

Online Appendix for “Reducing Bias in Citizens’ Perception of Crime Rates: Evidence From a Field Experiment on Burglary Prevalence”. The Journal of Politics.

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A Details about the leaflets

We designed seven different leaflets with the help of a professional advertising bureau. All leaflets were four pages long and they all had the same sender: TrygFonden which is a Danish foundation with the stated aim of helping Danes live productive, healthy, and safe lives. There was one placebo leaflet which encouraged families with dogs to visit nursing homes. The remaining six burglary leaflets each contain two of four information packages. The six leaflets included all possible combinations of these packages.

1. Statistical information about the prevalence of burglaries (S; see main text for detailed description). Figure A1 shows how the information was presented in the leaflet (S).
2. Advice about how to avoid burglaries I: Portrays a scene with a family coming home from vacation. They meet their neighbor who tells them that there has been a string of burglaries in another part of town. The neighbor then lists three things that people do in their neighborhood in order to avoid burglaries (P).
3. Advice about how to avoid burglaries II: Shows a family coming home from vacation. They meet their neighbor who tells them that there has been a burglary in their home. The neighbor then lists three things that they could have done in order to avoid being burglarized (the same three things as in the positive narrative) (N).
4. Responsibility assignment for burglaries: A set of scenes with text which are meant to illustrate who is responsible for the prevention of burglaries. A scene with police officers arresting a thief, which informs readers that the police are tasked with solving the crime, and that the police are controlled by the central government. A scene with municipal workers fixing a streetlight, which informs readers that the municipality is responsible for creating safe residential areas, and that the municipality is run by the city council and the mayor. A scene with citizens hanging up a sign for a neighborhood watch group and securing their homes, which informs citizens that they can make a difference when it comes to preventing burglaries (A).

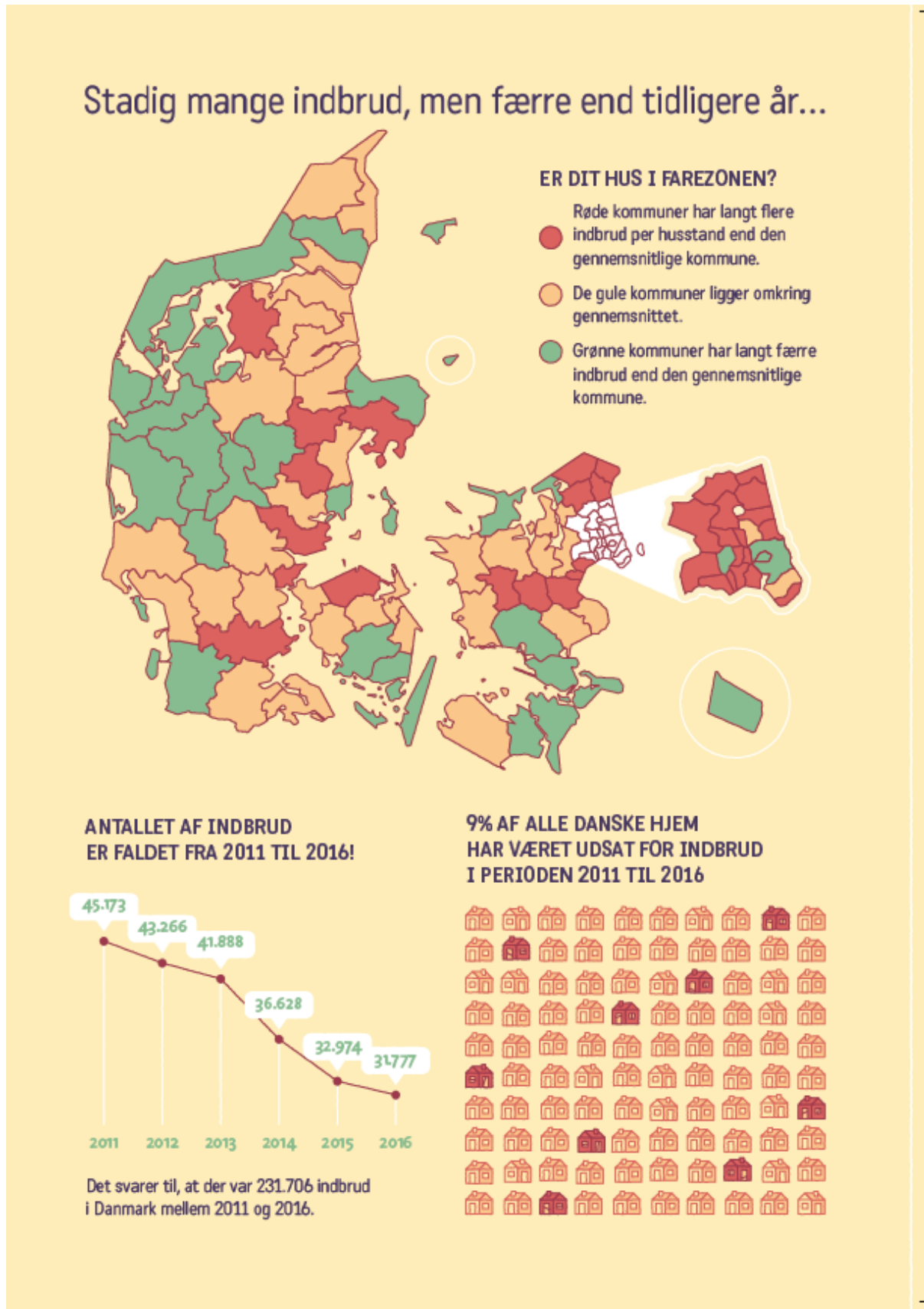


Figure A1: The statistical information as it was displayed in the leaflet.

On the first page of each burglary leaflet is a common headline (Avoid Burglary), the TrygFonden logo, and an excerpt from one of the information packages (the one from page three). The second page includes one of the information packages. The third page includes another of the information packages. The fourth page includes a common headline (Want to know more about how to avoid burglary?), a link to a website where there is more information, the TrygFonden logo, and an excerpt from one of the information packages (the one from page two).

