Appendix (1)

Original photographs of the two candidates (above) and imported pictured serving as prototypes for treatment (below).

Male Candidate   Female Candidate

Appendix (2)

Questionnaire of the survey experiment

In the next few questions, we will show you the faces of some politicians. The first one is a well-know party leader. The two others are much less-known party candidates. For each of them, we will ask you for your opinions. If you do not know the less-known candidates, you can simply do your best impressions.

Q1. (SHOW PICTURE) This is [ZAC FARDESI/RANIA BRAMI], who was a candidate in the last election with the [DEMOCRATIC PARTY/PEOPLE OF FREEDOM]. Please indicate how you rate [him/her] on a 0 to 10 scale, where 0 means a completely negative assessment and 10 an entirely positive one.

Q2. (SHOW PICTURE) In your opinion, to what extent does [ZAC FARDESI/RANIA BRAMI], the [PD/PDL] candidate, have the following characteristics? Please use a scale from 0 to 10, where 0 means [he/she] does not have them at all and 10 that [he/she] has them completely:

 • 01) Strong: knows how to gain respect
 • 02) Honest: it's someone you can trust
 • 03) Close to the people: cares about the problems of the people, especially the most vulnerable
 • 04) Intelligent: is able to understand the problems of the country

Q3. (SHOW PICTURE) At the next general election, [ZAC FARDESI/RANIA BRAMI] could be a candidate for the [CENTER-LEFT/CENTER-RIGHT] coalition. On a scale from 0 to 10, where 0 = not at all likely and 10 = very likely, what is the probability that you can vote for [him/her]?

Appendix Table (3)
Cronbach's alpha reliability tests for Candidate Support Index based on feeling thermometer, image traits (strength, integrity, empathy, intelligence) and voting intentions for each candidate condition.

Party label	Female Candidate			Male Candidate		
	Image condition	N	Alpha	Image condition	N	Alpha
Center-Left	Afrocentric	105	0.96	Afrocentric	112	0.97
	Eurocentric	91	0.96	Eurocentric	91	0.98
Center-Right	Afrocentric	113	0.97	Afrocentric	112	0.97
	Eurocentric	141	0.96	Eurocentric	128	0.96

Appendix Table (4)
Descriptive statistics for other variables included in OLS regression models

	N	Mean	Std. Dev.	Min.	Max.
Gender (M, F)	893	2.28	0.64	1	2
Education (1=Lowest; 3= Highest)	893	46.40	16.01	1	3
Age	893	1.75	0.44	18	89
Political interest (0=No; 1=Yes)	893	1.42	0.49	0	1
Partisanship – Dichotomous (1=Voted for Center-Left Party; 2=Voted for Center-Right Party)	310	2.28	0.64	1	2

Appendix Table (5). Number of observations for each cell resulting from interactions of candidate/voter partisan, gender, and ethnic similarity (Total=310)

	Gender Similarity – No –		Gender Similarity – Yes –	
	Ethnic Similarity		Ethnic Similarity	
Party Similarity	No	Yes	No	Yes
In-Party	53	39	37	38
Out-Party	37	31	38	37

Appendix (5)
Partisan and social similarity OLS interaction models predicting CSI (Candidate Support Index) score.

Model 1 (GENDER): CSI$=\beta 0 + \beta 1 GENDER_{ij} + \beta 2 PARTY_{ij} + \beta 3 GENDER_{ij} * PARTY_{ij} + \varepsilon$

Model 2 (ETHNICITY): CSI$=\beta 0 + \beta 1 ETHNIC_{ij} + \beta 2 PARTY_{ij} + \beta 3 ETHNIC_{ij} * PARTY_{ij} + \varepsilon$

Model 3 (COMBINED): CSI=$\beta 0 + \beta 1 GENDER_{ij} + \beta 2 PARTY_{ij} + \beta 3 GENDER_{ij}*PARTY_{ij} + \beta 4 ETHNIC_{ij} + \beta 5 ETHNIC_{ij}*GENDER_{ij} + \beta 6 ETHNIC_{ij}*PARTY_{ij} + \beta 7 ETHNIC_{ij}*GENDER_{ij}*PARTY_{ij} + \varepsilon$

Model 4 (FULL): CSI=$\beta 0 + \beta 1 GENDER_{ij} + \beta 2 PARTY_{ij} + \beta 3 GENDER_{ij}*PARTY_{ij} + \beta 4 ETHNIC_{ij} + \beta 5 ETHNIC_{ij}*GENDER_{ij} + \beta 6 ETHNIC_{ij}*PARTY_{ij} + \beta 7 ETHNIC_{ij}*GENDER_{ij}*PARTY_{ij} + \beta 8 GENDER_i + \beta 9 AGE_i + \beta 10 EDUCATION_i + \beta 11 POLINT_i + \beta 12 IDEOLOGY_i + \varepsilon$