Supplementary Material for "Experimental Evidence on the Relationship between Candidate Funding Sources and Voter Evaluations"

This document contains supporting information for the article, "Experimental Evidence on the Relationship between Candidate Funding Sources and Voter Evaluations." The document consists of four sections:

Section 1 provides additional details on the samples and experimental designs.

Section 2 provides all question wording and coding rules.

Section 3 lists additional references cited in this document, but not the main text.

Section 4 contains a series of supplementary figures and tables.

1. **Additional Details on the Samples and Experimental Designs**

To assess whether voters respond to information about candidates' funding sources to evaluate candidates we conducted two survey experiments. The first experiment was included on the 2010 Cooperative Congressional Election Study (CCES). The second experiment used a convenience sample of US residents recruited using Amazon.com's Mechanical Turk (MTurk) interface. Table 1 in the text describes the experimental design and provides question wording for each experiment. Here, we provide a more thorough discussion of each experiment.

CCES Experiment

The CCES was administered by YouGov/Polimetrix over the Internet, where respondents "opt-in" in order to participate. Polimetrix uses a combination of sampling and matching techniques to account for the fact that (opt-in) respondents may differ from the general population. This process is designed to approximate a random digit dialing (RDD) sample. The survey sample is constructed by first drawing a target population sample. This sample is based on the 2005-2006 American Community Study, November 2008 Current Population Survey, and the 2007 Pew Religious Life Survey. Thus, this target sample is representative of the general population on a broad range of characteristics including a variety of geographic (state, region, and metropolitan statistical area), demographic (age, race, income, education, and gender), and other measures (born-again status, employment, interest in news, party identification, ideology, and turnout). Polimetrix invited a sample of their opt-in panel of 1.4 million survey respondents to participate in the study. Invitations were stratified based on age, race, gender, education and by simple random sampling within strata. Those who completed the survey (approximately 1.5 times the target sample) were then matched to the target sample based on gender, age, race, region, metropolitan statistical area, education, news interest, marital status, party identification,

ideology, religious affiliation, frequency of religious services attendance, income, and voter registration status. Finally, weights were calculated to adjust the final sample to reflect the national public on these demographic and other characteristics. We do not use these weights because our randomization occurs within the selected sample. For more detailed information on this type of survey and sampling technique see Vavreck and Rivers (2008). More broadly, see AAPOR Executive Council Task Force (2010) for a report on the strengths and limitations of online panels. AAPOR outcomes rates for the 2010 CCES: RR1=.404; CR1=.703.

The CCES was fielded from 10/1/2010 to 11/1/2010. The experiment consisted of a brief vignette that provided a short biography of a fictitious candidate for the United States House of Representatives or Senate (randomly assigned with equal probability) whose party affiliation was randomly assigned with equal probability to be either Democratic or Republican, or left blank (i.e., no party).[1] The primary manipulation of interest, however, was the candidate's source of funding. There were four funding source treatments, each assigned with equal probability. Respondents were told that the candidate was "financing his campaign primarily with…"

(1) "money he made in the private sector,"

(2) "money he inherited,"

(3) "contributions from individual citizens and interest groups," or

(4) "contributions from individual citizens."

This design permits us to test whether and to what extent citizens respond to funding sources when evaluating candidates for office.

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[1] The CCES is a collaborative effort among researchers at a number of universities to create a large, national survey. Pooling their resources, researchers contribute to "common content," or a set of questions that all respondents answer, followed by the "private content," another set of questions specific to each individual team. Our survey experiment appeared on one of the private contents, and was completed by roughly 800 participants (see Table S1 for a complete participant flow diagram).

We followed this vignette by asking several candidate evaluation questions. First, on the same page as the vignette, respondents were asked, "Based on what you know about this candidate, how likely do you think you would be to vote for him in the upcoming (November 2010) election?" Responses to this item (*Vote Intent*) were recorded on a scale ranging from 0 to 100, where 0 was labeled "not very likely" and 100 was labeled "very likely." Respondents were then presented with a grid on the next page with the header text, "And to what extent do you agree with each of the following statements?"[2] The statements (i.e., rows of the grid, the order of which was randomized) were designed to obtain more specific evaluations of the candidate. For example, we asked respondents whether they thought the candidate "has the experience and skills necessary to represent me in Congress" and "would focus on serving special interests." The response options for these questions ranged from "disagree strongly" to "agree strongly" on a seven-point scale. Responses to these questions were scored so that positive evaluations of the candidate were given positive values and negative evaluations negative values, with "neither agree nor disagree" scored as 0, the midpoint of each -3 to +3 scale.

A principal components factor analysis of these six items retained two factors, with all items except for "would focus on serving special interests" loading highest on a single factor. Therefore, we created a standardized index (mean=0; standard deviation=1) of the other five items, which refer to as the *Candidate Evaluation Index* (alpha = 0.93). We analyze the question about serving special interests (reverse-coded: *Candidate would NOT serve special interests*) separately. Table S2 in this document presents summary statistics for the outcome measures and

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[2] The full vignette also appeared at the top of this page.

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demographic and political characteristics for the full CCES sample and for each funding source treatment condition.[3]

MTurk Experiment

Amazon.com's MTurk population is a convenience sample that appears more representative than student samples, but is not completely representative of the U.S. population. An MTurk sample is typically younger, less likely to own a home, more likely to self-identify as liberal and with the Democratic Party, and more likely to report no religious affiliation (Berkinsky, Huber, and Lenz 2012; also see Buhrmester, Kwang, and Gosling 2011 for a discussion of using MTurk to recruit participants for experiments). In their article, Berinsky, Huber, and Lenz (2012) illustrate MTurk's usefulness for conducting experiments in several ways, chief among them by replicating important published experimental work that used both student and national samples (e.g., the General Social Surveys).

