Effect of Targeting by Party on Intent to Turnout, Intent to Vote Biden, and Biden Favorability Predicted Difference in Outcomes between Untargeted and Targeted Respondents who had not already Voted, 95% c.i. Democrat Unaligned Republican -0.01-0.028-0.0190.087\*\* -0.071\*\* -0.0280.043 0.018 0.024 1.00 Predicted Proportion of Respondents Advertisement Allocation Untargeted Targeted 0.00 Vote Biden Dislike Biden Vote Biden Turnout Dislike Biden Vote Biden Dislike Biden Turnout Turnout Outcome Variable

Difference between untargeted and targeted groups, holding party and outcome constant. H0: difference is not significantly different from zero. \*\*\* p < 0.01; \*\* p < 0.05; \* p < 0.1