Data analysis for Kenya recipient experiment (study 1)

Summary of sample sociodemographic characteristics for study 1

| Variable | Mean | Std. dev. | Median | Min. | Max. | Obs. |
| --- | --- | --- | --- | --- | --- | --- |
| Female | 0.633 | 0.482 | 1 | 0 | 1 | 564 |
| Completed std. 8 | 0.867 | 0.340 | 1 | 0 | 1 | 565 |
| Age | 33.405 | 8.685 | 32 | 18 | 72 | 565 |
| Unemployed | 0.333 | 0.472 | 0 | 0 | 1 | 565 |
| Holds savings | 0.538 | 0.499 | 1 | 0 | 1 | 565 |
| Consumption (KSh) | 2514.973 | 2836.776 | 2000 | 0 | 20000 | 565 |
| Income (KSh) | 8661.965 | 8454.937 | 6000 | 0 | 80000 | 565 |
| *NA* | | | | | | |

Balance checks on subject demographic characteristics for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value | Reference mean | Obs. |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |  |  |
| Female | -0.041 | 0.051 | 0.428 | 0.500 | 1.000 | 0.638 | 564 |
| Completed std. 8 | -0.010 | 0.034 | 0.777 | 0.700 | 1.000 | 0.889 | 565 |
| Age | -0.149 | 0.912 | 0.871 | 0.900 | 1.000 | 33.143 | 565 |
| Unemployed | -0.066 | 0.050 | 0.186 | 0.200 | 1.000 | 0.370 | 565 |
| **Community - Poverty** |  |  |  |  |  |  |  |
| Female | 0.020 | 0.049 | 0.679 | 0.400 | 0.772 | 0.638 | 564 |
| Completed std. 8 | -0.052 | 0.035 | 0.133 | 0.000 | 0.772 | 0.889 | 565 |
| Age | 0.862 | 0.878 | 0.327 | 0.400 | 0.772 | 33.143 | 565 |
| Unemployed | -0.049 | 0.048 | 0.314 | 0.100 | 0.772 | 0.370 | 565 |
| **Individual - Community** |  |  |  |  |  |  |  |
| Female | -0.061 | 0.050 | 0.226 | 0.300 | 0.539 | 0.658 | 564 |
| Completed std. 8 | 0.043 | 0.036 | 0.236 | 0.200 | 0.539 | 0.837 | 565 |
| Age | -1.011 | 0.901 | 0.262 | 0.200 | 0.539 | 34.005 | 565 |
| Unemployed | -0.017 | 0.048 | 0.721 | 0.800 | 0.539 | 0.322 | 565 |
| *Note: Each panel corresponds to a single hypothesis for the group of outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference. The fifth column reports the minimum q-values. FDR correction is applied over all outcomes within a hypothesis. The reference mean column lists the mean of the poverty alleviation condition for the first two panels and the mean of the community empowerment condition for the third panel.* | | | | | | | |

Equivalence tests on primary outcomes for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value | Reference mean | Obs. |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |  |  |
| No. of videos | -0.009 | 0.020 | 0.656 | 0.300 | 1.000 | 1.196 | 564 |
| Amount saved | 0.659 | 1.362 | 0.629 | 0.600 | 1.000 | 96.825 | 564 |
| Recorded message | 0.003 | 0.008 | 0.674 | 0.800 | 1.000 | 0.677 | 564 |
| **Community - Poverty** |  |  |  |  |  |  |  |
| No. of videos | 0.018 | 0.019 | 0.344 | 0.400 | 0.525 | 1.196 | 564 |
| Amount saved | 1.395 | 1.296 | 0.282 | 0.400 | 0.525 | 96.825 | 564 |
| Recorded message | -0.009 | 0.008 | 0.306 | 0.100 | 0.525 | 0.677 | 564 |
| **Individual - Community** |  |  |  |  |  |  |  |
| No. of videos | -0.027 | 0.020 | 0.170 | 0.300 | 0.342 | 1.376 | 564 |
| Amount saved | -0.736 | 1.331 | 0.581 | 0.400 | 0.342 | 106.436 | 564 |
| Recorded message | 0.012 | 0.009 | 0.165 | 0.400 | 0.342 | 0.668 | 564 |
| *Note: This table computes predicted values of outcomes as a function of baseline covariates and regresses the predictions on the treatment indicators. Each panel corresponds to a single hypothesis comparing the treatment conditions for the group of predicted outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference. The fifth column reports the minimum q-values. FDR correction is applied over all outcomes within a hypothesis. The reference mean column lists the mean of the poverty alleviation condition for the first two panels and the mean of the community empowerment condition for the third panel.* | | | | | | | |

