Supplementary Materials

"Do Identity Frames Impact Support for Multiracial Candidates? The Case of Kamala Harris"

A   Survey

A.1   Post-nomination study

We used Lucid Theorem, an online survey platform, to collect our sample for the post-nomination study. Participants are nationally representative of the U.S. population in terms of age, gender, ethnicity, and region demographics (see `https://luc.id/theorem/` for details). For the suitability of using Lucid for scientific experiments, see Coppock and McClellan (2019). We paid participants $1.00 (including the fee paid to Lucid) for completing the survey and the median completion time for the survey was just over three minutes (197 seconds).

Our survey began with a series of attitudinal (partisanship, ideology) and demographic (gender, race/ethnicity, education, age, state of residence, income) questions. We asked the attitudinal questions first to attenuate participants' potential (implicit) association between their responses to these questions and the way in which they read the treatment materials and answered the outcome questions.

We then pre-stratified participants by gender (*Man*, *Woman*),[11] race/ethnicity (*White*, *Black*, *Asian*, *Others*),[12] and partisanship (*Democrat*, *Republican*, leaners included)—three

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[11]Out of 3,053 participants, 21 identified as "Other." We randomly assigned them to either the *Man* or the *Woman* category for the purposes of block randomization.

[12]The *Others* category includes those who identified as "American Indian or Alaska Native," "Hispanic or Latino," "Native Hawaiian or Other Pacific Islander," or "Other." Although this grouping masks hetero-

variables that we expected may correlate with our outcome questions. The total number of strata is 16 ($= 2 \times 4 \times 2$). We then randomly assigned participants into the five groups (four treatment groups and one control group) within each stratum. Block randomization can increase estimation efficiency and improve balance for subgroup analyses (Gerber and Green 2012, Section 3.6.1). See Section B.1 for details about the treatment materials. See Section D.1 for the subgroup analysis results.

After answering the outcome questions (explained in Section C.1), participants completed a simple attention check question to measure response quality. The question read: "This next question is just to check if you've been paying attention. Who is the vice-presidential candidate for the Democratic Party in the 2020 US election?" Out of 3,053 participants, 2,162 (70.8%) of participants answered the question correctly. To avoid any possible post-treatment bias, we use all participants for our main analyses. See Section D.1 for results after excluding these low-quality responses.

Finally, we asked participants to write an open-ended response about their thoughts on Harris's nomination. The participants were debriefed that the article they read in this survey was based on a recent news article but edited for the purposes of our research.

A.2 Post-inauguration study

We used Prolific, a different online survey platform, to collect our sample for the post-nomination study. For the suitability of using Prolific for scientific experiments, see Palan and Schitter (2018) and Adams, Li, and Liu (2020). We set filters so that participants were restricted to American citizens currently living in the United States. However, without using quotas, these participants are not nationally representative of the U.S. population in terms of basic demographic variables. We paid participants $0.64 (excluding the fee paid to Prolific) for completing the survey and the median completion time for the survey was just over four

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geneity within the "Others" group, we were particularly interested in the preferences of Black participants and Asian participants (among non-white participants) given Harris's racial identity.

minutes (247 seconds).

The attitudinal and demographic questions asked in the pre-treatment part of the survey were exactly the same in the post-nomination study and the post-inauguration study. In the latter study, however, we asked the following three simple attention check questions in a random order just before the treatment assignment.

- "How accurate is the following statement? [line break] The letter C comes <u>after</u> the letter D." Answer options: *Very accurate, Somewhat accurate, Not very accurate, Not at all accurate.*

- "$2 + 2 =...?$" Answer options: *One, Two, Three, Four, Five.*

- "True or false? Green is a five-letter word." Answer options: *True, False, Neither.*

While the total number of strata is 16 ($= 2 \times 4 \times 2$) in the post-nomination study, we multiplied it by two based on another variable indicating whether participants correctly answered the attention check questions. Specifically, those who answered *Not very accurate* or *Not at all accurate* to the first question, answered *Four* to the second question, and answered *True* to the third question were assigned to one group, and the rest of participants (identified as satisificers) were assigned to another group. We then randomly assigned participants into the eight groups (seven treatment groups and one control group) within each of 32 ($= 2 \times 4 \times 2 \times 2$) strata.[13] See Section B.2 for details about the treatment materials. See Section D.2 for the subgroup analysis results.

The total number of participants who completed the survey is 4,115, but 184 participants (4.5%) failed to pass the attention check questions. Therefore, the number of valid responses for our analysis is 3,931. Because we only use participants who passed the attention check questions in our main analysis, the number of strata for blocked randomization becomes 16

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[13]For details on the pre-stratification of participants based on gender, race/ethnicity, and partisanship, see Section A.1. Out of 3,931 participants, 66 identified as "Other" for the gender question. We randomly assigned them to either the *Man* or the *Woman* category for the purposes of block randomization.

rather than 32—the number of strata used at the time of data collection.[14]

After answering the outcome questions (explained in Section C.2), participants completed the following manipulation check questions (on the same screen):

- "What do you think Kamala Harris's gender identity is?" Answer options: *Woman, Man, Not sure.*

- "Which racial/ethnic group(s) do you think Kamala Harris identifies with? Please choose all that apply." Answer options: *White, Black, Asian, Hispanic, Not sure.*

The second question is a multiple-answer question with constraints: participants cannot choose *Not sure* along with any other answer choices. See Section D.2 for the distribution of responses to the manipulation check questions.

Finally, we asked participants to write an open-ended response about their thoughts on Harris's nomination. The participants were debriefed that the article they read in this survey was based on a recent news article but edited for the purposes of our research.

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[14]Unlike some other survey platforms, the standard (and recommended) practice at Prolific is to let participants complete a study and then for the researcher(s) fielding the study to make a payment decision based on participants' answers to the attention check questions.

B Treatment conditions

B.1 Post-nomination study

Study participants read one of the following five descriptions of Kamala Harris, which were modified based on an actual article published on August 11, 2020 (Morin 2020). See Figure B.1 for an example.

> ## Joe Biden picks a Black and Asian woman, Kamala Harris, as his 2020 vice presidential running mate
>
> Democratic presidential nominee Joe Biden has announced California Sen. Kamala Harris as his running mate for the 2020 election, making her the first Black woman and first Asian woman to appear on a major party's presidential ticket.

Figure B.1: Example of treatment materials (post-nomination study)

Control: Joe Biden picks Kamala Harris as his 2020 vice presidential running mate. Democratic presidential nominee Joe Biden has announced California Sen. Kamala Harris as his running mate for the 2020 election.

Woman: Joe Biden picks a woman, Kamala Harris, as his 2020 vice presidential running mate. Democratic presidential nominee Joe Biden has announced California Sen. Kamala Harris as his running mate for the 2020 election, making her the third woman to appear on a major party's presidential ticket.

Black Woman: Joe Biden picks a Black woman, Kamala Harris, as his 2020 vice presidential running mate. Democratic presidential nominee Joe Biden has announced California Sen. Kamala Harris as his running mate for the 2020 election, making her the first Black woman to appear on a major party's presidential ticket.

Asian Woman: Joe Biden picks an Asian woman, Kamala Harris, as his 2020 vice pres-

idential running mate. Democratic presidential nominee Joe Biden has announced California Sen. Kamala Harris as his running mate for the 2020 election, making her the first Asian woman to appear on a major party's presidential ticket.

Black and Asian Woman: Joe Biden picks a Black and Asian woman, Kamala Harris, as his 2020 vice presidential running mate. Democratic presidential nominee Joe Biden has announced California Sen. Kamala Harris as his running mate for the 2020 election, making her the first Black woman and first Asian woman to appear on a major party's presidential ticket.

After conducting the survey, we realized that the second treatment condition ("Woman") included a factual error: while Harris is the third woman to be a vice-presidential candidate for a major party (following Sarah Palin and Geraldine Ferraro), she is the fourth woman to appear on a major party's presidential ticket (including Hillary Clinton in 2016). We have no theoretical reason to believe that this error affected how respondents reacted to our treatment. That said, we note that the results for the gender-only treatment should be interpreted with this (minor) caveat in mind.

B.2   Post-inauguration study

In the post-inauguration study, participants read one of the following eight descriptions of Kamala Harris, which were again modified based on an actual article published on January 20, 2021 (BBC 2021). Figure B.2 contains an example.
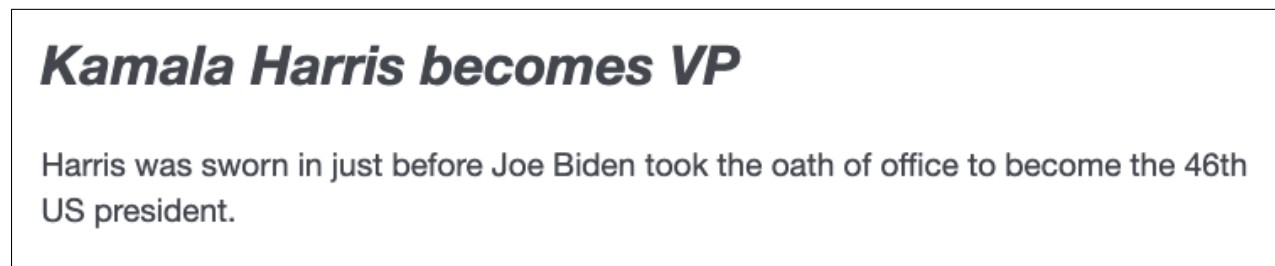

Figure B.2: Example of treatment materials (post-inauguration study)

Control: Kamala Harris becomes VP. Harris was sworn in just before Joe Biden took the oath of office to become the 46th US president.

