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

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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 anythng, and the entire questionnaire will take fewer than two minutes to complete.

Are you currently a resident of [VAR1]?
01	Yes	*GO TO RANDOMLY ASSIGNED TREATMENT*
02	No	*Thank you for your help. Goodbye.*
03	Other	*Thank you for your help. Goodbye.*
04	Wouldn't Disclose	*Thank you for your help. Goodbye.*
20	Declined Conversation	*Thank you for your help. Goodbye.*
21	Do not call	*Thank you for your help. Goodbye.*

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	*GO TO Q35*
2	No	*GO TO Q35*
96	Other	*GO TO Q35*
98	Refused	*GO TO Q35*
99	Hung up	*Thank you for your help. Goodbye.*

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	*Thank you for your help. Goodbye.*

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	*Thank you for your help. Goodbye.*
2	Not too much	*Thank you for your help. Goodbye.*
3	Neither differ nor not differ	*Thank you for your help. Goodbye.*
4	Somewhat	*Thank you for your help. Goodbye.*
5	Very much	*Thank you for your help. Goodbye.*
96	Other	*Thank you for your help. Goodbye.*
98	Refused	*Thank you for your help. Goodbye.*
99	Hung up	*Thank you for your help. Goodbye.*

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	*GO TO Q35*
2	No	*GO TO Q35*
96	Other	*GO TO Q35*
98	Refused	*GO TO Q35*
99	Hung up	*Thank you for your help. Goodbye.*

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	*Thank you for your help. Goodbye.*

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	*Thank you for your help. Goodbye.*

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	*Thank you for your help. Goodbye.*
2	Not too much	*Thank you for your help. Goodbye.*
3	Neither differ nor not differ	*Thank you for your help. Goodbye.*
4	Somewhat	*Thank you for your help. Goodbye.*
5	Very much	*Thank you for your help. Goodbye.*
96	Other	*Thank you for your help. Goodbye.*
98	Refused	*Thank you for your help. Goodbye.*
99	Hung up	*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	*Thank you for your help. Goodbye.*
	[do not record response]	
96	Other	*Thank you for your help. Goodbye.*
97	Don't Know	*GO TO NEXT QUESTION.*
98	Refused	*GO TO NEXT QUESTION.*
99	Hung up	*Thank you for your help. Goodbye.*

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

1	Response provided	*Thank you for your help. Goodbye.*
	[do not record response]	
97	Don't Know	*Thank you for your help. Goodbye.*
98	Refused	*Thank you for your help. Goodbye.*
99	Hung up	*Thank you for your help. Goodbye.*

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	*Thank you for your help. Goodbye.*
2	No	*Thank you for your help. Goodbye.*
96	Other	*Thank you for your help. Goodbye.*
98	Refused	*Thank you for your help. Goodbye.*
99	Hung up	*Thank you for your help. Goodbye.*

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 separarately 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	0.135
	[0.0949]	[0.107]
State: Texas (Houston only)		0.226
		[0.151]
Date of Survey: Nov 01, 2015	-0.0589	-0.0511
	[0.0449]	[0.0712]
Date of Survey: Nov 02, 2015	0.0272	0.0362
	[0.0572]	[0.0500]
Date of Survey: Nov 19, 2015	0.00201	-0.0225
	[0.0523]	[0.0886]
Date of Survey: Nov 20, 2015	-0.1000	0.00244
	[0.0688]	[0.0733]
Date of Survey: Nov 21, 2015	0.0458	0.154
	[0.0971]	[0.0980]
Gender: Male	0.103**	0.00425
	[0.0410]	[0.0527]
Gender: Unknown		-0.247
		[0.202]
Race: Black	0.209**	-0.00677
	[0.0998]	[0.104]
Race: Hispanic	0.167	0.357
	[0.291]	[0.513]
Race: Other	0.0426	0.144
	[0.108]	[0.131]
Voted in 2004 General Election (1=Yes, 0=No)	0.0701	0.142**
	[0.0719]	[0.0620]
Voted in 2006 General Election (1=Yes, 0=No)	-0.00890	-0.157**
	[0.0694]	[0.0688]
Voted in 2008 General Election (1=Yes, 0=No)	0.0716	-0.0489
	[0.0767]	[0.0638]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0672	0.0496
	[0.0632]	[0.0649]
Voted in 2012 General Election (1=Yes, 0=No)	-0.173**	-0.0104
	[0.0690]	[0.0602]
Voted in 2014 General Election (1=Yes, 0=No)	0.104	-0.0899
	[0.0696]	[0.0590]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.186	-0.159*
	[0.257]	[0.0907]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0819	0.0766
	[0.0552]	[0.0681]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.00476	0.0308
	[0.230]	[0.0620]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.00629	-0.0876
	[0.0599]	[0.0664]
Voted in 2012 Primary Election (1=Yes, 0=No)	-0.0291	-0.0517
	[0.0595]	[0.0716]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0331	0.0900
	[0.0612]	[0.0663]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0177	0.174**
	[0.0617]	[0.0731]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0602	-0.0527
	[0.229]	[0.0950]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.442	0.0697
	[0.361]	[0.0968]
Days Before Election Day	-0.0281	0.0486*
	[0.0202]	[0.0293]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.237	
	[0.261]	
Constant	0.524***	0.427***
	[0.0584]	[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	0.376	0.3739	0.4664	0.4281	0.4472	0.4103	0.3965	0.4032
	[.4835]	[.4846]	[.484]	[.4993]	[.4952]	[.4974]	[.492]	[.4893]	[.4906]
State: Louisiana	0.2646	0.3031	0.2846	0.2504	0.2488	0.2496	0.2588	0.2818	0.2706
	[.4414]	[.4598]	[.4514]	[.4336]	[.4327]	[.433]	[.4381]	[.45]	[.4444]
State: Mississippi	0.2207	0.1958	0.2078	0.2013	0.189	0.1951	0.2128	0.1932	0.2027
	[.415]	[.397]	[.4058]	[.4013]	[.3918]	[.3965]	[.4094]	[.3949]	[.4021]
State: Texas (Houston only)	0.143	0.125	0.1337	0.0818	0.1341	0.1081	0.1181	0.1286	0.1235
	[.3503]	[.3309]	[.3404]	[.2743]	[.341]	[.3107]	[.3228]	[.3348]	[.329]
Date of Survey: Oct 31, 2015	0.2354	0.2333	0.2343	0.072	0.0743	0.0732	0.1688	0.171	0.1699
	[.4245]	[.4232]	[.4237]	[.2587]	[.2625]	[.2605]	[.3747]	[.3766]	[.3756]
Date of Survey: Nov 01, 2015	0.223	0.176	0.1986	0.1309	0.1131	0.122	0.1855	0.1514	0.168
	[.4165]	[.3811]	[.399]	[.3376]	[.317]	[.3274]	[.3888]	[.3585]	[.3739]
Date of Survey: Nov 02, 2015	0.1554	0.1646	0.1602	0.3126	0.3586	0.3358	0.2195	0.2407	0.2303
	[.3625]	[.371]	[.3669]	[.4639]	[.48]	[.4725]	[.414]	[.4276]	[.4211]
Date of Survey: Nov 03, 2015	0.1216	0.1229	0.1223	0.234	0.2052	0.2195	0.1674	0.1552	0.1611
	[.327]	[.3285]	[.3277]	[.4237]	[.4042]	[.4141]	[.3735]	[.3622]	[.3677]
Date of Survey: Nov 18, 2015	0.0935	0.1219	0.1082	0.0245	0.0291	0.0268	0.0654	0.0855	0.0757
	[.2913]	[.3273]	[.3107]	[.1549]	[.1682]	[.1616]	[.2473]	[.2797]	[.2646]
Date of Survey: Nov 19, 2015	0.08	0.1	0.0904	0.0622	0.0549	0.0585	0.0727	0.0823	0.0776
	[.2714]	[.3002]	[.2868]	[.2417]	[.228]	[.2349]	[.2598]	[.275]	[.2677]
Date of Survey: Nov 20, 2015	0.0597	0.0437	0.0514	0.1146	0.1002	0.1073	0.0821	0.0659	0.0737
	[.237]	[.2046]	[.2209]	[.3188]	[.3005]	[.3096]	[.2745]	[.2481]	[.2614]
Date of Survey: Nov 21, 2015	0.0315	0.0375	0.0346	0.0491	0.0646	0.0569	0.0387	0.0481	0.0435
	[.1748]	[.1901]	[.1829]	[.2163]	[.2461]	[.2318]	[.1929]	[.2141]	[.2041]
Gender: Female	0.4966	0.4792	0.4876	0.7447	0.7512	0.748	0.5977	0.5858	0.5916
	[.5003]	[.4998]	[.5]	[.4364]	[.4327]	[.4344]	[.4905]	[.4927]	[.4916]
Gender: Male	0.5034	0.5208	0.5124	0.2471	0.2456	0.2463	0.3989	0.4129	0.4061
	[.5003]	[.4998]	[.5]	[.4317]	[.4308]	[.4311]	[.4898]	[.4925]	[.4912]
Gender: Unknown	0	0	0	0.0082	0.0032	0.0057	0.0033	0.0013	0.0023
	[0]	[0]	[0]	[.0902]	[.0568]	[.0753]	[.0577]	[.0356]	[.0476]
Race: Black	0.0867	0.1115	0.0996	0.1538	0.1551	0.1545	0.1141	0.1286	0.1215
	[.2816]	[.3149]	[.2995]	[.3611]	[.3623]	[.3615]	[.318]	[.3348]	[.3268]
Race: Hispanic	0.0191	0.0135	0.0162	0.0098	0.0113	0.0106	0.0153	0.0127	0.014
	[.1371]	[.1156]	[.1264]	[.0987]	[.1058]	[.1023]	[.123]	[.1119]	[.1174]
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]	[.1858]	[.1897]	[.1973]	[.1936]
Race: White	0.8536	0.8333	0.8431	0.8036	0.7948	0.7992	0.8332	0.8182	0.8255
	[.3537]	[.3729]	[.3638]	[.3976]	[.4042]	[.4008]	[.3729]	[.3858]	[.3796]
Days Before Election Day	1.8074	1.826	1.8171	1.1031	1.105	1.1041	1.5203	1.5434	1.5322
	[1.0586]	[1.0845]	[1.0719]	[.9237]	[.9174]	[.9202]	[1.0635]	[1.0809]	[1.0723]
Voted in 2004 General Election (1=Yes, 0=No)	0.5394	0.5625	0.5514	0.4255	0.4733	0.4496	0.493	0.5275	0.5107
	[.4987]	[.4963]	[.4975]	[.4948]	[.4997]	[.4977]	[.5001]	[.4994]	[.5]
Voted in 2006 General Election (1=Yes, 0=No)	0.4977	0.5115	0.5049	0.3142	0.3086	0.3114	0.4229	0.4319	0.4276
	[.5003]	[.5001]	[.5001]	[.4646]	[.4623]	[.4632]	[.4942]	[.4955]	[.4948]
Voted in 2008 General Election (1=Yes, 0=No)	0.6486	0.6687	0.6591	0.5581	0.5687	0.5634	0.6117	0.6295	0.6209
	[.4777]	[.4709]	[.4741]	[.497]	[.4957]	[.4962]	[.4875]	[.4831]	[.4853]
Voted in 2010 General Election (1=Yes, 0=No)	0.5687	0.5906	0.5801	0.4223	0.4216	0.422	0.509	0.5244	0.5169
	[.4955]	[.492]	[.4937]	[.4943]	[.4942]	[.4941]	[.5001]	[.4996]	[.4998]
Voted in 2012 General Election (1=Yes, 0=No)	0.6363	0.599	0.6169	0.6547	0.6478	0.6512	0.6438	0.6181	0.6306
	[.4813]	[.4904]	[.4863]	[.4759]	[.478]	[.4768]	[.479]	[.486]	[.4827]
Voted in 2014 General Election (1=Yes, 0=No)	0.5822	0.5854	0.5839	0.509	0.5137	0.5114	0.5524	0.5573	0.5549
	[.4935]	[.4929]	[.493]	[.5003]	[.5002]	[.5001]	[.4974]	[.4969]	[.4971]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.223	0.2427	0.2332	0.1309	0.1244	0.1276	0.1855	0.1963	0.191
	[.4165]	[.4289]	[.423]	[.3376]	[.3303]	[.3338]	[.3888]	[.3973]	[.3932]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.2838	0.2927	0.2884	0.1686	0.1874	0.178	0.2368	0.2514	0.2443
	[.4511]	[.4552]	[.4532]	[.3747]	[.3905]	[.3827]	[.4253]	[.434]	[.4297]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.4155	0.4281	0.4221	0.2782	0.3118	0.2951	0.3596	0.3825	0.3713
	[.4931]	[.4951]	[.494]	[.4485]	[.4636]	[.4563]	[.48]	[.4862]	[.4832]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.3367	0.3656	0.3517	0.2242	0.2278	0.226	0.2909	0.3116	0.3015
	[.4729]	[.4819]	[.4776]	[.4174]	[.4197]	[.4184]	[.4543]	[.4633]	[.459]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.2286	0.2135	0.2208	0.1391	0.1486	0.1439	0.1921	0.1881	0.1901
	[.4202]	[.41]	[.4149]	[.3464]	[.356]	[.3511]	[.3941]	[.3909]	[.3924]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.2748	0.2781	0.2765	0.1849	0.2165	0.2008	0.2382	0.254	0.2463
	[.4467]	[.4483]	[.4474]	[.3886]	[.4122]	[.4008]	[.4261]	[.4354]	[.4309]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.1914	0.1917	0.1916	0.2668	0.2843	0.2756	0.2221	0.228	0.2251
	[.3937]	[.3938]	[.3936]	[.4426]	[.4515]	[.447]	[.4158]	[.4197]	[.4177]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.1329	0.1281	0.1304	0	0	0	0.0787	0.0779	0.0783
	[.3396]	[.3344]	[.3368]	[0]	[0]	[0]	[.2694]	[.2681]	[.2687]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.4065	0.4271	0.4172	0.0491	0.0468	0.048	0.2608	0.278	0.2697
	[.4915]	[.4949]	[.4932]	[.2163]	[.2115]	[.2138]	[.4392]	[.4482]	[.4439]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.0833	0.0802	0.0817	0.0311	0.0372	0.0341	0.062	0.0633	0.0627
	[.2765]	[.2718]	[.274]	[.1737]	[.1893]	[.1817]	[.2413]	[.2436]	[.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

	YouGov			SSI			Pooled (YouGov + SSI)		
Variable	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]	[.5]	[.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 Tables for 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=Voting)	0.00688	0.00698	-0.00500	-0.00502	0.0301	0.0301	-0.00876	-0.00869	0.0169	0.0170	0.0283	0.0282	0.00134	0.00173
	[0.0121]	[0.0121]	[0.0146]	[0.0146]	[0.0196]	[0.0196]	[0.0182]	[0.0182]	[0.0229]	[0.0230]	[0.0267]	[0.0267]	[0.0385]	[0.0385]
SSI Subsample (1=SSI, 0=YouGov)	-0.104***	-0.103***					-0.0765***	-0.0751***	-0.286***	-0.287***	-0.0112	-0.0126	-0.00200	0.000479
	[0.0166]	[0.0166]					[0.0244]	[0.0244]	[0.0337]	[0.0337]	[0.0347]	[0.0347]	[0.0556]	[0.0555]
State: Louisiana	-0.0802*		-0.0617											
	[0.0446]		[0.0595]											
State: Mississippi	-0.00730	-0.00765	0.0174	0.0166	-0.0530	-0.0530								
	[0.0452]	[0.0452]	[0.0581]	[0.0581]	[0.0708]	[0.0707]								
State: Texas (Houston only)	0.0599	0.0588	-0.0721		0.278***	0.278***								
	[0.0602]	[0.0602]	[0.0760]		[0.101]	[0.101]								
Date of Survey: Nov 01, 2015	0.0249	0.0247	0.00942	0.00919	0.0431	0.0429	0.0245	0.0243			0.0210	0.0233		-0.0629
	[0.0238]	[0.0239]	[0.0275]	[0.0275]	[0.0472]	[0.0472]	[0.0230]	[0.0230]			[0.0364]	[0.0364]		[0.0581]
Date of Survey: Nov 02, 2015	0.0456*	0.0454*	0.00104	0.000441	0.0659**	0.0657**	0.0432*	0.0429*			0.0720**	0.0739**	-0.119***	-0.119***
	[0.0236]	[0.0236]	[0.0351]	[0.0350]	[0.0331]	[0.0331]	[0.0229]	[0.0228]			[0.0323]	[0.0324]	[0.0425]	[0.0425]
Date of Survey: Nov 19, 2015	0.0630**	0.0364	0.0707**	0.0503	-0.0144	-0.0141			0.0612**	0.0616**				
	[0.0277]	[0.0284]	[0.0313]	[0.0320]	[0.0588]	[0.0588]			[0.0274]	[0.0274]				
Date of Survey: Nov 20, 2015	0.0282	-0.0254		-0.0128		0.0248			0.0441	0.0448				
	[0.0308]	[0.0316]		[0.0421]		[0.0486]			[0.0306]	[0.0307]				
Gender: Male	0.0380*	0.0387*	0.0112	0.0125	0.101***	0.101***	0.0419**	0.0427**	0.0166	0.0158	-0.0166	-0.0158	-0.0883**	-0.0875**
	[0.0209]	[0.0209]	[0.0251]	[0.0252]	[0.0349]	[0.0349]	[0.0203]	[0.0203]	[0.0245]	[0.0245]	[0.0298]	[0.0299]	[0.0396]	[0.0395]
Gender: Unknown	-0.117	-0.117			-0.189	-0.189					-0.133	-0.134		
	[0.128]	[0.128]			[0.134]	[0.134]					[0.127]	[0.127]		
Race: Black	0.0529	0.0509	0.0408	0.0381	0.0510	0.0511	0.0558	0.0540	0.0112	0.0122		0.0223	-0.0322	-0.0327
	[0.0469]	[0.0467]	[0.0616]	[0.0612]	[0.0688]	[0.0688]	[0.0452]	[0.0451]	[0.0348]	[0.0347]		[0.0337]	[0.0532]	[0.0532]
Race: Hispanic	-0.0574	-0.0554	-0.132	-0.128	0.160	0.160	-0.0487	-0.0466	0.129	0.133	-0.0331	-0.0343	-0.0788	-0.0770
	[0.166]	[0.166]	[0.179]	[0.178]	[0.342]	[0.340]	[0.161]	[0.160]	[0.114]	[0.114]	[0.189]	[0.193]	[0.0752]	[0.0754]
Race: Other	-0.0306	-0.0306	-0.00106	-0.00113	-0.0662	-0.0660	-0.0275	-0.0274	-0.0214	-0.0260	-0.0541	-0.0532	0.0723	0.0725
	[0.0547]	[0.0547]	[0.0664]	[0.0663]	[0.0868]	[0.0868]	[0.0528]	[0.0527]	[0.0665]	[0.0664]	[0.0695]	[0.0700]	[0.0724]	[0.0723]
Days Before Election Day	-0.0141	-0.0142	-0.0132	-0.0133	-0.0138	-0.0136	-0.0122	-0.0122	-0.000336	0.000193	0.00977	0.00940	0.0191	0.0187
	[0.0101]	[0.0101]	[0.0124]	[0.0124]	[0.0194]	[0.0194]	[0.00987]	[0.00986]	[0.0125]	[0.0125]	[0.0132]	[0.0132]	[0.0208]	[0.0208]
Voted in 2004 General Election (1=Yes, 0=No)	0.00280	0.00278	-0.0402	-0.0410	0.0278	0.0280	0.00220	0.00210	-0.0546	-0.0539	-0.0850**	-0.0849**	-0.0200	-0.0209
	[0.0306]	[0.0306]	[0.0440]	[0.0440]	[0.0412]	[0.0412]	[0.0296]	[0.0296]	[0.0372]	[0.0372]	[0.0338]	[0.0338]	[0.0595]	[0.0594]
Voted in 2006 General Election (1=Yes, 0=No)	0.00553	0.00623	0.0421	0.0440	-0.00768	-0.00725	0.00661	0.00737		0.0270		0.0134	0.130**	0.131**
	[0.0317]	[0.0317]	[0.0425]	[0.0425]	[0.0457]	[0.0457]	[0.0306]	[0.0306]		[0.0352]		[0.0393]	[0.0614]	[0.0615]
Voted in 2008 General Election (1=Yes, 0=No)	-0.000527	-0.00184	-0.00936	-0.0128	0.0245	0.0241	-0.000865	-0.00215	-0.0488		0.140***	0.141***	0.0307	0.0317
	[0.0317]	[0.0317]	[0.0470]	[0.0469]	[0.0423]	[0.0423]	[0.0306]	[0.0305]	[0.0381]		[0.0381]	[0.0381]	[0.0700]	[0.0700]
Voted in 2010 General Election (1=Yes, 0=No)	0.0360	0.0355	0.0746*	0.0741*	-0.00820	-0.00802	0.0368	0.0364	0.0396	0.0410	-0.102***	-0.101***	-0.0340	-0.0329
	[0.0295]	[0.0295]	[0.0387]	[0.0387]	[0.0430]	[0.0430]	[0.0285]	[0.0285]	[0.0367]	[0.0367]	[0.0377]	[0.0378]	[0.0646]	[0.0646]
Voted in 2012 General Election (1=Yes, 0=No)	0.193***	0.193***	0.262***	0.261***	0.119***	0.119***	0.189***	0.189***	0.132***	0.132***	0.0838**	0.0837**	0.187***	0.186***
	[0.0286]	[0.0287]	[0.0423]	[0.0423]	[0.0399]	[0.0399]	[0.0277]	[0.0277]	[0.0367]	[0.0367]	[0.0372]	[0.0372]	[0.0586]	[0.0585]
Voted in 2014 General Election (1=Yes, 0=No)	0.378***	0.378***	0.388***	0.389***	0.346***	0.346***	0.380***	0.380***	0.351***	0.351***		0.321***	0.486***	0.485***
	[0.0287]	[0.0287]	[0.0426]	[0.0427]	[0.0392]	[0.0392]	[0.0277]	[0.0277]	[0.0360]	[0.0361]		[0.0419]	[0.0557]	[0.0558]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0126	0.0139	0.0675	0.0765	-0.0311	-0.0306	0.00975	0.0110	0.0808**	0.0810**	-0.145*	-0.143*	0.00677	0.00913
	[0.0529]	[0.0530]	[0.157]	[0.157]	[0.0602]	[0.0602]	[0.0511]	[0.0511]	[0.0325]	[0.0325]	[0.0861]	[0.0863]	[0.0574]	[0.0573]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00329	-0.00358	0.0105	0.0101	-0.0295	-0.0297	-0.00457	-0.00489	0.0165	0.0166	0.0641	0.0626	0.0482	0.0489
	[0.0280]	[0.0280]	[0.0339]	[0.0338]	[0.0452]	[0.0452]	[0.0270]	[0.0269]	[0.0346]	[0.0346]	[0.0498]	[0.0499]	[0.0619]	[0.0619]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0507	0.0504	0.241*	0.235*	0.0316	0.0308	0.0396	0.0388	-0.0213	-0.0219		-0.000800	-0.00842	-0.00794
	[0.0346]	[0.0346]	[0.140]	[0.141]	[0.0411]	[0.0411]	[0.0343]	[0.0343]	[0.0317]	[0.0317]		[0.0504]	[0.0700]	[0.0699]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0126	0.0127	-0.0333	-0.0335	0.0695	0.0701	0.0115	0.0116	0.0644**	0.0665**	-0.0453	-0.0418	0.0149	0.0117
	[0.0289]	[0.0289]	[0.0367]	[0.0367]	[0.0440]	[0.0440]	[0.0279]	[0.0279]	[0.0327]	[0.0327]	[0.0515]	[0.0515]	[0.0589]	[0.0590]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0330	0.0350	-0.0149	-0.0112	0.102**	0.102**	0.0331	0.0351	-0.702**	-0.704**	0.0759*	0.0748*	0.0488	0.0474
	[0.0297]	[0.0297]	[0.0364]	[0.0364]	[0.0475]	[0.0475]	[0.0287]	[0.0286]	[0.324]	[0.331]	[0.0407]	[0.0408]	[0.0594]	[0.0593]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0976***	0.0977***	0.139***	0.138***	0.0475	0.0475	0.0989***	0.0990***	0.422	0.422	0.0882**	0.0912**	0.0314	0.0318
	[0.0291]	[0.0291]	[0.0375]	[0.0375]	[0.0440]	[0.0440]	[0.0281]	[0.0281]	[0.405]	[0.408]	[0.0428]	[0.0429]	[0.0602]	[0.0601]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.232***	0.231***	0.158***	0.156***	0.344***	0.344***	0.233***	0.232***	-0.178***	-0.178***	0.375***	0.374***		
	[0.0307]	[0.0307]	[0.0378]	[0.0378]	[0.0486]	[0.0486]	[0.0297]	[0.0296]	[0.0399]	[0.0399]	[0.0375]	[0.0376]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0692	-0.0701	-0.107	-0.117			-0.0660	-0.0669	0.0457	0.0455	0.107	0.103	-0.287	-0.292
	[0.0612]	[0.0613]	[0.160]	[0.160]			[0.0591]	[0.0591]	[0.0441]	[0.0441]	[0.0977]	[0.0975]	[0.274]	[0.279]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0269	-0.0264	-0.205	-0.197			-0.00396	-0.00429	0.0706**	0.0700**	-0.0150	-0.0188	0.00131	0.00325
	[0.0405]	[0.0405]	[0.140]	[0.140]			[0.0419]	[0.0419]	[0.0325]	[0.0325]	[0.0556]	[0.0556]	[0.0785]	[0.0785]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.632***	-0.632***	-0.660***	-0.661***	0.0396	0.0397	-0.627***	-0.627***	0.173***	0.171***	0.609*	0.608*		
	[0.231]	[0.235]	[0.217]	[0.221]	[0.0642]	[0.0642]	[0.223]	[0.227]	[0.0329]	[0.0330]	[0.345]	[0.339]		
Date of Survey: Nov 21, 2015		-0.0811*		-0.0640	-0.0529	-0.0529								
		[0.0594]			[0.0650]	[0.0650]								
Constant	0.0631**	0.0629**	0.0534	0.0537	-0.0272	-0.0274	0.0544*	0.0538*	0.0587	0.0575	0.00258	0.00248	0.0752	0.0726
	[0.0280]	[0.0280]	[0.0365]	[0.0366]	[0.0367]	[0.0367]	[0.0298]	[0.0299]	[0.0411]	[0.0412]	[0.0422]	[0.0424]	[0.0690]	[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 Effects of Noun Wording on Stated Interest in Voting

We measure subjects' stated interest in political participation, which is operationalized as subjects' responses to each of the questions in the 10-item questionnaire to which they are assigned and code response options identically to the coding in Bryan et al. (2011) and Gerber et al. (2016) (e.g., 1=Not at all important to 5=Extremely important). As in Bryan et al. (2011) we create a composite index of each subject's response to the 10-item questionnaire. To do this, we reverse the coding of the tenth question (so that all 10 questions have responses coded such that higher values mean expressing greater interest in voting in the upcoming election) and then take an unweighted average of nonmissing responses. Two important caveats are worth detailing. First, the procedure used to construct the composite measure of survey responses is not transparent in the Bryan et al. (2011) report, aside from a statement that the composite measure is constructed from all 10 survey items in the assigned questionnaire. We use all 10 items to construct the composite measure in the interest of trying to replicate the measurement strategy and analyses in Bryan et al. (2011). Second, because not all items in the questionnaire are unambiguously interpreted as capturing a respondent's level of interest in voting in the upcoming election, we construct an alternate composite measure that includes only 4 of the 10 items we believe actually captures respondents' interest in voting and conduct all analyses using this alternate measure.[1]

We examine whether assignment to a 10-item online survey questionnaire that frames a respondent's potential voting behavior using noun wording ("voter") instead verb wording ("voting/to vote") affect their stated interest in voting. We estimate the effect of noun wording on stated survey responses using the primary specification for the estimating equation described in the paper. Figure A1 presents a coefficient plot of the estimated effect of the noun wording condition on the 10-item and 4-item index measures of subjects' stated interest in political participation with 95% confidence intervals. The effects on the 10-item index shown with a round marker and the effects on on the 4-item index are shown with a triangular marker. In the pooled sample, the noun wording treatment increases the subjects' interest in voting by 0.032 points on the 10-item index (s.e.=0.023, n.s.) and by 0.04 points on the 4-item index (s.e.=0.029, n.s.). This null effect holds even after partitioning the data by vendor or by state, with the exception that among the SSI subsample, noun wording increases subjects' interest in voting by 0.091 points on the 10-item index (s.e.=0.04, $p < .05$) and by 0.118 points on the 4-item index (s.e=0.05, $p < .05$). We conjecture post hoc that this exception is likely driven by sampling variability due to sample selection into the SSI subsample. Lastly, in Figure A2, we examine noun wording effects on each of the 10 survey items and we find consistent null effects of noun wording on stated interest in voting.

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[1]The first four questions asks about the importance of (voting/being a voter), how much one cares about (voting/being a voter), how much one wants to (vote/be a voter), and how relevant (voting/being a voter) is to the respondent.

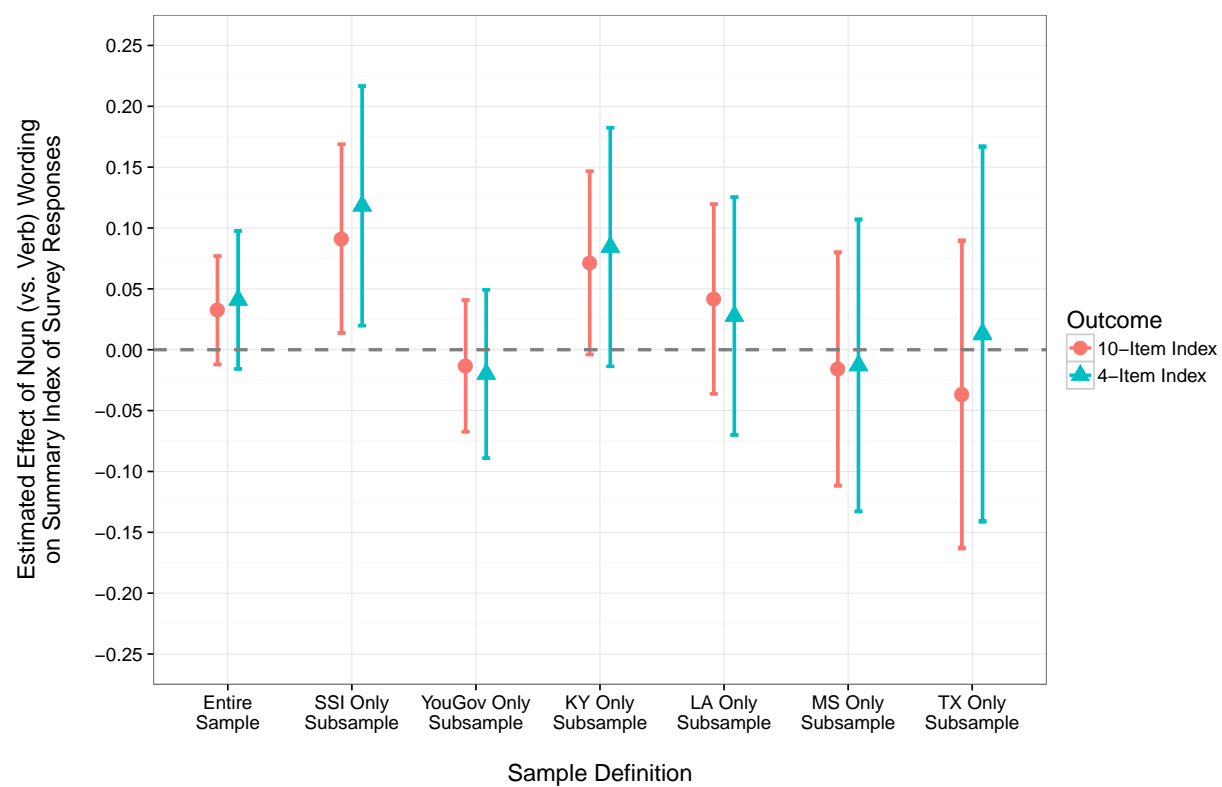**Figure A1:** Estimated Effects of Noun Wording on Summary Index of Survey Responses

Figure A2: Estimated Effects of Noun Wording on Survey Response by Question
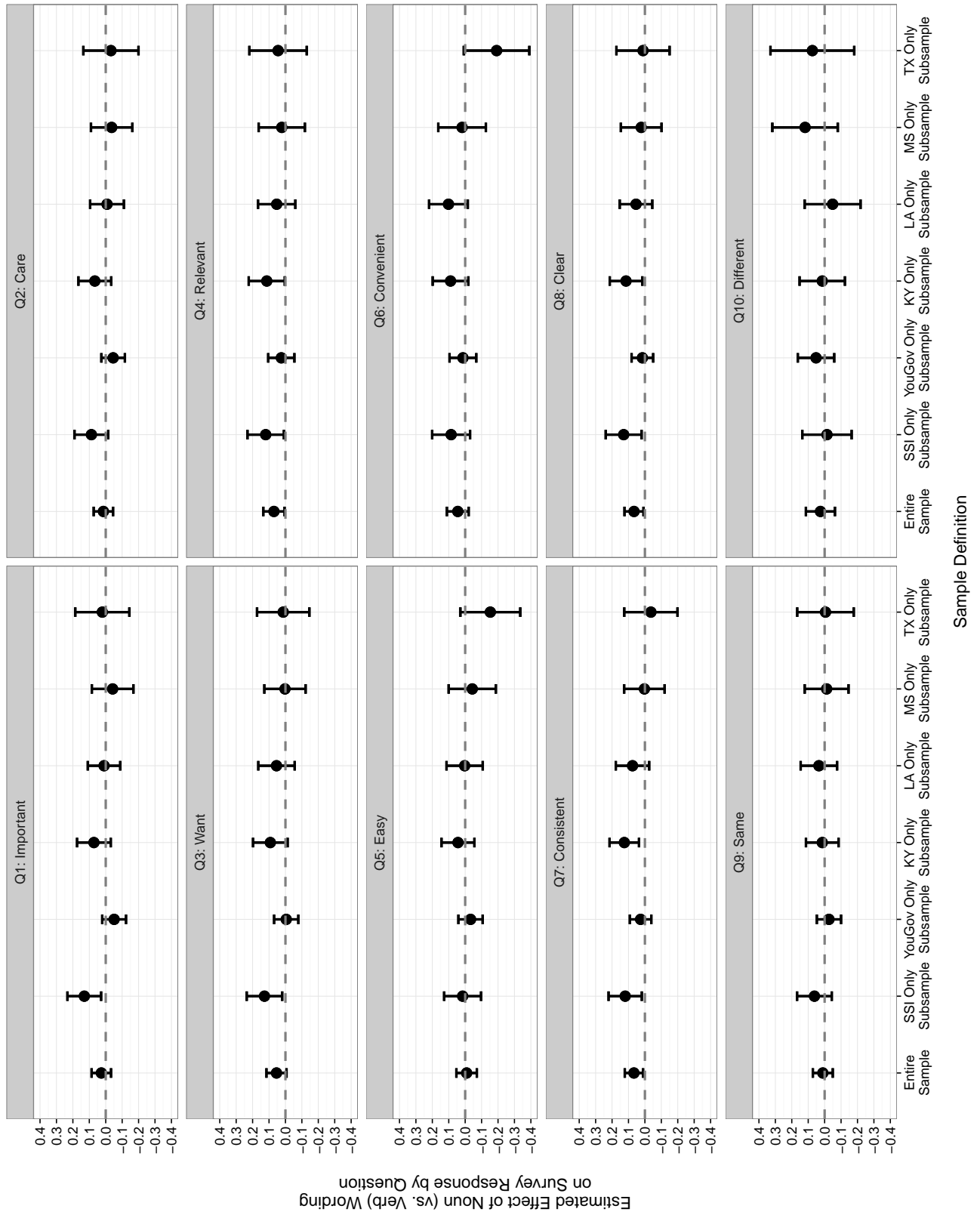
Table A5: Regression Estimates of the Effect of Noun Wording on 10-Item Summary Index of Survey Responses

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=Voting)	0.0323	0.0326	-0.0134	-0.0132	0.0912**	0.0913**	0.0713*	0.0714*	0.0417	0.0416	-0.0161	-0.0154	-0.0373	-0.0362
	[0.0227]	[0.0227]	[0.0276]	[0.0276]	[0.0395]	[0.0395]	[0.0384]	[0.0384]	[0.0396]	[0.0397]	[0.0488]	[0.0488]	[0.0642]	[0.0642]
SSI Subsample (1=SSI, 0=YouGov)	-0.200***	-0.198***					-0.148***	-0.147***	-0.234***	-0.235***	-0.240***	-0.237***	-0.236**	-0.232**
	[0.0312]	[0.0312]					[0.0514]	[0.0514]	[0.0582]	[0.0583]	[0.0633]	[0.0633]	[0.0927]	[0.0925]
State: Mississippi	0.178**	0.176**	0.302***	0.298***	-0.0427	-0.0409								
	[0.0850]	[0.0850]	[0.110]	[0.110]	[0.143]	[0.143]								
State: Texas (Houston only)	0.131	0.123	0.153	0.139	0.231	0.231								
	[0.113]	[0.113]	[0.144]	[0.144]	[0.203]	[0.203]								
Date of Survey: Nov 01, 2015	-0.0712	-0.0308	-0.0445	-0.0469	-0.0668	-0.0669	-0.0282	-0.0291			-0.135**	-0.141**		-0.0610
	[0.0488]	[0.0519]	[0.0520]	[0.0520]	[0.0952]	[0.0952]	[0.0484]	[0.0484]			[0.0665]	[0.0665]		[0.0969]
Date of Survey: Nov 02, 2015	0.00248	0.0840*	0.156**	0.153**	0.000263	-0.000351	0.0777	0.0767			-0.0411	-0.0442	0.130*	0.130*
	[0.0602]	[0.0443]	[0.0663]	[0.0662]	[0.0668]	[0.0668]	[0.0481]	[0.0480]			[0.0591]	[0.0591]	[0.0709]	[0.0709]
Date of Survey: Nov 03, 2015	-0.124													
	[0.0838]													
Date of Survey: Nov 20, 2015	-0.0122	0.0706	-0.0969	-0.0928		0.0986			-0.00837	-0.00553				
	[0.0578]	[0.0595]	[0.0793]	[0.0794]		[0.0981]			[0.0530]	[0.0530]				
Gender: Male	0.151***	0.151***	0.210***	0.211***	0.108	0.108	0.154***	0.155***	0.111***	0.113***	0.172***	0.176***	-0.00568	-0.00149
	[0.0393]	[0.0393]	[0.0474]	[0.0475]	[0.0705]	[0.0704]	[0.0426]	[0.0426]	[0.0424]	[0.0424]	[0.0545]	[0.0545]	[0.0660]	[0.0660]
Gender: Unknown	0.0744	0.0773			0.0937	0.0945					0.0716	0.0742		
	[0.240]	[0.241]			[0.270]	[0.270]					[0.231]	[0.232]		
Race: Black	-0.0978	-0.0951	-0.00877	-0.00264	-0.123	-0.123	-0.0986	-0.0958	0.0959	0.0990*	0.109*		0.0464	0.0461
	[0.0888]	[0.0885]	[0.118]	[0.117]	[0.139]	[0.139]	[0.0959]	[0.0955]	[0.0602]	[0.0601]	[0.0615]		[0.0887]	[0.0887]
Race: Hispanic	0.0541	0.0396	-0.160	-0.179	0.561	0.560	0.0556	0.0411	-0.0336	-0.0388	-0.617*	-0.620*	-0.356***	-0.347***
	[0.313]	[0.311]	[0.338]	[0.337]	[0.689]	[0.687]	[0.338]	[0.336]	[0.197]	[0.197]	[0.345]	[0.352]	[0.125]	[0.126]
Race: Other	-0.0455	-0.0498	-0.0202	-0.0265	-0.0560	-0.0570	-0.0460	-0.0502	0.251**	0.254**	0.158	0.164	-0.0695	-0.0678
	[0.103]	[0.103]	[0.125]	[0.125]	[0.175]	[0.175]	[0.111]	[0.111]	[0.115]	[0.115]	[0.127]	[0.128]	[0.121]	[0.121]
Days Before Election Day	-0.0394	0.00184	-0.0118	-0.0122	0.0456	0.0456	0.00548	0.00528	-0.0201	-0.0201	-0.00694	-0.00800	0.0422	0.0414
	[0.0289]	[0.0191]	[0.0235]	[0.0234]	[0.0392]	[0.0392]	[0.0208]	[0.0207]	[0.0217]	[0.0216]	[0.0241]	[0.0242]	[0.0348]	[0.0348]
Voted in 2004 General Election (1=Yes, 0=No)	0.0324	0.0321	-0.00907	-0.00884	0.0734	0.0735	0.0234	0.0232	-0.0342	-0.0325	0.0859	0.0830	-0.00672	-0.00977
	[0.0575]	[0.0575]	[0.0831]	[0.0831]	[0.0832]	[0.0831]	[0.0622]	[0.0622]	[0.0643]	[0.0643]	[0.0618]	[0.0617]	[0.0992]	[0.0991]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0258	-0.0249	0.0676	0.0689	-0.118	-0.118	-0.0193	-0.0185		-0.00794	0.0550		0.0830	0.0780
	[0.0596]	[0.0596]	[0.0803]	[0.0802]	[0.0922]	[0.0922]	[0.0644]	[0.0643]		[0.0609]	[0.0717]		[0.102]	[0.103]
Voted in 2008 General Election (1=Yes, 0=No)	0.0201	0.0186	0.0190	0.0140	0.0322	0.0320	0.0189	0.0175	0.00180		0.0114	0.0137	-0.0600	-0.0558
	[0.0596]	[0.0596]	[0.0887]	[0.0886]	[0.0853]	[0.0853]	[0.0643]	[0.0642]	[0.0659]		[0.0696]	[0.0695]	[0.117]	[0.117]
Voted in 2010 General Election (1=Yes, 0=No)	0.0115	0.0126	0.0435	0.0452	-0.00448	-0.00418	0.0138	0.0148	0.180***	0.177***	-0.0190	-0.0191	0.131	0.133
	[0.0555]	[0.0555]	[0.0730]	[0.0730]	[0.0868]	[0.0868]	[0.0599]	[0.0599]	[0.0634]	[0.0634]	[0.0689]	[0.0690]	[0.108]	[0.108]
Voted in 2012 General Election (1=Yes, 0=No)	0.0616	0.0591	0.0738	0.0675	0.0688	0.0686	0.0595	0.0569	-0.135**	-0.134**	-0.0767	-0.0741	-0.0415	-0.0421
	[0.0539]	[0.0539]	[0.0799]	[0.0799]	[0.0806]	[0.0806]	[0.0583]	[0.0583]	[0.0635]	[0.0635]	[0.0680]	[0.0680]	[0.0977]	[0.0977]
Voted in 2014 General Election (1=Yes, 0=No)	0.0625	0.0653	0.0231	0.0305	0.109	0.109	0.0663	0.0691	0.337***	0.337***		0.244***	0.0871	0.0927
	[0.0540]	[0.0540]	[0.0805]	[0.0805]	[0.0790]	[0.0790]	[0.0583]	[0.0583]	[0.0623]	[0.0623]		[0.0765]	[0.0929]	[0.0930]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0376	0.0391	-0.270	-0.265	0.0951	0.0954	0.0374	0.0390	0.0374	0.0366	0.0162	0.0196	0.0881	0.0879
	[0.0995]	[0.0995]	[0.297]	[0.297]	[0.121]	[0.121]	[0.107]	[0.107]	[0.0562]	[0.0562]	[0.158]	[0.158]	[0.0956]	[0.0956]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0288	-0.0290	0.0274	0.0260	-0.135	-0.134	-0.0296	-0.0297	0.0585	0.0604	0.0615	0.0599	0.00441	0.00446
	[0.0526]	[0.0526]	[0.0640]	[0.0638]	[0.0911]	[0.0911]	[0.0568]	[0.0567]	[0.0598]	[0.0598]	[0.0910]	[0.0910]	[0.103]	[0.103]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.197***	0.196***	0.612**	0.592**	0.0946	0.0943	0.176**	0.174**	0.0936*	0.0917*		0.110	0.154	0.154
	[0.0651]	[0.0651]	[0.265]	[0.266]	[0.0829]	[0.0829]	[0.0721]	[0.0720]	[0.0549]	[0.0549]		[0.0921]	[0.117]	[0.117]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0692	0.0699	-0.00281	-0.000732	0.113	0.113	0.0691	0.0697	-0.0414	-0.0399	0.0973	0.0978	0.109	0.109
	[0.0543]	[0.0543]	[0.0692]	[0.0693]	[0.0888]	[0.0888]	[0.0586]	[0.0586]	[0.0565]	[0.0565]	[0.0941]	[0.0940]	[0.0982]	[0.0984]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0879	0.0896	0.0228	0.0268	0.220**	0.220**	0.0921	0.0938	-0.147	-0.152	0.0183	0.0195	0.0433	0.0392
	[0.0558]	[0.0558]	[0.0687]	[0.0688]	[0.0957]	[0.0957]	[0.0602]	[0.0602]	[0.561]	[0.572]	[0.0743]	[0.0745]	[0.0991]	[0.0990]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0753	0.0717	0.0447	0.0387	0.124	0.124	0.0738	0.0702	-0.0695	-0.0614	0.00925	0.0103	0.207**	0.209**
	[0.0548]	[0.0548]	[0.0707]	[0.0708]	[0.0888]	[0.0888]	[0.0591]	[0.0591]	[0.701]	[0.706]	[0.0782]	[0.0783]	[0.100]	[0.100]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.159***	0.159***	0.187***	0.185***	0.149	0.150	0.156**	0.156**	0.231***	0.231***	0.192***	0.193***		
	[0.0578]	[0.0577]	[0.0713]	[0.0713]	[0.0981]	[0.0980]	[0.0624]	[0.0623]	[0.0690]	[0.0691]	[0.0685]	[0.0686]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0463	0.0412	0.341	0.333			0.0519	0.0467	-0.0233	-0.0276	-0.0735	-0.0783	-0.474	-0.467
	[0.115]	[0.115]	[0.301]	[0.301]			[0.124]	[0.124]	[0.0762]	[0.0763]	[0.178]	[0.178]	[0.458]	[0.466]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0535	-0.0495	-0.439*	-0.416			-0.0132	-0.00983	0.113**	0.113**	-0.165	-0.164	-0.300**	-0.297**
	[0.0761]	[0.0761]	[0.264]	[0.265]			[0.0880]	[0.0880]	[0.0562]	[0.0562]	[0.102]	[0.101]	[0.131]	[0.131]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.625	0.625	0.691*	0.688*	0.0645	0.0640	0.665	0.665	0.0492	0.0490	-0.140	-0.147		
	[0.433]	[0.442]	[0.409]	[0.417]	[0.129]	[0.129]	[0.468]	[0.477]	[0.570]	[0.570]	[0.631]	[0.620]		
Date of Survey: Nov 19, 2015		0.0787	0.0470	0.0494	0.0915	0.0918			0.0365	0.0386				
		[0.0533]	[0.0592]	[0.0590]	[0.119]	[0.119]			[0.0475]	[0.0474]				
State: Louisiana			0.205*	0.198*										
			[0.112]	[0.112]										
Date of Survey: Nov 21, 2015					0.0190	0.0187								
					[0.131]	[0.131]								
Constant	4.193***	4.070***	4.063***	4.067***	3.847***	3.847***	4.021***	4.021***	4.203***	4.201***	4.289***	4.288***	4.258***	4.249***
	[0.0709]	[0.0527]	[0.0692]	[0.0692]	[0.0740]	[0.0740]	[0.0628]	[0.0630]	[0.0710]	[0.0712]	[0.0770]	[0.0774]	[0.115]	[0.115]
Observations	3,077	3,077	1,847	1,847	1,230	1,230	1,240	1,240	833	833	624	624	380	380
R-squared	0.202	0.20	0.21	0.21	0.20	0.20	0.18	0.18	0.22	0.23	0.20	0.20	0.19	0.19
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	4.390	4.388	4.509	4.509	4.210	4.210	4.297	4.295	4.479	4.477	4.433	4.429	4.439	4.437

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

Table A6: Regression Estimates of the Effect of Noun Wording on 4-Item Summary Index of Survey Responses

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=Voting)	0.0408	0.0410	-0.0199	-0.0199	0.118**	0.118**	0.0843*	0.0844*	0.0277	0.0276	-0.0132	-0.0126	0.0124	0.0135
	[0.0289]	[0.0289]	[0.0352]	[0.0353]	[0.0502]	[0.0502]	[0.0500]	[0.0500]	[0.0497]	[0.0498]	[0.0611]	[0.0611]	[0.0783]	[0.0782]
SSI Subsample (1=SSI, 0=YouGov)	-0.144***	-0.142***					-0.0747	-0.0728	-0.171**	-0.170**	-0.255***	-0.252***	-0.124	-0.120
	[0.0397]	[0.0397]					[0.0670]	[0.0669]	[0.0730]	[0.0731]	[0.0792]	[0.0793]	[0.113]	[0.113]
State: Mississippi	0.342***	0.340***	0.482***	0.476***	0.0771	0.0802								
	[0.108]	[0.108]	[0.140]	[0.140]	[0.181]	[0.181]								
State: Texas (Houston only)	0.264*	0.256*	0.132	0.117	0.555**	0.556**								
	[0.144]	[0.144]	[0.184]	[0.184]	[0.258]	[0.257]								
Date of Survey: Nov 01, 2015	-0.0904	-0.0203	-0.0446	-0.0472	-0.0546	-0.0551	-0.0173	-0.0184			-0.218***	-0.223***		-0.0551
	[0.0621]	[0.0571]	[0.0664]	[0.0665]	[0.121]	[0.121]	[0.0630]	[0.0630]			[0.0832]	[0.0833]		[0.118]
Date of Survey: Nov 02, 2015	-0.0269	0.115**	0.157*	0.156*	0.0426	0.0420	0.106*	0.105*			-0.0397	-0.0413	0.137	0.137
	[0.0767]	[0.0564]	[0.0848]	[0.0847]	[0.0849]	[0.0849]	[0.0626]	[0.0625]			[0.0739]	[0.0740]	[0.0864]	[0.0864]
Date of Survey: Nov 03, 2015	-0.213**													
	[0.107]													
Date of Survey: Nov 20, 2015	-0.0295	0.114	-0.0932	-0.0868		0.130			-0.0286	-0.0248				
	[0.0736]	[0.0757]	[0.101]	[0.102]		[0.125]			[0.0664]	[0.0666]				
Gender: Male	0.158***	0.159***	0.224***	0.226***	0.115	0.115	0.163***	0.164***	0.103*	0.104*	0.161**	0.166**	-0.0280	-0.0229
	[0.0500]	[0.0500]	[0.0607]	[0.0607]	[0.0895]	[0.0895]	[0.0555]	[0.0555]	[0.0532]	[0.0532]	[0.0682]	[0.0683]	[0.0804]	[0.0804]
Gender: Unknown	-0.0194	-0.0155			0.0508	0.0538					-0.00643	-0.00273		
	[0.306]	[0.306]			[0.343]	[0.343]					[0.289]	[0.290]		
Race: Black	-0.0687	-0.0647	0.0180	0.0267	-0.0960	-0.0956	-0.0691	-0.0650	0.240***	0.242***		0.192**	0.0854	0.0857
	[0.113]	[0.113]	[0.151]	[0.150]	[0.176]	[0.176]	[0.125]	[0.124]	[0.0754]	[0.0754]		[0.0770]	[0.108]	[0.108]
Race: Hispanic	-0.251	-0.283	-0.568	-0.608	0.509	0.507	-0.247	-0.279	0.142	0.138	-0.365	-0.366	-0.366**	-0.353**
	[0.398]	[0.396]	[0.433]	[0.430]	[0.875]	[0.872]	[0.440]	[0.437]	[0.247]	[0.247]	[0.432]	[0.441]	[0.153]	[0.153]
Race: Other	-0.116	-0.125	-0.00831	-0.0227	-0.240	-0.242	-0.116	-0.125	0.304**	0.307**	0.167	0.173	-0.0228	-0.0148
	[0.131]	[0.131]	[0.160]	[0.160]	[0.223]	[0.222]	[0.144]	[0.144]	[0.144]	[0.144]	[0.159]	[0.160]	[0.147]	[0.147]
Days Before Election Day	-0.0430	0.0275	0.00533	0.00423	0.0829*	0.0829*	0.0328	0.0321	-0.0267	-0.0271	-0.0145	-0.0156	0.0560	0.0549
	[0.0368]	[0.0243]	[0.0300]	[0.0300]	[0.0498]	[0.0498]	[0.0271]	[0.0270]	[0.0272]	[0.0272]	[0.0302]	[0.0302]	[0.0424]	[0.0424]
Voted in 2004 General Election (1=Yes, 0=No)	0.117	0.116	0.0655	0.0648	0.155	0.154	0.106	0.105	0.00237	0.00271	0.0297	0.0269	-0.0478	-0.0499
	[0.0732]	[0.0732]	[0.106]	[0.106]	[0.106]	[0.106]	[0.0811]	[0.0809]	[0.0806]	[0.0807]	[0.0773]	[0.0773]	[0.121]	[0.121]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0670	-0.0659	0.0588	0.0594	-0.190	-0.190	-0.0589	-0.0578		-0.0360		0.0458	0.185	0.178
	[0.0758]	[0.0758]	[0.103]	[0.103]	[0.117]	[0.117]	[0.0839]	[0.0838]		[0.0765]		[0.0898]	[0.125]	[0.125]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0279	-0.0293	0.0127	0.00889	-0.0534	-0.0535	-0.0294	-0.0307	-0.00990		-0.00802	-0.00450	-0.146	-0.139
	[0.0758]	[0.0758]	[0.113]	[0.113]	[0.108]	[0.108]	[0.0837]	[0.0836]	[0.0827]		[0.0871]	[0.0871]	[0.142]	[0.142]
Voted in 2010 General Election (1=Yes, 0=No)	0.0236	0.0236	0.0359	0.0358	0.0210	0.0213	0.0265	0.0264	0.156*	0.153*	0.0148	0.0161	0.121	0.122
	[0.0707]	[0.0707]	[0.0933]	[0.0933]	[0.110]	[0.110]	[0.0780]	[0.0780]	[0.0795]	[0.0795]	[0.0862]	[0.0864]	[0.131]	[0.131]
Voted in 2012 General Election (1=Yes, 0=No)	0.0118	0.00986	0.0280	0.0212	0.0368	0.0370	0.00822	0.00625	-0.173**	-0.175**	-0.0698	-0.0697	0.0742	0.0686
	[0.0685]	[0.0686]	[0.102]	[0.102]	[0.102]	[0.102]	[0.0759]	[0.0759]	[0.0795]	[0.0797]	[0.0851]	[0.0852]	[0.119]	[0.119]
Voted in 2014 General Election (1=Yes, 0=No)	0.130*	0.134*	0.0423	0.0514	0.223**	0.224**	0.135*	0.139*	0.422***	0.422***		0.207**	0.00246	0.0117
	[0.0687]	[0.0687]	[0.103]	[0.103]	[0.100]	[0.100]	[0.0759]	[0.0759]	[0.0781]	[0.0782]		[0.0957]	[0.113]	[0.113]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0614	0.0620	-0.430	-0.429	0.143	0.143	0.0605	0.0613	0.0295	0.0303	-0.0192	-0.0169	0.123	0.124
	[0.127]	[0.127]	[0.379]	[0.379]	[0.154]	[0.154]	[0.140]	[0.140]	[0.0704]	[0.0705]	[0.197]	[0.197]	[0.117]	[0.117]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00746	-0.00656	0.0488	0.0488	-0.111	-0.110	-0.00870	-0.00779	0.0759	0.0801	-0.0369	-0.0393	0.00582	0.00379
	[0.0670]	[0.0669]	[0.0818]	[0.0816]	[0.116]	[0.116]	[0.0740]	[0.0738]	[0.0750]	[0.0750]	[0.114]	[0.114]	[0.126]	[0.126]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.234***	0.231***	0.500	0.481	0.123	0.122	0.205**	0.203**	0.123*	0.122*		0.0806	0.0686	0.0704
	[0.0829]	[0.0829]	[0.339]	[0.339]	[0.105]	[0.105]	[0.0939]	[0.0938]	[0.0688]	[0.0688]		[0.115]	[0.142]	[0.142]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0442	0.0457	-0.0434	-0.0398	0.102	0.102	0.0437	0.0452	-0.0381	-0.0374	0.0769	0.0745	0.172	0.172
	[0.0691]	[0.0692]	[0.0885]	[0.0886]	[0.113]	[0.113]	[0.0764]	[0.0763]	[0.0709]	[0.0710]	[0.118]	[0.118]	[0.120]	[0.120]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0828	0.0835	0.00921	0.0120	0.232*	0.231*	0.0878	0.0886	0.299	0.295	0.0682	0.0702	-0.0335	-0.0411
	[0.0710]	[0.0711]	[0.0879]	[0.0879]	[0.122]	[0.122]	[0.0785]	[0.0784]	[0.703]	[0.718]	[0.0930]	[0.0933]	[0.121]	[0.121]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0918	0.0886	0.0822	0.0770	0.119	0.119	0.0903	0.0871	-0.226	-0.219	0.0515	0.0546	0.199	0.203*
	[0.0697]	[0.0697]	[0.0904]	[0.0905]	[0.113]	[0.113]	[0.0770]	[0.0769]	[0.879]	[0.886]	[0.0979]	[0.0980]	[0.122]	[0.122]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.153**	0.153**	0.187**	0.186**	0.128	0.128	0.149*	0.149*	0.217**	0.216**	0.222**	0.223***		
	[0.0735]	[0.0735]	[0.0912]	[0.0911]	[0.125]	[0.125]	[0.0813]	[0.0811]	[0.0865]	[0.0867]	[0.0858]	[0.0859]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0369	0.0309	0.517	0.510			0.0446	0.0383	0.0424	0.0391	-0.0187	-0.0213	0.158	0.160
	[0.147]	[0.147]	[0.385]	[0.385]			[0.162]	[0.162]	[0.0955]	[0.0957]	[0.223]	[0.223]	[0.558]	[0.567]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0370	-0.0304	-0.285	-0.261			0.0173	0.0233	0.101	0.103	-0.162	-0.164	-0.153	-0.148
	[0.0969]	[0.0969]	[0.337]	[0.339]			[0.115]	[0.115]	[0.0705]	[0.0706]	[0.127]	[0.127]	[0.160]	[0.159]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.639	0.639	0.754	0.752	0.0804	0.0803	0.688	0.688	0.0393	0.0401	0.167	0.162		
	[0.552]	[0.563]	[0.523]	[0.533]	[0.164]	[0.164]	[0.610]	[0.621]	[0.0714]	[0.0716]	[0.789]	[0.776]		
Date of Survey: Nov 19, 2015		0.0940	0.0360	0.0388	0.129	0.129			0.0212	0.0235				
		[0.0679]	[0.0756]	[0.0755]	[0.151]	[0.151]			[0.0595]	[0.0595]				
State: Louisiana			0.267*	0.258*										
			[0.144]	[0.144]										
Date of Survey: Nov 21, 2015					0.121	0.121								
					[0.167]	[0.167]								
Constant	4.235***	4.021***	4.040***	4.044***	3.831***	3.831***	3.961***	3.961***	4.254***	4.251***	4.441***	4.439***	4.292***	4.282***
	[0.0902]	[0.0671]	[0.0884]	[0.0885]	[0.0940]	[0.0941]	[0.0818]	[0.0820]	[0.0890]	[0.0894]	[0.0963]	[0.0969]	[0.140]	[0.141]
Observations	3,077	3,077	1,847	1,847	1,230	1,230	1,240	1,240	833	833	624	624	380	380
R-squared	0.150	0.15	0.16	0.17	0.17	0.17	0.13	0.13	0.17	0.17	0.14	0.14	0.13	0.13
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	4.477	4.475	4.590	4.590	4.308	4.308	4.353	4.351	4.577	4.576	4.556	4.553	4.542	4.541

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

Table A7: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 1 (Importance)

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=Voting)	0.0267	0.0269	-0.0511	-0.0511	0.131**	0.131**	0.0720	0.0720	0.0103	0.0104	-0.0422	-0.0418	0.0202	0.0214
	[0.0301]	[0.0301]	[0.0369]	[0.0369]	[0.0523]	[0.0522]	[0.0523]	[0.0523]	[0.0502]	[0.0504]	[0.0644]	[0.0645]	[0.0838]	[0.0838]
SSI Subsample (1=SSI, 0=YouGov)	-0.145***	-0.142***					-0.0889	-0.0856	-0.200***	-0.198***	-0.244***	-0.241***	-0.0392	-0.0361
	[0.0414]	[0.0414]					[0.0701]	[0.0700]	[0.0737]	[0.0739]	[0.0836]	[0.0836]	[0.121]	[0.121]
State: Louisiana	0.299***	0.295***	0.325**											
	[0.111]	[0.111]	[0.150]											
State: Mississippi	0.434***	0.431***	0.557***	0.550***	0.213	0.217								
	[0.113]	[0.113]	[0.147]	[0.147]	[0.189]	[0.189]								
State: Texas (Houston only)	0.299**	0.290*			0.593**	0.595**								
	[0.150]	[0.150]			[0.268]	[0.268]								
Date of Survey: Nov 01, 2015	-0.0105	-0.0117	-0.0202	-0.0228	-0.0447	-0.0454	-0.00846	-0.00972			-0.182**	-0.186**		-0.0986
	[0.0595]	[0.0595]	[0.0694]	[0.0694]	[0.126]	[0.126]	[0.0659]	[0.0659]			[0.0878]	[0.0879]		[0.126]
Date of Survey: Nov 02, 2015	0.128**	0.127**	0.172*	0.170*	0.0684	0.0682	0.119*	0.119*			-0.0642	-0.0644	0.138	0.138
	[0.0589]	[0.0588]	[0.0886]	[0.0885]	[0.0884]	[0.0884]	[0.0655]	[0.0654]			[0.0780]	[0.0781]	[0.0925]	[0.0924]
Date of Survey: Nov 19, 2015	-0.0479	-0.0450	-0.0186	0.0905	0.0744	0.0750			-0.0492	-0.0463				
	[0.0691]	[0.0689]	[0.0791]	[0.0807]	[0.157]	[0.157]			[0.0601]	[0.0601]				
Date of Survey: Nov 20, 2015	-0.0895	-0.0855	-0.103	0.114		0.0992			-0.0867	-0.0825				
	[0.0767]	[0.0767]	[0.106]	[0.106]		[0.130]			[0.0670]	[0.0673]				
Gender: Male	0.150***	0.151***	0.229***	0.230***	0.0799	0.0807	0.154***	0.155***	0.114**	0.116**	0.158**	0.163**	-0.00871	-0.00329
	[0.0521]	[0.0521]	[0.0635]	[0.0635]	[0.0932]	[0.0932]	[0.0581]	[0.0580]	[0.0537]	[0.0538]	[0.0719]	[0.0720]	[0.0861]	[0.0860]
Gender: Unknown	-0.507	-0.502			-0.501	-0.497					-0.501	-0.496		
	[0.319]	[0.319]			[0.357]	[0.357]					[0.305]	[0.306]		
Race: Black	-0.125	-0.119	0.0104	0.0219	-0.207	-0.206	-0.126	-0.120	0.242***	0.243***	0.243***	0.240***	0.165	0.166
	[0.118]	[0.117]	[0.158]	[0.157]	[0.184]	[0.183]	[0.131]	[0.130]	[0.0761]	[0.0762]	[0.0812]	[0.0812]	[0.116]	[0.116]
Race: Hispanic	-0.263	-0.294	-0.589	-0.628	0.448	0.448	-0.262	-0.293	0.0950	0.0923	-0.0586	-0.0607	-0.392***	-0.380**
	[0.415]	[0.413]	[0.452]	[0.450]	[0.911]	[0.908]	[0.460]	[0.457]	[0.250]	[0.250]	[0.456]	[0.465]	[0.164]	[0.164]
Race: Other	-0.173	-0.183	-0.119	-0.135	-0.207	-0.210	-0.175	-0.185	0.300**	0.300**	0.232	0.234	-0.0938	-0.0838
	[0.138]	[0.138]	[0.171]	[0.171]	[0.232]	[0.231]	[0.153]	[0.153]	[0.146]	[0.146]	[0.168]	[0.169]	[0.158]	[0.157]
Days Before Election Day	0.0434*	0.0429*	0.0305	0.0295	0.0720	0.0720	0.0471*	0.0465	-0.0411	-0.0413	-0.0485	-0.0487	0.0717	0.0709
	[0.0254]	[0.0254]	[0.0315]	[0.0314]	[0.0519]	[0.0518]	[0.0284]	[0.0283]	[0.0274]	[0.0274]	[0.0319]	[0.0319]	[0.0454]	[0.0454]
Voted in 2004 General Election (1=Yes, 0=No)	0.116	0.115	0.0852	0.0827	0.134	0.134	0.106	0.105	0.00330	0.00452	-0.0604	-0.0637	-0.0827	-0.0837
	[0.0763]	[0.0762]	[0.111]	[0.111]	[0.110]	[0.110]	[0.0848]		[0.0814]	[0.0817]	[0.0817]		[0.129]	[0.129]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0369	-0.0340	0.0764	0.0800	-0.142	-0.141	-0.0296	-0.0269		-0.0388	0.142	0.143	0.209	0.201
	[0.0790]	[0.0790]	[0.107]	[0.107]	[0.122]	[0.122]	[0.0877]	[0.0877]		[0.0773]	[0.0949]	[0.0949]	[0.134]	[0.134]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0265	-0.0275	-0.00696	-0.00984	-0.0456	-0.0455	-0.0278	-0.0287	-0.0576		0.0331		-0.180	-0.174
	[0.0790]	[0.0790]	[0.119]	[0.118]	[0.113]	[0.113]	[0.0876]	[0.0874]	[0.0835]		[0.0920]		[0.152]	[0.152]
Voted in 2010 General Election (1=Yes, 0=No)	0.0253	0.0251	0.0213	0.0209	0.0372	0.0373	0.0278	0.0275	0.182**	0.179**	-0.0310	-0.0301	0.124	0.126
	[0.0736]	[0.0737]	[0.0976]	[0.0976]	[0.115]	[0.115]	[0.0816]	[0.0815]	[0.0803]	[0.0804]	[0.0912]	[0.0913]	[0.141]	[0.141]
Voted in 2012 General Election (1=Yes, 0=No)	0.0169	0.0143	0.0350	0.0264	0.0541	0.0543	0.0149	0.0122	-0.146*	-0.147*	-0.155*	-0.153*	0.125	0.121
	[0.0715]	[0.0715]	[0.107]	[0.107]	[0.107]	[0.107]	[0.0794]	[0.0793]	[0.0803]	[0.0805]	[0.0898]	[0.0899]	[0.127]	[0.127]
Voted in 2014 General Election (1=Yes, 0=No)	0.127*	0.131*	0.00288	0.0129	0.252**	0.253**	0.131*	0.135*	0.471***	0.471***	0.195*	0.192*	-0.00824	0.00227
	[0.0716]	[0.0716]	[0.108]	[0.108]	[0.105]	[0.105]	[0.0794]	[0.0793]	[0.0788]	[0.0791]	[0.101]	[0.101]	[0.121]	[0.121]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0611	0.0619	-0.301	-0.297	0.143	0.143	0.0611	0.0620	0.0465	0.0472	-0.0280	-0.0231	0.124	0.122
	[0.132]	[0.132]	[0.396]	[0.397]	[0.161]	[0.161]	[0.146]	[0.146]	[0.0711]	[0.0712]	[0.208]	[0.208]	[0.125]	[0.125]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0164	-0.0165	0.0416	0.0402	-0.129	-0.129	-0.0171	-0.0172	0.0944	0.0982	-0.166		0.0709	0.0690
	[0.0698]	[0.0697]	[0.0855]	[0.0853]	[0.121]	[0.121]	[0.0774]	[0.0771]	[0.0757]	[0.0758]	[0.120]		[0.135]	[0.135]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.204**	0.202**	0.211	0.203	0.120	0.119	0.180*	0.179*	0.0896	0.0880	0.00134	-0.00181	0.0372	0.0391
	[0.0864]	[0.0864]	[0.354]	[0.356]	[0.110]	[0.110]	[0.0982]	[0.0981]	[0.0694]	[0.0696]	[0.122]	[0.122]	[0.152]	[0.152]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0404	0.0422	-0.0165	-0.0126	0.0755	0.0753	0.0403	0.0421	-0.0320	-0.0311	0.0427	0.0410	0.207	0.207
	[0.0721]	[0.0721]	[0.0925]	[0.0926]	[0.117]	[0.117]	[0.0799]	[0.0798]	[0.0715]	[0.0717]	[0.124]	[0.124]	[0.128]	[0.128]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0374	0.0384	-0.0420	-0.0383	0.189	0.188	0.0421	0.0431	0.209	0.206	0.144	0.146	-0.0993	-0.108
	[0.0740]	[0.0741]	[0.0919]	[0.0919]	[0.127]	[0.127]	[0.0821]	[0.0820]	[0.709]	[0.725]	[0.0981]	[0.0984]	[0.129]	[0.129]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.124*	0.122*	0.148	0.144	0.116	0.116	0.122	0.120	-0.170	-0.164	0.128	0.132	0.145	0.149
	[0.0726]	[0.0727]	[0.0945]	[0.0946]	[0.117]	[0.117]	[0.0805]	[0.0804]	[0.887]	[0.895]	[0.103]	[0.103]	[0.131]	[0.131]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.201***	0.200***	0.229**	0.227**	0.168	0.168	0.197**	0.196**	0.195**	0.195**	0.257***	0.259***		
	[0.0767]	[0.0766]	[0.0953]	[0.0953]	[0.130]	[0.130]	[0.0850]	[0.0848]	[0.0873]	[0.0876]	[0.0905]	[0.0906]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0458	0.0381	0.394	0.383			0.0520	0.0442	-0.0210	-0.0234	0.161	0.158	0.169	0.175
	[0.153]	[0.153]	[0.403]	[0.403]			[0.169]	[0.169]	[0.0964]	[0.0967]	[0.236]	[0.235]	[0.597]	[0.607]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0671	-0.0577	-0.0666	-0.0507			-0.0236	-0.0143	0.0956	0.0974	-0.127	-0.133	-0.105	-0.101
	[0.101]	[0.101]	[0.352]	[0.354]			[0.120]	[0.120]	[0.0712]	[0.0713]	[0.134]	[0.134]	[0.171]	[0.171]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.609	0.610	0.709	0.709	0.0651	0.0648	0.653	0.656	0.0153	0.0149	0.117	0.114		
	[0.575]	[0.586]	[0.547]	[0.557]	[0.171]	[0.171]	[0.638]	[0.649]	[0.0721]	[0.0723]	[0.833]	[0.819]		
Date of Survey: Nov 21, 2015				0.316**	0.208	0.208								
				[0.150]	[0.174]	[0.173]								
Constant	4.011***	4.010***	4.030***	4.033***	3.813***	3.813***	3.958***	3.956***	4.344***	4.339***	4.525***	4.522***	4.261***	4.250***
	[0.0699]	[0.0700]	[0.0924]	[0.0925]	[0.0979]	[0.0979]	[0.0856]	[0.0858]	[0.0899]	[0.0904]	[0.102]	[0.102]	[0.150]	[0.151]
Observations	3,075	3,075	1,845	1,845	1,230	1,230	1,239	1,239	833	833	623	623	380	380
R-squared	0.150	0.15	0.16	0.16	0.17	0.17	0.13	0.13	0.18	0.18	0.14	0.15	0.12	0.11
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	4.501	4.498	4.625	4.625	4.314	4.314	4.372	4.370	4.616	4.613	4.579	4.575	4.554	4.554

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

Table A8: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 2 (Care)

