Online Supplemental Materials for: Does Issue Importance Attenuate Partisan Cue-Taking?

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1 Wave 1 Questions on Issue Importance

Q: How much do you care about the following issue areas? For these questions, it does not matter what your particular position is, just how much you care about the issue.

1. Very much
2. Somewhat
3. Neutral
4. Not very much
5. Not at all

- The minimum wage
- Tax policy
- Abortion policy
- Immigration
- Gun policy
- Health Care
- The environment
- Women's healthcare
- North Korea
- Trade
- Foreign interference in the 2016 election
- Medicare
- Prescription drug prices
- Government assistance to the poor
- Aid to Puerto Rico

2 Wave 2 Questions on Issue Positions

Now we would like to ask you a question about a series of issues and policies that may come up in the coming months. Please indicate whether or not you support or oppose the statement.

Example Question

Control Condition: [Policy Statement]. How about you? Do **you** support or oppose [Policy Statement]?

Liberal Trump Condition: [Policy Statement]. Donald Trump has said that he supports this policy. How about you? Do you support or oppose [Policy Statement]?

Conservative Trump Condition: [Policy Statement]. Donald Trump has said that he opposes this policy. How about you? [Policy Statement]?

For each question respondents could respond: Support, Oppose, Don't Know. Note that each respondent received a randomized treatment for each issue as in Barber and Pope (2019). Each question contained a similar statement regarding Trump's position on the issue. The remaining items show the topics and question wording.

Minimum Wage To increase the minimum wage to over $10 an hour. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose increasing the minimum wage to over $10 an hour?

Tax Increases To increase the amount of taxes paid by the wealthy. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose increasing the amount of taxes paid by the wealthy?

Abortion To enforce penalties on women who obtain abortions. Donald Trump has said that he [supports/opposes] such penalties. How about you? Do you support or oppose enforcing penalties on women who obtain abortions?

Immigration To allow illegal immigrants to the United States to obtain legal status. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose allowing illegal immigrants to the United States to obtain legal status?

Guns in School To allow teachers to carry guns on school property. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose allowing teachers to carry guns on school property?

Health Care Putting in place a health care system that covers all individuals under a government plan. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose putting in place a health care system that covers all individuals under a government plan?

Background Checks Mandating background checks on all weapons purchases. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose mandating background checks on all weapons purchases?

Climate Change Acknowledging that humans are the largest contributing factor in global climate change. Donald Trump has said that he [believes/does not believe] this to be true. How about you? Do you support or oppose acknowledging that humans are the largest contributing factor in global climate change?

Planned Parenthood Supporting federal funding for Planned Parenthood services. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose federal funding for Planned Parenthood services?

North Korea Using military action to prevent North Korea from further developing nuclear weapons. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose using military action to prevent North Korea from further developing nuclear weapons?

China Trade Higher taxes on Chinese goods that are sold in the United States. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose increasing taxes on Chinese goods that are sold in the United States?

Steel and Aluminum Trade Imposing special taxes on steel and aluminum imported from other countries. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose imposing special taxes on steel and aluminum imported from other countries?

Mueller and the FBI - Russia 2016 Removing Robert Mueller as the special counsel investigating the administration. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose removing Robert Mueller as the special counsel investigating the administration?

Medicare Cutting spending for Medicare, the health program for senior citizens. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose cutting spending for Medicare?

Medicare - Prescription Drugs Allowing the federal government to reduce the price of prescription drugs for people on government sponsored health care. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose allowing the federal government to reduce the price of prescription drugs for people on government sponsored health care?

Food Stamps Requiring drug testing for people receiving food stamps. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose requiring drug testing for people receiving food stamps?

Oil Drilling - Environment Allowing offshore oil drilling off of the East Coast of the United States. Donald Trump has said that he [supports/opposes] this policy. How

about you? Do you support or oppose offshore oil drilling off of the East Coast of the United States?

James Comey - Russia 2016 Former FBI director James Comey was unfairly harsh on Hilary Clinton during the 2016 campaign. Donald Trump has said that he [agrees/disagrees] with this statement. How about you? Do you agree or disagree that former FBI director James Comey was unfairly harsh on Hilary Clinton during the 2016 campaign?

Aid to Puerto Rico Provide Puerto Rico with more federal funding for rebuilding after Hurricane Maria. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose providing Puerto Rico more federal funding for rebuilding after Hurricane Maria?

DACA - Immigration Allow young children brought to the United States by their parents to remain legally in the United States. Donald Trump has said that he [supports/opposes] this policy. How about you? Do you support or oppose allowing young children brought to the United States by their parents to remain legally in the United States?

