

Supplemental Appendix for:

Do Subtle Linguistic Interventions Priming a Social Identity as a Voter Have Outsized Effects on Voter Turnout? Evidence from a New Replication Experiment

FOR ONLINE PUBLICATION ONLY

May 12, 2017

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A BRYAN ET AL. (2011) TREATMENT SCRIPTS

Experiment 1:

i) How important is it to you to (vote/be a voter) in the upcoming election?

- Not at all important
- Not too important
- Neither important nor unimportant
- Somewhat important
- Extremely important

ii) How much do you care about (voting/being a voter) in the upcoming election?

- Not at all
- Not too much
- Neither care nor don't care
- Somewhat
- Very much

iii) How much do you want to (vote/be a voter) in the upcoming election?

- Not at all
- Not too much
- Neither want nor don't want
- Somewhat
- Very much

iv) How personally relevant is it to you to (vote/be a voter) in the upcoming election?

- Not at all relevant
- Not too relevant
- Neither relevant nor irrelevant
- Somewhat relevant
- Extremely relevant

v) How difficult or easy do you think it is to (vote/be a voter) in the upcoming election?

- Very difficult
- Somewhat difficult
- Neither difficult nor easy
- Somewhat easy
- Very easy

vi) How convenient do you think it is to (vote/be a voter) in the upcoming election?

- Not at all convenient
- Not too convenient
- Neither convenient nor inconvenient

- Somewhat convenient
 - Extremely convenient
- vii) How consistent are your thoughts and feelings about (voting/being a voter) in the upcoming election?
- Not at all consistent
 - Not too consistent
 - Neither consistent nor inconsistent
 - Somewhat consistent
 - Extremely consistent
- viii) How clear are your thoughts and feelings about (voting/being a voter) in the upcoming election?
- Not at all clear
 - Not too clear
 - Neither clear nor unclear
 - Somewhat clear
 - Extremely clear
- ix) To what extent are your *thoughts* about (voting/being a voter) in the upcoming election the same as your *feelings* about (voting/being a voter)?
- Not at all
 - Not too much
 - Neither the same nor not the same
 - Somewhat
 - Very much
- x) To what extent do your *thoughts* about (voting/being a voter) in the upcoming election differ from your *feelings* about (voting/being a voter)?
- Not at all
 - Not too much
 - Neither differ not do not differ
 - Somewhat
 - Very much

Experiment 3: [Note: the second experiment uses the same language except for minor word changes and always refers to “tomorrow’s” election]

- i) How important is it to you to (vote/be a voter) in (tomorrow’s/today’s) election?
- Not at all important
 - Not too important
 - Neither important nor unimportant
 - Somewhat important

- Extremely important
- ii) How much do you care about (voting/being a voter) in (tomorrow's/today's) election?
- Not at all
 - Not too much
 - Neither care nor don't care
 - Somewhat
 - Very much
- iii) How much do you want to (vote/be a voter) in (tomorrow's/today's) election?
- Not at all
 - Not too much
 - Neither want nor don't want
 - Somewhat
 - Very much
- iv) How personally relevant is it to you to (vote/be a voter) in (tomorrow's/today's) election?
- Not at all relevant
 - Not too relevant
 - Neither relevant nor irrelevant
 - Somewhat relevant
 - Extremely relevant
- v) How easy do you think it is to (vote/be a voter) in (tomorrow's/today's) election?
- Very difficult
 - Somewhat difficult
 - Neither difficult nor easy
 - Somewhat easy
 - Very easy
- vi) How convenient do you think it is to (vote/be a voter) in (tomorrow's/today's) election?
- Not at all convenient
 - Not too convenient
 - Neither convenient nor inconvenient
 - Somewhat convenient
 - Extremely convenient
- vii) How consistent are your thoughts and feelings about (voting/being a voter) in (tomorrow's/today's) election?
- Not at all consistent
 - Not too consistent
 - Neither consistent nor inconsistent
 - Somewhat consistent

- Extremely consistent

viii) How clear are your thoughts and feelings about (voting/being a voter) in (tomorrow's/today's) election?

- Not at all clear
- Not too clear
- Neither clear nor unclear
- Somewhat clear
- Extremely clear

ix) To what extent are your *thoughts* about (voting/being a voter) in (tomorrow's/today's) election the same as your *feelings* about (voting/being a voter)?

- Not at all
- Not too much
- Neither the same nor not the same
- Somewhat
- Very much

x) To what extent do your *thoughts* about (voting/being a voter) in (tomorrow's/today's) election differ from your *feelings* about (voting/being a voter)?

- Not at all
- Not too much
- Neither differ not do not differ
- Somewhat
- Very much

B GERBER ET AL. (2015) REPLICATION STUDY TELEPHONE TREATMENT SCRIPTS

VAR 1 – STATE

VAR 2 – DAY

VAR 3 – DATE

Hi, could I speak to [name1] or [name2] please? (please enter id number of target reached)

Hi. My name is [interviewer's first name], and I'm conducting a university research survey of registered voters. You can help us a lot by answering just a few questions. The survey is voluntary and you don't have to answer questions you don't want to. I'm not selling anything, and the entire questionnaire will take fewer than two minutes to complete.

Are you currently a resident of [VAR1]?

- | | | |
|----|-----------------------|--|
| 01 | Yes | <i>GO TO RANDOMLY ASSIGNED TREATMENT</i> |
| 02 | No | <i>Thank you for your help. Goodbye.</i> |
| 03 | Other | <i>Thank you for your help. Goodbye.</i> |
| 04 | Wouldn't Disclose | <i>Thank you for your help. Goodbye.</i> |
| 20 | Declined Conversation | <i>Thank you for your help. Goodbye.</i> |
| 21 | Do not call | <i>Thank you for your help. Goodbye.</i> |

LABELED AS VOTING TREATMENT

This [VAR2] [VAR1] will be holding primary elections to select which candidates will be on the ballot this November. Were you aware that [VAR1]'s primary elections will be held this [VAR2]?

- | | | |
|----|---------|--|
| 1 | Yes | <i>GO TO Q35</i> |
| 2 | No | <i>GO TO Q35</i> |
| 96 | Other | <i>GO TO Q35</i> |
| 98 | Refused | <i>GO TO Q35</i> |
| 99 | Hung up | <i>Thank you for your help. Goodbye.</i> |

How important is it to you to vote in the upcoming primary election?

- | | | |
|----|-----------------------------------|--|
| 1 | Not at all important | |
| 2 | Not too important | |
| 3 | Neither important nor unimportant | |
| 4 | Somewhat important | |
| 5 | Extremely important | |
| 96 | Other | |
| 98 | Refused | |
| 99 | Hung up | <i>Thank you for your help. Goodbye.</i> |

How much do you care about voting in the upcoming primary election?

- 1 Not at all
- 2 Not too much
- 3 Neither care nor don't care
- 4 Somewhat
- 5 Very much
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How much do you want to vote in the upcoming primary election?

- 1 Not at all
- 2 Not too much
- 3 Neither want nor don't want
- 4 Somewhat
- 5 Very much
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How personally relevant is it to you to vote in the upcoming primary election?

- 1 Not at all relevant
- 2 Not too relevant
- 3 Neither relevant nor irrelevant
- 4 Somewhat relevant
- 5 Extremely relevant
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How difficult or easy do you think it is to vote in the upcoming primary election?

- 1 Very difficult
- 2 Somewhat difficult
- 3 Neither difficult nor easy
- 4 Somewhat easy
- 5 Very easy
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How convenient do you think it is to vote in the upcoming primary election?

- 1 Not at all convenient
- 2 Not too convenient
- 3 Neither convenient nor inconvenient
- 4 Somewhat convenient
- 5 Extremely convenient
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How consistent are your thoughts and feelings about voting in the upcoming primary election?

- 1 Not at all consistent
- 2 Not too consistent
- 3 Neither consistent nor inconsistent
- 4 Somewhat consistent
- 5 Extremely consistent
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How clear are your thoughts and feelings about voting in the upcoming primary election?

- 1 Not at all clear
- 2 Not too clear
- 3 Neither clear nor unclear
- 4 Somewhat clear
- 5 Extremely clear
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

To what extent are your thoughts about voting in the upcoming primary election the same as your feelings about voting?

- 1 Not at all
- 2 Not too much
- 3 Neither the same nor not the same
- 4 Somewhat
- 5 Very much
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

To what extent do your thoughts about voting in the upcoming primary election differ from your feelings about voting?

- | | | |
|----|-------------------------------|--|
| 1 | Not at all | <i>Thank you for your help. Goodbye.</i> |
| 2 | Not too much | <i>Thank you for your help. Goodbye.</i> |
| 3 | Neither differ nor not differ | <i>Thank you for your help. Goodbye.</i> |
| 4 | Somewhat | <i>Thank you for your help. Goodbye.</i> |
| 5 | Very much | <i>Thank you for your help. Goodbye.</i> |
| 96 | Other | <i>Thank you for your help. Goodbye.</i> |
| 98 | Refused | <i>Thank you for your help. Goodbye.</i> |
| 99 | Hung up | <i>Thank you for your help. Goodbye.</i> |

LABELED AS BEING A VOTER TREATMENT

This [VAR2] [VAR1] will be holding primary elections to select which candidates will be on the ballot this November. Were you aware that [VAR1]'s primary elections will be held this [VAR2]?

- | | | |
|----|---------|--|
| 1 | Yes | <i>GO TO Q35</i> |
| 2 | No | <i>GO TO Q35</i> |
| 96 | Other | <i>GO TO Q35</i> |
| 98 | Refused | <i>GO TO Q35</i> |
| 99 | Hung up | <i>Thank you for your help. Goodbye.</i> |

How important is it to you to be a voter in the upcoming primary election?

- | | | |
|----|-----------------------------------|--|
| 1 | Not at all important | |
| 2 | Not too important | |
| 3 | Neither important nor unimportant | |
| 4 | Somewhat important | |
| 5 | Extremely important | |
| 96 | Other | |
| 98 | Refused | |
| 99 | Hung up | <i>Thank you for your help. Goodbye.</i> |

How much do you care about being a voter in the upcoming primary election?

