

Appendix for: The Perils of Self-Assessed Attitude Change

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A Numerical tables for directional estimates

For each topic and self-report measure, Table A.1 lists the percentage of Democrats and Republicans reporting that the information made them more supportive, less supportive, and the difference between these quantities. The table's final column reports the difference-in-differences. All cell entries were computed by OLS regression with HC2 robust standard errors.

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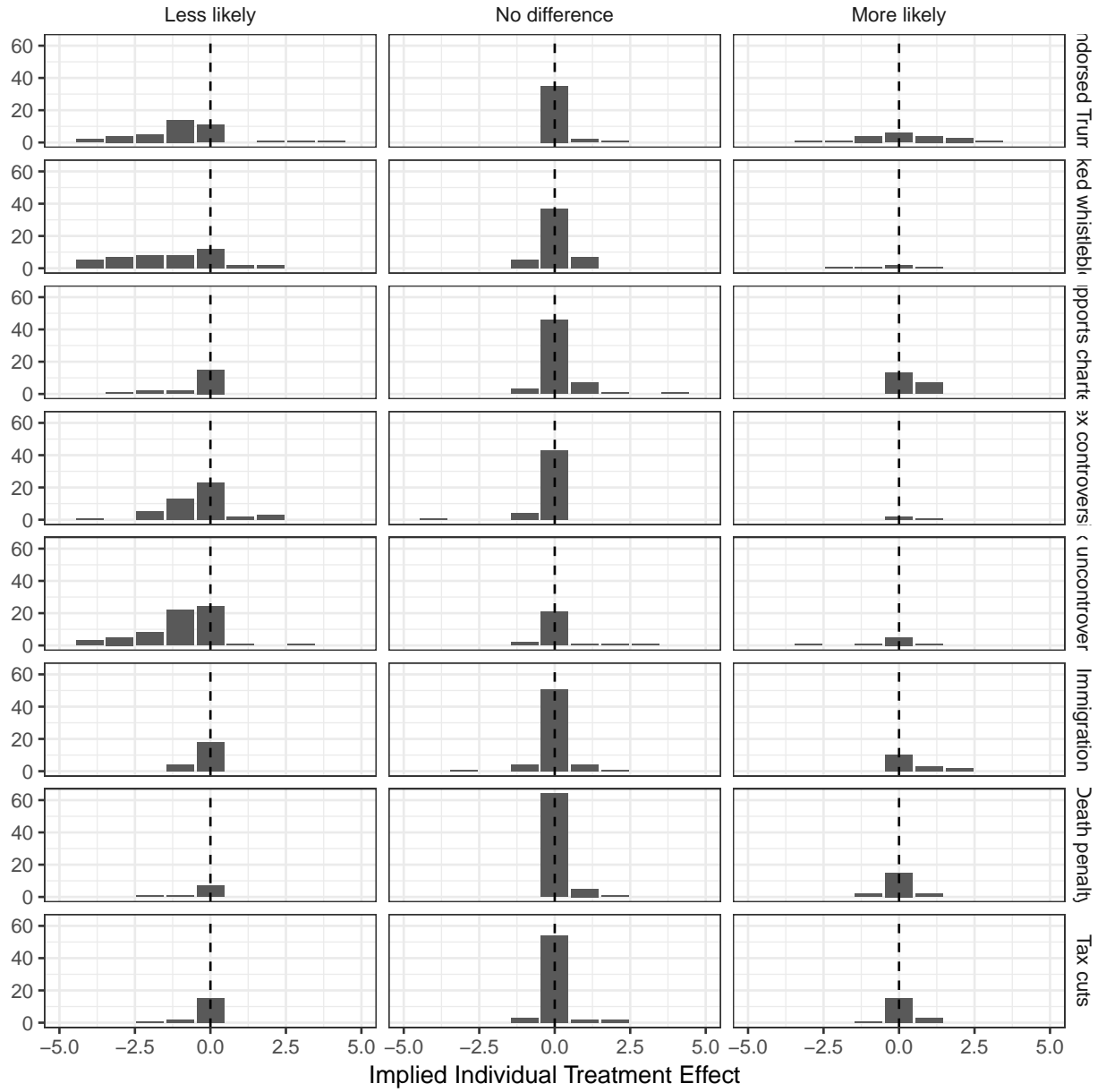
Table A.1: Change Variable by Topic, Measure, and Party

