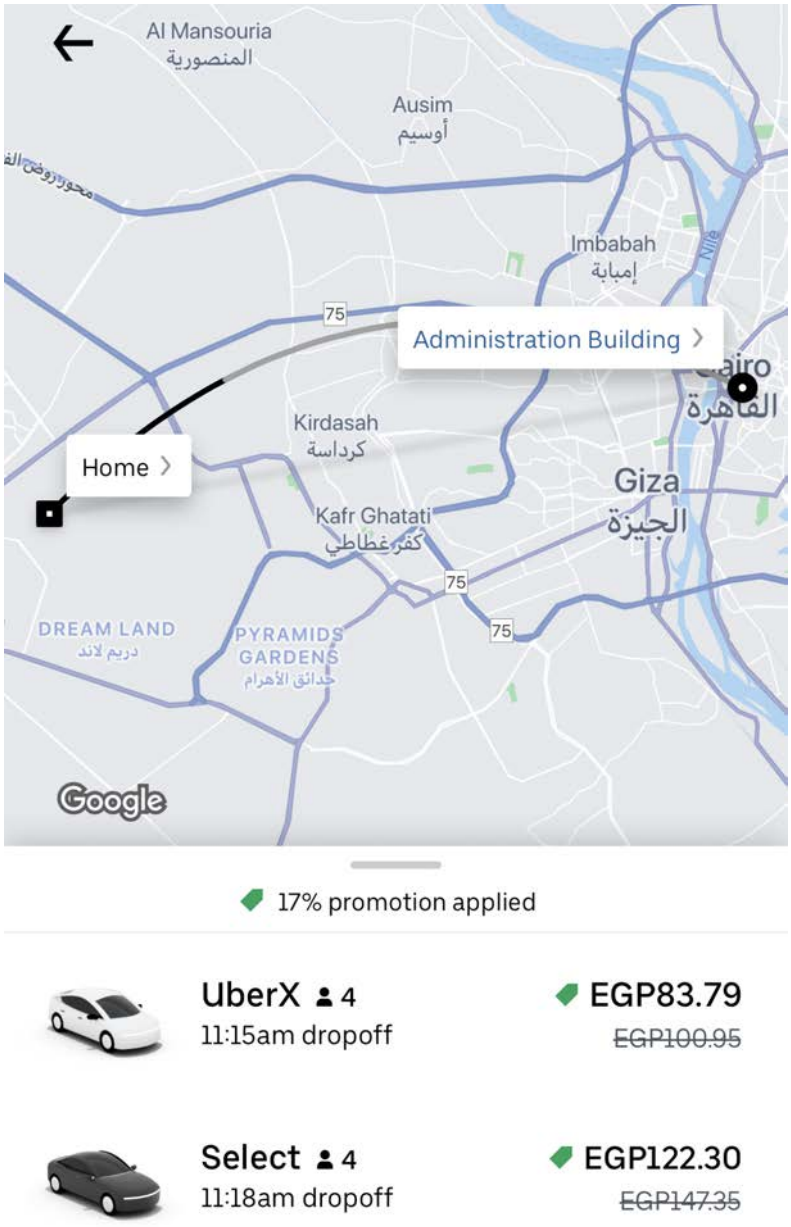
Appendices

A Experimental Design

A1. Price Information for Treated Riders

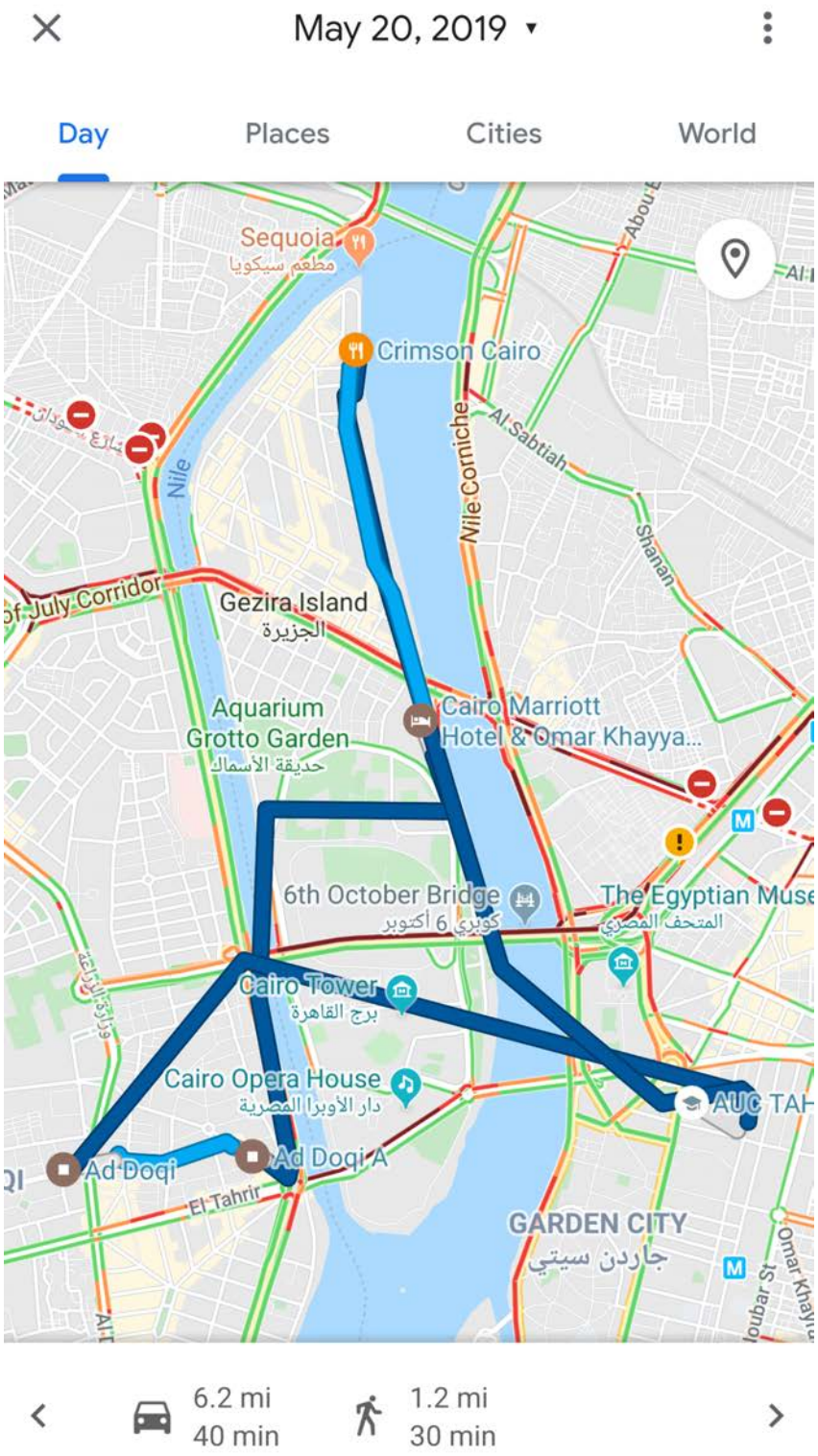
Figure A.1. Uber Price Information



Notes: The figure illustrates an example of a price change represented within the Uber application on a mobile device in the Cairo market. Users receive price information in the process of requesting a given trip and are charged upon completion of a trip.

A2. Google Timeline Platform

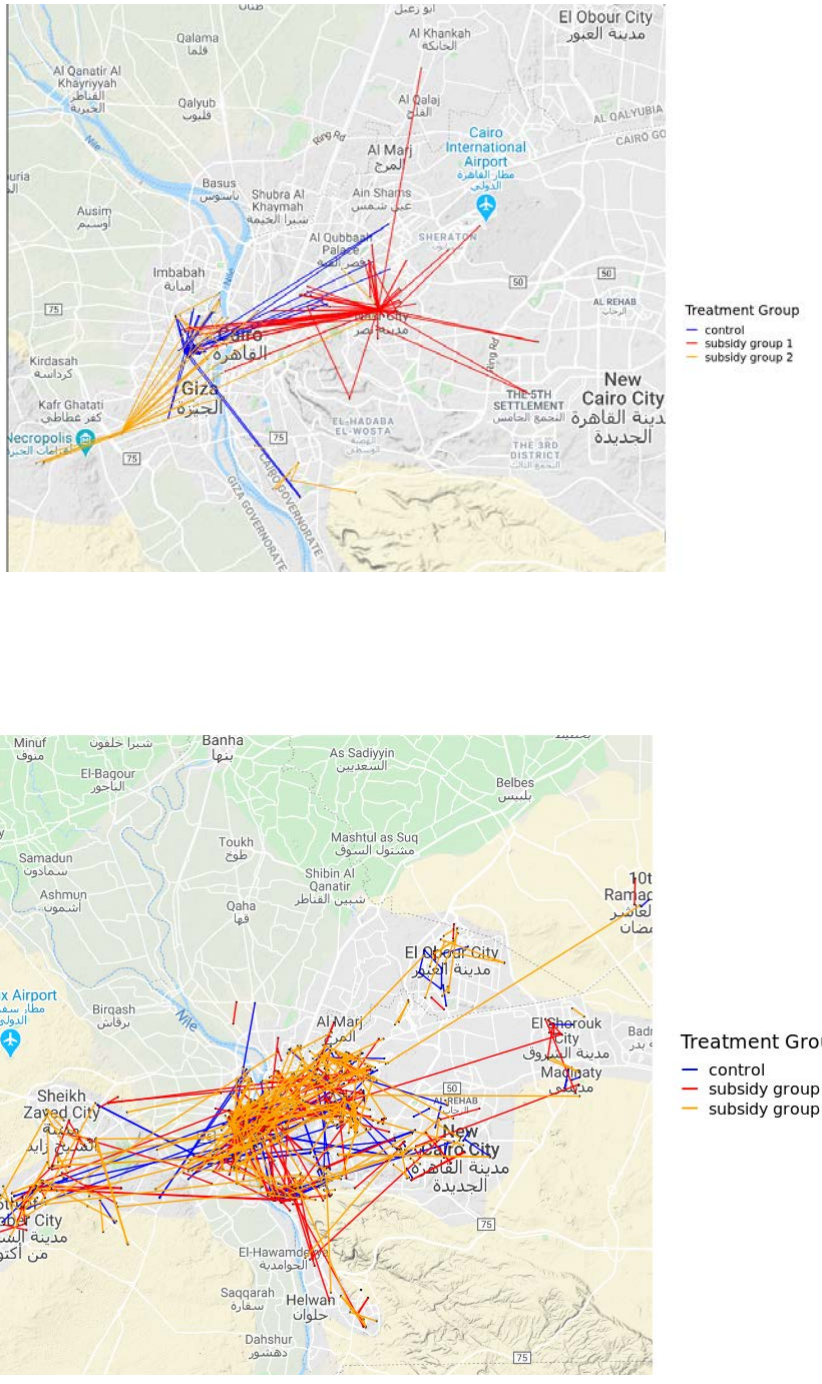
Figure A.2. Google Timeline Platform



Notes: The figure illustrates the location and travel information displayed to participants on the Google Timeline application. The application provides total travel data for each date after the application is enabled.

A3. Uber Administrative Data

The figure below illustrates the geographic features (origins/destinations) of the Uber administrative data. The top panel maps a sample of trips for 3 randomly drawn participants in the study. The bottom panel maps the full set of trips for a single randomly drawn day. Trips in the control group are shown in blue, trips in the 25% group are shown in red, and trips in the 50% group are shown in orange.

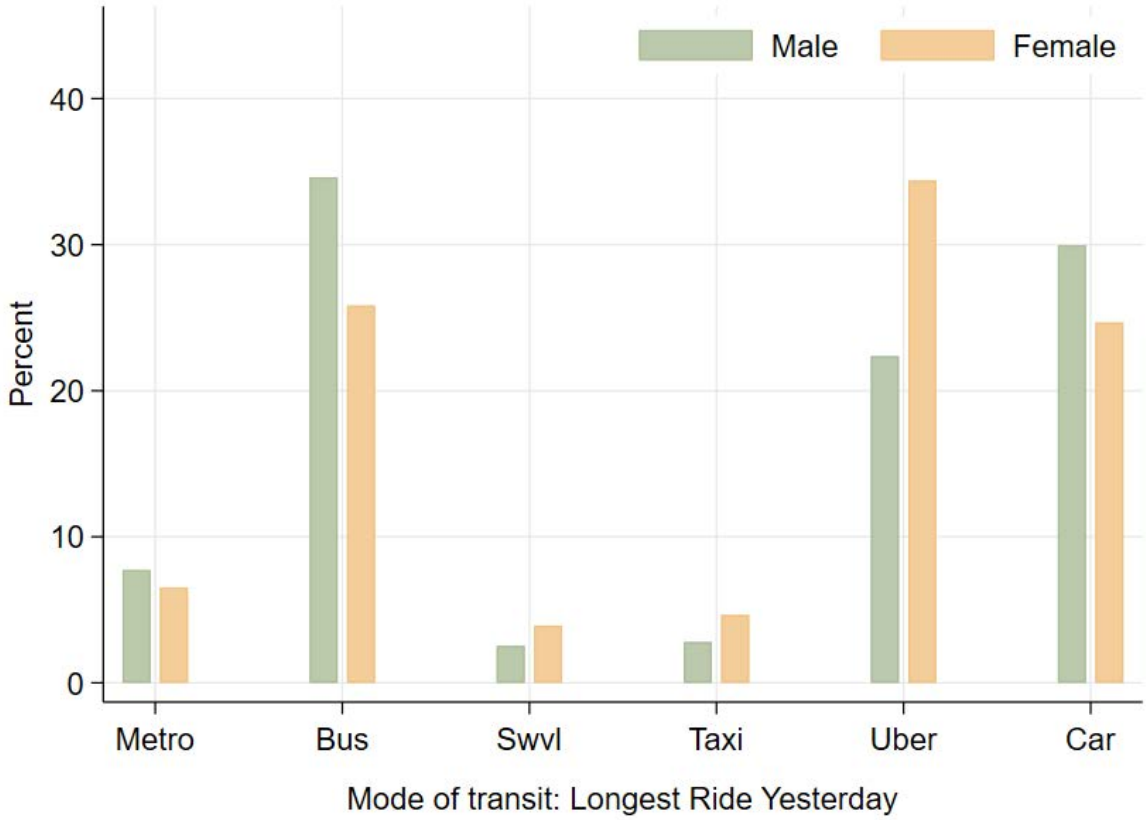


Notes: The figures illustrate the origin/destination information obtained for trips recorded in Uber administrative data. The application provides total travel data for each date after the application is enabled. The top panel maps a sample of trips for 3 randomly drawn participants in the study. The bottom panel maps the full set of trips for a single randomly drawn day. Trips in the control group are shown in blue, trips in the 25% group are shown in red, and trips in the 50% group are shown in orange.

B Sample Characteristics, Attrition and Additional Results

This appendix includes figures and tables that provide additional detail and insights from the experiment. The first two figures describe baseline travel behavior and beliefs, split by gender. Table B1 reports baseline characteristics and balance tests for baseline covariates. Table B2 compares baseline characteristics for the sample to a representative sample of the Cairo population. Table B3 shows how budget shares differ by income. Table B4 provides data on the transportation market in Cairo and 5 other cities in Africa and Latin America, illustrating that the high levels of public transit ridership and female harassment risk on public transit that characterize Cairo are similar in several other large cities in the developing world. Tables B8-B9 analyze attrition throughout the study and test for differential response rates by baseline characteristics across treatment groups. Tables B11 & B12 estimate Lee Bounds for Mobility and Safety.

