

Supplementary Information

Taking the Cloth: Social norms and elite cues increase support for masks among white Evangelical Americans

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A Pre-Analysis Plan

This study was pre-registered prior to data collection. A copy of the pre-analysis plan is available through the [EGAP Registry](https://doi.org/10.17605/OSF.IO/MBXY9) at <https://doi.org/10.17605/OSF.IO/MBXY9>.

B Survey

B.1 Survey Information

This paper describes a survey experiment conducted on a quota sample of white Evangelical Christians living in the United States during the early phase of the Coronavirus pandemic. The survey was enumerated between 21 July 2020 and 27 July 2020. This study was evaluated by the Institutional Review Board at the University of California San Diego and certified as exempt from further review (project number 201251XX).

The subject pool was obtained through the Lucid Marketplace. The Lucid Marketplace relies on many different suppliers with a diverse set of recruiting and sampling methodologies. Some do not incentivize, some provide loyalty points, and some provide cash payments. For more information, see [Lucid’s sample sourcing FAQs](#).

In total, 7,633 individuals were recruited by Lucid to participate, of which 7,448 provided consent and initiated the survey, yielding an overall response rate of 97.57% (see Section B.2 for consent script). Respondents were then screened on race, religious affiliation, and citizenship. 1,780 respondents met the inclusion criteria (white, Evangelical Christian, U.S. citizen). The item response rate was generally quite high, ranging from 98% to 100%. Respondents completed the survey online on their own personal devices. Surveys took on average 9.51 minutes to complete.

The survey was designed to test the following hypotheses:

1. White Evangelicals are more likely to support wearing face masks in public when they receive an in-group elite endorsement of wearing face masks in public.
2. White Evangelicals are more likely to support wearing face masks in public when they receive information that a majority of their peers wear face masks in public.

Our pre-analysis plan outlines a set of secondary hypotheses pertaining to specific theoretical mechanisms, including religiosity and religious motivations. Tests of these hypotheses are reported in this Supplementary Information document.

The survey begins by collecting a battery of pre-treatment covariates, detailed in Table C2. Individual respondents were then randomized into a control condition and two treatment conditions using a simple random assignment algorithm built into the Lucid platform (see Section B.3). Respondents were then exposed to short vignette containing information on how the Coronavirus spreads, as well as the U.S. government’s recommendations on mask wearing. The experimental “norms” condition vignette contained additional information on the percentage of white Evangelicals who reported wearing masks at the time. The experimental “endorsement” vignette included a quote from the Evangelical leader Franklin Graham endorsing mask wearing. Importantly, all information provided to the respondents in each vignette was factual; no deception was used in this study.

After being exposed to the vignette, respondents are asked to rate, on a scale from 1 to 10, how important they think mask wearing is to combat the spread of COVID-19 (our primary outcome variable). They are then asked the extent to which they agree with the efficacy of a set of four COVID-19 mitigation measures (hand washing, social and physical distancing, mask wearing, and prayer). Finally, respondents are asked how willing (on a scale from 1 to 10) they were to sign a petition endorsing mask-wearing in public. If the respondent answered 5 or higher, they were presented with a link to a [Change.org](#) petition endorsing mask wearing in public. Respondents were given the opportunity to click this link and sign the petition, which is a decision we were able to track. The language used for each of these questions is reported Section B.2.

We estimate average treatment effects using a pre-registered OLS specification that regresses our outcome variables on assignment to treatment and a vector of pre-treatment controls. These results are reported in the main manuscript. Additional results and tests of secondary hypotheses are reported in this Supplementary Information document.

B.2 Survey Instrument

1. You are being invited to participate in a research study titled “Attitudes toward COVID19” This study is being done by Claire Adida from the University of California San Diego (UCSD). You were randomly selected to participate in this study through the Lucid Marketplace.

The purpose of this research study is to better understand people’s attitudes toward COVID19. If you agree to take part in this study, you will be asked to complete an online survey. This survey will ask about your attitudes toward the virus and it will take you approximately 15 minutes to complete.

There is no direct benefit to you from this research. The investigator(s), however, may learn more about people’s response to the pandemic and efforts to contain it.

There are minimal risks associated with this research study. At no point will researchers know your identity. Therefore, while there may be a loss of confidentiality if Lucid experiences a security breach, your answers in this survey cannot be linked to your identity. Research records will be kept confidential to the extent allowed by law and may be reviewed by the UCSD Institutional Review Board.

Your participation in this study is completely voluntary and you can withdraw at any time by simply exiting the survey. Choosing not to participate or withdrawing will result in no penalty or loss of benefits to which you are entitled. You are free to skip any question that you choose.

If you have questions about this project or if you have a research-related problem, you may contact the researcher, Claire Adida, at cadida.ucsd.edu. If you have any questions concerning your rights as a research subject, you may contact the UCSD Human Research Protections Program Office at 858-246-HRPP (858-246-4777). By clicking “You agree” below you are indicating that you are at least 18 years old, have read this consent form, and agree to participate in this research study. Please print a copy of this page for your records.

- (a) You agree
 - (b) You do not agree
2. Are you of Hispanic, Latino, or Spanish origins?
 - (a) Yes
 - (b) No
 3. What race do you associate yourself with?
 - (a) White
 - (b) African American
 - (c) Asian
 - (d) American India
 - (e) Alaska Native
 - (f) Native Hawaiian
 - (g) Pacific Islander
 - (h) Other (please specify)
 4. What if your present religion, if any?
 - (a) Protestant
 - (b) Roman Catholic
 - (c) Mormon
 - (d) Orthodox, such as Greek or Russian Orthodox
 - (e) Jewish
 - (f) Muslim

- (g) Buddhist
 - (h) Hindu
 - (i) Atheist
 - (j) Agnostic
 - (k) Something else
 - (l) Nothing in particular
5. Would you describe yourself as an Evangelic Christian, or not?
- (a) Evangelical Christian
 - (b) Not Evangelical Christian
6. Are you a U.S. Citizen?
- (a) Yes
 - (b) No
7. What is your gender?
- (a) Male
 - (b) Female
 - (c) Non-binary
 - (d) Other (please specify)
8. What is your year of birth?
9. What is your state of birth?
10. [If state of birth = "I was not born in the U.S."] What is your country of birth?
11. What is the highest grade or level of school that you have completed?
- (a) 8th grade or less
 - (b) High school, but no diploma
 - (c) High school diploma or equivalent (GED)
 - (d) Vocational diploma after high school
 - (e) Some college, but no degree
 - (f) Associate's degree (AA, AS)
 - (g) Bachelor's degree (BA, BS)
 - (h) Some graduate or professional education, but no degree
 - (i) Master's degree (MA, MS)
 - (j) Doctorate degree (PhD, EdD)
 - (k) Professional degree beyond bachelor's degree (MD, DDS, JD, LLB)
12. In general, would you describe yourself as a:
- (a) Strong Democrat
 - (b) Democrat
 - (c) Lean Democrat
 - (d) Independent
 - (e) Lean Republican

- (f) Republican
 - (g) Strong Republican
13. How frequently do you seek out news and information on current affairs?
- (a) Less than once a month
 - (b) A few times a month
 - (c) A few times a week
 - (d) Once a day
 - (e) More than once a day
14. How frequently do you seek out news on the ongoing COVID-19 / Coronavirus situation?
- (a) I do not follow this situation at all
 - (b) rarely
 - (c) Sometimes
 - (d) Often
 - (e) All the time
15. What is your primary source of news on current affairs?
- (a) I don't consume news / current affairs
 - (b) Television
 - (c) Newspapers or magazines
 - (d) Social media such as Facebook, Twitter, Youtube, Instagram, etc.
 - (e) Internet news websites such as CNN, BBC, Fox News, etc.
 - (f) Discussion boards and social news aggregators, such as Reddit or 4chan
 - (g) Podcasts
 - (h) Friends or family
 - (i) Community leader
 - (j) Religious leader
16. What is your primary source of news on COVID-19 / Coronavirus?
- (a) I don't consume news / current affairs
 - (b) Television
 - (c) Newspapers or magazines
 - (d) Social media such as Facebook, Twitter, Youtube, Instagram, etc.
 - (e) Internet news websites such as CNN, BBC, Fox News, etc.
 - (f) Discussion boards and social news aggregators, such as Reddit or 4chan
 - (g) Podcasts
 - (h) Friends or family
 - (i) Community leader
 - (j) Religious leader
17. Would you say that the Coronavirus outbreak is a major threat, a minor threat, or not a threat to your personal health?
- (a) A major threat

- (b) A minor threat
 - (c) Not a threat
18. Have you personally been tested for COVID-19?
- (a) Yes
 - (b) No
19. Have any of your family, friends, or acquaintances been tested for or diagnosed with COVID-19?
- (a) Yes
 - (b) No
20. To what extent do you agree with the following statements?
- I go to church regularly.*
- Spiritual values are more important than material things.*
- If Americans were more religious, this would be a better country.*
- (a) Strongly disagree
 - (b) Disagree
 - (c) Somewhat disagree
 - (d) Somewhat agree
 - (e) Agree
 - (f) Strongly Agree
21. Please evaluate your own feels of religiousness: are you
- (a) Very religious
 - (b) Moderately religious
 - (c) Slightly religious
 - (d) Not at all religious
 - (e) Anti-religious
22. To what extent do you agree or disagree with the following statements?
- What religion offers me most is comfort in times of trouble and sorrow.*
- My whole approach to life is based on my religion.*
- I go to church mainly because I enjoy seeing people I know there.*
- (a) Strongly disagree
 - (b) Disagree
 - (c) Neither agree or disagree
 - (d) Agree
 - (e) Strongly agree
23. Please rank the statements below, by dragging and dropping them, from the statement you most agree with (at the top) to the statement you least agree with (at the bottom).
- (a) My church is important to me because it helps in in times of personal or financial need.
 - (b) My church is important to me because following the advice of my church is the right thing to do.
 - (c) My church is important to me because that is where I find my family, close friends, and / or business partners.

- (d) My church is important to me because it makes it easier for me to reach decisions about complicated things.
 - (e) My church is important to me because I was born into it and / or brought up that way.
 - (f) My church is important to me because I identify as an Evangelical Christian
24. [Control Condition] Did you know?
- COVID-19 mainly spreads through droplets exhaled by infected individuals when they talk, cough, or sneeze.
- If a healthy individual inhales these droplets, they can easily become infected with COVID-19.
- To prevent the spread of COVID-19, the U.S. government recommends that all people over the age of two wear masks to cover their mouths and noses in public places.
- (a) I already knew this
 - (b) I did not already know this
 - (c) I do not believe this
25. [Endorsement Condition] Did you know?
- COVID-19 mainly spreads through droplets exhaled by infected individuals when they talk, cough, or sneeze.
- If a healthy individual inhales these droplets, they can easily become infected with COVID-19.
- To prevent the spread of COVID-19, the U.S. government recommends that all people over the age of two wear masks to cover their mouths and noses in public places.
- In a recent interview, the Evangelical leader Franklin Graham agreed: “‘We want to be careful,’ Graham said, ‘and we want to protect other people. And I think the social distancing is going to help. I think people wearing masks is a huge help.’”
- (a) I already knew this
 - (b) I did not already know this
 - (c) I do not believe this
26. [Norms Condition] Did you know?
- COVID-19 mainly spreads through droplets exhaled by infected individuals when they talk, cough, or sneeze.
- If a healthy individual inhales these droplets, they can easily become infected with COVID-19.
- To prevent the spread of COVID-19, the U.S. government recommends that all people over the age of two wear masks to cover their mouths and noses in public places.
- Today, close to 80% of White Evangelicals wear masks in public.
- (a) I already knew this
 - (b) I did not already know this
 - (c) I do not believe this
27. On a scale of 1 to 10, where 1 means “not at all important” and 10 means “absolutely important,” how important do you think wearing masks in public is for combatting the spread of COVID-19 / Coronavirus?
28. Please tell us the extent to which you agree with the below statements:
- Washing hands is an effective way to prevent the spread of COVID-19 / Coronavirus.*
 - Social and physical distancing is an effective way to prevent the spread of COVID-19 / Coronavirus.*
 - Wearing a mask is an effective way to prevent the spread of COVID-19 / Coronavirus.*
 - Prayer is an effective way to prevent the spread of COVID-19 / Coronavirus.*

- (a) Strongly disagree
 - (b) Disagree
 - (c) Neither agree or disagree
 - (d) Agree
 - (e) Strongly agree
29. On a scale of 1 to 10, where 1 means “not at all” and 10 means “absolutely,” how willing are you to sign a petition endorsing mask-wearing in public?
30. In the previous question, you answered a 5 or above: if interested, here is a link to a Change.org petition endorsing mask-wearing in public. If you click on the link below, make sure you come back to this page afterward to complete the survey.

<https://www.change.org/p/government-wearing-face-masks-in-public-should-be-made-mandatory-by-the-government-to-prevent-covid-19>

B.3 Vignettes

Did you know?

Covid-19 mainly spreads through droplets exhaled by infected individuals when they talk, cough, or sneeze.

If a healthy individual inhales these droplets, they can easily become infected with Covid-19.

To prevent the spread of Covid-19, the US government recommends that all people over the age of two wear masks to cover their mouths and noses in public places.

I already knew this

I did not already know this

I do not believe this

Figure B1: Control Condition

Did you know?

Covid-19 mainly spreads through droplets exhaled by infected individuals when they talk, cough, or sneeze.

If a healthy individual inhales these droplets, they can easily become infected with Covid-19.

To prevent the spread of Covid-19, the US government recommends that all people over the age of two wear masks to cover their mouths and noses in public places.

In a recent interview, the Evangelical leader Franklin Graham agreed: "We want to be careful,' Graham said, 'and we want to protect other people. And I think the social distancing is going to help. I think people wearing masks is a huge help."

I already knew this

I did not already know this

I do not believe this

Figure B2: Endorsement Condition

Did you know?

Covid-19 mainly spreads through droplets exhaled by infected individuals when they talk, cough, or sneeze.

If a healthy individual inhales these droplets, they can easily become infected with Covid-19.

To prevent the spread of Covid-19, the US government recommends that all people over the age of two wear masks to cover their mouths and noses in public places.

Today, close to 80% of White Evangelicals wear masks in public.

I already knew this

I did not already know this

I do not believe this

Figure B3: Norms Condition

B.4 Change.org Petition

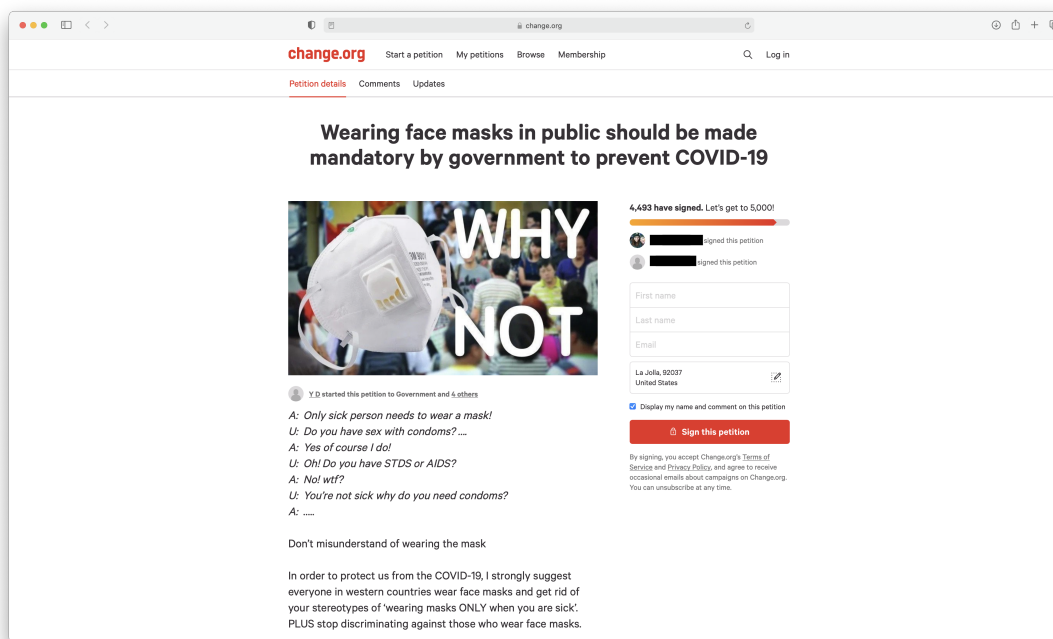


Figure B4: Change.org Petition

B.5 Variables and Descriptions

The replication dataset `working.rds` contains 1780 observations of 56 variables. These variables are labeled and described below:

- **Age:** "What is your year of birth?"
- **Follows News:** "How frequently do you seek out news and information on current affairs?" with options: Less than once a month; A few times a month; A few times a week; Once a day; More than once a day.
- **Follows Covid:** "How frequently do you seek out news and information on the ongoing COVID-19/coronavirus situation?" with options: I do not follow this situation at all; Rarely; Sometimes; Often; All the time.
- **Covid Threat:** "Would you say that the coronavirus outbreak is a major threat, a minor threat, or not a threat to your personal health?" with options: A major threat; A minor threat; Not a threat.
- **Gender:** "What is your gender?" with options: Male; Female; Non-binary; Other (open-ended).
- **Education:** "What is the highest grade or level of school that you have completed?" with options: 8th grade or less; High school but no diploma; High school diploma or equivalent (GED); Vocational diploma after high school; Some college but no degree; Associate's degree (AA, AS); Bachelor's degree (BA, BS); Some graduate or professional education but no degree; Master's degree (MA, MS); Doctorate degree (PhD, EdD); Professional degree beyond bachelor's degree (MD, DDS, JD, LLB).
- **Party ID:** "In general, would you describe yourself as a:" with options: Strong Democrat; Democrat; Lean Democrat; Independent; Lean Republican; Republican; Strong Republican.

Table B1: Variable Codebook

	VariableName	Description	Questionnaire Item (See Section B.2)
1	id	Respondent's unique ID	
2	lat	Approximate latitude; anonymized in public data	
3	lon	Approximate longitude; anonymized in public data	
4	consent	Respondent consent	1
5	ethnicity	Hispanic, Latino, or Spanish origins	2
6	race	Respondent's race	3
7	religion	Respondent's religion	4
8	citizen	Is respondent a US citizen	6
9	birthyear	Birthyear	8
10	birthstate	State of birth	9
11	citizenship	Country of birth if not US	10
12	treat	Treatment condition	
13	knew.control	Prior knowledge of control vignette	24
14	knew.endorse	Prior knowledge of endorsement vignette	25
15	knew.norms	Prior knowledge of norms vignette	26
16	therm	Mask wearing thermometer score	27
17	p1.wash	Policy outcome: hand washing	28
18	p2.dist	Policy outcome: distancing	28
19	p3.mask	Policy outcome: masking	28
20	p4.pray	Policy outcome: prayer	28
21	behave	Willingness to sign petition	29
22	clicked	Respondent clicked petition link	30
23	gender	Gender	7
24	male	Respondent is male	
25	age	Age in years	
26	age.group	Age group, 6 categories	
27	education	Respondent's education	11
28	edu	Respondent's education, 11 categories	
29	edu.simp	Respondent's education, 4 categories	
30	party	Respondent's party ID	12
31	party.id	Respondent's party ID, 7 categories	
32	party.3	Respondent's party ID, 3 categories	
33	party.s	Respondent's party ID	
34	party.f	Respondent's party ID	
35	news.follow	Follows news	13
36	covid.follow	Follows Covid	14
37	news.source	News source	15
38	covid.source	Covid news source	16
39	covid.threat	Respondent's threat assessment of Covid	17
40	covid.tested	Tested for Covid	18
41	covid.friends	Friends with Covid	19
42	rel1	Regularly attends church	20
43	rel2	Spiritual values	20
44	rel3	Americans should be more religious	20
45	rel.index	Religiosity index; sum of rel1, rel2, rel3	
46	religiosity	Religiosity (self-reported)	21
47	ei1	Religion offers comfort	22
48	ei2	Takes religious approach to life	22
49	ei3	Enjoys social aspects of church	22
50	ei.index	Extrinsic/intrinsic motivation index; sum of ei1, ei2, ei3	
51	c1	Insurance	23
52	c2	Morality	23
53	c3	Social capital	23
54	c4	Heuristics	23
55	c5	Tradition	23
56	c6	Social identity	23

- **News Source:** “What is your primary source of news on current affairs?” with options: I don’t consume news/current affairs; Television; Newspapers or news magazines; Social media such as Facebook, Twitter, Youtube, Instagram, etc...; Internet news websites such as CNN, BBC, Fox news, etc.; Discussion boards and social news aggregators such as Reddit or 4chan; Podcasts; Friends or family; Community leader; Religious leader.
- **Covid News Source:** “What is your primary source of news on COVID-19/coronavirus?” with options: I don’t consume news/current affairs; Television; Newspapers or news magazines; Social media such as Facebook, Twitter, Youtube, Instagram, etc...; Internet news websites such as CNN, BBC, Fox news, etc.; Discussion boards and social news aggregators such as Reddit or 4chan; Podcasts; Friends or family; Community leader; Religious leader.
- **Tested for Covid:** “Have you personally been tested for COVID-19?” with options: Yes; No.
- **Friends with Covid:** “Have any of your family, friends, or acquaintances been tested for or diagnosed with COVID-19?” with options: Yes; No.
- **Religiosity (self-reported):** “Please evaluate your own feelings of religiousness: are you” with options: Very religious; Moderately religious; Slightly religious; Not at all religious; Anti-religious.
- **Religiosity index:** An additive index for each of the following three statements, for which respondents filled out to what extent they Strongly disagree; Disagree; Somewhat disagree; Somewhat agree; Agree; Strongly agree:
 1. **Regularly attends Church:** I go to Church regularly.
 2. **Spiritual values:** Spiritual values are more important than material things.
 3. **Americans should be more religious:** If Americans were more religious, this would be a better country.
- **Extrinsic/Intrinsic motivation index:** A set of three statements, for which respondents filled out to what extent they Strongly disagree; Disagree; Somewhat disagree; Somewhat agree; Agree; Strongly agree. We treat each statement separately, we measure the extent of agreement.
 1. **Religion offers comfort:** What religion offers me most is comfort in times of trouble and sorrow.
 2. **Takes religious approach to life:** My whole approach to life is based on my religion.
 3. **Enjoys social aspects of Church:** I go to church mainly because I enjoy seeing people I know there.
- **Religious motivation variables:** “Please rank the statements below, from statement you most agree with (at the top) to statement you least agree with (at the bottom).” Each individual is then coded by which statement they ranked first.
 - **Insurance:** My Church is important to me because it helps me in times of personal or financial need.
 - **Morality:** My Church is important to me because following the advice of my Church is the right thing to do.
 - **Social capital:** My Church is important to me because that is where I find my family, close friends, and/or business partners.
 - **Heuristics:** My Church is important to me because it makes it easier for me to reach decisions about complicated things.
 - **Tradition:** My Church is important to me because I was born into it and/or brought up this way.
 - **Social identity:** My Church is important to me because I identify as Evangelical Christian.

- **Thermometer:** “On a scale of 1 to 10, where 1 means “not at all important” and 10 means “absolutely important”, how important do you think wearing masks in public is for combatting the spread of COVID-19/coronavirus?”
- **Policy outcomes:** “Please tell us the extent to which you agree with the below statements:” with options: Strongly disagree; Disagree; Neither agree nor disagree; Agree; Strongly agree.
 - **Hand washing:** “Washing hands is an effective way to prevent the spread of COVID-19/coronavirus.”
 - **Distancing:** “Social and physical distancing is an effective way to prevent the spread of COVID-19/coronavirus.”
 - **Mask wearing:** “Wearing a mask is an effective way to prevent the spread of COVID-19/coronavirus.”
 - **Prayer:** “Prayer is an effective way to prevent the spread of COVID-19/coronavirus.”
- **Would click:** “On a scale of 1 to 10 where 1 means “Not at all” and 10 means “Absolutely,” how willing are you to sign a petition endorsing mask-wearing in public?”
- **Clicked:** “In the previous question, you answered a 5 or above: if interested, here is a link to a change.org petition endorsing mask-wearing in public: <https://www.change.org/p/government-wearing-face-masks-in-public-should-be-made-mandatory-by-the-government-to-prevent-covid-19>”

C Descriptive Statistics and Balance

C.1 Descriptive Statistics and Balance

Variable		n	\bar{x}	s	Min	Mdn	Max
Age		1778	54.23	15.92	18.00	57.00	80.00
Follows News		1780	3.72	1.20	1.00	4.00	5.00
Follows Covid		1779	3.78	0.93	1.00	4.00	5.00
Covid Threat		1780	2.46	0.62	1.00	3.00	3.00
Variable	Value	n	%				
Gender	Female	1066	59.89				
	Male	713	40.06				
	Non-binary	1	0.06				
Education	< 8th Grade	1	0.06				
	< High School	24	1.35				
	High School	243	13.65				
	Some College	334	18.76				
	Vocational School	65	3.65				
	Associate's	223	12.53				
	Bachelor's	448	25.17				
	Some Graduate School	60	3.37				
	Master's	321	18.03				
	Professional Degree	32	1.80				
Doctorate	29	1.63					
Party ID	Strong Democrat	95	5.34				
	Democrat	110	6.18				
	Lean Democrat	77	4.33				
	Independent	294	16.52				
	Lean Republican	247	13.88				
	Republican	407	22.87				
	Strong Republican	550	30.90				
News Source	Community Leader	8	0.45				
	Discussion Boards and Aggregators	15	0.84				
	Friends or Family	78	4.38				
	Does Not Follow News	42	2.36				
	Internet News Sites	454	25.51				
	Newspapers or Magazines	78	4.38				
	Podcasts	25	1.40				
	Religious Leaders	8	0.45				
	Social Media	235	13.20				
	TV	837	47.02				
Covid News Source	Community Leader	13	0.73				
	Discussion Boards and Aggregators	11	0.62				
	Friends or Family	57	3.20				
	Does Not Follow News	30	1.69				
	Internet News Sites	441	24.78				
	Newspapers or Magazines	69	3.88				
	Podcasts	28	1.57				
	Religious Leaders	4	0.22				
	Social Media	237	13.31				
TV	889	49.94					
Tested for Covid	No	1457	81.85				
	Yes	323	18.15				
Friends with Covid	No	903	50.73				
	Yes	876	49.21				

Table C2: Descriptive Statistics – Covariates

Variable		Control (n = 597)		Endorsement (n = 591)		Norms (n = 592)	
		\bar{x}	s	\bar{x}	s	\bar{x}	s
Age		54.85	16.26	53.91	16.09	53.93	15.40
Follows News		3.70	1.21	3.71	1.23	3.76	1.16
Follows Covid		3.77	0.93	3.84	0.94	3.75	0.93
Covid Threat		2.47	0.60	2.48	0.62	2.45	0.64
Variable	Value	n	%	n	%	n	%
Gender	Female	354	59.3	364	61.6	348	58.8
	Male	242	40.5	227	38.4	244	41.2
	Non-binary	1	0.2	0	0.0	0	0.0
Education	< 8thGrade	1	0.2	0	0.0	0	0.0
	< High School	4	0.7	5	0.8	15	2.5
	High School	95	15.9	79	13.4	69	11.7
	Some College	108	18.1	108	18.3	118	19.9
	Vocational School	23	3.9	26	4.4	16	2.7
	Associate's	64	10.7	86	14.6	73	12.3
	Bachelor's	161	27.0	139	23.5	148	25.0
	Some Graduate School	22	3.7	16	2.7	22	3.7
	Master's	101	16.9	111	18.8	109	18.4
	Professional Degree	7	1.2	12	2.0	13	2.2
Doctorate	11	1.8	9	1.5	9	1.5	
Party ID	Strong Democrat	28	4.7	37	6.3	30	5.1
	Democrat	32	5.4	41	6.9	37	6.2
	Lean Democrat	23	3.9	29	4.9	25	4.2
	Independent	110	18.4	95	16.1	89	15.0
	Lean Republican	80	13.4	78	13.2	89	15.0
	Republican	139	23.3	115	19.5	153	25.8
News Source	Strong Republican	185	31.0	196	33.2	169	28.5
	CommunityLeader	3	0.5	2	0.3	3	0.5
	Discussion Boards and Aggregators	3	0.5	5	0.8	7	1.2
	Friends or Family	25	4.2	30	5.1	23	3.9
	Does Not Follow News	14	2.3	10	1.7	18	3.0
	Internet News Sites	150	25.1	139	23.5	165	27.9
	Newspapers or Magazines	20	3.4	29	4.9	29	4.9
	Podcasts	9	1.5	7	1.2	9	1.5
	Religious Leaders	1	0.2	4	0.7	3	0.5
	Social Media	83	13.9	75	12.7	77	13.0
TV	289	48.4	290	49.1	258	43.6	
Covid News Source	Community Leader	2	0.3	4	0.7	7	1.2
	Discussion Boards and Aggregators	3	0.5	4	0.7	4	0.7
	Friends or Family	20	3.4	17	2.9	20	3.4
	Does Not Follow News	10	1.7	10	1.7	10	1.7
	Internet News Sites	146	24.5	148	25.0	147	24.8
	Newspapers or Magazines	16	2.7	25	4.2	28	4.7
	Podcasts	12	2.0	7	1.2	9	1.5
	Religious Leaders	1	0.2	1	0.2	2	0.3
	Social Media	90	15.1	71	12.0	76	12.8
TV	297	49.7	304	51.4	288	48.6	
Tested for Covid	No	487	81.6	487	82.4	483	81.6
	Yes	110	18.4	104	17.6	109	18.4
Friends with Covid	No	302	50.6	303	51.3	298	50.3
	Yes	295	49.4	287	48.6	294	49.7

