Supplemental Table 1

*Factor Loadings of all EPM Items on the Five Media Preference Components in Study 1*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| EPM Item | Domain | Cerebral | Communal | Narrative | Alternative | Active |
| Folk | Music | **0.647** | 0.080 | 0.082 | 0.047 | -0.010 |
| Classics | Film | **0.604** | 0.038 | 0.121 | -0.197 | 0.262 |
| Arts and humanities | TV | **0.602** | 0.239 | 0.273 | 0.166 | 0.098 |
| Classical | Music | **0.593** | 0.005 | -0.019 | 0.048 | 0.142 |
| Foreign | Film | **0.591** | 0.054 | -0.016 | 0.393 | 0.055 |
| Bluegrass | Music | **0.585** | 0.232 | -0.061 | -0.012 | 0.117 |
| Blues | Music | **0.576** | 0.175 | 0.080 | 0.094 | 0.159 |
| Independent | Film | **0.568** | 0.012 | 0.187 | 0.385 | 0.016 |
| Biographies | Book | **0.564** | 0.105 | 0.359 | 0.027 | 0.083 |
| Opera | Music | **0.563** | 0.262 | -0.109 | 0.313 | -0.147 |
| Educational | TV | **0.558** | 0.200 | **0.403** | 0.079 | 0.262 |
| Jazz | Music | **0.557** | 0.132 | 0.008 | 0.037 | 0.035 |
| Philosophy | Book | **0.538** | 0.062 | 0.165 | 0.423 | 0.138 |
| History | Book | **0.532** | -0.100 | 0.239 | -0.054 | 0.307 |
| Show tunes | Music | **0.512** | 0.387 | 0.027 | 0.043 | -0.014 |
| World | Music | **0.506** | 0.189 | -0.027 | **0.445** | 0.089 |
| Academic | Book | **0.501** | 0.170 | 0.250 | 0.296 | 0.080 |
| Documentary | Film | **0.497** | -0.222 | 0.350 | 0.032 | 0.141 |
| Reference | Book | **0.496** | 0.149 | 0.151 | 0.192 | 0.197 |
| Art | Book | **0.493** | 0.181 | 0.065 | 0.384 | 0.080 |
| Nonfiction | Book | **0.490** | -0.013 | **0.455** | -0.030 | 0.131 |
| Science and nature | Book | **0.487** | -0.082 | 0.231 | 0.323 | 0.342 |
| Medical | Book | **0.479** | 0.358 | 0.197 | 0.276 | 0.073 |
| Mind and spirit | Book | **0.469** | 0.308 | 0.132 | **0.414** | 0.018 |
| Photography | Book | **0.464** | 0.306 | 0.198 | 0.289 | 0.183 |
| Fiction and literature | Book | **0.456** | -0.008 | **0.411** | 0.153 | 0.170 |
| Poetry | Book | 0.393 | 0.301 | 0.141 | 0.359 | -0.001 |
| Mystery | Book | 0.393 | -0.009 | 0.387 | 0.074 | 0.239 |
| Architecture | Book | 0.389 | 0.307 | 0.073 | 0.361 | 0.246 |
| Public access | TV | 0.381 | 0.293 | 0.075 | 0.233 | 0.302 |
| Oldies | Music | 0.368 | 0.237 | 0.278 | -0.109 | 0.036 |
| Romance | Film | 0.187 | **0.667** | 0.191 | 0.147 | -0.052 |
| Daytime talk shows | TV | 0.073 | **0.653** | 0.190 | 0.300 | -0.045 |
| Family | Film | -0.035 | **0.650** | 0.254 | -0.024 | 0.155 |
| Romance | Book | 0.146 | **0.639** | 0.125 | 0.147 | -0.060 |
| Reality TV | TV | -0.185 | **0.605** | 0.211 | 0.142 | -0.131 |
| Children | TV | 0.025 | **0.602** | 0.080 | 0.310 | 0.219 |
| Religious | Music | 0.138 | **0.591** | -0.065 | -0.143 | 0.035 |
| Soap operas | TV | 0.057 | **0.590** | 0.005 | 0.332 | -0.027 |
| Game shows | TV | 0.016 | **0.576** | 0.242 | 0.085 | 0.044 |
| Home improvement | TV | 0.200 | **0.572** | 0.233 | -0.019 | 0.287 |
| Gospel | Music | 0.288 | **0.548** | -0.064 | -0.037 | 0.016 |
| Religion | Book | 0.307 | **0.536** | -0.024 | -0.034 | 0.114 |
| Country | Music | 0.170 | **0.535** | 0.066 | -0.231 | 0.187 |
| Movie coverage | TV | 0.171 | **0.518** | 0.282 | 0.271 | 0.231 |
| Business and economy | TV | 0.237 | **0.501** | 0.121 | 0.200 | 0.373 |
| Musicals | Film | **0.490** | **0.500** | 0.133 | 0.082 | -0.072 |
| Home and garden | Book | 0.279 | **0.497** | 0.146 | -0.020 | 0.262 |
| Made-for-TV movies | TV | 0.194 | **0.494** | 0.344 | 0.064 | 0.169 |
| Health | TV | 0.244 | **0.482** | 0.368 | 0.190 | 0.110 |
| Variety shows | TV | 0.178 | **0.475** | **0.409** | 0.125 | 0.110 |
| Pop | Music | -0.032 | **0.465** | 0.289 | 0.011 | 0.113 |
