

Supplemental Appendix

(For “Prejudice and Tolerance in Presidential Politics:
Evidence From Eight List Experiments in 2008 and 2012”)

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1 Treatment Assignment: ANOVA Tests for Balance Across Potential Confounding Variables

Table S1: ANOVA Tests-for-Balance, Random Assignment to Control or “African American” List Experiment (2008 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	3.04	2.96	0.14	0.71
Ideology (continuous)	2.26	2.34	0.71	0.40
Proportion female	0.49	0.54	1.51	0.22
Proportion white	0.90	0.90	0.01	0.92
Educational attainment	2.65	2.64	0.00	0.97
Religious attendance	3.22	3.41	0.46	0.50
Racial resentment	2.56	2.18	0.92	0.34
Obama favorability	1.68	1.91	2.48	0.12
Political interest	1.44	1.37	1.56	0.21
Family income	7.60	7.77	0.22	0.64

Note: Sample sizes after dropping African Americans: control condition ($n = 241$); sensitive-item condition ($n = 244$). Due to missing data, sample sizes for individual ANOVA tests may vary.

Table S2: ANOVA Tests-for-Balance, Random Assignment to Control or “Gay or Homosexual” List Experiment (2008 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	2.90	2.85	0.06	0.81
Ideology (continuous)	2.20	2.21	0.01	0.92
Proportion female	0.50	0.51	0.13	0.72
Proportion black	0.07	0.07	0.04	0.85
Proportion white	0.84	0.84	0.03	0.87
Educational attainment	2.65	2.70	0.19	0.67
Religious attendance	3.27	3.50	0.73	0.39
Racial resentment	2.22	1.96	0.42	0.52
Obama favorability	1.80	1.99	1.81	0.18
Political interest	1.44	1.48	0.54	0.47
Family income	7.53	7.60	0.04	0.84

Note: Sample sizes: control condition ($n = 262$); sensitive-item condition ($n = 246$). Due to missing data, sample sizes for individual ANOVA tests may vary.

Table S3: ANOVA Tests-for-Balance, Random Assignment to Control or “**Muslim**” List Experiment (2008 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	2.90	2.74	0.65	0.42
Ideology (continuous)	2.20	2.21	0.00	0.99
Proportion female	0.50	0.51	0.09	0.76
Proportion black	0.07	0.08	0.15	0.70
Proportion white	0.84	0.81	0.53	0.47
Educational attainment	2.65	2.83	2.31	0.13
Religious attendance	3.27	3.16	0.17	0.68
Racial resentment	2.22	2.62	1.19	0.28
Obama favorability	1.80	1.88	0.36	0.55
Political interest	1.44	1.39	0.63	0.43
Family income	7.53	7.62	0.08	0.78

Note: Sample sizes: control condition ($n = 262$); sensitive-item condition ($n = 271$).
 Due to missing data, sample sizes for individual ANOVA tests may vary.

Table S4: ANOVA Tests-for-Balance, Random Assignment to Control or “**Female**” List Experiment (2008 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	2.90	2.79	0.31	0.58
Ideology (continuous)	2.20	2.24	0.11	0.75
Proportion female	0.50	0.54	1.09	0.30
Proportion black	0.07	0.07	0.00	0.96
Proportion white	0.84	0.84	0.08	0.78
Educational attainment	2.65	2.52	1.07	0.30
Religious attendance	3.27	3.31	0.03	0.88
Racial resentment	2.22	2.37	0.18	0.68
Obama favorability	1.80	1.92	0.74	0.39
Political interest	1.44	1.43	0.02	0.90
Family income	7.53	7.44	0.07	0.80
Clinton favorability	1.33	1.61	4.29	0.04

Note: Sample sizes: control condition ($n = 262$); sensitive-item condition ($n = 296$).
 Due to missing data, sample sizes for individual ANOVA tests may vary.

Table S5: ANOVA Tests-for-Balance, Random Assignment to Control or **any** Sensitive-Item Conditions (2008 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	2.90	2.80	0.43	0.51
Ideology (continuous)	2.20	2.24	0.19	0.66
Proportion female	0.50	0.53	0.90	0.34
Proportion black	0.07	0.08	0.13	0.72
Proportion white	0.84	0.83	0.04	0.85
Educational attainment	2.65	2.67	0.09	0.77
Religious attendance	3.27	3.35	0.16	0.69
Racial resentment	2.22	2.18	0.01	0.91
Obama favorability	1.80	1.95	1.92	0.17
Political interest	1.44	1.41	0.25	0.62
Family income	7.53	7.58	0.04	0.84
Clinton favorability	1.33	1.63	7.55	0.01

Note: Sample sizes: control condition ($n = 262$); sensitive-item conditions, **pooled** ($n = 1076$). Due to missing data, sample sizes for individual ANOVA tests may vary.

Table S6: ANOVA Tests-for-Balance, Random Assignment to Control or “**African American**” List Experiment (2012 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	3.18	3.11	0.07	0.79
Ideology (continuous)	2.18	2.36	1.72	0.19
Proportion female	0.49	0.56	1.87	0.17
Proportion white	0.86	0.84	0.29	0.59
Educational attainment	2.52	2.67	0.90	0.34
Religious attendance	1.83	2.00	0.92	0.34
Racial resentment	2.47	2.29	0.14	0.71
Obama favorability	1.62	1.62	0.00	1.00
Political interest	1.58	1.61	0.15	0.70
Family income	5.09	5.32	0.37	0.55

Note: Sample sizes after dropping African Americans: control condition ($n = 162$); sensitive-item condition ($n = 178$). Due to missing data, sample sizes for individual ANOVA tests may vary.

Table S7: ANOVA Tests-for-Balance, Random Assignment to Control or “Gay or Homosexual” List Experiment (2012 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	2.87	2.73	0.38	0.54
Ideology (continuous)	2.15	2.18	0.07	0.80
Proportion female	0.52	0.51	0.06	0.82
Proportion black	0.12	0.12	0.07	0.80
Proportion white	0.75	0.75	0.00	0.95
Educational attainment	2.44	2.46	0.02	0.89
Religious attendance	1.96	1.95	0.00	0.95
Racial resentment	1.82	1.75	0.03	0.87
Obama favorability	1.86	1.96	0.29	0.59
Political interest	1.54	1.58	0.34	0.56
Family income	4.81	5.24	1.53	0.22

Note: Sample sizes: control condition ($n = 185$); sensitive-item condition ($n = 207$).
 Due to missing data, sample sizes for individual ANOVA tests may vary.

Table S8: ANOVA Tests-for-Balance, Random Assignment to Control or “Muslim” List Experiment (2012 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	2.87	2.46	3.51	0.06
Ideology (continuous)	2.15	2.00	1.59	0.21
Proportion female	0.52	0.50	0.18	0.67
Proportion black	0.12	0.10	0.58	0.45
Proportion white	0.75	0.75	0.00	0.95
Educational attainment	2.44	2.49	0.11	0.74
Religious attendance	1.96	2.02	0.12	0.73
Racial resentment	1.82	0.68	6.69	0.01
Obama favorability	1.86	2.16	2.84	0.09
Political interest	1.54	1.61	1.44	0.23
Family income	4.81	5.03	0.38	0.54

Note: Sample sizes: control condition ($n = 185$); sensitive-item condition ($n = 219$).
 Due to missing data, sample sizes for individual ANOVA tests may vary.

Table S9: ANOVA Tests-for-Balance, Random Assignment to Control or “Mormon” List Experiment (2012 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	2.87	2.70	0.56	0.45
Ideology (continuous)	2.15	2.17	0.03	0.87
Proportion female	0.52	0.56	0.74	0.39
Proportion black	0.12	0.08	2.12	0.15
Proportion white	0.75	0.81	1.58	0.21
Educational attainment	2.44	2.59	0.95	0.33
Religious attendance	1.96	1.87	0.29	0.59
Racial resentment	1.82	1.57	0.29	0.59
Obama favorability	1.86	1.92	0.11	0.74
Political interest	1.54	1.60	0.85	0.36
Family income	4.81	5.14	0.91	0.34
Romney favorability	1.98	1.87	0.60	0.44

Note: Sample sizes: control condition ($n = 185$); sensitive-item condition ($n = 190$).

Due to missing data, sample sizes for individual ANOVA tests may vary.

Table S10: ANOVA Tests-for-Balance, Random Assignment to Control or **any** Sensitive-Item Conditions (2012 CCAP)

Independent Variable	$\mu_{Control}$	$\mu_{Treatment}$	F -statistic	p -value
PID (continuous)	2.87	2.70	0.90	0.34
Ideology (continuous)	2.15	2.16	0.02	0.90
Proportion female	0.52	0.53	0.11	0.74
Proportion black	0.12	0.10	0.90	0.34
Proportion white	0.75	0.76	0.09	0.76
Educational attainment	2.44	2.54	0.70	0.40
Religious attendance	1.96	1.98	0.02	0.90
Racial resentment	1.82	1.44	1.05	0.31
Obama favorability	1.86	1.97	0.53	0.47
Political interest	1.54	1.60	1.35	0.25
Family income	4.81	5.18	1.70	0.19
Romney favorability	1.98	1.84	1.37	0.24

Note: Sample sizes: control condition ($n = 185$); sensitive-item conditions, **pooled** ($n = 815$).

Due to missing data, sample sizes for individual ANOVA tests may vary.

2 Point Estimates of Treatment Effects (with 90 Percent Confidence Intervals) from zelig

Table S11: Point Estimates of Treatment Effects (with 90 Percent Confidence Intervals), Models As Presented in Main Text, 2008 Cooperative Campaign Analysis Project

Group	“African American”	“Gay or Homosexual”	“Muslim”	“Female”
	Treatment Effect	Treatment Effect	Treatment Effect	Treatment Effect
Full Sample	0.09 (-0.09, 0.28)	0.44 (0.27, 0.64)	0.69 (0.52, 0.88)	0.13 (-0.04, 0.32)
Liberals	0.11 (-0.37, 0.58)	-0.10 (-0.56, 0.34)	0.44 (0.02, 0.86)	-0.01 (-0.42, 0.40)
Moderates (and Unsure)	0.00 (-0.27, 0.28)	0.37 (0.09, 0.64)	0.78 (0.51, 1.06)	0.06 (-0.20, 0.34)
Conservatives	0.12 (-0.18, 0.43)	0.83 (0.51, 1.13)	0.74 (0.44, 1.05)	0.26 (-0.04, 0.57)
Democrats	0.05 (-0.24, 0.34)	0.21 (-0.08, 0.49)	0.52 (0.24, 0.80)	0.15 (-0.13, 0.41)
Independents (and Unsure)	0.03 (-0.51, 0.52)	0.28 (-0.25, 0.76)	0.41 (-0.11, 0.91)	-0.39 (-0.89, 0.06)
Republicans	0.10 (-0.19, 0.40)	0.79 (0.49, 1.12)	0.94 (0.65, 1.25)	0.26 (-0.03, 0.57)

Note: Point estimates with 90 percent confidence intervals calculated using zelig (Choirat et al. 2018).

Table S12: Point Estimates of Treatment Effects (with 90 Percent Confidence Intervals), Models With Additional Covariates, 2008 Cooperative Campaign Analysis Project

Group	“African American”		“Gay or Homosexual”		“Muslim”		“Female”	
	Treatment Effect	90% CI	Treatment Effect	90% CI	Treatment Effect	90% CI	Treatment Effect	90% CI
Full sample	0.12	(-0.13, 0.41)	0.55	(0.29, 0.80)	0.74	(0.49, 1.00)	0.06	(-0.20, 0.30)
Liberals	0.22	(-0.38, 0.80)	0.12	(-0.38, 0.62)	0.44	(-0.01, 0.97)	-0.06	(-0.53, 0.44)
Moderates (and Unsure)	0.23	(-0.20, 0.59)	0.45	(0.04, 0.83)	0.83	(0.46, 1.22)	0.10	(-0.31, 0.49)
Conservatives	-0.06	(-0.48, 0.35)	0.99	(0.56, 1.40)	0.85	(0.44, 1.26)	0.13	(-0.30, 0.52)
Democrats	0.16	(-0.21, 0.55)	0.20	(-0.16, 0.54)	0.62	(0.26, 0.94)	-0.01	(-0.39, 0.35)
Independents (and Unsure)	0.00	(-0.84, 0.85)	0.72	(-0.08, 1.47)	0.31	(-0.39, 1.06)	0.03	(-0.69, 0.73)
Republicans	0.05	(-0.32, 0.41)	0.90	(0.55, 1.29)	0.96	(0.58, 1.35)	0.16	(-0.22, 0.56)

Note: Point estimates with 90 percent confidence intervals calculated using `ze1ig` (Choirat et al. 2018). Models include controls for partisanship, ideology, gender, white racial background, education, religious attendance, racial resentment, Obama favorability, political interest, and family income. Models for the “Gay or Homosexual,” “Muslim,” or “Female” list experiments add control for African American racial background. Models for the “Female” list experiment add control for Hillary Clinton favorability. Complete model output found in appendix.

Table S13: Point Estimates of Treatment Effects (with 90 Percent Confidence Intervals), Models as Presented in Main Text, 2012 Cooperative Campaign Analysis Project

Group	“African American”		“Gay or Homosexual”		“Muslim”		“Mormon”	
	Treatment Effect		Treatment Effect		Treatment Effect		Treatment Effect	
Full Sample	0.13 (-0.09, 0.36)		0.21 (0.00, 0.44)		0.46 (0.26, 0.67)		0.37 (0.17, 0.60)	
Liberals	-0.03 (-0.50, 0.44)		-0.17 (-0.64, 0.27)		0.13 (-0.27, 0.52)		0.68 (0.25, 1.09)	
Moderates (and Unsure)	0.30 (-0.09, 0.69)		0.21 (-0.14, 0.55)		0.15 (-0.21, 0.50)		0.45 (0.10, 0.80)	
Conservatives	0.17 (-0.16, 0.52)		0.50 (0.15, 0.87)		0.97 (0.65, 1.31)		0.13 (-0.18, 0.48)	
Democrats	0.12 (-0.24, 0.48)		0.06 (-0.28, 0.39)		0.36 (0.05, 0.67)		0.65 (0.34, 0.96)	
Independents (and Unsure)	-0.02 (-0.63, 0.55)		-0.22 (-0.89, 0.37)		-0.35 (-0.90, 0.16)		-0.16 (-0.74, 0.35)	
Republicans	0.16 (-0.17, 0.51)		0.50 (0.16, 0.88)		0.85 (0.51, 1.21)		0.17 (-0.17, 0.52)	

Note: Point estimates with 90 percent confidence intervals calculated using `zelig` (Choirat et al. 2018).