- | | | |
|----|-----------------------------|--|
| 1 | Not at all | |
| 2 | Not too much | |
| 3 | Neither care nor don't care | |
| 4 | Somewhat | |
| 5 | Very much | |
| 96 | Other | |
| 98 | Refused | |
| 99 | Hung up | <i>Thank you for your help. Goodbye.</i> |

How much do you want to be a voter in the upcoming primary election?

- 1 Not at all
- 2 Not too much
- 3 Neither want nor don't want
- 4 Somewhat
- 5 Very much
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How personally relevant is it to you to be a voter in the upcoming primary election?

- 1 Not at all relevant
- 2 Not too relevant
- 3 Neither relevant nor irrelevant
- 4 Somewhat relevant
- 5 Extremely relevant
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How difficult or easy do you think it is to be a voter in the upcoming primary election?

- 1 Very difficult
- 2 Somewhat difficult
- 3 Neither difficult nor easy
- 4 Somewhat easy
- 5 Very easy
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How convenient do you think it is to be a voter in the upcoming primary election?

- 1 Not at all convenient
- 2 Not too convenient
- 3 Neither convenient nor inconvenient
- 4 Somewhat convenient
- 5 Extremely convenient
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How consistent are your thoughts and feelings about being a voter in the upcoming primary election?

- 1 Not at all consistent
- 2 Not too consistent
- 3 Neither consistent nor inconsistent
- 4 Somewhat consistent
- 5 Extremely consistent
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

How clear are your thoughts and feelings about being a voter in the upcoming primary election?

- 1 Not at all clear
- 2 Not too clear
- 3 Neither clear nor unclear
- 4 Somewhat clear
- 5 Extremely clear
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

To what extent are your thoughts about being a voter in the upcoming primary election the same as your feelings about being a voter?

- 1 Not at all
- 2 Not too much
- 3 Neither the same nor not the same
- 4 Somewhat
- 5 Very much
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

To what extent do your thoughts about being a voter in the upcoming primary election differ from your feelings about being a voter?

- 1 Not at all
- 2 Not too much
- 3 Neither differ nor not differ
- 4 Somewhat
- 5 Very much
- 96 Other
- 98 Refused
- 99 Hung up

Thank you for your help. Goodbye.

Thank you for your help. Goodbye.

Thank you for your help. Goodbye.

Thank you for your help. Goodbye.

Thank you for your help. Goodbye.

Thank you for your help. Goodbye.

Thank you for your help. Goodbye.

Thank you for your help. Goodbye.

PLACEBO

How many times in the last fourteen days have you been to the grocery store?

- | | | |
|----|---|--|
| 1 | Response provided
[do not record response] | <i>Thank you for your help. Goodbye.</i> |
| 96 | Other | <i>Thank you for your help. Goodbye.</i> |
| 97 | Don't Know | <i>GO TO NEXT QUESTION.</i> |
| 98 | Refused | <i>GO TO NEXT QUESTION.</i> |
| 99 | Hung up | <i>Thank you for your help. Goodbye.</i> |

If you had to guess, how many times in the last fourteen days have you been to the grocery store?

- | | | |
|----|---|--|
| 1 | Response provided
[do not record response] | <i>Thank you for your help. Goodbye.</i> |
| 97 | Don't Know | <i>Thank you for your help. Goodbye.</i> |
| 98 | Refused | <i>Thank you for your help. Goodbye.</i> |
| 99 | Hung up | <i>Thank you for your help. Goodbye.</i> |

INFORMATION-ONLY GOTV TREATMENT

This [VAR2] [VAR1] will be holding primary elections to select which candidates will be on the ballot this November. Many [VAR1] citizens are expected to turnout for this [VAR2]'s election. Were you aware that [VAR1]'s primary elections will be held this [VAR2]?

- | | | |
|----|---------|--|
| 1 | Yes | <i>Thank you for your help. Goodbye.</i> |
| 2 | No | <i>Thank you for your help. Goodbye.</i> |
| 96 | Other | <i>Thank you for your help. Goodbye.</i> |
| 98 | Refused | <i>Thank you for your help. Goodbye.</i> |
| 99 | Hung up | <i>Thank you for your help. Goodbye.</i> |

C DESCRIPTION OF TREATMENTS FOR PRESENT STUDY

C.1 Survey Instrument and Treatment Scripts

Logic: For all below questions where [DAY] appears:

In Kentucky, Mississippi, and Houston (Election Day is Tuesday, November 3):

- Insert “Tuesday’s” for respondents who complete survey on Saturday or Sunday
- Insert “tomorrow’s” for those who do so on Monday
- Insert “today’s” for those who do so on Tuesday

In Louisiana (Election Day is Saturday, November 21)

- Insert “Saturday’s” for respondents who complete survey on Wednesday or Thursday
- Insert “tomorrow’s” for those who do so on Friday
- Insert “today’s” for those who do so on Saturday

CONSENT

You are invited to participate in a research study that will take approximately 5 minutes. You will be asked to answer some questions about yourself and your views. Your participation in this survey is completely voluntary, and you may choose to end your participation at any time. All of your identifying information and choices will be kept confidential. There are no known risks associated with this study beyond those associated with everyday life. If you have any questions about this research, its procedures, risks and benefits, you may contact [PI NAME] [PI CONTACT INFO]. If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about your rights as a participant, please contact the [IRB NAME] [IRB CONTACT INFO]. You may also write to the [IRB NAME: IRB ADDRESS]. If you would like to participate, simply select the “I agree to participate” button below to start the survey.

consent

- I agree to participate
- I do not agree to participate

Branch: If no consent, screen out. Else continue to screening questions.

SCREENING QUESTIONS

zip

What is the 5-digit zip code where you live?

[Text box; numeric]

birthyear

In what year were you born?

[Drop down, including “I’d prefer not to say”]

regstatus

Are you registered to vote at your current address?

- Yes
- No
- Don’t Know

name

What is your full name?

First name: [Text box]

Last name: [Text box]

Branch:

- If respondent reports a zip code not in target zip codes (Kentucky, Louisiana, Mississippi, or Houston) stored in a master list of zip codes, screen out.
- If respondent is not 18+ based on reported year of birth, screen out.
- If respondent does not report being registered to vote, screen out.
- If respondent does not provide at least 2 characters each for first name and last name fields, screen out.
- If respondent provides consent and passes all screening questions, admit respondent into experiment as a subject.

Randomize:

- Randomly assign subjects admitted into experiment to the noun or verb block with equal probability.

NOUN BLOCK

How important is it to you to be a voter in [DAY] election?

1. Not at all important
2. Not too important
3. Neither important nor unimportant
4. Somewhat important
5. Extremely important

How much do you care about being a voter in [DAY] election?

1. Care not at all
2. Care not too much
3. Neither care nor don’t care
4. Care somewhat
5. Care very much

How much do you want to be a voter in [DAY] election?

1. Don't want at all
2. Don't want too much
3. Neither want nor don't want
4. Want somewhat
5. Want very much

How personally relevant is it to you to be a voter in [DAY] election?

1. Not at all relevant
2. Not too relevant
3. Neither relevant nor irrelevant
4. Somewhat relevant
5. Extremely relevant

How easy do you think it is to be a voter in [DAY] election?

1. Very difficult
2. Somewhat difficult
3. Neither difficult nor easy
4. Somewhat easy
5. Very easy

How convenient do you think it is to be a voter in [DAY] election?

1. Not at all convenient
2. Not too convenient
3. Neither convenient nor inconvenient
4. Somewhat convenient
5. Extremely convenient

How consistent are your thoughts and feelings about being a voter in [DAY] election?

1. Not at all consistent
2. Not too consistent
3. Neither consistent nor inconsistent
4. Somewhat consistent
5. Extremely consistent

How clear are your thoughts and feelings about being a voter in [DAY] election?

1. Not at all clear
2. Not too clear
3. Neither clear nor unclear
4. Somewhat clear
5. Extremely clear

To what extent are your thoughts about being a voter in [DAY] election the same as your feelings about being a voter?

1. Not at all the same
2. Not too similar
3. Neither the same nor different

4. Somewhat similar
5. Very much the same

To what extent are your thoughts about being a voter in [DAY] election different from your feelings about being a voter?

1. Not at all different
2. Not too different
3. Neither different nor the same
4. Somewhat different
5. Very different

VERB BLOCK

How important is it to you to vote in [DAY] election?

1. Not at all important
2. Not too important
3. Neither important nor unimportant
4. Somewhat important
5. Extremely important

How much do you care about voting in [DAY] election?

1. Care not at all
2. Care not too much
3. Neither care nor don't care
4. Care somewhat
5. Care very much

How much do you want to vote in [DAY] election?

1. Don't want at all
2. Don't want too much
3. Neither want nor don't want
4. Want somewhat
5. Want very much

How personally relevant is it to you to vote in [DAY] election?

1. Not at all relevant
2. Not too relevant
3. Neither relevant nor irrelevant
4. Somewhat relevant
5. Extremely relevant

How easy do you think it is to vote in [DAY] election?

1. Very difficult
2. Somewhat difficult
3. Neither difficult nor easy
4. Somewhat easy

5. Very easy

How convenient do you think it is to vote in [DAY] election?

1. Not at all convenient
2. Not too convenient
3. Neither convenient nor inconvenient
4. Somewhat convenient
5. Extremely convenient

How consistent are your thoughts and feelings about voting in [DAY] election?

1. Not at all consistent
2. Not too consistent
3. Neither consistent nor inconsistent
4. Somewhat consistent
5. Extremely consistent

How clear are your thoughts and feelings about voting in [DAY] election?

1. Not at all clear
2. Not too clear
3. Neither clear nor unclear
4. Somewhat clear
5. Extremely clear

To what extent are your thoughts about voting in [DAY] election the same as your feelings about voting?

1. Not at all the same
2. Not too similar
3. Neither the same nor different
4. Somewhat similar
5. Very much the same

To what extent are your thoughts about voting in [DAY] election different from your feelings about voting?

1. Not at all different
2. Not too different
3. Neither different nor the same
4. Somewhat different
5. Very different

EXIT

Thank you for your participation.

D ADDITIONAL TABLES AND FIGURES

D.1 Randomization Checks and Balance Tables for Main Analysis

Table A1: Randomization Checks. The table shows OLS estimates from a regression of assignment to noun wording (1=Noun, 0=Verb) on pre-treatment covariates, which is estimated separately for the YouGov and SSI samples to account for separate randomization procedures by sample. For both samples, we fail to reject the null hypothesis that pre-treatment covariates are jointly prognostic of treatment assignment (F-test p -values are .46 for both samples) and infer that the randomization procedures are valid.

