

Appendix for “Who Cares What They Wear? Media, Gender, and the Influence of Candidate Appearance”

Selected Characteristics of Experimental Subjects

Age

Mean	33 years
Median	29
Youngest	18
Oldest	72

Sex

Male	46%
Female	54

Race/Ethnicity

White	80
Black	6
Hispanic	6
Asian	7
Other	2

Education

No high school diploma	<1
High school diploma	11
Some college	33
Associate’s degree	11
Bachelor’s degree	35
Graduate degree	10

Party Identification

Strong Democrat	19
Weak Democrat	23
Leaning Democrat	19
Independent	15
Leaning Republican	8
Weak Republican	11
Strong Republican	5

Ideology

Very liberal	9
Liberal	29
Slightly liberal	17
Moderate	20
Slightly conservative	8
Conservative	11
Very conservative	3
Haven’t thought much about it	2

N	961
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Text of Newspaper Articles

WILLIAMS ANNOUNCES SUPPORT FOR EDUCATION BILL

By the Daily Herald Staff

State legislator Susan Williams, in the midst of a campaign for a U.S. House seat, held a press conference today to announce her support for an education bill.

Williams, a three-term state legislator, has billed herself as a bipartisan reformer and an advocate for small businesses and working families. The daughter of a police officer and nurse, Williams grew up in a working class neighborhood, where she says she learned the value of hard work and discipline. She earned a bachelor's degree in economics and then went on to graduate at the top of her law school class. Williams is married with three grown children.

Before being elected to the state assembly, where she is a senior member of the Appropriations committee, Williams served two terms on the city council. She has been known for her consistent voting record on issues like immigration, energy independence, and economic development. She also frequently says that world-class education and affordable health care are key to our future economic competitiveness as a nation.

NO APPEARANCE: Today, Williams voted for a bill that would provide funding for quality education and teachers. At a press conference, she told reporters about her support for the legislation: "We need to promote quality schools for all students to ensure that our children are prepared for 21st century jobs." The bill now moves to the state Senate, where debate will formally begin next week.

NEUTRAL: Today, Williams voted for a bill that would provide funding for quality education and teachers. At a press conference, dressed in a navy blue suit and red scarf, she told reporters about her support for the legislation: "We need to promote quality schools for all students to ensure that our children are prepared for 21st century jobs." The bill now moves to the state Senate, where debate will formally begin next week.

POSITIVE: Today, Williams voted for a bill that would provide funding for quality education and teachers. At a press conference, looking fit and stylish in a classic navy blue suit and fashionable red scarf, she told reporters about her support for the legislation: "We need to promote quality schools for all students to ensure that our children are prepared for 21st century jobs." The bill now moves to the state Senate, where debate will formally begin next week.

NEGATIVE: Today, Williams voted for a bill that would provide funding for quality education and teachers. At a press conference, looking disheveled and sloppy in an ill-fitting navy blue suit and tattered red scarf, she told reporters about her support for the legislation: "We need to promote quality schools for all students to ensure that our children are prepared for 21st century jobs." The bill now moves to the state Senate, where debate will formally begin next week.

STEVENSON ANNOUNCES SUPPORT FOR EDUCATION BILL

By the Daily Herald Staff

State legislator Michael Stevenson, in the midst of a campaign for a U.S. House seat, held a press conference today to announce his support for an education bill.

Stevenson, a three-term state legislator, has billed himself as a bipartisan reformer and an advocate for small businesses and working families. The son of a police officer and nurse, Stevenson grew up in a working class neighborhood, where he says he learned the value of hard work and discipline. He earned a bachelor's degree in economics and then went on to graduate at the top of his law school class. Stevenson is married with three grown children.

Before being elected to the state assembly, where he is a senior member of the Appropriations committee, Stevenson served two terms on the city council. He has been known for his consistent voting record on issues like immigration, energy independence, and economic development. He also frequently says that world-class education and affordable health care are key to our future economic competitiveness as a nation.

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