

# Talking Politics on the Job: How Corporate Advocacy Shapes Political Participation

Supplementary Information

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## S1 Descriptive Survey Full Results

This section presents full regression models used to create descriptive analyses discussed in the main text. Tables S1 and S2 report results of ordered logit models used to create the right-side facet of main text Figure 3. Tables S3 and S4 mirror main text Table 1, with full demographic controls reported.

Table S1: Effects of Corporate Activism (1 of 2)

	<i>Dependent variable:</i>		
	Coworkers	Family/friends	Social media
	(1)	(2)	(3)
Publicly supported candidate	0.276** (0.099)	0.290** (0.100)	0.276** (0.099)
Internally supported candidate	0.225** (0.105)	0.390** (0.106)	0.225** (0.105)
Publicly supported a policy	0.389** (0.098)	0.365** (0.099)	0.389** (0.098)
Internally supported a policy	0.564** (0.104)	0.375** (0.103)	0.564** (0.104)
Donated to candidate	0.594** (0.111)	0.513** (0.112)	0.594** (0.111)
Used political figure in advertising	1.009** (0.159)	0.684** (0.161)	1.009** (0.159)
Took other political action	0.167 (0.111)	0.163 (0.109)	0.167 (0.111)
Party strength	0.231** (0.033)	0.240** (0.032)	0.231** (0.033)
Female	-0.371** (0.067)	-0.554** (0.068)	-0.371** (0.067)
High School	0.330 (0.279)	0.325 (0.289)	0.330 (0.279)
Some College	0.644** (0.276)	0.603** (0.286)	0.644** (0.276)

Table S2: Effects of Corporate Activism (2 of 2)

	<i>Dependent variable:</i>		
	Coworkers	Family/friends	Social media
	(1)	(2)	(3)
Bachelor's Degree	0.565** (0.276)	0.570** (0.286)	0.565** (0.276)
Advanced Degree	0.313 (0.282)	0.503* (0.292)	0.313 (0.282)
Age	-0.001 (0.003)	-0.009** (0.003)	-0.001 (0.003)
Middle class	0.088 (0.108)	0.294** (0.109)	0.088 (0.108)
Upper Class	1.262** (0.236)	1.271** (0.231)	1.262** (0.236)
Black	0.468** (0.119)	0.194 (0.122)	0.468** (0.119)
Hispanic/Latino	0.469** (0.099)	0.232** (0.100)	0.469** (0.099)
Asian	-0.276* (0.150)	-0.079 (0.147)	-0.276* (0.150)
Native American	-0.096 (0.288)	-0.315 (0.301)	-0.096 (0.288)
Mixed/other	0.502** (0.121)	0.109 (0.121)	0.502** (0.121)
Observations	2,991	2,995	2,991

Note: \*p<0.1; \*\*p<0.05; standard errors in parentheses.

All models are ordered logits.

Table S3: Party Congruence at Work and Political Discussion with Coworkers (1 of 2)

	<i>Dependent variable:</i>			
	Political discussion with coworkers			
	(1)	(2)	(3)	(4)
Opposite party (corporation)	0.221** (0.093)			0.172 (0.107)
Same party (corporation)	0.654** (0.081)			0.383** (0.098)
Opposite party (managers)		0.181* (0.099)		0.105 (0.121)
Same party (managers)		0.621** (0.079)		0.169* (0.102)
Opposite party (coworkers)			0.054 (0.102)	-0.058 (0.114)
Same party (coworkers)			0.718** (0.079)	0.505** (0.091)
Party strength	0.187** (0.034)	0.190** (0.034)	0.190** (0.034)	0.143** (0.035)
Female	-0.572** (0.068)	-0.579** (0.068)	-0.579** (0.068)	-0.567** (0.068)
High School	0.466 (0.291)	0.447 (0.292)	0.402 (0.295)	0.496* (0.295)
Some College	0.763** (0.287)	0.760** (0.289)	0.706** (0.292)	0.788** (0.292)
Bachelor's Degree	0.808** (0.288)	0.781** (0.289)	0.745** (0.292)	0.828** (0.292)
Advanced Degree	0.713** (0.293)	0.655** (0.294)	0.592** (0.297)	0.686** (0.298)
Age	-0.013** (0.003)	-0.012** (0.003)	-0.012** (0.003)	-0.012** (0.003)
Middle Class	0.290** (0.109)	0.309** (0.109)	0.314** (0.109)	0.294** (0.110)

Table S4: Party Congruence at Work and Political Discussion with Coworkers (2 of 2)

	<i>Dependent variable:</i>			
	Political discussion with coworkers			
	(1)	(2)	(3)	(4)
Upper Class	1.457** (0.228)	1.452** (0.229)	1.516** (0.228)	1.476** (0.229)
Black	0.315** (0.122)	0.324** (0.121)	0.290** (0.122)	0.279** (0.122)
Hispanic/Latino	0.298** (0.100)	0.289** (0.100)	0.308** (0.100)	0.320** (0.100)
Asian	-0.162 (0.147)	-0.122 (0.147)	-0.166 (0.148)	-0.160 (0.148)
Native American	-0.149 (0.297)	-0.241 (0.297)	-0.163 (0.297)	-0.156 (0.298)
Mixed/other	0.147 (0.120)	0.135 (0.121)	0.153 (0.121)	0.150 (0.121)
Observations	2,980	2,973	2,974	2,968

*Note:* \* $p < 0.1$ ; \*\* $p < 0.05$ ; standard errors in parentheses.

All models are ordered logits.

## S2 Experimental Results

### S2.1 Issue Elicitation

To construct the corporate statement for treatment, we first elicited the issue the subject most cared about. To check proper elicitation of their opinion, we asked GPT-4o to summarize their issue position and asked the subject to indicate the extent to which they agreed or disagreed with the GPT-4o produced summary on a five-point Likert scale. If GPT-4o is successfully generating summaries which reflect the subjects attitude, subjects should be reporting that they agree with the issue summary. Table S5 reports the result of this issue elicitation confirmation for each study. As expected, nearly all subjects agreed with the GPT-4o produced summary, suggesting we successfully identified an issue with strong valence for each subject.

