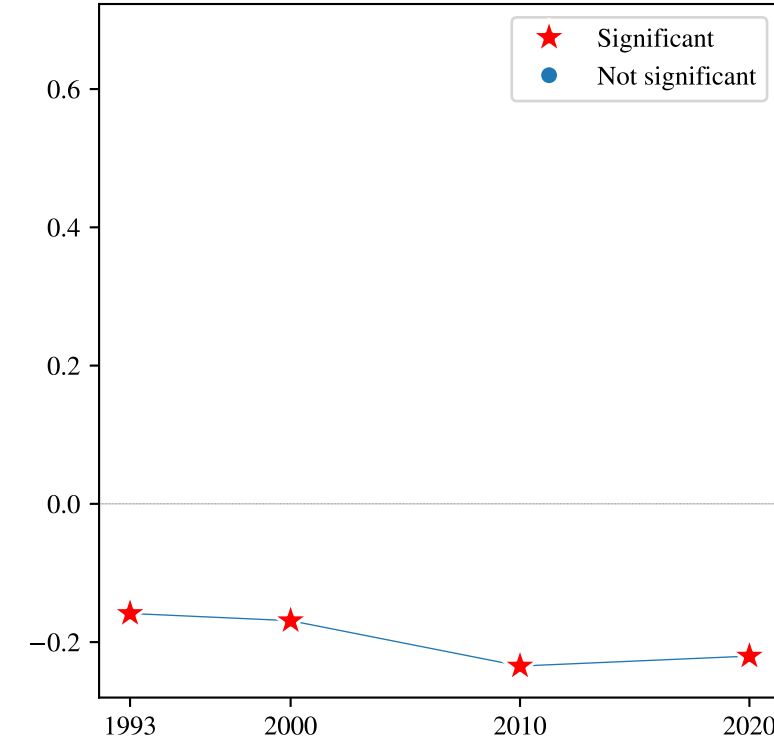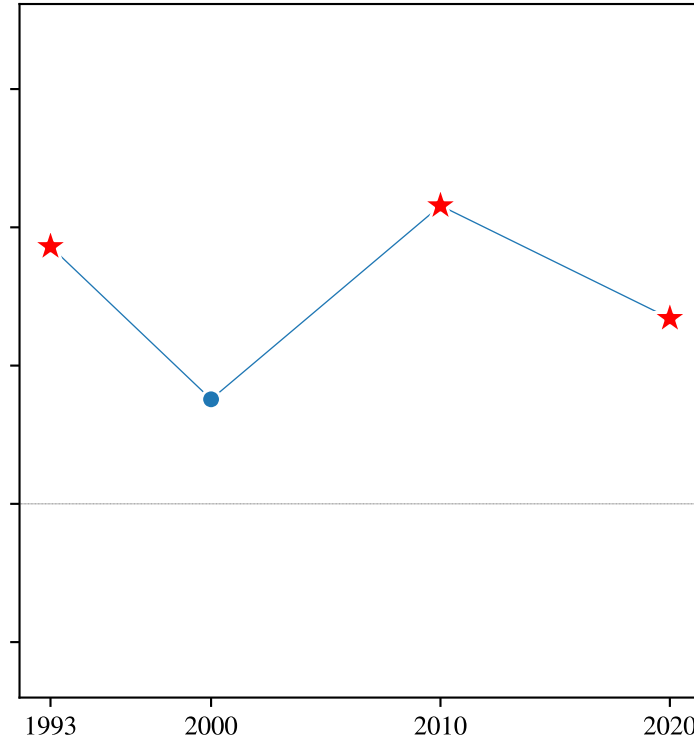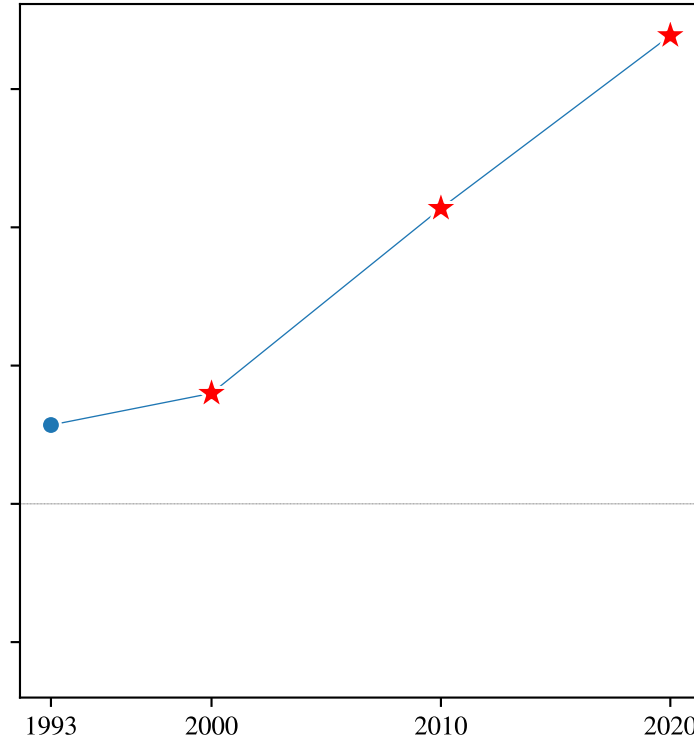Effect sizes for Awareness

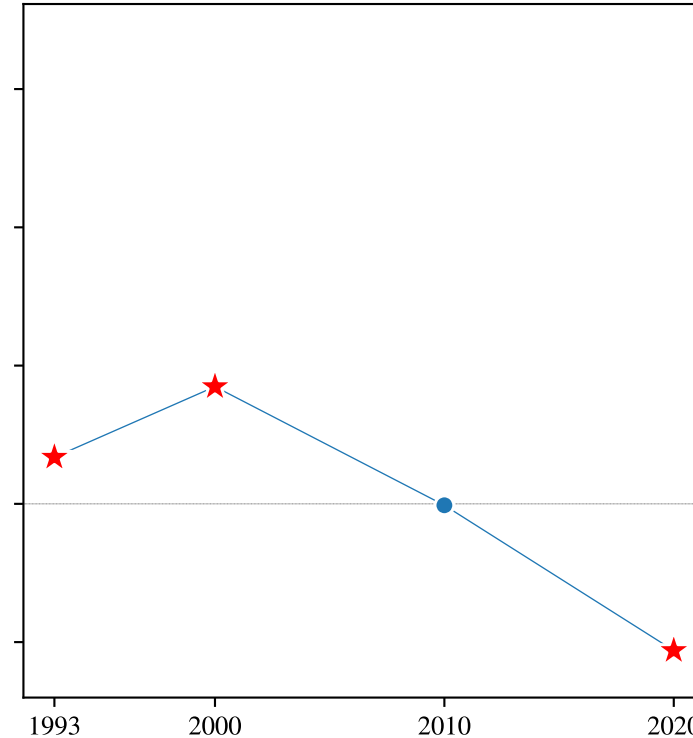Sex $\left(\frac{\mu_{\text{Male}} - \mu_{\text{Female}}}{\sigma}\right)$

Age $\left(\frac{\mu_{<35} - \mu_{>85}}{\sigma}\right)$

Political orientation $\left(\frac{\mu_{\text{Far Left}} - \mu_{\text{Far Right}}}{\sigma}\right)$

Education level $\left(\frac{\mu_{\text{No degree}} - \mu_{\text{University}}}{\sigma}\right)$

Living area $\left(\frac{\mu_{\text{Big city}} - \mu_{\text{Rural area}}}{\sigma}\right)$

★ Significant
● Not significant