3 Balance Across Treatments

Table A1: **Mean Demographic Values by Treatment Assignment**

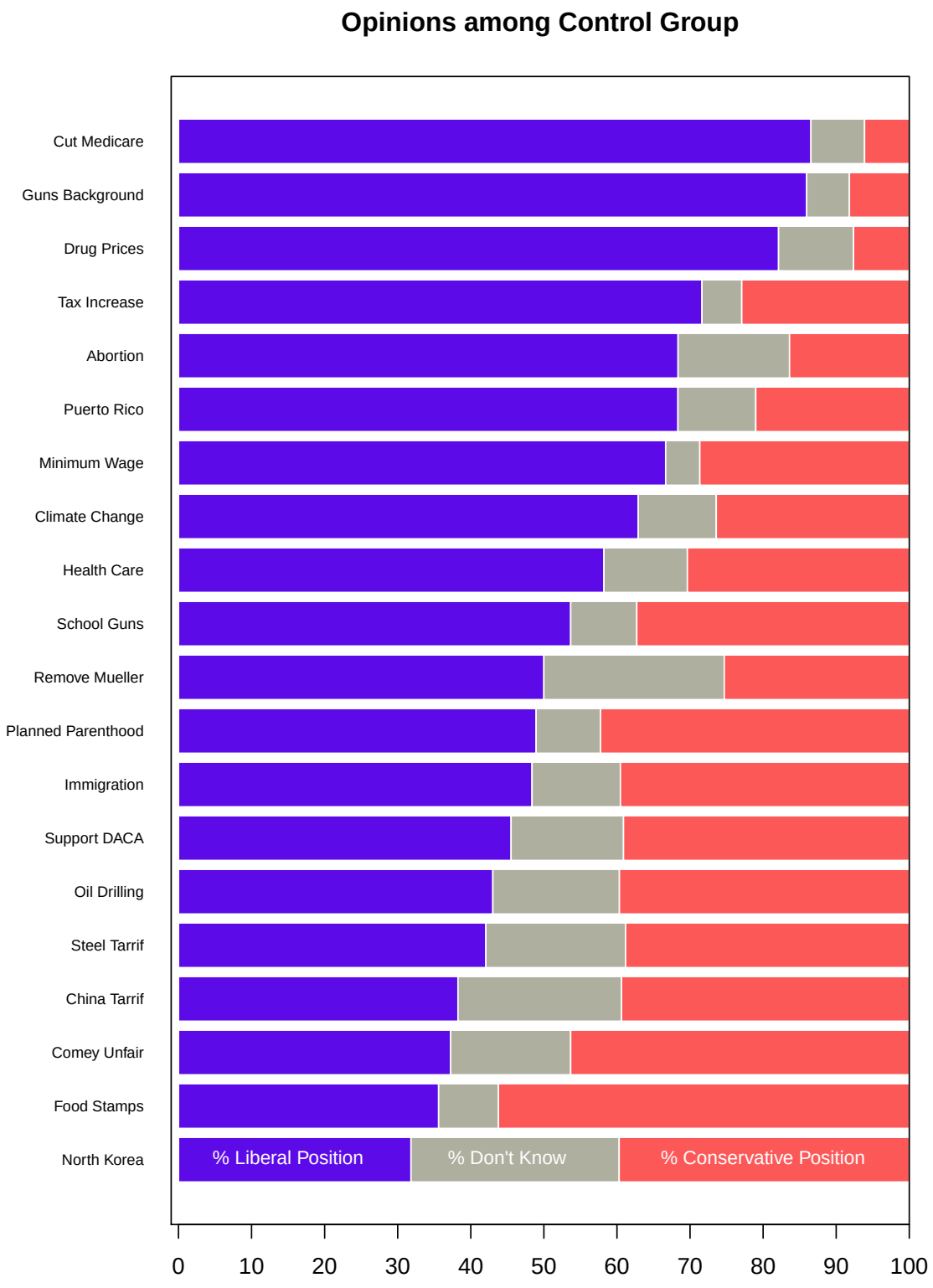
Variable	Control	Liberal Trump	Conservative Trump
Issue Salience	4.21	4.18	4.20
White	.76	.76	.76
Male	.48	.48	.48
Political Knowledge	5.86	5.83	5.87
Trump Approval	2.20	2.24	2.21
5-point Ideology	3.03	3.07	3.06
Partisan Strength	2.92	2.96	2.93
Income	6.67	6.65	6.66
Education	3.94	3.94	3.94
Political Interest	1.63	1.63	1.62
Republican	.37	.39	.37
Democrat	.47	.46	.47
Independent	.14	.13*	.14
Age	53.5	53.8	53.5
N	6,763	6,814	6,922

Note: * $p < .05$ Compared to control condition.

4 Baseline Opinions on Issues among Control Group

Figure A1 shows the views of respondents in the control group on the twenty issues we employed in this survey. As can be seen in the data, there is wide variation in support for each of the policy issues, with some issues having substantial support for the liberal position and other issues with much more mixed support overall. Overall, average opinion leans towards the liberal position on these issues. Prior research shows that people tend to be symbolically conservative, but operationally liberal (Ellis and Stimson, 2012), and this sample's tilt towards liberal policy views is no exception. The liberal tilt of the control group does not bias our estimated average treatment effects because the policy cues (and the ideological direction of those cues) are randomly assigned.

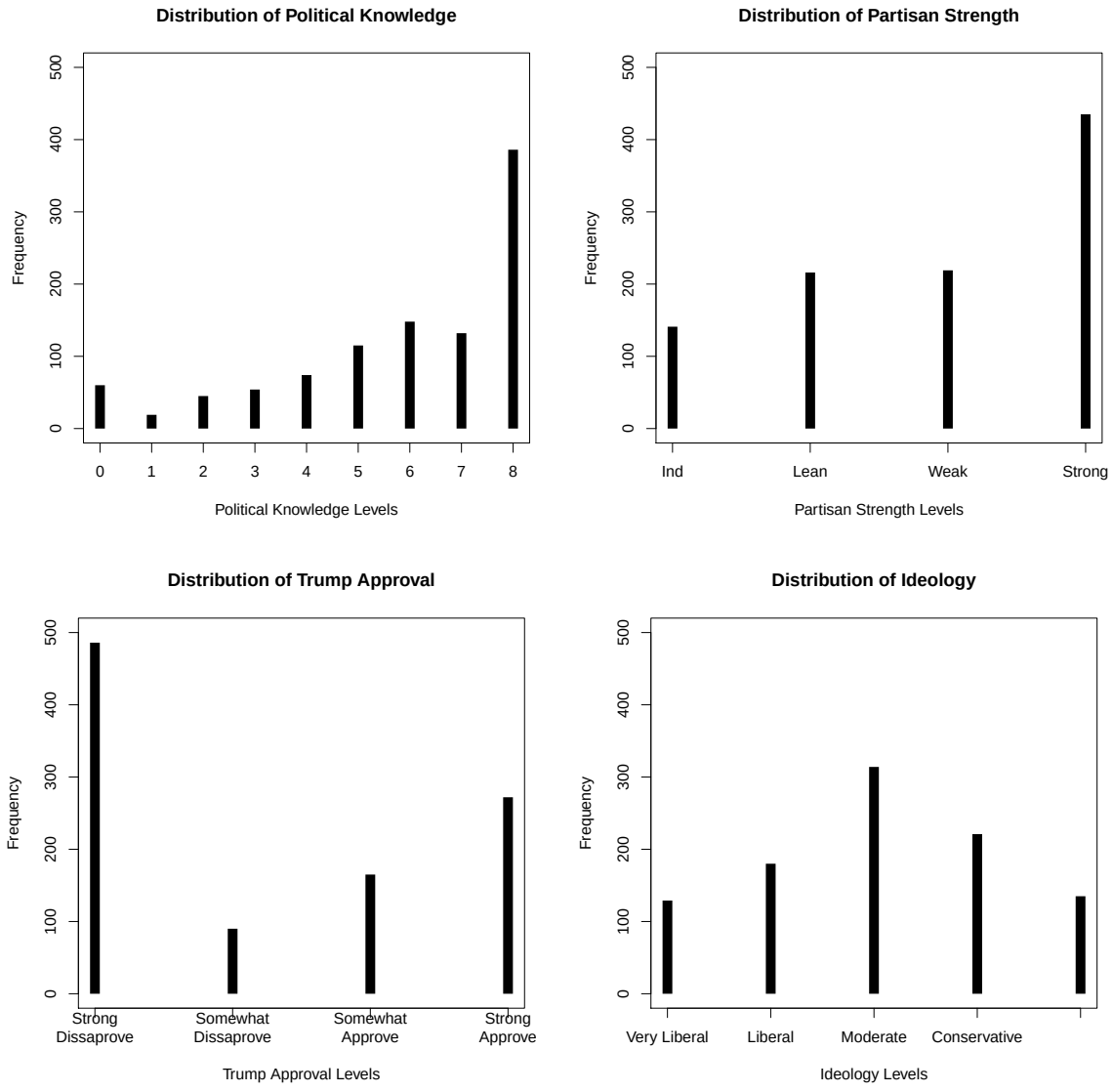
Figure A1: **Baseline Support for Each Question**