Table S5: Issue Elicitation Agreement

Study 1			Study 2		
Issue Position	Count	Share	Issue Position	Count	Share
Strongly agree	1846	0.916	Strongly agree	1666	0.910
Agree	129	0.064	Agree	127	0.069
Somewhat agree	19	0.009	Somewhat agree	19	0.010
Strongly disagree	11	0.005	Strongly disagree	14	0.008
Disagree	2	0.001	Somewhat disagree	3	0.002
Somewhat disagree	2	0.001	Disagree	2	0.001

## S2.2 Balance Tests

Tables S6 and S7 report balance across treatment conditions for the two experimental studies. For each pre-treatment covariate, we present group means and standard deviations and report omnibus  $p$ -values testing for differences across conditions, using ANOVA for numeric variables and chi-squared tests for categorical variables. As would be expected under random assignment, the treatment groups are generally well balanced in both studies, with no pattern of substantively meaningful imbalance across the observed covariates.

Table S6: Covariate Balance by Treatment Group (Study 1)

Variable	Agree	Control	Disagree	Neutral	$p$ -value
Age	-0.003 (1.014)	0.006 (0.997)	-0.022 (0.989)	0.020 (1.001)	0.918
Female	0.523 (0.500)	0.475 (0.500)	0.506 (0.500)	0.513 (0.500)	0.413
Income	9.774 (8.094)	11.667 (7.729)	7.769 (8.061)	8.000 (8.064)	0.302
Compliance	0.923 (0.266)	0.929 (0.258)	0.913 (0.283)	0.902 (0.298)	0.393
Educ: College degree	0.443 (0.497)	0.428 (0.495)	0.450 (0.498)	0.440 (0.497)	0.984
Educ: HS or less	0.106 (0.308)	0.118 (0.323)	0.115 (0.319)	0.106 (0.308)	
Educ: Post-grad	0.136 (0.343)	0.148 (0.356)	0.151 (0.359)	0.147 (0.355)	
Educ: Some college	0.315 (0.465)	0.306 (0.461)	0.284 (0.451)	0.306 (0.461)	
Race: Asian	0.048 (0.215)	0.061 (0.239)	0.061 (0.239)	0.052 (0.222)	0.807
Race: Black	0.149 (0.356)	0.129 (0.336)	0.149 (0.356)	0.138 (0.345)	

Table S6: Covariate Balance by Treatment Group (*continued*)

Variable	Agree	Control	Disagree	Neutral	<i>p</i> -value
Race: Hispanic	0.150 (0.358)	0.137 (0.344)	0.169 (0.375)	0.136 (0.343)	
Race: Native American/Pacific Islander	0.009 (0.093)	0.009 (0.097)	0.004 (0.061)	0.006 (0.076)	
Race: White	0.644 (0.479)	0.664 (0.473)	0.618 (0.486)	0.668 (0.471)	

Table S7: Covariate Balance by Treatment Group (Study 2)

Variable	Agree	Control	Disagree	Neutral	<i>p</i> -value
Age	-0.016 (0.976)	0.055 (0.985)	-0.031 (1.026)	-0.009 (1.012)	0.541
Female	0.452 (0.498)	0.434 (0.496)	0.453 (0.498)	0.504 (0.500)	0.131
Income	13.160 (6.974)	11.462 (7.763)	13.522 (6.748)	12.294 (7.515)	0.756
Compliance	0.929 (0.258)	0.913 (0.282)	0.909 (0.289)	0.916 (0.278)	0.703
Educ: College degree	0.453 (0.498)	0.465 (0.499)	0.470 (0.500)	0.437 (0.496)	0.682
Educ: HS or less	0.090 (0.287)	0.083 (0.276)	0.091 (0.289)	0.109 (0.312)	
Educ: Post-grad	0.184 (0.388)	0.195 (0.397)	0.203 (0.403)	0.172 (0.378)	
Educ: Some college	0.273 (0.446)	0.256 (0.437)	0.236 (0.425)	0.282 (0.450)	
Race: Asian	0.085 (0.279)	0.062 (0.241)	0.085 (0.279)	0.083 (0.275)	0.184
Race: Black	0.106 (0.308)	0.131 (0.338)	0.135 (0.342)	0.127 (0.333)	
Race: Hispanic	0.138 (0.345)	0.137 (0.345)	0.139 (0.346)	0.109 (0.312)	
Race: Native American/Pacific Islander	0.017 (0.129)	0.016 (0.125)	0.000 (0.000)	0.008 (0.087)	
Race: White	0.654 (0.476)	0.653 (0.476)	0.642 (0.480)	0.674 (0.469)	

### S2.3 Manipulation Checks

To get a sense of whether our experimental manipulations were successful, we ask subjects the extent to which they agreed with the corporate statement they had just read, on a five-point

Likert scale. If GPT-4o is successfully generating statements that convey viewpoints that are either non-political, politically neutral, or politically slanted in a particular direction—and subjects are, indeed, taking up that treatment—subjects should be able to accurately perceive those aspects of the statements.

