

Fig. 1: Probability voter will abstain from measure

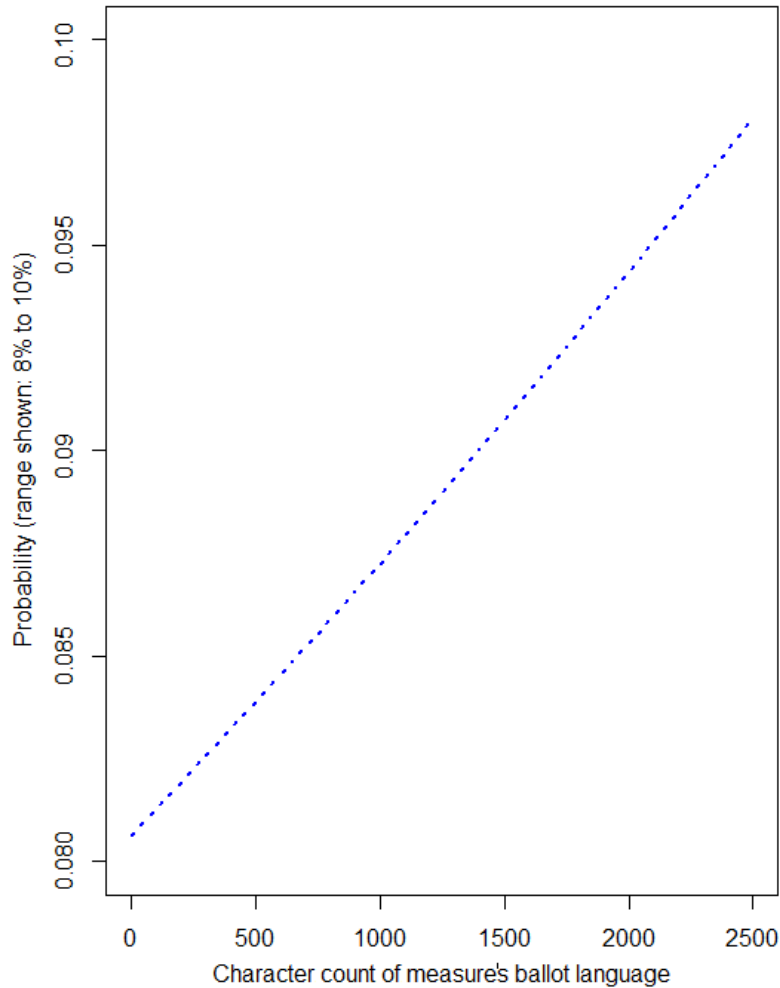


Fig. 2: Probability of 'Yes' or 'No' vote on measure

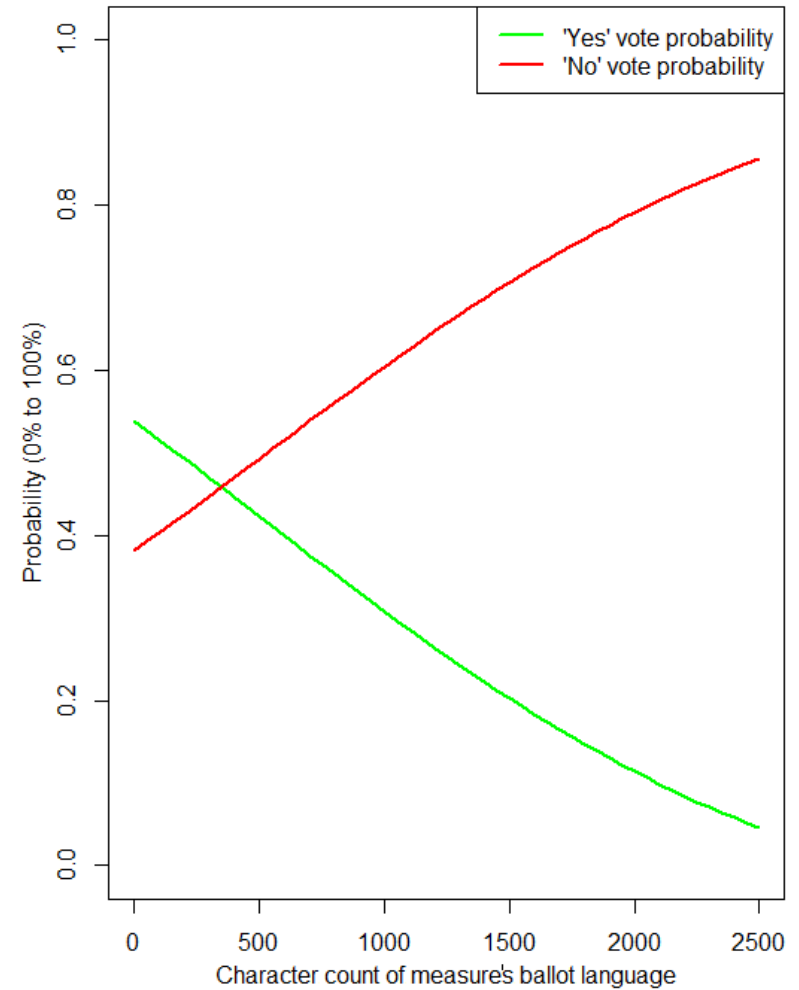


Table 1. <i>Multinomial Logistic Regression Predicting Voter Decisions</i>	Voter Decisions: 'Yes' / 'No' / Abstain							
	Reference Group: 'Yes' Votes, N=4,247,336 (50%)							
	Model 1: Character Count Only				Model 2: Control Variables Used			
'No' Votes, N=3,881,293 (45%)	coefficient	st. error	z-score	p-value	coefficient	st. error	z-score	p-value
Model Intercept	-0.6624	0.001657	-399.7	<.001	-0.4848	0.002366	-204.9	<.001
Ballot Language Character Count	0.0008	0.000002	382.1	<.001	0.0009	0.000003	296.3	<.001
Abstentions, N=443,609 (5%)	coefficient	st. error	z-score	p-value	coefficient	st. error	z-score	p-value
Model Intercept	-2.3889	0.003632	-657.7	<.001	-2.4337	0.004354	-558.9	<.001
Ballot Language Character Count	0.0002	0.000005	40.1	<.001	0.0001	0.000006	15.4	<.001
Residual Deviance & AIC:	RD: 14,593,322		AIC: 14,593,330		RD: 14,010,004		AIC: 14,010,052	

Ellie Shockley, Ph.D.
February 2021
EllieShockley.com