## data
| Unnamed: 0 | Postal Mailing | Text Message | Online Social Media (cannot calculate) | Unnamed: 4 | Mechnical Turk | Community Newslatter | In-person |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Distribution method used in Detroit | No | Yes | Yes | NaN | Yes | Yes | Yes |
| Distribution method used in Ypsilanti | Yes | No | Yes | NaN | No | No | No |
| NaN | NaN | NaN | NaN | NaN | NaN | NaN | NaN |
| NaN | Ypsilanti | Detroit | Detroit | Ypsilanti | NaN | NaN | NaN |
| Number of people contacted (N\_1) | 1500 | 4000 | Unknown | Unknown | Unknown | Unknown | Unknown |
| Number of people clicked link (N\_2) | Unknown | 148 | 30 | 1171 | 667 | 440 | 226 |
| Number of people responded (N\_3) | 84 | 41 | 13 | 994 | 157 (Others were screened out because they were not living in Detroit) | 343 | 212 |
| Number of people completed survey (N\_4) | 81 | 12 | 8 | 895 | 136 | 281 | 208 |
| Valid completed surveys (N\_5) | 79 | 12 | 7 | 378 | 131 | 123 | 170 |
| Distributional cost | 697.19 | 370 | 0 | NaN | 146 | 0 | $1253.4-$1328.4 |
| Further notes on distributional costs | (printing and reproduction, $172.19; postage and mailing $525) | ($300 phone list purchase, $70 twilio messages) | NaN | NaN | Amazon has a service charge for posting on Mturk; more charges if we put more constraints (i.e., limiting responses from Michigan and from individuals within an income-range) | NaN | RA hourly wages |
| Incentive costs | $5 per complete response | $5 per complete response | $5 per complete response | NaN | $5 for 20 responses from <$25,000 households, $2 for other responses | $5 per complete response | $10 per complete response |