

Supplemental Appendix for:
**THE GENERALIZABILITY OF SOCIAL PRESSURE EFFECTS ON TURNOUT ACROSS
HIGH-SALIENCE ELECTORAL CONTEXTS: FIELD EXPERIMENTAL EVIDENCE FROM
1.96 MILLION CITIZENS IN 17 STATES**

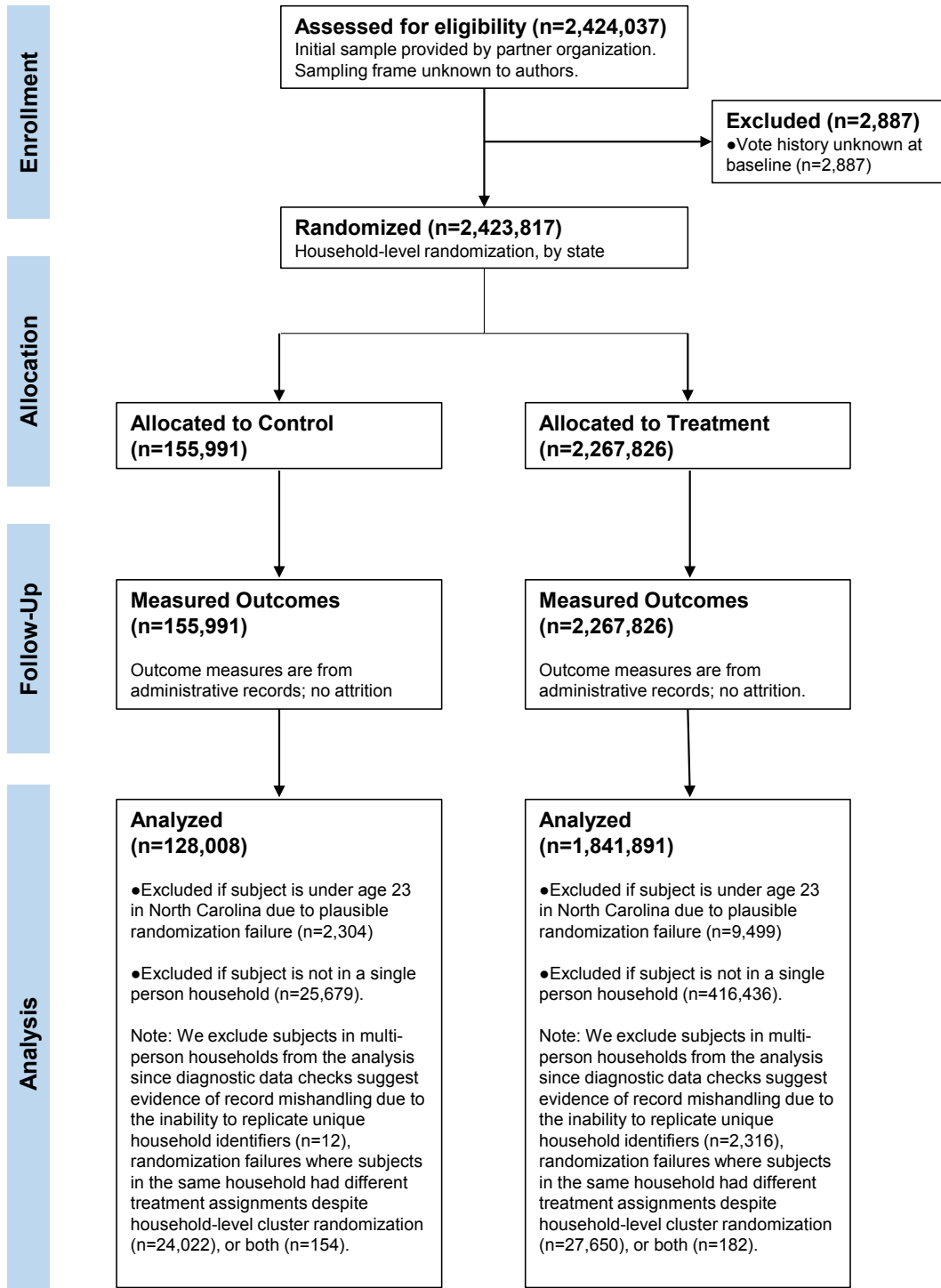
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This appendix contains the following material:

- A CONSORT Flow Diagram
- B Randomization Checks and Balance Tables
- C Additional Tables and Figures
- D Heterogeneous Effects by Predicted Baseline Propensity to Vote

A CONSORT Flow Diagram

Figure A1: CONSORT Diagram



B Randomization Checks and Balance Tables

Table A1: Randomization Checks. This table shows the estimates from a model regressing treatment assignment on observed covariates for the analysis sample (Column 1), defined as subjects in one-person households with valid vote history and household identifiers and who are not under 23 in North Carolina. We fail to reject the null hypothesis that the covariates are jointly prognostic of treatment ($F=1.14$, $p=.26$). Columns 2 and 3 show that this result is not sensitive to including the predicted probability of voting in 2014 as a covariate or to excluding North Carolina entirely.