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=Voting)	0.0142	0.0144	-0.0452	-0.0450	0.0873*	0.0874*	0.0664	0.0665	-0.00787	-0.00806	-0.0363	-0.0360	-0.0322	-0.0311
	[0.0300]	[0.0301]	[0.0365]	[0.0366]	[0.0524]	[0.0524]	[0.0509]	[0.0509]	[0.0523]	[0.0525]	[0.0641]	[0.0642]	[0.0853]	[0.0854]
SSI Subsample (1=SSI, 0=YouGov)	-0.130***	-0.128***					-0.0788	-0.0771	-0.151**	-0.151**	-0.237***	-0.234***	-0.0531	-0.0478
	[0.0413]	[0.0413]					[0.0682]	[0.0682]	[0.0768]	[0.0769]	[0.0832]	[0.0834]	[0.123]	[0.123]
State: Louisiana		0.194*	0.239	0.231										
		[0.111]	[0.149]	[0.149]										
State: Mississippi	0.339***	0.336***	0.487***	0.480***	0.0529	0.0554								
	[0.112]	[0.113]	[0.145]	[0.146]	[0.189]	[0.189]								
State: Texas (Houston only)	0.153	0.143		-0.0487	0.565**	0.565**								
	[0.150]	[0.150]		[0.191]	[0.269]	[0.269]								
Date of Survey: Nov 01, 2015	-0.0599	0.00518	-0.00357	-0.00600	-0.0813	-0.0820	0.00834	0.00738			-0.274***	-0.279***	-0.0514	-0.0468
	[0.0645]	[0.0593]	[0.0687]	[0.0689]	[0.126]	[0.126]	[0.0642]	[0.0642]			[0.0874]	[0.0876]	[0.128]	[0.129]
Date of Survey: Nov 02, 2015	0.00337	0.134**	0.158*	0.156*	0.0657	0.0649	0.128**	0.127**			-0.0822	-0.0846		0.138
	[0.0797]	[0.0587]	[0.0878]	[0.0878]	[0.0887]	[0.0887]	[0.0638]	[0.0637]			[0.0776]	[0.0778]		[0.0942]
Date of Survey: Nov 19, 2015	0.00908	0.0113	0.0138	0.0159	0.126	0.127			0.00803	0.0102				
	[0.0688]	[0.0687]	[0.0783]	[0.0782]	[0.157]	[0.157]			[0.0626]	[0.0626]				
Date of Survey: Nov 20, 2015		-0.0310	-0.101	-0.0970	0.110				-0.0337	-0.0313				
		[0.0766]	[0.105]	[0.105]	[0.130]				[0.0699]	[0.0701]				
Gender: Male	0.156***	0.159***	0.212***	0.215***	0.118	0.119	0.159***	0.161***	0.113**	0.115**	0.199***	0.204***	0.00566	0.0115
	[0.0520]	[0.0520]	[0.0629]	[0.0630]	[0.0934]	[0.0934]	[0.0566]	[0.0565]	[0.0560]	[0.0561]	[0.0716]	[0.0718]	[0.0877]	[0.0878]
Gender: Unknown		0.242			0.287						0.252	0.255		
		[0.318]			[0.358]						[0.304]	[0.305]		
Race: Black	-0.0273	-0.0237	0.0226	0.0318	-0.0235	-0.0234	-0.0292	-0.0256	0.290***	0.292***	0.183**		0.102	0.103
	[0.117]	[0.117]	[0.156]	[0.155]	[0.184]	[0.184]	[0.127]	[0.127]	[0.0793]	[0.0793]	[0.0809]		[0.118]	[0.118]
Race: Hispanic	-0.266	-0.298	-0.602	-0.642	0.610	0.609	-0.268	-0.300	0.194	0.191	-0.0850	-0.0851	-0.278*	-0.267
	[0.414]	[0.412]	[0.448]	[0.445]	[0.913]	[0.910]	[0.448]	[0.445]	[0.260]	[0.260]	[0.454]	[0.463]	[0.166]	[0.167]
Race: Other	-0.157	-0.168	-0.0731	-0.0918	-0.246	-0.249	-0.160	-0.171	0.366**	0.367**	0.0579	0.0611	0.0114	0.0191
	[0.138]	[0.138]	[0.170]	[0.169]	[0.232]	[0.232]	[0.149]	[0.149]	[0.152]	[0.152]	[0.167]	[0.168]	[0.160]	[0.160]
Days Before Election Day	-0.0449	0.0202	-0.00565	-0.00734	0.0890*	0.0889*	0.0244	0.0235	-0.0317	-0.0324	-0.0196	-0.0208	0.0353	0.0347
	[0.0383]	[0.0253]	[0.0312]	[0.0312]	[0.0520]	[0.0519]	[0.0276]	[0.0276]	[0.0286]	[0.0286]	[0.0317]	[0.0318]	[0.0463]	[0.0463]
Voted in 2004 General Election (1=Yes, 0=No)	0.0716	0.0712	0.0397	0.0402	0.0994	0.0992	0.0612	0.0610	-0.0273	-0.0276	0.0646	0.0618	0.0341	0.0317
	[0.0760]	[0.0760]	[0.110]	[0.110]	[0.110]	[0.110]	[0.0825]	[0.0824]	[0.0848]	[0.0850]	[0.0812]	[0.0812]	[0.132]	[0.132]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0348	-0.0336	0.0867	0.0878	-0.147	-0.147	-0.0275	-0.0264	-0.0177	-0.0200		-0.0372		0.111
	[0.0787]	[0.0788]	[0.106]	[0.106]	[0.122]	[0.122]	[0.0853]	[0.0852]	[0.0806]	[0.0806]		[0.0944]		[0.136]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0104	-0.0125	-0.0366	-0.0419	0.0212	0.0211	-0.0117	-0.0137		0.0389	-0.0162	-0.0117	-0.130	-0.123
	[0.0787]	[0.0788]	[0.117]	[0.117]	[0.113]	[0.113]	[0.0852]	[0.0851]		[0.0871]	[0.0914]	[0.0915]	[0.155]	[0.155]
Voted in 2010 General Election (1=Yes, 0=No)	0.0515	0.0513	0.0713	0.0707	0.0457	0.0462	0.0538	0.0536		0.134	0.0513	0.0546	0.174	0.174
	[0.0734]	[0.0734]	[0.0965]	[0.0966]	[0.115]	[0.115]	[0.0793]	[0.0793]		[0.0838]	[0.0906]	[0.0908]	[0.143]	[0.143]
Voted in 2012 General Election (1=Yes, 0=No)	-0.00962	-0.0108	0.00697	0.00319	0.00575	0.00577	-0.0106	-0.0117		-0.204**	-0.0806	-0.0807	0.110	
	[0.0712]	[0.0712]	[0.106]	[0.106]	[0.107]	[0.107]	[0.0773]	[0.0772]		[0.0840]	[0.0895]	[0.0895]	[0.130]	
Voted in 2014 General Election (1=Yes, 0=No)	0.146**	0.149**	0.0795	0.0858	0.222**	0.223**	0.150*	0.153**	0.453***	0.454***		0.258**	0.00458	0.0153
	[0.0713]	[0.0714]	[0.106]	[0.107]	[0.105]	[0.105]	[0.0772]	[0.0772]	[0.0824]	[0.0826]		[0.101]	[0.124]	[0.124]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0785	0.0794	-0.576	-0.563	0.179	0.179	0.0794	0.0804	0.0192	0.0209	-0.00202	0.00574		0.0724
	[0.131]	[0.132]	[0.392]	[0.393]	[0.161]	[0.161]	[0.142]	[0.142]	[0.0741]	[0.0742]	[0.207]	[0.207]		[0.127]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0182	-0.0164	0.0369	0.0386	-0.131	-0.130	-0.187	-0.167	0.108	0.111	0.0295	0.0276	0.00334	0.00284
	[0.0695]	[0.0695]	[0.0846]	[0.0844]	[0.121]	[0.121]	[0.0753]	[0.0751]	[0.0792]	[0.0792]	[0.120]	[0.120]	[0.137]	[0.137]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.208**	0.205**	0.489	0.470	0.0874	0.0863	0.186*	0.184*	0.155**	0.154**		0.0940	-0.0369	-0.0353
	[0.0861]	[0.0861]	[0.350]	[0.352]	[0.110]	[0.110]	[0.0956]	[0.0955]	[0.0723]	[0.0724]		[0.121]	[0.155]	[0.155]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.00976	0.0114	-0.0436	-0.0399	0.0275	0.0274	0.0100	0.0117	-0.0791	-0.0783	0.105	0.101		0.203
	[0.0718]	[0.0719]	[0.0915]	[0.0917]	[0.118]	[0.118]	[0.0777]	[0.0777]	[0.0746]	[0.0747]	[0.124]	[0.124]		[0.131]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.100	0.101	0.0190	0.0218	0.258**	0.257**	0.105	0.106	0.272	0.271	0.0360	0.0380	0.000325	-0.00584
	[0.0738]	[0.0738]	[0.0909]	[0.0910]	[0.127]	[0.127]	[0.0799]	[0.0798]	[0.739]	[0.755]	[0.0977]	[0.0980]	[0.131]	[0.131]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0897	0.0865	0.0617	0.0565	0.144	0.144	0.0874	0.0842	-0.205	-0.202	0.0282	0.0323	0.209	0.213
	[0.0724]	[0.0724]	[0.0935]	[0.0937]	[0.118]	[0.118]	[0.0783]	[0.0783]	[0.924]	[0.931]	[0.103]	[0.103]	[0.133]	[0.133]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.141*	0.141*	0.179*	0.178*	0.106	0.106	0.136*	0.137*	0.196**	0.196**	0.208**	0.210**		
	[0.0764]	[0.0763]	[0.0943]	[0.0943]	[0.130]	[0.130]	[0.0827]	[0.0826]	[0.0910]	[0.0912]	[0.0901]	[0.0903]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.00589	-0.0106	0.631	0.614			-0.000355	-0.00524	0.0382	0.0361	-0.113	-0.122	0.165	0.167
	[0.152]	[0.152]	[0.398]	[0.399]			[0.165]	[0.165]	[0.100]	[0.101]	[0.234]	[0.234]	[0.608]	[0.619]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0192	0.0243	-0.239	-0.218		-0.0760	0.0582	0.0624	0.101	0.101	-0.150	-0.152	-0.0402	-0.0360
	[0.101]	[0.101]	[0.349]	[0.351]		[0.168]	[0.117]	[0.117]	[0.0741]	[0.0742]	[0.133]	[0.134]	[0.174]	[0.174]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.628	0.628	0.691	0.687	0.123	0.123	0.674	0.674	0.0467	0.0481	0.103	0.0929		
	[0.573]	[0.584]	[0.541]	[0.552]	[0.172]	[0.172]	[0.621]	[0.632]	[0.0751]	[0.0753]	[0.829]	[0.816]		
Date of Survey: Nov 03, 2015	-0.198*													
	[0.111]													
Date of Survey: Nov 21, 2015					0.114	0.113								
					[0.174]	[0.174]								
Constant	4.263***	4.066***	4.113***	4.118***	3.869***	3.869***	4.011***	4.012***	4.285***	4.284***	4.478***	4.476***	4.206***	4.195***
	[0.0938]	[0.0699]	[0.0919]	[0.0920]	[0.0982]	[0.0983]	[0.0835]	[0.0837]	[0.0937]	[0.0941]	[0.101]	[0.102]	[0.153]	[0.154]
Observations	3,072	3,072	1,843	1,843	1,229	1,229	1,237	1,237	832	832	624	624	379	379
R-squared	0.145	0.15	0.16	0.16	0.16	0.16	0.13	0.13	0.17	0.17	0.14	0.14	0.12	0.12
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	4.520	4.517	4.631	4.631	4.352	4.352	4.402	4.400	4.625	4.624	4.586	4.583	4.575	4.574

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

Table A9: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 3 (Want)

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=Voting)	0.0545*	0.0548*	-0.00469	-0.00462	0.128**	0.128**	0.0921*	0.0921*	0.0545	0.0545	0.00262	0.00331	0.0131	0.0143
	[0.0312]	[0.0312]	[0.0376]	[0.0376]	[0.0550]	[0.0550]	[0.0537]	[0.0536]	[0.0564]	[0.0565]	[0.0640]	[0.0639]	[0.0810]	[0.0810]
SSI Subsample (1=SSI, 0=YouGov)	-0.145***	-0.143***					-0.0907	-0.0893	-0.150*	-0.150*	-0.237***	-0.234***	-0.157	-0.152
	[0.0428]	[0.0428]					[0.0719]	[0.0718]	[0.0829]	[0.0828]	[0.0829]	[0.0829]	[0.117]	[0.117]
State: Mississippi	0.351***	0.347***	0.491***	0.483***	0.0645	0.0674								
	[0.117]	[0.117]	[0.151]	[0.151]	[0.199]	[0.199]								
State: Texas (Houston only)	0.338**	0.330**		0.177	0.567**	0.567**								
	[0.155]	[0.155]		[0.196]	[0.282]	[0.282]								
Date of Survey: Nov 01, 2015	-0.0222	-0.0756	-0.142*	-0.0654	-0.0542	-0.0546	-0.0205	-0.0210			-0.234***	-0.239***		-0.0872
	[0.0614]	[0.0669]	[0.0772]	[0.0708]	[0.132]	[0.132]	[0.0676]	[0.0676]			[0.0871]	[0.0871]		[0.122]
Date of Survey: Nov 02, 2015	0.0965	-0.0102	0.00512	0.160*	0.00316	0.00242	0.0888	0.0883			-0.0461	-0.0476	0.102	0.104
	[0.0609]	[0.0826]	[0.113]	[0.0902]	[0.0929]	[0.0929]	[0.0672]	[0.0671]			[0.0775]	[0.0775]	[0.0895]	[0.0894]
Date of Survey: Nov 03, 2015		-0.159	-0.234											
		[0.115]	[0.154]											
Date of Survey: Nov 19, 2015		0.0652	0.0681	0.0714	0.138	0.138			0.0626	0.0652				
		[0.0712]	[0.0807]	[0.0804]	[0.165]	[0.165]			[0.0675]	[0.0673]				
Date of Survey: Nov 20, 2015	0.0148	0.0200	-0.0701			0.141			0.0152	0.0205				
	[0.0796]	[0.0795]	[0.109]			[0.136]			[0.0755]	[0.0756]				
Gender: Male	0.157***	0.159***	0.211***	0.214***	0.154	0.155	0.161***	0.163***	0.0827	0.0834	0.162**	0.167**	-0.0374	-0.0328
	[0.0539]	[0.0539]	[0.0647]	[0.0647]	[0.0979]	[0.0979]	[0.0596]	[0.0595]	[0.0605]	[0.0605]	[0.0716]	[0.0717]	[0.0832]	[0.0832]
Gender: Unknown	-0.0986	-0.0943			0.0310	0.0341					-0.0892	-0.0851		
	[0.330]	[0.330]			[0.375]	[0.375]					[0.302]	[0.303]		
Race: Black	-0.0103	-0.00728	0.137	0.144	-0.106	-0.106	-0.0108	-0.00776	0.234***	0.236***	0.110	0.108	0.0234	0.0243
	[0.122]	[0.121]	[0.161]	[0.160]	[0.193]	[0.193]	[0.134]	[0.133]	[0.0855]	[0.0853]	[0.0806]	[0.0805]	[0.112]	[0.112]
Race: Hispanic	-0.284	-0.315	-0.625	-0.666	0.477	0.476	-0.281	-0.313	0.196	0.194	-0.366	-0.368	-0.389**	-0.378**
	[0.429]	[0.427]	[0.461]	[0.458]	[0.957]	[0.954]	[0.472]	[0.469]	[0.298]	[0.297]	[0.451]	[0.460]	[0.158]	[0.159]
Race: Other	-0.109	-0.116	-0.0315	-0.0414	-0.187	-0.189	-0.109	-0.116	0.305*	0.311*	0.206	0.214	0.0356	0.0416
	[0.141]	[0.141]	[0.171]	[0.170]	[0.243]	[0.243]	[0.155]	[0.155]	[0.164]	[0.163]	[0.166]	[0.167]	[0.152]	[0.152]
Days Before Election Day	0.0226	-0.0312	-0.0847*	-0.00773	0.0882	0.0881	0.0263	0.0255	-0.0268	-0.0270	-0.0222	-0.0230	0.0556	0.0544
	[0.0262]	[0.0397]	[0.0497]	[0.0320]	[0.0545]	[0.0544]	[0.0291]	[0.0290]	[0.0309]	[0.0308]	[0.0317]	[0.0317]	[0.0439]	[0.0438]
Voted in 2004 General Election (1=Yes, 0=No)	0.0561	0.0560	0.0419	0.0430	0.0792	0.0788	0.0470	0.0471	0.0404	0.0409	0.0441	0.0414	-0.111	-0.117
	[0.0788]	[0.0787]	[0.113]	[0.113]	[0.116]	[0.115]	[0.0870]	[0.0868]	[0.0915]	[0.0914]	[0.0811]	[0.0810]	[0.121]	[0.121]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0407	-0.0403	0.0972	0.0966	-0.185	-0.185	-0.0341	-0.0338	-0.00467		0.0374	0.0382	0.281**	0.277**
	[0.0817]	[0.0816]	[0.109]	[0.109]	[0.128]	[0.128]	[0.0898]	[0.0870]			[0.0941]	[0.0940]	[0.129]	[0.129]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0816	-0.0832	-0.0581	-0.0631	-0.101	-0.101	-0.0829	-0.0844	-0.0238		0.00295	0.00667	-0.105	-0.0988
	[0.0817]	[0.0816]	[0.121]	[0.121]	[0.119]	[0.119]	[0.0898]	[0.0897]	[0.0937]		[0.0914]	[0.0913]	[0.147]	[0.147]
Voted in 2010 General Election (1=Yes, 0=No)	0.0294	0.0290	0.0743	0.0735	-0.0117	-0.0114	0.0317	0.0313		0.148	0.0273	0.0276	0.0713	0.0721
	[0.0761]	[0.0761]	[0.0994]	[0.0993]	[0.121]	[0.121]	[0.0837]	[0.0836]		[0.0902]	[0.0903]	[0.0904]	[0.136]	[0.136]
Voted in 2012 General Election (1=Yes, 0=No)	0.0476	0.0450	0.0715	0.0631	0.0852	0.0855	0.0450	0.0425	-0.232**	-0.233**	-0.0248	-0.0236	-0.00898	-0.0130
	[0.0738]	[0.0738]	[0.109]	[0.109]	[0.112]	[0.112]	[0.0815]	[0.0814]	[0.0908]	[0.0907]	[0.0892]	[0.0892]	[0.123]	[0.123]
Voted in 2014 General Election (1=Yes, 0=No)	0.141*	0.146**	0.0500	0.0604	0.236**	0.237**	0.145*	0.150*	0.475***	0.476***	0.185*		0.0298	0.0377
	[0.0740]	[0.0739]	[0.110]	[0.110]	[0.110]	[0.110]	[0.0814]	[0.0814]	[0.0893]	[0.0893]	[0.100]		[0.117]	[0.117]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.137	0.139	-0.515	-0.506	0.223	0.223	0.137	0.138		-0.0146	-0.107	-0.110	0.121	0.122
	[0.136]	[0.136]	[0.404]	[0.404]	[0.169]	[0.169]	[0.150]	[0.150]		[0.0800]	[0.206]	[0.206]	[0.121]	[0.121]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0183	-0.0181	0.0366	0.0353	-0.125	-0.124	-0.0192	-0.0190	0.0544	0.0591	0.0403	0.0386	-0.0587	-0.0583
	[0.0721]	[0.0720]	[0.0871]	[0.0868]	[0.127]	[0.127]	[0.0793]	[0.0791]	[0.0855]	[0.0854]	[0.119]	[0.119]	[0.130]	[0.130]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.260***	0.258***	0.508	0.490	0.152	0.150	0.237**	0.235**	0.138*	0.137*	0.0133	0.00858	0.0768	0.0784
	[0.0893]	[0.0892]	[0.361]	[0.362]	[0.115]	[0.115]	[0.101]	[0.101]	[0.0781]	[0.0780]	[0.121]	[0.121]	[0.147]	[0.147]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0428	0.0446	-0.0795	-0.0750	0.137	0.137	0.0425	0.0442	-0.0518	-0.0502		0.0975	0.166	0.166
	[0.0745]	[0.0745]	[0.0942]	[0.0942]	[0.123]	[0.123]	[0.0819]	[0.0819]	[0.0805]	[0.0804]		[0.124]	[0.124]	[0.124]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0834	0.0835	0.0427	0.0449	0.192	0.191	0.0876	0.0877		0.286	0.0378	0.0405	-0.0871	-0.0932
	[0.0765]	[0.0765]	[0.0936]	[0.0936]	[0.133]	[0.133]	[0.0842]	[0.0841]		[0.812]	[0.0972]	[0.0974]	[0.125]	[0.125]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0972	0.0940	0.0552	0.0501	0.141	0.140	0.0959	0.0926	-0.251	-0.241		-0.0466	0.253**	0.254**
	[0.0751]	[0.0750]	[0.0963]	[0.0963]	[0.123]	[0.123]	[0.0826]	[0.0825]	[0.997]	[1.004]		[0.102]	[0.117]	[0.126]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.110	0.110	0.117	0.116	0.139	0.140	0.106	0.107	0.208**	0.207**	0.308***	0.308***		
	[0.0792]	[0.0791]	[0.0971]	[0.0969]	[0.136]	[0.136]	[0.0872]	[0.0870]	[0.0982]	[0.0982]	[0.0900]	[0.0900]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0595	-0.0655	0.573	0.560			-0.0535	-0.0597		0.0675	0.0938	0.0955	0.00720	0.00698
	[0.158]	[0.158]	[0.410]	[0.410]			[0.174]	[0.174]		[0.108]	[0.233]	[0.233]	[0.577]	[0.587]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0354	0.0402	-0.202	-0.180		-0.0246	0.0781	0.0822	0.0831	0.0841	-0.119	-0.120	-0.153	-0.146
	[0.104]	[0.104]	[0.359]	[0.360]		[0.176]	[0.123]	[0.123]	[0.0799]	[0.0799]	[0.133]	[0.133]	[0.165]	[0.165]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.598	0.597	0.706	0.702		0.154	0.639	0.638	0.0652	0.0654	0.308	0.306		
	[0.594]	[0.606]	[0.557]	[0.567]		[0.180]	[0.654]	[0.666]	[0.0810]	[0.0810]	[0.824]	[0.810]		
State: Louisiana	0.165			0.223										
	[0.115]			[0.153]										
Date of Survey: Nov 21, 2015					0.0665	0.0663								
					[0.182]	[0.182]								
Constant	4.061***	4.220***	4.328***	4.098***	3.855***	3.855***	4.011***	4.012***	4.228***	4.223***	4.480***	4.477***	4.427***	4.418***
	[0.0724]	[0.0974]	[0.124]	[0.0946]	[0.103]	[0.103]	[0.0880]	[0.0882]	[0.101]	[0.101]	[0.102]	[0.102]	[0.145]	[0.146]
Observations	3,068	3,068	1,842	1,842	1,226	1,226	1,238	1,238	830	830	620	620	380	380
R-squared	0.135	0.14	0.15	0.15	0.15	0.15	0.12	0.12	0.14	0.14	0.13	0.13	0.12	0.12
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	4.499	4.497	4.613	4.613	4.328	4.328	4.380	4.378	4.572	4.571	4.588	4.585	4.589	4.588

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

Table A10: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 4 (Relevant)

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=Voting)	0.0701**	0.0704**	0.0253	0.0254	0.120**	0.120**	0.114**	0.114**	0.0536	0.0534	0.0221	0.0229	0.0444	0.0455
	[0.0330]	[0.0330]	[0.0406]	[0.0406]	[0.0565]	[0.0565]	[0.0559]	[0.0559]	[0.0578]	[0.0579]	[0.0717]	[0.0716]	[0.0889]	[0.0887]
SSI Subsample (1=SSI, 0=YouGov)	-0.155***	-0.153***					-0.0369	-0.0362	-0.177**	-0.177**	-0.310***	-0.307***	-0.249*	-0.244*
	[0.0453]	[0.0453]					[0.0749]	[0.0749]	[0.0851]	[0.0852]	[0.0929]	[0.0929]	[0.128]	[0.128]
State: Louisiana		0.148												
		[0.122]												
State: Mississippi	0.233*	0.232*	0.379**	0.373**	-0.0265	-0.0226								
	[0.124]	[0.124]	[0.163]	[0.163]	[0.204]	[0.204]								
State: Texas (Houston only)	0.249	0.242			0.485**	0.486*								
	[0.164]	[0.164]			[0.289]	[0.289]								
Date of Survey: Nov 01, 2015	-0.0472	-0.0489	-0.166**	-0.167**	-0.0385	-0.0387	-0.0446	-0.0465			-0.194**	-0.197**	0.00211	0.00818
	[0.0650]	[0.0650]	[0.0834]	[0.0835]	[0.136]	[0.136]	[0.0704]	[0.0704]			[0.0975]	[0.0975]	[0.134]	[0.134]
Date of Survey: Nov 02, 2015	0.105	0.104	-0.0275	-0.0223	0.0449	0.0442	0.0903	0.0895			0.0206	0.0183		0.167*
	[0.0644]	[0.0643]	[0.122]	[0.122]	[0.0953]	[0.0953]	[0.0701]	[0.0699]			[0.0868]	[0.0868]		[0.0979]
Date of Survey: Nov 19, 2015	0.120	0.0713	0.0913	0.0935	0.170	0.170			0.0689	0.0705				
	[0.0776]	[0.0754]	[0.0873]	[0.0871]	[0.169]	[0.169]			[0.0691]	[0.0691]				
Date of Survey: Nov 20, 2015	0.0920	-0.00576	-0.105	-0.0983	0.155	0.155			-0.00946	-0.00544				
	[0.0865]	[0.0843]	[0.118]	[0.118]	[0.140]	[0.140]			[0.0774]	[0.0775]				
Gender: Male	0.183***	0.185***	0.274***	0.276***	0.101	0.102	0.194***	0.195***	0.0909	0.0922	0.130	0.136*	-0.0761	-0.0712
	[0.0570]	[0.0570]	[0.0700]	[0.0700]	[0.100]	[0.100]	[0.0621]	[0.0621]	[0.0620]	[0.0620]	[0.0802]	[0.0803]	[0.0913]	[0.0912]
Gender: Unknown	0.298	0.301			0.405						0.324	0.327		
	[0.348]	[0.349]			[0.385]						[0.339]	[0.339]		
Race: Black	-0.124	-0.120	-0.102	-0.0948	-0.0557	-0.0553	-0.122	-0.118	0.201**	0.204**	0.222**	0.221**	0.0487	0.0472
	[0.129]	[0.128]	[0.174]	[0.173]	[0.198]	[0.198]	[0.140]	[0.139]	[0.0874]	[0.0873]	[0.0902]	[0.0902]	[0.123]	[0.122]
Race: Hispanic	-0.197	-0.231	-0.454	-0.497	0.508	0.505	-0.184	-0.217	0.145	0.138	-0.953*	-0.955*	-0.405**	-0.390**
	[0.453]	[0.451]	[0.498]	[0.495]	[0.982]	[0.979]	[0.492]	[0.489]	[0.305]	[0.304]	[0.505]	[0.515]	[0.173]	[0.174]
Race: Other	-0.129	-0.135	0.0265	0.0164	-0.334	-0.336	-0.128	-0.134	0.248	0.252	0.169	0.180	-0.0455	-0.0372
	[0.151]	[0.151]	[0.189]	[0.188]	[0.250]	[0.249]	[0.164]	[0.163]	[0.167]	[0.167]	[0.187]	[0.187]	[0.167]	[0.166]
Days Before Election Day	0.0136	0.0131	-0.0917*	-0.0892*	0.0829	0.0828	0.0217	0.0210	1.57e-05	-0.000338	0.0298	0.0274	0.0583	0.0564
	[0.0277]	[0.0277]	[0.0538]	[0.0537]	[0.0559]	[0.0558]	[0.0303]	[0.0303]	[0.0316]	[0.0316]	[0.0355]	[0.0355]	[0.0482]	[0.0481]
Voted in 2004 General Election (1=Yes, 0=No)	0.217***	0.216***	0.0898	0.0879	0.302**	0.302**	0.202**	0.201**	-0.0133	-0.0137	0.0936	0.0914	-0.0296	-0.0295
	[0.0833]	[0.0832]	[0.122]	[0.122]	[0.119]	[0.118]	[0.0906]	[0.0904]	[0.0936]	[0.0936]	[0.0909]	[0.0907]	[0.137]	[0.137]
Voted in 2006 General Election (1=Yes, 0=No)	-0.153*	-0.153*	-0.0280	-0.0298	-0.284**	-0.283**	-0.141	-0.142	-0.0697	-0.0721	0.0195	0.0211		0.131
	[0.0863]	[0.0863]	[0.118]	[0.118]	[0.131]	[0.131]	[0.0937]	[0.0936]	[0.0890]	[0.0890]	[0.105]	[0.105]		[0.142]
Voted in 2008 General Election (1=Yes, 0=No)	0.00316	0.00200	0.155	0.152	-0.0934	-0.0940	0.000781	-0.000123	0.00356	0.00793	-0.0607	-0.0572	-0.174	-0.166
	[0.0863]	[0.0863]	[0.130]	[0.130]	[0.122]	[0.122]	[0.0935]	[0.0935]	[0.0959]	[0.0960]	[0.102]	[0.102]	[0.162]	[0.161]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0131	-0.0125	-0.0229	-0.0217	0.0132	0.0134	-0.00850	-0.00788		0.137	0.0207	0.0213	0.121	0.121
	[0.0804]	[0.0804]	[0.107]	[0.107]	[0.124]	[0.124]	[0.0872]	[0.0871]		[0.0924]	[0.101]	[0.101]	[0.149]	[0.149]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0143	-0.0158	-0.00486	-0.0117	-0.00553	-0.00509	-0.0228	-0.0244	-0.143	-0.146	-0.0300	-0.0316	0.0784	
	[0.0780]	[0.0780]	[0.117]	[0.117]	[0.115]	[0.115]	[0.0848]	[0.0848]	[0.0936]	[0.0937]	[0.0999]	[0.0999]	[0.135]	
Voted in 2014 General Election (1=Yes, 0=No)	0.100	0.104	0.0289	0.0384	0.175	0.176	0.109	0.113	0.322***	0.323***	0.189*		-0.0291	-0.0207
	[0.0782]	[0.0782]	[0.118]	[0.118]	[0.113]	[0.113]	[0.0848]	[0.0848]	[0.0920]	[0.0922]	[0.112]		[0.129]	[0.129]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.0360	-0.0366	-0.339	-0.358	0.0239	0.0244	-0.0398	-0.0403	0.0696	0.0701	0.0565	0.0551		0.176
	[0.144]	[0.144]	[0.436]	[0.436]	[0.173]	[0.173]	[0.156]	[0.156]	[0.0818]	[0.0819]	[0.230]	[0.231]		[0.132]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.0239	0.0254	0.0838	0.0848	-0.0574	-0.0566	0.0211	0.0226	0.0322	0.0360	-0.0440	-0.0451	0.00609	2.05e-06
	[0.0762]	[0.0761]	[0.0941]	[0.0938]	[0.130]	[0.130]	[0.0826]	[0.0824]	[0.0878]	[0.0878]	[0.133]	[0.133]	[0.143]	[0.142]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.263***	0.260***	0.799**	0.767*	0.135	0.133	0.213**	0.211**	0.121	0.120	0.235*	0.228*	0.197	0.199
	[0.0944]	[0.0943]	[0.390]	[0.391]	[0.118]	[0.118]	[0.105]	[0.105]	[0.0799]	[0.0799]	[0.135]	[0.135]	[0.161]	[0.161]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0859	0.0868	-0.0327	-0.0302	0.165	0.165	0.0843	0.0851	0.0184	0.0180		0.0815		0.107
	[0.0787]	[0.0787]	[0.102]	[0.102]	[0.127]	[0.127]	[0.0853]	[0.0853]	[0.0826]	[0.0826]		[0.139]		[0.136]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.113	0.114	0.0196	0.0221	0.291**	0.290**	0.120	0.121	0.446	0.443	0.0524	0.0541	0.0516	0.0417
	[0.0808]	[0.0808]	[0.101]	[0.101]	[0.136]	[0.136]	[0.0877]	[0.0876]	[0.814]	[0.831]	[0.109]	[0.109]	[0.137]	[0.137]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0577	0.0541	0.0644	0.0582	0.0760	0.0754	0.0569	0.0533	-0.330	-0.320		0.0934	0.189	0.195
	[0.0793]	[0.0793]	[0.104]	[0.104]	[0.126]	[0.127]	[0.0860]	[0.0860]	[1.020]	[1.027]		[0.115]	[0.139]	[0.138]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.161*	0.163*	0.225**	0.226**	0.0985	0.0993	0.157*	0.159*	0.272***	0.272***	0.125	0.128		
	[0.0837]	[0.0836]	[0.105]	[0.105]	[0.140]	[0.140]	[0.0908]	[0.0907]	[0.101]	[0.101]	[0.101]	[0.101]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.172	0.166	0.478	0.491			0.185	0.179	0.0883	0.0828	-0.215	-0.216	0.271	0.272
	[0.167]	[0.167]	[0.443]	[0.443]			[0.181]	[0.181]	[0.111]	[0.111]	[0.261]	[0.261]	[0.633]	[0.643]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.131	-0.124	-0.642*	-0.606	-0.143	-0.142	-0.0372	-0.0314	0.129	0.131	-0.272*	-0.272*	-0.307*	-0.301*
	[0.110]	[0.110]	[0.388]	[0.389]	[0.181]	[0.181]	[0.128]	[0.128]	[0.0817]	[0.0818]	[0.149]	[0.149]	[0.181]	[0.181]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.730	0.729	0.925	0.921			-0.0150	0.801	0.800	0.0385	0.0403	0.151	0.149	
	[0.628]	[0.640]	[0.602]	[0.613]			[0.185]	[0.681]	[0.694]	[0.0829]	[0.0830]	[0.923]	[0.907]	
Date of Survey: Nov 03, 2015			-0.217	-0.207										
			[0.166]	[0.166]										
Date of Survey: Nov 21, 2015						0.0673								
						[0.188]								
Constant	3.973***	3.974***	4.182***	4.177***	3.802***	3.802***	3.883***	3.885***	4.144***	4.142***	4.303***	4.302***	4.284***	4.276***
	[0.0765]	[0.0766]	[0.134]	[0.134]	[0.106]	[0.106]	[0.0917]	[0.0919]	[0.104]	[0.104]	[0.114]	[0.114]	[0.159]	[0.160]
Observations	3,063	3,063	1,839	1,839	1,224	1,224	1,237	1,237	827	827	620	620	379	379
R-squared	0.120	0.12	0.14	0.14	0.14	0.14	0.11	0.11	0.12	0.13	0.11	0.11	0.11	0.11
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	4.390	4.388	4.489	4.489	4.241	4.241	4.262	4.261	4.495	4.494	4.472	4.469	4.456	4.455

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

Table A11: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 5 (Easy)

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=Voting)	-0.00891	-0.00855	-0.0329	-0.0325	0.0156	0.0158	0.0439	0.0440	0.00331	0.00318	-0.0435	-0.0427	-0.154*	-0.152
	[0.0317]	[0.0317]	[0.0377]	[0.0378]	[0.0573]	[0.0573]	[0.0511]	[0.0511]	[0.0561]	[0.0562]	[0.0731]	[0.0731]	[0.0927]	[0.0927]
SSI Subsample (1=SSI, 0=YouGov)	-0.190***	-0.189***					-0.114*	-0.114*	-0.343***	-0.344***	-0.164*	-0.162*	-0.191	-0.191
	[0.0436]	[0.0436]					[0.0684]	[0.0684]	[0.0826]	[0.0827]	[0.0948]	[0.0948]	[0.133]	[0.133]
State: Mississippi	0.119	0.116	0.100	0.0940	0.0393	0.0399								
	[0.119]	[0.119]	[0.151]	[0.151]	[0.207]	[0.207]								
State: Texas (Houston only)	-0.0660	-0.0798		-0.0392	-0.169	-0.170								
	[0.158]	[0.158]		[0.197]	[0.293]	[0.293]								
Date of Survey: Nov 01, 2015	0.0649	0.0760	-0.00383	-0.0120	0.0838	0.0845	0.0674	0.0664			-0.0672	-0.0733	-0.0172	-0.00610
	[0.0624]	[0.0681]	[0.0709]	[0.0775]	[0.137]	[0.137]	[0.0643]	[0.0644]			[0.0998]	[0.0999]	[0.140]	[0.140]
Date of Survey: Nov 02, 2015	0.164***	0.188**	0.197**	0.184	0.102	0.102	0.154**	0.153**			-0.119	-0.123	0.259**	0.255**
	[0.0619]	[0.0843]	[0.0906]	[0.113]	[0.0967]	[0.0967]	[0.0640]	[0.0640]			[0.0886]	[0.0887]	[0.102]	[0.102]
Date of Survey: Nov 03, 2015		0.0359		-0.0166										
		[0.117]		[0.154]										
Date of Survey: Nov 19, 2015	0.0746	0.0765	0.0296	0.0235	0.159	0.159			0.0736	0.0754				
	[0.0726]	[0.0725]	[0.0829]	[0.0809]	[0.171]	[0.171]			[0.0671]	[0.0670]				
Date of Survey: Nov 20, 2015	0.00521	0.00654	-0.0198	-0.0363	0.0320	0.0323			0.0192	0.0208				
	[0.0810]	[0.0810]	[0.109]	[0.109]	[0.142]	[0.142]			[0.0751]	[0.0753]				
Gender: Male	0.0986*	0.0970*	0.134**	0.131**	0.103	0.103	0.104*	0.102*	0.0666	0.0665	0.101	0.103	-0.111	-0.106
	[0.0548]	[0.0548]	[0.0649]	[0.0650]	[0.102]	[0.102]	[0.0567]	[0.0567]	[0.0602]	[0.0602]	[0.0822]	[0.0823]	[0.0952]	[0.0951]
Gender: Unknown		0.0169			0.113	0.116					-0.00165	0.00131		
		[0.335]			[0.389]	[0.390]					[0.345]	[0.346]		
Race: Black	0.213*	0.213*	0.288*	0.285*	0.245	0.246	0.212*	0.212*	0.176**	0.182**	0.184**	0.181*	-0.115	-0.113
	[0.124]	[0.123]	[0.161]	[0.160]	[0.200]	[0.200]	[0.127]	[0.127]	[0.0849]	[0.0848]	[0.0922]	[0.0922]	[0.129]	[0.129]
Race: Hispanic	-0.112	-0.136	-0.376	-0.410	0.644	0.645	-0.109	-0.133	0.118	0.114		-2.117***	-0.487***	-0.478***
	[0.436]	[0.433]	[0.462]	[0.459]	[0.994]	[0.991]	[0.449]	[0.446]	[0.296]	[0.295]		[0.525]	[0.180]	[0.181]
Race: Other	0.00518	-0.000199	0.00688	-0.00208	0.0193	0.0203	0.00340	-0.00183	0.256	0.257	0.0796	0.0826	-0.439**	-0.450***
	[0.145]	[0.145]	[0.175]	[0.175]	[0.253]	[0.253]	[0.150]	[0.149]	[0.162]	[0.162]	[0.189]	[0.191]	[0.174]	[0.173]
Days Before Election Day	0.00322	0.0152	-0.0238	-0.0294	0.0747	0.0745	0.00828	0.00818	0.0222	0.0225	-0.000999	-0.000940	0.0599	0.0615
	[0.0267]	[0.0405]	[0.0322]	[0.0499]	[0.0566]	[0.0565]	[0.0277]	[0.0277]	[0.0307]	[0.0307]	[0.0362]	[0.0362]	[0.0502]	[0.0502]
Voted in 2004 General Election (1=Yes, 0=No)	0.0412	0.0417	-0.125	-0.123	0.169	0.169	0.0286	0.0292	-0.0372	-0.0357			0.0919	0.0360	0.0350
	[0.0800]	[0.0800]	[0.113]	[0.113]	[0.120]	[0.120]	[0.0827]	[0.0826]	[0.0908]	[0.0908]			[0.0926]	[0.143]	[0.143]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0378	-0.0351	0.0812	0.0850	-0.136	-0.136	-0.0285	-0.0260	0.0103	0.0126	0.0899	0.0884	-0.120	-0.125
	[0.0829]	[0.0830]	[0.110]	[0.110]	[0.133]	[0.133]	[0.0855]	[0.0855]	[0.0863]	[0.0863]	[0.107]	[0.107]	[0.148]	[0.148]
Voted in 2008 General Election (1=Yes, 0=No)	0.0387	0.0376	1.74e-05	-0.00415	0.0675	0.0678	0.0369	0.0359	-0.0225	-0.0233	0.0408	0.0440	-0.0563	-0.0545
	[0.0829]	[0.0829]	[0.121]	[0.121]	[0.123]	[0.123]	[0.0854]	[0.0854]	[0.0931]	[0.0932]	[0.104]	[0.104]	[0.168]	[0.168]
Voted in 2010 General Election (1=Yes, 0=No)	0.0325	0.0307	0.113	0.110	-0.0353	-0.0360	0.0357	0.0339			0.231**	-0.108	-0.110	0.234
	[0.0773]	[0.0773]	[0.0996]	[0.0997]	[0.125]	[0.125]	[0.0796]	[0.0796]			[0.0897]	[0.103]	[0.103]
Voted in 2012 General Election (1=Yes, 0=No)	0.111	0.108	0.0314	0.0245	0.168	0.168	0.108	0.104	-0.0152	-0.0136	-0.0428	-0.0389	-0.0589	-0.0514
	[0.0750]	[0.0750]	[0.109]	[0.109]	[0.116]	[0.116]	[0.0775]	[0.0775]	[0.0908]	[0.0909]	[0.102]	[0.102]	[0.141]	[0.141]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0160	-0.0146	0.00103	0.00488	0.0133	0.0146	-0.0105	-0.00907	0.202**	0.201**	0.195*	0.195*	0.344**	0.346**
	[0.0751]	[0.0751]	[0.110]	[0.110]	[0.114]	[0.114]	[0.0774]	[0.0775]	[0.0893]	[0.0894]	[0.115]	[0.115]	[0.135]	[0.135]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0996	0.100	0.271	0.268	0.0441	0.0447	0.0988	0.0997	0.127	0.124	0.0555	0.0688	0.0669	0.0684
	[0.139]	[0.139]	[0.404]	[0.405]	[0.175]	[0.175]	[0.143]	[0.143]	[0.0794]	[0.0795]	[0.235]	[0.235]	[0.138]	[0.138]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0401	-0.0425	-0.0420	-0.0480	-0.0377	-0.0365	-0.0413	-0.0437	0.0209	0.0194	0.0383	0.0389	0.00505	0.00480
	[0.0733]	[0.0732]	[0.0873]	[0.0871]	[0.132]	[0.132]	[0.0755]	[0.0754]	[0.0852]	[0.0852]	[0.136]	[0.136]	[0.149]	[0.149]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0640	0.0641	0.364	0.349	-0.0885	-0.0886	0.0321	0.0326	0.0620	0.0614	0.173	0.169	0.329*	0.324*
	[0.0908]	[0.0908]	[0.361]	[0.363]	[0.120]	[0.120]	[0.0959]	[0.0959]	[0.0775]	[0.0775]	[0.138]	[0.138]	[0.169]	[0.169]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0618	0.0629	-4.09e-05	0.00364	0.122	0.122	0.0615	0.0625	-0.0276	-0.0243	0.162	0.164	0.0111	0.00844
	[0.0756]	[0.0757]	[0.0944]	[0.0946]	[0.128]	[0.128]	[0.0779]	[0.0780]	[0.0801]	[0.0802]	[0.142]	[0.142]	[0.142]	[0.142]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0818	0.0832	0.0250	0.0269	0.204	0.204	0.0876	0.0890	-0.680	-0.685	0.108	0.107	-0.0727	-0.0729
	[0.0777]	[0.0778]	[0.0938]	[0.0939]	[0.138]	[0.138]	[0.0801]	[0.0801]	[0.791]	[0.807]	[0.111]	[0.111]	[0.144]	[0.144]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0539	0.0515	0.0143	0.0104	0.123	0.123	0.0521	0.0496	0.835	0.843		-0.121	0.0426	0.0472
	[0.0763]	[0.0763]	[0.0965]	[0.0966]	[0.128]	[0.128]	[0.0786]	[0.0786]	[0.990]	[0.997]		[0.117]	[0.145]	[0.145]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.135*	0.136*	0.189*	0.190*	0.0849	0.0841	0.131	0.131	0.261***	0.262***	0.145	0.145		
	[0.0805]	[0.0804]	[0.0973]	[0.0973]	[0.142]	[0.142]	[0.0829]	[0.0829]	[0.0977]	[0.0978]	[0.103]	[0.103]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.115	-0.117	-0.261	-0.259			-0.107	-0.109	-0.0968	-0.102	-0.555**	-0.574**	-1.909***	-1.889***
	[0.160]	[0.161]	[0.411]	[0.412]			[0.165]	[0.165]	[0.108]	[0.108]	[0.266]	[0.266]	[0.658]	[0.670]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0906	0.0903	-0.0986	-0.0825	0.000868	0.000947	0.150	0.149	0.0384	0.0390	-0.144	-0.140	-0.306	-0.307
	[0.106]	[0.106]	[0.360]	[0.362]	[0.183]	[0.183]	[0.117]	[0.117]	[0.0793]	[0.0794]	[0.152]	[0.152]	[0.189]	[0.189]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.588	0.588	0.742	0.739			0.645	0.645	0.0266	0.0265	-1.731*	-1.745*		
	[0.603]	[0.615]	[0.558]	[0.569]			[0.622]	[0.634]	[0.0804]	[0.0805]	[0.941]	[0.925]		
State: Louisiana	-0.0297													
	[0.117]													
Date of Survey: Nov 21, 2015			0.0280		-0.0799									
			[0.154]		[0.190]									
Constant	4.206***	4.174***	4.283***	4.307***	3.905***	3.905***	4.138***	4.141***	4.237***	4.235***	4.330***	4.330***	4.223***	4.213***
	[0.0736]	[0.0993]	[0.0948]	[0.125]	[0.107]	[0.107]	[0.0837]	[0.0840]	[0.101]	[0.101]	[0.116]	[0.117]	[0.166]	[0.167]
Observations	3,057	3,057	1,837	1,837	1,220	1,220	1,235	1,235	827	827	618	618	377	377
R-squared	0.111	0.11	0.13	0.13	0.11	0.11	0.08	0.08	0.14	0.14	0.11	0.11	0.18	0.18
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	4.474	4.472	4.569	4.569	4.333	4.333	4.443	4.440	4.553	4.551	4.448	4.446	4.460	4.460

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

Table A12: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 6 (Convenient)

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=Voting)	0.0451	0.0452	0.0137	0.0139	0.0856	0.0857	0.0892	0.0893	0.102*	0.102*	0.0190	0.0188	-0.192*	-0.190*
	[0.0338]	[0.0338]	[0.0415]	[0.0415]	[0.0588]	[0.0588]	[0.0554]	[0.0554]	[0.0600]	[0.0600]	[0.0738]	[0.0737]	[0.101]	[0.101]
SSI Subsample (1=SSI, 0=YouGov)	-0.112**	-0.111**					-0.0534	-0.0512	-0.247***	-0.248***	-0.131	-0.128	0.00772	0.00585
	[0.0465]	[0.0464]					[0.0742]	[0.0742]	[0.0884]	[0.0883]	[0.0956]	[0.0956]	[0.146]	[0.146]
State: Louisiana	0.1000		0.292*											
	[0.125]		[0.169]											
State: Mississippi	0.161	0.160	0.309*	0.306*	-0.0660	-0.0656								
	[0.127]	[0.166]	[0.170]	[0.166]	[0.212]	[0.212]								
State: Texas (Houston only)	-0.0295	-0.0390			-0.0217	-0.0224								
	[0.168]	[0.169]			[0.300]	[0.300]								
Date of Survey: Nov 01, 2015	0.0328	0.0348	0.0118	-0.0807	0.0278	0.0283	0.0347	0.0367			-0.160	-0.167*	0.0373	0.0452
	[0.0666]	[0.0666]	[0.0780]	[0.0852]	[0.141]	[0.141]	[0.0697]	[0.0697]			[0.101]	[0.101]	[0.152]	[0.153]
Date of Survey: Nov 02, 2015	0.120*	0.119*	0.198**	0.00543	0.0292	0.0289	0.112	0.111			-0.0716	-0.0739	0.210*	0.207*
	[0.0661]	[0.0660]	[0.0997]	[0.124]	[0.0992]	[0.0991]	[0.0694]	[0.0694]			[0.0894]	[0.0894]	[0.112]	[0.112]
Date of Survey: Nov 19, 2015	0.0126		-0.0253	-0.0198	0.151	0.150			0.0126	0.0159				
	[0.0777]		[0.0892]	[0.0889]	[0.177]	[0.177]			[0.0718]	[0.0716]				
Date of Survey: Nov 20, 2015	-0.0448	0.0228	-0.170	-0.162	0.0705	0.0695				-0.0233				
	[0.0864]	[0.0887]	[0.120]	[0.120]	[0.145]	[0.145]				[0.0802]				
Gender: Male	0.114*	0.113*	0.192***	0.192***	0.0664	0.0660	0.117*	0.117*	0.0885	0.0902	0.216***	0.216***	-0.0596	-0.0582
	[0.0584]	[0.0584]	[0.0714]	[0.0714]	[0.104]	[0.104]	[0.0615]	[0.0614]	[0.0643]	[0.0642]	[0.0826]	[0.0826]	[0.104]	[0.104]
Gender: Unknown	-0.139	-0.139			-0.0916						-0.141	-0.141		
	[0.357]	[0.357]			[0.399]						[0.348]	[0.349]		
Race: Black	0.0436	0.0485	0.246	0.254	-0.0533	-0.0523	0.0427	0.0477	0.149	0.153*	0.0880	0.0870	0.180	0.182
	[0.132]	[0.131]	[0.177]	[0.176]	[0.205]	[0.205]	[0.138]	[0.138]	[0.0907]	[0.0904]	[0.0929]	[0.0928]	[0.141]	[0.141]
Race: Hispanic	0.0738	0.0499	-0.200	-0.227	0.450	0.449	0.0756	0.0519	0.138	0.127	-0.735	-0.738	-0.557***	-0.543***
	[0.465]	[0.462]	[0.508]	[0.505]	[1.019]	[1.016]	[0.487]	[0.484]	[0.316]	[0.315]	[0.520]	[0.530]	[0.197]	[0.198]
Race: Other	0.0683	0.0661	0.00180	-0.00174	0.210	0.209	0.0678	0.0657	0.241	0.247	0.365*	0.369*	-0.255	-0.260
	[0.153]	[0.153]	[0.188]	[0.188]	[0.259]	[0.259]	[0.160]	[0.160]	[0.173]	[0.173]	[0.191]	[0.192]	[0.190]	[0.190]
Days Before Election Day	0.00949	0.00960	0.0105	-0.0831	0.0308	0.0307	0.0135	0.0136	-0.0120	-0.0113	-0.0271	-0.0275	0.0442	0.0454
	[0.0284]	[0.0284]	[0.0354]	[0.0547]	[0.0580]	[0.0580]	[0.0300]	[0.0299]	[0.0328]	[0.0327]	[0.0365]	[0.0365]	[0.0549]	[0.0549]
Voted in 2004 General Election (1=Yes, 0=No)	0.0582	0.0596	-0.112	-0.108	0.217*	0.218*	0.0480	0.0494	0.0726	0.0734	0.162*	0.159*	0.0503	0.0503
	[0.0854]	[0.0853]	[0.125]	[0.125]	[0.123]	[0.123]	[0.0897]	[0.0897]	[0.0973]	[0.0971]	[0.0935]	[0.0934]	[0.156]	[0.156]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0716	-0.0736	0.0408	0.0371	-0.140	-0.141	-0.0641	-0.0661	0.0315	0.0372	0.0821		-0.0800	-0.0857
	[0.0885]	[0.0884]	[0.121]	[0.120]	[0.136]	[0.136]	[0.0927]	[0.0927]	[0.0927]	[0.0925]	[0.109]		[0.162]	[0.162]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0170	-0.0185	-0.000737	-0.00752	-0.00256	-0.00233	-0.0185	-0.0199	-0.0577			0.0421	-0.0395	-0.0383
	[0.0885]	[0.0884]	[0.133]	[0.133]	[0.126]	[0.126]	[0.0926]	[0.0926]	[0.0998]			[0.105]	[0.184]	[0.184]
Voted in 2010 General Election (1=Yes, 0=No)	0.121	0.121	0.189*	0.191*	0.0615	0.0611	0.123	0.123		0.207**	-0.0921	-0.0912		0.315*
	[0.0824]	[0.0824]	[0.110]	[0.110]	[0.128]	[0.128]	[0.0863]	[0.0863]		[0.0959]	[0.104]	[0.104]		[0.170]
Voted in 2012 General Election (1=Yes, 0=No)	0.0908	0.0885	0.245**	0.240**	-0.00463	-0.00536	0.0883	0.0858	-0.0615		-0.0272	-0.0254	-0.209	-0.202
	[0.0800]	[0.0800]	[0.120]	[0.120]	[0.119]	[0.119]	[0.0840]	[0.0840]	[0.0974]		[0.103]	[0.103]	[0.154]	[0.154]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0462	-0.0425	-0.185	-0.176	0.0365	0.0374	-0.0419	-0.0381	0.314***	0.312***	0.233**	0.238**		0.314***
	[0.0801]	[0.0801]	[0.121]	[0.121]	[0.117]	[0.117]	[0.0840]	[0.0840]	[0.0957]	[0.0956]	[0.116]	[0.116]		[0.148]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.0406	-0.0379	0.221	0.233	-0.0803	-0.0811	-0.0409	-0.0383		0.0847	-0.180	-0.173	-0.194	-0.190
	[0.148]	[0.148]	[0.445]	[0.445]	[0.180]	[0.180]	[0.155]	[0.155]		[0.0847]	[0.237]	[0.237]	[0.151]	[0.151]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00336	-0.00313	0.0882	0.0863	-0.176	-0.175	-0.00421	-0.00401	0.0917	0.0879	0.0314	0.0291	-0.0427	-0.0400
	[0.0782]	[0.0780]	[0.0960]	[0.0957]	[0.135]	[0.135]	[0.0819]	[0.0817]	[0.0910]	[0.0908]	[0.137]	[0.137]	[0.163]	[0.163]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0954	0.0949	0.493	0.477	-0.0122	-0.0126	0.0705	0.0698	0.00969	0.00815	0.188	0.183	0.273	0.271
	[0.0969]	[0.0968]	[0.398]	[0.399]	[0.123]	[0.123]	[0.104]	[0.104]	[0.0827]	[0.0827]	[0.139]	[0.139]	[0.184]	[0.185]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0288	0.0302	-0.103	-0.101	0.161	0.161	0.0287	0.0299	-0.00879	-0.00512	0.236	0.236*	-0.0532	-0.0567
	[0.0807]	[0.0807]	[0.104]	[0.104]	[0.131]	[0.131]	[0.0845]	[0.0846]	[0.0856]	[0.0855]	[0.143]	[0.143]	[0.155]	[0.156]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0357	0.0336	0.0728	0.0704	0.0165	0.0163	0.0405	0.0384	-0.729	-0.734		0.0180	-0.132	-0.132
	[0.0829]	[0.0829]	[0.103]	[0.103]	[0.142]	[0.142]	[0.0869]	[0.0868]	[0.844]	[0.860]		[0.112]	[0.158]	[0.157]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.110	0.106	0.0535	0.0472	0.166	0.166	0.108	0.104	-0.0897	-0.0777	-0.109	-0.109	0.379**	0.378**
	[0.0814]	[0.0814]	[0.106]	[0.106]	[0.131]	[0.131]	[0.0852]	[0.0852]	[1.057]	[1.063]	[0.118]	[0.118]	[0.159]	[0.158]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.222***	0.223***	0.153	0.154	0.363**	0.363**	0.218**	0.219**	0.264**	0.265**	0.215**	0.213**		
	[0.0859]	[0.0858]	[0.107]	[0.107]	[0.145]	[0.145]	[0.0900]	[0.0898]	[0.105]	[0.104]	[0.104]	[0.104]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0353	0.0284	-0.216	-0.232			0.0419	0.0349	-0.193*	-0.196*	-0.377	-0.366	-1.184	-1.177
	[0.171]	[0.171]	[0.452]	[0.452]			[0.179]	[0.179]	[0.115]	[0.115]	[0.269]	[0.268]	[0.721]	[0.734]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.120	0.123	-0.215	-0.192	0.00616	0.00623	0.166	0.170	0.0849	0.0856	-0.211	-0.208	-0.181	-0.184
	[0.113]	[0.113]	[0.396]	[0.398]	[0.188]	[0.188]	[0.127]	[0.127]	[0.0848]	[0.0846]	[0.154]	[0.153]	[0.207]	[0.207]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.868	0.864	0.954	0.946	0.135		0.913	0.910	0.0708	0.0709	-1.485	-1.495		
	[0.644]	[0.656]	[0.614]	[0.625]	[0.192]		[0.675]	[0.687]	[0.0859]	[0.0858]	[0.950]	[0.933]		
Date of Survey: Nov 21, 2015		0.0949			-0.0956	-0.0968								
		[0.125]			[0.195]	[0.195]								
Date of Survey: Nov 03, 2015				-0.282*										
				[0.169]										
Constant	3.962***	3.962***	3.913***	4.197***	3.852***	3.853***	3.907***	3.906***	4.089***	4.084***	4.145***	4.144***	4.007***	4.001***
	[0.0785]	[0.0786]	[0.104]	[0.137]	[0.110]	[0.110]	[0.0908]	[0.0910]	[0.107]	[0.108]	[0.117]	[0.118]	[0.182]	[0.183]
Observations	3,058	3,058	1,839	1,839	1,219	1,219	1,236	1,236	825	825	619	619	378	378
R-squared	0.110	0.11	0.13	0.13	0.12	0.12	0.08	0.08	0.13	0.13	0.11	0.11	0.15	0.15
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	4.317	4.315	4.404	4.404	4.185	4.185	4.242	4.239	4.409	4.407	4.330	4.328	4.353	4.354

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

Table A13: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 7 (Consistent)

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=Voting)	0.0668**	0.0672**	0.0263	0.0266	0.120**	0.120**	0.125***	0.126***	0.0756	0.0757	0.00277	0.00369	-0.0368	-0.0358
	[0.0283]	[0.0283]	[0.0333]	[0.0333]	[0.0516]	[0.0515]	[0.0457]	[0.0457]	[0.0518]	[0.0518]	[0.0627]	[0.0627]	[0.0825]	[0.0824]
SSI Subsample (1=SSI, 0=YouGov)	-0.273***	-0.272***					-0.222***	-0.223***	-0.263***	-0.263***	-0.295***	-0.292***	-0.433***	-0.430***
	[0.0389]	[0.0389]					[0.0612]	[0.0612]	[0.0764]	[0.0763]	[0.0814]	[0.0814]	[0.119]	[0.118]
State: Mississippi	0.192*	0.189*	0.299**	0.290**	-0.0176	-0.0152								
	[0.106]	[0.106]	[0.133]	[0.133]	[0.186]	[0.186]								
State: Texas (Houston only)	0.114	0.107	0.159		0.176	0.178								
	[0.141]	[0.141]	[0.174]		[0.263]	[0.263]								
Date of Survey: Nov 01, 2015	-0.0944*	-0.0951*	-0.123*	-0.122*	-0.140	-0.141	-0.0920	-0.0927			-0.0720	-0.0762	-0.181	-0.176
	[0.0557]	[0.0557]	[0.0684]	[0.0684]	[0.123]	[0.123]	[0.0575]	[0.0575]			[0.0857]	[0.0857]	[0.124]	[0.124]
Date of Survey: Nov 02, 2015	0.0996*	0.0971*	-0.00527	-0.00430	0.0900	0.0889	0.0915	0.0893			-0.117	-0.120	0.0158	0.0155
	[0.0553]	[0.0552]	[0.0998]	[0.0996]	[0.0869]	[0.0869]	[0.0573]	[0.0572]			[0.0760]	[0.0760]	[0.0910]	[0.0909]
Date of Survey: Nov 19, 2015	0.0700	0.0701	0.0754	0.0763		0.0663			0.0582	0.0597				
	[0.0669]	[0.0667]	[0.0716]	[0.0713]		[0.156]			[0.0621]	[0.0619]				
Date of Survey: Nov 20, 2015	0.0251	0.0240	-0.121	-0.120	0.0578	0.0572			0.000977	0.00273				
	[0.0742]	[0.0741]	[0.0963]	[0.0963]	[0.128]	[0.127]			[0.0692]	[0.0692]				
Date of Survey: Nov 21, 2015	0.0362	0.0321			-0.0764	-0.0772								
	[0.105]	[0.105]			[0.171]	[0.171]								
Gender: Male	0.0834*	0.0837*	0.166***	0.166***	-0.0322	-0.0316	0.0854*	0.0856*	0.120**	0.123**	0.164**	0.169**	0.0491	0.0505
	[0.0489]	[0.0489]	[0.0573]	[0.0573]	[0.0914]	[0.0914]	[0.0507]	[0.0507]	[0.0555]	[0.0554]	[0.0702]	[0.0703]	[0.0847]	[0.0846]
Gender: Unknown		0.0282				0.0858					0.0166	0.0167		
		[0.299]				[0.351]					[0.296]	[0.297]		
Race: Black	-0.0932	-0.0906	-0.0671	-0.0619	-0.0785	-0.0784	-0.0958	-0.0931	0.194**	0.195**	0.0490	0.0470	0.148	0.146
	[0.110]	[0.110]	[0.142]	[0.141]	[0.180]	[0.180]	[0.114]	[0.113]	[0.0783]	[0.0780]	[0.0791]	[0.0791]	[0.114]	[0.114]
Race: Hispanic	0.671*	0.667*	0.692*	0.686*	0.743	0.744	0.668*	0.664*	0.167	0.163	-0.944**	-0.947**	-0.336**	-0.328**
	[0.389]	[0.386]	[0.408]	[0.405]	[0.893]	[0.890]	[0.401]	[0.399]	[0.272]	[0.272]	[0.442]	[0.451]	[0.161]	[0.161]
Race: Other	0.111	0.108	0.0935	0.0885	0.149	0.149	0.108	0.105	0.204	0.209	0.0571	0.0614	0.0548	0.0566
	[0.129]	[0.129]	[0.154]	[0.154]	[0.227]	[0.227]	[0.133]	[0.133]	[0.150]	[0.149]	[0.163]	[0.164]	[0.155]	[0.154]
Days Before Election Day	-0.00414	-0.00432	-0.0636	-0.0618	0.0185	0.0184	-0.000770	-0.00112	-0.0255	-0.0271	-0.00135	-0.00177	0.0412	0.0399
	[0.0237]	[0.0237]	[0.0440]	[0.0439]	[0.0508]	[0.0508]	[0.0247]	[0.0247]	[0.0283]	[0.0282]	[0.0311]	[0.0311]	[0.0447]	[0.0446]
Voted in 2004 General Election (1=Yes, 0=No)	-0.0178	-0.0191	0.00130	0.000582	-0.0450	-0.0458	-0.0289	-0.0300	-0.0249	-0.0227	0.159**	0.155**	-0.00694	-0.0127
	[0.0714]	[0.0713]	[0.100]	[0.1000]	[0.108]	[0.108]	[0.0739]	[0.0738]	[0.0839]	[0.0838]	[0.0795]	[0.0795]	[0.127]	[0.127]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0335	-0.0323	0.00325	0.00510	-0.0776	-0.0770	-0.0258	-0.0248	-0.0261		-0.0565	-0.0569	-0.0632	-0.0678
	[0.0740]	[0.0740]	[0.0967]	[0.0965]	[0.120]	[0.120]	[0.0765]	[0.0764]	[0.0800]		[0.0922]	[0.0921]	[0.131]	[0.132]
Voted in 2008 General Election (1=Yes, 0=No)	0.0601	0.0567	0.0621	0.0529	0.0558	0.0559	0.0586	0.0552		0.0711	-0.0824	-0.0795	0.0221	0.0212
	[0.0741]	[0.0740]	[0.107]	[0.107]	[0.111]	[0.111]	[0.0765]	[0.0764]		[0.0860]	[0.0900]	[0.0899]	[0.150]	[0.150]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0218	-0.0170	-0.0368	-0.0285	0.0138	0.0148	-0.0194	-0.0146	0.132		0.0455	0.0433		0.250*
	[0.0690]	[0.0690]	[0.0881]	[0.0880]	[0.113]	[0.113]	[0.0712]	[0.0712]	[0.0829]		[0.0886]	[0.0887]		[0.138]
Voted in 2012 General Election (1=Yes, 0=No)	0.0536	0.0520	-0.0160	-0.0193	0.105	0.104	0.0532	0.0518	-0.177**	-0.177**	-0.165*	-0.163*	-0.0979	-0.0960
	[0.0670]	[0.0670]	[0.0967]	[0.0966]	[0.105]	[0.105]	[0.0694]	[0.0693]	[0.0841]	[0.0840]	[0.0876]	[0.0876]	[0.125]	[0.125]
Voted in 2014 General Election (1=Yes, 0=No)	0.0977	0.0993	0.117	0.122	0.115	0.115	0.101	0.103	0.311***	0.312***				0.0163
	[0.0671]	[0.0671]	[0.0975]	[0.0974]	[0.103]	[0.103]	[0.0693]	[0.0693]	[0.0826]	[0.0825]				[0.120]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.0956	-0.0943	-0.177	-0.185	-0.0253	-0.0237	-0.0944	-0.0930	0.0159	0.0154	0.168	0.168	0.190	0.190
	[0.124]	[0.124]	[0.357]	[0.357]	[0.158]	[0.158]	[0.128]	[0.128]	[0.0732]	[0.0731]	[0.201]	[0.202]	[0.123]	[0.123]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0645	-0.0639	-0.00464	-0.00403	-0.145	-0.145	-0.0647	-0.0641			0.0609	0.219*	0.218*	-0.0493	-0.0521
	[0.0654]	[0.0652]	[0.0771]	[0.0768]	[0.118]	[0.118]	[0.0675]	[0.0673]			[0.0784]	[0.117]	[0.117]	[0.132]	[0.132]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.247***	0.246***	0.412	0.391	0.209*	0.209*	0.226***	0.225***	0.110	0.108	0.134	0.129	0.221	0.221
	[0.0810]	[0.0810]	[0.319]	[0.320]	[0.108]	[0.108]	[0.0858]	[0.0857]	[0.0714]	[0.0713]	[0.118]	[0.118]	[0.150]	[0.150]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.111*	0.110	0.0741	0.0729	0.116	0.116	0.112	0.111	-0.0225	-0.0227	0.0833	0.0858	-0.0639	-0.0610
	[0.0676]	[0.0676]	[0.0836]	[0.0835]	[0.115]	[0.115]	[0.0697]	[0.0697]	[0.0739]	[0.0738]	[0.122]	[0.122]	[0.126]	[0.127]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.111	0.112	0.00174	0.00399	0.289**	0.289**	0.116	0.117	0.341	0.338	0.00867	0.00865	0.163	0.160
	[0.0695]	[0.0695]	[0.0832]	[0.0831]	[0.124]	[0.124]	[0.0718]	[0.0717]	[0.728]	[0.742]	[0.0953]	[0.0955]	[0.128]	[0.128]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0431	0.0400	0.103	0.0977	0.00174	0.00121	0.0405	0.0374	-0.721	-0.716		0.0180	0.212	0.213*
	[0.0681]	[0.0681]	[0.0853]	[0.0853]	[0.115]	[0.115]	[0.0703]	[0.0702]	[0.912]	[0.917]		[0.100]	[0.129]	[0.129]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0941	0.0939	0.159*	0.159*	0.00619	0.00571	0.0887	0.0885	0.193**	0.192**	0.189**	0.191**		
	[0.0719]	[0.0718]	[0.0861]	[0.0859]	[0.127]	[0.127]	[0.0742]	[0.0741]	[0.0904]	[0.0903]	[0.0889]	[0.0890]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.181	0.179	0.243	0.249			0.187	0.184	-0.0283	-0.0307	0.0221	0.0172	0.172	0.184
	[0.143]	[0.143]	[0.363]	[0.363]			[0.148]	[0.148]	[0.0991]	[0.0990]	[0.228]	[0.228]	[0.586]	[0.596]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.133	-0.130	-0.303	-0.280	-0.0381	-0.0365	-0.0950	-0.0937	0.101	0.101	-0.275**	-0.273**	-0.510***	-0.508***
	[0.0948]	[0.0948]	[0.318]	[0.319]	[0.165]	[0.165]	[0.105]	[0.105]	[0.0731]	[0.0730]	[0.131]	[0.130]	[0.168]	[0.168]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.140	0.139	0.178	0.173	0.189	0.189	0.188	0.188	0.0568	0.0569	0.174	0.174		
	[0.539]	[0.549]	[0.493]	[0.501]	[0.168]	[0.168]	[0.556]	[0.566]	[0.0741]	[0.0741]	[0.808]	[0.793]		
Date of Survey: Nov 03, 2015			-0.127	-0.119										
			[0.136]	[0.136]										
Constant	4.233***	4.235***	4.358***	4.357***	3.956***	3.957***	4.177***	4.179***	4.260***	4.259***	4.468***	4.466***	4.486***	4.481***
	[0.0657]	[0.0657]	[0.110]	[0.110]	[0.0962]	[0.0962]	[0.0748]	[0.0750]	[0.0926]	[0.0928]	[0.0995]	[0.100]	[0.148]	[0.148]
Observations	3,054	3,054	1,837	1,837	1,217	1,217	1,234	1,234	824	824	618	618	378	378
R-squared	0.133	0.13	0.14	0.14	0.12	0.12	0.12	0.12	0.14	0.14	0.14	0.14	0.13	0.13
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	4.436	4.433	4.564	4.564	4.242	4.242	4.347	4.345	4.513	4.510	4.469	4.465	4.517	4.514

Standard errors in brackets

*** p<0.01, ** p<0.05, * p<0.1

Table A14: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 8 (Clear)

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=Voting)	0.0663**	0.0665**	0.0154	0.0155	0.129**	0.129**	0.115**	0.115**	0.0542	0.0542	0.0222	0.0229	0.0113	0.0118
	[0.0295]	[0.0295]	[0.0335]	[0.0335]	[0.0556]	[0.0556]	[0.0505]	[0.0505]	[0.0505]	[0.0505]	[0.0630]	[0.0630]	[0.0823]	[0.0823]
SSI Subsample (1=SSI, 0=YouGov)	-0.291***	-0.290***					-0.248***	-0.247***	-0.303***	-0.303***	-0.268***	-0.266***	-0.481***	-0.475***
	[0.0406]	[0.0406]					[0.0677]	[0.0677]	[0.0747]	[0.0746]	[0.0817]	[0.0817]	[0.119]	[0.119]
State: Mississippi	0.183*	0.182*	0.231*	0.228*	0.0593	0.0600								
	[0.111]	[0.111]	[0.134]	[0.134]	[0.200]	[0.200]								
State: Texas (Houston only)	0.135	0.126		0.283	0.0856	0.0891								
	[0.147]	[0.147]		[0.175]	[0.284]	[0.284]								
Date of Survey: Nov 01, 2015	-0.0691	-0.0258	-0.0641	0.00100	-0.207	-0.208	-0.0216	-0.0237			-0.156*	-0.162*	-0.100	-0.0942
	[0.0633]	[0.0581]	[0.0688]	[0.0631]	[0.133]	[0.133]	[0.0636]	[0.0636]			[0.0860]	[0.0860]	[0.123]	[0.124]
Date of Survey: Nov 02, 2015	-0.0422	0.0462	-0.0310	0.101	-0.0712	-0.0717	0.0418	0.0395			-0.131*	-0.136*	0.128	0.128
	[0.0786]	[0.0575]	[0.100]	[0.0804]	[0.0936]	[0.0936]	[0.0633]	[0.0632]			[0.0764]	[0.0764]	[0.0908]	[0.0907]
Date of Survey: Nov 03, 2015	-0.136		-0.205											
	[0.109]		[0.137]											
Date of Survey: Nov 19, 2015	0.0446	0.0459	0.0430	0.0445	0.186	0.174			0.0441	0.0454				
	[0.0678]	[0.0677]	[0.0719]	[0.0716]	[0.168]	[0.164]			[0.0605]	[0.0603]				
Date of Survey: Nov 20, 2015	-0.0130	-0.0122	-0.105	-0.103	0.129	0.104			-0.0132	-0.0123				
	[0.0754]	[0.0754]	[0.0967]	[0.0968]	[0.137]	[0.131]			[0.0676]	[0.0676]				
Gender: Male	0.207***	0.207***	0.255***	0.255***	0.179*	0.180*	0.209***	0.209***	0.124**	0.126**	0.204***	0.208***	0.0556	0.0589
	[0.0509]	[0.0509]	[0.0577]	[0.0576]	[0.0984]	[0.0984]	[0.0561]	[0.0560]	[0.0540]	[0.0539]	[0.0705]	[0.0705]	[0.0844]	[0.0844]
Gender: Unknown	-0.0164	-0.0129			-0.00866	-0.00812					-0.0335	-0.0302		
	[0.311]	[0.311]			[0.378]	[0.378]					[0.297]	[0.298]		
Race: Black	-0.209*	-0.208*	-0.176	-0.174	-0.217	-0.217	-0.211*	-0.210*	0.117	0.117	0.0769	0.0750	0.150	0.149
	[0.115]	[0.114]	[0.143]	[0.142]	[0.194]	[0.194]	[0.126]	[0.125]	[0.0765]	[0.0763]	[0.0794]	[0.0794]	[0.115]	[0.115]
Race: Hispanic	0.439	0.437	0.655	0.651	-0.214	-0.216	0.437	0.435	0.177	0.175	0.331	0.327	-0.173	-0.169
	[0.405]	[0.402]	[0.410]	[0.407]	[0.962]	[0.959]	[0.443]	[0.441]	[0.265]	[0.264]	[0.444]	[0.452]	[0.160]	[0.160]
Race: Other	-0.0876	-0.0885	-0.0859	-0.0883	-0.0832	-0.0819	-0.0908	-0.0917	0.335**	0.337**	0.0868	0.0910	0.115	0.116
	[0.136]	[0.136]	[0.159]	[0.158]	[0.245]	[0.244]	[0.150]	[0.149]	[0.146]	[0.145]	[0.163]	[0.164]	[0.154]	[0.154]
Days Before Election Day	-0.0745**	-0.0286	-0.132***	-0.0638**	0.0665	0.0664	-0.0262	-0.0259	-0.0658**	-0.0668**	-0.0245	-0.0255	0.00244	0.00143
	[0.0377]	[0.0247]	[0.0442]	[0.0285]	[0.0547]	[0.0547]	[0.0274]	[0.0273]	[0.0276]	[0.0276]	[0.0312]	[0.0312]	[0.0445]	[0.0445]
Voted in 2004 General Election (1=Yes, 0=No)	-0.135*	-0.134*	-0.0799	-0.0762	-0.170	-0.169	-0.144*	-0.143*	0.00370	0.00585	0.110	0.109		-0.0159
	[0.0743]	[0.0743]	[0.101]	[0.100]	[0.116]	[0.116]	[0.0817]	[0.0816]	[0.0820]	[0.0818]	[0.0800]	[0.0799]		[0.127]
Voted in 2006 General Election (1=Yes, 0=No)	0.0248	0.0258	0.0345	0.0373	-0.0184	-0.0190	0.0313	0.0323	-0.00853		-0.00958	-0.0107	-0.0369	-0.0401
	[0.0770]	[0.0770]	[0.0972]	[0.0970]	[0.129]	[0.129]	[0.0845]	[0.0845]	[0.0778]		[0.0926]	[0.0925]	[0.131]	[0.131]
Voted in 2008 General Election (1=Yes, 0=No)	0.0683	0.0661	0.136	0.128	0.0311	0.0312	0.0670	0.0649	0.0747	0.0751	0.00321	0.00530	0.116	0.115
	[0.0771]	[0.0771]	[0.108]	[0.108]	[0.119]	[0.119]	[0.0845]	[0.0844]	[0.0843]	[0.0842]	[0.0904]	[0.0904]	[0.151]	[0.151]
Voted in 2010 General Election (1=Yes, 0=No)	0.0264	0.0284	-0.00274	0.000435	0.0583	0.0583	0.0285	0.0305		0.164**		-0.0317		0.139
	[0.0718]	[0.0718]	[0.0885]	[0.0885]	[0.121]	[0.121]	[0.0787]	[0.0787]		[0.0806]		[0.0892]		[0.138]
Voted in 2012 General Election (1=Yes, 0=No)	0.122*	0.120*	0.0488	0.0432	0.193*	0.193*	0.122	0.119	-0.0331	-0.0331	-0.0939	-0.0911	-0.224*	-0.223*
	[0.0697]	[0.0697]	[0.0971]	[0.0971]	[0.113]	[0.113]	[0.0766]	[0.0766]	[0.0818]	[0.0818]	[0.0882]	[0.0881]	[0.125]	[0.125]
Voted in 2014 General Election (1=Yes, 0=No)	0.0121	0.0137	0.0250	0.0306	0.0411	0.0413	0.0153	0.0169	0.220***	0.221***	0.270***	0.272***		0.0338
	[0.0699]	[0.0699]	[0.0979]	[0.0979]	[0.110]	[0.110]	[0.0766]	[0.0766]	[0.0804]	[0.0804]	[0.0990]	[0.0989]		[0.120]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.149	0.149	-0.425	-0.426	0.237	0.238	0.150	0.150		0.0522	0.110	0.109	0.127	0.123
	[0.129]	[0.129]	[0.359]	[0.359]	[0.170]	[0.170]	[0.141]	[0.141]		[0.0712]	[0.203]	[0.202]	[0.122]	[0.122]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00953	-0.0103	0.0375	0.0361	-0.105	-0.105	-0.00975	-0.0105	-0.0374	-0.0365		0.0734		-0.0744
	[0.0681]	[0.0679]	[0.0774]	[0.0772]	[0.127]	[0.127]	[0.0746]	[0.0744]	[0.0765]	[0.0763]		[0.117]		[0.132]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.217**	0.216**	0.441	0.416	0.148	0.149	0.199**	0.198**	0.0676	0.0652	0.132	0.127	0.275*	0.274*
	[0.0843]	[0.0843]	[0.321]	[0.322]	[0.116]	[0.116]	[0.0948]	[0.0947]	[0.0696]	[0.0695]	[0.119]	[0.119]	[0.150]	[0.150]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0216	0.0228	0.00264	0.00519	0.0119	0.0118	0.0220	0.0232	-0.0601	-0.0597	0.0132	0.0167	0.0713	0.0731
	[0.0703]	[0.0703]	[0.0839]	[0.0840]	[0.124]	[0.124]	[0.0770]	[0.0771]	[0.0720]	[0.0720]	[0.122]	[0.122]	[0.127]	[0.127]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0920	0.0951	0.0239	0.0301	0.213	0.212	0.0966	0.0996	0.258	0.254	-0.0274	-0.0262	0.183	0.181
	[0.0724]	[0.0724]	[0.0836]	[0.0835]	[0.134]	[0.134]	[0.0793]	[0.0793]	[0.709]	[0.722]	[0.0957]	[0.0959]	[0.128]	[0.128]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0612	0.0557	0.0861	0.0757	0.0486	0.0485	0.0591	0.0535	-1.259	-1.253	0.0440	0.0438	0.121	0.123
	[0.0709]	[0.0709]	[0.0857]	[0.0857]	[0.124]	[0.124]	[0.0777]	[0.0777]	[0.888]	[0.893]	[0.101]	[0.101]	[0.129]	[0.129]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0846	0.0861	0.115	0.116	0.0860	0.0867	0.0802	0.0817	0.242***	0.242***	0.213**	0.214**		
	[0.0748]	[0.0747]	[0.0864]	[0.0863]	[0.137]	[0.137]	[0.0820]	[0.0819]	[0.0883]	[0.0883]	[0.0893]	[0.0893]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0164	-0.0186	0.537	0.535			-0.0115	-0.0140	-0.0125	-0.0170	0.0294	0.0260	-0.405	-0.393
	[0.149]	[0.149]	[0.365]	[0.365]			[0.163]	[0.163]	[0.0964]	[0.0964]	[0.229]	[0.229]	[0.584]	[0.594]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.105	-0.104	-0.346	-0.321	-0.132	-0.131	-0.0720	-0.0716	0.0965	0.0962	-0.200	-0.200	-0.488***	-0.484***
	[0.0987]	[0.0987]	[0.319]	[0.320]	[0.178]	[0.178]	[0.116]	[0.116]	[0.0712]	[0.0711]	[0.131]	[0.131]	[0.168]	[0.168]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.662	0.661	0.729	0.724	0.0380	0.0368	0.703	0.703	-0.0104	-0.0111	0.0193	0.0168		
	[0.560]	[0.571]	[0.495]	[0.504]	[0.181]	[0.181]	[0.615]	[0.626]	[0.0722]	[0.0721]	[0.811]	[0.796]		
State: Louisiana		0.133		0.198		0.0357								
		[0.109]		[0.136]		[0.186]								
Date of Survey: Nov 21, 2015					0.0360									
					[0.186]									
Constant	4.388***	4.253***	4.472***	4.272***	3.934***	3.935***	4.204***	4.205***	4.400***	4.398***	4.445***	4.446***	4.513***	4.504***
	[0.0926]	[0.0684]	[0.110]	[0.0841]	[0.104]	[0.104]	[0.0827]	[0.0829]	[0.0904]	[0.0906]	[0.100]	[0.100]	[0.147]	[0.148]
Observations	3,048	3,048	1,835	1,835	1,213	1,213	1,233	1,233	822	822	617	617	376	376
R-squared	0.134	0.13	0.13	0.13	0.13	0.13	0.11	0.11	0.14	0.14	0.15	0.15	0.13	0.13
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	4.467	4.465	4.610	4.610	4.252	4.252	4.352	4.349	4.594	4.592	4.510	4.506	4.521	4.517

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

Table A15: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 9 (Same)

