**Online Appendix A: Descriptives of candidate variables**

|  |  |  |
| --- | --- | --- |
|  | Mean (S.D) | Freq (%) |
| **Congruence variables** |  |  |
| *Same gender* |  |  |
| * Yes |  | 7644(48.95) |
| * No |  | 7971(51.05) |
| *Same age* |  |  |
| * Yes |  | 7236(50.06) |
| * No |  | 7218(49.94) |
| *Same municipality* |  |  |
| * Yes |  | 14133(97.78) |
| * No |  | 321(2.22) |
|  |  |  |
| **Candidate level variables** |  |  |
| *Age* |  |  |
| * Young (18-30) |  | 178(13.59) |
| * Middle aged (31-65) |  | 1085(82.82) |
| * Elder (65+) |  | 47(3.59) |
| *Gender* |  |  |
| * Male |  | 684(49.5) |
| * Female |  | 662(50.5) |
| *First candidate* |  |  |
| * Yes |  | 63(4.8) |
| * No |  | 1247(95.2) |
| *Last candidate* |  |  |
| * Yes |  | 63(4.8) |
| * No |  | 1247(95.2) |
| *Mayor* |  |  |
| * Yes |  | 127(9.7) |
| * No |  | 1183(90.3) |
| *Minister* |  |  |
| * Yes |  | 34(2.6) |
| * No |  | 1276(97.4) |
| *Experience Flemish parliament* |  |  |
| * Yes |  | 102(7.8) |
| * No |  | 1208(92.2) |
| *Experience Federal parliament* |  |  |
| * Yes |  | 120(9.2) |
| * No |  | 1190(90.8) |
| *Media attention* | 4.24(26.0) |  |
| *Media attention t-1* | 42.56(189.7) |  |
|  |  |  |
| **Voter variables** |  |  |
| *Gender* |  |  |
| * Male |  | 7508(51.94) |
| * Female |  | 6946(48.06) |
| *Age* |  |  |
| * Young (18-30) |  | 1941(13.43) |
| * Middle aged (31-65) |  | 9023(62.43) |
| * Elder (65+) |  | 3490(24.15) |

**Online Appendix B: Full model**

|  |  |
| --- | --- |
|  | **Model 1**  **b(SE)** |
| *Level 1 (dyadic)* |  |
| Same gender | .402(.08)\*\* |
| Same age group | .060(.09) |
| Same municipality | 3.346(.18)\*\* |
|  |  |
| *Candidate characteristics* |  |
| Ballot list position | .098(.01)\*\* |
| First candidate on the list | 2.602(.24)\*\* |
| Last candidate on the list | 1.189(.29)\*\* |
| Experience Flemish parliament | .535(.17)\*\* |
| Experience Federal parliament | .807(.17)\*\* |
| Mayor | .016(.16) |
| Minister | .001(.27) |
| Media coverage(log) | .051(.03)\* |
| Media coverage t-1(log) | .032(.03) |
| Other candidates in municipality | .071(.08) |
|  |  |
| Number of preferential votes | .488(.01)\*\* |
|  |  |
| *Party (ref: Christian-Democrats)* |  |
| * Regionalists | -.200(.16) |
| * Green | -.087(.22) |
| * Social-Democrats | -.291(.18) |
| * Liberals | -.089(.18) |
| * Far Right | .267(.36) |
| * Socialists | .391(.37) |
|  |  |
| *District (Ref: Antwerp)* |  |
| * Limburg | 1.0017(.19)\*\* |
| * Oost-Vlaanderen | .387(.17)\* |
| * Vlaams-Brabant | .460(.20)\* |
| * West-Vlaanderen | .558(.18)\*\* |
|  |  |
| Federal level | .212(.12) |
|  |  |
| Constant | -4.582(.27)\*\* |
|  | .072 |
|  | .889 |

***N (dyadic pairs): 14,454. N (candidates): 1,310. N (voters): 394.***

***\*p <.05, \*\* p<.01***

**Online Appendix C: Robustness age**

|  |  |  |
| --- | --- | --- |
|  | **Model A**  **b(SE)** | **Model B**  **b(SE)** |
| Same age group | - .044(.09) | - .007(.16) |
| *Age(ref=middle age (36-60)* |  |  |
| * Young voter (≤35) |  | -.116(.18) |
| * Elder voter (60+) |  | .176(.16) |
| Same age group \* young voter |  | .402(.29) |
| Same age group \* Elder voter |  | -.629(.40) |

***\*p<.05, \*\*p<.01; Controlling for all other variables (see model 1)***

|  |  |  |
| --- | --- | --- |
|  | **Model C**  **b(SE)** | **Model D**  **b(SE)** |
| Same age group | -.012(.09) | .209(.17) |
| *Age(ref=middle age1 (31-45)* |  |  |
| * Young voter (≤30) |  | -.167(.16) |
| * middle age2 (46-60) |  | .096(.15) |
| * Elder voter (60+) |  | .128(.13) |
| Same age group \* young voter |  | .635(.40) |
| Same age group \* middle age |  | -.399(.25) |
| Same age group \* Elder voter |  | .369(.71) |

***\*p<.05, \*\*p<.01; Controlling for all other variables (see model 1)***

|  |  |  |
| --- | --- | --- |
|  | **Model E**  **b(SE)** | **Model F**  **b(SE)** |
| Age difference | .004(.00) | .003(.01) |
| *Age(ref=middle age (31-65)* |  |  |
| * Young voter (≤30) |  | .415(.26) |
| * Elder voter (65+) |  | .116(.24) |
| Same age group \* young voter |  | .026(.01)\* |
| Same age group \* Elder voter |  | -.001(.01) |

***\*p<.05, \*\*p<.01; Controlling for all other variables (see model 1)***

**Online Appendix D: Test with political interest and education as controls**

|  |  |
| --- | --- |
|  | **Model G**  **b(SE)** |
| *Level 1 (dyadic)* |  |
| Same gender | .400(.08)\*\* |
| Same age | .068(.09) |
| Same municipality | 3.344(.18)\*\* |
|  |  |
| *Candidate characteristics* |  |
| Ballot list position | .098(.01)\*\* |
| First candidate | 2.607(.24)\*\* |
| Last candidate | 1.194(.29)\*\* |
| Flemish parliament | .538(.17)\*\* |
| Federal parliament | .804(.17)\*\* |
| Mayor | .018(.16) |
| Minister | -.004(.27) |
| Media coverage(log) | .051(.03) |
| Media coverage t-1(log) | .031(.03) |
| Other candidates in municipality | .072(.08) |
|  |  |
| *Voter characteristics* |  |
| Number of preferential votes | .484(.02)\*\* |
| *Education (ref = lower educated)* |  |
| * Middle educated | .046(.12) |
| * High educated | -.063(.12) |
| Political interest | .025(.02) |
|  |  |
| Constant | -4.702(.30)\*\* |
|  | .060 |
|  | .887 |

***N(dyadic pairs):14,454.N(candidates):1,310.N(voters):394.***

***\*p<.05,\*\*p<.01***

***Controlling for party and district dummies.***