

Supplementary Materials

p. 2.....Measures and Treatments

p. 17...Power analysis

p. 19...Ideological value measures and results

p. 21...Regression results

p. 25...Results broken down by political knowledge

p. 31...Time spent on treatment by experimental condition and issue

p. 33...Randomization checks

[Ideology Measures. Randomize to either present before treatments or after treatments and dependent variables. Force response on these.]

Please select the statement that is closest to your beliefs (even if it does not match your views exactly).

The gap between rich and poor should be reduced, even if it means higher taxes for the wealthy.

Or

Cutting taxes for individuals or businesses is the key to economic growth.

Government is almost always wasteful and inefficient.

Or

Government often does a better job than people give it credit for.

Government programs for the poor undermine individual initiative and responsibility.

Or

Poor people have hard lives because government benefits don't go far enough to help them live decently.

African Americans and other minorities who can't get ahead in this country are mostly responsible for their own condition.

Or

African Americans and other minorities still lack the same opportunity as whites in our country.

Healthy economic growth requires eliminating budget deficits. These deficits discourage private investment and raise interest rates.

Or

The government should do more to help needy Americans, even if it means going deeper into debt.

Tax Proposal

First, we want to give you an opportunity to read through a brief excerpt from an article about proposed changes to tax policy.

[page break]

The New York Times

Governors Propose Tax Change

By Richard W. Stevenson

Group 1: Liberal Proposal, No Party Cues, No Arguments

Despite opposition, several governors across the country have proposed to increase reliance on state income taxes while cutting sales taxes, setting up ambitious experiments in tax reform. The idea is to lower state sales taxes and make up the lost revenue by increasing state income taxes.

Group 2: Liberal Proposal, No Party Cues, Arguments

Despite opposition, several governors across the country have proposed to increase reliance on state income taxes while cutting sales taxes, setting up ambitious experiments in tax reform. The idea is to lower state sales taxes and make up the lost revenue by increasing state income taxes.

Supporters argue that the shift will promote economic equality by increasing taxes predominantly on the affluent, who spend a smaller share of their income than middle- and lower-income people. They also say the approach will generate revenue for education and vital social services while shifting the tax burden to those who can most afford it.

Opponents argue that taxing income rather than consumption will further complicate the tax system, make their states less competitive in attracting employers and high-skilled workers, and increase pressure for more government spending.

Group 3: Conservative Proposal, No Party Cues, No Arguments

Despite opposition, several governors across the country have proposed to increase reliance on state sales taxes while cutting income taxes, setting up ambitious experiments in tax reform. The idea is to lower state income taxes and make up the lost revenue by increasing state sales taxes.

Group 4: Conservative Proposal, No Party Cues, Arguments

Despite opposition, several governors across the country have proposed to increase reliance on state sales taxes while cutting income taxes, setting up ambitious experiments in tax reform. The idea is to lower state income taxes and make up the lost revenue by increasing state sales taxes.

Supporters argue that taxing consumption rather than income will simplify the tax system, make their states more competitive in attracting employers and high-skilled workers, and curb pressure for more government spending.

Opponents argue that the shift will increase economic inequality by reducing taxes predominantly on the affluent, who spend a smaller share of their income than middle- and lower-income people. They also say the approach will lead to cutbacks in education and vital social services while shifting the tax burden to those who can least afford it.

Group 5: Liberal Proposal, Traditional Party Cues, No Arguments

Despite Republican opposition, several Democratic governors across the country have proposed to increase reliance on state income taxes while cutting sales taxes, setting up ambitious experiments in tax reform. The idea is to lower state sales taxes and make up the lost revenue by increasing state income taxes.

Group 6: Liberal Proposal, Traditional Party Cues, Arguments

Despite Republican opposition, several Democratic governors across the country have proposed to increase reliance on state income taxes while cutting sales taxes, setting up ambitious experiments in tax reform. The idea is to lower state sales taxes and make up the lost revenue by increasing state income taxes.

Supporters argue that the shift will promote economic equality by increasing taxes predominantly on the affluent, who spend a smaller share of their income than middle- and lower-income people. They also say the approach will generate revenue for education and vital social services while shifting the tax burden to those who can most afford it.

Opponents argue that taxing income rather than consumption will further complicate the tax system, make their states less competitive in attracting employers and high-skilled workers, and increase pressure for more government spending.

Group 7: Conservative Proposal, Traditional Party Cues, No Arguments

Despite Democratic opposition, several Republican governors across the country have proposed to increase reliance on state sales taxes while cutting income taxes, setting up ambitious experiments in tax reform. The idea is to lower state income taxes and make up the lost revenue by increasing state sales taxes.

Group 8: Conservative Proposal, Traditional Party Cues, Arguments

Despite Democratic opposition, several Republican governors across the country have proposed to increase reliance on state sales taxes while cutting income taxes, setting up ambitious experiments in tax reform. The idea is to lower state income taxes and make up the lost revenue by increasing state sales taxes.

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Opponents argue that the shift will increase economic inequality by reducing taxes predominantly on the affluent, who spend a smaller share of their income than middle- and lower-income people. They also say the approach will lead to cutbacks in education and vital social services while shifting the tax burden to those who can least afford it.

Group 9: Liberal Proposal, Reversed Party Cues, No Arguments

Despite Democratic opposition, several Republican governors across the country have proposed to increase reliance on state income taxes while cutting sales taxes, setting up ambitious experiments in tax reform. The idea is to lower state sales taxes and make up the lost revenue by increasing state income taxes.

Group 10: Liberal Proposal, Reversed Party Cues, Arguments

Despite Democratic opposition, several Republican governors across the country have proposed to increase reliance on state income taxes while cutting sales taxes, setting up ambitious experiments in tax reform. The idea is to lower state sales taxes and make up the lost revenue by increasing state income taxes.

Supporters argue that the shift will promote economic equality by increasing taxes predominantly on the affluent, who spend a smaller share of their income than middle- and lower-income people. They also say the approach will generate revenue for education and vital social services while shifting the tax burden to those who can most afford it.

Opponents argue that taxing income rather than consumption will further complicate the tax system, make their states less competitive in attracting employers and high-skilled workers, and increase pressure for more government spending.

Group 11: Conservative Proposal, Reversed Party Cues, No Arguments

Despite Republican opposition, several Democratic governors across the country have proposed to increase reliance on state sales taxes while cutting income taxes, setting up ambitious experiments in tax reform. The idea is to lower state income taxes and make up the lost revenue by increasing state sales taxes.

Group 12: Conservative Proposal, Reversed Party Cues, Arguments

Despite Republican opposition, several Democratic governors across the country have proposed to increase reliance on state sales taxes while cutting income taxes, setting up ambitious experiments in tax reform. The idea is to lower state income taxes and make up the lost revenue by increasing state sales taxes.

Supporters argue that taxing consumption rather than income will simplify the tax system, make their states more competitive in attracting employers and high-skilled workers, and curb pressure for more government spending.

Opponents argue that the shift will increase economic inequality by reducing taxes predominantly on the affluent, who spend a smaller share of their income than middle- and lower-income people. They also say the approach will lead to cutbacks in education and vital social services while shifting the tax burden to those who can least afford it.

Dependent variables

Given this information, to what extent do you support this proposal to change state sales taxes and state income taxes?

1 2 3 4 5 6 7

Strongly
Oppose

Neither
Support Nor
Oppose

Strongly
Support

How liberal or conservative is this policy proposal?

1 (Very Liberal), 2, 3, 4(moderate), 5, 6, 7 (Very Conservative)

How effective or ineffective did you find the main argument in favor of this proposal to change state sales taxes and state income taxes?

1	2	3	4	5	6	7
Very Ineffective			Neither Effective Nor Ineffective			Very Effective

How effective or ineffective did you find the main argument opposed to this proposal to change state sales taxes and state income taxes?

1	2	3	4	5	6	7
Very Ineffective			Neither Effective Nor Ineffective			Very Effective

Who is most likely to *benefit* from this policy proposal?

Lower-income individuals (1)

Middle-income individuals (2)

Higher-income individuals (3)

People of all incomes (4)

Nobody will benefit (5)

Don't know (6)

Preschool Issue

[page break]

Next, we want to give you an opportunity to read through a brief excerpt from an article about early childhood education.

[page break]

The New York Times

Funding for Preschool Debated in Congress

By Michael D. Shear

Group 1: Liberal Proposal, No Party Cues, No Arguments

Members of Congress, over objections, proposed legislation to give \$30 billion of federal aid to state run initiatives that offer pre-kindergarten classes to 4-year-olds.

