Appendix

1. Summary Statistics for Dependent Variables (Estimation samples)

OPOR Survey, 28 January 1941.
If the British are unable to pay cash for war materials bought in this country, should our government lend war materials to the British, to be paid back in the same materials and other goods after the war is over?

Yes	65.26%	n=1,873
Give, not lend	4.77%	n=137
Qualified answer	5.57%	n=160
No	20.0%	n=574
Don't know/no opinion	4.39%	n=126
		N=2,870

Which of these two things do you think is more important--that this country keep out of war, or that Germany be defeated, even at the risk of our getting into the war?

Defeat Germany	58.58%	n=1,687
Keep out of war	35.52%	n=1,023
No choice	5.9%	n=170
		N=2,880

OPOR Survey, 26 March 1942.
If Hitler offered peace now to all countries on the basis of not going farther, but of leaving matters as they are now, would you favor or oppose such a peace?

Oppose	88.16%	n=1,727
Favor	8.07%	n=158
No opinion	3.78%	n=74
		N=1,959

If we win the war, how do you think we should treat the people of Germany? [Open-ended responses coded into several categories.]

Do not punish them	77.0%	n=1,513
Punish them	11.15%	n=219
No answer	11.86%	n=233
		N=1,965

USPEW1999-MILLENNIUM, 6 April-6 May 1999.
And now a few more items... (First,) is/are [five items, presented in random order] a major threat, a minor threat, or not a threat at all? How about...international terrorists?

Major threat	63.96%	n=852
Minor threat	31.16%	n=415
Not a threat at all	3.75%	n=50
Don't know/refused	1.13%	n=15
		N=1,332

January News Interest Index--Politics/Television/Iraq [USPEW2002-01NII], January 9-13, 2002.

Do you think the United States should keep military forces in Afghanistan in order to maintain civil order there, or should the United States not do this?

Yes, keep forces in Afghanistan	68.98%	n=734
No	26.66%	n=283
Don't know/refused	4.42%	n=47
		N=1,064

As part of the U.S. war on terrorism, would you favor or oppose taking military action in Iraq to end Saddam Hussein's rule?

Favor	74.86%	n=399
Oppose	16.32%	n=87
Don't know/refused	8.82%	n=47
		N=533

As part of the U.S. war on terrorism, would you favor or oppose taking military action in Iraq to end Saddam Hussein's rule, even if it meant that U.S. forces might suffer thousands of casualties?

Favor	56.87%	n=302
Oppose	32.58%	n=173
Don't know/refused	10.55%	n=56
		N=531

Would you favor or oppose the U.S. taking military action to destroy terrorist groups in Somalia?

Favor	69.23%	n=369
Oppose	15.01%	n=80
Don't know/refused	15.76%	n=84
		N=533

Would you favor or oppose the U.S. taking military action to destroy terrorist groups in Sudan?

Favor	72.5%	n=385
Oppose	15.63%	n=83
Don't know/refused	11.86%	n=63
		N=531

As I read from a list tell me how important each of the following is as a way to reduce terrorism in the future...Take military action to wipe out facilities of countries attempting to build nuclear weapons.

Very Important	51.41%	n=274
Fairly Important	29.83%	n=159
Not too Important	10.13%	n=54
Not at all Important	4.69%	n=25
Don't know/refused	3.94%	n=21
		N=531

2. Knowledge Questions: Full Text and Distribution of Responses

January 1941 OPOR (Estimation sample n=2,280)
Q9A. Can you tell me the name of the country where the armies of Greece and Italy are fighting? Yes {name → Q9A2: What is the name of the country?} No {no answer OR don't know} Correct: 1,309 (45.45%) Incorrect/No answer/Don't know: 1,571 (54.55%)
Q9BC1. Can you name four leaders of European countries and tell me what country each one heads? {number of correct mentions} 0: 176 (6.11%) 1: 99 (3.44%) 2: 255 (8.85%) 3: 541 (18.78%) 4: 1,809 (62.81%)
Q10A. Can you remember the names of five countries Germany has conquered since the war began? {number of correct mentions} 0: 220 (7.64%) 1: 101 (3.51%) 2: 169 (5.87%) 3: 335 (11.63%) 4: 494 (17.15%) 5: 1,561 (54.2%)
Q10B. Can you tell me what country controls Gibraltar? Correct: 886 (30.76%) Incorrect/No answer/Don't know: (69.24%)
Q10D. Do you happen to know how many years Hitler has been in power in Germany? Correct: 1,489 (51.7%) Incorrect/No answer/Don't know: 1,391 (48.3%)
Information scale: see chart

26 March 1942 OPOR survey, USOPOR1942-813 (Estimation sample n=1,965)
{Respondents were handed a map.} Here is a map of the world. Q13a. Can you find Alaska on the map? Yes: 564 (28.7%) No {no answer OR don't know}: 1,401 (71.3%)
Q13b. Australia? Yes: 617 (31.56%) No {no answer OR don't know}: 1,338 (68.44%)
Q13c. China? Yes: 1,166 (59.37%) No {no answer OR don't know}: 798 (40.63%)
Q13d. Brazil Yes: 634 (34.72%) No {no answer OR don't know}: 1,192 (65.28%)
Q13e. Iceland Yes: 994 (50.69%) No {no answer OR don't know}: 967 (49.31%)
Q13f. India Yes: 1,122 (57.13%) No {no answer OR don't know}: 842 (42.87%)
Information scale: see chart

USPEW1999-MILLENNIUM, 6 April-6 May 1999 (Estimation sample n=1,332)
Q.17 I'm going to read you some pairs of events, for each pair tell me if you happen to know which one came FIRST. Do you happen to know which came first or can't you recall? The Korean War OR World War II {correct} Correct: 275 (20.65%) Incorrect/Don't know/Refused: 1,057 (79.35%)
The building of the Panama Canal {correct} OR The building of the Interstate Highway System Correct: 400 (30.03%) Incorrect/Don't know/Refused: 932 (69.97%)
The building of the Berlin Wall in East Germany OR The creation of the NATO alliance in Europe {correct} Correct: 1,001 (75.15%) Incorrect/Don't know/Refused: 331 (24.85%)
The Supreme Court's decision in *Roe v. Wade* legalizing abortion OR The Supreme Court's decision in *Brown v. Board of Education* declaring separate but equal facilities for blacks and whites unconstitutional {correct} Correct: 334 (25.08%) Incorrect/Don't know/Refused: 998 (74.92%)
The Cuban missile crisis {correct} OR Nixon's historic visit to China Correct: 446 (33.48%) Incorrect/Don't know/Refused: 886 (66.52%)
Iran-Contra OR Watergate {correct} Correct: 305 (22.9%) Incorrect/Don't know/Refused: 1,027 (77.1%)
Information scale: see chart

January News Interest Index--Politics/Television/Iraq [USPEW2002-01NII], January 9-13, 2002 (Estimation samples n=1,065 and n=533)

Q.5 Next, I would like to ask you about some things that have been in the news. Not everyone will have heard about them.

