

Online Appendix for  
Minting Partisans: Experimental Interventions to Test Theories of  
Partisan Change

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## A Regression Tables

Table A.1: Effect of Treatments on Seven-point Party ID

	Study 1 Wave 2	Study 1 Wave 3	Study 2 Wave 2	Study 2 Wave 3	Study 3
Constant (Control Mean)	4.52*** (0.06)	4.58*** (0.05)	4.39*** (0.09)	4.40*** (0.08)	4.38*** (0.08)
Issues (Firm A)	0.02 (0.10)	-0.14 (0.08)			
Performance (Firm A)	0.06 (0.09)	0.10 (0.10)	0.33** (0.11)	0.23* (0.10)	0.09 (0.11)
Charisma (Firm A)	0.17 (0.12)	0.01 (0.08)			
Social Identity (Firm A)	0.07 (0.09)	0.05 (0.08)			
Generic (DNC)	0.15 (0.10)	-0.01 (0.09)	0.28* (0.12)	0.17 (0.10)	
Performance (Firm B)	0.03 (0.09)	-0.04 (0.07)			0.11 (0.11)
Charisma (Firm B)	0.09 (0.10)	-0.17* (0.08)			0.07 (0.11)
Social Identity (Firm B)	0.23* (0.10)	0.00 (0.10)			0.09 (0.11)
Issues (Firm B, version 1)	0.43** (0.15)	0.19 (0.14)	0.25* (0.13)	0.01 (0.12)	0.06 (0.11)
Issues (Firm B, version 2)	0.18 (0.10)	-0.01 (0.07)	0.15 (0.12)	0.06 (0.11)	0.12 (0.11)
Issues (Firm B, version 3)			0.18 (0.13)	0.20 (0.12)	0.05 (0.11)
Negative Partisanship					0.09 (0.11)
Num. obs.	1154	1154	1136	1136	4466

\*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$ .

HC2 robust standard errors are in parentheses.

Regressions control for seven-point party ID using the Lin (2013) adjustment.

Table A.2: Effect of Treatments on Net Feeling Thermometer

	Study 1 Wave 2	Study 1 Wave 3	Study 2 Wave 2	Study 2 Wave 3	Study 3
Constant (Control Mean)	17.91*** (2.43)	17.27*** (2.49)	16.55*** (2.35)	17.58*** (2.30)	12.06*** (2.36)
Issues (Firm A)	-4.91 (3.56)	-6.79* (3.37)			
Performance (Firm A)	7.88 (4.12)	8.34* (3.98)	3.22 (3.27)	-0.49 (3.10)	6.63* (3.32)
Charisma (Firm A)	-1.72 (3.66)	0.75 (3.43)			
Social Identity (Firm A)	1.54 (3.59)	-0.39 (3.55)			
Generic (DNC)	1.28 (3.74)	-0.36 (4.14)	4.41 (3.11)	-1.32 (3.32)	
Performance (Firm B)	-0.18 (3.94)	1.00 (3.67)			4.50 (3.31)
Charisma (Firm B)	4.90 (3.61)	2.67 (3.88)			7.47* (3.52)
Social Identity (Firm B)	-0.94 (3.66)	-3.69 (3.31)			5.79 (3.42)
Issues (Firm B, version 1)	6.55 (3.73)	4.71 (3.63)	1.23 (3.40)	-2.14 (3.19)	3.64 (3.45)
Issues (Firm B, version 2)	2.21 (3.78)	3.38 (3.72)	-1.72 (3.36)	-4.54 (3.32)	5.72 (3.43)
Issues (Firm B, version 3)			3.88 (3.32)	0.28 (3.26)	7.17* (3.38)
Negative Partisanship					7.43* (3.38)
Num. obs.	1145	1150	1110	1136	3969

\*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$ .

HC2 robust standard errors are in parentheses.

Regressions control for seven-point party ID using the Lin (2013) adjustment.