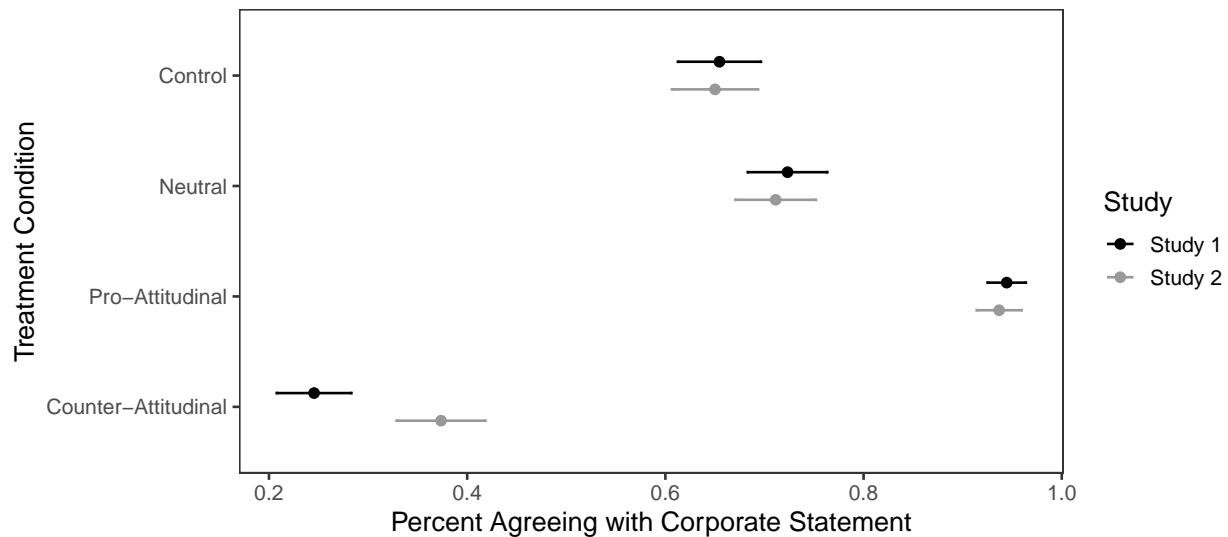


Figure S1: Perceived Agreement with Corporate Statement, by Condition

Figure S1 reports the results of the manipulation check for each study, plotting the percent of respondents who answered that they “somewhat” or “strongly agreed” with the viewpoints expressed in the corporate statement, separated by treatment condition. Error bars provide 95% confidence intervals, and each study is represented in a separate color. As expected, subjects in the pro-attitudinal condition were the most likely to agree with the statement: 94.4% in Study 1 and 93.7% in Study 2. By contrast, between 24.6% and 37.4% of subjects in the counter-attitudinal condition did so; this condition generated the lowest amount of agreement by a wide margin. Neutral and control conditions saw middling levels of agreement; these two conditions were statistically indistinguishable from each other, but they were both significantly lower than the pro-attitudinal condition and higher than the counter-attitudinal condition. We take these results as indications that the treatment was taken up by subjects as we intended.

## S2.4 Study 1 LATE and ITT Estimates

Table S8 reports full model results used to create main text Figure 5. Since these estimates do not include subjects who did not comply with the treatment according to our pre-registered specifications, these are local average treatment effects (LATEs). Table S9 reports corresponding intent-to-treat (ITT) estimates. We observe no meaningful differences between the LATE and ITT estimates.

Table S8: Effect of Treatment on Willingness to Discuss Politics

	<i>Dependent variable:</i>					
	Discussion Opt-In (Diff-in-Means)		Discussion Opt-In (Quasi-Repeated)		Discussion Frequency (Diff-in-Diff)	
	(1)	(2)	(3)	(4)	(5)	(6)
Neutral	0.335** (0.136)		0.368** (0.138)		0.153** (0.064)	
Control		-0.335** (0.136)		-0.368** (0.138)		-0.153** (0.064)
Pro-Attitudinal	0.388** (0.133)	0.052 (0.138)	0.441** (0.135)	0.073 (0.139)	0.320** (0.062)	0.167** (0.062)
Counter-Attitudinal	0.025 (0.131)	-0.311** (0.136)	0.052 (0.133)	-0.316** (0.138)	0.044 (0.063)	-0.109* (0.064)
Pre-Treat Discussion			0.335** (0.050)	0.266** (0.039)		
Intercept	0.513 (0.093)	0.848* (0.100)	0.503 (0.094)	0.228 (0.134)	-0.133** (0.045)	0.020 (0.045)
Observations	2,010	2,010	2,010	2,010	2,010	2,010

Note: \* $p < 0.1$ ; \*\* $p < 0.05$  with p-values calculated via permutation.  
Parametric standard errors in parentheses.

Table S9: ITT Estimates on Willingness to Discuss Politics

	<i>Dependent variable:</i>					
	Discussion Opt-In (Diff-in-Means)		Discussion Opt-In (Quasi-Repeated)		Discussion Frequency (Diff-in-Diff)	
	(1)	(2)	(3)	(4)	(5)	(6)
Neutral	0.335** (0.131)		0.368** (0.138)		0.163** (0.061)	
Control		-0.335** (0.131)		-0.368** (0.138)		-0.163** (0.061)
Pro-Attitudinal	0.337** (0.128)	0.003 (0.132)	0.441** (0.135)	0.073 (0.139)	0.294** (0.060)	0.131** (0.060)
Counter-Attitudinal	0.004 (0.127)	-0.331** (0.131)	0.052 (0.133)	-0.316** (0.138)	0.034 (0.061)	-0.130** (0.061)
Pre-Treat Discussion			0.335** (0.050)	0.266** (0.039)		
Intercept	0.555 (0.090)	0.890** (0.096)	0.503 (0.094)	0.228 (0.134)	-0.126** (0.043)	0.037 (0.043)
Observations	2,193	2,193	2,010	2,010	2,192	2,192

Note: \*p<0.1; \*\*p<0.05 with p-values calculated via permutation.  
Parametric standard errors in parentheses.

## S2.5 Study 2 LATE and ITT Estimates

Tables S10 and S11 report full model results used to create main text Figure 6, with the former showing results relative to the non-political control and the latter showing results relative to the politically neutral control. As in Table S8, these are LATE estimates. Tables S12 and S13 report corresponding ITT estimates. Though LATE and ITT estimates are mostly consistent, we observe a couple differences. Relative to the non-political control, ITT estimates for the neutral condition are statistically significant for family discussion and letter-writing. The neutral treatment estimate for social media posting is statistically significant in both models but it flips sign; it has a positive LATE but negative ITT estimate. However, the latter point estimate is very small, so we would caution against over-interpreting this sign change.

