

	Nudge Units			Academic Journals		
	Freq. (%)	Nudges (Trials)	ATE (pp.)	Freq. (%)	Nudges (Trials)	ATE (pp.)
<i>Date</i>						
Early*	46.06	111 (49)	1.88	48.65	36 (14)	7.10
Recent*	53.94	130 (77)	0.97	51.35	38 (12)	10.18
<i>Policy area</i>						
Revenue & debt	29.05	70 (30)	2.43	17.57	13 (4)	3.60
Benefits & programs	22.41	54 (26)	0.89	10.81	8 (3)	14.15
Workforce & education	18.67	45 (24)	0.49	9.46	7 (2)	2.56
Health	12.45	30 (18)	0.73	28.38	21 (9)	8.98
Registration & regulation compliance	8.71	21 (16)	2.18	12.16	9 (2)	3.16
Community engagement	7.88	19 (10)	0.74	4.05	3 (2)	2.80
Environment	0.83	2 (2)	6.83	13.51	10 (3)	22.95
Consumer behavior	0	0 (0)	–	4.05	3 (1)	3.19
<i>Medium of communication</i>						
Email	39.83	96 (47)	1.09	12.16	9 (6)	3.75
Physical letter	29.88	72 (44)	2.41	16.22	12 (4)	1.67
Postcard	21.58	52 (22)	0.82	6.76	5 (1)	10.46
Website	2.90	7 (4)	-0.04	12.16	9 (3)	6.24
In person	0.83	2 (2)	3.05	28.38	21 (5)	14.82
Other	10.37	25 (15)	1.30	24.32	18 (9)	9.38
<i>Control group receives:</i>						
No communication	61.41	148 (66)	1.42	43.24	32 (9)	10.91
Some communication	38.59	93 (62)	1.34	56.76	42 (17)	6.99
<i>Mechanism</i>						
Simplification & information	58.51	141 (73)	1.19	5.41	4 (2)	16.34
Personal motivation	57.26	138 (76)	1.77	32.43	24 (9)	9.59
Reminders & planning prompts	31.54	76 (49)	2.54	35.14	26 (11)	5.02
Social cues	36.51	88 (58)	0.87	21.62	16 (7)	13.81
Framing & formatting	31.95	77 (47)	1.38	32.43	24 (8)	13.53
Choice design	6.22	15 (12)	7.01	20.27	15 (9)	8.85
Total	100	241 (126)	1.39	100	74 (26)	8.68