VARIABLES	(1) YouGov Subsample	(2) SSI Subsample
State: Mississippi	-0.0757 [0.0949]	0.135 [0.107]
State: Texas (Houston only)		0.226 [0.151]
Date of Survey: Nov 01, 2015	-0.0589 [0.0449]	-0.0511 [0.0712]
Date of Survey: Nov 02, 2015	0.0272 [0.0572]	0.0362 [0.0500]
Date of Survey: Nov 19, 2015	0.00201 [0.0523]	-0.0225 [0.0886]
Date of Survey: Nov 20, 2015	-0.1000 [0.0688]	0.00244 [0.0733]
Date of Survey: Nov 21, 2015	0.0458 [0.0971]	0.154 [0.0980]
Gender: Male	0.103** [0.0410]	0.00425 [0.0527]
Gender: Unknown		-0.247 [0.202]
Race: Black	0.209** [0.0998]	-0.00677 [0.104]
Race: Hispanic	0.167 [0.291]	0.357 [0.513]
Race: Other	0.0426 [0.108]	0.144 [0.131]
Voted in 2004 General Election (1=Yes, 0=No)	0.0701 [0.0719]	0.142** [0.0620]
Voted in 2006 General Election (1=Yes, 0=No)	-0.00890 [0.0694]	-0.157** [0.0688]
Voted in 2008 General Election (1=Yes, 0=No)	0.0716 [0.0767]	-0.0489 [0.0638]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0672 [0.0632]	0.0496 [0.0649]
Voted in 2012 General Election (1=Yes, 0=No)	-0.173** [0.0690]	-0.0104 [0.0602]
Voted in 2014 General Election (1=Yes, 0=No)	0.104 [0.0696]	-0.0899 [0.0590]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.186 [0.257]	-0.159* [0.0907]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0819 [0.0552]	0.0766 [0.0681]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.00476 [0.230]	0.0308 [0.0620]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.00629 [0.0599]	-0.0876 [0.0664]
Voted in 2012 Primary Election (1=Yes, 0=No)	-0.0291 [0.0595]	-0.0517 [0.0716]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0331 [0.0612]	0.0900 [0.0663]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0177 [0.0617]	0.174** [0.0731]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0602 [0.229]	-0.0527 [0.0950]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.442 [0.361]	0.0697 [0.0968]
Days Before Election Day	-0.0281 [0.0202]	0.0486* [0.0293]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.237 [0.261]	
Constant	0.524*** [0.0584]	0.427*** [0.0539]
Observations	1,848	1,230
R-squared	0.053	0.067
F-statistic	1.050	1.010
F-test p-value	0.350	0.460

Standard errors in brackets
*** p<0.01, ** p<0.05, * p<0.1

Table A2: Balance Table: Unweighted Summary Statistics by Sample and Treatment Arm

Variable	YouGov			SSI			Pooled (YouGov + SSI)		
	Verb	Noun	Total	Verb	Noun	Total	Verb	Noun	Total
State: Kentucky	0.3716 [.4835]	0.376 [.4846]	0.3739 [.484]	0.4664 [.4993]	0.4281 [.4952]	0.4472 [.4974]	0.4103 [.492]	0.3965 [.4893]	0.4032 [.4906]
State: Louisiana	0.2646 [.4414]	0.3031 [.4598]	0.2846 [.4514]	0.2504 [.4336]	0.2488 [.4327]	0.2496 [.433]	0.2588 [.4381]	0.2818 [.45]	0.2706 [.4444]
State: Mississippi	0.2207 [.415]	0.1958 [.397]	0.2078 [.4058]	0.2013 [.4013]	0.189 [.3918]	0.1951 [.3965]	0.2128 [.4094]	0.1932 [.3949]	0.2027 [.4021]
State: Texas (Houston only)	0.143 [.3503]	0.125 [.3309]	0.1337 [.3404]	0.0818 [.2743]	0.1341 [.341]	0.1081 [.3107]	0.1181 [.3228]	0.1286 [.3348]	0.1235 [.329]
Date of Survey: Oct 31, 2015	0.2354 [.4245]	0.2333 [.4232]	0.2343 [.4237]	0.072 [.2587]	0.0743 [.2625]	0.0732 [.2605]	0.1688 [.3747]	0.171 [.3766]	0.1699 [.3756]
Date of Survey: Nov 01, 2015	0.223 [.4165]	0.176 [.3811]	0.1986 [.399]	0.1309 [.3376]	0.1131 [.317]	0.122 [.3274]	0.1855 [.3888]	0.1514 [.3585]	0.168 [.3739]
Date of Survey: Nov 02, 2015	0.1554 [.3625]	0.1646 [.371]	0.1602 [.3669]	0.3126 [.4639]	0.3586 [.48]	0.3358 [.4725]	0.2195 [.414]	0.2407 [.4276]	0.2303 [.4211]
Date of Survey: Nov 03, 2015	0.1216 [.327]	0.1229 [.3285]	0.1223 [.3277]	0.234 [.4237]	0.2052 [.4042]	0.2195 [.4141]	0.1674 [.3735]	0.1552 [.3622]	0.1611 [.3677]
Date of Survey: Nov 18, 2015	0.0935 [.2913]	0.1219 [.3273]	0.1082 [.3107]	0.0245 [.1549]	0.0291 [.1682]	0.0268 [.1616]	0.0654 [.2473]	0.0855 [.2797]	0.0757 [.2646]
Date of Survey: Nov 19, 2015	0.08 [.2714]	0.1 [.3002]	0.0904 [.2868]	0.0622 [.2417]	0.0549 [.228]	0.0585 [.2349]	0.0727 [.2598]	0.0823 [.275]	0.0776 [.2677]
Date of Survey: Nov 20, 2015	0.0597 [.237]	0.0437 [.2046]	0.0514 [.2209]	0.1146 [.3188]	0.1002 [.3005]	0.1073 [.3096]	0.0821 [.2745]	0.0659 [.2481]	0.0737 [.2614]
Date of Survey: Nov 21, 2015	0.0315 [.1748]	0.0375 [.1901]	0.0346 [.1829]	0.0491 [.2163]	0.0646 [.2461]	0.0569 [.2318]	0.0387 [.1929]	0.0481 [.2141]	0.0435 [.2041]
Gender: Female	0.4966 [.5003]	0.4792 [.4998]	0.4876 [.5]	0.7447 [.4364]	0.7512 [.4327]	0.748 [.4344]	0.5977 [.4905]	0.5858 [.4927]	0.5916 [.4916]
Gender: Male	0.5034 [.5003]	0.5208 [.4998]	0.5124 [.5]	0.2471 [.4317]	0.2456 [.4308]	0.2463 [.4311]	0.3989 [.4898]	0.4129 [.4925]	0.4061 [.4912]
Gender: Unknown	0 [0]	0 [0]	0 [0]	0.0082 [.0902]	0.0032 [.0568]	0.0057 [.0753]	0.0033 [.0577]	0.0013 [.0356]	0.0023 [.0476]
Race: Black	0.0867 [.2816]	0.1115 [.3149]	0.0996 [.2995]	0.1538 [.3611]	0.1551 [.3623]	0.1545 [.3615]	0.1141 [.318]	0.1286 [.3348]	0.1215 [.3268]
Race: Hispanic	0.0191 [.1371]	0.0135 [.1156]	0.0162 [.1264]	0.0098 [.0987]	0.0113 [.1058]	0.0106 [.1023]	0.0153 [.123]	0.0127 [.1119]	0.014 [.1174]
Race: Other	0.0405 [.1973]	0.0417 [.1999]	0.0411 [.1986]	0.0327 [.1781]	0.0388 [.1932]	0.0358 [.1858]	0.0374 [.1897]	0.0405 [.1973]	0.039 [.1936]
Race: White	0.8536 [.3537]	0.8333 [.3729]	0.8431 [.3638]	0.8036 [.3976]	0.7948 [.4042]	0.7992 [.4008]	0.8332 [.3729]	0.8182 [.3858]	0.8255 [.3796]
Days Before Election Day	1.8074 [1.0586]	1.826 [1.0845]	1.8171 [1.0719]	1.1031 [.9237]	1.105 [.9174]	1.1041 [.9202]	1.5203 [1.0635]	1.5434 [1.0809]	1.5322 [1.0723]
Voted in 2004 General Election (1=Yes, 0=No)	0.5394 [.4987]	0.5625 [.4963]	0.5514 [.4975]	0.4255 [.4948]	0.4733 [.4997]	0.4496 [.4977]	0.493 [.5001]	0.5275 [.4994]	0.5107 [.5]
Voted in 2006 General Election (1=Yes, 0=No)	0.4977 [.5003]	0.5115 [.5001]	0.5049 [.5001]	0.3142 [.4646]	0.3086 [.4623]	0.3114 [.4632]	0.4229 [.4942]	0.4319 [.4955]	0.4276 [.4948]
Voted in 2008 General Election (1=Yes, 0=No)	0.6486 [.4777]	0.6687 [.4709]	0.6591 [.4741]	0.5581 [.497]	0.5687 [.4957]	0.5634 [.4962]	0.6117 [.4875]	0.6295 [.4831]	0.6209 [.4853]
Voted in 2010 General Election (1=Yes, 0=No)	0.5687 [.4955]	0.5906 [.492]	0.5801 [.4937]	0.4223 [.4943]	0.4216 [.4942]	0.422 [.4941]	0.509 [.5001]	0.5244 [.4996]	0.5169 [.4998]
Voted in 2012 General Election (1=Yes, 0=No)	0.6363 [.4813]	0.599 [.4904]	0.6169 [.4863]	0.6547 [.4759]	0.6478 [.478]	0.6512 [.4768]	0.6438 [.479]	0.6181 [.486]	0.6306 [.4827]
Voted in 2014 General Election (1=Yes, 0=No)	0.5822 [.4935]	0.5854 [.4929]	0.5839 [.493]	0.509 [.5003]	0.5137 [.5002]	0.5114 [.5001]	0.5524 [.4974]	0.5573 [.4969]	0.5549 [.4971]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.223 [.4165]	0.2427 [.4289]	0.2332 [.423]	0.1309 [.3376]	0.1244 [.3303]	0.1276 [.3338]	0.1855 [.3888]	0.1963 [.3973]	0.191 [.3932]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.2838 [.4511]	0.2927 [.4552]	0.2884 [.4532]	0.1686 [.3747]	0.1874 [.3905]	0.178 [.3827]	0.2368 [.4253]	0.2514 [.434]	0.2443 [.4297]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.4155 [.4931]	0.4281 [.4951]	0.4221 [.494]	0.2782 [.4485]	0.3118 [.4636]	0.2951 [.4563]	0.3596 [.48]	0.3825 [.4862]	0.3713 [.4832]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.3367 [.4729]	0.3656 [.4819]	0.3517 [.4776]	0.2242 [.4174]	0.2278 [.4197]	0.226 [.4184]	0.2909 [.4543]	0.3116 [.4633]	0.3015 [.459]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.2286 [.4202]	0.2135 [.41]	0.2208 [.4149]	0.1391 [.3464]	0.1486 [.356]	0.1439 [.3511]	0.1921 [.3941]	0.1881 [.3909]	0.1901 [.3924]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.2748 [.4467]	0.2781 [.4483]	0.2765 [.4474]	0.1849 [.3886]	0.2165 [.4122]	0.2008 [.4008]	0.2382 [.4261]	0.254 [.4354]	0.2463 [.4309]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.1914 [.3937]	0.1917 [.3938]	0.1916 [.3936]	0.2668 [.4426]	0.2843 [.4515]	0.2756 [.447]	0.2221 [.4158]	0.228 [.4197]	0.2251 [.4177]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.1329 [.3396]	0.1281 [.3344]	0.1304 [.3368]	0 [0]	0 [0]	0 [0]	0.0787 [.2694]	0.0779 [.2681]	0.0783 [.2687]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.4065 [.4915]	0.4271 [.4949]	0.4172 [.4932]	0.0491 [.2163]	0.0468 [.2115]	0.048 [.2138]	0.2608 [.4392]	0.278 [.4482]	0.2697 [.4439]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.0833 [.2765]	0.0802 [.2718]	0.0817 [.274]	0.0311 [.1737]	0.0372 [.1893]	0.0341 [.1817]	0.062 [.2413]	0.0633 [.2436]	0.0627 [.2425]
Observations	888	960	1848	611	619	1230	1499	1579	3078

