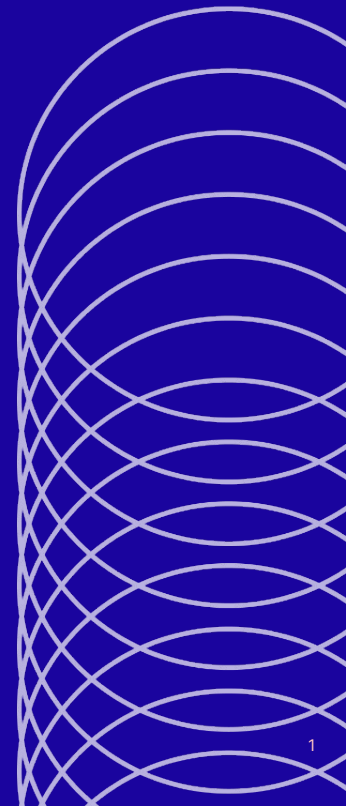


Results from an RCT of housemate naming pledge collection (HNPC) in the Texas Primary 2022

January 2023



Executive summary

- We ran a **randomized controlled trial** (RCT - the gold standard of experimentation) to test the impact on voter turnout of housemate naming pledge collection (HNPC) through text messages.
- **There were 3 experimental conditions.** We compared HNPC to commit-to-vote (CTV) messaging and to a control group who received no messaging (None).
- **Text recipients' voter turnout increased!** HNPC increased voter turnout among folks who received the text messages by ~0.4-0.5 percentage points (pp) ($p=.001$) as compared to the control condition. There was no difference in the impact of HNPC compared to CTV, which also increased recipients' turnout by ~0.4-0.5pp.
- Neither HNPC nor CTV impacted the voter turnout of household members.

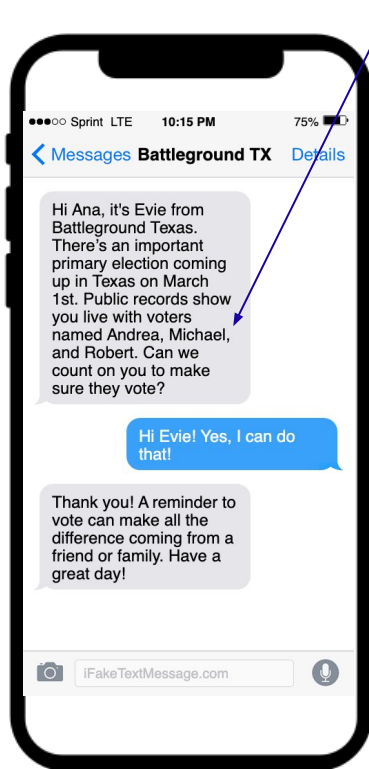
Acknowledgements

We'd like to thank our partners on this trial:
Battleground Texas, Mi Familia Vota, Civitech, and
TextOut

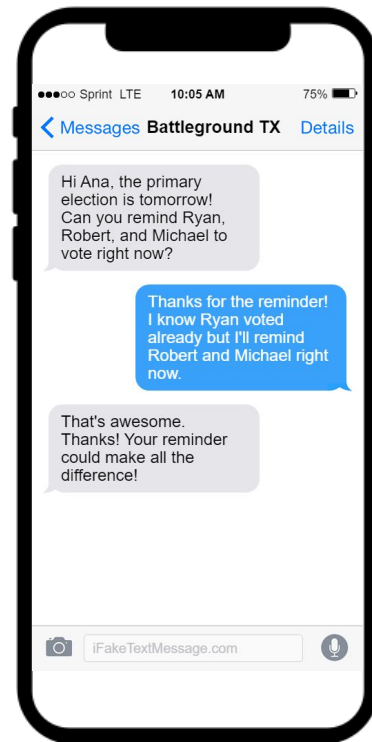
What is HNPC?

Household members' names, extracted from the voter file, are included in the text message.

- This is a novel, highly-personalized SMS approach, designed to increase the turnout of text recipients and their household members through relational voting reminders
- It is similar to traditional vote tripling but we direct recipients to remind named household members (rather than friends) to vote
- We have voter file IDs for these household members (unlike vote tripling, where we don't have voter file IDs for folks' friends!)
- As a result, this approach gets us closer to capturing the full impact of relational voting reminders similar to vote tripling

