

Appendix A: Variable Information

Table (A1) Summary Statistics

Variable	Observations	Mean	Standard Dev.	Minimum	Maximum
Difficulty Ranking	1,000	2.17	1.27	1	5
Under-Voted Ballot	1,000	0.14	0.34	0	1
Black	1,000	0.19	0.39	0	1
Hispanic	1,000	0.10	0.29	0	1
Other	1,000	0.06	0.24	0	1
Income	1,000	6.66	3.32	1	16
Education	1,000	2.87	1.49	1	5
Weak Liberal	1,000	0.19	0.39	0	1
Moderate Liberal	1,000	0.24	0.42	0	1
Strong Liberal	1,000	0.58	0.49	0	1
Liberalism	1,000	2.82	0.90	1	4
Age	1,000	49.62	16.78	18	88
Female	1,000	0.58	0.49	0	1
Political Interest	1,000	0.61	0.49	0	1
Importance of Religion	1,000	2.44	1.21	1	4

Appendix B: Question Wording

The full question for difficulty ranking is: “How hard or easy was it to rank more than one choice in the previous question?”, with possible answering ranking from very easy to very difficult and the previous question being, “Imagine that the Democratic primary election were held in your state today and the candidates were only Joe Biden, Pete Buttigieg, Kamala Harris, Bernie Sanders, and Elizabeth Warren. How would you rank these candidates? Please drag your 1st-choice candidate into the box labeled Number 1, your 2nd choice in the box labeled Number 2, and so on.”

The full question for candidate ranking is: “Imagine that the Democratic primary election were held in your state today and the candidates were only Joe Biden, Pete Buttigieg, Kamala Harris, Bernie Sanders, and Elizabeth Warren. How would you rank these candidates?” In total, these five candidates also happened to be the top five most popular, accounting for 72.7% of the first place rankings in the full list of twenty candidates.

Appendix C: Robustness Checks

Table C1: Who Finds Ranking Difficult?-Multinomial Logistic Regression

	(1) Very Easy b/se	(2) Very Easy	(4) Very Easy	(5) Very Hard
Ranking Difficulty				
Age	-0.019*** (0.007)	-0.012 (0.007)	0.002 (0.008)	0.005 (0.010)
Female	0.325 (0.240)	0.354 (0.332)	0.787** (0.320)	0.497 (0.404)
Black	0.222 (0.391)	-0.064 (0.348)	0.441 (0.351)	0.503 (0.485)
Other	-0.204 (0.570)	0.388 (0.497)	0.532 (0.543)	0.173 (0.822)
Income	0.031 (0.038)	0.026 (0.042)	0.084** (0.041)	0.080 (0.056)
Education	-0.115 (0.089)	-0.039 (0.081)	-0.188** (0.081)	-0.181 (0.124)
Moderate Democrat	0.121 (0.353)	0.325 (0.307)	0.199 (0.381)	0.466 (0.420)
Strong Democrat	-0.011 (0.272)	0.026 (0.333)	-0.377 (0.395)	-0.023 (0.385)
Political Interest	1.080*** (0.135)	0.763*** (0.131)	0.568*** (0.170)	0.247 (0.151)
Hispanic	-0.150 (0.299)	-0.185 (0.462)	-0.093 (0.290)	-0.179 (0.647)
Liberalism	0.388*** (0.141)	0.148 (0.149)	0.095 (0.144)	0.122 (0.199)
Importance of Religion	-0.070 (0.112)	-0.178 (0.112)	-0.203 (0.142)	0.019 (0.166)
Constant	-1.328 (0.890)	-0.580 (0.891)	-1.395 (0.914)	-2.267*** (0.861)
Observations	1000	1000	1000	1000

Multinomial logistic regression with robust and clustered(state) standard errors employed.* 0.1 ** 0.05 ***0.01. Reference category is the middle category, those who found ranking neither hard nor easy.

