

Online Supporting Information

Parties Are No Civic Charities: Voter Contact and the Changing Partisan Composition of the Electorate

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Replication Materials: The data, code, and any additional materials required to replicate all analyses in this article are available on the Political Science Research and Methods Dataverse within the Harvard Dataverse Network, at:
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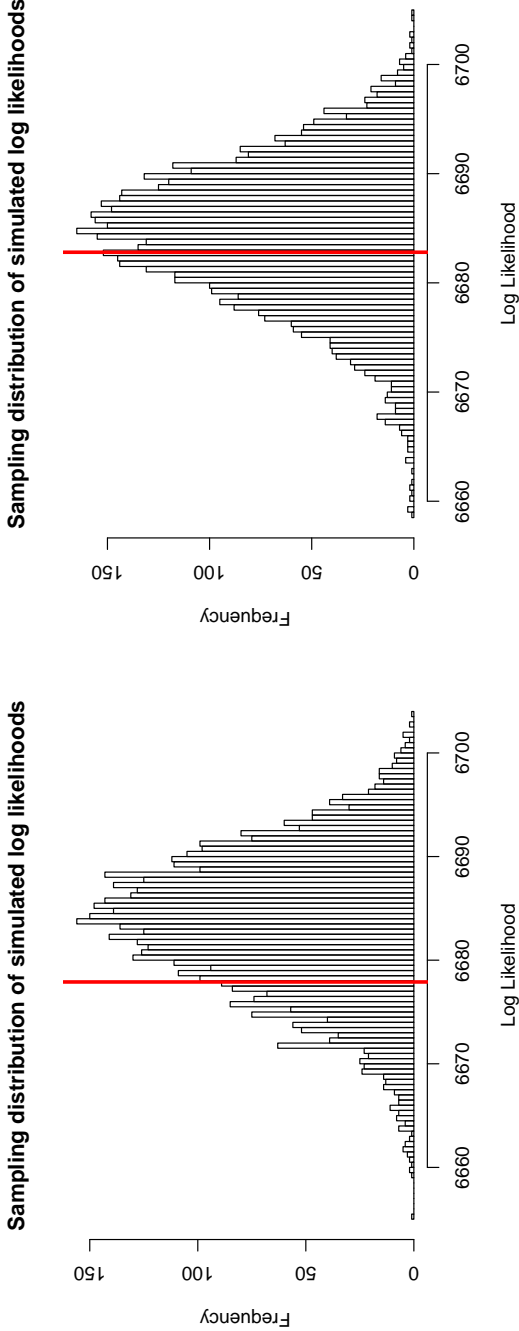
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Supporting Information

Table A1: Covariate balance, by experimental group & partisanship

	Canvass	Leaflet	Control
	North		
Conservative	30.3	28.9	30.3
Against Con	8.8	8.7	10.0
Labour	8.0	11.7	11.5
LibDem	4.1	1.8	3.1
Undecided	7.1	6.6	9.0
Non-voter	1.7	2.2	1.8
Missing	39.9	40.0	34.3
Female	51.3	50.9	50.4
Unknown	0.9	1.3	0.6
Turnout 2010	43.1	42.8	46.4
N	3253		
	South		
Conservative	27.4	22.1	21.3
Against Con	13.8	16.7	13.0
Labour	8.4	9.1	10.4
LibDem	2.2	3.0	2.8
Undecided	2.1	2.3	3.2
Non-voter	0.9	0.8	1.1
Missing	45.3	46.0	48.3
Female	54.0	53.8	51.4
Unknown	0.9	1.2	1.4
Turnout 2010	45.3	46.7	48.5
N	2870		

Figure A1: Balance Check: Location of estimated log likelihood resulting from multinomial logistic regression of block and cluster treatment assignment on pre-treatment covariates compared to sampling distributions of 5000 simulated log-likelihood statistics under sharp null.



