

Social Dominance Orientation, Ideology, System Justification and Candidate Preferences

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Hypotheses

- (1) People who are higher in *both* SJ and SDO will (a) be more likely to support Jeb Bush, John Kasevich, and other non-Trump/non-Cruz Republican candidates, and (b) identify themselves as moderately conservative/center-right.
- (2) People who are higher in SDO but *lower* in SJ will (a) be more likely to support Donald Trump (and maybe Ted Cruz) compared to other Republican candidates, and (b) identify themselves as extremely conservative/far right.
- (3) People who are higher in SJ but *lower* in SDO will (a) be more likely to support Hillary Clinton compared to Bernie Sanders, and (b) identify themselves as moderately liberal/center-left.
- (4) People who are lower in *both* SJ and SDO will (a) be more likely to support Bernie Sanders over Hillary Clinton, and (b) identify themselves as extremely liberal/far left.

Characteristics of the full data

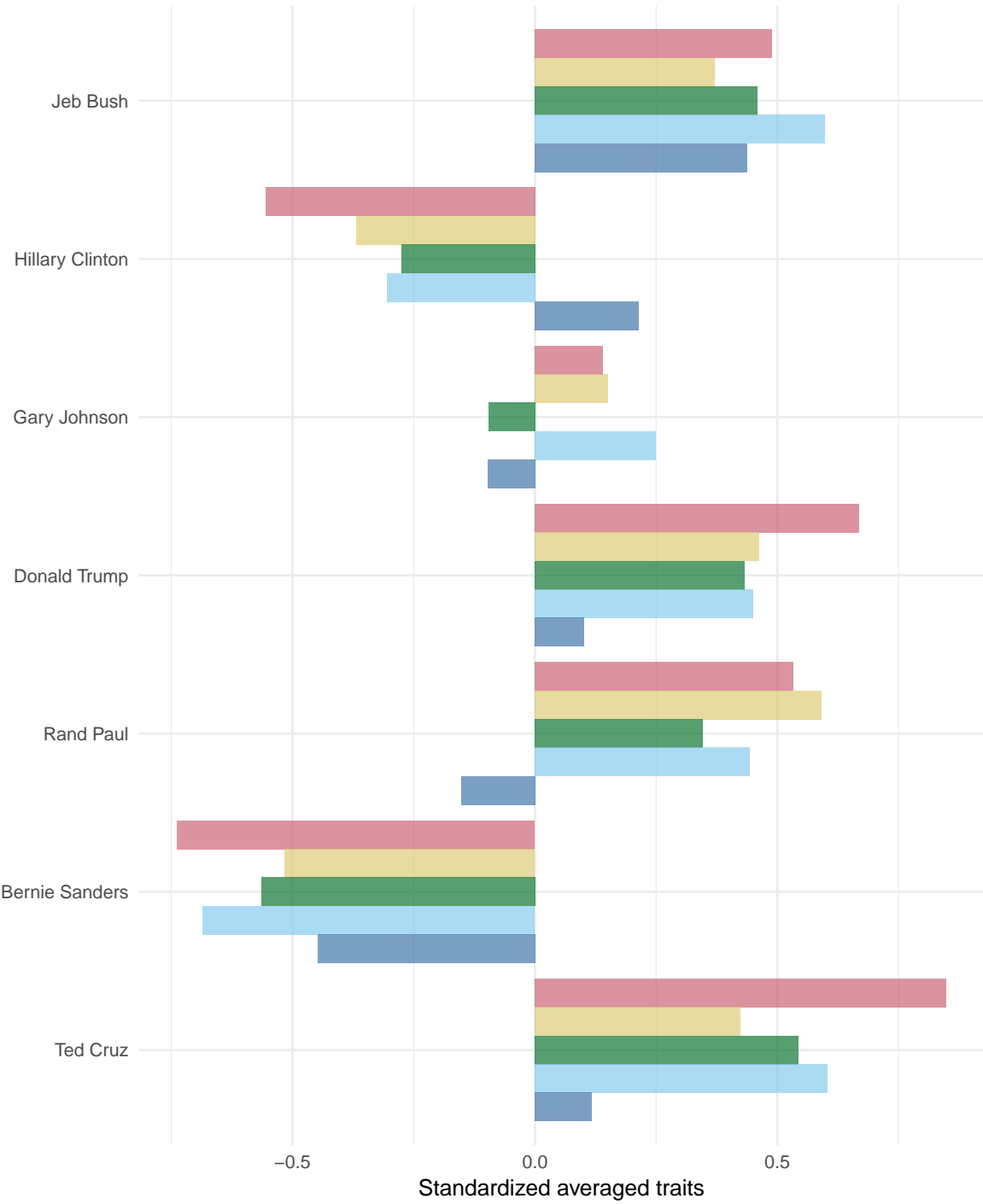
Table 1: Representative sample (N=1500)

