Mechanisms of Religious Rhetoric and Political Mobilization

Appendix

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April 6, 2022

Contents

1 Experimental Conditions

The complete set of experimental conditions presented to respondents follows. Respondents were presented a condition corresponding to their own party identification and were randomly assigned to the control or treated condition (without or with religious framing) as well as randomly assigned to conditions presenting no harm or harm to control for moralization.

TAYLOR MORRIS

REPUBLICAN *for* COUNTY BOARD

Taylor believes:

A lifelong county resident and local school graduate who knows how to make the transportation and planning departments work for us!

"We need more time with our families and friends, not in traffic!"

Don't let your time go to waste!

Fix traffic-**Vote** TAYLOR!

taylormorrisforcountyboard.com   Paid for by Friends of Taylor Morris

Figure 1: Control, Republican, No Harm

TAYLOR MORRIS

REPUBLICAN *for* COUNTY BOARD

Taylor believes:

A lifelong county resident and public school graduate who knows how to make the transportation and planning departments work for us!

"God wants us with our families and friends, not in traffic!"

Don't let your time go to waste!

Fix traffic-**Vote** TAYLOR!

taylormorrisforcountyboard.com   Paid for by Friends of Taylor Morris

Figure 2: Treated, Republican, No Harm

TAYLOR MORRIS

INDEPENDENT *for* COUNTY BOARD

Taylor believes:

A lifelong county resident and local school graduate who knows how to make the transportation and planning departments work for us!

"We need more time with our families and friends, not in traffic!"

Don't let your time go to waste!

Fix traffic-**Vote** TAYLOR!

taylormorrisforcountyboard.com   Paid for by Friends of Taylor Morris

Figure 3: Control, Independent, No Harm

TAYLOR MORRIS

INDEPENDENT *for* COUNTY BOARD

Taylor believes:

A lifelong county resident and public school graduate who knows how to make the transportation and planning departments work for us!

"God wants us with our families and friends, not in traffic!"

Don't let your time go to waste!

Fix traffic-**Vote** TAYLOR!

taylormorrisforcountyboard.com   Paid for by Friends of Taylor Morris

Figure 4: Treated, Independent, No Harm

TAYLOR MORRIS

DEMOCRAT *for* COUNTY BOARD

Taylor believes:

A lifelong county resident and local school graduate who knows how to make the transportation and planning departments work for us!

"We need more time with our families and friends, not in traffic!"

Don't let your time go to waste!

Fix traffic-**Vote** TAYLOR!

taylormorrisforcountyboard.com   Paid for by Friends of Taylor Morris

Figure 5: Control, Democratic, No Harm

TAYLOR MORRIS

DEMOCRAT *for* COUNTY BOARD

Taylor believes:

A lifelong county resident and public school graduate who knows how to make the transportation and planning departments work for us!

"God wants us with our families and friends, not in traffic!"

Don't let your time go to waste!

Fix traffic-**Vote** TAYLOR!

taylormorrisforcountyboard.com   Paid for by Friends of Taylor Morris

Figure 6: Treated, Democratic, No Harm

Figure 7: Control, Republican, Harm

Figure 8: Treated, Republican, Harm

Figure 9: Control, Independent, Harm

Figure 10: Treated, Independent, harm

Figure 11: Control, Democratic, Harm

Figure 12: Treated, Democratic, Harm

2 Questionnaire

2.1 Initial Questions

Q1. What year are you at UMD? **[SLIDER 1-6]**

Q2. Which of the following best describes your intended major? **[RANDOMIZE]**

1. Engineering
2. Computer science
3. Pre-Med
4. Pre-Law
5. Government and Politics, Political Science, or Public Policy
6. Economics
7. Accounting or Finance
8. Business
9. Psychology or Criminology
10. Humanities (such as arts, literature, or languages)
11. Mathematics or Natural Science (such as biology, physics, or chemistry)

Q3. Generally speaking, do you think of yourself as a: **[RANDOMIZE]**

1. Republican
2. Democrat
3. Independent **[FIXED]**
4. Other **[FIXED]**
5. No preference **[FIXED]**

Q4. **[If Q3 = 3, 4, 5, or refused to answer; otherwise skip]** Do you think of yourself as closer to the: **[RANDOMIZE]**

1. Republican Party
2. Democratic Party
3. Neither **[FIXED]**

Q5. **[If Q3= 1 or 2 or Q4 = 1 or 2, pipe in the correspondent choice from Q1 in parentheses; otherwise skip]** Would you call yourself a strong **[pipe in response from Q1 in parentheses: Republican/Democrat)]** or not a very strong **[pipe in response from Q1 in parentheses: Republican/Democrat]**?

1. Strong **(pipe in response from Q1 in parentheses: Republican/Democrat)**
2. Not a very strong **(pipe in response from Q1 in parentheses: Republican/Democrat)**

Q6. In this past election, which of the following presidential candidates did you vote for? **[RANDOMIZE]**

1. Donald Trump
2. Joe Biden
3. Jo Jorgensen
4. Another candidate (write in): **[WRITE IN; FIXED]**
5. I did not vote in the past presidential election **[FIXED]**

Q7. If you voted in the Democratic presidential primary, for whom did you vote? **[If Q3 = 2, or Q4=2; otherwise skip] [RANDOMIZE]**

1. Joe Biden
2. Bernie Sanders
3. Elizabeth Warren
4. Another candidate (write in): **[WRITE IN; Fixed]**
5. I did not vote in the Democratic presidential primary **[FIXED]**

Q8. We would like to get a sense of your general preferences. *[attention check]*

Most modern theories of decision making recognize that decisions do not take place in a vacuum. Individual preferences and knowledge along with situational variables can greatly impact the decision process. To demonstrate that you've read this much, just go ahead and select both red and green among the alternatives below, no matter what your favorite color is. Yes, ignore the question below and select both of those options.

What is your favorite color? **[FIXED]**

1. White
2. Black
3. Red
4. Pink
5. Green
6. Blue

2.2   Experimental Conditions and Dependent Variables

Q9. Please read the short advertisement below from a candidate for local office. When you have read it carefully, click continue to move to the next page. **[Randomly assign one quarter of respondents to read "control - standard", one quarter to read "treatment - standard", one quarter to read "control - moralized" and the final quarter to read "treatment - moralized" and pipe in the party according to the party questions; respondents receive the party they identified in Q3 or Q4 and independent if they identified with no party]**
See Appendix 1 for Conditions.

Q10. Think back to the advertisement on the previous page. Assume you are eligible to vote in this election. Please indicate how much you agree with the following statements. **[Present on screen in grid format: Radial bullets evenly spaced across the top.]**

Column Labels: Strongly disagree 0, Somewhat disagree 1, Neither disagree nor agree 2, Somewhat agree 3, Strongly agree 4

Row Labels (Randomized):

I would vote for this candidate (Taylor Morris).

Achieving the policy stated in the ad (solving traffic problems) is important to me.

My opinion on solving traffic problems is a reflection of my core moral beliefs and convictions.

My opinion on solving traffic problems is deeply connected to my fundamental beliefs about right and wrong.

Q11. Think back to the advertisement in Question 9. Assume you are eligible to vote in this election. Please indicate how much you agree with the following statements.**[Present on screen in grid format: Radial bullets evenly spaced across the top.]**

Column Labels: Strongly disagree 0, Somewhat disagree 1, Neither disagree nor agree 2, Somewhat agree 3, Strongly agree 4

Row Labels (Randomized):

This candidate (Taylor Morris) is trustworthy.

This candidate (Taylor Morris) is primarily interested in power and money.

This candidate (Taylor Morris) is committed to achieving the policy stated in the ad (solving traffic problems).

This candidate (Taylor Morris) is likely to successfully solve the issue raised in the ad (solving traffic problems).

The candidate's (Taylor Morris's) opinion on solving traffic problems is a reflection of the candidate's core moral beliefs and convictions.

The candidate's (Taylor Morris's) opinion on solving traffic problems is deeply connected to the candidate's fundamental beliefs about right and wrong.

Q12. Think again back to the advertisement you read in Question 9. We'd like you to consider what you expect other people who might vote in an election to think of the candidate. Please indicate to what extent you agree with each of the following statements. **[Present on screen in grid format: Radial bullets evenly spaced across the top.]**

Column Labels: Strongly disagree 0, Somewhat disagree 1, Neither disagree nor agree 2, Somewhat agree 3, Strongly agree 4

Row Labels (Randomized):

People like me are likely to vote for this candidate (Taylor Morris).

Achieving the policy stated in the ad (solving traffic problems) is important to people like me.

People like me are likely to believe this candidate (Taylor Morris) is trustworthy.

People like me are likely to believe the candidate (Taylor Morris) is likely to successfully solve the issue raised in the ad (solving traffic problems).

People like me are likely to believe the candidate (Taylor Morris) is committed to achieving the policy stated in the ad (solving traffic problems).

People like me are likely to believe that this candidate (Taylor Morris) is primarily interested in power and money.

Q13. Think again back to the advertisement you read in Question 9. We'd like you to further consider what you expect other people who might vote in an election to think of the candidate. Please indicate to what extent you agree with each of the following statements.**[Present on screen in grid format: Radial bullets evenly spaced across the top.]**

Column Labels: Strongly disagree 0, Somewhat disagree 1, Neither disagree nor agree 2, Somewhat agree 3, Strongly agree 4

Row Labels (Randomized):

Religious people are likely to vote for this candidate (Taylor Morris).

Achieving the policy stated in the ad (solving traffic problems) is important to religious people.

Religious people are likely to believe this candidate (Taylor Morris) is trustworthy.

Religious people are likely to believe the candidate (Taylor Morris) is likely to

successfully solve the issue raised in the ad (solving traffic problems).

Religious people are likely to believe the candidate (Taylor Morris) is committed to achieving the policy stated in the ad (solving traffic problems).

Religious people are likely to believe that this candidate (Taylor Morris) is primarily interested in power and money.

2.3 Identity

Q14. In terms of what's important about you, how much do you identify as each of the following?**[Present on screen in grid format: Radial bullets evenly spaced across the top.]**

Column Labels: Not at all 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, Very Strongly 10

Row Labels (Randomized):

A citizen of the United States

A citizen of the world

A follower of your religious faith

A member of your race

Part of your ethnic group

Your gender

Q15. Which one of these identities is most important to you today? **[RANDOMIZE]**

Please select one.

1. A citizen of the United States
2. A citizen of the world
3. A follower of your religious faith
4. A member of your race
5. Part of your ethnic group
6. Your gender

Q16. Please rate your feeling toward the following groups in society. A score of one hundred means a very warm, favorable feeling toward the group; zero means a very cold, unfavorable feeling toward the group, and fifty means not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable

your feelings are toward that group. **[RANDOMIZE ROWS; FOR EACH ROW, CREATE A SLIDER GIVING CHOICES 0 TO 100]**

> Republicans
> Democrats
> Nonreligious people
> Evangelical Christians
> Catholics
> Jews
> Muslims
> Black or African Americans
> White or Caucasian Americans
> Hispanic or Latino Americans
> Asian Americans
> Feminists
> Black Lives Matter
> Born Again Christians

2.4 Other Demographics

Q17. We are going to ask a few questions about your background and your family. Remember, your responses are anonymous and you may skip a question at any time. Your background and your family have been shown by numerous studies to have an influence on your views about current events. We also want to know how closely you are reading the questions. To show you are reading the questions carefully, please ignore the question below and select both only child and one sister. *[attention check]*

Which following statements applies to your family? You may select multiple choices. **[Randomly reverse]**

1. I am an only child.
2. I have one brother.
3. I have two brothers.
4. I have three or more brothers.
5. I have one sister
6. I have two sisters.
7. I have three or more sisters.

