

**Table 2.** Summary Statistics for Covariates by Treatment Groups (Only for Observations That Have Exact Matches in the Control Group)

Covariate	Message	
	Get-out-the-vote	Buckle up
Percentage vote 2000	61.24	60.83
Percentage vote 2001	16.69	16.27
Percentage vote 2002	53.89	52.82
Percentage vote 2003	13.49	13.55
Percentage missing age	8.60	8.99
Percentage newly registered	2.07	1.92
Percentage missing registration date	0.55	0.59
Percentage female	55.91	55.62
Percentage missing gender	0.12	0.12
Percentage major party registration	48.07	46.21
Mean age	41.19	40.72
Standard deviation of age	19.22	19.37
Matched treatment group <i>N</i> (matched control group <i>N</i> )	6,569 (262,760)	6,577 (263,080)

Note: Because we restrict the experimental sample to observations that match exactly on these covariates, the control group means are identical to those in the treatment groups. To avoid redundancy, we present only the treatment group means.