Variable	(1) Analysis Sample	(2) Analysis Sample	(3) Exclude NC
Age (imputed with sample mean if missing)	0.001*** (0.000)	0.001*** (0.000)	0.001** (0.000)
Age squared divided by 100	-0.001*** (0.000)	-0.001** (0.000)	-0.001* (0.000)
Missing Age [^]	-0.002 (0.005)	-0.002 (0.005)	0.000 (0.005)
Voted in 2006: 1=Yes, 0=No	-0.005* (0.003)	-0.005* (0.003)	-0.002 (0.003)
Voted in 2008: 1=Yes, 0=No	-0.006*** (0.002)	-0.006*** (0.002)	-0.003 (0.002)
Voted in 2009: 1=Yes, 0=No [^]	-0.008 (0.009)	-0.008 (0.009)	-0.009 (0.009)
Voted in 2010: 1=Yes, 0=No	-0.011*** (0.003)	-0.011*** (0.004)	-0.007* (0.004)
Voted in 2011: 1=Yes, 0=No [^]	0.003 (0.006)	0.002 (0.006)	0.003 (0.006)
Voted in 2012: 1=Yes, 0=No	-0.004 (0.003)	-0.005 (0.005)	-0.001 (0.005)
Voted in 2013: 1=Yes, 0=No [^]	-0.006 (0.005)	-0.008 (0.007)	-0.006 (0.008)
Race: Black	-0.001 (0.002)	-0.001 (0.002)	-0.001 (0.002)
Race: Hispanic	0.002 (0.003)	0.002 (0.003)	0.001 (0.003)
Race: Other	0.001 (0.004)	0.001 (0.004)	0.002 (0.004)
Married	0.001 (0.002)	0.001 (0.003)	0.002 (0.003)
Female	-0.001 (0.002)	-0.001 (0.002)	-0.001 (0.002)
Predicted Value, Vote in 2014		0.004 (0.014)	0.000 (0.014)
Vote History: Below State Median	-0.007** (0.003)	-0.007** (0.003)	-0.002 (0.003)
Vote History: Above State Median	0.009*** (0.003)	0.009*** (0.003)	0.005 (0.003)
Constant	0.491*** (0.012)	0.491*** (0.013)	0.487*** (0.013)
Observations	1,969,899	1,969,899	1,743,285
R-squared	0.000	0.000	0.000
F-statistic	1.140	1.110	0.610
F-test p-value	0.260	0.300	0.960

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$. Standard errors in parentheses. The sample definition in Column (1) is our sample definition for our main analyses. Coefficients on state fixed effects are not displayed due to space constraints (none are statistically significant). The symbol [^] means that for that variable, the value is coded as 0 for subjects in a state where covariate cell sample size is small and covariate perfectly predicts treatment assignment.

Table A2: Summary Statistics. Cells present weighted means and weighted standard deviations in brackets.

Variable	Full Sample	Control	Treatment
State: AK	0.0069 [.0825]	0.0069 [.0825]	0.0069 [.0825]
State: AR	0.0713 [.2573]	0.0713 [.2573]	0.0713 [.2573]
State: AZ	0.0997 [.2997]	0.0997 [.2997]	0.0997 [.2997]
State: CO	0.089 [.2847]	0.089 [.2847]	0.089 [.2847]
State: FL	0.0974 [.2965]	0.0974 [.2965]	0.0974 [.2965]
State: GA	0.018 [.133]	0.018 [.133]	0.018 [.133]
State: IA	0.0711 [.2569]	0.0711 [.2569]	0.0711 [.2569]
State: KS	0.0537 [.2254]	0.0537 [.2254]	0.0537 [.2254]
State: KY	0.1451 [.3522]	0.1451 [.3522]	0.1451 [.3522]
State: LA	0.0247 [.1551]	0.0247 [.1551]	0.0247 [.1551]
State: ME	0.0334 [.1796]	0.0334 [.1796]	0.0334 [.1796]
State: MI	0.0254 [.1574]	0.0254 [.1574]	0.0254 [.1574]
State: NC	0.115 [.3191]	0.115 [.3191]	0.115 [.3191]
State: NH	0.0163 [.1265]	0.0163 [.1265]	0.0163 [.1265]
State: SD	0.0151 [.1219]	0.0151 [.1219]	0.0151 [.1219]
State: TX	0.0027 [.0517]	0.0027 [.0517]	0.0027 [.0517]
State: WI	0.1153 [.3194]	0.1153 [.3194]	0.1153 [.3194]
Age (imputed with sample mean if missing)	43.0947 [16.8972]	43.0376 [16.9122]	43.1519 [16.8822]
Age squared divided by 100	21.4267 [16.8963]	21.3825 [16.9113]	21.4709 [16.8811]
Missing age	0.034 [.1813]	0.034 [.1812]	0.034 [.1814]
Voted in 2006: 1=Yes, 0=No	0.1837 [.3872]	0.1839 [.3874]	0.1835 [.3871]
Voted in 2008: 1=Yes, 0=No	0.5534 [.4971]	0.5543 [.497]	0.5525 [.4972]
Voted in 2009: 1=Yes, 0=No	0.0245 [.1546]	0.0248 [.1556]	0.0242 [.1536]
Voted in 2010: 1=Yes, 0=No	0.2421 [.4284]	0.2434 [.4291]	0.2409 [.4276]
Voted in 2011: 1=Yes, 0=No	0.0547 [.2273]	0.0547 [.2273]	0.0547 [.2273]
Voted in 2012: 1=Yes, 0=No	0.4941 [.5]	0.494 [.5]	0.4942 [.5]
Voted in 2013: 1=Yes, 0=No	0.021 [.1434]	0.0212 [.1442]	0.0208 [.1425]
Race: White	0.5984 [.4902]	0.5991 [.4901]	0.5977 [.4904]
Race: Black	0.2288 [.4201]	0.2289 [.4201]	0.2287 [.42]
Race: Hispanic	0.1244 [.33]	0.1238 [.3294]	0.125 [.3307]
Race: Other	0.0484 [.2146]	0.0482 [.2141]	0.0486 [.2151]
Not Married	0.8728 [.3332]	0.8733 [.3326]	0.8724 [.3337]
Married	0.1272 [.3332]	0.1267 [.3326]	0.1276 [.3337]
Not Female	0.2751 [.4466]	0.2751 [.4466]	0.2751 [.4465]
Female	0.7249 [.4466]	0.7249 [.4466]	0.7249 [.4465]
Vote history: Equal to state median	0.2489 [.4324]	0.2493 [.4326]	0.2486 [.4322]
Vote history: Below state median	0.5158 [.4998]	0.5159 [.4997]	0.5156 [.4998]
Vote history: Above state median	0.2353 [.4242]	0.2348 [.4239]	0.2358 [.4245]
Observations	1969899	128008	1841891