| Cooking | Book | 0.266 | **0.463** | 0.192 | 0.047 | 0.174 |
| Soul/R&B | Music | 0.341 | **0.438** | 0.131 | 0.092 | 0.147 |
| Music television | TV | -0.052 | **0.435** | 0.242 | **0.410** | 0.062 |
| Health | Book | 0.326 | **0.433** | 0.313 | 0.182 | 0.161 |
| Travel | Book | 0.346 | **0.428** | 0.213 | 0.060 | 0.246 |
| Business | Book | 0.123 | **0.409** | 0.020 | 0.144 | 0.361 |
| Rock | Music | 0.091 | -0.263 | 0.212 | 0.225 | 0.258 |
| Dramas | TV | 0.272 | 0.202 | **0.662** | 0.125 | -0.009 |
| Real-life mysteries | TV | 0.127 | 0.213 | **0.655** | 0.134 | 0.093 |
| Suspense | Film | 0.087 | 0.031 | **0.604** | 0.009 | 0.342 |
| Comedies | TV | -0.015 | 0.241 | **0.561** | -0.026 | 0.048 |
| Drama | Film | 0.274 | 0.200 | **0.557** | 0.011 | 0.040 |
| Mystery | TV | 0.176 | -0.008 | **0.534** | 0.066 | 0.329 |
| Comedy | Film | -0.014 | 0.274 | **0.517** | -0.049 | 0.058 |
| News/current events | Book | 0.373 | 0.241 | **0.495** | 0.137 | 0.165 |
| Sketch comedy | TV | 0.077 | 0.159 | **0.488** | 0.325 | 0.079 |
| Cop shows | TV | -0.047 | 0.262 | **0.459** | -0.020 | 0.152 |
| Late-night talk shows | TV | 0.070 | **0.404** | **0.442** | 0.311 | 0.100 |
| Society and culture | TV | 0.358 | 0.191 | **0.429** | 0.313 | 0.034 |
| News/current events | TV | 0.277 | 0.186 | **0.417** | -0.010 | 0.294 |
| Lawyer shows | TV | 0.193 | 0.356 | **0.416** | 0.058 | -0.055 |
| Medical shows | TV | 0.159 | 0.400 | **0.407** | 0.106 | 0.020 |
| Entertainment | Book | 0.032 | 0.369 | **0.404** | 0.224 | 0.162 |
| Thrillers and espionage | Book | 0.303 | 0.041 | 0.387 | 0.235 | 0.374 |
| Punk | Music | 0.087 | -0.038 | 0.016 | **0.637** | -0.020 |
| Cult | Film | 0.313 | -0.152 | 0.175 | **0.558** | 0.063 |
| Horror | Film | -0.066 | -0.064 | **0.432** | **0.539** | 0.096 |
| Horror | TV | -0.076 | -0.093 | **0.455** | **0.537** | 0.146 |
| Horror | Book | 0.116 | -0.079 | 0.369 | **0.534** | 0.102 |
| Funk | Music | **0.419** | 0.123 | -0.076 | **0.519** | 0.148 |
| Rap/hip-hop | Music | -0.147 | 0.302 | -0.055 | **0.505** | -0.028 |
| Africana | Book | **0.439** | 0.349 | -0.129 | **0.495** | 0.052 |
| Dance/electronica | Music | 0.120 | 0.146 | -0.067 | **0.494** | 0.096 |
| Alternative | Music | 0.187 | -0.038 | 0.245 | **0.467** | -0.006 |
| Erotica | Book | 0.188 | 0.306 | -0.020 | **0.455** | 0.206 |
| Erotic | Film | 0.105 | 0.196 | -0.020 | **0.451** | 0.194 |
| Psychology | Book | 0.371 | 0.174 | 0.248 | **0.440** | -0.085 |
| New age | Music | 0.150 | 0.266 | 0.078 | **0.429** | 0.165 |
| Heavy metal | Music | -0.086 | -0.067 | -0.015 | 0.337 | 0.324 |
| Action | Book | 0.024 | 0.176 | 0.200 | 0.110 | **0.682** |
| Action adventure | TV | -0.060 | 0.277 | 0.280 | 0.101 | **0.676** |
| Action | Film | -0.145 | 0.212 | 0.267 | -0.053 | **0.652** |
| War | Film | 0.257 | 0.044 | 0.122 | -0.040 | **0.624** |
| Sci-fi and fantasy | TV | 0.169 | -0.166 | 0.068 | 0.355 | **0.620** |
| Science fiction | Film | 0.212 | -0.213 | 0.067 | 0.342 | **0.614** |
| Adventure | Book | 0.215 | 0.204 | 0.219 | 0.049 | **0.577** |
| Spy shows | TV | 0.164 | 0.171 | 0.268 | 0.058 | **0.561** |
| Western | Film | **0.430** | 0.250 | -0.077 | -0.102 | **0.544** |
| Sci-fi and fantasy | Book | 0.259 | -0.166 | 0.024 | **0.415** | **0.534** |
| Western | TV | 0.352 | 0.285 | -0.045 | -0.028 | **0.533** |
| Computers | Book | 0.119 | 0.177 | 0.016 | 0.285 | **0.509** |
| Science | TV | 0.339 | -0.157 | 0.223 | 0.274 | **0.452** |
| Sports | Book | 0.049 | **0.426** | -0.058 | -0.070 | **0.431** |
| Recreation and sports | TV | 0.056 | 0.395 | 0.056 | -0.145 | **0.410** |
| Animation | TV | 0.027 | 0.243 | 0.165 | 0.325 | 0.327 |
| Animation | Film | 0.060 | 0.218 | 0.122 | 0.225 | 0.296 |