Table C3: Balance – Covariates

Variable	<i>n</i>	\bar{x}	<i>s</i>	Min	Mdn	Max
<i>Religiosity Index</i>						
Regularly Attends Church	1777	4.46	1.69	1.00	5.00	6.00
Spiritual Values	1778	5.28	1.03	1.00	6.00	6.00
Americans Should be More Religious	1779	5.04	1.16	1.00	5.00	6.00
Religiosity Index (Additive Index)	1776	14.78	3.15	3.00	15.00	18.00
<i>Religiosity (Self-Reported)</i>						
Religiosity	1780	4.31	0.72	1.00	4.00	5.00
<i>Religious Motivation</i>						
Insurance	1693	0.09	0.28	0.00	0.00	1.00
Morality	1693	0.13	0.34	0.00	0.00	1.00
Social Capital	1693	0.08	0.27	0.00	0.00	1.00
Heuristics	1693	0.17	0.38	0.00	0.00	1.00
Tradition	1693	0.12	0.32	0.00	0.00	1.00
Social Identity	1693	0.41	0.49	0.00	0.00	1.00
<i>Extrinsic/Intrinsic Motivation</i>						
Religion Offers Comfort	1773	4.16	0.90	1.00	4.00	5.00
Takes Religious Approach to Life	1775	4.10	0.92	1.00	4.00	5.00
Enjoys Social Aspects of Church	1775	2.71	1.12	1.00	3.00	5.00

Table C4: Descriptive Statistics – Religious Variables

Variable	Control (<i>n</i> =597)		Endorsement (<i>n</i> =591)		Norms (<i>n</i> =592)	
	\bar{x}	<i>s</i>	\bar{x}	<i>s</i>	\bar{x}	<i>s</i>
<i>Religiosity Index</i>						
Regularly Attends Church	4.48	1.71	4.35	1.72	4.53	1.63
Spiritual Values	5.20	1.11	5.27	1.03	5.38	0.91
Americans Should be More Religious	5.02	1.15	5.01	1.22	5.11	1.10
Religiosity Index (Additive Index)	14.70	3.29	14.62	3.24	15.02	2.89
<i>Religiosity (Self-Reported)</i>						
Religiosity	4.34	0.72	4.28	0.73	4.31	0.71
<i>Religious Motivation</i>						
Insurance	0.09	0.29	0.08	0.28	0.08	0.28
Morality	0.13	0.34	0.12	0.32	0.15	0.35
Social Capital	0.08	0.28	0.09	0.29	0.06	0.24
Heuristics	0.14	0.35	0.21	0.40	0.17	0.37
Tradition	0.12	0.32	0.12	0.33	0.12	0.32
Social Identity	0.43	0.50	0.38	0.49	0.42	0.49
<i>Extrinsic/Intrinsic Motivation</i>						
Religion Offers Comfort	4.17	0.87	4.17	0.89	4.13	0.93
Takes Religious Approach to Life	4.09	0.95	4.06	0.92	4.14	0.89
Enjoys Social Aspects of Church	2.70	1.15	2.71	1.11	2.73	1.11

Table C5: Balance – Religious Variables

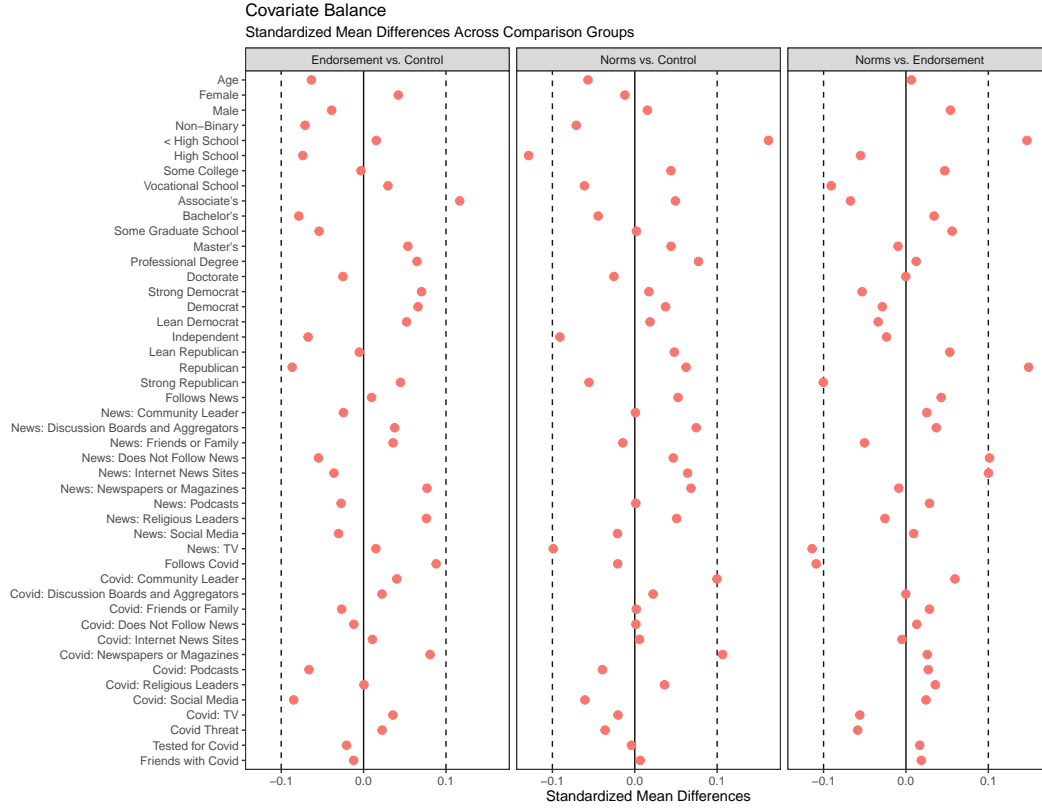


Figure C5: Covariate Balance

C.2 Partisan Breakdown of Sample

	Democrat	Independent	Republican	Total
Control	83	110	404	1188
Endorsement	107	95	389	1183
Norms	92	89	411	2372
Total	282	294	1204	

Table C6: Party ID by Treatment Condition

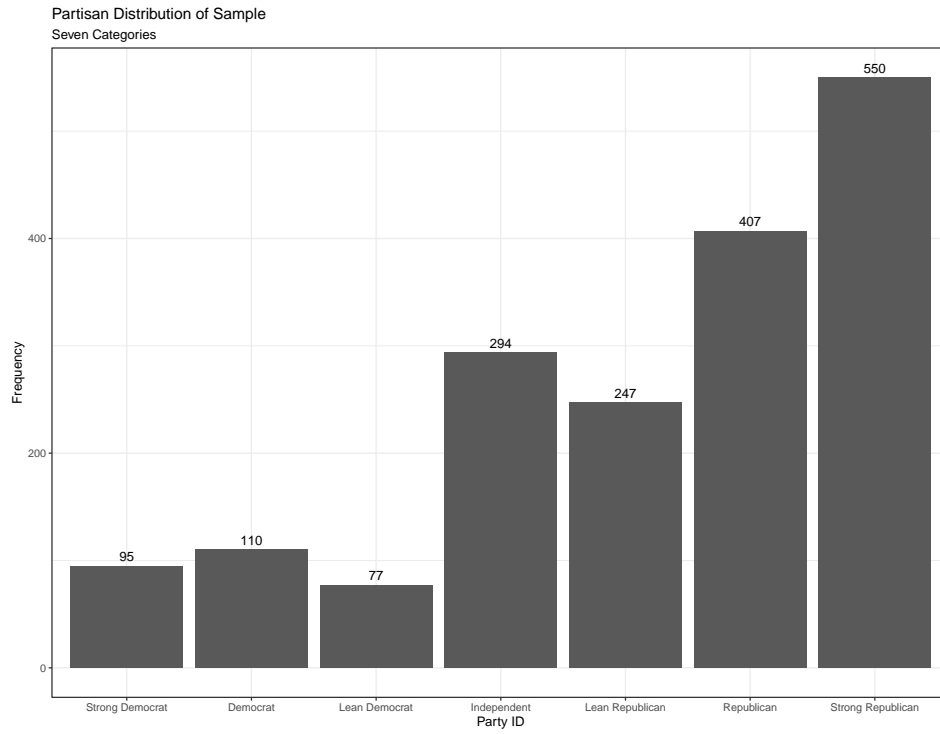


Figure C6: Party ID (Seven Category)

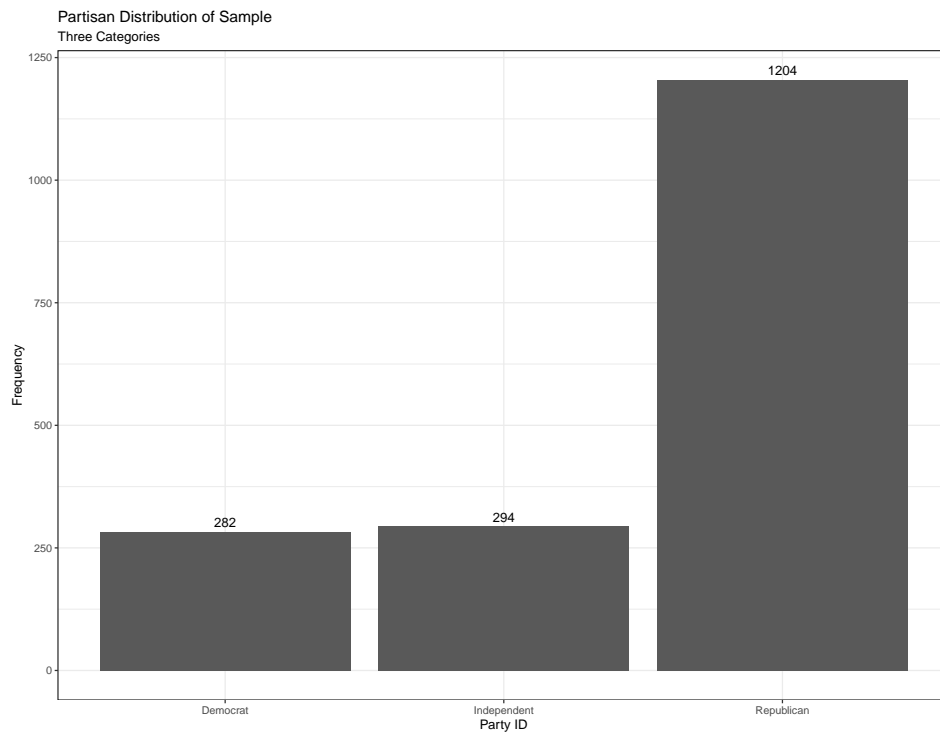


Figure C7: Party ID (Three Category)

D Correlates of Mask Wearing

In the manuscript we provide a summary of the respondents in our sample who were most likely to wear a mask to begin with. These analyses consider only respondents in the control condition; the dependent variable is our thermometer score. We find that older, more educated, and less Republican respondents are more likely to agree with the importance of mask-wearing in public.

	DV: Thermometer	
Intercept	-2.456	(1.745)
Male	0.078	(0.237)
Age 30-39	-1.071**	(0.506)
Age 40-49	-0.891*	(0.483)
Age 50-59	-0.761	(0.469)
Age 60-69	0.109	(0.443)
Age 70+	0.131	(0.459)
High School	1.845	(1.529)
Some College	2.279	(1.527)
Vocational School	2.836*	(1.600)
Associate's	2.232	(1.540)
Bachelor's	2.558*	(1.521)
Some Graduate School	2.009	(1.611)
Master's	3.063**	(1.539)
Professional Degree	2.385	(1.804)
Doctorate	2.209	(1.712)
Democrat	0.485	(0.698)
Lean Democrat	0.491	(0.793)
Independent	0.117	(0.587)
Lean Republican	0.438	(0.605)
Republican	0.257	(0.581)
Strong Republican	-0.320	(0.572)
Covid Threat	2.514***	(0.211)
Tested for Covid	0.149	(0.302)
Friends with Covid	-0.049	(0.227)
Observations	566	
R^2	0.367	
F	12.037	

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$
 Note: Standard errors in parentheses.

Table D7: Demographic Correlates of Mask Wearing (Control Condition)

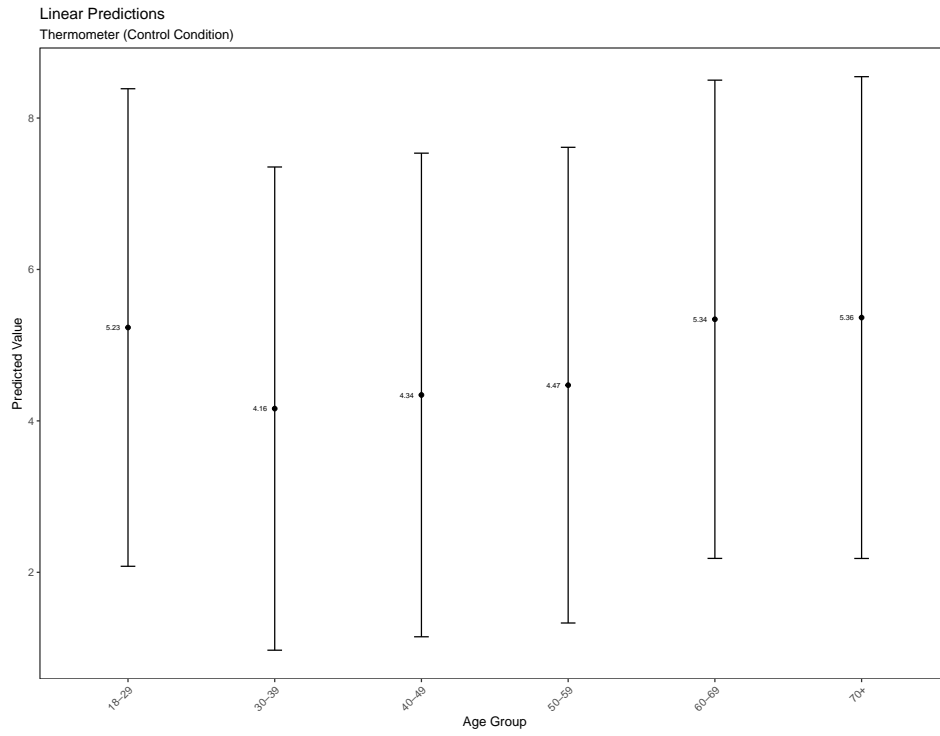


Figure D8: Mask Wearing by Age Group (Estimated from Model in Table D7)

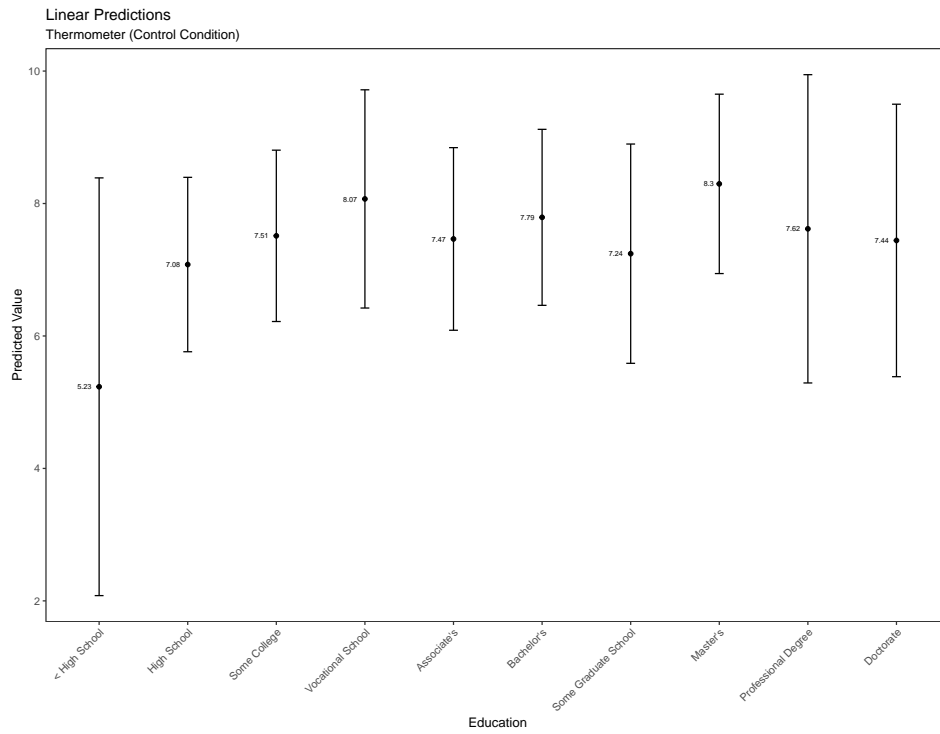


Figure D9: Mask Wearing by Education (Estimated from Model in Table D7)

	DV: Thermometer				
	(1)	(2)	(3)	(4)	(5)
Intercept	5.407*** (1.206)	7.857*** (0.453)	5.700*** (0.999)	6.497*** (0.892)	3.079* (1.817)
Religion Offers Comfort: Disagree	-2.514 (1.805)				-2.794 (1.942)
Religion Offers Comfort: Neither Agree nor Disagree	-1.329 (1.742)				-1.116 (1.868)
Religion Offers Comfort: Agree	-1.692 (1.725)				-1.502 (1.843)
Religion Offers Comfort: Strongly Agree	-1.417 (1.714)				-1.326 (1.823)
Religious Approach to Life: Disagree	4.362*** (1.545)				4.482*** (1.665)
Religious Approach to Life: Neither Agree nor Disagree	3.086** (1.483)				3.153* (1.656)
Religious Approach to Life: Agree	3.393** (1.459)				3.583** (1.628)
Religious Approach to Life: Strongly Agree	2.817* (1.445)				3.252** (1.632)
Enjoys Social Aspects of Church: Disagree	0.666 (0.420)				0.506 (0.444)
Enjoys Social Aspects of Church: Neither Agree nor Disagree	0.273 (0.421)				0.050 (0.451)
Enjoys Social Aspects of Church: Agree	0.396 (0.480)				-0.054 (0.544)
Enjoys Social Aspects of Church: Strongly Agree	1.432** (0.614)				1.093 (0.684)
Morality		0.129 (0.589)			0.056 (0.602)
Social Capital		-0.346 (0.663)			0.027 (0.685)
Heuristics		-0.515 (0.586)			-0.438 (0.608)
Tradition		-0.111 (0.596)			-0.395 (0.615)
Social Identity		-0.758 (0.497)			-0.744 (0.526)
Religiosity (SR) Slightly Religious			1.550 (1.084)		1.344 (1.192)
Religiosity (SR) Moderately Religious			1.950* (1.020)		2.153* (1.156)
Religiosity (SR) Very Religious			1.637 (1.017)		2.039* (1.163)
Regularly Attends Church: Strongly Agree				1.033* (0.600)	0.659 (0.666)
Regularly Attends Church: Disagree				0.485 (0.670)	0.019 (0.727)
Regularly Attends Church: Somewhat Disagree				1.544** (0.688)	0.992 (0.746)
Regularly Attends Church: Somewhat Agree				0.724 (0.670)	0.395 (0.745)
Regularly Attends Church: Agree				0.281 (0.644)	-0.076 (0.718)
Spiritual Values: Strongly Agree				0.188 (1.357)	0.753 (1.558)
Spiritual Values: Disagree				0.980 (2.046)	1.827 (2.253)
Spiritual Values: Somewhat Disagree				1.375 (1.531)	1.778 (1.750)
Spiritual Values: Somewhat Agree				1.076 (1.356)	1.456 (1.558)
Spiritual Values: Agree				0.936 (1.361)	1.235 (1.571)
Americans Should be More Religious: Strongly Agree				-0.422 (1.302)	-0.966 (1.487)
Americans Should be More Religious: Disagree				-0.073 (2.008)	0.786 (2.171)
Americans Should be More Religious: Somewhat Disagree				-0.428 (1.398)	-0.325 (1.662)
Americans Should be More Religious: Somewhat Agree				-0.416 (1.296)	-0.794 (1.490)
Americans Should be More Religious: Agree				-0.403 (1.307)	-0.818 (1.493)
Observations	564	544	567	566	540
R^2	0.043	0.012	0.008	0.029	0.084
F	2.073	1.286	1.520	1.087	1.327

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table D8: Religious Correlates of Mask Wearing (Control Condition)

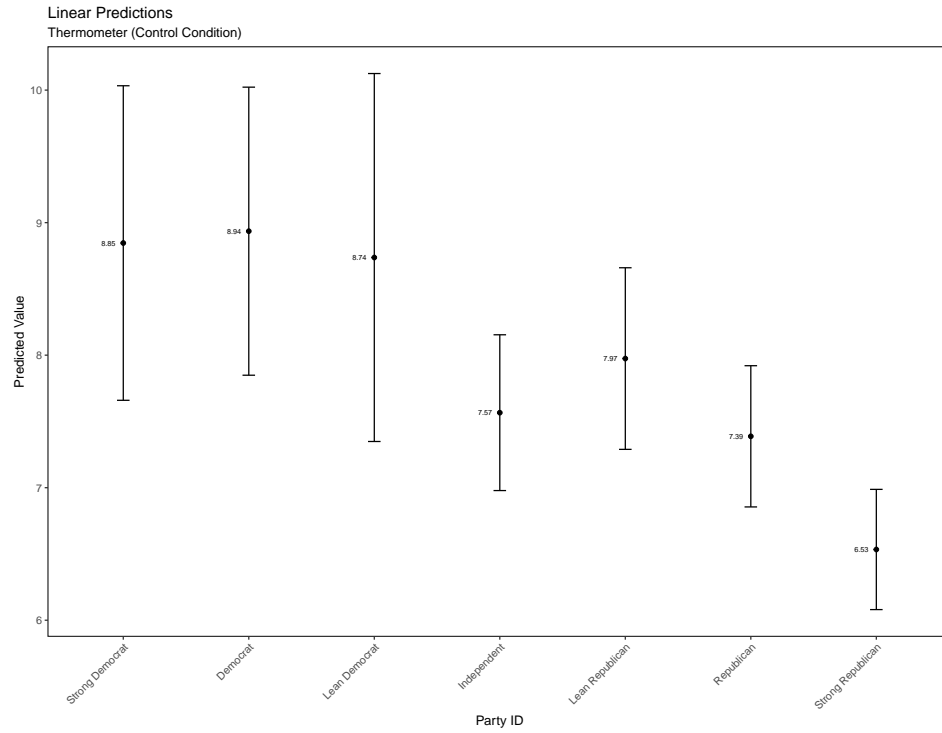


Figure D10: Mask Wearing by Party ID (Seven Category)

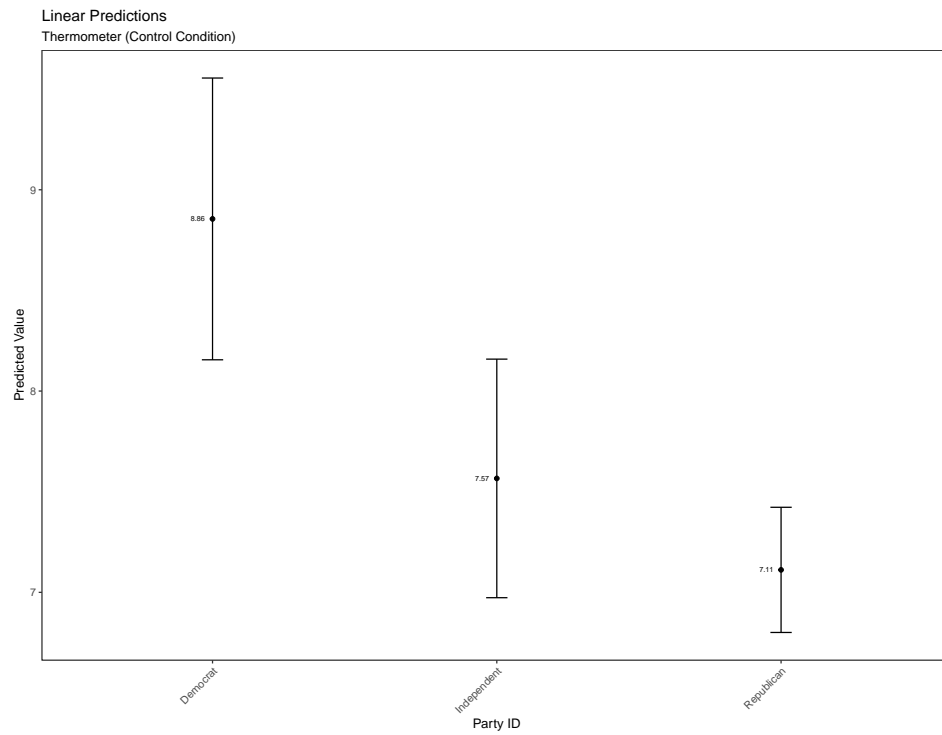


Figure D11: Mask Wearing by Party ID (Three Category)

E OLS Analyses: Average Treatment Effects

	DV: Thermometer		
	(1)	(2)	(3)
Intercept	7.430*** (0.126)	0.403 (0.500)	0.529 (1.127)
Endorsement	0.442** (0.178)	0.423*** (0.151)	0.340** (0.147)
Norms	0.427** (0.179)	0.450*** (0.151)	0.452*** (0.148)
Controls	No	Demographic	All
Observations	1685	1683	1682
R^2	0.005	0.297	0.344
F	3.977	50.243	25.390

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table E9: ATE – Thermometer

	DV: Hand Washing		
	(1)	(2)	(3)
Intercept	4.480*** (0.030)	4.005*** (0.137)	3.568*** (0.309)
Endorsement	0.046 (0.042)	0.027 (0.042)	0.018 (0.041)
Norms	0.061 (0.042)	0.068 (0.041)	0.065 (0.041)
Controls	No	Demographic	All
Observations	1779	1776	1774
R^2	0.001	0.059	0.095
F	1.119	7.324	5.234

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table E10: ATE – Policy: Hand Washing

DV: Distancing			
	(1)	(2)	(3)
	Model1	Model2	Model3
Intercept	4.310*** (0.034)	2.959*** (0.151)	3.320*** (0.338)
Endorsement	0.127*** (0.049)	0.109** (0.046)	0.086* (0.045)
Norms	0.129*** (0.049)	0.138*** (0.046)	0.137*** (0.045)
Controls	No	Demographic	All
Observations	1780	1777	1775
R^2	0.005	0.138	0.192
F	4.581	18.745	11.803

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table E11: ATE – Policy: Distancing

DV: Mask Wearing			
	(1)	(2)	(3)
Intercept	4.072*** (0.043)	1.846*** (0.180)	1.655*** (0.400)
Endorsement	0.097 (0.062)	0.076 (0.054)	0.046 (0.053)
Norms	0.156** (0.062)	0.168*** (0.054)	0.165*** (0.053)
Controls	No	Demographic	All
Observations	1780	1777	1775
R^2	0.004	0.234	0.283
F	3.279	35.885	19.597

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table E12: ATE – Policy: Mask Wearing

DV: Prayer			
	(1)	(2)	(3)
Intercept	3.616*** (0.049)	2.778*** (0.226)	2.248*** (0.514)
Endorsement	0.078 (0.070)	0.079 (0.069)	0.085 (0.068)
Norms	0.038 (0.070)	0.055 (0.068)	0.073 (0.068)
Controls	No	Demographic	All
Observations	1779	1776	1774
R^2	0.001	0.058	0.081
F	0.620	7.191	4.384

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table E13: ATE – Policy: Prayer

