

Appendix

Vignette 1 (female politician or male politicians)

Original text in Dutch, translation in English (by the authors)

Carolien van de Berg/Karel van de Berg wants to make the Netherlands a stronger and more beautiful place. 'There have been made many good policy plans in the Netherlands, now it is time to act upon them!' She/he wants to give a voice to her/his followers and show them action. Carolien/Karel also wants that politics calms down and that there will be more attention for larger policy goals.

As a teenager Carolien/Karel thought that people in our society should be more respectful to each other. During her/his studies she/he became politically active at the youth organisation of her/his political party. She/he was mainly focused on financial and economic policy. After her/his studies in Management, Communication and Organisation at the University Amsterdam she/he became a marketing manager at a medium-sized publisher.

As a Member of Parliament Carolien/Karel wants to stay approachable. 'I don't have to be at a marketplace to chat with people, but getting in touch with me should be easy. I want to stay connected with my followers and the workforce.' She/he thinks that her role as a mother/father and a wife/husband helps her/him to understand what the main issues are in the general public. That's her/his main goal in parliament. 'And if I say that I will do it, I am really dedicated doing it!'

Vignette 2 (female politician or male politician)

Original text in Dutch, translation in English (by the authors)

Christine Hoekstra/Christiaan Hoekstra has been a member of the European Parliament since 2010. She/he is the party's specialist on health care. She/he wants to make sure that people who are dependent upon health care can still have grip on their own lives. For her/him the most important thing is personal freedom and being in control. 'There is a lot to do in Parliament on these topics and that is what I will do!'

Her/his first political steps brought her/him directly to the European Parliament: 'There I saw politics in practice and since then it has never let me go.' Previously she/he worked for the Ministry of Health, Welfare and Sport and negotiated in Brussels about European legislation.

Christine/Christiaan now wants to be a Member of Parliament. She/he wants to do her/his best for an open and honest government. She/he thinks that only then, citizens will become more politically

involved. She/he likes to be in touch with citizens. Therefore, she/he plans to frequently do work visits and be active on Twitter.

Table A1. Check for post-treatment bias

	Stereotypes about men		Stereotypes about women	
	Male politician	Female politician	Male politician	Female politician
Confidence	4.00	3.99	3.34	3.33
Competent	3.82	3.80	3.41	3.40
Warm	2.95	2.94	3.49*	3.45*
Sincere	2.80	2.80	3.80	3.81

Note: it is tested whether the difference are significant using a t-test. *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Table A2. Mean scores traits evaluations and t-test results for second vignette

	Gender		
	Male politician (n=3,201)		Female politician (n=3,139)
Intelligence	4.79 (1.41)	<	4.87 (1.41)**
Knows a lot	4.45 (1.53)	<	4.55 (1.56)**
Hardworking	5.38 (1.53)	<	5.56 (1.52)***
Inspiring	3.54 (1.72)	<	3.71 (1.74)***
Effective	3.94 (1.50)	<	4.03 (1.53)**
Commands respect	4.04 (1.57)	<	4.20 (1.60)***
Compassionate	4.43 (1.54)	<	4.59 (1.53)***
Connected	4.27 (1.57)	<	4.46 (1.58)***
Honest	5.28 (1.57)	<	5.42 (1.59)**
Decent	4.70 (1.41)	<	4.84 (1.44)***

Note: * $p < 0.10$, ** $p < 0.05$, *** $p < 0.001$, standard deviation in brackets

Table A3. Summary of exploratory principal component analysis

	Varimax rotated factor loadings	
	Factor 1	Factor 2
Intelligence	0.77	
Knows a lot	0.85	
Hardworking		0.84
Inspiring		
Effective	0.81	
Commands respect	0.84	
Compassionate	0.81	
Connected	0.82	
Honest		0.85
Decent	0.72	
Eigenvalues	5.24	1.69
% of variance	52%	17%

