

## Appendix A. Survey Material

### **Attitude Importance Manipulation:**

*High:* A new law is currently moving through Congress that would require your electricity provider to purchase energy from renewable sources (e.g. wind and solar). This is relevant to you since it will influence your energy bills and the environment. The law would go into effect immediately.

*Low:* A few legislators in Congress have proposed a bill that would require electricity providers to purchase energy from renewable sources (e.g. wind and solar). This is probably not directly relevant to you because Congress does not appear to be ready to act on the bill and even if they did it is unlikely to personally affect you.

### **Information Choice Manipulation:**

*Assigned:* [Randomly assigned to Pro or Con]

*Choice:* Before you proceed, please choose one of the following brief passages to read:

“Renewable Energy Rules Beneficial”

“Renewable Energy Rules Ineffective”

### **Article Text:**

*Pro:* “Renewable Energy Rules Beneficial”

The proposed federal law would create uniform nationwide standards which is necessary since many states have not adopted renewable energy provisions. The new standards would require electricity utilities to produce between 10% and 30% of their energy from renewable sources especially wind power as well as potentially innovative new sources of energy. This in turn would reduce pollution. The impact on consumers is also affordable: adopting a nationwide standard would increase monthly electricity bills by only about 1%. Renewable standards therefore reduce reliance on fossil fuels for energy production without dramatically increasing costs to American consumers.

*Con:* “Renewable Energy Rules Ineffective”

The proposed federal law would intervene in state policies and regulate private businesses to create uniform nationwide standards, where up until now many states have not adopted renewable energy provisions. The new standards would drive down innovation by requiring energy utilities to adopt specific technologies (e.g. wind power) rather than directly targeting the reduction of polluting greenhouse gas emissions. The impact on consumers is also problematic: adopting a nationwide standard would increase monthly electricity bills by up as much as 4%. Renewable standards therefore increase the cost of energy through government regulation without directly addressing potential environmental impacts of energy production from fossil fuels.

## Appendix B. Supplementary Descriptive Statistics

**Table B1a. Argument Evaluations, by Treatment Condition**

	Mean (SE)	N
High Choice Pro	0.75 (0.01)	204
High Choice Con	0.57 (0.03)	67
High Captive Pro	0.65 (0.03)	66
High Captive Con	0.47 (0.04)	68
Low Choice Pro	0.69 (0.02)	173
Low Choice Con	0.53 (0.03)	101
Low Captive Pro	0.68 (0.03)	67
Low Captive Con	0.58 (0.03)	67

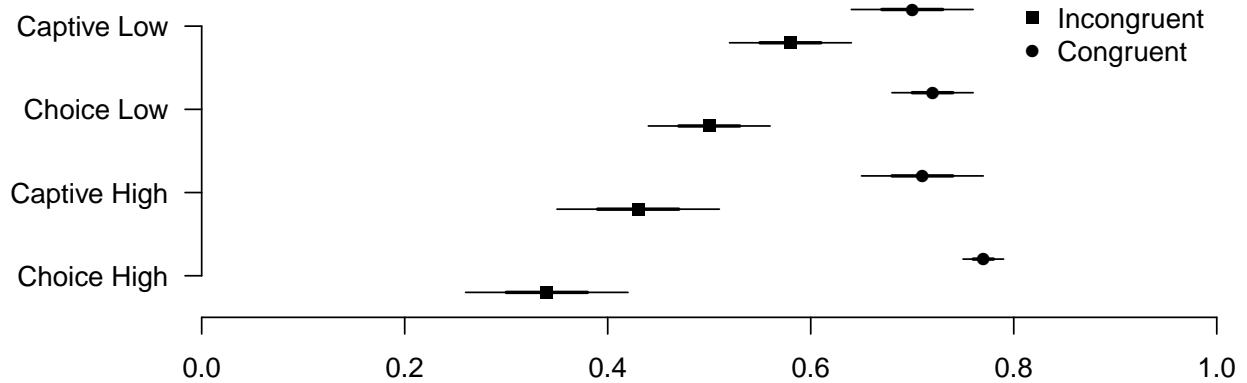
Note: Cell entries are treatment group means with standard errors in parentheses and higher values indicating greater perceived argument effectiveness (scaled 0-1).

**Table B1b. Argument Evaluations, by Importance and Choice Condition**

	Mean (SE)	N
Choice High	0.70 (0.02)	271
Captive High	0.56 (0.03)	134
Choice Low	0.63 (0.02)	274
Captive Low	0.63 (0.02)	134

