

# **Party Identification and Memory Effects**

## **Survey Flow**

**BlockRandomizer: 1 -**

EmbeddedData  
Condition = Rep Control  
EmbeddedData  
Condition = Dem Control  
EmbeddedData  
Condition = Rep Positive  
EmbeddedData  
Condition = Rep Negative  
EmbeddedData  
Condition = Dem Positive  
EmbeddedData  
Condition = Dem Negative

**BlockRandomizer: 1 -**

EmbeddedData  
Realization = Edu  
EmbeddedData  
Realization = GG  
EmbeddedData  
Realization = Healthcare  
EmbeddedData  
Realization = Econ

**Standard: Consent (1 Question)**

**Branch: New Branch**

If

If My name is Jacqueline Colao and I am a Ph.D. student at the University of California. I am conduc... I agree to participate Is Not Selected

**EndSurvey: Advanced**

Standard: Attention Audit (1 Question)  
Block: Voter Guide Blurb (1 Question)  
Standard: Background Information Introduction (1 Question)  
Standard: Pre-treatment Covariates (5 Questions)  
Standard: Pretreatment with Party Q (6 Questions)  
Standard: Candidate Bio Intro (1 Question)

**Branch: New Branch**

If

If Condition Is Equal to Dem Positive  
And Realization Is Equal to Healthcare

**Block: Dem\_Pos\_Health (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Positive  
And Realization Is Equal to GG**

**Block: Dem\_Pos\_GG (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Positive  
And Realization Is Equal to Edu**

**Block: Dem\_Pos\_Edu (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Positive  
And Realization Is Equal to Econ**

**Block: Dem\_Pos\_Econ (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Negative  
And Realization Is Equal to Healthcare**

**Block: Dem\_Neg\_Health (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Negative  
And Realization Is Equal to GG**

**Block: Dem\_Neg\_GG (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Negative  
And Realization Is Equal to Edu**

**Block: Dem\_Neg\_Edu (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Negative  
And Realization Is Equal to Econ**

**Block: Dem\_Neg\_Econ (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Positive  
And Realization Is Equal to Healthcare**

**Block: Rep\_Pos\_Health (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Positive  
And Realization Is Equal to GG**

**Block: Rep\_Pos\_GG (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Positive  
And Realization Is Equal to Edu**

**Block: Rep\_Pos\_Edu (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Positive  
And Realization Is Equal to Econ**

**Block: Rep\_Pos\_Econ (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Negative  
And Realization Is Equal to Healthcare**

**Block: Rep\_Neg\_Health (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Negative  
And Realization Is Equal to GG**

**Block: Rep\_Neg\_GG (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Negative  
And Realization Is Equal to Edu**

**Block: Rep\_Neg\_Edu (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Negative  
And Realization Is Equal to Econ**

**Block: Rep\_Neg\_Econ (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Control  
And Realization Is Equal to Healthcare**

**Block: Dem\_C\_Healthcare (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Control  
And Realization Is Equal to GG**

**Block: Dem\_C\_GG (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Control  
And Realization Is Equal to Edu**

**Block: Dem\_C\_Edu (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Dem Control  
And Realization Is Equal to Econ**

**Block: Dem\_C\_Econ (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Control  
And Realization Is Equal to Healthcare**

**Block: Rep\_C\_Healthcare (4 Questions)**

**Branch: New Branch**

**If**

**If Condition Is Equal to Rep Control  
And Realization Is Equal to GG**

Block: Rep\_C\_GG (4 Questions)

Branch: New Branch

If

If Condition Is Equal to Rep Control  
And Realization Is Equal to Edu

Block: Rep\_C\_Edu (4 Questions)

Branch: New Branch

If

If Condition Is Equal to Rep Control  
And Realization Is Equal to Econ

Block: Rep\_C\_Econ (4 Questions)

Standard: Distractor Task Segue (1 Question)  
Standard: Distractor Task 1 (5 Questions)  
Standard: Distractor Task 2 (2 Questions)  
Standard: Dependent Variables Intro Blurb (1 Question)  
Block: DVs 1 (3 Questions)  
Standard: DVs 2 (3 Questions)

