

APPENDIX
S7. FIGURES

Figure S7: Print screen from closed-list without candidate information treatment

Parties will be awarded seats on the basis of how many votes they receive. If a party is awarded one seat, the first candidate listed for that party will win a seat; if the party is awarded two seats, the first two candidates listed will win seats, etc.

Election for the European Parliament

Vote for one of the parties below.






			Vote Choice
1	Conservative Party 	1. Evelyn Preston	<input type="radio"/>
		2. Dom Courtney	
		3. Ken Chase	
2	The Green Party  Green Party	1. Kimberley Franks	<input type="radio"/>
		2. Andy Kingsley	
		3. Andrew Linden	
3	The Labour Party 	1. Jessica Hunter	<input type="radio"/>
		2. Kenny Greene	
		3. Richard Grey	
4	Liberal Democrats 	1. Nigel Wyatt	<input type="radio"/>
		2. Christine Kendall	
		3. Harry Stern	
5	United Kingdom Independence Party 	1. Rosie Travers	<input type="radio"/>
		2. Rowan Jarod	
		3. Conor O'Brien	

Figure S8: Print screen from closed-list with candidate information treatment

Parties will be awarded seats on the basis of how many votes they receive. If a party is awarded one seat, the first candidate listed for that party will win a seat; if the party is awarded two seats, the first two candidates listed will win seats, etc.

Election for the European Parliament

Vote for one of the parties below.






			Endorsements		
			Vote Choice	Britain in Europe	Britain Out of Europe
1	Conservative Party 	1. Evelyn Preston	<input type="radio"/>	✓	
		2. Ken Chase			
		3. Richard Grey			✓
2	The Green Party  Green Party	1. Conor O'Brien	<input type="radio"/>		✓
		2. Rosie Travers			
		3. Nigel Wyatt		✓	
3	The Labour Party 	1. Dom Courtney	<input type="radio"/>	✓	
		2. Rowan Jarod			✓
		3. Kimberley Franks			
4	Liberal Democrats 	1. Andy Kingsley	<input type="radio"/>		✓
		2. Christine Kendall			
		3. Andrew Linden		✓	
5	United Kingdom Independence Party 	1. Kenny Greene	<input type="radio"/>		✓
		2. Jessica Hunter			✓
		3. Harry Stern			✓

Figure S9: Print screen from open-list without candidate information treatment

Parties will be awarded seats on the basis of how many votes their candidates collectively receive. If a party is awarded one seat, the candidate from that party who receives the most votes will win a seat; if the party is awarded two seats, the two candidates from that party who receive the most votes will win seats, etc.

Election for the European Parliament

Vote for one of the candidates below.






			Vote Choice
1	Conservative Party 	1. Richard Grey	<input type="radio"/>
		2. Conor O'Brien	<input type="radio"/>
		3. Jessica Hunter	<input type="radio"/>
2	The Green Party  Green Party	1. Dom Courtney	<input type="radio"/>
		2. Andy Kingsley	<input type="radio"/>
		3. Kimberley Franks	<input type="radio"/>
3	The Labour Party 	1. Christine Kendall	<input type="radio"/>
		2. Rowan Jarod	<input type="radio"/>
		3. Andrew Linden	<input type="radio"/>
4	Liberal Democrats  LIBERAL DEMOCRATS	1. Kenny Greene	<input type="radio"/>
		2. Nigel Wyatt	<input type="radio"/>
		3. Rosie Travers	<input type="radio"/>
5	United Kingdom Independence Party 	1. Ken Chase	<input type="radio"/>
		2. Harry Stern	<input type="radio"/>
		3. Evelyn Preston	<input type="radio"/>

Figure S10: Print screen from open-list with candidate information treatment

Parties will be awarded seats on the basis of how many votes their candidates collectively receive. If a party is awarded one seat, the candidate from that party who receives the most votes will win a seat; if the party is awarded two seats, the two candidates from that party who receive the most votes will win seats, etc.

Election for the European Parliament

Vote for one of the candidates below.