Topic	Measure	Democrats			Republicans			Diff-in-diff
		More	Less	Diff	More	Less	Diff	
Endorsed Trump	Direction (no anchor)	6.1 (3.5)	83.7 (5.3)	-77.6 (7.9)	59.5 (8.2)	5.4 (3.8)	54.1 (10.0)	-131.6 (12.7)
Endorsed Trump	Direction (Y0 anchor)	7.7 (3.7)	69.2 (6.5)	-61.5 (8.8)	60.0 (8.4)	11.4 (5.5)	48.6 (11.9)	-110.1 (14.7)
Endorsed Trump	Direction (Y0 first)	9.8 (4.2)	66.7 (6.7)	-56.9 (9.4)	55.2 (9.4)	0.0 (0.0)	55.2 (9.4)	-112.0 (13.3)
Endorsed Trump	Direction (Y1 anchor)	2.2 (2.2)	75.6 (6.5)	-73.3 (7.4)	32.6 (7.0)	21.7 (6.1)	10.9 (10.9)	-84.2 (13.1)
Endorsed Trump	Direction (Y0 & Y1 anchor)	7.0 (3.9)	67.4 (7.2)	-60.5 (9.5)	48.6 (8.6)	8.6 (4.8)	40.0 (11.0)	-100.5 (14.5)
Endorsed Trump	Both POs (Y0 first)	7.0 (3.4)	57.9 (6.6)	-50.9 (8.3)	22.6 (7.6)	19.4 (7.2)	3.2 (11.8)	-54.1 (14.5)
Endorsed Trump	Both POs (simultaneous)	16.3 (5.3)	38.8 (7.0)	-22.4 (10.2)	20.0 (6.9)	14.3 (6.0)	5.7 (10.0)	-28.2 (14.3)
Endorsed Trump	Both POs (Y1 first)	11.9 (5.1)	40.5 (7.7)	-28.6 (10.4)	12.5 (5.3)	22.5 (6.7)	-10.0 (9.3)	-18.6 (14.0)
Blocked whistleblower	Direction (no anchor)	24.5 (6.2)	44.9 (7.2)	-20.4 (11.7)	2.7 (2.7)	59.5 (8.2)	-56.8 (9.1)	36.3 (14.8)
Blocked whistleblower	Direction (Y0 anchor)	9.6 (4.1)	51.9 (7.0)	-42.3 (9.3)	17.1 (6.5)	48.6 (8.6)	-31.4 (12.8)	-10.9 (15.8)
Blocked whistleblower	Direction (Y0 first)	19.6 (5.6)	47.1 (7.1)	-27.5 (10.9)	6.9 (4.8)	44.8 (9.4)	-37.9 (11.5)	10.5 (15.9)
Blocked whistleblower	Direction (Y1 anchor)	11.1 (4.7)	51.1 (7.5)	-40.0 (10.2)	6.5 (3.7)	37.0 (7.2)	-30.4 (8.7)	-9.6 (13.5)
Blocked whistleblower	Direction (Y0 & Y1 anchor)	4.7 (3.2)	55.8 (7.7)	-51.2 (9.0)	5.7 (4.0)	34.3 (8.1)	-28.6 (9.7)	-22.6 (13.2)
Blocked whistleblower	Both POs (Y0 first)	12.3 (4.4)	50.9 (6.7)	-38.6 (9.3)	9.7 (5.4)	48.4 (9.1)	-38.7 (12.0)	0.1 (15.2)
Blocked whistleblower	Both POs (simultaneous)	14.3 (5.1)	44.9 (7.2)	-30.6 (10.2)	11.4 (5.5)	34.3 (8.1)	-22.9 (10.9)	-7.8 (14.9)
Blocked whistleblower	Both POs (Y1 first)	14.3 (5.5)	35.7 (7.5)	-21.4 (10.5)	17.5 (6.1)	15.0 (5.7)	2.5 (9.1)	-23.9 (13.9)
Supports charters	Direction (no anchor)	18.4 (5.6)	46.9 (7.2)	-28.6 (10.9)	54.1 (8.3)	13.5 (5.7)	40.5 (11.9)	-69.1 (16.2)
Supports charters	Direction (Y0 anchor)	11.5 (4.5)	46.2 (7.0)	-34.6 (9.5)	31.4 (8.0)	22.9 (7.2)	8.6 (12.6)	-43.2 (15.7)
Supports charters	Direction (Y0 first)	19.6 (5.6)	35.3 (6.8)	-15.7 (10.2)	41.4 (9.3)	13.8 (6.5)	27.6 (13.0)	-43.3 (16.6)
Supports charters	Direction (Y1 anchor)	17.8 (5.8)	37.8 (7.3)	-20.0 (10.8)	41.3 (7.3)	13.0 (5.0)	28.3 (10.2)	-48.3 (14.8)
Supports charters	Direction (Y0 & Y1 anchor)	9.3 (4.5)	41.9 (7.6)	-32.6 (9.8)	37.1 (8.3)	2.9 (2.9)	34.3 (9.1)	-66.8 (13.4)
Supports charters	Both POs (Y0 first)	21.1 (5.4)	21.1 (5.4)	0.0 (8.7)	16.1 (6.7)	29.0 (8.3)	-12.9 (12.0)	12.9 (14.8)
Supports charters	Both POs (simultaneous)	16.3 (5.3)	10.2 (4.4)	6.1 (7.4)	22.9 (7.2)	14.3 (6.0)	8.6 (10.3)	-2.4 (12.7)
Supports charters	Both POs (Y1 first)	7.1 (4.0)	16.7 (5.8)	-9.5 (7.5)	22.5 (6.7)	17.5 (6.1)	5.0 (10.1)	-14.5 (12.6)
Sex controversial	Direction (no anchor)	2.0 (2.0)	89.8 (4.4)	-87.8 (5.6)	18.9 (6.5)	24.3 (7.2)	-5.4 (10.9)	-82.3 (12.3)
Sex controversial	Direction (Y0 anchor)	3.8 (2.7)	80.8 (5.5)	-76.9 (7.1)	17.1 (6.5)	37.1 (8.3)	-20.0 (12.2)	-56.9 (14.1)
Sex controversial	Direction (Y0 first)	7.8 (3.8)	64.7 (6.8)	-56.9 (9.0)	24.1 (8.1)	24.1 (8.1)	0.0 (13.1)	-56.9 (15.9)
Sex controversial	Direction (Y1 anchor)	2.2 (2.2)	62.2 (7.3)	-60.0 (8.0)	8.7 (4.2)	39.1 (7.3)	-30.4 (9.3)	-29.6 (12.3)
Sex controversial	Direction (Y0 & Y1 anchor)	0.0 (0.0)	58.1 (7.6)	-58.1 (7.6)	8.6 (4.8)	42.9 (8.5)	-34.3 (10.8)	-23.9 (13.2)
Sex controversial	Both POs (Y0 first)	8.8 (3.8)	29.8 (6.1)	-21.1 (7.8)	12.9 (6.1)	54.8 (9.1)	-41.9 (12.9)	20.9 (15.1)
Sex controversial	Both POs (simultaneous)	16.3 (5.3)	24.5 (6.2)	-8.2 (9.1)	8.6 (4.8)	40.0 (8.4)	-31.4 (10.7)	23.3 (14.1)
Sex controversial	Both POs (Y1 first)	4.8 (3.3)	19.0 (6.1)	-14.3 (7.3)	5.0 (3.5)	55.0 (8.0)	-50.0 (9.5)	35.7 (12.0)
Sex uncontroversial	Direction (no anchor)	0.0 (0.0)	81.6 (5.6)	-81.6 (5.6)	5.4 (3.8)	73.0 (7.4)	-67.6 (9.5)	-14.1 (11.1)
Sex uncontroversial	Direction (Y0 anchor)	3.8 (2.7)	75.0 (6.1)	-71.2 (7.4)	5.7 (4.0)	65.7 (8.1)	-60.0 (10.2)	-11.2 (12.6)
Sex uncontroversial	Direction (Y0 first)	7.8 (3.8)	74.5 (6.2)	-66.7 (8.7)	6.9 (4.8)	72.4 (8.4)	-65.5 (11.4)	-1.1 (14.3)
Sex uncontroversial	Direction (Y1 anchor)	2.2 (2.2)	68.9 (7.0)	-66.7 (7.8)	8.7 (4.2)	60.9 (7.3)	-52.2 (9.7)	-14.5 (12.4)
Sex uncontroversial	Direction (Y0 & Y1 anchor)	9.3 (4.5)	74.4 (6.7)	-65.1 (9.9)	5.7 (4.0)	57.1 (8.5)	-51.4 (10.3)	-13.7 (14.3)
Sex uncontroversial	Both POs (Y0 first)	8.8 (3.8)	70.2 (6.1)	-61.4 (8.6)	0.0 (0.0)	71.0 (8.3)	-71.0 (8.3)	9.6 (11.9)
Sex uncontroversial	Both POs (simultaneous)	6.1 (3.5)	42.9 (7.1)	-36.7 (8.6)	8.6 (4.8)	25.7 (7.5)	-17.1 (9.6)	-19.6 (12.9)
Sex uncontroversial	Both POs (Y1 first)	11.9 (5.1)	40.5 (7.7)	-28.6 (10.4)	10.0 (4.8)	47.5 (8.0)	-37.5 (10.6)	8.9 (14.8)
Immigration	Direction (no anchor)	22.4 (6.0)	16.3 (5.3)	6.1 (8.9)	10.8 (5.2)	45.9 (8.3)	-35.1 (11.1)	41.3 (14.3)
Immigration	Direction (Y0 anchor)	17.3 (5.3)	9.6 (4.1)	7.7 (7.2)	5.7 (4.0)	37.1 (8.3)	-31.4 (9.8)	39.1 (12.2)
Immigration	Direction (Y0 first)	27.5 (6.3)	15.7 (5.1)	11.8 (9.1)	6.9 (4.8)	41.4 (9.3)	-34.5 (11.4)	46.2 (14.6)
Immigration	Direction (Y1 anchor)	17.8 (5.8)	11.1 (4.7)	6.7 (8.0)	15.2 (5.4)	30.4 (6.9)	-15.2 (9.8)	21.9 (12.7)
Immigration	Direction (Y0 & Y1 anchor)	20.9 (6.3)	11.6 (4.9)	9.3 (8.7)	11.4 (5.5)	37.1 (8.3)	-25.7 (11.1)	35.0 (14.1)
Immigration	Both POs (Y0 first)	14.0 (4.6)	15.8 (4.9)	-1.8 (7.3)	22.6 (7.6)	12.9 (6.1)	9.7 (10.7)	-11.4 (13.0)
Immigration	Both POs (simultaneous)	10.2 (4.4)	16.3 (5.3)	-6.1 (7.4)	11.4 (5.5)	11.4 (5.5)	0.0 (8.2)	-6.1 (11.0)
Immigration	Both POs (Y1 first)	7.1 (4.0)	7.1 (4.0)	0.0 (5.9)	12.5 (5.3)	20.0 (6.4)	-7.5 (9.0)	7.5 (10.8)
Death penalty	Direction (no anchor)	8.2 (4.0)	32.7 (6.8)	-24.5 (8.5)	24.3 (7.2)	8.1 (4.5)	16.2 (9.1)	-40.7 (12.5)
Death penalty	Direction (Y0 anchor)	13.5 (4.8)	25.0 (6.1)	-11.5 (8.5)	17.1 (6.5)	8.6 (4.8)	8.6 (8.6)	-20.1 (12.1)
Death penalty	Direction (Y0 first)	19.6 (5.6)	21.6 (5.8)	-2.0 (9.1)	27.6 (8.4)	10.3 (5.8)	17.2 (11.2)	-19.2 (14.4)
Death penalty	Direction (Y1 anchor)	8.9 (4.3)	20.0 (6.0)	-11.1 (7.9)	28.3 (6.7)	6.5 (3.7)	21.7 (8.2)	-32.9 (11.4)
Death penalty	Direction (Y0 & Y1 anchor)	14.0 (5.3)	18.6 (6.0)	-4.7 (8.8)	28.6 (7.7)	2.9 (2.9)	25.7 (8.5)	-30.4 (12.2)
Death penalty	Both POs (Y0 first)	14.0 (4.6)	7.0 (3.4)	7.0 (6.1)	6.5 (4.5)	19.4 (7.2)	-12.9 (9.0)	19.9 (10.8)
Death penalty	Both POs (simultaneous)	12.2 (4.7)	14.3 (5.1)	-2.0 (7.4)	17.1 (6.5)	8.6 (4.8)	8.6 (8.6)	-10.6 (11.3)
Death penalty	Both POs (Y1 first)	7.1 (4.0)	7.1 (4.0)	0.0 (5.9)	7.5 (4.2)	15.0 (5.7)	-7.5 (7.5)	7.5 (9.5)
Tax cuts	Direction (no anchor)	12.2 (4.7)	61.2 (7.0)	-49.0 (10.2)	70.3 (7.6)	0.0 (0.0)	70.3 (7.6)	-119.2 (12.7)
Tax cuts	Direction (Y0 anchor)	5.8 (3.3)	44.2 (7.0)	-38.5 (8.3)	54.3 (8.5)	20.0 (6.9)	34.3 (13.6)	-72.7 (15.9)
Tax cuts	Direction (Y0 first)	15.7 (5.1)	29.4 (6.4)	-13.7 (9.3)	55.2 (9.4)	10.3 (5.8)	44.8 (12.7)	-58.6 (15.8)
Tax cuts	Direction (Y1 anchor)	8.9 (4.3)	33.3 (7.1)	-24.4 (9.1)	30.4 (6.9)	8.7 (4.2)	21.7 (8.7)	-46.2 (12.6)
Tax cuts	Direction (Y0 & Y1 anchor)	11.6 (4.9)	30.2 (7.1)	-18.6 (9.6)	25.7 (7.5)	8.6 (4.8)	17.1 (9.6)	-35.7 (13.6)
Tax cuts	Both POs (Y0 first)	14.0 (4.6)	12.3 (4.4)	1.8 (6.9)	25.8 (8.0)	29.0 (8.3)	-3.2 (13.5)	5.0 (15.1)
Tax cuts	Both POs (simultaneous)	20.4 (5.8)	8.2 (4.0)	12.2 (7.5)	11.4 (5.5)	5.7 (4.0)	5.7 (7.0)	6.5 (10.3)
Tax cuts	Both POs (Y1 first)	11.9 (5.1)	7.1 (4.0)	4.8 (6.8)	17.5 (6.1)	17.5 (6.1)	0.0 (9.5)	4.8 (11.6)

B Do subjects give self-consistent answers?

In the *direction (Y0 and Y1 anchor)* condition, subjects are asked for three pieces of information: their $Y_i(0)$, their $Y_i(1)$, and whether the information makes them more, less, or no differently likely to support the candidate or policy. Supposing that the seven-point scale has enough resolution to distinguish meaningful changes (and subjects are paying attention!), then the sign of the difference between $Y_i(1)$ and $Y_i(1)$ should match the sign of the change question. As figure B.1 shows, subjects are *mostly* self-consistent, but the figure provides some evidence of “incorrectly” signed differences in potential outcomes. We speculate that there may be at least two explanations for the inconsistencies. First, all survey questions are subject to some measurement error due to errant mouse clicks or misunderstanding of the question. Second, it is likely that at least some subjects don’t draw an explicit connection between the two counterfactual scenarios they are being asked to consider and how the difference between them logically determines the “change” due to the treatment information.

Figure B.1: Comparison of the “change” answers with the Potential Outcome answers



C Full text of all conditions for candidate mini-experiments

v indicates whether the treatment information is shown on the first slide.

z is for all other differences in treatment.

Survey questions are italicized.

