

Online Appendix

Online Appendix 1: Wonderpanel Survey (translated from Spanish)

1. Please indicate your gender:
 - Male
 - Female

2. What is the highest education level that you have achieved?
 - Less than primary level complete
 - Primary level complete
 - Secondary Incomplete
 - Secondary Complete
 - Tertiary Incomplete
 - Tertiary Complete
 - University Incomplete
 - University Complete
 - Postgraduate / Masters / Doctorate

3. Who is the household head in your home? (The highest-earning person in your household)
 - Me
 - Another Person

4. What is the highest education level that the head of household achieved?
 - Less than primary level complete
 - Primary level complete
 - Secondary Incomplete
 - Secondary Complete
 - Tertiary Incomplete
 - Tertiary Complete
 - University Incomplete
 - University Complete
 - Postgraduate / Masters / Doctorate

5. What is your place of residence?

Capital Federal	San Luis	San Juan
Provincia de Bs As - GBA Norte	Entre Rios	Santiago del Estero
Provincia de Bs As - GBA Oeste	Misiones	Jujuy
Provincia de Bs As - GBA Sur	Formosa	La Rioja
Provincia de Buenos Aires – Resto	Chaco	Salta
Córdoba	Neuquén	Corrientes
Mendoza	Rio Negro	Tierra del Fuego
Tucumán	Chubut	La Pampa
Santa Fe	Santa Cruz	Catamarca
Another Country (Specify)		

6. In which neighborhood in the City of Buenos Aires do you live?

7. In which district/neighborhood of Greater Buenos Aires do you live?

8. How old are you?

9. In your opinion, who is a better soccer player: Messi or Maradona?

- Messi
- Maradona

10. People have different opinions about the penalties that must be given to lawbreakers. Consider, for example, the case of a 20-year-old man that is found guilty of robbery for the second time. This time he broke into a house and stole a computer. Which sentence do you consider more appropriate?

- Fine
- Prison

11. How much prison time do you think is appropriate?

12. Regarding the poor people in our country, which is the reason you consider the most important cause for them being poor?

- They didn't have opportunities
- They weren't lucky
- They didn't put enough effort

We ask now that you look closely at this video which lasts between 2 and 3 minutes approximately. To continue the questionnaire, it is very important that you have seen and heard correctly the complete video.

VIDEOS (either control, or any of the 4 treatments)

Please don't skip this screen until the video has come to an end. If you couldn't see and hear the complete video, click again on the video so that it plays again and you can see it completely before you continue with the questionnaire.

13. Could you see and hear the complete video correctly?

- Yes
- No

14. Why couldn't you see or hear the video correctly?

Lastly, we would like to ask you a few more questions.

15. The current government says that Macri thinks that cost reductions are necessary, this includes salaries. Which of the statements best describes your opinion about the matter?

- It is irrelevant now. Macri might have thought so in the past, when he was a businessman, but now he doesn't think that for the country.
- It's not clear. When he was a businessman he thought that, but then he was at Boca and the government, and he might have changed his mind.
- It's relevant today. He thinks like a businessman and therefore salary reduction is always a valid option.

16. What do you think of Mauricio Macri as a politician? From 1 to 10, where 1 is the lowest grade and 10 is the maximum, which grade would you give him?

1(min) 2 3 4 5 6 7 8 9 10(max)

17. If we gave you \$2.000 pesos to donate to an organization, to which of these organizations would you rather donate it to?

- Soup kitchen “Los Piletones” that also receives help from Macri’s government
- Soup kitchen “Sales” that also receives help from Scioli’s government

18. Who will you vote in the ballotage of November 22nd?

- Daniel Scioli
- Mauricio Macri
- Blank
- I don’t know

19. You think that the government of Nestor Kirchner (2003-2007) was...

- Very good
- Good
- Regular
- Bad
- Very bad

20. In the first round of presidential elections of the past October 25th who did you vote for?

- Daniel Scioli
- Mauricio Macri
- Sergio Massa
- Nicolás Del Caño
- Margarita Stolbizer
- Adolfo Rodríguez Saá
- Blank
- I don’t know/remember
- I didn’t vote

21. How many people live in your home including yourself?

1 2 3 4 5 6 7 8 9 10 More than 10

22. And how many of your household members contribute with their income to cover house expenses?

1 2 3 4 5 More than 5

Thank you for your answers. We only have a few questions about the household head in your home, who is the highest-earning member of your household; it can be you or another person. The answers are confidential and the only objective is to classify you for statistical purposes.