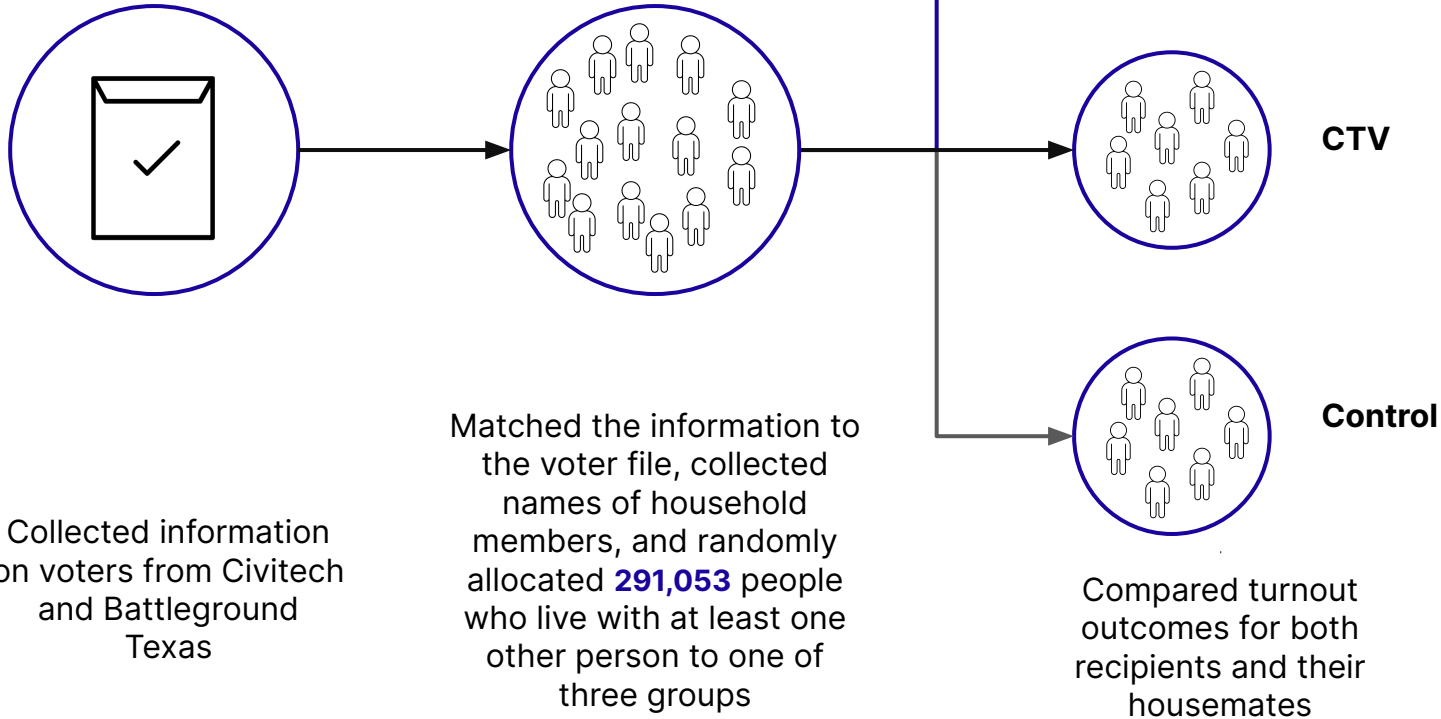


Initial message



Reminder message

The trial design



What did the treatment arms look like?

HNPC

Hi **Katie!** It's Mi Familia Vota [STOP to opt out] **Voter records show you live w/ voters Marisa and Amelia.** Can you remind them to vote in TX's 3/1 election?

CTV

Hi **Katie!** It's Mi Familia Vota [STOP to Opt Out] Can we count on you to vote in TX's 3/1 election?

Control

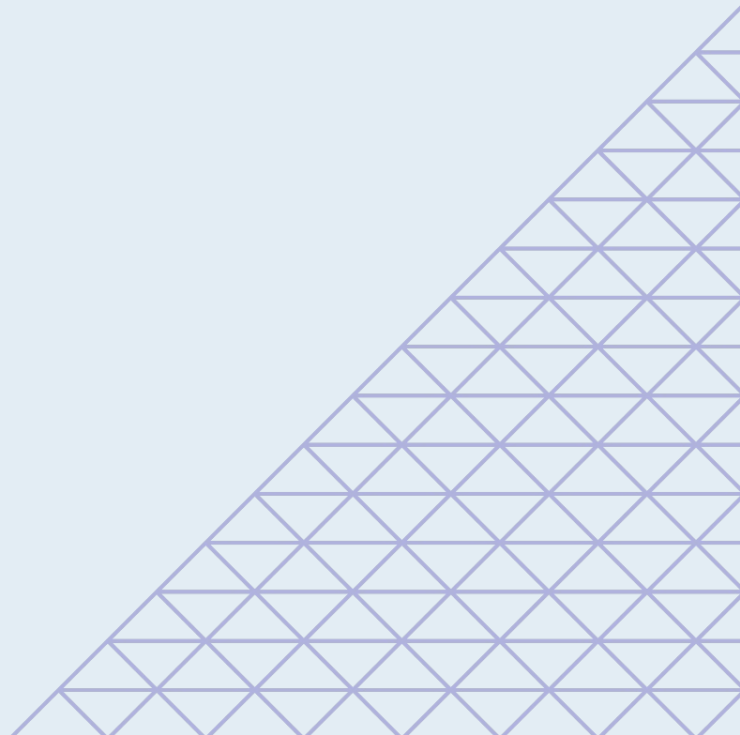
...

- People in the HNPC arm were asked to remind up to three people registered in the same address as them to vote in the TX primary
- If they did not opt out, people in the HNPC and CTV arms were sent two reminders a few days later. Text messages came from either Mi Familia Vota (MFV) or Battleground Texas (BGTX)

Analysis

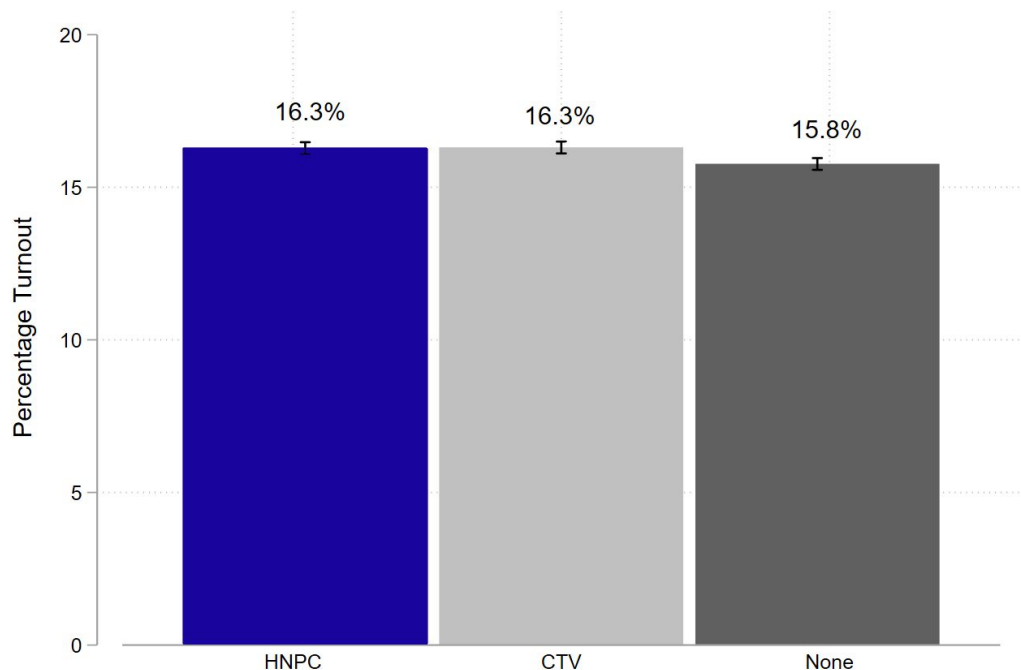
- For transparency, we pre-registered the analyses we would run at the [Open Science Framework](#)
- Our primary analysis compared the impact of CTV, HNPC, and no messaging on turnout in the March 2022 Texas Primary Election
- We also explored whether effectiveness of the interventions varied by race/ethnicity, gender, and the original source of the phone number (i.e. Civitech or BGTX)
- These analyses account for the effects of age, race, gender, and previous turnout

