Supplemental Materials for APSR Dataverse
"Varieties of Values: Moral Values Are Uniquely Divisive"

D1. Results on Value Moralization: MTurk, Lucid, and TESS

Table D1. Moralization at the Typology Level

VARIABLES	MTurk	Lucid	TESS
Schwartz	3.418*	3.726*	3.581*
	(0.036)	(0.033)	(0.037)
MFT	3.953*	3.949*	3.952*
	(0.059)	(0.039)	(0.045)
Political	3.825*	3.723*	3.657*
	(0.045)	(0.040)	(0.045)
Observations	2,828	3,844	3,189
Number of respondents	781	1,050	852
Variance: respondent (intercept)	0.327	0.557	0.606

Note: * p<0.05 Model results of Figures A1-A2 in Online Appendix and Figure 1 in main text.

Table D2. Moralization at the Value Level

VARIABLES	MTurk	Lucid	TESS
S: Self-Direction	2.879*	3.606*	3.464*
	(0.077)	(0.067)	(0.074)
S: Hedonism	2.589*	3.485*	3.151*
	(0.100)	(0.073)	(0.084)
S: Benevolence	4.146*	4.024*	3.984*
	(0.079)	(0.069)	(0.074)
S: Power	2.703*	3.738*	2.924*
	(0.183)	(0.114)	(0.146)
S: Universalism	4.104*	3.947*	4.017*
	(0.065)	(0.070)	(0.076)
S: Achievement	2.805*	3.598*	3.119*
	(0.124)	(0.092)	(0.107)
S: Security	3.024*	3.514*	3.473*
	(0.070)	(0.069)	(0.072)
S: Stimulation	2.640*	3.375*	3.002*
	(0.121)	(0.082)	(0.089)
S: Conformity	3.949*	4.010*	4.018*
	(0.090)	(0.070)	(0.075)
S: Tradition	3.548*	3.794*	3.626*
	(0.104)	(0.080)	(0.091)

MF: Care	4.557*	4.194*	4.249*
	(0.104)	(0.068)	(0.078)
MF: Fairness	4.155*	4.040*	4.178*
	(0.109)	(0.072)	(0.080)
MF: Loyalty	3.362*	3.843*	3.784*
	(0.149)	(0.075)	(0.086)
MF: Authority	3.457*	3.757*	3.531*
	(0.111)	(0.075)	(0.084)
MF: Sanctity	3.855*	3.821*	3.896*
	(0.115)	(0.079)	(0.087)
P: Equality	4.129*	3.967*	3.631*
	(0.070)	(0.086)	(0.092)
P: Humanitarianism	4.145*	3.934*	3.997*
	(0.066)	(0.074)	(0.080)
P: Moral Traditionalism	3.965*	3.690*	3.666*
	(0.179)	(0.080)	(0.086)
P: Moral Tolerance	3.760*	3.566*	3.630*
	(0.140)	(0.080)	(0.090)
P: Individualism	2.986*	3.553*	3.335*
	(0.101)	(0.089)	(0.090)
P: Limited Gov't	3.062*	3.528*	3.524*
	(0.113)	(0.101)	(0.118)
Observations	2,828	3,844	3,189
Number of respondents	781	1,050	852
Variance: respondent (intercept)	0.347	0.557	0.601

Note: * p<0.05 Model results of Figure A3 in Online Appendix and Figure 2 in main text.

D2. Typology- and Value-level Moralization Estimates by Value Support or Opposition

Table D3: Moralization Among Value Supporters and Opponents at Typology Level

VARIABLES	(1) Value supporters	(2) Value opponents
Schwartz	3.581*	2.885*
	(0.037)	(0.072)
MFT	3.952*	3.436*
	(0.045)	(0.095)
Political	3.657*	3.481*
	(0.045)	(0.071)
Observations	3,189	1,039
Number of respondents	852	603
Variance: respondent (intercept)	0.606	0.705

Note: * p<0.05 Model results of Figure A4 in Online Appendix.

Table D4: Moralization Among Value Supporters and Opponents at Value Level

VARIABLES	(1) Value supporters	(2) Value opponents
S: Self-Direction	3.464*	3.428*
	(0.074)	(0.317)
S: Hedonism	3.151*	3.228*
	(0.084)	(0.194)
S: Benevolence	3.984*	3.048*
	(0.074)	(0.329)
S: Power	2.924*	2.479*
	(0.146)	(0.125)
S: Universalism	4.017*	3.213*
	(0.076)	(0.345)
S: Achievement	3.119*	3.102*
	(0.107)	(0.138)
S: Security	3.473*	3.025*
	(0.072)	(0.352)
S: Stimulation	3.002*	2.475*
	(0.089)	(0.186)
S: Conformity	4.018*	3.614*
	(0.075)	(0.295)
S: Tradition	3.626*	2.840*
	(0.091)	(0.170)
MF: Care	4.249*	3.533*
	(0.078)	(0.227)
MF: Fairness	4.178*	3.241*
	(0.080)	(0.211)
MF: Loyalty	3.784*	3.795*
	(0.086)	(0.182)
MF: Authority	3.531*	3.671*
	(0.084)	(0.184)
MF: Sanctity	3.896*	3.005*
	(0.087)	(0.187)
P: Equality	3.631*	3.352*
	(0.092)	(0.149)
P: Humanitarianism	3.997*	3.144*
	(0.080)	(0.223)
P: Moral Traditionalism	3.666*	3.653*
	(0.086)	(0.182)
P: Moral Tolerance	3.630*	4.167*
	(0.090)	(0.146)
P: Individualism	3.335*	3.067*

	(0.090)	(0.154)
P: Limited Gov't	3.524*	3.364*
	(0.118)	(0.125)
Observations	3,189	1,039
Number of respondents	852	603
Variance: respondent (intercept)	0.601	0.685

Note: * p<0.05 Model results of Figure A5 in Online Appendix.

D3. Value Moralization and Support Between Liberals and Conservatives

Table D5: Moralization Among Liberals and Conservatives

VARIABLES	(1) Liberals	(2) Conservatives
S: Self-Direction	3.418*	3.527*
	(0.107)	(0.121)
S: Hedonism	2.916*	3.368*
	(0.117)	(0.141)
S: Benevolence	3.968*	4.181*
	(0.107)	(0.121)
S: Power	2.870*	2.787*
	(0.201)	(0.247)
S: Universalism	4.152*	3.874*
	(0.116)	(0.120)
S: Achievement	2.907*	3.232*
	(0.161)	(0.177)
S: Security	3.418*	3.562*
	(0.104)	(0.116)
S: Stimulation	2.895*	2.898*
	(0.127)	(0.149)
S: Conformity	4.074*	3.975*
	(0.116)	(0.115)
S: Tradition	3.536*	3.764*
	(0.136)	(0.140)
MF: Care	4.367*	4.073*
	(0.110)	(0.123)
MF: Fairness	4.220*	4.225*
	(0.115)	(0.129)
MF: Loyalty	3.854*	3.846*
	(0.133)	(0.129)
MF: Authority	3.255*	3.765*
	(0.135)	(0.123)
MF: Sanctity	3.932*	3.907*

	(0.135)	(0.135)
V: Equality	3.724*	3.132*
	(0.118)	(0.196)
V: Humanitarianism	4.105*	3.971*
	(0.119)	(0.127)
V: Moral Traditionalism	3.191*	3.955*
	(0.165)	(0.114)
V: Moral Tolerance	3.639*	3.623*
	(0.122)	(0.160)
V: Individualism	3.094*	3.490*
	(0.149)	(0.131)
V: Limited Gov't	3.184*	3.636*
	(0.224)	(0.154)
Observations	1,402	1,265
Number of respondents	381	328
Variance: respondent (intercept)	0.588	0.621

Note: * p<0.05 Model results of Figure A6 in Online Appendix.

