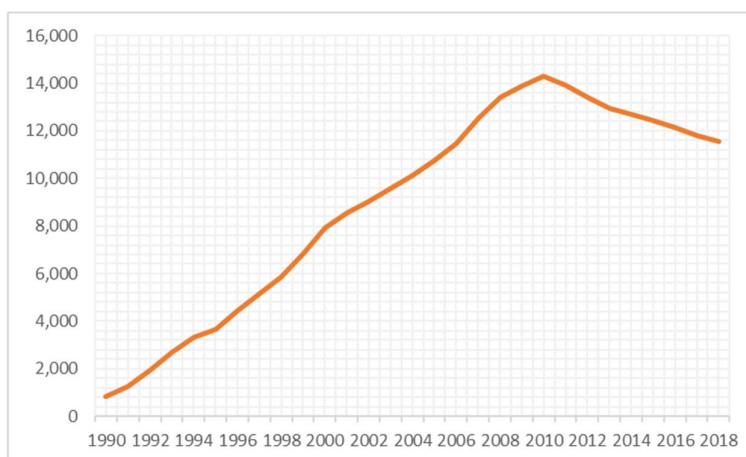


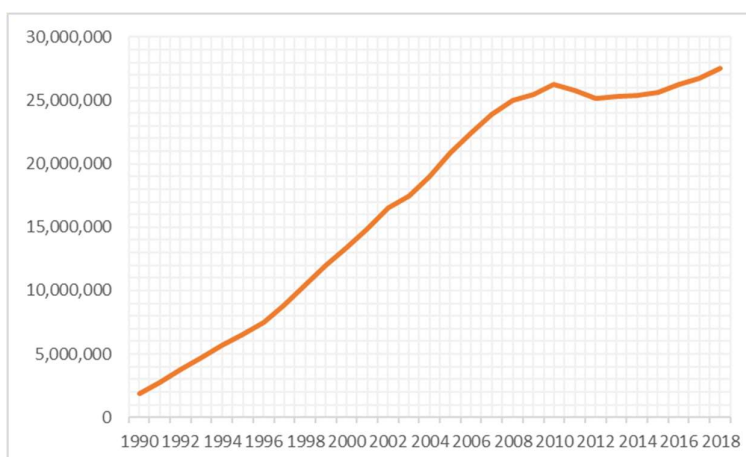
Appendix

Figure A1. Number of ATM Machines in Portugal



Source: INE and SIBS

Figure A2. Amount of withdrawals in ATMs (in constant €)



Source: INE and SIBS

Figure A3. Turnout Rates (in %)
2017 Local Elections - Mainland Portugal

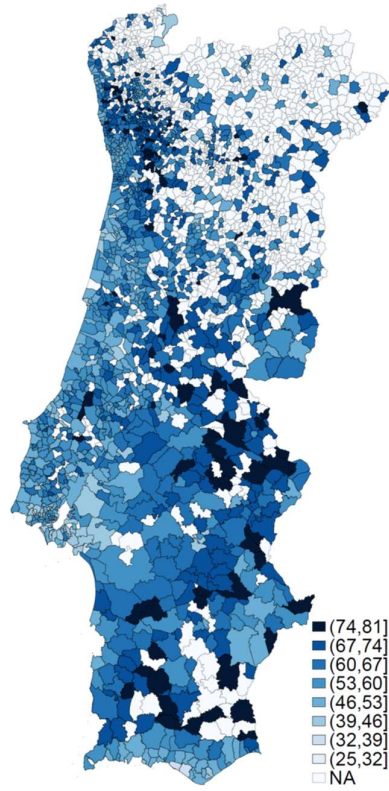


Figure A4. Campaign (Treatment Message)



Note: “Votar é um dever” means “To vote is a duty”. “Este domingo/ amanhã/ hoje vote” means “This Sunday/ tomorrow/ today vote”

Figure A5. Treated vs. Control Civil Parishes
2017 Local Elections - Mainland Portugal