Table A.3: Effect of Treatments on Net Favorability

	Study 1 Wave 2	Study 1 Wave 3	Study 2 Wave 2	Study 2 Wave 3	Study 3
Constant (Control Mean)	0.90*** (0.13)	0.99*** (0.17)	0.99*** (0.12)	0.93*** (0.14)	0.59*** (0.13)
Issues (Firm A)	-0.13 (0.20)	-0.28 (0.23)			
Performance (Firm A)	0.68** (0.22)	0.48 (0.25)	0.27 (0.18)	0.06 (0.20)	0.44* (0.18)
Charisma (Firm A)	0.22 (0.21)	0.03 (0.22)			
Social Identity (Firm A)	0.35 (0.20)	0.06 (0.24)			
Generic (DNC)	0.44 (0.23)	-0.04 (0.24)	0.16 (0.18)	0.19 (0.20)	
Performance (Firm B)	0.27 (0.24)	0.04 (0.25)			0.28 (0.18)
Charisma (Firm B)	0.29 (0.20)	0.21 (0.25)			0.39* (0.19)
Social Identity (Firm B)	0.21 (0.22)	0.03 (0.23)			0.33 (0.19)
Issues (Firm B, version 1)	0.71*** (0.21)	0.46 (0.25)	0.06 (0.19)	-0.04 (0.19)	0.34 (0.19)
Issues (Firm B, version 2)	0.41 (0.21)	0.20 (0.24)	-0.15 (0.19)	-0.09 (0.20)	0.32 (0.19)
Issues (Firm B, version 3)			0.31 (0.20)	0.32 (0.20)	0.47** (0.18)
Negative Partisanship					0.26 (0.19)
Num. obs.	1147	1153	1112	1136	4083

\*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$ .

HC2 robust standard errors are in parentheses.

Regressions control for seven-point party ID using the Lin (2013) adjustment.

Table A.4: Effect of Treatments on Net Self-Placement

	Study 2 Wave 2	Study 2 Wave 3	Study 3
Constant (Control Mean)	1.43*** (0.22)	1.45*** (0.22)	0.94*** (0.21)
Performance (Firm A)	0.47 (0.29)	0.28 (0.28)	0.51 (0.30)
Generic (DNC)	0.46 (0.29)	0.02 (0.29)	
Issues (Firm B, version 1)	0.38 (0.29)	-0.10 (0.30)	0.50 (0.31)
Issues (Firm B, version 2)	0.26 (0.30)	-0.13 (0.29)	0.50 (0.30)
Issues (Firm B, version 3)	0.39 (0.32)	0.33 (0.30)	0.67* (0.31)
Performance (Firm B)			0.48 (0.30)
Charisma (Firm B)			0.67* (0.31)
Social Identity (Firm B)			0.40 (0.32)
Negative Partisanship			0.46 (0.31)
Num. obs.	1111	1135	4053

\*\*\*  $p < 0.001$ , \*\*  $p < 0.01$ , \*  $p < 0.05$ .

HC2 robust standard errors are in parentheses.

Regressions control for seven-point party ID using the Lin (2013) adjustment.

Table A.5: Effect of Treatments on Net Marry

	Study 1 Wave 2	Study 1 Wave 3	Study 2 Wave 2	Study 3
Constant (Control Mean)	0.11 (0.07)	0.11 (0.07)	0.26*** (0.06)	0.09** (0.03)
Issues (Firm A)	0.10 (0.10)	0.01 (0.10)		
Performance (Firm A)	0.32** (0.11)	0.24* (0.10)	-0.01 (0.08)	0.05 (0.05)
Charisma (Firm A)	0.17 (0.11)	0.14 (0.11)		
Social Identity (Firm A)	0.09 (0.10)	0.05 (0.10)		
Generic (DNC)	0.06 (0.10)	0.02 (0.11)	-0.11 (0.08)	
Performance (Firm B)	0.19 (0.11)	0.11 (0.11)		0.06 (0.05)
Charisma (Firm B)	0.07 (0.10)	0.19 (0.11)		0.05 (0.05)
Social Identity (Firm B)	0.11 (0.10)	0.17 (0.10)		0.09* (0.05)
Issues (Firm B, version 1)	0.13 (0.11)	0.08 (0.11)	0.03 (0.08)	0.02 (0.05)
Issues (Firm B, version 2)	0.18 (0.11)	0.16 (0.11)	0.01 (0.09)	0.04 (0.05)
Issues (Firm B, version 3)			-0.13 (0.08)	0.09 (0.05)
Negative Partisanship				0.11* (0.05)
Num. obs.	1145	1151	1112	4010

\*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \* $p < 0.05$ .