5a. Do you happen to know the name of the country in Latin America that recently has been in a political and economic crisis?

Estimation sample n=1,065	Estimation sample n=533
Correct: 703 (66.07%)	356 (66.79%)
Incorrect/Don't know/Refused: 361 (33.93%)	177 (33.21%)

5b. A dog owned by a former president was recently killed by an automobile. Do you happen to know the dog's name?

| Estimation sample n=1,065	Estimation sample n=533
Correct: 714 (67.11%)	367 (68.86%)
Incorrect/Don't know/Refused: 350 (32.89%)	166 (31.14%)

Information scale:
Estimation sample n=1,065
0: 538 (50.56%)   0.5: 341 (32.05%)   1: 185 (17.39%)

Estimation sample n=533
0: 279 (52.35%)   0.5: 165 (30.96%)   1: 89 (16.7%)

Information Scale for 1941 OPOR Survey

Information Scale for 1942 OPOR Survey

Information Scale for 1999 Pew Survey
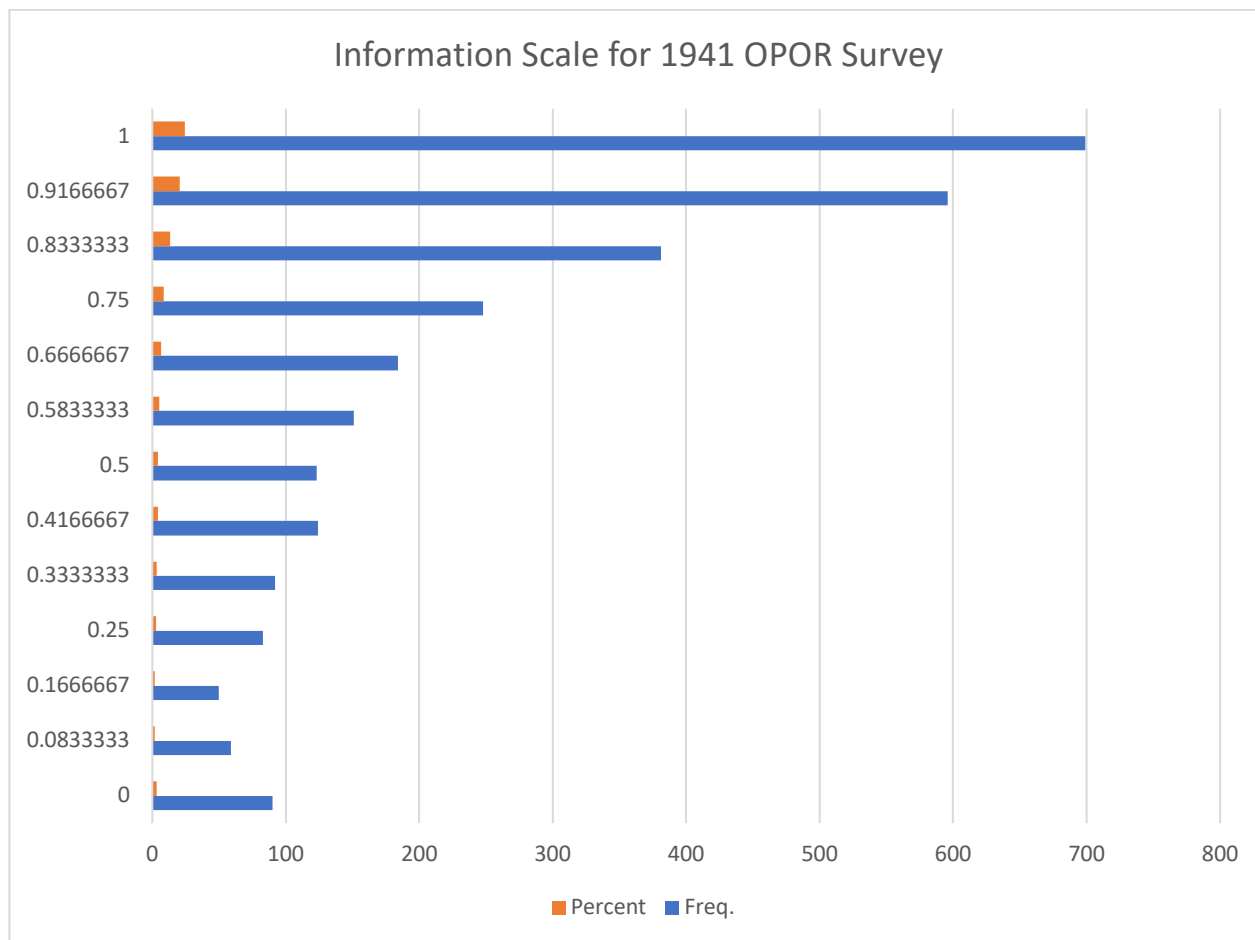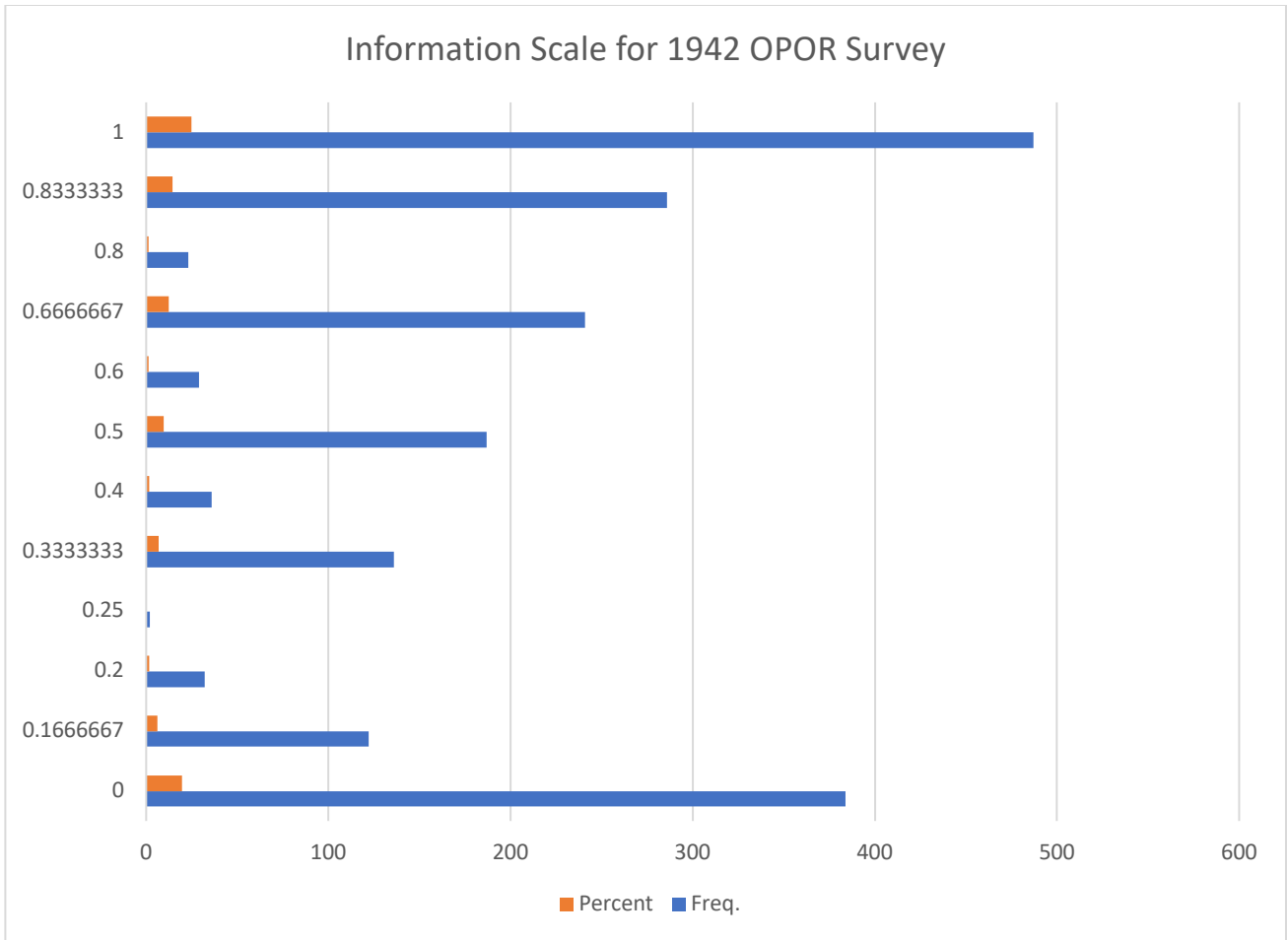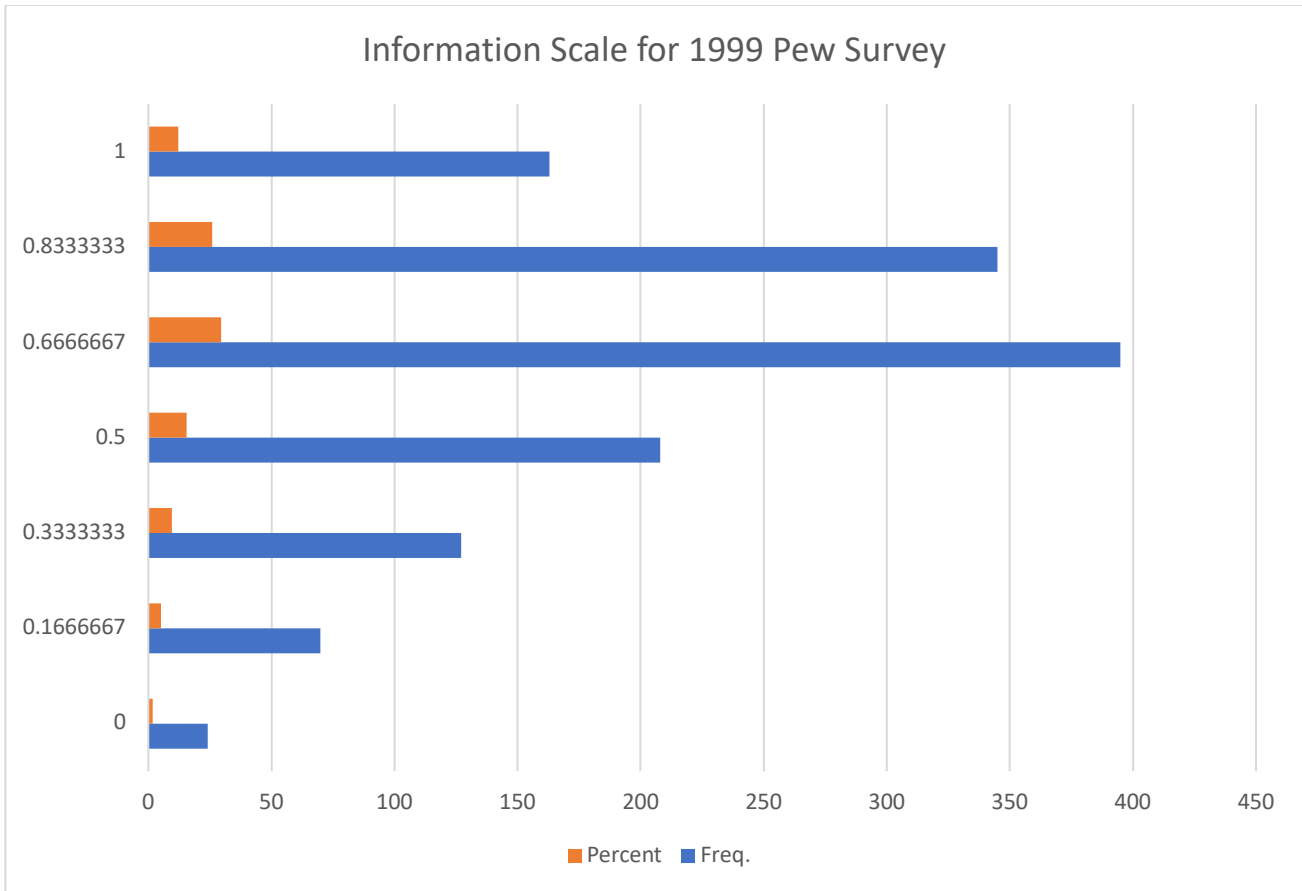
3. Full Results for Regressions Reported in Main Text

For reasons of space, we reported only the coefficients for the information variable and a comparison of the BIC statistic for our model and an alternative using interaction terms to estimate separate information effects for Democrats (or FDR supporters, in some cases) and Republicans (or FDR opponents).