Table D6: Value Support Among Liberals and Conservatives

	(1)	(2)
VARIABLES	Liberals	Conservatives
S: Self-Direction	4.323*	4.078*
	(0.106)	(0.116)
S: Hedonism	3.823*	3.466*
	(0.102)	(0.117)
S: Benevolence	4.190*	4.422*
	(0.103)	(0.122)
S: Power	2.581*	2.711*
	(0.102)	(0.125)
S: Universalism	4.343*	4.125*
	(0.111)	(0.114)
S: Achievement	3.000*	2.827*
	(0.108)	(0.119)
S: Security	4.359*	4.490*
	(0.102)	(0.117)
S: Stimulation	3.527*	3.382*
	(0.100)	(0.124)
S: Conformity	3.948*	4.243*
	(0.111)	(0.114)
S: Tradition	3.359*	3.634*
	(0.106)	(0.119)
MF: Care	4.296*	3.862*
	(0.105)	(0.113)
MF: Fairness	4.163*	3.851*

	(0.109)	(0.114)
MF: Loyalty	3.467*	3.944*
	(0.108)	(0.118)
MF: Authority	3.569*	3.898*
	(0.108)	(0.114)
MF: Sanctity	3.516*	3.659*
	(0.104)	(0.116)
V: Equality	4.011*	2.537*
	(0.108)	(0.119)
V: Humanitarianism	3.864*	3.871*
	(0.107)	(0.117)
V: Moral Traditionalism	2.820*	4.187*
	(0.109)	(0.111)
V: Moral Tolerance	3.740*	2.801*
	(0.109)	(0.113)
V: Individualism	3.036*	3.760*
	(0.108)	(0.118)
V: Limited Gov't	2.474*	3.235*
	(0.105)	(0.119)
Observations	2,293	1,970
Number of respondents	384	330
Variance: respondent (intercept)	0.102	0.089

Note: * p<0.05 Model results of Figure A7 in Online Appendix.

D4. Main Effect of Value Disagreement

Table D7: Main Effect of Value Disagreement

VARIABLES	
Value Disagreement	-0.114*
	(0.007)
Copartisan	0.037*
	(0.008)
Outpartisan	-0.053*
	(0.009)
Woman	0.011
	(0.006)
Age: 37	-0.016
	(0.009)
Age: 46	0.003
	(0.009)
Age: 55	-0.008
	(0.009)
Age: 63	0.006

	(0.010)
Ethnicity: Hispanic	0.015
	(0.008)
Ethnicity: African-American	0.037*
	(0.009)
Ethnicity: Asian	0.032*
	(0.009)
Career: Technology	-0.006
	(0.012)
Career: Small business owner	-0.006
	(0.012)
Career: Law	-0.003
	(0.012)
Career: Health care	-0.009
	(0.012)
Career: Education	-0.009
	(0.012)
Career: Agriculture	-0.008
	(0.012)
Career: Retail	-0.005
	(0.013)
Religion: Jewish	0.053*
	(0.017)
Religion: Catholic	0.010
	(0.009)
Religion: Mainline protestant	0.008
	(0.009)
Religion: Evangelical protestant	0.013
	(0.009)
Religion: Mormon	-0.026
	(0.019)
Religion: Muslim	0.037
	(0.022)
Education: Associate degree	0.015
	(0.009)
Education: Bachelor's degree	0.008
	(0.008)
Education: Graduate degree	0.026*
	(0.009)
Hobby: Food	-0.030*
	(0.013)
Hobby: Reading	-0.004
	(0.013)
Hobby: Video games	-0.019
	(0.012)
Hobby: Travel	-0.021

	(0.013)
Hobby: Exercise	-0.024
	(0.013)
Hobby: Arts and crafts	-0.009
	(0.013)
Hobby: Watching sports	-0.010
	(0.012)
Hobby: Watching TV	-0.028*
	(0.013)
Intercept	0.651*
	(0.017)
Observations	4,209
R-squared	0.113

Note: * p<0.05 Model results of Figure 3 in the manuscript.

D5. Robustness Tests of Main Effect of Value Disagreement

Table D8: Main Effect of Value Disagreement (Liberals and Conservatives Separately)

VARIABLES	Liberals	Conservatives
Value Disagreement	-0.126*	-0.110*
	(0.010)	(0.011)
Copartisan	0.021*	0.032*
	(0.010)	(0.011)
Outpartisan	-0.086*	-0.051*
	(0.012)	(0.012)
Woman	0.016	0.002
	(0.009)	(0.010)
Age: 37	-0.016	-0.015
	(0.013)	(0.016)
Age: 46	0.010	-0.009
	(0.013)	(0.014)
Age: 55	-0.023	0.009
	(0.014)	(0.014)
Age: 63	0.003	0.012
	(0.014)	(0.016)
Ethnicity: Hispanic	0.039*	-0.013
	(0.013)	(0.014)
Ethnicity: African-American	0.066*	0.003
	(0.012)	(0.016)
Ethnicity: Asian	0.046*	0.013
	(0.014)	(0.015)
Career: Technology	-0.018	-0.005
	(0.019)	(0.018)

Career: Small business owner	-0.013	0.003
	(0.018)	(0.020)
Career: Law	-0.011	-0.005
	(0.019)	(0.019)
Career: Health care	-0.033	0.003
	(0.018)	(0.020)
Career: Education	-0.029	-0.016
	(0.019)	(0.019)
Career: Agriculture	-0.023	-0.014
	(0.018)	(0.019)
Career: Retail	-0.026	-0.005
	(0.019)	(0.020)
Religion: Jewish	0.066*	0.039
	(0.026)	(0.028)
Religion: Catholic	-0.011	0.042*
	(0.013)	(0.015)
Religion: Mainline protestant	-0.005	0.039*
	(0.014)	(0.015)
Religion: Evangelical protestant	-0.012	0.049*
	(0.013)	(0.013)
Religion: Mormon	-0.063*	-0.000
	(0.025)	(0.035)
Religion: Muslim	0.035	0.001
	(0.034)	(0.036)
Education: Associate degree	0.024	0.005
	(0.013)	(0.014)
Education: Bachelor's degree	0.019	-0.004
	(0.013)	(0.013)
Education: Graduate degree	0.034*	0.016
	(0.013)	(0.014)
Hobby: Food	-0.036	-0.023
	(0.019)	(0.022)
Hobby: Reading	-0.020	0.022
	(0.019)	(0.020)
Hobby: Video games	-0.034	-0.011
	(0.020)	(0.020)
Hobby: Travel	-0.046*	-0.012
	(0.019)	(0.021)
Hobby: Exercise	-0.031	-0.030
	(0.019)	(0.022)
Hobby: Arts and crafts	-0.019	-0.006
	(0.020)	(0.021)
Hobby: Watching sports	0.007	-0.030
	(0.019)	(0.020)
Hobby: Watching TV	-0.048*	-0.024
	(0.019)	(0.019)

Intercept	0.681*	0.667*
	(0.027)	(0.026)
Observations	1,886	1,650
R-squared	0.165	0.118

Note: * p<0.05 Model results of Figure A8 in the Online Appendix.