We code each question such that a "1" indicates support for the liberal policy option and "-1" indicates support for the conservative policy option, and "0" indicates a 'don't know' response.

5 Distributions of Control Variables Used in Regression Models

Figure A2: **Distributions of control variables used in regression models.**



6 Replication of Barber & Pope 2019 Results

We begin with a simple replication of past work. This is important because if the findings from Barber and Pope (2019) do not replicate it casts doubt on the ability of these data's potential for testing whether or not issue importance matters as a moderator for cue effects. With those results in hand we can then turn to our measure of issue importance and its mediating impact on partisan cue taking.

Replication of these results shows that the Trump cue, and a research design based on that cue, is still a powerful partisan cue that successfully moves public opinion on a variety of contemporary political issues in both a liberal and conservative direction. Table A12 shows that the results clearly replicate. Despite being drawn from a different sample at a different time and with different issues, the overall pattern is very consistent with that reported in Barber and Pope (2019). Liberal and conservative Trump cues move the public's view on policy in the expected direction (positive values indicate greater agreement with the liberal position on the issue) and are consistent with past results. In addition to the main treatment effects shown in Model 1, seven of the eight interaction variables between the cues and the previous mediating variables included in Barber and Pope (2019) also run in the expected direction—the lone exception being the liberal treatment condition in Model 2, which considers political knowledge where the interaction of political knowledge with the liberal Trump cue is substantively small and runs in the opposite direction of Barber and Pope (2019).

Table A2: **Replication of Results in Barber and Pope (2019)**

Liberal Trump	0.08***	0.24***	0.03	-0.02	-0.005	0.03	-0.15***	-0.15***
	(0.01)	(0.02)	(0.04)	(0.02)	(0.04)	(0.05)	(0.03)	(0.04)
Conservative Trump	-0.08**	-0.15 ***	-0.10***	-0.01	-0.17***	-0.06	0.05**	0.12***
	(0.01)	(0.02)	(0.04)	(0.02)	(0.04)	(0.05)	(0.025)	(0.04)
Liberal Trump x Political Knowledge					0.01**			
					(0.006)			
Conservative Trump x Political Knowledge					0.02**			
					(0.01)			
Liberal Trump x Partisan Strength						0.06***		
						(0.02)		
Conservative Trump x Partisan Strength						-0.03*		
						(0.02)		
Liberal Trump x Trump Approval							0.11***	
							(0.01)	
Conservative Trump x Trump Approval							-0.06***	
							(0.01)	
Liberal Trump x Ideology								0.08***
								(0.01)
Conservative Trump x Ideology								-0.06***
								(0.01)
Political Knowledge					0.005			
					(0.004)			
Partisan Strength						-0.15***		
						(0.05)		
Trump Approval							-0.37***	
							(0.01)	
Ideology								-0.34***
								(0.01)
Subset:	All Respondents	Republicans	Independents	Democrats	All	All	All	All
N	21,635	8,167	3,411	10,057	21,635	11,118	21,217	20,503

Note: Coefficients reported from ordinary least squares regression model, with standard errors in parentheses. In each model the dependent variable is coded 1 if the respondent indicated supporting the liberal policy option, -1 if they supported the conservative policy option, and 0 if they indicated "don't know". In Model 6 we are testing strength of Republican partisanship, so we exclude those who identify with the Democratic Party or who lean towards the Democratic Party. Significance codes: $^*p < 0.1$, $^{**}p < 0.05$, $^{***}p < 0.01$, two-tailed tests.

7 Results of Salience with Pooled Results

Table A9 presents the results from a series of regression models that test whether partisan cues are diminished by higher levels of issue importance. In each model the dependent variable is an indicator of support for the liberal position on each policy question. The dependent variable is coded 1 when the respondent is in favor of the liberal position on the issue and -1 when the respondent is in favor of the conservative position. 'Don't know' respondents are included as zeros. The "Liberal Trump" and "Conservative Trump" variables indicate the ideological direction of the treatment, with the comparison group being the control group that saw no cue. The issue importance variable is the five-point measure of issue importance with 5 being the highest level of importance. The cue treatment is then interacted with the measure of issue importance to test our hypothesis that increased issue importance will attenuate the impact of the Trump cue and should be negative in the case of the liberal cue and positive in the case of the conservative cue.