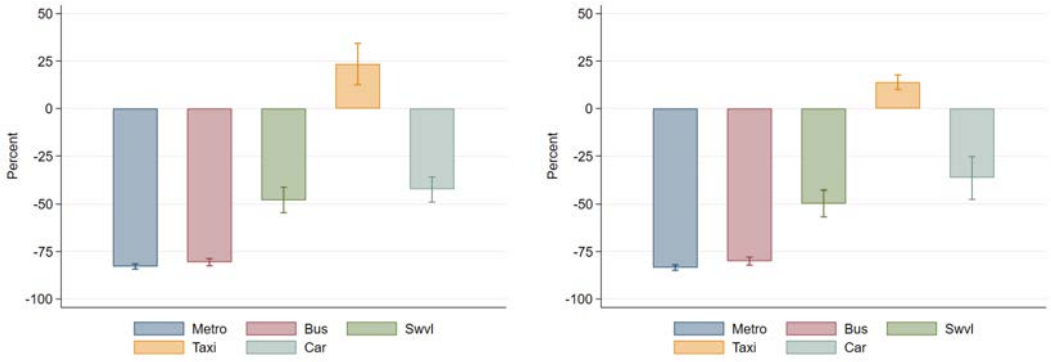
Figure B1. Baseline Transport Behavior



Notes: The figure illustrates mode use from baseline surveys for male (green) and female (yellow) respondents. Survey question asks participants to recall the mode of travel used for their longest trip on the day prior to a phone survey.

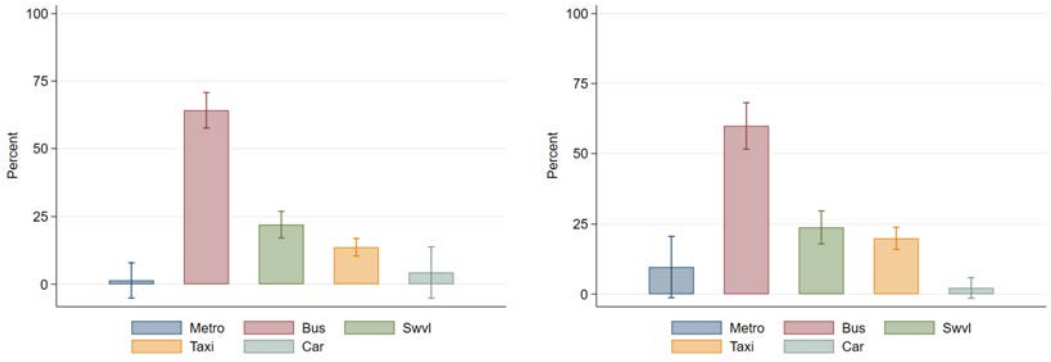
Figure B2. Perceived Cost, Duration, and Safety of Outside Options

Relative Cost Compared to Uber



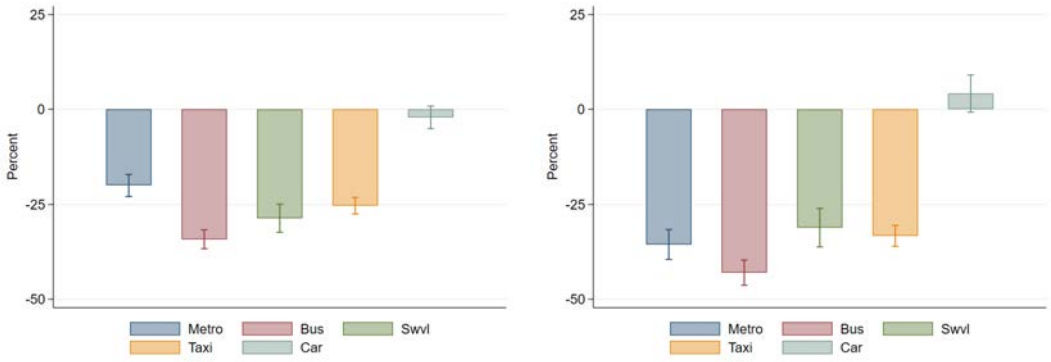
Males Females

Relative Duration Compared to Uber



Males Females

Relative Safety Compared to Uber



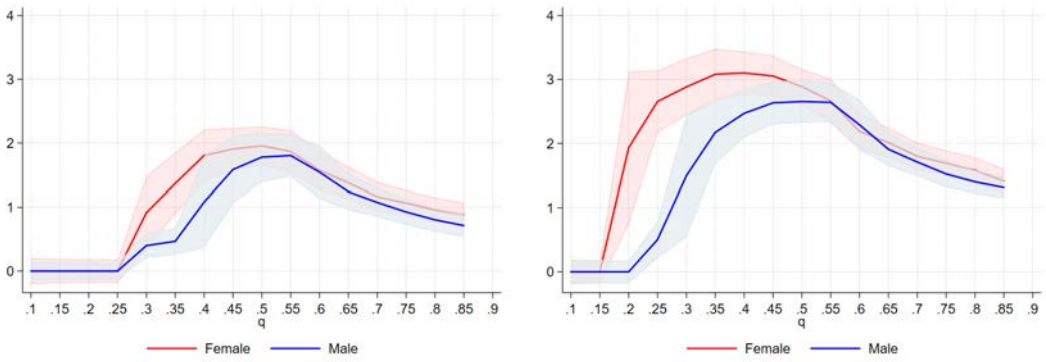
Males Females

Notes: The figure illustrates mode use from baseline surveys for male (left) and female (right) respondents. Survey asks participants to provide expectations for cost, duration, and safety for all possible modes that could have been used for their longest trip on the day prior to a phone survey.

Figure B3. Quantile Regressions

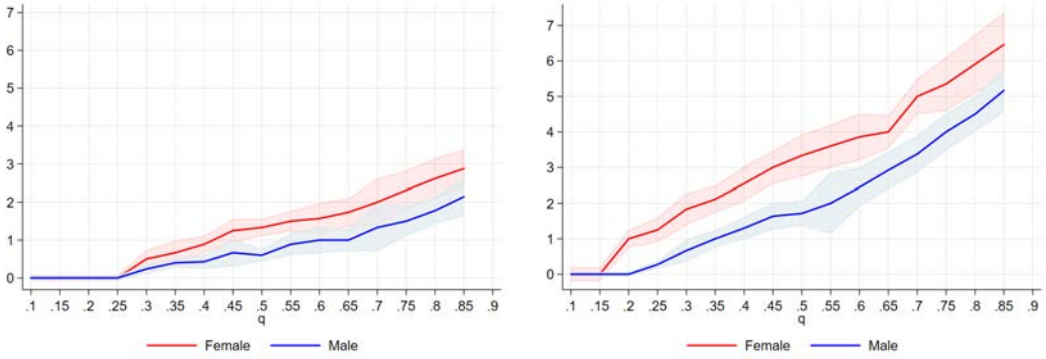
Panel A: Total Weekly Uber Distance (IHS)

25% Price Reduction 50% Price Reduction



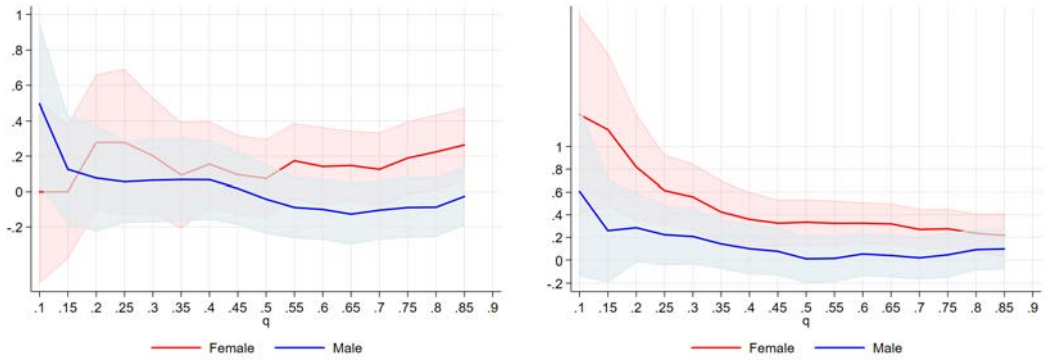
Panel B: Number of Weekly Uber Trips

25% Price Reduction 50% Price Reduction



Panel C: Total Distance (IHS)

25% Price Reduction 50% Price Reduction



Notes: This figure plots the results of quantile regressions of the impacts of the treatment split by gender. Panel A reports impacts on weekly distance kilometers traveled on Uber, Panel B reports impacts on the average number of weekly Uber trips, and Panel C reports impacts on the total distance using data from Google Maps' Timeline. The panels on the left show the impacts for the 25% group, while the panels on the right show the impacts for the 50% group. Bootstrapped standard errors with 1,000 repetitions are clustered at the individual level.

Table B1. Baseline Characteristics

Variables	Control Mean	75% vs Control	50% vs Control	50% vs 75%
Female	0.47	0.00	0.00	-0.00
	(0.50)	(0.03)	(0.03)	(0.03)
Age	31.36	-0.29	-0.96	-0.67
	(10.65)	(0.72)	(0.80)	(0.77)
Married	0.50	-0.00	-0.06*	-0.05
	(0.50)	(0.03)	(0.03)	(0.03)
Monthly Income	4,655	-192	-419	-226
	(6,803)	(430)	(423)	(314)
Currently Working	0.78	0.00	0.01	0.00
	(0.41)	(0.03)	(0.03)	(0.03)
Hours Worked (hours/week)	44.54	-0.88	0.32	1.20
	(15.61)	(1.24)	(1.16)	(1.22)
Looking for Work	0.48	0.00	-0.01	-0.01
	(0.50)	(0.03)	(0.03)	(0.03)
Car Owner	0.26	0.01	-0.05	-0.05*
	(0.44)	(0.03)	(0.03)	(0.03)
Total Weekly Trips	20.83	1.26	-0.04	-1.30
	(13.66)	(0.90)	(0.88)	(0.86)
Total Mobility (km/week)	86.33	-12.59	-0.66	11.93
	(200.24)	(11.39)	(12.29)	(9.63)
Total Time in Transit (min/week)	604.72	-59.98	-28.86	31.12
	(2,698.80)	(144.62)	(146.43)	(87.86)
Velocity (km/hour)	25.64	-5.12	10.33	15.45
	(143.54)	(7.65)	(14.24)	(12.77)
Observations	455	954	958	960
Joint F-test (p-value)		0.80	0.61	0.72

Notes: Column (1) reports the mean and standard deviation of the control group for a given outcome variable, Column (2) reports the average difference between each variable for those in the Price X 75% treatment group relative to control, Column (3) reports the average difference between each variable for those in the Price X 50% treatment group relative to control, and Column (4) reports the average difference between each variable for those in the Price X 75% treatment group relative to those in the Price X 50% treatment group. The last row in each panel reports the p-value for the F-test from a regression of the treatment dummy on all baseline balance variables. Significance: *.10; **.05; ***.01.

Table B2. Comparing Experiment Sample to Representative Sample of Cairo

	Overall		Female		Male	
	(1) Population	(2) Sample	(3) Population	(4) Sample	(5) Population	(6) Sample
Gender	0.49	0.53	0	0	1	1
	(0.5)	(0.50)	(0.0)	(0.0)	(0.0)	(0.0)
Age	35.89	30.92	36.42	29.95	35.33	31.77
	(13.81)	(9.54)	(14.11)	(9.89)	(13.47)	(9.15)
Married	0.60	0.49	0.63	0.45	0.57	0.52
	(0.49)	(0.50)	(0.48)	(0.50)	(0.50)	(0.50)
Hours Worked (hours/week)	20.67	44.47	6.76	39.05	35.20	48.15
	(26.98)	(16.17)	(16.69)	(28.00)	(17.08)	(16.44)
Currently Working	0.44	0.79	0.17	0.68	0.73	0.88
	(0.50)	(0.41)	(0.37)	(0.47)	(0.44)	(0.32)
Monthly Income	1026	4403	305	3434	1778	5060
	(2990)	(5274)	(1415)	(3813)	(3882)	(5987)
College Education	0.27	0.88	0.25	0.90	0.29	0.86
	(0.44)	(0.32)	(0.43)	(0.30)	(0.45)	(0.34)
High School	0.33	0.09	0.29	0.08	0.35	0.10
	(0.47)	(0.28)	(0.46)	(0.27)	(0.48)	(0.30)
Less than High School	0.40	0.01	0.46	0.01	0.36	0.01
	(0.49)	(0.08)	(0.50)	(0.08)	(0.48)	(0.08)
Car Owner	0.13	0.25	0.13	0.20	0.12	0.29
	(0.33)	(0.43)	(0.34)	(0.40)	(0.32)	(0.46)
Looking for Work	0.03	0.49	0.03	0.33	0.04	0.63
	(0.18)	(0.50)	(0.17)	(0.47)	(0.19)	(0.48)

Notes: Columns (1), (3), & (5) report the average values for a representative sample of Cairo residents, taken from the 2018 Egypt Labor Market Panel Survey. Columns (2), (4), & (6) report the values for individuals in our sample. Standard deviations reported in parentheses.

Table B3. Budget Share of Consumption by Income Quartile

	Food	Housing	Clothing	Transportation	Others
Overall	36.6% [35.7% , 37.5%]	12.8% [12.2% , 13.4%]	2.5% [2.3% , 2.6%]	5.8% [5.5% , 6.1%]	42.3% [41.3% , 43.3%]
1st Quartile	47.7% [45.6% , 49.8%]	11.7% [10.6% , 12.8%]	2.5% [2.3% , 2.7%]	5.5% [5.0% , 6.0%]	32.6% [30.2% , 34.75%]
2nd Quartile	37.9% [36.6% , 39.2%]	12.9% [11.8% , 13.95%]	2.6% [2.4% , 2.9%]	5.6% [5.2% , 6.0%]	40.1% [39.4% , 42.4%]
3rd Quartile	34.9% [33.5% , 36.4%]	11.4% [10.3% , 12.5%]	2.5% [2.3% , 2.7%]	6.1% [5.6% , 6.6%]	45.0% [43.5% , 46.7%]
4th Quartile	25.9% [24.4% , 27.3%]	15.1% [13.7% , 16.5%]	2.2% [2.0% , 2.4%]	6.0% [5.4%, 6.6%]	50.8% [48.9% , 52.8%]

Notes: Transportation category includes transportation services cost, cost of maintenance and cost of buying car. Confidence intervals at 95% are in square brackets. This estimate comes from Egypt's Household Income, Consumption and Expenditure Survey of 2015 (Economic Research Forum, 2015).

Table B4. Comparison between Cities

	Cairo	Bogota	Cape Town	Mexico City	Nairobi	Panama City
% Public Transit	63%	60%	54%	69%	60%	57%
Harassment of Women on Public Transit	86.5%	80%	73-90%	75%	75%	-
Insecurity on Transit	-	68%	42%	-	-	54%
% Car Owner	13%	15%	43.8%	28%	-	15%

Notes: These data come from Ouali et al. (2020), Lombard et al. (2007), Estupiñan et al. (2018), El Deeb (2013), Odhiambo et al. (2021), Yañez-Pagans et al. (2019).

