

Supplemental Materials for Online Appendix

Table A1: Emotion variables — Obliquely rotated component loadings and communalities based on principal components analysis with varimax rotation

COMPONENT	ANGRY	ANXIOUS	CONCERNED	SATISFIED	HOPEFUL
Outraged	0.82				
Frustrated	0.80				
Angry	0.79				
Anxious		0.58	0.39		
Distressed		0.57	0.37		
Concerned		0.39	0.57		
Worried		0.38	0.57		
Delighted				0.78	0.23
Enthusiastic				0.74	0.23
Relieved				0.68	0.21
Optimistic				0.54	0.43
Hopeful				0.34	0.40
n	352	344	344	337	337
Eigenvalues	1.92	1.82	0.07	2.41	0.11
% of total variance	1.15	1.19	0.05	0.95	0.23
No. of test measures	3	2	2	3	2

Table A2: Mean scores and standard deviations on dependent variables across treatment and subject race

Variables	BLACK		WHITE	
	<i>Control</i>	<i>Opp.</i>	<i>Control</i>	<i>Opp.</i>
Hope				
<i>M</i>	0.23	0.35	0.24	0.30
<i>SD</i>	0.29	0.25	0.30	0.32
Sign Letter				
<i>M</i>	0.36	0.47	0.22	0.23
<i>SD</i>	0.49	0.51	0.42	0.43
Discuss DWSD with others				
<i>M</i>	0.43	0.36	0.39	0.23
<i>SD</i>	0.36	0.31	0.33	0.25
Attend meeting on DWSD				
<i>M</i>	0.29	0.25	0.22	0.11
<i>SD</i>	0.32	0.31	0.27	0.24
Contact elected official				
<i>M</i>	0.31	0.21	0.20	0.11
<i>SD</i>	0.32	0.29	0.27	0.20
Community influence				
<i>M</i>	0.35	0.34	0.31	0.40
<i>SD</i>	0.24	0.21	0.24	0.23
DWSD outcome				
<i>M</i>	0.29	0.36	0.24	0.30
<i>SD</i>	0.22	0.19	0.30	0.32

Figure A1: Control and opportunity treatment flyers (Study 1)

Changes coming to YOUR water service. What Can YOU Do?

Michigan's largest water supplier (DWSD) covers 40% of the state's residents across the southeast. And it is beginning a restructuring process that can mean big changes to your water service. But will these changes be what you want?

Supporters say it will:

- ⇒ Lower your rates
- ⇒ Improve your water quality

Opponents say it will:

- ⇒ Increase your rates
- ⇒ Kill jobs for Michigan workers

What do independent researchers say?

Which side should you take?

Follow the **Midwestern Commission on Water** to learn the facts about how changes to DWSD will affect your water. Tell your state rep to take a stand on this issue. And join our mailing list to stay up to date on this and other issues affecting your service and your pocketbook.

MIDWESTERN COMMISSION ON WATER
Protecting our greatest natural resource
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Want SAFER Water & LOWER Rates? What YOU Can Do.

Michigan's largest water supplier (DWSD) covers 40% of the state's residents across the southeast. In response to **your** rising demand for quality water provision, the department has begun a bold transformation, with the support of some politicians. This transformation is delivering on the promises of:

- ⇒ Cutting wasteful spending
- ⇒ Improving standards for **your** water quality, and
- ⇒ Creating the smallest increases to **your** service rates in a decade.

Join the efforts of **Michigan Water Watch** in voicing support for the continuation of this transformation. Tell your state rep to defend this service-improving, rate-lowering plan. And join our mailing list to stay up to date on this and other issues affecting your service and your pocketbook.



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Figure A2

Structural equation model, opportunity condition (Study 1). Thin lines represent nonsignificant pathways.