Table S14: Point Estimates of Treatment Effects (with 90 Percent Confidence Intervals), Models With Additional Covariates, 2012 Cooperative Campaign Analysis Project

Group	“African American” Treatment Effect	“Gay or Homosexual” Treatment Effect	“Muslim” Treatment Effect	“Mormon” Treatment Effect
Full Sample	0.19 (-0.08, 0.44)	0.31 (0.07, 0.55)	0.45 (0.22, 0.70)	0.38 (0.14, 0.62)
Liberals	0.01 (-0.51, 0.50)	-0.09 (-0.57, 0.39)	0.18 (-0.26, 0.63)	0.75 (0.30, 1.18)
Moderates (and Unsure)	0.39 (-0.07, 0.81)	0.27 (-0.11, 0.65)	0.25 (-0.13, 0.62)	0.51 (0.13, 0.87)
Conservatives	0.30 (-0.09, 0.69)	0.51 (0.12, 0.93)	1.00 (0.61, 1.42)	0.05 (-0.32, 0.41)
Democrats	0.08 (-0.32, 0.44)	0.10 (-0.25, 0.47)	0.28 (-0.05, 0.60)	0.64 (0.30, 0.99)
Independents (and Unsure)	-0.03 (-0.78, 0.66)	-0.09 (-0.86, 0.76)	-0.27 (-1.00, 0.42)	-0.13 (-0.77, 0.59)
Republicans	0.37 (-0.01, 0.73)	0.66 (0.24, 1.06)	0.93 (0.55, 1.30)	0.23 (-0.17, 0.60)

Note: Point estimates with 90 percent confidence intervals calculated using `ze1ig` (Choirat et al. 2018). Models include controls for partisanship, ideology, gender, white racial background, education, religious attendance, racial resentment, Obama favorability, political interest, and family income. Models for the “Gay or Homosexual,” “Muslim,” or “Mormon” list experiments add control for African American racial background. Models for the “Mormon” list experiment add control for Mitt Romney favorability. Complete model output found in appendix.

Table S15: Point Estimates, Treatment Effects (**Sensitive-Item Conditions as Single Treatment Group**), 2008 Cooperative Campaign Analysis Project (CCAP)

Group	Treatment Effect (without additional covariates)	Treatment Effect (with additional covariates)
Full sample	0.34 (0.20, 0.50)	0.38 (0.18, 0.60)
Liberals	0.13 (-0.22, 0.48)	0.15 (-0.27, 0.56)
Moderates (and Unsure)	0.31 (0.07, 0.52)	0.42 (0.10, 0.71)
Conservatives	0.48 (0.23, 0.75)	0.49 (0.17, 0.82)
Democrats	0.26 (0.02, 0.48)	0.25 (-0.04, 0.54)
Independents (and Unsure)	0.06 (-0.36, 0.45)	0.27 (-0.37, 0.86)
Republicans	0.51 (0.27, 0.74)	0.51 (0.20, 0.84)

Point estimates with 90 percent confidence intervals calculated using `zelig` (Choirat et al. 2018). Estimates are treatment effects **after pooling sensitive-item conditions into one treatment representing “general prejudice.”** Sensitive-items include “a candidate who is African American,” “a candidate who is gay or homosexual,” “a candidate who is Muslim,” and “a candidate who is female.” Results presented for models with and without potentially confounding variables (partisanship, ideology, gender, race, education, religious attendance, racial resentment, Obama favorability, political interest, and family income).

Table S16: Point Estimates, Treatment Effects (**Sensitive-Item Conditions as Single Treatment Group**), 2012 Cooperative Campaign Analysis Project (CCAP)

Group	Treatment Effect (without additional covariates)	Treatment Effect (with additional covariates)
Full sample	0.28 (0.12, 0.46)	0.32 (0.12, 0.53)
Liberals	0.14 (-0.24, 0.51)	0.19 (-0.19, 0.58)
Moderates (and Unsure)	0.24 (-0.07, 0.51)	0.30 (-0.02, 0.61)
Conservatives	0.45 (0.14, 0.76)	0.46 (0.16, 0.81)
Democrats	0.30 (0.03, 0.56)	0.29 (0.05, 0.60)
Independents (and Unsure)	-0.22 (-0.71, 0.23)	-0.28 (-0.91, 0.29)
Republicans	0.42 (0.14, 0.68)	0.58 (0.25, 0.88)

Point estimates with 90 percent confidence intervals calculated using `zelig` (Choirat et al. 2018). Estimates are treatment effects **after pooling sensitive-item conditions into one treatment representing “general prejudice.”** Sensitive-items include “a candidate who is African American,” “a candidate who is gay or homosexual,” “a candidate who is Muslim,” and “a candidate who is Mormon.” Results presented for models with and without potentially confounding variables (partisanship, ideology, gender, race, education, religious attendance, racial resentment, Obama favorability, political interest, and family income).

3 Reproductions of In-Text Figures (Using Models with Potential Confounding Variables)

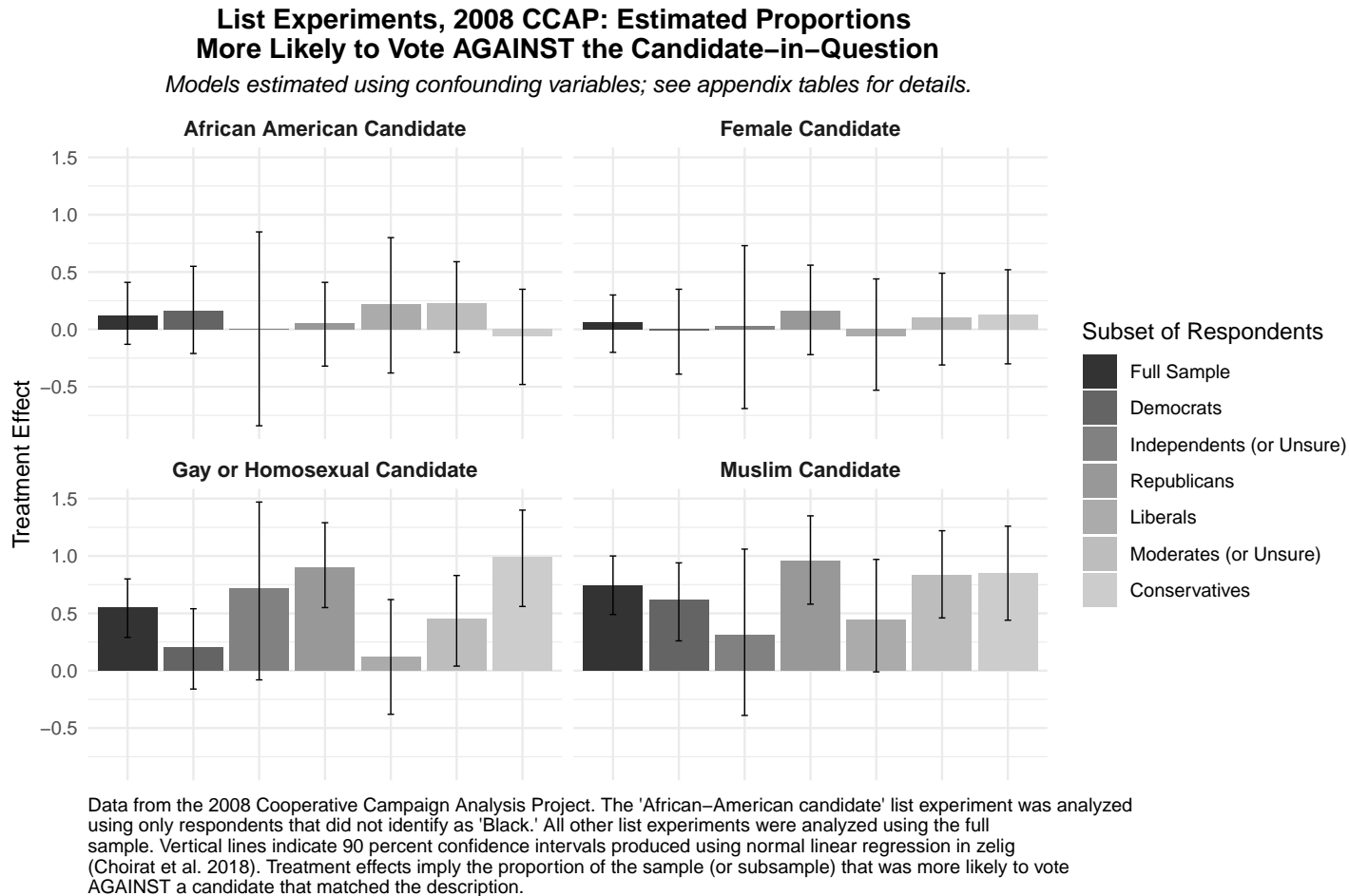
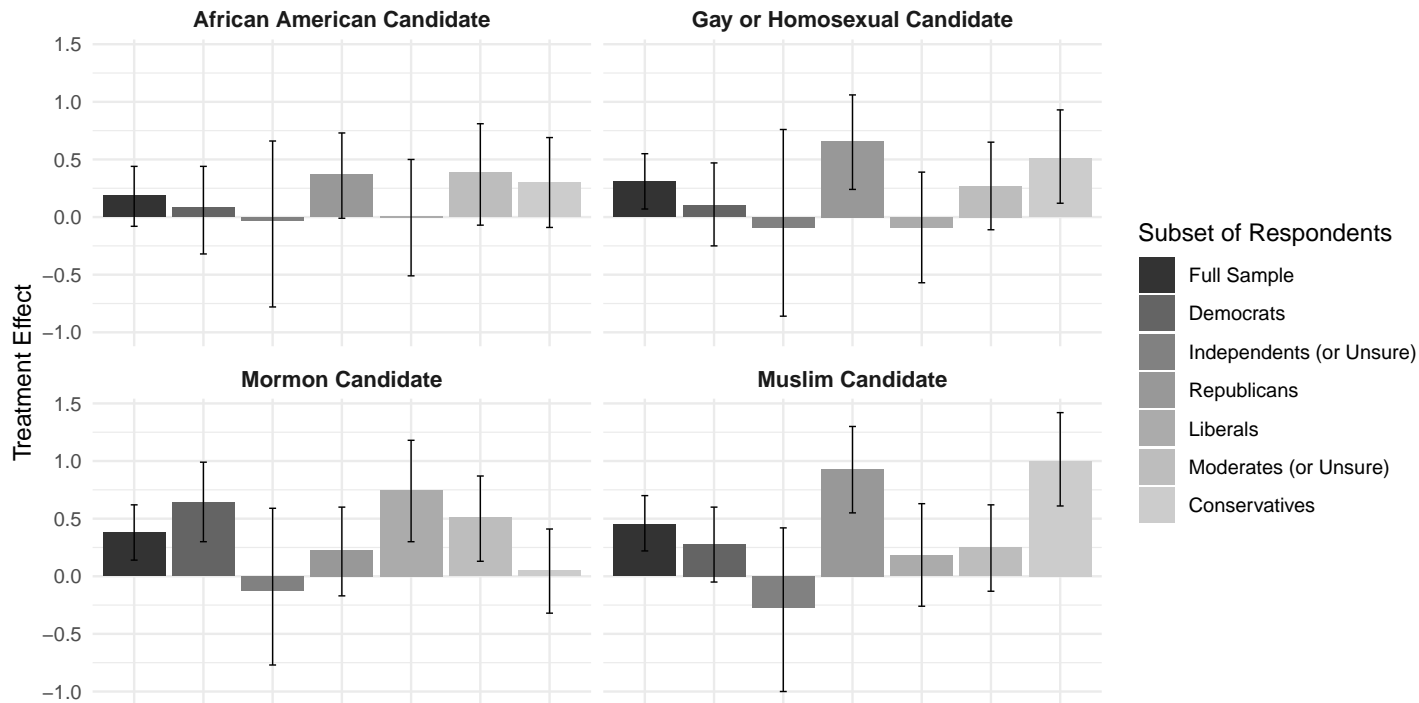


Figure S1: Treatment Effects for Sensitive-Item Conditions (2008 Cooperative Campaign Analysis Project) By Partisanship and Ideological Self-Identification, Models Controlling for Potentially Confounding Variables.

Note: First differences with 90 percent confidence intervals calculated using `zelig` package (Choirat et al. 2018) in R (R Development Core Team 2008). Models variously control for partisanship, ideology, gender, race, education, family income, racial resentment, Obama favorability, Clinton favorability, religious attendance, and political interest. Point estimates for full sample, partisan groups, and ideological groups are derived from different models. See appendix tables S17-S19 (“African American”), S20-S22 (“Gay or Homosexual”), S23-S25 (“Muslim”), and S26-S28 (“Female”) (second columns) for more details about model specification.

**List Experiments, 2012 CCAP: Estimated Proportions
More Likely to Vote AGAINST the Candidate-in-Question**

Models estimated using confounding variables; see appendix tables for details.



