2. Real Ads Experiment

Balance Checks

Table 1: Randomization balance

(a) Original

	0	1
Trump	517	489
Biden	523	483
Exxon	500	506
Patagonia	504	502
Power	495	511
Sierra	492	514
Colgate	467	539
SMSC	481	525

(b) Correction

	0	1
Trump	517	496
Biden	511	502
Exxon	512	501
Patagonia	502	511
Power	499	514
Sierra	500	513
Colgate	499	514
SMSC	496	517

Table 2: Balance of randomization by image and demographic

(a) Original

	RND = 0	RND = 1
Trump : Age	48.328820	48.349693
Trump : Gender	1.514507	1.548057
Trump : P_partyid7	3.733333	3.798729
Trump : Ideo1s4	4.856866	6.175869
Biden : Age	48.606119	48.049689
Biden : Gender	1.523901	1.538302
Biden : P_partyid7	3.757937	3.773218
Biden : Ideo1s4	5.137667	5.888199
Exxon : Age	49.588000	47.104743
Exxon : Gender	1.514000	1.547431
Exxon : P_partyid7	3.827801	3.703093
Exxon : Ideo1s4	5.974000	5.027668
Patagonia : Age	47.777778	48.902390
Patagonia : Gender	1.557540	1.503984
Patagonia : P_partyid7	3.788066	3.742204
Patagonia : Ideo1s4	5.003968	5.994024
Power : Age	48.052525	48.616438
Power : Gender	1.551515	1.510763
Power : P_partyid7	3.787815	3.743381
Power : Ideo1s4	5.676768	5.324853
Sierra : Age	48.400407	48.280156
Sierra : Gender	1.550813	1.511673
Sierra : P_partyid7	3.673729	3.852525
Sierra : Ideo1s4	5.467480	5.527237
Colgate : Age	47.910064	48.710575
Colgate : Gender	1.554604	1.510204
Colgate : P_partyid7	3.760532	3.769380
Colgate : Ideo1s4	5.571734	5.434137
SMSC : Age	48.461539	48.226667
SMSC : Gender	1.513513	1.546667
SMSC : P_partyid7	3.654348	3.865878
SMSC : Ideo1s4	6.045738	4.996190

(b) Correction

	RND = 0	RND = 1
Trump : Age	51.077369	48.622984
Trump : Gender	1.502901	1.544355
Trump : Partyid7	3.675048	3.683468
Trump : Ideo1s4	4.114120	4.370968
Biden : Age	50.363992	49.378486
Biden : Gender	1.522505	1.523904
Biden : Partyid7	3.575343	3.784861
Biden : Ideo1s4	4.309198	4.169323
Exxon : Age	50.466797	49.271457
Exxon : Gender	1.541016	1.504990
Exxon : Partyid7	3.605469	3.754491
Exxon : Ideo1s4	4.257812	4.221557
Patagonia : Age	49.884462	49.866928
Patagonia : Gender	1.513944	1.532290
Patagonia : Partyid7	3.531872	3.823875
Patagonia : Ideo1s4	4.171315	4.307241
Power : Age	49.104208	50.624514
Power : Gender	1.529058	1.517510
Power : Partyid7	3.723447	3.636187
Power : Ideo1s4	4.126252	4.350195
Sierra : Age	50.526000	49.241715
Sierra : Gender	1.514000	1.532164
Sierra : Partyid7	3.762000	3.598441
Sierra : Ideo1s4	4.418000	4.066277
Colgate : Age	49.250501	50.482490
Colgate : Gender	1.519038	1.527237
Colgate : Partyid7	3.651303	3.706226
Colgate : Ideo1s4	4.412826	4.071984
SMSC : Age	50.536290	49.241779
SMSC : Gender	1.552419	1.495164
SMSC : Partyid7	3.699597	3.659575
SMSC : Ideo1s4	4.094758	4.379110

