

# Supplemental Information

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Table A1. Sample Comparisons

	Mechanical Turk (2016)	Lucid (2018)	ANES (2016)
<b>Partisanship</b>			
Strong Democrat	22 %	25 %	21 %
Not very strong Democrat	24	15	13
Leans Democrat	14	8	11
Independent	14	16	14
Leans Republican	7	8	12
Not very strong Republican	12	11	12
Strong Republican	7	18	17
<b>Political Ideology</b>			
Extremely liberal	10	7	3
Liberal	30	14	12
Slightly liberal	13	9	9
Moderate	20	26	21
Slightly conservative	11	11	12
Conservative	12	15	16
Extremely conservative	4	8	4
Haven't thought much about it	1	10	22
<b>Sex</b>			
Male	52	47	47
Female	48	53	53
<b>Race</b>			
White	78	74	71
Black	7	11	9
Hispanic	5	7	11
Asian	8	4	3
Other	2	4	5
<b>Education</b>			
Less than high school	0	4	7
High school diploma	12	27	19
Some college	25	21	21
Associate's degree	12	9	14
Bachelor's degree	39	27	22
Advanced degree	12	10	16
<b>Age</b>			
Mean	35 years	46 years	48 years
Range	18 – 74	18 – 94	18 – 90
N	1,120	2,266	4,271

## Appendix A: The Pre-Survey Instruments

### STUDY 1 (MECHANICAL TURK SAMPLE)

**What is your sex?**

- Male
- Female

**We hear a lot of talk these days about liberals and conservatives. When it comes to politics, how do you usually describe yourself?**

- Extremely liberal
- Liberal
- Slightly liberal
- Moderate
- Slightly conservative
- Conservative
- Extremely conservative
- Haven't thought much about it

**Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?**

- Republican
- Democrat
- Independent
- Other party

**(Depending on answer:)**

- Would you call yourself a strong Republican, or a not very strong Republican?
- Would you call yourself a strong Democrat, or a not very strong Democrat?
- Do you think of yourself as closer to the Republican Party or the Democratic Party?

**What is the highest level of formal education you have received?**

- Grade school
- High school or GED
- Some college
- Associate's degree
- Bachelor's degree
- Advanced degree

**Think about the following groups of people. How much discrimination do you think each group faces in the United States today?**

- Women
- Men
- Blacks
- Latinos
- Muslims
- Whites

Response options:

- A great deal
- Some
- A little
- None at all

**Here are a number of statements with which you may or may not agree. Please indicate the extent to which you agree or disagree with each statement.**

- Discrimination against women is no longer a problem in the United States.
- Blacks and Latinos often miss out on good jobs due to racial discrimination.
- Society has reached the point where women and men have equal opportunities for achievement.
- Over the past few years, the government and the news media have been showing more concern about the treatment of Blacks than is warranted by their actual experiences.
- Feminism has had a positive impact on social and political life in the United States.

Response options:

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

**What is your race?**

- White
- Black
- Hispanic
- Asian
- Other

**How old are you?**

**In what state do you live?**

## STUDY 2 (LUCID SAMPLE)

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

- Republican
- Democrat
- Independent
- Other party

(Depending on answer:)

- Would you call yourself a strong Republican, or a not very strong Republican?
- Would you call yourself a strong Democrat, or a not very strong Democrat?
- Do you think of yourself as closer to the Republican Party or the Democratic Party?

In what state do you live?

Think about the following groups of people. How much discrimination do you think each group faces in the United States today?

- Women
- Men
- Blacks
- Latinos
- Muslims
- Whites
- Poor people
- Christians
- Atheists
- Immigrants

Response options:

- A great deal
- Some
- A little
- None at all

Here are a number of statements with which you may or may not agree. Please indicate the extent to which you agree or disagree with each statement.

- Discrimination against women is no longer a problem in the United States.
- Blacks and Latinos often miss out on good jobs due to racial discrimination.
- Society has reached the point where women and men have equal opportunities for achievement.
- Over the past few years, the government and the news media have been showing more concern about the treatment of Blacks than is warranted by their actual experiences.
- Feminism has had a positive impact on social and political life in the United States.
- Poor people have just as many opportunities to succeed as wealthy people.

