

Regression Tables for “Politicians or the Parties?  
Assessing persuasive effects, and their costs, when elites  
take counter-party positions”

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## **OLS Regression Tables: Main Text Figure Regressions**

The tables in this section correspond to the figures included in the main text, Appendix B, and Appendix C of the manuscript.

Table 1: OLS Regression Estimates of Persuasion Effects: All Donald Trump Supporters

	Support for Politician's Policy Position (1-7 Scale)				
	Oppose NATO (1)	Ban Muslim Immigration (2)	Influence Federal Reserve (3)	Federal Abortion Funding (4)	Increase Gun Control (5)
Simple statement treatment	0.277*** (0.075)	0.385*** (0.082)	-0.016 (0.067)	0.698*** (0.095)	0.483*** (0.102)
News treatment	0.360*** (0.077)	0.206** (0.083)	0.155** (0.067)	0.395*** (0.098)	0.747*** (0.103)
Personal treatment	0.203*** (0.076)	0.577*** (0.084)	0.270*** (0.067)	0.629*** (0.099)	0.910*** (0.103)
Political attention	-0.041 (0.029)	0.038 (0.031)	0.143*** (0.025)	0.048 (0.037)	-0.013 (0.038)
Ideology	0.054** (0.023)	0.095*** (0.025)	0.037* (0.020)	-0.286*** (0.030)	-0.114*** (0.031)
Partisanship	-0.044 (0.041)	-0.002 (0.045)	-0.034 (0.036)	0.034 (0.053)	0.088 (0.055)
Support strength	-0.030 (0.065)	0.402*** (0.071)	0.273*** (0.057)	0.049 (0.084)	0.005 (0.088)
Likability rating	-0.009 (0.032)	0.260*** (0.035)	0.187*** (0.028)	0.171*** (0.041)	0.154*** (0.043)
Competence rating	0.059 (0.054)	0.121** (0.059)	0.278*** (0.048)	-0.317*** (0.070)	-0.188** (0.073)
Female	0.454*** (0.057)	0.105* (0.062)	-0.076 (0.050)	-0.363*** (0.073)	0.111 (0.077)
Age (years)	0.017*** (0.002)	0.0004 (0.002)	-0.006*** (0.002)	-0.029*** (0.002)	-0.012*** (0.002)
Education (years)	-0.073*** (0.013)	-0.020 (0.014)	0.010 (0.011)	0.113*** (0.017)	0.092*** (0.018)
Constant	3.436*** (0.342)	1.515*** (0.374)	1.810*** (0.300)	4.957*** (0.440)	3.330*** (0.461)
N	3,394	3,385	3,382	3,401	3,390
R <sup>2</sup>	0.084	0.101	0.119	0.147	0.059

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 2: OLS Regression Estimates of Persuasion Effects: All Donald Trump Supporters

	Support for Politician's Policy Position (Percent Support)				
	Oppose NATO (1)	Ban Muslim Immigration (2)	Influence Federal Reserve (3)	Federal Abortion Funding (4)	Increase Gun Control (5)
Simple statement treatment	0.067*** (0.018)	0.085*** (0.019)	-0.020 (0.016)	0.133*** (0.020)	0.089*** (0.021)
News treatment	0.078*** (0.018)	0.042** (0.019)	0.033** (0.016)	0.088*** (0.020)	0.160*** (0.022)
Personal treatment	0.056*** (0.018)	0.118*** (0.019)	0.050*** (0.016)	0.118*** (0.020)	0.187*** (0.022)
Political attention	-0.005 (0.007)	0.008 (0.007)	0.026*** (0.006)	0.002 (0.008)	-0.005 (0.008)
Ideology	0.015*** (0.005)	0.016*** (0.006)	0.002 (0.005)	-0.055*** (0.006)	-0.022*** (0.007)
Partisanship	-0.014 (0.010)	-0.001 (0.010)	-0.008 (0.009)	0.011 (0.011)	0.016 (0.012)
Support strength	0.004 (0.015)	0.089*** (0.016)	0.054*** (0.014)	0.020 (0.017)	-0.001 (0.019)
Likability rating	-0.002 (0.007)	0.049*** (0.008)	0.035*** (0.007)	0.033*** (0.008)	0.026*** (0.009)
Competence rating	0.022* (0.013)	0.012 (0.014)	0.046*** (0.011)	-0.074*** (0.014)	-0.042*** (0.015)
Female	0.102*** (0.013)	0.026* (0.014)	-0.012 (0.012)	-0.059*** (0.015)	0.019 (0.016)
Age (years)	0.003*** (0.0004)	0.0004 (0.0004)	-0.001** (0.0004)	-0.005*** (0.0005)	-0.003*** (0.0005)
Education (years)	-0.015*** (0.003)	-0.003 (0.003)	0.0004 (0.003)	0.021*** (0.003)	0.018*** (0.004)
Constant	0.299*** (0.080)	0.033 (0.086)	0.194*** (0.071)	0.722*** (0.091)	0.452*** (0.097)
N	3,394	3,385	3,382	3,401	3,390
R <sup>2</sup>	0.071	0.073	0.070	0.128	0.055

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 3: OLS Regression Estimates of Feeling Thermometer Effects by Issue: All Donald Trump Supporters

	Trump Feeling Thermometer Rating (1-100 scale)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	0.252 (0.533)	-0.025 (0.541)	-0.275 (0.542)	-0.923* (0.539)	-0.485 (0.549)
News treatment	-0.052 (0.552)	0.139 (0.553)	-1.191** (0.550)	-0.562 (0.551)	-0.834 (0.552)
Personal treatment	-0.707 (0.556)	-0.911* (0.545)	-1.732*** (0.549)	-0.828 (0.553)	-1.366** (0.549)
Political attention	-0.049 (0.205)	-0.051 (0.205)	-0.031 (0.205)	-0.045 (0.205)	-0.043 (0.205)
Ideology	-0.009 (0.168)	-0.005 (0.168)	-0.004 (0.168)	-0.003 (0.168)	-0.004 (0.168)
Partisanship	1.345*** (0.295)	1.346*** (0.295)	1.350*** (0.294)	1.336*** (0.295)	1.336*** (0.295)
Support strength	8.058*** (0.472)	8.065*** (0.472)	8.037*** (0.471)	8.054*** (0.472)	8.024*** (0.472)
Likability rating	2.450*** (0.230)	2.453*** (0.230)	2.463*** (0.230)	2.456*** (0.230)	2.463*** (0.230)
Competence rating	5.304*** (0.392)	5.290*** (0.392)	5.311*** (0.392)	5.312*** (0.392)	5.322*** (0.392)
Female	0.701* (0.411)	0.702* (0.410)	0.709* (0.410)	0.685* (0.411)	0.702* (0.410)
Age (years)	0.103*** (0.012)	0.103*** (0.012)	0.103*** (0.012)	0.103*** (0.012)	0.103*** (0.012)
Education (years)	-0.204** (0.094)	-0.204** (0.094)	-0.208** (0.094)	-0.209** (0.094)	-0.208** (0.094)
Constant	22.682*** (2.468)	22.744*** (2.459)	23.033*** (2.457)	23.038*** (2.465)	23.090*** (2.461)
N	3,363	3,363	3,363	3,363	3,363
R <sup>2</sup>	0.393	0.393	0.395	0.393	0.394

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 4: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: All Donald Trump Supporters

	Trump Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	0.475 (0.984)
Two Simple Treatments	-0.670 (0.997)
Three Simple Treatments	-1.305 (1.076)
Four Simple Treatments	-1.236 (1.035)
Five Simple Treatments	0.050 (0.775)
One News Treatment	-0.656 (1.029)
Two News Treatments	0.537 (1.072)
Three News Treatments	-1.738* (1.018)
Four News Treatments	-0.229 (1.034)
Five News Treatments	-0.672 (0.803)
One Personal Treatment	0.861 (0.990)
Two Personal Treatments	-0.159 (1.019)
Three Personal Treatments	-0.719 (1.029)
Four Personal Treatments	-0.441 (1.026)
Five Personal Treatments	-2.248*** (0.809)
Constant	23.157*** (2.491)
Covariates included	Yes
N	3,363
R <sup>2</sup>	0.395

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 5: OLS Regression Estimates of Feeling Thermometer Effects by Issue: All Donald Trump Supporters

	Republican Party Feeling Thermometer Rating (1-100 scale)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	-0.854 (0.803)	-0.534 (0.815)	-1.300 (0.818)	-2.420*** (0.812)	-2.732*** (0.826)
News treatment	-0.661 (0.832)	-1.124 (0.832)	-1.894** (0.829)	-1.133 (0.829)	-2.368*** (0.831)
Personal treatment	-1.148 (0.838)	-2.158*** (0.821)	-1.765** (0.827)	-1.976** (0.832)	-2.087** (0.826)
Political attention	-0.132 (0.309)	-0.129 (0.309)	-0.115 (0.309)	-0.129 (0.309)	-0.127 (0.309)
Ideology	0.417* (0.253)	0.421* (0.253)	0.422* (0.253)	0.430* (0.253)	0.428* (0.253)
Partisanship	5.832*** (0.445)	5.836*** (0.445)	5.834*** (0.444)	5.810*** (0.444)	5.829*** (0.444)
Support strength	3.943*** (0.711)	3.987*** (0.710)	3.927*** (0.710)	3.943*** (0.710)	3.836*** (0.710)
Likability rating	1.867*** (0.347)	1.869*** (0.346)	1.892*** (0.346)	1.873*** (0.346)	1.923*** (0.346)
Competence rating	3.015*** (0.591)	3.003*** (0.591)	3.035*** (0.590)	3.045*** (0.590)	3.098*** (0.590)
Female	2.301*** (0.619)	2.318*** (0.618)	2.311*** (0.618)	2.288*** (0.618)	2.291*** (0.617)
Age (years)	0.062*** (0.019)	0.062*** (0.019)	0.062*** (0.019)	0.061*** (0.019)	0.061*** (0.019)
Education (years)	-0.647*** (0.142)	-0.643*** (0.142)	-0.647*** (0.142)	-0.657*** (0.142)	-0.652*** (0.142)
Constant	15.830*** (3.715)	15.823*** (3.699)	15.949*** (3.700)	16.403*** (3.706)	16.314*** (3.698)
N	3,359	3,359	3,359	3,359	3,359
R <sup>2</sup>	0.180	0.182	0.182	0.183	0.184

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 6: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: All Donald Trump Supporters

	Republican Party Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	-0.527 (1.484)
Two Simple Treatments	-2.191 (1.501)
Three Simple Treatments	-0.289 (1.620)
Four Simple Treatments	-2.825* (1.558)
Five Simple Treatments	-2.890** (1.166)
One News Treatment	-0.403 (1.549)
Two News Treatments	-1.583 (1.613)
Three News Treatments	-4.547*** (1.532)
Four News Treatments	-0.889 (1.557)
Five News Treatments	-2.317* (1.208)
One Personal Treatment	1.061 (1.494)
Two Personal Treatments	-2.430 (1.534)
Three Personal Treatments	-3.950** (1.549)
Four Personal Treatments	-1.385 (1.544)
Five Personal Treatments	-3.170*** (1.217)
Constant	17.113*** (3.744)
Covariates included	Yes
N	3,359
R <sup>2</sup>	0.186

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.



Table 7: OLS Regression Estimates of Vote Likelihood Effects by Issue: All Donald Trump Supporters

	Trump Vote Likelihood (1-5 scale)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	-0.043* (0.023)	-0.040* (0.023)	-0.043* (0.023)	-0.050** (0.023)	-0.037 (0.023)
News treatment	-0.072*** (0.024)	-0.071*** (0.024)	-0.073*** (0.024)	-0.082*** (0.024)	-0.066*** (0.024)
Personal treatment	-0.0003 (0.024)	-0.017 (0.023)	-0.031 (0.023)	-0.028 (0.024)	-0.018 (0.024)
Political attention	0.014 (0.009)	0.014 (0.009)	0.014 (0.009)	0.014 (0.009)	0.014 (0.009)
Ideology	0.0002 (0.007)	0.0004 (0.007)	0.0003 (0.007)	0.0003 (0.007)	0.0001 (0.007)
Partisanship	0.060*** (0.013)	0.060*** (0.013)	0.060*** (0.013)	0.059*** (0.013)	0.060*** (0.013)
Support strength	0.258*** (0.020)	0.259*** (0.020)	0.257*** (0.020)	0.259*** (0.020)	0.257*** (0.020)
Likability rating	0.056*** (0.010)	0.056*** (0.010)	0.057*** (0.010)	0.056*** (0.010)	0.057*** (0.010)
Competence rating	0.258*** (0.017)	0.259*** (0.017)	0.259*** (0.017)	0.259*** (0.017)	0.260*** (0.017)
Female	-0.014 (0.018)	-0.013 (0.018)	-0.013 (0.018)	-0.014 (0.018)	-0.013 (0.018)
Age (years)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)
Education (years)	-0.001 (0.004)	-0.001 (0.004)	-0.001 (0.004)	-0.002 (0.004)	-0.001 (0.004)
Constant	1.985*** (0.105)	1.975*** (0.105)	1.981*** (0.105)	1.994*** (0.105)	1.976*** (0.105)
N	3,378	3,378	3,378	3,378	3,378
R <sup>2</sup>	0.329	0.329	0.329	0.330	0.329

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 8: OLS Regression Estimates of Vote Likelihood Effects by Issue: All Donald Trump Supporters