Table S10: Effect of Treatment on Political Participation

	<i>Dependent variable:</i>					
	Coworker Discussion	Family Discussion	Social Media	Letter	Vote	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Pro-Attitudinal	0.532** (0.062)	0.187** (0.059)	0.249** (0.055)	0.204** (0.058)	0.077 (0.049)	0.059 (0.057)
Counter-Attitudinal	0.106 (0.062)	0.072 (0.059)	0.064 (0.055)	0.115* (0.057)	0.002 (0.049)	-0.053 (0.057)
Neutral	0.250** (0.061)	0.109 (0.058)	0.151** (0.054)	0.106 (0.056)	0.023 (0.048)	0.046 (0.056)
Pre-Treatment Behavior	0.313** (0.022)	0.452** (0.021)	0.555** (0.019)	0.498** (0.020)	0.677** (0.017)	0.514** (0.020)
Intercept	-0.219** (0.043)	-0.092** (0.041)	-0.115** (0.039)	-0.105** (0.040)	-0.025 (0.034)	-0.014 (0.040)
Observations	1,829	1,829	1,830	1,831	1,831	1,830

Note: \*p<0.1; \*\*p<0.05 with permutation based p-values.  
Parametric standard errors in parentheses.

Table S11: Effect of Treatment on Political Participation (Relative to Neutral Control)

	<i>Dependent variable:</i>					
	Coworker Discussion	Family Discussion	Social Media	Letter	Vote	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Control	-0.250** (0.061)	-0.109 (0.058)	-0.151** (0.054)	-0.106* (0.056)	-0.023 (0.048)	-0.046 (0.056)
Pro-Attitudinal	0.282** (0.061)	0.078 (0.059)	0.098 (0.055)	0.099 (0.057)	0.054 (0.049)	0.013 (0.057)
Counter-Attitudinal	-0.144** (0.061)	-0.037 (0.059)	-0.087 (0.055)	0.009 (0.057)	-0.021 (0.048)	-0.099 (0.056)
Pre-Treatment Behavior	0.313** (0.022)	0.452** (0.021)	0.555** (0.019)	0.498** (0.020)	0.677** (0.017)	0.514** (0.020)
Intercept	0.031 (0.043)	0.017 (0.041)	0.036 (0.038)	0.001 (0.040)	-0.002 (0.034)	0.032 (0.039)
Observations	1,829	1,829	1,830	1,831	1,831	1,830

Note: \*p<0.1; \*\*p<0.05 with permutation based p-values.  
Parametric standard errors in parentheses.

Table S12: ITT Estimates on Political Participation

	<i>Dependent variable:</i>					
	Coworker Discussion	Family Discussion	Social Media	Letter	Vote	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Pro-Attitudinal	0.698** (0.081)	0.214** (0.062)	0.512** (0.173)	0.303** (0.079)	0.099 (0.049)	0.086 (0.072)
Counter-Attitudinal	0.135 (0.081)	0.095 (0.061)	0.049 (0.176)	0.192** (0.079)	0.017 (0.048)	-0.077 (0.071)
Neutral	0.319** (0.080)	0.132** (0.060)	-0.020** (0.163)	0.181** (0.078)	0.033 (0.048)	0.046 (0.070)
Pre-Treatment Behavior	0.362** (0.024)	0.444** (0.020)	0.692** (0.050)	1.311** (0.053)	1.002** (0.026)	1.072** (0.040)
Intercept	1.429 (0.064)	1.963 (0.063)	1.081 (0.126)	1.247 (0.058)	1.833 (0.054)	1.471 (0.060)
Observations	1,996	1,995	459	1,997	1,998	1,997

Note: \*p<0.1; \*\*p<0.05 with permutation based p-values.  
Parametric standard errors in parentheses.

Table S13: ITT Estimates on Political Participation (Relative to Neutral Control)

	<i>Dependent variable:</i>					
	Coworker Discussion	Family Discussion	Social Media	Letter	Vote	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Control	-0.319** (0.080)	-0.179** (0.108)	-0.214** (0.078)	-0.066** (0.153)	0.138 (0.099)	-0.046 (0.070)
Pro-Attitudinal	0.379** (0.081)	0.096 (0.112)	0.161 (0.080)	0.293 (0.158)	0.090 (0.102)	0.040 (0.071)
Counter-Attitudinal	-0.184** (0.080)	0.013 (0.114)	-0.091 (0.079)	0.060 (0.160)	0.016 (0.104)	-0.122 (0.071)
Pre-Treatment Behavior	0.362** (0.024)	0.441** (0.040)	0.739** (0.025)	1.597** (0.110)	1.044** (0.059)	1.072** (0.040)
Intercept	1.748 (0.064)	0.023 (0.075)	1.216 (0.059)	1.171 (0.109)	1.722 (0.117)	1.517 (0.061)
Observations	1,996	500	1,997	457	458	1,997

Note: \*p<0.1; \*\*p<0.05 with permutation based p-values.  
Parametric standard errors in parentheses.

### S2.5.1 Results with Corrected Post-Treatment Item

Shortly after fielding Study 2, we noticed a small typographical error in the post-treatment item measuring willingness to discuss politics with coworkers. We built redundancies into the experiment pipeline in case calls to GPT-4o failed to give appropriate output (these redundancies were never needed). In particular, if any calls to GPT-4o failed, subjects instead would receive hard-coded treatment stimuli and post-treatment items mimicking the tailored versions that subjects should have received. These hard-coded stimuli used corporate statements from a fictional company named “Summit Technologies.” In the post-treatment items, we piped the name of the company created by GPT-4o into the question directly, such that it asked “If you were to take a job at {company}, how likely would you be to...” followed by a variety of actions, including “discuss {topic} with your coworkers at {company}?” This particular action ended up asking “discuss {topic} with your coworkers at Summit Technologies?” for all subjects, regardless of the company name generated by GPT-4o. The company name remained correct in the question stem, and no other post-treatment items were affected. We thought it unlikely that this error would have a meaningful effect on our results, but it is possible that some subjects were confused by the company name not matching the one in the treatment stimulus. We therefore ran a separate follow-up study with the corrected post-treatment item, recruiting 500 subjects from the same CloudResearch Connect panel who had not participated in either Study 1 or Study 2.

