Appendix: Additional figures and tables

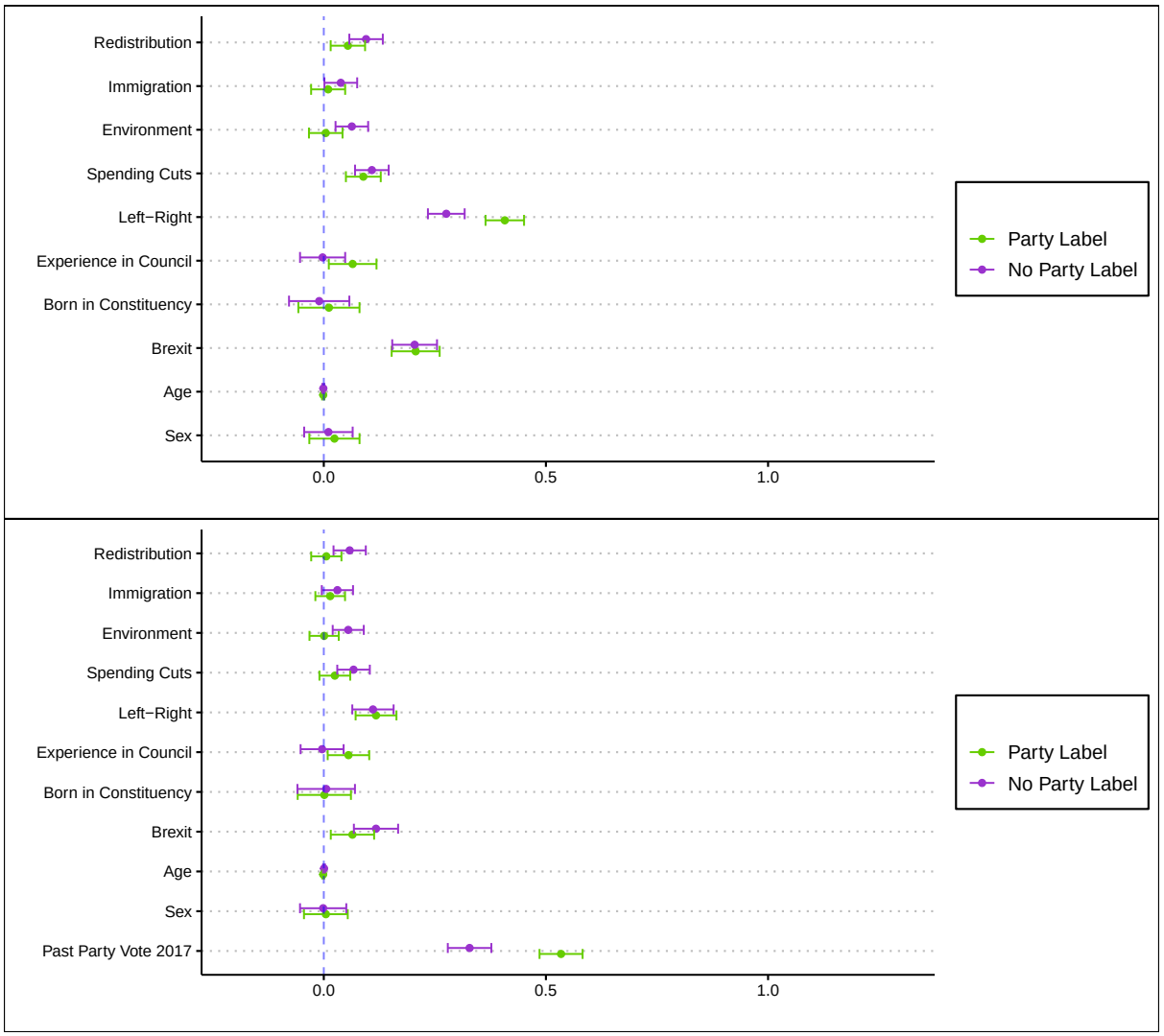

Figure A1: Closeness of candidates' positions to respondents' positions with and without party labels as predictors of candidate choice. Controlling for matching party affiliation (bottom) and not controlling for matching party affiliation (top). Note: only Conservative and Labour voters in the 2017 general election included.