Key results for text message recipients



HNPC & CTV increased recipients' turnout

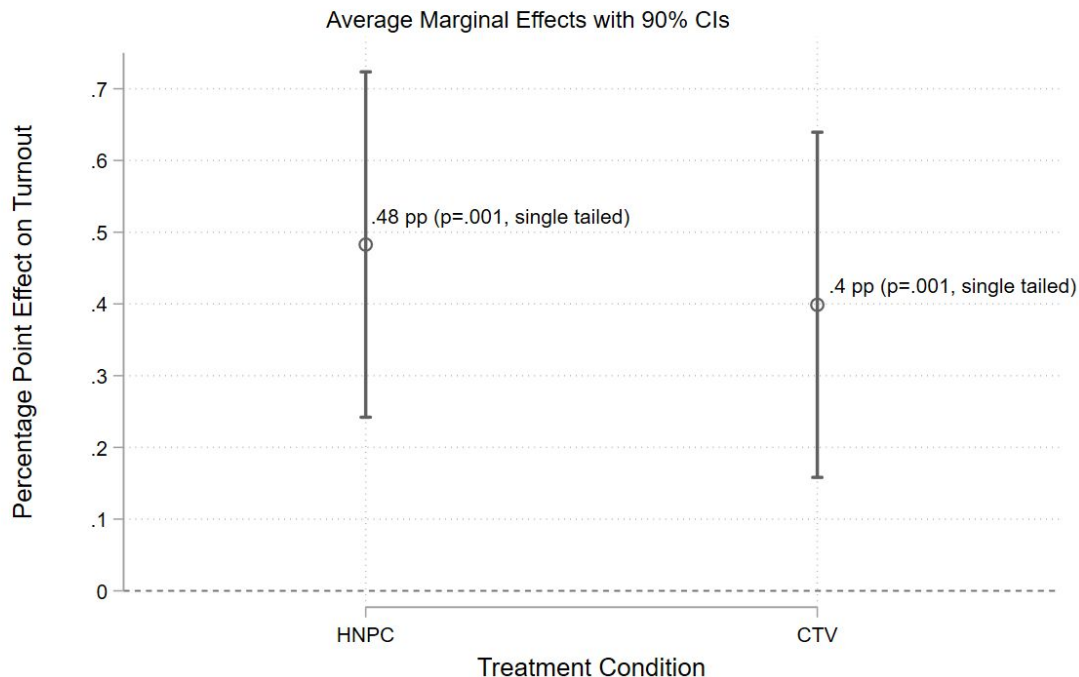
- Voter turnout was about 0.5 pp* higher for recipients of the HNPC and CTV text messages, compared to the those that received no text messages



*As a reminder, “pp” stands for “percentage point”

...but no difference between the two

- When we account for demographics, both HNPC and CTV have statistically equal & positive impacts on recipients' voter turnout (between 0.4-0.48 pp).

