

Table 1: Experimental Summary Statistics by Group and Condition

	<i>Strong Republicans × Control</i>	<i>Republicans × Control</i>	<i>Moderates × Control</i>	<i>Democrats × Control</i>	<i>Strong Democrats × Control</i>	<i>Strong Republicans × Treatment 1</i>	<i>Republicans × Treatment 1</i>	<i>Moderates × Treatment 1</i>	<i>Democrats × Treatment 1</i>	<i>Strong Democrats × Treatment 1</i>
Clicked Feed Banner	5,166,764	4,279,610	4,111,126	3,457,227	2,581,385	2,339,627	1,986,794	1,421,686	948,097	572,081
Consented to Participate	5,007,982	4,267,887	3,966,220	3,438,182	2,551,639	2,327,291	1,868,736	1,305,251	759,294	530,285
Completed Baseline Survey	4,698,428	4,255,775	3,960,140	3,313,791	2,512,126	2,301,564	1,825,599	1,250,114	717,049	523,797
Completed Midline Survey	4,688,041	4,197,751	3,735,506	3,228,105	2,467,655	2,211,733	1,769,902	1,182,840	700,568	275,002
Completed Endline Survey	4,653,756	4,173,882	3,516,074	3,161,525	2,463,402	2,036,314	1,705,050	1,112,065	671,229	39,529
Completed Post-Endline Survey	4,504,567	4,141,866	3,500,758	2,700,628	2,372,528	2,014,681	1,465,497	1,013,929	615,162	39,529
Attrition Rates	12.816%	3.219%	14.847%	21.885%	8.091%	13.889%	26.238%	28.681%	35.116%	93.090%