

Online Appendix for “Awakened: How Campaign Mobilization Reshapes Political Engagement”

Anonymized Author(s) *Anonymized Institution*
February 18, 2020

List of Figures

A1 Demographic Comparison of Battleground and Spectator States:	
Distribution of key demographics taken from the US Census in nine battleground states and forty-one spectator states.	2
A2 Heterogeneous Treatment Effects Expanded: A causal tree estimating heterogeneous treatment effects of 2012 battleground status on change in political interest (2010-2014).	10

List of Tables

A1 CCES Measures of Political Interest: Descriptive statistics for interest in politics from the CCES panel for each wave as well as change in interest between 2010 and 2014. All statistics are weighted using CCES provided weights.	3
A2 Treatment Indicators (2012): Descriptive statistics for battleground status in 2012, Obama prioritization in 2012, Romney effort in 2012, number of field offices, field offices per 100,000 persons, Obama field offices per 100,000 persons, and Romney field offices per 100,000 persons.	3
A3 CCES Measures of Ordinal Controls (2010): Descriptive statistics for ordinal controls from the CCES panel for 2010 wave. All statistics are weighted using CCES provided weights.	4

A4	CCES Distribution by Gender (2010): Weighted percent in each recorded gender category in 2010.	4
A5	CCES Distribution by Born-Again (2010): Weighted percent identifying as Born-Again Christian in 2010.	4
A6	CCES Distribution by Race (2010): Weighted percent in each racial category in 2010.	5
A7	CCES Distribution by Marital Status (2010): Weighted percent in each marital status category in 2010.	5
A8	CCES Distribution by Immigrant Status (2010): Weighted percent in each immigrant status category in 2010.	6
A9	CCES Distribution by Union Status (2010): Weighted percent in each union status category in 2010.	6
A10	Drop One Test of Robustness to Control Selection: Coefficient estimate and p-value of regression of change in interest on 2012 battleground status and controls, systematically excluding one control from the regression at a time to test for the importance of individual level control selection.	7
A11	Primary Analysis Expanded: Association between battleground status and change in political interest with standard individual controls; with and without 2008 election results; with and without controlling for pre-treatment interest in politics. Including coefficient estimates of all covariates.	8
A12	Placebo and Comparison: Association between battleground status and political interest in 2010 (placebo year). Association between battleground status and political interest in 2014 (post-treatment). Association between education and political interest in 2014 (magnitude comparison).	9

A13 Field Offices and Interest Expanded: Association of field offices per 100,000 in a county with change in political interest; with individual and county level controls; with and without 2012 battleground status; with and without subsetting by battleground status. Including coefficient estimates of all covariates.	11
A14 Comparing Obama and Romney’s Campaigns: Association of Obama prioritization, Romney effort, Obama field offices, and Romney field offices with change in political interest; with and without controlling for battleground status.	12
A15 Epiphenomenal Interest I: Association between battleground status and change in political interest controlling for voting behavior.	13
A16 Epiphenomenal Interest II: Association between battleground status and change in political interest controlling for voting behavior and additional political participation.	14
A17 Social Desirability Bias: Association between battleground status and change in political interest controlling for propensity to over report voting behavior.	15
A18 Association with Political Knowledge, PCA Aggregation: Association between battleground status, field offices per capita, and field offices of each party, respectively, with aggregated political knowledge. Political knowledge is a combination of 6 measures, aggregated using principal component analysis.	16
A19 Association with Political Knowledge, Simple Aggregation: Association between battleground status, field offices per capita, and field offices of each party, respectively, with aggregated political knowledge. Political knowledge is the simple average of 6 measures.	17

A20 Controlling for 2014 Campaign Contact:	Association between battleground status and change in political interest with standard individual controls and 2008 election results, controlling for 2014 campaign contact.	18
A21 Controlling for Change in Campaign Contact:	Association between battleground status and change in political interest with standard individual controls and 2008 election results, controlling for change in campaign contact between 2010 and 2014.	19
A22 Controlling for Context:	Association between battleground status and change in political interest, controlling for whether respondent moved states or counties in between 2012 and 2014.	20
A23 The 2016 Election, PCA Aggregation:	Association between 2012 battleground status and interest in politics with standard individual controls, 2008 election results, and 2016 battleground status, both measured subjectively by respondents and via media assessment. Interest in politics is the first component of a PCA of either 7 measures of political interest or 21 measures of political interest and news interest.	21
A24 The 2016 Election, Scaled Average Aggregation:	Association between 2012 battleground status and interest in politics with standard individual controls, 2008 election results, and 2016 battleground status, both measured subjectively by respondents and via media assessment. Interest in politics is the average of either 7 standardized measures of general political interest or 21 standardized measures of general political interest and news interest.	22

Figure A1: **Demographic Comparison of Battleground and Spectator States:** Distribution of key demographics taken from the US Census in nine battleground states and forty-one spectator states. Battleground states are represented in light gray and spectator states are represented in dark gray.

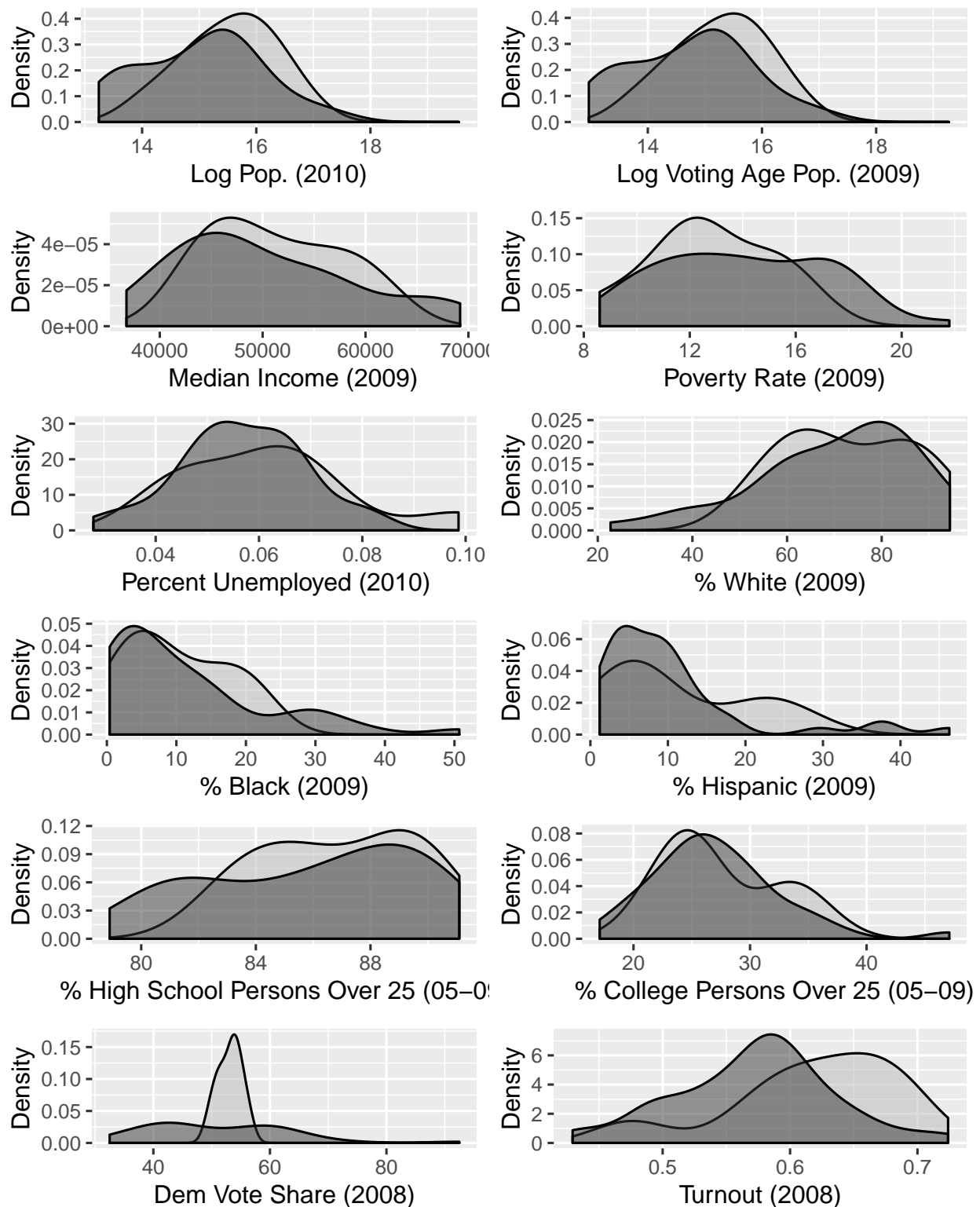


Table A1: **CCES Measures of Political Interest:** Descriptive statistics for interest in politics from the CCES panel for each wave as well as change in interest between 2010 and 2014. All statistics are weighted using CCES provided weights.