Group 2: Liberal Proposal, No Party Cues, Arguments

Members of Congress, over objections, proposed legislation to give \$30 billion of federal aid to state run initiatives that offer pre-kindergarten classes to 4-year-olds.

Federal money would be used to make preschool available for low-income children. Advocates for the program contend that expanding preschool promotes equal opportunity since education is the most reliable route out of poverty.

Opponents of the program point to its high cost as another example of the inefficiencies of big government. They contend the program wastes money and invites too much federal government control over how states and local communities run preschool programs.

Group 3: Conservative Proposal, No Party Cues, No Arguments

Members of Congress, over objections, proposed to end a \$30 billion program giving federal aid to state run initiatives that offer pre-kindergarten classes to 4-year-olds.

Group 4: Conservative Proposal, No Party Cues, Arguments

Members of Congress, over objections, proposed to end a \$30 billion program giving federal aid to state run initiatives that offer pre-kindergarten classes to 4-year-olds.

Federal money has been used to make preschool available for low-income children. Advocates for the program contend that expanding preschool promotes equal opportunity since education is the most reliable route out of poverty.

Opponents of the program point to its high cost as another example of the inefficiencies of big government. They contend the program wastes money and invites too much federal government control over how states and local communities run preschool programs.

Group 5: Liberal Proposal, Traditional Party Cues, No Arguments

Democratic Members of Congress, over Republican objections, proposed legislation to give \$30 billion of federal aid to state run initiatives that offer pre-kindergarten classes to 4-year-olds.

Group 6: Liberal Proposal, Traditional Party Cues, Arguments

Democratic Members of Congress, over Republican objections, proposed legislation to give \$30 billion of federal aid to state run initiatives that offer pre-kindergarten classes to 4-year-olds.

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Group 7: Conservative Proposal, Traditional Party Cues, No Arguments

Republican Members of Congress, over Democratic objections, proposed to end a \$30 billion program giving federal aid to state run initiatives that offer pre-kindergarten classes to 4-year-olds.

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Group 9: Liberal Proposal, Reversed Party Cues, No Arguments

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Group 11: Conservative Proposal, Reversed Party Cues, No Arguments

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Group 12: Conservative Proposal, Reversed Party Cues, Arguments

Democratic Members of Congress, over Republican objections, proposed to end a \$30 billion program giving federal aid to state run initiatives that offer pre-kindergarten classes to 4-year-olds.

Federal money has been used to make preschool available for low-income children. Advocates for the program contend that expanding preschool promotes equal opportunity since education is the most reliable route out of poverty.

Opponents of the program point to its high cost as another example of the inefficiencies of big government. They contend the program wastes money and invites too much federal government control over how states and local communities run preschool programs.

Dependent Variables

Given this information, to what extent do you support this proposal to change funding for preschool education?

1	2	3	4	5	6	7
Strongly Oppose			Neither Support Nor Oppose			Strongly Support

How liberal or conservative is this proposal to change funding for preschool education?
1 (Very Liberal), 2, 3, 4(moderate), 5, 6, 7 (Very Conservative)

How effective or ineffective did you find the main argument in favor of this proposal to change funding for preschool education?

1	2	3	4	5	6	7
Very Ineffective			Neither Effective Nor Ineffective			Very Effective

How effective or ineffective did you find the main argument opposed to this proposal to change funding for preschool education?

1	2	3	4	5	6	7
Very Ineffective			Neither Effective Nor Ineffective			Very Effective

Who is most likely to benefit from federal funding for preschool education?

Lower-income families (1)

Middle-income families (2)

Higher-income families (3)

Families of all incomes (4)

Nobody will benefit (5)

Don't know (6)

Unemployment Benefits

[page break]

Finally, we want to give you an opportunity to read through a brief excerpt from an article about unemployment benefits.

[page break]

The New York Times

State Legislature Votes on Benefits for Jobless

By Robbie Brown

Group 1: Liberal Proposal, No Party Cues, No Arguments

North Carolina lawmakers approved significant increases to benefits for the jobless. In a divided vote, the legislature voted to raise maximum weekly benefits from \$500 to \$600; increase the maximum number of weeks for collecting benefits to 32 weeks from 26 weeks; and loosen requirements to qualify.

Group 2: Liberal Proposal, No Party Cues, Arguments

North Carolina lawmakers approved significant increases to benefits for the jobless in an effort to address the state's unemployment problem. The state is facing a large budget deficit, but its unemployment rate is also higher than the national average.

In a divided vote, the legislature voted to raise maximum weekly benefits from \$500 to \$600; increase the maximum number of weeks for collecting benefits to 32 weeks from 26 weeks; and loosen requirements to qualify.

The measure's sponsors argue that the legislation strengthens the government safety net and will reduce hardship on the unemployed. They also emphasize that African American and Hispanic workers have been hit hardest by the downturn and will be helped the most by the increase in benefits.

But critics argue that it will increase the state's debt and worsen business conditions for economic growth. They also argue that extended unemployment benefits reduce individual incentives to find work and increase dependence on government welfare programs.

Group 3: Conservative Proposal, No Party Cues, No Arguments

North Carolina lawmakers approved significant cuts to benefits for the jobless. In a divided vote, the legislature voted to cut maximum weekly benefits from \$500 to \$400; reduce the maximum number of weeks for collecting benefits to 20 weeks from 26 weeks; and tighten requirements to qualify.

Group 4: Conservative Proposal, No Party Cues, Arguments

North Carolina lawmakers approved significant cuts to benefits for the jobless in a debt reducing effort. The state's unemployment rate is higher than the national average, but it is also facing a large budget deficit.

In a divided vote, the legislature voted to cut maximum weekly benefits from \$500 to \$400; reduce the maximum number of weeks for collecting benefits to 20 weeks from 26 weeks; and tighten requirements to qualify.

The measure's sponsors argue that it will help pay down the state's debt and improve business conditions for economic growth. They also argue that extended unemployment benefits reduce individual incentives to find work and increase dependence on government welfare programs.

But critics argue that the legislation cuts a large hole in the government safety net and will cause serious hardship for the unemployed. They also emphasize that African American and Hispanic workers have been hit hardest by the downturn and will be hurt the most by the reduction in benefits.

Group 5: Liberal Proposal, Traditional Party Cues, No Arguments

North Carolina lawmakers approved significant increases to benefits for the jobless. In a vote that divided along partisan lines, Democrats in the legislature prevailed over Republicans to raise maximum weekly benefits from \$500 to \$600; increase the maximum number of weeks for collecting benefits to 32 weeks from 26 weeks; and loosen requirements to qualify.

Group 6: Liberal Proposal, Traditional Party Cues, Arguments

North Carolina lawmakers approved significant increases to benefits for the jobless in an effort to address the state's unemployment problem. The state is facing a large budget deficit, but its unemployment rate is also higher than the national average.

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Group 7: Conservative Proposal, Traditional Party Cues, No Arguments

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maximum weekly benefits from \$500 to \$400; reduce the maximum number of weeks for collecting benefits to 20 weeks from 26 weeks; and tighten requirements to qualify.

Group 8: Conservative Proposal, Traditional Party Cues, Arguments

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The measure's sponsors argue that it will help pay down the state's debt and improve business conditions for economic growth. They also argue that extended unemployment benefits reduce individual incentives to find work and increase dependence on government welfare programs. .

But critics argue that the legislation cuts a large hole in the government safety net and will cause serious hardship for the unemployed. They also emphasize that African American and Hispanic workers have been hit hardest by the downturn and will be hurt the most by the reduction in benefits.

Group 9: Liberal Proposal, Reversed Party Cues, No Arguments

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Group 12: Conservative Proposal, Reversed Party Cues, Arguments

North Carolina lawmakers approved significant cuts to benefits for the jobless in a debt reducing effort. The state's unemployment rate is higher than the national average, but it is also facing a large budget deficit.

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But critics argue that the legislation cuts a large hole in the government safety net and will cause serious hardship for the unemployed. They also emphasize that African American and Hispanic workers have been hit hardest by the downturn and will be hurt the most by the reduction in benefits.

Dependent Variables

Given this information, to what extent do you support this legislation to change benefits for the unemployed?

1	2	3	4	5	6	7
Strongly Oppose			Neither Support Nor Oppose			Strongly Support

How liberal or conservative is this legislation?

1 (Very Liberal), 2, 3, 4(moderate), 5, 6, 7 (Very Conservative)

How effective or ineffective did you find the main argument in favor of this change to unemployment benefits?