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=Voting)	0.0110	0.0113	-0.0263	-0.0263	0.0623	0.0622	0.0144	0.0144	0.0351	0.0351	-0.0124	-0.0116	-0.00559	-0.00472
	[0.0309]	[0.0309]	[0.0376]	[0.0376]	[0.0538]	[0.0538]	[0.0506]	[0.0506]	[0.0564]	[0.0565]	[0.0680]	[0.0679]	[0.0876]	[0.0875]
SSI Subsample (1=SSI, 0=YouGov)	-0.215***	-0.214***					-0.183***	-0.182***	-0.174**	-0.174**	-0.207**	-0.207**	-0.448***	-0.441***
	[0.0425]	[0.0425]					[0.0678]	[0.0678]	[0.0834]	[0.0834]	[0.0880]	[0.0879]	[0.126]	[0.126]
State: Louisiana	0.0753													
	[0.115]													
State: Mississippi	0.117	0.121	0.293*	0.297**	-0.134	-0.130								
	[0.116]	[0.116]	[0.151]	[0.151]	[0.194]	[0.194]								
State: Texas (Houston only)	0.0644	0.0577	0.223		0.165	0.169								
	[0.154]	[0.154]	[0.196]		[0.275]	[0.275]								
Date of Survey: Nov 01, 2015	-0.0830	-0.109	-0.0743	-0.0436	-0.276**	-0.276**	-0.0827	-0.0839				-0.200**	-0.0100	-0.00600
	[0.0608]	[0.0664]	[0.0772]	[0.0708]	[0.129]	[0.129]	[0.0636]	[0.0637]				[0.0928]	[0.131]	[0.131]
Date of Survey: Nov 02, 2015	0.0238	-0.0253	0.0765	0.143	-0.130	-0.131	0.0201	0.0197			-0.116	-0.120	0.108	0.108
	[0.0603]	[0.0824]	[0.113]	[0.0906]	[0.0906]	[0.0906]	[0.0634]	[0.0634]			[0.0822]	[0.0822]	[0.0967]	[0.0966]
Date of Survey: Nov 19, 2015	0.0368	0.0383	0.0812	0.114	0.000438	0.00177			0.0380	0.0394				
	[0.0711]	[0.0709]	[0.0806]	[0.0823]	[0.162]	[0.162]			[0.0675]	[0.0675]				
Date of Survey: Nov 20, 2015	-0.0245	-0.0225		0.00105	0.0394	0.0402			-0.0257	-0.0237				
	[0.0791]	[0.0791]		[0.109]	[0.133]	[0.133]			[0.0755]	[0.0757]				
Gender: Male	0.208***	0.210***	0.275***	0.277***	0.178*	0.179*	0.212***	0.213***	0.151**	0.154**	0.170**	0.174**	0.0809	0.0854
	[0.0533]	[0.0533]	[0.0646]	[0.0647]	[0.0953]	[0.0953]	[0.0561]	[0.0561]	[0.0603]	[0.0603]	[0.0761]	[0.0761]	[0.0898]	[0.0896]
Gender: Unknown	0.243	0.245			0.180	0.181					0.235	0.237		
	[0.326]	[0.326]			[0.365]	[0.366]					[0.320]	[0.320]		
Race: Black	-0.281**	-0.279**	-0.0347	-0.0297	-0.461**	-0.462**	-0.280**	-0.278**	0.0607	0.0616	0.0529	0.0494	0.112	0.110
	[0.120]	[0.120]	[0.160]	[0.159]	[0.188]	[0.188]	[0.126]	[0.126]	[0.0855]	[0.0853]	[0.0855]	[0.0854]	[0.122]	[0.122]
Race: Hispanic	0.689	0.688	0.717	0.714	0.610	0.608	0.695	0.694	-0.135	-0.148	-0.247	-0.254	-0.256	-0.252
	[0.424]	[0.422]	[0.460]	[0.457]	[0.931]	[0.928]	[0.444]	[0.442]	[0.296]	[0.296]	[0.478]	[0.487]	[0.170]	[0.170]
Race: Other	-0.123	-0.124	-0.00700	-0.00484	-0.260	-0.261	-0.122	-0.122	0.184	0.193	0.0991	-0.000617	-0.00129	
	[0.141]	[0.141]	[0.174]	[0.174]	[0.237]	[0.237]	[0.148]	[0.148]	[0.163]	[0.162]	[0.177]	[0.164]	[0.163]	
Days Before Election Day	-0.0300	-0.0545	-0.0814	-0.0481	0.0509	0.0512	-0.0278	-0.0279	-0.0251	-0.0262	0.00425	0.00183	0.00614	0.00517
	[0.0259]	[0.0395]	[0.0497]	[0.0320]	[0.0530]	[0.0530]	[0.0273]	[0.0273]	[0.0310]	[0.0310]	[0.0337]	[0.0337]	[0.0473]	[0.0472]
Voted in 2004 General Election (1=Yes, 0=No)	0.00299	0.00318	0.0680	0.0679	-0.0269	-0.0255	-0.000230	3.63e-05	-0.0251	-0.0245		0.163*	0.0623	0.0510
	[0.0779]	[0.0779]	[0.113]	[0.113]	[0.112]	[0.112]	[0.0818]	[0.0818]	[0.0915]	[0.0915]		[0.0862]	[0.137]	[0.136]
Voted in 2006 General Election (1=Yes, 0=No)	-0.00582	-0.00407	0.0687	0.0725	-0.109	-0.110	-0.00310	-0.00142	-0.105	-0.103		0.0586	0.0532	0.0526
	[0.0807]	[0.0807]	[0.109]	[0.109]	[0.125]	[0.125]	[0.0846]	[0.0847]	[0.0869]	[0.0869]		[0.0997]	[0.139]	[0.140]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0452	-0.0465	-0.117	-0.122	0.0167	0.0161	-0.0457	-0.0469			0.0234	0.0259	-0.0575	-0.0494
	[0.0808]	[0.0808]	[0.121]	[0.121]	[0.115]	[0.115]	[0.0846]	[0.0846]			[0.0978]	[0.0977]	[0.160]	[0.160]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0237	-0.0239	0.0576	0.0555	-0.0799	-0.0790	-0.0225	-0.0227	0.240***			-0.118	0.102	0.103
	[0.0752]	[0.0753]	[0.0993]	[0.0993]	[0.117]	[0.117]	[0.0788]	[0.0789]	[0.0903]			[0.0959]	[0.147]	[0.147]
Voted in 2012 General Election (1=Yes, 0=No)	0.133*	0.130*	0.0869	0.0793	0.184*	0.184*	0.130*	0.127*	-0.200**	-0.196**	-0.0893	-0.0880	-0.124	-0.124
	[0.0731]	[0.0731]	[0.109]	[0.109]	[0.109]	[0.109]	[0.0768]	[0.0768]	[0.0915]	[0.0915]	[0.0948]	[0.0947]	[0.133]	[0.133]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0309	-0.0272	0.0164	0.0272	-0.0505	-0.0507	-0.0286	-0.0248	0.297***	0.295***	0.294***	0.293***	0.000367	0.00509
	[0.0732]	[0.0732]	[0.110]	[0.110]	[0.107]	[0.107]	[0.0767]	[0.0768]	[0.0898]	[0.0899]	[0.107]	[0.106]	[0.127]	[0.127]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0105	0.0134	-0.372	-0.365	0.0650	0.0645	0.00876	0.0117	-0.0171	-0.0156	0.00962	0.00847	0.198	
	[0.135]	[0.135]	[0.403]	[0.403]	[0.164]	[0.164]	[0.141]	[0.141]	[0.0795]	[0.0796]	[0.218]	[0.218]	[0.131]	
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00296	-0.00486	0.0479	0.0437	-0.103	-0.102	-0.00396	-0.00586	0.0720		0.157	0.157		-0.0216
	[0.0713]	[0.0712]	[0.0868]	[0.0867]	[0.123]	[0.123]	[0.0747]	[0.0746]	[0.0854]		[0.126]	[0.126]		[0.140]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.142	0.140	0.956***	0.917***	0.0230	0.0231	0.128	0.127	0.0638	0.0593	0.0133	0.00782	0.269*	0.269*
	[0.0884]	[0.0884]	[0.360]	[0.361]	[0.112]	[0.112]	[0.0949]	[0.0950]	[0.0777]	[0.0778]	[0.128]	[0.128]	[0.159]	[0.159]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.196***	0.197***	0.104	0.107	0.231*	0.230*	0.195***	0.196***	-0.0269	-0.0254	0.0392	0.0420	0.0585	0.0609
	[0.0737]	[0.0737]	[0.0942]	[0.0943]	[0.120]	[0.120]	[0.0772]	[0.0772]	[0.0805]	[0.0805]	[0.132]	[0.132]	[0.135]	[0.135]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0764	0.0793	0.00280	0.00831	0.256**	0.255**	0.0777	0.0806	-0.680	-0.685	0.0198	0.0242	0.131	0.129
	[0.0758]	[0.0758]	[0.0937]	[0.0938]	[0.129]	[0.130]	[0.0794]	[0.0795]	[0.791]	[0.808]	[0.103]	[0.103]	[0.137]	[0.137]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0684	0.0650	-0.0205	-0.0266	0.181	0.180	0.0686	0.0653	-0.00746	0.00234	-0.0933	-0.0930	0.264*	0.268*
	[0.0743]	[0.0743]	[0.0961]	[0.0962]	[0.120]	[0.120]	[0.0778]	[0.0778]	[0.991]	[0.998]	[0.109]	[0.109]	[0.137]	[0.137]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.185**	0.183**	0.236**	0.230**	0.165	0.166	0.185**	0.183**	0.180*	0.180*	0.265***	0.267***		
	[0.0784]	[0.0783]	[0.0970]	[0.0969]	[0.133]	[0.133]	[0.0821]	[0.0821]	[0.0986]	[0.0986]	[0.0966]	[0.0966]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0192	0.0159	0.365	0.360			0.0229	0.0195	-0.00764	0.174	0.172	-1.346**	-1.338**
	[0.156]	[0.156]	[0.409]	[0.409]			[0.163]	[0.164]	[0.108]	[0.246]	[0.247]	[0.620]	[0.630]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0488	-0.0448	-0.823**	-0.779**	0.0725	0.0733	-0.0225	-0.0186	0.174**	0.175**		-0.197	-0.512***	-0.506***
	[0.103]	[0.103]	[0.358]	[0.360]	[0.172]	[0.172]	[0.116]	[0.116]	[0.0795]	[0.0796]		[0.141]	[0.179]	[0.179]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.661	0.660	0.671	0.667	-0.00437		0.676	0.675	0.0220	0.0211	0.377	0.375		
	[0.587]	[0.599]	[0.555]	[0.566]	[0.175]		[0.615]	[0.628]	[0.0806]	[0.0807]	[0.873]	[0.857]		
Date of Survey: Nov 03, 2015		-0.0730	-0.101											
		[0.115]	[0.154]											
Date of Survey: Nov 21, 2015					0.0962		0.0629							
					[0.154]		[0.180]							
Constant	4.248***	4.321***	4.294***	4.196***	4.056***	4.056***	4.228***	4.228***	4.292***	4.290***	4.373***	4.377***	4.439***	4.429***
	[0.0716]	[0.0973]	[0.124]	[0.0944]	[0.100]	[0.100]	[0.0828]	[0.0831]	[0.101]	[0.102]	[0.108]	[0.108]	[0.157]	[0.157]
Observations	3,046	3,046	1,832	1,832	1,214	1,214	1,234	1,234	821	821	616	616	375	375
R-squared	0.124	0.12	0.15	0.15	0.13	0.13	0.12	0.12	0.11	0.10	0.12	0.12	0.15	0.15
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	4.445	4.443	4.560	4.560	4.271	4.271	4.373	4.371	4.510	4.508	4.477	4.475	4.497	4.494

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

Table A16: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 10 (Importance)

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=Voting)	0.0258	0.0254	0.0527	0.0522	-0.0142	-0.0142	0.0145	0.0145	-0.0487	-0.0484	0.120	0.118	0.0754	0.0743
	[0.0450]	[0.0451]	[0.0565]	[0.0566]	[0.0765]	[0.0765]	[0.0703]	[0.0704]	[0.0866]	[0.0868]	[0.101]	[0.101]	[0.130]	[0.130]
SSI Subsample (1=SSI, 0=YouGov)	0.361***	0.360***					0.365***	0.364***	0.390***	0.394***	0.326**	0.321**	0.359*	0.356*
	[0.0620]	[0.0620]					[0.0942]	[0.0943]	[0.128]	[0.128]	[0.131]	[0.131]	[0.188]	[0.188]
State: Mississippi	0.347**	0.349**	0.130	0.131	0.576**	0.577**								
	[0.169]	[0.170]	[0.227]	[0.228]	[0.276]	[0.276]								
State: Texas (Houston only)	0.0280	0.0326	-0.210		0.171	0.172								
	[0.227]	[0.228]	[0.303]		[0.394]	[0.394]								
Date of Survey: Nov 01, 2015	0.128	0.129	0.259**	0.262**	-0.0658	-0.0671	0.144	0.146*			-0.124	-0.118	0.157	0.154
	[0.0965]	[0.0966]	[0.116]	[0.116]	[0.183]	[0.183]	[0.0881]	[0.0882]			[0.138]	[0.139]	[0.194]	[0.194]
Date of Survey: Nov 02, 2015	0.0246	0.0235	-0.0485	-0.0491	0.143	0.144	0.0564	0.0579			-0.241*	-0.233*	-0.0299	-0.0312
	[0.120]	[0.120]	[0.169]	[0.169]	[0.129]	[0.129]	[0.0881]	[0.0882]			[0.123]	[0.123]	[0.144]	[0.144]
Date of Survey: Nov 03, 2015	-0.0476	-0.0514	0.162	0.156										
	[0.167]	[0.167]	[0.230]	[0.230]										
Date of Survey: Nov 19, 2015	-0.0763	-0.0786		-0.159	0.220	0.219			-0.0780	-0.0802				
	[0.103]	[0.103]		[0.121]	[0.231]	[0.231]			[0.104]	[0.104]				
Date of Survey: Nov 20, 2015	-0.0828	-0.0861	0.128	0.124	-0.0707	-0.0715			-0.0930	-0.0968				
	[0.115]	[0.115]	[0.163]	[0.163]	[0.189]	[0.189]			[0.116]	[0.116]				
Gender: Male	-0.166**	-0.167**	-0.193**	-0.195**	-0.107	-0.108	-0.164**	-0.166**	-0.120	-0.125	-0.209*	-0.215*	-0.0398	-0.0463
	[0.0776]	[0.0777]	[0.0971]	[0.0972]	[0.135]	[0.135]	[0.0780]	[0.0780]	[0.0926]	[0.0926]	[0.114]	[0.114]	[0.133]	[0.133]
Gender: Unknown	-0.696	-0.699			-0.431	-0.427					-0.662	-0.665		
	[0.474]	[0.475]			[0.519]	[0.520]					[0.478]	[0.479]		
Race: Black	0.422**	0.423**	0.496**	0.489**	0.300	0.301	0.423**	0.424**	0.663***	0.653***	0.132	0.135	0.370**	0.373**
	[0.176]	[0.176]	[0.245]	[0.244]	[0.267]	[0.267]	[0.176]	[0.176]	[0.131]	[0.131]	[0.128]	[0.128]	[0.181]	[0.181]
Race: Hispanic	0.241	0.204	0.831	0.780	-1.373	-1.372	0.244	0.207	1.503***	1.510***	0.922	0.926	0.275	0.267
	[0.617]	[0.614]	[0.689]	[0.686]	[1.323]	[1.319]	[0.616]	[0.614]	[0.454]	[0.454]	[0.714]	[0.728]	[0.255]	[0.255]
Race: Other	-0.131	-0.131	-0.00385	-0.00721	-0.328	-0.327	-0.130	-0.130	-0.0997	-0.103	-0.229	-0.244	0.0663	0.0679
	[0.208]	[0.208]	[0.267]	[0.267]	[0.337]	[0.337]	[0.208]	[0.208]	[0.250]	[0.249]	[0.263]	[0.264]	[0.242]	[0.241]
Days Before Election Day	0.0256	0.0240	0.0542	0.0526	0.114	0.114	0.0418	0.0415	-0.0456	-0.0442	-0.0498	-0.0480	-0.0284	-0.0264
	[0.0575]	[0.0575]	[0.0745]	[0.0745]	[0.0754]	[0.0754]	[0.0381]	[0.0381]	[0.0473]	[0.0473]	[0.0505]	[0.0506]	[0.0705]	[0.0705]
Voted in 2004 General Election (1=Yes, 0=No)	0.101	0.102	0.121	0.125	0.0388	0.0375	0.102	0.103	0.280**	0.274*	-0.107	-0.107	-0.00190	0.00373
	[0.113]	[0.113]	[0.169]	[0.169]	[0.160]	[0.160]	[0.114]	[0.114]	[0.140]	[0.141]	[0.128]	[0.128]	[0.203]	[0.203]
Voted in 2006 General Election (1=Yes, 0=No)	-0.140	-0.140	-0.214	-0.215	-0.0772	-0.0761	-0.141	-0.141			-0.133	-0.170	-0.373*	-0.369*
	[0.117]	[0.118]	[0.164]	[0.164]	[0.177]	[0.177]	[0.118]	[0.118]			[0.133]	[0.149]	[0.206]	[0.206]
Voted in 2008 General Election (1=Yes, 0=No)	-0.206*	-0.206*	-0.0738	-0.0734	-0.355**	-0.354**	-0.206*	-0.206*			0.0864	-0.136	0.0692	0.0636
	[0.118]	[0.118]	[0.181]	[0.181]	[0.164]	[0.164]	[0.117]	[0.118]			[0.145]	[0.146]	[0.237]	[0.237]
Voted in 2010 General Election (1=Yes, 0=No)	0.125	0.120	0.0585	0.0497	0.147	0.145	0.125	0.120			-0.217	-0.0394	-0.0395	0.120	0.127
	[0.109]	[0.110]	[0.149]	[0.149]	[0.167]	[0.167]	[0.109]	[0.110]			[0.138]	[0.143]	[0.143]	[0.216]	[0.217]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0355	-0.0304	-0.180	-0.171	0.121	0.122	-0.0369	-0.0318			0.207	0.169	0.156	0.0639	0.0641
	[0.106]	[0.106]	[0.164]	[0.164]	[0.155]	[0.155]	[0.107]	[0.107]			[0.141]	[0.142]	[0.142]	[0.198]	[0.198]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0875	-0.0888	-0.119	-0.124	-0.0312	-0.0314	-0.0873	-0.0886	-0.349**	-0.353**	-0.328**	-0.328**	-0.219	-0.226
	[0.107]	[0.107]	[0.165]	[0.165]	[0.152]	[0.152]	[0.107]	[0.107]	[0.138]	[0.138]	[0.159]	[0.159]	[0.188]	[0.188]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.00672	0.00237	0.551	0.520	-0.127	-0.127	0.00565	0.00132	-0.117	-0.114	-0.0950	-0.102	0.00306	0.00838
	[0.196]	[0.197]	[0.604]	[0.605]	[0.234]	[0.234]	[0.196]	[0.196]	[0.122]	[0.122]	[0.325]	[0.326]	[0.193]	[0.193]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.129	0.130	0.0384	0.0399	0.322*	0.322*	0.129	0.129	-0.00659	-0.00898	-0.260	-0.258	-0.160	
	[0.104]	[0.104]	[0.130]	[0.130]	[0.175]	[0.175]	[0.104]	[0.104]	[0.131]	[0.131]	[0.188]	[0.188]	[0.207]	
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.288**	-0.288**	-1.440***	-1.439***	-0.173	-0.174	-0.290**	-0.289**	-0.179	-0.176	-0.161	-0.159	-0.0222	-0.0243
	[0.129]	[0.129]	[0.540]	[0.543]	[0.161]	[0.161]	[0.132]	[0.132]	[0.119]	[0.119]	[0.191]	[0.191]	[0.236]	[0.236]
Voted in 2010 Primary Election (1=Yes, 0=No)	-0.0877	-0.0848	-0.0333	-0.0286	-0.0869	-0.0870	-0.0882	-0.0853	0.130	0.126	-0.200	-0.205	-0.345*	-0.346*
	[0.107]	[0.107]	[0.141]	[0.142]	[0.171]	[0.171]	[0.107]	[0.107]	[0.123]	[0.124]	[0.197]	[0.197]	[0.200]	[0.201]
Voted in 2012 Primary Election (1=Yes, 0=No)	-0.134	-0.142	-0.0323	-0.0465	-0.300	-0.300	-0.135	-0.142	1.070	1.082	0.212	0.214	-0.318	-0.312
	[0.110]	[0.110]	[0.141]	[0.141]	[0.184]	[0.184]	[0.110]	[0.110]	[1.215]	[1.240]	[0.154]	[0.154]	[0.204]	[0.204]
Voted in 2014 Primary Election (1=Yes, 0=No)	-0.0568	-0.0531	0.0926	0.0984	-0.236	-0.236	-0.0561	-0.0524	-1.438	-1.453	-0.132	-0.129	-0.232	-0.232
	[0.108]	[0.109]	[0.144]	[0.145]	[0.172]	[0.172]	[0.108]	[0.109]	[1.522]	[1.533]	[0.162]	[0.162]	[0.204]	[0.204]
Voted in 2015 Primary Election (1=Yes, 0=No)	-0.268**	-0.263**	-0.282*	-0.274*	-0.272	-0.273	-0.267**	-0.262**	-0.360**	-0.360**	-0.132	-0.128		
	[0.114]	[0.114]	[0.145]	[0.146]	[0.189]	[0.189]	[0.114]	[0.114]	[0.151]	[0.152]	[0.144]	[0.144]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.227	-0.218	-0.746	-0.710			-0.227	-0.218	0.0653	-0.0406	-0.0212	0.660	0.660
	[0.227]	[0.227]	[0.614]	[0.615]			[0.227]	[0.227]	[0.166]	[0.369]	[0.368]	[0.915]	[0.931]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.340**	0.338**	1.450***	1.447***		-0.0437	0.344**	0.342**	-0.246**	-0.244**	0.0548	0.0492	0.478**	0.472*
	[0.151]	[0.151]	[0.537]	[0.540]		[0.244]	[0.122]	[0.122]	[0.122]	[0.122]	[0.211]	[0.211]	[0.265]	[0.265]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.763	-0.766	-0.611	-0.616	0.0302	0.0297	-0.767	-0.770	-0.208*	-0.204*	-0.738	-0.717		
	[0.854]	[0.871]	[0.833]	[0.850]	[0.249]	[0.249]	[0.854]	[0.872]	[0.124]	[0.124]	[1.304]	[1.282]		
Date of Survey: Nov 21, 2015					0.316									
					[0.256]									
Constant	2.290***	2.293***	2.181***	2.183***	2.531***	2.530***	2.246***	2.245***	2.321***	2.322***	2.560***	2.563***	2.243***	2.248***
	[0.141]	[0.141]	[0.186]	[0.186]	[0.144]	[0.144]	[0.115]	[0.116]	[0.155]	[0.156]	[0.162]	[0.163]	[0.237]	[0.238]
Observations	3,039	3,039	1,827	1,827	1,212	1,212	1,231	1,231	821	821	616	616	371	371
R-squared	0.132	0.13	0.13	0.13	0.13	0.13	0.10	0.10	0.15	0.15	0.15	0.15	0.17	0.17
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	2.139	2.143	1.964	1.964	2.404	2.404	2.180	2.183	2.100	2.103	2.122	2.127	2.114	2.116

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

D.4 Robustness Checks: Only Subjects Entering Experiment On and the Day Before Election Day

Table A17: Estimated Effect of Noun Wording (versus Verb Wording) on Turnout in the 2015 General Election Among Subjects Entering Experiment On and the Day Before Election Day

| Sample | Difference in Proportions (Noun Minus Verb) | | Regression Estimate of Difference (Noun Minus Verb) | | Verb Group Mean Turnout | Sample Size | |
	Estimate	(SE)	Estimate	(SE)		Noun	Verb
Entire Sample	-0.04	(0.025)	0.01	(0.018)	0.38	805	761
YouGov Only Subsample	-0.02	(0.038)	-0.03	(0.026)	0.46	354	327
SSI Only Subsample	-0.04	(0.032)	0.02	(0.023)	0.32	451	434
KY Only Subsample	-0.03	(0.040)	-0.02	(0.027)	0.43	321	301
LA Only Subsample	0.03	(0.045)	0.01	(0.034)	0.26	180	181
MS Only Subsample	-0.10	(0.054)	0.08	(0.039)	0.36	162	166
TX Only Subsample	-0.03	(0.063)	-0.02	(0.051)	0.47	142	113

Figure A3: Estimated Effects of Noun Wording on Turnout in the 2015 General Election Among Subjects Entering Experiment On and the Day Before Election Day
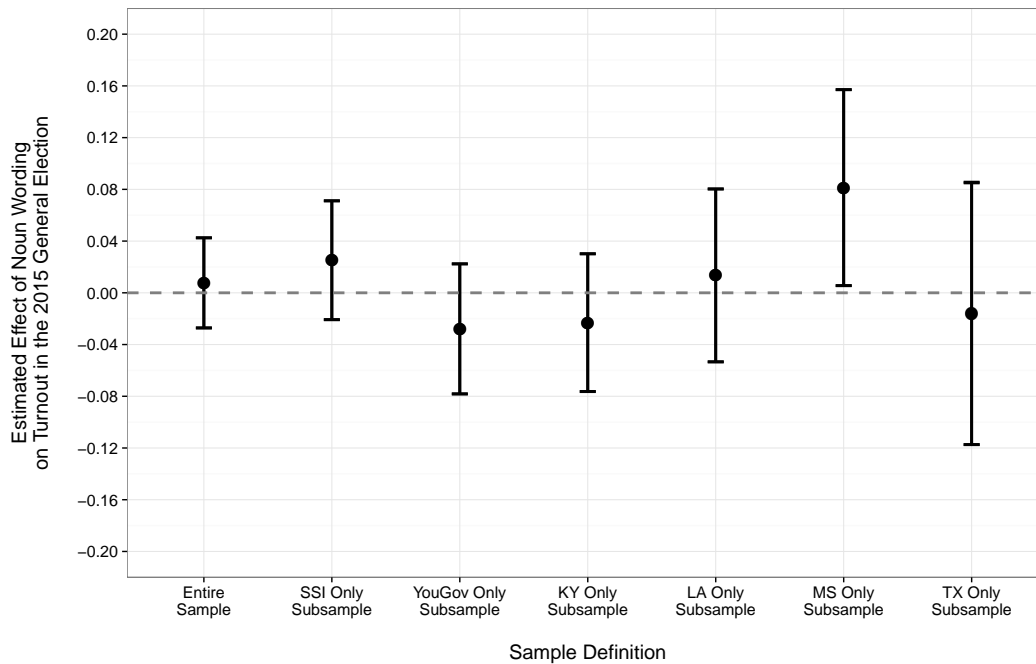
Figure A4: Estimated Effects of Noun Wording on Summary Index of Survey Responses Among Subjects Entering Experiment On and the Day Before Election Day
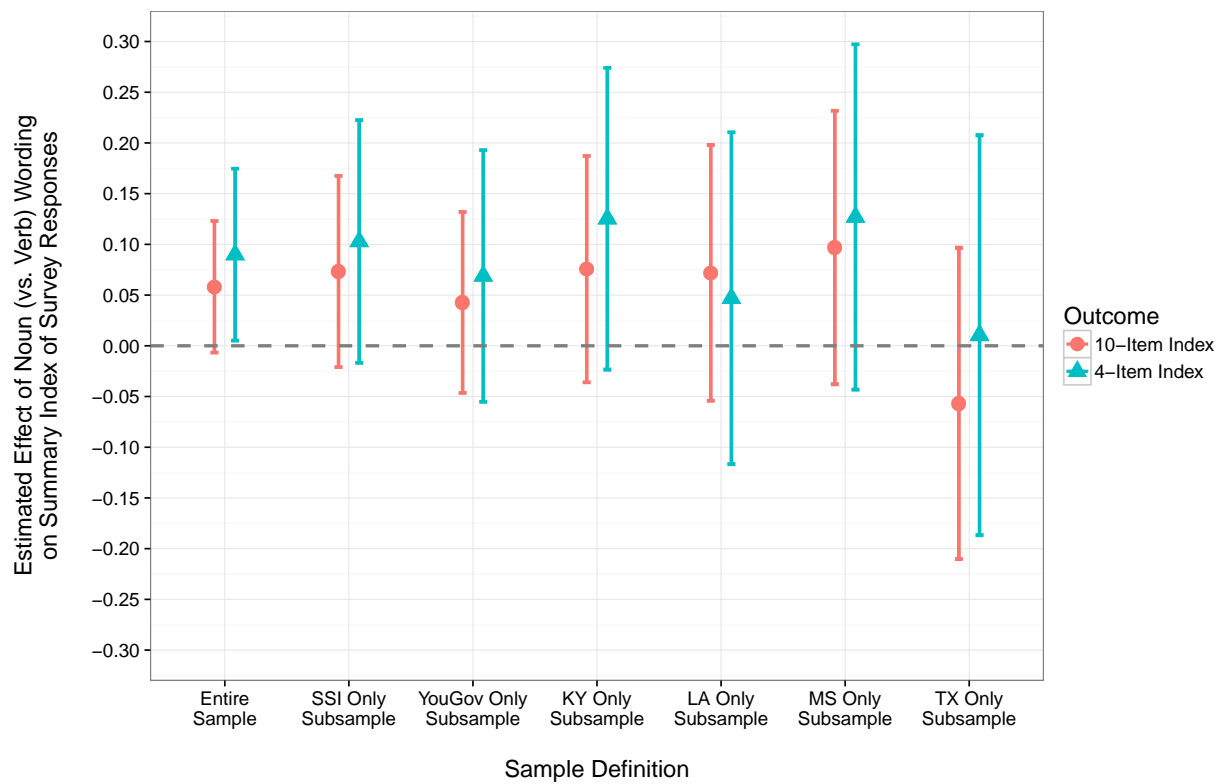
Figure A5: Estimated Effects of Noun Wording on Survey Response by Question Among Subjects Entering Experiment On and the Day Before Election Day
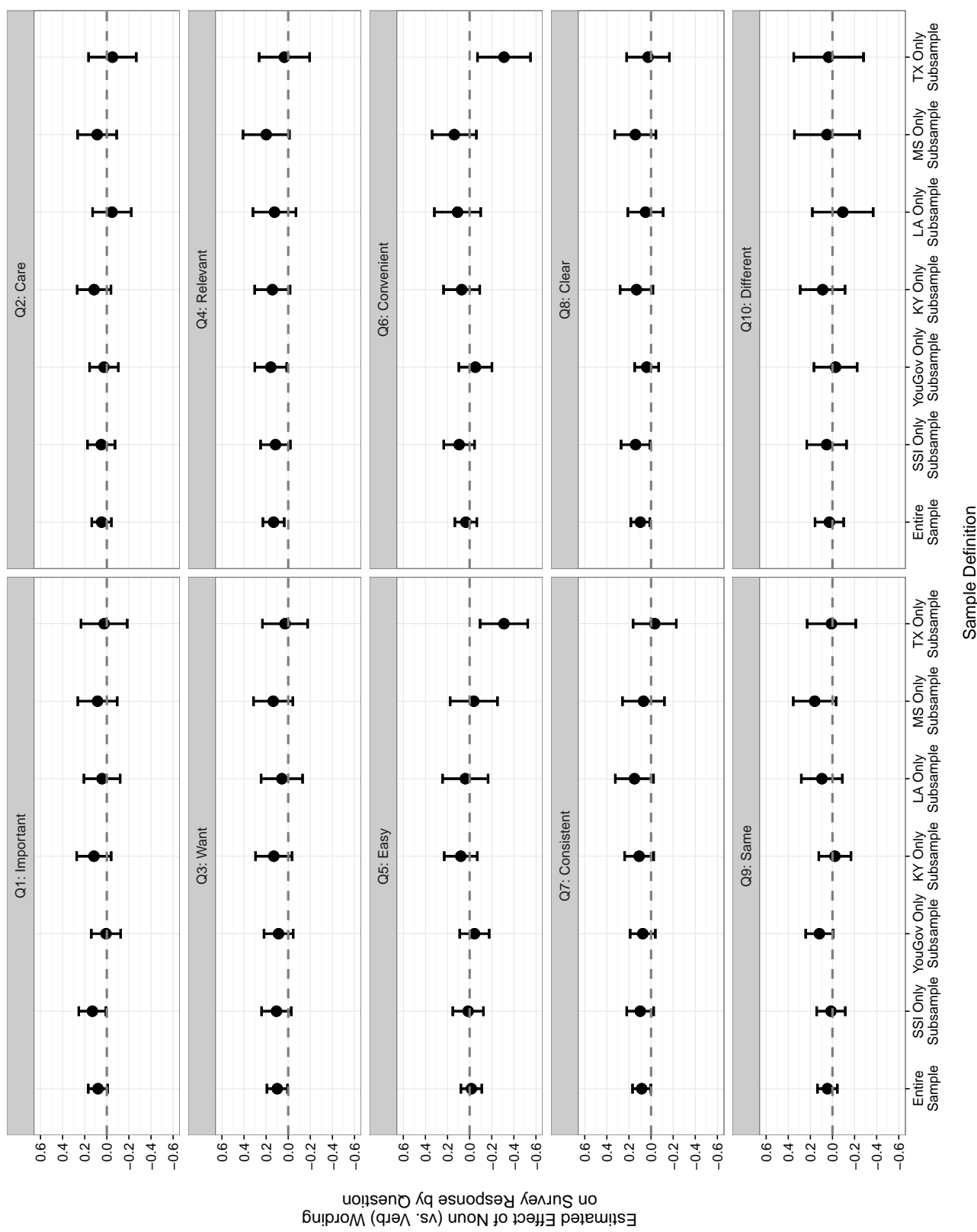
Table A18: Randomization Checks for Sensitivity Analysis Restricting Sample to Subjects Entering Experiment On and the Day Before Election Day. The table shows OLS estimates from a regression of assignment to noun wording (1=Noun, 0=Verb) on pre-treatment covariates, which is estimated separarately for 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 .16 and .51 respectively) and infer that the randomization procedures are valid.

VARIABLES	(1) YouGov Subsample	(2) SSI Subsample
State: Louisiana	0.129	
	[0.126]	
State: Mississippi	0.0476	0.0887
	[0.109]	[0.0980]
State: Texas (Houston only)	-0.0256	0.171
	[0.148]	[0.169]
Date of Survey: Nov 02, 2015	0.139	-0.172
	[0.110]	[0.107]
Gender: Male	-0.0453	-0.0389
	[0.0748]	[0.0650]
Race: Black	0.264*	0.0531
	[0.145]	[0.115]
Race: Hispanic	0.508	0.352
	[0.498]	[0.519]
Race: Other	0.176	0.243*
	[0.137]	[0.146]
Voted in 2004 General Election (1=Yes, 0=No)	-0.118	0.158**
	[0.134]	[0.0739]
Voted in 2006 General Election (1=Yes, 0=No)	0.0724	-0.116
	[0.123]	[0.0851]
Voted in 2008 General Election (1=Yes, 0=No)	0.219	-0.0887
	[0.137]	[0.0777]
Voted in 2010 General Election (1=Yes, 0=No)	0.0960	0.133*
	[0.115]	[0.0794]
Voted in 2012 General Election (1=Yes, 0=No)	-0.110	-0.0331
	[0.111]	[0.0717]
Voted in 2014 General Election (1=Yes, 0=No)	-0.00146	-0.0488
	[0.118]	[0.0677]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.383	-0.125
	[0.515]	[0.111]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.0189	0.116
	[0.110]	[0.0833]
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.150	-0.0923
	[0.266]	[0.0762]
Voted in 2010 Primary Election (1=Yes, 0=No)	-0.173	-0.0896
	[0.115]	[0.0804]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.111	-0.0210
	[0.102]	[0.0954]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0176	0.112
	[0.106]	[0.0812]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.207*	0.172*
	[0.106]	[0.0904]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.427	
	[0.528]	
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0267	-0.00443
	[0.289]	[0.120]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.229*	
	[0.121]	
Days Before Election Day	-0.164*	
	[0.0855]	
Date of Survey: Nov 03, 2015		-0.257**
		[0.111]
Date of Survey: Nov 20, 2015		-0.133*
		[0.0801]
Gender: Unknown		-0.290
		[0.222]
Constant	0.517***	0.657***
	[0.0713]	[0.0944]
Observations	681	885
R-squared	0.142	0.083
F-statistic	1.210	0.990
F-test p-value	0.120	0.510

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

Table A19: 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=Voting)	0.00768	0.00769	-0.0279	-0.0279	0.0251	0.0253	-0.0230	-0.0231	0.0135	0.0135	0.0814**	0.0812**	-0.0162	-0.0159
	[0.0178]	[0.0178]	[0.0256]	[0.0256]	[0.0234]	[0.0234]	[0.0271]	[0.0271]	[0.0340]	[0.0340]	[0.0385]	[0.0385]	[0.0514]	[0.0515]
SSI Subsample (1=SSI, 0=YouGov)	-0.0964***	-0.0953***					-0.0698**	-0.0689**	-0.295***	-0.293***	0.00106	0.000541	-0.0174	-0.0146
	[0.0224]	[0.0224]					[0.0345]	[0.0345]	[0.0435]	[0.0435]	[0.0462]	[0.0463]	[0.0666]	[0.0666]
State: Mississippi	-0.00561	-0.00515	0.0536	0.0517	-0.00198	0.0658								
	[0.0545]	[0.0545]	[0.0721]	[0.0685]	[0.0785]	[0.0653]								
State: Texas (Houston only)	-0.0480	-0.0498	-0.00411	-0.00764	0.0653	0.273**								
	[0.0694]	[0.0694]	[0.0923]	[0.0925]	[0.108]	[0.113]								
Date of Survey: Nov 02, 2015	0.0264	0.0326	0.0435	0.0106	-0.0212	0.0774	0.0335	0.0333			0.0828**	0.0838**	-0.0884*	-0.0891*
	[0.0472]	[0.0281]	[0.0773]	[0.0688]	[0.0633]	[0.0716]	[0.0272]	[0.0272]			[0.0389]	[0.0389]	[0.0523]	[0.0523]
Date of Survey: Nov 03, 2015	0.0337		0.0250		0.0265	0.0264								
	[0.0557]		[0.0791]		[0.0744]	[0.0742]								
Gender: Male	0.0646**	0.0641**	0.0516	0.0529	0.115***	0.114***	0.0671**	0.0666**	0.00325	0.00222	0.0152	0.0159	-0.0732	-0.0728
	[0.0324]	[0.0324]	[0.0469]	[0.0469]	[0.0433]	[0.0433]	[0.0315]	[0.0315]	[0.0380]	[0.0380]	[0.0444]	[0.0445]	[0.0529]	[0.0529]
Gender: Unknown	-0.212	-0.212			-0.296**	-0.295**					-0.212	-0.213		
	[0.144]	[0.145]			[0.148]	[0.148]					[0.142]	[0.143]		
Race: Black	0.0826	0.0810	0.102	0.0972	0.0603	0.0616	0.0872	0.0858	-0.0186	-0.0194	0.0463	0.0460	-0.0193	-0.0191
	[0.0606]	[0.0604]	[0.0920]	[0.0910]	[0.0763]	[0.0763]	[0.0587]	[0.0584]	[0.0506]	[0.0505]	[0.0459]	[0.0459]	[0.0689]	[0.0689]
Race: Hispanic	0.0513	0.0510	-0.0206	-0.0207	0.144	0.144	0.0716	0.0710	0.0992	0.0989	-0.0117	-0.0124	-0.0528	-0.0507
	[0.246]	[0.243]	[0.318]	[0.312]	[0.349]	[0.345]	[0.238]	[0.235]	[0.162]	[0.162]	[0.201]	[0.201]	[0.0951]	[0.0955]
Race: Other	-0.0370	-0.0366	0.00998	0.0110	-0.0481	-0.0483	-0.0283	-0.0279	-0.130	-0.137	-0.00662	-0.00658	0.132	0.134
	[0.0679]	[0.0675]	[0.0863]	[0.0858]	[0.0976]	[0.0979]	[0.0658]	[0.0654]	[0.124]	[0.124]	[0.102]	[0.102]	[0.0954]	[0.0952]
Days Before Election Day	0.0400		0.00742	0.0987*										
	[0.0389]		[0.0537]	[0.0535]										
Voted in 2004 General Election (1=Yes, 0=No)	0.0487	0.0494	0.102	0.102	0.0161	0.0166	0.0489	0.0496	-0.0372	-0.0370	-0.0812	-0.0807	-0.0570	-0.0566
	[0.0434]	[0.0433]	[0.0840]	[0.0837]	[0.0494]	[0.0494]	[0.0421]	[0.0420]	[0.0553]	[0.0553]	[0.0511]	[0.0511]	[0.0751]	[0.0749]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0285	-0.0272	-0.0436	-0.0409	0.00894	0.0107	-0.0278	-0.0264			0.0321	0.0340	0.140*	0.141*
	[0.0466]	[0.0466]	[0.0771]	[0.0772]	[0.0567]	[0.0567]	[0.0452]	[0.0452]			[0.0596]	[0.0596]	[0.0760]	[0.0761]
Voted in 2008 General Election (1=Yes, 0=No)	0.0112	0.0107	-0.137	-0.141	0.0604	0.0590	0.00990	0.00946		-0.0477	0.0799	0.0827		-0.00723
	[0.0450]	[0.0450]	[0.0861]	[0.0860]	[0.0518]	[0.0518]	[0.0436]	[0.0436]		[0.0538]	[0.0550]	[0.0549]		[0.0912]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0132	-0.0127	0.137*	0.138*	-0.0750	-0.0746	-0.00824	-0.00774	0.0783		-0.0546		-0.0113	-0.0105
	[0.0441]	[0.0441]	[0.0727]	[0.0724]	[0.0530]	[0.0530]	[0.0427]	[0.0427]	[0.0538]		[0.0567]		[0.0832]	[0.0833]
Voted in 2012 General Election (1=Yes, 0=No)	0.139***	0.138***	0.228***	0.224***	0.0974**	0.0982**	0.134***	0.133***	0.135***	0.134***	0.0530	0.0528		0.161**
	[0.0395]	[0.0395]	[0.0696]	[0.0694]	[0.0478]	[0.0477]	[0.0383]	[0.0383]	[0.0495]	[0.0495]	[0.0507]	[0.0507]		[0.0730]
Voted in 2014 General Election (1=Yes, 0=No)	0.396***	0.395***	0.405***	0.408***	0.374***	0.373***	0.396***	0.395***	0.274***	0.273***	0.381***	0.381***	0.490***	0.490***
	[0.0391]	[0.0391]	[0.0740]	[0.0738]	[0.0451]	[0.0451]	[0.0378]	[0.0378]	[0.0477]	[0.0478]	[0.0587]	[0.0587]	[0.0672]	[0.0674]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.00899	0.0107	1.033***	1.037***	-0.0595	-0.0588	0.00571	0.00746	0.0412	0.0448	-0.189	-0.188	-0.00140	0.00254
	[0.0706]	[0.0706]	[0.328]	[0.323]	[0.0743]	[0.0743]	[0.0683]	[0.0682]	[0.0514]	[0.0514]	[0.126]	[0.126]	[0.0743]	[0.0772]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0390	-0.0393	-0.0322	-0.0322	-0.0488	-0.0491	-0.0394	-0.0397			0.0412	0.0337	0.0324	0.121
	[0.0443]	[0.0442]	[0.0688]	[0.0687]	[0.0555]	[0.0555]	[0.0429]	[0.0428]			[0.0538]	[0.0743]	[0.0745]	[0.0745]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0532	0.0514	-0.0422	-0.0388	0.0583	0.0561	0.0413	0.0394	0.0176	0.0170	-0.0373	-0.0383	0.0334	0.0345
	[0.0472]	[0.0472]	[0.167]	[0.167]	[0.0507]	[0.0508]	[0.0463]	[0.0464]	[0.0510]	[0.0510]	[0.0629]	[0.0629]	[0.0847]	[0.0846]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0799*	0.0790*	0.0553	0.0488	0.0760	0.0775	0.0737*	0.0727*	-0.0291	-0.0295	0.0182	0.0207	0.0826	0.0782
	[0.0444]	[0.0444]	[0.0721]	[0.0721]	[0.0536]	[0.0536]	[0.0431]	[0.0431]	[0.0492]	[0.0492]	[0.0849]	[0.0853]	[0.0766]	[0.0767]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0545	0.0558	0.0371	0.0413	0.0671	0.0657	0.0565	0.0578	-0.610*	-0.610*	0.0483	0.0463	0.0345	0.0316
	[0.0470]	[0.0470]	[0.0643]	[0.0642]	[0.0636]	[0.0636]	[0.0455]	[0.0455]	[0.325]	[0.325]	[0.0616]	[0.0618]	[0.0762]	[0.0760]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0957**	0.0975**	0.140**	0.142**	0.0670	0.0685	0.102**	0.104**	1.143**	1.148**	-0.00981	-0.00684	-0.0223	-0.0219
	[0.0430]	[0.0430]	[0.0663]	[0.0663]	[0.0541]	[0.0542]	[0.0417]	[0.0417]	[0.484]	[0.484]	[0.0636]	[0.0638]	[0.0765]	[0.0764]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.244***	0.243***	0.0610	0.0588	0.370***	0.370***	0.249***	0.248***	-0.174***	-0.175***	0.428***	0.427***		
	[0.0462]	[0.0460]	[0.0670]	[0.0667]	[0.0604]	[0.0604]	[0.0448]	[0.0447]	[0.0501]	[0.0501]	[0.0531]	[0.0531]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.123	-0.125	-1.135***	-1.139***			-0.120	-0.122	0.0666	0.0658	0.477*	0.461*	-0.293	-0.302
	[0.0971]	[0.0970]	[0.336]	[0.331]			[0.0939]	[0.0938]	[0.0840]	[0.0847]	[0.248]	[0.248]	[0.311]	[0.316]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0121	-0.0106	0.129	0.130	0.000572	-0.000930	0.0168	0.0184	0.0522	0.0534	0.00957	0.00473	-0.0885	-0.0854
	[0.0652]	[0.0652]	[0.182]	[0.181]	[0.0802]	[0.0801]	[0.0681]	[0.0680]	[0.0543]	[0.0542]	[0.0798]	[0.0798]	[0.0990]	[0.0990]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.736**	0.226***	0.569	0.203***	0.0878	0.0876			0.211***	0.209***	0.697*	0.698*		
	[0.372]	[0.0548]	[0.360]	[0.0763]	[0.0759]	[0.0759]			[0.0507]	[0.0508]	[0.365]	[0.359]		
State: Louisiana		0.00738		-0.0253										
		[0.0492]		[0.0792]										
Date of Survey: Nov 21, 2015		-0.0409												
		[0.0390]												
Date of Survey: Nov 20, 2015			0.00496		0.0991*				0.0466	0.0475				
			[0.0536]		[0.0534]				[0.0362]	[0.0362]				
Constant	0.0269	0.0600*	0.00502	0.0306	-0.0531	-0.0536	0.0570	0.0570	0.119**	0.119**	-0.0278	-0.0285	0.110	0.107
	[0.0489]	[0.0344]	[0.0671]	[0.0466]	[0.0649]	[0.0647]	[0.0387]	[0.0389]	[0.0520]	[0.0522]	[0.0528]	[0.0532]	[0.0872]	[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 A20: Regression Estimates of the Effect of Noun Wording on 10-Item Summary Index of Survey Responses

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=Voting)	0.0580*	0.0583*	0.0429	0.0425	0.0731	0.0734	0.0754	0.0757	0.0722	0.0716	0.0966	0.0972	-0.0572	-0.0565
	[0.0331]	[0.0331]	[0.0454]	[0.0454]	[0.0480]	[0.0480]	[0.0569]	[0.0568]	[0.0641]	[0.0641]	[0.0686]	[0.0685]	[0.0778]	[0.0779]
SSI Subsample (1=SSI, 0=YouGov)	-0.215***	-0.215***					-0.221***	-0.222***	-0.175**	-0.178**	-0.235***	-0.230***	-0.215**	-0.213**
	[0.0418]	[0.0417]					[0.0725]	[0.0723]	[0.0820]	[0.0819]	[0.0823]	[0.0822]	[0.101]	[0.101]
State: Louisiana	0.0923		0.156	0.152										
	[0.104]		[0.141]	[0.140]										
State: Mississippi	0.0175	0.132	0.322**	0.0919	-0.0548	-0.101								
	[0.0902]	[0.101]	[0.128]	[0.121]	[0.161]	[0.134]								
State: Texas (Houston only)	-0.0259	-0.0340	0.0885	-0.0567	0.183	0.0294								
	[0.135]	[0.135]	[0.164]	[0.155]	[0.221]	[0.231]								
Date of Survey: Nov 02, 2015	0.106	0.0116	0.208***	0.270**	-0.0225	0.0143	0.0885	0.0865			-0.0227	-0.0286	0.166**	0.166**
	[0.0896]	[0.0878]	[0.0765]	[0.122]	[0.130]	[0.147]	[0.0571]	[0.0570]			[0.0692]	[0.0691]	[0.0793]	[0.0792]
Gender: Male	0.157***	0.157***	0.289***	0.287***	0.0881	0.0884	0.157**	0.157**	0.0890	0.0918	0.131*	0.134*	0.0404	0.0421
	[0.0604]	[0.0603]	[0.0833]	[0.0831]	[0.0889]	[0.0888]	[0.0661]	[0.0660]	[0.0716]	[0.0716]	[0.0790]	[0.0791]	[0.0801]	[0.0800]
Gender: Unknown	-0.0645				-0.105	-0.101					-0.0482	-0.0437		
	[0.269]				[0.303]	[0.304]					[0.253]	[0.254]		
Race: Black	-0.0295	-0.0271	0.177	0.178	-0.126	-0.126	-0.0317	-0.0292	0.0937	0.0960	0.269***	0.266***	0.0621	0.0630
	[0.114]	[0.114]	[0.169]	[0.167]	[0.157]	[0.157]	[0.124]	[0.124]	[0.0955]	[0.0952]	[0.0817]	[0.0816]	[0.104]	[0.104]
Race: Hispanic	-0.419	-0.428	-1.421**	-1.420**	0.512	0.508	-0.428	-0.438	-0.380	-0.378	-0.515	-0.517	-0.316**	-0.308**
	[0.459]	[0.452]	[0.565]	[0.554]	[0.716]	[0.709]	[0.500]	[0.492]	[0.306]	[0.305]	[0.351]	[0.357]	[0.144]	[0.144]
Race: Other	-0.164	-0.168	-0.154	-0.159	-0.145	-0.148	-0.168	-0.172	0.0813	0.0953	0.186	0.189	0.0964	0.101
	[0.126]	[0.126]	[0.153]	[0.152]	[0.201]	[0.200]	[0.138]	[0.137]	[0.234]	[0.233]	[0.181]	[0.181]	[0.145]	[0.144]
Days Before Election Day	-0.0164	-0.0143			-0.0658	0.0369								
	[0.0725]	[0.0725]			[0.0952]	[0.110]								
Voted in 2004 General Election (1=Yes, 0=No)	0.163**	0.161**	0.338***	0.329***	0.0879	0.0880	0.162*	0.160*	-0.0504	-0.0486	0.144	0.141	0.0223	0.0194
	[0.0808]	[0.0806]	[0.149]	[0.148]	[0.101]	[0.101]	[0.0883]	[0.0880]	[0.104]	[0.104]	[0.0910]	[0.0909]	[0.114]	[0.113]
Voted in 2006 General Election (1=Yes, 0=No)	-0.251***	-0.247***	-0.206	-0.202	-0.287**	-0.286**	-0.250***	-0.247***			0.116	0.113	0.0687	0.0632
	[0.0869]	[0.0868]	[0.137]	[0.137]	[0.116]	[0.116]	[0.0894]	[0.0891]			[0.106]	[0.106]	[0.115]	[0.115]
Voted in 2008 General Election (1=Yes, 0=No)	-0.00294	-0.000804	-0.104	-0.0950	0.0131	0.0128	-0.00262	-0.000435		0.0425	0.0731	0.0743		-0.0233
	[0.0839]	[0.0838]	[0.153]	[0.152]	[0.106]	[0.106]	[0.0914]	[0.0912]		[0.101]	[0.0980]	[0.0977]		[0.138]
Voted in 2010 General Election (1=Yes, 0=No)	0.00711	0.00726	0.0916	0.0901	0.0174	0.0167	0.00464	0.00473		0.0596		-0.103	0.113	0.114
	[0.0822]	[0.0820]	[0.129]	[0.128]	[0.109]	[0.109]	[0.0896]	[0.0894]		[0.101]		[0.101]	[0.126]	[0.126]
Voted in 2012 General Election (1=Yes, 0=No)	0.0198	0.0183	0.123	0.116	0.0185	0.0191	0.0216	0.0202	-0.0991	-0.0991	-0.130	-0.129		0.127
	[0.0737]	[0.0735]	[0.124]	[0.123]	[0.0980]	[0.0979]	[0.0803]	[0.0801]	[0.0934]	[0.0934]	[0.0902]	[0.0901]		[0.110]
Voted in 2014 General Election (1=Yes, 0=No)	0.126*	0.129*	-0.0881	-0.0767	0.177*	0.178*	0.126	0.129	0.405***	0.407***	0.347***	0.348***	0.0972	0.103
	[0.0728]	[0.0727]	[0.131]	[0.131]	[0.0925]	[0.0925]	[0.0793]	[0.0792]	[0.0901]	[0.0901]	[0.104]	[0.104]	[0.102]	[0.102]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.221*	0.220*	0.653	0.651	0.211	0.209	0.223	0.222	0.137	0.136	-0.170	-0.170	0.0559	0.0574
	[0.131]	[0.131]	[0.583]	[0.572]	[0.152]	[0.152]	[0.143]	[0.143]	[0.0970]	[0.0970]	[0.225]	[0.224]	[0.117]	[0.117]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0711	-0.0706	0.00866	0.00763	-0.136	-0.134	-0.0715	-0.0709		0.00796	-0.0247	-0.0289	0.0278	
	[0.0825]	[0.0823]	[0.122]	[0.122]	[0.114]	[0.114]	[0.0899]	[0.0896]		[0.101]	[0.132]	[0.132]	[0.136]	
Voted in 2008 Primary Election (1=Yes, 0=No)	0.106	0.105	0.0432	0.0226	0.122	0.122	0.110	0.109	0.145	0.145	0.000859	-0.00205	0.0605	0.0629
	[0.0879]	[0.0879]	[0.297]	[0.296]	[0.104]	[0.104]	[0.0972]	[0.0971]	[0.0962]	[0.0962]	[0.112]	[0.112]	[0.128]	[0.128]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.141*	0.139*	0.162	0.156	0.104	0.105	0.143	0.141	-0.123	-0.122	0.113	0.114	0.151	0.150
	[0.0827]	[0.0826]	[0.128]	[0.128]	[0.110]	[0.110]	[0.0903]	[0.0902]	[0.0928]	[0.0928]	[0.151]	[0.152]	[0.116]	[0.116]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0891	0.0872	-0.0631	-0.0623	0.232*	0.229*	0.0883	0.0864	0.0927	0.0885	0.112	0.112	0.0614	0.0588
	[0.0876]	[0.0874]	[0.114]	[0.114]	[0.130]	[0.130]	[0.0954]	[0.0951]	[0.601]	[0.612]	[0.110]	[0.110]	[0.115]	[0.115]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.129	0.129	0.148	0.149	0.146	0.145	0.127	0.127	-0.225	-0.227	-0.0919	-0.0900	0.228*	0.227*
	[0.0801]	[0.0800]	[0.118]	[0.118]	[0.111]	[0.111]	[0.0875]	[0.0874]	[0.913]	[0.912]	[0.113]	[0.113]	[0.116]	[0.116]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.135	0.135	0.0568	0.0551	0.145	0.147	0.132	0.132	0.208**	0.210**	0.176*	0.176*		
	[0.0860]	[0.0856]	[0.119]	[0.118]	[0.124]	[0.124]	[0.0939]	[0.0935]	[0.0945]	[0.0945]	[0.0945]	[0.0943]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0821	-0.0866	-0.569	-0.571			-0.0833	-0.0880	0.000863	-0.00546	0.0900	0.0928	-0.347	-0.343
	[0.181]	[0.180]	[0.597]	[0.586]			[0.197]	[0.196]	[0.158]	[0.160]	[0.441]	[0.442]	[0.471]	[0.478]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0905	0.0916	0.121	0.142	0.0582	0.0610	0.0833	0.0830	0.0461	0.0478	-0.0306	-0.0282	-0.330**	-0.328**
	[0.121]	[0.121]	[0.322]	[0.321]	[0.165]	[0.164]	[0.143]	[0.142]	[0.102]	[0.102]	[0.142]	[0.142]	[0.150]	[0.150]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.127	-0.0673	0.0999	0.178	0.0583	0.0571			0.130	0.127	-0.0760	-0.0791		
	[0.102]	[0.680]	[0.639]	[0.135]	[0.156]	[0.156]			[0.0957]	[0.0957]	[0.650]	[0.638]		
Date of Survey: Nov 03, 2015		-0.0898			-0.0255	-0.0237								
		[0.104]			[0.153]	[0.152]								
Date of Survey: Nov 20, 2015			-0.0688			0.0374			-0.0159	-0.0138				
			[0.0951]			[0.110]			[0.0683]	[0.0682]				
Constant	4.062***	4.152***	3.970***	3.912***	3.973***	3.911***	4.058***	4.059***	4.126***	4.126***	4.181***	4.182***	4.096***	4.088***
	[0.0641]	[0.0911]	[0.0827]	[0.0828]	[0.133]	[0.133]	[0.0814]	[0.0816]	[0.0981]	[0.0985]	[0.0940]	[0.0945]	[0.132]	[0.133]
Observations	1,565	1,565	680	680	885	885	621	621	361	361	328	328	255	255
R-squared	0.218	0.22	0.32	0.31	0.19	0.19	0.19	0.19	0.23	0.23	0.23	0.23	0.25	0.25
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	4.316	4.315	4.451	4.451	4.212	4.212	4.217	4.216	4.413	4.413	4.333	4.331	4.397	4.397

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

Table A21: Regression Estimates of the Effect of Noun Wording on 4-Item Summary Index of Survey Responses

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=Voting)	0.0897**	0.0901**	0.0688	0.0689	0.103*	0.103*	0.125*	0.125*	0.0471	0.0468	0.127	0.127	0.0101	0.0109
	[0.0432]	[0.0432]	[0.0632]	[0.0631]	[0.0610]	[0.0609]	[0.0758]	[0.0756]	[0.0831]	[0.0832]	[0.0866]	[0.0864]	[0.100]	[0.100]
SSI Subsample (1=SSI, 0=YouGov)	-0.171***	-0.170***					-0.164*	-0.164*	-0.111	-0.115	-0.295***	-0.289***	-0.0795	-0.0751
	[0.0546]	[0.0545]					[0.0967]	[0.0963]	[0.106]	[0.106]	[0.104]	[0.104]	[0.130]	[0.129]
State: Louisiana	0.153		0.185	0.181										
	[0.136]		[0.196]	[0.195]										
State: Mississippi	0.142	0.314**	0.548***	0.295*	0.0446	-0.0639								
	[0.118]	[0.133]	[0.178]	[0.169]	[0.205]	[0.170]								
State: Texas (Houston only)	0.122	0.111	0.0792	-0.0559	0.395	0.301								
	[0.177]	[0.176]	[0.228]	[0.216]	[0.280]	[0.294]								
Date of Survey: Nov 02, 2015	0.186	0.0296	0.238**	0.285*	0.0474	0.0115	0.140*	0.138*			-0.0202	-0.0249	0.195*	0.195*
	[0.117]	[0.115]	[0.107]	[0.170]	[0.165]	[0.186]	[0.0762]	[0.0759]			[0.0873]	[0.0873]	[0.102]	[0.102]
Gender: Male	0.134*	0.133*	0.244**	0.241**	0.0764	0.0769	0.135	0.135	0.0669	0.0686	0.0651	0.0664	0.00245	0.00777
	[0.0789]	[0.0788]	[0.116]	[0.116]	[0.113]	[0.113]	[0.0882]	[0.0878]	[0.0928]	[0.0930]	[0.0998]	[0.0999]	[0.103]	[0.103]
Gender: Unknown	-0.185				-0.163	-0.151					-0.144	-0.132		
	[0.352]				[0.384]	[0.385]					[0.320]	[0.321]		
Race: Black	0.00195	0.00577	0.290	0.291	-0.140	-0.139	-0.00227	0.00161	0.211*	0.210*	0.360***	0.356***	0.0719	0.0746
	[0.149]	[0.149]	[0.236]	[0.233]	[0.199]	[0.199]	[0.166]	[0.165]	[0.124]	[0.124]	[0.103]	[0.103]	[0.134]	[0.134]
Race: Hispanic	-1.368**	-1.385**	-3.241***	-3.240***	0.459	0.455	-1.382**	-1.400**	-0.308	-0.307	-0.255	-0.252	-0.361*	-0.347*
	[0.599]	[0.590]	[0.786]	[0.770]	[0.909]	[0.900]	[0.666]	[0.655]	[0.397]	[0.397]	[0.443]	[0.451]	[0.185]	[0.186]
Race: Other	-0.362**	-0.371**	-0.265	-0.276	-0.460*	-0.466*	-0.369**	-0.378**	0.225	0.235	0.159	0.162	0.194	0.210
	[0.165]	[0.164]	[0.213]	[0.211]	[0.255]	[0.254]	[0.184]	[0.182]	[0.304]	[0.303]	[0.229]	[0.229]	[0.186]	[0.185]
Days Before Election Day	-0.0442	-0.0407	-0.0513	-0.0340										
	[0.0948]	[0.0947]	[0.132]	[0.139]										
Voted in 2004 General Election (1=Yes, 0=No)	0.279***	0.276***	0.426**	0.413**	0.186	0.186	0.275**	0.272**	0.0364	0.0385	0.0303	0.0281	0.0383	0.0359
	[0.106]	[0.208]	[0.206]	[0.129]	[0.129]	[0.129]	[0.118]	[0.117]	[0.135]	[0.135]	[0.115]	[0.115]	[0.146]	[0.146]
Voted in 2006 General Election (1=Yes, 0=No)	-0.320***	-0.317***	-0.275	-0.275	-0.355**	-0.352**	-0.318**	-0.315**			0.0930	0.0902	0.110	0.101
	[0.114]	[0.113]	[0.191]	[0.190]	[0.148]	[0.148]	[0.118]	[0.117]			[0.134]	[0.134]	[0.148]	[0.148]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0788	-0.0751	-0.150	-0.133	-0.0588	-0.0590	-0.0789	-0.0751	0.0154		0.0761	0.0763		-0.159
	[0.110]	[0.109]	[0.213]	[0.212]	[0.135]	[0.135]	[0.122]	[0.121]	[0.132]		[0.124]	[0.123]		[0.177]
Voted in 2010 General Election (1=Yes, 0=No)	0.0635	0.0623	0.198	0.192	0.0621	0.0610	0.0591	0.0579	0.0109		-0.0805	0.0444	0.0430
	[0.107]	[0.107]	[0.180]	[0.178]	[0.138]	[0.138]	[0.119]	[0.119]	[0.132]		[0.127]	[0.162]	[0.162]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0425	-0.0440	0.0161	0.00367	-0.0346	-0.0331	-0.0404	-0.0417	-0.0791	-0.0815	-0.107	-0.106		0.287**
	[0.0963]	[0.0960]	[0.172]	[0.171]	[0.124]	[0.124]	[0.107]	[0.107]	[0.121]	[0.121]	[0.114]	[0.114]		[0.142]
Voted in 2014 General Election (1=Yes, 0=No)	0.239**	0.243**	-0.00977	0.00541	0.291**	0.293**	0.240**	0.244**	0.479***	0.482***	0.329***	0.327**	0.0171	0.0267
	[0.0952]	[0.0950]	[0.183]	[0.182]	[0.117]	[0.117]	[0.106]	[0.105]	[0.117]	[0.117]	[0.132]	[0.132]	[0.131]	[0.131]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.261	0.260	0.472	0.464	0.282	0.279	0.264	0.263	0.115	0.115	-0.106	-0.103	0.0961	0.0969
	[0.172]	[0.172]	[0.812]	[0.795]	[0.194]	[0.193]	[0.191]	[0.190]	[0.126]	[0.126]	[0.284]	[0.283]	[0.151]	[0.150]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.103	-0.100	0.0363	0.0397	-0.190	-0.186	-0.105	-0.102	0.0782		-0.143	-0.151	0.0199
	[0.108]	[0.107]	[0.170]	[0.169]	[0.145]	[0.145]	[0.120]	[0.119]	[0.132]		[0.167]	[0.167]	[0.175]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.137	0.133	0.0163	0.00728	0.166	0.164	0.140	0.137	0.242*	0.243*	-0.0159	-0.0178	0.0325	0.0372
	[0.115]	[0.115]	[0.413]	[0.411]	[0.132]	[0.132]	[0.130]	[0.129]	[0.125]	[0.125]	[0.142]	[0.141]	[0.165]	[0.164]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.153	0.152	0.189	0.185	0.101	0.102	0.157	0.156	-0.137	-0.136	0.198	0.199	0.301**	0.299**
	[0.108]	[0.108]	[0.178]	[0.178]	[0.140]	[0.140]	[0.120]	[0.120]	[0.120]	[0.121]	[0.191]	[0.191]	[0.149]	[0.149]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0899	0.0865	-0.0470	-0.0479	0.226	0.221	0.0888	0.0854	0.564	0.558	0.153	0.151	-0.0482	-0.0537
	[0.115]	[0.114]	[0.159]	[0.158]	[0.166]	[0.166]	[0.127]	[0.127]	[0.780]	[0.795]	[0.139]	[0.139]	[0.148]	[0.148]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.127	0.128	0.159	0.164	0.155	0.154	0.124	0.126	-0.0496	-0.0479	-0.0609	-0.0561	0.177	0.179
	[0.105]	[0.105]	[0.164]	[0.163]	[0.141]	[0.141]	[0.117]	[0.116]	[1.184]	[1.185]	[0.143]	[0.143]	[0.149]	[0.149]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.131	0.131	0.0633	0.0613	0.117	0.119	0.125	0.124	0.190	0.191	0.192	0.193		
	[0.112]	[0.112]	[0.165]	[0.164]	[0.157]	[0.157]	[0.125]	[0.124]	[0.122]	[0.122]	[0.119]	[0.119]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.118	-0.122	-0.422	-0.416			-0.118	-0.123	0.0328	0.0286	0.00168	0.00481	0.359	0.356
	[0.236]	[0.236]	[0.831]	[0.815]			[0.263]	[0.261]	[0.205]	[0.208]	[0.557]	[0.558]	[0.605]	[0.614]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.112	0.116	0.164	0.172	-0.0501	-0.0470	0.116	0.118	-0.0110	-0.00772	-0.0639	-0.0613	-0.210	-0.203
	[0.159]	[0.158]	[0.449]	[0.447]	[0.209]	[0.209]	[0.190]	[0.190]	[0.133]	[0.133]	[0.179]	[0.179]	[0.193]	[0.193]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.137	0.200	0.419	0.190	0.0743	0.0736			0.142	0.139	0.206	0.201		
	[0.133]	[0.889]	[0.889]	[0.188]	[0.198]	[0.198]			[0.124]	[0.124]	[0.821]	[0.806]		
Date of Survey: Nov 03, 2015		-0.151			-0.101	-0.101								
		[0.135]			[0.194]	[0.193]								
Date of Survey: Nov 20, 2015			-0.0568			-0.0342			-0.0509	-0.0474				
			[0.132]			[0.139]			[0.0885]	[0.0886]				
Constant	4.007***	4.158***	3.934***	3.937***	3.979***	3.979***	3.987***	3.988***	4.158***	4.159***	4.358***	4.357***	4.120***	4.108***
	[0.0838]	[0.119]	[0.115]	[0.115]	[0.169]	[0.169]	[0.109]	[0.109]	[0.127]	[0.128]	[0.119]	[0.119]	[0.170]	[0.170]
Observations	1,565	1,565	680	680	885	885	621	621	361	361	328	328	255	255
R-squared	0.171	0.17	0.24	0.24	0.17	0.17	0.15	0.15	0.18	0.18	0.16	0.16	0.16	0.15
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	4.397	4.396	4.515	4.515	4.306	4.306	4.245	4.244	4.531	4.531	4.469	4.467	4.478	4.478

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

Table A22: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 1 (Importance)

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=Voting)	0.0799*	0.0803*	0.00740	0.00757	0.131**	0.131**	0.116	0.117	0.0436	0.0435	0.0842	0.0842	0.0238	0.0248
	[0.0450]	[0.0449]	[0.0678]	[0.0678]	[0.0625]	[0.0624]	[0.0795]	[0.0793]	[0.0832]	[0.0834]	[0.0905]	[0.0905]	[0.106]	[0.106]
SSI Subsample (1=SSI, 0=YouGov)	-0.128**	-0.125**					-0.138	-0.135	-0.139	-0.141	-0.206*	-0.198*	0.0465	0.0498
	[0.0568]	[0.0567]					[0.101]	[0.101]	[0.106]	[0.107]	[0.109]	[0.109]	[0.138]	[0.137]
State: Louisiana	0.220		0.221	0.218										
	[0.141]		[0.210]	[0.210]										
State: Mississippi	0.143	0.406***	0.589***	0.175	0.192	0.0467								
	[0.123]	[0.138]	[0.191]	[0.181]	[0.210]	[0.174]								
State: Texas (Houston only)	0.0874	0.0779	0.0195	-0.170	0.446	0.316								
	[0.184]	[0.183]	[0.245]	[0.232]	[0.287]	[0.301]								
Date of Survey: Nov 02, 2015	0.276**	0.0513	0.274**	0.327*	0.0947	-0.0526	0.162**	0.160**			-0.0929	-0.0948	0.211*	0.211*
	[0.122]	[0.119]	[0.114]	[0.182]	[0.169]	[0.191]	[0.0799]	[0.0796]			[0.0913]	[0.0914]	[0.108]	[0.108]
Gender: Male	0.118	0.118	0.264**	0.263**	0.0374	0.0384	0.117	0.118	0.0762	0.0773	0.0479	0.0489	0.0791	0.0838
	[0.0821]	[0.0819]	[0.124]	[0.124]	[0.116]	[0.115]	[0.0925]	[0.0921]	[0.0929]	[0.0931]	[0.104]	[0.105]	[0.109]	[0.109]
Gender: Unknown	-0.794**				-0.880**	-0.862**					-0.774**	-0.756**		
	[0.366]				[0.394]	[0.394]					[0.335]	[0.336]		
Race: Black	-0.0991	-0.0923	0.319	0.324	-0.287	-0.285	-0.104	-0.0968	0.177	0.174	0.393***	0.387***	0.206	0.209
	[0.155]	[0.155]	[0.253]	[0.250]	[0.204]	[0.203]	[0.174]	[0.173]	[0.124]	[0.124]	[0.108]	[0.108]	[0.142]	[0.142]
Race: Hispanic	-1.391**	-1.405**	-3.225***	-3.222***	0.385	0.385	-1.410**	-1.424**	-0.375	-0.374	0.114	0.116	-0.321	-0.308
	[0.624]	[0.614]	[0.843]	[0.826]	[0.930]	[0.921]	[0.699]	[0.686]	[0.397]	[0.397]	[0.464]	[0.472]	[0.196]	[0.197]
Race: Other	-0.415**	-0.424**	-0.390*	-0.403*	-0.431*	-0.438*	-0.423**	-0.433**	0.245	0.246	0.194	0.189	0.133	0.154
	[0.172]	[0.171]	[0.229]	[0.227]	[0.261]	[0.260]	[0.193]	[0.191]	[0.304]	[0.303]	[0.239]	[0.239]	[0.197]	[0.196]
Days Before Election Day	-0.113	-0.109		-0.0574	-0.147									
	[0.0986]	[0.0985]		[0.142]	[0.143]									
Voted in 2004 General Election (1=Yes, 0=No)	0.271**	0.269**	0.392*	0.381*	0.181	0.180	0.269**	0.266**	0.0972	0.101	-0.0278	-0.0310	0.0103	0.00811
	[0.110]	[0.110]	[0.223]	[0.221]	[0.132]	[0.132]	[0.123]	[0.123]	[0.135]	[0.136]	[0.120]	[0.120]	[0.155]	[0.154]
Voted in 2006 General Election (1=Yes, 0=No)	-0.330***	-0.325***	-0.359*	-0.356*	-0.330**	-0.326**	-0.329**	-0.324**			0.151	0.150	0.142	0.133
	[0.118]	[0.118]	[0.204]	[0.204]	[0.151]	[0.151]	[0.132]	[0.132]			[0.140]	[0.140]	[0.157]	[0.157]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0708	-0.0666	-0.110	-0.0934	-0.0468	-0.0463	-0.0702	-0.0660		-0.00961	0.145	0.144		-0.289
	[0.114]	[0.114]	[0.228]	[0.228]	[0.138]	[0.138]	[0.127]	[0.127]		[0.132]	[0.129]	[0.129]		[0.188]
Voted in 2010 General Election (1=Yes, 0=No)	0.103	0.101	0.227	0.221	0.105	0.104	0.0975	0.0959		0.101		-0.0877	0.122	0.121
	[0.112]	[0.111]	[0.193]	[0.191]	[0.141]	[0.141]	[0.125]	[0.125]		[0.132]		[0.133]	[0.172]	[0.172]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0504	-0.0523	-0.00827	-0.0211	-0.0361	-0.0347	-0.0468	-0.0486	-0.0587	-0.0605	-0.238**	-0.237**		0.359**
	[0.100]	[0.0999]	[0.185]	[0.184]	[0.127]	[0.127]	[0.112]	[0.112]	[0.121]	[0.122]	[0.119]	[0.119]		[0.150]
Voted in 2014 General Election (1=Yes, 0=No)	0.237**	0.240**	-0.0568	-0.0413	0.310**	0.311***	0.238**	0.241**	0.490***	0.492***	0.348**	0.347**	0.0405	0.0524
	[0.0990]	[0.0988]	[0.196]	[0.195]	[0.120]	[0.120]	[0.111]	[0.111]	[0.117]	[0.117]	[0.138]	[0.138]	[0.139]	[0.139]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.288	0.287	0.767	0.760	0.286	0.284	0.292	0.291	0.0658	0.0652	-0.0832	-0.0750	0.0697	0.0667
	[0.179]	[0.178]	[0.870]	[0.854]	[0.198]	[0.198]	[0.200]	[0.199]	[0.126]	[0.126]	[0.297]	[0.296]	[0.160]	[0.159]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.121	-0.119	0.000495	0.00233	-0.197	-0.194	-0.122	-0.120		0.0671	-0.171	-0.183	0.125	
	[0.112]	[0.112]	[0.182]	[0.182]	[0.148]	[0.148]	[0.126]	[0.125]		[0.132]	[0.175]	[0.175]	[0.186]	
Voted in 2008 Primary Election (1=Yes, 0=No)	0.105	0.102	-0.0954	-0.0985	0.135	0.133	0.113	0.110	0.151	0.154	-0.204	-0.203	-0.0310	-0.0265
	[0.120]	[0.119]	[0.443]	[0.442]	[0.135]	[0.135]	[0.136]	[0.136]	[0.148]	[0.148]	[0.175]	[0.175]		
Voted in 2010 Primary Election (1=Yes, 0=No)	0.116	0.117	0.190	0.190	0.0536	0.0548	0.121	0.122	-0.166	-0.166	0.149	0.151	0.351**	0.350**
	[0.112]	[0.112]	[0.191]	[0.191]	[0.143]	[0.143]	[0.120]	[0.121]	[0.120]	[0.121]	[0.200]	[0.200]	[0.158]	[0.158]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.00528	0.00315	-0.168	-0.167	0.166	0.161	0.00358	0.00142	0.363	0.361	0.248*	0.245*	-0.0663	-0.0735
	[0.119]	[0.119]	[0.170]	[0.170]	[0.170]	[0.169]	[0.133]	[0.133]	[0.780]	[0.797]	[0.145]	[0.145]	[0.157]	[0.157]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.177	0.179	0.264	0.268	0.173	0.174	0.172	0.174	0.109	0.108	-0.0260	-0.0216	0.0740	0.0748
	[0.109]	[0.109]	[0.176]	[0.175]	[0.144]	[0.144]	[0.122]	[0.122]	[1.187]	[1.187]	[0.150]	[0.150]	[0.158]	[0.157]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.201*	0.199*	0.170	0.165	0.162	0.161	0.195	0.193	0.198	0.200	0.262**	0.263**		
	[0.117]	[0.116]	[0.177]	[0.176]	[0.161]	[0.161]	[0.131]	[0.131]	[0.123]	[0.123]	[0.125]	[0.125]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.126	-0.132	-0.686	-0.683			-0.129	-0.135	-0.0255	-0.0312	0.0566	0.0641	0.464	0.462
	[0.246]	[0.245]	[0.891]	[0.875]			[0.275]	[0.274]	[0.206]	[0.208]	[0.583]	[0.584]	[0.641]	[0.650]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.118	0.125	0.275	0.280	-0.00749	-0.00723	0.105	0.111	0.0356	0.0377	0.000295	-1.60e-05	-0.127	-0.121
	[0.165]	[0.165]	[0.481]	[0.479]	[0.214]	[0.213]	[0.200]	[0.199]	[0.133]	[0.133]	[0.188]	[0.188]	[0.204]	[0.204]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.0733	0.212	0.250	0.0908	0.0533	0.0518			0.0720	0.0701	0.225	0.220		
	[0.139]	[0.925]	[0.953]	[0.202]	[0.203]	[0.202]			[0.124]	[0.125]	[0.858]	[0.843]		
Date of Survey: Nov 03, 2015		-0.220			-0.177	-0.176								
		[0.141]			[0.198]	[0.198]								
Date of Survey: Nov 20, 2015			-0.0643			-0.147			-0.117	-0.113				
			[0.142]			[0.142]			[0.0886]	[0.0888]				
Constant	3.981***	4.199***	3.944***	3.945***	4.045***	4.043***	3.972***	3.969***	4.230***	4.229***	4.419***	4.417***	4.002***	3.990***
	[0.0871]	[0.124]	[0.123]	[0.124]	[0.173]	[0.172]	[0.114]	[0.114]	[0.127]	[0.128]	[0.124]	[0.125]	[0.180]	[0.180]
Observations	1,565	1,565	680	680	885	885	621	621	361	361	328	328	255	255
R-squared	0.174	0.17	0.23	0.24	0.18	0.18	0.14	0.15	0.19	0.19	0.18	0.18	0.16	0.16
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	4.416	4.415	4.544	4.544	4.318	4.318	4.247	4.246	4.569	4.569	4.503	4.500	4.495	4.496