*Note*. Factor loadings >.40 are in bolded font.

Supplemental Table 2

*Descriptive Statistics for the ABPO and Political Candidate Endorsement Variables in Studies 1 and 2*

|  |  |  |
| --- | --- | --- |
| Variable | Study 1Mean (SD) | Study 2Mean (SD) |
| Libertarian Independence | 3.09 (1.26) | 3.09 (1.24) |
| Religious Traditionalism | 3.19 (1.49) | 3.10 (1.42) |
| Ethnic Separateness | 3.08 (1.18) | 2.99 (1.14) |
| Endorsement of Clinton | -- | 4.98 (3.82) |
| Endorsement of Sanders | -- | 6.86 (3.67) |
| Endorsement of Trump | -- | 3.53 (3.52) |

Supplemental Table 3

*Regression Results for Media Preferences and ABPO Subscales in Study 1*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | *b* | *SE* | β | *p* |
| Libertarian Independence |  |  |  |  |
| Cerebral | -.054 | .102 | -.041 | .596 |
| Communal | .093 | .095 | .070 | .329 |
| Narrative | -.082 | .099 | -.062 | .405 |
| Alternative | -.173 | .100 | -.131 | .086 |
| Active | .165 | .096 | .125 | .086 |
|  | Total *R*2 in Step 3: .265 | Δ*R*2 from Step 2 to 3: .029 (*p* = .199) |
| Religious Traditionalism |  |  |  |  |
| Cerebral | -.133 | .104 | -.093 | .203 |
| Communal | **.619** | **.096** | **.433** | **<.001** |
| Narrative | -.079 | .101 | -.055 | .436 |
| Alternative | **-.211** | **.102** | **-.148** | **.040** |
| Active | .097 | .097 | .068 | .320 |
|  | Total *R*2 in Step 3: .351 | **Δ*R*2 from Step 2 to 3: .162 (*p* < .001)** |
| Ethnic Separateness |  |  |  |  |
| Cerebral | -.161 | .091 | -.137 | .077 |
| Communal | **.179** | **.084** | **.152** | **.034** |
| Narrative | -.070 | .087 | -.059 | .425 |
| Alternative | -.017 | .088 | -.015 | .844 |
| Active | **.256** | **.085** | **.216** | **.003** |
|  | Total *R*2 in Step 3: .283 | **Δ*R*2 from Step 2 to 3: .069 (*p* = .004)** |

*Note*. Results are from Step 3 of the regression, after controlling for demographics (age, gender, and education) in Step 1 and Big Five personality in Step 2. Significant effects are in bolded font.

