Figure axes — Left vertical axis: "Experimentally Manipulated Variable". Horizontal axis: "Change Pr(Vote Choice)". Panels: Democrat (N=544), Republican (N=129). PID legend: Democrat (N=544) in blue, Republican (N=129) in red.

Experimentally Manipulated Variable (top to bottom):
- Gender – Male
- Gender – Female
- Race – White
- Race – Black
- Race – Hispanic
- Religion – None
- Religion – Protestant
- Religion – Catholic
- Religion – Evangelical Protestant
- Occupation – Attorney
- Occupation – Teacher
- Occupation – State Legislator
- Occupation – City Council Member
- Occupation – Factory Foreman
- Occupation – CEO
- Occupation – Farmer
- Occupation – Political Staffer
- Occupation – Small Business Owner
- Occupation – Former US Army Major
- Personality – Decent
- Personality – Inspiring
- Personality – Compassionate
- Personality – Knowledgeable
- Personality – Empathetic
- Personality – Strong Leader
- Personality – Intelligent
- Personality – Moral
- Endorsements – Major area newspapers
- Endorsements – Reproductive rights groups
- Endorsements – Civil rights groups
- Endorsements – Environmental groups
- Endorsements – Gun control groups
- Endorsements – Labor unions
- Endorsements – Veterans groups
- Endorsements – Business groups
- Endorsements – Tax reform groups
- Endorsements – Energy groups
- Endorsements – Gun rights groups
- Endorsements – Christian groups
- Endorsements – Tea Party groups
- Record – Help my constituents get the benefits they deserve
- Record – Work across the aisle to get things done
- Record – Stand with my party to do what's right
- Record – Secure appointment to a powerful legislative committee
- Record – Refuse to compromise my principles even when it means taking on my party
- Issue – Promote expanding free trade agreements
- Issue – Defend the rights of LGBT individuals
- Issue – Expand government and unemployment assistance for those in need
- Issue – Provide a path to citizenship for undocumented immigrants
- Issue – Protect a woman's right to choose
- Issue – Raise taxes on those making more than $250,000 a year
- Issue – Regulate CO2 emissions to combat global warming
- Issue – Reform policing and stop racial profiling
- Issue – Reduce the size of military and number of military bases
- Issue – Strengthen gun control through commonsense restrictions
- Issue – Protect jobs and industry from unfair foreign trade
- Issue – Prevent and prosecute abuse of government assistance programs
- Issue – Toughen sentences and penalties for criminals
- Issue – Expand domestic oil and gas production through drilling
- Issue – Cut taxes on income and capital gains for all
- Issue – Strengthen border security to stop illegal immigration
- Issue – Strengthen our military and national defense
- Issue – Protect gun owners' rights to defend themselves and others
- Issue – Protect the lives of the unborn
- Issue – Defend traditional marriage and religious beliefs