The MTurk experiment was fielded from 1/23/2012 to 4/19/2012. Respondents were paid $0.35 to participate. Approximately 1,600 participants completed the survey (see Table S1 for a complete participant flow diagram). Like the CCES experiment, the MTurk experiment provided participants with a fictional vignette about a candidate for an open congressional seat. As before, we randomly assign the candidate's partisan affiliation (Democratic or Republican) and various funding conditions. However, we make three changes to the design framework employed in the first two experiments.

First, we provided participants with a specific amount of money raised ($700,000) from a

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[3] We tested for balance across funding source treatment conditions using a multinomial logit model with a nominal experimental treatment condition variable as the outcome. Covariates: gender, age, age-squared, race, education, income, political interest, marital status, religious attendance, ideology, and party identification. The p-value for the chi-squared test statistic was .512. We performed the same test for the party identification manipulation and the p-value was .301; for the House/Senate manipulation the p-value was .227.

randomly assigned source out of a total of $1.3 million for his campaign. Although this is a large sum of money, it is a fairly typical funding total for an open-seat candidate (Campaign Finance Institute 2012). The funding source treatment conditions were either that the candidate raised $700,000 from one of three possible sources

> (1) his own funds,
>
> (2) interest groups, or
>
> (3) individual contributions,

or that his

> (4) "campaign is funded with a mixture of individual contributions, contributions from interest groups, and his own money."

Providing participants with dollar figures (as opposed to informing them directly about the "primary" source of the candidate's funding as in the previous experiment) requires them to make their own judgments about the extent to which various funding sources were important in the candidate's funding portfolio, and is therefore a less overt expression of the candidate's status as a "self-funded" or "interest-backed" politician.

Second, we include an "extra information" condition in which participants randomly assigned to this condition read additional biographical material about the candidate, including his background as a business owner, status as a college graduate, and focus on growing the economy. Supplying this information at the end of the vignette more closely mimics the sort of background provided in a news story that a voter might encounter during a real-world election.

Third, the design of MTurk includes a control condition that is not present in the CCES experiment. (Thus, in all, there were five funding source conditions—one control condition plus the four treatment conditions). Participants assigned to the control condition saw only the

biographical information about the candidate; they received no information about the candidate's

funding sources. In providing no information about campaign funding, the control condition is

likely to reflect the lack of knowledge that many voters might have of a typical candidate's

campaign finance sources, thereby providing a logical point of reference in the experimental

design.

The outcome measures used in the MTurk experiment were the same as those in the

CCES experiment with one exception: *Vote Intent* was asked on a -3 to +3 scale, as opposed to

the 0 to 100 ruler. Table S3 in this document presents summary statistics for the outcome

measures and demographic and political characteristics for the full MTurk sample and for each

of the five funding source treatment conditions.[4]

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[4] We tested for balance across the five funding source treatment conditions using a multinomial
logit model with a nominal experimental treatment condition variable as the outcome.
Covariates: gender, age, age-squared, race, education, and party identification. The *p*-value for
the chi-squared test statistic was .441. We performed the same test for the party identification
manipulation and the *p*-value was .669. For the extra information manipulation the *p*-value was
.913.

2. Question Wording and Coding Rules

CCES Experiment
Vignette, Page 1
Below is a short biography of a candidate for elective office whose name will remain anonymous.

{NAME DELETED} is a [Democratic / Republican / NONE] candidate for an open seat (that is, there is no incumbent running for reelection) to the [U.S. House of Representatives / U.S. Senate]. {NAME DELETED} is positioning himself as a political outsider who can change the way things are run in Washington. {NAME DELETED} is financing his campaign primarily with [money he made in the private sector / money he inherited / contributions from individual citizens and interest groups / contributions from individual citizens]. {NAME DELETED} is married and has two children.

Based on what you know about this candidate, how likely do you think you would be to vote for him in the upcoming (November 2010) election?
RULER WIDGET: Not very likely (0) – Very likely (100) [*Vote Intent*]

Vignette, Page 2 (vignette still appears at top of page)
Columns:
(-3) Disagree strongly
(-2) Disagree moderately
(-1) Disagree a little
(0) Neither agree nor disagree
(1) Agree a little
(2) Agree moderately
(3) Agree strongly

Rows (order randomized):
This candidate has the experience and skills necessary to represent me in Congress.
This candidate stands a good chance of winning.
This candidate understands issues that affect people like me.
This candidate would represent me effectively.
This candidate would focus on serving special interests. (reverse-coded)
This candidate would do a good job as a representative.

***A principal components factor analysis of these six items retained two factors, with all items except for "would focus on serving special interests" loading highest on a single factor. Therefore, we created a standardized index (mean=0; standard deviation=1) of the other five items—*Candidate Evaluation Index* (alpha = 0.93). We analyze the question about serving special interests (*Candidate would NOT serve special interests*) separately.

MTurk Experiment
<u>Vignette, Page 1</u>
Below is a short biography of a candidate for Congress. We would like you to evaluate this candidate based on the short biography. Please read carefully, and then answer the questions about the candidate that appear on this page and the next page.

{NAME DELETED} is a [Democratic / Republican] candidate for an open seat (that is, there is no incumbent running for reelection) to the U.S. Congress. {NAME DELETED} is positioning himself as a political outsider who can change the way things are run in Washington. {NAME DELETED} has raised about $1.3 million for his campaign. [NONE / $700,000 of {NAME DELETED}'s campaign funding comes from his own money. / $700,000 of {NAME DELETED}'s campaign funding comes from contributions from interest groups. / $700,000 of {NAME DELETED}'s campaign funding comes from contributions from individual citizens. / {NAME DELETED}'s campaign is funded with a mixture of individual contributions, contributions from interest groups, and his own money.] [NONE / {NAME DELETED} is a college graduate and small business owner. He has focused his campaign on economic issues such as growing the economy and reducing unemployment. He is married and has two children.]

