Replication Codebook
Pivotality and Turnout: Evidence from a Field Experiment in the Aftermath of a Tied Election
Ryan D. Enos and Anthony Fowler

This codebook described the data and files necessary to replicate the results of the study. Two files are necessary for replication. "EnosFowler_PivotalityExperiment.dta" contains the data, and "ReplicationCode.do" contains the STATA code necessary for replicating our analyses. Below, we provide a summary of each variable in the data set. Please consult the paper for more details and contact Anthony Fowler (anthony.fowler@uchicago.edu) with comments or questions.

The data set includes all registered voters in MA's 6th Worcester district at the time of the 2010 November general election for whom phone numbers could be obtained. Each row of the data set represents a unique individual. This data set contains the following variables:

id a unique identifier for each individual in the data set

s11 a binary variable indicating validated voter turnout in the 2011 special election (the dependent variable in our study)
1 = voted, 0 = did not vote or unknown

treatment a string variable indicating the experimental condition that each individual was randomly assigned into (No Contact, Survey, Reminder, Pivotal)

pivotal a binary variable taking a value of 1 for the pivotal condition, 0 for the reminder condition, and missing for the no contact or survey condition

call_attempt a binary variable indicating whether a call was placed to this individual's household
Due to logistical limitations, a call was not placed to everyone in the pivotal, reminder, and survey conditions. However, the order of the calls was randomized, so the few households in these conditions that did not receive a call were not unrepresentative

ind_contact a binary variable indicating whether that specific individual was contacted (i.e., answered the phone and received an experimental treatment)
1 = contacted, 0 = not contacted

informed a binary variable indicating whether a contacted individual knew that a special election was coming up and knew when it would take place
1 = informed, 0 = uninformed

hh_contact a binary variable indicating whether someone at this person's household was contacted
1 = household contacted, 0 = household not contacted

stratum_id a unique identifier for each experimental stratum, from which our treatments were randomized

phone_id a unique identifier for each phone number in our data set, individuals with the same phone number and therefore living in the same household have the same value of this variable (we do not provide the actual phone numbers in order to preserve anonymity)

previous_turnout a discrete variable ranging from 0 to 9 indicating the number of recent elections in which each individual turned out to vote

town a string variable indicating the town of each individual (Charlton, East Brookfield, Oxford, Southbridge, or Spencer)

hispanic a binary variable indicating whether each individual is predicted (by Catalist) to be Hispanic; these predictions are generated from name, geography, and consumer records
1 = Hispanic, 0 = not Hispanic

dem a binary variable indicating whether each individual is a registered Democrat
1 = registered Democrat, 0 = not registered Democrat

rep a binary variable indicating whether each individual is a registered Republican
1 = registered Republican, 0 = not registered Republican

age a discrete variable indicating each individual's age in year as of January 1, 2011

g10 a binary variable indicating whether each individual is validated as having voted in the 2010 general election
1 = voted, 0 = did not vote or unknown

s09 a binary variable indicating whether each individual is validated as having voted in a 2009 special election
1 = voted, 0 = did not vote or unknown

g08 a binary variable indicating whether each individual is validated as having voted in the 2008 general election
1 = voted, 0 = did not vote or unknown

s11_absentee a binary variable indicating whether each individual voted absentee in the 2011 special election
1 = voted absentee, 0 = did not vote absentee

unmatched a binary variable indicating whether we were unable to match each individual to their voting records from the 2011 special election
1 = unmatched, 0 = successfully matched