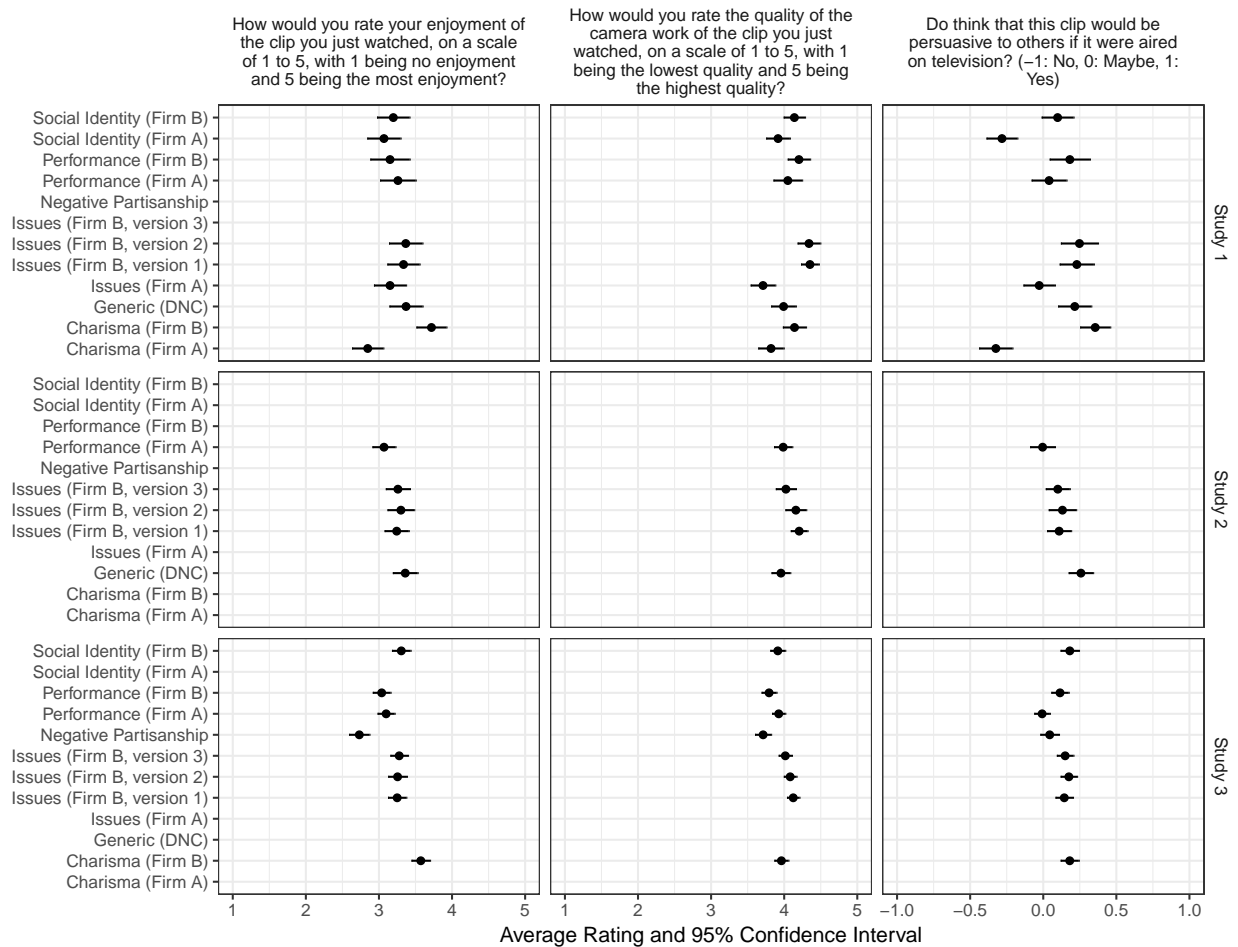
HC2 robust standard errors are in parentheses.

Regressions control for seven-point party ID using the Lin (2013) adjustment.

## B Assessments of videos

After subjects were exposed to the treatment videos, we asked three questions immediately post-treatment about the videos themselves. We asked if subjects enjoyed the video, if they thought the quality of the camera work was high and if they thought the clip would be persuasive to others. The average ratings are presented in Figure B.1.

Figure B.1: Video Assessments



## C Treatments

### Issues (Firm A)

Audio	Video
Why would someone become a Democrat?	Fighting climate change More affordable college Protecting Planned Parenthood Protecting all your health care Raising the minimum wage Letting people love who they love Letting people be who they are
Democrats are right on the issues that matter	
<a href="https://youtu.be/Wn3fjL7Ict0">https://youtu.be/Wn3fjL7Ict0</a>	

### Performance (Firm A)

Audio	Video
Why would someone become a Democrat?	
Democrats build a safety net	FDR
Democrats challenge us to be greater	JFK
And build a greater society.	LBJ
Democrats make America honest again.	Jimmy Carter
Build bridges to the future,	Bill Clinton
And, oh yeah, put more money in our pockets.	Barack Obama
	Positive economic growth chart
Democrats just do better for us.	
<a href="https://youtu.be/x4i0Ddq1r_A">https://youtu.be/x4i0Ddq1r_A</a>	

### Charisma (Firm A)

Audio	Video
Why would someone become a Democrat?	
	JFK hanging with the Rat Pack Bill Clinton playing the saxophone Barack Obama sings Al Green Bernie Sanders and bird Michelle Obama dancing on Ellen Democrats get it.
<a href="https://youtu.be/2tKjcYY1IZg">https://youtu.be/2tKjcYY1IZg</a>	



Social Identity (Firm A)

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Audio	Video
Why would someone become a Democrat?	Montage of dozens of diverse faces, each labelled "Democrat"
People like you are Democrats.	