Table A3.1.1: Full Multinomial Logit Results for Table 1, Question 1

OPOR Survey, 28 January 1941: If the British are unable to pay cash for war materials bought in this country, should our government lend war materials to the British, to be paid back in the same materials and other goods after the war is over?

	Give, not lend	Qualified response	No	DKNO	Give, not lend	Qualified response	No	DKNO
Information scale	1.15*	0.02	–0.62*	–2.55*	1.51	0.79	–0.16	–2.21*
	(0.52)	(0.41)	(0.23)	(0.4)	(0.98)	(0.54)	(0.32)	(0.57)
Support FDR	0.27	–0.06	–0.35*	0.29	0.67	1.18	0.37	0.78
	(0.24)	(0.23)	(0.15)	(0.23)	(1.02)	(0.61)	(0.37)	(0.42)
Oppose FDR	0.31	0.83*	0.93*	–0.28	1.06	0.82	1.21*	–1.59
	(0.32)	(0.24)	(0.15)	(0.36)	(1.38)	(0.78)	(0.48)	(1.03)
Information*Support FDR					–0.56	–1.85*	–1.15*	–0.96
					(1.16)	(0.79)	(0.49)	(0.71)
Information*Oppose FDR					–0.93	–0.1	–0.46	1.86
					(1.53)	(0.94)	(0.58)	(1.4)
Female	–0.47	–0.22	0.1	0.8*	–0.47*	–0.21	0.1	0.8*
	(0.23)	(0.22)	(0.12)	(0.21)	(0.23)	(0.21)	(0.12)	(0.21)
Black	0.3	–0.02	–0.33	0.01	0.29	–0.03	–0.35	0.008
	(0.48)	(0.5)	(0.3)	(0.38)	(0.47)	(0.5)	(0.3)	(0.39)
Age	0.006	0.002	–0.006	–0.005	0.006	0.001	–0.006	–0.005
	(0.007)	(0.007)	(0.005)	(0.007)	(0.008)	(0.007)	(0.005)	(0.007)
Class								
Above average wealth	–0.06	–0.45	0.47	–1.84	–0.08	–0.47	0.44	–1.79
	(0.62)	(0.52)	(0.57)	(0.95)	(0.62)	(0.53)	(0.57)	(0.97)
Average wealth	–0.01	–0.45	0.43	–1.01	–0.03	–0.43	0.42	–0.91
	(0.61)	(0.49)	(0.56)	(0.82)	(0.61)	(0.49)	(0.55)	(0.83)
Below average wealth	–0.16	–0.74	0.34	–1.52	–0.17	–0.72	0.33	–1.42
	(0.62)	(0.53)	(0.56)	(0.85)	(0.62)	(0.53)	(0.56)	(0.86)
Poor/on government assistance	–0.61	–0.6	0.41	–1.4	–0.61	–0.55	0.41	–1.29
	(0.61)	(0.52)	(0.56)	(0.84)	(0.61)	(0.52)	(0.56)	(0.86)
Constant	–3.67*	–2.19*	–1.02	0.02	–3.9*	–2.74*	–1.28*	–0.23
	(0.88)	(0.75)	(0.62)	(0.98)	(1.11)	(0.84)	(0.63)	(1.02)
Observations	2,870				2,870			
BIC	6602.61				6649.45			

Note: Base answer category is 'Yes.' Omitted category for Social class is 'wealthy.' Standard errors in parentheses; * $p<0.05$ in a two-tailed test. The left specification is the one partially reported in Table 1 of the main text. The right model estimates separate information effects implied by the Zaller-Berinsky polarization effect. Its BIC statistic from it is used as a point of comparison in Table 1.

Table A3.1.2: Full Multinomial Logit Results for Table 1, Question 2

OPOR Survey, 28 January 1941: Which of these two things do you think is more important--that this country keep out of war, or that Germany be defeated, even at the risk of our getting into the war?

	Keep out of war	DKNO	Keep out of war	DKNO
Information scale	−1.38*	−1.52*	−1.11*	−1.3*
	(0.19)	(0.36)	(0.27)	(0.5)
Support FDR	−0.08	−0.14	0.42	0.27
	(0.11)	(0.22)	(0.29)	(0.47)
Oppose FDR	0.98*	0.08	0.67	−0.43
	(0.13)	(0.29)	(0.42)	(0.79)
Information*Support FDR			−0.78	−0.66
			(0.39)	(0.68)
Information*Oppose FDR			0.33	0.62
			(0.51)	(1.03)
Female	0.33*	0.67*	0.34*	0.67*
	(0.1)	(0.2)	(0.1)	(0.2)
Black	−0.02	−0.35	−0.02	−0.34
	(0.23)	(0.45)	(0.23)	(0.45)
Age	−0.0003	0.03*	−0.0004	0.03*
	(0.003)	(0.007)	(0.004)	(0.007)
Social class				
Above average wealth	0.2	−0.36	0.2	−0.36
	(0.42)	(0.86)	(0.42)	(0.87)
Average wealth	0.17	0.43	0.19	0.45
	(0.41)	(0.8)	(0.41)	(0.8)
Below average wealth	0.2	0.8	0.23	0.83
	(0.41)	(0.8)	(0.41)	(0.8)
Poor/on government assistance	0.15	0.67	0.18	0.7
	(0.41)	(0.81)	(0.41)	(0.81)
Constant	0.04	−3.08*	−0.15	−3.24*
	(0.47)	(0.97)	(0.49)	(0.99)
Observations	2,880		2,880	
BIC	5219.07		5239.72	

Note: Base answer category is 'Defeat Germany.' Omitted category for Social class is 'wealthy.' Standard errors in parentheses; * p<0.05 in a two-tailed test. The left specification is the one partially reported in Table 1 of the main text. The right model estimates separate information effects implied by the Zaller-Berinsky polarization effect. Its BIC statistic from it is used as a point of comparison in Table 1.

Table A3.1.3: Full Multinomial Logit Results for Table 1, Question 3

OPOR Survey, 26 March 1942: If Hitler offered peace now to all countries on the basis of not going farther, but of leaving matters as they are now, would you favor or oppose such a peace?