Response options:

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

**We hear a lot of talk these days about liberals and conservatives. When it comes to politics, how do you usually describe yourself?**

- Extremely liberal
- Liberal
- Slightly liberal
- Moderate
- Slightly conservative
- Conservative
- Extremely conservative
- Haven't thought much about it

**Here are a number of personality traits that may or may not apply to you. Please indicate the extent to which you agree or disagree that each pair of traits applies to you, even if one characteristic applies more strongly than the other. I see myself as...**

- extraverted, enthusiastic
- critical, quarrelsome
- dependable, self-disciplined
- anxious, easily upset
- open to new experiences, complex
- reserved, quiet
- sympathetic, warm
- disorganized, careless
- calm, emotionally stable
- conventional, uncreative

Response options:

- Disagree strongly
- Disagree moderately
- Disagree a little
- Neither agree nor disagree
- Agree a little
- Agree moderately
- Agree strongly

**Some demographic and other respondent data supplied by Lucid.**

## Appendix B: The Treatments

### Study 1: The “Qualifications” Experiment (Mechanical Turk Sample)

In the table below, we include the text for the experiment’s four main conditions. Respondents in the three treatment conditions were then also randomly assigned to one of two responses or no response from Reeves, which followed Simpson’s attack. Because the response conditions (text included below the table) had no effect, we do not discuss them.

Control	Explicit	Implicit	Non-Gendered
<p>Now we’d like to get your impression of some candidates for political office. In Wisconsin, there is a primary race for the state legislature between two [Republicans/Democrats], Deborah Reeves and Martin Simpson.</p> <p>Deborah Reeves is an attorney who has served on her local city council for four years. Martin Simpson is a college professor who has served on his local county commission for four years. Both are natives of Wisconsin.</p> <p>The two [Republicans/Democrats] are in a competitive campaign, with polls showing them locked in a tight battle.</p>	<p>Now we'd like to get your impression of some candidates for political office. In Wisconsin, there is a primary race for the state legislature between two [Republicans/Democrats], Deborah Reeves and Martin Simpson.</p> <p>Deborah Reeves is a college professor who has served on her local city council for four years. Martin Simpson is an attorney who has served on his local county commission for four years. Both are natives of Wisconsin.</p> <p>Last week, the local newspaper in the district reported on the campaign. Here’s an excerpt from the article:</p> <p>“The state legislative contest heated up Monday when Martin Simpson said in an interview that his opponent in the [Republican/Democratic] primary, Deborah Reeves, was ‘unqualified’ to serve the district.</p> <p>‘I don’t think we should elect someone who doesn’t share the values of this district,’ Simpson said. ‘Deborah Reeves would not do a good job representing our interests in Madison. She’s a woman, and that’s the only reason she’s doing as well as she is. I think she’s unqualified.’</p> <p><i>[No response/ Sexism response/ Special interest response]</i></p> <p>The comments came in the midst of a competitive primary campaign, with polls showing the two [Republicans/Democrats] locked in a tight battle.”</p>	<p>Now we’d like to get your impression of some candidates for political office. In Wisconsin, there is a primary race for the state legislature between two [Republicans/Democrats], Deborah Reeves and Martin Simpson.</p> <p>Deborah Reeves is a college professor who has served on her local city council for four years. Martin Simpson is an attorney who has served on his local county commission for four years. Both are natives of Wisconsin.</p> <p>Last week, the local newspaper in the district reported on the campaign. Here's an excerpt from the article:</p> <p>“The state legislative contest heated up Monday when Martin Simpson said in an interview that his opponent in the [Republican/Democratic] primary, Deborah Reeves, was ‘not qualified’ to serve the district.</p> <p>‘I don’t think we should elect someone who doesn’t share the values of this district,’ Simpson said. ‘Deborah Reeves would not do a good job representing our interests in Madison. And for that reason, I think she’s not qualified.’</p> <p><i>[No response/ Sexism response/ Special interest response]</i></p> <p>The comments came in the midst of a competitive primary campaign, with polls showing the two [Republicans/Democrats] locked in a tight battle.”</p>	<p>Now we'd like to get your impression of some candidates for political office. In Wisconsin, there is a primary race for the state legislature between two [Republicans/Democrats], Deborah Reeves and Martin Simpson.</p> <p>Deborah Reeves is a college professor who has served on her local city council for four years. Martin Simpson is an attorney who has served on his local county commission for four years. Both are natives of Wisconsin.</p> <p>Last week, the local newspaper in the district reported on the campaign. Here's an excerpt from the article:</p> <p>“The state legislative contest heated up Monday when Martin Simpson said in an interview that his opponent in the [Republican/Democratic] primary, Deborah Reeves, was ‘bought’ by donors to her campaign.</p> <p>‘I don’t think we should elect someone who doesn’t share the values of this district,’ Simpson said. ‘Deborah Reeves would not do a good job representing our interests in Madison. And that’s because she’s bought by, and will be accountable to, the big money donors paying for her campaign.’</p> <p><i>[No response/ Sexism response/ Special interest response]</i></p> <p>The comments came in the midst of a competitive primary campaign, with polls showing the two [Republicans/Democrats] locked in a tight battle.”</p>

*Sexism response:* “Reeves’ campaign responded by issuing a statement denouncing Simpson’s remarks. ‘For him to call Deborah Reeves unqualified is ridiculous and smacks of sexism,’ the statement said. ‘We think the people of this district deserve a campaign that doesn’t involve attacking women’s qualifications.’”