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

Table A23: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 2 (Care)

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=Voting)	0.0470	0.0472	0.0259	0.0259	0.0503	0.0504	0.115	0.116	-0.0463	-0.0466	0.0875	0.0875	-0.0510	-0.0504
	[0.0453]	[0.0452]	[0.0663]	[0.0662]	[0.0636]	[0.0636]	[0.0778]	[0.0775]	[0.0890]	[0.0892]	[0.0898]	[0.0898]	[0.109]	[0.110]
SSI Subsample (1=SSI, 0=YouGov)	-0.155***	-0.155***					-0.164*	-0.165*	-0.103	-0.109	-0.269**	-0.263**	-0.0149	-0.00953
	[0.0571]	[0.0570]					[0.0991]	[0.0987]	[0.114]	[0.114]	[0.108]	[0.108]	[0.142]	[0.142]
State: Louisiana	0.161		0.176	0.173		0.0634								
	[0.142]		[0.205]	[0.205]		[0.180]								
State: Mississippi	0.324**	0.0970	0.589***	0.252	0.0129	0.0205								
	[0.139]	[0.123]	[0.187]	[0.176]	[0.213]	[0.213]								
State: Texas (Houston only)	0.00799	0.00287	-0.266	-0.282	0.250	0.247								
	[0.185]	[0.176]	[0.226]	[0.226]	[0.307]	[0.306]								
Date of Survey: Nov 02, 2015	0.154**	0.0618	0.233**	0.228**	0.0787	0.142	0.151*	0.148*			-0.0645	-0.0703	0.178	0.179
	[0.0717]	[0.120]	[0.112]	[0.111]	[0.172]	[0.0960]	[0.0781]	[0.0778]			[0.0906]	[0.0907]	[0.112]	[0.112]
Date of Survey: Nov 20, 2015	-0.0706		-0.0853	-0.0832					-0.0824	-0.0805				
	[0.0993]		[0.139]	[0.139]					[0.0947]	[0.0950]				
Gender: Male	0.127	0.127	0.242**	0.240**	0.0620	0.0623	0.128	0.128	0.0265	0.0289	0.106	0.107	0.000637	0.00862
	[0.0827]	[0.0826]	[0.122]	[0.122]	[0.118]	[0.118]	[0.0905]	[0.0901]	[0.0994]	[0.0998]	[0.104]	[0.104]	[0.113]	[0.113]
Gender: Unknown	0.119	0.128			0.145	0.154					0.159	0.167		
	[0.367]	[0.368]			[0.401]	[0.402]					[0.332]	[0.333]		
Race: Black	0.0322	0.0352	0.229	0.232	-0.0552	-0.0546	0.0239	0.0269	0.278**	0.279**	0.305***	0.302***	0.106	0.110
	[0.156]	[0.155]	[0.246]	[0.243]	[0.207]	[0.207]	[0.170]	[0.169]	[0.132]	[0.132]	[0.107]	[0.107]	[0.147]	[0.147]
Race: Hispanic	-1.347**	-1.365**	-3.285***	-3.284***	0.564	0.559	-1.380**	-1.398*	-0.173	-0.168	-0.0110	-0.00642	-0.225	-0.213
	[0.626]	[0.617]	[0.821]	[0.805]	[0.947]	[0.938]	[0.682]	[0.670]	[0.424]	[0.424]	[0.460]	[0.469]	[0.202]	[0.203]
Race: Other	-0.455***	-0.465***	-0.390*	-0.405*	-0.521*	-0.530**	-0.471**	-0.481**	0.408	0.411	-0.113	-0.111	0.264	0.281
	[0.173]	[0.172]	[0.223]	[0.221]	[0.266]	[0.265]	[0.188]	[0.187]	[0.325]	[0.324]	[0.237]	[0.238]	[0.203]	[0.203]
Voted in 2004 General Election (1=Yes, 0=No)	0.226**	0.224**	0.415*	0.406*	0.124	0.124	0.220*	0.218*	-0.0152	-0.0128	0.0703	0.0681	0.163	
	[0.110]	[0.110]	[0.217]	[0.216]	[0.134]	[0.134]	[0.121]	[0.120]	[0.145]	[0.145]	[0.119]	[0.119]	[0.160]	
Voted in 2006 General Election (1=Yes, 0=No)	-0.256**	-0.253**	-0.178	-0.177	-0.295*	-0.293*	-0.254*	-0.251*	-0.0256	-0.0300	-0.00418	-0.00801	0.0332	0.0253
	[0.119]	[0.119]	[0.199]	[0.199]	[0.154]	[0.154]	[0.129]	[0.129]	[0.142]	[0.142]	[0.139]	[0.139]	[0.162]	[0.162]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0294	-0.0265	-0.201	-0.187	0.0178	0.0174	-0.0286	-0.0257	0.0272	0.0258	4.95e-05	0.000819		-0.137
	[0.115]	[0.114]	[0.222]	[0.222]	[0.141]	[0.141]	[0.125]	[0.125]	[0.141]	[0.141]	[0.128]	[0.128]		[0.194]
Voted in 2010 General Election (1=Yes, 0=No)	0.118	0.118	0.265	0.261	0.115	0.115	0.109	0.109		-0.0247	0.0284		0.104	0.101
	[0.112]	[0.112]	[0.188]	[0.186]	[0.144]	[0.144]	[0.122]	[0.122]		[0.141]	[0.132]		[0.177]	[0.177]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0540	-0.0551	0.0465	0.0384	-0.0533	-0.0523	-0.0481	-0.0490	-0.149	-0.154	-0.103	-0.103	0.319**	0.313**
	[0.101]	[0.100]	[0.180]	[0.179]	[0.130]	[0.130]	[0.130]	[0.130]	[0.130]	[0.130]	[0.118]	[0.118]	[0.155]	[0.155]
Voted in 2014 General Election (1=Yes, 0=No)	0.231**	0.233**	-0.0473	-0.0382	0.294**	0.295**	0.233**	0.234**	0.554***	0.558***	0.420***	0.415***	-0.0163	-0.00512
	[0.0995]	[0.0994]	[0.191]	[0.190]	[0.122]	[0.122]	[0.108]	[0.108]	[0.126]	[0.126]	[0.137]	[0.137]	[0.144]	[0.144]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.325*	0.322*	0.734	0.725	0.342*	0.339*	0.331*	0.329*	0.137	0.137	-0.0670	-0.0624	0.0157	0.0191
	[0.180]	[0.179]	[0.848]	[0.831]	[0.202]	[0.202]	[0.195]	[0.195]	[0.135]	[0.135]	[0.295]	[0.294]	[0.165]	[0.164]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.143	-0.139	0.00442	0.00974	-0.236	-0.231	-0.146	-0.141	0.165	0.169	-0.0719	-0.0798	0.0396	0.0376
	[0.113]	[0.112]	[0.178]	[0.177]	[0.151]	[0.151]	[0.123]	[0.122]	[0.142]	[0.142]	[0.173]	[0.174]	[0.191]	[0.191]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0626	0.0589	-0.244	0.895	0.0852	0.0830	0.0747	0.0716	0.263**	0.265**	0.0203	0.0180	-0.0664	-0.0624
	[0.120]	[0.120]	[0.432]	[0.718]	[0.138]	[0.138]	[0.133]	[0.132]	[0.133]	[0.134]	[0.147]	[0.147]	[0.180]	[0.180]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0751	0.0741	0.136	0.134	0.00734	0.00874	0.0841	0.0833	-0.183	-0.184	0.231	0.229	0.330**	0.325**
	[0.113]	[0.113]	[0.186]	[0.186]	[0.145]	[0.145]	[0.123]	[0.123]	[0.129]	[0.129]	[0.198]	[0.199]	[0.163]	[0.163]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.113	0.110	-0.0289	-0.0285	0.266	0.261	0.110	0.107	0.494	0.493	0.0817	0.0806	0.0530	0.0503
	[0.120]	[0.119]	[0.166]	[0.165]	[0.173]	[0.173]	[0.130]	[0.130]	[0.833]	[0.851]	[0.144]	[0.144]	[0.162]	[0.162]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.129	0.131	0.128	0.132	0.175	0.175	0.122	0.124	-0.125	-0.135	-0.130	-0.123	0.136	0.139
	[0.109]	[0.109]	[0.171]	[0.171]	[0.147]	[0.147]	[0.119]	[0.119]	[1.264]	[1.267]	[0.148]	[0.149]	[0.163]	[0.163]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.110	0.110	0.0492	0.0465	0.0927	0.0959	0.0979	0.0981	0.189	0.192	0.160	0.163		
	[0.117]	[0.117]	[0.173]	[0.172]	[0.164]	[0.164]	[0.128]	[0.127]	[0.131]	[0.131]	[0.124]	[0.124]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.186	-0.189	-0.703	-0.698			-0.190	-0.193	0.0152	0.0139	0.207	0.211	0.292	
	[0.247]	[0.247]	[0.868]	[0.852]			[0.269]	[0.268]	[0.219]	[0.222]	[0.578]	[0.580]	[0.662]	
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.168	0.170	0.394	-0.748	-0.0738	-0.0724	0.152	0.153	-0.0224	-0.0206	-0.0570	-0.0552	-0.0902	-0.0858
	[0.166]	[0.166]	[0.468]	[0.741]	[0.218]	[0.217]	[0.195]	[0.194]	[0.142]	[0.142]	[0.186]	[0.186]	[0.211]	[0.211]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.147	0.146	0.288	0.287					0.151	0.150	0.132	0.127		
	[0.139]	[0.139]	[0.929]	[0.914]					[0.133]	[0.133]	[0.852]	[0.838]		
Date of Survey: Nov 03, 2015		-0.159			-0.0656									
		[0.142]			[0.180]									
Days Before Election Day		-0.0688												
		[0.0992]												
Date of Survey: Nov 21, 2015					0.0792	0.0792								
					[0.145]	[0.145]								
Constant	4.063***	4.223***	4.026***	4.030***	3.993***	3.928***	4.039***	4.040***	4.257***	4.260***	4.419***	4.419***	4.045***	4.030***
	[0.0878]	[0.124]	[0.121]	[0.121]	[0.149]	[0.109]	[0.111]	[0.112]	[0.136]	[0.137]	[0.123]	[0.124]	[0.186]	[0.187]
Observations	1,561	1,561	677	677	884	884	619	619	360	360	328	328	254	254
R-squared	0.161	0.16	0.25	0.25	0.16	0.16	0.14	0.14	0.19	0.19	0.16	0.16	0.14	0.14
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	4.452	4.451	4.567	4.567	4.363	4.363	4.294	4.293	4.607	4.608	4.514	4.512	4.527	4.527

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

Table A24: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 3 (Want)

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=Voting)	0.0994**	0.0998**	0.0872	0.0873	0.107	0.107	0.130	0.131	0.0580	0.0580	0.136	0.136	0.0284	0.0292
	[0.0475]	[0.0474]	[0.0671]	[0.0669]	[0.0684]	[0.0683]	[0.0841]	[0.0839]	[0.0955]	[0.0955]	[0.0906]	[0.0904]	[0.104]	[0.104]
SSI Subsample (1=SSI, 0=YouGov)	-0.211***	-0.210***					-0.225**	-0.226**	-0.126	-0.130	-0.299***	-0.294***	-0.156	-0.150
	[0.0599]	[0.0597]					[0.107]	[0.107]	[0.122]	[0.122]	[0.108]	[0.108]	[0.135]	[0.134]
State: Mississippi	0.142	0.298**	0.489**	0.479**	0.0493	-0.0209								
	[0.129]	[0.146]	[0.190]	[0.189]	[0.230]	[0.190]								
State: Texas (Houston only)	0.190	0.205	0.135	0.0306	0.330	0.324								
	[0.193]	[0.185]	[0.242]	[0.228]	[0.329]	[0.328]								
Date of Survey: Nov 02, 2015	0.00460	0.119	0.304*	0.0705	0.0501	0.0829	0.120	0.118					0.155	0.156
	[0.126]	[0.0750]	[0.181]	[0.176]	[0.187]	[0.103]	[0.0845]	[0.0843]					[0.106]	[0.105]
Date of Survey: Nov 03, 2015	-0.115			-0.172							0.0294	0.0337		
	[0.149]			[0.182]							[0.0913]	[0.0912]		
Gender: Male	0.150*	0.150*	0.208*	0.206*	0.137	0.138	0.149	0.149	0.0783	0.0791	0.116	0.116	0.00343	0.00674
	[0.0866]	[0.0864]	[0.123]	[0.123]	[0.126]	[0.126]	[0.0979]	[0.0976]	[0.107]	[0.107]	[0.105]	[0.105]	[0.107]	[0.107]
Gender: Unknown	-0.233	-0.220			-0.174	-0.163					-0.200	-0.188		
	[0.385]	[0.385]			[0.429]	[0.431]					[0.333]	[0.333]		
Race: Black	0.0607	0.0637	0.384	0.383	-0.116	-0.116	0.0568	0.0598	0.199	0.199	0.295***	0.291***	-0.00264	0.000850
	[0.163]	[0.163]	[0.249]	[0.246]	[0.222]	[0.222]	[0.184]	[0.183]	[0.141]	[0.141]	[0.108]	[0.108]	[0.139]	[0.139]
Race: Hispanic	-1.377**	-1.396**	-3.343***	-3.343***	0.435	0.430	-1.394*	-1.413*	-0.324	-0.319	-0.316	-0.313	-0.384**	-0.373*
	[0.656]	[0.645]	[0.832]	[0.813]	[1.014]	[1.004]	[0.738]	[0.725]	[0.518]	[0.518]	[0.462]	[0.469]	[0.192]	[0.192]
Race: Other	-0.296	-0.304*	-0.217	-0.226	-0.362	-0.368	-0.304	-0.312	0.0634	0.0825	0.273	0.278	0.230	0.242
	[0.181]	[0.179]	[0.226]	[0.223]	[0.285]	[0.284]	[0.204]	[0.202]	[0.347]	[0.345]	[0.238]	[0.238]	[0.193]	[0.192]
Days Before Election Day	0.00215		-0.0570		0.0353									
	[0.104]		[0.142]		[0.156]									
Voted in 2004 General Election (1=Yes, 0=No)	0.226*	0.222*	0.469**	0.455**	0.104	0.103	0.224*	0.221*	0.0863	0.0898	-0.00309	-0.00457	-0.0677	-0.0713
	[0.116]	[0.115]	[0.220]	[0.218]	[0.144]	[0.144]	[0.130]	[0.130]	[0.155]	[0.155]	[0.120]	[0.120]	[0.152]	[0.151]
Voted in 2006 General Election (1=Yes, 0=No)	-0.298**	-0.295**	-0.234	-0.235	-0.354**	-0.353**	-0.297**	-0.295**		-0.0823	0.0721	0.0704	0.238	0.229
	[0.124]	[0.124]	[0.202]	[0.201]	[0.165]	[0.165]	[0.140]	[0.139]		[0.153]	[0.140]	[0.139]	[0.153]	[0.153]
Voted in 2008 General Election (1=Yes, 0=No)	-0.133	-0.129	-0.243	-0.226	-0.116	-0.115	-0.133	-0.128	-0.0135	-0.0178	0.109	0.109		-0.0869
	[0.120]	[0.120]	[0.225]	[0.224]	[0.151]	[0.151]	[0.135]	[0.135]	[0.150]	[0.150]	[0.130]	[0.129]		[0.184]
Voted in 2010 General Election (1=Yes, 0=No)	0.0310	0.0303	0.244	0.238	-0.00586	-0.00694	0.0264	0.0257	-0.0499		-0.115		-0.0497	-0.0504
	[0.117]	[0.117]	[0.190]	[0.190]	[0.154]	[0.154]	[0.132]	[0.132]	[0.118]		[0.133]		[0.168]	[0.168]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0101	-0.0117	0.0337	0.0188	0.0325	0.0350	-0.00671	-0.00807	-0.141	-0.142	-0.0592	-0.0574		0.199
	[0.105]	[0.105]	[0.182]	[0.181]	[0.139]	[0.139]	[0.140]	[0.140]	[0.140]	[0.140]	[0.119]	[0.119]		[0.147]
Voted in 2014 General Election (1=Yes, 0=No)	0.225**	0.228**	-0.0758	-0.0577	0.296**	0.297**	0.225*	0.229*	0.516***	0.518***	0.288**	0.287**	0.0957	0.104
	[0.104]	[0.104]	[0.193]	[0.192]	[0.131]	[0.131]	[0.117]	[0.117]	[0.136]	[0.136]	[0.138]	[0.138]	[0.136]	[0.136]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.358*	0.357*	0.678	0.670	0.377*	0.373*	0.361*	0.360*		0.0546	-0.227	-0.227	0.159	0.160
	[0.188]	[0.188]	[0.858]	[0.840]	[0.216]	[0.216]	[0.211]	[0.211]		[0.145]	[0.296]	[0.295]	[0.156]	[0.156]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0981	-0.0947	0.0479	0.0506	-0.183	-0.178	-0.0985	-0.0950	-0.000902	0.00412	-0.0572	-0.0639	-0.0399	
	[0.118]	[0.118]	[0.180]	[0.179]	[0.161]	[0.161]	[0.133]	[0.132]	[0.153]	[0.153]	[0.174]	[0.174]	[0.182]	
Voted in 2008 Primary Election (1=Yes, 0=No)	0.186	0.182	-0.161	-0.166	0.229	0.226	0.194	0.191	0.305**	0.303**	-0.0712	-0.0712	0.0459	0.0501
	[0.126]	[0.126]	[0.437]	[0.435]	[0.147]	[0.148]	[0.144]	[0.143]	[0.143]	[0.143]	[0.148]	[0.147]	[0.171]	[0.170]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.169	0.167	0.161	0.159	0.138	0.138	0.174	0.172		-0.114	0.223	0.223	0.294*	0.292*
	[0.118]	[0.118]	[0.188]	[0.188]	[0.156]	[0.156]	[0.133]	[0.133]		[0.138]	[0.199]	[0.199]	[0.155]	[0.155]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.126	0.120	0.0709	0.0652	0.207	0.201	0.124	0.118	0.593		0.144	0.142	-0.171	-0.174
	[0.125]	[0.125]	[0.168]	[0.167]	[0.185]	[0.185]	[0.141]	[0.140]	[0.907]		[0.144]	[0.144]	[0.154]	[0.153]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.134	0.136	0.135	0.139	0.168	0.169	0.130	0.132	-0.0906	-0.0855	-0.129		0.257*	0.256*
	[0.115]	[0.114]	[0.173]	[0.173]	[0.157]	[0.157]	[0.129]	[0.129]	[1.380]	[1.379]	[0.149]		[0.155]	[0.154]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0911	0.0920	-0.0188	-0.0198	0.131	0.134	0.0860	0.0870	0.202	0.203	0.280**	0.280**		
	[0.123]	[0.122]	[0.175]	[0.174]	[0.176]	[0.175]	[0.139]	[0.138]	[0.140]	[0.140]	[0.125]	[0.125]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.201	-0.205	-0.652	-0.646			-0.203	-0.208	0.0274	0.0262	0.0920	0.0987	0.201	0.198
	[0.259]	[0.258]	[0.879]	[0.861]			[0.291]	[0.290]	[0.235]	[0.237]	[0.580]	[0.580]	[0.627]	[0.636]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.128	0.129	0.365	0.369	0.00730	0.0138	0.112	0.111	0.0208	0.0260	0.0127	0.0153	-0.281	-0.270
	[0.174]	[0.173]	[0.475]	[0.472]	[0.233]	[0.233]	[0.211]	[0.210]	[0.152]	[0.151]	[0.187]	[0.187]	[0.200]	[0.200]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.215	0.211	0.224	0.622	0.190	0.187			0.222	0.218	0.332	0.329		
	[0.146]	[0.146]	[0.200]	[0.923]	[0.221]	[0.220]			[0.142]	[0.142]	[0.854]	[0.838]		
State: Louisiana		0.111		0.227	0.0330	0.0676								
		[0.148]		[0.208]	[0.217]	[0.192]								
Date of Survey: Nov 20, 2015			0.00763							0.000729				
			[0.104]							[0.101]				
Date of Survey: Nov 21, 2015					0.0471		-0.0351			0.00476				
					[0.142]		[0.155]			[0.101]				
Constant	4.190***	4.076***	4.009***	4.186***	3.895***	3.895***	4.071***	4.072***	4.170***	4.175***	4.366***	4.360***	4.272***	4.259***
	[0.131]	[0.0920]	[0.122]	[0.143]	[0.117]	[0.117]	[0.121]	[0.121]	[0.127]	[0.146]	[0.119]	[0.120]	[0.176]	[0.177]
Observations	1,557	1,557	676	676	881	881	619	619	358	358	325	325	255	255
R-squared	0.152	0.15	0.23	0.23	0.15	0.15	0.13	0.13	0.15	0.15	0.15	0.15	0.15	0.15
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	4.426	4.425	4.560	4.560	4.323	4.323	4.271	4.270	4.539	4.539	4.524	4.521	4.514	4.513

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

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Table A25: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 4 (Relevant)

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=Voting)	0.132***	0.133***	0.158**	0.158**	0.115*	0.116*	0.143*	0.144*	0.125	0.124	0.199*	0.200*	0.0342	0.0352
	[0.0493]	[0.0492]	[0.0735]	[0.0734]	[0.0686]	[0.0686]	[0.0816]	[0.0814]	[0.0990]	[0.0990]	[0.107]	[0.106]	[0.116]	[0.116]
SSI Subsample (1=SSI, 0=YouGov)	-0.194***	-0.194***					-0.139	-0.142	-0.0628	-0.0644	-0.412***	-0.405***	-0.194	-0.191
	[0.0622]	[0.0620]					[0.104]	[0.104]	[0.127]	[0.127]	[0.128]	[0.127]	[0.150]	[0.150]
State: Louisiana	0.0784			0.108										
	[0.155]			[0.227]										
State: Mississippi	0.159	0.199	0.532***	0.483**	-0.0904	-0.179								
	[0.134]	[0.151]	[0.196]	[0.230]	[0.191]									
State: Texas (Houston only)	0.276	0.268	0.201	0.186	0.464	0.461								
	[0.192]	[0.191]	[0.265]	[0.250]	[0.314]	[0.313]								
Date of Survey: Nov 02, 2015	0.110	0.0417	0.0614	0.152	0.0376	0.0970	0.119	0.116					0.231*	0.230*
	[0.134]	[0.193]	[0.123]	[0.185]	[0.210]	[0.0820]	[0.0818]						[0.118]	[0.118]
Gender: Male	0.162*	0.160*	0.326**	0.319**	0.0616	0.0613	0.169*	0.166*	0.0459	0.0477	0.0144	0.0176	-0.0804	-0.0746
	[0.0898]	[0.0896]	[0.135]	[0.134]	[0.126]	[0.126]	[0.0949]	[0.0947]	[0.111]	[0.111]	[0.124]	[0.124]	[0.120]	[0.119]
Gender: Unknown	0.181	0.190			0.269						0.253	0.262		
	[0.399]	[0.400]			[0.430]						[0.393]	[0.393]		
Race: Black	-0.00717	-0.00497	0.211	0.208	-0.112	-0.110	-0.00816	-0.00578	0.201	0.200	0.431***	0.427***	-0.0273	-0.0258
	[0.170]	[0.169]	[0.273]	[0.269]	[0.222]	[0.222]	[0.178]	[0.177]	[0.147]	[0.146]	[0.127]	[0.127]	[0.156]	[0.155]
Race: Hispanic	-1.370**	-1.389**	-3.126***	-3.127***	0.464	0.458	-1.363*	-1.382*	-0.461	-0.469	-0.824	-0.823	-0.517**	-0.500**
	[0.680]	[0.669]	[0.910]	[0.890]	[1.016]	[1.006]	[0.715]	[0.704]	[0.536]	[0.536]	[0.544]	[0.553]	[0.215]	[0.215]
Race: Other	-0.311*	-0.318*	-0.0976	-0.107	-0.547*	-0.552*	-0.309	-0.316			0.212	0.278	0.287	0.144	0.161
	[0.188]	[0.186]	[0.247]	[0.245]	[0.286]	[0.284]	[0.198]	[0.196]			[0.357]	[0.281]	[0.280]	[0.215]	[0.214]
Days Before Election Day	0.0109		-0.0200											
	[0.108]		[0.155]											
Voted in 2004 General Election (1=Yes, 0=No)	0.386***	0.382***	0.417*	0.400*	0.329**	0.328**	0.379***	0.375***	-0.0512	-0.0526	0.0993	0.0977	0.0510	
	[0.120]	[0.119]	[0.240]	[0.239]	[0.144]	[0.144]	[0.126]	[0.126]	[0.161]	[0.161]	[0.141]	[0.141]	[0.169]	
Voted in 2006 General Election (1=Yes, 0=No)	-0.397***	-0.392***	-0.337	-0.336	-0.436***	-0.432***	-0.392***	-0.388***	-0.104	-0.108	0.143	0.139	0.0326	0.0245
	[0.129]	[0.129]	[0.221]	[0.220]	[0.165]	[0.165]	[0.136]	[0.135]	[0.158]	[0.158]	[0.165]	[0.164]	[0.172]	[0.171]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0899	-0.0863	-0.0683	-0.0457	-0.0980	-0.0992	-0.0921	-0.0882	0.0614		0.0452	0.0452		-0.128
	[0.124]	[0.124]	[0.246]	[0.245]	[0.151]	[0.151]	[0.131]	[0.131]	[0.156]		[0.153]	[0.152]		[0.205]
Voted in 2010 General Election (1=Yes, 0=No)	-0.000660	-0.00320	0.0442	0.0364	0.0361	0.0342	-0.000167	-0.00272		-0.0306	-0.154		0.00534	0.00447
	[0.122]	[0.122]	[0.208]	[0.206]	[0.154]	[0.154]	[0.128]	[0.128]		[0.157]	[0.157]		[0.187]	[0.187]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0694	-0.0709	-0.0201	-0.0345	-0.0921	-0.0909	-0.0726	-0.0739	-0.0420	-0.0430	-0.0326	-0.0326	0.290*	0.282*
	[0.109]	[0.109]	[0.199]	[0.198]	[0.139]	[0.139]	[0.115]	[0.115]	[0.147]	[0.147]	[0.140]	[0.140]	[0.165]	[0.164]
Voted in 2014 General Election (1=Yes, 0=No)	0.250**	0.256**	0.126	0.144	0.255*	0.259**	0.253**	0.259**	0.438***	0.440***	0.247	0.246	-0.0645	-0.0558
	[0.108]	[0.108]	[0.212]	[0.210]	[0.131]	[0.131]	[0.114]	[0.113]	[0.142]	[0.142]	[0.162]	[0.162]	[0.153]	[0.152]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0746	0.0730	-0.318	-0.329	0.120	0.119	0.0748	0.0733	0.219	0.220	-0.0600	-0.0571	0.137	0.139
	[0.195]	[0.195]	[0.939]	[0.920]	[0.217]	[0.216]	[0.205]	[0.204]	[0.150]	[0.150]	[0.348]	[0.347]	[0.175]	[0.174]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0533	-0.0509	0.0930	0.0973	-0.142	-0.140	-0.0576	-0.0550	0.0156	0.0207	-0.269	-0.276	-0.0483	-0.0536
	[0.122]	[0.122]	[0.197]	[0.196]	[0.162]	[0.162]	[0.129]	[0.128]	[0.160]	[0.160]	[0.205]	[0.205]	[0.203]	[0.202]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.200	0.196	0.579	0.553	0.218	0.215	0.186	0.182	0.295**	0.293**	0.196	0.190	0.181	0.187
	[0.130]	[0.130]	[0.478]	[0.476]	[0.148]	[0.148]	[0.139]	[0.139]	[0.148]	[0.148]	[0.174]	[0.174]	[0.191]	[0.190]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.253**	0.251**	0.264	0.255	0.200	0.203	0.249*	0.247*	-0.0521	-0.0498	0.184	0.186	0.221	0.221
	[0.123]	[0.122]	[0.206]	[0.205]	[0.156]	[0.156]	[0.129]	[0.129]	[0.145]	[0.145]	[0.234]	[0.235]	[0.173]	[0.173]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.114	0.111	-0.0717	-0.0719	0.270	0.265	0.115	0.112	0.850	0.843	0.145	0.144	-0.00978	-0.0179
	[0.130]	[0.130]	[0.184]	[0.183]	[0.185]	[0.185]	[0.137]	[0.136]	[0.922]	[0.939]	[0.170]	[0.170]	[0.172]	[0.171]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0679	0.0688	0.118	0.125	0.102	0.0995	0.0735	0.0741	-0.0475	-0.0325	0.0304		0.242	0.246
	[0.119]	[0.119]	[0.190]	[0.189]	[0.158]	[0.158]	[0.125]	[0.125]	[1.429]	[1.427]	[0.176]		[0.173]	[0.172]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.124	0.125	0.0479	0.0484	0.0840	0.0863	0.121	0.122	0.170	0.168	0.0857	0.0871		
	[0.128]	[0.127]	[0.191]	[0.190]	[0.176]	[0.176]	[0.135]	[0.134]	[0.146]	[0.146]	[0.147]	[0.147]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0466	0.0435	0.392	0.401			0.0513	0.0477	0.135	0.127	-0.342	-0.349	0.452	
	[0.268]	[0.267]	[0.962]	[0.943]			[0.282]	[0.281]	[0.243]	[0.245]	[0.684]	[0.683]	[0.701]	
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0274	0.0314	-0.385	-0.362		-0.125	0.0794	0.0799	-0.0642	-0.0597	-0.226	-0.220	-0.328	-0.323
	[0.180]	[0.180]	[0.519]	[0.517]		[0.233]	[0.205]	[0.204]	[0.157]	[0.157]	[0.221]	[0.220]	[0.224]	[0.223]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.142	0.133	0.387*	0.516		-0.0924			0.146	0.144	0.143	0.136		
	[1.028]	[0.151]	[0.219]	[1.011]		[0.221]			[0.147]	[0.147]	[1.006]	[0.987]		
Date of Survey: Nov 03, 2015		-0.0765	-0.116		-0.0772	-0.0154					-0.0958	-0.0891		
		[0.154]	[0.228]		[0.194]	[0.218]					[0.108]	[0.107]		
Date of Survey: Nov 20, 2015		0.0151			-0.0133	0.0647			0.00567	0.00977				
		[0.108]			[0.155]	[0.156]			[0.105]	[0.105]				
Date of Survey: Nov 21, 2015					-0.0656									
					[0.157]									
Constant	3.947***	4.024***	3.927***	3.817***	3.922***	3.860***	3.907***	3.910***	3.968***	3.969***	4.307***	4.300***	4.174***	4.164***
	[0.0954]	[0.136]	[0.193]	[0.134]	[0.160]	[0.190]	[0.117]	[0.117]	[0.151]	[0.151]	[0.140]	[0.141]	[0.197]	[0.198]
Observations	1,554	1,554	675	675	879	879	619	619	356	356	325	325	254	254
R-squared	0.142	0.14	0.22	0.22	0.15	0.15	0.14	0.14	0.14	0.14	0.14	0.14	0.13	0.13
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	4.298	4.298	4.392	4.392	4.227	4.227	4.181	4.180	4.402	4.402	4.342	4.339	4.384	4.384

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

Table A26: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 5 (Easy)

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=Voting)	-0.0156	-0.0151	-0.0434	-0.0440	0.0134	0.0141	0.0800	0.0805	0.0394	0.0387	-0.0382	-0.0372	-0.311***	-0.310***
	[0.0483]	[0.0484]	[0.0677]	[0.0678]	[0.0707]	[0.0706]	[0.0762]	[0.0762]	[0.105]	[0.105]	[0.109]	[0.109]	[0.109]	[0.110]
SSI Subsample (1=SSI, 0=YouGov)	-0.254***	-0.254***					-0.257***	-0.259***	-0.340**	-0.339**	-0.183	-0.180	-0.179	-0.180
	[0.0609]	[0.0609]					[0.0971]	[0.0969]	[0.134]	[0.134]	[0.130]	[0.130]	[0.141]	[0.141]
State: Mississippi	0.0584	0.0584	-0.196	0.0580	-0.0351	-0.0359								
	[0.149]	[0.132]	[0.180]	[0.191]	[0.237]	[0.237]								
State: Texas (Houston only)	-0.161	-0.173	-0.101	-0.276	-0.407	-0.0662								
	[0.188]	[0.188]	[0.244]	[0.231]	[0.340]	[0.325]								
Date of Survey: Nov 02, 2015	0.178	0.233	0.181	0.239**	0.213	0.176*	0.172**	0.171**			-0.0784	-0.0833	0.303***	0.302***
	[0.129]	[0.147]	[0.178]	[0.114]	[0.191]	[0.106]	[0.0765]	[0.0765]			[0.110]	[0.110]	[0.111]	[0.111]
Date of Survey: Nov 03, 2015	0.0508	0.0571	-0.0866		0.0380									
	[0.152]	[0.152]	[0.210]		[0.199]									
Gender: Male	0.104	0.104	0.185	0.183	0.0584	0.0568	0.107	0.106	0.130	0.131	0.0862	0.0893	-0.0449	-0.0470
	[0.0880]	[0.0880]	[0.124]	[0.124]	[0.130]	[0.130]	[0.0886]	[0.0885]	[0.117]	[0.117]	[0.127]	[0.127]	[0.112]	[0.113]
Gender: Unknown	-0.157	-0.147			-0.143	-0.134					-0.180	-0.172		
	[0.391]	[0.392]			[0.442]	[0.444]					[0.400]	[0.401]		
Race: Black	0.264	0.261	0.262	0.250	0.288	0.289	0.253	0.249	0.152	0.161	0.385***	0.381***	-0.0347	-0.0363
	[0.166]	[0.166]	[0.249]	[0.229]	[0.166]	[0.166]	[0.155]	[0.155]	[0.130]	[0.130]	[0.148]	[0.148]
Race: Hispanic	-0.886	-0.904	-2.423***	-2.429***	0.703	0.701	-0.931	-0.949	-0.169	-0.159	-2.031***	-2.033***	-0.261	-0.260
	[0.666]	[0.657]	[0.823]	[0.837]	[1.044]	[1.034]	[0.667]	[0.657]	[0.567]	[0.567]	[0.554]	[0.565]	[0.201]	[0.202]
Race: Other	-0.0942	-0.0989	-0.149	-0.158	-0.0120	-0.0113	-0.116	-0.121	0.276	0.244	0.233	-0.394*	-0.406**	
	[0.184]	[0.183]	[0.227]	[0.226]	[0.294]	[0.292]	[0.184]	[0.183]		[0.378]	[0.286]	[0.286]	[0.202]	[0.202]
Days Before Election Day	0.0495		-0.0248											
	[0.106]		[0.143]											
Voted in 2004 General Election (1=Yes, 0=No)	0.228*	0.225*	0.450**	0.439**	0.128	0.126	0.219*	0.216*	-0.0168	-0.0164	0.212	0.210	-0.0867	
	[0.117]	[0.117]	[0.221]	[0.220]	[0.148]	[0.148]	[0.118]	[0.118]	[0.170]	[0.170]	[0.144]	[0.144]	[0.159]	
Voted in 2006 General Election (1=Yes, 0=No)	-0.195	-0.187	-0.177	-0.160	-0.213	-0.210	-0.191	-0.183	0.158	0.159	0.168	0.164	-0.111	-0.112
	[0.126]	[0.126]	[0.203]	[0.203]	[0.170]	[0.170]	[0.127]	[0.126]	[0.167]	[0.167]	[0.167]	[0.168]	[0.161]	[0.162]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0202	-0.0199	-0.107	-0.103	-0.00256	-0.00373	-0.0197	-0.0193	0.0168		0.0764	0.0797	-0.0355	-0.0389
	[0.122]	[0.122]	[0.227]	[0.227]	[0.155]	[0.155]	[0.122]	[0.122]	[0.165]		[0.156]	[0.156]	[0.193]	[0.193]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0831	-0.0867	-0.0409	-0.0513	-0.0756	-0.0780	-0.0958	-0.0996		0.120	-0.111	-0.116	0.338*	0.342*
	[0.119]	[0.119]	[0.191]	[0.191]	[0.159]	[0.159]	[0.120]	[0.120]		[0.166]	[0.160]	[0.160]	[0.176]	[0.177]
Voted in 2012 General Election (1=Yes, 0=No)	0.128	0.127	0.199	0.195	0.140	0.141	0.135	0.134	-0.0724	-0.0695	-0.0908	-0.0899	0.0952	0.106
	[0.107]	[0.107]	[0.183]	[0.183]	[0.143]	[0.143]	[0.107]	[0.107]	[0.155]	[0.155]	[0.143]	[0.143]	[0.155]	[0.155]
Voted in 2014 General Election (1=Yes, 0=No)	0.0656	0.0683	-0.122	-0.116	0.119	0.121	0.0686	0.0712	0.312**	0.311**		0.234	0.463***	0.464***
	[0.106]	[0.106]	[0.195]	[0.194]	[0.135]	[0.135]	[0.106]	[0.106]	[0.150]	[0.151]		[0.166]	[0.143]	[0.144]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.164	0.165	0.477	0.474	0.124	0.122	0.173	0.173	0.217	0.217	-0.417	-0.417	0.129	0.130
	[0.191]	[0.191]	[0.864]	[0.850]	[0.223]	[0.223]	[0.192]	[0.192]	[0.169]	[0.169]	[0.355]	[0.355]	[0.164]	[0.164]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0295	-0.0309	-0.0553	-0.0654	-0.0295	-0.0246	-0.0333	-0.0345	-0.0772	-0.0788	-0.116	-0.114	0.0871	0.0887
	[0.120]	[0.120]	[0.181]	[0.181]	[0.167]	[0.167]	[0.120]	[0.120]	[0.169]	[0.169]	[0.208]	[0.209]	[0.191]	[0.190]
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.0573	-0.0580	-0.0266	-0.0388	-0.0617	-0.0617	-0.0426	-0.0422	0.00843	0.0107	0.133	0.133	0.134	0.130
	[0.128]	[0.128]	[0.440]	[0.440]	[0.152]	[0.152]	[0.130]	[0.130]	[0.157]	[0.157]	[0.177]	[0.177]	[0.180]	[0.181]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.166	0.162	0.176	0.177	0.148	0.145	0.178	0.175	-0.141	-0.139	0.223	0.225	0.00768	0.00204
	[0.120]	[0.120]	[0.190]	[0.190]	[0.161]	[0.161]	[0.121]	[0.121]	[0.153]	[0.153]	[0.238]	[0.240]	[0.164]	[0.164]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.178	0.175	-0.00579	-0.00902	0.385**	0.385**	0.174	0.171	-0.563	-0.560	0.356**	0.359**	0.0662	0.0650
	[0.127]	[0.127]	[0.169]	[0.169]	[0.190]	[0.191]	[0.127]	[0.127]	[0.975]	[0.994]	[0.173]	[0.174]	[0.164]	[0.164]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0835	0.0848	0.0743	0.0756	0.123	0.124	0.0748	0.0757	1.017	1.003		-0.448**	0.0371	0.0414
	[0.116]	[0.116]	[0.175]	[0.175]	[0.162]	[0.162]	[0.117]	[0.117]	[1.511]	[1.510]		[0.179]	[0.163]	[0.163]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0340	0.0351	0.0624	0.0638	-0.0528	-0.0533	0.0169	0.0181	0.253	0.255*	0.135	0.135		
	[0.125]	[0.125]	[0.176]	[0.176]	[0.181]	[0.181]	[0.126]	[0.125]	[0.154]	[0.154]	[0.150]	[0.150]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.361	-0.360	-0.701	-0.693			-0.365	-0.364	-0.0404	-0.0465	-0.205	-0.199	-1.765***	-1.754***
	[0.263]	[0.263]	[0.885]	[0.871]			[0.263]	[0.263]	[0.257]	[0.260]	[0.696]	[0.698]	[0.658]	[0.670]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.283	0.278	0.241	0.247	0.154	0.157	0.269	0.261	0.0199	0.0210	-0.135	-0.124	-0.342	-0.344
	[0.177]	[0.177]	[0.478]	[0.477]	[0.240]	[0.240]	[0.191]	[0.191]	[0.166]	[0.166]	[0.225]	[0.225]	[0.211]	[0.211]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-1.296	-1.301	-0.0198	-1.235	0.0400	0.0385			0.0149	0.0145	-1.296	-1.301		
	[1.007]	[0.990]	[0.201]	[0.934]	[0.228]	[0.227]			[0.155]	[0.155]	[1.024]	[1.008]		
Date of Survey: Nov 20, 2015		0.0515		-0.0227							0.0581	0.0600		
		[0.106]		[0.143]							[0.111]	[0.111]		
State: Louisiana					0.0764		-0.0413							
					[0.210]		[0.199]							
Date of Survey: Nov 21, 2015							-0.105							
							[0.161]							
Constant	4.177***	4.174***	4.310***	4.234***	3.911***	3.950***	4.188***	4.192***	4.183***	4.180***	4.264***	4.266***	4.085***	4.081***
	[0.133]	[0.133]	[0.178]	[0.124]	[0.165]	[0.121]	[0.109]	[0.109]	[0.159]	[0.160]	[0.150]	[0.151]	[0.185]	[0.186]
Observations	1,550	1,550	675	675	875	875	617	617	356	356	324	324	253	253
R-squared	0.139	0.14	0.24	0.23	0.11	0.11	0.10	0.10	0.11	0.11	0.15	0.15	0.29	0.29
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	4.404	4.403	4.537	4.537	4.302	4.302	4.358	4.357	4.432	4.430	4.378	4.378	4.523	4.523

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

Table A27: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 6 (Convenient)

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=Voting)	0.0344	0.0349	-0.0516	-0.0521	0.0947	0.0950	0.0719	0.0729	0.110	0.109	0.139	0.139	-0.311**	-0.310**
	[0.0505]	[0.0505]	[0.0762]	[0.0763]	[0.0708]	[0.0707]	[0.0834]	[0.0834]	[0.107]	[0.106]	[0.102]	[0.102]	[0.122]	[0.122]
SSI Subsample (1=SSI, 0=YouGov)	-0.107*	-0.107*					-0.125	-0.123	-0.164	-0.166	-0.0689	-0.0625	0.00512	-0.000642
	[0.0637]	[0.0637]					[0.106]	[0.106]	[0.137]	[0.136]	[0.122]	[0.122]	[0.157]	[0.157]
State: Mississippi	0.0607	-0.157	-0.185	0.161	-0.139	-0.139								
	[0.155]	[0.137]	[0.203]	[0.215]	[0.197]	[0.197]								
State: Texas (Houston only)	-0.189	-0.196	-0.0579	-0.128	-0.214	-0.0472								
	[0.206]	[0.206]	[0.275]	[0.259]	[0.341]	[0.326]								
Date of Survey: Nov 02, 2015	0.0225	0.0724	0.111	0.253**	0.0584	0.0631	0.136	0.134					0.247**	0.246**
	[0.154]	[0.134]	[0.200]	[0.128]	[0.191]	[0.191]	[0.0837]	[0.0836]					[0.124]	[0.124]
Date of Survey: Nov 03, 2015	-0.115	-0.110	-0.294		-0.00343	0.00286					0.0823	0.0860		
	[0.159]	[0.158]	[0.236]		[0.199]	[0.199]					[0.103]	[0.103]		
Date of Survey: Nov 20, 2015	-0.0506			-0.139					-0.0409	-0.0368				
	[0.111]			[0.161]					[0.113]	[0.113]				
Gender: Male	0.154*	0.151	0.394***	0.391***	0.0251	0.0215	0.153	0.150	-0.0727	-0.0733	0.217*	0.220*	-0.0586	-0.0651
	[0.0921]	[0.0920]	[0.140]	[0.140]	[0.130]	[0.130]	[0.0969]	[0.0968]	[0.119]	[0.119]	[0.118]	[0.118]	[0.125]	[0.125]
Gender: Unknown	-0.151				-0.104	-0.108					-0.130	-0.135		
	[0.409]				[0.443]	[0.444]					[0.374]	[0.375]		
Race: Black	0.101	0.105	0.500*	0.498*	-0.0653	-0.0620	0.0962	0.101	0.151	0.151	0.265**	0.263**	0.218	0.215
	[0.174]	[0.173]	[0.283]	[0.280]	[0.229]	[0.229]	[0.182]	[0.181]	[0.158]	[0.157]	[0.121]	[0.121]	[0.164]	[0.165]
Race: Hispanic	-0.790	-0.809	-2.127**	-2.128**	0.416	0.406	-0.812	-0.830	0.0170	0.0202	-0.625	-0.624	-0.513**	-0.508**
	[0.697]	[0.687]	[0.943]	[0.926]	[1.047]	[1.036]	[0.730]	[0.719]	[0.577]	[0.576]	[0.519]	[0.528]	[0.224]	[0.225]
Race: Other	0.00923	0.00279	-0.0449	-0.0550	0.114	0.112	-0.000450	-0.00694		-0.137	0.662**	0.658**	-0.231	-0.238
	[0.192]	[0.191]	[0.256]	[0.254]	[0.294]	[0.293]	[0.202]	[0.200]		[0.384]	[0.268]	[0.267]	[0.225]	[0.225]
Voted in 2004 General Election (1=Yes, 0=No)	0.272**	0.269**	0.244	0.229	0.253*	0.254*	0.270**	0.267**	-0.0626	-0.0629	0.282**	0.278**	-0.0462	
	[0.123]	[0.123]	[0.249]	[0.248]	[0.148]	[0.148]	[0.129]	[0.129]	[0.173]	[0.173]	[0.135]	[0.135]	[0.177]	
Voted in 2006 General Election (1=Yes, 0=No)	-0.232*	-0.225*	-0.0611	-0.0437	-0.302*	-0.301*	-0.231*	-0.224	0.153	0.156	0.169	0.164	-0.0504	-0.0554
	[0.132]	[0.132]	[0.229]	[0.229]	[0.170]	[0.170]	[0.138]	[0.138]	[0.170]	[0.170]	[0.157]	[0.157]	[0.180]	[0.180]
Voted in 2008 General Election (1=Yes, 0=No)	-0.152	-0.153	-0.213	-0.217	-0.142	-0.143	-0.151	-0.152	-0.0218		-0.00120	0.00275	-0.00725	-0.0116
	[0.128]	[0.128]	[0.255]	[0.255]	[0.156]	[0.155]	[0.134]	[0.133]	[0.168]		[0.146]	[0.145]	[0.215]	[0.215]
Voted in 2010 General Election (1=Yes, 0=No)	0.0253	0.0218	0.163	0.157	0.0446	0.0419	0.0197	0.0162		0.106	-0.114		0.378*	0.385*
	[0.125]	[0.125]	[0.215]	[0.214]	[0.159]	[0.159]	[0.131]	[0.131]		[0.169]	[0.150]		[0.196]	[0.197]
Voted in 2012 General Election (1=Yes, 0=No)	0.0322	0.0360	0.265	0.274	-0.00483	-0.00346	0.0363	0.0402	-0.0721	-0.0674	0.0222	0.0220	-0.0858	-0.0779
	[0.112]	[0.112]	[0.206]	[0.206]	[0.143]	[0.143]	[0.117]	[0.117]	[0.158]	[0.158]	[0.134]	[0.134]	[0.172]	[0.172]
Voted in 2014 General Election (1=Yes, 0=No)	0.00409	0.00523	-0.353	-0.348	0.0959	0.0962	0.00464	0.00581	0.419***	0.419***	0.151	0.151	0.440***	0.436***
	[0.111]	[0.111]	[0.219]	[0.219]	[0.135]	[0.135]	[0.116]	[0.116]	[0.153]	[0.153]	[0.155]	[0.155]	[0.160]	[0.160]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.144	0.141	1.101	1.113	0.135	0.127	0.148	0.144	0.0477	0.0453	-0.523	-0.514	-0.0964	-0.0935
	[0.200]	[0.200]	[0.973]	[0.956]	[0.224]	[0.223]	[0.210]	[0.209]	[0.161]	[0.161]	[0.332]	[0.331]	[0.183]	[0.183]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0829	-0.0840	0.0846	0.0733	-0.189	-0.185	-0.0833	-0.0844	0.0589	0.0587	-0.170	-0.178	-0.0402	-0.0371
	[0.126]	[0.125]	[0.204]	[0.204]	[0.167]	[0.167]	[0.131]	[0.131]	[0.172]	[0.172]	[0.195]	[0.196]	[0.212]	[0.212]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0188	0.0160	-0.0495	-0.0861	0.0342	0.0303	0.0294	0.0265	-0.0938	-0.0894	0.0820	0.0759	0.143	0.142
	[0.134]	[0.134]	[0.496]	[0.495]	[0.153]	[0.153]	[0.142]	[0.142]	[0.159]	[0.159]	[0.166]	[0.166]	[0.201]	[0.201]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0906	0.0917	-0.163	-0.160	0.170	0.171	0.0969	0.0981	0.0218	0.0219	0.105	0.104	-0.0921	-0.0920
	[0.126]	[0.126]	[0.214]	[0.214]	[0.161]	[0.161]	[0.132]	[0.132]	[0.156]	[0.156]	[0.223]	[0.224]	[0.182]	[0.182]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.162	0.158	0.111	0.108	0.230	0.227	0.160	0.156	-0.737	-0.739	0.289*	0.288*	-0.0981	-0.0989
	[0.133]	[0.133]	[0.191]	[0.190]	[0.191]	[0.191]	[0.139]	[0.139]	[0.992]	[1.010]	[0.162]	[0.162]	[0.183]	[0.183]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.153	0.149	0.200	0.190	0.139	0.140	0.148	0.144	-1.043	-1.049	-0.197		0.369**	0.366**
	[0.122]	[0.122]	[0.197]	[0.197]	[0.163]	[0.163]	[0.128]	[0.128]	[1.537]	[1.535]	[0.167]		[0.181]	[0.181]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.208	0.211	0.0972	0.0993	0.235	0.238	0.202	0.205	0.215	0.217	0.177	0.178		
	[0.131]	[0.130]	[0.198]	[0.198]	[0.182]	[0.181]	[0.137]	[0.137]	[0.157]	[0.157]	[0.141]	[0.140]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.160	-0.155	-1.164	-1.171			-0.163	-0.158	-0.166	-0.172	-0.524	-0.504	-1.126	-1.124
	[0.275]	[0.275]	[0.997]	[0.980]			[0.288]	[0.287]	[0.262]	[0.264]	[0.652]	[0.653]	[0.733]	[0.746]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.238	0.233	0.334	0.368	0.128		0.216	0.212	0.0756	0.0760	-0.138	-0.129	-0.204	-0.212
	[0.185]	[0.185]	[0.538]	[0.537]	[0.241]		[0.209]	[0.209]	[0.169]	[0.169]	[0.210]	[0.210]	[0.235]	[0.235]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.197	-1.332	0.137	-1.137	0.193	0.190			0.192	0.190	-1.361	-1.372		
	[0.155]	[1.035]	[0.227]	[1.051]	[0.228]	[0.228]			[0.158]	[0.158]	[0.960]	[0.942]		
Days Before Election Day		-0.0467	-0.147											
		[0.111]	[0.161]											
State: Louisiana				0.287										
				[0.236]										
Date of Survey: Nov 21, 2015					-0.0468	-0.0468								
					[0.161]	[0.161]								
Constant	4.111***	4.109***	4.214***	3.927***	3.915***	3.911***	3.991***	3.993***	4.091***	4.089***	3.901***	3.896***	3.925***	3.929***
	[0.139]	[0.139]	[0.200]	[0.139]	[0.165]	[0.165]	[0.119]	[0.120]	[0.162]	[0.163]	[0.134]	[0.135]	[0.206]	[0.207]
Observations	1,551	1,551	675	675	876	876	617	617	356	356	325	325	253	253
R-squared	0.118	0.12	0.18	0.18	0.12	0.12	0.08	0.08	0.12	0.12	0.13	0.12	0.22	0.22
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	4.267	4.266	4.364	4.364	4.193	4.193	4.168	4.167	4.347	4.346	4.273	4.273	4.396	4.396

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

Table A28: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 7 (Consistent)

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=Voting)	0.0848**	0.0850**	0.0758	0.0750	0.0981	0.0987	0.108	0.108	0.151*	0.150*	0.0686	0.0688	-0.0335	-0.0324
	[0.0422]	[0.0422]	[0.0580]	[0.0580]	[0.0620]	[0.0619]	[0.0670]	[0.0669]	[0.0879]	[0.0876]	[0.0964]	[0.0964]	[0.0991]	[0.0995]
SSI Subsample (1=SSI, 0=YouGov)	-0.262***	-0.262***					-0.203**	-0.204**	-0.206*	-0.210*	-0.307***	-0.301***	-0.418***	-0.417***
	[0.0532]	[0.0532]					[0.0854]	[0.0852]	[0.113]	[0.112]	[0.115]	[0.115]	[0.128]	[0.128]
State: Louisiana	-0.0434	-0.0432	0.0292	0.0304										
	[0.132]	[0.132]	[0.180]	[0.179]										
State: Mississippi	-0.0342	-0.0339	0.354**	0.351**	-0.215	-0.211								
	[0.115]	[0.115]	[0.164]	[0.164]	[0.172]	[0.172]								
State: Texas (Houston only)	-0.141	-0.188	0.0216	-0.0807	-0.0864	-0.192								
	[0.172]	[0.164]	[0.209]	[0.197]	[0.298]	[0.285]								
Date of Survey: Nov 02, 2015	0.0954	0.0918	0.166	0.162	0.105	0.104	0.0932	0.0893					0.0557	0.0535
	[0.114]	[0.114]	[0.157]	[0.157]	[0.167]	[0.167]	[0.0672]	[0.0671]					[0.101]	[0.101]
Gender: Male	0.0731	0.0746	0.279***	0.280***	-0.0421	-0.0413	0.0810	0.0823	0.139	0.141	0.132	0.136	0.127	0.126
	[0.0769]	[0.0768]	[0.107]	[0.106]	[0.114]	[0.114]	[0.0778]	[0.0776]	[0.0984]	[0.0982]	[0.112]	[0.112]	[0.102]	[0.102]
Gender: Unknown	-0.0771	-0.0791			-0.120	-0.122					-0.0708	-0.0740		
	[0.354]	[0.342]			[0.388]	[0.389]					[0.354]	[0.356]		
Race: Black	0.0660	0.0672	0.284	0.281	-0.0165	-0.0158	0.0635	0.0649	0.127	0.128	0.125	0.120	0.196	0.196
	[0.145]	[0.144]	[0.215]	[0.212]	[0.200]	[0.200]	[0.146]	[0.145]	[0.130]	[0.129]	[0.115]	[0.115]	[0.134]	[0.134]
Race: Hispanic	0.689	0.689	0.659	0.661	0.730	0.729	0.693	0.692	-0.218	-0.208	-0.949*	-0.951*	-0.369**	-0.363**
	[0.582]	[0.573]	[0.718]	[0.703]	[0.916]	[0.907]	[0.586]	[0.576]	[0.476]	[0.474]	[0.491]	[0.500]	[0.183]	[0.184]
Race: Other	0.0967	0.0944	0.00769	0.00430	0.215	0.216	0.0946	0.0926		-0.134	0.147	0.143	0.341*	0.345*
	[0.163]	[0.162]	[0.201]	[0.200]	[0.257]	[0.256]	[0.164]	[0.163]		[0.316]	[0.253]	[0.254]	[0.183]	[0.183]
Days Before Election Day	0.000464	0.000243	-0.0748	-0.0753										
	[0.0927]	[0.0926]	[0.122]	[0.122]										
Voted in 2004 General Election (1=Yes, 0=No)	0.0203	0.0183	0.0856	0.0866	-0.0220	-0.0248	0.0115	0.00976	-0.0875	-0.0825	0.264**	0.260**	0.0716	
	[0.103]	[0.102]	[0.190]	[0.188]	[0.130]	[0.130]	[0.104]	[0.103]	[0.143]	[0.142]	[0.128]	[0.128]	[0.144]	
Voted in 2006 General Election (1=Yes, 0=No)	-0.265**	-0.263**	-0.181	-0.180	-0.321**	-0.319**	-0.259**	-0.257**	-0.131	-0.133	0.0162	0.0129	-0.0942	-0.101
	[0.110]	[0.110]	[0.174]	[0.174]	[0.149]	[0.149]	[0.111]	[0.111]	[0.140]	[0.140]	[0.149]	[0.149]	[0.146]	[0.147]
Voted in 2008 General Election (1=Yes, 0=No)	0.0768	0.0768	-0.0716	-0.0768	0.0986	0.100	0.0744	0.0747	0.215		-0.0920	-0.0893	-0.0322	-0.0337
	[0.106]	[0.106]	[0.194]	[0.194]	[0.136]	[0.136]	[0.107]	[0.107]	[0.138]		[0.138]	[0.138]	[0.175]	[0.176]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0153	-0.0107	-0.0149	-0.00204	0.0214	0.0217	-0.0162	-0.0116		-0.0925	-0.0335		0.285*	0.293*
	[0.104]	[0.104]	[0.164]	[0.163]	[0.139]	[0.139]	[0.105]	[0.105]		[0.139]	[0.142]		[0.160]	[0.161]
Voted in 2012 General Election (1=Yes, 0=No)	0.0475	0.0462	0.0374	0.0356	0.0904	0.0899	0.0449	0.0436	-0.0509	-0.0535	-0.275**	-0.275**	0.137	0.142
	[0.0935]	[0.0933]	[0.157]	[0.156]	[0.125]	[0.125]	[0.0942]	[0.0940]	[0.130]	[0.130]	[0.127]	[0.127]	[0.140]	[0.141]
Voted in 2014 General Election (1=Yes, 0=No)	0.115	0.116	-0.0751	-0.0701	0.197*	0.198*	0.118	0.119	0.370***	0.370***	0.477***	0.479***	0.0437	0.0455
	[0.0924]	[0.0923]	[0.167]	[0.166]	[0.118]	[0.118]	[0.0930]	[0.0928]	[0.126]	[0.126]	[0.147]	[0.147]	[0.130]	[0.131]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0388	0.0429	0.736	0.738	0.0335	0.0361	0.0399	0.0441	0.208	0.205	-0.0521	-0.0515	0.118	0.121
	[0.167]	[0.167]	[0.741]	[0.726]	[0.196]	[0.196]	[0.168]	[0.168]	[0.133]	[0.133]	[0.315]	[0.314]	[0.149]	[0.149]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0648	-0.0665	-0.0128	-0.0156	-0.0917	-0.0909	-0.0698	-0.0715	-0.0259	-0.0246	0.167	0.165	-0.0786	-0.0811
	[0.105]	[0.105]	[0.155]	[0.155]	[0.146]	[0.146]	[0.105]	[0.105]	[0.142]	[0.142]	[0.185]	[0.185]	[0.173]	[0.173]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.198*	0.199*	1.150*	1.134*	0.186	0.188	0.184	0.185	0.195	0.194	0.0610	0.0545	0.186	0.188
	[0.112]	[0.112]	[0.631]	[0.628]	[0.134]	[0.134]	[0.114]	[0.114]	[0.132]	[0.131]	[0.157]	[0.157]	[0.164]	[0.164]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.155	0.150	0.242	0.228	0.0866	0.0858	0.152	0.147	-0.0740	-0.0730	0.0203	0.0226	-0.0963	-0.0918
	[0.105]	[0.105]	[0.163]	[0.162]	[0.141]	[0.141]	[0.106]	[0.106]	[0.128]	[0.128]	[0.211]	[0.212]	[0.148]	[0.149]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.138	0.134	-0.0580	-0.0585	0.306*	0.301*	0.139	0.135	0.679	0.676	0.0982	0.0970	0.199	0.199
	[0.111]	[0.111]	[0.145]	[0.144]	[0.167]	[0.167]	[0.112]	[0.112]	[0.818]	[0.832]	[0.153]	[0.154]	[0.149]	[0.149]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.147	0.147	0.303**	0.303**	0.0864	0.0842	0.152	0.152	-1.158	-1.169	-0.0940		0.263*	0.256*
	[0.102]	[0.102]	[0.150]	[0.149]	[0.142]	[0.142]	[0.103]	[0.102]	[1.268]	[1.264]	[0.159]		[0.148]	[0.148]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.00374	0.00478	0.0199	0.0199	-0.0442	-0.0428	-0.00206	-0.000945	0.121	0.125	0.182	0.183		
	[0.109]	[0.109]	[0.151]	[0.150]	[0.159]	[0.159]	[0.110]	[0.110]	[0.129]	[0.129]	[0.133]	[0.133]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.223	0.215	-0.528	-0.534			0.228	0.220	-0.0787	-0.0839	0.364	0.362	0.437	0.447
	[0.230]	[0.229]	[0.759]	[0.744]			[0.231]	[0.230]	[0.217]	[0.217]	[0.617]	[0.619]	[0.598]	[0.608]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0793	-0.0750	-0.957	-0.935	0.0863		-0.0246	-0.0216	0.0858	0.0842	-0.232	-0.232	-0.550***	-0.551***
	[0.154]	[0.154]	[0.651]	[0.648]	[0.211]		[0.168]	[0.168]	[0.139]	[0.139]	[0.199]	[0.199]	[0.192]	[0.192]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.229	0.232	0.238	0.186	0.174	0.170			0.186	0.183	0.240	0.242		
	[0.879]	[0.863]	[0.812]	[0.172]	[0.200]	[0.199]			[0.130]	[0.130]	[0.909]	[0.893]		
Date of Survey: Nov 03, 2015					-0.00190	-0.000154					0.110	0.116		
					[0.175]	[0.174]					[0.0972]	[0.0973]		
Date of Survey: Nov 21, 2015					-0.0741	-0.0751								
					[0.141]	[0.141]								
Date of Survey: Nov 20, 2015									0.00540	0.00530				
									[0.0934]	[0.0932]				
Constant	4.217***	4.218***	4.174***	4.177***	3.954***	3.953***	4.169***	4.171***	4.106***	4.109***	4.311***	4.306***	4.222***	4.219***
	[0.0816]	[0.0818]	[0.105]	[0.106]	[0.145]	[0.145]	[0.0958]	[0.0960]	[0.134]	[0.134]	[0.127]	[0.128]	[0.168]	[0.169]
Observations	1,550	1,550	674	674	876	876	616	616	356	356	325	325	253	253
R-squared	0.150	0.15	0.23	0.23	0.13	0.13	0.12	0.12	0.15	0.15	0.17	0.16	0.20	0.20
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	4.371	4.370	4.519	4.519	4.258	4.258	4.311	4.310	4.425	4.425	4.348	4.345	4.479	4.477

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

Table A29: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 8 (Clear)

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=Voting)	0.0972**	0.0974**	0.0400	0.0392	0.140**	0.140**	0.132*	0.132*	0.0503	0.0504	0.142	0.143	0.0272	0.0274
	[0.0437]	[0.0436]	[0.0552]	[0.0552]	[0.0667]	[0.0667]	[0.0756]	[0.0756]	[0.0814]	[0.0811]	[0.0946]	[0.0945]	[0.0981]	[0.0984]
SSI Subsample (1=SSI, 0=YouGov)	-0.309***	-0.308***					-0.311***	-0.310***	-0.226**	-0.230**	-0.249**	-0.244**	-0.502***	-0.497***
	[0.0552]	[0.0551]					[0.0965]	[0.0963]	[0.105]	[0.104]	[0.113]	[0.113]	[0.127]	[0.127]
State: Mississippi	-0.0712	-0.0724	0.0245	0.129	-0.163	-0.163								
	[0.119]	[0.119]	[0.147]	[0.156]	[0.185]	[0.185]								
State: Texas (Houston only)	0.0718	0.0655	0.239	0.221	-0.130	0.111								
	[0.170]	[0.170]	[0.199]	[0.199]	[0.321]	[0.306]								
Date of Survey: Nov 02, 2015	0.000242	0.0566	0.0671	0.114	-0.0677	-0.00889	0.0127	0.0101			-0.136	-0.143	0.121	0.120
	[0.116]	[0.118]	[0.0931]	[0.145]	[0.206]	[0.0998]	[0.0760]	[0.0759]			[0.0956]	[0.0955]	[0.0999]	[0.0998]
Date of Survey: Nov 03, 2015	-0.0580			-0.0851	-0.0608									
	[0.137]			[0.171]	[0.213]									
Gender: Male	0.248***	0.248***	0.392***	0.392***	0.154	0.156	0.248***	0.249***	0.0967	0.0977	0.317***	0.322***		0.101
	[0.0795]	[0.0793]	[0.101]	[0.101]	[0.122]	[0.122]	[0.0879]	[0.0878]	[0.0908]	[0.0906]	[0.110]	[0.110]		[0.101]
Gender: Unknown	-0.190	-0.187			-0.217	-0.215					-0.192	-0.190		
	[0.353]	[0.354]			[0.417]	[0.418]					[0.348]	[0.349]		
Race: Black	-0.174	-0.171	-0.216	-0.209	-0.138	-0.139	-0.178	-0.175	0.134	0.135	0.237**	0.234**	0.107	0.107
	[0.150]	[0.149]	[0.205]	[0.202]	[0.215]	[0.215]	[0.165]	[0.164]	[0.121]	[0.121]	[0.113]	[0.113]	[0.133]	[0.133]
Race: Hispanic	0.239	0.245	0.638	0.641	-0.327	-0.332	0.223	0.229	-0.271	-0.259	0.345	0.341	-0.290	-0.290
	[0.601]	[0.592]	[0.683]	[0.669]	[0.983]	[0.974]	[0.662]	[0.652]	[0.439]	[0.438]	[0.482]	[0.491]	[0.181]	[0.181]
Race: Other	-0.0917	-0.0927	-0.130	-0.134	-0.0137	-0.0109	-0.0992	-0.100	0.336	0.343	0.134	0.130	0.326*	0.329*
	[0.168]	[0.167]	[0.191]	[0.190]	[0.276]	[0.275]	[0.186]	[0.185]	[0.294]	[0.292]	[0.249]	[0.249]	[0.181]	[0.181]
Days Before Election Day	-0.0438	-0.0448		-0.136										
	[0.0960]	[0.0960]		[0.116]										
Voted in 2004 General Election (1=Yes, 0=No)	-0.148	-0.147	-0.0102	-0.00538	-0.194	-0.195	-0.151	-0.150	-0.168	-0.167	0.121	0.118	0.0964	0.0947
	[0.106]	[0.106]	[0.180]	[0.179]	[0.139]	[0.139]	[0.117]	[0.117]	[0.133]	[0.133]	[0.126]	[0.126]	[0.143]	[0.143]
Voted in 2006 General Election (1=Yes, 0=No)	-0.103	-0.102	0.00657	0.00836	-0.182	-0.182	-0.101	-0.100	-0.0603	-0.0600	0.126	0.121	-0.0862	-0.0903
	[0.114]	[0.114]	[0.165]	[0.165]	[0.160]	[0.160]	[0.125]	[0.125]	[0.130]	[0.129]	[0.146]	[0.146]	[0.145]	[0.145]
Voted in 2008 General Election (1=Yes, 0=No)	0.0694	0.0728	0.0713	0.0723	0.0301	0.0330	0.0696	0.0730	0.276**	0.275**	0.0996	0.103	0.173	0.172
	[0.110]	[0.110]	[0.185]	[0.184]	[0.146]	[0.146]	[0.121]	[0.121]	[0.129]	[0.129]	[0.136]	[0.135]	[0.176]	[0.176]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0211	-0.0183	-0.0862	-0.0794	0.0246	0.0241	-0.0258	-0.0230	-0.0532	-0.0494	-0.0907	-0.0921	0.129	
	[0.108]	[0.108]	[0.156]	[0.155]	[0.149]	[0.149]	[0.119]	[0.119]	[0.129]	[0.128]	[0.140]	[0.140]	[0.159]	
Voted in 2012 General Election (1=Yes, 0=No)	0.119	0.116	0.135	0.125	0.176	0.176	0.122	0.119	0.0208	0.0199	-0.221*	-0.221*		-0.0797
	[0.0966]	[0.0964]	[0.149]	[0.149]	[0.135]	[0.135]	[0.106]	[0.106]	[0.120]	[0.120]	[0.124]	[0.124]		[0.139]
Voted in 2014 General Election (1=Yes, 0=No)	0.0221	0.0219	-0.159	-0.152	0.103	0.103	0.0232	0.0229	0.306***	0.307***	0.430***	0.434***	0.0250	0.0267
	[0.0955]	[0.0954]	[0.159]	[0.158]	[0.127]	[0.127]	[0.105]	[0.105]	[0.116]	[0.116]	[0.144]	[0.144]	[0.127]	[0.127]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.296*	0.295*	0.644	0.637	0.299	0.298	0.299	0.298	0.196	0.195	-0.236	-0.238	0.0184	0.0188
	[0.173]	[0.172]	[0.705]	[0.691]	[0.210]	[0.210]	[0.190]	[0.190]	[0.123]	[0.122]	[0.309]	[0.308]	[0.148]	[0.147]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.0248	0.0225	0.00398	0.00209	0.0102	0.00883	0.0235	0.0212		-0.105	0.0571	0.0605	-0.164	-0.169
	[0.108]	[0.108]	[0.148]	[0.147]	[0.157]	[0.157]	[0.119]	[0.119]		[0.131]	[0.181]	[0.182]	[0.171]	[0.170]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.140	0.140	0.366	0.113	0.147	0.149	0.146	0.146	0.199	0.195	0.0123	0.00830	0.228	0.229
	[0.116]	[0.116]	[0.600]	[0.357]	[0.143]	[0.143]	[0.129]	[0.129]	[0.121]	[0.121]	[0.154]	[0.154]	[0.163]	[0.162]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0689	0.0656	0.165	0.156	0.00386	0.00250	0.0733	0.0701	-0.109	-0.111	-0.0484	-0.0455	0.0506	0.0516
	[0.109]	[0.108]	[0.155]	[0.154]	[0.151]	[0.151]	[0.120]	[0.120]	[0.119]	[0.119]	[0.208]	[0.208]	[0.149]	[0.149]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0886	0.0878	-0.0190	-0.0134	0.173	0.169	0.0871	0.0863	0.563	0.556	0.0707	0.0717	0.184	0.183
	[0.115]	[0.115]	[0.138]	[0.137]	[0.179]	[0.179]	[0.126]	[0.126]	[0.755]	[0.767]	[0.151]	[0.151]	[0.147]	[0.147]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0953	0.0967	0.206	0.205	0.0496	0.0501	0.0920	0.0934	-1.134	-1.146	-0.0949	-0.0952	0.146	0.144
	[0.105]	[0.105]	[0.142]	[0.142]	[0.153]	[0.153]	[0.116]	[0.116]	[1.169]	[1.166]	[0.156]	[0.156]	[0.146]	[0.146]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0722	0.0721	-0.0493	-0.0525	0.150	0.155	0.0661	0.0660	0.143	0.146	0.188	0.188		
	[0.113]	[0.112]	[0.144]	[0.143]	[0.171]	[0.171]	[0.125]	[0.124]	[0.120]	[0.120]	[0.131]	[0.130]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0309	-0.0332	-0.391	-0.388			-0.0323	-0.0347	-0.00268	-0.00635	0.206	0.204	-0.243	-0.230
	[0.237]	[0.237]	[0.721]	[0.708]			[0.261]	[0.261]	[0.199]	[0.200]	[0.606]	[0.606]	[0.590]	[0.600]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0330	-0.0340	-0.316	-0.0637	-0.0350	-0.0312	-0.0391	-0.0404	0.0650	0.0628	-0.0919	-0.0922	-0.512***	-0.509***
	[0.160]	[0.159]	[0.619]	[0.388]	[0.226]	[0.226]	[0.190]	[0.190]	[0.128]	[0.128]	[0.196]	[0.196]	[0.190]	[0.190]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.140	0.0313	0.159	0.112	-0.0207	-0.0242			0.0421	0.0375	0.118	0.120		
	[0.908]	[0.134]	[0.772]	[0.164]	[0.215]	[0.214]			[0.120]	[0.120]	[0.892]	[0.876]		
State: Louisiana		0.0567	0.0856			0.0734								
		[0.137]	[0.171]			[0.188]								
Date of Survey: Nov 20, 2015					0.0166				-0.0523	-0.0532				
					[0.152]				[0.0865]	[0.0863]				
Date of Survey: Nov 21, 2015					-0.0147									
					[0.152]									
Constant	4.333***	4.275***	4.255***	4.342***	4.013***	3.952***	4.261***	4.261***	4.323***	4.325***	4.297***	4.298***	4.377***	4.368***
	[0.121]	[0.0845]	[0.100]	[0.145]	[0.187]	[0.113]	[0.108]	[0.109]	[0.124]	[0.124]	[0.131]	[0.132]	[0.166]	[0.167]
Observations	1,545	1,545	673	673	872	872	616	616	354	354	324	324	251	251
R-squared	0.153	0.15	0.21	0.21	0.13	0.13	0.12	0.12	0.15	0.15	0.18	0.18	0.18	0.18
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	4.405	4.403	4.619	4.619	4.240	4.240	4.272	4.270	4.571	4.571	4.408	4.406	4.494	4.491

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

Table A30: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 9 (Same)