Q18. Which of the following best describes your racial or ethnic background: **[RANDOMIZE]**

1. Black or African American
2. White or Caucasian American
3. Hispanic or Latino American
4. Asian American

5. Multi-racial **[FIXED]**
6. Other **[FIXED]**

Q19. Which of the following best describes you? **[RANDOMIZE]**
1. Male
2. Female
3. Neither of these **[FIXED]**
4. Prefer not to say **[FIXED]**

Q20. What is your religion? **[RANDOMIZE]**

1. Evangelical Christian
2. Catholic
3. Ethiopian, Armenian, or Coptic Orthodox Christian or similar
4. Greek, Russian, or Serbian Orthodox Christian or similar
5. Protestant, but not Evangelical, Christian
6. Jewish
7. Mormon
8. Muslim
9. Sikh
10. Hindu
11. Other Christian **[FIXED]**
12. Other Religion **[FIXED]**
13. No Religion **[FIXED]**

Q21. Would you describe yourself as a born-again Christian? **[RANDOMIZE]**

1. Yes
2. No

Q22. How often do you attend religious services (other than for a wedding, a funeral, or similar personal event)? **[RANDOMLY REVERSE]**

1. Never
2. A few times a year or less
3. About once a month
4. A few times a month
5. Weekly
6. A few times a week
7. Daily

Q23. How often do you pray? **[RANDOMLY REVERSE]**

1. Never
2. Once a month or less

3. A few times a month
4. A few times a week
5. Once daily
6. Two to four times daily
7. 5 times daily or more often

Q24. How often do you use media for your religion, such as reading a social media account or news website, watching tv, or listening to radio aimed at your religion? **[RANDOMLY REVERSE]**

1. Never
2. A few times a year or less
3. A few times a month
4. A few times a week
5. Daily or more

Q25. How often do you participate in a group activity, other than religious services, for your religious or spiritual development (such as volunteering for a religious purpose or studying scripture)? **[RANDOMLY REVERSE]**

1. Never
2. A few times a year or less
3. A few times a month
4. A few times a week
5. Daily

Q25B. How important is religion in your life? **[RANDOMLY REVERSE]**

1. Very important
2. Somewhat important
3. Slightly important
4. Not very important
5. Not at all important

Q26A. **[ONLY ASK OF CHRISTIANS (I.E., RESPONDENTS WHO ANSWERED "Evangelical Christian", "Catholic", "Mormon", "Other Christian"; "Pentecostal"; FOR THE RELIGION QUESTION OR WHO ANSWERED "Yes" to Q18]** Which of the following statements comes closest to describing your views about the Bible? **[RANDOMLY REVERSE]**

1. The Bible is the inspired word of God and is to be taken literally, word for word.
2. The Bible is the inspired word of God, but not everything in it should be taken literally.
3. The Bible is an ancient book of legends, history, and moral precepts recorded by humans.

Q26B. **[ONLY ASK OF JEWS; THOSE WHO ANSWERED "No" in Q18]** Which of the following statements comes closest to describing your views about the Torah: **[RANDOMLY REVERSE]**

  1. The Torah is the inspired word of God and is to be taken literally, word for word.
  2. The Torah is the inspired word of God but not everything in it should be taken literally.
  3. The Torah is an ancient book of legends, history, and moral precepts recorded by humans.

Q26C. **[ONLY ASK OF THOSE WHO ANSWERED "No" in Q18 and "Muslim" in Q17]** Which of the following statements comes closest to describing your views about the Qur'an: **[RANDOMLY REVERSE]**

  1. The Qur'an is the preserved speech of God and is to be taken literally, word for word.
  2. The Qur'an is the preserved speech of God, but not everything in it should be taken literally.
  3. The Qur'an is an ancient book of legends, history, and moral precepts recorded by humans.

Q26D. **[ONLY ASK OF THOSE WHO ANSWERED "No" in Q17 and "Other Religion" or "No Religion" in Q16]** Which of the following statements comes closest to describing your views about the Holy Scripture: **[RANDOMLY REVERSE]**

  1. The Holy Scripture is divinely inspired and is to be taken literally, word for word
  2. The Holy Scripture is divinely but not everything in it should be taken literally
  3. The Holy Scripture is ancient writing about legends, history, and moral precepts recorded by humans

Q27. Are you a US Citizen? **[RANDOMLY REVERSE]**

  1. Yes
  2. No

Q28. Are you registered to vote? **[RANDOMLY REVERSE]**

  1. Yes
  2. No

Q29. Have you voted in local elections (such as county board, city or town council, or school board) before? **[RANDOMLY REVERSE]**

  1. Yes

2. No

2.5 Treatment Checks

Q30. Thinking of the candidate in Question 9 (Taylor Morris), how likely do you think it is that the candidate could be each of the following?**[Present on screen in grid format: Radial bullets evenly spaced across the top.]**

Column Labels: Very unlikely 0, Somewhat unlikely 1, Neither unlikely nor likely 2, Somewhat likely 3, Very likely 4

Row Labels (Randomized):

Black or African American

White or Caucasian American

Hispanic or Latino American

A man

A woman

Q31. Thinking of the candidate in Question 9 (Taylor Morris), how likely do you think it is that the candidate could be each of the following?**[Present on screen in grid format: Radial bullets evenly spaced across the top.]**

Column Labels: Very unlikely 0, Somewhat unlikely 1, Neither unlikely nor likely 2, Somewhat likely 3, Very likely 4

Row Labels (Randomized):

Evangelical Christian

Born Again Christian

Catholic

Mormon

Jewish

Muslim

Non-religious

Q32. Think back to the political advertisement you read earlier. Did the candidate in the ad reference God? **[RANDOMLY REVERSE]**

  1. Yes
  2. No

2.6   Racial FIRE for Resentment

This section measures racial resentment using the new measures proposed by DeSante and Smith (2020).

DeSante, Christopher D., and Candis Watts Smith. 2020, May 11. "Fear, Institutionalized Racism, and Empathy: The Underlying Dimensions of Whites' Racial Attitudes." *PS: Political Science and Politics* 53 (4): 639-645.

Q33. Just a few more questions. Remember that your answers are anonymous, and you may skip any question with which you are uncomfortable. To what extent do you agree with each of the following statements?**[Present on screen in grid format: Radial bullets evenly spaced across the top.]**

Column Labels: Strongly disagree 0, Somewhat disagree 1, Neither disagree nor agree 2, Somewhat agree 3, Strongly agree 4

Row Labels (Randomized):

  I am fearful of people of other races.

  White people in the US have certain advantages because of the color of their skin.

  Racial problems in the US are rare, isolated situations.

  I am angry that racism exists.

2.7   Conclusion and Debrief

Q33B. Are you currently enrolled in GVPT 200 Introduction to International Relations? *[The researcher's course.]*

  1. Yes
  2. No

Q34. During this interview you were asked to read to a candidate's campaign advertisement. This ad was not real. We created it in order to better understand how the

justification a candidate gives for promoting a policy impacts voter's support for and beliefs about candidates.

Please do not, therefore, base your own evaluations of policies, public officials, or candidates on the material you read in this study. Researching candidates, public officials, and public policy on your own via various information sources is the best way to make an informed choice. Finally, please do not share any information about this study with other students in the class.

We apologize for this deception as to the purpose of this study. If you would like to remove your data from the study, you may click withdraw below.

Here is your completion code [code]. Submit this code in the form attached to the sign-up email. If you do not submit this code, we are unable to verify your participation.

These are all the questions we have for you. Thank you for your time and should you have questions, please contact:
Sean Rao
3140 Tydings Hall
7343 Preinkert Drive
College Park, MD 20742
(301) 405-4156
Email: seanrao@umd.edu

1. Yes, I consent and submit the anonymous survey results.
2. No, I would like to withdraw consent and remove survey data.

[Questionnaire included a progress bar.]

3 Plots of Changes in Predicted Probabilities - Ordinal Models
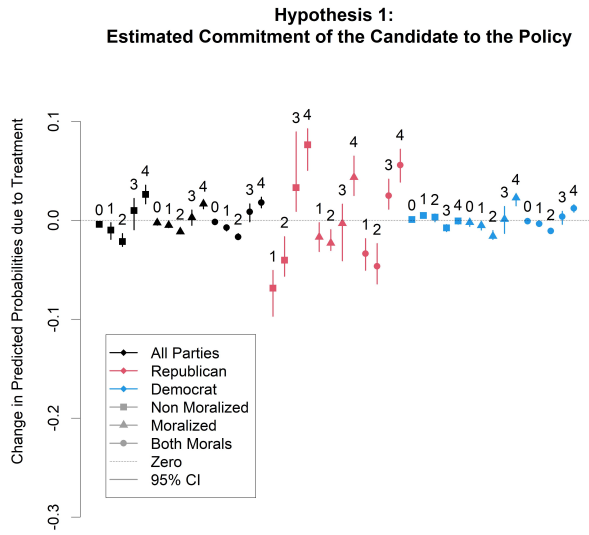
Figure 13
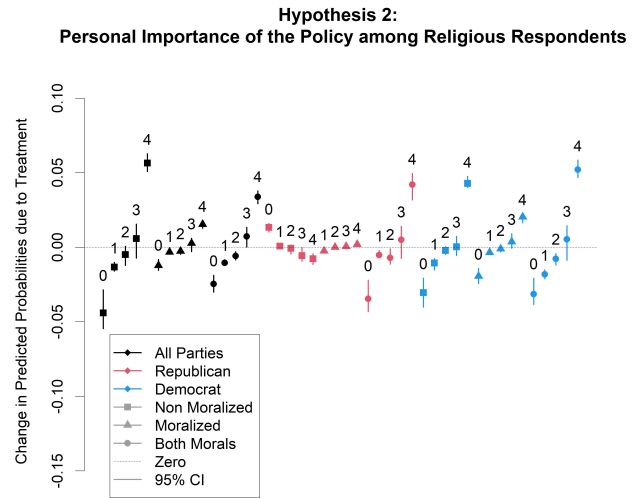
Figure 14

Figure 15

Figure 16

Hypothesis 4 (Mediator Model):
Estimated Candidate Commitment
(Respondents Rating the Policy Important)

Figure 17

Hypothesis 4 (Outcome Model):
Willingess to Vote for the Candidate by Religious Rhetoric
(Respondents Rating the Policy Important)

Figure 18

Hypothesis 4 (Outcome Model):
Voting for the Candidate by Est. Candidate Commitment
(Respondents Rating the Policy Important)
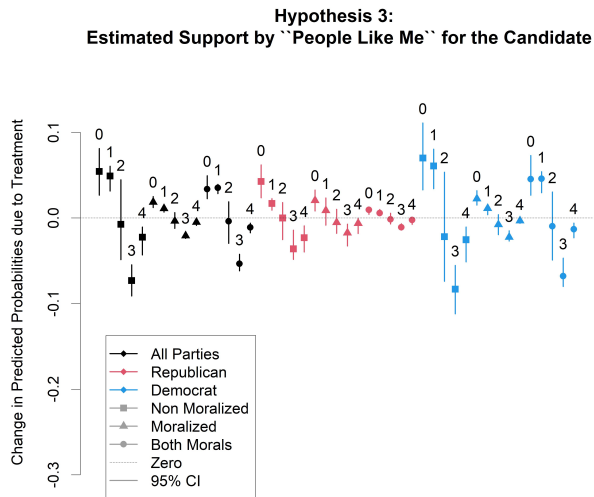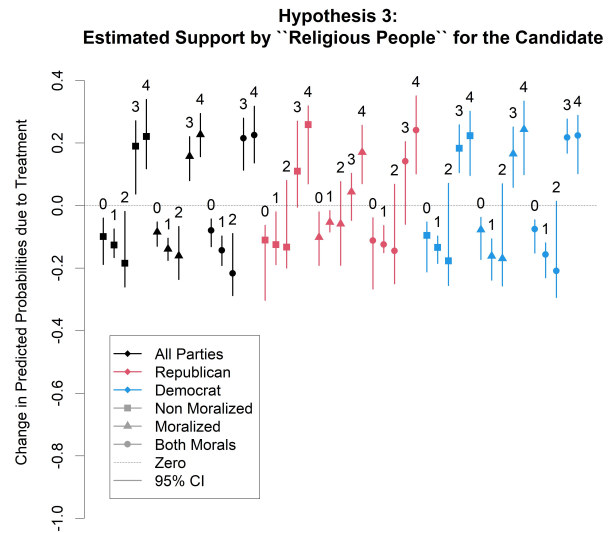
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4 Tables of Changes in Predicted Probabilities - Ordinal Models

Table 1: Change in Predicted Probabilities due to Religious Justification Treatment - Ordinal Models