Table D9: Main Effect of Value Disagreement (Using Partisanship Control)

VARIABLES	
Value Disagreement	-0.113*
	(0.007)
Partisanship: Democrat	-0.009
	(0.007)
Partisanship: Republican	-0.022*
	(0.008)
Woman	0.011
	(0.006)
Age: 37	-0.015
	(0.010)
Age: 46	0.004
	(0.009)
Age: 55	-0.008
	(0.009)
Age: 63	0.005
	(0.010)
Ethnicity: Hispanic	0.014
	(0.009)
Ethnicity: African-American	0.039*
	(0.009)
Ethnicity: Asian	0.034*
	(0.010)
Career: Technology	-0.007
	(0.012)
Career: Small business owner	-0.005
	(0.012)
Career: Law	-0.001
	(0.012)
Career: Health care	-0.009
	(0.012)
Career: Education	-0.010
	(0.012)
Career: Agriculture	-0.009
	(0.012)
Career: Retail	-0.006

	(0.013)
Religion: Jewish	0.049*
	(0.018)
Religion: Catholic	0.008
	(0.009)
Religion: Mainline protestant	0.008
	(0.010)
Religion: Evangelical protestant	0.012
	(0.009)
Religion: Mormon	-0.026
	(0.019)
Religion: Muslim	0.037
	(0.022)
Education: Associate degree	0.014
	(0.009)
Education: Bachelor's degree	0.009
	(0.009)
Education: Graduate degree	0.028*
	(0.009)
Hobby: Food	-0.025
	(0.013)
Hobby: Reading	-0.002
	(0.013)
Hobby: Video games	-0.018
	(0.013)
Hobby: Travel	-0.020
	(0.013)
Hobby: Exercise	-0.025
	(0.013)
Hobby: Arts and crafts	-0.008
	(0.013)
Hobby: Watching sports	-0.010
	(0.012)
Hobby: Watching TV	-0.025
	(0.013)
Intercept	0.655*
	(0.018)
Observations	4,209
R-squared	0.092

Note: * p<0.05 Model results of Figure A9 in the Online Appendix.

Table D10: Main Effect of Value Disagreement, Separate Outcomes

VARIABLES	Favorability	Neighbor	House
Value Disagreement	-0.135*	-0.113*	-0.093*
	(0.008)	(0.008)	(0.008)
Copartisan	0.040*	0.039*	0.032*
	(0.008)	(0.009)	(0.010)
Outpartisan	-0.058*	-0.057*	-0.042*
	(0.010)	(0.010)	(0.011)
Woman	0.011	0.008	0.014
	(0.007)	(0.007)	(0.008)
Age: 37	-0.014	-0.014	-0.019
	(0.011)	(0.011)	(0.012)
Age: 46	-0.001	0.003	0.004
	(0.010)	(0.010)	(0.011)
Age: 55	-0.013	-0.008	-0.004
	(0.010)	(0.010)	(0.012)
Age: 63	0.008	0.002	0.008
	(0.010)	(0.011)	(0.012)
Ethnicity: Hispanic	0.023*	0.008	0.011
	(0.009)	(0.010)	(0.011)
Ethnicity: African-American	0.039*	0.045*	0.027*
	(0.010)	(0.010)	(0.011)
Ethnicity: Asian	0.034*	0.031*	0.031*
	(0.011)	(0.011)	(0.012)
Career: Technology	-0.008	-0.002	-0.012
	(0.013)	(0.013)	(0.014)
Career: Small business owner	-0.004	-0.007	-0.011
	(0.013)	(0.013)	(0.015)
Career: Law	-0.012	0.001	0.004
	(0.013)	(0.014)	(0.015)
Career: Health care	-0.020	-0.004	-0.005
	(0.013)	(0.013)	(0.014)
Career: Education	-0.013	-0.004	-0.012
	(0.013)	(0.013)	(0.014)
Career: Agriculture	-0.011	-0.007	-0.008
	(0.013)	(0.013)	(0.014)
Career: Retail	-0.005	0.003	-0.015
	(0.014)	(0.014)	(0.016)
Religion: Jewish	0.053*	0.063*	0.046*
	(0.018)	(0.020)	(0.022)
Religion: Catholic	0.010	0.015	0.008
	(0.010)	(0.010)	(0.011)
Religion: Mainline protestant	-0.002	0.017	0.010
	(0.010)	(0.011)	(0.012)

Religion: Evangelical protestant	0.012	0.016	0.014
	(0.010)	(0.010)	(0.011)
Religion: Mormon	-0.048*	-0.021	-0.006
	(0.021)	(0.021)	(0.022)
Religion: Muslim	0.029	0.065*	0.019
	(0.023)	(0.025)	(0.027)
Education: Associate degree	0.014	0.020*	0.012
	(0.010)	(0.010)	(0.010)
Education: Bachelor's degree	0.008	0.012	0.003
	(0.009)	(0.010)	(0.010)
Education: Graduate degree	0.022*	0.025*	0.032*
	(0.009)	(0.010)	(0.011)
Hobby: Food	-0.029*	-0.037*	-0.025
	(0.015)	(0.015)	(0.016)
Hobby: Reading	-0.007	-0.008	0.002
	(0.014)	(0.014)	(0.016)
Hobby: Video games	-0.023	-0.020	-0.013
	(0.014)	(0.014)	(0.015)
Hobby: Travel	-0.019	-0.027	-0.016
	(0.014)	(0.014)	(0.016)
Hobby: Exercise	-0.027	-0.030*	-0.016
	(0.015)	(0.014)	(0.016)
Hobby: Arts and crafts	-0.004	-0.010	-0.015
	(0.015)	(0.015)	(0.016)
Hobby: Watching sports	-0.010	-0.025	0.003
	(0.014)	(0.014)	(0.015)
Hobby: Watching TV	-0.018	-0.022	-0.045*
	(0.014)	(0.014)	(0.016)
Intercept	0.715*	0.693*	0.545*
	(0.019)	(0.019)	(0.022)
Observations	4,233	4,229	4,216
R-squared	0.122	0.093	0.057

Note: * p<0.05 Model results of Figure A10 in the Online Appendix.

D6. Full Model Results and Robustness Tests of the Interaction between Value Disagreement and Moralization

Table D11: Full Model Results of Figures A11 and A12 in Online Appendix

	Including respondents without value position			Including respondent fixed effects		
	(1)	(2)	(3)	(4)	(5)	(6)
VARIABLES	Favorability	Neighbor	House	Favorability	Neighbor	House
Value disagreement	-0.066*	-0.021	-0.003	-0.062*	-0.035	-0.016

	(0.020)	(0.021)	(0.021)	(0.019)	(0.018)	(0.016)
Moral conviction	0.022*	0.020*	0.031*	0.005	0.006	0.007*
	(0.004)	(0.005)	(0.005)	(0.004)	(0.004)	(0.003)
Value disagreement x Moral conviction	-0.019*	-0.025*	-0.025*	-0.018*	-0.021*	-0.022*
	(0.006)	(0.006)	(0.006)	(0.005)	(0.005)	(0.004)
No-position	0.025	-0.032	0.025			
	(0.024)	(0.024)	(0.028)			
No-position x Moral conviction	0.007	0.017*	0.007			
	(0.008)	(0.007)	(0.009)			
Gender: Woman	0.010	0.011	0.014*	0.016*	0.017*	0.014*
	(0.006)	(0.006)	(0.007)	(0.006)	(0.006)	(0.006)
Age: 37	-0.011	-0.008	-0.017	-0.011	-0.011	-0.007
	(0.010)	(0.010)	(0.010)	(0.010)	(0.009)	(0.009)
Age: 46	0.004	0.008	0.001	0.007	0.012	0.019*
	(0.009)	(0.009)	(0.010)	(0.009)	(0.009)	(0.009)
Age: 55	-0.012	-0.009	-0.005	-0.012	-0.008	-0.004
	(0.009)	(0.010)	(0.011)	(0.009)	(0.009)	(0.009)
Age: 63	0.011	0.009	0.007	0.000	-0.002	0.010
	(0.009)	(0.010)	(0.011)	(0.009)	(0.009)	(0.009)
Ethnicity: Hispanic	0.017*	0.007	0.008	0.023*	0.006	0.005
	(0.008)	(0.009)	(0.010)	(0.008)	(0.008)	(0.008)
Ethnicity: African-American	0.038*	0.044*	0.034*	0.037*	0.041*	0.030*
	(0.009)	(0.009)	(0.010)	(0.009)	(0.009)	(0.009)
Ethnicity: Asian	0.036*	0.036*	0.026*	0.034*	0.033*	0.017
	(0.010)	(0.010)	(0.011)	(0.010)	(0.010)	(0.010)
Partisanship: Republican	-0.012	-0.013	-0.005	-0.017	-0.015	-0.004
	(0.009)	(0.009)	(0.010)	(0.010)	(0.009)	(0.009)
Partisanship: Independent	0.016*	0.013	0.009	0.013	0.012	0.014*
	(0.007)	(0.008)	(0.008)	(0.007)	(0.007)	(0.007)
Career: Technology	0.002	0.011	-0.005	-0.016	-0.007	-0.004
	(0.012)	(0.012)	(0.013)	(0.013)	(0.012)	(0.011)
Career: Small business owner	0.005	0.003	-0.001	-0.006	-0.006	0.003
	(0.012)	(0.012)	(0.014)	(0.012)	(0.012)	(0.012)
Career: Law	-0.004	0.011	0.010	-0.017	0.003	0.000
	(0.012)	(0.012)	(0.013)	(0.012)	(0.012)	(0.011)
Career: Health care	-0.006	0.005	-0.001	-0.016	0.004	-0.009
	(0.012)	(0.012)	(0.012)	(0.012)	(0.012)	(0.011)
Career: Education	-0.008	-0.001	-0.011	-0.024*	-0.010	-0.006
	(0.012)	(0.012)	(0.013)	(0.012)	(0.012)	(0.011)
Career: Agriculture	-0.002	-0.002	-0.004	-0.014	-0.003	-0.006