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<https://youtu.be/sirgS-7etD0>

Generic (DNC)

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Audio

Video

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For decades, Democrats have fought on behalf of the notion that anyone from any walk of life should have a fair shot at achieving their hopes and aspirations

We're the party of the American Dream and America's Dreamers.

Democrats are the party of "good trouble" and "sí se puede"

From Selma to Stonewall, we've taken to the streets for the cause of equal rights.

Because every American deserves basic fairness, No matter an individual's gender, faith, race, who they are or who they love.

We're the party of clean air and water.

And we're never going to stop fighting for the world we leave our kids.

We're the party of common sense gun violence solutions because this epidemic has go to end.

Democrats are the party of reproductive health because women, not politicians, should be in charge of their own bodies.

We're the party of Medicare and Social Security.

And our fight for the wellbeing of American's didn't stop at the desk of LBJ.

Generations later, we're fighting for the Affordable Care Act because no family should have to choose between going to the grocery store or going to the doctor, paying for food or paying for cancer treatment.

We're the party of the New Deal and the economic recovery.

Because we know in our hearts that if you work hard and play by the rules, anyone ought to be able to get ahead.

Democrats know that our nation is stronger when we have an economy that grows paychecks, creates good-paying jobs, and gives regular folks a chance to succeed.

We know from our history the power of ordinary people to affect extraordinary change. And we're ready to affect extraordinary change like never before.

We are Democrats.

Performance (Firm B)

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Audio	Video
Emotional, crescendo music. MILLENNIAL MALE V/O: Republicans are entitled to their own opinions, but NOT to their own facts.  And the fact is this: since World War II, the economy does much better when Democrats are in the White House.  Democrats have created 25 million more jobs than Republicans. The economy grows significantly more under Democrats. And on the flip side, unemployment is higher under Republicans.  Facts are stubborn, and when it comes to our economy, theres only one party with a proven record of success.  One party that keeps Wall Street banks in check. One party responsible enough to lead our future. The Democratic Party our party.	Compelling slow-motion footage and stills.  Time-lapse footage of Wall Street, Suburban highway loop.  Chart that shows economic growth since World War II begins to animate in from the right based on presidencies. Democrats are in blue, Republicans in red. TEXT above that says “economic growth since WWII”  Democrats: 25 million more jobs  Democrats: 44% more growth  Republicans: 18% more unemployed  Blue bars merge on the left, red bars merge on the right. Red bars disappear and blue bars move into the center. The text “25 million more jobs” and “44% more growth” appear.  Democratic Party logo

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<https://youtu.be/Ez-Ud4biibk>

Charisma (Firm B)

Audio	Video
<p>Emotional, crescendo music.</p> <p>FDR V/O: My fellow Americans – let my assert my firm belief ...</p> <p>That the only thing we have to fear is fear itself.</p> <p>JFK V/O: Ask not – what your country can do for you ...</p> <p>Ask what you can do for your country.</p> <p>LBJ V/O: And if our efforts continue, and if our will is strong ...</p> <p>And if – courage remains our constant companion, I am confident ...</p> <p>We shall overcome.</p> <p>Obama V/O: Do we participate in a politics of cynicism, or do we participate in a politics of hope?</p> <p>It’s the hope of slaves sitting around a fire singing freedom songs.</p> <p>The hope of immigrants setting out from distant shores.</p> <p>The hope of a skinny kid with a funny name who believes that America has a place for him too.</p> <p>Hope, hope in the face of uncertainty, hope in the face of difficulty, the audacity of hope.</p>	<p>Compelling animation of footage and stills. Montage of FDR’s inaugural speech with images of WPA, Great Depression, Social Security.</p> <p>Montage of JFK’s inaugural speech with images of the Peace Corps, Space Race, and meeting with civil rights leaders.</p> <p>Montage of LBJ’s We Shall Overcome speech with images of Medicare, War on Poverty, Civil Rights Act, with MLK and Rosa Parks.</p> <p>Montage of Obamas 2004 speech with images of Douglass and Tubman, immigrants, Statue of Liberty, ACA, Rainbow White House, and Selma group photo.</p> <p>Democratic Party logo</p>
<p><a href="https://youtu.be/https://youtu.be/lkyxIPQxFPY">https://youtu.be/https://youtu.be/lkyxIPQxFPY</a></p>	

