

Message	Type	Variable measured	Estimate ^a	SE ^b	Mean ^c	Range ^d	SD ^e	Estimate Lag. DV ^f	SE Lag. DV ^g	
Eat healthy: Lowering cholesterol	Survey Panel: weekly	“Presently watching diet”	0.035	0.027	0.46	0.34-0.58	0.04	-0.02	0.06	
		“Watches diet and eats fat free or low fat or low cholesterol food”	0.06*	0.025	0.329	0.18-0.44	0.042	-0.10	0.07	
		“Reason for watching diet is cholesterol”	0.007	0.019	0.158	0.07-0.25	0.033	-0.046	0.06	
		“Uses butter”	0.015	0.027	0.855	0.73-0.93	0.044	0.064	0.094	
		“Uses eggs”	0.011	0.021	0.943	0.83-1	0.035	0.12	0.09	
		“Bought low cholesterol food when watching diet”	-0.002	0.019	0.146	0.06-0.26	0.033	-0.17	0.063	
		“Uses low-fat/fat-free products”	0.072	0.047	0.51	0.34-0.76	0.103	0.63	0.08	
		“Bought low-fat food when watching diet”	0.062**	0.023	0.238	0.07-0.37	0.04	-0.011	0.063	
		“Eats margarine”	-0.050	0.034	0.729	0.6-0.88	0.056	0.18	0.09	
		“Eats mayonnaise”	-0.037	0.024	0.846	0.72-0.93	0.039	0.044	0.095	
		“Uses salad/cooking oil”	-0.0001	0.021	0.909	0.82-0.99	0.035	0.12	0.095	
		“Uses olive oil”	-0.016	0.019	0.087	0.02-0.18	0.032	0.12	0.094	
		“Does not have cholesterol but feels at risk”	-0.015 .	0.008	0.025	0-0.07	0.015	0.08	0.06	
		“Reports using shortenings”	-0.0001	0.021	0.909	0.82-0.99	0.035	0.12	0.09	
Google searching behavior: weekly	Google searching behavior: weekly	“Bajar el colesterol”	1.95	8.38	61.98	31-100	15.127	0.33	0.10	
		“Dieta”	-4.20	4.68	75.559	39-100	12.941	0.78	0.07	
		“Aceite de oliva”	-1.22	8.459	62.588	29-100	17.5	0.52	0.09	
		“Clara de huevo”	1.44	10.47	39.931	0-100	25.725	0.74	0.07	
		“Colesterol”	-1.35	4.70	73.029	45-100	10.826	0.61	0.08	
		“Egg yolks”	-3.85	5.18	26.461	17-100	9.772	0.47	0.09	
		“Egg whites”	1.76	4.14	74.843	54-100	9.527	0.54	0.08	
Open a bank account	Administrative: weekly	Number of bank accounts opened	-106.20	157.76	1863	994-2681	433.84	0.86	0.05	
		Survey Panel: weekly	“Has ATM / Debit card”	0.026	0.042	0.596	0.44-0.74	0.063	0.32	0.06
			“Often pays things in cash”	-0.029	0.035	0.528	0.4-0.67	0.049	0.11	0.06
			“Has a credit card”	0.005	0.037	0.488	0.32-0.61	0.052	0.14	0.06
			“Is uncomfortable trusting money to a bank”	-0.002	0.03	0.23	0.13-0.38	0.041	-0.05	0.06
			“Has vehicle or property insurance”	0.034	0.037	0.645	0.51-0.78	0.052	0.14	0.06
			“Is not good at saving money”	-0.005	0.032	0.327	0.2-0.44	0.045	0.11	0.06
			“Has savings account”	-0.05	0.034	0.272	0.16-0.41	0.048	0.065	0.06
		Google searching behavior: weekly	“Banco”	-6.103	3.698	71.755	53-100	10.75	0.80	0.06
			“Como abrir una cuenta”	2.006	8.806	56.696	32-91	12.936	0.24	0.10
			“Robo”	-0.734	4.535	77.02	63-100	6.716	0.42	0.10
		“BB&T”	-0.241	3.211	81.843	72-100	4.769	0.46	0.09	
		“Bank”	-0.705	2.393	92.304	79-100	3.773	0.48	0.09	