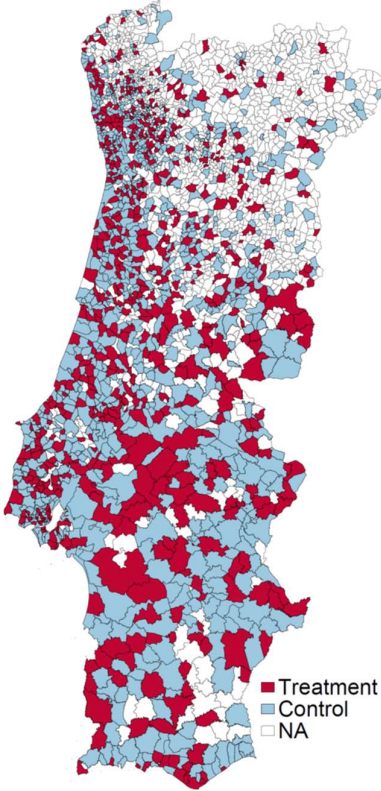


Figure A6. Estimated Treatment Effects as in Table 3

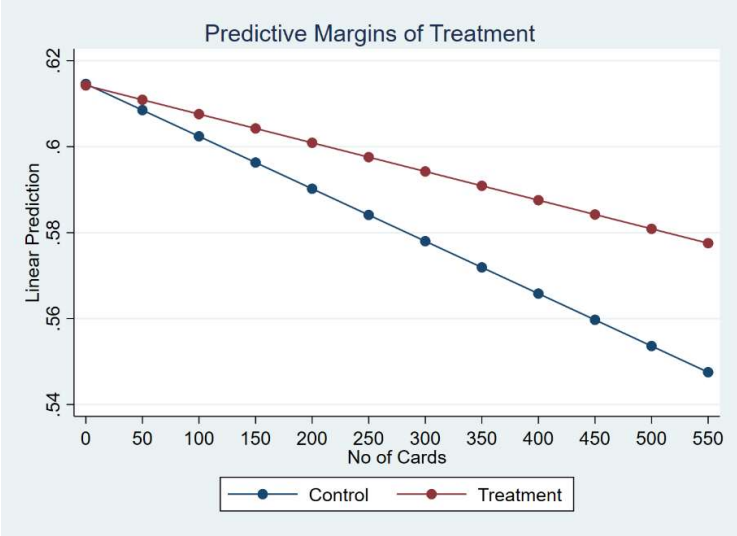


Table A1. Balance Tests

Variable	Treatment	Control	Difference (Std. Error)
Stratification Controls			
Voters Density	509.111	515.436	-6.324 (64.032)
Number of ATM Devices	7.029	6.991	0.038 (0.726)
Number of Commercial Banks	1.141	1.223	-0.082 (0.158)
Turnout 2013 (%)	0.595	0.595	0.000 (0.005)
Term Limit Dummy 2017	0.082	0.088	-0.006 (0.014)
Other Controls			
Socio-demographic and Economic			
Population Below 15 Share 2011 (%)	24.637	24.672	-0.035 (0.247)
Population Above 70 Share 2011 (%)	16.635	16.463	0.172 (0.365)
New Citizens Share 2011 (%)	2.139	2.146	-0.007 (0.063)
Until Primary Education Share 2011 (%)	39.559	39.293	0.266 (0.395)
Tertiary Education Share 2011 (%)	7.644	7.842	-0.198 (0.256)
Mean Value September 2016	40380.310	40017.870	362.436 (4177.158)
Unemployment Rate 2011 (%)	12.328	12.439	-0.112 (0.194)
Service Workers Share 2011 (%)	61.589	61.988	0.399 (0.699)
Fiscal and Political			
Transfer to Civil Parish per capita	0.032	0.031	0.001 (0.001)
Winning Margin 2013 (%)	22.081	21.463	0.619 (0.916)
Number of Candidates 2017	3.563	3.599	-0.036 (0.064)
Independent Mayor Dummy	0.101	0.096	0.005 (0.015)
Leftist Share 2013 (%)	48.773	49.026	-0.253 (1.124)
Central Government Alignment Dummy	0.449	0.447	0.002 (0.025)
ATM Usage (Entire Campaign)			
Number of Cards (/100)	22.686	22.498	0.188 (2.507)
Number of Operations (/100)	38.674	38.421	0.253 (4.281)
Number of Withdrawals (/100)	19.398	19.244	0.154 (2.110)
Past Elections			
Turnout Rate EU 2014 (%)	33.999	33.723	0.277 (0.359)
Turnout Rate Leg 2015 (%)	56.277	56.099	0.178 (0.371)
Turnout Rate Pres 2016 (%)	49.090	48.869	0.221 (0.393)

