*, *TDI*, *TBI*, and *TWI*, and *nonwhite* with *Control*, *TO*, *TDI*, *TBI*, and *TWI* such that the reference group is whites assigned to the control condition. I do this similarly with *black* and *nonblack*, *repub* and *nonrepub*, and *dem* and *nondem* to investigate the effect on blacks, Republicans, and Democrats.

To check the sensitivity of my results to different measures of support, I substitute the alternative outcomes in place of *Increase SNAP* in the baseline model. I also check the sensitivity of my main results to the choice of a linear probability model by running the analysis using a generalized ordered logit model (with a three-tiered categorical measure of support for SNAP) and standard experimental methods. Lastly, to verify that any observed effects are not the result of some unintended manipulation, I assess the effect of assignment to the treatment conditions on preferences for increased spending on other activities using the baseline model and the corresponding outcome measures.

² For age, the indicators for middle aged and elderly are combined into a single binary variable representing middle aged or elderly. For household income, the indicators for middle-income and high-income are combined into a single binary variable representing middle- or high-income.

C2. Full Table of Results

Table C2-1. Full set of results for Column 1 of Table 3

VARIABLES	Whites
Text Only <i>x</i> White	0.0643** (0.0314)
Text & Diverse Image <i>x</i> White	0.139*** (0.0316)
Text & Black Image <i>x</i> White	0.0552* (0.0311)
Text & White Image <i>x</i> White	0.113*** (0.0314)
Control <i>x</i> Non-White	0.0263 (0.0451)
Text Only <i>x</i> Non-White	0.129*** (0.0424)
Text & Diverse Image <i>x</i> Non-White	0.0272 (0.0446)
Text & Black Image <i>x</i> Non-White	0.0844* (0.0452)
Text & White Image <i>x</i> Non-White	-0.00426 (0.0454)
Female	0.0152 (0.0176)
Hispanic	-0.0217 (0.0274)
Middle Aged or Elderly	0.0551*** (0.0200)
Bachelor's Degree or Higher	0.0306 (0.0189)
Middle or High Income	-0.0404* (0.0228)
Republican	-0.308*** (0.0216)
Independent	-0.160*** (0.0208)
Born in USA	-0.00770 (0.0388)
Married	-0.0458** (0.0199)
Parent	-0.00390 (0.0198)
Employed	-0.0227 (0.0185)

Social Assistance	0.161*** (0.0210)
Northeast	-0.0271 (0.0237)
Midwest	-0.0241 (0.0244)
West	0.00424 (0.0229)
Constant	0.542*** (0.0552)
Observations	3,091
R-squared	0.111

Note: *Increase SNAP* is the outcome variable and the reference group is made up of whites in the control condition. Standard errors in parentheses (***) $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Table C2-2. Full set of results for Column 2 of Table 3

VARIABLES	Blacks
Text Only <i>x</i> Black	0.159** (0.0737)
Text & Diverse Image <i>x</i> Black	-0.00846 (0.0780)
Text & Black Image <i>x</i> Black	0.103 (0.0849)
Text & White Image <i>x</i> Black	-0.0449 (0.0793)
Control <i>x</i> Non-Black	0.00640 (0.0595)
Text Only <i>x</i> Non-Black	0.0683 (0.0594)
Text & Diverse Image <i>x</i> Non-Black	0.125** (0.0596)
Text & Black Image <i>x</i> Non-Black	0.0579 (0.0594)
Text & White Image <i>x</i> Non-Black	0.0989* (0.0596)
Female	0.0145 (0.0176)
Hispanic	-0.0285 (0.0267)
Middle Aged or Elderly	0.0581*** (0.0199)
Bachelor's Degree or Higher	0.0297 (0.0189)
Middle or High Income	-0.0381* (0.0228)
Republican	-0.308*** (0.0217)
Independent	-0.160*** (0.0209)
Born in USA	-0.00402 (0.0381)
Married	-0.0458** (0.0200)
Parent	-0.00298 (0.0198)
Employed	-0.0229 (0.0186)
Social Assistance	0.163*** (0.0210)

Northeast	-0.0281 (0.0238)
Midwest	-0.0237 (0.0245)
West	0.000222 (0.0231)
Constant	0.538*** (0.0718)
Observations	3,091
R-squared	0.111

Note: *Increase SNAP* is the outcome variable and the reference group is made up of blacks in the control condition. Standard errors in parentheses (***) $p < 0.01$, ** $p < 0.05$, * $p < 0.1$.