Table A4. Analysis of competence traits on data of the second vignette

	Intelligence	Knowledgeable	Hard working	Inspiring	Effective
(Intercept)	3.54*** (0.34)	3.68*** (0.34)	4.25*** (0.36)	2.49*** (0.38)	3.70*** (0.35)
Vignette type (1=female)	0.05 (0.05)	0.03 (0.05)	0.13* (0.06)	0.09 (0.06)	0.06 (0.06)
Gender respondent (1=female)	0.36*** (0.06)	0.41*** (0.07)	0.25*** (0.07)	0.47*** (0.07)	0.60*** (0.07)
Stereotype about men (1=present)	0.06 (0.10)	-0.18 (0.11)	0.21 (0.11)	-0.24* (0.12)	-0.18 (0.12)
Stereotype about women (1=present)	-0.08 (0.07)	0.05 (0.08)	-0.01 (0.08)	-0.07 (0.08)	-0.03 (0.08)
Age	0.01*** (0.00)	0.00 (0.00)	0.01*** (0.00)	0.01*** (0.00)	0.00 (0.00)
Left-right selfplacement	-0.04*** (0.01)	-0.06*** (0.01)	-0.06*** (0.01)	-0.07*** (0.01)	-0.05*** (0.01)
Political knowledge	0.10** (0.03)	0.08* (0.04)	0.13*** (0.04)	-0.01 (0.04)	0.06 (0.04)
Education level 2 (ref = 1)	0.75* (0.31)	0.52 (0.31)	0.40 (0.32)	0.68 (0.35)	0.10 (0.32)
Education level 3 (ref = 1)	0.90** (0.31)	0.76* (0.32)	0.58 (0.33)	0.65 (0.35)	0.17 (0.32)
Education level 4 (ref = 1)	0.73* (0.31)	0.57 (0.31)	0.37 (0.32)	0.62 (0.35)	0.13 (0.31)
Education level 5 (ref = 1)	0.78* (0.30)	0.64* (0.31)	0.50 (0.32)	0.49 (0.35)	0.11 (0.31)
Vignette female x respondent female	-0.04 (0.09)	-0.02 (0.09)	0.06 (0.10)	-0.07 (0.10)	-0.11 (0.10)
Vignette female x stereotype about men	-0.02 (0.15)	0.33* (0.16)	-0.15 (0.16)	0.40* (0.17)	0.12 (0.16)
Vignette female x stereotype about women	0.14 (0.10)	0.08 (0.11)	0.16 (0.11)	0.22 (0.12)	0.16 (0.11)
R ²	0.03	0.03	0.03	0.04	0.04
Adj. R ²	0.02	0.03	0.03	0.03	0.03
Num. obs.	4853	4954	4809	5238	4537
RMSE	3.54***	3.68***	4.25***	2.49***	3.70***

*** p < 0.001, ** p < 0.01, * p < 0.05.

Table A5. Analysis of character traits on data of the second vignette

	Commands respect	Compassionate	Connected	Fair	Decent
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(Intercept)	2.62*** (0.35)	2.38*** (0.34)	2.48*** (0.35)	3.81** (0.36)	3.07*** (0.32)
Vignette type (1=female)	0.10 (0.06)	0.10 (0.05)	0.13* (0.06)	0.12* (0.06)	0.09 (0.05)
Gender respondent (1=female)	0.51*** (0.07)	0.40*** (0.07)	0.49*** (0.07)	0.27** (0.07)	0.32*** (0.07)
Stereotype about men (1=present)	-0.17 (0.11)	-0.23* (0.11)	-0.22 (0.11)	0.03 (0.12)	-0.11 (0.11)
Stereotype about women (1=present)	0.01 (0.08)	0.06 (0.08)	0.03 (0.08)	0.12 (0.08)	0.01 (0.07)
Age	0.01*** (0.00)	0.01*** (0.00)	0.01*** (0.00)	0.01** (0.00)	0.01*** (0.00)
Left-right selfplacement	-0.05*** (0.01)	-0.03** (0.01)	-0.03** (0.01)	0.05** (0.01)	- (0.01)
Political knowledge	0.05 (0.04)	0.10** (0.04)	0.11** (0.04)	0.05 (0.04)	0.08* (0.03)
Education level 2 (ref = 1)	0.61 (0.32)	1.22*** (0.31)	0.92** (0.32)	0.63 (0.33)	0.91** (0.29)
Education level 3 (ref = 1)	0.71* (0.32)	1.31*** (0.31)	1.04** (0.32)	0.94** (0.33)	1.10*** (0.29)
Education level 4 (ref = 1)	0.66* (0.31)	1.22*** (0.30)	0.98** (0.32)	0.62 (0.33)	1.03*** (0.29)
Education level 5 (ref = 1)	0.60 (0.31)	1.20*** (0.30)	0.91** (0.32)	0.79* (0.32)	1.02*** (0.29)
Vignette female x respondent female	-0.04 (0.10)	-0.03 (0.09)	-0.08 (0.10)	0.05 (0.10)	-0.06 (0.09)
Vignette female x stereotype about men	0.25 (0.16)	0.44** (0.16)	0.37* (0.16)	-0.14 (0.17)	0.23 (0.15)
Vignette female x stereotype about women	0.12 (0.11)	0.07 (0.11)	0.08 (0.11)	0.17 (0.12)	0.09 (0.11)
R ²	0.04	0.03	0.03	0.04	0.03
Adj. R ²	0.04	0.03	0.03	0.03	0.03
Num. obs.	5026	5039	4914	4537	4735
RMSE	2.62***	2.38***	2.48***	3.81** *	3.07***

*** p < 0.001, ** p < 0.01, * p < 0.05.