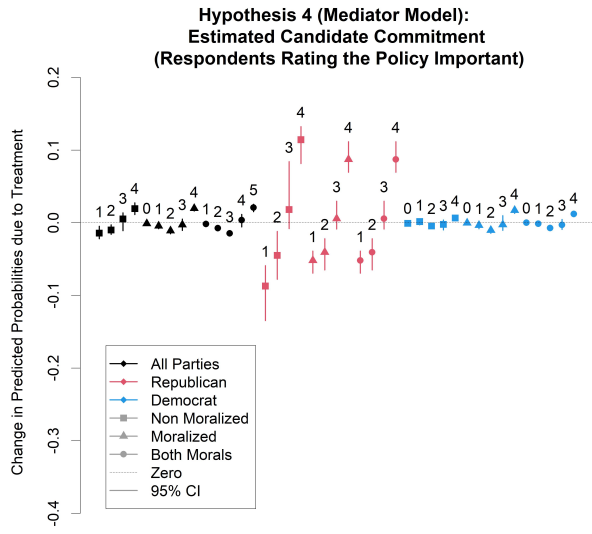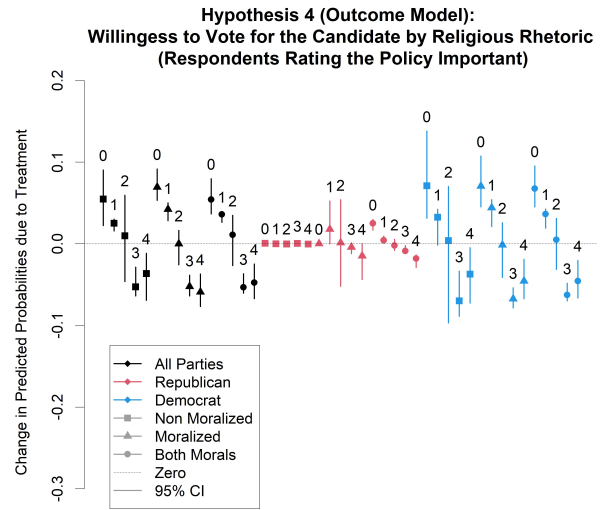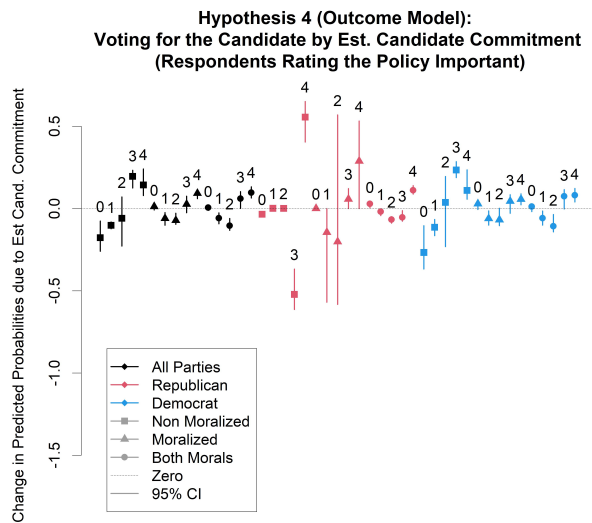| Dependent Variable	Subset	Change in p(y=0)	Change in p(y=1)	Change in p(y=2)	Change in p(y=3)	Change in p(y=4)
H1: Candidate Commitment	All: Non Moralized	-0.004*	-0.010*	-0.022*	0.010	0.026*
H1: Candidate Commitment	All: Moralized	-0.003*	-0.005*	-0.012*	0.003	0.016*
H1: Candidate Commitment	All: Both Morals	-0.002*	-0.007*	-0.017*	0.008	0.018*
H1: Candidate Commitment	Republicans: Non Moralized	NA	-0.069*	-0.040*	0.033*	0.076*
H1: Candidate Commitment	Republicans: Moralized	NA	-0.017*	-0.023*	-0.003	0.043*
H1: Candidate Commitment	Republicans: Both Morals	NA	-0.034*	-0.047*	0.025*	0.056*
H1: Candidate Commitment	Democrats: Non Moralized	0.001*	0.005*	0.003	-0.008*	-0.001
H1: Candidate Commitment	Democrats: Moralized	-0.002*	-0.005*	-0.016*	0.001	0.023*
H1: Candidate Commitment	Democrats: Both Morals	-0.001*	-0.004*	-0.011*	0.004	0.012*
H2: Policy Importance (Religious Respondents)	All: Non Moralized	-0.044*	-0.013*	-0.005	0.006	0.056*
H2: Policy Importance (Religious Respondents)	All: Moralized	-0.012*	-0.003*	-0.003*	0.003	0.015*
H2: Policy Importance (Religious Respondents)	All: Both Morals	-0.025*	-0.011*	-0.006*	0.007*	0.034*
H2: Policy Importance (Religious Respondents)	Republicans: Non Moralized	0.013*	0.001*	-0.001	-0.006*	-0.008*
H2: Policy Importance (Religious Respondents)	Republicans: Moralized	NA	-0.002*	0.000	0.001	0.002*
H2: Policy Importance (Religious Respondents)	Republicans: Both Morals	-0.035*	-0.005*	-0.007*	0.005	0.042*
H2: Policy Importance (Religious Respondents)	Democrats: Non Moralized	-0.030*	-0.011*	-0.002	0.000	0.043*
H2: Policy Importance (Religious Respondents)	Democrats: Moralized	-0.019*	-0.003*	-0.001	0.004	0.020*
H2: Policy Importance (Religious Respondents)	Democrats: Both Morals	-0.031*	-0.018*	-0.008*	0.005	0.052*
H3: Estimated Support by "People Like Me"	All: Non Moralized	0.054*	0.049*	-0.008	-0.073*	-0.022*
H3: Estimated Support by "People Like Me"	All: Moralized	0.018*	0.011*	-0.004	-0.021*	-0.005*
H3: Estimated Support by "People Like Me"	All: Both Morals	0.034*	0.035*	-0.004	-0.054*	-0.011*
H3: Estimated Support by "People Like Me"	Republicans: Non Moralized	0.043*	0.017*	-0.000	-0.036*	-0.023*
H3: Estimated Support by "People Like Me"	Republicans: Moralized	0.020*	0.009	-0.005	-0.017*	-0.006*
H3: Estimated Support by "People Like Me"	Republicans: Both Morals	0.009*	0.006*	-0.002	-0.011*	-0.002*
H3: Estimated Support by "People Like Me"	Democrats: Non Moralized	0.070*	0.061*	-0.022	-0.083*	-0.025*
H3: Estimated Support by "People Like Me"	Democrats: Moralized	0.022*	0.011*	-0.008	-0.023*	-0.003*
H3: Estimated Support by "People Like Me"	Democrats: Both Morals	0.045*	0.046*	-0.010	-0.068*	-0.013*
H3: Estimated Support by "Religious People"	All: Non Moralized	-0.099*	-0.126*	-0.185*	0.190*	0.221*
H3: Estimated Support by "Religious People"	All: Moralized	-0.085*	-0.139*	-0.161*	0.157*	0.227*
H3: Estimated Support by "Religious People"	All: Both Morals	-0.080*	-0.143*	-0.217*	0.215*	0.225*
H3: Estimated Support by "Religious People"	Republicans: Non Moralized	-0.110*	-0.125*	-0.133	0.110	0.259*
H3: Estimated Support by "Religious People"	Republicans: Moralized	-0.102*	-0.053*	-0.059	0.044	0.170*
H3: Estimated Support by "Religious People"	Republicans: Both Morals	-0.112*	-0.125*	-0.145	0.141	0.241*
H3: Estimated Support by "Religious People"	Democrats: Non Moralized	-0.095*	-0.134*	-0.177	0.183*	0.223*
H3: Estimated Support by "Religious People"	Democrats: Moralized	-0.078*	-0.162*	-0.169	0.165*	0.243*
H3: Estimated Support by "Religious People"	Democrats: Both Morals	-0.076*	-0.156*	-0.209	0.217*	0.224*
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	All: Non Moralized	NA	-0.014*	-0.010*	0.005	0.019*
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	All: Moralized	-0.001	-0.004*	-0.011*	-0.003	0.020*
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	All: Both Morals	NA	-0.002*	-0.008*	-0.015*	0.003
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Republicans: Non Moralized	NA	-0.087*	-0.045*	0.018	0.114*
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Republicans: Moralized	NA	-0.052*	-0.041*	0.006	0.087*
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Republicans: Both Morals	NA	-0.052*	-0.041*	0.006	0.087*
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Democrats: Non Moralized	-0.001*	0.001	-0.005*	-0.002	0.006*
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Democrats: Moralized	-0.000	-0.004*	-0.010*	-0.003	0.017*
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Democrats: Both Morals	-0.000	-0.001*	-0.007*	-0.003	0.012*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Non Moralized	0.055*	0.025*	0.010	-0.053*	-0.037*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Moralized	0.069*	0.042*	-0.000	-0.052*	-0.059*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Both Morals	0.054*	0.036*	0.011	-0.053*	-0.048*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Non Moralized	0.001	-0.000	-0.000	0.000	-0.000
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Moralized	0.000	0.018	0.001	-0.004	-0.015*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Both Morals	0.025*	0.004*	-0.002	-0.009*	-0.018*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Non Moralized	0.071*	0.032	0.004	-0.070*	-0.037*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Moralized	0.071*	0.044*	-0.001	-0.068*	-0.046*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Both Morals	0.067*	0.036*	0.005	-0.063*	-0.046*

*p<.05

Table 2: Change in Predicted Probabilities from Lowest to Highest Estimated Candidate Commitment - Ordinal Models

Dependent Variable	Subset	Change in p(y=0)	Change in p(y=1)	Change in p(y=2)	Change in p(y=3)	Change in p(y=4)
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Non Moralized	-0.177*	-0.102*	-0.059	0.196*	0.143*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Moralized	0.012	-0.060*	-0.072*	0.026	0.092*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Both Morals	0.006	-0.059*	-0.104*	0.061*	0.097*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Non Moralized	-0.035*	0.001	0.000	-0.522*	0.556*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Moralized	-0.000*	-0.144*	-0.202	0.057*	0.288*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Both Morals	0.029*	-0.019*	-0.067*	-0.054*	0.111*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Non Moralized	-0.267*	-0.114*	0.037	0.234*	0.110*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Moralized	0.029	-0.061*	-0.069	0.045	0.056*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Both Morals	0.011	-0.059*	-0.108*	0.074	0.081*

*p<.05

5 Tables of Model Coefficients - Ordinal Models

5.1 All Parties

Table 3: Coefficients for Ordinal Logistic Regression Models (All Parties, Both Harm Conditions)

	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.13 (0.17)	0.32 (0.29)	−0.36* (0.17)	2.22** (0.20)	0.13 (0.25)	−0.89** (0.27)
Independent	−0.19 (0.35)	0.35 (0.54)	−0.61+ (0.34)	0.03 (0.34)	0.03 (0.54)	0.30 (0.56)
Republican	−0.26 (0.24)	0.18 (0.37)	−0.01 (0.24)	0.50* (0.25)	−0.26 (0.36)	0.01 (0.37)
Female	−0.01 (0.18)	−0.04 (0.32)	−0.32+ (0.18)	0.30+ (0.18)	−0.36 (0.28)	−0.11 (0.29)
Evangelical/Born Again	0.32 (0.41)	0.62 (0.56)	0.19 (0.41)	0.40 (0.42)	−0.01 (0.57)	0.45 (0.63)
Jewish	0.23 (0.31)	0.01 (0.45)	0.02 (0.31)	0.36 (0.32)	0.13 (0.46)	0.52 (0.48)
No Religion	−0.04 (0.29)	0.96 (1.06)	−0.41 (0.29)	0.69* (0.29)	0.27 (0.43)	0.60 (0.45)
Other Christian	−0.05 (0.28)	−0.13 (0.43)	−0.27 (0.28)	0.32 (0.28)	−0.19 (0.43)	0.34 (0.44)
Other Religion	0.21 (0.37)	0.49 (0.58)	−0.31 (0.37)	0.64+ (0.37)	0.15 (0.52)	0.50 (0.55)
Religious Importance	0.09 (0.08)	0.21 (0.30)	0.05 (0.08)	−0.02 (0.08)	0.23+ (0.12)	0.22+ (0.12)
Asian	0.04 (0.39)	0.20 (0.60)	−0.16 (0.38)	−0.005 (0.38)	−0.37 (0.56)	−0.06 (0.62)
Black	0.28 (0.44)	0.22 (0.82)	−0.27 (0.45)	−0.18 (0.46)	−0.76 (0.69)	−0.003 (0.75)
Hispanic	−0.03 (0.38)	0.64 (0.66)	−0.51 (0.37)	0.42 (0.38)	−0.33 (0.53)	−0.47 (0.54)
Other Nonwhite	0.54+ (0.29)	0.42 (0.56)	−0.28 (0.28)	0.05 (0.28)	0.04 (0.40)	−0.24 (0.41)
Commitment: Somewhat Disagree						−0.83 (1.42)
Commitment: Neither Disagree or Agree						0.08 (1.35)
Commitment: Somewhat Agree						0.52 (1.34)
Commitment: Strongly Agree						0.97 (1.38)
Observations	495	169	495	495	236	236

Note: +p<0.1; *p<0.05; **p<0.01

Table 4: Coefficients for Ordinal Logistic Regression Models (All Parties, High Harm Condition)

