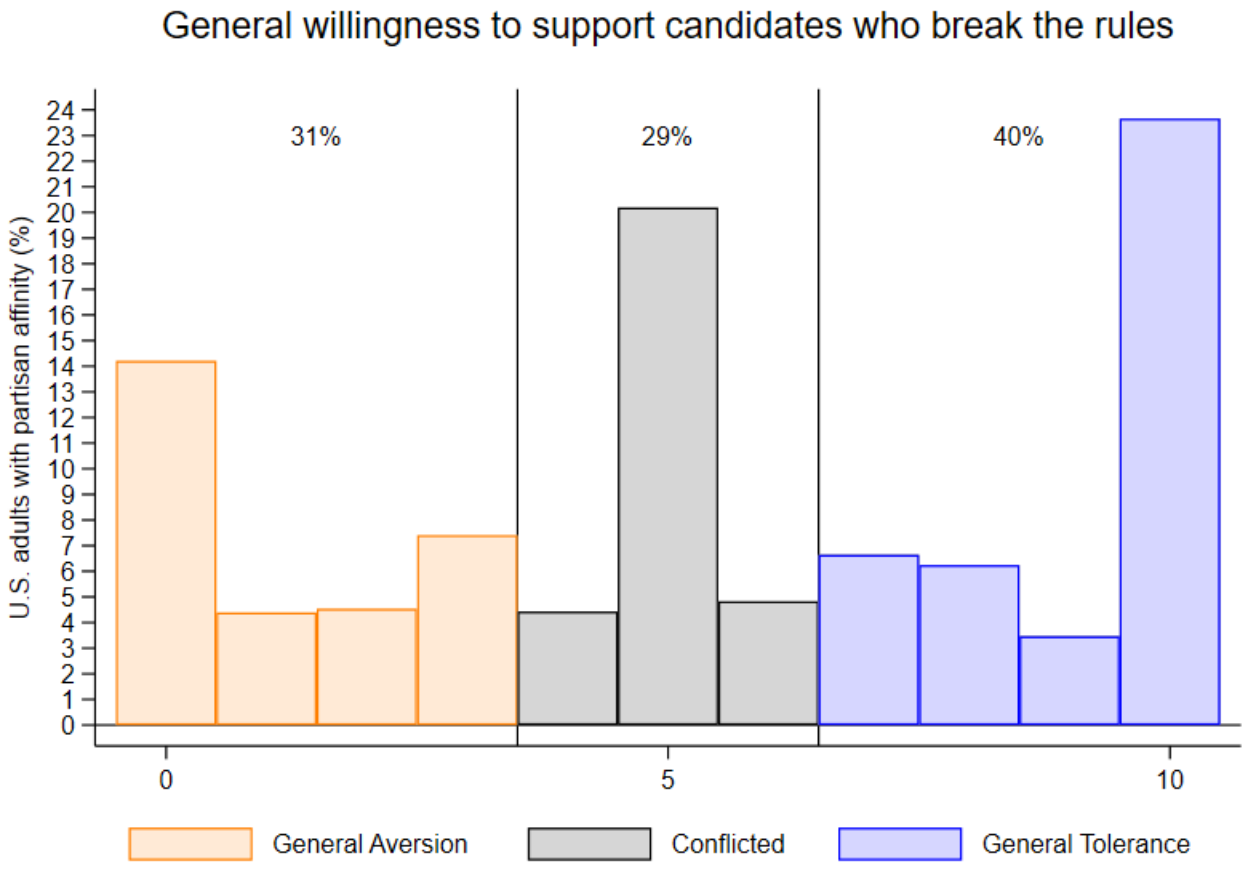
APPENDIX

Effects of Repeated Exposure to Norm Violation Scenarios

The research design presented each respondent with four norm violation scenarios. The order of these scenarios was randomized. The primary analysis measures general voting intent by averaging the score across all four scenarios. This approach increases the number of observations for each transgression scenario fourfold, allowing for more nuanced comparative analysis.

However, this choice affects the results because presentation order can influence how people respond. On average, with each round of exposure, the self-reported likelihood of voting for a candidate who violates an aspect of the rulebook decreased. This suggests repeated exposure to similar prompts may have elicited an unintended priming effect. To account for this, checks based solely on voting intent to the first transgression scenario are included below, where the substantive results described in the report changed meaningfully solely due to this analytical decision.

When only examining responses to the first scenario, partisan respondents expressed more tolerance (40%) than aversion (31%) to voting for a candidate in the first norm violation scenario. This result suggests a less optimistic view than Figure 1 of how strongly partisans care about the rules.



An asymmetric response pattern appears among partisan respondents: Democrats show a steeper decline in willingness to vote for candidates with each successive scenario than Republicans do.

