

<i>Predictors</i>	<b>Ad preference score</b>			<b>Ad preference score</b>		
	<i>Estimates</i>	<i>CI</i>	<i>p</i>	<i>Estimates</i>	<i>CI</i>	<i>p</i>
(Intercept)	0.92	0.17 – 1.66	<b>0.016</b>	0.89	0.15 – 1.62	<b>0.018</b>
adtype_soft-targeted	0.10	-0.01 – 0.22	0.077	0.10	-0.01 – 0.22	0.076
adtype_text	0.11	-0.01 – 0.22	0.070	0.11	-0.01 – 0.22	0.069
adtype_video	0.17	0.06 – 0.29	<b>0.003</b>	0.17	0.06 – 0.29	<b>0.003</b>
Bangladesh	-0.26	-0.49 – -0.02	<b>0.031</b>			
Pakistan	-0.23	-0.46 – 0.00	0.051			
US	-0.43	-0.72 – -0.14	<b>0.003</b>			
Tech_background (no)	-0.22	-0.40 – -0.03	<b>0.021</b>	-0.24	-0.42 – -0.06	<b>0.008</b>
vertical collectivism	0.23	0.10 – 0.36	<b>0.001</b>	0.25	0.12 – 0.38	<b>&lt;0.001</b>
vertical individualism	0.13	0.02 – 0.25	<b>0.025</b>	0.15	0.04 – 0.26	<b>0.007</b>
horizontal collectivism	0.18	0.03 – 0.32	<b>0.019</b>	0.16	0.02 – 0.31	<b>0.024</b>
horizontal individualism	-0.09	-0.23 – 0.04	0.186	-0.09	-0.22 – 0.05	0.195
uncertainty avoidance	0.20	0.02 – 0.39	<b>0.029</b>	0.18	0.00 – 0.36	<b>0.049</b>
Male	-0.10	-0.27 – 0.06	0.228	-0.13	-0.29 – 0.03	0.120
25-44	0.33	0.12 – 0.55	<b>0.003</b>	0.30	0.08 – 0.51	<b>0.006</b>
45-64	0.25	-0.03 – 0.52	0.075	0.20	-0.07 – 0.46	0.145
65+	-0.24	-0.56 – 0.08	0.146	-0.25	-0.56 – 0.07	0.121
Bachelors	0.15	-0.15 – 0.44	0.330	0.14	-0.15 – 0.43	0.342
Masters and beyond	0.02	-0.24 – 0.28	0.888	0.06	-0.19 – 0.31	0.634
income_medium	0.12	-0.06 – 0.31	0.198	0.14	-0.04 – 0.32	0.116
income_high	0.17	-0.06 – 0.40	0.146	0.15	-0.07 – 0.37	0.182
Muslim				-0.23	-0.43 – -0.02	<b>0.030</b>
Christian				-0.34	-0.60 – -0.07	<b>0.015</b>
Minority religions				-0.52	-0.91 – -0.12	<b>0.010</b>
Non-religious				-0.22	-0.62 – 0.19	0.301
<b>Random Effects</b>						
$\sigma^2$	0.67			0.67		

$\tau_{00}$	0.47 <sub>Pcode</sub>	0.44 <sub>Pcode</sub>
ICC	0.41	0.40
N	400 <sub>Pcode</sub>	400 <sub>Pcode</sub>
Observations	1600	1600
Marginal $R^2$ / Conditional $R^2$	0.199 / 0.528	0.203 / 0.519