Register to vote	Administrative: daily (log)	Voter registration by Hispanics, 01-01-2010 to 06-29-2013	0.065	0.30	7.378	0-11.64	1.504	0.42	0.02
	Administrative: weekly (log)	Voter registration by Hispanics, 01-01-2010 to 06-29-2013	0.100	0.335	9.626	6.27-12.13	1.032	0.98	0.03
	Survey Panel: weekly	“It is important to be informed to vote” “Reports being a member of any club / organization listed” “Reports being registered to vote”	0.0001 -0.008 0.010	0.031 0.034 0.042	0.772 0.327 0.536	0.66-0.88 0.2-0.44 0.35-0.67	0.042 0.047 0.059	0.05 -0.04 0.12	0.07 0.07 0.06
	Google searching behavior: weekly	“Rock the vote” “Elección” “Voto” “Votar”	2.104 -2.979 -2.075 -2.06	8.286 10.03 9.49 9.33	9.569 10.167 14.578 16.608	0-100 3-100 5-100 4-100	15.372 13.571 14.532 14.358	0.60 0.09 0.53 0.44	0.08 0.10 0.11 0.09
Don't drink and drive	Administrative: daily	Drunk driving arrests of Hispanics in 7 US cities	-0.829	4.639	27.315	1-72	13.933	0.19	0.02
	Administrative: weekly	Drunk driving arrests of Hispanics in 7 US cities	-13.782	14.84	191.12	119-272	24.31	0.44	0.07
	Google searching behavior: weekly	“DUI” “Borracho”	0.446 -2.355	4.569 5.026	68.578 67.951	56-96 45-100	6.83 12.83	0.40 0.81	0.09 0.07
Seek out university scholarships	Administrative: daily	Hits to Scholarship site recommended in the plotline	403.521	704.12	3232.8	0-22958	4315.584	0.91	0.02
	Survey Panel: weekly	“Owns 529 college savings” “Owns other college savings”	0.007 0.006	0.006 0.005	0.011 0.009	0-0.04 0-0.03	0.009 0.008	0.06 0.04	0.06 0.07
	Google searching behavior: weekly	“Yale” “Beca” “Universidad” “Prestamo” “Diseño gráfico”	2.625 -3.47 -3.089 -9.026 -13.03	3.074 4.813 3.744 6.96 7.95	60.608 51.873 79.137 55.216 53.941	49-100 24-91 56-100 24-100 28-98	7.548 14.95 8.341 14.304 13.802	0.57 0.84 0.49 0.50 0.11	0.08 0.05 0.09 0.09 0.10
Eat healthy: Vegetables	Survey Panel: weekly	“Agrees that works on eating a well balanced diet” “Bought low-calorie foods when watching diet” “Agrees that eats food regardless of calories” “Presently watching diet” “Agrees that tries to eat healthy food / balanced diet”	-0.027 0.087** 0.041 0.008 -0.027	0.049 0.032 0.047 0.045 0.049	0.555 0.153 0.498 0.457 0.555	0.41-0.69 0.08-0.25 0.36-0.61 0.34-0.58 0.41-0.69	0.049 0.032 0.046 0.045 0.049	-0.08 -0.11 0.02 -0.01 -0.07	0.06 0.06 0.06 0.06 0.063

		“Agrees that tries to include more fiber into diet”	0.003	0.05	0.644	0.48-0.76	0.049	0.06	0.06
		“Agrees that looks for freshest ingredients when cooking”	0.03	0.046	0.594	0.48-0.73	0.045	0.05	0.06
		“Uses fresh produce”	0.006	0.032	0.919	0.81-0.98	0.031	0.10	0.09
		“Agrees that tries to eat healthier foods these days”	0.071	0.054	0.605	0.42-0.76	0.054	0.05	0.06
		“Uses bagged/ packaged salad”	0.022	0.061	0.659	0.46-0.8	0.059	0.02	0.10
		“Eats frozen vegetables”	0.028	0.064	0.662	0.5-0.82	0.064	0.22	0.09
Google searching behavior: weekly		“Papas fritas”	2.20	15.95	61.912	34-100	16.161	0.34	0.10
		“Sobrepeso”	-10.17	16.727	48.559	0-100	22.142	0.66	0.08
		“Uvas”	2.892	7.236	36.725	19-58	8.603	0.50	0.09
		“Mangos”	8.934	8.391	71.176	36-100	16.165	0.74	0.08
		“Leche”	2.487	7.101	80.118	53-100	7.399	0.41	0.10
		“Manzanas”	-5.187	10.164	51.373	27-100	14.397	0.61	0.08
		“Verduras”	4.571	10.977	58.059	0-97	15.339	0.77	0.08
Don't smoke	**Not implemented	NA	NA	NA	NA	NA	NA	NA	NA
Use carseats for infants	Survey Panel: weekly	“Car safety features are important”	-0.002	0.023	0.67	0.55-0.75	0.031	0.11	0.06
		“Looked up car safety rating before purchase”	-0.005	0.036	0.45	0.3-0.58	0.05	0.03	0.06
		“Regularly wears seatbelt”	-0.015	0.037	0.69	0.51-0.81	0.05	0.17	0.06
Google searching behavior: weekly		“Accidente automovilistico”	-6.626	13.35	30.265	0-100	30.64	0.82	0.06
		“Carseat”	1.406	3.108	74.392	58-100	7.012	0.62	0.08