	Mean	SD	Min	1Q	Med.	3Q	Max	N
Interest in 2010	2.36	0.89	0	2	3	3	3	9335
Interest in 2012	2.35	0.89	0	2	3	3	3	9356
Interest in 2014	2.33	0.91	0	2	3	3	3	9358
Change in Interest	-0.03	0.65	-3	0	0	0	3	9240

Table A2: **Treatment Indicators (2012):** Descriptive statistics for battleground status in 2012, Obama prioritization in 2012, Romney effort in 2012, number of field offices, field offices per 100,000 persons, Obama field offices per 100,000 persons, and Romney field offices per 100,000 persons.

	Mean	SD	Min	1Q	Med.	3Q	Max	N
Battleground	0.24	0.42	0	0	0	0	1	9500
Obama Priority	0.26	0.36	0	0	0	0.67	1	9500
Romney Effort	0.17	0.27	0	0	0	0.29	1	9500
# Field Offices	2.17	3.94	0	0	1	2	27	9500
Offices Per 100K	0.52	0.95	0	0	0.04	0.86	10.33	9500
Obama Offices	0.37	0.77	0	0	0.03	0.52	10.33	9500
Romney Offices	0.15	0.32	0	0	0	0.21	5.13	9500

Table A3: **CCES Measures of Ordinal Controls (2010)**: Descriptive statistics for ordinal controls from the CCES panel for 2010 wave. All statistics are weighted using CCES provided weights.

	Mean	SD	Min	1Q	Med.	3Q	Max	N
Income	8.22	3.91	1	6	8	11	15	9500
Education	3.34	1.46	1	2	3	5	6	9500
Party ID	3.88	2.18	1	2	4	6	7	9472
Age	48.13	16.15	18	35	50	61	91	9500

Table A4: **CCES Distribution by Gender (2010)**: Weighted percent in each recorded gender category in 2010.

	Weighted N	Weighted Percent
Male	4557	48%
Female	4943	52%

Table A5: **CCES Distribution by Born-Again (2010)**: Weighted percent identifying as Born-Again Christian in 2010.

	Weighted N	Weighted Percent
Not Born-Again Christian	6194	65.2%
Born-Again Christian	3305	34.8%

Table A6: **CCES Distribution by Race (2010)**: Weighted percent in each racial category in 2010.

	Weighted N	Weighted Percent
White	7104	74.8%
Black	1122	11.8%
Hispanic	644	6.8%
Asian	194	2%
Native American	58	0.6%
Mixed	136	1.4%
Other	236	2.5%
Middle Eastern	7	0.1%

Table A7: **CCES Distribution by Marital Status (2010)**: Weighted percent in each marital status category in 2010.

	Weighted N	Weighted Percent
Married	5247	55.2%
Separated	168	1.8%
Divorced	963	10.1%
Widowed	354	3.7%
Single	2449	25.8%
Domestic partnership	318	3.3%

Table A8: **CCES Distribution by Immigrant Status (2010):** Weighted percent in each immigrant status category in 2010.

	Weighted N	Weighted Percent
Immigrant citizen	466	4.9%
Immigrant non-citizen	182	1.9%
First generation	783	8.3%
Second generation	2015	21.3%
Third generation	6025	63.6%

Table A9: **CCES Distribution by Union Status (2010):** Weighted percent in each union status category in 2010.

	Weighted N	Weighted Percent
Current union member	670	7.1%
Former union member	1954	20.6%
Never a union member	6869	72.4%

Table A10: **Drop One Test of Robustness to Control Selection:** Coefficient estimate and p-value of regression of change in interest on 2012 battleground status and controls, systematically excluding one control from the regression at a time to test for the importance of individual level control selection.

Excluded Control	Battleground Coef.	P-Value of Battleground Coef.
None Exluded	0.0737	0.0219
Income	0.0727	0.0215
Education	0.0729	0.0237
Gender	0.0717	0.0284
Party ID	0.0697	0.0335
Age	0.0731	0.0208
Race	0.0742	0.0148
Born Again Christian	0.0709	0.0306
Marital Status	0.0766	0.0164
Immigration Status	0.0727	0.0275
Union Status	0.0726	0.0263

Table A11: **Primary Analysis Expanded:** Association between battleground status and change in political interest with standard individual controls; with and without 2008 election results; with and without controlling for pre-treatment interest in politics. Including coefficient estimates of all covariates.

	Change in Political Interest Between 2010 and 2014			
	(1)	(2)	(3)	(4)
Battleground 2012	0.074** (0.032)	0.095** (0.042)	0.070*** (0.027)	0.186 (0.117)
Interest 2010			-0.304*** (0.022)	-0.293*** (0.026)
Income	0.005 (0.005)	0.006 (0.005)	0.012** (0.005)	0.013** (0.005)
Education	-0.012 (0.012)	-0.012 (0.012)	0.017 (0.011)	0.017 (0.011)
Female	-0.086** (0.042)	-0.085** (0.042)	-0.209*** (0.035)	-0.211*** (0.035)
Party ID	-0.003 (0.009)	-0.003 (0.009)	0.001 (0.008)	0.002 (0.008)
Age	-0.002 (0.002)	-0.002 (0.002)	0.001 (0.001)	0.001 (0.001)
Black	-0.104 (0.075)	-0.097 (0.075)	-0.156** (0.077)	-0.153* (0.078)
Hispanic	-0.035 (0.091)	-0.025 (0.092)	-0.077 (0.089)	-0.078 (0.088)
Asian	0.049 (0.168)	0.051 (0.163)	-0.062 (0.137)	-0.060 (0.137)
Native American	-0.055 (0.063)	-0.059 (0.065)	-0.055 (0.072)	-0.055 (0.073)
Mixed	-0.304* (0.157)	-0.309** (0.156)	-0.347** (0.149)	-0.354** (0.151)
Other	-0.014 (0.149)	-0.011 (0.152)	-0.010 (0.121)	-0.007 (0.123)
Middle Eastern	-0.038 (0.120)	-0.036 (0.118)	0.112 (0.082)	0.107 (0.082)
Born-again	0.056 (0.039)	0.050 (0.040)	0.092** (0.037)	0.091** (0.037)
Separated	0.188** (0.094)	0.189** (0.091)	0.068 (0.087)	0.065 (0.088)
Divorced	0.058 (0.061)	0.058 (0.061)	0.010 (0.051)	0.010 (0.051)
Widowed	0.004 (0.065)	0.007 (0.065)	0.046 (0.065)	0.048 (0.064)
Single	0.021 (0.054)	0.023 (0.054)	0.034 (0.051)	0.033 (0.051)
Partnered	0.180** (0.086)	0.184** (0.086)	0.133* (0.073)	0.127* (0.073)
Immigrant non-citizen	-0.317** (0.157)	-0.323** (0.156)	-0.234* (0.141)	-0.236* (0.142)
First generation	-0.094 (0.137)	-0.094 (0.137)	-0.009 (0.119)	-0.012 (0.119)
Second generation	-0.168 (0.117)	-0.174 (0.118)	-0.066 (0.105)	-0.068 (0.105)
Third generation	-0.148 (0.114)	-0.162 (0.115)	-0.064 (0.097)	-0.068 (0.098)
Former union	0.058 (0.064)	0.055 (0.064)	0.048 (0.059)	0.049 (0.059)
Never union	0.136** (0.065)	0.129** (0.064)	0.074 (0.055)	0.075 (0.054)
Dem. share 2008		-0.037 (0.036)		
Rep. share 2008		-0.032 (0.035)		
Turnout 2008		0.206 (0.241)		
Competitiveness 2008		0.002 (0.002)		
Battleground:Interest 2010				-0.049 (0.041)
Constant	0.123 (0.161)	3.354 (3.541)	0.522*** (0.145)	0.498*** (0.154)
DF	9347	9345	9346	9345

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A12: **Placebo and Comparison:** Association between battleground status and political interest in 2010 (placebo year). Association between battleground status and political interest in 2014 (post-treatment). Association between education and political interest in 2014 (magnitude comparison).

	Placebo: Interest 2010 (1)	Interest 2014 (2)	Interest 2014 (3)
Battleground 2012	0.0005 (0.043)	0.085** (0.038)	
Education 2010			0.089*** (0.017)
Constant	2.364*** (0.027)	2.313*** (0.027)	2.033*** (0.068)
DF	9455	9461	9461

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

Figure A2: Heterogeneous Treatment Effects Expanded: A causal tree estimating heterogeneous treatment effects of 2012 battleground status on change in political interest (2010-2014). Each oval contains the size of the effect for the indicated subgroup and the percent of the weighted population in that subgroup. All individual-level demographic covariates were included in the identification of appropriate segmentation of the population. The first cut indicates that for those with at least a 2-year degree ("Education ≥ 3 "), the estimated effect size is -0.015, for those without a college degree ("Education < 3 ") the effect size is 0.22. Age ranges from 18 to 91. Party ranges from 1 to 7, with 1 being strong Democrat and 7 being strong Republican. Income buckets range from 1 to 15. "Former.Union = 1" indicates someone who is a former member of a labor union. "Born.Again = 0" indicates someone who does not identify as Born-Again Christian. Uses minimum weighted sub-population size of 150 out of 9500 and 20-fold cross validation for this analysis.