1	2	3	4	5	6	7
Very Ineffective			Neither Effective Nor Ineffective			Very Effective

How effective or ineffective did you find the main argument opposed to this change to unemployment benefits?

1	2	3	4	5	6	7
Very Ineffective			Neither Effective Nor Ineffective			Very Effective

How will this legislation affect the unemployed?

- It will reduce the amount of unemployment benefits and how long people can receive them.
- It will increase the amount of unemployment benefits and how long people can receive them.

How much of a majority is required for the U.S. Senate and House to override a Presidential veto?

Cannot
override

1/3

1/2

2/3

3/4

Don't know

Do you know which party currently has the most members in the House of Representatives in Washington, D.C.?

Democrats

Republicans

Tie

Don't know

Whose responsibility is it to determine if a law is constitutional?

President

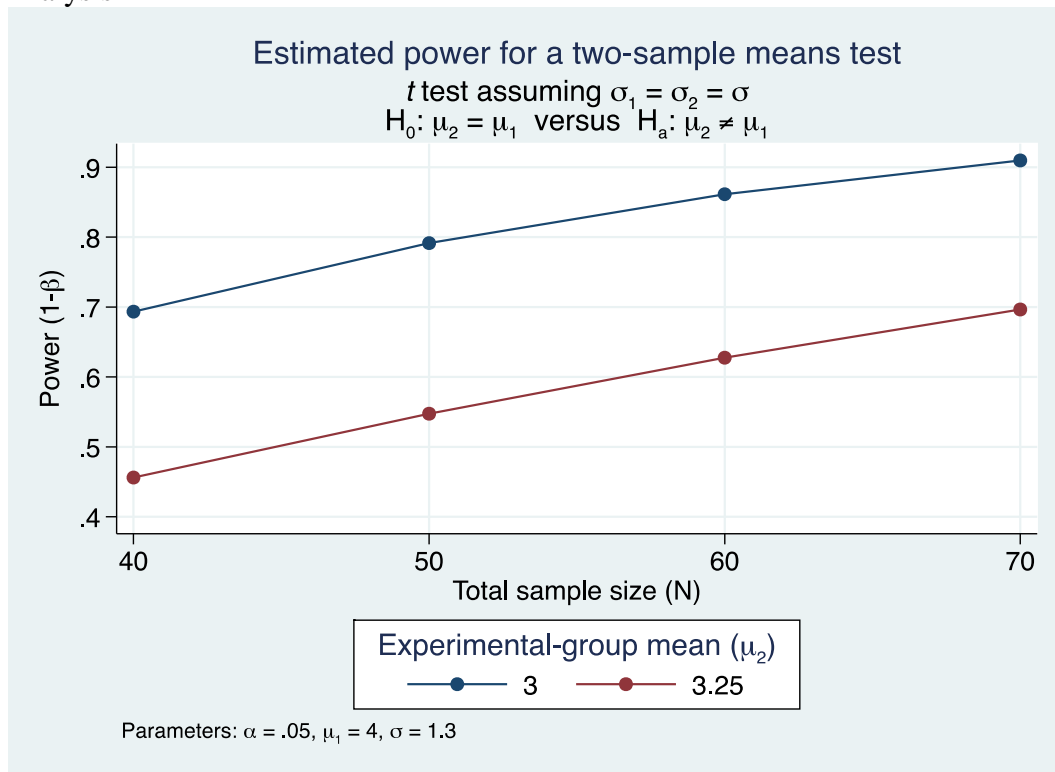
Congress

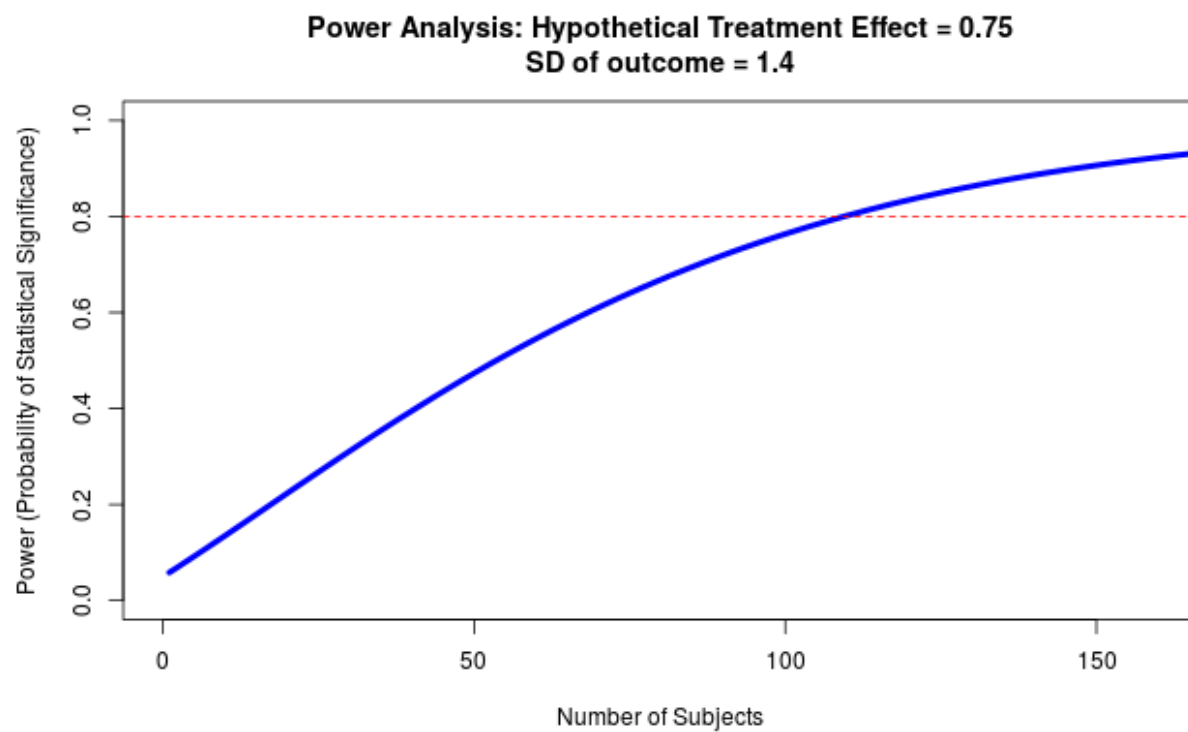
Supreme Court

Don't know

Who is the current U.S. Secretary of State? _____

Power Analysis





Correspondence between Ideological Values and Partisanship

To ensure the ideological arguments resonated with our MTurk respondents in the assumed manner, participants were asked to evaluate the types of political values invoked by the policy arguments. We randomized whether people received the ideological value questions prior to the experimental stimuli and dependent variables or afterward in order to counter the possibility of priming. The results of the ideological measures reveal a predictably sharp contrast between partisans, with conservative values being favored by Republicans and liberal values resonating with Democrats.

Please select the statement that is closest to your beliefs (even if it does not match your views exactly).

	Democrats	Republicans
The gap between rich and poor should be reduced, even if it means higher taxes for the wealthy.	89.21	30.00
Cutting taxes for individuals or businesses is the key to economic growth.	10.79	70.00
	100%	100%
Pearson chi2 = 426.51 Pr = 0.000		

	Democrats	Republicans
Government is almost always wasteful and inefficient.	47.39	80.00
Government often does a better job than people give it credit for.	52.61	20.00
	100%	100%
Pearson chi2 = 101.85 Pr = 0.000		

	Democrats	Republicans
Government programs for the poor undermine individual initiative and responsibility.	27.92	80.94
Poor people have hard lives because government benefits don't go far enough to help them live decently.	72.08	19.06
	100%	100%
Pearson chi2 = 272.61 Pr = 0.000		

	Democrats	Republicans
African Americans and other minorities who can't get ahead in this country are mostly responsible for their own condition.	23.47	75.94
African Americans and other minorities still lack the same opportunity as whites in our country.	76.53	24.06
	100%	100%
Pearson chi2 = 277.95 Pr = 0.000		

	Democrats	Republicans
Healthy economic growth requires eliminating budget deficits. These deficits discourage private investment and raise interest rates.	43.72	86.56
The government should do more to help needy Americans, even if it means going deeper into debt.	56.28	13.44
	100%	100%
Pearson chi2 = 175.03 Pr = 0.000		

Tax Argument Evaluations (Democrats Only)

