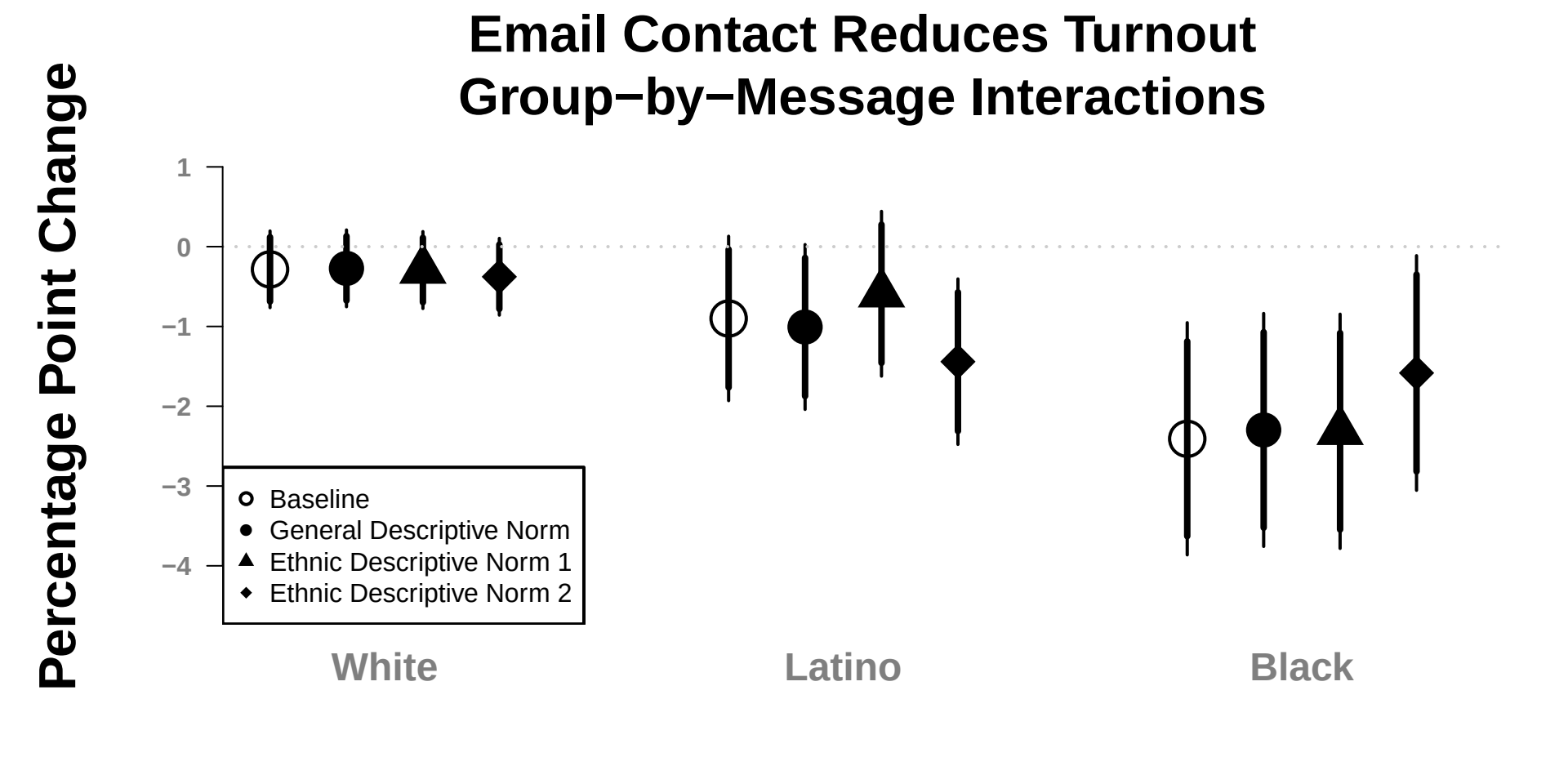
Email Contact Reduces Turnout
Group−by−Message Interactions
Percentage Point Change
1
0
−1
−2
−3
−4
Baseline
General Descriptive Norm
Ethnic Descriptive Norm 1
Ethnic Descriptive Norm 2
White
Latino
Black