

Balance of Pre-Treatment Variables for Each Treatment Group

Reference group: Control (no partisan cue) for each respective message

Cue



Biden



Trump

Message



Anti-populist Message



Populist Message

Race (white)

Income (std)

Ideology (std)

Gender (male)

Education (std)

Age (std)

0.0

0.1

0.2

0.3

0.4

0.5

Absolute Standardized Mean Difference

