Presentable things to show Ash

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Table 1: Has Child × Normative: Effects on log(soda)

Dependent Variable:	log_soda						
Model:	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Variables							
β_N: Normative	-0.178***	-0.116**	-0.174***	-0.164***	-0.098**	-0.150***	
	(0.047)	(0.047)	(0.047)	(0.044)	(0.046)	(0.049)	
β_C: Has child	-0.014	0.004	-0.018	-0.002	0.012	-0.010	0.035***
	(0.012)	(0.012)	(0.012)	(0.012)	(0.012)	(0.012)	(0.011)
$\beta_{N\times C}$: Normative × Has child	-0.092*	-0.114**	-0.104*	-0.087*	-0.118**	-0.108*	-0.092**
	(0.056)	(0.056)	(0.056)	(0.052)	(0.054)	(0.058)	(0.037)
Fixed-effects							
year	Yes	Yes	Yes	Yes	Yes	Yes	Yes
id							Yes
Controls	None	Sex	Age	Race	Sex+Age	Lose weight	TWFE
Fit statistics							
Observations	47,006	47,006	45,337	46,656	45,002	43,134	47,006
R^2	0.01241	0.02316	0.01337	0.03153	0.04405	0.02498	0.54895
RMSE	0.79020	0.78589	0.79020	0.78238	0.77771	0.78838	0.53403

Clustered (id) standard-errors in parentheses
*Signif. Codes: ***: 0.01, **: 0.05, *: 0.1*

Table 2: Has Child × Normative: Effects on log(soda)

Dependent Variable:	log_soda								
Model:	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Variables									
β_N: Normative	-0.077	-0.093*	-0.079*	-0.129***	-0.098**			-0.104**	-0.085*
	(0.048)	(0.050)	(0.047)	(0.047)	(0.046)			(0.046)	(0.048)
β_C: Has child	0.015	0.002	0.018	0.0002	0.012	0.114***	0.119***	0.043***	0.045***
	(0.012)	(0.012)	(0.012)	(0.012)	(0.012)	(0.010)	(0.011)	(0.012)	(0.012)
$\beta_{N\times C}$: Normative × Has child	-0.130**	-0.136**	-0.122**	-0.114**	-0.118**	-0.085**	-0.094**	-0.108**	-0.120**
	(0.057)	(0.060)	(0.056)	(0.056)	(0.054)	(0.037)	(0.043)	(0.054)	(0.057)
Fixed-effects									
year	Yes	Yes	Yes	Yes	Yes				
id						Yes	Yes		
Dieting intent							Yes		
Controls	weight+demo	weight+sex+age	weight+sex+race	weight+age+race	age+sex+race	none	weight	demographic	weight+demo
Fit statistics									
Observations	41,256	41,564	42,811	41,256	45,002	47,006	43,134	45,002	41,256
R^2	0.05459	0.03408	0.05312	0.04652	0.04405	0.54203	0.55146	0.03524	0.04502
RMSE	0.77676	0.78528	0.77676	0.78007	0.77771	0.53810	0.53473	0.78128	0.78068

Clustered (id) standard-errors in parentheses
*Signif. Codes: ***: 0.01, **: 0.05, *: 0.1*