Note: Robust standard errors are depicted in parenthesis. Stars indicate significance levels of 10% (*), 5% (**), and 1% (***)

Table A2. Descriptive Statistics of the post-treatment recall survey

Variable	Mean	Std. Dev.	Min	Max
Dependent Variable				
Recall GOTV Campaign	0.188	0.391	0	1
Recall Any Campaign	0.506	0.501	0	1
Experimental Variable				
Treatment	0.596	0.492	0	1
Control Variables				
Gender	0.500	0.501	0	1
Age	51.949	15.977	19	91
Primary Education	0.152	0.360	0	1
Secondary Education	0.264	0.442	0	1
Tertiary Education	0.539	0.500	0	1
Low Interest in Politics	0.514	0.501	0	1
Medium Interest in Politics	0.232	0.423	0	1

Note: N= 175, corresponding to our preferred specification in Table 7. The omitted categories in the control variables are No Primary Education and High Interest in Politics.

Table A3.1. Baseline Results per Tercile

	Turnout Rate 2017		
	1 st Tercile	2 nd Tercile	3 rd Tercile
Treatment	-0.113 (0.414)	-0.232 (0.397)	0.244 (0.265)
Municipal dummies	Yes	Yes	Yes
Stratification Controls	Yes	Yes	Yes
Other Controls	Yes	Yes	Yes
Number of observations	568	567	568
Adjusted R2	0.001	0.574	0.87

Note: The dependent variable, Turnout Rate 2017, is measured in percentage terms. Terciles according to ATM Usage are measured using the number of unique cards. Treatment is a binary indicator that takes value one if all ATMs in the civil parish displayed the voting campaign. There are 308 municipal dummies. The vector of Stratification Controls includes registered voters' density, the number of ATM devices, the number of commercial banks in 2016, and turnout in 2013 municipal elections. The vector of Other Controls includes the share population below 15 years old in 2011, the share of population above 70 years old in 2011, the share of new citizens in 2011 (since 2007), the share of citizens with primary education and below in 2011, the share of citizens with tertiary education in 2011, the mean value withdrawn in ATMs in September 2016, the unemployment rate in 2011, transfers to civil parishes per capita, the winning margin share in 2013 Local Elections, the number of candidates in the 2017 local election, an independent mayor dummy for 2017, the share leftist votes in the 2013 local election, a central government alignment dummy. Robust standard errors are depicted in parenthesis. Stars indicate significance levels of 10% (*), 5% (**), and 1% (***)

Table A3.2. Difference-in-Differences Results

Turnout Rate Local Election	
Treatment*Year 2017	0.113 (0.305)
Municipal dummies	Yes
Year dummies	Yes
Number of observations	3 406
Adjusted R2	0.590

Note: The dependent variable, Turnout Rate Local Election (2017 and 2013), is measured in percentage terms. Treatment is a binary indicator that takes value one if all ATMs in the civil parish displayed the voting campaign. There are 308 municipal dummies. Robust standard errors are depicted in parenthesis. Stars indicate significance levels of 10% (*), 5% (**), and 1% (***)).

Table A4. Intensity Effects: Weekend

	Turnout Rate 2017					
	(1)	(2)	(3)	(4)	(5)	(6)
Treatment	-0.213 (0.351)	-0.034 (0.197)	-0.199 (0.351)	-0.030 (0.196)	-0.239 (0.355)	-0.041 (0.197)
Treatment * Number of Cards (*100)	0.027** (0.013)	0.010** (0.005)				
Number of Cards (*100)	-0.109*** (0.010)	-0.038*** (0.014)				
Treatment * Number of Operations (*100)			0.017** (0.009)	0.006* (0.003)		
Number of Operations (*100)			-0.070*** (0.007)	-0.023** (0.009)		
Treatment * Number of Withdrawals (*100)					0.036** (0.017)	0.012** (0.006)
Number of Withdrawals (*100)					-0.138*** (0.013)	-0.052*** (0.019)
Municipal Dummies	Yes	Yes	Yes	Yes	Yes	Yes
Stratification Controls	No	Yes	No	Yes	No	Yes
Other Controls	No	Yes	No	Yes	No	Yes
N	1 703	1 703	1 703	1 703	1 703	1 703
Adjusted R2	0.620	0.876	0.619	0.876	0.621	0.876

