

# Supplemental Material for Eye Movements Predict Large-Scale Voting Decisions

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## Overview

Prior to data collection, we preregistered our hypotheses, research design, and analysis plan (see OSF project page). No unreported measures were collected in the study. We reported all measures and detailed information about them in this supplemental document and the preregistration documents.

## Detailed Methods

### Participants

For both Study 1 and Study 2, participants were recruited from the surrounding community around a large public university via the university's *ResearchMatch* service (Harris et al., 2012; an NIH-sponsored volunteer participant registry), flyers posted around campus and the community, and advertisements posted on the university's electronic newsletters. All participants were compensated with \$40 for taking part in the study. We identified our target population as voters in the United States. Thus, we checked voter registration files to ensure that participants who took part in our study were registered voters in the U.S. State of Ohio. This increased the likelihood that our sample consisted of individuals who have voted or will vote in elections.

For Study 1, we recruited a total of 152 participants in Ohio. We excluded 32 participants from data analysis because they either (1) began to drift asleep during our study, (2) wore glasses or contacts that interfered with the calibration of our eye-tracking instruments, or (3) we encountered technical problems over the course of the study. We analyzed data from the remaining 120 participants<sup>1</sup> (60 females; Age  $M = 34.99$ ,  $SD = 16.19$ , Range = 18-79; Race: White = 97, Black = 9, Latina/o/Hispanic = 3, Asian = 4, Mixed = 6, Other = 1; Partisan Affiliation: Democrat = 71, Independent = 37, Republican = 12).

For Study 2, we recruited a total of 143 participants in Ohio. Similar to Study 1, we excluded 23 participants from data analysis because they either (1) began to drift asleep during our study, (2) wore glasses or contacts that interfered with the calibration of our eye-tracking instruments, or (3) we encountered technical problems over the course of the study. We analyzed data from the remaining 120 participants (60 females; Age  $M = 33.98$ ,  $SD = 18$ , Range = 18-73; Race: White = 103, Black = 9, Asian = 4, Mixed = 3, Other = 1; Partisan Affiliation: Democrat = 61, Independent = 29, Republican = 30).

### Materials

In Study 1, the stimuli consisted of 40 statewide ballot measures from 21 states that did not include Ohio. In Study 2, stimuli consisted of 24 statewide ballot measures from 11 states that also did not include Ohio. Each of the ballot measures selected for inclusion in the study were comprised of (1) the ballot measure's title and (2) and the ballot measure's body. These were selected from a larger data set of all statewide measures, including initiatives and legislative referenda, that appeared on general election ballots during the years 2012, 2013, and 2014 for Study 1 and 2018 for Study 2. This data set was obtained by the researchers from state boards of election, the National Conference of State Legislatures (a non-partisan advocacy organization), and Ballotpedia (a politically neutral encyclopedia of American politics and elections). For each ballot measure, we obtained the total number of votes for and against the measure and the total number of votes cast in a given election from Ballotpedia. Ballotpedia obtained these data from the official elections websites of each state including the state offices of the Secretary of State and the Lieutenant Governor.

We calculated the percentage of abstentions elicited for each measure by subtracting the number of votes cast for and against the measure from the total number of votes cast in the election and dividing the resulting value by the total number of votes cast in the election. For example, suppose a ballot measure elicits 159,976 votes against it and 115,222 votes supporting it. If the total number of votes cast in the election is 301,694, then this ballot measure will have an abstention rate of 8.78% (  $( 301,694 - [159,976 + 115,222] ) / 301,694$  ). The opposition rate was calculated by dividing the number of votes

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<sup>1</sup>As stated in our preregistration documents, we set a target sample size of 120 participants for each study and that we would keep recruiting participants until we had 120 participants who met our preregistered inclusion rules (e.g., if 10 out of 120 participants are excluded from data analysis, then we would need to recruit at least 10 more participants who met our inclusion rules). Previous work in cognitive psychology has observed effects of word frequency on eye movements with as few as 20 participants (Hyönä & Olson, 1995; Rayner & Duffy, 1986). We aimed for a sample size that was several times larger than previous work given that we used eye movements to investigate an uncharted domain (i.e., eye movement responses to ballot measures).

against a ballot measure by the total number of votes for and against it. In this example, the opposition rate is 53% ( $159,976 / [159,976 + 115,222]$ ).

For each ballot measure, we estimated the word frequency of each word using the SUBTLEX-US corpus (Brysbaert & New, 2009) to measure the degree to which each of the proposed laws contained familiar or unfamiliar words. We then calculated the median word frequency for the body that comprised each ballot measure (higher values indicate that the word occurs more frequently in the English language in the United States). We calculated the median instead of the average in order to minimize the influence of outliers. For example, consider the phrase “provide an exemption from ad valorem taxes levied by counties, municipalities, school districts, and other local governments on tangible personal property”. Below, the numbers in parentheses next to each word are the SUBTLEX-US word frequency values (e.g., a value of 10 suggests that the word appears 10 times per 1 million words in the SUBTLEX-US corpus).

Provide (17.41) an (1,864.14) exemption (0.39) from (2,039.06) ad (13.61) valorem (0) taxes (9.75) levied (0.18) by (1340.47) counties (0.71), municipalities (0), school (333.12) districts (0.57), and (13,387.84) other (735.39) local (41.73) governments (3.1) on (6,955.73) tangible (1.1) personal (91.67) property (33.29)

The average word frequency of this phrase is 1,279.48 and the median is 17.41. Words that are critical to understanding the substantive meaning of the ballot measure are low-frequency words (ad valorem, counties, levied, etc.). However, the average differs drastically from the median given the presence of high-frequency words such as “an”, “and”, “by”, “from”, and “on”.

For Study 1, we selected the ballot measures using a procedure that did not select on the dependent variable (i.e., percentage of abstentions elicited by each ballot measure or opposition rate). For Study 2, selection on the dependent variable cannot occur since the outcomes were not yet known.

The selection procedure is described below. In this foundational study, our goal was to select ballot measures in which difficulties in text comprehension (induced by the amount of unfamiliar words) were likely going to determine the extent to which voters were going to abstain from voting or vote against the ballot measure. Thus, we intentionally selected ballot measures that pertain to “low-salience” topics; that is, ballot measures with which voters will likely possess low levels of knowledge or familiarity, and that were generally non-partisan (i.e., not a “hot button” issue). Our selection procedure was as follows. Note that this was done in a sequential order and involves exclusion rules:

1. In Study 1, we excluded ballot measures in which we were unable to obtain abstention data.
2. We excluded ballot measures that we classified as “high-salience issues”. Specifically, ballot measures that were about the issues below were excluded.
  - Minimum wage
  - Health care
  - Gun control
  - Marijuana
  - Tax increases
  - Death penalty
  - Criminal justice (human trafficking, three-strikes law, sentencing)
  - Abortion/birth control
  - Physician-assisted suicide
  - Photo ID requirements to vote
  - Immigration
  - Affirmative action
  - Deficit/balanced budget
3. To account for real-world voters’ exposure to the topics included in ballot measures, we identified total expenditure spent advocating for their support or opposition. Expenditure data were also collected from Ballotpedia. For Study 1, we excluded measures for which expenditure data were not available.

4. We excluded ballot measures with a body word count greater than 125 words. We instituted this rule to ensure that we could display the entire ballot measure on the screen in the eye movement study.
5. We excluded ballot measures with a SUBTLEX-US median score that was greater than two standard deviations above the mean of the remaining measures.
6. In Study 1, of the remaining ballot measures, we selected 20 that were below the median of the set’s SUBTLEX-US median score and another 20 that were above the median. In Study 2, we selected 12 that were below the median of the set’s SUBTLEX-US median score and another 12 that were above the median.

We therefore had ballot measures that were characterized as possessing both high and low word frequencies. We ensured that body word count was similar across our high and low groups (i.e., difference in word count is not statistically significant). Ballot measures for which we were unable to find the titles were excluded. We selected ballot measures such that the titles were largely “non-informative” of the body (e.g., Constitutional Amendment No. 3 Proposed by the 96th General Assembly (Second Regular Session) SJR 51). Finally, we also conducted an Internet search to ensure that the issue reflected in the ballot measure was not a highly salient topic for the given year that it was on the ballot. For example, although we might have assumed individuals would be unfamiliar with the term “eminent domain”, this topic received large amounts of media attention in certain states (e.g., Oregon) for some election years.

7. For ballot measures that contained the name of the state or years, we changed the names of the state such that it referred to Ohio, and we updated the dates (e.g., a measure that will go into effect in 2012 was changed to 2019, etc.) given the design of our lab study. We also re-estimated the SUBTLEX-US median score for these modified ballot measures.
8. For Study 1, we conducted a norming study in which 101 adults from Ohio, recruited via *ResearchMatch*, rated the 40 ballot measures in terms of (1) their perceptions of how difficult or easy it was to understand the ballot measure, (2) their perceptions of whether the topics that the proposed law are about seem familiar, (3) their perceptions of whether the proposed law is important, and (4) their perceptions of whether the proposed law is interesting. For Study 2, we conducted a similar norming study in which 102 adults from Ohio, recruited via *ResearchMatch*, rated the 24 ballot measures using the same metrics. The average norming ratings were used as covariates in our regression analyses.

## Analytic Strategy

We created areas of interest for each word that constituted our stimuli. Our critical regions of interest were the words that constitute the proposed law’s body. We operationalized gaze to the critical regions of interest in two ways: (a) as the number of fixations and (b) as the duration of fixations. Similar to other eye movement studies on text comprehension (Stites & Federmeier, 2015), we removed fixations that lasted under 80 ms or over 800 ms. In the context of reading, single fixations under 80 ms are unlikely to represent meaningful cognitive processing (Rayner, 1998), and fixations greater than 800 ms often do not represent normal acquisition of information from text (Rayner, Sereno, Morris, Schmauder, & Clifton, 1989).

For each participant, we then estimated the following eye movement metrics for each of the ballot measures (note that all six measures were preregistered):

*Average duration of first fixation:* Duration of first fixation refers to the duration of the first fixation to the target word. We calculated the average duration of first fixation by taking the average duration of the first fixation from all the words that comprise the ballot measure’s body.

*Average number of first pass fixations:* First pass fixations refers to fixations to the target word (from any direction) before moving to another word (in any direction) when the target word is first encountered. We calculated the average of first pass fixations from all the words that comprise the ballot measure’s body.

*Average duration of first pass fixations:* The duration of first pass fixations refers to the duration of fixations to target word (from any direction) before moving to another word (in

any direction) when the target word is first encountered. We calculated the average duration of first pass fixations from all the words that comprise the ballot measure’s body.

*Average number of total fixations:* Total fixations refers to the amount of fixations elicited by the target word over the course of the trial. We calculated the average of total fixations from all the words that comprise the ballot measure’s body.

*Average duration of total fixations:* Duration of total fixations refers to the duration of fixations elicited by the word over the course of the trial. We calculated the average duration of fixations from all the words that comprise the ballot measure’s body.

*Average number of regressions:* Regressions refers to instances in which individuals move their gaze back (from any direction) to a target word after they have already fixated on the word and moved their fixation to another word (i.e., after the first pass). We calculated the average number of regressions from all the words that comprise the ballot measure’s body.

Note that for all the measures described above, interest areas/words that did not receive any fixations were assigned a value of “0” when we calculated the average. These six eye movement measures were our critical independent variables.

Our critical dependent variables were the natural log of the abstention rate and opposition rates elicited by each ballot measure. Our preregistered analyses involved the use of eleven covariates that can be broken down into three categories: (1) characteristics of the real-world ballot measures, (2) norming participants’ perceptions of the ballot measures, and (3) demographic characteristics of the lab participants. Each category is comprised of the following variables:

*Characteristics of the real-world ballot measures:* (1) word count of the ballot measure’s body and (2) the position of the ballot measure among other measures in the real-world ballot (i.e., 1st, 2nd, 3rd, etc.) and (3) the average number of clauses per sentence for each ballot.

*Norming participants’ perceptions of the ballot measures:* (1) average rating from norming study of whether the proposed law is important, (2) average rating from norming study of whether the proposed law is interesting, and (3) average rating from norming study of whether the topic(s) covered by the proposed law seems familiar.

*Demographic characteristics of the lab participants:* (1) participant’s income (2) level of education, (3) political knowledge score (20 items), (4) age, (5) sex.

For our critical analyses, our unit of observation is each unique lab participant and ballot measure combination. For the abstention analyses, we used each of the eye movement measures as the independent variable and the natural log of the proportion of real-world abstentions as the dependent variable. Similar to prior work, we used the natural log of the abstention rate given that its distribution is skewed. For the analyses involving the opposition rate, we also used each of the eye movement measures as the independent variable and the real-world proportion of votes against the measure as the dependent variable. Furthermore, for the analyses involving the opposition rate and consistent with our preregistered analysis plan, we excluded eye movement data from lab participants who choose to abstain from voting. For example, suppose a ballot measure elicited 50 votes against it, 30 votes supporting it, and 40 abstentions among lab participants. We only analyzed eye movement data from the 80 lab participants (50 who voted oppose, 30 who voted support).

## Description of Covariates

### Covariates for Study 1

Tables S1 and S2 present regression analyses with preregistered covariates (Characteristics of the ballot measures, Demographic characteristics of the lab participants). Tables S3 and S4 present analyses with alternative models which contain both preregistered covariates and additional covariates described below. Hereafter, we refer to the models that contain the preregistered variables and additional variables as “alternative” models. All p-values reported in the main text and supplementary document are based on two-tailed tests.<sup>2</sup>

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<sup>2</sup>Note that we excluded less than one percent of trials (.01%) due to issues of ocular drift that could not be corrected. In addition, we had no income data for 10 participants. Regression models that included the variable income automatically excluded data from these participants.

### *Characteristics of the ballot measures*

1. Word count of the ballot measure’s body.
2. The position of the ballot measure (i.e., 1st, 2nd, 3rd, etc.) among other measures in a ballot in an actual election. Information about position was obtained from sample ballots.
3. The average number of clauses per sentence for each ballot. We used this as a measure of syntactic complexity. In the exploratory analyses, we also used another measure of syntactic complexity to examine the robustness of the the results (i.e., Flesch-Kincaid Grade Level; see Tables S9, S10, S11, and S12). We used the TAASSC analysis tool (Tool for the automatic analysis of syntactic sophistication and complexity: <https://www.linguisticanalysisitools.org/taassc.html>; Kyle, 2016; Lu, 2010) to determine the number of clauses per sentence of each ballot measure. We used an automated natural language processing tool because we wanted the same rules for determining syntactic complexity consistently applied to the stimuli and full set of ballot measures and for ballot measures used in future studies.
4. Average rating from participants in norming study of whether the proposed law is important. Norming participants answered a single-item question asking them to rate the extent to which they believe the referendum “is important.” The range of possible values is 0 to 6. Higher values indicate a greater assessment of importance.
5. Average rating from participants in norming study of whether the proposed law is interesting. Norming participants answered a single-item question asking them to rate the extent to which they believe the ballot measure “is interesting.” The range of possible values is 0 to 6. Higher values indicate a greater level of interest in the ballot measure.
6. Average rating from participants in norming study of whether the proposed law seems familiar. Norming participants answered a single-item question asking them to rate the extent to which they are “familiar with the topics that this ballot measure is about.” The range of possible values is 0 to 6. Higher values indicate a greater level of familiarity with the ballot measure.

### *Demographic characteristics of lab participants*

7. Participant’s self-reported income. 0 = Less than \$10,000, 1 = \$10,000 - \$19,999, 2 = \$20,000 - \$29,999, 3 = \$30,000 - \$39,999, 4 = \$40,000 - \$49,999, 5 = \$50,000 - \$59,999, 6 = \$60,000 - \$69,999, 7 = \$70,000 - \$79,999, 8 = \$80,000 - \$89,999, 9 = \$90,000 - \$99,999, 10 = \$100,000 - \$149,999, 11 = More than \$150,000
8. Highest level of education completed by the participant (self-reported). The possible range of values is from 0 to 6. The values correspond to the following level of education: 0 = Less than high school, 1 = High school graduate, 2 = Some college, 3 = 2 year degree, 4 = 4 year degree, 5 = Professional/Master’s degree, 6 = Doctorate
9. Participant’s political knowledge score. Total number of correct answers to the 20-item political knowledge questionnaire. The possible range of values is from 0 to 20.
10. Participant’s self-reported age.
11. Participant’s self-reported sex (female = 1, male = 0).

### *Additional covariates*

12. Whether the ballot measure had additional text added in the form of a ballot explainer or fiscal impact statement. Lab participants were not exposed to this additional text but voters in actual elections were likely exposed to the explainer or fiscal impact statement (ballot measure had additional text = 1, ballot measure had no additional text = 0). Three ballot measures during the actual elections contained additional text.
13. Total number of local newspaper editorials written about the ballot measure prior to the election. In our preregistration plan, we had no analytical procedure to account for instances in which voters in actual elections could learn about the ballot measures beyond campaign advertisements. For example, newspaper coverage is an important source of information from which voters can learn about ballot measures (Nicholson, 2003). To account for this issue, this variable indicates the total number of newspaper editorials written about each ballot measure.

## Covariates for Study 2

Tables S5 and S6 present regression analyses with preregistered covariates (Characteristics of ballot measures, Demographic characteristics of the lab participants). Tables S7 and S8 present analyses with alternative models which contain preregistered covariates and additional covariates described below.<sup>3</sup>

### *Preregistered covariates*

These preregistered covariates were the same 11 variables from Study 1.