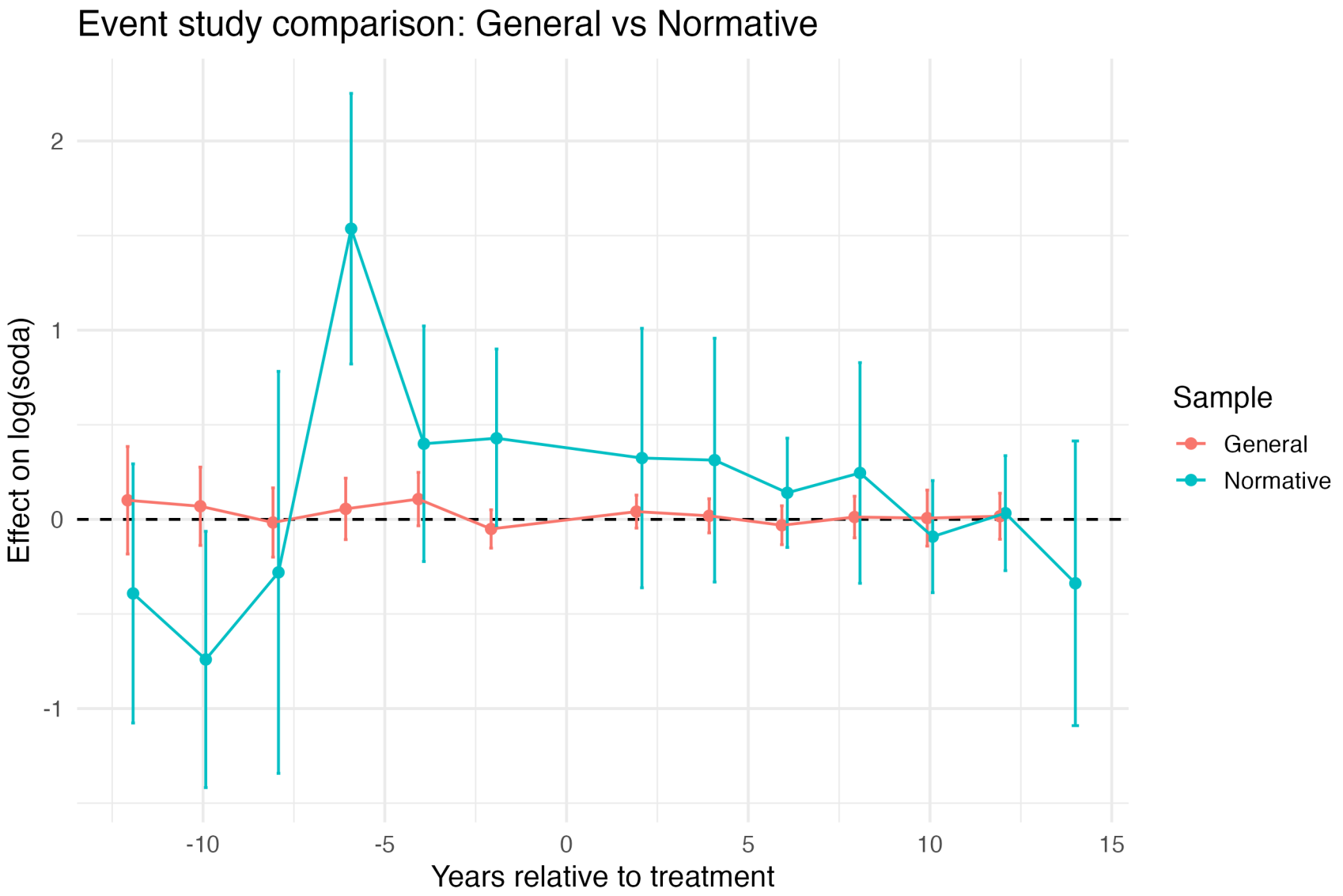

Figure 1: Event study comparison: General vs Normative

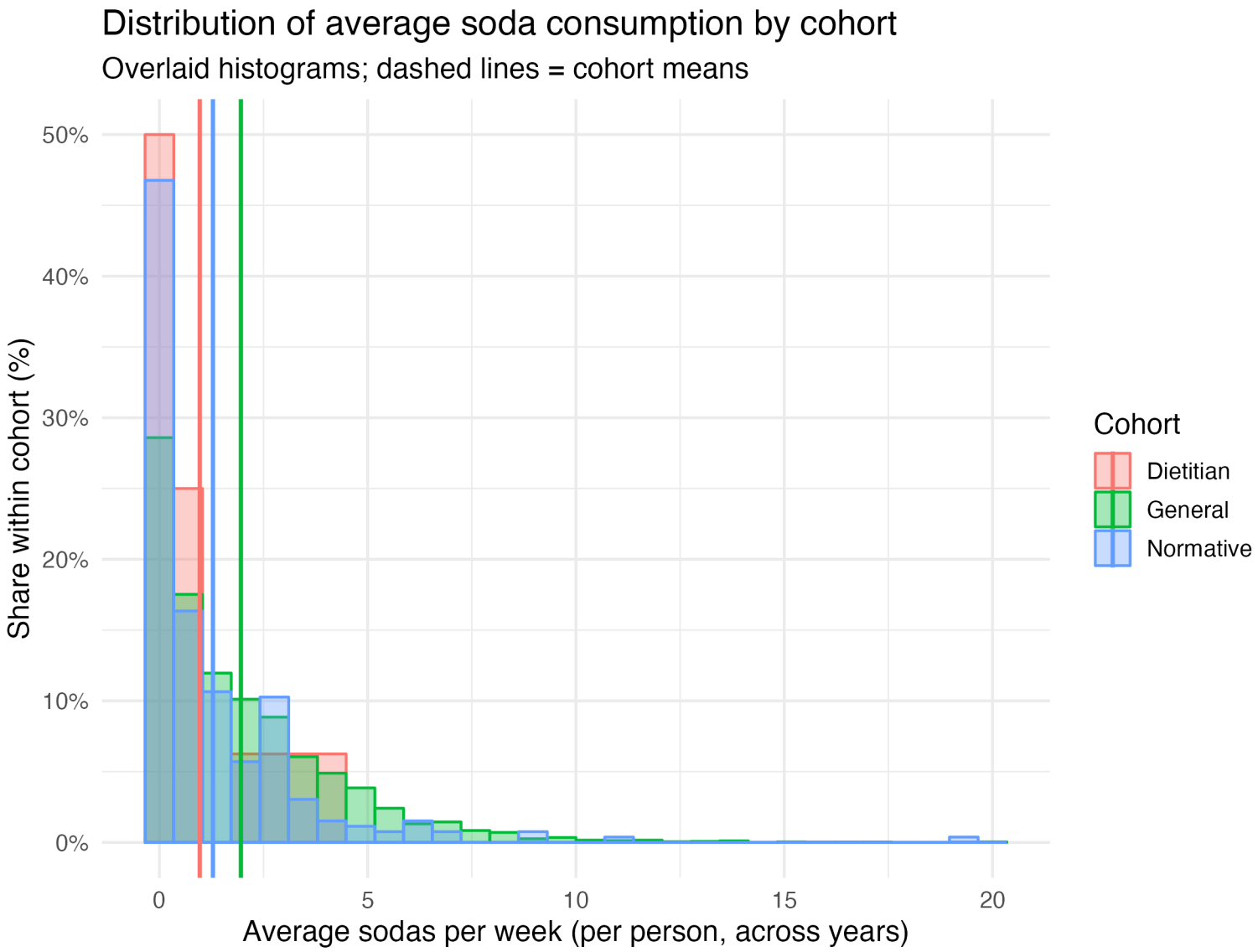

Figure 2: Distribution of soda consumption