C.1 Candidate mini-experiment 1

Experiment - control

z=0, v=0

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Experiment - treatment

z=0, v=1

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

In the 2016 election, Kelly endorsed Donald Trump for president.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - simultaneous

z=2, v=1

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

In the 2016 election, Kelly endorsed Donald Trump for president.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Kelly endorsed Donald Trump. If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y0 and Y1 anchor

$z=6, v=1$

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

In the 2016 election, Kelly endorsed Donald Trump for president.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Kelly endorsed Donald Trump. If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Kelly endorsed Donald Trump make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Direction - no anchor

$z=3, v=1$

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

In the 2016 election, Kelly endorsed Donald Trump for president.

Does the fact that Kelly endorsed Donald Trump make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Direction - Y0 anchor

z=7, v=1

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

In the 2016 election, Kelly endorsed Donald Trump for president.

*Suppose you **did not know** that Kelly endorsed Donald Trump. If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Kelly endorsed Donald Trump make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Direction - Y1 anchor

z=4, v=1

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

In the 2016 election, Kelly endorsed Donald Trump for president.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Kelly endorsed Donald Trump make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Both PO - Y0 first

z=1, v=0

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Kelly, plus some new information:

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

In the 2016 election, Kelly endorsed Donald Trump for president.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - Y1 first

z=1, v=1

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

In the 2016 election, Kelly endorsed Donald Trump for president.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Suppose you had seen the same information, but **without any mention** of the fact that Kelly endorsed Donald Trump:

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.

- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y1 first

$z=5, v=0$

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

If Kelly were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Kelly, plus some new information:

Kevin C. Kelly is a Republican state senator. He also owns a law firm. He and his wife Cindy have four children and five grandchildren. According to his web site, Kelly

- Is an advocate for common sense solutions to reduce government spending and create jobs for middle-class families.
- Prioritizes environmental stewardship.
- Has made an impact [on] health insurance & hospitals, Medicaid, and consumer protection.

In the 2016 election, Kelly endorsed Donald Trump for president.

Does the fact that Kelly endorsed Donald Trump make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

C.2 Candidate mini-experiment 2

Experiment - control

$z=0, v=0$

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.

- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Experiment - treatment

$z=0, v=1$

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

Lara has been accused of using his committee chairmanship to block whistleblower legislation. The bill would have made sure legislative staff who come forward with sexual harassment allegations are not punished.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - simultaneous

$z=2, v=1$

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

Lara has been accused of using his committee chairmanship to block whistleblower legislation. The bill would have made sure legislative staff who come forward with sexual harassment allegations are not punished.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Lara blocked a whistleblower protection bill. If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y0 and Y1 anchor

z=6, v=1

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

Lara has been accused of using his committee chairmanship to block whistleblower legislation. The bill would have made sure legislative staff who come forward with sexual harassment allegations are not punished.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Lara blocked a whistleblower protection bill. If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Lara blocked a whistleblower protection bill make you more or less likely to support him in an election against a moderate Republican?

(Less likely, no change, more likely)

Direction - no anchor

z=3, v=1

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

Lara has been accused of using his committee chairmanship to block whistleblower legislation. The bill would have made sure legislative staff who come forward with sexual harassment allegations are not punished.

Does the fact that Lara blocked a whistleblower protection bill make you more or less likely to support him in an election against a moderate Republican?

(Less likely, no change, more likely)

Direction - Y0 anchor

z=7, v=1

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

Lara has been accused of using his committee chairmanship to block whistleblower legislation. The bill would have made sure legislative staff who come forward with sexual harassment allegations are not punished.

*Suppose you **did not know** that Lara blocked a whistleblower protection bill. If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?*
(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Lara blocked a whistleblower protection bill make you more or less likely to support him in an election against a moderate Republican?
(Less likely, no change, more likely)

Direction - Y1 anchor

z=4, v=1

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state’s Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

Lara has been accused of using his committee chairmanship to block whistleblower legislation. The bill would have made sure legislative staff who come forward with sexual harassment allegations are not punished.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?
(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Lara blocked a whistleblower protection bill make you more or less likely to support him in an election against a moderate Republican?
(Less likely, no change, more likely)

Both PO - Y0 first

z=1, v=0

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state’s Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Lara, plus some new information:

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
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Lara has been accused of using his committee chairmanship to block whistleblower legislation. The bill would have made sure legislative staff who come forward with sexual harassment allegations are not punished.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - Y1 first

$z=1, v=1$

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
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Lara has been accused of using his committee chairmanship to block whistleblower legislation. The bill would have made sure legislative staff who come forward with sexual harassment allegations are not punished.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Suppose you had seen the same information, but **without any mention** of the fact that Lara blocked a whistleblower protection bill:

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y1 first

$z=5, v=0$

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

If Lara were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Lara, plus some new information:

Ricardo Lara is a Democratic state senator. He is the first openly gay person of color to be elected to the his state's Senate. According to his web site, Lara

- Authored the L.E.A.R.N. Initiative, which asked voters to expand multilingual programs for all students.
- Has emerged as one of the most effective environmental champions in the state by consistently passing policies that improve health conditions and rein in air pollution.

Lara has been accused of using his committee chairmanship to block whistleblower legislation. The bill would have made sure legislative staff who come forward with sexual harassment allegations are not punished.

Does the fact that Lara blocked a whistleblower protection bill make you more or less likely to support him in an election against a moderate Republican?

(Less likely, no change, more likely)

C.3 Candidate mini-experiment 3

Experiment - control

$z=0, v=0$

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Experiment - treatment

$z=0, v=1$

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

Shooter wants to expand school choice, including charter schools and vouchers that can be used at private schools.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - simultaneous

$z=2, v=1$

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

Shooter wants to expand school choice, including charter schools and vouchers that can be used at private schools.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Shooter supported expanding charter schools. If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y0 and Y1 anchor

$z=6, v=1$

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards

- cut spending and produced a balanced budget as chair of the appropriations committee.

Shooter wants to expand school choice, including charter schools and vouchers that can be used at private schools.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Shooter supported expanding charter schools. If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Shooter supported expanding charter schools make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Direction - no anchor

z=3, v=1

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

Shooter wants to expand school choice, including charter schools and vouchers that can be used at private schools.

Does the fact that Shooter supported expanding charter schools make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Direction - Y0 anchor

z=7, v=1

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

Shooter wants to expand school choice, including charter schools and vouchers that can be used at private schools.

*Suppose you **did not know** that Shooter supported expanding charter schools. If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Shooter supported expanding charter schools make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Direction - Y1 anchor

$z=4, v=1$

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

Shooter wants to expand school choice, including charter schools and vouchers that can be used at private schools.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Shooter supported expanding charter schools make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Both PO - Y0 first

$z=1, v=0$

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Shooter, plus some new information:

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
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Shooter wants to expand school choice, including charter schools and vouchers that can be used at private schools.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - Y1 first

$z=1, v=1$

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

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- cut spending and produced a balanced budget as chair of the appropriations committee.

Shooter wants to expand school choice, including charter schools and vouchers that can be used at private schools.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Suppose you had seen the same information, but **without any mention** of the fact that Shooter supported expanding charter schools:

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y1 first

$z=5, v=0$

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

If Shooter were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Shooter, plus some new information:

Don Shooter has been a Republican member of the state Senate since 2010. He works as a farmer and real estate developer. He has three children and five grandchildren. According to his web site, Shooter

- wants to solve illegal immigration by enforcing immigration laws, ending sanctuary policies, and enforcing identification standards
- cut spending and produced a balanced budget as chair of the appropriations committee.

Shooter wants to expand school choice, including charter schools and vouchers that can be used at private schools.

Does the fact that Shooter supported expanding charter schools make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

C.4 Candidate mini-experiment 4

Experiment - control

$z=0, v=0$

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Experiment - treatment

$z=0, v=1$

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

Cornish has been accused of making inappropriate sexual comments by fellow legislator Erin Quade, a Democrat. Cornish denied the allegations, saying he was "blindsided." Quade admitted having a "cordial and collegial relationship" with Cornish but said that "doesn't excuse sexual harassment."

If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - simultaneous

z=2, v=1

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

Cornish has been accused of making inappropriate sexual comments by fellow legislator Erin Quade, a Democrat. Cornish denied the allegations, saying he was "blindsided." Quade admitted having a "cordial and collegial relationship" with Cornish but said that "doesn't excuse sexual harassment."

If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Cornish was accused of sexual misconduct. If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y0 and Y1 anchor

z=6, v=1

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

Cornish has been accused of making inappropriate sexual comments by fellow legislator Erin Quade, a Democrat. Cornish denied the allegations, saying he was "blindsided." Quade admitted having a "cordial and collegial relationship" with Cornish but said that "doesn't excuse sexual harassment."

If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Cornish was accused of sexual misconduct. If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?*

him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Cornish was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Direction - no anchor

z=3, v=1

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

Cornish has been accused of making inappropriate sexual comments by fellow legislator Erin Quade, a Democrat. Cornish denied the allegations, saying he was "blindsided." Quade admitted having a "cordial and collegial relationship" with Cornish but said that "doesn't excuse sexual harassment."

Does the fact that Cornish was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Direction - Y0 anchor

z=7, v=1

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

Cornish has been accused of making inappropriate sexual comments by fellow legislator Erin Quade, a Democrat. Cornish denied the allegations, saying he was "blindsided." Quade admitted having a "cordial and collegial relationship" with Cornish but said that "doesn't excuse sexual harassment."

*Suppose you **did not know** that Cornish was accused of sexual misconduct. If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Cornish was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Direction - Y1 anchor

z=4, v=1

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor’s plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
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Cornish has been accused of making inappropriate sexual comments by fellow legislator Erin Quade, a Democrat. Cornish denied the allegations, saying he was "blindsided." Quade admitted having a "cordial and collegial relationship" with Cornish but said that "doesn't excuse sexual harassment."

If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Cornish was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

Both PO - Y0 first

z=1, v=0

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor’s plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Cornish, plus some new information:

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

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If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - Y1 first

z=1, v=1

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
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If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Suppose you had seen the same information, but **without any mention** of the fact that Cornish was accused of sexual misconduct:

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y1 first

z=5, v=0

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

If Cornish were running for Congress in your district against a moderate Democrat, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Cornish, plus some new information:

Tony Cornish, a Republican, was first elected to the state legislature in 2002. He grew up on a small farm. Before entering politics, he worked as a sheriff and game warden. According to his web site, Cornish

- Fought against government waste and opposed the governor's plan to raise sales taxes.
- Played a key role in crafting a new policy that allows county attorneys to carry handguns at work.
- Increased prison sentences for car thieves and other criminals.