## Social Identity (Firm B)

Audio	Video
Emotional, crescendo music.	Compelling slow-motion footage and stills.
They don't want to share America with us.	B&W slow-motion shots or stills of white men in MAGA hats.
They never have.	Archival jump to segregationist rally from the 1960's.
But our purpose is not about them. It's to fulfill the dreams of our people.	Portraits of diverse Americans
We are all colors, all creeds, all genders. What unites us is our belief that out of many, we are one. That America is more than just a country, it is an idea.	Shot of multicultural kids doing the Pledge of Allegiance
Our purpose is to live the American Dream the best way we know how...	A portrait of a young white man with a hard-hat job.
...And to make it real for future generations.	Shot of an interracial family with their child.
Theres only one party that fights for everyone.	Shot of a photo of multicultural crowds cheering at a recent DNC convention.
One party that looks towards the future.	Shot of Obama shaking hands at a rally.
One party - that loves us all.	Portrait shot of a young ethnically ambiguous child smiling, with her hand out stretched towards the camera.
The Democratic Party. Our Party.	Democratic Party logo
<a href="https://youtu.be/030wZjbfbHQ">https://youtu.be/030wZjbfbHQ</a>	

Issues (Firm B, version 1)

Audio	Video
Energetic, declarative music.	Montage of issues-driven photos and footage.
Some issues are not up for debate.	Text animation
The climate is changing.	A shot of two hurricanes about to hit the US.
We get to choose who we love.	Footage of two men holding hands, walking.
Weapons of war should be illegal.	
And we should all be treated as equals because we were born that way.	Shot of multicultural kids playing, and then looking at the camera.
There's only one party that fights for these issues.	Shot of a DNC convention.
Democrats are fighting climate change across America.	Footage of windmills and solar panels.
Standing up for marriage equality from the Supreme Court to City Hall.	Edie Windsor and others on the steps of the Supreme Court.
Passing legislation that keeps our children safe.	
And protecting our rights in the workplace, at the voting booth, and at home.	Protesting for the right to vote, for labor rights.
There's only one party that stands up for what we believe in.	Footage of multicultural people at a recent DNC convention.
One party that fights for what's right.	
The Democratic Party. Our Party.	Democratic Party logo

[https://youtu.be/Lb\\_QrkywjNY](https://youtu.be/Lb_QrkywjNY)

Issues (Firm B, version 2)

Audio	Video
Energetic, declarative music.	Montage of issues-driven photos and footage.
Some issues are not up for debate.	Text animation
The climate is changing.	A shot of two hurricanes about to hit the US.
We get to choose who we love.	Footage of two men holding hands, walking.
Prison should only be for violent criminals, not drug offenders.	Families reunited after release from prison.
And we should all be treated as equals because we were born that way.	Shot of multicultural kids playing, and then looking at the camera.
There's only one party that fights for these issues.	Shot of a DNC convention.
Democrats are fighting climate change across America.	Footage of windmills and solar panels.
Standing up for marriage equality from the Supreme Court to City Hall.	Edie Windsor and others on the steps of the Supreme Court.
Leading campaigns to end the criminalization of marijuana...	Stores selling marijuana.
And protecting our rights in the workplace, at the voting booth, and at home.	Protesting for the right to vote, for labor rights.
There's only one party that stands up for what we believe in.	Footage of multicultural people at a recent DNC convention.
One party that fights for what's right.	
The Democratic Party. Our Party.	Democratic Party logo

<https://youtu.be/Yy7nffACvr8>

Issues (Firm B, version 3)

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Audio	Video
Energetic, declarative music.	Montage of issues-driven photos and footage.
Some issues are not up for debate.	Text animation
The climate is changing.	A shot of two hurricanes about to hit the US.
We get to choose who we love.	Footage of two men holding hands, walking.
And we should all be treated as equals because we were born that way.	Shot of multicultural kids playing, and then looking at the camera.
There's only one party that fights for these issues.	Shot of a DNC convention.
Democrats are fighting climate change across America.	Footage of windmills and solar panels.
Standing up for marriage equality from the Supreme Court to City Hall.	Edie Windsor and others on the steps of the Supreme Court.
And protecting our rights in the workplace, at the voting booth, and at home.	Protesting for the right to vote, for labor rights.
There's only one party that stands up for what we believe in.	Footage of multicultural people at a recent DNC convention.
One party that fights for what's right.	
The Democratic Party. Our Party.	Democratic Party logo

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<https://youtu.be/QB9Y5mfZhP8>