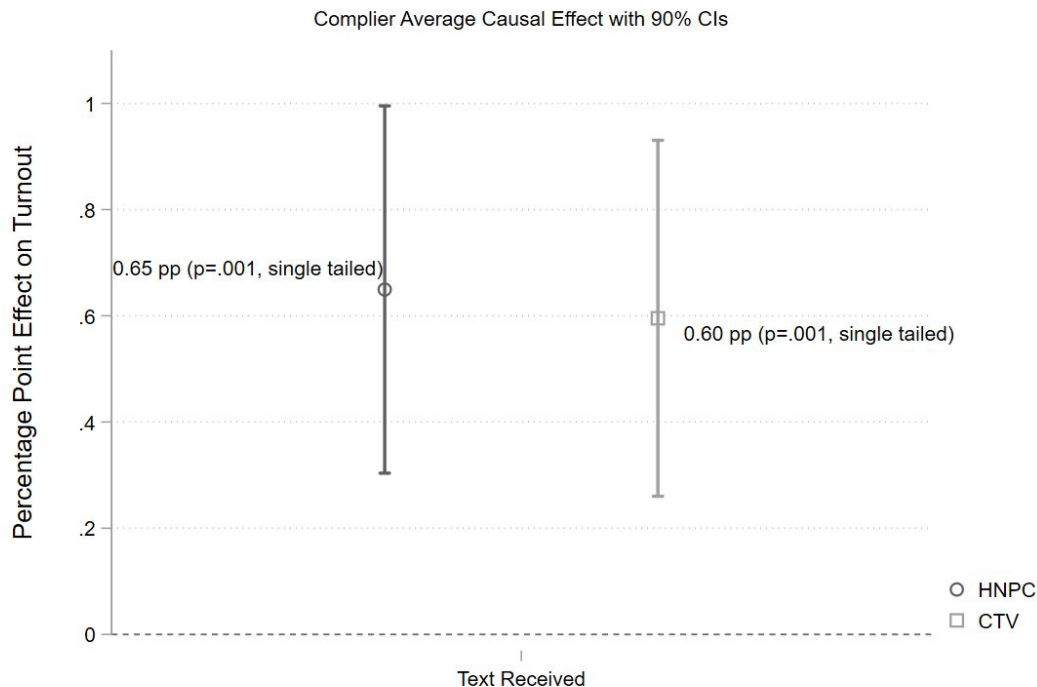


Deliverability challenges

- TextOut, our text messaging partner, excluded 29,000 participants' phone numbers from the initial sample (291,053) that were landlines or unreachable for another reason
- An additional 25,300 participants had deliverability errors with *all* of the outgoing text messages
- In total, almost 28% of all participants in the CTV or HNPC groups had issues with receiving all text messages
- Undelivered text messages dampened the impact of our intervention, but we can still be confident in our results because:
 - Future implementers of HNPC might face the same issue, so this is an accurate impact assessment
 - We can estimate the effectiveness of the intervention on people that received the text messages

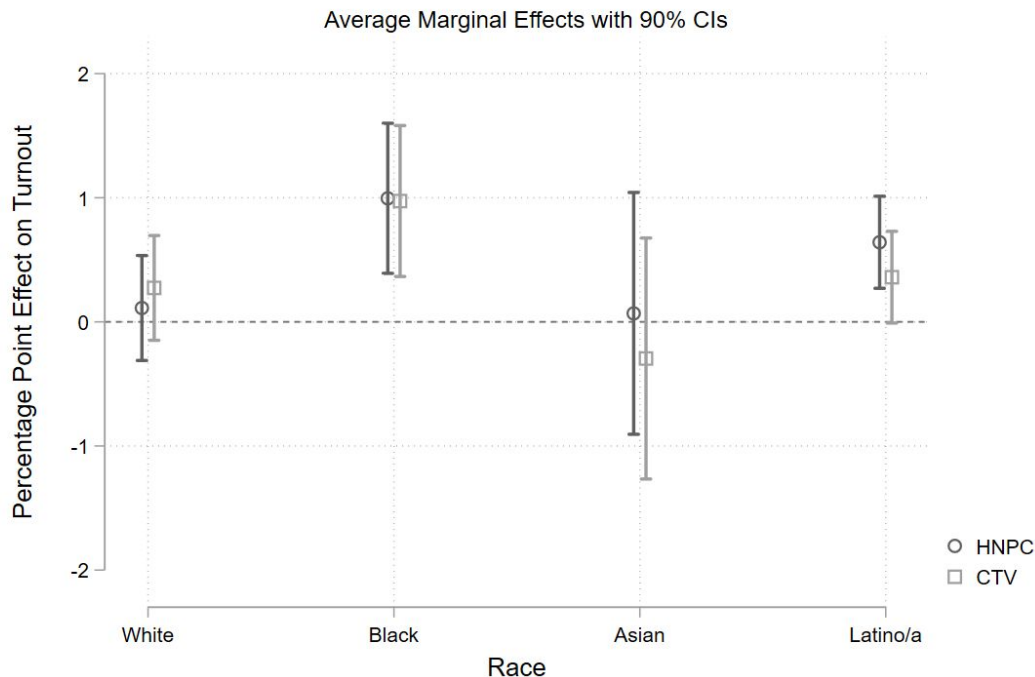
Taking deliverability into account

- When we only looked at people who received (or should have received) the text messages, we found the impacts increased!
- When we looked at people who actually received the text messages, HNPC increased turnout by 0.65 pp and CTV by 0.6 pp
 - There was still no statistical difference between CTV and HNPC

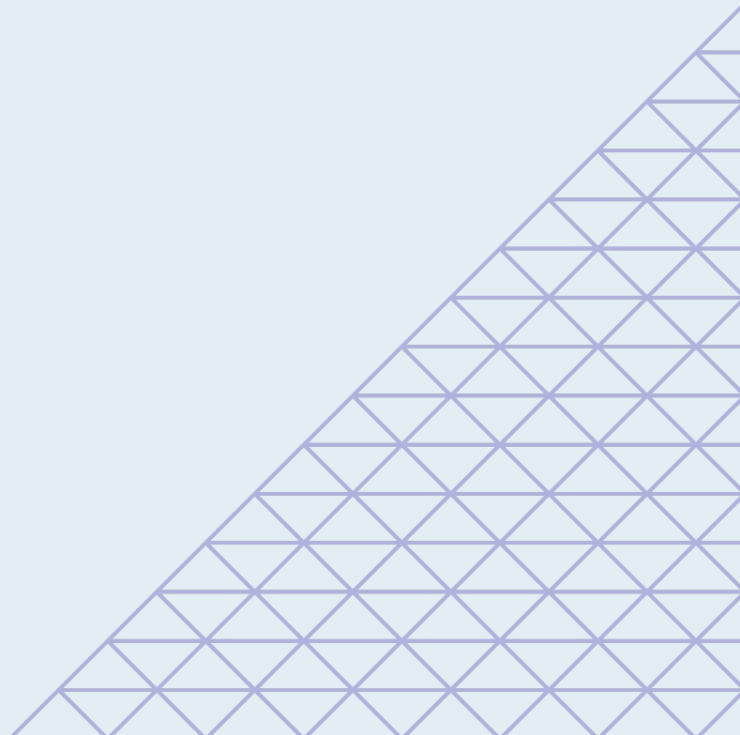


Black & Latino/a recipients drove the effect

- Both HNPC and CTV had the strongest effect on voter turnout of Black and Latino/a recipients!
 - 60% of our participants were modeled as Black and/or Latino/a
- Voter turnout increased by 1pp among Black folks and 0.4-0.6pp among Latino/a folks