The six burglary leaflets contain the following composition of treatments: S-N, P-S, N-A, A-P, S-A, P-N. The first letter refers to the information package displayed on pages two and four. The second letter refers to the information package displayed on pages one and three.

Since we are only interested in the effect of the statistical information, we collapse participants who received this information package with those who did not. As such, when we look at the effect of receiving statistical information about burglary rates we are comparing those who received information package combinations S-N, P-S and S-A with those who received the information package combinations N-A, A-P, P-N plus those who received the placebo leaflet.

B Descriptive statistics, balance, and attrition

Table B1: Descriptive statistics

Statistic	N	Mean	St. Dev.	Min	Max
DV, wave 1: Trend (pct. correct)	4,895	41.08	49.20	0	100
DV, wave 2: Trend (pct. correct)	4,895	49.21	50.00	0	100
DV, wave 1: Level exact (pct. correct)	4,895	0.53	7.27	0	100
DV, wave 2: Level exact (pct. correct)	4,895	0.88	9.33	0	100
DV, wave 1: Level +/- 2 pp (pct. correct)	4,895	23.33	42.30	0	100
DV, wave 2: Level +/- 2 pp (pct. correct)	4,895	25.25	43.45	0	100
DV, wave 1: Relative (pct. correct)	4,895	43.82	49.62	0	100
DV, wave 2: Relative (pct. correct)	4,895	44.62	49.71	0	100
Females (share)	4,895	0.35	0.48	0	1
Age (years)	4,895	64.90	9.04	31	92
Fear of burglary (1-7)	4,895	2.82	1.74	1	7
Interest in local politics (1-4)	4,895	2.16	0.83	1	5

Table B2: Balance test across treatments

Variable	Statistics leaflet	Non-statistics leaflet	T-test (p-value)
Females (%)	35	35.5	0.7325
Age (years)	64.7	65.1	0.1469
Fear of burglary (1-7)	2.8	2.8	0.5022
Interest in local politics (1-4)	2.2	2.1	0.2736
Attrition (%)	23.4	25.2	0.1032

n=4,895

Table B3: Balance test across time

Variable	7-12 days	13-18 days	19-25 days	F-test (p-value)
Females (%)	35.8	33.8	35.8	0.3778
Age (years)	64.1	65.3	65.3	p<0.001
Fear of burglary (1-7)	2.9	2.8	2.8	0.3031
Interest in local politics (1-4)	2.2	2.2	2.1	0.4343
Attrition rate (%)	21.3	24.8	27.1	p<0.001
Observations	1,652	1,579	1,664	-

n=4,895

C Placebo outcome: Effect on unemployment

For each outcome variable asking participants about burglary prevalence we included identical questions about unemployment. These items are intended as placebo outcomes because none of the leaflets contained any information on unemployment. We would therefore expect no difference in between leaflets on citizens' knowledge about the trend, level, and relative unemployment rate. As in the case of burglaries, we measure participants' perception of unemployment rates using the following three questions: (A) If you compare year 2011 to year 2016 has there been less or more unemployed people in 2016 compared to 2011? (Less in 2016 compared to 2011, almost the same number in 2011 and 2016, more in 2016 compared to 2011). (B) Think about the continuous period from year 2011 to year 2016 as a whole. What percentage of the Danes were, on average, unemployed in the period? (C) Please compare your own municipality to the rest of Denmark. In your municipality, has there been a lower or higher rate of unemployment in 2016? (lower in my municipality, almost the same as in the rest of the country, higher in my municipality).

