

Outcome metrics

ApprovalBidenDv Thinking about President Biden's job performance, do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job he is doing as President?

HouseRepHorseRace There will be an election for U.S. Congress in [State]. If the candidates were [Democratic Candidate] and [Republican Candidate] who would you vote for?

SenateVoteChoice In 2024 there will be an election for U.S. Senate in [State] If the candidates were [Democratic Candidate] and [Republican Candidate], who would you vote for?

Average treatment effects (ATEs)

Party	Treatment	Content	Baseline = 37.2%		Baseline = 48.1%		Baseline = 50.3%	
			Biden Approval	Percentile	House Vote Choice	Percentile	Senate Vote Choice	Percentile
Dem	Tax Fairness	Democrats say you should support CANDIDATE because because they want to lower costs for middle-class families. They say they would expand tax credits for millions of working parents, make billionaires pay what they owe in taxes, and close tax loopholes for corporations.	1.9%	99%	3.3%	98%	3.0%	98%

ATEs - Subgroups

Question	Party	Treatment	Gender			Age				2020 Vote Choice	
			Everyone	Female	Male	18-34	35-49	50-64	65+	Biden	Trump
ApprovalBidenDv	Dem	Tax Fairness	1.9%	2.0%	1.9%	2.6%	2.1%	1.7%	1.5%	2.9%	0.7%
HouseRepHorseRace	Dem	Tax Fairness	3.3%	3.1%	3.5%	3.9%	3.4%	3.1%	3.0%	2.3%	3.1%
SenateVoteChoice	Dem	Tax Fairness	3.0%	2.8%	3.3%	3.9%	3.1%	2.8%	2.6%	1.7%	2.7%
Question	Party	Treatment	Urbanicity								
			Black	Hispanic	White	White,	White, no	Rural	Suburban	Urban	
ApprovalBidenDv	Dem	Tax Fairness	2.6%	2.5%	1.7%	1.8%	1.6%	1.5%	2.0%	2.3%	
HouseRepHorseRace	Dem	Tax Fairness	2.7%	3.9%	3.3%	3.0%	3.5%	3.3%	3.3%	3.1%	
SenateVoteChoice	Dem	Tax Fairness	2.5%	3.6%	3.0%	2.6%	3.3%	3.1%	3.0%	2.8%	
Question	Party	Treatment	Ideology (five-way)								
			Very	Somewhat	Moderate	Somewhat	Very	Content			
ApprovalBidenDv	Dem	Tax Fairness	2.1%	2.3%	2.4%	1.3%	0.9%	Democrats say you should support CANDIDATE because because they want to lower costs for middle-class families. They say they would expand tax credits for millions of working parents, make billionaires pay what they owe in taxes, and close tax loopholes for corporations.			
HouseRepHorseRace	Dem	Tax Fairness	1.3%	1.7%	4.6%	3.4%	2.1%	Democrats say you should support CANDIDATE because because they want to lower costs for middle-class families. They say they would expand tax credits for millions of working parents, make billionaires pay what they owe in taxes, and close tax loopholes for corporations.			
SenateVoteChoice	Dem	Tax Fairness	1.2%	1.4%	4.1%	3.3%	2.0%	Democrats say you should support CANDIDATE because because they want to lower costs for middle-class families. They say they would expand tax credits for millions of working parents, make billionaires pay what they owe in taxes, and close tax loopholes for corporations.			