Table A9 includes a number of different model specifications to show that our results are not dependent on a specific design. Some models include controls for the respondent's average level of issue importance (4 & 5). Others control for partisan strength, political knowledge, Trump approval, and symbolic ideology (7 & 8). Finally, Models 2 and 6 include respondent-level fixed effects where the models are identified by within-respondent variation in issue importance across issues. Models 3, 5, 6, and 8 include issue fixed effects where the models are identified by variation in importance within-issues across respondents. Model 6 includes both issue and respondent fixed effects. Given space constraints, we will speak about the broad results since the effects across all models are very similar.

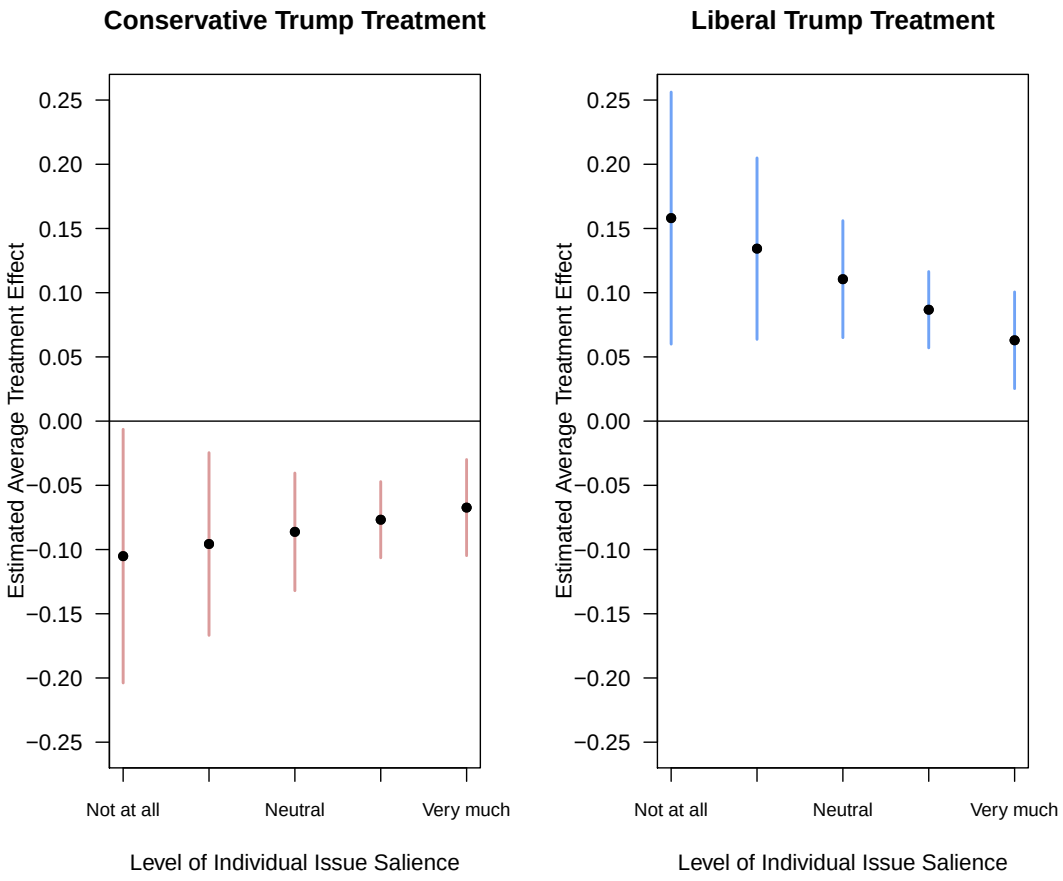
Table A3: **Average Treatment Effect Interacted With Issue Importance**

Liberal Trump	0.18**	0.24***	0.20***	0.18***	0.20***	0.26***	0.25***	0.27***	0.10***
	(0.05)	(0.05)	(0.06)	(0.04)	(0.07)	(0.04)	(0.06)	(0.06)	(0.01)
Conservative Trump	-0.11	-0.10*	-0.13*	-0.11	-0.14**	-0.11**	-0.10	-0.11*	-0.07***
	(0.08)	(0.05)	(0.06)	(0.09)	(0.07)	(0.05)	(0.07)	(0.06)	(0.01)
Liberal Trump x Issue Importance	-0.02*	-0.04***	-0.03 **	-0.02 **	-0.03*	-0.04***	-0.03**	-0.04***	-0.02
	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.02)
Conservative Trump x Issue Importance	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	-0.02
	(0.02)	(0.01)	(0.01)	(0.02)	(0.02)	(0.01)	(0.01)	(0.01)	(0.01)
Issue Importance	0.22***	0.11***	0.20***	0.11*	0.07***	0.08***	0.13***	0.11***	
	(0.05)	(0.03)	(0.01)	(0.06)	(0.01)	(0.02)	(0.03)	(0.01)	
Respondent Mean Issue Importance				0.36***	0.39***				
				(0.06)	(0.03)				
Issue Importance (de-meaned)									0.08***
									(0.01)
Political Knowledge							-0.01	-0.01*	-0.003
							(0.01)	(0.004)	(0.005)
Partisan Strength							0.02*	0.02**	0.02**
							(0.01)	(0.01)	(0.01)
Trump Approval							-0.26***	-0.26***	-0.27***
							(0.02)	(0.01)	(0.01)
Ideology							-0.12***	-0.12***	-0.13***
							(0.01)	(0.01)	(0.01)
Fixed Effects:		Respondent	Issue		Issue	Issue & Respondent		Issue	Issue
SE Clustered by:	Issue	Issue	Respondent	Issue	Respondent	Issue	Issue	Respondent	Respondent
N	20,499	20,499	20,499	19,628	20,503	20,499	18,967	18,967	18,967

Note: Coefficients reported from ordinary least squares regression model, with standard errors in parentheses. In each model the dependent variable is coded 1 if the respondent indicated supporting the liberal policy option and -1 if they supported the conservative policy option. Issue Importance is measured as the importance placed by each respondent on each issue and ranges from 1 (not at all important) to 5 (very much). Significance codes: *$p < 0.1$, **$p < 0.05$, ***$p < 0.01$, two-tailed tests.