Note: The dependent variable, Turnout Rate 2017, is measured in percentage terms. Treatment is a binary indicator that takes value one if all ATMs in the civil parish displayed the voting campaign. There are 308 municipal dummies. The vector of Stratification Controls includes registered voters' density, the number of ATM devices, the number of commercial banks in 2016, and turnout in 2013 municipal elections. The vector of Other Controls includes the share population below 15 years old in 2011, the share of population above 70 years old in 2011, the share of new citizens in 2011 (since 2007), the share of citizens with primary education and below in 2011, the share of citizens with tertiary education in 2011, the mean value withdrawn in ATMs in September 2016, the unemployment rate in 2011, transfers to civil parishes per capita, the winning margin share in 2013 Local Elections, the number of candidates in the 2017 local election, an independent mayor dummy for 2017, the share leftist votes in the 2013 local election, a central government alignment dummy. Robust standard errors are depicted in parenthesis. Stars indicate significance levels of 10% (*), 5% (**), and 1% (***)).

Table A5. Intensity Effects: Robustness Check without Lisbon and Oporto

Excluding:	Turnout Rate 2017					
	Lisbon and Oporto Municipalities			Lisbon and Oporto Districts		
Treatment	-0.025 (0.199)	-0.022 (0.199)	-0.023 (0.199)	-0.190 (0.225)	-0.193 (0.224)	-0.181 (0.225)
Treatment * Number of Cards (*100)	0.006* (0.003)			0.014*** (0.005)		
Number of Cards (*100)	-0.011 (0.010)			-0.024 (0.016)		
Treatment * Number of Operations (*100)		0.003* (0.002)			0.008*** (0.003)	
Number of Operations (*100)		-0.007 (0.006)			-0.016* (0.010)	
Treatment * Number of Withdrawals (*100)			0.007* (0.004)			0.015*** (0.005)
Number of Withdrawals (*100)			-0.011 (0.016)			-0.013 (0.021)
Municipality Dummies	Yes	Yes	Yes	Yes	Yes	Yes
Controls	Yes	Yes	Yes	Yes	Yes	Yes
N	1 673	1 673	1 673	1 390	1 390	1 390
Adjusted R2	0.876	0.876	0.876	0.863	0.863	0.863

Note: The dependent variable, Turnout Rate 2017, is measured in percentage terms. Treatment is a binary indicator that takes value one if all ATMs in the civil parish displayed the voting campaign. There are 308 municipal dummies. The vector of Stratification Controls includes registered voters' density, the number of ATM devices, the number of commercial banks in 2016, and turnout in 2013 municipal elections. The vector of Other Controls includes the share population below 15 years old in 2011, the share of population above 70 years old in 2011, the share of new citizens in 2011 (since 2007), the share of citizens with primary education and below in 2011, the share of citizens with tertiary education in 2011, the mean value withdrawn in ATMs in September 2016, the unemployment rate in 2011, transfers to civil parishes per capita, the winning margin share in 2013 Local Elections, the number of candidates in the 2017 local election, an independent mayor dummy for 2017, the share leftist votes in the 2013 local election, a central government alignment dummy. Robust standard errors are depicted in parenthesis. Stars indicate significance levels of 10% (*), 5% (**), and 1% (***).