<i>Predictors</i>	<b>Benefit score</b>			<b>Benefit score</b>		
	<i>Estimates</i>	<i>CI</i>	<i>p</i>	<i>Estimates</i>	<i>CI</i>	<i>p</i>
(Intercept)	1.43	0.69 – 2.18	<b>&lt;0.001</b>	1.45	0.70 – 2.19	<b>&lt;0.001</b>
Muslim	-0.10	-0.31 – 0.11	0.359			
Christian	-0.30	-0.57 – -0.02	<b>0.035</b>			
Minority religions	-0.40	-0.81 – 0.00	0.051			
Non-religious	-0.13	-0.55 – 0.29	0.549			
Tech_background (no)	-0.23	-0.42 – -0.05	<b>0.013</b>	-0.21	-0.40 – -0.03	<b>0.024</b>
vertical collectivism	0.23	0.10 – 0.37	<b>&lt;0.001</b>	0.22	0.09 – 0.35	<b>0.001</b>
vertical individualism	0.11	-0.01 – 0.22	0.063	0.09	-0.03 – 0.20	0.131
horizontal collectivism	0.20	0.05 – 0.34	<b>0.008</b>	0.21	0.06 – 0.35	<b>0.006</b>
horizontal individualism	-0.13	-0.26 – 0.01	0.073	-0.13	-0.27 – 0.01	0.061
uncertainty avoidance	0.19	0.01 – 0.37	<b>0.043</b>	0.21	0.03 – 0.39	<b>0.022</b>
Male	-0.21	-0.37 – -0.04	<b>0.014</b>	-0.19	-0.35 – -0.02	<b>0.029</b>
25-44	0.13	-0.09 – 0.35	0.242	0.15	-0.06 – 0.37	0.163
45-64	-0.05	-0.32 – 0.22	0.738	-0.02	-0.30 – 0.25	0.865
65+	-0.35	-0.67 – -0.02	<b>0.036</b>	-0.35	-0.67 – -0.03	<b>0.032</b>
Bachelors	0.23	-0.07 – 0.52	0.127	0.25	-0.05 – 0.54	0.100
Masters and beyond	0.10	-0.16 – 0.36	0.444	0.08	-0.18 – 0.33	0.550
income_medium	-0.00	-0.19 – 0.18	0.973	-0.03	-0.21 – 0.16	0.784
income_high	0.14	-0.08 – 0.37	0.218	0.15	-0.07 – 0.38	0.187
Bangladesh				-0.15	-0.38 – 0.08	0.211
Pakistan				-0.08	-0.31 – 0.14	0.467
US				-0.33	-0.62 – -0.04	<b>0.024</b>
Observations	400			400		
R <sup>2</sup> / R <sup>2</sup> adjusted	0.294 / 0.260			0.291 / 0.259		

<i>Predictors</i>	<b>concern_personal</b>			<b>concern_personal</b>		
	<i>Estimates</i>	<i>CI</i>	<i>p</i>	<i>Estimates</i>	<i>CI</i>	<i>p</i>
(Intercept)	2.04	1.25 – 2.83	<b>&lt;0.001</b>	2.14	1.35 – 2.94	<b>&lt;0.001</b>
Bangladesh	0.05	-0.20 – 0.29	0.716			
Pakistan	-0.17	-0.41 – 0.07	0.175			
US	0.08	-0.22 – 0.38	0.594			
Tech_background (no)	-0.17	-0.37 – 0.02	0.082	-0.17	-0.36 – 0.03	0.097
vertical collectivism	-0.05	-0.19 – 0.09	0.501	-0.06	-0.20 – 0.08	0.419
vertical individualism	0.09	-0.03 – 0.22	0.129	0.08	-0.04 – 0.20	0.202
horizontal collectivism	0.13	-0.02 – 0.29	0.089	0.15	-0.01 – 0.30	0.066
horizontal individualism	0.13	-0.01 – 0.28	0.077	0.14	-0.01 – 0.29	0.063
uncertainty avoidance	0.03	-0.17 – 0.22	0.790	0.02	-0.17 – 0.22	0.827
Male	0.05	-0.12 – 0.23	0.564	0.06	-0.11 – 0.24	0.474
25-44	-0.12	-0.35 – 0.11	0.308	-0.10	-0.33 – 0.13	0.393
45-64	-0.04	-0.33 – 0.25	0.798	-0.00	-0.29 – 0.28	0.976
65+	0.10	-0.24 – 0.44	0.553	0.13	-0.21 – 0.47	0.459
Bachelors	0.14	-0.17 – 0.45	0.389	0.12	-0.19 – 0.44	0.438
Masters and beyond	-0.02	-0.29 – 0.25	0.900	-0.07	-0.35 – 0.20	0.608
income_medium	0.05	-0.15 – 0.24	0.616	0.03	-0.16 – 0.23	0.744
income_high	0.19	-0.05 – 0.44	0.118	0.18	-0.06 – 0.42	0.139
Muslim				-0.09	-0.32 – 0.13	0.412
Christian				-0.07	-0.37 – 0.22	0.621
Minority religions				0.03	-0.40 – 0.46	0.878
Non-religious				0.00	-0.45 – 0.45	0.998
Observations	400			400		
R <sup>2</sup> / R <sup>2</sup> adjusted	0.088 / 0.048			0.081 / 0.037		

