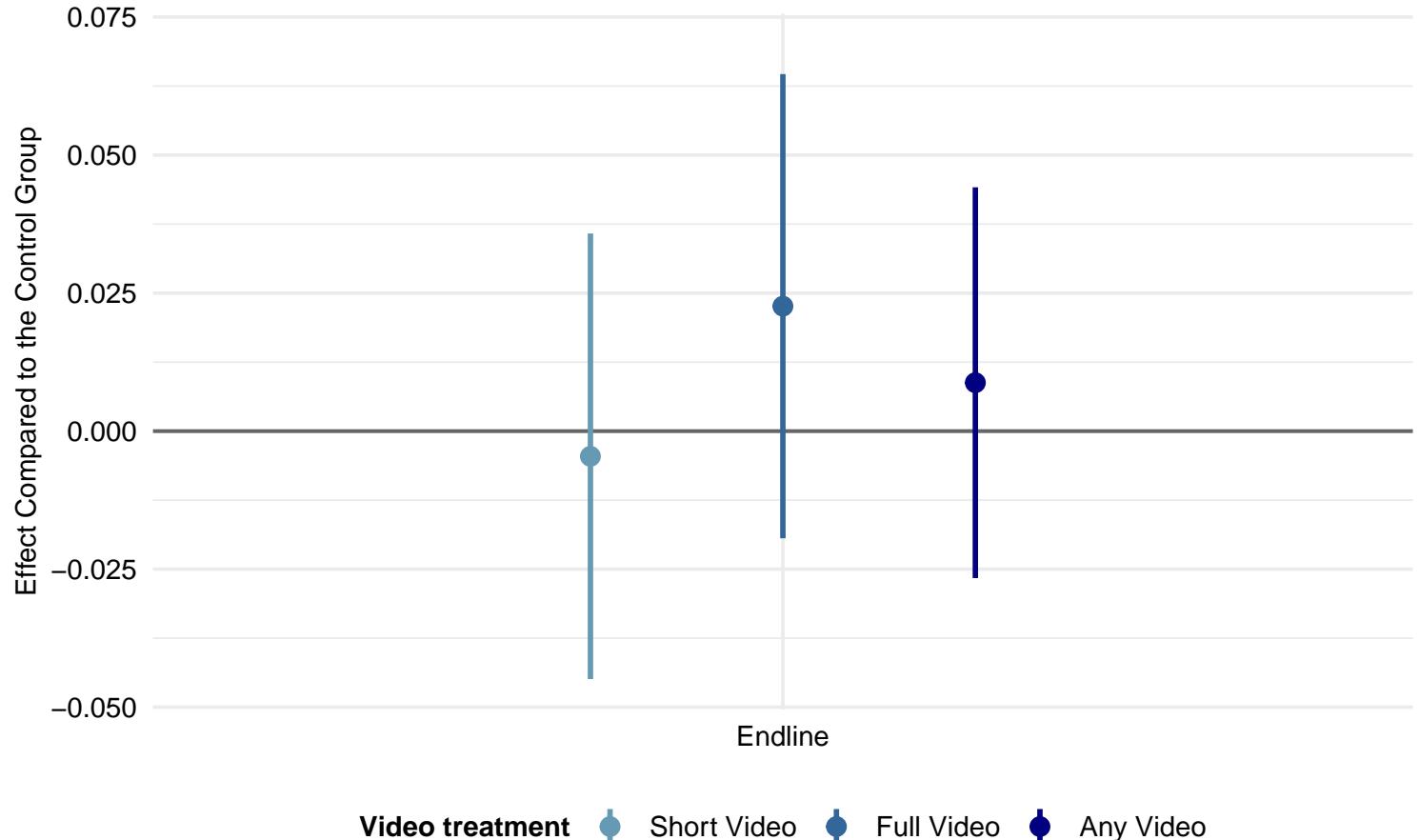


# **Ever heard of something called the Air Quality Index (AQI)**

New Video Treatment Effects (OLS)



$N$  (Endline) = 1,972  
Outcome is a 0–1 indicator (1 = Yes).  
95% CIs shown; heteroscedasticity-robust (HC2) SEs used. Model controls for SMS treatment.