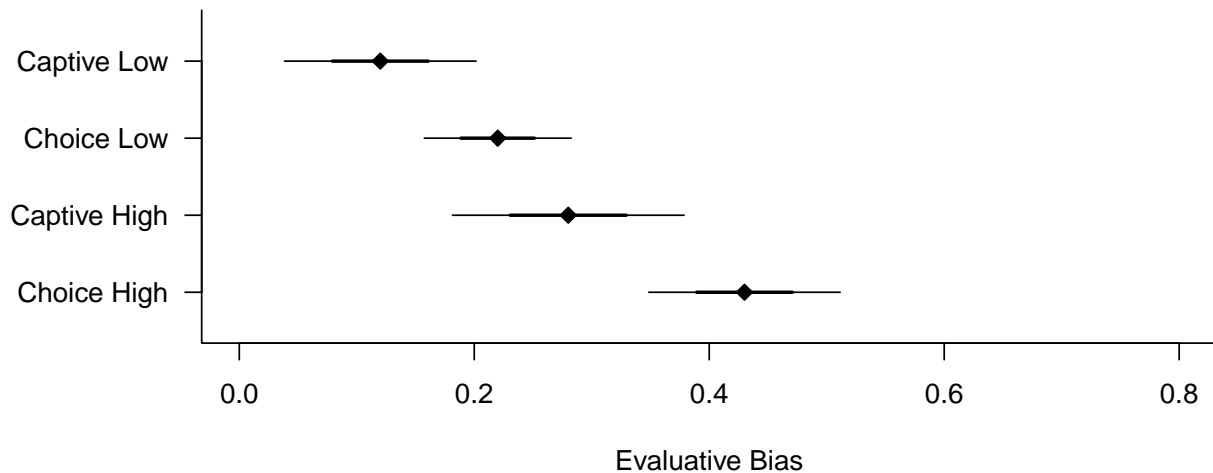
Note: Cell entries are treatment group means with standard errors in parentheses and higher values indicating greater perceived argument effectiveness (scaled 0-1).

**Figure B1. Mean Argument Evaluations, by Importance and Choice Condition and Congruence with *t1* Opinion**



Note: Figure displays mean argument evaluations (and bars representing one and two standard errors of the mean) by importance and choice Condition, separately for arguments congruent or incongruent with respondents' *t1* opinions.

**Figure B2. Argument Evaluation Bias, by Importance and Choice Condition**



Note: Figure displays the bias toward seeing attitude-congruent messages as more effective than attitude-incongruent messages. Points represent difference-in-differences estimates along with bars representing one and two associated standard errors, based on the mean argument ratings displayed in Figure C1.

**Table B2a. *t1* and *t2* Opinions, by Treatment Condition**

	t1 Mean (SE)	t2 Mean (SE)	t2-t1 Mean (SE)	N
Control	0.78 (0.03)	0.65 (0.03)	-0.14 (0.03)	66
High Choice Pro	0.86 (0.01)	0.82 (0.01)	-0.04 (0.02)	204
High Choice Con	0.47 (0.04)	0.39 (0.04)	-0.08 (0.04)	67
High Captive Pro	0.76 (0.03)	0.70 (0.04)	-0.07 (0.03)	66
High Captive Con	0.75 (0.04)	0.58 (0.04)	-0.18 (0.04)	68
Low Choice Pro	0.82 (0.02)	0.74 (0.02)	-0.07 (0.02)	173
Low Choice Con	0.69 (0.02)	0.55 (0.03)	-0.14 (0.03)	101
Low Captive Pro	0.72 (0.04)	0.70 (0.04)	-0.02 (0.03)	67
Low Captive Con	0.78 (0.03)	0.65 (0.03)	-0.13 (0.03)	67

Note: Cell entries are treatment group means with standard errors in parentheses and higher values indicating greater support (scaled 0-1).

**Table B2b. *t1* and *t2* Opinions, by Importance and Choice Condition**

	t1 Mean (SE)	t2 Mean (SE)	t2-t1 Mean (SE)	N
Choice High	0.76 (0.02)	0.72 (0.02)	-0.05 (0.02)	271
Captive High	0.76 (0.02)	0.64 (0.03)	-0.12 (0.02)	134
Choice Low	0.77 (0.02)	0.67 (0.02)	-0.10 (0.02)	274
Captive Low	0.75 (0.02)	0.67 (0.03)	-0.08 (0.02)	134

Note: Cell entries are treatment group means with standard errors in parentheses and higher values indicating greater support (scaled 0-1).

**Table B3a. Information Seeking, by Treatment Condition**

	Subjective	Email	N
Control	0.62 (0.03)	0.41 (0.07)	66
High Choice Pro	0.68 (0.02)	0.54 (0.03)	204
High Choice Con	0.59 (0.04)	0.43 (0.07)	67
High Captive Pro	0.65 (0.03)	0.61 (0.05)	66
High Captive Con	0.67 (0.03)	0.59 (0.05)	68
Low Choice Pro	0.54 (0.02)	0.31 (0.05)	173
Low Choice Con	0.49 (0.03)	0.34 (0.07)	101
Low Captive Pro	0.54 (0.03)	0.25 (0.09)	67
Low Captive Con	0.56 (0.03)	0.52 (0.06)	67

Note: Cell entries are treatment group means with standard errors in parentheses and higher values indicating greater information (scaled 0-1) and likelihood of requesting email (0/1).

**Table B3b. Information Seeking, by Importance and Choice Condition**

	Subjective	Email	N
Choice High	0.66 (0.01)	0.52 (0.03)	271
Captive High	0.66 (0.02)	0.60 (0.03)	134
Choice Low	0.52 (0.02)	0.32 (0.04)	274
Captive Low	0.55 (0.02)	0.39 (0.05)	134

Note: Cell entries are treatment group means with standard errors in parentheses and higher values indicating greater information (scaled 0-1) and likelihood of requesting email (0/1).