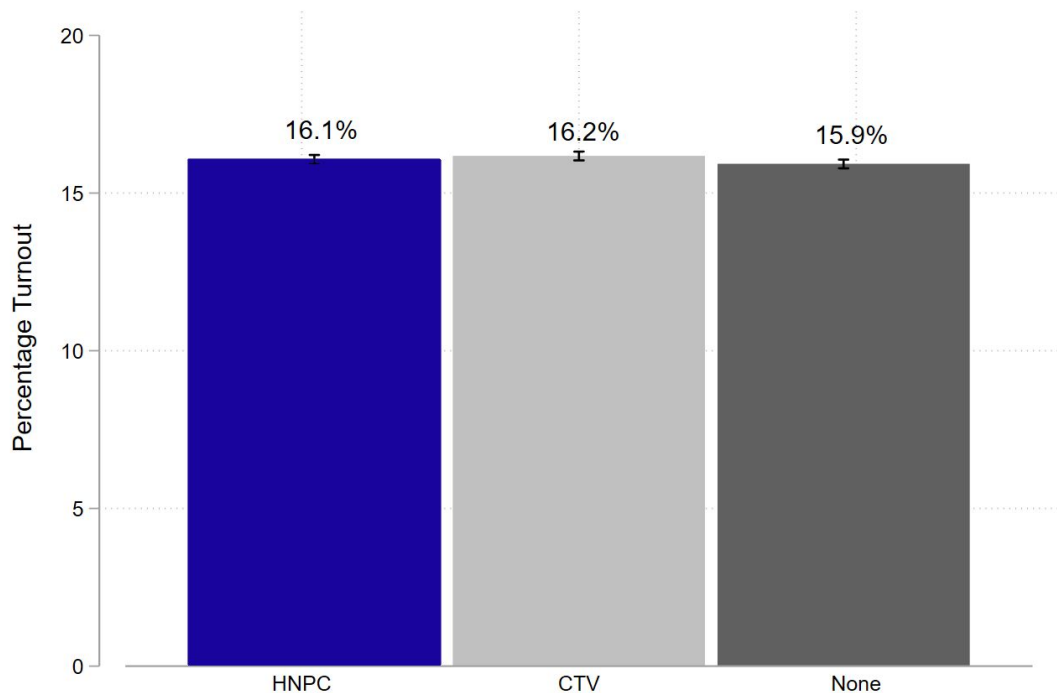


Key results for household members



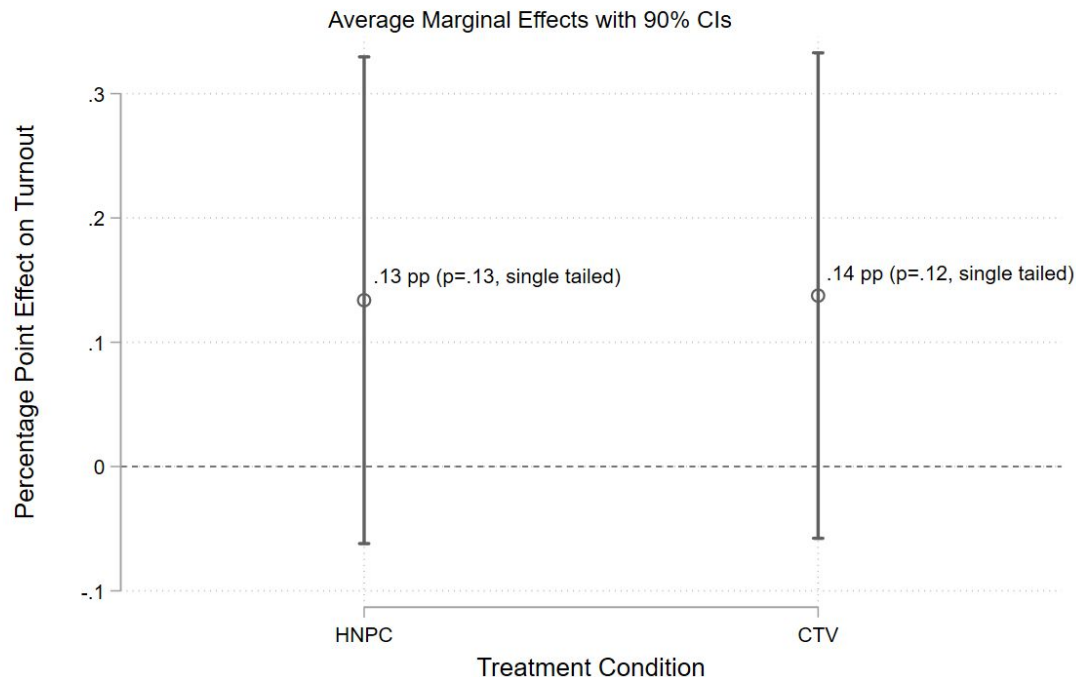
There was no impact on household member voter turnout

- There was no statistical difference in the voter turnout between folks whose housemates received the HNPC or CTV text messages and folks who didn't receive any text messages