Candidate	%	Counts
Ted Cruz	8.13	122
Bernie Sanders	24.13	362
Rand Paul	2.93	44
Donald Trump	29.60	444
Gary Johnson	4.53	68
Hillary Clinton	24.73	371
Jeb Bush	5.53	83
Austin Petersen	0.40	6

Table 2: non-Representative sample (N=2119)

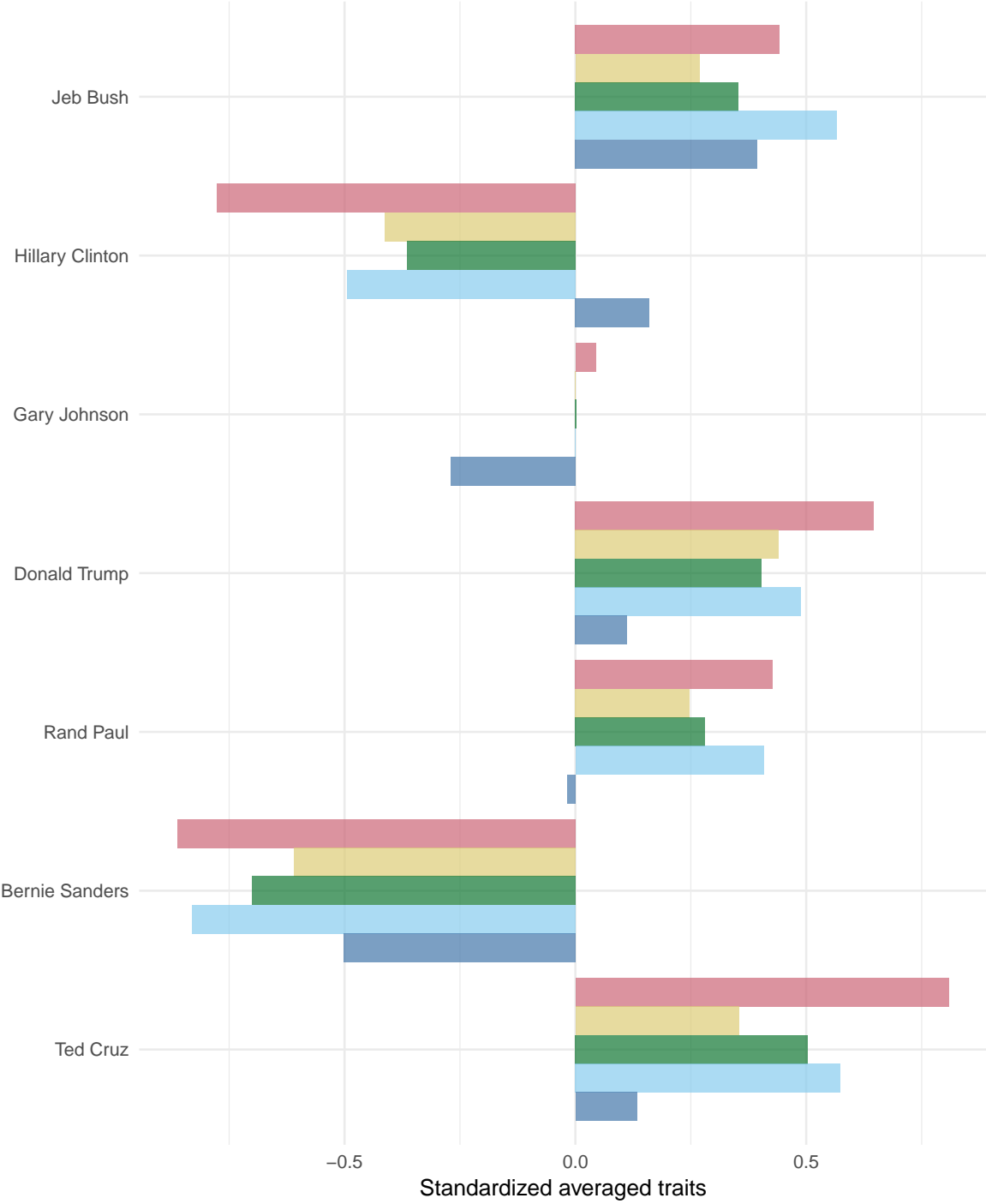
Candidate	%	Counts
Ted Cruz	11.27	169
Bernie Sanders	27.93	419
Rand Paul	4.33	65
Donald Trump	50.53	758
Gary Johnson	6.33	95
Hillary Clinton	30.87	463
Jeb Bush	9.53	143
Austin Petersen	0.47	7