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=Voting)	0.0460	0.0460	0.119*	0.118*	0.0134	0.0134	-0.0218	-0.0220	0.0968	0.0954	0.160	0.161	0.00881	0.00926
	[0.0457]	[0.0457]	[0.0629]	[0.0629]	[0.0659]	[0.0660]	[0.0739]	[0.0740]	[0.0944]	[0.0943]	[0.0987]	[0.0982]	[0.112]	[0.112]
SSI Subsample (1=SSI, 0=YouGov)	-0.244***	-0.245***					-0.217**	-0.221**	-0.156	-0.158	-0.247**	-0.247**	-0.451***	-0.444***
	[0.0577]	[0.0576]					[0.0943]	[0.0943]	[0.121]	[0.121]	[0.118]	[0.117]	[0.144]	[0.144]
State: Mississippi	-0.0295	-0.0274	0.0942	0.0979	-0.137	-0.152								
	[0.124]	[0.124]	[0.167]	[0.167]	[0.221]	[0.183]								
State: Texas (Houston only)	-0.158	-0.0299	0.0122	0.00666	-0.0331	0.177								
	[0.186]	[0.178]	[0.215]	[0.215]	[0.317]	[0.303]								
Date of Survey: Nov 02, 2015	0.0322	-0.0198	0.160	0.202	-0.0841	-0.0863	-0.00803	-0.00895			-0.0779	-0.0855	0.110	0.110
	[0.124]	[0.121]	[0.106]	[0.170]	[0.180]	[0.180]	[0.0742]	[0.0743]			[0.0993]	[0.0990]	[0.114]	[0.113]
Date of Survey: Nov 03, 2015		-0.0512												
		[0.144]												
Gender: Male	0.270***	0.272***	0.451***	0.452***	0.202*	0.205*	0.272***	0.273***	0.111	0.113	0.154	0.157	0.149	0.152
	[0.0831]	[0.0830]	[0.115]	[0.115]	[0.121]	[0.121]	[0.0859]	[0.0859]	[0.106]	[0.105]	[0.114]	[0.114]	[0.115]	[0.115]
Gender: Unknown		0.148			0.0600	0.0598					0.183	0.183		
		[0.370]			[0.412]	[0.413]					[0.362]	[0.362]		
Race: Black	-0.285*	-0.281*	-0.0284	-0.0184	-0.420**	-0.422**	-0.277*	-0.273*	0.0304	0.0322	0.261**	0.258**	0.0787	0.0767
	[0.157]	[0.156]	[0.233]	[0.230]	[0.213]	[0.213]	[0.161]	[0.161]	[0.141]	[0.140]	[0.117]	[0.117]	[0.151]	[0.151]
Race: Hispanic	0.704	0.705	0.659	0.663	0.678	0.671	0.741	0.741	-0.526		-0.169	-0.174	-0.268	-0.269
	[0.629]	[0.619]	[0.777]	[0.761]	[0.973]	[0.964]	[0.647]	[0.638]	[0.509]		[0.502]	[0.509]	[0.205]	[0.206]
Race: Other	-0.218	-0.219	-0.0717	-0.0680	-0.307	-0.312	-0.202	-0.203	-0.327	-0.294	-0.0766	-0.0625	0.308	0.306
	[0.176]	[0.175]	[0.218]	[0.216]	[0.273]	[0.273]	[0.181]	[0.181]	[0.341]	[0.339]	[0.258]	[0.258]	[0.206]	[0.205]
Days Before Election Day	-0.0429	-0.0432		-0.0437	-0.0117	-0.0115								
	[0.101]	[0.101]		[0.133]	[0.151]	[0.150]								
Voted in 2004 General Election (1=Yes, 0=No)	0.0304	0.0316	0.424**	0.419**	-0.0767	-0.0729	0.0344	0.0358	-0.0793	-0.0757	0.278**	0.275**	0.147	
	[0.111]	[0.111]	[0.205]	[0.204]	[0.138]	[0.138]	[0.114]	[0.114]	[0.154]	[0.154]	[0.130]	[0.130]	[0.166]	
Voted in 2006 General Election (1=Yes, 0=No)	-0.215	-0.214	-0.215	-0.216	-0.260	-0.261*	-0.216*	-0.215*		-0.0321	0.124	0.118	0.0444	0.0401
	[0.119]	[0.119]	[0.188]	[0.188]	[0.158]	[0.158]	[0.123]	[0.123]		[0.150]	[0.152]	[0.151]	[0.165]	[0.165]
Voted in 2008 General Election (1=Yes, 0=No)	0.0864	0.0873	-0.138	-0.129	0.105	0.103	0.0851	0.0861	0.157	0.154	0.128	0.130	0.00615	0.0164
	[0.115]	[0.115]	[0.210]	[0.210]	[0.145]	[0.145]	[0.118]	[0.118]	[0.150]	[0.150]	[0.143]	[0.142]	[0.200]	[0.200]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0792	-0.0782	-0.169	-0.169	0.0178	0.0189	-0.0693	-0.0683		0.166	-0.361**	-0.360**	0.0763	0.0736
	[0.113]	[0.112]	[0.177]	[0.176]	[0.148]	[0.148]	[0.104]	[0.104]		[0.150]	[0.130]	[0.129]	[0.180]	[0.180]
Voted in 2012 General Election (1=Yes, 0=No)	0.0327	0.0325	0.180	0.175	0.00652	0.00800	0.0256	0.0256	-0.273*	-0.271*	-0.158	-0.157	0.0212	0.0254
	[0.101]	[0.101]	[0.170]	[0.169]	[0.133]	[0.133]	[0.104]	[0.104]	[0.140]	[0.140]	[0.130]	[0.129]	[0.133]	[0.133]
Voted in 2014 General Election (1=Yes, 0=No)	0.00446	0.00459	-0.139	-0.130	0.0489	0.0472	0.00325	0.00331	0.349**	0.347**	0.385**	0.387***	-0.0294	-0.0266
	[0.0999]	[0.0998]	[0.181]	[0.180]	[0.126]	[0.126]	[0.103]	[0.103]	[0.135]	[0.135]	[0.150]	[0.149]	[0.147]	[0.147]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.300*	0.298*	0.533	0.532	0.281	0.276	0.294	0.292	0.0790	0.0852	-0.281	-0.283	0.165	0.170
	[0.181]	[0.180]	[0.801]	[0.786]	[0.208]	[0.208]	[0.186]	[0.186]	[0.142]	[0.142]	[0.321]	[0.319]	[0.169]	[0.168]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0984	-0.0997	-0.0300	-0.0345	-0.204	-0.204	-0.0974	-0.0985	0.0158			0.131	-0.0473	-0.0478
	[0.113]	[0.113]	[0.168]	[0.167]	[0.155]	[0.155]	[0.116]	[0.116]	[0.152]			[0.188]	[0.195]	[0.194]
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.00438	-0.00285	0.482	-0.540	-0.0373	-0.0356	-0.0219	-0.0199	0.0604	0.0586		-0.0817	0.188	0.191
	[0.121]	[0.121]	[0.411]	[0.682]	[0.142]	[0.142]	[0.126]	[0.126]	[0.141]	[0.141]		[0.160]	[0.185]	[0.184]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.305***	0.303***	0.373**	0.367**	0.235	0.235	0.294**	0.292**	-0.188	-0.185	0.0365	0.0432		0.00956
	[0.114]	[0.113]	[0.176]	[0.176]	[0.150]	[0.150]	[0.117]	[0.117]	[0.138]	[0.138]	[0.216]	[0.216]		[0.169]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0476	0.0462	-0.157	-0.156	0.230	0.225	0.0513	0.0498	-0.417	-0.417	0.106	0.109	0.143	0.143
	[0.120]	[0.120]	[0.157]	[0.156]	[0.177]	[0.178]	[0.124]	[0.124]	[0.876]	[0.891]	[0.157]	[0.157]	[0.169]	[0.169]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.122	0.124	0.0943	0.0978	0.169	0.169	0.131	0.133	-0.716	-0.712	-0.117	-0.119	0.375**	0.371**
	[0.110]	[0.110]	[0.162]	[0.162]	[0.151]	[0.151]	[0.113]	[0.113]	[1.357]	[1.354]	[0.162]	[0.162]	[0.167]	[0.167]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.140	0.139	0.0119	0.00552	0.192	0.197	0.151	0.150	0.235*	0.237*	0.234*	0.233*		
	[0.118]	[0.118]	[0.163]	[0.162]	[0.169]	[0.169]	[0.122]	[0.122]	[0.140]	[0.140]	[0.137]	[0.136]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.114	-0.120	-0.385	-0.391			-0.109	-0.115	0.0482	0.0396	0.204	0.213	-1.319*	-1.314*
	[0.248]	[0.248]	[0.821]	[0.805]			[0.255]	[0.255]	[0.231]	[0.231]	[0.630]	[0.629]	[0.670]	[0.680]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.141	0.143	-0.288	0.742	0.200	0.201	0.175	0.174	0.0851	0.0873	-0.0144	-0.0151	-0.532**	-0.525**
	[0.167]	[0.167]	[0.446]	[0.703]	[0.224]	[0.224]	[0.185]	[0.186]	[0.149]	[0.149]	[0.204]	[0.203]	[0.216]	[0.216]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.464	0.139	0.257	0.255	0.0260	0.0241			0.150	0.146	0.420	0.420		
	[0.951]	[0.140]	[0.187]	[0.187]	[0.212]	[0.212]			[0.140]	[0.140]	[0.928]	[0.909]		
State: Louisiana	0.0482		0.124	0.123	0.0122	0.0149								
	[0.144]		[0.195]	[0.194]	[0.211]	[0.210]								
Date of Survey: Nov 20, 2015			-0.0458						-0.0407	-0.0410				
			[0.133]						[0.101]	[0.101]				
Constant	4.274***	4.325***	4.062***	4.060***	4.138***	4.137***	4.286***	4.288***	4.250***	4.252***	4.252***	4.257***	4.249***	4.242***
	[0.0883]	[0.126]	[0.114]	[0.114]	[0.112]	[0.112]	[0.106]	[0.106]	[0.144]	[0.144]	[0.136]	[0.136]	[0.189]	[0.190]
Observations	1,543	1,543	670	670	873	873	616	616	353	353	324	324	250	250
R-squared	0.142	0.14	0.27	0.27	0.12	0.12	0.13	0.13	0.12	0.12	0.15	0.15	0.20	0.20
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	4.376	4.375	4.498	4.498	4.282	4.282	4.338	4.337	4.435	4.435	4.353	4.352	4.420	4.418

Standard errors in brackets

*** p<0.01, ** p<0.05, * p<0.1

Table A31: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 10 (Importance)

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=Voting)	0.0282	0.0280	-0.0286	-0.0271	0.0529	0.0528	0.0891	0.0893	-0.0939	-0.0926	0.0507	0.0489	0.0355	0.0338
	[0.0661]	[0.0661]	[0.0994]	[0.0996]	[0.0917]	[0.0917]	[0.103]	[0.103]	[0.140]	[0.140]	[0.150]	[0.150]	[0.160]	[0.160]
SSI Subsample (1=SSI, 0=YouGov)	0.316***	0.317***					0.441***	0.445***	0.292	0.296	0.133	0.130	0.315	0.316
	[0.0835]	[0.0835]					[0.132]	[0.132]	[0.180]	[0.180]	[0.179]	[0.179]	[0.208]	[0.208]
State: Louisiana	-0.0225	-0.174												
	[0.208]	[0.183]												
State: Mississippi	0.389*	-0.00739	0.162	0.171	0.528*	0.532*								
	[0.204]	[0.179]	[0.264]	[0.264]	[0.307]	[0.307]								
State: Texas (Houston only)	0.0641	-0.0523	-0.138	-0.135	0.0441	-0.154								
	[0.273]	[0.259]	[0.371]	[0.371]	[0.441]	[0.421]								
Date of Survey: Nov 02, 2015	0.0881	0.0909	-0.0620	-0.0253	0.0495	0.427*		0.0846			-0.303**	-0.292*	-0.0293	-0.0286
	[0.104]	[0.104]	[0.260]	[0.300]	[0.283]	[0.248]		[0.104]			[0.151]	[0.151]	[0.165]	[0.165]
Date of Survey: Nov 20, 2015	-0.154			0.0375	-0.372*	-0.372*			-0.167	-0.172				
	[0.145]			[0.209]	[0.209]	[0.209]			[0.149]	[0.149]				
Gender: Male	-0.230*	-0.233*	-0.357**	-0.360**	-0.154	-0.156	-0.213*	-0.215*	-0.133	-0.146	-0.185	-0.197	-0.109	-0.109
	[0.120]	[0.120]	[0.182]	[0.182]	[0.168]	[0.168]	[0.120]	[0.120]	[0.156]	[0.156]	[0.174]	[0.175]	[0.165]	[0.165]
Gender: Unknown	-0.587	-0.585			-0.230	-0.219					-0.536	-0.532		
	[0.533]	[0.535]			[0.572]	[0.574]					[0.548]	[0.551]		
Race: Black	0.362	0.364	0.381	0.374	0.365	0.370	0.353	0.356	0.427**	0.413**	0.0790	0.0814	0.237	0.234
	[0.229]	[0.229]	[0.382]	[0.378]	[0.296]	[0.296]	[0.228]	[0.227]	[0.208]	[0.208]	[0.177]	[0.178]	[0.217]	[0.217]
Race: Hispanic	-1.290	-1.295	-1.319	-1.327	-1.121	-1.118	-1.289	-1.292	2.129***	2.143***	0.714	0.726	-0.0131	
	[0.907]	[0.895]	[1.224]	[1.202]	[1.351]	[1.340]	[0.903]	[0.890]	[0.754]	[0.754]	[0.760]	[0.776]	[0.298]	
Race: Other	-0.0460	-0.0502	0.188	0.175	-0.347	-0.346	-0.0528	-0.0564	0.0333	0.00555	-0.120	-0.147	0.150	0.154
	[0.254]	[0.253]	[0.343]	[0.341]	[0.380]	[0.379]	[0.253]	[0.252]	[0.506]	[0.503]	[0.392]	[0.393]	[0.294]	[0.293]
Voted in 2004 General Election (1=Yes, 0=No)	-0.0961	-0.0954	-0.469	-0.455	-0.0318	-0.0358	-0.116	-0.115	0.172	0.176	-0.241	-0.242	0.0511	0.0607
	[0.160]	[0.160]	[0.323]	[0.322]	[0.192]	[0.192]	[0.160]	[0.159]	[0.229]	[0.228]	[0.197]	[0.198]	[0.237]	[0.237]
Voted in 2006 General Election (1=Yes, 0=No)	0.208	0.211	0.346	0.346	0.160	0.165	0.221	0.224	-0.290	-0.290	-0.190	-0.189	-0.584**	-0.584**
	[0.172]	[0.172]	[0.297]	[0.297]	[0.220]	[0.220]	[0.171]	[0.171]	[0.223]	[0.223]	[0.230]	[0.231]	[0.235]	[0.236]
Voted in 2008 General Election (1=Yes, 0=No)	-0.210	-0.213	0.0110	0.00162	-0.257	-0.255	-0.215	-0.218	0.299	0.298	-0.180	-0.177	-0.155	-0.162
	[0.166]	[0.166]	[0.331]	[0.331]	[0.201]	[0.201]	[0.165]	[0.165]	[0.222]	[0.222]	[0.216]	[0.216]	[0.286]	[0.286]
Voted in 2010 General Election (1=Yes, 0=No)	0.0137	0.00903	-0.246	-0.252	0.105	0.102	0.0102	0.00567	-0.259	-0.252	-0.00907	-0.00518	0.163	0.168
	[0.163]	[0.163]	[0.280]	[0.279]	[0.205]	[0.205]	[0.162]	[0.162]	[0.221]	[0.221]	[0.219]	[0.220]	[0.257]	[0.258]
Voted in 2012 General Election (1=Yes, 0=No)	0.0156	0.0226	-0.340	-0.325	0.108	0.112	0.0110	0.0178	0.441**	0.435**	0.201	0.195	0.0310	0.0303
	[0.146]	[0.146]	[0.268]	[0.268]	[0.185]	[0.185]	[0.145]	[0.145]	[0.207]	[0.207]	[0.196]	[0.197]	[0.227]	[0.227]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0688	-0.0757	0.0301	0.0102	-0.0236	-0.0275	-0.0622	-0.0689	-0.576***	-0.581***	-0.465**	-0.470**	-0.0373	-0.0490
	[0.144]	[0.144]	[0.285]	[0.284]	[0.175]	[0.175]	[0.144]	[0.144]	[0.200]	[0.200]	[0.227]	[0.227]	[0.210]	[0.210]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.212	-0.211	-1.095	-1.101	-0.101	-0.0997	-0.208	-0.207	-0.201	-0.200	-0.213	-0.199	0.189	0.187
	[0.261]	[0.261]	[1.263]	[1.242]	[0.289]	[0.289]	[0.259]	[0.259]	[0.211]	[0.211]	[0.486]	[0.486]	[0.241]	[0.241]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.0387	0.0375	0.0636	0.0566	0.0808	0.0817	0.0276	0.0260		0.352	-0.271	-0.268	-0.381	-0.382
	[0.163]	[0.163]	[0.265]	[0.265]	[0.216]	[0.216]	[0.163]	[0.162]		[0.225]	[0.286]	[0.287]	[0.278]	[0.277]
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.226	-0.229	-0.583	-0.537	-0.283	-0.289	-0.253	-0.257	-0.246	-0.242	0.124	0.122	0.281	0.277
	[0.176]	[0.176]	[1.081]	[1.080]	[0.199]	[0.199]	[0.178]	[0.178]	[0.209]	[0.209]	[0.244]	[0.244]	[0.264]	[0.264]
Voted in 2010 Primary Election (1=Yes, 0=No)	-0.0236	-0.0191	-0.0525	-0.0362	-0.00615	-0.00972	-0.0286	-0.0245	0.236	0.228	0.00493	0.00988		-0.398
	[0.164]	[0.164]	[0.277]	[0.278]	[0.208]	[0.208]	[0.164]	[0.164]	[0.205]	[0.205]	[0.327]	[0.329]		[0.243]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0887	0.0815	0.336	0.325	-0.0992	-0.103	0.0904	0.0833	0.615	0.628	0.409*	0.409*	-0.364	-0.358
	[0.173]	[0.173]	[0.247]	[0.247]	[0.247]	[0.247]	[0.172]	[0.172]	[1.298]	[1.321]	[0.238]	[0.238]	[0.245]	[0.245]
Voted in 2014 Primary Election (1=Yes, 0=No)	-0.168	-0.167	0.0108	0.00746	-0.258	-0.254	-0.158	-0.157	-1.448	-1.472	-0.219	-0.220	-0.339	-0.331
	[0.160]	[0.160]	[0.255]	[0.255]	[0.213]	[0.213]	[0.160]	[0.160]	[2.010]	[2.008]	[0.245]	[0.247]	[0.240]	[0.240]
Voted in 2015 Primary Election (1=Yes, 0=No)	-0.372**	-0.369**	-0.159	-0.155	-0.492**	-0.490**	-0.386**	-0.383**	-0.455**	-0.454**	-0.170	-0.166		
	[0.170]	[0.170]	[0.258]	[0.257]	[0.235]	[0.235]	[0.170]	[0.170]	[0.207]	[0.207]	[0.207]	[0.208]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.110	-0.0941	0.749	0.773			-0.100	-0.0846	-0.181	-0.166	-0.909	-0.893	0.784	0.779
	[0.358]	[0.358]	[1.293]	[1.273]			[0.356]	[0.356]	[0.342]	[0.345]	[0.954]	[0.957]	[0.957]	[0.973]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.140	0.141	0.581	0.528	-0.277	-0.280	0.253	0.256	-0.212	-0.216	-0.462	-0.455	0.418	0.416
	[0.241]	[0.241]	[1.115]	[1.114]	[0.311]	[0.311]	[0.259]	[0.259]	[0.221]	[0.221]	[0.310]	[0.310]	[0.310]	[0.310]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.419	-0.421	-0.994	-0.998	0.0657				-0.230	-0.218	-0.406	-0.407		
	[1.373]	[1.351]	[1.391]	[1.373]	[0.295]				[0.207]	[0.207]	[1.406]	[1.385]		
Date of Survey: Nov 21, 2015		0.159				0.376*								
		[0.145]				[0.209]								
Date of Survey: Nov 03, 2015			0.216	0.202	-0.203	0.171	-0.0819							
			[0.307]	[0.307]	[0.293]	[0.259]	[0.104]							
Days Before Election Day			0.0426											
			[0.209]											
Constant	2.322***	2.321***	2.366***	2.379***	2.710***	2.336***	2.298***	2.213***	2.387***	2.394***	2.785***	2.785***	2.382***	2.386***
	[0.128]	[0.129]	[0.260]	[0.261]	[0.256]	[0.214]	[0.143]	[0.149]	[0.213]	[0.214]	[0.208]	[0.209]	[0.278]	[0.279]
Observations	1,538	1,538	666	666	872	872	614	614	354	354	323	323	247	247
R-squared	0.150	0.15	0.22	0.22	0.15	0.15	0.11	0.11	0.16	0.16	0.17	0.17	0.21	0.21
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	2.253	2.254	2.091	2.091	2.376	2.376	2.239	2.241	2.248	2.249	2.296	2.299	2.230	2.231

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

D.6 Full Regression Tables for Robustness Checks: Only Subjects in Kentucky and Louisiana

Table A32: 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
Voter Treatment (1=Voter, 0=Voting)	0.000731	0.000788	-0.0122	-0.0124	0.0235	0.0234
	[0.0144]	[0.0144]	[0.0176]	[0.0177]	[0.0223]	[0.0223]
SSI Subsample (1=SSI, 0=YouGov)	-0.151***	-0.150***				
	[0.0199]	[0.0199]				
State: Louisiana		-0.0870**			-0.0517	-0.0518
		[0.0437]			[0.0623]	[0.0624]
Date of Survey: Nov 01, 2015	0.0527**	0.0242	0.0290	0.0300	0.0416	0.0425
	[0.0254]	[0.0234]	[0.0294]	[0.0295]	[0.0453]	[0.0453]
Date of Survey: Nov 02, 2015	0.108***	0.0509**	0.0413	0.0431	0.0653**	0.0660**
	[0.0315]	[0.0232]	[0.0429]	[0.0429]	[0.0318]	[0.0318]
Date of Survey: Nov 19, 2015		0.0626**	0.0698**	0.0716**	0.00371	0.00300
		[0.0271]	[0.0307]	[0.0307]	[0.0552]	[0.0552]
Date of Survey: Nov 20, 2015	0.0310	0.0319	0.0251	0.0289		0.0593
	[0.0301]	[0.0302]	[0.0411]	[0.0413]		[0.0443]
Gender: Male	0.0323	0.0340*	0.0108	0.0133	0.100***	0.101***
	[0.0205]	[0.0205]	[0.0246]	[0.0247]	[0.0335]	[0.0335]
Race: Black	0.0523	0.0488	0.0446	0.0396	0.0516	0.0511
	[0.0461]	[0.0459]	[0.0607]	[0.0600]	[0.0660]	[0.0660]
Race: Hispanic	-0.0649	-0.0631	-0.135	-0.126	0.163	0.163
	[0.163]	[0.162]	[0.177]	[0.175]	[0.323]	[0.327]
Race: Other	-0.0324	-0.0330	-0.000697	-0.000816	-0.0644	-0.0650
	[0.0536]	[0.0536]	[0.0651]	[0.0650]	[0.0830]	[0.0833]
Days Before Election Day	0.0113	-0.0174*	0.00640	0.00772	-0.0125	-0.0133
	[0.0151]	[0.00998]	[0.0189]	[0.0189]	[0.0186]	[0.0186]
Voted in 2004 General Election (1=Yes, 0=No)	0.00844	0.00759	-0.0389	-0.0405	0.0297	0.0290
	[0.0300]	[0.0300]	[0.0432]	[0.0432]	[0.0396]	[0.0396]
Voted in 2006 General Election (1=Yes, 0=No)	0.00192	0.00223	0.0404	0.0439	-0.00684	-0.00830
	[0.0311]	[0.0311]	[0.0417]	[0.0417]	[0.0439]	[0.0439]
Voted in 2008 General Election (1=Yes, 0=No)	0.000138	-0.00104	-0.00592	-0.0123	0.0225	0.0238
	[0.0311]	[0.0311]	[0.0460]	[0.0460]	[0.0406]	[0.0406]
Voted in 2010 General Election (1=Yes, 0=No)	0.0350	0.0338	0.0745**	0.0736*	-0.00708	-0.00769
	[0.0290]	[0.0290]	[0.0379]	[0.0379]	[0.0413]	[0.0413]
Voted in 2012 General Election (1=Yes, 0=No)	0.198***	0.197***	0.261***	0.260***	0.119***	0.119***
	[0.0281]	[0.0281]	[0.0415]	[0.0415]	[0.0383]	[0.0383]
Voted in 2014 General Election (1=Yes, 0=No)	0.374***	0.375***	0.388***	0.389***	0.345***	0.346***
	[0.0282]	[0.0282]	[0.0418]	[0.0418]	[0.0376]	[0.0376]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0165	0.0162	0.0614	0.0779	-0.0302	-0.0317
	[0.0520]	[0.0520]	[0.154]	[0.154]	[0.0578]	[0.0578]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00194	-0.00217	0.0103	0.00953	-0.0296	-0.0292
	[0.0275]	[0.0274]	[0.0333]	[0.0332]	[0.0434]	[0.0433]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0675**	0.0700**	0.246*	0.235*	0.0282	0.0310
	[0.0343]	[0.0343]	[0.137]	[0.138]	[0.0395]	[0.0395]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0144	0.0137	-0.0332	-0.0334	0.0713*	0.0695
	[0.0283]	[0.0284]	[0.0359]	[0.0360]	[0.0423]	[0.0423]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0288	0.0329	-0.0183	-0.0114	0.101**	0.102**
	[0.0291]	[0.0291]	[0.0357]	[0.0357]	[0.0456]	[0.0455]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0976***	0.0974***	0.139***	0.138***	0.0483	0.0481
	[0.0286]	[0.0286]	[0.0367]	[0.0368]	[0.0423]	[0.0422]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.233***	0.231***	0.159***	0.156***	0.345***	0.345***
	[0.0301]	[0.0301]	[0.0371]	[0.0370]	[0.0466]	[0.0467]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0768	-0.0754	-0.102	-0.118		
	[0.0601]	[0.0601]	[0.156]	[0.157]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0636	-0.0646	-0.211	-0.196	0.0161	0.0176
	[0.0408]	[0.0408]	[0.136]	[0.138]	[0.0604]	[0.0604]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.656***	-0.655***	-0.663***	-0.664***	0.0405	0.0402
	[0.223]	[0.231]	[0.209]	[0.217]	[0.0615]	[0.0616]
Date of Survey: Nov 03, 2015	0.0852*		0.0594	0.0637		
	[0.0437]		[0.0583]	[0.0583]		
Constant	0.00814	0.0933***	-0.00267	-0.00612	-0.0252	-0.0246
	[0.0375]	[0.0286]	[0.0475]	[0.0476]	[0.0357]	[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 A33: Regression Estimates of the Effect of Noun Wording on 10-Item Summary Index of Survey Responses

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)	0.0591**	0.0592**	0.0254	0.0248	0.0857*	0.0855*
	[0.0279]	[0.0280]	[0.0345]	[0.0345]	[0.0474]	[0.0474]
SSI Subsample (1=SSI, 0=YouGov)	-0.180***	-0.179***				
	[0.0388]	[0.0388]				
State: Louisiana	0.126	0.120		0.196*	0.0187	0.0196
	[0.0851]	[0.0851]		[0.114]	[0.133]	[0.133]
Date of Survey: Nov 01, 2015	-0.0284	-0.0297	-0.0403	-0.0447	-0.0674	-0.0672
	[0.0454]	[0.0455]	[0.0527]	[0.0528]	[0.0964]	[0.0965]
Date of Survey: Nov 02, 2015	0.0810*	0.0807*	0.157**	0.152**	-0.00223	-0.000142
	[0.0451]	[0.0451]	[0.0674]	[0.0673]	[0.0676]	[0.0677]
Date of Survey: Nov 19, 2015	0.0369	0.0399	0.115*	0.0499	0.0861	0.0851
	[0.0529]	[0.0527]	[0.0616]	[0.0599]	[0.117]	[0.118]
Date of Survey: Nov 20, 2015	-0.0132	-0.00836	0.0444	-0.0879		0.0856
	[0.0586]	[0.0588]	[0.0808]	[0.0807]		[0.0944]
Gender: Male	0.152***	0.152***	0.206***	0.207***	0.110	0.108
	[0.0399]	[0.0399]	[0.0482]	[0.0483]	[0.0713]	[0.0714]
Race: Black	-0.101	-0.0963	-0.0220	-0.0102	-0.123	-0.123
	[0.0904]	[0.0899]	[0.121]	[0.119]	[0.141]	[0.141]
Race: Hispanic	0.0693	0.0376	-0.152	-0.185	0.559	0.562
	[0.317]	[0.316]	[0.345]	[0.342]	[0.688]	[0.696]
Race: Other	-0.0457	-0.0510	-0.0165	-0.0281	-0.0596	-0.0562
	[0.104]	[0.104]	[0.127]	[0.127]	[0.177]	[0.177]
Days Before Election Day	0.00315	0.00312	-0.0104	-0.0111	0.0457	0.0459
	[0.0194]	[0.0194]	[0.0239]	[0.0238]	[0.0397]	[0.0397]
Voted in 2004 General Election (1=Yes, 0=No)	0.0282	0.0274	-0.0120	-0.0115	0.0748	0.0744
	[0.0584]	[0.0584]	[0.0845]	[0.0844]	[0.0842]	[0.0843]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0232	-0.0217	0.0669	0.0692	-0.119	-0.119
	[0.0605]	[0.0605]	[0.0816]	[0.0815]	[0.0935]	[0.0935]
Voted in 2008 General Election (1=Yes, 0=No)	0.0201	0.0181	0.0205	0.0112	0.0311	0.0317
	[0.0604]	[0.0605]	[0.0901]	[0.0900]	[0.0864]	[0.0865]
Voted in 2010 General Election (1=Yes, 0=No)	0.0125	0.0136	0.0447	0.0478	-0.00282	-0.00389
	[0.0564]	[0.0564]	[0.0741]	[0.0742]	[0.0880]	[0.0880]
Voted in 2012 General Election (1=Yes, 0=No)	0.0633	0.0592	0.0858	0.0740	0.0678	0.0685
	[0.0547]	[0.0547]	[0.0812]	[0.0812]	[0.0816]	[0.0817]
Voted in 2014 General Election (1=Yes, 0=No)	0.0631	0.0669	0.0129	0.0265	0.111	0.109
	[0.0548]	[0.0548]	[0.0818]	[0.0818]	[0.0801]	[0.0801]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0380	0.0399	-0.281	-0.272	0.0953	0.0945
	[0.101]	[0.101]	[0.301]	[0.301]	[0.123]	[0.123]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0270	-0.0290	0.0319	0.0291	-0.132	-0.134
	[0.0534]	[0.0533]	[0.0651]	[0.0648]	[0.0923]	[0.0924]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.190***	0.188***	0.627**	0.592**	0.0932	0.0945
	[0.0668]	[0.0667]	[0.268]	[0.270]	[0.0840]	[0.0841]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0679	0.0702	-0.00478	-0.000946	0.111	0.112
	[0.0551]	[0.0552]	[0.0702]	[0.0704]	[0.0900]	[0.0900]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0878	0.0919	0.0206	0.0279	0.218**	0.219**
	[0.0566]	[0.0567]	[0.0698]	[0.0699]	[0.0970]	[0.0970]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0759	0.0705	0.0484	0.0375	0.124	0.125
	[0.0556]	[0.0556]	[0.0718]	[0.0719]	[0.0900]	[0.0900]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.158***	0.157***	0.187***	0.185**	0.152	0.151
	[0.0586]	[0.0586]	[0.0725]	[0.0724]	[0.0992]	[0.0995]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0513	0.0432	0.357	0.342		
	[0.117]	[0.117]	[0.306]	[0.306]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0416	-0.0350	-0.460*	-0.418	-0.0370	-0.0397
	[0.0793]	[0.0794]	[0.267]	[0.269]	[0.129]	[0.129]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.645	0.646	0.710*	0.705*	0.0626	0.0644
	[0.433]	[0.449]	[0.409]	[0.423]	[0.131]	[0.131]
Date of Survey: Nov 21, 2015			0.210*			
			[0.114]			
Constant	4.045***	4.046***	4.041***	4.047***	3.850***	3.850***
	[0.0555]	[0.0557]	[0.0709]	[0.0711]	[0.0759]	[0.0758]
Observations	2,073	2,073	1,216	1,216	857	857
R-squared	0.206	0.21	0.21	0.21	0.19	0.18
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.372	4.365	4.487	4.487	4.209	4.209

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

Table A34: Regression Estimates of the Effect of Noun Wording on 4-Item Summary Index of Survey Responses

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)	0.0613*	0.0613*	0.0174	0.0164	0.0968	0.0965
	[0.0360]	[0.0360]	[0.0452]	[0.0453]	[0.0600]	[0.0601]
SSI Subsample (1=SSI, 0=YouGov)	-0.110**	-0.108**				
	[0.0499]	[0.0499]				
State: Louisiana	0.218**	0.212*		0.257*	0.124	0.124
	[0.110]	[0.110]		[0.150]	[0.168]	[0.168]
Date of Survey: Nov 01, 2015	-0.0187	-0.0194	-0.0403	-0.0451	-0.0579	-0.0562
	[0.0585]	[0.0586]	[0.0691]	[0.0692]	[0.122]	[0.122]
Date of Survey: Nov 02, 2015	0.110*	0.110*	0.158*	0.155*	0.0407	0.0427
	[0.0581]	[0.0580]	[0.0884]	[0.0882]	[0.0856]	[0.0857]
Date of Survey: Nov 19, 2015	0.0225	0.0254	0.125	0.0393	0.0891	0.0872
	[0.0681]	[0.0679]	[0.0808]	[0.0786]	[0.149]	[0.149]
Date of Survey: Nov 20, 2015	-0.0331	-0.0265	0.0881	-0.0821		0.0470
	[0.0755]	[0.0756]	[0.106]	[0.106]		[0.119]
Gender: Male	0.160***	0.162***	0.219***	0.222***	0.118	0.115
	[0.0514]	[0.0514]	[0.0632]	[0.0633]	[0.0903]	[0.0904]
Race: Black	-0.0717	-0.0648	0.00284	0.0195	-0.0947	-0.0958
	[0.116]	[0.116]	[0.158]	[0.156]	[0.178]	[0.178]
Race: Hispanic	-0.214	-0.281	-0.540	-0.614	0.511	0.515
	[0.409]	[0.407]	[0.453]	[0.448]	[0.871]	[0.881]
Race: Other	-0.115	-0.125	0.00223	-0.0243	-0.248	-0.239
	[0.134]	[0.134]	[0.167]	[0.167]	[0.224]	[0.225]
Days Before Election Day	0.0305	0.0297	0.00727	0.00522	0.0838*	0.0839*
	[0.0250]	[0.0250]	[0.0313]	[0.0312]	[0.0502]	[0.0503]
Voted in 2004 General Election (1=Yes, 0=No)	0.112	0.111	0.0635	0.0622	0.157	0.158
	[0.0752]	[0.0752]	[0.111]	[0.111]	[0.107]	[0.107]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0624	-0.0620	0.0586	0.0598	-0.191	-0.193
	[0.0779]	[0.0779]	[0.107]	[0.107]	[0.118]	[0.118]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0280	-0.0300	0.0132	0.00626	-0.0551	-0.0546
	[0.0778]	[0.0778]	[0.118]	[0.118]	[0.109]	[0.109]
Voted in 2010 General Election (1=Yes, 0=No)	0.0260	0.0250	0.0385	0.0383	0.0233	0.0223
	[0.0726]	[0.0725]	[0.0973]	[0.0972]	[0.111]	[0.111]
Voted in 2012 General Election (1=Yes, 0=No)	0.0122	0.00803	0.0401	0.0274	0.0376	0.0368
	[0.0704]	[0.0704]	[0.106]	[0.106]	[0.103]	[0.103]
Voted in 2014 General Election (1=Yes, 0=No)	0.132*	0.136*	0.0307	0.0476	0.226**	0.222**
	[0.0705]	[0.0705]	[0.107]	[0.107]	[0.101]	[0.101]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0610	0.0616	-0.438	-0.435	0.140	0.139
	[0.130]	[0.130]	[0.395]	[0.395]	[0.156]	[0.156]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00604	-0.00718	0.0519	0.0517	-0.105	-0.108
	[0.0688]	[0.0686]	[0.0854]	[0.0850]	[0.117]	[0.117]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.219**	0.217**	0.515	0.481	0.119	0.122
	[0.0859]	[0.0859]	[0.352]	[0.354]	[0.106]	[0.106]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0414	0.0454	-0.0467	-0.0400	0.0991	0.0998
	[0.0709]	[0.0710]	[0.0921]	[0.0923]	[0.114]	[0.114]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0823	0.0859	0.00801	0.0130	0.226*	0.230*
	[0.0729]	[0.0729]	[0.0915]	[0.0916]	[0.123]	[0.123]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0926	0.0879	0.0853	0.0757	0.120	0.121
	[0.0715]	[0.0716]	[0.0942]	[0.0943]	[0.114]	[0.114]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.152**	0.152**	0.186*	0.185*	0.133	0.132
	[0.0755]	[0.0755]	[0.0951]	[0.0949]	[0.126]	[0.126]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0444	0.0345	0.531	0.518		
	[0.150]	[0.151]	[0.401]	[0.402]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0143	-0.00412	-0.307	-0.263	-0.0776	-0.0800
	[0.102]	[0.102]	[0.350]	[0.353]	[0.163]	[0.163]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.662	0.662	0.772	0.768	0.0815	0.0818
	[0.557]	[0.578]	[0.537]	[0.555]	[0.166]	[0.166]
Date of Survey: Nov 21, 2015			0.273*			
			[0.150]			
Constant	3.992***	3.992***	4.018***	4.025***	3.840***	3.840***
	[0.0714]	[0.0717]	[0.0930]	[0.0932]	[0.0961]	[0.0960]
Observations	2,073	2,073	1,216	1,216	857	857
R-squared	0.155	0.16	0.16	0.17	0.16	0.16
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.444	4.438	4.546	4.546	4.299	4.299

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

Table A35: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 1 (Importance)

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)	0.0467	0.0469	-0.0152	-0.0162	0.114*	0.114*
	[0.0372]	[0.0373]	[0.0465]	[0.0466]	[0.0625]	[0.0626]
SSI Subsample (1=SSI, 0=YouGov)	-0.130**	-0.126**				
	[0.0516]	[0.0517]				
Date of Survey: Nov 01, 2015	-0.0101	-0.109*	-0.126	-0.0207	-0.0487	-0.0463
	[0.0606]	[0.0660]	[0.0777]	[0.0713]	[0.127]	[0.127]
Date of Survey: Nov 02, 2015	0.125**	-0.0722	-0.0467	0.169*	0.0680	0.0688
	[0.0601]	[0.0816]	[0.113]	[0.0907]	[0.0892]	[0.0894]
Date of Survey: Nov 03, 2015		-0.295***	-0.330**			
		[0.113]	[0.154]			
Date of Survey: Nov 19, 2015	0.0525	-0.0441	-0.0213	0.0904	0.00650	0.00437
	[0.0723]	[0.0703]	[0.0813]	[0.0828]	[0.155]	[0.155]
Date of Survey: Nov 20, 2015	0.110	-0.0847	-0.105	0.118		-0.0411
	[0.0804]	[0.0783]	[0.109]	[0.109]		[0.125]
Gender: Male	0.151***	0.152***	0.224***	0.226***	0.0837	0.0808
	[0.0532]	[0.0532]	[0.0652]	[0.0652]	[0.0940]	[0.0942]
Race: Black	-0.129	-0.120	-0.00691	0.0149	-0.205	-0.207
	[0.120]	[0.120]	[0.163]	[0.161]	[0.185]	[0.186]
Race: Hispanic	-0.231	-0.295	-0.562	-0.634	0.453	0.454
	[0.423]	[0.421]	[0.466]	[0.461]	[0.907]	[0.919]
Race: Other	-0.173	-0.185	-0.107	-0.137	-0.218	-0.207
	[0.141]	[0.141]	[0.176]	[0.175]	[0.233]	[0.234]
Days Before Election Day	0.0445*	-0.0543	-0.0777	0.0304	0.0727	0.0728
	[0.0259]	[0.0391]	[0.0500]	[0.0322]	[0.0523]	[0.0524]
Voted in 2004 General Election (1=Yes, 0=No)	0.114	0.112	0.0848	0.0802	0.136	0.136
	[0.0778]	[0.0778]	[0.114]	[0.114]	[0.111]	[0.111]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0353	-0.0316	0.0736	0.0803	-0.142	-0.144
	[0.0806]	[0.0806]	[0.110]	[0.110]	[0.123]	[0.123]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0260	-0.0279	-0.00709	-0.0123	-0.0457	-0.0463
	[0.0805]	[0.0805]	[0.122]	[0.121]	[0.114]	[0.114]
Voted in 2010 General Election (1=Yes, 0=No)	0.0269	0.0258	0.0239	0.0233	0.0386	0.0381
	[0.0751]	[0.0751]	[0.100]	[0.100]	[0.116]	[0.116]
Voted in 2012 General Election (1=Yes, 0=No)	0.0200	0.0144	0.0484	0.0325	0.0548	0.0541
	[0.0729]	[0.0729]	[0.110]	[0.110]	[0.108]	[0.108]
Voted in 2014 General Election (1=Yes, 0=No)	0.126*	0.132*	-0.00927	0.00926	0.254**	0.251**
	[0.0730]	[0.0730]	[0.110]	[0.110]	[0.106]	[0.106]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0622	0.0625	-0.311	-0.304	0.142	0.140
	[0.135]	[0.135]	[0.406]	[0.406]	[0.162]	[0.163]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0142	-0.0165	0.0459	0.0430	-0.125	-0.127
	[0.0712]	[0.0710]	[0.0879]	[0.0875]	[0.122]	[0.122]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.196**	0.196**	0.216	0.203	0.117	0.120
	[0.0889]	[0.0889]	[0.362]	[0.365]	[0.111]	[0.111]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0380	0.0424	-0.0200	-0.0128	0.0732	0.0738
	[0.0734]	[0.0735]	[0.0948]	[0.0949]	[0.119]	[0.119]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0366	0.0401	-0.0439	-0.0373	0.185	0.187
	[0.0754]	[0.0755]	[0.0942]	[0.0942]	[0.128]	[0.128]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.124*	0.121	0.150	0.143	0.117	0.118
	[0.0740]	[0.0741]	[0.0969]	[0.0970]	[0.119]	[0.119]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.199**	0.198**	0.231**	0.226**	0.170	0.171
	[0.0781]	[0.0781]	[0.0979]	[0.0977]	[0.131]	[0.131]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0522	0.0397	0.411	0.391		
	[0.156]	[0.156]	[0.413]	[0.413]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0621	-0.0462	-0.0819	-0.0529	-0.0754	-0.0752
	[0.106]	[0.106]	[0.360]	[0.363]	[0.170]	[0.170]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.622	0.626	0.723	0.724	0.0653	0.0660
	[0.576]	[0.598]	[0.552]	[0.571]	[0.173]	[0.173]
Date of Survey: Nov 21, 2015				0.314**		
				[0.154]		
State: Louisiana					0.211	0.211
					[0.175]	[0.175]
Constant	3.993***	4.286***	4.340***	4.015***	3.819***	3.820***
	[0.0739]	[0.0976]	[0.125]	[0.0959]	[0.100]	[0.100]
Observations	2,072	2,072	1,215	1,215	857	857
R-squared	0.157	0.16	0.16	0.16	0.16	0.16
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.471	4.464	4.590	4.590	4.301	4.301

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

Table A36: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 2 (Care)

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)	0.0363	0.0364	-0.00173	-0.00256	0.0655	0.0653
	[0.0370]	[0.0370]	[0.0460]	[0.0461]	[0.0626]	[0.0626]
SSI Subsample (1=SSI, 0=YouGov)	-0.106**	-0.104**				
	[0.0514]	[0.0514]				
State: Louisiana	0.199*		0.243			
	[0.113]		[0.153]			
Date of Survey: Nov 01, 2015	0.00649	0.00612	0.000964	-0.00354	-0.0855	-0.0831
	[0.0602]	[0.0603]	[0.0703]	[0.0705]	[0.127]	[0.127]
Date of Survey: Nov 02, 2015	0.131**	0.131**	0.159*	0.155*	0.0631	0.0658
	[0.0598]	[0.0597]	[0.0901]	[0.0898]	[0.0893]	[0.0894]
Date of Survey: Nov 19, 2015	0.0104	0.0774	0.0124	0.0928	0.129	0.126
	[0.0700]	[0.0717]	[0.0804]	[0.0819]	[0.158]	[0.158]
Date of Survey: Nov 20, 2015	-0.0353	0.0996	-0.0982	0.0611	0.107	0.109
	[0.0777]	[0.0800]	[0.108]	[0.108]	[0.131]	[0.131]
Gender: Male	0.157***	0.160***	0.205***	0.211***	0.121	0.119
	[0.0529]	[0.0529]	[0.0645]	[0.0645]	[0.0941]	[0.0942]
Race: Black	-0.0308	-0.0244	0.00564	0.0234	-0.0232	-0.0236
	[0.120]	[0.119]	[0.161]	[0.159]	[0.185]	[0.185]
Race: Hispanic	-0.232	-0.299	-0.576	-0.649	0.612	0.617
	[0.420]	[0.418]	[0.461]	[0.456]	[0.908]	[0.918]
Race: Other	-0.156	-0.170	-0.0604	-0.0947	-0.257	-0.246
	[0.140]	[0.140]	[0.174]	[0.173]	[0.233]	[0.234]
Days Before Election Day	0.0229	0.0217	-0.00318	-0.00630	0.0900*	0.0900*
	[0.0258]	[0.0258]	[0.0320]	[0.0320]	[0.0523]	[0.0524]
Voted in 2004 General Election (1=Yes, 0=No)	0.0671	0.0667	0.0362	0.0372	0.102	0.102
	[0.0773]	[0.0773]	[0.113]	[0.113]	[0.111]	[0.111]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0313	-0.0304	0.0862	0.0881	-0.149	-0.150
	[0.0800]	[0.0800]	[0.109]	[0.109]	[0.123]	[0.123]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0100	-0.0130	-0.0352	-0.0450	0.0194	0.0200
	[0.0800]	[0.0800]	[0.120]	[0.120]	[0.114]	[0.114]
Voted in 2010 General Election (1=Yes, 0=No)	0.0543	0.0523	0.0747	0.0735	0.0491	0.0473
	[0.0746]	[0.0746]	[0.0989]	[0.0989]	[0.116]	[0.116]
Voted in 2012 General Election (1=Yes, 0=No)	-0.00904	-0.0114	0.0176	0.0105	0.00559	0.00551
	[0.0724]	[0.0724]	[0.108]	[0.108]	[0.108]	[0.108]
Voted in 2014 General Election (1=Yes, 0=No)	0.147**	0.151**	0.0698	0.0813	0.224**	0.221**
	[0.0725]	[0.0725]	[0.109]	[0.109]	[0.106]	[0.106]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0776	0.0797	-0.594	-0.571	0.175	0.176
	[0.134]	[0.134]	[0.401]	[0.402]	[0.162]	[0.162]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0169	-0.0166	0.0390	0.0421	-0.124	-0.128
	[0.0707]	[0.0706]	[0.0868]	[0.0864]	[0.122]	[0.122]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.197**	0.195**	0.504	0.470	0.0834	0.0870
	[0.0883]	[0.0883]	[0.357]	[0.360]	[0.111]	[0.111]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.00763	0.0115	-0.0469	-0.0402	0.0251	0.0254
	[0.0729]	[0.0730]	[0.0936]	[0.0938]	[0.119]	[0.119]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0992	0.103	0.0179	0.0231	0.252**	0.256**
	[0.0749]	[0.0750]	[0.0930]	[0.0931]	[0.128]	[0.128]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0904	0.0855	0.0646	0.0551	0.146	0.146
	[0.0735]	[0.0736]	[0.0957]	[0.0958]	[0.119]	[0.119]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.140*	0.139*	0.179*	0.178*	0.111	0.110
	[0.0776]	[0.0776]	[0.0967]	[0.0965]	[0.131]	[0.131]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.000130	-0.00808	0.655	0.624		
	[0.155]	[0.155]	[0.408]	[0.408]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0337	0.0420	-0.260	-0.220	-0.0766	
	[0.105]	[0.105]	[0.356]	[0.359]	[0.170]	
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.648	0.648	0.712	0.706	0.125	0.125
	[0.573]	[0.594]	[0.545]	[0.565]	[0.173]	[0.173]
Date of Survey: Nov 21, 2015				0.229	0.115	0.117
				[0.153]	[0.175]	[0.175]
Constant	4.041***	4.042***	4.088***	4.096***	3.880***	3.879***
	[0.0736]	[0.0739]	[0.0949]	[0.0952]	[0.100]	[0.100]
Observations	2,069	2,069	1,213	1,213	856	856
R-squared	0.149	0.15	0.16	0.16	0.15	0.15
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.492	4.487	4.592	4.592	4.350	4.350

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

Table A37: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 3 (Want)

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)	0.0768*	0.0769*	0.0291	0.0281	0.111*	0.111*
	[0.0393]	[0.0393]	[0.0487]	[0.0487]	[0.0666]	[0.0666]
SSI Subsample (1=SSI, 0=YouGov)	-0.112**	-0.111**				
	[0.0545]	[0.0545]				
Date of Survey: Nov 01, 2015	-0.0781	-0.0216	-0.141*	-0.0635	-0.0566	-0.0554
	[0.0695]	[0.0639]	[0.0814]	[0.0745]	[0.135]	[0.135]
Date of Survey: Nov 02, 2015	-0.0227	0.0913	-0.000452	0.159*	0.000598	0.00309
	[0.0862]	[0.0634]	[0.119]	[0.0950]	[0.0949]	[0.0950]
Date of Survey: Nov 03, 2015	-0.169		-0.243			
	[0.120]		[0.162]			
Date of Survey: Nov 19, 2015	0.0632	0.120	0.0656	0.0717		0.115
	[0.0743]	[0.0761]	[0.0852]	[0.0847]		[0.165]
Date of Survey: Nov 20, 2015	0.0102	0.127	-0.0744	-0.0561	0.0944	0.0951
	[0.0827]	[0.0849]	[0.115]	[0.115]	[0.132]	[0.132]
Gender: Male	0.159***	0.161***	0.206***	0.211***	0.158	0.155
	[0.0562]	[0.0561]	[0.0682]	[0.0682]	[0.0999]	[0.100]
Race: Black	-0.0128	-0.00756	0.125	0.137	-0.105	-0.106
	[0.127]	[0.126]	[0.170]	[0.168]	[0.197]	[0.197]
Race: Hispanic	-0.248	-0.314	-0.597	-0.671	0.478	0.482
	[0.446]	[0.444]	[0.488]	[0.482]	[0.964]	[0.975]
Race: Other	-0.110	-0.116	-0.0247	-0.0429	-0.194	-0.186
	[0.147]	[0.146]	[0.180]	[0.179]	[0.248]	[0.249]
Days Before Election Day	-0.0315	0.0240	-0.0857	-0.00688	0.0887	0.0890
	[0.0413]	[0.0273]	[0.0524]	[0.0337]	[0.0556]	[0.0557]
Voted in 2004 General Election (1=Yes, 0=No)	0.0500	0.0507	0.0386	0.0407	0.0801	0.0813
	[0.0821]	[0.0820]	[0.119]	[0.119]	[0.118]	[0.118]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0366	-0.0365	0.0981	0.0969	-0.188	-0.188
	[0.0850]	[0.0849]	[0.115]	[0.115]	[0.131]	[0.131]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0807	-0.0839	-0.0564	-0.0655	-0.101	-0.102
	[0.0850]	[0.0849]	[0.127]	[0.127]	[0.121]	[0.121]
Voted in 2010 General Election (1=Yes, 0=No)	0.0317	0.0304	0.0772	0.0757	-0.00963	-0.0105
	[0.0792]	[0.0791]	[0.105]	[0.105]	[0.123]	[0.123]
Voted in 2012 General Election (1=Yes, 0=No)	0.0489	0.0435	0.0843	0.0688	0.0862	0.0853
	[0.0769]	[0.0768]	[0.115]	[0.115]	[0.114]	[0.114]
Voted in 2014 General Election (1=Yes, 0=No)	0.142*	0.148*	0.0378	0.0570	0.238**	0.236**
	[0.0770]	[0.0769]	[0.116]	[0.115]	[0.112]	[0.112]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.135	0.139	-0.528	-0.513	0.220	0.220
	[0.142]	[0.142]	[0.425]	[0.425]	[0.173]	[0.173]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0156	-0.0186	0.0404	0.0380	-0.118	-0.122
	[0.0751]	[0.0749]	[0.0920]	[0.0914]	[0.129]	[0.129]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.245***	0.244***	0.522	0.490	0.148	0.151
	[0.0938]	[0.0937]	[0.379]	[0.381]	[0.118]	[0.118]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0391	0.0444	-0.0834	-0.0752	0.133	0.135
	[0.0774]	[0.0775]	[0.0992]	[0.0992]	[0.126]	[0.126]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0838	0.0860	0.0418	0.0459	0.188	0.191
	[0.0796]	[0.0796]	[0.0986]	[0.0985]	[0.136]	[0.136]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0981	0.0932	0.0584	0.0490	0.142	0.142
	[0.0781]	[0.0781]	[0.101]	[0.101]	[0.126]	[0.126]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.109	0.108	0.117	0.115	0.144	0.143
	[0.0824]	[0.0823]	[0.102]	[0.102]	[0.139]	[0.139]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0507	-0.0621	0.591	0.568		
	[0.164]	[0.164]	[0.432]	[0.432]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0581	0.0652	-0.223	-0.182	-0.0207	-0.0255
	[0.111]	[0.112]	[0.377]	[0.379]	[0.180]	[0.180]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.622	0.621	0.724	0.716	0.153	
	[0.608]	[0.630]	[0.578]	[0.597]	[0.183]	
Date of Survey: Nov 21, 2015		0.161				
		[0.120]				
State: Louisiana					0.221	0.0683	0.0690
					[0.162]	[0.186]	[0.186]
Constant	4.200***	4.032***	4.317***	4.081***	3.862***	3.862***
	[0.103]	[0.0784]	[0.132]	[0.101]	[0.107]	[0.106]
Observations	2,068	2,068	1,213	1,213	855	855
R-squared	0.135	0.14	0.14	0.15	0.14	0.14
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.459	4.453	4.564	4.564	4.309	4.309

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

Table A38: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 4 (Relevant)

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)	0.0894**	0.0893**	0.0654	0.0645	0.0891	0.0888
	[0.0408]	[0.0408]	[0.0521]	[0.0522]	[0.0667]	[0.0667]
SSI Subsample (1=SSI, 0=YouGov)	-0.0866	-0.0865				
	[0.0566]	[0.0566]				
Date of Survey: Nov 01, 2015	-0.100	-0.0477	-0.163*	-0.0959	-0.0411	-0.0404
	[0.0721]	[0.0663]	[0.0869]	[0.0798]	[0.135]	[0.135]
Date of Survey: Nov 02, 2015	-0.0145	0.0960	-0.0318	0.114	0.0429	0.0454
	[0.0896]	[0.0657]	[0.127]	[0.102]	[0.0950]	[0.0950]
Date of Survey: Nov 03, 2015	-0.165		-0.224			
	[0.125]		[0.173]			
Date of Survey: Nov 19, 2015	0.0697	0.0725	0.0897	0.0937		0.146
	[0.0771]	[0.0769]	[0.0912]	[0.0908]		[0.165]
Date of Survey: Nov 20, 2015	-0.0162	-0.00957	-0.105	-0.0936	0.108	0.108
	[0.0859]	[0.0860]	[0.122]	[0.123]	[0.133]	[0.133]
Gender: Male	0.189***	0.191***	0.269***	0.272***	0.104	0.102
	[0.0582]	[0.0582]	[0.0730]	[0.0730]	[0.100]	[0.100]
Race: Black	-0.125	-0.119	-0.116	-0.103	-0.0542	-0.0556
	[0.132]	[0.131]	[0.182]	[0.180]	[0.197]	[0.197]
Race: Hispanic	-0.153	-0.222	-0.425	-0.504	0.509	0.517
	[0.462]	[0.460]	[0.521]	[0.516]	[0.965]	[0.976]
Race: Other	-0.128	-0.134	0.0324	0.0137	-0.337	-0.332
	[0.154]	[0.154]	[0.197]	[0.196]	[0.248]	[0.249]
Days Before Election Day	-0.0366	0.0177	-0.0922	-0.0193	0.0841	0.0844
	[0.0429]	[0.0284]	[0.0561]	[0.0361]	[0.0556]	[0.0557]
Voted in 2004 General Election (1=Yes, 0=No)	0.210**	0.208**	0.0886	0.0852	0.306***	0.306***
	[0.0850]	[0.0850]	[0.127]	[0.127]	[0.118]	[0.118]
Voted in 2006 General Election (1=Yes, 0=No)	-0.144	-0.147*	-0.0262	-0.0295	-0.285**	-0.288**
	[0.0880]	[0.0880]	[0.123]	[0.123]	[0.131]	[0.131]
Voted in 2008 General Election (1=Yes, 0=No)	0.00109	0.000843	0.154	0.150	-0.0976	-0.0956
	[0.0880]	[0.0880]	[0.136]	[0.136]	[0.121]	[0.121]
Voted in 2010 General Election (1=Yes, 0=No)	-0.00999	-0.00992	-0.0212	-0.0190	0.0158	0.0150
	[0.0820]	[0.0820]	[0.112]	[0.112]	[0.123]	[0.123]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0173	-0.0212	0.00775	-0.00494	-0.00400	-0.00547
	[0.0797]	[0.0796]	[0.122]	[0.122]	[0.114]	[0.114]
Voted in 2014 General Election (1=Yes, 0=No)	0.105	0.109	0.0167	0.0343	0.179	0.173
	[0.0798]	[0.0797]	[0.123]	[0.123]	[0.112]	[0.112]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.0357	-0.0391	-0.330	-0.366	0.0209	0.0194
	[0.147]	[0.147]	[0.454]	[0.454]	[0.173]	[0.173]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.0234	0.0237	0.0864	0.0881	-0.0514	-0.0541
	[0.0778]	[0.0776]	[0.0982]	[0.0978]	[0.129]	[0.129]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.233**	0.232**	0.825**	0.767*	0.129	0.134
	[0.0972]	[0.0971]	[0.405]	[0.408]	[0.118]	[0.118]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0833	0.0856	-0.0351	-0.0304	0.162	0.162
	[0.0802]	[0.0803]	[0.106]	[0.106]	[0.126]	[0.126]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.113	0.118	0.0187	0.0232	0.283**	0.288**
	[0.0824]	[0.0825]	[0.105]	[0.105]	[0.136]	[0.136]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0585	0.0540	0.0683	0.0569	0.0763	0.0783
	[0.0809]	[0.0809]	[0.108]	[0.108]	[0.126]	[0.126]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.160*	0.161*	0.223**	0.225**	0.107	0.105
	[0.0853]	[0.0853]	[0.109]	[0.109]	[0.139]	[0.139]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.182	0.174	0.476	0.500		
	[0.170]	[0.170]	[0.461]	[0.462]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0799	-0.0710	-0.674*	-0.609	-0.139	-0.144
	[0.116]	[0.116]	[0.403]	[0.406]	[0.180]	[0.181]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.767	0.767	0.944	0.938	-0.0119	-0.0131
	[0.630]	[0.653]	[0.617]	[0.639]	[0.184]	[0.184]
State: Louisiana		0.156		0.205	0.0745	0.0722
		[0.124]		[0.173]	[0.187]	[0.187]
Constant	4.087***	3.926***	4.165***	3.950***	3.815***	3.816***
	[0.107]	[0.0812]	[0.141]	[0.108]	[0.107]	[0.106]
Observations	2,064	2,064	1,211	1,211	853	853
R-squared	0.124	0.12	0.14	0.14	0.13	0.13
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.355	4.351	4.434	4.434	4.243	4.243

Standard errors in brackets

*** p<0.01, ** p<0.05, * p<0.1

Table A39: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 5 (Easy)

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)	0.0269	0.0269	-0.0140	-0.0145	0.0700	0.0697
	[0.0380]	[0.0381]	[0.0443]	[0.0445]	[0.0687]	[0.0687]
SSI Subsample (1=SSI, 0=YouGov)	-0.196***	-0.196***				
	[0.0527]	[0.0528]				
Date of Survey: Nov 01, 2015	0.0775	0.0652	-0.0127	-0.00542	0.120	0.0873
	[0.0672]	[0.0618]	[0.0739]	[0.0680]	[0.148]	[0.139]
Date of Survey: Nov 02, 2015	0.185**	0.163***	0.173	0.194**	0.162	0.100
	[0.0835]	[0.0613]	[0.108]	[0.0866]	[0.141]	[0.0979]
Date of Survey: Nov 03, 2015	0.0313		-0.0367		0.0907	
	[0.116]		[0.147]		[0.192]	
Date of Survey: Nov 19, 2015	0.0739	0.0640	0.0176	0.0236	0.191	0.160
	[0.0719]	[0.0737]	[0.0776]	[0.0774]	[0.169]	[0.173]
Date of Survey: Nov 20, 2015	0.00928	-0.0166	-0.0381	-0.0341	0.0934	0.0319
	[0.0800]	[0.0823]	[0.104]	[0.105]	[0.136]	[0.144]
Gender: Male	0.0975*	0.0942*	0.135**	0.130**	0.102	0.102
	[0.0542]	[0.0543]	[0.0620]	[0.0622]	[0.103]	[0.103]
Race: Black	0.211*	0.209*	0.286*	0.282*	0.248	0.246
	[0.123]	[0.122]	[0.155]	[0.153]	[0.203]	[0.203]
Race: Hispanic	-0.0945	-0.145	-0.351	-0.413	0.627	0.626
	[0.431]	[0.429]	[0.443]	[0.440]	[0.992]	[1.003]
Race: Other	0.00723	-0.00445	0.0131	-0.00332	0.0159	0.0125
	[0.143]	[0.143]	[0.168]	[0.167]	[0.255]	[0.256]
Days Before Election Day	0.0129	0.00255	-0.0356	-0.0234	0.101	0.0718
	[0.0400]	[0.0265]	[0.0477]	[0.0308]	[0.0771]	[0.0573]
Voted in 2004 General Election (1=Yes, 0=No)	0.0368	0.0383	-0.128	-0.124	0.160	0.161
	[0.0792]	[0.0793]	[0.108]	[0.109]	[0.121]	[0.122]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0378	-0.0333	0.0782	0.0852	-0.126	-0.127
	[0.0820]	[0.0821]	[0.105]	[0.105]	[0.135]	[0.135]
Voted in 2008 General Election (1=Yes, 0=No)	0.0403	0.0373	0.00225	-0.00544	0.0714	0.0704
	[0.0820]	[0.0821]	[0.116]	[0.116]	[0.125]	[0.125]
Voted in 2010 General Election (1=Yes, 0=No)	0.0321	0.0308	0.117	0.111	-0.0411	-0.0387
	[0.0764]	[0.0765]	[0.0952]	[0.0954]	[0.127]	[0.127]
Voted in 2012 General Election (1=Yes, 0=No)	0.116	0.111	0.0404	0.0276	0.167	0.168
	[0.0742]	[0.0743]	[0.104]	[0.104]	[0.118]	[0.118]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0139	-0.0149	-0.00422	0.00299	0.0240	0.0195
	[0.0743]	[0.0744]	[0.105]	[0.105]	[0.116]	[0.116]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.104	0.103	0.269	0.265	0.0549	0.0530
	[0.137]	[0.137]	[0.386]	[0.387]	[0.178]	[0.178]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0342	-0.0414	-0.0355	-0.0465	-0.0362	-0.0404
	[0.0725]	[0.0724]	[0.0836]	[0.0834]	[0.133]	[0.133]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0671	0.0667	0.376	0.349	-0.0903	-0.0901
	[0.0907]	[0.0908]	[0.344]	[0.348]	[0.121]	[0.121]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0604	0.0641	-0.00317	0.00354	0.125	0.126
	[0.0747]	[0.0749]	[0.0901]	[0.0905]	[0.130]	[0.130]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0834	0.0850	0.0241	0.0274	0.209	0.207
	[0.0768]	[0.0770]	[0.0896]	[0.0898]	[0.140]	[0.140]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0531	0.0494	0.0169	0.00984	0.117	0.118
	[0.0754]	[0.0755]	[0.0922]	[0.0924]	[0.130]	[0.130]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.130	0.133*	0.188**	0.190**	0.0715	0.0744
	[0.0795]	[0.0796]	[0.0930]	[0.0931]	[0.143]	[0.144]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.117	-0.118	-0.259	-0.255		
	[0.159]	[0.159]	[0.392]	[0.394]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0828	0.0827	-0.113	-0.0837	0.00383	0.00365
	[0.108]	[0.108]	[0.342]	[0.346]	[0.186]	[0.186]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.600	0.601	0.752	0.747		0.0344
	[0.587]	[0.609]	[0.525]	[0.544]		[0.189]
Date of Survey: Nov 21, 2015		-0.0408				-0.0881
		[0.116]				[0.193]
State: Louisiana				0.0158		
				[0.147]		
Constant	4.159***	4.197***	4.304***	4.281***	3.790***	3.882***
	[0.0995]	[0.0758]	[0.120]	[0.0918]	[0.166]	[0.110]
Observations	2,062	2,062	1,211	1,211	851	851
R-squared	0.099	0.10	0.10	0.10	0.09	0.09
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.490	4.483	4.609	4.609	4.321	4.321

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

Table A40: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 6 (Convenient)

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)	0.0936**	0.0936**	0.0385	0.0386	0.149**	0.149**
	[0.0410]	[0.0410]	[0.0492]	[0.0492]	[0.0719]	[0.0720]
SSI Subsample (1=SSI, 0=YouGov)	-0.122**	-0.121**				
	[0.0569]	[0.0569]				
State: Louisiana		0.0882		0.281*	-0.111	
		[0.125]		[0.163]	[0.201]	
Date of Survey: Nov 01, 2015	0.0328	0.0363	0.0119	0.0148	0.0335	0.0316
	[0.0665]	[0.0666]	[0.0752]	[0.0752]	[0.145]	[0.146]
Date of Survey: Nov 02, 2015	0.119*	0.118*	0.201**	0.193**	0.0255	0.0267
	[0.0662]	[0.0661]	[0.0963]	[0.0959]	[0.102]	[0.103]
Date of Survey: Nov 19, 2015		0.0172	0.0697	-0.0197		0.150
		[0.0775]	[0.0883]	[0.0857]		[0.183]
Date of Survey: Nov 20, 2015	0.0197	-0.0349	0.0255	-0.159	0.139	0.0689
	[0.0887]	[0.0864]	[0.116]	[0.116]	[0.143]	[0.150]
Gender: Male	0.109*	0.110*	0.190***	0.189***	0.0643	0.0657
	[0.0585]	[0.0585]	[0.0689]	[0.0688]	[0.108]	[0.108]
Race: Black	0.0369	0.0441	0.234	0.249	-0.0485	-0.0518
	[0.132]	[0.131]	[0.172]	[0.170]	[0.212]	[0.212]
Race: Hispanic	0.0864	0.0375	-0.181	-0.232	0.422	0.426
	[0.465]	[0.462]	[0.493]	[0.487]	[1.038]	[1.050]
Race: Other	0.0647	0.0609	0.00378	-0.00287	0.200	0.200
	[0.153]	[0.153]	[0.182]	[0.181]	[0.267]	[0.268]
Days Before Election Day	0.00820	0.00871	0.0108	0.0116	0.0270	0.0275
	[0.0285]	[0.0284]	[0.0342]	[0.0340]	[0.0598]	[0.0600]
Voted in 2004 General Election (1=Yes, 0=No)	0.0532	0.0549	-0.116	-0.110	0.210*	0.209
	[0.0855]	[0.0854]	[0.120]	[0.120]	[0.127]	[0.127]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0698	-0.0711	0.0440	0.0374	-0.134	-0.131
	[0.0885]	[0.0885]	[0.116]	[0.116]	[0.141]	[0.141]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0150	-0.0189	0.00313	-0.00933	0.00148	0.000714
	[0.0885]	[0.0884]	[0.129]	[0.128]	[0.130]	[0.131]
Voted in 2010 General Election (1=Yes, 0=No)	0.119	0.121	0.190*	0.192*	0.0565	0.0579
	[0.0825]	[0.0824]	[0.106]	[0.106]	[0.133]	[0.133]
Voted in 2012 General Election (1=Yes, 0=No)	0.0953	0.0934	0.253**	0.244**	-0.00716	-0.00470
	[0.0801]	[0.0800]	[0.116]	[0.116]	[0.123]	[0.123]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0472	-0.0429	-0.194*	-0.179	0.0461	0.0431
	[0.0802]	[0.0801]	[0.117]	[0.116]	[0.121]	[0.121]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.0431	-0.0339	0.207	0.228	-0.0742	-0.0714
	[0.148]	[0.148]	[0.429]	[0.429]	[0.186]	[0.186]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.00154	-0.00155	0.0918	0.0883	-0.175	-0.180
	[0.0782]	[0.0780]	[0.0929]	[0.0923]	[0.139]	[0.140]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0986	0.0987	0.506	0.477	-0.0158	-0.0144
	[0.0979]	[0.0978]	[0.382]	[0.385]	[0.127]	[0.127]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0293	0.0318	-0.105	-0.101	0.166	0.166
	[0.0806]	[0.0807]	[0.100]	[0.100]	[0.136]	[0.136]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0397	0.0360	0.0755	0.0711	0.0187	0.0194
	[0.0829]	[0.0829]	[0.0996]	[0.0995]	[0.146]	[0.147]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.110	0.103	0.0579	0.0464	0.160	0.161
	[0.0814]	[0.0814]	[0.102]	[0.102]	[0.136]	[0.136]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.218**	0.219**	0.152	0.154	0.354**	0.352**
	[0.0858]	[0.0858]	[0.103]	[0.103]	[0.150]	[0.150]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0436	0.0271	-0.197	-0.226		
	[0.171]	[0.171]	[0.436]	[0.436]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.107	0.112	-0.234	-0.194	0.00987	0.00971
	[0.116]	[0.116]	[0.380]	[0.383]	[0.194]	[0.195]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.886	0.882	0.972*	0.957	0.125	0.131
	[0.633]	[0.656]	[0.584]	[0.603]	[0.198]	[0.198]
Date of Survey: Nov 21, 2015	0.0943		0.298*			-0.107
	[0.125]		[0.164]			[0.202]
Constant	3.947***	3.945***	3.899***	3.902***	3.827***	3.825***
	[0.0814]	[0.0817]	[0.102]	[0.102]	[0.115]	[0.115]
Observations	2,061	2,061	1,212	1,212	849	849
R-squared	0.105	0.11	0.13	0.13	0.10	0.10
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.310	4.304	4.425	4.425	4.147	4.147

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

Table A41: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 7 (Consistent)

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)	0.105***	0.106***	0.0837**	0.0839**	0.115*	0.115*
	[0.0344]	[0.0343]	[0.0414]	[0.0413]	[0.0604]	[0.0605]
SSI Subsample (1=SSI, 0=YouGov)	-0.238***	-0.237***				
	[0.0478]	[0.0477]				
Date of Survey: Nov 01, 2015	-0.0931*	-0.0935*	-0.0755	-0.0789	-0.142	-0.141
	[0.0557]	[0.0558]	[0.0633]	[0.0632]	[0.122]	[0.122]
Date of Survey: Nov 02, 2015	0.0928*	0.0917*	0.0816	0.0738	0.0853	0.0890
	[0.0555]	[0.0553]	[0.0811]	[0.0806]	[0.0859]	[0.0860]
Date of Survey: Nov 19, 2015	0.0716	0.0718	0.0750	0.116	0.0914	
	[0.0670]	[0.0667]	[0.0724]	[0.0735]	[0.150]	
Date of Survey: Nov 20, 2015	0.0263	0.0255	-0.115	-0.0350		0.0572
	[0.0743]	[0.0742]	[0.0971]	[0.0969]		[0.126]
Date of Survey: Nov 21, 2015	0.0393	0.0331		0.117		
	[0.105]	[0.105]		[0.137]		
Gender: Male	0.0862*	0.0852*	0.160***	0.160***	-0.0293	-0.0316
	[0.0490]	[0.0490]	[0.0579]	[0.0577]	[0.0903]	[0.0904]
Race: Black	-0.0956	-0.0922	-0.0835	-0.0733	-0.0781	-0.0785
	[0.111]	[0.110]	[0.144]	[0.142]	[0.178]	[0.178]
Race: Hispanic	0.675*	0.666*	0.686*	0.676*	0.749	0.746
	[0.389]	[0.387]	[0.414]	[0.408]	[0.871]	[0.881]
Race: Other	0.113	0.106	0.0960	0.0868	0.151	0.150
	[0.129]	[0.129]	[0.156]	[0.155]	[0.224]	[0.225]
Days Before Election Day	-0.00194	-0.00206	-0.0190	-0.0205	0.0185	0.0187
	[0.0239]	[0.0238]	[0.0287]	[0.0285]	[0.0502]	[0.0503]
Voted in 2004 General Election (1=Yes, 0=No)	-0.0266	-0.0265	-0.00210	-0.00337	-0.0477	-0.0450
	[0.0716]	[0.0715]	[0.101]	[0.101]	[0.107]	[0.107]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0274	-0.0272	0.00209	0.00557	-0.0759	-0.0779
	[0.0742]	[0.0740]	[0.0977]	[0.0972]	[0.118]	[0.118]
Voted in 2008 General Election (1=Yes, 0=No)	0.0613	0.0557	0.0651	0.0482	0.0558	0.0556
	[0.0742]	[0.0741]	[0.108]	[0.108]	[0.109]	[0.109]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0213	-0.0153	-0.0396	-0.0244	0.0184	0.0151
	[0.0691]	[0.0690]	[0.0890]	[0.0887]	[0.111]	[0.111]
Voted in 2012 General Election (1=Yes, 0=No)	0.0533	0.0516	-0.00284	-0.00888	0.102	0.104
	[0.0672]	[0.0671]	[0.0977]	[0.0974]	[0.103]	[0.103]
Voted in 2014 General Election (1=Yes, 0=No)	0.100	0.102	0.107	0.115	0.116	0.115
	[0.0673]	[0.0672]	[0.0984]	[0.0981]	[0.101]	[0.101]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.0892	-0.0936	-0.181	-0.195	-0.0190	-0.0246
	[0.124]	[0.124]	[0.361]	[0.360]	[0.156]	[0.156]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0647	-0.0641	-0.000474	0.000575	-0.144	-0.145
	[0.0655]	[0.0653]	[0.0780]	[0.0773]	[0.117]	[0.117]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.234***	0.232***	0.428	0.390	0.210**	0.209**
	[0.0820]	[0.0818]	[0.321]	[0.322]	[0.106]	[0.107]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.111	0.110	0.0752	0.0729	0.114	0.115
	[0.0676]	[0.0676]	[0.0843]	[0.0841]	[0.114]	[0.114]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.113	0.115*	0.00200	0.00614	0.287**	0.288**
	[0.0696]	[0.0696]	[0.0839]	[0.0837]	[0.123]	[0.123]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0431	0.0383	0.106	0.0956	-0.000145	0.00169
	[0.0682]	[0.0681]	[0.0861]	[0.0859]	[0.114]	[0.114]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0899	0.0904	0.158*	0.157*	0.00502	0.00670
	[0.0719]	[0.0718]	[0.0869]	[0.0865]	[0.126]	[0.126]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.181	0.182	0.251	0.262		
	[0.143]	[0.143]	[0.366]	[0.365]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.109	-0.104	-0.325	-0.284	-0.0314	-0.0368
	[0.0975]	[0.0975]	[0.319]	[0.321]	[0.163]	[0.163]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.174	0.172	0.204	0.198	0.186	0.189
	[0.531]	[0.549]	[0.490]	[0.505]	[0.166]	[0.166]
State: Louisiana			0.131		-0.0789	
			[0.137]		[0.169]	
Constant	4.194***	4.197***	4.198***	4.208***	3.960***	3.959***
	[0.0682]	[0.0683]	[0.0853]	[0.0852]	[0.0964]	[0.0962]
Observations	2,058	2,058	1,210	1,210	848	848
R-squared	0.134	0.13	0.14	0.14	0.11	0.11
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.415	4.409	4.529	4.529	4.252	4.252

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

Table A42: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 8 (Clear)

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)	0.0903**	0.0906**	0.0528	0.0526	0.116*	0.116*
	[0.0364]	[0.0364]	[0.0421]	[0.0420]	[0.0665]	[0.0666]
SSI Subsample (1=SSI, 0=YouGov)	-0.269***	-0.267***				
	[0.0507]	[0.0506]				
State: Louisiana	0.139	0.134			0.0368	
	[0.111]	[0.111]			[0.187]	
Date of Survey: Nov 01, 2015	-0.0224	-0.0247	-0.0604	0.00332	-0.211	-0.221
	[0.0591]	[0.0592]	[0.0702]	[0.0643]	[0.134]	[0.144]
Date of Survey: Nov 02, 2015	0.0456	0.0427	-0.0310	0.100	-0.0732	-0.0966
	[0.0588]	[0.0587]	[0.102]	[0.0820]	[0.0944]	[0.137]
Date of Survey: Nov 19, 2015	0.0444	0.0468	0.0420	0.110	0.172	0.173
	[0.0692]	[0.0689]	[0.0735]	[0.0747]	[0.165]	[0.166]
Date of Survey: Nov 20, 2015	-0.0156	-0.0118	-0.101	0.0320	0.0995	0.103
	[0.0768]	[0.0769]	[0.0986]	[0.0985]	[0.132]	[0.132]
Gender: Male	0.209***	0.208***	0.252***	0.251***	0.182*	0.180*
	[0.0520]	[0.0520]	[0.0589]	[0.0588]	[0.0993]	[0.0994]
Race: Black	-0.211*	-0.209*	-0.186	-0.181	-0.218	-0.217
	[0.117]	[0.117]	[0.147]	[0.145]	[0.196]	[0.196]
Race: Hispanic	0.434	0.436	0.652	0.645	-0.216	-0.211
	[0.412]	[0.410]	[0.420]	[0.415]	[0.957]	[0.968]
Race: Other	-0.0857	-0.0900	-0.0858	-0.0902	-0.0755	-0.0800
	[0.139]	[0.139]	[0.162]	[0.161]	[0.246]	[0.247]
Days Before Election Day	-0.0283	-0.0272	-0.133***	-0.0628**	0.0667	0.0544
	[0.0253]	[0.0253]	[0.0452]	[0.0291]	[0.0552]	[0.0749]
Voted in 2004 General Election (1=Yes, 0=No)	-0.140*	-0.139*	-0.0855	-0.0788	-0.167	-0.167
	[0.0758]	[0.0758]	[0.103]	[0.102]	[0.117]	[0.117]
Voted in 2006 General Election (1=Yes, 0=No)	0.0255	0.0291	0.0325	0.0376	-0.0232	-0.0211
	[0.0786]	[0.0785]	[0.0992]	[0.0989]	[0.130]	[0.130]
Voted in 2008 General Election (1=Yes, 0=No)	0.0696	0.0655	0.139	0.125	0.0307	0.0305
	[0.0786]	[0.0785]	[0.110]	[0.110]	[0.120]	[0.120]
Voted in 2010 General Election (1=Yes, 0=No)	0.0258	0.0295	-0.00272	0.00316	0.0589	0.0590
	[0.0732]	[0.0732]	[0.0904]	[0.0902]	[0.122]	[0.122]
Voted in 2012 General Election (1=Yes, 0=No)	0.124*	0.120*	0.0604	0.0499	0.193*	0.193*
	[0.0712]	[0.0711]	[0.0992]	[0.0991]	[0.114]	[0.114]
Voted in 2014 General Election (1=Yes, 0=No)	0.0121	0.0154	0.0160	0.0263	0.0405	0.0400
	[0.0713]	[0.0712]	[0.100]	[0.0998]	[0.112]	[0.112]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.150	0.150	-0.432	-0.432	0.237	0.236
	[0.131]	[0.131]	[0.366]	[0.366]	[0.172]	[0.172]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00932	-0.0105	0.0417	0.0391	-0.105	-0.104
	[0.0694]	[0.0692]	[0.0792]	[0.0787]	[0.129]	[0.129]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.211**	0.206**	0.461	0.416	0.151	0.149
	[0.0869]	[0.0867]	[0.326]	[0.328]	[0.117]	[0.117]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0203	0.0230	0.000544	0.00522	0.0103	0.0106
	[0.0716]	[0.0717]	[0.0856]	[0.0856]	[0.125]	[0.125]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0911	0.0974	0.0201	0.0315	0.210	0.211
	[0.0738]	[0.0737]	[0.0852]	[0.0851]	[0.135]	[0.135]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0641	0.0546	0.0933	0.0743	0.0494	0.0497
	[0.0722]	[0.0722]	[0.0874]	[0.0873]	[0.125]	[0.125]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0826	0.0839	0.113	0.116	0.0916	0.0892
	[0.0762]	[0.0761]	[0.0883]	[0.0880]	[0.138]	[0.139]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0123	-0.0161	0.548	0.544		
	[0.152]	[0.152]	[0.372]	[0.372]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0902	-0.0867	-0.369	-0.323	-0.128	-0.132
	[0.103]	[0.103]	[0.324]	[0.327]	[0.179]	[0.179]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.683	0.683	0.749	0.741	0.0337	0.0377
	[0.562]	[0.582]	[0.498]	[0.514]	[0.183]	[0.183]
Date of Survey: Nov 03, 2015			-0.209			-0.0380
			[0.140]			[0.188]
Date of Survey: Nov 21, 2015					0.196	
					[0.139]	
Constant	4.228***	4.228***	4.453***	4.252***	3.942***	3.978***
	[0.0723]	[0.0725]	[0.113]	[0.0867]	[0.106]	[0.162]
Observations	2,055	2,055	1,209	1,209	846	846
R-squared	0.132	0.13	0.13	0.13	0.12	0.12
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.450	4.442	4.580	4.580	4.262	4.262