Table C2: Who Finds Ranking Difficult?-
Three Categorical Dependent Variable, Ordered Logistic Regression

	(1) 3 Point DV b/se
Difficulty Ranking	
Age	0.017*** (0.005)
Female	0.199 (0.135)
Black	0.235 (0.248)
Hispanic	0.089 (0.214)
Other	0.240 (0.279)
Income	0.032 (0.029)
Education	-0.054 (0.062)
Moderate Democrat	0.018 (0.224)
Strong Democrat	-0.180 (0.159)
Liberalism	-0.207 (0.128)
Political Interest	-0.532*** (0.100)
Importance of Religion	0.017 (0.080)
Cut1	-0.031
Constant	(0.627)
Cut2	0.650
Constant	(0.607)
Observations	1000

Ordered logistic regression with robust and clustered(state) standard errors employed. Dependent variable is three categories (very/somewhat easy, neither hard nor easy, and somewhat/very hard). * 0.1 ** 0.05 ***0.01

Table C3: Who Finds Ranking Difficult?-
 Three Categorical Dependent Variable, Multinomial Logistic Regression

	(1) Very/Somewhat Easy b/se	(3) Somewhat/Very Hard
Easy		
Age	-0.016** (0.007)	0.003 (0.007)
Female	0.328 (0.266)	0.688** (0.319)
Black	0.099 (0.349)	0.469 (0.324)
Hispanic	-0.168 (0.339)	-0.121 (0.358)
Other	0.104 (0.505)	0.436 (0.561)
Income	0.029 (0.037)	0.083** (0.040)
Education	-0.082 (0.079)	-0.186** (0.080)
Moderate Democrat	0.222 (0.315)	0.279 (0.359)
Strong Democrat	0.010 (0.284)	-0.270 (0.342)
Liberalism	0.288** (0.134)	0.104 (0.125)
Political Interest	0.931*** (0.118)	0.453*** (0.129)
Importance of Religion	-0.115 (0.099)	-0.133 (0.125)
Constant	-0.301 (0.859)	-1.010 (0.764)
Observations	1000	1000

Multinomial logistic regression with robust and clustered(state) standard errors employed. Dependent variable is three categories (very/somewhat easy, neither hard nor easy, and somewhat/very hard). Reference group is the middle category. * 0.1 ** 0.05 ***0.01

Table C4: Who Finds Ranking Difficult?-Dealing with Missing

	(1) No Recoding Missing b/se	(2) Recode Income to Mean b/se	(3) Recode Liberalism to Mean b/se	(4) Recode Interest to Mode b/se	(5) Recode All b/se
Difficulty Ranking					
Age	0.017*** (0.005)	0.017*** (0.005)	0.017*** (0.006)	0.017*** (0.005)	0.017*** (0.005)
Female	0.131 (0.160)	0.168 (0.142)	0.183 (0.152)	0.126 (0.158)	0.199 (0.135)
Black	0.070 (0.254)	0.148 (0.247)	0.147 (0.260)	0.092 (0.258)	0.235 (0.248)
Hispanic	0.104 (0.238)	0.051 (0.246)	0.086 (0.235)	0.179 (0.223)	0.089 (0.214)
Other	0.408 (0.320)	0.317 (0.316)	0.427 (0.312)	0.368 (0.331)	0.240 (0.279)
Income (Original)	0.012 (0.030)		0.016 (0.029)	0.017 (0.030)	
Income (Recoded)		0.015 (0.029)			0.032 (0.029)
Education	-0.025 (0.056)	-0.043 (0.061)	-0.035 (0.057)	-0.009 (0.057)	-0.054 (0.062)
Moderate Democrat	-0.067 (0.236)	-0.005 (0.220)	0.015 (0.237)	-0.068 (0.236)	0.018 (0.224)
Strong Democrat	-0.310 (0.215)	-0.226 (0.182)	-0.292 (0.201)	-0.266 (0.215)	-0.180 (0.159)
Liberalism (Original)	-0.178 (0.145)	-0.247** (0.126)		-0.176 (0.149)	
Liberalism (Recoded)			-0.147 (0.147)		-0.207 (0.128)
Political Interest (Original)	-0.801*** (0.145)	-0.695*** (0.176)	-0.815*** (0.154)		
Political Interest (Recoded)				-0.538*** (0.094)	-0.532*** (0.100)
Importance of Religion	0.026 (0.092)	0.014 (0.083)	0.024 (0.092)	0.023 (0.093)	0.017 (0.080)
Cut1 Constant	-0.072 (0.650)	-0.074 (0.666)	-0.005 (0.668)	0.006 (0.622)	-0.031 (0.627)
Cut2 Constant	0.638 (0.634)	0.623 (0.648)	0.677 (0.650)	0.719 (0.609)	0.650 (0.607)
Observations	857	954	885	862	1000