	Liberal Tax Proposal		Conservative Tax Proposal	
	Argument in Favor	Argument Opposed	Argument in Favor	Argument Opposed
Trad. Cue + Arg.	0.0817 (0.238)	-0.150 (0.233)	-0.481* (0.258)	-0.0842 (0.230)
Rev. Cue + Arg.	-0.356 (0.237)	0.271 (0.233)	0.197 (0.249)	-0.375* (0.221)
Constant	4.944*** (0.172)	3.479*** (0.169)	3.608*** (0.177)	5.253*** (0.158)
Observations	230	230	232	232
R-squared	0.018	0.015	0.031	0.014

Note: Argument Evaluation (1=Very ineffective, 7=Very effective)

Baseline is No Party Cue + Arguments

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Preschool Argument Evaluations (Democrats Only)

	Liberal Preschool Proposal		Conservative Preschool Proposal	
	Argument in Favor	Argument Opposed	Argument in Favor	Argument Opposed
Trad. Cue + Arg.	-0.225 (0.237)	0.0344 (0.244)	-0.396 (0.296)	-0.0607 (0.278)
Rev. Cue + Arg.	0.107 (0.236)	0.294 (0.243)	0.437 (0.296)	-0.477* (0.278)
Constant	5.278*** (0.170)	2.847*** (0.175)	3.257*** (0.211)	4.686*** (0.198)
Observations	226	226	214	214
R-squared	0.009	0.008	0.037	0.016

Note: Argument Evaluation (1=Very ineffective, 7=Very effective)

Baseline is No Party Cue + Arguments

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Unemployment Benefit Argument Evaluations (Democrats Only)

	Liberal Benefit Proposal		Conservative Benefit Proposal	
	Argument in Favor	Argument Opposed	Argument in Favor	Argument Opposed
Trad. Cue + Arg.	0.128 (0.248)	0.324 (0.276)	-0.186 (0.272)	0.491** (0.245)
Rev. Cue + Arg.	0.139 (0.237)	-0.171 (0.264)	0.0531 (0.265)	0.329 (0.239)
Constant	4.946*** (0.171)	3.500*** (0.191)	3.272*** (0.185)	4.580*** (0.167)
Observations	224	224	228	228
R-squared	0.002	0.015	0.004	0.019

Note: Argument Evaluation (1=Very ineffective, 7=Very effective)

Baseline is No Party Cue + Arguments

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Tax Argument Evaluations (Republicans Only)

	Liberal Tax Proposal		Conservative Tax Proposal	
	Argument in Favor	Argument Opposed	Argument in Favor	Argument Opposed
Trad. Cue + Arg.	-0.148 (0.477)	-0.287 (0.377)	0.157 (0.398)	-0.246 (0.411)
Rev. Cue + Arg.	0.606 (0.502)	0.0530 (0.397)	-0.703 (0.424)	0.367 (0.437)
Constant	3.667*** (0.347)	4.583*** (0.274)	4.783*** (0.306)	3.913*** (0.315)
Observations	73	73	81	81
R-squared	0.036	0.013	0.063	0.029

Note: Argument Evaluation (1=Very ineffective, 7=Very effective)

Baseline is No Party Cue + Arguments

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Preschool Argument Evaluations (Republicans Only)

	Liberal Preschool Proposal		Conservative Preschool Proposal	
	Argument in Favor	Argument Opposed	Argument in Favor	Argument Opposed
Trad. Cue + Arg.	-0.148 (0.477)	-0.287 (0.377)	0.157 (0.398)	-0.246 (0.411)
Rev. Cue + Arg.	0.606 (0.502)	0.0530 (0.397)	-0.703 (0.424)	0.367 (0.437)
Constant	3.667*** (0.347)	4.583*** (0.274)	4.783*** (0.306)	3.913*** (0.315)
Observations	73	73	81	81
R-squared	0.036	0.013	0.063	0.029

Note: Argument Evaluation (1=Very ineffective, 7=Very effective)

Baseline is No Party Cue + Arguments

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Unemployment Benefit Argument Evaluations (Democrats Only)

	Liberal Benefit Proposal		Conservative Benefit Proposal	
	Argument in Favor	Argument Opposed	Argument in Favor	Argument Opposed
Trad. Cue + Arg.	0.969** (0.435)	-0.778** (0.385)	0.0186 (0.530)	-0.755 (0.457)
Rev. Cue + Arg.	0.614 (0.467)	0.0952 (0.413)	-0.287 (0.561)	-0.462 (0.484)
Constant	3.290*** (0.297)	5*** (0.263)	4.696*** (0.392)	3.826*** (0.338)
Observations	79	79	73	73
R-squared	0.063	0.069	0.005	0.038

Note: Argument Evaluation (1=Very ineffective, 7=Very effective)

Baseline is No Party Cue + Arguments

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

The Perceived Effectiveness of Arguments

Democrats draw a sharp distinction between the relative qualities of the pro and con arguments for the tax proposal, and maintain this distinction across all conditions (even when the party cues are reversed). This is an example of how the arguments line up with the respondents' values and allow them to differentiate between the policies and take account of policy consequences in forming their opinions.

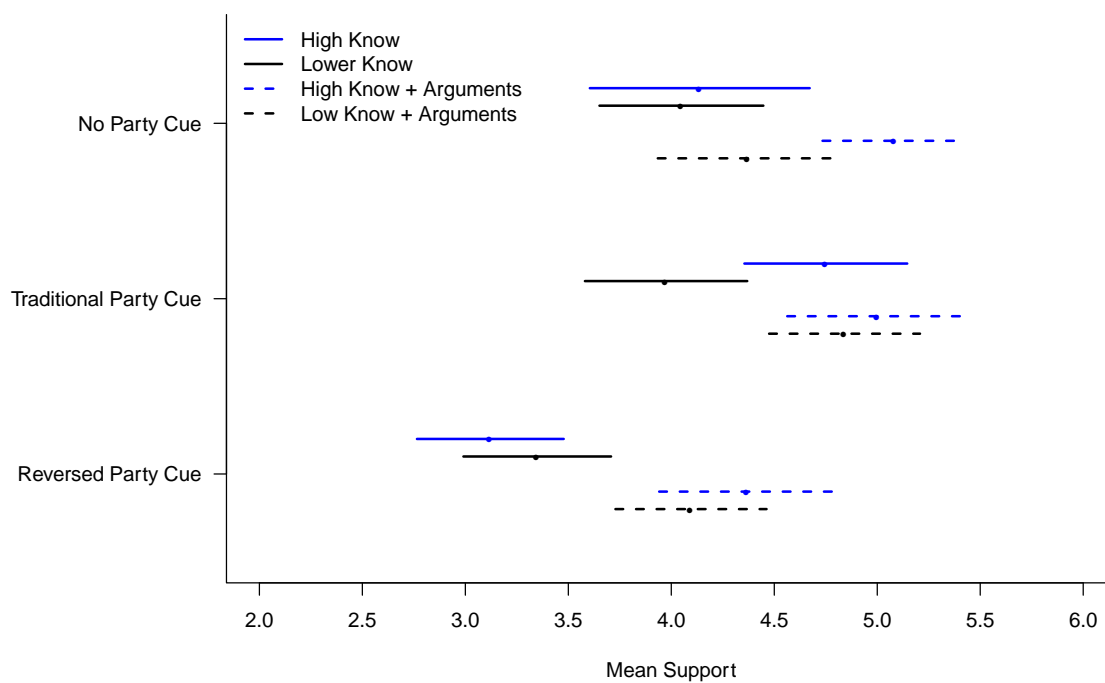
Republican respondents react somewhat differently to the arguments on the tax issue. There are indications that the arguments move Republicans against the conservative policy (baseline condition) and in favor of the liberal policy (traditional cues condition). Republicans become indifferent between the arguments for both the liberal and conservative policies when the party cues are reversed. If people are ambivalent about competing arguments, party cues can be more influential because people will be sympathetic to both liberal and conservative arguments in support of a policy.

On the preschool issue, Republicans do not differentiate clearly between the pro and con arguments on the conservative policy but they more clearly prefer the argument opposing the liberal policy in both the traditional and reversed cue conditions. Among Republicans, arguments do not have a significant effect in either the baseline or traditional cues conditions, but arguments are highly effective in correcting the preference order in the reversed party cues condition.