	(0.011)	(0.011)	(0.012)	(0.013)	(0.012)	(0.012)
Career: Retail	-0.007	0.006	-0.015	-0.017	-0.006	-0.015
	(0.012)	(0.012)	(0.014)	(0.012)	(0.012)	(0.012)
Religion: Jewish	0.040*	0.041*	0.046*	0.039*	0.040*	0.034*
	(0.016)	(0.017)	(0.019)	(0.017)	(0.019)	(0.016)
Religion: Catholic	0.016	0.015	0.012	0.001	0.002	-0.004
	(0.009)	(0.009)	(0.010)	(0.009)	(0.009)	(0.009)
Religion: Mainline protestant	0.004	0.015	0.005	-0.010	-0.003	-0.009
	(0.009)	(0.010)	(0.011)	(0.009)	(0.010)	(0.009)
Religion: Evangelical protestant	0.016	0.017	0.016	0.007	0.002	0.004
	(0.009)	(0.009)	(0.010)	(0.008)	(0.008)	(0.008)
Religion: Mormon	-0.037*	-0.016	0.005	-0.029	-0.037*	-0.019
	(0.019)	(0.019)	(0.020)	(0.018)	(0.017)	(0.017)
Religion: Muslim	0.026	0.054*	0.024	0.036	0.051*	-0.005
	(0.021)	(0.022)	(0.025)	(0.022)	(0.022)	(0.024)
Education: Associate disagree	0.016	0.018*	0.015	0.014	0.018*	0.020*
	(0.009)	(0.009)	(0.009)	(0.009)	(0.009)	(0.008)
Education: Bachelor disagree	0.013	0.016	0.010	0.009	0.014	0.018*
	(0.008)	(0.009)	(0.009)	(0.008)	(0.008)	(0.008)
Education: Graduate disagree	0.028*	0.027*	0.032*	0.023*	0.032*	0.032*
	(0.008)	(0.009)	(0.009)	(0.008)	(0.008)	(0.008)
Hobby: Food	-0.022	-0.029*	-0.023	-0.010	-0.026*	-0.011
	(0.013)	(0.013)	(0.014)	(0.012)	(0.013)	(0.012)
Hobby: Reading	-0.002	-0.004	0.005	0.014	-0.005	0.026*
	(0.013)	(0.012)	(0.013)	(0.012)	(0.012)	(0.011)
Hobby: Video games	-0.019	-0.021	-0.014	-0.009	-0.024*	-0.005
	(0.012)	(0.012)	(0.014)	(0.012)	(0.012)	(0.011)
Hobby: Travel	-0.015	-0.021	-0.011	-0.008	-0.020	-0.007
	(0.013)	(0.013)	(0.015)	(0.012)	(0.012)	(0.012)
Hobby: Exercise	-0.029*	-0.031*	-0.015	-0.010	-0.025*	0.003
	(0.013)	(0.013)	(0.015)	(0.013)	(0.012)	(0.012)
Hobby: Arts and crafts	-0.011	-0.016	-0.013	0.017	-0.008	0.002
	(0.013)	(0.013)	(0.014)	(0.013)	(0.012)	(0.012)
Hobby: Watching sports	-0.006	-0.021	0.005	0.002	-0.013	0.017
	(0.012)	(0.012)	(0.014)	(0.012)	(0.011)	(0.012)
Hobby: Watching TV	-0.008	-0.015	-0.024	-0.011	-0.028*	-0.014
	(0.013)	(0.012)	(0.014)	(0.013)	(0.012)	(0.012)
Constant	0.609*	0.601*	0.419*	0.680*	0.667*	0.496*
	(0.023)	(0.024)	(0.026)	(0.022)	(0.021)	(0.021)

Observations	5,140	5,138	5,117	4,226	4,222	4,209
R-squared	0.100	0.076	0.053	0.145	0.115	0.106
Number of respondents				855	854	852

Note: Models 1 to 3 present the results of Figure A11. Models 4 to 6 are for Figure A12. * p<0.05

Table D12: Full Model Results of Figures A13 and A14 in the Online Appendix

	Including only value-endorsing respondents			Including strength of attitude about value as control		
	(1)	(2)	(3)	(4)	(5)	(6)
VARIABLES	Favorability	Neighbor	House	Favorability	Neighbor	House
Value disagreement	-0.049	0.001	0.003	-0.066*	-0.021	-0.003
	(0.025)	(0.026)	(0.025)	(0.020)	(0.021)	(0.021)
Moral conviction	0.030*	0.027*	0.035*	0.024*	0.020*	0.032*
	(0.005)	(0.005)	(0.006)	(0.004)	(0.005)	(0.005)
Value disagreement x Moral conviction	-0.028*	-0.034*	-0.031*	-0.019*	-0.026*	-0.025*
	(0.007)	(0.007)	(0.007)	(0.006)	(0.006)	(0.006)
Strength of value attitude				-0.012	-0.001	-0.010
				(0.008)	(0.008)	(0.009)
Gender: Woman	0.010	0.008	0.014	0.010	0.007	0.013
	(0.008)	(0.008)	(0.009)	(0.007)	(0.007)	(0.007)
Age: 37	-0.006	-0.010	-0.007	-0.014	-0.013	-0.018
	(0.012)	(0.013)	(0.013)	(0.011)	(0.011)	(0.012)
Age: 46	0.014	0.014	0.010	0.000	0.005	0.005
	(0.012)	(0.012)	(0.013)	(0.010)	(0.010)	(0.012)
Age: 55	-0.005	-0.007	0.002	-0.013	-0.008	-0.004
	(0.012)	(0.013)	(0.014)	(0.010)	(0.010)	(0.012)
Age: 63	0.010	0.004	0.008	0.007	0.002	0.006
	(0.012)	(0.013)	(0.013)	(0.011)	(0.011)	(0.012)
Ethnicity: Hispanic	0.021*	-0.001	0.007	0.023*	0.008	0.011
	(0.010)	(0.011)	(0.012)	(0.009)	(0.010)	(0.011)
Ethnicity: African-American	0.043*	0.046*	0.025*	0.042*	0.048*	0.030*
	(0.011)	(0.011)	(0.012)	(0.010)	(0.010)	(0.011)
Ethnicity: Asian	0.032*	0.033*	0.036*	0.039*	0.036*	0.034*
	(0.012)	(0.013)	(0.014)	(0.011)	(0.011)	(0.012)
Partisanship: Republican	-0.006	-0.013	-0.009	-0.013	-0.016	-0.011
	(0.011)	(0.012)	(0.012)	(0.010)	(0.010)	(0.011)
Partisanship: Independent	0.020*	0.014	0.008	0.012	0.011	0.005
	(0.009)	(0.010)	(0.010)	(0.008)	(0.008)	(0.008)
Career: Technology	-0.022	-0.007	-0.022	-0.011	-0.003	-0.015