DV: Would Click			
	(1)	(2)	(3)
Intercept	6.096*** (0.155)	-1.020 (0.625)	-1.748 (1.371)
Endorsement	0.353 (0.219)	0.308 (0.189)	0.186 (0.184)
Norms	0.286 (0.220)	0.338* (0.189)	0.341* (0.184)
Controls	No	Demographic	All
Observations	1743	1740	1739
R^2	0.002	0.273	0.327
F	1.463	43.188	23.590

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table E14: ATE – Would Click

DV: Clicked			
	(1)	(2)	(3)
Intercept	0.138*** (0.017)	0.062 (0.083)	0.030 (0.160)
Endorsement	-0.026 (0.024)	-0.027 (0.024)	-0.029 (0.024)
Norms	0.016 (0.024)	0.018 (0.024)	0.020 (0.024)
Controls	No	Demographic	All
Observations	1216	1214	1213
R^2	0.003	0.024	0.049
F	1.593	1.961	1.729

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table E15: ATE – Clicked

F Compliance Analyses: Compliance Average Causal Effects

	DV: Thermometer					
	(1)	(2)	(3)	(4)	(5)	(6)
Intercept	7.430*** (0.128)	7.331*** (0.127)	7.309*** (0.127)	7.430*** (0.126)	7.378*** (0.126)	7.377*** (0.126)
Endorsement (Compliant)	0.460** (0.188)	0.672*** (0.188)	0.716*** (0.188)			
Norms (Compliant)				0.461** (0.193)	0.573*** (0.193)	0.573*** (0.193)
Controls	No	Demographic	All	No	Demographic	All
Observations	1130	1129	1128	1122	1121	1120
R^2	0.017	0.021	0.021	0.012	0.013	0.013
Adjusted R^2	0.016	0.020	0.020	0.011	0.012	0.012

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table F16: CACE – Thermometer

	DV: Hand washing					
	(1)	(2)	(3)	(4)	(5)	(6)
Intercept	4.480*** (0.031)	4.473*** (0.031)	4.471*** (0.031)	4.480*** (0.029)	4.476*** (0.029)	4.477*** (0.029)
Endorsement (Compliant)	0.048 (0.046)	0.061 (0.046)	0.065 (0.046)			
Norms (Compliant)				0.066 (0.044)	0.073* (0.044)	0.072 (0.044)
Controls	No	Demographic	All	No	Demographic	All
Observations	1187	1185	1184	1188	1187	1185
R^2	0.002	0.002	0.002	0.004	0.004	0.004
Adjusted R^2	0.001	0.001	0.001	0.003	0.003	0.003

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table F17: CACE – Policy: Hand Washing

	DV: Distancing					
	(1)	(2)	(3)	(4)	(5)	(6)
Intercept	4.310*** (0.036)	4.290*** (0.036)	4.283*** (0.036)	4.310*** (0.035)	4.299*** (0.035)	4.296*** (0.035)
Endorsement (Compliant)	0.132** (0.053)	0.173*** (0.053)	0.189*** (0.053)			
Norms (Compliant)				0.140*** (0.053)	0.163*** (0.053)	0.169*** (0.053)
Controls	No	Demographic	All	No	Demographic	All
Observations	1188	1186	1185	1189	1188	1186
R^2	0.015	0.017	0.017	0.010	0.011	0.010
Adjusted R^2	0.014	0.016	0.016	0.009	0.010	0.010

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table F18: CACE – Policy: Distancing

	DV: Mask wearing					
	(1)	(2)	(3)	(4)	(5)	(6)
	Model1	Model2	Model3	Model4	Model5	Model6
Intercept	4.072*** (0.045)	4.039*** (0.045)	4.031*** (0.045)	4.072*** (0.042)	4.053*** (0.042)	4.052*** (0.042)
Endorsement (Compliant)	0.101 (0.066)	0.168** (0.066)	0.185*** (0.066)			
Norms (Compliant)				0.169*** (0.065)	0.209*** (0.065)	0.212*** (0.065)
Controls	No	Demographic	All	No	Demographic	All
Observations	1188	1186	1185	1189	1188	1186
R^2	0.009	0.013	0.013	0.014	0.016	0.015
Adjusted R^2	0.008	0.012	0.012	0.013	0.015	0.015

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table F19: CACE – Policy: Mask Wearing

	DV: Prayer					
	(1)	(2)	(3)	(4)	(5)	(6)
Intercept	3.616*** (0.050)	3.612*** (0.050)	3.614*** (0.050)	3.616*** (0.049)	3.611*** (0.049)	3.614*** (0.049)
Endorsement (Compliant)	0.081 (0.073)	0.087 (0.073)	0.086 (0.073)			
Norms (Compliant)				0.041 (0.076)	0.049 (0.076)	0.047 (0.075)
Controls	No	Demographic	All	No	Demographic	All
Observations	1187	1185	1184	1188	1187	1185
R^2	0.001	0.001	0.001	0.001	0.002	0.002
Adjusted R^2	0.000	0.000	0.000	0.001	0.001	0.001

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table F20: CACE – Policy: Prayer

DV: Would click						
	(1)	(2)	(3)	(4)	(5)	(6)
Intercept	6.096*** (0.156)	5.983*** (0.156)	5.959*** (0.156)	6.096*** (0.154)	6.012*** (0.154)	6.005*** (0.154)
Endorsement (Compliant)	0.368 (0.230)	0.616*** (0.229)	0.666*** (0.229)			
Norms (Compliant)				0.311 (0.237)	0.488** (0.237)	0.503** (0.236)
Controls	No	Demographic	All	No	Demographic	All
Observations	1165	1163	1162	1160	1159	1158
R^2	0.008	0.010	0.011	0.006	0.007	0.007
Adjusted R^2	0.007	0.009	0.010	0.005	0.007	0.007

* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table F21: CACE – Would Click

DV: Clicked						
	(1)	(2)	(3)	(4)	(5)	(6)
Intercept	0.138*** (0.017)	0.138*** (0.017)	0.136*** (0.017)	0.138*** (0.018)	0.138*** (0.018)	0.136*** (0.018)
Endorsement (Compliant)	-0.026 (0.023)	-0.027 (0.023)	-0.024 (0.023)			
Norms (Compliant)				0.016 (0.026)	0.017 (0.026)	0.018 (0.026)
Controls	No	Demographic	All	No	Demographic	All
Observations	805	804	803	803	802	801
R^2	0.002	0.001	0.001	0.001	0.001	0.001
Adjusted R^2	0.000	0.000	0.000	0.000	0.000	0.000

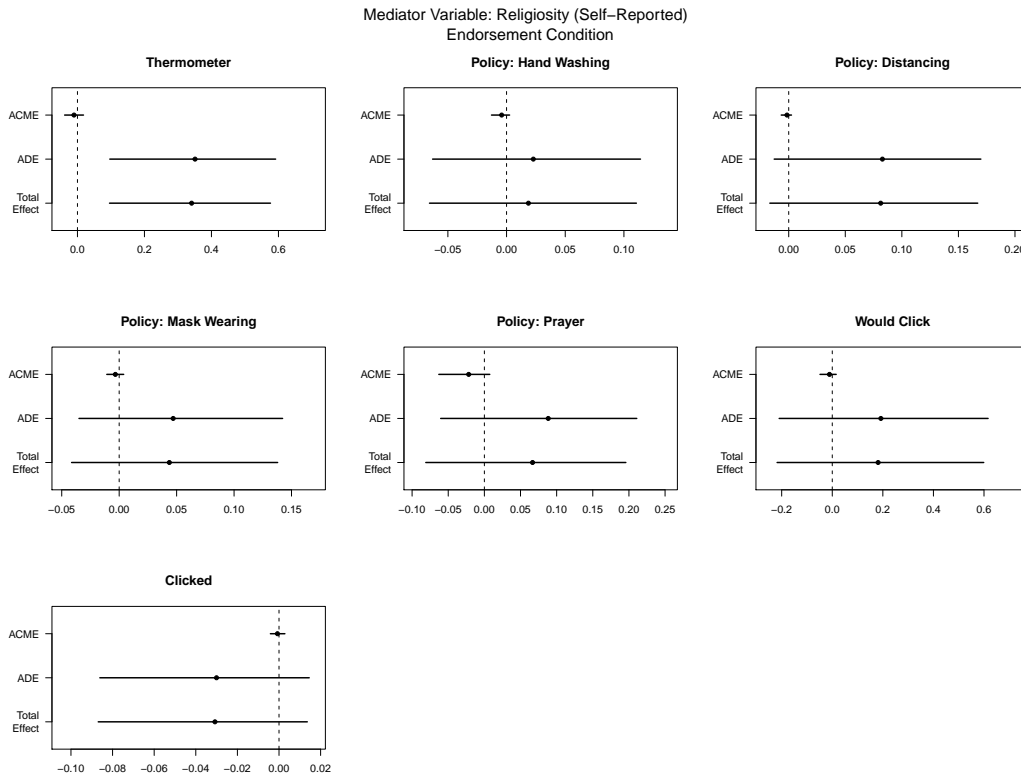
* $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$

Table F22: CACE – Clicked

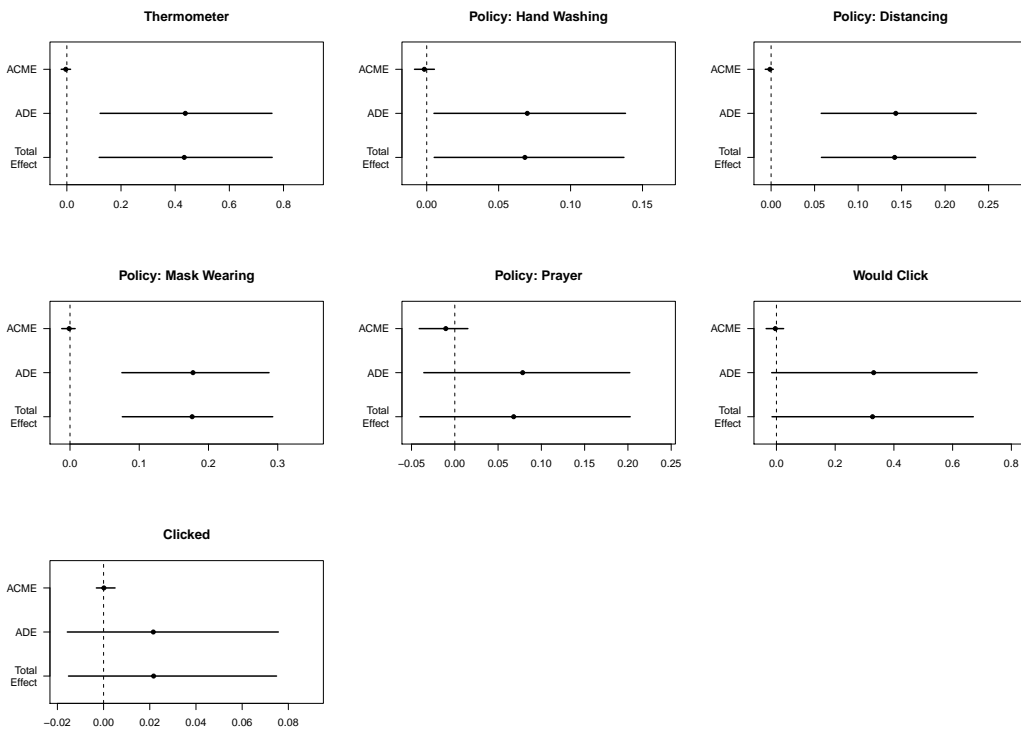
G Mechanisms: Mediation Analyses

Sections 2.4.2 and 2.4.3 in our pre-analysis plan register a set of mediation analyses to test a religiosity mechanism and religious motivation mechanism. Consistent with our PAP, we estimate these models using the full set of controls. The following plots show the average causal mediation effects (ACME), the average direct effects (ADE), and the combined (total) effects.

G.1 Religiosity (Self-Reported)



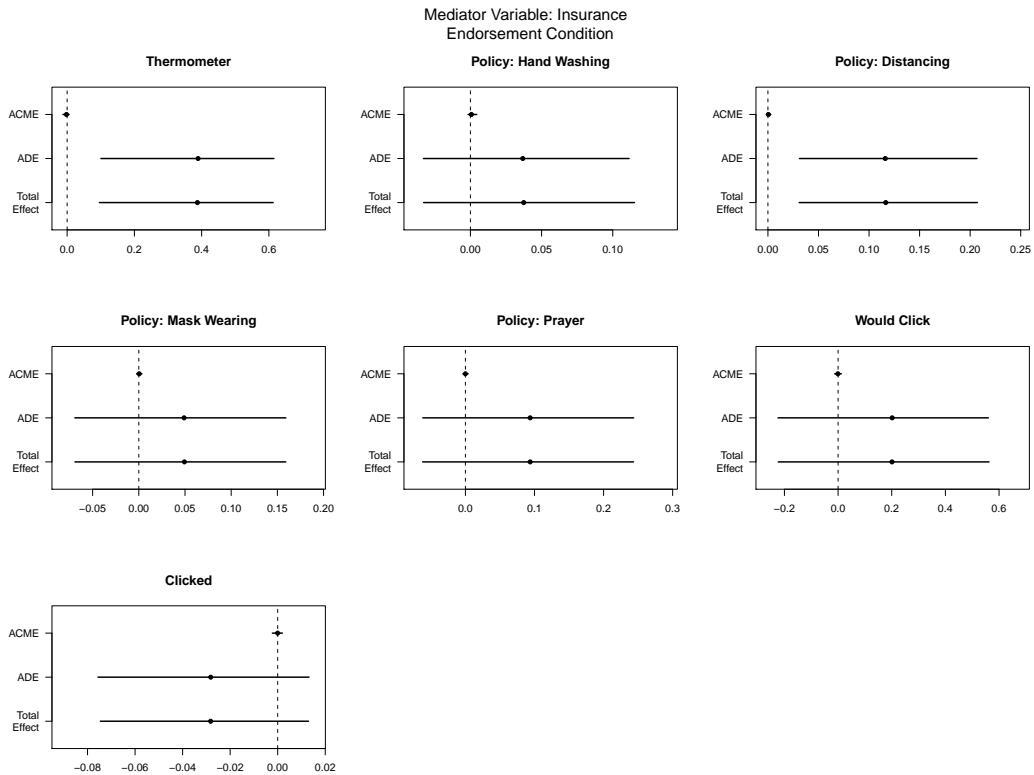
Mediator Variable: Religiosity (Self-Reported)
Norms Condition



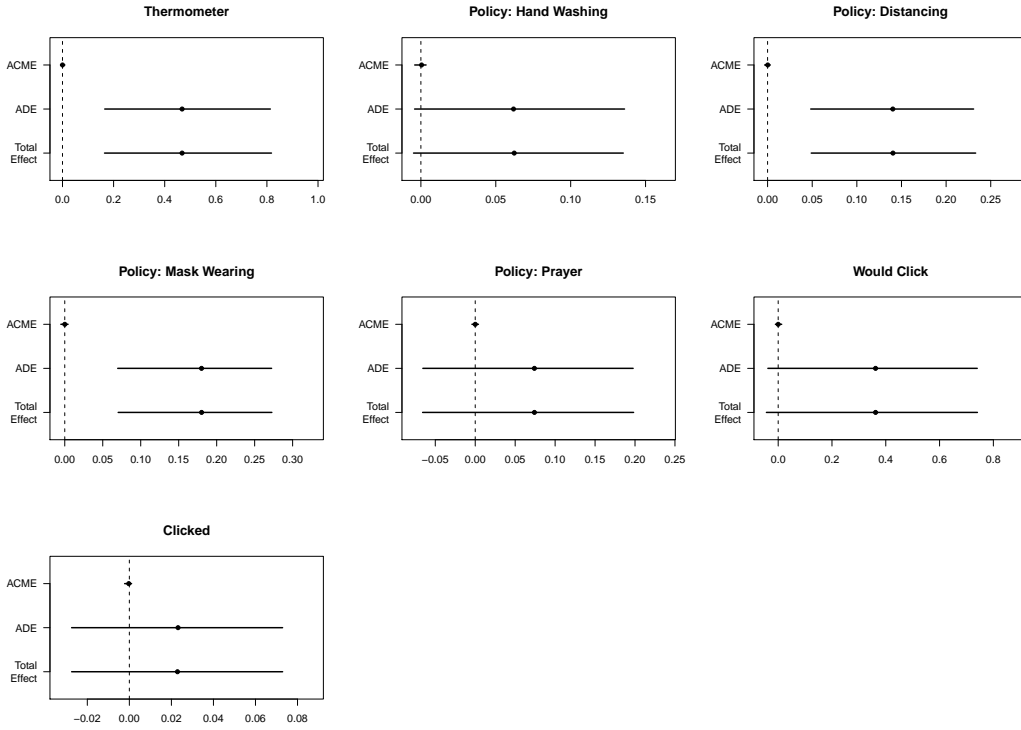
G.2 Religious Motivations

Table G23: Religious Motivation Variables and Response Wording

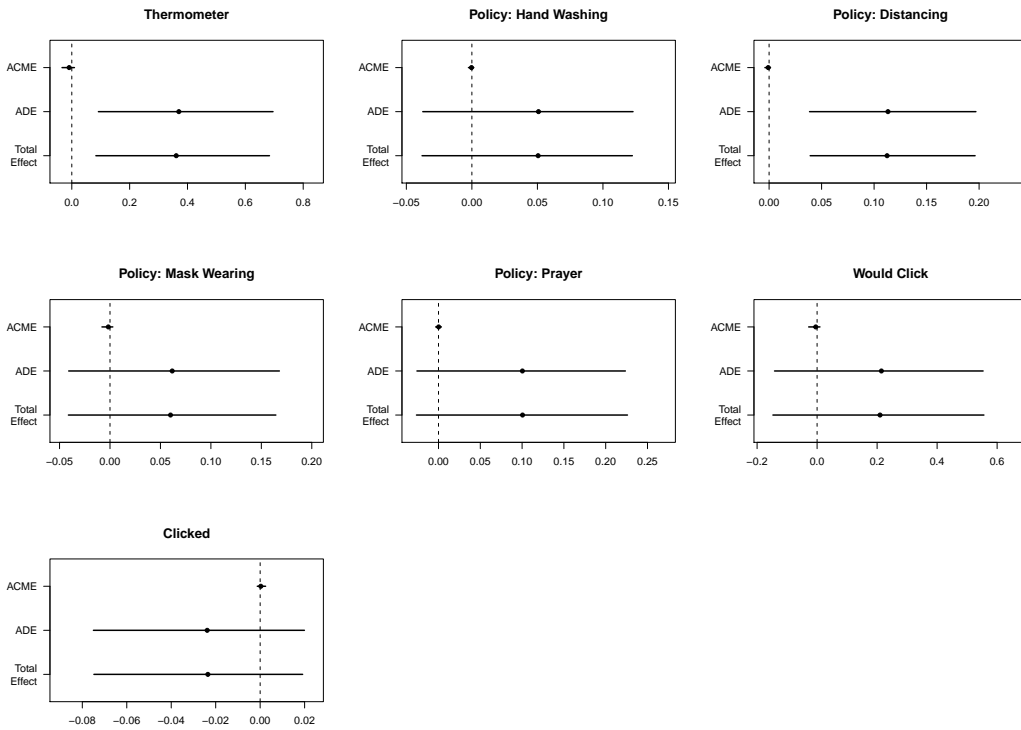
Mediator Variable	Question Wording: My Church is important to me because...
Insurance	It helps me in times of personal or financial need.
Morality	Following the advice of my Church is the right thing to do.
Social Capital	It is where I find my family, close friends, and / or business partners.
Heuristics	It makes it easier for me to reach decisions about complicated things.
Tradition	I was born into it and / or brought up that way.
Social Identity	I identify as an Evangelical Christian.



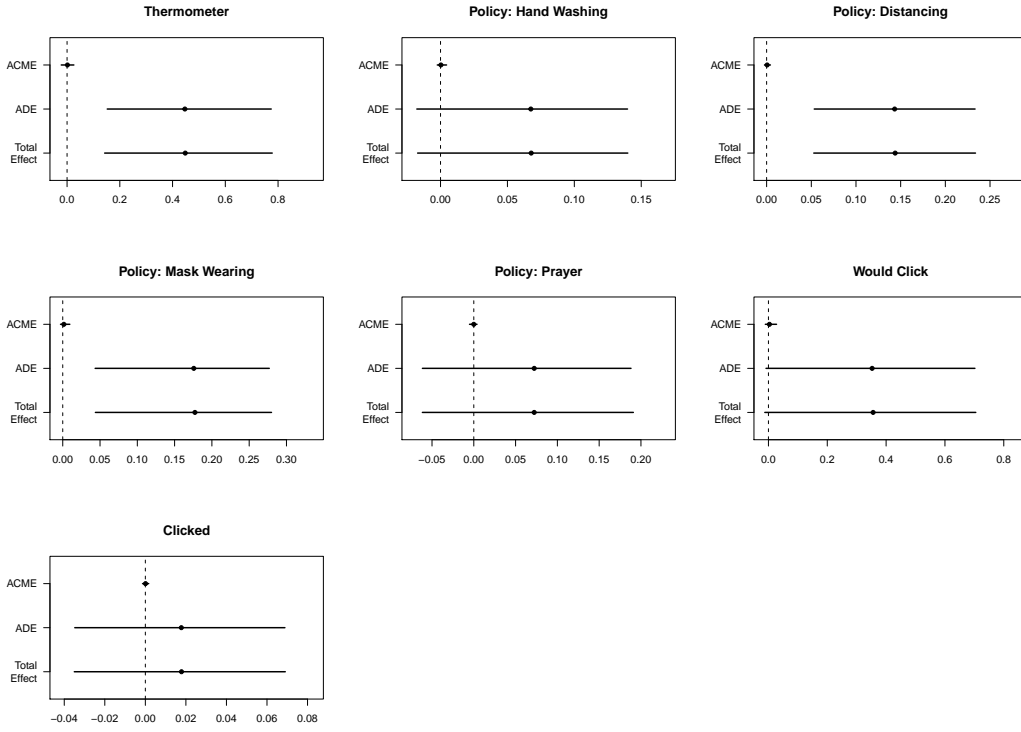
Mediator Variable: Insurance Norms Condition



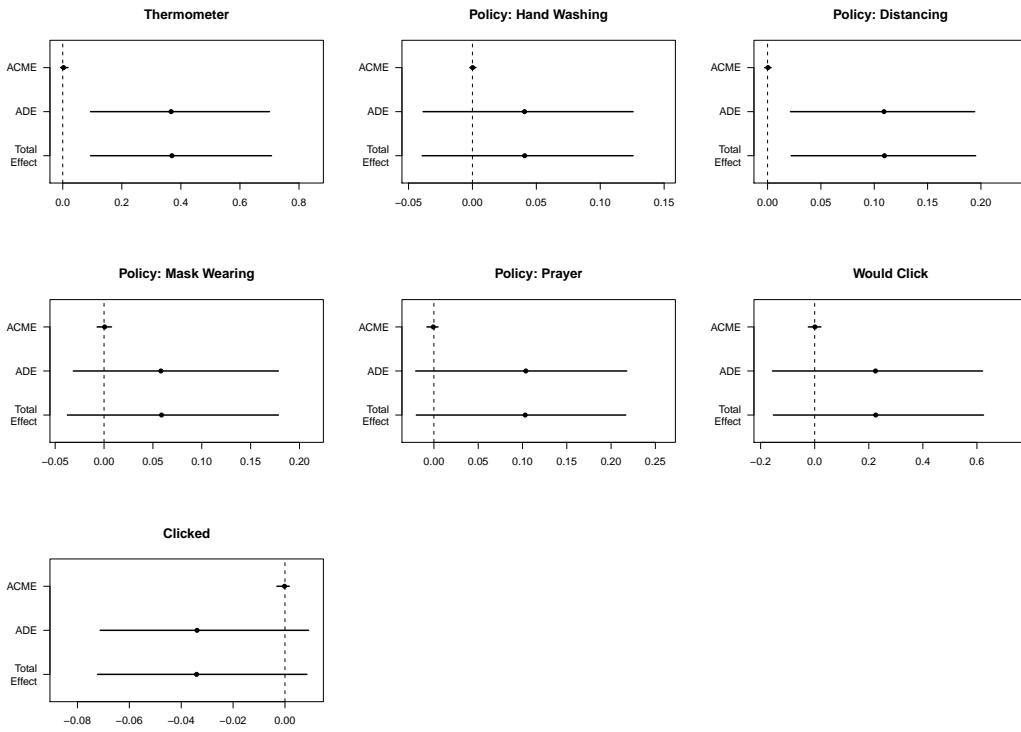
Mediator Variable: Morality Endorsement Condition



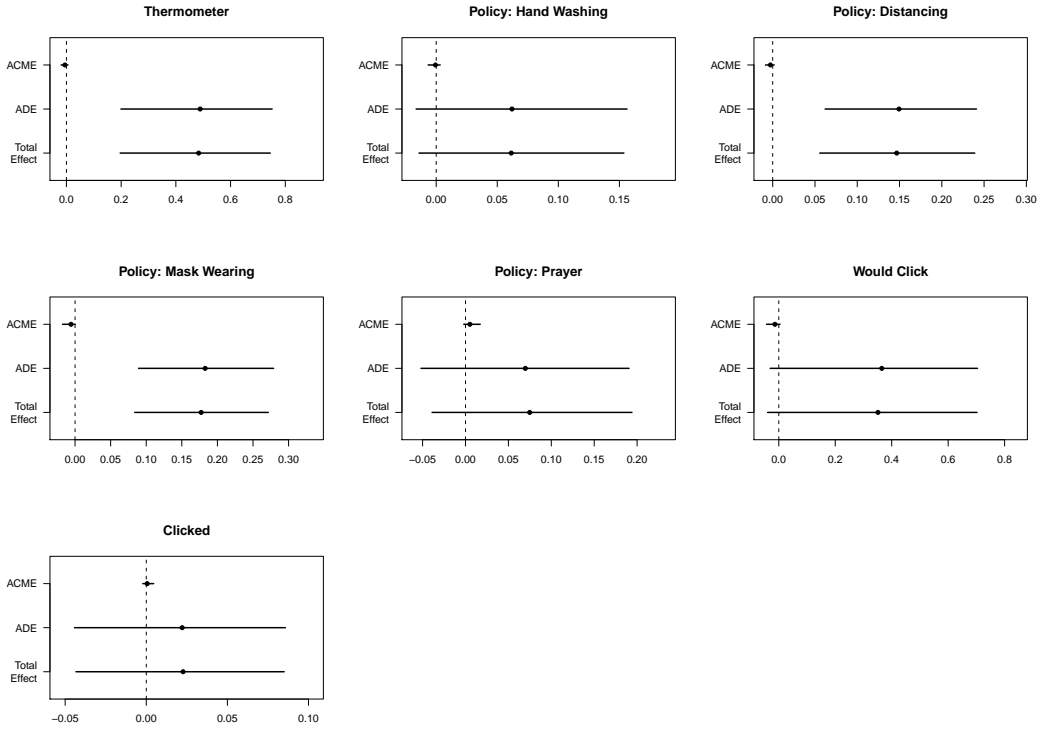
Mediator Variable: Morality Norms Condition



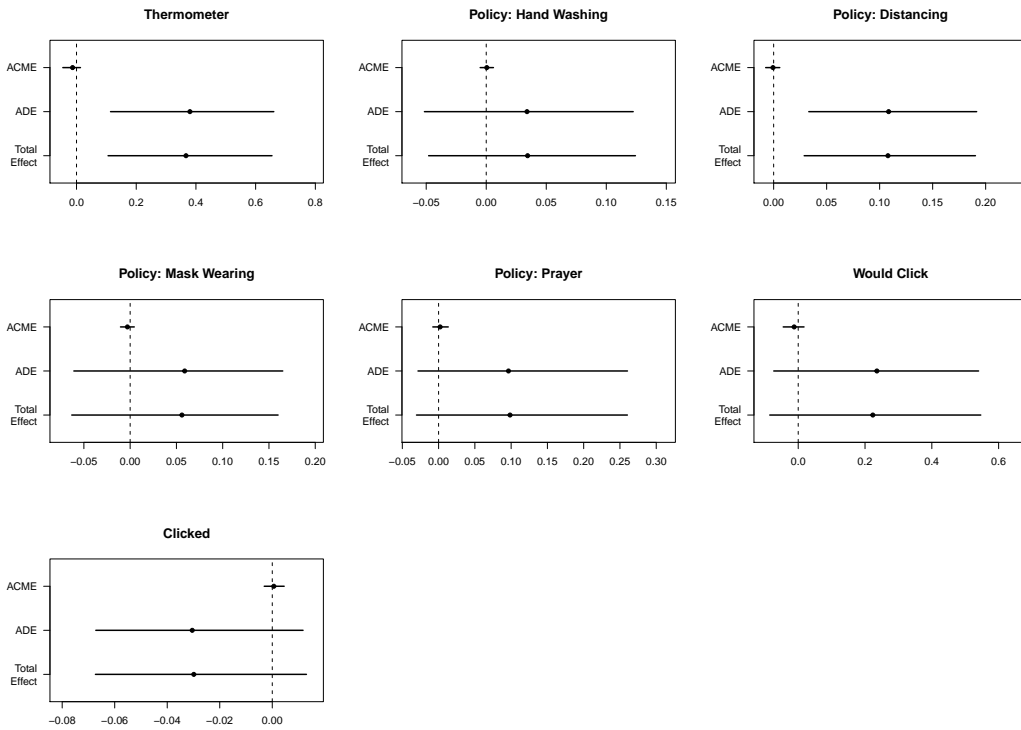
Mediator Variable: Social Capital Endorsement Condition