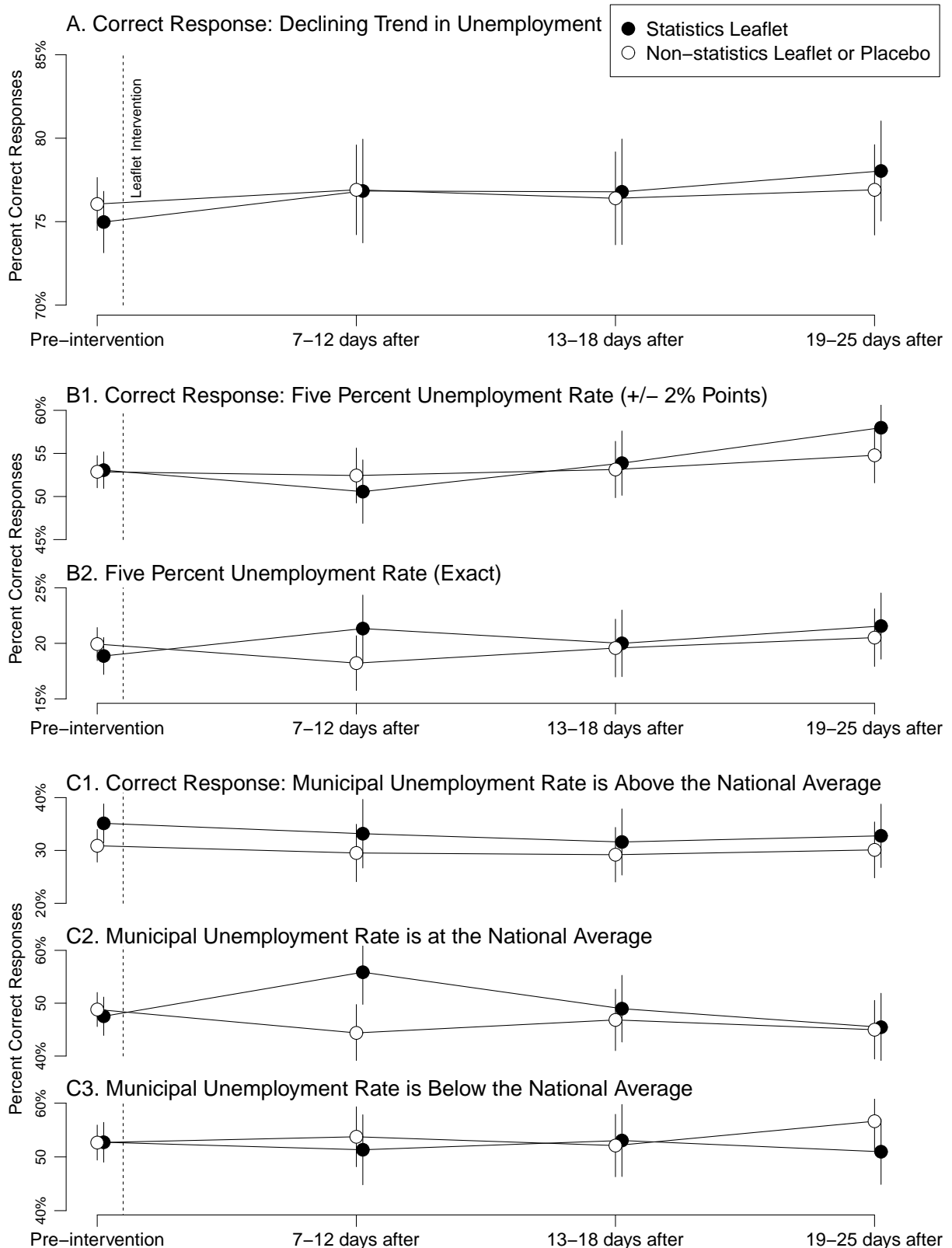


Figure C1: Dots represent the percentage of correct responses with 95% confidence intervals for treatment and control groups across time for each of the three placebo outcomes. Panels A, B1, and B2 each rely on the full sample (n=4,895). In panel C1-C3 results are divided based on whether participants live in a municipality with an above average, around average or below average unemployment rate.

D Average treatment effects and treatment effects on the treated

Figure D1 looks at the difference between the treatment and control group, i.e., the average treatment effect, rather than the levels shown in the main manuscript.

Table D1 also presents the average treatment effects (ATE) as well as their confidence intervals. The ATE is of special interest because it tells us that we can achieve this effect by simply sending a leaflet with correct information to Danish citizens, i.e., it is an intent-to-treat effect. As such, the ATE does not reflect the actual effect of reading the information laid out in the leaflet.

As mentioned in the article, 46 percent of participants said that they had received a leaflet from Trygfonden. If this reflects that 46 percent of participants have read the information laid out in the leaflet, we can tentatively estimate the effect of reading the leaflet among the people who read the leaflet, i.e., the treatment effect on the treated (TOT), by assuming that the ATE is concentrated on the proportion of participants who said they received the leaflet. Following Gerber and Green (2012, Chapter 5) we can calculate this quantity as $TOT = ATE / .46$. We present the result of these calculations in Table D1, so that the readers might get an idea of the sizes of these effects. It is important to note, however, that these TOT estimates could be inflated, because participants might have read the leaflet but simply forgotten that they had done so, when answering the second survey. Potentially, our estimate of the TOT effects could also be too small, if some voters report receiving a leaflet without actually having read it.