Cells show unweighted means and standard deviations in brackets.

Table A3: Balance Table: Weighted Summary Statistics by Sample and Treatment Arm

Variable	YouGov			SSI			Pooled (YouGov + SSI)		
	Verb	Noun	Total	Verb	Noun	Total	Verb	Noun	Total
State: Kentucky	0.3716	0.376	0.3738	0.4664	0.4281	0.4473	0.4095	0.3968	0.4032
	[.4835]	[.4846]	[.484]	[.4993]	[.4952]	[.4974]	[.4919]	[.4894]	[.4906]
State: Louisiana	0.2646	0.3031	0.2839	0.2504	0.2488	0.2496	0.259	0.2814	0.2702
	[.4414]	[.4598]	[.451]	[.4336]	[.4327]	[.433]	[.4382]	[.4498]	[.4441]
State: Mississippi	0.2207	0.1958	0.2083	0.2013	0.189	0.1952	0.213	0.1931	0.203
	[.415]	[.397]	[.4062]	[.4013]	[.3918]	[.3965]	[.4095]	[.3949]	[.4023]
State: Texas (Houston only)	0.143	0.125	0.134	0.0818	0.1341	0.108	0.1186	0.1286	0.1236
	[.3503]	[.3309]	[.3408]	[.2743]	[.341]	[.3105]	[.3234]	[.3349]	[.3292]
Date of Survey: Oct 31, 2015	0.2354	0.2333	0.2343	0.072	0.0743	0.0732	0.1701	0.1698	0.1699
	[.4245]	[.4232]	[.4237]	[.2587]	[.2625]	[.2605]	[.3758]	[.3756]	[.3756]
Date of Survey: Nov 01, 2015	0.223	0.176	0.1995	0.1309	0.1131	0.122	0.1862	0.1509	0.1685
	[.4165]	[.3811]	[.3997]	[.3376]	[.317]	[.3274]	[.3894]	[.358]	[.3744]
Date of Survey: Nov 02, 2015	0.1554	0.1646	0.16	0.3126	0.3586	0.3356	0.2182	0.2421	0.2302
	[.3625]	[.371]	[.3667]	[.4639]	[.48]	[.4724]	[.4132]	[.4285]	[.421]
Date of Survey: Nov 03, 2015	0.1216	0.1229	0.1223	0.234	0.2052	0.2196	0.1665	0.1558	0.1612
	[.327]	[.3285]	[.3277]	[.4237]	[.4042]	[.4141]	[.3727]	[.3628]	[.3677]
Date of Survey: Nov 18, 2015	0.0935	0.1219	0.1077	0.0245	0.0291	0.0268	0.0659	0.0848	0.0754
	[.2913]	[.3273]	[.31]	[.1549]	[.1682]	[.1616]	[.2482]	[.2787]	[.264]
Date of Survey: Nov 19, 2015	0.08	0.1	0.09	0.0622	0.0549	0.0586	0.0729	0.082	0.0774
	[.2714]	[.3002]	[.2862]	[.2417]	[.228]	[.2349]	[.26]	[.2744]	[.2673]
Date of Survey: Nov 20, 2015	0.0597	0.0437	0.0517	0.1146	0.1002	0.1074	0.0816	0.0663	0.074
	[.237]	[.2046]	[.2215]	[.3188]	[.3005]	[.3097]	[.2739]	[.2489]	[.2617]
Date of Survey: Nov 21, 2015	0.0315	0.0375	0.0345	0.0491	0.0646	0.0569	0.0386	0.0483	0.0434
	[.1748]	[.1901]	[.1826]	[.2163]	[.2461]	[.2317]	[.1926]	[.2145]	[.2039]
Gender: Female	0.4966	0.4792	0.4879	0.7447	0.7512	0.7479	0.5957	0.5879	0.5918
	[.5003]	[.4998]	[.5]	[.4364]	[.4327]	[.4344]	[.4909]	[.4924]	[.4916]
Gender: Male	0.5034	0.5208	0.5121	0.2471	0.2456	0.2463	0.401	0.4108	0.4059
	[.5003]	[.4998]	[.5]	[.4317]	[.4308]	[.4311]	[.4903]	[.4921]	[.4911]
Gender: Unknown	0	0	0	0.0082	0.0032	0.0057	0.0033	0.0013	0.0023
	[0]	[0]	[0]	[.0902]	[.0568]	[.0754]	[.0571]	[.0359]	[.0477]
Race: Black	0.0867	0.1115	0.0991	0.1538	0.1551	0.1545	0.1135	0.1289	0.1212
	[.2816]	[.3149]	[.2989]	[.3611]	[.3623]	[.3615]	[.3174]	[.3352]	[.3264]
Race: Hispanic	0.0191	0.0135	0.0163	0.0098	0.0113	0.0106	0.0154	0.0126	0.014
	[.1371]	[.1156]	[.1268]	[.0987]	[.1058]	[.1023]	[.1232]	[.1118]	[.1176]
Race: Other	0.0405	0.0417	0.0411	0.0327	0.0388	0.0358	0.0374	0.0405	0.039
	[.1973]	[.1999]	[.1986]	[.1781]	[.1932]	[.1857]	[.1899]	[.1972]	[.1935]
Race: White	0.8536	0.8333	0.8435	0.8036	0.7948	0.7992	0.8336	0.8179	0.8258
	[.3537]	[.3729]	[.3635]	[.3976]	[.4042]	[.4008]	[.3725]	[.386]	[.3794]
Days Before Election Day	1.8074	1.826	1.8167	1.1031	1.105	1.1041	1.526	1.5379	1.5319
	[1.0586]	[1.0845]	[1.0714]	[.9237]	[.9174]	[.9202]	[1.0641]	[1.0801]	[1.072]
Voted in 2004 General Election (1=Yes, 0=No)	0.5394	0.5625	0.551	0.4255	0.4733	0.4494	0.4939	0.5269	0.5104
	[.4987]	[.4963]	[.4975]	[.4948]	[.4997]	[.4976]	[.5001]	[.4994]	[.5]
Voted in 2006 General Election (1=Yes, 0=No)	0.4977	0.5115	0.5046	0.3142	0.3086	0.3114	0.4244	0.4304	0.4274
	[.5003]	[.5001]	[.5001]	[.4646]	[.4623]	[.4633]	[.4944]	[.4953]	[.4948]
Voted in 2008 General Election (1=Yes, 0=No)	0.6486	0.6687	0.6587	0.5581	0.5687	0.5634	0.6125	0.6288	0.6206
	[.4777]	[.4709]	[.4743]	[.497]	[.4957]	[.4962]	[.4874]	[.4833]	[.4853]
Voted in 2010 General Election (1=Yes, 0=No)	0.5687	0.5906	0.5797	0.4223	0.4216	0.422	0.5102	0.5231	0.5166
	[.4955]	[.492]	[.4937]	[.4943]	[.4942]	[.4941]	[.5001]	[.4996]	[.4998]
Voted in 2012 General Election (1=Yes, 0=No)	0.6363	0.599	0.6176	0.6547	0.6478	0.6512	0.6436	0.6185	0.631
	[.4813]	[.4904]	[.4861]	[.4759]	[.478]	[.4768]	[.4791]	[.4859]	[.4826]
Voted in 2014 General Election (1=Yes, 0=No)	0.5822	0.5854	0.5838	0.509	0.5137	0.5114	0.553	0.5568	0.5549
	[.4935]	[.4929]	[.4931]	[.5003]	[.5002]	[.5001]	[.4974]	[.4969]	[.4971]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.223	0.2427	0.2328	0.1309	0.1244	0.1277	0.1862	0.1954	0.1908
	[.4165]	[.4289]	[.4228]	[.3376]	[.3303]	[.3339]	[.3894]	[.3967]	[.393]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.2838	0.2927	0.2882	0.1686	0.1874	0.178	0.2377	0.2506	0.2442
	[.4511]	[.4552]	[.4531]	[.3747]	[.3905]	[.3827]	[.4258]	[.4335]	[.4297]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.4155	0.4281	0.4218	0.2782	0.3118	0.295	0.3607	0.3816	0.3712
	[.4931]	[.4951]	[.494]	[.4485]	[.4636]	[.4562]	[.4804]	[.4859]	[.4832]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.3367	0.3656	0.3512	0.2242	0.2278	0.226	0.2918	0.3105	0.3012
	[.4729]	[.4819]	[.4775]	[.4174]	[.4197]	[.4184]	[.4547]	[.4629]	[.4588]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.2286	0.2135	0.2211	0.1391	0.1486	0.1439	0.1928	0.1876	0.1902
	[.4202]	[.41]	[.4151]	[.3464]	[.356]	[.3511]	[.3947]	[.3905]	[.3925]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.2748	0.2781	0.2764	0.1849	0.2165	0.2007	0.2389	0.2535	0.2462
	[.4467]	[.4483]	[.4474]	[.3886]	[.4122]	[.4007]	[.4265]	[.4351]	[.4309]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.1914	0.1917	0.1916	0.2668	0.2843	0.2756	0.2215	0.2287	0.2251
	[.3937]	[.3938]	[.3936]	[.4426]	[.4515]	[.447]	[.4154]	[.4201]	[.4177]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.1329	0.1281	0.1305	0	0	0	0.0798	0.0769	0.0784
	[.3396]	[.3344]	[.3369]	[0]	[0]	[0]	[.271]	[.2666]	[.2688]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.4065	0.4271	0.4168	0.0491	0.0468	0.048	0.2637	0.2751	0.2694
	[.4915]	[.4949]	[.4932]	[.2163]	[.2115]	[.2138]	[.4408]	[.4467]	[.4437]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.0833	0.0802	0.0818	0.0311	0.0372	0.0341	0.0625	0.063	0.0627
	[.2765]	[.2718]	[.2741]	[.1737]	[.1893]	[.1816]	[.2421]	[.243]	[.2425]
Observations	888	960	1848	611	619	1230	1499	1579	3078