Table C2-3. Full set of results for Column 3 of Table 3

VARIABLES	Republicans
Text Only \times Republican	0.100** (0.0506)
Text & Diverse Image \times Republican	0.0885* (0.0506)
Text & Black Image \times Republican	0.0297 (0.0489)
Text & White Image \times Republican	0.0754 (0.0494)
Control \times Non-Republican	0.224*** (0.0430)
Text Only \times Non-Republican	0.293*** (0.0426)
Text & Diverse Image \times Non-Republican	0.335*** (0.0430)
Text & Black Image \times Non-Republican	0.292*** (0.0430)
Text & White Image \times Non-Republican	0.301*** (0.0432)
Female	0.0228 (0.0178)
Hispanic	-0.0183 (0.0289)
White	-0.00742 (0.0282)
Other	-0.0187 (0.0376)
Middle Aged or Elderly	0.0660*** (0.0202)
Bachelor's Degree or Higher	0.0372* (0.0191)
Middle or High Income	-0.0268 (0.0230)
Born in USA	-0.000103 (0.0398)
Married	-0.0448** (0.0202)
Parent	-0.00731 (0.0200)
Employed	-0.0261 (0.0188)
Social Assistance	0.166*** (0.0212)
Northeast	-0.0221

	(0.0241)
Midwest	-0.0151
	(0.0247)
West	0.00414
	(0.0238)
Constant	0.224***
	(0.0655)
Observations	3,091
R-squared	0.091

Note: *Increase SNAP* is the outcome variable and the reference group is made up of Republicans in the control condition. Standard errors in parentheses (***) $p < 0.01$, ** $p < 0.05$, * $p < 0.1$).

Table C2-4. Full set of results for Column 4 of Table 3

VARIABLES	Democrats
Text Only <i>x</i> Democrat	0.0820* (0.0434)
Text & Diverse Image <i>x</i> Democrat	0.116*** (0.0445)
Text & Black Image <i>x</i> Democrat	0.104** (0.0447)
Text & White Image <i>x</i> Democrat	0.0894** (0.0451)
Control <i>x</i> Non-Democrat	-0.201*** (0.0404)
Text Only <i>x</i> Non-Democrat	-0.125*** (0.0402)
Text & Diverse Image <i>x</i> Non-Democrat	-0.105*** (0.0406)
Text & Black Image <i>x</i> Non-Democrat	-0.178*** (0.0399)
Text & White Image <i>x</i> Non-Democrat	-0.137*** (0.0402)
Female	0.0137 (0.0178)
Hispanic	-0.0148 (0.0288)
White	0.00634 (0.0284)
Other	0.0110 (0.0379)
Middle Aged or Elderly	0.0559*** (0.0202)
Bachelor's Degree or Higher	0.0344* (0.0190)
Middle or High Income	-0.0526** (0.0229)
Born in USA	-0.0112 (0.0397)
Married	-0.0566*** (0.0201)
Parent	-0.00396 (0.0200)
Employed	-0.0262 (0.0187)
Social Assistance	0.159*** (0.0212)
Northeast	-0.0172

	(0.0240)
Midwest	-0.0208
	(0.0247)
West	0.00888
	(0.0237)
Constant	0.537***
	(0.0608)
Observations	3,091
R-squared	0.095

Note: *Increase SNAP* is the outcome variable and the reference group is made up of Democrats in the control condition. Standard errors in parentheses (***) $p < 0.01$, ** $p < 0.05$, * $p < 0.1$).

D. PROBING THE RESULTS—ADDITIONAL DETAILS

D1. Sample Composition

Unsurprisingly, those who did and did not pass the attention check differ markedly, as seen in Table D1-1. Expanding the analytic sample to include those who did not pass the attention check produces substantively similar results, as seen in column 1 of Table D1-2.³ To exclude potentially anomalous responses from participants who may have spent too little or too much time answering the questions, I restrict the analytic sample to those who spent at least 5 minutes and no more than 25 minutes on the survey.⁴ As seen in column 2, the results again remain substantively similar.

³ As described in the previous section of this document, those who failed the attention check could not proceed to questions embedded in the survey pertaining to their socioeconomic, demographic, and political characteristics. The comparisons in Table D1-1 and the regression results in Table D1-2 therefore use information on select variables provided by Lucid.

⁴ As described in the Research Design section, the survey contained 41 questions. I therefore also expanded this range to include those who spent no more than 40 minutes on the survey. Results were substantively similar and are available upon request.

Table D1-1. Summary Statistics by Attention Check Response

Variable	Failed	Passed
Female	40	52
Hispanic	20	11
White	58	73
Black	22	12
Other	20	15
Bachelors or higher	34	35
Age		
18-34	50	32
35-64	46	52
65+	4	16
Household Income		
\$0-24,999	42	33
\$25,000-74,999	37	46
\$75,000 or more	21	21
Region		
Northeast	21	20
Midwest	17	19
South	39	37
West	23	23
Democrat	44	38
Republican	31	30
Independent/other	25	32
Observations	768	2,994

Note: All figures for socioeconomic and demographic characteristics in percentages and rounded to the nearest integer. Those who failed the attention check could not proceed to questions embedded in the survey pertaining to their socioeconomic, demographic, and political characteristics. The comparisons in this table therefore use information on select variables provided by Lucid. Observations missing some or all of this information were dropped.