### *Additional covariates*

12. Whether the ballot measure had additional text added in the form of a ballot explainer or fiscal impact. Three ballot measures during the actual elections contained additional text.
13. Total number of local newspaper editorials written about the ballot measure prior to the election. Although our preregistration protocol specifies a screening procedure we used to determine if a ballot measure received extensive media coverage, much of the local media coverage occurred within a month prior to the election (long after we selected the stimuli).
14. Whether the ballot measure had no expenditures for campaign advertisements. Three ballot measures received funds for campaign advertisement between the time from when we selected the stimuli to when they appeared in actual elections (expenditures greater than zero = 1, no expenditures = 0).
15. Whether the ballot measure had some of the text change from when we selected the stimuli to when they appeared in actual elections. Five of the ballot measures had changes in the original text (text changed = 1, text did not change = 0). One had an informative title.
16. The single ballot measure from Connecticut was an outlier in terms of its abstention rate. It had an abstention rate of 32% – 2.59 standard deviations away from the mean of our entire set of ballot measures (12%). According to our research, Connecticut has a fairly strict path for ballot measures to appear on ballots: Both houses of their legislature have to approve it with a 75% vote. As a consequence, Connecticut only had five ballot measures appear on ballots since 1995. Further, the state rarely has ballot measures appear during midterm elections (before 2014, the last time the state had a midterm ballot measure was 1990). Typically, they are on ballots during presidential election years. Also, in 2018 Connecticut’s most significant races (Governor, Senator) and local races were on one side of the ballot, and the ballot measures were on the back of the ballot (physically the other side of the paper). Thus, it is possible that many people did not turn the sheet over to vote on the ballot measures. We opted to create a covariate for trials associated with the Connecticut ballot measure for two reasons (Connecticut-associated trial = 1, Other = 0). First, we had qualitative information about the process potentially explaining why its abstention rate was substantially different from our other cases. Thus, we have some knowledge about how the context of evaluating the ballot measure differed between voters in the lab and actual elections (e.g., many voters in the actual election likely did not see the ballot measure). Second, we wanted to be consistent in our approach for dealing with the unexpected issues we encountered in Study 2 (i.e., using covariate adjustment in our analyses).

## Supplemental Analyses

### Comparison with Other Measures of Language Difficulty

As described in greater detail in the main manuscript, we conducted exploratory analyses to examine whether eye movements also predicted aggregate voting decisions beyond what is accounted for by common measures of language difficulty. Tables S9, S10, S11, and S12 present analyses with the alternative model specifications with the Flesch-Kincaid grade level (Meik, 2020) and SUBTLEX-US median score for each ballot measure as covariates. Table S13 presents analyses examining the extent to which total reading time predicts rates of abstention and opposition for Study 1 and Study 2.

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<sup>3</sup>Note that we excluded less than one percent of trials (.03%) due to issues of ocular drift that could not be corrected.



## Content Analyses of the Ballot Measures

We performed content analyses to determine the extent to which the ballot measures used in our study were generally reflective of the types of ballots that were encountered by voters during the 2012, 2013, 2014, and 2018 U.S. elections<sup>4</sup>. Two trained independent coders coded our full set of ballot measures (505 ballot measures) on two dimensions.

First, coders assessed the types of political issues covered by our set of ballot measures. The issue categories were based on categorizations that were used in prior work (Reilly, 2016). Ballot measures often pertain to more than one issue. Thus, also guided by prior work, coders determined both the primary and secondary issue covered by the ballot measure. Coders were trained to identify the primary issue as the topic that the ballot measure was most about, or the action taken by the ballot measure. The secondary issue related to what the ballot measure did, or to whom or what the ballot measure was applicable. For example, a ballot measure that raised taxes on property would be defined by primary topic, taxation, and secondary topic, housing/property.

Second, coders classified the ballot measures as either bonds, amendments to state constitutions, or other. The category “other” refers to ballot measures that were not bonds or amendments, including legislatively referred state statutes (a ballot measure that changes a passed law, but not the constitution); an advisory question (a non-binding ballot measure designed to gauge voter opinion on an issue); or an automatic ballot referral (for example, after a certain number of years, some states require a mandatory referendum to determine whether a state constitutional convention will occur). We sought to examine the extent to which this distribution of ballot types was representative of our full set of 505 ballot measures. The preponderance of ballot measures in our study were bonds and constitutional amendments.

The two coders examined the full set of ballot measures. Inter-coder reliability (Krippendorff’s  $\alpha$ ) was high (0.88 for primary issue category, 0.73 for secondary issue category, 0.97 for bond classification, 0.94 for state amendment classification). In the instances in which the coders disagreed (11.1% for primary issue category, 24.3% for secondary issue category, 1% for bond classification, 2.8% for amendment classification), the coders had a discussion to resolve their disagreements, which resulted in the creation of the final data set.

As can be seen in Table S28, the ballot measures we used in our study generally reflect the common types of ballots encountered by voters during the 2012, 2013, 2014, and 2018 U.S. elections. Specifically, in terms of the primary issue category, the four most common issues were approximately 53% of the ballot measures during this time period and consisted of issues pertaining to taxation, state and local government, infrastructure projects, and state budgets. These issues were well represented in our stimuli, as 85% of ballot measures in Study 1 and 62.5% of ballot measures in Study 2 pertained to these issues. The proportion of these issues in our stimuli were higher than the full set of ballot measures likely because of our selection procedure. Furthermore, some of the high-salience issues that we intentionally excluded from our stimuli (e.g., abortion, immigration) were a small minority of all the ballot measures.

For the secondary issue category (Table S29), the top seven categories were approximately 65.55% of the ballot measures during this time period. The ballot measures either had no secondary category (category none) or covered issues related to state and local government, education, business and commerce, energy and environment, housing and property, and healthcare. These issues were also well represented in our stimuli, as 62.5% of ballot measures in Study 1 and 62.5% of ballot measures in Study 2 covered these issues.

Finally, constitutional amendments and bonds were also well-represented in the general set of ballot measures. In Study 1, 77.5% of the ballot measures were amendments, 20% were bonds, and 2.5% were other. In Study 2, 62.5% of the ballot measures were amendments, 16.67% were bonds, and 20.83% were other. For the full set of ballot measures, 60.79% of the ballot measures were amendments, 10.69% were bonds, and 28.51% were other.

Overall, the ballot measures we used as our stimuli covered issues that voters commonly encountered during the 2012, 2013, 2014, and 2018 elections. Furthermore, the ballot types we used as stimuli (bonds, amendments) were also common in the full set of ballot measures.

## Bivariate Analyses

Tables S24, S25, S26, and S27 show sparse model specifications in which each model contains only one independent variable from each of the six eye movement measures. The results of bivariate models were

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<sup>4</sup>Note that we do not have all ballot measures for 2018 as we conducted Study 2 two months prior to the election.

overall consistent with the results of the preregistered multivariate models for the Study 1 abstention analyses and the Study 1 and 2 opposition analyses.

Specifically, for the Study 1 abstention analyses, an increase in the average number of fixations or fixation durations (in milliseconds) was associated with a positive and statistically significant increase in the election abstention rate for all six measures (Table S24). For the Study 1 opposition analyses, an increase in the average number of fixations or fixation durations was associated with a positive and statistically significant increase in the election opposition rate for five measures (Table S25). Similarly, for the Study 2 opposition analyses, we obtained positive and statistically significant coefficients for five measures (Table S27).

The Study 2 abstention analyses yielded results that were inconsistent with our hypotheses. Specifically, an increase in the average number of fixations or fixation durations (in milliseconds) was associated with a negative and statistically significant increase in the election abstention rate for all six measures (see Table S26).

However, these sparse regression specifications could suffer from omitted variable bias (OVB). From the previous literature, we know that abstentions on ballot measures are not only affected by difficulties in language comprehension, but also by factors such as the position of the measure on the ballot, voters' familiarity with the measure, etc. (Bowler & Donovan, 1998; Quesenberry & Chisnell, 2016; Reilly, 2016; Reilly & Richey, 2011). This is the primary reason we preregistered multivariate analyses that include these variables. If these variables are missing from the regression, the coefficients on the variables included in the shorter (sparser) regression models are very likely to be biased (Angrist & Pischke, 1998). The OVB may explain why coefficients are negative when we forgo both the preregistered covariates and the covariates meant to account for the unexpected issues we encountered for Study 2.

## Correlation Matrices

We constructed correlation matrices to examine possible multicollinearity issues with the multivariate regression models. Figures S1 and S2 show the raw correlations (Pearson's  $r$ ) between all the independent variables in the preregistered and alternative models for Study 1 and Study 2, respectively. There are two key patterns in the data.

First, the critical six eye movement measures were positively correlated with each other (Study 1 average  $r = 0.72$ ,  $r$  range = 0.45-0.98; Study 2 average  $r = 0.71$ ,  $r$  range = 0.37-0.96). This suggests that the eye movement metrics are likely measuring the same underlying construct. In this study, we theorized that this underlying construct is the difficulty in language comprehension experienced by participants as they read ballot measures.

Second, with a few exceptions, the preponderance of independent variables were not very strongly correlated and none exceed .6 (Study 1 average  $r = -0.001$ ,  $r$  range = -0.42-0.55, Study 2 average  $r = -0.007$ ,  $r$  range = -0.46-0.46).<sup>5</sup> The exceptions were the correlations between the three normative ratings (i.e., average ratings of norming participants on whether a ballot measure is important, interesting, and familiar) for Studies 1 and 2 and the correlations between age, education, and income for Study 2.

The correlations between the three normative ratings in Study 1 and Study 2 included ones above .6 (Study 1 average  $r = 0.72$ ,  $r$  range = 0.58-0.92, Study 2 average  $r = 0.86$ ,  $r$  range = 0.82-0.89). The correlations for age, education, and income also included correlations above .6 for Study 2 (Study 2 average  $r = 0.57$ ,  $r$  range = 0.45-0.65).

We estimated the preregistered models without the three normative ratings for Study 1 (see Tables S14 and S15). We also estimated the preregistered models without the three normative ratings and the age, education, and income variables for Study 2 (Tables S16 and S17). The results were substantively similar to the full preregistered models. Of note, the Study 2 abstention analyses with the full preregistered model (Table S5) had none of the eye movement measures reach conventional levels of statistical significance. But, the Study 2 abstention analyses that do not include the normative ratings and the age, education, and income variables (Table S16) showed five positive and statistically significant coefficients for the eye movement measures.

## Additional Checks

We performed several other analyses to rule out alternative explanations and examine whether eye movements could predict aggregate voting decisions beyond what is accounted for by participants' in-lab

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<sup>5</sup>We calculated these averages and ranges without the correlations between eye movement variables (reported previously). These also excluded the correlations between normative ratings for Study 1 and Study 2 and correlations between age, education, and income for Study 2.

voting decisions. First, participants may be more likely to read quickly when agreeing with an issue, but decrease the speed at which they read when they encounter reasons to disagree (i.e., they pause or slow down while engaging in, for example, counterarguing). This explanation suggests that the positive relationship between eye movement fixations/fixation durations and aggregate votes against a ballot measure may be due to other factors instead of difficulties in language comprehension.

To address this possibility, we estimated models that included the lab participant’s decision to either support or oppose a ballot measure. Our rationale for these analyses is that, in these models, the coefficient estimates for the eye movement metrics will reflect the relationship between eye movements and aggregate rates of opposition when comparing *within* lab participants’ decisions to support a measure and lab participants’ decisions to oppose a measure. As can be seen in Tables S18 and S19, participants’ in-lab decisions to vote for (coded as “0”) or against (coded as “1”) the ballot measures predicted aggregate rates of opposition for Study 1 but not Study 2. Importantly, some of the eye movement measures still predicted aggregate rates of opposition for both Study 1 and Study 2.

We conducted a similar analyses for abstentions. We estimated models that included the lab participant’s decision to either abstain (coded as “1”) or not abstain (coded as “0”) for a given ballot measure. As can be see in Tables S20 and S21, some of the eye movement measures still predicted aggregate rates of abstentions for both Study 1 and Study 2. Interestingly, participants’ in-lab decisions to abstain/not abstain did not predict aggregate rates of abstentions.

### Alternative Opposition Analyses

We preregistered two different ways of conducting the opposition analyses. The first method is reported in the main manuscript and described in the Analytic Strategy section of the Supplemental Material. The second method is reported here.

We preregistered two different methods because we reasoned that there could be at least two accounts that specify how individuals use information about their ability to comprehend the ballot measures to inform their voting judgments. Our conjecture was that the two accounts suggest different ways of conducting the opposition analyses. Since ours was a foundational study and we had no a priori reason to expect one account to be more likely to occur than the other, we preregistered both ways of conducting the opposition analyses.

The first account is a two-stage model of decision making. In the first stage, individuals make an initial decision on whether to abstain or not to abstain from voting using information about their ability to comprehend the ballot measures. Only individuals who decide not to abstain continue to the second stage. In the second stage, individuals use information about their ability to comprehend the ballot measures to inform their judgment on whether to support or oppose the measure.

Under this account, individuals can be viewed self-selecting into the second stage of decision making. This method then excludes people who choose to abstain from the calculation of our dependent variable. Specifically, the abstentions are not included in the denominator when the dependent variable is calculated as the proportion of individuals who voted against the ballot measure. For example, suppose a ballot measure elicits 159,976 votes against it, 115,222 votes supporting it, and 26,496 abstentions. The proportion of individuals voting against the ballot measure is 58.13% ( $159,976 / [159,976 + 115,222]$ ).

For the eye movement independent variables, we also excluded trials in which lab participants choose to abstain from voting. For example, suppose a ballot measure elicits 50 votes against it, 30 votes supporting it, and 40 abstentions. We will only use eye movement data from the 80 participants (50 who opposed, 30 who supported it). The results of this first method is reported in the main paper.

The second account specifies a single-stage model of decision making. Under the view, individuals consider all three options (abstain, support, oppose) simultaneously and they use information about their ability to comprehend the ballot measures to decide which of the three choices to pick. The second method does *not* exclude people who abstained when determining the values for the dependent and independent variables. For example, suppose a ballot measure elicits 159,976 votes against it, 115,222 votes supporting it, and 26,496 abstentions. The proportion of individuals voting against the ballot measure is 53.02% ( $159,976 / [159,976 + 115,222 + 26,495]$ ). Note that the abstentions are now included in the denominator.

Similarly, for the eye movement independent variables, eye movement data associated with trials in which the lab participants choose to either abstain, support, or oppose the ballot measures will be included. In other words, trials associated with abstention are now also included in the analysis.

Tables S22 and S23, show the preregistered models with this second method of calculating the dependent and independent variables for the opposition analyses. As can be seen in the tables, the results

were stronger for the first than the second method. These findings, then, may be more consistent with a two-stage rather than single-stage model of voting. Although discriminating between these two accounts was not the primary focus of the manuscript, the findings may guide future work that investigate this specific issue.

## Supplemental Discussion

As discussed in the main manuscript, one important avenue that future work should explore is how the arrangement of words into higher-level units such as clauses, phrases, and sentences (i.e., syntax) can be a source of language difficulty for voters. Some real-world ballot measures contain long complex sentences (ones with multiple clauses) that make them difficult to understand. For example, consider the following ballot measure:

Proposing an amendment to the Constitution of Ohio of 1912, to repeal the existing provisions for legislative compensation and expenses and establish the basic compensation of the Legislature at the median household income in Ohio; to require legislators to submit signed vouchers for reimbursement for expenses; and to prohibit the Legislature from increasing the compensation or expenses payable to its members. (Proposed by Act 2018-269)

If passed, this ballot measure will place a limit on the salaries of state legislators and impose restrictions on their compensation. Voters may have an easier time understanding the purpose of the ballot measure if the same information is conveyed via multiple sentences:

This amendment to the Constitution of Ohio of 1912 will repeal the existing provisions for legislative compensation and expenses. It will establish the basic compensation of the Legislature at the median household income in Ohio. It will also require legislators to submit signed vouchers for reimbursement for expenses and prohibit the Legislature from increasing the compensation or expenses payable to its members. (Proposed by Act 2018-269)

Overall, the use of complex syntax is one way that political actors may deliberately or accidentally construct ballot measures that are difficult to understand. Given that eye movements can be used to assess text processing at the level of clauses, sentences, or paragraphs, future work can use eye movements to study the effects of complex syntax on voting decisions.

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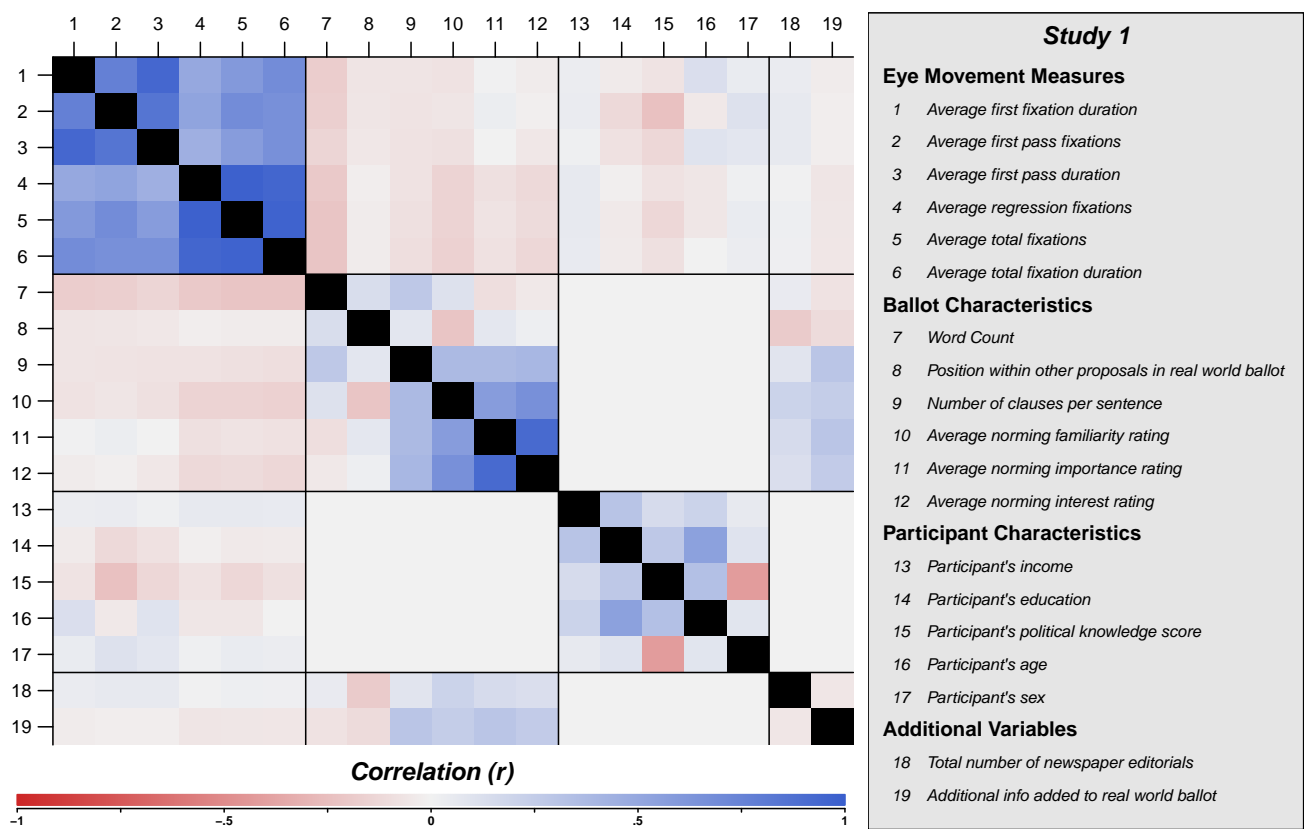


