

Appendix for “Issue Ownership Cues and Candidate Support”

Table 1: Key Characteristics of Participants

	Percentage
Partisanship	
Democrats	47
Independents	19
Republicans	34
Ideological identity	
Liberals	36
Moderates	33
Conservatives	31
Sex	
Women	54
Men	46
Race and ethnicity*	
White	63
Black	14
Hispanic	18
Asian	6
Other	1
Level of education	
Less than high school	4
High school	21
Some college	26
Two-year degree	12
Four-year degree	25
Advanced degree	13
Income level	
\$29,999 or lower	31
\$30,000-59,999	29
\$60,000-89,999	15
\$90,000 or higher	26

* Respondents were able to select as many racial and ethnic identities as they wanted. About 1.5% chose none while roughly 4% chose more than one.

Note that participants’ ages ranged from 18 to 97 and averaged about 45.5.

Table 2: Treatment Assignment by Partisan Group

	Copartisans	Opposing partisans	Independents	Total
Control	146 (32.02)	151 (33.93)	62 (31.16)	359 (32.64)
In-party cue	151 (33.11)	166 (37.30)	71 (35.86)	388 (35.27)
Out-party cue	159 (34.87)	128 (28.76)	66 (33.17)	353 (32.09)
Total	456 (100.00)	432 (100.00)	189 (100.00)	1,100 (100.00)

Note: Cell entries are frequencies. Column percentages are shown in parentheses except in the rightmost column, which are row percentages.

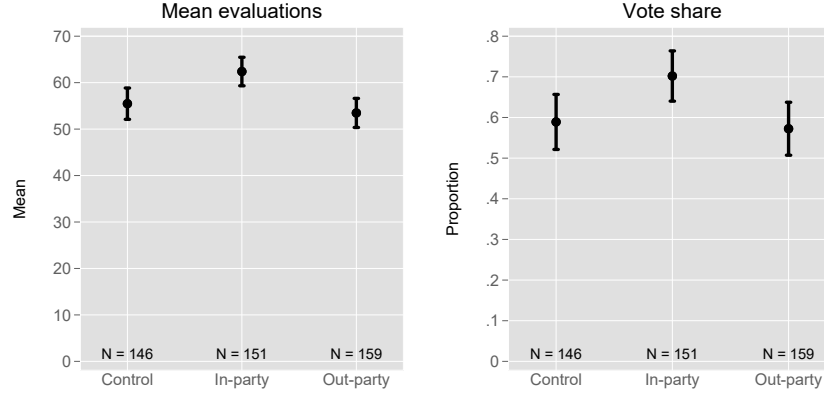


Figure 1: Mean evaluations and vote choice levels by ownership cue treatment among copartisans. Vertical lines represent 90% confidence intervals.

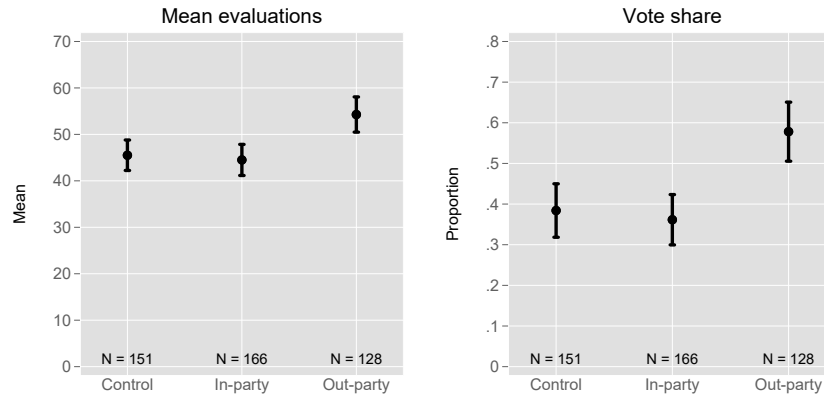


Figure 2: Mean evaluations and vote choice levels by ownership cue treatment among opposing partisans. Vertical lines represent 90% confidence intervals.