Woman: Kamala Harris becomes first woman VP. Harris was sworn in just before Joe Biden took the oath of office to become the 46th US president, making history as the first woman to serve in the office of vice president in the United States.

Black Woman: Kamala Harris becomes first woman and first Black VP. Harris was sworn in just before Joe Biden took the oath of office to become the 46th US president, making history as the first Black woman to serve in the office of vice president in the United States.

Asian Woman: Kamala Harris becomes first woman and first Asian VP. Harris was sworn in just before Joe Biden took the oath of office to become the 46th US president, making history as the first Asian woman to serve in the office of vice president in the United States.

Black and Asian Woman: Kamala Harris becomes first woman, first Black, and first Asian VP. Harris was sworn in just before Joe Biden took the oath of office to become the 46th US president, making history as the first Black and first Asian woman to serve in the office of vice president in the United States.

Black Person: Kamala Harris becomes first Black VP. Harris was sworn in just before Joe Biden took the oath of office to become the 46th US president, making history as the first Black person to serve in the office of vice president in the United States.

Asian Person: Kamala Harris becomes first Asian VP. Harris was sworn in just before Joe Biden took the oath of office to become the 46th US president, making history as the first Asian person to serve in the office of vice president in the United States.

Black and Asian Person: Kamala Harris becomes first Black and first Asian VP. Harris was sworn in just before Joe Biden took the oath of office to become the 46th US president, making history as the first Black and first Asian person to serve in the office of vice president in the United States.

C   Outcome questions

C.1   Post-nomination study

Just below the description of Kamala Harris, on the same screen, we asked participants to tell us how much they agreed or disagreed with the following statements (with the three questions below asked in a random order). These questions are modified versions of questions used in a study by Survey USA (News Poll #25479, August 12, 2020), available at `http://www.surveyusa.com/client/PollReport.aspx?g=edae1a19-6808-433e-81bd-3edf5bef8174` (last accessed on February 9, 2021).

Right choice: Kamala Harris was the right choice for Joe Biden's vice presidential running mate.

Support Trump: I support Donald Trump for president.

Ready for presidency: If Joe Biden is elected and if it becomes necessary at some point during his presidency, Kamala Harris would be ready to become president.

On a separate screen, we then asked participants to tell us how much they agreed or disagreed with a statement about Harris's impact on racial justice:

Good for justice: Joe Biden's selection of Kamala Harris as his running mate will contribute to achieving racial justice in the United States.

We asked this question *after* the first questions on a separate screen. This arrangement was to avoid giving an additional race-related information cue before or while participants answered questions about Biden's choice, their Trump support, and their evaluation of Harris's readiness to be president. We note that the estimated effects on the fourth question could theoretically be contaminated by the way in which participants answered the first three questions (although we have no theoretical reason to believe this is the case).

All outcomes are measured on a 5-point Likert agree/disagree scale, ranging from Strongly agree (5) to Strongly disagree (1).

C.2 Post-inauguration study

In the post-inauguration study, we added one outcome statement and modified the others to fit the context of Harris's political trajectory. We presented the two statements on support for Harris (*Right choice* and *Ready for presidency*) on the same screen as the treatment (in a random order), followed by the two statements on gender equality and racial justice (in a random order), and finally the question on Biden approval. The first four outcomes are measured on a 5-point Likert agree/disagree scale, ranging from Strongly agree (5) to Strongly disagree (1). The Biden approval outcome is measured on a 5-point Likert approval scale, ranging from Strongly approve (5) to Strongly disapprove (1).

Right choice: Kamala Harris was the right choice for Joe Biden's vice presidential running mate. *(Note: Unchanged from post-nomination study.)*

Ready for presidency: If it becomes necessary at some point during Joe Biden's presidency, Kamala Harris would be ready to become president

Good for justice: Having Kamala Harris as the vice president will contribute to achieving racial justice in the United States.

Good for equality: Having Kamala Harris as the vice president will contribute to achieving gender equality in the United States.

Biden approval: Do you approve or disapprove of the way Joe Biden is handling his job as president?

D   Additional results

D.1   Post-nomination study

D.1.1   Group means

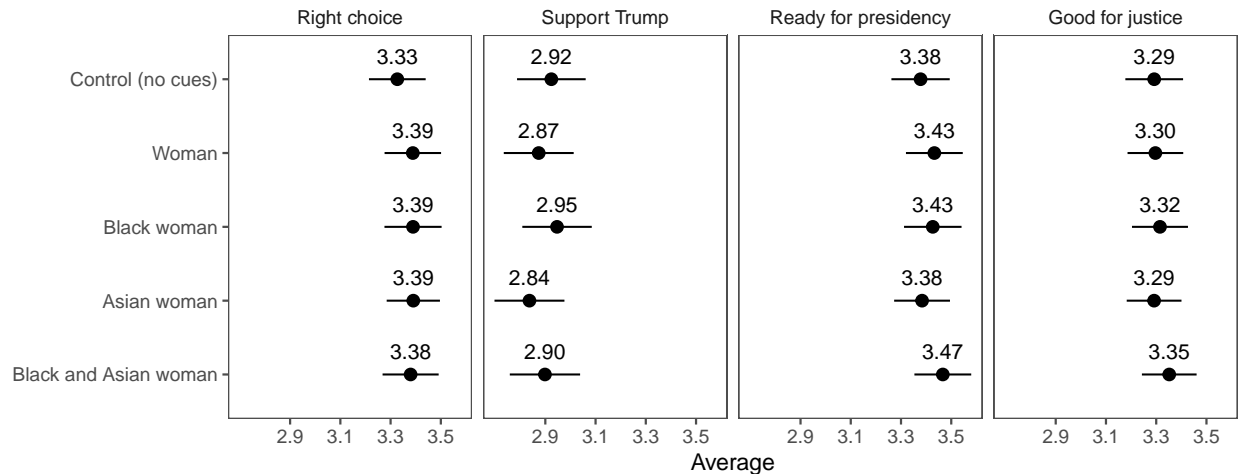Figure D.1 shows the average for each outcome variable by control/treatment group.

Figure D.1: Group means (post-nomination study). *Note: The figure shows the average for each outcome variable for each treatment/control group. The horizontal lines represent 95% confidence intervals. See Section C.1 for details on the outcome questions.*