Table A6. Intensity Effects: Robustness Check without Autonomous Regions

Excluding:	Turnout Rate 2017					
	Azores and Madeira Autonomous Regions					
Treatment	-0.071 (0.208)	-0.071 (0.208)	-0.078 (0.208)	-0.080 (0.209)	-0.080 (0.208)	-0.086 (0.208)
Treatment * Number of Cards (*100)	0.006** (0.003)			0.006** (0.003)		
Number of Cards (*100)	-0.010 (0.010)			-0.010 (0.010)		
Treatment * Number of Operations (*100)		0.004** (0.002)			0.004** (0.002)	
Number of Operations (*100)		-0.008 (0.006)			-0.008 (0.006)	
Treatment * Number of Withdrawals (*100)			0.007** (0.003)			0.008** (0.003)
Number of Withdrawals (*100)			-0.019 (0.013)			-0.018 (0.013)
Municipality Dummies	Yes	Yes	Yes	Yes	Yes	Yes
Controls	Yes	Yes	Yes	Yes	Yes	Yes
Social Support Controls	No	No	No	Yes	Yes	Yes
N	1 546	1 546	1 546	1 546	1 546	1 546
Adjusted R2	0.873	0.873	0.873	0.873	0.873	0.873

Note: The dependent variable, Turnout Rate 2017, is measured in percentage terms. Treatment is a binary indicator that takes value one if all ATMs in the civil parish displayed the voting campaign. There are 308 municipal dummies. The vector of Stratification Controls includes registered voters' density, the number of ATM devices, the number of commercial banks in 2016, and turnout in 2013 municipal elections. The vector of Other Controls includes the share population below 15 years old in 2011, the share of population above 70 years old in 2011, the share of new citizens in 2011 (since 2007), the share of citizens with primary education and below in 2011, the share of citizens with tertiary education in 2011, the mean value withdrawn in ATMs in September 2016, the unemployment rate in 2011, transfers to civil parishes per capita, the winning margin share in 2013 Local Elections, the number of candidates in the 2017 local election, an independent mayor dummy for 2017, the share leftist votes in the 2013 local election, a central government alignment dummy. Robust standard errors are depicted in parenthesis. Stars indicate significance levels of 10% (*), 5% (**), and 1% (***)

Table A7. Intensity Effects: Robustness Check Horse Race with (selected) Control Variables

	Turnout Rate 2017				
	(1)	(2)	(3)	(4)	(5)
Treatment	-0.022 (0.198)	-0.018 (0.197)	-1.000 (1.223)	0.133 (0.346)	0.496 (0.872)
Treatment * Number of Cards (*100)	0.007** (0.003)	0.07** (0.03)	0.007** (0.003)	0.007** (0.004)	0.007** (0.003)
Number of Cards (*100)	-0.013 (0.010)	-0.013 (0.016)	-0.013 (0.010)	-0.014 (0.010)	-0.013 (0.010)
Treatment * Voters' Density	-0.000 (0.000)				
Treatment * Number of Commercial Banks		-0.035 (0.061)			
Treatment * Until Primary Education Share 2011			0.023 (0.031)		
Treatment * Tertiary Education Share 2011				-0.027 (0.040)	
Treatment * Service Workers Share 2011					-0.009 (0.014)
Municipal Dummies	Yes	Yes	Yes	Yes	Yes
Controls	Yes	Yes	Yes	Yes	Yes
N	1 703	1 703	1 703	1 703	1 703
Adjusted R2	0.876	0.876	0.876	0.876	0.876

Note: The dependent variable, Turnout Rate 2017, is measured in percentage terms. Treatment is a binary indicator that takes value one if all ATMs in the civil parish displayed the voting campaign. There are 308 municipal dummies. The vector of Stratification Controls includes registered voters' density, the number of ATM devices, the number of commercial banks in 2016, and turnout in 2013 municipal elections. The vector of Other Controls includes the share population below 15 years old in 2011, the share of population above 70 years old in 2011, the share of new citizens in 2011 (since 2007), the share of citizens with primary education and below in 2011, the share of citizens with tertiary education in 2011, the mean value withdrawn in ATMs in September 2016, the unemployment rate in 2011, transfers to civil parishes per capita, the winning margin share in 2013 Local Elections, the number of candidates in the 2017 local election, an independent mayor dummy for 2017, the share leftist votes in the 2013 local election, a central government alignment dummy. Robust standard errors are depicted in parenthesis. Stars indicate significance levels of 10% (*), 5% (**), and 1% (***)

