

# Appendix

## Summary Statistics

Table A.1: Summary statistics

	Mean	Std. Dev.	Min.	Max
Male	0.252	0.434	0	1
College	0.512	0.500	0	1
Age	0.592	0.256	0.03	1
Income	1.113	1.178	0	5

## Randomization check

Table A.2: Randomization check

	Low (inexperienced)	Low (experienced)	High (inexperienced)	High (experienced)	p-value
Male voter	0.241 (0.429)	0.233 (0.425)	0.260 (0.441)	0.272 (0.447)	0.914
College	0.474 (0.501)	0.476 (0.501)	0.586 (0.495)	0.494 (0.502)	0.349
Age	0.537 (0.260)	0.614 (0.254)	0.604 (0.254)	0.620 (0.241)	0.053
Income	0.980 (0.969)	1.075 (1.208)	1.458 (1.376)	0.926 (1.044)	0.009

## Additional analyses

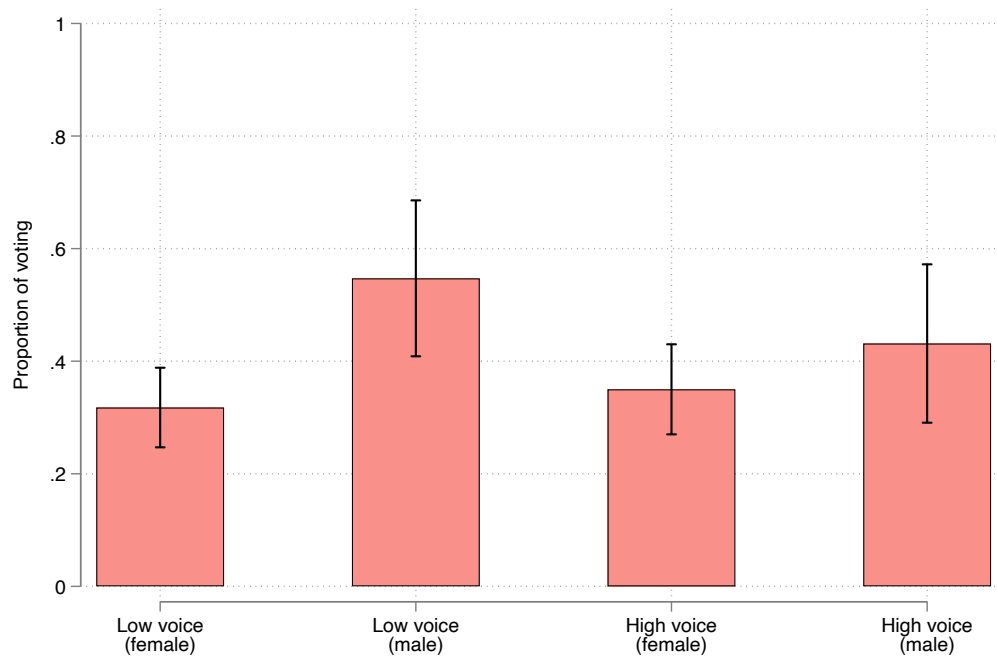
Table A.3: Regression analysis with triple interactions

	(1)	(2)	(3)	(4)
High voice	0.097 (0.083)	0.153 (0.107)	0.278 (0.172)	0.214** (0.102)
Experienced	0.085 (0.080)	0.093 (0.097)	0.355** (0.172)	0.182* (0.095)
High voice × Experienced	-0.111 (0.117)	-0.127 (0.147)	-0.438* (0.260)	-0.260* (0.139)
High voice × Male voter	-0.150 (0.162)			
Experienced × Male voter	-0.028 (0.162)			
High voice × Experienced × Male voter	-0.019 (0.229)			
High voice × College		-0.177 (0.144)		
Experienced × College		-0.035 (0.140)		
High voice × Experienced × College		0.009 (0.202)		
High voice × Age			-0.400 (0.276)	
Experienced × Age			-0.492* (0.273)	
High voice × Experienced × Age			0.567 (0.405)	
High voice × Income				-0.139** (0.062)
Experienced × Income				-0.107* (0.064)
High voice × Experienced × income				0.125 (0.089)
Male voter	0.264** (0.112)	0.165*** (0.063)	0.170*** (0.063)	0.164*** (0.063)
College	0.015 (0.052)	0.118 (0.096)	0.011 (0.053)	0.018 (0.052)
Age	-0.069 (0.104)	-0.063 (0.104)	0.214 (0.184)	-0.074 (0.103)
Income	0.003 (0.025)	0.003 (0.025)	0.005 (0.025)	0.103** (0.051)
Constant	0.300*** (0.082)	0.272*** (0.087)	0.174 (0.112)	0.228** (0.089)
Observations	376	376	376	376