Table S14: Effect of Treatment on Political Participation (with Corrected Item)

	<i>Dependent variable:</i>					
	Coworker Discussion	Family Discussion	Social Media	Letter	Vote	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Pro-Attitudinal	0.917** (0.170)	0.275** (0.115)	0.512** (0.173)	0.263* (0.107)	-0.049 (0.105)	0.300 (0.154)
Counter-Attitudinal	0.176 (0.173)	0.192 (0.116)	0.049 (0.176)	0.089 (0.108)	-0.122 (0.107)	0.020 (0.157)
Neutral	0.426** (0.160)	0.179 (0.108)	-0.020 (0.163)	0.091 (0.101)	-0.138 (0.099)	0.025 (0.145)
Pre-Treatment Behavior	0.449** (0.050)	0.441** (0.040)	0.692** (0.050)	0.549** (0.038)	1.044** (0.059)	1.177** (0.086)
Intercept	1.320 (0.130)	-0.157 (0.078)	1.081 (0.126)	-0.108 (0.073)	1.860 (0.121)	1.175 (0.135)
Observations	459	500	459	498	458	459

Note: \* $p < 0.1$ ; \*\* $p < 0.05$  with permutation based p-values.  
Parametric standard errors in parentheses.

Tables S14 and S15 present the results of this follow-up study. Comparing these results to those in Tables S10 and S11 suggests this error is not responsible for our statistically significant results in Study 2. Results relative to the non-political control are actually slightly larger than in Study 2, while results relative to the politically neutral control are slightly smaller. In both cases, the pattern of statistical significance is identical to that in Study 2.

Table S15: Effect of Treatment on Political Participation (Relative to Neutral Control, with Corrected Item)

	<i>Dependent variable:</i>					
	Coworker Discussion	Family Discussion	Social Media	Letter	Vote	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Control	−0.313** (0.108)	−0.179 (0.108)	0.025 (0.101)	−0.106 (0.056)	0.122 (0.093)	−0.037 (0.101)
Pro-Attitudinal	0.342** (0.112)	0.096 (0.112)	0.348** (0.104)	0.099 (0.057)	0.099 (0.097)	0.210* (0.106)
Counter-Attitudinal	−0.170 (0.113)	0.013 (0.114)	0.022 (0.105)	0.009 (0.057)	0.008 (0.097)	0.002 (0.106)
Pre-Treatment Behavior	0.378** (0.040)	0.441** (0.040)	0.536** (0.037)	0.498** (0.020)	0.632** (0.035)	0.532** (0.038)
Intercept	0.042 (0.075)	0.023 (0.075)	−0.091 (0.069)	0.001 (0.040)	−0.052 (0.064)	−0.039 (0.070)
Observations	500	500	500	1,831	499	500

*Note:* \* $p < 0.1$ ; \*\* $p < 0.05$  with permutation based p-values. Parametric standard errors in parentheses.

## S2.6 Treatment Effect Moderation

Tables S16 through S18 show the change in treatment effects for each of the five demographic and personality variables. Tables S16 through S18 correspond to Study 1, with one table for each estimator. Tables S19 through S23 correspond to Study 2, with one table for each moderating variable. We observe null moderation effects nearly across the board, though we caution that our studies were powered only for main effects and therefore may not be able to reliably detect some of these smaller interactive effects.

Table S16: Effect of Treatment on Discussion Opt-In: Moderation Analysis (Diff-in-Means)

	<i>Moderating variable:</i>				
	Age	Female	Party ID Strength	Agreeableness	Conflict Avoidance
	(1)	(2)	(3)	(4)	(5)
Neutral	0.333** (0.137)	0.217 (0.194)	0.328** (0.137)	0.338** (0.137)	0.353** (0.138)
Pro-Attitudinal	0.388** (0.133)	0.571** (0.198)	0.388** (0.134)	0.390** (0.133)	0.405** (0.135)
Counter-Attitudinal	0.031 (0.132)	-0.004 (0.188)	0.020 (0.132)	0.027 (0.131)	0.021 (0.133)
Moderator	-0.122 (0.093)	-0.229 (0.186)	0.210** (0.094)	-0.021 (0.092)	0.291** (0.095)
Neutral x Moderator	0.251* (0.138)	0.243 (0.273)	-0.190 (0.135)	-0.012 (0.136)	-0.027 (0.142)
Pro x Moderator	0.049 (0.132)	-0.299 (0.269)	-0.115 (0.133)	0.092 (0.131)	-0.042 (0.139)
Counter x Moderator	0.273** (0.133)	0.070 (0.263)	-0.171 (0.133)	0.106 (0.132)	0.019 (0.136)
Intercept	0.515 (0.093)	0.624 (0.131)	0.518 (0.094)	0.513 (0.093)	0.517 (0.094)
Observations	2,010	2,010	2,008	2,010	2,010

Note: \*p<0.1; \*\*p<0.05 with p-values calculated via permutation.  
Parametric standard errors in parentheses.

Table S17: Effect of Treatment on Discussion Opt-In: Moderation Analysis (Quasi-Repeated)

	<i>Moderating variable:</i>				
	Age	Female	Party ID Strength	Agreeableness	Conflict Avoidance
	(1)	(2)	(3)	(4)	(5)
Neutral	0.365** (0.139)	0.209 (0.197)	0.359** (0.139)	0.371** (0.138)	0.376** (0.140)
Pro-Attitudinal	0.442** (0.135)	0.591** (0.200)	0.439** (0.135)	0.444** (0.135)	0.447** (0.136)
Counter-Attitudinal	0.059 (0.134)	0.021 (0.190)	0.047 (0.133)	0.056 (0.133)	0.046 (0.134)
Moderator	-0.140 (0.095)	-0.196 (0.189)	0.178* (0.095)	-0.065 (0.093)	0.223** (0.097)
Pre-Treat Discussion	0.344** (0.050)	0.328** (0.050)	0.327** (0.050)	0.336** (0.050)	0.290** (0.051)
Neutral x Moderator	0.329** (0.140)	0.316 (0.277)	-0.178 (0.136)	0.055 (0.138)	-0.027 (0.144)
Pro x Moderator	0.064 (0.134)	-0.243 (0.272)	-0.120 (0.134)	0.120 (0.133)	-0.005 (0.141)
Counter x Moderator	0.271* (0.136)	0.072 (0.266)	-0.150 (0.134)	0.134 (0.134)	0.024 (0.138)
Intercept	0.505 (0.094)	0.598 (0.132)	0.508 (0.095)	0.502 (0.094)	0.509 (0.095)
Observations	2,010	2,010	2,008	2,010	2,010

Note: \*p<0.1; \*\*p<0.05 with p-values calculated via permutation.  
Parametric standard errors in parentheses.