	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.10 (0.24)	0.18 (0.42)	−0.16 (0.24)	2.09** (0.28)	0.10 (0.35)	−1.11** (0.40)
Independent	0.18 (0.45)	0.83 (0.68)	−0.52 (0.44)	−0.25 (0.42)	0.65 (0.67)	
Republican	0.13 (0.35)	−0.01 (0.50)	−0.25 (0.35)	0.16 (0.37)	0.20 (0.56)	−0.40 (0.57)
Female	0.04 (0.26)	−0.04 (0.47)	0.06 (0.25)	0.29 (0.26)	−0.25 (0.41)	−0.09 (0.44)
Evangelical/Born Again	0.88 (0.57)	−0.34 (0.85)	0.02 (0.60)	0.14 (0.61)	0.95 (0.85)	−0.32 (1.16)
Jewish	0.04 (0.43)	0.63 (0.65)	0.21 (0.43)	0.28 (0.44)	−0.11 (0.61)	1.03 (0.67)
No Religion	−0.21 (0.40)	2.03 (1.47)	−0.28 (0.41)	0.77+ (0.41)	0.42 (0.60)	0.96 (0.69)
Other Christian	0.02 (0.41)	−0.08 (0.63)	−0.28 (0.41)	0.22 (0.41)	0.10 (0.63)	0.52 (0.68)
Other Religion	0.80 (0.53)	1.26 (0.81)	0.45 (0.53)	0.45 (0.51)	1.20+ (0.70)	1.01 (0.82)
Religious Importance	−0.03 (0.11)	0.34 (0.42)	0.03 (0.12)	−0.02 (0.12)	0.13 (0.16)	0.09 (0.19)
Asian	0.17 (0.56)	0.74 (0.91)	−0.10 (0.54)	0.43 (0.54)	−0.58 (0.84)	1.14 (0.96)
Black	0.02 (0.62)	−0.04 (1.18)	0.53 (0.65)	0.02 (0.66)	−1.18 (0.98)	0.73 (1.18)
Hispanic	−0.08 (0.47)	−0.23 (0.82)	−0.55 (0.47)	0.32 (0.48)	−0.26 (0.63)	0.14 (0.70)
Other Nonwhite	0.75+ (0.39)	0.59 (0.75)	−0.02 (0.39)	0.13 (0.39)	0.12 (0.54)	0.42 (0.60)
Commitment: Somewhat Disagree						−0.61 (1.57)
Commitment: Neither Disagree or Agree						0.63 (1.46)
Commitment: Somewhat Agree						0.75 (1.44)
Commitment: Strongly Agree						0.75 (1.52)
Observations	249	91	249	249	122	112

Note: +p<0.1; *p<0.05; **p<0.01

Table 5: Coefficients for Ordinal Logistic Regression Models (All Parties, Low Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.20 (0.25)	0.66 (0.47)	−0.62* (0.25)	2.31** (0.30)	0.17 (0.39)	−0.81+ (0.42)
Independent	−0.97+ (0.56)	−0.42 (0.99)	−0.71 (0.54)	0.60 (0.58)		
Republican	−0.58+ (0.35)	−0.01 (0.64)	0.26 (0.35)	0.77* (0.35)	−0.36 (0.53)	0.53 (0.56)
Female	−0.14 (0.27)	−0.12 (0.50)	−0.67* (0.27)	0.28 (0.26)	−0.60 (0.43)	0.03 (0.43)
Evangelical/Born Again	−0.41 (0.60)	1.24 (0.82)	0.46 (0.57)	0.79 (0.58)	−0.69 (0.88)	1.08 (0.92)
Jewish	0.57 (0.46)	−0.95 (0.77)	−0.08 (0.47)	0.49 (0.47)	1.53+ (0.83)	0.18 (0.85)
No Religion	0.20 (0.41)	−0.78 (1.73)	−0.52 (0.42)	0.63 (0.42)	0.49 (0.71)	0.11 (0.70)
Other Christian	−0.08 (0.40)	−0.45 (0.66)	−0.26 (0.40)	0.31 (0.40)	−0.10 (0.69)	−0.24 (0.71)
Other Religion	−0.27 (0.52)	−0.32 (0.92)	−0.97+ (0.54)	1.02+ (0.56)	−1.28 (0.85)	0.35 (0.91)
Religious Importance	0.21+ (0.12)	0.58 (0.48)	0.06 (0.12)	−0.004 (0.12)	0.29 (0.19)	0.23 (0.20)
Asian	0.02 (0.55)	−0.12 (1.05)	−0.15 (0.54)	−0.41 (0.54)	−0.09 (0.86)	−1.27 (0.97)
Black	0.59 (0.66)	0.32 (1.32)	−0.85 (0.62)	−0.49 (0.65)	−0.21 (1.17)	−0.51 (1.29)
Hispanic	0.33 (0.69)	2.04 (1.32)	−0.22 (0.64)	1.01 (0.64)	−0.68 (1.10)	−0.51 (1.01)
Other Nonwhite	0.29 (0.45)	0.28 (1.04)	−0.46 (0.42)	0.07 (0.42)	−0.54 (0.68)	−0.95 (0.68)
Commitment: Somewhat Disagree						0.88 (0.96)
Commitment: Neither Disagree or Agree						1.89* (0.96)
Commitment: Somewhat Agree						2.89** (1.09)
Observations	246	78	246	246	110	110

Note: +p<0.1; *p<0.05; **p<0.01

5.2   Republicans

Table 6: Coefficients for Ordinal Logistic Regression Models (Republicans, Both Harm Conditions)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.44 (0.41)	0.53 (0.60)	−0.09 (0.40)	2.24** (0.48)	0.74 (0.64)	−0.42 (0.71)
Female	−0.29 (0.42)	−0.28 (0.58)	−0.46 (0.41)	−0.30 (0.42)	0.21 (0.67)	−0.65 (0.75)
Evangelical/Born Again	−0.36 (1.09)	−1.34 (1.23)	−0.32 (1.14)	−2.44* (1.16)	0.14 (1.78)	2.78 (2.02)
Jewish	−0.61 (0.65)	1.24 (0.87)	−0.92 (0.63)	−0.57 (0.64)	−0.22 (0.89)	−0.38 (1.03)
No Religion	−0.26 (0.76)		−0.48 (0.74)	−0.23 (0.74)	−0.14 (1.30)	0.48 (1.30)
Other Christian	−0.81 (0.60)	−0.43 (0.72)	−0.52 (0.56)	−0.65 (0.57)	−0.69 (1.13)	−1.69 (1.25)
Other Religion	−0.01 (0.88)	2.10+ (1.24)	1.00 (0.85)	1.21 (0.86)	0.46 (0.97)	0.43 (1.07)
Other Religion or No Religion	−0.05 (0.20)	−0.01 (0.57)	0.10 (0.20)	−0.04 (0.19)	−0.02 (0.34)	0.29 (0.33)
Religious Importance						−2.01 (2.08)
Commitment: Neither Disagree or Agree						−2.48 (2.09)
Commitment: Somewhat Agree						0.90 (1.97)
Observations	92	47	92	92	43	43

Note: +p<0.1; *p<0.05; **p<0.01

Table 7: Coefficients for Ordinal Logistic Regression Models (Republicans, High Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.34 (0.71)	0.96 (1.16)	−0.20 (0.66)	1.57* (0.69)	0.04 (0.96)	−0.69 (1.61)
Female	−0.57 (0.70)	0.37 (1.22)	−0.65 (0.64)	−1.80* (0.73)	0.15 (1.23)	−42.11** (0.86)
Evangelical/Born Again	0.27 (1.84)	−42.21 (231.53)	−2.37 (1.81)	−0.08 (1.67)		
Jewish	−0.82 (0.98)	−0.28 (1.47)	−1.15 (0.91)	−0.73 (0.92)	−0.59 (1.25)	−3.38+ (1.89)
No Religion	−1.86 (1.13)		−0.42 (1.11)	−0.75 (1.10)		
Other Christian	−0.54 (0.96)	−19.84 (25.79)	−1.70+ (0.95)	−1.25 (1.02)		
Other Religion	0.23 (1.36)	12.68 (81.21)	1.37 (1.13)	1.85+ (1.12)		
Other Religion or No Religion					−0.02 (1.37)	−2.88 (2.75)
Religious Importance	−0.62+ (0.33)	−19.71 (25.76)	−0.17 (0.29)	−0.10 (0.32)	−0.53 (0.46)	0.88 (0.89)
Commitment: Neither Disagree or Agree						4.99** (1.55)
Commitment: Somewhat Agree						−34.73** (0.86)
Commitment: Strongly Agree						8.40** (1.27)
Observations	41	21	41	41	17	17

Note: +p<0.1; *p<0.05; **p<0.01

Table 8: Coefficients for Ordinal Logistic Regression Models (Republicans, Low Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.81 (0.58)	−0.18 (0.99)	−0.45 (0.57)	2.86** (0.78)	0.81 (0.58)	−0.12 (1.22)
Female	0.09 (0.59)	0.05 (0.77)	−0.15 (0.56)	0.81 (0.59)	0.09 (0.59)	0.06 (1.22)
Evangelical/Born Again	−1.01 (1.39)	0.34 (1.45)	0.66 (1.37)	−4.63** (1.56)	−1.01 (1.39)	14.95** (0.002)
Jewish	−0.15 (0.96)	2.90+ (1.70)	−0.38 (0.91)	−0.13 (1.06)	−0.15 (0.96)	−1.06 (2.43)
No Religion	1.64 (1.16)		0.18 (1.10)	0.81 (1.14)	1.64 (1.16)	−4.38+ (2.32)
Other Christian	−0.01 (0.87)	0.37 (1.13)	0.39 (0.79)	−0.41 (0.81)	−0.01 (0.87)	−6.38* (2.55)
Other Religion	0.29 (1.26)	0.91 (2.02)	1.02 (1.38)	0.94 (1.48)	0.29 (1.26)	−1.76 (1.68)
Other Religion or No Religion	0.54+ (0.30)	1.41+ (0.80)	0.49+ (0.29)	0.21 (0.29)	0.54+ (0.30)	−1.11+ (0.60)
Religious Importance						−18.90 (222.02)
Commitment: Neither Disagree or Agree						−18.82 (222.02)
Commitment: Somewhat Agree						23.96** (5.76)
Observations	51	26	51	51	51	26

Note: +p<0.1; *p<0.05; **p<0.01

5.3 Democrats

Table 9: Coefficients for Ordinal Logistic Regression Models (Democrats, Both Harm Conditions)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.08 (0.20)	0.48 (0.38)	−0.47* (0.20)	2.23** (0.23)	0.05 (0.29)	−1.00** (0.32)
Female	0.01 (0.21)	−0.40 (0.45)	−0.33 (0.21)	0.39+ (0.21)	−0.62+ (0.32)	−0.09 (0.34)
Evangelical/Born Again	0.38 (0.48)	1.32+ (0.73)	0.18 (0.49)	0.93+ (0.49)	0.15 (0.67)	0.40 (0.75)
Jewish	0.48 (0.37)	−0.38 (0.63)	0.39 (0.39)	0.73+ (0.39)	0.47 (0.59)	0.92 (0.61)
No Religion	0.25 (0.33)	−0.17 (1.22)	−0.24 (0.34)	1.05** (0.34)	0.69 (0.49)	0.75 (0.52)
Other Christian	0.08 (0.35)	0.41 (0.61)	−0.15 (0.35)	0.75* (0.36)	0.04 (0.50)	0.24 (0.54)
Other Religion	0.08 (0.43)	0.41 (0.72)	−0.52 (0.44)	0.80+ (0.44)	−0.02 (0.61)	0.24 (0.69)
Religious Importance	0.14 (0.09)	0.40 (0.39)	0.03 (0.09)	−0.02 (0.10)	0.28* (0.13)	0.21 (0.15)
Asian	−0.31 (0.32)	−0.14 (0.69)	0.38 (0.31)	−0.14 (0.31)	0.29 (0.43)	0.18 (0.45)
Black	−0.23 (0.35)	−0.78 (0.54)	0.50 (0.35)	−0.02 (0.35)	0.22 (0.53)	0.61 (0.61)
Hispanic	−0.30 (0.43)	−0.14 (0.78)	0.09 (0.44)	−0.18 (0.47)	−0.58 (0.65)	0.38 (0.75)
Other Nonwhite	−0.58 (0.36)	−0.03 (0.70)	−0.46 (0.35)	0.09 (0.37)	−0.42 (0.50)	−0.50 (0.51)
Commitment: Somewhat Disagree						−0.61 (1.48)
Commitment: Neither Disagree or Agree						0.39 (1.41)
Commitment: Somewhat Agree						0.93 (1.39)
Commitment: Strongly Agree						0.87 (1.46)
Observations	370	107	370	370	179	179