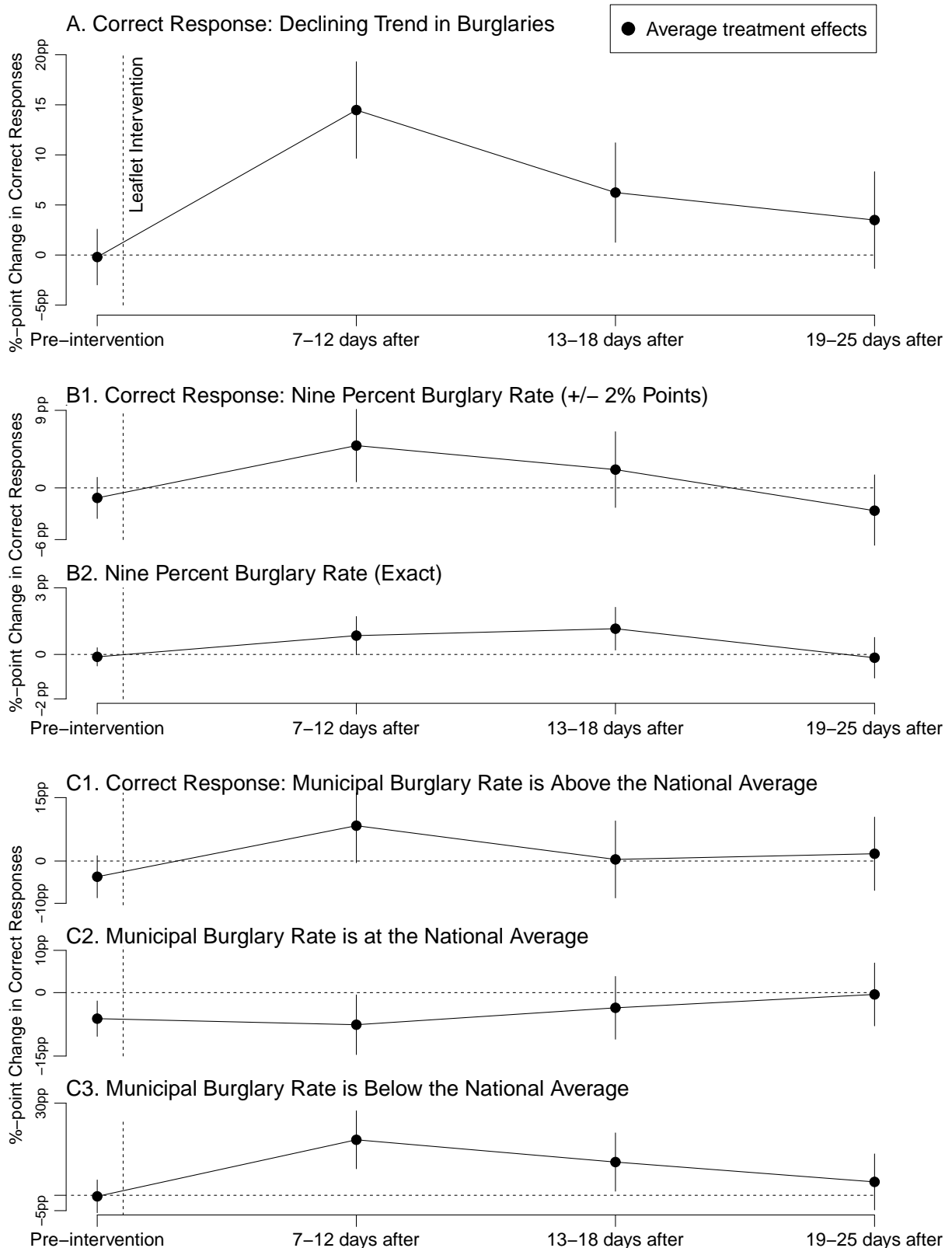


Figure D1: Dots represent the average treatment effect of receiving a leaflet with statistical information on the percentage of correct responses across time for each of the three dependent variables. Panels A, B1, and B2 each rely on the full sample (n=4,895). In panel C1-C3 results are divided based on whether participants live in a municipality with an above average (n=1,408), average (n=2,211) or below average (n=1,276) burglary rate.

Table D1: Average Treatment Effects and Treatment effects on the Treated (TOT)

	Trend		Level (+/-2pp)		Level (exact)		Relative (above)		Relative (average)		Relative (below)	
	ATE	TOT	ATE	TOT	ATE	TOT	ATE	TOT	ATE	TOT	ATE	TOT
Pre	-0.2	-0.4	-1.2	-2.5	-0.1	-0.2	-3.7	-8.1	-6.2	-13.4	-0.4	-0.8
	[-3 ; 2.6]		[-3.6 ; 1.2]		[-0.5 ; 0.3]		[-8.7 ; 1.3]		[-2 ; -10.4]		[-5.7 ; 4.9]	
7-12 days	14.5	31.5	4.9	10.7	0.8	1.8	8.4	18.2	-7.6	-16.5	18.1	39.3
	[9.7 ; 19.3]		[0.7 ; 9.1]		[-0.1 ; 1.7]		[-0.4 ; 17.2]		[-14.7 ; -0.5]		[8.7 ; 27.5]	
13-18 days	6.2	13.6	2.1	4.6	1.2	2.2	0.4	0.8	-3.6	-7.8	10.8	23.5
	[1.2 ; 11.2]		[-2.3 ; 6.5]		[0.2 ; 2.2]		[-8.7 ; 9.5]		[-11 ; 3.8]		[1.3 ; 20.3]	
19-25 days	3.5	7.6	-2.6	-5.7	-0.1	-0.3	1.7	3.7	-0.4	-0.9	4.4	9.5
	[-1.3 ; 8.3]		[-6.8 ; 1.5]		[-1 ; 0.8]		[-7 ; 10.4]		[-7.8 ; 7]		[-4.7 ; 13.5]	

ATE is percentage point difference in correct responses between the treatment and the control group. 95% confidence intervals. TOT effects calculated by dividing the ATE by the overall observed compliance rate (0.46).

E Recreating the results using logistic regression models

Tables F1, F2, F3 and F4 present estimates from a set of logistic regression models with answering correctly as a function of whether the participants were sent a leaflet with statistical information. Each model includes a number of controls: age, gender, educational attainment, income as well as place of residence (i.e., which region you live in). Each table covers one of the four time periods examined (before the intervention, 7-12 days after, 13–18 days after, 19–25 days after). The results laid out in these tables line up with the results presented in the article. The statistical information makes it more likely that participants give a correct answer, this is the case across dependent variables, and the largest effect is for the trend variable.

Table E1: Pre-intervention: Controlling for pre-treatment variables (Logistic regression)

	Trend (1)	Level: +/-2 (2)	Level: Exact (3)	Above avg. (4)	Avg. (5)	Below avg. (6)
Statistics leaflet	0.005 (0.06)	-0.06 (0.07)	-0.22 (0.41)	-0.02 (0.12)	-0.25** (0.09)	-0.17 (0.12)
Female	-0.38** (0.07)	-0.01 (0.08)	0.13 (0.45)	-0.25 (0.13)	0.27** (0.10)	0.05 (0.13)
Age (years)	0.01** (0.004)	0.01 (0.004)	0.01 (0.02)	0.01 (0.01)	-0.01 (0.01)	-0.01 (0.01)
Vocational training (ref: high school)	0.21 (0.14)	0.12 (0.17)	0.75 (1.06)	0.26 (0.26)	-0.03 (0.20)	0.35 (0.37)
-Short-cycle tertiary	0.30 (0.16)	-0.001 (0.18)	0.78 (1.13)	0.18 (0.31)	-0.18 (0.22)	0.49 (0.39)
-Medium-cycle tertiary	0.47** (0.14)	0.20 (0.16)	0.34 (1.08)	0.60* (0.26)	-0.05 (0.20)	0.69 (0.36)
-Long-cycle tertiary	0.43** (0.15)	0.22 (0.18)	0.23 (1.21)	0.46 (0.29)	-0.17 (0.22)	0.93* (0.38)
-Other	0.52* (0.21)	0.14 (0.24)	-15.67 (2,194.30)	0.55 (0.42)	-0.22 (0.30)	0.64 (0.48)
Income: 150K-249K (ref: <150K)	0.20 (0.14)	0.16 (0.17)	0.33 (0.81)	-0.16 (0.27)	-0.18 (0.20)	-0.15 (0.32)
-250K-349K	0.16 (0.14)	0.19 (0.16)	0.03 (0.84)	-0.03 (0.26)	-0.04 (0.20)	-0.30 (0.31)
-350K-499K	0.20 (0.14)	0.25 (0.16)	0.23 (0.83)	0.03 (0.27)	-0.28 (0.20)	-0.38 (0.31)
-500K-599K	0.39* (0.16)	0.14 (0.19)	-16.26 (1,437.43)	0.36 (0.33)	-0.31 (0.23)	-0.24 (0.34)
-600K-699K	0.12 (0.20)	0.09 (0.23)	0.19 (1.29)	-0.02 (0.40)	-0.36 (0.29)	-0.15 (0.40)
-700K-799K	-0.16 (0.22)	0.04 (0.25)	0.42 (1.29)	0.11 (0.44)	-0.22 (0.31)	0.89* (0.43)
-800K-	0.18 (0.19)	0.04 (0.22)	-0.08 (1.31)	-0.03 (0.38)	-0.37 (0.29)	-0.25 (0.37)
-Do not want to report	-0.09 (0.15)	0.004 (0.17)	-16.34 (1,095.15)	-0.14 (0.29)	-0.32 (0.21)	-0.27 (0.32)
Region: M. Jutland (ref: N. Jutland)	0.38** (0.12)	0.13 (0.13)	0.03 (0.60)	0.86** (0.24)	0.15 (0.15)	-0.80 (0.49)
-Southern Denmark	0.23* (0.11)	0.04 (0.13)	-0.68 (0.65)	0.56* (0.26)	0.20 (0.13)	-0.07 (0.47)
-Zealand	0.41** (0.12)	0.08 (0.14)	-1.35 (0.87)	0.01 (0.27)	0.22 (0.15)	-0.81 (0.48)
-Capital	0.17 (0.12)	0.06 (0.13)	-0.83 (0.72)	0.59* (0.26)	0.50* (0.21)	0.59 (0.45)
Intercept	-1.75** (0.31)	-1.90** (0.36)	-5.76** (2.14)	-1.88** (0.63)	0.83 (0.44)	-0.73 (0.76)
N	4,895	4,895	4,895	1,276	2,211	1,408
Log Likelihood	-3,254.63	-2,650.62	-150.49	-812.25	-1,506.27	-834.05
Akaike Inf. Crit.	6,551.27	5,343.24	342.99	1,666.50	3,054.54	1,710.10