	(0.015)	(0.015)	(0.017)	(0.013)	(0.013)	(0.014)
Career: Small business owner	-0.014	-0.013	-0.010	-0.004	-0.006	-0.011
	(0.015)	(0.016)	(0.018)	(0.013)	(0.013)	(0.016)
Career: Law	-0.027	-0.008	0.003	-0.011	0.003	0.004
	(0.016)	(0.016)	(0.018)	(0.014)	(0.014)	(0.015)
Career: Health care	-0.022	-0.005	-0.009	-0.021	-0.003	-0.006
	(0.015)	(0.016)	(0.017)	(0.013)	(0.013)	(0.014)
Career: Education	-0.013	-0.006	-0.008	-0.014	-0.006	-0.013
	(0.015)	(0.015)	(0.017)	(0.013)	(0.013)	(0.014)
Career: Agriculture	-0.012	-0.008	-0.009	-0.014	-0.008	-0.010
	(0.015)	(0.015)	(0.017)	(0.013)	(0.013)	(0.014)
Career: Retail	-0.018	-0.003	-0.023	-0.010	0.000	-0.020
	(0.016)	(0.017)	(0.019)	(0.014)	(0.014)	(0.016)
Religion: Jewish	0.037	0.051*	0.036	0.050*	0.059*	0.044*
	(0.020)	(0.023)	(0.023)	(0.018)	(0.020)	(0.021)
Religion: Catholic	0.011	0.016	0.007	0.010	0.015	0.010
	(0.011)	(0.012)	(0.013)	(0.010)	(0.010)	(0.011)
Religion: Mainline protestant	-0.000	0.018	0.008	-0.002	0.017	0.010
	(0.012)	(0.013)	(0.014)	(0.011)	(0.011)	(0.012)
Religion: Evangelical protestant	0.010	0.015	0.010	0.009	0.013	0.013
	(0.011)	(0.011)	(0.012)	(0.010)	(0.010)	(0.011)
Religion: Mormon	-0.034	-0.011	0.018	-0.042*	-0.022	0.001
	(0.023)	(0.024)	(0.027)	(0.021)	(0.021)	(0.022)
Religion: Muslim	0.021	0.065*	0.014	0.030	0.064*	0.019
	(0.025)	(0.028)	(0.030)	(0.023)	(0.025)	(0.026)
Education: Associate degree	0.015	0.020	0.011	0.014	0.019	0.014
	(0.011)	(0.011)	(0.012)	(0.010)	(0.010)	(0.010)
Education: Bachelor degree	0.011	0.013	0.006	0.008	0.012	0.004
	(0.011)	(0.011)	(0.012)	(0.009)	(0.010)	(0.010)
Education: Graduate degree	0.014	0.018	0.026*	0.024*	0.027*	0.033*
	(0.011)	(0.011)	(0.012)	(0.009)	(0.010)	(0.011)
Hobby: Food	-0.018	-0.018	-0.019	-0.023	-0.032*	-0.022
	(0.017)	(0.017)	(0.018)	(0.015)	(0.014)	(0.016)
Hobby: Reading	0.004	0.003	0.000	-0.005	-0.006	0.003
	(0.016)	(0.016)	(0.018)	(0.014)	(0.014)	(0.015)
Hobby: Video games	-0.009	-0.005	-0.008	-0.019	-0.019	-0.011
	(0.016)	(0.016)	(0.018)	(0.014)	(0.014)	(0.015)
Hobby: Travel	-0.015	-0.024	-0.016	-0.016	-0.025	-0.014
	(0.016)	(0.017)	(0.019)	(0.014)	(0.015)	(0.016)
Hobby: Exercise	-0.014	-0.011	-0.016	-0.026	-0.028	-0.017

	(0.016)	(0.016)	(0.018)	(0.015)	(0.014)	(0.016)
Hobby: Arts and crafts	0.010	0.013	-0.012	-0.004	-0.010	-0.018
	(0.017)	(0.017)	(0.018)	(0.015)	(0.015)	(0.016)
Hobby: Watching sports	-0.005	-0.013	0.006	-0.010	-0.024	0.001
	(0.017)	(0.017)	(0.018)	(0.014)	(0.014)	(0.015)
Hobby: Watching TV	-0.010	-0.018	-0.045*	-0.013	-0.018	-0.042*
	(0.016)	(0.017)	(0.019)	(0.014)	(0.014)	(0.016)
Intercept	0.598*	0.586*	0.419*	0.627*	0.614*	0.432*
	(0.029)	(0.030)	(0.032)	(0.025)	(0.026)	(0.027)
Observations	3,187	3,183	3,172	4,226	4,222	4,209
R-squared	0.138	0.098	0.077	0.111	0.082	0.062

Note: Models 1-3 present the results of Figure A13. Models 4-6 are for Figure A14. * p<0.05

D7. Preregistration

Are Moral Values Uniquely Divisive?

Description

Political scientists have long viewed values as a source of structure and constraint in political belief systems and, more recently, as a potential contributor to affective polarization. Some scholars have argued that moral values, in particular, have contributed to disagreement and hostility between partisan groups. Yet, there is little direct and systematic evidence as to which values are moralized. In a pilot study using a convenience sample, we examined 21 values from three different value systems (moral foundations, Schwartz values, and political values) and show that there is meaningful overlap in value moralization between value systems and considerable variation in value moralization within value systems. We aim to replicate this finding on a sample of respondents from the AmeriSpeak panel at NORC and to experimentally test whether value moralization amplifies the effect of value disagreement on social polarization. Taken together, our research will shed light on how values may differentially contribute to political and social polarization.

Hypothesis

Value disagreement with another individual will have a greater effect on socially polarized attitudes toward that individual when that value is highly moralized than when it is not.

Study design

We are doing a conjoint experiment using an AmeriSpeak sample from Time-sharing Experiments for the Social Sciences (TESS). Respondents will first answer six sets of questions on values that measure whether they agree or disagree with each of the values and the extent to which they moralize their position on each of the values. The specific value statements that respondents assess are going to be chosen from a pool of value statements (see the section "Value statements" below) using a stratified random sampling procedure. Each respondent will evaluate six statements, each drawn from a different value. We aim to achieve balance at the value level and within each value, meaning that the final dataset will have an even distribution of

observations across values and even distribution of statements within values. Each respondent will see six different items from six different values such that there is no overlap in value or item within respondent.

After that, respondents will see six profiles of hypothetical people. Each hypothetical person will be randomly assigned to either agree or disagree with one of the value positions expressed by the respondent in the earlier part of the survey. That is the attribute of interest. The order in which each of the value statements is presented across profiles will be randomized. In each profile, there will also be information on that person's gender, age, race, partisan identity, career, religion, education, and hobby. The specific attributes that are shown will be randomly chosen. Placebo variables (i.e., all other than value) will have the following distributions. Partisanship: Democrat (30%), Republican (27%), Independent (43%). Race: White (60%), Black (15%), Hispanic (15%), Asian (10%). Religion: None (24%), Jewish (3%), Catholic (23%), Mainline protestant (17%), Evangelical protestant (28%), Mormon (3%), Muslim (2%). For all other placebo variables, attributes are drawn with an equal probability.

Each characteristic and the levels of those characteristics are listed below.

