**Online Appendix for “Ranking Candidates in Local Elections”**

**Experimental Sample**

This study was deemed exempt by the IRB board at Davidson College, Syracuse University, and the University of California Merced protocol numbers 2020-052, 20-256, UCM2020-124. The survey was fielded online by Qualtrics in Fall 2020 (with the initial wave being fielded in late September and October 2020 and the recontact wave in November and early December 2020). Respondents were recruited from Qualtrics’ Research Services panel participants and paid by Qualtrics.

We requested that the respondent pool match quotas drawn from the 2019 American Community Survey and 2016 ANES for gender, race/ethnicity, education level, and party identification. Our survey yielded 2,418 responses in the initial wave; 530 respondents were recontacted for a second wave as discussed in the methodology section of the paper. The following table shows our sample demographics compared to the quotas we requested.

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| **Table A1: Summary Statistics** |
|  | Qualtrics Sample | ACS/ANES |
| Female | 54.2 | 50.8 |
| Male | 45.6 | 49.2 |
| White | 61.8 | 61.5 |
| Black | 12.2 | 12.3 |
| Asian | 5.5 | 5.5 |
| Latino  | 17.4 | 17.6 |
| HS or Less | 41.7 | 39.9 |
| Some college/AA | 31.2 | 29.2 |
| Bachelor’s or higher | 27.1 | 30.9 |
| Democrat | 46.4 | 43.5 |
| Independent | 8.9 | 17.3 |
| Republican | 44.8 | 39.2 |

The experimental design did not use deception and presented no apparent harms to respondents, thus no debriefing procedures were included. Respondents were compensated according to Qualtrics’ panelist compensation practices.

**Introductory Text for Experiment**

Local governments are in charge of providing many services for their residents like street paving, libraries, garbage collection, parks, sewers, and public safety.  Cities are usually governed by a legislative body called the city council and an executive called the mayor.  These officials are elected by residents who live in the city.

In some cities, members of the city council are elected by district or ward.  In these places, each city council member represents one geographic area of the city.  In other cities, members of the city council are elected by all voters in the city.  This is called an at-large election, and in these places, the city council members all represent the whole city.

On the next few pages, you will be asked to vote in hypothetical elections for mayor, for a city council member elected by district, and for two city council members elected at-large.

**Additional RCV Introduction**

The winner of these elections will be determined by ranked choice voting. In a ranked choice election, voters first rank all of the candidates running for office from their most favorite to their least favorite. Candidates who have enough first-choice votes to win their particular races will be declared winners.  Races in which it is not possible to determine winners based solely on the first-choice rankings proceed to multiple rounds of tabulation and the candidate with the lowest number of first choice votes in each round is eliminated.

This process continues until a candidate receives enough votes to be elected.  For mayoral and district city council seats, candidates must receive 50%+1 votes to win.  In the at-large elections for two city council seats, candidates must receive 33%+1 votes to win.  In at-large elections, when a candidate reaches the required threshold, that candidate's surplus votes are distributed to the voters' next choices. Your first-choice candidate will receive your vote during the initial count up of all votes and continue to be counted as your vote as long as they receive enough total votes to avoid elimination in a given round of vote counting. If your first-choice candidate is eliminated, then your second, third, and fourth choices will be counted as receiving your vote in subsequent rounds of voting tabulation, by order of preference, for candidates who have not yet been eliminated.   For example, in an election for mayor you might mark Sam Jones as your first choice, Tasha Smith as your second choice, Alexis Williams as your third choice, and Lucas Johnson as your fourth choice. If Sam Jones is eliminated from the race after the first round because he received the lowest number of first-choice votes, your vote goes to Tasha Smith in the next round. If Sam Jones is not eliminated, your first-choice vote remains with him.