Table D1-2. Treatment Effects on Support for SNAP, Alternative Samples

VARIABLES	All Observations	5 ≤ Minutes ≤ 25
	(1)	(2)
TO	0.076*** (0.025)	0.076** (0.030)
TDI	0.094*** (0.025)	0.071** (0.030)
TBI	0.067*** (0.025)	0.032 (0.030)
TWI	0.063** (0.025)	0.062** (0.030)
Observations	3,762	2,449
R-squared	0.069	0.125

Note: Table columns present results from separate regressions. In column 1, the sample includes all observations, regardless of whether the attention check was passed. The regression controls for age, gender, race, ethnicity, educational attainment, income, region, and political party affiliation using information provided by Lucid, as well as whether the attention check was passed. Observations with missing information were dropped from the analysis. In column 2, the sample includes only those that passed the attention check and spent at least 5 minutes and no more than 25 minutes on the survey. The regression includes controls for age, gender, race, ethnicity, household income, political party affiliation, nativity, marital status, parental status, employment status, and receipt of social assistance as collected through the survey, as well as educational attainment and region as provided by Lucid. Standard errors in parentheses (***) $p < 0.01$, ** $p < 0.05$, * $p < 0.1$).

D2. Alternative Support Measures

Table D2-1. Treatment Effects on Support for SNAP, Alternative Support Measures

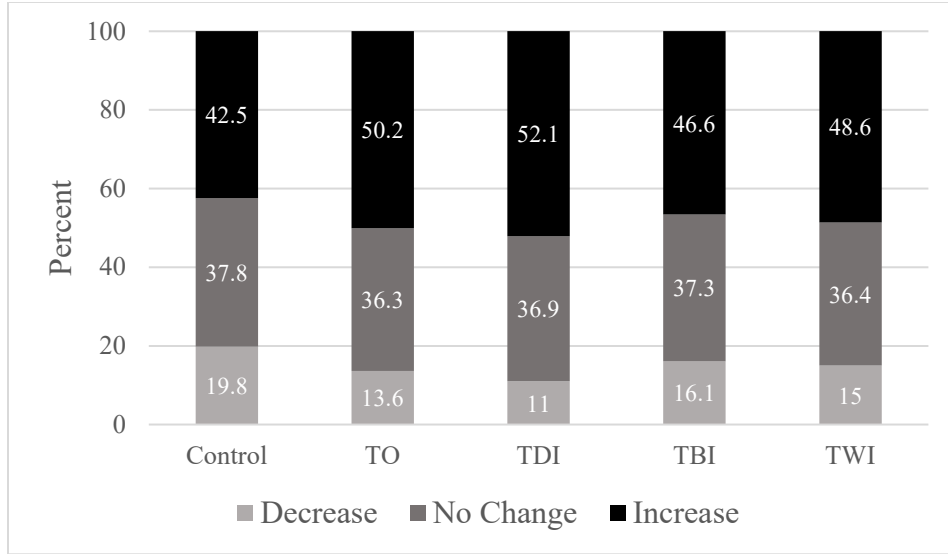
VARIABLES	Increase or No Change SNAP (1)	Continuous (2)
<i>Panel A: By Treatment Assignment</i>		
Any Treatment	0.064*** (0.015)	0.071*** (0.015)
Observations	3,091	3,091
R-squared	0.094	0.138
<i>Panel B: By Treatment Condition</i>		
TO	0.060*** (0.019)	0.069*** (0.019)
TDI	0.092*** (0.020)	0.097*** (0.019)
TBI	0.048** (0.019)	0.052*** (0.019)
TWI	0.057*** (0.020)	0.067*** (0.019)
Observations	3,091	3,091
R-squared	0.096	0.139

Note: Table presents the overall results using two alternative measures of support for SNAP. Column 1 presents the results for *Increase or No Change SNAP*, an indicator for preferring spending be increased or remain unchanged. Column 2 presents the results for a more continuous measure of support, which takes a value of 0, 0.5, or 1 if preferences are for spending to be decreased, remain unchanged, or increased, respectively. Both regressions includes controls for age, gender, race, ethnicity, household income, political party affiliation, nativity, marital status, parental status, employment status, and receipt of social assistance as collected through the survey, as well as educational attainment and region as provided by Lucid. Standard errors in parentheses (***) $p < 0.01$, ** $p < 0.05$, * $p < 0.1$).

To get a better sense of how preferences are changing, Figure D2-1 shows the distribution of spending preferences for SNAP across the control and treatment conditions. Comparing the distribution of spending preferences in the treatment conditions to that of the

control condition suggests a shift away from preferring decreased spending and towards increased spending.