*Special interest response:* “Reeves’ campaign responded by issuing a statement denouncing Simpson’s remarks. ‘For him to call Deborah Reeves unqualified is ridiculous and smacks of hypocrisy,’ the statement said. ‘Simpson is beholden to the special interests that are funding his campaign, not the people of this district.’”

## Appendix B: The Treatments

### Study 2: The “Toughness” Experiment (Lucid Sample)

In the table below, we include the text for the experiment’s four main conditions. Respondents in the three treatment conditions were then also randomly assigned to one of two responses or no response from Reeves, which followed Simpson’s attack. Because the response conditions (text included below the table) had no effect, we do not discuss them.

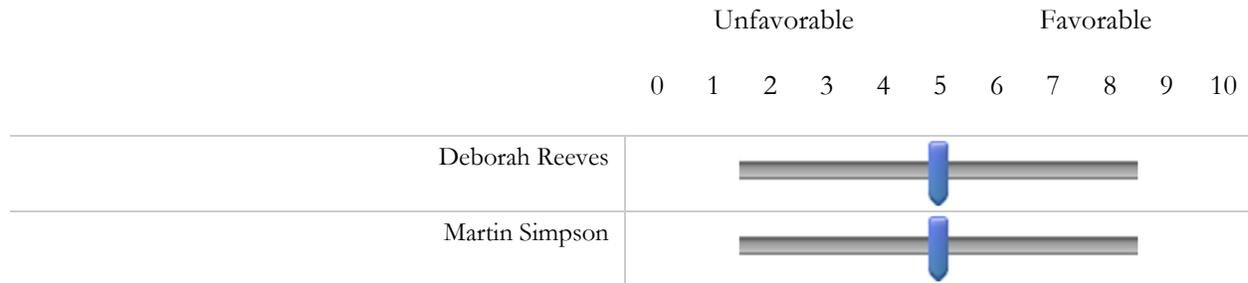
Control	Explicit	Implicit	Non-Gendered
<p>Now we'd like to get your impression of some candidates for political office. In Delaware, there is a primary race for the state legislature between two [Republicans/Democrats], Deborah Reeves and Martin Simpson.</p> <p>Deborah Reeves is an attorney who has served on her local city council for four years. Martin Simpson is an attorney who has served on his local county commission for four years. Both are natives of Delaware.</p> <p>The two [Republicans/Democrats] are in a competitive campaign, with polls showing them locked in a tight battle.</p>	<p>Now we'd like to get your impression of some candidates for political office. In Delaware, there is a primary race for the state legislature between two [Republicans/Democrats], Deborah Reeves and Martin Simpson.</p> <p>Deborah Reeves is an attorney who has served on her local city council for four years. Martin Simpson is an attorney who has served on his local county commission for four years. Both are natives of Delaware.</p> <p>A few weeks ago, the local newspaper in the district reported on the campaign. Here's an excerpt from the article:</p> <p>“The state legislative contest heated up Monday when Martin Simpson said in an interview that his opponent in the [Republican/Democratic] primary, Deborah Reeves, was ‘not tough enough’ to serve the district.</p> <p>‘I don’t think we should elect someone who wouldn’t stand up for the people,’ Simpson said. ‘Deborah Reeves would not do a good job representing our interests in Dover. As a woman, she’s just not tough enough to get the job done.’</p> <p><i>[No response/ Sexism response/ Special interest response]</i></p> <p>The comments came in the midst of a competitive primary campaign, with polls showing the two [Republicans/Democrats] locked in a tight battle.”</p>	<p>Now we'd like to get your impression of some candidates for political office. In Delaware, there is a primary race for the state legislature between two [Republicans/Democrats], Deborah Reeves and Martin Simpson.</p> <p>Deborah Reeves is an attorney who has served on her local city council for four years. Martin Simpson is an attorney who has served on his local county commission for four years. Both are natives of Delaware.</p> <p>A few weeks ago, the local newspaper in the district reported on the campaign. Here's an excerpt from the article:</p> <p>“The state legislative contest heated up Monday when Martin Simpson said in an interview that his opponent in the [Republican/Democratic] primary, Deborah Reeves, was ‘not tough enough’ to serve the district.</p> <p>‘I don’t think we should elect someone who wouldn’t stand up for the people,’ Simpson said. ‘Deborah Reeves would not do a good job representing our interests in Dover. She’s just not tough enough to get the job done.’</p> <p><i>[No response/ Sexism response/ Special interest response]</i></p> <p>The comments came in the midst of a competitive primary campaign, with polls showing the two [Republicans/Democrats] locked in a tight battle.”</p>	<p>Now we'd like to get your impression of some candidates for political office. In Delaware, there is a primary race for the state legislature between two [Republicans/Democrats], Deborah Reeves and Martin Simpson.</p> <p>Deborah Reeves is an attorney who has served on her local city council for four years. Martin Simpson is an attorney who has served on his local county commission for four years. Both are natives of Delaware.</p> <p>A few weeks ago, the local newspaper in the district reported on the campaign. Here's an excerpt from the article:</p> <p>“The state legislative contest heated up Monday when Martin Simpson said in an interview that his opponent in the [Republican/Democratic] primary, Deborah Reeves, doesn’t ‘share the values’ of area voters.</p> <p>‘I don’t think we should elect someone who wouldn’t stand up for the people,’ Simpson said. ‘Deborah Reeves would not do a good job representing our interests in Dover. She just doesn’t share the values of the people of this district.’</p> <p><i>[No response/ Sexism response/ Special interest response]</i></p> <p>The comments came in the midst of a competitive primary campaign, with polls showing the two [Republicans/Democrats] locked in a tight battle.”</p>