- **Gender**: Man, Woman
- **Age**: 28, 37, 46, 55, 63
- **Race/ethnicity**: White, Hispanic, African-American, Asian
- **Partisan identification**: Democrat, Republican, Independent
- **Career**: Hospitality, Technology, Small business owner, Law, Health care, Education, Agriculture, Retail
- **Religion**: None, Jewish, Catholic, Mainline protestant, Evangelical protestant, Mormon, Muslim
- **Education**: High school diploma, Associate degree, Bachelor's degree, Graduate degree
- **Favorite hobby**: Music, Food, Reading, Video games, Travel, Exercise, Arts and crafts, Watching sports, Watching TV
- **Value**: Agrees that "Statement", Disagrees that "Statement"

For each profile, respondents will answer three questions about attitudes toward the hypothetical person.

Sample size

A total of 850 respondents who are age 18 or over.

Sample size rationale

We conducted a power analysis using the cjpowR package in R. We do not have a benchmark effect size that is directly relevant for our proposed study, but extant research suggests that previous conjoint experiments with binary outcomes have an interquartile range of effect sizes ranging from 0.03 and 0.06, with 0.045 as the median (Stefanelli and Lukac 2020).[1] We believe our anticipated effect size is in the upper range of this distribution because we are examining the effect of a substantively meaningful attribute, value disagreement. Therefore, we posit that a plausible average marginal component effect (AMCE) of value disagreement is 0.06. Then we need a minimum of 361 respondents to detect the effect with 80% power at the 0.05 significance level. Nonetheless, we requested the maximum that TESS can provide, 850 respondents, because

our main interest is in the interactive effect of value disagreement and moralization, and interaction analyses require a significantly larger sample size. As an approximation, under the assumption of 850 respondents and a dichotomous moralization variable, we can detect an interaction effect of 0.08 with approximately 80% power.

Measured variables

- *Value position*: '-1' for respondent's rejection of the value; '0' for neither agreement nor disagreement with the value; '1' for endorsement of the value.
- *Moralization*: This variable is ordinal and ranges from one to five. '1' indicates lowest level of moralization. '5' indicates greatest level of moralization.
- *Disagreement*: '1' if the hypothetical person has a different position on the value, which can be either endorsement or rejection of the value; '0' if the two people agree; this variable excludes respondents who neither agree nor disagree with a value (see the section below for more detail)
- *Feeling*: '1' (Very negative), '2' (Negative), '3' (Slightly negative), '4' (Neutral), '5' (Slightly positive), '6' (Positive), '7' (Very positive)
- *Neighbor*: '1' (Very unhappy), '2' (Somewhat unhappy), '3' (Neither happy nor unhappy), '4' (Somewhat happy), '5' (Very happy)
- *House*: '1' (Not comfortable at all), '2' (Not very comfortable), '3' (Somewhat comfortable), '4' (Very comfortable), '5' (Completely comfortable)

Statistical models

To test the hypothesis, we will stack the data such that each respondent provides up to six observations. We will predict each of the outcome variables as a function of whether or not the respondent and the hypothetical person disagree, the respondent's moralization of their position on the value, and an interaction between the two. In that model, we will control for levels of each of the placebo items and cluster standard errors on the respondent. That model excludes respondents who did not express a value position (i.e., chose the middle value).

As a robustness check, we will also run another model including respondent-items for which the respondent does not take a position on the value. These respondents will be coded as "disagreeing" with the hypothetical person. However, we will also include a dummy variable indicating whether the respondent chose the middle response option (1) or not (0). The model will also include an interaction between this variable and moral conviction.

Value statements

System	Value-Item	Statement
Schwartz PVQ	Self-direction 1	It is important to me to think up new ideas, be creative, and do things in my own original way.
Schwartz PVQ	Self-direction 2	It is important to me to make my own decisions and to be free to plan and choose activities for myself.
Schwartz PVQ	Self-direction 3	It is important to me to be interested, curious, and to try to understand all sorts of things.
Schwartz PVQ	Self-direction 4	It is important to me to be independent and to rely on myself.
Schwartz PVQ	Hedonism 1	It is important to me to seek every chance to have fun and to do things that give me pleasure.

Schwartz PVQ	Hedonism 2	It is important to me to enjoy life's pleasures and to 'spoil' myself.
Schwartz PVQ	Hedonism 3	It is important to me to really enjoy life and to have a good time.
Schwartz PVQ	Benevolence 1	It is important to me to help the people around me and to care for other people.
Schwartz PVQ	Benevolence 2	It is important to me to be loyal to my friends and to devote myself to people close to me.
Schwartz PVQ	Benevolence 3	It is important to me to respond to the needs of others and support those I know.
Schwartz PVQ	Benevolence 4	It is important to me to forgive people who have wronged me, to try to see good in them, and to try not to hold a grudge.
Schwartz PVQ	Power 1	It is important to me to have a lot of money and expensive things.
Schwartz PVQ	Power 2	It is important to me to be in charge and to tell others what to do.
Schwartz PVQ	Power 3	It is important to me to always be the one who makes decisions and to be the leader.
Schwartz PVQ	Universalism 1	It is important to me that every person in the world is treated equally and receives justice.
Schwartz PVQ	Universalism 2	It is important to me to listen to people who are different from me and understand them, even when I disagree with them.
Schwartz PVQ	Universalism 3	It is important to me to care for nature and to look after the environment.
Schwartz PVQ	Universalism 4	It is important to me to promote peace and harmony among all groups in the world.
Schwartz PVQ	Universalism 5	It is important to me to protect the weak in society and treat everyone justly, including people I don't know.
Schwartz PVQ	Universalism 6	It is important to me to adapt to nature and fit in to it, rather than try to change nature.
Schwartz PVQ	Achievement 1	It is important to me to show my abilities and be admired for them.
Schwartz PVQ	Achievement 2	It is important to me to be very successful and to impress other people.
Schwartz PVQ	Achievement 3	It is important to me to be ambitious and to show how capable I am.
Schwartz PVQ	Achievement 4	It is important to me to get ahead in life and to do better than others.
Schwartz PVQ	Security 1	It is important to me to live in secure surroundings and to avoid anything that might endanger my safety.
Schwartz PVQ	Security 2	It is important to me that my country is safe from threats within and without and that social order is protected.
Schwartz PVQ	Security 3	It is important to me to be organized and clean.
Schwartz PVQ	Security 4	It is important to me to avoid getting sick and to stay healthy.

Schwartz PVQ	Security 5	It is important to me to have a stable government and that social order is protected.
Schwartz PVQ	Stimulation 1	It is important to me to do lots of different things in life and to look for new things to try.
Schwartz PVQ	Stimulation 2	It is important to me to look for adventures and to take risks.
Schwartz PVQ	Stimulation 3	It is important to me to have an exciting life and to seek out surprises.
Schwartz PVQ	Conformity 1	It is important to me that people follow the rules and do what they're told, even when no one is watching.
Schwartz PVQ	Conformity 2	It is important to me to always behave properly and avoid doing anything people would say is wrong.
Schwartz PVQ	Conformity 3	It is important to me to be obedient and to show respect for my parents and to older people.
Schwartz PVQ	Conformity 4	It is important to me to always be polite to other people and to never disturb or irritate others.
Schwartz PVQ	Tradition 1	It is important to me that people are satisfied with what they have and that they not ask for more.
Schwartz PVQ	Tradition 2	My religious beliefs are important to me, and I try to do what my religion requires.
Schwartz PVQ	Tradition 3	It is important to me to do things in traditional ways and follow the customs I've learned.
Schwartz PVQ	Tradition 4	It is important to me to be humble and modest, and not to draw attention to myself.
MFQ Agreement	Care 1	Compassion for those who are suffering is the most crucial virtue.
MFQ Agreement	Care 2	One of the worst things a person could do is hurt a defenseless animal.
MFQ Agreement	Care 3	It can never be right to kill a human being.
MFQ Relevance	Care 4	It is important to me to never cause emotional harm.
MFQ Relevance	Care 5	It is important to me to care for the weak and vulnerable.
MFQ Relevance	Care 6	It is important to me to never be cruel.
MFQ Agreement	Fairness 1	When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.
MFQ Agreement	Fairness 2	Justice is the most important requirement for a society.
MFQ Agreement	Fairness 3	I think it’s morally wrong that rich children inherit a lot of money while poor children inherit nothing.
MFQ Relevance	Fairness 4	It is important to me to treat everyone equally.
MFQ Relevance	Fairness 5	It is important to me to never act unfairly.