Cornish has been accused of making inappropriate sexual comments by fellow legislator Erin Quade, a Democrat. Cornish denied the allegations, saying he was "blindsided." Quade admitted having a "cordial and collegial relationship" with Cornish but said that "doesn't excuse sexual harassment."

Does the fact that Cornish was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Democrat?

(Less likely, no change, more likely)

C.5 Candidate mini-experiment 5

Experiment - control

$z=0, v=0$

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Experiment - treatment

$z=0, v=1$

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

After seven state legislative staff accused Westlake of groping and unwanted sexual advances, reporters found old court records that suggest he impregnated a 15-year-old when he was 28.

If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - simultaneous

$z=2, v=1$

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

After seven state legislative staff accused Westlake of groping and unwanted sexual advances, reporters found old court records that suggest he impregnated a 15-year-old when he was 28.

If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Westlake was accused of sexual misconduct. If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y0 and Y1 anchor

$z=6, v=1$

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

After seven state legislative staff accused Westlake of groping and unwanted sexual advances, reporters found old court records that suggest he impregnated a 15-year-old when he was 28.

If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

*Suppose you **did not know** that Westlake was accused of sexual misconduct. If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Westlake was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Republican?

(Less likely, no change, more likely)

Direction - no anchor

z=3, v=1

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

After seven state legislative staff accused Westlake of groping and unwanted sexual advances, reporters found old court records that suggest he impregnated a 15-year-old when he was 28.

Does the fact that Westlake was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Republican?

(Less likely, no change, more likely)

Direction - Y0 anchor

z=7, v=1

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

After seven state legislative staff accused Westlake of groping and unwanted sexual advances, reporters found old court records that suggest he impregnated a 15-year-old when he was 28.

*Suppose you **did not know** that Westlake was accused of sexual misconduct. If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?*

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Westlake was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Republican?

(Less likely, no change, more likely)

Direction - Y1 anchor

z=4, v=1

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

After seven state legislative staff accused Westlake of groping and unwanted sexual advances, reporters found old court records that suggest he impregnated a 15-year-old when he was 28.

If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Does the fact that Westlake was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Republican?

(Less likely, no change, more likely)

Both PO - Y0 first

$z=1, v=0$

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Westlake, plus some new information:

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

After seven state legislative staff accused Westlake of groping and unwanted sexual advances, reporters found old court records that suggest he impregnated a 15-year-old when he was 28.

If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Both PO - Y1 first

$z=1, v=1$

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
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If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Suppose you had seen the same information, but **without any mention** of the fact that Westlake was accused of sexual misconduct:

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

Direction - Y1 first

z=5, v=0

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

If Westlake were running for Congress in your district against a moderate Republican, how likely would you be to support him?

(Nearly zero, Very unlikely, Slightly unlikely, No opinion, Slightly likely, Very likely, Nearly certain)

(SECOND SLIDE)

Now we would like you to consider the same information about Westlake, plus some new information:

Dean Westlake, a Democrat, is a state representative. He fights for funding for rural schools and strongly supports municipal revenue sharing. As a legislator, Westlake

- sponsored legislation to allow prisons to profit off contracts that put inmates to work for private companies.
- sponsored a bill to increase regulations on Caribou hunting.

After seven state legislative staff accused Westlake of groping and unwanted sexual advances, reporters found old court records that suggest he impregnated a 15-year-old when he was 28.

Does the fact that Westlake was accused of sexual misconduct make you more or less likely to support him in an election against a moderate Republican?

(Less likely, no change, more likely)

D Full text of all conditions for policy mini-experiments

v indicates whether the treatment information is shown on the first slide.

z is for all other differences in treatment.

Survey questions are italicized.

D.1 Candidate mini-experiment 1

Experiment - control

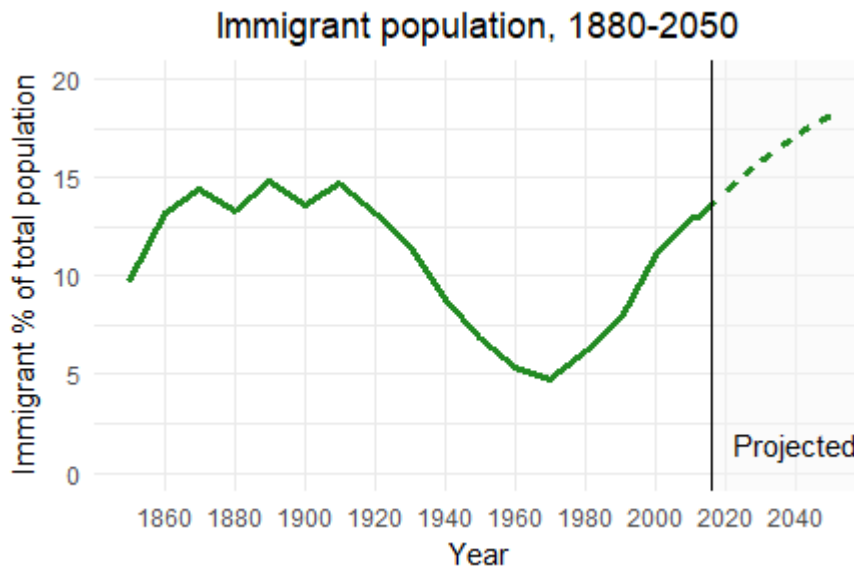
z=0, v=0

Do you support or oppose increasing the number of immigrants who can come the United States?
(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Experiment - treatment

z=0, v=1

Today about 14 percent of people in the United States are immigrants, meaning that they were born in another country. This is about the same level as the 1860s to 1920s, but is higher than more recent years. The Census Bureau projects that in about five years, the immigrant population will surpass the previous high of 14.7 percent. By 2050, 18 percent of Americans will be immigrants.

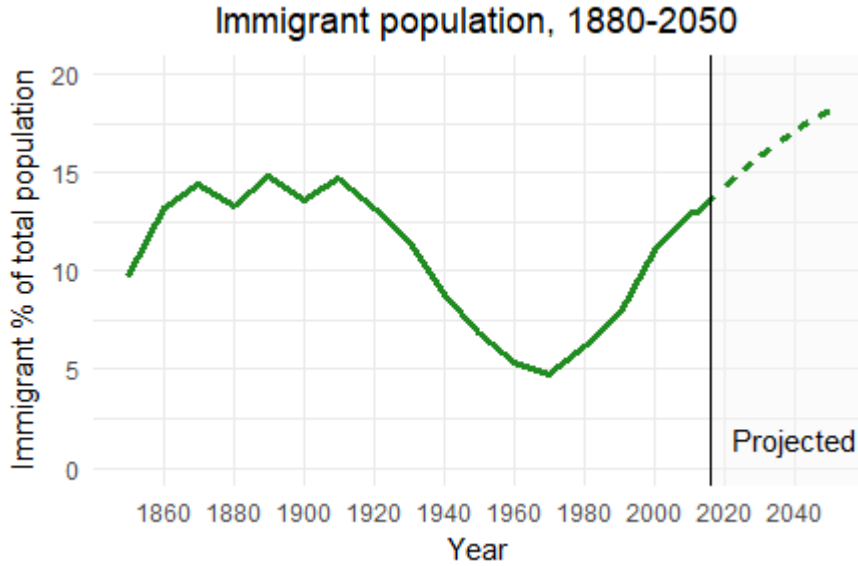


Do you support or oppose increasing the number of immigrants who can come the United States?
(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Both PO - simultaneous

z=2, v=1

Today about 14 percent of people in the United States are immigrants, meaning that they were born in another country. This is about the same level as the 1860s to 1920s, but is higher than more recent years. The Census Bureau projects that in about five years, the immigrant population will surpass the previous high of 14.7 percent. By 2050, 18 percent of Americans will be immigrants.



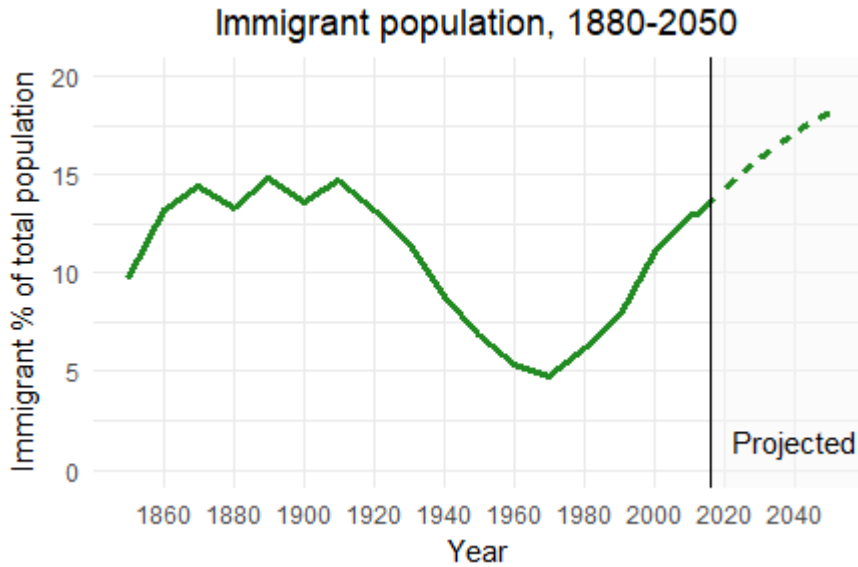
Do you support or oppose increasing the number of immigrants who can come the United States?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Suppose you extbfhad not seen the information. Do you support or oppose increasing the number of immigrants who can come the United States?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Direction - Y0 and Y1 anchor

z=6, v=1

Today about 14 percent of people in the United States are immigrants, meaning that they were born in another country. This is about the same level as the 1860s to 1920s, but is higher than more recent years. The Census Bureau projects that in about five years, the immigrant population will surpass the previous high of 14.7 percent. By 2050, 18 percent of Americans will be immigrants.