Cells show weighted means and standard deviations in brackets.

D.2 Full Regression Table: Main Analysis

Table A4: Regression Estimates of the Effect of Noun Wording on Turnout in the 2015 General Election

VARIABLES	(1) Entire Sample	(2) Entire Sample	(3) YouGov Only	(4) YouGov Only	(5) SSI Only	(6) SSI Only	(7) KY Only	(8) KY Only	(9) LA Only	(10) LA Only	(11) MS Only	(12) MS Only	(13) TX Only	(14) TX Only
Voter Treatment (1=Voter, 0=Not Voting)	0.00688 [0.0121]	0.00698 [0.0121]	-0.00500 [0.0146]	-0.00502 [0.0146]	0.0301 [0.0196]	0.0301 [0.0196]	-0.00876 [0.0182]	-0.00869 [0.0182]	0.0169 [0.0229]	0.0170 [0.0230]	0.0283 [0.0267]	0.0282 [0.0267]	0.00134 [0.0385]	0.00173 [0.0385]
SSI Subsample (1=SSI, 0=YouGov)	-0.104*** [0.0166]	-0.103*** [0.0166]					-0.0765*** [0.0244]	-0.0751*** [0.0244]	-0.286*** [0.0337]	-0.287*** [0.0337]	-0.0112 [0.0347]	-0.0126 [0.0347]	-0.00200 [0.0556]	-0.000479 [0.0555]
State: Louisiana			-0.0617 [0.0446]											
State: Mississippi			0.0174 [0.0452]	0.0166 [0.0581]	-0.0530 [0.0708]	-0.0530 [0.0707]								
State: Texas (Houston only)			-0.0721 [0.0602]		0.278*** [0.101]	0.278*** [0.101]								
Date of Survey: Nov 01, 2015			0.00942 [0.0239]	0.00919 [0.0472]	0.0431 [0.0472]	0.0429 [0.0472]	0.0245 [0.0230]	0.0243 [0.0230]			0.0210 [0.0364]	0.0233 [0.0364]		-0.0629 [0.0581]
Date of Survey: Nov 02, 2015			0.0456* [0.0236]	0.0454* [0.0351]	0.00104 [0.0351]	0.000441 [0.0331]	0.0659** [0.0331]	0.0657** [0.0331]	0.0432* [0.0229]	0.0429* [0.0228]				
Date of Survey: Nov 19, 2015			0.0630** [0.0277]	0.0364 [0.0284]	0.0707** [0.0313]	0.0503 [0.0320]	-0.0144 [0.0588]	-0.0141 [0.0588]			0.0612** [0.0274]	0.0616** [0.0274]		
Date of Survey: Nov 20, 2015			0.0282 [0.0308]	-0.0254 [0.0316]		-0.0128 [0.0421]	0.0248 [0.0486]			0.0441 [0.0306]	0.0448 [0.0307]			
Gender: Male			0.0380* [0.0209]	0.0387* [0.0209]	0.0112 [0.0251]	0.0125 [0.0252]	0.101*** [0.0349]	0.101*** [0.0349]	0.0419** [0.0203]	0.0427** [0.0203]	0.0166 [0.0245]	0.0158 [0.0245]	-0.0166 [0.127]	-0.0158 [0.127]
Gender: Unknown			-0.117 [0.128]	-0.117 [0.128]			-0.189 [0.134]	-0.189 [0.134]						
Race: Black			0.0529 [0.0469]	0.0509 [0.0467]	0.0408 [0.0616]	0.0381 [0.0612]	0.0510 [0.0688]	0.0511 [0.0688]	0.0558 [0.0452]	0.0540 [0.0451]	0.0112 [0.0348]	0.0122 [0.0347]	0.0223 [0.0337]	-0.0322 [0.0532]
Race: Hispanic			-0.0574 [0.166]	-0.0554 [0.166]	-0.132 [0.179]	-0.128 [0.178]	0.160 [0.342]	0.160 [0.340]	-0.0487 [0.161]	-0.0466 [0.160]	0.129 [0.114]	0.133 [0.114]	-0.0331 [0.189]	-0.0788 [0.0752]
Race: Other			-0.0306 [0.0547]	-0.0306 [0.0547]	-0.00106 [0.0664]	-0.00113 [0.0663]	-0.0662 [0.0868]	-0.0660 [0.0868]	-0.0275 [0.0528]	-0.0274 [0.0527]	-0.0214 [0.0665]	-0.0260 [0.0664]	-0.0541 [0.0695]	0.0723 [0.0724]
Days Before Election Day			-0.0141 [0.0101]	-0.0142 [0.0101]	-0.0132 [0.0124]	-0.0133 [0.0124]	-0.0138 [0.0194]	-0.0136 [0.0194]	-0.0122 [0.00987]	-0.0122 [0.00986]	-0.000336 [0.0125]	0.000193 [0.0125]	0.00977 [0.0132]	0.0191 [0.0208]
Voted in 2004 General Election (1=Yes, 0=No)			0.00280 [0.0306]	0.00278 [0.0306]	-0.0402 [0.0440]	-0.0410 [0.0440]	0.0278 [0.0412]	0.0280 [0.0412]	0.00220 [0.0296]	-0.0546 [0.0296]	-0.0539 [0.0372]	-0.0850** [0.0338]	-0.0849** [0.0338]	-0.0200 [0.0595]
Voted in 2006 General Election (1=Yes, 0=No)			0.00553 [0.0317]	0.00623 [0.0317]	0.0421 [0.0425]	0.0440 [0.0425]	-0.00768 [0.0457]	-0.00725 [0.0457]	0.00661 [0.0306]	0.00737 [0.0306]	0.0270 [0.0352]	0.0134 [0.0393]	0.130** [0.0393]	0.131** [0.0614]
Voted in 2008 General Election (1=Yes, 0=No)			-0.000527 [0.0317]	-0.00184 [0.0317]	-0.00936 [0.0470]	-0.0128 [0.0469]	0.0245 [0.0423]	0.0241 [0.0423]	-0.000865 [0.0306]	-0.00215 [0.0305]	-0.0488 [0.0381]	0.140*** [0.0381]	0.141*** [0.0381]	0.0307 [0.0700]
Voted in 2010 General Election (1=Yes, 0=No)			0.0360 [0.0295]	0.0355 [0.0295]	0.0746* [0.0387]	0.0741* [0.0387]	-0.00820 [0.0430]	-0.00802 [0.0430]	0.0368 [0.0285]	0.0364 [0.0285]	0.0396 [0.0367]	0.0410 [0.0377]	-0.102*** [0.0377]	-0.101*** [0.0646]
Voted in 2012 General Election (1=Yes, 0=No)			0.193*** [0.0286]	0.193*** [0.0287]	0.262*** [0.0423]	0.261*** [0.0423]	0.119*** [0.0399]	0.119*** [0.0399]	0.189*** [0.0277]	0.189*** [0.0277]	0.132*** [0.0367]	0.132*** [0.0367]	0.0838** [0.0372]	0.187*** [0.0586]
Voted in 2014 General Election (1=Yes, 0=No)			0.378*** [0.0287]	0.378*** [0.0287]	0.388*** [0.0426]	0.389*** [0.0427]	0.346*** [0.0392]	0.346*** [0.0392]	0.380*** [0.0277]	0.380*** [0.0277]	0.351*** [0.0360]	0.351*** [0.0361]	0.321*** [0.0419]	0.485*** [0.0557]
Voted in 2004 Primary Election (1=Yes, 0=No)			0.0126 [0.0529]	0.0139 [0.0530]	0.0675 [0.157]	0.0765 [0.157]	-0.0311 [0.0602]	-0.0306 [0.0602]	0.00975 [0.0511]	0.0110 [0.0511]	0.0808** [0.0325]	0.0810** [0.0325]	-0.145* [0.0861]	-0.143* [0.0863]
Voted in 2006 Primary Election (1=Yes, 0=No)			-0.00329 [0.0280]	-0.00358 [0.0280]	0.0105 [0.0339]	0.0101 [0.0338]	-0.0295 [0.0452]	-0.0297 [0.0452]	-0.00457 [0.0270]	-0.00489 [0.0269]	0.0165 [0.0346]	0.0166 [0.0346]	0.0641 [0.0498]	0.0626 [0.0499]
Voted in 2008 Primary Election (1=Yes, 0=No)			0.0507 [0.0346]	0.0504 [0.0346]	0.241* [0.140]	0.235* [0.141]	0.0316 [0.0411]	0.0308 [0.0411]	0.0396 [0.0343]	0.0388 [0.0343]	-0.0213 [0.0317]	-0.0219 [0.0317]	-0.00800 [0.0504]	-0.00842 [0.0700]
Voted in 2010 Primary Election (1=Yes, 0=No)			0.0126 [0.0289]	0.0127 [0.0289]	-0.0333 [0.0367]	-0.0335 [0.0367]	0.0695 [0.0440]	0.0701 [0.0440]	0.0115 [0.0279]	0.0116 [0.0279]	0.0644** [0.0327]	0.0665** [0.0327]	-0.0453 [0.0515]	-0.0418 [0.0515]
Voted in 2012 Primary Election (1=Yes, 0=No)			0.0330 [0.0297]	0.0350 [0.0297]	-0.0149 [0.0364]	-0.0112 [0.0364]	0.102** [0.0475]	0.102** [0.0475]	0.0351 [0.0287]	0.0351 [0.0286]	-0.702** [0.324]	-0.704** [0.331]	0.0759* [0.0408]	0.0748* [0.0594]
Voted in 2014 Primary Election (1=Yes, 0=No)			0.0976*** [0.0291]	0.0977*** [0.0291]	0.139*** [0.0375]	0.138*** [0.0375]	0.0475 [0.0440]	0.0475 [0.0440]	0.0989*** [0.0281]	0.0990*** [0.0281]	0.422 [0.405]	0.422 [0.408]	0.8882** [0.0428]	0.8912** [0.0429]
Voted in 2015 Primary Election (1=Yes, 0=No)			0.232*** [0.0307]	0.231*** [0.0307]	0.158*** [0.0378]	0.158*** [0.0378]	0.344*** [0.0486]	0.344*** [0.0486]	0.233*** [0.0297]	0.233*** [0.0296]	-0.178*** [0.0399]	-0.178*** [0.0399]	0.375*** [0.0375]	0.374*** [0.0376]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)			-0.0692 [0.0612]	-0.0701 [0.0613]	-0.107 [0.160]	-0.117 [0.160]			-0.0660 [0.0591]	-0.0669 [0.0591]	0.0457 [0.0441]	0.0455 [0.0441]	0.107 [0.0977]	0.103 [0.0975]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)			-0.0269 [0.0405]	-0.0264 [0.0405]	-0.205 [0.140]	-0.197 [0.140]			-0.00396 [0.0419]	-0.00249 [0.0419]	0.0706** [0.0325]	0.0700** [0.0325]	-0.0150 [0.0556]	-0.0188 [0.0556]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)			-0.632*** [0.231]	-0.632*** [0.235]	-0.660*** [0.217]	-0.661*** [0.221]	0.0396 [0.0642]	0.0397 [0.0642]	-0.627*** [0.223]	-0.627*** [0.223]	0.173*** [0.0329]	0.171*** [0.0330]	0.609* [0.345]	0.608* [0.339]
Date of Survey: Nov 21, 2015					-0.0640 [0.0594]	-0.0529 [0.0650]	-0.0529 [0.0650]							
Constant	0.0631** [0.0280]	0.0629** [0.0280]	0.0534 [0.0365]	0.0537 [0.0366]	-0.0272 [0.0367]	-0.0274 [0.0367]	0.0544* [0.0298]	0.0538* [0.0299]	0.0587 [0.0411]	0.0575 [0.0412]	0.00258 [0.0422]	0.00248 [0.0424]	0.0752 [0.0690]	0.0726 [0.0692]
Observations	3,078	3,078	1,848	1,848	1,230	1,230	1,241	1,241	833	833	624	624	380	380
R-squared	0.577	0.58	0.65	0.65	0.54	0.54	0.61	0.61	0.55	0.55	0.59	0.59	0.51	0.51
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
Verb Group Mean Outcome	0.438	0.436	0.518	0.518	0.318	0.318	0.497	0.496	0.344	0.340	0.396	0.395	0.515	0.514