23. Currently, does the household head in your house have an activity or a job?

- Yes
- No

24. The household head ... (Mark the ones that apply)

- Has some rents, investments or businesses in which she/he doesn’t work
- Has a study or research scholarship
- Receives money from family or relatives that don’t live in the same house
- Has a pension
- Is retired from an activity or a job
- Is unemployed
- Has a social plan

25. Which of the options best describes where and how the household head works? (If he/she currently doesn’t work, refer the answer to her/his last job)

- Owner or partner of a company/business/professional study/store
- In a social institution or public entity
- In a company, factory, business, professional study or store
- In a public unit, agency or bank
- Works on her/his own, without employees
- Works for a person who gives her/him work
- Works in family homes

26. How many people work in the place where the household head works? (If he/she currently doesn't work, refer the answer to her/his last job)

- Up to 5 people
- Between 6 and 40
- Between 41 and 200
- More than 200 people

27. Which hierarchy does the household head have? (If he/she currently doesn't work, refer the answer to her/his last job)

- Executive/Manager
- Boss
- Employee (no hierarchy or people in charge)

28. What knowledge or qualifications does the household head need in order to do her/his job? (If he/she currently doesn't work, refer the answer to her/his last job)

- Professional
- Technician
- Operator
- Not qualified

29. Does the household head currently have some type of medical coverage?

- Yes, health insurance.
- Yes, labor union coverage
- Yes, prepaid medicine service
- No

Thank you for participation!

Press the End button to record your answers.

Online Appendix 2: Descriptions of the Videos

Description of the Videos (abridged):

Control: The control video explaining the voting procedures.

Treatment 1: The video of an “ad” for the show *6, 7, 8* showing “similarities” between Macri’s economic plan and that of the 1976’s dictatorship.

Treatment 2: The same as in treatment 1 followed by an ad of the Macri campaign showing candidate Mauricio Macri explaining his proposals.

Treatment 3: The same as in treatment 1 followed by an ad of the Macri campaign showing candidate Mauricio Macri explaining what he will not do.

Treatment 4: The same as in treatment 1 followed by a video showing candidate Daniel Scioli defending the 1990’s neoliberal government.

Description of the Videos (full translation from Spanish):

Video 1: Control

(an informative video of the election procedures)

Next Sunday, Argentinians 18 or older are obliged to vote for the next president along with other positions. Those aged 16 or 17 also have the right to vote, and even though putting your vote into a ballot box might seem an easy task, in Argentina it isn’t. Let me tell you why. Only one ticket includes the whole list of candidates running for the positions to be elected, and this would sometimes mean the ballot can even be up to 40 inches long!

This coming Sunday, the president and the vice president will be elected. In some provinces, a governor will also be chosen. In Congress, some members of the House of Representatives and the Senate will also end their terms. Also, the Argentine members of the Parlasur will be chosen; the Parlasur is the Mercosur Parliament, with headquarters in Montevideo. As if this wasn’t enough, some cities also choose Mayors and City Councilmen.

But this is the really complex part of this process: an Argentine voter can choose, if they want, a president from one party, a governor from another party, a mayor from a third party, and members of the Parlasur from another party. Let’s imagine that a voter in the province of Buenos Aires wants to vote Frente de Izquierda’s presidential candidate, Cambiemos’ gubernatorial candidate, representatives from progressive parties and leave the rest in blank. They would have to cut them all up, put these three pieces together in an envelope and discard the rest. It’s such a complex system that a city in Argentina even chose to design an interactive tutorial to explain how to vote. This way of voting has been harshly criticized by those who think that it is prone to mistake and fraud. Nevertheless, so far there hasn’t been an agreement to resort to electronic voting or any other ways of voting. This is why, to this day, the Argentine people will still have to carry scissors to polling stations.