D.1.2   Subgroup analysis

We examine conditional treatment effects across party lines, racial groups, and gender. Since we administered block randomization within each of 16 pre-stratified strata, the assignment of treatment status is well balanced in each stratum. As in our main analysis, we estimate the effects of our four treatments on the four outcomes. The results using no identity frames as the control group are presented in Figures D.2 and D.3. Out of 258 estimates (= 16 strata × 4 treatment variables × 4 outcome questions), 12 (4.7%) are statistically significant at the 0.05 level (highlighted in red), or about the same number that we would expect to see if these results occurred by random chance. We see no systematic patterns.
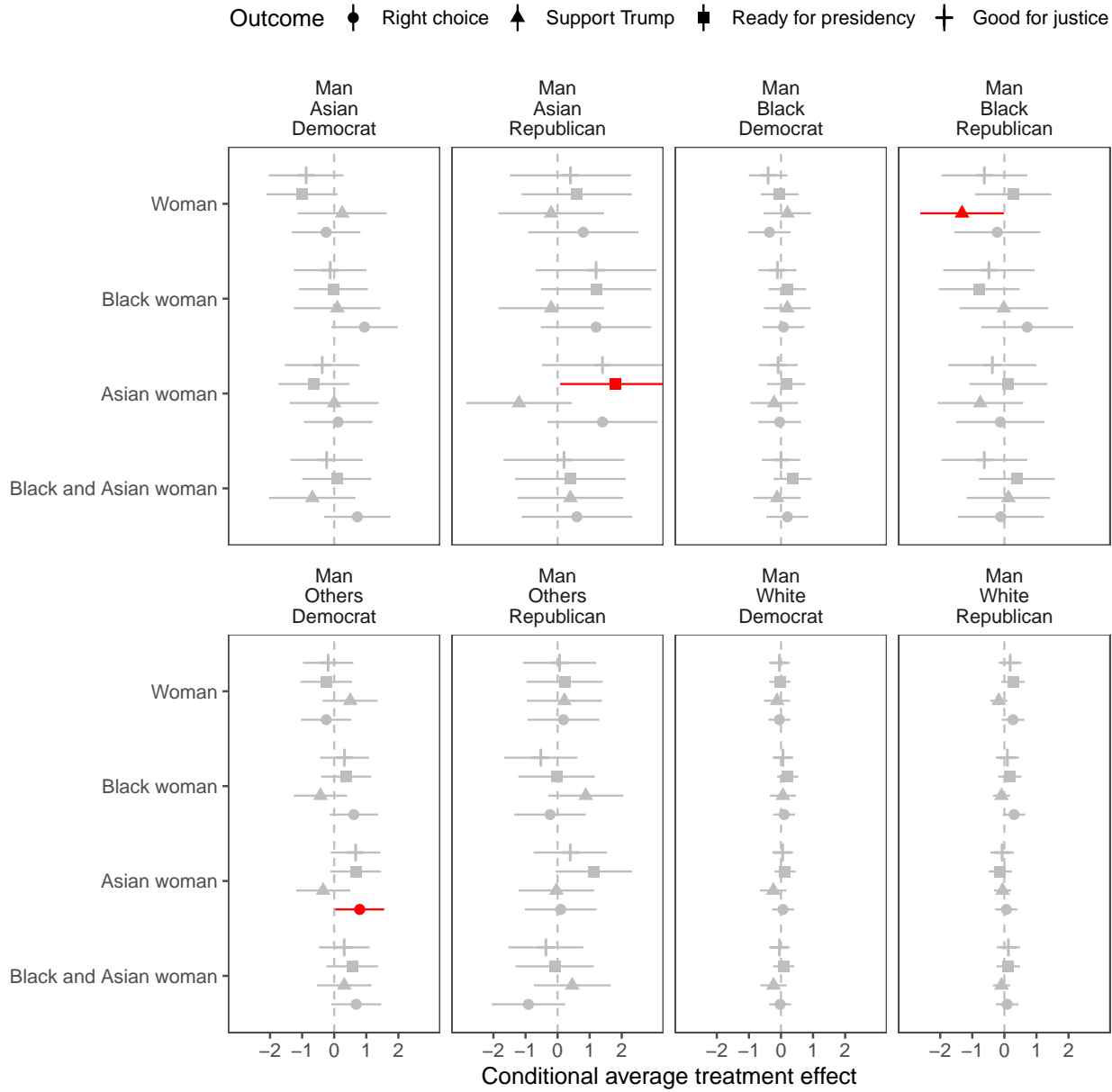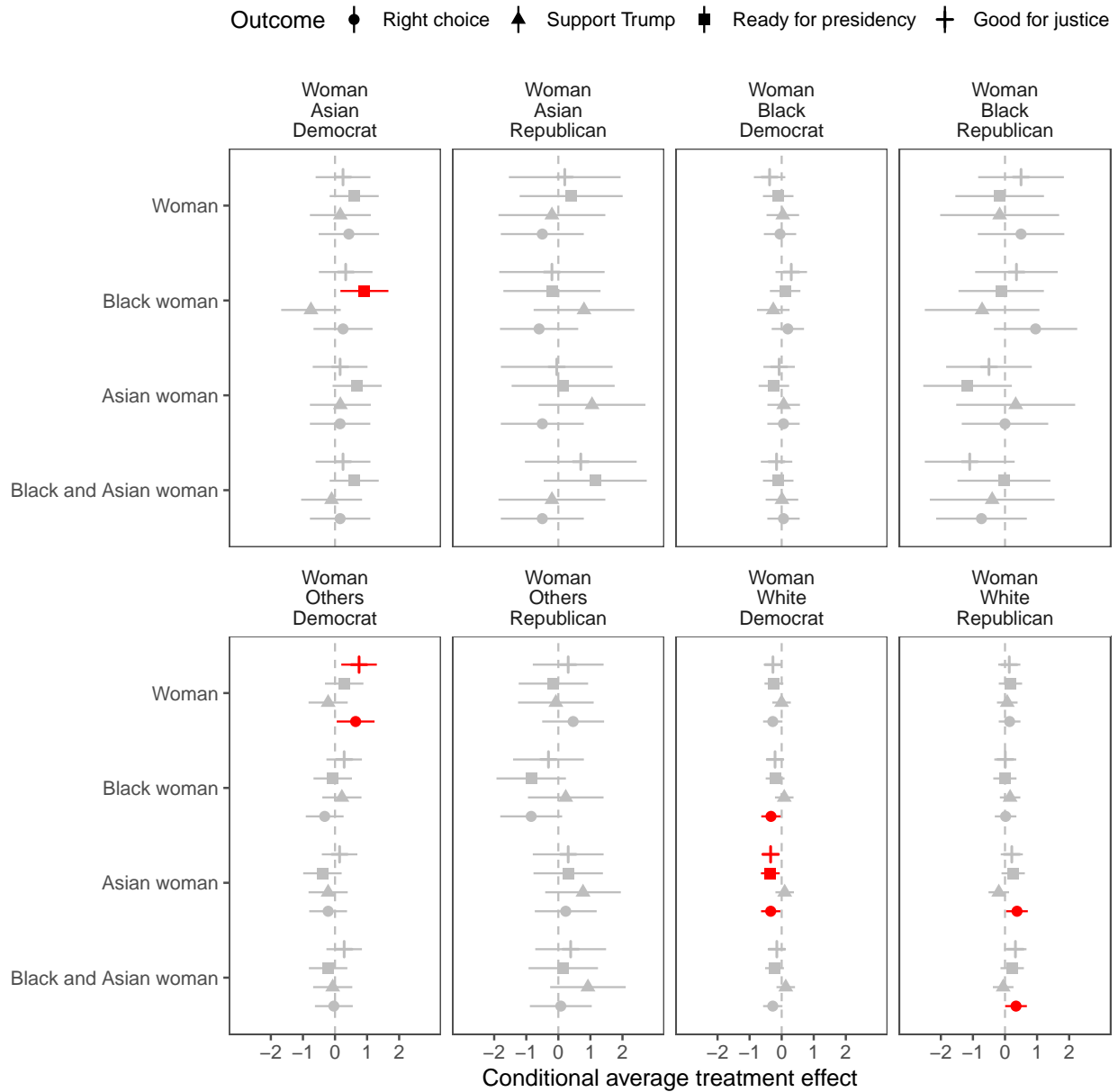
Figure D.2: Conditional average treatment effects (among men, post-nomination study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*

To determine whether the occurrence of the small proportion of significant results is simply due to chance, we create a quantile-quantile (QQ) plot: we place the 258 p-values on the horizontal axis with equal space between them, while using the actual p-values for the

Figure D.3: Conditional average treatment effects (among women, post-nomination study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*

vertical axis. The differences that are significant at the 0.05 level are highlighted in black.

Figure D.4 shows that the dots are very close to the 45-degree line, which means that we

cannot reject the null hypothesis that these p values are uniformly distributed. We test this

null hypothesis formally based on a Kolmogorov-Smirnov (KS) test. Since the bootstrapped p value for this test is 0.986, we fail to reject the null hypothesis at the 0.05 level.
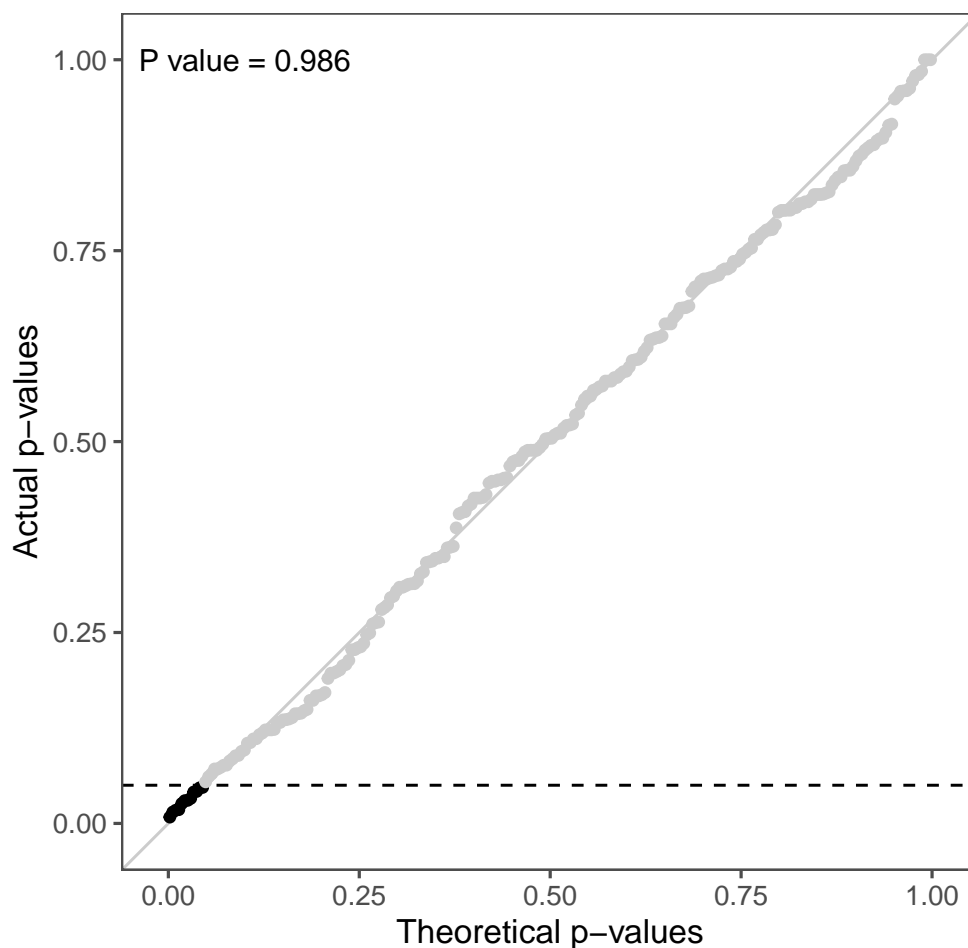
Figure D.4: QQ Plot (post-nomination study). *Note: The figure shows the distribution of actual p-values, as compared to the theoretical (uniform) distribution based on 256 (= 16×4×4) estimates of the conditional treatment effects (Figures D.2 and D.3). The estimates include all 3,053 participants. Respondents in the control group were exposed to no identity-based frames.*