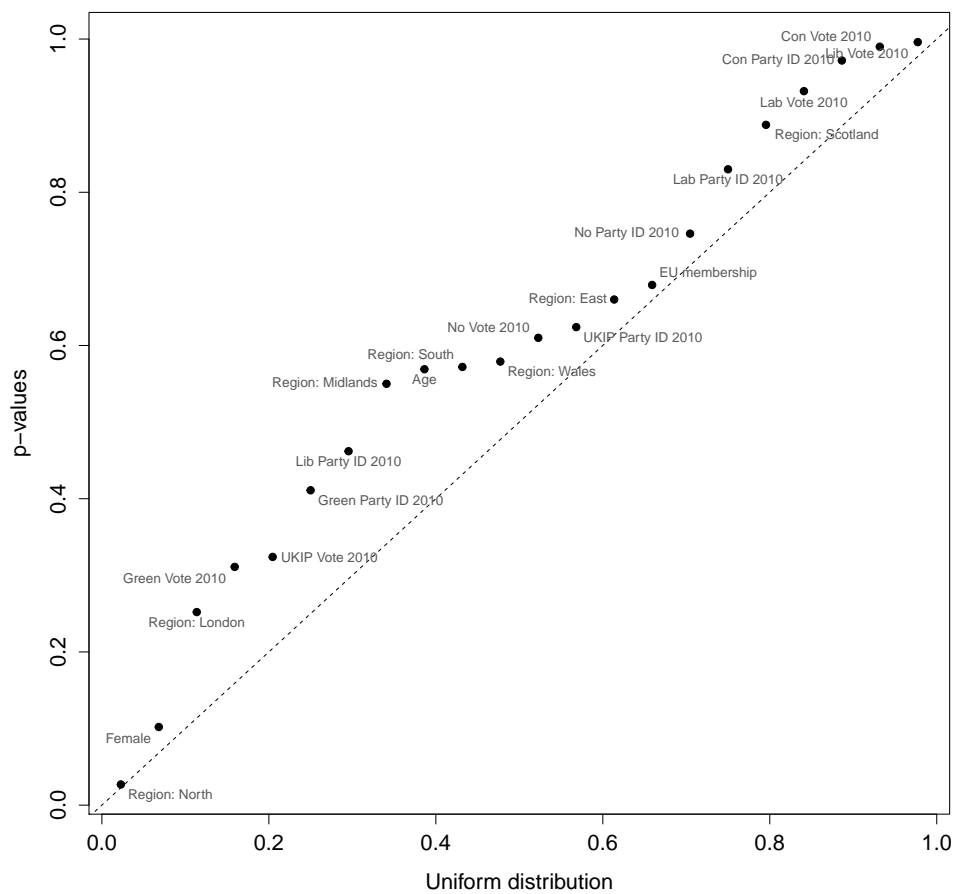
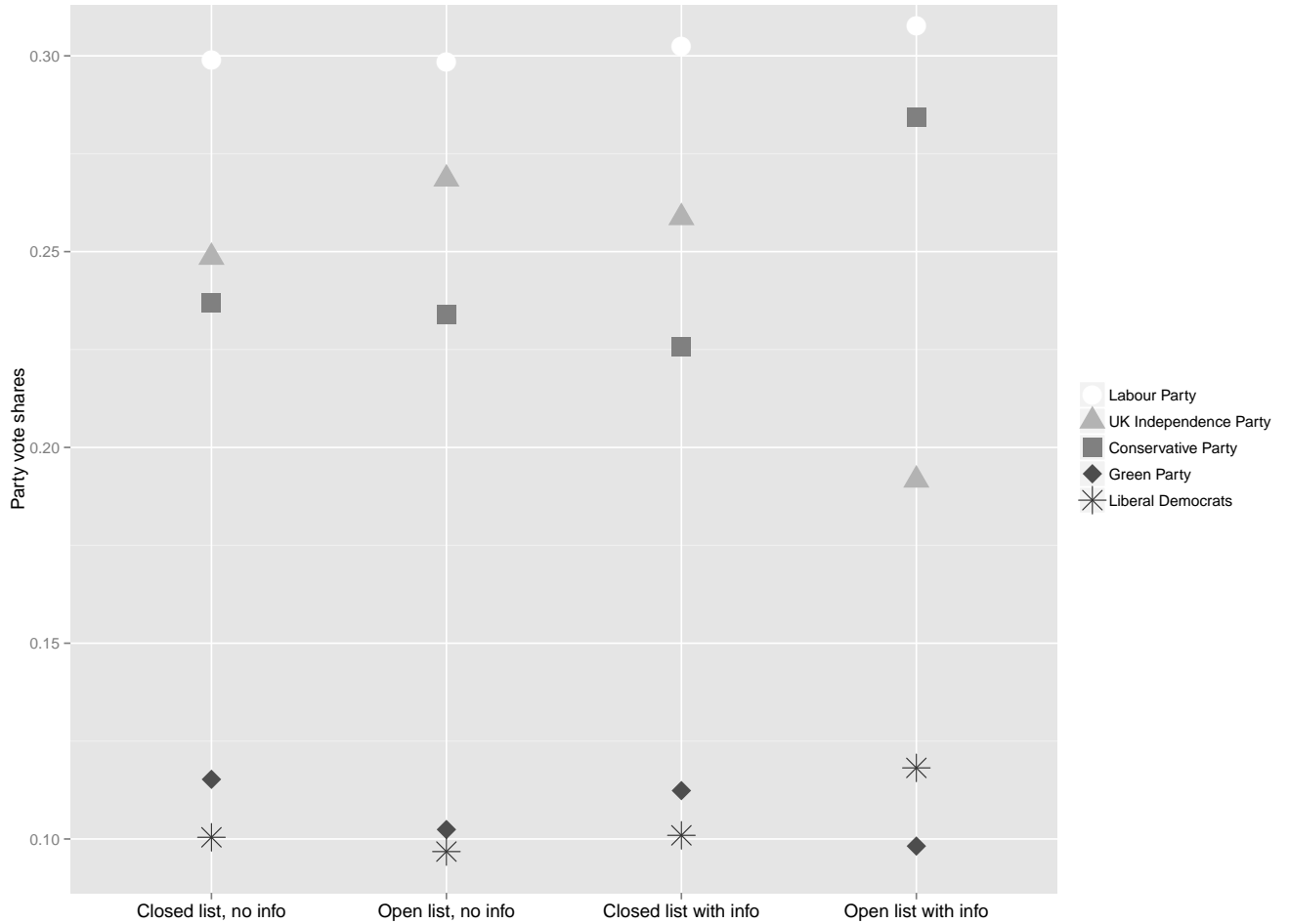
			Endorsements		
			Vote Choice	Britain in Europe	Britain Out of Europe
1	Conservative Party 	1. Conor O'Brien	<input type="radio"/>		✓
		2. Christine Kendall	<input type="radio"/>		
		3. Harry Stern	<input type="radio"/>	✓	
2	The Green Party 	1. Jessica Hunter	<input type="radio"/>	✓	
		2. Richard Grey	<input type="radio"/>		
		3. Dom Courtney	<input type="radio"/>		✓
3	The Labour Party 	1. Kimberley Franks	<input type="radio"/>		
		2. Nigel Wyatt	<input type="radio"/>	✓	
		3. Kenny Greene	<input type="radio"/>		✓
4	Liberal Democrats 	1. Ken Chase	<input type="radio"/>		✓
		2. Evelyn Preston	<input type="radio"/>		
		3. Andy Kingsley	<input type="radio"/>	✓	
5	United Kingdom Independence Party 	1. Rosie Travers	<input type="radio"/>		✓
		2. Andrew Linden	<input type="radio"/>		✓
		3. Rowan Jarod	<input type="radio"/>		✓