	Trump Vote Likelihood (Percent Likely)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	-0.016*** (0.006)	-0.015** (0.006)	-0.007 (0.006)	-0.011* (0.006)	-0.008 (0.006)
News treatment	-0.009 (0.006)	-0.012* (0.006)	-0.008 (0.006)	-0.008 (0.006)	-0.005 (0.006)
Personal treatment	-0.004 (0.006)	-0.007 (0.006)	-0.004 (0.006)	-0.004 (0.006)	-0.00000 (0.006)
Political attention	0.004 (0.002)	0.004 (0.002)	0.004 (0.002)	0.004 (0.002)	0.004 (0.002)
Ideology	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)	-0.002 (0.002)
Partisanship	0.009*** (0.003)	0.009*** (0.003)	0.009*** (0.003)	0.009*** (0.003)	0.009*** (0.003)
Support strength	0.019*** (0.005)	0.020*** (0.005)	0.019*** (0.005)	0.019*** (0.005)	0.019*** (0.005)
Likability rating	0.013*** (0.003)	0.012*** (0.003)	0.013*** (0.003)	0.013*** (0.003)	0.013*** (0.003)
Competence rating	0.042*** (0.004)	0.042*** (0.004)	0.042*** (0.004)	0.042*** (0.004)	0.042*** (0.004)
Female	-0.006 (0.005)	-0.006 (0.005)	-0.006 (0.005)	-0.006 (0.005)	-0.006 (0.005)
Age (years)	0.001*** (0.0001)	0.001*** (0.0001)	0.001*** (0.0001)	0.001*** (0.0001)	0.001*** (0.0001)
Education (years)	0.003** (0.001)	0.003** (0.001)	0.003*** (0.001)	0.003** (0.001)	0.003*** (0.001)
Constant	0.536*** (0.028)	0.534*** (0.028)	0.532*** (0.028)	0.534*** (0.028)	0.530*** (0.028)
N	3,378	3,378	3,378	3,378	3,378
R <sup>2</sup>	0.122	0.122	0.121	0.122	0.121

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 9: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
All Donald Trump Supporters

	Trump Vote Likelihood (1-5 scale)
One Simple Treatment	-0.006 (0.042)
Two Simple Treatments	-0.135*** (0.043)
Three Simple Treatments	-0.035 (0.046)
Four Simple Treatments	-0.026 (0.044)
Five Simple Treatments	-0.089*** (0.033)
One News Treatment	-0.029 (0.044)
Two News Treatments	-0.076* (0.046)
Three News Treatments	-0.080* (0.043)
Four News Treatments	-0.114*** (0.044)
Five News Treatments	-0.112*** (0.034)
One Personal Treatment	-0.050 (0.042)
Two Personal Treatments	0.015 (0.043)
Three Personal Treatments	-0.053 (0.044)
Four Personal Treatments	-0.010 (0.044)
Five Personal Treatments	-0.072** (0.035)
Constant	1.999*** (0.106)
Covariates included	Yes
N	3,378
R <sup>2</sup>	0.333

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 10: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
All Donald Trump Supporters

	Trump Vote Likelihood (Percent Likely)
One Simple Treatment	-0.008 (0.011)
Two Simple Treatments	-0.034*** (0.011)
Three Simple Treatments	-0.015 (0.012)
Four Simple Treatments	-0.006 (0.012)
Five Simple Treatments	-0.021** (0.009)
One News Treatment	-0.017 (0.012)
Two News Treatments	-0.011 (0.012)
Three News Treatments	-0.003 (0.012)
Four News Treatments	-0.006 (0.012)
Five News Treatments	-0.024** (0.009)
One Personal Treatment	-0.012 (0.011)
Two Personal Treatments	-0.004 (0.012)
Three Personal Treatments	-0.006 (0.012)
Four Personal Treatments	-0.006 (0.012)
Five Personal Treatments	-0.016* (0.009)
Constant	0.537*** (0.029)
Covariates included	Yes
N	3,378
R <sup>2</sup>	0.125

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 11: OLS Regression Estimates of Persuasion Effects: All Joe Biden Supporters

	Support for Politician's Policy Position (1-7 Scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	0.892*** (0.142)	0.204 (0.149)	0.090 (0.142)	0.418*** (0.111)	-0.028 (0.127)
News treatment	0.640*** (0.142)	0.075 (0.144)	-0.127 (0.139)	0.459*** (0.105)	-0.024 (0.126)
Personal treatment	1.015*** (0.136)	0.287** (0.141)	0.302** (0.137)	0.557*** (0.105)	0.154 (0.120)
Political attention	0.080 (0.051)	-0.216*** (0.053)	-0.003 (0.051)	0.007 (0.039)	0.046 (0.045)
Ideology	0.362*** (0.029)	0.039 (0.030)	0.330*** (0.029)	0.005 (0.022)	-0.250*** (0.026)
Partisanship	0.069 (0.078)	0.057 (0.081)	0.026 (0.078)	0.148** (0.060)	0.057 (0.069)
Support strength	0.114 (0.106)	0.087 (0.111)	0.154 (0.107)	-0.003 (0.082)	0.027 (0.095)
Likability rating	-0.037 (0.115)	-0.199* (0.119)	0.127 (0.115)	-0.198** (0.088)	-0.209** (0.102)
Competence rating	-0.156 (0.099)	-0.177* (0.103)	-0.021 (0.099)	-0.261*** (0.076)	-0.031 (0.088)
Female	-0.473*** (0.106)	0.319*** (0.110)	-0.320*** (0.106)	0.004 (0.081)	0.087 (0.095)
Age (years)	-0.012*** (0.003)	0.030*** (0.003)	-0.008** (0.003)	-0.010*** (0.002)	0.025*** (0.003)
Education (years)	0.018 (0.024)	0.095*** (0.025)	-0.007 (0.024)	0.008 (0.019)	-0.028 (0.022)
Constant	2.443*** (0.626)	2.051*** (0.652)	2.355*** (0.629)	4.226*** (0.482)	4.508*** (0.557)
N	1,438	1,436	1,432	1,433	1,433
R <sup>2</sup>	0.194	0.085	0.120	0.083	0.142

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 12: OLS Regression Estimates of Persuasion Effects: All Joe Biden Supporters

	Support for Politician's Policy Position (Percent Support)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	0.182*** (0.031)	0.065** (0.031)	0.016 (0.031)	0.100*** (0.023)	0.025 (0.029)
News treatment	0.150*** (0.031)	0.017 (0.030)	-0.035 (0.030)	0.071*** (0.022)	0.010 (0.029)
Personal treatment	0.222*** (0.030)	0.067** (0.029)	0.054* (0.030)	0.111*** (0.022)	0.055** (0.028)
Political attention	0.009 (0.011)	-0.045*** (0.011)	0.001 (0.011)	0.00000 (0.008)	0.006 (0.010)
Ideology	0.069*** (0.006)	0.005 (0.006)	0.063*** (0.006)	0.003 (0.005)	-0.050*** (0.006)
Partisanship	0.009 (0.017)	0.004 (0.017)	0.008 (0.017)	0.021* (0.012)	0.010 (0.016)
Support strength	0.029 (0.023)	0.025 (0.023)	0.037 (0.023)	0.022 (0.017)	0.004 (0.022)
Likability rating	-0.011 (0.025)	-0.038 (0.025)	0.033 (0.025)	-0.045** (0.018)	-0.035 (0.024)
Competence rating	-0.029 (0.022)	-0.016 (0.021)	-0.014 (0.022)	-0.042*** (0.016)	-0.006 (0.020)
Female	-0.089*** (0.023)	0.072*** (0.023)	-0.064*** (0.023)	0.001 (0.017)	0.013 (0.022)
Age (years)	-0.003*** (0.001)	0.005*** (0.001)	-0.001** (0.001)	-0.002*** (0.001)	0.006*** (0.001)
Education (years)	0.004 (0.005)	0.019*** (0.005)	-0.002 (0.005)	-0.004 (0.004)	-0.003 (0.005)
Constant	0.219 (0.137)	0.049 (0.135)	0.193 (0.137)	0.537*** (0.099)	0.513*** (0.128)
N	1,438	1,436	1,432	1,433	1,433
R <sup>2</sup>	0.166	0.070	0.100	0.064	0.119

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 13: OLS Regression Estimates of Feeling Thermometer Effects by Issue: All Joe Biden Supporters

	Biden Feeling Thermometer Rating (1-100 scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-2.228* (1.205)	-2.933** (1.213)	-4.391*** (1.188)	-3.917*** (1.214)	-2.943** (1.203)
News treatment	-2.058* (1.199)	-3.142*** (1.168)	-3.663*** (1.166)	-2.820** (1.152)	-2.353** (1.192)
Personal treatment	-0.056 (1.143)	-0.830 (1.137)	-3.556*** (1.140)	-1.742 (1.150)	-2.355** (1.133)
Political attention	-0.070 (0.430)	-0.035 (0.429)	0.033 (0.428)	-0.034 (0.429)	-0.032 (0.429)
Ideology	-0.385 (0.246)	-0.410* (0.245)	-0.395 (0.244)	-0.388 (0.245)	-0.404* (0.245)
Partisanship	-0.670 (0.656)	-0.789 (0.656)	-0.736 (0.652)	-0.692 (0.654)	-0.681 (0.655)
Support strength	5.537*** (0.902)	5.420*** (0.901)	5.522*** (0.897)	5.466*** (0.900)	5.525*** (0.901)
Likability rating	7.317*** (0.967)	7.295*** (0.965)	7.137*** (0.962)	7.268*** (0.965)	7.273*** (0.967)
Competence rating	4.961*** (0.839)	5.075*** (0.836)	5.059*** (0.834)	4.988*** (0.837)	5.073*** (0.837)
Female	-0.811 (0.895)	-0.817 (0.893)	-0.783 (0.890)	-0.802 (0.893)	-0.766 (0.894)
Age (years)	0.120*** (0.027)	0.121*** (0.027)	0.121*** (0.027)	0.117*** (0.027)	0.118*** (0.027)
Education (years)	0.163 (0.205)	0.162 (0.204)	0.139 (0.203)	0.158 (0.204)	0.151 (0.204)
Constant	8.938* (5.276)	9.433* (5.268)	10.775** (5.252)	10.124* (5.276)	9.460* (5.263)
N	1,426	1,426	1,426	1,426	1,426
R <sup>2</sup>	0.259	0.261	0.267	0.263	0.260

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 14: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: All Joe Biden Supporters

	Biden Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	0.409 (2.060)
Two Simple Treatments	-3.025 (2.629)
Three Simple Treatments	-6.270** (2.438)
Four Simple Treatments	-0.659 (2.057)
Five Simple Treatments	-6.626*** (1.740)
One News Treatment	-2.657 (2.253)
Two News Treatments	-2.047 (2.445)
Three News Treatments	-1.211 (2.154)
Four News Treatments	-1.411 (2.264)
Five News Treatments	-5.987*** (1.650)
One Personal Treatment	-2.610 (2.362)
Two Personal Treatments	-2.369 (2.215)
Three Personal Treatments	-2.810 (2.105)
Four Personal Treatments	-1.469 (2.056)
Five Personal Treatments	-3.509** (1.641)
Constant	11.021** (5.351)
Covariates included	Yes
N	1,426
R <sup>2</sup>	0.271

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.



Table 15: OLS Regression Estimates of Feeling Thermometer Effects by Issue: All Joe Biden Supporters

	Democrat Party Feeling Thermometer Rating (1-100 scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-0.995 (1.281)	-0.528 (1.291)	0.151 (1.270)	0.063 (1.295)	0.031 (1.282)
News treatment	-2.290* (1.269)	-2.028 (1.239)	-0.806 (1.244)	-1.121 (1.225)	-2.119* (1.264)
Personal treatment	0.300 (1.212)	1.691 (1.206)	1.296 (1.216)	1.074 (1.223)	-0.060 (1.203)
Political attention	-0.304 (0.455)	-0.300 (0.456)	-0.319 (0.457)	-0.300 (0.456)	-0.313 (0.456)
Ideology	-0.654** (0.260)	-0.666** (0.260)	-0.661** (0.260)	-0.662** (0.260)	-0.656** (0.260)
Partisanship	-6.771*** (0.696)	-6.811*** (0.697)	-6.778*** (0.697)	-6.778*** (0.697)	-6.785*** (0.696)
Support strength	2.997*** (0.957)	2.971*** (0.956)	2.985*** (0.957)	2.931*** (0.957)	2.952*** (0.957)
Likability rating	3.585*** (1.025)	3.562*** (1.024)	3.623*** (1.026)	3.600*** (1.026)	3.563*** (1.026)
Competence rating	4.892*** (0.889)	4.960*** (0.887)	4.874*** (0.890)	4.946*** (0.890)	4.980*** (0.889)
Female	2.589*** (0.949)	2.581*** (0.948)	2.552*** (0.949)	2.516*** (0.949)	2.587*** (0.950)
Age (years)	0.020 (0.028)	0.021 (0.028)	0.020 (0.028)	0.021 (0.028)	0.020 (0.028)
Education (years)	-0.246 (0.217)	-0.238 (0.217)	-0.239 (0.217)	-0.250 (0.217)	-0.246 (0.217)
Constant	50.622*** (5.594)	50.044*** (5.591)	49.949*** (5.604)	50.057*** (5.613)	50.390*** (5.589)
N	1,425	1,425	1,425	1,425	1,425
R <sup>2</sup>	0.202	0.203	0.201	0.201	0.201

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 16: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: All Joe Biden Supporters

	Democrat Party Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	-1.361 (2.191)
Two Simple Treatments	-3.013 (2.796)
Three Simple Treatments	0.373 (2.593)
Four Simple Treatments	2.505 (2.188)
Five Simple Treatments	-3.208* (1.862)
One News Treatment	-3.741 (2.396)
Two News Treatments	-1.234 (2.578)
Three News Treatments	-1.173 (2.291)
Four News Treatments	0.133 (2.409)
Five News Treatments	-4.074** (1.755)
One Personal Treatment	-4.522* (2.512)
Two Personal Treatments	-0.469 (2.356)
Three Personal Treatments	0.009 (2.239)
Four Personal Treatments	-2.144 (2.187)
Five Personal Treatments	1.219 (1.746)
Constant	51.771*** (5.693)
Covariates included	Yes
N	1,425
R <sup>2</sup>	0.210

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 17: OLS Regression Estimates of Vote Likelihood Effects by Issue: All Joe Biden Supporters

