

Table 1: Characteristics of Study Participants

	Full Sample (N=93)	Undergraduates (N=68)	SIPP Participants (N=25)
Average Age:	21.89	19.66	28
% Female:	67.7%	74%	52%
% White:	79.6%	78%	84%
% Registered to Vote	75.3%	68%	96%
Mean Interest in Politics	3.19/4.00	3.01/4.00	3.68/4.00
Mean Attention to Politics	3.09/4.00	2.91/4.00	3.56/4.00
Partisanship:			
Strong Democrats	18.3%	8.8%	44%
Weak Democrats	19.4%	22.1%	12%
Independents	31.2%	35.3%	20%
Weak Republicans	12.9%	14.7%	8%
Strong Republicans	18.3%	19.1%	16%
Ideology:			
Extremely Liberal	5.4%	2.9%	12%
Liberal	22.6%	19.1%	32%
Slightly Liberal	18.3%	16.2%	24%
Moderate	24.7%	30.9%	8%
Slightly Conservative	10.8%	10.3%	12%
Conservative	16.1%	17.6%	12%
Extremely Conservative	2.2%	2.9%	0%

**Table 2a: Correlations between Implicit and Explicit (Self-Report)
Measures of Partisanship**

	PID-Figures IAT	PID-Issues IAT	Composite PID IAT
Full Sample (n=93)	.50 ***	.47 ***	.58 ***
Less Interested (n=57)	.41 ***	.43 ***	.50 ***
More Interested (n=36)	.58 ***	.54 ***	.68 ***
Undergraduates (n=68)	.40 ***	.29 **	.43 ***
SIPP Participants (n=25)	.61 ***	.69 ***	.76 ***

**Table 2b: Correlations between Implicit and Explicit (Self-Report)
Measures of Ideology**

	Ideol-Figures IAT	Ideol-Issues IAT	Composite Ideol IAT
Full Sample (n=73)	.48 ***	.46 ***	.55 ***
Less Interested (n=42)	.43 ***	.53 ***	.52 ***
More Interested (n=31)	.56 ***	.38 *	.59 ***
Undergraduates (n=51)	.31 **	.39 **	.40 **
SIPP Participants (n=22)	.74 ***	.58 **	.75 ***

Note: The entries are zero-order correlation coefficients between the IAT-based implicit measures of partisanship (3a) and ideology (3b), and the self-report measures.

* $p < .05$

** $p < .01$

*** $p < .001$

(One-tailed tests)

**Table 3: Impact of Implicit Partisanship on Political Judgments,
Controlling for Explicit (Self-Reported) Partisanship**

	Zero-Order Correlations			Partial Correlations			
	Implicit PID	Explicit PID	Full Sample	Low Interest	High	UG Participants	SIPP
Bill Clinton (-)	-.55***	-.72 ***	-.23 **	-.41 ***	.08	-.31**	-.15
Hillary Clinton (-)	-.48***	-.58 ***	-.21 *	-.25 *	-.17	-.23*	-.11
Ronald Reagan (+)	.50***	.62***	.21 *	.28 *	.12	.26 *	-.30
Al Gore (-)	-.41***	-.57***	-.11	-.14	-.03	-.14	.03
George H. Bush (+)	.39***	.58***	.07	.17	-.11	.12	-.18
John McCain (+)	.38***	.49***	.14	.31**	-.08	.29**	-.34*
George W. Bush (+)	.47***	.64***	.16	.20	.06	.25 *	-.28
Bob Dole (+)	.50***	.54***	.27**	.32**	.18	.20 *	.46**
Newt Gingrich (+)	.38***	.46***	.15	.18	.11	.14	.16
Bill Bradley (-)	-.33***	-.22*	-.25**	-.13	-.43***	-.16	-.37*
Jimmy Carter (-)	-.11	-.19 *	.00	.10	-.12	.05	-.12
Ted Kennedy (-)	-.31***	-.35***	-.14	-.10	-.18	-.04	-.27
Republican Party (+)	.54***	.75***	.19*	.31**	-.14	.21*	.11
Democratic Party (-)	-.47***	-.76***	-.06	-.12	-.01	-.09	-.22
Conservatives (+)	.51***	.60***	.24**	.26*	.23	.25*	.19
Liberals (-)	-.54***	-.65***	-.26***	-.25*	-.26*	-.22*	-.34*
Business Groups (+)	.32***	.37***	.14	.23*	-.02	.08	.14
Unions (-)	-.33***	-.48***	-.08	-.20	.18	-.07	-.09

Note: The entries in the first two columns are zero-order pearson correlation coefficients. The entries in the remaining five columns are the partial correlation coefficients between the implicit measure of partisanship and the judgments, controlling for explicit partisanship. The partisanship measures are coded so that higher values reflect an implicit preference for, and identification with, the Republican Party. The dependent variables are thermometer ratings, where higher values reflect more positive evaluations. The direction of the predicted relationship (+ or -) is in parentheses after the name of the target judgment.

* p<.05 ** p<.01 ***p<.001 (all tests one-tailed)

**Table 4: Impact of Implicit Ideology on Political Judgments,
Controlling for Explicit (Self-Reported) Ideology**

	Zero-Order Correlations			Partial Correlations			
	Implicit Ideology	Explicit Ideology	Full Sample	Low Interest	High Interest	UG Participants	SIPP
Bill Clinton (-)	-.47***	-.53***	-.19*	-.14	-.28	-.32***	.15
Hillary Clinton (-)	-.35***	-.60***	-.03	-.06	-.02	-.08	.06
Ronald Reagan (+)	.52***	.57***	.30**	.32*	.22	.26*	-.22
Al Gore (-)	-.34**	-.42***	-.14	-.10	-.22	-.26*	.07
George H. Bush (+)	.30**	.52***	.02	.06	-.09	-.02	-.22
John McCain (+)	.24*	.37***	.04	.23	-.18	.09	-.50**
George W. Bush (+)	.51***	.62***	.26**	.19	.28*	.26*	-.07
Bob Dole (+)	.46***	.55***	.23*	.20	.24	.19	.25
Newt Gingrich (+)	.49***	.35***	.38***	.36**	.35*	.30*	.15
Bill Bradley (-)	-.28**	-.11	-.27**	-.13	-.42**	-.21	-.15
Jimmy Carter (-)	-.12	-.13	-.06	-.13	.03	.03	-.06
Ted Kennedy (-)	-.36***	-.38***	-.20*	-.23	-.22	-.24*	-.07
Republican Party (+)	.49***	.66***	.20*	.20	.16	.22	-.34*
Democratic Party (-)	-.32**	-.55***	-.03	.11	-.27	-.11	.07
Conservatives (+)	.59***	.68***	.27**	.18	.32*	.25*	.07
Liberals (-)	-.42***	-.80***	.02	.07	-.05	.08	-.23
Business Groups (+)	.47**	.42***	.31***	.39**	.17	.19	.18
Unions (-)	-.19*	-.42***	.05	.04	-.01	.07	-.20

Note: The entries in the first two columns are zero-order pearson correlation coefficients. The entries in the remaining five columns are the partial correlation coefficients between the implicit measure of ideology and the judgments, controlling for explicit ideology. The ideology measures are coded so that higher values reflect an implicit preference for, and identification with, conservatives. The dependent variables are thermometer ratings, where higher values reflect more positive evaluations. The direction of the predicted relationship (+ or -) is in parentheses after the name of the target judgment.

* p<.05 ** p<.01 ***p<.001 (all tests one-tailed)