Supplemental Table 4

*Factor Loadings of all EPM Items on the Six Media Preference Components in Study 2*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| EPM Item | Domain | Cerebral | Communal | Active | Nonfiction | Alternative | Masculine |
| Classical | Music | **0.635** | -0.096 | 0.135 | 0.108 | 0.022 | 0.053 |
| World | Music | **0.618** | 0.104 | -0.037 | 0.063 | 0.197 | 0.107 |
| Art | Book | **0.604** | 0.119 | -0.009 | 0.283 | 0.260 | -0.006 |
| Arts and humanities | TV | **0.601** | 0.130 | -0.015 | 0.342 | 0.222 | 0.006 |
| Show tunes | Music | **0.585** | 0.317 | 0.039 | 0.030 | -0.110 | -0.092 |
| Folk | Music | **0.581** | -0.018 | 0.056 | 0.163 | 0.009 | 0.011 |
| Foreign | Film | **0.581** | -0.071 | -0.014 | 0.151 | 0.304 | 0.124 |
| Opera | Music | **0.580** | -0.025 | 0.046 | -0.007 | 0.100 | 0.138 |
| Jazz | Music | **0.572** | 0.055 | 0.077 | 0.085 | 0.020 | 0.183 |
| Africana | Book | **0.557** | 0.138 | 0.014 | 0.069 | 0.226 | 0.230 |
| Musicals | Film | **0.528** | **0.412** | 0.071 | 0.037 | -0.056 | -0.106 |
| Bluegrass | Music | **0.519** | -0.032 | 0.093 | 0.123 | -0.107 | 0.104 |
| Poetry | Book | **0.515** | 0.247 | -0.046 | 0.187 | 0.234 | -0.011 |
| Blues | Music | **0.501** | 0.063 | 0.091 | 0.172 | 0.022 | 0.017 |
| Architecture | Book | **0.497** | 0.103 | -0.021 | 0.174 | 0.157 | 0.332 |
| Photography | Book | **0.493** | 0.356 | 0.072 | 0.288 | 0.136 | 0.054 |
| Animation | TV | **0.472** | 0.303 | 0.312 | -0.142 | 0.177 | -0.020 |
| Educational | TV | **0.468** | 0.098 | 0.091 | **0.446** | 0.053 | 0.099 |
| Science and nature | Book | **0.462** | -0.109 | 0.205 | **0.414** | 0.200 | 0.117 |
| Reference | Book | **0.450** | 0.054 | 0.065 | 0.382 | 0.041 | 0.312 |
| Classics | Film | **0.448** | 0.205 | 0.295 | 0.296 | -0.100 | -0.021 |
| Gospel | Music | **0.438** | 0.328 | -0.010 | 0.025 | -0.307 | 0.261 |
| Animation | Film | **0.420** | 0.289 | 0.357 | -0.207 | 0.037 | -0.129 |
| Travel | Book | **0.412** | 0.291 | 0.177 | 0.316 | -0.025 | 0.147 |
| Home and garden | Book | **0.407** | 0.330 | 0.116 | 0.354 | -0.177 | 0.123 |
| Funk | Music | 0.395 | 0.117 | -0.049 | 0.028 | 0.395 | 0.124 |
| Oldies | Music | 0.320 | 0.294 | 0.171 | 0.180 | -0.149 | -0.147 |
| Daytime talk shows | TV | 0.058 | **0.684** | -0.060 | 0.024 | 0.068 | 0.216 |
| Romance | Film | 0.094 | **0.666** | 0.081 | 0.085 | -0.064 | -0.036 |
| Romance | Book | 0.102 | **0.660** | 0.109 | -0.076 | 0.067 | 0.046 |
| Family | Film | 0.269 | **0.640** | 0.290 | -0.025 | -0.110 | -0.022 |
| Reality TV | TV | -0.090 | **0.585** | -0.010 | 0.048 | 0.093 | 0.096 |
| Game shows | TV | 0.141 | **0.544** | 0.117 | -0.026 | 0.107 | 0.114 |
| Entertainment | Book | -0.010 | **0.540** | 0.212 | 0.262 | 0.135 | 0.018 |