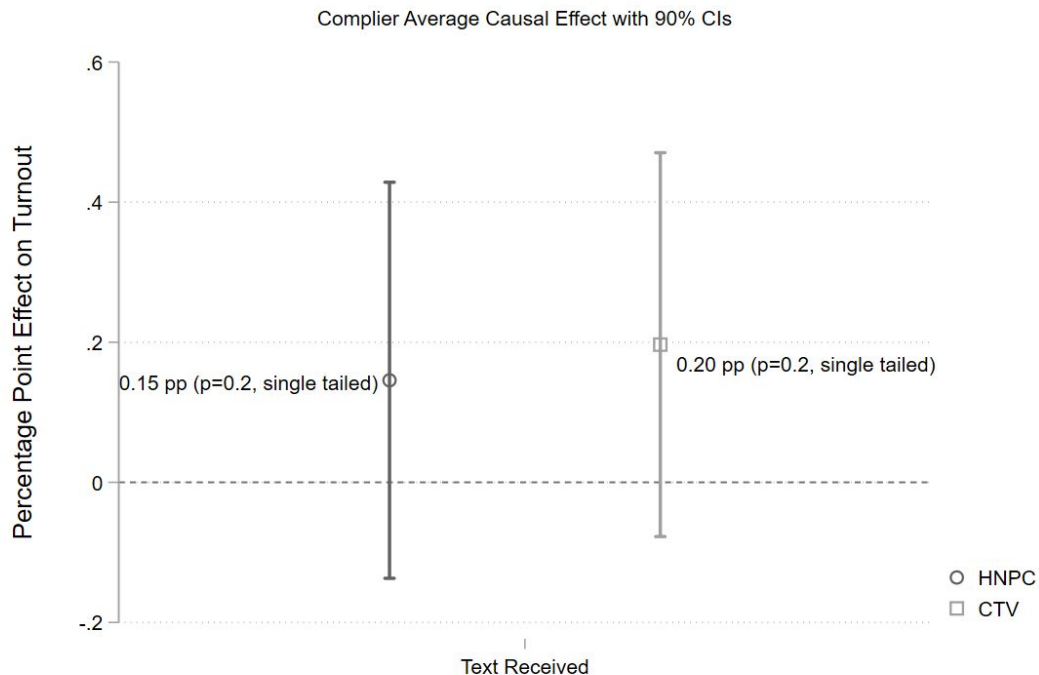
...and no difference between the two

- When we account for demographics, neither CTV nor HNPC increased the voter turnout of household members

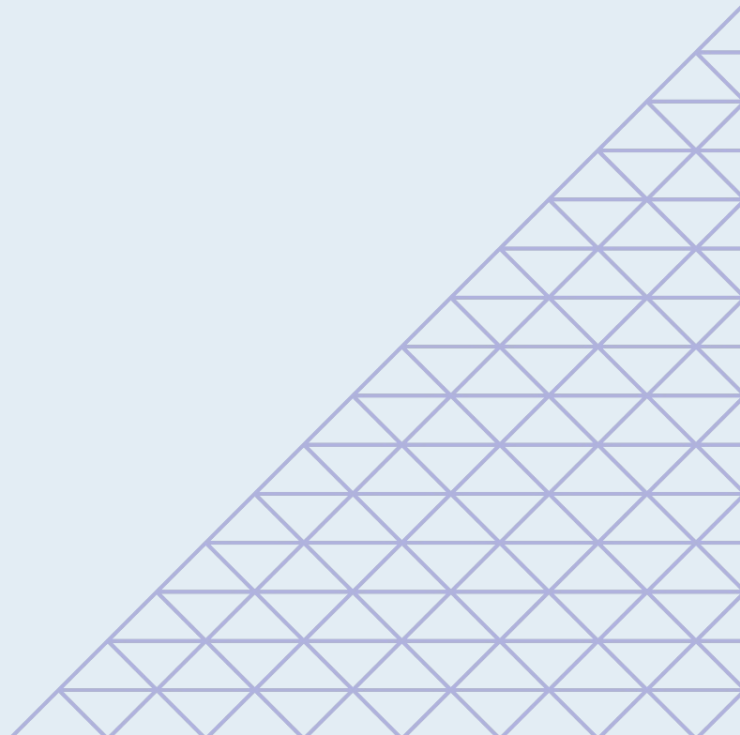


Taking deliverability into account

- When we only look at people who received the text messages, results are a bit stronger, but there's still no statistically significant effect



Conclusion



Key takeaways

- HNPC increased recipient voter turnout as much as CTV
- We found that results for recipients are mostly driven by Black and Hispanic recipients
- However, there was no impact on voter turnout of household members
- After adjusting for deliverability challenges, the HNPC intervention appears to be somewhat stronger than not adjusting for deliverability challenges
 - It increases the effect for recipients to ~0.65 percentage points
 - But the effect for their household members is still not statistically significant
- Importantly, these results were found in a low-salience election where turnout is about 16% in our sample; we may see different results in different types of elections

We recommend another RCT

Why run this program, again?

1

Two experiments show positive results for recipient turnout

2

To test the impact on household members in an election with medium to high salience, e.g. midterms

3

Learnings can reasonably apply to other programs (e.g. traditional vote tripling pledge collection)

Questions?

