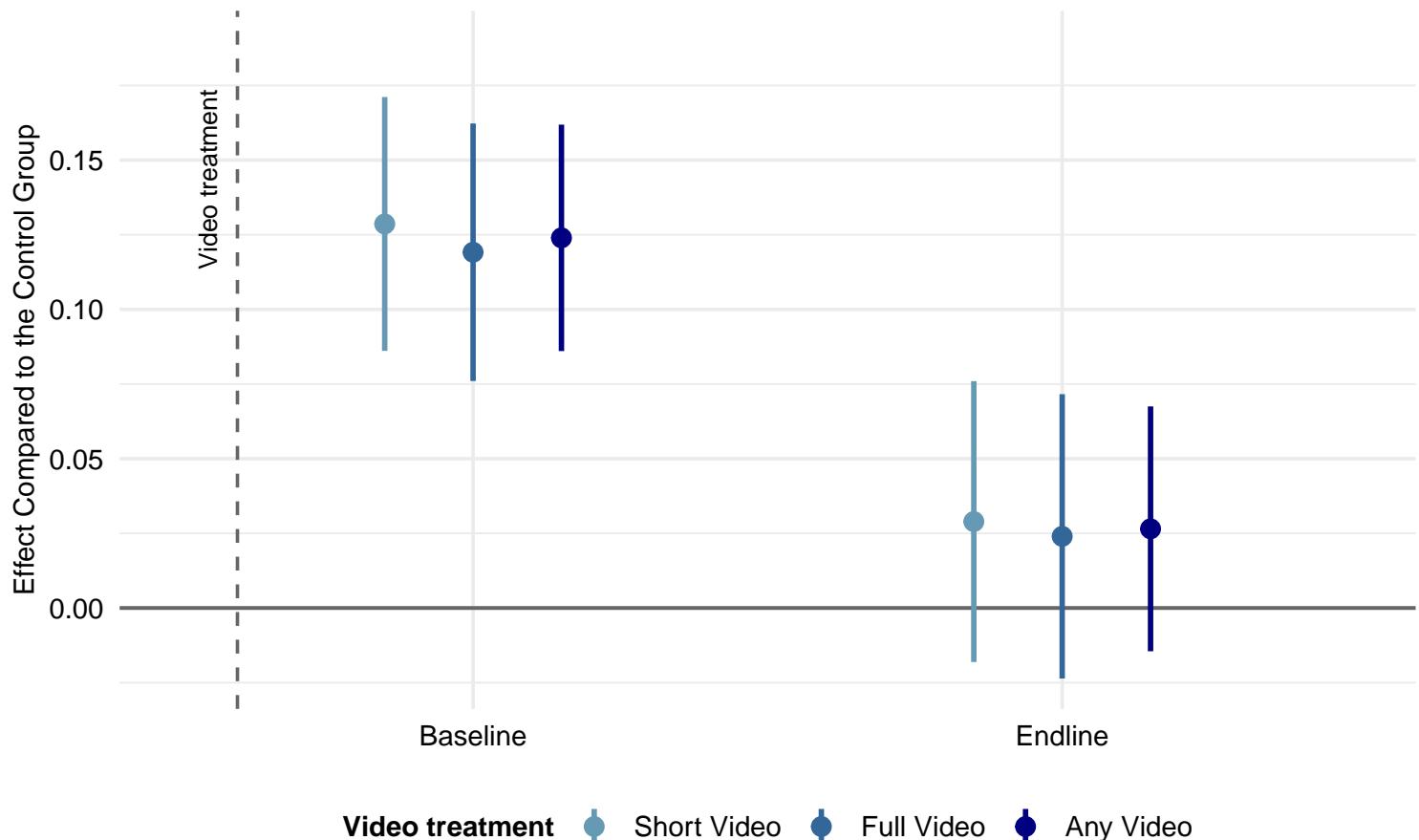


Belief: Kampala/Nairobi air can be as bad as the world's most polluted cities

Video treatment effects by survey wave (OLS).



Video treatment ● Short Video ● Full Video ● Any Video

N (Baseline) = 2,429; N (Endline) = 1,974

Note: 'Any Video' pools Short Video and Full Video categories. The outcome is a dummy variable
95% CIs shown; heteroscedasticity-robust SEs used. Endline model controls for SMS treatment.