

## Appendix



Figure: The two ads used in the study. Left: rational ad; Right: emotional ad.

## Translation

### Rational ad:

*The tightness experienced by first-time buyers in the housing market is due to a shortage of affordable housing. It is therefore logical to build 1 million homes over the next decade to solve this problem.*

### Emotional ad:

*First-time homebuyers are groaning from the tightness they are experiencing in the unfair and deeply frustrating housing market. We are alleviating their suffering by building 1 million homes for them over the next decade.*