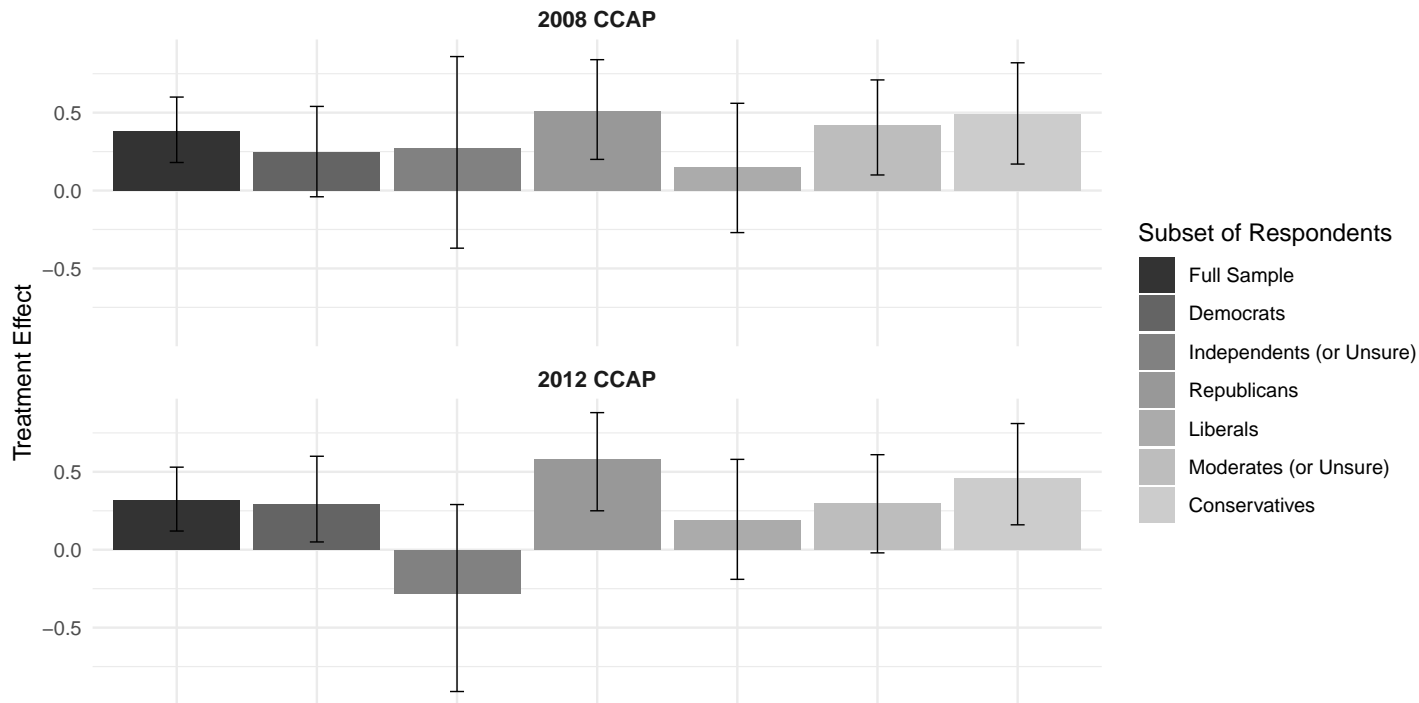
Data from the 2012 Cooperative Campaign Analysis Project. The 'African-American candidate' list experiment was analyzed using only respondents that did not identify as 'Black.' All other list experiments were analyzed using the full sample. Vertical lines indicate 90 percent confidence intervals produced using normal linear regression in zelig (Choirat et al. 2018). Treatment effects imply the proportion of the sample (or subsample) that was more likely to vote against a candidate that matched the description.

Figure S2: Treatment Effects for Sensitive-Item Conditions (2012 Cooperative Campaign Analysis Project) By Partisanship and Ideological Self-Identification, Models Controlling for Potentially Confounding Variables).

Note: First differences with 90 percent confidence intervals calculated using zelig package (Choirat et al. 2018) in R (R Development Core Team 2008). Models variously control for partisanship, ideology, gender, race, education, family income, racial resentment, Obama favorability, Romney favorability, religious attendance, and political interest. Point estimates for full sample, partisan groups, and ideological groups are derived from different models. See appendix tables S32-S34 (“African American”), S35-S37 (“Gay or Homosexual”), S38-S40 (“Muslim”), and S41-S43 (“Mormon”) (second columns) for more details about model specification.

Generalized Prejudice, 2008 and 2012 CCAP: Estimated Proportions More Likely to Vote AGAINST Candidates from Underrepresented Groups

Models estimated using confounding variables; see appendix tables for details.



Data from the 2008 and 2012 Cooperative Campaign Analysis Project. Treatment effects are calculated by comparing respondents in the control condition to respondents in all four sensitive-item conditions; treatment effects imply the proportion of the sample (or subsample) that was more likely to vote AGAINST a presidential candidate from an underrepresented group. Vertical lines indicate 90 percent confidence intervals produced using normal linear regression in zelig (Choirat et al. 2018).

Figure S3: Treatment Effects after Pooling Sensitive-Item Conditions (2008 and 2012 Cooperative Campaign Analysis Projects), Models Controlling for Potentially Confounding Variables.

Note: First differences with 90 percent confidence intervals calculated using zelig package (Choirat et al. 2018) in R (R Development Core Team 2008). Models variously control for partisanship, ideology, gender, race, education, family income, racial resentment, Obama favorability, religious attendance, and political interest. Point estimates for full sample, partisan groups, and ideological groups are derived from different models. See appendix tables S29-S31 and S44-S46 (second columns) for more details about model specification.

4 Regression Output, Models Involving 2008 CCAP List Experiments (With and Without Additional Covariates)

4.1 Description of Covariates Used in Models or ANOVA Tests-for-Imbalance

- Notes on Covariates Used in Models
 - Where measured as a continuous variable, **Party Identification (PID)** uses the traditional seven-point scale (0 = strong Democrat; 1 = weak Democrat; 2 = leans Democrat; 3 = pure independent; 4 = leans Republican; 5 = weak Republican; 6 = strong Republican).
 - Where measured as a continuous variable, **Ideology** is a five-point self-identification variable (0 = very liberal; 1 = liberal; 2 = moderate; 3 = conservative; 4 = very conservative)
 - **Female**, **African American**, and **White** are all assessed as dummy variables.
 - Where specified, **Republican**, **Democrat**, **Conservative**, and **Liberal** are all assessed as dummy variables.
 - **Racial Resentment** scores are a continuous scale from -8 to 8, with higher scores indicating greater racial resentment. Scores are calculated as an additive index of responses to the following four statements:
 - * Generations of slavery and discrimination have created conditions that make it difficult for Blacks to work their way out of the lower class (-2 = strongly agree; -1 = agree; 0 = neither agree nor disagree; 1 = disagree; 2 = strongly disagree).
 - * Irish, Italians, Jewish, and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors (-2 = strongly disagree; -1 = disagree; 0 = neither agree nor disagree; 1 = agree; 2 = strongly agree).
 - * Over the past few years, blacks have gotten less than they deserve (-2 = strongly agree; -1 = agree; 0 = neither agree nor disagree; 1 = disagree; 2 = strongly disagree).
 - * It's really a matter of some people not trying hard enough. If blacks would only try harder, they could be just as well off as whites (-2 = strongly disagree; -1 = disagree; 0 = neither agree nor disagree; 1 = agree; 2 = strongly agree).
 - **Education** is measured on a 0-to-5 scale (0 = no high school degree; 1 = high school graduate; 2 = some college; 3 = two-year degree; 4 = four-year degree; 5 = post-graduate degree)
 - **Religious attendance** is measured on a 9-point scale (0 = never; 1 = less than once a year; 2 = once or twice a year; 3 = several times a year; 4 = once a month;

5 = two or three times a month; 6 = about once a week; 7 = once a week; 8 = more than once a week)

- **Clinton favorability** and **Obama favorability** are measured on a 5-point scale (0 = very unfavorable; 1 = somewhat unfavorable; 2 = neutral or “haven’t heard enough”; 3 = somewhat favorable; 4 = very favorable)
- **Political interest** is measured on a three-point scale (0 = not that much; 1 = somewhat; 2 = very much)
- **Family income** is measured on a 0-to-14 scale, where 0 = less than \$10,000 and 14 = \$150,000 or more.

4.2 “African American” List Experiment (2008), Treatment Effects (Figure 2 of Main Analysis)

Table S17: General Effect of “African American” List Experiment (2008), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.66***	(0.08)	2.45***	(0.49)
Sensitive Item	0.10	(0.12)	0.12	(0.16)
Party ID			-0.10*	(0.05)
Ideology (Continuous)			-0.28**	(0.10)
Female			0.16	(0.17)
White			0.11	(0.25)
Education			0.05	(0.06)
Religious Attendance			0.07*	(0.03)
Racial Resentment			0.02	(0.02)
Obama Favorability			-0.11	(0.07)
Political Interest			-0.22	(0.15)
Family Income			0.00	(0.03)
<i>N</i>	485		271	
<i>R</i> ²	0.00		0.12	
adj. <i>R</i> ²	-0.00		0.08	
Resid. sd	1.30		1.26	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. Sample restricted to non-African-American respondents. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S18: Effects of “African American” List Experiment (2008) by Partisanship, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.77***	(0.22)	2.29***	(0.57)
Sensitive Item	0.01	(0.33)	-0.02	(0.53)
Republican	-0.34	(0.25)	-0.21	(0.37)
Democrat	0.11	(0.25)	0.19	(0.38)
Sensitive Item × Republican	0.09	(0.37)	0.07	(0.57)
Sensitive-Item × Democrat	0.05	(0.37)	0.20	(0.58)
Ideology (Continuous)			-0.30**	(0.10)
Female			0.16	(0.17)
White			0.09	(0.26)
Education			0.05	(0.06)
Religious Attendance			0.07*	(0.03)
Racial Resentment			0.02	(0.02)
Obama Favorability			-0.12†	(0.07)
Political Interest			-0.22	(0.14)
Family Income			0.00	(0.03)
<i>N</i>	481		273	
<i>R</i> ²	0.03		0.12	
adj. <i>R</i> ²	0.02		0.07	
Resid. sd	1.28		1.27	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. Sample restricted to non-African-American respondents. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S19: Effects of “African American” List Experiment (2008) by Ideology, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.70***	(0.13)	1.83***	(0.47)
Sensitive Item	-0.01	(0.18)	0.20	(0.25)
Conservative	-0.20	(0.19)	-0.05	(0.27)
Liberal	0.28	(0.23)	0.36	(0.30)
Sensitive-Item × Conservative	0.13	(0.26)	-0.26	(0.35)
Sensitive-Item × Liberal	0.12	(0.33)	0.02	(0.42)
Party ID (Continuous)			-0.11*	(0.05)
Female			0.17	(0.17)
White			0.13	(0.25)
Education			0.06	(0.06)
Religious Attendance			0.06*	(0.03)
Racial Resentment			0.02	(0.02)
Obama Favorability			-0.07	(0.07)
Political Interest			-0.21	(0.14)
Family Income			-0.01	(0.03)
<i>N</i>	472		278	
<i>R</i> ²	0.02		0.10	
adj. <i>R</i> ²	0.01		0.05	
Resid. sd	1.29		1.28	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. Sample restricted to non-African-American respondents. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

4.3 “Gay or Homosexual” List Experiment (2008), Treatment Effects (Figure 2 of Main Analysis)

Table S20: General Effect of “Gay or Homosexual” List Experiment (2008), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.61***	(0.08)	1.80***	(0.47)
Sensitive Item	0.45***	(0.12)	0.55***	(0.15)
Party ID (Continuous)			-0.09 [†]	(0.05)
Ideology (Continuous)			-0.03	(0.09)
Female			0.11	(0.16)
White			-0.13	(0.26)
African American			-0.51	(0.37)
Education			0.02	(0.06)
Religious Attendance			0.09**	(0.03)
Racial Resentment			0.02	(0.02)
Obama Favorability			-0.07	(0.07)
Political Interest			-0.09	(0.14)
Family Income			0.01	(0.02)
<i>N</i>	508		316	
<i>R</i> ²	0.03		0.09	
adj. <i>R</i> ²	0.03		0.06	
Resid. sd	1.32		1.32	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S21: Effects of “Gay or Homosexual” List Experiment (2008) by Partisanship, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.68***	(0.22)	1.58**	(0.58)
Sensitive Item	0.26	(0.32)	0.68	(0.50)
Republican	-0.24	(0.25)	-0.24	(0.38)
Democrat	0.11	(0.25)	0.40	(0.37)
Sensitive-Item × Republican	0.53	(0.37)	0.22	(0.55)
Sensitive-Item × Democrat	-0.04	(0.36)	-0.49	(0.54)
Ideology (Continuous)			-0.05	(0.09)
Female			0.16	(0.16)
White			-0.18	(0.26)
African American			-0.52	(0.37)
Education			0.01	(0.06)
Religious Attendance			0.08**	(0.03)
Racial Resentment			0.02	(0.02)
Obama Favorability			-0.07	(0.07)
Political Interest			-0.07	(0.13)
Family Income			0.01	(0.02)
<i>N</i>	502		318	
<i>R</i> ²	0.04		0.10	
adj. <i>R</i> ²	0.03		0.06	
Resid. sd	1.31		1.31	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S22: Effects of “Gay or Homosexual” List Experiment (2008) by Ideology, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.67***	(0.12)	1.69***	(0.45)
Sensitive Item	0.36*	(0.18)	0.42 [†]	(0.24)
Conservative	-0.20	(0.18)	-0.13	(0.26)
Liberal	0.17	(0.22)	0.24	(0.29)
Sensitive-Item × Conservative	0.46 [†]	(0.26)	0.57 [†]	(0.34)
Sensitive-Item × Liberal	-0.45	(0.31)	-0.32	(0.39)
Party ID (Continuous)			-0.09*	(0.05)
Female			0.15	(0.16)
White			-0.12	(0.26)
African American			-0.47	(0.36)
Education			0.02	(0.06)
Religious Attendance			0.08**	(0.03)
Racial Resentment			0.02	(0.02)
Obama Favorability			-0.04	(0.07)
Political Interest			-0.02	(0.14)
Family Income			-0.00	(0.02)
<i>N</i>	501		324	
<i>R</i> ²	0.04		0.11	
adj. <i>R</i> ²	0.03		0.06	
Resid. sd	1.31		1.32	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

4.4 “Muslim” List Experiment (2008), Treatment Effects (Figure 2 of Main Analysis)