In the Figures D.2 and D.3, we examine conditional treatment effects across all combinations of partisanship, race, and gender. These figures could, however, potentially hide interesting patterns in average effects by each individual characteristic. To address this possibility, we visualize conditional treatment effects by partisanship in Figure D.5, by race in

Figure D.6, and by gender in Figure D.7. As earlier, we estimate the effects of our four treatments on the four outcomes. Each figure presents the results using no identity frames as the control group. In line with the results above, we find few systematic patterns.
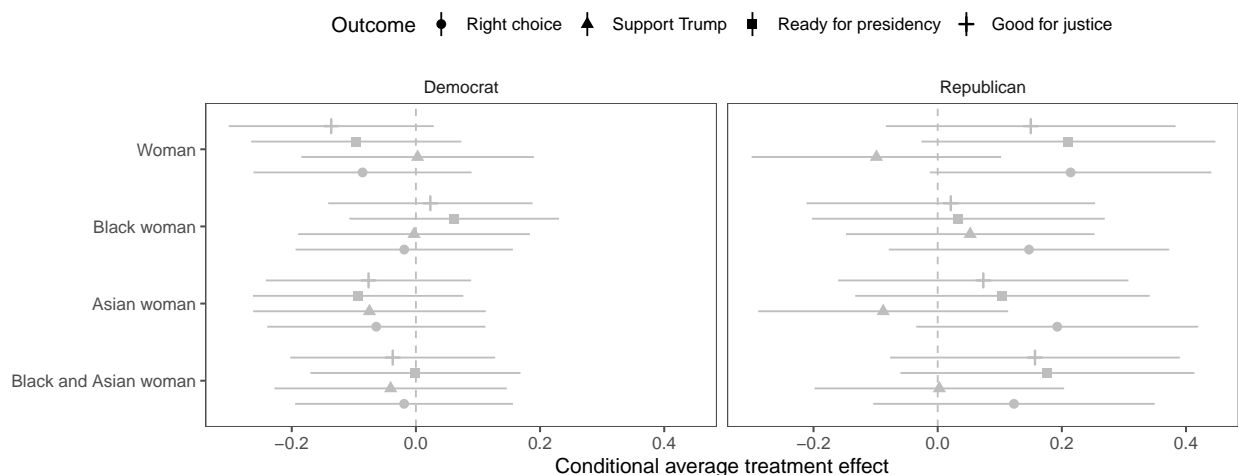

Figure D.5: Conditional average treatment effects by respondent partisanship (post-nomination study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*
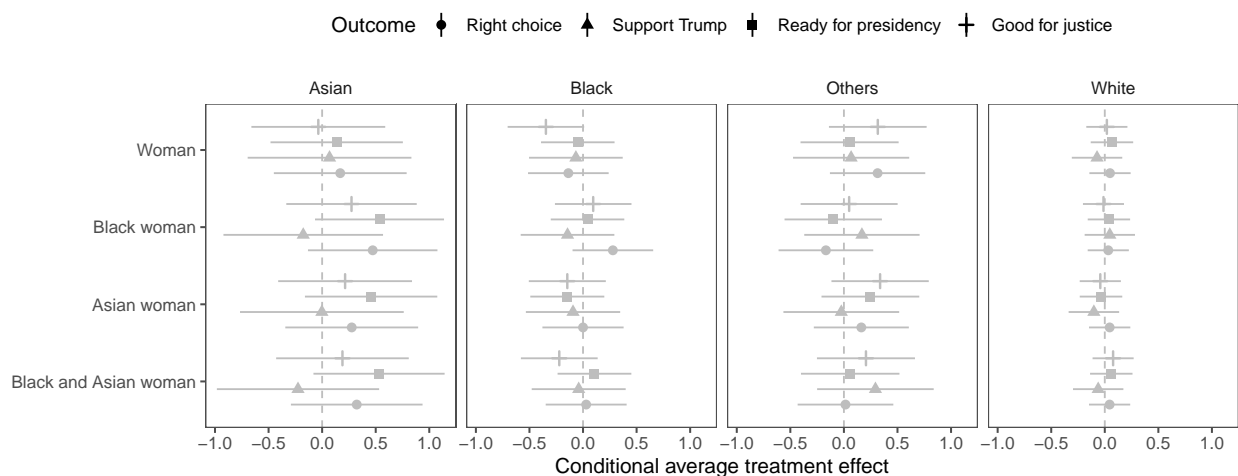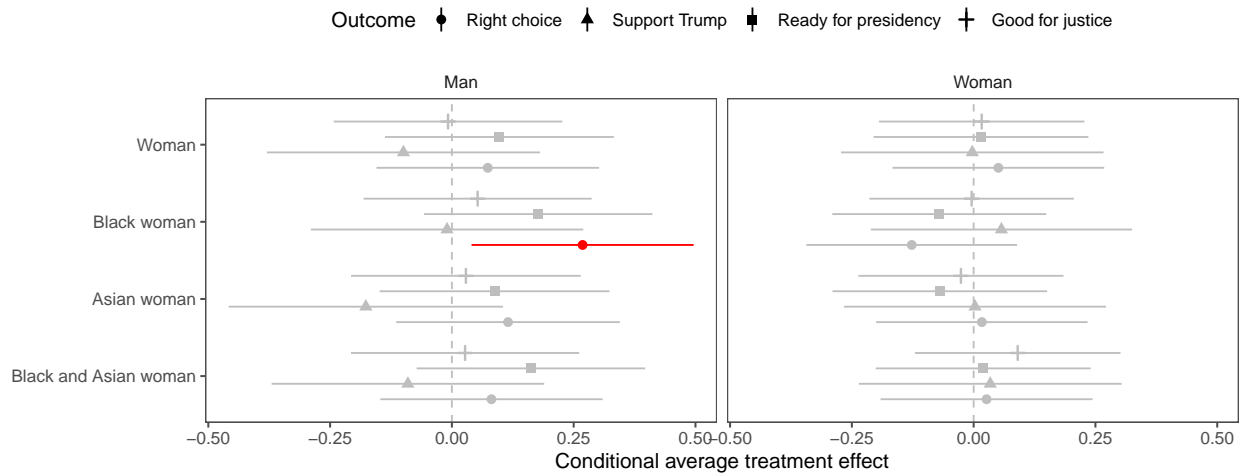

Figure D.6: Conditional average treatment effects by respondent race (post-nomination study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*

Figure D.7: Conditional average treatment effects by respondent gender (post-nomination study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*