Notes:

Logit coefficients with standard errors. *p<.05; **p<.01

Table E2: Days 7-12: Controlling for pre-treatment variables (Logistic regression)

	Trend (1)	Level: +/-2 (2)	Level: Exact (3)	Above avg. (4)	Avg. (5)	Below avg. (6)
Statistics leaflet	0.63** (0.10)	0.28* (0.12)	1.26* (0.62)	0.93** (0.23)	-0.33* (0.15)	0.39 (0.21)
Female	-0.51** (0.11)	-0.09 (0.13)	0.11 (0.64)	-0.67** (0.25)	0.20 (0.17)	0.35 (0.24)
Age (years)	0.02** (0.01)	0.004 (0.01)	-0.002 (0.03)	0.01 (0.01)	-0.001 (0.01)	-0.001 (0.01)
Vocational training (ref: high school)	0.31 (0.24)	-0.24 (0.27)	-0.69 (1.21)	0.23 (0.48)	0.09 (0.33)	-0.15 (0.75)
-Short-cycle tertiary	0.46 (0.26)	-0.01 (0.30)	-18.00 (2,859.85)	0.20 (0.55)	0.06 (0.36)	0.48 (0.79)
-Medium-cycle tertiary	0.67** (0.24)	0.17 (0.26)	-0.98 (1.22)	1.05* (0.47)	0.22 (0.32)	0.57 (0.74)
-Long-cycle tertiary	0.56* (0.26)	0.32 (0.29)	0.12 (1.25)	0.80 (0.52)	0.28 (0.36)	0.28 (0.77)
-Other	0.85* (0.35)	-0.14 (0.41)	0.91 (1.53)	1.45* (0.74)	0.08 (0.48)	0.51 (0.89)
Income: 150K-249K (ref: <150K)	0.04 (0.24)	-0.29 (0.27)	-17.77 (2,732.93)	-0.33 (0.49)	-0.29 (0.35)	-0.58 (0.56)
-250K-349K	-0.01 (0.23)	-0.10 (0.26)	0.02 (1.19)	0.05 (0.46)	-0.16 (0.34)	-0.02 (0.50)
-350K-499K	0.19 (0.23)	-0.05 (0.26)	0.79 (1.13)	0.52 (0.46)	-0.08 (0.35)	-0.52 (0.50)
-500K-599K	0.16 (0.26)	-0.52 (0.31)	-18.08 (3,530.94)	-0.66 (0.57)	-0.60 (0.39)	-0.06 (0.56)
-600K-699K	-0.09 (0.33)	-0.06 (0.36)	-18.01 (5,568.58)	-1.54 (0.90)	-0.13 (0.49)	-0.29 (0.66)
-700K-799K	0.26 (0.40)	0.15 (0.41)	-18.25 (7,101.14)	-0.45 (0.77)	-0.22 (0.59)	0.60 (0.78)
-800K-	0.46 (0.34)	-0.37 (0.38)	-18.22 (5,381.58)	-0.44 (0.70)	0.27 (0.54)	0.21 (0.63)
-Do not want to report	-0.20 (0.24)	-0.44 (0.28)	-18.11 (2,783.74)	-0.07 (0.49)	-0.31 (0.36)	-0.36 (0.52)
Region: M. Jutland (ref: N. Jutland)	0.37 (0.20)	-0.01 (0.22)	18.37 (3,290.06)	1.27* (0.61)	0.28 (0.25)	-2.14** (0.72)
-Southern Denmark	0.34 (0.19)	-0.19 (0.21)	16.11 (3,290.06)	0.80 (0.64)	0.49* (0.22)	-0.83 (0.64)
-Zealand	0.27 (0.21)	-0.18 (0.23)	17.43 (3,290.06)	0.51 (0.64)	0.41 (0.25)	-1.50* (0.66)
-Capital	0.01 (0.20)	-0.25 (0.22)	17.74 (3,290.06)	0.81 (0.65)	0.82* (0.36)	-0.13 (0.59)
Intercept	-1.88** (0.53)	-1.17* (0.59)	-22.15 (3,290.06)	-3.07* (1.26)	-0.05 (0.75)	-0.35 (1.21)
<i>N</i>	1,652	1,652	1,652	405	769	478
Log Likelihood	-1,092.52	-912.02	-56.02	-238.05	-519.75	-276.71
Akaike Inf. Crit.	2,227.03	1,866.04	154.05	518.11	1,081.49	595.43