Do you support or oppose increasing the number of immigrants who can come the United States?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

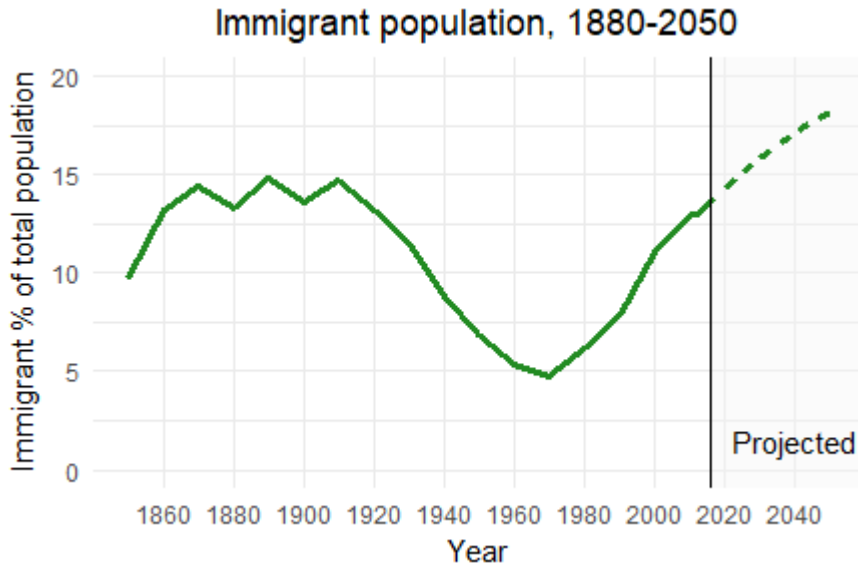
Suppose you extbfhad not seen the information. Do you support or oppose increasing the number of immigrants who can come the United States?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Does the information make you more or less supportive of increasing the number of immigrants who can come the United States?
 (Less supportive, no difference, more supportive)

Direction - no anchor

z=3, v=1

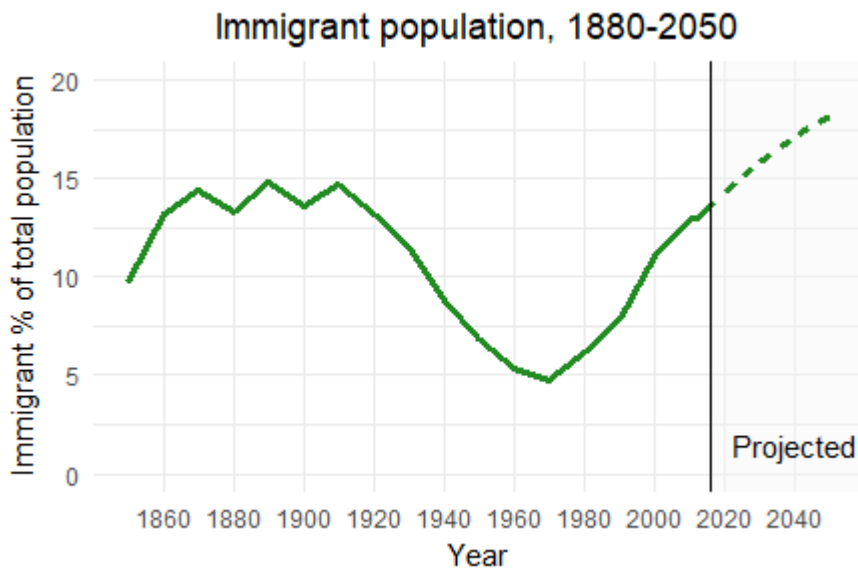
Today about 14 percent of people in the United States are immigrants, meaning that they were born in another country. This is about the same level as the 1860s to 1920s, but is higher than more recent years. The Census Bureau projects that in about five years, the immigrant population will surpass the previous high of 14.7 percent. By 2050, 18 percent of Americans will be immigrants.



Does the information make you more or less supportive of increasing the number of immigrants who can come the United States?
 (Less supportive, no difference, more supportive)

Direction - Y0 anchor
 $z=7, v=1$

Today about 14 percent of people in the United States are immigrants, meaning that they were born in another country. This is about the same level as the 1860s to 1920s, but is higher than more recent years. The Census Bureau projects that in about five years, the immigrant population will surpass the previous high of 14.7 percent. By 2050, 18 percent of Americans will be immigrants.



Suppose you had not seen the information. Do you support or oppose increasing the number of immigrants who can come to the United States?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

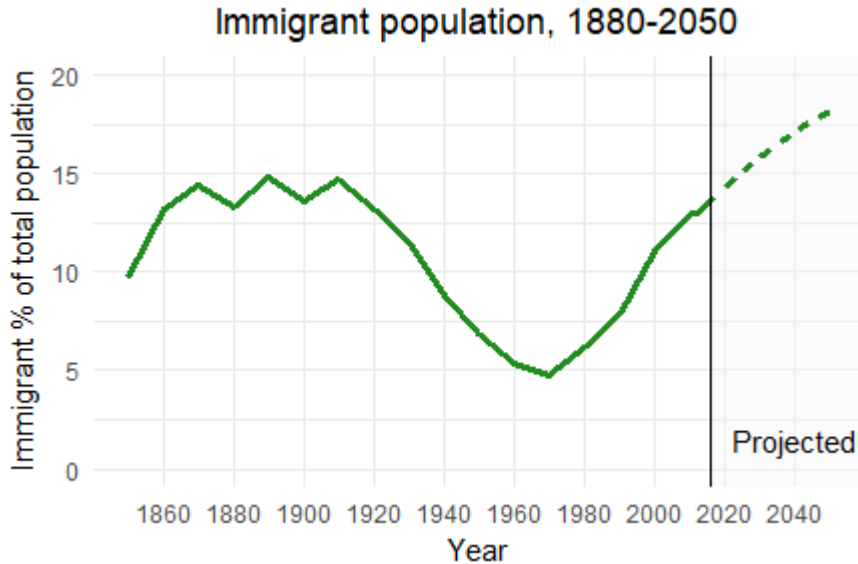
Does the information make you more or less supportive of increasing the number of immigrants who can come to the United States?

(Less supportive, no difference, more supportive)

Direction - Y1 anchor

$z=4, v=1$

Today about 14 percent of people in the United States are immigrants, meaning that they were born in another country. This is about the same level as the 1860s to 1920s, but is higher than more recent years. The Census Bureau projects that in about five years, the immigrant population will surpass the previous high of 14.7 percent. By 2050, 18 percent of Americans will be immigrants.



Do you support or oppose increasing the number of immigrants who can come to the United States?
(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Does the information make you more or less supportive of increasing the number of immigrants who can come to the United States?
(Less supportive, no difference, more supportive)

Both PO - Y0 first

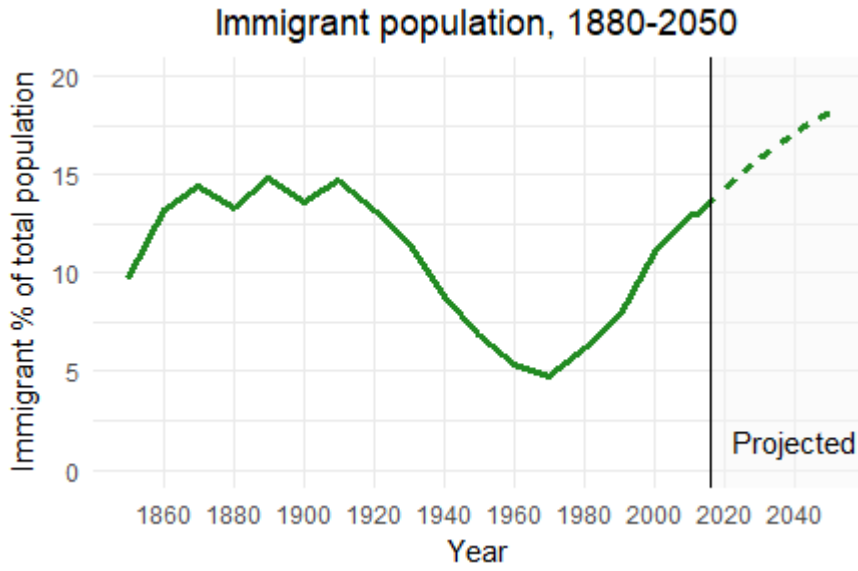
$z=1, v=0$

Do you support or oppose increasing the number of immigrants who can come to the United States?
(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

(SECOND SLIDE)

Now please consider this information:

Today about 14 percent of people in the United States are immigrants, meaning that they were born in another country. This is about the same level as the 1860s to 1920s, but is higher than more recent years. The Census Bureau projects that in about five years, the immigrant population will surpass the previous high of 14.7 percent. By 2050, 18 percent of Americans will be immigrants.

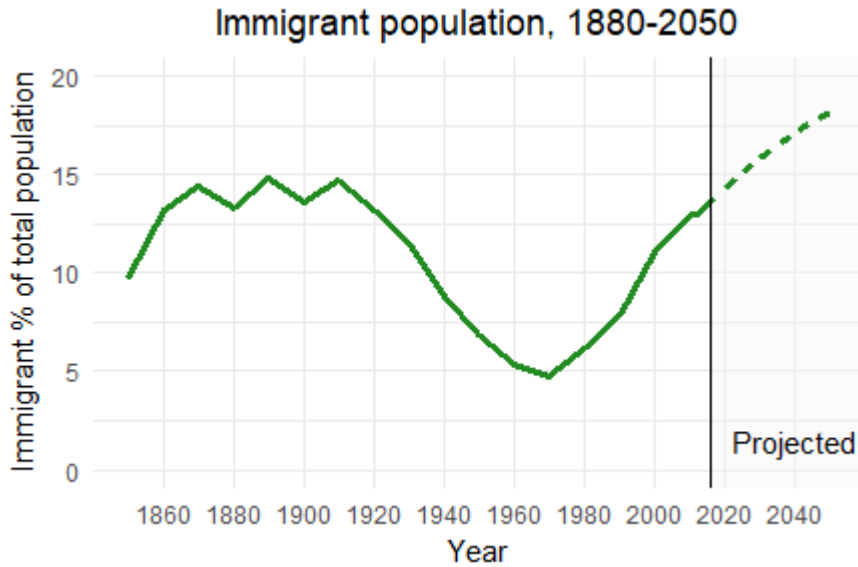


Do you support or oppose increasing the number of immigrants who can come the United States?
(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Both PO - Y1 first

$z=1, v=1$

Today about 14 percent of people in the United States are immigrants, meaning that they were born in another country. This is about the same level as the 1860s to 1920s, but is higher than more recent years. The Census Bureau projects that in about five years, the immigrant population will surpass the previous high of 14.7 percent. By 2050, 18 percent of Americans will be immigrants.