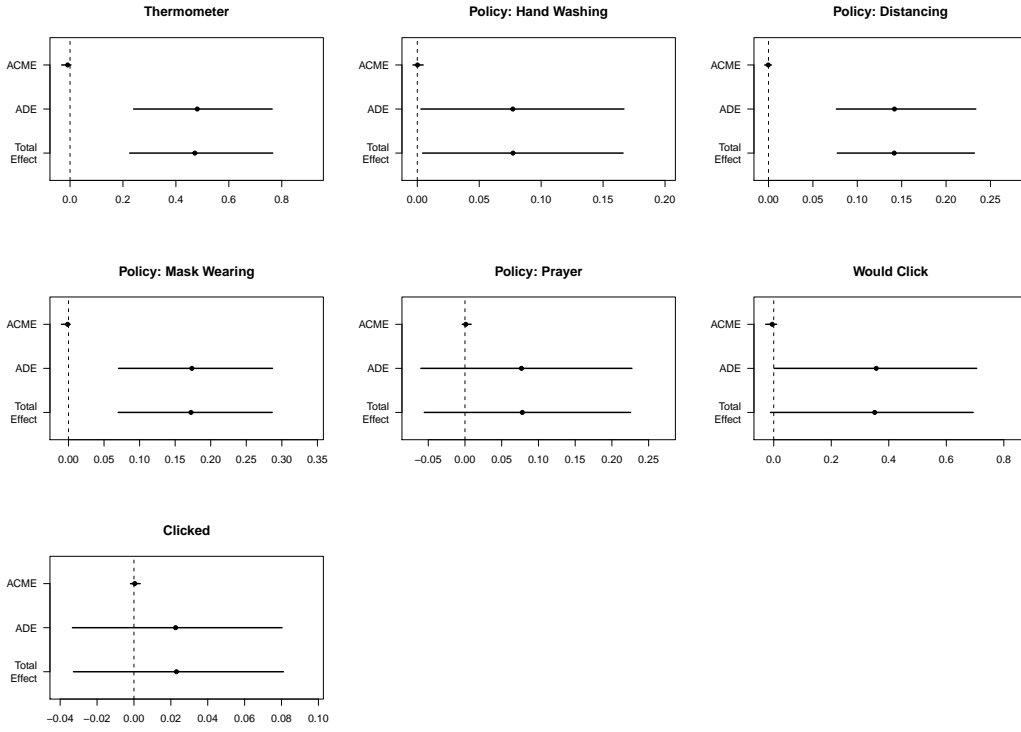
Mediator Variable: Social Capital Norms Condition



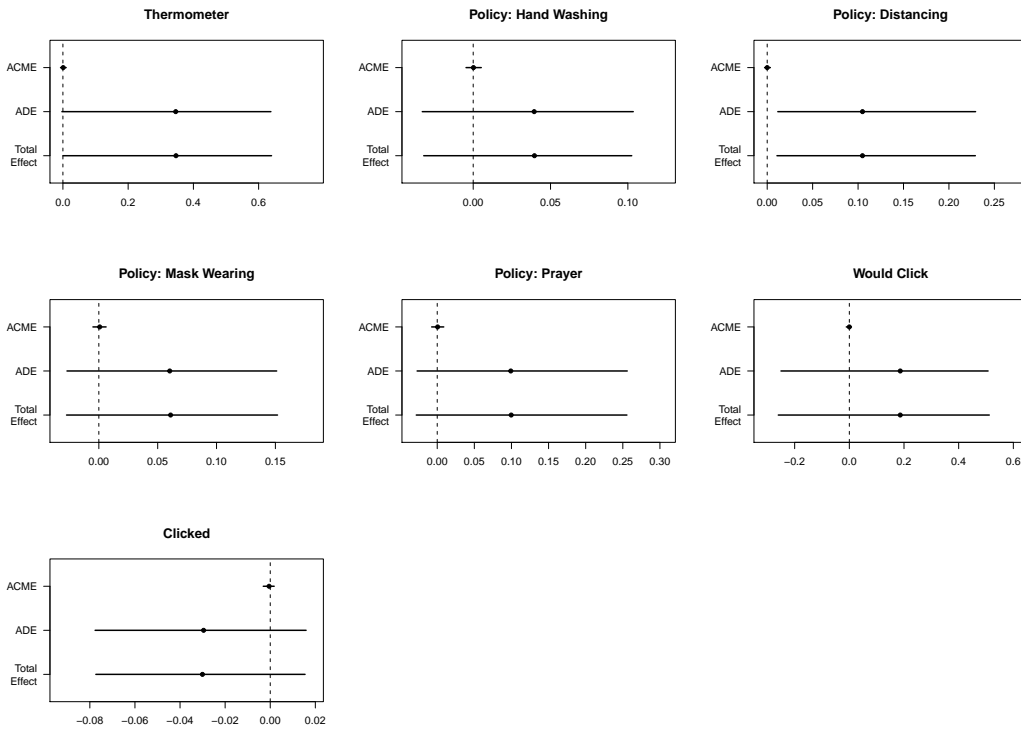
Mediator Variable: Heuristics Endorsement Condition



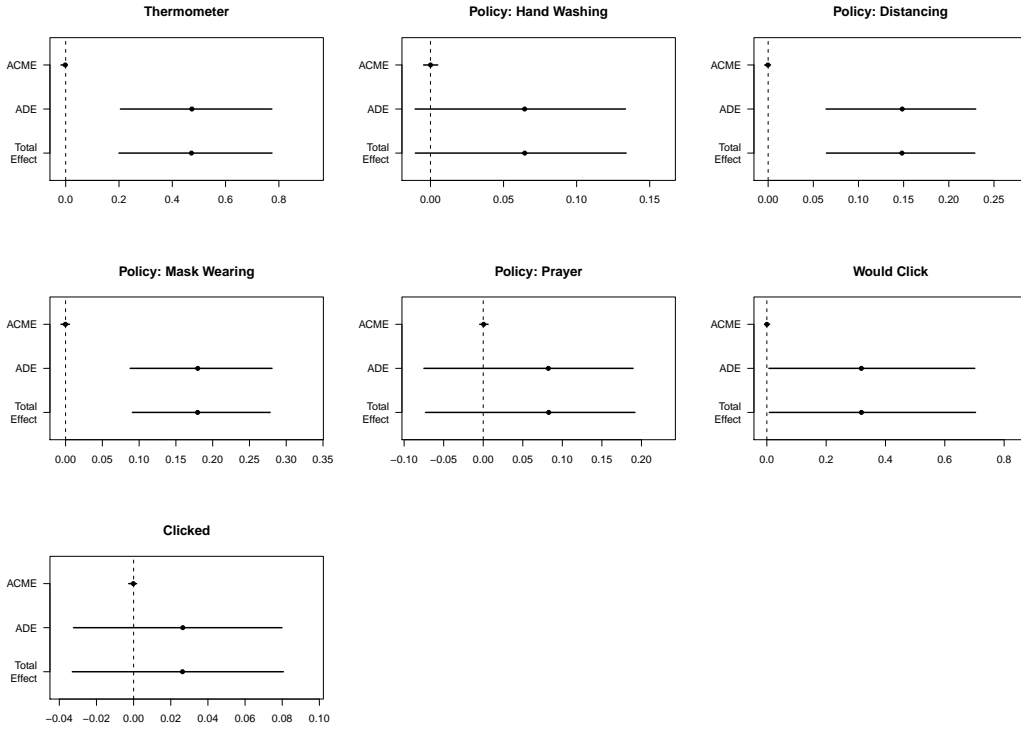
Mediator Variable: Heuristics
Norms Condition



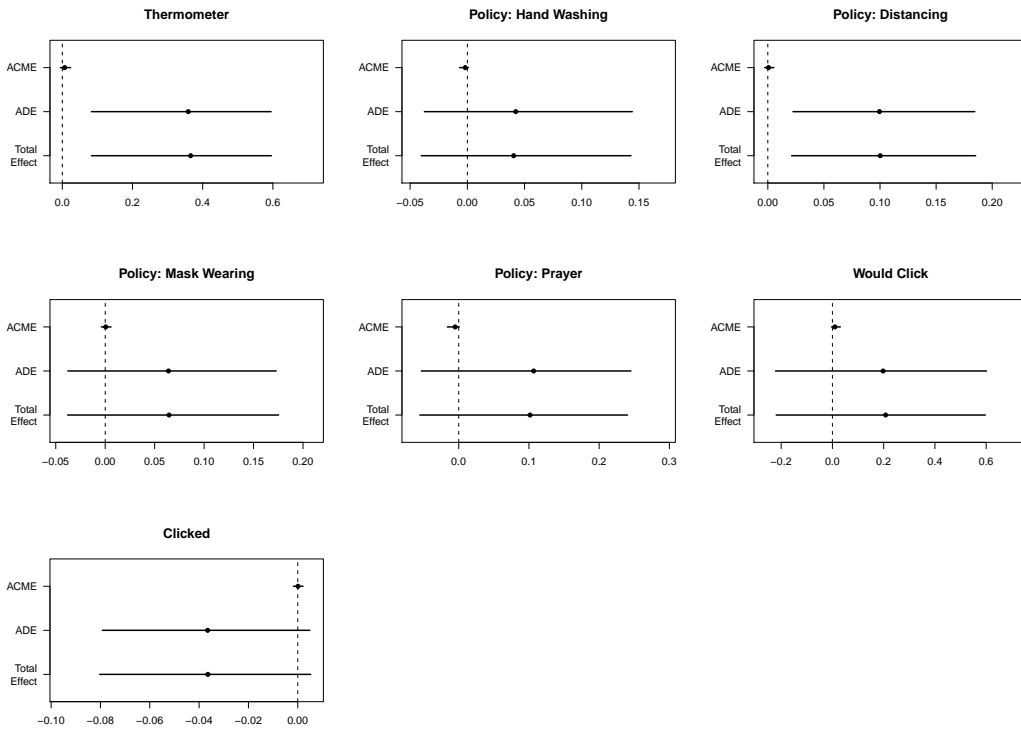
Mediator Variable: Tradition
Endorsement Condition



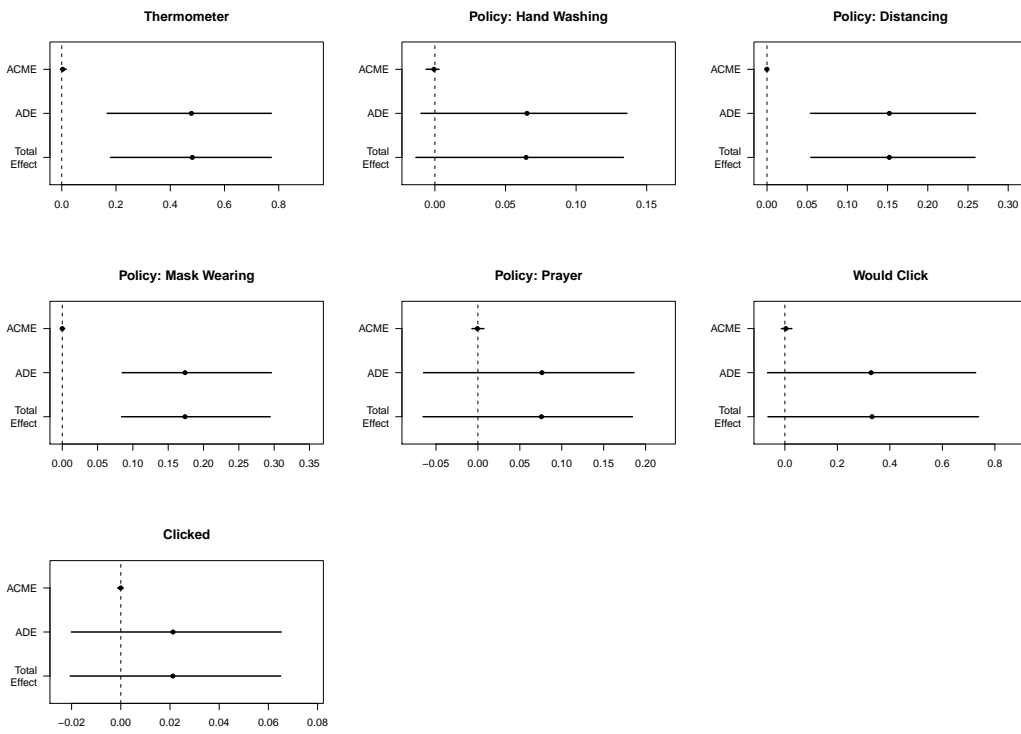
Mediator Variable: Tradition Norms Condition



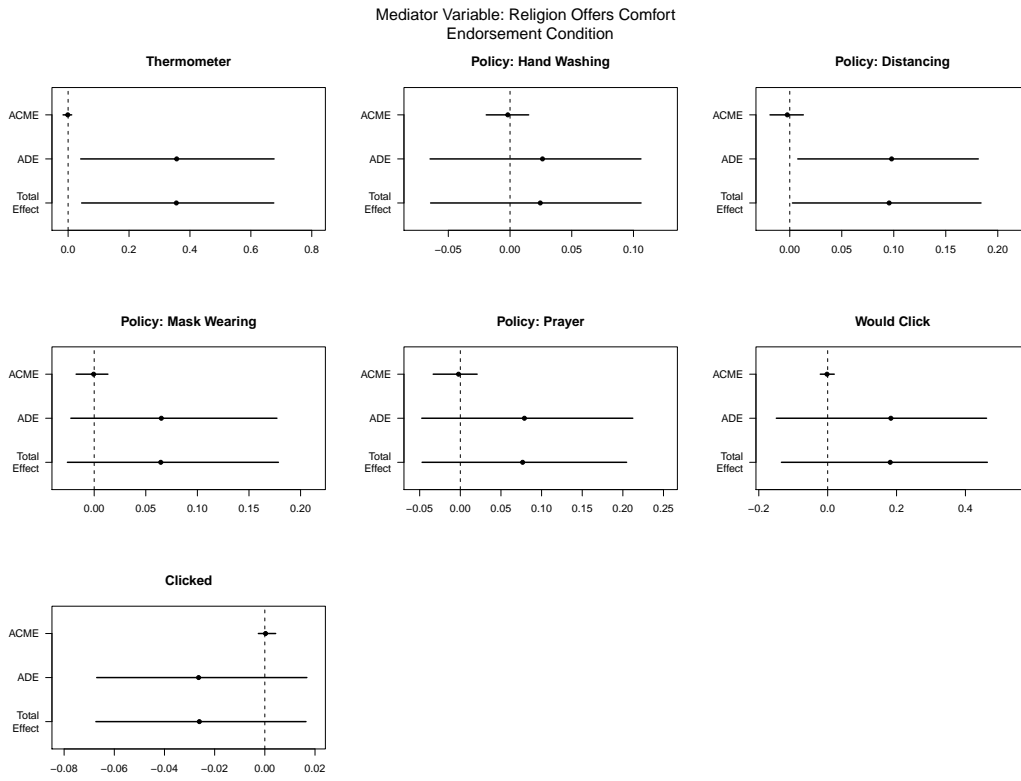
Mediator Variable: Social Identity Endorsement Condition



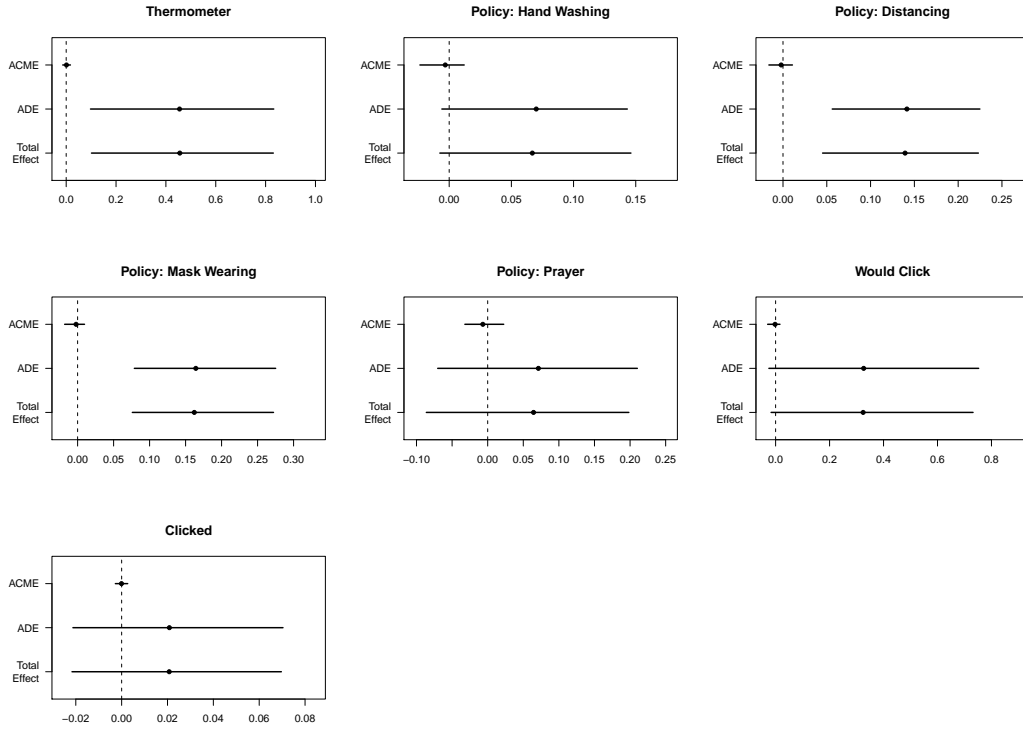
Mediator Variable: Social Identity Norms Condition



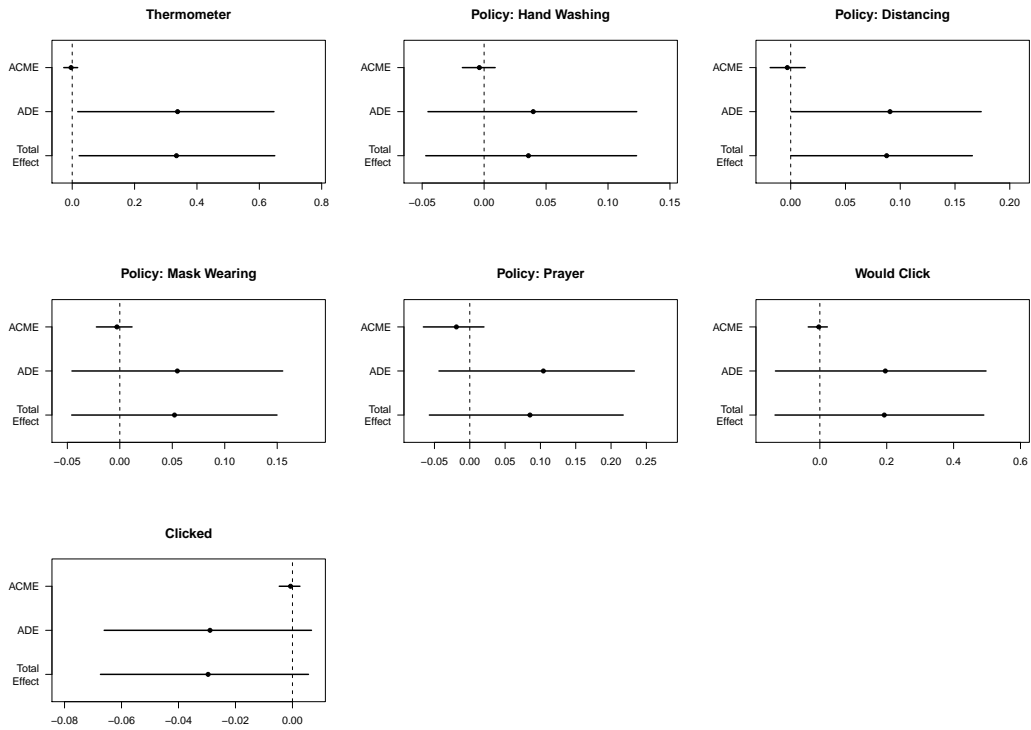
G.3 Extrinsic / Intrinsic Motivations



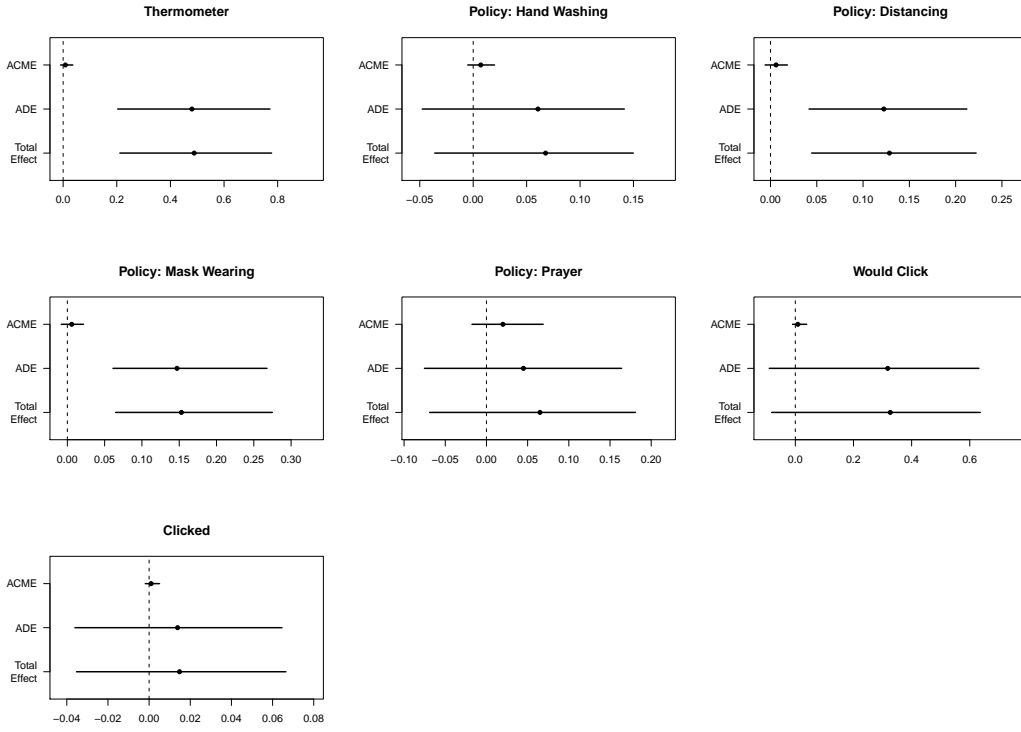
Mediator Variable: Religion Offers Comfort Norms Condition



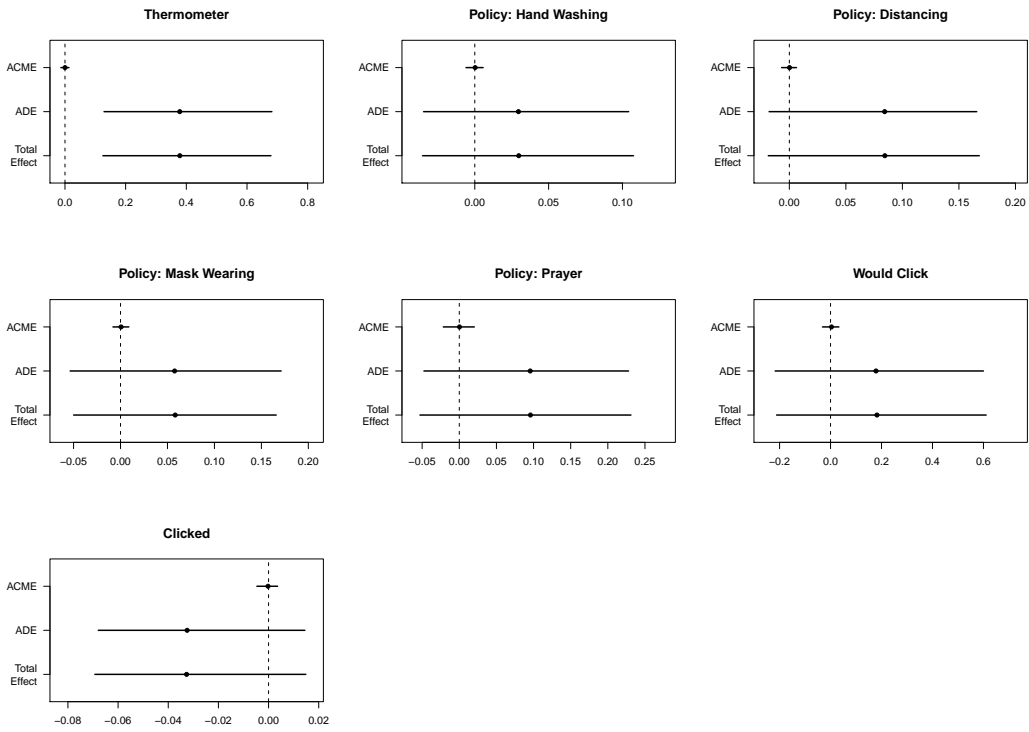
Mediator Variable: Religious Approach to Life Endorsement Condition



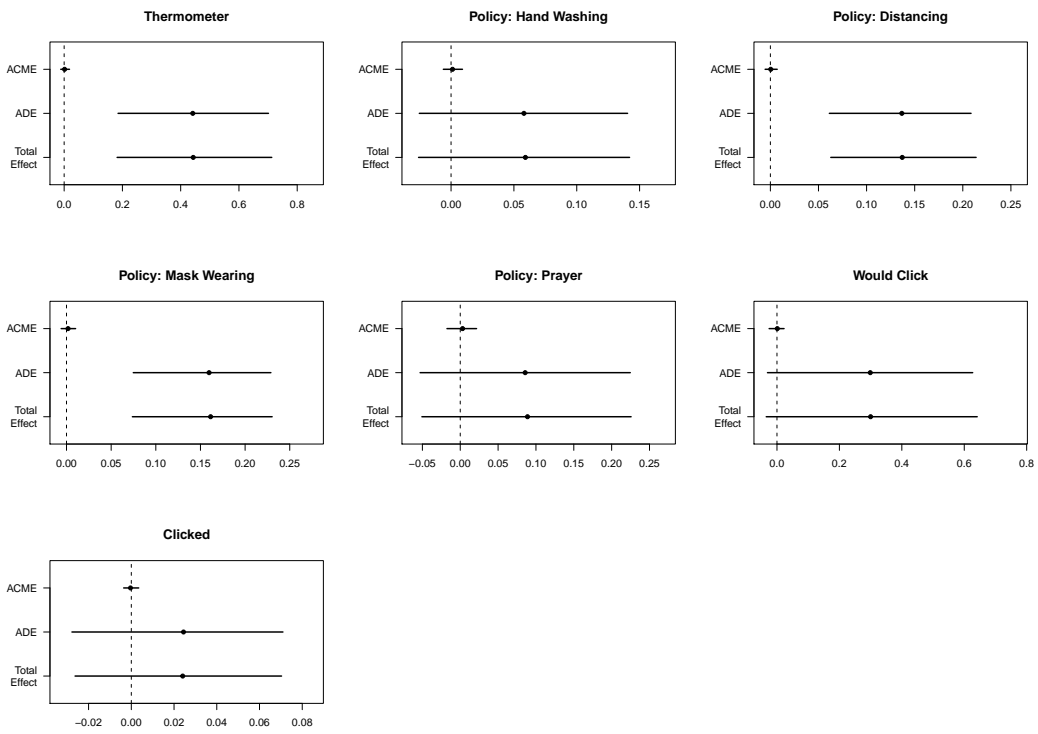
Mediator Variable: Religious Approach to Life Norms Condition