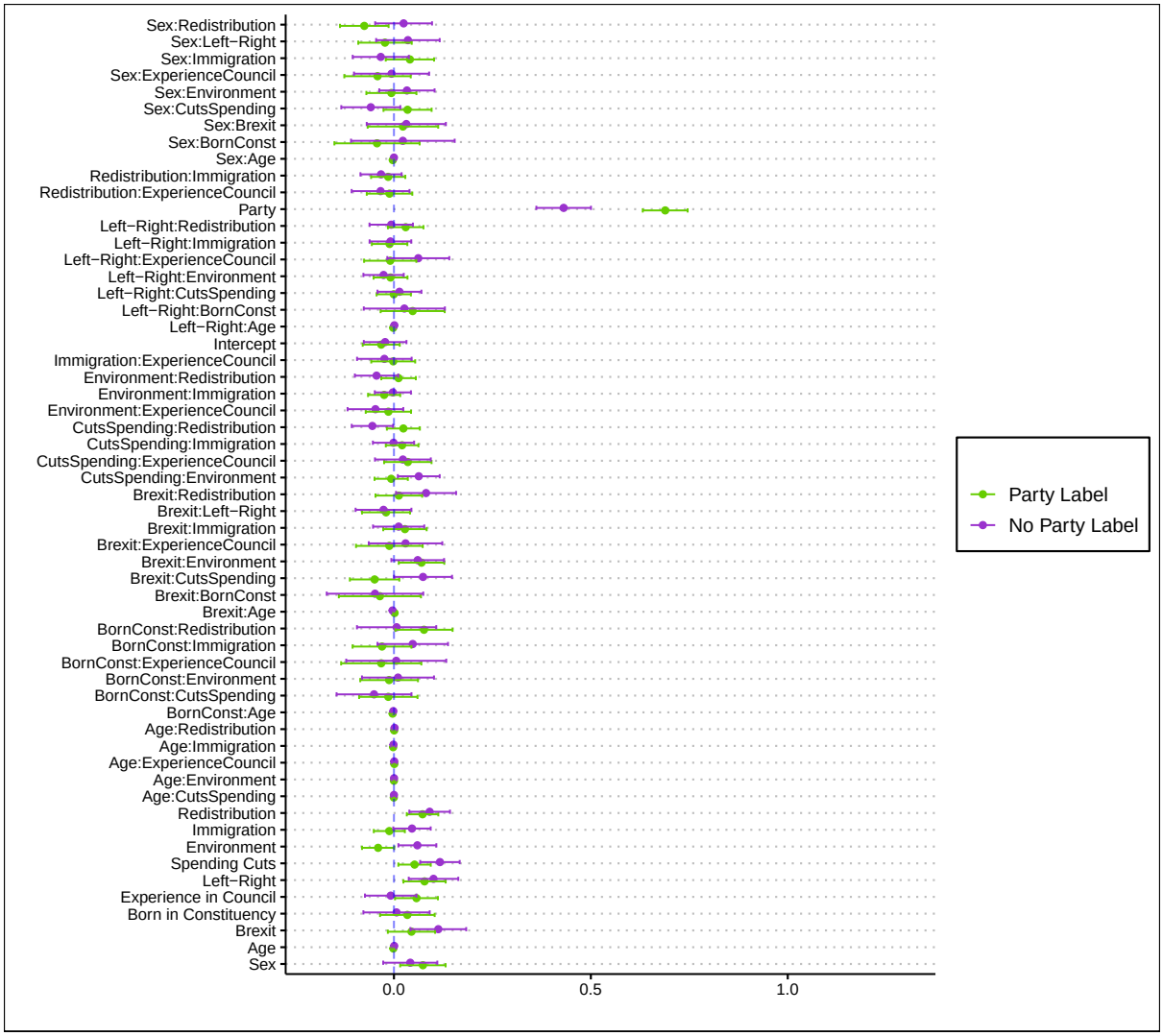

Figure A2: Closness as predictor of vote choice with first-degree interactions