Note: +p<0.1; *p<0.05; **p<0.01

Table 10: Coefficients for Ordinal Logistic Regression Models (Democrats, High Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.13 (0.28)	0.28 (0.53)	−0.18 (0.28)	2.34** (0.33)	0.11 (0.40)	−1.11* (0.44)
Female	0.11 (0.30)	0.02 (0.64)	0.17 (0.30)	0.76* (0.30)	−0.55 (0.47)	0.34 (0.50)
Evangelical/Born Again	1.33+ (0.70)	1.66 (1.09)	0.04 (0.76)	0.56 (0.76)	1.63 (0.99)	−0.29 (1.17)
Jewish	0.49 (0.53)	1.29 (0.89)	0.71 (0.54)	0.94+ (0.55)	0.25 (0.83)	1.72* (0.85)
No Religion	0.53 (0.48)	1.69 (1.87)	0.15 (0.48)	1.37** (0.49)	1.28+ (0.69)	1.53* (0.77)
Other Christian	0.26 (0.50)	1.23 (0.80)	−0.11 (0.51)	0.72 (0.51)	0.37 (0.72)	0.71 (0.77)
Other Religion	0.67 (0.60)	1.60 (1.02)	0.12 (0.60)	0.41 (0.59)	1.04 (0.83)	0.33 (0.94)
Religious Importance	0.15 (0.13)	1.11+ (0.57)	0.12 (0.14)	0.04 (0.13)	0.35+ (0.19)	0.18 (0.22)
Asian	−0.31 (0.43)	−0.54 (1.01)	0.16 (0.43)	−0.11 (0.43)	0.42 (0.58)	−0.60 (0.63)
Black	−0.33 (0.51)	−0.94 (0.76)	0.24 (0.49)	0.52 (0.50)	0.15 (0.78)	0.47 (0.86)
Hispanic	−1.11+ (0.64)	−0.54 (1.08)	0.45 (0.68)	0.17 (0.72)	−1.39 (0.88)	0.26 (1.08)
Other Nonwhite	−0.59 (0.44)	−1.50+ (0.90)	−0.65 (0.44)	0.21 (0.46)	−0.09 (0.60)	−0.77 (0.62)
Commitment: Somewhat Disagree						−0.31 (1.62)
Commitment: Neither Disagree or Agree						0.78 (1.52)
Commitment: Somewhat Agree						1.35 (1.50)
Commitment: Strongly Agree						0.53 (1.62)
Observations	187	59	187	187	95	95

Note: +p<0.1; *p<0.05; **p<0.01

Table 11: Coefficients for Ordinal Logistic Regression Models (Democrats, Low Harm Condition)

	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	Dependent variable:					
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	−0.03 (0.29)	0.60 (0.61)	−0.77** (0.29)	2.22** (0.34)	0.02 (0.46)	−1.01* (0.51)
Female	−0.12 (0.31)	−0.20 (0.73)	−0.80* (0.32)	−0.02 (0.31)	−0.80 (0.50)	−0.37 (0.54)
Evangelical/Born Again	−0.44 (0.69)	0.63 (1.07)	0.37 (0.65)	1.40* (0.66)	−1.00 (1.05)	0.57 (1.11)
Jewish	0.75 (0.56)	−1.83$^+$ (1.08)	0.30 (0.59)	0.72 (0.58)	1.63$^+$ (0.99)	−0.31 (1.02)
No Religion	0.11 (0.47)	−1.77 (1.92)	−0.53 (0.49)	0.93$^+$ (0.49)	0.24 (0.84)	−0.08 (0.83)
Other Christian	−0.10 (0.51)	−0.77 (1.05)	−0.21 (0.52)	0.79 (0.52)	−0.08 (0.86)	−0.92 (0.92)
Other Religion	−0.51 (0.62)	−0.50 (1.19)	−1.11$^+$ (0.65)	1.45* (0.67)	−1.77$^+$ (1.03)	0.72 (1.15)
Religious Importance	0.13 (0.14)	0.59 (0.70)	−0.07 (0.14)	−0.04 (0.14)	0.20 (0.22)	0.21 (0.24)
Asian	−0.28 (0.49)	0.21 (1.19)	0.57 (0.46)	−0.26 (0.47)	0.58 (0.71)	0.90 (0.75)
Black	−0.01 (0.50)	−0.55 (0.91)	0.84 (0.52)	−0.61 (0.50)	0.92 (0.83)	0.09 (1.00)
Hispanic	0.38 (0.62)	−0.12 (1.22)	−0.11 (0.61)	−0.55 (0.64)	0.24 (1.08)	−0.10 (1.28)
Other Nonwhite	−0.33 (0.73)	2.30 (1.58)	−0.17 (0.65)	0.13 (0.64)	−1.15 (1.06)	0.27 (1.01)
Commitment: Somewhat Disagree						1.90$^+$ (1.01)
Commitment: Neither Disagree or Agree						3.18** (1.06)
Commitment: Somewhat Agree						3.45** (1.18)
Observations	183	48	183	183	84	84

Note: +p<0.1; *p<0.05; **p<0.01

6 Plots of Changes in Predicted Probabilities - Binary Models
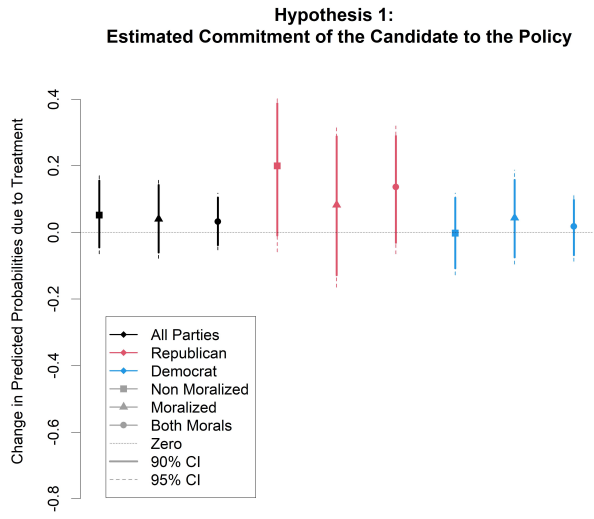
Figure 19
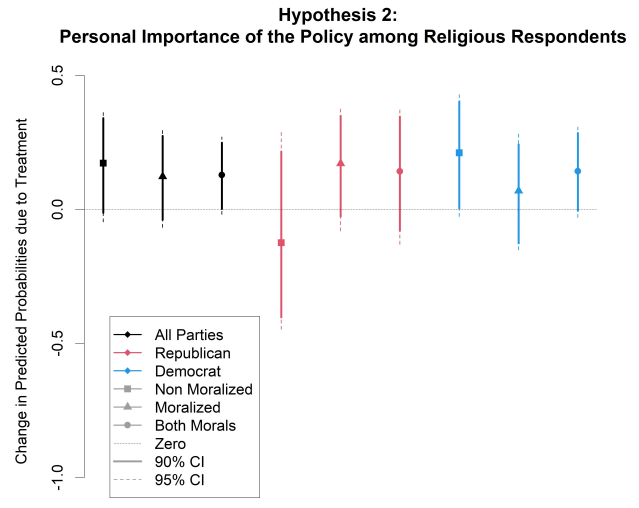
Figure 20

Figure 21

Figure 22

Hypothesis 4 (Mediator Model):
Estimated Candidate Commitment
(Respondents Rating the Policy Important)

Figure 23

Hypothesis 4 (Outcome Model):
Willingess to Vote for the Candidate by Religious Rhetoric
(Respondents Rating the Policy Important)

Figure 24

Hypothesis 4 (Outcome Model):
Voting for the Candidate by Est. Candidate Commitment
(Respondents Rating the Policy Important)

Figure 25

36
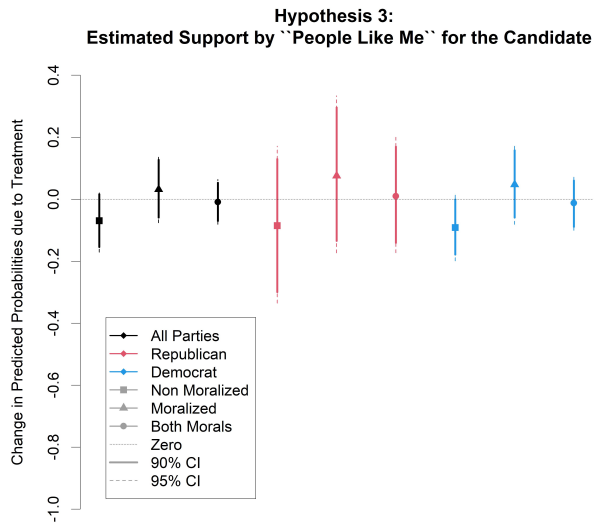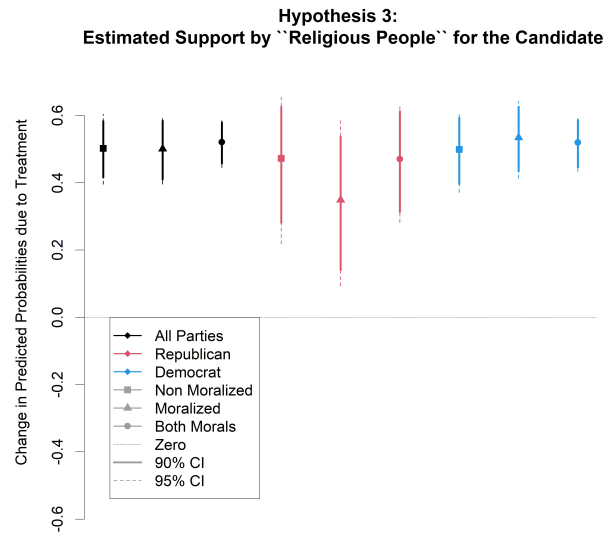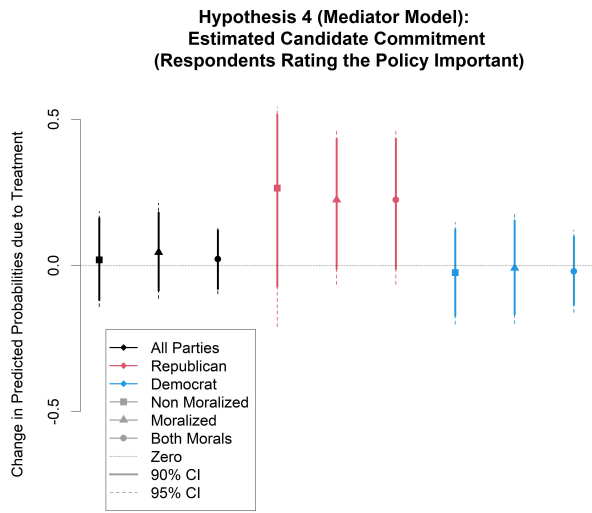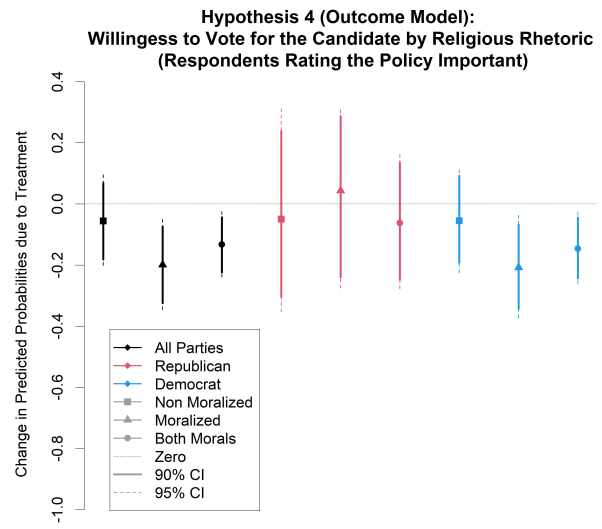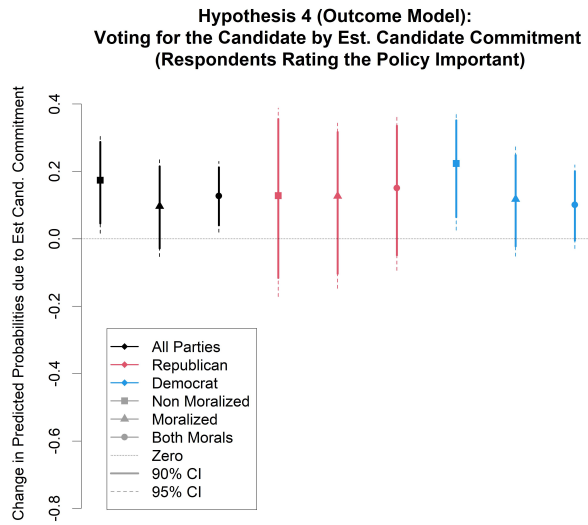
7 Tables of Changes in Predicted Probabilities - Binary Models

Table 12: Change in Predicted Probabilities due to Religious Justification Treatment - Binary Models