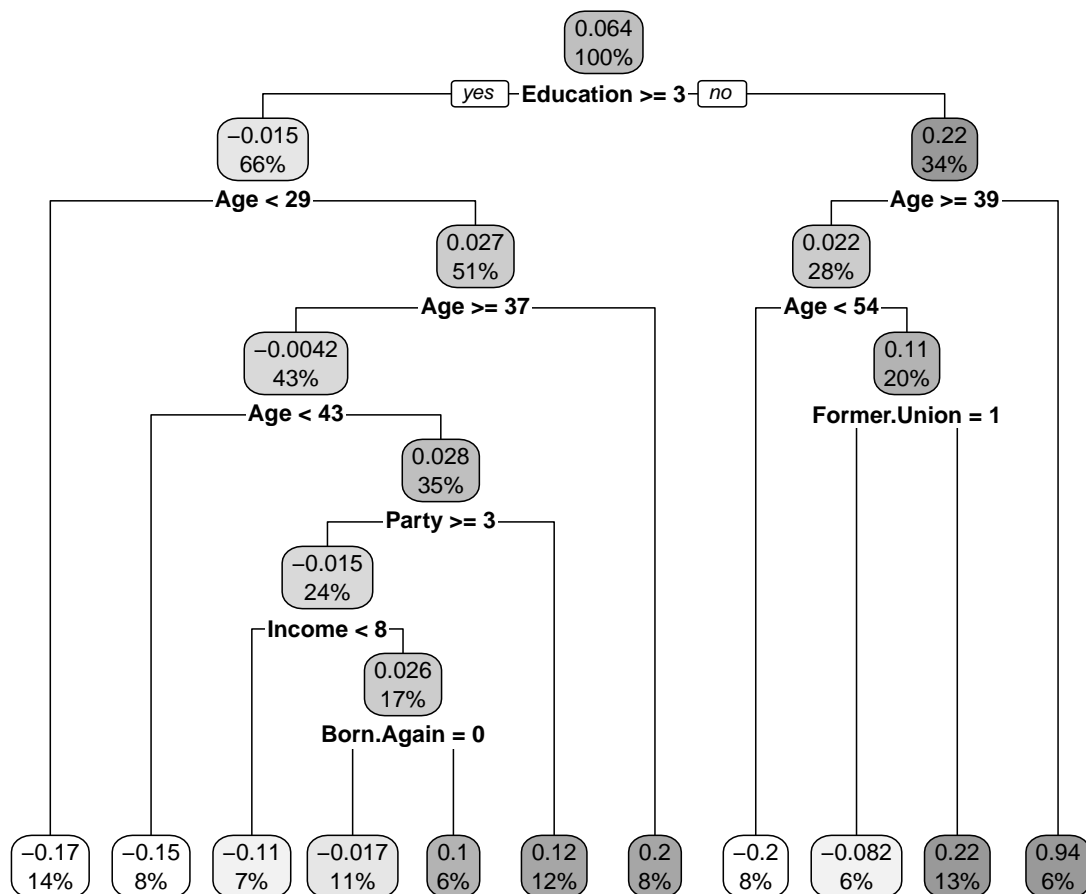


Table A13: **Field Offices and Interest Expanded:** Association of field offices per 100,000 in a county with change in political interest; with individual and county level controls; with and without 2012 battleground status; with and without subsetting by battleground status. Including coefficient estimates of all covariates.

	Change in Political Interest Between 2010 and 2014			
	(1)	(2)	(3)	(4)
2012 field offices	0.059*** (0.017)	0.058*** (0.021)	0.072*** (0.021)	0.085* (0.048)
Battleground 2012		0.004 (0.055)		
Income	0.005 (0.006)	0.005 (0.006)	0.010 (0.009)	0.004 (0.006)
Education	-0.014 (0.013)	-0.014 (0.013)	-0.055** (0.022)	0.001 (0.015)
Female	-0.083** (0.035)	-0.083** (0.035)	-0.036 (0.056)	-0.097** (0.041)
Party ID	-0.004 (0.008)	-0.004 (0.008)	0.002 (0.012)	-0.006 (0.010)
Age	-0.002 (0.001)	-0.002 (0.001)	-0.003 (0.003)	-0.002 (0.002)
Black	-0.097 (0.068)	-0.097 (0.067)	-0.095 (0.089)	-0.078 (0.080)
Hispanic	-0.036 (0.097)	-0.037 (0.097)	0.042 (0.194)	-0.069 (0.105)
Asian	0.077 (0.169)	0.076 (0.169)	-0.270 (0.289)	0.175 (0.192)
Native American	-0.010 (0.061)	-0.010 (0.061)	-0.027 (0.090)	0.019 (0.067)
Mixed	-0.314** (0.155)	-0.314** (0.156)	-0.233* (0.127)	-0.380* (0.211)
Other	-0.026 (0.118)	-0.026 (0.118)	0.096 (0.078)	-0.027 (0.140)
Middle Eastern	0.032 (0.125)	0.032 (0.125)	0.194 (0.249)	-0.008 (0.124)
Born-again	0.054 (0.037)	0.055 (0.037)	0.022 (0.066)	0.061 (0.043)
Separated	0.178** (0.088)	0.178** (0.088)	0.074 (0.081)	0.274** (0.123)
Divorced	0.050 (0.052)	0.050 (0.052)	-0.046 (0.069)	0.095 (0.064)
Widowed	-0.011 (0.063)	-0.011 (0.063)	-0.148 (0.107)	0.031 (0.076)
Single	0.011 (0.056)	0.011 (0.056)	0.035 (0.090)	0.003 (0.066)
Partnered	0.180** (0.089)	0.180** (0.089)	0.249* (0.143)	0.140 (0.106)
Non-citizen	-0.281 (0.178)	-0.281 (0.178)	0.090 (0.307)	-0.364* (0.190)
First gen.	-0.069 (0.141)	-0.069 (0.141)	0.173 (0.220)	-0.138 (0.158)
Second gen.	-0.133 (0.125)	-0.133 (0.125)	0.078 (0.171)	-0.187 (0.144)
Third gen.	-0.114 (0.122)	-0.114 (0.122)	0.135 (0.163)	-0.176 (0.141)
Former union	0.055 (0.064)	0.055 (0.063)	-0.050 (0.114)	0.092 (0.074)
Never union	0.128** (0.060)	0.128** (0.060)	0.088 (0.116)	0.138** (0.070)
Log pop.	0.084 (0.575)	0.093 (0.585)	-0.115 (0.987)	0.743 (0.688)
Log VAP	-0.075 (0.575)	-0.085 (0.585)	0.074 (0.992)	-0.727 (0.689)
Dem. share	-0.006 (0.004)	-0.006 (0.004)	0.086 (0.098)	-0.004 (0.004)
Rep. share	-0.003 (0.004)	-0.003 (0.004)	0.092 (0.097)	-0.003 (0.004)
Turnout	-0.240 (0.348)	-0.243 (0.355)	-0.003 (0.861)	-0.391 (0.395)
Competitiveness 2008	0.001 (0.001)	0.001 (0.001)	-0.001 (0.002)	0.001 (0.001)
Per. white	0.003 (0.003)	0.003 (0.003)	0.006 (0.014)	0.004 (0.003)
Per. black	0.003 (0.003)	0.003 (0.003)	0.014 (0.015)	0.0005 (0.003)
Per. hispanic	0.003 (0.004)	0.003 (0.004)	0.013 (0.013)	0.001 (0.004)
Median income	-0.00001* (0.00000)	-0.00001* (0.00000)	-0.00000 (0.00001)	-0.00001 (0.00000)
Poverty rate	-0.017* (0.009)	-0.017* (0.009)	-0.001 (0.015)	-0.018* (0.011)
Per. unemployed	-0.018 (1.819)	-0.030 (1.831)	-1.305 (2.798)	0.302 (2.227)
Per. college	0.008** (0.004)	0.008* (0.004)	0.007 (0.006)	0.007 (0.005)
Per. high school	-0.010 (0.006)	-0.010 (0.006)	-0.003 (0.016)	-0.011 (0.007)
Constant	1.501* (0.850)	1.497* (0.855)	-8.632 (9.237)	1.272 (0.965)
DF	9335	9334	2266	7031
Sample	Full	Full	Battleground	Spectator

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the county level.

