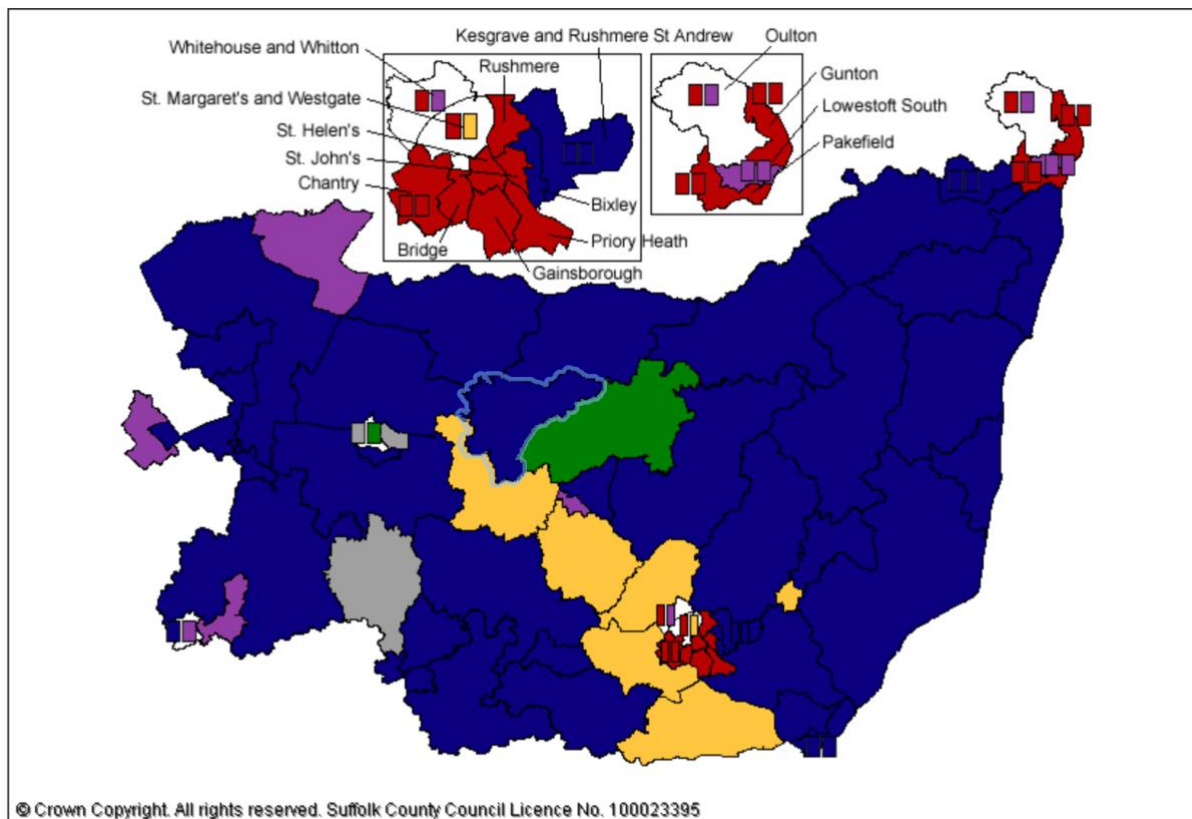**Appendix**

Figure A1. Thedwastre North Division (highlighted) within Suffolk County Council

Table A1. *Suffolk County Council Thedwastre North Division Result, 2013 and 2017*

Party	% votes, 2013	% votes, 2017
Conservative	47.5	62.2
UKIP	25.0	-
Green	12.3	21.9
Labour	10.8	9.5
Lib Dem	4.4	6.4
Turnout	31.3	36.7

Table A2. *Non-Postal Voter Experiment Assignment, Balance of Pre-Treatment Covariates*

assignedgroup		Coefficient	P>z
Control	(base outcome)		
Leaflet			
	LibDem	0.0011482	0.992
	woman	-0.0550786	0.431
	votedin09	-0.0933379	0.270
	Reference agegroup = unknown	-	-
	age60	-0.1262793	0.369
	age3559	-0.1253595	0.587
	ageunder35	0.0634146	0.623
	_cons	-0.9030821	<0.001
Leaflet + Canvass			
	LibDem	-0.1121332	0.341
	woman	-0.0363308	0.608
	votedin09	-0.1177861	0.168
	Reference agegroup = unknown	-	-
	age60	0.009354	0.945
	age3559	-0.2227591	0.356
	ageunder35	-0.376107	0.012
	_cons	-0.9086875	<0.001
	N	5,200	
	LR chi2	14.14	
	Prob > chi2	0.2919	

