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A. Study 1: Need for Cognition and Party Cues

A.1 Study 1: Item wording of the treatments

We provide the full text that was shown to participants in all three conditions. Note that the manipulation is whether the article lists no party cues (control condition) or indicates that Democrats or Republicans propose or oppose the ban.

Condition 1: Control condition

Lawmakers consider ban on food irradiation

Lawmakers consider ban on food irradiation Washington – The House of Representatives is considering a ban on the irradiation of beef, pork, and lamb as a possible means of attacking the problem of severe food poisoning. Irradiation involves exposing food to brief doses of gamma rays or electron rays. These rays kill micro-organisms, including potentially deadly bacteria like E. colli, salmonella, and listeria. Yet irradiation is proving to be a controversial solution to the food poisoning problem. The House of Representatives is considering a five-year ban on the sale and production of irradiated food.

Proponents of a ban

Proponents claim that irradiation changes the taste, odor, color, and texture of food. They also believe irradiation could encourage careless food handling in the food industry, since workers will know that poor hygiene could be disguised by eventual irradiation.

Proponents also point to the environment concerns. Irradiation increases the risk of radioactive leaks, increased worker contamination and possible accidents involved in moving nuclear material. These legislators say food irradiation causes more problems than it could solve. Instead of rushing to irradiate, proponents argue that the House should prevent contamination in the first place. They promote stronger regulations on sanitation and hygiene in feedlots and processing plants, and claim that opponents are succumbing to the influence of agricultural corporations and the nuclear waste industry.

As one proponent of the five-year ban noted: "Irradiation is a deal with the devil. Consumers have a right to a safe food supply, unzapped by nuclear radiation".

Opponents of a ban

Opponents believe the House should allow food irradiation to occur immediately, and they strongly oppose the five-year ban. They say that proponents are trying to scare the public with wild myths about irradiation, and that enough research has been done to prove the technique is safe.

Opponents note that irradiation has been used for decades on a number of medical and consumer goods, including contact lenses, medical supplies, cosmetics and milk cartons. Hospitals serve irradiated food to burn victims and chemotherapy patients. And astronauts have been eating irradiated food since the 1960s.

Opponents disagree with the claim that irradiation alters the food value, taste, texture or color. Canning, they say, alters food more than irradiation.

Though opponents of the ban concede that there are some environmental risks to allowing irradiation of food, they note that in the fifty years the technique has been used on medical supplies and other foods, not single nuclear accident has been blamed on irradiation.

Opponents deny accusations that they see irradiation as the solution for every food safety problem. Instead, they say, irradiation complements, not replaces, proper food handling practices.

Finally, opponents also note that consumers should have the right to choose which food they want. “Irradiation did for beef what pasteurization did for milk. Food irradiation saves lives”, said one prominent opponent.

Condition 2: Democrats propose ban; Republicans oppose ban

Lawmakers consider ban on food irradiation

Lawmakers consider ban on food irradiation Washington – The House of Representatives is considering a ban on the irradiation of beef, pork, and lamb as a possible means of attacking the problem of severe food poisoning.

Irradiation involves exposing food to brief doses of gamma rays or electron rays. These rays kill micro-organisms, including potentially deadly bacteria like E. colli, salmonella, and listeria. Yet irradiation is proving to be a controversial solution to the food poisoning problem. The House of Representatives is considering a five-year ban on the sale and production of irradiated food.

Democrats Support Ban Democrats claim that irradiation changes the taste, odor, color, and texture of food. They also believe irradiation could encourage careless food handling in the food industry, since workers will know that poor hygiene could be disguised by eventual irradiation.

Democratic lawmakers also point to the environment concerns. Irradiation increases the risk of radioactive leaks, increased worker contamination and possible accidents involved in moving nuclear material.

These legislators say food irradiation causes more problems than it could solve. Instead of rushing to irradiate, Democrats argue that the House should prevent contamination in the first place. They promote stronger regulations on sanitation and hygiene in feedlots and processing plants, and claim that Republicans are succumbing to the influence of agricultural corporations and the nuclear waste industry.

As one Democratic proponent of the five-year ban noted: "Irradiation is a deal with the devil. Consumers have a right to a safe food supply, unzapped by nuclear radiation".

Republicans oppose ban

Republicans believe the House should allow food irradiation to occur immediately, and they strongly oppose the five-year ban. They say that Democrats are trying to scare the public with wild myths about irradiation, and that enough research has been done to prove the technique is safe.

Republicans note that irradiation has been used for decades on a number of medical and consumer goods, including contact lenses, medical supplies, cosmetics and milk cartons. Hospitals serve irradiated food to burn victims and chemotherapy patients. And astronauts have been eating irradiated food since the 1960s.

Republicans disagree with the claim that irradiation alters the food value, taste, texture or color. Canning, they say, alters food more than irradiation.

Though opponents of the ban concede that there are some environmental risks to allowing irradiation of food, they note that in the fifty years the technique has been used on medical supplies and other foods, not single nuclear accident has been blamed on irradiation.

Republicans deny accusations that they see irradiation as the solution for every food safety problem. Instead, they say, irradiation complements, not replaces, proper food handling practices. Finally, Republicans also note that consumers should have the right to choose which food they want. "Irradiation did for beef what pasteurization did for milk. Food irradiation saves lives", said one prominent Republican.

Condition 3: Republicans propose ban; Democrats oppose ban

Lawmakers consider ban on food irradiation

Lawmakers consider ban on food irradiation Washington – The House of Representatives is considering a ban on the irradiation of beef, pork, and lamb as a possible means of attacking the problem of severe food poisoning.Irradiation involves exposing food to brief doses of gamma rays or electron rays. These rays kill micro-organisms, including potentially deadly bacteria like E. colli, salmonella, and listeria. Yet irradiation is proving to be a controversial solution to the food poisoning problem. The House of Representatives is considering a five-year ban on the sale and production of irradiated food.

Republicans propose ban

Republicans claim that irradiation changes the taste, odor, color, and texture of food. They also believe irradiation could encourage careless food handling in the food industry, since workers will know that poor hygiene could be disguised by eventual irradiation.

Republicans lawmakers also point to the environment concerns. Irradiation increases the risk of radioactive leaks, increased worker contamination and possible accidents involved in moving nuclear material.

These legislators say food irradiation causes more problems than it could solve. Instead of rushing to irradiate, Republicans argue that the House should prevent contamination in the first place. They promote stronger regulations on sanitation and hygiene in feedlots and processing plants, and claim that Democrats are succumbing to the influence of agricultural corporations and the nuclear waste industry.

As one Republican proponent of the five-year ban noted: "Irradiation is a deal with the devil. Consumers have a right to a safe food supply, unzapped by nuclear radiation".

Democrats oppose ban

Democrats believe the House should allow food irradiation to occur immediately, and they strongly oppose the five-year ban. They say that Republicans are trying to scare the public with wild myths about irradiation, and that enough research has been done to prove the technique is safe.

Democrats note that irradiation has been used for decades on a number of medical and consumer goods, including contact lenses, medical supplies, cosmetics and milk cartons. Hospitals serve irradiated food to burn victims and chemotherapy patients. And astronauts have been eating irradiated food since the 1960s.

Democrats disagree with the claim that irradiation alters the food value, taste, texture or color. Canning, they say, alters food more than irradiation.

Though opponents of the ban concede that there are some environmental risks to allowing irradiation of food, they note that in the fifty years the technique has been used on medical supplies and other foods, not single nuclear accident has been blamed on irradiation.

Democrats deny accusations that they see irradiation as the solution for every food safety problem. Instead, they say, irradiation complements, not replaces, proper food handling practices.

Finally, Democrats also note that consumers should have the right to choose which food they want. "Irradiation did for beef what pasteurization did for milk. Food irradiation saves lives", said one prominent Democrat.

A.2 Study 1: Psychometric properties of the Need for Cognition

The 18 NfC items are projected here. In parentheses we indicate whether the item is reverse coded (R) and whether the item is included in the 2-item ANES or 6-item Bullock battery.

- 1. I prefer complex to simple problems. *(2-item & 6-item)*
- 2. I like to have the responsibility of handling a situation that requires a lot of thinking. *(2-item & 6-item)*
- 3. Thinking is not my idea of fun. (R) *(6-item)*
- 4. I would rather do something that requires little thought than something that is sure to challenge my thinking abilities. (R)
- 5. I try to anticipate and avoid situations where there is a likely chance I will have to think in depth about something. (R)
- 6. I find satisfaction in deliberating hard and for long hours. *(6-item)*
- 7. I only think as hard as I have to. (R)
- 8. I prefer to think about small daily projects to long term ones. (R)
- 9. I like tasks that require little thought once I've learned them.
- 10. The idea of relying on thought to make my way to the top appeals to me.
- 11. I really enjoy a task that involves coming up with new solutions to problems.
- 12. Learning new ways to think doesn't excite me very much. (R)
- 13. I prefer my life to be filled with puzzles I must solve.
- 14. The notion of thinking abstractly is appealing to me.
- 15. I would prefer a task that is intellectual, difficult, and important to one that is somewhat important but does not require much thought.
- 16. I feel relief rather than satisfaction after completing a task that requires a lot of mental effort. (R) *(6-item)*
- 17. It's enough for me that something gets the job done; I don't care how or why it works. (R)
- 18. I usually end up deliberating about issues even when they do not affect me personally.

Table A1
Study 1: Descriptive statistics

Statistic	N	Mean	St. Dev.	α	%	Skew	Kurtosis	Variance	Min	Max
Support Ban on Food Irradiation	881	0.54	0.20						0	1
NfC Cacioppo et al 18 item	881	0.57	0.14	0.83		0.09	3.29	0.02	0	1
NfC Bullock 6 item	881	0.56	0.15	0.54		0.07	3.23	0.02	0	1
NfC ANES 2 item	881	0.61	0.23	0.66		-0.46	2.77	0.06	0	1
Sex	881								0	1
Male	370				42					
Female	511				58					
Age	881	40.91	13.20						16	66
Race	881									
White	701				79.57					
Black or African-American	93				10.56					
American Indian or Alaska Native	5				0.57					
Asian	39				4.43					
Native Hawaiian or other Pacific Islander	1				0.11					
Other	34				3.86					
Education	881									
Less than high school	23				2.61					
High school graduate	158				17.93					
Some college	199				22.59					
2 year degree	114				12.94					
4 year degree	241				27.36					
Professional degree	124				14.07					
Doctorate	22				2.50					
Income	881	6.43	3.42						1	12

Descriptive statistics. The descriptive statistics of the three batteries are provided in Table A1. The three NfC batteries are scored to range from 0 to 1. The means are grossly the same. The standard deviations and variance of the 2-item ANES measure are larger compared to the 18-item NfC and the 6-item NfC batteries (see Table A1). In line with Bizer, Krosnick, Petty, Rucker, and Wheeler (2000, p.14), the 2-item ANES measure is considerably more skewed compared to the larger 18-item battery (as well as the 6-item battery). This is illustrated in Figure A1, where we plot per trait the distributions of the different personality batteries. The red histogram shows the distribution of the ANES 2-item battery, while the green histogram shows the distribution of the 6-item battery and the blue histogram shows the distribution of the 18-item battery. The skewness of the 2-item battery is larger compared to the other to batteries.

Reliability. The reliability of the three different NfC batteries is acceptable (ranging between 0.54 and 0.83, see Table A1). The Cronbach's alpha of the 2-item ANES measure is in line with earlier studies that used the ANES 2-item – see for instance, Kam (2005, p.179) and (Bizer et al., 2000, p. 14). The same holds for the 18-item measure – see for instance, Arceneaux and Vander Wielen (2013, p.30) or the overview study by Cacioppo, Petty, Feinstein, and Jarvis (1996, p.201).

Convergent validity. The correlations between the three NfC measures are high as can be seen in Table A2.[1] The divergent validity of the Need for Cognition batteries has been widely assessed and is acceptable (see, Cacioppo & Petty, 1982; Cacioppo et al., 1996; Osberg, 1987) .Unfortunately, our sample lacks alternative measures to assess the divergent validity of the NfC batteries.

[1]We do not have a measure of the full 34-item NfC (Cacioppo & Petty, 1982). See Cacioppo, Petty, and Kao (1984) for a psychometric assessment of the 18-item NfC battery compared to the 34-item battery.

Table A2
Study 1: Convergent validity of the Need for Cognition

	ANES 2-item	Bullock 6-item	Cacioppo et al. 18-item
ANES 2-item	1		
Bullock 6-item	0.70	1	
Cacioppo et al. 18-item	0.63	0.88	1

Note: correlations are significant p<0.05

Table A3
Study 1: Kolmogorov-Smirnov Test Comparing Distributions of Full and Truncated Measures

	D	p-value
18-item, 6-item	0.08	0.00
18-item, 2-item	0.16	0.00

Distributions. Using a series of Kolmogorov-Smirnov tests, we asses the distributions of the NfC measured with brief and larger batteries (see Table A3). The Kolmogorov-Smirnov test demonstrate that the shorter and longer tests come from different distributions as can be seen from the D values and the associated p-values. Accordingly, the Kolmogorov-Smirnov tests and Figure A1 illustrate that the brief NfC inventory are differently distributed.

Factor loadings. Table A4 shows the standardized factor loadings of the 18 items on the latent NfC dimension based upon a Confirmatory Factor Analysis.[2] In the first column we indicate which of the items is used in the ANES 2-item battery and/or the Bullock 6-item battery. We do this because one might expect that the the items in the abbreviated batteries load higher on the latent dimension compared to other items (see for instance, Bizer et al., 2000). The mean factor loading of the two items that make up the ANES 2-item battery (M=0.71) are indeed higher compared to the factor loadings of the other 16 items (Mean factor loading = 0.34) (Bizer et al., 2000, p. 39). However, in Appendix A.10 we show in more detail that selecting brief measures based upon the highest factor loadings *does not* lead to a higher criterion validity.

[2]Fit indices available upon request. Similar results are acquired with a Principal Component Analysis.

Figure A1. Distributions of the Need for Cognition using different batteries

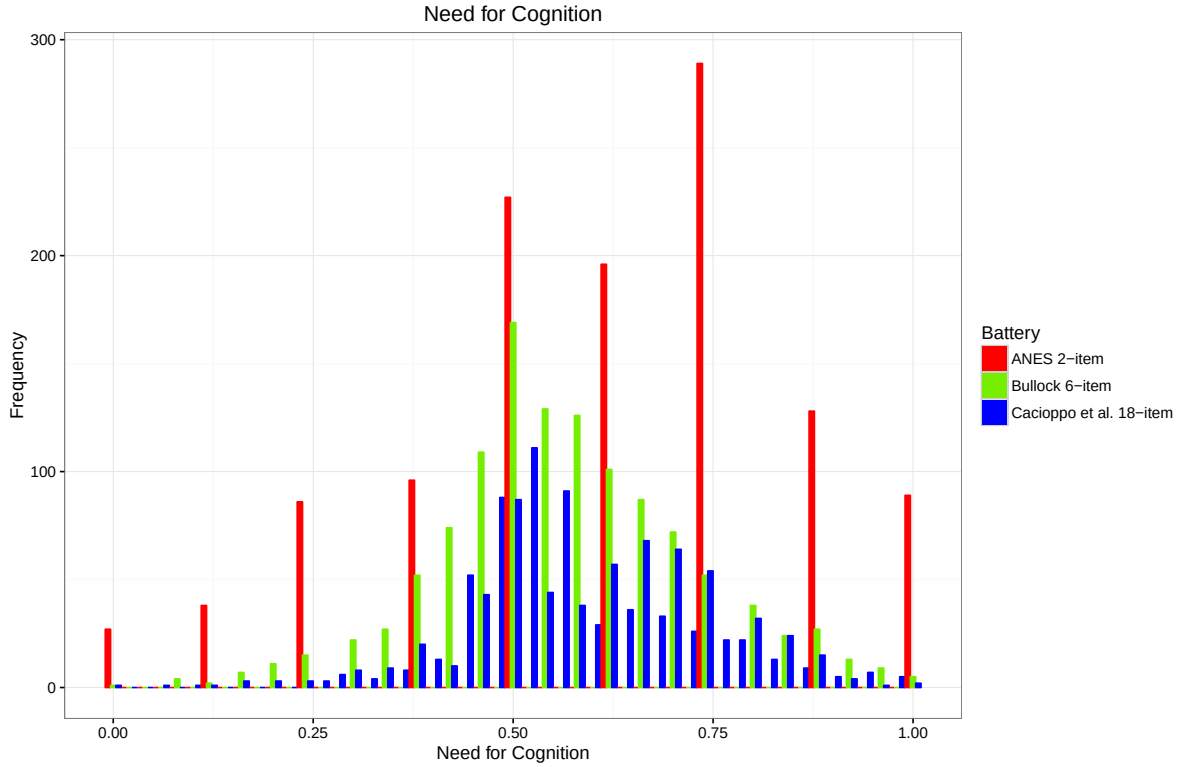


Table A4

Study 1: Confirmatory Factor Analyses of the 18 item battery

#	Cacioppo et al. 18-item
1 (ANES 2-item & Bullock 6-item)	0.69*
2 (ANES 2-item & Bullock 6-item)	0.74*
3 (Bullock 6-item)	0.23*
4	0.11*
5	0.09*
6 (Bullock 6-item)	0.65*
7	0.06
8 (Bullock 6-item)	-0.06
9	0.05
10	0.69*
11	0.72*
12	0.14*
13	0.68*
14	0.68*
15	0.65*
16 (Bullock 6-item)	−0.08*
17	0.04
18	0.50*

*Note: * p<0.05.*

A.3 Study 1: Randomization checks

We checked whether the NfC was equally distributed across the different conditions in our experiment. We do this for all three measures of the NfC by regressing the NfC measure on the indicator of the treatment variable. Generally, the NfC measures are equally distributed across the conditions as indicated by the lack of significant effects of the treatment indicators on the NfC in Table A5.

Our study also contained a set of covariates. We also assessed whether the covariates were balanced across conditions. We show in Table A6 that sex, age, race, education and income were equally distributed across the different conditions.

Table A5
Study 1: Balance Checks different Need for Cognition Measures

	Dependent variable:		
	18-item NfC	6-item NfC	2-item NfC
	(1)	(2)	(3)
Control condition (Ref)			
Democrats propose	−0.017	−0.031*	−0.018
	(0.012)	(0.013)	(0.019)
Republicans propose	−0.008	−0.013	−0.006
	(0.012)	(0.013)	(0.020)
Constant	0.596*	0.575*	0.619*
	(0.008)	(0.009)	(0.014)
N	881	881	881
R^2	0.002	0.006	0.001
Note:			OLS Regession models; *p<0.05

Table A6
Study 1: Balance Checks Background Characteristics

	Dependent variable:			
	Sex	Age	Education	Income
	Logistic	*OLS*	*Ordered Logistic*	*OLS*
No party cue (Ref.)				
Democrats propose	−0.018	−1.797	0.081	0.310
	(0.164)	(1.068)	(0.144)	(0.277)
Republicans propose	0.021	−1.177	0.036	0.013
	(0.170)	(1.107)	(0.148)	(0.287)
Constant	0.323*	41.907*		6.317*
	(0.117)	(0.762)		(0.198)
N	881	881	881	881
R^2		0.003		0.002
Akaike Inf. Crit.	1204.61		3058.20	
Note:				*p<0.05

A.4 Study 1: Main effects of treatment

We also replicate whether the reliance upon party cues influences the support for food irradiation. We coded the treatment variables so that the *In-party Cue* variable is a dummy variable that indicates whether respondents who are strong, weak or leaning partisans that read the newspaper article in which their preferred party proposed to ban food irradiation (1) versus all other respondents (0). The *Out-party Cue* variable is a dummy variable that indicates whether respondents who are strong, weak or leaning partisans read the newspaper article in which the party they do not support proposed to ban food irradiation, while their preferred party opposed the ban on food irradiation (1) versus all other respondents (0). The No-party Cue is a dummy variable that indicates that strong, weak or leaning partisans read the newspaper article without party cues versus all other respondents (0).