Dependent Variable	Subset	Change in Predicted Probability
H1: Candidate Commitment	All: Non Moralized	0.052
H1: Candidate Commitment	All: Moralized	0.040
H1: Candidate Commitment	All: Both Morals	0.032
H1: Candidate Commitment	Republicans: Non Moralized	0.200
H1: Candidate Commitment	Republicans: Moralized	0.082
H1: Candidate Commitment	Republicans: Both Morals	0.136
H1: Candidate Commitment	Democrats: Non Moralized	-0.002
H1: Candidate Commitment	Democrats: Moralized	0.044
H1: Candidate Commitment	Democrats: Both Morals	0.018
H2: Policy Importance (Religious Respondents)	All: Non Moralized	0.172
H2: Policy Importance (Religious Respondents)	All: Moralized	0.122
H2: Policy Importance (Religious Respondents)	All: Both Morals	0.128+
H2: Policy Importance (Religious Respondents)	Republicans: Non Moralized	-0.124
H2: Policy Importance (Religious Respondents)	Republicans: Moralized	0.171
H2: Policy Importance (Religious Respondents)	Republicans: Both Morals	0.142
H2: Policy Importance (Religious Respondents)	Democrats: Non Moralized	0.211+
H2: Policy Importance (Religious Respondents)	Democrats: Moralized	0.069
H2: Policy Importance (Religious Respondents)	Democrats: Both Morals	0.143
H3: Estimated Support by "People Like Me"	All: Non Moralized	-0.070
H3: Estimated Support by "People Like Me"	All: Moralized	0.031
H3: Estimated Support by "People Like Me"	All: Both Morals	-0.009
H3: Estimated Support by "People Like Me"	Republicans: Non Moralized	-0.086
H3: Estimated Support by "People Like Me"	Republicans: Moralized	0.075
H3: Estimated Support by "People Like Me"	Republicans: Both Morals	0.010
H3: Estimated Support by "People Like Me"	Democrats: Non Moralized	-0.092+
H3: Estimated Support by "People Like Me"	Democrats: Moralized	0.047
H3: Estimated Support by "People Like Me"	Democrats: Both Morals	-0.013
H3: Estimated Support by "Religious People"	All: Non Moralized	0.502*
H3: Estimated Support by "Religious People"	All: Moralized	0.500*
H3: Estimated Support by "Religious People"	All: Both Morals	0.521*
H3: Estimated Support by "Religious People"	Republicans: Non Moralized	0.472*
H3: Estimated Support by "Religious People"	Republicans: Moralized	0.349*
H3: Estimated Support by "Religious People"	Republicans: Both Morals	0.470*
H3: Estimated Support by "Religious People"	Democrats: Non Moralized	0.499*
H3: Estimated Support by "Religious People"	Democrats: Moralized	0.534*
H3: Estimated Support by "Religious People"	Democrats: Both Morals	0.520*
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	All: Non Moralized	0.019
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	All: Moralized	0.045
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	All: Both Morals	0.022
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Republicans: Non Moralized	0.264
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Republicans: Moralized	0.225
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Republicans: Both Morals	0.225
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Democrats: Non Moralized	-0.024
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Democrats: Moralized	-0.009
H4 Mediator Model: Candidate Committment (High Policy Importance Respondents)	Democrats: Both Morals	-0.020
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Non Moralized	-0.056
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Moralized	-0.199*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Both Morals	-0.133*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Non Moralized	-0.050
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Moralized	0.043
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Both Morals	-0.063
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Non Moralized	-0.055
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Moralized	-0.208*
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Both Morals	-0.146*

*p<.05; +p<.1

Table 13: Change in Predicted Probabilities from Lowest to Highest Estimated Candidate
Commitment - Binary Models

Dependent Variable	Subset	Change in Predicted Probability
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Non Moralized	0.174∗
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Moralized	0.097
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	All: Both Morals	0.127∗
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Non Moralized	0.128
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Moralized	0.127
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Republicans: Both Morals	0.151
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Non Moralized	0.223∗
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Moralized	0.117
H4 Outcome Model: Willingness to Vote (High Policy Importance Respondents)	Democrats: Both Morals	0.101

*p<.05; +p<.1

8 Tables of Model Coefficients - Binary Models

8.1 All Parties

Table 14: Coefficients for Binary Logistic Regression Models (All Parties, Both Harm Conditions)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.14 (0.18)	0.56$^+$ (0.33)	−0.05 (0.21)	2.55** (0.23)	0.10 (0.27)	−0.75* (0.32)
Independent	−0.20 (0.37)	0.16 (0.56)	−1.14* (0.56)	0.16 (0.44)	0.29 (0.63)	0.23 (0.63)
Republican	−0.11 (0.25)	0.06 (0.39)	0.09 (0.27)	0.83** (0.31)	−0.06 (0.39)	0.06 (0.44)
Female	0.15 (0.19)	−0.18 (0.34)	−0.26 (0.22)	0.44$^+$ (0.24)	−0.08 (0.30)	−0.01 (0.34)
Evangelical/Born Again	0.05 (0.43)	0.02 (0.55)	0.03 (0.46)	−0.17 (0.53)	0.13 (0.65)	0.95 (0.68)
Jewish	0.16 (0.34)	0.58 (0.48)	0.02 (0.35)	0.37 (0.40)	−0.003 (0.51)	0.54 (0.58)
No Religion	−0.42 (0.31)	1.06 (1.22)	−0.32 (0.35)	0.91* (0.38)	0.04 (0.47)	0.94 (0.59)
Other Christian	−0.20 (0.30)	−0.12 (0.45)	−0.50 (0.34)	0.48 (0.36)	−0.20 (0.45)	0.76 (0.55)
Other Religion	−0.07 (0.38)	0.48 (0.57)	−0.17 (0.41)	0.64 (0.45)	0.08 (0.55)	0.78 (0.62)
Religious Importance	−0.01 (0.09)	0.30 (0.33)	0.08 (0.10)	−0.04 (0.11)	0.11 (0.13)	0.33* (0.15)
Candidate Commitment						0.77* (0.34)
Intercept	0.41 (0.32)	−1.18 (1.16)	−0.78* (0.34)	−2.46** (0.40)	0.31 (0.47)	−2.54** (0.65)
Observations	497	171	497	497	236	236
Log Likelihood	−333.68	−113.99	−278.75	−251.51	−155.24	−126.18
Akaike Inf. Crit.	689.35	249.97	579.50	525.02	332.48	276.36

Note: $^+$p<0.1; *p<0.05; **p<0.01

Table 15: Coefficients for Binary Logistic Regression Models (All Parties, High Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.17 (0.27)	0.66 (0.49)	0.16 (0.29)	2.52** (0.33)	0.21 (0.39)	−1.13* (0.45)
Independent	0.24 (0.49)	0.76 (0.82)	−0.89 (0.66)	−0.52 (0.60)	1.26 (0.87)	0.94 (0.75)
Republican	0.34 (0.39)	−0.14 (0.59)	−0.06 (0.41)	0.20 (0.47)	0.12 (0.61)	−0.53 (0.76)
Female	0.20 (0.28)	−0.01 (0.53)	0.21 (0.31)	0.34 (0.33)	−0.07 (0.44)	−0.03 (0.50)
Evangelical/Born Again	1.28$^+$ (0.73)	−1.00 (0.83)	−0.21 (0.69)	0.31 (0.75)	1.58 (1.22)	0.33 (1.10)
Jewish	0.15 (0.47)	1.40$^+$ (0.77)	0.07 (0.50)	0.30 (0.58)	0.06 (0.68)	0.56 (0.85)
No Religion	−0.68 (0.45)	16.12 (1,696.18)	−0.04 (0.48)	1.13* (0.54)	−0.20 (0.66)	0.98 (0.83)
Other Christian	0.11 (0.43)	−0.06 (0.63)	−0.62 (0.50)	0.66 (0.53)	0.15 (0.62)	0.87 (0.78)
Other Religion	0.49 (0.54)	0.76 (0.77)	0.39 (0.53)	0.93 (0.62)	1.70$^+$ (0.91)	0.38 (0.91)
Religious Importance	−0.22$^+$ (0.13)	0.27 (0.49)	0.07 (0.14)	−0.01 (0.16)	−0.11 (0.19)	0.19 (0.21)
Candidate Commitment						0.56 (0.46)
Intercept	0.49 (0.47)	−1.06 (1.74)	−1.07* (0.50)	−2.51** (0.58)	0.18 (0.70)	−1.82* (0.90)
Observations	249	91	249	249	122	122
Log Likelihood	−164.76	−54.50	−145.92	−124.74	−78.00	−65.40
Akaike Inf. Crit.	351.52	131.01	313.85	271.48	178.01	154.80

Note: +p<0.1; *p<0.05; **p<0.01

Table 16: Coefficients for Binary Logistic Regression Models (All Parties, Low Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.23 (0.27)	0.86$^+$ (0.51)	−0.45 (0.33)	2.56** (0.33)	0.09 (0.43)	−0.37 (0.51)
Independent	−0.86 (0.60)	−0.85 (1.01)	−1.63 (1.09)	1.15 (0.75)	−1.17 (1.13)	−15.66 (1,087.29)
Republican	−0.56 (0.36)	0.19 (0.59)	0.36 (0.39)	1.41** (0.44)	−0.41 (0.56)	0.36 (0.60)
Female	0.04 (0.29)	−0.29 (0.53)	−0.75* (0.33)	0.65$^+$ (0.36)	−0.19 (0.46)	−0.23 (0.51)
Evangelical/Born Again	−0.88 (0.59)	1.01 (0.85)	0.36 (0.63)	−0.65 (0.75)	−0.89 (0.89)	1.77$^+$ (0.98)
Jewish	0.26 (0.52)	0.004 (0.71)	0.28 (0.51)	0.45 (0.59)	0.54 (0.97)	0.68 (0.90)
No Religion	−0.15 (0.45)	−0.20 (1.58)	−0.67 (0.52)	0.62 (0.55)	0.32 (0.76)	1.07 (0.95)
Other Christian	−0.40 (0.44)	−0.35 (0.72)	−0.32 (0.49)	0.21 (0.51)	−0.31 (0.73)	0.73 (0.86)
Other Religion	−0.54 (0.56)	0.02 (0.97)	−1.13 (0.82)	0.22 (0.68)	−1.29 (0.85)	1.83$^+$ (0.99)
Religious Importance	0.19 (0.13)	0.56 (0.50)	0.06 (0.15)	−0.09 (0.15)	0.32 (0.21)	0.44$^+$ (0.24)
Candidate Commitment						1.30* (0.61)
Intercept	0.35 (0.45)	−2.30 (1.80)	−0.46 (0.48)	−2.40** (0.56)	0.48 (0.72)	−3.55** (1.08)
Observations	248	80	248	248	114	114
Log Likelihood	−161.09	−51.64	−123.72	−122.52	−68.00	−54.44
Akaike Inf. Crit.	344.17	125.28	269.44	267.03	158.00	132.89

Note: +p<0.1; *p<0.05; **p<0.01

8.2 Republicans

Table 17: Coefficients for Binary Logistic Regression Models (Republicans, Both Harm Conditions)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.65 (0.46)	0.76 (0.71)	0.06 (0.48)	2.38** (0.54)	1.36+ (0.82)	−0.48 (0.88)
Female	−0.29 (0.46)	−0.35 (0.65)	−0.52 (0.50)	0.29 (0.52)	0.54 (0.79)	−0.46 (0.90)
Evangelical/Born Again	−0.44 (1.33)	−1.07 (1.39)	−0.22 (1.33)	−1.99 (1.35)	14.98 (2,399.54)	17.66 (2,399.54)
Jewish	−1.13 (0.70)	1.35 (0.96)	−0.50 (0.76)	−0.18 (0.81)	−1.30 (1.06)	1.14 (1.23)
No Religion	−0.23 (0.84)		−0.30 (0.91)	−0.13 (0.93)	0.21 (1.43)	1.85 (2.06)
Other Christian	−1.06+ (0.62)	−0.09 (0.82)	−0.30 (0.66)	−0.71 (0.70)	−1.66 (1.15)	2.06 (1.31)
Other Religion	−0.57 (0.87)	17.54 (2,221.66)	0.87 (0.86)	0.88 (1.05)	−0.26 (1.13)	2.15+ (1.25)
Non-Catholic Christian	0.002 (0.22)	0.23 (0.65)	0.14 (0.23)	−0.16 (0.24)	−0.02 (0.35)	0.72 (0.49)
Non Christian						1.13 (0.89)
Religious Importance	0.57 (0.71)	−1.05 (2.34)	−0.83 (0.76)	−0.67 (0.77)	0.29 (1.24)	−4.64* (2.08)
Observations	92	47	92	92	43	43
Log Likelihood	−59.60	−28.40	−55.15	−49.98	−24.81	−20.15
Akaike Inf. Crit.	137.19	72.80	128.29	117.97	67.62	60.29