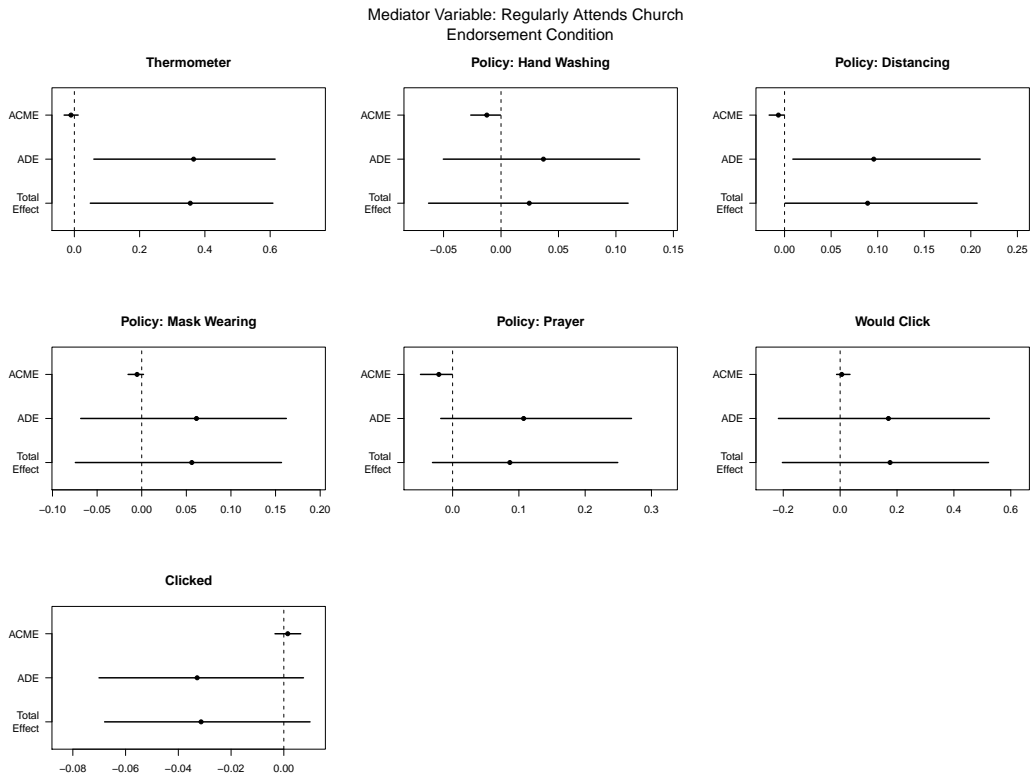
Mediator Variable: Enjoys Social Aspects of Church Endorsement Condition



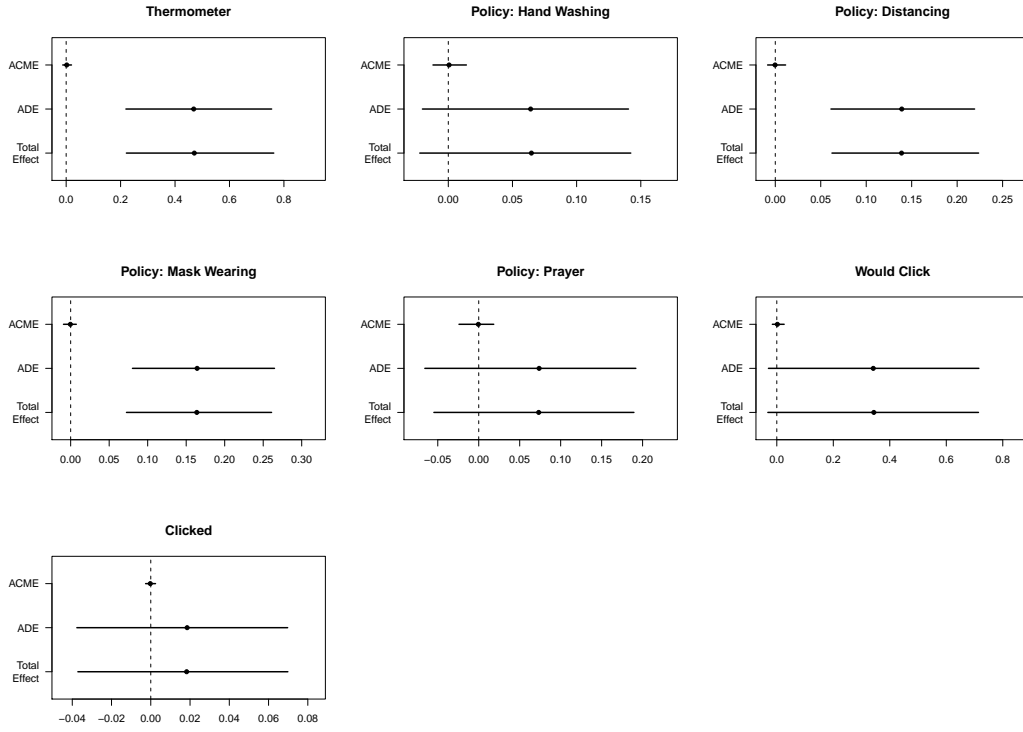
Mediator Variable: Enjoys Social Aspects of Church
Norms Condition



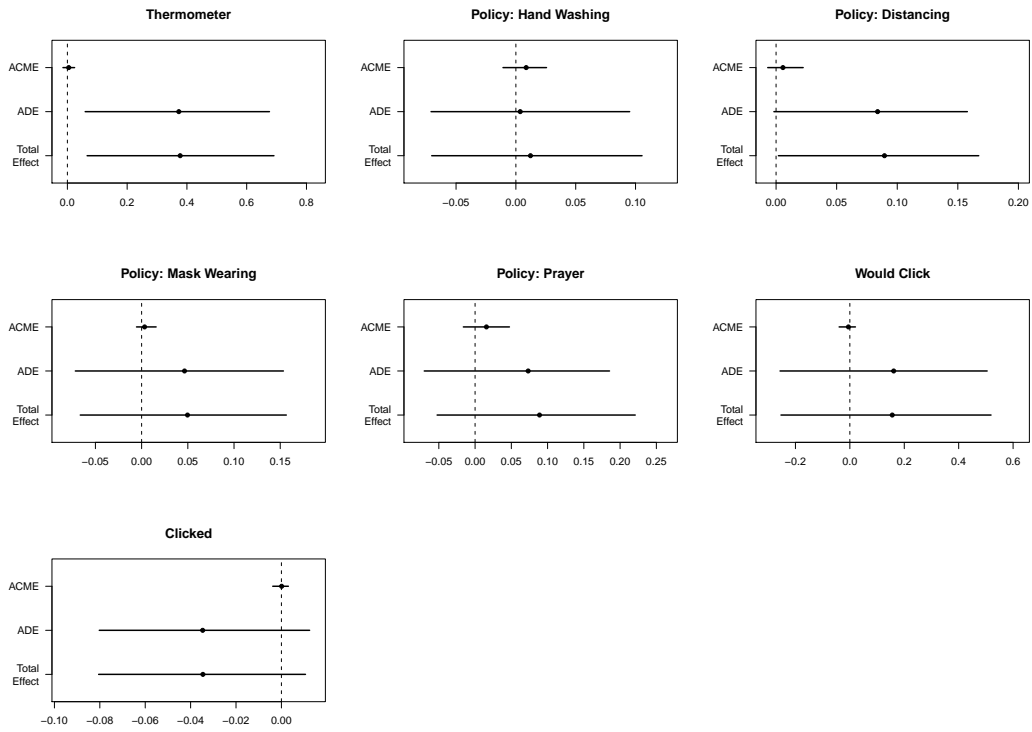
G.4 Religiosity Index



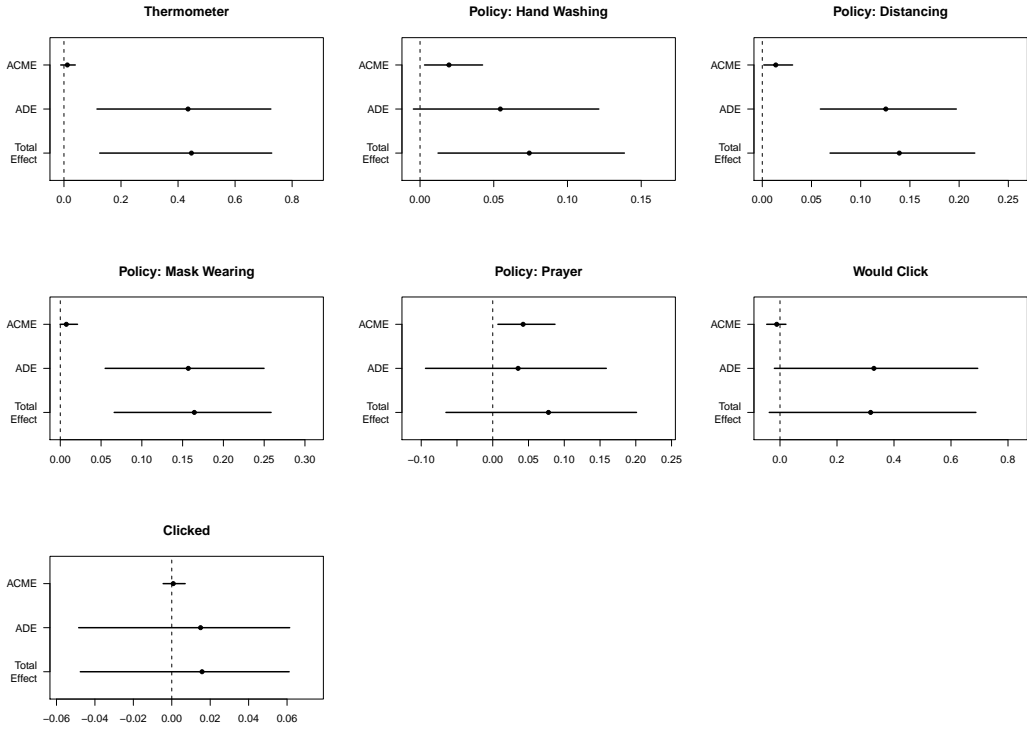
Mediator Variable: Regularly Attends Church Norms Condition



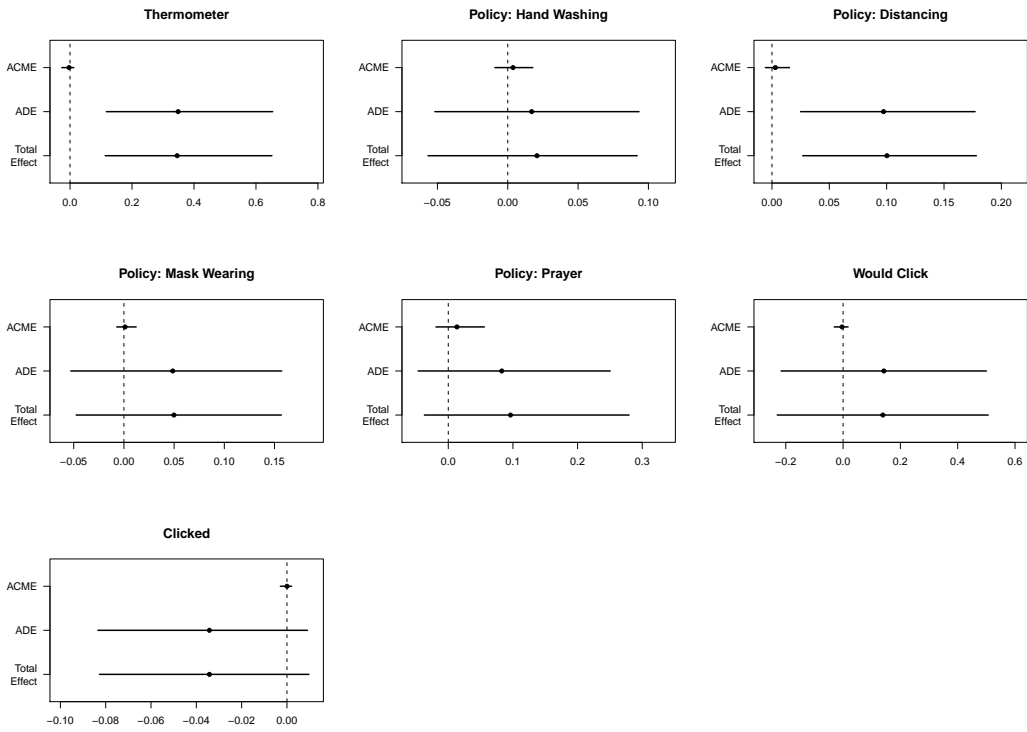
Mediator Variable: Spiritual Values Endorsement Condition



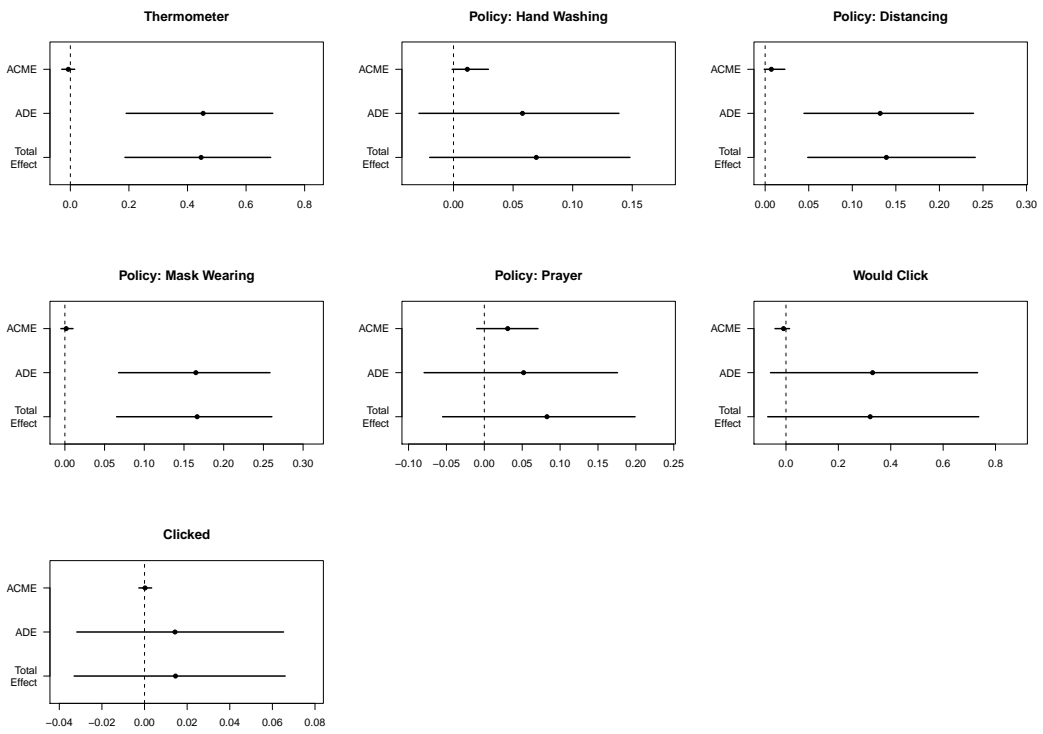
Mediator Variable: Spiritual Values
Norms Condition



Mediator Variable: Enjoys Social Aspects of Church
Endorsement Condition



Mediator Variable: Enjoys Social Aspects of Church
Norms Condition



H Mechanisms: Interaction Models

In addition to the mediation analyses above, we explore the religiosity and religious motivation mechanisms by estimating conditional average treatment effects with a set of factorial interaction models. The results of these models are below.

H.1 Religiosity (Self-Reported)

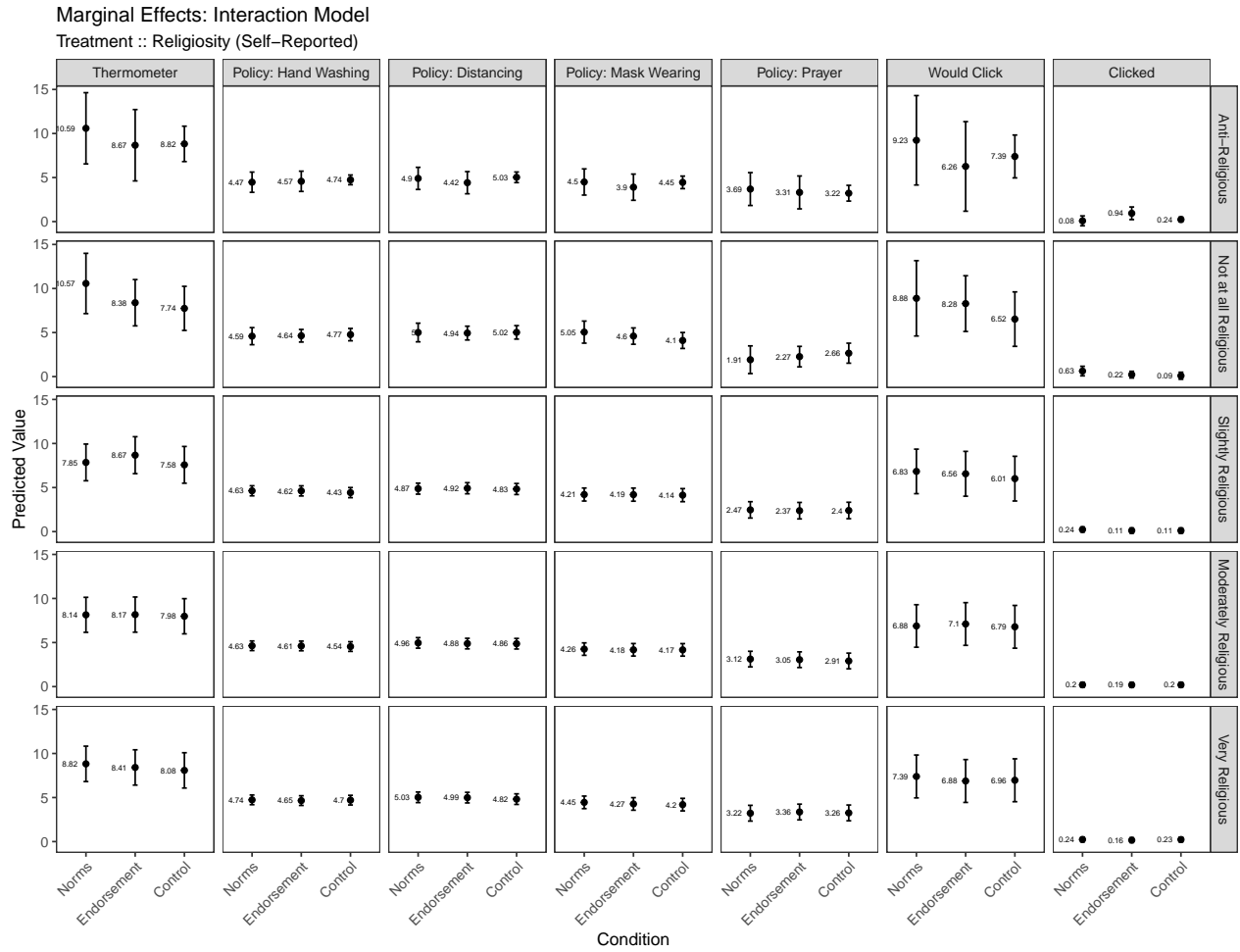


Figure H12: Predicted Values by Interaction (Treatment × Religiosity (Self-Reported))

Table H24: Interaction Model: Treatment \times Religiosity (Self-Reported)

	Thermometer	Policy: Hand Washing	Policy: Distancing	Policy: Mask Wearing	Policy: Prayer	Would Click	Clicked
Intercept	1.558 (1.136)	3.736*** (0.312)	3.512*** (0.341)	1.960*** (0.403)	2.577*** (0.506)	-1.100 (1.380)	0.067 (0.161)
Norms \times Anti-Religious	1.766 (1.808)	-0.265 (0.519)	-0.124 (0.567)	0.043 (0.671)	0.472 (0.843)	0.153 (2.295)	-0.153 (0.252)
Norms \times Not at all Religious	1.748 (1.427)	-0.148 (0.410)	-0.023 (0.448)	0.597 (0.530)	-1.308* (0.665)	1.491 (1.807)	0.390 (0.241)
Norms \times Slightly Religious	-0.970** (0.364)	-0.105 (0.100)	-0.153 (0.109)	-0.246+ (0.129)	-0.755*** (0.162)	-0.560 (0.449)	-0.002 (0.057)
Norms \times Moderately Religious	-0.678** (0.226)	-0.104+ (0.063)	-0.069 (0.069)	-0.198* (0.081)	-0.098 (0.102)	-0.511+ (0.280)	-0.036 (0.036)
Endorsement \times Anti-Religious	-0.155 (1.793)	-0.163 (0.515)	-0.612 (0.563)	-0.548 (0.666)	0.091 (0.836)	-1.130 (2.274)	0.704* (0.341)
Endorsement \times Not at all Religious	-0.437 (0.898)	-0.100 (0.243)	-0.090 (0.265)	0.144 (0.314)	-0.955* (0.394)	0.892 (1.072)	-0.018 (0.140)
Endorsement \times Slightly Religious	-0.148 (0.375)	-0.116 (0.105)	-0.105 (0.114)	-0.258+ (0.135)	-0.847*** (0.170)	-0.831+ (0.465)	-0.124* (0.059)
Endorsement \times Moderately Religious	-0.652** (0.221)	-0.121* (0.062)	-0.146* (0.067)	-0.276*** (0.080)	-0.169+ (0.100)	-0.288 (0.273)	-0.046 (0.035)
Endorsement \times Very Religious	-0.407+ (0.226)	-0.084 (0.063)	-0.038 (0.069)	-0.179* (0.081)	0.137 (0.102)	-0.516+ (0.279)	-0.074* (0.036)
Control \times Not at all Religious	-1.080 (0.795)	0.029 (0.228)	-0.007 (0.249)	-0.355 (0.295)	-0.565 (0.370)	-0.869 (1.005)	-0.145 (0.154)
Control \times Slightly Religious	-1.246*** (0.369)	-0.310** (0.103)	-0.194+ (0.113)	-0.317* (0.134)	-0.824*** (0.168)	-1.383** (0.459)	-0.127* (0.061)
Control \times Moderately Religious	-0.839*** (0.228)	-0.193** (0.064)	-0.163* (0.070)	-0.284*** (0.082)	-0.312*** (0.103)	-0.607* (0.283)	-0.039 (0.036)
Control \times Very Religious	-0.740*** (0.219)	-0.033 (0.061)	-0.209** (0.066)	-0.258** (0.079)	0.036 (0.099)	-0.431 (0.271)	-0.007 (0.036)
Observations	1682	1774	1775	1775	1774	1739	1213
R^2	0.352	0.101	0.194	0.288	0.128	0.332	0.062
F	19.742	4.314	9.263	15.522	5.624	18.680	1.707

+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

H.2 Religious Motivations

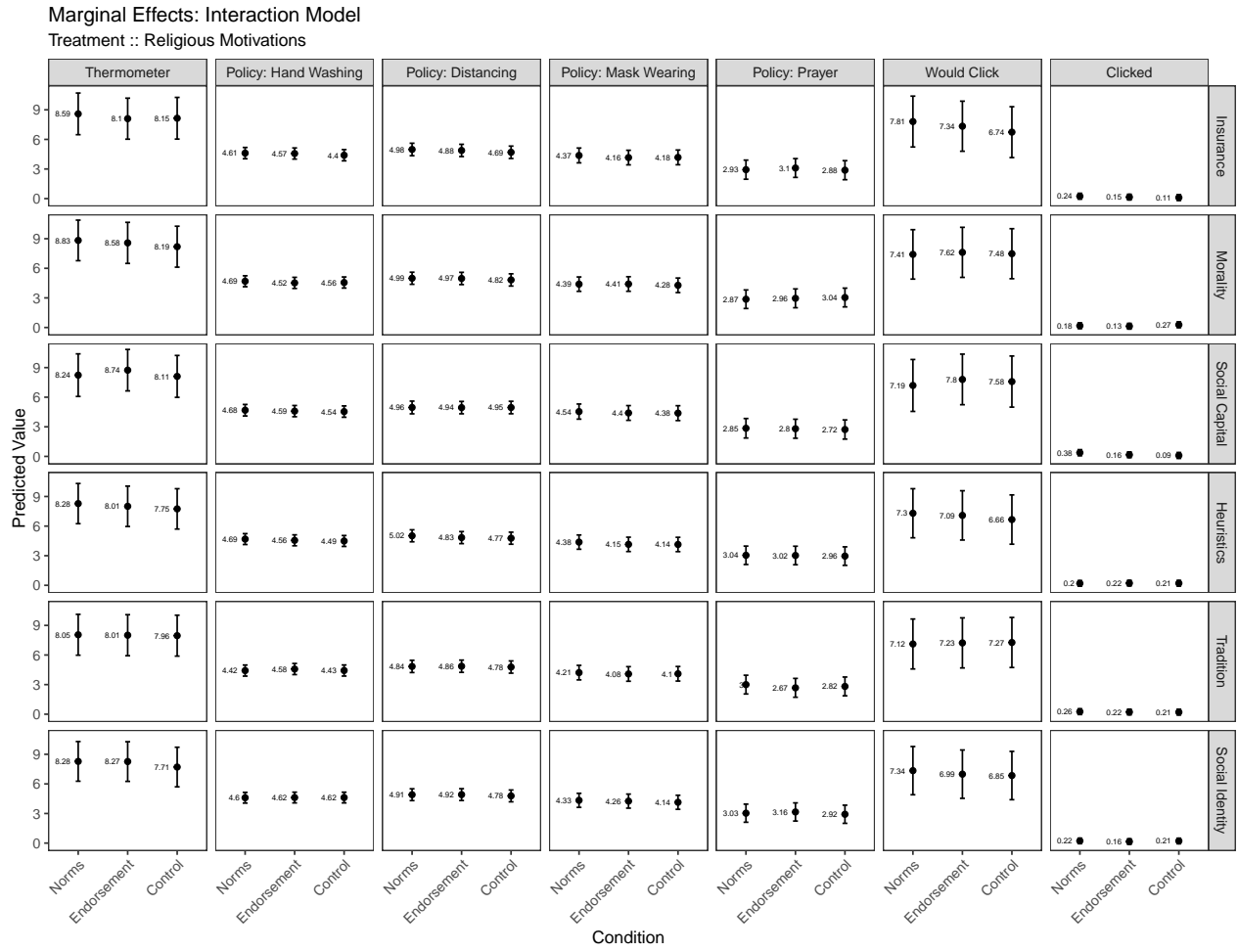


Figure H13: Predicted Values by Interaction (Treatment × Religious Motivations)

Table H25: Interaction Model: Treatment \times Religious Motivations

	Thermometer	Policy: Hand Washing	Policy: Distancing	Policy: Mask Wearing	Policy: Prayer	Would Click	Clicked
Intercept	0.449 (1.142)	3.651*** (0.310)	3.233*** (0.342)	1.633*** (0.406)	2.243*** (0.524)	-1.771 (1.398)	0.019 (0.167)
Norms \times Insurance	0.880* (0.395)	-0.006 (0.109)	0.196 (0.121)	0.238+ (0.144)	0.010 (0.185)	0.961+ (0.493)	0.025 (0.063)
Norms \times Morality	1.118*** (0.326)	0.073 (0.089)	0.207* (0.098)	0.257* (0.117)	-0.057 (0.150)	0.563 (0.404)	-0.038 (0.053)
Norms \times Social Capital	0.526 (0.471)	0.065 (0.130)	0.175 (0.143)	0.406* (0.170)	-0.071 (0.219)	0.342 (0.584)	0.160* (0.081)
Norms \times Heuristics	0.573+ (0.305)	0.069 (0.084)	0.233* (0.093)	0.241* (0.111)	0.118 (0.143)	0.455 (0.384)	-0.019 (0.051)
Norms \times Tradition	0.342 (0.346)	-0.194* (0.097)	0.057 (0.107)	0.077 (0.127)	0.077 (0.164)	0.269 (0.440)	0.042 (0.058)
Norms \times Social Identity	0.573* (0.228)	-0.019 (0.063)	0.122+ (0.069)	0.197* (0.082)	0.108 (0.106)	0.496+ (0.285)	0.008 (0.039)
Endorsement \times Insurance	0.393 (0.412)	-0.046 (0.112)	0.099 (0.123)	0.024 (0.146)	0.177 (0.189)	0.489 (0.768+)	-0.064 (0.065)
Endorsement \times Morality	0.867* (0.358)	-0.095 (0.097)	0.187+ (0.107)	0.273* (0.127)	0.033 (0.164)	0.503 (0.440)	-0.086 (0.056)
Endorsement \times Social Capital	1.030** (0.389)	-0.025 (0.108)	0.160 (0.119)	0.266+ (0.142)	-0.119 (0.183)	0.954+ (0.490)	-0.050 (0.062)
Endorsement \times Heuristics	0.298 (0.282)	-0.056 (0.079)	0.051 (0.087)	0.012 (0.103)	0.100 (0.133)	0.237 (0.357)	0.003 (0.049)
Endorsement \times Tradition	0.297 (0.349)	-0.039 (0.096)	0.078 (0.106)	-0.057 (0.127)	-0.250 (0.163)	0.378 (0.435)	0.007 (0.057)
Endorsement \times Social Identity	0.556* (0.233)	0.002 (0.065)	0.131+ (0.072)	0.119 (0.085)	0.233* (0.110)	0.139 (0.294)	-0.058 (0.040)
Control \times Insurance	0.437 (0.387)	-0.218* (0.105)	-0.089 (0.116)	0.042 (0.138)	-0.043 (0.178)	-0.111 (0.488)	-0.107 (0.066)
Control \times Morality	0.482 (0.332)	-0.056 (0.092)	0.038 (0.101)	0.141 (0.121)	0.116 (0.156)	0.631 (0.419)	0.060 (0.054)
Control \times Social Capital	0.400 (0.406)	-0.074 (0.110)	0.169 (0.122)	0.248+ (0.145)	-0.198 (0.187)	0.737 (0.501)	-0.120+ (0.067)
Control \times Heuristics	0.036 (0.328)	-0.125 (0.090)	-0.010 (0.099)	0.002 (0.118)	0.036 (0.152)	-0.184 (0.408)	-0.007 (0.058)
Control \times Tradition	0.252 (0.342)	-0.188* (0.096)	-0.004 (0.106)	-0.039 (0.126)	-0.107 (0.162)	0.421 (0.435)	-0.006 (0.056)
Observations	1604	1687	1688	1688	1688	1655	1152
R^2	0.360	0.100	0.203	0.298	0.086	0.337	0.070
F	17.827	3.719	8.492	14.209	3.149	16.644	1.684