- a) Left: pre-treatment covariates ($p=.79$)
- b) Right: pre-treatment covariates & interaction between pre-treatment party support and covariates ($p=.62$)

Table A2: Turnout rates by experimental block and pre-treatment party support

	Canvass	Leaflet	Control	Combined
	North			
Combined	28.2 (974)	29.1 (980)	30.1 (1299)	29.2 (3253)
Conservative	34.9 (295)	36.7 (283)	34.8 (394)	35.4 (972)
Against Cons	27.9 (86)	38.8 (85)	37.7 (130)	35.2 (301)
Labour	28.2 (78)	29.6 (115)	38.0 (150)	32.9 (343)
LibDem	45.0 (40)	55.6 (18)	50.0 (40)	49.0 (98)
Undecided	29.0 (69)	27.7 (65)	21.4 (117)	25.1 (251)
Non-voter	29.4 (17)	27.3 (22)	13.0 (23)	22.6 (62)
Missing	21.3 (389)	20.4 (392)	22.5 (445)	21.5 (1226)
Canvassing contact rate	41.4	0.0	0.0	12.4
	South			
Combined	25.6 (909)	28.9 (923)	31.4 (1038)	28.8 (2870)
Conservative	34.1 (249)	42.6 (204)	29.9 (221)	35.3 (674)
Against Cons	43.2 (125)	31.8 (154)	45.9 (135)	39.9 (414)
Labour	25.0 (76)	34.5 (84)	49.1 (108)	37.7 (268)
LibDem	20.0 (20)	60.7 (28)	31.0 (29)	39.0 (77)
Undecided	15.8 (19)	28.6 (21)	27.3 (33)	24.7 (73)
Non-voter	37.5 (8)	14.3 (7)	18.2 (11)	23.1 (26)
Missing	15.8 (412)	18.4 (425)	25.0 (501)	20.0 (1338)
Canvassing contact rate	44.6	0.2	0.0	14.2

Note: Number of observations in parentheses.

Table A3: Logistic regression of turnout on treatment assignment, conditional on Party ID

	I	II	III	IV
Campaign	-.127 ⁺ (.077)	.165 (.137)	.197 (.139)	-.037 (.187)
Conservative Against Cons	.108 (.113)	.380* (.181)	.438* (.182)	.429* (.181)
Labour	-.021 (.125)	.411* (.192)	.431* (.196)	.424* (.194)
LibDem	.383* (.191)	.386 (.300)	.451 (.308)	.437 (.304)
Undecided	-.505** (.168)	-.519* (.267)	-.440 ⁺ (.267)	-.449 ⁺ (.265)
Non-voter	-.621* (.286)	-1.05 ⁺ (.578)	-.786 (.569)	-.834 (.568)
Missing	-.740*** (.088)	-.458** (.144)	.125 (.154)	.028 (.159)
Cons x Campaign Against Cons x Campaign		Reference -.433 ⁺ (.231)	-.449 ⁺ (.233)	-.436 ⁺ (.232)
Labour x Campaign		-.741** (.255)	-.749** (.260)	-.743** (.258)
LibDem x Campaign		.005 (.387)	-.134 (.407)	-.128 (.407)
Undecided x Campaign		.068 (.341)	.062 (.337)	.077 (.337)
Non-voter x Campaign		.638 (.668)	.842 (.659)	.942 (.661)
Missing x Campaign		-.456* (.182)	-.470* (.187)	-.311 (.199)
Ward	-.010 (.075)	-.006 (.075)	.068 (.077)	.067 (.077)
Covariates	No	No	Yes	Yes
Covariates x Treatment	No	No	No	Yes
N	6123			

Note: Clustered standard errors in parentheses, *** p<0.001, ** p<0.01, * p<0.05, + p<0.1

Table A4: Logistic regression of turnout on treatment assignment, conditional on Party ID

