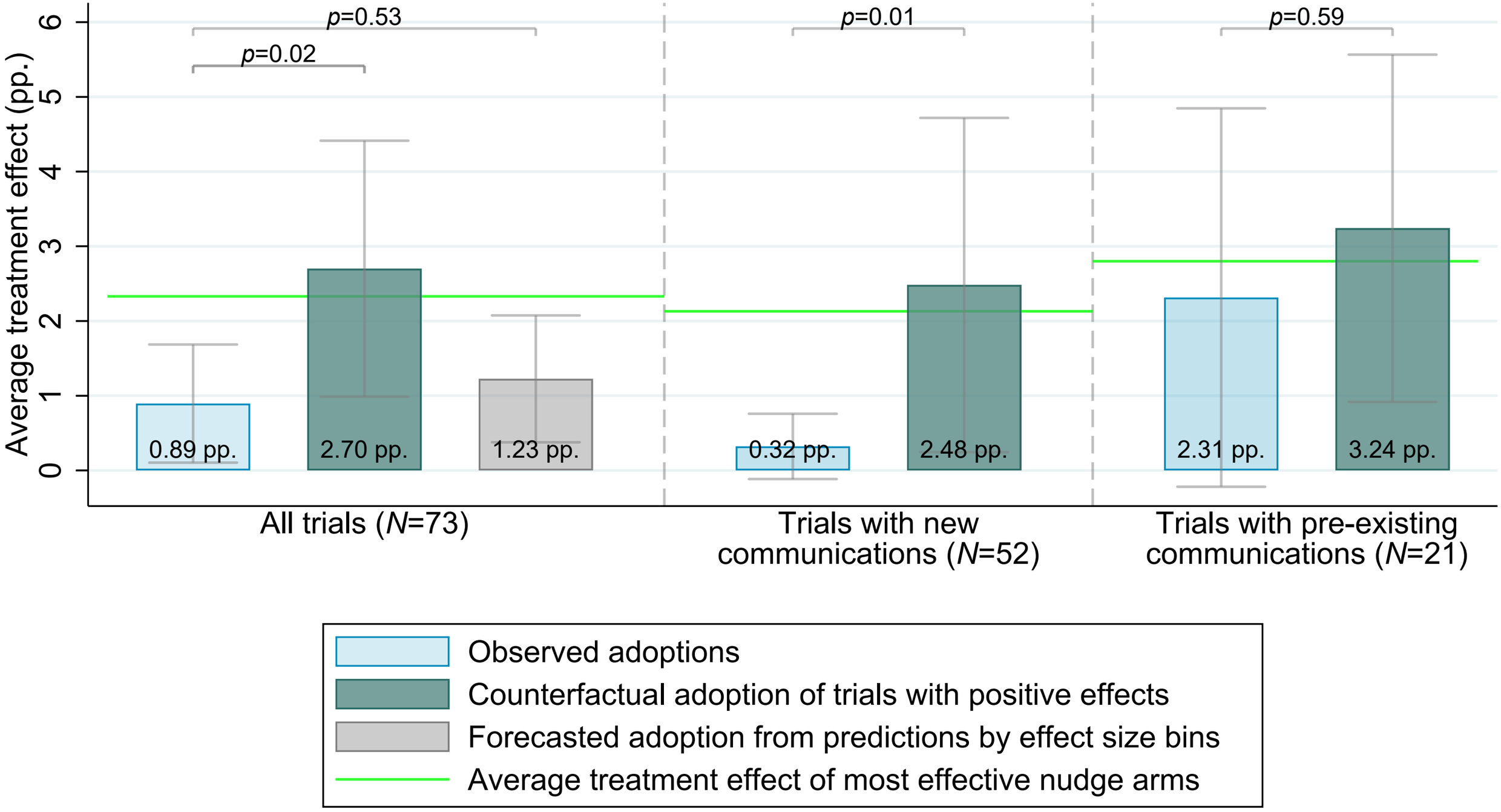
p=0.53
p=0.02
p=0.01
p=0.59
Average treatment effect (pp.)
0
1
2
3
4
5
6
0.89 pp.
2.70 pp.
1.23 pp.
0.32 pp.
2.48 pp.
2.31 pp.
3.24 pp.
All trials (N=73)
Trials with new communications (N=52)
Trials with pre-existing communications (N=21)
Observed adoptions
Counterfactual adoption of trials with positive effects
Forecasted adoption from predictions by effect size bins
Average treatment effect of most effective nudge arms