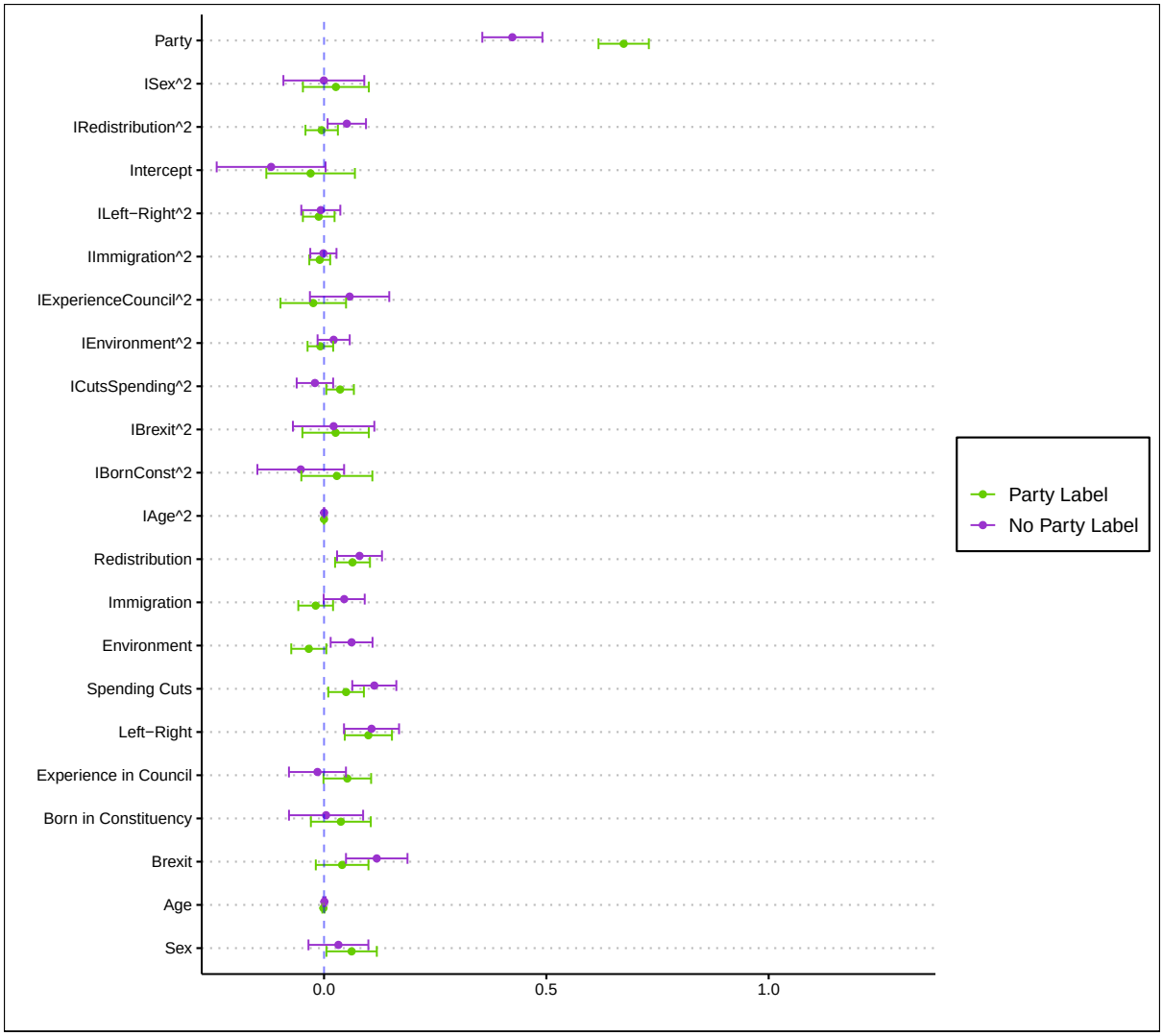

Figure A3: Closness as predictor of vote choice with quadratic model

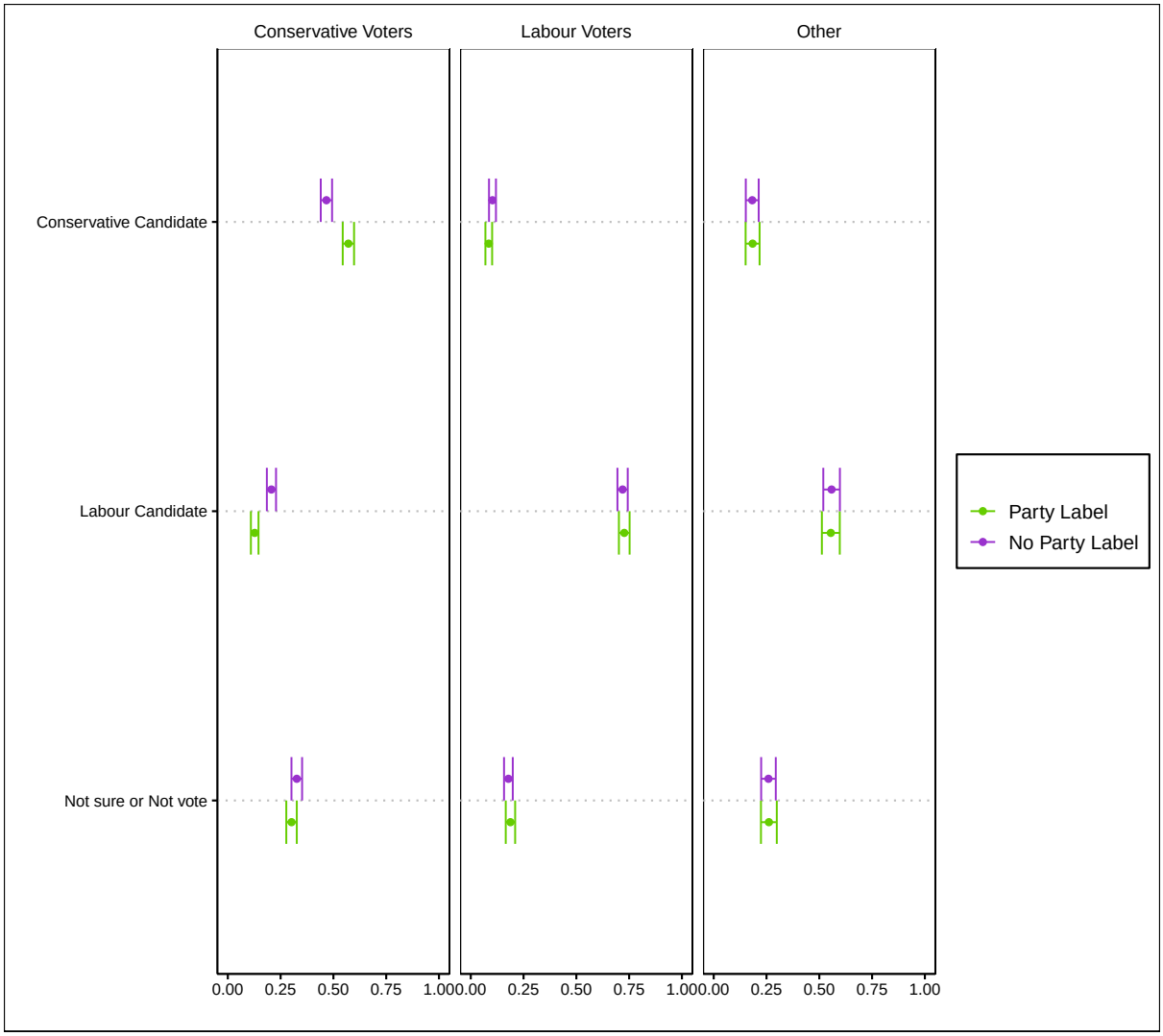

Figure A4: Proportion of respondents that chose each candidate in the experiment by their vote in the 2017 general election