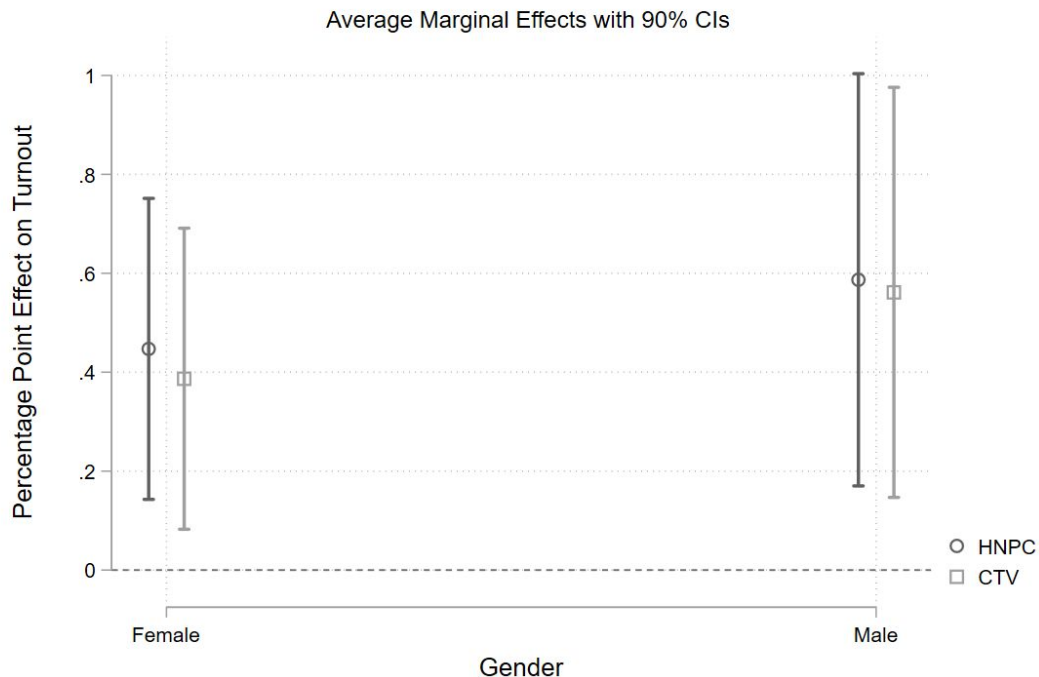
www.voterev.org/action-fund

hi@voterev.org

Appendix I: Additional recipient subgroup analysis

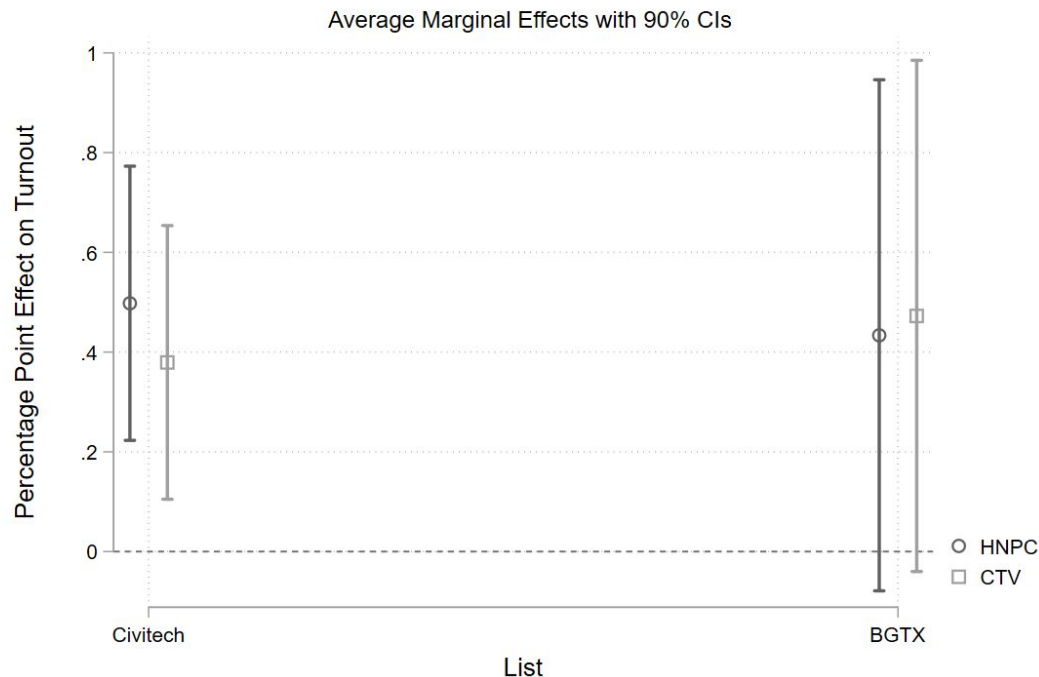
No difference by gender

- The effect for male and female recipients is statistically equal



No difference by phone number list

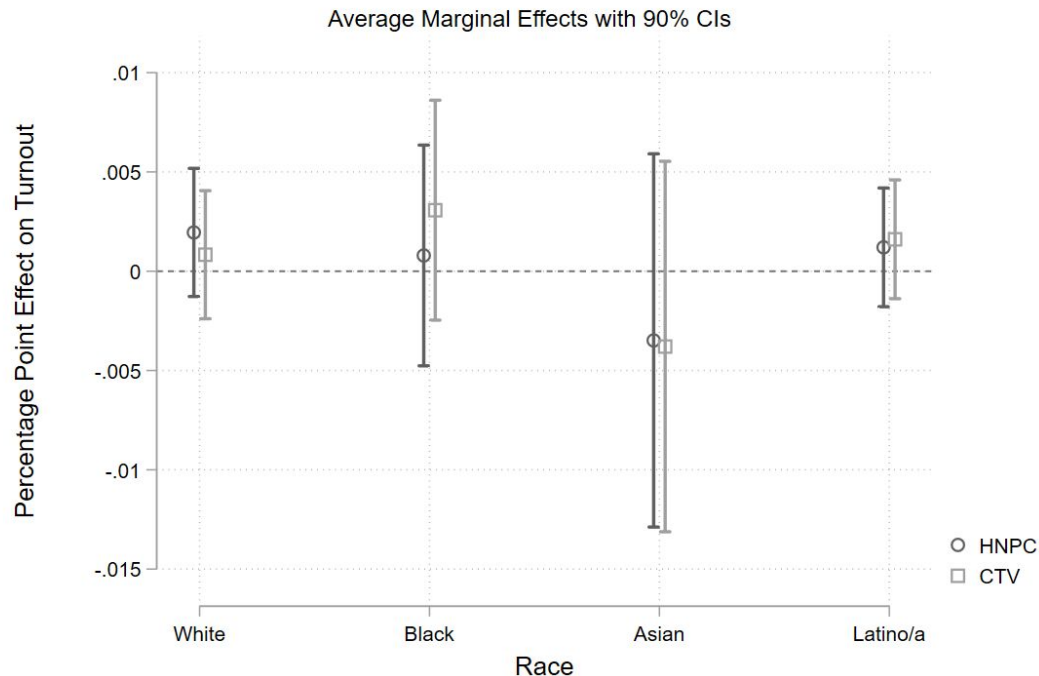
- The estimated effect is the same for both lists (BGTX and Civitech)