Standard errors in brackets
*** p<0.01, ** p<0.05, * p<0.1

D.3 Full Regression Tables: Robustness Checks

Table A5: Robustness Check: Regression Estimates of Noun Wording Effects (vs. Verb Wording) on Turnout in the 2015 General Election Among Only Subjects Entering Experiment On and the Day Before Election Day

VARIABLES	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
	Entire Sample	Entire Sample	YouGov Only	YouGov Only	SSI Only	SSI Only	KY Only	KY Only	LA Only	LA Only	MS Only	MS Only	TX Only	TX Only
Voter Treatment (1=Voter, 0=NotVoting)	0.00768 [0.0178]	0.00769 [0.0178]	-0.0279 [0.0256]	-0.0279 [0.0256]	0.0251 [0.0234]	0.0253 [0.0234]	-0.0230 [0.0271]	-0.0231 [0.0271]	0.0135 [0.0340]	0.0135 [0.0340]	0.0814** [0.0385]	0.0812** [0.0385]	-0.0162 [0.0514]	-0.0159 [0.0515]
SSI Subsample (1=SSI, 0=NotGov)	-0.0964*** [0.0224]	-0.0953*** [0.0224]					-0.0698** [0.0345]	-0.0689** [0.0345]	-0.295*** [0.0435]	-0.293*** [0.0435]	0.00106 [0.0462]	0.00054 [0.0463]	-0.0174 [0.0666]	-0.0146 [0.0666]
State: Mississippi	-0.00561 [0.0545]	-0.00515 [0.0545]	0.0536 [0.0721]	0.0517 [0.0685]	-0.00198 [0.0785]	0.0658 [0.0653]								
State: Texas (Houston only)	-0.0480 [0.0694]	-0.0498 [0.0694]	-0.00411 [0.0925]	-0.00764 [0.0925]	0.0653 [0.108]	0.273*** [0.113]								
Date of Survey: Nov 02, 2015	0.0264 [0.0472]	0.0326 [0.0281]	0.0435 [0.0773]	0.106 [0.0688]	-0.0212 [0.0633]	0.0774 [0.0716]	0.0335 [0.0272]	0.0333 [0.0272]			0.0828** [0.0389]	0.0838** [0.0389]	-0.0884* [0.0523]	-0.0891* [0.0523]
Date of Survey: Nov 03, 2015	0.0337 [0.0557]	0.0250 [0.0791]	0.0265 [0.0516]	0.0264 [0.0529]	0.0742 [0.0433]	0.0742 [0.0433]								
Gender: Male	0.0646** [0.0324]	0.0641** [0.0324]	0.0516 [0.0469]	0.0529 [0.0469]	0.115*** [0.0433]	0.114*** [0.0433]	0.0671** [0.0315]	0.0666** [0.0315]	0.00325 [0.0380]	0.00222 [0.0380]	0.0152 [0.0444]	0.0159 [0.0445]	-0.0732 [0.0529]	-0.0728 [0.0529]
Gender: Unknown	-0.211 [0.144]	-0.212 [0.145]			-0.296** [0.148]	-0.295** [0.148]					-0.212 [0.142]	-0.213 [0.143]		
Race: Black	0.0826 [0.0606]	0.0810 [0.0606]	0.102 [0.0920]	0.0972 [0.0910]	0.0603 [0.0763]	0.0616 [0.0763]	0.0872 [0.0587]	0.0858 [0.0587]	-0.0186 [0.0506]	-0.0194 [0.0506]	0.0463 [0.0459]	0.0460 [0.0459]	-0.0193 [0.0889]	-0.0191 [0.0889]
Race: Hispanic	0.0513 [0.246]	0.0510 [0.243]	-0.0206 [0.318]	-0.0207 [0.312]	0.144 [0.349]	0.144 [0.345]	0.0716 [0.238]	0.0710 [0.235]	0.0992 [0.162]	0.0989 [0.162]	-0.0117 [0.197]	-0.0124 [0.201]	-0.0528 [0.0951]	-0.0507 [0.0955]
Race: Other	-0.0370 [0.0679]	-0.0366 [0.0675]	0.00998 [0.0863]	0.0110 [0.0858]	-0.0481 [0.0979]	-0.0483 [0.0976]	-0.0283 [0.0658]	-0.0279 [0.0654]	-0.130 [0.124]	-0.137 [0.124]	-0.00662 [0.102]	-0.00658 [0.102]	0.132 [0.0954]	0.134 [0.0952]
Days Before Election Day	0.0400 [0.0389]		0.00742 [0.0537]	0.0987* [0.0535]										
Voted in 2004 General Election (1=Yes, 0=No)	0.0487 [0.0434]	0.0494 [0.0433]	0.102 [0.0840]	0.102 [0.0837]	0.0161 [0.0494]	0.0166 [0.0494]	0.0489 [0.0421]	0.0496 [0.0420]	-0.0372 [0.0553]	-0.0370 [0.0553]	-0.0812 [0.0511]	-0.0807 [0.0511]	-0.0570 [0.0751]	-0.0566 [0.0749]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0285 [0.0466]	-0.0272 [0.0466]	-0.0436 [0.0771]	-0.0409 [0.0772]	0.00894 [0.0567]	0.0107 [0.0567]	-0.0278 [0.0452]	-0.0264 [0.0452]			0.0321 [0.0596]	0.0340 [0.0596]	0.140* [0.0760]	0.141* [0.0761]
Voted in 2008 General Election (1=Yes, 0=No)	0.0112 [0.0450]	0.0107 [0.0450]	-0.137 [0.0861]	-0.141 [0.0860]	0.0604 [0.0518]	0.0590 [0.0518]	0.00990 [0.0436]	0.00946 [0.0436]			-0.0477 [0.0538]	0.0799 [0.0550]	0.0827 [0.0549]	-0.00723 [0.0912]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0132 [0.0441]	-0.0127 [0.0441]	0.137* [0.0727]	0.138* [0.0724]	-0.0750 [0.0530]	-0.0746 [0.0530]	-0.00824 [0.0427]	-0.00774 [0.0427]			0.0783 [0.0538]	-0.0546 [0.0567]	-0.0113 [0.0832]	-0.0105 [0.0833]
Voted in 2012 General Election (1=Yes, 0=No)	0.139*** [0.0395]	0.138*** [0.0395]	0.228*** [0.0696]	0.224*** [0.0694]	0.0974** [0.0478]	0.0982** [0.0477]	0.134*** [0.0383]	0.133*** [0.0383]	0.135*** [0.0495]	0.134*** [0.0495]	0.0530 [0.0507]	0.0528 [0.0507]	0.161** [0.0730]	0.160** [0.0730]
Voted in 2014 General Election (1=Yes, 0=No)	0.396*** [0.0391]	0.395*** [0.0391]	0.405*** [0.0740]	0.408*** [0.0738]	0.374*** [0.0451]	0.373*** [0.0451]	0.396*** [0.0378]	0.395*** [0.0378]	0.274*** [0.0477]	0.273*** [0.0477]	0.381*** [0.0587]	0.381*** [0.0587]	0.490*** [0.0672]	0.490*** [0.0674]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.00899 [0.0706]	0.0107 [0.0706]	1.033*** [0.328]	1.037*** [0.323]	-0.0595 [0.0743]	-0.0588 [0.0743]	0.00571 [0.0683]	0.00746 [0.0682]	0.0412 [0.0514]	0.0448 [0.0514]	-0.189 [0.126]	-0.188 [0.126]	-0.00140 [0.0757]	0.00254 [0.0772]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0390 [0.0443]	-0.0395 [0.0442]	-0.0322 [0.0688]	-0.0322 [0.0687]	-0.0488 [0.0555]	-0.0491 [0.0555]	-0.0394 [0.0428]	-0.0397 [0.0428]			0.0412 [0.0538]	0.0337 [0.0538]	0.0324 [0.0745]	0.121 [0.0900]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0532 [0.0472]	0.0514 [0.0472]	-0.0422 [0.167]	-0.0388 [0.167]	0.0583 [0.0507]	0.0561 [0.0508]	0.0413 [0.0463]	0.0394 [0.0464]	0.0176 [0.0510]	0.0170 [0.0510]	-0.0373 [0.0630]	-0.0383 [0.0629]	0.0334 [0.0847]	0.0345 [0.0846]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0799* [0.0444]	0.0790* [0.0444]	0.0553 [0.0721]	0.0488 [0.0721]	0.0760 [0.0536]	0.0775 [0.0536]	0.0737* [0.0431]	0.0727* [0.0431]	-0.0291 [0.0492]	-0.0295 [0.0492]	0.0182 [0.0849]	0.0207 [0.0853]	0.0826 [0.0766]	0.0782 [0.0767]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0545 [0.0470]	0.0558 [0.0470]	0.0371 [0.0643]	0.0413 [0.0642]	0.0671 [0.0636]	0.0657 [0.0636]	0.0565 [0.0455]	0.0578 [0.0454]	-0.610* [0.319]	-0.610* [0.325]	0.0483 [0.0616]	0.0463 [0.0618]	0.0345 [0.0762]	0.0316 [0.0760]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0957** [0.0430]	0.0975** [0.0430]	0.140** [0.0663]	0.142** [0.0663]	0.0670 [0.0541]	0.0685 [0.0542]	0.102** [0.0417]	0.104** [0.0417]	1.143** [0.484]	1.148** [0.484]	-0.00981 [0.0636]	-0.00684 [0.0638]	-0.0223 [0.0765]	-0.0219 [0.0764]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.244*** [0.0462]	