Negative Partisanship (Firm B)

Audio	Video
The Republican Party isn't a party anymore.	Animation. GOP Elephant icon. Panning from right to left.
Its a cult that worships one man - Donald Trump.	When the pan gets to the front of the elephant, it has a Trump wig, and the face turns into Trump.
Republicans used to believe in a balanced budget.	Text animate the words "balanced budget" over the debt clock.
Now, they give handouts to lobbyists and tax cuts to corporations.	The words "lobbyist handouts" and "corporate tax cuts" fall onto the screen with money flying. Wall St. sign behind it.
Republicans used to believe in leading the free world.	Image of Reagan at the Berlin Wall, text animate the words "leading the free world."
Now, they defend dictators and attack our allies.	Switch to Trump shaking hands with Putin, and then G7 photo.
Republicans used to claim family values.	Text animate the words "family values." Church-related visual in backdrop.
Now, they split up families at the border, and defend Trumps affairs with pornstars.	Switch to little girl crying at the border, and then photos of Trump with blonde pornstars.
The Republican Party - isn't a party anymore.	Text animate the words "The Republican Party isn't a party anymore."
It's a cult for bigots and billionaires.	Photos of unsavory people pop up and overwhelm the screen. Trump, his sons, Hannity, Bannon, Kochs, etc.
Theres only one party that stands up for us.	Switch to b-roll that's been used already for previous ads.
One party that holds Trump accountable.	Women's March footage.
One party - that fights for love - and decency.	Family/diversity-oriented b-roll.
The Democratic Party.	Democratic Party logo.

<https://youtu.be/a00rh48Wg74>

## D Survey Instruments

### D.1 Wave 1 Survey items

- How old are you? [Under 18, 18 - 24, 25 - 34, 35 - 44, 45 - 54, 55 - 64, 65 or over, (I am over 18, but I prefer not to say how old)]
- When it comes to politics do you usually think of yourself as liberal, moderate, or conservative, or haven't you thought much about this? [Liberal, Moderate, Conservative, Haven't thought much about this]
- What is your gender? [Male, Female, Other / Prefer not to say]
- What is the highest level of education you have completed? [Less than high school, High School/GED, Some College, 4-year College Degree, Graduate School]
- What is your race/ethnicity [White, non Hispanic, African-American, Hispanic, Asian or Pacific Islander, Native American, Other, Prefer not to say]
- (Study 2 Only) Please describe how often you attend religious services: [Never, A few times a year, Once or twice a month, Once a week, More than once a week]
- Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all? [Most of the time, Some of the time, Only now and then, Hardly at all]
- Which political office does PAUL RYAN currently hold?
- Which political office does THERESA MAY currently hold?
- Which political office does JOHN ROBERTS currently hold?
- Which party has the most members in the House of Representatives? [Democrats, Republicans, I don't know]
- Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what? [Republican, Democrat, Independent, Other ]
  - (If Republican) Would you call yourself a strong Republican or a not very strong Republican? [Strong, Not very strong]
  - (If Democrat) Would you call yourself a strong Democrat or a not very strong Democrat? [Strong, Not very strong]
  - (If neither) Do you think of yourself as closer to the Republican or Democratic party? [Republican, Democratic, Neither]
- (Study 2 Only) On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Republican party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]

- (Study 2 Only) On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Democratic party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]
- (Study 2 Only) If the 2018 midterm elections were held today, would you want to see the Republican or Democratic Party win control of the House of Representatives? [The Republican Party, The Democratic Party]
- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person.
  - The Democratic Party
  - The Republican Party
  - Gays and Lesbians
  - Atheists
  - Muslims
  - Wall Street Bankers
  - Police
  - Refugees
  - Socialists
- For each of the areas below, should federal spending be increased, decreased, or kept about the same?
  - Tightening border security to prevent illegal immigration
  - Foreign aid
  - Dealing with crime
  - Social Security
  - Fighting climate change
  - War on terrorism
  - Health care
- (Study 2 only) On a scale from 1 to 10, where '10' represents a description that is perfect for you, and '1' a description that is totally wrong for you, how well do each of the following describe you?
  - A Republican
  - A Democrat
  - A Southerner
  - An environmentalist
  - A feminist
  - An evangelical Christian

## D.2 Wave 2 Survey items

All questions asked post-treatment.