We regressed the support for the ban on food irradiation on the party cues, so that the No-Party Cue is the reference category. As expected, Table A7 shows that respondents that received an in-party cue were more supportive of the ban on food irradiation. Respondents that received an out-party cue were less supportive of the ban on food irradiation. As expected, our results thereby replicate the main effects reported by Kam (2005).

Table A7
Study 1: Main Effects of Party Cues on Support for Food Irradiation

	Dependent variable:
	Support for Ban of Food Irradiation
No Party Cues (Ref.)	
In-party Cue	0.034*
	(0.017)
Out-party Cue	−0.058*
	(0.017)
Constant	0.546*
	(0.011)
N	798
R^2	0.033
Note:	Unstandardized coefficients from OLS Regression models *p<0.05

A.5 Study 1: Results Figure 1 from main text

The results from three OLS regression models used to create Figure 1 in the main text of the paper are presented in Table A8. Note that this are unstandarized regression coefficients. In Table A9 we present the standardized regression coefficients.

Table A8
Study 1: Results Figure 1 from main text

	Dependent variable:		
	Support for Ban of Food Irradiation		
	(2-item NfC)	(6-item NfC)	(18-item NfC)
In-Party Cue	0.045	−0.012	−0.063
	(0.051)	(0.066)	(0.077)
No-Party Cue	0.018	0.071	−0.043
	(0.050)	(0.107	(0.074)
Need for Cognition	−0.058	−0.122	−0.208*
	(0.059)	(0.081)	(0.093)
In-Party Cue X Need for Cognition	0.074	0.183	0.259*
	(0.078)	(0.115)	(0.127)
No Cue X Need for Cognition	0.062	0.017	0.166
	(0.075)	(0.064)	(0.119)
Constant	0.525*	0.558*	0.614*
	(0.040)	(0.049)	(0.058)
N	798	798	798
R^2	0.034	0.037	0.040
Note:	unstandardized coefficients from OLS regression models ; *p<0.05		

Table A9
Study 1: Results Figure 1 from main text

	Dependent variable:		
	Support for Ban of Food Irradiation		
	(2-item NfC)	(6-item NfC)	(18-item NfC)
In-Party Cue	0.11	−0.03	−0.15
No-Party Cue	−0.07	−0.10	−0.15
Need for Cognition	0.04	0.04	−0.10
In-Party Cue * Need for Cognition	0.11	0.24	0.36
Out-Party Cue * Need for Cognition	0.10	0.10	0.25
Note:	unstandardized coefficients from OLS regression models ; *p<0.05		

A.6 Study 1: Structural Equation Models

We estimated a structural equation model to assess the robustness of our models. Following Beaujean (2014) we created a binary variable indication whether participants received the out-party cue (0; N=235) or the in-party cue (1; N=263). NfC was estimated as a latent variable using the 18-items. The dependent variable – support for food irradiation – was also estimated as a latent variable using 3-items. Next, we interacted each of the 18 items of the NfC with the treatment variable. These items were then used to create a latent variable of the interaction effect (see also, Beaujean, 2014). Table A10 below shows the estimates of the regression model – the estimates of the measurement model are available upon request. The significant and positive interaction effect between the In-party Cue and the NfC indicates that respondents that score higher on the NfC are more likely the are to follow the in-party cue compared to the out-party cue. This implies that the results do not change once we estimate a structural equestion model.

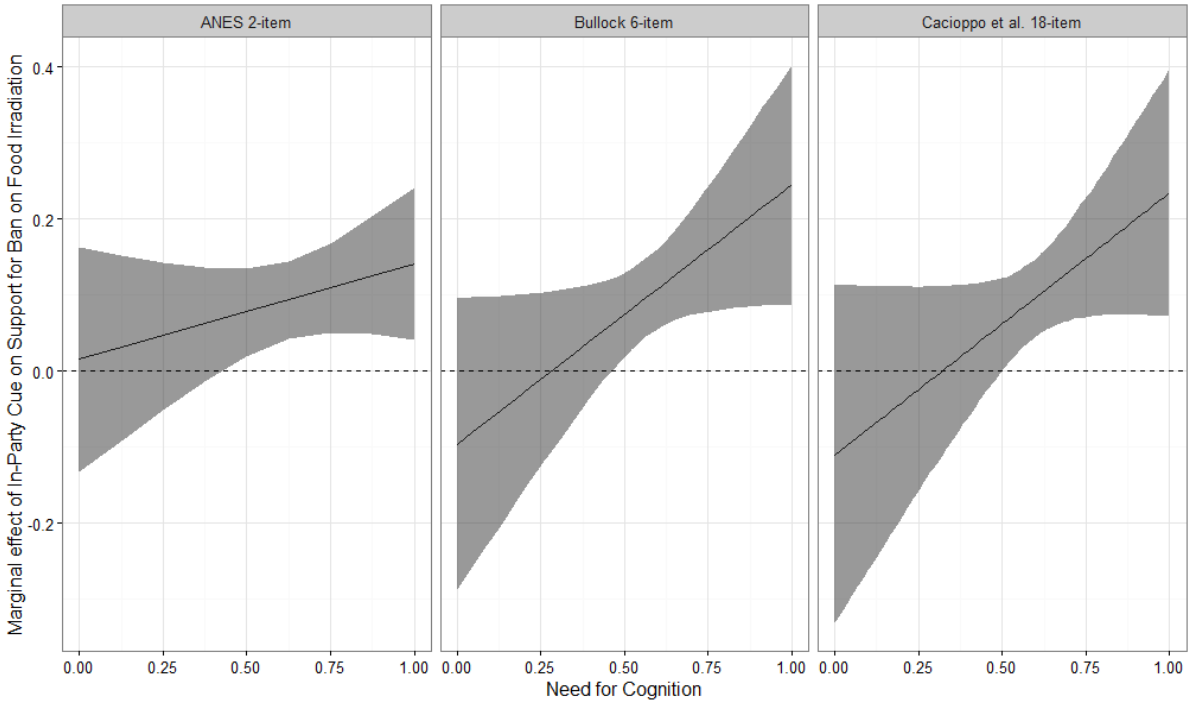
Table A10
Study 1: Structural equation model with the 18-item NfC measure

	Dependent variable:
	Support for Ban of Food Irradiation (Cacioppo et al. 18 item)
In-Party Cue	−0.31*
	(0.08)
Need for Cognition	−0.10
	(0.05)
In-Party Cue X Need for Cognition	0.20*
	(0.03)
N	498
AIC	54470.17
Note:	Structural Equation Models; *p<0.05

A.7 Study 1: Results using dependent variable employed by Kam (2005)

We reran our models using the single-item dependent variable employed by Kam (2005). Figure A2 contains the marginal effect of the In Party Cue on the support for food irradiation - just as we presented in the main text of the paper. We reach similar conclusions using this dependent variable – the reliance upon the In Party cues is positive and significant if we employ a larger NfC measure (i.e., 18-item or 6-item measure).

Figure A2. Study 1: Replication using Dependent Variable by Kam (2005)



A.8 Study 1: Direct replication results Kam 2005

In our study we operationalized the treatment variable slightly different compared to Kam (2005). Our conclusions do not change if we estimate the model in line with the exact model specification by Kam (2005). Here, we interact the NfC with an continuous indicator whether participants received the party-cue which ranged from 1 (strong or weak partisan exposed to out-partisan endorsement) to 0 (no party cues) to 1 (strong or weak partisan exposed to in-partisan endorsement). Table A11 presents the results of the regression models. As can be seen in the model on the left-hand side, we replicate the finding by Kam (2005) that NfC *does not* moderate the reliance upon party cues using the 2-item ANES measure of the NfC. Yet, once we employ a larger 6-item or 18-item measure then, we do find that the NfC moderates the reliance upon party cues.

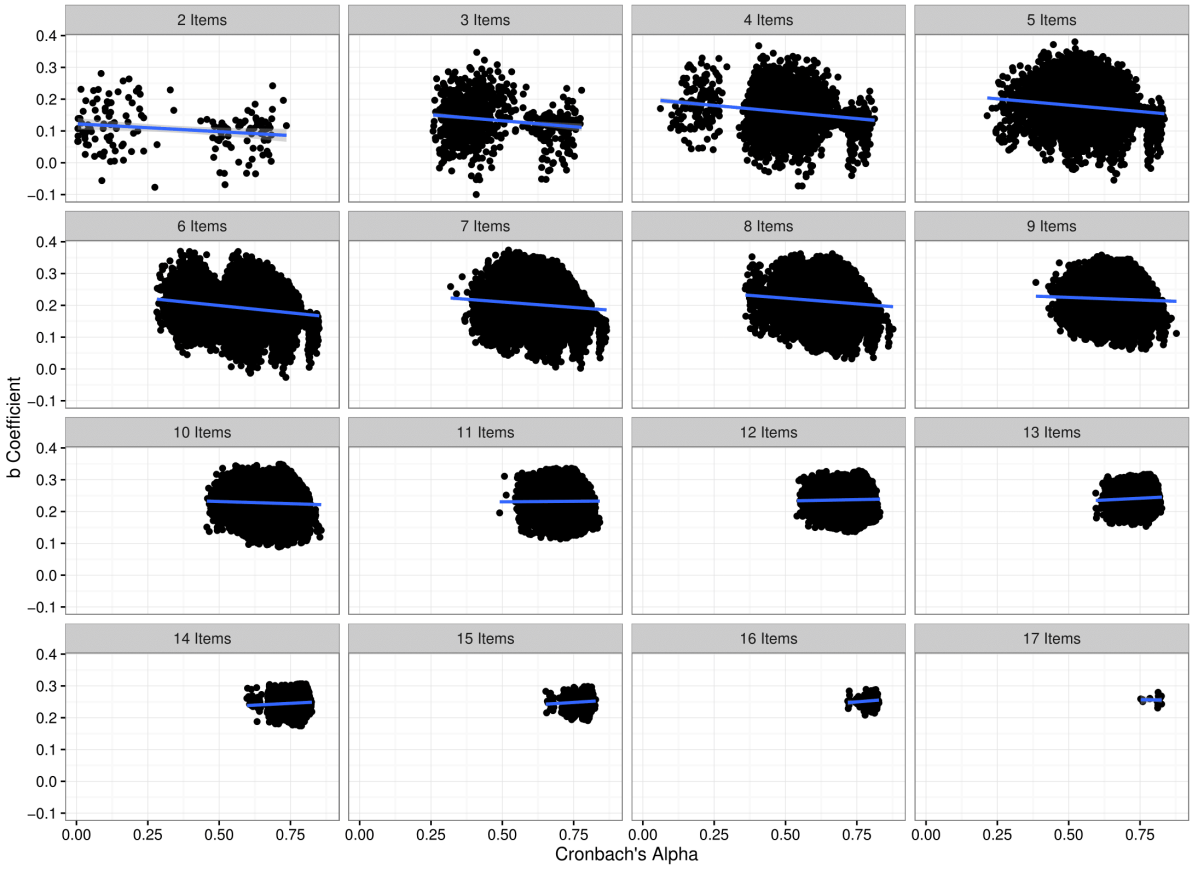
Table A11
Moderation of Party Cues Following Kam (2005)

	Dependent variable:		
	Support for Ban of Food Irradiation		
	(2-item NfC)	(6-item NfC)	(18-item NfC)
Party Cue	0.020	−0.019	−0.041
	(0.027)	(0.035)	(0.041)
Need for Cognition	−0.011	−0.044	−0.073
	(0.031)	(0.046)	(0.050)
Party Cue X Need for Cognition	0.049	0.124*	0.155*
	(0.041)	(0.061)	(0.068)
Constant	0.545*	0.564*	0.582*
	(0.021)	(0.027)	(0.031)
N	747	747	747
R^2	0.038	0.042	0.045
Note:			OLS Regession models; *p<0.05

A.9 Study 1: Cronbach's alpha as a criterion to select items for a scale

We show, in Figure A3 that Cronbach's Alpha increases with the number of items as can be seen on the x-axis. The more items we add, the higher the average alpha value gets. On the Y-axis we plot the b coefficient for the interaction between Party Cue and the NfC. When we compare scales that contain the same number of items, there is no association between the Cronbach's alpha of a scale and the extent to which estimates are closer to the 18-item NfC measure as can be seen by the almost horizontal line in the top row of Figure A3. Accordingly, these results indicate that Cronbach's alpha might not be a good criterion to select a brief scale.

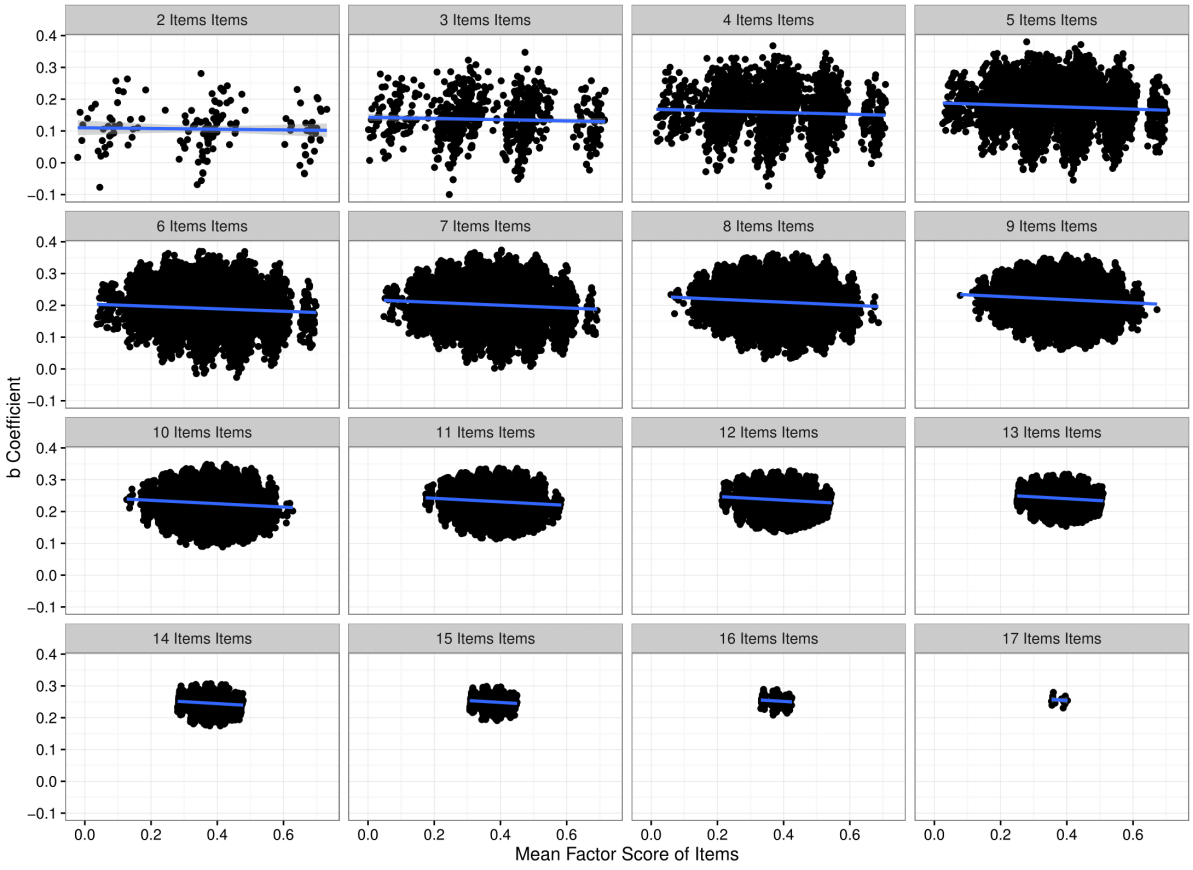
Figure A3. Relationship between Coefficient of NfC x Party Cues & Alpha Coefficients by Number of Items used to make NfC measure



A.10 Study 1: Mean factor score as a criterion to select items for a scale

Finally, common practice in selecting items to form a short measure is to select items that load most highly in a confirmatory factor analysis of the items in the larger battery. For each possible 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16 and 17 item measure we calculated the mean factor score. In Figure A4 we plot the mean factor score on the x-axis. On the Y-axis we plot the b-coefficient of the interaction effect between each NfC measure and the Party Cue. As can be seen by the almost horizontal slope of the fitted line in each panel, there is no association between the mean factor loading of a NfC battery and the estimate of the b-coefficient. If anything, we see that increasing the number of items increases the value of the b-coefficient irrespective of the mean factor loadings of the specific battery.

Figure A4. Relationship between Coefficient of NfC x Party Cues & Mean Factor Score by Number of Items used to make NfC measure



B. Study 2: Need for Cognition and Policy Information

B.1 Study 2: Design of the study

The experiment we analyze was developed by another team of researchers and fielded on the Longitudinal Internet Studies for the Social sciences (LISS) panel members in the Netherlands (Coffé, 2017). The experiment and consisted of a 2 (**Policy Information**: center-right vs. radical-right message) X 2 (**Ideological Cue**: no ideological vs. ideological cue) X 2 (**Gender**: male vs. female politician) X 2 (**Speech**: aggressive vs. nuanced manner of speech) experimental design.

Eight campaign videos were made, played by professional actors representing political candidates. Participants were assigned a video at random. Our focus is upon the **Policy Information**. Here participants receive a *center-right* or *radical-right* message. For instance, discussing the issue of immigration, the *center-right* candidate stated, "We believe that the influx of underprivileged, lowly educated immigrants must stop. Instead, we should open our doors only to higher educated, promising immigrants," while the *radical-right* candidate stated, "We demand a complete cessation of immigration of people from Islamic countries."

We do not focus upon the other cues. The **Ideological Cue** was manipulated by varying whether participants were explicitly told that the party shown in the video was a radical-right party or a right-wing party. Importantly, this is not a party cue as the Dutch party system at time of the study contained multiple right wing parties (i.e., Libaral Party (VVD), Democrats 66 (D66), Christian Democratic Appeal (CDA), Christian Union (CU), Political Reformed Party (SGP); Otjes & Voerman, 2013). Moreover, there is one party, the Freedom Party (PVV), that could be classified as radical-right, yet, it is unlikely that Dutch voters would equate their support for this party with identifying themselves as a "radical right" supporter (Thomassen & Rosema, 2009). If anything, this cue should therefore be considered an *Ideological cue*. **Sex** was manipulated as the participants randomly were exposed to a male or female actor. The **Aggressive Speech** was manipulated by varying whether the speech was nuanced or aggressive. In all models we control for these treatments by including them in the models and interacting them with the NfC.

Below we display the text messages that were spoken by actors. The text was originally in Dutch and translated to English by the team of researchers that developed this study (Coffé, 2017). Note that the original stimulus material as employed in the study (Dutch only) can be downloaded from the LISS panel Data Archive.