<i>Predictors</i>	<b>concern_quality</b>			<b>concern_quality</b>		
	<i>Estimates</i>	<i>CI</i>	<i>p</i>	<i>Estimates</i>	<i>CI</i>	<i>p</i>
(Intercept)	3.02	2.11 – 3.92	<b>&lt;0.001</b>	3.28	2.37 – 4.19	<b>&lt;0.001</b>
Bangladesh	0.21	-0.07 – 0.49	0.149			
Pakistan	-0.02	-0.30 – 0.25	0.869			
US	-0.01	-0.36 – 0.33	0.937			
Tech_background (no)	-0.03	-0.26 – 0.19	0.789	-0.02	-0.24 – 0.21	0.882
vertical collectivism	-0.04	-0.20 – 0.12	0.616	-0.05	-0.21 – 0.10	0.500
vertical individualism	0.03	-0.11 – 0.16	0.714	0.00	-0.14 – 0.14	0.977
horizontal collectivism	0.06	-0.11 – 0.24	0.474	0.07	-0.11 – 0.25	0.455
horizontal individualism	0.14	-0.02 – 0.31	0.091	0.15	-0.02 – 0.31	0.084
uncertainty avoidance	-0.15	-0.37 – 0.07	0.187	-0.15	-0.37 – 0.07	0.188
Male	-0.04	-0.24 – 0.16	0.672	-0.03	-0.23 – 0.17	0.738
25-44	-0.26	-0.52 – 0.01	0.056	-0.24	-0.51 – 0.02	0.072
45-64	-0.26	-0.59 – 0.08	0.130	-0.22	-0.55 – 0.10	0.181
65+	-0.14	-0.53 – 0.25	0.480	-0.14	-0.53 – 0.25	0.473
Bachelors	0.24	-0.12 – 0.59	0.186	0.22	-0.14 – 0.57	0.237
Masters and beyond	0.06	-0.25 – 0.37	0.701	0.01	-0.30 – 0.32	0.959
income_medium	0.08	-0.14 – 0.30	0.487	0.04	-0.18 – 0.26	0.723
income_high	0.13	-0.15 – 0.40	0.368	0.09	-0.19 – 0.36	0.535
Muslim				-0.01	-0.27 – 0.25	0.935
Christian				-0.15	-0.48 – 0.19	0.387
Minority religions				-0.24	-0.73 – 0.26	0.346
Non-religious				-0.31	-0.82 – 0.19	0.226
Observations	400			400		
R <sup>2</sup> / R <sup>2</sup> adjusted	0.042 / -0.001			0.040 / -0.006		