	Yes	DKNO	Yes	DKNO
Information scale	–2.21*	–1.54*	–2.8*	–1.65*
	(0.33)	(0.53)	(0.44)	(0.59)
Support FDR	–0.59*	0.03	–0.76*	–0.03
	(0.23)	(0.32)	(0.31)	(0.42)
Oppose FDR	0.24	–0.82	–0.74	–0.95
	(0.36)	(0.7)	(0.64)	(1.11)
Information*Support FDR			0.86	0.19
			(0.71)	(1.01)
Information*Oppose FDR			2.28*	0.14
			(0.95)	(2.07)
Female	0.49	0.9*	0.5*	0.91*
	(0.22)	(0.34)	(0.22)	(0.34)
Age	0.005	0.02*	0.006	0.02*
	(0.007)	(0.01)	(0.007)	(0.01)
Social class				
Above average wealth	1.08	12.47*	1.01	11.24*
	(0.92)	(0.85)	(0.87)	(0.88)
Average wealth	0.5	13.11*	0.49	11.88*
	(0.9)	(0.35)	(0.85)	(0.42)
Poor/on government	0.75	13.76*	0.74	12.52*
assistance	(0.88)	(0.23)	(0.83)	(0.33)
Constant	–2.42*	–17.32*	–2.33*	–16.05*
	(0.98)	(0.72)	(0.94)	(0.75)
Observations	1,959		1,959	
BIC	1998.79		2024.61	

Note: Base answer category is 'No.' Omitted category for Social class is 'wealthy.' Standard errors in parentheses; * p<0.05 in a two-tailed test. The left specification is the one partially reported in Table 1 of the main text. The right model estimates separate information effects for each party. As we note in the text, the elite leadership argument implies a mainstream effect here that requires only a single information effect. For the sake of symmetry in Table 1, we report nevertheless report a BIC statistic comparison.

Table A3.1.4: Full Multinomial Logit Results for Table 1, Question 4

OPOR Survey, 26 March 1942: If we win the war, how do you think we should treat the people of Germany? [Open-ended responses coded into several categories.]

	Punish Germans after the war	DKNO	Punish Germans after the war	DKNO
Information scale	−0.69*	−0.88*	−0.34	−1.09*
	(0.29)	(0.26)	(0.38)	(0.38)
Support FDR	0.1	−0.51*	0.38	−0.62*
	(0.2)	(0.19)	(0.31)	(0.28)
Oppose FDR	0.06	−0.47	0.07	−1.38
	(0.32)	(0.29)	(0.56)	(0.72)
Information*Support FDR			−0.73	0.36
			(0.51)	(0.51)
Information*Oppose FDR			−0.15	1.58
			(0.78)	(0.96)
Female	−0.04	0.13	−0.02	0.13
	(0.2)	(0.18)	(0.2)	(0.18)
Age	−0.01	0.003	−0.01	0.003
	(0.007)	(0.007)	(0.007)	(0.007)
Social class				
Above average wealth	−0.46	0.9	−0.5	0.89
	(0.6)	(0.63)	(0.6)	(0.64)
Average wealth	−0.58	0.77	−0.59	0.79
	(0.52)	(0.6)	(0.51)	(0.61)
Poor/on government assistance	−0.58	1.03	−0.57	1.04
	(0.51)	(0.59)	(0.51)	(0.6)
Constant	−0.4	−2.18*	−0.54	−2.14*
	(0.71)	(0.71)	(0.73)	(0.73)
Observations	1,965		1,965	
BIC	3576.64		3600.33	

Note: Base answer category is 'Do not punish the German people after the war.' Omitted category for Social class is 'wealthy.' Standard errors in parentheses; * $p<0.05$ in a two-tailed test. The left specification is the one partially reported in Table 1 of the main text. The right model estimates separate information effects for each party. As we note in the text, the Zaller-Berinsky elite leadership argument has no clear implications here because elites had not taken clear public positions on the issue. For the sake of symmetry in Table 1, we report nevertheless report a BIC statistic comparison.

Table A3.2.1: Full Multinomial Logit Results for Table 2, Question 1

April 6-May 6, 1999: And now a few more items… (First,) is/are [five items, presented in random order] a major threat, a minor threat, or not a threat at all? How about… international terrorists?

	Not a threat at all	Minor threat	DKNO	Not a threat at all	Minor threat	DKNO
Information scale	−1.79*	0.2	−3.49*	2.21	−0.09	−5.67*
	(0.59)	(0.27)	(1.1)	(2.35)	(0.69)	(2.7)
Democrat	0.77	0.03	−0.37	3.42	−0.28	−1.74
	(0.56)	(0.2)	(0.74)	(1.79)	(0.52)	(1.45)
Republican	0.86	0.43*	−0.31	3.38	0.35	−0.98
	(0.58)	(0.2)	(0.81)	(1.83)	(0.55)	(1.48)
Information*Democrat				−4.56	0.49	3.22
				(2.47)	(0.79)	(3.09)
Information*Republican				−4.27	0.15	1.81
				(2.52)	(0.81)	(3.14)
Female	0.14	0.04	0.03	0.14	0.03	−0.01
	(0.12)	(0.05)	(0.24)	(0.12)	(0.05)	(0.24)
Black	−0.19	−0.13	0.1	−0.2	−0.12	0.14
	(0.29)	(0.1)	(0.2)	(0.29)	(0.1)	(0.2)
Age	−0.03*	−0.02*	0.05*	−0.03*	−0.02*	0.06*
	(0.01)	(0.00)	(0.01)	(0.01)	(0.00)	(0.02)
Income quintiles						
Second	0.57	0.14	−0.11	0.53	0.14	−0.11
	(0.46)	(0.22)	(0.77)	(0.46)	(0.22)	(0.78)
Third	−0.21	0.16	−0.73	−0.27	0.17	−0.63
	(0.48)	(0.2)	(0.89)	(0.48)	(0.2)	(0.91)
Fourth	0.16	0.51*	0.01	0.1	0.51*	0.11
	(0.52)	(0.21)	(0.95)	(0.52)	(0.21)	(0.96)
Fifth	0.53	0.62*	0.08	0.47	0.62*	0.14
	(0.49)	(0.21)	(0.02)	(0.5)	(0.21)	(0.93)
Constant	−1.67*	−0.61*	−4.68*	−3.99	−0.45	−4.02*
	(0.69)	(0.29)	(1.13)	(1.75)	(0.46)	(1.22)
Observations	1,332			1,332		
BIC	2324.42			2361.37		

Note: Base answer category is 'Major threat.' Standard errors in parentheses; * p<0.05 in a two-tailed test. The left specification is the one partially reported in Table 2 of the main text. The right model estimates separate information effects for each party. The Zaller-Berinsky elite leadership argument has no clear implications here because elites had not taken clear public positions on the issue in 1999. To the extent that they did, we would expect a mainstream effect that is observationally equivalent to the expectations generated by our theoretical argument. For the sake of symmetry in Table 2, we report nevertheless report a BIC statistic comparison.