Table B5. Impact of Treatment on Length of Uber Trips

	Total KM per Trip (IHS)	
	(1)	(2)
Price X 75%	0.09*	0.11
	(0.05)	(0.08)
Price X 75% * Male		-0.04
		(0.11)
Price X 50%	0.17***	0.23***
	(0.05)	(0.07)
Price X 75% * Male		-0.11
		(0.10)
Observations	56802	56718
Control Group Mean	9.0	8.9
Control Group Mean (Male)		9.1

Notes: Column (1) reports the impacts of the two treatment arms on the inverse hyperbolic sine of total kilometers traveled in the uber trip. Column (2) reports the results from a specification that interacts treatment with a dummy variable for men. The bottom rows report the control means in levels and split by gender in Column (2). Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table B6. Travel on Private vs. Public Transportation

	Total Weekly KM Public (IHS)		Total Weekly KM Private (IHS)	
	(1)	(2)	(3)	(4)
Price X 75%	0.12	0.39	0.37**	0.07
	(0.19)	(0.26)	(0.18)	(0.25)
Price X 75% * Male		-0.54		0.61*
		(0.37)		(0.36)
Price X 50%	0.22	0.27	0.47***	0.39
	(0.19)	(0.26)	(0.18)	(0.24)
Price X 50% * Male		-0.08		0.15
		(0.37)		(0.36)
Observations	3352	3352	3352	3352
Control Group Mean Levels	74.5	38.9	127.7	106.6
Control Group Mean Levels (Male)		108.0		147.7

Notes: Notes: Column (1) reports the impacts of the two treatment arms on the inverse hyperbolic sine of total kilometers on public transportation (bus & metro). Column (2) reports the results from a specification that interacts treatment with a dummy variable for men. The bottom rows report the control means in levels and split by gender in Column (2). Columns (3) & (4) report impacts on on private travel (i.e. taxi, Uber, and private car). Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table B7. Impacts of Treatment on Trip Purpose

	Work		School		Leisure		Other	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Price X 75%	0.00	-0.03	0.01	0.00	-0.02	0.01	0.02	0.01
	(0.05)	(0.04)	(0.02)	(0.02)	(0.05)	(0.04)	(0.01)	(0.01)
Price X 75% * Male	-0.05		-0.02		0.08		-0.01	
	(0.08)		(0.03)		(0.08)		(0.02)	
Price X 50%	-0.05	-0.04	0.03	0.01	0.01	0.02	0.02	0.00
	(0.05)	(0.04)	(0.02)	(0.02)	(0.05)	(0.04)	(0.01)	(0.01)
Price X 50% * Male	0.03		-0.04		0.04		-0.03	
	(0.07)		(0.03)		(0.07)		(0.02)	
Observations	1661	1661	1661	1661	1661	1661	1661	1661
Control Group Mean Levels	0.47	0.39	0.06	0.09	0.46	0.51	0.01	0.01
Control Group Mean Levels (Male)		0.54		0.03		0.43		0.01

Notes: Table reports the coefficients from 4 discrete regressions of each purpose on a binary outcome that takes the value 1 if the individual reported taking that purpose of transportation for their longest trip the day of our follow-up survey. Even numbered columns report the results from a specification that interacts treatment with a dummy variable for men. "Leisure" category includes trips with the following purposes: personal, family visit, friend visit, shopping and health. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table B8. Response Rates

	(1) Any Follow-Up	(2) Follow-Up 1	(3) Follow-Up 2	(4) Follow-Up 3	(5) Follow-Up 4
Price X 75%	0.02	-0.01	0.05*	0.04	0.02
	(0.01)	(0.03)	(0.03)	(0.03)	(0.03)
Price X 50%	0.03**	0.02	0.08***	0.06*	0.08**
	(0.01)	(0.02)	(0.03)	(0.03)	(0.03)
Control Group Response Rate	0.94***	0.82***	0.78***	0.40***	0.38***
	(0.01)	(0.02)	(0.02)	(0.02)	(0.02)
Observations	1373	1373	1373	1373	1373

Notes: Columns (1) reports the coefficients from a regression on a binary outcome that takes the value 1 if the individual reported to answer any follow-up survey and 0 otherwise. Columns (2), (3), (4), & (5) report the result for each follow-up. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table B9. Impacts of Observable Characteristics on Response Rates (All Follow-Ups)

	Dependent variable: Response to Follow-Up	
	(1) Price X 75%	(2) Price X 50%
treatment	-0.09	-0.13
	(0.11)	(0.11)
Car	-0.06**	-0.06**
	(0.03)	(0.03)
Education	-0.02	-0.02
	(0.02)	(0.02)
Married	-0.02	-0.02
	(0.02)	(0.02)
Female	0.09***	0.09***
	(0.02)	(0.02)
Looking for work	0.00	0.00
	(0.00)	(0.00)
Total distance	0.00	-0.00
	(0.00)	(0.00)
Treatment * Car	0.03	0.08**
	(0.04)	(0.04)
Treatment * Education	0.03	0.03
	(0.02)	(0.02)
Treatment * Married	-0.01	-0.02
	(0.03)	(0.03)
Treatment * Female	-0.04	0.03
	(0.03)	(0.03)
Treatment * Looking for work	0.00	0.00
	(0.00)	(0.00)
Treatment * Total distance	0.00	0.00
	(0.00)	(0.00)
Constant	0.67***	0.67***
	(0.08)	(0.08)
Observations	3632	3644
F-Test	0.71	1.30
(P Value)	(0.64)	(0.25)

Notes: Columns (1) reports the coefficients from a regression on a binary outcome that takes the value 1 if the individual reported to answer any follow-up survey and 0 otherwise given the 25% treatment group, some control variables and the interaction of the treatment with the controls. Column (2) reports the same estimation for the 50% treatment group. The F-Test shows joint significance for the control variables when interacted with the treatments. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table B10. Impacts of Observable Characteristics on Response Rates (1 Follow-Up Min.)

	Dependent variable: Response to Follow-Up	
	(1) Price X 75%	(2) Price X 50%
Treatment	-0.01 (0.10)	-0.13 (0.09)
Car	-0.04* (0.02)	-0.04** (0.02)
Education	-0.01 (0.01)	-0.01 (0.01)
Married	-0.01 (0.02)	-0.01 (0.02)
Female	0.00 (0.02)	0.00 (0.02)
Looking for work	0.00 (0.00)	0.00 (0.00)
Distance	0.00 (0.00)	0.00 (0.00)
Treatment * Car	0.03 (0.03)	0.04 (0.03)
Treatment * Education	0.01 (0.02)	0.03* (0.02)
Treatment * Married	0.00 (0.03)	-0.02 (0.03)
Treatment * Female	-0.03 (0.03)	0.01 (0.03)
Treatment * Look For Work	0.00 (0.00)	0.00 (0.00)
Treatment * Total Distance	0.00** (0.00)	0.00 (0.00)
Constant	1.01*** (0.07)	1.01*** (0.06)
Observations	908	911
F-Test (P Value)	1.17 (0.32)	0.91 (0.49)

Notes: Columns (1) reports the coefficients from a regression on a binary outcome that takes the value 1 if the individual reported to answer at least 1 follow-up survey and 0 otherwise given the 25% treatment group, some control variables and the interaction of the treatment with the controls. Column (2) reports the same estimation for the 50% treatment group. The F-Test shows joint significance for the control variables when interacted with the treatments. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table B11. Lee Bounds for Total Mobility

	Overall			Female			Male		
	(1) Lower	(2) Higher	(3) Main Estimate	(4) Lower	(5) Higher	(6) Main Estimate	(7) Lower	(8) Higher	(9) Main Estimate
Price X 75%	-0.01	0.5***	0.1	0.11	0.65***	0.18	-0.11	0.38***	0.03
	(0.00)	(0.08)	(0.09)	(0.14)	(0.12)	(0.14)	(0.12)	(0.10)	(0.12)
Price X 50%	0.11	0.74***	0.35***	0.24*	0.90***	0.49***	0.02	0.58***	0.23**
	(0.08)	(0.07)	(0.08)	(0.12)	(0.11)	(0.12)	(0.11)	(0.10)	(0.11)

Notes: Columns (1), (4) & (7) report the lower Lee Bounds from regressions of total mobility on treatment. To generate the lower lee bounds we compare the proportion in treatment and control groups who respond to the surveys and trim the excess respondents with the highest values in the group with more respondents. For columns (2), (5) & (8) we repeat this process but remove the lowest values. In columns (3), (6), & (9) we reproduce the main results. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table B12. Lee Bounds for Safety

	Overall			Female			Male		
	(1) Lower	(2) Higher	(3) Main Estimate	(4) Lower	(5) Higher	(6) Main Estimate	(7) Lower	(8) Higher	(9) Main Estimate
Price X 75%	-0.71***	0.39***	0.06	-0.62***	0.31***	0.19***	-0.78***	0.32***	0.05
	(0.06)	(0.05)	(0.06)	(0.10)	(0.09)	(0.10)	(0.08)	(0.06)	(0.08)
Price X 50%	-0.77***	0.44***	0.09*	-0.69***	0.76***	0.22***	-0.85***	0.33***	0.01
	(0.06)	(0.05)	(0.06)	(0.10)	(0.07)	(0.09)	(0.08)	(0.06)	(0.08)

Notes: Columns (1), (4) & (7) report the lower Lee Bounds from regressions of total mobility on treatment. To generate the lower lee bounds we compare the proportion in treatment and control groups who respond to the surveys and trim the excess respondents with the highest values in the group with more respondents. For columns (2), (5) & (8) we repeat this process but remove the lowest values. In columns (3), (6), & (9) we reproduce the main results. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

C Measuring Mobility

This appendix provides additional detail on the measurement of mobility across the three data sources used in the study: (1) Uber administrative data on trips, (2) trip surveys, and (3) total travel using Google Timeline.

C.1 Measuring Total Travel with Google Timeline

In this section, we evaluate the consistency of measurements across different data sources and report results from a set of validation exercises that evaluated differences in distance measurements between a manually constructed daily travel log, Uber administrative data, and Google Timeline data prior to the study.

Google Timeline Validation

Over a 5-day period prior to the study, we conducted a validation exercise to evaluate measurement error in Google Timeline data. As depicted in Figure C1, we created a manual trip log that records the distances of travel taken by Uber and private car. We then compared the distances recorded in the log to the distance measurements collected on the Uber platform and in our Google Timeline.

Figure C1. Comparison of Manual Travel Log, Google Timeline, Uber Admin

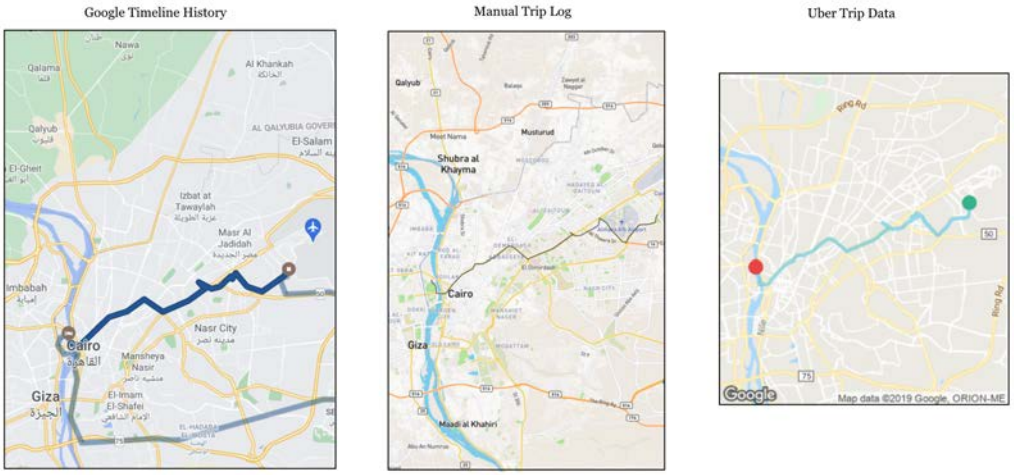


Table C1 reports the results from the validation exercise, which indicates that Timeline understates total travel by about 12.5% relative to the manual log. In our analysis, we report our results in percentage terms using an IHS transformation and restrict all comparisons between data sources to comparisons of percentage effects, further helping to correct for any uniform underestimate of overall distance measured on Google Timeline. The difference is 12.6% when taking an Uber trip and by 12% when not taking an Uber trip, providing some evidence that GPS functionality when an individual is taking an Uber trip does not result in differences in Timeline measurements of total travel. When

we compare data from Uber's administrative data to manual logs, we find that the administrative data understates total travel by 2.9%. This is likely because Uber's log utilizes data from an application on the *driver's* phone, which is built to collect more accurate data (but is much more battery intensive).

Table C1. Comparison of Manual Travel Log, Google Timeline, Uber Admin

Category	# of trips	Log Distance	Uber Distance	Timeline Distance	Log-Timeline (%)	Log-Uber (%)
Uber Trips	11	169.30	174.20	147.90	12.62%	2.89%
Non-Uber Trips	3	33.70	-	29.70	11.94%	-
All Vehicle Trips	14	202.90	-	177.60	12.51%	-

Notes: All distances are reported in kilometers.

GPS tracking on Uber vs. Non-Uber Trips

The validation exercise above suggests that measurement error in Google Timeline measurements is similar across Uber and non-Uber trips. It is possible that participants disable their GPS while using modes other than Uber. While this would require that a participant fully disables navigation services during travel, participants may do this in certain cases to preserve battery life. A benefit of the Timeline app is that it is optimized for battery life, potentially reducing participant concerns about battery use. Either of these issues could bias our experimental results if they differentially affect the measurement of total travel for the treated group (who use Uber more).

Using data from the baseline survey, Table C2 reports the results of a regression of total travel on the number of trips taken using each mode for the same period. While disentangling mode-specific measurement error from mode-specific differences in trip lengths would require independent measurements of distances traveled in each of the recorded trips, these correlations do not suggest that Uber trips have an outsized influence in the the total distance measurement.

Table C2. Previous Day Km on Trips (Baseline)

	(1) Total KM Previous Day (IHS)
Metro Trips	0.21*** (0.06)
Bus Trips	0.23*** (0.03)
Taxi Trips	0.17** (0.07)
Uber Trips	0.31*** (0.05)
Car Trips	0.27*** (0.03)
Observations	1373

Notes: This table reports the coefficients from a regression of previous day kilometers on the number of trips taken that day. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

We then compare the coefficient of variation in total distance traveled on days that include Uber trips and those that do not. If the use of Uber makes Google Timeline more precise, then we would expect less variation in the data collected on days when Uber trips are taken. Directly comparing the variance would not be appropriate because as distance travelled increases, the overall variance will also increase. For this reason, we utilize the coefficient of variation (the standard deviation divided by the mean), which provides a scale invariant measure. Table C3 reports the results of this analysis. We find that the coefficient of variation are very similar on days with and without an Uber, suggesting that this potential bias is not a first-order concern for our analysis.

Table C3. Coefficient of Variation

	Overall (1)	Control (2)	Subsidy 25% (3)	Subsidy 50% (4)
Day With Uber	1.41 [1.19, 1.47]	1.32 [1.12, 1.36]	1.47 [1.27, 1.68]	1.44 [1.24, 1.68]
Day Without Uber	1.52 [1.23,1.59]	1.42 [1.33,1.80]	1.55 [1.36, 1.70]	1.59 [1.53, 1.95]

Notes: This table reports the coefficient of variation of distance reported on Google Timeline separated by days in which an individual took an Uber ride and days in which they did not take an Uber ride. 95% confidence intervals reported in brackets.