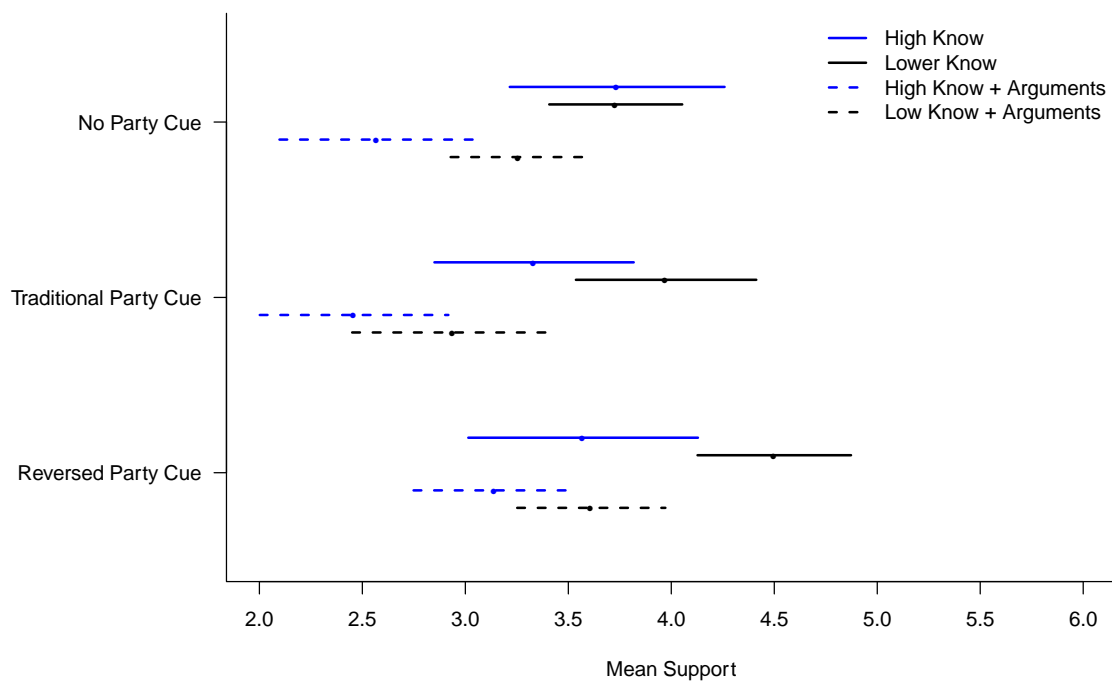
Democrats see a larger contrast between the pro and con positions (with one exception – in the reversed cue condition for the conservative policy, the opposing argument is only slightly favored over the supporting argument).

Finally on the unemployment issue, arguments are perceived without ambiguity: both Democrats and Republicans differentiate clearly between the pro and con arguments and favor the argument supporting the policy that is consistent with their ideological values.

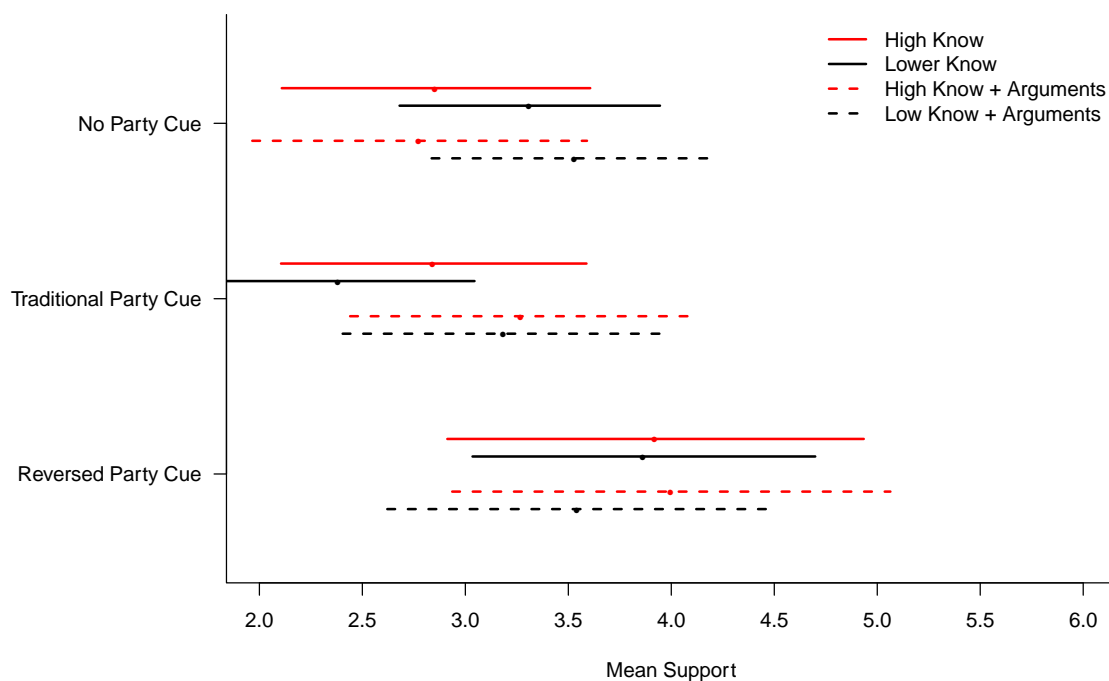
Support for Liberal Tax Proposal (Democrats)



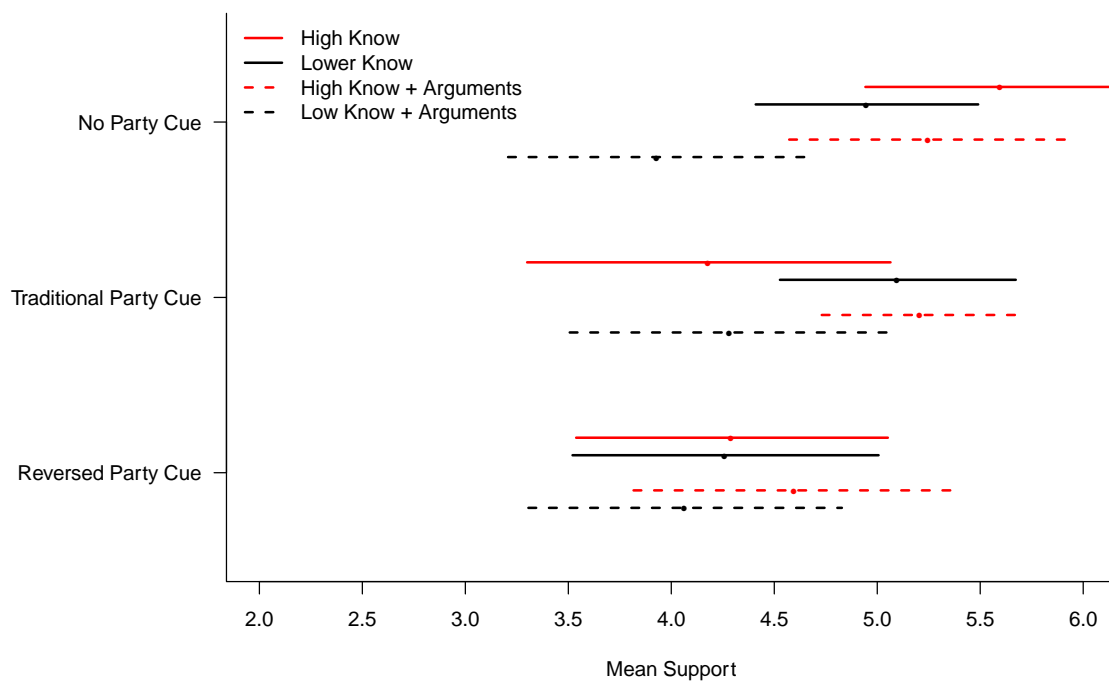
Support for Conservative Tax Proposal (Democrats)



