Online supplemental appendix

This document contains additional tables that, though not critical to understanding the main document, may be of interest to some readers. Those wishing to explore the data further are invited to contact the author for the raw data and for Stata do-files.

Table A1 presents a demographic profile of CCES, MTurk, and pooled respondents. The MTurk sample is not at all representative of the American population, skewing hard toward a young, male, left-leaning, college-educated demographic. The CCES sample is more representative, though still imperfect.

Tables A2 and A3 demonstrate that treatment groups were reasonably balanced across several demographic indicators.

Tables A4 and A5 replicate Tables 2 and 3 from the main manuscript using ordered probit rather than ordinary least squares, since the dependent variable in these tables is, strictly speaking, ordinal. The results are comparable to those presented in the main manuscript.

Table A6 shows how manipulating candidate partisanship affects respondent preferences. Only respondents who identified as Republican or Democratic (including leaners) are used in these models. There are two treatment dummies in Models 5a through 5c. The first indicates that Kepler was randomly assigned the respondent's partisanship; the second indicates that Redden was assigned the respondent's partisanship. The omitted category includes respondents who did not see partisan labels. Models 6a through 6c combine these into a single trichotomous indicator coded −1 if Redden shared the respondent's partisanship, +1 if Kepler did, and 0 otherwise.

Table A1: Profile of Respondents

	MTurk	CCES	Pooled
Number of respondents	979	997	1,976
Gender			
Male	62.1%	48.1%	55.1%
Female	37.9%	51.9%	44.9%
Age			
25th percentile	22	43	24
50th percentile	25	56	35
75th percentile	32	65	56
Average age	28.4	52.9	40.8
Partisanship			
Strong Democrat	10.3%	24.8%	17.6%
Democrat	23.4%	8.9%	16.1%
Independent, leaning Dem	24.2%	10.1%	17.1%
Independent	18.8%	10.6%	14.7%
Independent, leaning Rep	12.0%	11.4%	11.7%
Republican	6.8%	10.2%	8.6%
Strong Republican	1.4%	19.4%	10.5%
Other or not sure	3.1%	4.5%	3.8%
Education			
Less than high school	0.5%	2.2%	1.4%
High school diploma	10.6%	23.2%	17.0%
Some college	45.9%	28.5%	43.2%
Two-year degree	With “some”	12.0%	With “some”
Four-year degree	34.3%	21.5%	27.8%
Graduate degree	8.7%	12.6%	10.7%

Table A2: Profile of CCES Respondents, by Treatment Group

	CCES mean	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8
Treatment conditions									
Incumbency condition	All	Control	No length	2 year	22 year	Control	No length	2 year	22 year
Partisan condition	All	No	No	No	No	Yes	Yes	Yes	Yes
Number of respondents	997	108	75	93	81	172	133	171	164
Gender									
Male	48.1%	44%	47%	54%	53%	49%	47%	49%	45%
Female	51.9	56	53	46	47	51	53	51	55
Age									
25th percentile	43	42	47	45	45	45	42	41	50
50th percentile	56	56	57	58	58	56	55	54	54
75th percentile	65	63	63	64	62	64	63	62	62
Average age	52.9	53	54	54	55	54	53	51	51
Partisanship									
Strong Democrat	24.8%	27%	29%	19%	28%	28%	20%	25%	23%
Democrat	8.9	10	7	4	4	11	8	14	8
Independent, leaning Dem	10.1	14	11	9	6	10	10	9	12
Independent	10.6	9	7	15	14	9	11	9	12
Independent, leaning Rep	11.4	10	15	16	11	11	8	10	13
Republican	10.2	15	7	12	7	10	9	10	10
Strong Republican	19.4	13	19	20	21	18	25	19	20
Another party or not sure	4.5	2	7	4	9	3	9	4	2
Education									
Less than high school	2.2%	1%	4%	0%	1%	4%	3%	1%	3%
High school diploma	23.2	24	20	23	23	24	28	23	20
Some college	40.5	39	41	45	37	36	37	43	45
Four-year degree	21.5	22	24	19	26	22	19	25	18
Graduate degree	12.6	14	11	13	12	15	14	8	15