Table A3. *Postal Voter Experiment Assignment, Balance of Pre-Treatment Covariates*

assignedgroup		Coefficient	P>z
Control			
	LibDem	-0.1712153	0.549
	woman	-0.093684	0.532
	votedin09	0.2393998	0.130
	pvhousehold	11.91732	0.983
	Reference agegroup = unknown	-	-
	age60	-0.3773986	0.169
	age3559	0.4265176	0.301
	ageunder35	0.2213558	0.448
	_cons	-12.6601	0.982
Leaflet	(base outcome)		
Leaflet + Canvass			

LibDem	-0.2402022	0.320
woman	0.0818189	0.509
votedin09	0.0785563	0.549
pvhousehold	11.92541	0.977
Reference agegroup = unknown	-	-
age60	-0.389475	0.084
age3559	-0.0408942	0.917
ageunder35	0.1702224	0.482
_cons	-12.01064	0.976
N	1,325	
LR chi2	11.97	
Prob > chi2	0.6086	

As per Gerber and Green (2012), I show that almost all pre-treatment covariates do not differ appreciably between assignment groups. In order to statistically check whether imbalances are larger than one would expect from chance alone, I run a regression of the assigned treatment on all covariates, and calculate the F statistic. The Likelihood Ratio (LR) Chi-Square test and its accompanying p value for each model are reported in the tables below. As the randomisation process was carried out separately for the postal voter and non-postal voter components of the experiment, the regressions are presented separately below. Table A2 shows the results in the non-postal voter experiment. Table A3 shows the results in the postal voter experiment. The tables show that the only significant predictor of assignment to the Canvass + Leaflet group is being aged under 35 within the non-postal voter part of the experiment. As per Gerber and Green (2012), I present analyses controlling for all covariates, thereby producing unbiased estimates (2012: 109).

Table A4. Full Results of Covariate-Adjusted Treatment Effects

	NPV1	PV1	Fullsample1	NPV2	PV2	Fullsample2
Lib Dem Campaign	0.046**	-.026	.036*			
	(.016)	(.039)	(.015)			
Leaflet Only				0.043*	-0.048	0.028
				(.020)	(.043)	(.018)
Canvass Visit + Leaflet				0.049*	-0.003	0.045*
				(.020)	(.043)	(.018)
Ward			Reference = Badwell Ash			
Elmswell & Norton	-0.156***	-0.235***	-0.172***	-0.156***	-0.237***	-0.172***
	(.018)	(.039)	(.016)	(.018)	(.038)	(.016)
Woolpit	-	-0.026	0.019	-	-0.029	0.018
		(.042)	(.035)		(.041)	(.035)
Woman	0.009	-0.012	0.003	0.009	-0.013	0.003
	(.008)	(.021)	(.008)	(.008)	(.020)	(.008)
Voted in 2009	0.269***	0.150***	0.236***	0.269***	0.149***	0.236***
	(.019)	(.031)	(.016)	(.019)	(.031)	(.016)
Party Support			Reference = Rival Party			
Lib Dem	-0.024	-0.211*	-0.057	-0.024	-0.214*	-0.056
	(.039)	(.095)	(.037)	(.039)	(.097)	(.037)
Unknown	-0.009	-0.070	-0.022	-0.010	-0.076	-0.022
	(.039)	(.077)	(.031)	(.033)	(.079)	(.031)
PV Household	-	-	0.327***	-	-	0.327***
			(.022)			(.022)
Age Group			Reference = Age Group Unknown			
Age 60+	0.107***	0.026	0.088***	0.107***	0.030	0.088***
	(.028)	(.050)	(.022)	(.028)	(.050)	(.025)
Age 35-59	-0.008	0.001	-0.004	-0.008	0.001	-0.004
	(.045)	(.080)	(.040)	(.045)	(.079)	(.040)
Age Under 35	-0.000	-0.029	-0.007	0.000	-0.030	-0.006
	(.023)	(.055)	(.022)	(.023)	(.055)	(.022)
constant	0.289***	1.331***	0.333***	0.289***	1.361***	0.332***
	(.036)	(.097)	(.034)	(.037)	(.099)	(.034)
N	5,200	1,325	6,525	5,200	1,325	6,525
(Households)	(2,695)	(676)	(3,371)	(2,695)	(676)	(3,371)

Clustered standard errors in parentheses. ***P<.001, **p<.01, *p<.05.

