**Web Appendix A: Experimental Stimuli**

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**Issues & Traits & Candidate Sex Experiment**

**Buckley Rallying Voters as Election Day Nears**

With Election Day drawing closer, Democrat/Republican Mary/Mark Buckley spoke at a rally today to talk about her/his message with voters. Buckley emphasized compassion/decisiveness and sensitivity/toughness in her/his speech. Buckley’s campaign has gained momentum in recent weeks. Her/His focus on traits such as being caring/aggressive and nurturing/strong has resonated with the electorate. Buckley is running for the U.S. Senate, and the polls show a close race between Buckley and her/his opponent.

**Buckley Rallying Voters as Election Day Nears**

With Election Day drawing closer, Democrat/Republican Mary/Mark Buckley spoke at a rally today to talk about her/his message with voters. Buckley emphasized education/security and health care/defense in her/his speech. Buckley’s campaign has gained momentum in recent weeks. Her/His focus on issues such as social welfare/military and the environment/crime has resonated with the electorate. Buckley is running for the U.S. Senate, and the polls show a close race between Buckley and her/his opponent.

**Web Appendix B: Experimental Pre-Tests**

**Candidate Name and Photo Pre-Test:**

I conducted a separate pre-test of the candidate names and photos using a sample recruited through Amazon’s Mechanical Turk, N=129 in September 2012. Participants evaluated a photo of either Mary or Mark Buckley. I found no significant differences in the average ratings of the female or male candidate in terms of age, p=0.1460, education, p=0.9887, or attractiveness, p=0.3630.

**Issue Pre-Tests:** To determine levels of partisan issue ownership I conducted a pre-test that asked participants to indicate how well a party performs on a set of issues identified as partisan issues by previous research. Following Petrocik (1996), I determined gendered issue ownership based on whether a minimum of 60% of participants chose a party as better at that specific issues. I conducted the pre-test on Amazon’s Mechanical Turk (N=150). 85% of participants identified education as a feminine issue, 80% health care, 77% social welfare, and 80% environmental issues.

**Trait Pre-Tests:** I pre-tested the traits in the experimental stimuli to ensure that they align with partisan stereotypes. I conducted the pre-test via Amazon’s Mechanical Turk with samples of N=100. For the feminine traits, 63% chose women as more caring, 70% chose women as sensitive, 67% chose women as compassionate and 60% chose women as more nurturing than men.

**Web Appendix C: Full Question Wording and Outcomes Measures**

Next, please rank Buckley on the scale below. Please select the first impression that comes to mind.

As you answer the question below, make sure that the number you have selected appears on the right side of the slider. If a number does not appear on the right side of the slider, that means you have not yet answered this question.

Scale ranged from 1 – 7.

Strong-Weak

Harsh-Lenient

Soft-Hard

Distant-Caring

Warm-Cold

Please rate how well each phrase or adjective describes the candidate you read about. Give the first impression that comes to mind.

extremely well, very well, moderately well, slightly well, not well at all

Strong Leader

Competent

Experienced

**Web Appendix D:**

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| **Table A1: Sample Characteristics** | | |
|  | **Exp. 1: SSI** | **Exp. 2: MTurk** |
| **% Female** | 55.05% | 52.05% |
| **% White** | 71.83% | 73.92% |
| **% Democrat** | 49.25% | 46.67% |
| **Average Age** | 38 years | 39 years |
| **% in South** | 38.22 | 25.16% |
| **Political Interest** | 2.24 | 2.99 |
| *Note:* Political interest ranged from 1-7 with 1 = not very interested and 7 = very interested | | |

**Web Appendix E: Full Group Means and Comparisons, Study 1**

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| --- | --- | --- | --- |
| **Table A2: Full Group Means, M(SD)** | | | |
| **Feminine Stereotype Activation** | | | |
|  | **Female** | **Male** | **p-value** |
| **Feminine Traits** | 0.665 (0.116) | 0.633 (0.117) | 0.0780 |
| **Feminine Issues** | 0.577 (0.097) | 0.550 (0.086) | 0.0537 |
| **p-value** | 0.001 | 0.001 |  |
| **Candidate Leadership Rating** | | | |
|  | **Female** | **Male** | **p-value** |
| **Feminine Traits** | 0.532 (0.245) | 0.588 (0.250) | 0.1557 |
| **Feminine Issues** | 0.618 (0.260) | 0.591 (0.264) | 0.5089 |
| **p-value** | 0.0305 | 0.9255 |  |

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| **Table A3: ANOVA Models, Candidate Sex, Feminine Traits, and Issues** | | | |
|  | Feminine Trait Condition | Female Candidate Condition | Trait x Female Condition |
| Stereotype Activation | 56.97  p<0.0001 | 6.75  p=0.0098 | 0.04  p=0.8455 |
| Leadership Evaluations | 2.55  p=0.1115 | 0.25  p=0.6156 | 2.14  p=0.1447 |
| *Note:* F-statistic and p-values reported. N=340 | | | |

**Web Appendix F: Full Group Means and Comparisons, Study 2**

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| **Table A4: Full Group Means, M(SD)** | | | |
| **Feminine Stereotype Activation** | | | |
|  | **Democrat** | **Republican** | **p-value** |
| **Feminine Traits** | 0.535 (0.153) | 0.561 (0.194) | 0.4472 |
| **Feminine Issues** | 0.474 (0.101) | 0.507 (0.128) | 0.1163 |
| **p-value** | 0.0039 | 0.1444 |  |
| **Candidate Leadership Rating** | | | |
|  | **Democrat** | **Republican** | **p-value** |
| **Feminine Traits** | 0.523 (0.194) | 0.430 (0.200) | 0.0178 |
| **Feminine Issues** | 0.513 (0.209) | 0.506 (0.201) | 0.8756 |
| **p-value** | 0.7617 | 0.0887 |  |

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| **Table A5: ANOVA Models, Candidate Sex, Feminine Traits, and Issues** | | | |
|  | Feminine Trait Condition | Democrat Candidate Condition | Trait x Democrat Condition |
| Stereotype Activation | 8.69  p=0.0035 | 2.29  p=0.1318 | 0.05  p=0.8265 |
| Leadership Evaluations | 1.44  p=0.2306 | 3.20  p=0.0751 | 2.44  p=0.1194 |
| *Note:* F-statistic and p-values reported. N=233 | | | |