Uber Travel (Administrative Data) vs Total Travel (Timeline)

Next, we examine the robustness of our results by utilizing Uber's administrative data to identify instances of measurement error in the Google Timeline. Figure C2 plots the total distance traveled from a participant's Timeline against the distance recorded on

Uber over the same period. During the average 3-day period with no Uber travel, a participant's total travel is 77 km. For each additional 1 km of Uber travel, the total travel increases by 0.26 km on average. Table B10 reports these estimates by treatment group. We do not find any evidence of systematic differences in the relationships between Uber and Timeline measurements across the groups.

Figure C2. Total Travel (Timeline) vs Uber Travel (Uber Admin. Data) (3 days)

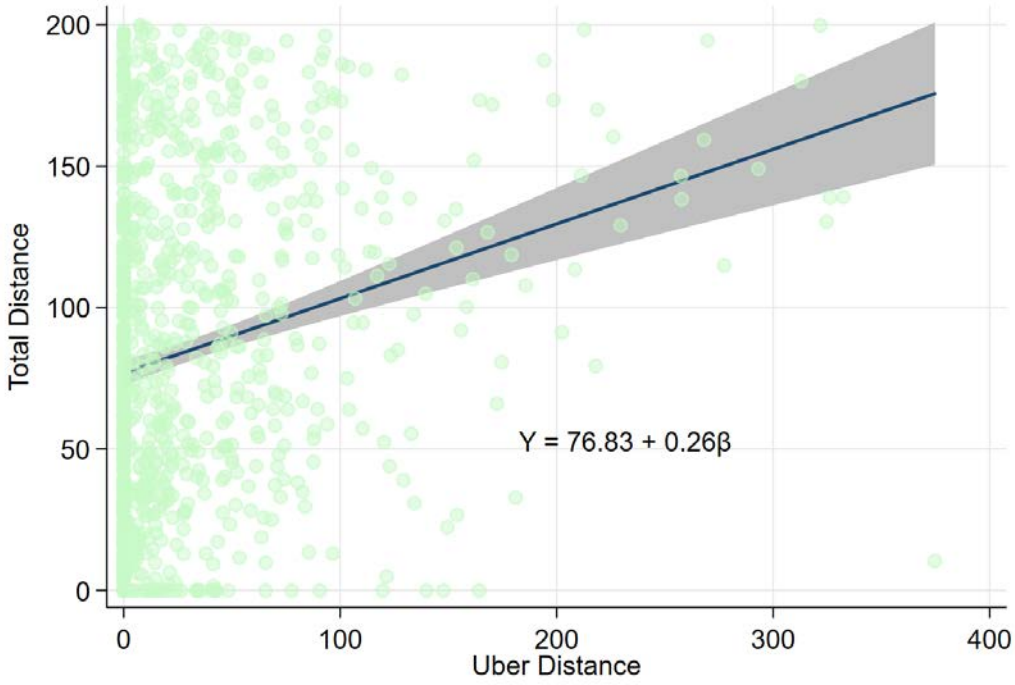


Table C4. Total Distance vs Uber Distance Regression

	Overall (1)	Control (2)	Subsidy 25% (3)	Subsidy 50% (4)
Beta Estimator	0.27***	0.24*	0.20**	0.29***
	(0.04)	(0.14)	(0.07)	(0.05)

Notes: Column (1) reports the beta estimator of the regression of Total distance on Uber distance for the same period. Columns (2), (3) & (4) report the beta estimators of the regression of Total distance on Uber distance by treatment group. Standard errors in parentheses. Significance: *.10; **.05; ***.01.

Since a participant's Uber travel should be captured in their total daily distance, we expect to see that $TotalDistance > UberDistance$. In Table C5, we identify observations where the measurement of Uber travel exceeds the measurement of total travel, which indicates measurement error that could occur during intervals when a GPS is not collecting data or battery failure. This occurs in 13.6% of the observations in the sample.

Table C5. Total Travel (Timeline) vs Uber Travel (Administrative Data)

3 Days	Distance Fraction	Average Total Distance (km)
Total Distance $\geq Uberdistance$	86.37%	98.25
Uber distance $\geq TotalDistance$	13.63%	68.57

To examine the effects of these observations on our results on the effects of price reductions on total mobility, we produce a version of Table 3 that omits the 13.6% of observations where Uber travel exceeds total travel. We view this set of inconsistent observations as instances of likely under-reporting of total travel by Google Timeline. We find that removing these observations slightly increases our estimates of effects of treatment on total mobility, likely due to the fact that these observations fall at the low end of the distribution of observations of total travel, at the upper end of the distribution of observations of Uber travel (which are more likely to be found in the treatment groups). However, the estimates are not different from estimates produced with the full sample. Whereas the point estimate for the effect of a 50% price reduction was 0.40 IHS points in Table 3, the effects in this restricted sample are 0.53 IHS points.

Table C6. Impacts in Total Mobility (Sample: $TotalDistance > UberDistance$)

	Total KM Past Week (IHS)	
	(1)	(2)
Price X 75%	0.13	0.22
	(0.11)	(0.18)
Price X 75% * Male		-0.19
		(0.23)
Price X 50%	0.53***	0.67***
	(0.10)	(0.15)
Price X 50% * Male		-0.27
		(0.20)
Observations	3073	3071
Control Group Mean	212.95	151.16
Control Group Mean (Male)		267.29

Notes: Table reports estimates from Table 3, restricting the sample to observations where $TotalDistance > UberDistance$. Column (1) reports the impacts of the two treatment arms on the inverse hyperbolic sine of total kilometers traveled in the three days prior to our follow-up survey as reported by Google Maps' "Timeline" feature. Column (2) reports the results from a specification that interacts treatment with a dummy variable for men. The bottom rows of report the control means in levels and split by gender in Column (2). Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

C.2 Mode Choice

We measure mode choice using two different survey questions: (1) total number of trips taken on each mode on the day before the survey, and (2) mode used for the longest

trip (in distance) on the day before the survey. Table C7 reports treatment effects across the two measures. Panel A reports effects on the mode share for all trips while Panel B reports effects on the mode share for longest trips. We find that these two measures are highly consistent, indicating that treatment effects on mode substitution on longest trips are reflective of overall effects.

Table C7. Travel Mode Choice

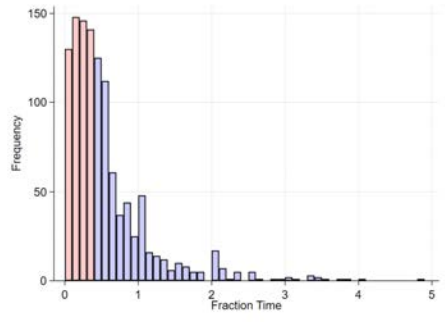
Panel A: Longest Trip	Metro		Bus		Taxi		Uber/Careem		Car	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Price X 75%	0.00	-0.02	-0.03	-0.05	-0.02**	-0.03**	0.07***	0.09***	-0.02	0.01
	(0.01)	(0.02)	(0.02)	(0.04)	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.03)
Price X 75% * Male		0.03		0.02		0.02		-0.04		-0.04
		(0.03)		(0.05)		(0.01)		(0.04)		(0.05)
Price X 50%	0.00	-0.01	-0.09***	-0.11***	-0.02**	-0.03**	0.11***	0.12***	0.00	0.03
	(0.01)	(0.02)	(0.02)	(0.03)	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.03)
Price X 50% * Male		0.02		0.03		0.02		-0.02		-0.06
		(0.03)		(0.05)		(0.01)		(0.04)		(0.05)
Observations	3186	3186	3186	3186	3186	3186	3186	3186	3186	3186
Control Group Mean	0.06	0.06	0.33	0.36	0.03	0.02	0.21	0.16	0.32	0.34
Control Group Mean (Male)		0.07		0.29		0.04		0.26		0.29
Panel B: Proportion of Trips	Metro		Bus		Taxi		Uber/Careem		Car	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Price X 75%	-0.00	-0.02	-0.03	-0.04	-0.01	-0.02*	0.06***	0.06*	-0.02	0.01
	(0.01)	(0.01)	(0.02)	(0.03)	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.03)
Price X 75% * Male		0.02		0.02		0.02		-0.00		-0.04
		(0.02)		(0.04)		(0.01)		(0.04)		(0.04)
Price X 50%	0.00	0.00	-0.10***	-0.11***	-0.02**	-0.02*	0.12***	0.12***	-0.01	0.00
	(0.01)	(0.02)	(0.02)	(0.03)	(0.01)	(0.01)	(0.02)	(0.03)	(0.02)	(0.03)
Price X 50% * Male		0.00		0.02		0.01		-0.01		-0.01
		(0.02)		(0.04)		(0.01)		(0.04)		(0.04)
Observations	3133	3133	3133	3133	3133	3133	3133	3133	3133	3133
Control Group Mean	0.06	0.06	0.34	0.29	0.04	0.05	0.24	0.29	0.32	0.31
Control Group Mean (Male)		0.06		0.39		0.03		0.19		0.33

Notes: Panel A reports the coefficients from 5 discrete regressions of each mode on a binary outcome that takes the value 1 if the individual reported taking that mode of transportation for their longest trip the day our follow-up survey. Even numbered columns report the results from a specification that interacts treatment with a dummy variable for men. The bottom rows report the control means in levels, split by gender in even numbered columns. Panel B reports the coefficients from 5 regressions on the proportion of trips taken the previous day of our follow-up survey. Even numbered columns report the results from a specification that interacts treatment with a dummy variable for men. The bottom rows report the control means in levels, split by gender in even numbered columns. Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

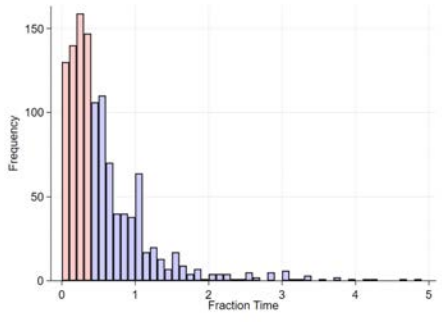
C.3 Robustness: Time Spent on Different Modes

Figure C3 plots histograms of the fraction of time spent on a participants' longest trip (self-reported) relative to time recorded in travel by Google Timeline. We note that on 14% of trips, participants report spending more time on their longest trip than the total recorded travel. This does not vary by treatment group – Control Group: 13.58%; 25% Treatment Group: 15.44%; 50% Treatment Group: 13.21%. We split the sample using this histogram into two groups: (1) participant-days where the longest trip is a large fraction of total travel and (2) participant-days where the longest trip is a small fraction of total travel.

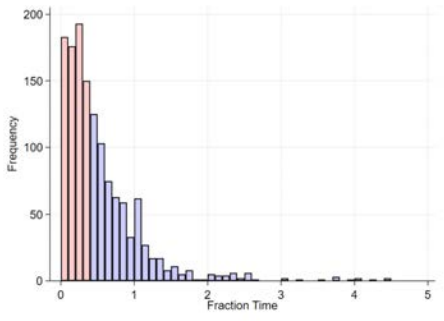
Figure C3. Longest Trip as Fraction of Time Spent Daily Travel Histograms



Control Group



Subsidy 25%



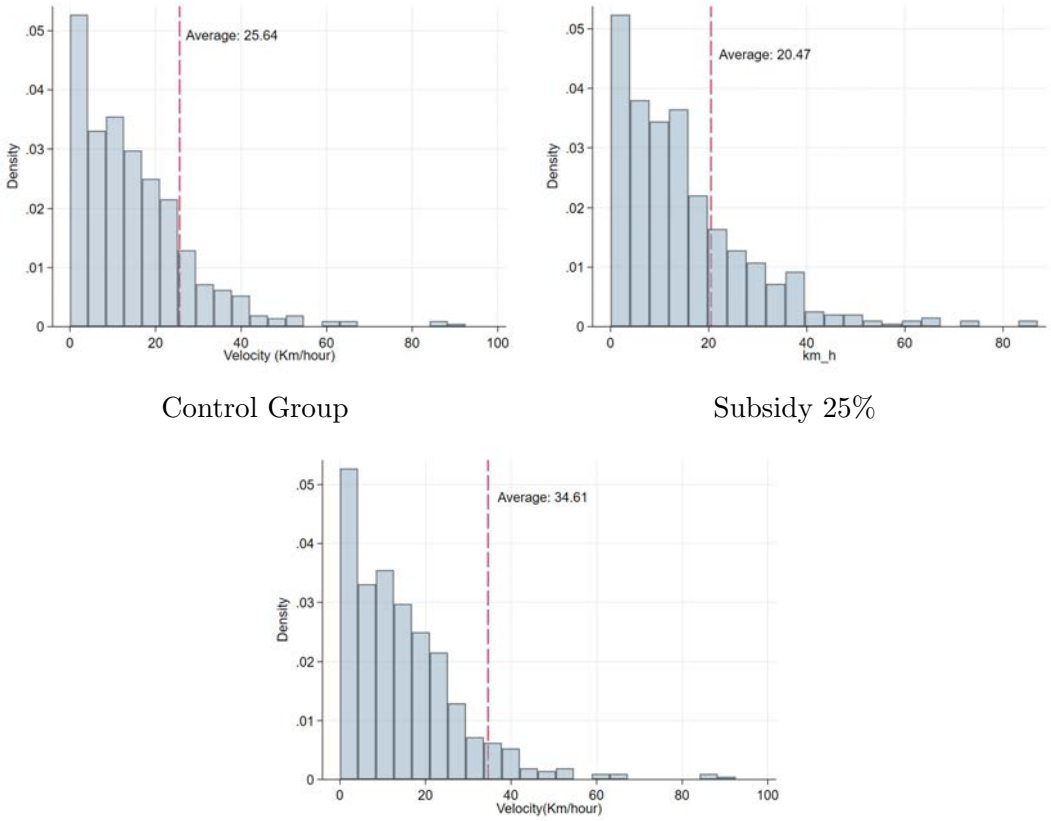
Subsidy 50%

Notes: The figure illustrates longest trip as fraction of time spent daily travel histograms. Bars in red color represent frequencies below the median, bars in blue color represent frequencies above the median.

C.4 Velocity

Figure C4 describes the average speed of all movements (km/hour) recorded on participant mobile devices using measurements of distance and time spent traveling. On average velocities range from 20-26 km/hour.

Figure C4. Velocity Histograms by Group



Notes: The figure illustrates velocity histograms calculated as total distance (Km) in past 3 days divided by total time (Hours) in past 3 days.

D Multiple Hypothesis Testing

This appendix replicates all of the regressions from the main tables after adjusting for multiple hypotehsis testing concerns using strategies outlined in List et al. (2019, 2021). To maximize power we implement a regression where we pool the treatments into one variable that is equal to 0.75 in the case of a 25% subsidy, and 0.5 in the case of a 50% subsidy.