1. Center-right message

The influx of underprivileged and lowly educated immigrants has resulted in major problems in neighbourhoods, schools, the labour market and with respect to criminality. Therefore, we opt for an immigration policy that is restrictive and fair. Both for the people who want to come to the Netherlands and those who are already here. People make the decision to come to the Netherlands themselves and thus have to adjust to our society themselves. This means that they have to speak the Dutch language. If they cannot do that, they will not be granted a residence permit or it will be withdrawn. Immigrants will have to pay for their integration courses themselves, possibly supported by a loan facility.

Officials who represent the neutral role of the state – at the police, defence or judiciary – are not allowed to wear headscarves, skullcaps, crosses or any other religious clothes.

We do, however, find a total ban of headscarves for all officials to be excessive.

Convicted criminals do not belong to the Netherlands. They are not wanted and have to be expelled from the country. We want every conviction in the first three years of residency in the Netherlands to be able to result in eviction. When people with a residence permit, but without the Dutch nationality, apply for an alimony, this may have consequences for their right of residency. Foreigners who want to gain the Dutch nationality have to be able to provide for themselves or need to have a basic qualification. This is to prevent welfare dependency. Foreigners who commit serious crimes, according to us, cannot become a Dutch citizen.

We believe that we cannot expect people with a double nationality to give up their other nationality.

Finally, we pledge that the influx of underprivileged, lowly educated immigrants stops. Instead, we should open our doors only to higher educated, promising immigrants.

2. Radical-right message

Our society has become a multicultural experiment. An experiment which has failed hopelessly and which has brought us many disadvantages. The Dutch people have never asked for mass immigration, so why should we have to pay the price for it? Foreigners must adapt completely to our culture and sign an assimilation contract. Everyone who does not adhere to the contract will be kicked out of the country without any excuses. Foreigners must pay for integration and language courses themselves.

We do not accept headscarves in the health and educational sector, the town hall or anywhere in the public service. Foreigners must work or leave the country. If they don't have a job, they have no place in the Netherlands. Criminals with a non-Dutch nationality have to return to their home country after they have served their sentence.

Foreigners only have a right to a benefit once they have lived and worked in the Netherlands for ten years and when they speak Dutch properly. Dual nationality has to be forbidden. Someone who keeps another nationality cannot become Dutch. Only after ten years of lawful residence in the Netherlands can one acquire Dutch citizenship. And then only if one does not have a criminal record. Finally, we demand a complete cessation of immigration of people from Islamic countries.

B.2 Study 2: Psychometric properties of the Need for Cognition

The item wording of the NfC employed in Study 2 is identical to Study 1 and can be found in Appendix A.2. The three NfC batteries are scored to range from 0 to 1. The means are grossly the same. The standard deviations and variance of the 2-item ANES measure are larger compared to the 18-item NfC and the 6-item NfC batteries (see Table B12).

In line with Study 1 and Bizer et al. (2000, p.14), the 2-item ANES measure is considerably more skewed compared to the larger 18-item battery (as well as the 6-item battery). This is illustrated in Figure B5, where we plot per trait the distributions of the different Need for Cognition. The red histogram shows the distribution of the ANES 2-item battery, while the green histogram shows the distribution of the 6-item battery and the blue histogram shows the distribution of the 18-item battery. The skewness of the 2-item battery is larger compared to the other to batteries.

Reliability. The Cronbach's alpha of the 2-item ANES measure is in study 2 higher then documented in previous studies (Bizer et al., 2000; Kam, 2005). The Alpha values for the 18-item and 6-item measures are in line with previous studies (Arceneaux & Vander Wielen, 2013; Bullock, 2011; Cacioppo et al., 1996).

Convergent validity. The correlations between the three NfC measures are high (see Table B13).

Distributions. Using a series of Kolmogorov-Smirnov tests, we asses the distributions of the NfC measured with brief and larger batteries (see Table B14). The Kolmogorov-Smirnov tests demonstrate that the truncated tests come from a different distributions as can be seen from the D values and the associated p-values. Accordingly, the Kolmogorov-Smirnov tests – as well as Figure B5 – illustrate that the brief NfC inventory and larger NfC battery are differently distributed.

Factor loadings. We show the factor loadings for the 18-item in Table B15. The model fit of the 18-item model is acceptable (CFI=0.95, TLI=0.94, SRMR=0.086, RMSE=1.39[95%CI=1.37, 1.41]). In line with Bizer et al. (2000) and study 1, the 2 ANES items load high on the latent NfC dimension in the 18-item confirmatory factor analysis (Mean factor loading of 0.76) compared to the other 16 items (Mean factor loading of 0.52). The 6-items of the Bullock measure also load high on the latent dimension (Mean factor loading is 0.63) but the mean factor loading of the Bullock 6-item do not differ much from the mean factor loading of the other 12 items (Mean factor loadings of 0.60).

Table B12
Study 2: Descriptive statistics Need for Cognition

Battery	Mean	SD	Variance	Skewness	Kurtosis	α
full 18-item	0.55	0.15	0.02	-0.12	3.05	.90
Bullock 6-item	0.55	0.18	0.03	-0.09	2.81	.77
ANES 2-item	0.54	0.24	0.06	-0.32	2.55	.84

Note: N = 4,733

Table B13
Study 2: Convergent validity of the Need for Cognition

	ANES 2-item	Bullock 6-item	Cacioppo et al. 18-item
ANES 2-item	1		
Bullock 6-item	0.83	1	
Cacioppo et al. 18-item	0.79	0.92	1

Note: correlations are significant p<0.05

Figure B5. Study 2: Histograms of distributions of Need for Cognition measured with different batteries

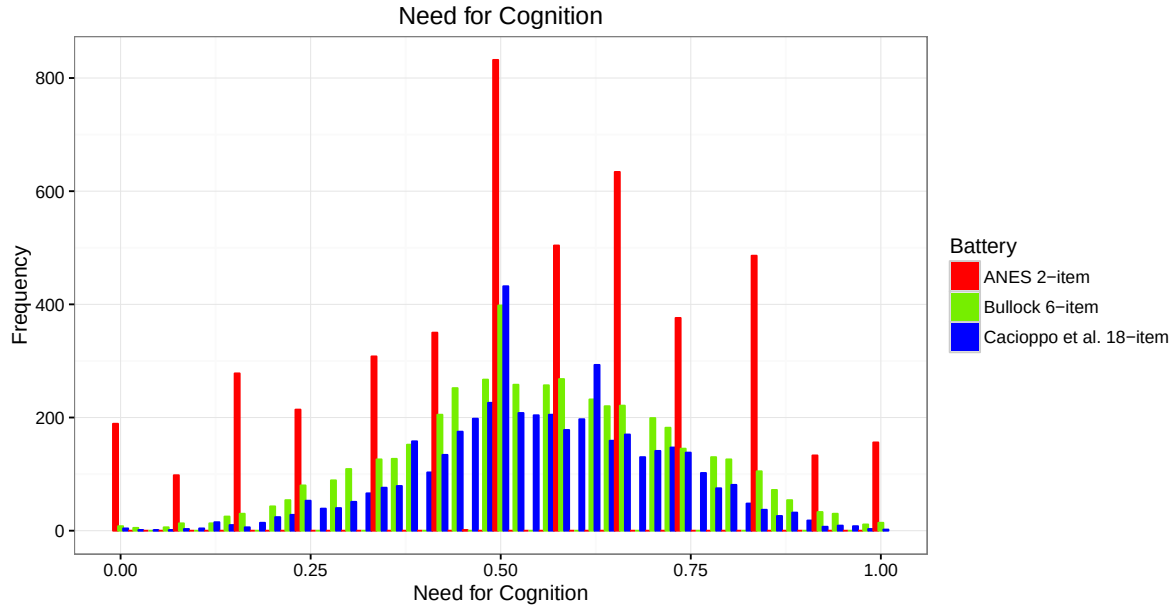


Table B14
Study 2: Kolmogorov-Smirnov test comparing distributions of full and truncated measures

	D	p-value
18-item, 6-item	0.08	0.00
18-item, 2-item	0.16	0.00

Table B15
Study 2: Confirmatory Factor Analyses of the 18 item battery

	Cacioppo et al. 18-item
1 (ANES 2-item & Bullock 6-item)	0.74*
2 (ANES 2-item & Bullock 6-item)	0.77*
3 (Bullock 6-item)	0.58*
4	0.74*
5	0.71*
6 (Bullock 6-item)	0.63*
7	0.43*
8 (Bullock 6-item)	0.59*
9	0.65*
10	0.59*
11	0.77*
12	0.59*
13	0.65*
14	0.65*
15	0.57*
16 (Bullock 6-item)	0.44*
17	0.52*
18	0.36*

*Note: * $p<0.05$*

B.3 Study 2: Randomization checks

Some participants could not hear and/or see the treatment on their computer. We assessed whether the problems receiving the treatment were random. We created a binary dependent variable which captures whether participants could hear and see the treatment (0; N=4733) or could not see or hear the treatment (1; N 455). We regressed this binary variable on the indicators of the treatment using a logistic regression. As can be seen below, there is no association between being excluded from the experiment and the assignment treatment (see Table B16).

Table B16
Check if exclusion of participants is randomly distributed across conditions

	Dependent variable:
	Could not hear and/or see treatment (1)
Policy Information	−0.185
	(0.099)
Ideological Cue	−0.071
	(0.098)
Gender	0.012
	(0.098)
Aggressive Speech	0.039
	(0.098)
Constant	−2.246*
	(0.110)
N	5,188
Akaike Inf. Crit.	3,089.401
Note:	Results of Logistic Regession; *p<0.05

We also check whether the three different operationalizations of the NfC are randomly assigned over the different conditions. We estimated three OLS regression models in which we regressed the 2-item, 6-item and 18-item measures of the NfC on the indicators of the treatments (see Figure B17). As expected, there are not significant effects which indicates that the NfC measures are randomly distributed across the conditions.

Table B17
Study 2: Randomization check

	Dependent variable:		
	ANES 2-item	Bullock 6-item	Cacioppo et al. 18-item
	(1)	(2)	(3)
Policy Information	0.007	−0.0001	0.002
	(0.007)	(0.005)	(0.005)
Ideological Cue	−0.002	−0.006	−0.002
	(0.007)	(0.005)	(0.005)
Gender	0.006	0.006	0.007
	(0.007)	(0.005)	(0.005)
Agressive Speech	0.007	0.004	0.005
	(0.007)	(0.005)	(0.005)
Constant	0.529*	0.548*	0.543*
	(0.008)	(0.006)	(0.005)
N	4,559	4,559	4,559
R^2	0.001	0.001	0.001

Note: Unstandardized coefficients from OLS Regression models; *p<0.05

B.4 Study 2: Results of Figure 3 from main text

Table B18 projects the results from the OLS regression results that were used to calculate the marginal effects presented in Figure 3 of the paper. The table contains of three columns that present the results of the models where we include the ANES 2-item, Bullock 6-item or Cacioppo et al. 18-item NfC measure. Table B19 provides the standardized coefficients of the same models as Table B18

Table B18
Study 2: OLS regression results Figure 3 main text

	Dependent variable: Agreement with proposed policy		
	ANES 2-item	Bullock 6-item	Cacioppo et al. 18-item
Need for Cognition (NfC)	−0.149*	−0.262*	−0.298*
	(0.042)	(0.057)	(0.067)
Policy Information	−0.130*	−0.108*	−0.083*
	(0.022)	(0.029)	(0.033)
Ideological Cue	−0.067*	−0.071*	−0.089*
	(0.022)	(0.029)	(0.034)
Gender	−0.005	0.003	0.017
	(0.022)	(0.029)	(0.034)
Aggressive Speech	−0.001	−0.009	0.008
	(0.022)	(0.029)	(0.033)
Policy Information * NfC	−0.082*	−0.121*	−0.166*
	(0.037)	(0.051)	(0.059)
Ideological Cue * NfC	0.084*	0.088	0.121*
	(0.037)	(0.051)	(0.059)
Gender * NfC	0.029	0.015	−0.009
	(0.037)	(0.051)	(0.059)
Aggressive Speech * NfC	−0.067	−0.050	−0.081
	(0.037)	(0.051)	(0.059)
Constant	0.632*	0.696*	0.715*
	(0.025)	(0.033)	(0.038)
N	4,554	4,554	4,554
R^2	0.096	0.106	0.110
Note:	Unstandardized coefficients from OLS Regression models; *p<0.05		

Table B19
Study 2: Standardized regression results Figure 3 main text

	Dependent variable: Agreement with proposed policy		
	ANES 2-item	Bullock 6-item	Cacioppo et al. 18-item
Need for Cognition (NfC)	−0.11*	−0.11*	−0.14*
Policy Information	−0.20*	−0.20*	−0.13*
Ideological Cue	−0.10*	−0.10*	−0.14*
Gender	−0.01	−0.01	0.03
Aggressive Speech	−0.01	−0.01	0.01
Policy Information * NfC	−0.08*	−0.08*	−0.15*
Ideological Cue * NfC	0.08*	0.08	0.11*
Gender * NfC	0.03	0.03	−0.01
Aggressive Speech * NfC	−0.07	−0.07	−0.07
height			
N	4,554	4,554	4,554
R^2	0.096	0.106	0.110

Note: Standardized coefficients from OLS Regression models; *p<0.05

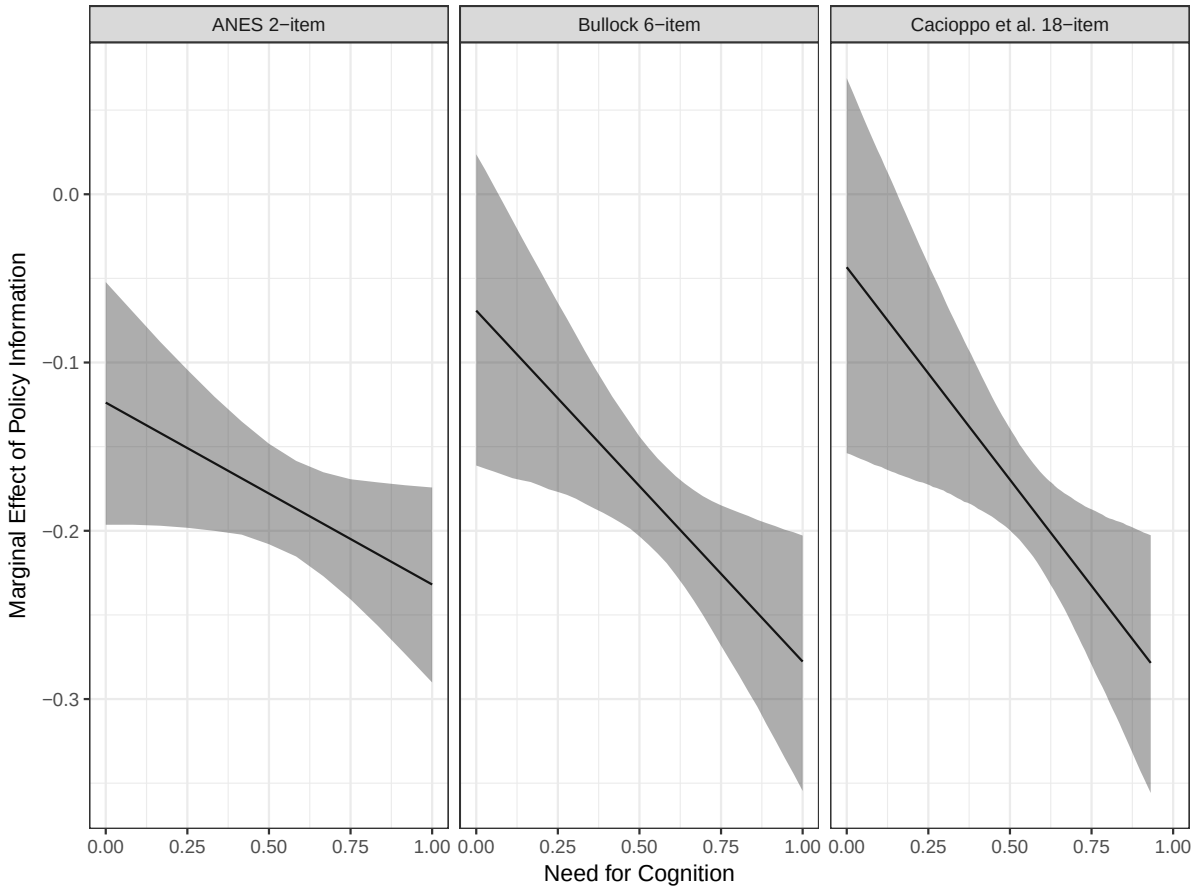
B.5 Study 2: Results conditional upon political ideology

We also subset the sample among liberals and conservatives, respectively, as the center-right message should be more appealing to conservatives.[3] Namely, conservatives would be more likely to accept the center-right message and not the right-wing message. Liberals may not be affected by the policy information, regardless of source. This appears not to be the case– the effect of policy information is the same size and direction for both liberals and conservatives (b=-.18,se=.01) and (b=-.21, se= .02) Figure B6 and Figure B7 demonstrate that this is indeed the case.

However, the relationship between NfC and policy information are in different directions among liberals and conservatives. High NfC liberals are more likely to change adopt the far-right policy than low NfC liberals. However, the interaction is not signifiant, regardless of scale length, but the coefficient varies from b=.00, se=.06, when we use the 2-item measure to b=.14, se=.10. Among conservatives, we find that that the interaction is marginally significant and negative when the two-item measure is used (b=-.10, se=.06), twice as large when the 6-item measure is used (b=-.21, se=.08), and two and a half times as large when the 18-item measure is used (b=-.25, se=.095704).

