Randomization Analysis

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1 Any Form of Engagment with the System

1.1 Descriptive Statistics

	Engaged - Number of Responses
0	5392
1	1617
2	676
3	347
4	551
5	296
6	209
7	155
8	174
9	130
10	105
11	67
12	82
13	46
14	38
15	28
16	27
17	17
18	10
19	7
20	3
21	3
22	3
24	2
26	1
27	4
28	3
29	3
32	1
33	1
37	1

Table 1: Distribution of Engagement

	Engaged - No/Yes
0	5392
1	4607

Table 2: Distribution of Engagement

	Opinion	B	C	Total
1	Did Not Enter Address	3152	3149	6301
2		94.5%	94.5%	
3	Entered Address	182	184	366
4		5.5%	5.5%	
5	Total	3334	3333	6667
6		50%	50%	

Table 3: Address Entry Following Redo (Group B vs. Group C)

	Engaged	A	B	C	Total
1	0	1689	1854	1849	5392
2		31.3%	34.4%	34.3%	53.9%
3		50.7%	55.6%	55.5%	
4	1	1643	1480	1484	4607
5		35.7%	32.1%	32.2%	46.1%
6		49.3%	44.4%	44.5%	
7	Total	3332	3334	3333	9999
8		33.3%	33.3%	33.3%	

Table 4: Engagement among control and treatment groups

1.2 Analysis

	x
A	0.00

Table 5: P-value - Test of Proportion: Group A vs. Group B

	x
A	0.91

Table 6: P-value - Test of Proportions: Group B vs. Group C

	x
A	0.00

Table 7: P-value - Test of Proportions: Group A vs. Group C

The difference between Group A (no lookup) and the other two groups is statistically significant.

	Estimate	Std. Error	t value	Pr(>|t|)
(Intercept)	0.4104	0.0362	11.35	0.0000
nolookup	0.0497	0.0122	4.08	0.0000
prime	0.0016	0.0122	0.13	0.8931
days	0.0029	0.0044	0.65	0.5180
lottery	0.0304	0.0180	1.69	0.0911
subsidy	-0.0385	0.0200	-1.92	0.0547
control	0.0205	0.0217	0.95	0.3444

Table 8: Linear Probability Model of Engagement

2 Engagement with Answer & Win Questions

2.1 Descriptive Statistics

	Engaged - Number of Responses
0	8782
1	78
2	97
3	52
4	990

Table 9: Distribution of Engagement

	Engaged - No/Yes
0	8782
1	1217

Table 10: Distribution of Engagement

	Engaged	A	B	C	Total
1	0	2681	3057	3044	8782
2		30.5%	34.8%	34.7%	87.8%
3		80.5%	91.7%	91.3%	
4	1	651	277	289	1217
5		53.5%	22.8%	23.7%	12.2%
6		19.5%	8.3%	8.7%	
7	Total	3332	3334	3333	9999
8		33.3%	33.3%	33.3%	

Table 11: Engagement among control and treatment groups

2.2   Analysis

	x
A	0.00

Table 12: P-value - Test of Proportion: Group A vs. Group B

	x
A	0.60

Table 13: P-value - Test of Proportions: Group B vs. Group C

	x
A	0.00

Table 14: P-value - Test of Proportions: Group A vs. Group C

The difference between Group A (no lookup) and the other two groups is statistically significant.

	Estimate	Std. Error	t value	Pr(>|t|)
(Intercept)	0.0502	0.0234	2.14	0.0320
nolookup	0.1126	0.0079	14.26	0.0000
prime	0.0036	0.0079	0.46	0.6467
days	-0.0001	0.0029	-0.02	0.9840
lottery	0.0446	0.0117	3.82	0.0001
subsidy	0.0129	0.0130	0.99	0.3203
control	0.0341	0.0141	2.43	0.0153

Table 15: Linear Probability Model of Engagement