<i>Predictors</i>	<b>concern_sp</b>			<b>concern_sp</b>		
	<i>Estimates</i>	<i>CI</i>	<i>p</i>	<i>Estimates</i>	<i>CI</i>	<i>p</i>
(Intercept)	2.56	1.58 – 3.55	<b>&lt;0.001</b>	2.70	1.71 – 3.68	<b>&lt;0.001</b>
Bangladesh	0.06	-0.25 – 0.37	0.698			
Pakistan	-0.07	-0.38 – 0.23	0.627			
US	0.28	-0.10 – 0.65	0.153			
Tech_background (no)	0.17	-0.07 – 0.42	0.172	0.20	-0.05 – 0.44	0.110
vertical collectivism	-0.01	-0.18 – 0.17	0.945	-0.02	-0.19 – 0.16	0.858
vertical individualism	-0.10	-0.25 – 0.05	0.189	-0.13	-0.28 – 0.02	0.096
horizontal collectivism	0.04	-0.15 – 0.23	0.682	0.05	-0.14 – 0.24	0.613
horizontal individualism	0.23	0.05 – 0.41	<b>0.012</b>	0.24	0.06 – 0.42	<b>0.010</b>
uncertainty avoidance	0.00	-0.24 – 0.24	0.979	0.01	-0.24 – 0.25	0.955
Male	0.09	-0.13 – 0.31	0.442	0.11	-0.11 – 0.32	0.346
25-44	-0.36	-0.65 – -0.08	<b>0.013</b>	-0.34	-0.63 – -0.05	<b>0.020</b>
45-64	-0.19	-0.55 – 0.17	0.296	-0.13	-0.49 – 0.23	0.469
65+	0.19	-0.24 – 0.61	0.389	0.22	-0.21 – 0.65	0.310
Bachelors	0.15	-0.23 – 0.54	0.438	0.18	-0.21 – 0.57	0.373
Masters and beyond	0.09	-0.25 – 0.43	0.599	0.05	-0.30 – 0.39	0.795
income_medium	0.16	-0.09 – 0.40	0.202	0.15	-0.10 – 0.39	0.232
income_high	0.28	-0.02 – 0.58	0.068	0.29	-0.01 – 0.59	0.061
Muslim				-0.11	-0.39 – 0.17	0.448
Christian				0.00	-0.37 – 0.37	0.998
Minority religions				-0.00	-0.54 – 0.53	0.987
Non-religious				0.17	-0.39 – 0.72	0.556
Observations	400			400		
R <sup>2</sup> / R <sup>2</sup> adjusted	0.096 / 0.055			0.091 / 0.048		

<i>Predictors</i>	<b>hide_ads</b>			<b>hide_ads</b>		
	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>
(Intercept)	0.17	0.02 – 1.35	0.097	0.11	0.01 – 0.89	<b>0.042</b>
hide-ads-confidence rating	1.86	1.52 – 2.28	<b>&lt;0.001</b>	1.87	1.54 – 2.31	<b>&lt;0.001</b>
Tech_background (no)	1.01	0.60 – 1.69	0.968	0.99	0.59 – 1.66	0.974
vertical collectivism	0.63	0.42 – 0.93	<b>0.021</b>	0.65	0.44 – 0.96	<b>0.032</b>
vertical individualism	0.97	0.71 – 1.34	0.862	1.02	0.74 – 1.42	0.884
horizontal collectivism	0.70	0.46 – 1.06	0.098	0.71	0.46 – 1.08	0.116
horizontal individualism	1.54	1.04 – 2.31	<b>0.032</b>	1.44	0.97 – 2.14	0.072
uncertainty avoidance	1.07	0.63 – 1.81	0.807	1.11	0.66 – 1.90	0.688
Male	0.71	0.44 – 1.13	0.150	0.68	0.42 – 1.07	0.099
25-44	0.95	0.52 – 1.74	0.870	0.89	0.49 – 1.63	0.703
45-64	0.85	0.40 – 1.82	0.682	0.63	0.29 – 1.35	0.241
65+	0.78	0.30 – 1.99	0.609	0.66	0.25 – 1.65	0.375
Bachelors	0.68	0.28 – 1.58	0.368	0.73	0.31 – 1.68	0.456
Masters and beyond	1.23	0.60 – 2.55	0.581	1.50	0.73 – 3.11	0.274
income_medium	0.97	0.58 – 1.63	0.911	1.03	0.62 – 1.74	0.897
income_high	1.08	0.58 – 2.01	0.817	1.13	0.60 – 2.13	0.698
Muslim	4.06	2.21 – 7.72	<b>&lt;0.001</b>			
Christian	1.94	0.88 – 4.33	0.102			
Minority religions	0.94	0.25 – 3.19	0.928			
Non-religious	3.48	1.09 – 11.33	<b>0.035</b>			
Bangladesh				4.44	2.27 – 8.90	<b>&lt;0.001</b>
Pakistan				3.77	1.95 – 7.49	<b>&lt;0.001</b>
US				3.26	1.45 – 7.52	<b>0.005</b>
Observations	400			400		
R <sup>2</sup> Tjur	0.177			0.173		