+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

H.3 Extrinsic / Intrinsic Motivations

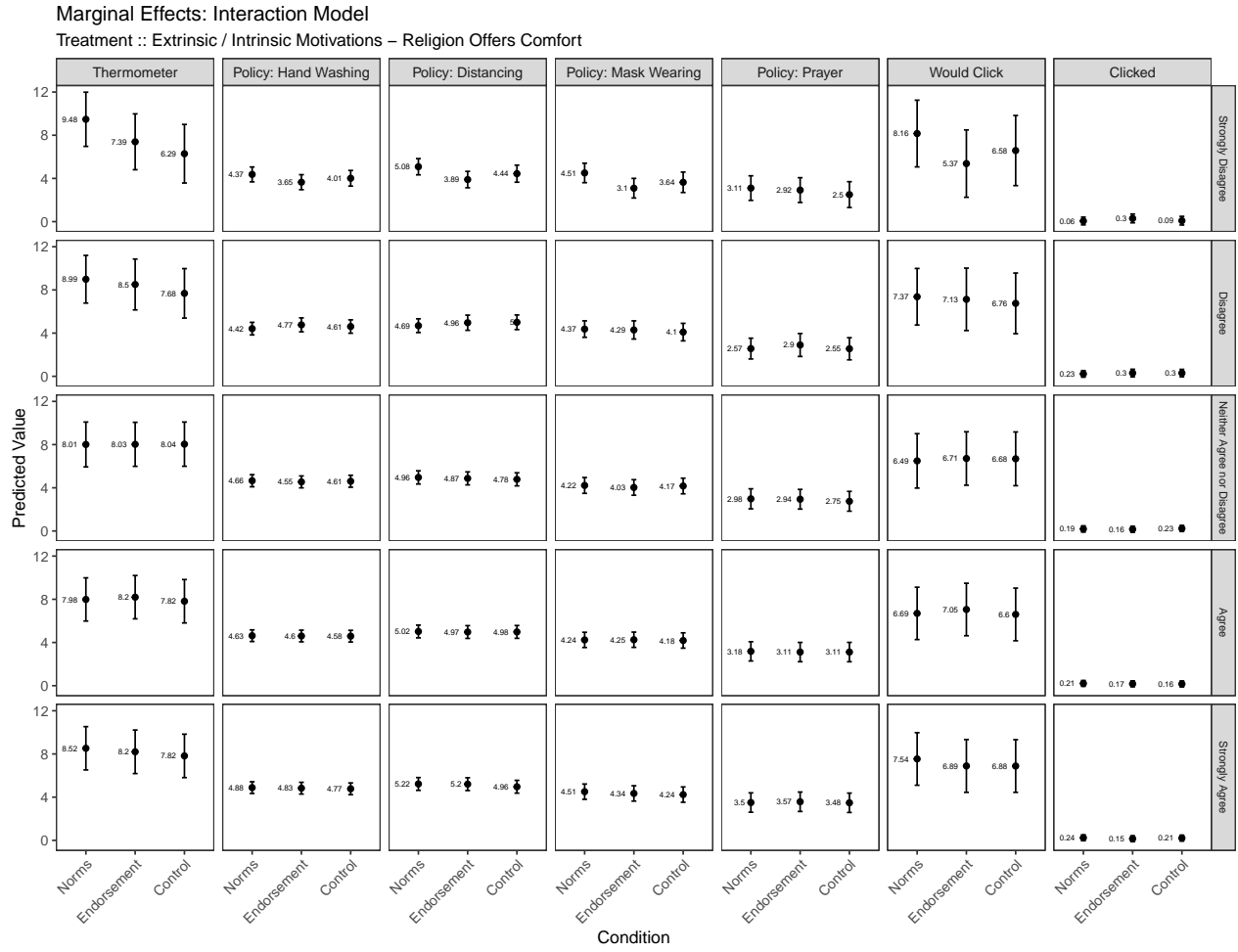


Figure H14: Predicted Values by Interaction (Treatment × Extrinsic / Intrinsic Motivations)

Table H26: Interaction Model: Treatment \times Extrinsic / Intrinsic Motivations — Religion Offers Comfort

	Thermometer	Policy: Hand Washing	Policy: Distancing	Policy: Mask Wearing	Policy: Prayer	Would Click	Clicked
Intercept	1.330 (1.139)	3.992*** (0.308)	3.829*** (0.337)	2.130*** (0.403)	2.923*** (0.510)	-0.778 (1.388)	0.074 (0.162)
Norms \times Strongly Disagree	0.951 (0.801)	-0.512* (0.226)	-0.137 (0.247)	0.000 (0.295)	-0.395 (0.373)	0.619 (1.012)	-0.178 (0.124)
Norms \times Disagree	0.463 (0.515)	-0.468*** (0.138)	-0.532*** (0.151)	-0.134 (0.181)	-0.934*** (0.229)	-0.169 (0.621)	-0.012 (0.085)
Norms \times Neither Agree nor Disagree	-0.513 (0.343)	-0.228* (0.094)	-0.260* (0.103)	-0.289* (0.123)	-0.522*** (0.156)	-1.046* (0.426)	-0.048 (0.056)
Norms \times Agree	-0.540* (0.235)	-0.255*** (0.064)	-0.204** (0.070)	-0.268** (0.084)	-0.323** (0.106)	-0.843** (0.291)	-0.029 (0.037)
Endorsement \times Strongly Disagree	-1.132 (0.861)	-1.231*** (0.230)	-1.327*** (0.251)	-1.412*** (0.300)	-0.581 (0.380)	-2.163* (1.031)	0.059 (0.157)
Endorsement \times Disagree	-0.021 (0.661)	-0.118 (0.186)	-0.259 (0.203)	-0.214 (0.243)	-0.600+ (0.307)	-0.410 (0.834)	0.064 (0.117)
Endorsement \times Neither Agree nor Disagree	-0.499 (0.322)	-0.338*** (0.089)	-0.349*** (0.097)	-0.476*** (0.116)	-0.561*** (0.147)	-0.825* (0.401)	-0.077 (0.054)
Endorsement \times Agree	-0.330 (0.235)	-0.283*** (0.065)	-0.253*** (0.071)	-0.254** (0.085)	-0.390*** (0.107)	-0.483+ (0.292)	-0.067+ (0.036)
Endorsement \times Strongly Agree	-0.325 (0.232)	-0.053 (0.063)	-0.017 (0.069)	-0.163* (0.083)	0.072 (0.105)	-0.647* (0.287)	-0.088* (0.036)
Control \times Strongly Disagree	-2.238* (0.948)	-0.869*** (0.250)	-0.780** (0.273)	-0.865** (0.327)	-0.998* (0.413)	-0.955 (1.121)	-0.149 (0.153)
Control \times Disagree	-0.842 (0.595)	-0.274+ (0.163)	-0.220 (0.178)	-0.412+ (0.213)	-0.952*** (0.270)	-0.782 (0.765)	0.061 (0.111)
Control \times Neither Agree nor Disagree	-0.484 (0.336)	-0.278** (0.092)	-0.438*** (0.101)	-0.342** (0.121)	-0.750*** (0.153)	-0.855* (0.415)	-0.004 (0.053)
Control \times Agree	-0.707** (0.231)	-0.299*** (0.063)	-0.244*** (0.069)	-0.325*** (0.083)	-0.388*** (0.105)	-0.940** (0.287)	-0.077* (0.037)
Control \times Strongly Agree	-0.704** (0.233)	-0.110+ (0.064)	-0.258*** (0.070)	-0.272** (0.083)	-0.023 (0.105)	-0.655* (0.288)	-0.028 (0.037)
Observations	1675	1767	1768	1768	1767	1732	1208
R^2	0.349	0.133	0.220	0.297	0.126	0.333	0.057
F	18.976	5.724	10.535	15.836	5.409	18.253	1.529

+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

Marginal Effects: Interaction Model

Treatment :: Extrinsic / Intrinsic Motivations – Takes Religious Approach to Life

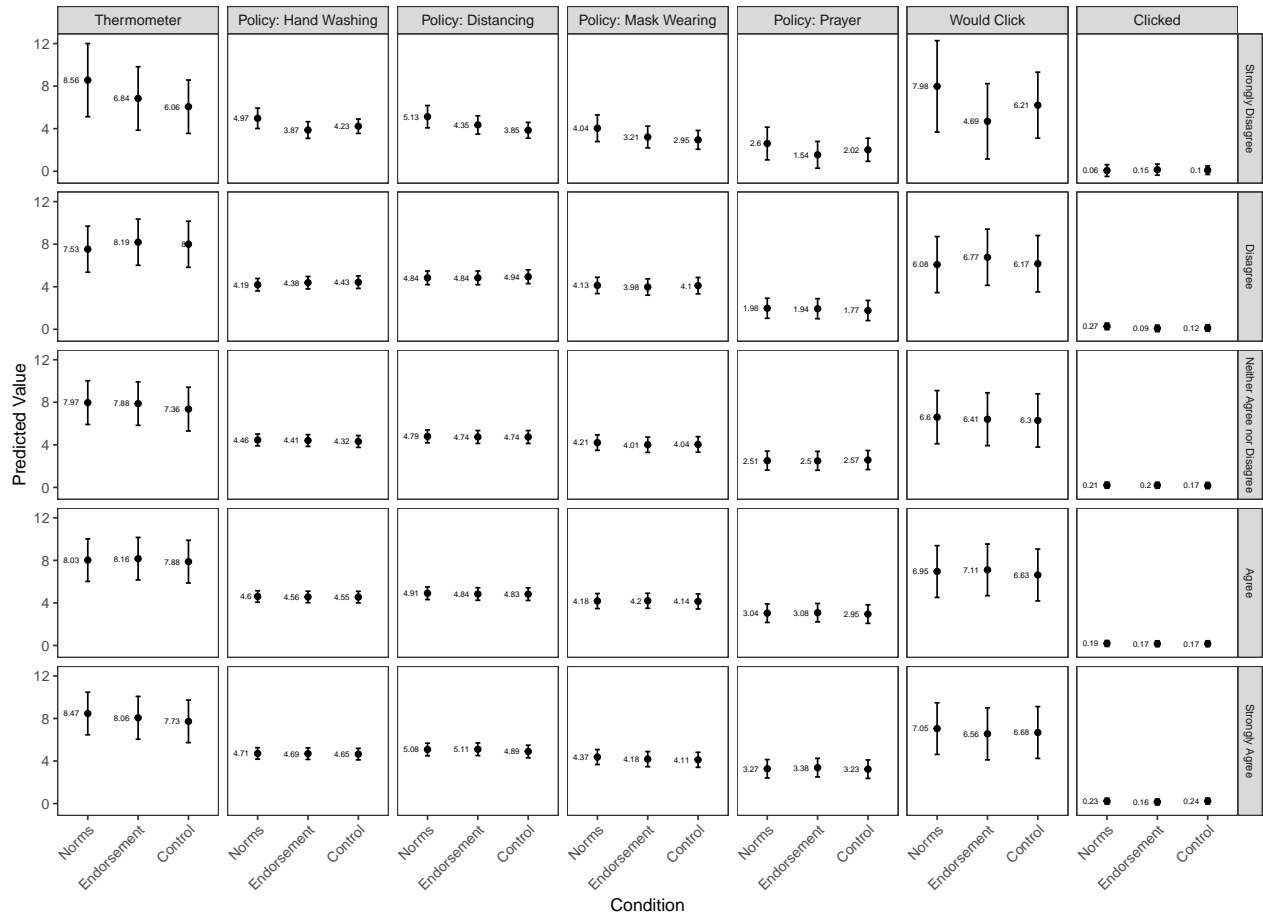


Figure H15: Predicted Values by Interaction (Treatment × Extrinsic / Intrinsic Motivations)

Table H27: Interaction Model: Treatment \times Extrinsic / Intrinsic Motivations — Takes Religious Approach to Life

	Thermometer	Policy: Hand Washing	Policy: Distancing	Policy: Mask Wearing	Policy: Prayer	Would Click	Clicked
Intercept	1.382 (1.135)	3.815*** (0.307)	3.667*** (0.336)	1.977*** (0.401)	2.799*** (0.492)	-1.286 (1.380)	0.070 (0.162)
Norms : Strongly Disagree	0.096 (1.442)	0.259 (0.407)	0.042 (0.446)	-0.336 (0.532)	-0.668 (0.654)	0.927 (1.826)	-0.169 (0.245)
Norms : Disagree	-0.935+ (0.483)	-0.522*** (0.134)	-0.246+ (0.147)	-0.248 (0.175)	-1.295*** (0.215)	-0.964 (0.601)	0.041 (0.080)
Norms : Neither Agree nor Disagree	-0.498 (0.326)	-0.254** (0.089)	-0.291** (0.098)	-0.164 (0.117)	-0.759*** (0.143)	-0.448 (0.405)	-0.023 (0.051)
Norms : Agree	-0.441+ (0.238)	-0.109+ (0.065)	-0.176* (0.071)	-0.197* (0.085)	-0.237* (0.105)	-0.097 (0.296)	-0.041 (0.039)
Endorsement : Strongly Disagree	-1.628 (1.106)	-0.844** (0.286)	-0.731* (0.313)	-1.160*** (0.374)	-1.730*** (0.459)	-2.358+ (1.291)	-0.084 (0.222)
Endorsement : Disagree	-0.278 (0.483)	-0.333* (0.130)	-0.248+ (0.143)	-0.398* (0.171)	-1.336*** (0.209)	-0.276 (0.593)	-0.145+ (0.078)
Endorsement : Neither Agree nor Disagree	-0.592+ (0.312)	-0.308*** (0.087)	-0.343*** (0.095)	-0.364** (0.114)	-0.775*** (0.140)	-0.640 (0.391)	-0.032 (0.051)
Endorsement : Agree	-0.308 (0.232)	-0.150* (0.064)	-0.244*** (0.070)	-0.171* (0.084)	-0.189+ (0.103)	0.060 (0.288)	-0.063+ (0.037)
Endorsement : Strongly Agree	-0.406+ (0.239)	-0.021 (0.066)	0.021 (0.072)	-0.197* (0.086)	0.107 (0.105)	-0.493+ (0.296)	-0.074+ (0.040)
Control : Strongly Disagree	-2.404** (0.798)	-0.486* (0.215)	-1.233*** (0.236)	-1.426*** (0.281)	-1.256*** (0.346)	-0.842 (1.010)	-0.132 (0.155)
Control : Disagree	-0.471 (0.479)	-0.286* (0.135)	-0.145 (0.148)	-0.269 (0.176)	-1.505*** (0.217)	-0.883 (0.605)	-0.108 (0.077)
Control : Neither Agree nor Disagree	-1.106*** (0.320)	-0.397*** (0.089)	-0.347*** (0.097)	-0.335** (0.116)	-0.699*** (0.142)	-0.753+ (0.402)	-0.056 (0.052)
Control : Agree	-0.586* (0.236)	-0.166* (0.065)	-0.259*** (0.071)	-0.231** (0.084)	-0.321** (0.104)	-0.421 (0.292)	-0.061 (0.038)
Control : Strongly Agree	-0.740** (0.232)	-0.065 (0.064)	-0.191** (0.070)	-0.260** (0.084)	-0.038 (0.103)	-0.368 (0.289)	0.009 (0.039)
Observations	1677	1769	1770	1770	1769	1734	1210
R ²	0.351	0.119	0.217	0.296	0.173	0.332	0.056
F	19.166	5.039	10.357	15.786	7.811	18.188	1.511

+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

Marginal Effects: Interaction Model

Treatment :: Extrinsic / Intrinsic Motivations – Enjoys Social Aspects of Church

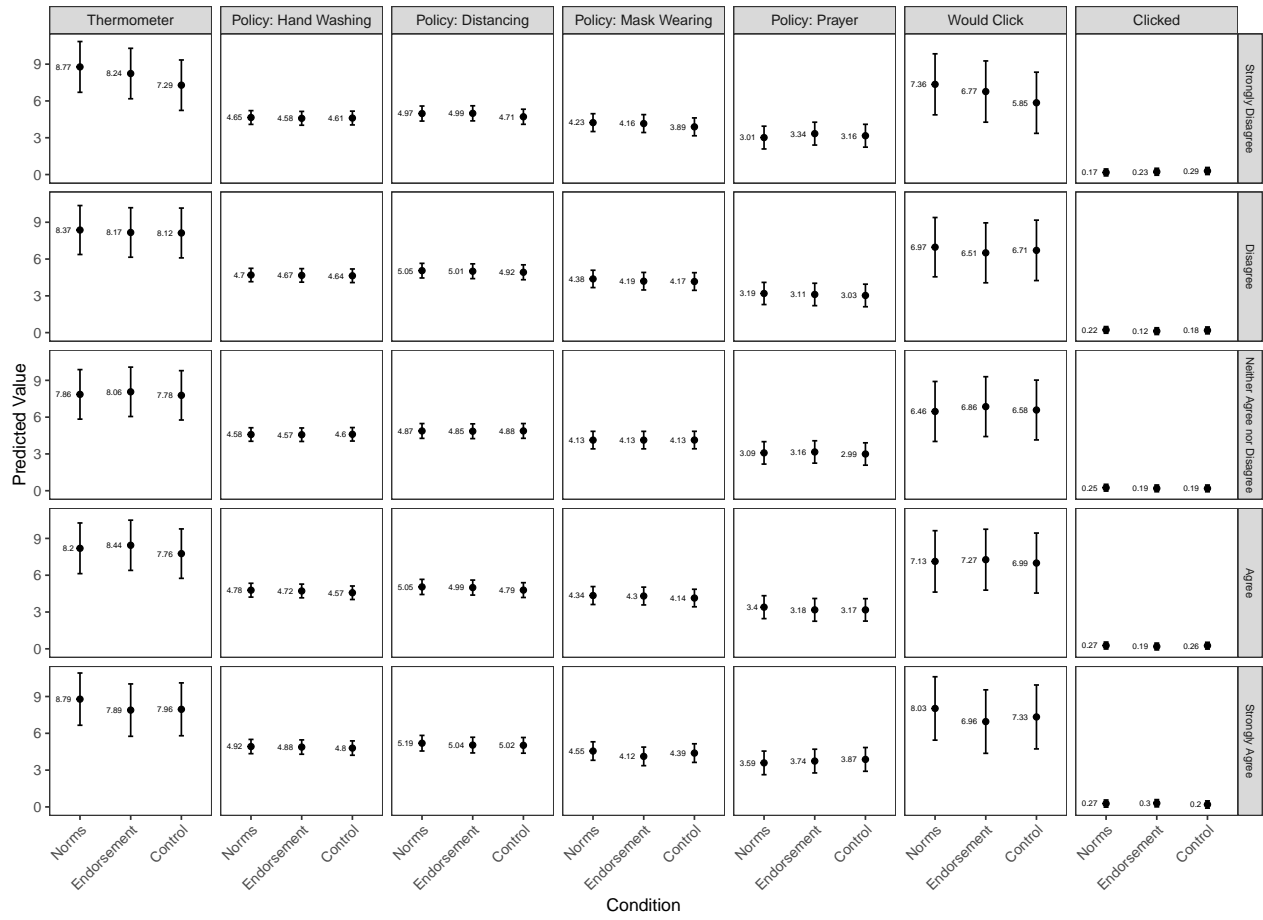


Figure H16: Predicted Values by Interaction (Treatment × Extrinsic / Intrinsic Motivations)

Table H28: Interaction Model: Treatment \times Extrinsic \times Intrinsic / Intrinsic Motivations — Enjoys Social Aspects of Church

	Thermometer	Policy: Hand Washing	Policy: Distancing	Policy: Mask Wearing	Policy: Prayer	Would Click	Clicked
Intercept	1.535 (1.197)	3.971*** (0.327)	3.704*** (0.358)	2.075*** (0.424)	2.917*** (0.542)	-0.381 (1.459)	0.129 (0.171)
Norms \times Strongly Disagree	-0.012 (0.489)	-0.271* (0.133)	-0.221 (0.145)	-0.321+ (0.172)	-0.575** (0.220)	-0.672 (0.600)	-0.100 (0.075)
Norms \times Disagree	-0.421 (0.431)	-0.224+ (0.117)	-0.140 (0.128)	-0.175 (0.152)	-0.396* (0.194)	-1.059* (0.531)	-0.050 (0.065)
Norms \times Neither Agree nor Disagree	-0.931* (0.433)	-0.338** (0.117)	-0.320* (0.128)	-0.427** (0.152)	-0.503** (0.195)	-1.566** (0.531)	-0.026 (0.065)
Norms \times Agree	-0.592 (0.471)	-0.142 (0.127)	-0.148 (0.139)	-0.211 (0.165)	-0.193 (0.211)	-0.899 (0.576)	-0.003 (0.071)
Endorsement \times Strongly Disagree	-0.551 (0.475)	-0.338** (0.130)	-0.203 (0.142)	-0.398* (0.169)	-0.253 (0.215)	-1.261* (0.587)	-0.045 (0.074)
Endorsement \times Disagree	-0.621 (0.432)	-0.254* (0.118)	-0.187 (0.129)	-0.360* (0.153)	-0.476* (0.195)	-1.521** (0.531)	-0.150* (0.065)
Endorsement \times Neither Agree nor Disagree	-0.723+ (0.431)	-0.354** (0.117)	-0.342** (0.128)	-0.427** (0.152)	-0.428* (0.194)	-1.171* (0.529)	-0.080 (0.065)
Endorsement \times Agree	-0.345 (0.476)	-0.205 (0.130)	-0.200 (0.142)	-0.250 (0.168)	-0.412+ (0.215)	-0.760 (0.586)	-0.083 (0.070)
Endorsement \times Strongly Agree	-0.895 (0.545)	-0.042 (0.150)	-0.153 (0.164)	-0.435* (0.194)	0.148 (0.248)	-1.071 (0.669)	0.027 (0.083)
Control \times Strongly Disagree	-1.502** (0.465)	-0.315* (0.127)	-0.483*** (0.138)	-0.666*** (0.164)	-0.425* (0.210)	-2.175*** (0.571)	0.017 (0.074)
Control \times Disagree	-0.662 (0.435)	-0.286* (0.119)	-0.272* (0.130)	-0.386* (0.154)	-0.558** (0.196)	-1.319* (0.536)	-0.090 (0.066)
Control \times Neither Agree nor Disagree	-1.010* (0.430)	-0.321** (0.117)	-0.318* (0.128)	-0.422** (0.152)	-0.595** (0.194)	-1.446** (0.529)	-0.082 (0.065)
Control \times Agree	-1.026* (0.468)	-0.350** (0.128)	-0.406** (0.140)	-0.413* (0.165)	-0.415+ (0.212)	-1.035+ (0.575)	-0.016 (0.071)
Control \times Strongly Agree	-0.830 (0.555)	-0.125 (0.148)	-0.174 (0.162)	-0.167 (0.192)	0.285 (0.246)	-0.693 (0.678)	-0.077 (0.081)
Observations	1677	1769	1770	1770	1769	1734	1209
R^2	0.351	0.102	0.199	0.291	0.102	0.337	0.063
F	19.202	4.273	9.323	15.339	4.273	18.609	1.691

+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

H.4 Religiosity Index

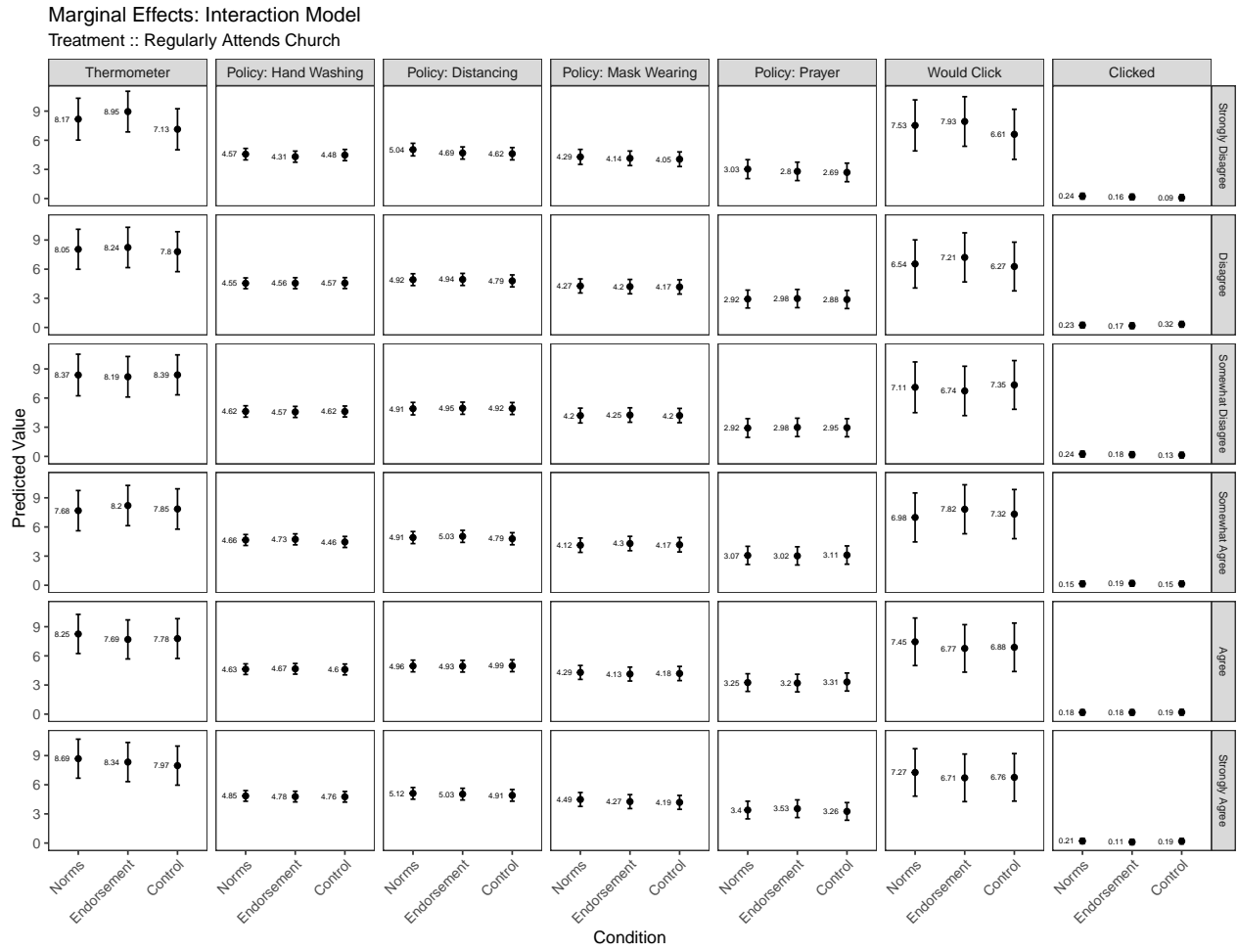


Figure H17: Predicted Values by Interaction (Treatment × Religiosity Index)