The overall pattern from the regression results in Table 1 is displayed graphically in Figure A3 and reflects the coefficients in Model 1. The right panel of Figure A3 shows the results for the liberal Trump treatment interacted with issue importance. We see that among those who care the least about the issue, the treatment moved these respondents by slightly more than sixteen percentage points towards the liberal policy response. However, among those who report caring the most about the issue, the treatment effect was much smaller. On average these people were moved only by approximately six percentage points in the liberal direction. These differences in the liberal treatment are statistically significant at the $p < .05$ level.

Figure A3: **Average Treatment Effect Across Issue Importance**



Note: The left panel shows the conservative Trump treatment effect and the right panel shows the liberal Trump treatment effect across different levels of issue importance.

8 Results of Liberal Trump Treatment by Party

Table A4: **Liberal Trump Treatment by Party Identification**

Liberal Trump x Issue Importance x GOP	-0.06*	-0.06*	-0.05	-0.06	-0.05	-0.04	-0.07*	-0.06
	(0.03)	(0.03)	(0.03)	(0.04)	(0.03)	(0.03)	(0.04)	(0.04)
Liberal Trump x Issue Importance x Ind	-0.07*	-0.08**	-0.06 *	0.06*	-0.06*	-0.08**	-0.07**	-0.07*
	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)
Liberal Trump x Issue Importance	0.04*	0.04**	0.03	0.04*	0.02	0.03	0.04*	0.03
	(0.02)	(0.02)	(0.02)	(0.02)	(0.03)	(0.02)	(0.02)	(0.02)
Liberal Trump x GOP	0.54***	0.52***	0.47***	0.53***	0.46***	0.46***	0.58***	0.50***
	(0.14)	(0.14)	(0.13)	(0.14)	(0.15)	(0.13)	(0.16)	(0.16)
Liberal Trump x Ind	0.39***	0.46***	0.37**	0.37***	0.35***	0.43***	0.45***	0.45***
	(0.12)	(0.14)	(0.13)	(0.13)	(0.15)	(0.13)	(0.14)	(0.14)
Liberal Trump	-0.20**	-0.20**	-0.15*	-0.19*	-0.13	-0.14*	-0.22*	-0.16
	(0.09)	(0.10)	(0.08)	(0.09)	(0.12)	(0.08)	(0.10)	(0.10)
Issue Importance x GOP	-0.05	-0.02	-0.05	-0.03	-0.03	0.001	-0.01	-0.003
	(0.05)	(0.06)	(0.05)	(0.05)	(0.03)	(0.04)	(0.04)	(0.04)
Issue Importance x Ind	0.01	0.003	0.02	0.02	0.03	0.02	-0.01	0.003
	(0.05)	(0.04)	(0.04)	(0.05)	(0.03)	(0.03)	(0.04)	(0.03)
Issue Importance	0.17**	0.12***	0.15***	0.12***	0.08***	0.07***	0.14***	0.11***
	(0.09)	(0.03)	(0.02)	(0.02)	(0.02)	(0.02)	(0.01)	(0.02)
Republican	-0.65***		-0.66***	-0.68***	-0.70***		-0.15	-0.18
	(0.19)		(0.16)	(0.19)	(0.11)		(0.18)	(0.17)
Independent	-0.47**		-0.52***	-0.49***	-0.53***		-0.04	-0.10
	(0.21)		(0.18)	(0.21)	(0.12)		(0.16)	(0.14)
Respondent Mean Issue Importance				0.14***	0.18***			
				(0.04)	(0.02)			
Political Knowledge							-0.01	-0.01
							(0.01)	(0.01)
Partisan Strength							0.02	0.03**
							(0.02)	(0.02)
Trump Approval							-0.22***	-0.23***
							(0.02)	(0.02)
Ideology							-0.11***	-0.11***
							(0.01)	(0.01)
Fixed Effects:		Respondent	Issue		Issue	Issue & Respondent		Issue
SE Clustered by:	Issue	Issue	Respondent	Issue	Respondent	Issue	Issue	Respondent
N	13,577	13,577	13,577	13,577	13,577	13,577	12,566	12,566

Note: By interacting the treatment with issue salience and partisanship, we can see how the effect varies by party affiliation. Coefficients reported from ordinary least squares regression model, with standard errors in parentheses. In each model the dependent variable is coded 1 if the respondent indicated supporting the liberal policy option and -1 if they supported the conservative policy option. Issue Importance is measured as the importance placed by each respondent on each issue and ranges from 1 (not at all important) to 5 (very much). Significance codes: *$p < 0.1$, **$p < 0.05$, ***$p < 0.01$, two-tailed tests.