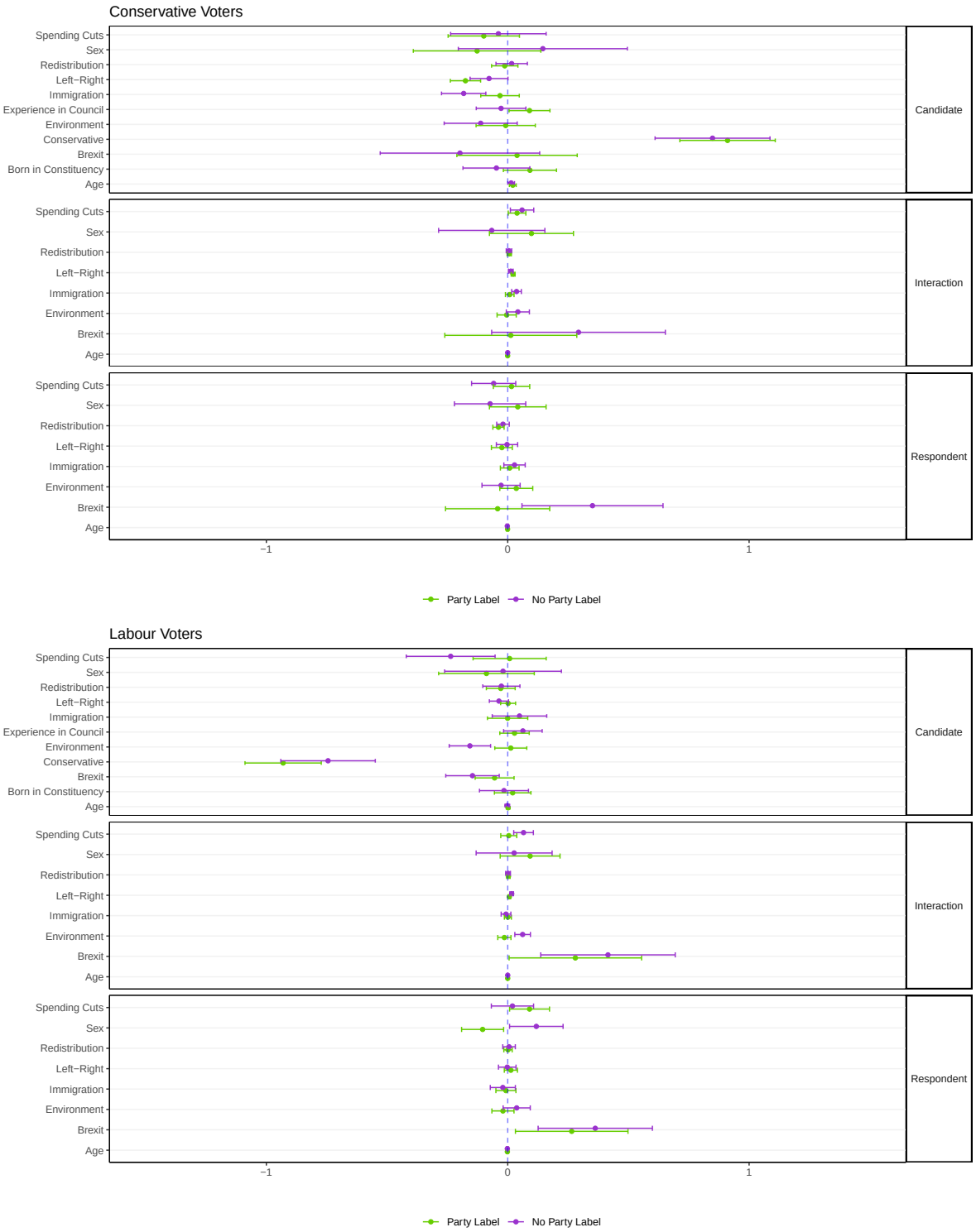

Figure A5: Candidates' characteristics and interaction with respondents' characteristics as predictors of candidate choice