- How would you rate your enjoyment of the clip you just watched, on a scale of 1 to 5, with 1 being no enjoyment and 5 being the most enjoyment? [1 - did not enjoy the clip, 2, 3, 4, 5 - enjoyed the clip very much]
- How would you rate the quality of the camera work of the clip you just watched, on a scale of 1 to 5, with 1 being the lowest quality and 5 being the highest quality? [1 - Low Quality, 2, 3, 4, 5 - High Quality]
- Do think that this clip would be persuasive to others if it were aired on television? [No, not persuasive, Maybe, somewhat persuasive, Yes, persuasive]
- Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all? [Most of the time, Some of the time, Only now and then, Hardly at all]
- Do you support or oppose requiring background checks for all gun buyers? [Support, Oppose, No opinion]
- Do you think it is too easy to buy a gun in the US today, too difficult to buy a gun in the US today, or about right? [Too easy, Too difficult, About right]
- Do you think Congress is doing enough to reduce gun violence or do you think Congress needs to do more to reduce gun violence? [Congress is doing enough to reduce gun violence, Congress needs to do more to reduce gun violence, No opinion]
- Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what? [Republican, Democrat, Independent, Other ]
  - (If Republican) Would you call yourself a strong Republican or a not very strong Republican? [Strong, Not very strong]
  - (If Democrat) Would you call yourself a strong Democrat or a not very strong Democrat? [Strong, Not very strong]
  - (If neither) Do you think of yourself as closer to the Republican or Democratic party? [Republican, Democratic, Neither]
- On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Republican party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]
- On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Democratic party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]
- (Study 2 only) On a scale from 1 to 10, where '10' represents a description that is perfect for you, and '1' a description that is totally wrong for you, how well do each of the following describe you?
  - A Republican

- A Democrat
  - A Southerner
  - An environmentalist
  - A feminist
  - An evangelical Christian
- If the 2018 midterm elections were held today, would you want to see the Republican or Democratic Party win control of the House of Representatives? [The Republican Party, The Democratic Party]
- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person.
    - Hillary Clinton
    - Barack Obama
    - Bernie Sanders
    - Donald Trump
    - Ivanka Trump
    - Paul Ryan
    - Mitt Romney
    - Mike Pence
    - Joe Biden
- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the group. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the group and that you don't care too much for that group. You would rate the group at the 50 degree mark if you don't feel particularly warm or cold toward the group.
    - The Democratic Party
    - The Republican Party
    - The National Rifle Association
    - Black Lives Matter
    - Planned Parenthood
    - The American Civil Liberties Union
- How would you react if an immediate family member were to marry a Republican? [I would be happy, I would be unhappy, It doesn't matter]
  - How would you react if an immediate family member were to marry a Democrat? [I would be happy, I would be unhappy, It doesn't matter]

- As we head into the midterm elections, there is a lot of talk about the nation's political parties and the groups that support them. For each of the following groups below, please tell us whether each group seems like supporters of the Republican Party or the Democratic Party.

- Union members
- Business executives
- African-Americans
- Women
- Environmentalists
- Christian Conservatives
- Latinos / Hispanics
- Asian-Americans

### D.3 Wave 3 Survey items

- Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all? [Most of the time, Some of the time, Only now and then, Hardly at all]
- Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what? [Republican, Democrat, Independent, Other]
  - (If Republican) Would you call yourself a strong Republican or a not very strong Republican? [Strong, Not very strong]
  - (If Democrat) Would you call yourself a strong Democrat or a not very strong Democrat? [Strong, Not very strong]
  - (If neither) Do you think of yourself as closer to the Republican or Democratic party? [Republican, Democratic, Neither]
- (Study 1 only) Where would you place yourself on this scale? [I prefer the Democrats, I am basically independent but lean toward the Democrats, I am independent, I have no preference for either party, I am basically independent but lean toward the Republicans, I prefer the Republicans, I strongly prefer the Republicans]
- On a scale from 1 to 10, where '10' represents a description that is perfect for you, and '1' a description that is totally wrong for you, how well do each of the following describe you?
  - A Republican
  - A Democrat
  - A Southerner
  - An environmentalist
  - A feminist
  - An evangelical Christian
- On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Republican party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]
- On a scale from 1 to 7, with 1 being the least favorable and 7 being the most favorable, how would you rate the Democratic party? [1 – Least Favorable, 2, 3, 4, 5, 6, 7 – Most Favorable]
- If the 2018 midterm elections were held today, would you want to see the Republican or Democratic Party win control of the House of Representatives? [The Republican Party, The Democratic Party]
- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person.
  - Hillary Clinton