<i>Predictors</i>	<b>report_ads</b>			<b>report_ads</b>		
	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>
(Intercept)	0.17	0.02 – 1.55	0.122	0.36	0.04 – 3.24	0.365
report_ads-confidence rating	1.53	1.26 – 1.88	<b>&lt;0.001</b>	1.50	1.24 – 1.85	<b>&lt;0.001</b>
Bangladesh	1.28	0.64 – 2.54	0.487			
Pakistan	1.26	0.66 – 2.43	0.487			
US	0.95	0.40 – 2.25	0.908			
Tech_background (no)	0.71	0.41 – 1.22	0.219	0.78	0.45 – 1.34	0.364
vertical collectivism	1.01	0.69 – 1.49	0.960	0.97	0.66 – 1.43	0.860
vertical individualism	1.01	0.72 – 1.42	0.968	0.94	0.66 – 1.33	0.711
horizontal collectivism	0.75	0.49 – 1.16	0.199	0.75	0.48 – 1.16	0.191
horizontal individualism	0.82	0.54 – 1.24	0.341	0.80	0.53 – 1.22	0.309
uncertainty avoidance	1.27	0.74 – 2.19	0.391	1.35	0.78 – 2.36	0.284
Male	0.75	0.46 – 1.22	0.251	0.77	0.47 – 1.25	0.284
25-44	0.76	0.41 – 1.41	0.380	0.80	0.43 – 1.49	0.483
45-64	0.62	0.27 – 1.39	0.252	0.69	0.30 – 1.54	0.368
65+	0.45	0.14 – 1.26	0.145	0.44	0.14 – 1.24	0.134
Bachelors	1.78	0.68 – 4.89	0.248	1.68	0.63 – 4.63	0.306
Masters and beyond	2.47	1.07 – 6.19	<b>0.042</b>	2.18	0.95 – 5.42	0.078
income_medium	1.04	0.60 – 1.80	0.898	0.98	0.57 – 1.69	0.940
income_high	1.25	0.64 – 2.40	0.514	1.22	0.63 – 2.35	0.562
Muslim				0.87	0.48 – 1.59	0.644
Christian				0.60	0.26 – 1.36	0.225
Minority religions				0.56	0.14 – 1.83	0.362
Non-religious				0.22	0.03 – 0.97	0.073
Observations	400			400		
R <sup>2</sup> Tjur	0.098			0.108		



<i>Predictors</i>	<b>unfollow_ads</b>			<b>unfollow_ads</b>		
	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>
(Intercept)	2.90	0.31 – 26.87	0.349	2.58	0.29 – 23.33	0.397
unfollow-confidence rating	1.45	1.18 – 1.79	<b>&lt;0.001</b>	1.47	1.20 – 1.81	<b>&lt;0.001</b>
Bangladesh	0.86	0.44 – 1.67	0.664			
Pakistan	0.49	0.25 – 0.95	<b>0.037</b>			
US	1.21	0.54 – 2.72	0.645			
Tech_background (no)	0.69	0.40 – 1.20	0.192	0.69	0.40 – 1.19	0.188
vertical collectivism	0.92	0.62 – 1.36	0.669	0.88	0.59 – 1.30	0.517
vertical individualism	1.07	0.76 – 1.50	0.713	1.06	0.76 – 1.48	0.740
horizontal collectivism	0.58	0.38 – 0.89	<b>0.014</b>	0.61	0.39 – 0.92	<b>0.021</b>
horizontal individualism	0.86	0.57 – 1.30	0.478	0.88	0.58 – 1.32	0.533
uncertainty avoidance	1.06	0.62 – 1.82	0.834	1.05	0.61 – 1.81	0.850
Male	0.51	0.32 – 0.84	<b>0.008</b>	0.54	0.34 – 0.88	<b>0.013</b>
25-44	0.81	0.43 – 1.52	0.504	0.82	0.44 – 1.54	0.540
45-64	0.39	0.16 – 0.92	<b>0.033</b>	0.41	0.17 – 0.93	<b>0.036</b>
65+	0.94	0.37 – 2.32	0.892	1.00	0.40 – 2.46	0.994
Bachelors	1.23	0.50 – 3.07	0.654	1.26	0.51 – 3.16	0.623
Masters and beyond	1.80	0.84 – 4.07	0.143	1.70	0.79 – 3.87	0.187
income_medium	1.03	0.60 – 1.76	0.926	0.98	0.58 – 1.67	0.945
income_high	1.24	0.63 – 2.41	0.531	1.19	0.62 – 2.30	0.597
Muslim				0.77	0.43 – 1.41	0.393
Christian				1.24	0.57 – 2.71	0.593
Minority religions				1.08	0.34 – 3.27	0.896
Non-religious				1.05	0.29 – 3.47	0.937
Observations	400			400		
R <sup>2</sup> Tjur	0.120			0.111		