Figure S1: Correlation Matrix for Study 1

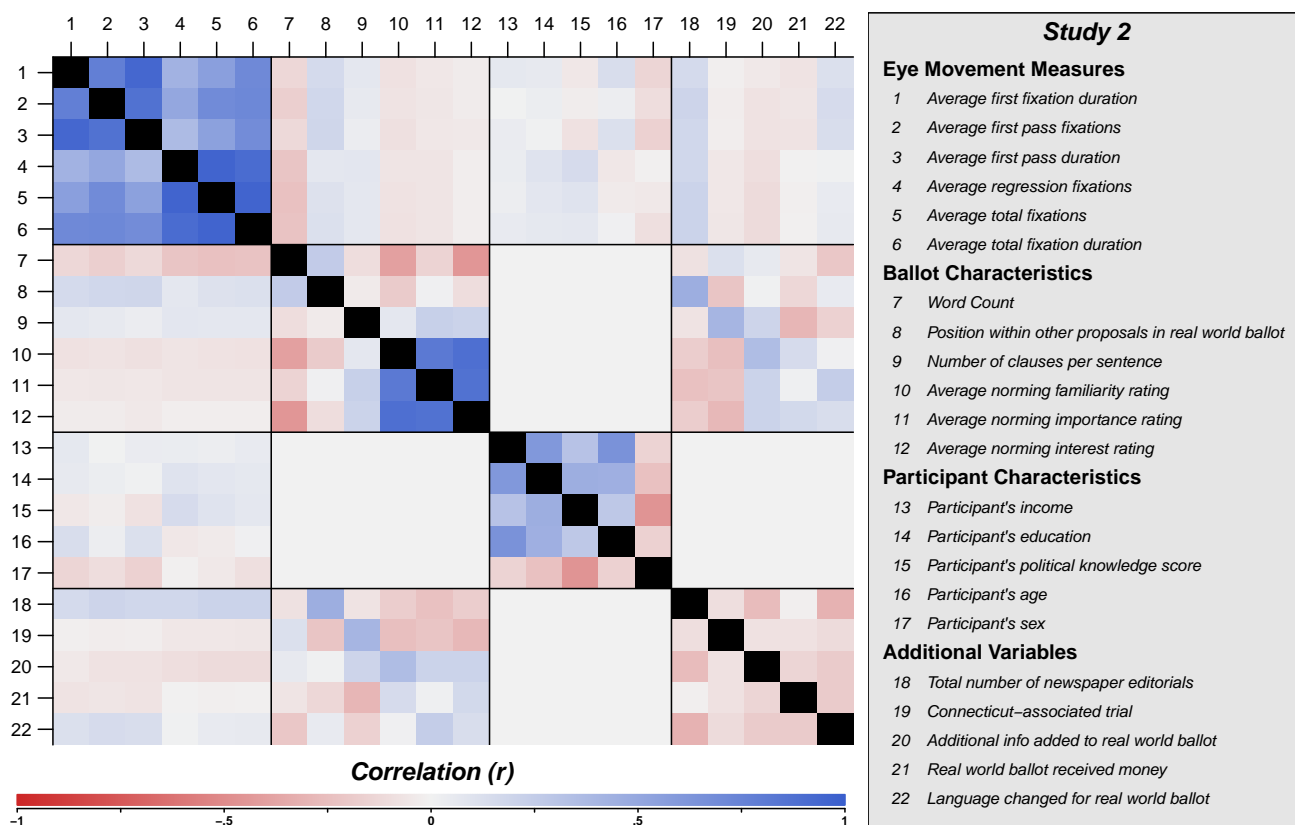


Figure S2: Correlation Matrix for Study 2

Table S1: Study 1 Abstention Analyses with Preregistered Covariates

	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Eye Movement Measures						
Avg. first fixation duration	0.00071*** (0.00016)	-	-	-	-	-
Avg. first pass fixations	-	0.13*** (0.031)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00074*** (0.00013)	-	-	-
Avg. regression fixations	-	-	-	0.043*** (0.0089)	-	-
Avg. total fixations	-	-	-	-	0.037*** (0.0070)	-
Avg. total fixation duration	-	-	-	-	-	0.00018*** (0.000033)
Ballot Characteristic Covariates						
Word count	0.0019*** (0.000038)	0.0019*** (0.000036)	0.0019*** (0.000035)	0.0020*** (0.000039)	0.0020*** (0.000042)	0.0020*** (0.000043)
Position within other proposals in real-world ballot	0.016*** (0.00029)	0.016*** (0.00028)	0.016*** (0.00028)	0.016*** (0.00022)	0.016*** (0.00023)	0.016*** (0.00024)
Number of clauses per sentence	-0.17*** (0.00044)	-0.17*** (0.00042)	-0.17*** (0.00053)	-0.17*** (0.00056)	-0.17*** (0.00057)	-0.17*** (0.00059)
Avg. norming familiarity rating	-0.49*** (0.0012)	-0.49*** (0.00097)	-0.49*** (0.0012)	-0.49*** (0.0012)	-0.49*** (0.0013)	-0.49*** (0.0014)
Avg. norming importance rating	0.14*** (0.0035)	0.14*** (0.0039)	0.14*** (0.0039)	0.15*** (0.0029)	0.14*** (0.0031)	0.14*** (0.0032)
Avg. norming interest rating	-0.017*** (0.0035)	-0.017*** (0.0036)	-0.013*** (0.0039)	-0.018*** (0.0031)	-0.015*** (0.0033)	-0.014*** (0.0034)
Demographic Covariates						
Participant's income	-0.00015 (0.00037)	-0.00038 (0.00035)	-0.00025 (0.00048)	-0.00028 (0.00037)	-0.00044 (0.00041)	-0.00041 (0.00044)
Participant's level of education	0.0021 (0.0014)	0.0015 (0.0012)	0.0039* (0.0018)	-0.0012 (0.0010)	-0.00047 (0.0012)	0.00041 (0.0014)
Participant's political knowledge score	0.0010 <sup>+</sup> (0.00055)	0.0015* (0.00060)	0.0016* (0.00070)	0.00073 (0.00055)	0.0012 <sup>+</sup> (0.00063)	0.0011 (0.00066)
Participant's age	-0.00036* (0.00014)	-0.00011 (0.00010)	-0.00047** (0.00018)	0.000070 (0.000070)	0.000026 (0.000085)	-0.000096 (0.00010)
Participant's sex	0.00071 (0.0033)	-0.00083 (0.0031)	-0.00035 (0.0040)	0.0012 (0.0032)	0.00079 (0.0037)	0.0010 (0.0040)
<i>N</i>	4,385	4,385	4,385	4,385	4,385	4,385
$R^2_{adj}$	.31	.31	.31	.31	.31	.31

Note: <sup>+</sup> $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .



Table S2: Study 1 Opposition Analyses with Preregistered Covariates

	Model 7	Model 8	Model 9	Model 10	Model 11	Model 12
Eye Movement Measures						
Avg. first fixation duration	0.00013* (0.000061)	–	–	–	–	–
Avg. first pass fixations	–	0.033** (0.012)	–	–	–	–
Avg. first pass fixation duration	–	–	0.000051 (0.000048)	–	–	–
Avg. regression fixations	–	–	–	0.0045 (0.0034)	–	–
Avg. total fixations	–	–	–	–	0.0038 (0.0026)	–
Avg. total fixation duration	–	–	–	–	–	0.000017 (0.000011)
Ballot Characteristic Covariates						
Word count	–0.0011*** (0.000045)	–0.0011*** (0.000044)	–0.0011*** (0.000044)	–0.0011*** (0.000046)	–0.0011*** (0.000046)	–0.0011*** (0.000046)
Position within other proposals in real-world ballot	0.013*** (0.00034)	0.013*** (0.00033)	0.013*** (0.00034)	0.013*** (0.00033)	0.013*** (0.00033)	0.013*** (0.00033)
Number of clauses per sentence	0.050*** (0.0015)	0.050*** (0.0015)	0.0500*** (0.0015)	0.049*** (0.0015)	0.049*** (0.0015)	0.049*** (0.0015)
Avg. norming familiarity rating	0.021*** (0.0028)	0.021*** (0.0027)	0.021*** (0.0027)	0.021*** (0.0027)	0.021*** (0.0027)	0.021*** (0.0027)
Avg. norming importance rating	–0.077*** (0.0047)	–0.078*** (0.0048)	–0.076*** (0.0047)	–0.075*** (0.0045)	–0.075*** (0.0046)	–0.075*** (0.0046)
Avg. norming interest rating	–0.10*** (0.0043)	–0.099*** (0.0044)	–0.10*** (0.0043)	–0.10*** (0.0042)	–0.10*** (0.0043)	–0.10*** (0.0043)
Demographic Covariates						
Participant's income	–0.00031 (0.00035)	–0.00038 (0.00034)	–0.00029 (0.00034)	–0.00030 (0.00033)	–0.00032 (0.00033)	–0.00031 (0.00034)
Participant's level of education	0.00048 (0.0012)	0.00047 (0.0011)	0.00033 (0.0012)	–0.000031 (0.0011)	0.000031 (0.0011)	0.00010 (0.0012)
Participant's political knowledge score	–0.00053 (0.00044)	–0.00036 (0.00043)	–0.00065 (0.00043)	–0.00069 <sup>†</sup> (0.00042)	–0.00064 (0.00042)	–0.00065 (0.00043)
Participant's age	0.000056 (0.000088)	0.000092 (0.000085)	0.000090 (0.000084)	0.00013 (0.000086)	0.00013 (0.000085)	0.00011 (0.000085)
Participant's sex	–0.0022 (0.0027)	–0.0025 (0.0027)	–0.0026 (0.0026)	–0.0025 (0.0025)	–0.0024 (0.0025)	–0.0024 (0.0026)
<i>N</i>	3,426	3,426	3,426	3,426	3,426	3,426
$R^2_{adj}$	.24	.24	.24	.24	.24	.24

Note: <sup>†</sup> $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S3: Study 1 Abstention Analyses with Alternative Model Specification

	Model 13	Model 14	Model 15	Model 16	Model 17	Model 18
Eye Movement Measures						
Avg. first fixation duration	0.00069*** (0.00016)	-	-	-	-	-
Avg. first pass fixations	-	0.11*** (0.032)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00063*** (0.00013)	-	-	-
Avg. regression fixations	-	-	-	0.043*** (0.0088)	-	-
Avg. total fixations	-	-	-	-	0.035*** (0.0069)	-
Avg. total fixation duration	-	-	-	-	-	0.00017*** (0.000032)
Ballot Characteristic Covariates						
Word count	0.0020*** (0.000042)	0.0020*** (0.000038)	0.0020*** (0.000036)	0.0021*** (0.000041)	0.0021*** (0.000044)	0.0021*** (0.000045)
Position within other proposals in real-world ballot	0.029*** (0.00026)	0.028*** (0.00023)	0.028*** (0.00023)	0.028*** (0.00017)	0.028*** (0.00018)	0.028*** (0.00019)
Number of clauses per sentence	-0.21*** (0.00073)	-0.21*** (0.00066)	-0.21*** (0.00072)	-0.21*** (0.00079)	-0.21*** (0.00079)	-0.21*** (0.00080)
Avg. norming familiarity rating	-0.54*** (0.0011)	-0.54*** (0.00084)	-0.54*** (0.0011)	-0.54*** (0.0011)	-0.54*** (0.0012)	-0.54*** (0.0013)
Avg. norming importance rating	0.0013 (0.0038)	0.0018 (0.0040)	-0.00046 (0.0039)	0.0074* (0.0031)	0.0044 (0.0033)	0.0038 (0.0033)
Avg. norming interest rating	0.079*** (0.0037)	0.078*** (0.0037)	0.081*** (0.0038)	0.079*** (0.0032)	0.081*** (0.0034)	0.082*** (0.0035)
Demographic Covariates						
Participant's income	-0.00019 (0.00036)	-0.00034 (0.00030)	-0.00022 (0.00040)	-0.00032 (0.00036)	-0.00045 (0.00039)	-0.00042 (0.00042)
Participant's level of education	0.0021 (0.0014)	0.0012 (0.0011)	0.0033* (0.0016)	-0.0011 (0.0010)	-0.00043 (0.0012)	0.00041 (0.0013)
Participant's political knowledge score	0.00099 <sup>+</sup> (0.00054)	0.0013* (0.00053)	0.0013* (0.00059)	0.00073 (0.00055)	0.0011 <sup>+</sup> (0.00060)	0.0010 (0.00063)
Participant's age	-0.00034* (0.00014)	-0.000084 (0.000088)	-0.00039* (0.00016)	0.000084 (0.000069)	0.000038 (0.000081)	-0.000078 (0.000096)
Participant's sex	0.00069 (0.0032)	-0.00075 (0.0026)	-0.00034 (0.0034)	0.0012 (0.0032)	0.00074 (0.0035)	0.00095 (0.0038)
Additional Covariates						
Total number of newspaper editorials	0.072*** (0.00018)	0.072*** (0.00021)	0.071*** (0.00024)	0.072*** (0.00022)	0.072*** (0.00023)	0.072*** (0.00024)
Additional info added to real-world ballot	0.33*** (0.0048)	0.33*** (0.0047)	0.33*** (0.0047)	0.33*** (0.0048)	0.33*** (0.0048)	0.33*** (0.0048)
<i>N</i>	4,385	4,385	4,385	4,385	4,385	4,385
$R_{adj}^2$	.36	.36	.36	.36	.36	.36

Note: <sup>+</sup> $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S4: Study 1 Opposition Analyses with Alternative Model Specification

	Model 19	Model 20	Model 21	Model 22	Model 23	Model 24
Eye Movement Measures						
Avg. first fixation duration	0.00019** (0.000062)	-	-	-	-	-
Avg. first pass fixations	-	0.042*** (0.012)	-	-	-	-
Avg. first pass fixation duration	-	-	0.000079+ (0.000048)	-	-	-
Avg. regression fixations	-	-	-	0.0078* (0.0037)	-	-
Avg. total fixations	-	-	-	-	0.0062* (0.0027)	-
Avg. total fixation duration	-	-	-	-	-	0.000027* (0.000012)
Ballot Characteristic Covariates						
Word count	-0.00096*** (0.000045)	-0.00095*** (0.000044)	-0.00098*** (0.000044)	-0.00096*** (0.000047)	-0.00095*** (0.000047)	-0.00095*** (0.000046)
Position within other proposals in real-world ballot	0.015*** (0.00034)	0.015*** (0.00033)	0.014*** (0.00034)	0.014*** (0.00034)	0.014*** (0.00034)	0.014*** (0.00034)
Number of clauses per sentence	0.039*** (0.0014)	0.039*** (0.0014)	0.039*** (0.0014)	0.039*** (0.0014)	0.039*** (0.0014)	0.039*** (0.0014)
Avg. norming familiarity rating	0.016*** (0.0029)	0.016*** (0.0029)	0.016*** (0.0029)	0.016*** (0.0029)	0.016*** (0.0029)	0.016*** (0.0029)
Avg. norming importance rating	-0.10*** (0.0043)	-0.10*** (0.0043)	-0.099*** (0.0042)	-0.098*** (0.0040)	-0.098*** (0.0041)	-0.098*** (0.0041)
Avg. norming interest rating	-0.085*** (0.0040)	-0.084*** (0.0041)	-0.086*** (0.0040)	-0.086*** (0.0039)	-0.086*** (0.0040)	-0.086*** (0.0040)
Demographic Covariates						
Participant's income	-0.00036 (0.00036)	-0.00044 (0.00035)	-0.00033 (0.00035)	-0.00036 (0.00034)	-0.00038 (0.00034)	-0.00036 (0.00035)
Participant's level of education	0.00051 (0.0012)	0.00042 (0.0011)	0.00032 (0.0011)	-0.00026 (0.0011)	-0.00015 (0.0011)	-0.00030 (0.0011)
Participant's political knowledge score	-0.00047 (0.00044)	-0.00029 (0.00043)	-0.00062 (0.00042)	-0.00067 (0.00041)	-0.00060 (0.00041)	-0.00062 (0.00042)
Participant's age	0.000036 (0.000089)	0.000095 (0.000083)	0.000084 (0.000083)	0.00015+ (0.000082)	0.00014+ (0.000082)	0.00012 (0.000083)
Participant's sex	-0.0021 (0.0028)	-0.0025 (0.0028)	-0.0026 (0.0026)	-0.0023 (0.0026)	-0.0023 (0.0026)	-0.0023 (0.0026)
Additional Covariates						
Total number of newspaper editorials	0.00074 (0.00060)	0.00069 (0.00060)	0.00078 (0.00060)	0.00082 (0.00059)	0.00079 (0.00059)	0.00079 (0.00059)
Additional info added to real-world ballot	0.11*** (0.0034)	0.11*** (0.0034)	0.11*** (0.0034)	0.11*** (0.0034)	0.11*** (0.0034)	0.11*** (0.0034)
<i>N</i>	3,426	3,426	3,426	3,426	3,426	3,426
$R_{adj}^2$	.27	.27	.27	.27	.27	.27

Note: + $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S5: Study 2 Abstention Analyses with Preregistered Covariates