0.243*** [0.0460]	0.0610 [0.0670]	0.0588 [0.0667]	0.370*** [0.0604]	0.370*** [0.0604]	0.249*** [0.0448]	0.248*** [0.0447]	-0.174*** [0.0501]	-0.175*** [0.0501]	0.428*** [0.0531]	0.427*** [0.0531]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.123 [0.0971]	-0.125 [0.0970]	-1.135*** [0.336]	-1.139*** [0.331]			-0.120 [0.0939]	-0.122 [0.0938]	0.0666 [0.0840]	0.0666 [0.0847]	0.0477* [0.248]	0.0461* [0.248]	-0.293 [0.311]	-0.302 [0.316]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0121 [0.0652]	-0.0106 [0.0652]	0.129 [0.182]	0.130 [0.181]	0.000572 [0.0802]	-0.000930 [0.0801]	0.0168 [0.0681]	0.0184 [0.0680]	0.0522 [0.0543]	0.0534 [0.0542]	0.00957 [0.0798]	0.00473 [0.0798]	-0.0885 [0.0990]	-0.0854 [0.0990]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.736** [0.372]	0.226*** [0.0548]	0.569 [0.360]	0.203*** [0.0763]	0.0878 [0.0759]	0.0876 [0.0759]			0.211*** [0.0507]	0.209*** [0.0508]	0.697* [0.365]	0.698* [0.359]		
State: Louisiana		0.00738 [0.0492]		-0.0253 [0.0792]										
Date of Survey: Nov 21, 2015		-0.0409 [0.0390]												
Date of Survey: Nov 20, 2015			0.00496 [0.0536]		0.0991* [0.0534]				0.0466 [0.0362]	0.0475 [0.0362]				
Constant	0.0269 [0.0489]	0.0600* [0.0344]	0.00502 [0.0671]	0.0306 [0.0466]	-0.0531 [0.0649]	-0.0536 [0.0647]	0.0570 [0.0387]	0.0570 [0.0389]	0.0199** [0.0520]	0.119** [0.0522]	-0.0278 [0.0528]	-0.0285 [0.0532]	0.110 [0.0872]	0.107 [0.0876]
Observations	1,566	1,566	681	681	885	885	622	622	361	361	328	328	255	255
R-squared	0.548	0.55	0.66	0.66	0.55	0.55	0.58	0.58	0.50	0.50	0.58	0.58	0.44	0.44
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
Verb Group Mean Outcome	0.381	0.380	0.462	0.462	0.318	0.318	0.432	0.432	0.256	0.254	0.362	0.361	0.469	0.469

Standard errors in brackets
*** p<0.01, ** p<0.05, * p<0.1

Table A6: Robustness Check: Regression Estimates of Noun Wording Effects (vs. Verb Wording) on Turnout in the 2015 General Election Among Only Subjects in Kentucky and Louisiana

VARIABLES	(1) Entire Sample	(2) Entire Sample	(3) YouGov Only	(4) YouGov Only	(5) SSI Only	(6) SSI Only
Voter Treatment (1=Voter, 0=Voting)	0.000731 [0.0144]	0.000788 [0.0144]	-0.0122 [0.0176]	-0.0124 [0.0177]	0.0235 [0.0223]	0.0234 [0.0223]
SSI Subsample (1=SSI, 0=YouGov)	-0.151*** [0.0199]	-0.150*** [0.0199]				
State: Louisiana		-0.0870** [0.0437]			-0.0517 [0.0623]	-0.0518 [0.0624]
Date of Survey: Nov 01, 2015	0.0527** [0.0254]	0.0242 [0.0234]	0.0290 [0.0294]	0.0300 [0.0295]	0.0416 [0.0453]	0.0425 [0.0453]
Date of Survey: Nov 02, 2015	0.108*** [0.0315]	0.0509** [0.0232]	0.0413 [0.0429]	0.0431 [0.0429]	0.0653** [0.0318]	0.0660** [0.0318]
Date of Survey: Nov 19, 2015		0.0626** [0.0271]	0.0698** [0.0308]	0.0716** [0.0307]	0.00371 [0.0552]	0.00300 [0.0552]
Date of Survey: Nov 20, 2015	0.0310 [0.0301]	0.0319 [0.0302]	0.0251 [0.0411]	0.0289 [0.0413]		0.0593 [0.0443]
Gender: Male	0.0323 [0.0205]	0.0340* [0.0205]	0.0108 [0.0246]	0.0133 [0.0247]	0.100*** [0.0335]	0.101*** [0.0335]
Race: Black	0.0523 [0.0461]	0.0488 [0.0459]	0.0446 [0.0607]	0.0396 [0.0600]	0.0516 [0.0660]	0.0511 [0.0660]
Race: Hispanic	-0.0649 [0.163]	-0.0631 [0.162]	-0.135 [0.177]	-0.126 [0.175]	0.163 [0.323]	0.163 [0.327]
Race: Other	-0.0324 [0.0536]	-0.0330 [0.0536]	-0.000697 [0.0651]	-0.000816 [0.0650]	-0.0644 [0.0830]	-0.0650 [0.0833]
Days Before Election Day	0.0113 [0.0151]	-0.0174* [0.00998]	0.00640 [0.0189]	0.00772 [0.0189]	-0.0125 [0.0186]	-0.0133 [0.0186]
Voted in 2004 General Election (1=Yes, 0=No)	0.00844 [0.0300]	0.00759 [0.0300]	-0.0389 [0.0432]	-0.0405 [0.0432]	0.0297 [0.0396]	0.0290 [0.0396]
Voted in 2006 General Election (1=Yes, 0=No)	0.00192 [0.0311]	0.00223 [0.0311]	0.0404 [0.0417]	0.0439 [0.0417]	-0.00684 [0.0439]	-0.00830 [0.0439]
Voted in 2008 General Election (1=Yes, 0=No)	0.000138 [0.0311]	-0.00104 [0.0311]	-0.00592 [0.0460]	-0.0123 [0.0460]	0.0225 [0.0406]	0.0238 [0.0406]
Voted in 2010 General Election (1=Yes, 0=No)	0.0350 [0.0290]	0.0338 [0.0290]	0.0745** [0.0379]	0.0736* [0.0379]	-0.00708 [0.0413]	-0.00769 [0.0413]
Voted in 2012 General Election (1=Yes, 0=No)	0.198*** [0.0281]	0.197*** [0.0281]	0.261*** [0.0415]	0.260*** [0.0415]	0.119*** [0.0383]	0.119*** [0.0383]
Voted in 2014 General Election (1=Yes, 0=No)	0.374*** [0.0282]	0.375*** [0.0282]	0.388*** [0.0418]	0.389*** [0.0418]	0.345*** [0.0376]	0.346*** [0.0376]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0165 [0.0520]	0.0162 [0.0520]	0.0614 [0.154]	0.0779 [0.154]	-0.0302 [0.0578]	-0.0317 [0.0578]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00194 [0.0275]	-0.00217 [0.0274]	0.0103 [0.0333]	0.00953 [0.0332]	-0.0296 [0.0434]	-0.0292 [0.0433]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0675** [0.0343]	0.0700** [0.0343]	0.246* [0.137]	0.235* [0.138]	0.0282 [0.0395]	0.0310 [0.0395]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0144 [0.0283]	0.0137 [0.0284]	-0.0332 [0.0359]	-0.0334 [0.0360]	0.0713* [0.0423]	0.0695 [0.0423]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0288 [0.0291]	0.0329 [0.0291]	-0.0183 [0.0357]	-0.0114 [0.0357]	0.101** [0.0456]	0.102** [0.0455]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0976*** [0.0286]	0.0974*** [0.0286]	0.139*** [0.0367]	0.138*** [0.0368]	0.0483 [0.0423]	0.0481 [0.0422]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.233*** [0.0301]	0.231*** [0.0301]	0.159*** [0.0371]	0.156*** [0.0370]	0.345*** [0.0466]	0.345*** [0.0467]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0768 [0.0601]	-0.0754 [0.0601]	-0.102 [0.156]	-0.118 [0.157]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0636 [0.0408]	-0.0646 [0.0408]	-0.211 [0.136]	-0.196 [0.138]	0.0161 [0.0604]	0.0176 [0.0604]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.656*** [0.223]	-0.655*** [0.231]	-0.663*** [0.209]	-0.664*** [0.217]	0.0405 [0.0615]	0.0402 [0.0616]
Date of Survey: Nov 03, 2015	0.0852* [0.0437]		0.0594 [0.0583]	0.0637 [0.0583]		
Constant	0.00814 [0.0375]	0.0933*** [0.0286]	-0.00267 [0.0475]	-0.00612 [0.0476]	-0.0252 [0.0357]	-0.0246 [0.0356]
Observations	2,074	2,074	1,217	1,217	857	857
R-squared	0.588	0.59	0.65	0.65	0.54	0.54
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	0.442	0.436	0.547	0.547	0.292	0.292