Weights are included to make the sample nationally representative

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A14: **Comparing Obama and Romney's Campaigns:** Association of Obama prioritization, Romney effort, Obama field offices, and Romney field offices with change in political interest; with and without controlling for battleground status.

	Change in Political Interest Between 2010 and 2014			
	(1)	(2)	(3)	(4)
Obama priority	0.301*** (0.116)	0.357*** (0.098)		
Romney effort	-0.259* (0.145)	-0.661*** (0.162)		
Battleground 2012		0.240*** (0.045)		0.007 (0.055)
Obama offices			0.068*** (0.023)	0.066*** (0.024)
Romney offices			0.034 (0.045)	0.031 (0.050)
Income	0.006 (0.005)	0.006 (0.005)	0.005 (0.006)	0.005 (0.006)
Education	-0.011 (0.012)	-0.012 (0.012)	-0.014 (0.013)	-0.014 (0.013)
Female	-0.087** (0.042)	-0.086** (0.042)	-0.083** (0.035)	-0.083** (0.035)
Party ID	-0.003 (0.009)	-0.002 (0.009)	-0.004 (0.008)	-0.004 (0.008)
Age	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.001)	-0.002 (0.001)
Black	-0.097 (0.074)	-0.091 (0.076)	-0.097 (0.068)	-0.097 (0.067)
Hispanic	-0.024 (0.094)	-0.026 (0.094)	-0.037 (0.096)	-0.037 (0.096)
Asian	0.056 (0.161)	0.055 (0.162)	0.076 (0.169)	0.076 (0.169)
Native american	-0.065 (0.065)	-0.076 (0.066)	-0.010 (0.061)	-0.011 (0.061)
Mixed	-0.307** (0.156)	-0.315** (0.155)	-0.312** (0.156)	-0.312** (0.156)
Other	-0.004 (0.150)	0.002 (0.148)	-0.026 (0.118)	-0.026 (0.118)
Middle Eastern	-0.031 (0.114)	-0.017 (0.128)	0.033 (0.125)	0.033 (0.125)
Born-again	0.047 (0.040)	0.048 (0.039)	0.054 (0.037)	0.055 (0.037)
Separated	0.191** (0.091)	0.193** (0.089)	0.177** (0.088)	0.176** (0.088)
Divorced	0.061 (0.060)	0.060 (0.060)	0.051 (0.052)	0.051 (0.052)
Widowed	0.007 (0.065)	0.009 (0.064)	-0.011 (0.063)	-0.011 (0.063)
Single	0.031 (0.054)	0.031 (0.053)	0.011 (0.056)	0.011 (0.056)
Partnered	0.187** (0.087)	0.185** (0.087)	0.181** (0.089)	0.181** (0.089)
Non-citizen	-0.316** (0.153)	-0.309** (0.152)	-0.279 (0.178)	-0.279 (0.178)
First gen.	-0.083 (0.136)	-0.083 (0.137)	-0.068 (0.141)	-0.068 (0.141)
Second gen.	-0.168 (0.117)	-0.168 (0.117)	-0.133 (0.125)	-0.133 (0.125)
Third gen.	-0.156 (0.113)	-0.154 (0.114)	-0.113 (0.122)	-0.113 (0.122)
Former union	0.055 (0.065)	0.057 (0.064)	0.055 (0.063)	0.055 (0.063)
Never union	0.129** (0.064)	0.129** (0.064)	0.129** (0.060)	0.128** (0.060)
State Dem. share	-0.025 (0.033)	-0.041 (0.030)		
State Rep. share	-0.020 (0.032)	-0.035 (0.028)		
State turnout	0.124 (0.227)	0.195 (0.195)		
State competitiveness	0.003 (0.002)	0.004** (0.002)		
Log pop.			0.074 (0.576)	0.091 (0.585)
Log VAP			-0.065 (0.575)	-0.081 (0.584)
County Dem. share			-0.006 (0.004)	-0.006 (0.004)
County Rep. share			-0.003 (0.004)	-0.003 (0.004)
County turnout			-0.233 (0.347)	-0.238 (0.355)
County competitiveness			0.001 (0.001)	0.001 (0.001)
Per. white			0.003 (0.003)	0.003 (0.003)
Per. black			0.003 (0.003)	0.003 (0.003)
Per. hispanic			0.003 (0.004)	0.003 (0.004)
Median income			-0.00001* (0.00000)	-0.00001* (0.00000)
Poverty rate			-0.017* (0.009)	-0.017* (0.009)
Per. unemployed			0.0003 (1.821)	-0.020 (1.834)
Per. college			0.008* (0.004)	0.008* (0.004)
Per. high school			-0.010 (0.006)	-0.010 (0.007)
Constant	2.231 (3.310)	3.654 (2.920)	1.480* (0.852)	1.473* (0.857)
DF	9344	9343	9334	9333
SE Clustering	State	State	County	County

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the county level.

Weights are included to make the sample nationally representative

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A15: **Epiphenomenal Interest I:** Association between battleground status and change in political interest controlling for voting behavior.

	Change in Political Interest Between 2010 and 2014		
	(1)	(2)	(3)
Battleground 2012	0.089** (0.039)	0.095** (0.042)	0.094** (0.042)
New Registration	0.217 (0.152)		
Voted 2012		0.003 (0.042)	
Voted 2014			0.016 (0.027)
Income	0.007 (0.005)	0.006 (0.005)	0.006 (0.005)
Education	−0.009 (0.012)	−0.012 (0.013)	−0.012 (0.012)
Female	−0.086** (0.042)	−0.085** (0.042)	−0.083** (0.042)
Party ID	−0.002 (0.009)	−0.003 (0.009)	−0.003 (0.009)
Age	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)
Black	−0.095 (0.076)	−0.097 (0.075)	−0.097 (0.075)
Hispanic	−0.014 (0.091)	−0.024 (0.093)	−0.025 (0.093)
Asian	0.057 (0.163)	0.051 (0.163)	0.051 (0.163)
Native American	−0.049 (0.063)	−0.059 (0.065)	−0.057 (0.066)
Mixed	−0.314* (0.167)	−0.309** (0.156)	−0.308** (0.155)
Other	−0.001 (0.150)	−0.011 (0.150)	−0.010 (0.152)
Middle Eastern	−0.030 (0.113)	−0.037 (0.123)	−0.035 (0.114)
Born-again	0.055 (0.039)	0.050 (0.041)	0.050 (0.040)
Separated	0.181* (0.096)	0.189** (0.091)	0.191** (0.091)
Divorced	0.059 (0.060)	0.058 (0.060)	0.058 (0.061)
Widowed	0.013 (0.064)	0.007 (0.065)	0.006 (0.066)
Single	0.029 (0.057)	0.023 (0.054)	0.023 (0.054)
Partnered	0.195** (0.089)	0.184** (0.086)	0.185** (0.086)
Immigrant non-citizen	−0.328** (0.158)	−0.322** (0.156)	−0.318** (0.157)
First generation	−0.084 (0.135)	−0.094 (0.138)	−0.095 (0.137)
Second generation	−0.167 (0.116)	−0.174 (0.119)	−0.174 (0.118)
Third generation	−0.159 (0.111)	−0.162 (0.115)	−0.163 (0.115)
Former union	0.058 (0.064)	0.055 (0.064)	0.055 (0.064)
Never union	0.128** (0.064)	0.129** (0.065)	0.130** (0.064)
Dem. share	−0.033 (0.034)	−0.036 (0.036)	−0.035 (0.035)
Rep. share	−0.028 (0.033)	−0.031 (0.034)	−0.030 (0.034)
Turnout	0.269 (0.242)	0.209 (0.252)	0.217 (0.249)
Competitiveness 2008	0.003 (0.002)	0.002 (0.002)	0.002 (0.002)
Constant	2.905 (3.416)	3.321 (3.531)	3.158 (3.517)
DF	9327	9344	9344

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A16: **Epiphenomenal Interest II**: Association between battleground status and change in political interest controlling for voting behavior and additional political participation.