Table D1. MHT for Table 1. Impacts of Uber Subsidies on Uber Utilization

	Weekly KM on Uber (IHS)		Weekly Trips on Uber	
	(1)	(2)	(3)	(4)
Subsidy	3.4***	3.7***	7.32***	8.24***
	(0.16)	(0.23)	(0.40)	(0.21)
Subsidy * Male		-0.54*		-1.68*
		(0.32)		(0.62)
Observations	16440	16440	16440	16440
Control Group Mean Levels	13.6	14.1	1.5	1.6
Control Group Mean Levels (Male)		13.2		1.5

Notes: Column (1) reports the impacts of the continuous treatment on the inverse hyperbolic sine of weekly kilometers traveled on Uber. Column (2) reports the results from a specification that interacts a dummy variable for men, showcasing the differential impact the treatment has for that subgroup. Columns (3) & (4) report the estimates from a regression on the weekly number of trips taken on Uber (in levels). P-values are adjusted to address multiple hypothesis testing concerns following List et al. (2019) & List et al. (2021). Significance with adjusted p-values, p¡0.1*, 0.05**, 0.01***..

Table D2. MHT for Table 2. Experiments on the Length and Salience of the Price Reduction

	Long Experiment 1st Week		Preannounced Short Experiment		Unannounced Short Experiment	
	(1) Weekly KM	(2) Trips	(3) Weekly KM	(4) Trips	(5) Weekly KM	(6) Trips
Subsidy	1.32***	4.23***	4.14*	3.78	1.34***	2.75***
	(0.347)	(0.783)	(1.87)	(2.37)	(0.36)	(0.71)
Subsidy * Male	-0.165	-1.57	-2.4	-2.1	0.4	1.95
	(0.479)	(0.94)	(2.52)	(3.29)	(0.52)	(1.11)
Observations	1370	1370	1000	1000	1500	1500
Control Mean (Levels)	22.9	2.6	13.4	2.0	20.4	2.2
Control Mean for Men	20.9	2.2	18.7	2.2	21.4	2.1

Notes: Columns (1), (3), (5) report the impacts of the continuous treatment and their interactions with a male dummy variable, on the inverse hyperbolic sine of weekly kilometers traveled on Uber during the first week of the experiment, the pre-announced experiment and the unannounced experiment respectively.Columns (2), (4), (6) report the same but with number of trips as the outcome variable. P-values are adjusted to address multiple hypothesis testing concerns following List et al. (2019) & List et al. (2021). Significance with adjusted p-values, p¡0.1*, 0.05**, 0.01***.

Table D3. MHT for Table 3. Trips to University, Hospital and Metro

	Unique Location Visited		University Trips		Hospital Trips		Metro Trips	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Subsidy			28.28***	42.63**	34.39***	47.13***	23.59**	27.13***
			(6.34)	(12.47)	(6.54)	(10.06)	(3.65)	(6.057)
Subsidy * Male				-24.16		-20.03		-6.36
				(13.75)		(13.39)		(7.45)
Observations	1404	1404	16452	16452	16452	16452	16452	16452
Control Group Mean Levels	8.9	8.8	5.3	5.6	7.2	6.1	4.7	4.8
Control Group Mean Levels (Male)		8.9		5.0		8.1		4.7

Notes: Column (1) reports the impacts of the continuous treatment on the unique weekly number of grids visited in the start and finish locations on Uber trips. Columns (3), (5), (7) report the impacts on the weekly number of trips that started or end close to an university, hospital and metro station (multiplied by 100 to make coefficients easier to read). Columns (2), (4), (6), (8) do the same but include an interaction term for men. P-values are adjusted to address multiple hypothesis testing concerns following List et al. (2019) & List et al. (2021). Significance with adjusted p-values, p¡0.1*, 0.05**, 0.01***.

Table D4. MHT for Table 4. Impacts on Total Mobility

	Total KM Past Week (IHS)	
	(1)	(2)
Subsidy	0.18***	1.11***
	(0.18)	(0.27)
Subsidy * Male		-0.57
		(0.37)
Observations	3476	3476
Control Group Mean Levels	205.2	144.6
Control Group Mean Levels (Male)		261.0

Notes: Column (1) reports the impacts of the continuous treatment on the inverse hyperbolic sine of total kilometers traveled in the three days prior to our follow-up survey as reported by "Google Maps" "Timeline" feature. Column (2) reports the results from a specification that interacts treatment with a dummy variable for men. The bottom rows of Panel A report the control means in levels and split by gender in Column (2). P-values are adjusted to address multiple hypothesis testing concerns following List et al. (2019) & List et al. (2021). Significance with adjusted p-values, p¡0.1*, 0.05**, 0.01***.

Table D5. MHT Table 5. Impacts on Trips by Mode of Travel

Panel A: Number of Trips												
	All Modes		Metro		Bus		Taxi		Uber/Careem		Car	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
Subsidy	2.63	2.91	0.29	0.41	-3.04***	-3.63*	-0.59	-0.68	4.65***	4.85***	1.12	1.31
	(0.031)	(1.57)	(0.43)	(0.57)	(0.95)	(1.33)	(0.23)	(0.36)	(0.31)	(1.089)	(1.03)	(0.91)
Subsidy * Male		-0.52		-0.2		1.01		0.16		-0.61		-0.42
		(2.42)		(0.85)		(1.90)		(0.46)		(1.44)		(1.97)
Observations	3465	3463	3463	3463	3463	3463	3463	3463	3465	3463	3463	3463
Control Group Mean	18.57	16.94	1.29	1.03	6.72	5.45	0.65	0.79	3.97	4.62	5.96	5.06
Control Group Mean (Male)		20.07		1.53		7.90		0.53		3.38		6.79

Panel B: Proportion of Trips										
	Metro		Bus		Taxi		Uber/Careem		Car	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Subsidy	0.00	0.00	-0.21***	-0.22	-0.03	-0.04	0.28***	0.32***	-0.05	-0.07
	(0.02)	(0.03)	(0.05)	(0.07)	(0.01)	(0.02)	(0.05)	(0.07)	(0.04)	(0.07)
Subsidy * Male		0.0		0.03		0.01		-0.07		-0.04
		(0.04)		(0.09)		(0.03)		(0.09)		(0.09)
Observations	3133	3133	3133	3133	3133	3133	3133	3133	3133	3133
Control Group Mean	0.06	0.06	0.34	0.29	0.04	0.05	0.24	0.29	0.32	0.31
Control Group Mean (Male)		0.06		0.39		0.03		0.19		0.33

Notes: Panel A shows the coefficients from 5 regressions on the number of trips taken the previous day of our follow-up survey. Even numbered columns report the results from a specification that interacts treatment with a dummy variable for men. The bottom rows report the control means in levels, split by gender in even numbered columns. Panel B shows the coefficients from 5 regressions on a continuous outcome that show the proportion of trips taken the previous day of our follow-up survey. Proportion of observations decline in panel B because we do not use observations where individuals report not taking any trips. Even numbered columns report the results from a specification that interacts treatment with a dummy variable for men. P-values are adjusted to address multiple hypothesis testing concerns following List et al. (2019) & List et al. (2021). Significance with adjusted p-values, p¡0.1*, 0.05**, 0.01***.

Table D6. MHT Table 6. Impacts on Reported Safety on Recent Trips

Panel F:				
	Feeling on Longest Trip Yesterday 5=Very Safe, 1=Very Unsafe		Feeling on Longest Trip Yesterday Standardized Variable	
	(1)	(2)	(3)	(4)
Subsidy	0.18	0.37*	0.17	0.33**
	(0.11)	(0.16)	(0.09)	(0.15)
Subsidy * Male		-0.36		-0.31
		(0.22)		(0.19)
Observations	3182	3182	3182	3182
Control Group Mean	3.98	3.90	-0.04	-0.12
Control Group Mean (Male)		4.06		0.03

Notes: Column (1) reports the impacts of the continuous treatment arms on the reported level of safety felt during the longest trip taken by the individual during the day prior to the follow-up survey. Column (2) reports the results from a specification that interacts treatment with a dummy variable for men. Column (3) reports the impacts of the two treatment arms on the standardized reported level of safety felt during the longest trip taken by the individual during the day prior to the follow-up survey. Column (2) reports the results from a specification that interacts treatment with a dummy variable for men. The bottom rows report the control means in levels, split by gender in Column (2) (4). P-values are adjusted to address multiple hypothesis testing concerns following List et al. (2019) & List et al. (2021). Significance with adjusted p-values, p¡0.1*, 0.05**, 0.01***.

Table D7. MHT Table 7. Effect on Baseline Bus Riders

Panel A: Weekly Uber Usage (Km)						
	Weekly KM on Uber (IHS)			Weekly KM on Uber (IHS) Perceive Bus as Unsafe		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male
Subsidy	3.39***	3.38***	3.39***	3.1***	3.32***	3.29***
	(0.19)	(0.28)	(0.27)	(0.29)	(0.4)	(0.22)
Subsidy * Bus	0.03	1.18*	-0.7	0.07	2.65*	2.49*
	(0.39)	(0.46)	(0.16)	(0.62)	(0.25)	(0.07)
Observations	16440	7272	9168	6012	3336	2676
Control Group Mean Levels	25.5	25.7	25.4	25.9	27.5	23.5
Control Group Mean Levels (Bus User)	13.4	14.0	13.1	12.6	6.2	15.6
Panel B: Total Mobility (Km)						
	Total Mobility (KM) in Past Week (IHS)			Total Mobility (KM) in Past Week (IHS) Perceive Bus as Unsafe		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male
Subsidy	0.76**	1.18***	0.33	0.56	0.97*	-0.2
	(0.12)	(0.19)	(0.19)	(0.31)	(0.39)	(0.54)
Subsidy * Bus	0.06	-0.36	0.29	1.25	0.61	1.09
	(0.12)	(0.95)	(0.16)	(0.67)	(1.34)	(0.83)
Observations	3476	1666	1810	1313	780	533
Control Group Mean Levels	218.8	142.3	303.7	223.4	158.3	333.5
Control Group Mean Levels (Bus User)	176.3	151.3	191.7	147.3	122.6	160.2

Notes: Panel A: Columns (1), (2), (3) report impacts on the inverse hyperbolic sine of weekly kilometers traveled on Uber in a specification that interacts the treatment with a dummy variable that takes the value of 1 if the individual reports at baseline that the longest trip took in the previous day was using a bus and 0 otherwise. Columns (4), (5), (6) in panel A report the result for a specification that includes only people who perceived the bus as unsafe in the baseline survey. Panel B reproduces the same regressions but with total kilometers traveled as the outcome variable. P-values are adjusted to address multiple hypothesis testing concerns following List et al. (2019) & List et al. (2021). Significance with adjusted p-values, p¡0.1*, 0.05**, 0.01***.

E Additional Heterogeneity in Effects

This appendix includes figures and tables that provide insights from additional analysis of heterogeneity in experimental effects by other characteristics. Table E1 estimates effects on Uber usage, disaggregated by Uber's 4 services: Black, Moto, Shared, UberX. These effects demonstrate that nearly all effects come through increased consumption of UberX services, which account for 79% of trips in the control group. We do not find any evidence of effects on Moto services (8% of trips in control) or Shared services (13% of trips in control). We do find evidence of a statistical increase in trips taken using the Black car service, though the service accounts for less than 1% of trips in control. Table E2 tests for effects on rides taken during at night – effects on both rides and distance traveled are lower than the average effects. Table E3 tests for effects on mode substitution (on longest trips) for the subset of riders that use bus at baseline. While imprecisely estimates, the results provide suggestive evidence of even stronger substitution away from buses among women who ride bus at baseline. The same difference is not observed for men. Among men, the results indicate that effects on additional Uber usage come almost exclusively from men who do *not* ride bus at baseline. Table E4 reports tests of effects for the bottom/top of the income distribution (at baseline), providing some evidence that effects are stronger for higher-income riders.

Table E1. Impacts by Uber Service

	Black		Moto		Shared		Uber X	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Price X 75%	0.01**	0.01	0.04	0.01	-0.02	-0.04	1.07***	1.18***
	(0.00)	(0.00)	(0.04)	(0.02)	(0.04)	(0.05)	(0.08)	(0.11)
Price X 75% * Male		0.01		0.09		0.04		-0.22
		(0.01)		(0.08)		(0.07)		(0.15)
Price X 50%	0.01**	0.02***	-0.02	-0.02	-0.03	-0.07	1.84***	1.96***
	(0.00)	(0.01)	(0.04)	(0.01)	(0.04)	(0.05)	(0.08)	(0.11)
Price X 50% * Male		-0.02**		0.00		0.07		-0.22
		(0.01)		(0.07)		(0.07)		(0.16)
Observations	16452	16452	16452	16452	16452	16452	16452	16452
Control Group Mean	0.02	0.00	1.07	0.09	1.80	1.44	10.69	12.58
Control Group Mean (Male)		0.03		1.84		2.08		9.20

Notes: Columns (1), (3), (5), & (7) report the impacts of the two treatment arms on the inverse hyperbolic sine of weekly kilometers traveled on Uber for each kind of service. Columns (2), (4), (6), & (8) report the results from a specification that interacts a dummy variable for men, showcasing the differential impact the treatments have for that subgroup. The bottom rows report the control means in levels for each group in Columns (1), (3), (5), & (7), and split the means by gender in columns (2), (4), (6), & (8). Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table E2. Impacts of Uber Subsidies on Uber Utilization at Night

	Weekly KM on Uber (IHS)		Weekly Trips on Uber	
	(1)	(2)	(3)	(4)
Price X 75%	0.57***	0.54***	0.51***	0.35***
	(0.05)	(0.08)	(0.06)	(0.06)
Price X 75% * Male		0.07		0.29**
		(0.11)		(0.12)
Price X 50%	1.13***	1.18***	0.99***	0.96***
	(0.06)	(0.10)	(0.07)	(0.11)
Price X 50% * Male		-0.10		0.06
		(0.13)		(0.15)
Observations	16440	16440	16440	16440
Control Group Mean Levels	2.7	3.4	0.32	0.28
Control Group Mean Levels (Male)		2.5		0.33

Notes: Column (1) reports the impacts of the two treatment arms on the inverse hyperbolic sine of weekly kilometers traveled on Uber at night. Column (2) reports the results from a specification that interacts a dummy variable for men, showcasing the differential impact the treatments have for that subgroup. Columns (3) (4) report the estimates from a regression on the weekly number of trips taken on Uber (in levels) at night. Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table E3. Impacts on Mode Used by Bus User (Longest Trip)

Panel A: Impacts on Mode Used

	Metro			Bus			Taxi		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male	(7) Overall	(8) Female	(9) Male
Price X 75%	0.00	-0.02	0.01	-0.02	-0.02	-0.02	-0.01	-0.04**	0.01
	(0.02)	(0.02)	(0.02)	(0.03)	(0.03)	(0.04)	(0.01)	(0.01)	(0.01)
Price X 75% * Bus User	-0.01	0.00	-0.02	-0.06	-0.12	-0.02	-0.01	0.04*	-0.04*
	(0.03)	(0.04)	(0.04)	(0.05)	(0.09)	(0.07)	(0.01)	(0.02)	(0.02)
Price X 50%	0.01	0.00	0.01	-0.08***	-0.09***	-0.08**	-0.02*	-0.03**	0.00
	(0.02)	(0.02)	(0.02)	(0.02)	(0.03)	(0.04)	(0.01)	(0.01)	(0.01)
Price X 50% * Bus User	-0.03	-0.05	-0.01	-0.03	-0.10	0.02	0.00	0.03*	-0.02
	(0.03)	(0.04)	(0.04)	(0.05)	(0.08)	(0.07)	(0.01)	(0.02)	(0.02)
Observations	3186	1503	1683	3188	1503	1683	3188	1503	1683
Control Group Mean Levels	0.07	0.07	0.08	0.57	0.54	0.62	0.03	0.04	0.01
Control Group Mean Levels (No Bus User)	0.06	0.05	0.07	0.22	0.25	0.19	0.03	0.02	0.05