9 Results of Liberal Trump Treatment by Party

Table A5: **Conservative Trump Treatment by Party Identification**

Conservative Trump x Issue Importance x GOP	-0.08**	-0.05	-0.07 *	-0.07	-0.06*	-0.05	-0.06	-0.06
	(0.04)	(0.03)	(0.04)	(0.04)	(0.03)	(0.04)	(0.04)	(0.04)
Conservative Trump x Issue Importance x Ind	-0.05	-0.04	-0.05	0.05	-0.04	-0.04**	-0.05	-0.05
	(0.04)	(0.03)	(0.03)	(0.03)	(0.04)	(0.03)	(0.03)	(0.03)
Conservative Trump x Issue Importance	0.05*	0.03	0.04	0.04	0.04	0.03	0.04	0.04
	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)	(0.03)
Conservative Trump x GOP	0.19	0.09	0.16	0.17	0.14	0.07	0.12	0.09
	(0.15)	(0.16)	(0.18)	(0.20)	(0.15)	(0.16)	(0.17)	(0.18)
Conservative Trump x Ind	0.17	0.12	0.15	0.15	0.12	0.10	0.16	0.16
	(0.17)	(0.15)	(0.16)	(0.15)	(0.16)	(0.15)	(0.14)	(0.15)
Conservative Trump	-0.22*	-0.13	-0.21	-0.21	-0.20	-0.13	-0.18	-0.17
	(0.12)	(0.13)	(0.15)	(0.15)	(0.12)	(0.14)	(0.15)	(0.16)
Issue Importance x GOP	-0.05*	-0.01	-0.04	-0.03	-0.01	0.02	-0.005	0.01
	(0.02)	(0.05)	(0.05)	(0.05)	(0.03)	(0.05)	(0.04)	(0.04)
Issue Importance x Ind	0.01	-0.01	0.03	0.02	0.04	0.02	-0.02	-0.003
	(0.03)	(0.04)	(0.05)	(0.05)	(0.03)	(0.03)	(0.03)	(0.03)
Issue Importance	0.17***	0.11***	0.14***	0.10***	0.06***	0.06**	0.13***	0.09***
	(0.02)	(0.03)	(0.02)	(0.02)	(0.02)	(0.02)	(0.01)	(0.02)
Republican	-0.65***		-0.72***	-0.69***	-0.77***		0.002	-0.08
	(0.11)		(0.16)	(0.20)	(0.11)		(0.18)	(0.16)
Independent	-0.47**		-0.55***	-0.50***	-0.57***		0.12	0.02
	(0.12)		(0.19)	(0.21)	(0.12)		(0.15)	(0.13)
Respondent Mean Issue Importance				0.19***	0.23***			
				(0.05)	(0.03)			
Political Knowledge							-0.01	-0.01
							(0.01)	(0.01)
Partisan Strength							0.03	0.03**
							(0.02)	(0.02)
Trump Approval							-0.29***	-0.29***
							(0.02)	(0.02)
Ideology							-0.12***	-0.12***
							(0.01)	(0.01)
Fixed Effects:		Respondent	Issue		Issue	Issue & Respondent		Issue
SE Clustered by:	Issue	Issue	Respondent	Issue	Respondent	Issue	Issue	Respondent
N	13,685	13,685	13,685	13,685	13,685	13,685	12,661	12,661

Note: By interacting the treatment with issue salience and partisanship, we can see how the effect varies by party affiliation. Coefficients reported from ordinary least squares regression model, with standard errors in parentheses. In each model the dependent variable is coded 1 if the respondent indicated supporting the liberal policy option and -1 if they supported the conservative policy option. Issue Importance is measured as the importance placed by each respondent on each issue and ranges from 1 (not at all important) to 5 (very much). Significance codes: *$p < 0.1$, **$p < 0.05$, ***$p < 0.01$, two-tailed tests.

10 Results with Aggregate Issue Salience

(Instead of Individual Issue Importance)

Here we conduct the same analysis as in the main paper, but rather than using the individual-level issue importance questions that were collected in the first round of the panel survey, we use aggregated issue salience by averaging issue importance across all respondents for each issue. This analysis is incorrect because it masks the variation in issue importance across respondents within issues. It therefore provides an excellent test of our hypothesis that issue importance matters, but for different issues for different people. For example, on the issue of trade, some respondents may feel very strongly about the issue while others may not care at all. Collectively this would suggest that the issue has medium salience in the public, but this average would mask important differences across the public. Table A6 below shows that this analysis yields null results when aggregate salience is interacted with the Trump treatments. This provides important validation of our criticism of using aggregate issue salience rather than individual issue importance.

Table A6: **Results with Aggregate Issue Salience Instead of Individual Issue Importance**

Liberal Trump	0.28	0.29	0.25	0.28	0.24	0.26	0.28	0.27
	(0.26)	(0.23)	(0.22)	(0.23)	(0.23)	(0.23)	(0.26)	(0.19)
Conservative Trump	0.23	0.17	0.23	0.15	0.15	0.17	0.06	0.08
	(0.27)	(0.21)	(0.22)	(0.26)	(0.26)	(0.20)	(0.22)	(0.18)
Liberal Trump x Issue Salience	-0.05	-0.05	-0.04	-0.05	-0.04	-0.04	-0.04	-0.04
	(0.06)	(0.05)	(0.05)	(0.05)	(0.06)	(0.05)	(0.06)	(0.04)
Conservative Trump x Issue Salience	-0.07	0.17	-0.08	-0.05	-0.06	-0.06	-0.03	-0.03
	(0.06)	(0.21)	(0.05)	(0.06)	(0.06)	(0.05)	(0.05)	(0.04)
Aggregate Issue Salience	0.42*	0.42*		0.42*			0.40*	
	(0.20)	(0.21)		(0.20)			(0.21)	
Respondent Mean Issue Importance				0.46***	0.46***			
				(0.03)	(0.03)			
Political Knowledge							-0.003	-0.003
							(0.01)	(0.004)
Partisan Strength							0.02*	0.02**
							(0.01)	(0.01)
Trump Approval							-0.27***	-0.27***
							(0.02)	(0.01)
Ideology							-0.13***	-0.13***
							(0.01)	(0.01)
Fixed Effects:		Respondent	Issue		Issue	Issue & Respondent		Issue
SE Clusters:	Issue	Issue	Respondent	Issue	Issue	Issue	Issue	Respondent
N	20,604	20,604	20,604	20,604	20,604	20,604	19,068	19,068

Note: Coefficients reported from ordinary least squares regression model, with standard errors in parentheses. In each model the dependent variable is coded 1 if the respondent indicated supporting the liberal policy option and -1 if they supported the conservative policy option, 0 if they responded 'don't know'. Issue salience in these models is measured as the average issue importance for each issue across all respondents. Significance codes: $^{*}p < 0.1$, $^{**}p < 0.05$, $^{***}p < 0.01$, two-tailed tests.