Measures of Social Dominance, Ideology, and System Justification
grouped per Candidate
Representative Sample



- Self-reported Political Ideology (1-9)
- Social Dominance Orientation
- Gender-Specific System Justification
- Economic System Justification
- General System Justification

Measures of Social Dominance, Ideology, and System Justification
 grouped per Candidate
 non-Representative Sample



- Self-reported Political Ideology (1-9)
- Social Dominance Orientation
- Gender-Specific System Justification
- Economic System Justification
- General System Justification

Hypothesis one

Here we standardize General System Justification, SDO, and self-reported political ideology [mean = 0, sd = 1]. We select those whose scores are above 0 (zero) in General SJ and SDO concomitantly (N=459, N=661), and display their average ideology. I also added the % and counts for the full data for a quick comparison.

Table 3: Representative sample (N=1500)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	51	11.11	8.13	122	0.86
Bernie Sanders	57	12.42	24.13	362	-0.45
Rand Paul	18	3.92	2.93	44	0.44
Donald Trump	176	38.34	29.60	444	0.78
Gary Johnson	22	4.79	4.53	68	0.43
Hillary Clinton	93	20.26	24.73	371	-0.31
Jeb Bush	40	8.71	5.53	83	0.63
Austin Petersen	2	0.44	0.40	6	-0.53

Table 4: Collapsed average for Representative sample (N=1500)

	Average
General System Justification	0.76
Social Dominance Orientation	0.74
Self-reported Political Ideology	0.37

Table 5: non-Representative sample (N=2119)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	65	9.83	11.27	169	0.92
Bernie Sanders	45	6.81	27.93	419	-0.58
Rand Paul	19	2.87	4.33	65	0.61
Donald Trump	331	50.08	50.53	758	0.69
Gary Johnson	28	4.24	6.33	95	0.21
Hillary Clinton	103	15.58	30.87	463	-0.58
Jeb Bush	66	9.98	9.53	143	0.36
Austin Petersen	4	0.61	0.47	7	-0.05

Table 6: Collapsed average for non-Representative sample (N=2119)

	Average
General System Justification	0.72
Social Dominance Orientation	0.74
Self-reported Political Ideology	0.37

Hypothesis two

As above, we standardize all measures [mean = 0, sd = 1]. Then we select those whose scores are below 0 (zero) in General SJ and above 0 (zero) in SDO concomitantly (N=374, N=507), and display their average ideology. I also added the % and counts for the full data for a quick comparison.

Table 7: Representative sample (N=1500)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	36	9.63	8.13	122	0.85
Bernie Sanders	70	18.72	24.13	362	-0.29
Rand Paul	20	5.35	2.93	44	0.81
Donald Trump	156	41.71	29.60	444	0.65
Gary Johnson	20	5.35	4.53	68	-0.17
Hillary Clinton	54	14.44	24.73	371	-0.19
Jeb Bush	17	4.55	5.53	83	0.40
Austin Petersen	1	0.27	0.40	6	-0.12

Table 8: Collapsed average for Representative sample (N=1500)

	Average
General System Justification	-0.68
Social Dominance Orientation	0.78
Self-reported Political Ideology	0.32

Table 9: non-Representative sample (N=2119)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	48	9.47	11.27	169	0.73
Bernie Sanders	80	15.78	27.93	419	-0.58
Rand Paul	25	4.93	4.33	65	0.37
Donald Trump	233	45.96	50.53	758	0.65
Gary Johnson	26	5.13	6.33	95	0.09
Hillary Clinton	60	11.83	30.87	463	-0.54
Jeb Bush	34	6.71	9.53	143	0.58
Austin Petersen	1	0.20	0.47	7	-0.25

Table 10: Collapsed average for non-Representative sample (N=2119)

	Average
General System Justification	-0.67
Social Dominance Orientation	0.77
Self-reported Political Ideology	0.27

Hypothesis three

As above, we standardize all measures [mean = 0, sd = 1]. Then we select those whose scores are above 0 (zero) in General SJ and below 0 (zero) in SDO concomitantly (N=307, N=463), and display their average ideology. I also added the % and counts for the full data for a quick comparison.