Panel B: Impacts on Mode Used

	Uber			Car		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male
Price X 75%	0.09***	0.10**	0.08**	-0.03	0.00	-0.04
	(0.03)	(0.04)	(0.04)	(0.03)	(0.04)	(0.04)
Price X 75% * Bus User	-0.06	-0.02	-0.09*	0.05	0.08	0.07
	(0.04)	(0.07)	(0.06)	(0.05)	(0.06)	(0.07)
Price X 50%	0.13***	0.12***	0.14***	-0.02	0.01	-0.06
	(0.03)	(0.04)	(0.04)	(0.03)	(0.04)	(0.04)
Price X 50% * Bus User	-0.05	0.01	-0.12**	0.07	0.09*	0.09
	(0.04)	(0.08)	(0.05)	(0.05)	(0.06)	(0.07)
Observations	3186	1503	1683	3188	1503	1683
Control Group Mean Levels	0.13	0.11	0.17	0.18	0.23	0.09
Control Group Mean Levels (No Bus User)	0.24	0.19	0.29	0.39	0.42	0.36

Notes: Panel A reports the coefficients from a regression on a binary outcome that takes the value 1 if the individual reported taking that mode of transportation for their longest trip the day our follow-up survey in a specification that interacts the treatment with a dummy variable that takes the value of 1 if the individual reports at baseline that the longest trip took in the previous day was using a bus and 0 otherwise. Panel B reproduces the same regression but with Uber and Car modes. The bottom rows in each panel report the control means in levels, split by if they were bus users at baseline. Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01

Table E4. Treatment Heterogeneity by Income

	Weekly KM on Uber (IHS)	
	(1) Low Income Quartile	(2) High Income Quartile
Price X 75%	1.06***	0.86***
	(0.08)	(0.11)
Price X 75% * Interaction	-0.39*	0.30*
	(0.21)	(0.15)
Price X 50%	1.81***	1.60***
	(0.09)	(0.11)
Price X 50% * Interaction	-0.82***	0.20
	(0.24)	(0.16)
Observations	16440	16440
Control Group Mean Levels	15.2	13.9
Control Group Mean Levels (Interacted group)	13.3	13.1

Notes: Column(1) report impacts on the inverse hyperbolic sine of weekly kilometers traveled on Uber in a specification that interacts the treatment with a dummy variable that takes the value of 1 if the individual falls in the bottom quartile of the income distribution at baseline and 0 otherwise. Column (2) reports the results from a specification that interacts the treatment with a dummy variable that takes the value of 1 if the individual falls in the top quartile of the income distribution at baseline and 0 otherwise .The bottom rows in each panel report the control means in levels, split by gender. Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

F Geography of Travel

This section uses Uber administrative data to estimate effects of price reductions on Uber travel to unique locations, hospitals, universities, and metro stations. We begin by estimating differences in the number of unique locations visited using Uber services during the intervention, noting that this captures the effect of treatment on changes in how participants use Uber services but not their travel outside the platform (which we consider in Section 5). We do this by dividing the Cairo Metropolitan Region into 1x1 km grid cells and then computing the total number of unique grid cells that a participant travels to (origins or destinations) across the 12-week study period. We show an example of one trip mapped in red below in Figure F.1.

Columns 1 & 2 in Table F.1 report the average number of locations visited for participants in the study. We find that the average participant in the control group travels to 8.9 unique grid cells during the study period. This increases by 5 grid cells for participants in the 25% treatment group, an increase of 64%. Participants in the 50% treatment group more than double their Uber travel to unique destinations (to 18.7 grid cells). We do not find evidence of strong differences by gender. These results indicate that price reductions induce both groups to increase their consumption of Uber services and also to use Uber services to travel to locations that they did not previously visit using Uber.

We dig deeper into effects on Uber travel behavior by testing for increased travel to major universities, hospitals and metro stops throughout Cairo.[59] Table F.1 reports differences for each of the treatment groups. We find that the 25% price reduction increases the number of trips to universities by 88%, trips to hospitals by 141% and to metro stations by 237%. In the 50% price reduction trips to universities increase by 265%, to hospitals by 240%, and to metro stations by 251%. We find some evidence that the effects on travel to universities are stronger for women in the 50% treatment group, though this difference is marginally significant.

The exact location and extent of hospitals, universities, and metro stations was obtained using geographically explicit data obtained from OpenStreetMap. Using the latitude/longitude information for trips in the Uber sample, we identify all trips for participants in treatment and control within origins/destinations falling within 100 meters of each feature type. The locations and extents of each feature and associated trips are mapped below in blue and red, respectively, along with the coordinates of all trips in grey.

If the origin/destination of a trip falls within 100 meters, we attribute that feature with the purpose of the trip. The tests reported in Table F.1 depend upon the assumption that differences in the frequency of trips that originate or end within a tight radius around each of these types of features (between treatment and control) provide evidence of the impacts of the intervention on the use of Uber to access universities, hospitals, and metro stations. It is possible, of course, that they provide evidence of the impacts of the intervention on access to other places that are located within close proximity to the associated feature. Tables F.2, F.3, F.4 provide an analysis of the sensitivity to the choice of 100 meter, 175 meter, or 250 meter thresholds for distances around buildings using OpenStreetMap. These tests suggest little difference in the estimated effects (percent difference relative to control).

[59] We define a trip to these points of interest using buffers of 100 meters, 175 meters, or 250 meters around the buildings using OpenStreetMap.

Figure F.1. Uber Travel to Unique Locations: Cairo Grid

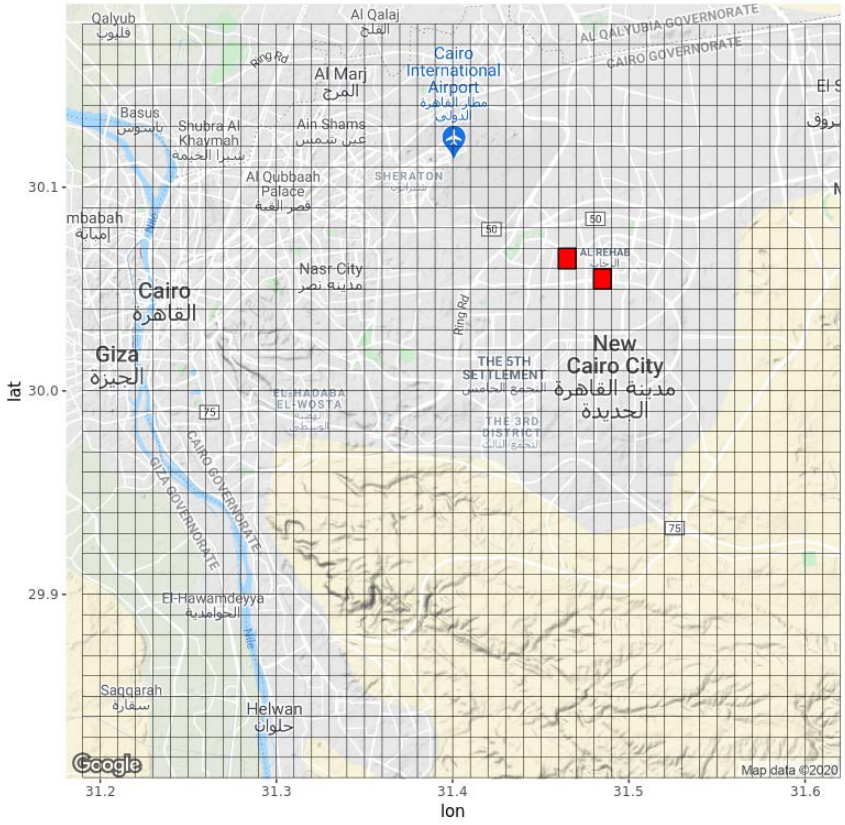


Table F.1. Trips to University, Hospital and Metro

	Unique Location Visits		University Trips		Hospital Trips		Metro Trips	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Price X 75%	4.99***	4.81***	4.62**	8.42**	10.19***	10.85**	11.18***	4.92***
	(0.43)	(0.64)	(2.01)	(4.12)	(2.95)	(4.38)	(4.04)	(1.53)
Price X 75% * Male		0.25		-5.67		0.87		11.29
		(0.88)		(4.44)		(6.07)		(7.29)
Price X 50%	9.80***	10.61***	14.07***	21.20***	17.28***	23.81***	11.82***	13.59***
	(0.53)	(0.79)	(3.15)	(6.20)	(3.26)	(5.01)	(1.81)	(3.01)
Price X 50% * Male		-1.48		-11.97*		-10.23		-3.17
		(1.07)		(6.85)		(6.68)		(3.70)
Observations	1404	1404	16452	16452	16452	16452	16452	16452
Control Group Mean Levels	8.9	8.8	5.3	5.6	7.2	6.1	4.7	4.8
Control Mean Levels (Male)	8.9		5.0		8.1		4.7	

Notes: Column (1) reports the impacts of the two treatment arms on the unique weekly number of grids visited in the start and finish locations on Uber trips. Columns (3), (5), & (7) report the impacts on the weekly number of trips that started or end close to an university, hospital and metro station (multiplied by 100 to make coefficients easier to read). Columns (2), (4), (6), & (8) do the same but include an interaction term for men. The bottom rows report the control means in levels, split the means by gender in even numbered columns. Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Figure F.2. Trips to Hospitals

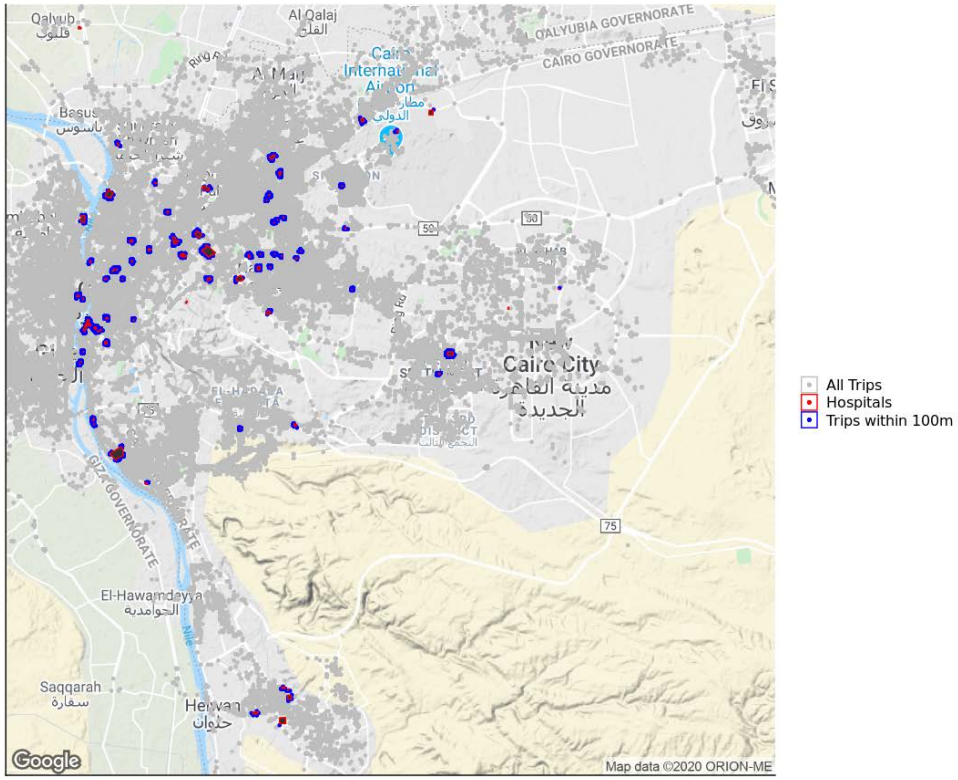


Table F.2. Trips to Hospitals

	Hospital 100			Hospital 175			Hospital 250		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male	(7) Overall	(8) Female	(9) Male
Price X 75%	11.31***	10.71**	11.73***	21.45***	15.85**	25.91***	28.83***	26.15***	31.13***
	(3.05)	(4.40)	(4.20)	(4.94)	(7.12)	(6.84)	(5.96)	(9.23)	(7.79)
Price X 50%	18.13***	23.67***	13.49***	32.87***	37.11***	29.35***	50.55***	52.98***	48.54***
	(3.34)	(5.00)	(4.41)	(5.07)	(7.38)	(6.89)	(6.31)	(9.05)	(8.69)
Constant	7.21***	6.16***	8.08***	13.62***	14.49***	12.94***	19.31***	21.40***	17.62***
	(1.50)	(1.66)	(2.35)	(2.40)	(3.99)	(2.92)	(2.74)	(4.56)	(3.35)
Observations	16452	7272	9168	16452	7272	9168	16452	7272	9168

Notes: The table reports the impacts of the two treatment arms on the weekly number of trips times 100 that started or finished close to a hospital taken on Uber. Columns (1), (2), & (3) report trips that are taken in a range of 100 meters from a hospital. Columns (4), (5), & (6) report trips that are taken in a range of 175 meters. Columns (7), (8), & (9) report trips that are taken in a range of 250 meters. Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10;**.05; ***.01.