*Sexism response:* “Reeves’ campaign responded by issuing a statement denouncing Simpson’s remarks. ‘For him to say I am not tough enough is ridiculous and smacks of sexism,’ Reeves said in the statement. ‘The people of this district deserve a campaign that doesn’t involve attacking women’s toughness.’

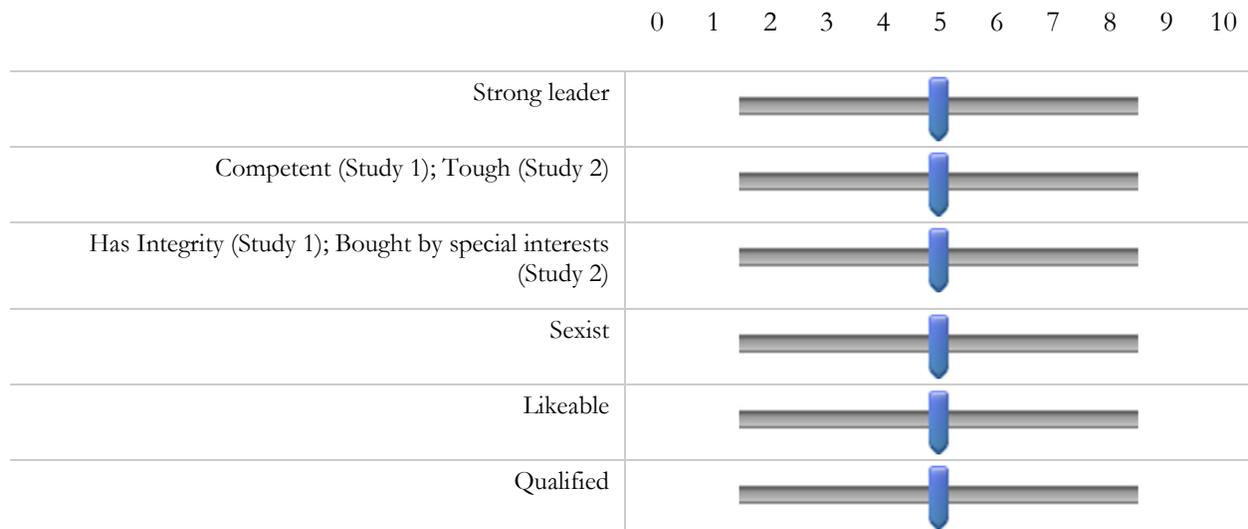
*Special interest response:* “Reeves’ campaign responded by issuing a statement denouncing Simpson’s remarks. ‘For him to say I am not tough enough is ridiculous and smacks of hypocrisy,’ Reeves said in the statement. ‘Simpson is beholden to the special interests that are funding his campaign, and doesn’t care about ordinary citizens.’