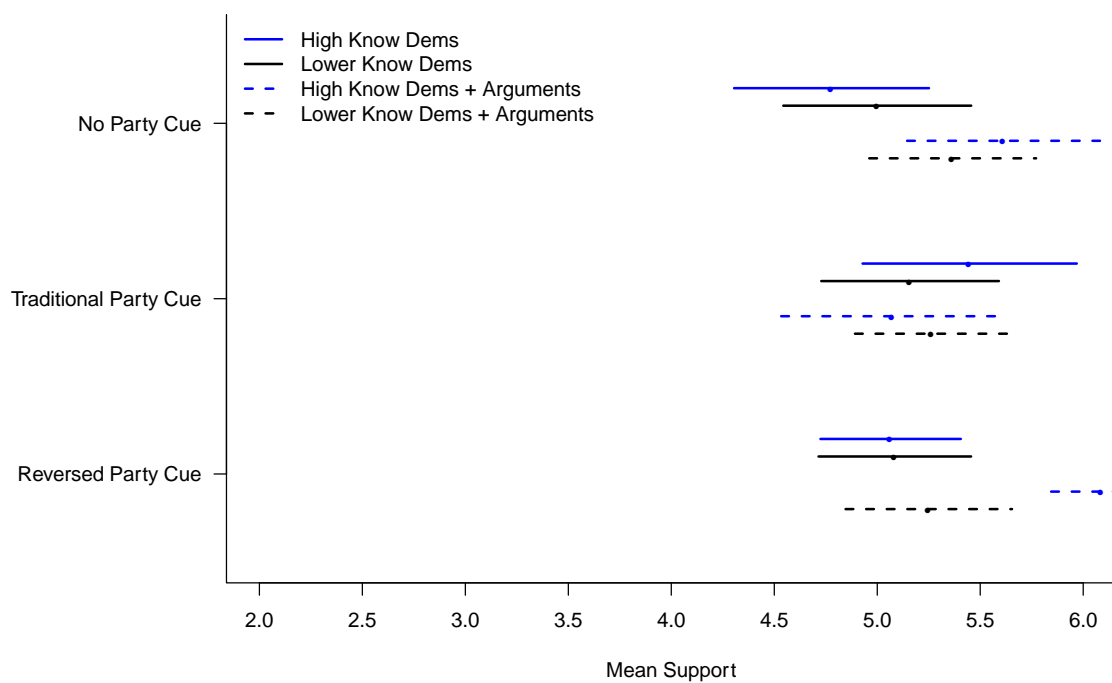
Support for Liberal Tax Proposal (Republicans)



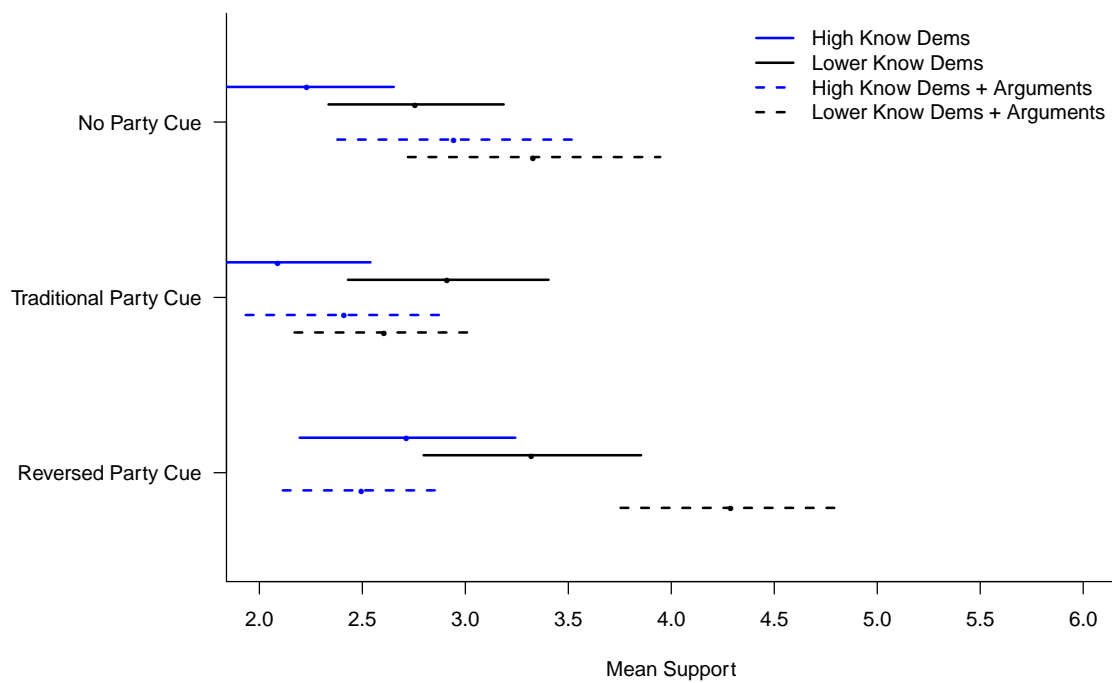
Support for Conservative Tax Proposal (Republicans)



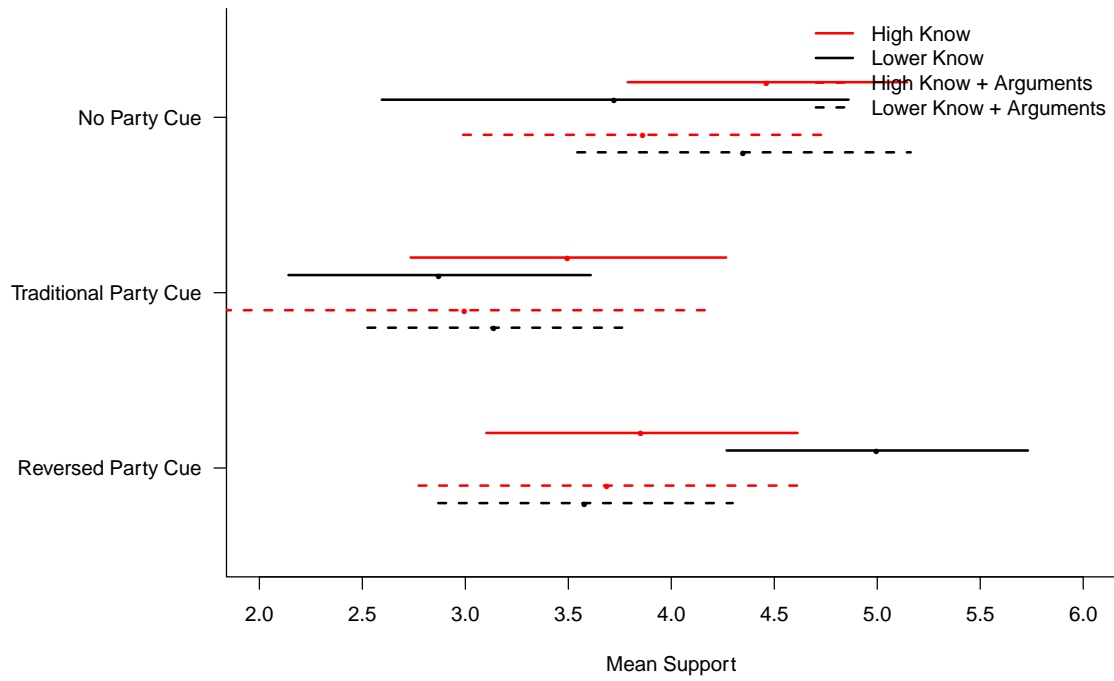
Support for Liberal Preschool Proposal (Democrats)



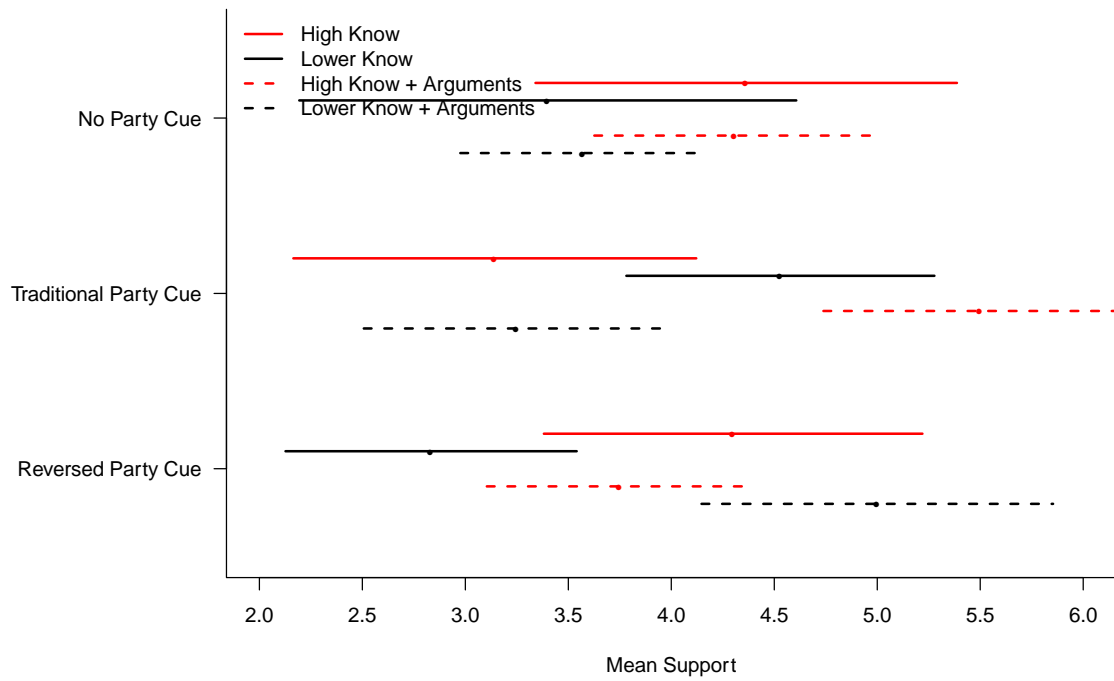
Support for Conservative Preschool Proposal (Democrats)