Based on what you know about this candidate, how likely do you think you would be to vote for him?
Response Options [*Vote Intent*]:
(-3) Very unlikely
(-2) Unlikely
(-1) Somewhat unlikely
(0) Not sure
(1) Somewhat likely
(2) Likely
(3) Very likely

<u>Vignette, Page 2</u>
And to what extent do you agree with each of the following statements?

Columns:
(-3) Disagree strongly
(-2) Disagree moderately
(-1) Disagree a little
(0) Neither agree nor disagree
(1) Agree a little
(2) Agree moderately
(3) Agree strongly

Rows (order randomized):
This candidate has the experience and skills necessary to represent me in Congress.
This candidate stands a good chance of winning.
This candidate understands issues that affect people like me.
This candidate would represent me effectively.

This candidate would focus on serving special interests. (reverse-coded)
This candidate would do a good job as a representative.

***A principal components factor analysis of these six items retained two factors, with all items except for "would focus on serving special interests" loading highest on a single factor. Therefore, we created a standardized index (mean=0; standard deviation=1) of the other five items—*Candidate Evaluation Index* (alpha = 0.85). We analyze the question about serving special interests (*Candidate would NOT serve special interests*) separately.

*** We conducted a brief follow-up experiment to see whether the sentence that describes the candidate "as a political outsider who can change the way things are run in Washington" was influencing our results. In particular, a concern is that even if candidates often say they are an "outsider," doing so might make them particularly vulnerable to poor evaluations if they also have a substantial amount of financial support from interest groups. We therefore conducted an experiment using MTurk participants in July 2014 (two years after the original MTurk experiment). Approximately 1,000 participants took the survey, with an analysis sample of 811 (after we restrict to partisans and those who answered all outcome measures, as we do for our other experiments). We used the vignette that included the extra biographical information in the MTurk experiment and included only the "individuals" and "interest group" funding conditions as they were of most interest and we wanted to increase power with a smaller sample. We randomly assigned the party of the candidate to be Democratic or Republican so we could make the same party agreement comparisons. We then also randomly assigned the sentence describing the candidate as a "political outsider" to be included or not. Thus, it was a 2 (funding) x 2 (party agreement) x 2 (political outsider) experiment. The full results of this experiment are available upon request. Although there is a general pattern of differences between the two funding conditions being smaller when the "political outsider" sentence is not included, we found no statistically significant differences between "political outsider" conditions for any of our three outcome measures for any pair of funding-party agreement conditions (i.e., interest group-same party, individuals-same party, interest group-different party, individuals-different party). In other words, holding party agreement and their primary funding source constant, candidates in the follow-up experiment were viewed about the same whether they were described as a "political outsider" or not.

3. Additional References

AAPOR Executive Council Task Force. 2010. "Research Synthesis: AAPOR Report on Online Panels." *Public Opinion Quarterly* 74(4): 711-781.

Berinsky, Adam J., Gregory A. Huber, and Gabriel S. Lenz. 2012. "Using Mechanical Turk as a Subject Recruitment Tool for Experimental Research." *Political Analysis* 20(3): 351-368.

Buhrmester, Michael D., Tracy Kwang, and Samuel D. Gosling. 2011. "Amazon's Mechanical Turk: A New Source of Inexpensive, yet High-Quality, Data?" *Perspectives on Psychological Science* 6(1): 3-5.

4. Supplementary Figures and Tables

Figure S1a – Effect of Funding Sources on Candidate Evaluations, CCES Experiment

Figure S1b – Candidate Would NOT Serve Special Interests?, CCES Experiment

Figure S2a – Effect of Funding Sources on Candidate Evaluations, MTurk Experiment

Figure S2b – Candidate Would NOT Serve Special Interests?, MTurk Experiment

Table S1 – Participant Flow for Experiments

Table S2 – Summary Statistics for Full Sample and by Funding Source Treatment Conditions (CCES Experiment)

Table S3 – Summary Statistics for Full Sample and by Funding Source Treatment Conditions (MTurk Experiment)

Table S4 – Means and Standard Errors by Funding Source Treatment Conditions and by Party Agreement between Respondent and Candidate (CCES Experiment)

Table S5 – Means and Standard Errors by Funding Source Treatment Conditions and by Party Agreement between Respondent and Candidate (MTurk Experiment)

Table S6 – Means and Standard Errors by Funding Source Treatment Conditions and by Party Agreement between Respondent and Candidate, Separately for Extra Information Conditions (MTurk Experiment)

Figure S1a. Effect of Funding Sources on Candidate Evaluations
CCES Experiment
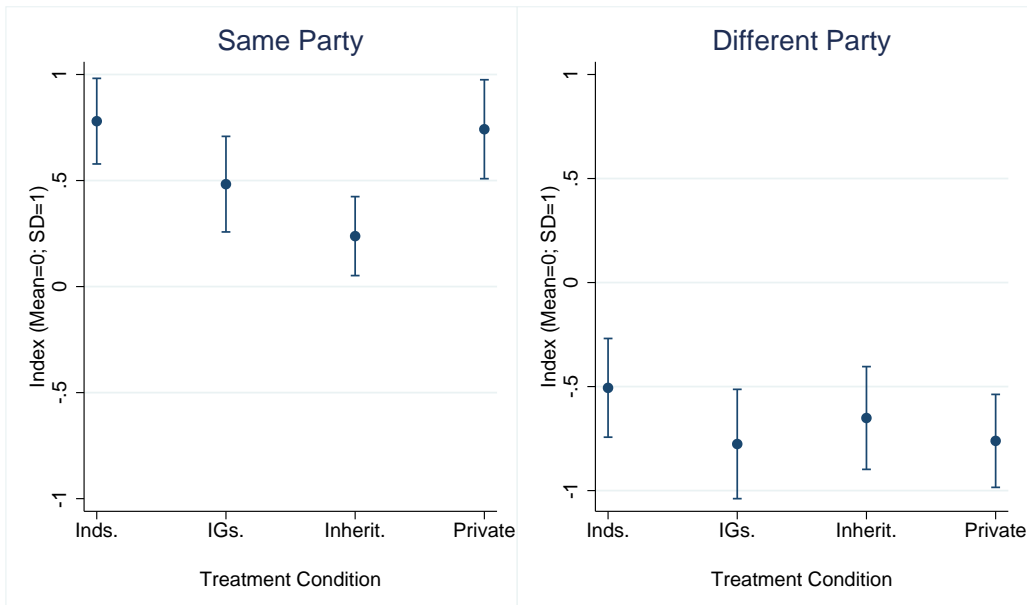
Note: Means with 95% confidence intervals. Treatment Conditions: Inds. = individual citizens; IGs. = individual citizens and interest groups; Inherit. = money he inherited; Private = money he made in the private sector.
Source: 2010 CCES. See Table 1 for complete question wording.