**Name Selection Method**

The U.S. Census Bureau provides a list of all surnames that occurred at least 100 times in the 2000 Census population (http://www2.census.gov/topics/genealogy/2000surnames/names.zip). These data include information regarding the number of times the name occurs as well as the racial makeup of each name. For instance, the surname Smith occurs 2,376,206 times. Approximately 73% of those with the last name Smith are white, 22% are black, 1.3% are Asian, and 1.6% are Latino. We used this information to calculate the most common names for each racial group. We selected the 20 most common names for each group that were not common for any other racial group (represented fewer than .1% of other the groups’ total). Given research that suggests children from white and Asian families have similar names (Fryer Jr and Levitt 2004), we selected first names for whites, Asians, and Latinos using the Social Security Administration’s 30 most popular girls’ and boys’ names from 1970 (making our candidates about 45 years old). We randomly assigned these names to the last names from the Census file, and made some adjustments by hand to increase plausibility. For example, we exchanged Kelly Lopez and Christine Schmidt’s first names to create Kelly Schmidt and Christine Lopez. For African American first names we relied on published papers identifying first names considered “distinctively African-American” (Bertrand and Mullainathan 2004, 995, Lieberson and Bell 1992, Figlio 2005).

**Table A2: Candidate Names Used in Experiments**

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|  |
| Asian/Pacific Islander | Female | Tina | Tran |
| Asian/Pacific Islander | Female | Julie | Chang |
| Asian/Pacific Islander | Female | Melissa | Nguyen |
| Asian/Pacific Islander | Female | Rebecca | Lam |
| Asian/Pacific Islander | Female | Lisa | Wong |
| Asian/Pacific Islander | Female | Laura | Huang |
| Asian/Pacific Islander | Female | Michelle | Wu |
| Asian/Pacific Islander | Female | Tammy | Kim |
| Asian/Pacific Islander | Female | Stephanie | Pham |
| Asian/Pacific Islander | Female | Tracy | Lin |
| Asian/Pacific Islander | Female | Pamela | Ho |
| Asian/Pacific Islander | Male | Matthew | Chen |
| Asian/Pacific Islander | Male | Jeffrey | Choi |
| Asian/Pacific Islander | Male | Jason | Park |
| Asian/Pacific Islander | Male | Eric | Yang |
| Asian/Pacific Islander | Male | Ronald | Wang |
| Asian/Pacific Islander | Male | Steven | Yu |
| Asian/Pacific Islander | Male | Joseph | Liu |
| Asian/Pacific Islander | Male | James | Chan |
| Asian/Pacific Islander | Male | Kevin | Huynh |
| Black/African American | Female | Aisha | James |
| Black/African American | Female | Latoya | Butler |
| Black/African American | Female | Tamika | Ford |
| Black/African American | Female | Latonya | Coleman |
| Black/African American | Female | Kenya | Dixon |
| Black/African American | Female | Ebony | Simmons |
| Black/African American | Female | Keisha | Richardson |
| Black/African American | Female | Tanisha | Holmes |
| Black/African American | Female | Monique | Bryant |
| Black/African American | Female | Lakisha | Watson |
| Black/African American | Male | Leroy | Brooks |
| Black/African American | Male | Rasheed | Henderson |
| Black/African American | Male | Jamal | Barnes |
| Black/African American | Male | Kareem | Jordan |
| Black/African American | Male | Hakiim | Powell |
| Black/African American | Male | Tyrone | Washington |
| Black/African American | Male | Darnell | Jenkins |
| Black/African American | Male | Jermaine | Sanders |
| Black/African American | Male | Dwayne | Alexander |
| Black/African American | Male | Tremayne | Griffin |
| Hispanic | Female | Jennifer | Morales |
| Hispanic | Female | Elizabeth | Gutierrez |
| Hispanic | Female | Cynthia | Hernandez |
| Hispanic | Female | Sandra | Alvarez |
| Hispanic | Female | Patricia | Ramirez |
| Hispanic | Female | Susan | Chavez |
| Hispanic | Female | Mary | Gonzales |
| Hispanic | Female | Angela | Gonzalez |
| Hispanic | Female | Christine | Lopez |
| Hispanic | Male | David | Sanchez |
| Hispanic | Male | Paul | Flores |
| Hispanic | Male | Thomas | Rodriguez |
| Hispanic | Male | Robert | Torres |
| Hispanic | Male | Christopher | Ruiz |
| Hispanic | Male | Richard | Martinez |
| Hispanic | Male | Anthony | Gomez |
| Hispanic | Male | John | Diaz |
| Hispanic | Male | Stephen | Rivera |
| Hispanic | Male | Daniel | Perez |
| Hispanic | Male | Michael | Ortiz |
| White | Female | Nicole | Patterson |
| White | Female | Karen | Peterson |
| White | Female | Shannon | Hoffman |
| White | Female | Wendy | Burns |
| White | Female | Heather | Wagner |
| White | Female | Amy | Stone |
| White | Female | Dawn | Fox |
| White | Female | Kimberly | Ryan |
| White | Female | Kelly | Schmidt |
| White | Female | Lori | Mcdonald |
| White | Male | Donald | Cox |
| White | Male | Timothy | Snyder |
| White | Male | Scott | Olson |
| White | Male | Kenneth | Fisher |
| White | Male | Brian | Hansen |
| White | Male | Gregory | Myers |
| White | Male | Todd | Kennedy |
| White | Male | William | Reynolds |
| White | Male | Charles | Meyer |
| White | Male | Mark | Sullivan |