Table S23: General Effect of “Muslim” List Experiment (2008), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.61***	(0.08)	1.79***	(0.44)
Sensitive Item	0.70***	(0.11)	0.73***	(0.15)
Party ID (Continuous)			-0.08	(0.05)
Ideology (Continuous)			-0.07	(0.10)
Female			0.25	(0.16)
White			0.03	(0.23)
African American			-0.48	(0.35)
Education			0.06	(0.06)
Religious Attendance			0.05 [†]	(0.03)
Racial Resentment			-0.00	(0.02)
Obama Favorability			-0.07	(0.06)
Political Interest			-0.05	(0.13)
Family Income			-0.01	(0.02)
<i>N</i>	533		303	
<i>R</i> ²	0.07		0.13	
adj. <i>R</i> ²	0.06		0.09	
Resid. sd	1.31		1.27	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S24: Effects of “Muslim” List Experiment (2008) by Partisanship, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.68***	(0.22)	1.56**	(0.54)
Sensitive Item	0.39	(0.33)	0.33	(0.45)
Republican	-0.24	(0.25)	-0.10	(0.36)
Democrat	0.11	(0.25)	0.31	(0.36)
Sensitive-Item × Republican	0.54	(0.37)	0.64	(0.51)
Sensitive-Item × Democrat	0.13	(0.37)	0.28	(0.50)
Ideology (Continuous)			-0.09	(0.10)
Female			0.28 [†]	(0.16)
White			0.07	(0.23)
African American			-0.43	(0.35)
Education			0.06	(0.06)
Religious Attendance			0.04	(0.03)
Racial Resentment			-0.00	(0.02)
Obama Favorability			-0.08	(0.06)
Political Interest			-0.07	(0.13)
Family Income			-0.01	(0.02)
<i>N</i>	528		306	
<i>R</i> ²	0.07		0.13	
adj. <i>R</i> ²	0.06		0.09	
Resid. sd	1.31		1.27	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S25: Effects of “Muslim” List Experiment (2008) by Ideology, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.67***	(0.12)	1.68***	(0.44)
Sensitive Item	0.77***	(0.18)	0.82***	(0.24)
Conservative	-0.20	(0.18)	-0.12	(0.26)
Liberal	0.17	(0.22)	0.19	(0.28)
Sensitive-Item × Conservative	-0.03	(0.26)	0.03	(0.34)
Sensitive-Item × Liberal	-0.33	(0.30)	-0.37	(0.38)
Party ID (Continuous)			-0.08	(0.05)
Female			0.21	(0.16)
White			0.03	(0.24)
African American			-0.64 [†]	(0.35)
Education			0.05	(0.06)
Religious Attendance			0.05 [†]	(0.03)
Racial Resentment			-0.00	(0.02)
Obama Favorability			-0.06	(0.07)
Political Interest			0.01	(0.13)
Family Income			-0.02	(0.02)
<i>N</i>	522		314	
<i>R</i> ²	0.07		0.13	
adj. <i>R</i> ²	0.06		0.09	
Resid. sd	1.31		1.29	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

4.5 “Female” List Experiment (2008), Treatment Effects (Figure 2 of Main Analysis)

Table S26: General Effect of “Female” List Experiment (2008), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.61***	(0.08)	1.78***	(0.51)
Sensitive Item	0.14	(0.11)	0.06	(0.15)
Party ID (Continuous)			-0.03	(0.06)
Ideology (Continuous)			-0.14	(0.10)
Female			0.17	(0.17)
White			-0.27	(0.26)
African American			-0.52	(0.36)
Education			0.06	(0.06)
Religious Attendance			0.07**	(0.03)
Racial Resentment			0.01	(0.02)
Obama Favorability			-0.04	(0.07)
Political Interest			0.07	(0.14)
Family Income			-0.02	(0.03)
Clinton Favorability			0.06	(0.06)
<i>N</i>	558		315	
<i>R</i> ²	0.00		0.07	
adj. <i>R</i> ²	0.00		0.03	
Resid. sd	1.31		1.30	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S27: Effects of “Female” List Experiment (2008) by Partisanship, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.68***	(0.21)	1.63**	(0.58)
Sensitive Item	-0.41	(0.30)	-0.00	(0.44)
Republican	-0.24	(0.25)	0.01	(0.38)
Democrat	0.11	(0.25)	0.18	(0.37)
Sensitive Item × Republican	0.67†	(0.35)	0.16	(0.50)
Sensitive Item × Democrat	0.57†	(0.34)	-0.01	(0.49)
Ideology (Continuous)			-0.15	(0.09)
Female			0.19	(0.17)
White			-0.27	(0.26)
African American			-0.53	(0.36)
Education			0.06	(0.06)
Religious Attendance			0.07*	(0.03)
Racial Resentment			0.01	(0.02)
Obama Favorability			-0.04	(0.07)
Political Interest			0.07	(0.14)
Family Income			-0.02	(0.03)
Clinton Favorability			0.06	(0.06)
<i>N</i>	553		320	
<i>R</i> ²	0.02		0.07	
adj. <i>R</i> ²	0.02		0.02	
Resid. sd	1.30		1.30	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S28: Effects of “Female” List Experiment (2008) by Ideology, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.67***	(0.12)	1.55**	(0.50)
Sensitive Item	0.06	(0.17)	0.08	(0.25)
Conservative	-0.20	(0.19)	-0.09	(0.26)
Liberal	0.17	(0.22)	0.16	(0.29)
Sensitive Item × Conservative	0.20	(0.26)	0.04	(0.34)
Sensitive Item × Liberal	-0.05	(0.30)	-0.14	(0.38)
Party ID (Continuous)			-0.05	(0.05)
Female			0.18	(0.17)
White			-0.25	(0.26)
African American			-0.62 [†]	(0.36)
Education			0.06	(0.06)
Religious Attendance			0.07*	(0.03)
Racial Resentment			0.00	(0.02)
Obama Favorability			-0.01	(0.07)
Political Interest			0.09	(0.14)
Family Income			-0.03	(0.03)
Clinton Favorability			0.05	(0.06)
<i>N</i>	548		323	
<i>R</i> ²	0.01		0.06	
adj. <i>R</i> ²	-0.00		0.01	
Resid. sd	1.31		1.31	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

4.6 “General Bias” (Pooled List Experiments, 2008), Treatment Effects (Figure 4 of Main Analysis)

Table S29: Generalized Prejudice: Pooling Across Sensitive-Item Conditions (2008), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.61***	(0.08)	1.97***	(0.31)
Sensitive Item(s)	0.35***	(0.09)	0.37**	(0.12)
Party ID (Continuous)			-0.08*	(0.03)
Ideology (Continuous)			-0.06	(0.06)
Female			0.12	(0.10)
White			-0.18	(0.16)
African American			-0.46*	(0.23)
Education			0.07 [†]	(0.04)
Religious Attendance			0.06**	(0.02)
Racial Resentment			0.01	(0.01)
Obama Favorability			-0.07 [†]	(0.04)
Political Interest			-0.07	(0.09)
Family Income			-0.01	(0.02)
<i>N</i>	1338		774	
<i>R</i> ²	0.01		0.05	
adj. <i>R</i> ²	0.01		0.04	
Resid. sd	1.35		1.33	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S30: Generalized Prejudice: Pooling Across Sensitive-Item Conditions (2008), With and Without Additional Covariates, By Partisanship

	Model 1		Model 2	
Constant	1.68***	(0.22)	1.76***	(0.44)
Sensitive Item(s)	0.05	(0.25)	0.26	(0.38)
Republican	-0.24	(0.26)	-0.14	(0.38)
Democrat	0.11	(0.25)	0.32	(0.37)
Sensitive-Item(s) × Republican	0.47	(0.29)	0.26	(0.42)
Sensitive-Item(s) × Democrat	0.21	(0.29)	-0.01	(0.41)
Ideology (Continuous)			-0.09	(0.06)
Female			0.14	(0.10)
White			-0.19	(0.16)
African American			-0.45 [†]	(0.23)
Education			0.07 [†]	(0.04)
Religious Attendance			0.05**	(0.02)
Racial Resentment			0.01	(0.01)
Obama Favorability			-0.07 [†]	(0.04)
Political Interest			-0.08	(0.09)
Family Income			-0.01	(0.02)
<i>N</i>	1323		780	
<i>R</i> ²	0.02		0.05	
adj. <i>R</i> ²	0.01		0.03	
Resid. sd	1.35		1.33	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S31: Generalized Prejudice: Pooling Across Sensitive-Item Conditions (2008), With and Without Additional Covariates, By Ideology

	Model 1		Model 2	
Constant	1.67***	(0.13)	1.85***	(0.31)
Sensitive Item(s)	0.30*	(0.14)	0.42*	(0.19)
Conservative	-0.20	(0.19)	-0.12	(0.25)
Liberal	0.17	(0.23)	0.23	(0.28)
Sensitive-Item(s) × Conservative	0.18	(0.21)	0.08	(0.27)
Sensitive-Item(s) × Liberal	-0.16	(0.25)	-0.25	(0.31)
Party ID (Continuous)			-0.08*	(0.03)
Female			0.12	(0.10)
White			-0.17	(0.16)
African American			-0.49*	(0.23)
Education			0.07†	(0.04)
Religious Attendance			0.06**	(0.02)
Racial Resentment			0.01	(0.01)
Obama Favorability			-0.06	(0.04)
Political Interest			-0.05	(0.08)
Family Income			-0.02	(0.02)
<i>N</i>	1318		791	
<i>R</i> ²	0.01		0.05	
adj. <i>R</i> ²	0.01		0.03	
Resid. sd	1.35		1.34	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

5 Regression Output, Models Involving 2012 CCAP List Experiments (With and Without Additional Covariates)

5.1 Description of Covariates Used in Models or ANOVA Tests-for-Imbalance

- Notes on Covariates Used in Models
 - Where measured as a continuous variable, **Party Identification (PID)** uses the traditional seven-point scale (0 = strong Democrat; 1 = weak Democrat; 2 = leans Democrat; 3 = pure independent; 4 = leans Republican; 5 = weak Republican; 6 = strong Republican).
 - Where measured as a continuous variable, **Ideology** is a five-point self-identification variable (0 = very liberal; 1 = liberal; 2 = moderate; 3 = conservative; 4 = very conservative)
 - **Female**, **African American**, and **White** are all assessed as dummy variables.
 - Where specified, **Republican**, **Democrat**, **Conservative**, and **Liberal** are all assessed as dummy variables.
 - **Racial Resentment** scores are a continuous scale from -8 to 8, with higher scores indicating greater racial resentment. Scores are calculated as an additive index of responses to the following four statements:
 - * Generations of slavery and discrimination have created conditions that make it difficult for Blacks to work their way out of the lower class (-2 = strongly agree; -1 = agree; 0 = don't know; 1 = disagree; 2 = strongly disagree).
 - * Irish, Italians, Jewish, and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors (-2 = strongly disagree; -1 = disagree; 0 = don't know; 1 = agree; 2 = strongly agree).
 - * Over the past few years, blacks have gotten less than they deserve (-2 = strongly agree; -1 = agree; 0 = don't know; 1 = disagree; 2 = strongly disagree).
 - * It's really a matter of some people not trying hard enough. If blacks would only try harder, they could be just as well off as whites (-2 = strongly disagree; -1 = disagree; 0 = don't know; 1 = agree; 2 = strongly agree).
 - **Education** is measured on a 0-to-5 scale (0 = no high school degree; 1 = high school graduate; 2 = some college; 3 = two-year degree; 4 = four-year degree; 5 = post-graduate degree)
 - **Religious Attendance** is measured on a 6-point scale (0 = never; 1 = seldom; 2 = a few times a year; 3 = once or twice a month; 4 = once a week; 5 = more than once a week)

- **Romney Favorability** and **Obama Favorability** are measured on a 5-point scale (0 = very unfavorable; 1 = somewhat unfavorable; 2 = don't know; 3 = somewhat favorable; 4 = very favorable)
- **Political Interest** is measured on a three-point scale (0 = not much interested; 1 = somewhat interested; 2 = very much interested)
- **Family Income** is measured on a 0-to-15 scale, where 0 = less than \$10,000 and 15 = \$500,000 or more.

5.2 “African American” List Experiment (2012), Treatment Effects (Figure 3 of Main Analysis)

Table S32: General Effect of “African American” List Experiment (2012), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.74***	(0.10)	1.29**	(0.45)
Sensitive Item	0.14	(0.14)	0.19	(0.16)
Party ID (Continuous)			-0.05	(0.06)
Ideology (Continuous)			-0.01	(0.11)
Female			-0.01	(0.16)
White			0.27	(0.21)
Education			0.08	(0.06)
Religious Attendance			-0.00	(0.05)
Racial Resentment			0.00	(0.02)
Obama Favorability			0.09	(0.07)
Political Interest			-0.01	(0.14)
Family Income			0.00	(0.03)
<i>N</i>	340		266	
<i>R</i> ²	0.00		0.06	
adj. <i>R</i> ²	-0.00		0.02	
Resid. sd	1.30		1.24	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. Sample restricted to non-African-American respondents. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S33: Effects of “African American” List Experiment (2012) by Partisanship, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.87***	(0.26)	1.25*	(0.54)
Sensitive Item	-0.03	(0.37)	-0.05	(0.45)
Republican	-0.41	(0.30)	-0.35	(0.38)
Democrat	0.16	(0.31)	0.08	(0.40)
Sensitive-Item × Republican	0.20	(0.42)	0.42	(0.50)
Sensitive-Item × Democrat	0.17	(0.43)	0.14	(0.50)
Ideology (Continuous)			-0.01	(0.10)
Female			-0.02	(0.16)
White			0.28	(0.21)
Education			0.07	(0.06)
Religious Attendance			0.01	(0.05)
Racial Resentment			-0.00	(0.02)
Obama Favorability			0.08	(0.08)
Political Interest			0.00	(0.14)
Family Income			0.00	(0.03)
<i>N</i>	340		267	
<i>R</i> ²	0.04		0.07	
adj. <i>R</i> ²	0.03		0.02	
Resid. sd	1.29		1.25	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. Sample restricted to non-African-American respondents. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S34: Effects of “African American” List Experiment (2012) by Ideology, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.81***	(0.17)	1.39**	(0.43)
Sensitive Item	0.29	(0.24)	0.37	(0.27)
Conservative	-0.41 [†]	(0.23)	-0.25	(0.29)
Liberal	0.38	(0.26)	0.26	(0.31)
Sensitive-Item × Conservative	-0.12	(0.32)	-0.07	(0.36)
Sensitive-Item × Liberal	-0.32	(0.37)	-0.37	(0.40)
Party ID (Continuous)			-0.05	(0.06)
Female			-0.03	(0.16)
White			0.34	(0.21)
Education			0.07	(0.06)
Religious Attendance			0.04	(0.05)
Racial Resentment			-0.00	(0.02)
Obama Favorability			0.02	(0.08)
Political Interest			-0.04	(0.13)
Family Income			-0.00	(0.03)
<i>N</i>	340		278	
<i>R</i> ²	0.06		0.07	
adj. <i>R</i> ²	0.04		0.02	
Resid. sd	1.28		1.26	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. Sample restricted to non-African-American respondents. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

5.3 “Gay or Homosexual” List Experiment (2012), Treatment Effects (Figure 3 of Main Analysis)