Figure S1b. Candidate Would NOT Serve Special Interests?
CCES Experiment
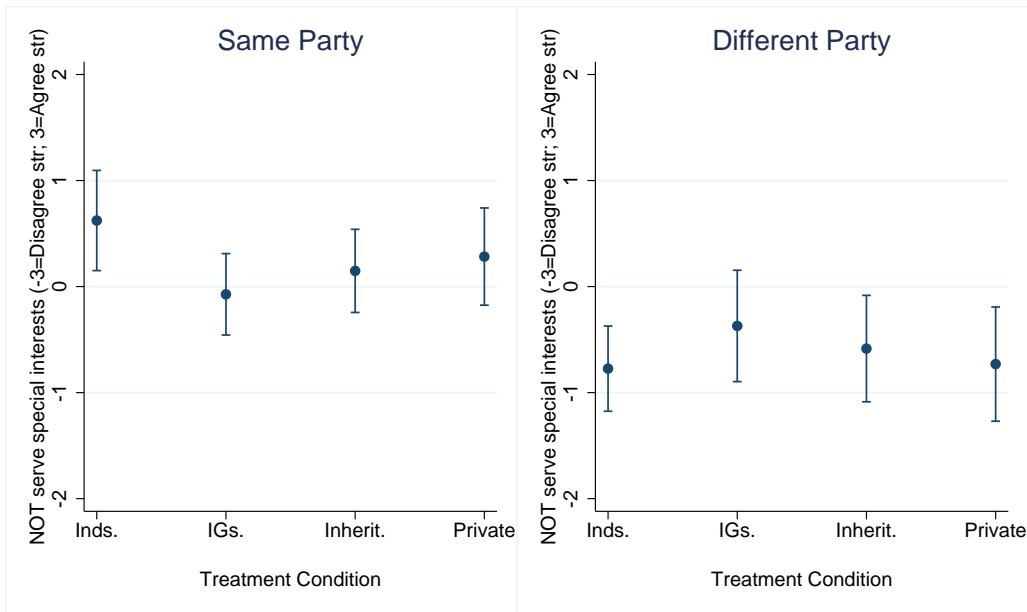
Note: Means with 95% confidence intervals. Treatment Conditions: Inds. = individual citizens; IGs. = individual citizens and interest groups; Inherit. = money he inherited; Private = money he made in the private sector.
Source: 2010 CCES. See Table 1 for complete question wording.

Figure S2a. Effect of Funding Sources on Candidate Evaluations
MTurk Experiment
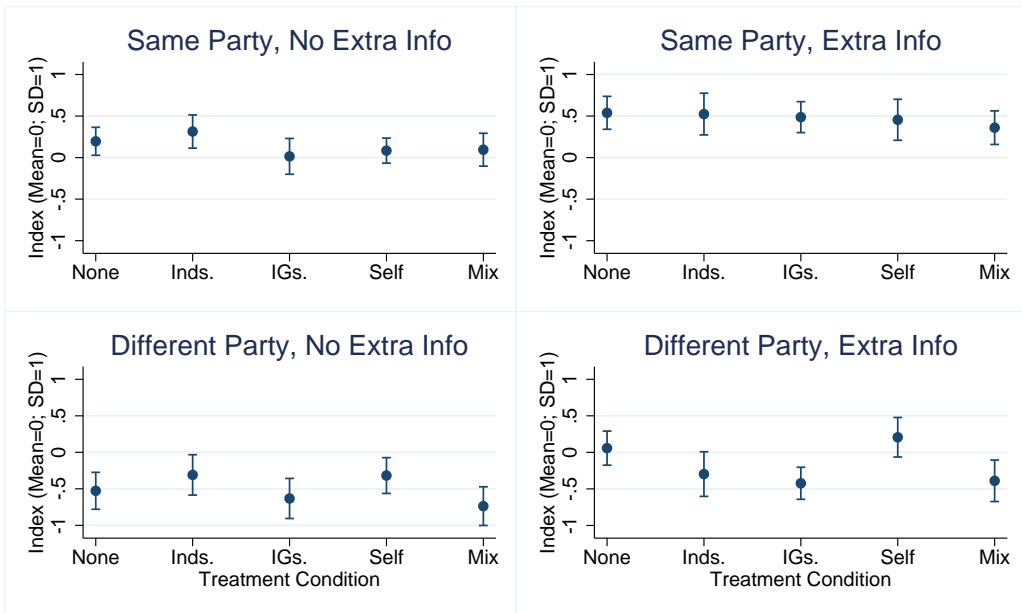
Figure S2b. Candidate Would NOT Serve Special Interests?
MTurk Experiment

Table S1. Participant Flow for Experiments

CCES Experiment (10/1 – 11/1/10)

Randomized (n=824)

Allocated to Intervention (n=824)
·   Contributions from individuals (n=191)
·   Contributions from individuals and interest groups (n=215)
·   Inherited money (n=207)
·   Money made in the private sector (n=211)