Table A3: Summary Statistics by State (1 of 2: Alaska to Kansas). Cells contain weighted means and weighted standard deviations in brackets.

Variable	AK		AR		AZ		CO		FL		GA		IA		KS		
	All	Treat	All	Treat	All	Treat	All	Treat	All	Treat	All	Treat	All	Treat	All	Treat	
Age (imputed with sample mean if missing)	48.4646 [1.203]	48.1878 [1.203]	42.4881 [17.2978]	42.5667 [17.6229]	38.7905 [14.7014]	38.848 [14.7265]	38.7331 [14.6768]	38.848 [14.7265]	46.4165 [16.6771]	46.3363 [16.6971]	42.0398 [16.1517]	42.1091 [15.9885]	37.0346 [15.8632]	36.9212 [15.7972]	37.1481 [15.9291]	37.481 [15.9943]	37.549 [15.9599]
Age squared divided by 100	24.8799 [13.1892]	25.2022 [13.112]	21.1958 [17.7001]	21.0546 [17.5564]	17.6086 [13.8959]	17.6077 [14.9717]	17.1564 [13.856]	17.2603 [13.9363]	24.245 [21.0388]	24.2407 [21.094]	20.2558 [15.5168]	20.34 [15.4182]	16.232 [15.244]	16.1269 [15.139]	16.3371 [15.3488]	16.3371 [15.3488]	16.3371 [15.3488]
Missing age	0.3907 [4.8979]	0.3887 [4.8778]	0.3928 [4.884]	0.3928 [4.884]	0.0066 [0.0869]	0.0062 [0.0862]	0 [0]	0 [0]	0.0014 [0.0399]	0.0027 [0.0518]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]
Voted in 2006: 1=Yes, 0=No	0.2916 [4.8451]	0.2775 [4.8088]	0.1731 [3.9831]	0.1732 [3.984]	0.1566 [3.865]	0.1561 [3.861]	0.1572 [3.861]	0.1561 [3.861]	0.185 [3.883]	0.184 [3.875]	0.1078 [3.101]	0.1105 [3.133]	0.1076 [3.099]	0.1081 [3.092]	0.1071 [3.092]	0.1071 [3.092]	0.1071 [3.092]
Voted in 2008: 1=Yes, 0=No	0.6066 [4.8939]	0.6083 [4.8939]	0.3531 [4.972]	0.3531 [4.972]	0.2059 [4.997]	0.2059 [4.997]	0.2059 [4.998]	0.2059 [4.998]	0.348 [4.861]	0.348 [4.861]	0.35 [4.881]	0.35 [4.881]	0.348 [4.861]	0.348 [4.861]	0.348 [4.861]	0.348 [4.861]	0.348 [4.861]
Voted in 2009: 1=Yes, 0=No	0.1 [4.858]	0.1 [4.858]	0 [0]	0 [0]	0.0084 [0.0084]	0.0084 [0.0084]	0 [0]	0 [0]	0.0084 [0.0084]	0.0084 [0.0084]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]
Voted in 2010: 1=Yes, 0=No	0.3888 [4.8751]	0.3786 [4.854]	0.2381 [4.263]	0.2382 [4.263]	0.1019 [3.025]	0.1016 [3.025]	0.1931 [3.025]	0.1931 [3.025]	0.0071 [0.0071]	0.0071 [0.0071]	0.192 [3.025]	0.192 [3.025]	0.1713 [3.025]	0.1713 [3.025]	0.1713 [3.025]	0.1713 [3.025]	0.1713 [3.025]
Voted in 2011: 1=Yes, 0=No	0 [0]	0 [0]	0 [0]	0 [0]	0.0122 [0.0122]	0.012 [0.012]	0.0168 [0.0168]	0.0168 [0.0168]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]	0 [0]
Voted in 2012: 1=Yes, 0=No	0.5409 [4.9831]	0.5477 [4.989]	0.4934 [4.877]	0.4928 [4.877]	0.1096 [3.025]	0.1089 [3.025]	0.1893 [3.025]	0.1893 [3.025]	0.3918 [3.025]	0.3918 [3.025]	0.4008 [3.025]	0.4008 [3.025]	0.4241 [3.025]	0.4241 [3.025]	0.4241 [3.025]	0.4241 [3.025]	0.4241 [3.025]
Voted in 2013: 1=Yes, 0=No	0 [0]	0 [0]	0 [0]	0 [0]	0.0089 [0.0089]	0.0091 [0.0091]	0.0089 [0.0089]	0.0089 [0.0089]	0.0091 [0.0091]	0.0091 [0.0091]	0.0082 [0.0082]	0.0082 [0.0082]	0.0287 [0.0287]	0.0287 [0.0287]	0.0287 [0.0287]	0.0287 [0.0287]	0.0287 [0.0287]