Table A3.2.2: Full Multinomial Logit Results for Table 2, Question 2

January 9-13, 2002: Do you think the United States should keep military forces in Afghanistan in order to maintain civil order there, or should the United States not do this?

	No	Don't know/ Refused	No	Don't know/ Refused
Information scale	0.55*	0.24	0.25	–1.76
	(0.2)	(0.43)	(0.59)	(1.03)
Democrat	–0.34	–0.98*	–0.38	–1.9*
	(0.23)	(0.43)	(0.32)	(0.58)
Republican	–0.37	–0.85*	–0.54	–1.21*
	(0.23)	(0.42)	(0.32)	(0.51)
Information*Democrat			0.14	3.12*
			(0.69)	(1.46)
Information*Republican			0.48	1.67
			(0.64)	(1.43)
Female	–0.36*	0.23	–0.36*	0.23
	(0.15)	(0.32)	(0.15)	(0.32)
Black	0.09	–0.61	0.09	–0.43
	(0.07)	(0.73)	(0.07)	(0.68)
Age	0.002	0.02*	0.002	0.02*
	(0.004)	(0.009)	(0.004)	(0.009)
Income quintiles				
Second	–0.52*	–0.66	–0.51*	–0.64
	(0.23)	(0.41)	(0.23)	(0.41)
Third	–0.03	–0.94	–0.02	–0.96
	(0.25)	(0.6)	(0.25)	(0.6)
Fourth	–0.28	–0.74	–0.27	–0.78
	(0.25)	(0.51)	(0.25)	(0.51)
Fifth	–0.09	–0.82	–0.08	0.83
	(0.23)	(0.49)	(0.23)	(0.49)
Constant	–0.58	–2.76*	–0.49*	–2.16*
	(0.34)	(0.49)	(0.38)	(0.67)
Observations	1,065		1,064	
BIC	1689.88		1710.54	

Note: Base answer category is 'Yes, keep military forces in Afghanistan.' Standard errors in parentheses; * $p<0.05$ in a two-tailed test. The left specification is the one partially reported in Table 2 of the main text. The right model estimates separate information effects for each party. As we note in the text, the Zaller-Berinsky elite leadership argument implies a single mainstream effect in this case that is the opposite of what we expect. For the sake of symmetry in Table 2, we report nevertheless report a BIC statistic comparison.

Table A3.2.3: Full Multinomial Logit Results for Table 2, Question 3

January 9-13, 2002: As part of the U.S. war on terrorism, would you favor or oppose taking military action in Iraq to end Saddam Hussein's rule?

	Oppose	Don't know/ Refused	Oppose	Don't know/ Refused
Information scale	0.81*	–0.03	1.09	–2.08
	(0.34)	(0.47)	(1.12)	(1.64)
Democrat	0.3	–0.38	0.34	–1.01
	(0.42)	(0.49)	(0.64)	(0.6)
Republican	–0.74	–1.09*	–0.41	–1.54*
	(0.44)	(0.52)	(0.68)	(0.64)
Information*Democrat			0.03	2.68
			(1.21)	(1.76)
Information*Republican			–0.73	2.02
			(1.22)	(1.78)
Female	–0.07	0.59	–0.07	0.61
	(0.25)	(0.34)	(0.25)	(0.34)
Black	–0.08	–0.11	–0.07	–0.06
	(0.15)	(0.29)	(0.16)	(0.29)
Age	0.002	0.02*	0.002	0.02*
	(0.007)	(0.009)	(0.008)	(0.009)
Income quintiles				
Second	–0.95*	–0.41	0.97*	–0.38
	(0.38)	(0.49)	(0.38)	(0.41)
Third	–0.39	–1.25	–0.4	–1.23
	(0.41)	(0.68)	(0.4)	(0.68)
Fourth	–1.2*	–0.45	1.24*	–0.47
	(0.5)	(0.53)	(0.5)	(0.54)
Fifth	0.08	–1.03	0.05	1.0
	(0.37)	(0.58)	(0.37)	(0.58)
Constant	–1.29*	–2.44*	–1.42*	–2.12*
	(0.61)	(0.74)	(0.71)	(0.75)
Observations	533		533	
BIC	847.69		868.76	

Note: Base answer category is 'Favor.' Standard errors in parentheses; * p<0.05 in a two-tailed test. The left specification is the one partially reported in Table 2 of the main text. The right model estimates separate information effects for each party. As we note in the text, the Zaller-Berinsky elite leadership argument implies either a polarization effect or a mainstream effect that is the opposite of what we expect. For the sake of symmetry in Table 2, we report report a BIC statistic comparison.

Table A3.2.4: Full Multinomial Logit Regression Results for Table 2, Question 4

January 9-13, 2002: As part of the U.S. war on terrorism, would you favor or oppose taking military action in Iraq to end Saddam Hussein's rule, even if it meant that U.S. forces might suffer thousands of casualties?