	Model 25	Model 26	Model 27	Model 28	Model 29	Model 30
Eye Movement Measures						
Avg. first fixation duration	-0.00010 (0.00011)	-	-	-	-	-
Avg. first pass fixations	-	0.0044 (0.026)	-	-	-	-
Avg. first pass fixation duration	-	-	0.000013 (0.000077)	-	-	-
Avg. regression fixations	-	-	-	-0.024 <sup>†</sup> (0.013)	-	-
Avg. total fixations	-	-	-	-	-0.014 <sup>†</sup> (0.0085)	-
Avg. total fixation duration	-	-	-	-	-	-0.000056 (0.000035)
Ballot Characteristic Covariates						
Word count	0.010*** (0.000051)	0.011*** (0.000066)	0.011*** (0.000047)	0.010*** (0.00010)	0.010*** (0.00010)	0.010*** (0.000099)
Position within other proposals in real-world ballot	-0.024*** (0.00033)	-0.024*** (0.00041)	-0.024*** (0.00035)	-0.023*** (0.00031)	-0.023*** (0.00037)	-0.023*** (0.00037)
Number of clauses per sentence	0.11*** (0.00039)	0.11*** (0.00033)	0.11*** (0.00025)	0.11*** (0.00048)	0.11*** (0.00041)	0.11*** (0.00037)
Avg. norming familiarity rating	0.23*** (0.0018)	0.23*** (0.0018)	0.23*** (0.0018)	0.23*** (0.0026)	0.23*** (0.0026)	0.23*** (0.0027)
Avg. norming importance rating	0.082*** (0.0024)	0.081*** (0.0025)	0.081*** (0.0025)	0.084*** (0.0029)	0.084*** (0.0029)	0.084*** (0.0030)
Avg. norming interest rating	-0.67*** (0.0042)	-0.67*** (0.0043)	-0.67*** (0.0043)	-0.67*** (0.0045)	-0.67*** (0.0045)	-0.67*** (0.0044)
Demographic Covariates						
Participant's income	0.000056 (0.00014)	0.00011 (0.00013)	0.000098 (0.00010)	0.00029 (0.00029)	0.00018 (0.00024)	0.00021 (0.00025)
Participant's level of education	-0.00018 (0.00035)	-0.00032 (0.00038)	-0.00028 (0.00030)	0.00037 (0.00071)	0.00022 (0.00066)	-0.000069 (0.00053)
Participant's political knowledge score	-0.00017 (0.00023)	0.000041 (0.00013)	0.000057 (0.00022)	0.00053 (0.00033)	0.00027 (0.00023)	0.000061 (0.00015)
Participant's age	0.000049 (0.000048)	0.000011 (0.000025)	0.000068 (0.000043)	-0.000091 (0.000064)	-0.000050 (0.000050)	-0.000089 (0.000042)
Participant's sex	-0.00099 (0.0017)	0.00062 (0.0012)	0.00072 (0.0018)	0.0019 (0.0017)	0.00047 (0.0013)	-0.00098 (0.0013)
<i>N</i>	2,839	2,839	2,839	2,839	2,839	2,839
$R^2_{adj}$	.45	.45	.45	.45	.45	.45

Note: <sup>†</sup> $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S6: Study 2 Opposition Analyses with Preregistered Covariates

	Model 31	Model 32	Model 33	Model 34	Model 35	Model 36
Eye Movement Measures						
Avg. first fixation duration	0.00018*** (0.000035)	–	–	–	–	–
Avg. first pass fixations	–	0.057*** (0.0087)	–	–	–	–
Avg. first pass fixation duration	–	–	0.00019*** (0.000032)	–	–	–
Avg. regression fixations	–	–	–	–0.0061* (0.0028)	–	–
Avg. total fixations	–	–	–	–	0.00079 (0.0021)	–
Avg. total fixation duration	–	–	–	–	–	0.0000035 (0.0000090)
Ballot Characteristic Covariates						
Word count	–0.0028*** (0.000036)	–0.0027*** (0.000042)	–0.0027*** (0.000039)	–0.0029*** (0.000041)	–0.0028*** (0.000043)	–0.0028*** (0.000043)
Position within other proposals in real-world ballot	0.018*** (0.00031)	0.018*** (0.00032)	0.018*** (0.00032)	0.019*** (0.00031)	0.019*** (0.00031)	0.019*** (0.00031)
Number of clauses per sentence	–0.083*** (0.00075)	–0.084*** (0.00077)	–0.083*** (0.00074)	–0.083*** (0.00074)	–0.083*** (0.00074)	–0.083*** (0.00074)
Avg. norming familiarity rating	0.17*** (0.0037)	0.17*** (0.0037)	0.17*** (0.0037)	0.17*** (0.0038)	0.17*** (0.0037)	0.17*** (0.0038)
Avg. norming importance rating	0.0024 (0.0032)	0.0015 (0.0033)	0.0012 (0.0032)	0.0043 (0.0032)	0.0034 (0.0032)	0.0034 (0.0033)
Avg. norming interest rating	–0.12*** (0.0033)	–0.12*** (0.0034)	–0.12*** (0.0033)	–0.13*** (0.0034)	–0.13*** (0.0033)	–0.13*** (0.0033)
Demographic Covariates						
Participant's income	0.00021 (0.00032)	0.00037 (0.00038)	0.00026 (0.00036)	0.000077 (0.00022)	0.000067 (0.00021)	0.000065 (0.00021)
Participant's level of education	0.00018 (0.00059)	–0.00014 (0.00073)	0.00040 (0.00067)	0.00056 (0.00053)	0.00032 (0.00050)	0.00034 (0.00050)
Participant's political knowledge score	0.00032 (0.00021)	0.00026 (0.00023)	0.00052* (0.00023)	0.000075 (0.00016)	–0.000063 (0.00015)	–0.000051 (0.00015)
Participant's age	–0.00011* (0.000054)	–0.000074 (0.000071)	–0.00014* (0.000069)	–0.000054 (0.000036)	–0.000029 (0.000036)	–0.000032 (0.000035)
Participant's sex	0.0034* (0.0016)	0.0034* (0.0017)	0.0052** (0.0018)	0.00098 (0.0012)	0.00066 (0.0012)	0.00076 (0.0012)
<i>N</i>	2,373	2,373	2,373	2,373	2,373	2,373
$R^2_{adj}$	.65	.65	.65	.65	.65	.65

Note: <sup>†</sup> $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S7: Study 2 Abstention Analyses with Alternative Model Specification

	Model 37	Model 38	Model 39	Model 40	Model 41	Model 42
Eye Movement Measures						
Avg. first fixation duration	0.00015 (0.000097)	-	-	-	-	-
Avg. first pass fixations	-	0.036 <sup>+</sup> (0.022)	-	-	-	-
Avg. first pass fixation duration	-	-	0.000054 (0.000068)	-	-	-
Avg. regression fixations	-	-	-	0.031** (0.0096)	-	-
Avg. total fixations	-	-	-	-	0.020** (0.0066)	-
Avg. total fixation duration	-	-	-	-	-	0.000083** (0.000027)
Ballot Characteristic Covariates						
Word count	0.011*** (0.000022)	0.011*** (0.000026)	0.011*** (0.000017)	0.012*** (0.000081)	0.011*** (0.000075)	0.011*** (0.000073)
Position within other proposals in real-world ballot	0.028*** (0.00015)	0.028*** (0.00019)	0.028*** (0.00017)	0.028*** (0.00016)	0.028*** (0.00017)	0.028*** (0.00018)
Number of clauses per sentence	-0.011*** (0.00072)	-0.011*** (0.00083)	-0.010*** (0.00057)	-0.012*** (0.00083)	-0.012*** (0.00090)	-0.012*** (0.00085)
Avg. norming familiarity rating	0.53*** (0.0020)	0.53*** (0.0020)	0.53*** (0.0020)	0.54*** (0.0035)	0.54*** (0.0030)	0.54*** (0.0031)
Avg. norming importance rating	-0.25*** (0.0023)	-0.25*** (0.0024)	-0.25*** (0.0022)	-0.26*** (0.0037)	-0.26*** (0.0031)	-0.26*** (0.0032)
Avg. norming interest rating	-0.42*** (0.0037)	-0.42*** (0.0037)	-0.42*** (0.0037)	-0.41*** (0.0044)	-0.41*** (0.0043)	-0.41*** (0.0043)
Demographic Covariates						
Participant's income	-0.000034 (0.00019)	0.000024 (0.00019)	-0.000059 (0.00011)	-0.00034 (0.00038)	-0.00021 (0.00036)	-0.00026 (0.00037)
Participant's level of education	0.000086 (0.00039)	-0.000054 (0.00045)	0.00024 (0.00030)	-0.00058 (0.00082)	-0.00045 (0.00080)	-0.000067 (0.00071)
Participant's political knowledge score	0.00024 (0.00020)	0.00013 (0.00015)	0.00011 (0.00019)	-0.00069* (0.00030)	-0.00038 (0.00027)	-0.00010 (0.00023)
Participant's age	-0.000064 (0.000048)	-0.000026 (0.000040)	-0.000036 (0.000043)	0.00012 <sup>+</sup> (0.000069)	0.000077 (0.000064)	0.000021 (0.000059)
Participant's sex	0.0015 (0.0015)	0.00096 (0.0012)	0.00067 (0.0016)	-0.0025 (0.0018)	-0.00063 (0.0018)	0.0015 (0.0019)
Additional Covariates						
Total number of newspaper editorials	-0.026*** (0.00016)	-0.026*** (0.00019)	-0.026*** (0.00016)	-0.026*** (0.00017)	-0.026*** (0.00019)	-0.026*** (0.00019)
Connecticut associated trial	1.40*** (0.0011)	1.40*** (0.0012)	1.40*** (0.00090)	1.40*** (0.0030)	1.40*** (0.0027)	1.40*** (0.0026)
Additional info added to real-world ballot	-0.47*** (0.0027)	-0.47*** (0.0026)	-0.47*** (0.0026)	-0.47*** (0.0028)	-0.47*** (0.0027)	-0.47*** (0.0027)
Real-world ballot received money	-0.12*** (0.00059)	-0.12*** (0.00077)	-0.12*** (0.00050)	-0.12*** (0.0011)	-0.12*** (0.0012)	-0.12*** (0.0012)
Language changed for real-world ballot	0.0023 (0.0018)	0.0014 (0.0023)	0.0036 <sup>+</sup> (0.0019)	0.0067*** (0.0012)	0.0042*** (0.00092)	0.0042*** (0.00087)
<i>N</i>	2,839	2,839	2,839	2,839	2,839	2,839
<i>R</i> <sub>adj</sub> <sup>2</sup>	.71	.71	.71	.71	.71	.71

Note: <sup>+</sup>*p* < .10, \**p* < .05, \*\**p* < .01, \*\*\**p* < .001.

Table S8: Study 2 Opposition Analyses with Alternative Model Specification

	Model 43	Model 44	Model 45	Model 46	Model 47	Model 48
Eye Movement Measures						
Avg. first fixation duration	0.000073** (0.000025)	-	-	-	-	-
Avg. first pass fixations	-	0.036*** (0.0067)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00012*** (0.000024)	-	-	-
Avg. regression fixations	-	-	-	-0.00053 (0.0020)	-	-
Avg. total fixations	-	-	-	-	0.0027+ (0.0014)	-
Avg. total fixation duration	-	-	-	-	-	0.000011+ (0.0000064)
Ballot Characteristic Covariates						
Word count	-0.0020*** (0.000039)	-0.0020*** (0.000040)	-0.0020*** (0.000039)	-0.0020*** (0.000041)	-0.0020*** (0.000041)	-0.0020*** (0.000041)
Position within other proposals in real-world ballot	0.021*** (0.00031)	0.021*** (0.00031)	0.021*** (0.00031)	0.021*** (0.00031)	0.021*** (0.00031)	0.021*** (0.00031)
Number of clauses per sentence	-0.050*** (0.00091)	-0.051*** (0.00093)	-0.051*** (0.00089)	-0.050*** (0.00091)	-0.050*** (0.00092)	-0.050*** (0.00091)
Avg. norming familiarity rating	0.23*** (0.0033)	0.23*** (0.0033)	0.23*** (0.0033)	0.23*** (0.0033)	0.23*** (0.0033)	0.23*** (0.0033)
Avg. norming importance rating	-0.11*** (0.0034)	-0.11*** (0.0034)	-0.11*** (0.0034)	-0.11*** (0.0034)	-0.11*** (0.0034)	-0.11*** (0.0034)
Avg. norming interest rating	-0.13*** (0.0037)	-0.13*** (0.0036)	-0.13*** (0.0036)	-0.13*** (0.0037)	-0.13*** (0.0037)	-0.13*** (0.0037)
Demographic Covariates						
Participant's income	-0.000059 (0.00022)	0.000078 (0.00025)	0.0000067 (0.00025)	-0.00012 (0.00022)	-0.00011 (0.00021)	-0.00012 (0.00021)
Participant's level of education	0.00017 (0.00045)	-0.000068 (0.00051)	0.00027 (0.00050)	0.00026 (0.00047)	0.00013 (0.00045)	0.00019 (0.00045)
Participant's political knowledge score	0.00018 (0.00015)	0.00022 (0.00017)	0.00038* (0.00017)	0.000040 (0.00014)	-0.000017 (0.00013)	0.000024 (0.00013)
Participant's age	-0.0000037 (0.000041)	0.0000059 (0.000051)	-0.000039 (0.000051)	0.000025 (0.000036)	0.000036 (0.000037)	0.000028 (0.000037)
Participant's sex	0.0019 (0.0012)	0.0025+ (0.0013)	0.0036** (0.0014)	0.00080 (0.0011)	0.00080 (0.0010)	0.0011 (0.0011)
Additional Covariates						
Total number of newspaper editorials	-0.0033*** (0.00017)	-0.0035*** (0.00018)	-0.0034*** (0.00018)	-0.0032*** (0.00017)	-0.0033*** (0.00017)	-0.0033*** (0.00017)
Connecticut associated trial	-0.046*** (0.0018)	-0.045*** (0.0019)	-0.046*** (0.0018)	-0.047*** (0.0019)	-0.046*** (0.0019)	-0.046*** (0.0019)
Additional info added to real-world ballot	0.063*** (0.0019)	0.063*** (0.0019)	0.063*** (0.0019)	0.063*** (0.0019)	0.063*** (0.0019)	0.063*** (0.0019)
Real-world ballot received money	0.079*** (0.0011)	0.078*** (0.0011)	0.078*** (0.0011)	0.079*** (0.0011)	0.079*** (0.0011)	0.079*** (0.0011)
Language changed for real-world ballot	0.13*** (0.0024)	0.13*** (0.0025)	0.13*** (0.0025)	0.13*** (0.0024)	0.13*** (0.0024)	0.13*** (0.0024)
<i>N</i>	2,373	2,373	2,373	2,373	2,373	2,373
<i>R</i> <sup>2</sup> <sub>adj</sub>	.78	.78	.78	.78	.78	.78

Note: +*p* < .10, \**p* < .05, \*\**p* < .01, \*\*\**p* < .001.

Table S9: Study 1 Abstention Analyses with Alternative Model Specification (including Linguistic Measures)

	Model 49	Model 50	Model 51	Model 52	Model 53	Model 54
Eye Movement Measures						
Avg. first fixation duration	0.00079*** (0.00016)	-	-	-	-	-
Avg. first pass fixations	-	0.12*** (0.031)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00065*** (0.00013)	-	-	-
Avg. regression fixations	-	-	-	0.050*** (0.0096)	-	-
Avg. total fixations	-	-	-	-	0.039*** (0.0072)	-
Avg. total fixation duration	-	-	-	-	-	0.00019*** (0.000034)
Ballot Characteristic Covariates						
Word count	0.0019*** (0.000041)	0.0019*** (0.000037)	0.0019*** (0.000034)	0.0020*** (0.000042)	0.0020*** (0.000045)	0.0020*** (0.000046)
Position within other proposals in real-world ballot	0.023*** (0.00021)	0.023*** (0.00020)	0.023*** (0.00021)	0.022*** (0.00016)	0.022*** (0.00016)	0.022*** (0.00017)
Number of clauses per sentence	-0.19*** (0.00075)	-0.19*** (0.00070)	-0.19*** (0.00076)	-0.19*** (0.00082)	-0.19*** (0.00083)	-0.19*** (0.00085)
Avg. norming familiarity rating	-0.50*** (0.0014)	-0.50*** (0.0010)	-0.50*** (0.0012)	-0.50*** (0.0016)	-0.50*** (0.0015)	-0.50*** (0.0016)
Avg. norming importance rating	0.072*** (0.0037)	0.071*** (0.0040)	0.069*** (0.0040)	0.080*** (0.0031)	0.076*** (0.0033)	0.076*** (0.0034)
Avg. norming interest rating	0.0027 (0.0037)	0.0031 (0.0036)	0.0063 (0.0039)	0.00056 (0.0032)	0.0031 (0.0034)	0.0046 (0.0035)
Demographic Covariates						
Participant's income	-0.00023 (0.00041)	-0.00037 (0.00032)	-0.00023 (0.00041)	-0.00038 (0.00042)	-0.00051 (0.00044)	-0.00047 (0.00046)
Participant's level of education	0.0025 (0.0015)	0.0014 (0.0012)	0.0034* (0.0016)	-0.0013 (0.0011)	-0.00044 (0.0013)	0.00048 (0.0015)
Participant's political knowledge score	0.0011 <sup>+</sup> (0.00061)	0.0014* (0.00055)	0.0014* (0.00061)	0.00083 (0.00061)	0.0012 <sup>+</sup> (0.00065)	0.0011 <sup>+</sup> (0.00068)
Participant's age	-0.00038* (0.00015)	-0.000090 (0.000093)	-0.00040* (0.00016)	0.000097 (0.000078)	0.000043 (0.000089)	-0.000085 (0.00010)
Participant's sex	0.00079 (0.0036)	-0.00081 (0.0028)	-0.00038 (0.0035)	0.0014 (0.0036)	0.00082 (0.0039)	0.0010 (0.0042)
Additional Covariates						
Total number of newspaper editorials	0.070*** (0.00020)	0.070*** (0.00023)	0.070*** (0.00025)	0.070*** (0.00025)	0.070*** (0.00026)	0.070*** (0.00026)
Additional info added to real-world ballot	0.32*** (0.0048)	0.31*** (0.0047)	0.31*** (0.0047)	0.32*** (0.0048)	0.32*** (0.0048)	0.32*** (0.0048)
SUBTLEX-US Median	-0.00091*** (0.000012)	-0.00088*** (0.000093)	-0.00089*** (0.000099)	-0.00091*** (0.000013)	-0.00090*** (0.000012)	-0.00090*** (0.000013)
Flesch-Kincaid Grade Level	0.0013*** (0.000064)	0.0013*** (0.000059)	0.0012*** (0.000067)	0.0015*** (0.000062)	0.0014*** (0.000063)	0.0014*** (0.000062)
<i>N</i>	4,385	4,385	4,385	4,385	4,385	4,385
$R_{adj}^2$	.37	.37	.37	.37	.37	.37

Note: <sup>+</sup> $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .



Table S10: Study 1 Opposition Analyses with Alternative Model Specification (including Linguistic Measures)

	Model 55	Model 56	Model 57	Model 58	Model 59	Model 60
Eye Movement Measures						
Avg. first fixation duration	0.00020** (0.000062)	-	-	-	-	-
Avg. first pass fixations	-	0.043*** (0.012)	-	-	-	-
Avg. first pass fixation duration	-	-	0.000081+ (0.000048)	-	-	-
Avg. regression fixations	-	-	-	0.0086* (0.0039)	-	-
Avg. total fixations	-	-	-	-	0.0067* (0.0028)	-
Avg. total fixation duration	-	-	-	-	-	0.000029* (0.000012)
Ballot Characteristic Covariates						
Word count	-0.00094*** (0.000046)	-0.00094*** (0.000045)	-0.00097*** (0.000045)	-0.00094*** (0.000048)	-0.00094*** (0.000048)	-0.00094*** (0.000047)
Position within other proposals in real-world ballot	0.014*** (0.00038)	0.014*** (0.00037)	0.014*** (0.00038)	0.014*** (0.00038)	0.014*** (0.00038)	0.014*** (0.00038)
Number of clauses per sentence	0.041*** (0.0015)	0.041*** (0.0015)	0.041*** (0.0015)	0.040*** (0.0015)	0.040*** (0.0015)	0.040*** (0.0015)
Avg. norming familiarity rating	0.020*** (0.0028)	0.019*** (0.0027)	0.019*** (0.0027)	0.020*** (0.0027)	0.020*** (0.0027)	0.020*** (0.0027)
Avg. norming importance rating	-0.092*** (0.0041)	-0.093*** (0.0041)	-0.091*** (0.0041)	-0.089*** (0.0038)	-0.090*** (0.0038)	-0.090*** (0.0039)
Avg. norming interest rating	-0.094*** (0.0037)	-0.093*** (0.0037)	-0.095*** (0.0037)	-0.095*** (0.0035)	-0.095*** (0.0036)	-0.095*** (0.0036)
Demographic Covariates						
Participant's income	-0.00036 (0.00037)	-0.00045 (0.00035)	-0.00033 (0.00035)	-0.00037 (0.00035)	-0.00039 (0.00035)	-0.00037 (0.00035)
Participant's level of education	0.00049 (0.0012)	0.00039 (0.0011)	0.00028 (0.0011)	-0.00033 (0.0011)	-0.00020 (0.0011)	-0.000070 (0.0012)
Participant's political knowledge score	-0.00043 (0.00045)	-0.00026 (0.00043)	-0.00060 (0.00042)	-0.00064 (0.00042)	-0.00056 (0.00042)	-0.00059 (0.00042)
Participant's age	0.000030 (0.000090)	0.000092 (0.000084)	0.000081 (0.000083)	0.00015+ (0.000082)	0.00014+ (0.000082)	0.00012 (0.000083)
Participant's sex	-0.0021 (0.0028)	-0.0025 (0.0028)	-0.0027 (0.0026)	-0.0023 (0.0026)	-0.0024 (0.0026)	-0.0023 (0.0027)
Additional Covariates						
Total number of newspaper editorials	0.00054 (0.00060)	0.00049 (0.00060)	0.00059 (0.00060)	0.00061 (0.00059)	0.00058 (0.00059)	0.00058 (0.00060)
Additional info added to real-world ballot	0.11*** (0.0033)	0.10*** (0.0033)	0.10*** (0.0033)	0.11*** (0.0034)	0.11*** (0.0034)	0.10*** (0.0034)
SUBTLEX-US Median	-0.000095*** (0.000026)	-0.000091*** (0.000026)	-0.000088*** (0.000026)	-0.000092*** (0.000026)	-0.000091*** (0.000026)	-0.000091*** (0.000026)
Flesch-Kincaid Grade Level	0.00027* (0.00012)	0.00027* (0.00012)	0.00026* (0.00012)	0.00031** (0.00012)	0.00030* (0.00012)	0.00030* (0.00012)
<i>N</i>	3,426	3,426	3,426	3,426	3,426	3,426
$R_{adj}^2$	.27	.27	.27	.27	.27	.27

Note: + $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S11: Study 2 Abstention Analyses with Alternative Model Specification (including Linguistic Measures)

	Model 61	Model 62	Model 63	Model 64	Model 65	Model 66
Eye Movement Measures						
Avg. first fixation duration	0.00018 <sup>+</sup> (0.000096)	-	-	-	-	-
Avg. first pass fixations	-	0.060** (0.021)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00014* (0.000065)	-	-	-
Avg. regression fixations	-	-	-	0.028** (0.0095)	-	-
Avg. total fixations	-	-	-	-	0.021** (0.0065)	-
Avg. total fixation duration	-	-	-	-	-	0.000090*** (0.000027)
Ballot Characteristic Covariates						
Word count	0.012*** (0.000024)	0.012*** (0.000025)	0.012*** (0.000017)	0.012*** (0.000079)	0.012*** (0.000071)	0.012*** (0.000071)
Position within other proposals in real-world ballot	0.024*** (0.00017)	0.024*** (0.00019)	0.024*** (0.00018)	0.024*** (0.00016)	0.024*** (0.00018)	0.024*** (0.00019)
Number of clauses per sentence	-0.015*** (0.00071)	-0.017*** (0.00098)	-0.015*** (0.00066)	-0.016*** (0.00080)	-0.017*** (0.00098)	-0.016*** (0.00091)
Avg. norming familiarity rating	0.41*** (0.0020)	0.41*** (0.0022)	0.41*** (0.0020)	0.42*** (0.0034)	0.41*** (0.0028)	0.41*** (0.0029)
Avg. norming importance rating	-0.046*** (0.0018)	-0.043*** (0.0025)	-0.045*** (0.0021)	-0.055*** (0.0035)	-0.053*** (0.0027)	-0.053*** (0.0028)
Avg. norming interest rating	-0.56*** (0.0032)	-0.55*** (0.0033)	-0.56*** (0.0032)	-0.55*** (0.0041)	-0.55*** (0.0040)	-0.55*** (0.0039)
Demographic Covariates						
Participant's income	0.000023 (0.00023)	0.00015 (0.00031)	0.000032 (0.00023)	-0.00027 (0.00036)	-0.00016 (0.00039)	-0.00022 (0.00041)
Participant's level of education	0.0000039 (0.00042)	-0.00031 (0.00065)	0.00018 (0.00044)	-0.00056 (0.00076)	-0.00053 (0.00083)	-0.00015 (0.00077)
Participant's political knowledge score	0.00029 (0.00020)	0.00024 (0.00021)	0.00036 <sup>+</sup> (0.00021)	-0.00063* (0.00029)	-0.00040 (0.00029)	-0.00010 (0.00025)
Participant's age	-0.000081 (0.000052)	-0.000043 (0.000060)	-0.000084 (0.000056)	0.00010 (0.000067)	0.000074 (0.000067)	0.000016 (0.000065)
Participant's sex	0.0020 (0.0015)	0.0020 (0.0016)	0.0027 (0.0017)	-0.0022 (0.0017)	-0.00057 (0.0019)	0.0018 (0.0020)
Additional Covariates						
Total number of newspaper editorials	-0.033*** (0.00016)	-0.033*** (0.00021)	-0.033*** (0.00016)	-0.033*** (0.00015)	-0.033*** (0.00019)	-0.033*** (0.00019)
Connecticut associated trial	1.4*** (0.0013)	1.4*** (0.0014)	1.4*** (0.0011)	1.5*** (0.0029)	1.5*** (0.0028)	1.5*** (0.0028)
Additional info added to real-world ballot	-0.37*** (0.0025)	-0.37*** (0.0025)	-0.37*** (0.0024)	-0.37*** (0.0026)	-0.37*** (0.0026)	-0.37*** (0.0026)
Real-world ballot received money	-0.063*** (0.00075)	-0.064*** (0.0010)	-0.063*** (0.00073)	-0.065*** (0.0013)	-0.066*** (0.0015)	-0.066*** (0.0014)
Language changed for real-world ballot	0.034*** (0.0018)	0.030*** (0.0026)	0.033*** (0.0020)	0.038*** (0.0012)	0.035*** (0.0012)	0.035*** (0.0011)
SUBTLEX-US Median	0.00012*** (0.00000078)	0.00012*** (0.0000015)	0.00012*** (0.00000095)	0.00012*** (0.0000017)	0.00012*** (0.0000018)	0.00012*** (0.0000018)
Flesch-Kincaid Grade Level	-0.014*** (0.000053)	-0.014*** (0.000056)	-0.014*** (0.000052)	-0.014*** (0.000074)	-0.014*** (0.000073)	-0.014*** (0.000073)
<i>N</i>	2,839	2,839	2,839	2,839	2,839	2,839
<i>R</i> <sub>adj</sub> <sup>2</sup>	.72	.72	.72	.72	.72	.72

Note: <sup>+</sup>*p* < .10, \**p* < .05, \*\**p* < .01, \*\*\**p* < .001.

Table S12: Study 2 Opposition Analyses with Alternative Model Specification (including Linguistic Measures)

	Model 67	Model 68	Model 69	Model 70	Model 71	Model 72
Eye Movement Measures						
Avg. first fixation duration	0.000079** (0.000025)	-	-	-	-	-
Avg. first pass fixations	-	0.028*** (0.0061)	-	-	-	-
Avg. first pass fixation duration	-	-	0.000092*** (0.000022)	-	-	-
Avg. regression fixations	-	-	-	-0.00026 (0.0019)	-	-
Avg. total fixations	-	-	-	-	0.0017 (0.0013)	-
Avg. total fixation duration	-	-	-	-	-	0.0000062 (0.0000057)
Ballot Characteristic Covariates						
Word count	-0.0013*** (0.000040)	-0.0013*** (0.000040)	-0.0013*** (0.000040)	-0.0013*** (0.000040)	-0.0013*** (0.000041)	-0.0013*** (0.000041)
Position within other proposals in real-world ballot	0.019*** (0.00028)	0.018*** (0.00028)	0.018*** (0.00028)	0.019*** (0.00027)	0.019*** (0.00028)	0.019*** (0.00028)
Number of clauses per sentence	-0.030*** (0.00084)	-0.031*** (0.00088)	-0.031*** (0.00083)	-0.030*** (0.00083)	-0.030*** (0.00084)	-0.030*** (0.00083)
Avg. norming familiarity rating	0.30*** (0.0031)	0.30*** (0.0031)	0.30*** (0.0031)	0.30*** (0.0031)	0.30*** (0.0031)	0.30*** (0.0031)
Avg. norming importance rating	-0.17*** (0.0042)	-0.17*** (0.0042)	-0.17*** (0.0042)	-0.17*** (0.0042)	-0.17*** (0.0042)	-0.17*** (0.0042)
Avg. norming interest rating	-0.14*** (0.0039)	-0.14*** (0.0039)	-0.14*** (0.0039)	-0.14*** (0.0039)	-0.14*** (0.0039)	-0.14*** (0.0039)
Demographic Covariates						
Participant's income	0.000035 (0.00020)	0.00012 (0.00021)	0.000069 (0.00021)	-0.000030 (0.00019)	-0.000024 (0.00018)	-0.000030 (0.00018)
Participant's level of education	0.00034 (0.00040)	0.00017 (0.00042)	0.00043 (0.00043)	0.00042 (0.00041)	0.00034 (0.00040)	0.00038 (0.00040)
Participant's political knowledge score	0.000050 (0.00013)	0.000034 (0.00014)	0.00017 (0.00014)	-0.00010 (0.00012)	-0.00014 (0.00012)	-0.00011 (0.00011)
Participant's age	-0.000029 (0.000036)	-0.000016 (0.000041)	-0.000048 (0.000042)	0.0000032 (0.000030)	0.0000095 (0.000030)	0.0000046 (0.000030)
Participant's sex	0.0016 (0.0011)	0.0017 (0.0011)	0.0027* (0.0012)	0.00042 (0.0010)	0.00043 (0.00099)	0.00059 (0.0010)
Additional Covariates						
Total number of newspaper editorials	-0.0043*** (0.00016)	-0.0044*** (0.00017)	-0.0044*** (0.00016)	-0.0042*** (0.00016)	-0.0042*** (0.00016)	-0.0042*** (0.00016)
Connecticut associated trial	-0.044*** (0.0015)	-0.043*** (0.0016)	-0.043*** (0.0015)	-0.045*** (0.0015)	-0.044*** (0.0015)	-0.044*** (0.0015)
Additional info added to real-world ballot	0.070*** (0.0021)	0.071*** (0.0021)	0.071*** (0.0021)	0.071*** (0.0021)	0.071*** (0.0021)	0.071*** (0.0021)
Real-world ballot received money	0.11*** (0.0018)	0.11*** (0.0018)	0.11*** (0.0018)	0.11*** (0.0018)	0.11*** (0.0018)	0.11*** (0.0018)
Language changed for real-world ballot	0.18*** (0.0023)	0.18*** (0.0024)	0.18*** (0.0024)	0.18*** (0.0023)	0.18*** (0.0023)	0.18*** (0.0023)
SUBTLEX-US Median	-0.00019*** (0.0000029)	-0.00019*** (0.0000029)	-0.00019*** (0.0000029)	-0.00019*** (0.0000029)	-0.00019*** (0.0000028)	-0.00019*** (0.0000028)
Flesch-Kincaid Grade Level	-0.0017*** (0.00011)	-0.0017*** (0.00011)	-0.0017*** (0.00011)	-0.0017*** (0.00011)	-0.0017*** (0.00011)	-0.0017*** (0.00011)
<i>N</i>	2,373	2,373	2,373	2,373	2,373	2,373
$R_{adj}^2$	.81	.81	.81	.81	.81	.81

Note: + $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S13: Abstention and Opposition Analyses with Total Reading Time

	Model 73	Model 74	Model 75	Model 76
Other Common Measure of Language Difficulty				
Total reading time	-0.00000034 (0.00000035)	0.00000035* (0.00000015)	0.0000016*** (0.00000034)	0.000000040 (0.000000071)
Ballot Characteristic Covariates				
Word count	0.0020*** (0.000089)	-0.0011*** (0.000057)	0.011*** (0.000073)	-0.0020*** (0.000040)
Position within other proposals in real-world ballot	0.028*** (0.00016)	0.014*** (0.00034)	0.028*** (0.00021)	0.021*** (0.00031)
Number of clauses per sentence	-0.21*** (0.00057)	0.039*** (0.0014)	-0.012*** (0.00078)	-0.050*** (0.00091)
Avg. norming familiarity rating	-0.54*** (0.00060)	0.016*** (0.0028)	0.54*** (0.0030)	0.23*** (0.0033)
Avg. norming importance rating	0.012*** (0.0029)	-0.098*** (0.0040)	-0.26*** (0.0027)	-0.11*** (0.0035)
Avg. norming interest rating	0.070*** (0.0030)	-0.086*** (0.0039)	-0.41*** (0.0042)	-0.13*** (0.0037)
Demographic Covariates				
Participant's income	0.00020 (0.00022)	-0.00037 (0.00035)	-0.00012 (0.00050)	-0.00011 (0.00022)
Participant's level of education	-0.00033 (0.00035)	-0.000079 (0.0012)	-0.00040 (0.0010)	0.00022 (0.00046)
Participant's political knowledge score	-0.00010 (0.00018)	-0.00062 (0.00041)	-0.00038 (0.00035)	0.000021 (0.00013)
Participant's age	0.000014 (0.000035)	0.00012 (0.000083)	0.000013 (0.000082)	0.000027 (0.000036)
Participant's sex	-0.00047 (0.00092)	-0.0023 (0.0027)	0.00082 (0.0026)	0.00082 (0.0011)
Additional Covariates				
Total number of newspaper editorials	0.073*** (0.00017)	0.00079 (0.00059)	-0.026*** (0.00019)	-0.0032*** (0.00017)
Additional info added to real-world ballot	0.33*** (0.0046)	0.11*** (0.0034)	-0.47*** (0.0028)	0.063*** (0.0019)
Connecticut associated trial ballot	-	-	1.37*** (0.0023)	-0.05*** (0.003)
Real-world ballot received money	-	-	-0.13*** (0.0009)	0.08*** (0.001)
Language changed for real-world ballot	-	-	-0.003* (0.001)	0.13*** (0.002)
<i>N</i>	4,385	3,426	2,839	2,373
$R_{adj}^2$	.36	.27	.71	.78

Note: + $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S14: Study 1 Abstention Analyses without Normative Ratings

	Model 77	Model 78	Model 79	Model 80	Model 81	Model 82
Eye Movement Measures						
Avg. first fixation duration	0.0013*** (0.00018)	-	-	-	-	-
Avg. first pass fixations	-	0.23*** (0.036)	-	-	-	-
Avg. first pass fixation duration	-	-	0.0012*** (0.00015)	-	-	-
Avg. regression fixations	-	-	-	0.098*** (0.016)	-	-
Avg. total fixations	-	-	-	-	0.077*** (0.012)	-
Avg. total fixation duration	-	-	-	-	-	0.00037*** (0.000055)
Ballot Characteristic Covariates						
Word count	0.0011*** (0.000051)	0.0011*** (0.000047)	0.0011*** (0.000049)	0.0013*** (0.000060)	0.0013*** (0.000064)	0.0013*** (0.000066)
Position within other proposals in real-world ballot	0.045*** (0.00026)	0.045*** (0.00024)	0.045*** (0.00027)	0.044*** (0.00026)	0.044*** (0.00026)	0.044*** (0.00027)
Number of clauses per sentence	-0.28*** (0.00064)	-0.28*** (0.00053)	-0.28*** (0.00075)	-0.28*** (0.00092)	-0.28*** (0.00097)	-0.28*** (0.0011)
Demographic Covariates						
Participant's income	-0.00043 (0.00069)	-0.00079 (0.00061)	-0.00053 (0.00081)	-0.00084 (0.00080)	-0.0011 (0.00088)	-0.0010 (0.00092)
Participant's level of education	0.0040+ (0.0024)	0.0027 (0.0020)	0.0066* (0.0028)	-0.0024 (0.0022)	-0.00073 (0.0026)	0.0011 (0.0029)
Participant's political knowledge score	0.0018+ (0.00098)	0.0026** (0.00094)	0.0026* (0.0012)	0.0016 (0.0012)	0.0024* (0.0012)	0.0022+ (0.0013)
Participant's age	-0.00066** (0.00022)	-0.00021 (0.00017)	-0.00080** (0.00026)	0.00015 (0.00016)	0.000048 (0.00018)	-0.00020 (0.00021)
Participant's sex	0.0022 (0.0059)	-0.00051 (0.0053)	0.00032 (0.0067)	0.0037 (0.0070)	0.0027 (0.0078)	0.0031 (0.0081)
<i>N</i>	4,385	4,385	4,385	4,385	4,385	4,385
$R_{adj}^2$	.16	.16	.16	.17	.17	.17

Note: + $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S15: Study 1 Opposition Analyses without Normative Ratings