Table H29: Interaction Model: Treatment \times Regularly Attends Church

	Thermometer	Policy: Hand Washing	Policy: Distancing	Policy: Mask Wearing	Policy: Prayer	Would Click	Clicked
Intercept	1.437 (1.134)	3.898*** (0.309)	3.624*** (0.340)	2.014*** (0.404)	2.706*** (0.513)	-1.321 (1.382)	0.039 (0.162)
Norms \times Strongly Disagree	-0.512 (0.457)	-0.282* (0.128)	-0.076 (0.140)	-0.198 (0.167)	-0.370+ (0.212)	0.260 (0.569)	0.034 (0.070)
Norms \times Disagree	-0.639+ (0.347)	-0.305** (0.095)	-0.196+ (0.104)	-0.214+ (0.124)	-0.473** (0.157)	-0.731+ (0.429)	0.025 (0.058)
Norms \times Somewhat Disagree	-0.312 (0.435)	-0.228+ (0.120)	-0.204 (0.132)	-0.285+ (0.157)	-0.480* (0.199)	-0.162 (0.542)	0.028 (0.072)
Norms \times Somewhat Agree	-1.006** (0.337)	-0.194* (0.092)	-0.207* (0.101)	-0.364** (0.121)	-0.327* (0.153)	-0.290 (0.417)	-0.056 (0.055)
Norms \times Agree	-0.432 (0.283)	-0.223** (0.079)	-0.156+ (0.086)	-0.192+ (0.103)	-0.148 (0.130)	0.179 (0.352)	-0.024 (0.044)
Endorsement \times Strongly Disagree	0.266 (0.386)	-0.540*** (0.107)	-0.426*** (0.118)	-0.342* (0.140)	-0.599*** (0.178)	0.664 (0.482)	-0.046 (0.060)
Endorsement \times Disagree	-0.450 (0.347)	-0.294** (0.096)	-0.172 (0.106)	-0.283* (0.126)	-0.421** (0.160)	-0.058 (0.434)	-0.034 (0.055)
Endorsement \times Somewhat Disagree	-0.493 (0.372)	-0.279** (0.103)	-0.161 (0.114)	-0.232+ (0.135)	-0.414* (0.171)	-0.534 (0.461)	-0.027 (0.059)
Endorsement \times Somewhat Agree	-0.482 (0.341)	-0.127 (0.096)	-0.084 (0.105)	-0.191 (0.125)	-0.374* (0.158)	0.552 (0.427)	-0.019 (0.053)
Endorsement \times Agree	-0.994*** (0.286)	-0.185* (0.079)	-0.183* (0.087)	-0.359*** (0.104)	-0.197 (0.131)	-0.501 (0.357)	-0.028 (0.046)
Endorsement \times Strongly Agree	-0.348 (0.238)	-0.069 (0.066)	-0.081 (0.072)	-0.220* (0.086)	0.137 (0.109)	-0.556+ (0.293)	-0.102* (0.040)
Control \times Strongly Disagree	-1.553*** (0.409)	-0.374** (0.114)	-0.500*** (0.125)	-0.437** (0.148)	-0.707*** (0.188)	-0.656 (0.510)	-0.121+ (0.072)
Control \times Disagree	-0.887* (0.350)	-0.283** (0.097)	-0.324** (0.107)	-0.317* (0.127)	-0.519** (0.162)	-0.997* (0.443)	0.115+ (0.061)
Control \times Somewhat Disagree	-0.298 (0.378)	-0.234* (0.105)	-0.191+ (0.115)	-0.285* (0.137)	-0.447* (0.175)	0.082 (0.466)	-0.079 (0.058)
Control \times Somewhat Agree	-0.835* (0.348)	-0.396*** (0.098)	-0.327** (0.107)	-0.317* (0.128)	-0.289+ (0.162)	0.055 (0.436)	-0.056 (0.055)
Control \times Agree	-0.906** (0.305)	-0.252** (0.084)	-0.130 (0.092)	-0.302** (0.109)	-0.090 (0.139)	-0.387 (0.377)	-0.015 (0.050)
Control \times Strongly Agree	-0.714** (0.228)	-0.089 (0.063)	-0.205** (0.069)	-0.298*** (0.082)	-0.141 (0.104)	-0.507+ (0.283)	-0.020 (0.038)
Observations	1680	1772	1773	1773	1772	1737	1211
R^2	0.354	0.120	0.204	0.289	0.111	0.335	0.063
F	18.255	4.812	8.996	14.290	4.375	17.347	1.588

+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

Marginal Effects: Interaction Model

Treatment :: Spiritual Values

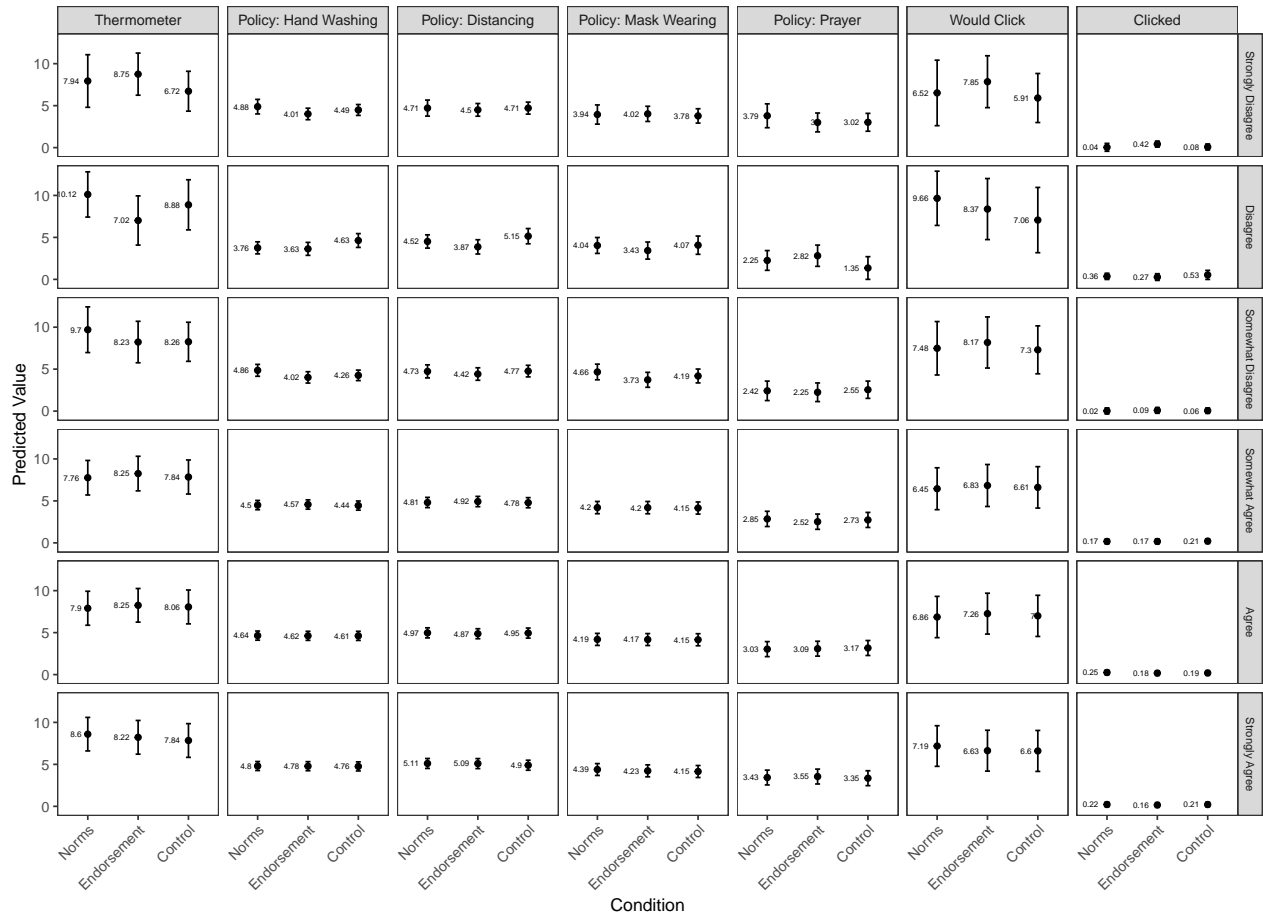


Figure H18: Predicted Values by Interaction (Treatment × Religiosity Index)

Table H30: Interaction Model: Treatment \times Spiritual Values

	Thermometer	Policy: Hand Washing	Policy: Distancing	Policy: Mask Wearing	Policy: Prayer	Would Click	Clicked
Intercept	1.313 (1.134)	3.911*** (0.305)	3.676*** (0.337)	1.955*** (0.403)	2.848*** (0.501)	-1.468 (1.377)	0.037 (0.161)
Norms \times Strongly Disagree	-0.661 (1.239)	0.077 (0.349)	-0.397 (0.384)	-0.444 (0.460)	0.363 (1.568)	-0.668 (1.197)	-0.182 (0.197)
Norms \times Disagree	1.520 (0.945)	-1.048*** (0.249)	-0.593* (0.274)	-0.347 (0.328)	-1.177** (0.408)	2.471* (1.119)	0.137 (0.131)
Norms \times Somewhat Disagree	1.099 (0.953)	0.054 (0.238)	-0.376 (0.262)	0.277 (0.314)	-1.015** (0.390)	0.300 (1.069)	-0.200 (0.124)
Norms \times Somewhat Agree	-0.839* (0.360)	-0.304** (0.098)	-0.301** (0.108)	-0.186 (0.129)	-0.578*** (0.160)	-0.737+ (0.442)	-0.051 (0.055)
Norms \times Agree	-0.693** (0.242)	-0.159* (0.066)	-0.135+ (0.073)	-0.195* (0.087)	-0.396*** (0.109)	-0.325 (0.303)	0.033 (0.040)
Endorsement \times Strongly Disagree	0.156 (0.774)	-0.792*** (0.218)	-0.608* (0.240)	-0.365 (0.287)	-0.432 (0.357)	0.666 (0.980)	0.200+ (0.120)
Endorsement \times Disagree	-1.581 (1.111)	-1.169*** (0.287)	-1.237*** (0.316)	-0.954* (0.378)	-0.616 (0.470)	1.190 (1.406)	0.054 (0.153)
Endorsement \times Somewhat Disagree	-0.369 (0.764)	-0.786*** (0.215)	-0.689** (0.237)	-0.658* (0.283)	-1.186*** (0.352)	0.990 (0.967)	-0.134 (0.111)
Endorsement \times Somewhat Agree	-0.344 (0.319)	-0.235** (0.088)	-0.185+ (0.096)	-0.190+ (0.115)	-0.911*** (0.143)	-0.352 (0.394)	-0.052 (0.050)
Endorsement \times Agree	-0.344 (0.242)	-0.187** (0.067)	-0.239** (0.073)	-0.212* (0.088)	-0.346** (0.109)	0.076 (0.302)	-0.041 (0.038)
Endorsement \times Strongly Agree	-0.375+ (0.197)	-0.021 (0.054)	-0.016 (0.060)	-0.156* (0.071)	0.118 (0.089)	-0.554* (0.244)	-0.062+ (0.032)
Control \times Strongly Disagree	-1.877** (0.677)	-0.318+ (0.190)	-0.401+ (0.210)	-0.607* (0.251)	-0.413 (0.312)	-1.276 (0.856)	-0.140 (0.116)
Control \times Disagree	0.283 (1.128)	-0.174 (0.318)	0.039 (0.350)	-0.313 (0.419)	-2.080*** (0.521)	-0.121 (1.565)	0.311 (0.240)
Control \times Somewhat Disagree	-0.339 (0.621)	-0.544** (0.170)	-0.341+ (0.187)	-0.201 (0.224)	-0.884** (0.278)	0.115 (0.785)	-0.165+ (0.089)
Control \times Somewhat Agree	-0.753* (0.300)	-0.362*** (0.082)	-0.324*** (0.090)	-0.236* (0.108)	-0.702*** (0.134)	-0.575 (0.374)	-0.013 (0.048)
Control \times Agree	-0.537* (0.249)	-0.190** (0.069)	-0.162* (0.076)	-0.233* (0.091)	-0.264* (0.113)	-0.190 (0.311)	-0.027 (0.040)
Control \times Strongly Agree	-0.753*** (0.198)	-0.047 (0.054)	-0.210*** (0.060)	-0.236*** (0.071)	-0.079 (0.089)	-0.586* (0.246)	-0.006 (0.033)
Observations	1681	1772	1773	1773	1772	1737	1211
R^2	0.353	0.138	0.214	0.290	0.146	0.334	0.064
F	18.183	5.612	9.553	14.347	6.017	17.288	1.630

+ p < 0.1, * p < 0.05, ** p < 0.01, *** p < 0.001

Marginal Effects: Interaction Model

Treatment :: Americans Should be More Religious

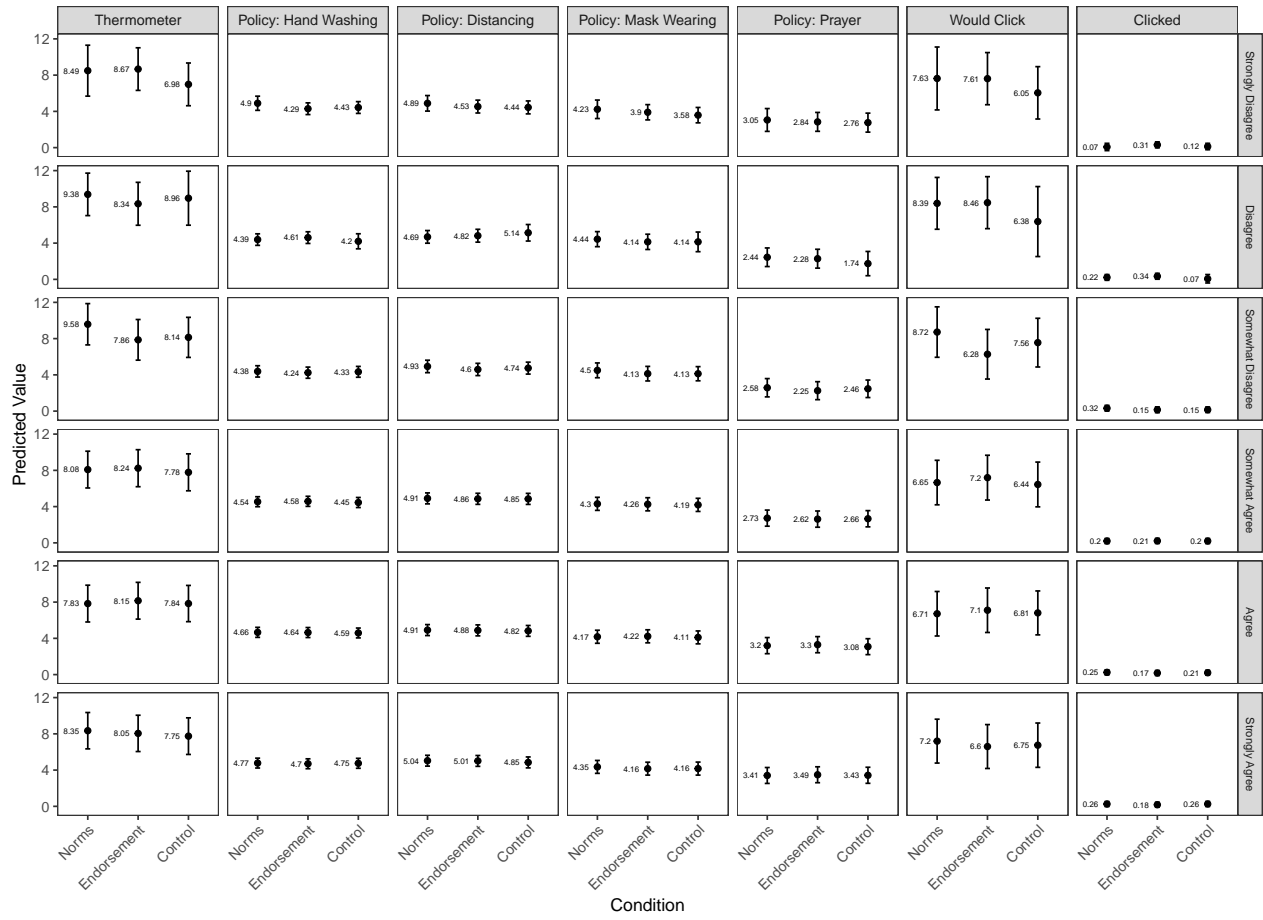


Figure H19: Predicted Values by Interaction (Treatment × Religiosity Index)

Table H31: Interaction Model: Treatment \times Americans Should be More Religious

	Thermometer	Policy: Hand Washing	Policy: Distancing	Policy: Mask Wearing	Policy: Prayer	Would Click	Clicked
Intercept	0.962 (1.140)	3.854*** (0.310)	3.550*** (0.340)	1.839*** (0.405)	2.952*** (0.500)	-1.409 (1.381)	0.091 (0.162)
Norms \times Strongly Disagree	0.145 (1.019)	0.123 (0.289)	-0.147 (0.318)	-0.123 (0.378)	-0.354 (1.285)	0.435 (1.544)	-0.183 (0.154)
Norms \times Disagree	1.032 (0.674)	-0.383* (0.185)	-0.347+ (0.203)	0.086 (0.242)	-0.965** (0.298)	1.193 (0.849)	-0.040 (0.095)
Norms \times Somewhat Disagree	1.237* (0.590)	-0.390* (0.167)	-0.108 (0.184)	0.147 (0.218)	-0.828** (0.270)	1.526* (0.743)	0.062 (0.087)
Norms \times Somewhat Agree	-0.263 (0.289)	-0.233** (0.079)	-0.130 (0.087)	-0.048 (0.103)	-0.678*** (0.128)	-0.543 (0.356)	-0.054 (0.046)
Norms \times Agree	-0.512* (0.261)	-0.112 (0.072)	-0.124 (0.079)	-0.177+ (0.094)	-0.209+ (0.116)	-0.481 (0.322)	-0.009 (0.043)
Endorsement \times Strongly Disagree	0.319 (0.640)	-0.479** (0.181)	-0.506+ (0.199)	-0.451+ (0.237)	-0.566+ (0.292)	0.415 (0.807)	0.050 (0.098)
Endorsement \times Disagree	-0.008 (0.684)	-0.165 (0.187)	-0.221 (0.172)	-0.213 (0.204)	-1.126*** (0.302)	1.268 (0.832)	0.085 (0.095)
Endorsement \times Somewhat Disagree	-0.482 (0.552)	-0.532*** (0.157)	-0.441* (0.178)	-0.222 (0.206)	-1.152*** (0.252)	-0.920 (0.695)	-0.108 (0.092)
Endorsement \times Somewhat Agree	-0.109 (0.286)	-0.190* (0.079)	-0.178* (0.087)	-0.095 (0.103)	-0.786*** (0.128)	0.000 (0.356)	-0.041 (0.045)
Endorsement \times Agree	-0.196 (0.261)	-0.130+ (0.072)	-0.157* (0.079)	-0.127 (0.094)	-0.104 (0.116)	-0.095 (0.323)	-0.082+ (0.043)
Endorsement \times Strongly Agree	-0.297 (0.214)	-0.075 (0.059)	-0.024 (0.065)	-0.194* (0.077)	0.079 (0.096)	-0.597* (0.265)	-0.079* (0.035)
Control \times Strongly Disagree	-1.366* (0.659)	-0.347+ (0.187)	-0.598** (0.205)	-0.769** (0.244)	-0.649* (0.301)	-1.149 (0.830)	-0.134 (0.117)
Control \times Disagree	0.610 (1.138)	-0.571+ (0.323)	0.104 (0.355)	-0.213 (0.422)	-1.666** (0.521)	-0.817 (1.570)	-0.189 (0.198)
Control \times Somewhat Disagree	-0.211 (0.533)	-0.438** (0.144)	-0.292+ (0.158)	-0.226 (0.188)	-0.943*** (0.232)	0.360 (0.662)	-0.106 (0.081)
Control \times Somewhat Agree	-0.565* (0.274)	-0.320*** (0.076)	-0.185* (0.084)	-0.161 (0.099)	-0.746*** (0.123)	-0.753* (0.341)	-0.053 (0.045)
Control \times Agree	-0.507* (0.252)	-0.180* (0.070)	-0.215** (0.077)	-0.247** (0.091)	-0.324** (0.113)	-0.389 (0.313)	-0.050 (0.041)
Control \times Strongly Agree	-0.601** (0.218)	-0.024 (0.060)	-0.190** (0.066)	-0.187* (0.078)	0.020 (0.097)	-0.448+ (0.270)	0.005 (0.036)
Observations	1681	1773	1774	1774	1773	1738	1212
R^2	0.351	0.118	0.202	0.288	0.156	0.336	0.060
F	17.996	4.692	8.885	14.248	6.486	17.458	1.526

+ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

I Exploratory Analysis of Partisanship

I.1 Conditional Average Treatment Effects by Party ID

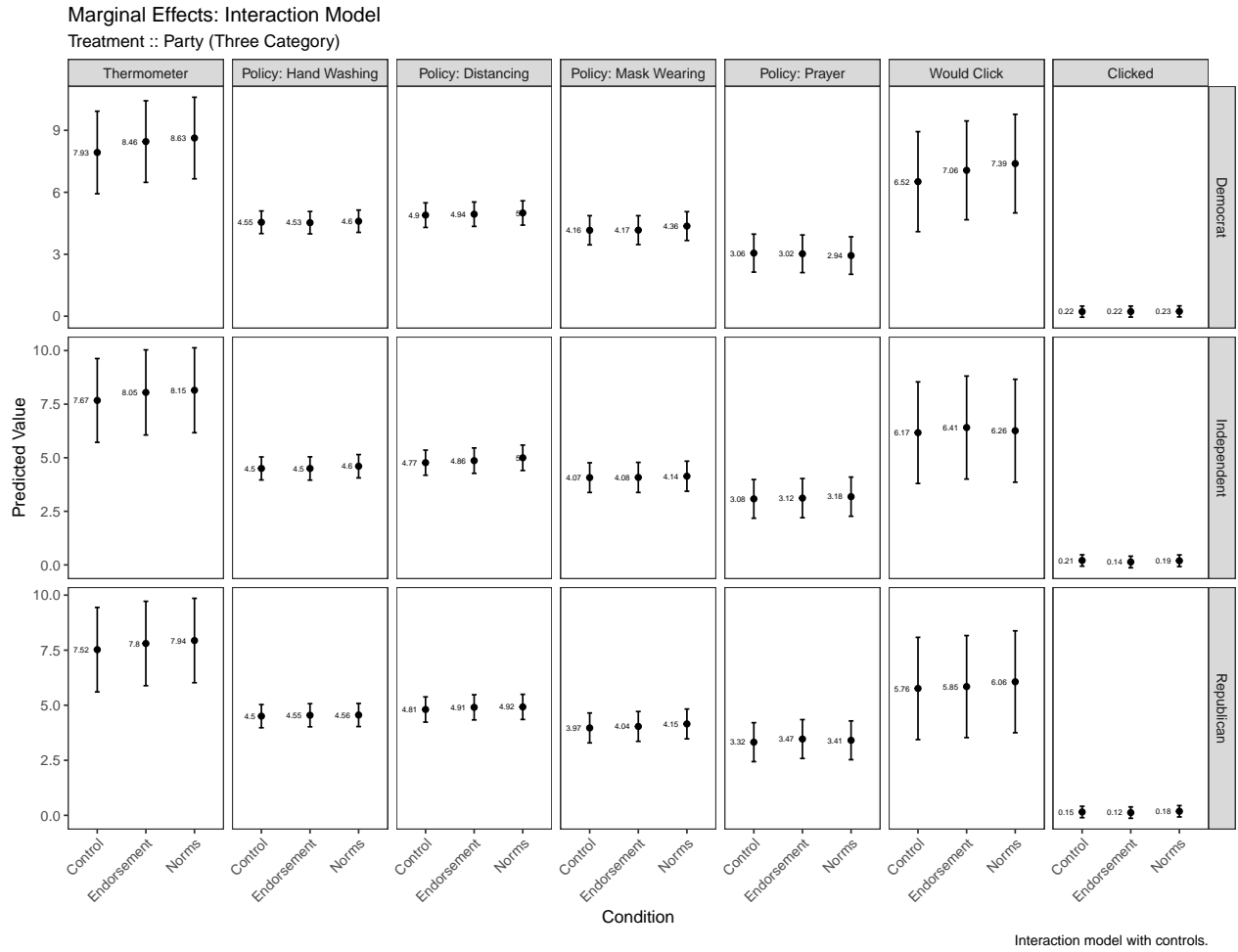


Figure I20: Predicted Values by Party ID (Three Category, With Controls)

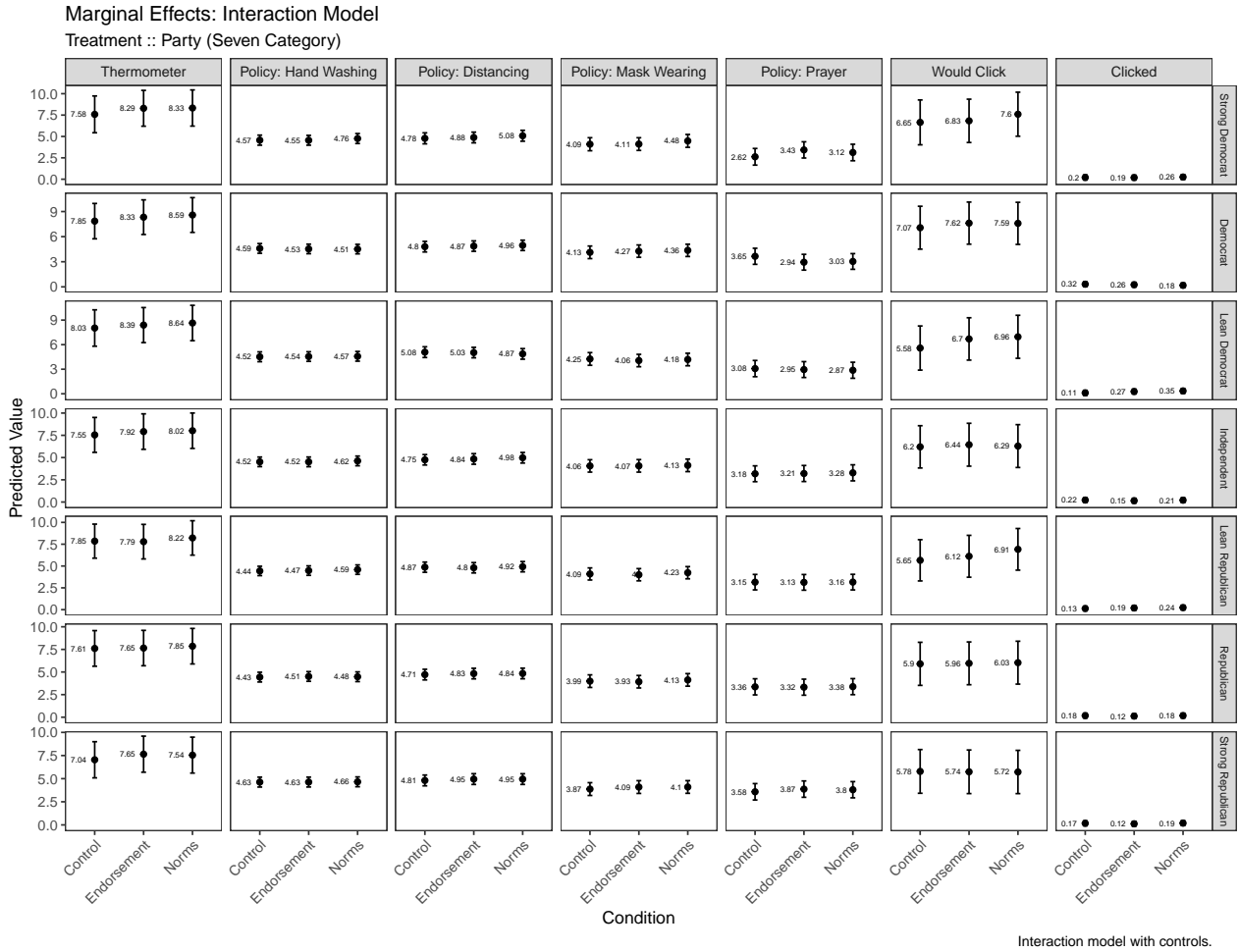


Figure I21: Predicted Values by Party ID (Seven Category, With Controls)