Branch: New Branch

If

If Realization Is Equal to Healthcare

Block: Policy Effects - Healthcare (1 Question)

Branch: New Branch

If

If Realization Is Equal to Edu

Standard: Policy Effects - Education (1 Question)

Branch: New Branch

If

If Realization Is Equal to Econ

Standard: Policy Effects - Economy (1 Question)

Branch: New Branch

If

If Realization Is Equal to GG

Standard: Policy Effects - Infrastructure (1 Question)

Standard: Payment and Debrief Question (3 Questions)

Branch: New Branch

If

If Would you like to to know more about this study and its objectives? Yes, I  
woud like to learn more. Is Not Selected

**EndSurvey:**

Standard: Debrief (1 Question)

**EndSurvey:**

Page Break

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## Start of Block: Consent

Q147 My name is Jacqueline Colao and I am a Ph.D. student at the University of California. I am conducting a research project, the purpose of which is to gather information on the utility of informational guides. This survey should take no more than 5 minutes to complete. **Confidentiality** As with all research, there is a chance that confidentiality could be compromised; however, we are taking the following precautions to minimize this risk: No information that could be used to identify you will be recorded or associated with your responses in the data. The research records will be stored on a password-protected computer. Only I will have access to your study records. **Compensation** You will receive \$0.20 for your participation in this survey today. **Rights** Participation in research is completely voluntary. You can decline to answer any questions and are free to stop taking part in the project at any time. Whether or not you choose to participate, to answer any particular question, or continue participating in the project, there will be no penalty to you or loss of benefits to which you are otherwise entitled. **Questions** If you have any questions about this research, please feel free to contact me. I can be reached at [jcolao@berkeley.edu](mailto:jcolao@berkeley.edu). You may also contact my adviser, Professor Gabe Lenz, at [glenz@berkeley.edu](mailto:glenz@berkeley.edu). If you have any questions about your rights or treatment as a research participant in this study, please contact the University of California at Berkeley's Committee for Protection of Human Subjects at 510-642-7461, or e-mail [subjects@berkeley.edu](mailto:subjects@berkeley.edu). Thank you for your interest in this study!

- I agree to participate (1)
- I do not agree to participate (2)

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Page Break

End of Block: Consent

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Start of Block: Attention Audit

Q146 We check responses carefully in order to make sure that people have read the instructions for the task and responded thoughtfully. We will only accept participants who clearly demonstrate that they have read and understood the survey. There may be some very simple questions in what follows that test whether you are paying attention. If you get these wrong, we may not be able to use your data.

- I understand (4)
- I do not understand (5)

End of Block: Attention Audit

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Start of Block: Voter Guide Blurb

Q1 We are developing a non-partisan voter guide to better educate voters on election candidates. We would like your feedback on hypothetical candidate biographies that may be included in the voter guide.

End of Block: Voter Guide Blurb

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Start of Block: Background Information Introduction

Q159 We will first ask some background information about you. After this, we will show you an example of a candidate biography that may be included in the voter guide. We will then ask your opinion on various aspects of this biography and your opinion on voter guides generally.

End of Block: Background Information Introduction

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Start of Block: Pre-treatment Covariates

Q5 In what year were you born?

▼ 1999 (7) ... 1900 (105)



Q9 What is your race? If the race that you identify with is not below, please select other

- White/Caucasian (1)
  - Black or African American (2)
  - Asian or Pacific Islander (12)
  - Hispanic or Latino (3)
  - Native American or American Indian (4)
  - Other (5)
- 



Q7 What is the highest level of education you have completed?

- Less than High School (1)
  - High School / GED (2)
  - Some College (3)
  - 2 Year College Degree (5)
  - 4 Year College Degree (7)
  - Higher Than a 4 Year Degree (8)
  - Other (9)
- 

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Q155 What gender do you identify with?

