

Message	Type	Variable measured	Estimate <sup>a</sup>	SE <sup>b</sup>	Lag. Est. <sup>c</sup>	Lag. SE <sup>d</sup>	Mean <sup>e</sup>	Range <sup>f</sup>	SD <sup>g</sup>	p-value <sup>h</sup>
Eat healthy: Lowering cholesterol	Survey Panel: weekly	“Presently watching diet”	0.007	0.034	0.04	0.03	0.45	0.34-0.58	0.045	0.21
		“Watches diet and eats fat free or low fat or low cholesterol food”	0.05	0.033	0.012	0.033	0.329	0.18-0.44	0.042	0.075
		“Reason for watching diet is cholesterol”	0.012	0.026	-0.007	0.026	0.158	0.07-0.25	0.033	0.896
		“Uses butter”	0.013	0.035	0.003	0.035	0.855	0.73-0.93	0.044	0.857
		“Uses eggs”	0.014	0.026	-0.003	0.026	0.943	0.83-1	0.035	0.842
		“Bought low cholesterol food when watching diet”	-0.004	0.025	0.002	0.025	0.146	0.06-0.26	0.033	0.988
		“Uses low-fat/fat-free products”	0.007	0.058	0.11	0.057	0.51	0.34-0.76	0.103	0.052
		“Bought low-fat food when watching diet”	0.059	0.031	0.006	0.032	0.238	0.07-0.37	0.04	0.034
		“Eats margarine”	-0.073	0.044	0.036	0.044	0.729	0.6-0.88	0.056	0.246
		“Eats mayonnaise”	-0.056	0.031	0.031	0.031	0.846	0.72-0.93	0.039	0.20
		“Uses salad/cooking oil”	-0.018	0.027	0.029	0.027	0.909	0.82-0.99	0.035	0.551
		“Uses olive oil”	-0.037	0.025	0.033	0.025	0.087	0.02-0.18	0.032	0.303
		“Does not have cholesterol but feels at risk”	-0.017	0.012	0.003	0.012	0.025	0-0.07	0.015	0.205
		“Reports using shortenings”	-0.018	0.027	0.029	0.027	0.909	0.82-0.99	0.035	0.551
	Google searching behavior: weekly	”Bajar el colesterol”	6.523	11.141	-6.82	10.92	61.98	31-100	15.13	0.801
		“Dieta”	1.065	6.22	-7.93	6.21	75.559	39-100	12.941	0.299
		“Aceite de oliva”	19.013	10.80	-30.80	10.77	62.59	29-100	17.5	0.020
		“Clara de huevo”	3.654	13.88	-3.37	13.79	39.931	0-100	25.73	0.812
		“Colesterol”	1.047	6.28	-3.62	6.26	73.029	45-100	10.826	0.813
		“Egg yolks”	-4.608	6.91	1.16	6.92	26.461	17-100	9.772	0.751
		“Egg whites”	4.788	5.50	-4.60	5.49	74.843	54-100	9.527	0.644
Open a bank account	Administrative: weekly	Number of bank accounts opened	-104.751	158.4	52.15	157.58	1863	994-2681	433.84	0.756
	Survey Panel: weekly	“Has ATM / Debit card”	0.027	0.04	0.03	0.04	0.596	0.44-0.74	0.063	0.685
		“Often pays things in cash”	-0.029	0.035	-0.017	0.035	0.528	0.4-0.67	0.049	0.629
		“Has a credit card”	0.004	0.037	-0.054	0.036	0.488	0.32-0.61	0.052	0.334
		“Is uncomfortable trusting money to a bank”	-0.002	0.03	-0.028	0.03	0.23	0.13-0.38	0.041	0.641
		“Has vehicle or property insurance”	0.034	0.037	-0.027	0.037	0.645	0.51-0.78	0.052	0.506
		“Is not good at saving money”	-0.005	0.032	-0.002	0.032	0.327	0.2-0.44	0.045	0.984
		“Has savings account”	-0.05	0.034	0.00	0.034	0.272	0.16-0.41	0.048	0.362
		Google searching behavior: weekly	“Banco”	-5.565	3.691	5.62	3.72	71.755	53-100	10.75
	“Como abrir una cuenta”		1.685	8.874	-3.85	8.85	56.696	32-91	12.93	0.886
	“Robo”		-1.045	4.56	-3.67	4.55	77.02	63-100	6.72	0.715
	“BB&T”		-0.22	3.252	0.16	3.18	81.843	72-100	4.77	0.995
	“Bank”		-0.771	2.413	-0.79	2.414	92.304	79-100	3.77	0.908