Treatment effects on primary outcomes for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value | Reference mean | Obs. |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |  |  |
| No. of videos | 0.138 | 0.078 | 0.078 | 0.100 | 0.306 | 1.196 | 565 |
| Amount saved | 6.623 | 8.843 | 0.454 | 0.600 | 0.833 | 96.825 | 565 |
| Recorded message | -0.016 | 0.050 | 0.742 | 0.900 | 0.979 | 0.677 | 565 |
| **Community - Poverty** |  |  |  |  |  |  |  |
| No. of videos | 0.180 | 0.073 | 0.014 | 0.000 | 0.043 | 1.196 | 565 |
| Amount saved | 9.610 | 8.493 | 0.258 | 0.400 | 0.349 | 96.825 | 565 |
| Recorded message | -0.009 | 0.048 | 0.851 | 0.900 | 0.633 | 0.677 | 565 |
| **Individual - Community** |  |  |  |  |  |  |  |
| No. of videos | -0.043 | 0.075 | 0.569 | 0.500 | 1.000 | 1.376 | 565 |
| Amount saved | -2.987 | 8.725 | 0.732 | 0.600 | 1.000 | 106.436 | 565 |
| Recorded message | -0.007 | 0.049 | 0.880 | 1.000 | 1.000 | 0.668 | 565 |
| *Note: Each panel corresponds to a single hypothesis comparing the treatment conditions for the group of outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference. The fifth column reports the minimum q-values. FDR correction is applied over all outcomes within a hypothesis. The reference mean column lists the mean of the poverty alleviation condition for the first two panels and the mean of the community empowerment condition for the third panel.* | | | | | | | |

Treatment effects on secondary outcomes for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value | Reference mean | Obs. |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |  |  |
| Self-efficacy (avg.) | 0.162 | 0.074 | 0.028 | 0.000 | 0.050 | 3.201 | 565 |
| Stigma (avg.) | -0.047 | 0.063 | 0.459 | 0.400 | 0.441 | 2.562 | 565 |
| Affect (avg.) | 0.050 | 0.058 | 0.391 | 0.200 | 0.441 | 3.896 | 565 |
| Social status | 0.392 | 0.149 | 0.009 | 0.000 | 0.027 | 3.286 | 565 |
| Anticipated social mobility | 0.591 | 0.195 | 0.003 | 0.000 | 0.019 | 5.577 | 564 |
| Message support | -0.027 | 0.054 | 0.613 | 0.900 | 0.539 | 4.569 | 565 |
| Query ordering | -0.075 | 0.101 | 0.454 | 0.400 | 0.441 | -0.161 | 565 |
| **Community - Poverty** |  |  |  |  |  |  |  |
| Self-efficacy (avg.) | 0.183 | 0.071 | 0.010 | 0.000 | 0.045 | 3.201 | 565 |
| Stigma (avg.) | -0.131 | 0.058 | 0.024 | 0.000 | 0.045 | 2.562 | 565 |
| Affect (avg.) | 0.052 | 0.060 | 0.390 | 0.000 | 0.306 | 3.896 | 565 |
| Social status | 0.318 | 0.141 | 0.024 | 0.000 | 0.045 | 3.286 | 565 |
| Anticipated social mobility | 0.423 | 0.179 | 0.018 | 0.000 | 0.045 | 5.577 | 564 |
| Message support | -0.015 | 0.050 | 0.762 | 0.900 | 0.566 | 4.569 | 565 |
| Query ordering | -0.019 | 0.097 | 0.843 | 0.800 | 0.566 | -0.161 | 565 |
| **Individual - Community** |  |  |  |  |  |  |  |
| Self-efficacy (avg.) | -0.021 | 0.071 | 0.768 | 0.900 | 1.000 | 3.384 | 565 |
| Stigma (avg.) | 0.084 | 0.062 | 0.173 | 0.200 | 1.000 | 2.431 | 565 |
| Affect (avg.) | -0.002 | 0.057 | 0.974 | 0.900 | 1.000 | 3.948 | 565 |
| Social status | 0.074 | 0.152 | 0.626 | 0.600 | 1.000 | 3.604 | 565 |
| Anticipated social mobility | 0.168 | 0.184 | 0.363 | 0.500 | 1.000 | 6.000 | 564 |
| Message support | -0.012 | 0.051 | 0.816 | 0.700 | 1.000 | 4.554 | 565 |
| Query ordering | -0.056 | 0.098 | 0.569 | 0.400 | 1.000 | -0.181 | 565 |
| *Note: Each panel corresponds to a single hypothesis comparing the treatment conditions for the group of outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference. The fifth column reports the minimum q-values. FDR correction is applied over all outcomes within a hypothesis. The reference mean column lists the mean of the poverty alleviation condition for the first two panels and the mean of the community empowerment condition for the third panel.* | | | | | | | |