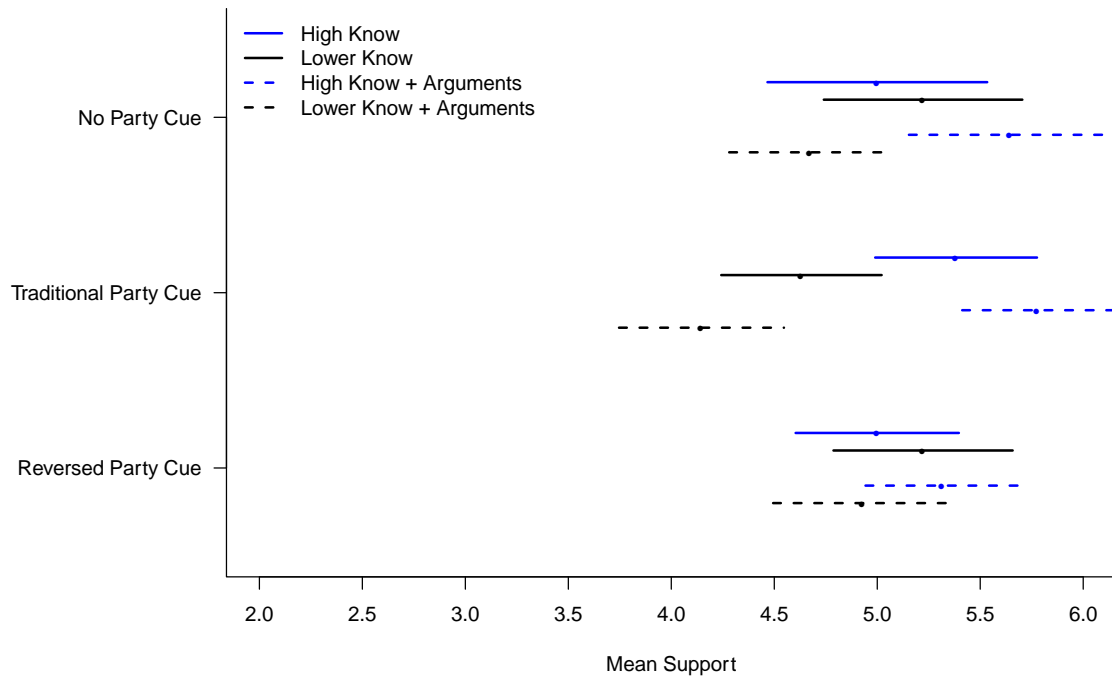
Support for Liberal Preschool Proposal (Republicans)



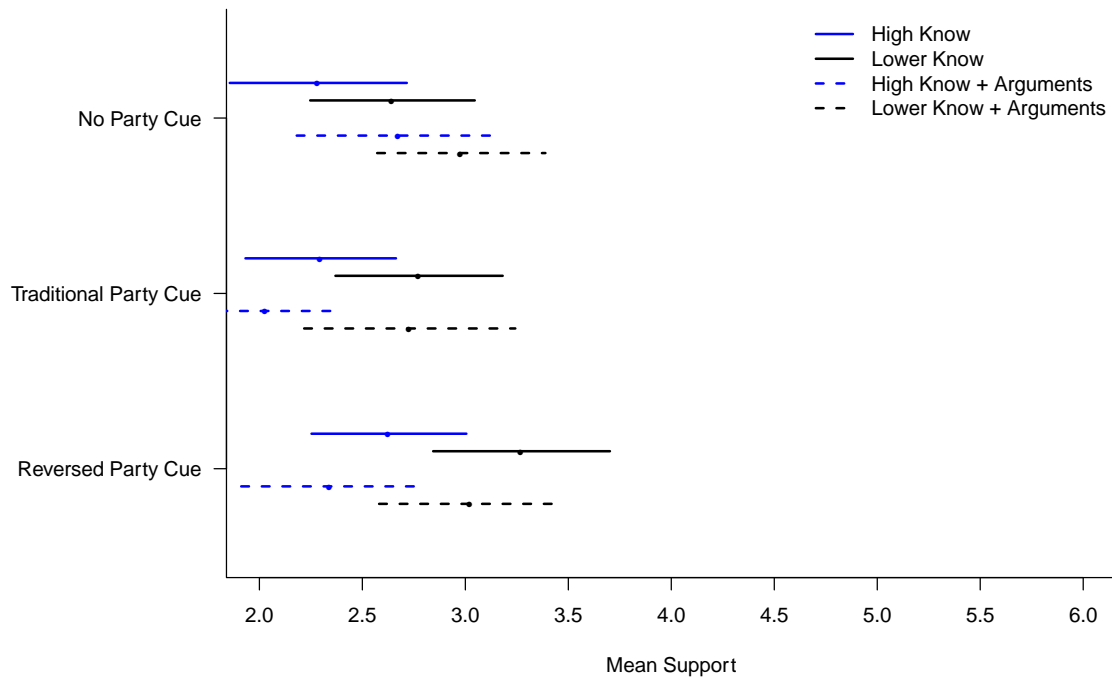
Support for Conservative Preschool Proposal (Republicans)



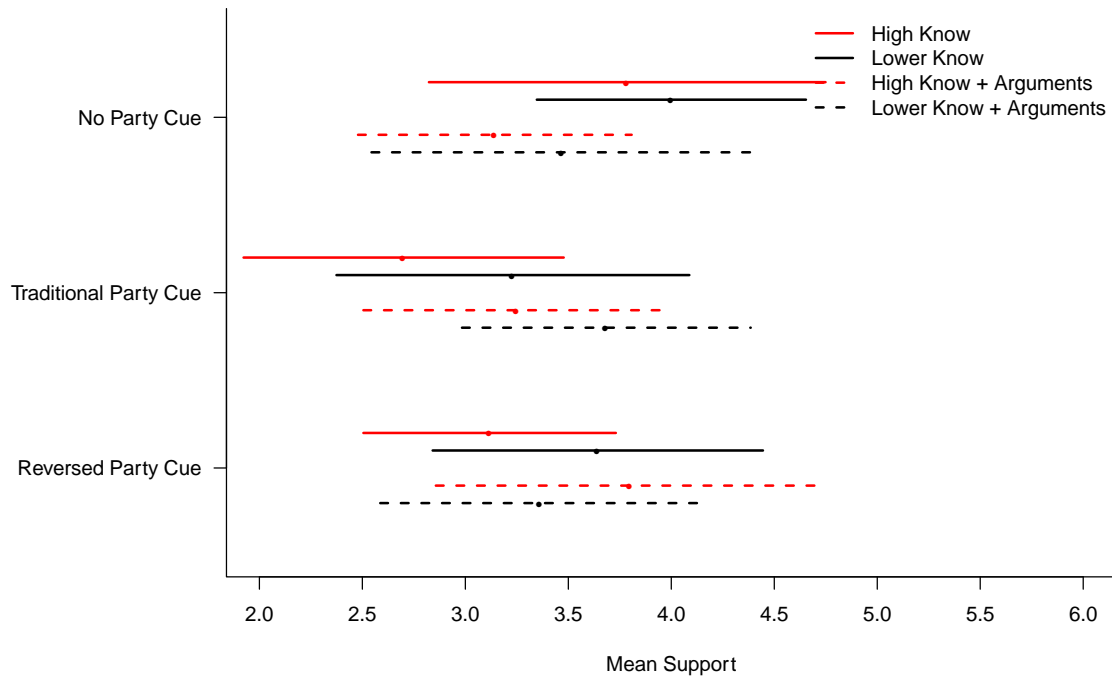
Support for Liberal Unemployment Proposal (Democrats)