- Man (1)
  - Woman (2)
  - Non-binary (3)
  - Agender (4)
  - Other (5)
- 

Q11 What is your current marital status? To show that you are paying attention, please select other and married.

- Single, never married (1)
- Married (2)
- Living with a partner (5)
- Separated (6)
- Divorced (7)
- Widowed (8)
- Other (9)

End of Block: Pre-treatment Covariates

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Start of Block: Pretreatment with Party Q

Q3 Generally speaking, how often do you watch the news?

- Never (1)
  - Less than once a week (2)
  - 1-3 times a week (3)
  - 4-6 times a week (4)
  - Everyday (5)
- 

Q38 Generally speaking, how knowledgeable about politics would you consider yourself?

- Extremely knowledgeable (1)
  - Very knowledgeable (2)
  - Moderately knowledgeable (3)
  - Slightly knowledgeable (4)
  - Not knowledgeable at all (5)
- 

PIDroot Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, or something else?

- Democrat (1)
  - Republican (2)
  - Independent (3)
  - Other (4)
-

*Display This Question:*

*If Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent,... = Democrat*

Q32 Would you call yourself a strong Democrat or a not very strong Democrat?

- Strong (1)
- Not very strong (2)

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*Display This Question:*

*If Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent,... = Republican*

Q37 Would you call yourself a strong Republican or a not very strong Republican?

- Strong (1)
- Not very strong (2)

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*Display This Question:*

*If Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent,... = Independent*

*Or Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent,... = Other*

Q33 Do you think of yourself as closer to the Republican Party or to the Democratic Party?

- Closer to the Republican Party (1)
- Closer to the Democratic Party (2)
- Neither (3)

**End of Block: Pretreatment with Party Q**

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**Start of Block: Candidate Bio Intro**

Q15 Thank you for answering the background questions. Next, you will see a candidate biography. To make it easier to read, the biography is spread across four screens. Please read the information on each screen carefully.

End of Block: Candidate Bio Intro

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Start of Block: Dem\_Pos\_Health

Q160 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Page Break

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Q161 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q162 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Page Break 

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Q163 Once in office, Brickley became most known for a healthcare bill that he sponsored. A non-partisan research center found that this bill led to a significant increase in the number of people with health insurance in Nebraska and an overall decrease in the cost of insurance premiums.

End of Block: Dem\_Pos\_Health

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Start of Block: Dem\_Pos\_GG

Q86 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Page Break

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Q165 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q166 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Page Break 

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Q167 Once in office, Brickley became most known for an infrastructure bill that he sponsored. A non-partisan research center found that this bill led to a significant refurbishing of the state's most traveled highway, resulting in a decrease in both auto accidents and traffic buildups on the highway.

End of Block: Dem\_Pos\_GG

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Start of Block: Dem\_Pos\_Edu

Q64 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q168 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q169 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q170 Once in office, Brickley became most known for an education bill that he sponsored. A non-partisan research center found that this bill led to a much more effective learning environment for students and students scoring significantly higher on tests.

End of Block: Dem\_Pos\_Edu

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Start of Block: Dem\_Pos\_Econ

Q34 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q171 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q172 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q173 Once in office, Brickley became most known for an economic bill that he sponsored. A non-partisan research center found that this bill led to a significant increase in Nebraska's GDP and sparked an increase in job creation within the state.

End of Block: Dem\_Pos\_Econ

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Start of Block: Dem\_Neg\_Health

Q92 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q174 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q175 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q176 Once in office, Brickley became most known for a healthcare bill that he sponsored. A non-partisan research center found that this bill led to a significant decrease in the number of people with health insurance in Nebraska and an overall increase in the cost of insurance premiums.

End of Block: Dem\_Neg\_Health

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Start of Block: Dem\_Neg\_GG

Q88 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q177 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q178 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q179 Once in office, Brickley became most known for an infrastructure bill that he sponsored. A non-partisan research center found that this bill led to an indefinite period of construction on the state's most traveled highway, resulting in an increase in both auto accidents and traffic buildups on the highway.