	Change in Political Interest Between 2010 and 2014		
	(1)	(2)	(3)
Battleground 2012	0.094** (0.042)	0.093** (0.042)	0.087** (0.039)
New Registration			0.217 (0.150)
Voted 2012	0.003 (0.043)		-0.009 (0.056)
Political Meeting 2012	-0.029 (0.040)		-0.017 (0.046)
Political Signs 2012	0.034 (0.042)		0.025 (0.046)
Political Work 2012	-0.080 (0.070)		-0.080 (0.064)
Political Donation 2012	0.002 (0.028)		0.014 (0.031)
Voted 2014		0.013 (0.027)	0.020 (0.037)
Political Meeting 2014		-0.040 (0.037)	-0.028 (0.041)
Political Signs 2014		0.029 (0.027)	0.019 (0.031)
Political Work 2014		-0.019 (0.094)	0.017 (0.089)
Political Donation 2014		-0.024 (0.020)	-0.031 (0.022)
Income	0.006 (0.005)	0.005 (0.005)	0.006 (0.005)
Education	-0.014 (0.013)	-0.015 (0.012)	-0.012 (0.012)
Female	-0.082* (0.042)	-0.080* (0.042)	-0.081* (0.043)
Party ID	-0.002 (0.009)	-0.002 (0.009)	-0.002 (0.009)
Age	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)
Black	-0.097 (0.076)	-0.097 (0.075)	-0.096 (0.076)
Hispanic	-0.024 (0.093)	-0.027 (0.093)	-0.017 (0.092)
Asian	0.047 (0.155)	0.051 (0.159)	0.055 (0.154)
Native American	-0.055 (0.064)	-0.062 (0.067)	-0.046 (0.064)
Mixed	-0.308** (0.155)	-0.307** (0.153)	-0.312* (0.165)
Other	-0.005 (0.151)	-0.014 (0.155)	0.005 (0.152)
Middle Eastern	-0.038 (0.121)	-0.030 (0.116)	-0.020 (0.111)
Born-again	0.051 (0.041)	0.051 (0.040)	0.057 (0.039)
Separated	0.187** (0.091)	0.191** (0.093)	0.180* (0.097)
Divorced	0.055 (0.060)	0.056 (0.061)	0.055 (0.060)
Widowed	0.001 (0.064)	0.004 (0.066)	0.005 (0.064)
Single	0.021 (0.054)	0.022 (0.054)	0.027 (0.058)
Partnered	0.185** (0.087)	0.186** (0.087)	0.197** (0.089)
Immigrant non-citizen	-0.321** (0.156)	-0.318** (0.155)	-0.327** (0.158)
First generation	-0.093 (0.135)	-0.097 (0.137)	-0.085 (0.133)
Second generation	-0.176 (0.118)	-0.177 (0.117)	-0.172 (0.116)
Third generation	-0.162 (0.113)	-0.164 (0.114)	-0.160 (0.109)
Former union	0.055 (0.064)	0.054 (0.064)	0.059 (0.064)
Never union	0.130** (0.065)	0.130** (0.064)	0.130** (0.065)
Dem. share	-0.034 (0.035)	-0.035 (0.035)	-0.031 (0.034)
Rep. share	-0.029 (0.034)	-0.030 (0.034)	-0.025 (0.033)
Turnout	0.202 (0.248)	0.214 (0.246)	0.269 (0.248)
Competitiveness 2008	0.002 (0.002)	0.002 (0.002)	0.003 (0.002)
Constant	3.281 (3.514)	3.308 (3.530)	2.819 (3.390)
DF	9340	9340	9317

* p < .1; ** p < .05; *** p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A17: **Social Desirability Bias:** Association between battleground status and change in political interest controlling for propensity to over report voting behavior.

	Change in Political Interest Between 2010 and 2014				
	(1)	(2)	(3)	(4)	(5)
Battleground 2012	0.096** (0.042)	0.094** (0.042)	0.089** (0.043)	0.095** (0.042)	0.090** (0.043)
Current Over Reporter	0.110 (0.079)				0.015 (0.152)
New Over Reporter		0.127 (0.100)			0.052 (0.150)
Ever Over Reporter			0.087*** (0.033)		0.071 (0.049)
Always Over Reporter				0.055 (0.060)	-0.015 (0.164)
Income	0.006 (0.005)	0.006 (0.005)	0.006 (0.005)	0.006 (0.005)	0.006 (0.005)
Education	-0.012 (0.012)	-0.012 (0.012)	-0.013 (0.012)	-0.012 (0.012)	-0.013 (0.012)
Female	-0.083** (0.042)	-0.083** (0.042)	-0.081* (0.042)	-0.085** (0.042)	-0.081* (0.042)
Party ID	-0.003 (0.009)	-0.003 (0.009)	-0.002 (0.009)	-0.003 (0.009)	-0.002 (0.009)
Age	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)
Black	-0.106 (0.075)	-0.105 (0.074)	-0.102 (0.074)	-0.097 (0.075)	-0.106 (0.074)
Hispanic	-0.034 (0.090)	-0.029 (0.090)	-0.034 (0.091)	-0.025 (0.092)	-0.035 (0.090)
Asian	0.049 (0.163)	0.050 (0.163)	0.058 (0.163)	0.051 (0.163)	0.056 (0.162)
Native American	-0.063 (0.065)	-0.062 (0.065)	-0.060 (0.063)	-0.059 (0.065)	-0.062 (0.064)
Mixed	-0.312** (0.155)	-0.311** (0.155)	-0.308** (0.155)	-0.309** (0.156)	-0.309** (0.155)
Other	-0.011 (0.152)	-0.009 (0.152)	-0.007 (0.152)	-0.011 (0.152)	-0.007 (0.153)
Middle Eastern	-0.039 (0.120)	-0.039 (0.119)	-0.032 (0.114)	-0.036 (0.118)	-0.034 (0.115)
Born-again	0.051 (0.040)	0.051 (0.040)	0.049 (0.040)	0.050 (0.040)	0.050 (0.040)
Separated	0.188** (0.091)	0.186** (0.091)	0.189** (0.091)	0.189** (0.091)	0.187** (0.091)
Divorced	0.057 (0.061)	0.056 (0.061)	0.056 (0.061)	0.058 (0.061)	0.056 (0.061)
Widowed	0.004 (0.065)	0.004 (0.066)	0.004 (0.065)	0.008 (0.065)	0.003 (0.066)
Single	0.024 (0.054)	0.021 (0.054)	0.023 (0.054)	0.023 (0.054)	0.022 (0.054)
Partnered	0.184** (0.087)	0.182** (0.086)	0.180** (0.087)	0.184** (0.087)	0.180** (0.087)
Immigrant non-citizen	-0.317** (0.157)	-0.318** (0.157)	-0.303* (0.157)	-0.322** (0.156)	-0.304* (0.158)
First generation	-0.098 (0.137)	-0.098 (0.136)	-0.085 (0.137)	-0.095 (0.137)	-0.089 (0.135)
Second generation	-0.177 (0.117)	-0.177 (0.117)	-0.170 (0.115)	-0.173 (0.118)	-0.173 (0.115)
Third generation	-0.164 (0.115)	-0.163 (0.115)	-0.156 (0.114)	-0.162 (0.115)	-0.158 (0.113)
Former union	0.057 (0.064)	0.057 (0.064)	0.056 (0.065)	0.055 (0.064)	0.057 (0.065)
Never union	0.129** (0.065)	0.129** (0.065)	0.127* (0.065)	0.129** (0.064)	0.127* (0.065)
Dem. share	-0.040 (0.035)	-0.039 (0.035)	-0.040 (0.036)	-0.037 (0.036)	-0.040 (0.036)
Rep. share	-0.035 (0.034)	-0.034 (0.034)	-0.035 (0.035)	-0.032 (0.035)	-0.036 (0.034)
Turnout	0.188 (0.244)	0.201 (0.243)	0.207 (0.244)	0.203 (0.242)	0.203 (0.247)
Competitiveness 2008	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)
Constant	3.711 (3.482)	3.598 (3.486)	3.625 (3.587)	3.382 (3.541)	3.715 (3.524)
DF	9342	9342	9342	9342	9339

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A18: **Association with Political Knowledge, PCA Aggregation:** Association between battleground status, field offices per capita, and field offices of each party, respectively, with aggregated political knowledge. Political knowledge is a combination of 6 measures, aggregated using principal component analysis.