| Made-for-TV movies | TV | 0.047 | **0.534** | 0.130 | 0.229 | -0.117 | 0.300 |
| Real-life mysteries | TV | -0.044 | **0.524** | 0.309 | 0.250 | 0.157 | -0.008 |
| Children | TV | 0.354 | **0.519** | 0.189 | -0.103 | 0.036 | 0.211 |
| Soap operas | TV | 0.144 | **0.512** | -0.089 | -0.164 | 0.202 | 0.331 |
| Medical shows | TV | -0.042 | **0.503** | 0.062 | 0.312 | 0.045 | 0.180 |
| Pop | Music | -0.001 | **0.490** | 0.032 | 0.130 | 0.097 | -0.192 |
| Movie coverage | TV | 0.109 | **0.479** | 0.091 | 0.248 | 0.169 | 0.326 |
| Music television | TV | 0.037 | **0.476** | -0.025 | 0.239 | 0.329 | 0.207 |
| Variety shows | TV | 0.243 | **0.469** | 0.198 | 0.060 | 0.157 | 0.233 |
| Dramas | TV | -0.028 | **0.458** | 0.272 | 0.352 | 0.018 | -0.156 |
| Cop shows | TV | -0.110 | **0.450** | 0.296 | 0.156 | 0.023 | 0.200 |
| Comedies | TV | 0.130 | **0.412** | 0.211 | 0.112 | 0.159 | -0.102 |
| Country | Music | 0.076 | **0.411** | 0.121 | 0.038 | -0.285 | 0.151 |
| Lawyer shows | TV | 0.008 | **0.411** | 0.137 | 0.171 | -0.008 | 0.168 |
| Soul/R&B | Music | 0.281 | 0.397 | -0.120 | 0.008 | 0.073 | -0.029 |
| Cooking | Book | 0.289 | 0.384 | 0.118 | 0.275 | -0.130 | 0.001 |
| Home improvement | TV | 0.229 | 0.370 | 0.096 | 0.259 | -0.143 | 0.222 |
| Comedy | Film | 0.107 | 0.359 | 0.224 | 0.202 | 0.126 | -0.175 |
| Society and culture | TV | 0.224 | 0.352 | -0.036 | 0.337 | 0.240 | 0.144 |
| Late-night talk shows | TV | 0.112 | 0.297 | 0.094 | 0.257 | 0.261 | 0.127 |
| Action adventure | TV | 0.030 | 0.263 | **0.702** | -0.062 | 0.088 | 0.179 |
| Action | Book | 0.123 | 0.134 | **0.684** | 0.004 | 0.049 | 0.227 |
| Adventure | Book | 0.180 | 0.134 | **0.683** | 0.062 | 0.083 | 0.098 |
| Action | Film | -0.050 | 0.227 | **0.671** | -0.103 | 0.070 | 0.188 |
| Thrillers and espionage | Book | 0.059 | 0.201 | **0.638** | 0.202 | 0.116 | 0.020 |
| Suspense | Film | -0.036 | 0.231 | **0.626** | 0.277 | 0.171 | -0.102 |
| Mystery | TV | -0.046 | 0.318 | **0.592** | 0.263 | 0.079 | 0.011 |
| Mystery | Book | -0.018 | 0.340 | **0.567** | 0.224 | 0.026 | -0.137 |
| Science fiction | Film | 0.254 | -0.146 | **0.562** | -0.061 | 0.342 | 0.111 |
| Sci-fi and fantasy | Book | 0.327 | -0.109 | **0.561** | -0.082 | 0.374 | 0.072 |
| Sci-fi and fantasy | TV | 0.256 | -0.138 | **0.530** | -0.107 | **0.410** | 0.130 |
| Spy shows | TV | 0.123 | 0.263 | **0.490** | 0.072 | 0.159 | 0.301 |
| Fiction and literature | Book | 0.306 | 0.075 | **0.459** | 0.190 | 0.027 | -0.359 |
| War | Film | 0.011 | 0.007 | **0.433** | 0.040 | 0.255 | 0.370 |
| Rock | Music | 0.035 | 0.005 | **0.414** | 0.222 | 0.237 | -0.148 |
| Nonfiction | Book | 0.214 | 0.101 | 0.197 | **0.649** | 0.038 | -0.015 |
| News/current events | Book | 0.053 | 0.172 | 0.142 | **0.609** | -0.066 | 0.209 |