	Biden Vote Likelihood (1-5 scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-0.196*** (0.051)	-0.238*** (0.051)	-0.306*** (0.050)	-0.265*** (0.051)	-0.233*** (0.051)
News treatment	-0.073 (0.051)	-0.076 (0.050)	-0.126** (0.049)	-0.069 (0.049)	-0.074 (0.051)
Personal treatment	-0.096** (0.049)	-0.091* (0.048)	-0.142*** (0.048)	-0.120** (0.049)	-0.093* (0.048)
Political attention	0.014 (0.018)	0.015 (0.018)	0.018 (0.018)	0.015 (0.018)	0.016 (0.018)
Ideology	0.017 (0.010)	0.016 (0.010)	0.018* (0.010)	0.018* (0.010)	0.016 (0.010)
Partisanship	-0.028 (0.028)	-0.034 (0.028)	-0.029 (0.028)	-0.027 (0.028)	-0.026 (0.028)
Support strength	0.429*** (0.038)	0.423*** (0.038)	0.430*** (0.038)	0.429*** (0.038)	0.431*** (0.038)
Likability rating	0.201*** (0.041)	0.201*** (0.041)	0.191*** (0.041)	0.197*** (0.041)	0.200*** (0.041)
Competence rating	0.142*** (0.035)	0.148*** (0.035)	0.146*** (0.035)	0.142*** (0.035)	0.147*** (0.035)
Female	-0.079** (0.038)	-0.082** (0.038)	-0.080** (0.038)	-0.078** (0.038)	-0.079** (0.038)
Age (years)	0.004*** (0.001)	0.004*** (0.001)	0.004*** (0.001)	0.004*** (0.001)	0.004*** (0.001)
Education (years)	0.004 (0.009)	0.004 (0.009)	0.003 (0.009)	0.004 (0.009)	0.003 (0.009)
Constant	1.510*** (0.224)	1.522*** (0.224)	1.574*** (0.223)	1.548*** (0.224)	1.506*** (0.224)
N	1,432	1,432	1,432	1,432	1,432
R <sup>2</sup>	0.273	0.277	0.285	0.279	0.276

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 18: OLS Regression Estimates of Vote Likelihood Effects by Issue: All Joe Biden Supporters

	Biden Vote Likelihood (Percent Likely)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-0.031** (0.015)	-0.047*** (0.015)	-0.071*** (0.014)	-0.064*** (0.015)	-0.059*** (0.015)
News treatment	-0.006 (0.015)	-0.017 (0.014)	-0.026* (0.014)	-0.022 (0.014)	-0.014 (0.014)
Personal treatment	-0.021 (0.014)	-0.020 (0.014)	-0.040*** (0.014)	-0.032** (0.014)	-0.025* (0.014)
Political attention	0.007 (0.005)	0.007 (0.005)	0.008 (0.005)	0.007 (0.005)	0.007 (0.005)
Ideology	0.001 (0.003)	0.001 (0.003)	0.001 (0.003)	0.001 (0.003)	0.001 (0.003)
Partisanship	-0.007 (0.008)	-0.008 (0.008)	-0.008 (0.008)	-0.007 (0.008)	-0.007 (0.008)
Support strength	0.035*** (0.011)	0.034*** (0.011)	0.035*** (0.011)	0.035*** (0.011)	0.035*** (0.011)
Likability rating	0.037*** (0.012)	0.037*** (0.012)	0.035*** (0.012)	0.036*** (0.012)	0.037*** (0.012)
Competence rating	0.044*** (0.010)	0.045*** (0.010)	0.045*** (0.010)	0.044*** (0.010)	0.045*** (0.010)
Female	-0.016 (0.011)	-0.016 (0.011)	-0.016 (0.011)	-0.015 (0.011)	-0.015 (0.011)
Age (years)	0.001** (0.0003)	0.001** (0.0003)	0.001** (0.0003)	0.001** (0.0003)	0.001** (0.0003)
Education (years)	0.003 (0.002)	0.003 (0.002)	0.002 (0.002)	0.003 (0.002)	0.003 (0.002)
Constant	0.395*** (0.064)	0.400*** (0.064)	0.415*** (0.064)	0.410*** (0.064)	0.398*** (0.064)
N	1,432	1,432	1,432	1,432	1,432
R <sup>2</sup>	0.103	0.107	0.116	0.112	0.111

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 19: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
All Joe Biden Supporters

	Biden Vote Likelihood (1-5 scale)
One Simple Treatment	-0.063 (0.087)
Two Simple Treatments	-0.239** (0.112)
Three Simple Treatments	-0.288*** (0.103)
Four Simple Treatments	-0.214** (0.087)
Five Simple Treatments	-0.388*** (0.074)
One News Treatment	-0.076 (0.096)
Two News Treatments	-0.072 (0.103)
Three News Treatments	-0.151* (0.092)
Four News Treatments	-0.060 (0.096)
Five News Treatments	-0.176** (0.070)
One Personal Treatment	-0.025 (0.100)
Two Personal Treatments	-0.005 (0.094)
Three Personal Treatments	-0.106 (0.089)
Four Personal Treatments	-0.099 (0.087)
Five Personal Treatments	-0.245*** (0.070)
Constant	1.564*** (0.227)
Covariates included	Yes
N	1,432
R <sup>2</sup>	0.288

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 20: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
All Joe Biden Supporters

	Biden Vote Likelihood (Percent Likely)
One Simple Treatment	0.015 (0.025)
Two Simple Treatments	-0.046 (0.032)
Three Simple Treatments	-0.081*** (0.029)
Four Simple Treatments	-0.046* (0.025)
Five Simple Treatments	-0.077*** (0.021)
One News Treatment	-0.016 (0.027)
Two News Treatments	-0.013 (0.029)
Three News Treatments	-0.021 (0.026)
Four News Treatments	-0.032 (0.028)
Five News Treatments	-0.025 (0.020)
One Personal Treatment	0.014 (0.029)
Two Personal Treatments	0.011 (0.027)
Three Personal Treatments	-0.019 (0.026)
Four Personal Treatments	-0.029 (0.025)
Five Personal Treatments	-0.054*** (0.020)
Constant	0.405*** (0.065)
Covariates included	Yes
N	1,432
R <sup>2</sup>	0.119

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 21: OLS Regression Estimates of Feeling Thermometer Effects: All Donald Trump Supporters

	Trump Feeling Thermometer Rating (1-100 scale)		
	Simple Statement Treatments	News Treatments	Personal Treatments
	(1)	(2)	(3)
Doseage (0-5)	-0.104 (0.140)	-0.151 (0.143)	-0.389*** (0.150)
Political attention	0.083 (0.291)	0.048 (0.294)	-0.259 (0.314)
Ideology	-0.202 (0.246)	-0.056 (0.247)	-0.190 (0.250)
Partisanship	1.202*** (0.430)	1.705*** (0.422)	1.523*** (0.442)
Support strength	7.004*** (0.686)	8.118*** (0.686)	8.076*** (0.683)
Likability rating	2.811*** (0.334)	2.316*** (0.336)	2.534*** (0.329)
Competence rating	5.563*** (0.573)	5.631*** (0.560)	5.194*** (0.564)
Female	0.678 (0.590)	0.594 (0.596)	0.721 (0.622)
Age (years)	0.119*** (0.017)	0.105*** (0.018)	0.107*** (0.019)
Education (years)	-0.390*** (0.136)	-0.392*** (0.137)	-0.318** (0.141)
Constant	26.492*** (3.626)	22.135*** (3.596)	25.528*** (3.687)
N	1,596	1,541	1,566
R <sup>2</sup>	0.394	0.418	0.383

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 22: OLS Regression Estimates of Vote Likelihood Effects: All Donald Trump Supporters

	Trump Vote Likelihood (1-5 scale)		
	Simple Statement Treatments	News Treatments	Personal Treatments
	(1)	(2)	(3)
Doseage (0-5)	-0.016*** (0.006)	-0.024*** (0.006)	-0.011* (0.006)
Political attention	0.012 (0.013)	0.022* (0.012)	0.011 (0.012)
Ideology	-0.001 (0.011)	0.007 (0.010)	-0.002 (0.010)
Partisanship	0.069*** (0.019)	0.059*** (0.017)	0.064*** (0.017)
Support strength	0.171*** (0.030)	0.224*** (0.028)	0.260*** (0.027)
Likability rating	0.084*** (0.015)	0.036*** (0.014)	0.050*** (0.013)
Competence rating	0.264*** (0.025)	0.296*** (0.023)	0.256*** (0.022)
Female	-0.028 (0.026)	0.008 (0.025)	0.005 (0.024)
Age (years)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)
Education (years)	-0.002 (0.006)	-0.002 (0.006)	-0.002 (0.006)
Constant	2.058*** (0.161)	1.940*** (0.148)	2.049*** (0.145)
N	1,604	1,548	1,574
R <sup>2</sup>	0.299	0.355	0.345

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.



Table 23: OLS Regression Estimates of Feeling Thermometer Effects: All Joe Biden Supporters

	Biden Feeling Thermometer Rating (1-100 scale)		
	Simple Statement Treatments	News Treatments	Personal Treatments
	(1)	(2)	(3)
Doseage (0-5)	-1.158*** (0.277)	-0.931*** (0.278)	-0.608** (0.296)
Political attention	0.076 (0.565)	-0.524 (0.583)	0.413 (0.586)
Ideology	-0.872*** (0.328)	-0.298 (0.322)	-0.142 (0.344)
Partisanship	-1.960** (0.856)	0.403 (0.871)	-1.153 (0.926)
Support strength	2.898** (1.269)	6.440*** (1.213)	4.939*** (1.285)
Likability rating	7.953*** (1.477)	5.734*** (1.375)	8.916*** (1.369)
Competence rating	5.567*** (1.195)	5.463*** (1.266)	4.584*** (1.180)
Female	-1.661 (1.191)	-0.204 (1.215)	-0.442 (1.275)
Age (years)	0.092*** (0.035)	0.108*** (0.037)	0.075** (0.038)
Education (years)	-0.133 (0.265)	0.141 (0.267)	-0.290 (0.299)
Constant	21.395*** (7.075)	13.627** (6.866)	12.585* (7.585)
N	650	663	693
R <sup>2</sup>	0.295	0.275	0.291

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 24: OLS Regression Estimates of Vote Likelihood Effects: All Joe Biden Supporters

	Biden Vote Likelihood (1-5 scale)		
	Simple Statement Treatments	News Treatments	Personal Treatments
	(1)	(2)	(3)
Doseage (0-5)	-0.075*** (0.014)	-0.031*** (0.012)	-0.043*** (0.012)
Political attention	0.022 (0.029)	-0.001 (0.024)	0.029 (0.023)
Ideology	-0.003 (0.017)	0.005 (0.013)	0.021 (0.014)
Partisanship	-0.028 (0.043)	-0.002 (0.036)	-0.041 (0.037)
Support strength	0.361*** (0.063)	0.428*** (0.051)	0.435*** (0.051)
Likability rating	0.264*** (0.074)	0.208*** (0.057)	0.216*** (0.054)
Competence rating	0.113* (0.059)	0.162*** (0.053)	0.117** (0.047)
Female	-0.090 (0.060)	-0.020 (0.051)	-0.080 (0.050)
Age (years)	0.004** (0.002)	0.002 (0.002)	0.004** (0.002)
Education (years)	0.004 (0.013)	-0.001 (0.011)	-0.014 (0.012)
Constant	1.646*** (0.357)	1.647*** (0.287)	1.869*** (0.300)
N	654	665	695
R <sup>2</sup>	0.250	0.305	0.333

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 25: OLS Regression Estimates of Persuasion Effects: All Donald Trump Supporters

	Support for Politician's Policy Position (1-7 Scale) Policy Persuasion: All Policies
Simple statement treatment	0.362*** (0.044)
News treatment	0.368*** (0.042)
Personal treatment	0.518*** (0.043)
Political attention	0.034** (0.015)
Ideology	-0.042*** (0.013)
Partisanship	0.007 (0.023)
Support strength	0.134*** (0.036)
Likability rating	0.158*** (0.017)
Competence rating	-0.008 (0.029)
Female	0.050 (0.032)
Age (years)	-0.006*** (0.001)
Education (years)	0.025*** (0.008)
Constant	3.004*** (0.195)
N	16,740
R <sup>2</sup>	0.027

\*p < .1; \*\*p < .05; \*\*\*p < .01

HC2 standard errors clustered at the respondent level are in parentheses.

Table 26: OLS Regression Estimates of Feeling Thermometer Effects: All Donald Trump Supporters

	Trump Feeling Thermometer Rating (1-100 scale) Thermometer Ratings: All Policies
Simple statement treatment	-0.263 (0.422)
News treatment	-0.469 (0.436)
Personal treatment	-1.105** (0.507)
Political attention	-0.039 (0.225)
Ideology	-0.002 (0.164)
Partisanship	1.350*** (0.317)
Support strength	8.071*** (0.603)
Likability rating	2.460*** (0.287)
Competence rating	5.277*** (0.665)
Female	0.700* (0.406)
Age (years)	0.103*** (0.013)
Education (years)	-0.200** (0.099)
Constant	22.803*** (3.194)
N	16,740
R <sup>2</sup>	0.394

\*p < .1; \*\*p < .05; \*\*\*p < .01

HC2 standard errors clustered at the respondent level are in parentheses.

Table 27: OLS Regression Estimates of Vote Likelihood Effects: All Donald Trump Supporters

	Biden Vote Likelihood (1-5 scale) Vote Likelihood: All Policies
Simple statement treatment	-0.048** (0.02)
News treatment	-0.075*** (0.019)
Personal treatment	-0.019 (0.019)
Political attention	0.013 (0.01)
Ideology	-0.0004 (0.007)
Partisanship	0.061*** (0.014)
Support strength	0.259*** (0.028)
Likability rating	0.058*** (0.012)
Competence rating	0.256*** (0.028)
Female	-0.012 (0.017)
Age (years)	0.005*** (0.0006)
Education (years)	0.0001 (0.004)
Constant	1.973*** (0.14)
N	16,740
R <sup>2</sup>	0.330

\*p < .1; \*\*p < .05; \*\*\*p < .01

HC2 standard errors clustered at the respondent level are in parentheses.