## Appendix C: The Post-Exposure Survey Instruments

Thinking about the two candidates you just read about, how favorable is your impression? On a scale from 0 to 10, with 0 representing very unfavorable and 10 representing very favorable, how would you rate each of them? Use the sliders below.



Below you will see a list of words or phrases. On a scale from 0 to 10, please indicate how well each word or phrase describes *Deborah Reeves*. On this scale, 0 means that the phrase does not describe *Deborah Reeves* well at all, and 10 means that the phrase describes *Deborah Reeves* very well. Use the sliders below.



Below you will see a list of words or phrases. On a scale from 0 to 10, please indicate how well each word or phrase describes *Martin Simpson*. On this scale, 0 means that the phrase does not describe *Martin Simpson* well at all, and 10 means that the phrase describes *Martin Simpson* very well. Use the sliders below.

0 1 2 3 4 5 6 7 8 9 10

Strong leader	
Competent (Study 1); Tough (Study 2)	
Has Integrity (Study 1); Bought by special interests (Study 2)	
Sexist	
Likeable	
Qualified	

**Table A2. Favorability Scores of Deborah Reeves and Martin Simpson in the Democratic Primary**

<b>STUDY 1</b>				
<b>Type of Attack</b>	<b>Response</b>	<b>N</b>	<b>Reeves Mean Favorability (and standard deviation)</b>	<b>Simpson Mean Favorability (and standard deviation)</b>
Control	N/A	76	6.41 (2.03)	6.12 (2.08)
Explicit	None	62	6.24 (1.75)	2.90 (2.41)
Explicit	Sexism	75	6.31 (2.34)	2.48 (2.48)
Explicit	Special Interests	59	6.71 (2.34)	2.78 (2.34)
Implicit	None	79	5.66 (2.28)	3.97 (2.18)
Implicit	Sexism	88	5.67 (2.25)	3.83 (2.44)
Implicit	Special Interests	95	5.63 (2.12)	3.63 (2.01)
Non-Gendered	None	63	4.63 (1.85)	4.87 (1.76)
Non-Gendered	Sexism	85	4.73 (2.40)	4.69 (2.23)
Non-Gendered	Special Interests	61	4.10 (2.34)	4.33 (2.45)

<b>STUDY 2</b>				
<b>Type of Attack</b>	<b>Response</b>	<b>N</b>	<b>Reeves Mean Favorability (and standard deviation)</b>	<b>Simpson Mean Favorability (and standard deviation)</b>
Control	N/A	117	6.19 (2.23)	5.79 (2.20)
Explicit	None	114	6.16 (2.14)	4.00 (2.60)
Explicit	Sexism	129	6.85 (2.35)	3.46 (2.61)
Explicit	Special Interests	120	6.33 (2.28)	4.14 (2.72)
Implicit	None	138	6.33 (2.21)	4.58 (2.30)
Implicit	Sexism	137	6.34 (2.11)	4.50 (2.43)
Implicit	Special Interests	123	5.70 (2.69)	4.25 (2.59)
Non-Gendered	None	116	6.00 (1.91)	5.18 (2.31)
Non-Gendered	Sexism	131	6.06 (2.28)	4.82 (2.56)
Non-Gendered	Special Interests	118	5.93 (2.23)	5.06 (2.34)

Table A3. Favorability Scores of Deborah Reeves and Martin Simpson in the Republican Primary

<b>STUDY 1</b>				
<b>Type of Attack</b>	<b>Response</b>	<b>N</b>	<b>Reeves Mean Favorability (and standard deviation)</b>	<b>Simpson Mean Favorability (and standard deviation)</b>
Control	N/A	36	6.08 (2.31)	6.22 (1.93)
Explicit	None	43	5.26 (2.53)	3.16 (2.57)
Explicit	Sexism	32	5.72 (2.30)	3.53 (2.50)
Explicit	Special Interests	31	5.65 (2.14)	3.58 (2.35)
Implicit	None	38	4.68 (2.01)	5.24 (2.44)
Implicit	Sexism	33	5.00 (2.76)	4.61 (2.11)
Implicit	Special Interests	40	5.18 (2.26)	4.23 (1.83)
Non-Gendered	None	41	4.07 (2.25)	4.66 (2.40)
Non-Gendered	Sexism	42	4.17 (2.38)	4.81 (2.28)
Non-Gendered	Special Interests	40	3.95 (2.28)	3.90 (2.24)