| Biographies | Book | 0.251 | 0.228 | 0.049 | **0.594** | -0.021 | 0.016 |
| Documentary | Film | 0.319 | 0.071 | 0.054 | **0.573** | 0.096 | 0.007 |
| News/current events | TV | -0.024 | 0.219 | 0.170 | **0.541** | -0.057 | 0.244 |
| Academic | Book | 0.342 | -0.202 | 0.048 | **0.496** | 0.112 | 0.169 |
| Independent | Film | 0.309 | -0.026 | 0.010 | **0.479** | **0.431** | -0.050 |
| Psychology | Book | 0.268 | 0.191 | -0.038 | **0.478** | 0.273 | 0.022 |
| Medical | Book | 0.129 | 0.224 | -0.055 | **0.474** | 0.128 | 0.354 |
| Health | Book | 0.203 | 0.221 | -0.117 | **0.472** | -0.067 | 0.270 |
| History | Book | **0.446** | -0.111 | 0.320 | **0.455** | -0.015 | 0.123 |
| Drama | Film | 0.012 | 0.377 | 0.301 | **0.453** | -0.038 | -0.195 |
| Health | TV | 0.161 | 0.347 | -0.059 | **0.451** | 0.032 | 0.357 |
| Philosophy | Book | 0.372 | -0.099 | 0.016 | 0.399 | 0.284 | 0.189 |
| Mind and spirit | Book | 0.283 | 0.267 | -0.080 | 0.392 | 0.161 | 0.211 |
| Science | TV | 0.308 | -0.180 | 0.269 | 0.322 | 0.293 | 0.200 |
| Horror | Film | -0.175 | 0.079 | 0.218 | 0.018 | **0.644** | 0.068 |
| Horror | TV | -0.143 | 0.083 | 0.299 | 0.039 | **0.619** | 0.118 |
| Cult | Film | 0.237 | -0.012 | 0.120 | 0.218 | **0.614** | -0.051 |
| Alternative | Music | 0.122 | -0.047 | 0.118 | 0.130 | **0.593** | -0.038 |
| Horror | Book | -0.063 | 0.097 | 0.360 | 0.046 | **0.587** | 0.007 |
| Punk | Music | 0.137 | 0.058 | 0.143 | 0.063 | **0.585** | 0.015 |
| Erotic | Film | 0.235 | 0.168 | 0.077 | -0.002 | **0.524** | 0.015 |
| Rap/hip-hop | Music | -0.045 | 0.381 | -0.135 | -0.070 | **0.437** | 0.052 |
| Erotica | Book | 0.307 | 0.189 | 0.110 | -0.007 | **0.435** | -0.025 |
| Heavy metal | Music | 0.001 | -0.103 | 0.254 | 0.031 | **0.421** | 0.169 |
| Dance/electronica | Music | 0.116 | 0.173 | -0.019 | -0.082 | 0.373 | 0.157 |
| Religious | Music | 0.219 | 0.355 | 0.030 | -0.072 | -0.361 | 0.359 |
| Sketch comedy | TV | 0.255 | 0.247 | 0.166 | 0.090 | 0.319 | -0.077 |
| New age | Music | 0.289 | 0.218 | 0.048 | -0.051 | 0.310 | 0.202 |
| Sports | Book | 0.060 | 0.163 | 0.109 | 0.010 | 0.092 | **0.613** |
| Business | Book | 0.114 | 0.084 | -0.034 | 0.273 | 0.067 | **0.584** |
| Business and economy | TV | 0.149 | 0.033 | -0.023 | 0.325 | 0.106 | **0.577** |
| Recreation and sports | TV | -0.065 | 0.200 | 0.117 | 0.056 | 0.063 | **0.566** |
| Western | TV | 0.303 | 0.061 | 0.352 | 0.060 | -0.024 | **0.534** |
| Computers | Book | 0.206 | -0.064 | 0.213 | 0.204 | 0.125 | **0.509** |
| Western | Film | 0.305 | -0.013 | **0.411** | 0.106 | -0.025 | **0.477** |
| Public access | TV | 0.388 | 0.141 | -0.006 | 0.245 | 0.052 | **0.418** |
| Religion | Book | 0.275 | 0.273 | 0.089 | 0.090 | -0.214 | **0.410** |