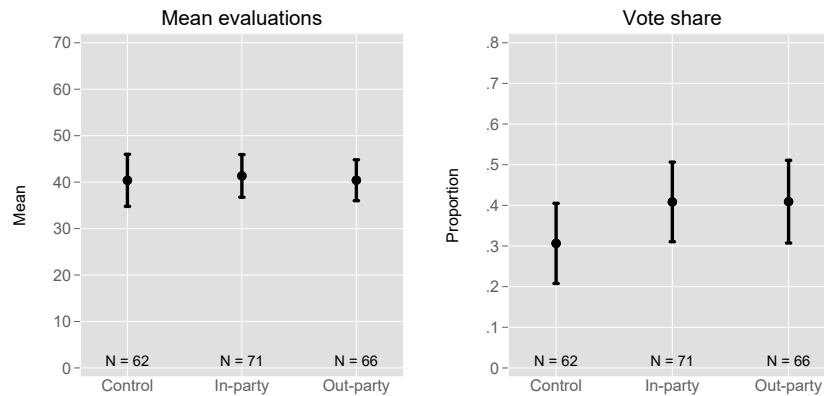


Figure 3: Mean evaluations and vote choice levels by ownership cue treatment among independents. Vertical lines represent 90% confidence intervals.

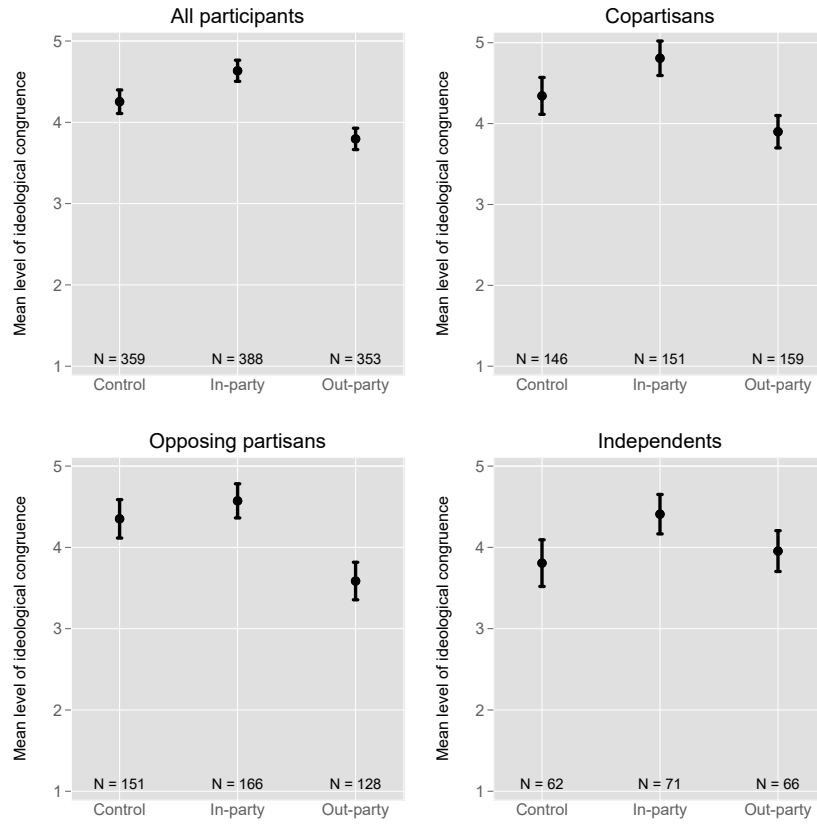


Figure 4: Participants' ideological assessments of the Senator across the treatments. Vertical lines represent 90% confidence intervals.

