

City	Pair	Treatment	Turnout		Newspaper
			Baseline	Outcome	
Saginaw	1	0	17	16	Sioux City Journal
Sioux City	1	1	21	22	
Battle Creek	2	0	13	14	
Midland	2	1	12	7	Midland Daily News
Oxford	3	0	26	23	
Lowell	3	1	25	27	Lowell Sun
Yakima	4	0	48	58	
Richland	4	1	41	61	Tri-City Herald

Table 1: Design and outcomes in the Newspapers Experiment. The Treatment column shows treatment with the newspaper ads as 1 and lack of treatment as 0. Panagopoulos (2006) provides more detail on the design of the experiment.