- Barack Obama
  - Bernie Sanders
  - Donald Trump
  - Ivanka Trump
  - Paul Ryan
  - Mitt Romney
  - Mike Pence
  - Joe Biden
- Please use the sliders to indicate how warm or favorably you feel towards these groups. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the group. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the group and that you don't care too much for that group. You would rate the group at the 50 degree mark if you don't feel particularly warm or cold toward the group.
    - The Democratic Party
    - The Republican Party
    - The National Rifle Association
    - Black Lives Matter
    - Planned Parenthood
    - The American Civil Liberties Union
  - How would you react if an immediate family member were to marry a Republican? [I would be happy, I would be unhappy, It doesn't matter]
  - How would you react if an immediate family member were to marry a Democrat? [I would be happy, I would be unhappy, It doesn't matter]
  - As we head into the midterm elections, there is a lot of talk about the nation's political parties and the groups that support them. For each of the following groups below, please tell us whether each group seems like supporters of the Republican Party or the Democratic Party.
    - Union members
    - Business executives
    - African-Americans
    - Women
    - Environmentalists
    - Christian Conservatives
    - Latinos / Hispanics
    - Asian-Americans



- (Study 2 only) There is always discussion about what issues the nation’s political parties support. For each of the following issues below, please tell us whether you agree with the position of the Republican Party or the Democratic Party. [Strongly agree with the Democrats, Agree with the Democrats, Somewhat agree with the Democrats, Don’t agree with either party, Somewhat agree with the Republicans, Agree with the Republicans, Strongly Agree with the Republicans]
  - Gun control
  - Immigration
  - Trade
  - Abortion
  - Taxes
  - The environment
  - Foreign policy
  - Gay rights
  - Civil rights
- (Study 2 only) The nation’s political parties have strengths and weaknesses. For each of the following items below, please tell us whether you think it is a strength of the Democrats or the Republicans. [This is a strength of the Democrats, This is not a strength of either party, This is a strength of the Republicans]
  - Keeping a balanced budget
  - Combatting corruption in government
  - Standing up for America in the world
  - Growing the economy
  - Uniting the country
  - Representing American values abroad
  - Representing American values at home
- Under Donald Trump, Republican policy shifted from jailing families that were caught illegally crossing the Mexican border to separating parents and children, putting children into custody while parents await trial. In this photo, for example, a child is crying at the border after being separated from her mother. To what extent did you follow news coverage of this change in policy? [Not at all closely, Not too closely, Fairly closely, Very closely]
- (Study 1 only) Do you support or oppose requiring background checks for all gun buyers? [Support, Oppose, No opinion]
- (Study 1 only) Do you think it is too easy to buy a gun in the US today, too difficult to buy a gun in the US today, or about right? [Too easy, Too difficult, About right]
- (Study 1 only) Do you think Congress is doing enough to reduce gun violence or do you think Congress needs to do more to reduce gun violence? [Congress is doing enough to reduce gun violence, Congress needs to do more to reduce gun violence, No opinion]

## E Attrition

In study 1, of the 1,329 subjects who took part in the experiment, 1,154 returned for the wave 3 survey, for an 87% recontact rate. In study 2, 1,138 of 1,359 returned for wave 3, for an 84% recontact rate. In the main text, we make the assumption that whether or not subjects return for wave 3 is independent of treatment assignment, i.e., that all subjects who respond in Wave three are so-called “Always-Reporters” (Gerber and Green, 2012, chp. 7). In this section, we partially defend that assumption with regressions that predict missingness from the treatment assignment. All coefficient estimates are nonsignificant, as is the F-test of the joint hypothesis that the set of treatment condition indicators affect reporting. On this basis, we conclude that the Always-Reporters assumption is plausible.

Table E.6

	Responded in Wave 3	
	(1)	(2)
Issues (Firm A)	-0.007 (0.040)	
Performance (Firm A)	0.014 (0.043)	0.036 (0.033)
Charisma (Firm A)	-0.047 (0.046)	
Social Identity (Firm A)	0.002 (0.041)	
Generic (DNC)	-0.020 (0.044)	0.011 (0.034)
Performance (Firm B)	-0.003 (0.044)	
Charisma (Firm B)	0.007 (0.040)	
Social Identity (Firm B)	-0.061 (0.046)	
Issues (Firm B, version 1)	0.010 (0.041)	-0.020 (0.035)
Issues (Firm B, version 2)	0.023 (0.041)	-0.011 (0.036)
Issues (Firm B, version 3)		-0.022 (0.036)
Negative Partisanship	0.876*** (0.029)	0.837*** (0.025)
	Study 1	Study 2
N	1,329	1,359
F Statistic	0.690 (df = 10; 1318)	0.803 (df = 5; 1353)

\*p < .1; \*\*p < .05; \*\*\*p < .01

HC2 robust standard errors are in parentheses.

## References

Gerber, Alan S., and Donald P. Green. 2012. *Field Experiments: Design, Analysis, and Interpretation*. New York: W.W. Norton.