	Change in Political Knowledge Between 2010 and 2014			
	(1)	(2)	(3)	(4)
Battleground 2012	0.062 (0.042)	0.034 (0.024)		
Total field offices			0.017** (0.007)	
Obama offices				0.022*** (0.008)
Romney offices				−0.003 (0.012)
Difficulty, 2010		−0.363 (0.250)	−0.395 (0.263)	−0.398 (0.263)
Difficulty, 2014		−0.234 (0.356)	−0.252 (0.347)	−0.250 (0.348)
Income	0.002 (0.002)	0.002 (0.002)	0.002 (0.001)	0.002 (0.001)
Education	−0.006 (0.005)	−0.005 (0.005)	−0.004 (0.005)	−0.004 (0.005)
Female	−0.037*** (0.013)	−0.041*** (0.013)	−0.040*** (0.013)	−0.040*** (0.013)
Party ID	−0.006* (0.003)	−0.005 (0.003)	−0.005 (0.003)	−0.005 (0.003)
Age	0.0004 (0.0004)	0.0004 (0.0005)	0.0004 (0.0005)	0.0004 (0.0005)
Black	0.026 (0.032)	0.022 (0.031)	0.016 (0.031)	0.016 (0.031)
Hispanic	0.027 (0.035)	0.027 (0.033)	0.013 (0.036)	0.012 (0.036)
Asian	−0.095* (0.052)	−0.091* (0.054)	−0.089* (0.052)	−0.090* (0.052)
Native American	0.063 (0.042)	0.056 (0.043)	0.048 (0.044)	0.048 (0.043)
Mixed	0.091 (0.064)	0.070 (0.058)	0.065 (0.056)	0.066 (0.055)
Other	−0.043 (0.037)	−0.028 (0.037)	−0.038 (0.036)	−0.039 (0.036)
Middle Eastern	−0.035 (0.053)	−0.033 (0.041)	−0.034 (0.046)	−0.033 (0.045)
Born-again	0.001 (0.015)	0.002 (0.014)	0.002 (0.014)	0.003 (0.014)
Separated	−0.072* (0.039)	−0.068* (0.035)	−0.067* (0.038)	−0.068* (0.038)
Divorced	0.027 (0.028)	0.029 (0.026)	0.026 (0.027)	0.027 (0.027)
Widowed	0.004 (0.024)	0.006 (0.024)	0.004 (0.025)	0.004 (0.024)
Single	0.010 (0.019)	0.013 (0.019)	0.010 (0.020)	0.011 (0.020)
Partnered	0.018 (0.045)	0.021 (0.041)	0.021 (0.040)	0.019 (0.040)
Immigrant non-citizen	0.036 (0.096)	0.047 (0.096)	0.056 (0.096)	0.056 (0.096)
First generation	0.017 (0.030)	0.026 (0.031)	0.028 (0.031)	0.028 (0.031)
Second generation	−0.009 (0.020)	−0.006 (0.020)	0.0003 (0.020)	−0.0002 (0.021)
Third generation	0.004 (0.020)	0.007 (0.020)	0.016 (0.020)	0.016 (0.021)
Former union	0.013 (0.018)	0.016 (0.018)	0.018 (0.017)	0.018 (0.017)
Never union	0.029* (0.016)	0.031* (0.017)	0.032** (0.016)	0.032* (0.016)
State Dem. share	0.035* (0.019)	0.017 (0.013)		
State Rep. share	0.037** (0.019)	0.017 (0.013)		
State turnout	0.107 (0.140)	0.109 (0.097)		
State competitiveness	0.002 (0.001)	0.002 (0.001)		
Log pop.			−0.063 (0.145)	−0.075 (0.149)
Log VAP			0.074 (0.146)	0.086 (0.149)
County Dem. share			−0.001 (0.001)	−0.002* (0.001)
County Rep. share			−0.001 (0.001)	−0.001 (0.001)
County turnout			0.036 (0.122)	0.043 (0.123)
County competitiveness			0.001 (0.0004)	0.001 (0.0004)
Per. white			−0.001 (0.001)	−0.001 (0.001)
Per. black			−0.001 (0.001)	−0.001 (0.001)
Per. hispanic			−0.0002 (0.001)	−0.0002 (0.001)
Median income			−0.00000 (0.00000)	−0.00000 (0.00000)
Poverty rate			0.0001 (0.003)	0.0003 (0.003)
Per. unemployed			0.155 (0.522)	0.179 (0.525)
Per. college			−0.001 (0.002)	−0.001 (0.002)
Per. high school			0.001 (0.003)	0.001 (0.003)
Constant	−3.644** (1.842)	−1.298 (1.276)	0.453 (0.276)	0.432 (0.277)
SE Clustering	State	County	County	
DF	9004	9002	8994	8993

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A19: **Association with Political Knowledge, Simple Aggregation:** Association between battleground status, field offices per capita, and field offices of each party, respectively, with aggregated political knowledge. Political knowledge is the simple average of 6 measures.

	Change in Political Knowledge Between 2010 and 2014		
	(1)	(2)	(3)
Battleground 2012	0.036 (0.024)		
Total field offices		0.016** (0.007)	
Obama offices			0.021*** (0.007)
Romney offices			-0.001 (0.012)
Difficulty, 2010	-0.403 (0.253)	-0.428 (0.268)	-0.431 (0.268)
Difficulty, 2014	-0.239 (0.369)	-0.257 (0.362)	-0.255 (0.363)
Income	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)
Education	-0.003 (0.005)	-0.002 (0.005)	-0.002 (0.005)
Female	-0.050*** (0.014)	-0.049*** (0.014)	-0.049*** (0.014)
Party ID	-0.004 (0.003)	-0.005 (0.003)	-0.005 (0.003)
Age	0.001 (0.0004)	0.001 (0.0004)	0.001 (0.0004)
Black	0.018 (0.030)	0.015 (0.029)	0.015 (0.029)
Hispanic	0.030 (0.031)	0.016 (0.033)	0.016 (0.033)
Asian	-0.089* (0.048)	-0.087* (0.046)	-0.088* (0.046)
Native American	0.045 (0.041)	0.037 (0.042)	0.037 (0.041)
Mixed	0.067 (0.051)	0.062 (0.049)	0.063 (0.048)
Other	-0.032 (0.039)	-0.043 (0.038)	-0.043 (0.038)
Middle Eastern	-0.033 (0.044)	-0.033 (0.050)	-0.033 (0.050)
Born-again	-0.002 (0.015)	-0.001 (0.014)	-0.001 (0.014)
Separated	-0.062* (0.032)	-0.060* (0.034)	-0.061* (0.035)
Divorced	0.027 (0.026)	0.024 (0.026)	0.025 (0.026)
Widowed	0.004 (0.025)	0.002 (0.025)	0.002 (0.025)
Single	0.012 (0.019)	0.010 (0.021)	0.010 (0.021)
Partnered	0.020 (0.041)	0.019 (0.040)	0.018 (0.040)
Immigrant non-citizen	0.049 (0.092)	0.058 (0.092)	0.059 (0.092)
First generation	0.030 (0.029)	0.033 (0.029)	0.033 (0.030)
Second generation	-0.003 (0.019)	0.003 (0.020)	0.003 (0.020)
Third generation	0.013 (0.019)	0.022 (0.020)	0.021 (0.021)
Former union	0.013 (0.018)	0.015 (0.018)	0.015 (0.018)
Never union	0.029* (0.017)	0.030* (0.016)	0.030* (0.017)
State Dem. share	0.016 (0.013)		
State Rep. share	0.016 (0.013)		
State turnout	0.104 (0.090)		
State competitiveness	0.002 (0.001)		
Log pop.		-0.114 (0.154)	-0.125 (0.158)
Log VAP		0.123 (0.155)	0.134 (0.159)
County Dem. share		-0.001 (0.001)	-0.001 (0.001)
County Rep. share		-0.0004 (0.001)	-0.0004 (0.001)
County turnout		0.013 (0.116)	0.019 (0.117)
County competitiveness		0.001 (0.0004)	0.001 (0.0004)
Per. white		-0.001 (0.001)	-0.001 (0.001)
Per. black		-0.001 (0.001)	-0.001 (0.001)
Per. hispanic		-0.00002 (0.001)	0.00000 (0.001)
Median income		-0.00000 (0.00000)	-0.00000 (0.00000)
Poverty rate		-0.0002 (0.003)	-0.00004 (0.003)
Per. unemployed		0.277 (0.491)	0.299 (0.493)
Per. college		-0.0004 (0.002)	-0.0004 (0.002)
Per. high school		0.001 (0.003)	0.002 (0.003)
Constant	-1.256 (1.337)	0.420 (0.276)	0.401 (0.277)
SE Clustering	State	County	County
DF	9004	8994	8993

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A20: **Controlling for 2014 Campaign Contact:** Association between battleground status and change in political interest with standard individual controls and 2008 election results, controlling for 2014 campaign contact.