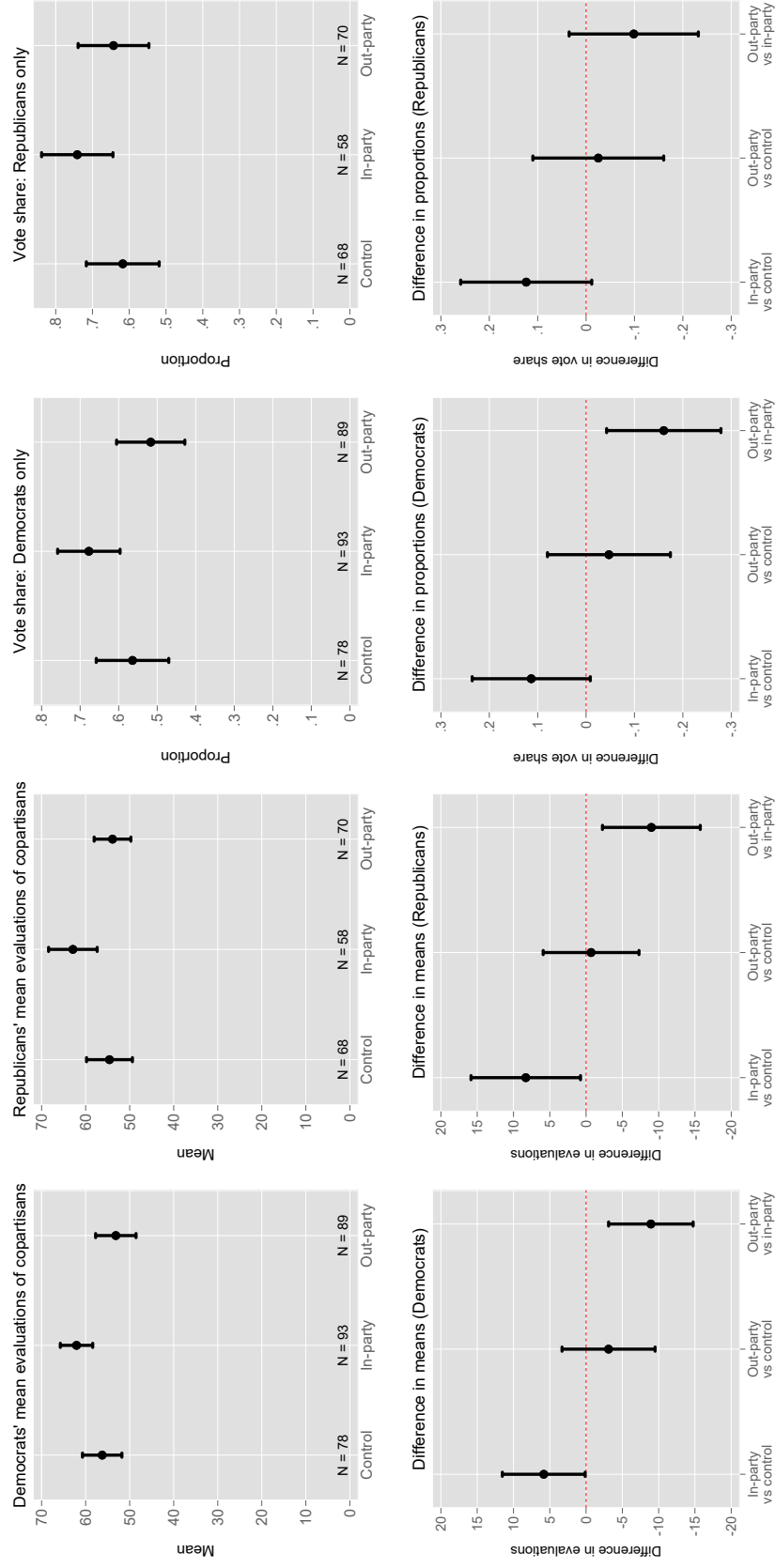


Figure 5: Mean evaluations and vote choice levels by ownership cue treatment (top row) and difference in means and proportions (bottom row) among partisans assessing candidates from their own parties. Vertical lines represent 90% confidence intervals.