Video 2: Main Propaganda Video

(an “ad” for the show *6, 7, 8* first aired in *Futbol para Todos* with edited excerpts of statements by Macri and other politicians of his team, followed by “similar” statements by Martinez de Hoz, the Minister of Economy of the 1976 dictatorship)

[Voice-Over] Striking similarities; Macri’s economic plan is the same as the dictatorship’s. Let’s go back to 1980, let’s listen to the economic plan developed by Martinez de Hoz during the dictatorship. Let’s see if it

rings a bell with the current proposal. Jose A. Martinez de Hoz –1980- The Dictatorship’s Minister of Economy.

[Martinez de Hoz] I would like to stress some points I think are paramount to measure the extent of the transformation we have brought about. In the first place, the freedom to conduct foreign currency transactions and the elimination of foreign exchange controls.

[Macri] If you are elected President, will we have a free foreign exchange market? Well, it’s the ABC. We’ll see what the market flow indicates, in terms of what our equilibrium exchange rate should be.

[Martinez de Hoz] The elimination of foreign exchange controls.

[Macri] The “CEPO” [control of foreign currency] will end on December 11th.

[Martinez de Hoz] Second, the freedom to export through the elimination of export taxes and restrictions.

[Macri] Zero export restrictions. Zero taxes.

[Martinez de Hoz] Third, the freedom to import, and the elimination of bans, quotas or licenses.

[Journalist] Will imports be free in Argentina?

[Rodriguez Larreta – Macri’s former Chief of Staff] We have to reopen them, of course.

[Journalist] Do we have to open [the economy]?

[Rodriguez Larreta] Of course.

[Martinez de Hoz] The freedom to import, freedom to receive foreign investments.

[Macri] Zero export taxes and restrictions for all regional economies. That will lead to an investment boom.

[Martinez de Hoz] Freedom for foreign investments. Fifth, the elimination of political fees on public services.

[Journalist] Today, the majority of public services subsidies, namely, gas, or electricity would affect the entire middle class, who constitute the majority of the people, not just those who earn minimum wage.

[Michetti – Macri’s vice presidential candidate]

But wait. There is a part of the middle class who are paying ridiculously low electricity and gas bills. We cannot afford electricity, gas and even transportation at the prices we are paying.

[Martinez de Hoz] The elimination of political fees of public services. Sixth, the freedom to contract labor upon the minimum wages established by the State.

[Macri] What we have to do is lower costs. And wages are an additional cost.

Ad: [Men] Oh, the roof, please!!

[Men] Oh, that's better.

[V.O.] The floor will immediately start rising.

[Men] The floor is shaking.

[V.O.] This means more inflation. Everything would go back to the way it used to be.

[Men] Oh, men, the floor.

[V.O.] So, what has the government done with these new measures?

[Men] They're lowering the floor. That's the secret.

[Macri] What we have to do is lower costs. And wages are an additional cost.

[V.O.] This is the economic chapter of Macri's economists. It's been 36 years since Martinez de Hoz's speech, 36 years. Incredible.

Video 3: Main Propaganda Plus the "Positive Antidote"

(Video 2 followed by an ad featuring Macri explaining his proposals)

[Macri] I propose a universal basic income. And I propose that we agree to start revolutionizing the quality of public education. And another revolution in terms of infrastructure investment plans. One of our cornerstones has to be housing conditions. This is our task: turning this country into a place where everyone has room for progress, where we all feel that we are better off every day. I propose "zero poverty" in Argentina.

Video 4: Main Propaganda Plus the "Defensive Antidote"

(Video 2 followed by an ad featuring Macri explaining what he is not going to do).

