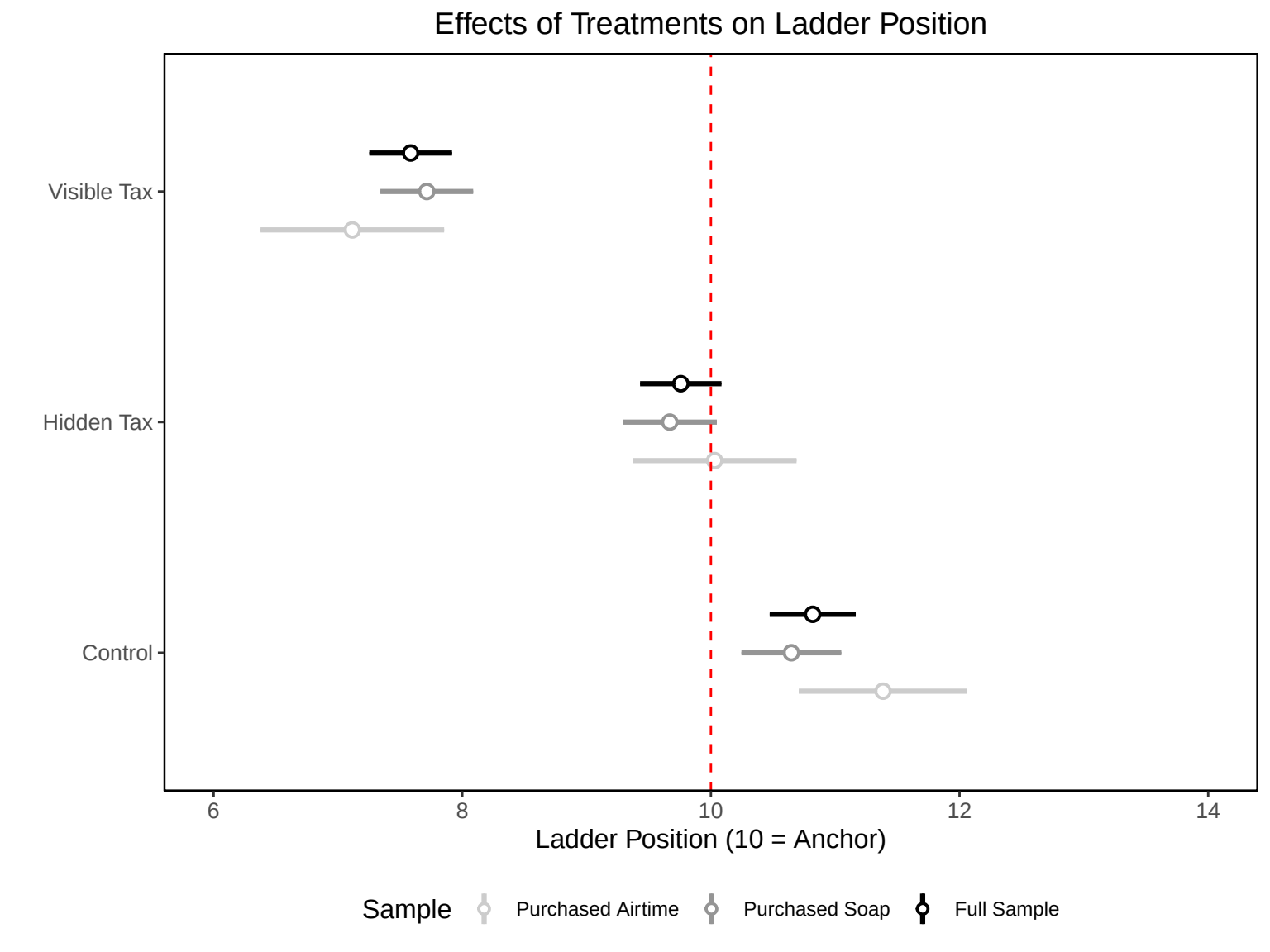
Effects of Treatments on Ladder Position
Visible Tax
Hidden Tax
Control
6
8
10
12
14
Ladder Position (10 = Anchor)
Sample
Purchased Airtime
Purchased Soap
Full Sample