Ordered logistic regression with robust and clustered(state) standard errors employed. Varying how missing values are dealt with.
0.1 ** 0.05 ***0.01

Table C5: Who Under-Votes (Without Difficulty)?-Dealing with Missing

	(1) No Recoding Missing b/se	(2) Recode Income to Mean b/se	(3) Recode Liberalism to Mean b/se	(4) Recode Interest to Mode b/se	(5) Recode All b/se
Under-Voted					
Age	-0.017* (0.009)	-0.022*** (0.008)	-0.012 (0.008)	-0.017** (0.009)	-0.015** (0.006)
Female	0.358* (0.197)	0.430** (0.179)	0.421** (0.201)	0.330* (0.200)	0.318* (0.189)
Black	-0.329 (0.387)	-0.302 (0.351)	-0.189 (0.354)	-0.326 (0.389)	-0.283 (0.333)
Hispanic	-0.097 (0.267)	-0.174 (0.295)	-0.183 (0.277)	-0.032 (0.241)	-0.280 (0.274)
Other	0.230 (0.393)	0.101 (0.391)	0.307 (0.375)	0.198 (0.398)	0.129 (0.309)
Income (Original)	0.043 (0.030)		0.044 (0.030)	0.048 (0.030)	
Income (Recoded)		0.046* (0.028)			0.063** (0.027)
Education	-0.006 (0.110)	-0.037 (0.103)	-0.029 (0.098)	0.002 (0.109)	-0.085 (0.092)
Moderate Democrat	0.621** (0.316)	0.610** (0.278)	0.626* (0.336)	0.633** (0.315)	0.561* (0.302)
Strong Democrat	-0.068 (0.311)	-0.123 (0.261)	-0.042 (0.328)	-0.037 (0.310)	0.038 (0.268)
Liberalism (Original)	-0.235 (0.183)	-0.235 (0.162)		-0.240 (0.180)	
Liberalism (Recoded)			-0.180 (0.173)		-0.187 (0.144)
Political Interest (Original)	-0.144 (0.247)	-0.053 (0.217)	-0.303 (0.257)		
Political Interest (Recoded)				-0.170 (0.138)	-0.329*** (0.126)
Importance of Religion	0.118 (0.129)	0.088 (0.134)	0.090 (0.132)	0.105 (0.131)	0.058 (0.134)
Constant	-1.128 (0.811)	-0.900 (0.741)	-1.100 (0.756)	-0.972 (0.842)	-0.479 (0.718)
Observations	859	956	887	864	1002

Logistic regression with robust and clustered(state) standard errors employed. Varying how missing values are dealt with. * 0.1 ** 0.05 ***0.01