Figure D2-1. Distribution of SNAP Spending Preferences across Control and Treatment Conditions



D3. Alternative Methods

Table D3-1. Treatment Effects on Support for SNAP, Alternative Methods

VARIABLES	Generalized Ordered Logit		Comparing Means (3)
	Increase or No Change SNAP (1)	Increase SNAP (2)	
<i>Panel A: By Treatment Assignment</i>			
Any Treatment	0.485*** (0.122)	0.348*** (0.096)	0.069*** (0.023)
Observations	3,091	3,091	3,091
R-squared			0.003
<i>Panel B: By Treatment Condition</i>			
TO	0.449*** (0.160)	0.346*** (0.120)	0.077*** (0.028)
TDI	0.745*** (0.172)	0.461*** (0.122)	0.096*** (0.029)
TBI	0.385** (0.156)	0.242** (0.121)	0.041 (0.028)
TWI	0.405** (0.159)	0.345*** (0.122)	0.061** (0.029)
Observations	3,091	3,091	3,091
R-squared			0.004

Note: Table presents the overall results using alternative estimation methods. Columns 1 and 2 present the results from a generalized ordered logit model. The regression includes controls for age, gender, race, ethnicity, household income, political party affiliation, nativity, marital status, parental status, employment status, and receipt of social assistance as collected through the survey, as well as educational attainment and region as provided by Lucid. Column 3 uses standard experimental methods comparing means across each treatment condition to that of the control condition using two-tailed t-tests. Standard errors in parentheses (***) $p < 0.01$, ** $p < 0.05$, * $p < 0.1$).

D4. Manipulation Check

If shifts in spending preferences are in response to the specific interventions employed and not some unintended manipulation, assignment to the treatment conditions would not be expected to have much of an effect, if any, on spending preferences for activities conducted by other entities. As seen in Panel A of Table D4-1, only three of the 28 coefficients estimated are statistically significant, each associated with a treatment including an image. Given that these results are based on comparisons with the control condition, the use of images could be a source of variation that may account for the observed statistically significant estimates. Examining the effect of assignment to the TBI and TWI conditions as compared to the TDI condition produces only two statistically significant estimates out of 14, as seen in Panel B. These results boost confidence in a causal interpretation of the main results.

Table D4-1. Manipulation Check

VARIABLES	California (1)	J&J (2)	Komen (3)	Amazon (4)	NYC (5)	Walmart (6)	NFL (7)
<i>Panel A: Relative to Control condition</i>							
TO	0.022 (0.027)	-0.011 (0.028)	0.031 (0.028)	0.003 (0.027)	0.009 (0.027)	-0.028 (0.028)	0.010 (0.028)
TDI	0.017 (0.028)	0.021 (0.029)	0.055** (0.028)	0.026 (0.028)	-0.005 (0.028)	-0.002 (0.028)	0.008 (0.028)
TBI	0.021 (0.028)	0.011 (0.028)	0.029 (0.028)	0.066** (0.027)	0.043 (0.028)	0.017 (0.028)	0.028 (0.028)
TWI	0.011 (0.028)	-0.037 (0.029)	0.051* (0.028)	0.044 (0.027)	0.007 (0.028)	0.028 (0.028)	0.023 (0.028)
Observations	3,091	3,091	3,091	3,091	3,091	3,091	3,091
R-squared	0.059	0.015	0.025	0.058	0.032	0.041	0.040
<i>Panel B: Relative to Text & Diverse Image condition</i>							
TBI	0.002 (0.028)	-0.011 (0.029)	-0.026 (0.028)	0.038 (0.027)	0.048* (0.028)	0.018 (0.028)	0.018 (0.028)
TWI	-0.007 (0.028)	-0.058** (0.029)	-0.006 (0.028)	0.016 (0.027)	0.011 (0.028)	0.030 (0.028)	0.014 (0.028)
Observations	1,839	1,839	1,839	1,839	1,839	1,839	1,839
R-squared	0.067	0.022	0.028	0.066	0.029	0.045	0.044

Note: Analytic sample includes all participants who passed the attention check. Table presents the results from separate regressions with the dependent variables corresponding to the column titles. In Panel B, the analytic sample includes observations in either the TDI, TBI, or TWI conditions. Temporary Assistance for Needy Families, the last statement in the survey, is excluded from the analysis as it was also subject to manipulation. Each regression controls for age, gender, race, ethnicity, household income, political party affiliation, nativity, marital status, parental status, employment status, and receipt of social assistance as collected through the survey, as well as educational attainment and region as provided by Lucid.. Standard errors in parentheses (***) $p < 0.01$, ** $p < 0.05$, * $p < 0.1$).