Figure A2a. Other Party Leaflets Encountered During Campaign (Conservative)

A KEEN CAMPAIGNER FOR LOCAL ISSUES

I have lived in the Thedwastre North division for most of my life and I am an active member of my community. I support local action – whether that might be a speedwatch scheme, village hall restoration or a local neighbourhood plan group.

Local Conservatives have met with the Police and Crime Commissioner for Suffolk and have campaigned for more active police enforcement in our area. This includes speed enforcement but also ensuring that lorry movements stick to the designated routes. We will continue this campaign to make our roads safer for all users – including cyclists, riders and pedestrians.

I believe that the economy of Suffolk needs a strong and reliable transport, broadband and mobile phone network to enable business to thrive. We all benefit from a good, reliable infrastructure.

The Conservative administration has spent millions of pounds improving roads across Suffolk. I will make sure that Suffolk County Council Highways department knows

how important the Thedwastre North division is, and that it gets a fair share of the funds available.

For the last seven years the base Council tax for Suffolk County Council has not risen. I believe in protecting vital services on which local residents rely and targeting resources to those who are most vulnerable.

Under Suffolk's Conservative leadership nearly 90% of all Suffolk's schools are rated 'outstanding' or 'good' by OFSTED. We will work to increase this figure to 100%

The population of Suffolk is ageing. The care that is required varies and dealing appropriately and sympathetically with vulnerable people remains an important priority.

Caring and Campaigning for our Community

www.SuffolkConservatives.org.uk

WHAT WE ARE DOING FOR THEDWASTRE NORTH

SPEED ENFORCEMENT
– working with local parishes and the local police to promote the enforcement of speed limits in our local villages – through Speedwatch, Vehicle Activated Signs (VAS) and highway improvements

LORRY ROUTES
Highways teams on improved signs, SatNav awareness and changes to road priority

HIGHWAY IMPROVEMENTS
– SCC have spent over £10m in 2016 resurfacing over 7% of Suffolks roads. Potholes and highway improvements are a high priority for Suffolk Conservatives.

LIBRARIES
– ensuring the continued use of libraries as a community facility and supporting the mobile library service. Both are an essential way of delivering a wide range of services.

Jane Storey - a keen supporter of Elmswell Library

Jane Storey and Police and Crime Commissioner Tim Passmore

Jane Storey - supporting community speedwatch

WYVERSTONE

30

CARING & CAMPAIGNING FOR THEDWASTRE NORTH

Figure A2b. Other Party Leaflets Encountered During Campaign (Conservative)

Figure A2c. Other Party Leaflets Encountered During Campaign (Conservative)

DEAR VOTER

NO POTHOLE LEFT UNFILLED

The County Council elections on May 4th are an opportunity for change. Although we live in a beautiful part of Suffolk, many of our communities are under pressure. From speeding through villages, to the threat of hundreds of new homes, from oversubscribed Doctors surgeries to lack of broadband, a fresh approach is needed. The Conservatives have been in charge of the council for twelve years, and have become complacent.

I'm a local resident, having lived in Wyverstone with my family for the last ten years. I've been fully involved with the village community, attending the local church, serving on the village hall committee and parish council - so I have first-hand knowledge of the issues that face our communities.

My background is in farming, and I have a small-scale farming business growing produce sold locally. I have spent 6 years volunteering in Africa, most recently distributing food aid in Malawi. If you want someone to represent your community's interests energetically and effectively, vote for me.

WITH YOUR VOTE I WILL.

Andy Mellen

Time Team expert and Woolpit resident Helen Geake says,

"I'll definitely be voting for Andy Mellen to be our next County Councillor. Andy will stand up for Woolpit residents, and he'll work hard. He's not looking for high office – he's looking to put Woolpit's needs first. So why not join me in voting for a fresh new face on Suffolk County Council?"