Table C6: Who Under-Votes (With Difficulty)?-Dealing with Missing

	(1)	(2)	(3)	(4)	(5)
	No Recoding Missing	Recode Income to Mean	Recode Liberalism to Mean	Recode Interest to Mode	Recode All
	b/se	b/se	b/se	b/se	b/se
Under-Voted Difficulty Ranking Candidates	0.345*** (0.098)	0.381*** (0.100)	0.385*** (0.079)	0.346*** (0.097)	0.434*** (0.075)
Age	-0.022** (0.009)	-0.027*** (0.008)	-0.017* (0.009)	-0.022** (0.009)	-0.020*** (0.007)
Female	0.337* (0.188)	0.403** (0.173)	0.380** (0.190)	0.313 (0.195)	0.272 (0.181)
Black	-0.365 (0.392)	-0.346 (0.348)	-0.246 (0.358)	-0.363 (0.392)	-0.371 (0.325)
Hispanic	-0.098 (0.267)	-0.142 (0.294)	-0.171 (0.273)	-0.044 (0.241)	-0.246 (0.269)
Other	0.117 (0.350)	-0.001 (0.355)	0.193 (0.329)	0.098 (0.353)	0.052 (0.297)
Income (Original)	0.041 (0.028)		0.042 (0.030)	0.044 (0.028)	
Income (Recoded)		0.043 (0.027)			0.056** (0.027)
Education	-0.005 (0.111)	-0.027 (0.104)	-0.024 (0.099)	0.001 (0.111)	-0.067 (0.093)
Moderate Democrat	0.649** (0.313)	0.637** (0.283)	0.632* (0.344)	0.660** (0.307)	0.573* (0.315)
Strong Democrat	0.008 (0.304)	-0.050 (0.253)	0.038 (0.322)	0.029 (0.303)	0.103 (0.262)
Liberalism (Original)	-0.211 (0.199)	-0.194 (0.177)		-0.217 (0.191)	
Liberalism (Recoded)			-0.162 (0.191)		-0.149 (0.155)
Political Interest (Original)	0.021 (0.250)	0.110 (0.215)	-0.124 (0.264)		
Political Interest (Recoded)				-0.058 (0.138)	-0.198 (0.124)
Importance of Religion	0.109 (0.133)	0.080 (0.134)	0.081 (0.136)	0.097 (0.134)	0.054 (0.131)

Constant	-2.020** (0.944)	-1.934** (0.847)	-2.102** (0.882)	-1.866* (1.000)	-1.674** (0.794)
Observations	857	954	885	862	1000

Logistic regression with robust and clustered(state) standard errors employed. Varying how missing values are dealt with. * 0.1 ** 0.05 ***0.01

Table C7: Who Finds Ranking Difficult?-Separating Socio-Demographic and Political Factors

	(1) Socio-Demographic Factors Only b/se	(2) Socio-Demographic and Political Factors b/se
Difficulty Ranking		
Candidates		
Age	0.011*** (0.004)	0.016*** (0.004)
Female	0.221 (0.148)	0.169 (0.134)
Black	0.326 (0.200)	0.128 (0.238)
Hispanic	0.269 (0.176)	0.004 (0.191)
Other	0.490** (0.204)	0.357 (0.226)
Income	0.001 (0.024)	0.020 (0.024)
Education	-0.065 (0.049)	-0.009 (0.051)
Moderate Democrat		0.129 (0.197)
Strong Democrat		-0.092 (0.136)
Liberalism		-0.229** (0.096)
Political Interest		-0.549*** (0.095)
Importance of Religion		-0.019 (0.068)
Cut1	0.155 (0.301)	-1.412*** (0.479)
Cut2	1.315*** (0.299)	-0.172 (0.485)
Cut3	1.961*** (0.292)	0.507 (0.467)
Cut4	3.239*** (0.338)	1.814*** (0.455)
Observations	1000	1000

Ordered logistic regression with robust and clustered(state) standard errors employed. Varying inclusion of political controls. * 0.1
 ** 0.05 ***0.01

Table C8: Who Under-Votes?-Separating Socio-Demographic and Political Factors

	(1) Socio-Demographic Factors Only b/se	(2) Socio-Demographic and Political Factors b/se
Under-Voted		
Age	-0.021*** (0.006)	-0.020*** (0.007)
Female	0.363* (0.201)	0.272 (0.181)
Black	-0.208 (0.316)	-0.371 (0.325)
Hispanic	-0.087 (0.258)	-0.246 (0.269)
Other	0.148 (0.295)	0.052 (0.297)
Income	0.045* (0.026)	0.056** (0.027)
Education	-0.096 (0.090)	-0.067 (0.093)
Moderate Democrat		0.573* (0.315)
Strong Democrat		0.103 (0.262)
Liberalism		-0.149 (0.155)
Political Interest		-0.198 (0.124)
Importance of Religion		0.054 (0.131)
Difficulty Ranking Candidates	0.477*** (0.073)	0.434*** (0.075)
Constant	-2.173*** (0.415)	-1.674** (0.794)
Observations	1000	1000