Table S18: Effect of Treatment on Discussion Frequency: Moderation Analysis (Diff-in-Diff)

	<i>Moderating variable:</i>				
	Age	Female	Party ID Strength	Agreeableness	Conflict Avoidance
	(1)	(2)	(3)	(4)	(5)
Neutral	0.152** (0.064)	0.026 (0.090)	0.150** (0.064)	0.151** (0.064)	0.156** (0.064)
Pro-Attitudinal	0.321** (0.062)	0.259** (0.088)	0.319** (0.062)	0.321** (0.062)	0.324** (0.062)
Counter-Attitudinal	0.043 (0.063)	0.057 (0.089)	0.045 (0.063)	0.044 (0.063)	0.044 (0.063)
Moderator	-0.110** (0.045)	-0.030 (0.089)	0.034 (0.045)	-0.042 (0.044)	0.050 (0.043)
Neutral x Moderator	0.159** (0.064)	0.247* (0.127)	-0.003 (0.063)	0.099 (0.063)	-0.003 (0.063)
Pro x Moderator	0.022 (0.061)	0.118 (0.124)	-0.014 (0.062)	0.025 (0.061)	0.034 (0.062)
Counter x Moderator	0.060 (0.063)	-0.022 (0.126)	0.018 (0.064)	-0.018 (0.063)	-0.014 (0.062)
Intercept	-0.133** (0.045)	-0.119** (0.062)	-0.133** (0.045)	-0.134** (0.045)	-0.135** (0.045)
Observations	2,010	2,010	2,008	2,010	2,010

Note: \*p<0.1; \*\*p<0.05 with p-values calculated via permutation. Parametric standard errors in parentheses.

Table S19: Effect of Treatment on Political Behavior: Moderation by Age

	<i>Dependent variable:</i>					
	Coworker Discussion	Vote	Family Discussion	Social Media	Letter	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Pro-Attitudinal	0.526** (0.062)	0.078 (0.049)	0.187** (0.059)	0.241** (0.055)	0.202** (0.058)	0.054 (0.057)
Counter-Attitudinal	0.100 (0.062)	0.004 (0.049)	0.070 (0.059)	0.057 (0.055)	0.112* (0.057)	-0.058 (0.057)
Neutral	0.245** (0.061)	0.025 (0.048)	0.108* (0.058)	0.145** (0.054)	0.104 (0.056)	0.042 (0.056)
Age	-0.087* (0.044)	0.042 (0.035)	-0.023 (0.043)	-0.128** (0.039)	-0.029 (0.041)	-0.056 (0.041)
Pre-Treatment Behavior	0.310** (0.022)	0.676** (0.017)	0.453** (0.021)	0.556** (0.019)	0.501** (0.020)	0.523** (0.020)
Pro x Age	0.056 (0.063)	-0.088 (0.050)	0.078 (0.061)	0.080 (0.056)	0.006 (0.059)	-0.009 (0.058)
Counter x Age	0.014 (0.062)	-0.086 (0.049)	-0.017 (0.059)	0.074 (0.055)	-0.020 (0.057)	-0.035 (0.057)
Neutral x Age	0.003 (0.061)	-0.011 (0.048)	-0.010 (0.058)	0.082 (0.054)	-0.006 (0.057)	-0.003 (0.056)
Intercept	-0.215** (0.043)	-0.027 (0.034)	-0.091** (0.041)	-0.109** (0.038)	-0.103** (0.040)	-0.011 (0.040)
Observations	1,829	1,831	1,829	1,830	1,831	1,830

Note: \*p<0.1; \*\*p<0.05 with p-values calculated via permutation. Parametric standard errors in parentheses.

Table S20: Effect of Treatment on Political Behavior: Moderation by Gender

	<i>Dependent variable:</i>					
	Coworker Discussion	Vote	Family Discussion	Social Media	Letter	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Pro-Attitudinal	0.525** (0.083)	0.069 (0.066)	0.158* (0.079)	0.234** (0.074)	0.226** (0.077)	0.107 (0.076)
Counter-Attitudinal	0.176* (0.083)	0.003 (0.066)	-0.016 (0.079)	0.077 (0.074)	0.108 (0.077)	-0.065 (0.076)
Neutral	0.353** (0.084)	0.021 (0.067)	0.074 (0.080)	0.160* (0.075)	0.078 (0.078)	0.024 (0.077)
Female	0.151 (0.087)	-0.008 (0.069)	0.126 (0.083)	0.170* (0.077)	0.199** (0.081)	0.256** (0.080)
Pre-Treatment Behavior	0.318** (0.022)	0.677** (0.017)	0.449** (0.021)	0.556** (0.019)	0.489** (0.020)	0.501** (0.020)
Pro x Female	0.012 (0.124)	0.016 (0.098)	0.062 (0.118)	0.031 (0.110)	-0.052 (0.115)	-0.111 (0.114)
Counter x Female	-0.158 (0.124)	-0.002 (0.098)	0.186 (0.118)	-0.035 (0.110)	0.007 (0.115)	0.016 (0.113)
Neutral x Female	-0.221* (0.122)	0.005 (0.096)	0.049 (0.116)	-0.042 (0.108)	0.026 (0.113)	0.008 (0.111)
Intercept	-0.286** (0.058)	-0.022 (0.046)	-0.148** (0.055)	-0.190** (0.051)	-0.193** (0.054)	-0.128** (0.053)
Observations	1,829	1,831	1,829	1,830	1,831	1,830

Note: \*p<0.1; \*\*p<0.05 with p-values calculated via permutation.  
Parametric standard errors in parentheses.