Treatment effects on primary outcomes with covariate adjustment for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value | Reference mean | Obs. |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |  |  |
| No. of videos | 0.143 | 0.076 | 0.062 | 0.000 | 0.227 | 1.196 | 564 |
| Amount saved | 6.382 | 8.858 | 0.472 | 0.500 | 0.852 | 96.825 | 564 |
| Recorded message | -0.020 | 0.050 | 0.690 | 0.600 | 0.852 | 0.677 | 564 |
| **Community - Poverty** |  |  |  |  |  |  |  |
| No. of videos | 0.158 | 0.071 | 0.028 | 0.000 | 0.091 | 1.196 | 564 |
| Amount saved | 8.338 | 8.534 | 0.329 | 0.300 | 0.491 | 96.825 | 564 |
| Recorded message | 0.006 | 0.047 | 0.901 | 0.900 | 0.975 | 0.677 | 564 |
| **Individual - Community** |  |  |  |  |  |  |  |
| No. of videos | -0.015 | 0.074 | 0.840 | 0.900 | 1.000 | 1.376 | 564 |
| Amount saved | -1.956 | 8.695 | 0.822 | 0.400 | 1.000 | 106.436 | 564 |
| Recorded message | -0.026 | 0.049 | 0.597 | 0.500 | 1.000 | 0.668 | 564 |
| *Note: We include as control variables indicators for being female, for having completed primary schooling, above median age, and unemployment status. Each panel corresponds to a single hypothesis comparing the treatment conditions for the group of outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference. The fifth column reports the minimum q-values. FDR correction is applied over all outcomes within a hypothesis. The reference mean column lists the mean of the poverty alleviation condition for the first two panels and the mean of the community empowerment condition for the third panel.* | | | | | | | |

Treatment effects on secondary outcomes with covariate adjustment for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value | Reference mean | Obs. |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |  |  |
| Self-efficacy (avg.) | 0.147 | 0.075 | 0.053 | 0.100 | 0.097 | 3.201 | 564 |
| Stigma (avg.) | -0.027 | 0.064 | 0.671 | 0.500 | 0.622 | 2.562 | 564 |
| Affect (avg.) | 0.051 | 0.058 | 0.382 | 0.300 | 0.470 | 3.896 | 564 |
| Social status | 0.385 | 0.147 | 0.009 | 0.000 | 0.028 | 3.286 | 564 |
| Anticipated social mobility | 0.619 | 0.194 | 0.002 | 0.000 | 0.011 | 5.577 | 563 |
| Message support | -0.024 | 0.053 | 0.644 | 0.700 | 0.622 | 4.569 | 564 |
| Query ordering | -0.085 | 0.101 | 0.399 | 0.600 | 0.470 | -0.161 | 564 |
| **Community - Poverty** |  |  |  |  |  |  |  |
| Self-efficacy (avg.) | 0.190 | 0.072 | 0.009 | 0.000 | 0.026 | 3.201 | 564 |
| Stigma (avg.) | -0.124 | 0.057 | 0.029 | 0.100 | 0.030 | 2.562 | 564 |
| Affect (avg.) | 0.063 | 0.060 | 0.298 | 0.400 | 0.218 | 3.896 | 564 |
| Social status | 0.350 | 0.137 | 0.011 | 0.000 | 0.026 | 3.286 | 564 |
| Anticipated social mobility | 0.477 | 0.177 | 0.007 | 0.000 | 0.026 | 5.577 | 563 |
| Message support | -0.006 | 0.049 | 0.904 | 0.800 | 0.633 | 4.569 | 564 |
| Query ordering | -0.016 | 0.098 | 0.868 | 1.000 | 0.633 | -0.161 | 564 |
| **Individual - Community** |  |  |  |  |  |  |  |
| Self-efficacy (avg.) | -0.043 | 0.071 | 0.543 | 0.800 | 1.000 | 3.384 | 564 |
| Stigma (avg.) | 0.097 | 0.062 | 0.116 | 0.200 | 1.000 | 2.431 | 564 |
| Affect (avg.) | -0.012 | 0.057 | 0.834 | 0.800 | 1.000 | 3.948 | 564 |
| Social status | 0.035 | 0.152 | 0.817 | 0.800 | 1.000 | 3.604 | 564 |
| Anticipated social mobility | 0.142 | 0.184 | 0.441 | 0.300 | 1.000 | 6.000 | 563 |
| Message support | -0.018 | 0.050 | 0.710 | 0.700 | 1.000 | 4.554 | 564 |
| Query ordering | -0.069 | 0.099 | 0.484 | 0.400 | 1.000 | -0.181 | 564 |
| *Note: We include as control variables indicators for being female, for having completed primary schooling, above median age, and unemployment status. Each panel corresponds to a single hypothesis comparing the treatment conditions for the group of outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference. The fifth column reports the minimum q-values. FDR correction is applied over all outcomes within a hypothesis. The reference mean column lists the mean of the poverty alleviation condition for the first two panels and the mean of the community empowerment condition for the third panel.* | | | | | | | |