Figure F.3. Trips to Universities

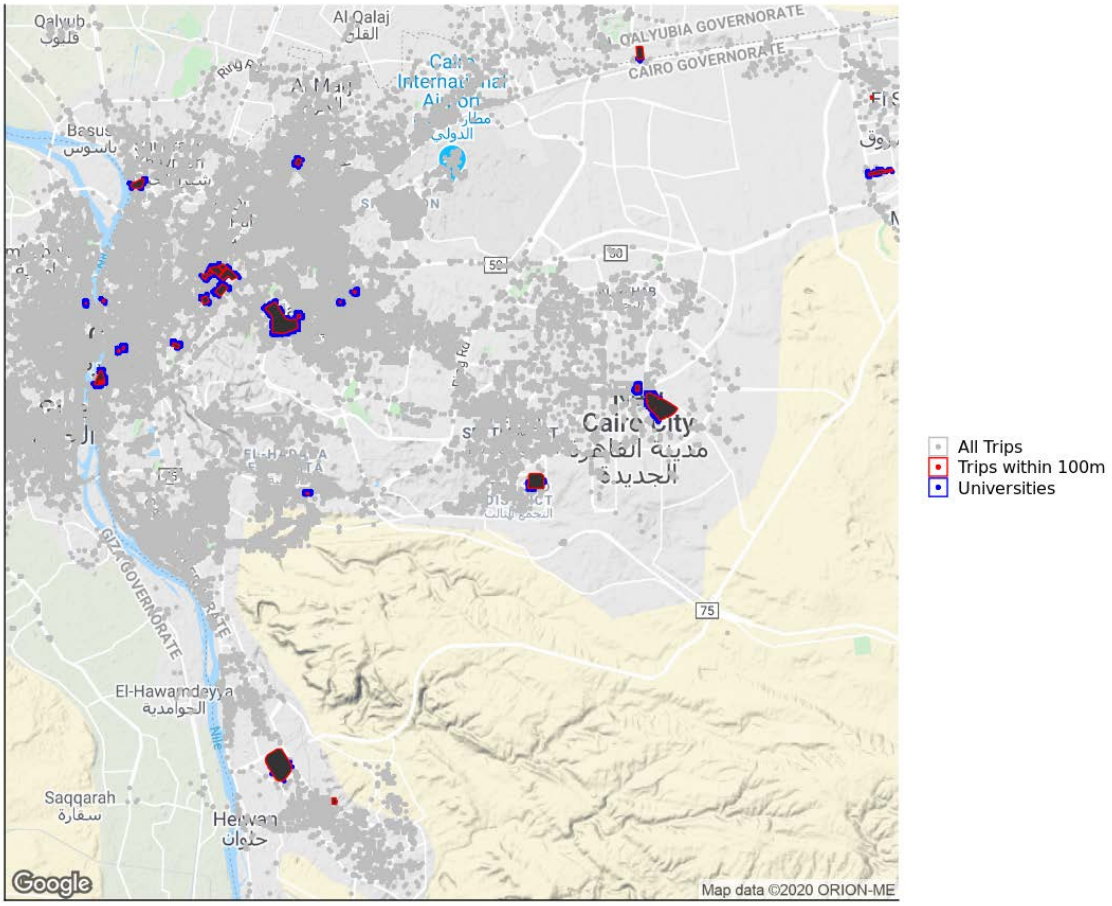


Table F.3. Trips to Universities

	University 100			University 175			University 250		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male	(7) Overall	(8) Female	(9) Male
Price X 75%	5.27**	8.33**	2.80*	10.74***	11.90**	9.86***	14.72***	13.88**	15.48***
	(2.06)	(4.12)	(1.63)	(3.01)	(5.27)	(3.34)	(3.72)	(6.04)	(4.55)
Price X 50%	14.60***	21.49***	9.14***	24.25***	26.85***	22.25***	34.76***	38.97***	31.56***
	(3.22)	(6.25)	(2.91)	(4.58)	(7.03)	(5.98)	(5.53)	(8.66)	(7.12)
Constant	5.22***	5.59***	4.96***	7.73***	9.23***	6.54***	10.55***	12.59***	8.91***
	(0.88)	(1.33)	(1.19)	(1.18)	(2.03)	(1.42)	(1.49)	(2.45)	(1.83)
Observations	16452	7272	9168	16452	7272	9168	16452	7272	9168

Notes: The table reports the impacts of the two treatment arms on the weekly number of trips times 100 that started or finished close to a university taken on Uber. Columns (1), (2), & (3) report trips that are taken in a range of 100 meters from an university. Columns (4), (5), & (6) report trips that are taken in a range of 175 meters. Columns (7), (8), & (9) report trips that are taken in a range of 250 meters. Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10;**.05; ***.01.

Figure F.4. Trips to Metro Stations

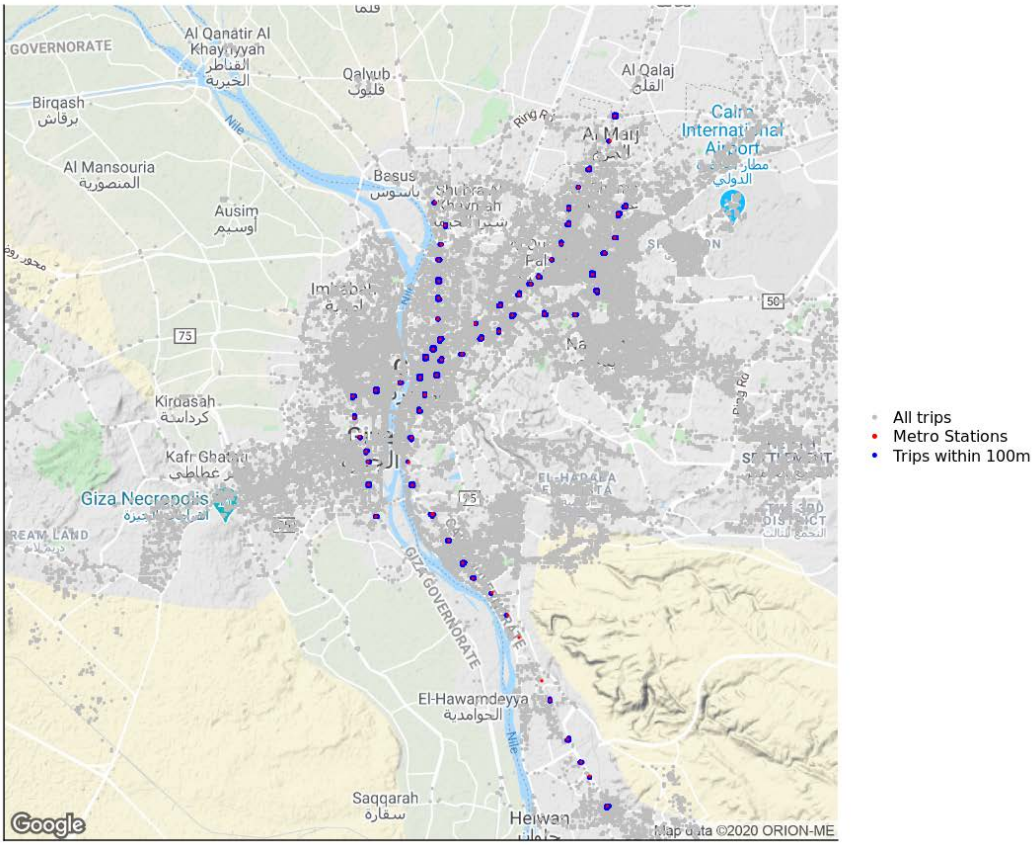


Table F.4. Trips to Metro Stations

	Metro 100			Metro 175			Metro 250		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male	(7) Overall	(8) Female	(9) Male
Price X 75%	11.17***	4.80***	16.23**	18.19***	10.77***	24.00***	30.71***	25.27***	34.82***
	(4.03)	(1.49)	(7.15)	(4.63)	(3.01)	(7.94)	(6.27)	(6.55)	(9.94)
Price X 50%	11.86***	13.74***	10.36***	22.70***	21.68***	22.83***	37.12***	37.97***	35.73***
	(1.81)	(3.05)	(2.18)	(3.11)	(3.81)	(4.64)	(4.80)	(5.49)	(7.42)
Constant	4.72***	4.77***	4.69***	8.81***	8.44***	9.14***	15.73***	12.22***	18.64***
	(0.65)	(0.87)	(0.98)	(0.99)	(1.23)	(1.55)	(2.20)	(1.76)	(3.77)
Observations	16452	7272	9168	16452	7272	9168	16452	7272	9168

Notes: The table reports the impacts of the two treatment arms on the weekly number of trips times 100 that started or finished close to a metro station taken on Uber. Columns (1), (2), & (3) report trips that are taken in a range of 100 meters from a metro station. Columns (4), (5), & (6) report trips that are taken in a range of 175 meters. Columns (7), (8), & (9) report trips that are taken in a range of 250 meters. Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10;**.05; ***.01.

G Persistence of Treatment Effects

While the subsidies provided to the participants in our study changed their Uber usage during the 12 weeks of the intervention, it is unclear how their usage would change after discontinuing the subsidies. It is possible that individuals go back to their pre-treatment utilization levels, but it also possible that individuals have learned how to better optimize their mobility choices now that they have additional experience with Uber and decide to use it more than they did before. On the other hand, they may have become used to having access to Uber at a lower price, changing their reference points for acceptable costs, and decrease their Uber usage after the end of the intervention due to the relative increase in price.

Using Uber administrative data, we can estimate the impact of the treatments on rider behavior after the subsidies are removed. Table G1 reports the impacts on total weekly kilometers traveled on Uber and the number of weekly trips taken during the 12 weeks after the end of the intervention (weeks 13-24 after randomization). We find that those in treatment use Uber much more than those in control, an increase of 0.55 IHS-points for the 25% treatment group (a 73% increase), and an increase of 0.60 IHS-points for those in the 50% group (an 82% increase). While this is much smaller than the impact from the actual price reductions, these estimates are both statistically and economically significant. Point estimates suggest that the persistence of effects for participants in the 50% group is *lower* than for those in the 25% group. One possible explanation is that participants anchored their reference point at the 50% price level, making the price increase after the end of the intervention larger compared to those in the 25% group. However, we note that treatment effects are less precisely estimated than effects during the treatment period and that differences between groups are not statistically significant.

Table G1. Persistence of Uber Utilization After Study

	Weekly KM on Uber (IHS)		Weekly Trips on Uber	
	(1)	(2)	(3)	(4)
Price X 75%	0.55***	0.92***	0.77***	1.18***
	(0.13)	(0.24)	(0.23)	(0.40)
Price X 75% * Male		-0.50*		-0.50
		(0.28)		(0.47)
Price X 50%	0.60***	0.75***	0.80***	0.68
	(0.13)	(0.25)	(0.20)	(0.43)
Price X 50% * Male		-0.19		0.04
		(0.29)		(0.48)
Observations	4251	4251	4251	4251
Control Group Mean Levels	12.1	13.9	1.3	1.6
Control Group Mean Levels (Male)		11.4		1.3

Notes: Column (1) reports the impacts of the two treatment arms on the inverse hyperbolic sine of weekly kilometers traveled on Uber after the experiment is finished. Column (2) reports the results from a specification that interacts a dummy variable for men, showcasing the differential impact the treatments have for that subgroup. Columns (3) & (4) report the estimates from a regression on the weekly number of trips taken on Uber (in levels). The bottom rows report the control means in both IHS and levels for each group in Columns (1) & (3), and split the means by the interacted and non-interacted groups in columns (2) & (4). Regressions include controls chosen using a double-post-lasso procedure. Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

H Estimates of Treatment Effects Omitting Lasso-Based Controls

In this section, we report estimates for all main tables using regressions that control for the baseline value of the outcome variable instead of the set of controls selected when using the double post-lasso procedure developed by Belloni et al. (2014). We find no evidence of sensitivity to the inclusion of these controls, although the precision of estimates often increases when we utilize the double post-lasso procedure.

We included 26 variables for the lasso to utilize: Gender, travel, marital status, work status, car ownership, motorcycle ownership, aspects of their longest trip in the day before the survey (safety, time, cost), feelings of safety on different modes, education, and an interaction of all of these variables with a dummy variable for male.

Table H.1. Impacts of Uber Subsidies on Uber Utilization

	Weekly KM on Uber (IHS)		Weekly Trips on Uber	
	(1)	(2)	(3)	(4)
Price X 75%	1.00***	1.08***	1.73***	1.98***
	(0.08)	(0.12)	(0.15)	(0.21)
Price X 75% * Male		-0.15		-0.44
		(0.16)		(0.30)
Price X 50%	1.69***	1.84***	3.68***	4.20***
	(0.08)	(0.12)	(0.20)	(0.31)
Price X 50% * Male		-0.27		-0.92**
		(0.16)		(0.41)
Observations	16440	16440	16440	16440
Control Group Mean Levels	13.6	14.1	1.5	1.6
Control Group Mean Levels (Male)		13.2		1.5

Notes: Column (1) reports the impacts of the two treatment arms on the inverse hyperbolic sine of weekly kilometers traveled on Uber. Column (2) reports the results from a specification that interacts a dummy variable for men, showcasing the differential impact the treatments have for that subgroup. Columns (3) & (4) report the estimates from a regression on the weekly number of trips taken on Uber (in levels). The bottom rows of Panel A report the control means in levels for each group in Columns (1) & (3), and split the means by gender in columns (2) & (4). Regressions include strata, cohort and follow-up round fixed effects as well as baseline value of the outcome variable as control. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table H.2. Experiments on the Length and Salience of the Price Treatment

	Unannounced Short Experiment		Preannounced Short Experiment		Long Experiment 1st Week	
	(1) Weekly KM	(2) Trips	(3) Weekly KM	(4) Trips	(5) Weekly KM	(6) Trips
Price X 90%	0.42**	0.49	0.42**	0.38		
	(0.18)	(0.32)	(0.19)	(0.24)		
Price X 90% * Male	-0.44*	-0.32	-0.25	-0.22		
	(0.26)	(0.45)	(0.25)	(0.33)		
Price X 75%					0.32*	0.88**
					(0.20)	(0.34)
Price X 75% * Male					0.19	0.24
					(0.27)	(0.49)
Price X 50%	0.77***	1.44***			0.84***	2.49***
	(0.19)	(0.36)			(0.20)	(0.43)
Price X 50% * Male	0.04	0.80			-0.23	-1.08**
	(0.27)	(0.56)			(0.27)	(0.55)
Observations	1500	1500	1000	1000	1370	1370
Control Mean	20.4	2.2	13.4	2.0	22.9	2.6
Control Mean (Male)	21.4	2.1	18.7	2.2	20.9	2.2

Notes: Columns (1), (3), & (5) report the impacts of the two treatment arms and their interactions with a male dummy variable, on the inverse hyperbolic sine of weekly kilometers traveled on Uber during the unannounced experiment respectively , the pre-announced experiment and the first week of the experiment. Columns (2), (4), & (6) report the same but with number of trips as the outcome variable. The bottom rows report the control means in levels and split by gender. Regressions include strata, cohort and follow-up round fixed effects as well as baseline value of the outcome variable as control. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table H.3. Impacts in Total Mobility

	Total KM Past 3 Days (IHS)	
	(1)	(2)
Price X 75%	0.10	0.17
	(0.09)	(0.14)
Price X 75% * Male		-0.12
		(0.19)
Price X 50%	0.36***	0.49***
	(0.08)	(0.12)
Price X 50% * Male		-0.26
		(0.17)
Observations	3476	3476
Control Group Mean Levels	88.0	62.0
Control Group Mean Levels (Male)		111.9

Notes: Column (1) reports the impacts of the two treatment arms on the inverse hyperbolic sine of total kilometers traveled in the three days prior to our follow-up survey as reported by Google Maps' "Timeline" feature. Column (2) reports the results from a specification that interacts a dummy variable for men, showcasing the differential impact the treatments have for that subgroup. The bottom rows report the control means in levels and split the means by the interacted group, and non-interacted groups in Columns (2).Regressions include strata, cohort and follow-up round fixed effects as well as baseline value of the outcome variable as control. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table H.4. Impacts on Mode Used for Longest Trip

	Metro		Bus		Taxi		Uber		Car	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Price X 75%	-0.01	-0.02	-0.06**	-0.04	-0.02**	-0.03**	0.10***	0.10***	-0.01	-0.01
	(0.01)	(0.02)	(0.03)	(0.04)	(0.01)	(0.01)	(0.02)	(0.04)	(0.03)	(0.04)
Price X 75% * Male		0.03		-0.03		0.02		0.00		-0.01
		(0.03)		(0.05)		(0.01)		(0.05)		(0.05)
Price X 50%	0.00	-0.01	-0.1***	-0.1***	-0.02**	-0.03**	0.13***	0.15***	-0.02	0.00
	(0.01)	(0.02)	(0.03)	(0.04)	(0.01)	(0.01)	(0.02)	(0.04)	(0.03)	(0.04)
Price X 50% * Male		0.02		0.02		0.02		-0.03		-0.03
		(0.03)		(0.05)		(0.01)		(0.05)		(0.05)
Observations	3186	3186	3186	3186	3186	3186	3186	3186	3186	3186
Control Group Mean Levels	0.1	0.1	0.3	0.3	0.0	0.0	0.2	0.3	0.3	0.3
Control Group Mean Levels (Male)		0.1		0.4		0.0		0.2		0.3