[Macri] To get to know a person, it is equally important to know what he does, as what he is not willing to do. That is why I'm going to tell you what I am NOT going to do. I will not look for enemies, nor pointless quarrels. I will not speak without listening. I will not try to perpetuate myself in power. I will not persecute those who think differently. I will not lie with INDEC's reports, inflation, or anything at all. I will not take away anyone's social assistance away. I will not change the things that were done right. And the most important thing is that I will not let you down nor any of the Argentinians. Because the only way to create the country that we want is by doing so together.

Video 5: Main Propaganda Plus the "Counter-attack Antidote"

(Video 2 followed by an old interview of Scioli defending the privatizations at Longobardi's TV show).

[Majul] There is also an interview made by Marcelo Longobardi [journalist] in which the then national representative Scioli pronounces himself in favor of privatizations and emphatically asks to modify the Constitution so that Menem can be reelected for the third time. Yes, Scioli; Scioli, himself. Look!

[Longobardi] ... the views of Menem and the *justicialismo* on privatizing YPF. I heard Menem in the elections –

[Scioli] *Interrupts Longobardi*. I think it was in Menem's thoughts, but historically also in Peron's thoughts, when he said that we could privatize or nationalize companies according to the international circumstances. President Menem brought this thinking to the present. He stood up to the challenge of putting Argentina back in the world and Menem's privatization is welcome. Because it brought huge losses, it did not pay taxes. I am convinced that the next President will be someone who can guarantee the continuation of this, and it will be a President from the *justicialismo*. Personally, I would like this person to be Menem; if it is not Menem, it will be another candidate but one from *justicialismo*. The growth of the country from 1995 to the present, the level of investments, lower unemployment rates... Sure, maybe we haven't done as much as we wished as Argentinians, but I am convinced that the hardest part is now behind us, and we have to look forward with faith and optimism.

Online Appendix Table A1: Pre-treatment Characteristics – Women – Original Sample
(including participants with incomplete answers)

Variables	(1) Control	(2) Propaganda	(3) Propaganda only	(4) Propaganda + Antidote1	(5) Propaganda + Antidote2	(6) Propaganda + Antidote3
Age	39.426 (10.015)	0.540 (0.794)	0.149 (0.882)	1.858 (1.434)	0.145 (1.150)	0.960 (1.396)
Household Head	0.417 (0.494)	0.008 (0.040)	0.051 (0.045)	-0.080 (0.064)	-0.032 (0.067)	-0.017 (0.067)
Years of Education	16.152 (2.087)	0.047 (0.172)	-0.046 (0.197)	0.199 (0.316)	0.176 (0.282)	0.091 (0.296)
HH - Years of Education	15.852 (2.541)	0.024 (0.211)	-0.195 (0.249)	0.391 (0.376)	0.319 (0.314)	0.134 (0.344)
Buenos Aires City	0.409 (0.493)	-0.003 (0.040)	0.017 (0.045)	-0.057 (0.065)	-0.009 (0.067)	-0.009 (0.067)
Greater Buenos Aires	0.339 (0.474)	0.022 (0.038)	0.027 (0.044)	0.066 (0.065)	-0.025 (0.064)	0.004 (0.065)
Messi is Better	0.574 (0.496)	-0.029 (0.040)	-0.050 (0.045)	0.007 (0.066)	-0.017 (0.068)	-0.002 (0.068)
Poor Don't Make Effort	0.226 (0.419)	0.007 (0.034)	0.006 (0.038)	-0.010 (0.055)	0.002 (0.057)	0.031 (0.059)
Penalty	28.722 (20.981)	-1.895 (1.670)	-1.178 (1.895)	-2.695 (2.702)	-2.579 (2.761)	-2.965 (2.740)
Number of Observations in each group	230	468	254	74	70	70