<b>STUDY 2</b>				
<b>Type of Attack</b>	<b>Response</b>	<b>N</b>	<b>Reeves Mean Favorability (and standard deviation)</b>	<b>Simpson Mean Favorability (and standard deviation)</b>
Control	N/A	104	6.25 (2.17)	6.15 (2.14)
Explicit	None	103	5.62 (2.09)	4.61 (2.36)
Explicit	Sexism	95	6.24 (2.34)	4.49 (2.60)
Explicit	Special Interests	107	5.80 (2.11)	4.33 (2.42)
Implicit	None	100	5.67 (2.15)	5.01 (2.32)
Implicit	Sexism	112	6.13 (2.23)	4.90 (2.32)
Implicit	Special Interests	91	5.52 (2.31)	4.38 (2.23)
Non-Gendered	None	117	5.63 (2.18)	4.80 (2.32)
Non-Gendered	Sexism	92	5.08 (2.81)	4.86 (2.61)
Non-Gendered	Special Interests	102	5.30 (2.25)	4.61 (2.02)

**Table A4. The Effect of Sexism on Net Candidate Favorability, Control Group Respondents Only**

<b>DEMOCRATIC PRIMARY</b>						
	<b>Study 1</b>			<b>Study 2</b>		
	<b>Net Favorability</b>	<b>Reeves Favorability</b>	<b>Simpson Favorability</b>	<b>Net Favorability</b>	<b>Reeves Favorability</b>	<b>Simpson Favorability</b>
Sexism Scale	-0.15 (0.84)	-0.73 (1.05)	-0.58 (1.07)	-0.19 (0.46)	-0.93 (1.03)	-0.74 (1.02)
Constant	0.34 (0.36)	6.67 ** (0.45)	6.33 ** (0.46)	0.46 * (0.26)	6.51 ** (0.41)	6.05 ** (0.40)
R <sup>2</sup>	0.00	0.01	0.00	0.01	0.01	0.01
F-Test	0.03	0.48	0.29	0.08	0.82	0.53
N	76	76	76	117	117	117

<b>REPUBLICAN PRIMARY</b>						
	<b>Study 1</b>			<b>Study 2</b>		
	<b>Net Favorability</b>	<b>Reeves Favorability</b>	<b>Simpson Favorability</b>	<b>Net Favorability</b>	<b>Reeves Favorability</b>	<b>Simpson Favorability</b>
Sexism Scale	0.03 (1.80)	0.36 (1.59)	0.32 (1.32)	-1.17 (0.84)	-0.46 (1.06)	0.71 (1.04)
Constant	-0.15 (0.98)	5.91 ** (0.87)	6.06 ** (0.73)	0.69 (0.46)	6.49 ** (0.58)	5.79 ** (0.57)
R <sup>2</sup>	0.00	0.01	0.00	0.02	0.00	0.01
F-Test	0.00	0.05	0.06	1.95	0.19	0.47
N	36	36	36	104	104	104

*Notes:* Entries represent coefficients (and standard errors) from OLS regression equations predicting favorability of Deborah Reeves and Martin Simpson among control group respondents. \*\* p < 0.05; \* p < 0.10.

**Table A5. Effects of Sexism on Net Favorability, by Treatment**

	<b>DEMOCRATIC PRIMARY</b>	
	<b>STUDY 1</b>	<b>STUDY 2</b>
Explicit Gender Attack	5.42 ** (0.80)	4.57 ** (0.61)
Implicit Gender Attack	2.94 ** (0.77)	2.32 ** (0.61)
Non-Gendered Attack	0.60 (0.78)	1.86 ** (0.62)
Sexism Scale	-0.15 (1.60)	-0.19 (1.36)
Explicit x Sexism	-6.32 ** (1.92)	-7.24 ** (1.56)
Implicit x Sexism	-4.33 ** (1.86)	-3.12 ** (1.54)
Non-Gendered x Sexism	-3.21 * (1.88)	-3.72 ** (1.55)
Constant	0.34 (0.68)	0.46 (0.54)
R <sup>2</sup>	0.25	0.15
F-Test	34.22	30.89
N	744	1234

	<b>REPUBLICAN PRIMARY</b>	
	<b>STUDY 1</b>	<b>STUDY 2</b>
Explicit Gender Attack	4.65 ** (1.43)	2.15 ** (0.81)
Implicit Gender Attack	1.50 (1.40)	1.37 * (0.82)
Non-Gendered Attack	1.33 (1.40)	1.36 * (0.81)
Sexism Scale	0.03 (2.21)	-1.17 (1.31)
Explicit x Sexism	-4.50 * (2.52)	-1.73 (1.48)
Implicit x Sexism	-2.19 (2.54)	-1.01 (1.51)
Non-Gendered x Sexism	-3.04* (2.50)	-1.63 (1.47)
Constant	-0.15 (1.21)	0.69 (0.72)
R <sup>2</sup>	0.14	0.06
F-Test	8.32	9.73
N	376	1023

*Notes:* Entries represent coefficients (and standard errors) from OLS regression equations predicting net favorability of Deborah Reeves and Martin Simpson. \*\* p < 0.05; \* p < 0.10.