Analyzed (n=756; participants who answered all post-treatment outcome measures)
·   Contributions from individual citizens (n=182)
·   Contributions from individuals and interest groups (n=194)
·   Inherited money (n=183)
·   Money made in the private sector (n=197)

MTurk Experiment (1/23 – 4/19/12)

Randomized (n=1,658)

Allocated to Intervention (n=1,658)
·   No mention of candidate funding (i.e., control) (n=361)
·   Contributions from individuals (n=316)
·   Contributions from interest groups (n=327)
·   Self-financing (n=332)
·   Mixture (n=322)

Analyzed (n=1,463; participants who answered all post-treatment outcome measures)
·   No mention of candidate funding (i.e., control) (n=298)
·   Contributions from individuals (n=291)
·   Contributions from interest groups (n=297)
·   Self-financing (n=295)
·   Mixture (n=282)

Note: See Tables S2 and S3 for summary statistics for the full sample and by treatment conditions.

Table S2. Summary Statistics for Full Sample and by Funding Source Treatment Conditions (CCES Experiment)

Variable	Full Sample	Individual Citizens	Individuals and Interest Groups	Inherited Money	Private Sector Money
Vote intent (0=Not very likely; 100=Very likely)	49.564	53.121	45.454	48.913	50.929
	[29.6467]	[30.6631]	[28.3514]	[27.7113]	[31.3384]
Candidate has experience and skills (-3=Disagree strongly; 3=Agree strongly)	-0.216	-0.099	-0.381	-0.410	0.020
	[1.6518]	[1.7018]	[1.663]	[1.5694]	[1.6412]
Candidate has good chance of winning (-3=Disagree strongly; 3=Agree strongly)	0.351	0.302	0.155	0.470	0.477
	[1.5467]	[1.6086]	[1.6779]	[1.3168]	[1.5405]
Candidate understands issues (-3=Disagree strongly; 3=Agree strongly)	-0.111	0.143	-0.160	-0.388	-0.041
	[1.7418]	[1.6954]	[1.6913]	[1.7312]	[1.815]
Candidate would represent me effectively (-3=Disagree strongly; 3=Agree strongly)	-0.242	-0.066	-0.449	-0.339	-0.112
	[1.7088]	[1.7671]	[1.6758]	[1.5777]	[1.7865]
Candidate would do a good job (-3=Disagree strongly; 3=Agree strongly)	-0.030	0.115	-0.180	-0.153	0.096
	[1.6253]	[1.6696]	[1.633]	[1.4967]	[1.68]
Candidate Evaluation Index (M=0, SD=1; negative-positive)	0.000	0.086	-0.106	-0.075	0.095
	[1]	[1.0263]	[1.0295]	[.8929]	[1.0311]
Candidate would NOT serve special interests (-3=Disagree strongly; 3=Agree strongly)	-0.061	0.093	-0.263	-0.104	0.036
	[1.6817]	[1.7706]	[1.6471]	[1.619]	[1.6793]
Female (1=yes)	0.541	0.473	0.603	0.563	0.523
	[.4986]	[.5006]	[.4905]	[.4974]	[.5008]
Age (Years)	53.787	53.769	53.799	53.071	54.457
	[14.4922]	[14.4979]	[14.0257]	[15.4689]	[14.0743]
Age-squared/100	31.028	31.002	30.900	30.545	31.626
	[14.9874]	[14.769]	[14.7532]	[15.8466]	[14.6875]
Race: Black (1=yes)	0.094	0.115	0.083	0.126	0.056
	[.2919]	[.3204]	[.2758]	[.3324]	[.2302]
Race: Hispanic (1=yes)	0.065	0.055	0.062	0.087	0.056
	[.2464]	[.2285]	[.2415]	[.2832]	[.2302]
Race: Other Race (1=yes)	0.056	0.060	0.072	0.066	0.025
	[.2292]	[.239]	[.2594]	[.2482]	[.1577]
Education (1=No HS; 6=Post-grad)	3.847	3.973	3.887	3.738	3.792
	[1.3973]	[1.3843]	[1.3572]	[1.4092]	[1.4365]
Income (1=<10k; 14=>150k; 15=RF/Skipped)	9.452	9.484	9.629	9.131	9.548
	[3.7988]	[3.8461]	[3.6]	[3.9675]	[3.7963]
Income Missing	0.127	0.137	0.134	0.120	0.117
	[.3332]	[.3452]	[.3416]	[.3261]	[.3219]
Respondent's Party ID (-3=Str. Rep.; 0=Ind./Not sure; 3=Str. Dem.)	0.110	0.154	0.052	0.186	0.056
	[2.1629]	[2.2517]	[2.142]	[2.1377]	[2.1362]
Ideology (-3=very cons.; 0=moderate/not sure; +3=very lib.)	-0.406	-0.467	-0.449	-0.361	-0.350
	[1.8329]	[1.8764]	[1.7245]	[1.8784]	[1.8638]
Interest in News & Public Affairs (1=Hardly at all; 4=Most of the time)	3.545	3.566	3.567	3.421	3.619
	[.7869]	[.7385]	[.7537]	[.9097]	[.73]
Married/Domestic Partnership (1=yes)	0.653	0.643	0.701	0.639	0.629
	[.4762]	[.4805]	[.459]	[.4815]	[.4842]
Religious Attendance (1-6)	3.238	3.209	3.314	3.235	3.193
	[1.6825]	[1.7242]	[1.6348]	[1.7366]	[1.6485]
Observations	756	182	194	183	197

Note: Cell entries are means with standard deviations in brackets. Source: 2010 CCES Experiment.