	I	II	III	IV
Leaflet	-.074 (.089)	.270 ⁺ (.160)	.280 ⁺ (.159)	.185 (.218)
Leaflet & Canvass	-.183* (.092)	.069 (.159)	.120 (.159)	-.264 (.217)
Conservative Against Cons	.105 (.113)	Reference		
Labour	-.027 (.125)	.411* (.191)	.431* (.196)	.425* (.194)
LibDem	.385* (.190)	.386 (.299)	.451 (.308)	.438 (.304)
Undecided	-.507** (.168)	-.519 ⁺ (.267)	-.440 ⁺ (.267)	-.449 ⁺ (.268)
Non-voter	-.626* (.286)	-1.05 ⁺ (.578)	-.786 (.569)	-.834 (.568)
Missing	-.743*** (.088)	-.457** (.144)	.126 (.154)	.029 (.159)
Cons x Leaflet Against Cons x Leaflet		Reference		
Labour x Leaflet		-.592* (.268)	.575* (.272)	-.566* (.281)
LibDem x Leaflet		-.742* (.288)	-.710* (.295)	-.705* (.293)
Undecided x Leaflet		.403 (.442)	.344 (.472)	.360 (.469)
Non-voter x Leaflet		.009 (.403)	-.008 (.396)	-.001 (.400)
Missing x Leaflet		.343 (.775)	.696 (.771)	.699 (.772)
Cons x Leaflet & Canvass Against Cons x Leaflet & Canvass		-.533* (.212)	-.531* (.218)	-.467* (.232)
Labour x Leaflet & Canvass		Reference		
LibDem x Leaflet & Canvass		-.275 (.279)	-.324 (.279)	-.315 (.281)
Undecided x Leaflet & Canvass		-.786* (.333)	-.838* (.334)	-.845* (.336)
Non-voter x Leaflet & Canvass		-.294 (.460)	-.498 (.482)	-.516 (.488)
Missing x Leaflet & Canvass		.119 (.402)	.124 (.396)	.157 (.395)
North	-.010 (.075)	-.003 (.075)	.072 (.077)	.069 (.077)
Covariates	No	No	Yes	Yes
Covariates x Treatment	No	No	No	Yes
Observations	6123			

Note: Clustered standard errors in parentheses, *** p<0.001, ** p<0.01, * p<0.05, + p<0.1

Door-knock and leaflet versus leaflet only

In Table A5 we identify the CACE effect of personal canvassing on turnout. We are able to isolate the effect of personal contact with a Conservative canvasser from the effect of the leaflet because all subjects in the two treatment groups received the campaign leaflet. The Complier Average Causal Effects by partisanship, in our case the subjects who answered the door when Conservative canvassers attempted to contact them and hand-over the leaflet personally, are displayed in Table A5 . If Y_i is turnout, d_i indicates whether personal contact with the canvasser was made, z_i is treatment assignment either to the leaflet only condition ($z_i = 0$) or the leaflet and canvassing condition ($z_i = 1$), then the two-stage least squares model we estimate for the CACE can be written as:

$$Y_i = \beta_0 + \beta_1 d_i + \beta_2 RivalParty_i + \beta_3 Unattached_i + \beta_4 d_i * RivalParty_i + \beta_5 d_i * Unattached_i$$

+ μ_i , in which

$$d_i = \gamma_0 + \gamma_1 z_i + \gamma_2 RivalParty_i + \gamma_3 Unattached_i + \gamma_4 z_i * RivalParty_i + \gamma_5 z_i * Unattached_i + \epsilon_i$$

Table A5: Instrumental variable regression of turnout on canvassing instrumented by assignment to canvassing or leaflet condition, conditional on Party ID

	I	II	III	IV
Canvassing	-.051 (.044)	-.047 (.042)	-.100 (.082)	-.158 ⁺ (.093)
Conservative Rival Party	-.023 (.027)	-.019 (.026)	-.035 (.038)	-.023 (.037)
Unattached	-.170*** (.022)	-.055* (.022)	-.189*** (.031)	-.082* (.033)
Conservative Rival Party x Canvass			.050 (.116)	.015 (.111)
Unattached x Canvass			.081 (.100)	.128 (.103)
Ward	.012 (.019)	.018 (.018)	.011 (.019)	.019 (.018)
Covariates	No	Yes	No	Yes
Covariates x Canvass	No	No	No	Yes
N	3786			

Note: Clustered standard errors in parentheses, *** p<0.001, ** p<0.01, * p<0.05, + p<0.1