**Supplemental Analyses File**

Table 1S

*Number of Participants by Candidate and Study*

|  |  |  |  |
| --- | --- | --- | --- |
| *Candidate Supported* | **Social Norms Study** | **Self-Prejudice Study** | *N* |
| Trump | 99 | 97 | 196 |
| Clinton | 98 | 94 | 192 |
| *N* | 197 | 191 | 388 |

*Structural Matrix from SPSS Factor, Wave 1*. Analysis resulted in the “recreation” of the Targeted Scale with Factor 1 (immigrants—fat) and the Not Targeted Scale with Factor 3 (Drug users—Politicians). Factor 3 did not map onto the original analysis, and was not compared to the original analyses. Alcoholics and porn stars cross-loaded on Factors 1 and 2, and could not be used for this analysis.