End of Block: Dem\_Neg\_GG

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Start of Block: Dem\_Neg\_Edu

Q78 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q180 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q181 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q182 Once in office, Brickley became most known for an education bill that he sponsored. A non-partisan research center found that this bill led to a much less effective learning environment for students and students scoring significantly lower on tests.

End of Block: Dem\_Neg\_Edu

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Start of Block: Dem\_Neg\_Econ

Q36 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q183 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q184 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q185 Once in office, Brickley became most known for an economic bill that he sponsored. A non-partisan research center found that this bill led to a significant decrease in Nebraska's GDP and contributed to a decrease in job creation within the state.

End of Block: Dem\_Neg\_Econ

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Start of Block: Rep\_Pos\_Health

Q89 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q186 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q188 Once in office, Brickley became most known for a healthcare bill that he sponsored. A non-partisan research center found that this bill led to a significant increase in the number of people with health insurance in Nebraska and an overall decrease in the cost of insurance premiums.

End of Block: Rep\_Pos\_Health

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Start of Block: Rep\_Pos\_GG

Q85 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q189 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q191 Once in office, Brickley became most known for an infrastructure bill that he sponsored. A non-partisan research center found that this bill led to a significant refurbishing of the state's most traveled highway, resulting in a decrease in both auto accidents and traffic buildups on the highway.

End of Block: Rep\_Pos\_GG

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Start of Block: Rep\_Pos\_Edu

Q57 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q192 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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End of Block: Rep\_Pos\_Edu

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Start of Block: Rep\_Pos\_Econ

Q33 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q195 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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End of Block: Rep\_Pos\_Econ

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Start of Block: Rep\_Neg\_Health

Q91 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q198 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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End of Block: Rep\_Neg\_Health

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Start of Block: Rep\_Neg\_GG

Q87 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q201 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q202 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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End of Block: Rep\_Neg\_GG

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Start of Block: Rep\_Neg\_Edu

Q71 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q204 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q205 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q206 Once in office, Brickley became most known for an education bill that he sponsored. A non-partisan research center found that this bill led to a much less effective learning environment for students and students scoring significantly lower on tests.

End of Block: Rep\_Neg\_Edu

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Start of Block: Rep\_Neg\_Econ

Q35 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q207 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q208 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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End of Block: Rep\_Neg\_Econ

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Start of Block: Dem\_C\_Healthcare

Q120 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Page Break

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Q210 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q211 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q212 Once in office, Brickley became most known for a healthcare bill that he sponsored. A non-partisan research center was unable to determine the effects of the bill.

End of Block: Dem\_C\_Healthcare

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Start of Block: Dem\_C\_GG

Q121 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q213 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q214 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q215 Once in office, Brickley became most known for an infrastructure bill that he sponsored. A non-partisan research center was unable to determine the effects of the bill.

End of Block: Dem\_C\_GG

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Start of Block: Dem\_C\_Edu

Q122 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q216 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q217 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q218 Once in office, Brickley became most known for an education bill that he sponsored. A non-partisan research center was unable to determine the effects of the bill.

End of Block: Dem\_C\_Edu

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Start of Block: Dem\_C\_Econ

Q123 Robert Brickley is a Democratic state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q219 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Democrat who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q220 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Page Break 

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Q221 Once in office, Brickley became most known for an economic bill that he sponsored. A non-partisan research center was unable to determine the effects of the bill.

End of Block: Dem\_C\_Econ

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Start of Block: Rep\_C\_Healthcare

Q117 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q222 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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Q223 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q224 Once in office, Brickley became most known for a healthcare bill that he sponsored. A non-partisan research center was unable to determine the effects of the bill.

End of Block: Rep\_C\_Healthcare

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Start of Block: Rep\_C\_GG

Q152 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Page Break

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Q225 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q226 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q227 Once in office, Brickley became most known for an infrastructure bill that he sponsored. A non-partisan research center was unable to determine the effects of this bill.