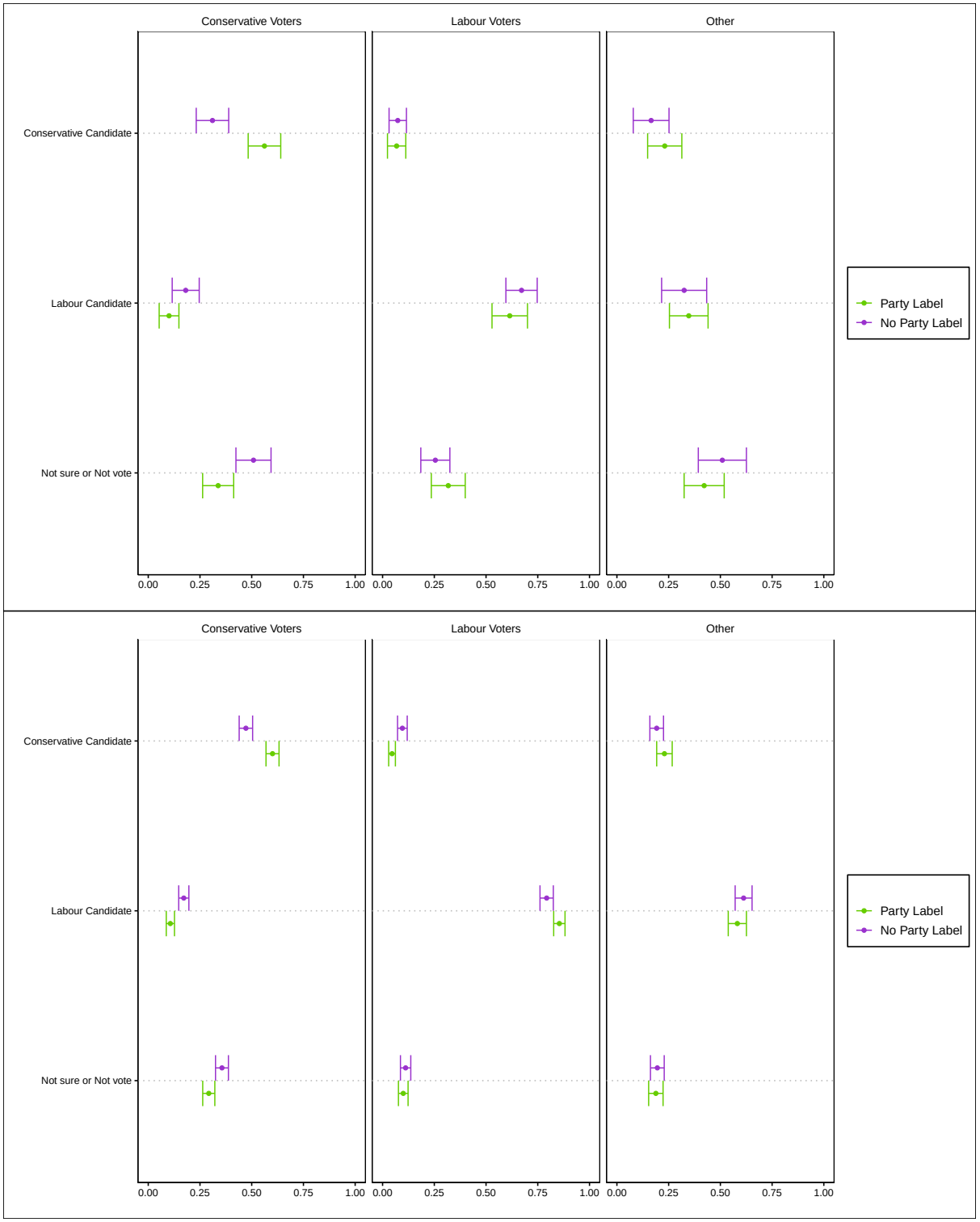

Figure A6: Experiment choice by previous vote for respondents with low attention to politics (top) and high attention to politics (bottom)

