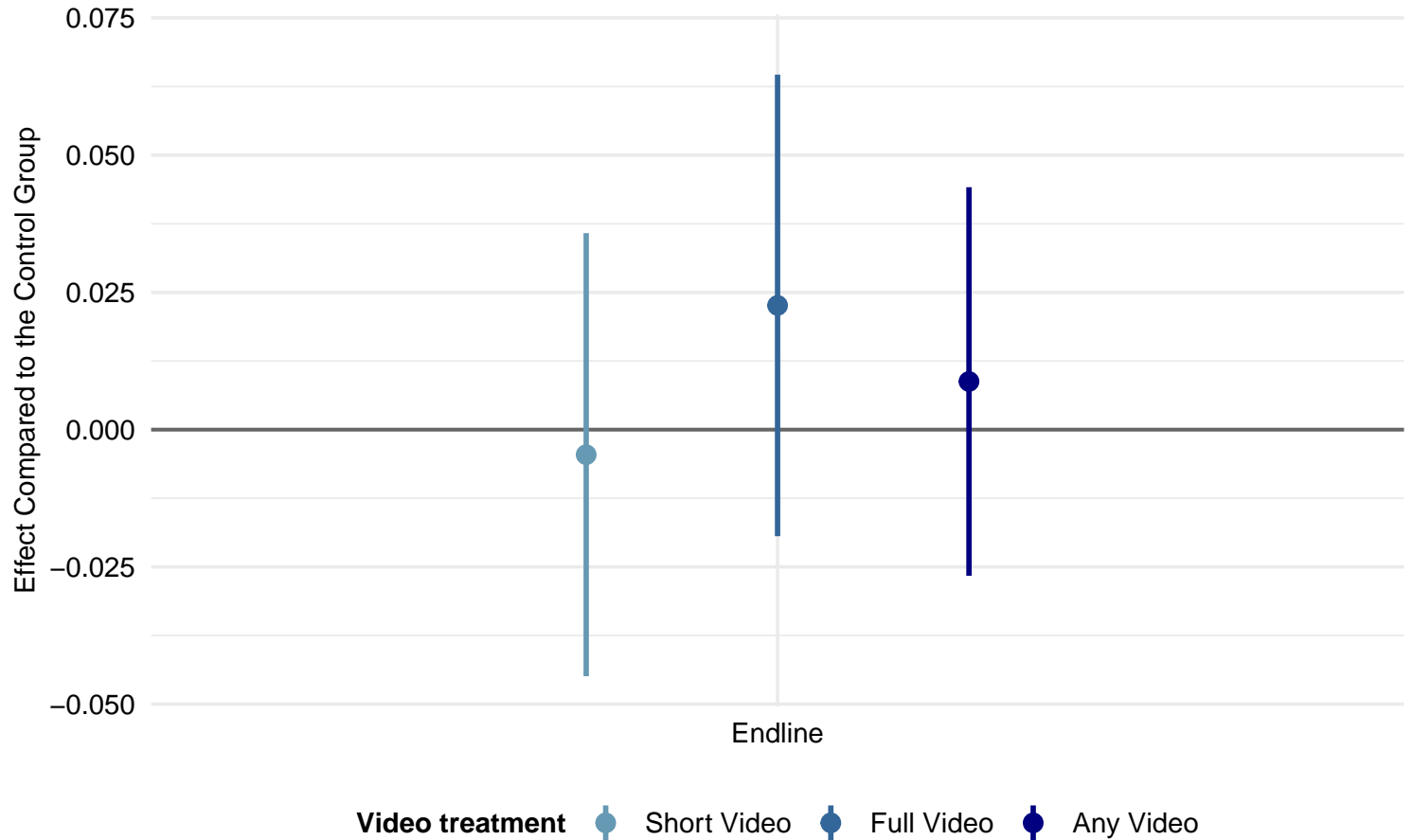


# Ever heard of something called the Air Quality Index (AQI)

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.*