Table A8. Intensity Effects: Falsification Tests using Previous Elections

	Turnout Rate EU 2014			Turnout Rate Leg 2015			Turnout Rate Pres 2016		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Treatment	0.067 (0.232)	0.066 (0.232)	0.069 (0.232)	0.198 (0.202)	0.200 (0.202)	0.196 (0.203)	0.011 (0.221)	0.015 (0.220)	0.011 (0.221)
Treatment * Number of Cards (*100)	0.004 (0.003)			0.002 (0.003)			0.005 (0.003)		
Number of Cards (*100)	0.001 (0.009)			0.006 (0.009)			-0.001 (0.011)		
Treatment * Number of Operations (*100)		0.002 (0.002)			0.001 (0.002)			0.003 (0.002)	
Number of Operations (*100)		0.003 (0.006)			0.007 (0.006)			0.003 (0.007)	
Treatment * Number of Withdrawals (*100)			0.004 (0.003)			0.003 (0.003)			0.005 (0.004)
Number of Withdrawals (*100)			0.001 (0.013)			0.006 (0.012)			-0.003 (0.014)
Municipality Dummies	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Controls	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
N	1 703	1 703	1 703	1 703	1 703	1 703	1 703	1 703	1 703
Adjusted R2	0.803	0.803	0.803	0.707	0.707	0.707	0.787	0.787	0.787

Note: The dependent variable, Turnout Rate 20117, is measured in percentage terms. Treatment is a binary indicator that takes value one if all ATMs in the civil parish displayed the voting campaign. There are 308 municipal dummies. The vector of Stratification Controls includes registered voters' density, the number of ATM devices, the number of commercial banks in 2016, and turnout in 2013 municipal elections. The vector of Other Controls includes the share population below 15 years old in 2011, the share of population above 70 years old in 2011, the share of new citizens in 2011 (since 2007), the share of citizens with primary education and below in 2011, the share of citizens with tertiary education in 2011, the mean value withdrawn in ATMs in September 2016, the unemployment rate in 2011, transfers to civil parishes per capita, the winning margin share in 2013 Local Elections, the number of candidates in the 2017 local election, an independent mayor dummy for 2017, the share leftist votes in the 2013 local election, a central government alignment dummy. Robust standard errors are depicted in parenthesis. Stars indicate significance levels of 10% (*), 5% (**), and 1% (***)

Table A9. Cost-Effectiveness of GOTV Tactics (adapted from Green and Gerber, 2019)

GOTV effort	Start-up and overhead costs	Ongoing management	Effectiveness per contact	Is it statistically significant?	Dollar cost per vote
Door-to-door	Recruit, prepare walk lists	Substantial training and supervision	One vote per 15 contacts plus spillover effects on housemates	Yes	At \$16 per hour and 6 contacts per hour, one vote costs \$31
Leafletting	Recruit, prepare walk lists and leaflets	Monitor walkers, check work	One vote per 189 voters reached by leaflets	Not significantly greater than zero	-
Direct mail, nonpartisan	Design, print, distribute	Intensive during start-up, then postal service takes over	One vote per 273 recipients	Yes, large number of studies	At \$0.50 per piece, one vote costs \$91
Phone, volunteer	Recruit enthusiastic callers	Ongoing training and supervision	One vote per 35 contacts	Yes, large number of studies	At \$16 an hour and 16 contacts per hour, one vote costs \$35
Commercial live calls	Obtain phone list	Requires monitoring to ensure quality	One vote per 125 contacts	Yes, large number of studies	At \$0.50 per contact, one vote costs \$63
E-mails	A mass e-mail list	Most of the work is in the start-up	No detectable effects, except when sent by registrar	Large number of studies show that average effect cannot be large	-
Television	Produce and place ads	None	Raises turnout by 0.5 percentage points	Not significantly greater than zero	-
Radio	Produce and place ads	None	Raises turnout by 1 percentage points	Not significantly greater than zero	-

Note: Dollar cost per vote excludes start-up and management costs and may vary due to local market conditions. For more information see Table 12.1 from Green and Gerber, 2019.