	Change in Political Interest Between 2010 and 2014			
	(1)	(2)	(3)	(4)
Battleground 2012	0.095** (0.042)	0.094** (0.042)	0.095** (0.042)	0.094** (0.042)
Any Contact 2014		0.024 (0.037)		0.023 (0.039)
Personal Contact 2014			0.011 (0.030)	0.001 (0.032)
Income	0.006 (0.005)	0.005 (0.005)	0.006 (0.005)	0.005 (0.005)
Education	-0.012 (0.012)	-0.013 (0.013)	-0.012 (0.012)	-0.013 (0.013)
Female	-0.085** (0.042)	-0.083** (0.042)	-0.084** (0.042)	-0.083** (0.042)
Party ID	-0.003 (0.009)	-0.003 (0.009)	-0.003 (0.009)	-0.003 (0.009)
Age	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)
Black	-0.097 (0.075)	-0.096 (0.075)	-0.096 (0.075)	-0.096 (0.075)
Hispanic	-0.025 (0.092)	-0.021 (0.093)	-0.025 (0.092)	-0.022 (0.092)
Asian	0.051 (0.163)	0.050 (0.164)	0.051 (0.163)	0.050 (0.164)
Native American	-0.059 (0.065)	-0.060 (0.065)	-0.059 (0.065)	-0.060 (0.066)
Mixed	-0.309** (0.156)	-0.312** (0.157)	-0.310** (0.156)	-0.312** (0.157)
Other	-0.011 (0.152)	-0.012 (0.152)	-0.010 (0.152)	-0.012 (0.152)
Middle Eastern	-0.036 (0.118)	-0.031 (0.114)	-0.035 (0.119)	-0.031 (0.114)
Born-again	0.050 (0.040)	0.049 (0.041)	0.050 (0.040)	0.049 (0.040)
Separated	0.189** (0.091)	0.189** (0.091)	0.189** (0.091)	0.189** (0.091)
Divorced	0.058 (0.061)	0.059 (0.060)	0.059 (0.060)	0.059 (0.060)
Widowed	0.007 (0.065)	0.008 (0.065)	0.007 (0.065)	0.008 (0.065)
Single	0.023 (0.054)	0.023 (0.054)	0.024 (0.055)	0.023 (0.055)
Partnered	0.184** (0.086)	0.184** (0.087)	0.184** (0.087)	0.184** (0.087)
Immigrant non-citizen	-0.323** (0.156)	-0.313** (0.156)	-0.322** (0.156)	-0.313** (0.156)
First generation	-0.094 (0.137)	-0.094 (0.137)	-0.095 (0.137)	-0.094 (0.136)
Second generation	-0.174 (0.118)	-0.173 (0.118)	-0.174 (0.117)	-0.173 (0.117)
Third generation	-0.162 (0.115)	-0.161 (0.115)	-0.163 (0.114)	-0.162 (0.114)
Former union	0.055 (0.064)	0.056 (0.064)	0.055 (0.064)	0.056 (0.064)
Never union	0.129** (0.064)	0.131** (0.064)	0.129** (0.064)	0.131** (0.064)
Dem. share 2008	-0.037 (0.036)	-0.036 (0.036)	-0.037 (0.036)	-0.036 (0.036)
Rep. share 2008	-0.032 (0.035)	-0.031 (0.035)	-0.032 (0.035)	-0.031 (0.035)
Turnout 2008	0.206 (0.241)	0.207 (0.241)	0.201 (0.240)	0.206 (0.242)
Competitiveness 2008	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)
Constant	3.354 (3.541)	3.278 (3.542)	3.361 (3.543)	3.279 (3.536)
DF	9343	9332	9342	9331

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A21: **Controlling for Change in Campaign Contact:** Association between battleground status and change in political interest with standard individual controls and 2008 election results, controlling for change in campaign contact between 2010 and 2014.

	Change in Political Interest Between 2010 and 2014			
	(1)	(2)	(3)	(4)
Battleground 2012	0.095** (0.042)	0.098** (0.043)	0.095** (0.042)	0.098** (0.043)
Contact Change		0.058 (0.036)		0.058 (0.037)
Personal Contact Change			0.014 (0.026)	−0.001 (0.027)
Income	0.006 (0.005)	0.006 (0.005)	0.006 (0.005)	0.006 (0.005)
Education	−0.012 (0.012)	−0.012 (0.012)	−0.012 (0.012)	−0.012 (0.012)
Female	−0.085** (0.042)	−0.086** (0.042)	−0.085** (0.042)	−0.086** (0.042)
Party ID	−0.003 (0.009)	−0.003 (0.009)	−0.003 (0.009)	−0.003 (0.009)
Age	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)	−0.002 (0.002)
Black	−0.097 (0.075)	−0.097 (0.075)	−0.096 (0.076)	−0.097 (0.075)
Hispanic	−0.025 (0.092)	−0.018 (0.092)	−0.025 (0.092)	−0.018 (0.092)
Asian	0.051 (0.163)	0.052 (0.164)	0.050 (0.163)	0.052 (0.164)
Native American	−0.059 (0.065)	−0.059 (0.066)	−0.059 (0.065)	−0.059 (0.066)
Mixed	−0.309** (0.156)	−0.315** (0.158)	−0.309** (0.156)	−0.315** (0.158)
Other	−0.011 (0.152)	−0.014 (0.149)	−0.010 (0.152)	−0.014 (0.149)
Middle Eastern	−0.036 (0.118)	−0.009 (0.108)	−0.035 (0.118)	−0.009 (0.108)
Born-again	0.050 (0.040)	0.049 (0.041)	0.050 (0.040)	0.049 (0.040)
Separated	0.189** (0.091)	0.186** (0.091)	0.189** (0.091)	0.186** (0.091)
Divorced	0.058 (0.061)	0.057 (0.060)	0.058 (0.060)	0.057 (0.060)
Widowed	0.007 (0.065)	0.012 (0.063)	0.007 (0.065)	0.012 (0.063)
Single	0.023 (0.054)	0.024 (0.055)	0.024 (0.054)	0.024 (0.055)
Partnered	0.184** (0.086)	0.179** (0.088)	0.183** (0.086)	0.179** (0.088)
Immigrant non-citizen	−0.323** (0.156)	−0.320** (0.157)	−0.322** (0.156)	−0.320** (0.157)
First generation	−0.094 (0.137)	−0.094 (0.137)	−0.094 (0.137)	−0.095 (0.137)
Second generation	−0.174 (0.118)	−0.170 (0.118)	−0.173 (0.118)	−0.170 (0.118)
Third generation	−0.162 (0.115)	−0.156 (0.116)	−0.162 (0.115)	−0.157 (0.116)
Former union	0.055 (0.064)	0.058 (0.064)	0.054 (0.064)	0.058 (0.063)
Never union	0.129** (0.064)	0.133** (0.064)	0.129** (0.064)	0.133** (0.064)
Dem. share 2008	−0.037 (0.036)	−0.037 (0.036)	−0.037 (0.036)	−0.037 (0.036)
Rep. share 2008	−0.032 (0.035)	−0.032 (0.034)	−0.032 (0.035)	−0.032 (0.034)
Turnout 2008	0.206 (0.241)	0.209 (0.243)	0.209 (0.241)	0.209 (0.243)
Competitiveness 2008	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)
Constant	3.354 (3.541)	3.414 (3.523)	3.363 (3.543)	3.414 (3.522)
DF	9343	9323	9342	9322

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A22: **Controlling for Context:** Association between battleground status and change in political interest, controlling for whether respondent moved states or counties in between 2012 and 2014.

	Change in Political Interest Between 2010 and 2014			
	(1)	(2)	(3)	(4)
Battleground 2012	0.097** (0.043)	0.114*** (0.043)	0.096** (0.042)	0.098** (0.041)
Moved-State	-0.114 (0.094)	-0.026 (0.117)		
Moved-County			-0.108 (0.077)	-0.102 (0.089)
Income	0.005 (0.005)	0.005 (0.005)	0.005 (0.005)	0.005 (0.005)
Education	-0.010 (0.012)	-0.011 (0.012)	-0.010 (0.012)	-0.011 (0.012)
Female	-0.082** (0.042)	-0.083** (0.041)	-0.083** (0.041)	-0.083** (0.041)
Party ID	-0.003 (0.009)	-0.003 (0.009)	-0.002 (0.009)	-0.002 (0.009)
Age	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)
Black	-0.095 (0.076)	-0.098 (0.075)	-0.097 (0.075)	-0.098 (0.075)
Hispanic	-0.015 (0.091)	-0.015 (0.088)	-0.017 (0.090)	-0.017 (0.090)
Asian	0.045 (0.163)	0.042 (0.164)	0.042 (0.163)	0.042 (0.163)
Native American	-0.043 (0.063)	-0.007 (0.065)	-0.048 (0.063)	-0.045 (0.069)
Mixed	-0.308** (0.155)	-0.317** (0.155)	-0.307** (0.156)	-0.308* (0.157)
Other	0.002 (0.150)	-0.013 (0.148)	0.0003 (0.149)	-0.001 (0.147)
Middle Eastern	-0.041 (0.115)	-0.040 (0.116)	0.005 (0.100)	0.002 (0.109)
Born-again	0.048 (0.041)	0.049 (0.041)	0.048 (0.041)	0.048 (0.041)
Separated	0.193** (0.091)	0.200** (0.091)	0.194** (0.091)	0.195** (0.092)
Divorced	0.054 (0.061)	0.055 (0.061)	0.055 (0.060)	0.055 (0.060)
Widowed	0.005 (0.064)	0.005 (0.065)	0.006 (0.064)	0.006 (0.064)
Single	0.024 (0.055)	0.027 (0.055)	0.024 (0.055)	0.024 (0.056)
Partnered	0.186** (0.087)	0.191** (0.087)	0.186** (0.087)	0.186** (0.087)
Immigrant non-citizen	-0.325** (0.156)	-0.312** (0.158)	-0.321** (0.153)	-0.320** (0.154)
First generation	-0.090 (0.136)	-0.086 (0.136)	-0.089 (0.135)	-0.089 (0.135)
Second generation	-0.168 (0.118)	-0.165 (0.118)	-0.168 (0.117)	-0.168 (0.117)
Third generation	-0.159 (0.114)	-0.158 (0.114)	-0.156 (0.113)	-0.156 (0.113)
Former union	0.057 (0.063)	0.060 (0.064)	0.059 (0.063)	0.059 (0.063)
Never union	0.129** (0.064)	0.129** (0.063)	0.130** (0.063)	0.130** (0.063)
Dem. share 2008	-0.035 (0.035)	-0.037 (0.035)	-0.033 (0.035)	-0.034 (0.035)
Rep. share 2008	-0.030 (0.034)	-0.033 (0.034)	-0.029 (0.034)	-0.029 (0.034)
Turnout 2008	0.210 (0.243)	0.185 (0.236)	0.218 (0.242)	0.216 (0.239)
Competitiveness 2008	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)	0.002 (0.002)
Battleground:Moved-State		-0.298* (0.167)		
Battleground:Moved-County				-0.021 (0.181)
Constant	3.186 (3.517)	3.449 (3.457)	3.047 (3.501)	3.066 (3.479)
DF	9342	9341	9342	9341
Ind. Controls	Yes	Yes	Yes	Yes
2008 Election Controls	Yes	Yes	Yes	Yes

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For race, comparison category is white.