Heterogeneous treatment effects on primary outcomes by gender (female) for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value |
| --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |
| No. of videos | 0.172 | 0.161 | 0.284 | 0.200 | 0.703 |
| Amount saved | 14.975 | 18.267 | 0.413 | 0.400 | 0.703 |
| Recorded message | -0.112 | 0.101 | 0.270 | 0.200 | 0.703 |
| **Community - Poverty** |  |  |  |  |  |
| No. of videos | 0.159 | 0.153 | 0.299 | 0.100 | 0.815 |
| Amount saved | 0.426 | 17.840 | 0.981 | 1.000 | 0.815 |
| Recorded message | -0.106 | 0.098 | 0.282 | 0.300 | 0.815 |
| **Individual - Community** |  |  |  |  |  |
| No. of videos | 0.013 | 0.155 | 0.932 | 1.000 | 1.000 |
| Amount saved | 14.549 | 17.980 | 0.419 | 0.300 | 1.000 |
| Recorded message | -0.006 | 0.099 | 0.955 | 0.900 | 1.000 |
| *Note: This table reports coefficient estimates on each experimental comparison interacted with a baseline variable. Each panel corresponds to a single hypothesis comparing the treatment conditions for the group of outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference.* | | | | | |

Heterogeneous treatment effects on primary outcomes by completion of primary schooling for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value |
| --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |
| No. of videos | 0.101 | 0.207 | 0.628 | 0.500 | 1.000 |
| Amount saved | -46.545 | 26.499 | 0.080 | 0.000 | 0.314 |
| Recorded message | 0.037 | 0.163 | 0.819 | 0.500 | 1.000 |
| **Community - Poverty** |  |  |  |  |  |
| No. of videos | 0.061 | 0.191 | 0.749 | 0.900 | 1.000 |
| Amount saved | 15.038 | 24.508 | 0.540 | 0.500 | 1.000 |
| Recorded message | 0.083 | 0.149 | 0.577 | 0.600 | 1.000 |
| **Individual - Community** |  |  |  |  |  |
| No. of videos | 0.039 | 0.206 | 0.848 | 0.700 | 1.000 |
| Amount saved | -61.583 | 24.195 | 0.011 | 0.100 | 0.035 |
| Recorded message | -0.045 | 0.149 | 0.761 | 0.900 | 1.000 |
| *Note: This table reports coefficient estimates on each experimental comparison interacted with a baseline variable. Each panel corresponds to a single hypothesis comparing the treatment conditions for the group of outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference.* | | | | | |