Table A3: Profile of MTurk Respondents, by Treatment Group

	MTurk mean	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7	Group 8
Treatment conditions									
Incumbency condition	All	Control	No length	2 year	22 year	Control	No length	2 year	22 year
Partisan condition	All	No	No	No	No	Yes	Yes	Yes	Yes
Number of respondents	979	114	117	45	49	225	237	95	97
Gender									
Male	62.1%	57%	55%	58%	65%	64%	64%	65%	65%
Female	37.9	43	45	42	35	36	36	35	35
Age									
25th percentile	22	22	21	23	23	21	22	22	22
50th percentile	25	26	24	27	25	25	26	25	26
75th percentile	32	32	29	31	30	29	29	29	32
Average age	28.4	30	27	30	28	28	28	29	29
Partisanship									
Strong Democrat	10.3%	13%	9%	4%	14%	11%	10%	5%	14%
Democrat	23.4	19	24	36	24	26	23	24	14
Independent, leaning Dem	24.2	22	24	18	14	26	28	20	27
Independent	18.8	20	21	27	10	15	17	25	23
Independent, leaning Rep	12.0	12	14	2	27	11	11	16	7
Republican	6.8	9	7	4	6	5	7	4	11
Strong Republican	1.4	2	1	2	0	2	1	2	1
Another party or not sure	3.1	3	1	7	4	4	3	3	2
Education									
Less than high school	0.5%	0%	1%	2%	2%	0%	0%	0%	0%
High school diploma	10.6	10	14	11	12	9	11	12	8
Some college	45.9	53	44	38	41	50	44	43	42
Four-year degree	34.3	27	33	33	35	31	36	39	43
Graduate degree	8.7	11	8	16	10	9	8	6	6

Table A4: Effects of Incumbency on Vote Preference (Ordered Probit)

	Model 1a	**Model 1b**	**Model 1c**	**Model 2a**	**Model 2b**	**Model 2c**
Data source	CCES	MTurk	Pooled	CCES	MTurk	Pooled
Incumbency (any)	-0.10 (0.07)	0.11 (0.07)	0.02 (0.05)	-0.01 (0.09)	0.15 (0.09)	0.07 (0.06)
× Partisan condition				-0.15 (0.13)	-0.07 (0.13)	-0.09 (0.09)
Partisan condition				0.23* (0.11)	0.07 (0.10)	0.13† (0.08)
CCES dummy			-0.12* (0.05)			-0.11* (0.05)
Cut 1	-1.35 (0.07)	-1.48 (0.07)	-1.44 (0.05)	-1.20 (0.09)	-1.43 (0.09)	-1.36 (0.06)
Cut 2	-0.95 (0.07)	-0.76 (0.06)	-0.90 (0.05)	-0.81 (0.08)	-0.71 (0.08)	-0.81 (0.06)
Cut 3	-0.67 (0.06)	-0.27 (0.06)	-0.51 (0.05)	-0.53 (0.08)	-0.22 (0.08)	-0.43 (0.06)
Cut 4	0.64 (0.06)	0.29 (0.06)	0.41 (0.05)	0.79 (0.08)	0.33 (0.08)	0.49 (0.06)
Cut 5	0.94 (0.07)	0.73 (0.06)	0.78 (0.05)	1.09 (0.08)	0.78 (0.08)	0.87 (0.06)
Cut 6	1.24 (0.08)	1.46 (0.07)	1.31 (0.05)	1.39 (0.09)	1.51 (0.09)	1.40 (0.06)
N	997	979	1,976	997	979	1,976

†p≤0.10, *p≤0.05, **p≤0.01 (two-tailed). The dependent variable is a 7-point vote choice indicator modeled using ordinary least squares. Robust standard errors in parentheses.