Table S21: Effect of Treatment on Political Behavior: Moderation by Party ID Strength

	<i>Dependent variable:</i>					
	Coworker Discussion	Vote	Family Discussion	Social Media	Letter	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Pro-Attitudinal	0.533** (0.062)	0.077 (0.049)	0.184** (0.059)	0.248** (0.055)	0.204** (0.057)	0.055 (0.057)
Counter-Attitudinal	0.107 (0.062)	0.003 (0.049)	0.070 (0.059)	0.065 (0.055)	0.116* (0.057)	-0.057 (0.057)
Neutral	0.249** (0.061)	0.024 (0.048)	0.109 (0.058)	0.151** (0.054)	0.108 (0.056)	0.043 (0.056)
Party ID Strength	-0.007 (0.043)	0.070 (0.034)	0.022 (0.042)	-0.005 (0.038)	-0.010 (0.040)	0.082* (0.040)
Pre-Treatment Behavior	0.312** (0.022)	0.656** (0.018)	0.446** (0.021)	0.547** (0.020)	0.487** (0.020)	0.510** (0.020)
Pro x Party Strength	0.053 (0.062)	-0.021 (0.049)	0.022 (0.059)	0.038 (0.055)	0.100 (0.057)	-0.008 (0.057)
Counter x Party Strength	0.010 (0.062)	-0.003 (0.049)	0.036 (0.059)	0.041 (0.055)	0.095 (0.057)	-0.026 (0.057)
Neutral x Party Strength	0.010 (0.061)	0.026 (0.048)	-0.018 (0.058)	0.115* (0.054)	0.134** (0.056)	0.029 (0.056)
Intercept	-0.221** (0.043)	-0.026 (0.034)	-0.091** (0.042)	-0.116** (0.039)	-0.108** (0.040)	-0.011 (0.040)
Observations	1,826	1,828	1,826	1,827	1,828	1,827

Note: \*p<0.1; \*\*p<0.05 with p-values calculated via permutation.  
Parametric standard errors in parentheses.

Table S22: Effect of Treatment on Political Behavior: Moderation by Agreeableness

	<i>Dependent variable:</i>					
	Coworker Discussion	Vote	Family Discussion	Social Media	Letter	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Pro-Attitudinal	0.535** (0.062)	0.080 (0.049)	0.193** (0.059)	0.252** (0.055)	0.207** (0.057)	0.065 (0.057)
Counter-Attitudinal	0.106 (0.062)	0.003 (0.049)	0.073 (0.059)	0.065 (0.055)	0.116* (0.057)	-0.052 (0.057)
Neutral	0.248** (0.061)	0.023 (0.048)	0.109* (0.058)	0.152** (0.054)	0.102 (0.056)	0.044 (0.056)
Agreeableness	0.063 (0.042)	0.062 (0.033)	0.102** (0.040)	0.071 (0.037)	0.045 (0.039)	0.055 (0.039)
Pre-Treatment Behavior	0.311** (0.022)	0.676** (0.017)	0.450** (0.021)	0.555** (0.019)	0.497** (0.020)	0.504** (0.020)
Pro x Agreeableness	0.002 (0.061)	-0.005 (0.049)	0.030 (0.059)	-0.027 (0.055)	0.017 (0.057)	0.075 (0.056)
Counter x Agreeableness	-0.054 (0.062)	-0.098 (0.049)	-0.058 (0.059)	-0.121* (0.055)	0.054 (0.057)	-0.122* (0.057)
Neutral x Agreeableness	0.016 (0.059)	-0.044 (0.047)	-0.050 (0.057)	-0.061 (0.053)	0.079 (0.055)	0.054 (0.054)
Intercept	-0.220** (0.043)	-0.026 (0.034)	-0.093** (0.041)	-0.116** (0.039)	-0.105** (0.040)	-0.015 (0.040)
Observations	1,829	1,831	1,829	1,830	1,831	1,830

Note: \*p<0.1; \*\*p<0.05 with p-values calculated via permutation.  
Parametric standard errors in parentheses.

Table S23: Effect of Treatment on Political Behavior: Moderation by Conflict Avoidance

	<i>Dependent variable:</i>					
	Coworker Discussion	Vote	Family Discussion	Social Media	Letter	Donate
	(1)	(2)	(3)	(4)	(5)	(6)
Pro-Attitudinal	0.533** (0.062)	0.075 (0.049)	0.187** (0.059)	0.249** (0.055)	0.206** (0.057)	0.059 (0.057)
Counter-Attitudinal	0.107 (0.062)	0.0002 (0.049)	0.073 (0.059)	0.066 (0.055)	0.117* (0.057)	-0.051 (0.057)
Neutral	0.251** (0.061)	0.022 (0.048)	0.109* (0.058)	0.152** (0.054)	0.109 (0.056)	0.049 (0.056)
Conflict Avoidance	0.043 (0.043)	-0.072 (0.034)	0.006 (0.041)	0.032 (0.038)	0.079* (0.039)	0.059 (0.039)
Pre-Treatment Behavior	0.306** (0.022)	0.677** (0.017)	0.450** (0.021)	0.551** (0.020)	0.497** (0.020)	0.512** (0.020)
Pro x Avoidance	-0.052 (0.062)	0.074 (0.049)	0.001 (0.060)	-0.060 (0.055)	-0.089 (0.058)	-0.089 (0.057)
Counter x Avoidance	0.045 (0.061)	0.101 (0.048)	0.005 (0.058)	0.038 (0.054)	-0.050 (0.057)	-0.003 (0.056)
Neutral x Avoidance	0.005 (0.060)	0.015 (0.048)	0.036 (0.058)	0.008 (0.054)	-0.157** (0.056)	-0.075 (0.055)
Intercept	-0.220** (0.043)	-0.023 (0.034)	-0.093** (0.041)	-0.116** (0.039)	-0.107** (0.040)	-0.016 (0.040)
Observations	1,829	1,831	1,829	1,830	1,831	1,830

Note: \*p<0.1; \*\*p<0.05 with p-values calculated via permutation.  
Parametric standard errors in parentheses.