MFQ Relevance	Fairness 6	It is important to me to respect everyone's rights.
MFQ Agreement	Loyalty 1	I am proud of my country's history.
MFQ Agreement	Loyalty 2	People should be loyal to their family members, even when they have done something wrong.
MFQ Agreement	Loyalty 3	It is more important to be a team player than to express oneself.
MFQ Relevance	Loyalty 4	It is important to me to show love for my country.
MFQ Relevance	Loyalty 5	It is important to me to never betray my group.
MFQ Relevance	Loyalty 6	It is important to me to be loyal.
MFQ Agreement	Authority 1	Respect for authority is something all children need to learn.
MFQ Agreement	Authority 2	Men and women each have different roles to play in society.
MFQ Agreement	Authority 3	If I were a soldier and disagreed with my commanding officer's orders, I would obey anyway because that is my duty.
MFQ Relevance	Authority 4	It is important to me to show respect for authority.
MFQ Relevance	Authority 5	It is important to me to conform to the traditions of society.
MFQ Relevance	Authority 6	Order and organization are important to me.
MFQ Agreement	Sanctity 1	People should not do things that are disgusting, even if no one is harmed.
MFQ Agreement	Sanctity 2	I would call some acts wrong on the grounds that they are unnatural.
MFQ Agreement	Sanctity 3	Chastity is an important and valuable virtue.
MFQ Relevance	Sanctity 4	It is important to me to be pure and decent.
MFQ Relevance	Sanctity 5	It is important to me not to do anything disgusting.
MFQ Relevance	Sanctity 6	It is important to me to always act in a way that God would approve.
Political Values	Equality 1	One of the big problems in this country is that we don't give everyone an equal chance.
Political Values	Equality 2	If wealth were more equal in this country, we would have many fewer problems.
Political Values	Equality 3	We have gone too far in pushing equality in this country.
Political Values	Equality 4	All in all, I think economic differences in this country are justified.

Political Values	Equality 5	More equality of income would allow most people to live better.
Political Values	Equality 6	Incomes should be more equal because every family's needs for food, housing, and so on, are the same.
Political Values	Equality 7	This country would be better off if we worried less about how equal people are.
Political Values	Equality 8	Incomes cannot be made more equal since people's abilities and talents are unequal.
Political Values	Humanitarianism 1	One should always find ways to help others less fortunate than oneself.
Political Values	Humanitarianism 2	It is better not to be too kind to people because kindness will only be abused.
Political Values	Humanitarianism 3	The dignity and welfare of people should be the most important concern in any society.
Political Values	Humanitarianism 4	People tend to pay more attention to the well-being of others than they should.
Political Values	Humanitarianism 5	All people who are unable to provide for their basic needs should be helped by others.
Political Values	Humanitarianism 6	One of the problems of today's society is that we are often too kind to people who don't deserve it.
Political Values	Humanitarianism 7	A person should always be concerned about the well-being of others.
Political Values	Humanitarianism 8	I believe it is best not to get involved taking care of other people's needs.
Political Values	Moral Traditionalism 1	This country would have many fewer problems if there were more emphasis on traditional family ties.
Political Values	Moral Traditionalism 2	The newer lifestyles are contributing to the breakdown of our society.
Political Values	Moral Tolerance 1	The world is always changing and we should adjust our views of moral behavior to those changes.
Political Values	Moral Tolerance 2	We should be more tolerant of people who choose to live according to their own moral standards, even if they are very different from our own.
Political Values	Individualism 1	Most people who don't get ahead should not blame the system; they only have themselves to blame.
Political Values	Individualism 2	Even if people try hard, they often cannot reach their goals.
Political Values	Individualism 3	Any person who is willing to work hard has a good chance of succeeding.
Political Values	Individualism 4	Hard work offers little guarantee of success.
Political Values	Individualism 5	Even if people are ambitious, they often cannot succeed.
Political Values	Individualism 6	If people work hard, they almost always get what they want.

Political Values	Limited Government 1	The less government the better.
Political Values	Limited Government 2	There are more things the government should be doing.
Political Values	Limited Government 3	We need a strong government to handle today's complex economic problems.
Political Values	Limited Government 4	The free market can handle today's economic problems without government being involved.
Political Values	Limited Government 5	The main reason government has become bigger over the years is because it has gotten involved in things that people should do for themselves.
Political Values	Limited Government 6	Government has become bigger because the problems we face today have become bigger.

Questionnaire

[SP]
Q1A.
How strongly do you agree or disagree with the following statement?

[PIPE IN STATEMENT 1]

RESPONSE OPTIONS
1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SHOW IF Q1A=1,2,3,4,5]
[SP]
Q1B.
In the previous question, you said that you [SHOW IF Q1A=1,2: agree; SHOW IF Q1A=3: neither agree nor disagree; SHOW IF Q1A=4,5: disagree] with the statement that:

[PIPE IN STATEMENT 1]

To what extent is your response to this statement connected to your fundamental beliefs about right and wrong?

RESPONSE OPTIONS
1. Not at all
2. Slightly
3. Moderately
4. Much

5. Very much

[SP]
Q2A.
How strongly do you agree or disagree with the following statement?

[PIPE IN STATEMENT 2]

RESPONSE OPTIONS
1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SHOW IF Q2A=1,2,3,4,5]
[SP]
Q2B.
In the previous question, you said that you [SHOW IF Q2A=1,2: agree; SHOW IF Q2A=3: neither agree nor disagree; SHOW IF Q2A=4,5: disagree] with the statement that:

[PIPE IN STATEMENT 2]

To what extent is your response to this statement connected to your fundamental beliefs about right and wrong?

RESPONSE OPTIONS
1. Not at all
2. Slightly
3. Moderately
4. Much
5. Very much

[SP]
Q3A.
How strongly do you agree or disagree with the following statement?

[PIPE IN STATEMENT 3]

RESPONSE OPTIONS
1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree

4. Somewhat disagree
5. Strongly disagree

[SHOW IF Q3A=1,2,3,4,5]
[SP]
Q3B.
In the previous question, you said that you [SHOW IF Q3A=1,2: agree; SHOW IF Q3A=3: neither agree nor disagree; SHOW IF Q3A=4,5: disagree] with the statement that:

[PIPE IN STATEMENT 3]

To what extent is your response to this statement connected to your fundamental beliefs about right and wrong?

RESPONSE OPTIONS
1. Not at all
2. Slightly
3. Moderately
4. Much
5. Very much

[SP]
Q4A.
How strongly do you agree or disagree with the following statement?

[PIPE IN STATEMENT 4]

RESPONSE OPTIONS
1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SHOW IF Q4A=1,2,3,4,5]
[SP]
Q4B.
In the previous question, you said that you [SHOW IF Q4A=1,2: agree; SHOW IF Q4A=3: neither agree nor disagree; SHOW IF Q4A=4,5: disagree] with the statement that:

[PIPE IN STATEMENT 4]

To what extent is your response to this statement connected to your fundamental beliefs about right and wrong?

RESPONSE OPTIONS
1. Not at all
2. Slightly
3. Moderately
4. Much
5. Very much

[SP]
Q5A.
How strongly do you agree or disagree with the following statement?

[PIPE IN STATEMENT5]

RESPONSE OPTIONS
1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SHOW IF Q5A=1,2,3,4,5]
[SP]
Q5B.
In the previous question, you said that you [SHOW IF Q5A=1,2: agree; SHOW IF Q5A=3: neither agree nor disagree; SHOW IF Q5A=4,5: disagree] with the statement that:

[PIPE IN STATEMENT 5]

To what extent is your response to this statement connected to your fundamental beliefs about right and wrong?