11 Non-Linear Interaction of Issue Importance and Cue

To test for a possible non-linear interaction between the treatment and issue importance, we separate issue importance into three different categories of roughly equal size (as equal as we can with a 5-category question of issue importance) and run a regression model for each subset of issue importance. We divided importance into a 'low importance' category in which respondents indicated the issue was 'neutral' or 'not very important' or 'not at all important' (22% of all respondent-issue dyads). In the second category we include respondents who said that the issue was 'important' to them (31% of all respondent-issue dyads). The final category include issues that respondents said were 'very important' to them (48% of respondent-issue dyads). We then conduct three separate regression models to see how large the Trump cue is for each subset. The coefficient on the liberal treatment is smallest for the 'high importance' group and the treatment effect is largest for the 'low importance' group, which is consistent with the results we find in the linear interactions shown in the main paper.

To test for a possible differences in how variable respondents are in their responses to issue importance, we subset the data by the within-respondent variation of issue importance. Those in the "low variance" columns are respondents who had little variation in their responese to issue importance (i.e. rated all issues roughly the same importance). Those in the "high variance" columns are respondents who had the most variation across issues in their ratings of issue importance. The treatment effects are higher among respondents who have higher variation in their assessments of issue importance.

Table A7: **Results with Subsets of Importance - By Issue**

Liberal Trump	0.14***	0.12***	0.07***	0.14***	0.12***	0.05***
	(0.02)	(0.03)	(0.02)	(0.02)	(0.02)	(0.02)
Conservative Trump	-0.08**	-0.09***	-0.06***	-0.08**	-0.08***	-0.06***
	(0.03)	(0.02)	(0.02)	(0.03)	(0.03)	(0.02)
Fixed Effects:	Respondent	Respondent	Respondent	Resp. & Issue	Resp. & Issue	Resp. & Issue
Issue Importance Subsets:	Low	Mid	High	Low	Mid	High
N	4,076	6,472	9,951	4,076	6,472	9,951

Note: Coefficients reported from ordinary least squares regression model, with standard errors in parentheses. In each model the dependent variable is coded 1 if the respondent indicated supporting the liberal policy option and -1 if they supported the conservative policy option, 0 if they responded 'don't know'. Issue salience in these models is measured as the average issue importance for each issue across all respondents. Significance codes: *$p < 0.1$, **$p < 0.05$, ***$p < 0.01$, two-tailed tests.

Table A8: **Results with Subsets of Importance - By Within-Respondent Issue Importance Variation**

Liberal Trump	-0.003	0.09***	0.20***	-0.007	0.10***	0.18***
	(0.02)	(0.02)	(0.04)	(0.02)	(0.02)	(0.03)
Conservative Trump	-0.06***	-0.07***	-0.11***	-0.05***	-0.07***	-0.12***
	(0.02)	(0.02)	(0.03)	(0.02)	(0.02)	(0.03)
Fixed Effects:	Respondent	Respondent	Respondent	Resp. & Issue	Resp. & Issue	Resp. & Issue
Issue Importance Subsets:	Low Variance	Mid Variance	High Variance	Low Variance	Mid Variance	High Variance
N	6,430	10,309	4,896	6,430	10,309	4,896

Note: Coefficients reported from ordinary least squares regression model, with standard errors in parentheses. In each model the dependent variable is coded 1 if the respondent indicated supporting the liberal policy option and -1 if they supported the conservative policy option, 0 if they responded 'don't know'. Issue salience in these models is measured as the average issue importance for each issue across all respondents. Significance codes: *$p < 0.1$, **$p < 0.05$, ***$p < 0.01$, two-tailed tests.

12 Omit Respondents Who Gave Same Issue Importance for All Issues

In the models below we remove respondents who are potentially problematic because of satisficing on the survey by providing the same level of issue importance for all 20 issues. It is possible that these respondents were not actually reading each issue and responding honestly with their true level of importance for each issue. These respondents represent slightly less than 5% of the total responses to the survey. When removed, the results are nearly identical and substantively the same as the main results reported in the paper.

Table A9: **Results Omitting Respondents Who Gave Same Issue Importance for All Issues**

Liberal Trump	0.18**	0.24***	0.20***	0.17***	0.19***	0.26***	0.24***	0.27***
	(0.05)	(0.05)	(0.06)	(0.04)	(0.04)	(0.04)	(0.06)	(0.06)
Conservative Trump	-0.10	-0.09	-0.11	-0.11	-0.12	-0.10**	-0.09	-0.10*
	(0.08)	(0.05)	(0.07)	(0.08)	(0.08)	(0.05)	(0.07)	(0.06)
Liberal Trump x Issue Importance	-0.02	-0.03**	-0.03 *	-0.02	-0.03**	-0.04***	-0.03**	-0.04***
	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)	(0.01)
Conservative Trump x Issue Importance	0.01	0.005	0.01	0.01	0.01	0.01	0.01	0.01
	(0.02)	(0.01)	(0.01)	(0.02)	(0.02)	(0.01)	(0.01)	(0.01)
Issue Importance	0.21***	0.11***	0.20***	0.11*	0.07	0.08***	0.13***	0.10***
	(0.04)	(0.03)	(0.01)	(0.06)	(0.06)	(0.02)	(0.03)	(0.01)
Respondent Mean Issue Importance				0.38***	0.42***			
				(0.06)	(0.06)			
Political Knowledge							-0.01	-0.01*
							(0.01)	(0.004)
Partisan Strength							0.02**	0.02**
							(0.01)	(0.01)
Trump Approval							-0.27***	-0.27***
							(0.02)	(0.01)
Ideology							-0.12***	-0.12***
							(0.01)	(0.01)
Fixed Effects:		Respondent	Issue		Issue	Issue & Respondent		Issue
SE Clusters:	Issue	Issue	Respondent	Issue	Issue	Issue	Issue	Respondent
N	19,536	19,536	19,536	19,536	19,536	19,536	18,163	18,163

Note: Coefficients reported from ordinary least squares regression model, with standard errors in parentheses. In each model the dependent variable is coded 1 if the respondent indicated supporting the liberal policy option and -1 if they supported the conservative policy option, with 'don't know' coded at 0. Issue Importance is measured as the importance placed by each respondent on each issue and ranges from 1 (not at all important) to 5 (very much). Significance codes: $^{*}p < 0.1$, $^{**}p < 0.05$, $^{***}p < 0.01$, two-tailed tests.