Register to vote	Administrative: daily (log)	Voter registration by Hispanics, 01-01-2010 to 06-29-2013	0.062	0.35	0.006	0.35	7.378	0-11.64	1.504	0.976	
	Administrative: weekly (log)	Voter registration by Hispanics, 01-01-2010 to 06-29-2013	0.102	0.34	0.04	0.34	9.626	6.27-12.13	1.032	0.950	
	Survey Panel: weekly	“It is important to be informed to vote”	-0.007	0.036	-0.014	0.035	0.772	0.66-0.88	0.042	0.921	
		“Reports being a member of any club / organization listed”	-0.01	0.038	0.015	0.039	0.327	0.2-0.44	0.047	0.898	
Google searching behavior: weekly		“Reports being registered to vote”	0	0.048	0.038	0.048	0.536	0.35-0.67	0.059	0.711	
		“Rock the vote”	1.82	9.55	0.582	9.75	9.569	0-100	15.37	0.967	
		“Eleccion”	-1.327	11.56	-3.45	11.79	10.167	3-100	13.571	0.917	
		“Voto”	-0.916	10.93	-2.42	11.16	14.578	5-100	14.532	0.954	
		“Votar”	-5.586	10.72	7.373	10.95	16.608	4-100	14.358	0.779	
Don't drink and drive	Administrative: daily	Drunk driving arrests of Hispanics in 7 US cities	-0.817	4.64	3.52	4.63	27.315	1-72	13.93	0.737	
	Administrative: weekly	Drunk driving arrests of Hispanics in 7 US cities	-14.37	14.80	-19.93	14.84	191.12	119-272	24.31	0.266	
	Google searching behavior: weekly	“DUI”	“Borracho”	0.274	4.61	-2.02	4.60	68.58	56-96	6.83	0.904
			-1.807	5.05	5.28	5.05	67.951	45-100	12.83	0.520	
Seek out university scholarships	Administrative: daily	Hits to Scholarship site recommended in the plotline	404.809	704.39	297.08	704.37	3232.8	0-22958	4315.58	0.776	
	Survey Panel: weekly	“Owns 529 college savings”	0.008	0.007	-0.001	0.007	0.011	0-0.04	0.009	0.415	
			0.013	0.008	-0.011	0.01	0.009	0-0.03	0.008	0.227	
	Google searching behavior: weekly		“Yale”	4.022	3.90	-2.27	3.88	60.608	49-100	7.548	0.589
			“Beca”	-2.617	6.11	-1.40	6.14	51.873	24-91	14.95	0.754
			“Universidad”	-1.707	4.79	-2.23	4.81	79.137	56-100	8.341	0.641
“Prestamo”			-7.512	8.88	-2.47	8.95	55.216	24-100	14.304	0.422	
		“Diseño gráfico”	-6.313	10.09	-10.99	10.18	53.941	28-98	13.802	0.151	
Eat healthy: Vegetables	Survey Panel: weekly	“Agrees that works on eating a well balanced diet”	-0.027	0.049	-0.036	0.049	0.555	0.41-0.69	0.049	0.660	
		“Bought low-calorie foods when watching diet”	0.087	0.032	0.027	0.032	0.153	0.08-0.25	0.032	0.017	
		“Agrees that eats food regardless of calories”	0.041	0.047	0.005	0.047	0.498	0.36-0.61	0.046	0.676	
		“Presently watching diet”	0.01	0.045	0.09	0.045	0.457	0.34-0.58	0.045	0.138	
		“Agrees that tries to eat healthy food / balanced diet”	-0.027	0.049	-0.036	0.049	0.555	0.41-0.69	0.049	0.660	

		“Agrees that tries to include more fiber into diet”	0.002	0.05	-0.051	0.05	0.644	0.48-0.76	0.049	0.587
		“Agrees that looks for freshest ingredients when cooking”	0.03	0.046	0.04	0.05	0.594	0.48-0.73	0.045	0.557
		“Uses fresh produce”	0.007	0.032	0.03	0.032	0.919	0.81-0.98	0.031	0.614
		“Agrees that tries to eat healthier foods these days”	0.071	0.054	-0.005	0.054	0.605	0.42-0.76	0.054	0.430
		“Uses bagged/ packaged salad”	0.021	0.061	-0.037	0.061	0.659	0.46-0.8	0.059	0.775
		“Eats frozen vegetables”	0.027	0.064	-0.015	0.063	0.662	0.5-0.82	0.064	0.884
	Google searching behavior: weekly	“Papas fritas”	2.10	16.04	-2.33	15.997	61.912	34-100	16.161	0.980
		“Sobrepeso”	-10.095	16.83	1.72	16.74	48.559	0-100	22.14	0.829
		“Uvas”	2.776	7.28	-2.69	7.23	36.725	19-58	8.60	0.862
		“Mangos”	8.184	8.24	-18.08	8.26	71.176	36-100	16.165	0.056
		“Leche”	2.339	7.134	-3.71	7.11	80.118	53-100	7.399	0.821
		“Manzanas”	-4.827	10.19	8.62	10.20	51.373	27-100	14.397	0.616
		“Verduras”	4.944	11.002	9.31	10.99	58.059	0-97	15.34	0.642
Don't smoke	**Not implemented	NA	NA	NA	NA	NA	NA	NA	NA	NA
Use carseats for infants	Survey Panel: weekly	“Car safety features are important”	-0.004	0.021	-0.09	0.022	0.67	0.55-0.75	0.031	0.0002
		“Looked up car safety rating before purchase”	-0.005	0.036	-0.005	0.036	0.45	0.3-0.58	0.05	0.982
		“Regularly wears seatbelt”	-0.01	0.037	0.001	0.04	0.69	0.51-0.81	0.05	0.921
	Google searching behavior: weekly	“Accidente automovilistico”	-7.658	13.52	-7.658	13.52	30.265	0-100	30.64	0.754
		“Carseat”	1.073	3.12	-3.61	3.11	74.392	58-100	7.012	0.463