Race: White	0.634 [4.817]	0.646 [4.849]	0.5713 [4.949]	0.5722 [4.948]	0.464 [4.987]	0.4613 [4.987]	0.582 [4.987]	0.582 [4.987]	0.4667 [4.751]	0.4667 [4.751]	0.3472 [4.608]	0.3472 [4.608]	0.31 [4.625]	0.31 [4.625]	0.31 [4.625]	0.31 [4.625]	0.31 [4.625]
Race: Black	0.153 [3.6]	0.1488 [3.64]	0.3683 [4.823]	0.3687 [4.823]	0.0997 [2.997]	0.0988 [2.997]	0.111 [2.997]	0.111 [2.997]	0.2754 [4.467]	0.2754 [4.467]	0.4616 [4.751]	0.4616 [4.751]	0.4616 [4.751]	0.4616 [4.751]	0.4616 [4.751]	0.4616 [4.751]	0.4616 [4.751]
Race: Hispanic	0.1002 [3.003]	0.0954 [3.066]	0.0391 [1.938]	0.0401 [1.915]	0.3685 [4.823]	0.368 [4.823]	0.2501 [4.329]	0.2501 [4.329]	0.3211 [4.669]	0.3211 [4.669]	0.0545 [2.221]	0.0545 [2.221]	0.054 [2.233]	0.054 [2.233]	0.054 [2.233]	0.054 [2.233]	0.054 [2.233]
Race: Other	0.1128 [3.163]	0.1098 [3.199]	0.0213 [1.444]	0.0217 [1.43]	0.067 [2.512]	0.0665 [2.512]	0.0565 [2.512]	0.0565 [2.512]	0.0565 [2.512]	0.0565 [2.512]	0.0517 [2.233]	0.0517 [2.233]	0.034 [2.233]	0.034 [2.233]	0.034 [2.233]	0.034 [2.233]	0.034 [2.233]
Not Married	0.8672 [3.393]	0.8699 [3.366]	0.9097 [2.868]	0.9099 [2.863]	0.8378 [3.661]	0.8348 [3.661]	0.8515 [3.661]	0.8515 [3.661]	0.7925 [3.54]	0.7925 [3.54]	0.8325 [3.783]	0.8325 [3.783]	0.9056 [3.983]	0.9056 [3.983]	0.9056 [3.983]	0.9056 [3.983]	0.9056 [3.983]
Married	0.1328 [3.393]	0.1301 [3.355]	0.0903 [2.868]	0.0904 [2.863]	0.1622 [3.661]	0.1593 [3.661]	0.1477 [3.661]	0.1477 [3.661]	0.207 [3.54]	0.207 [3.54]	0.1675 [3.783]	0.1675 [3.783]	0.0944 [3.983]	0.0944 [3.983]	0.0944 [3.983]	0.0944 [3.983]	0.0944 [3.983]
Not Female	0.1376 [3.445]	0.1199 [3.321]	0.2896 [3.422]	0.2861 [3.422]	0.4048 [4.069]	0.4027 [4.069]	0.3315 [4.069]	0.3315 [4.069]	0.3194 [4.069]	0.3194 [4.069]	0.338 [4.069]	0.338 [4.069]	0.2786 [4.483]	0.2786 [4.483]	0.2786 [4.483]	0.2786 [4.483]	0.2786 [4.483]
Female	0.8624 [3.445]	0.8801 [3.321]	0.7104 [3.422]	0.7139 [3.422]	0.5952 [4.069]	0.5973 [4.069]	0.6685 [4.069]	0.6685 [4.069]	0.6806 [4.069]	0.6806 [4.069]	0.6615 [4.069]	0.6615 [4.069]	0.7214 [4.483]	0.7214 [4.483]	0.7214 [4.483]	0.7214 [4.483]	0.7214 [4.483]
Vote history: Equal to state median	0.1938 [3.953]	0.198 [3.988]	0.1897 [4.462]	0.1897 [4.462]	0.1603 [3.661]	0.1608 [3.661]	0.1598 [3.661]	0.1598 [3.661]	0.2425 [4.451]	0.2425 [4.451]	0.2661 [4.451]	0.2661 [4.451]	0.2661 [4.451]	0.2661 [4.451]	0.2661 [4.451]	0.2661 [4.451]	0.2661 [4.451]
Vote history: Below state median	0.4899 [4.899]	0.4854 [4.854]	0.4995 [4.995]	0.4995 [4.995]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]	0.4883 [4.883]
Vote history: Above state median	0.2061 [4.405]	0.1936 [4.184]	0.2275 [4.184]	0.2275 [4.184]	0.2331 [4.231]	0.2337 [4.231]	0.1997 [4.231]	0.1997 [4.231]	0.2003 [4.483]	0.2003 [4.483]	0.1868 [4.483]	0.1868 [4.483]	0.1868 [4.483]	0.1868 [4.483]	0.1868 [4.483]	0.1868 [4.483]	0.1868 [4.483]
Observations	13514	692	140407	6990	196482	9886	186596	8768	191886	9673	182213	5105	139888	7003	105794	5270	100524

Table A4: Summary Statistics by State (2 of 2: Kentucky to Wisconsin). Cells contain weighted means and weighted standard deviations in brackets.