Notes: Column (1) reports the means (and, in parentheses, their standard deviations) for the pre-treatment characteristics in the control group. The following columns provide the coefficients and robust standard errors of regressing the characteristics on a treatment dummy, considering all treatment branches together in Column (2), and then disaggregating the treatment into propaganda only and propaganda plus antidote dummies (*Propaganda* only, *Propaganda + Antidote 1*, *Propaganda + Antidote 2*, and *Propaganda + Antidote 3*) in columns (3) to (6). *Age* is the age of the respondent. *Household Head* is a dummy variable that equals one if the respondent self-defines as the head of the household, and zero otherwise. *Years of Education* is the education level of the respondent. *HH - Years of Education* is the education level of the household head. *Buenos Aires City* is a dummy variable that equals one if the respondent lives in Buenos Aires City. *Greater Buenos Aires* is a dummy variable that equals one if the respondent lives in Greater Buenos Aires. *Messi is Better* is a dummy variable that equals one if the respondent thinks that Lionel Messi is a better soccer player than Diego Maradona. *Poor Don't Make Effort* is a dummy variable that equals one if the respondent thinks that poor people are poor because they do not make effort. *Penalty* is the number of months that the respondent considers that a 20-year-old man should be in prison if he is found guilty of robbery for the second time. The last row indicates the number of observations considered in each group, but all the regressions are run on the 698 female observations.

Online Appendix Table A2: Pre-treatment Characteristics – Men – Original Sample
(including participants with incomplete answers)

Variables	(1) Control	(2) Propaganda	(3) Propaganda only	(4) Propaganda + Antidote1	(5) Propaganda + Antidote2	(6) Propaganda + Antidote3
Age	49.337 (11.982)	-2.031* (1.071)	-2.000 (1.262)	-1.740 (1.727)	-4.053** (1.734)	-0.453 (1.630)
Household Head	0.882 (0.323)	0.009 (0.028)	0.005 (0.034)	0.034 (0.040)	0.013 (0.044)	-0.013 (0.047)
Years of Education	16.701 (2.211)	-0.346* (0.197)	-0.330 (0.240)	-0.701** (0.275)	-0.178 (0.296)	-0.179 (0.318)
HH - Years of Education	16.743 (2.257)	-0.355* (0.203)	-0.356 (0.245)	-0.660** (0.293)	-0.072 (0.292)	-0.309 (0.369)
Buenos Aires City	0.439 (0.498)	-0.063 (0.044)	-0.085* (0.051)	-0.064 (0.068)	-0.050 (0.070)	-0.018 (0.070)
Greater Buenos Aires	0.283 (0.452)	0.017 (0.040)	0.020 (0.048)	-0.020 (0.062)	0.045 (0.066)	0.021 (0.065)
Messi is Better	0.465 (0.500)	-0.040 (0.044)	-0.061 (0.052)	0.007 (0.070)	0.012 (0.071)	-0.088 (0.069)
Poor Don't Make Effort	0.203 (0.403)	0.012 (0.036)	0.016 (0.043)	0.061 (0.060)	-0.039 (0.054)	0.000 (0.057)
Penalty	27.048 (22.042)	-1.393 (1.932)	-1.851 (2.262)	1.910 (3.098)	-1.391 (2.901)	-3.657 (2.892)
Number of Observations in each group	187	386	178	72	67	69

Notes: Column (1) reports the means (and, in parentheses, their standard deviations) for the pre-treatment characteristics in the control group. The following columns provide the coefficients and robust standard errors of regressing the characteristics on a treatment dummy, considering all treatment branches together in Column (2), and then disaggregating the treatment into propaganda only and propaganda plus antidote dummies (*Propaganda* only, *Propaganda + Antidote 1*, *Propaganda + Antidote 2*, and *Propaganda + Antidote 3*) in columns (3) to (6). *Age* is the age of the respondent. *Household Head* is a dummy variable that equals one if the respondent self-defines as the head of the household, and zero otherwise. *Years of Education* is the education level of the respondent. *HH - Years of Education* is the education level of the household head. *Buenos Aires City* is a dummy variable that equals one if the respondent lives in Buenos Aires City. *Greater Buenos Aires* is a dummy variable that equals one if the respondent lives in Greater Buenos Aires. *Messi is Better* is a dummy variable that equals one if the respondent thinks that Lionel Messi is a better soccer player than Diego Maradona. *Poor Don't Make Effort* is a dummy variable that equals one if the respondent thinks that poor people are poor because they do not make effort. *Penalty* is the number of months that the respondent considers that a 20-year-old man should be in prison if he is found guilty of robbery for the second time. The last row indicates the number of observations considered in each group, but all the regressions are run on the 573 male observations. * Significant at 10%; ** significant at 5%.