RESPONSE OPTIONS
1. Not at all
2. Slightly
3. Moderately
4. Much
5. Very much

[SP]
Q6A.

How strongly do you agree or disagree with the following statement?

[PIPE IN STATEMENT 6]

RESPONSE OPTIONS
1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[SHOW IF Q6A=1,2,3,4,5]
[SP]
Q6B.
In the previous question, you said that you [SHOW IF Q6A=1,2: agree; SHOW IF Q6A=3: neither agree nor disagree; SHOW IF Q6A=4,5: disagree] with the statement that:

[PIPE IN STATEMENT 6]

To what extent is your response to this statement connected to your fundamental beliefs about right and wrong?

RESPONSE OPTIONS
1. Not at all
2. Slightly
3. Moderately
4. Much
5. Very much

We are interested in the factors that contribute to friendship. In the next pages, you are going to see information on six hypothetical people, such as their gender, career, education, and views about values. For each person, you are going to be asked to express your views about them.

[SHOW Q7A, Q7B, Q7C ON SAME PAGE]
[SP]
Q7A.
Please carefully read the description of a person below. Then please answer the following questions about the person.

[INSERT PROFILE 1, ASSIGN VALUES BASED ON CRITERIA ABOVE]

Gender	
Age	

Race/ethnicity	
Partisan identification	
Career	
Religion	
Education	
Favorite hobby	
Values	

How positive or negative are your feelings toward this person?

RESPONSE OPTIONS
1. Very positive
2. Positive
3. Slightly positive
4. Neutral
5. Slightly negative
6. Negative
7. Very negative

[SP]
Q7B.
How happy or unhappy would you be to have this person as your neighbor?

RESPONSE OPTIONS
1. Very happy
2. Somewhat happy
3. Neither happy nor unhappy
4. Somewhat unhappy
5. Very unhappy

[SP]
Q7C.
Imagine that you need someone to look after your house for a week while you're out of town. How comfortable would you be having this person look after your house?

RESPONSE OPTIONS
1. Not comfortable at all
2. Not very comfortable
3. Somewhat comfortable
4. Very comfortable
5. Completely comfortable

[SHOW Q8A, Q8B, Q8C ON SAME PAGE]
[SP]

Q8A.
Please carefully read the description of a person below. Then please answer the following questions about the person.

[INSERT PROFILE 2, ASSIGN VALUES BASED ON CRITERIA ABOVE]

Gender	
Age	
Race/ethnicity	
Partisan identification	
Career	
Religion	
Education	
Favorite hobby	
Values	

How positive or negative are your feelings toward this person?

RESPONSE OPTIONS
1. Very positive
2. Positive
3. Slightly positive
4. Neutral
5. Slightly negative
6. Negative
7. Very negative

[SP]
Q8B.
How happy or unhappy would you be to have this person as your neighbor?

RESPONSE OPTIONS
1. Very happy
2. Somewhat happy
3. Neither happy nor unhappy
4. Somewhat unhappy
5. Very unhappy

[SP]
Q8C.
Imagine that you need someone to look after your house for a week while you're out of town. How comfortable would you be having this person look after your house?

RESPONSE OPTIONS
1. Not comfortable at all

2. Not very comfortable
3. Somewhat comfortable
4. Very comfortable
5. Completely comfortable

[SHOW Q9A, Q9B, Q9C ON SAME PAGE]
[SP]
Q9A.
Please carefully read the description of a person below. Then please answer the following questions about the person.

[INSERT PROFILE 3, ASSIGN VALUES BASED ON CRITERIA ABOVE]

Gender	
Age	
Race/ethnicity	
Partisan identification	
Career	
Religion	
Education	
Favorite hobby	
Values	

How positive or negative are your feelings toward this person?

RESPONSE OPTIONS
1. Very positive
2. Positive
3. Slightly positive
4. Neutral
5. Slightly negative
6. Negative
7. Very negative

[SP]
Q9B.
How happy or unhappy would you be to have this person as your neighbor?

RESPONSE OPTIONS
1. Very happy
2. Somewhat happy
3. Neither happy nor unhappy
4. Somewhat unhappy

5. Very unhappy

[SP]
Q9C.
Imagine that you need someone to look after your house for a week while you're out of town. How comfortable would you be having this person look after your house?

RESPONSE OPTIONS
1. Not comfortable at all
2. Not very comfortable
3. Somewhat comfortable
4. Very comfortable
5. Completely comfortable

[SHOW Q10A, Q10B, Q10C ON SAME PAGE]
[SP]
Q10A.
Please carefully read the description of a person below. Then please answer the following questions about the person.

[INSERT PROFILE 4, ASSIGN VALUES BASED ON CRITERIA ABOVE]

Gender	
Age	
Race/ethnicity	
Partisan identification	
Career	
Religion	
Education	
Favorite hobby	
Values	

How positive or negative are your feelings toward this person?

RESPONSE OPTIONS
1. Very positive
2. Positive
3. Slightly positive
4. Neutral
5. Slightly negative
6. Negative
7. Very negative

[SP]
Q10B.
How happy or unhappy would you be to have this person as your neighbor?

RESPONSE OPTIONS
1. Very happy
2. Somewhat happy
3. Neither happy nor unhappy
4. Somewhat unhappy
5. Very unhappy

[SP]
Q10C.
Imagine that you need someone to look after your house for a week while you're out of town. How comfortable would you be having this person look after your house?

RESPONSE OPTIONS
1. Not comfortable at all
2. Not very comfortable
3. Somewhat comfortable
4. Very comfortable
5. Completely comfortable

[SHOW Q11A, Q11B, Q11C ON SAME PAGE]
[SP]
Q11A.
Please carefully read the description of a person below. Then please answer the following questions about the person.

[INSERT PROFILE 5, ASSIGN VALUES BASED ON CRITERIA ABOVE]

Gender	
Age	
Race/ethnicity	
Partisan identification	
Career	
Religion	
Education	
Favorite hobby	
Values	

How positive or negative are your feelings toward this person?

RESPONSE OPTIONS

1. Very positive
2. Positive
3. Slightly positive
4. Neutral
5. Slightly negative
6. Negative
7. Very negative

[SP]
Q11B.
How happy or unhappy would you be to have this person as your neighbor?

RESPONSE OPTIONS

1. Very happy
2. Somewhat happy
3. Neither happy nor unhappy
4. Somewhat unhappy
5. Very unhappy

[SP]
Q11C.
Imagine that you need someone to look after your house for a week while you're out of town. How comfortable would you be having this person look after your house?

RESPONSE OPTIONS

1. Not comfortable at all
2. Not very comfortable
3. Somewhat comfortable
4. Very comfortable
5. Completely comfortable

[SHOW Q12A, Q12B, Q12C ON SAME PAGE]
[SP]
Q12A.
Please carefully read the description of a person below. Then please answer the following questions about the person.

[INSERT PROFILE 6, ASSIGN VALUES BASED ON CRITERIA ABOVE]

Gender	
Age	
Race/ethnicity	
Partisan identification	

Career	
Religion	
Education	
Favorite hobby	
Values	

How positive or negative are your feelings toward this person?

RESPONSE OPTIONS

1. Very positive
2. Positive
3. Slightly positive
4. Neutral
5. Slightly negative
6. Negative
7. Very negative

[SP]
Q12B.
How happy or unhappy would you be to have this person as your neighbor?

RESPONSE OPTIONS

1. Very happy
2. Somewhat happy
3. Neither happy nor unhappy
4. Somewhat unhappy
5. Very unhappy

[SP]
Q12C.
Imagine that you need someone to look after your house for a week while you're out of town. How comfortable would you be having this person look after your house?

RESPONSE OPTIONS

1. Not comfortable at all
2. Not very comfortable
3. Somewhat comfortable
4. Very comfortable
5. Completely comfortable