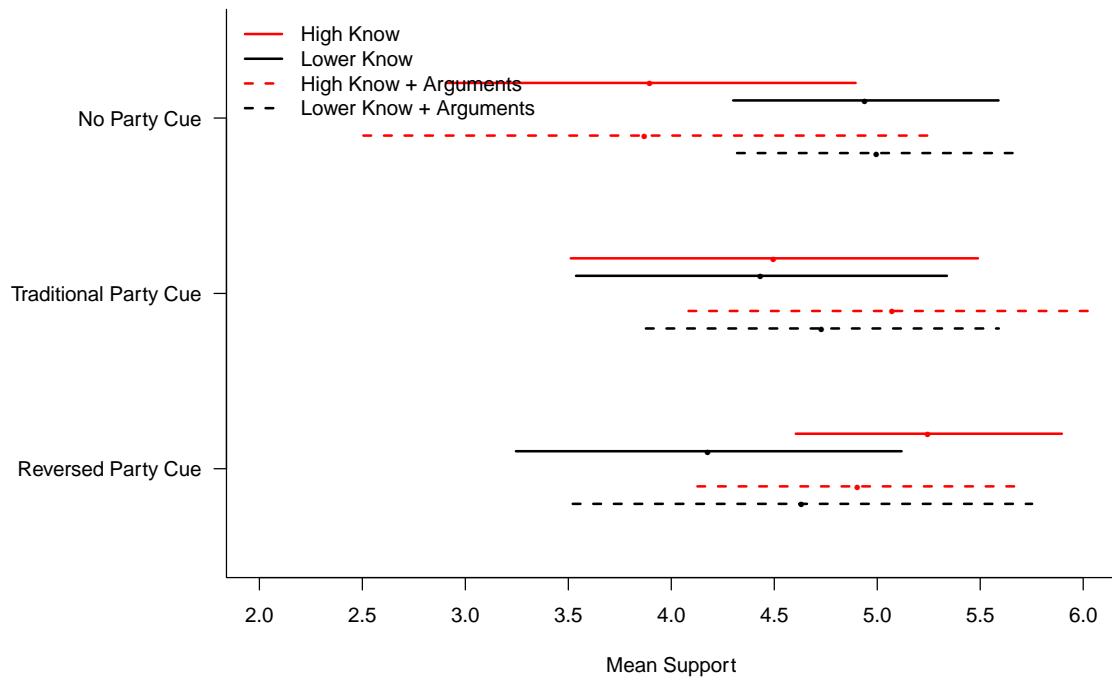
Support for Conservative Unemployment Proposal (Democrats)



Support for Liberal Unemployment Proposal (Republicans)



Support for Conservative Unemployment Proposal (Republicans)



Time Spent on Treatment: Tax Proposal

	Liberal Proposal		Conservative Proposal	
	No Arguments	Arguments	No Arguments	Arguments
No Party Cues	25.16 (2.15)	48.10 (3.80)	23.54 (2.29)	52.81 (5.23)
Traditional Party Cues	24.77 (2.70)	61.51 (5.59)	32.85 (4.89)	52.99 (3.96)
Reversed Party Cues	24.03 (3.09)	55.18 (3.99)	26.62 (2.83)	51.72 (5.06)

Note: Table shows average time (in seconds) spent on each treatment screen by experimental condition. Standard errors (of means) are in parentheses. Times over 500 seconds were dropped from this analysis to mitigate the effect of outliers.

Time Spent on Treatment: Preschool Proposal

	Liberal Proposal		Conservative Proposal	
	No Arguments	Arguments	No Arguments	Arguments
No Party Cues	15.77 (1.46)	31.89 (3.01)	16.82 (2.02)	37.19 (3.41)
Traditional Party Cues	14.74 (1.90)	38.94 (3.82)	17.28 (1.36)	36.99 (2.35)
Reversed Party Cues	15.97 (1.47)	44.01 (3.97)	20.29 (2.26)	42.41 (3.31)

Note: Table shows average time (in seconds) spent on each treatment screen by experimental condition. Standard errors (of means) are in parentheses. Times over 500 seconds were dropped from this analysis to mitigate the effect of outliers.

Time Spent on Treatment: Unemployment Proposal

	Liberal Proposal		Conservative Proposal	
	No Arguments	Arguments	No Arguments	Arguments
No Party Cues	20.81 (1.31)	50.15 (4.17)	21.42 (1.77)	44.83 (3.01)
Traditional Party Cues	22.54 (1.48)	55.49 (5.41)	26.77 (2.24)	48.33 (3.26)
Reversed Party Cues	26.42 (1.50)	53.36 (3.71)	22.30 (1.41)	62.81 (6.49)

Note: Table shows average time (in seconds) spent on each treatment screen by experimental condition. Standard errors (of means) are in parentheses. Times over 500 seconds were dropped from this analysis to mitigate the effect of outliers.

Randomization Checks

	Experimental Condition: Tax Proposal											
	1	2	3	4	5	6	7	8	9	10	11	12
% White	76.19	75.78	73.44	74.4	70.16	70.97	74.02	76.19	80.99	74.60	72.87	79.37
% Female	47.62	41.41	47.66	45.60	40.32	43.55	39.06	46.83	47.11	48.41	42.64	45.24
Median Age	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34
% 4 yr. degree	42.86	37.50	35.94	39.20	28.23	40.32	31.50	37.30	47.11	39.68	39.53	37.50
Median Income	30-39k	30-39k	30-39k	30-39k	30-39k	40-49k	30-39k	40-49k	30-39k	30-39k	30-39k	30-39k
Mean Interest	2.56	2.53	2.52	2.44	2.56	2.65	2.63	2.65	2.42	2.40	2.56	2.38
% Democrat	70	74.74	75	77.45	74.26	74.53	77.66	68.27	73.08	78.43	65.38	76.64
Mean Political Know.	2.97	3.06	2.92	2.81	2.99	3.10	3.04	3.13	2.91	3.05	3.04	2.87
N	126	128	128	125	124	124	127	126	121	126	129	126

Note: Experimental condition numbers correspond to numbers in Table 1 in main text. Sample size varies slightly by variable; reported N's based on race measure.

	Experimental Condition: Preschool Proposal											
	1	2	3	4	5	6	7	8	9	10	11	12
% White	75.40	76.98	72.44	76.61	75.97	76.98	71.65	75.81	76.42	74.60	72.66	73.39
% Female	41.73	44.44	38.58	37.10	51.94	38.89	47.24	41.94	47.97	46.83	44.53	54.03
Median Age	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34
% 4 yr. degree	38.89	35.71	42.52	34.68	41.86	34.92	30.71	37.90	37.40	42.06	39.84	42.74
Median Income	30-39k	30-39k	30-39k	30-39k	30-39k	30-39k	30-39k	30-39k	40-49k	40-49k	30-39k	40-49k
Mean Interest	2.49	2.58	2.46	2.58	2.53	2.58	2.42	2.57	2.51	2.49	2.55	2.52
% Democrat	74.26	69.23	79.41	67.31	69.52	76	76.92	75	78.79	75.73	72	71.29
Mean Political Know.	2.94	2.99	3	3.03	3.05	2.92	2.80	3.16	2.89	3.03	2.91	3.17
N	126	126	127	124	129	126	127	124	123	126	128	124

Note: Experimental condition numbers correspond to numbers in Table 1 in main text. Sample size varies slightly by variable; reported N's based on race measure.

	Experimental Condition: Unemployment Proposal											
	1	2	3	4	5	6	7	8	9	10	11	12
% White	75.20	73.44	79.37	78.86	74.02	71.43	78.40	71.43	77.78	64.29	76.38	78.40
% Female	42.40	43.75	53.97	45.97	45.67	40.48	41.60	43.65	41.27	47.62	45.67	43.20
Median Age	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34	25 - 34
% 4 yr. degree	36	39.84	31.75	38.21	37.80	44.44	31.20	44.44	48.41	27.78	37.80	41.60
Median Income	30-39k	30-39k	30-39k	40-49k	30-39k	30-39k	30-39k	30-39k	30-39k	30-39k	40-49k	30-39k
Mean Interest	2.62	2.45	2.57	2.53	2.52	2.38	2.6	2.47	2.60	2.40	2.61	2.54
% Democrat	64.89	70.48	74.77	77.88	75.79	71.58	74.76	71.43	70.75	79.61	74.53	77.78
Mean Political Know.	3.05	2.81	2.95	2.83	3.06	2.91	3.02	3.10	3.13	2.98	2.91	3.14
N	125	128	126	123	127	126	125	126	126	126	127	125

Note: Experimental condition numbers correspond to numbers in Table 1 in main text. Sample size varies slightly by variable; reported N's based on race measure.