End of Block: Rep\_C\_GG

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Start of Block: Rep\_C\_Edu

Q116 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Q228 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q229 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Q230 Once in office, Brickley became most known for an education bill that he sponsored. A non-partisan research center was unable to determine the effects of this bill.

End of Block: Rep\_C\_Edu

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Start of Block: Rep\_C\_Econ

Q153 Robert Brickley is a Republican state legislator from Nebraska. He has three children and is an avid fan of University of Nebraska-Lincoln sports.

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Page Break

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Q231 Prior to running for office, Brickley received his JD from Northwestern University and practiced law for 10 years. He is a life-long Republican who attended rallies and donated to campaigns before becoming formally involved in politics.

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Page Break

Q232 His state legislature campaign focused on education, healthcare, the economy, and infrastructure.

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Page Break 

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Q233 Once in office, Brickley became most known for an economic bill that he sponsored. A non-partisan research center was unable to determine the effects of the bill.

End of Block: Rep\_C\_Econ

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Start of Block: Distractor Task Segue

Q164 Now, some questions about your opinion of the biography and your opinion on voter guides in general.

End of Block: Distractor Task Segue

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Start of Block: Distractor Task 1

Q126 Do you feel you received enough information about the candidate in this biography?

Yes (1)

No (2)

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Q124 Did you like the mix of personal and political information in this biography?

Yes (1)

No (2)

---

Page Break

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Q128 What type of information would you like to receive more of? Select all that apply.

- Family (1)
- Interests/Hobbies (2)
- Prior non-political experience (3)
- Prior political experience (4)
- Policy Positions (5)
- Other (6)

---

Page Break

Q22 How many voter guides do you remember receiving in the past 5 years?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 0 (6)
- more than 5 (7)

Q23 How many times have you voted in the following elections?

	0 (1)	1 (2)	2 (3)	3 (4)	4 (5)	5 (6)	6 (7)	more than 6 (8)
Presidential (1)	<input type="radio"/>							
Senate (2)	<input type="radio"/>							
House of Representatives (3)	<input type="radio"/>							
Governor (4)	<input type="radio"/>							
State Legislature (5)	<input type="radio"/>							
County (6)	<input type="radio"/>							
City/Town (7)	<input type="radio"/>							

End of Block: Distractor Task 1

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Start of Block: Distractor Task 2

Q56 Generally speaking, how helpful would receiving a voter guide be to you?

- Very helpful (1)
  - Helpful (2)
  - Neither helpful nor unhelpful (3)
  - Unhelpful (4)
  - Very unhelpful (5)
- 

Q24 How much more likely would you be to vote if you received a voter guide?

- Significantly more likely (1)
- More likely (2)
- Slightly more likely (3)
- Neither more nor less likely (4)
- Slightly less likely (5)
- Less likely (6)
- Significantly less likely (7)

End of Block: Distractor Task 2

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Start of Block: Dependent Variables Intro Blurb

Q25 Thank you for your opinions on the biography presented and voter guides in general. Before concluding, we have one more set of questions. An important aspect of

voter guides is presenting information in a way that is memorable to voters. The following questions ask about what you remember from the earlier biography.

### End of Block: Dependent Variables Intro Blurb

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#### Start of Block: DVs 1



Q26 What was the first name of the candidate?

- Michael (1)
  - Robert (2)
  - Daniel (3)
  - Joe (4)
  - Don't remember (5)
- 



Q27 What was the last name of the candidate?

- Brickley (1)
  - Bartel (2)
  - Bancroft (3)
  - Brentley (4)
  - Don't remember (5)
-

Q28 How many children does the candidate have?

- 0 (1)
- 1 (2)
- 2 (3)
- 3 (4)
- Don't remember (5)

End of Block: DVs 1

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Start of Block: DVs 2



Q29 Where did the candidate complete his graduate education?

- Northwestern (1)
- Harvard (2)
- NYU (3)
- Stanford (4)
- Don't remember (5)



Q30 What job did the candidate have before running for office?

- Lawyer (1)
  - Journalist (2)
  - Business Executive (3)
  - Policy non-profit (4)
  - Don't remember (5)
- 



Q31 In which policy realm did the candidate sponsor a bill?