Figure S11: Quantile-quantile plot of empirical distribution of p -values against uniform



NOTE: The quantile-quantile plot shows the empirical distribution of the p -values calculated from a joint F -test of no differences between the 22 covariate means against the theoretically expected uniform distribution. All p -values are above the 45 degree line indicating that randomization was successfully implemented. All estimates are weighted using YouGov's survey weights.

Figure S12: Party vote shares in each of the four treatment conditions



NOTE: The only significant differences in party vote share across treatment conditions are for the Conservatives and UKIP between the open-list with information condition, and the other conditions. This indicates that neither the provision of information nor open lists on their own affect party vote choice.

Table S3: Internal party EU dissent/conflict

	(1) EU Dissent
High-Salience	-0.62 (-2.62)
Constant	2.89 (27.45)
Observations	200

Note: Regression coefficients shown with corresponding t-statistic in parentheses.

Table S4: Vote shares of candidates and respondents' stance on European integration

	(1)	(2)	(3)	(4)	(5)
Vote shares of candidates by party					
Party	GRN	LAB	LD	CON	UKIP
Pro EU	0.48	0.48	0.55	0.26	0
Neutral	0.21	0.18	0.21	0.22	0
Anti EU	0.31	0.34	0.24	0.52	1
Observations	219	686	263	634	427
Respondents' self-placement by party					
	(6)	(7)	(8)	(9)	(10)
Party	GRN	LAB	LD	CON	UKIP
Pro EU	0.40	0.37	0.45	0.14	0.04
Neutral	0.39	0.39	0.40	0.41	0.20
Anti EU	0.21	0.25	0.15	0.45	0.77
Observations	219	686	263	634	427

Note: Models 1–5 present the votes shares of pro-European, neutral and Eurosceptic candidates by party under open-list with information. Models 6–10 present the shares of survey respondents that are pro-European, neutral and Eurosceptic that identify with a particular party. All estimates are weighted using YouGov's survey weights.