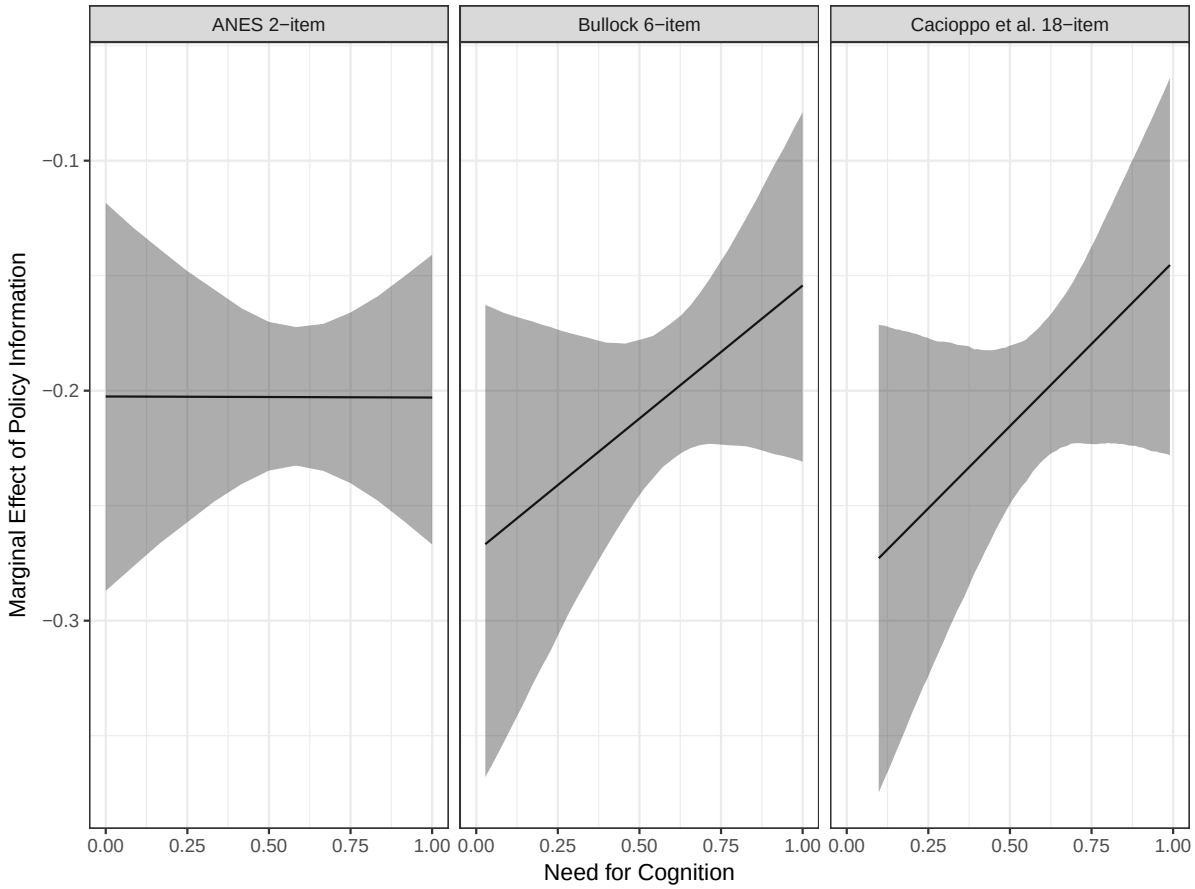
[3]Liberals were defined as those who identify as 0-4 on the 11-point left-right scale; conservatives were defined as those who identify as 6-11.

Figure B6. Need for Cognition and Policy Cues among Conservatives



Note: Marginal effects of the radical-right message compared to the right-wing message with 95% Confidence Intervals are plotted.

Figure B7. Need for Cognition and Policy Cues among Liberals



Note: Marginal effects of the radical-right message compared to the right-wing message with 95% Confidence Intervals are plotted.

B.6 Study 2: Accounting for measurement error

In this section, we will show that our results do not change once we control for measurement error. In order to account for measurement error in the NfC, we estimated a confirmatory factor analysis for the 6-item and 18-item NfC models employed in our study. We do not do this for the 2-item measure as this measure is not identified in a confirmatory factor analysis with only two items. The results of the CFA were projected in Appendix B.2 (Table B15).

We used the CFA scores to compute estimated values for the latent variable. We imputed these values in a new indicator of the NFC. The new 18-item (M=0.00; SD=1.16) correlated high (r=0.98) with the 18-item battery we employed in the main text of the paper – which was an additive scale ranging from 0 – 1. A similar pattern was observed for the new 6-item measure of the NfC (M=0.00, SD=1.25) which also correlated highly with the 6-item measure (r=0.92) employed in the main text.

We used the new NfC measures to estimate the same models that we presented in Figure 3 of the main text – with the exception of the 2-item ANES which we could not estimate in a CFA as a 2-item CFA is not identified. Table B20 provides the model estimates. The coefficients cannot be compared directly to the results in Table B18 (and Figure 1 in the main text) given that the new NfC measures are centered at the mean. In order to facilitate interpretation, we plot the marginal effect of the policy cue on the agreement with the policy over the range of the NfC. We include a histogram of the distribution of the NfC so that the reader can see how the NfC model is distributed based upon the CFA estimates. The results are projected in Figures B8 (18-item NfC) and B9 (6-item NfC) and confirm that the results do not change controlling for measurement error in the NfC.

Table B20
Study 2: NfC and Policy Cues accounting for measurement error

	Dependent variable:	
	Agreement with policy position	
	(6-item NfC)	(18-item NfC)
Need for Cognition	−0.033*	−0.037*
	(0.008)	(0.009)
Policy Cue	−0.174*	−0.173*
	(0.009)	(0.009)
Ideological Cue	−0.022*	−0.022*
	(0.009)	(0.009)
Gender	0.011	0.012
	(0.009)	(0.009)
Aggressive Speech	−0.037*	−0.037*
	(0.009)	(0.009)
Policy Cue * NfC	−0.017*	−0.022*
	(0.007)	(0.008)
Ideological Cue * NfC	0.016*	0.017*
	(0.007)	(0.008)
Gender * NfC	0.006	0.001
	(0.007)	(0.008)
Aggressive Speech * NfC	−0.012	−0.013
	(0.007)	(0.008
Constant	0.552*	0.551*
	(0.010)	(0.010)
N	4,552	4,552
R^2	0.099	0.107
Note:	OLS Regression models; *p<0.05	

Figure B8. Measurement error I: Marginal effect of policy cue over range of the 18-item NfC

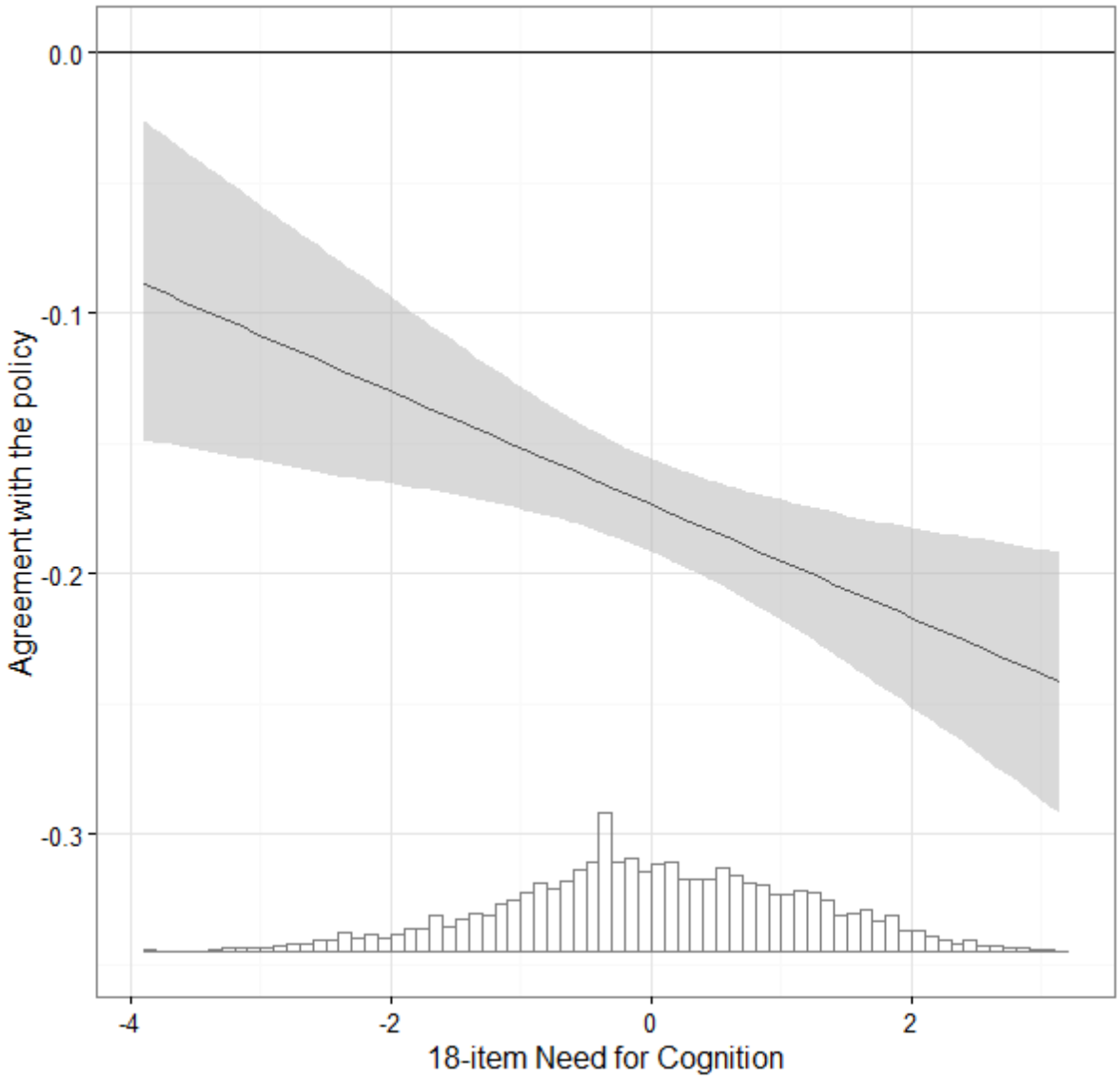
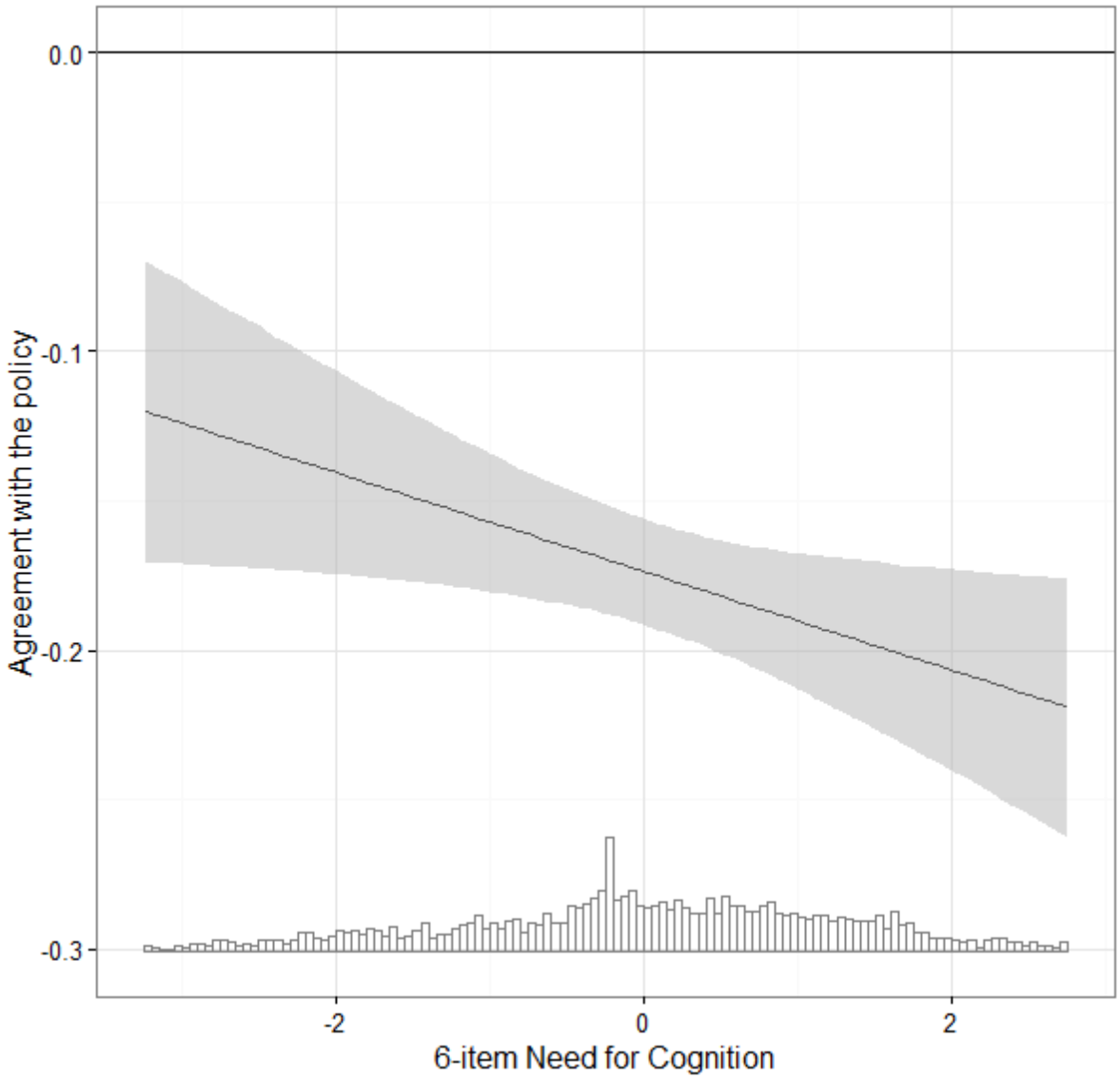


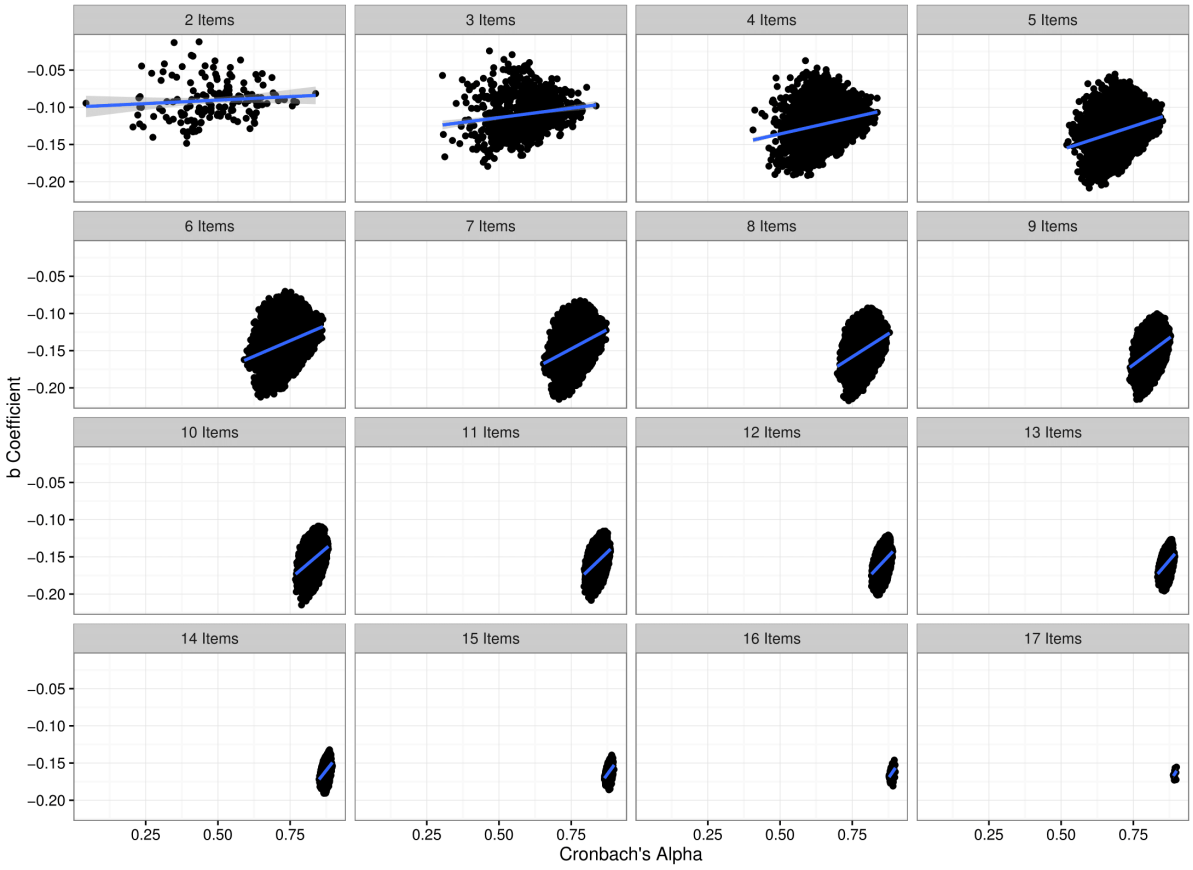
Figure B9. Measurement error II: Marginal effect of policy cue over range of the 6-item NfC



B.7 Study 2: Cronbach's alpha as a criterion to select items for a scale

We show, in Figure B10 that Cronbach's Alpha increases with the number of items as can be seen on the x-axis. The more items we add, the higher the average alpha value gets. On the Y-axis we plot the b coefficient for the interaction between Policy Information and the NfC. When we compare scales that contain the same number of items, there is no association between the Cronbach's alpha of a scale and the extent to which estimates are closer to the 18-item NfC measure as can be seen by the almost horizontal line in the top row of Figure B10. Accordingly, these results indicate that Cronbach's alpha might not be a good criterion to select a brief scale.

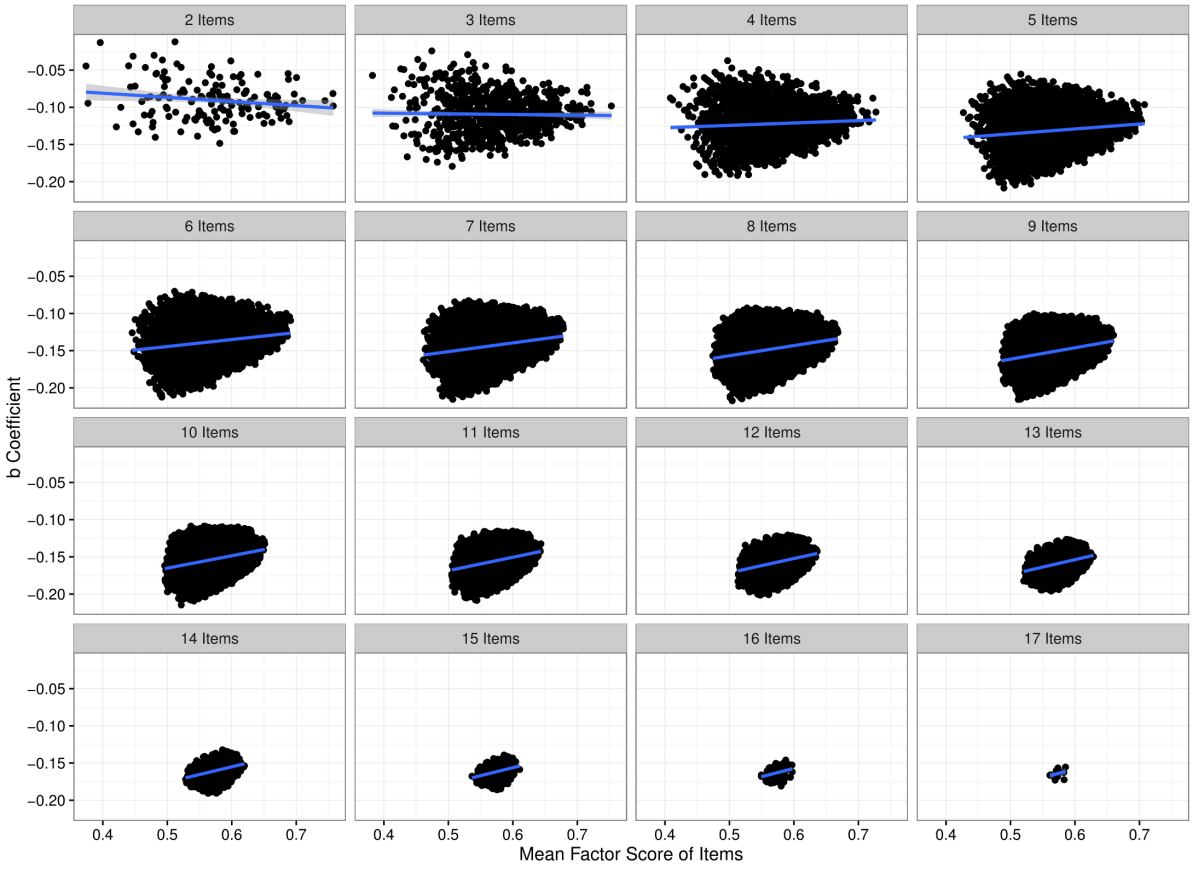
Figure B10. Relationship between Coefficient of NfC x Policy Information & Alpha Coefficients by Number of Items used to make NfC measure



B.8 Study 2: Mean factor score as a criterion to select items for a scale

Another approach chose to select items for a brief measure is to use the factors with the highest factor loadings. For each possible 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16 and 17 item measure we calculated the mean factor score. In Figure B11 we plot the mean factor score on the x-axis. On the Y-axis we plot the b-coefficient of the interaction effect between each NfC measure and the Policy Information. As can be seen by the almost horizontal slope of the fitted line in each panel, there is no association between the mean factor loading of a NfC battery and the estimate of the b-coefficient. If anything, we see that increasing the number of items increases the value of the b-coefficient irrespective of the mean factor loadings of the specific battery.