**Pre-testing perceptions of candidate names**

**Table A3: Voter Estimates of Candidate Experience by Candidate Race and Gender**

In a separate experiment with 2000 MTurk respondents, we pre-tested the perceptions of these name combinations. The MTurk HIT was described as a survey on decision-making and group membership. To qualify, individuals needed to have approval rates for all requesters’ HITS to be greater than or equal to 95%, have a minimum of 50 HITS previously approved, and be located in the United States. MTurk participants received 50-80 cents upon completion of the survey (with higher pay for longer surveys).

Respondents were asked how likely it is that a randomly selected name had served as a city council member. Answers were recorded on a five-point scale with higher values indicating that the candidate was more likely to be a city council member. Table A3 shows the results of regressing this answer on candidates’ gender and race.

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| **Effect of Candidate Race and Gender on Perceived Political Experience** |
|  | Β | Std. Error | P>|t| |
| Candidate Race |  |  |  |
| Black | -0.863 | 0.065 | 0.000 |
| Asian | -0.532 | 0.065 | 0.000 |
| Latino | -0.440 | 0.065 | 0.000 |
|  |  |  |  |
| Candidate Gender |  |  |  |
| Female | -0.117 | 0.046 | 0.011 |
| Constant | 3.533 | 0.052 | 0.000 |
| N | 1,999 |  |  |

**Table A4. Voter Ratings of Candidate Ideology by Candidate Race and Gender**

Respondents were also asked their perception of the ideology of the name combination as well with no other identifying information. Respondents rated the names on a scale from 1 (very liberal) to 7 (very conservative) Table A4 shows the average ideology rating for candidates of different races and genders.

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| **Mean Ideology Rating for Names Representing Different Demographic Traits** |
|  | **Mean Rating** | **95% Confidence Interval** |
| White Candidates | 4.043 | 4.010 – 4.077 |
| Black Candidates | 3.662 | 3.636 – 3.688 |
| Asian Candidates | 3.985 | 3.959 – 4.010 |
| Latino Candidates | 3.791 | 3.763 – 3.816 |
| Male Candidates | 3.956 | 3.933 – 3.979 |
| Female Candidates | 3.782 | 3.762 – 3.802 |

**Figure A1: Partisan Labels in Plurality Elections**



Bertrand, Marianne, and Sendhil Mullainathan. 2004. "Are Emily and Greg more employable than Lakisha and Jamal? A field experiment on labor market discrimination." *American economic review* 94 (4):991-1013.

Figlio, David N. 2005. Names, expectations and the black-white test score gap. National Bureau of Economic Research Cambridge, Mass., USA.

Fryer Jr, Roland G, and Steven D Levitt. 2004. "The causes and consequences of distinctively black names." *The Quarterly Journal of Economics* 119 (3):767-805.

Lieberson, Stanley, and Eleanor O Bell. 1992. "Children's first names: An empirical study of social taste." *American Journal of sociology* 98 (3):511-554.