Table S3. Summary Statistics for Full Sample and by Funding Source Treatment Conditions (MTurk Experiment)

Variable	Full Sample	No Mention of Candidate Funding	Individual Citizens	Interest Groups	Self-financing	Mixture
Vote intent (-3=very unlikely; +3=very likely)	0.137	0.181	0.323	-0.269	0.342	0.110
	[1.4445]	[1.4381]	[1.4594]	[1.4824]	[1.3432]	[1.4187]
Candidate has experience and skills (-3=Disagree strongly; 3=Agree strongly)	-0.049	-0.034	-0.076	-0.175	0.129	-0.089
	[1.2806]	[1.284]	[1.303]	[1.2666]	[1.2924]	[1.2439]
Candidate has good chance of winning (-3=Disagree strongly; 3=Agree strongly)	0.582	0.547	0.636	0.623	0.620	0.479
	[1.2732]	[1.2334]	[1.3511]	[1.2409]	[1.2447]	[1.2965]
Candidate understands issues (-3=Disagree strongly; 3=Agree strongly)	0.081	0.178	0.223	-0.057	0.136	-0.078
	[1.4649]	[1.4766]	[1.4931]	[1.509]	[1.361]	[1.464]
Candidate would represent me effectively (-3=Disagree strongly; 3=Agree strongly	-0.158	-0.117	-0.041	-0.350	-0.017	-0.266
	[1.4143]	[1.3767]	[1.4545]	[1.4882]	[1.3463]	[1.3799]
Candidate would do a good job (-3=Disagree strongly; 3=Agree strongly)	0.172	0.305	0.327	-0.094	0.302	0.018
	[1.255]	[1.1652]	[1.3078]	[1.291]	[1.2565]	[1.1945]
Candidate Evaluation Index (M=0, SD=1; negative-positive)	0.000	0.047	0.082	-0.129	0.103	-0.106
	[1]	[.9812]	[1.06]	[.9964]	[.9638]	[.9791]
Candidate would NOT serve special interests (-3=Disagree strongly; 3=Agree stron	-0.392	-0.168	-0.065	-0.997	-0.186	-0.543
	[1.351]	[1.3022]	[1.3992]	[1.2879]	[1.2355]	[1.3124]
Female (1=yes)	0.492	0.564	0.464	0.488	0.481	0.461
	[.5001]	[.4968]	[.4996]	[.5007]	[.5005]	[.4994]
Age (Years)	30.587	31.000	29.997	31.236	30.373	30.298
	[11.8231]	[12.2823]	[11.5231]	[12.1702]	[11.7908]	[11.323]
Age-squared/100	10.752	11.114	10.321	11.233	10.611	10.457
	[8.9582]	[9.2783]	[8.8234]	[9.3978]	[8.7224]	[8.5367]
Race: Black (1=yes)	0.077	0.081	0.089	0.094	0.061	0.057
	[.266]	[.2726]	[.2857]	[.2927]	[.2398]	[.2318]
Race: Hispanic (1=yes)	0.050	0.047	0.041	0.034	0.058	0.071
	[.2178]	[.212]	[.1992]	[.1807]	[.2334]	[.2572]
Race: Other Race (1=yes)	0.121	0.111	0.134	0.125	0.146	0.089
	[.3262]	[.3143]	[.3413]	[.3308]	[.3535]	[.2847]
Education (1=No HS; 6=Post-grad)	3.908	3.963	3.907	3.778	3.915	3.979
	[1.2962]	[1.2879]	[1.3032]	[1.2831]	[1.3362]	[1.2681]
Respondent's Party ID (-3=Str. Rep.; 0=Ind./Not sure; 3=Str. Dem.)	0.580	0.554	0.567	0.583	0.637	0.560
	[1.8641]	[1.9347]	[1.8189]	[1.8474]	[1.8518]	[1.8765]
Observations	1463	298	291	297	295	282

Note: Cell entries are means with standard deviations in brackets. Source: 2012 MTurk Experiment.

Table S4. Means and Standard Errors by Funding Source Treatment Conditions and by Party Agreement between Respondent and Candidate (CCES Experiment)

	Vote intent (0=Not very likely; 100=Very likely)		Candidate Evaluation Index (M=0, SD=1; negative-positive)		Candidate would NOT serve special interests (-3=Disagree strongly; 3=Agree strongly)		Candidate has experience and skills (-3=Disagree strongly; 3=Agree strongly)		Candidate has good chance of winning (-3=Disagree strongly; 3=Agree strongly)		Candidate understands issues (-3=Disagree strongly; 3=Agree strongly)		Candidate would represent me effectively (-3=Disagree strongly; 3=Agree strongly)		Candidate would do a good job (-3=Disagree strongly; 3=Agree strongly)	
Overall	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
Individual Citizens (N=182)	53.121	2.273	0.086	0.076	0.093	0.131	-0.099	0.126	0.302	0.119	0.143	0.126	-0.066	0.131	0.115	0.124
Individuals and Interest Groups (N=194)	45.454	2.036	-0.106	0.074	-0.263	0.118	-0.381	0.119	0.155	0.120	-0.160	0.121	-0.448	0.120	-0.180	0.117
Inherited Money (N=183)	48.913	2.048	-0.075	0.066	-0.104	0.120	-0.410	0.116	0.470	0.097	-0.388	0.128	-0.339	0.117	-0.153	0.111
Private Sector Money (N=197)	50.929	2.233	0.095	0.073	0.036	0.120	0.020	0.117	0.477	0.110	-0.041	0.129	-0.112	0.127	0.096	0.120
Candidate's Party Not Revealed	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
Individual Citizens (N=56)	56.554	3.604	0.193	0.119	0.357	0.211	0.018	0.206	0.429	0.213	0.304	0.189	0.036	0.204	0.393	0.183
Individuals and Interest Groups (N=53)	49.717	3.007	0.116	0.107	-0.113	0.167	-0.038	0.187	0.453	0.197	0.132	0.173	-0.075	0.172	0.132	0.175
Inherited Money (N=61)	50.672	3.424	0.116	0.111	0.098	0.192	-0.066	0.178	0.525	0.153	-0.033	0.214	-0.016	0.188	0.180	0.179
Private Sector Money (N=77)	57.831	2.886	0.242	0.111	0.312	0.165	0.130	0.187	0.636	0.171	0.221	0.202	0.143	0.183	0.390	0.167
Candidate's Party Same as Respondent's Party	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
Individual Citizens (N=53)	73.830	2.904	0.780	0.103	0.623	0.241	0.962	0.177	0.943	0.195	1.208	0.173	1.151	0.183	1.226	0.159
Individuals and Interest Groups (N=55)	67.673	2.873	0.483	0.115	-0.073	0.196	0.455	0.199	0.873	0.198	0.709	0.192	0.527	0.187	0.727	0.177
Inherited Money (N=54)	59.981	3.552	0.238	0.095	0.148	0.200	0.037	0.191	0.778	0.160	0.056	0.199	0.296	0.160	0.315	0.154
Private Sector Money (N=46)	69.630	3.963	0.742	0.119	0.283	0.234	0.870	0.201	1.261	0.180	0.913	0.201	1.043	0.211	1.087	0.206
Candidate's Party Differs from Respondent's Party	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
Individual Citizens (N=62)	33.210	3.590	-0.506	0.121	-0.774	0.205	-0.984	0.206	-0.129	0.197	-0.774	0.216	-1.097	0.208	-0.968	0.203
Individuals and Interest Groups (N=62)	25.871	3.212	-0.776	0.134	-0.371	0.268	-1.387	0.207	-0.661	0.236	-1.145	0.230	-1.548	0.210	-1.177	0.221
Inherited Money (N=53)	35.208	3.855	-0.651	0.126	-0.585	0.256	-1.302	0.225	-0.019	0.204	-1.340	0.248	-1.377	0.221	-1.019	0.223
Private Sector Money (N=52)	23.212	3.333	-0.761	0.114	-0.731	0.275	-1.096	0.210	-0.365	0.213	-1.423	0.225	-1.654	0.198	-1.308	0.199