Table 28: OLS Regression Estimates of Persuasion Effects: All Joe Biden Supporters

	Support for Politician's Policy Position (1-7 Scale) Policy Persuasion: All Policies
Simple statement treatment	0.338*** (0.068)
News treatment	0.190*** (0.06)
Personal treatment	0.479*** (0.063)
Political attention	-0.020 (0.022)
Ideology	0.098*** (0.013)
Partisanship	0.066** (0.034)
Support strength	0.073 (0.046)
Likability rating	-0.101** (0.051)
Competence rating	-0.130*** (0.046)
Female	-0.079* (0.047)
Age (years)	0.005*** (0.001)
Education (years)	0.020* (0.011)
Constant	3.098*** (0.288)
N	7,104
R <sup>2</sup>	0.021

\*p < .1; \*\*p < .05; \*\*\*p < .01

HC2 standard errors clustered at the respondent level are in parentheses.

Table 29: OLS Regression Estimates of Feeling Thermometer Effects: All Joe Biden Supporters

	Biden Feeling Thermometer Rating (1-100 scale) Thermometer Ratings: All Policies
Simple statement treatment	-3.289*** (1.061)
News treatment	-2.786*** (1.006)
Personal treatment	-1.694* (0.96)
Political attention	-0.038 (0.461)
Ideology	-0.408 (0.261)
Partisanship	-0.695 (0.614)
Support strength	5.480*** (0.942)
Likability rating	7.284*** (1.115)
Competence rating	5.003*** (1.051)
Female	-0.821 (0.881)
Age (years)	0.119*** (0.029)
Education (years)	0.161 (0.188)
Constant	9.793*** (5.916)
N	7,104
R <sup>2</sup>	0.260

\*p < .1; \*\*p < .05; \*\*\*p < .01

HC2 standard errors clustered at the respondent level are in parentheses.

Table 30: OLS Regression Estimates of Vote Likelihood Effects: All Joe Biden Supporters

	Biden Vote Likelihood (1-5 scale) Vote Likelihood: All Policies
Simple statement treatment	-0.252*** (0.052)
News treatment	-0.082** (0.038)
Personal treatment	-0.110*** (0.041)
Political attention	0.015 (0.019)
Ideology	0.017 (0.011)
Partisanship	-0.033 (0.03)
Support strength	0.426*** (0.046)
Likability rating	0.198*** (0.051)
Competence rating	0.150*** (0.045)
Female	-0.079** (0.037)
Age (years)	0.004*** (0.001)
Education (years)	0.004 (0.008)
Constant	1.522*** (0.253)
N	7,104
R <sup>2</sup>	0.279

\*p < .1; \*\*p < .05; \*\*\*p < .01

HC2 standard errors clustered at the respondent level are in parentheses.



## OLS Regression Tables: CATEs

The tables in this section are separated by education level and correspond to the figures in Appendix D of the manuscript.

Table 1: OLS Regression Estimates of Persuasion Effects: Low-Education Donald Trump Supporters

	Support for Politician's Policy Position (1-7 Scale)				
	Oppose NATO (1)	Ban Muslim Immigration (2)	Influence Federal Reserve (3)	Federal Abortion Funding (4)	Increase Gun Control (5)
Simple statement treatment	0.299*** (0.088)	0.431*** (0.099)	-0.032 (0.082)	0.664*** (0.115)	0.323** (0.126)
News treatment	0.454*** (0.092)	0.259** (0.102)	0.101 (0.083)	0.350*** (0.118)	0.784*** (0.127)
Personal treatment	0.251*** (0.089)	0.627*** (0.102)	0.301*** (0.080)	0.723*** (0.117)	0.931*** (0.125)
Political attention	-0.024 (0.033)	0.019 (0.037)	0.129*** (0.030)	0.045 (0.043)	-0.028 (0.046)
Ideology	0.094*** (0.027)	0.092*** (0.031)	0.042* (0.025)	-0.310*** (0.035)	-0.119*** (0.038)
Partisanship	0.023 (0.047)	-0.032 (0.053)	-0.076* (0.042)	-0.084 (0.061)	0.019 (0.066)
Support strength	-0.049 (0.077)	0.404*** (0.086)	0.246*** (0.069)	-0.015 (0.099)	0.025 (0.107)
Likability rating	0.032 (0.037)	0.200*** (0.041)	0.099*** (0.033)	0.061 (0.048)	0.086* (0.051)
Competence rating	0.067 (0.062)	0.105 (0.069)	0.298*** (0.056)	-0.283*** (0.080)	-0.168* (0.086)
Female	0.289*** (0.068)	0.257*** (0.076)	0.004 (0.061)	-0.168* (0.088)	0.396*** (0.095)
Age (years)	0.016*** (0.002)	0.002 (0.002)	-0.004** (0.002)	-0.021*** (0.003)	-0.005* (0.003)
Education (years)	0.017 (0.029)	-0.046 (0.033)	-0.036 (0.026)	-0.041 (0.038)	-0.067* (0.041)
Constant	1.553*** (0.519)	2.254*** (0.584)	2.901*** (0.468)	7.800*** (0.676)	5.507*** (0.726)
N	2,235	2,228	2,224	2,239	2,232
R <sup>2</sup>	0.068	0.088	0.081	0.126	0.051

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 2: OLS Regression Estimates of Persuasion Effects: Low-Education Donald Trump Supporters

	Support for Politician's Policy Position (Percent Support)				
	Oppose NATO (1)	Ban Muslim Immigration (2)	Influence Federal Reserve (3)	Federal Abortion Funding (4)	Increase Gun Control (5)
Simple statement treatment	0.299*** (0.088)	0.431*** (0.099)	-0.032 (0.082)	0.664*** (0.115)	0.323** (0.126)
News treatment	0.454*** (0.092)	0.259** (0.102)	0.101 (0.083)	0.350*** (0.118)	0.784*** (0.127)
Personal treatment	0.251*** (0.089)	0.627*** (0.102)	0.301*** (0.080)	0.723*** (0.117)	0.931*** (0.125)
Political attention	-0.024 (0.033)	0.019 (0.037)	0.129*** (0.030)	0.045 (0.043)	-0.028 (0.046)
Ideology	0.094*** (0.027)	0.092*** (0.031)	0.042* (0.025)	-0.310*** (0.035)	-0.119*** (0.038)
Partisanship	0.023 (0.047)	-0.032 (0.053)	-0.076* (0.042)	-0.084 (0.061)	0.019 (0.066)
Support strength	-0.049 (0.077)	0.404*** (0.086)	0.246*** (0.069)	-0.015 (0.099)	0.025 (0.107)
Likability rating	0.032 (0.037)	0.200*** (0.041)	0.099*** (0.033)	0.061 (0.048)	0.086* (0.051)
Competence rating	0.067 (0.062)	0.105 (0.069)	0.298*** (0.056)	-0.283*** (0.080)	-0.168* (0.086)
Female	0.289*** (0.068)	0.257*** (0.076)	0.004 (0.061)	-0.168* (0.088)	0.396*** (0.095)
Age (years)	0.016*** (0.002)	0.002 (0.002)	-0.004** (0.002)	-0.021*** (0.003)	-0.005* (0.003)
Education (years)	0.017 (0.029)	-0.046 (0.033)	-0.036 (0.026)	-0.041 (0.038)	-0.067* (0.041)
Constant	1.553*** (0.519)	2.254*** (0.584)	2.901*** (0.468)	7.800*** (0.676)	5.507*** (0.726)
N	2,235	2,228	2,224	2,239	2,232
R <sup>2</sup>	0.068	0.088	0.081	0.126	0.051

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 3: OLS Regression Estimates of Feeling Thermometer Effects by Issue: Low-Education Donald Trump Supporters

	Trump Feeling Thermometer Rating (1-100 scale)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	0.120 (0.660)	-0.987 (0.663)	-0.0004 (0.674)	-1.149* (0.664)	-0.819 (0.679)
News treatment	-0.448 (0.683)	-0.266 (0.687)	-1.163* (0.681)	-1.047 (0.680)	-1.436** (0.693)
Personal treatment	-1.137* (0.680)	-1.549** (0.670)	-1.798*** (0.673)	-1.075 (0.680)	-2.007*** (0.665)
Political attention	-0.263 (0.245)	-0.273 (0.245)	-0.256 (0.245)	-0.258 (0.245)	-0.245 (0.245)
Ideology	0.165 (0.205)	0.182 (0.205)	0.175 (0.204)	0.164 (0.205)	0.161 (0.204)
Partisanship	1.650*** (0.354)	1.662*** (0.354)	1.654*** (0.354)	1.664*** (0.354)	1.634*** (0.354)
Support strength	8.399*** (0.576)	8.403*** (0.575)	8.378*** (0.575)	8.408*** (0.575)	8.334*** (0.576)
Likability rating	2.673*** (0.276)	2.682*** (0.276)	2.683*** (0.276)	2.685*** (0.276)	2.699*** (0.276)
Competence rating	5.061*** (0.465)	5.058*** (0.465)	5.073*** (0.465)	5.068*** (0.465)	5.093*** (0.465)
Female	0.293 (0.509)	0.303 (0.508)	0.315 (0.508)	0.262 (0.509)	0.293 (0.508)
Age (years)	0.091*** (0.015)	0.090*** (0.015)	0.091*** (0.015)	0.091*** (0.015)	0.091*** (0.015)
Education (years)	0.094 (0.218)	0.101 (0.218)	0.089 (0.218)	0.086 (0.218)	0.083 (0.218)
Constant	17.081*** (3.914)	17.094*** (3.895)	17.217*** (3.897)	17.327*** (3.905)	17.691*** (3.900)
N	2,213	2,213	2,213	2,213	2,213
R <sup>2</sup>	0.398	0.399	0.400	0.399	0.400

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 4: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: Low-Education Donald Trump Supporters

	Trump Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	-0.525 (1.190)
Two Simple Treatments	-2.327* (1.232)
Three Simple Treatments	-1.771 (1.358)
Four Simple Treatments	-0.798 (1.282)
Five Simple Treatments	-1.430 (0.959)
One News Treatment	-2.068 (1.297)
Two News Treatments	-0.671 (1.321)
Three News Treatments	-2.479* (1.299)
Four News Treatments	-0.366 (1.258)
Five News Treatments	-2.202** (1.003)
One Personal Treatment	-0.552 (1.226)
Two Personal Treatments	-1.932 (1.223)
Three Personal Treatments	-2.032 (1.286)
Four Personal Treatments	-1.714 (1.294)
Five Personal Treatments	-2.964*** (0.982)
Constant	18.391*** (3.951)
Covariates included	Yes
N	2,213
R <sup>2</sup>	0.402

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 5: OLS Regression Estimates of Feeling Thermometer Effects by Issue: Low-Education Donald Trump Supporters

	Republican Party Feeling Thermometer Rating (1-100 scale)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	-1.176 (0.967)	-0.520 (0.970)	-1.593 (0.986)	-3.025*** (0.970)	-3.390*** (0.992)
News treatment	-0.806 (1.000)	-1.345 (1.005)	-1.991** (0.997)	-2.103** (0.994)	-2.938*** (1.012)
Personal treatment	-0.923 (0.996)	-1.961** (0.981)	-2.006** (0.985)	-1.981** (0.993)	-2.269** (0.971)
Political attention	-0.340 (0.359)	-0.343 (0.359)	-0.323 (0.359)	-0.321 (0.359)	-0.311 (0.358)
Ideology	0.650** (0.300)	0.657** (0.300)	0.661** (0.300)	0.653** (0.299)	0.651** (0.299)
Partisanship	5.806*** (0.519)	5.811*** (0.519)	5.804*** (0.519)	5.814*** (0.518)	5.798*** (0.518)
Support strength	5.165*** (0.843)	5.193*** (0.842)	5.132*** (0.842)	5.189*** (0.841)	4.984*** (0.841)
Likability rating	1.162*** (0.404)	1.174*** (0.404)	1.191*** (0.404)	1.184*** (0.403)	1.247*** (0.403)
Competence rating	3.295*** (0.681)	3.290*** (0.680)	3.308*** (0.680)	3.311*** (0.679)	3.399*** (0.678)
Female	2.818*** (0.745)	2.828*** (0.744)	2.821*** (0.744)	2.738*** (0.743)	2.768*** (0.742)
Age (years)	0.052** (0.022)	0.052** (0.022)	0.052** (0.022)	0.051** (0.022)	0.051** (0.022)
Education (years)	-0.604* (0.319)	-0.587* (0.319)	-0.605* (0.319)	-0.629** (0.319)	-0.618* (0.318)
Constant	13.663** (5.720)	13.392** (5.693)	13.902** (5.698)	14.466** (5.697)	14.422** (5.691)
N	2,210	2,210	2,210	2,210	2,210
R <sup>2</sup>	0.197	0.198	0.199	0.200	0.202

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 6: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: Low-Education Donald Trump Supporters

	Republican Party Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	-1.305 (1.738)
Two Simple Treatments	-3.783** (1.799)
Three Simple Treatments	-0.971 (1.983)
Four Simple Treatments	-0.623 (1.872)
Five Simple Treatments	-3.953*** (1.401)
One News Treatment	0.883 (1.894)
Two News Treatments	-2.897 (1.929)
Three News Treatments	-2.713 (1.897)
Four News Treatments	-0.374 (1.837)
Five News Treatments	-4.007*** (1.464)
One Personal Treatment	1.119 (1.796)
Two Personal Treatments	-2.162 (1.787)
Three Personal Treatments	-4.752** (1.878)
Four Personal Treatments	-1.715 (1.890)
Five Personal Treatments	-2.969** (1.435)
Constant	14.257** (5.759)
Covariates included	Yes
N	2,210
R <sup>2</sup>	0.205

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 7: OLS Regression Estimates of Vote Likelihood Effects by Issue: Low-Education Donald Trump Supporters

	Trump Vote Likelihood (1-5 scale)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	-0.039 (0.030)	-0.050* (0.030)	-0.018 (0.030)	-0.022 (0.030)	-0.024 (0.030)
News treatment	-0.069** (0.031)	-0.074** (0.031)	-0.062** (0.031)	-0.074** (0.030)	-0.061** (0.031)
Personal treatment	0.003 (0.030)	-0.024 (0.030)	-0.017 (0.030)	-0.002 (0.030)	-0.014 (0.030)
Political attention	0.004 (0.011)	0.005 (0.011)	0.005 (0.011)	0.005 (0.011)	0.005 (0.011)
Ideology	0.001 (0.009)	0.002 (0.009)	0.001 (0.009)	0.001 (0.009)	0.001 (0.009)
Partisanship	0.052*** (0.016)	0.053*** (0.016)	0.052*** (0.016)	0.052*** (0.016)	0.052*** (0.016)
Support strength	0.242*** (0.026)	0.243*** (0.026)	0.243*** (0.026)	0.244*** (0.026)	0.242*** (0.026)
Likability rating	0.069*** (0.012)	0.069*** (0.012)	0.069*** (0.012)	0.069*** (0.012)	0.070*** (0.012)
Competence rating	0.265*** (0.021)	0.266*** (0.021)	0.266*** (0.021)	0.266*** (0.021)	0.267*** (0.021)
Female	-0.040* (0.023)	-0.041* (0.023)	-0.040* (0.023)	-0.041* (0.023)	-0.040* (0.023)
Age (years)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)
Education (years)	0.010 (0.010)	0.010 (0.010)	0.009 (0.010)	0.010 (0.010)	0.009 (0.010)
Constant	1.874*** (0.175)	1.861*** (0.174)	1.870*** (0.174)	1.865*** (0.174)	1.870*** (0.174)
N	2,222	2,222	2,222	2,222	2,222
R <sup>2</sup>	0.310	0.310	0.309	0.310	0.309

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.