	Model 83	Model 84	Model 85	Model 86	Model 87	Model 88
Eye Movement Measures						
Avg. first fixation duration	0.00018** (0.000071)	-	-	-	-	-
Avg. first pass fixations	-	0.039** (0.013)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00011 <sup>+</sup> (0.000057)	-	-	-
Avg. regression fixations	-	-	-	0.026*** (0.0061)	-	-
Avg. total fixations	-	-	-	-	0.018*** (0.0039)	-
Avg. total fixation duration	-	-	-	-	-	0.000084*** (0.000017)
Ballot Characteristic Covariates						
Word count	-0.00022*** (0.000054)	-0.00022*** (0.000053)	-0.00024*** (0.000052)	-0.00016** (0.000056)	-0.00016** (0.000056)	-0.00016** (0.000055)
Position within other proposals in real-world ballot	0.0081*** (0.00050)	0.0080*** (0.00049)	0.0080*** (0.00049)	0.0079*** (0.00051)	0.0079*** (0.00051)	0.0079*** (0.00051)
Number of clauses per sentence	-0.0027* (0.0013)	-0.0026* (0.0013)	-0.0026* (0.0013)	-0.0025* (0.0012)	-0.0024 <sup>+</sup> (0.0012)	-0.0023 <sup>+</sup> (0.0013)
Demographic Covariates						
Participant's income	-0.00022 (0.00048)	-0.00030 (0.00046)	-0.00021 (0.00047)	-0.00039 (0.00049)	-0.00043 (0.00049)	-0.00039 (0.00050)
Participant's level of education	-0.00025 (0.0015)	-0.00035 (0.0015)	-0.00029 (0.0015)	-0.0014 (0.0016)	-0.00099 (0.0016)	-0.00063 (0.0017)
Participant's political knowledge score	-0.00017 (0.00060)	-0.000021 (0.00057)	-0.00024 (0.00059)	0.0000081 (0.00062)	0.00017 (0.00061)	0.00013 (0.00063)
Participant's age	0.000087 (0.00011)	0.00014 (0.00011)	0.00011 (0.00011)	0.00022* (0.00011)	0.00019 <sup>+</sup> (0.00011)	0.00014 (0.00012)
Participant's sex	-0.0023 (0.0035)	-0.0027 (0.0033)	-0.0027 (0.0034)	-0.0013 (0.0037)	-0.0015 (0.0037)	-0.0014 (0.0039)
<i>N</i>	3,426	3,426	3,426	3,426	3,426	3,426
$R_{adj}^2$	.015	.015	.014	.021	.020	.021

Note: <sup>+</sup> $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S16: Study 2 Abstention Analyses without Normative Ratings and Subset of Demographic Variables

	Model 89	Model 90	Model 91	Model 92	Model 93	Model 94
Eye Movement Measures						
Avg. first fixation duration	0.00045*** (0.00012)	-	-	-	-	-
Avg. first pass fixations	-	0.14*** (0.031)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00043*** (0.000088)	-	-	-
Avg. regression fixations	-	-	-	0.024+ (0.013)	-	-
Avg. total fixations	-	-	-	-	0.023** (0.0085)	-
Avg. total fixation duration	-	-	-	-	-	0.000096** (0.000035)
Ballot Characteristic Covariates						
Word count	0.015*** (0.000044)	0.015*** (0.000058)	0.015*** (0.000042)	0.015*** (0.000076)	0.015*** (0.000079)	0.015*** (0.000075)
Position within other proposals in real-world ballot	-0.030*** (0.00041)	-0.031*** (0.00052)	-0.031*** (0.00043)	-0.029*** (0.00041)	-0.030*** (0.00048)	-0.030*** (0.00048)
Number of clauses per sentence	0.054*** (0.00068)	0.054*** (0.00074)	0.055*** (0.00061)	0.055*** (0.00068)	0.055*** (0.00070)	0.055*** (0.00067)
Demographic Covariates						
Participant's political knowledge score	0.00067* (0.00034)	0.00066 (0.00044)	0.0011** (0.00042)	-0.00047 (0.00034)	-0.00036 (0.00030)	-0.000079 (0.00026)
Participant's sex	0.0069* (0.0028)	0.0073* (0.0035)	0.011** (0.0034)	-0.0011 (0.0015)	0.00046 (0.0020)	0.0029 (0.0022)
<i>N</i>	2,863	2,863	2,863	2,863	2,863	2,863
$R_{adj}^2$	.35	.35	.35	.35	.35	.35

Note: + $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S17: Study 2 Opposition Analyses without Normative Ratings and Subset of Demographic Variables

	Model 95	Model 96	Model 97	Model 98	Model 99	Model 100
Eye Movement Measures						
Avg. first fixation duration	0.000073 <sup>+</sup> (0.000039)	-	-	-	-	-
Avg. first pass fixations	-	0.035*** (0.0086)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00011*** (0.000031)	-	-	-
Avg. regression fixations	-	-	-	-0.018*** (0.0034)	-	-
Avg. total fixations	-	-	-	-	-0.0084*** (0.0025)	-
Avg. total fixation duration	-	-	-	-	-	-0.000037*** (0.000011)
Ballot Characteristic Covariates						
Word count	-0.0031*** (0.000035)	-0.0031*** (0.000038)	-0.0031*** (0.000036)	-0.0032*** (0.000038)	-0.0032*** (0.000040)	-0.0032*** (0.000040)
Position within other proposals in real-world ballot	0.015*** (0.00033)	0.015*** (0.00034)	0.015*** (0.00034)	0.016*** (0.00033)	0.016*** (0.00034)	0.016*** (0.00035)
Number of clauses per sentence	-0.092*** (0.00078)	-0.092*** (0.00080)	-0.092*** (0.00078)	-0.091*** (0.00078)	-0.091*** (0.00078)	-0.091*** (0.00079)
Demographic Covariates						
Participant's political knowledge score	0.00032 (0.00021)	0.00038 <sup>+</sup> (0.00021)	0.00049* (0.00023)	0.00061** (0.00022)	0.00035 <sup>+</sup> (0.00020)	0.00024 (0.00020)
Participant's sex	0.0042** (0.0016)	0.0050** (0.0016)	0.0058*** (0.0018)	0.0039* (0.0018)	0.0028 <sup>+</sup> (0.0017)	0.0019 (0.0017)
<i>N</i>	2,396	2,396	2,396	2,396	2,396	2,396
<i>R</i> <sub>adj</sub> <sup>2</sup>	.55	.55	.55	.55	.55	.55

Note: <sup>+</sup>*p* < .10, \**p* < .05, \*\**p* < .01, \*\*\**p* < .001.



Table S18: Study 1 Opposition Analyses with In-Lab Voting Decision

	Model 101	Model 102	Model 103	Model 104	Model 105	Model 106
Eye Movement Measures						
Avg. first fixation duration	0.000087 (0.000055)	-	-	-	-	-
Avg. first pass fixations	-	0.025* (0.011)	-	-	-	-
Avg. first pass fixation duration	-	-	0.0000096 (0.000042)	-	-	-
Avg. regression fixations	-	-	-	0.00047 (0.0034)	-	-
Avg. total fixations	-	-	-	-	0.00082 (0.0026)	-
Avg. total fixation duration	-	-	-	-	-	0.0000018 (0.000011)
Ballot Characteristic Covariates						
Word count	-0.00093*** (0.000049)	-0.00093*** (0.000048)	-0.00095*** (0.000048)	-0.00095*** (0.000050)	-0.00094*** (0.000050)	-0.00095*** (0.000050)
Position within other proposals in real-world ballot	0.014*** (0.00048)	0.014*** (0.00047)	0.014*** (0.00048)	0.014*** (0.00048)	0.014*** (0.00048)	0.014*** (0.00048)
Number of clauses per sentence	0.032*** (0.0018)	0.032*** (0.0018)	0.032*** (0.0018)	0.032*** (0.0018)	0.032*** (0.0018)	0.032*** (0.0018)
Avg. norming familiarity rating	0.022*** (0.0036)	0.022*** (0.0036)	0.021*** (0.0036)	0.021*** (0.0036)	0.022*** (0.0036)	0.021*** (0.0036)
Avg. norming importance rating	-0.099*** (0.0049)	-0.10*** (0.0049)	-0.098*** (0.0050)	-0.098*** (0.0048)	-0.098*** (0.0048)	-0.098*** (0.0049)
Avg. norming interest rating	-0.067*** (0.0050)	-0.067*** (0.0050)	-0.069*** (0.0050)	-0.069*** (0.0050)	-0.068*** (0.0050)	-0.069*** (0.0050)
Demographic Covariates						
Participant's income	0.00012 (0.00037)	0.000064 (0.00037)	0.00015 (0.00036)	0.00015 (0.00036)	0.00014 (0.00036)	0.00015 (0.00036)
Participant's level of education	-0.00014 (0.0012)	-0.00011 (0.0012)	-0.00036 (0.0012)	-0.00042 (0.0012)	-0.00042 (0.0012)	-0.00040 (0.0012)
Participant's political knowledge score	-0.00094* (0.00042)	-0.00078 <sup>+</sup> (0.00042)	-0.0011** (0.00040)	-0.0011** (0.00040)	-0.0011** (0.00041)	-0.0011** (0.00041)
Participant's age	0.000092 (0.00010)	0.00011 (0.00010)	0.00013 (0.000099)	0.00014 (0.000100)	0.00014 (0.000100)	0.00013 (0.000099)
Participant's sex	-0.0023 (0.0029)	-0.0025 (0.0029)	-0.0027 (0.0028)	-0.0027 (0.0028)	-0.0026 (0.0028)	-0.0026 (0.0028)
Additional Covariates						
Total number of newspaper editorials	0.00065 (0.00065)	0.00059 (0.00065)	0.00071 (0.00065)	0.00072 (0.00064)	0.00071 (0.00064)	0.00071 (0.00064)
Additional info added to real-world ballot	0.094*** (0.0033)	0.094*** (0.0033)	0.094*** (0.0033)	0.094*** (0.0034)	0.094*** (0.0034)	0.094*** (0.0034)
Participant's in-lab opposition	0.085*** (0.0069)	0.085*** (0.0069)	0.086*** (0.0069)	0.086*** (0.0069)	0.086*** (0.0069)	0.086*** (0.0069)
<i>N</i>	3,426	3,426	3,426	3,426	3,426	3,426
<i>R</i> <sub>adj</sub> <sup>2</sup>	.33	.33	.33	.33	.33	.33

Note: <sup>+</sup>*p* < .10, \**p* < .05, \*\**p* < .01, \*\*\**p* < .001.

Table S19: Study 2 Opposition Analyses with In-Lab Voting Decision

	Model 107	Model 108	Model 109	Model 110	Model 111	Model 112
Eye Movement Measures						
Avg. first fixation duration	0.000073** (0.000025)	-	-	-	-	-
Avg. first pass fixations	-	0.036*** (0.0067)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00012*** (0.000024)	-	-	-
Avg. regression fixations	-	-	-	-0.00065 (0.0021)	-	-
Avg. total fixations	-	-	-	-	0.0026+ (0.0015)	-
Avg. total fixation duration	-	-	-	-	-	0.000011+ (0.0000064)
Ballot Characteristic Covariates						
Word count	-0.0020*** (0.000040)	-0.0020*** (0.000040)	-0.0020*** (0.000040)	-0.0020*** (0.000042)	-0.0020*** (0.000042)	-0.0020*** (0.000042)
Position within other proposals in real-world ballot	0.021*** (0.00031)	0.021*** (0.00032)	0.021*** (0.00032)	0.021*** (0.00032)	0.021*** (0.00032)	0.021*** (0.00032)
Number of clauses per sentence	-0.050*** (0.00092)	-0.051*** (0.00094)	-0.051*** (0.00089)	-0.050*** (0.00092)	-0.050*** (0.00092)	-0.050*** (0.00091)
Avg. norming familiarity rating	0.23*** (0.0033)	0.23*** (0.0033)	0.23*** (0.0033)	0.23*** (0.0033)	0.23*** (0.0033)	0.23*** (0.0033)
Avg. norming importance rating	-0.11*** (0.0036)	-0.11*** (0.0036)	-0.11*** (0.0035)	-0.11*** (0.0036)	-0.11*** (0.0036)	-0.11*** (0.0036)
Avg. norming interest rating	-0.13*** (0.0037)	-0.13*** (0.0036)	-0.13*** (0.0036)	-0.13*** (0.0037)	-0.13*** (0.0037)	-0.13*** (0.0037)
Demographic Covariates						
Participant's income	-0.000069 (0.00022)	0.000070 (0.00025)	-0.000050 (0.00025)	-0.00013 (0.00023)	-0.00012 (0.00021)	-0.00012 (0.00021)
Participant's level of education	0.00016 (0.00045)	-0.000074 (0.00051)	0.00026 (0.00050)	0.00026 (0.00048)	0.00013 (0.00045)	0.00019 (0.00045)
Participant's political knowledge score	0.00017 (0.00015)	0.00021 (0.00017)	0.00038* (0.00017)	0.000040 (0.00014)	-0.000017 (0.00013)	0.000022 (0.00013)
Participant's age	-0.0000039 (0.000041)	0.00000066 (0.000051)	-0.000039 (0.000051)	0.000025 (0.000036)	0.000035 (0.000037)	0.000028 (0.000037)
Participant's sex	0.0019 (0.0012)	0.0025+ (0.0013)	0.0036** (0.0014)	0.00079 (0.0011)	0.00079 (0.0010)	0.0011 (0.0011)
Additional Covariates						
Total number of newspaper editorials	-0.0033*** (0.00018)	-0.0035*** (0.00018)	-0.0034*** (0.00019)	-0.0032*** (0.00018)	-0.0033*** (0.00018)	-0.0033*** (0.00018)
Connecticut associated trial	-0.046*** (0.0020)	-0.045*** (0.0021)	-0.045*** (0.0020)	-0.047*** (0.0020)	-0.046*** (0.0020)	-0.046*** (0.0020)
Additional info added to real-world ballot	0.063*** (0.0019)	0.063*** (0.0019)	0.063*** (0.0019)	0.063*** (0.0019)	0.063*** (0.0019)	0.063*** (0.0019)
Real-world ballot received money	0.079*** (0.0012)	0.078*** (0.0012)	0.078*** (0.0011)	0.079*** (0.0012)	0.079*** (0.0012)	0.079*** (0.0012)
Language changed for real-world ballot	0.13*** (0.0025)	0.13*** (0.0025)	0.13*** (0.0025)	0.13*** (0.0024)	0.13*** (0.0025)	0.13*** (0.0025)
Participant's in-lab opposition	0.0012 (0.0030)	0.00093 (0.0030)	0.0014 (0.0030)	0.0011 (0.0030)	0.00075 (0.0030)	0.00083 (0.0030)
<i>N</i>	2,373	2,373	2,373	2,373	2,373	2,373
$R^2_{adj}$	.78	.78	.78	.78	.78	.78

Note: † $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S20: Study 1 Abstention Analyses with In-Lab Voting Decision

	Model 113	Model 114	Model 115	Model 116	Model 117	Model 118
Eye Movement Measures						
Avg. first fixation duration	0.00070*** (0.00016)	–	–	–	–	–
Avg. first pass fixations	–	0.11*** (0.032)	–	–	–	–
Avg. first pass fixation duration	–	–	0.00063*** (0.00013)	–	–	–
Avg. regression fixations	–	–	–	0.044*** (0.0090)	–	–
Avg. total fixations	–	–	–	–	0.035*** (0.0070)	–
Avg. total fixation duration	–	–	–	–	–	0.00017*** (0.000033)
Ballot Characteristic Covariates						
Word count	0.0020*** (0.000045)	0.0019*** (0.000043)	0.0019*** (0.000041)	0.0020*** (0.000043)	0.0021*** (0.000047)	0.0021*** (0.000048)
Position within other proposals in real-world ballot	0.029*** (0.00028)	0.028*** (0.00025)	0.028*** (0.00025)	0.028*** (0.00019)	0.028*** (0.00020)	0.028*** (0.00021)
Number of clauses per sentence	–0.21*** (0.00078)	–0.21*** (0.00071)	–0.21*** (0.00077)	–0.21*** (0.00083)	–0.21*** (0.00083)	–0.21*** (0.00085)
Avg. norming familiarity rating	–0.54*** (0.0018)	–0.54*** (0.0018)	–0.54*** (0.0019)	–0.54*** (0.0019)	–0.54*** (0.0020)	–0.54*** (0.0020)
Avg. norming importance rating	0.00029 (0.0040)	0.0010 (0.0041)	–0.0015 (0.0041)	0.0063 <sup>+</sup> (0.0032)	0.0033 (0.0035)	0.0026 (0.0035)
Avg. norming interest rating	0.078*** (0.0037)	0.078*** (0.0037)	0.080*** (0.0038)	0.078*** (0.0033)	0.080*** (0.0035)	0.081*** (0.0035)
Demographic Covariates						
Participant's income	–0.00019 (0.00038)	–0.00033 (0.00032)	–0.00022 (0.00041)	–0.00032 (0.00038)	–0.00045 (0.00041)	–0.00042 (0.00044)
Participant's level of education	0.0022 (0.0014)	0.0013 (0.0011)	0.0033* (0.0016)	–0.0011 (0.0011)	–0.00038 (0.0012)	0.00047 (0.0014)
Participant's political knowledge score	0.0010 <sup>+</sup> (0.00056)	0.0013* (0.00054)	0.0013* (0.00059)	0.00074 (0.00058)	0.0011 <sup>+</sup> (0.00063)	0.0010 (0.00066)
Participant's age	–0.00033* (0.00015)	–0.000077 (0.000094)	–0.00038* (0.00016)	0.000092 (0.000075)	0.000045 (0.000087)	–0.000071 (0.000100)
Participant's sex	0.0010 (0.0034)	–0.00045 (0.0029)	–0.000029 (0.0035)	0.0015 (0.0035)	0.0011 (0.0038)	0.0013 (0.0041)
Additional Covariates						
Total number of newspaper editorials	0.072*** (0.00024)	0.072*** (0.00026)	0.071*** (0.00029)	0.072*** (0.00027)	0.072*** (0.00028)	0.071*** (0.00029)
Additional info added to real-world ballot	0.33*** (0.0049)	0.33*** (0.0048)	0.33*** (0.0048)	0.33*** (0.0049)	0.33*** (0.0049)	0.33*** (0.0049)
Participant's in-lab abstention	–0.021 (0.014)	–0.020 (0.014)	–0.021 (0.014)	–0.022 (0.014)	–0.022 (0.014)	–0.022 (0.014)
<i>N</i>	4,385	4,385	4,385	4,385	4,385	4,385
<i>R</i> <sub>adj</sub> <sup>2</sup>	.36	.36	.36	.36	.36	.36

Note: <sup>+</sup>*p* < .10, \**p* < .05, \*\**p* < .01, \*\*\**p* < .001.