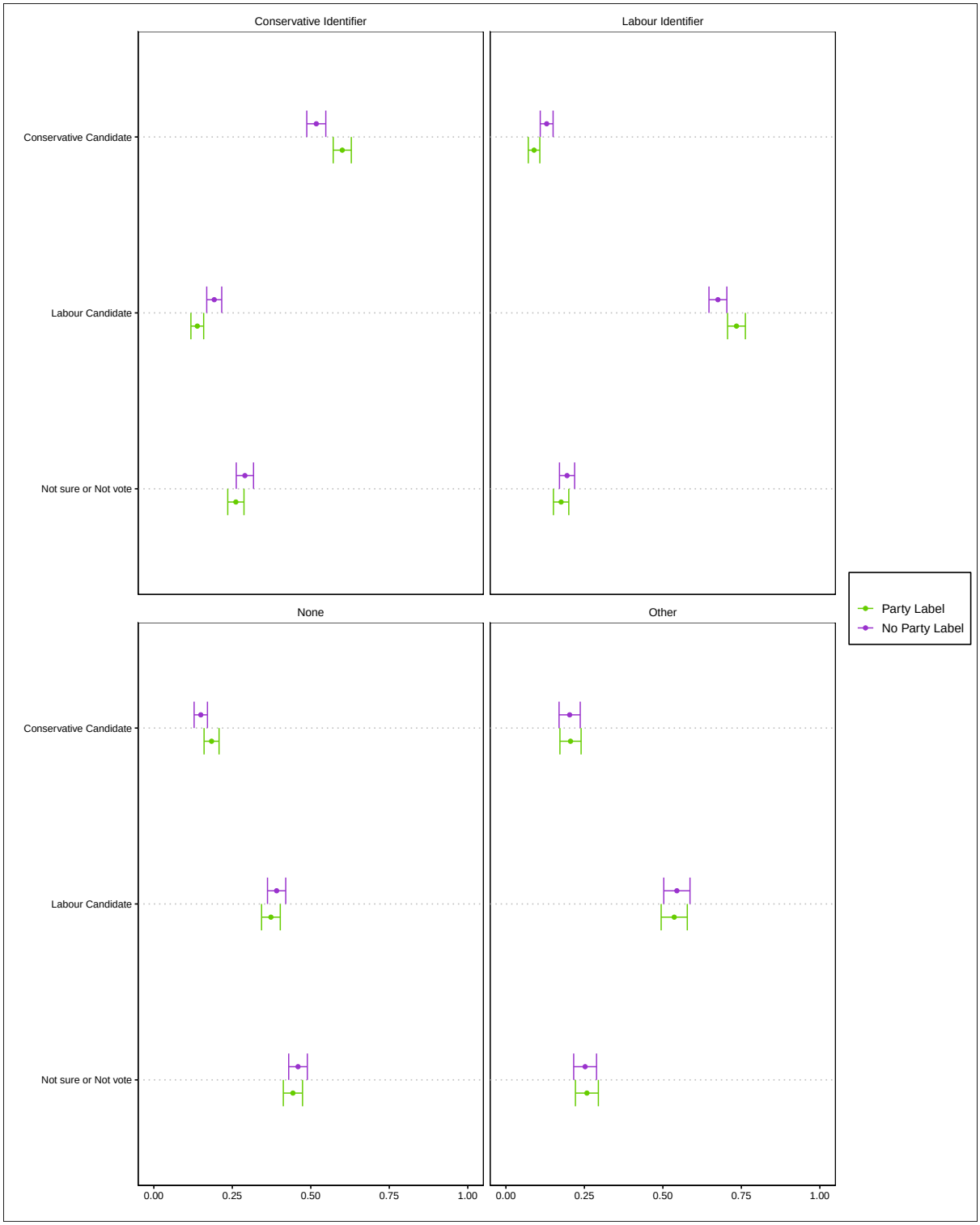

Figure A7: Experiment choice by respondents party identification

Table A1: Levels used for each characteristic of candidates: first part

Characteristic	Level
In a scale from 1 to 5,cuts to local services in your area have not gone far enough or too far?	Says that cuts to local services have not gone nearly far enough
	Says that cuts to local services have not gone far enough
	Says that cuts to local services have been about right
	Says that cuts to local services have gone too far
	Says that cuts to local services have gone much too far
In a scale from 1 to 5,measures to protect the environment have not gone far enough or too far	Says that measures to protect the environment have not gone nearly far enough
	Says that measures to protect the environment have not gone far enough
	Says that measures to protect the environment have been about right
	Says that measures to protect the environment have gone too far
	Says that measures to protect the environment have gone much too far
In a scale from 1 to 5, how much do you agree with the statement "Government should redistribute income from the better off to those who are less well-off	Strongly disagrees with the statement that government should redistribute income
	Disagrees with the statement that government should redistribute income
	Neither agrees nor disagrees with the statement that government should redistribute income
	Agrees with the statement that government should redistribute income
	Strongly agrees with the statement that government should redistribute income
In a scale from 1 to 7,do you think immigration is good or bad for Britain's economy?	Says that immigration is bad for the economy
	Says that immigration is somewhat bad for the economy
	Says that immigration is a little bad for the economy
	Says that immigration is neither good nor bad for the economy
	Says that immigration is a little good for the economy
	Says that immigration is somewhat good for the economy
	Says that immigration is good for the economy

Table A2: Levels used for each characteristic of candidates: second part

Characteristic	Level
Party	Conservative Party
	Labour Party
Gender	Male
	Female
Age	[N] years old
Were you born in the constituency?	Born in constituency
	Not born in constituency
Have you ever been elected a local councillor?	Has been elected a local councillor
	Has never been elected a local councillor
How did you vote in the referendum on Britain's membership of the European Union on 23 June 2016?	Voted to leave
	Voted to remain
In politics people sometimes talk of left and right. In a scale from 0 to 10, where would you place yourself on the following scale? (smaller values more left, larger values more right)	Left
	Centre left
	Centre
	Centre right
	Right