Table 11: Representative sample (N=1500)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	19	5.08	8.13	122	0.80
Bernie Sanders	65	17.38	24.13	362	-0.87
Rand Paul	2	0.53	2.93	44	1.10
Donald Trump	63	16.84	29.60	444	0.66
Gary Johnson	10	2.67	4.53	68	0.08
Hillary Clinton	129	34.49	24.73	371	-0.74
Jeb Bush	17	4.55	5.53	83	0.43
Austin Petersen	2	0.53	0.40	6	0.08

Table 12: Collapsed average for Representative sample (N=1500)

	Average
General System Justification	0.79
Social Dominance Orientation	-0.85
Self-reported Political Ideology	-0.28

Table 13: non-Representative sample (N=2119)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	31	6.11	11.27	169	0.88
Bernie Sanders	99	19.53	27.93	419	-0.82
Rand Paul	11	2.17	4.33	65	-0.07
Donald Trump	105	20.71	50.53	758	0.68
Gary Johnson	16	3.16	6.33	95	-0.18
Hillary Clinton	166	32.74	30.87	463	-0.89
Jeb Bush	34	6.71	9.53	143	0.47
Austin Petersen	1	0.20	0.47	7	-0.25

Table 14: Collapsed average for non-Representative sample (N=2119)

	Average
General System Justification	0.76
Social Dominance Orientation	-0.84
Self-reported Political Ideology	-0.25

Hypothesis four

As above, we standardize all measures [mean = 0, sd = 1]. Then we select those whose scores are below 0 (zero) in General SJ and below 0 (zero) in SDO concomitantly (N=360, N=488), and display their average ideology. I also added the % and counts for the full data for a quick comparison.

Table 15: Representative sample (N=1500)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	16	4.28	8.13	122	0.87
Bernie Sanders	170	45.45	24.13	362	-0.97
Rand Paul	4	1.07	2.93	44	-0.74
Donald Trump	49	13.10	29.60	444	0.34
Gary Johnson	16	4.28	4.53	68	0.16
Hillary Clinton	95	25.40	24.73	371	-0.75
Jeb Bush	9	2.41	5.53	83	0.15
Austin Petersen	1	0.27	0.40	6	-0.12

Table 16: Collapsed average for Representative sample (N=1500)

	Average
General System Justification	-0.94
Social Dominance Orientation	-1.03
Self-reported Political Ideology	-0.57

Table 17: non-Representative sample (N=2119)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	25	4.93	11.27	169	0.58
Bernie Sanders	195	38.46	27.93	419	-1.06
Rand Paul	10	1.97	4.33	65	0.77
Donald Trump	89	17.55	50.53	758	0.45
Gary Johnson	25	4.93	6.33	95	-0.06
Hillary Clinton	134	26.43	30.87	463	-0.90
Jeb Bush	9	1.78	9.53	143	0.43
Austin Petersen	1	0.20	0.47	7	-0.25

Table 18: Collapsed average for non-Representative sample (N=2119)

	Average
General System Justification	-1.00
Social Dominance Orientation	-1.00
Self-reported Political Ideology	-0.54

Hypothesis one - with Economic System Justification instead of G-SJ

Table 19: Representative sample (N=1500)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	70	11.09	8.13	122	0.89
Bernie Sanders	74	11.73	24.13	362	-0.32
Rand Paul	33	5.23	2.93	44	0.58
Donald Trump	276	43.74	29.60	444	0.77
Gary Johnson	32	5.07	4.53	68	0.30
Hillary Clinton	95	15.06	24.73	371	-0.25
Jeb Bush	48	7.61	5.53	83	0.56
Austin Petersen	3	0.48	0.40	6	-0.40

Table 20: Collapsed average for Representative sample (N=1500)

	Average
Economic System Justification	0.71
Social Dominance Orientation	0.81
Self-reported Political Ideology	0.44

Table 21: non-Representative sample (N=2119)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	95	11.67	11.27	169	0.89
Bernie Sanders	47	5.77	27.93	419	-0.46
Rand Paul	31	3.81	4.33	65	0.62
Donald Trump	444	54.55	50.53	758	0.76
Gary Johnson	32	3.93	6.33	95	0.50
Hillary Clinton	74	9.09	30.87	463	-0.58
Jeb Bush	86	10.57	9.53	143	0.49
Austin Petersen	5	0.61	0.47	7	-0.09

Table 22: Collapsed average for non-Representative sample (N=2119)

	Average
Economic System Justification	0.78
Social Dominance Orientation	0.80
Self-reported Political Ideology	0.53