*Note*. Factor loadings >.40 are in bolded font.

Supplemental Table 5

*Regression Results for Media Preferences and ABPO Subscales in Study 2*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | *b* | *SE* | β | *p* |
| Libertarian Independence |  |  |  |  |
| Cerebral | **-.135** | **.057** | **-.109** | **.018** |
| Communal | -.005 | .061 | -.004 | .940 |
| Active | **.177** | **.053** | **.144** | **<.001** |
| Nonfiction | **-.261** | **.060** | **-.212** | **<.001** |
| Alternative | **-.462** | **.065** | **-.373** | **<.001** |
| Masculine | **.310** | **.061** | **.252** | **<.001** |
|  | Total *R*2 in Step 3: .336 | **Δ*R*2 from Step 2 to 3: .188 (*p*< .001)** |
| Religious Traditionalism |  |  |  |  |
| Cerebral | -.080 | .068 | -.056 | .236 |
| Communal | **.231** | **.072** | **.162** | **.002** |
| Active | **.142** | **.063** | **.100** | **.024** |
| Nonfiction | **-.195** | **.071** | **-.137** | **.006** |
| Alternative | **-.539** | **.077** | **-.377** | **<.001** |
| Masculine | **.442** | **.072** | **.310** | **<.001** |
|  | Total *R*2 in Step 3: .293 | **Δ*R*2 from Step 2 to 3: .204 (*p* < .001)** |
| Ethnic Separateness |  |  |  |  |
| Cerebral | **-.117** | **.055** | **-.102** | **.035** |
| Communal | .108 | .059 | .095 | .069 |
| Active | .034 | .051 | .029 | .515 |
| Nonfiction | -.010 | .058 | -.009 | .862 |
| Alternative | -.084 | .063 | -.073 | .189 |
| Masculine | **.386** | **.059** | **.338** | **<.001** |
|   | Total *R*2 in Step 3: .259 | **Δ*R*2 from Step 2 to 3: .106 (*p* < .001)** |

*Note*. Results are from Step 3 of the regression, after controlling for demographics (age, gender, and education) in Step 1 and Big Five personality in Step 2. Significant effects are in bolded font.

Supplemental Table 6

*Regression Results for Candidate Endorsement and ABPO Subscales in Study 2*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | *b* | *SE* | β | *p* |
| Preference for Clinton |  |  |  |  |
| Libertarian Independence | **-1.380** | **.174** | **-.446** | **<.001** |
| Religious Traditionalism | .103 | .143 | .038 | .473 |
| Ethnic Separateness | **-.441** | **.181** | **-.132** | **.015** |
|  | Total *R*2 in Step 3: .229 | **Δ*R*2 from Step 2 to 3: .209 (*p* < .001)** |
| Preference for Sanders |  |  |  |  |
| Libertarian Independence | **-1.739** | **.146** | **-.586** | **<.001** |
| Religious Traditionalism | -.162 | .120 | -.063 | .178 |
| Ethnic Separateness | -.157 | .152 | -.049 | .303 |
|  | Total *R*2 in Step 3: .409 | **Δ*R*2 from Step 2 to 3: .349 (*p* < .001)** |
| Preference for Trump |  |  |  |  |
| Libertarian Independence | **1.170** | **.140** | **.411** | **<.001** |
| Religious Traditionalism | .105 | .115 | .043 | .361 |
| Ethnic Separateness | **1.005** | **.146** | **.326** | **<.001** |
|  | Total *R*2 in Step 3: .414 | **Δ*R*2 from Step 2 to 3: .348 (*p* < .001)** |

*Note*. Results are from Step 3 of the regression, after controlling for demographics (age, gender, and education) in Step 1 and Big Five personality in Step 2. Significant effects are in bolded font.