Notes:

Logit coefficients with standard errors. *p<.05; **p<.01

Table E3: Days 13-18: Controlling for pre-treatment variables (Logistic regression)

	Trend (1)	Level: +/-2 (2)	Level: Exact (3)	Above avg. (4)	Avg. (5)	Below avg. (6)
Statistics leaflet	0.25* (0.10)	0.10 (0.12)	1.21* (0.59)	0.38 (0.21)	-0.14 (0.15)	0.13 (0.21)
Female	-0.58** (0.12)	-0.17 (0.13)	-0.63 (0.69)	-0.65** (0.24)	0.26 (0.17)	0.17 (0.24)
Age (years)	0.01* (0.01)	0.001 (0.01)	0.005 (0.03)	-0.02 (0.01)	0.01 (0.01)	-0.01 (0.01)
Vocational training (ref: high school)	0.16 (0.25)	-0.11 (0.28)	-0.38 (1.18)	0.32 (0.47)	-0.07 (0.37)	1.02 (0.62)
-Short-cycle tertiary	0.38 (0.28)	-0.09 (0.31)	-0.40 (1.46)	1.08* (0.55)	0.16 (0.42)	1.19 (0.66)
-Medium-cycle tertiary	0.59* (0.25)	-0.02 (0.27)	-0.20 (1.14)	0.43 (0.47)	-0.02 (0.37)	1.16 (0.61)
-Long-cycle tertiary	0.54* (0.27)	0.20 (0.30)	1.08 (1.15)	0.17 (0.53)	-0.05 (0.41)	1.44* (0.65)
-Other	0.34 (0.39)	-0.34 (0.46)	-16.59 (3,908.88)	0.25 (0.76)	0.44 (0.56)	-0.48 (1.22)
Income: 150K-249K (ref: <150K)	-0.06 (0.24)	-0.11 (0.27)	-0.57 (1.27)	0.01 (0.42)	0.05 (0.35)	-0.44 (0.58)
-250K-349K	0.01 (0.23)	-0.12 (0.26)	0.14 (1.16)	0.13 (0.40)	0.12 (0.34)	-0.58 (0.57)
-350K-499K	0.10 (0.23)	0.14 (0.26)	-0.14 (1.16)	0.22 (0.42)	-0.20 (0.33)	-1.02 (0.57)
-500K-599K	-0.01 (0.29)	-0.16 (0.32)	-17.39 (2,601.66)	0.13 (0.56)	-0.29 (0.43)	-1.00 (0.65)
-600K-699K	-0.27 (0.33)	-0.30 (0.38)	-17.65 (3,341.14)	0.19 (0.63)	-0.25 (0.52)	-0.23 (0.70)
-700K-799K	-0.24 (0.36)	-0.06 (0.40)	-17.76 (3,755.75)	0.99 (0.75)	-0.11 (0.51)	0.29 (0.79)
-800K-	-0.07 (0.32)	-0.28 (0.36)	-17.82 (2,968.60)	-0.11 (0.59)	-0.02 (0.51)	-0.65 (0.67)
-Do not want to report	-0.35 (0.25)	-0.24 (0.28)	-0.72 (1.31)	-0.32 (0.45)	0.07 (0.36)	-0.84 (0.59)
Region: M. Jutland (ref: N. Jutland)	-0.03 (0.19)	0.18 (0.23)	15.49 (2,095.53)	0.71 (0.37)	-0.11 (0.25)	0.65 (1.16)
-Southern Denmark	0.001 (0.19)	0.35 (0.23)	17.31 (2,095.53)	0.14 (0.40)	0.40 (0.23)	1.07 (1.15)
-Zealand	0.01 (0.20)	0.59* (0.23)	16.36 (2,095.53)	-0.24 (0.40)	0.35 (0.26)	0.62 (1.14)
-Capital	0.10 (0.19)	0.48* (0.23)	17.06 (2,095.53)	0.21 (0.40)	1.02* (0.44)	1.39 (1.11)
Intercept	-1.13* (0.53)	-1.35* (0.59)	-21.76 (2,095.53)	0.08 (1.04)	-0.75 (0.78)	-1.82 (1.57)
<i>N</i>	1,579	1,579	1,579	425	714	440
Log Likelihood	-1,062.51	-902.41	-70.51	-273.77	-483.23	-274.92
Akaike Inf. Crit.	2,167.02	1,846.81	183.02	589.54	1,008.46	591.83

Notes:

Logit coefficients with standard errors. *p<.05; **p<.01

Table E4: Days 19-25: Controlling for pre-treatment variables (Logistic regression)