Table 8: OLS Regression Estimates of Vote Likelihood Effects by Issue: Low-Education Donald Trump Supporters

	Trump Vote Likelihood (Percent Likely)				
	Federal abortion funding	Oppose NATO	Increase Gun Control	Ban Muslim Immigration	Influ
	(1)	(2)	(3)	(4)	
Simple statement treatment	-0.022*** (0.008)	-0.024*** (0.008)	-0.006 (0.008)	-0.011 (0.008)	— (0.008)
News treatment	-0.010 (0.008)	-0.013 (0.008)	-0.005 (0.008)	-0.006 (0.008)	— (0.008)
Personal treatment	-0.004 (0.008)	-0.011 (0.008)	-0.002 (0.008)	0.002 (0.008)	0 (0.008)
Political attention	0.002 (0.003)	0.002 (0.003)	0.002 (0.003)	0.002 (0.003)	0 (0.003)
Ideology	-0.001 (0.003)	-0.001 (0.003)	-0.001 (0.003)	-0.001 (0.003)	— (0.003)
Partisanship	0.007* (0.004)	0.007* (0.004)	0.007* (0.004)	0.007 (0.004)	0 (0.004)
Support strength	0.021*** (0.007)	0.021*** (0.007)	0.021*** (0.007)	0.021*** (0.007)	0 (0.007)
Likability rating	0.015*** (0.003)	0.015*** (0.003)	0.015*** (0.003)	0.015*** (0.003)	0 (0.003)
Competence rating	0.046*** (0.006)	0.046*** (0.006)	0.046*** (0.006)	0.046*** (0.006)	0 (0.006)
Female	-0.015** (0.006)	-0.014** (0.006)	-0.014** (0.006)	-0.014** (0.006)	— (0.006)
Age (years)	0.001*** (0.0002)	0.001*** (0.0002)	0.001*** (0.0002)	0.001*** (0.0002)	0 (0.0002)
Education (years)	0.002 (0.003)	0.003 (0.003)	0.003 (0.003)	0.002 (0.003)	0 (0.003)
Constant	0.524*** (0.048)	0.519*** (0.048)	0.517*** (0.048)	0.519*** (0.048)	0 (0.048)
N	2,222	2,222	2,222	2,222	2
R <sup>2</sup>	0.125	0.125	0.122	0.123	0

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 9: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
 Low-Education Donald Trump Supporters

	Trump Vote Likelihood (1-5 scale)
One Simple Treatment	-0.013 (0.053)
Two Simple Treatments	-0.222*** (0.055)
Three Simple Treatments	-0.022 (0.060)
Four Simple Treatments	0.069 (0.057)
Five Simple Treatments	-0.092** (0.043)
One News Treatment	-0.031 (0.058)
Two News Treatments	-0.073 (0.059)
Three News Treatments	-0.126** (0.058)
Four News Treatments	-0.065 (0.056)
Five News Treatments	-0.118*** (0.045)
One Personal Treatment	-0.029 (0.055)
Two Personal Treatments	-0.022 (0.054)
Three Personal Treatments	-0.022 (0.057)
Four Personal Treatments	-0.003 (0.058)
Five Personal Treatments	-0.068 (0.044)
Constant	1.884*** (0.176)
Covariates included	Yes
N	2,222
R <sup>2</sup>	0.318

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 10: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
Low-Education Donald Trump Supporters

	Trump Vote Likelihood (Percent Likely)
One Simple Treatment	-0.017 (0.015)
Two Simple Treatments	-0.056*** (0.015)
Three Simple Treatments	-0.026 (0.017)
Four Simple Treatments	0.005 (0.016)
Five Simple Treatments	-0.029** (0.012)
One News Treatment	-0.028* (0.016)
Two News Treatments	-0.010 (0.016)
Three News Treatments	-0.012 (0.016)
Four News Treatments	-0.005 (0.016)
Five News Treatments	-0.025** (0.012)
One Personal Treatment	-0.0003 (0.015)
Two Personal Treatments	-0.009 (0.015)
Three Personal Treatments	-0.009 (0.016)
Four Personal Treatments	-0.013 (0.016)
Five Personal Treatments	-0.017 (0.012)
Constant	0.527*** (0.049)
Covariates included	Yes
N	2,222
R <sup>2</sup>	0.130

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 11: OLS Regression Estimates of Persuasion Effects: Low-Education Joe Biden Supporters

	Support for Politician's Policy Position (1-7 Scale)				
	Border wall	Marijuana legalization	Federal abortion funding	Social Security	Charter schools
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	1.109*** (0.180)	0.301 (0.187)	0.058 (0.178)	0.503*** (0.144)	-0.151 (0.160)
News treatment	0.555*** (0.175)	0.074 (0.180)	-0.165 (0.175)	0.611*** (0.132)	-0.003 (0.160)
Personal treatment	1.201*** (0.168)	0.211 (0.173)	0.408** (0.167)	0.636*** (0.131)	0.113 (0.148)
Political attention	0.068 (0.059)	-0.145** (0.062)	0.026 (0.060)	-0.018 (0.047)	0.021 (0.053)
Ideology	0.275*** (0.037)	0.046 (0.038)	0.264*** (0.037)	0.029 (0.029)	-0.200*** (0.033)
Partisanship	0.050 (0.099)	0.051 (0.103)	0.004 (0.099)	0.151* (0.077)	-0.004 (0.089)
Support strength	0.088 (0.134)	0.033 (0.140)	0.108 (0.135)	0.001 (0.105)	0.072 (0.120)
Likability rating	-0.073 (0.143)	-0.135 (0.149)	0.038 (0.144)	-0.201* (0.112)	-0.163 (0.128)
Competence rating	-0.248* (0.132)	-0.186 (0.137)	-0.083 (0.132)	-0.210** (0.103)	-0.060 (0.118)
Female	-0.312** (0.133)	0.270* (0.139)	-0.223* (0.134)	-0.080 (0.104)	-0.051 (0.120)
Age (years)	-0.004 (0.004)	0.028*** (0.004)	-0.006 (0.004)	-0.010*** (0.003)	0.024*** (0.003)
Education (years)	-0.008 (0.058)	0.054 (0.060)	0.009 (0.058)	-0.003 (0.045)	0.083 (0.052)
Constant	3.342*** (0.972)	2.329** (1.015)	3.006*** (0.976)	4.120*** (0.761)	3.030*** (0.871)
N	939	938	935	936	936
R <sup>2</sup>	0.149	0.066	0.078	0.096	0.101

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 12: OLS Regression Estimates of Persuasion Effects: Low-Education Joe Biden Supporters

	Support for Politician's Policy Position (Percent Support)				
	Border wall	Marijuana legalization	Federal abortion funding	Social Security	Charter schools
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	0.234*** (0.039)	0.082** (0.038)	0.003 (0.039)	0.106*** (0.030)	0.014 (0.037)
News treatment	0.142*** (0.038)	0.010 (0.037)	-0.045 (0.038)	0.098*** (0.027)	0.027 (0.037)
Personal treatment	0.263*** (0.037)	0.050 (0.035)	0.066* (0.037)	0.117*** (0.027)	0.055 (0.034)
Political attention	0.011 (0.013)	-0.030** (0.013)	0.006 (0.013)	-0.007 (0.010)	0.004 (0.012)
Ideology	0.053*** (0.008)	0.003 (0.008)	0.052*** (0.008)	0.007 (0.006)	-0.041*** (0.008)
Partisanship	-0.001 (0.022)	0.001 (0.021)	0.004 (0.022)	0.030* (0.016)	0.002 (0.020)
Support strength	0.015 (0.029)	0.010 (0.029)	0.014 (0.029)	0.030 (0.022)	0.012 (0.028)
Likability rating	-0.023 (0.031)	-0.015 (0.030)	0.021 (0.031)	-0.060*** (0.023)	-0.029 (0.029)
Competence rating	-0.033 (0.029)	-0.025 (0.028)	-0.027 (0.029)	-0.027 (0.021)	-0.011 (0.027)
Female	-0.061** (0.029)	0.057** (0.028)	-0.053* (0.029)	-0.021 (0.022)	-0.018 (0.027)
Age (years)	-0.001 (0.001)	0.004*** (0.001)	-0.001 (0.001)	-0.001** (0.001)	0.005*** (0.001)
Education (years)	0.004 (0.013)	0.007 (0.012)	0.012 (0.013)	-0.008 (0.009)	0.015 (0.012)
Constant	0.316 (0.213)	0.180 (0.207)	0.198 (0.213)	0.569*** (0.157)	0.279 (0.200)
N	939	938	935	936	936
R <sup>2</sup>	0.133	0.047	0.066	0.078	0.083

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 13: OLS Regression Estimates of Feeling Thermometer Effects by Issue: Low-Education Joe Biden Supporters

	Biden Feeling Thermometer Rating (1-100 scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-2.196 (1.641)	-3.019* (1.637)	-5.280*** (1.601)	-3.832** (1.667)	-2.828* (1.619)
News treatment	-3.079* (1.593)	-3.640** (1.570)	-5.232*** (1.568)	-3.641** (1.528)	-3.894** (1.618)
Personal treatment	-0.687 (1.519)	-0.686 (1.503)	-4.589*** (1.498)	-2.677* (1.516)	-2.993** (1.491)
Political attention	0.019 (0.539)	0.043 (0.539)	0.137 (0.536)	0.066 (0.538)	0.039 (0.538)
Ideology	-0.354 (0.332)	-0.390 (0.332)	-0.358 (0.329)	-0.347 (0.331)	-0.383 (0.331)
Partisanship	-0.241 (0.899)	-0.419 (0.900)	-0.422 (0.892)	-0.189 (0.897)	-0.333 (0.898)
Support strength	7.032*** (1.226)	6.821*** (1.224)	6.935*** (1.215)	7.012*** (1.221)	6.975*** (1.221)
Likability rating	6.682*** (1.296)	6.674*** (1.296)	6.141*** (1.291)	6.513*** (1.298)	6.538*** (1.296)
Competence rating	5.507*** (1.211)	5.728*** (1.209)	5.923*** (1.204)	5.677*** (1.207)	5.760*** (1.207)
Female	-0.022 (1.212)	-0.011 (1.209)	0.007 (1.201)	-0.012 (1.208)	0.043 (1.209)
Age (years)	0.137*** (0.035)	0.136*** (0.035)	0.134*** (0.035)	0.131*** (0.035)	0.135*** (0.035)
Education (years)	-0.465 (0.525)	-0.494 (0.524)	-0.438 (0.520)	-0.497 (0.523)	-0.487 (0.523)
Constant	11.518 (8.813)	12.082 (8.801)	13.741 (8.746)	12.813 (8.796)	12.398 (8.790)
N	931	931	931	931	931
R <sup>2</sup>	0.268	0.271	0.280	0.272	0.271

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 14: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: Low-Education Joe Biden Supporters

	Biden Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	-0.785 (2.723)
Two Simple Treatments	-4.886 (3.494)
Three Simple Treatments	-9.872*** (3.318)
Four Simple Treatments	-0.978 (2.766)
Five Simple Treatments	-7.185*** (2.357)
One News Treatment	-3.618 (3.152)
Two News Treatments	-3.359 (3.537)
Three News Treatments	-1.471 (2.822)
Four News Treatments	-4.396 (2.935)
Five News Treatments	-8.123*** (2.203)
One Personal Treatment	-7.325** (3.236)
Two Personal Treatments	-0.159 (3.076)
Three Personal Treatments	-5.746** (2.689)
Four Personal Treatments	-2.785 (2.540)
Five Personal Treatments	-4.966** (2.200)
Constant	15.023* (8.871)
Covariates included	Yes
N	931
R <sup>2</sup>	0.288

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 15: OLS Regression Estimates of Feeling Thermometer Effects by Issue: Low-Education Joe Biden Supporters

	Democrat Party Feeling Thermometer Rating (1-100 scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-2.135 (1.652)	0.641 (1.656)	-0.066 (1.629)	1.192 (1.687)	0.172 (1.636)
News treatment	-4.675*** (1.592)	-1.464 (1.580)	-2.492 (1.588)	-2.084 (1.538)	-3.481** (1.623)
Personal treatment	-1.687 (1.521)	1.318 (1.512)	-0.786 (1.517)	0.378 (1.526)	-1.473 (1.500)
Political attention	0.024 (0.540)	-0.007 (0.542)	0.027 (0.543)	-0.004 (0.542)	-0.010 (0.541)
Ideology	-0.539 (0.333)	-0.568* (0.333)	-0.566* (0.333)	-0.570* (0.333)	-0.561* (0.333)
Partisanship	-6.435*** (0.902)	-6.445*** (0.908)	-6.486*** (0.906)	-6.468*** (0.905)	-6.530*** (0.905)
Support strength	3.246*** (1.228)	3.133** (1.232)	3.131** (1.231)	3.084** (1.230)	3.138** (1.228)
Likability rating	3.362*** (1.298)	3.377*** (1.304)	3.249** (1.308)	3.306** (1.307)	3.206** (1.303)
Competence rating	4.814*** (1.213)	5.006*** (1.217)	5.037*** (1.220)	5.070*** (1.215)	5.101*** (1.213)
Female	2.477** (1.213)	2.436** (1.217)	2.437** (1.217)	2.417** (1.217)	2.512** (1.216)
Age (years)	0.019 (0.035)	0.021 (0.035)	0.021 (0.035)	0.022 (0.035)	0.020 (0.035)
Education (years)	-0.267 (0.526)	-0.341 (0.528)	-0.315 (0.528)	-0.336 (0.527)	-0.319 (0.527)
Constant	50.792*** (8.830)	49.661*** (8.864)	50.439*** (8.866)	50.013*** (8.864)	50.766*** (8.843)
N	930	930	930	930	930
R <sup>2</sup>	0.203	0.198	0.198	0.198	0.200

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.