13 Different Model Specifications

Table A10: **Models Omitting 'Don't Know' Responses**

Liberal Trump	0.24***	0.31***	0.25***	0.23***	0.24***	0.32***	0.30***	0.32***
	(0.06)	(0.06)	(0.08)	(0.05)	(0.05)	(0.05)	(0.07)	(0.07)
Conservative Trump	-0.15	-0.12	-0.14*	-0.15	-0.12*	-0.13**	-0.13	-0.13**
	(0.10)	(0.07)	(0.07)	(0.10)	(0.09)	(0.06)	(0.09)	(0.06)
Liberal Trump x Issue Importance	-0.03**	-0.05***	-0.04 **	-0.03 **	-0.04***	-0.05***	-0.04**	-0.05***
	(0.01)	(0.01)	(0.02)	(0.01)	(0.01)	(0.01)	(0.02)	(0.02)
Conservative Trump x Issue Importance	0.01	0.01	0.01	0.15	-0.17*	0.01	0.01	0.01
	(0.02)	(0.01)	(0.02)	(0.10)	(0.09)	(0.01)	(0.02)	(0.01)
Issue Importance	0.24***	0.11***	0.23***	0.12*	0.23***	0.08***	0.13***	0.11***
	(0.05)	(0.03)	(0.01)	(0.05)	(0.05)	(0.02)	(0.03)	(0.01)
Respondent Mean Issue Importance				0.42***				
				(0.23)				
Political Knowledge							-0.02*	-0.01***
							(0.01)	(0.005)
Partisan Strength							0.02*	0.02**
							(0.01)	(0.01)
Trump Approval							-0.30***	-0.29***
							(0.03)	(0.01)
Ideology							-0.13***	-0.13***
							(0.01)	(0.01)
Fixed Effects:		Respondent	Issue		Issue	Issue & Respondent		Issue
SE Clusters:	Issue	Issue	Respondent	Issue	Issue	Issue	Issue	Respondent
N	17,715	17,715	17,715	17,715	17,715	17,715	16,749	16,749

Note: Coefficients reported from OLS regression model, with standard errors in parentheses. In each model the dependent variable is coded 1 if the respondent indicated supporting the liberal policy option and -1 if they supported the conservative policy option, with 'don't know' coded at 0. Issue Importance is measured as the importance placed by each respondent on each issue and ranges from 1 (not at all important) to 5 (very much). Significance codes: $*p < 0.1$, $**p < 0.05$, $***p < 0.01$, two-tailed tests.

14 What Predicts Issue Importance?

What predicts rating an issue as more important? Table A11 displays the coefficients of a simple model of the importance measure used in the paper. The results suggest a bit of a progressive skew. Democrats, particularly strong ones and those who are less likely to favor Trump expressed stronger support for the issues (as did political knowledge). It may be possible to construct a set of questions that would induce more conservatives and Republicans to claim the issues were important, but this set of issues did not accomplish that. However, we do not believe that affects the main findings in any way. There is still substantial overlap in the percentage who rate the importance of each issue by party.

Table A11: **Modelling Issue Importance**

Political Knowledge	0.04***
	(0.01)
Republican	-0.10
	(0.07)
Democrat	0.23***
	(0.07)
Partisan Strength	0.02***
	(0.02)
Trump Favorability	-0.05***
	(0.02)
Ideological Strength	0.04
	(0.02)
N	956

Note: Coefficients reported from OLS regression model of aggregate issue importance for each respondent as the dependent variable, with standard errors in parentheses. Significance codes: *$p < 0.1$, **$p < 0.05$, ***$p < 0.01$, two-tailed tests.

15 Testing for Survey Demand Effects

Table A12: **Testing for Survey Demand Effects**

	Question 1	Questions 2-5	Questions 6-20
Liberal Trump	0.17***	0.12***	0.09***
	(0.06)	(0.03)	(0.02)
Conservative Trump	-0.10*	-0.06**	-0.07***
	(0.06)	(0.03)	(0.02)
Issue Importance	0.19***	-0.02*	0.14
	(0.02)	(0.01)	(0.01)
Political Knowledge	-0.05***	-0.02***	-0.001***
	(0.01)	(0.01)	(0.003)
Partisan Strength	0.01	0.03***	0.01
	(0.02)	(0.01)	(0.01)
Trump Approval	-0.23***	-0.29***	-0.25***
	(0.03)	(0.01)	(0.01)
Ideology	-0.13***	-0.15***	-0.11
	(0.03)	(0.01)	(0.01)
N	953	3,789	14,225

Note: To test for demand effects — the possibility that respondents detected our experimental design and altered their responses as a result — we run separate models for the first question respondents saw, the second through 5th, and finally all questions after that. The results suggest that respondents did not dramatically alter their responses with repeated questioning. The coefficients on the Trump treatments are all in the same direction across models, are all statistically significant, and are similar in size.

16 Knowledge Questions Wording

Below are each of the knowledge questions used to construct the index used in the paper.

CCES 309a: "Which party has a majority of seats in the U.S. House of Representatives?"

CCES 309b: "Which party has a majority of seats in the U.S. Senate?"

CCES 309c: "Which party has a majority of seats in the (input state) State Senate?"

CCES 309d: "Which party has a majority of seats in the (state lower chamber name)?"

CCES 310a - d: "Please indicate whether you've heard of this person and if so which party he or she is affiliated with." Respondents were then shown their

- current governor
- current senator one
- current senator two
- current House member

References

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