Do you support or oppose increasing the number of immigrants who can come the United States?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

(SECOND SLIDE)

Now suppose you **had not** seen any of the information on the previous page.

Do you support or oppose increasing the number of immigrants who can come the United States?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Direction - Y1 first

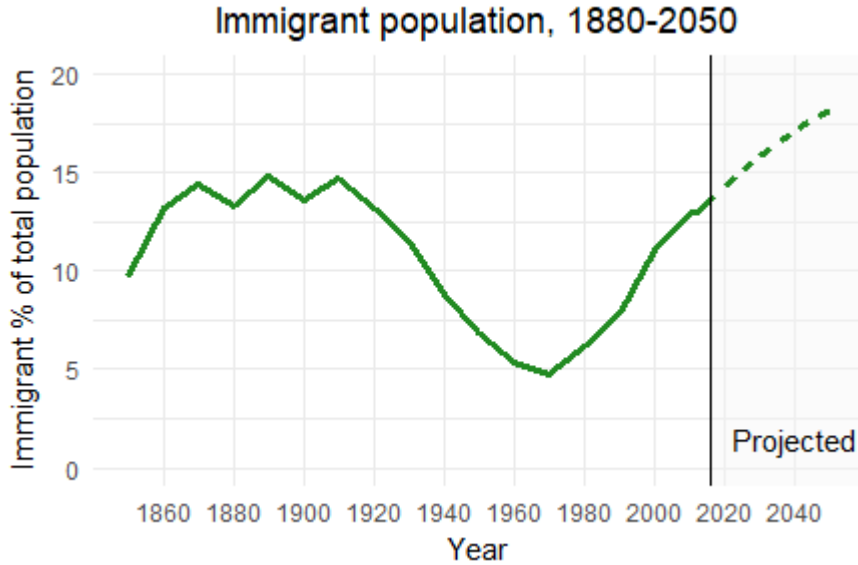
z=5, v=0

Do you support or oppose increasing the number of immigrants who can come the United States?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

(SECOND SLIDE)

Now please consider this information:

Today about 14 percent of people in the United States are immigrants, meaning that they were born in another country. This is about the same level as the 1860s to 1920s, but is higher than more recent years. The Census Bureau projects that in about five years, the immigrant population will surpass the previous high of 14.7 percent. By 2050, 18 percent of Americans will be immigrants.



Does the information make you more or less supportive of increasing the number of immigrants who can come the United States?
 (Less supportive, no difference, more supportive)

D.2 Candidate mini-experiment 2

Experiment - control

$z=0, v=0$

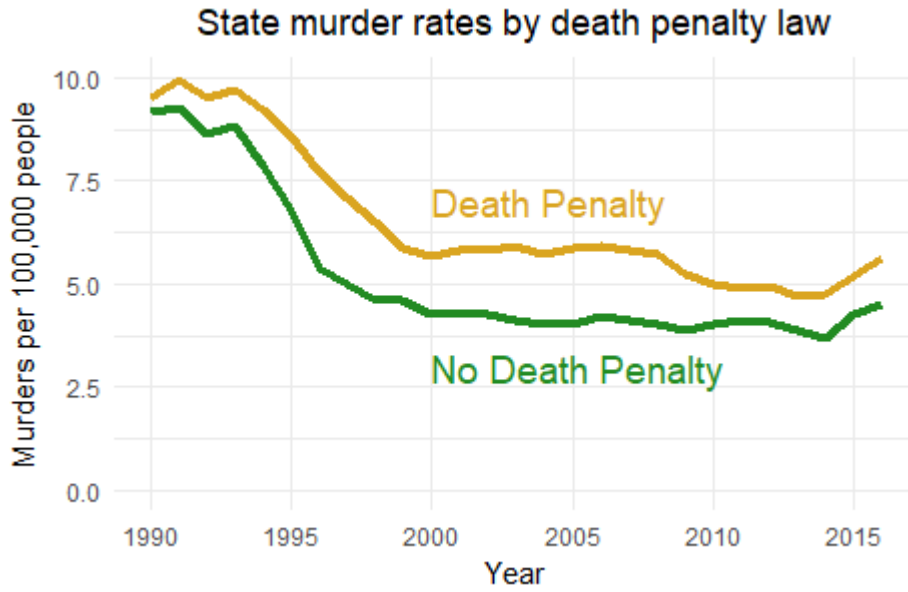
How strongly do you support or oppose the death penalty?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Experiment - treatment

$z=0, v=1$

Murder rates in the United States rose in the past couple years, but are only about half as high as in 1990. The decline occurred at about the same pace in states with and without the death penalty. In fact, over the past three decades, states without the death penalty have had a *lower* murder rate than states that execute people who are convicted of murder.

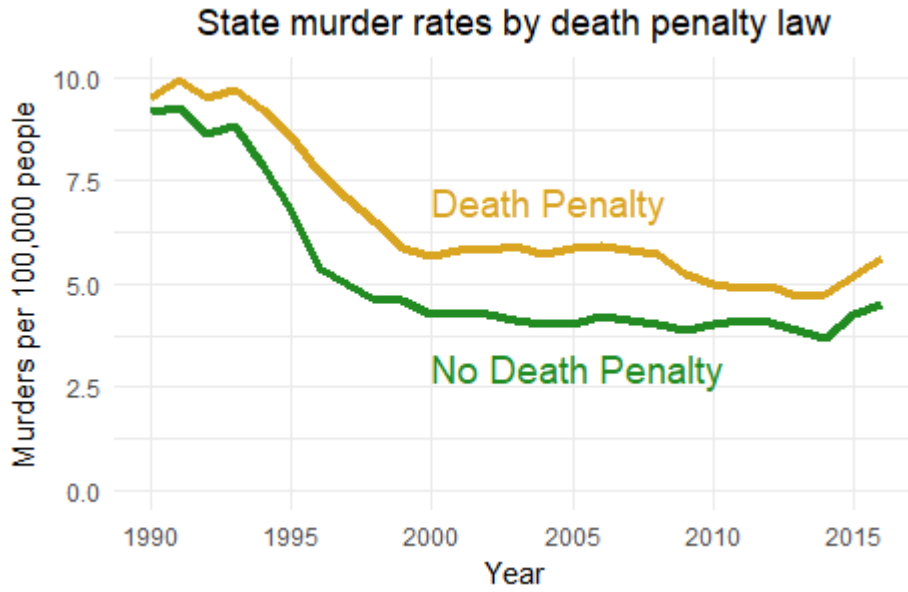


How strongly do you support or oppose the death penalty?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Both PO - simultaneous

$z=2, v=1$

Murder rates in the United States rose in the past couple years, but are only about half as high as in 1990. The decline occurred at about the same pace in states with and without the death penalty. In fact, over the past three decades, states without the death penalty have had a *lower* murder rate than states that execute people who are convicted of murder.



How strongly do you support or oppose the death penalty?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

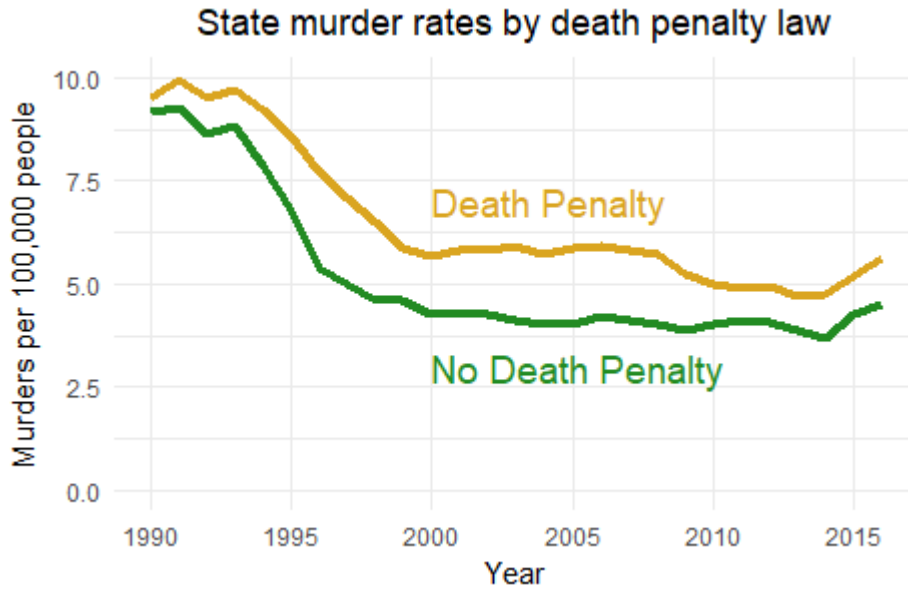
Suppose you hadn't seen the information. How strongly do you support or oppose the death penalty?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Direction - Y0 and Y1 anchor

z=6, v=1

Murder rates in the United States rose in the past couple years, but are only about half as high as in 1990. The decline occurred at about the same pace in states with and without the death penalty. In fact, over the past three decades, states without the death penalty have had a *lower* murder rate than states that execute people who are convicted of murder.