Online Appendix Table A3: Pre-treatment Characteristics – Women – Main Sample

Variables	(1) Control	(2) Propaganda	(3) Propaganda only	(4) Propaganda + Antidote1	(5) Propaganda + Antidote2	(6) Propaganda + Antidote3
Age	39.527 (10.065)	0.342 (0.817)	0.134 (0.920)	0.891 (1.439)	0.055 (1.188)	0.792 (1.419)
Household Head	0.423 (0.495)	-0.001 (0.041)	0.054 (0.047)	-0.109* (0.066)	-0.050 (0.068)	-0.031 (0.068)
Years of Education	16.123 (2.087)	0.047 (0.178)	-0.080 (0.206)	0.250 (0.334)	0.161 (0.289)	0.167 (0.297)
HH - Years of Education	15.809 (2.562)	0.067 (0.219)	-0.131 (0.261)	0.400 (0.401)	0.266 (0.322)	0.220 (0.348)
Buenos Aires City	0.414 (0.494)	-0.005 (0.041)	0.016 (0.047)	-0.055 (0.068)	-0.026 (0.068)	-0.008 (0.068)
Greater Buenos Aires	0.336 (0.474)	0.012 (0.039)	0.016 (0.045)	0.052 (0.068)	-0.023 (0.065)	-0.003 (0.065)
Messi is Better	0.582 (0.494)	-0.038 (0.041)	-0.058 (0.047)	-0.015 (0.069)	-0.015 (0.069)	-0.017 (0.069)
Poor Don't Make Effort	0.223 (0.417)	0.016 (0.035)	0.013 (0.040)	0.001 (0.058)	0.016 (0.059)	0.038 (0.060)
Penalty	29.045 (21.221)	-2.458 (1.731)	-1.865 (1.977)	-3.165 (2.836)	-3.344 (2.866)	-2.915 (2.769)
Number of Observations in each group	220	436	233	67	67	69

Notes: Column (1) reports the means (and, in parentheses, their standard deviations) for the pre-treatment characteristics in the control group. The following columns provide the coefficients and robust standard errors of regressing the characteristics on a treatment dummy, considering all treatment branches together in Column (2), and then disaggregating the treatment into propaganda only and propaganda plus antidote dummies (*Propaganda* only, *Propaganda + Antidote 1*, *Propaganda + Antidote 2*, and *Propaganda + Antidote 3*) in columns (3) to (6). *Age* is the age of the respondent. *Household Head* is a dummy variable that equals one if the respondent self-defines as the head of the household, and zero otherwise. *Years of Education* is the education level of the respondent. *HH - Years of Education* is the education level of the household head. *Buenos Aires City* is a dummy variable that equals one if the respondent lives in Buenos Aires City. *Greater Buenos Aires* is a dummy variable that equals one if the respondent lives in Greater Buenos Aires. *Messi is Better* is a dummy variable that equals one if the respondent thinks that Lionel Messi is a better soccer player than Diego Maradona. *Poor Don't Make Effort* is a dummy variable that equals one if the respondent thinks that poor people are poor because they do not make effort. *Penalty* is the number of months that the respondent considers that a 20-year-old man should be in prison if he is found guilty of robbery for the second time. The last row indicates the number of observations considered in each group, but all the regressions are run on the 656 female observations with complete answers. * Significant at 10%.