Table S35: General Effect of “Gay or Homosexual” List Experiment (2012), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.76***	(0.10)	0.83 [†]	(0.48)
Sensitive Item	0.22	(0.14)	0.32*	(0.15)
Party ID (Continuous)			0.05	(0.06)
Ideology (Continuous)			−0.10	(0.10)
Female			0.17	(0.16)
White			0.39 [†]	(0.23)
African American			0.87**	(0.32)
Education			0.05	(0.06)
Religious Attendance			0.06	(0.05)
Racial Resentment			0.02	(0.02)
Obama Favorability			0.13	(0.08)
Political Interest			0.00	(0.14)
Family Income			−0.01	(0.03)
<i>N</i>	392		303	
<i>R</i> ²	0.01		0.08	
adj. <i>R</i> ²	0.00		0.04	
Resid. sd	1.36		1.30	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S36: Effects of “Gay or Homosexual” List Experiment (2012) by Partisanship, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.96***	(0.27)	1.25*	(0.55)
Sensitive Item	-0.25	(0.40)	-0.07	(0.50)
Republican	-0.48	(0.31)	-0.38	(0.38)
Democrat	0.00	(0.31)	-0.28	(0.40)
Sensitive-Item × Republican	0.74	(0.45)	0.73	(0.56)
Sensitive-Item × Democrat	0.32	(0.45)	0.17	(0.54)
Ideology (Continuous)			-0.08	(0.10)
Female			0.15	(0.16)
White			0.38†	(0.23)
African American			0.80*	(0.32)
Education			0.05	(0.06)
Religious Attendance			0.07	(0.05)
Racial Resentment			0.02	(0.02)
Obama Favorability			0.13	(0.08)
Political Interest			-0.00	(0.14)
Family Income			-0.01	(0.03)
<i>N</i>	392		305	
<i>R</i> ²	0.02		0.09	
adj. <i>R</i> ²	0.01		0.04	
Resid. sd	1.36		1.30	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S37: Effects of “Gay or Homosexual” List Experiment (2012) by Ideology, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.87***	(0.16)	0.72	(0.44)
Sensitive Item	0.19	(0.22)	0.26	(0.24)
Conservative	-0.47*	(0.23)	-0.40	(0.29)
Liberal	0.26	(0.26)	0.28	(0.29)
Sensitive-Item × Conservative	0.31	(0.32)	0.25	(0.35)
Sensitive-Item × Liberal	-0.36	(0.35)	-0.34	(0.38)
Party ID (Continuous)			0.03	(0.06)
Female			0.16	(0.15)
White			0.42 [†]	(0.23)
African American			0.78*	(0.32)
Education			0.04	(0.06)
Religious Attendance			0.07	(0.05)
Racial Resentment			0.01	(0.02)
Obama Favorability			0.08	(0.08)
Political Interest			0.07	(0.13)
Family Income			-0.00	(0.03)
<i>N</i>	392		321	
<i>R</i> ²	0.03		0.07	
adj. <i>R</i> ²	0.02		0.02	
Resid. sd	1.35		1.31	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

5.4 “Muslim” List Experiment (2012), Treatment Effects (Figure 3 of Main Analysis)

Table S38: General Effect of “Muslim” List Experiment (2012), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.76***	(0.10)	1.23**	(0.45)
Sensitive Item	0.47***	(0.13)	0.46**	(0.15)
Party ID (Continuous)			-0.03	(0.06)
Ideology (Continuous)			0.07	(0.10)
Female			0.14	(0.15)
White			-0.05	(0.21)
African American			0.09	(0.32)
Education			0.17**	(0.05)
Religious Attendance			-0.02	(0.05)
Racial Resentment			0.02	(0.02)
Obama Favorability			0.05	(0.07)
Political Interest			-0.07	(0.13)
Family Income			-0.00	(0.02)
<i>N</i>	404		326	
<i>R</i> ²	0.03		0.07	
adj. <i>R</i> ²	0.03		0.03	
Resid. sd	1.29		1.28	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S39: Effects of “Muslim” List Experiment (2012) by Partisanship, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.96***	(0.25)	1.38*	(0.53)
Sensitive Item	-0.37	(0.34)	-0.30	(0.43)
Republican	-0.48†	(0.29)	-0.52	(0.37)
Democrat	0.00	(0.29)	0.10	(0.38)
Sensitive-Item × Republican	1.22**	(0.39)	1.23*	(0.49)
Sensitive-Item × Democrat	0.74†	(0.38)	0.60	(0.48)
Ideology (Continuous)			0.08	(0.10)
Female			0.12	(0.15)
White			-0.01	(0.21)
African American			0.05	(0.32)
Education			0.15**	(0.05)
Religious Attendance			-0.02	(0.05)
Racial Resentment			0.01	(0.02)
Obama Favorability			0.02	(0.07)
Political Interest			-0.05	(0.13)
Family Income			-0.01	(0.02)
<i>N</i>	404		327	
<i>R</i> ²	0.07		0.10	
adj. <i>R</i> ²	0.06		0.05	
Resid. sd	1.27		1.26	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S40: Effects of “Muslim” List Experiment (2012) by Ideology, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.87***	(0.15)	1.46***	(0.42)
Sensitive Item	0.14	(0.22)	0.23	(0.24)
Conservative	-0.47*	(0.22)	-0.23	(0.28)
Liberal	0.26	(0.24)	0.03	(0.28)
Sensitive-Item × Conservative	0.83**	(0.31)	0.76*	(0.34)
Sensitive-Item × Liberal	-0.02	(0.33)	-0.04	(0.36)
Party ID (Continuous)			-0.03	(0.06)
Female			0.20	(0.15)
White			-0.04	(0.21)
African American			0.08	(0.32)
Education			0.17**	(0.05)
Religious Attendance			-0.03	(0.05)
Racial Resentment			0.02	(0.02)
Obama Favorability			0.06	(0.07)
Political Interest			-0.09	(0.12)
Family Income			-0.01	(0.02)
<i>N</i>	404		340	
<i>R</i> ²	0.06		0.09	
adj. <i>R</i> ²	0.05		0.05	
Resid. sd	1.28		1.28	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

5.5 “Mormon” List Experiment (2012), Treatment Effects (Figure 3 of Main Analysis)

Table S41: General Effect of “Mormon” List Experiment (2012), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.76***	(0.10)	1.01*	(0.46)
Sensitive Item	0.38**	(0.14)	0.37**	(0.14)
Party ID (Continuous)			0.06	(0.06)
Ideology (Continuous)			-0.11	(0.11)
Female			0.09	(0.15)
White			0.50*	(0.22)
African American			0.49	(0.33)
Education			0.11*	(0.06)
Religious Attendance			0.03	(0.05)
Racial Resentment			-0.02	(0.02)
Obama Favorability			0.15*	(0.07)
Political Interest			-0.09	(0.13)
Family Income			0.04 [†]	(0.02)
Romney Favorability			-0.16**	(0.06)
<i>N</i>	375		304	
<i>R</i> ²	0.02		0.22	
adj. <i>R</i> ²	0.02		0.18	
Resid. sd	1.31		1.22	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S42: Effects of “Mormon” List Experiment (2012) by Partisanship, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.96***	(0.25)	1.37*	(0.53)
Sensitive Item	-0.18	(0.35)	-0.12	(0.42)
Republican	-0.48†	(0.29)	-0.14	(0.36)
Democrat	0.00	(0.28)	-0.50	(0.38)
Sensitive-Item × Republican	0.35	(0.40)	0.34	(0.48)
Sensitive-Item × Democrat	0.85*	(0.40)	0.77	(0.47)
Ideology (Continuous)			-0.07	(0.10)
Female			0.09	(0.15)
White			0.48*	(0.22)
African American			0.55†	(0.32)
Education			0.12*	(0.05)
Religious Attendance			0.02	(0.05)
Racial Resentment			-0.02	(0.02)
Obama Favorability			0.14†	(0.08)
Political Interest			-0.07	(0.13)
Family Income			0.04	(0.02)
Romney Favorability			-0.15*	(0.06)
<i>N</i>	375		306	
<i>R</i> ²	0.10		0.23	
adj. <i>R</i> ²	0.09		0.19	
Resid. sd	1.26		1.22	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S43: Effects of “Mormon” List Experiment (2012) by Ideology, With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.87***	(0.15)	0.77 [†]	(0.42)
Sensitive Item	0.44*	(0.22)	0.50*	(0.23)
Conservative	-0.47*	(0.21)	-0.11	(0.27)
Liberal	0.26	(0.24)	-0.03	(0.27)
Sensitive-Item × Conservative	-0.30	(0.30)	-0.45	(0.32)
Sensitive-Item × Liberal	0.23	(0.33)	0.27	(0.36)
Party ID (Continuous)			0.05	(0.06)
Female			0.16	(0.15)
White			0.47*	(0.22)
African American			0.48	(0.32)
Education			0.11*	(0.05)
Religious Attendance			0.02	(0.05)
Racial Resentment			-0.02	(0.02)
Obama Favorability			0.12 [†]	(0.07)
Political Interest			-0.05	(0.12)
Family Income			0.04 [†]	(0.02)
Romney Favorability			-0.15*	(0.06)
<i>N</i>	375		316	
<i>R</i> ²	0.13		0.23	
adj. <i>R</i> ²	0.11		0.19	
Resid. sd	1.24		1.21	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

5.6 “General Bias” (Pooled List Experiments, 2012), Treatment Effects (Figure 4 of Main Analysis)

Table S44: Generalized Prejudice: Pooling Across Sensitive-Item Conditions (2012), With and Without Additional Covariates

	Model 1		Model 2	
Constant	1.76***	(0.10)	1.78***	(0.30)
Sensitive Item(s)	0.29**	(0.11)	0.33**	(0.12)
Party ID (Continuous)			0.01	(0.04)
Ideology (Continuous)			-0.09	(0.06)
Female			0.07	(0.10)
White			0.02	(0.14)
African American			0.16	(0.21)
Education			0.05	(0.04)
Religious Attendance			0.03	(0.03)
Racial Resentment			-0.01	(0.02)
Obama Favorability			0.04	(0.05)
Political Interest			-0.08	(0.09)
Family Income			-0.02	(0.02)
<i>N</i>	1000		796	
<i>R</i> ²	0.01		0.04	
adj. <i>R</i> ²	0.01		0.02	
Resid. sd	1.35		1.31	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S45: Generalized Prejudice: Pooling Across Sensitive-Item Conditions (2012), With and Without Additional Covariates, by Partisanship

	Model 1		Model 2	
Constant	1.96***	(0.26)	2.09***	(0.43)
Sensitive Item(s)	-0.24	(0.29)	-0.31	(0.36)
Republican	-0.48	(0.30)	-0.52	(0.37)
Democrat	0.00	(0.30)	-0.09	(0.38)
Sensitive-Item(s) × Republican	0.65 [†]	(0.34)	0.88*	(0.41)
Sensitive-Item(s) × Democrat	0.54	(0.33)	0.60	(0.40)
Ideology (Continuous)			-0.06	(0.06)
Female			0.06	(0.10)
White			0.03	(0.14)
African American			0.15	(0.20)
Education			0.05	(0.04)
Religious Attendance			0.03	(0.03)
Racial Resentment			-0.01	(0.02)
Obama Favorability			-0.01	(0.05)
Political Interest			-0.07	(0.09)
Family Income			-0.02	(0.02)
<i>N</i>	1000		799	
<i>R</i> ²	0.03		0.05	
adj. <i>R</i> ²	0.03		0.03	
Resid. sd	1.33		1.30	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. [†] significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Table S46: Generalized Prejudice: Pooling Across Sensitive-Item Conditions (2012), With and Without Additional Covariates, by Ideology

	Model 1		Model 2	
Constant	1.87***	(0.16)	1.66***	(0.31)
Sensitive Item(s)	0.23	(0.18)	0.30	(0.19)
Conservative	-0.47*	(0.23)	-0.37	(0.27)
Liberal	0.26	(0.25)	0.20	(0.28)
Sensitive-Item(s) × Conservative	0.21	(0.25)	0.17	(0.28)
Sensitive-Item(s) × Liberal	-0.08	(0.28)	-0.10	(0.30)
Party ID (Continuous)			0.01	(0.04)
Female			0.07	(0.10)
White			0.04	(0.14)
African American			0.10	(0.20)
Education			0.05	(0.04)
Religious Attendance			0.04	(0.03)
Racial Resentment			-0.01	(0.01)
Obama Favorability			0.02	(0.05)
Political Interest			-0.08	(0.08)
Family Income			-0.01	(0.02)
<i>N</i>	1000		836	
<i>R</i> ²	0.03		0.04	
adj. <i>R</i> ²	0.02		0.02	
Resid. sd	1.33		1.32	

Standard errors in parentheses. Dependent variable is number of items on list that elicit a negative response. † significant at $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

6 Sample Sizes (Partisan and Ideological Groups by Treatment)

Table S47: Sample Sizes in Each Treatment (By Partisanship), 2008 Cooperative Campaign Analysis Project

	Control Condition	“African American” Sensitive Item	“Gay or Homosexual” Sensitive Item	“Muslim” Sensitive-Item	“Female” Sensitive Item
Democrat	116 (101)	110	111	133	139
Independent (or Unsure)	37 (35)	28	31	29	38
Republican	107 (106)	101	100	106	116
Total	260 (242)	239	242	268	293

Note: Sample sizes for the “African American” treatment based on non-African American respondents only. Sample sizes dropping African Americans from the control condition are shown in parentheses.

Table S48: Sample Sizes in Each Treatment (By Ideology), 2008 Cooperative Campaign Analysis Project

	Control Condition	“African American” Sensitive Item	“Gay or Homosexual” Sensitive Item	“Muslim” Sensitive-Item	“Female” Sensitive Item
Conservative	91 (89)	91	89	95	108
Moderate (or Unsure)	113 (104)	102	106	110	114
Liberal	51 (44)	42	51	62	71
Total	255 (237)	235	246	267	293

Note: Sample sizes for the “African American” treatment based on non-African American respondents only. Sample sizes dropping African Americans from the control condition are shown in parentheses.

Table S49: Sample Sizes in Each Treatment (By Partisanship), 2012 Cooperative Campaign Analysis Project

	Control Condition	“African American” Sensitive Item	“Gay or Homosexual” Sensitive Item	“Mormon” Sensitive-Item	“Muslim” Sensitive Item
Democrat	82 (62)	72	100	92	112
Independent (or Unsure)	26 (24)	25	21	27	32
Republican	77 (76)	81	86	71	75
Total	185 (162)	178	207	190	219

Note: Sample sizes for the “African American” treatment based on non-African American respondents only. Sample sizes dropping African Americans from the control condition are shown in parentheses.