Note: +p<0.1; *p<0.05; **p<0.01

Table 18: Coefficients for Binary Logistic Regression Models (Republicans, High Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.48 (0.77)	2.22 (1.53)	0.45 (0.80)	2.69* (1.09)	1.47 (1.27)	0.92 (2.85)
Female	−0.55 (0.78)	1.11 (1.79)	−1.23 (0.92)	−1.87 (1.17)	0.10 (1.45)	−20.60 (5,880.36)
Evangelical/Born Again	15.34 (2,399.54)	−42.21 (18,544.55)	−16.18 (2,399.54)	15.84 (2,399.54)		
Jewish	−1.39 (1.10)	0.31 (2.10)	−0.65 (1.29)	−0.66 (1.63)		
No Religion	−1.77 (1.43)		−0.56 (1.28)	−1.89 (1.59)		
Other Christian	−0.78 (1.07)	−21.86 (5,434.54)	−0.60 (1.29)	−0.17 (1.36)		
Other Religion	−1.03 (1.22)	21.92 (9,833.79)	0.83 (1.19)	2.63 (1.63)		
Non-Catholic Christian					−1.87 (2.00)	2.71 (12,093.82)
Non Christian					−0.53 (1.30)	20.85 (5,576.30)
Religious Importance	−0.68+ (0.39)	−21.95 (5,434.54)	−0.39 (0.39)	−0.92+ (0.51)	−1.02 (0.77)	0.92 (1.38)
Candidate Commitment						1.78 (1.79)
Intercept	2.80* (1.28)	85.26 (21,738.15)	0.34 (1.09)	0.81 (1.22)	3.12 (2.53)	−24.97 (5,576.30)
Observations	41	21	41	41	17	17
Log Likelihood	−22.94	−5.74	−21.60	−16.50	−9.22	−4.69
Akaike Inf. Crit.	63.89	27.49	61.19	51.00	30.43	23.39

Note: $+p<0.1$; $*p<0.05$; $**p<0.01$

Table 19: Coefficients for Binary Logistic Regression Models (Republicans, Low Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	1.06 (0.71)	−0.88 (1.26)	−0.46 (0.73)	4.20** (1.42)	2.33 (1.71)	−0.44 (1.33)
Female	−0.09 (0.64)	−0.07 (0.90)	−0.16 (0.66)	2.43* (1.09)	1.25 (1.30)	−0.21 (1.06)
Evangelical/Born Again	−1.47 (1.62)	0.98 (1.92)	0.57 (1.60)	−22.06 (2,594.90)	13.57 (2,399.55)	17.14 (2,399.55)
Jewish	−0.61 (1.03)	1.39 (1.41)	0.10 (1.06)	0.41 (1.67)	−2.29 (2.03)	1.35 (1.88)
No Religion	1.28 (1.27)		−0.24 (1.53)	0.66 (1.71)	0.74 (1.84)	1.67 (2.55)
Other Christian	−1.01 (0.96)	1.47 (1.44)	0.26 (0.91)	−2.15 (1.60)	−3.00 (2.16)	1.92 (1.82)
Other Religion	0.20 (1.46)	16.65 (2,399.55)	1.54 (1.39)	−1.40 (1.71)	−1.40 (1.99)	1.18 (1.82)
Non-Catholic Christian	0.58[+] (0.33)	1.71[+] (0.94)	0.51 (0.33)	0.09 (0.42)	0.35 (0.48)	0.79 (0.64)
Non Christian						1.02 (1.11)
Religious Importance	−1.59 (1.17)	−6.05[+] (3.38)	−1.81 (1.18)	−1.64 (1.51)	−0.71 (1.71)	−4.29 (2.66)
Observations	51	26	51	51	26	26
Log Likelihood	−31.23	−14.74	−28.67	−18.07	−13.58	−12.86
Akaike Inf. Crit.	80.47	45.48	75.33	54.14	45.16	45.73

Note: +p<0.1; *p<0.05; **p<0.01

8.3 Democrats

Table 20: Coefficients for Binary Logistic Regression Models (Democrats, Both Harm Conditions)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.08 (0.22)	0.68 (0.43)	−0.06 (0.24)	2.62** (0.27)	−0.07 (0.32)	−0.89* (0.39)
Female	0.24 (0.23)	−0.34 (0.49)	−0.28 (0.26)	0.45 (0.28)	−0.25 (0.35)	−0.09 (0.42)
Asian	−0.24 (0.35)	0.44 (0.84)	0.02 (0.40)	−0.14 (0.43)	0.34 (0.47)	0.30 (0.53)
Black	−0.15 (0.40)	−1.16$^+$ (0.65)	−0.06 (0.45)	−0.32 (0.47)	0.82 (0.67)	0.43 (0.66)
Hispanic	−0.02 (0.48)	−0.45 (0.84)	0.10 (0.51)	−0.12 (0.63)	0.29 (0.77)	0.43 (0.82)
Other Nonwhite	−0.51 (0.39)	−0.29 (0.76)	−0.44 (0.50)	0.24 (0.46)	−0.22 (0.54)	−0.77 (0.84)
Evangelical/Born Again	0.39 (0.54)	1.06 (0.87)	0.26 (0.55)	0.92 (0.66)	0.19 (0.76)	0.91 (0.85)
Jewish	0.41 (0.42)	0.07 (0.67)	0.26 (0.43)	0.58 (0.51)	0.35 (0.64)	0.76 (0.79)
No Religion	−0.09 (0.36)	−0.06 (1.42)	−0.22 (0.40)	1.36** (0.46)	0.41 (0.53)	1.03 (0.72)
Other Christian	0.12 (0.39)	0.33 (0.70)	−0.34 (0.44)	1.13* (0.48)	0.12 (0.56)	0.57 (0.75)
Other Religion	0.17 (0.47)	0.14 (0.84)	−0.42 (0.55)	0.97$^+$ (0.58)	0.10 (0.70)	0.30 (0.88)
Religious Importance	0.04 (0.10)	0.32 (0.44)	0.09 (0.11)	0.03 (0.13)	0.15 (0.15)	0.31$^+$ (0.18)
Candidate Commitment						0.65 (0.40)
Intercept	0.14 (0.37)	−0.94 (1.56)	−0.83* (0.41)	−2.98** (0.50)	0.06 (0.57)	−2.36** (0.80)
Observations	370	107	370	370	179	179
Log Likelihood	−245.88	−69.51	−208.13	−182.57	−116.79	−92.13
Akaike Inf. Crit.	517.76	165.02	442.26	391.15	259.59	212.27

Note: +p<0.1; *p<0.05; **p<0.01

Table 21: Coefficients for Binary Logistic Regression Models (Democrats, High Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.19 (0.31)	0.39 (0.62)	0.24 (0.34)	2.92** (0.42)	−0.04 (0.45)	−1.30* (0.56)
Female	0.28 (0.33)	0.18 (0.81)	0.37 (0.37)	0.84* (0.42)	−0.15 (0.51)	0.15 (0.62)
Asian	−0.12 (0.49)	0.07 (1.21)	−0.39 (0.54)	−0.23 (0.61)	0.63 (0.68)	−0.56 (0.83)
Black	−0.61 (0.58)	−1.08 (0.90)	−0.29 (0.60)	0.40 (0.67)	0.35 (0.91)	0.36 (0.94)
Hispanic	−0.57 (0.73)	−0.66 (1.19)	0.42 (0.72)	1.51+ (0.90)	−0.60 (1.04)	0.27 (1.04)
Other Nonwhite	−0.43 (0.49)	−1.52 (1.05)	−0.70 (0.59)	0.66 (0.60)	0.20 (0.69)	−1.61 (1.18)
Evangelical/Born Again	1.92* (0.94)	0.02 (1.22)	0.26 (0.84)	0.62 (1.04)	1.91 (1.32)	0.20 (1.31)
Jewish	0.49 (0.59)	1.76 (1.07)	0.55 (0.63)	0.80 (0.74)	0.48 (0.89)	0.62 (1.13)
No Religion	−0.01 (0.52)	15.62 (1,455.40)	0.43 (0.58)	1.74** (0.66)	0.61 (0.75)	1.18 (1.04)
Other Christian	0.74 (0.57)	0.92 (0.91)	−0.24 (0.63)	1.22+ (0.70)	0.68 (0.80)	0.51 (1.05)
Other Religion	1.08 (0.67)	1.00 (1.18)	0.64 (0.70)	0.83 (0.79)	2.21+ (1.26)	−0.74 (1.47)
Religious Importance	−0.04 (0.15)	1.17+ (0.71)	0.20 (0.16)	0.15 (0.19)	0.06 (0.22)	0.31 (0.25)
Candidate Commitment						0.76 (0.55)
Intercept	−0.18 (0.58)	−4.12+ (2.45)	−1.65* (0.65)	−3.89** (0.80)	−0.57 (0.87)	−1.93+ (1.13)
Observations	187	59	187	187	95	95
Log Likelihood	−122.77	−34.45	−110.96	−88.21	−60.45	−47.48
Akaike Inf. Crit.	271.55	94.90	247.92	202.43	146.90	122.95

Note: +p<0.1; *p<0.05; **p<0.01

Table 22: Coefficients for Binary Logistic Regression Models (Democrats, Low Harm Condition)

	Dependent variable:					
	Candidate Commitment	Policy Importance (Religious Respondents)	"People Like Me" Supporting Candidate	"Religious People" Supporting Candidate	Candidate Commitment (High Policy Importance)	Vote For Candidate (High Policy Importance)
	(1)	(2)	(3)	(4)	(5)	(6)
Religious Treatment	0.0003 (0.32)	1.25$^+$ (0.75)	−0.63 (0.40)	2.65** (0.40)	0.0003 (0.32)	−0.43 (0.61)
Female	0.23 (0.35)	−0.01 (0.87)	−0.91* (0.40)	0.05 (0.43)	0.23 (0.35)	−0.31 (0.66)
Asian	−0.23 (0.51)	1.27 (1.70)	0.69 (0.66)	−0.04 (0.65)	−0.23 (0.51)	1.01 (0.82)
Black	0.26 (0.58)	−1.32 (1.22)	0.44 (0.72)	−1.13 (0.74)	0.26 (0.58)	−0.14 (1.22)
Hispanic	0.60 (0.74)	−0.47 (1.39)	−0.04 (0.79)	−1.20 (0.85)	0.60 (0.74)	0.46 (1.44)
Other Nonwhite	−0.62 (0.72)	0.83 (1.61)	−0.41 (1.14)	−0.32 (0.86)	−0.62 (0.72)	1.29 (1.42)
Evangelical/Born Again	−0.69 (0.73)	1.73 (1.55)	0.28 (0.79)	1.27 (0.96)	−0.69 (0.73)	2.01 (1.46)
Jewish	0.55 (0.68)	−0.93 (1.28)	0.62 (0.67)	0.63 (0.78)	0.55 (0.68)	0.96 (1.28)
No Religion	−0.24 (0.53)	−1.96 (2.37)	−0.98 (0.60)	1.22$^+$ (0.70)	−0.24 (0.53)	1.21 (1.26)
Other Christian	−0.38 (0.58)	−0.68 (1.32)	−0.39 (0.65)	1.21$^+$ (0.72)	−0.38 (0.58)	0.25 (1.29)
Other Religion	−0.77 (0.71)	−0.74 (1.57)	−16.72 (955.23)	1.19 (0.94)	−0.77 (0.71)	2.68$^+$ (1.63)
Religious Importance	0.08 (0.16)	0.48 (0.84)	−0.13 (0.19)	−0.04 (0.19)	0.08 (0.16)	0.32 (0.30)
Candidate Commitment						2.02* (0.97)
Intercept	0.46 (0.52)	−1.86 (3.02)	0.01 (0.57)	−2.53** (0.68)	0.46 (0.52)	−4.25* (1.67)
Observations	183	48	183	183	183	84
Log Likelihood	−116.31	−27.71	−83.66	−88.72	−116.31	−37.79
Akaike Inf. Crit.	258.62	81.42	193.33	203.45	258.62	103.58

Note: +p<0.1; *p<0.05; **p<0.01

9 Mediation Analysis

Table 23: Mediation Analysis

Model Type	Treatment	Mediator	Subset	ACME Treated	95% C.I. Min. (ACME)	95% C.I. Max. (ACME)	p (ACME)	Significance (ACME)	Total Effect	95% C.I. Min. (Total)	95% C.I. Max. (Total)	p (Total)	Significance (Total)
Binary	Religious Treatment	Candidate Commitment	All Parties: Non Moralized	0.003	-0.036	0.044	0.882		-0.050	-0.212	0.114	0.552	
Binary	Religious Treatment	Candidate Commitment	All Parties: Moralized	0.003	-0.017	0.025	0.756		-0.190	-0.339	-0.033	0.030	*
Binary	Religious Treatment	Candidate Commitment	All Parties: Both Morals	0.002	-0.016	0.021	0.760		-0.126	-0.237	-0.008	0.024	*
Binary	Religious Treatment	Candidate Commitment	Republicans: Non Moralized	0.036	-0.061	0.166	0.472		-0.018	-0.329	0.360	0.890	
Binary	Religious Treatment	Candidate Commitment	Republicans: Moralized	0.023	-0.070	0.148	0.564		0.071	-0.277	0.354	0.704	
Binary	Religious Treatment	Candidate Commitment	Republicans: Both Morals	0.033	-0.029	0.134	0.362		-0.028	-0.266	0.210	0.842	
Binary	Religious Treatment	Candidate Commitment	Democrats: Non Moralized	-0.005	-0.060	0.049	0.808		-0.061	-0.243	0.112	0.468	
Binary	Religious Treatment	Candidate Commitment	Democrats: Moralized	-0.002	-0.031	0.027	0.912		-0.211	-0.378	-0.037	0.018	*
Binary	Religious Treatment	Candidate Commitment	Democrats: Both Morals	-0.001	-0.020	0.016	0.922		-0.148	-0.271	-0.025	0.026	*