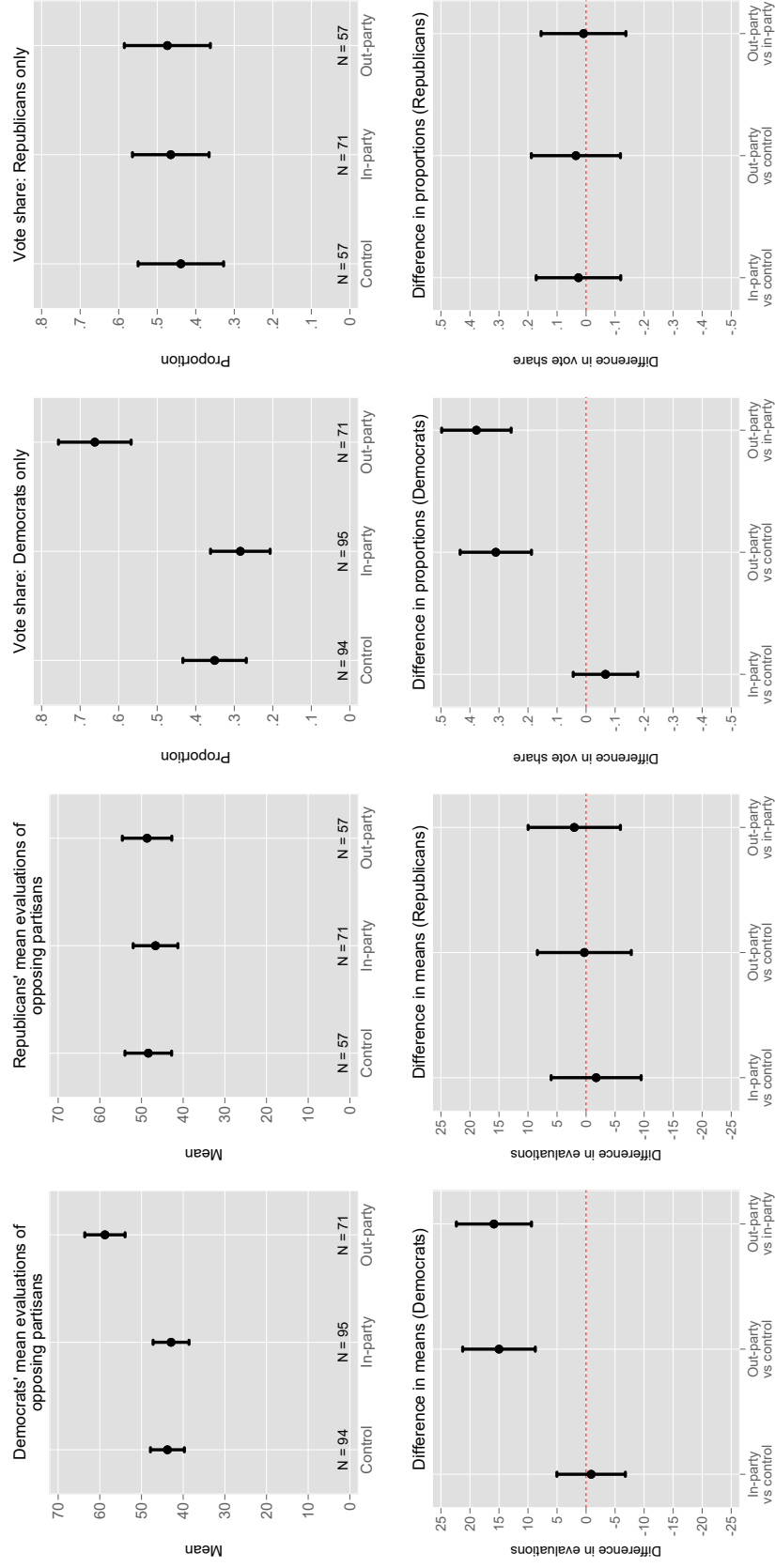


Figure 6: Mean evaluations and vote choice levels by ownership cue treatment (top row) and difference in means and proportions (bottom row) among partisanship assessing candidates from the opposing parties. Vertical lines represent 90% confidence intervals.