## RQ3: Ad setting 4 - Turn off ad location

<i>Predictors</i>	<b>turnoff_location</b>			<b>turnoff_location</b>		
	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>
(Intercept)	1.20	0.12 – 11.54	0.872	1.84	0.19 – 18.07	0.597
location-confidence rating	1.50	1.21 – 1.88	<b>&lt;0.001</b>	1.50	1.21 – 1.88	<b>&lt;0.001</b>
Bangladesh	0.92	0.45 – 1.90	0.831			
Pakistan	0.88	0.44 – 1.77	0.724			
US	0.89	0.37 – 2.10	0.784			
Tech_background (no)	0.60	0.32 – 1.09	0.099	0.67	0.36 – 1.22	0.196
vertical collectivism	0.97	0.65 – 1.47	0.900	0.87	0.58 – 1.32	0.499
vertical individualism	1.03	0.72 – 1.48	0.887	0.97	0.67 – 1.41	0.871
horizontal collectivism	1.02	0.65 – 1.62	0.945	1.00	0.63 – 1.61	0.984
horizontal individualism	0.68	0.44 – 1.05	0.082	0.65	0.41 – 1.01	0.056
uncertainty avoidance	0.81	0.45 – 1.43	0.467	0.92	0.51 – 1.65	0.774
Male	1.15	0.68 – 1.95	0.609	1.19	0.71 – 2.03	0.508
25-44	1.05	0.54 – 2.13	0.880	1.18	0.59 – 2.40	0.643
45-64	0.90	0.36 – 2.19	0.809	0.90	0.36 – 2.22	0.826
65+	2.11	0.79 – 5.64	0.134	1.99	0.73 – 5.35	0.174
Bachelors	0.40	0.15 – 1.06	0.070	0.39	0.14 – 1.05	0.066
Masters and beyond	0.63	0.29 – 1.41	0.256	0.59	0.26 – 1.34	0.199
income_medium	1.23	0.68 – 2.23	0.496	1.13	0.63 – 2.05	0.681
income_high	2.02	1.02 – 3.98	<b>0.042</b>	2.03	1.02 – 4.07	<b>0.043</b>
Muslim				0.92	0.49 – 1.76	0.806
Christian				0.90	0.39 – 2.05	0.801
Minority religions				1.12	0.31 – 3.66	0.855
Non-religious				0.00	0.00– 357234814888.95	0.984
Observations	400			400		
R <sup>2</sup> Tjur	0.095			0.113		

<i>Predictors</i>	<b>ad-pref-setting</b>			<b>ad-pref-setting</b>		
	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>
(Intercept)	1.45	0.16 – 13.32	0.740	1.21	0.13 – 11.05	0.865
ad-pref-confidence rating	1.73	1.36 – 2.22	<b>&lt;0.001</b>	1.74	1.37 – 2.23	<b>&lt;0.001</b>
Bangladesh	0.80	0.39 – 1.63	0.533			
Pakistan	0.72	0.35 – 1.46	0.363			
US	0.74	0.31 – 1.74	0.490			
Tech_background (no)	0.54	0.29 – 0.99	0.051	0.53	0.28 – 0.98	<b>0.045</b>
vertical collectivism	0.74	0.49 – 1.11	0.142	0.73	0.48 – 1.10	0.127
vertical individualism	1.21	0.85 – 1.75	0.302	1.24	0.87 – 1.78	0.245
horizontal collectivism	0.80	0.51 – 1.25	0.318	0.82	0.52 – 1.29	0.375
horizontal individualism	0.95	0.61 – 1.47	0.810	0.94	0.61 – 1.47	0.796
uncertainty avoidance	0.77	0.43 – 1.36	0.373	0.76	0.43 – 1.36	0.362
Male	0.85	0.50 – 1.44	0.541	0.84	0.50 – 1.41	0.502
25-44	1.31	0.66 – 2.68	0.443	1.35	0.68 – 2.75	0.405
45-64	1.51	0.63 – 3.68	0.356	1.46	0.61 – 3.50	0.395
65+	2.61	0.96 – 7.09	0.059	2.59	0.95 – 7.08	0.063
Bachelors	0.87	0.34 – 2.24	0.777	0.80	0.31 – 2.07	0.643
Masters and beyond	0.72	0.32 – 1.66	0.434	0.70	0.31 – 1.61	0.385
income_medium	0.55	0.30 – 1.01	0.058	0.56	0.30 – 1.02	0.060
income_high	1.95	1.01 – 3.80	<b>0.047</b>	1.99	1.03 – 3.87	<b>0.040</b>
Muslim				0.88	0.47 – 1.69	0.705
Christian				0.80	0.34 – 1.85	0.608
Minority religions				1.73	0.53 – 5.38	0.348
Non-religious				0.82	0.21 – 2.91	0.769
Observations	400			400		
R <sup>2</sup> Tjur	0.133			0.137		