Note: Cell entires are means with standard errors in italics. See Supplementary Material and main document for complete question wording.

Table S5. Means and Standard Errors by Funding Source Treatment Conditions and by Party Agreement between Respondent and Candidate (MTurk Experiment)

	Vote intent (-3=very unlikely; 3=very likely)		Candidate Evaluation Index (M=0, SD=1; negative-positive)		Candidate would NOT serve special interests (-3=Disagree strongly; 3=Agree strongly)		Candidate has experience and skills (-3=Disagree strongly; 3=Agree strongly)		Candidate has good chance of winning (-3=Disagree strongly; 3=Agree strongly)		Candidate understands issues (-3=Disagree strongly; 3=Agree strongly)		Candidate would represent me effectively (-3=Disagree strongly; 3=Agree strongly)		Candidate would do a good job (-3=Disagree strongly; 3=Agree strongly)	
Overall	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
No Mention of Candidate Funding (N=298)	0.181	0.083	0.047	0.057	-0.168	0.075	-0.034	0.074	0.547	0.071	0.178	0.086	-0.117	0.080	0.305	0.067
Primary Source Individuals (N=291)	0.323	0.086	0.082	0.062	-0.065	0.082	-0.076	0.076	0.636	0.079	0.223	0.088	-0.041	0.085	0.326	0.077
Primary Source Interest Groups (N=297)	-0.269	0.086	-0.129	0.058	-0.997	0.075	-0.175	0.073	0.623	0.072	-0.057	0.088	-0.350	0.086	-0.094	0.075
Primary Source Self-financing (N=295)	0.342	0.078	0.103	0.056	-0.186	0.072	0.129	0.075	0.620	0.072	0.136	0.079	-0.017	0.078	0.302	0.073
Mixture (N=282)	0.110	0.084	-0.106	0.058	-0.543	0.078	-0.089	0.074	0.479	0.077	-0.078	0.087	-0.266	0.082	0.018	0.071
Candidate's Party Same as Respondent's Party	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
No Mention of Candidate Funding (N=132)	0.780	0.086	0.375	0.068	-0.106	0.100	0.227	0.094	0.803	0.107	0.598	0.099	0.394	0.096	0.614	0.086
Primary Source Individuals (N=128)	0.938	0.100	0.417	0.082	0.109	0.120	0.250	0.110	0.852	0.112	0.672	0.122	0.367	0.114	0.711	0.097
Primary Source Interest Groups (N=119)	0.437	0.104	0.249	0.076	-1.042	0.110	0.193	0.098	0.899	0.106	0.403	0.123	0.185	0.118	0.277	0.097
Primary Source Self-financing (N=125)	0.728	0.104	0.241	0.071	-0.096	0.099	0.304	0.100	0.648	0.097	0.232	0.107	0.208	0.100	0.504	0.095
Mixture (N=137)	0.788	0.088	0.219	0.073	-0.453	0.110	0.263	0.088	0.664	0.112	0.292	0.110	0.226	0.101	0.350	0.084
Candidate's Party Differs from Respondent's Party	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
No Mention of Candidate Funding (N=130)	-0.385	0.138	-0.248	0.092	-0.246	0.130	-0.285	0.126	0.308	0.105	-0.185	0.143	-0.538	0.127	0.008	0.110
Primary Source Individuals (N=117)	-0.308	0.142	-0.303	0.104	-0.188	0.140	-0.427	0.122	0.316	0.135	-0.333	0.142	-0.479	0.139	-0.060	0.127
Primary Source Interest Groups (N=135)	-1.007	0.126	-0.521	0.089	-0.993	0.119	-0.578	0.112	0.415	0.111	-0.607	0.131	-0.889	0.135	-0.489	0.124
Primary Source Self-financing (N=130)	-0.115	0.130	-0.055	0.095	-0.323	0.120	-0.077	0.122	0.615	0.119	-0.023	0.130	-0.238	0.134	0.054	0.122
Mixture (N=107)	-0.748	0.147	-0.571	0.100	-0.654	0.137	-0.551	0.133	0.271	0.127	-0.692	0.150	-0.953	0.139	-0.495	0.130

Note: Cell entires are means with standard errors in italics. See Supplementary Material and main document for complete question wording.