	Oppose	Don't know/ Refused	Oppose	Don't know/ Refused
Information scale	0.34	–0.62	0.69	–1.43
	(0.28)	(0.28)	(0.8)	(1.24)
Democrat	–0.25	–0.86*	–0.32	–0.89
	(0.31)	(0.43)	(0.44)	(0.52)
Republican	–1.23*	–1.31*	–0.85	–1.71*
	(0.32)	(0.43)	(0.43)	(0.54)
Information*Democrat			0.15	–0.14
			(0.89)	(1.46)
Information*Republican			–1.08	1.58
			(0.87)	(1.36)
Female	0.43*	0.66*	0.44*	0.64*
	(0.2)	(0.32)	(0.2)	(0.32)
Black	0.13	0.24*	0.15	0.23
	(0.11)	(0.12)	(0.11)	(0.12)
Age	0.005	0.02*	0.005	0.02*
	(0.006)	(0.008)	(0.006)	(0.009)
Income quintiles				
Second	–0.36	–0.55	–0.37	–0.51
	(0.33)	(0.43)	(0.32)	(0.43)
Third	–0.22	–0.34	–0.25	–0.33
	(0.38)	(0.52)	(0.38)	(0.52)
Fourth	–0.2	–0.81	0.22	–0.77
	(.35)	(0.54)	(0.35)	(0.54)
Fifth	–0.07	–0.59	0.08	–0.54
	(0.33)	(0.48)	(0.33)	(0.49)
Constant	–0.35	–1.54*	–0.44	–1.43*
	(0.48)	(0.68)	(0.54)	(0.71)
Observations	531		531	
BIC	1052.1		1067.24	

Note: Base answer category is 'Favor.' Standard errors in parentheses; * $p<0.05$ in a two-tailed test. The left specification is the one partially reported in Table 2 of the main text. The right model estimates separate information effects for each party. As we note in the text, the Zaller-Berinsky elite leadership argument implies either a polarization effect or a mainstream effect that is the opposite of what we expect. For the sake of symmetry in Table 2, we report report a BIC statistic comparison.

Table A3.3.1: Full Multinomial Logit Regression Results for Table 3, Question 1

January 9-13, 2002: Would you favor or oppose the U.S. taking military action to destroy terrorist groups in Somalia?

	Oppose	Don't know/ Refused	Oppose	Don't know/ Refused
Information scale	0.42	−0.37	1.79	0.13
	(0.35)	(0.38)	(1.15)	(1.21)
Democrat	−0.003	0.21	0.75	0.23
	(0.43)	(0.45)	(0.65)	(0.6)
Republican	−0.44	−0.54	−0.27	−0.17
	(0.44)	(0.47)	(0.68)	(0.6)
Information*Democrat			−2.29	0.001
			(1.27)	(1.3)
Information*Republican			−0.7	−1.39
			(1.24)	(1.35)
Female	0.65*	0.76*	0.69*	0.74*
	(0.26)	(0.27)	(0.26)	(0.27)
Black	0.09	−0.2	0.03	−0.16
	(0.12)	(0.31)	(0.13)	(0.29)
Age	0.0003	0.03*	0.003	0.03*
	(0.007)	(0.007)	(0.008)	(0.007)
Income quintiles				
Second	−1.2*	−0.28	−1.23*	−0.3
	(0.39)	(0.34)	(0.4)	(0.35)
Third	−0.7	−0.75	−0.76	−0.76
	(0.42)	(0.48)	(0.43)	(0.48)
Fourth	−0.95*	−0.53	−0.94*	−0.53
	(0.45)	(0.46)	(0.45)	(0.46)
Fifth	−0.48	−0.77	−0.48	−0.8
	(0.38)	(0.44)	(0.38)	(0.44)
Constant	−1.19	−2.61*	−1.51*	−2.78*
	(0.61)	(0.64)	(0.72)	(0.7)
Observations	533		533	
BIC	952.37		966.38	

Note: Base answer category is 'Favor.' Standard errors in parentheses; * p<0.05 in a two-tailed test. The left specification is the one partially reported in Table 3 of the main text. The right model estimates separate information effects for each party. The Zaller-Berinsky elite leadership argument has no clear implications in this case because elites had not taken clear public positions on this hypothetical policy option. For the sake of symmetry in Table 2, we report nevertheless report a BIC statistic comparison.

Table A3.3.2: Full Multinomial Logit Regression Results for Table 3, Question 2

January 9-13, 2002: Would you favor or oppose the U.S. taking military action to destroy terrorist groups in Sudan?

	Oppose	Don't know/ Refused	Oppose	Don't know/ Refused
Information scale	0.74*	0.16	1.22	−1.22
	(0.35)	(0.39)	(0.95)	(1.36)
Democrat	0.22	−0.2	0.2	−0.79
	(0.38)	(0.46)	(0.56)	(0.59)
Republican	−0.7	−0.14	−0.17	−0.4
	(0.41)	(0.45)	(0.58)	(0.56)
Information*Democrat			0.06	2.02
			(1.04)	(1.47)
Information*Republican			−1.36	1.15
			(1.1)	(1.45)
Female	0.45	1.36*	0.47	1.36*
	(0.26)	(0.32)	(0.26)	(0.32)
Black	0.22*	0.006	0.24*	0.02
	(0.09)	(0.24)	(0.1)	(0.23)
Age	−0.02	0.02*	−0.02	0.02*
	(0.009)	(0.009)	(0.009)	(0.009)
Income quintiles				
Second	0.24	−0.04	0.24	−0.05
	(0.43)	(0.45)	(0.43)	(0.46)
Third	0.03	0.22	0.01	0.19
	(0.51)	(0.53)	(0.51)	(0.54)
Fourth	0.03	0.25	1.29	0.23
	(0.46)	(0.5)	(1.26)	(0.5)
Fifth	0.69	0.63	0.6*	0.62
	(0.43)	(0.47)	(0.3)	(0.47)
Constant	−1.5*	−3.95*	−2.34*	−3.62*
	(0.61)	(0.74)	(0.61)	(0.77)
Observations	531		531	
BIC	897.51		916.3	

Note: Base answer category is 'Favor.' Standard errors in parentheses; * p<0.05 in a two-tailed test. The left specification is the one partially reported in Table 3 of the main text. The right model estimates separate information effects for each party. The Zaller-Berinsky elite leadership argument has no clear implications in this case because elites had not taken clear public positions on this hypothetical policy option. For the sake of symmetry in Table 2, we report nevertheless report a BIC statistic comparison.

Table A3.3.3: Full Multinomial Logit Regression Results for Table 3, Question 3

January 9-13, 2002: As I read from a list tell me how important each of the following is as a way to reduce terrorism in the future...Take military action to wipe out facilities of countries attempting to build nuclear weapons.