## RQ3: Ad setting 6 - Turn off ad notification

<i>Predictors</i>	<b>turnoff-adnotif</b>			<b>turnoff-adnotif</b>		
	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>
(Intercept)	1.79	0.23 – 13.76	0.573	1.88	0.25 – 14.19	0.538
turnoff-adnotif-confidence rating	1.33	1.10 – 1.61	<b>0.004</b>	1.31	1.08 – 1.58	<b>0.005</b>
Bangladesh	1.17	0.63 – 2.20	0.621			
Pakistan	0.63	0.34 – 1.17	0.147			
US	0.73	0.33 – 1.58	0.426			
Tech_background (no)	0.83	0.50 – 1.38	0.473	0.76	0.46 – 1.27	0.299
vertical collectivism	0.76	0.52 – 1.09	0.131	0.80	0.55 – 1.15	0.218
vertical individualism	1.15	0.83 – 1.59	0.407	1.17	0.86 – 1.61	0.332
horizontal collectivism	1.07	0.72 – 1.61	0.737	1.08	0.72 – 1.62	0.708
horizontal individualism	1.04	0.70 – 1.53	0.855	1.07	0.72 – 1.57	0.749
uncertainty avoidance	0.70	0.42 – 1.17	0.174	0.65	0.39 – 1.09	0.103
Male	1.02	0.65 – 1.62	0.929	1.00	0.64 – 1.58	0.984
25-44	0.75	0.42 – 1.33	0.322	0.70	0.39 – 1.25	0.226
45-64	0.37	0.16 – 0.81	<b>0.014</b>	0.33	0.15 – 0.72	<b>0.006</b>
65+	0.85	0.35 – 2.05	0.723	0.83	0.34 – 1.98	0.678
Bachelors	0.71	0.30 – 1.69	0.438	0.67	0.28 – 1.59	0.366
Masters and beyond	1.23	0.61 – 2.56	0.566	1.21	0.59 – 2.52	0.605
income_medium	1.12	0.67 – 1.88	0.655	1.07	0.65 – 1.78	0.781
income_high	1.28	0.68 – 2.38	0.445	1.16	0.63 – 2.16	0.628
Muslim				0.85	0.48 – 1.49	0.564
Christian				0.85	0.40 – 1.79	0.668
Minority religions				0.75	0.23 – 2.27	0.616
Non-religious				1.40	0.44 – 4.36	0.559
Observations	400			400		
R <sup>2</sup> Tjur	0.091			0.082		