Online Appendix Table A4: Pre-treatment Characteristics – Men – Main Sample

Variables	(1) Control	(2) Propaganda	(3) Propaganda only	(4) Propaganda + Antidote1	(5) Propaganda + Antidote2	(6) Propaganda + Antidote3
Age	49.439 (12.060)	-2.204** (1.098)	-2.128 (1.302)	-2.334 (1.758)	-4.155** (1.746)	-0.254 (1.671)
Household Head	0.878 (0.328)	0.010 (0.030)	0.008 (0.035)	0.033 (0.043)	0.018 (0.045)	-0.016 (0.050)
Years of Education	16.672 (2.239)	-0.314 (0.200)	-0.295 (0.236)	-0.657** (0.284)	-0.150 (0.299)	-0.180 (0.333)
HH - Years of Education	16.717 (2.287)	-0.323 (0.207)	-0.321 (0.242)	-0.612** (0.304)	-0.045 (0.296)	-0.317 (0.387)
Buenos Aires City	0.439 (0.498)	-0.054 (0.045)	-0.080 (0.053)	-0.051 (0.070)	-0.051 (0.070)	0.007 (0.072)
Greater Buenos Aires	0.289 (0.455)	0.001 (0.041)	0.011 (0.049)	-0.035 (0.063)	0.039 (0.067)	-0.027 (0.064)
Messi is Better	0.472 (0.501)	-0.051 (0.045)	-0.077 (0.053)	0.020 (0.072)	0.005 (0.072)	-0.118* (0.070)
Poor Don't Make Effort	0.206 (0.405)	0.010 (0.037)	0.022 (0.044)	0.048 (0.061)	-0.041 (0.055)	-0.006 (0.058)
Penalty	26.183 (21.714)	-0.347 (1.953)	-0.531 (2.310)	2.070 (3.170)	-0.527 (2.905)	-2.183 (2.974)
Number of Observations	180	366	167	67	67	65

Notes: Column (1) reports the means (and, in parentheses, their standard deviations) for the pre-treatment characteristics in the control group. The following columns provide the coefficients and robust standard errors of regressing the characteristics on a treatment dummy, considering all treatment branches together in Column (2), and then disaggregating the treatment into propaganda only and propaganda plus antidote dummies (*Propaganda* only, *Propaganda + Antidote 1*, *Propaganda + Antidote 2*, and *Propaganda + Antidote 3*) in columns (3) to (6). *Age* is the age of the respondent. *Household Head* is a dummy variable that equals one if the respondent self-defines as the head of the household, and zero otherwise. *Years of Education* is the education level of the respondent. *HH - Years of Education* is the education level of the household head. *Buenos Aires City* is a dummy variable that equals one if the respondent lives in Buenos Aires City. *Greater Buenos Aires* is a dummy variable that equals one if the respondent lives in Greater Buenos Aires. *Messi is Better* is a dummy variable that equals one if the respondent thinks that Lionel Messi is a better soccer player than Diego Maradona. *Poor Don't Make Effort* is a dummy variable that equals one if the respondent thinks that poor people are poor because they do not make effort. *Penalty* is the number of months that the respondent considers that a 20-year-old man should be in prison if he is found guilty of robbery for the second time. The last row indicates the number of observations considered in each group, but all the regressions are run on the 546 male observations with complete answers. * Significant at 10%; ** significant at 5%.

Online Appendix Table A5: Donates to “Los Piletones”

	Total	Women	Men
	(1)	(3)	(5)
Variables	Donates to "Los Piletones"	Donates to "Los Piletones"	Donates to "Los Piletones"
Propaganda	-0.020 (0.028)	-0.059 (0.037)	0.023 (0.041)
Constant	0.191 (0.118)	0.224 (0.160)	0.118 (0.180)
Observations	1,202	656	546

Notes: OLS estimates. Robust standard errors in parentheses. *Donates to "Los Piletones"* is a dummy variable that equals 1 if the respondent chose the Macri-sponsored soup kitchen, and zero otherwise. *Propaganda* is a dummy variable that equals 1 if the respondent was shown the ad of 6,7,8 first aired in *Futbol para Todos*, and zero otherwise. *Age, Household Head, Years of Education, HH - Years of Education, Buenos Aires City, Greater Buenos Aires, Messi is Better, Poor Don't Make Effort* and *Penalty* are included as controls. In column (1) *Gender* is also included as control.