Weighted Real Ad Averages and CI's

```
## Scale for 'y' is already present. Adding another scale for 'y', which will
## replace the existing scale.
```
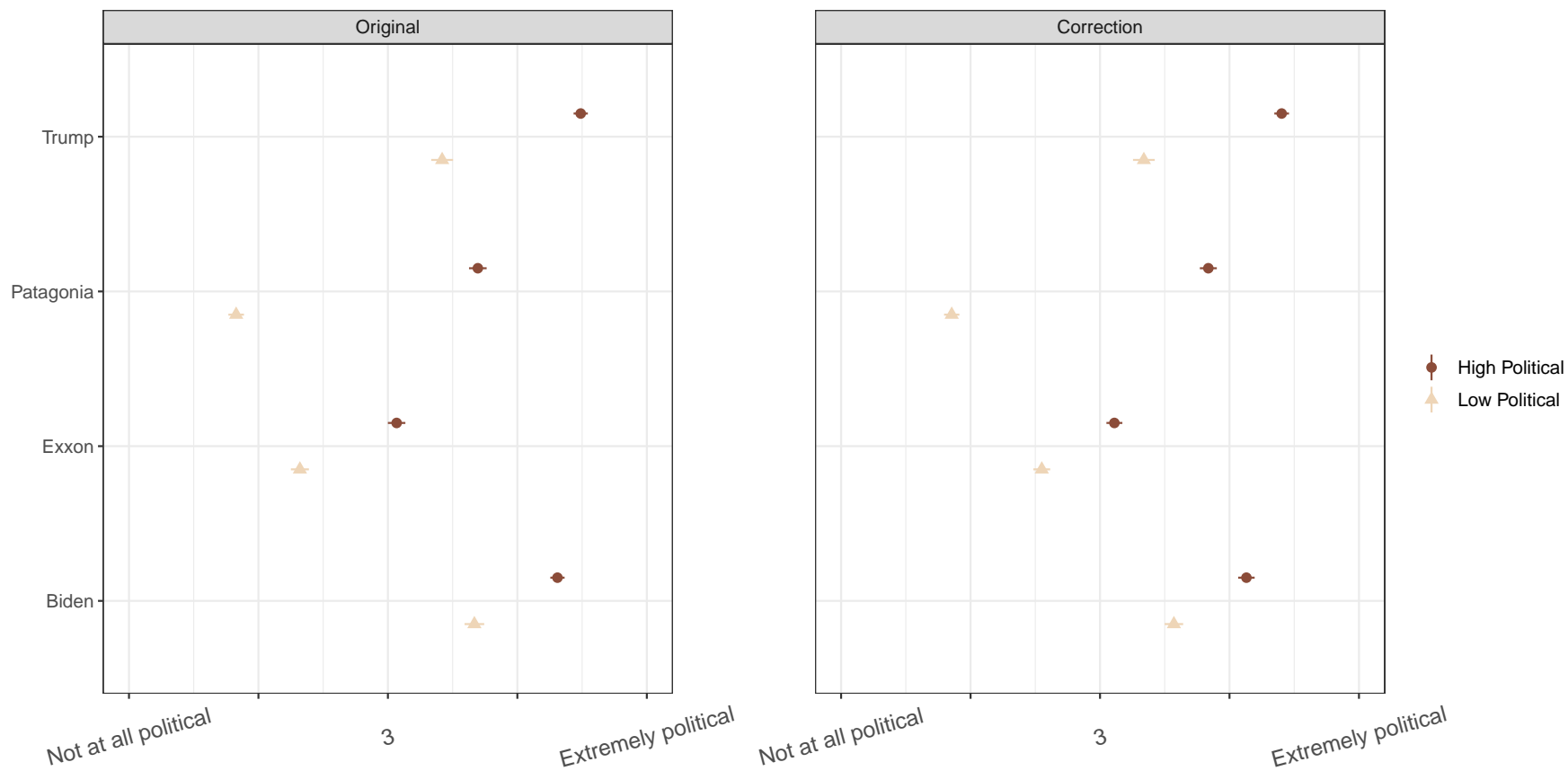