<i>Predictors</i>	<b>speed_ads</b>			<b>speed_ads</b>		
	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>
(Intercept)	0.29	0.03 – 2.56	0.273	0.31	0.03 – 2.73	0.296
speed-ads-confidence rating	1.87	1.51 – 2.36	<b>&lt;0.001</b>	1.87	1.51 – 2.35	<b>&lt;0.001</b>
Bangladesh	1.20	0.60 – 2.41	0.614			
Pakistan	1.07	0.55 – 2.07	0.843			
US	1.19	0.51 – 2.79	0.694			
Tech_background (no)	0.43	0.24 – 0.76	<b>0.004</b>	0.42	0.24 – 0.74	<b>0.003</b>
vertical collectivism	0.90	0.61 – 1.34	0.602	0.91	0.61 – 1.36	0.648
vertical individualism	0.82	0.58 – 1.15	0.245	0.82	0.59 – 1.15	0.252
horizontal collectivism	0.94	0.61 – 1.45	0.777	0.93	0.60 – 1.44	0.732
horizontal individualism	0.82	0.54 – 1.25	0.349	0.83	0.54 – 1.27	0.382
uncertainty avoidance	1.12	0.65 – 1.95	0.680	1.10	0.63 – 1.92	0.732
Male	0.91	0.55 – 1.50	0.698	0.91	0.55 – 1.51	0.717
25-44	1.03	0.54 – 1.99	0.919	0.99	0.52 – 1.92	0.980
45-64	0.57	0.23 – 1.34	0.201	0.56	0.23 – 1.32	0.188
65+	1.24	0.45 – 3.36	0.676	1.26	0.45 – 3.43	0.655
Bachelors	0.64	0.23 – 1.72	0.373	0.66	0.24 – 1.78	0.408
Masters and beyond	1.05	0.47 – 2.44	0.906	1.07	0.48 – 2.48	0.872
income_medium	1.39	0.79 – 2.45	0.254	1.38	0.79 – 2.44	0.261
income_high	2.55	1.33 – 4.92	<b>0.005</b>	2.45	1.28 – 4.72	<b>0.007</b>
Muslim				1.11	0.61 – 2.06	0.734
Christian				1.31	0.58 – 2.96	0.513
Minority religions				0.51	0.10 – 1.93	0.354
Non-religious				1.32	0.33 – 4.72	0.682
Observations	400			400		
R <sup>2</sup> Tjur	0.167			0.169		

<i>Predictors</i>	<b>ignore_ads</b>			<b>ignore_ads</b>		
	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>	<i>Odds Ratios</i>	<i>CI</i>	<i>p</i>
(Intercept)	0.42	0.06 – 3.03	0.390	0.69	0.10 – 4.97	0.708
ignore_ads-confidence rating	1.55	1.29 – 1.89	<b>&lt;0.001</b>	1.55	1.29 – 1.89	<b>&lt;0.001</b>
Bangladesh	1.49	0.81 – 2.80	0.206			
Pakistan	1.19	0.65 – 2.17	0.576			
US	1.63	0.77 – 3.49	0.202			
Tech_background (no)	1.08	0.66 – 1.76	0.764	1.16	0.71 – 1.88	0.557
vertical collectivism	0.96	0.68 – 1.37	0.830	0.93	0.66 – 1.32	0.686
vertical individualism	1.05	0.78 – 1.43	0.743	0.99	0.73 – 1.33	0.933
horizontal collectivism	0.79	0.53 – 1.16	0.227	0.78	0.53 – 1.14	0.204
horizontal individualism	0.88	0.61 – 1.26	0.478	0.89	0.62 – 1.29	0.548
uncertainty avoidance	1.03	0.64 – 1.68	0.896	1.05	0.65 – 1.71	0.843
Male	0.69	0.45 – 1.07	0.102	0.72	0.47 – 1.12	0.143
25-44	0.90	0.51 – 1.58	0.705	0.92	0.52 – 1.63	0.779
45-64	0.94	0.46 – 1.92	0.866	1.08	0.53 – 2.19	0.833
65+	1.64	0.70 – 3.91	0.262	1.69	0.72 – 4.04	0.229
Bachelors	1.21	0.55 – 2.66	0.639	1.30	0.59 – 2.87	0.521
Masters and beyond	1.44	0.72 – 2.89	0.304	1.34	0.67 – 2.72	0.404
income_medium	1.53	0.94 – 2.49	0.087	1.45	0.90 – 2.36	0.128
income_high	1.42	0.78 – 2.60	0.252	1.36	0.75 – 2.49	0.312
Muslim				1.05	0.60 – 1.84	0.862
Christian				1.08	0.53 – 2.23	0.831
Minority religions				0.53	0.18 – 1.54	0.251
Non-religious				0.88	0.29 – 2.62	0.812
Observations	400			400		
R <sup>2</sup> Tjur	0.089			0.088		