Table S6. Means and Standard Errors by Funding Source Treatment Conditions and by Party Agreement between Respondent and Candidate, Separately for Extra Information Conditions (MTurk Experiment)

	Vote intent (-3=very unlikely; 3=very likely)		Candidate Evaluation Index (M=0, SD=1; negative-positive)		Candidate would NOT serve special interests (-3=Disagree strongly; 3=Agree strongly)		Candidate has experience and skills (-3=Disagree strongly; 3=Agree strongly)		Candidate has good chance of winning (-3=Disagree strongly; 3=Agree strongly)		Candidate understands issues (-3=Disagree strongly; 3=Agree strongly)		Candidate would represent me effectively (-3=Disagree strongly; 3=Agree strongly)		Candidate would do a good job (-3=Disagree strongly; 3=Agree strongly)	
	Mean	Std. Err.	Mean	Std. Err.	Mean	Std. Err.	Mean	Std. Err.	Mean	Std. Err.	Mean	Std. Err.	Mean	Std. Err.	Mean	Std. Err.
No Extra Information Given																
Candidate's Party Same as Respondent's Party	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
No Mention of Candidate Funding (N=63)	0.556	0.128	0.196	0.086	-0.286	0.123	0.175	0.127	0.730	0.152	0.206	0.124	0.190	0.122	0.365	0.118
Primary Source Individuals (N=65)	1.000	0.152	0.314	0.102	0.062	0.164	-0.062	0.145	0.954	0.149	0.385	0.174	0.369	0.146	0.646	0.127
Primary Source Interest Groups (N=60)	0.217	0.165	0.015	0.110	-1.283	0.161	0.100	0.155	0.867	0.151	-0.017	0.179	-0.283	0.167	0.017	0.138
Primary Source Self-financing (N=72)	0.542	0.127	0.084	0.077	-0.042	0.132	0.208	0.112	0.389	0.116	0.056	0.133	0.069	0.119	0.347	0.119
Mixture (N=73)	0.616	0.120	0.095	0.101	-0.616	0.143	0.137	0.124	0.507	0.156	0.082	0.140	0.151	0.143	0.260	0.112
Candidate's Party Differs from Respondent's Party	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
No Mention of Candidate Funding (N=68)	-0.691	0.203	-0.527	0.129	-0.250	0.187	-0.632	0.183	0.191	0.163	-0.515	0.202	-0.926	0.168	-0.294	0.153
Primary Source Individuals (N=61)	-0.377	0.203	-0.309	0.141	-0.164	0.197	-0.361	0.153	0.426	0.180	-0.377	0.186	-0.623	0.192	-0.098	0.170
Primary Source Interest Groups (N=63)	-1.238	0.182	-0.632	0.140	-1.048	0.197	-0.603	0.179	0.444	0.176	-0.841	0.187	-1.127	0.198	-0.635	0.188
Primary Source Self-financing (N=65)	-0.585	0.190	-0.318	0.125	-0.277	0.165	-0.385	0.168	0.492	0.164	-0.369	0.151	-0.523	0.177	-0.277	0.163
Mixture (N=56)	-1.071	0.202	-0.737	0.135	-0.804	0.183	-0.786	0.183	0.161	0.171	-0.929	0.205	-1.125	0.184	-0.625	0.172
Extra Information Given																
Candidate's Party Same as Respondent's Party	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
No Mention of Candidate Funding (N=69)	0.986	0.112	0.539	0.101	0.058	0.153	0.275	0.137	0.870	0.150	0.957	0.139	0.580	0.144	0.841	0.118
Primary Source Individuals (N=63)	0.873	0.131	0.524	0.128	0.159	0.177	0.571	0.156	0.746	0.168	0.968	0.163	0.365	0.176	0.778	0.149
Primary Source Interest Groups (N=59)	0.661	0.122	0.487	0.095	-0.797	0.143	0.288	0.119	0.932	0.149	0.831	0.151	0.661	0.144	0.542	0.129
Primary Source Self-financing (N=53)	0.981	0.169	0.455	0.126	-0.170	0.152	0.434	0.182	1.000	0.152	0.472	0.174	0.396	0.169	0.717	0.153
Mixture (N=64)	0.984	0.127	0.360	0.103	-0.266	0.169	0.406	0.123	0.844	0.158	0.531	0.170	0.313	0.142	0.453	0.126
Candidate's Party Differs from Respondent's Party	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**	**Mean**	**Std. Err.**
No Mention of Candidate Funding (N=62)	-0.048	0.177	0.058	0.119	-0.242	0.181	0.097	0.160	0.435	0.127	0.177	0.193	-0.113	0.178	0.339	0.149
Primary Source Individuals (N=56)	-0.232	0.201	-0.297	0.156	-0.214	0.202	-0.500	0.192	0.196	0.203	-0.286	0.219	-0.321	0.202	-0.018	0.192
Primary Source Interest Groups (N=72)	-0.806	0.173	-0.423	0.112	-0.944	0.144	-0.556	0.141	0.389	0.142	-0.403	0.182	-0.681	0.181	-0.361	0.165
Primary Source Self-financing (N=65)	0.354	0.157	0.207	0.138	-0.369	0.175	0.231	0.170	0.738	0.173	0.323	0.205	0.046	0.197	0.385	0.174
Mixture (N=51)	-0.392	0.204	-0.389	0.145	-0.490	0.205	-0.294	0.206	0.392	0.190	-0.431	0.217	-0.765	0.209	-0.353	0.196

Note: Cell entires are means with standard errors in italics. See Supplementary Material and main document for complete question wording.