How strongly do you support or oppose the death penalty?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Suppose you hadn't seen the information. How strongly do you support or oppose the death penalty?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

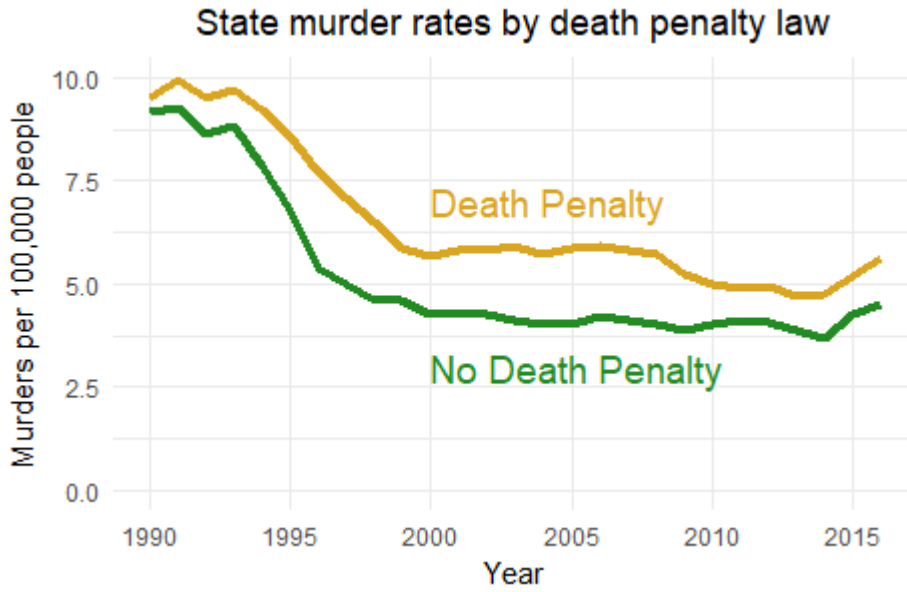
Does the information make you more or less supportive of the death penalty?

(Less supportive, no difference, more supportive)

Direction - no anchor

$z=3, v=1$

Murder rates in the United States rose in the past couple years, but are only about half as high as in 1990. The decline occurred at about the same pace in states with and without the death penalty. In fact, over the past three decades, states without the death penalty have had a *lower* murder rate than states that execute people who are convicted of murder.

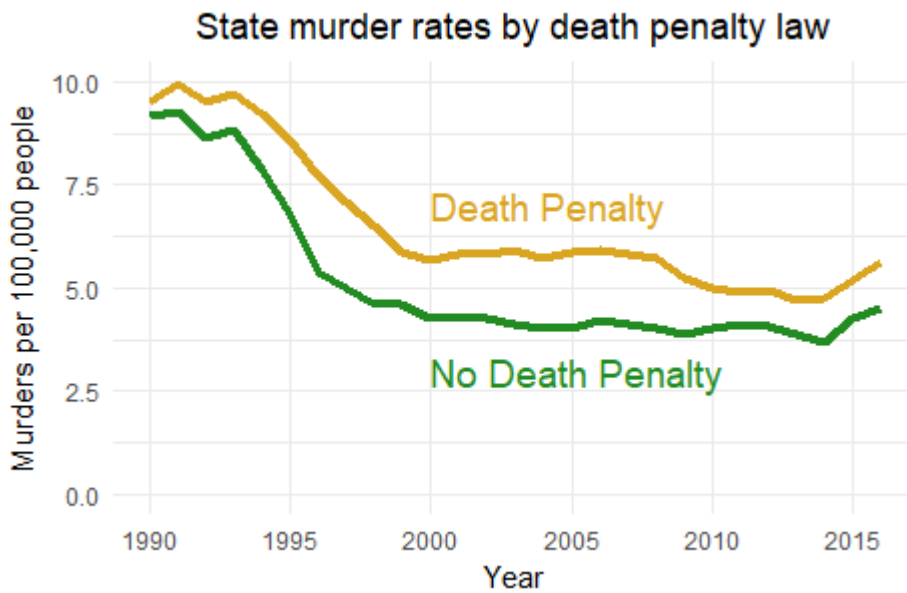


Does the information make you more or less supportive of the death penalty?
 (Less supportive, no difference, more supportive)

Direction - Y0 anchor

z=7, v=1

Murder rates in the United States rose in the past couple years, but are only about half as high as in 1990. The decline occurred at about the same pace in states with and without the death penalty. In fact, over the past three decades, states without the death penalty have had a *lower* murder rate than states that execute people who are convicted of murder.



Suppose you had not seen the information. How strongly do you support or oppose the death penalty?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

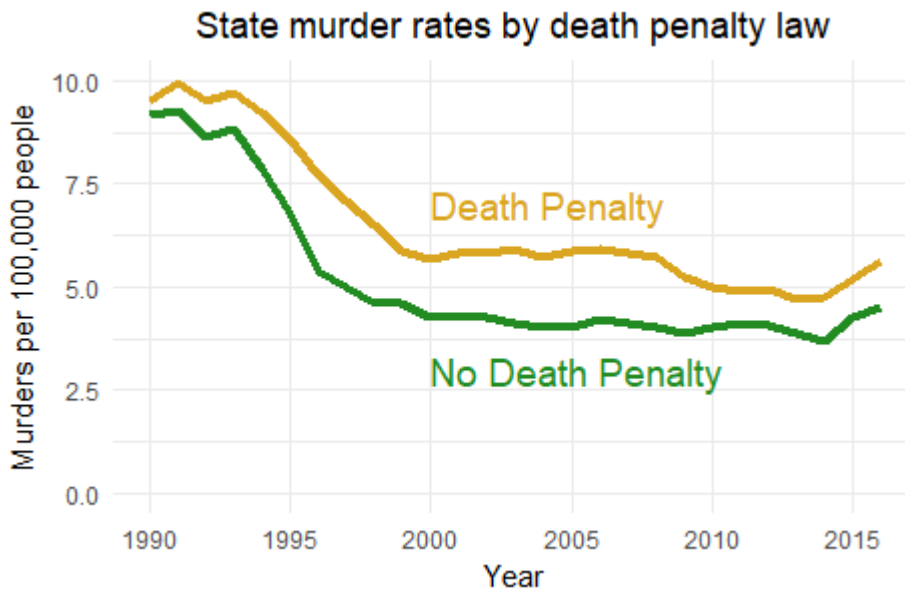
Does the information make you more or less supportive of the death penalty?

(Less supportive, no difference, more supportive)

Direction - Y1 anchor

$z=4, v=1$

Murder rates in the United States rose in the past couple years, but are only about half as high as in 1990. The decline occurred at about the same pace in states with and without the death penalty. In fact, over the past three decades, states without the death penalty have had a *lower* murder rate than states that execute people who are convicted of murder.



How strongly do you support or oppose the death penalty?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Does the information make you more or less supportive of the death penalty?

(Less supportive, no difference, more supportive)

Both PO - Y0 first

$z=1, v=0$

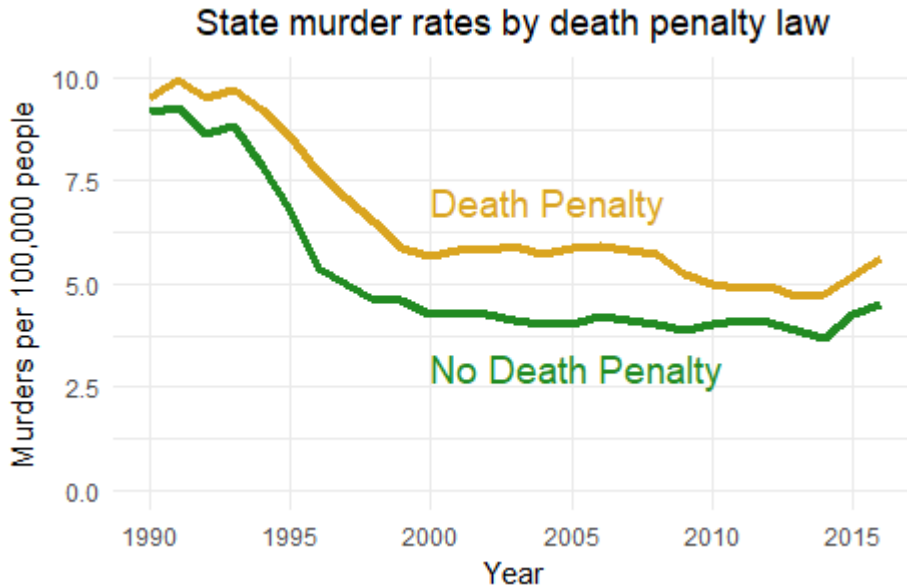
How strongly do you support or oppose the death penalty?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

(SECOND SLIDE)

Now please consider this information:

Murder rates in the United States rose in the past couple years, but are only about half as high as in 1990. The decline occurred at about the same pace in states with and without the death penalty. In fact, over the past three decades, states without the death penalty have had a *lower* murder rate than states that execute people who are convicted of murder.



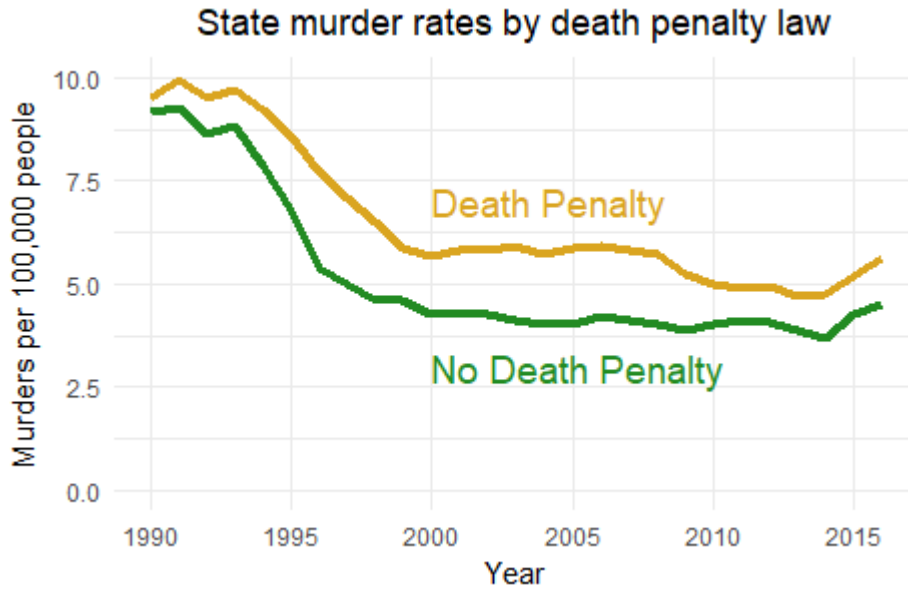
How strongly do you support or oppose the death penalty?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Both PO - Y1 first

$z=1, v=1$

Murder rates in the United States rose in the past couple years, but are only about half as high as in 1990. The decline occurred at about the same pace in states with and without the death penalty. In fact, over the past three decades, states without the death penalty have had a *lower* murder rate than states that execute people who are convicted of murder.