Table A5: Effects of Incumbency on Vote Preference (Ordered Probit)

	Model 3a	**Model 3b**	**Model 3c**	**Model 4a**	**Model 4b**	**Model 4c**
Data source	CCES	MTurk	Pooled	CCES	MTurk	Pooled
Incumbency: No length	-0.09	0.03	-0.02	0.08	0.08	0.07
	(0.09)	(0.08)	(0.06)	(0.11)	(0.11)	(0.08)
× Partisan condition				-0.28	-0.07	-0.15
				(0.17)	(0.15)	(0.11)
Incumbency: 2 years	-0.09	0.27*	0.07	0.02	0.18	0.08
	(0.09)	(0.10)	(0.07)	(0.11)	(0.14)	(0.08)
× Partisan condition				-0.17	0.12	-0.02
				(0.17)	(0.20)	(0.12)
Incumbency: 22 years	-0.11	0.14	0.01	-0.13	0.29*	0.06
	(0.09)	(0.10)	(0.07)	(0.12)	(0.13)	(0.09)
× Partisan condition				-0.001	-0.24	-0.07
				(0.18)	(0.19)	(0.12)
Partisan condition				0.23*	0.07	0.13†
				(0.11)	(0.10)	(0.08)
CCES dummy			-0.13**			-0.13**
			(0.05)			(0.05)
Cut 1	-1.35	-1.48	-1.45	-1.20	-1.44	-1.36
	(0.08)	(0.07)	(0.05)	(0.09)	(0.09)	(0.06)
Cut 2	-0.95	-0.76	-0.90	-0.81	-0.71	-0.82
	(0.07)	(0.06)	(0.05)	(0.08)	(0.08)	(0.06)
Cut 3	-0.67	-0.27	-0.52	-0.53	-0.23	-0.43
	(0.06)	(0.06)	(0.05)	(0.08)	(0.08)	(0.06)
Cut 4	0.64	0.29	0.40	0.79	0.33	0.49
	(0.06)	(0.06)	(0.05)	(0.08)	(0.08)	(0.06)
Cut 5	0.94	0.73	0.78	1.09	0.78	0.87
	(0.07)	(0.06)	(0.05)	(0.08)	(0.08)	(0.06)
Cut 6	1.24	1.47	1.30	1.40	1.52	1.40
	(0.08)	(0.07)	(0.05)	(0.09)	(0.09)	(0.07)
N	997	979	1,976	997	979	1,976

†p≤0.10, *p≤0.05, **p≤0.01 (two-tailed). The dependent variable is a 7-point vote choice indicator modeled using ordinary least squares. Robust standard errors in parentheses.

Table A6: Effects of Candidate Partisanship on Vote Preference

	Model 5a	**Model 5b**	**Model 5c**	**Model 6a**	**Model 6b**	**Model 6c**
Data source	CCES	MTurk	Pooled	CCES	MTurk	Pooled
R shares Kepler's partisanship	1.60** (0.11)	1.47** (0.11)	1.56** (0.08)			
R shares Redden's partisanship	-1.02** (0.12)	-1.38** (0.12)	-1.19** (0.08)			
Trichotomous party effect				1.32** (0.07)	1.42** (0.05)	1.38** (0.04)
CCES dummy			-0.14* (0.07)			-0.17** (0.07)
Constant	3.79** (0.06)	4.07** (0.09)	3.98** (0.07)	3.93** (0.05)	4.10** (0.05)	4.10** (0.05)
N	863	774	1,637	863	774	1,637
R^2	0.32	0.45	0.38	0.31	0.45	0.38

†p≤0.10, *p≤0.05, **p≤0.01 (two-tailed). The dependent variable is a 7-point vote choice indicator modeled using ordinary least squares. Robust standard errors in parentheses.