## S3 Survey Instruments

### S3.1 Descriptive Survey

- Which option most closely describes the kind of business or industry you work in? If you do not currently work, think about the last job you had.
  - Agriculture, forestry, fishing, and hunting / Mining, quarrying, and oil and gas extraction Utilities / Construction / Manufacturing / Wholesale trade / Retail trade / Transportation and warehousing / Information / Finance and insurance / Real estate and rental and leasing / Professional, scientific, and technical services / Management of companies and enterprises / Administrative support and waste management and remediation services / Educational services / Health care and social assistance / Arts, entertainment, and recreation / Accommodation and food services / Public administration
- We would like to get a sense of how often you talk about politics, and with whom. How often would you say you discuss political issues with the following people? -
  - Family members or friends
    - \* Never / Rarely / Several times per month / Several times per week/ Every day
  - Coworkers
    - \* Never / Rarely / Several times per month / Several times per week/ Every day
  - We would like to get a sense of how often you talk about politics, and with whom. How often would you say you discuss political issues with the following people? - Social media acquaintances
    - \* Never / Rarely / Several times per month/ Several times per week / Every day
- Please indicate how much you agree or disagree with the following statements.
  - I worry that expressing my political views at work could hurt my relationships with coworkers.
    - \* Strongly disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Strongly agree
  - I worry that expressing my views could affect my career or standing at work.
    - \* Strongly disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Strongly agree

- I trust my managers to treat employees fairly, regardless of their political views.
  - \* Strongly disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Strongly agree
- My employer creates an environment where diverse viewpoints are welcome.
  - \* Strongly disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Strongly agree
- How much do you agree or disagree with each statement?
  - My employer should take public stances on major political issues.
    - \* Strongly disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Strongly agree
  - It would be best if businesses and corporations stayed out of politics.
    - \* Strongly disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Strongly agree
  - Business and corporations should restrict political speech at work to maintain harmony.
    - \* Strongly disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Strongly agree
- Think about the business you currently work for and the managers you report to. Have they done any of the following in the last two years? Check all that apply.
  - Publicly supported a political candidate
  - Privately supported a political candidate (in internal communications)
  - Publicly supported legislation, a policy, or other stance on a political issue
  - Privately supported legislation, a policy, or other stance on a political issue (in internal communications)
  - Donated to a political candidate or other political organization
  - Used a political figure, organization, or issue in advertising
  - Took some other action related to politics
- Thinking about your current employer, which type of candidates or political issues would you say the following groups typically support?
  - The business or corporation

- \* Democratic candidates or issues / Republican candidates or issues / Both about equally / Neither
- My managers
  - \* Democratic candidates or issues / Republican candidates or issues / Both about equally / Neither
- My coworkers
  - \* Democratic candidates or issues / Republican candidates or issues / Both about equally / Neither
- Generally speaking, do you usually think of yourself as a Democrat, a Republican, an Independent, or what?
  - Democrat / Republican / Independent / Other party
- (Only asked to those who answered Democrat or Republican) Would you call yourself a strong {Democrat/Republican} or a not very strong {Democrat/Republican}?
  - Strong / Not very strong
- (Only asked to those who answered Independent or Other party) Do you think of yourself as closer to the Democratic Party or the Republican Party?
  - Closer to Democratic Party / Closer to Republican Party / Neither
- People sometimes describe themselves as belonging to a social class. Which social class would you describe yourself as belonging to?
  - Upper or corporate class / Upper-middle class / Middle class / Lower-middle class / Lower or working class
- Gender
  - Male/Female/Other
- Education
  - Some high school or less / High school graduate or GED / Some college, no degree / 2-year or associate degree / 4-year or bachelor degree / Post-graduate degree
- Race
  - Black or African-American / Pacific Islander / Asian or Asian-American / White / Native American or American Indian / Mixed race / Some other race

### S3.2 Study 1

- How often do you discuss politics or political issues with your coworkers at your main job?
  - Every day / Several times per week / Several times per month / About once per month / Never
- If you were to take a job at {company}, how often would you like to discuss politics or political issues with your coworkers there?
  - Every day / Several times per week / Several times per month / About once per month / Never
- The research team is organizing a study where participants discuss {topic} with a worker from {company} in a five-minute virtual chat. If selected, would you be willing to participate in this study?
  - Yes/No
- Thinking about issues that define the American political system, what is an issue that you care deeply about and what is your position on that issue? For example, if you care about farm subsidies, you can write ""I believe farm subsidies should be increased to help farmers."" Please write a brief sentence about an issue that you care about and where you stand on the issue.”
  - Open-ended text box
- To what extent do you agree or disagree with the following statement? {GPT-generated issue summary of their position}
  - Strongly agree / Agree / Somewhat agree / Somewhat disagree / Disagree / Strongly disagree
- I enjoy challenging the opinions of others.
  - Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree
- I find conflicts exciting.
  - Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree

- I hate arguments
  - Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree
- I feel upset after an argument
  - Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree
- Party ID and strength of party ID (same as descriptive survey)

### S3.3 Study 2

- How often do you typically
  - discuss political issues with your coworkers at your main job?
    - \* Every day / Several times per week / Several times per month / About once per month / Never
  - discuss political issues with your family or close friends?
    - \* Every day / Several times per week / Several times per month / About once per month / Never
  - post about political issues on social media?
    - \* Every day / Several times per week / Several times per month / About once per month / Never
- How often do you typically
  - write to your representative in Congress?
    - \* Frequently / Once in a while / Never
  - vote in national elections?
    - \* Frequently / Once in a while / Never
  - donate to non-profit organizations?
    - \* Frequently / Once in a while / Never
- Issue elicitation (same as Study 1)
- If you were to take a job at {company}, how likely would you be to

- discuss {topic} with your coworkers at Summit Technologies?
  - \* Very likely / Somewhat likely / Neither likely nor unlikely / Somewhat unlikely / Very unlikely
- discuss {topic} with your family and close friends?
  - \* Very likely / Somewhat likely / Neither likely nor unlikely / Somewhat unlikely / Very unlikely
- post about {topic} on social media?
  - \* Very likely / Somewhat likely / Neither likely nor unlikely / Somewhat unlikely / Very unlikely
- write a short letter to your representative in Congress expressing your opinion on {topic}?
  - \* Very likely / Somewhat likely / Neither likely nor unlikely / Somewhat unlikely / Very unlikely
- vote in the upcoming national election?
  - \* Very likely / Somewhat likely / Neither likely nor unlikely / Somewhat unlikely / Very unlikely
- donate to a non-profit organization that shares your opinion on {topic}?
  - \* Very likely / Somewhat likely / Neither likely nor unlikely / Somewhat unlikely / Very unlikely