Table S50: Sample Sizes in Each Treatment (By Ideology), 2012 Cooperative Campaign Analysis Project

	Control Condition	“African American” Sensitive Item	“Gay or Homosexual” Sensitive Item	“Mormon” Sensitive-Item	“Muslim” Sensitive Item
Conservative	69 (67)	82	78	77	77
Moderate (or Unsure)	71 (54)	55	74	60	65
Liberal	45 (41)	41	55	53	77
Total	185 (162)	178	207	190	219

Note: Sample sizes for the “African American” treatment based on non-African American respondents only. Sample sizes dropping African Americans from the control condition are shown in parentheses.

7 Results from Power Analyses (Difference-of-Means Estimator for Each Sample or Subsample)

**Generalized Prejudice: Pooled Sensitive-Items from List Experiments, CCAP 2008:
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

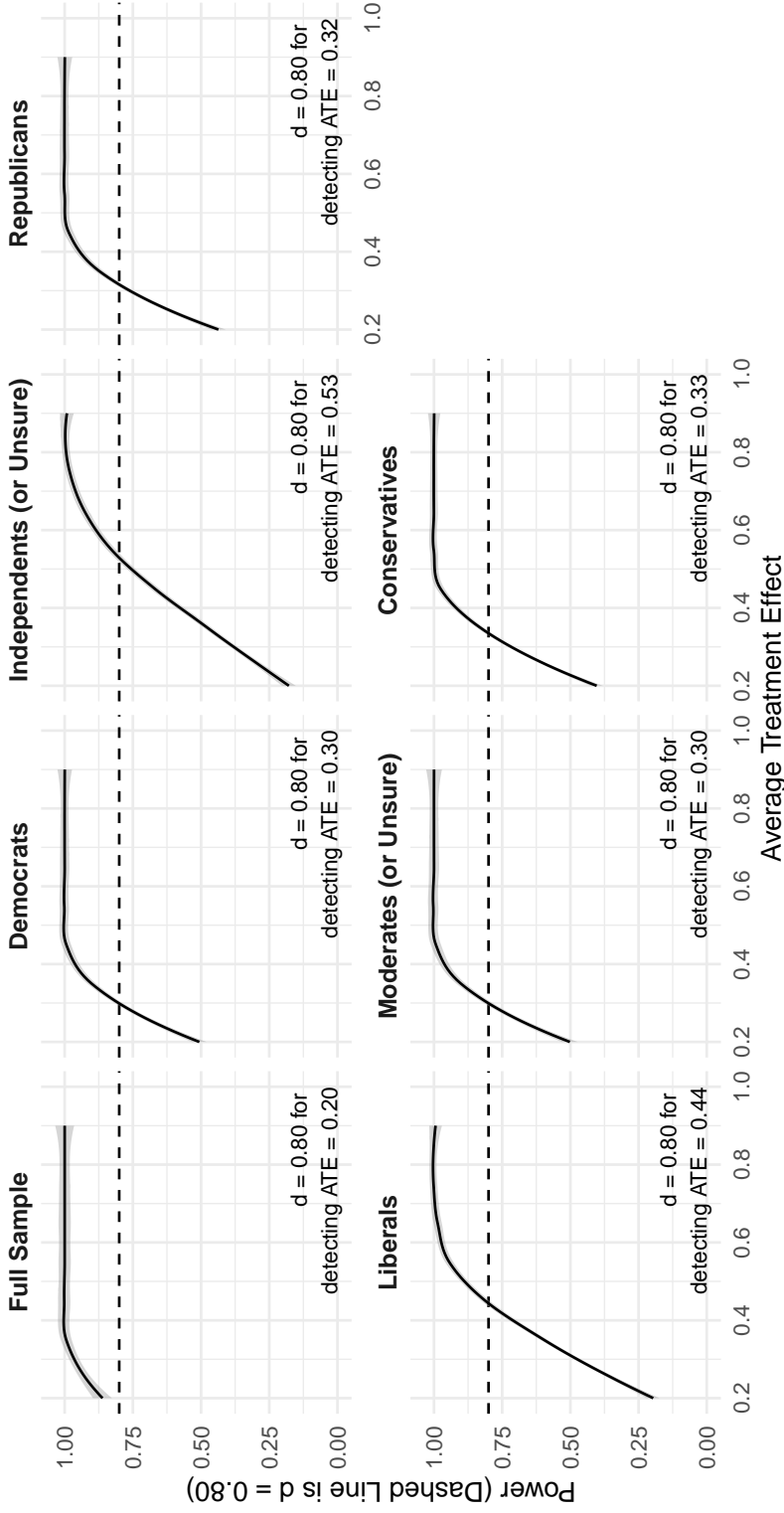


Figure S4: Power Analyses for Difference-of-Means Estimator: Pooled Sensitive-Items from List Experiment (2008 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019).

**Generalized Prejudice: Pooled Sensitive-Items from List Experiments, CCAP 2012:
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

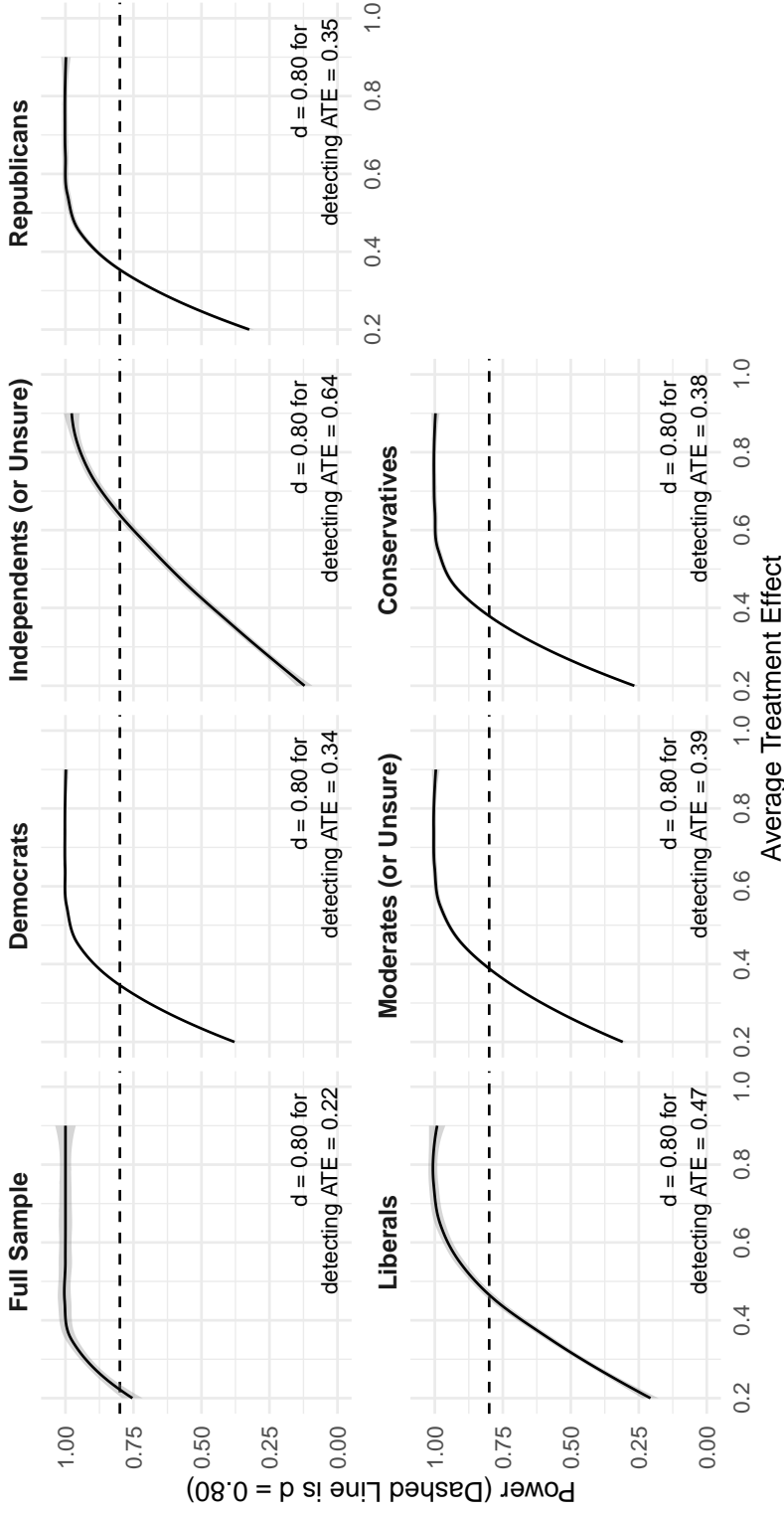


Figure S5: Power Analyses for Difference-of-Means Estimator: Pooled Sensitive-Items from List Experiment (2012 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019).

**'African American Candidate' List Experiment, CCAP 2008 (Non-Black Respondents Only):
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

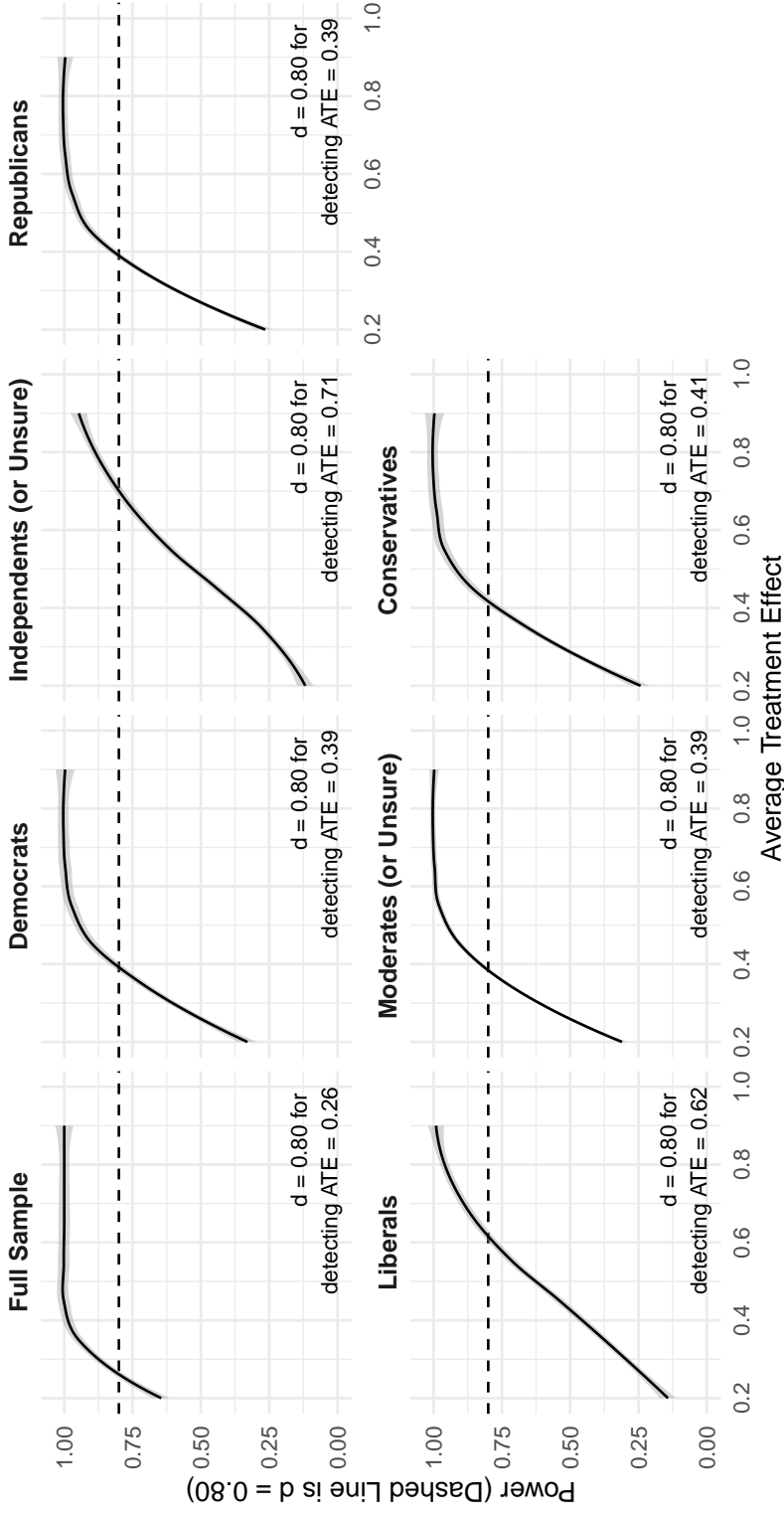


Figure S6: Power Analyses for Difference-of-Means Estimator: “African American Candidate” List Experiment (2008 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019). n for power analysis simulations based on sample(s) that drop African American respondents.