For marital status, comparison category is married.

For immigrant status, comparison category is immigrant citizen.

For union status, comparison category is current union member.

Table A23: **The 2016 Election, PCA Aggregation:** Association between 2012 battleground status and interest in politics with standard individual controls, 2008 election results, and 2016 battleground status, both measured subjectively by respondents and via media assessment. Interest in politics is the first component of a PCA of either 7 measures of political interest or 21 measures of political interest and news interest.

	Political Interest in 2016			
	General Interest (1)	General + News (2)	General Interest (3)	General + News (4)
Battleground 2012	0.037*** (0.012)	0.027** (0.011)	0.049** (0.019)	0.036** (0.015)
Battleground 2016 (subj.)	-0.043*** (0.009)	-0.031*** (0.008)		
Battleground 2016 (media)			-0.028 (0.019)	-0.021 (0.015)
Income	0.003*** (0.001)	0.003*** (0.001)	0.003*** (0.001)	0.003*** (0.001)
Education	0.023*** (0.002)	0.020*** (0.002)	0.023*** (0.002)	0.020*** (0.002)
Gender: male	0.027*** (0.009)	0.026*** (0.007)	0.030*** (0.009)	0.029*** (0.007)
Gender: other	-0.085 (0.108)	-0.073 (0.087)	-0.083 (0.107)	-0.071 (0.085)
Party ID	-0.005** (0.002)	-0.006*** (0.002)	-0.005** (0.002)	-0.006*** (0.002)
Age	0.016*** (0.001)	0.014*** (0.001)	0.015*** (0.002)	0.013*** (0.001)
Black	-0.012 (0.016)	-0.002 (0.014)	-0.013 (0.016)	-0.003 (0.014)
Asian	-0.138*** (0.023)	-0.110*** (0.018)	-0.134*** (0.023)	-0.107*** (0.018)
Native American	-0.039 (0.056)	-0.075* (0.044)	-0.084 (0.066)	-0.077* (0.044)
Hispanic	-0.017 (0.014)	-0.014 (0.013)	-0.018 (0.014)	-0.014 (0.013)
Other	0.019 (0.025)	0.013 (0.020)	0.015 (0.024)	0.010 (0.020)
Born-again	0.039*** (0.009)	0.020*** (0.008)	0.040*** (0.009)	0.021*** (0.008)
Married, spouse absent	0.010 (0.031)	0.011 (0.025)	0.014 (0.030)	0.013 (0.025)
Widowed	-0.048** (0.024)	-0.027 (0.018)	-0.046* (0.024)	-0.027 (0.018)
Divorced	-0.003 (0.013)	-0.009 (0.011)	-0.004 (0.013)	-0.010 (0.011)
Separated	-0.006 (0.029)	-0.012 (0.024)	-0.002 (0.029)	-0.009 (0.024)
Single	0.006 (0.013)	0.009 (0.011)	0.006 (0.013)	0.008 (0.011)
Non-union household	0.002 (0.012)	-0.001 (0.010)	0.003 (0.012)	-0.001 (0.010)
Dem. share 2008	-0.003 (0.009)	0.005 (0.007)	-0.004 (0.009)	0.005 (0.008)
Rep. share 2008	-0.003 (0.009)	0.005 (0.007)	-0.004 (0.009)	0.004 (0.008)
Turnout 2008	-0.137* (0.076)	-0.070 (0.064)	-0.100 (0.078)	-0.050 (0.067)
Competitiveness 2008	0.0004 (0.001)	0.0002 (0.0005)	0.001 (0.001)	0.0003 (0.0005)
Constant	0.612 (0.877)	-0.134 (0.744)	0.661 (0.892)	-0.125 (0.753)
DF	3181	3168	3196	3181

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For gender, comparison category is female.

For race, comparison category is white.

For marital status, comparison category is married, spouse present.

Table A24: **The 2016 Election, Scaled Average Aggregation:** Association between 2012 battleground status and interest in politics with standard individual controls, 2008 election results, and 2016 battleground status, both measured subjectively by respondents and via media assessment. Interest in politics is the average of either 7 standardized measures of general political interest or 21 standardized measures of general political interest and news interest.

	Political Interest in 2016			
	General Interest (1)	General + News (2)	General Interest (3)	General + News (4)
Battleground 2012	0.119*** (0.040)	0.059** (0.027)	0.158** (0.063)	0.075** (0.035)
Battleground 2016 (subj.)	-0.141*** (0.030)	-0.074*** (0.019)		
Battleground 2016 (media)			-0.090 (0.063)	-0.042 (0.035)
Income	0.009*** (0.002)	0.009*** (0.001)	0.010*** (0.002)	0.009*** (0.001)
Education	0.073*** (0.007)	0.048*** (0.004)	0.075*** (0.007)	0.050*** (0.004)
Gender: male	0.083*** (0.028)	0.037** (0.018)	0.093*** (0.028)	0.044** (0.018)
Gender: other	-0.293 (0.363)	-0.280 (0.236)	-0.285 (0.359)	-0.276 (0.233)
Party ID	-0.014** (0.007)	-0.011** (0.004)	-0.015** (0.007)	-0.011*** (0.004)
Age	0.051*** (0.005)	0.023*** (0.003)	0.048*** (0.005)	0.021*** (0.003)
Black	-0.035 (0.053)	-0.011 (0.035)	-0.039 (0.053)	-0.014 (0.035)
Asian	-0.441*** (0.074)	-0.244*** (0.048)	-0.428*** (0.074)	-0.237*** (0.047)
Native American	-0.121 (0.180)	-0.232*** (0.089)	-0.269 (0.212)	-0.238*** (0.090)
Hispanic	-0.059 (0.047)	-0.041 (0.032)	-0.061 (0.047)	-0.043 (0.032)
Other	0.057 (0.081)	0.023 (0.049)	0.046 (0.080)	0.015 (0.049)
Born-again	0.127*** (0.029)	0.025 (0.019)	0.130*** (0.030)	0.026 (0.019)
Married, spouse absent	0.032 (0.098)	0.050 (0.063)	0.044 (0.097)	0.054 (0.063)
Widowed	-0.156* (0.080)	-0.053 (0.043)	-0.148* (0.080)	-0.053 (0.044)
Divorced	-0.009 (0.043)	-0.028 (0.027)	-0.011 (0.043)	-0.030 (0.027)
Separated	-0.017 (0.094)	-0.033 (0.054)	-0.002 (0.095)	-0.027 (0.053)
Single	0.017 (0.041)	0.020 (0.026)	0.017 (0.041)	0.019 (0.026)
Non-union household	0.007 (0.038)	-0.011 (0.025)	0.009 (0.038)	-0.011 (0.026)
Dem. share 2008	-0.009 (0.029)	0.014 (0.018)	-0.012 (0.029)	0.013 (0.018)
Rep. share 2008	-0.010 (0.028)	0.014 (0.018)	-0.013 (0.029)	0.013 (0.018)
Turnout 2008	-0.426* (0.246)	-0.022 (0.159)	-0.309 (0.253)	0.016 (0.171)
Competitiveness 2008	0.001 (0.002)	0.0002 (0.001)	0.002 (0.002)	0.001 (0.001)
Constant	-0.158 (2.845)	-2.169 (1.825)	0.024 (2.895)	-2.105 (1.836)
DF	3181	3168	3196	3181

*p < .1; **p < .05; ***p < .01

All standard errors are clustered at the state level.

Weights are included to make the sample nationally representative.

For gender, comparison category is female.

For race, comparison category is white.

For marital status, comparison category is married, spouse present.