- Education (1)
- Economy (2)
- Healthcare (3)
- Infrastructure (4)
- Don't remember (5)

End of Block: DVs 2

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Start of Block: Policy Effects - Healthcare



Q32 According to the biography, what were the effects of the bill that the candidate sponsored?  
Click all that apply.

- The bill led to an increase in the number of people with health insurance (2)
- The bill led to a decrease in the number of people with health insurance (3)
- The bill led to greater insurance coverage for individuals with pre-existing conditions (11)
- The bill led to less insurance coverage for individuals with pre-existing conditions (6)
- The bill led to an increase in the cost of insurance premiums (4)
- The bill led to a decrease in the cost of insurance premiums (5)
- The effects of the bill were unable to be determined (1)
- I don't remember the effects of the bill (9)

End of Block: Policy Effects - Healthcare

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Start of Block: Policy Effects - Education



Q151 According to the biography, what were the effects of the bill that the candidate sponsored? Click all that apply.

- The bill led to higher test scores for students (2)
- The bill led to lower test scores for students (3)
- The bill led to increased funding for public schools (6)
- The bill led to decreased funding for public schools (8)
- The bill led to a more effective learning environment for students (4)
- The bill led to a less effective learning environment for students (5)
- The effects of the bill were unable to be determined (1)
- I don't remember the effects of the bill (9)

End of Block: Policy Effects - Education

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Start of Block: Policy Effects - Economy

Q157 According to the biography, what were the effects of the bill that the candidate sponsored? Click all that apply.

- The bill led to an increase in GDP (1)
- The bill led to a decrease in GDP (2)
- This bill led to an increase in job creation (3)
- This bill led to a decrease in job creation (4)
- The bill led to an increase in inflation (5)
- This bill led to a decrease in inflation (6)
- The effects of the bill were unable to be determined (7)
- I don't remember the effects of the bill (8)

End of Block: Policy Effects - Economy

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Start of Block: Policy Effects - Infrastructure

Q158 According to the biography, what were the effects of the bill that the candidate sponsored? Click all that apply.

- This bill led to an increase in auto accidents (1)
- This bill led to a decrease in auto accidents (2)
- This bill led to an increase in individuals speeding on the highway (3)
- This bill led a decrease in individuals speeding on the highway (4)
- This bill led to an increase in traffic buildups on the highway (5)
- This bill led to a decrease in traffic buildups on the highway (6)
- The effects of the bill were unable to be determined (7)
- I don't remember the effects of the bill (8)

End of Block: Policy Effects - Infrastructure

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Start of Block: Payment and Debrief Question

Q149 That is all the questions I have. Thank you for your participation in this survey!  
Please use the code below to receive payment.

MTurk code: 04106

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Q156 I'd be pleased to hear any comments or suggestions you might have about my survey.

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Q150 Would you like to know more about this study and its objectives?

- Yes, I would like to learn more. (1)
- No, I would not like to learn more. (2)

**End of Block: Payment and Debrief Question**

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**Start of Block: Debrief**

Q148 Thank you for participating in this study. The results of this study will help us gain further clarity on how individuals process political information. Specifically, this study examines how the positivity of a stimulus impacts an individual's memory of that stimulus. We are investigating whether individuals remember negative information about their own party in a similar way to positive information about the opposite party (and vice versa). In other words, is positive information about the opposite party processed as a negative stimulus and is negative information about the opposite party processed as a positive stimulus. In this study, you were assigned to read a biography about a candidate. There were twenty-four different biographies that you could be assigned to. You were assigned to either a Democrat or Republican, a positive, negative, or unknown policy outcome, and a policy topic (education, the economy, healthcare, or infrastructure). After reading the biography, you were presented with a questions about the specific biography that you read and voter guides in general. Your answers to these questions will help with our analysis regarding how individuals processed the information in the biography. The biographies were all hypotheticals that could pertain to a candidate, but were not linked to a specific, existing person.

**End of Block: Debrief**

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