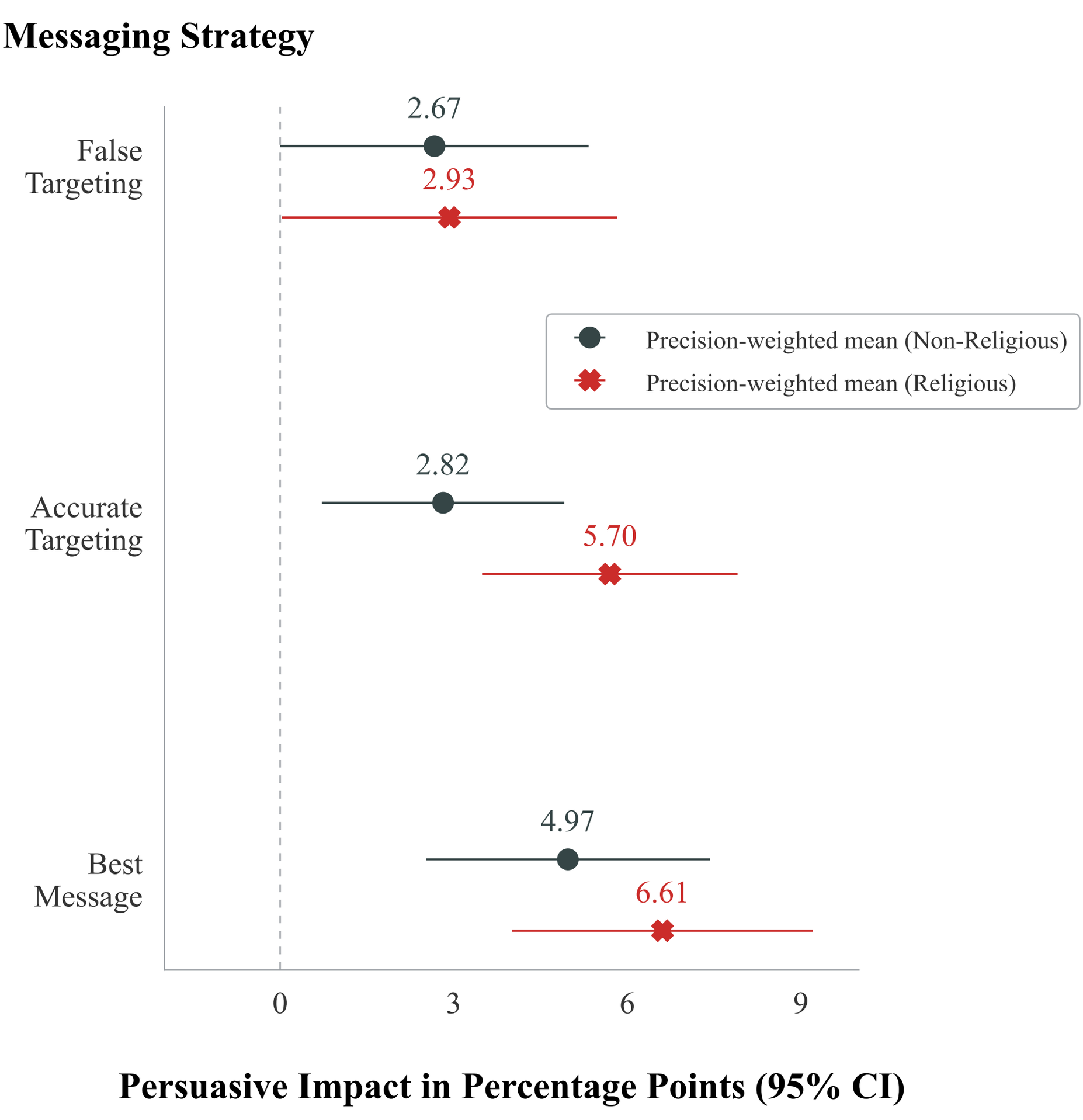
Messaging Strategy
False Targeting
Accurate Targeting
Best Message
2.67
2.93
2.82
5.70
4.97
6.61
Precision-weighted mean (Non-Religious)
Precision-weighted mean (Religious)
0
3
6
9
Persuasive Impact in Percentage Points (95% CI)