	Trend (1)	Level: +/-2 (2)	Level: Exact (3)	Above avg. (4)	Avg. (5)	Below avg. (6)
Statistics leaflet	0.17 (0.10)	-0.14 (0.12)	-0.22 (0.54)	0.19 (0.20)	-0.04 (0.16)	0.11 (0.20)
Female	-0.30** (0.11)	-0.06 (0.13)	-0.30 (0.63)	-0.23 (0.23)	0.29 (0.17)	0.17 (0.23)
Age (years)	0.01* (0.01)	0.01 (0.01)	0.004 (0.03)	0.01 (0.01)	-0.02 (0.01)	-0.002 (0.01)
Vocational training (ref: high school)	0.20 (0.24)	-0.07 (0.28)	17.34 (2,848.03)	0.02 (0.42)	-0.04 (0.37)	1.09 (0.68)
-Short-cycle tertiary	0.17 (0.26)	0.05 (0.30)	0.23 (3,495.76)	0.08 (0.48)	0.24 (0.39)	0.81 (0.72)
-Medium-cycle tertiary	0.33 (0.23)	0.01 (0.27)	16.95 (2,848.03)	0.01 (0.42)	-0.08 (0.35)	1.08 (0.66)
-Long-cycle tertiary	0.43 (0.25)	0.19 (0.29)	17.87 (2,848.03)	0.14 (0.47)	0.13 (0.39)	1.73* (0.68)
-Other	-0.14 (0.35)	0.07 (0.40)	0.58 (4,632.43)	-0.78 (0.77)	-0.17 (0.55)	0.89 (0.81)
Income: 150K-249K (ref: <150K)	0.21 (0.25)	0.07 (0.30)	-1.42 (1.03)	0.02 (0.60)	-0.34 (0.35)	0.11 (0.60)
-250K-349K	0.42 (0.25)	0.35 (0.30)	-1.57 (1.04)	0.30 (0.61)	0.06 (0.34)	0.16 (0.58)
-350K-499K	0.24 (0.25)	0.16 (0.30)	-1.06 (0.94)	0.20 (0.62)	-0.07 (0.34)	0.70 (0.57)
-500K-599K	0.60* (0.29)	0.58 (0.34)	-0.76 (1.11)	0.27 (0.71)	-0.34 (0.41)	0.71 (0.63)
-600K-699K	-0.24 (0.36)	0.53 (0.40)	-18.18 (3,592.92)	0.62 (0.80)	-0.74 (0.52)	0.84 (0.75)
-700K-799K	0.28 (0.37)	0.31 (0.42)	-18.14 (3,846.61)	-0.23 (0.91)	0.48 (0.55)	1.05 (0.74)
-800K-	0.62 (0.33)	0.45 (0.38)	-18.21 (3,069.87)	-0.49 (0.81)	-0.74 (0.50)	0.26 (0.67)
-Do not want to report	0.13 (0.26)	0.01 (0.32)	-0.64 (0.99)	0.40 (0.64)	-0.32 (0.37)	0.29 (0.60)
Region: M. Jutland (ref: N. Jutland)	0.39 (0.21)	-0.01 (0.23)	0.59 (1.12)	0.38 (0.40)	0.37 (0.30)	0.33 (1.25)
-Southern Denmark	0.34 (0.21)	-0.18 (0.23)	0.40 (1.10)	0.78 (0.42)	0.57* (0.26)	0.74 (1.25)
-Zealand	0.33 (0.22)	-0.30 (0.24)	-0.89 (1.43)	0.40 (0.44)	0.88** (0.29)	1.12 (1.23)
-Capital	-0.01 (0.21)	-0.30 (0.23)	-0.54 (1.25)	0.56 (0.43)	0.45 (0.37)	1.81 (1.21)
Intercept	-1.71** (0.54)	-1.79** (0.63)	-20.81 (2,848.03)	-1.62 (1.11)	0.70 (0.81)	-3.40* (1.68)
<i>N</i>	1,664	1,664	1,664	446	728	490
Log Likelihood	-1,124.58	-913.73	-75.27	-290.75	-489.67	-292.82
Akaike Inf. Crit.	2,291.16	1,869.46	192.53	623.50	1,021.35	627.64

Notes:

Logit coefficients with standard errors. *p<.05; **p<.01

F Placebo and individual leaflet effects for trend outcome

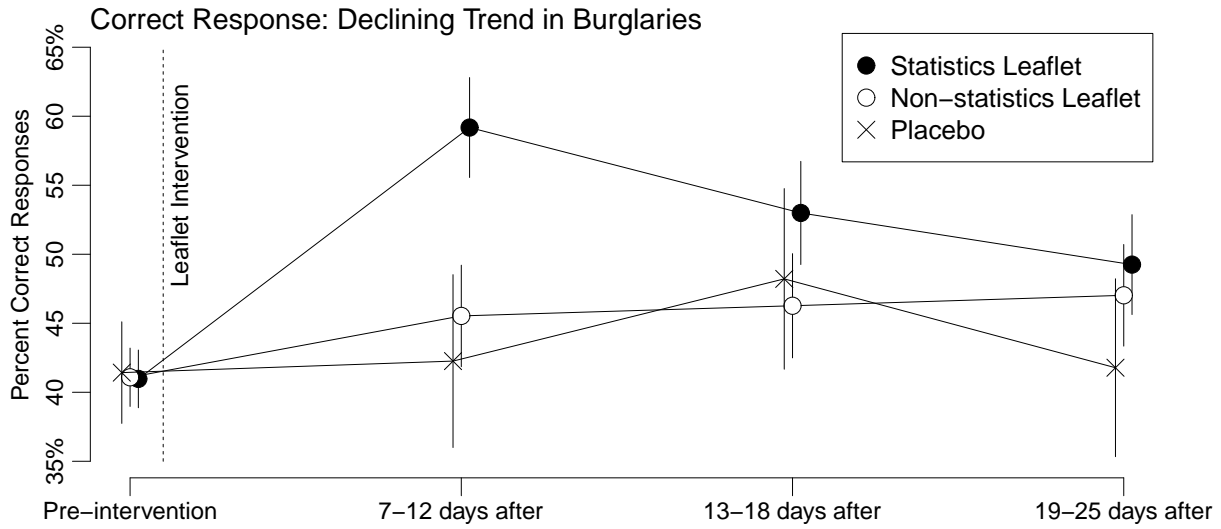


Figure F1: Correct response for the trend question with separate estimates for the placebo group. N=4,895.