Hypothesis two - with Economic System Justification instead of G-SJ

Table 23: Representative sample (N=1500)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	17	8.42	8.13	122	0.71
Bernie Sanders	53	26.24	24.13	362	-0.42
Rand Paul	5	2.48	2.93	44	1.02
Donald Trump	56	27.72	29.60	444	0.49
Gary Johnson	10	4.95	4.53	68	-0.33
Hillary Clinton	52	25.74	24.73	371	-0.3
Jeb Bush	9	4.46	5.53	83	0.55
Austin Petersen	0	0.00	0.40	6	NA

Table 24: Collapsed average for Representative sample (N=1500)

	Average
Economic System Justification	-0.43
Social Dominance Orientation	0.60
Self-reported Political Ideology	0.04

Table 25: non-Representative sample (N=2119)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	18	5.08	11.27	169	0.54
Bernie Sanders	78	22.03	27.93	419	-0.65
Rand Paul	13	3.67	4.33	65	0.12
Donald Trump	120	33.90	50.53	758	0.35
Gary Johnson	22	6.21	6.33	95	-0.35
Hillary Clinton	89	25.14	30.87	463	-0.56
Jeb Bush	14	3.95	9.53	143	0.1
Austin Petersen	0	0.00	0.47	7	NA

Table 26: Collapsed average for non-Representative sample (N=2119)

	Average
Economic System Justification	-0.41
Social Dominance Orientation	0.65
Self-reported Political Ideology	-0.15

Hypothesis three - with Economic System Justification instead of G-SJ

Table 27: Representative sample (N=1500)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	21	9.50	8.13	122	1.00
Bernie Sanders	35	15.84	24.13	362	-0.52
Rand Paul	2	0.90	2.93	44	1.10
Donald Trump	65	29.41	29.60	444	0.63
Gary Johnson	10	4.52	4.53	68	0.00
Hillary Clinton	64	28.96	24.73	371	-0.47
Jeb Bush	21	9.50	5.53	83	0.40
Austin Petersen	3	1.36	0.40	6	0.01

Table 28: Collapsed average for Representative sample (N=1500)

	Average
Economic System Justification	0.53
Social Dominance Orientation	-0.65
Self-reported Political Ideology	0.11

Table 29: non-Representative sample (N=2119)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	35	11.99	11.27	169	1.03
Bernie Sanders	22	7.53	27.93	419	-0.5
Rand Paul	12	4.11	4.33	65	0.46
Donald Trump	118	40.41	50.53	758	0.76
Gary Johnson	15	5.14	6.33	95	-0.01
Hillary Clinton	56	19.18	30.87	463	-0.51
Jeb Bush	34	11.64	9.53	143	0.54
Austin Petersen	0	0.00	0.47	7	NA

Table 30: Collapsed average for non-Representative sample (N=2119)

	Average
Economic System Justification	0.59
Social Dominance Orientation	-0.64
Self-reported Political Ideology	0.38

Hypothesis four - with Economic System Justification instead of G-SJ

Table 31: Representative sample (N=1500)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	14	3.14	8.13	122	0.57
Bernie Sanders	200	44.84	24.13	362	-1.01
Rand Paul	4	0.90	2.93	44	-0.74
Donald Trump	47	10.54	29.60	444	0.36
Gary Johnson	16	3.59	4.53	68	0.21
Hillary Clinton	160	35.87	24.73	371	-0.85
Jeb Bush	5	1.12	5.53	83	0.04
Austin Petersen	0	0.00	0.40	6	NA

Table 32: Collapsed average for Representative sample (N=1500)

	Average
Economic System Justification	-1.07
Social Dominance Orientation	-1.10
Self-reported Political Ideology	-0.70

Table 33: non-Representative sample (N=2119)

Candidate	Counts	%	% [Full data]	Counts [Full data]	Ideology
Ted Cruz	21	3.19	11.27	169	0.27
Bernie Sanders	272	41.27	27.93	419	-1.02
Rand Paul	9	1.37	4.33	65	0.16
Donald Trump	76	11.53	50.53	758	0.29
Gary Johnson	26	3.95	6.33	95	-0.16
Hillary Clinton	244	37.03	30.87	463	-0.98
Jeb Bush	9	1.37	9.53	143	0.16
Austin Petersen	2	0.30	0.47	7	-0.25

Table 34: Collapsed average for non-Representative sample (N=2119)

	Average
Economic System Justification	-1.00
Social Dominance Orientation	-1.05
Self-reported Political Ideology	-0.74