**'African American Candidate' List Experiment, CCAP 2012 (Non-Black Respondents Only):
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

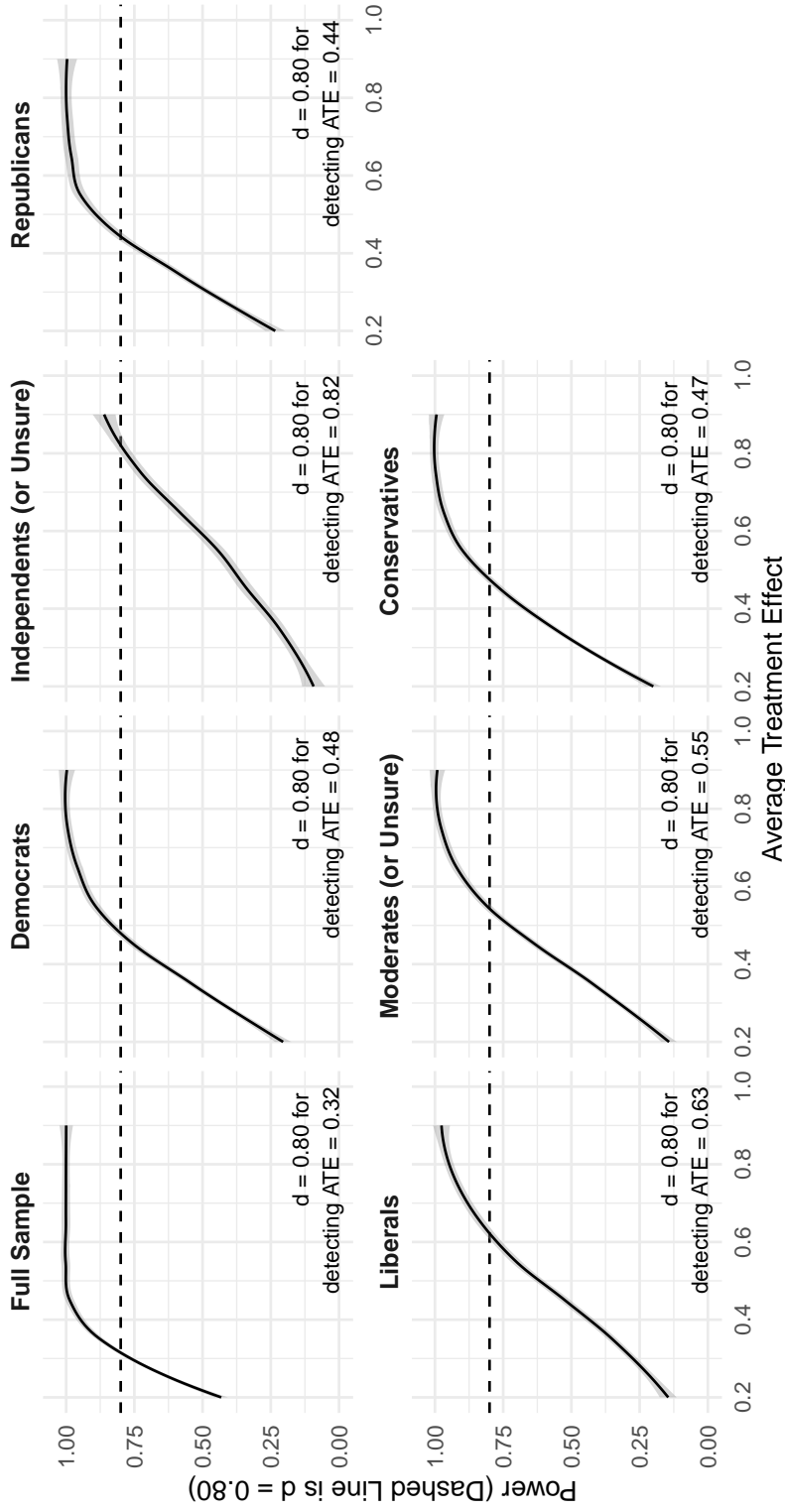


Figure S7: Power Analyses for Difference-of-Means Estimator: “African American Candidate” List Experiment (2012 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019). n for power analysis simulations based on sample(s) that drop African American respondents.

**'Gay-or-Homosexual Candidate' List Experiment, CCAP 2008:
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

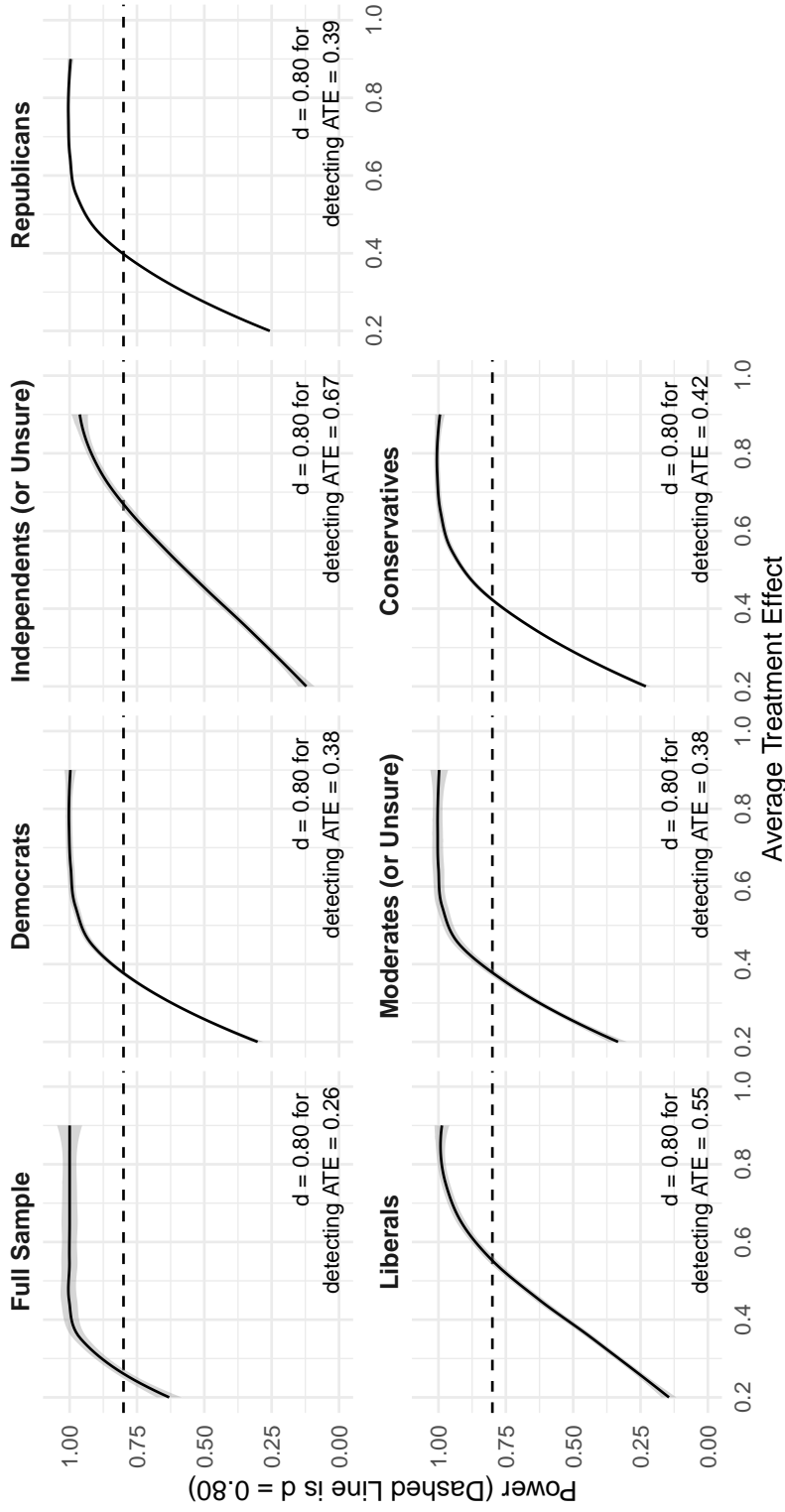


Figure S8: Power Analyses for Difference-of-Means Estimator: “Gay or Homosexual Candidate” List Experiment (2008 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019).

**'Gay-or-Homosexual Candidate' List Experiment, CCAP 2012:
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

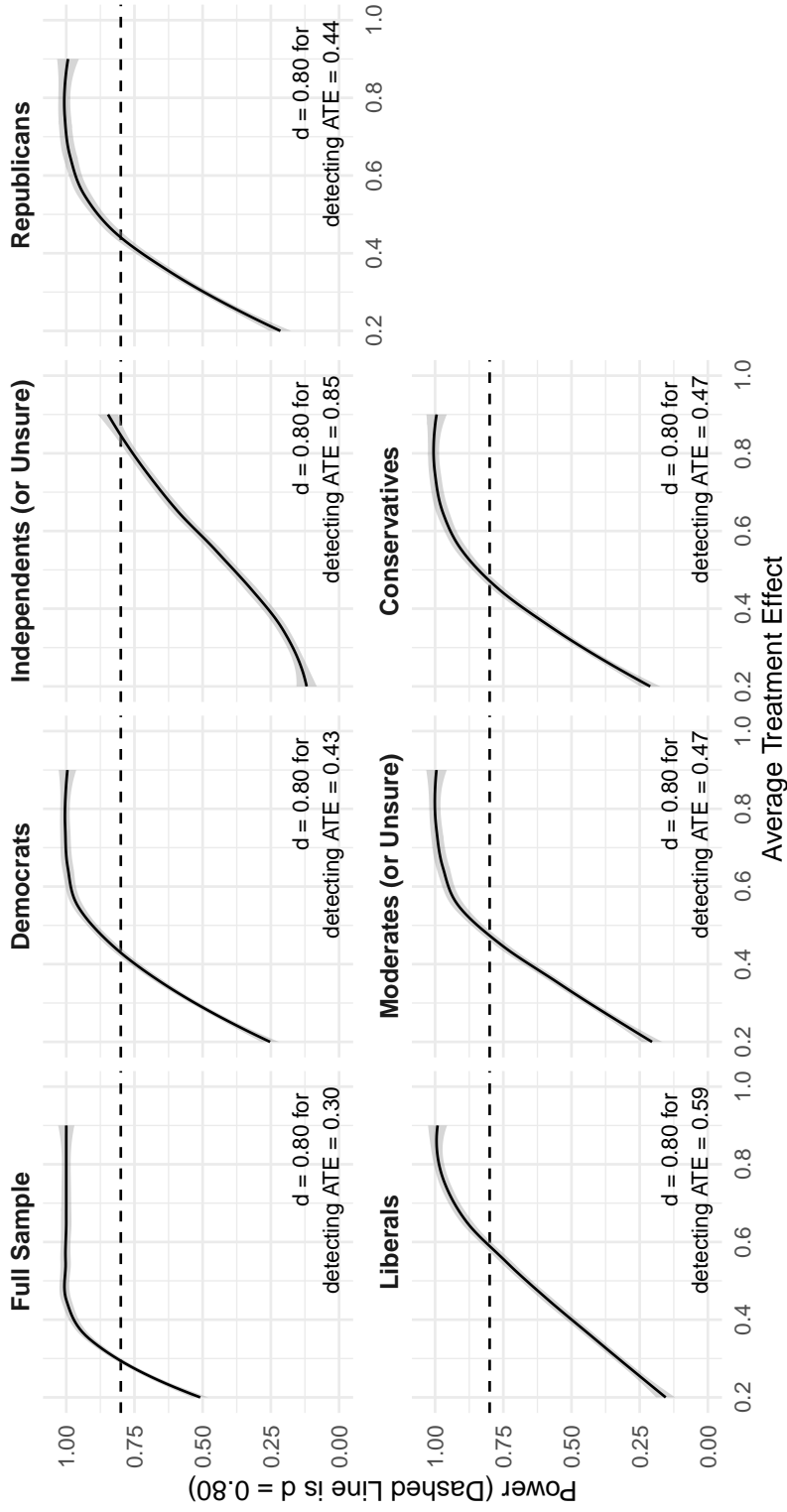


Figure S9: Power Analyses for Difference-of-Means Estimator: “Gay or Homosexual Candidate” List Experiment (2012 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019).

**'Muslim Candidate' List Experiment, CCAP 2008:
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

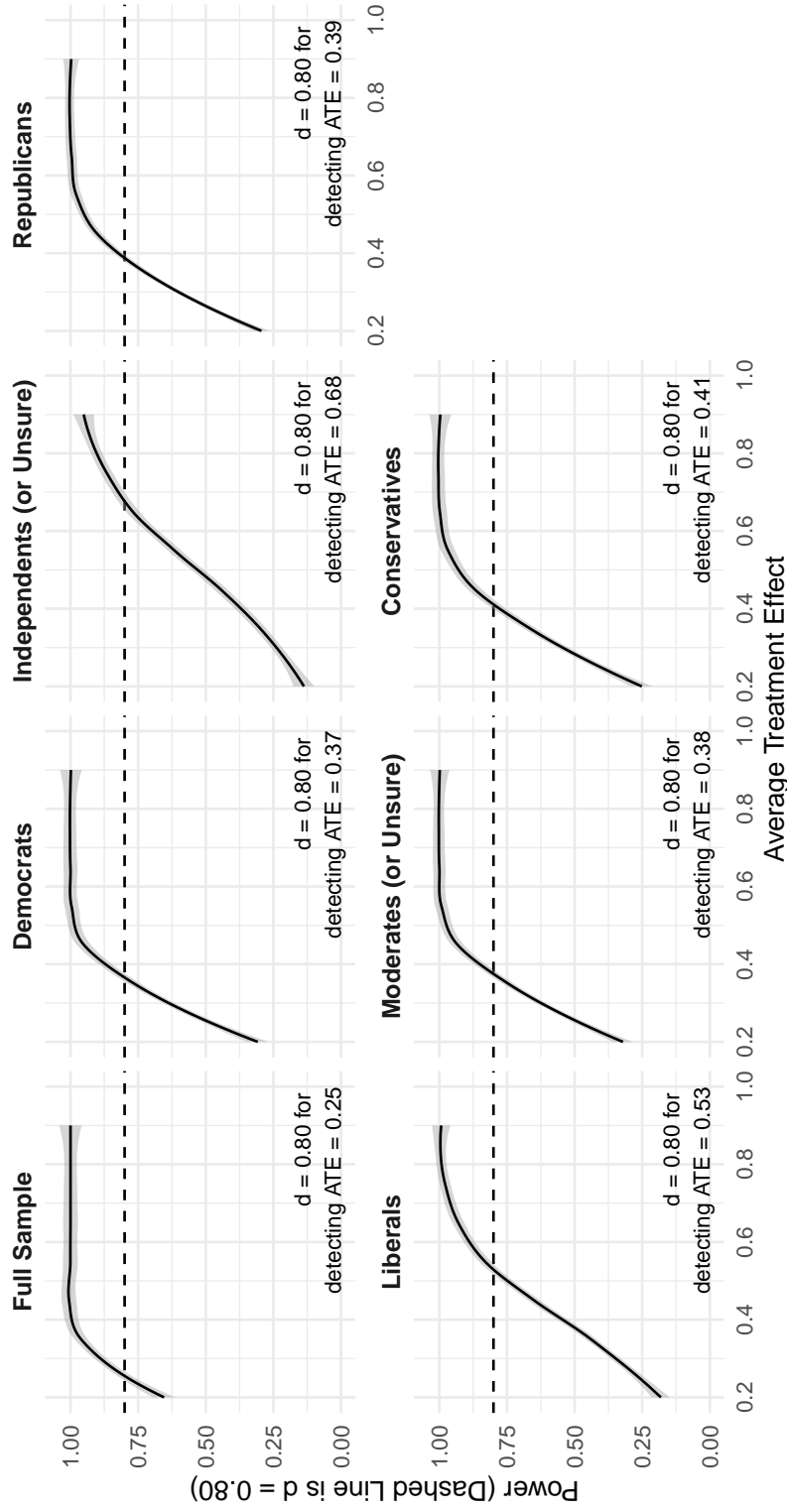


Figure S10: Power Analyses for Difference-of-Means Estimator: “Muslim Candidate” List Experiment (2008 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019).