Figure 1: Averages and confidence intervals by image– Trump, Biden, Exxon, Patagonia
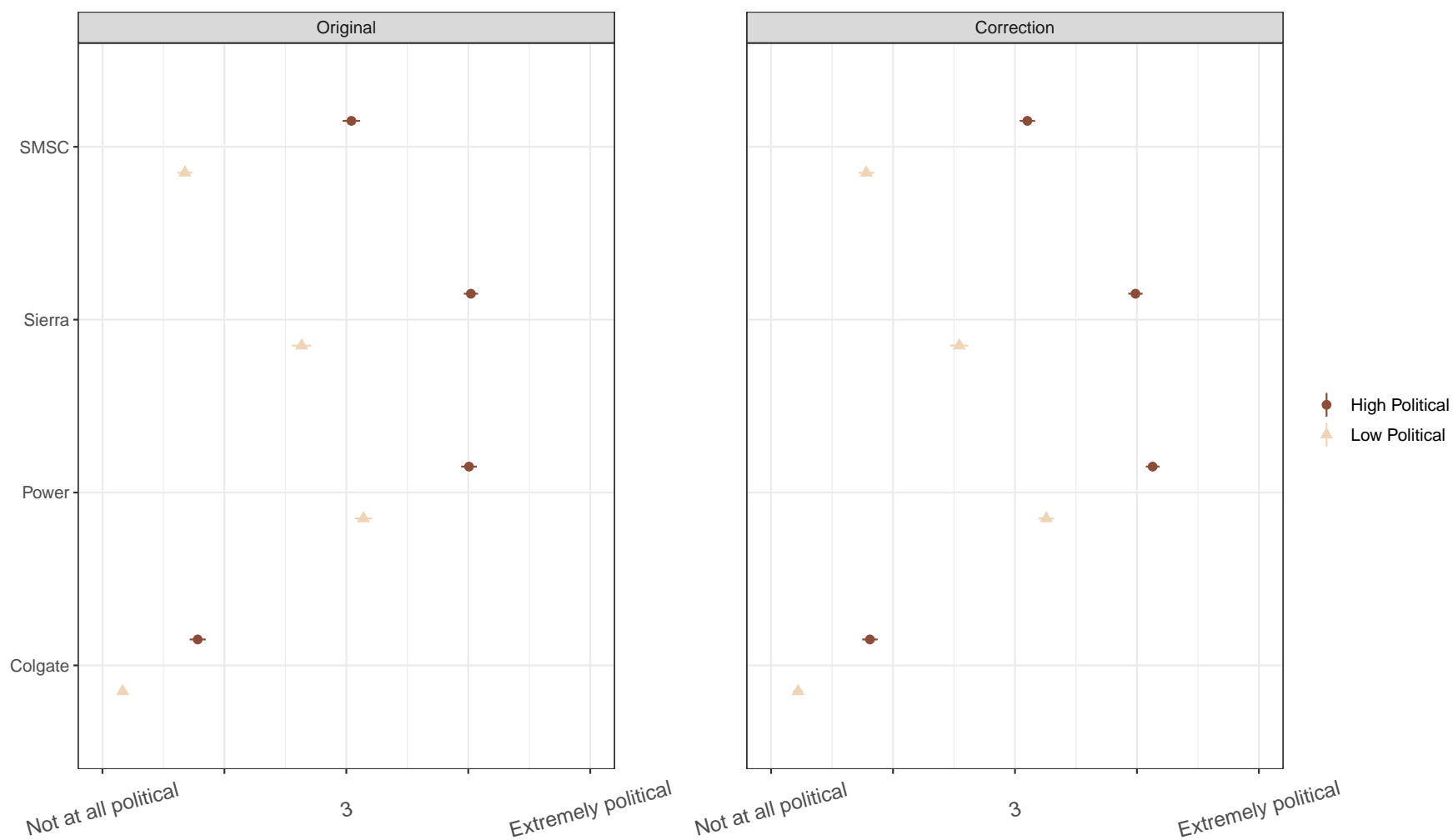
Figure 2: Averages and confidence intervals by image– Patagonia, Power, Sierra, Colgate, SMSC