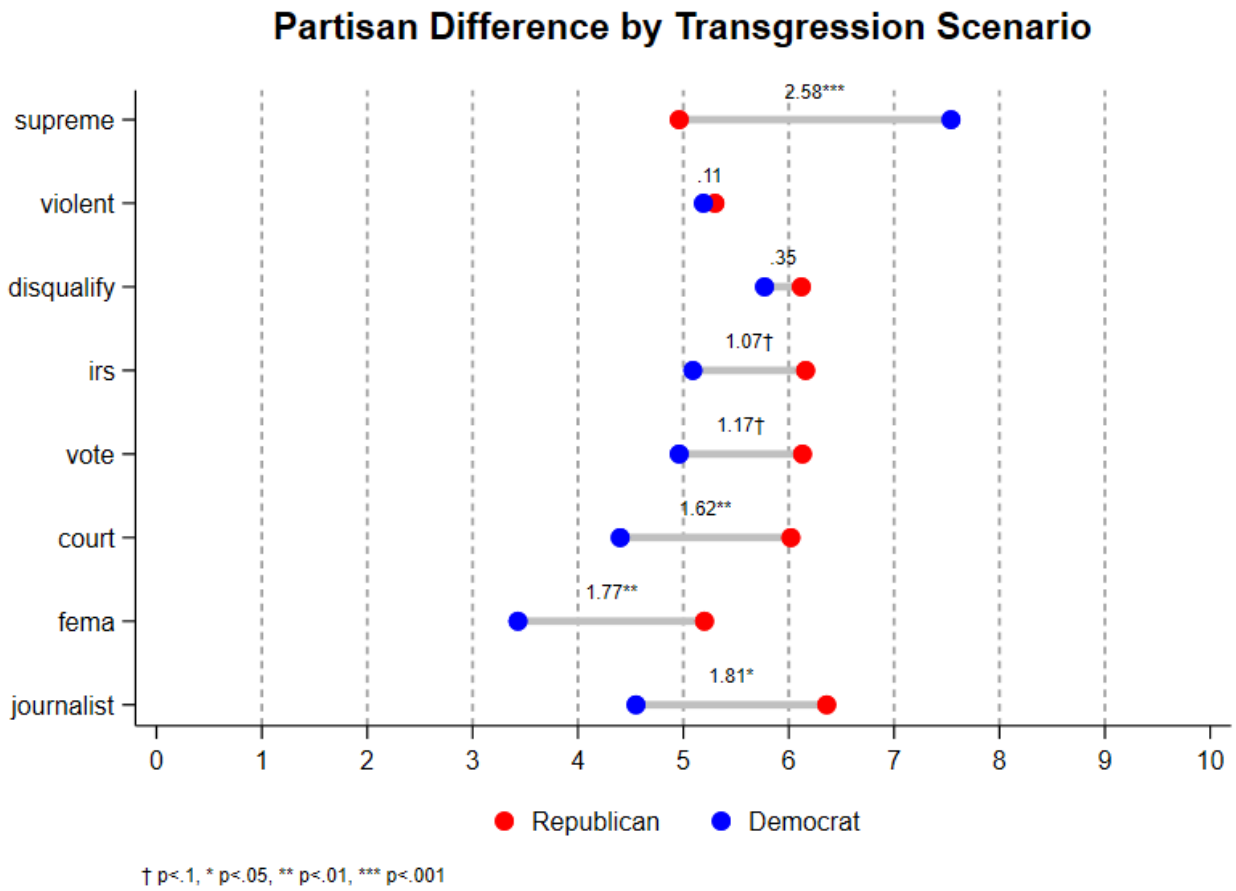
Scenario Order	1st	2nd	3rd	4th	1st– 4th Difference
All Respondents	**5.02**	**4.13**	**3.76**	**3.50**	**1.52**
Republican	6.10	5.32	5.09	4.84	1.26
Lean Republican	4.84	4.21	3.81	3.34	1.5
Independent — no lean	2.60	2.20	2.02	1.86	0.74
Lean Democrat	4.44	3.22	2.55	2.42	2.02
Democrat	5.54	4.32	3.85	3.53	2.01
Partisan Difference (GOP — DEM)	**0.56**	**1.00**	**1.24**	**1.31**	
Lean Partisan Difference (GOP lean — DEM lean)	**0.40**	**0.99**	**1.26**	**0.92**	

There are two plausible interpretations of this pattern:

- Repeated exposure to different norm violation scenarios may have a cumulative effect. While the research intent was for respondents to evaluate each scenario independently, earlier exposures may have influenced later responses. In this view, respondents who are more sensitive to general norm violations may report a lower likelihood of voting for candidates with each additional exposure.

- Alternatively, respondents may adjust their answers to reflect what they believe the survey is trying to measure. In this case, some respondents may select a lower self-reported intent to vote for a candidate to virtue signal their support for democratic norms.

The data collected do not clearly indicate which interpretation is more likely. While the results of partisan differences by transgression scenario discussed in the main report largely hold, the partisan difference for the “disqualify” condition is no longer statistically significant, and the statistical significance for the “irs” and “vote” conditions drops to the $p<.1$ level.



All other findings discussed in the main report hold, regardless of whether the outcome measure for voting intent is the average across all four scenarios or only the response to the first scenario presented.

Independents' Sensitivities Toward Norm Violations

Non-leaning political independents were randomly presented either the Democratic or the Republican version of the scenarios. Direct comparison to partisan voters concerning tolerance of norm-violating behavior is not warranted because the research design creates a trade-off between two outcomes that respondents should prefer. Since independents do not have a clear preference for Democrats or Republicans, the implications of their choices differ from those of partisans. However, comparisons of responses among independents still provide useful insight into demographic predictors.

Among independents, age and income level do not predict tolerance for norm-transgressive behavior. However, educational attainment does: Independents with postgraduate education are less likely to support a candidate who challenges a democratic norm than independents with a four-year college degree or less.

```
. mean wtp if party==3 [aw=WEIGHT], over(educ)

Mean estimation                              Number of obs = 763
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	Mean	Std. err.	[95% conf.	interval]
c.wtp@educ				
HS or Less	2.253192	.192772	1.874765	2.631619
Some College	2.249045	.1170627	2.019242	2.478849
College Grad only	2.19116	.2282465	1.743094	2.639227
Post-Grad	1.610763	.1985581	1.220977	2.000549