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

Table A43: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 9 (Same)

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)	0.0226	0.0227	0.00430	0.00354	0.0232	0.0234
	[0.0378]	[0.0379]	[0.0469]	[0.0471]	[0.0640]	[0.0640]
SSI Subsample (1=SSI, 0=YouGov)	-0.180***	-0.179***				
	[0.0526]	[0.0526]				
State: Louisiana	0.0849	0.0772	0.103		0.0746	
	[0.116]	[0.116]	[0.156]		[0.180]	
Date of Survey: Nov 01, 2015	-0.0809	-0.0836	-0.0364	-0.0418	-0.279**	-0.301**
	[0.0613]	[0.0614]	[0.0716]	[0.0720]	[0.129]	[0.138]
Date of Survey: Nov 02, 2015	0.0175	0.0191	0.143	0.142	-0.133	-0.176
	[0.0610]	[0.0609]	[0.0919]	[0.0918]	[0.0908]	[0.132]
Date of Survey: Nov 19, 2015	0.0379	0.0390	0.0804	0.114	-0.0182	-0.0211
	[0.0717]	[0.0716]	[0.0820]	[0.0837]	[0.159]	[0.159]
Date of Survey: Nov 20, 2015	-0.0283	-0.0245	-0.0646	0.00372	-0.00620	-0.00569
	[0.0798]	[0.0800]	[0.110]	[0.110]	[0.127]	[0.127]
Gender: Male	0.212***	0.213***	0.271***	0.274***	0.182*	0.179*
	[0.0539]	[0.0539]	[0.0656]	[0.0658]	[0.0955]	[0.0955]
Race: Black	-0.285**	-0.278**	-0.0453	-0.0356	-0.467**	-0.463**
	[0.122]	[0.121]	[0.164]	[0.162]	[0.188]	[0.188]
Race: Hispanic	0.693	0.692	0.714	0.708	0.615	0.622
	[0.428]	[0.426]	[0.469]	[0.465]	[0.921]	[0.931]
Race: Other	-0.127	-0.123	-0.00968	-0.00573	-0.261	-0.256
	[0.142]	[0.142]	[0.176]	[0.177]	[0.237]	[0.237]
Days Before Election Day	-0.0272	-0.0278	-0.0467	-0.0473	0.0541	0.0299
	[0.0262]	[0.0262]	[0.0325]	[0.0325]	[0.0531]	[0.0720]
Voted in 2004 General Election (1=Yes, 0=No)	0.00290	-0.00116	0.0659	0.0658	-0.0150	-0.0200
	[0.0787]	[0.0787]	[0.115]	[0.115]	[0.113]	[0.113]
Voted in 2006 General Election (1=Yes, 0=No)	-0.00502	-0.000665	0.0658	0.0727	-0.118	-0.116
	[0.0815]	[0.0815]	[0.111]	[0.111]	[0.125]	[0.125]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0474	-0.0471	-0.115	-0.125	0.0123	0.0143
	[0.0815]	[0.0816]	[0.123]	[0.123]	[0.116]	[0.116]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0197	-0.0225	0.0616	0.0576	-0.0741	-0.0771
	[0.0760]	[0.0760]	[0.101]	[0.101]	[0.118]	[0.118]
Voted in 2012 General Election (1=Yes, 0=No)	0.133*	0.128*	0.0988	0.0847	0.183*	0.183*
	[0.0738]	[0.0739]	[0.111]	[0.111]	[0.109]	[0.109]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0326	-0.0246	0.00379	0.0237	-0.0551	-0.0542
	[0.0739]	[0.0740]	[0.111]	[0.112]	[0.107]	[0.107]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.00488	0.0122	-0.383	-0.371	0.0567	0.0585
	[0.136]	[0.136]	[0.408]	[0.410]	[0.165]	[0.165]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00140	-0.00575	0.0538	0.0461	-0.0989	-0.0997
	[0.0720]	[0.0719]	[0.0883]	[0.0881]	[0.124]	[0.124]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.130	0.126	0.988***	0.917**	0.0244	0.0242
	[0.0901]	[0.0901]	[0.364]	[0.367]	[0.113]	[0.113]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.193***	0.196***	0.102	0.107	0.226*	0.227*
	[0.0743]	[0.0745]	[0.0955]	[0.0959]	[0.121]	[0.120]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0749	0.0812	-0.000680	0.00943	0.251*	0.253*
	[0.0765]	[0.0766]	[0.0951]	[0.0954]	[0.130]	[0.130]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0695	0.0649	-0.0166	-0.0277	0.182	0.184
	[0.0749]	[0.0750]	[0.0975]	[0.0978]	[0.121]	[0.120]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.189**	0.182**	0.241**	0.230**	0.177	0.173
	[0.0790]	[0.0791]	[0.0985]	[0.0985]	[0.133]	[0.133]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0267	0.0198	0.377	0.366		
	[0.158]	[0.158]	[0.415]	[0.416]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0263	-0.0168	-0.861**	-0.781**	0.0736	0.0711
	[0.107]	[0.107]	[0.362]	[0.366]	[0.172]	[0.172]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.680	0.680	0.687	0.680	-0.00474	-0.00257
	[0.583]	[0.605]	[0.555]	[0.576]	[0.176]	[0.176]
Date of Survey: Nov 21, 2015				0.0950		
				[0.156]		
Date of Survey: Nov 03, 2015						-0.0696
						[0.180]
Constant	4.220***	4.222***	4.177***	4.181***	4.071***	4.142***
	[0.0749]	[0.0753]	[0.0966]	[0.0971]	[0.102]	[0.156]
Observations	2,055	2,055	1,209	1,209	846	846
R-squared	0.122	0.12	0.14	0.14	0.11	0.11
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.429	4.424	4.533	4.533	4.281	4.281

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

Table A44: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 10 (Importance)

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)	-0.0107	-0.0104	-0.00729	-0.00618	-0.00774	-0.00788
	[0.0545]	[0.0546]	[0.0694]	[0.0697]	[0.0898]	[0.0898]
SSI Subsample (1=SSI, 0=YouGov)	0.374***	0.374***				
	[0.0758]	[0.0759]				
Date of Survey: Nov 01, 2015	0.121	0.126	0.252**	0.206*	-0.178	-0.0667
	[0.0964]	[0.0967]	[0.116]	[0.107]	[0.193]	[0.181]
Date of Survey: Nov 02, 2015	0.0225	0.0192	-0.0482	-0.152	-0.0650	0.144
	[0.120]	[0.120]	[0.169]	[0.136]	[0.185]	[0.127]
Date of Survey: Nov 03, 2015	-0.0537	-0.0579	0.164		-0.319	
	[0.167]	[0.167]	[0.231]		[0.253]	
Date of Survey: Nov 19, 2015	-0.0767	-0.0794	-0.156	-0.159	0.111	0.114
	[0.103]	[0.103]	[0.121]	[0.121]	[0.223]	[0.223]
Date of Survey: Nov 20, 2015	-0.0874	-0.0911	0.124	0.117	-0.287	-0.282
	[0.115]	[0.115]	[0.163]	[0.164]	[0.178]	[0.178]
Gender: Male	-0.163**	-0.164**	-0.186*	-0.189*	-0.112	-0.108
	[0.0777]	[0.0778]	[0.0972]	[0.0976]	[0.134]	[0.134]
Race: Black	0.428**	0.426**	0.514**	0.500**	0.306	0.301
	[0.177]	[0.176]	[0.246]	[0.245]	[0.264]	[0.264]
Race: Hispanic	0.270	0.215	0.886	0.790	-1.370	-1.374
	[0.616]	[0.614]	[0.693]	[0.688]	[1.292]	[1.305]
Race: Other	-0.125	-0.127	0.00231	-0.00405	-0.327	-0.328
	[0.208]	[0.208]	[0.268]	[0.268]	[0.332]	[0.333]
Days Before Election Day	0.0251	0.0230	0.0531	-0.000881	0.00737	0.113
	[0.0574]	[0.0575]	[0.0746]	[0.0484]	[0.101]	[0.0746]
Voted in 2004 General Election (1=Yes, 0=No)	0.0992	0.105	0.122	0.129	0.0318	0.0366
	[0.113]	[0.113]	[0.170]	[0.170]	[0.158]	[0.158]
Voted in 2006 General Election (1=Yes, 0=No)	-0.140	-0.142	-0.213	-0.216	-0.0715	-0.0751
	[0.117]	[0.118]	[0.164]	[0.164]	[0.176]	[0.175]
Voted in 2008 General Election (1=Yes, 0=No)	-0.202*	-0.206*	-0.0692	-0.0686	-0.350**	-0.354**
	[0.118]	[0.118]	[0.181]	[0.182]	[0.162]	[0.162]
Voted in 2010 General Election (1=Yes, 0=No)	0.127	0.120	0.0616	0.0454	0.141	0.145
	[0.110]	[0.110]	[0.149]	[0.150]	[0.165]	[0.165]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0406	-0.0349	-0.199	-0.181	0.127	0.122
	[0.106]	[0.107]	[0.164]	[0.164]	[0.153]	[0.153]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0867	-0.0880	-0.107	-0.117	-0.0314	-0.0308
	[0.107]	[0.107]	[0.165]	[0.166]	[0.151]	[0.151]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.00425	-0.00118	0.588	0.530	-0.129	-0.126
	[0.197]	[0.197]	[0.604]	[0.607]	[0.232]	[0.231]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.128	0.128	0.0323	0.0351	0.323*	0.322*
	[0.104]	[0.104]	[0.131]	[0.131]	[0.174]	[0.174]
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.296**	-0.293**	-1.440***	-1.439***	-0.177	-0.174
	[0.130]	[0.131]	[0.538]	[0.544]	[0.159]	[0.159]
Voted in 2010 Primary Election (1=Yes, 0=No)	-0.0915	-0.0864	-0.0372	-0.0287	-0.0869	-0.0864
	[0.107]	[0.107]	[0.141]	[0.142]	[0.169]	[0.169]
Voted in 2012 Primary Election (1=Yes, 0=No)	-0.130	-0.144	-0.0227	-0.0487	-0.300*	-0.300
	[0.110]	[0.110]	[0.141]	[0.141]	[0.182]	[0.182]
Voted in 2014 Primary Election (1=Yes, 0=No)	-0.0565	-0.0507	0.0901	0.101	-0.235	-0.236
	[0.108]	[0.109]	[0.144]	[0.145]	[0.171]	[0.170]
Voted in 2015 Primary Election (1=Yes, 0=No)	-0.269**	-0.260**	-0.288**	-0.273*	-0.276	-0.274
	[0.114]	[0.114]	[0.146]	[0.146]	[0.187]	[0.187]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.230	-0.216	-0.789	-0.723		
	[0.227]	[0.228]	[0.614]	[0.617]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.356**	0.352**	1.456***	1.450***	-0.0469	-0.0433
	[0.155]	[0.155]	[0.535]	[0.542]	[0.242]	[0.242]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.770	-0.777	-0.631	-0.642	0.0276	0.0293
	[0.840]	[0.872]	[0.821]	[0.853]	[0.246]	[0.246]
State: Louisiana				-0.153		0.316
				[0.231]		[0.253]
Constant	2.306***	2.308***	2.211***	2.369***	2.845***	2.527***
	[0.143]	[0.144]	[0.187]	[0.144]	[0.218]	[0.144]
Observations	2,052	2,052	1,207	1,207	845	845
R-squared	0.122	0.12	0.12	0.12	0.11	0.11
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	2.143	2.152	1.982	1.982	2.374	2.374

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

D.7 Full Regression Tables for Robustness Checks: Only Subjects in Kentucky and Louisiana Entering Experiment On and the Day Before Election Day

Table A45: 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
Voter Treatment (1=Voter, 0=Voting)	-0.0130	-0.0129	-0.0449	-0.0454	0.00322	0.00327
	[0.0213]	[0.0214]	[0.0313]	[0.0315]	[0.0269]	[0.0269]
SSI Subsample (1=SSI, 0=YouGov)	-0.151***	-0.150***				
	[0.0272]	[0.0272]				
State: Louisiana	-0.0367	-0.0329	-0.0225	-0.0362	0.0761	0.0755
	[0.0532]	[0.0453]	[0.0736]	[0.0628]	[0.0627]	[0.0627]
Date of Survey: Nov 20, 2015	0.00222					
	[0.0460]					
Gender: Male	0.0561*	0.0569*	0.0493	0.0521	0.112***	0.113***
	[0.0311]	[0.0311]	[0.0438]	[0.0437]	[0.0411]	[0.0411]
Race: Black	0.0871	0.0823	0.113	0.102	0.0642	0.0627
	[0.0584]	[0.0579]	[0.0869]	[0.0850]	[0.0724]	[0.0724]
Race: Hispanic	0.0538	0.0473	-0.0111	-0.0118	0.151	0.152
	[0.236]	[0.233]	[0.302]	[0.291]	[0.324]	[0.328]
Race: Other	-0.0357	-0.0361	0.0121	0.0141	-0.0431	-0.0429
	[0.0651]	[0.0648]	[0.0810]	[0.0800]	[0.0922]	[0.0927]
Days Before Election Day	0.0357	0.0353	-0.000357	0.0176		
	[0.0270]	[0.0270]	[0.0498]	[0.0401]		
Voted in 2004 General Election (1=Yes, 0=No)	0.0575	0.0573	0.1000	0.0995	0.0207	0.0200
	[0.0416]	[0.0416]	[0.0785]	[0.0780]	[0.0468]	[0.0469]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0318	-0.0326	-0.0453	-0.0396	0.0101	0.00814
	[0.0447]	[0.0448]	[0.0717]	[0.0720]	[0.0538]	[0.0539]
Voted in 2008 General Election (1=Yes, 0=No)	0.0111	0.0127	-0.129	-0.137*	0.0555	0.0571
	[0.0432]	[0.0432]	[0.0804]	[0.0803]	[0.0491]	[0.0492]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0116	-0.0120	0.138**	0.140**	-0.0711	-0.0717
	[0.0424]	[0.0423]	[0.0680]	[0.0675]	[0.0503]	[0.0503]
Voted in 2012 General Election (1=Yes, 0=No)	0.144***	0.140***	0.230***	0.222***	0.0983**	0.0975**
	[0.0379]	[0.0379]	[0.0650]	[0.0647]	[0.0452]	[0.0453]
Voted in 2014 General Election (1=Yes, 0=No)	0.392***	0.392***	0.402***	0.408***	0.371***	0.372***
	[0.0375]	[0.0375]	[0.0691]	[0.0687]	[0.0428]	[0.0428]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.00890	0.00945	1.036***	1.044***	-0.0607	-0.0616
	[0.0677]	[0.0677]	[0.312]	[0.301]	[0.0705]	[0.0705]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0351	-0.0346	-0.0320	-0.0319	-0.0470	-0.0466
	[0.0425]	[0.0424]	[0.0642]	[0.0640]	[0.0527]	[0.0527]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0614	0.0642	-0.0997	0.136*	0.0514	0.0541
	[0.0456]	[0.0456]	[0.0994]	[0.0725]	[0.0482]	[0.0482]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0872**	0.0820*	0.0590	0.0458	0.0772	0.0755
	[0.0426]	[0.0426]	[0.0672]	[0.0672]	[0.0508]	[0.0509]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0493	0.0548	0.0344	0.0433	0.0635	0.0652
	[0.0451]	[0.0451]	[0.0601]	[0.0599]	[0.0603]	[0.0603]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0920**	0.0928**	0.138**	0.142**	0.0726	0.0709
	[0.0413]	[0.0413]	[0.0617]	[0.0618]	[0.0514]	[0.0514]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.251***	0.248***	0.0669	0.0624	0.374***	0.374***
	[0.0443]	[0.0442]	[0.0628]	[0.0623]	[0.0572]	[0.0573]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.130	-0.129	-1.139***	-1.147***		
	[0.0931]	[0.0930]	[0.319]	[0.308]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0598	-0.0609	0.179**	-0.0465	-0.00272	-0.00103
	[0.0645]	[0.0645]	[0.0740]	[0.0980]	[0.0758]	[0.0760]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.223***	0.221***	0.204***	0.199***	0.0900	0.0903
	[0.0524]	[0.0526]	[0.0711]	[0.0713]	[0.0719]	[0.0720]
Date of Survey: Nov 21, 2015		-0.00485		0.0131	-0.0967*	-0.0962*
		[0.0462]		[0.0641]	[0.0506]	[0.0507]
Date of Survey: Nov 02, 2015			0.0188		0.0530	0.0529
			[0.0639]		[0.0335]	[0.0335]
Constant	0.103***	0.104***	0.0376	0.0396	-0.0187	-0.0184
	[0.0350]	[0.0353]	[0.0442]	[0.0447]	[0.0386]	[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

Table A46: Regression Estimates of the Effect of Noun Wording on 10-Item Summary Index of Survey Responses

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)	0.0749*	0.0748*	0.105*	0.104*	0.0548	0.0548
	[0.0429]	[0.0429]	[0.0610]	[0.0609]	[0.0599]	[0.0600]
SSI Subsample (1=SSI, 0=YouGov)	-0.204***	-0.206***				
	[0.0548]	[0.0547]				
State: Louisiana	0.0905	-0.0107	0.153	-0.117	0.0619	0.0634
	[0.107]	[0.0910]	[0.143]	[0.121]	[0.140]	[0.140]
Date of Survey: Nov 20, 2015	-0.103					
	[0.0927]					
Gender: Male	0.160**	0.159**	0.294***	0.290***	0.0880	0.0876
	[0.0627]	[0.0625]	[0.0852]	[0.0846]	[0.0915]	[0.0915]
Race: Black	-0.0336	-0.0289	0.159	0.163	-0.124	-0.125
	[0.119]	[0.118]	[0.175]	[0.170]	[0.161]	[0.161]
Race: Hispanic	-0.388	-0.434	-1.457**	-1.451**	0.509	0.514
	[0.475]	[0.467]	[0.589]	[0.564]	[0.722]	[0.730]
Race: Other	-0.167	-0.171	-0.160	-0.170	-0.147	-0.143
	[0.131]	[0.130]	[0.158]	[0.155]	[0.205]	[0.206]
Days Before Election Day	0.0865	0.0861	-0.0624	-0.0557		
	[0.0543]	[0.0542]	[0.0970]	[0.0971]		
Voted in 2004 General Election (1=Yes, 0=No)	0.162*	0.158*	0.354**	0.336**	0.0911	0.0910
	[0.0838]	[0.0835]	[0.153]	[0.151]	[0.104]	[0.105]
Voted in 2006 General Election (1=Yes, 0=No)	-0.249***	-0.246***	-0.215	-0.207	-0.287**	-0.288**
	[0.0900]	[0.0899]	[0.140]	[0.139]	[0.120]	[0.120]
Voted in 2008 General Election (1=Yes, 0=No)	-0.00645	-0.00103	-0.126	-0.108	0.0108	0.0111
	[0.0869]	[0.0867]	[0.157]	[0.155]	[0.109]	[0.110]
Voted in 2010 General Election (1=Yes, 0=No)	0.00431	0.00542	0.0867	0.0841	0.0186	0.0192
	[0.0853]	[0.0849]	[0.132]	[0.131]	[0.112]	[0.112]
Voted in 2012 General Election (1=Yes, 0=No)	0.0237	0.0189	0.138	0.122	0.0191	0.0184
	[0.0763]	[0.0761]	[0.127]	[0.125]	[0.101]	[0.101]
Voted in 2014 General Election (1=Yes, 0=No)	0.126*	0.130*	-0.100	-0.0766	0.178*	0.177*
	[0.0755]	[0.0753]	[0.135]	[0.133]	[0.0953]	[0.0953]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.217	0.222	0.629	0.627	0.203	0.206
	[0.136]	[0.136]	[0.607]	[0.582]	[0.157]	[0.157]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0681	-0.0720	0.00874	0.00660	-0.129	-0.132
	[0.0854]	[0.0852]	[0.125]	[0.124]	[0.117]	[0.117]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.107	0.104	0.140	0.173	0.120	0.120
	[0.0918]	[0.0915]	[0.193]	[0.128]	[0.107]	[0.107]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.145*	0.140	0.178	0.167	0.104	0.103
	[0.0857]	[0.0856]	[0.131]	[0.130]	[0.113]	[0.113]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0850	0.0869	-0.0708	-0.0692	0.224*	0.228*
	[0.0908]	[0.0905]	[0.117]	[0.116]	[0.134]	[0.134]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.126	0.129	0.145	0.148	0.147	0.147
	[0.0831]	[0.0829]	[0.120]	[0.120]	[0.115]	[0.115]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.136	0.132	0.0453	0.0425	0.153	0.150
	[0.0892]	[0.0888]	[0.122]	[0.121]	[0.127]	[0.128]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0731	-0.0865	-0.539	-0.545		
	[0.187]	[0.187]	[0.621]	[0.597]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0959	0.0982	0.0307		0.0642	0.0609
	[0.130]	[0.130]	[0.144]		[0.169]	[0.169]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.129	0.124	0.200	0.192	0.0581	0.0594
	[0.105]	[0.106]	[0.138]	[0.138]	[0.160]	[0.160]
Date of Survey: Nov 21, 2015		0.0987			-0.0354	-0.0349
		[0.0927]			[0.113]	[0.113]
Date of Survey: Nov 02, 2015			0.277**		0.0374	0.0396
			[0.124]		[0.0747]	[0.0747]
Date of Survey: Nov 03, 2015				-0.261**		
				[0.124]		
Constant	4.047***	4.049***	3.937***	4.203***	3.895***	3.895***
	[0.0705]	[0.0710]	[0.0862]	[0.128]	[0.0860]	[0.0858]
Observations	982	982	393	393	589	589
R-squared	0.210	0.21	0.31	0.31	0.18	0.18
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.295	4.290	4.414	4.414	4.215	4.215

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

Table A47: Regression Estimates of the Effect of Noun Wording on 4-Item Summary Index of Survey Responses

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)	0.0968*	0.0972*	0.136	0.136	0.0663	0.0664
	[0.0568]	[0.0568]	[0.0887]	[0.0882]	[0.0761]	[0.0762]
SSI Subsample (1=SSI, 0=YouGov)	-0.146**	-0.148**				
	[0.0726]	[0.0724]				
State: Louisiana	0.157	-0.0264	0.181	-0.104	0.0707	0.0709
	[0.142]	[0.120]	[0.208]	[0.176]	[0.177]	[0.178]
Date of Survey: Nov 20, 2015	-0.186					
	[0.123]					
Gender: Male	0.139*	0.136	0.251**	0.244**	0.0760	0.0754
	[0.0830]	[0.0827]	[0.124]	[0.122]	[0.116]	[0.116]
Race: Black	-0.000267	0.00510	0.270	0.274	-0.135	-0.137
	[0.157]	[0.156]	[0.255]	[0.247]	[0.205]	[0.205]
Race: Hispanic	-1.294**	-1.383**	-3.279***	-3.274***	0.462	0.467
	[0.628]	[0.618]	[0.856]	[0.816]	[0.917]	[0.928]
Race: Other	-0.365**	-0.370**	-0.265	-0.288	-0.465*	-0.458*
	[0.173]	[0.172]	[0.229]	[0.224]	[0.261]	[0.262]
Days Before Election Day	0.139*	0.139*	-0.0520	-0.0403		
	[0.0719]	[0.0717]	[0.141]	[0.141]		
Voted in 2004 General Election (1=Yes, 0=No)	0.277**	0.273**	0.447**	0.421*	0.190	0.191
	[0.111]	[0.110]	[0.222]	[0.219]	[0.133]	[0.133]
Voted in 2006 General Election (1=Yes, 0=No)	-0.315***	-0.315***	-0.281	-0.279	-0.353**	-0.356**
	[0.119]	[0.119]	[0.203]	[0.202]	[0.152]	[0.152]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0843	-0.0759	-0.184	-0.148	-0.0624	-0.0622
	[0.115]	[0.115]	[0.228]	[0.225]	[0.139]	[0.139]
Voted in 2010 General Election (1=Yes, 0=No)	0.0630	0.0622	0.198	0.186	0.0647	0.0659
	[0.113]	[0.112]	[0.192]	[0.189]	[0.142]	[0.142]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0381	-0.0451	0.0364	0.0110	-0.0327	-0.0344
	[0.101]	[0.101]	[0.184]	[0.182]	[0.128]	[0.128]
Voted in 2014 General Election (1=Yes, 0=No)	0.238**	0.244**	-0.0258	0.00555	0.292**	0.291**
	[0.0999]	[0.0995]	[0.196]	[0.193]	[0.121]	[0.121]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.257	0.260	0.452	0.438	0.271	0.274
	[0.180]	[0.180]	[0.882]	[0.843]	[0.199]	[0.200]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.101	-0.102	0.0316	0.0386	-0.178	-0.182
	[0.113]	[0.113]	[0.182]	[0.180]	[0.149]	[0.149]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.130	0.128	0.188	0.188	0.158	0.160
	[0.122]	[0.121]	[0.281]	[0.185]	[0.136]	[0.136]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.156	0.151	0.205	0.197	0.100	0.0987
	[0.113]	[0.113]	[0.190]	[0.189]	[0.144]	[0.144]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0853	0.0870	-0.0534	-0.0554	0.215	0.220
	[0.120]	[0.120]	[0.170]	[0.168]	[0.171]	[0.171]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.125	0.130	0.153	0.162	0.158	0.158
	[0.110]	[0.110]	[0.175]	[0.173]	[0.145]	[0.146]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.134	0.129	0.0509	0.0474	0.128	0.126
	[0.118]	[0.117]	[0.178]	[0.175]	[0.162]	[0.162]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.109	-0.120	-0.396	-0.388		
	[0.248]	[0.247]	[0.903]	[0.864]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.131	0.137	0.000990		-0.0436	-0.0472
	[0.172]	[0.171]	[0.209]		[0.214]	[0.215]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.140	0.137	0.211	0.205	0.0775	0.0781
	[0.140]	[0.140]	[0.201]	[0.200]	[0.203]	[0.204]
Date of Survey: Nov 21, 2015		0.180			0.0394	0.0391
		[0.123]			[0.143]	[0.144]
Date of Survey: Nov 02, 2015			0.296		0.113	0.115
			[0.181]		[0.0948]	[0.0949]
Date of Survey: Nov 03, 2015				-0.276		
				[0.180]		
Constant	3.988***	3.990***	3.898***	4.178***	3.893***	3.893***
	[0.0934]	[0.0938]	[0.125]	[0.186]	[0.109]	[0.109]
Observations	982	982	393	393	589	589
R-squared	0.171	0.17	0.25	0.25	0.17	0.17
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.356	4.352	4.443	4.443	4.297	4.297

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

Table A48: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 1 (Importance)

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)	0.0894	0.0899	0.0676	0.0678	0.102	0.102
	[0.0587]	[0.0588]	[0.0924]	[0.0921]	[0.0786]	[0.0788]
SSI Subsample (1=SSI, 0=YouGov)	-0.141*	-0.139*				
	[0.0750]	[0.0749]				
State: Louisiana	0.217	-0.0536	0.215	-0.108	0.0324	0.0327
	[0.147]	[0.125]	[0.217]	[0.184]	[0.183]	[0.184]
Date of Survey: Nov 20, 2015	-0.277**					
	[0.127]					
Gender: Male	0.118	0.117	0.269**	0.265**	0.0384	0.0372
	[0.0858]	[0.0856]	[0.129]	[0.128]	[0.120]	[0.120]
Race: Black	-0.103	-0.0936	0.298	0.309	-0.281	-0.283
	[0.163]	[0.161]	[0.265]	[0.258]	[0.212]	[0.212]
Race: Hispanic	-1.328**	-1.413**	-3.262***	-3.252***	0.395	0.395
	[0.649]	[0.640]	[0.891]	[0.852]	[0.948]	[0.959]
Race: Other	-0.418**	-0.428**	-0.388	-0.414*	-0.439	-0.431
	[0.179]	[0.178]	[0.239]	[0.234]	[0.270]	[0.271]
Days Before Election Day	0.163**	0.162**	-0.0622	-0.0475		
	[0.0743]	[0.0742]	[0.147]	[0.147]		
Voted in 2004 General Election (1=Yes, 0=No)	0.272**	0.269**	0.410*	0.388*	0.183	0.184
	[0.115]	[0.114]	[0.231]	[0.228]	[0.137]	[0.137]
Voted in 2006 General Election (1=Yes, 0=No)	-0.327***	-0.326***	-0.366*	-0.361*	-0.326**	-0.330**
	[0.123]	[0.123]	[0.211]	[0.211]	[0.157]	[0.158]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0742	-0.0660	-0.141	-0.107	-0.0482	-0.0488
	[0.119]	[0.119]	[0.237]	[0.235]	[0.144]	[0.144]
Voted in 2010 General Election (1=Yes, 0=No)	0.100	0.0994	0.227	0.215	0.106	0.107
	[0.117]	[0.116]	[0.200]	[0.197]	[0.147]	[0.147]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0429	-0.0505	0.0118	-0.0145	-0.0341	-0.0357
	[0.104]	[0.104]	[0.192]	[0.189]	[0.132]	[0.133]
Voted in 2014 General Election (1=Yes, 0=No)	0.233**	0.240**	-0.0732	-0.0412	0.310**	0.309**
	[0.103]	[0.103]	[0.204]	[0.201]	[0.125]	[0.125]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.285	0.289	0.749	0.737	0.278	0.280
	[0.186]	[0.186]	[0.918]	[0.880]	[0.206]	[0.206]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.116	-0.119	-0.00242	0.00132	-0.187	-0.191
	[0.117]	[0.117]	[0.189]	[0.187]	[0.154]	[0.154]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.111	0.107	0.140	0.189	0.129	0.131
	[0.126]	[0.125]	[0.293]	[0.193]	[0.141]	[0.141]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.121	0.119	0.201	0.201	0.0537	0.0523
	[0.117]	[0.117]	[0.198]	[0.197]	[0.149]	[0.149]
Voted in 2012 Primary Election (1=Yes, 0=No)	-0.00130	0.00233	-0.176	-0.173	0.156	0.161
	[0.124]	[0.124]	[0.177]	[0.175]	[0.176]	[0.177]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.172	0.176	0.260	0.267	0.177	0.177
	[0.114]	[0.114]	[0.182]	[0.181]	[0.150]	[0.151]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.203*	0.197	0.162	0.152	0.166	0.166
	[0.122]	[0.121]	[0.185]	[0.182]	[0.167]	[0.168]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.119	-0.134	-0.661	-0.658		
	[0.256]	[0.256]	[0.940]	[0.902]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0958	0.111	0.0455		-0.00709	-0.00736
	[0.177]	[0.177]	[0.218]		[0.222]	[0.222]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.0714	0.0705	0.107	0.105	0.0536	0.0553
	[0.144]	[0.144]	[0.209]	[0.209]	[0.210]	[0.211]
Date of Survey: Nov 21, 2015		0.270**			0.151	0.151
		[0.127]			[0.148]	[0.149]
Date of Survey: Nov 02, 2015			0.342*		0.125	0.126
			[0.188]		[0.0980]	[0.0982]
Date of Survey: Nov 03, 2015				-0.318*		
				[0.188]		
Constant	3.986***	3.983***	3.914***	4.232***	3.878***	3.879***
	[0.0965]	[0.0971]	[0.130]	[0.194]	[0.113]	[0.113]
Observations	982	982	393	393	589	589
R-squared	0.170	0.17	0.23	0.24	0.17	0.17
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.372	4.367	4.481	4.481	4.299	4.299

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

Table A49: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 2 (Care)

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)	0.0562	0.0567	0.113	0.113	0.0121	0.0123
	[0.0591]	[0.0590]	[0.0915]	[0.0909]	[0.0793]	[0.0794]
SSI Subsample (1=SSI, 0=YouGov)	-0.146*	-0.148**				
	[0.0754]	[0.0752]				
State: Louisiana	0.159	0.158	-0.147	0.161		
	[0.147]	[0.147]	[0.183]	[0.213]		
Date of Survey: Nov 20, 2015	-0.223*			-0.300		
	[0.128]			[0.185]		
Gender: Male	0.129	0.128	0.248*	0.245*	0.0611	0.0608
	[0.0863]	[0.0860]	[0.128]	[0.126]	[0.121]	[0.121]
Race: Black	0.0291	0.0341	0.203	0.210	-0.0520	-0.0527
	[0.163]	[0.162]	[0.262]	[0.253]	[0.213]	[0.213]
Race: Hispanic	-1.277*	-1.368**	-3.334***	-3.329***	0.566	0.573
	[0.652]	[0.641]	[0.879]	[0.837]	[0.955]	[0.966]
Race: Other	-0.459**	-0.467***	-0.391*	-0.421*	-0.530*	-0.521*
	[0.180]	[0.178]	[0.236]	[0.230]	[0.272]	[0.273]
Days Before Election Day	0.152**	-0.0679	0.240**	0.230**		-0.0842
	[0.0748]	[0.103]	[0.117]	[0.116]		[0.149]
Voted in 2004 General Election (1=Yes, 0=No)	0.224*	0.222*	0.436*	0.416*	0.129	0.130
	[0.115]	[0.115]	[0.228]	[0.224]	[0.138]	[0.138]
Voted in 2006 General Election (1=Yes, 0=No)	-0.253**	-0.252**	-0.186	-0.184	-0.295*	-0.297*
	[0.124]	[0.123]	[0.209]	[0.207]	[0.159]	[0.159]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0337	-0.0267	-0.235	-0.207	0.0134	0.0139
	[0.119]	[0.119]	[0.234]	[0.231]	[0.145]	[0.145]
Voted in 2010 General Election (1=Yes, 0=No)	0.118	0.117	0.260	0.252	0.120	0.120
	[0.117]	[0.116]	[0.198]	[0.194]	[0.148]	[0.148]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0493	-0.0549	0.0641	0.0476	-0.0525	-0.0536
	[0.105]	[0.104]	[0.189]	[0.186]	[0.133]	[0.133]
Voted in 2014 General Election (1=Yes, 0=No)	0.230**	0.233**	-0.0569	-0.0382	0.293**	0.293**
	[0.104]	[0.103]	[0.201]	[0.198]	[0.126]	[0.126]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.320*	0.323*	0.706	0.692	0.330	0.334
	[0.187]	[0.186]	[0.906]	[0.865]	[0.208]	[0.208]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.139	-0.140	-0.00255	0.00829	-0.221	-0.227
	[0.117]	[0.117]	[0.187]	[0.184]	[0.155]	[0.155]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0609	0.0583	0.391*	0.158	0.0770	0.0795
	[0.126]	[0.126]	[0.210]	[0.189]	[0.142]	[0.142]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0794	0.0746	0.155	0.149	0.00689	0.00531
	[0.118]	[0.117]	[0.196]	[0.193]	[0.150]	[0.150]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.107	0.110	-0.0388	-0.0383	0.254	0.260
	[0.125]	[0.124]	[0.175]	[0.172]	[0.178]	[0.178]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.126	0.131	0.122	0.131	0.179	0.179
	[0.114]	[0.114]	[0.179]	[0.178]	[0.152]	[0.151]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.114	0.108	0.0336	0.0285	0.106	0.102
	[0.122]	[0.122]	[0.182]	[0.179]	[0.169]	[0.169]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.179	-0.189	-0.666	-0.660		
	[0.257]	[0.256]	[0.927]	[0.886]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.170	0.176	-0.229		-0.0710	-0.0726
	[0.178]	[0.178]	[0.284]		[0.223]	[0.224]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.148	0.147	0.158	0.158	0.159	0.159
	[0.145]	[0.145]	[0.207]	[0.205]	[0.212]	[0.212]
Date of Survey: Nov 02, 2015		0.219*			-0.00720	0.0773
		[0.127]			[0.200]	[0.177]
Date of Survey: Nov 21, 2015			0.315*			
			[0.187]			
Date of Survey: Nov 03, 2015					-0.150	-0.152
					[0.207]	[0.208]
Constant	4.053***	4.056***	3.981***	3.986***	4.095***	4.096***
	[0.0972]	[0.0976]	[0.129]	[0.129]	[0.183]	[0.183]
Observations	979	979	391	391	588	588
R-squared	0.162	0.16	0.24	0.25	0.16	0.16
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.415	4.412	4.492	4.492	4.363	4.363

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

Table A50: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 3 (Want)

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)	0.105	0.105*	0.154	0.154	0.0611	0.0612
	[0.0638]	[0.0636]	[0.0967]	[0.0959]	[0.0866]	[0.0866]
SSI Subsample (1=SSI, 0=YouGov)	-0.189**	-0.193**				
	[0.0813]	[0.0811]				
State: Louisiana	0.120	0.00204	-0.0836	-0.0707	0.0440	
	[0.159]	[0.135]	[0.193]	[0.191]	[0.226]	
Date of Survey: Nov 02, 2015	0.121				0.0841	0.0424
	[0.138]				[0.108]	[0.218]
Gender: Male	0.154*	0.152	0.213	0.210	0.137	0.136
	[0.0931]	[0.0927]	[0.135]	[0.133]	[0.132]	[0.132]
Race: Black	0.0587	0.0632	0.367	0.367	-0.112	-0.113
	[0.176]	[0.174]	[0.276]	[0.267]	[0.232]	[0.232]
Race: Hispanic	-1.301*	-1.394**	-3.380***	-3.378***	0.439	0.446
	[0.703]	[0.691]	[0.928]	[0.882]	[1.039]	[1.051]
Race: Other	-0.299	-0.304	-0.219	-0.239	-0.365	-0.357
	[0.194]	[0.192]	[0.249]	[0.242]	[0.296]	[0.297]
Days Before Election Day	-0.00258	0.00772	-0.0585	-0.0377		
	[0.111]	[0.111]	[0.155]	[0.154]		
Voted in 2004 General Election (1=Yes, 0=No)	0.223*	0.220*	0.491**	0.463*	0.109	0.110
	[0.124]	[0.123]	[0.241]	[0.236]	[0.150]	[0.150]
Voted in 2006 General Election (1=Yes, 0=No)	-0.293**	-0.294**	-0.238	-0.240	-0.356**	-0.358**
	[0.133]	[0.133]	[0.220]	[0.218]	[0.173]	[0.173]
Voted in 2008 General Election (1=Yes, 0=No)	-0.137	-0.130	-0.275	-0.241	-0.119	-0.120
	[0.129]	[0.128]	[0.247]	[0.243]	[0.158]	[0.158]
Voted in 2010 General Election (1=Yes, 0=No)	0.0301	0.0303	0.244	0.231	-0.00206	-0.000870
	[0.126]	[0.125]	[0.208]	[0.204]	[0.161]	[0.161]
Voted in 2012 General Election (1=Yes, 0=No)	-0.00337	-0.0126	0.0566	0.0259	0.0363	0.0334
	[0.113]	[0.113]	[0.199]	[0.196]	[0.145]	[0.145]
Voted in 2014 General Election (1=Yes, 0=No)	0.221**	0.229**	-0.0951	-0.0577	0.295**	0.294**
	[0.112]	[0.111]	[0.212]	[0.208]	[0.137]	[0.137]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.351*	0.357*	0.657	0.644	0.364	0.368
	[0.202]	[0.201]	[0.956]	[0.911]	[0.226]	[0.226]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0934	-0.0962	0.0438	0.0495	-0.168	-0.173
	[0.127]	[0.126]	[0.197]	[0.194]	[0.169]	[0.169]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.178	0.178	0.217	0.211	0.218	0.222
	[0.136]	[0.135]	[0.305]	[0.200]	[0.155]	[0.155]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.169	0.166	0.176	0.170	0.133	0.134
	[0.127]	[0.126]	[0.206]	[0.204]	[0.163]	[0.163]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.123	0.120	0.0695	0.0576	0.194	0.200
	[0.135]	[0.134]	[0.184]	[0.181]	[0.193]	[0.193]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.134	0.138	0.129	0.138	0.175	0.174
	[0.123]	[0.123]	[0.189]	[0.187]	[0.165]	[0.165]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0953	0.0905	-0.0322	-0.0337	0.146	0.142
	[0.132]	[0.131]	[0.193]	[0.189]	[0.183]	[0.184]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.190	-0.204	-0.626	-0.617		
	[0.278]	[0.276]	[0.978]	[0.933]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.147	0.146	-0.00568		0.0214	0.0140
	[0.192]	[0.191]	[0.227]		[0.243]	[0.244]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.216	0.212	0.245	0.234	0.190	0.193
	[0.156]	[0.156]	[0.219]	[0.216]	[0.230]	[0.231]
Date of Survey: Nov 03, 2015		-0.111	-0.311	-0.281		-0.0445
		[0.137]	[0.198]	[0.196]		[0.226]
Date of Survey: Nov 20, 2015					0.0287	0.0289
					[0.162]	[0.163]
Constant	4.058***	4.173***	4.284***	4.261***	3.914***	3.958***
	[0.105]	[0.150]	[0.202]	[0.202]	[0.124]	[0.200]
Observations	977	977	390	390	587	587
R-squared	0.145	0.15	0.23	0.23	0.14	0.14
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.375	4.371	4.478	4.478	4.307	4.307

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

Table A51: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 4 (Relevant)

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)	0.138**	0.138**	0.227**	0.225**	0.0774	0.0776
	[0.0631]	[0.0630]	[0.102]	[0.102]	[0.0831]	[0.0832]
SSI Subsample (1=SSI, 0=YouGov)	-0.109	-0.114				
	[0.0806]	[0.0804]				
State: Louisiana	-0.0119	0.0888	-0.0653	-0.0583		0.0253
	[0.134]	[0.158]	[0.204]	[0.203]		[0.218]
Date of Survey: Nov 21, 2015	0.111					
	[0.136]					
Gender: Male	0.174*	0.170*	0.336**	0.323**	0.0594	0.0597
	[0.0920]	[0.0917]	[0.143]	[0.142]	[0.126]	[0.126]
Race: Black	-0.00644	-0.00479	0.195	0.192	-0.106	-0.108
	[0.174]	[0.172]	[0.292]	[0.284]	[0.222]	[0.223]
Race: Hispanic	-1.285*	-1.372**	-3.164***	-3.161***	0.463	0.471
	[0.695]	[0.683]	[0.982]	[0.938]	[0.996]	[1.007]
Race: Other	-0.309	-0.313	-0.100	-0.120	-0.549*	-0.543*
	[0.192]	[0.190]	[0.263]	[0.258]	[0.283]	[0.285]
Days Before Election Day	0.116	0.0129	-0.0178	-0.00390	0.0588	
	[0.0797]	[0.111]	[0.164]	[0.163]	[0.156]	
Voted in 2004 General Election (1=Yes, 0=No)	0.379***	0.373***	0.443*	0.408	0.334**	0.334**
	[0.123]	[0.122]	[0.255]	[0.251]	[0.144]	[0.144]
Voted in 2006 General Election (1=Yes, 0=No)	-0.385***	-0.386***	-0.343	-0.341	-0.431***	-0.436***
	[0.132]	[0.131]	[0.233]	[0.232]	[0.165]	[0.165]
Voted in 2008 General Election (1=Yes, 0=No)	-0.100	-0.0892	-0.108	-0.0607	-0.104	-0.103
	[0.127]	[0.127]	[0.261]	[0.259]	[0.151]	[0.151]
Voted in 2010 General Election (1=Yes, 0=No)	0.000524	-0.000903	0.0450	0.0298	0.0372	0.0393
	[0.125]	[0.124]	[0.221]	[0.217]	[0.155]	[0.155]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0701	-0.0765	0.00227	-0.0273	-0.0909	-0.0922
	[0.112]	[0.111]	[0.211]	[0.209]	[0.139]	[0.139]
Voted in 2014 General Election (1=Yes, 0=No)	0.255**	0.260**	0.107	0.144	0.261**	0.257*
	[0.110]	[0.110]	[0.225]	[0.221]	[0.131]	[0.131]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0728	0.0724	-0.335	-0.355	0.112	0.114
	[0.200]	[0.199]	[1.012]	[0.969]	[0.217]	[0.217]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0564	-0.0566	0.0873	0.0962	-0.133	-0.136
	[0.125]	[0.125]	[0.209]	[0.206]	[0.162]	[0.162]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.174	0.173	0.199	0.200	0.208	0.212
	[0.134]	[0.134]	[0.323]	[0.212]	[0.148]	[0.148]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.254**	0.244*	0.285	0.267	0.203	0.199
	[0.125]	[0.125]	[0.218]	[0.217]	[0.156]	[0.156]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.111	0.113	-0.0790	-0.0794	0.258	0.264
	[0.133]	[0.132]	[0.195]	[0.193]	[0.185]	[0.185]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0692	0.0779	0.111	0.124	0.101	0.104
	[0.122]	[0.121]	[0.200]	[0.199]	[0.158]	[0.158]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.125	0.122	0.0326	0.0345	0.0954	0.0928
	[0.131]	[0.130]	[0.204]	[0.201]	[0.176]	[0.176]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0569	0.0505	0.414	0.430		
	[0.274]	[0.273]	[1.036]	[0.993]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.106	0.107	0.00514		-0.121	-0.125
	[0.190]	[0.190]	[0.241]		[0.233]	[0.234]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.146	0.140	0.405*	0.399*	-0.0860	-0.0881
	[0.155]	[0.155]	[0.231]	[0.230]	[0.221]	[0.222]
Date of Survey: Nov 02, 2015		0.103			0.0245	0.116
		[0.136]			[0.185]	[0.103]
Date of Survey: Nov 03, 2015			-0.182	-0.157	-0.0297	
			[0.210]	[0.209]	[0.217]	
Date of Survey: Nov 20, 2015						0.0599
						[0.157]
Constant	3.888***	3.895***	3.955***	3.940***	3.890***	3.860***
	[0.104]	[0.104]	[0.214]	[0.215]	[0.192]	[0.119]
Observations	975	975	390	390	585	585
R-squared	0.145	0.15	0.22	0.22	0.14	0.14
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.265	4.263	4.317	4.317	4.231	4.231

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

Table A52: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 5 (Easy)

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)	0.0636	0.0641	0.0348	0.0333	0.103	0.103
	[0.0614]	[0.0616]	[0.0847]	[0.0851]	[0.0882]	[0.0884]
SSI Subsample (1=SSI, 0=YouGov)	-0.287***	-0.289***				
	[0.0784]	[0.0785]				
State: Louisiana	-0.0741	-0.189	-0.176	-0.186	-0.0570	-0.169
	[0.154]	[0.131]	[0.169]	[0.169]	[0.205]	[0.231]
Date of Survey: Nov 02, 2015	0.115				0.169	0.0522
	[0.133]				[0.109]	[0.199]
Gender: Male	0.101	0.102	0.192	0.188	0.0580	0.0600
	[0.0895]	[0.0895]	[0.118]	[0.118]	[0.134]	[0.134]
Race: Black	0.259	0.251	0.256	0.231	0.285	0.284
	[0.169]	[0.168]	[0.242]	[0.237]	[0.236]	[0.236]
Race: Hispanic	-0.870	-0.948	-2.459***	-2.469***	0.668	0.670
	[0.676]	[0.667]	[0.813]	[0.782]	[1.056]	[1.068]
Race: Other	-0.107	-0.119	-0.153	-0.172	-0.0318	-0.0328
	[0.187]	[0.186]	[0.218]	[0.215]	[0.301]	[0.302]
Days Before Election Day	0.0604	0.0610	-0.0170	-0.0119		0.116
	[0.107]	[0.108]	[0.136]	[0.136]		[0.166]
Voted in 2004 General Election (1=Yes, 0=No)	0.225*	0.221*	0.470**	0.448**	0.111	0.112
	[0.119]	[0.119]	[0.211]	[0.210]	[0.153]	[0.153]
Voted in 2006 General Election (1=Yes, 0=No)	-0.196	-0.186	-0.200	-0.166	-0.196	-0.199
	[0.128]	[0.128]	[0.193]	[0.193]	[0.175]	[0.176]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0215	-0.0183	-0.129	-0.120	0.00263	0.00396
	[0.124]	[0.124]	[0.216]	[0.216]	[0.160]	[0.160]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0948	-0.0985	-0.0380	-0.0589	-0.0926	-0.0899
	[0.121]	[0.121]	[0.183]	[0.181]	[0.164]	[0.164]
Voted in 2012 General Election (1=Yes, 0=No)	0.139	0.135	0.211	0.204	0.145	0.144
	[0.109]	[0.109]	[0.175]	[0.174]	[0.147]	[0.148]
Voted in 2014 General Election (1=Yes, 0=No)	0.0698	0.0695	-0.128	-0.116	0.129	0.126
	[0.107]	[0.107]	[0.186]	[0.185]	[0.139]	[0.139]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.169	0.172	0.448	0.444	0.130	0.133
	[0.194]	[0.194]	[0.837]	[0.808]	[0.230]	[0.230]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0192	-0.0317	-0.0459	-0.0667	-0.0285	-0.0343
	[0.122]	[0.122]	[0.173]	[0.172]	[0.172]	[0.172]
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.0357	-0.0361	0.345	0.218	-0.0530	-0.0531
	[0.131]	[0.131]	[0.267]	[0.177]	[0.157]	[0.157]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.174	0.176	0.190	0.190	0.148	0.153
	[0.122]	[0.122]	[0.181]	[0.181]	[0.166]	[0.166]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.176	0.170	-0.0109	-0.0177	0.386**	0.386**
	[0.129]	[0.129]	[0.161]	[0.161]	[0.197]	[0.197]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0710	0.0736	0.0717	0.0743	0.114	0.114
	[0.118]	[0.118]	[0.166]	[0.166]	[0.168]	[0.168]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0196	0.0219	0.0442	0.0478	-0.0695	-0.0691
	[0.127]	[0.127]	[0.169]	[0.167]	[0.187]	[0.187]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.367	-0.366	-0.672	-0.660		
	[0.267]	[0.267]	[0.857]	[0.828]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.248	0.234	-0.114		0.159	0.156
	[0.185]	[0.185]	[0.199]		[0.247]	[0.248]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.0189	0.0189	-0.00485	-0.000128	0.0269	0.0285
	[0.150]	[0.151]	[0.191]	[0.192]	[0.234]	[0.235]
Date of Survey: Nov 03, 2015		-0.111	-0.264	-0.252		
		[0.133]	[0.173]	[0.174]		
Date of Survey: Nov 21, 2015					-0.119	
					[0.166]	
Constant	4.211***	4.330***	4.441***	4.447***	3.914***	3.914***
	[0.101]	[0.145]	[0.177]	[0.179]	[0.126]	[0.126]
Observations	973	973	390	390	583	583
R-squared	0.105	0.10	0.15	0.14	0.09	0.09
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.392	4.384	4.583	4.583	4.264	4.264

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

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Table A53: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 6 (Convenient)

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)	0.0846	0.0857	-0.0298	-0.0291	0.144	0.144
	[0.0654]	[0.0656]	[0.0972]	[0.0975]	[0.0907]	[0.0909]
SSI Subsample (1=SSI, 0=YouGov)	-0.136	-0.138*				
	[0.0836]	[0.0836]				
State: Louisiana	0.0960	-0.0791	-0.117	-0.106	-0.0167	-0.0626
	[0.164]	[0.139]	[0.194]	[0.194]	[0.211]	[0.238]
Date of Survey: Nov 02, 2015	0.183				0.0542	0.00307
	[0.141]				[0.113]	[0.205]
Gender: Male	0.148	0.149	0.398***	0.392***	0.0190	0.0232
	[0.0954]	[0.0953]	[0.136]	[0.135]	[0.138]	[0.138]
Race: Black	0.0955	0.0990	0.497*	0.492*	-0.0608	-0.0645
	[0.180]	[0.179]	[0.277]	[0.271]	[0.243]	[0.243]
Race: Hispanic	-0.771	-0.839	-2.138**	-2.140**	0.379	0.389
	[0.720]	[0.710]	[0.932]	[0.896]	[1.085]	[1.098]
Race: Other	-0.00108	-0.0109	-0.0380	-0.0592	0.0971	0.0997
	[0.199]	[0.198]	[0.250]	[0.246]	[0.309]	[0.311]
Days Before Election Day	-0.0477	-0.0403	-0.152	-0.136		0.0531
	[0.114]	[0.115]	[0.156]	[0.156]		[0.171]
Voted in 2004 General Election (1=Yes, 0=No)	0.276**	0.267**	0.261	0.232	0.247	0.246
	[0.127]	[0.127]	[0.242]	[0.240]	[0.157]	[0.157]
Voted in 2006 General Election (1=Yes, 0=No)	-0.235*	-0.225*	-0.0808	-0.0454	-0.294	-0.295
	[0.137]	[0.137]	[0.221]	[0.221]	[0.180]	[0.181]
Voted in 2008 General Election (1=Yes, 0=No)	-0.150	-0.151	-0.214	-0.222	-0.139	-0.138
	[0.132]	[0.132]	[0.248]	[0.247]	[0.165]	[0.165]
Voted in 2010 General Election (1=Yes, 0=No)	0.0154	0.0140	0.167	0.154	0.0321	0.0353
	[0.129]	[0.129]	[0.210]	[0.208]	[0.169]	[0.169]
Voted in 2012 General Election (1=Yes, 0=No)	0.0369	0.0423	0.258	0.277	-0.000206	-0.00183
	[0.116]	[0.116]	[0.200]	[0.199]	[0.152]	[0.152]
Voted in 2014 General Election (1=Yes, 0=No)	0.00381	0.00566	-0.358*	-0.348	0.0990	0.0987
	[0.114]	[0.114]	[0.213]	[0.212]	[0.143]	[0.143]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.130	0.145	1.080	1.104	0.124	0.133
	[0.207]	[0.207]	[0.961]	[0.926]	[0.237]	[0.237]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0730	-0.0839	0.0963	0.0729	-0.186	-0.190
	[0.130]	[0.130]	[0.198]	[0.197]	[0.177]	[0.177]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0265	0.0326	0.227	0.284	0.0306	0.0351
	[0.140]	[0.139]	[0.306]	[0.203]	[0.162]	[0.162]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.101	0.101	-0.162	-0.156	0.176	0.175
	[0.130]	[0.130]	[0.207]	[0.207]	[0.170]	[0.171]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.158	0.155	0.111	0.106	0.223	0.227
	[0.138]	[0.138]	[0.185]	[0.184]	[0.202]	[0.202]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.148	0.141	0.211	0.190	0.135	0.134
	[0.126]	[0.126]	[0.190]	[0.190]	[0.172]	[0.173]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.204	0.203	0.0901	0.0945	0.234	0.230
	[0.135]	[0.135]	[0.193]	[0.192]	[0.192]	[0.193]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.152	-0.160	-1.147	-1.161		
	[0.285]	[0.284]	[0.983]	[0.949]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.214	0.196	0.0632		0.126	0.127
	[0.197]	[0.197]	[0.228]		[0.254]	[0.255]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.190	0.192	0.140	0.144	0.181	0.184
	[0.160]	[0.161]	[0.220]	[0.220]	[0.241]	[0.242]
Date of Survey: Nov 03, 2015		-0.174	-0.416**	-0.389*		
		[0.142]	[0.199]	[0.199]		
Date of Survey: Nov 21, 2015					-0.0530	
					[0.170]	
Constant	3.996***	4.170***	4.320***	4.305***	3.897***	3.894***
	[0.107]	[0.154]	[0.203]	[0.205]	[0.130]	[0.130]
Observations	973	973	390	390	583	583
R-squared	0.099	0.10	0.17	0.17	0.10	0.10
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.240	4.234	4.378	4.378	4.147	4.147

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

Table A54: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 7 (Consistent)

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)	0.124**	0.123**	0.199**	0.197**	0.0761	0.0754
	[0.0531]	[0.0531]	[0.0772]	[0.0767]	[0.0742]	[0.0743]
SSI Subsample (1=SSI, 0=YouGov)	-0.203***	-0.205***				
	[0.0679]	[0.0677]				
State: Louisiana	-0.0445	-0.0412	0.0136	0.0149	0.00127	-0.0689
	[0.133]	[0.133]	[0.181]	[0.180]	[0.173]	[0.195]
Date of Survey: Nov 02, 2015	0.0862	0.0862	0.157	0.147	0.102	0.0335
	[0.115]	[0.115]	[0.158]	[0.157]	[0.0921]	[0.168]
Gender: Male	0.0822	0.0825	0.284***	0.287***	-0.0414	-0.0422
	[0.0775]	[0.0772]	[0.108]	[0.107]	[0.113]	[0.113]
Race: Black	0.0637	0.0630	0.254	0.251	-0.0139	-0.0146
	[0.146]	[0.145]	[0.220]	[0.213]	[0.198]	[0.199]
Race: Hispanic	0.690	0.685	0.588	0.598	0.735	0.737
	[0.584]	[0.575]	[0.740]	[0.705]	[0.888]	[0.898]
Race: Other	0.0958	0.0893	-0.00838	-0.0149	0.222	0.221
	[0.164]	[0.163]	[0.205]	[0.200]	[0.253]	[0.254]
Days Before Election Day	0.00340	0.00232	-0.0584	-0.0581		0.0722
	[0.0929]	[0.0929]	[0.123]	[0.123]		[0.140]
Voted in 2004 General Election (1=Yes, 0=No)	0.00425	0.00837	0.0985	0.101	-0.0244	-0.0212
	[0.103]	[0.103]	[0.192]	[0.189]	[0.128]	[0.129]
Voted in 2006 General Election (1=Yes, 0=No)	-0.255**	-0.257**	-0.190	-0.189	-0.319**	-0.322**
	[0.111]	[0.111]	[0.175]	[0.174]	[0.148]	[0.148]
Voted in 2008 General Election (1=Yes, 0=No)	0.0769	0.0748	-0.0937	-0.104	0.100	0.0984
	[0.107]	[0.107]	[0.197]	[0.194]	[0.135]	[0.135]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0215	-0.0137	-0.0416	-0.0140	0.0252	0.0248
	[0.105]	[0.104]	[0.166]	[0.163]	[0.138]	[0.138]
Voted in 2012 General Election (1=Yes, 0=No)	0.0472	0.0448	0.0519	0.0484	0.0885	0.0891
	[0.0940]	[0.0936]	[0.159]	[0.157]	[0.124]	[0.124]
Voted in 2014 General Election (1=Yes, 0=No)	0.119	0.119	-0.0801	-0.0700	0.198*	0.197*
	[0.0929]	[0.0926]	[0.169]	[0.166]	[0.117]	[0.117]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0435	0.0455	0.682	0.691	0.0364	0.0334
	[0.168]	[0.167]	[0.762]	[0.728]	[0.194]	[0.194]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0665	-0.0720	-0.0119	-0.0178	-0.0874	-0.0883
	[0.105]	[0.105]	[0.157]	[0.155]	[0.145]	[0.145]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.191*	0.188*	0.292	0.213	0.188	0.186
	[0.113]	[0.113]	[0.179]	[0.160]	[0.132]	[0.132]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.156	0.149	0.278*	0.250	0.0828	0.0837
	[0.106]	[0.105]	[0.165]	[0.163]	[0.139]	[0.140]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.133	0.134	-0.0714	-0.0723	0.294*	0.300*
	[0.112]	[0.111]	[0.147]	[0.145]	[0.165]	[0.165]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.148	0.151	0.302**	0.301**	0.0842	0.0867
	[0.102]	[0.102]	[0.151]	[0.150]	[0.141]	[0.141]
Voted in 2015 Primary Election (1=Yes, 0=No)	-0.00410	-0.00367	-0.00684	-0.00554	-0.0370	-0.0386
	[0.110]	[0.109]	[0.154]	[0.151]	[0.157]	[0.158]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.230	0.219	-0.463	-0.481		
	[0.231]	[0.230]	[0.780]	[0.746]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0326	-0.0248	-0.0894		0.0966	0.0911
	[0.160]	[0.160]	[0.240]		[0.208]	[0.208]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.184	0.183	0.220	0.214	0.169	0.173
	[0.130]	[0.130]	[0.174]	[0.173]	[0.197]	[0.198]
Date of Survey: Nov 21, 2015					-0.0734	
					[0.139]	
Constant	4.162***	4.165***	4.114***	4.115***	3.963***	3.962***
	[0.0872]	[0.0876]	[0.109]	[0.109]	[0.106]	[0.106]
Observations	972	972	389	389	583	583
R-squared	0.135	0.14	0.22	0.22	0.11	0.11
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.357	4.353	4.456	4.456	4.291	4.291

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

Table A55: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 8 (Clear)

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)	0.103*	0.103*	0.0984	0.0955	0.103	0.103
	[0.0565]	[0.0564]	[0.0748]	[0.0743]	[0.0822]	[0.0822]
SSI Subsample (1=SSI, 0=YouGov)	-0.284***	-0.283***				
	[0.0722]	[0.0721]				
State: Louisiana	-0.000270	0.0597	0.0793	0.0780	0.0668	
	[0.120]	[0.142]	[0.176]	[0.174]	[0.216]	
Date of Survey: Nov 03, 2015	-0.0600					-0.0692
	[0.122]					[0.216]
Gender: Male	0.252***	0.251***	0.395***	0.395***	0.156	0.154
	[0.0822]	[0.0819]	[0.104]	[0.103]	[0.124]	[0.124]
Race: Black	-0.176	-0.172	-0.239	-0.223	-0.137	-0.137
	[0.155]	[0.154]	[0.213]	[0.207]	[0.219]	[0.219]
Race: Hispanic	0.223	0.248	0.603	0.612	-0.324	-0.319
	[0.620]	[0.610]	[0.717]	[0.683]	[0.981]	[0.992]
Race: Other	-0.0866	-0.0926	-0.135	-0.143	0.00141	-0.00179
	[0.174]	[0.173]	[0.198]	[0.194]	[0.279]	[0.281]
Days Before Election Day	-0.0474	0.0108	-0.128	-0.128	0.00733	0.00955
	[0.0989]	[0.0710]	[0.120]	[0.119]	[0.155]	[0.155]
Voted in 2004 General Election (1=Yes, 0=No)	-0.155	-0.150	-0.00914	0.00123	-0.190	-0.189
	[0.109]	[0.109]	[0.186]	[0.183]	[0.142]	[0.142]
Voted in 2006 General Election (1=Yes, 0=No)	-0.103	-0.0993	0.000511	0.00422	-0.188	-0.187
	[0.118]	[0.117]	[0.170]	[0.169]	[0.163]	[0.163]
Voted in 2008 General Election (1=Yes, 0=No)	0.0711	0.0719	0.0575	0.0597	0.0331	0.0298
	[0.114]	[0.113]	[0.191]	[0.188]	[0.149]	[0.149]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0241	-0.0182	-0.0997	-0.0850	0.0287	0.0292
	[0.111]	[0.111]	[0.161]	[0.158]	[0.152]	[0.152]
Voted in 2012 General Election (1=Yes, 0=No)	0.123	0.114	0.152	0.131	0.176	0.175
	[0.0997]	[0.0994]	[0.154]	[0.152]	[0.137]	[0.137]
Voted in 2014 General Election (1=Yes, 0=No)	0.0200	0.0230	-0.167	-0.152	0.100	0.101
	[0.0986]	[0.0983]	[0.164]	[0.161]	[0.130]	[0.130]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.293	0.295*	0.628	0.615	0.293	0.294
	[0.178]	[0.178]	[0.739]	[0.706]	[0.214]	[0.214]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.0236	0.0205	0.00510	0.00109	0.0114	0.0130
	[0.112]	[0.111]	[0.152]	[0.150]	[0.160]	[0.160]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.140	0.134	0.280	0.0565	0.147	0.145
	[0.120]	[0.120]	[0.173]	[0.155]	[0.146]	[0.146]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0675	0.0639	0.184	0.166	-0.00258	-0.000992
	[0.112]	[0.112]	[0.159]	[0.158]	[0.154]	[0.154]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0820	0.0884	-0.0313	-0.0198	0.163	0.168
	[0.119]	[0.118]	[0.142]	[0.140]	[0.183]	[0.183]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0976	0.0992	0.206	0.204	0.0549	0.0542
	[0.109]	[0.108]	[0.146]	[0.145]	[0.156]	[0.156]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0784	0.0704	-0.0582	-0.0643	0.167	0.162
	[0.117]	[0.116]	[0.149]	[0.146]	[0.174]	[0.174]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0218	-0.0312	-0.366	-0.364		
	[0.245]	[0.244]	[0.756]	[0.723]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0141	-0.0109	-0.223		-0.0270	-0.0314
	[0.170]	[0.170]	[0.233]		[0.230]	[0.230]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.0362	0.0334	0.137	0.124	-0.0238	-0.0199
	[0.138]	[0.138]	[0.169]	[0.168]	[0.218]	[0.218]
Date of Survey: Nov 02, 2015			0.201	0.192	-0.0154	-0.0845
			[0.153]	[0.152]	[0.185]	[0.183]
Constant	4.316***	4.256***	4.226***	4.229***	3.968***	4.036***
	[0.132]	[0.0931]	[0.105]	[0.105]	[0.117]	[0.192]
Observations	970	970	389	389	581	581
R-squared	0.139	0.14	0.19	0.20	0.11	0.11
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.389	4.382	4.572	4.572	4.266	4.266

Standard errors in brackets

*** p<0.01, ** p<0.05, * p<0.1

Table A56: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 9 (Same)

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)	0.0229	0.0217	0.155*	0.152*	-0.0497	-0.0494
	[0.0582]	[0.0582]	[0.0843]	[0.0846]	[0.0808]	[0.0808]
SSI Subsample (1=SSI, 0=YouGov)	-0.192**	-0.196***				
	[0.0745]	[0.0744]				
State: Louisiana	0.0303	0.0285	0.121	-0.0791	0.0356	
	[0.124]	[0.124]	[0.198]	[0.168]	[0.212]	
Date of Survey: Nov 03, 2015	-0.0345	-0.0358				-0.0325
	[0.126]	[0.126]				[0.213]
Gender: Male	0.279***	0.277***	0.452***	0.454***	0.205*	0.202*
	[0.0847]	[0.0845]	[0.118]	[0.117]	[0.122]	[0.122]
Race: Black	-0.290*	-0.278*	-0.0488	-0.0269	-0.421*	-0.419*
	[0.160]	[0.159]	[0.240]	[0.235]	[0.215]	[0.215]
Race: Hispanic	0.721	0.728	0.635	0.645	0.683	0.692
	[0.639]	[0.630]	[0.807]	[0.777]	[0.964]	[0.974]
Race: Other	-0.220	-0.211	-0.0811	-0.0734	-0.303	-0.297
	[0.179]	[0.178]	[0.223]	[0.221]	[0.275]	[0.275]
Days Before Election Day	-0.0474	-0.0476	-0.0435	0.159	-0.0197	-0.0201
	[0.102]	[0.102]	[0.135]	[0.108]	[0.152]	[0.152]
Voted in 2004 General Election (1=Yes, 0=No)	0.0333	0.0287	0.434**	0.423**	-0.0585	-0.0630
	[0.113]	[0.113]	[0.210]	[0.208]	[0.139]	[0.139]
Voted in 2006 General Election (1=Yes, 0=No)	-0.214*	-0.211*	-0.216	-0.218	-0.269*	-0.268*
	[0.121]	[0.121]	[0.191]	[0.192]	[0.160]	[0.160]
Voted in 2008 General Election (1=Yes, 0=No)	0.0784	0.0853	-0.155	-0.137	0.0952	0.0975
	[0.117]	[0.117]	[0.215]	[0.214]	[0.146]	[0.146]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0729	-0.0731	-0.173	-0.172	0.0286	0.0273
	[0.115]	[0.114]	[0.181]	[0.180]	[0.150]	[0.149]
Voted in 2012 General Election (1=Yes, 0=No)	0.0319	0.0270	0.190	0.178	0.00757	0.00591
	[0.103]	[0.103]	[0.174]	[0.173]	[0.135]	[0.135]
Voted in 2014 General Election (1=Yes, 0=No)	-0.000157	0.00570	-0.149	-0.130	0.0421	0.0441
	[0.102]	[0.101]	[0.184]	[0.183]	[0.127]	[0.127]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.286	0.295	0.519	0.519	0.263	0.269
	[0.184]	[0.183]	[0.831]	[0.802]	[0.210]	[0.210]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0974	-0.102	-0.0259	-0.0351	-0.196	-0.197
	[0.115]	[0.115]	[0.171]	[0.171]	[0.157]	[0.157]
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.0166	-0.0208	0.239	0.447**	-0.0398	-0.0417
	[0.124]	[0.124]	[0.266]	[0.196]	[0.144]	[0.144]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.299***	0.295**	0.385**	0.373**	0.229	0.229
	[0.116]	[0.115]	[0.179]	[0.179]	[0.151]	[0.151]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0451	0.0489	-0.162	-0.160	0.219	0.224
	[0.122]	[0.122]	[0.160]	[0.160]	[0.180]	[0.179]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.128	0.132	0.0902	0.0972	0.175	0.175
	[0.112]	[0.112]	[0.165]	[0.165]	[0.153]	[0.153]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.152	0.142	0.0110	-0.00164	0.214	0.208
	[0.120]	[0.120]	[0.168]	[0.166]	[0.171]	[0.171]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0913	-0.114	-0.363	-0.376		
	[0.253]	[0.252]	[0.851]	[0.822]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.185	0.194	-0.0492	-0.240	0.203	0.201
	[0.175]	[0.175]	[0.198]	[0.263]	[0.226]	[0.226]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.146	0.143	0.265	0.263	0.0291	0.0313
	[0.142]	[0.143]	[0.191]	[0.191]	[0.214]	[0.214]
Date of Survey: Nov 02, 2015			0.207		-0.0751	-0.105
			[0.173]		[0.182]	[0.180]
Date of Survey: Nov 21, 2015				0.198		
				[0.173]		
Constant	4.283***	4.288***	4.047***	4.043***	4.162***	4.195***
	[0.137]	[0.137]	[0.118]	[0.120]	[0.115]	[0.189]
Observations	969	969	388	388	581	581
R-squared	0.128	0.13	0.23	0.23	0.11	0.11
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	4.377	4.373	4.467	4.467	4.316	4.316

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

Table A57: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 10 (Importance)

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)	0.0189	0.0207	-0.0859	-0.0785	0.0933	0.0934
	[0.0829]	[0.0830]	[0.129]	[0.129]	[0.111]	[0.111]
SSI Subsample (1=SSI, 0=YouGov)	0.383***	0.387***				
	[0.106]	[0.106]				
State: Louisiana	-0.263	-0.00124	0.0617	0.0632		-0.177
	[0.176]	[0.209]	[0.257]	[0.257]		[0.259]
Date of Survey: Nov 21, 2015	0.247					0.371*
	[0.179]					[0.210]
Gender: Male	-0.225*	-0.224*	-0.358**	-0.363**	-0.156	-0.154
	[0.121]	[0.121]	[0.180]	[0.180]	[0.168]	[0.168]
Race: Black	0.372	0.363	0.401	0.386	0.375	0.369
	[0.231]	[0.229]	[0.382]	[0.374]	[0.297]	[0.297]
Race: Hispanic	-1.263	-1.275	-1.279	-1.300	-1.129	-1.132
	[0.910]	[0.898]	[1.234]	[1.189]	[1.328]	[1.342]
Race: Other	-0.0376	-0.0450	0.210	0.183	-0.355	-0.356
	[0.255]	[0.254]	[0.341]	[0.338]	[0.378]	[0.380]
Days Before Election Day	0.0885	-0.163	0.0406	0.0303		
	[0.105]	[0.146]	[0.206]	[0.207]		
Voted in 2004 General Election (1=Yes, 0=No)	-0.111	-0.102	-0.491	-0.461	-0.0468	-0.0421
	[0.161]	[0.161]	[0.320]	[0.319]	[0.192]	[0.192]
Voted in 2006 General Election (1=Yes, 0=No)	0.218	0.216	0.350	0.349	0.175	0.170
	[0.173]	[0.173]	[0.293]	[0.294]	[0.221]	[0.221]
Voted in 2008 General Election (1=Yes, 0=No)	-0.204	-0.216	0.0332	0.0132	-0.248	-0.251
	[0.167]	[0.167]	[0.328]	[0.328]	[0.201]	[0.201]
Voted in 2010 General Election (1=Yes, 0=No)	0.0178	0.0126	-0.234	-0.247	0.0941	0.0970
	[0.164]	[0.163]	[0.277]	[0.275]	[0.206]	[0.206]
Voted in 2012 General Election (1=Yes, 0=No)	0.0106	0.0169	-0.362	-0.330	0.117	0.113
	[0.146]	[0.146]	[0.265]	[0.265]	[0.185]	[0.186]
Voted in 2014 General Election (1=Yes, 0=No)	-0.0690	-0.0734	0.0511	0.0101	-0.0299	-0.0253
	[0.145]	[0.145]	[0.282]	[0.281]	[0.176]	[0.176]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.211	-0.212	-1.066	-1.081	-0.0933	-0.0948
	[0.262]	[0.262]	[1.271]	[1.228]	[0.289]	[0.289]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.0371	0.0329	0.0719	0.0574	0.0785	0.0773
	[0.164]	[0.164]	[0.262]	[0.262]	[0.216]	[0.216]
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.261	-0.250	-0.737**	-0.727**	-0.292	-0.285
	[0.178]	[0.178]	[0.298]	[0.299]	[0.200]	[0.200]
Voted in 2010 Primary Election (1=Yes, 0=No)	-0.0422	-0.0272	-0.0797	-0.0452	-0.00983	-0.00577
	[0.165]	[0.165]	[0.274]	[0.275]	[0.209]	[0.209]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0927	0.0841	0.353	0.331	-0.106	-0.102
	[0.174]	[0.174]	[0.245]	[0.244]	[0.247]	[0.247]
Voted in 2014 Primary Election (1=Yes, 0=No)	-0.153	-0.158	0.0150	0.00835	-0.255	-0.259
	[0.161]	[0.161]	[0.252]	[0.252]	[0.213]	[0.213]
Voted in 2015 Primary Election (1=Yes, 0=No)	-0.372**	-0.370**	-0.151	-0.144	-0.496**	-0.498**
	[0.171]	[0.171]	[0.256]	[0.254]	[0.235]	[0.236]
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.125	-0.0872	0.697	0.751		
	[0.360]	[0.359]	[1.301]	[1.259]		
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.220	0.208	0.735*	0.711*	-0.284	-0.280
	[0.250]	[0.250]	[0.401]	[0.403]	[0.311]	[0.312]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.239	-0.209	-0.532*	-0.486*	0.0548	0.0582
	[0.203]	[0.203]	[0.291]	[0.292]	[0.295]	[0.295]
Date of Survey: Nov 02, 2015		0.252			0.0597	0.252*
		[0.179]			[0.282]	[0.138]
Date of Survey: Nov 03, 2015			0.285	0.259	-0.196	
			[0.264]	[0.265]	[0.293]	
Date of Survey: Nov 20, 2015					-0.376*	
					[0.209]	
Constant	2.285***	2.281***	2.324***	2.348***	2.688***	2.491***
	[0.137]	[0.138]	[0.269]	[0.272]	[0.259]	[0.160]
Observations	968	968	388	388	580	580
R-squared	0.130	0.13	0.19	0.18	0.13	0.13
State-By-Covariate Interactions?	Y	Y	Y	Y	Y	Y
Weighted?	Y	N	Y	N	Y	N
Verb Group Mean Outcome	2.238	2.244	2.106	2.106	2.328	2.328