Notes: This table reports the coefficients from a regression on a binary outcome that takes the value 1 if the individual reported taking that mode of transportation for their longest trip the day our follow-up survey. Even numbered columns report the results from a specification that interacts treatment with a dummy variable for men. The bottom rows report the control means in levels, split by gender in even numbered columns. Regressions include strata, cohort and follow-up round fixed effects as well as baseline value of the outcome variable as control. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table H.5. Impacts on Reported Safety on Recent Trips

	Feeling on Longest Trip Yesterday 5=Very Safe, 1=Very Unsafe	
	(1)	(2)
Price X 75%	0.07	0.16*
	(0.06)	(0.09)
Price X 75% * Male		-0.16
		(0.12)
Price X 50%	0.11*	0.20**
	(0.06)	(0.09)
Price X 50% * Male		-0.18
		(0.11)
Observations	3101	3101
Control Group Mean Levels	4.0	3.9
Control Group Mean Levels (Male)		4.1

Notes:Column (1) reports the impacts of the two treatment arms on the reported level of safety felt during the longest trip taken by the individual during the day prior to the follow-up survey. Column (2) reports the results from a specification that interacts treatment with a dummy variable for men. The bottom rows report the control means in levels, split by gender in Column (2). The bottom rows report the control means in levels, split by gender in even numbered columns. Regressions include strata, cohort and follow-up round fixed effects as well as baseline value of the outcome variable as control. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

Table H.6. Effect on Baseline Bus Riders

Panel A:Weekly Uber Usage (KM)

	Weekly KM on Uber(IHS)			Weekly KM on Uber(IHS) Perceive Bus as Unsafe		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male
Price X 75%	1.08***	1.11***	1.06***	1.07***	1.24***	0.90***
	(0.09)	(0.14)	(0.12)	(0.15)	(0.21)	(0.22)
Price X 75% * Bus User	-0.29*	-0.06	-0.43*	-0.36	-0.34	-0.17
	(0.16)	(0.24)	(0.22)	(0.33)	(0.43)	(0.48)
Price X 50%	1.69***	1.70***	1.69***	1.59***	1.77***	1.44***
	(0.10)	(0.14)	(0.13)	(0.15)	(0.19)	(0.22)
Price X 50% * Bus User	-0.02	0.57**	-0.38	-0.03	1.10**	-0.56
	(0.17)	(0.24)	(0.23)	(0.33)	(0.46)	(0.42)
Observations	16440	7272	9168	6012	3336	2676
Control Group Mean Levels	25.5	25.7	25.4	25.9	27.5	23.5
Control Group Mean Levels (Bus User)	13.4	14.0	13.1	12.6	6.2	15.6

Panel B:Total Mobility (KM)

	Total Mobility (KM) in past 3 days(IHS)			Total Mobility (KM) in past 3 days(IHS) Perceive Bus as Unsafe		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male
Price X 75%	0.10	0.18	-0.04	0.03	0.02	0.03
	(0.12)	(0.17)	(0.15)	(0.17)	(0.23)	(0.24)
Price X 75% * Bus User	0.02	0.04	0.15	0.64	0.91	0.72
	(0.21)	(0.32)	(0.26)	(0.35)	(0.60)	(0.41)
Price X 50%	0.37***	0.52***	0.21	0.23	0.43*	-0.12
	(0.11)	(0.15)	(0.14)	(0.15)	(0.18)	(0.25)
Price X 50% * Bus User	-0.04	-0.12	0.12	0.50	0.79	0.62
	(0.18)	(0.29)	(0.22)	(0.31)	(0.57)	(0.36)
Observations	3476	1666	1810	1313	780	533
Control Group Mean Levels	93.8	61.0	130.2	95.7	67.8	142.9
Control Group Mean Levels (Bus User)	75.6	64.8	82.1	63.1	52.6	68.6

Notes: Panel A: Columns (1), (2), & (3) report impacts on the inverse hyperbolic sine of weekly kilometers traveled on Uber in a specification that interacts the treatment with a dummy variable that takes the value of 1 if the individual reports at baseline that the longest trip took in the previous day was using a bus and 0 otherwise. Columns (4), (5), & (6) in panel A report the result for a specification that includes only people who perceived the bus as unsafe in the baseline survey. Panel B reproduces the same regressions but with total kilometers traveled as the outcome variable. The bottom rows in each panel report the control means in levels, split by if they were bus users at baseline. Regressions include strata, cohort and follow-up round fixed effects as well as baseline value of the outcome variable as control. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

I Effects on Short-Term Labor Market Outcomes

This section reports on the impacts of reductions in the cost of ride-hailing services on labor market impacts. A price decrease could improve the ability of job seekers to better match with existing vacancies. Previous studies, such as Abebe et al. (2021a), Franklin (2018), Abebe et al. (2021b), Bryan et al. (2014) and Phillips (2014), provide evidence that travel subsidies can improve employment outcomes. Other work has shown the importance of safety on female education and labor market choices in developing country cities (Kondylis et al., 2020, Borker, 2018, Jayachandran, 2019).

Table I.1 reports impacts on job search and work status. We stratified our sample by job search status and interact search status with treatment in this table. The main effects are reported for individuals who were searching for a job at baseline. Overall, we find little evidence that these subsidies had substantial effects on search behavior or employment for either gender across the 3-month study period. We find that among individuals who were searching for a job at baseline, there is a one percentage point decrease in whether those in the 25% treatment group are currently working relative to control, and a three percentage point decrease in the 50% subsidy group. These null effects are precisely estimated, with standard errors of 3 percentage points.

These results contribute to a growing literature on the labor market impacts of transport subsidies, much of which has found that transport frictions are an important part of the reason why job seekers are not matching with employers. The present study provides larger subsidies, over a longer period, and delivers transport services using a highly flexible ride-hailing platform. The intervention generates large effects on mobility yet we can rule out large labor market effects (in the short-run). Our findings reflect effects on a higher income sample than the earlier studies, implying that transport frictions in the job search phase may interact in important ways with capital constraints in low income countries.

Table I.1. Labor Market Impacts

	Searching			Apply			Currently Working		
	(1) Overall	(2) Female	(3) Male	(4) Overall	(5) Female	(6) Male	(7) Overall	(8) Female	(9) Male
Price X 75%	-0.03	0.02	-0.04	-0.47**	-0.32	-0.50*	-0.01	0.02	-0.01
	(0.04)	(0.08)	(0.05)	(0.23)	(0.34)	(0.30)	(0.03)	(0.07)	(0.04)
Price X 75% * Not Searching	0.08	0.02	0.10	0.60**	0.39	0.67**	-0.06	-0.09	
	(0.05)	(0.08)	(0.06)	(0.25)	(0.36)	(0.32)	(0.06)	(0.08)	
Price X 50%	0.02	-0.04	0.05	-0.01	0.60	-0.20	-0.03	-0.01	-0.01
	(0.04)	(0.07)	(0.05)	(0.30)	(0.68)	(0.32)	(0.03)	(0.08)	(0.03)
Price X 50% * Not Searching	-0.01	0.02	-0.01	0.07	-0.63	0.34	0.03	0.01	
	(0.04)	(0.08)	(0.06)	(0.30)	(0.70)	(0.33)	(0.05)	(0.09)	
Observations	3195	1501	1692	3193	1500	1691	1643	959	684
Control Group Mean Levels	0.50	0.43	0.52	1.28	0.94	1.43	0.80	0.69	0.85
Control Group Mean Levels (N.S.)	0.07	0.08	0.07	0.08	0.09	0.05	0.66	0.66	1.00

Notes: Columns (1), (2), & (3) report the impact of treatments on a binary variable that is equal to 1 if the individual reports that they are searching for work during the follow-up survey. The regression specification includes treatment interacted with a dummy equal to 1 if the individual was not searching for work at baseline. Columns (4), (5), & (6) estimate the impacts on the number of jobs applied to, while columns (7), (8), & (9) estimate the impacts on if the individuals are currently working at the time of the follow-up survey. The bottom rows report the control means in levels, split by if they were searching for a job at baseline (N.S. = "Not Searching"). There is no variation in responses for men who were not searching for a job at baseline in column 9 and so those interaction cells are intentionally left empty (they are all currently working). Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure.Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

J Adjustments for COVID-19

Our budget allowed us to enroll 1,500 participants, but our last cohort was impacted by the lock-down associated with COVID-19. Since mobility behavior was greatly affected by this unusual worldwide event, we drop this cohort from our main analysis. The sample used in our main analysis consists of 1,373 participants, though we do have administrative data and some follow-up data on the final cohort. Including the final cohort in our analysis does not substantially affect our results, though estimates are slightly attenuated as a result of reductions in mobility levels for all participants in that cohort. COVID-19 also negatively impacted our intended 6-month follow-up survey, which was designed to collect additional data on overall mobility and labor market outcomes three months after the completion of the experiment. We had collected those data for one third of the sample by the time the lock-down began. Given selection and attrition concerns, we do not report these longer-term results.

Table J.1. Main Results including Cohort Affected by COVID-19

	Weekly KM on Uber (IHS)		Weekly Trips on Uber		Total KM Past 3 Days	
	(1)	(2)	(3)	(4)	(5)	(6)
Price X 75%	0.94***	1.03***	1.65***	1.79***	0.14	0.19
	(0.07)	(0.11)	(0.14)	(0.20)	(0.09)	(0.13)
Price X 75% * Male		-0.17		-0.25		-0.15
		(0.14)		(0.29)		(0.17)
Price X 50%	1.60***	1.68***	3.44***	3.73***	0.39***	0.50***
	(0.08)	(0.11)	(0.19)	(0.28)	(0.08)	(0.11)
Price X 50% * Male		-0.15		-0.55		-0.25
		(0.15)		(0.37)		(0.15)
Observations	17964	17964	17964	17964	3670	3670
Control Group Mean Levels	12.1	13.9	1.3	1.6	55.8	34.8
Control Group Mean Levels (Male)		11.4		1.3		75.1

Notes: Column (1) reports the impacts of the two treatment arms on the inverse hyperbolic sine of weekly kilometers traveled on Uber. Column (2) reports the results from a specification that interacts a dummy variable for men, showcasing the differential impact the treatments have for that subgroup. Columns (3) (4) report the estimates from a regression on the weekly number of trips taken on Uber (in levels). Columns (5) & (6) report the impacts on the inverse hyperbolic sine of total kilometers traveled in the three days prior to our follow-up survey as reported by Google Mapsâ âTimelineâ feature. The bottom rows report the control means in levels and split by gender in Columns (2), (4), & (6). Regressions include strata, cohort and follow-up round fixed effects as well as controls chosen using a double-post-lasso procedure. Standard errors clustered at the individual level in parentheses. Significance: *.10; **.05; ***.01.

K Ethics of RCT and Uber Collaboration

We have developed this appendix in an effort to describe the ethical considerations of this experiment, and clarify the nature of the collaboration between the researchers and Uber. We follow the framework put forth in Asiedu et al. (2021), for the sake of comparability within economics. When relevant, we quote from the main text or directly from our IRB documentation, which we did not deviate from.

1. **Equipoise**

   Excerpt from Introduction: *Attempts to study the demand for mobility have been limited not only by the complexity of transportation markets, but also by endogeneity concerns and a lack of available micro-data on transportation behavior.*

   ...This paper contributes to a growing empirical literature on the impact of transportation services on commuting patterns and economic activity in cities (Campante and Yanagizawa-Drott, 2017, Asher and Novosad, 2018, Hanna et al., 2017). A primary challenge in this literature is that the provision and prices of transportation services are (almost) never randomly assigned. As a result, empirical efforts have focused on settings characterized by exogenous shocks in service provision (Gupta et al., 2020, Gorback, 2020, Tsivanidis, 2018, Gonzalez-Navarro and Turner, 2018, Ahlfeldt et al., 2015, Anderson, 2014), available instruments (Severen, 2018, Baum-Snow et al., 2017, Duranton and Turner, 2011, Baum-Snow, 2007), and structural approaches (Heblich et al., 2020, Allen and Arkolakis, 2019, Redding and Rossi-Hansberg, 2017).

2. **Role of Researchers with Respect to Implementation:**

   Christensen and Osman are active researchers in the project. They designed the treatment arms and managed the data collection activities and all of the data analysis.

3. **Potential Harms to Research Participants from the Interventions:**

   Excerpt From IRB 19102: *There are no known risks other than the normal privacy risks from participation in any research study. All participants will provide consent. Initial consent will be obtained through an online form. We will send an email to individuals in the follow-up experiments to give them the opportunity to opt-out of the follow up experiment.*

4. **Potential Harms to Research Participants from Data Collection or Research Protocols**

   Excerpt From IRB 19102: *Individuals will enroll in the study by providing the researchers their identifying information, including the email address that is associated with their Uber account. We will generate two unique IDs for each of these email addresses, and we will provide one of the ID/email address combinations to Uber. Uber will send us back rider data using the unique ID. Uber staff will not have access to any additional information about the participants in our study or obtain any new information at all about sample participants.*

   Individuals will be given unique IDs. Personal identifying information will be kept separate. Only de-identified data will ever be shared. The identity key will be kept

separate from participant data, maintained in an encrypted folder on PI hard-drives, on a password protected computer.

5. **Potential Harms to Non-Participants:** Non-participants did not receive incentives, but were not subject to any known risk due to non-participation.

6. **Potential Harms to Research Staff:** Research staff running phone surveys, analyzing data, and implementing price changes on the Uber platform are not subject to any known risk.

7. **Scarcity:** The price treatments in this study reduced the price of Uber services for individuals assigned to treatment groups and did not negatively affect the aggregate value programs/services currently offered by Uber.

8. **Counterfactual Policy:** All participants in the study received incentives for participation in surveys, directly from price reductions, or both. No participants were adversely affected relative to counterfactual conditions had they opted out of the study.

9. **Researcher Independence:** This study was conducted through a collaboration between PIs Christensen and Osman and Uber Research. The study was conceived and designed by Christensen and Osman, who maintained full intellectual freedom throughout all stages of the project through the following:

   (a) All experimental protocols were defined and agreed upon prior to initiating the partnership. Access to Uber administrative data and protocols for maintaining the privacy of participants were established in a legal agreement between the University of Illinois and Uber Technologies, which was executed on 10/15/2018. Uber staff never had access to any data collected outside their platform, including the data collected via participant surveys or Google Timeline.

   (b) Research was conducted with the understanding that research design, empirical tests, and interpretation of results would be based on established methods/practices/literature in economics, irrespective of any other considerations.

   (c) Research results were reported to Uber after the completion of analysis and shared outside the research team after completion of the working paper. Uber reserved the right to review the contents of the working paper before public release to ensure that no confidential information was shared, but did not shape or in any way influence the analysis or interpretation of results.

10. **Financial Conflicts of Interest:** Christensen and Osman did not receive any form of financial compensation from Uber as part of this study (nor did any assistants or staff associated with the UIUC research team). No Uber employee was named as a PI or participant in any research grant that provided funding for this project.

11. **Reputational Conflicts of Interest:** The research questions pursued in this study and the results described in this study are novel and different form of prior work conducted by the authors. We perceive no reputational conflicts of interest.

12. **Feedback to Participants or Communities:** We intend to share our results with participants via email after our work is subject to peer-review.

13. **Foreseeable Misuse of Research Results:** The authors recognize that the results described in this paper involve research questions that are relevant for public policy and regulatory activities in ride-hailing markets. Any misinterpretation or deliberate mis-characterization of the results of this study could have implications for individuals, communities and firms affected by these markets. We dedicate Section 7 to a discussion of the limitations of the study and method and will provide de-identified data for full transparency/replicability.