**Appendix**

**Table A1: Respondent Projection of their own Partisanship onto Politicians by Respondent and Politician Type (Probit)**

|  |  |
| --- | --- |
|  | All Respondents |
| Respondent Age | –0.007\*\* |
|  | (0.002) |
| Woman Respondent | –0.099 |
|  | (0.082) |
| Democratic Respondent | –0.394\*\* |
|  | (0.113) |
| Saw Woman Politician | 0.009 |
|  | (0.115) |
| Democratic Respondent X  Saw Woman Politician | 0.369\*  (0.161) |
|  |  |
| Treatment Controls | Yes+ |
|  |  |
| Constant | 0.690\*\* |
|  | (0.152) |
| *R*2 | 0.03 |
| Observations | 1,030 |

Robust standard errors. \*\* *p* < .01; \* *p* < .05.

+ Treatment controls refer to the policy domain and emotional response

type (see experimental design details).

**Treatments**

A picture containing newspaper, text, photo, old

Description automatically generatedText

Description automatically generated

A screenshot of a newspaper

Description automatically generated Text

Description automatically generated

A screenshot of a social media post

Description automatically generatedA person in a suit and tie

Description automatically generatedA screenshot of a newspaper

Description automatically generatedText

Description automatically generated