Variable	KY		LA		ME		MI		NC		NH		SD		TX		WI	
	All	Treat	All	Treat	All	Treat	All	Treat	All	Treat	All	Treat	All	Treat	All	Treat	All	Treat
Age (imputed with sample mean if missing)	21.5116	21.8223	21.5059	21.8223	21.5059	21.8223	21.5059	21.8223	21.5059	21.8223	21.5059	21.8223	21.5059	21.8223	21.5059	21.8223	21.5059	21.8223
Age squared divided by 100	[17.7324]	[17.8092]	[16.1622]	[16.1957]	[17.9143]	[18.0424]	[16.0776]	[16.0868]	[17.8256]	[18.0424]	[16.0776]	[16.0868]	[17.8256]	[18.0424]	[16.0776]	[16.0868]	[17.8256]	[18.0424]
Missing age	[0.019]	[0.002]	[0.003]	[0.004]	[0.003]	[0.004]	[0.003]	[0.004]	[0.003]	[0.004]	[0.003]	[0.004]	[0.003]	[0.004]	[0.003]	[0.004]	[0.003]	[0.004]
Voted in 2006: 1=Yes, 0=No	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]
Voted in 2008: 1=Yes, 0=No	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]
Voted in 2009: 1=Yes, 0=No	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]
Voted in 2010: 1=Yes, 0=No	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]
Voted in 2011: 1=Yes, 0=No	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]
Voted in 2012: 1=Yes, 0=No	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]
Voted in 2013: 1=Yes, 0=No	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]	[0.852]	[0.869]
Race: White	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]	[0.706]
Race: Black	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]	[0.2367]
Race: Hispanic	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]	[0.0033]
Race: Other	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]	[0.0346]
Not Married	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]	[0.8962]
Married	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]	[0.1038]
Not Female	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]	[0.5139]
Female	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]	[0.4861]
Vote history: Equal to state median	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]	[0.2172]
Vote history: Below state median	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]	[0.6019]
Vote history: Above state median	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]	[0.1809]
Observations	265,889	143,571	271,532	143,571	271,532	143,571	271,532	143,571	271,532	143,571	271,532	143,571	271,532	143,571	271,532	143,571	271,532	143,571

C Additional Tables and Figures

Table A5: Unweighted ITT Estimates. This table presents estimates from unweighted estimates of the ITT effect of the report card treatment on turnout levels in the 2014 general election.

Variable	(1) Any Report Card	(2) Report Card by Vote History Stratum
Report Card Treatment	0.006*** (0.001)	0.006*** (0.002)
Report Card * Below State Median		0.000 (0.003)
Report Card * Above State Median		-0.002 (0.003)
Vote History: Below State Median	0.545 (0.410)	0.545 (0.410)
Vote History: Above State Median	0.404 (69.466)	0.404 (69.466)
Constant	-0.395 (0.403)	-0.396 (0.403)
Observations	1,969,899	1,969,899
R-squared	0.324	0.324
Weighted?	No	No
With Covariates?	Yes	Yes
With Vote History Stratum Fixed Effects?	Yes	Yes
With State Fixed Effects?	Yes	Yes
With State-Covariate Interactions?	Yes	Yes
With Stratum-Covariate Interactions?	Yes	Yes
With State-Stratum-Covariate Interactions?	Yes	Yes
Control Group Mean Turnout	0.311	0.311
Control Group Mean Turnout, Below State Median Stratum		0.123
Control Group Mean Turnout, At State Median Stratum		0.391
Control Group Mean Turnout, Above State Median Stratum		0.620

*** p<0.01, ** p<0.05, * p<0.1. Standard errors in parentheses

Table A6: Estimated ITT Effects of the Report Card Treatment on Turnout Levels in the 2014 General Election, by Known Vote History Stratum at Baseline

Variable	By Vote History Rating Relative to State Median		
	(1) Above Median	(2) Equal to Median	(3) Below Median
Report Card Treatment	0.004*** (0.001)	0.008*** (0.001)	0.007*** (0.001)
Constant	0.030 (0.197)	-0.190 (0.642)	0.217*** (0.059)
Observations	464,165	489,746	1,015,988
R-squared	0.180	0.147	0.190
Weighted?	Yes	Yes	Yes
With Covariates?	Yes	Yes	Yes
With State Fixed Effects?	Yes	Yes	Yes
With State-Covariate Interactions?	Yes	Yes	Yes
Control Group Mean Turnout	0.617	0.396	0.132

*** p<0.01, ** p<0.05, * p<0.1. Standard errors in parentheses.

Table A7: Sensitivity of ITT Effect Estimates to the Exclusion of Individual States. Each column reports the estimated ITT effect for the sample excluding subjects from the state listed in that column.

