

Sample Demographics

The following tables compare the U.S. adult population to the sample of survey respondents in Michael Tomz and Robert P. Van Houweling, “Candidate Positioning and Voter Choice,” *American Political Science Review* 102, no. 3 (August 2008): 303–318.

National population figures came from the U.S. Census Bureau and the Bureau of Labor Statistics, which provide demographic data based on the Current Population Survey (CPS). The figures reported here are the same as in Michael Tomz, “Domestic Audience Costs in International Relations: An Experimental Approach,” *International Organization* 61 (Fall 2007): 838.

The tables below compare the national population to two groups: the 3,315 people who agreed to take our survey, and the 1,564 people who remained after we screened-out respondents based on their answers to the first item, the health care scale. We refer to these two groups as the full sample and the screened sample, and we report the demographic attributes of each. The tables show that our full and screened samples were fairly representative of the population as a whole.

Demographic Table 1 compares the adult population to our full sample. The average deviation, in percentage points, between the national population and the sample used for our manuscript was 1.8 percentage points. Our sample slightly underrepresented youth, people without high school degrees, citizens in the highest income bracket, and residents of the Northeast. Even in these categories, though, the deviations were only a few percentage points. Overall, the full sample closely matched the population benchmark.

Demographic Table 1: Adult population versus Full Sample

		Adult U.S. Population	Full Sample	Absolute Deviation
Gender	Male	47.7	49.3	1.6
	Female	52.3	50.7	1.6
	<i>Average Deviation</i>			1.6
Age	18-24	11.8	8.8	3.0
	25-34	17.1	16.7	0.5
	35-44	20.0	21.2	1.2
	45-54	19.9	20.5	0.6
	55-64	14.3	15.4	1.2
	65 or older	16.9	17.4	0.4
	<i>Average Deviation</i>			1.1
Education	No high school diploma	14.1	10.1	4.0
	High school diploma	32.7	33.7	1.0
	Some college	27.6	28.3	0.7
	College degree	25.6	28.0	2.4
	<i>Average Deviation</i>			2.0
Income	Less than \$10,000	7.1	6.5	0.6
	\$10,000 - 24,999	17.2	17.5	0.3
	\$25,000 - 49,999	28.9	31.6	2.7
	\$50,000 - 74,999	20.5	22.3	1.8
	\$75,000 or more	26.3	22.1	4.2
	<i>Average Deviation</i>			1.9
Marriage	Married	58.4	60.8	2.5
	Not married	41.6	39.2	2.5
	<i>Average Deviation</i>			2.5
Race	White	84.0	84.9	1.0
	Non-white	16.0	15.1	1.0
	<i>Average Deviation</i>			1.0
Region	Midwest	24.3	24.9	0.6
	Northeast	21.4	16.4	5.0
	South	30.1	34.9	4.8
	West	24.3	23.8	0.4
	<i>Average Deviation</i>			2.7
<i>Total Average Deviation</i>				1.8

Demographic Table 2 compares the adult population to the screened sample. Even though we screened-out respondents at -5, 0, and +5 on the health care scale, the resulting sample still matched the population on most demographic dimensions. The average deviation across demographic categories was only 2.8 percentage points. Our screened sample overrepresented people with college degrees while underrepresenting people who had not earned a high school diploma. In general, though, the screened sample looked similar to the population as a whole.

Demographic Table 2: Adult population versus Screened Sample

		Adult U.S. Population	Screened Sample	Absolute Deviation
Gender	Male	47.7	50.2	2.5
	Female	52.3	49.8	2.5
	<i>Average Deviation</i>			2.5
Age	18-24	11.8	7.4	4.4
	25-34	17.1	16.6	0.6
	35-44	20.0	23.2	3.2
	45-54	19.9	21.0	1.1
	55-64	14.3	14.6	0.3
	65 or older	16.9	17.3	0.3
	<i>Average Deviation</i>			1.6
Education	No high school diploma	14.1	7.9	6.2
	High school diploma	32.7	30.5	2.2
	Some college	27.6	27.9	0.3
	College degree	25.6	33.8	8.1
	<i>Average Deviation</i>			4.2
Income	Less than \$10,000	7.1	4.7	2.4
	\$10,000 - 24,999	17.2	16.6	0.7
	\$25,000 - 49,999	28.9	29.9	1.0
	\$50,000 - 74,999	20.5	22.8	2.4
	\$75,000 or more	26.3	26.0	0.3
	<i>Average Deviation</i>			1.3
Marriage	Married	58.4	62.3	3.9
	Not married	41.6	37.7	3.9
	<i>Average Deviation</i>			3.9
Race	White	84.0	87.4	3.4
	Non-white	16.0	12.6	3.4
	<i>Average Deviation</i>			3.4
Region	Midwest	24.3	25.8	1.6
	Northeast	21.4	16.1	5.4
	South	30.1	33.8	3.8
	West	24.3	24.3	0.0
	<i>Average Deviation</i>			2.7
	<i>Total Average Deviation</i>			2.8

Finally, Demographic Table 3 compares the party affiliations and ideologies of respondents in the full and screened samples. The process of screening out people at -5, 0, and +5 on the health care scale reduced the percentage of strong Democrats and extreme liberals/conservatives in the sample. Nonetheless, the average discrepancy in party ID across all the major categories was only 1.1 percentage points, and the average discrepancy in ideology was only 2 percentage points.

Demographic Table 3: Full versus Screened Sample

		Full Sample	Screened Sample	Absolute Deviation
Party	Strong Democrat	17.5	14.7	2.8
	Weak Democrat	14.5	14.7	0.2
	Lean Democrat	15.8	15.2	0.7
	Independent	10.3	9.9	0.4
	Lean Republican	12.9	13.4	0.5
	Weak Republican	12.2	15.2	3.1
	Strong Republican	16.9	17.0	0.1
	<i>Average Deviation</i>			1.1
Ideology	Extremely liberal	2.8	1.7	1.2
	Liberal	12.1	11.6	0.4
	Slightly liberal	9.8	11.3	1.5
	Moderate	39.5	35.0	4.5
	Slightly conservative	13.7	17.3	3.6
	Conservative	18.8	20.9	2.1
	Extremely conservative	3.4	2.3	1.1
	<i>Average Deviation</i>			2.0