Figure B11. Relationship between Coefficient of NfC x Policy Information & Mean Factor Score by Number of Items used to make NfC measure



C. Study 3: Big Five Traits and Political Ideology

C.1 Study 2: Personality and politics: A survey of the literature

We have surveyed the published literature assessing the association between personality and ideology. We specifically focus upon the association between Big Five traits and uni-dimensional ideology, social ideology and economic ideology. In this overview we only focus upon Big Five traits and not on other constructs such as the need for certainty and security (e.g., Johnston, 2013; Malka, Soto, Inzlicht, & Lelkes, 2014) need to evaluate (Leeper, 2014), Eysenck's personality inventory (Verhulst, Eaves, & Hatemi, 2012; Verhulst, Hatemi, & Martin, 2010).[4] Moreover, we do no not discuss studies that assessed the association between personality and party identification (e.g., Bakker, Hopmann, & Persson, 2015; Gerber, Huber, Doherty, & Dowling, 2012; Schoen & Steinbrecher, 2013; Sweetser, 2014), vote choice (e.g., Aichholzer & Zandonella, 2016; Bakker, Rooduijn, & Schumacher, 2016; Barbaranelli, Caprara, Vecchione, & Fraley, 2007; Rentfrow et al., 2013; Rentfrow, Jost, Gosling, & Potter, 2009; Schoen, 2007; Vecchione et al., 2011) or attitudes towards specific policies such as immigrants (e.g., Dinesen, Klemmensen, & Nørgaard, 2016; Freitag & Rapp, 2015; Gallego & Pardos-Prado, 2014) or the EU (e.g., Bakker & de Vreese, 2016; Curtis, 2016; Nielsen, 2016).

The results of schematic review of the literature are projected in three tables below. In each table the most left-hand column indicates the measure of personality (in bold) and the number of items used. The second column lists the name of the study. This is followed by the sample (i.e., Population based, convenience, student or MTurk sample) and the sample size. Next, there are five columns which indicate the association between the five personality and ideology. In order to facilitate interpretation we report the association between the personality traits and conservatism, whereby *pos* means a positive association between the trait and conservatism, while *neg* means a negative association between the trait and conservatism. We also indicate that there is no significant association between a trait and conservatism using *ns*. If a cell is open, then this means that the trait was not measured in the specific study. The overview of the association between personality and uni-dimensional operationalization of ideology is presented Table C21. The association between personality and cultural conservatism is outlined in Table C22[5], while Table C23 provides the overview for the association between personality and economic conservatism.

In order to facilitate the interpretation, the bottom row of each Table provides a summary of the results. The top-line indicates the total number of studies that assessed the association between a trait and an ideology dimension. The second line indicates the total number of studies that found a positive association, the third line the total number of studies that found a negative association, while the final line indicates the number of studies that found no association.

The interpretation of the substantive interpretation of the tables is provided in the main text of the paper.

[4] The correct association between psychoticism and ideology is reported here Verhulst, Eaves, and Hatemi (2016).

[5] Also labelled social conservatism (Feldman & Johnston, 2014).

Table C21

Personality and Conservatism

Measure	Study	Sample	N	O	C	N	A	E
TIPI								
10	Carney, Jost, Gosling, and Potter (2008, Sample 6)	Student	536	neg	pos	ns	ns	pos
10	Jost, West, and Gosling (2009)	Student	734	neg	pos	pos	ns	ns
10	(Gerber, Huber, Doherty, Dowling, & Ha, 2010)	Population	12,472	neg	pos	neg	ns	pos
10	Gerber, Huber, Doherty, and Dowling (2011, CCAP 2008)	Population	1693	neg	pos	pos	ns	ns
10	Clifford, Jewell, and Waggoner (2015)	Population & Mturk	6773	neg	pos	neg	neg	ns
10	Wang (2016)	Population	3439	neg	pos	ns	neg	pos
IPIP								
20	De Neve (2015)	Population	13999	neg	pos	neg	ns	pos
20	Osborne and Sibley (2015)	Population	6518	neg	pos	ns	ns	pos
BFI								
44	Carney et al. (2008, Sample 2)	Student	79	ns	ns	ns	ns	ns
44	Carney et al. (2008, Sample 3)	Student	155	neg	ns	ns	ns	ns
44	Carney et al. (2008, Sample 4)	Student	1,826	neg	pos	neg	pos	ns
44	Carney et al. (2008, Sample 5)	Convenience	17,103	neg	pos	neg	pos	ns
26	von Collani and Grumm (2009, sample 2)	Students	154	neg	ns	ns	ns	ns
44	Gerber et al. (2011, CCAP 2008)	Population	1693	neg	pos	ns	ns	ns
44	Mondak and Canache (2014)	Convenience	state-level	neg	pos	ns	ns	ns
10	Fatke (2016, 21 countries)	Population		neg	pos	neg	neg	neg
Big Five Aspect Scale								
100	Hirsh, DeYoung, Xu, and Peterson (2010, Study 1)	Convenience	481	neg	pos	ns	ns	ns
100	Hirsh et al. (2010, Study 2)	Student	146	neg	pos	ns	ns	ns
100	Xu and Peterson (2015)	Mturk	481	neg	pos	ns	ns	ns
100	Ludeke and Rasmussen (2016, Sample 1)	MTurk	1085	neg	pos	ns	ns	ns
NEO PI R								
60	Riemann, Grubich, Hempel, Mergl, and Richter (1993)	Convenience	184	neg	pos	neg	ns	pos
240	McCrae (1996)	Convenience	348	neg	ns	ns	ns	ns
48	van Hiel, Kossowska, and Mervielde (2000, sample 1)	Convenience	80	ns				
48	van Hiel et al. (2000, sample 2)	Convenience	103	neg				
48	van Hiel et al. (2000, sample 3)	Convenience	100	neg				
48	van Hiel et al. (2000, sample 4)	Convenience	103	neg				
48	van Hiel et al. (2000, study 1)	Convenience	74	neg				
48	van Hiel et al. (2000, study 1)	Convenience	44	neg				
18	Jost et al. (2007, study 1)	Student	161	neg				
18	Jost et al. (2007, study 2)	Student	182	neg				
240	Carney et al. (2008, Sample 1)	Student	85	neg				
30	von Collani and Grumm (2009, sample 2)	Convenience	302	neg	ns	ns	ns	ns

240	Lewis and Bates (2011, Sample 1)	Student	447	neg	ns	ns	neg	ns
HEXACO								
60	Chirumbolo and Leone (2010)	Convenience	517	neg	pos	ns	neg	ns
Other scales								
M5-50 Personality Questionnaire	Cooper, Golden, and Socha (2013)	convenience	760	neg	pos	ns	pos	ns
Big Five Questionnaire	Caprara, Francescato, Mebane, Sorace, and Vecchione (2010)	Elites	neg	ns		ns	neg	pos
Big Five Questionnaire	Caprara et al. (2010)	Convenience	neg	ns	ns	neg	pos	
Self-constructed measures								
unknown	Alford and Hibbing (2007, Study 1)	Students	299	ns	ns	ns	ns	ns
20	Mondak and Halperin (2008, Study 1)	Community	404	ns	pos	ns	ns	ns
10	Mondak and Halperin (2008, Study 2)	Community	822	neg	pos	neg	ns	ns
25	Mondak and Halperin (2008, Study 3)	Community	1338	neg	pos	neg	ns	ns
5	Dietrich, Lasley, Mondak, Remmel, and Turner (2012)	Elites	91	neg	pos	ns	ns	ns
Summary		Total samples		42	32	32	32	32
		Total positive (pos)		0	24	2	3	7
		Total negative (neg)		36	0	10	6	1
		Total null findings (ns)		6	8	20	23	24

Table C22

Personality and Cultural Conservatism

Measure	Study	Sample	Context	N	O	C	N	A	E
TIPI									
10	Carney et al. (2008, Sample 6)	Student	U.S.	526	neg	pos	ns	ns	pos
10	Jost et al. (2009)	Student	U.S.	734	neg	pos	ns	ns	ns
10	Gerber et al. (2010)	Population	U.S.	12,472	neg	pos	neg	neg	neg
10	Gerber et al. (2011, CCAP 2008)	Population	U.S.	1693	neg	pos	neg	ns	ns
10	Clifford et al. (2015)	Population & Mturk	U.S.	6773	neg	pos	ns	neg	ns
10	Bakker (2016, Study 3)	Population	U.S.	5914	neg	pos	ns	ns	ns
BFI									
10	Fatke (2016)	Population	Germany		neg	ns	ns	pos	ns
15	Ackermann and Ackermann (2015)	Population	Switzerland	1259	neg	pos	ns	neg	ns
44	Hodson, Hogg, and MacInnis (2009)	Student	Canada	197	ns	pos	ns	ns	ns
44	Gerber et al. (2011, CCAP 2008)	Population	U.S.	1693	neg	pos	ns	ns	ns
Big Five Aspect Scale									
100	Ludeke and Rasmussen (2016, Sample 1)	MTurk	U.S.	1085	neg	pos	ns	ns	ns
IPIP-FFM									
20	Osborne and Sibley (2015)	Population	New Zealand	6518	neg	pos	ns	ns	pos
50	Bakker (2016, Study 2)	Population	United Kingdom	7448	neg	pos	pos	ns	pos
NEO PI-R									
NEO-Five Factor Inventory	Riemann et al. (1993)	Convenience	Germany	184	neg	ns	ns	neg	ns
240	McCrae (1996)	Convenience	U.S.	348	neg	ns	ns	ns	ns
48	Van Hiel and Mervielde (2004, Study 1)	Convenience	Belgium	78	neg				
48	Van Hiel and Mervielde (2004, Study 1)	Activists	Belgium	44	neg				
240	Van Hiel and Mervielde (2004, Study 2)	Convenience	Belgium	225	neg	pos	ns	neg	ns
240	Kandler, Bleidorn, and Riemann (2012)	Convenience	Germany	872	neg	pos	ns	ns	pos
240	Hatemi and Verhulst (2015, Study 2)	Convenience	Australia	600	neg				
60	Bakker (2016, Study 1)	Population	Denmark	3612	neg	pos	ns	neg	pos
HEXACO									
60	Chirumbolo and Leone (2010)	Convenience	Italy	517	neg	ns	ns	ns	ns
60	Leone, Desimoni, and Chirumbolo (2012, Study 1)	Convenience	U.S.	344	neg	ns	ns	pos	ns
60	Leone, Desimoni, and Chirumbolo (2012, Study 2)	Convenience	Italy	297	neg				
148	Leone, Chirumbolo, and Desimoni (2012)	Convenience	Italy	344	neg	ns	pos	neg	pos
Summary		Total samples			25	21	21	21	21
		Total positive (pos)			0	16	2	2	5
		Total negative (neg)			24	0	3	7	3
		Total null findings (ns)			1	5	16	12	13

Table C23

Personality and Economic Conservatism

Measure	Study	Sample	Context	N	O	C	N	A	E
TIPI									
10	Carney et al. (2008, Sample 6)	Student	U.S.	526	ns	ns	ns	ns	ns
10	Jost et al. (2009)	Student	U.S.	734	neg	pos	ns	ns	ns
10	Gerber et al. (2010)	Population	U.S.	12,472	neg	pos	neg	neg	pos
10	Gerber et al. (2011, CCAP 2008)	Population	U.S.	1693	neg	pos	neg	neg	pos
10	Clifford et al. (2015)	Population & Mturk	U.S.	6773	neg	pos	neg	neg	pos
10	Bakker (2016, Study 3)	Population	U.S.	5914	neg	pos	neg	neg	pos
BFI									
10	Fatke (2016)	Population	Germany		neg	pos	ns	ns	pos
44	Gerber et al. (2011, CCAP 2008)	Population	U.S.	1693	neg	ns	neg	ns	ns
122	Leeson and Heaven (1999)	Convenience	Australia	103	ns	pos	ns	neg	ns
Big Five Aspect Scale									
100	Ludeke and Rasmussen (2016, Sample 1)	MTurk	U.S	1085	neg	ns	ns	neg	ns
IPIP-FFM									
20	Osborne and Sibley (2015)	Population	New Zealand	6518	ns	pos	neg	ns	neg
50	Bakker (2016, Study 2)	Population	United Kingdom	7448	ns	pos	neg	neg	pos
NEO PI-R									
60	Bakker (2016, Study 1)	Population	Denmark	3612	ns	pos	neg	neg	ns
240	Van Hiel and Mervielde (2004, study 2)	Convenience	Belgium	225	ns	ns	ns	neg	ns
240	Kandler et al. (2012)	Convenience	Australia	872	neg	ns	ns	neg	neg
HEXACO									
60	Chirumbolo and Leone (2010)	Convenience	Italy	517	neg	ns	neg	neg	pos
60	Leone, Desimoni, and Chirumbolo (2012, Study 1)	Convenience	Italy	297	neg	neg	ns	pos	ns
60	Leone, Desimoni, and Chirumbolo (2012, Study 2)	Convenience	U.S.	344	neg				
148	Leone, Chirumbolo, and Desimoni (2012)	Convenience	Italy	344	neg	ns	ns	ns	ns
Summary		Total samples			18	18	18	18	18
		Total positive (pos)			0	10	2	1	6
		Total negative (neg)			12	1	8	10	2
		Total null findings (ns)			7	7	7	6	10

Table C24

Personality and Cultural Conservatism: Results inside and outside the U.S.

Study conducted in	Openness	Conscientiousness	Neuroticism	Agreeableness	Extraversion
U.S. sample	100% Neg (#10)	80% Pos (#10)	20% Neg (#10)	20% Neg (#10)	10% Pos (#10)
non-U.S. sample	87.5 Neg (#16)	63.3% Pos (#11)	18.11% Pos (#11)	36.6% Neg (#11)	45.45% Pos (#11)

Table C25

Personality and Economic Conservatism: Results inside and outside the U.S.

Study conducted in	Openness	Conscientiousness	Neuroticism	Agreeableness	Extraversion
U.S. sample	88.9% Neg (#9)	62.5% Pos (#8)	62.5% Neg (#8)	62.5% Neg (#8)	50% Pos (#8)
non-U.S. sample	50% Neg (#10)	50% Pos (#10)	40% Neg (#10)	40% Neg (#10)	30% Pos (#10)

Do the results of Study 3 generalize to other political contexts?

We conduct our study in the Netherlands (see paper). One might wonder whether the results outside of the U.S. differ from studies conducted in the U.S. To provide a tentative answer to this question, we have splitted the associations between personality and ideology based upon political context: i.e., whether the study was conducted in the United States or in another country. For each association between a personality trait and a ideology dimensions we provide the most observed direction of the association - i.e., positive or negative - and the percentage of studies that found this pattern association. We do this based upon the overview Tables C22 and Table 23 above. Accordingly, Table C24 and C25 provide an impression of the degree to which studies conducted outside of the U.S. yield results that are - when it comes to the direction of the effect - comparable to the U.S. context.

Here, we discuss the overall findings of this qualitative evaluation of the published literature to provide an answer to the question to what extent the findings in Study 3 generalize to the U.S. context. For cultural ideology we find in Table C24 no striking differences between the correlates of personality and cultural ideology in the U.S. and other political contexts. For instance, the results consistently show a negative association between Openness and cultural conservatism inside and outside the U.S. Likewise, a majority of the studies inside and outside the U.S. find a positive association between Conscientiousness and cultural conservatism. The results for the other three traits are more mixed inside and outside the U.S. Although we can never be sure, a qualitative assessment of the results of the published literature do not suggest that studies outside the U.S. yield strikingly different associations compared to studies conducted in the U.S. when it comes to the association between the Big Five personality traits and cultural conservatism.

Turning to personality and economic ideology in Table C25, we see a grossly comparable pattern. It seems, however, that there is somewhat less consistent evidence for an association between Openness and economic conservatism outside the U.S compared to studies in the U.S. Eight out of the nine published studies in the U.S. report a negative association between Openness and economic conservatism (i.e., 88.9%), while five out of the ten published studies conducted outside the U.S report a negative association between Openness and economic conservatism. But for the other four traits we see strikingly similar conclusion for the pattern of associations between personality and economic conservatism as well as the degree to which the evidence is consistent (i.e., the percentage of studies that find a specific association).

The review of the literature obviously does not provide a final answer whether the associations in our study 3 – which was conducted in the Netherlands – generalize to the U.S. or any other political context. Future research, using fully equivalent measures of personality and ideology across different countries should be conducted. Therefore, we include some discussion of cross-national generalization of the results of our third study in the discussion.

C.2 Study 2: Measurement of personality

We measure personality using the 50-item IPIP FFM (Goldberg et al., 2006), the 20-item Mini-IPIP (Donnellan, Oswald, Baird, & Lucas, 2006) and the 10-item Big Five Inventory (Rammstedt & John, 2007). Here we provide the item wording for the three batteries. The items of the 50-item IPIP are listed below. They are scored on a scale ranging from "very inaccurate" (1) through "very accurate" (5). Items that are reversed coded are listed with an *(R)*. The 20-item Mini-IPIP can be derived from the 50-item IPIP. Between parentheses we indicate with: *Mini-IPIP* between parentheses if the item is employed in the 20-item Mini-IPIP.

The introduction to the battery is as follows:

"Describe yourself as you generally are now, not as you wish to be in the future. Describe yourself as you honestly see yourself, in relation to other people you know of the same sex as you are, and roughly your same age. So that you can describe yourself in an honest manner, your responses will be kept in absolute confidence. Indicate for each statement whether it is 1. Very Inaccurate, 2. Moderately Inaccurate, 3. Neither Accurate Nor Inaccurate, 4. Moderately Accurate, or 5. Very Accurate as a description of you."