Variable	Outcome: <i>Voted in 2014</i> (<i>I=Yes, 0=No</i>)																	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	
	AK	AR	AZ	CO	FL	GA	IA	KS	KY	LA	ME	MI	NC	NH	SD	TX	WI	
A. ITT Estimates																		
Report Card Treatment	0.007 (0.001)	0.007 (0.001)	0.007 (0.001)	0.007 (0.001)	0.006 (0.001)	0.007 (0.001)	0.007 (0.001)	0.007 (0.001)	0.006 (0.001)	0.007 (0.001)	0.006 (0.001)	0.007 (0.001)	0.007 (0.001)	0.007 (0.001)	0.006 (0.001)	0.006 (0.001)	0.006 (0.001)	0.006 (0.001)
Constant	-0.051 (0.121)	-0.154 (0.537)	-0.155 (0.561)	-0.154 (0.539)	-0.149 (0.539)	-0.154 (0.542)	-0.154 (0.542)	-0.155 (0.541)	-0.153 (0.545)	-0.154 (0.541)	-0.154 (0.542)	-0.154 (0.542)	-0.153 (0.538)	-0.157 (0.540)	-0.154 (0.542)	-0.154 (0.541)	-0.164 (0.529)	-0.164 (0.529)
Observations	1,956,385	1,829,492	1,773,417	1,794,666	1,778,013	1,934,415	1,829,911	1,864,105	1,684,010	1,921,325	1,904,141	1,919,797	1,743,285	1,937,868	1,940,188	1,964,619	1,742,747	1,742,747
R-squared	0.326	0.338	0.308	0.333	0.330	0.327	0.329	0.323	0.323	0.323	0.325	0.326	0.331	0.328	0.326	0.326	0.314	0.314
With Covariates?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
With Vote History Stratium Fixed Effects?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
With Stratium-Covariate Interactions?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Control Group Mean Turnout	0.310	0.313	0.339	0.313	0.310	0.313	0.319	0.308	0.315	0.309	0.311	0.313	0.310	0.310	0.313	0.312	0.279	0.279
B. ITT Estimates by Vote History Stratium																		
Report Card Treatment	0.008 (0.001)	0.009 (0.001)	0.009 (0.001)	0.008 (0.001)	0.006 (0.001)	0.008 (0.001)	0.008 (0.001)	0.008 (0.001)	0.005 (0.001)	0.007 (0.001)	0.007 (0.001)	0.008 (0.001)	0.009 (0.001)	0.008 (0.001)	0.008 (0.001)	0.007 (0.001)	0.008 (0.001)	0.008 (0.001)
Report Card * Below State Median	-0.001 (0.001)	-0.002 (0.001)	-0.001 (0.001)	-0.001 (0.001)	0.001 (0.001)	-0.001 (0.001)	-0.001 (0.001)	-0.001 (0.001)	0.002 (0.001)	-0.000 (0.001)	-0.001 (0.001)	-0.001 (0.001)	-0.002 (0.001)	-0.001 (0.001)	-0.001 (0.001)	-0.001 (0.001)	-0.001 (0.001)	-0.002 (0.001)
Report Card * Above State Median	-0.004 (0.002)	-0.004 (0.002)	-0.005 (0.002)	-0.003 (0.002)	-0.003 (0.002)	-0.003 (0.002)	-0.004 (0.002)	-0.003 (0.002)	-0.001 (0.002)	-0.003 (0.002)	-0.003 (0.002)	-0.003 (0.002)	-0.004 (0.002)	-0.003 (0.002)	-0.003 (0.002)	-0.003 (0.002)	-0.005 (0.002)	-0.005 (0.002)
Vote History: Below State Median	-0.100 (0.130)	0.376 (0.542)	0.376 (0.566)	0.375 (0.544)	0.368 (0.544)	0.374 (0.546)	0.375 (0.548)	0.375 (0.548)	0.371 (0.549)	0.374 (0.546)	0.374 (0.547)	0.375 (0.547)	0.375 (0.543)	0.377 (0.545)	0.375 (0.547)	0.374 (0.546)	0.384 (0.534)	0.384 (0.534)
Vote History: Above State Median	0.033 (0.199)	0.033 (0.198)	-0.631 (0.804)	0.032 (0.199)	-0.926 (0.443)	-0.925 (0.445)	0.032 (0.200)	-0.925 (0.444)	-0.928 (0.447)	-1.630 (1.455)	0.032 (0.199)	-0.545 (1.330)	-0.924 (0.442)	-0.779 (0.414)	-0.116 (0.192)	-0.103 (0.426)	-0.926 (0.434)	-0.926 (0.434)
Constant	-0.052 (0.121)	-0.158 (0.537)	-0.158 (0.561)	-0.157 (0.539)	-0.149 (0.539)	-0.156 (0.542)	-0.157 (0.544)	-0.156 (0.541)	-0.152 (0.545)	-0.155 (0.541)	-0.155 (0.542)	-0.156 (0.542)	-0.156 (0.538)	-0.159 (0.540)	-0.156 (0.542)	-0.156 (0.541)	-0.167 (0.529)	-0.167 (0.529)
Observations	1,956,385	1,829,492	1,773,417	1,794,666	1,778,013	1,934,415	1,829,911	1,864,105	1,684,010	1,921,325	1,904,141	1,919,797	1,743,285	1,937,868	1,940,188	1,964,619	1,742,747	1,742,747
R-squared	0.326	0.338	0.308	0.333	0.330	0.327	0.329	0.323	0.323	0.323	0.325	0.326	0.331	0.328	0.326	0.326	0.314	0.314
With Covariates?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
With Vote History Stratium Fixed Effects?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
With Stratium-Covariate Interactions?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Control Group Mean Turnout	0.310	0.313	0.339	0.313	0.310	0.313	0.319	0.308	0.315	0.309	0.311	0.313	0.310	0.310	0.313	0.312	0.279	0.279
Control Group Mean Turnout, Below State Median Stratium	0.130	0.132	0.147	0.129	0.134	0.133	0.137	0.134	0.139	0.131	0.132	0.134	0.136	0.129	0.133	0.132	0.104	0.104
Control Group Mean Turnout, At State Median Stratium	0.394	0.398	0.419	0.399	0.403	0.397	0.403	0.397	0.390	0.390	0.393	0.399	0.396	0.393	0.398	0.396	0.367	0.367
Control Group Mean Turnout, Above State Median Stratium	0.616	0.624	0.665	0.618	0.611	0.618	0.621	0.608	0.603	0.612	0.615	0.618	0.613	0.617	0.618	0.617	0.593	0.593