D.1.3 Results excluding low-quality responses

For further exploratory analysis, we exclude 891 participants who failed to provide the correct answer to the simple attention check question (See Section A.1), and re-estimate the treatment effects on all the four outcome variables. The results are presented in Figure D.8. Out of sixteen coefficients, two (12.5%) of them become positive and statistically significant at the 0.05 level (highlighted in red), but there is no clear logic underlying these significant results.
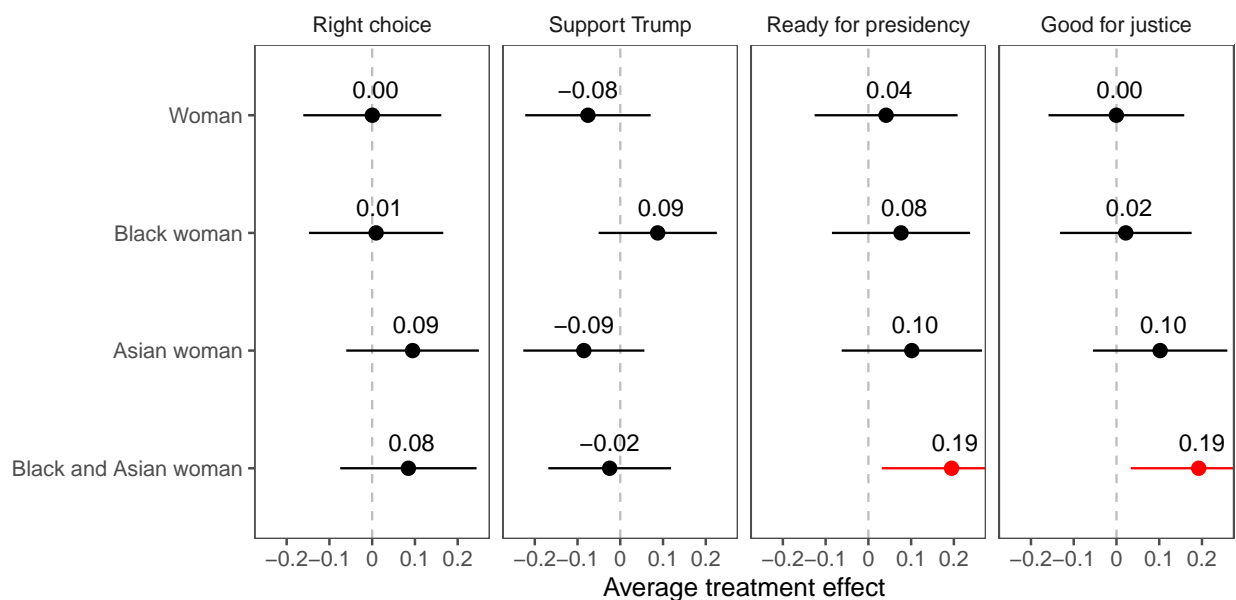

Figure D.8: Average treatment effects (post-nomination study, excluding satisficers) *Note: The horizontal lines represent 95% confidence intervals. Respondents in the control group were exposed to no identity-based frames. The estimates exclude 891 participants who failed to provide the correct answer to a simple attention check question.*

We note that any analyses excluding participants who failed the post-treatment attention check question could be susceptible to post-treatment bias. We therefore need to interpret these results with reservation. To examine whether the null results for our main analysis are due to the inclusion of low-quality responses, we would need to re-field the same study and exclude them based on *pre-treatment* attention check questions. Although we did not field the exact same study (because the context has changed in the real world), we designed the

post-inauguration study in part to address this issue.

D.2 Post-inauguration study

D.2.1 Group means

Figure D.9 shows the average for each outcome variable by control/treatment group.
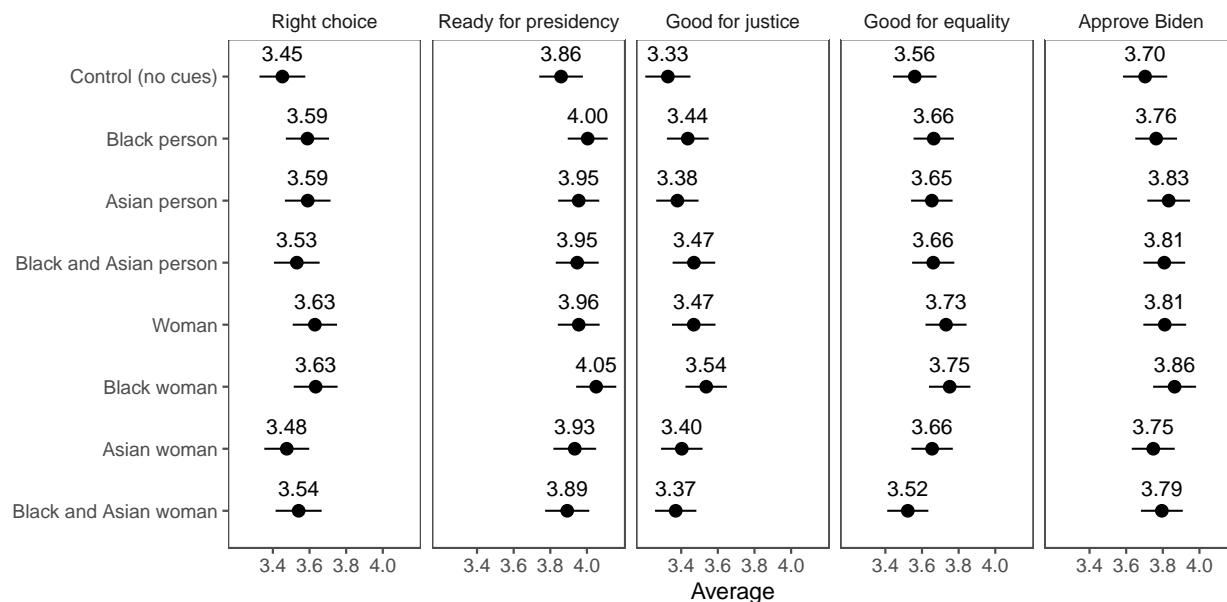

Figure D.9: Group means (post-inauguration study). *Note: The figure shows the average for each outcome variable for each treatment/control group. The horizontal lines represent 95% confidence intervals. See Section C.2 for details on the outcome questions.*

D.2.2 Subgroup analysis

We conduct subgroup analyses similar to the analyses for the post-nomination study (Section D.1). The total number of estimated conditional treatment effects is 560 (= 16 pre-stratified groups × 7 treatment groups × 5 outcome variables). The results are presented in Figures D.10 (for men) and D.11 (for women). Out of 560 estimates, only 21 (3.8%) are statistically statistically significant at the 0.05 level (highlighted in red), which is again about the number you might expect if the results were driven by random chance. We also do not see any clear

patterns. Taken together with the results from our other subgroup analysis, these findings might suggest that identity-based cues have the same general effect across different groups of people.
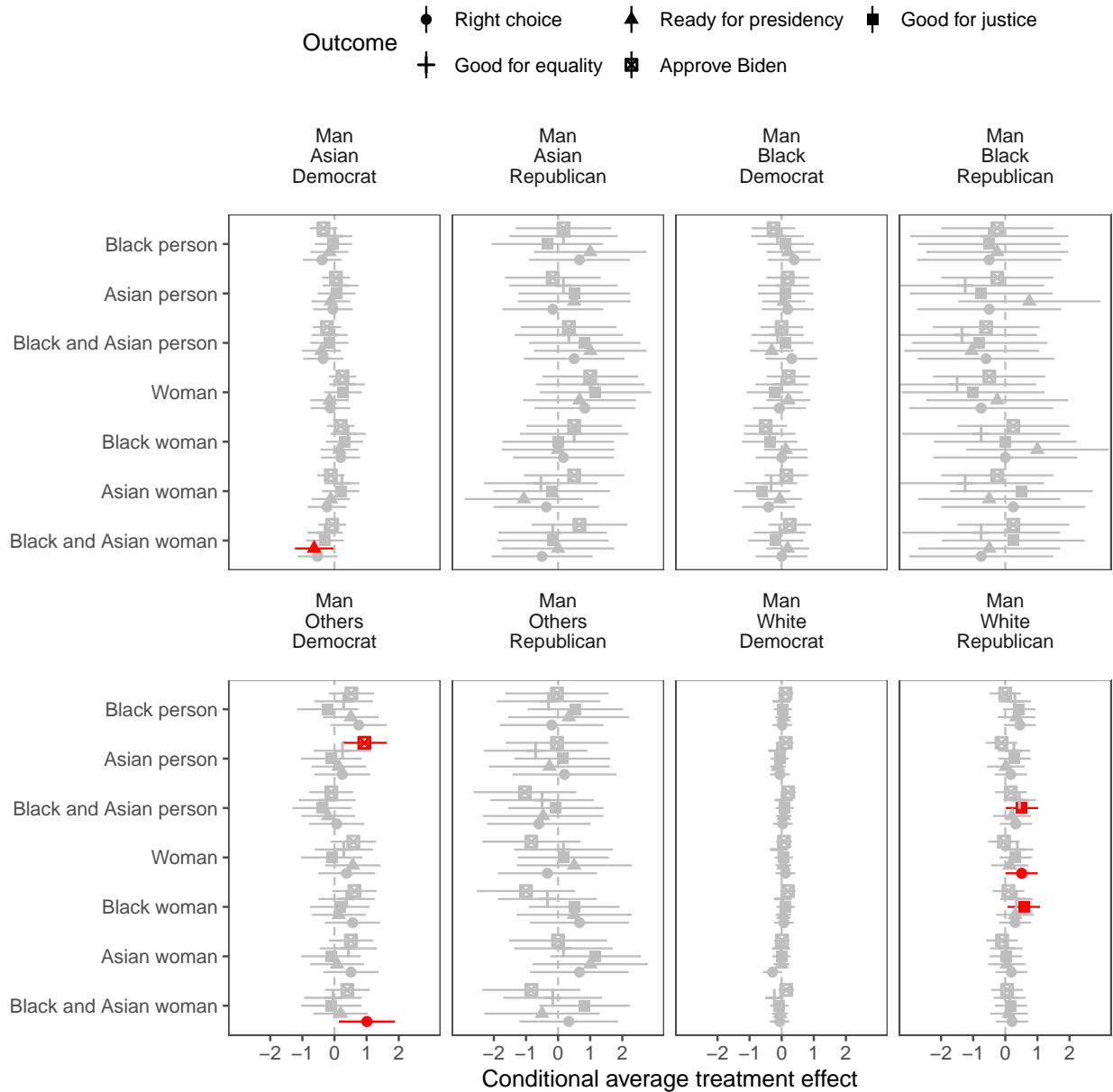