The 50 items are projected here:

Openness
1. Have a rich vocabulary
2. Have difficulty understanding abstract ideas (R; *Mini-IPIP*)
3. Have a vivid imagination (*Mini-IPIP*)
4. Am not interested in abstract ideas (R; *Mini-IPIP*)
5. Have excellent ideas
6. Do not have a good imagination (R; *Mini-IPIP*)
7. Am full of ideas
8. Spend time reflecting about things
9. Use difficult words
10. Am quick to understand things

Conscientiousness
1. Am always prepared
2. Leave my belongings around (R)
3. Pay attention to details
4. Make a mess of things (R; *Mini-IPIP*)
5. Get chores done right away (*Mini-IPIP*)
6. Often forget to put things back in proper place (R; *Mini-IPIP*)
7. Like order (*Mini-IPIP*)
8. Shirk my duties (R)
9. Follow a schedule
10. Am exact in my work

Neuroticism
1. Get stressed out easily
2. Am relaxed most of the time (R; *Mini-IPIP*)
3. Worry about things
4. Seldom feel blue (R; *Mini-IPIP*)
5. Am easily disturbed

6. Get upset easily (*Mini-IPIP*)
7. Change my mood a lot
8. Have frequent mood swings (*Mini-IPIP*)
9. Get irritated easily
10. Often feel blue

Agreeableness
1. Insult people (R)
2. Have a soft heart
3. Sympathize with others' feelings (*Mini-IPIP*)
4. Feel little concern for others (R)
5. Am not interested in other people's problems (R; *Mini-IPIP*)
6. Take time out for others
7. Make people feel at ease
8. Am interested in people
9. Am not really interested in others (R; *Mini-IPIP*)
10. Feel others' emotions (*Mini-IPIP*)

Extraversion
1. Am the life of the party (*Mini-IPIP*)
2. Don't talk a lot (R; *Mini-IPIP*)
3. Feel comfortable around people
4. Keep in the background (R; *Mini-IPIP*)
5. Start conversations
6. Have little to say (R)
7. Talk to a lot of different people at parties (*Mini-IPIP*)
8. Don't like to draw attention to myself (R)
9. Am quiet around strangers (R)
10. Don't mind being in the center of attention

Big Five Inventory
In parentheses we indicate if the item is reversed coded (R).

I see myself as someone who...
1. ...is reserved (R)
2. ...is generally trusting
3. ...tends to be lazy (R)
4. ...is relaxed, handles stress well (R)
5. ...has few artistic interests (R)
6. ...is outgoing, sociable
7. ...tends to find fault with others (R)
8. ...does a thorough job
9. ...gets nervous easily (R)
10. ...has an active imagination

All items are scored on a scale from "Disagree strongly" (1) and "Agree strongly" (5).

C.3 Study 3: Psychometric properties of the Big Five batteries

Descriptive statistics. All personality traits are scored to range from 0 to 1. The means of the different personality traits are grossly the same. The standard deviations and variance of the BFI tend to be somewhat smaller compared to the IPIP and Mini-IPIP (see Table C26). In order to further illustrate that the brief measures of personality lead to impoverished measures, we plotted the histograms of the distributions of each traits using the BFI, the Mini-IPIP and the larger IPIP (see Figure C12). The Skewness and Kurtosis of the BFI are generally in line with other population based samples (Rammstedt, 2007).

Reliability. Table C26 shows that as expected – given the low number of items per trait – BFI traits are less reliable than either the Mini-IPIP or IPIP-FFM. Agreeableness, and to a lesser extent Openness, Conscientiousness, Extraversion and Neuroticism suffered from low internal consistencies. Yet, the internal consistency of the BFI is comparable to other studies using population based samples (see for instance, Ludeke & Larsen, 2017; Oskarsson & Widmalm, 2016; Rammstedt & John, 2007)). The low reliability was also noted in political science research. For instance, (Gerber et al., 2010, p. 119) argue that "because each question ... is designed to measure part of a broader Big Five trait, interitem correlations between the two items used to measure each trait are less informative of the items' reliability." The differences in reliability between brief and larger measures illustrates that short batteries tend to be less reliable (see, Lord & Novick, 1968).

Table C26
Study 3: Descriptive statistics Big Five traits

Battery	Trait	Mean	SD	Variance	Skew	Kurtosis	α	r BFI	r Mini-IPIP
Openness	BFI	0.54	0.25	0.06	-0.09	2.34	0.46	-	
	Mini-IPIP	0.59	0.17	0.03	0.12	2.90	0.62	0.59	
	IPIP	0.56	0.14	0.02	0.04	2.91	0.78	0.45	0.85
Concientiousness	BFI	0.73	0.21	0.04	-0.59	2.67	0.42	-	
	Mini-IPIP	0.66	0.19	0.04	-0.33	2.84	0.69	0.45	
	IPIP	0.60	0.17	0.03	-0.23	2.82	0.78	0.49	0.89
Extaversion	BFI	0.53	0.23	0.05	0.21	2.61	0.41	-	
	Mini-IPIP	0.56	0.18	0.03	-0.07	2.88	0.73	0.47	
	IPIP	0.55	0.16	0.03	0.01	3.03	0.86	0.50	0.93
Agreeableness	BFI	0.69	0.19	0.03	-0.38	3.04	0.20	-	
	Mini-IPIP	0.72	0.15	0.02	-0.42	3.31	0.74	0.19	
	IPIP	0.66	0.14	0.02	-0.34	3.32	0.81	0.18	0.89
Neuroticism	BFI	0.35	0.24	0.06	0.41	2.59	0.67	-	
	Mini-IPIP	0.35	0.18	0.03	0.36	3.15	0.74	0.57	
	IPIP	0.38	0.17	0.03	0.34	3.06	0.88	0.63	0.93

Note: N = 1672

Table C27

Study 3: Convergent correlations between BFI and IPIP

BFI	OIPIP	CIPIP	EIPIP	AIPIP	NIPIP
Openness BFI	**0.45***	-0.00	0.20*	0.20*	0.05
Conscientiousness BFI	0.01	**0.49***	0.03	0.15*	-0.12
Extraversion BFI	0.14*	0.04*	**0.50***	0.31*	-0.09*
Agreeableness BFI	0.00	0.09*	-0.03	**0.18***	-0.20*
Neuroticism BFI	-0.16*	-0.16*	-0.16*	0.01	**0.63***

*Note: *p<.05*

Table C28

Study 3: Convergent correlations between BFI and Mini-IPIP

BFI	OIPIP	CIPIP	EIPIP	AIPIP	NIPIP
Openness BFI	**0.59***	-0.06*	0.17*	0.18*	0.05*
Conscientiousness BFI	-0.03	**0.45***	0.03	0.13*	-0.13*
Extraversion BFI	0.12*	0.03	**0.47***	0.23*	-0.09*
Agreeableness BFI	0.02	0.12*	-0.03	**0.19***	-0.16*
Neuroticism BFI	-0.13*	-0.16*	-0.12*	-0.02	**0.57***

*Note: *p<.05*

Convergent Validity. The correlations between the BFI and the IPIP measures ranged from weak (Agreeableness) to modestly strong (Neuroticism) (see Table C26). The size of the correlations is in line with other studies that assessed the convergent validity of brief and larger personality inventories (see also, Ehrhart et al., 2009; Goldberg et al., 2006). We do note that the high correlations between the IPIP and Mini-IPIP traits are expected as the Mini-IPIP is created by subsetting the items of the 50-item IPIP.

To further assess the convergent validity of our measures, we correlated the BFI scales with the IPIP (Table C27) and Mini-IPIP scales (Table C28). The convergent correlations (mean r=0.45) are shown in diagonal and are much larger then the off-diagonal correlations (absolute mean of r=0.11). Moreover, the off-diagonal correlations and do not exceed 0.30. A similar pattern is observed for the convergent validity of the Mini-IPIP with a mean diagonal correlation of 0.44 and a mean off-diagonal correlation of r=0.10. These patterns mirror other studies of the validity of brief measures (Gosling, Rentfrow, & Swann, 2003).

Table C29
Study 3: Kolmogorov-Smirnov test comparing distributions of BFI and IPIP

	D	p-value
Openness	0.25	0.00
Conscientiousness	0.38	0.00
Extraversion	0.21	0.00
Agreeableness	0.23	0.00
Neuroticism	0.20	0.00

Table C30
Kolmogorov-Smirnov test comparing distributions of IPIP and Mini-IPIP

	D	p-value
Openness	0.14	0.00
Conscientiousness	0.15	0.00
Extraversion	0.10	0.00
Agreeableness	0.30	0.00
Neuroticism	0.13	0.00

Distributions. Using a series of Kolmogorov-Smirnov tests, we asses the distributions of the personality traits when measured with brief and larger batteries. We provide results of the tests of the comparisons of the BFI with the IPIP distributions in Table C29 and the comparison of the distributions of the Mini-IPIP and the IPIP in Table C30. The Kolmogorov-Smirnov test consistently demonstrate that the shorter and longer tests come from different distributions as can be seen from the D values and the associated p-values.

This is further supported when looking at the plots of the distributions of the different personality batteries. In Figure C12, we plot per trait the distributions of the different personality batteries. The red histograms are from the BFI and we would be likely to could that brief measures (distributions in red) come from different distributions compared to the IPIP (in blue) and Mini-IPIP (in green). For instance, the Conscientiousness distributions show that the BFI is heavily skewed, while the IPIP and Mini-IPIP show a lot lower skewness. Accordingly, Figure C12 and the Kolmogorov-Smirnov tests illustrate that the brief personality inventory are differently distributed than the larger IPIP measures.

Factor loadings. Table C31 shows the standardized factor loadings of the 50 items on the five Big Five traits based upon a Confirmatory Factor Analysis. In the first column we indicate which of the items is used in the Mini-IPIP.[6] As can be seen, in Table C31 all items load high on the designated latent personality dimension.

The items in Table C31 with a bold factor loading are those items that are used to create the Mini-IPIP (Donnellan et al., 2006). For all five traits, the mean factor loading of these four items that make up the Mini-IPIP is grossly comparable to the mean factor loading of the other 6 items. For instance, for Openness the mean factor loading for the four Mini-IPIP items is 0.53, while the factor loading for the other 6 items is 0.58.[7]

[6]The BFI consisted of different items, see Appendix C.2

[7]Conscientiousness: 4-Mini-IPIP items M=0.63 and the other 6 items M=0.54; Extraversion: 4-Mini-IPIP items M=0.66 and the other 6 items M=0.65; Agreeableness: 4-Mini-IPIP items M=0.69 and the other 6 items M=0.56; Neuroticism: 4-Mini-IPIP items M=0.73 and the other 6 items M=0.70.

Figure C12. Study 3: Distributions of the Big Five traits using diferent batteries

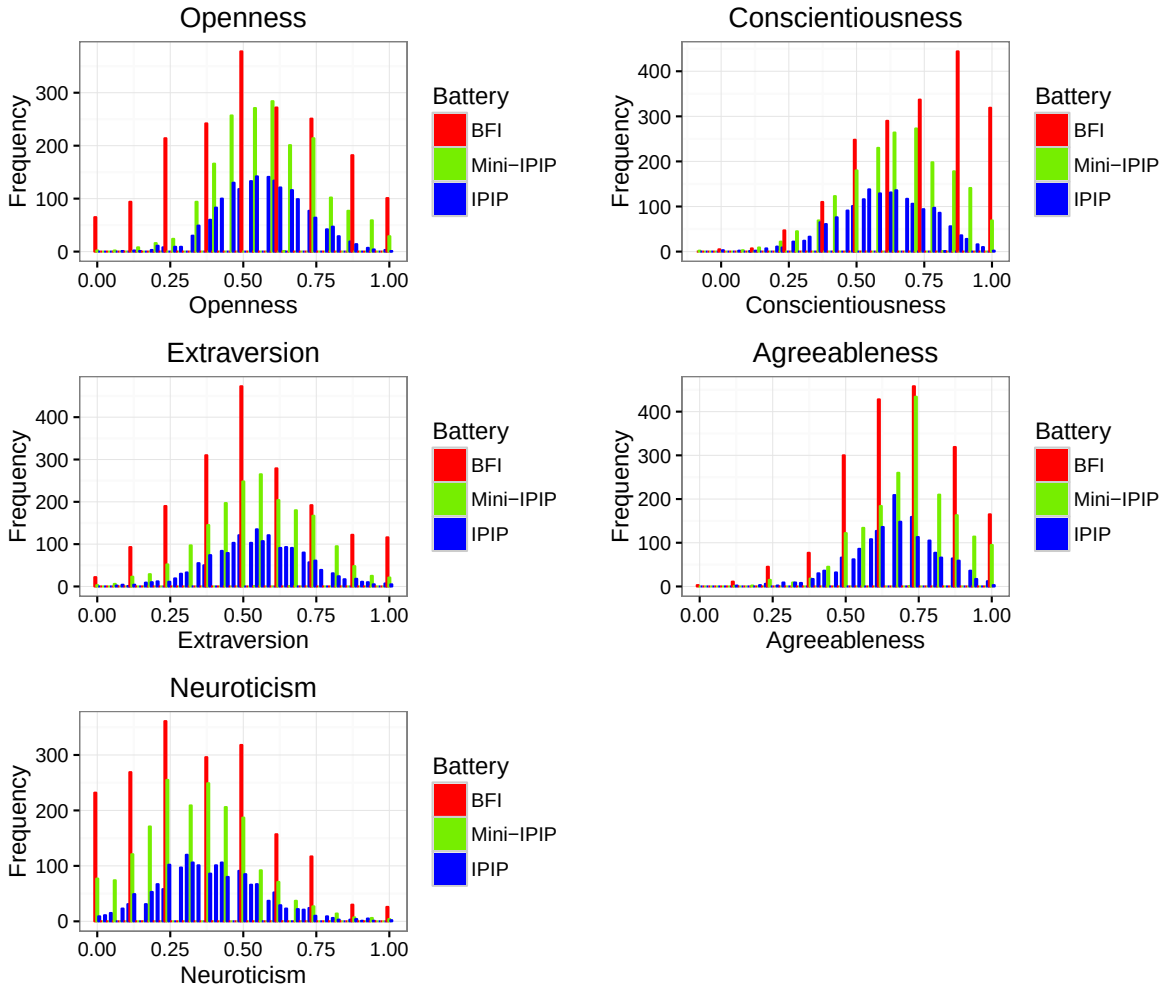


Table C31

Study 3: Factor loadings of the Big Five traits

#	Openness	Conscientiousness	Extraversion	Agreeableness	Neuroticism
1	0.67*				
2 (*Mini-IPIP*)	0.46*				
3	0.66*				
4	0.75*				
5	0.29*				
6	0.41*				
7	0.72*				
8 (*Mini-IPIP*)	0.60*				
9 (*Mini-IPIP*)	0.53*				
10 (*Mini-IPIP*)	0.54*				
1		0.43*			
2		0.57*			
3 (*Mini-IPIP*)		0.51*			
4 (*Mini-IPIP*)		0.56*			
5		0.53*			
6		0.41*			
7		0.56*			
8 (*Mini-IPIP*)		0.77*			
9 (*Mini-IPIP*)		0.66*			
10		0.72*			
1 (*Mini-IPIP*)			0.61*		
2			0.74*		
3			0.80*		
4 (*Mini-IPIP*)			0.75*		
5			0.55*		
6 (*Mini-IPIP*)			0.65*		
7 (*Mini-IPIP*)			0.63*		
8			0.72*		
9			0.38*		
10			0.68*		
1				0.80*	
2 (*Mini-IPIP*)				0.71*	
3				0.11*	
4				0.71*	
5 (*Mini-IPIP*)				0.66*	
6				0.70*	
7				0.64*	
8				0.40*	
9 (*Mini-IPIP*)				0.61*	
10 (*Mini-IPIP*)				0.78*	
1					0.74*
2					0.45*
3					0.69*
4 (*Mini-IPIP*)					0.80*
5					0.79*
6 (*Mini-IPIP*)					0.85*
7					0.64*
8					0.86*
9 (*Mini-IPIP*)					0.65*
10 (*Mini-IPIP*)					0.60*

Factor loadings significant at $p<0.05$

C.4 Study 3: Ideology dimensions in the study

We estimated a confirmatory factor analysis to assess the extent to which the items loaded on the cultural and economic ideology dimensions (see paper for item wording). The CFA resulted in an acceptable model fit (CFI = 0.95; TLI = 0.94, SRMR = 0.080, RMSEA = 0.076 [95%CI=0.080,0.097]).The standardized factor loading of the two-factor CFA are projected in Table C32. The standardized factor loading show that all items load substantively on the expected ideological dimension. The two ideology dimensions are only weakly correlated with each other (r=0.06), which is in line with research that showed that cultural and economic ideology are only weakly correlated (Evans, Heath, & Lalljee, 1996; Feldman & Johnston, 2014; Treier & Hillygus, 2009; Van Der Brug & Van Spanje, 2009). Importantly, and in line with Feldman and Johnston (2014), a one-dimensional model with all items loading on one-ideology dimension resulted in a poor model fit (CFI = 0.81; TLI = 0.75, SRMR = 0.153, RMSEA = 0.178 %CI=0.170, 0.186]).

We also compare the correlations between the ideology dimensions and our measure of uni-dimensional ideology. We find that uni-dimensional ideology is modestly correlated with (r=0.26) with cultural ideology and stronger associated with economic ideology (r=0.55) (see also, Van Der Brug & Van Spanje, 2009).

Table C32
Study 3: Factor structure cultural and economic ideology

	Cultural	Economic
Gay Kissing	0.87	
Gay Rights	0.57	
Purity	0.75	
Abortion	0.50	
Euthanasia	0.50	
Immigration	0.29	
Income Differences		0.71
Government Responsibility		0.55
Redistribution		0.92

C.5 Study 3: Descriptive statistics

The descriptive statistics of the covariates are provided in Table C33.

Table C33
Descriptive statistics covariates

		Mean	SD	percentage
sex	Male			46.4
	Female			53.6
Age		0.53	0.23	
Age square		0.30	0.22	
Education	Primary School			7.8
	Intermediate secondary education			23.4
	Higher secondary education			9.2
	Intermediate vocational education			21.3
	Higher vocational education			21.6
	University			9.3
Income	€0 – <€1500			9.2
	€1500 – <€2500			19
	€2500 – <€3500			18.2
	€3500 – <€4500			14.8
	€4500 – <€5500			11.2
	>€5500			14.4
	Income missing			5.9

Note: N = 1807

C.6 Study 3: Results belonging to Figure 5

In Figure 5 of the main text we plotted the OLS estimates of the associations between the different Big Five traits and the ideology dimensions with 95% confidence intervals. Here, we present the tables with output of the regression models that we estimated. This includes the estimates for the association between a Big Five trait and the ideology dimensions but also the estimates for the control variables that we included in our models. Note that we cannot present 1 table that contains all regression estimates as it would not fit on one page. Therefore we present the associations between personality and ideology for each personality inventory separately. Table C34 displays the results for the Big Five Inventory, Table C35 for the Mini-IPIP and Table C36 fro the IPIP-FFM.