How strongly do you support or oppose the death penalty?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

(SECOND SLIDE)

Now suppose you **had not** seen any of the information on the previous page.

How strongly do you support or oppose the death penalty?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Direction - Y1 first

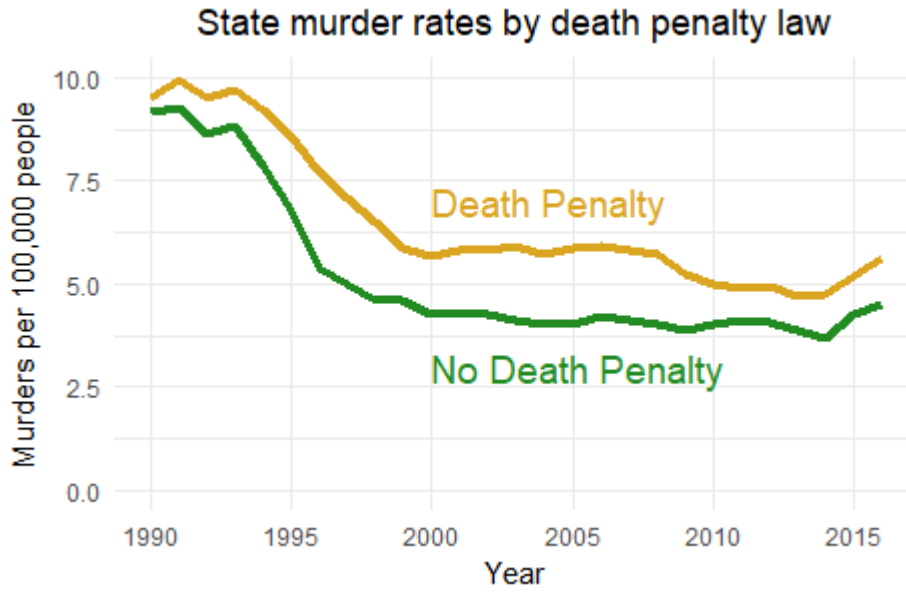
$z=5, v=0$

How strongly do you support or oppose the death penalty?
 (Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

(SECOND SLIDE)

Now please consider this information:

Murder rates in the United States rose in the past couple years, but are only about half as high as in 1990. The decline occurred at about the same pace in states with and without the death penalty. In fact, over the past three decades, states without the death penalty have had a *lower* murder rate than states that execute people who are convicted of murder.



Does the information make you more or less supportive of the death penalty?
 (Less supportive, no difference, more supportive)

D.3 Candidate mini-experiment 3

Experiment - control

$z=0, v=0$

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Experiment - treatment

$z=0, v=1$

The Tax Cuts and Jobs Act made many changes to America’s tax system, including:

- Cuts income taxes for all Americans by lowering rates by a few percent in each tax bracket.
- Cuts the corporate tax rate from 35 percent to 21 percent.
- Limits or eliminates many deductions. The mortgage interest deduction would be limited to \$750,000, and the deduction for state and local taxes would be limited to \$10,000.
- Expands the child tax credit from \$1,000 to \$2,000. Families who do not pay taxes can receive up to \$1,400 instead of the full credit.
- Most of the tax cuts for individuals expire in 2025. Unless Congress extends the cuts, many Americans will receive a tax increase relative to current law.

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Both PO - simultaneous

$z=2, v=1$

The Tax Cuts and Jobs Act made many changes to America's tax system, including:

- Cuts income taxes for all Americans by lowering rates by a few percent in each tax bracket.
- Cuts the corporate tax rate from 35 percent to 21 percent.
- Limits or eliminates many deductions. The mortgage interest deduction would be limited to \$750,000, and the deduction for state and local taxes would be limited to \$10,000.
- Expands the child tax credit from \$1,000 to \$2,000. Families who do not pay taxes can receive up to \$1,400 instead of the full credit.
- Most of the tax cuts for individuals expire in 2025. Unless Congress extends the cuts, many Americans will receive a tax increase relative to current law.

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Suppose you had not seen the information. How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Direction - Y0 and Y1 anchor

$z=6, v=1$

The Tax Cuts and Jobs Act made many changes to America's tax system, including:

- Cuts income taxes for all Americans by lowering rates by a few percent in each tax bracket.
- Cuts the corporate tax rate from 35 percent to 21 percent.
- Limits or eliminates many deductions. The mortgage interest deduction would be limited to \$750,000, and the deduction for state and local taxes would be limited to \$10,000.
- Expands the child tax credit from \$1,000 to \$2,000. Families who do not pay taxes can receive up to \$1,400 instead of the full credit.
- Most of the tax cuts for individuals expire in 2025. Unless Congress extends the cuts, many Americans will receive a tax increase relative to current law.

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Suppose you had not seen the information. How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

support)

Does the information make you more or less supportive of the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Less supportive, no difference, more supportive)

Direction - no anchor

z=3, v=1

The Tax Cuts and Jobs Act made many changes to America's tax system, including:

- Cuts income taxes for all Americans by lowering rates by a few percent in each tax bracket.
- Cuts the corporate tax rate from 35 percent to 21 percent.
- Limits or eliminates many deductions. The mortgage interest deduction would be limited to \$750,000, and the deduction for state and local taxes would be limited to \$10,000.
- Expands the child tax credit from \$1,000 to \$2,000. Families who do not pay taxes can receive up to \$1,400 instead of the full credit.
- Most of the tax cuts for individuals expire in 2025. Unless Congress extends the cuts, many Americans will receive a tax increase relative to current law.

Does the information make you more or less supportive of the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Less supportive, no difference, more supportive)

Direction - Y0 anchor

z=7, v=1

The Tax Cuts and Jobs Act made many changes to America's tax system, including:

- Cuts income taxes for all Americans by lowering rates by a few percent in each tax bracket.
- Cuts the corporate tax rate from 35 percent to 21 percent.
- Limits or eliminates many deductions. The mortgage interest deduction would be limited to \$750,000, and the deduction for state and local taxes would be limited to \$10,000.
- Expands the child tax credit from \$1,000 to \$2,000. Families who do not pay taxes can receive up to \$1,400 instead of the full credit.
- Most of the tax cuts for individuals expire in 2025. Unless Congress extends the cuts, many Americans will receive a tax increase relative to current law.

Suppose you had not seen the information. How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Does the information make you more or less supportive of the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Less supportive, no difference, more supportive)

Direction - Y1 anchor

z=4, v=1

The Tax Cuts and Jobs Act made many changes to America's tax system, including:

- Cuts income taxes for all Americans by lowering rates by a few percent in each tax bracket.
- Cuts the corporate tax rate from 35 percent to 21 percent.
- Limits or eliminates many deductions. The mortgage interest deduction would be limited to \$750,000, and the deduction for state and local taxes would be limited to \$10,000.
- Expands the child tax credit from \$1,000 to \$2,000. Families who do not pay taxes can receive up to \$1,400 instead of the full credit.
- Most of the tax cuts for individuals expire in 2025. Unless Congress extends the cuts, many Americans will receive a tax increase relative to current law.

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Does the information make you more or less supportive of the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Less supportive, no difference, more supportive)

Both PO - Y0 first

z=1, v=0

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

(SECOND SLIDE)

Now please consider this information:

The Tax Cuts and Jobs Act made many changes to America's tax system, including:

- Cuts income taxes for all Americans by lowering rates by a few percent in each tax bracket.
- Cuts the corporate tax rate from 35 percent to 21 percent.
- Limits or eliminates many deductions. The mortgage interest deduction would be limited to \$750,000, and the deduction for state and local taxes would be limited to \$10,000.
- Expands the child tax credit from \$1,000 to \$2,000. Families who do not pay taxes can receive up to \$1,400 instead of the full credit.
- Most of the tax cuts for individuals expire in 2025. Unless Congress extends the cuts, many Americans will receive a tax increase relative to current law.

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Both PO - Y1 first

z=1, v=1

The Tax Cuts and Jobs Act made many changes to America's tax system, including:

- Cuts income taxes for all Americans by lowering rates by a few percent in each tax bracket.
- Cuts the corporate tax rate from 35 percent to 21 percent.
- Limits or eliminates many deductions. The mortgage interest deduction would be limited to \$750,000, and the deduction for state and local taxes would be limited to \$10,000.
- Expands the child tax credit from \$1,000 to \$2,000. Families who do not pay taxes can receive up to \$1,400 instead of the full credit.
- Most of the tax cuts for individuals expire in 2025. Unless Congress extends the cuts, many Americans will receive a tax increase relative to current law.

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

(SECOND SLIDE)

Now suppose you **had not** seen any of the information on the previous page.

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

Direction - Y1 first

$z=5, v=0$

How strongly do you support or oppose the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Strongly oppose, oppose, slightly oppose, neither support nor oppose, slightly support, support, strongly support)

(SECOND SLIDE)

Now please consider this information:

The Tax Cuts and Jobs Act made many changes to America's tax system, including:

- Cuts income taxes for all Americans by lowering rates by a few percent in each tax bracket.
- Cuts the corporate tax rate from 35 percent to 21 percent.
- Limits or eliminates many deductions. The mortgage interest deduction would be limited to \$750,000, and the deduction for state and local taxes would be limited to \$10,000.
- Expands the child tax credit from \$1,000 to \$2,000. Families who do not pay taxes can receive up to \$1,400 instead of the full credit.
- Most of the tax cuts for individuals expire in 2025. Unless Congress extends the cuts, many Americans will receive a tax increase relative to current law.

Does the information make you more or less supportive of the Tax Cuts and Jobs Act, a law President Trump signed in December 2017?

(Less supportive, no difference, more supportive)