

S4 Table. Behavior

| | All | | Female | | Male | | Urban | | Rural | |
|--|--------------------|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|------------------|
| | No controls | Controls | No controls | Controls | No controls | Controls | No controls | Controls | No controls | Controls |
| Panel A: | | | | | | | | | | |
| Treatment | 0.32*** (0.08) | 0.32*** (0.07) | 0.35*** (0.10) | 0.35*** (0.10) | 0.30** (0.12) | 0.29** (0.12) | 0.33*** (0.09) | 0.34*** (0.09) | 0.26 (0.18) | 0.26 (0.18) |
| Long | 0.37*** (0.08) | 0.37*** (0.08) | 0.33*** (0.11) | 0.34*** (0.11) | 0.38*** (0.13) | 0.38*** (0.13) | 0.34*** (0.10) | 0.35*** (0.10) | 0.32** (0.15) | 0.34** (0.15) |
| Treatment × Long | -0.30** (0.13) | -0.31** (0.12) | -0.33* (0.18) | -0.34* (0.18) | -0.28 (0.19) | -0.27 (0.18) | -0.27* (0.15) | -0.28* (0.15) | -0.26 (0.25) | -0.27 (0.25) |
| $\alpha(\text{Long} + \text{T} \times \text{Long} \neq 0)$ | 0.43 | 0.45 | 1.00 | 0.99 | 0.38 | 0.35 | 0.50 | 0.54 | 0.72 | 0.70 |
| Panel B: | | | | | | | | | | |
| Treatment | 0.29*** (0.09) | 0.28*** (0.09) | 0.30* (0.17) | 0.30* (0.17) | 0.21* (0.12) | 0.19 (0.13) | 0.30** (0.12) | 0.30** (0.12) | 0.22 (0.26) | 0.20 (0.27) |
| Long | 0.46*** (0.09) | 0.45*** (0.09) | 0.52*** (0.12) | 0.52*** (0.12) | 0.48*** (0.15) | 0.46*** (0.15) | 0.47*** (0.12) | 0.46*** (0.12) | 0.31 (0.23) | 0.29 (0.24) |
| Treatment × Long | -0.40*** (0.12) | -0.39*** (0.12) | -0.39** (0.19) | -0.39** (0.19) | -0.43** (0.19) | -0.41** (0.20) | -0.35** (0.15) | -0.34** (0.15) | -0.35 (0.29) | -0.31 (0.29) |
| $\alpha(\text{Long} + \text{T} \times \text{Long} \neq 0)$ | 0.47 | 0.42 | 0.34 | 0.34 | 0.69 | 0.68 | 0.19 | 0.19 | 0.86 | 0.91 |
| Clusters | 197 | 197 | 140 | 140 | 165 | 165 | 172 | 172 | 115 | 115 |
| Observations | 861 | 861 | 390 | 390 | 471 | 471 | 655 | 655 | 206 | 206 |

All specifications include week of intervention fixed effects. Panel A also includes randomization block fixed effects, while Panel B includes WhatsApp broadcast list fixed effects instead. Controls are indicators for Qualtrics response, urban, and female respondents. $\alpha(\text{Long} + \text{Treatment} \times \text{Long} \neq 0)$ provides the p-value of the joint hypothesis that $\text{Long} + \text{Treatment} \times \text{Long} \neq 0$. Standard errors are clustered at week-list level. * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$.