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

Table A58: 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=Voting)	0.00602	0.00612	-0.00268	-0.00268	0.0253	0.0254	-0.00808	-0.00799	0.0149	0.0149	0.0264	0.0263	0.00421	0.00464
	[0.0121]	[0.0121]	[0.0146]	[0.0147]	[0.0197]	[0.0197]	[0.0184]	[0.0184]	[0.0230]	[0.0231]	[0.0269]	[0.0269]	[0.0383]	[0.0383]
SSI Subsample (1=SSI, 0=YouGov)	-0.107***	-0.106***					-0.0782***	-0.0768***	-0.285***	-0.285***	-0.0146	-0.0162	-0.0254	-0.0229
	[0.0167]	[0.0167]					[0.0246]	[0.0246]	[0.0340]	[0.0341]	[0.0349]	[0.0349]	[0.0556]	[0.0555]
State: Louisiana	-0.0756*	-0.0765*	-0.0651	-0.0676										
	[0.0450]	[0.0450]	[0.0599]	[0.0598]										
State: Mississippi	-0.00269	-0.00291	0.0201	0.0194	-0.0386	-0.0384								
	[0.0457]	[0.0457]	[0.0590]	[0.0590]	[0.0711]	[0.0711]								
State: Texas (Houston only)	0.0691	0.0683			0.247**	0.246**								
	[0.0613]	[0.0613]			[0.102]	[0.102]								
Date of Survey: Nov 01, 2015	0.0253	0.0252	0.0104	0.0102	0.0425	0.0597	0.0250	0.0249			0.0254	0.0275	-0.0722	-0.0684
	[0.0238]	[0.0238]	[0.0275]	[0.0276]	[0.0471]	[0.0504]	[0.0231]	[0.0231]			[0.0368]	[0.0368]	[0.0575]	[0.0576]
Date of Survey: Nov 02, 2015	0.0443*	0.0441*	-0.000199	-0.000827	0.0645*	0.0995**	0.0419*	0.0415*			0.0678**	0.0696**	-0.113***	-0.112***
	[0.0237]	[0.0236]	[0.0352]	[0.0352]	[0.0332]	[0.0482]	[0.0230]	[0.0230]			[0.0326]	[0.0327]	[0.0426]	[0.0425]
Date of Survey: Nov 19, 2015	0.0620**	0.0622**	0.0680**	0.0688**	-0.0113	0.00660			0.0603**	0.0604**				
	[0.0278]	[0.0278]	[0.0314]	[0.0313]	[0.0594]	[0.0581]			[0.0276]	[0.0275]				
Date of Survey: Nov 20, 2015		0.0235	0.0276	0.0296	0.0257	0.0609				0.0402				
		[0.0310]	[0.0423]	[0.0424]	[0.0488]	[0.0463]				[0.0309]				
Gender: Male	0.0390*	0.0397*	0.0123	0.0137	0.102***	0.101***	0.0429**	0.0437**	0.0178	0.0170	-0.0138	-0.0130	-0.0919**	-0.0916**
	[0.0209]	[0.0209]	[0.0252]	[0.0252]	[0.0349]	[0.0349]	[0.0204]	[0.0204]	[0.0246]	[0.0246]	[0.0303]	[0.0303]	[0.0394]	[0.0393]
Gender: Unknown	-0.101	-0.102			-0.171	-0.171					-0.119	-0.119		
	[0.128]	[0.128]			[0.134]	[0.134]					[0.127]	[0.127]		
Race: Black	0.0567	0.0548	0.0473	0.0446	0.0500	0.0502	0.0587	0.0569	0.0117	0.0127		0.0137	-0.0375	-0.0381
	[0.0475]	[0.0474]	[0.0634]	[0.0631]	[0.0687]	[0.0687]	[0.0461]	[0.0460]	[0.0349]	[0.0348]		[0.0339]	[0.0534]	[0.0533]
Race: Hispanic	-0.0587	-0.0566	-0.134	-0.130	0.159	0.159	-0.0500	-0.0478	0.0313	0.0360	-0.0508	-0.0524	-0.0869	-0.0851
	[0.166]	[0.165]	[0.179]	[0.178]	[0.341]	[0.340]	[0.161]	[0.160]	[0.121]	[0.121]	[0.189]	[0.193]	[0.0752]	[0.0753]
Race: Other	-0.0310	-0.0311	-0.00163	-0.00187	-0.0661	-0.0659	-0.0285	-0.0284		-0.0297	-0.0585	-0.0575	0.0675	0.0677
	[0.0560]	[0.0559]	[0.0693]	[0.0692]	[0.0868]	[0.0867]	[0.0544]	[0.0543]		[0.0662]	[0.0696]	[0.0700]	[0.0714]	[0.0712]
Days Before Election Day	-0.0148	-0.0149	-0.0138	-0.0138	-0.0136	0.00430	-0.0128	-0.0128	-0.00106	-0.000539	0.00637	0.00592	0.0108	0.0103
	[0.0102]	[0.0102]	[0.0125]	[0.0125]	[0.0194]	[0.0263]	[0.00996]	[0.00994]	[0.0126]	[0.0126]	[0.0134]	[0.0134]	[0.0208]	[0.0208]
Voted in 2004 General Election (1=Yes, 0=No)	0.00278	0.00279	-0.0401	-0.0409	0.0282	0.0285	0.00190	0.00183	-0.0564	-0.0557	-0.0838**	-0.0837**	-0.0493	-0.0511
	[0.0305]	[0.0305]	[0.0439]	[0.0439]	[0.0412]	[0.0412]	[0.0297]	[0.0297]	[0.0374]	[0.0374]	[0.0343]	[0.0343]	[0.0600]	[0.0599]
Voted in 2006 General Election (1=Yes, 0=No)	0.00452	0.00524	0.0417	0.0436	-0.00965	-0.00911	0.00578	0.00656	0.0309	0.0291	0.0152	0.0149		
	[0.0316]	[0.0316]	[0.0424]	[0.0424]	[0.0457]	[0.0457]	[0.0307]	[0.0307]	[0.0355]	[0.0355]	[0.0396]	[0.0396]		
Voted in 2008 General Election (1=Yes, 0=No)	-0.00271	-0.00420	-0.0141	-0.0179	0.0247	0.0242	-0.00292	-0.00437	-0.0490	-0.0501	0.121***	0.122***	0.0453	0.0467
	[0.0317]	[0.0317]	[0.0470]	[0.0469]	[0.0423]	[0.0423]	[0.0307]	[0.0307]	[0.0384]	[0.0385]	[0.0389]	[0.0389]	[0.0701]	[0.0700]
Voted in 2010 General Election (1=Yes, 0=No)	0.0372	0.0368	0.0773**	0.0769**	-0.00787	-0.00765	0.0380	0.0377	0.0402		-0.0891**	-0.0884**		-0.0252
	[0.0295]	[0.0295]	[0.0386]	[0.0386]	[0.0429]	[0.0430]	[0.0286]	[0.0286]	[0.0369]		[0.0381]	[0.0382]		[0.0639]
Voted in 2012 General Election (1=Yes, 0=No)	0.194***	0.194***	0.266***	0.266***	0.118***	0.118***	0.190***	0.190***	0.132***	0.133***	0.0871**	0.0871**	0.186***	
	[0.0286]	[0.0286]	[0.0424]	[0.0424]	[0.0399]	[0.0399]	[0.0279]	[0.0279]	[0.0373]	[0.0374]	[0.0377]	[0.0377]	[0.0585]	
Voted in 2014 General Election (1=Yes, 0=No)	0.376***	0.376***	0.383***	0.384***	0.345***	0.345***	0.378***	0.378***	0.350***	0.350***	0.335***	0.333***	0.488***	0.487***
	[0.0287]	[0.0287]	[0.0427]	[0.0427]	[0.0392]	[0.0392]	[0.0279]	[0.0279]	[0.0367]	[0.0367]	[0.0422]	[0.0422]	[0.0555]	[0.0556]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0142	0.0156	0.0715	0.0806	-0.0290	-0.0284	0.0114	0.0128	0.0856***	0.0858***	-0.153*	-0.150*	0.0140	0.0170
	[0.0529]	[0.0529]	[0.157]	[0.157]	[0.0602]	[0.0602]	[0.0513]	[0.0513]	[0.0325]	[0.0325]	[0.0862]	[0.0863]	[0.0571]	[0.0570]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00418	-0.00449	0.0102	0.00975	-0.0318	-0.0320	-0.00551	-0.00585	0.0180	0.0182		0.0621	0.0364	0.0369
	[0.0279]	[0.0279]	[0.0338]	[0.0337]	[0.0452]	[0.0452]	[0.0271]	[0.0271]	[0.0349]	[0.0349]		[0.0499]	[0.0615]	[0.0614]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0515	0.0511	0.241*	0.235*	0.0309	0.0298	0.0398	0.0389	-0.0203	-0.0208	0.0130	0.0128	-0.0104	-0.00977
	[0.0348]	[0.0348]	[0.140]	[0.141]	[0.0414]	[0.0414]	[0.0346]	[0.0346]	[0.0317]	[0.0317]	[0.0508]	[0.0507]	[0.0698]	[0.0697]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0137	0.0140	-0.0303	-0.0303	0.0670	0.0677	0.0125	0.0127	0.0641*	0.0663**	-0.0549	-0.0512	0.0238	0.0199
	[0.0289]	[0.0289]	[0.0366]	[0.0367]	[0.0440]	[0.0441]	[0.0280]	[0.0280]	[0.0328]	[0.0329]	[0.0521]	[0.0521]	[0.0592]	[0.0592]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0358	0.0379	-0.0111	-0.00719	0.104**	0.104**	0.0359	0.0380	-0.705**	-0.707**	0.0762*	0.0753*	0.0440	0.0428
	[0.0297]	[0.0297]	[0.0365]	[0.0365]	[0.0474]	[0.0474]	[0.0288]	[0.0288]	[0.323]	[0.330]	[0.0408]	[0.0409]	[0.0604]	[0.0603]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0966***	0.0966***	0.136***	0.136***	0.0470	0.0470	0.0979***	0.0979***	0.476	0.475	0.0909**	0.0941**	0.0237	0.0243
	[0.0292]	[0.0292]	[0.0374]	[0.0374]	[0.0443]	[0.0444]	[0.0284]	[0.0283]	[0.405]	[0.408]	[0.0429]	[0.0430]	[0.0602]	[0.0601]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.231***	0.230***	0.156***	0.154***	0.347***	0.347***	0.232***	0.231***	-0.187***	-0.187***	0.356***	0.355***		
	[0.0307]	[0.0307]	[0.0377]	[0.0377]	[0.0487]	[0.0486]	[0.0298]	[0.0298]	[0.0403]	[0.0403]	[0.0382]	[0.0383]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0712	-0.0724	-0.112	-0.121			-0.0678	-0.0689	0.0367	0.0363		0.106	-0.306	-0.311
	[0.0611]	[0.0612]	[0.159]	[0.159]			[0.0594]	[0.0594]	[0.0440]	[0.0441]		[0.0976]	[0.270]	[0.275]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0287	-0.0281	-0.206	-0.198	0.0217	0.0211	-0.00461	-0.00304	0.0724**	0.0719**	-0.0145	-0.0185	-0.00588	-0.00398
	[0.0406]	[0.0406]	[0.139]	[0.140]	[0.0630]	[0.0630]	[0.0422]	[0.0422]	[0.0325]	[0.0325]	[0.0560]	[0.0559]	[0.0784]	[0.0784]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.635***	-0.634***	-0.661***	-0.661***	0.0381	0.0382	-0.628***	-0.628***	0.174***	0.172***	0.578*	0.577*		
	[0.230]	[0.234]	[0.216]	[0.220]	[0.0642]	[0.0642]	[0.223]	[0.228]	[0.0329]	[0.0330]	[0.345]	[0.339]		
Date of Survey: Nov 21, 2015					-0.0529									
					[0.0660]									
Date of Survey: Nov 03, 2015						0.0528								
						[0.0659]								
Constant	0.0680**	0.0678**	0.0550	0.0554	-0.0232	-0.0763	0.0575*	0.0570*	0.0640	0.0630	0.0115	0.0117	0.0954	0.0932
	[0.0282]	[0.0282]	[0.0368]	[0.0369]	[0.0370]	[0.0564]	[0.0302]	[0.0303]	[0.0413]	[0.0415]	[0.0429]	[0.0431]	[0.0701]	[0.0703]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.580	0.58	0.65	0.65	0.54	0.54	0.60	0.60	0.56	0.56	0.59	0.59	0.52	0.52
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	0.443	0.441	0.524	0.524	0.320	0.320	0.499	0.498	0.351	0.347	0.400	0.399	0.521	0.520

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

Table A59: Regression Estimates of the Effect of Noun Wording on 10-Item Summary Index of Survey Responses

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=Voting)	0.0323	0.0325	-0.0121	-0.0119	0.0901**	0.0901**	0.0718*	0.0719*	0.0443	0.0443	-0.0174	-0.0167	-0.0450	-0.0438
	[0.0228]	[0.0228]	[0.0276]	[0.0277]	[0.0398]	[0.0398]	[0.0385]	[0.0385]	[0.0399]	[0.0400]	[0.0487]	[0.0487]	[0.0649]	[0.0650]
SSI Subsample (1=SSI, 0=YouGov)	-0.202***	-0.200***					-0.145***	-0.144***	-0.242***	-0.242***	-0.245***	-0.242***	-0.248***	-0.244***
	[0.0314]	[0.0314]					[0.0516]	[0.0516]	[0.0590]	[0.0590]	[0.0631]	[0.0631]	[0.0942]	[0.0941]
State: Louisiana	0.106	0.102	0.195*	0.187*										
	[0.0847]	[0.0847]	[0.113]	[0.113]										
State: Mississippi	0.197**	0.196**	0.328***	0.324***	-0.0278	-0.0256								
	[0.0859]	[0.0859]	[0.111]	[0.111]	[0.144]	[0.143]								
State: Texas (Houston only)	0.124	0.116			0.199	0.199								
	[0.115]	[0.115]			[0.205]	[0.205]								
Date of Survey: Nov 01, 2015	-0.0314	-0.0324	-0.0497	-0.0522	-0.0644	-0.0619	-0.0295	-0.0305			-0.134**	-0.139**	-0.0624	-0.0564
	[0.0448]	[0.0520]	[0.0951]	[0.102]	[0.0484]	[0.0484]					[0.0665]	[0.0665]	[0.0974]	[0.0976]
Date of Survey: Nov 02, 2015	0.0916**	0.0903**	0.152**	0.150**	0.0119	0.0163	0.0839*	0.0826*			-0.0584	-0.0617	0.142*	0.142**
	[0.0445]	[0.0445]	[0.0665]	[0.0664]	[0.0670]	[0.0973]	[0.0483]	[0.0482]			[0.0590]	[0.0590]	[0.0721]	[0.0720]
Date of Survey: Nov 19, 2015	0.0408	0.0429	0.0524	0.0550	0.0836	0.0865			0.0407	0.0428				
	[0.0524]	[0.0523]	[0.0592]	[0.0591]	[0.120]	[0.117]			[0.0478]	[0.0477]				
Date of Survey: Nov 20, 2015		-0.00499	-0.0996	-0.0948	0.0914	0.0964				-7.07e-05				
	[0.0583]	[0.0798]	[0.0799]	[0.0985]	[0.0935]					[0.0535]				
Gender: Male	0.151***	0.152***	0.213***	0.213***	0.105	0.106	0.155***	0.156***	0.107**	0.109**	0.167***	0.171***	-0.00276	0.00165
	[0.0393]	[0.0393]	[0.0475]	[0.0475]	[0.0704]	[0.0704]	[0.0427]	[0.0427]	[0.0427]	[0.0427]	[0.0548]	[0.0548]	[0.0667]	[0.0667]
Gender: Unknown	0.0757	0.0787			0.0820	0.0836					0.0737	0.0764		
	[0.240]	[0.240]			[0.270]	[0.271]					[0.229]	[0.229]		
Race: Black	-0.115	-0.113	-0.0437	-0.0381	-0.120	-0.120	-0.116	-0.114	0.107*	0.110*		0.110*	0.0346	0.0345
	[0.0894]	[0.0891]	[0.120]	[0.119]	[0.139]	[0.139]	[0.0966]	[0.0963]	[0.0605]	[0.0604]		[0.0614]	[0.0904]	[0.0904]
Race: Hispanic	0.0511	0.0367	-0.161	-0.180	0.562	0.561	0.0535	0.0391	-0.0278	-0.0331	-0.600*	-0.603*	-0.330***	-0.321**
	[0.312]	[0.311]	[0.337]	[0.335]	[0.689]	[0.686]	[0.338]	[0.336]	[0.209]	[0.209]	[0.342]	[0.348]	[0.127]	[0.128]
Race: Other	-0.0398	-0.0448	-0.00742	-0.0147	-0.0567	-0.0580	-0.0415	-0.0464		0.262**	0.154	0.160	-0.0633	-0.0615
	[0.105]	[0.105]	[0.131]	[0.131]	[0.175]	[0.175]	[0.114]	[0.114]		[0.115]	[0.126]	[0.126]	[0.121]	[0.121]
Days Before Election Day	0.00255	0.00231	-0.0129	-0.0135	0.0483	0.0508	0.00639	0.00608	-0.0135	-0.0140	-0.00540	-0.00641	0.0355	0.0349
	[0.0191]	[0.0191]	[0.0236]	[0.0236]	[0.0392]	[0.0531]	[0.0209]	[0.0208]	[0.0219]	[0.0219]	[0.0242]	[0.0243]	[0.0353]	[0.0353]
Voted in 2004 General Election (1=Yes, 0=No)	0.0322	0.0319	-0.0109	-0.0108	0.0737	0.0738	0.0227	0.0226	-0.0235	-0.0220	0.117*	0.115*	-0.0362	-0.0408
	[0.0574]	[0.0574]	[0.0829]	[0.0828]	[0.0831]	[0.0831]	[0.0622]	[0.0621]	[0.0647]	[0.0647]	[0.0620]	[0.0619]	[0.102]	[0.102]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0249	-0.0240	0.0674	0.0686	-0.115	-0.115	-0.0179	-0.0171	-0.0135	-0.0130	0.0418	0.0411		
	[0.0595]	[0.0595]	[0.0800]	[0.0800]	[0.0921]	[0.0921]	[0.0643]	[0.0643]	[0.0615]	[0.0615]	[0.0716]	[0.0715]		
Voted in 2008 General Election (1=Yes, 0=No)	0.0232	0.0218	0.0268	0.0222	0.0334	0.0332	0.0218	0.0206	-0.0140	-0.0129	0.00681	0.00906	-0.0669	-0.0626
	[0.0595]	[0.0595]	[0.0887]	[0.0886]	[0.0853]	[0.0853]	[0.0643]	[0.0643]	[0.0666]	[0.0666]	[0.0703]	[0.0703]	[0.119]	[0.119]
Voted in 2010 General Election (1=Yes, 0=No)	0.00923	0.0102	0.0374	0.0389	-0.00441	-0.00402	0.0117	0.0127	0.190***		-0.0259	-0.0261		0.154
	[0.0554]	[0.0554]	[0.0729]	[0.0729]	[0.0867]	[0.0867]	[0.0599]	[0.0599]	[0.0639]		[0.0690]	[0.0690]		[0.108]
Voted in 2012 General Election (1=Yes, 0=No)	0.0596	0.0569	0.0652	0.0584	0.0684	0.0681	0.0570	0.0543	-0.138**	-0.137**	-0.101	-0.0984	-0.0653	
	[0.0539]	[0.0538]	[0.0800]	[0.0800]	[0.0805]	[0.0805]	[0.0584]	[0.0583]	[0.0647]	[0.0647]	[0.0682]	[0.0682]	[0.0991]	
Voted in 2014 General Election (1=Yes, 0=No)	0.0646	0.0676	0.0299	0.0376	0.113	0.114	0.0688	0.0718	0.340***	0.340***	0.233***	0.233***	0.0995	0.105
	[0.0540]	[0.0540]	[0.0807]	[0.0807]	[0.0791]	[0.0791]	[0.0584]	[0.0583]	[0.0636]	[0.0636]	[0.0763]	[0.0763]	[0.0941]	[0.0942]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0367	0.0382	-0.286	-0.282	0.0955	0.0958	0.0362	0.0378	0.0365	0.0359	0.0208	0.0245	0.102	0.102
	[0.0994]	[0.0995]	[0.296]	[0.296]	[0.121]	[0.121]	[0.107]	[0.107]	[0.0563]	[0.0563]	[0.156]	[0.156]	[0.0967]	[0.0966]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0262	-0.0263	0.0290	0.0276	-0.129	-0.128	-0.0270	-0.0271	0.0462	0.0478		0.0649	-0.0121	-0.0119
	[0.0525]	[0.0524]	[0.0638]	[0.0636]	[0.0912]	[0.0912]	[0.0568]	[0.0567]	[0.0604]	[0.0604]		[0.0902]	[0.104]	[0.104]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.194***	0.192***	0.608***	0.589**	0.0833	0.0829	0.170**	0.168**	0.0994*	0.0974*	0.112	0.107	0.192	0.193
	[0.0654]	[0.0654]	[0.264]	[0.265]	[0.0836]	[0.0836]	[0.0725]	[0.0724]	[0.0550]	[0.0550]	[0.0918]	[0.0916]	[0.118]	[0.118]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0686	0.0691	-0.0111	-0.00924	0.121	0.120	0.0684	0.0689	-0.0396	-0.0380	0.115	0.116	0.111	0.112
	[0.0543]	[0.0543]	[0.0691]	[0.0692]	[0.0889]	[0.0889]	[0.0587]	[0.0587]	[0.0569]	[0.0569]	[0.0943]	[0.0943]	[0.100]	[0.100]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0847	0.0863	0.0151	0.0188	0.222**	0.221**	0.0891	0.0907	-0.132	-0.136	0.0202	0.0213	0.0217	0.0157
	[0.0559]	[0.0559]	[0.0688]	[0.0688]	[0.0957]	[0.0957]	[0.0604]	[0.0604]	[0.560]	[0.571]	[0.0738]	[0.0739]	[0.102]	[0.102]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0722	0.0688	0.0504	0.0446	0.110	0.110	0.0707	0.0672	-0.0838	-0.0755	0.00601	0.00686	0.222**	0.225**
	[0.0549]	[0.0549]	[0.0706]	[0.0706]	[0.0895]	[0.0895]	[0.0594]	[0.0594]	[0.701]	[0.706]	[0.0776]	[0.0777]	[0.102]	[0.102]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.162***	0.162***	0.191***	0.190***	0.151	0.152	0.159***	0.159***	0.239***	0.240***	0.221***	0.222***		
	[0.0577]	[0.0577]	[0.0712]	[0.0711]	[0.0982]	[0.0981]	[0.0624]	[0.0624]	[0.0698]	[0.0698]	[0.0691]	[0.0692]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0473	0.0423	0.360	0.353			0.0536	0.0485	-0.0185	-0.0228		-0.0773	-0.474	-0.467
	[0.115]	[0.115]	[0.300]	[0.301]			[0.124]	[0.124]	[0.0763]	[0.0764]		[0.176]	[0.458]	[0.466]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0533	-0.0494	-0.435*	-0.412	-0.0339	-0.0330	-0.00862	-0.00525	0.115**	0.115**	-0.190*	-0.190*	-0.315**	-0.311**
	[0.0763]	[0.0763]	[0.264]	[0.264]	[0.127]	[0.127]	[0.0883]	[0.0883]	[0.0563]	[0.0563]	[0.101]	[0.101]	[0.133]	[0.133]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.623	0.623	0.693*	0.690*	0.0684	0.0677	0.666	0.666	0.0549	0.0547	-0.102	-0.109		
	[0.433]	[0.441]	[0.408]	[0.415]	[0.130]	[0.129]	[0.468]	[0.477]	[0.0570]	[0.0571]	[0.625]	[0.614]		
Date of Survey: Nov 21, 2015					-0.00745									
					[0.133]									
Date of Survey: Nov 03, 2015						0.00775								
						[0.133]								
Constant	4.070***	4.071***	4.068***	4.072***	3.841***	3.834***	4.018***	4.019***	4.187***	4.184***	4.312***	4.312***	4.263***	4.254***
	[0.0530]	[0.0531]	[0.0695]	[0.0696]	[0.0747]	[0.114]	[0.0632]	[0.0634]	[0.0716]	[0.0718]	[0.0776]	[0.0780]	[0.119]	[0.119]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.204	0.20	0.21	0.21	0.20	0.20	0.18	0.18	0.23	0.23	0.20	0.20	0.20	0.20
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	4.391	4.389	4.511	4.511	4.212	4.212	4.299	4.297	4.480	4.478	4.436	4.434	4.443	4.442

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

Table A60: Regression Estimates of the Effect of Noun Wording on 4-Item Summary Index of Survey Responses

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=Voting)	0.0440	0.0442	-0.0160	-0.0159	0.120**	0.120**	0.0874*	0.0874*	0.0331	0.0331	-0.00764	-0.00712	0.00589	0.00717
	[0.0291]	[0.0291]	[0.0353]	[0.0354]	[0.0508]	[0.0508]	[0.0502]	[0.0502]	[0.0502]	[0.0504]	[0.0608]	[0.0608]	[0.0796]	[0.0796]
SSI Subsample (1=SSI, 0=YouGov)	-0.145***	-0.143***					-0.0682	-0.0662	-0.180**	-0.179**	-0.260***	-0.257***	-0.131	-0.127
	[0.0400]	[0.0400]					[0.0673]	[0.0672]	[0.0742]	[0.0743]	[0.0788]	[0.0789]	[0.115]	[0.115]
State: Louisiana	0.195*	0.190*	0.259*	0.249*										
	[0.108]	[0.108]	[0.144]	[0.144]										
State: Mississippi	0.364***	0.362***	0.519***	0.513***	0.0864	0.0903								
	[0.110]	[0.142]	[0.142]	[0.142]	[0.183]	[0.183]								
State: Texas (Houston only)	0.262*	0.253*			0.520**	0.521**								
	[0.147]	[0.147]			[0.262]	[0.261]								
Date of Survey: Nov 01, 2015	-0.0171	-0.0183	-0.0455	-0.0484	-0.0518	-0.0836	-0.0148	-0.0161			-0.210**	-0.214**	-0.0589	-0.0537
	[0.0571]	[0.0572]	[0.0664]	[0.0665]	[0.121]	[0.130]	[0.0632]	[0.0631]			[0.0831]	[0.0831]	[0.119]	[0.120]
Date of Survey: Nov 02, 2015	0.125**	0.124**	0.158*	0.156*	0.0555	-0.00775	0.115*	0.114*			-0.0554	-0.0572	0.150*	0.152*
	[0.0567]	[0.0567]	[0.0850]	[0.0849]	[0.0855]	[0.124]	[0.0629]	[0.0628]			[0.0738]	[0.0738]	[0.0884]	[0.0883]
Date of Survey: Nov 19, 2015	0.0274	0.0298	0.0415	0.0444	0.123	0.0921			0.0268	0.0290				
	[0.0668]	[0.0666]	[0.0757]	[0.0755]	[0.153]	[0.150]			[0.0601]	[0.0601]				
Date of Survey: Nov 20, 2015			-0.0200	-0.0968	-0.0897	0.124	0.0614			-0.0179				
			[0.0743]	[0.102]	[0.102]	[0.126]	[0.119]			[0.0674]				
Gender: Male	0.161***	0.162***	0.231***	0.233***	0.111	0.112	0.166***	0.168***	0.101*	0.102*	0.152**	0.156**	-0.0284	-0.0231
	[0.0501]	[0.0501]	[0.0607]	[0.0607]	[0.0898]	[0.0898]	[0.0557]	[0.0556]	[0.0537]	[0.0538]	[0.0684]	[0.0685]	[0.0817]	[0.0817]
Gender: Unknown	-0.0219	-0.0172			0.0259	0.0300					-0.00613	-0.00151		
	[0.306]	[0.306]			[0.345]	[0.345]					[0.286]	[0.287]		
Race: Black	-0.0891	-0.0857	-0.0210	-0.0130	-0.0933	-0.0930	-0.0895	-0.0860	0.244***	0.246***		0.189**	0.0719	0.0723
	[0.114]	[0.114]	[0.153]	[0.152]	[0.177]	[0.177]	[0.126]	[0.125]	[0.0761]	[0.0760]		[0.0767]	[0.111]	[0.111]
Race: Hispanic	-0.253	-0.285	-0.566	-0.607	0.511	0.510	-0.248	-0.280	0.180	0.176	-0.344	-0.345	-0.350***	-0.338**
	[0.398]	[0.396]	[0.431]	[0.429]	[0.878]	[0.875]	[0.440]	[0.437]	[0.264]	[0.263]	[0.427]	[0.436]	[0.156]	[0.156]
Race: Other	-0.145	-0.154	-0.0499	-0.0633	-0.241	-0.245	-0.146	-0.155	0.312**	0.159	0.164	-0.0197	-0.0114
	[0.134]	[0.134]	[0.167]	[0.167]	[0.223]	[0.223]	[0.167]	[0.168]	[0.145]	[0.157]	[0.158]	[0.148]	[0.148]
Days Before Election Day	0.0261	0.0255	0.000614	-0.000566	0.0853*	0.0540	0.0313	0.0306	-0.0203	-0.0206	-0.0119	-0.0131	0.0510	0.0499
	[0.0244]	[0.0244]	[0.0302]	[0.0301]	[0.0500]	[0.0677]	[0.0272]	[0.0271]	[0.0276]	[0.0276]	[0.0303]	[0.0303]	[0.0432]	[0.0432]
Voted in 2004 General Election (1=Yes, 0=No)	0.116	0.115	0.0641	0.0633	0.154	0.154	0.105	0.104	0.0152	0.0153	0.0679	0.0662	-0.0795	-0.0838
	[0.0732]	[0.0731]	[0.106]	[0.106]	[0.106]	[0.106]	[0.0810]	[0.0810]	[0.0815]	[0.0815]	[0.0775]	[0.0774]	[0.125]	[0.124]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0653	-0.0641	0.0581	0.0587	-0.187	-0.186	-0.0566	-0.0556	-0.0378	-0.0401	0.0258	0.0260		
	[0.0758]	[0.0758]	[0.102]	[0.102]	[0.118]	[0.117]	[0.0839]	[0.0838]	[0.0774]	[0.0774]	[0.0895]	[0.0894]		
Voted in 2008 General Election (1=Yes, 0=No)	-0.0242	-0.0256	0.0248	0.0214	-0.0526	-0.0528	-0.0259	-0.0270	-0.0287	-0.0252	-0.0136	-0.0104	-0.154	-0.147
	[0.0759]	[0.0759]	[0.113]	[0.113]	[0.109]	[0.109]	[0.0839]	[0.0838]	[0.0838]	[0.0839]	[0.0878]	[0.0878]	[0.145]	[0.145]
Voted in 2010 General Election (1=Yes, 0=No)	0.0213	0.0212	0.0304	0.0299	0.0208	0.0212	0.0244	0.0243	0.161**		0.00906	0.0103		0.141
	[0.0707]	[0.0707]	[0.0932]	[0.0932]	[0.111]	[0.111]	[0.0781]	[0.0781]	[0.0804]		[0.0862]	[0.0863]		[0.133]
Voted in 2012 General Election (1=Yes, 0=No)	0.00999	0.00800	0.0203	0.0129	0.0359	0.0362	0.00575	0.00369	-0.177**	-0.177**	-0.0933	-0.0935	0.0625	
	[0.0687]	[0.0687]	[0.102]	[0.102]	[0.103]	[0.103]	[0.0761]	[0.0760]	[0.0814]	[0.0816]	[0.0852]	[0.0852]	[0.121]	
Voted in 2014 General Election (1=Yes, 0=No)	0.132*	0.136**	0.0485	0.0581	0.227**	0.228**	0.138*	0.141*	0.424***	0.425***	0.193**	0.190**	0.00740	0.0168
	[0.0688]	[0.0688]	[0.103]	[0.103]	[0.101]	[0.101]	[0.0761]	[0.0760]	[0.0799]	[0.0801]	[0.0954]	[0.0953]	[0.115]	[0.115]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0581	0.0588	-0.448	-0.447	0.142	0.142	0.0567	0.0575	0.0281	0.0291	-0.0128	-0.0103	0.139	0.142
	[0.127]	[0.127]	[0.378]	[0.378]	[0.155]	[0.155]	[0.140]	[0.140]	[0.0708]	[0.0709]	[0.195]	[0.119]	[0.118]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00432	-0.00332	0.0508	0.0508	-0.104	-0.103	-0.00574	-0.00472	0.0655	0.0695		-0.0353	-0.0144	-0.0166
	[0.0670]	[0.0669]	[0.0815]	[0.0813]	[0.116]	[0.116]	[0.0740]	[0.0738]	[0.0761]	[0.0761]		[0.113]	[0.128]	[0.128]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.231***	0.228***	0.499	0.480	0.113	0.111	0.198**	0.196**	0.131*	0.129*	0.0829	0.0784	0.0983	0.101
	[0.0834]	[0.0834]	[0.337]	[0.339]	[0.107]	[0.107]	[0.0945]	[0.0944]	[0.0692]	[0.0693]	[0.115]	[0.115]	[0.145]	[0.145]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0446	0.0459	-0.0513	-0.0479	0.111	0.110	0.0440	0.0453	-0.0394	-0.0386	0.0953	0.0931	0.180	0.181
	[0.0692]	[0.0693]	[0.0884]	[0.0884]	[0.113]	[0.113]	[0.0765]	[0.0765]	[0.0716]	[0.0717]	[0.118]	[0.118]	[0.123]	[0.123]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0797	0.0802	0.00133	0.00386	0.233*	0.232*	0.0851	0.0856	0.317	0.314	0.0702	0.0720	-0.0636	-0.0734
	[0.0712]	[0.0712]	[0.0879]	[0.0880]	[0.122]	[0.122]	[0.0787]	[0.0787]	[0.704]	[0.720]	[0.0922]	[0.0924]	[0.125]	[0.125]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0896	0.0865	0.0877	0.0828	0.105	0.105	0.0881	0.0850	-0.264	-0.257	0.0481	0.0512	0.216*	0.222*
	[0.0700]	[0.0701]	[0.0902]	[0.0902]	[0.114]	[0.114]	[0.0774]	[0.0774]	[0.882]	[0.889]	[0.0970]	[0.0971]	[0.125]	[0.125]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.155**	0.156**	0.193**	0.193**	0.128	0.128	0.152*	0.152*	0.230***	0.230***	0.248***	0.250***		
	[0.0736]	[0.0736]	[0.0910]	[0.0909]	[0.125]	[0.125]	[0.0814]	[0.0813]	[0.0878]	[0.0880]	[0.0864]	[0.0865]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0404	0.0345	0.537	0.531			0.0490	0.0428	0.0469	0.0435		-0.0236	0.156	0.158
	[0.147]	[0.147]	[0.384]	[0.384]			[0.162]	[0.162]	[0.0960]	[0.0962]		[0.220]	[0.561]	[0.571]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0358	-0.0292	-0.284	-0.260	-0.0722	-0.0714	0.0247	0.0306	0.105	0.106	-0.186	-0.189	-0.159	-0.153
	[0.0973]	[0.0973]	[0.336]	[0.337]	[0.162]	[0.162]	[0.115]	[0.115]	[0.0708]	[0.0709]	[0.127]	[0.126]	[0.163]	[0.163]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.643	0.643	0.763	0.761	0.0839	0.0838	0.695	0.695	0.0457	0.0464	0.201	0.196		
	[0.552]	[0.562]	[0.521]	[0.531]	[0.165]	[0.165]	[0.610]	[0.621]	[0.0718]	[0.0719]	[0.781]	[0.767]		
Date of Survey: Nov 21, 2015					0.0936									
					[0.170]									
Date of Survey: Nov 03, 2015						-0.0937								
						[0.170]								
Constant	4.020***	4.020***	4.042***	4.046***	3.824***	3.918***	3.955***	3.955***	4.236***	4.233***	4.464***	4.463***	4.297***	4.287***
	[0.0676]	[0.0677]	[0.0888]	[0.0889]	[0.0952]	[0.145]	[0.0824]	[0.0826]	[0.0901]	[0.0905]	[0.0970]	[0.0975]	[0.146]	[0.146]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.152	0.15	0.17	0.17	0.17	0.17	0.13	0.14	0.17	0.17	0.14	0.14	0.13	0.13
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	4.478	4.475	4.590	4.590	4.308	4.308	4.353	4.351	4.577	4.576	4.560	4.557	4.549	4.548

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

Table A61: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 1 (Importance)

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=Voting)	0.0293	0.0295	-0.0468	-0.0468	0.132**	0.132**	0.0719	0.0718	0.0157	0.0159	-0.0398	-0.0394	0.0257	0.0270
	[0.0303]	[0.0303]	[0.0369]	[0.0370]	[0.0529]	[0.0529]	[0.0526]	[0.0525]	[0.0507]	[0.0509]	[0.0642]	[0.0642]	[0.0847]	[0.0847]
SSI Subsample (1=SSI, 0=YouGov)	-0.143***	-0.140***					-0.0853	-0.0819	-0.204***	-0.202***	-0.245***	-0.242***	-0.0294	-0.0261
	[0.0417]	[0.0417]					[0.0704]	[0.0703]	[0.0750]	[0.0752]	[0.0832]	[0.0832]	[0.123]	[0.123]
State: Louisiana	0.285**	0.280**	0.318**	0.308**										
	[0.113]	[0.113]	[0.151]	[0.151]										
State: Mississippi	0.458***	0.456***	0.594***	0.587***	0.224	0.229								
	[0.114]	[0.114]	[0.149]	[0.149]	[0.191]	[0.191]								
State: Texas (Houston only)	0.295*	0.286*			0.557**	0.558**								
	[0.153]	[0.153]			[0.272]	[0.272]								
Date of Survey: Nov 01, 2015	-0.0109	-0.0123	-0.0239	-0.0267	-0.0418	-0.105	-0.00887	-0.0103			-0.178**	-0.181**	-0.0968	-0.0934
	[0.0596]	[0.0596]	[0.0694]	[0.0695]	[0.126]	[0.135]	[0.0661]	[0.0660]			[0.0877]	[0.0878]	[0.127]	[0.127]
Date of Survey: Nov 02, 2015	0.134**	0.133**	0.171*	0.168*	0.0796	-0.0461	0.126*	0.125*			-0.0817	-0.0819	0.164*	0.165*
	[0.0591]	[0.0591]	[0.0888]	[0.0887]	[0.0890]	[0.129]	[0.0659]	[0.0657]			[0.0779]	[0.0779]	[0.0941]	[0.0939]
Date of Survey: Nov 19, 2015	-0.0441	-0.0411	-0.0133	-0.00937	0.0702	0.00832			-0.0451	-0.0422				
	[0.0696]	[0.0694]	[0.0791]	[0.0789]	[0.159]	[0.156]			[0.0607]	[0.0608]				
Date of Survey: Nov 20, 2015			-0.0773	-0.107	0.0996	-0.0258			-0.0732					
			[0.0774]	[0.107]	[0.131]	[0.124]			[0.0682]					
Gender: Male	0.151***	0.152***	0.231***	0.233***	0.0774	0.0785	0.155***	0.156***	0.115**	0.117**	0.150**	0.154**	-0.0134	-0.00806
	[0.0522]	[0.0522]	[0.0634]	[0.0635]	[0.0936]	[0.0935]	[0.0583]	[0.0582]	[0.0543]	[0.0544]	[0.0722]	[0.0723]	[0.0870]	[0.0869]
Gender: Unknown	-0.515	-0.509			-0.537	-0.531					-0.507*	-0.501*		
	[0.319]	[0.319]			[0.359]	[0.359]					[0.302]	[0.303]		
Race: Black	-0.145	-0.140	-0.0313	-0.0203	-0.203	-0.202	-0.147	-0.141	0.245***	0.246***			0.153	0.153
	[0.119]	[0.118]	[0.160]	[0.159]	[0.184]	[0.184]	[0.132]	[0.131]	[0.0769]	[0.0769]			[0.118]	[0.118]
Race: Hispanic	-0.265	-0.295	-0.589	-0.628	0.450	0.450	-0.263	-0.293	0.199	0.197	-0.0338	-0.0357	-0.401**	-0.389**
	[0.415]	[0.413]	[0.451]	[0.448]	[0.915]	[0.911]	[0.461]	[0.457]	[0.266]	[0.266]	[0.451]	[0.460]	[0.166]	[0.166]
Race: Other	-0.172	-0.183	-0.115	-0.132	-0.205	-0.209	-0.174	-0.185	0.306**	0.224	0.224	-0.0878	-0.0778	
	[0.140]	[0.140]	[0.175]	[0.174]	[0.233]	[0.232]	[0.155]	[0.155]	[0.146]	[0.166]	[0.167]	[0.158]	[0.157]	
Days Before Election Day	0.0439*	0.0432*	0.0293	0.0280	0.0745	0.0117	0.0477*	0.0471*	-0.0352	-0.0353	-0.0444	-0.0445	0.0702	0.0695
	[0.0254]	[0.0254]	[0.0315]	[0.0315]	[0.0521]	[0.0705]	[0.0285]	[0.0284]	[0.0279]	[0.0279]	[0.0320]	[0.0320]	[0.0460]	[0.0460]
Voted in 2004 General Election (1=Yes, 0=No)	0.116	0.115	0.0836	0.0809	0.134	0.134	0.106	0.105	0.0136	0.0147	-0.0294	-0.0315	-0.145	-0.149
	[0.0763]	[0.0762]	[0.111]	[0.111]	[0.110]	[0.110]	[0.0849]	[0.0847]	[0.0823]	[0.0825]	[0.0818]	[0.0817]	[0.133]	[0.132]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0354	-0.0325	0.0760	0.0796	-0.139	-0.138	-0.0282	-0.0254	-0.0437	-0.0463	0.128	0.128		
	[0.0790]	[0.0790]	[0.107]	[0.107]	[0.122]	[0.122]	[0.0878]	[0.0877]	[0.0782]	[0.0783]	[0.0944]	[0.0944]		
Voted in 2008 General Election (1=Yes, 0=No)	-0.0226	-0.0234	0.00278	0.000435	-0.0442	-0.0440	-0.0240	-0.0247	-0.0797	-0.0769	0.0349	0.0371	-0.177	-0.171
	[0.0791]	[0.0791]	[0.118]	[0.118]	[0.113]	[0.113]	[0.0878]	[0.0877]	[0.0846]	[0.0849]	[0.0927]	[0.0927]	[0.155]	[0.155]
Voted in 2010 General Election (1=Yes, 0=No)	0.0230	0.0226	0.0150	0.0143	0.0371	0.0372	0.0255	0.0252	0.185**		-0.0440	-0.0429		0.144
	[0.0737]	[0.0737]	[0.0974]	[0.0974]	[0.115]	[0.115]	[0.0818]	[0.0817]	[0.0813]		[0.0909]	[0.0911]		[0.141]
Voted in 2012 General Election (1=Yes, 0=No)	0.0151	0.0124	0.0267	0.0175	0.0546	0.0548	0.0127	0.00986	-0.138*	-0.139*	-0.183**	-0.182**	0.123	
	[0.0716]	[0.0716]	[0.107]	[0.107]	[0.107]	[0.107]	[0.0797]	[0.0795]	[0.0823]	[0.0825]	[0.0899]	[0.0900]	[0.129]	
Voted in 2014 General Election (1=Yes, 0=No)	0.130*	0.134*	0.0101	0.0206	0.257**	0.258**	0.134*	0.138*	0.468***	0.469***	0.177*	0.174*	-0.0112	-0.000570
	[0.0717]	[0.0717]	[0.108]	[0.108]	[0.105]	[0.105]	[0.0797]	[0.0795]	[0.0808]	[0.0810]	[0.101]	[0.101]	[0.123]	[0.123]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0583	0.0591	-0.320	-0.316	0.142	0.142	0.0580	0.0589	0.0428	0.0437	-0.0204	-0.0152	0.162	0.163
	[0.132]	[0.132]	[0.395]	[0.395]	[0.161]	[0.161]	[0.147]	[0.146]	[0.0716]	[0.0717]	[0.205]	[0.206]	[0.126]	[0.126]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0134	-0.0134	0.0434	0.0420	-0.122	-0.121	-0.0142	-0.0142	0.0926	0.0961		-0.171	0.0411	0.0385
	[0.0698]	[0.0697]	[0.0852]	[0.0849]	[0.121]	[0.121]	[0.0775]	[0.0772]	[0.0768]	[0.0769]		[0.119]	[0.136]	[0.136]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.201**	0.199**	0.207	0.200	0.110	0.109	0.176*	0.174*	0.0937	0.0920	-0.00215	-0.00493	0.0667	0.0690
	[0.0869]	[0.0869]	[0.353]	[0.354]	[0.111]	[0.111]	[0.0989]	[0.0988]	[0.0699]	[0.0701]	[0.121]	[0.121]	[0.154]	[0.154]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0396	0.0413	-0.0256	-0.0220	0.0849	0.0847	0.0395	0.0411	-0.0263	-0.0253	0.0564	0.0548	0.211	0.213
	[0.0722]	[0.0722]	[0.0924]	[0.0924]	[0.118]	[0.118]	[0.0801]	[0.0800]	[0.0724]	[0.0726]	[0.124]	[0.124]	[0.131]	[0.131]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0335	0.0342	-0.0504	-0.0470	0.189	0.188	0.0381	0.0389	0.216	0.213	0.147	0.149	-0.151	-0.162
	[0.0742]	[0.0742]	[0.0919]	[0.0919]	[0.127]	[0.127]	[0.0824]	[0.0823]	[0.712]	[0.728]	[0.0973]	[0.0975]	[0.133]	[0.133]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.122*	0.120	0.154	0.151	0.102	0.102	0.120	0.118	-0.232	-0.226	0.126	0.130	0.185	0.190
	[0.0730]	[0.0730]	[0.0943]	[0.0943]	[0.119]	[0.119]	[0.0810]	[0.0809]	[0.891]	[0.899]	[0.102]	[0.103]	[0.133]	[0.133]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.203***	0.202***	0.235**	0.232**	0.168	0.168	0.199**	0.198**	0.205**	0.205***	0.289***	0.291***		
	[0.0767]	[0.0767]	[0.0951]	[0.0950]	[0.130]	[0.130]	[0.0852]	[0.0850]	[0.0887]	[0.0890]	[0.0912]	[0.0913]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0492	0.0416	0.416	0.405			0.0556	0.0479	-0.0171	-0.0195		0.153	0.163	0.169
	[0.153]	[0.153]	[0.401]	[0.401]			[0.170]	[0.170]	[0.0970]	[0.0973]		[0.233]	[0.597]	[0.607]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0656	-0.0563	-0.0630	-0.0469	-0.0700	-0.0701	-0.0202	-0.0109	0.0995	0.101	-0.147	-0.153	-0.0845	-0.0798
	[0.101]	[0.101]	[0.351]	[0.353]	[0.169]	[0.169]	[0.121]	[0.120]	[0.0715]	[0.0717]	[0.134]	[0.133]	[0.173]	[0.173]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.611	0.612	0.713	0.714	0.0614	0.0613	0.655	0.657	0.0179	0.0175	0.155	0.152		
	[0.575]	[0.586]	[0.544]	[0.555]	[0.172]	[0.172]	[0.639]	[0.650]	[0.0725]	[0.0727]	[0.824]	[0.810]		
Date of Survey: Nov 21, 2015					0.188									
					[0.177]									
Date of Survey: Nov 03, 2015						-0.188								
						[0.177]								
Constant	4.007***	4.006***	4.031***	4.035***	3.804***	3.992***	3.953***	3.952***	4.325***	4.321***	4.548***	4.546***	4.244***	4.234***
	[0.0704]	[0.0705]	[0.0928]	[0.0929]	[0.0992]	[0.151]	[0.0863]	[0.0864]	[0.0910]	[0.0915]	[0.102]	[0.103]	[0.155]	[0.155]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.152	0.15	0.16	0.16	0.17	0.17	0.13	0.13	0.18	0.18	0.15	0.15	0.13	0.13
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	4.502	4.500	4.626	4.626	4.317	4.317	4.373	4.371	4.618	4.616	4.585	4.581	4.556	4.556

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

Table A62: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 2 (Care)

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=Voting)	0.0176	0.0178	-0.0397	-0.0395	0.0884*	0.0885*	0.0666	0.0667	-0.00231	-0.00245	-0.0312	-0.0309	-0.0269	-0.0257
	[0.0302]	[0.0302]	[0.0365]	[0.0366]	[0.0530]	[0.0530]	[0.0511]	[0.0511]	[0.0528]	[0.0530]	[0.0639]	[0.0640]	[0.0861]	[0.0862]
SSI Subsample (1=SSI, 0=YouGov)	-0.131***	-0.128***					-0.0749	-0.0730	-0.163**	-0.163**	-0.240***	-0.237***	-0.0490	-0.0434
	[0.0416]	[0.0416]					[0.0685]	[0.0684]	[0.0780]	[0.0782]	[0.0828]	[0.0829]	[0.125]	[0.125]
State: Louisiana	0.196*	0.192*	0.255*	0.247*										
	[0.112]	[0.112]	[0.149]	[0.149]										
State: Mississippi	0.370***	0.368***	0.539***	0.533***	0.0684	0.0715								
	[0.114]	[0.114]	[0.147]	[0.147]	[0.191]	[0.191]								
State: Texas (Houston only)	0.148	0.139			0.537**	0.538**								
	[0.153]	[0.153]			[0.273]	[0.273]								
Date of Survey: Nov 01, 2015	0.00724	0.00626	-0.00314	-0.00562	-0.0785	-0.112	0.00953	0.00848			-0.267***	-0.271***	-0.0421	-0.0371
	[0.0593]	[0.0594]	[0.0686]	[0.0688]	[0.127]	[0.135]	[0.0643]	[0.0643]			[0.0873]	[0.0874]	[0.129]	[0.130]
Date of Survey: Nov 02, 2015	0.142**	0.141**	0.166*	0.163*	0.0728	0.00703	0.134**	0.133**			-0.0992	-0.102	0.163*	0.165*
	[0.0589]	[0.0589]	[0.0879]	[0.0878]	[0.0892]	[0.129]	[0.0641]	[0.0640]			[0.0775]	[0.0776]	[0.0957]	[0.0956]
Date of Survey: Nov 19, 2015	0.0129	0.0151	0.0148	0.0169	0.126	0.0946			0.0120	0.0141				
	[0.0693]	[0.0692]	[0.0781]	[0.0783]	[0.160]	[0.156]			[0.0632]	[0.0632]				
Date of Survey: Nov 20, 2015		-0.0323	-0.112	-0.108	0.108	0.0426				-0.0313				
		[0.0772]	[0.105]	[0.106]	[0.131]	[0.124]				[0.0709]				
Gender: Male	0.154***	0.157***	0.208***	0.211***	0.117	0.118	0.158***	0.160***	0.112**	0.114**	0.190***	0.195***	0.00533	0.0110
	[0.0520]	[0.0520]	[0.0627]	[0.0628]	[0.0937]	[0.0937]	[0.0567]	[0.0566]	[0.0565]	[0.0566]	[0.0719]	[0.0721]	[0.0885]	[0.0885]
Gender: Unknown	0.236	0.239			0.252	0.255					0.251	0.254		
	[0.318]	[0.318]			[0.360]	[0.360]					[0.301]	[0.302]		
Race: Black	-0.0426	-0.0395	-0.0142	-0.00535	-0.0168	-0.0167	-0.0441	-0.0410	0.294***	0.296***	0.182**		0.0872	0.0879
	[0.118]	[0.118]	[0.158]	[0.157]	[0.185]	[0.185]	[0.128]	[0.128]	[0.0800]	[0.0800]	[0.0807]		[0.120]	[0.120]
Race: Hispanic	-0.266	-0.298	-0.601	-0.642	0.610	0.608	-0.266	-0.297	0.172	0.169	-0.0611	-0.0608	-0.283*	-0.272
	[0.413]	[0.411]	[0.446]	[0.443]	[0.917]	[0.913]	[0.448]	[0.445]	[0.277]	[0.277]	[0.449]	[0.458]	[0.169]	[0.170]
Race: Other	-0.150	-0.162	-0.0596	-0.0785	-0.240	-0.244	-0.153	-0.165		0.372**	0.0500	0.0525	0.0177	0.0253
	[0.139]	[0.139]	[0.173]	[0.173]	[0.233]	[0.233]	[0.151]	[0.151]		[0.152]	[0.165]	[0.166]	[0.160]	[0.160]
Days Before Election Day	0.0229	0.0220	-0.00290	-0.00457	0.0913*	0.0589	0.0266	0.0256	-0.0281	-0.0287	-0.0164	-0.0175	0.0343	0.0336
	[0.0253]	[0.0253]	[0.0312]	[0.0312]	[0.0522]	[0.0707]	[0.0277]	[0.0276]	[0.0290]	[0.0290]	[0.0318]	[0.0319]	[0.0468]	[0.0468]
Voted in 2004 General Election (1=Yes, 0=No)	0.0730	0.0726	0.0400	0.0404	0.102	0.101	0.0626	0.0623	-0.0130	-0.0134	0.103	0.101	-0.0228	-0.0281
	[0.0760]	[0.0760]	[0.109]	[0.109]	[0.110]	[0.111]	[0.0825]	[0.0856]	[0.0858]	[0.0858]	[0.0814]	[0.0814]	[0.135]	[0.135]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0340	-0.0327	0.0870	0.0880	-0.146	-0.145	-0.0265	-0.0253	-0.0243	-0.0265	-0.0573	-0.0588		
	[0.0787]	[0.0787]	[0.106]	[0.106]	[0.123]	[0.123]	[0.0855]	[0.0854]	[0.0813]	[0.0814]	[0.0940]	[0.0940]		
Voted in 2008 General Election (1=Yes, 0=No)	-0.00517	-0.00713	-0.0265	-0.0314	0.0243	0.0240	-0.00660	-0.00844	0.0219	0.0257	-0.0198	-0.0156	-0.128	-0.121
	[0.0788]	[0.0789]	[0.117]	[0.117]	[0.114]	[0.114]	[0.0881]	[0.0881]	[0.0854]	[0.0883]	[0.0923]	[0.0924]	[0.157]	[0.158]
Voted in 2010 General Election (1=Yes, 0=No)	0.0496	0.0494	0.0664	0.0655	0.0455	0.0461	0.0522	0.0520	0.146*		0.0459	0.0492		0.192
	[0.0734]	[0.0734]	[0.0963]	[0.0964]	[0.115]	[0.115]	[0.0795]	[0.0846]	[0.0846]		[0.0905]	[0.0907]		[0.144]
Voted in 2012 General Election (1=Yes, 0=No)	-0.00878	-0.00997	0.00163	-0.00251	0.00861	0.00863	-0.0104	-0.0116	-0.206**	-0.208**	-0.105	-0.106	0.0998	
	[0.0713]	[0.0713]	[0.106]	[0.106]	[0.107]	[0.107]	[0.0775]	[0.0775]	[0.0856]	[0.0858]	[0.0895]	[0.0896]	[0.131]	
Voted in 2014 General Election (1=Yes, 0=No)	0.150**	0.153**	0.0871	0.0938	0.229**	0.230**	0.154**	0.158**	0.453***	0.453***	0.245**	0.241**	0.0137	0.0241
	[0.0714]	[0.0715]	[0.107]	[0.107]	[0.105]	[0.105]	[0.0775]	[0.0775]	[0.0840]	[0.0843]	[0.100]	[0.100]	[0.125]	[0.125]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0771	0.0779	-0.590	-0.577	0.179	0.179	0.0773	0.0783	0.0168	0.0186	0.00495	0.0130	0.105	0.109
	[0.132]	[0.132]	[0.391]	[0.391]	[0.162]	[0.162]	[0.143]	[0.143]	[0.0745]	[0.0746]	[0.205]	[0.205]	[0.128]	[0.128]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0154	-0.0133	0.0377	0.0395	-0.124	-0.123	-0.0159	-0.0139	0.0998	0.103		0.0307	-0.0217	-0.0230
	[0.0695]	[0.0695]	[0.0842]	[0.0841]	[0.121]	[0.121]	[0.0754]	[0.0752]	[0.0799]	[0.0800]		[0.119]	[0.138]	[0.138]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.205**	0.202**	0.485	0.467	0.0764	0.0752	0.181*	0.179*	0.162**	0.162**	0.0943	0.0901	-0.00540	-0.00320
	[0.0866]	[0.0866]	[0.349]	[0.351]	[0.111]	[0.111]	[0.0963]	[0.0962]	[0.0728]	[0.0729]	[0.121]	[0.121]	[0.157]	[0.157]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.00946	0.0110	-0.0513	-0.0479	0.0369	0.0368	0.00966	0.0112	-0.0865	-0.0857	0.125	0.121	0.211	0.211
	[0.0719]	[0.0720]	[0.0913]	[0.0915]	[0.118]	[0.118]	[0.0780]	[0.0779]	[0.0753]	[0.0755]	[0.124]	[0.124]	[0.133]	[0.133]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0962	0.0966	0.0112	0.0138	0.258**	0.256**	0.101	0.102	0.292	0.291	0.0376	0.0394	-0.0449	-0.0540
	[0.0739]	[0.0740]	[0.0909]	[0.0910]	[0.127]	[0.127]	[0.0802]	[0.0802]	[0.741]	[0.757]	[0.0968]	[0.0972]	[0.136]	[0.136]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0870	0.0838	0.0664	0.0614	0.131	0.131	0.0848	0.0816	-0.215	-0.213	0.0244	0.0284	0.243*	0.249*
	[0.0727]	[0.0728]	[0.0933]	[0.0934]	[0.119]	[0.119]	[0.0789]	[0.0788]	[0.927]	[0.935]	[0.102]	[0.102]	[0.135]	[0.135]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.143*	0.143*	0.184*	0.183*	0.106	0.107	0.138*	0.139*	0.209**	0.209**	0.236***	0.239***		
	[0.0764]	[0.0764]	[0.0941]	[0.0940]	[0.131]	[0.131]	[0.0830]	[0.0828]	[0.0923]	[0.0925]	[0.0907]	[0.0909]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.00426	-0.00881	0.648	0.631			0.00183	-0.00293	0.0410	0.0389		-0.125	0.173	0.175
	[0.152]	[0.152]	[0.397]	[0.397]			[0.165]	[0.165]	[0.101]	[0.101]		[0.232]	[0.607]	[0.618]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0189	0.0240	-0.235	-0.213	-0.0668	-0.0668	0.0621	0.0664	0.103	0.104	-0.172	-0.175	-0.0339	-0.0288
	[0.101]	[0.101]	[0.347]	[0.349]	[0.169]	[0.169]	[0.117]	[0.117]	[0.0745]	[0.0746]	[0.133]	[0.133]	[0.176]	[0.176]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.629	0.629	0.696	0.693	0.129	0.129	0.675	0.675	0.0533	0.0546	0.140	0.129		
	[0.573]	[0.584]	[0.539]	[0.549]	[0.172]	[0.172]	[0.621]	[0.633]	[0.0755]	[0.0757]	[0.820]	[0.807]		
Date of Survey: Nov 21, 2015					0.0978									
					[0.177]									
Date of Survey: Nov 03, 2015						-0.0971								
						[0.177]								
Constant	4.055***	4.055***	4.100***	4.105***	3.856***	3.954***	3.999***	3.999***	4.276***	4.274***	4.500***	4.499***	4.186***	4.175***
	[0.0702]	[0.0703]	[0.0918]	[0.0920]	[0.0994]	[0.151]	[0.0840]	[0.0841]	[0.0947]	[0.0952]	[0.102]	[0.103]	[0.158]	[0.158]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.147	0.15	0.17	0.17	0.16	0.16	0.13	0.13	0.17	0.17	0.14	0.14	0.13	0.13
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	4.519	4.517	4.630	4.630	4.352	4.352	4.401	4.399	4.625	4.624	4.591	4.588	4.574	4.573

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

Table A63: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 3 (Want)

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=Voting)	0.0583*	0.0586*	-0.00110	-0.000966	0.134**	0.134**	0.0961*	0.0961*	0.0602	0.0603	0.00929	0.00996	0.00643	0.00778
	[0.0314]	[0.0313]	[0.0377]	[0.0377]	[0.0555]	[0.0554]	[0.0539]	[0.0538]	[0.0569]	[0.0570]	[0.0635]	[0.0634]	[0.0827]	[0.0827]
SSI Subsample (1=SSI, 0=YouGov)	-0.145***	-0.143***					-0.0829	-0.0812	-0.167**	-0.166**	-0.234***	-0.231***	-0.160	-0.155
	[0.0431]	[0.0431]					[0.0722]	[0.0721]	[0.0841]	[0.0841]	[0.0822]	[0.0822]	[0.120]	[0.120]
State: Louisiana	0.153	0.148	0.240	0.229										
	[0.116]	[0.116]	[0.154]	[0.154]										
State: Mississippi	0.367***	0.365***	0.517***	0.511***	0.0710	0.0746								
	[0.118]	[0.118]	[0.152]	[0.152]	[0.200]	[0.200]								
State: Texas (Houston only)	0.334**	0.325**			0.532*	0.531*								
	[0.158]	[0.158]			[0.286]	[0.285]								
Date of Survey: Nov 01, 2015	-0.0184	-0.0190	-0.0605	-0.0625	-0.0514	-0.0639	-0.0165	-0.0172			-0.219**	-0.224***	-0.0886	-0.0832
	[0.0616]	[0.0616]	[0.0709]	[0.0709]	[0.132]	[0.142]	[0.0678]	[0.0678]			[0.0867]	[0.0866]	[0.124]	[0.124]
Date of Survey: Nov 02, 2015	0.107*	0.107*	0.169*	0.168*	0.0137	-0.0114	0.0990	0.0984			-0.0533	-0.0552	0.109	0.111
	[0.0611]	[0.0611]	[0.0907]	[0.0905]	[0.0933]	[0.135]	[0.0676]	[0.0674]			[0.0770]	[0.0769]	[0.0919]	[0.0917]
Date of Survey: Nov 19, 2015	0.0683	0.0708	0.0718	0.0750	0.130	0.119			0.0681	0.0706				
	[0.0720]	[0.0718]	[0.0808]	[0.0805]	[0.167]	[0.163]			[0.0681]	[0.0680]				
Date of Survey: Nov 20, 2015		0.0254	-0.0670	-0.0569	0.132	0.107				0.0276				
		[0.0800]	[0.109]	[0.109]	[0.137]	[0.130]				[0.0762]				
Gender: Male	0.156***	0.159***	0.212***	0.215***	0.152	0.153	0.161***	0.163***	0.0847	0.0853	0.146**	0.151**	-0.0353	-0.0303
	[0.0540]	[0.0540]	[0.0648]	[0.0647]	[0.0981]	[0.0980]	[0.0598]	[0.0597]	[0.0609]	[0.0608]	[0.0714]	[0.0714]	[0.0850]	[0.0849]
Gender: Unknown	-0.110	-0.104			-0.00706	-0.00284					-0.1000	-0.0948		
	[0.330]	[0.330]			[0.376]	[0.377]					[0.299]	[0.299]		
Race: Black	-0.0263	-0.0238	0.107	0.113	-0.103	-0.102	-0.0268	-0.0242	0.237***	0.239***		0.116	0.0177	0.0190
	[0.123]	[0.122]	[0.163]	[0.162]	[0.193]	[0.193]	[0.135]	[0.135]	[0.0862]	[0.0860]		[0.0799]	[0.115]	[0.115]
Race: Hispanic	-0.284	-0.315	-0.621	-0.662	0.477	0.476	-0.280	-0.311	0.199	0.196	-0.333	-0.335	-0.382**	-0.371**
	[0.429]	[0.427]	[0.460]	[0.457]	[0.959]	[0.955]	[0.472]	[0.469]	[0.299]	[0.298]	[0.446]	[0.454]	[0.162]	[0.163]
Race: Other	-0.132	-0.138	-0.0653	-0.0732	-0.187	-0.190	-0.133	-0.139		0.315*	0.201	0.208	0.0437	0.0498
	[0.145]	[0.144]	[0.178]	[0.178]	[0.244]	[0.244]	[0.159]	[0.159]		[0.163]	[0.164]	[0.165]	[0.154]	[0.154]
Days Before Election Day	0.0223	0.0217	-0.00855	-0.00758	0.0902*	0.0780	0.0266	0.0258	-0.0226	-0.0227	-0.0164	-0.0172	0.0510	0.0498
	[0.0263]	[0.0263]	[0.0322]	[0.0321]	[0.0546]	[0.0739]	[0.0292]	[0.0291]	[0.0312]	[0.0312]	[0.0316]	[0.0316]	[0.0449]	[0.0449]
Voted in 2004 General Election (1=Yes, 0=No)	0.0569	0.0568	0.0424	0.0435	0.0789	0.0784	0.0472	0.0472	0.0575	0.0578	0.0709	0.0691	-0.124	-0.131
	[0.0789]	[0.0788]	[0.113]	[0.113]	[0.116]	[0.116]	[0.0869]	[0.0869]	[0.0923]	[0.0922]	[0.0808]	[0.0807]	[0.130]	[0.129]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0391	-0.0387	0.0972	0.0965	-0.181	-0.181	-0.0318	-0.0316	-0.00740	-0.00902	0.0247	0.0253		
	[0.0817]	[0.0816]	[0.109]	[0.109]	[0.128]	[0.128]	[0.0899]	[0.0877]	[0.0875]	[0.0875]	[0.0933]	[0.0932]		
Voted in 2008 General Election (1=Yes, 0=No)	-0.0775	-0.0789	-0.0459	-0.0505	-0.0995	-0.0994	-0.0789	-0.0802	-0.0389	-0.0362	0.00639	0.00961	-0.112	-0.106
	[0.0818]	[0.0818]	[0.121]	[0.121]	[0.119]	[0.119]	[0.0900]	[0.0899]	[0.0949]	[0.0949]	[0.0916]	[0.0915]	[0.151]	[0.151]
Voted in 2010 General Election (1=Yes, 0=No)	0.0278	0.0274	0.0702	0.0691	-0.0120	-0.0117	0.0304	0.0300	0.164*		0.0184	0.0186		0.0909
	[0.0762]	[0.0761]	[0.0994]	[0.0993]	[0.121]	[0.121]	[0.0849]	[0.0849]	[0.0911]		[0.0899]	[0.0899]		[0.138]
Voted in 2012 General Election (1=Yes, 0=No)	0.0477	0.0451	0.0667	0.0579	0.0853	0.0857	0.0445	0.0418	-0.229**	-0.229**	-0.0429	-0.0420	-0.0234	
	[0.0740]	[0.0740]	[0.109]	[0.109]	[0.112]	[0.112]	[0.0817]	[0.0816]	[0.0922]	[0.0922]	[0.0889]	[0.0888]	[0.126]	
Voted in 2014 General Election (1=Yes, 0=No)	0.144*	0.148**	0.0568	0.0676	0.241**	0.242**	0.149*	0.153*	0.467***	0.467***	0.170*	0.168*	0.0356	0.0438
	[0.0742]	[0.0741]	[0.110]	[0.110]	[0.110]	[0.110]	[0.0817]	[0.0816]	[0.0906]	[0.0906]	[0.0995]	[0.0993]	[0.120]	[0.120]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.134	0.136	-0.527	-0.519	0.223	0.223	0.133	0.135	-0.0150	-0.0140	-0.0958	-0.0979	0.126	0.129
	[0.137]	[0.137]	[0.403]	[0.403]	[0.169]	[0.169]	[0.150]	[0.150]	[0.0803]	[0.0802]	[0.203]	[0.203]	[0.123]	[0.123]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0155	-0.0151	0.0376	0.0363	-0.119	-0.117	-0.0166	-0.0162	0.0400	0.0450		0.0391	-0.0691	-0.0686
	[0.0722]	[0.0720]	[0.0870]	[0.0867]	[0.127]	[0.127]	[0.0795]	[0.0792]	[0.0862]	[0.0860]		[0.117]	[0.133]	[0.133]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.256***	0.254***	0.507	0.489	0.142	0.141	0.230**	0.228**	0.143*	0.141*	0.00176	-0.00236	0.109	0.111
	[0.0899]	[0.0898]	[0.360]	[0.361]	[0.116]	[0.116]	[0.101]	[0.101]	[0.0784]	[0.0784]	[0.120]	[0.119]	[0.151]	[0.151]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0437	0.0453	-0.0856	-0.0814	0.146	0.145	0.0433	0.0448	-0.0625	-0.0607	0.110	0.107	0.154	0.156
	[0.0746]	[0.0746]	[0.0943]	[0.0943]	[0.124]	[0.124]	[0.0821]	[0.0821]	[0.0812]	[0.0811]	[0.123]	[0.123]	[0.128]	[0.128]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0805	0.0804	0.0357	0.0377	0.193	0.192	0.0850	0.0850	0.311	0.305	0.0395	0.0421	-0.0950	-0.103
	[0.0767]	[0.0767]	[0.0938]	[0.0938]	[0.133]	[0.133]	[0.0845]	[0.0845]	[0.798]	[0.814]	[0.0961]	[0.0963]	[0.130]	[0.130]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0947	0.0915	0.0593	0.0544	0.128	0.128	0.0933	0.0901	-0.272	-0.262	-0.0505	-0.0482	0.261**	0.264**
	[0.0755]	[0.0754]	[0.0963]	[0.0962]	[0.125]	[0.125]	[0.0831]	[0.0830]	[1.000]	[1.006]	[0.101]	[0.101]	[0.130]	[0.130]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.112	0.112	0.123	0.122	0.139	0.139	0.108	0.109	0.225**	0.224**	0.334***	0.334***		
	[0.0794]	[0.0792]	[0.0971]	[0.0969]	[0.137]	[0.137]	[0.0874]	[0.0872]	[0.0995]	[0.0995]	[0.0901]	[0.0901]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0567	-0.0626	0.587	0.574			-0.0497	-0.0559	0.0734	0.0698		0.0919	0.00370	0.00408
	[0.158]	[0.158]	[0.410]	[0.409]			[0.174]	[0.174]	[0.109]	[0.109]		[0.230]	[0.583]	[0.593]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.0373	0.0421	-0.201	-0.178	-0.0173	-0.0157	0.0865	0.0906	0.0845	0.0856	-0.130	-0.132	-0.159	-0.152
	[0.105]	[0.105]	[0.358]	[0.360]	[0.177]	[0.177]	[0.124]	[0.124]	[0.0802]	[0.0802]	[0.132]	[0.132]	[0.169]	[0.169]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.603	0.602	0.715	0.711	0.163	0.162	0.647	0.646	0.0714	0.0715	0.347	0.345		
	[0.594]	[0.606]	[0.556]	[0.566]	[0.180]	[0.180]	[0.655]	[0.667]	[0.0813]	[0.0813]	[0.814]	[0.799]		
Date of Survey: Nov 21, 2015					0.0364									
					[0.185]									
Date of Survey: Nov 03, 2015						-0.0363								
						[0.185]								
Constant	4.052***	4.052***	4.083***	4.087***	3.845***	3.881***	3.998***	3.998***	4.214***	4.209***	4.485***	4.484***	4.423***	4.414***
	[0.0728]	[0.0729]	[0.0948]	[0.0948]	[0.104]	[0.158]	[0.0885]	[0.0887]	[0.102]	[0.102]	[0.101]	[0.102]	[0.151]	[0.152]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.135	0.14	0.15	0.15	0.15	0.15	0.12	0.12	0.14	0.14	0.13	0.13	0.12	0.12
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	4.498	4.496	4.612	4.612	4.327	4.327	4.378	4.376	4.572	4.571	4.591	4.588	4.592	4.591

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

Table A64: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 4 (Relevant)

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=Voting)	0.0708**	0.0711**	0.0236	0.0238	0.127**	0.127**	0.115**	0.115**	0.0588	0.0586	0.0311	0.0319	0.0183	0.0195
	[0.0331]	[0.0331]	[0.0406]	[0.0407]	[0.0569]	[0.0569]	[0.0561]	[0.0561]	[0.0581]	[0.0583]	[0.0716]	[0.0715]	[0.0893]	[0.0892]
SSI Subsample (1=SSI, 0=YouGov)	-0.160***	-0.158***					-0.0299	-0.0289	-0.186**	-0.186**	-0.320***	-0.316***	-0.287**	-0.282**
	[0.0456]	[0.0455]					[0.0752]	[0.0751]	[0.0859]	[0.0860]	[0.0927]	[0.0926]	[0.130]	[0.129]
State: Louisiana	0.145	0.141	0.224	0.214										
	[0.123]	[0.123]	[0.166]	[0.166]										
State: Mississippi	0.260**	0.260**	0.426***	0.420**	-0.0180	-0.0132								
	[0.125]	[0.125]	[0.164]	[0.164]	[0.205]	[0.205]								
State: Texas (Houston only)	0.270	0.261			0.455	0.456								
	[0.167]	[0.167]			[0.293]	[0.293]								
Date of Survey: Nov 01, 2015	-0.0462	-0.0480	-0.0944	-0.0987	-0.0354	-0.0535	-0.0435	-0.0454			-0.178*	-0.180*	-0.00827	-0.00101
	[0.0650]	[0.0651]	[0.0764]	[0.0764]	[0.136]	[0.145]	[0.0706]	[0.0706]			[0.0977]	[0.0977]	[0.134]	[0.134]
Date of Survey: Nov 02, 2015	0.115*	0.114*	0.126	0.124	0.0559	0.0195	0.0994	0.0986			0.0127	0.0102	0.166*	0.168*
	[0.0646]	[0.0645]	[0.0978]	[0.0976]	[0.0958]	[0.139]	[0.0704]	[0.0703]			[0.0868]	[0.0867]	[0.0992]	[0.0990]
Date of Survey: Nov 19, 2015	0.0726	0.0743	0.0926	0.0948	0.164	0.147			0.0720	0.0736				
	[0.0760]	[0.0758]	[0.0871]	[0.0868]	[0.172]	[0.168]			[0.0696]	[0.0695]				
Date of Survey: Nov 20, 2015	0.00420	-0.101	-0.0945		0.156	0.121			0.00538					
	[0.0845]	[0.117]	[0.117]		[0.141]	[0.134]			[0.0780]					
Gender: Male	0.180***	0.182***	0.270***	0.272***	0.0993	0.1000	0.192***	0.193***	0.0924	0.0937	0.121	0.126	-0.0704	-0.0652
	[0.0570]	[0.0570]	[0.0698]	[0.0698]	[0.101]	[0.101]	[0.0622]	[0.0622]	[0.0622]	[0.0622]	[0.0805]	[0.0805]	[0.0917]	[0.0916]
Gender: Unknown	0.302	0.306			0.395	0.399					0.332	0.336		
	[0.348]	[0.349]			[0.387]	[0.387]					[0.337]	[0.337]		
Race: Black	-0.142	-0.139	-0.145	-0.139	-0.0511	-0.0507	-0.141	-0.138	0.201**	0.204**		0.218**	0.0299	0.0291
	[0.130]	[0.129]	[0.176]	[0.175]	[0.198]	[0.198]	[0.141]	[0.140]	[0.0881]	[0.0880]		[0.0901]	[0.124]	[0.124]
Race: Hispanic	-0.198	-0.231	-0.451	-0.494	0.507	0.504	-0.183	-0.216	0.148	0.142	-0.947*	-0.947*	-0.334*	-0.320*
	[0.453]	[0.451]	[0.496]	[0.493]	[0.985]	[0.981]	[0.492]	[0.489]	[0.305]		[0.503]	[0.512]	[0.175]	[0.175]
Race: Other	-0.125	-0.131	0.0408	0.0310	-0.334	-0.336	-0.124	-0.130		0.257	0.162	0.172	-0.0522	-0.0429
	[0.153]	[0.153]	[0.192]	[0.192]	[0.250]	[0.250]	[0.166]	[0.166]		[0.167]	[0.185]	[0.186]	[0.166]	[0.166]
Days Before Election Day	0.0154	0.0149	-0.0163	-0.0172	0.0853	0.0674	0.0244	0.0237	0.00454	0.00422	0.0295	0.0271	0.0486	0.0469
	[0.0278]	[0.0277]	[0.0347]	[0.0346]	[0.0561]	[0.0759]	[0.0304]	[0.0303]	[0.0319]	[0.0319]	[0.0356]	[0.0356]	[0.0484]	[0.0484]
Voted in 2004 General Election (1=Yes, 0=No)	0.219***	0.218***	0.0905	0.0885	0.302**	0.302**	0.203**	0.201**	0.00268	0.00209	0.128	0.126	-0.0262	-0.0275
	[0.0833]	[0.0832]	[0.122]	[0.122]	[0.119]	[0.119]	[0.0907]	[0.0905]	[0.0943]	[0.0943]	[0.0911]	[0.0910]	[0.140]	[0.140]
Voted in 2006 General Election (1=Yes, 0=No)	-0.153*	-0.153*	-0.0277	-0.0295	-0.281***	-0.280***	-0.140	-0.140	-0.0759	-0.0784	0.00781	0.00911		
	[0.0863]	[0.0862]	[0.118]	[0.118]	[0.132]	[0.132]	[0.0938]	[0.0937]	[0.0896]	[0.0895]	[0.105]	[0.105]		
Voted in 2008 General Election (1=Yes, 0=No)	0.00830	0.00725	0.169	0.167	-0.0912	-0.0919	0.00588	0.00512	-0.0180	-0.0134	-0.0759	-0.0727	-0.199	-0.191
	[0.0864]	[0.0864]	[0.130]	[0.130]	[0.122]	[0.122]	[0.0938]	[0.0937]	[0.0970]	[0.0971]	[0.103]	[0.103]	[0.163]	[0.163]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0154	-0.0148	-0.0301	-0.0292	0.0129	0.0132	-0.0104	-0.00981	0.148		0.0159	0.0164		0.137
	[0.0804]	[0.0804]	[0.107]	[0.107]	[0.124]	[0.124]	[0.0873]	[0.0873]	[0.0931]		[0.101]	[0.101]		[0.149]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0140	-0.0155	-0.0138	-0.0212	-0.00491	-0.00439	-0.0237	-0.0253	-0.129	-0.132	-0.0423	-0.0444	0.0509	
	[0.0781]	[0.0781]	[0.118]	[0.118]	[0.115]	[0.115]	[0.0851]	[0.0850]	[0.0942]	[0.0943]	[0.100]	[0.100]	[0.136]	
Voted in 2014 General Election (1=Yes, 0=No)	0.104	0.108	0.0402	0.0504	0.180	0.182	0.113	0.117	0.308***	0.309***	0.181	0.179	-0.00848	-0.000109
	[0.0783]	[0.0783]	[0.119]	[0.119]	[0.113]	[0.113]	[0.0851]	[0.0850]	[0.0925]	[0.0927]	[0.112]	[0.112]	[0.129]	[0.129]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.0373	-0.0379	-0.356	-0.375	0.0245	0.0250	-0.0419	-0.0423	0.0677	0.0681	0.0599	0.0587	0.165	0.168
	[0.144]	[0.144]	[0.435]	[0.435]	[0.174]	[0.174]	[0.157]	[0.157]	[0.0820]	[0.0821]	[0.229]	[0.229]	[0.133]	[0.133]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.0269	0.0285	0.0844	0.0854	-0.0506	-0.0495	0.0237	0.0253	0.0296	0.0334		-0.0403	-0.00781	-0.0133
	[0.0762]	[0.0761]	[0.0937]	[0.0935]	[0.130]	[0.130]	[0.0828]	[0.0826]	[0.0880]	[0.0880]		[0.132]	[0.143]	[0.143]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.261***	0.257***	0.795**	0.763*	0.123	0.121	0.206*	0.203*	0.124	0.123	0.238*	0.231*	0.223	0.225
	[0.0949]	[0.0949]	[0.388]	[0.390]	[0.120]	[0.120]	[0.106]	[0.106]	[0.0801]	[0.0801]	[0.135]	[0.135]	[0.163]	[0.162]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0855	0.0862	-0.0427	-0.0405	0.175	0.175	0.0836	0.0841	0.0175	0.0171	0.0899	0.0893	0.141	0.143
	[0.0788]	[0.0788]	[0.102]	[0.102]	[0.127]	[0.127]	[0.0855]	[0.0855]	[0.0829]	[0.0830]	[0.138]	[0.138]	[0.138]	[0.138]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.109	0.110	0.00889	0.0110	0.292**	0.290**	0.116	0.117	0.450	0.447	0.0563	0.0580	0.0363	0.0252
	[0.0810]	[0.0810]	[0.101]	[0.101]	[0.137]	[0.137]	[0.0880]	[0.0880]	[0.815]	[0.832]	[0.108]	[0.109]	[0.141]	[0.140]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0545	0.0510	0.0709	0.0650	0.0607	0.0600	0.0537	0.0502	-0.336	-0.326	0.0925	0.0947	0.177	0.184
	[0.0797]	[0.0797]	[0.104]	[0.104]	[0.128]	[0.128]	[0.0865]	[0.0865]	[1.021]	[1.029]	[0.114]	[0.114]	[0.140]	[0.140]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.164*	0.166**	0.231**	0.233**	0.0983	0.0992	0.160*	0.162*	0.281***	0.281***	0.135	0.137		
	[0.0838]	[0.0837]	[0.105]	[0.105]	[0.140]	[0.140]	[0.0910]	[0.0909]	[0.102]	[0.102]	[0.102]	[0.102]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.173	0.168	0.498	0.511			0.188	0.182	0.0902	0.0848		-0.214	0.284	0.284
	[0.167]	[0.167]	[0.442]	[0.442]			[0.181]	[0.181]	[0.111]	[0.111]		[0.259]	[0.630]	[0.640]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.134	-0.127	-0.637*	-0.600	-0.135	-0.133	-0.0297	-0.0236	0.131	0.132	-0.297**	-0.297**	-0.358*	-0.351*
	[0.111]	[0.111]	[0.386]	[0.388]	[0.182]	[0.182]	[0.129]	[0.129]	[0.0820]	[0.0820]	[0.149]	[0.148]	[0.183]	[0.182]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.728	0.727	0.928	0.925	-0.0171	-0.0166	0.804	0.804	0.0401	0.0420	0.162	0.160		
	[0.628]	[0.640]	[0.599]	[0.610]	[0.185]	[0.185]	[0.682]	[0.695]	[0.0831]	[0.0832]	[0.918]	[0.901]		
Date of Survey: Nov 21, 2015					0.0522									
					[0.190]									
Date of Survey: Nov 03, 2015						-0.0533								
						[0.190]								
Constant	3.967***	3.967***	3.953***	3.958***	3.791***	3.844***	3.870***	3.871***	4.130***	4.128***	4.322***	4.322***	4.333***	4.324***
	[0.0769]	[0.0770]	[0.102]	[0.102]	[0.107]	[0.163]	[0.0921]	[0.0924]	[0.104]	[0.105]	[0.114]	[0.115]	[0.163]	[0.164]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.120	0.12	0.14	0.14	0.14	0.14	0.11	0.11	0.13	0.13	0.11	0.11	0.11	0.11
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	4.391	4.389	4.492	4.492	4.238	4.238	4.261	4.260	4.494	4.492	4.473	4.470	4.475	4.474