Standard errors in brackets
 *** p<0.01, ** p<0.05, * p<0.1

Table A7: Robustness Check: Regression Estimates of Noun Wording Effects (vs. Verb Wording) on Turnout in the 2015 General Election Among Only Subjects in Kentucky and Louisiana Entering Experiment On and the Day Before Election Day

VARIABLES	(1)	(2)	(3)	(4)	(5)	(6)
	Entire Sample	Entire Sample	YouGov Only	YouGov Only	SSI Only	SSI Only
Voter Treatment (1=Voter, 0=Voting)	-0.0130 [0.0213]	-0.0129 [0.0214]	-0.0449 [0.0313]	-0.0454 [0.0315]	0.00322 [0.0269]	0.00327 [0.0269]
SSI Subsample (1=SSI, 0=YouGov)	-0.151*** [0.0272]	-0.150*** [0.0272]				
State: Louisiana	-0.0367 [0.0532]	-0.0329 [0.0453]	-0.0225 [0.0736]	-0.0362 [0.0628]	0.0761 [0.0627]	0.0755 [0.0627]
Date of Survey: Nov 20, 2015	0.00222 [0.0460]					
Gender: Male	0.0561* [0.0311]	0.0569* [0.0311]	0.0493 [0.0438]	0.0521 [0.0437]	0.112*** [0.0411]	0.113*** [0.0411]
Race: Black	0.0871 [0.0584]	0.0823 [0.0579]	0.113 [0.0869]	0.102 [0.0850]	0.0642 [0.0724]	0.0627 [0.0724]
Race: Hispanic	0.0538 [0.236]	0.0473 [0.233]	-0.0111 [0.302]	-0.0118 [0.291]	0.151 [0.324]	0.152 [0.328]
Race: Other	-0.0357 [0.0651]	-0.0361 [0.0648]	0.0121 [0.0810]	0.0141 [0.0800]	-0.0431 [0.0922]	-0.0429 [0.0927]
Days Before Election Day	0.0357 [0.0270]	0.0353 [0.0270]	-0.000357 [0.0498]	0.0176 [0.0401]		
Voted in 2004 General Election (1=Yes, 0=No)	0.0575 [0.0416]	0.0573 [0.0416]	0.1000 [0.0785]	0.0995 [0.0780]	0.0207 [0.0468]	0.0200 [0.0469]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0318 [0.0447]	-0.0326 [0.0448]	-0.0453 [0.0717]	-0.0396 [0.0720]	0.0101 [0.0538]	0.00814 [0.0539]
Voted in 2008 General Election (1=Yes, 0=No)	0.0111 [0.0432]	0.0127 [0.0432]	-0.129 [0.0804]	-0.137* [0.0803]	0.0555 [0.0491]	0.0571 [0.0492]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0116 [0.0424]	-0.0120 [0.0423]	0.138** [0.0680]	0.140** [0.0675]	-0.0711 [0.0503]	-0.0717 [0.0503]
Voted in 2012 General Election (1=Yes, 0=No)	0.144*** [0.0379]	0.140*** [0.0379]	0.230*** [0.0650]	0.222*** [0.0647]	0.0983*** [0.0452]	0.0975*** [0.0453]
Voted in 2014 General Election (1=Yes, 0=No)	0.392*** [0.0375]	0.392*** [0.0375]	0.402*** [0.0691]	0.408*** [0.0687]	0.371*** [0.0428]	0.372*** [0.0428]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.00890 [0.0677]	0.00945 [0.0677]	1.036*** [0.312]	1.044*** [0.301]	-0.0607 [0.0705]	-0.0616 [0.0705]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0351 [0.0425]	-0.0346 [0.0424]	-0.0320 [0.0642]	-0.0319 [0.0640]	-0.0470 [0.0527]	-0.0466 [0.0527]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0614 [0.0456]	0.0642 [0.0456]	-0.0997 [0.0994]	0.136* [0.0725]	0.0514 [0.0482]	0.0541 [0.0482]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0872** [0.0426]	0.0820* [0.0426]	0.0590 [0.0672]	0.0458 [0.0672]	0.0772 [0.0508]	0.0755 [0.0509]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0493 [0.0451]	0.0548 [0.0451]	0.0344 [0.0601]	0.0433 [0.0599]	0.0635 [0.0603]	0.0652 [0.0603]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0920** [0.0413]	0.0928** [0.0413]	0.138** [0.0617]	0.142** [0.0618]	0.0726 [0.0514]	0.0709 [0.0514]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.251*** [0.0443]	0.248*** [0.0442]	0.0669 [0.0628]	0.0624 [0.0623]	0.374*** [0.0572]	0.374*** [0.0573]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.130 [0.0931]	-0.129 [0.0930]	-1.139*** [0.319]	-1.147*** [0.308]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0598 [0.0645]	-0.0609 [0.0645]	0.179** [0.0740]	-0.0465 [0.0980]	-0.00272 [0.0758]	-0.00103 [0.0760]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.223*** [0.0524]	0.221*** [0.0526]	0.204*** [0.0711]	0.199*** [0.0713]	0.0900 [0.0719]	0.0903 [0.0720]
Date of Survey: Nov 21, 2015		-0.00485 [0.0462]		0.0131 [0.0641]	-0.0967* [0.0506]	-0.0962* [0.0507]
Date of Survey: Nov 02, 2015			0.0188 [0.0639]		0.0530 [0.0335]	0.0529 [0.0335]
Constant	0.103*** [0.0350]	0.104*** [0.0353]	0.0376 [0.0442]	0.0396 [0.0447]	-0.0187 [0.0386]	-0.0184 [0.0385]
Observations	983	983	394	394	589	589
R-squared	0.570	0.57	0.70	0.70	0.55	0.55
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	0.370	0.365	0.486	0.486	0.292	0.292

Standard errors in brackets
*** p<0.01, ** p<0.05, * p<0.1

E DETAILS OF PROCEDURE TO CALCULATE 95% CONFIDENCE INTERVALS FOR EFFECT ESTIMATES FROM BRYAN ET AL. (2011) IN FIGURE 1

In their article, Bryan et al. (2011) report p -values from a χ^2 test of the null hypothesis of no association between two binary variables: assignment to the noun (vs. verb) wording condition and whether the subject votes. To construct confidence intervals that are comparable to the those from the statistical tests reported in Gerber et al. (2016) and in this study, we implement the following procedure to calculate 95% confidence intervals:

1. First, we attempt to reconstruct the data from Bryan et al. (2011) because the replication data for Bryan et al. (2011) are not publicly available and because there are not enough sufficient statistics or design details reported in Bryan et al. (2011) to reconstruct the data exactly. However, under the reasonable and defensible assumption that Bryan et al. (2011) employ a balanced design where exactly half of the subjects in each experiment is assigned the noun wording condition and the other half of the subjects in each experiment is assigned to the verb wording condition, we can use the total number of subjects and the rounded turnout rates by arm (which are reported in Bryan et al. (2011)) to back out an approximate number of subjects who voted and who did not vote in each treatment arm.
 - In Study 2 of Bryan et al. (2011), there are 88 subjects. Bryan et al. (2011) report that 95.5% of subjects in the noun condition voted and 81.8% of subjects in the verb condition voted. Under the assumption that the design was balanced, 44 subjects were assigned to the noun condition and 44 were assigned to the verb condition. Thus about 42 of 44 subjects in the noun group voted ($42/44 \approx 95.5\%$) and about 36 of 44 subjects in the verb group voted ($36/44 \approx 81.8\%$).
 - In Study 3 of Bryan et al. (2011), there are 214 subjects. Bryan et al. (2011) report that 89.9% of subjects in the noun condition voted and 79% of subjects in the verb condition voted. Under the assumption that the design was balanced, 107 subjects were assigned to the noun condition and 107 subjects were assigned to the verb condition. Thus about 96 of 107 subjects in the noun group voted ($96/107 \approx 89.8\%$) and about 85 of 107 subjects in the verb group voted ($85/107 \approx 79.4\%$).
2. Using the datasets we construct that approximate the data used to generate the estimated effects from Bryan et al. (2011), we then regress turnout (1=voted, 0=did not vote) on a binary noun wording treatment indicator (1=noun, 0=verb) and plot the estimated 95% confidence interval around the estimated coefficient on the noun treatment indicator.

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