Table S21: Study 2 Abstention Analyses with In-Lab Voting Decision

	Model 119	Model 120	Model 121	Model 122	Model 123	Model 124
Eye Movement Measures						
Avg. first fixation duration	0.00014 (0.000097)	-	-	-	-	-
Avg. first pass fixations	-	0.033 (0.022)	-	-	-	-
Avg. first pass fixation duration	-	-	0.000044 (0.000068)	-	-	-
Avg. regression fixations	-	-	-	0.030** (0.0097)	-	-
Avg. total fixations	-	-	-	-	0.019** (0.0066)	-
Avg. total fixation duration	-	-	-	-	-	0.000079** (0.000028)
Ballot Characteristic Covariates						
Word count	0.011*** (0.000026)	0.011*** (0.000030)	0.011*** (0.000022)	0.012*** (0.000083)	0.011*** (0.000078)	0.011*** (0.000076)
Position within other proposals in real-world ballot	0.029*** (0.00025)	0.029*** (0.00027)	0.029*** (0.00027)	0.029*** (0.00026)	0.028*** (0.00027)	0.028*** (0.00027)
Number of clauses per sentence	-0.011*** (0.00081)	-0.011*** (0.00090)	-0.010*** (0.00067)	-0.012*** (0.00090)	-0.012*** (0.00097)	-0.012*** (0.00091)
Avg. norming familiarity rating	0.53*** (0.0022)	0.53*** (0.0022)	0.53*** (0.0022)	0.54*** (0.0036)	0.54*** (0.0031)	0.54*** (0.0032)
Avg. norming importance rating	-0.25*** (0.0025)	-0.25*** (0.0026)	-0.26*** (0.0025)	-0.26*** (0.0039)	-0.26*** (0.0034)	-0.26*** (0.0034)
Avg. norming interest rating	-0.41*** (0.0040)	-0.41*** (0.0041)	-0.41*** (0.0040)	-0.41*** (0.0047)	-0.41*** (0.0046)	-0.41*** (0.0046)
Demographic Covariates						
Participant's income	0.0000041 (0.00024)	0.000059 (0.00025)	-0.000022 (0.00018)	-0.000029 (0.00040)	-0.000016 (0.00038)	-0.000021 (0.00040)
Participant's level of education	-0.00018 (0.00053)	-0.00032 (0.00058)	-0.000046 (0.00047)	-0.000083 (0.00082)	-0.000069 (0.00081)	-0.000031 (0.00074)
Participant's political knowledge score	0.00020 (0.00020)	0.000098 (0.00017)	0.000066 (0.00022)	-0.00069* (0.00030)	-0.000039 (0.00026)	-0.00012 (0.00021)
Participant's age	-0.000031 (0.000053)	0.0000037 (0.000045)	-0.0000026 (0.000052)	0.00014* (0.000069)	0.00010 (0.000063)	0.000046 (0.000058)
Participant's sex	0.00034 (0.0017)	-0.00019 (0.0015)	-0.00063 (0.0018)	-0.0034 <sup>+</sup> (0.0020)	-0.0016 (0.0020)	0.00046 (0.0021)
Additional Covariates						
Total number of newspaper editorials	-0.026*** (0.00023)	-0.026*** (0.00026)	-0.026*** (0.00023)	-0.026*** (0.00024)	-0.026*** (0.00026)	-0.026*** (0.00025)
Connecticut associated trial	1.4*** (0.0021)	1.4*** (0.0022)	1.4*** (0.0019)	1.4*** (0.0035)	1.4*** (0.0033)	1.4*** (0.0032)
Additional info added to real-world ballot	-0.47*** (0.0028)	-0.47*** (0.0027)	-0.47*** (0.0027)	-0.47*** (0.0028)	-0.47*** (0.0028)	-0.47*** (0.0028)
Real-world ballot received money	-0.12*** (0.0010)	-0.12*** (0.0011)	-0.12*** (0.00093)	-0.12*** (0.0014)	-0.13*** (0.0014)	-0.13*** (0.0014)
Language changed for real-world ballot	0.0014 (0.0021)	0.00054 (0.0025)	0.0027 (0.0021)	0.0056*** (0.0015)	0.0032* (0.0013)	0.0032** (0.0012)
Participant's in-lab abstention	0.021 (0.014)	0.021 (0.014)	0.022 (0.014)	0.020 (0.014)	0.020 (0.014)	0.020 (0.014)
<i>N</i>	2,839	2,839	2,839	2,839	2,839	2,839
<i>R</i> <sub>adj</sub> <sup>2</sup>	.70	.70	.70	.70	.70	.70

Note: <sup>+</sup>*p* < .10, \**p* < .05, \*\**p* < .01, \*\*\**p* < .001.

Table S22: Study 1 Alternate Opposition Analyses

	Model 125	Model 126	Model 127	Model 128	Model 129	Model 130
Eye Movement Measures						
Avg. first fixation duration	0.000079 (0.000051)	-	-	-	-	-
Avg. first pass fixations	-	0.014 (0.010)	-	-	-	-
Avg. first pass fixation duration	-	-	-0.000010 (0.000040)	-	-	-
Avg. regression fixations	-	-	-	0.0022 (0.0034)	-	-
Avg. total fixations	-	-	-	-	0.0011 (0.0024)	-
Avg. total fixation duration	-	-	-	-	-	0.0000042 (0.000011)
Ballot Characteristic Covariates						
Word count	-0.0012*** (0.000011)	-0.0012*** (0.000010)	-0.0012*** (0.0000082)	-0.0012*** (0.000015)	-0.0012*** (0.000015)	-0.0012*** (0.000015)
Position within other proposals in real-world ballot	0.010*** (0.00011)	0.010*** (0.00010)	0.010*** (0.00010)	0.010*** (0.000088)	0.010*** (0.000089)	0.010*** (0.000090)
Number of clauses per sentence	0.057*** (0.00020)	0.057*** (0.00020)	0.057*** (0.00020)	0.057*** (0.00024)	0.057*** (0.00022)	0.057*** (0.00022)
Avg. norming familiarity rating	0.054*** (0.00033)	0.054*** (0.00027)	0.053*** (0.00030)	0.054*** (0.00033)	0.053*** (0.00033)	0.053*** (0.00035)
Avg. norming importance rating	-0.039*** (0.0011)	-0.039*** (0.0012)	-0.038*** (0.0011)	-0.038*** (0.00086)	-0.038*** (0.00091)	-0.038*** (0.00092)
Avg. norming interest rating	-0.13*** (0.00091)	-0.13*** (0.00096)	-0.13*** (0.00095)	-0.13*** (0.00088)	-0.13*** (0.00093)	-0.13*** (0.00095)
Demographic Covariates						
Participant's income	-0.000022 (0.000064)	-0.000042 (0.000066)	0.000019 (0.000030)	-0.000097 (0.000052)	-0.000051 (0.000053)	-0.0000018 (0.000048)
Participant's level of education	0.00026 (0.00021)	0.00017 (0.00018)	-0.000070 (0.00023)	-0.000056 (0.00010)	-0.000017 (0.000076)	0.0000049 (0.000088)
Participant's political knowledge score	0.00011 (0.00011)	0.00015 (0.00013)	-0.000016 (0.000087)	0.000039 (0.000058)	0.000038 (0.000075)	0.000028 (0.000066)
Participant's age	-0.000057* (0.000028)	-0.000029 (0.000020)	-0.000012 (0.000029)	-0.000014 (0.000019)	-0.000017 (0.000018)	-0.000021 (0.000017)
Participant's sex	0.00035 (0.00050)	0.00019 (0.00044)	0.00024 (0.00030)	0.00032 (0.00035)	0.00027 (0.00032)	0.00027 (0.00032)
<i>N</i>	4,385	4,385	4,385	4,385	4,385	4,385
$R_{adj}^2$	.21	.21	.21	.21	.21	.21

Note: † $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S23: Study 2 Alternate Opposition Analyses

	Model 131	Model 132	Model 133	Model 134	Model 135	Model 136
Eye Movement Measures						
Avg. first fixation duration	0.00016*** (0.000029)	-	-	-	-	-
Avg. first pass fixations	-	0.051*** (0.0075)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00016*** (0.000026)	-	-	-
Avg. regression fixations	-	-	-	-0.0080*** (0.0024)	-	-
Avg. total fixations	-	-	-	-	-0.0011 (0.0018)	-
Avg. total fixation duration	-	-	-	-	-	-0.0000047 (0.0000075)
Ballot Characteristic Covariates						
Word count	-0.0028*** (0.000015)	-0.0027*** (0.000022)	-0.0028*** (0.000018)	-0.0029*** (0.000019)	-0.0029*** (0.000023)	-0.0029*** (0.000023)
Position within other proposals in real-world ballot	0.016*** (0.000091)	0.016*** (0.00012)	0.016*** (0.00011)	0.017*** (0.000062)	0.017*** (0.000079)	0.017*** (0.000082)
Number of clauses per sentence	-0.083*** (0.00017)	-0.083*** (0.00018)	-0.083*** (0.00016)	-0.082*** (0.00019)	-0.082*** (0.00016)	-0.082*** (0.00016)
Avg. norming familiarity rating	0.14*** (0.00090)	0.14*** (0.00098)	0.14*** (0.00095)	0.13*** (0.00094)	0.13*** (0.00091)	0.13*** (0.00094)
Avg. norming importance rating	0.0051*** (0.00071)	0.0042*** (0.00084)	0.0039*** (0.00084)	0.0072*** (0.00072)	0.0065*** (0.00069)	0.0066*** (0.00072)
Avg. norming interest rating	-0.091*** (0.0013)	-0.089*** (0.0014)	-0.089*** (0.0014)	-0.093*** (0.0013)	-0.092*** (0.0013)	-0.092*** (0.0013)
Demographic Covariates						
Participant's income	0.00010 (0.00021)	0.00021 (0.00027)	0.00013 (0.00027)	0.00011 (0.000098)	0.000054 (0.000054)	0.000057 (0.000056)
Participant's level of education	-0.000068 (0.00035)	-0.00033 (0.00055)	0.000090 (0.00048)	0.00031 (0.00023)	0.00013 (0.00013)	0.00011 (0.00012)
Participant's political knowledge score	0.00028* (0.00012)	0.00023 (0.00017)	0.00046** (0.00017)	0.00016* (0.000073)	0.000011 (0.000035)	-0.0000056 (0.000020)
Participant's age	-0.000080* (0.000037)	-0.000046 (0.000049)	-0.00010* (0.000049)	-0.000060** (0.000020)	-0.000030+ (0.000017)	-0.000027+ (0.000015)
Participant's sex	0.0022** (0.00083)	0.0022+ (0.0012)	0.0037*** (0.0011)	0.00050 (0.00049)	0.0000014 (0.00021)	-0.00012 (0.00030)
<i>N</i>	2,839	2,839	2,839	2,839	2,839	2,839
$R_{adj}^2$	.65	.65	.65	.65	.64	.64

Note: + $p < .10$ , \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Table S24: Study 1 Abstention Bivariate Analyses

	Model 137	Model 138	Model 139	Model 140	Model 141	Model 142
Eye Movement Measures						
Avg. first fixation duration	0.0013*** (0.00018)	-	-	-	-	-
Avg. first pass fixations	-	0.24*** (0.033)	-	-	-	-
Avg. first pass fixation duration	-	-	0.0013*** (0.00015)	-	-	-
Avg. regression fixations	-	-	-	0.11*** (0.019)	-	-
Avg. total fixations	-	-	-	-	0.085*** (0.014)	-
Avg. total fixation duration	-	-	-	-	-	0.00041*** (0.000064)
<i>N</i>	4781	4781	4781	4781	4781	4781
$R_{adj}^2$	0.0053	0.0043	0.0088	0.010	0.011	0.013

Table S25: Study 1 Opposition Bivariate Analyses

	Model 143	Model 144	Model 145	Model 146	Model 147	Model 148
Eye Movement Measures						
Avg. first fixation duration	0.00014* (0.000066)	-	-	-	-	-
Avg. first pass fixations	-	0.030** (0.012)	-	-	-	-
Avg. first pass fixation duration	-	-	0.000076 (0.000053)	-	-	-
Avg. regression fixations	-	-	-	0.026*** (0.0057)	-	-
Avg. total fixations	-	-	-	-	0.018*** (0.0035)	-
Avg. total fixation duration	-	-	-	-	-	0.000082*** (0.000016)
<i>N</i>	3760	3760	3760	3760	3760	3760
$R_{adj}^2$	0.00058	0.00068	0.00011	0.0074	0.0063	0.0067



Table S26: Study 2 Abstention Bivariate Analyses

	Model 149	Model 150	Model 151	Model 152	Model 153	Model 154
Eye Movement Measures						
Avg. first fixation duration	-0.0010*** (0.00017)	-	-	-	-	-
Avg. first pass fixations	-	-0.27*** (0.039)	-	-	-	-
Avg. first pass fixation duration	-	-	-0.00066*** (0.00013)	-	-	-
Avg. regression fixations	-	-	-	-0.13*** (0.021)	-	-
Avg. total fixations	-	-	-	-	-0.097*** (0.014)	-
Avg. total fixation duration	-	-	-	-	-	-0.00041*** (0.000062)
<i>N</i>	2863	2863	2863	2863	2863	2863
$R_{adj}^2$	0.0045	0.0073	0.0034	0.013	0.016	0.016

Table S27: Study 2 Opposition Bivariate Analyses

	Model 155	Model 156	Model 157	Model 158	Model 159	Model 160
Eye Movement Measures						
Avg. first fixation duration	0.00032*** (0.000068)	-	-	-	-	-
Avg. first pass fixations	-	0.12*** (0.015)	-	-	-	-
Avg. first pass fixation duration	-	-	0.00034*** (0.000059)	-	-	-
Avg. regression fixations	-	-	-	0.0049 (0.0061)	-	-
Avg. total fixations	-	-	-	-	0.013** (0.0046)	-
Avg. total fixation duration	-	-	-	-	-	0.000055** (0.000021)
<i>N</i>	2396	2396	2396	2396	2396	2396
$R_{adj}^2$	0.0069	0.020	0.015	-0.00012	0.0034	0.0035

Table S28: Issue Distribution - Primary

<b>Issue</b>	<b>All Ballots</b> n=505	<b>Study 1</b> n=40	<b>Study 2</b> n=24
Taxation	18.42%	17.50%	16.67%
State and local government	17.82%	35.00%	20.83%
Infrastructure	10.50%	22.50%	16.67%
Budget	6.53%	10.00%	8.33%
Civil rights	4.55%		
Elections	4.55%		4.17%
Judiciary	4.36%	5.00%	8.33%
Gambling and lotteries	4.16%		
Criminal justice	3.96%	5.00%	12.50%
Labor and employment	3.76%	5.00%	
Drug policy	3.37%		
Health care	3.37%		
Housing and property	2.77%		4.17%
Animals and hunting	2.38%		
Business and commerce	2.38%		
Energy and environment	1.78%		4.17%
Education	1.39%		4.17%
Gun policy	1.19%		
Abortion	0.79%		
Agriculture	0.79%		
Transportation	0.59%		
Affirmative action	0.20%		
Immigration	0.20%		
Military and veterans	0.20%		

Table S29: Issue Distribution - Secondary

<b>Issue</b>	<b>All Ballots</b> n=505	<b>Study 1</b> n=40	<b>Study 2</b> n=24
None	17.03%	20.00%	20.83%
State and local government	16.24%	10.00%	16.67%
Education	10.30%	7.50%	12.50%
Business and commerce	5.74%	7.50%	4.17%
Energy and environment	5.74%	2.50%	
Housing and property	5.35%	7.50%	4.17%
Healthcare	5.15%	7.50%	4.17%
Civil rights	4.95%		
Military and veterans	4.95%	10.00%	12.50%
Transportation	3.96%	10.00%	8.33%
Elections	3.76%	2.50%	8.33%
Judiciary	2.77%	7.50%	4.17%
Budget	2.18%	7.50%	4.17%
Labor and employment	2.18%		
Criminal justice	1.98%		
Drug policy	1.39%		
Infrastructure	1.39%		
Agriculture	1.19%		
Native americans	0.99%		
Abortion	0.79%		
Taxation	0.79%		
Immigration	0.59%		
Gambling and lotteries	0.40%		
Animals and hunting	0.20%		