THEDWASTRE NORTH DIVISION

ANDY MELLEN

Home 01449 782971
andy.mellen@greenparty.org.uk
www.mid-suffolk.greenparty.org.uk

Green Party

Figure A3a. Other Party Leaflets Encountered During Campaign (Green)

Figure A3b. Other Party Leaflets Encountered During Campaign (Green)

Table A5 *Deviations from the Pre-Analysis Plan (PAP).*

The plan outlined the intention to also compare the effects of treatments among different party supporters. However, due to a lack of data coverage on party support from the local party's voter database, the interaction effects could not provide any meaningful analysis. Party support data provided by the local party only covered 1,000 (15.32%) of the 6,525 subjects. The remainder were "unknown". The analysis is presented in the table below for the purposes of transparency.

Interaction Effect Models – Party Support

	Full Sample	Postal Voter Households	Non-Postal Voter Households
	Coefficient (SE)	Coefficient (SE)	Coefficient (SE)
Lib Dem Campaign	0.06	-0.06	0.07
	(.06)	(.17)	(.07)
Party Support			
Rival Party	(base)	(base)	(base)
Lib Dem	-0.03	-0.30	-0.00
	(.05)	(.19)	(.05)
Unknown	-0.02	-0.09	0.00
	(.04)	(.15)	(.04)
Campaign#partysuppport			
Campaign#Lib Dem	-0.07	0.11	-0.06
	(.07)	(.22)	(.08)
Campaign#Unknown	-0.02	0.03	-0.02
	(.06)	(.17)	(.07)
constant	0.32***	1.36***	0.28***
	(.04)	(.15)	(.04)
Controls*	Yes	Yes	Yes
N	6,525	1,325	5,200
(Households)	(3,371)	(676)	(2,695)

*Controls include age, gender, ward, and previous turnout

The second deviation was theoretical. The PAP included a theoretical discussion on how citizens' preferences for particular mobilisation methods might affect the efficacy of these

methods on turnout. The logic was that I might test a 'popular' method against an 'unpopular'

method to provide an alternative explanation for why some methods work more than others.

However, I decided not to develop this particular theoretical argument. The data on citizens'

preferences was only available for Wales, and not for this particular experiment population.

The preferences also deviated significantly by demographics, and therefore, without the same

level of detailed demographic breakdown in my own data, I felt I could not make reliable

comparisons (e.g. if older, more politically interested men were more likely to prefer

canvassing in Wales, I could not reliably test that canvassing would be more/less effective

among this same demographic in my experiment).

Table A6 *Interaction Effect Models – Age Group*

	Full Sample	Postal Voter Households	Non-Postal Voter Households
	Coefficient (SE)	Coefficient (SE)	Coefficient (SE)
Lib Dem Campaign	0.04*	-0.05	0.05**
	(.02)	(0.04)	(1.7)
Age Group			
Unknown	(base)	(base)	(base)
Under 35	0.014	-0.11	0.03
	(.03)	(.11)	(.03)
35-59	-0.03	-0.01	-0.05
	(.05)	(.17)	(.05)
60+	0.09**	-0.09	0.10**
	(.04)	(.13)	(.04)
Campaign#AgeGroup			
Unknown	(base)	(base)	(base)
Campaign#Under 35	-0.04	0.10	-0.07
	(.04)	(.12)	(.05)
Campaign#35-59	0.06	0.01	0.10
	(.08)	(.20)	(.09)
Campaign#60+	-0.01	0.15	0.01
	(.05)	(.14)	(.06)
constant	0.331***	1.35***	0.29***
	(.04)	(.10)	(.04)

Controls	Yes	Yes	Yes
N	6,525	1,325	5,200
(Households)	(3,371)	(676)	(2,695)

*Controls include gender, ward, and previous turnout

Table A7 *Demographic Comparison of Voters in Postal Voter Households and Non-Postal*

Voter Households

	Full Sample	Postal Voter Households	Non-Postal Voter Households
Women	51.5	52.8	51.2
Age			
Unknown	82.3	81	82.7
Under 35	7.4	7.4	7.4
35-59	2.5	2.9	2.4
60+	7.7	8.8	7.5
Party Support			
Rival Party	5.1	4	5.4
Lib Dem	10.2	7.5	10.9
Unknown	84.7	88.5	83.7
Turnout	35.4	69.3	26.8

Figure A4. Conservative Leaflet Delivered during Foos and John's (2016) UK Experiment