Standard error in parentheses. Estimates for control variables and interaction terms omitted due to space constraints.

Table A8: Estimated Difference in the Effect of Sending a Report Card on Turnout in the 2014 General Election between High and Low Salience Electoral Contexts

Variable	(1) Outcome: Voting in 2014
Report Card Treatment	0.008*** (0.001)
High Salience Context	-0.308 (0.543)
Treatment * High Salience Context	-0.004*** (0.001)
Constant	0.158*** (0.047)
Observations	1,969,899
R-squared	0.326
Weighted?	Yes
With Covariates?	Yes
With Vote History Stratum Fixed Effects?	Yes
With Stratum-Covariate Interactions?	Yes
Control Group in Lower-Salience Contexts Mean Turnout	0.320
Standard errors in parentheses	
*** p<0.01, ** p<0.05, * p<0.1	

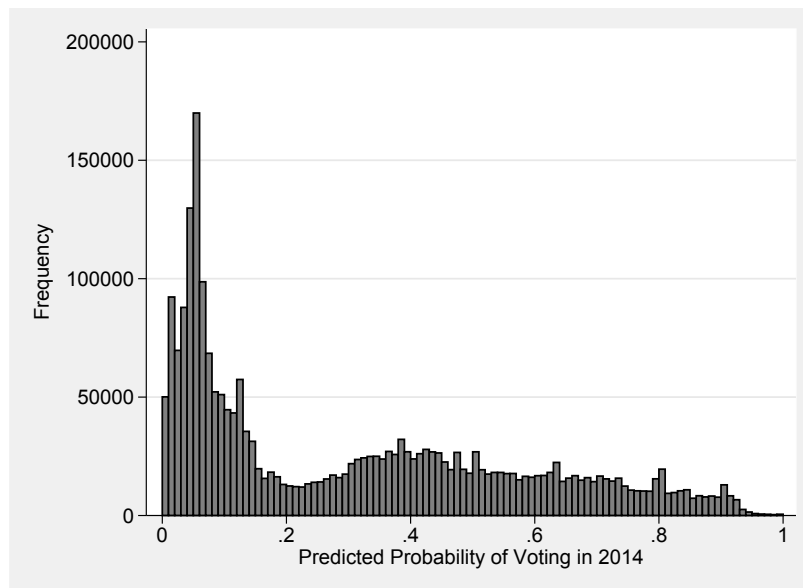
D Heterogeneous Effects by Predicted Baseline Propensity to Vote

We leverage the large sample size of the experiment to explore heterogeneous effects of sending a report card mailer on turnout in the 2014 election by subjects' baseline probability of voting in the election. To do so, we implement the following procedure. We first use ordinary least squares to model turnout in the 2014 election as a function of all of the control variables from Equation 1 (except the three-way state-stratum-covariate interaction terms, because the logit does not converge when three-way-interactions are included, thus we exclude them from the model specification.) among the control group only. Table A9 presents the full estimation results from the model predicting 2014 turnout as a function of pre-treatment covariates among the control group.

Using the estimates from this model, we predict turnout in the 2014 midterm election across the full analysis sample. Higher values of this predicted vote score correspond to a higher probability each subject will vote in the 2014 midterm election at baseline in the absence of treatment. We bin the baseline predicted vote score measure by identifying 20 quantiles as cutpoints and we estimate Equation 1 for each interval created to identify the ITT effect of the report card treatment on turnout by subjects' baseline probability of voting in 2014.

Figure A2 presents the distribution of the predicted probability of voting in the 2014 election at baseline for all subjects in the analysis sample. The distribution is right-skewed where a large percentage of the subjects have a predicted probability of voting in 2014 that is below 20% and almost no subjects have a predicted probability of voting in 2014 that is greater than 90%. This distribution is expected in light of the enrollment procedures used by the VPC to target historically underrepresented groups with low baseline political participation rates as subjects for the experiment.