Logistic regression with robust and clustered(state) standard errors employed. Varying inclusion of political controls. * 0.1 ** 0.05 ***0.01

Appendix D: Additional Figures and Tables

Table (D1)-Variables Percentages by Ranking Difficulty

	Variable	Category	Difficulty Ranking Candidates				
			Very Easy	Somewhat Easy	Neither Hard nor Easy	Somewhat Hard	Very Hard
Indicator Variables	Gender	Female	39.14	27.07	11.9	13.2	7.41
		Male	44.05	27.38	112.14	11.19	5.24
	Race	Black***	38.86	20.21	15.03	15.03	10.88
		Other	28.57	38.1	12.7	17.46	3.17
		White***	43.83	28.4	10.49	12.19	5.09
	Ethnicity	Hispanic	36.46	26.04	14.58	13.54	9.38
		Non-Hispanic	41.7	27.32	11.62	13.16	6.19
	Party Identification	Independent/Leaner	43.09	27.13	10.64	13.83	5.32
		Moderate Democrat***	30.93	26.27	13.98	18.22	10.59
		Strong Democrat***	44.79	27.6	11.46	10.94	5.21
Political Interest	High Interest***	48.52	27.96	6.91	11.84	4.77	
Ordered/Continuous Variables	Age	18-24	31.82	28.79	28.7	26.34	25.81
		25-44	45.8	28.7	9.57	10.72	5.22
		45-65	41.4	26.34	12.9	13.17	6.18
		65+	36.41	25.81	12.44	16.59	8.76
	Income	Less than \$10,000	37.84	27.03	24.32	2.7	8.11
		\$10,000-\$19,999	41.67	21.43	11.9	15.48	9.52
		\$20,000-\$29,999	36.7	23.85	19.27	11.93	8.26
		\$30,000-\$39,999	39.73	24.66	15.07	16.44	4.11
		\$40,000-\$49,999	38.67	30.67	8	16	6.67
		\$50,000- \$59,999	44.29	28.57	8.57	10	8.57
		\$60,000-\$69,999	42.03	21.74	11.59	18.84	5.8
		\$70,000- \$79,999	29.87	38.96	12.99	12.99	5.19
		\$80,000-\$99,999	44.21	29.47	7.37	12.63	6.32
		\$100,000-\$119,999	44.26	34.43	9.84	8.2	3.28
		\$120,000-\$149,999	50	28.26	10.87	8.7	2.17
		\$150,000-\$199,999	44.79	26.04	8.33	15.63	5.21
		\$200,000-\$249,999	37.84	27.03	24.32	2.7	8.11
		\$250,000-\$349,999	41.67	21.43	11.9	15.48	9.52
		\$350,000-\$499-999	36.7	23.85	19.27	11.93	8.26
		\$500,000+	39.73	24.66	15.07	16.44	4.11

	Education	High School or Less	39.7	23.6	12.73	15.36	8.61
		Some College	38.97	26.67	13.85	12.82	7.69
		Associates	45.22	21.74	10.43	15.65	6.96
		Bachelors	43.44	31.15	9.43	12.7	3.28
		Post Grad	40.22	31.28	12.85	9.5	6.15
	Ideology***	Conservative	32.84	25.37	17.91	14.93	8.96
		Moderate	36.54	26.47	15.03	15.69	8.82
		Liberal	58.17	29.95	12.91	14.29	6.32
		Very Liberal	32.84	25.37	17.91	14.93	8.96
	Religious Importance***	Not At All Important	46.47	30.29	7.35	12.06	3.82
		Not Too Important	36.36	30.52	9.74	15.58	7.79
		Somewhat Important	40.52	25.43	16.38	12.5	5.17
		Very Important	37.96	22.99	14.96	13.87	10.22

Note: *.10 **.05 ***.01, when compared to the opposite group for indicator variables and when compared to lower values for ordered/continuous variables. For example, black respondents are compared to non-black respondents, high interest to low interest, more liberal to more conservative. Age is continuous in models and estimation but categorized here for brevity.

Figure (D2)-Effects of Liberalism on Difficulty with Ranking Candidates