Table 16: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: Low-Education Joe Biden Supporters

	Democrat Party Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	-0.835 (2.756)
Two Simple Treatments	-5.728 (3.536)
Three Simple Treatments	0.076 (3.357)
Four Simple Treatments	1.603 (2.799)
Five Simple Treatments	-2.567 (2.409)
One News Treatment	-1.848 (3.189)
Two News Treatments	-3.098 (3.520)
Three News Treatments	-2.305 (2.856)
Four News Treatments	-3.996 (2.971)
Five News Treatments	-4.918** (2.230)
One Personal Treatment	-5.715* (3.274)
Two Personal Treatments	1.147 (3.113)
Three Personal Treatments	-2.081 (2.721)
Four Personal Treatments	-4.842* (2.570)
Five Personal Treatments	-0.087 (2.226)
Constant	51.907*** (8.980)
Covariates included	Yes
N	930
R <sup>2</sup>	0.209

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 17: OLS Regression Estimates of Vote Likelihood Effects by Issue: Low-Education Joe Biden Supporters

	Biden Vote Likelihood (1-5 scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-0.222*** (0.069)	-0.360*** (0.068)	-0.384*** (0.067)	-0.357*** (0.070)	-0.305*** (0.068)
News treatment	-0.066 (0.067)	-0.111* (0.066)	-0.130** (0.066)	-0.075 (0.064)	-0.089 (0.068)
Personal treatment	-0.096 (0.064)	-0.127** (0.063)	-0.154** (0.063)	-0.149** (0.063)	-0.111* (0.063)
Political attention	0.017 (0.023)	0.018 (0.023)	0.020 (0.023)	0.019 (0.023)	0.019 (0.023)
Ideology	0.018 (0.014)	0.016 (0.014)	0.018 (0.014)	0.019 (0.014)	0.016 (0.014)
Partisanship	-0.026 (0.038)	-0.036 (0.037)	-0.030 (0.037)	-0.018 (0.037)	-0.024 (0.038)
Support strength	0.439*** (0.051)	0.428*** (0.051)	0.438*** (0.051)	0.444*** (0.051)	0.441*** (0.051)
Likability rating	0.174*** (0.055)	0.176*** (0.054)	0.151*** (0.054)	0.169*** (0.054)	0.174*** (0.054)
Competence rating	0.183*** (0.050)	0.191*** (0.050)	0.198*** (0.050)	0.184*** (0.050)	0.189*** (0.050)
Female	-0.052 (0.051)	-0.054 (0.051)	-0.055 (0.050)	-0.054 (0.051)	-0.055 (0.051)
Age (years)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)	0.005*** (0.001)
Education (years)	-0.017 (0.022)	-0.016 (0.022)	-0.016 (0.022)	-0.019 (0.022)	-0.018 (0.022)
Constant	1.621*** (0.372)	1.647*** (0.368)	1.701*** (0.367)	1.675*** (0.369)	1.628*** (0.369)
N	935	935	935	935	935
R <sup>2</sup>	0.268	0.282	0.285	0.281	0.276

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 18: OLS Regression Estimates of Vote Likelihood Effects by Issue: Low-Education Joe Biden Supporters

	Biden Vote Likelihood (Percent Likely)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-0.033 (0.020)	-0.071*** (0.020)	-0.091*** (0.020)	-0.082*** (0.020)	-0.077*** (0.020)
News treatment	-0.012 (0.020)	-0.029 (0.019)	-0.031 (0.019)	-0.023 (0.019)	-0.023 (0.020)
Personal treatment	-0.017 (0.019)	-0.027 (0.018)	-0.044** (0.018)	-0.030 (0.019)	-0.025 (0.018)
Political attention	0.008 (0.007)	0.009 (0.007)	0.009 (0.007)	0.009 (0.007)	0.009 (0.007)
Ideology	0.003 (0.004)	0.003 (0.004)	0.003 (0.004)	0.003 (0.004)	0.003 (0.004)
Partisanship	-0.009 (0.011)	-0.011 (0.011)	-0.010 (0.011)	-0.007 (0.011)	-0.009 (0.011)
Support strength	0.050*** (0.015)	0.047*** (0.015)	0.049*** (0.015)	0.051*** (0.015)	0.050*** (0.015)
Likability rating	0.026 (0.016)	0.026* (0.016)	0.021 (0.016)	0.025 (0.016)	0.027* (0.016)
Competence rating	0.053*** (0.015)	0.055*** (0.015)	0.057*** (0.015)	0.053*** (0.015)	0.054*** (0.015)
Female	-0.006 (0.015)	-0.005 (0.015)	-0.006 (0.015)	-0.005 (0.015)	-0.005 (0.015)
Age (years)	0.001** (0.0004)	0.001** (0.0004)	0.001** (0.0004)	0.001** (0.0004)	0.001** (0.0004)
Education (years)	-0.006 (0.006)	-0.005 (0.006)	-0.005 (0.006)	-0.006 (0.006)	-0.005 (0.006)
Constant	0.443*** (0.108)	0.450*** (0.108)	0.462*** (0.107)	0.456*** (0.108)	0.444*** (0.108)
N	935	935	935	935	935
R <sup>2</sup>	0.112	0.122	0.131	0.125	0.124

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 19: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
Low-Education Joe Biden Supporters

	Biden Vote Likelihood (1-5 scale)
One Simple Treatment	-0.152 (0.114)
Two Simple Treatments	-0.367** (0.147)
Three Simple Treatments	-0.452*** (0.138)
Four Simple Treatments	-0.324*** (0.116)
Five Simple Treatments	-0.512*** (0.099)
One News Treatment	-0.183 (0.133)
Two News Treatments	-0.090 (0.146)
Three News Treatments	-0.247** (0.119)
Four News Treatments	-0.089 (0.123)
Five News Treatments	-0.224** (0.093)
One Personal Treatment	-0.073 (0.136)
Two Personal Treatments	-0.034 (0.129)
Three Personal Treatments	-0.155 (0.113)
Four Personal Treatments	-0.171 (0.107)
Five Personal Treatments	-0.319*** (0.092)
Constant	1.704*** (0.373)
Covariates included	Yes
N	935
R <sup>2</sup>	0.293

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 20: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
Low-Education Joe Biden Supporters

	Biden Vote Likelihood (Percent Likely)
One Simple Treatment	-0.001 (0.033)
Two Simple Treatments	-0.062 (0.043)
Three Simple Treatments	-0.128*** (0.040)
Four Simple Treatments	-0.067** (0.034)
Five Simple Treatments	-0.104*** (0.029)
One News Treatment	-0.043 (0.039)
Two News Treatments	-0.017 (0.043)
Three News Treatments	-0.044 (0.035)
Four News Treatments	-0.019 (0.036)
Five News Treatments	-0.051* (0.027)
One Personal Treatment	-0.003 (0.040)
Two Personal Treatments	-0.007 (0.038)
Three Personal Treatments	-0.038 (0.033)
Four Personal Treatments	-0.035 (0.031)
Five Personal Treatments	-0.063** (0.027)
Constant	0.462*** (0.109)
Covariates included	Yes
N	935
R <sup>2</sup>	0.134

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 21: OLS Regression Estimates of Persuasion Effects: High-Education Donald Trump Supporters

	Support for Politician's Policy Position (1-7 Scale)				
	Oppose NATO (1)	Ban Muslim Immigration (2)	Influence Federal Reserve (3)	Federal Abortion Funding (4)	Increase Gun Control (5)
Simple statement treatment	0.210 (0.138)	0.330** (0.143)	0.028 (0.115)	0.797*** (0.164)	0.825*** (0.167)
News treatment	0.152 (0.137)	0.150 (0.145)	0.266** (0.112)	0.511*** (0.170)	0.701*** (0.171)
Personal treatment	0.100 (0.138)	0.508*** (0.147)	0.191 (0.120)	0.447** (0.175)	0.872*** (0.174)
Political attention	-0.118** (0.056)	0.091 (0.059)	0.187*** (0.047)	0.103 (0.069)	0.068 (0.070)
Ideology	-0.031 (0.043)	0.108** (0.045)	0.031 (0.036)	-0.235*** (0.053)	-0.104* (0.054)
Partisanship	-0.160** (0.080)	0.036 (0.084)	0.029 (0.067)	0.204** (0.098)	0.142 (0.099)
Support strength	0.110 (0.122)	0.315** (0.128)	0.238** (0.102)	0.028 (0.150)	-0.122 (0.151)
Likability rating	-0.064 (0.062)	0.356*** (0.065)	0.356*** (0.052)	0.331*** (0.077)	0.209*** (0.077)
Competence rating	0.056 (0.107)	0.146 (0.113)	0.206** (0.090)	-0.448*** (0.132)	-0.274** (0.133)
Female	0.676*** (0.104)	-0.122 (0.109)	-0.154* (0.087)	-0.567*** (0.128)	-0.303** (0.129)
Age (years)	0.018*** (0.003)	-0.002 (0.003)	-0.008*** (0.003)	-0.043*** (0.004)	-0.029*** (0.004)
Education (years)	-0.113*** (0.039)	0.031 (0.041)	0.053 (0.032)	0.247*** (0.047)	0.215*** (0.048)
Constant	5.455*** (0.833)	0.032 (0.879)	0.358 (0.700)	1.817* (1.026)	1.956* (1.037)
N	1,159	1,157	1,158	1,162	1,158
R <sup>2</sup>	0.113	0.141	0.214	0.226	0.133

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 22: OLS Regression Estimates of Persuasion Effects: High-Education Donald Trump Supporters

	Support for Politician's Policy Position (Percent Support)				
	Oppose NATO (1)	Ban Muslim Immigration (2)	Influence Federal Reserve (3)	Federal Abortion Funding (4)	Increase Gun Control (5)
Simple statement treatment	0.210 (0.138)	0.330** (0.143)	0.028 (0.115)	0.797*** (0.164)	0.825*** (0.167)
News treatment	0.152 (0.137)	0.150 (0.145)	0.266** (0.112)	0.511*** (0.170)	0.701*** (0.171)
Personal treatment	0.100 (0.138)	0.508*** (0.147)	0.191 (0.120)	0.447** (0.175)	0.872*** (0.174)
Political attention	-0.118** (0.056)	0.091 (0.059)	0.187*** (0.047)	0.103 (0.069)	0.068 (0.070)
Ideology	-0.031 (0.043)	0.108** (0.045)	0.031 (0.036)	-0.235*** (0.053)	-0.104* (0.054)
Partisanship	-0.160** (0.080)	0.036 (0.084)	0.029 (0.067)	0.204** (0.098)	0.142 (0.099)
Support strength	0.110 (0.122)	0.315** (0.128)	0.238** (0.102)	0.028 (0.150)	-0.122 (0.151)
Likability rating	-0.064 (0.062)	0.356*** (0.065)	0.356*** (0.052)	0.331*** (0.077)	0.209*** (0.077)
Competence rating	0.056 (0.107)	0.146 (0.113)	0.206** (0.090)	-0.448*** (0.132)	-0.274** (0.133)
Female	0.676*** (0.104)	-0.122 (0.109)	-0.154* (0.087)	-0.567*** (0.128)	-0.303** (0.129)
Age (years)	0.018*** (0.003)	-0.002 (0.003)	-0.008*** (0.003)	-0.043*** (0.004)	-0.029*** (0.004)
Education (years)	-0.113*** (0.039)	0.031 (0.041)	0.053 (0.032)	0.247*** (0.047)	0.215*** (0.048)
Constant	5.455*** (0.833)	0.032 (0.879)	0.358 (0.700)	1.817* (1.026)	1.956* (1.037)
N	1,159	1,157	1,158	1,162	1,158
R <sup>2</sup>	0.113	0.141	0.214	0.226	0.133

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 23: OLS Regression Estimates of Feeling Thermometer Effects by Issue: High-Education Donald Trump Supporters

	Trump Feeling Thermometer Rating (1-100 scale)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	0.424 (0.901)	1.706* (0.936)	-0.852 (0.914)	-0.684 (0.927)	0.113 (0.933)
News treatment	0.674 (0.937)	0.857 (0.929)	-1.142 (0.931)	0.204 (0.940)	0.418 (0.914)
Personal treatment	0.030 (0.969)	0.139 (0.934)	-1.723* (0.950)	-0.620 (0.953)	-0.011 (0.972)
Political attention	0.454 (0.382)	0.437 (0.382)	0.495 (0.382)	0.461 (0.382)	0.465 (0.382)
Ideology	-0.376 (0.293)	-0.383 (0.293)	-0.381 (0.293)	-0.366 (0.293)	-0.374 (0.293)
Partisanship	0.836 (0.541)	0.845 (0.540)	0.844 (0.541)	0.828 (0.543)	0.831 (0.541)
Support strength	7.449*** (0.834)	7.408*** (0.834)	7.439*** (0.833)	7.412*** (0.836)	7.447*** (0.835)
Likability rating	1.987*** (0.422)	1.995*** (0.421)	1.989*** (0.421)	1.981*** (0.422)	1.981*** (0.422)
Competence rating	5.999*** (0.733)	5.994*** (0.731)	6.050*** (0.733)	6.046*** (0.735)	5.999*** (0.734)
Female	1.230* (0.707)	1.214* (0.706)	1.248* (0.706)	1.229* (0.707)	1.219* (0.707)
Age (years)	0.121*** (0.022)	0.120*** (0.022)	0.122*** (0.022)	0.122*** (0.022)	0.122*** (0.022)
Education (years)	0.018 (0.263)	0.018 (0.262)	0.008 (0.262)	0.017 (0.263)	0.019 (0.263)
Constant	20.981*** (5.671)	20.908*** (5.658)	21.555*** (5.658)	21.212*** (5.679)	21.074*** (5.675)
N	1,150	1,150	1,150	1,150	1,150
R <sup>2</sup>	0.387	0.389	0.389	0.387	0.387

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.