Appendix II: Household member subgroup analysis

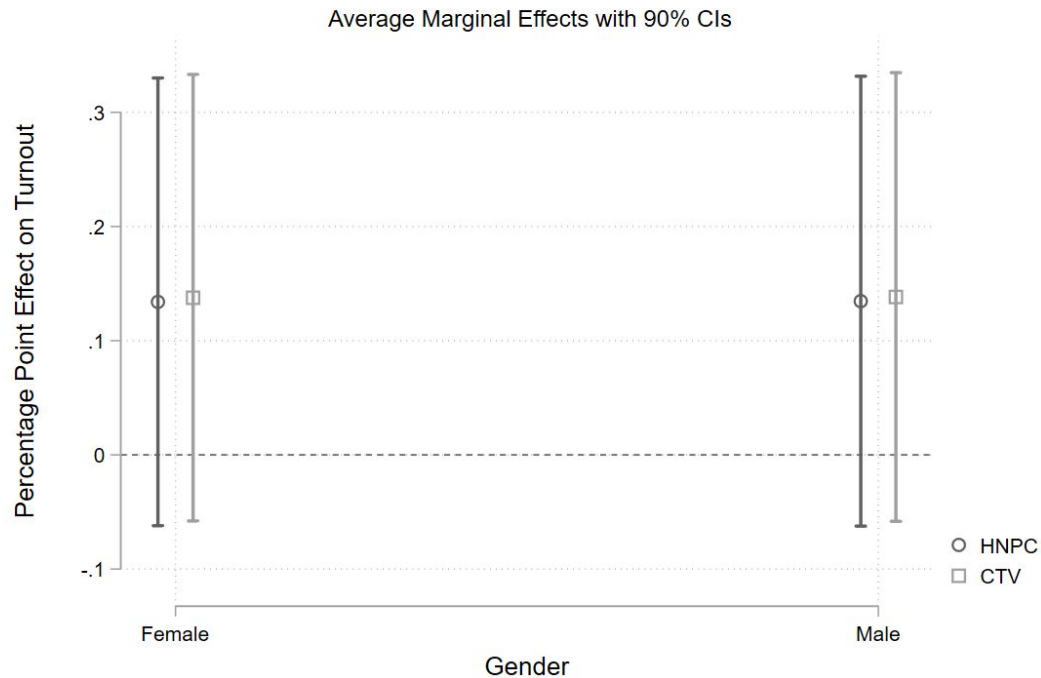
No difference by race/ethnicity of household members

- We did not detect an effect of either HNPC or CTV for any racial/ethnic subgroup of our sample



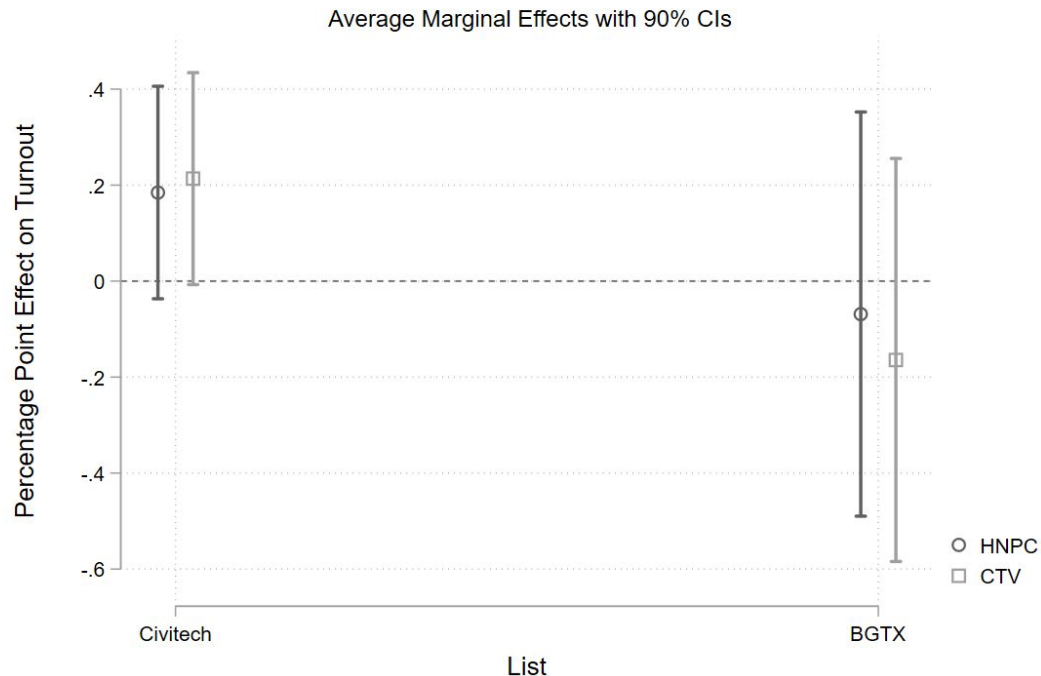
No difference by gender

- We found that gender of the household member does not impact the effectiveness of the interventions



No difference by phone number list

- The sources of recipients' phone numbers also did not make a difference



Appendix III: Number of triplers and triplees

Number of participants in the trial

	Number
Household members	567,833
Message recipients	291,053
Avg. household members per recipient	1.95*

*A more recent implementation on an HNPC trial during the 2022 general midterm election in the states of Arizona, Colorado, Georgia, Illinois, Michigan, Minnesota, Missouri, Nevada, Pennsylvania, and Wisconsin with almost 1.4 million recipients found that the average amount of household members per recipient was 1.99.