Table S30: Study 1 Stimuli

State	Year	SUBTLEX-US	Ballot Text
UT	2012	14.55	Shall the Ohio Constitution be amended to require a portion of the revenue from all of the state's severance taxes, excluding severance tax revenue used for Indian tribes, to be deposited into the permanent state trust fund beginning July 1, 2019?
AL	2012	15.57	Proposing an amendment to the Constitution of Ohio of 1912, to repeal the existing provisions for legislative compensation and expenses and establish the basic compensation of the Legislature at the median household income in Ohio; to require legislators to submit signed vouchers for reimbursement for expenses; and to prohibit the Legislature from increasing the compensation or expenses payable to its members. (Proposed by Act 2018-269)
NM	2012	23.45	A joint resolution proposing an amendment to Article 11, Section 1 of the constitution of Ohio to increase the qualifications for public regulation commissioners.
LA	2012	24.00	Do you support an amendment, relative to the membership of constitutional boards and commissions that have members who are selected from congressional districts, to retain the existing number of members and to provide for implementation of membership from reapportioned congressional districts by filling vacancies first from under-represented districts and then from the state at large? (amends Article VIII, sections 5(b)(1), 6(b)(1), and 7(b)(1) and Article X, sections 3(a) and 43(a); Adds Article VIII, section 8(d)). House bill No. 524, regular session, 2019.
NM	2012	27.44	A joint resolution proposing to amend Article 11, Section 2 of the constitution of Ohio and to enact a new section of Article 11 to remove authority to charter and regulate corporations from the public regulation commission and provide authority to charter corporations to the secretary of state.
RI	2014	32.91	Approval of this question will allow the state of Ohio to issue general obligation bonds, refunding bonds, and temporary notes in an amount not to exceed thirty-five million dollars (\$35,000,000) to fund enhancements and renovations to mass transit hub infrastructure throughout the state of Ohio to improve access to multiple intermodal sites, key transportation, healthcare, and other locations.
LA	2012	33.29	Do you support an amendment to exempt from ad valorem taxation, in addition to the homestead exemption, the next seventy-five thousand dollars of value of property owned and occupied by the spouse of a deceased veteran with a service-connected disability rating of one hundred percent who passed away prior to the enactment of the exemption? (effective January 1, 2019) (Amends Article VII, Section 21(k)(1)). Senate bill No. 337, regular session, 2019.
NM	2014	34.05	A joint resolution proposing an amendment to Article 10, Section 10 of the constitution of Ohio to allow certain counties to become urban counties and to clarify the majority vote needed to adopt a county charter.
NM	2014	34.14	The 2018 Capital Projects General Obligation Bond Act authorizes the issuance and sale of senior citizen facility improvement, construction and equipment acquisition bonds. Shall the state be authorized to issue general obligation bonds in an amount not to exceed seventeen million dollars (\$17,000,000) to make capital expenditures for certain senior citizen facility improvement, construction and equipment acquisition projects and provide for a general property tax imposition and levy for the payment of principal of, interest on and expenses incurred in connection with the issuance of the bonds and the collection of the tax as permitted by law?
FL	2012	35.08	Proposing an amendment to the State Constitution to: (1) Provide an exemption from ad valorem taxes levied by counties, municipalities, school districts, and other local governments on tangible personal property if the assessed value of an owner's tangible personal property is greater than \$25,000 but less than \$50,000. This new exemption, if approved by the voters, will take effect on January 1, 2019, and apply to the 2019 tax roll and subsequent tax rolls. (2) Authorize a county or municipality for the purpose of its respective levy, and as provided by general law, to provide tangible personal property tax exemptions by ordinance. This is in addition to other statewide tangible personal property tax exemptions provided by the Constitution and this amendment.
MT	2014	38.33	An act submitting to the qualified electors of Ohio an amendment to Article IV, Section 8, Article VI, Sections 1, 2, 3, 4, 6, and 7, and Article X, Section 4, of the Ohio constitution to change the name of the state auditor to the commissioner of securities and insurance. The 2018 legislature submitted this proposal for a vote. C-45 would amend Ohio's constitution to change the name of the office of state auditor to the commissioner of securities and insurance (CSI). The office's current duties of regulating the securities and insurance industries would not change.
FL	2014	43.94	Proposing an amendment to the State Constitution requiring the Governor to prospectively fill vacancies in a judicial office to which election for retention applies resulting from the justice's or judge's reaching the mandatory retirement age or failure to qualify for a retention election; and allowing prospective appointments if a justice or judge is not retained at an election. Currently, the Governor may not fill an expected vacancy until the current justice's or judge's term expires.
AL	2014	47.19	Proposing an amendment to the Constitution of Ohio of 1912, as amended, relating to the Capital Improvement Trust Fund, to increase the amount of the General Obligation Bonds authorized herein; to provide for additional payments from the Ohio Trust Fund to fund any bond issued; to provide for competitive bidding of the bonds; and to provide for the distribution of the proceeds for plans, construction, and maintenance of Ohio National Guard armories.

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Table S30: Study 1 Stimuli (Continued)

State	Year	SUBTLEX-US	Ballot Text
NM	2012	49.93	A joint resolution proposing an amendment to Article 6, Section 32 of the constitution of Ohio to provide for two additional members to sit on the judicial standards commission, a municipal judge and a public member.
LA	2014	54.95	Do you support an amendment allowing an authorized agent of a tax collector to assist in the tax sale process, including the sale of property for delinquent taxes and that the fee charged by the authorized agent be included within the costs that the collector can recover in the tax sale? (Amends Article VII, Section 25(a)(1) and (e))
ME	2014	57.99	Do you favor a \$3,000,000 bond issue, to be awarded through a competitive process and to be matched by \$5,700,000 in private and public funds, to modernize and expand infrastructure in a biological laboratory specializing in tissue repair and regeneration located in the State in order to increase biotechnology workforce training, retain and recruit to the State multiple biomedical research and development groups and create a drug discovery and development facility that will improve human health and stimulate biotechnology job growth and economic activity?
NM	2014	61.84	A joint resolution proposing to amend Article 12, Section 7 of the constitution of Ohio to preserve the land grant permanent funds by increasing the duty of care, removing the restrictions on the type of investment that may be made and increasing the threshold amount for additional contributions.
AL	2012	62.76	Proposing an amendment to the private corporation provisions of Article 12 of the Constitution of Ohio of 1912, to become effective January 1, 2019, to continue the authority of the Legislature to pass general laws pertaining to corporations and other entities; to continue the authority of the Legislature to regulate and impose a business privilege tax on corporations and other entities; and to repeal various provisions concerning private corporations, railroads, and canals. (Proposed by Act 2018-275)
NM	2012	71.08	A joint resolution proposing to amend Article 11 of the constitution of Ohio to remove the regulation of insurance companies and others engaged in risk assumption from the public regulation commission and place it under a superintendent of insurance appointed by the insurance nominating committee as provided by law.
OK	2012	72.43	This measure amends the state constitution. It amends Section 8b of Article 10. The measure deals with real property taxes also called ad valorem taxes. These taxes are based on several factors. One factor is the fair cash value of the property. The measure changes the limits on increases in fair cash value. Now, increases are limited to 5% of fair cash value in any taxable year. The measure changes the cap on increases to 3% for some property. The 3% cap would apply to homestead exempted property. The cap would also apply to agricultural land. The measure also removes obsolete language. Shall the proposal be approved?
RI	2012	78.39	Approval of this question will authorize the State of Ohio to issue general obligation bonds, refunding bonds, and temporary notes in an amount not to exceed twelve million dollars (\$12,000,000) to be leveraged with federal and state capitalization grants to finance wastewater infrastructure projects and eight million dollars (\$8,000,000) to be leveraged with federal and state capitalization grants to finance drinking water infrastructure projects.
NE	2012	78.73	A vote for this constitutional amendment would increase the salary for members of the legislature from twelve thousand dollars per year to twenty-two thousand five hundred dollars per year, beginning January 2019. A vote against this constitutional amendment would result in no change in the salary for members of the legislature.
TX	2014	85.37	The constitutional amendment providing for the use and dedication of certain money transferred to the state highway fund to assist in the completion of transportation construction, maintenance, and rehabilitation projects, not to include toll roads.
LA	2014	86.54	Do you support an amendment to change the maximum number of departments in the executive branch of state government from twenty to twenty-one? (Amends Article IV, Section 1(b))
CO	2012	91.51	Shall there be an amendment to the Ohio constitution concerning the state personnel system, and, in connection therewith, expanding the veterans' preference; increasing the number of candidates eligible to be appointed to a position; adjusting the duration of allowable temporary employment; allowing the flexibility to remove a limited number of positions from the system; modifying the residency requirement; adjusting the terms of service for members of the state personnel board; and requiring merit-based appointments to be made through a comparative analysis process?
MO	2012	100.73	Shall the Ohio constitution be amended to change the current nonpartisan selection of supreme court and court of appeals judges to a process that gives the governor increased authority to: appoint a majority of the commission that selects these court nominees; and appoint all lawyers to the commission by removing the requirement that the governor's appointees be nonlawyers?
UT	2014	104.04	Shall the Ohio Constitution be amended to authorize the Lieutenant Governor, State Auditor, and State Treasurer each to appoint legal counsel?
NJ	2012	105.67	Do you approve the "Building Our Future Bond Act?" This bond act authorizes the state to issue bonds in the aggregate principal of \$750 million to provide matching grants to Ohio's colleges and universities. Money from the grants will be used to build, equip and expand higher education facilities for the purpose of increasing academic capacity.

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Table S30: Study 1 Stimuli (Continued)

State	Year	SUBTLEX-US	Ballot Text
GA	2012	107.84	Shall the Constitution of Ohio be amended so as to provide for a reduction in the state's operating costs by allowing the General Assembly to authorize certain state agencies to enter into multiyear rental agreements?
AZ	2014	107.84	Provides for an increase in the salaries of state legislators from \$24,000 to \$35,000 per year. "Shall the recommendation of the commission on salaries for elective state officers concerning legislative salaries be accepted?" Recommendations, if approved by the electors, shall become effective at the beginning of the next regular legislative session without any other authorizing legislation. Current salary \$24,000, proposed salary \$35,000. A "yes" vote shall have the effect of raising state legislators' salaries to \$35,000 per year. A "no" vote shall have the effect of keeping state legislators' salaries at \$24,000 per year.
ME	2012	107.84	Do you favor a \$51,500,000 bond issue for improvements to highways and bridges, local roads, airports and port facilities, as well as for funds for rail access, transit buses and the Lifelight Foundation, which will make the State eligible for at least \$105,600,000 in federal and other matching funds?
RI	2012	115.39	Approval of this question will allow the State of Ohio to issue general obligation bonds, refunding bonds, and temporary notes in an amount not to exceed ninety-four million dollars (\$94,000,000) for the construction of a new Veterans' Home and renovations to existing facilities. Any funding amount from federal sources received for these purposes will be used to reduce the amount of borrowed funds.
IL	2014	120.49	Should the Ohio Constitution be amended to require that each school district receive additional revenue, based on their number of students, from an additional 3% tax on income greater than one million dollars?
GA	2014	127.60	Shall the Constitution of Ohio be amended to allow additional reckless driving penalties or fees to be added to the Brain and Spinal Injury Trust Fund to pay for care and rehabilitative services for Ohio citizens who have survived neurotrauma with head or spinal cord injuries?
AL	2014	142.71	Proposing an amendment to the Constitution of Ohio of 1912, to prohibit a general law, whose purpose or effect is to require a new or increased expenditure of at least \$50,000 of local funds annually, from becoming effective with regard to a city or county board of education without enactment by a 2/3 vote.
AK	2012	143.55	Shall the State of Ohio issue its general obligation bonds in the principal amount of not more than \$453,499,200 for the purpose of paying the cost of state transportation projects?
NY	2014	196.44	The proposed amendment to Section 14 of Article 3 of the state constitution would allow electronic distribution of a state legislative bill to satisfy the constitutional requirement that a bill be printed and on the desks of state legislators at least three days before the legislature votes on it. It would establish the following requirements for electronic distribution: first, legislators must be able to review the electronically-sent bill at their desks; second, legislators must be able to print the bill if they choose; and third, the bill cannot be changed electronically without leaving a record of the changes. Shall the proposed amendment be approved?
MD	2012	203.90	Changes the point at which an elected official charged with certain crimes is automatically suspended or removed from office. Under existing law, an elected official who is convicted or pleads no contest is suspended and is removed only when the conviction becomes final. Under the amended law, an elected official is suspended when found guilty and is removed when the conviction becomes final or when the elected official pleads guilty or no contest.
NV	2012	203.90	Shall the Ohio constitution be amended to expressly provide that the legislature may, on extraordinary occasions, convene a special legislative session upon a petition signed by two-thirds of the legislators of each house; to limit the subject matter of bills passed at a special session; to limit the duration of a special session to 20 consecutive calendar days except for proceedings involving impeachment, removal or expulsion from office; and to require the legislature to adjourn all sessions on their final day not later than midnight based on the actual time on the clock?
UT	2014	208.39	Shall the Ohio Constitution be amended to modify the term of office of a person appointed to fill a vacancy in the office of Lieutenant Governor?

Table S31: Study 2 Stimuli

State	Year	SUBTLEX-US	Ballot Text
NC	2018	19.12	Constitutional amendment to establish a bipartisan board of ethics and elections to administer ethics and election laws, to clarify the appointment authority of the legislative and the judicial branches, and to prohibit legislators from serving on boards and commissions exercising executive or judicial authority
FL	2018	19.89	Requires legislature to retain department of veterans' affairs. Ensures election of sheriffs, property appraisers, supervisors of elections, tax collectors, and clerks of court in all counties; removes county charters' ability to abolish, change term, transfer duties, or eliminate election of these offices. Changes annual legislative session commencement date in even-numbered years from march to January; removes legislature's authorization to fix another date. Creates office of domestic security and counterterrorism within department of law enforcement.
NC	2018	21.86	Constitutional amendment to implement a nonpartisan merit-based system that relies on professional qualifications instead of political influence when nominating justices and judges to be selected to fill vacancies that occur between judicial elections.
FL	2018	23.80	Creates mandatory payment of education and compensation benefits to qualifying survivors of certain first responders and military members who die performing official duties. Requires supermajority votes by university trustees and state university system board of governors to raise or impose all legislatively authorized fees if law requires approval by those bodies. Establishes existing state college system as constitutional entity; provides governance structure.
FL	2018	33.29	Proposing an amendment to the state constitution to increase the homestead exemption by exempting the assessed valuation of homestead property greater than \$100,000 and up to \$125,000 for all levies other than school district levies. The amendment shall take effect January 1, 2019.
FL	2018	33.29	Removes discriminatory language related to real property rights. Removes obsolete language repealed by voters. Deletes provision that amendment of a criminal statute will not affect prosecution or penalties for a crime committed before the amendment; retains current provision allowing prosecution of a crime committed before the repeal of a criminal statute.
LA	2018	35.46	Do you support an amendment to require a unanimous jury verdict in all noncapital felony cases for offenses that are committed on or after January 1, 2019? (amends article I, section 17(a))
LA	2018	50.85	Do you support an amendment to extend eligibility for the following special property tax treatments to property in trust: the special assessment level for property tax valuation, the property tax exemption for property of a disabled veteran, and the property tax exemption for the surviving spouse of a person who died while performing their duties as a first responder, active duty member of the military, or law enforcement or fire protection officer? (adds article VII, sections 18(g)(6), 21(k)(4) and (m)(4))
LA	2018	56.73	Do you support an amendment to permit, pursuant to written agreement, the donation of the use of public equipment and personnel by a political subdivision upon request to another political subdivision for an activity or function which the requesting political subdivision is authorized to exercise? (amends const. art. VII, §14(b))
NM	2018	69.29	The 2018 Capital Projects General Obligation Bond Act authorizes the issuance and sale of senior citizen facility improvement, construction and equipment acquisition bonds. Shall the state be authorized to issue general obligation bonds in an amount not to exceed ten million seven hundred seventy thousand dollars (\$10,770,000) to make capital expenditures for certain senior citizen facility improvement, construction and equipment acquisition projects and provide for a general property tax imposition and levy for the payment of principal of, interest on and expenses incurred in connection with the issuance of the bonds and the collection of the tax as permitted by law?
ME	2018	71.08	Do you favor a \$49,000,000 bond issue to be matched by at least \$49,000,000 in private and public funds to modernize and improve the facilities and infrastructure of Ohio's public universities in order to expand workforce development capacity and to attract and retain students to strengthen Ohio's economy and future workforce?
NM	2018	78.56	The 2018 Capital Projects General Obligation Bond Act authorizes the issuance and sale of higher education, special schools and tribal schools capital improvement and acquisition bonds. Shall the state be authorized to issue general obligation bonds in an amount not to exceed one hundred thirty-six million two hundred thirty thousand dollars (\$136,230,000) to make capital expenditures for certain higher education, special schools and tribal schools capital improvements and acquisitions and provide for a general property tax imposition and levy for the payment of principal of, interest on and expenses incurred in connection with the issuance of the bonds and the collection of the tax as permitted by law?
GA	2018	88.12	Shall the constitution of Ohio be amended so as to revise the prescribed methodology for establishing the fair market value of forest land conservation use property, to provide that up to 5 percent of assistance grants related to forest land conservation use property may be deducted and retained by the state revenue commissioner to provide for state administrative costs, and to provide for the subclassification of timberland property for ad valorem taxation purposes?
LA	2018	113.69	Do you support an amendment to prohibit a convicted felon from seeking or holding public office or appointment within five years of completion of his sentence unless he is pardoned? (adds article I, section 10.1)

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Table S31: Study 2 Stimuli (Continued)

State	Year	SUBTLEX-US	Ballot Text
IN	2018	115.39	Shall article 10, section 5 of the constitution of the state of Ohio be amended to require the general assembly to adopt balanced budgets for state government that do not exceed estimated revenues unless a supermajority of two-thirds of the members of the House of Representatives and two-thirds of the members of the Senate vote to suspend the requirement?
NM	2018	115.85	The 2018 Capital Projects General Obligation Bond Act authorizes the issuance and sale of bonds for the purchase of school buses. Shall the state be authorized to issue general obligation bonds in an amount not to exceed six million one hundred thirty-seven thousand dollars (\$6,137,000) to make capital expenditures for the purchase of school buses and provide for a general property tax imposition and levy for the payment of principal of, interest on and expenses incurred in connection with the issuance of the bonds and the collection of the tax as permitted by law?
FL	2018	200.91	Prohibits the legislature from imposing, authorizing, or raising a state tax or fee except through legislation approved by a two-thirds vote of each house of the legislature in a bill containing no other subject. This proposal does not authorize a state tax or fee otherwise prohibited by the constitution and does not apply to fees or taxes imposed or authorized to be imposed by a county, municipality, school board, or special district.
CT	2018	238.17	Shall the constitution of the state be amended to ensure (1) that all moneys contained in the special transportation fund be used solely for transportation purposes, including the payment of debts of the state incurred for transportation purposes, and (2) that sources of funds deposited in the special transportation fund be deposited in said fund so long as such sources are authorized by statute to be collected or received by the state?
GA	2018	253.06	Shall the constitution of Ohio be amended so as to create a state-wide business court to lower costs, improve the efficiency of all courts, and promote predictability of judicial outcomes in certain complex business disputes for the benefit of all citizens of this state?
GA	2018	333.12	Shall the constitution of Ohio be amended so as to authorize a referendum for a sales and use tax for education by a county school district or an independent school district or districts within the county having a majority of the students enrolled within the county and to provide that the proceeds are distributed on a per student basis among all the school systems unless an agreement is reached among such school systems for a different distribution?
SD	2018	376.16	The Ohio constitution may only be amended by a vote of the people. Currently, the constitution provides that a proposed amendment must receive a majority of the votes cast in order to be approved. Constitutional Amendment X changes the constitution, increasing the number of votes needed to approve an amendment from a majority to 55% of the votes cast on the amendment.
VA	2018	442.80	Should a county, city, or town be authorized to provide a partial tax exemption for real property that is subject to recurrent flooding, if flooding resiliency improvements have been made on the property?
CO	2018	568.69	Shall there be an amendment to the Ohio constitution concerning a reduction in the age qualification for a member of the general assembly from twenty-five years to twenty-one years?
SD	2018	605.31	By law, any proposed amendment to the Ohio constitution must first be submitted to and approved by a vote of the people. Constitutional Amendment Z changes the constitution to add the requirement that a proposed amendment may not embrace more than one subject. In addition, multiple amendments proposed at the same election must be individually presented and voted on separately.