Heterogeneous treatment effects on secondary outcomes by gender (female) for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value |
| --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |
| Self-efficacy (avg.) | -0.057 | 0.154 | 0.711 | 0.500 | 1.000 |
| Stigma (avg.) | -0.131 | 0.126 | 0.296 | 0.500 | 1.000 |
| Affect (avg.) | 0.129 | 0.121 | 0.285 | 0.100 | 1.000 |
| Social status | -0.203 | 0.295 | 0.491 | 0.600 | 1.000 |
| Anticipated social mobility | -0.099 | 0.386 | 0.799 | 0.900 | 1.000 |
| Message support | 0.245 | 0.110 | 0.026 | 0.100 | 0.221 |
| Query ordering | -0.065 | 0.208 | 0.754 | 0.600 | 1.000 |
| **Community - Poverty** |  |  |  |  |  |
| Self-efficacy (avg.) | 0.008 | 0.151 | 0.959 | 1.000 | 1.000 |
| Stigma (avg.) | -0.062 | 0.114 | 0.586 | 0.300 | 0.883 |
| Affect (avg.) | -0.187 | 0.126 | 0.137 | 0.100 | 0.689 |
| Social status | -0.475 | 0.286 | 0.097 | 0.100 | 0.689 |
| Anticipated social mobility | -0.203 | 0.373 | 0.585 | 0.800 | 0.883 |
| Message support | 0.136 | 0.100 | 0.175 | 0.200 | 0.689 |
| Query ordering | 0.071 | 0.204 | 0.727 | 0.600 | 0.941 |
| **Individual - Community** |  |  |  |  |  |
| Self-efficacy (avg.) | -0.065 | 0.145 | 0.655 | 0.700 | 1.000 |
| Stigma (avg.) | -0.069 | 0.123 | 0.575 | 0.500 | 1.000 |
| Affect (avg.) | 0.317 | 0.115 | 0.006 | 0.000 | 0.045 |
| Social status | 0.272 | 0.299 | 0.364 | 0.400 | 1.000 |
| Anticipated social mobility | 0.105 | 0.366 | 0.774 | 0.800 | 1.000 |
| Message support | 0.109 | 0.107 | 0.307 | 0.200 | 1.000 |
| Query ordering | -0.136 | 0.204 | 0.505 | 0.300 | 1.000 |
| *Note: This table reports coefficient estimates on each experimental comparison interacted with a baseline variable. Each panel corresponds to a single hypothesis comparing the treatment conditions for the group of outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference.* | | | | | |

Heterogeneous treatment effects on secondary outcomes by completion of primary schooling for study 1

| Outcome | Coefficient | Std. error | p-value | Exact p-value | Min. q-value |
| --- | --- | --- | --- | --- | --- |
| **Individual - Poverty** |  |  |  |  |  |
| Self-efficacy (avg.) | 0.227 | 0.246 | 0.357 | 0.500 | 0.997 |
| Stigma (avg.) | 0.012 | 0.206 | 0.953 | 1.000 | 0.997 |
| Affect (avg.) | 0.137 | 0.188 | 0.466 | 0.600 | 0.997 |
| Social status | -0.571 | 0.471 | 0.226 | 0.400 | 0.997 |
| Anticipated social mobility | -0.829 | 0.672 | 0.218 | 0.400 | 0.997 |
| Message support | -0.187 | 0.177 | 0.292 | 0.100 | 0.997 |
| Query ordering | 0.293 | 0.306 | 0.339 | 0.200 | 0.997 |
| **Community - Poverty** |  |  |  |  |  |
| Self-efficacy (avg.) | 0.450 | 0.225 | 0.046 | 0.100 | 0.477 |
| Stigma (avg.) | -0.223 | 0.172 | 0.196 | 0.000 | 1.000 |
| Affect (avg.) | 0.081 | 0.196 | 0.678 | 0.900 | 1.000 |
| Social status | -0.241 | 0.392 | 0.539 | 0.500 | 1.000 |
| Anticipated social mobility | -0.621 | 0.571 | 0.277 | 0.300 | 1.000 |
| Message support | -0.063 | 0.165 | 0.704 | 0.900 | 1.000 |
| Query ordering | -0.050 | 0.295 | 0.865 | 0.900 | 1.000 |
| **Individual - Community** |  |  |  |  |  |
| Self-efficacy (avg.) | -0.223 | 0.185 | 0.229 | 0.300 | 1.000 |
| Stigma (avg.) | 0.235 | 0.196 | 0.231 | 0.000 | 1.000 |
| Affect (avg.) | 0.056 | 0.159 | 0.726 | 0.800 | 1.000 |
| Social status | -0.330 | 0.473 | 0.486 | 0.400 | 1.000 |
| Anticipated social mobility | -0.208 | 0.561 | 0.710 | 1.000 | 1.000 |
| Message support | -0.124 | 0.172 | 0.472 | 0.600 | 1.000 |
| Query ordering | 0.343 | 0.274 | 0.211 | 0.000 | 1.000 |
| *Note: This table reports coefficient estimates on each experimental comparison interacted with a baseline variable. Each panel corresponds to a single hypothesis comparing the treatment conditions for the group of outcome variables. The first column reports the mean difference between groups. The second column reports robust standard errors. The third column reports standard p-values. The fourth column reports exact p-values from randomization inference.* | | | | | |