Table S5: Balance tests over covariate means

Covariates	Closed / No	Closed / With	Open / No	Open / with	<i>p</i> -value
EU membership	4.36	4.48	4.44	4.38	0.68
Female	0.49	0.51	0.52	0.53	0.10
Age	46.49	46.45	47.25	46.77	0.57
Lab Party ID 2010	0.33	0.32	0.32	0.33	0.83
Con Party ID 2010	0.28	0.28	0.29	0.29	0.97
Lib Party ID 2010	0.11	0.13	0.12	0.12	0.46
Green Party ID 2010	0.00	0.00	0.00	0.00	0.41
UKIP Party ID 2010	0.01	0.01	0.01	0.01	0.62
No Party ID 2010	0.21	0.20	0.20	0.19	0.75
Lab Vote 2010	0.26	0.25	0.25	0.25	0.93
Con Vote 2010	0.29	0.30	0.30	0.29	0.99
Lib Vote 2010	0.21	0.21	0.21	0.22	0.99
Green Vote 2010	0.01	0.01	0.00	0.01	0.31
UKIP Vote 2010	0.01	0.01	0.01	0.02	0.32
No Vote 2010	0.16	0.17	0.16	0.15	0.61
Region: North	0.24	0.24	0.28	0.23	0.03
Region: Midlands	0.17	0.17	0.16	0.15	0.55
Region: East	0.10	0.10	0.09	0.10	0.66
Region: London	0.13	0.14	0.11	0.13	0.25
Region: South	0.23	0.22	0.23	0.24	0.57
Region: Wales	0.05	0.05	0.05	0.05	0.58
Region: Scotland	0.09	0.08	0.08	0.09	0.89
Sample Size	2251.25	2259.53	2346.71	2230.01	

Note: Table reports means values in the four experimental treatments (“Closed / No” denotes closed list and no information provided on candidates’ positions on Europe; “Open / with” denotes open-list and information provided on candidates’ positions on Europe) along with *p*-values corresponding to the test of the null hypothesis that the four means are the same. All estimates, including the effective sample size, are weighted using YouGov’s survey weights.

Table S6: Party vote shares by treatment, subset by voters' party identification

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)
Voters' party ID	CON	CON	CON	CON	CON	GRN	GRN	GRN	GRN	GRN	LAB	LAB	LAB
Party vote share	CON	GRN	LAB	LD	UKIP	CON	GRN	LAB	LD	UKIP	CON	GRN	LAB
Open-list	-0.01 (-0.29)	-0.00 (-0.22)	0.00 (1.70)	-0.02 (-2.07)	0.03 (1.00)	-0.02 (-0.45)	0.10 (1.58)	-0.02 (-1.40)	-0.07 (-1.62)	0.01 (0.48)	0.00 (0.70)	-0.02 (-1.13)	-0.00 (-0.04)
With information	-0.06 (-1.72)	0.01 (0.93)	0.00 (1.33)	-0.01 (-1.23)	0.06 (1.82)	-0.03 (-1.02)	-0.01 (-0.14)	0.10 (1.58)	-0.08 (-1.99)	0.03 (0.96)	0.02 (2.03)	0.00 (0.03)	-0.04 (-1.31)
Open × information	0.14 (3.00)	-0.00 (-0.11)	0.00 (0.32)	0.04 (2.78)	-0.18 (-4.30)	0.07 (1.48)	-0.06 (-0.58)	-0.06 (-0.89)	0.07 (1.63)	-0.02 (-0.32)	0.00 (0.09)	0.01 (0.41)	0.04 (1.17)
Constant	0.75 (31.10)	0.02 (3.35)	0.00 (0.00)	0.03 (2.80)	0.20 (9.14)	0.03 (1.02)	0.85 (15.68)	0.02 (1.40)	0.09 (2.06)	0.01 (1.15)	0.01 (2.09)	0.08 (7.10)	0.80 (43.82)
Observations	2251	2251	2251	2251	2251	170	170	170	170	170	2751	2751	2751