Table C34
Big Five Inventory 10: Associations between personality and ideology as reported in Figure 5

	Uni-dimensional ideology	Cultural ideology	Economic ideology
	(1)	(2)	(3)
Openness (0-1)	−0.122*	−0.107*	−0.061*
	(0.022)	(0.015)	(0.019)
Conscientiousness (0-1)	0.121*	0.058*	0.025
	(0.027)	(0.018)	(0.023)
Extraversion (0-1)	−0.012	−0.044*	−0.029
	(0.025)	(0.016)	(0.021)
Agreeableness (0-1)	−0.071*	−0.004	−0.054*
	(0.031)	(0.020)	(0.025)
Neuroticism (0-1)	−0.048	0.084*	−0.072*
	(0.025)	(0.016)	(0.020)
Female	−0.011	−0.010	0.015
	(0.011)	(0.008)	(0.010)
Age (0-1)	−0.456*	−0.109	−0.335*
	(0.100)	(0.066)	(0.083)
Age^2	0.474*	0.207*	0.338*
	(0.102)	(0.068)	(0.085)
Education (Ref. Primary)			
Education: Intermediate Secondary	0.018	−0.027	0.006
	(0.023)	(0.015)	(0.019)
Education: Higher Secondary	−0.002	−0.087*	0.037
	(0.027)	(0.018)	(0.022)
Education: Intermediate Vocational	0.006	−0.054*	0.034
	(0.024)	(0.015)	(0.019)
Education: Higher Vocational	−0.024	−0.087*	0.052*
	(0.024)	(0.015)	(0.019)
University	−0.052	−0.116*	0.038
	(0.028)	(0.018)	(0.023)
Income (Ref: €<1500)			
Income: €1500 < €2500	0.020	0.026	0.027
	(0.022)	(0.014)	(0.018)
Income: €2500 < €3500	0.053*	0.017	0.064*
	(0.022)	(0.014)	(0.018)
Income: €3500 < €4500	0.066*	0.006	0.080*
	(0.023)	(0.015)	(0.019)
Income: €4500 < €5500	0.063*	0.002	0.110*
	(0.024)	(0.016)	(0.020)
Income: >€5500	0.083*	−0.008	0.135*
	(0.023)	(0.015)	(0.019)
Income: Missing	0.111*	0.038*	0.105*
	(0.029)	(0.018)	(0.023)
Constant	0.598*	0.403*	0.489*
	(0.048)	(0.032)	(0.040)
N	1,606	1,786	1,775
R^2	0.075	0.154	0.088

Note: Unstandardized coefficients of OLS Regession models; *p<0.05

Table C35
Mini-IPIP: Associations between personality and ideology as reported in Figure 5

	Uni-dimensional ideology	Cultural ideology	Economic ideology
	(1)	(2)	(3)
Openness	−0.107*	−0.108*	−0.042
	(0.036)	(0.024)	(0.030)
Conscientiousness	0.159*	0.079*	0.075*
	(0.032)	(0.021)	(0.026)
Extraversion	0.139*	−0.052*	0.110*
	(0.032)	(0.021)	(0.027)
Agreeableness	−0.153*	−0.137*	−0.149*
	(0.041)	(0.027)	(0.034)
Neuroticism	−0.034	0.069*	−0.072*
	(0.032)	(0.021)	(0.027)
Female	−0.009	−0.001	0.019
	(0.012)	(0.008)	(0.010)
Age	−0.379*	−0.107	−0.273*
	(0.099)	(0.065)	(0.081)
Age^2	0.394*	0.191*	0.280*
	(0.101)	(0.067)	(0.083)
Education (Ref. Primary)			
Education: Intermediate Secondary	0.025	−0.019	0.014
	(0.023)	(0.015)	(0.018)
Education: Higher Secondary	0.003	−0.080*	0.045*
	(0.027)	(0.018)	(0.022)
Education: Intermediate Vocational	0.012	−0.050*	0.040*
	(0.024)	(0.015)	(0.019)
Education: Higher Vocational	−0.014	−0.077*	0.061*
	(0.024)	(0.015)	(0.019)
Education: University	−0.042	−0.106*	0.045*
	(0.028)	(0.018)	(0.023)
Income: (Ref <€1500)			
Income: €1500 < €2500	0.016	0.018	0.02
	(0.022)	(0.014)	(0.018)
Income: €2500 < €3500	0.050*	0.013	0.060*
	(0.022)	(0.014)	(0.018)
Income: €3500 < €4500	0.061*	0.002	0.076*
	(0.023)	(0.015)	(0.019)
Income: €4500 < €5500	0.059*	−0.003	0.107*
	(0.024)	(0.016)	(0.020)
Income: >€5500	0.079*	−0.009	0.130*
	(0.023)	(0.015)	(0.019)
Income: Missing	0.103*	0.029	0.100*
	(0.029)	(0.018)	(0.023)
Constant	0.534*	0.503*	0.424*
	(0.053)	(0.034)	(0.042)
N	1,612	1,802	1,790
R^2	0.074	0.154	0.099

Note: Unstandardized coefficients of OLS Regession models; *p<0.05

Table C36
IPIP: Associations between personality and ideology as reported in Figure 5

	Uni-dimensional ideology	Cultural ideology	Economic ideology
	(1)	(2)	(3)
Openness	−0.151*	−0.143*	−0.059
	(0.047)	(0.031)	(0.039)
Conscientiousness	0.198*	0.073*	0.109*
	(0.036)	(0.024)	(0.030)
Extraversion	0.209*	−0.033	0.159*
	(0.039)	(0.026)	(0.033)
Agreeableness	−0.231*	−0.169*	−0.211*
	(0.048)	(0.032)	(0.040)
Neuroticism	−0.026	0.084*	−0.066*
	(0.035)	(0.023)	(0.028)
Female	−0.002	0.001	0.024*
	(0.012)	(0.008)	(0.010)
Age	−0.369*	−0.098	−0.270*
	(0.099)	(0.065)	(0.081)
Age^2	0.380*	0.186*	0.272*
	(0.101)	(0.067)	(0.083)
Education (Ref: Primary)			
Education: Intermediate Secondary	0.026	−0.018	0.013
	(0.023)	(0.015)	(0.018)
Education: Higher Secondary	0.005	−0.077*	0.045*
	(0.027)	(0.018)	(0.022)
Education: Intermediate Vocational	0.011	−0.049*	0.039*
	(0.024)	(0.015)	(0.019)
Education: Higher Vocational	−0.015	−0.073*	0.058*
	(0.024)	(0.016)	(0.019)
Education: University	−0.046	−0.103*	0.040
	(0.028)	(0.019)	(0.023)
Income (Ref: <€1500)			
Income: €1500 < €2500	0.012	0.015	0.024
	(0.022)	(0.014)	(0.018)
Income: €2500 < €3500	0.044*	0.010	0.057*
	(0.022)	(0.014)	(0.018)
Income: €3500 < €4500	0.055*	0.0002	0.073*
	(0.023)	(0.015)	(0.019)
Income: €4500 < €5500	0.052*	−0.005	0.103*
	(0.024)	(0.016)	(0.020)
Income: >€5500	0.071*	−0.012	0.126*
	(0.023)	(0.015)	(0.019)
Income: Missing	0.100*	0.030	0.097*
	(0.029)	(0.018)	(0.023)
Constant	0.548*	0.519*	0.426*
	(0.052)	(0.033)	(0.041)
N	1,612	1,802	1,790
R^2	0.079	0.159	0.103

Note: Unstandardized coefficients of OLS Regession models; *p<0.05

C.7 Study 3: Standardized coefficients

Table C37 presents the standardized coefficients from the regression models used to assess the association between personality and ideology. The stars in the table (*) indicate that the unstandardized coefficient was significant at $p<0.05$.

Table C37

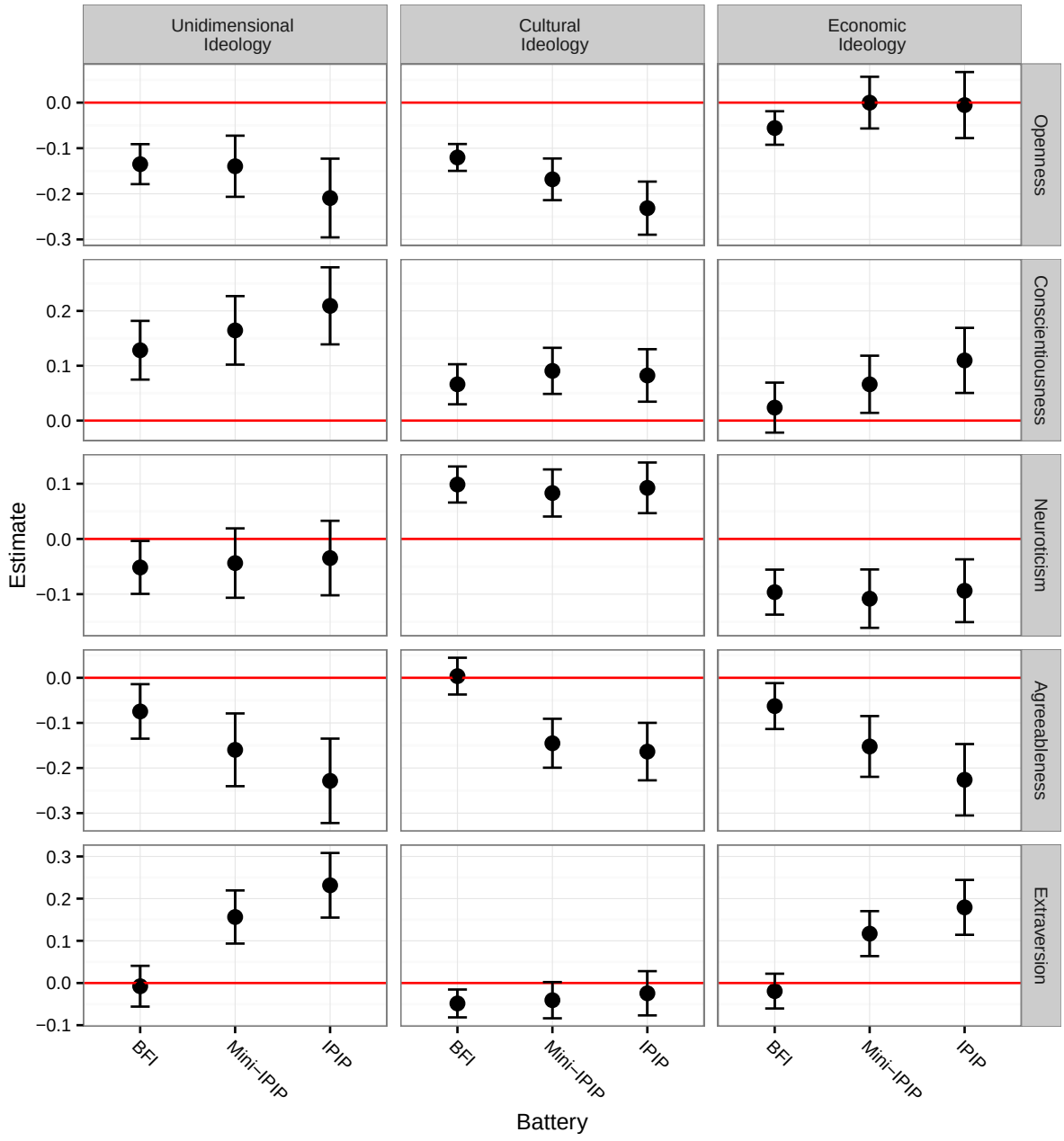
Personality and ideology: Standardized coefficients

	Unidimensional			Cultural ideology			Economic ideology		
	BFI	Mini-IPIP	IPIP	BFI	Mini-IPIP	IPIP	BFI	Mini-IPIP	IPIP
Openness	-0.13^{*}	-0.08^{*}	-0.09^{*}	-0.16^{*}	-0.11^{*}	-0.12^{*}	-0.08^{*}	-0.04	-0.04
Conscientiousness	0.11^{*}	0.13^{*}	0.15^{*}	0.06^{*}	0.09^{*}	0.07^{*}	0.03	0.07^{*}	0.09^{*}
Extraversion	-0.01	0.11^{*}	0.15^{*}	-0.06^{*}	-0.06	-0.03	-0.03	0.10^{*}	0.13^{*}
Agreeableness	-0.06^{*}	-0.10^{*}	-0.14^{*}	0.00	-0.12^{*}	-0.14^{*}	-0.05^{*}	-0.11^{*}	-0.15^{*}
Neuroticism	-0.05	-0.03	-0.02	0.12^{*}	0.08^{*}	0.09^{*}	-0.09^{*}	-0.07^{*}	-0.06^{*}

C.8 Study 3: Models without controlling for Education and Income

Following suggestions by, for instance, Gerber et al. (2010) we also estimate a series of models that do not contain the covariates education and income which could be seen as factors endogenous to personality. Therefore we re-estimated the models that were used to produce the results presented in Figure 5 of the main text. We excluded education and income from these models but do control for sex, age and age-squared. The results projected in Figure C13 show that generally the substantive conclusions presented in the main text of the paper do not change if we do not control for education and income.

Figure C13. Personality and Politics: BFI, Mini-IPIP and IPIP-FFM results **without controlling for education and income**



C.9 Study 3: Structural equation models

We estimated a series of Structural Equation Models for the 50-item IPIP and the 20-item Mini-IPIP. Using these models we want to show that our results are robust for this alternative model specification. Specifically, we estimated a model in which each Big Five trait was a latent trait. We then regressed these latent variables upon the outcome variables while controlling for age, age-squared, sex, education and income. Table C38 (unidimensional ideology), C39 (cultural ideology) and C40 (economic ideology) that contain the standardized estimates of the association between a latent trait and the ideology dimension. We also reported the associated standard error and p-value. In order to facilitate the interpretation, the most right-hand column presents the standardized OLS regression coefficients from the models we presented in the main text of Study 3.

We do not discuss the results in-depth. Yet, the general conclusion is that we receive at substantially similar conclusions if we estimate our models using structural equation models. Note that the model-fit indices are not listed here. They are excluded for the ease of interpretation of the results. Yet, they are available from the authors.

As a robustness check we also show that we arrive at similar conclusions if we estimate structural equation models using the Mini-IPIP. We present these results in Table C41, C42 and C43.

Table C38

*IPIP: Personality and **Uni-dimensional ideology** using Structural Equation Model*

	SEM				OLS
	b	SE	p-value	Standardized Estimate	Standardized Estimate
Openness	-0.02	0.01	0.01	-0.10	−0.09*
Conscientiousness	0.04	0.01	0.00	0.18	0.15*
Extraversion	0.04	0.01	0.31	0.18	0.15*
Agreeableness	-0.04	0.01	0.00	-0.18	−0.14*
Neuroticism	-0.00	0.01	0.71	-0.01	0.02

*Note: *p<0.05*

Table C39

*IPIP: Personality and **Cultural Ideology** using Structural Equation Model*

	SEM				OLS
	b	SE	p-value	Standardized Estimate	Standardized Estimate
Openness	-0.11	0.03	0.00	-0.13	−0.12*
Conscientiousness	0.12	0.03	0.00	0.15	0.07*
Extraversion	-0.03	0.03	0.31	-0.04	-0.03
Agreeableness	-0.16	0.03	0.00	-0.20	−0.14*
Neuroticism	0.07	0.02	0.00	0.09	0.09*

*Note: *p<0.05*

Table C40

*IPIP: Personality and **Economic Ideology** using Structural Equation Model*

	SEM				OLS
	b	SE	p-value	Standardized Estimate	Standardized Estimate
Openness	-0.01	0.01	0.15	-0.06	0.04
Conscientiousness	0.03	0.01	0.00	0.15	0.09*
Extraversion	0.03	0.01	0.00	0.16	0.13*
Agreeableness	-0.04	0.01	0.00	-0.20	−0.15*
Neuroticism	-0.02	0.01	0.01	-0.08	−0.06*

*Note: *p<0.05*

Table C41

*Mini-IPIP: Personality and **Uni-dimensional ideology** using Structural Equation Model*

	SEM				OLS
	b	SE	p-value	Standardized Estimate	Standardized Estimate
Openness	-0.03	0.01	0.00	-0.12	−0.08*
Conscientiousness	0.04	0.01	0.00	0.18	0.13*
Extraversion	0.04	0.01	0.00	0.16	0.11*
Agreeableness	-0.03	0.01	0.00	-0.13	−0.10*
Neuroticism	-0.00	0.01	0.98	-0.00	0.03

*Note: *p<0.05*

Table C42

*Mini-IPIP: Personality and **Cultural Ideology** using Structural Equation Model*

	SEM				OLS
	b	SE	p-value	Standardized Estimate	Standardized Estimate
Openness	-0.12	0.03	0.00	-0.14	−0.11*
Conscientiousness	0.11	0.03	0.00	0.14	0.09*
Extraversion	-0.05	0.03	0.08	-0.06	-0.06
Agreeableness	-0.12	0.03	0.00	-0.15	−0.12*
Neuroticism	0.08	0.03	0.01	0.10	0.08*

*Note: *p<0.05*

Table C43

*Mini-IPIP: Personality and **Economic Ideology** using Structural Equation Model*

	SEM				OLS
	b	SE	p-value	Standardized Estimate	Standardized Estimate
Openness	-0.02	0.01	0.05	-0.07	-0.04
Conscientiousness	0.03	0.01	0.00	0.12	0.07*
Extraversion	0.03	0.01	0.00	0.16	0.10*
Agreeableness	-0.03	0.01	0.00	-0.16	−0.11*
Neuroticism	-0.02	0.01	0.02	-0.09	−0.07*

*Note: *p<0.05*

C.10 Study 3: Cronbach's alpha as a criterion to select ittems for a scale

In following three figures we show that Cronbach's alhpa is not a good criterion to select items of a scale when it comes to studying the association between personality and uni-dimensional ideology (Figure C14), cultural ideology (Figure C15) and economic ideology (Figure C16). We find that Cronbach's alpha goes up when include more items in a scale. Yet, scales with a higher Alpha are not stronger associated with the different ideology dimensions.