Table A6. Evaluations of Martin Simpson in the Democratic Primary

STUDY 1						
	Qualified	Strong Leader	Competent	Has Integrity	Likeable	Sexist
Explicit Gender Attack	-1.55 * (0.28)	-2.31 * (0.28)	-2.28 * (0.28)	-3.14 * (0.30)	-3.61 * (0.30)	4.16 * (0.37)
Implicit Gender Attack	-0.86 * (0.27)	-1.45 * (0.27)	-1.12 * (0.27)	-1.99 * (0.29)	-2.30 * (0.28)	1.81 * (0.36)
Non-Gendered Attack	-0.78 * (0.28)	-0.95 * (0.28)	-0.98 * (0.28)	-1.19 * (0.30)	-1.38 * (0.29)	0.70 (0.37)
Constant	6.96 * (0.24)	6.72 * (0.24)	6.99 * (0.24)	6.38 * (0.26)	6.38 * (0.25)	3.51 * (0.31)
Adjusted R <sup>2</sup>	0.04	0.10	0.09	0.15	0.20	0.22
N	744	744	744	744	744	744

STUDY 2						
	Qualified	Strong Leader	Tough	Beholden	Likeable	Sexist
Explicit Gender Attack	-0.83 * (0.25)	-1.11 * (0.25)	-0.55 * (0.24)	0.34 (0.24)	-1.54 * (0.26)	2.39 * (0.30)
Implicit Gender Attack	-0.44 (0.24)	-0.65 * (0.25)	-0.23 (0.24)	0.52 * (0.24)	-0.99 * (0.26)	1.76 * (0.29)
Non-Gendered Attack	-0.27 (0.25)	-0.47 (0.25)	0.14 (0.24)	0.50 * (0.24)	-0.58 * (0.26)	0.96 * (0.29)
Constant	6.16 * (0.21)	5.98 * (0.22)	5.67 * (0.21)	5.18 * (0.21)	5.63 * (0.23)	4.21 * (0.26)
Adjusted R <sup>2</sup>	0.01	0.02	0.01	0.00	0.03	0.06
N	1,233	1,233	1,233	1,233	1,233	1,233

Notes: \* p < 0.05

Table A7. Evaluations of Deborah Reeves in the Democratic Primary

STUDY 1						
	Qualified	Strong Leader	Competent	Has Integrity	Likeable	Sexist
Explicit Gender Attack	-0.40 (0.29)	-0.45 (0.27)	-0.63 * (0.28)	-0.06 (0.29)	-0.46 (0.28)	-0.48 (0.34)
Implicit Gender Attack	-0.47 (0.28)	-0.70 * (0.26)	-0.68 * (0.27)	-0.55 * (0.28)	-0.79 * (0.27)	-0.23 (0.33)
Non-Gendered Attack	-1.28 * (0.29)	-1.35 * (0.27)	-1.32 * (0.28)	-1.84 * (0.28)	-1.86 * (0.28)	0.27 (0.34)
Constant	7.24 * (0.25)	6.83 * (0.23)	7.37 * (0.24)	6.67 * (0.24)	6.74 * (0.24)	2.70 * (0.29)
Adjusted R <sup>2</sup>	0.03	0.04	0.03	0.10	0.08	0.01
N	744	744	744	744	744	744

STUDY 2						
	Qualified	Strong Leader	Tough	Beholden	Likeable	Sexist
Explicit Gender Attack	0.18 (0.24)	0.21 (0.24)	0.41 (0.23)	-0.03 (0.26)	0.54 * (0.24)	-0.32 (0.28)
Implicit Gender Attack	0.16 (0.24)	0.08 (0.23)	0.41 (0.23)	0.22 (0.25)	0.46 * (0.23)	-0.35 (0.28)
Non-Gendered Attack	-0.13 (0.24)	-0.17 (0.23)	0.25 (0.23)	0.28 (0.26)	0.23 (0.24)	0.27 (0.28)
Constant	6.49 * (0.21)	6.25 * (0.20)	5.83 * (0.20)	5.02 * (0.22)	5.85 * (0.21)	3.82 * (0.24)
Adjusted R <sup>2</sup>	0.00	0.00	0.00	0.00	0.00	0.01
N	1,232	1,232	1,232	1,232	1,232	1,232