Standard errors in parentheses

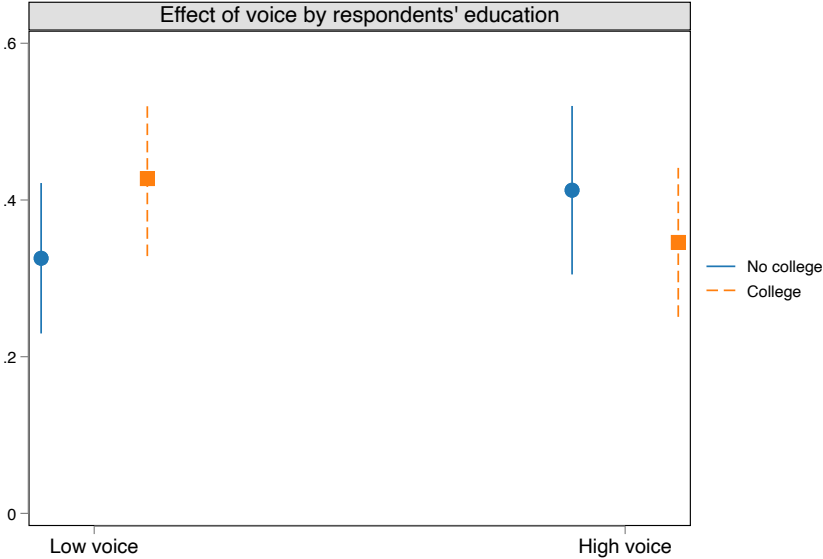
\*  $p < 0.10$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$

Figure A.1: Percentage of Respondents Willing to Vote for the Candidate, by Treatment Group and Respondents' Gender



Note: N=414.

Figure A.2: Marginal effect of candidates' voice pitch by respondents' education



## English-Language Translation of Survey Items

Note: Original Japanese-language version is available upon request.

*Consent:* This questionnaire survey will ask you to listen to a recording and also to record your own voice clips. Please make sure that you are in a quiet environment.

- I have read the survey description and agree to participate in the survey
- I do not participate in the survey / I am not in a quiet environment

*Age:* To make sure we include all types of people, we need to hear from people from different ages. What is your year of birth?

*Gender:* What is your gender?

- Male
- Female

*Education:* What is your education level (in terms of completed degree)?

- Primary / middle school
- High school
- Vocational school
- Some college
- College; Graduate school

*Income:* In the past year (2020), approximately what was your before-tax annual salary (including bonus)? Please give your best guess.

- Less than two million yen
- Between two and four million yen
- Between four and six million yen

- Between six and eight million yen
- Between eight and ten million yen
- Between ten and twenty million yen
- More than twenty million yen
- Don't know/Prefer not to answer

*Text of political speech recording that was provided to respondents:* The Japanese population, which has increased over 100 years since around 1900, will return to its original level over the next 100 years. What kind of future can we create for an era of depopulation and super-aging that is happening at an unprecedented rate? We are now at a turning point. It is also a turning point in politics. What remains for the next generation should not be a burden or debt, but it should be dreams and possibilities. I strongly hope that all children in Japan will feel that there is some hope in the future. (Speech excerpted from Ren Ho's March 12, 2017 speech, <https://www.minshin.or.jp/article/111333>, accessed March 1, 2021.)

Please press the play button below and listen to a 45-second speech by a hypothetical politician (45 years old, 5-term [1-term]) before answering the following questions.

*Experiment Question:* If this politician were running from your district as a candidate of the party that you support, would you vote for this candidate?

- Yes
- No