Table 24: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: High-Education Donald Trump Supporters

	Trump Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	2.036 (1.755)
Two Simple Treatments	2.740 (1.697)
Three Simple Treatments	-0.345 (1.756)
Four Simple Treatments	-2.223 (1.752)
Five Simple Treatments	2.568* (1.312)
One News Treatment	2.229 (1.690)
Two News Treatments	2.792 (1.833)
Three News Treatments	-0.143 (1.638)
Four News Treatments	-0.545 (1.816)
Five News Treatments	2.103 (1.335)
One Personal Treatment	3.309** (1.674)
Two Personal Treatments	3.527* (1.850)
Three Personal Treatments	1.658 (1.710)
Four Personal Treatments	1.691 (1.686)
Five Personal Treatments	-1.238 (1.426)
Constant	21.040*** (5.691)
Covariates included	Yes
N	1,150
R <sup>2</sup>	0.399

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 25: OLS Regression Estimates of Feeling Thermometer Effects by Issue: High-Education Donald Trump Supporters

	Republican Party Feeling Thermometer Rating (1-100 scale)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	-0.079 (1.432)	-0.521 (1.488)	-0.590 (1.453)	-1.121 (1.471)	-1.213 (1.480)
News treatment	-0.102 (1.488)	-0.407 (1.476)	-1.491 (1.481)	1.071 (1.492)	-0.904 (1.451)
Personal treatment	-1.568 (1.538)	-2.425 (1.485)	-1.204 (1.510)	-1.822 (1.511)	-1.627 (1.544)
Political attention	0.471 (0.609)	0.498 (0.609)	0.483 (0.609)	0.450 (0.608)	0.447 (0.608)
Ideology	-0.042 (0.466)	-0.039 (0.465)	-0.028 (0.466)	-0.014 (0.465)	-0.008 (0.466)
Partisanship	5.905*** (0.859)	5.894*** (0.858)	5.893*** (0.859)	5.909*** (0.862)	5.883*** (0.859)
Support strength	1.280 (1.324)	1.360 (1.324)	1.325 (1.325)	1.153 (1.326)	1.266 (1.325)
Likability rating	3.339*** (0.671)	3.310*** (0.670)	3.354*** (0.671)	3.334*** (0.671)	3.356*** (0.671)
Competence rating	2.429** (1.164)	2.405** (1.162)	2.400** (1.165)	2.527** (1.166)	2.458** (1.166)
Female	1.554 (1.122)	1.546 (1.121)	1.551 (1.122)	1.558 (1.121)	1.556 (1.122)
Age (years)	0.085** (0.036)	0.085** (0.036)	0.085** (0.036)	0.085** (0.035)	0.083** (0.036)
Education (years)	-0.192 (0.417)	-0.188 (0.417)	-0.211 (0.417)	-0.187 (0.417)	-0.206 (0.418)
Constant	10.165 (9.009)	10.350 (8.992)	10.691 (9.000)	9.885 (9.014)	10.700 (9.011)
N	1,149	1,149	1,149	1,149	1,149
R <sup>2</sup>	0.155	0.156	0.155	0.156	0.155

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 26: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: High-Education Donald Trump Supporters

	Republican Party Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	1.561 (2.812)
Two Simple Treatments	0.900 (2.697)
Three Simple Treatments	1.065 (2.791)
Four Simple Treatments	-6.957** (2.783)
Five Simple Treatments	-0.403 (2.085)
One News Treatment	-2.486 (2.685)
Two News Treatments	1.601 (2.913)
Three News Treatments	-6.733*** (2.604)
Four News Treatments	-1.614 (2.886)
Five News Treatments	1.135 (2.121)
One Personal Treatment	0.480 (2.659)
Two Personal Treatments	-2.378 (2.940)
Three Personal Treatments	-2.618 (2.718)
Four Personal Treatments	0.152 (2.680)
Five Personal Treatments	-3.704 (2.266)
Constant	12.825 (9.050)
Covariates included	Yes
N	1,149
R <sup>2</sup>	0.169

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 27: OLS Regression Estimates of Vote Likelihood Effects by Issue: High-Education Donald Trump Supporters

	Trump Vote Likelihood (1-5 scale)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	-0.051 (0.035)	-0.024 (0.036)	-0.087** (0.035)	-0.101*** (0.036)	-0.065* (0.036)
News treatment	-0.082** (0.036)	-0.075** (0.036)	-0.101*** (0.036)	-0.102*** (0.036)	-0.079** (0.035)
Personal treatment	-0.009 (0.037)	-0.010 (0.036)	-0.059 (0.037)	-0.079** (0.037)	-0.027 (0.038)
Political attention	0.037** (0.015)	0.036** (0.015)	0.037** (0.015)	0.037** (0.015)	0.035** (0.015)
Ideology	-0.002 (0.011)	-0.002 (0.011)	-0.002 (0.011)	-0.001 (0.011)	-0.002 (0.011)
Partisanship	0.088*** (0.021)	0.088*** (0.021)	0.089*** (0.021)	0.083*** (0.021)	0.089*** (0.021)
Support strength	0.291*** (0.032)	0.292*** (0.032)	0.289*** (0.032)	0.290*** (0.032)	0.290*** (0.032)
Likability rating	0.026 (0.016)	0.026 (0.016)	0.028* (0.016)	0.026 (0.016)	0.027* (0.016)
Competence rating	0.235*** (0.028)	0.236*** (0.028)	0.238*** (0.028)	0.241*** (0.028)	0.237*** (0.028)
Female	0.034 (0.027)	0.036 (0.027)	0.035 (0.027)	0.037 (0.027)	0.035 (0.027)
Age (years)	0.004*** (0.001)	0.004*** (0.001)	0.004*** (0.001)	0.004*** (0.001)	0.004*** (0.001)
Education (years)	-0.005 (0.010)	-0.004 (0.010)	-0.005 (0.010)	-0.004 (0.010)	-0.005 (0.010)
Constant	1.944*** (0.219)	1.930*** (0.219)	1.943*** (0.218)	1.962*** (0.219)	1.949*** (0.219)
N	1,156	1,156	1,156	1,156	1,156
R <sup>2</sup>	0.384	0.383	0.387	0.388	0.384

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 28: OLS Regression Estimates of Vote Likelihood Effects by Issue: High-Education Donald Trump Supporters

	Trump Vote Likelihood (Percent Likely)				
	Federal abortion funding	Oppose Oppose	Increase Gun Control	Ban Muslim Immigration	Influence Federal Reserve
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	-0.004 (0.009)	0.005 (0.009)	-0.007 (0.009)	-0.011 (0.009)	-0.007 (0.009)
News treatment	-0.006 (0.009)	-0.011 (0.009)	-0.015 (0.009)	-0.014 (0.009)	-0.009 (0.009)
Personal treatment	-0.003 (0.009)	0.003 (0.009)	-0.007 (0.009)	-0.016* (0.009)	0.001 (0.009)
Political attention	0.010*** (0.004)	0.009*** (0.004)	0.010*** (0.004)	0.010*** (0.004)	0.009** (0.004)
Ideology	-0.004 (0.003)	-0.004 (0.003)	-0.004 (0.003)	-0.004 (0.003)	-0.004 (0.003)
Partisanship	0.014*** (0.005)	0.014*** (0.005)	0.014*** (0.005)	0.013*** (0.005)	0.014*** (0.005)
Support strength	0.018** (0.008)	0.019** (0.008)	0.019** (0.008)	0.018** (0.008)	0.019** (0.008)
Likability rating	0.008** (0.004)	0.009** (0.004)	0.009** (0.004)	0.008** (0.004)	0.009** (0.004)
Competence rating	0.032*** (0.007)	0.031*** (0.007)	0.032*** (0.007)	0.033*** (0.007)	0.032*** (0.007)
Female	0.011 (0.007)	0.011 (0.007)	0.011 (0.007)	0.011 (0.007)	0.011 (0.007)
Age (years)	0.001*** (0.0002)	0.001*** (0.0002)	0.001*** (0.0002)	0.001*** (0.0002)	0.001*** (0.0002)
Education (years)	0.001 (0.002)	0.001 (0.002)	0.001 (0.002)	0.001 (0.002)	0.0005 (0.002)
Constant	0.597*** (0.054)	0.597*** (0.054)	0.598*** (0.054)	0.600*** (0.054)	0.599*** (0.054)
N	1,156	1,156	1,156	1,156	1,156
R <sup>2</sup>	0.129	0.130	0.130	0.132	0.129

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 29: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
High-Education Donald Trump Supporters

	Trump Vote Likelihood (1-5 scale)
One Simple Treatment	0.006 (0.068)
Two Simple Treatments	0.039 (0.065)
Three Simple Treatments	-0.050 (0.068)
Four Simple Treatments	-0.192*** (0.068)
Five Simple Treatments	-0.089* (0.051)
One News Treatment	-0.017 (0.065)
Two News Treatments	-0.083 (0.071)
Three News Treatments	-0.009 (0.063)
Four News Treatments	-0.234*** (0.070)
Five News Treatments	-0.107** (0.051)
One Personal Treatment	-0.082 (0.064)
Two Personal Treatments	0.090 (0.072)
Three Personal Treatments	-0.102 (0.066)
Four Personal Treatments	-0.031 (0.065)
Five Personal Treatments	-0.079 (0.055)
Constant	1.962***
Covariates included	Yes (0.220)
N	1,156
R <sup>2</sup>	0.397

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 30: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
High-Education Donald Trump Supporters

	Trump Vote Likelihood (Percent Likely)
One Simple Treatment	0.013 (0.017)
Two Simple Treatments	0.009 (0.016)
Three Simple Treatments	0.008 (0.017)
Four Simple Treatments	-0.023 (0.017)
Five Simple Treatments	-0.007 (0.013)
One News Treatment	0.004 (0.016)
Two News Treatments	-0.011 (0.018)
Three News Treatments	0.014 (0.016)
Four News Treatments	-0.014 (0.017)
Five News Treatments	-0.021* (0.013)
One Personal Treatment	-0.033** (0.016)
Two Personal Treatments	0.004 (0.018)
Three Personal Treatments	0.001 (0.016)
Four Personal Treatments	0.008 (0.016)
Five Personal Treatments	-0.013 (0.014)
Constant	0.597*** (0.054)
Covariates included	Yes
N	1,156
R <sup>2</sup>	0.140

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 31: OLS Regression Estimates of Persuasion Effects: High-Education Joe Biden Supporters

	Support for Politician's Policy Position (1-7 Scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	0.625*** (0.228)	0.045 (0.248)	0.164 (0.235)	0.248 (0.174)	0.153 (0.208)
News treatment	0.851*** (0.238)	0.076 (0.242)	-0.106 (0.232)	0.167 (0.175)	-0.066 (0.205)
Personal treatment	0.724*** (0.225)	0.474* (0.246)	0.025 (0.240)	0.400** (0.178)	0.203 (0.204)
Political attention	0.116 (0.098)	-0.426*** (0.105)	-0.088 (0.101)	0.068 (0.075)	0.112 (0.088)
Ideology	0.463*** (0.048)	0.041 (0.051)	0.428*** (0.049)	-0.035 (0.037)	-0.304*** (0.043)
Partisanship	0.103 (0.123)	0.028 (0.132)	0.045 (0.127)	0.140 (0.094)	0.176 (0.111)
Support strength	0.073 (0.172)	0.197 (0.184)	0.175 (0.178)	-0.014 (0.132)	0.006 (0.156)
Likability rating	0.112 (0.196)	-0.340 (0.210)	0.423** (0.201)	-0.211 (0.149)	-0.336* (0.176)
Competence rating	-0.027 (0.147)	-0.155 (0.158)	0.076 (0.151)	-0.323*** (0.113)	-0.019 (0.133)
Female	-0.660*** (0.173)	0.399** (0.185)	-0.470*** (0.178)	0.149 (0.132)	0.253 (0.156)
Age (years)	-0.024*** (0.005)	0.034*** (0.006)	-0.008 (0.006)	-0.011*** (0.004)	0.027*** (0.005)
Education (years)	0.071 (0.058)	0.058 (0.063)	-0.007 (0.061)	0.005 (0.045)	-0.082 (0.053)
Constant	0.487 (1.352)	3.666** (1.452)	0.492 (1.395)	4.699*** (1.037)	5.565*** (1.225)
N	499	498	497	497	497
R <sup>2</sup>	0.326	0.134	0.223	0.073	0.242

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.