Figure D.10: Conditional average treatment effects (among men, post-inauguration study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*
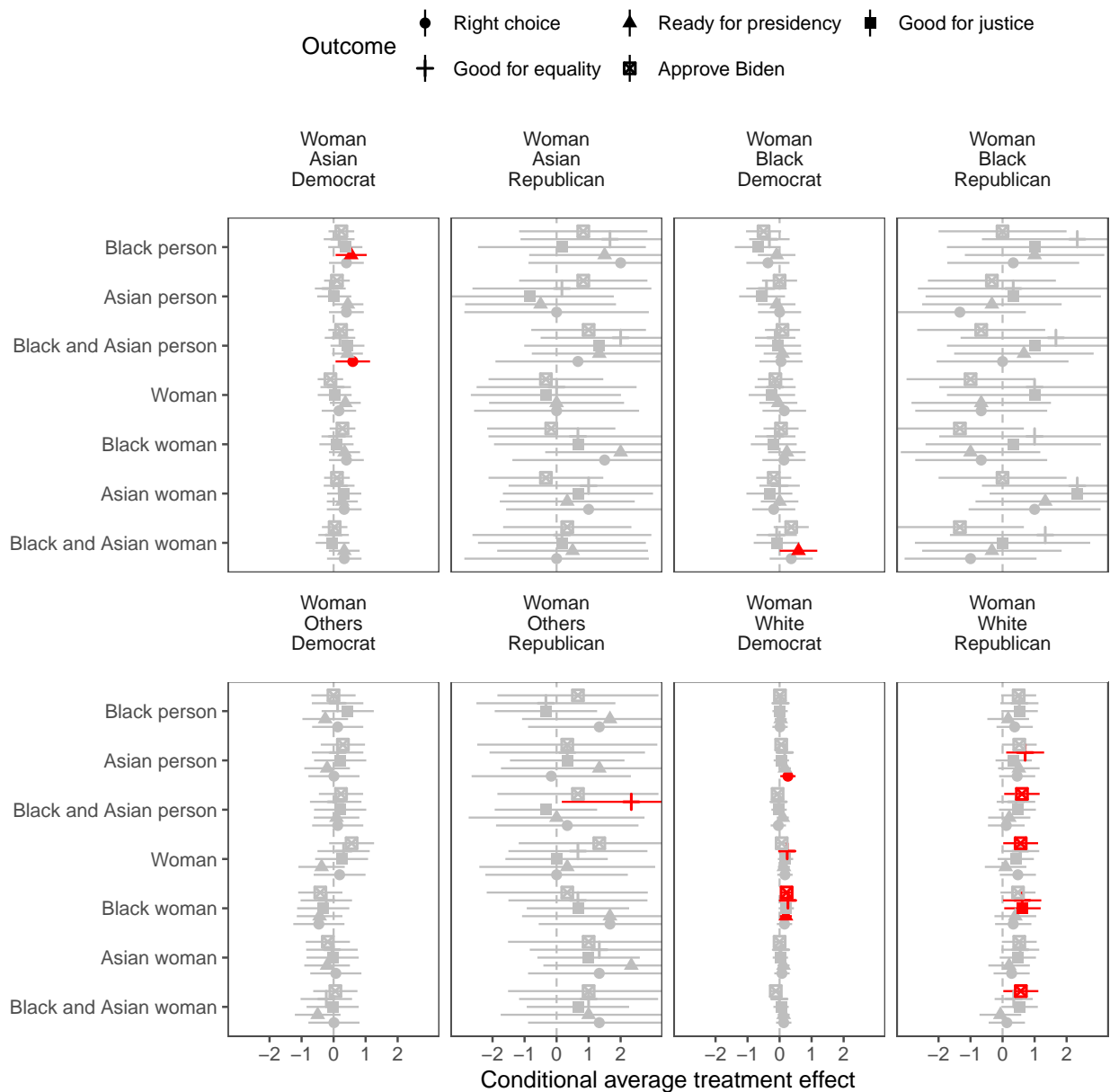
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Figure D.11: Conditional average treatment effects (among women, post-inauguration study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*

We also make a QQ-plot and conduct a Kolmogorov-Smirnov (KS) test. The results are presented in Figure D.12. Since the bootstrapped p value for this test is 0.424, we fail to reject the null hypothesis at the 0.05 level. We thus conclude that the observation of the

small proportion of statistically significant coefficients is due to random chance.
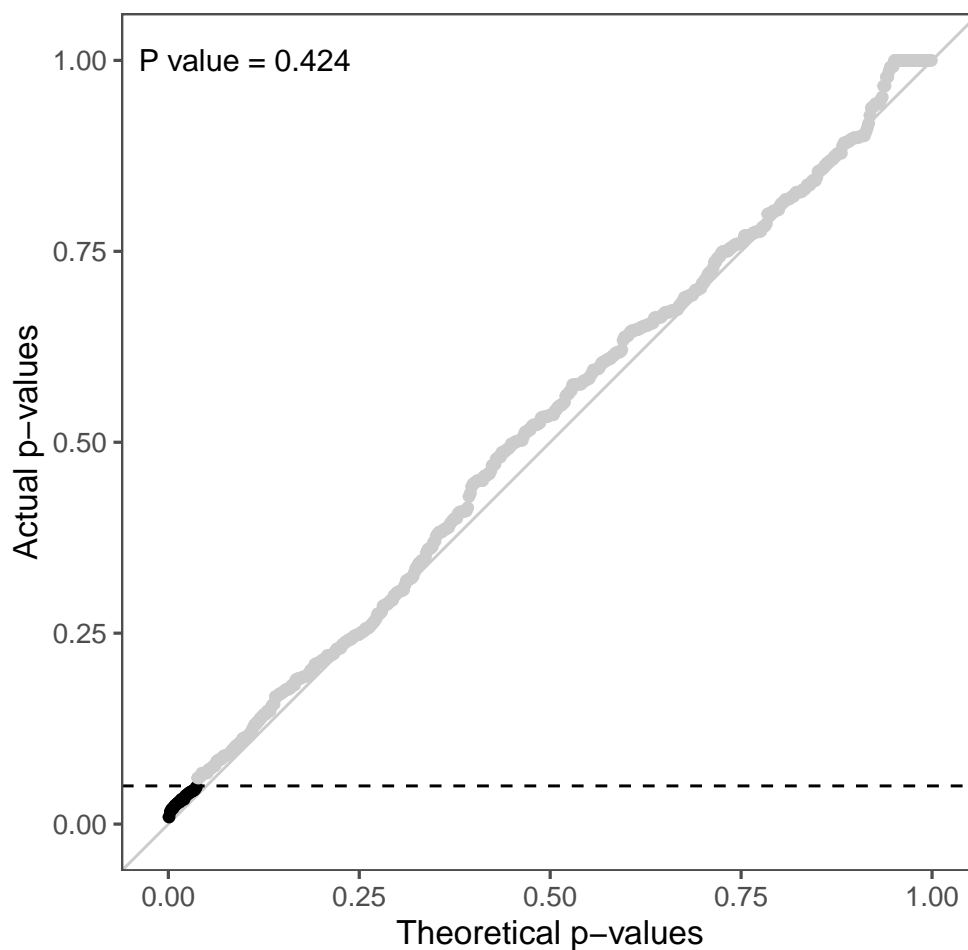

Figure D.12: QQ Plot (post-inauguration study). *Note: The figure shows the distribution of actual p-values, as compared to the theoretical (uniform) distribution based on 560 (= 16 × 7 × 5) estimates of the conditional treatment effects (Figures D.10 and D.11). The estimates include all 3,931 participants. Respondents in the control group were exposed to no identity-based frames.*

In the Figures D.10 and D.11, we examine conditional treatment effects across all combinations of partisanship, race, and gender. These figures could, however, potentially hide interesting patterns in average effects by each individual characteristic. To address this possibility, we visualize conditional treatment effects by partisanship in Figure D.13, by race in Figure D.14, and by gender in Figure D.15. We estimate the effects of our seven treatments

on the five outcomes. Each figure presents the results using no identity frames as the control group. As in the post-nomination study, we generally find few systematic patterns, with one possible exception.