Figure A2: Histogram of the Predicted Baseline Probability of Voting in the 2014 General Election



We bin the predicted baseline probability of voting in 2014 where cutpoints are defined by the 20 quantiles of the continuous variable and estimate Equation 1 separately for each bin of the coarsened predicted vote variable. Figure A3 plots the estimated ITT effect of sending the report card mailer on turnout in 2014 at the midpoint of each bin with 95% confidence intervals. The figure also includes a horizontal line showing the pooled ITT estimate at 0.7 percentage points (from Table 4). While we observe variation in

Table A9: Predicting the Probability of Voting in the 2014 General Election among the Control Group. The model shown in Column 2 presents the primary specification used to predict the probability of voting in 2014 across all subjects.

Variable	(1) Logit with No Interactions	(2) Logit with Two-Way Interactions	(3) OLS with Two-Way Interactions
Age (imputed with sample mean if missing)	0.050*** (0.003)	0.068 (0.057)	0.016 (0.010)
Age squared divided by 100	-0.043*** (0.003)	-0.081 (0.050)	-0.018** (0.008)
Missing age	-0.305*** (0.047)	-0.362*** (0.056)	-0.061*** (0.009)
Voted in 2006: 1=Yes, 0=No	0.436*** (0.022)	-0.096 (0.237)	0.019 (0.039)
Voted in 2008: 1=Yes, 0=No	0.124*** (0.021)	0.106 (0.202)	0.031 (0.034)
Voted in 2009: 1=Yes, 0=No	0.300*** (0.055)	0.029 (0.124)	0.160*** (0.059)
Voted in 2010: 1=Yes, 0=No	0.851*** (0.023)	0.443* (0.230)	0.131*** (0.039)
Voted in 2011: 1=Yes, 0=No	0.775*** (0.035)	0.963*** (0.084)	0.217 (0.178)
Voted in 2012: 1=Yes, 0=No	1.772*** (0.024)	0.780*** (0.223)	0.272*** (0.038)
Voted in 2013: 1=Yes, 0=No	1.603*** (0.050)	0.196 (1.421)	0.348 (6.736.407)
Race: Black	0.019 (0.019)	-0.682** (0.291)	-0.138*** (0.049)
Race: Hispanic	-0.349*** (0.030)	-0.483 (0.345)	-0.122** (0.059)
Race: Other	-0.321*** (0.037)	-0.531 (0.329)	-0.134** (0.056)
Married	0.316*** (0.022)	0.302 (0.308)	0.095* (0.052)
Female	0.050*** (0.018)	-0.243 (0.308)	-0.044 (0.053)
State: AR	-1.204*** (0.096)	-3.097* (1.638)	-0.474* (0.276)
State: AZ	-2.520*** (0.103)	-4.308*** (1.668)	-0.383 (0.276)
State: CO	-1.067*** (0.096)	-1.846 (1.636)	-0.252 (0.276)
State: FL	-1.214*** (0.095)	-2.895* (1.638)	-0.422 (0.276)
State: GA	-1.381*** (0.099)	-3.645** (1.655)	-0.506* (0.277)
State: IA	-1.520*** (0.097)	-3.070* (1.644)	-0.393 (0.276)
State: KS	-1.127*** (0.097)	-3.940** (1.688)	-0.490* (0.281)
State: KY	-1.156*** (0.094)	-2.983* (1.631)	-0.380 (0.275)
State: LA	-0.589*** (0.103)	-3.240* (1.697)	-0.454 (0.284)
State: ME	-1.159*** (0.104)	-3.303** (1.665)	-0.445 (0.279)
State: MI	-1.673*** (0.097)	-3.640** (1.649)	-0.463* (0.276)
State: NC	-1.303*** (0.092)	-3.749** (1.626)	-0.501* (0.274)
State: NH	-1.071*** (0.105)	-2.385 (1.934)	-0.371 (0.326)
State: SD	-1.362*** (0.116)	-3.258* (1.723)	-0.423 (0.285)
State: TX	-0.852*** (0.179)	-3.151 (2.028)	-0.484 (0.335)
State: WI	-0.848*** (0.092)	-2.074 (1.630)	-0.300 (0.275)
Vote history: Below state median	-0.103*** (0.028)	-0.508 (0.398)	0.114* (0.063)
Vote history: Above state median	0.159*** (0.025)	-0.733* (0.409)	-0.201*** (0.065)
Constant	-2.415*** (0.114)	-0.356 (1.631)	0.222 (0.275)
Observations	128,008	128,002	128,008
Pseudo R-squared	0.272	0.281	
Log Likelihood	-57774	-57033	
R-squared			0.319
With State-Covariate Interactions?	No	Yes	Yes
With State-Stratum Interactions?	No	Yes	Yes
With Stratum-Covariate Interactions?	No	Yes	Yes
With State-Stratum-Covariate Interactions?	No	No	No

*** p<0.01, ** p<0.05, * p<0.1. Standard errors in parentheses

the estimated ITT effect across bins, most estimates are positive and all of the estimates are statistically indistinguishable from the pooled ITT estimate of 0.7 percentage points.

Figure A3: ITT Effect of the Report Card by Predicted Baseline Probability of Voting in 2014, Binned at 20 Quantiles. The solid horizontal line is the pooled ITT estimate (0.7 percentage points).