**'Muslim Candidate' List Experiment, CCAP 2012:
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

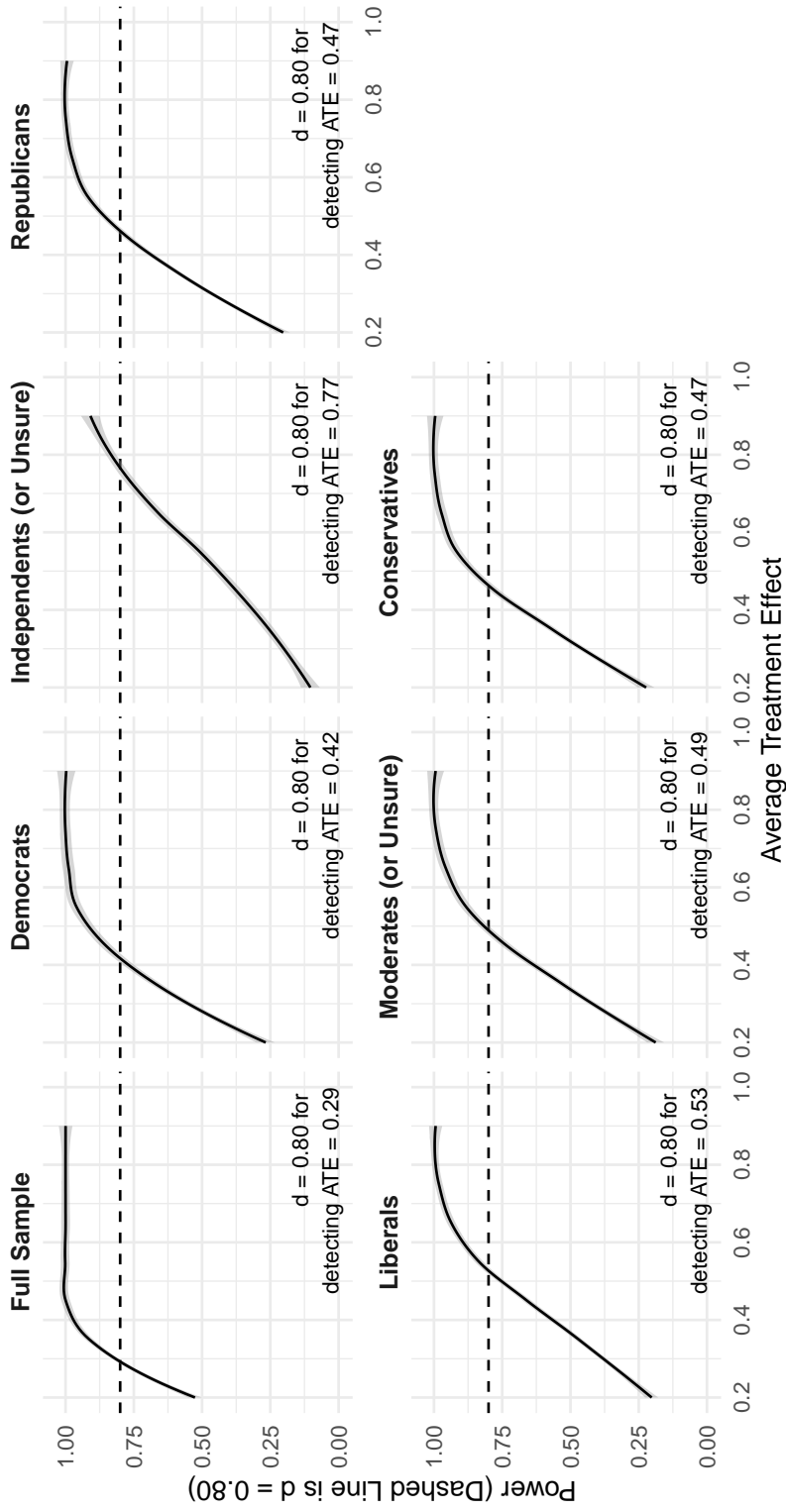


Figure S11: Power Analyses for Difference-of-Means Estimator: “Muslim Candidate” List Experiment (2012 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019).

**'Female Candidate' List Experiment, CCAP 2008:
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

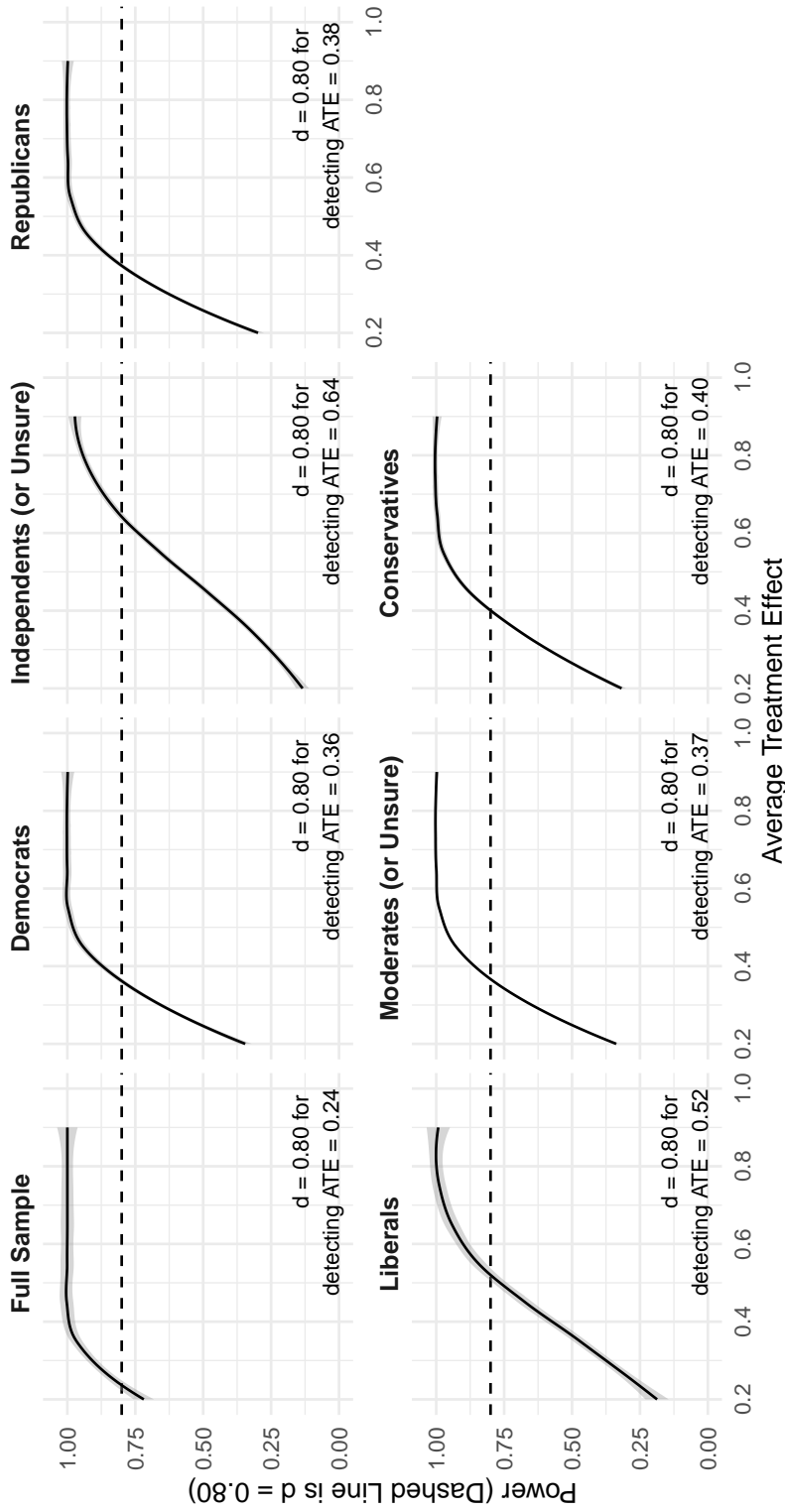


Figure S12: Power Analyses for Difference-of-Means Estimator: “Female Candidate” List Experiment (2008 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019).

**'Mormon Candidate' List Experiment, CCAP 2012:
Power for Difference-of-Means Estimator, by ATE and Experiment Subset**

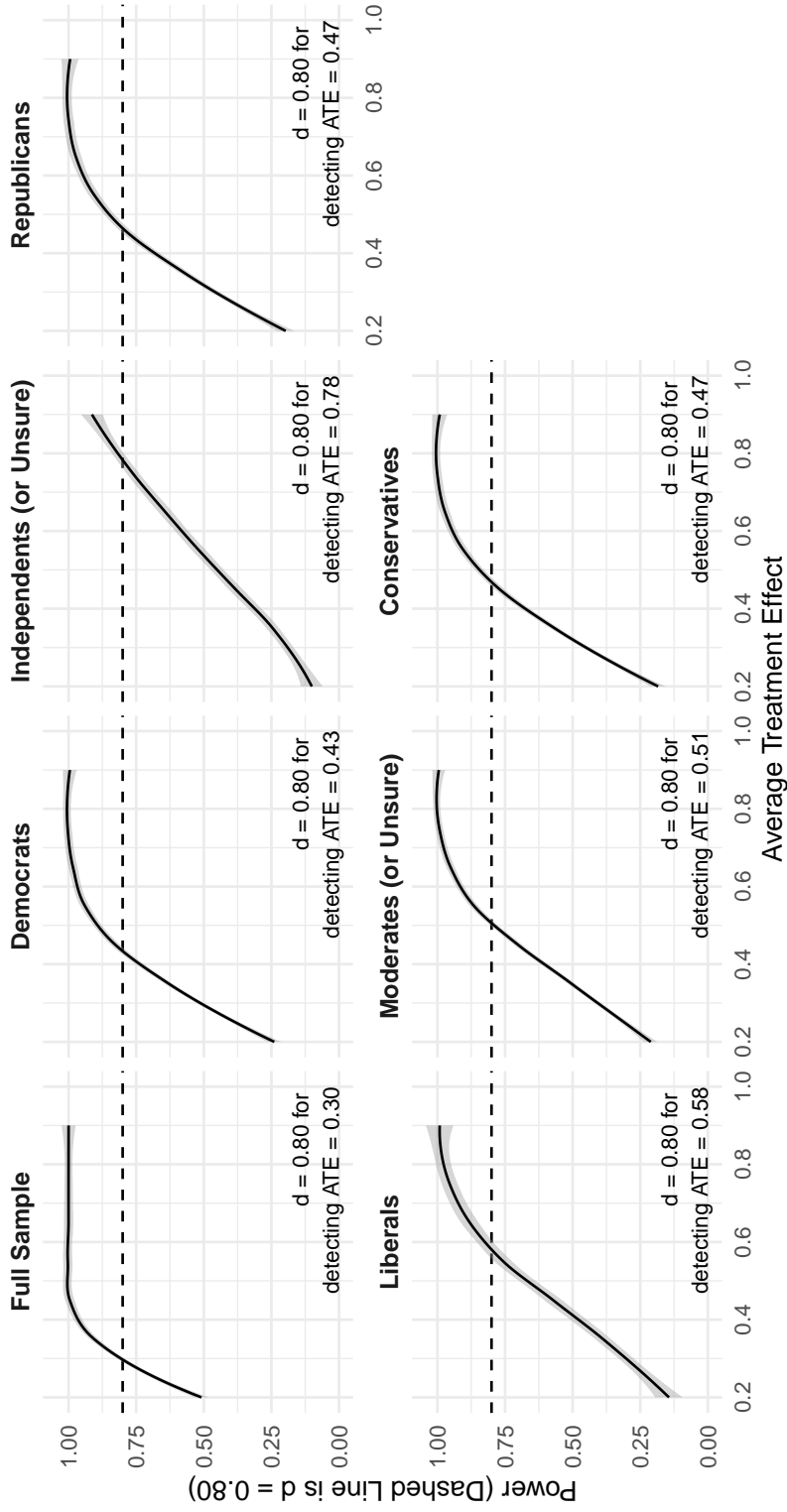


Figure S13: Power Analyses for Difference-of-Means Estimator: “Mormon Candidate” List Experiment (2012 Cooperative Campaign Analysis Project). Power analyses conducted using DeclareDesign software (Blair et al. 2019).

8 Design Effects Tests (see Figure 1 of manuscript)

Table S51: Design Effects Tests (2008 CCAP), by Sensitive-Item Condition and Subsample). Cell entries are p -values associated with the test-statistic.

	African American Candidate	Gay or Homosexual Candidate	Muslim Candidate	Female Candidate	Pooled Sensitive Items
Full Sample	0.98	1.00	1.00	1.00	1.00
Democrats	0.90	1.00	1.00	0.79	1.00
Independents (or Unsure)	0.85	0.48	0.91	0.26	1.00
Republicans	0.83	0.66	0.29	0.83	1.00
Liberals	0.38	0.89	1.00	0.46	0.76
Moderates (or Unsure)	0.74	1.00	1.00	0.55	1.00
Conservatives	0.65	0.24	0.85	0.94	1.00

Testing for design effects (see Blair and Imai 2010, 2012) involves investigating the null hypothesis that the sensitive-item condition did not influence how respondents reported their item counts. A p -value lower than 0.05 would be grounds for rejecting the null hypothesis of no design effects. Tests for design effects in the “African American” list experiment conducted on non-African American respondents only.

Table S52: Design Effects Tests (2012 CCAP), by Sensitive-Item Condition and Subsample). Cell entries are p -values associated with the test-statistic.

	African American Candidate	Gay or Homosexual Candidate	Muslim Candidate	Mormon Candidate	Pooled Sensitive Items
Full Sample	0.70	1.00	1.00	1.00	1.00
Democrats	0.40	0.90	1.00	1.00	1.00
Independents (or Unsure)	0.34	0.38	0.27	0.49	0.21
Republicans	0.40	1.00	0.34	0.60	1.00
Liberals	0.54	0.52	0.62	1.00	1.00
Moderates (or Unsure)	1.00	0.74	0.65	1.00	0.79
Conservatives	0.55	1.00	0.39	0.66	1.00

Testing for design effects (see Blair and Imai 2010, 2012) involves investigating the null hypothesis that the sensitive-item condition did not influence how respondents reported their item counts. A p -value lower than 0.05 would be grounds for rejecting the null hypothesis of no design effects. Tests for design effects in the “African American” list experiment conducted on non-African American respondents only.