Figure D.13 provides suggestive evidence that our post-inauguration study findings might have been driven—at least in part—by Republican respondents. Out of 28 estimates, 13 (46.4%) are statistically statistically significant at the 0.05 level (highlighted in red), which is higher than the number you would expect if the results were driven by random chance. Given the relatively small size of this subsample, and the large confidence intervals for these estimates in this subsample, we hesitate to make a definitive claim here.
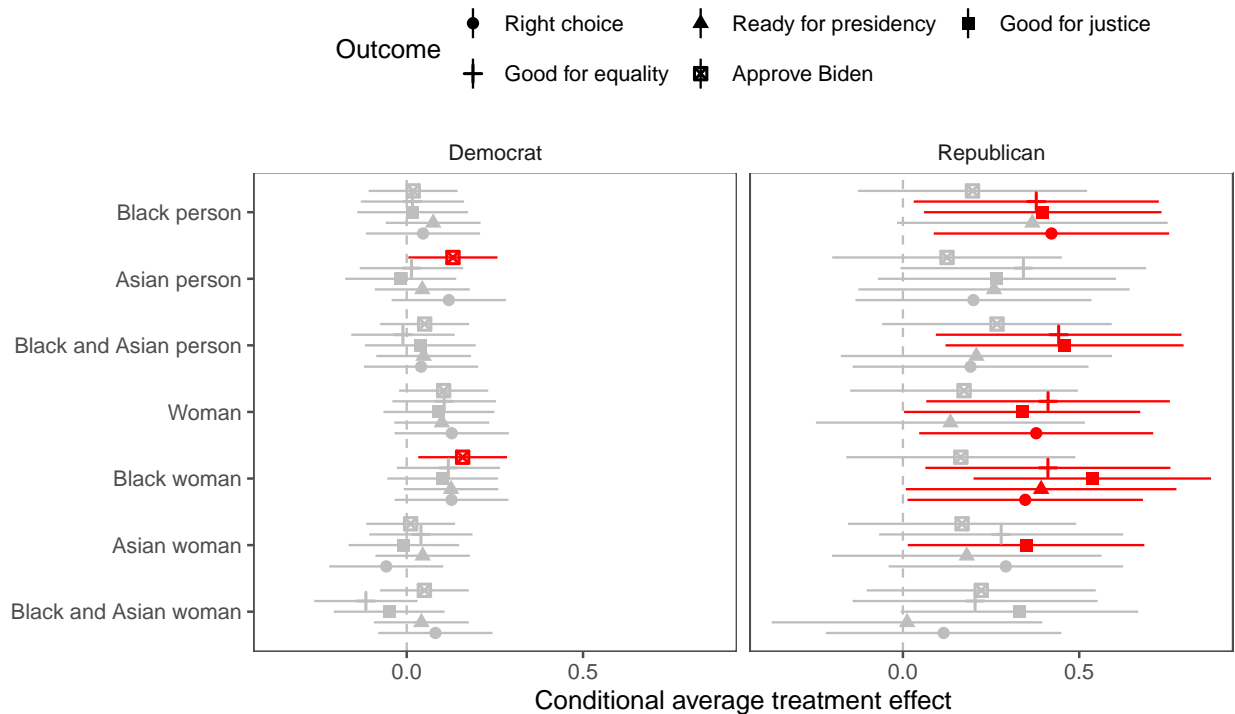

Figure D.13: Conditional average treatment effects by respondent partisanship (post-inauguration study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*
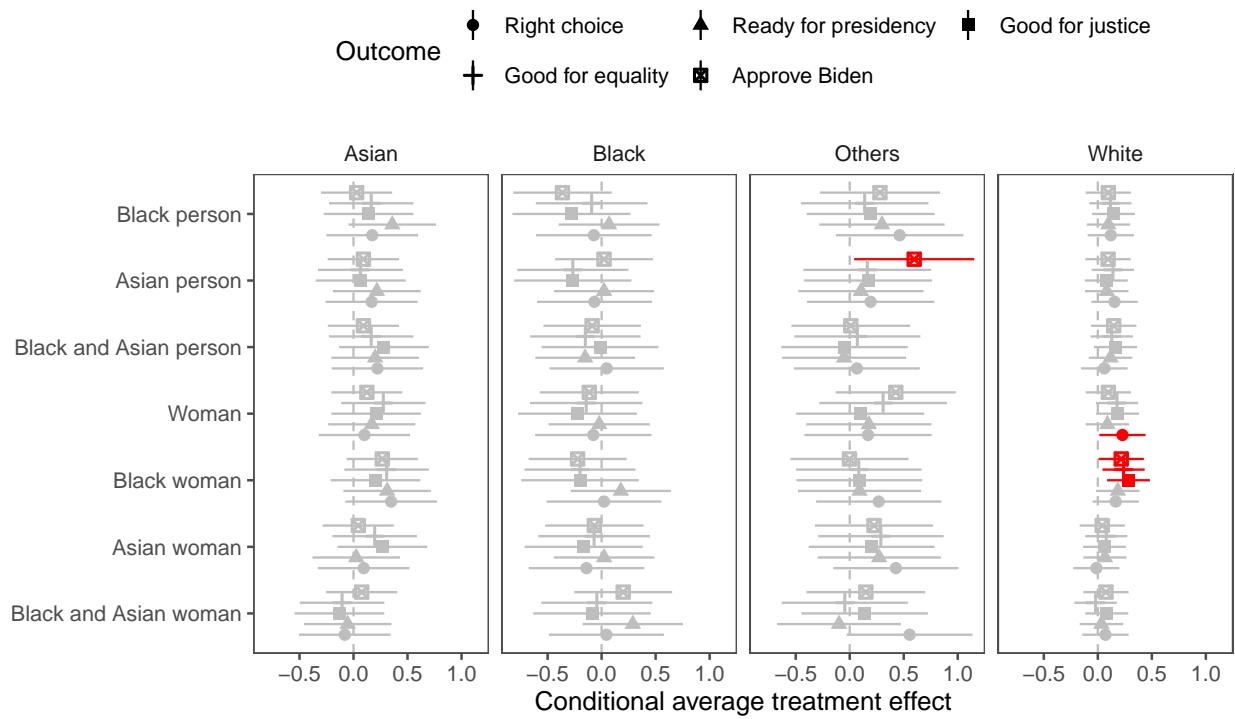
Figure D.14: Conditional average treatment effects by respondent race (post-inauguration study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*

Figure D.15: Conditional average treatment effects by respondent gender (post-inauguration study). *Note: The estimates are relative to the control group, in which respondents were exposed to no identity-based frames. The horizontal lines represent 95% confidence intervals. The effects that are significant at the 0.05 level are highlighted in red.*
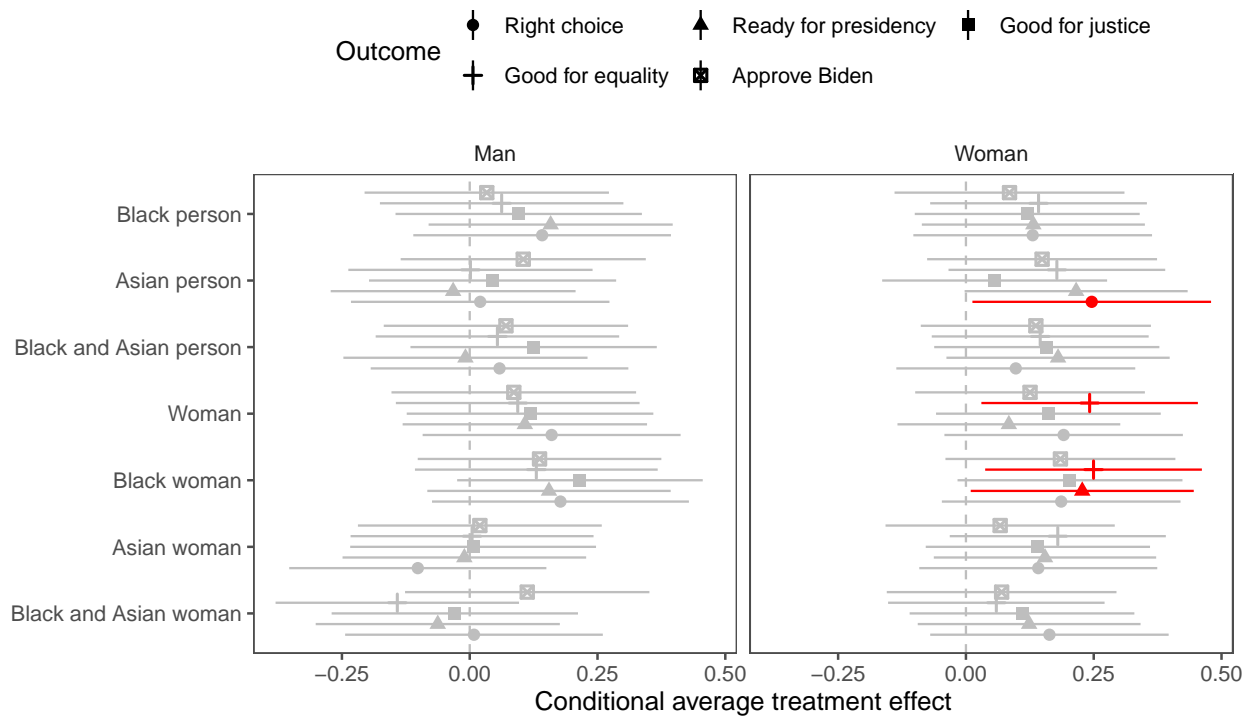
D.2.3 Results including low-quality responses