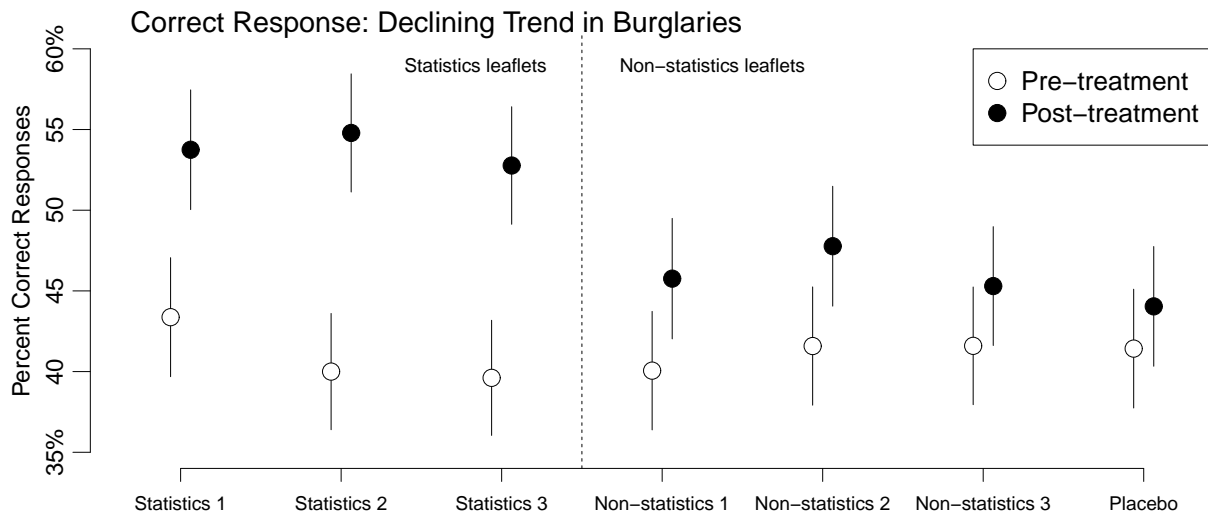


Figure F2: Average correct response for the trend question for each of the seven leaflets described in Appendix A. N=4,895.

G Treatment effects by interest in local affairs

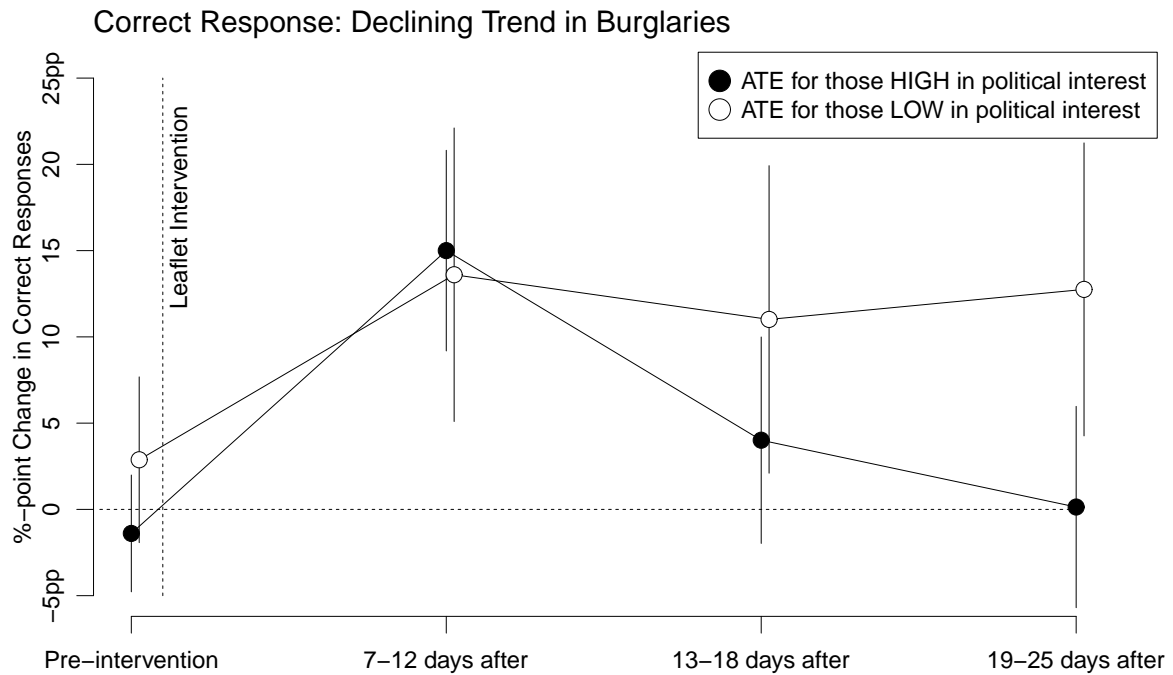


Figure G1: HIGH political interest includes participants indicating that they are “very interested in local politics” (n=1,032) or “quite interested in local politics” (n=2,344). Total n=3,376. LOW political interest includes participants indicating “a little interested in local politics” (n=1,261), “not at all interested in local politics” (n=219), or “don’t know” (n=39). Total n=1,519.

Table G1: Declining Trend in Burglaries (Interaction with Level of Political Interest)

	Pre intervention	After 7 to 12 days	After 13 to 18 days	After 19 to 25 days
	(1)	(2)	(3)	(4)
Statistics leaflet	2.88 (2.53)	13.60** (4.35)	11.01* (4.57)	12.75** (4.42)
High political interest	11.72** (2.02)	10.49** (3.46)	7.11* (3.58)	16.40** (3.62)
Interaction	-4.27 (3.05)	1.40 (5.26)	-7.00 (5.49)	-12.61* (5.31)
Intercept	33.02** (1.69)	37.50** (2.86)	41.90** (2.96)	33.97** (3.07)
<i>N</i>	4,895	1,652	1,579	1,664
R ²	0.01	0.03	0.01	0.01
Adjusted R ²	0.01	0.03	0.004	0.01
Residual Std. Error	49.00 (df = 4891)	49.26 (df = 1648)	49.90 (df = 1575)	49.64 (df = 1660)
F Statistic	14.73** (df = 3; 4891)	17.72** (df = 3; 1648)	3.33* (df = 3; 1575)	7.85** (df = 3; 1660)

Notes:

OLS coefficients with standard errors. *p<.05; **p<.01

References

Gerber, A. S. and Green, D. P. (2012). *Field experiments: Design, analysis, and interpretation*.
WW Norton.