Supplemental Table 7

*Results Summary for Reverse Mediation Analyses in Study 2*

|  |  |
| --- | --- |
|  | Outcome: Endorsement for Clinton |
| Mediator: Media Preference | Predictor: ABPO Libertarian Independence | Predictor: ABPO Religious Traditionalism | Predictor: ABPO Ethnic Separateness |
| Cerebral | *ab* = -.01, SE = .02, 95%CI [-.06, .02] | *ab* = .01, SE = .01, 95%CI [-.02, .03] | *ab* = -.02, SE = .02, 95%CI [-.07, .02] |
| Communal | *ab* = -.05, SE = .03, 95%CI [-.12, .002] | ***ab* = .08, SE = .04, 95%CI [.03, .17]** | ***ab* = .06, SE = .04, 95%CI [.001, .15]** |
| Active | *ab* = -.04, SE = .03, 95%CI [-.11, .02] | *ab* = -.03, SE = .03, 95%CI [-.08, .01] | *ab* = .03, SE = .03, 95%CI [-.02, .11] |
| Nonfiction | *ab* = .03, SE = .05, 95%CI [-.05, .13] | *ab* = .01, SE = .01, 95%CI [-.02, .03] | *ab* = -.02, SE = .03, 95%CI [-.07, .03] |
| Alternative | *ab* = .001, SE = .05, 95%CI [-.09, .11] | *ab* = .001, SE = .04, 95%CI [-.07, .08] | *ab* = -.001, SE = .03, 95%CI [-.06, .06] |
| Masculine | *ab* = .05, SE = .04, 95%CI [-.02, .15] | ***ab* = .11, SE = .04, 95%CI [.04, .19]** | ***ab* = .18, SE = .06, 95%CI [.08, .30]** |
|  | Outcome: Endorsement for Sanders |
| Media Preference Mediator | Predictor: ABPO Libertarian Independence | Predictor: ABPO Religious Traditionalism | Predictor: ABPO Ethnic Separateness |
| Cerebral | *ab* = -.02, SE = .02, 95%CI [-.06, .01] | *ab* = .01, SE = .01, 95%CI [-.01, .04] | *ab* = -.02, SE = .02, 95%CI [-.07, .01] |
| Communal | *ab* = -.02, SE = .02, 95%CI [-.06, .01] | *ab* = .03, SE = .02, 95%CI [-.01, .08] | *ab* = .02, SE = .02, 95%CI [-.01, .08] |
| Active | *ab* = -.005, SE = .02, 95%CI [-.04, .02] | *ab* = -.004, SE = .01, 95%CI [-.03, .02] | *ab* = .005, SE = .01, 95%CI [-.02, .04] |
| Nonfiction | *ab* = .05, SE = .05, 95%CI [-.04, .15] | *ab* = .01, SE = .02, 95%CI [-.01, .05] | *ab* = -.03, SE = .03, 95%CI [-.09, .02] |
| Alternative | *ab* = -.06, SE = .04, 95%CI [-.16, .02] | *ab* = -.05, SE = .04, 95%CI [-.12, .02] | *ab* = .03, SE = .03, 95%CI [-.01, .10] |
| Masculine | *ab* = .003, SE = .01, 95%CI [-.02, .03] | *ab* = .007, SE = .02, 95%CI [-.04, .05] | *ab* = .01, SE = .04, 95%CI [-.06, .09] |
|  | Outcome: Endorsement for Trump |
| Media Preference Mediator | Predictor: ABPO Libertarian Independence | Predictor: ABPO Religious Traditionalism | Predictor: ABPO Ethnic Separateness |
| Cerebral | *ab* = .02, SE = .02, 95%CI [-.01, .06] | *ab* = -.01, SE = .01, 95%CI [-.04, .01] | *ab* = .02, SE = .02, 95%CI [-.01, .07] |
| Communal | *ab* = .01, SE = .02, 95%CI [-.03, .04] | *ab* = -.01, SE = .02, 95%CI [-.06, .04] | *ab* = -.01, SE = .02, 95%CI [-.05, .03] |
| Active | *ab* = .01, SE = .02, 95%CI [-.01, .05] | *ab* = .01, SE = .01, 95%CI [-.01, .04] | *ab* = -.01, SE = .02, 95%CI [-.05, .01] |
| Nonfiction | ***ab* = -.11, SE = .04, 95%CI [-.20, -.03]** | *ab* = -.02, SE = .02, 95%CI [-.06, .02] | ***ab* = .05, SE = .03, 95%CI [.01, .12]** |
| Alternative | *ab* = .01, SE = .04, 95%CI [-.07, .09] | *ab* = .01, SE = .03, 95%CI [-.05, .08] | *ab* = -.004, SE = .02, 95%CI [-.06, .04] |
| Masculine | *ab* = -.002, SE = .01, 95%CI [-.03, .02] | *ab* = -.004, SE = .02, 95%CI [-.05, .04] | *ab* = -.01, SE = .04, 95%CI [-.08, .07] |

*Note*. Significant results are bolded.