Out of 4,115 participants who completed the survey, 184 respondents (4.5%) failed to answer the pre-treatment attention check questions (see Section A.2). For our main analysis, we exclude them. As the questions are asked *before* the treatment assignment, the exclusion of these low-quality responses does not cause post-treatment bias. The results including them are presented in Figure D.16: they are almost identical to the results presented in Figure 2.
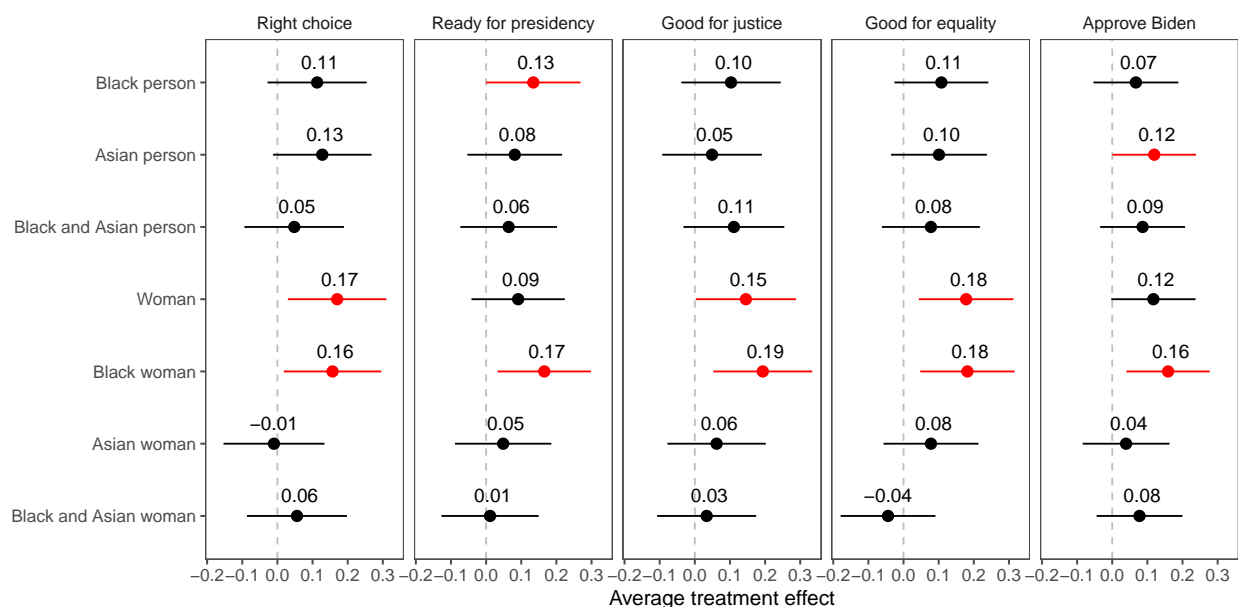

Figure D.16: Average treatment effects (post-inauguration study, including satisficers). *Note: The horizontal lines represent 95% confidence intervals. Respondents in the control group were exposed to no identity-based frames. The estimates exclude 184 participants who failed to provide the correct answers to simple attention check questions.*

D.2.4 Manipulation checks

Based on the post-treatment manipulation check questions (see Section A.2), we make three dichotomous variables and use them as the three separate dependent variables in our regression analyses. These variables measure whether a respondent choose *Woman* for the first question, *Asian* for the second question, or *Black* for the second question. There are three independent variables corresponding to the variations in our treatments. Each independent

Table D.1: Manipulation check (the post-inauguration study)

Model	(1)	(2)	(3)	(4)	(5)
	Woman	Asian	Asian	Black	Black
Woman	0.011**				
	(0.005)				
Asian		0.165***	0.159***		
		(0.014)	(0.015)		
Black				0.053***	0.052***
				(0.011)	(0.011)
Constant	0.969***	0.615***	0.616***	0.843***	0.842***
	(0.004)	(0.010)	(0.010)	(0.008)	(0.008)
Observations	3,931	3,931	3,741	3,931	3,741
Adjusted R^2	0.001	0.032	0.030	0.006	0.006

Note: Standard errors are in parentheses. The dependent variable is whether or not *Woman*, *Asian*, or *Black* was selected in a manipulation check question. The independent variable is whether or not *Woman*, *Asian*, or *Black* was mentioned in the treatment materials. Models (1), (2), and (4) include all observations. Models (3) and (5) exclude soft launch observations. $^*p < 0.1$, $^{***}p < 0.05$, $^{***}p < 0.01$ (two sided).

variable measures whether "Woman," "Asian," or "Black" was mentioned in the title of the article excerpt participants read.

The results of running ordinary least squares (OLS) regression models are shown in Table D.1. Models (1), (2), and (3) include all observations. Models (3) and (4) exclude soft launch observations. After the soft launch, we noticed that we had not set the constraint associated with "Not sure" properly (discussed in Section A.2). All of the regression coefficients are positive and statistically significant at the 0.05 level. Therefore, we conclude that respondents were properly manipulated in the ways we had expected. The effect of *Woman* in Model 1 is small, but this is because of a ceiling effect: among respondents in the control group, 96.7% of respondents correctly identified Harris's gender.

Table D.1 show some interesting patterns. Among respondents in the control group with no race cue, 84% answered that Harris is Black. However, only 62% answered that Harris is Asian. One possible reason for this is that headlines about Harris that indicate both of these racial identities consistently list her Black racial identity first. Another potential explanation is that Harris consistently campaigned as a Black candidate rather than an Asian one, attending more Black rallies and events than ones organized by Asian Americans (e.g., Barrett 2020; Bluestein, Murphy, and Mitchell 2020). From a campaign perspective, this is understandable—voter registration among Black Americans is consistently higher than that of Asian Americans (Igielnik and Budiman 2020).

Because baseline awareness of Harris's race is lower, the treatment effects on the manipulation check question are larger for the outcome variable measuring whether participants chose "Asian" compared to the effect for the outcome variable measuring whether they chose "Black." Despite the larger impact of the treatment on participants' (correct) understanding of Harris's racial identity, the treatment conditions that include "Asian" produce small and trivial effects, most of which are insignificant at the 0.05 level (Figure 2). We think that it is important to investigate the effects of cueing a politician's Asian (as compared to Black) identity, particularly in the context of growing anti-Asian discrimination in the U.S.

D.2.5 Demographics

Table D.2 shows the distribution of the three key attributes among study participants in the post-nomination study and the post-inauguration study. These three variables are used to generate 16 ($= 2 \times 4 \times 2$) blocks, within each of which we administered treatment assignment. Given the quotas set by Lucid Theorem, the sample for the post-nomination is reasonably representative of the U.S. adult population. In the post-inauguration study, we collected a convenience sample using Prolific. Although participants are more attentive and low-quality responses are filtered out, Asians and Democrats are overrepresented while other racial groups and Republicans are underrepresented. As we mention in the discussion section,

Table D.2: Basic demographics

Attribute	Level	Post-nomination (%)	Post-inauguration (%)	Difference
Gender	Man	48.12	48.87	-0.75
	Woman	51.88	51.13	0.75
Race	Asian	4.78	12.87	-8.09
	Black	12.45	9.08	3.37
	White	71.44	69.47	1.96
	Others	11.33	8.57	2.76
Party	Democrat	51.46	75.32	-23.87
	Republican	48.54	24.68	23.87

Note: Respondents who answered "Other" to the gender question were randomly assigned to either "Man" or "Woman" for the purposes of block randomization only. The number of observations is 3,053 in the post-nomination study and 3,931 in the post-inauguration study.

experimentalists should further investigate this attentiveness-representativeness trade off.

E   Supplementary survey

To investigate baseline knowledge about Kamala Harris's gender and racial identity, we added a few simple questions about Harris to a separate survey some of the authors fielded for another project. Specifically, from February 18 to March 5, 2021, using Qualtrics Panels, we collected a total of 1,548 participants. This sample is representative with respect to sex (male, female), age group (18-34, 35-54, 55 and over), ethnicity (Hispanic, not Hispanic), race (White, Black, Asian, Native American, Other), and education (with or without a college degree). We used two attention check questions to screen out inattentive respondents. We also excluded speeders. The questions asked are the following:

- "What do you think Kamala Harris's gender identity is?" Answer options: *Man, Woman, Not sure.*

- 'Which racial/ethnic group(s) do you think Kamala Harris identifies with? Please choose all that apply." Answer options: *White, Black or African American, Asian or Pacific Islander, American Indian or Alaska Native, Other, Not sure.*

Out of 1,548 participants, 1,360 participants (87.9%) correctly answered the first question about Harris's gender identity. In contrast, only 272 participants (17.6%) chose *both* "Black or African American" and "Asian or Pacific Islander" for her racial identity.

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