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

Table A65: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 5 (Easy)

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=Voting)	-0.0159	-0.0155	-0.0365	-0.0362	0.00687	0.00710	0.0430	0.0431	-0.00470	-0.00483	-0.0569	-0.0562	-0.168*	-0.166*
	[0.0317]	[0.0317]	[0.0378]	[0.0379]	[0.0571]	[0.0571]	[0.0512]	[0.0512]	[0.0557]	[0.0558]	[0.0728]	[0.0728]	[0.0932]	[0.0932]
SSI Subsample (1=SSI, 0=YouGov)	-0.184***	-0.184***					-0.109	-0.109	-0.322***	-0.324***	-0.164*	-0.162*	-0.215	-0.214
	[0.0436]	[0.0436]					[0.0686]	[0.0686]	[0.0823]	[0.0824]	[0.0943]	[0.0943]	[0.135]	[0.135]
State: Louisiana	-0.0164	-0.0231	0.0258	0.0142										
	[0.118]	[0.118]	[0.155]	[0.155]										
State: Mississippi	0.146	0.143	0.135	0.128	0.0554	0.0561								
	[0.119]	[0.119]	[0.152]	[0.153]	[0.206]	[0.206]								
State: Texas (Houston only)	-0.0467	-0.0619			-0.179	-0.181								
	[0.160]	[0.160]			[0.294]	[0.294]								
Date of Survey: Nov 01, 2015	0.0658	0.0649	-0.00506	-0.00779	0.0854	0.107	0.0687	0.0676			-0.0731	-0.0786	-0.0126	-0.00105
	[0.0622]	[0.0623]	[0.0711]	[0.0712]	[0.136]	[0.146]	[0.0644]	[0.0645]			[0.0994]	[0.0994]	[0.140]	[0.140]
Date of Survey: Nov 02, 2015	0.167***	0.166***	0.195**	0.193**	0.106	0.149	0.156**	0.155**			-0.140	-0.143	0.254**	0.251**
	[0.0618]	[0.0618]	[0.0910]	[0.0910]	[0.0960]	[0.139]	[0.0642]	[0.0642]			[0.0882]	[0.0883]	[0.103]	[0.103]
Date of Survey: Nov 19, 2015	0.0647	0.0668	0.0216	0.0250	0.156	0.177			0.0635	0.0655				
	[0.0727]	[0.0726]	[0.0810]	[0.0809]	[0.172]	[0.168]			[0.0667]	[0.0666]				
Date of Survey: Nov 20, 2015		0.000109	-0.0347	-0.0322	0.0347	0.0770				0.0136				
		[0.0810]	[0.109]	[0.109]	[0.141]	[0.134]				[0.0747]				
Gender: Male	0.0997*	0.0981*	0.134**	0.131**	0.104	0.104	0.104*	0.103*	0.0663	0.0661	0.0967	0.0985	-0.106	-0.101
	[0.0546]	[0.0546]	[0.0650]	[0.0651]	[0.101]	[0.101]	[0.0568]	[0.0568]	[0.0596]	[0.0596]	[0.0819]	[0.0820]	[0.0957]	[0.0957]
Gender: Unknown	-0.00200	0.00186			0.0745	0.0786					-0.0178	-0.0145		
	[0.333]	[0.334]			[0.387]	[0.388]					[0.342]	[0.343]		
Race: Black	0.206*	0.205*	0.271*	0.268	0.253	0.254	0.204	0.204	0.214**	0.220***		0.198**	-0.138	-0.135
	[0.124]	[0.124]	[0.164]	[0.163]	[0.199]	[0.199]	[0.129]	[0.128]	[0.0844]	[0.0843]		[0.0918]	[0.130]	[0.130]
Race: Hispanic	-0.109	-0.133	-0.372	-0.406	0.640	0.641	-0.107	-0.131	0.144	0.141	-2.093***	-2.094***	-0.408**	-0.401**
	[0.434]	[0.432]	[0.462]	[0.459]	[0.987]	[0.983]	[0.449]	[0.447]	[0.292]	[0.292]	[0.511]	[0.521]	[0.183]	[0.183]
Race: Other	-0.00660	-0.0124	-0.0154	-0.0252	0.0284	0.0296	-0.00953	-0.0152		0.267*	0.0761	0.0788	-0.435**	-0.446**
	[0.146]	[0.146]	[0.179]	[0.179]	[0.251]	[0.251]	[0.151]	[0.151]		[0.160]	[0.188]	[0.189]	[0.174]	[0.173]
Days Before Election Day	0.00482	0.00480	-0.0236	-0.0236	0.0784	0.0991	0.00987	0.00976	0.0197	0.0201	0.00211	0.00240	0.0507	0.0525
	[0.0266]	[0.0266]	[0.0323]	[0.0323]	[0.0562]	[0.0761]	[0.0277]	[0.0277]	[0.0306]	[0.0306]	[0.0362]	[0.0363]	[0.0506]	[0.0506]
Voted in 2004 General Election (1=Yes, 0=No)	0.0431	0.0436	-0.125	-0.124	0.173	0.173	0.0298	0.0304	-0.0491	-0.0474	0.109	0.106	0.0328	0.0316
	[0.0797]	[0.0797]	[0.113]	[0.113]	[0.119]	[0.119]	[0.0828]	[0.0827]	[0.0904]	[0.0904]	[0.0927]	[0.0926]	[0.146]	[0.146]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0385	-0.0358	0.0809	0.0848	-0.138	-0.138	-0.0289	-0.0264	-0.00192	0.000294	0.0864	0.0849		
	[0.0826]	[0.0826]	[0.109]	[0.110]	[0.132]	[0.132]	[0.0856]	[0.0856]	[0.0858]	[0.0858]	[0.107]	[0.107]		
Voted in 2008 General Election (1=Yes, 0=No)	0.0435	0.0426	0.00895	0.00527	0.0718	0.0722	0.0417	0.0409	-0.0223	-0.0231	0.0603	0.0637	-0.0775	-0.0758
	[0.0827]	[0.0827]	[0.121]	[0.121]	[0.122]	[0.122]	[0.0856]	[0.0856]	[0.0929]	[0.0930]	[0.105]	[0.105]	[0.170]	[0.170]
Voted in 2010 General Election (1=Yes, 0=No)	0.0318	0.0299	0.109	0.106	-0.0344	-0.0353	0.0351	0.0332	0.260***		-0.133	-0.135		0.255
	[0.0770]	[0.0770]	[0.0997]	[0.0998]	[0.124]	[0.124]	[0.0797]	[0.0797]	[0.0892]		[0.103]	[0.103]		[0.155]
Voted in 2012 General Election (1=Yes, 0=No)	0.112	0.108	0.0265	0.0194	0.172	0.171	0.109	0.105	-0.00882	-0.00707	-0.0818	-0.0780	-0.0993	
	[0.0748]	[0.0748]	[0.109]	[0.110]	[0.115]	[0.115]	[0.0777]	[0.0777]	[0.0903]	[0.0904]	[0.102]	[0.102]	[0.142]	
Voted in 2014 General Election (1=Yes, 0=No)	-0.0122	-0.0105	0.00779	0.0120	0.0204	0.0220	-0.00663	-0.00497	0.203**	0.202**	0.187	0.187	0.359***	0.361***
	[0.0749]	[0.0750]	[0.110]	[0.110]	[0.113]	[0.113]	[0.0777]	[0.0777]	[0.0887]	[0.0888]	[0.114]	[0.114]	[0.135]	[0.135]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.102	0.103	0.263	0.260	0.0477	0.0484	0.102	0.103	0.125	0.121	0.0633	0.0768	0.0683	0.0701
	[0.138]	[0.138]	[0.404]	[0.405]	[0.174]	[0.174]	[0.143]	[0.143]	[0.0786]	[0.0786]	[0.233]	[0.233]	[0.139]	[0.139]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0390	-0.0413	-0.0414	-0.0473	-0.0337	-0.0321	-0.0400	-0.0423	0.0176	0.0160		0.0364	0.00319	0.00343
	[0.0730]	[0.0729]	[0.0872]	[0.0871]	[0.131]	[0.131]	[0.0755]	[0.0754]	[0.0844]	[0.0843]		[0.135]	[0.149]	[0.149]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0537	0.0540	0.364	0.349	-0.105	-0.105	0.0216	0.0222	0.0491	0.0486	0.162	0.158	0.367**	0.362**
	[0.0908]	[0.0909]	[0.361]	[0.363]	[0.120]	[0.120]	[0.0964]	[0.0965]	[0.0768]	[0.0768]	[0.137]	[0.137]	[0.170]	[0.170]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0618	0.0628	-0.00480	-0.00130	0.130	0.129	0.0618	0.0627	-0.00179	0.00142	0.172	0.174	0.00915	0.00679
	[0.0754]	[0.0755]	[0.0946]	[0.0948]	[0.127]	[0.127]	[0.0781]	[0.0782]	[0.0795]	[0.0795]	[0.141]	[0.141]	[0.144]	[0.144]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0802	0.0816	0.0196	0.0213	0.205	0.206	0.0866	0.0879	-0.698	-0.703	0.109	0.109	-0.0803	-0.0812
	[0.0776]	[0.0776]	[0.0941]	[0.0943]	[0.137]	[0.137]	[0.0803]	[0.0804]	[0.781]	[0.798]	[0.110]	[0.110]	[0.147]	[0.147]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0484	0.0460	0.0173	0.0136	0.105	0.105	0.0459	0.0435	0.854	0.863	-0.122	-0.124	0.0572	0.0618
	[0.0763]	[0.0763]	[0.0966]	[0.0967]	[0.128]	[0.128]	[0.0790]	[0.0790]	[0.979]	[0.986]	[0.116]	[0.116]	[0.146]	[0.146]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.139*	0.140*	0.193**	0.194**	0.0923	0.0911	0.134	0.135	0.233**	0.235**	0.187*	0.188*		
	[0.0802]	[0.0802]	[0.0974]	[0.0974]	[0.141]	[0.141]	[0.0831]	[0.0830]	[0.0974]	[0.0975]	[0.103]	[0.103]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.119	-0.120	-0.252	-0.250			-0.111	-0.112	-0.0922	-0.0968		-0.575**	-1.918***	-1.897***
	[0.160]	[0.160]	[0.411]	[0.412]			[0.165]	[0.166]	[0.106]	[0.107]		[0.264]	[0.657]	[0.669]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.101	0.101	-0.0976	-0.0815	-0.00254	-0.00242	0.160	0.159	0.0341	0.0346	-0.161	-0.156	-0.337*	-0.338*
	[0.106]	[0.106]	[0.360]	[0.362]	[0.182]	[0.182]	[0.118]	[0.118]	[0.0786]	[0.0786]	[0.151]	[0.151]	[0.191]	[0.191]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.585	0.585	0.743	0.740	0.0283	0.0271	0.644	0.644	0.0212	0.0210	-1.676*	-1.689*		
	[0.601]	[0.613]	[0.558]	[0.569]	[0.186]	[0.186]	[0.623]	[0.635]	[0.0796]	[0.0797]	[0.933]	[0.918]		
Date of Survey: Nov 21, 2015					-0.0618									
					[0.191]									
Date of Survey: Nov 03, 2015						0.0629								
						[0.191]								
Constant	4.199***	4.202***	4.280***	4.288***	3.895***	3.832***	4.127***	4.130***	4.235***	4.233***	4.356***	4.355***	4.256***	4.245***
	[0.0736]	[0.0737]	[0.0951]	[0.0953]	[0.107]	[0.163]	[0.0841]	[0.0844]	[0.0999]	[0.100]	[0.116]	[0.117]	[0.170]	[0.171]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.113	0.11	0.13	0.13	0.11	0.11	0.08	0.08	0.14	0.14	0.11	0.11	0.18	0.18
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	4.479	4.478	4.572	4.572	4.340	4.340	4.442	4.440	4.563	4.561	4.458	4.457	4.468	4.468

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

Table A66: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 6 (Convenient)

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
VARIABLES	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=Voting)	0.0412	0.0414	0.00899	0.00913	0.0868	0.0869	0.0825	0.0826	0.103*	0.103*	0.0127	0.0125	-0.195*	-0.193*
	[0.0339]	[0.0339]	[0.0415]	[0.0415]	[0.0590]	[0.0590]	[0.0553]	[0.0553]	[0.0603]	[0.0603]	[0.0741]	[0.0741]	[0.102]	[0.103]
SSI Subsample (1=SSI, 0=YouGov)	-0.116**	-0.115**					-0.0563	-0.0538	-0.249***	-0.250***	-0.142	-0.140	0.00977	0.00806
	[0.0467]	[0.0467]					[0.0741]	[0.0741]	[0.0891]	[0.0890]	[0.0960]	[0.0960]	[0.149]	[0.148]
State: Louisiana	0.0973	0.0920	0.293*	0.284*										
	[0.126]	[0.126]	[0.170]	[0.170]										
State: Mississippi	0.189	0.188	0.344**	0.341**	-0.0494	-0.0489								
	[0.128]	[0.128]	[0.167]	[0.167]	[0.213]	[0.213]								
State: Texas (Houston only)	-0.0145	-0.0252			-0.0714	-0.0728								
	[0.171]	[0.171]			[0.304]	[0.304]								
Date of Survey: Nov 01, 2015	0.0253	0.0277	0.00278	0.00484	0.0298	0.0668	0.0273	0.0296			-0.157	-0.164	0.0452	0.0537
	[0.0666]	[0.0780]	[0.141]	[0.151]	[0.141]	[0.151]	[0.0696]	[0.0696]			[0.101]	[0.101]	[0.154]	[0.154]
Date of Survey: Nov 02, 2015	0.122*	0.121*	0.201**	0.197**	0.0336	0.106	0.114	0.113			-0.0859	-0.0880	0.224**	0.223*
	[0.0662]	[0.0661]	[0.0999]	[0.0997]	[0.0993]	[0.144]	[0.0694]	[0.0693]			[0.0899]	[0.0899]	[0.114]	[0.114]
Date of Survey: Nov 19, 2015	0.0151	0.0186	-0.0235	-0.0180	0.152	0.187			0.0153	0.0187				
	[0.0779]	[0.0777]	[0.0890]	[0.0887]	[0.178]	[0.174]			[0.0722]	[0.0720]				
Date of Survey: Nov 20, 2015		-0.0339	-0.165	-0.157	0.0712	0.143			-0.0156					
		[0.0866]	[0.120]	[0.120]	[0.146]	[0.139]			[0.0807]					
Gender: Male	0.106*	0.106*	0.177**	0.178**	0.0676	0.0670	0.110*	0.110*	0.0881	0.0897	0.220***	0.220***	-0.0557	-0.0538
	[0.0584]	[0.0584]	[0.0713]	[0.0713]	[0.104]	[0.104]	[0.0614]	[0.0613]	[0.0645]	[0.0644]	[0.0834]	[0.0834]	[0.105]	[0.105]
Gender: Unknown	-0.130	-0.130			-0.0687	-0.0691					-0.131	-0.131		
	[0.357]	[0.357]			[0.401]	[0.401]					[0.349]	[0.349]		
Race: Black	0.0301	0.0346	0.211	0.219	-0.0461	-0.0450	0.0292	0.0338	0.158*	0.161*		0.0925	0.176	0.178
	[0.133]	[0.133]	[0.180]	[0.179]	[0.206]	[0.206]	[0.139]	[0.138]	[0.0913]	[0.0910]		[0.0934]	[0.143]	[0.143]
Race: Hispanic	0.0722	0.0487	-0.206	-0.233	0.444	0.442	0.0748	0.0514	0.144	0.133	-0.745	-0.747	-0.490**	-0.478**
	[0.464]	[0.462]	[0.507]	[0.504]	[1.021]	[1.017]	[0.485]	[0.482]	[0.316]	[0.315]	[0.521]	[0.530]	[0.201]	[0.202]
Race: Other	0.167	0.162	0.167	0.158	0.217	0.217	0.166	0.160		0.252	0.362*	0.367*	-0.242	-0.248
	[0.157]	[0.156]	[0.196]	[0.192]	[0.260]	[0.259]	[0.164]	[0.163]		[0.173]	[0.191]	[0.192]	[0.191]	[0.191]
Days Before Election Day	0.0180	0.0179	0.0232	0.0234	0.0338	0.0699	0.0220	0.0219	-0.00816	-0.00740	-0.0311	-0.0312	0.0374	0.0388
	[0.0285]	[0.0284]	[0.0355]	[0.0354]	[0.0581]	[0.0787]	[0.0331]	[0.0330]	[0.0331]	[0.0330]	[0.0369]	[0.0369]	[0.0556]	[0.0557]
Voted in 2004 General Election (1=Yes, 0=No)	0.0606	0.0620	-0.111	-0.108	0.220*	0.220*	0.0507	0.0521	0.0780	0.0786	0.185*	0.181*	0.000448	-0.000184
	[0.0853]	[0.0853]	[0.124]	[0.124]	[0.123]	[0.123]	[0.0978]	[0.0976]	[0.0944]	[0.0942]	[0.160]	[0.160]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0728	-0.0748	0.0422	0.0386	-0.140	-0.141	-0.0656	-0.0676	0.0302	0.0357	0.0815	0.0798		
	[0.0884]	[0.0884]	[0.120]	[0.120]	[0.137]	[0.137]	[0.0924]	[0.0929]	[0.0927]	[0.0927]	[0.109]	[0.109]		
Voted in 2008 General Election (1=Yes, 0=No)	-0.0125	-0.0137	-0.00144	-0.00744	0.00197	0.00223	-0.0139	-0.0150	-0.0712	-0.0692	0.0293	0.0316	-0.0222	-0.0208
	[0.0885]	[0.0885]	[0.133]	[0.133]	[0.126]	[0.126]	[0.0925]	[0.0924]	[0.101]	[0.100]	[0.107]	[0.107]	[0.187]	[0.187]
Voted in 2010 General Election (1=Yes, 0=No)	0.119	0.119	0.183*	0.184*	0.0617	0.0612	0.121	0.121	0.222**		-0.105	-0.104		0.323*
	[0.0824]	[0.0824]	[0.109]	[0.109]	[0.128]	[0.128]	[0.0861]	[0.0861]	[0.0965]		[0.105]	[0.105]		[0.171]
Voted in 2012 General Election (1=Yes, 0=No)	0.0909	0.0884	0.237**	0.232*	-0.000924	-0.00188	0.0882	0.0855	-0.0499	-0.0499	-0.0427	-0.0410	-0.239	
	[0.0801]	[0.0801]	[0.120]	[0.120]	[0.119]	[0.119]	[0.0839]	[0.0839]	[0.0977]	[0.0976]	[0.104]	[0.104]	[0.156]	
Voted in 2014 General Election (1=Yes, 0=No)	-0.0409	-0.0370	-0.176	-0.167	0.0441	0.0452	-0.0366	-0.0325	0.316***	0.314***	0.236**	0.241**	0.313**	0.312**
	[0.0802]	[0.0802]	[0.121]	[0.121]	[0.117]	[0.117]	[0.0839]	[0.0839]	[0.0959]	[0.0959]	[0.116]	[0.116]	[0.148]	[0.149]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.0342	-0.0320	0.211	0.222	-0.0752	-0.0762	-0.0348	-0.0325	-0.0356	-0.0399	-0.184	-0.176	-0.169	-0.165
	[0.148]	[0.148]	[0.444]	[0.444]	[0.180]	[0.180]	[0.154]	[0.154]	[0.0850]	[0.0849]	[0.237]	[0.237]	[0.152]	[0.153]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00256	-0.00214	0.0871	0.0853	-0.173	-0.172	-0.00364	-0.00308	0.0881	0.0844		0.0336	-0.0535	-0.0501
	[0.0781]	[0.0780]	[0.0958]	[0.0955]	[0.135]	[0.135]	[0.0816]	[0.0814]	[0.0913]	[0.0911]		[0.137]	[0.164]	[0.164]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.0899	0.0894	0.483	0.467	-0.0279	-0.0283	0.0646	0.0637	0.00769	0.00622	0.191	0.187	0.308*	0.306
	[0.0973]	[0.0972]	[0.397]	[0.398]	[0.124]	[0.124]	[0.104]	[0.104]	[0.0831]	[0.0829]	[0.140]	[0.139]	[0.187]	[0.187]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0248	0.0261	-0.112	-0.110	0.169	0.169	0.0246	0.0258	-0.00429	-0.000642	0.244*	0.245*	-0.0601	-0.0624
	[0.0807]	[0.0808]	[0.104]	[0.104]	[0.132]	[0.132]	[0.0844]	[0.0844]	[0.0860]	[0.0860]	[0.144]	[0.143]	[0.158]	[0.158]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0315	0.0292	0.0650	0.0624	0.0184	0.0181	0.0361	0.0339	-0.732	-0.738	0.0208	0.0203	-0.162	-0.163
	[0.0831]	[0.0831]	[0.103]	[0.103]	[0.142]	[0.142]	[0.0868]	[0.0868]	[0.846]	[0.846]	[0.112]	[0.112]	[0.161]	[0.161]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.105	0.101	0.0590	0.0527	0.148	0.148	0.103	0.0989	-0.0893	-0.0775	-0.109	-0.109	0.414**	0.414**
	[0.0817]	[0.0817]	[0.106]	[0.106]	[0.133]	[0.133]	[0.0853]	[0.0853]	[1.059]	[1.064]	[0.118]	[0.118]	[0.161]	[0.161]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.225***	0.227***	0.152	0.154	0.368**	0.368**	0.222**	0.223**	0.267**	0.268**	0.227**	0.225**		
	[0.0859]	[0.0858]	[0.107]	[0.107]	[0.146]	[0.145]	[0.0898]	[0.0897]	[0.105]	[0.105]	[0.105]	[0.105]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0296	0.0231	-0.201	-0.216			0.0362	0.0297	-0.190*	-0.193*		-0.358	-1.206*	-1.199
	[0.171]	[0.171]	[0.451]	[0.451]			[0.179]	[0.179]	[0.115]	[0.115]		[0.268]	[0.722]	[0.735]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.120	0.123	-0.203	-0.181	0.00810	0.00820	0.166	0.170	0.0833	0.0839	-0.237	-0.234	-0.175	-0.177
	[0.113]	[0.113]	[0.395]	[0.396]	[0.188]	[0.188]	[0.127]	[0.127]	[0.0850]	[0.0849]	[0.154]	[0.154]	[0.209]	[0.210]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.855	0.851	0.941	0.933	0.131	0.129	0.899	0.897	0.0694	0.0693	-1.469	-1.479		
	[0.643]	[0.655]	[0.612]	[0.624]	[0.192]	[0.192]	[0.673]	[0.685]	[0.0861]	[0.0861]	[0.951]	[0.934]		
Date of Survey: Nov 21, 2015					-0.108									
					[0.197]									
Date of Survey: Nov 03, 2015						0.109								
						[0.197]								
Constant	3.955***	3.955***	3.905***	3.907***	3.838***	3.730***	3.901***	3.900***	4.074***	4.069***	4.171***	4.170***	4.010***	4.003***
	[0.0788]	[0.0789]	[0.104]	[0.104]	[0.111]	[0.169]	[0.0909]	[0.0911]	[0.108]	[0.108]	[0.118]	[0.119]	[0.187]	[0.188]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.111	0.11	0.13	0.13	0.13	0.13	0.08	0.08	0.13	0.13	0.11	0.11	0.15	0.15
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	4.319	4.318	4.410	4.410	4.183	4.183	4.246	4.243	4.409	4.408	4.334	4.332	4.356	4.357

Standard errors in brackets

*** p<0.01, ** p<0.05, * p<0.1

Table A67: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 7 (Consistent)

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=Voting)	0.0677**	0.0681**	0.0282	0.0285	0.120**	0.121**	0.127***	0.127***	0.0763	0.0764	0.00792	0.00879	-0.0483	-0.0473
	[0.0284]	[0.0284]	[0.0334]	[0.0334]	[0.0517]	[0.0517]	[0.0458]	[0.0457]	[0.0520]	[0.0520]	[0.0630]	[0.0630]	[0.0833]	[0.0833]
SSI Subsample (1=SSI, 0=YouGov)	-0.275***	-0.273***					-0.218***	-0.219***	-0.264***	-0.264***	-0.298***	-0.295***	-0.464***	-0.461***
	[0.0391]	[0.0391]					[0.0613]	[0.0613]	[0.0768]	[0.0767]	[0.0816]	[0.0816]	[0.121]	[0.121]
State: Louisiana	0.0346	0.0305	0.133	0.125										
	[0.106]	[0.105]	[0.137]	[0.136]										
State: Mississippi	0.200*	0.197*	0.308**	0.300**	-0.00635	-0.00338								
	[0.107]	[0.107]	[0.135]	[0.135]	[0.186]	[0.186]								
State: Texas (Houston only)	0.129	0.122			0.150	0.151								
	[0.144]	[0.143]			[0.266]	[0.266]								
Date of Survey: Nov 01, 2015	-0.0900	-0.0908	-0.0747	-0.0766	-0.138	-0.111	-0.0873	-0.0882			-0.0567	-0.0607	-0.183	-0.177
	[0.0558]	[0.0628]	[0.0628]	[0.0628]	[0.124]	[0.132]	[0.0576]	[0.0576]			[0.0860]	[0.0861]	[0.125]	[0.125]
Date of Survey: Nov 02, 2015	0.105*	0.103*	0.0863	0.0822	0.0938	0.148	0.0968*	0.0944*			-0.117	-0.120	0.0222	0.0226
	[0.0554]	[0.0553]	[0.0804]	[0.0802]	[0.0871]	[0.126]	[0.0574]	[0.0573]			[0.0764]	[0.0764]	[0.0925]	[0.0924]
Date of Survey: Nov 19, 2015	0.0587	0.0602	0.0761	0.0770	0.0649	0.0923			0.0591	0.0606				
	[0.0652]	[0.0651]	[0.0716]	[0.0713]	[0.156]	[0.152]			[0.0622]	[0.0621]				
Date of Survey: Nov 20, 2015		0.00693	-0.119	-0.118	0.0589	0.114				0.00692				
		[0.0726]	[0.0965]	[0.0965]	[0.128]	[0.121]				[0.0696]				
Gender: Male	0.0849*	0.0852*	0.169***	0.169***	-0.0316	-0.0307	0.0876*	0.0877*	0.121**	0.123**	0.157**	0.162**	0.0521	0.0535
	[0.0490]	[0.0489]	[0.0574]	[0.0574]	[0.0915]	[0.0915]	[0.0508]	[0.0507]	[0.0556]	[0.0555]	[0.0709]	[0.0709]	[0.0855]	[0.0855]
Gender: Unknown	0.0330	0.0333			0.0913	0.0902					0.0237	0.0232		
	[0.299]	[0.299]			[0.351]	[0.352]					[0.296]	[0.297]		
Race: Black	-0.106	-0.104	-0.0982	-0.0934	-0.0723	-0.0723	-0.108	-0.106	0.202**	0.203***			0.128	0.127
	[0.111]	[0.111]	[0.145]	[0.144]	[0.180]	[0.180]	[0.115]	[0.114]	[0.0788]	[0.0785]			[0.116]	[0.116]
Race: Hispanic	0.672*	0.668*	0.692*	0.687*	0.737	0.738	0.670*	0.666*	0.171	0.168	-0.935**	-0.937**	-0.290*	-0.283*
	[0.389]	[0.387]	[0.408]	[0.405]	[0.895]	[0.891]	[0.401]	[0.399]	[0.273]	[0.272]	[0.443]	[0.451]	[0.163]	[0.164]
Race: Other	0.0945	0.0923	0.0578	0.0545	0.155	0.156	0.0908	0.0886		0.213	0.0576	0.0615	0.0534	0.0552
	[0.131]	[0.131]	[0.158]	[0.158]	[0.228]	[0.227]	[0.135]	[0.135]		[0.149]	[0.163]	[0.164]	[0.155]	[0.155]
Days Before Election Day	-0.00412	-0.00426	-0.0216	-0.0223	0.0210	0.0487	-0.000421	-0.000725	-0.0236	-0.0251	-0.000266	-0.000720	0.0317	0.0304
	[0.0238]	[0.0238]	[0.0286]	[0.0285]	[0.0509]	[0.0690]	[0.0248]	[0.0247]	[0.0285]	[0.0285]	[0.0314]	[0.0314]	[0.0452]	[0.0452]
Voted in 2004 General Election (1=Yes, 0=No)	-0.0159	-0.0173	0.00298	0.00233	-0.0424	-0.0434	-0.0275	-0.0288	-0.0221	-0.0200	0.180**	0.176**	-0.0289	-0.0359
	[0.0715]	[0.0714]	[0.100]	[0.1000]	[0.108]	[0.108]	[0.0739]	[0.0738]	[0.0843]	[0.0842]	[0.0802]	[0.0801]	[0.130]	[0.130]
Voted in 2006 General Election (1=Yes, 0=No)	-0.0346	-0.0335	0.00188	0.00373	-0.0781	-0.0774	-0.0265	-0.0255	-0.0273	-0.0271	-0.0606	-0.0611		
	[0.0741]	[0.0740]	[0.0968]	[0.0966]	[0.120]	[0.120]	[0.0765]	[0.0764]	[0.0799]	[0.0799]	[0.0927]	[0.0925]		
Voted in 2008 General Election (1=Yes, 0=No)	0.0636	0.0601	0.0670	0.0578	0.0596	0.0597	0.0620	0.0587	0.0608	0.0628	-0.0926	-0.0897	0.00667	0.00584
	[0.0742]	[0.0741]	[0.107]	[0.107]	[0.111]	[0.111]	[0.0765]	[0.0764]	[0.0867]	[0.0866]	[0.0909]	[0.0909]	[0.152]	[0.152]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0215	-0.0165	-0.0359	-0.0276	0.0137	0.0149	-0.0188	-0.0139	0.139*		0.0460	0.0437		0.270*
	[0.0691]	[0.0682]	[0.0882]	[0.0880]	[0.113]	[0.113]	[0.0712]	[0.0712]	[0.0833]		[0.0892]	[0.0893]		[0.139]
Voted in 2012 General Election (1=Yes, 0=No)	0.0570	0.0554	-0.0121	-0.0153	0.108	0.107	0.0561	0.0547	-0.173**	-0.173***	-0.167**	-0.165*	-0.129	
	[0.0671]	[0.0670]	[0.0967]	[0.0966]	[0.105]	[0.105]	[0.0694]	[0.0693]	[0.0842]	[0.0842]	[0.0882]	[0.0882]	[0.121]	
Voted in 2014 General Election (1=Yes, 0=No)	0.0990	0.101	0.115	0.119	0.121	0.122	0.103	0.105	0.313***	0.314***	0.239**	0.239**	0.0291	0.0328
	[0.0672]	[0.0672]	[0.0975]	[0.0974]	[0.103]	[0.103]	[0.0694]	[0.0693]	[0.0828]	[0.0827]	[0.0987]	[0.0987]	[0.121]	[0.121]
Voted in 2004 Primary Election (1=Yes, 0=No)	-0.0931	-0.0915	-0.184	-0.192	-0.0217	-0.0197	-0.0921	-0.0903	0.0144	0.0139	0.169	0.169	0.200	0.201
	[0.124]	[0.124]	[0.357]	[0.357]	[0.158]	[0.158]	[0.128]	[0.128]	[0.0733]	[0.0732]	[0.202]	[0.202]	[0.124]	[0.124]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.0634	-0.0628	-0.00536	-0.00483	-0.142	-0.142	-0.0637	-0.0631	0.0578	0.0589		0.222*	-0.0644	-0.0671
	[0.0654]	[0.0653]	[0.0771]	[0.0768]	[0.118]	[0.118]	[0.0675]	[0.0673]	[0.0787]	[0.0785]		[0.117]	[0.134]	[0.133]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.241***	0.240***	0.409	0.388	0.196*	0.196*	0.216**	0.216**	0.108	0.106	0.132	0.127	0.250	0.251*
	[0.0815]	[0.0814]	[0.319]	[0.320]	[0.109]	[0.109]	[0.0862]	[0.0861]	[0.0716]	[0.0715]	[0.119]	[0.119]	[0.152]	[0.152]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.113*	0.112*	0.0731	0.0718	0.123	0.123	0.114	0.112	-0.0182	-0.0185	0.0894	0.0919	-0.0444	-0.0416
	[0.0677]	[0.0676]	[0.0836]	[0.0836]	[0.115]	[0.115]	[0.0698]	[0.0697]	[0.0741]	[0.0740]	[0.122]	[0.122]	[0.129]	[0.129]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.112	0.113	0.00200	0.00430	0.291**	0.290**	0.118	0.119*	0.337	0.334	0.00819	0.00812	0.137	0.133
	[0.0696]	[0.0696]	[0.0832]	[0.0831]	[0.124]	[0.124]	[0.0718]	[0.0717]	[0.729]	[0.743]	[0.0955]	[0.0956]	[0.131]	[0.131]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0369	0.0338	0.103	0.0977	-0.0131	-0.0136	0.0341	0.0310	-0.720	-0.715	0.0154	0.0160	0.223*	0.225*
	[0.0684]	[0.0684]	[0.0854]	[0.0853]	[0.116]	[0.116]	[0.0706]	[0.0705]	[0.913]	[0.918]	[0.100]	[0.101]	[0.131]	[0.131]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0961	0.0958	0.160*	0.160*	0.0107	0.01000	0.0907	0.0905	0.193**	0.193**	0.192**	0.195**		
	[0.0719]	[0.0718]	[0.0861]	[0.0859]	[0.128]	[0.127]	[0.0742]	[0.0741]	[0.0909]	[0.0908]	[0.0894]	[0.0895]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.178	0.175	0.250	0.256			0.184	0.181	-0.0269	-0.0293		0.0202	0.169	0.181
	[0.143]	[0.143]	[0.363]	[0.363]			[0.148]	[0.148]	[0.0994]	[0.0993]		[0.228]	[0.587]	[0.597]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.129	-0.126	-0.301	-0.278	-0.0381	-0.0360	-0.0858	-0.0847	0.0999	0.101	-0.287**	-0.285**	-0.539***	-0.537***
	[0.0951]	[0.0950]	[0.318]	[0.319]	[0.165]	[0.165]	[0.105]	[0.105]	[0.0733]	[0.0732]	[0.131]	[0.131]	[0.170]	[0.170]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.139	0.138	0.181	0.177	0.185	0.184	0.190	0.189	0.0550	0.0550	0.186	0.186		
	[0.539]	[0.549]	[0.493]	[0.502]	[0.168]	[0.168]	[0.556]	[0.566]	[0.0743]	[0.0742]	[0.808]	[0.794]		
Date of Survey: Nov 21, 2015					-0.0824									
					[0.173]									
Date of Survey: Nov 03, 2015						0.0833								
						[0.173]								
Constant	4.226***	4.228***	4.222***	4.228***	3.945***	3.862***	4.166***	4.168***	4.251***	4.249***	4.466***	4.465***	4.521***	4.516***
	[0.0660]	[0.0661]	[0.0841]	[0.0840]	[0.0970]	[0.148]	[0.0752]	[0.0753]	[0.0933]	[0.0934]	[0.100]	[0.101]	[0.152]	[0.153]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.134	0.13	0.14	0.14	0.13	0.13	0.12	0.12	0.14	0.14	0.14	0.14	0.14	0.14
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	4.435	4.432	4.564	4.564	4.240	4.240	4.345	4.343	4.513	4.511	4.466	4.463	4.523	4.520

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

Table A68: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 8 (Clear)

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=Voting)	0.0682**	0.0684**	0.0188	0.0189	0.130**	0.130**	0.117**	0.117**	0.0537	0.0538	0.0241	0.0249	0.0175	0.0180
	[0.0296]	[0.0296]	[0.0336]	[0.0336]	[0.0556]	[0.0556]	[0.0506]	[0.0506]	[0.0506]	[0.0506]	[0.0632]	[0.0632]	[0.0824]	[0.0825]
SSI Subsample (1=SSI, 0=YouGov)	-0.293***	-0.291***					-0.248***	-0.247***	-0.302***	-0.302***	-0.273***	-0.271***	-0.486***	-0.479***
	[0.0407]	[0.0407]					[0.0678]	[0.0678]	[0.0748]	[0.0747]	[0.0819]	[0.0819]	[0.120]	[0.119]
State: Louisiana	0.139	0.135	0.202	0.195										
	[0.110]	[0.110]	[0.137]	[0.137]										
State: Mississippi	0.199*	0.198*	0.251*	0.249*	0.0716	0.0724								
	[0.111]	[0.111]	[0.135]	[0.135]	[0.201]	[0.201]								
State: Texas (Houston only)	0.130	0.122			0.0456	0.0497								
	[0.149]	[0.149]			[0.287]	[0.286]								
Date of Survey: Nov 01, 2015	-0.0225	-0.0246	0.00397	0.000737	-0.205	-0.222	-0.0203	-0.0225			-0.147*	-0.153*	-0.0916	-0.0852
	[0.0581]	[0.0581]	[0.0631]	[0.0631]	[0.133]	[0.142]	[0.0636]	[0.0637]			[0.0864]	[0.0864]	[0.124]	[0.124]
Date of Survey: Nov 02, 2015	0.0508	0.0483	0.105	0.100	-0.0673	-0.0993	0.0440	0.0417			-0.137*	-0.141*	0.155*	0.156*
	[0.0577]	[0.0576]	[0.0808]	[0.0806]	[0.0936]	[0.136]	[0.0634]	[0.0634]			[0.0767]	[0.0767]	[0.0916]	[0.0915]
Date of Survey: Nov 19, 2015	0.0451	0.0464	0.0435	0.0450	0.190	0.174			0.0446	0.0459				
	[0.0679]	[0.0677]	[0.0717]	[0.0719]	[0.168]	[0.164]			[0.0606]	[0.0604]				
Date of Survey: Nov 20, 2015		-0.0109	-0.103	-0.102	0.137	0.104				-0.0114				
		[0.0755]	[0.0969]	[0.0970]	[0.138]	[0.131]				[0.0678]				
Gender: Male	0.207***	0.207***	0.255***	0.254***	0.180*	0.181*	0.209***	0.209***	0.123**	0.125**	0.205***	0.209***	0.0573	0.0605
	[0.0509]	[0.0509]	[0.0577]	[0.0576]	[0.0984]	[0.0984]	[0.0561]	[0.0561]	[0.0541]	[0.0541]	[0.0711]	[0.0712]	[0.0847]	[0.0847]
Gender: Unknown	-0.0105	-0.00709			-0.00645	-0.00577					-0.0268	-0.0236		
	[0.311]	[0.311]			[0.378]	[0.378]					[0.298]	[0.298]		
Race: Black	-0.205*	-0.204*	-0.173	-0.170	-0.210	-0.211	-0.207	-0.206	0.118	0.118		0.0743	0.145	0.143
	[0.116]	[0.115]	[0.145]	[0.145]	[0.194]	[0.194]	[0.127]	[0.127]	[0.0766]	[0.0764]		[0.0797]	[0.115]	[0.115]
Race: Hispanic	0.439	0.437	0.655	0.651	-0.220	-0.222	0.437	0.435	0.178	0.176	0.325	0.321	-0.160	-0.157
	[0.405]	[0.402]	[0.410]	[0.407]	[0.963]	[0.958]	[0.444]	[0.441]	[0.265]	[0.265]	[0.444]	[0.453]	[0.162]	[0.162]
Race: Other	-0.0863	-0.0870	-0.0864	-0.0889	-0.0770	-0.0754	-0.0893	-0.0901	0.337**		0.0824	0.0864	0.122	0.123
	[0.136]	[0.136]	[0.159]	[0.158]	[0.245]	[0.244]	[0.150]	[0.149]	[0.145]		[0.163]	[0.164]	[0.154]	[0.153]
Days Before Election Day	-0.0284	-0.0280	-0.0641**	-0.0640**	0.0691	0.0534	-0.0254	-0.0251	-0.0652**	-0.0663**	-0.0273	-0.0282	-0.00353	-0.00459
	[0.0248]	[0.0248]	[0.0287]	[0.0286]	[0.0548]	[0.0742]	[0.0274]	[0.0274]	[0.0278]	[0.0277]	[0.0315]	[0.0315]	[0.0448]	[0.0448]
Voted in 2004 General Election (1=Yes, 0=No)	-0.134*	-0.133*	-0.0803	-0.0767	-0.167	-0.167	-0.144*	-0.142*	0.00388	0.00587	0.128	0.127	-0.0888	-0.0912
	[0.0744]	[0.0743]	[0.101]	[0.100]	[0.116]	[0.116]	[0.0817]	[0.0816]	[0.0821]	[0.0819]	[0.0805]	[0.0804]	[0.129]	[0.129]
Voted in 2006 General Election (1=Yes, 0=No)	0.0248	0.0258	0.0347	0.0375	-0.0186	-0.0193	0.0314	0.0323	-0.00869	-0.00612	-0.0151	-0.0164		
	[0.0771]	[0.0770]	[0.0972]	[0.0970]	[0.129]	[0.129]	[0.0846]	[0.0845]	[0.0780]	[0.0778]	[0.0930]	[0.0929]		
Voted in 2008 General Election (1=Yes, 0=No)	0.0698	0.0676	0.135	0.127	0.0351	0.0352	0.0685	0.0664	0.0743	0.0747	-0.00896	-0.00677	0.140	0.140
	[0.0772]	[0.0771]	[0.108]	[0.108]	[0.119]	[0.119]	[0.0846]	[0.0845]	[0.0844]	[0.0843]	[0.0913]	[0.0912]	[0.151]	[0.151]
Voted in 2010 General Election (1=Yes, 0=No)	0.0267	0.0287	-0.00251	0.000668	0.0585	0.0584	0.0288	0.0308	0.166**		-0.0284	-0.0311	0.150	
	[0.0718]	[0.0718]	[0.0885]	[0.0884]	[0.121]	[0.121]	[0.0787]	[0.0787]	[0.0810]		[0.0896]	[0.0896]	[0.138]	
Voted in 2012 General Election (1=Yes, 0=No)	0.124*	0.122*	0.0491	0.0434	0.196*	0.196*	0.123	0.121	-0.0326	-0.0327	-0.0958	-0.0929	-0.241*	
	[0.0698]	[0.0698]	[0.0971]	[0.0971]	[0.113]	[0.113]	[0.0767]	[0.0767]	[0.0820]	[0.0820]	[0.0886]	[0.0885]	[0.126]	
Voted in 2014 General Election (1=Yes, 0=No)	0.0143	0.0160	0.0248	0.0304	0.0479	0.0480	0.0177	0.0193	0.221***	0.222***	0.269***	0.270***	0.0331	0.0364
	[0.0699]	[0.0699]	[0.0979]	[0.0979]	[0.111]	[0.111]	[0.0767]	[0.0767]	[0.0805]	[0.0805]	[0.0991]	[0.0990]	[0.119]	[0.120]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.153	0.154	-0.425	-0.425	0.241	0.242	0.154	0.155	0.0515	0.0515	0.109	0.108	0.162	0.160
	[0.129]	[0.129]	[0.359]	[0.359]	[0.170]	[0.170]	[0.141]	[0.141]	[0.0713]	[0.0713]	[0.203]	[0.202]	[0.123]	[0.123]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00829	-0.00909	0.0379	0.0365	-0.101	-0.102	-0.00850	-0.00929	-0.0384	-0.0374		0.0768	-0.0922	-0.0950
	[0.0681]	[0.0679]	[0.0774]	[0.0772]	[0.127]	[0.127]	[0.0746]	[0.0745]	[0.0766]	[0.0765]		[0.117]	[0.132]	[0.132]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.209**	0.208**	0.442	0.417	0.135	0.135	0.190**	0.190**	0.0668	0.0645	0.133	0.128	0.299**	0.298**
	[0.0848]	[0.0847]	[0.321]	[0.322]	[0.117]	[0.117]	[0.0953]	[0.0952]	[0.0697]	[0.0696]	[0.119]	[0.119]	[0.150]	[0.150]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.0238	0.0250	0.00290	0.00549	0.0189	0.0187	0.0242	0.0254	-0.0595	-0.0591	0.0171	0.0206	0.0807	0.0833
	[0.0704]	[0.0704]	[0.0839]	[0.0840]	[0.124]	[0.124]	[0.0771]	[0.0771]	[0.0722]	[0.0721]	[0.122]	[0.122]	[0.127]	[0.127]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0930	0.0960	0.0241	0.0303	0.214	0.214	0.0976	0.101	0.258	0.254	-0.0271	-0.0259	0.137	0.133
	[0.0724]	[0.0724]	[0.0835]	[0.0835]	[0.134]	[0.134]	[0.0794]	[0.0793]	[0.710]	[0.723]	[0.0958]	[0.0960]	[0.130]	[0.130]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0550	0.0494	0.0859	0.0755	0.0330	0.0330	0.0527	0.0471	-1.259	-1.253	0.0431	0.0429	0.156	0.160
	[0.0712]	[0.0712]	[0.0857]	[0.0857]	[0.125]	[0.125]	[0.0780]	[0.0780]	[0.889]	[0.894]	[0.101]	[0.101]	[0.130]	[0.129]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.0859	0.0874	0.115	0.116	0.0903	0.0912	0.0815	0.0831	0.242***	0.242***	0.214**	0.214**		
	[0.0748]	[0.0747]	[0.0864]	[0.0863]	[0.137]	[0.137]	[0.0821]	[0.0820]	[0.0885]	[0.0884]	[0.0898]	[0.0898]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.0216	-0.0238	0.537	0.535			-0.0168	-0.0192	-0.0109	-0.0154		0.0302	-0.420	-0.407
	[0.149]	[0.149]	[0.365]	[0.365]			[0.163]	[0.163]	[0.0967]	[0.0967]		[0.229]	[0.581]	[0.592]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.101	-0.0994	-0.347	-0.322	-0.132	-0.131	-0.0665	-0.0661	0.0955	0.0952	-0.214	-0.214	-0.479***	-0.474***
	[0.0989]	[0.0989]	[0.319]	[0.320]	[0.178]	[0.178]	[0.116]	[0.116]	[0.0714]	[0.0713]	[0.131]	[0.131]	[0.169]	[0.169]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.660	0.660	0.731	0.726	0.0383	0.0368	0.701	0.701	-0.0102	-0.0110	0.0192	0.0168		
	[0.561]	[0.571]	[0.495]	[0.504]	[0.181]	[0.181]	[0.615]	[0.626]	[0.0723]	[0.0723]	[0.811]	[0.797]		
Date of Survey: Nov 21, 2015					0.0473									
					[0.186]									
Date of Survey: Nov 03, 2015						-0.0468								
						[0.186]								
Constant	4.247***	4.248***	4.266***	4.271***	3.923***	3.970***	4.199***	4.200***	4.398***	4.397***	4.459***	4.460***	4.508***	4.498***
	[0.0687]	[0.0687]	[0.0844]	[0.0844]	[0.104]	[0.159]	[0.0831]	[0.0833]	[0.0908]	[0.0910]	[0.101]	[0.101]	[0.151]	[0.151]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.135	0.14	0.13	0.13	0.13	0.13	0.11	0.11	0.13	0.14	0.15	0.15	0.14	0.14
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	4.467	4.464	4.610	4.610	4.252	4.252	4.351	4.348	4.594	4.592	4.511	4.508	4.518	4.515

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

Table A69: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 9 (Same)

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=Voting)	0.0110	0.0113	-0.0248	-0.0247	0.0611	0.0611	0.0142	0.0142	0.0349	0.0350	-0.0139	-0.0131	-0.00416	-0.00329
	[0.0310]	[0.0310]	[0.0377]	[0.0377]	[0.0539]	[0.0539]	[0.0507]	[0.0507]	[0.0564]	[0.0566]	[0.0682]	[0.0681]	[0.0882]	[0.0881]
SSI Subsample (1=SSI, 0=YouGov)	-0.213***	-0.212***					-0.180***	-0.178***	-0.174**	-0.174**	-0.209**	-0.209**	-0.440***	-0.433***
	[0.0426]	[0.0426]					[0.0679]	[0.0679]	[0.0834]	[0.0835]	[0.0883]	[0.0882]	[0.128]	[0.128]
State: Louisiana	0.0847	0.0827	0.110	0.106										
	[0.115]	[0.115]	[0.154]	[0.154]										
State: Mississippi	0.123	0.127	0.294*	0.299**	-0.121	-0.117								
	[0.117]	[0.117]	[0.152]	[0.152]	[0.194]	[0.194]								
State: Texas (Houston only)	0.0262	0.0206			0.132	0.136								
	[0.157]	[0.157]			[0.278]	[0.277]								
Date of Survey: Nov 01, 2015	-0.0803	-0.0814	-0.0372	-0.0400	-0.274**	-0.299**	-0.0799	-0.0811			-0.190**	-0.198**	0.00875	0.0131
	[0.0609]	[0.0609]	[0.0709]	[0.0710]	[0.129]	[0.138]	[0.0637]	[0.0638]			[0.0931]	[0.0930]	[0.132]	[0.132]
Date of Survey: Nov 02, 2015	0.0286	0.0281	0.150*	0.149*	-0.127	-0.176	0.0249	0.0245			-0.121	-0.125	0.131	0.132
	[0.0604]	[0.0604]	[0.0907]	[0.0906]	[0.132]	[0.132]	[0.0635]	[0.0635]			[0.0826]	[0.0826]	[0.0980]	[0.0978]
Date of Survey: Nov 19, 2015	0.0370	0.0385	0.0814	0.0824	0.00330	-0.0193			0.0381	0.0396				
	[0.0711]	[0.0710]	[0.0808]	[0.0806]	[0.162]	[0.159]			[0.0676]	[0.0675]				
Date of Survey: Nov 20, 2015		-0.0226	-0.0657	-0.0629	0.0456	-0.00187				-0.0235				
		[0.0792]	[0.109]	[0.109]	[0.133]	[0.127]				[0.0757]				
Gender: Male	0.209***	0.210***	0.275***	0.276***	0.178*	0.179*	0.212***	0.214***	0.151**	0.154**	0.171**	0.176**	0.0989	0.103
	[0.0534]	[0.0534]	[0.0648]	[0.0648]	[0.0953]	[0.0953]	[0.0562]	[0.0562]	[0.0604]	[0.0604]	[0.0767]	[0.0767]	[0.0906]	[0.0905]
Gender: Unknown	0.254	0.255			0.203	0.204					0.247	0.248		
	[0.326]	[0.326]			[0.366]	[0.366]					[0.321]	[0.321]		
Race: Black	-0.297**	-0.296**	-0.0686	-0.0643	-0.455**	-0.457**	-0.297**	-0.295**	0.0609	0.0616		0.0582	0.119	0.116
	[0.121]	[0.121]	[0.163]	[0.163]	[0.188]	[0.188]	[0.127]	[0.127]	[0.0855]	[0.0854]		[0.0858]	[0.123]	[0.123]
Race: Hispanic	0.691	0.689	0.716	0.712	0.606	0.604	0.697	0.695	-0.135	-0.148	-0.248	-0.255	-0.279	-0.275
	[0.424]	[0.422]	[0.460]	[0.458]	[0.932]	[0.928]	[0.444]	[0.442]	[0.296]	[0.296]	[0.479]	[0.487]	[0.173]	[0.173]
Race: Other	-0.119	-0.119	-0.00170	0.000691	-0.253	-0.255	-0.118	-0.118		0.193	0.0960	0.105	0.0153	0.0146
	[0.143]	[0.143]	[0.178]	[0.178]	[0.237]	[0.237]	[0.150]	[0.150]		[0.162]	[0.176]	[0.177]	[0.164]	[0.164]
Days Before Election Day	-0.0280	-0.0281	-0.0453	-0.0455	0.0532	0.0293	-0.0257	-0.0258	-0.0252	-0.0263	0.00355	0.000988	0.00647	0.00525
	[0.0260]	[0.0260]	[0.0322]	[0.0322]	[0.0531]	[0.0719]	[0.0274]	[0.0274]	[0.0310]	[0.0310]	[0.0339]	[0.0339]	[0.0479]	[0.0478]
Voted in 2004 General Election (1=Yes, 0=No)	0.00442	0.00488	0.0696	0.0696	-0.0249	-0.0231	0.00117	0.00169	-0.0268	-0.0245	0.177**	0.174**	0.0384	0.0263
	[0.0780]	[0.0779]	[0.113]	[0.113]	[0.112]	[0.112]	[0.0818]	[0.0818]	[0.0916]	[0.0916]	[0.0868]	[0.0866]	[0.138]	[0.138]
Voted in 2006 General Election (1=Yes, 0=No)	-0.00696	-0.00533	0.0677	0.0714	-0.110	-0.110	-0.00422	-0.00264	-0.105	-0.103	0.0613	0.0590		0.100
	[0.0808]	[0.0808]	[0.109]	[0.109]	[0.125]	[0.125]	[0.0847]	[0.0847]	[0.0870]	[0.0869]	[0.100]	[0.100]		[0.100]
Voted in 2008 General Election (1=Yes, 0=No)	-0.0417	-0.0430	-0.114	-0.120	0.0202	0.0194	-0.0422	-0.0435	0.0157	0.0157	0.0125	0.0149	-0.0309	-0.0230
	[0.0809]	[0.0809]	[0.121]	[0.121]	[0.115]	[0.115]	[0.0847]	[0.0847]	[0.0942]	[0.0942]	[0.0984]	[0.0983]	[0.161]	[0.161]
Voted in 2010 General Election (1=Yes, 0=No)	-0.0232	-0.0233	0.0578	0.0557	-0.0799	-0.0788	-0.0220	-0.0221	0.240***		-0.123	-0.124		0.105
	[0.0753]	[0.0753]	[0.0994]	[0.0995]	[0.117]	[0.117]	[0.0788]	[0.0789]	[0.0904]		[0.0965]	[0.0965]		[0.147]
Voted in 2012 General Election (1=Yes, 0=No)	0.136*	0.133*	0.0899	0.0824	0.186*	0.186*	0.133*	0.130*	-0.200**	-0.196**	-0.0912	-0.0902	-0.132	
	[0.0731]	[0.0732]	[0.109]	[0.109]	[0.109]	[0.109]	[0.0768]	[0.0768]	[0.0916]	[0.0916]	[0.0955]	[0.0953]	[0.135]	
Voted in 2014 General Election (1=Yes, 0=No)	-0.0292	-0.0255	0.0149	0.0257	-0.0448	-0.0451	-0.0269	-0.0232	0.297***	0.295***	0.301***	0.301***	0.0123	0.0167
	[0.0733]	[0.0733]	[0.110]	[0.110]	[0.107]	[0.107]	[0.0768]	[0.0768]	[0.0899]	[0.0900]	[0.107]	[0.107]	[0.128]	[0.128]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.0135	0.0163	-0.379	-0.372	0.0685	0.0678	0.0117	0.0146	-0.0175	-0.0158	0.00610	0.00499	0.201	0.200
	[0.135]	[0.135]	[0.403]	[0.403]	[0.164]	[0.164]	[0.141]	[0.142]	[0.0796]	[0.0797]	[0.218]	[0.218]	[0.131]	[0.131]
Voted in 2006 Primary Election (1=Yes, 0=No)	-0.00218	-0.00408	0.0469	0.0427	-0.100	-0.0998	-0.00320	-0.00511	0.0718	0.0730		0.160	-0.0186	-0.0177
	[0.0714]	[0.0713]	[0.0870]	[0.0868]	[0.123]	[0.123]	[0.0747]	[0.0746]	[0.0855]	[0.0855]		[0.126]	[0.141]	[0.141]
Voted in 2008 Primary Election (1=Yes, 0=No)	0.134	0.133	0.952***	0.913**	0.0113	0.0115	0.120	0.119	0.0636	0.0592	0.0148	0.00940	0.283*	0.284*
	[0.0888]	[0.0889]	[0.360]	[0.362]	[0.113]	[0.113]	[0.0954]	[0.0954]	[0.0778]	[0.0778]	[0.128]	[0.128]	[0.161]	[0.160]
Voted in 2010 Primary Election (1=Yes, 0=No)	0.197***	0.197***	0.102	0.105	0.237**	0.236*	0.196***	0.197***	-0.0269	-0.0255	0.0429	0.0457	0.0559	0.0588
	[0.0738]	[0.0738]	[0.0943]	[0.0944]	[0.120]	[0.120]	[0.0772]	[0.0773]	[0.0805]	[0.0806]	[0.132]	[0.132]	[0.136]	[0.136]
Voted in 2012 Primary Election (1=Yes, 0=No)	0.0773	0.0801	0.00244	0.00797	0.257**	0.256**	0.0786	0.0815	-0.681	-0.685	0.0230	0.0275	0.120	0.117
	[0.0759]	[0.0759]	[0.0938]	[0.0939]	[0.129]	[0.130]	[0.0795]	[0.0795]	[0.792]	[0.808]	[0.103]	[0.103]	[0.139]	[0.139]
Voted in 2014 Primary Election (1=Yes, 0=No)	0.0622	0.0588	-0.0200	-0.0261	0.167	0.167	0.0625	0.0591	-0.00726	0.00242	-0.0905	-0.0902	0.270*	0.273**
	[0.0746]	[0.0746]	[0.0963]	[0.0964]	[0.121]	[0.121]	[0.0781]	[0.0782]	[0.992]	[0.999]	[0.109]	[0.109]	[0.139]	[0.138]
Voted in 2015 Primary Election (1=Yes, 0=No)	0.187**	0.185**	0.237**	0.231**	0.169	0.170	0.187**	0.184**	0.181*	0.180*	0.268***	0.270***		
	[0.0784]	[0.0784]	[0.0971]	[0.0970]	[0.133]	[0.133]	[0.0822]	[0.0821]	[0.0987]	[0.0988]	[0.0968]	[0.0967]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	0.0162	0.0130	0.374	0.368			0.0200	0.0167	-0.00272	-0.00706		0.177	-1.328**	-1.320**
	[0.156]	[0.156]	[0.410]	[0.410]			[0.164]	[0.164]	[0.108]	[0.108]		[0.247]	[0.622]	[0.632]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	-0.0421	-0.0383	-0.819**	-0.775**	0.0723	0.0732	-0.0151	-0.0114	0.174**	0.175**	-0.201	-0.204	-0.509***	-0.504***
	[0.104]	[0.104]	[0.358]	[0.360]	[0.172]	[0.172]	[0.116]	[0.116]	[0.0796]	[0.0796]	[0.142]	[0.141]	[0.180]	[0.180]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	0.659	0.658	0.671	0.667	-0.00412	-0.00493	0.675	0.674	0.0217	0.0207	0.382	0.379		
	[0.588]	[0.599]	[0.556]	[0.567]	[0.175]	[0.175]	[0.616]	[0.628]	[0.0807]	[0.0808]	[0.874]	[0.858]		
Date of Survey: Nov 21, 2015					0.0709									
					[0.180]									
Date of Survey: Nov 03, 2015						-0.0727								
						[0.180]								
Constant	4.238***	4.238***	4.184***	4.186***	4.047***	4.119***	4.217***	4.217***	4.292***	4.290***	4.371***	4.376***	4.392***	4.383***
	[0.0720]	[0.0721]	[0.0948]	[0.0949]	[0.101]	[0.154]	[0.0832]	[0.0835]	[0.101]	[0.102]	[0.109]	[0.109]	[0.161]	[0.162]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.125	0.13	0.15	0.15	0.13	0.13	0.12	0.12	0.10	0.10	0.12	0.12	0.16	0.16
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	4.443	4.441	4.558	4.558	4.270	4.270	4.373	4.371	4.510	4.508	4.475	4.473	4.488	4.485

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

Table A70: Regression Estimates of the Effect of Noun Wording on Survey Response to Question 10 (Importance)

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=Voting)	0.0256	0.0253	0.0518	0.0513	-0.0148	-0.0148	0.0145	0.0145	-0.0474	-0.0471	0.117	0.116	0.0759	0.0749
	[0.0451]	[0.0451]	[0.0566]	[0.0567]	[0.0766]	[0.0766]	[0.0703]	[0.0704]	[0.0866]	[0.0868]	[0.102]	[0.102]	[0.130]	[0.130]
SSI Subsample (1=SSI, 0=YouGov)	0.360***	0.359***					0.365***	0.364***	0.388***	0.392***	0.322**	0.317**	0.360*	0.357*
	[0.0620]	[0.0621]					[0.0942]	[0.0943]	[0.128]	[0.128]	[0.132]	[0.132]	[0.189]	[0.188]
State: Louisiana	0.0549	0.0592	-0.152	-0.146										
	[0.167]	[0.167]	[0.231]	[0.231]										
State: Mississippi	0.342**	0.345**	0.127	0.127	0.574**	0.576**								
	[0.170]	[0.170]	[0.228]	[0.228]	[0.276]	[0.276]								
State: Texas (Houston only)	0.0280	0.0328			0.171	0.172								
	[0.228]	[0.228]			[0.395]	[0.394]								
Date of Survey: Nov 01, 2015	0.144	0.146*	0.205*	0.210**	-0.0654	-0.173	0.144	0.146*			-0.129	-0.123	0.155	0.153
	[0.0885]	[0.0887]	[0.106]	[0.107]	[0.183]	[0.196]	[0.0884]	[0.0886]			[0.139]	[0.139]	[0.195]	[0.195]
Date of Survey: Nov 02, 2015	0.0563	0.0580	-0.156	-0.153	0.143	-0.0670	0.0562	0.0579			-0.237*	-0.229*	-0.0299	-0.0311
	[0.0879]	[0.0879]	[0.136]	[0.136]	[0.129]	[0.187]	[0.0881]	[0.0882]			[0.124]	[0.124]	[0.144]	[0.144]
Date of Survey: Nov 19, 2015	-0.0775	-0.0800	-0.159	-0.161	0.220	0.114			-0.0791	-0.0815				
	[0.103]	[0.103]	[0.121]	[0.121]	[0.231]	[0.226]			[0.104]	[0.104]				
Date of Survey: Nov 20, 2015		-0.0905	0.121	0.117	-0.0705	-0.283				-0.101				
		[0.115]	[0.163]	[0.164]	[0.189]	[0.180]				[0.116]				
Gender: Male	-0.166**	-0.167**	-0.193**	-0.195**	-0.107	-0.108	-0.164**	-0.166**	-0.118	-0.122	-0.214*	-0.221*	-0.0402	-0.0466
	[0.0777]	[0.0777]	[0.0971]	[0.0973]	[0.135]	[0.135]	[0.0780]	[0.0780]	[0.0927]	[0.0927]	[0.115]	[0.115]	[0.133]	[0.133]
Gender: Unknown	-0.700	-0.702			-0.423	-0.418					-0.666	-0.667		
	[0.474]	[0.475]			[0.520]	[0.521]					[0.479]	[0.480]		
Race: Black	0.422**	0.423**	0.496**	0.489**	0.300	0.301	0.423**	0.424**	0.661***	0.650***	0.129		0.370**	0.374**
	[0.177]	[0.176]	[0.245]	[0.244]	[0.267]	[0.267]	[0.176]	[0.176]	[0.131]	[0.131]	[0.128]		[0.181]	[0.181]
Race: Hispanic	0.241	0.204	0.831	0.780	-1.373	-1.371	0.245	0.207	1.498***	1.505***	0.930	0.934	0.275	0.268
	[0.617]	[0.614]	[0.690]	[0.687]	[1.325]	[1.320]	[0.616]	[0.614]	[0.455]	[0.454]	[0.716]	[0.730]	[0.255]	[0.256]
Race: Other	-0.131	-0.131	-0.00381	-0.00716	-0.328	-0.327	-0.130	-0.130		-0.105	-0.227	-0.242	0.0664	0.0682
	[0.208]	[0.208]	[0.267]	[0.267]	[0.337]	[0.337]	[0.208]	[0.208]		[0.249]	[0.263]	[0.265]	[0.242]	[0.242]
Days Before Election Day	0.0414	0.0411	0.000188	0.000522	0.114	0.00816	0.0418	0.0415	-0.0485	-0.0473	-0.0466	-0.0449	-0.0285	-0.0264
	[0.0378]	[0.0378]	[0.0483]	[0.0483]	[0.0754]	[0.102]	[0.0381]	[0.0381]	[0.0475]	[0.0476]	[0.0507]	[0.0508]	[0.0706]	[0.0706]
Voted in 2004 General Election (1=Yes, 0=No)	0.101	0.102	0.121	0.125	0.0393	0.0375	0.102	0.103	0.280**	0.274*	-0.117	-0.117	-0.00199	0.00341
	[0.113]	[0.113]	[0.170]	[0.170]	[0.160]	[0.160]	[0.114]	[0.114]	[0.141]	[0.141]	[0.130]	[0.130]	[0.203]	[0.203]
Voted in 2006 General Election (1=Yes, 0=No)	-0.141	-0.141	-0.214	-0.215	-0.0775	-0.0762	-0.141	-0.141	-0.129	-0.131	-0.161	-0.161		
	[0.118]	[0.118]	[0.164]	[0.164]	[0.177]	[0.177]	[0.118]	[0.118]	[0.133]	[0.133]	[0.150]	[0.150]		
Voted in 2008 General Election (1=Yes, 0=No)	-0.206*	-0.206*	-0.0738	-0.0733	-0.356**	-0.354**	-0.206*	-0.206*	0.0823	0.0888	-0.122	-0.118	0.0687	0.0632
	[0.118]	[0.118]	[0.181]	[0.181]	[0.164]	[0.164]	[0.117]	[0.118]	[0.145]	[0.145]	[0.147]	[0.147]	[0.238]	[0.238]
Voted in 2010 General Election (1=Yes, 0=No)	0.125	0.120	0.0585	0.0496	0.147	0.145	0.125	0.120	-0.226		-0.0482	-0.0478		0.127
	[0.110]	[0.110]	[0.149]	[0.149]	[0.167]	[0.167]	[0.109]	[0.110]	[0.139]		[0.144]	[0.144]		[0.217]
Voted in 2012 General Election (1=Yes, 0=No)	-0.0356	-0.0303	-0.180	-0.171	0.120	0.122	-0.0370	-0.0318	0.208	0.205	0.157	0.143	0.0637	
	[0.106]	[0.107]	[0.164]	[0.164]	[0.155]	[0.155]	[0.107]	[0.107]	[0.140]	[0.141]	[0.143]	[0.143]	[0.198]	
Voted in 2014 General Election (1=Yes, 0=No)	-0.0876	-0.0889	-0.119	-0.124	-0.0312	-0.0314	-0.0873	-0.0886	-0.350**	-0.354**	-0.325**	-0.325**	-0.218	-0.226
	[0.107]	[0.107]	[0.165]	[0.165]	[0.152]	[0.152]	[0.107]	[0.107]	[0.138]	[0.138]	[0.160]	[0.160]	[0.188]	[0.189]
Voted in 2004 Primary Election (1=Yes, 0=No)	0.00694	0.00244	0.551	0.520	-0.126	-0.127	0.00579	0.00132	-0.115	-0.112	-0.0958	-0.103	0.00441	0.00964
	[0.196]	[0.197]	[0.605]	[0.606]	[0.234]	[0.234]	[0.196]	[0.196]	[0.122]	[0.122]	[0.326]	[0.327]	[0.194]	[0.193]
Voted in 2006 Primary Election (1=Yes, 0=No)	0.129	0.130	0.0384	0.0398	0.322*	0.322*	0.129	0.129	-0.00301	-0.00524		-0.261	-0.162	-0.174
	[0.104]	[0.104]	[0.130]	[0.130]	[0.175]	[0.175]	[0.104]	[0.104]	[0.131]	[0.131]		[0.189]	[0.208]	[0.208]
Voted in 2008 Primary Election (1=Yes, 0=No)	-0.287**	-0.287**	-1.440***	-1.439***	-0.173	-0.174	-0.289**	-0.289**	-0.176	-0.173	-0.154	-0.152	-0.0209	-0.0230
	[0.129]	[0.129]	[0.540]	[0.543]	[0.161]	[0.161]	[0.132]	[0.132]	[0.119]	[0.119]	[0.192]	[0.192]	[0.237]	[0.237]
Voted in 2010 Primary Election (1=Yes, 0=No)	-0.0877	-0.0848	-0.0333	-0.0286	-0.0869	-0.0871	-0.0882	-0.0853	0.127	0.123	-0.203	-0.208	-0.346*	-0.347*
	[0.107]	[0.107]	[0.141]	[0.142]	[0.171]	[0.171]	[0.107]	[0.107]	[0.124]	[0.124]	[0.197]	[0.197]	[0.201]	[0.201]
Voted in 2012 Primary Election (1=Yes, 0=No)	-0.134	-0.142	-0.0324	-0.0465	-0.300	-0.300	-0.134	-0.142	1.070	1.082	0.213	0.214	-0.318	-0.312
	[0.110]	[0.110]	[0.141]	[0.141]	[0.184]	[0.184]	[0.110]	[0.110]	[1.215]	[1.241]	[0.154]	[0.155]	[0.205]	[0.204]
Voted in 2014 Primary Election (1=Yes, 0=No)	-0.0569	-0.0531	0.0926	0.0984	-0.236	-0.236	-0.0561	-0.0524	-1.438	-1.453	-0.131	-0.128	-0.233	-0.233
	[0.109]	[0.109]	[0.144]	[0.145]	[0.172]	[0.172]	[0.108]	[0.109]	[1.522]	[1.533]	[0.162]	[0.163]	[0.204]	[0.204]
Voted in 2015 Primary Election (1=Yes, 0=No)	-0.267**	-0.263**	-0.282*	-0.274*	-0.272	-0.273	-0.266**	-0.262**	-0.359**	-0.359**	-0.129	-0.124		
	[0.114]	[0.114]	[0.146]	[0.146]	[0.189]	[0.189]	[0.114]	[0.114]	[0.151]	[0.152]	[0.145]	[0.145]		
Voted in 2004 Pres. Primary Election (1=Yes, 0=No)	-0.228	-0.218	-0.746	-0.710			-0.227	-0.218	0.0499	0.0603		-0.0269	0.660	0.660
	[0.227]	[0.228]	[0.614]	[0.615]			[0.227]	[0.227]	[0.166]	[0.166]		[0.369]	[0.916]	[0.933]
Voted in 2008 Pres. Primary Election (1=Yes, 0=No)	0.339**	0.337**	1.450***	1.447***	-0.0424	-0.0437	0.344**	0.342**	-0.242**	-0.241**	0.0560	0.0505	0.479*	0.473*
	[0.151]	[0.151]	[0.538]	[0.541]	[0.245]	[0.245]	[0.161]	[0.162]	[0.122]	[0.122]	[0.212]	[0.212]	[0.266]	[0.266]
Voted in 2012 Pres. Primary Election (1=Yes, 0=No)	-0.764	-0.767	-0.611	-0.616	0.0303	0.0297	-0.767	-0.770	-0.210*	-0.206*	-0.733	-0.712		
	[0.855]	[0.872]	[0.834]	[0.851]	[0.249]	[0.249]	[0.854]	[0.872]	[0.124]	[0.124]	[1.307]	[1.285]		
Date of Survey: Nov 21, 2015					0.315									
					[0.256]									
Date of Survey: Nov 03, 2015						-0.317								
						[0.256]								
Constant	2.244***	2.243***	2.343***	2.340***	2.531***	2.847***	2.246***	2.245***	2.328***	2.330***	2.558***	2.561***	2.243***	2.248***
	[0.105]	[0.105]	[0.142]	[0.142]	[0.144]	[0.219]	[0.115]	[0.116]	[0.155]	[0.156]	[0.162]	[0.163]	[0.238]	[0.239]
Observations	3,033	3,033	1,823	1,823	1,210	1,210	1,231	1,231	820	820	612	612	370	370
R-squared	0.131	0.13	0.13	0.13	0.13	0.13	0.10	0.10	0.15	0.15	0.15	0.15	0.17	0.17
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	2.140	2.143	1.966	1.966	2.402	2.402	2.180	2.183	2.100	2.103	2.120	2.125	2.121	2.123

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

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