I.2 Pairwise Comparisons

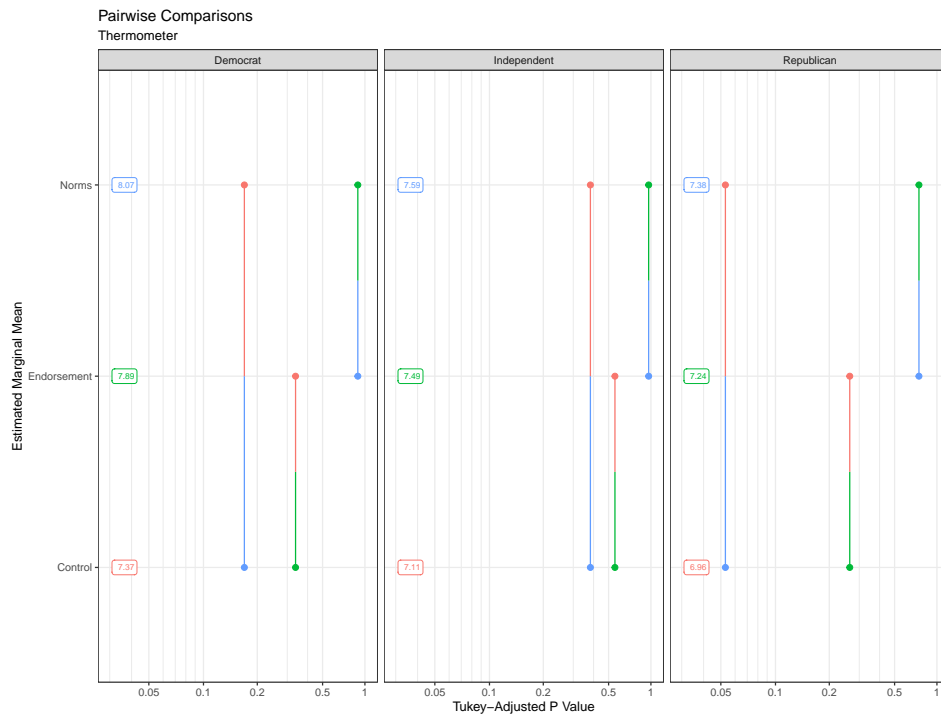


Figure I22: Pairwise Comparisons and Associated p Values – Thermometer

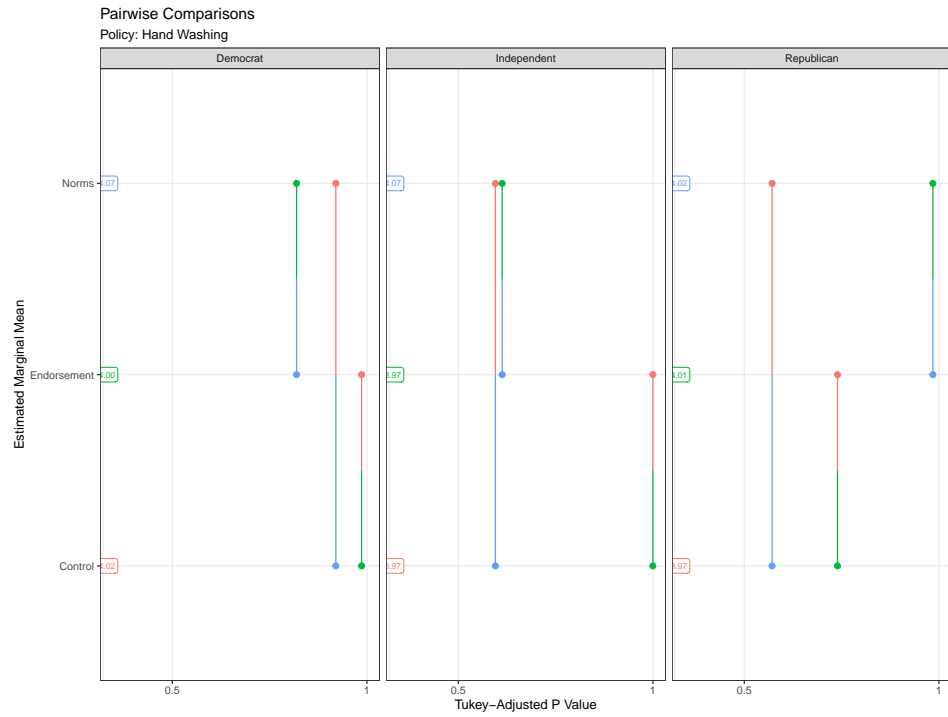


Figure I23: Pairwise Comparisons and Associated p Values – Policy: Hand Washing

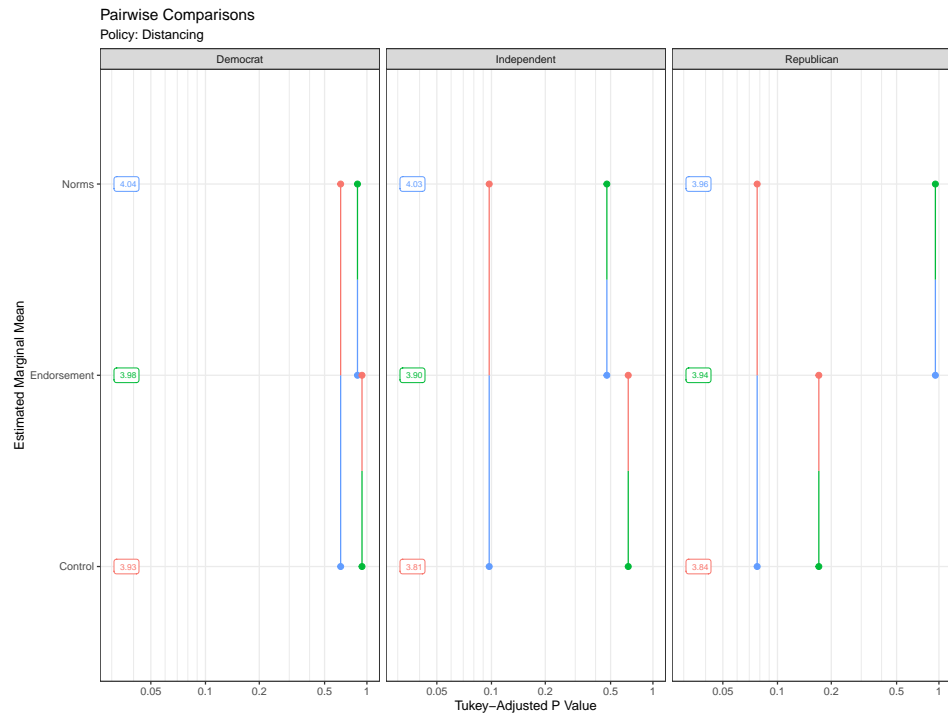


Figure I24: Pairwise Comparisons and Associated p Values – Policy: Distancing

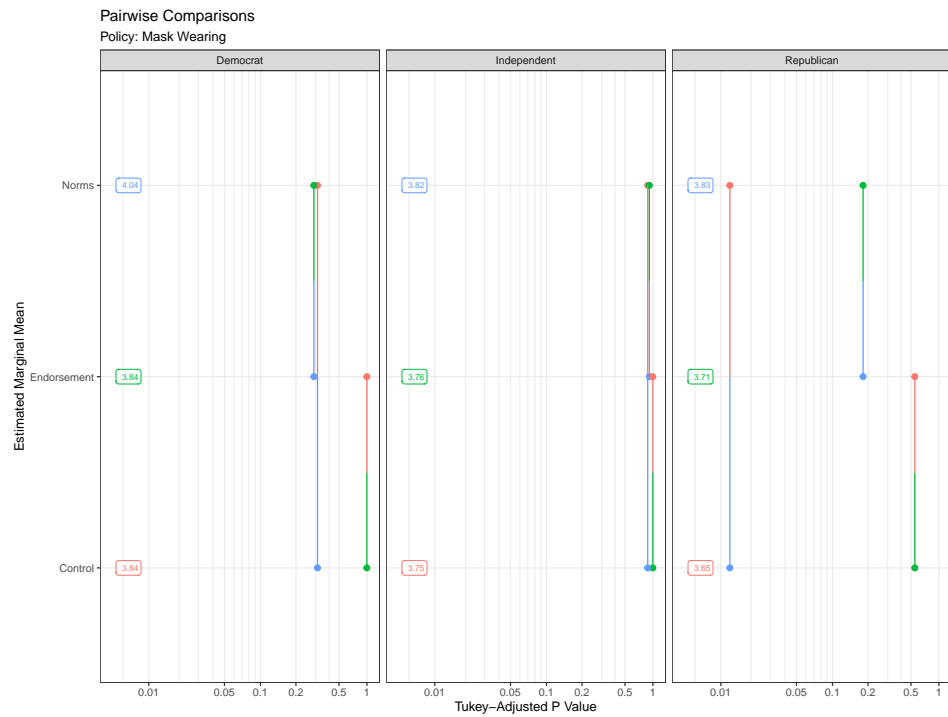


Figure I25: Pairwise Comparisons and Associated p Values – Policy: Mask Wearing

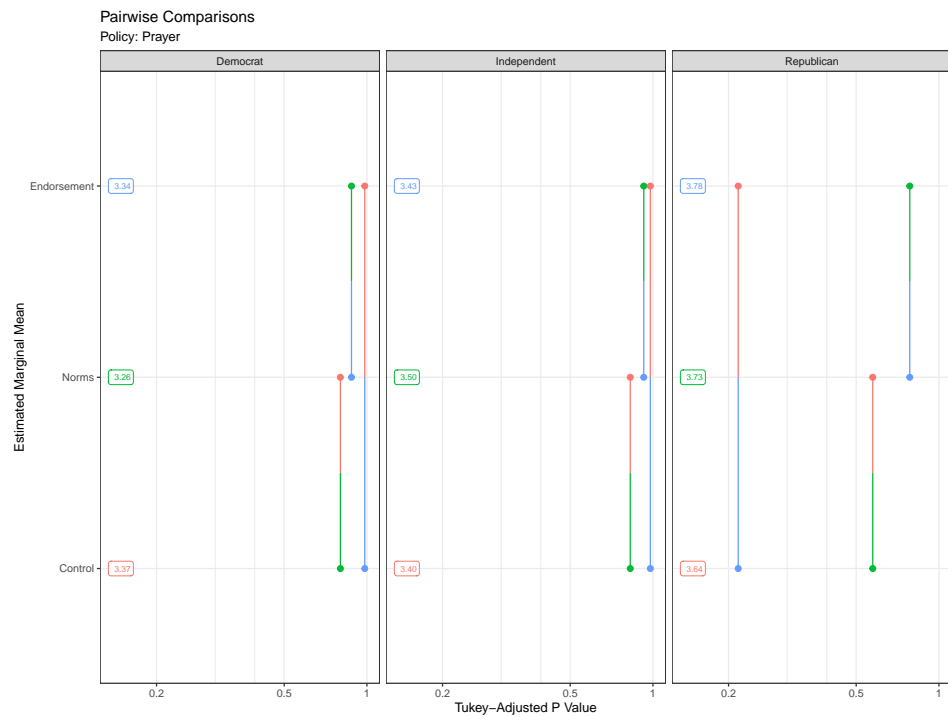


Figure I26: Pairwise Comparisons and Associated p Values – Policy: Prayer

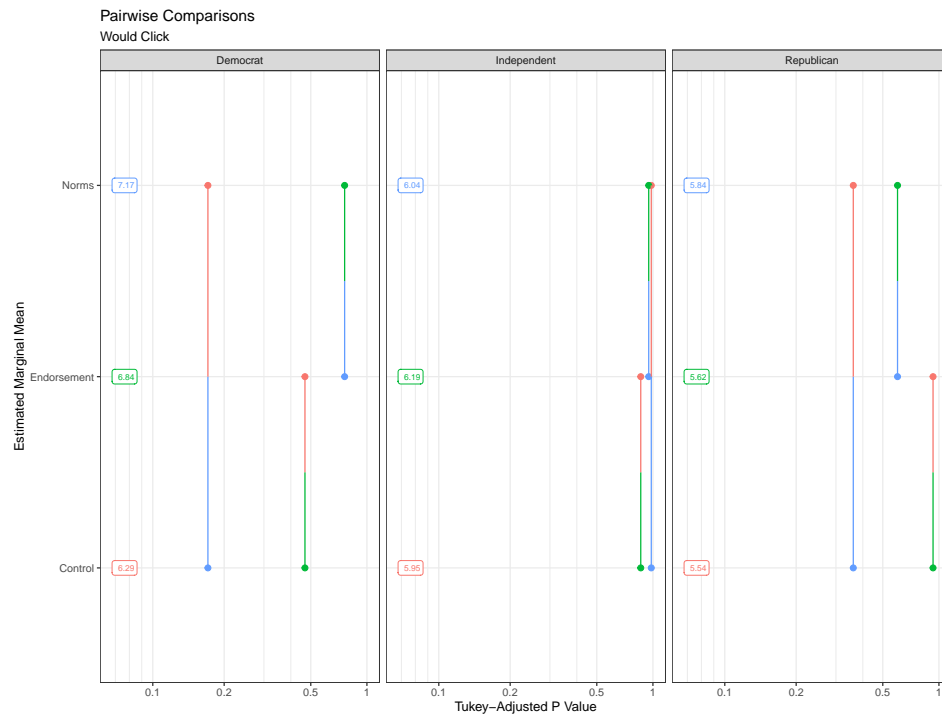


Figure I27: Pairwise Comparisons and Associated p Values – Would Click

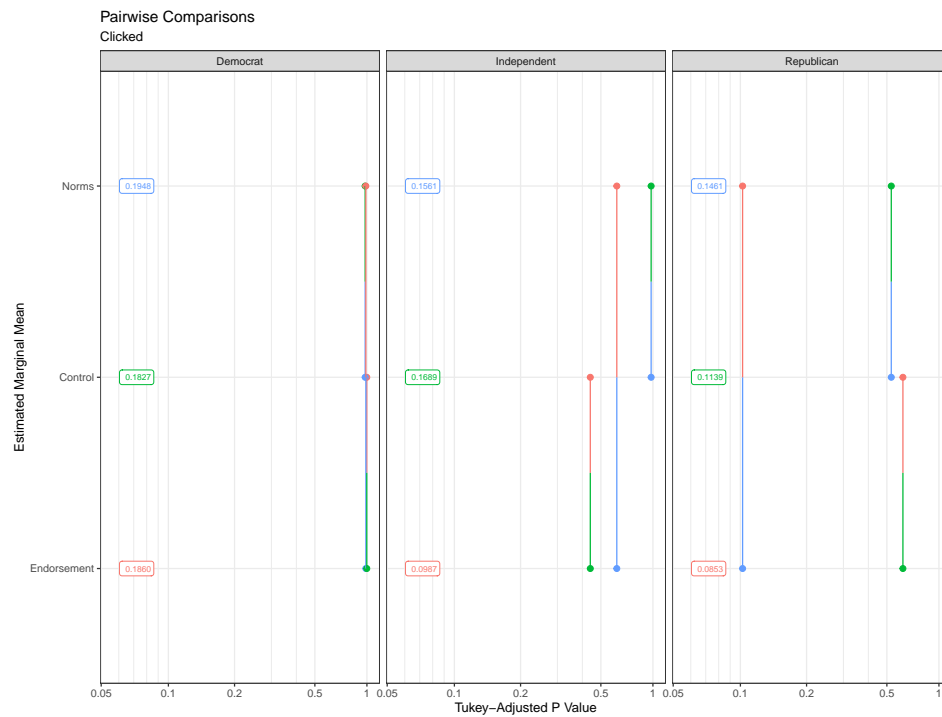


Figure I28: Pairwise Comparisons and Associated p Values – Clicked

I.3 Republican Subgroup Analysis

To further explore the influence of partisanship, we restrict our sample to only those respondents that self-identify as Republican (lean Republican, Republican, and strong Republican) and re-run our ATE analysis.

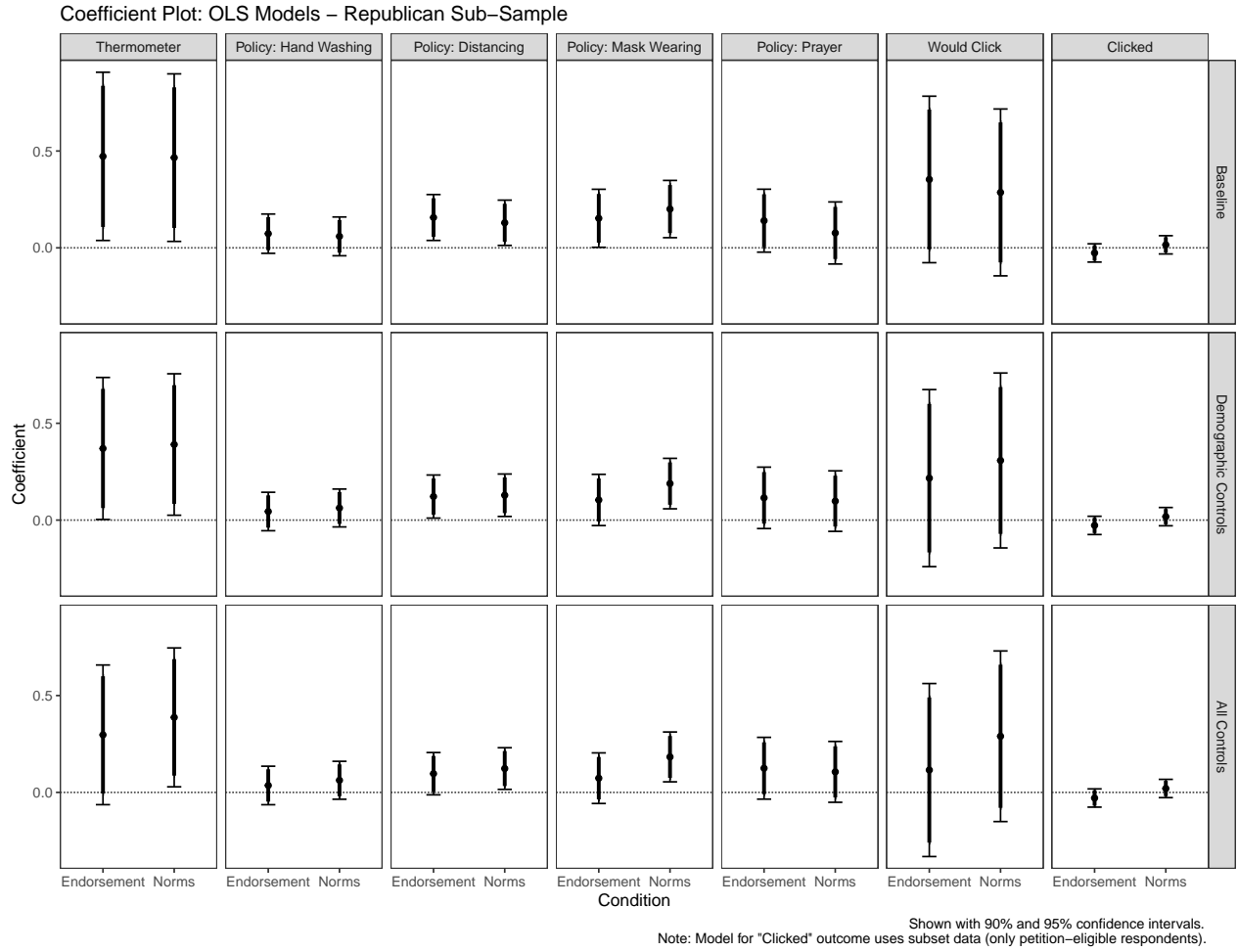


Figure I29: Republican Subgroup Analysis

J Synthetic Index of Attitudinal Outcomes

In this section, we collapse 5 of our outcome variables (the thermometer score and the 4 policy variables) into a single outcome variable using principal component analysis. We then use the scores from the first component, which explains roughly 52% of the variation in the outcome variables, as a new dependent variable, and re-estimate our ATE specification. Results are consistent with those presented in the main manuscript.

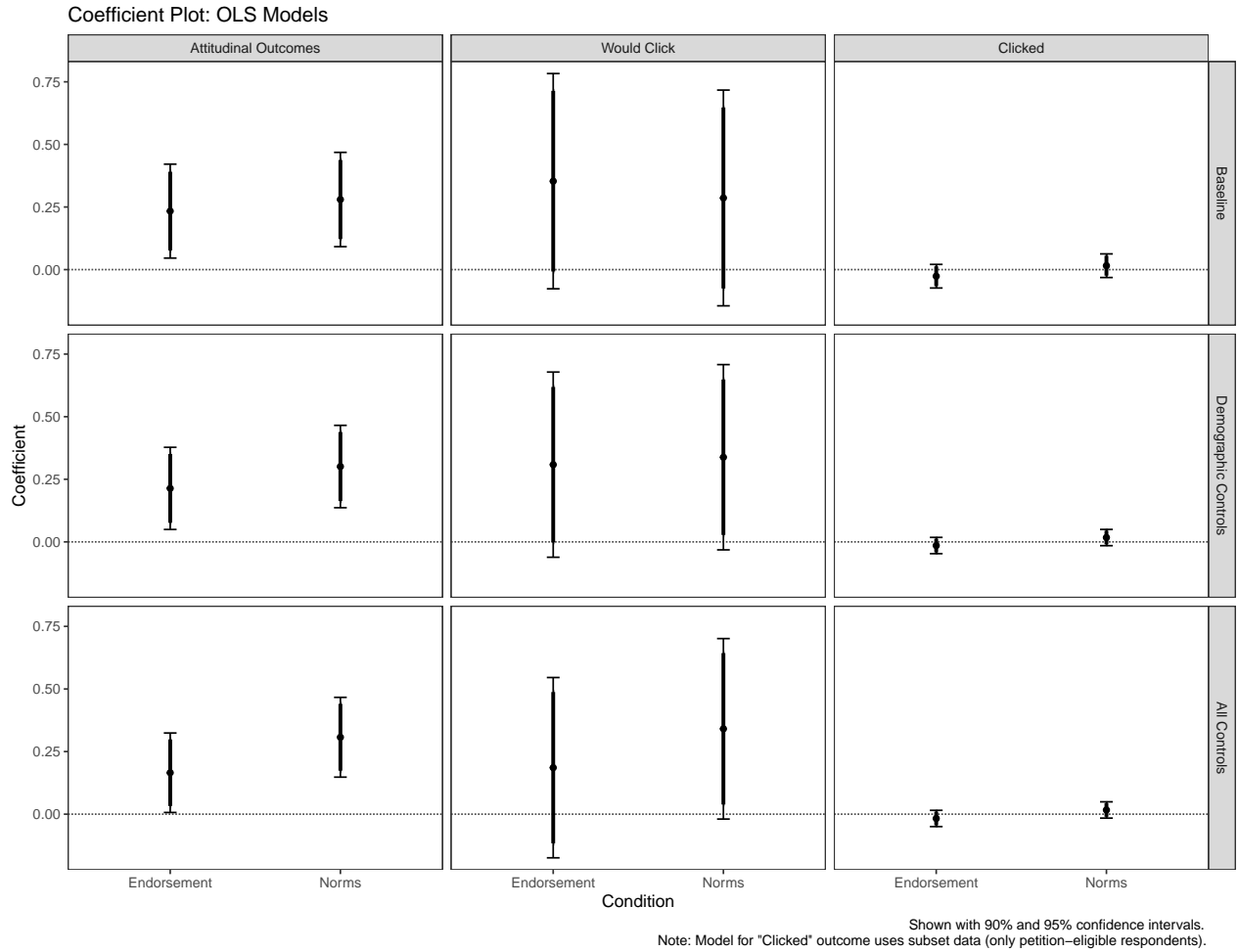


Figure J30: Synthetic Index

K Anchoring Effects

Below, we perform an exploratory analysis to assess potential reasons for the disparity in treatment effects between our thermometer score and the mask policy outcome. We find that responses to the first two questions in the policy battery are significant predictors of responses to the third question (the masking policy question). Additionally, when we regress the masking policy question on our treatment and control for the answers to the first two battery questions, we find that the effect of our treatment is not statistically significant. We conclude that we have suggestive evidence that is consistent with the literature on conditional order effects, and that this type of anchoring may explain why we find a stronger effect of treatment on the thermometer question than on the battery question.

Table K32: Predicting Response to Policy: Mask Wearing

	DV: Mask Wearing (Item 3)		
	(1)	(2)	(3)
Intercept	1.538*** (0.145)	0.343** (0.122)	0.336** (0.124)
Policy: HandWashing (Item 1)	0.580*** (0.032)	0.033 (0.031)	0.033 (0.031)
Policy: Distancing (Item 2)		0.834*** (0.027)	0.833*** (0.027)
Endorsement			-0.013 (0.046)
Norms			0.044 (0.046)
Observations	1779	1779	1779
R^2	0.159	0.456	0.457
F	336.632	745.485	373.091

+ $p < 0.1$, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

L Prior Knowledge of Treatment Information

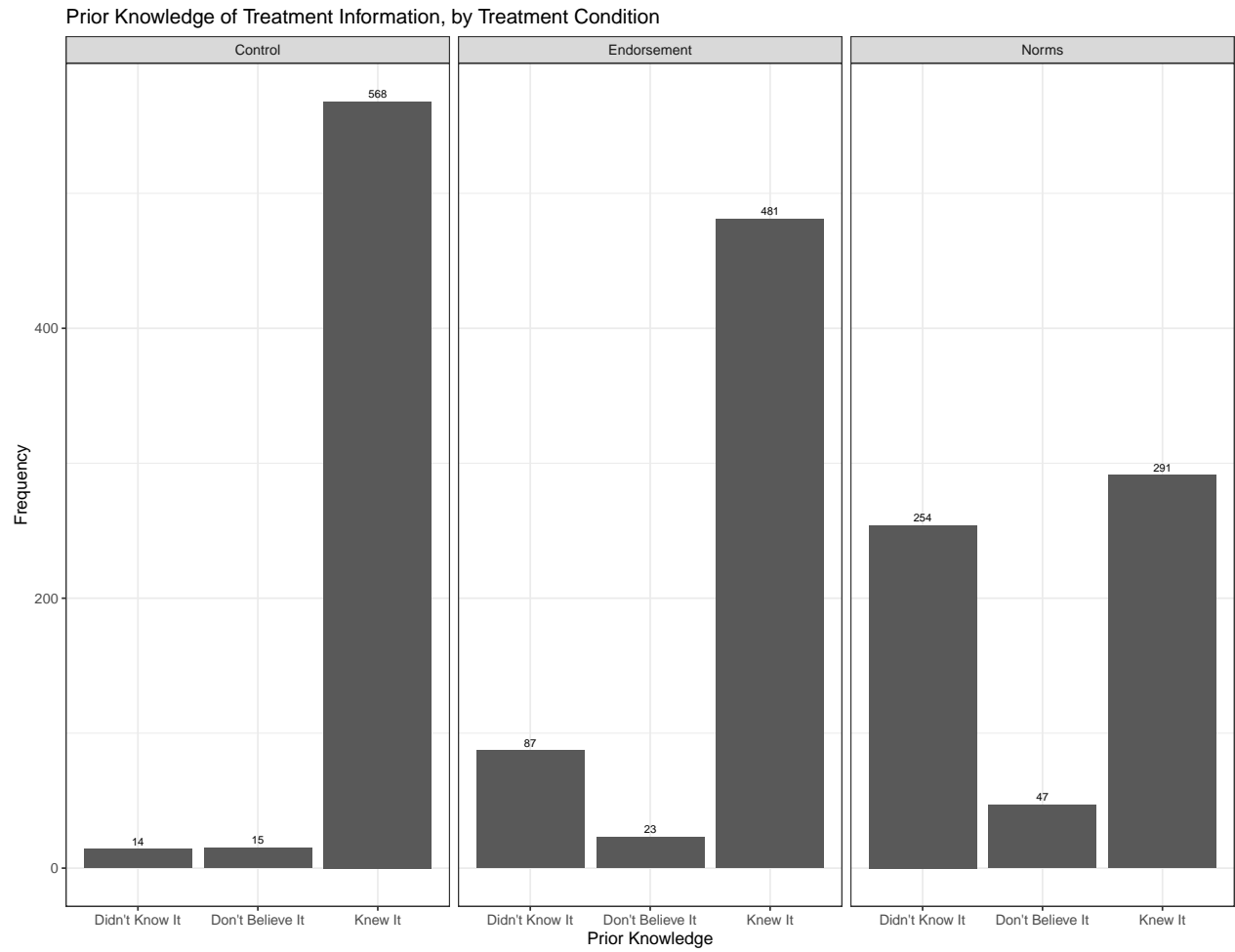


Figure L31: Proportion of respondents who already knew, did not already know, or did not believe the information provided by the treatments.