Notes: \* p < 0.05

Table A8. Evaluations of Martin Simpson in the Democratic Primary

STUDY 1						
	Qualified	Strong Leader	Competent	Has Integrity	Likeable	Sexist
Explicit Gender Attack	-1.54 * (0.40)	-1.79 * (0.40)	-1.47 * (0.39)	-2.39 * (0.42)	-2.51 * (0.42)	2.87 * (0.55)
Implicit Gender Attack	-1.38 * (0.40)	-1.09 * (0.40)	-1.18 * (0.38)	-1.52 * (0.41)	-1.69 * (0.42)	1.28 * (0.55)
Non-Gendered Attack	-1.09 * (0.39)	-1.13 * (0.40)	-1.16 * (0.38)	-1.53 * (0.41)	-1.80 * (0.42)	1.01 (0.54)
Constant	6.86 * (0.34)	6.72 * (0.35)	6.83 * (0.33)	6.39 * (0.36)	6.33 * (0.37)	3.25 * (0.48)
Adjusted R <sup>2</sup>	0.03	0.04	0.03	0.08	0.08	0.09
N	376	376	376	376	376	376

STUDY 2						
	Qualified	Strong Leader	Tough	Beholden	Likeable	Sexist
Explicit Gender Attack	-0.66 * (0.24)	-1.03 * (0.25)	-0.42 (0.24)	-0.04 (0.25)	-1.57 * (0.26)	1.33 * (0.30)
Implicit Gender Attack	-1.02 * (0.24)	-1.01 * (0.25)	-0.65 * (0.24)	-0.23 (0.25)	-1.59 * (0.26)	0.68 * (0.30)
Non-Gendered Attack	-0.85 * (0.24)	-1.04 * (0.25)	-0.65 * (0.24)	-0.27 (0.25)	-1.42 * (0.26)	-0.02 (0.30)
Constant	6.68 * (0.21)	6.47 * (0.22)	6.22 * (0.20)	5.60 * (0.22)	6.41 * (0.22)	4.68 * (0.26)
Adjusted R <sup>2</sup>	0.02	0.02	0.01	-0.00	0.04	0.04
N	1,015	1,015	1,015	1,015	1,015	1,015

Notes: \* p < 0.05

Table A9. Evaluations of Deborah Reeves in the Republican Primary

STUDY 1						
	Qualified	Strong Leader	Competent	Has Integrity	Likeable	Sexist
Explicit Gender Attack	-0.78 (0.41)	-0.79 (0.42)	-0.63 (0.41)	-0.63 (0.44)	-0.83 (0.44)	-0.00 (0.52)
Implicit Gender Attack	-1.06 * (0.40)	-0.79 (0.42)	-0.61 (0.41)	-0.90 * (0.44)	-1.01 * (0.43)	0.52 (0.52)
Non-Gendered Attack	-1.03 * (0.40)	-1.41 * (0.42)	-1.05 * (0.40)	-1.96 * (0.43)	-1.68 * (0.43)	0.46 (0.51)
Constant	6.78 * (0.35)	6.31 * (0.37)	6.64 * (0.35)	6.36 * (0.38)	6.39 * (0.38)	2.83 * (0.45)
Adjusted R <sup>2</sup>	0.01	0.03	0.01	0.07	0.04	-0.00
N	376	376	376	376	376	376

STUDY 2						
	Qualified	Strong Leader	Tough	Beholden	Likeable	Sexist
Explicit Gender Attack	-0.35 (0.25)	-0.34 (0.24)	-0.25 (0.24)	-0.46 (0.25)	-0.29 (0.24)	-0.59 * (0.28)
Implicit Gender Attack	-0.53 * (0.25)	-0.49 * (0.24)	-0.57 * (0.24)	-0.62 * (0.25)	-0.59 * (0.24)	-0.69 * (0.28)
Non-Gendered Attack	-0.83 * (0.25)	-0.71 * (0.24)	-0.81 * (0.24)	-0.78 * (0.25)	-0.95 * (0.24)	-0.46 (0.28)
Constant	6.75 * (0.22)	6.33 * (0.21)	6.17 * (0.20)	5.86 * (0.22)	6.42 * (0.21)	4.66 * (0.24)
Adjusted R <sup>2</sup>	0.01	0.01	0.01	0.01	0.02	0.00
N	1,012	1,012	1,012	1,012	1,012	1,012

Notes: \* p < 0.05