Table 32: OLS Regression Estimates of Persuasion Effects: High-Education Joe Biden Supporters

	Support for Politician's Policy Position (Percent Support)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	0.113** (0.050)	0.038 (0.053)	0.039 (0.051)	0.081** (0.036)	0.035 (0.048)
News treatment	0.177*** (0.053)	0.027 (0.051)	-0.025 (0.050)	0.014 (0.036)	-0.018 (0.048)
Personal treatment	0.154*** (0.050)	0.110** (0.052)	0.010 (0.052)	0.092** (0.037)	0.047 (0.047)
Political attention	0.003 (0.022)	-0.085*** (0.022)	-0.011 (0.022)	0.019 (0.015)	0.012 (0.020)
Ideology	0.088*** (0.011)	0.013 (0.011)	0.081*** (0.011)	-0.005 (0.008)	-0.058*** (0.010)
Partisanship	0.021 (0.027)	0.003 (0.028)	0.009 (0.027)	0.007 (0.019)	0.027 (0.026)
Support strength	0.038 (0.038)	0.053 (0.039)	0.068* (0.038)	0.006 (0.027)	-0.002 (0.036)
Likability rating	0.022 (0.043)	-0.089** (0.044)	0.077* (0.044)	-0.016 (0.031)	-0.049 (0.041)
Competence rating	-0.024 (0.033)	-0.001 (0.033)	0.002 (0.033)	-0.054** (0.023)	-0.003 (0.031)
Female	-0.124*** (0.038)	0.099** (0.039)	-0.086** (0.039)	0.039 (0.027)	0.053 (0.036)
Age (years)	-0.005*** (0.001)	0.007*** (0.001)	-0.001 (0.001)	-0.002*** (0.001)	0.007*** (0.001)
Education (years)	0.015 (0.013)	0.016 (0.013)	-0.004 (0.013)	0.003 (0.009)	-0.005 (0.012)
Constant	-0.109 (0.299)	0.234 (0.308)	-0.173 (0.302)	0.395* (0.214)	0.505* (0.285)
N	499	498	497	497	497
R <sup>2</sup>	0.272	0.128	0.188	0.059	0.203

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 33: OLS Regression Estimates of Feeling Thermometer Effects by Issue: High-Education Joe Biden Supporters

	Biden Feeling Thermometer Rating (1-100 scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-2.226 (1.652)	-2.592 (1.682)	-2.729 (1.658)	-4.297*** (1.638)	-2.991* (1.671)
News treatment	0.009 (1.717)	-2.227 (1.632)	-0.778 (1.633)	-1.560 (1.654)	0.255 (1.645)
Personal treatment	1.517 (1.635)	-0.808 (1.666)	-1.229 (1.701)	0.173 (1.689)	-0.909 (1.646)
Political attention	-0.385 (0.707)	-0.348 (0.709)	-0.344 (0.709)	-0.351 (0.705)	-0.360 (0.708)
Ideology	-0.524 (0.350)	-0.531 (0.348)	-0.525 (0.348)	-0.534 (0.346)	-0.551 (0.348)
Partisanship	-1.251 (0.892)	-1.296 (0.894)	-1.242 (0.892)	-1.378 (0.890)	-1.267 (0.891)
Support strength	2.934** (1.251)	2.886** (1.251)	2.952** (1.252)	2.811** (1.250)	3.025** (1.252)
Likability rating	8.091*** (1.414)	8.132*** (1.415)	8.238*** (1.416)	8.070*** (1.409)	8.123*** (1.412)
Competence rating	4.233*** (1.066)	4.319*** (1.068)	4.191*** (1.066)	4.222*** (1.063)	4.196*** (1.067)
Female	-2.056 (1.253)	-2.053 (1.254)	-2.109* (1.257)	-2.010 (1.247)	-2.078* (1.255)
Age (years)	0.073* (0.040)	0.079** (0.040)	0.079** (0.040)	0.074* (0.040)	0.075* (0.040)
Education (years)	0.293 (0.426)	0.294 (0.426)	0.255 (0.427)	0.336 (0.425)	0.259 (0.426)
Constant	18.467* (9.815)	18.535* (9.822)	18.839* (9.832)	19.127* (9.787)	19.291* (9.839)
N	495	495	495	495	495
R <sup>2</sup>	0.249	0.248	0.247	0.255	0.249

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 34: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: High-Education Joe Biden Supporters

	Biden Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	3.026 (2.956)
Two Simple Treatments	2.131 (3.758)
Three Simple Treatments	0.388 (3.313)
Four Simple Treatments	0.751 (2.856)
Five Simple Treatments	-5.599** (2.378)
One News Treatment	-0.345 (2.942)
Two News Treatments	0.422 (3.061)
Three News Treatments	-1.021 (3.163)
Four News Treatments	5.181 (3.368)
Five News Treatments	-1.750 (2.311)
One Personal Treatment	4.734 (3.193)
Two Personal Treatments	-5.260* (2.924)
Three Personal Treatments	5.685* (3.309)
Four Personal Treatments	1.813 (3.559)
Five Personal Treatments	-0.368 (2.293)
Constant	19.337* (9.902)
Covariates included	Yes
N	495
R <sup>2</sup>	0.281

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 35: OLS Regression Estimates of Feeling Thermometer Effects by Issue: High-Education Joe Biden Supporters

	Democrat Party Feeling Thermometer Rating (1-100 scale)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	0.775 (2.036)	-2.741 (2.066)	0.441 (2.034)	-2.039 (2.030)	-0.157 (2.064)
News treatment	2.215 (2.116)	-3.145 (2.004)	2.130 (2.003)	0.552 (2.049)	0.491 (2.032)
Personal treatment	3.996** (2.014)	2.507 (2.047)	5.649*** (2.086)	2.180 (2.094)	2.833 (2.033)
Political attention	-1.035 (0.872)	-1.046 (0.870)	-1.144 (0.870)	-1.018 (0.874)	-1.086 (0.874)
Ideology	-0.857** (0.431)	-0.897** (0.428)	-0.867** (0.427)	-0.911** (0.429)	-0.897** (0.430)
Partisanship	-7.347*** (1.099)	-7.533*** (1.097)	-7.480*** (1.094)	-7.452*** (1.103)	-7.415*** (1.101)
Support strength	2.781* (1.542)	2.612* (1.537)	2.651* (1.535)	2.783* (1.549)	2.690* (1.547)
Likability rating	4.021** (1.742)	4.037** (1.738)	3.943** (1.737)	4.068** (1.746)	4.287** (1.744)
Competence rating	4.706*** (1.314)	4.986*** (1.311)	4.823*** (1.308)	4.674*** (1.317)	4.774*** (1.318)
Female	2.613* (1.544)	2.756* (1.541)	2.656* (1.542)	2.633* (1.546)	2.528 (1.550)
Age (years)	0.010 (0.049)	0.012 (0.049)	0.003 (0.049)	0.012 (0.049)	0.009 (0.049)
Education (years)	0.418 (0.525)	0.491 (0.524)	0.466 (0.523)	0.457 (0.526)	0.442 (0.526)
Constant	41.896*** (12.096)	41.867*** (12.063)	42.037*** (12.062)	42.523*** (12.129)	41.381*** (12.153)
N	495	495	495	495	495
R <sup>2</sup>	0.218	0.223	0.224	0.216	0.215

\*p &lt; .1; \*\*p &lt; .05; \*\*\*p &lt; .01

Conventional OLS standard errors in parentheses.

Table 36: OLS Regression Estimates of Feeling Thermometer Effects by Number of Treatments: High-Education Joe Biden Supporters

	Democrat Party Feeling Thermometer Rating (1-100 scale)
One Simple Treatment	-2.630 (3.655)
Two Simple Treatments	2.267 (4.647)
Three Simple Treatments	0.764 (4.096)
Four Simple Treatments	3.793 (3.531)
Five Simple Treatments	-4.040 (2.941)
One News Treatment	-5.772 (3.637)
Two News Treatments	1.291 (3.785)
Three News Treatments	0.421 (3.910)
Four News Treatments	8.990** (4.164)
Five News Treatments	-2.332 (2.857)
One Personal Treatment	-2.152 (3.947)
Two Personal Treatments	-2.177 (3.615)
Three Personal Treatments	4.882 (4.091)
Four Personal Treatments	6.652 (4.400)
Five Personal Treatments	3.340 (2.835)
Constant	44.334*** (12.242)
Covariates included	Yes
N	495
R <sup>2</sup>	0.247

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 37: OLS Regression Estimates of Vote Likelihood Effects by Issue: High-Education Joe Biden Supporters

	Biden Vote Likelihood (1-5 scale)				
	Border wall	Marijuana legalization	Federal abortion funding	Social Security	Charter schools
	(1)	(2)	(3)	(4)	(5)
Simple statement treatment	-0.139* (0.073)	-0.005 (0.074)	-0.162** (0.073)	-0.108 (0.073)	-0.096 (0.074)
News treatment	-0.076 (0.076)	-0.006 (0.072)	-0.115 (0.072)	-0.055 (0.073)	-0.052 (0.073)
Personal treatment	-0.083 (0.072)	-0.020 (0.073)	-0.126* (0.074)	-0.060 (0.075)	-0.058 (0.072)
Political attention	-0.005 (0.031)	-0.004 (0.031)	0.0003 (0.031)	-0.004 (0.031)	-0.002 (0.031)
Ideology	0.013 (0.015)	0.016 (0.015)	0.015 (0.015)	0.015 (0.015)	0.016 (0.015)
Partisanship	-0.033 (0.039)	-0.029 (0.040)	-0.030 (0.039)	-0.034 (0.039)	-0.029 (0.039)
Support strength	0.413*** (0.055)	0.414*** (0.055)	0.415*** (0.055)	0.409*** (0.055)	0.414*** (0.055)
Likability rating	0.235*** (0.062)	0.229*** (0.063)	0.239*** (0.062)	0.232*** (0.063)	0.230*** (0.062)
Competence rating	0.092* (0.047)	0.093** (0.047)	0.087* (0.047)	0.092* (0.047)	0.094** (0.047)
Female	-0.116** (0.055)	-0.118** (0.055)	-0.115** (0.055)	-0.114** (0.055)	-0.114** (0.055)
Age (years)	0.003 (0.002)	0.003 (0.002)	0.003 (0.002)	0.002 (0.002)	0.003 (0.002)
Education (years)	-0.023 (0.019)	-0.025 (0.019)	-0.024 (0.019)	-0.023 (0.019)	-0.025 (0.019)
Constant	2.300*** (0.433)	2.276*** (0.435)	2.292*** (0.432)	2.305*** (0.434)	2.311*** (0.435)
N	497	497	497	497	497
R <sup>2</sup>	0.295	0.289	0.298	0.292	0.291

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 38: OLS Regression Estimates of Vote Likelihood Effects by Issue: High-Education Joe Biden Supporters

	Biden Vote Likelihood (Percent Likely)				
	Border wall (1)	Marijuana legalization (2)	Federal abortion funding (3)	Social Security (4)	Charter schools (5)
Simple statement treatment	-0.025 (0.019)	0.001 (0.020)	-0.033* (0.019)	-0.034* (0.019)	-0.026 (0.019)
News treatment	0.006 (0.020)	0.007 (0.019)	-0.017 (0.019)	-0.022 (0.019)	-0.005 (0.019)
Personal treatment	-0.026 (0.019)	-0.004 (0.019)	-0.033* (0.020)	-0.038* (0.020)	-0.026 (0.019)
Political attention	-0.001 (0.008)	-0.001 (0.008)	-0.0004 (0.008)	-0.002 (0.008)	-0.001 (0.008)
Ideology	-0.002 (0.004)	-0.001 (0.004)	-0.002 (0.004)	-0.002 (0.004)	-0.002 (0.004)
Partisanship	-0.004 (0.010)	-0.003 (0.010)	-0.003 (0.010)	-0.005 (0.010)	-0.004 (0.010)
Support strength	0.009 (0.015)	0.009 (0.015)	0.009 (0.015)	0.007 (0.015)	0.010 (0.015)
Likability rating	0.054*** (0.016)	0.053*** (0.017)	0.055*** (0.016)	0.055*** (0.016)	0.052*** (0.016)
Competence rating	0.033*** (0.012)	0.034*** (0.012)	0.033*** (0.012)	0.034*** (0.012)	0.034*** (0.012)
Female	-0.032** (0.015)	-0.032** (0.015)	-0.032** (0.015)	-0.030** (0.015)	-0.031** (0.015)
Age (years)	0.00004 (0.0005)	0.00005 (0.0005)	0.0001 (0.0005)	0.00003 (0.0005)	0.0001 (0.0005)
Education (years)	-0.006 (0.005)	-0.007 (0.005)	-0.007 (0.005)	-0.006 (0.005)	-0.007 (0.005)
Constant	0.677*** (0.114)	0.673*** (0.115)	0.678*** (0.114)	0.684*** (0.114)	0.686*** (0.115)
N	497	497	497	497	497
R <sup>2</sup>	0.093	0.087	0.095	0.097	0.092

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.

Table 39: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
High-Education Joe Biden Supporters

	Biden Vote Likelihood (1-5 scale)
One Simple Treatment	0.149 (0.133)
Two Simple Treatments	0.057 (0.169)
Three Simple Treatments	0.037 (0.148)
Four Simple Treatments	0.010 (0.128)
Five Simple Treatments	-0.163 (0.107)
One News Treatment	0.119 (0.132)
Two News Treatments	0.003 (0.137)
Three News Treatments	0.061 (0.142)
Four News Treatments	0.003 (0.151)
Five News Treatments	-0.071 (0.103)
One Personal Treatment	0.048 (0.143)
Two Personal Treatments	0.056 (0.131)
Three Personal Treatments	0.022 (0.148)
Four Personal Treatments	0.077 (0.159)
Five Personal Treatments	-0.096 (0.102)
Constant	2.257*** (0.444)
Covariates included	Yes
N	497
R <sup>2</sup>	0.302

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.



Table 40: OLS Regression Estimates of Vote Likelihood Effects by Number of Treatments:  
High-Education Joe Biden Supporters

	Biden Vote Likelihood (Percent Likely)
One Simple Treatment	0.058* (0.035)
Two Simple Treatments	0.009 (0.044)
Three Simple Treatments	0.012 (0.039)
Four Simple Treatments	0.003 (0.034)
Five Simple Treatments	-0.027 (0.028)
One News Treatment	0.032 (0.035)
Two News Treatments	0.009 (0.036)
Three News Treatments	0.026 (0.037)
Four News Treatments	-0.060 (0.040)
Five News Treatments	0.024 (0.027)
One Personal Treatment	0.042 (0.037)
Two Personal Treatments	0.041 (0.034)
Three Personal Treatments	0.035 (0.039)
Four Personal Treatments	-0.025 (0.042)
Five Personal Treatments	-0.031 (0.027)
Constant	0.652*** (0.116)
Covariates included	Yes
N	497
R <sup>2</sup>	0.118

\*p < .1; \*\*p < .05; \*\*\*p < .01

Conventional OLS standard errors in parentheses.