Figure C14. Relationship between Coefficient from Trait and Left-Right Ideology Regression & Alpha Coefficients by Number of Items used to make trait

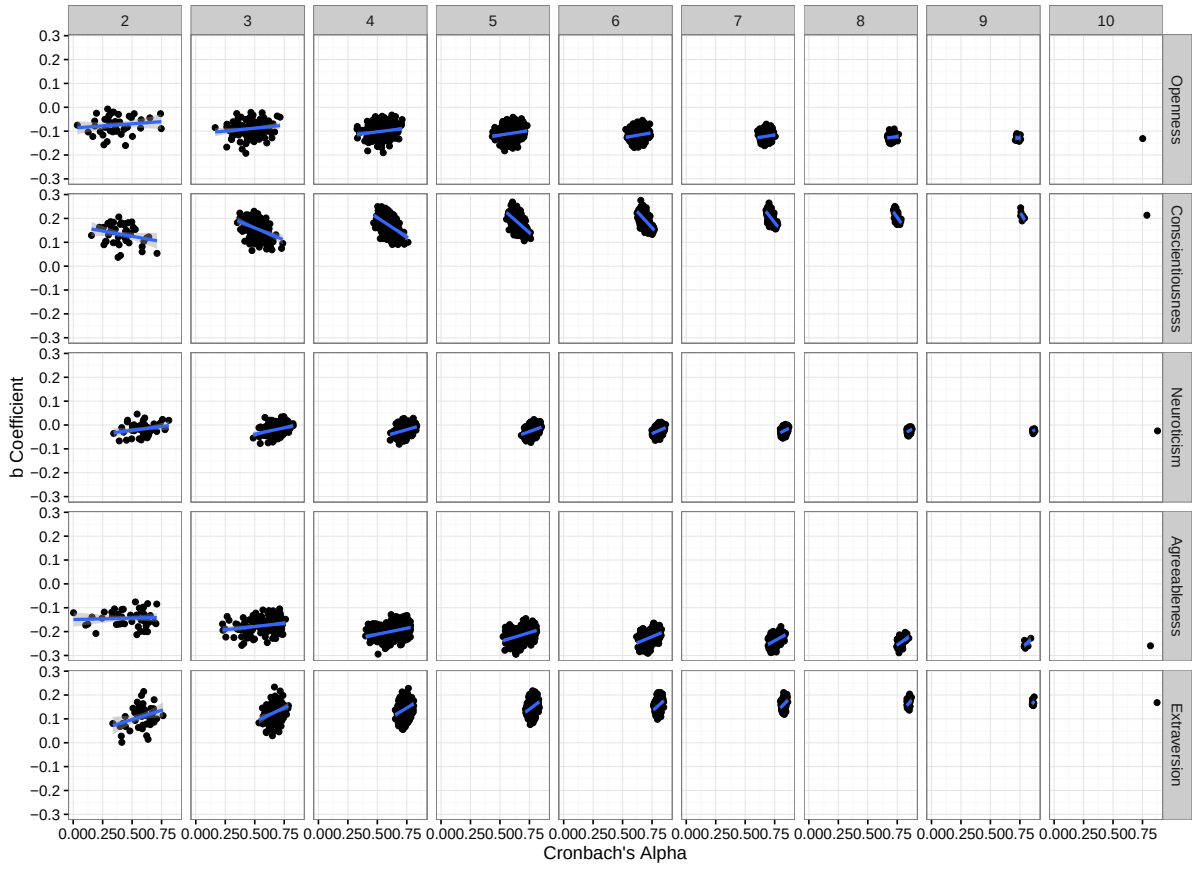


Figure C15. Relationship between Coefficient from Trait and Cultural Ideology Regression & Alpha Coefficients by Number of Items used to make trait

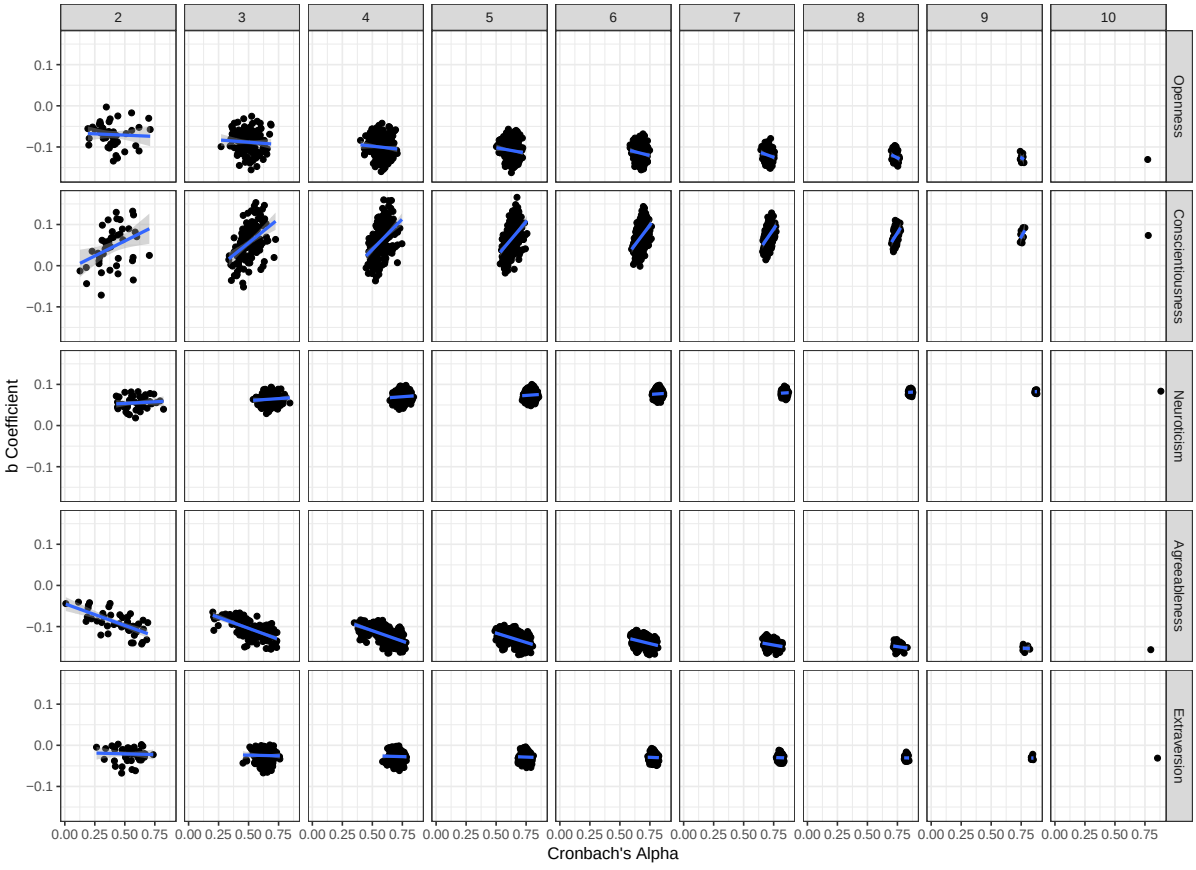
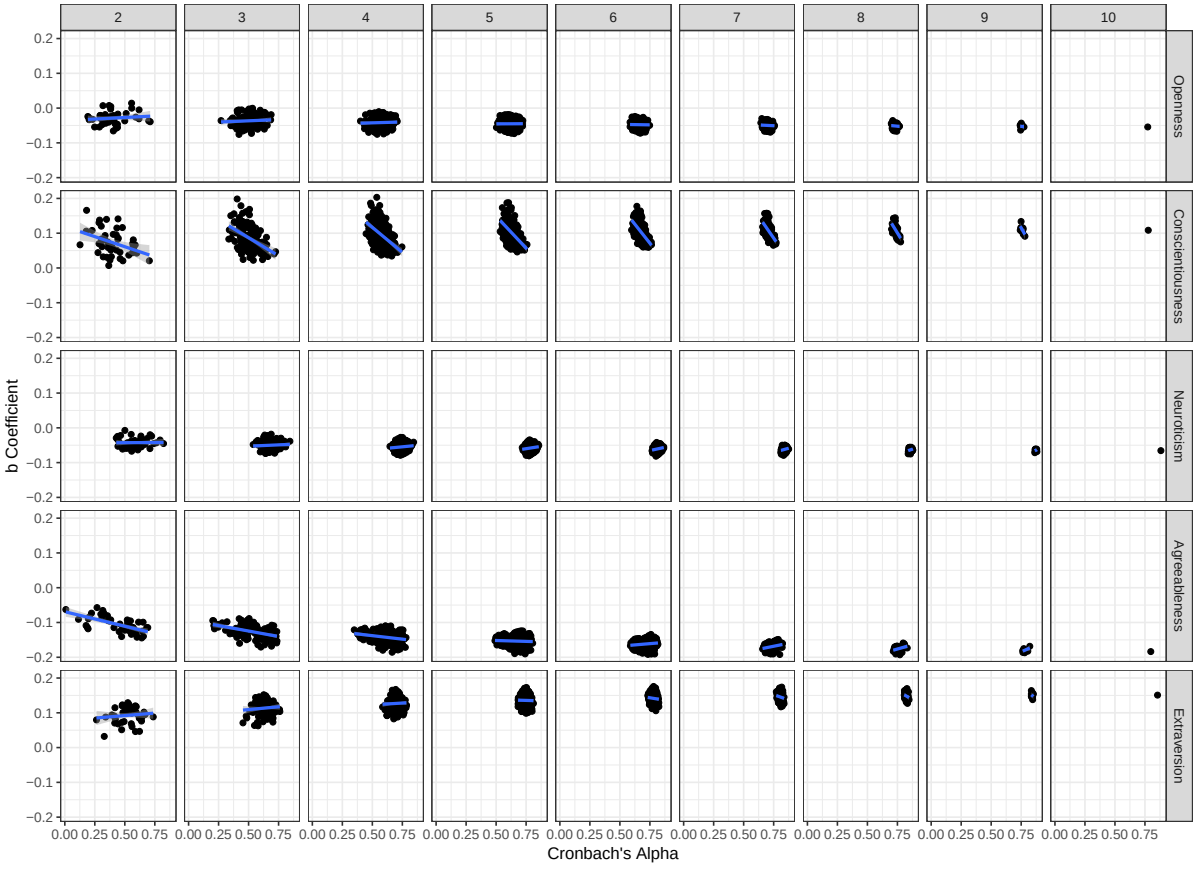


Figure C16. Relationship between Coefficient from Trait and Economic Ideology Regression & Alpha Coefficients by Number of Items used to make trait



C.11 Study 3: Mean factor score on a criterion to select items from a scale

In following three figures we show that factor loadings are not a good criterion to select items of a scale when it comes to studying the association between personality and uni-dimensional ideology (Figure C17), cultural ideology (Figure C18) and economic ideology (Figure C19). We find that scales that contain of items with a higher factor loading are not stronger associated with the different ideology dimensions.

Figure C17. Relationship between Coefficient from Trait and Left-Right Ideology Regression & Mean Factor Score by Number of Items used to make trait

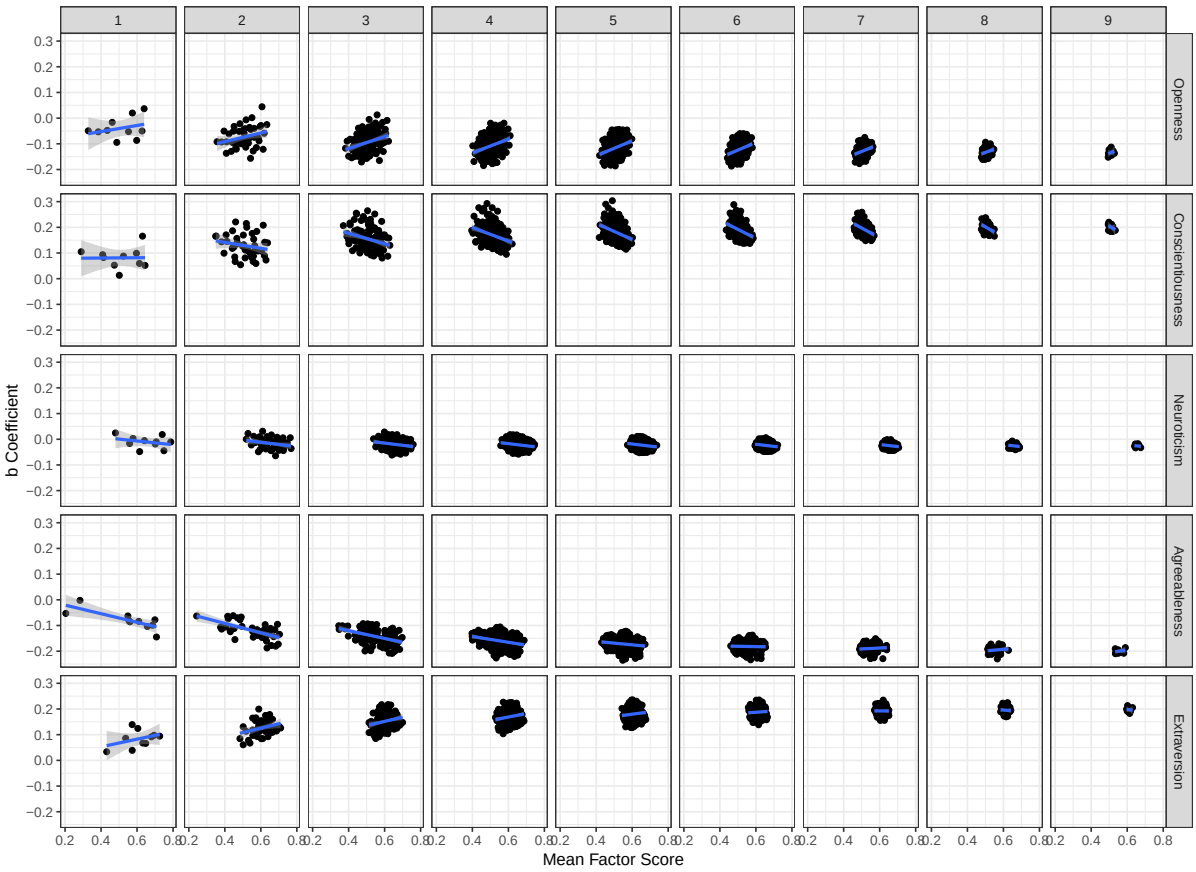


Figure C18. Relationship between Coefficient from Trait and Cultural Ideology Regression & Mean Factor Score by Number of Items used to make trait

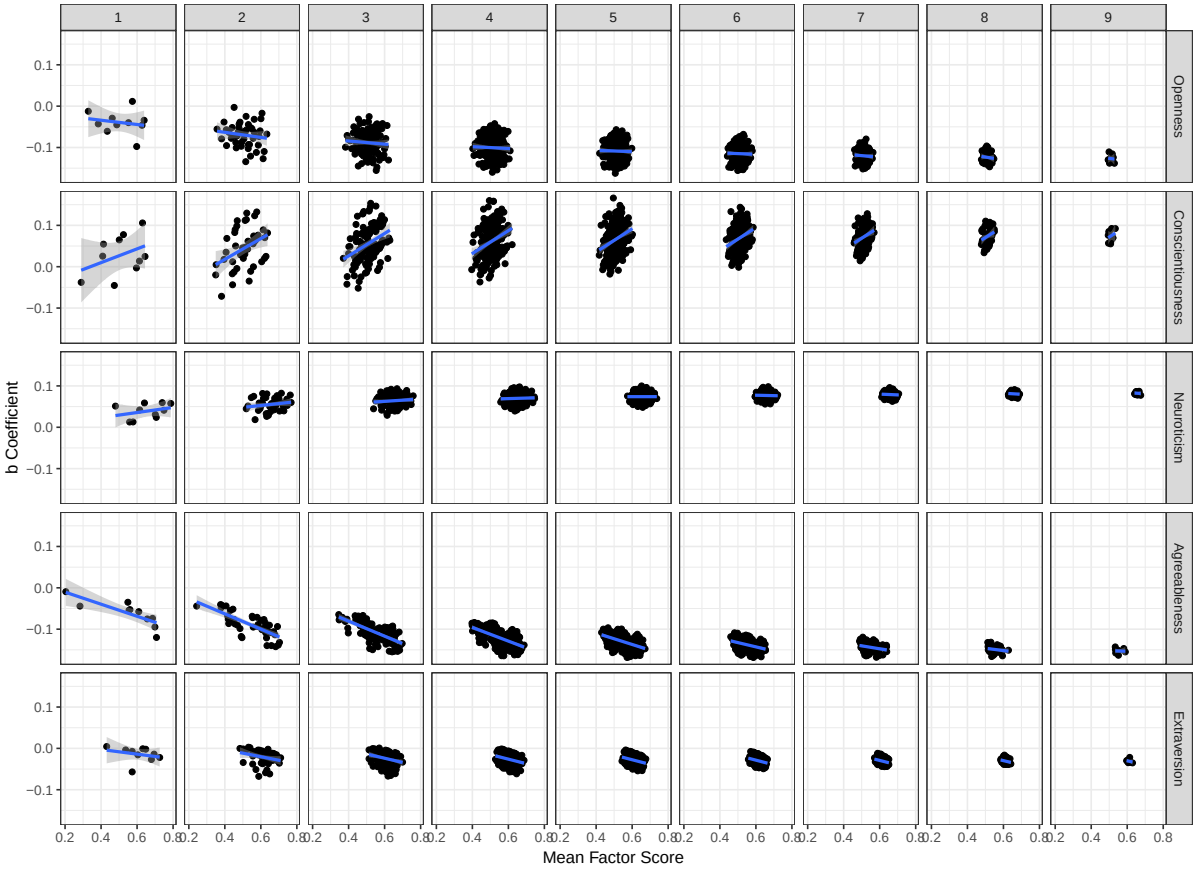
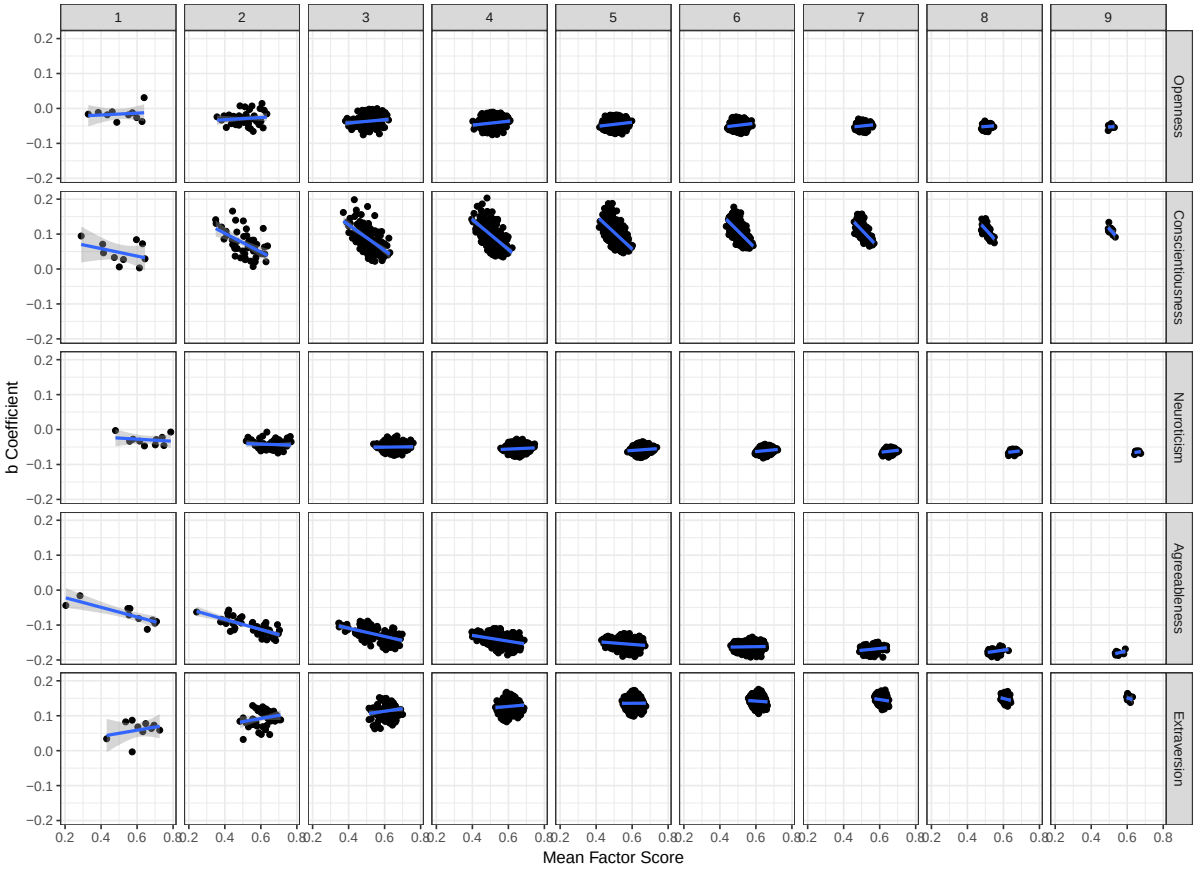


Figure C19. Relationship between Coefficient from Trait and Economic Ideology Regression & Mean Factor Score by Number of Items used to make trait



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