	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)
Voters' party ID	LAB	LAB	LD	LD	LD	LD	LD	UKIP	UKIP	UKIP	UKIP	UKIP
Party vote share	LD	UKIP	CON	GRN	LAB	LD	UKIP	CON	GRN	LAB	LD	UKIP
Open-list	-0.00 (-0.06)	0.01 (0.74)	0.03 (1.16)	-0.03 (-0.58)	0.02 (0.77)	-0.04 (-0.66)	0.01 (0.39)	0.00 (0.26)	0.00 (0.84)	-0.02 (-1.29)	0.00 (0.16)	0.01 (0.32)
With information	0.00 (0.30)	0.01 (0.50)	0.05 (1.33)	-0.03 (-0.83)	-0.02 (-1.00)	-0.03 (-0.56)	0.03 (0.90)	-0.00 (-0.70)	0.01 (1.65)	-0.00 (-0.26)	0.01 (0.55)	-0.01 (-0.54)
Open × information	-0.00 (-0.30)	-0.05 (-1.92)	-0.04 (-0.72)	-0.02 (-0.26)	0.01 (0.13)	0.05 (0.56)	-0.00 (-0.01)	0.11 (3.94)	-0.01 (-1.49)	0.01 (0.41)	-0.02 (-0.67)	-0.08 (-2.10)
Constant	0.02 (3.00)	0.08 (6.21)	0.03 (1.88)	0.13 (4.64)	0.03 (2.10)	0.76 (20.13)	0.04 (2.30)	0.01 (1.41)	0.00 (1.00)	0.02 (1.65)	0.01 (1.01)	0.96 (53.29)
Observations	2751	2751	717	717	717	717	717	833	833	833	833	833

Note: Separate OLS regressions for models 1–25. Regression coefficients shown with corresponding t -statistic in parentheses. All regressions are weighted using YouGov's survey weights.

S9. ASSESSING STRATEGIC VOTING IN THE EXPERIMENT

Our analysis considered the effect of ballot type under the assumption that voters are either expressive or strategic. To the extent that our survey respondents acted like strategic voters, we might expect to see an effect of ballot order in the closed list component of our experiment. In particular, under closed lists we might expect Eurosceptic voters to be more likely to vote Conservative when a Eurosceptic candidate is nearer to the top of the Conservative party list. That is, a right-leaning Eurosceptic voter might focus on two pivotal events: the one in which she casts the decisive vote between a UKIP candidate and a non-Eurosceptic candidate from another party, and the one in which she casts the decisive vote between a Eurosceptic Conservative candidate and a non-Eurosceptic candidate from another major party. Note that the probability of the second pivotal event depends crucially on the order in which the Conservative candidates are listed. A sophisticated voter would recognize that the Conservatives are likely to win either 0 or 1 seat in this (hypothetical) election, very unlikely to win 2 seats, and extremely unlikely to win all 3 seats. Thus the pivotal event of electing a Eurosceptic Conservative is most likely when the Eurosceptic Conservative candidate is at the top of the party list, less likely when that candidate is in the middle of the list, and vanishingly unlikely if the candidate is at the bottom of the list. It follows that such a voter would be more likely to vote Conservative under closed lists when the Eurosceptic Conservative is higher on the party list.

Table S7 indicates that we do not see this pattern in the aggregate: support for the Conservatives and UKIP among Eurosceptic voters under closed lists does not depend significantly on whether the Eurosceptic Conservative is near the top of the party list. We find similar null effects for all other parties.

Table S7: Position of Eurosceptic candidate on Conservative list

	(1)	(2)	(3)	(4)	(5)	(6)
Party	CON	CON	CON	UKIP	UKIP	UKIP
Outcome	Vote Shares					
Eurosceptic 1st	0.01 (0.29)			-0.01 (-0.15)		
Eurosceptic 2nd		0.04 (1.02)			0.06 (1.27)	
Eurosceptic 1st or 2nd			0.05 (1.41)			0.05 (1.13)
Constant	0.20 (9.94)	0.19 (9.62)	0.17 (6.46)	0.55 (21.50)	0.53 (21.52)	0.52 (14.80)
Observations	906	906	906	906	906	906

Note: Separate OLS regressions for models (1)–(6). Regression coefficients shown with corresponding t -statistic in parentheses. All regressions are weighted using YouGov’s survey weights. The subsample used for this analysis focuses on Eurosceptic voters under the closed-list with information treatment condition. EUROSEPTIC 1ST = 1 indicates that the first candidate on the Conservative party list is endorsed by “Britain Out of Europe”, EUROSEPTIC 2ND = 1 that the second candidate on the party list is a Eurosceptic, and EUROSEPTIC 1ST OR 2ND = 1 that either of the first two candidates is Eurosceptic.

The simplest explanation for this non-finding is that voters in our experiment tended to act in an expressive way rather than carefully considering likely election outcomes. It is also possible that they do consider election outcomes but their expectations about the likely outcomes are so diffuse that we fail to see effects in the aggregate, whether because they tend not to agree about likely voting outcomes or they do not understand how voting outcomes maps to electoral outcomes. Perhaps there would be more strategic behavior in a real election in which voters are exposed to messages by strategic activists and campaign officials.