

Table 1: Mean expenditure and net subsidy by treatment

| treatment        | Mean expenditure | Net subsidy | Share of expenditure |
|------------------|------------------|-------------|----------------------|
| NS + small price | 56.65 €          | 0.15 €      | 0.28%                |
| NS + large price | 57.96 €          | 2.25 €      | 4.32%                |
| Explicit price   | 48.62 €          | 2.07 €      | 4.87%                |
| Implicit price   | 52.79 €          | 1.35 €      | 3.12%                |