	Fairly important	Not too important	Not at all important	Don't know/ Refused	Fairly important	Not too important	Not at all important	Don't know/ Refused
Information scale	0.41	1.37*	0.24	1.65*	−1.9	1.39	−1.22	0.66
	(0.29)	(0.41)	(0.61)	(0.64)	(1.44)	(1.33)	(1.51)	(1.76)
Democrat	0.18	−0.27	−0.74	−0.15	−0.45	−0.14	−1.27	−0.73
	(0.42)	(0.5)	(0.56)	(0.73)	(0.52)	(0.8)	(0.74)	(1.14)
Republican	0.33	−0.78	−1.87*	−1.0	−0.19	−0.67	−2.33*	−1.08
	(0.41)	(0.52)	(0.64)	(0.77)	(0.52)	(0.83)	(0.87)	(1.21)
Information*Democrat					2.65	−0.001	1.83	1.63
					(1.5)	(1.46)	(1.69)	(1.98)
Information*Republican					2.26	0.03	1.53	0.46
					(1.48)	(1.44)	(1.82)	(2.0)
Female	0.02	−0.39	−0.1	−0.56	0.01	−0.39	−0.11	−0.58
	(0.2)	(0.32)	(0.46)	(0.49)	(0.2)	(0.31)	(0.44)	(0.49)
Black	−0.43	0.03	−1.02	−0.18	−0.39	0.03	−0.96	−0.11
	(0.33)	(0.14)	(1.06)	(0.41)	(0.33)	(0.15)	(1.07)	(0.41)
Age	−0.003	0.001	0.01	0.04*	0.002	0.001	0.02	0.04*
	(0.006)	(0.01)	(0.01)	(0.01)	(0.006)	(0.01)	(0.01)	(0.01)
Income quintiles								
Second	0.12	−0.94	−0.07	−0.48	0.15	−0.96	−0.01	−0.47
	(0.32)	(0.51)	(0.72)	(0.64)	(0.32)	(0.51)	(0.72)	(0.64)
Third	0.63	−0.24	0.73	0.47	0.65	−0.26	0.79	−0.49
	(0.37)	(0.56)	(0.78)	(0.71)	(0.37)	(0.56)	(0.78)	(0.72)
Fourth	0.24	−0.06	0.28	−0.78	0.24	−0.06	0.3	−0.82
	(0.37)	(0.52)	(0.84)	(0.91)	(0.37)	(0.52)	(0.83)	(0.92)
Fifth	0.4	0.25	1.17	−1.12	0.42	0.23	1.23	−1.12
	(0.35)	(0.47)	(0.69)	(0.91)	(0.35)	(0.47)	(0.4)	(0.91)
Constant	−1.0	−1.34	−2.43*	−4.06*	−0.53	−1.41	−2.16*	−3.82*
	(0.55)	(0.74)	(1.01)	(1.18)	(0.6)	(0.87)	(1.03)	(1.26)
Observations	533				533			
BIC	1486.77				1531.87			

Note: Base answer category is 'Very important.' Standard errors in parentheses; * p<0.05 in a two-tailed test. The left specification is the one partially reported in Table 3 of the main text. The right model estimates separate information effects for each party. The Zaller-Berinsky elite leadership argument has no clear implications in this case because elites had not taken clear public positions on this hypothetical policy option. For the sake of symmetry in Table 2, we report nevertheless report a BIC statistic comparison.

4. Alternatives to the Multinomial Logit Model

The multinomial logit regression models used in the paper assume the independence of irrelevant alternatives (IIA). There is no straightforward test for IIA, and alternative models originally intended to avoid it, such as alternative-specific multinomial probit, have proven vulnerable to the violation of other, less obvious assumptions. Although ordered choice models do not make the IIA assumption, we cannot use them without dropping the "don't know" responses. Because respondent's propensity to offer this response is strongly related to the information effect we wish to estimate, dropping these responses would bias our estimates of this effect.

As an alternative, we decided to address IIA somewhat differently in this appendix. The critical question for our purposes is whether alternative choice sets in our dependent variable give us different results concerning information. It should really be a problem for choices involving very similar alternatives. For this reason, it should pose the greatest difficulty for the January 1941 question about whether the United States should lend military equipment to Britain. This question had five possible responses, including a qualified answer and an extreme form of the "yes" response insisting that the equipment be a gift rather than a loan. The appendix includes an alternative model to test whether the information effect holds up with response categories that are less vulnerable to violation of the IIA assumption. We collapsed these similar categories to produce a 3-category response to the question: "yes" (including the qualified answer and the extreme yes), "no," and "don't know." The results are substantively similar to those produced using the original 5-category response: more politically informed respondents were much more likely to support assistance to Britain.

Table A4.1 Alternative Response Categories for 1941 British Aid Question

OPOR Survey, 28 January 1941: If the British are unable to pay cash for war materials bought in this country, should our government lend war materials to the British, to be paid back in the same materials and other goods after the war is over? [Collapsed 'yes,' 'qualified response,' and 'give, not lend' into one category.]

	No	DKNO	No	DKNO
Information scale	–0.66*	–2.59*	–0.24	–2.28*
	(0.22)	(0.4)	(0.32)	(0.57)
Support FDR	–0.36*	0.29	0.29	0.7
	(0.14)	(0.23)	(0.36)	(0.41)
Oppose FDR	0.84*	–0.36	1.15*	–1.64
	(0.15)	(0.36)	(0.47)	(1.02)
Information*Support FDR			–1.04*	–0.85
			(0.48)	(0.71)
Information*Oppose FDR			–0.49	1.82
			(0.57)	(1.39)
Female	0.14	0.83*	0.14	0.83*
	(0.12)	(0.21)	(0.12)	(0.21)
Black	–0.34	0.001	–0.36	–0.002
	(0.3)	(0.38)	(0.3)	(0.39)
Age	–0.006	–0.005	–0.007	0.006
	(0.005)	(0.007)	(0.004)	(0.007)
Social class				
Above average wealth	0.54	–1.79	0.51	–1.73
	(0.56)	(0.22)	(0.56)	(0.96)
Average wealth	0.49	–0.96	0.48	–0.86
	(0.54)	(0.81)	(0.54)	(0.82)
Below average wealth	0.43	–1.44	0.42	–1.34
	(0.55)	(0.84)	(0.55)	(0.85)
Poor/on government assistance	0.52	–1.31	0.51	–1.21
	(0.55)	(0.83)	(0.55)	(0.85)
Constant	–1.19	–0.13	–1.42*	–0.36
	(0.6)	(0.98)	(0.62)	(1.01)
Observations	2,870		2,870	
BIC	6602.61		6649.45	

Note: Base answer category is 'Yes/Give, not lend/Qualified response.' Omitted category for Social class is 'wealthy.' Standard errors in parentheses; * $p<0.05$ in a two-tailed test. The left specification is the one partially reported in Table 1 of the main text. The right model estimates separate information effects implied by the Zaller-Berinsky polarization effect. Its BIC statistic from it is used as a point of comparison in Table 1.