*p<.05; +p<.1

10 Summary Statistics

10.1 All Respondents

Table 24: All Respondents

Experimental Condition							
Non Religious-Low Harm	Non Religious-High Harm	Religious-Low Harm	Religious-High Harm				
134	135	121	117				
Estimated Candidate Commitment							
0	1	2	3	4			
6	34	170	225	72			
Policy Importance							
0	1	2	3	4	NA's		
34	75	157	200	40	1		
Belief that People Like Me Will Vote for Candidate							
0	1	2	3	4			
44	101	231	119	12			
Belief that Religious Will Vote for Candidate							
0	1	2	3	4			
21	57	214	149	66			
Willingness to Vote for Candidate							
0	1	2	3	4	NA's		
41	89	278	93	5	1		
Party							
Democrat	Independent	Republican					
376	39	92					
Religion							
Catholic	EBA	Jewish	No Religion	Other Christian	Other Religion	NA's	
97	33	69	167	93	46	2	
Race							
asian	black	hispanic	other	white	NA's		
60	52	27	46	318	4		
Female							
0	1	NA's					
216	286	5					
Estimated Candidate Commitment-Binary							
0	1						
210	297						
Policy Importance-Binary							
0	1	NA's					
266	240	1					
Belief that People Like Me Will Vote for Candidate-Binary							
0	1						
376	131						
Belief that Religious Will Vote for Candidate-Binary							
0	1						
292	215						
Willingness to Vote for Candidate-Binary							
0	1	NA's					
408	98	1					
Religious Importance							
0	1	NA's					
242	175	90					
Religious Treatment Condition (Both Harm Conditions)							
0	1						
269	238						
Harm Treatment Condition (Both Religious Conditions)							
0	1						
255	252						

10.2   By Condition

Table 25: No Religious Treatment (Low Harm Condition)

Estimated Candidate Commitment						
0	1	2	3	4		
0	9	47	62	16		
Policy Importance						
0	1	2	3	4		
8	28	38	46	14		
Belief that People Like Me Will Vote for Candidate						
0	1	2	3	4		
7	25	67	30	5		
Belief that Religious Will Vote for Candidate						
0	1	2	3	4		
8	19	82	24	1		
Willingness to Vote for Candidate						
0	1	2	3	4		
5	18	84	27	0		
Party						
Democrat	Independent	Republican				
106	6	22				
Religion						
Catholic	EBA	Jewish	No Religion	Other Christian	Other Religion	NA's
29	10	16	47	18	13	1
Race						
asian	black	hispanic	other	white	NA's	
15	14	7	6	90	2	
Female						
0	1	NA's				
54	77	3				
Estimated Candidate Commitment-Binary						
0	1					
56	78					
Policy Importance-Binary						
0	1					
74	60					
Belief that People Like Me Will Vote for Candidate-Binary						
0	1					
99	35					
Belief that Religious Will Vote for Candidate-Binary						
0	1					
109	25					
Willingness to Vote for Candidate-Binary						
0	1					
107	27					
Religious Importance						
0	1	NA's				
69	41	24				

Table 26: No Religious Treatment (High Harm Condition)

Estimated Candidate Commitment					
0	1	2	3	4	
4	6	49	57	19	
Policy Importance					
0	1	2	3	4	
14	21	39	49	12	
Belief that People Like Me Will Vote for Candidate					
0	1	2	3	4	
8	24	67	32	4	
Belief that Religious Will Vote for Candidate					
0	1	2	3	4	
9	20	85	18	3	
Willingness to Vote for Candidate					
0	1	2	3	4	
11	15	74	33	2	
Party					
Democrat	Independent	Republican			
97	12	26			
Religion					
Catholic	EBA	Jewish	No Religion	Other Christian	Other Religion
25	8	23	37	28	14
Race					
asian	black	hispanic	other	white	
17	13	10	16	79	
Female					
0	1	NA's			
62	71	2			
Estimated Candidate Commitment-Binary					
0	1				
59	76				
Policy Importance-Binary					
0	1				
74	61				
Belief that People Like Me Will Vote for Candidate-Binary					
0	1				
99	36				
Belief that Religious Will Vote for Candidate-Binary					
0	1				
114	21				
Willingness to Vote for Candidate-Binary					
0	1				
100	35				
Religious Importance					
0	1	NA's			
63	55	17			

Table 27: Religious Treatment (Low Harm Condition)

Estimated Candidate Commitment

0	1	2	3	4
0	8	38	59	16

Policy Importance

0	1	2	3	4
7	17	39	51	7

Belief that People Like Me Will Vote for Candidate

0	1	2	3	4
13	30	54	23	1

Belief that Religious Will Vote for Candidate

0	1	2	3	4
3	7	23	56	32

Willingness to Vote for Candidate

0	1	2	3	4
14	25	68	12	2

Party

Democrat	Independent	Republican
81	11	29

Religion

Catholic	EBA	Jewish	No Religion	Other Christian	Other Religion	NA's
20	8	17	38	29	8	1

Race

asian	black	hispanic	other	white	NA's
13	12	7	9	79	1

Female

0	1
52	69

Estimated Candidate Commitment-Binary

0	1
46	75

Policy Importance-Binary

0	1
63	58

Belief that People Like Me Will Vote for Candidate-Binary

0	1
97	24

Belief that Religious Will Vote for Candidate-Binary

0	1
33	88

Willingness to Vote for Candidate-Binary

0	1
107	14

Religious Importance

0	1	NA's
54	42	25

Table 28: Religious Treatment (High Harm Condition)

Estimated Candidate Commitment					
0	1	2	3	4	
2	11	36	47	21	
Policy Importance					
0	1	2	3	4	NA's
5	9	41	54	7	1
Belief that People Like Me Will Vote for Candidate					
0	1	2	3	4	
16	22	43	34	2	
Belief that Religious Will Vote for Candidate					
0	1	2	3	4	
1	11	24	51	30	
Willingness to Vote for Candidate					
0	1	2	3	4	NA's
11	31	52	21	1	1
Party					
Democrat	Independent	Republican			
92	10	15			
Religion					
Catholic	EBA	Jewish	No Religion	Other Christian	Other Religion
23	7	13	45	18	11
Race					
asian	black	hispanic	other	white	NA's
15	13	3	15	70	1
Female					
0	1				
48	69				
Estimated Candidate Commitment-Binary					
0	1				
49	68				
Policy Importance-Binary					
0	1	NA's			
55	61	1			
Belief that People Like Me Will Vote for Candidate-Binary					
0	1				
81	36				
Belief that Religious Will Vote for Candidate-Binary					
0	1				
36	81				
Willingness to Vote for Candidate-Binary					
0	1	NA's			
94	22	1			
Religious Importance					
0	1	NA's			
56	37	24			

Table 29: No Religious Treatment (Both Harm Conditions)

Estimated Candidate Commitment						
0	1	2	3	4		
4	15	96	119	35		
Policy Importance						
0	1	2	3	4		
22	49	77	95	26		
Belief that People Like Me Will Vote for Candidate						
0	1	2	3	4		
15	49	134	62	9		
Belief that Religious Will Vote for Candidate						
0	1	2	3	4		
17	39	167	42	4		
Willingness to Vote for Candidate						
0	1	2	3	4		
16	33	158	60	2		
Party						
Democrat	Independent	Republican				
203	18	48				
Religion						
Catholic	EBA	Jewish	No Religion	Other Christian	Other Religion	NA's
54	18	39	84	46	27	1
Race						
asian	black	hispanic	other	white	NA's	
32	27	17	22	169	2	
Female						
0	1	NA's				
116	148	5				
Estimated Candidate Commitment-Binary						
0	1					
115	154					
Policy Importance-Binary						
0	1					
148	121					
Belief that People Like Me Will Vote for Candidate-Binary						
0	1					
198	71					
Belief that Religious Will Vote for Candidate-Binary						
0	1					
223	46					
Willingness to Vote for Candidate-Binary						
0	1					
207	62					
Religious Importance						
0	1	NA's				
132	96	41				
Harm Treatment Condition (Both Religious Conditions)						
0	1					
134	135					

60

Table 30: Religious Treatment (Both Harm Conditions)

Estimated Candidate Commitment						
0	1	2	3	4		
2	19	74	106	37		
Policy Importance						
0	1	2	3	4	NA's	
12	26	80	105	14	1	
Belief that People Like Me Will Vote for Candidate						
0	1	2	3	4		
29	52	97	57	3		
Belief that Religious Will Vote for Candidate						
0	1	2	3	4		
4	18	47	107	62		
Willingness to Vote for Candidate						
0	1	2	3	4	NA's	
25	56	120	33	3	1	
Party						
Democrat	Independent	Republican				
173	21	44				
Religion						
Catholic	EBA	Jewish	No Religion	Other Christian	Other Religion	NA's
43	15	30	83	47	19	1
Race						
asian	black	hispanic	other	white	NA's	
28	25	10	24	149	2	
Female						
0	1					
100	138					
Estimated Candidate Commitment-Binary						
0	1					
95	143					
Policy Importance-Binary						
0	1	NA's				
118	119	1				
Belief that People Like Me Will Vote for Candidate-Binary						
0	1					
178	60					
Belief that Religious Will Vote for Candidate-Binary						
0	1					
69	169					
Willingness to Vote for Candidate-Binary						
0	1	NA's				
201	36	1				
Religious Importance						
0	1	NA's				
110	79	49				
Harm Treatment Condition (Both Religious Conditions)						
0	1					
121	117					

10.3 By Party

Table 31: Republicans

Experimental Condition			
Non Religious-Low Harm	Non Religious-High Harm	Religious-Low Harm	Religious-High Harm
22	26	29	15

Estimated Candidate Commitment			
1	2	3	4
6	33	43	10

Policy Importance				
0	1	2	3	4
6	11	32	37	6

Belief that People Like Me Will Vote for Candidate				
0	1	2	3	4
7	18	38	27	2

Belief that Religious Will Vote for Candidate				
0	1	2	3	4
4	10	32	33	13

Willingness to Vote for Candidate				
0	1	2	3	4
5	15	53	17	2

Religion					
Catholic	EBA	Jewish	No Religion	Other Christian	Other Religion
35	3	12	17	18	7

Race					
asian	black	hispanic	other	white	NA's
7	2	2	6	74	1

Female	
0	1
57	35

Estimated Candidate Commitment-Binary	
0	1
39	53

Policy Importance-Binary	
0	1
49	43

Belief that People Like Me Will Vote for Candidate-Binary	
0	1
63	29

Belief that Religious Will Vote for Candidate-Binary	
0	1
46	46

Willingness to Vote for Candidate-Binary	
0	1
73	19

Religious Importance		
0	1	NA's
31	47	14

Religious Treatment Condition (Both Harm Conditions)	
0	1
48	44

Harm Treatment Condition (Both Religious Conditions)	
0	1
51	41

Table 32: Democrats

Experimental Condition

Non Religious-Low Harm	Non Religious-High Harm	Religious-Low Harm	Religious-High Harm
106	97	81	92

Estimated Candidate Commitment

0	1	2	3	4
6	24	121	168	57

Policy Importance

0	1	2	3	4	NA's
23	63	108	154	27	1

Belief that People Like Me Will Vote for Candidate

0	1	2	3	4
33	73	172	89	9

Belief that Religious Will Vote for Candidate

0	1	2	3	4
15	46	162	103	50

Willingness to Vote for Candidate

0	1	2	3	4	NA's
31	69	201	71	3	1

Religion

Catholic	EBA	Jewish	No Religion	Other Christian	Other Religion	NA's
57	25	52	140	65	36	1

Race

white	asian	black	hispanic	other
224	49	47	22	34

Female

0	1	NA's
134	239	3

Estimated Candidate Commitment-Binary

0	1
151	225

Policy Importance-Binary

0	1	NA's
194	181	1

Belief that People Like Me Will Vote for Candidate-Binary

0	1
278	98

Belief that Religious Will Vote for Candidate-Binary

0	1
223	153

Willingness to Vote for Candidate-Binary

0	1	NA's
301	74	1

Religious Importance

0	1	NA's
31	47	298

Religious Treatment Condition (Both Harm Conditions)

0	1
203	173

Harm Treatment Condition (Both Religious Conditions)

0	1
187	189