Appendix 1. Descriptive variable information and ANOVA results

Appendix Table 1. Dependent measures: descriptive results (N=92)

Affective Variables	Mean	Std. Dev.	Min	Max
Honest	2.92	0.84	1	5
Likable	2.76	0.82	1	5
Warm	2.65	0.91	1	5
Affective rating index	2.78	0.68	1.33	4.67
Qualifications Variables	Mean	Std. Dev.	Min	Max
Competent	2.68	0.81	1	5
Knowledgeable	3.04	0.84	1	5
Intelligent	2.85	0.81	1	5
Qualifications rating index	2.86	0.67	1.33	5
Electability variables	Mean	Std. Dev.	Min	Max
Strong leader	2.17	0.83	1	4
Ability to persuade voters	2.63	1.02	1	5
District viability	2.61	0.77	1	4
Electability rating index	2.47	0.75	1	4

Appendix Table 2. Principal component analysis of the candidate evaluations			
	Electability component	Qualifications component	Affective component
Variables			
Honest	-0.09	0.17	**0.49**
Likable	0.23	-0.19	**0.56**
Warm	-0.09	0.04	**0.63**
Competent	0.24	**0.43**	-0.06
Intelligent	0.02	**0.50**	0.14
Knowledgeable	-0.10	**0.66**	-0.03
Strong leader	**0.45**	0.20	-0.12
District viability	**0.55**	-0.05	0.09
Persuasive power	**0.59**	-0.08	-0.02
Eigen-values	4.17	1.18	1.01
Rho	0.71		
N	92		
Note: Entries represent rotated loadings (Varimax method).			

Appendix Table 3. The effects of nonverbal confidence and message quality on affective, qualifications, and electability ratings (N=92)

	Affective ratings				Qualifications ratings				Electability ratings			
	Partial SS	df	F	p	Partial SS	df	F	p	Partial SS	df	F	p
Model	1.17	3	0.85	0.47	4.32	3	3.51	0.02	8.95	3	6.13	0.00
Direct effects												
Nonverbal confidence	0.53	1	1.15	0.29	2.03	1	4.94	0.03	6.26	1	12.85	0.00
Message quality	0.64	1	1.38	0.24	2.23	1	5.43	0.02	1.74	1	3.58	0.06
Interactive effects												
Nonverbal confidence # Message quality	0.00	1	0	0.96	0.06	1	0.14	0.71	0.95	1	1.94	0.17
Residual	40.67	88			36.17	88			42.86	88		
Total	41.84	91			40.50	91			51.81	91		
R-squared	0.03				0.11				0.17			
Marginal effects												
Nonverbal confidence												
	Mean	Std. dev.			Mean	Std. dev.			Mean	Std. dev.		
N-	2.70	0.10			2.71	0.09			2.21	0.10		
N+	2.86	0.10			3.01	0.09			2.73	0.10		
Message quality												
	Mean	Std. dev.			Mean	Std. dev.			Mean	Std. dev.		
V-	2.70	0.10			2.70	0.09			2.33	0.10		
V+	2.86	0.10			3.01	0.09			2.61	0.10		
Nonverbal confidence # Message quality												
	Mean	Std. dev.			Mean	Std. dev.			Mean	Std. dev.		
N-V-	2.62	0.14			2.58	0.13			2.17	0.15		
N+V-	2.77	0.14			2.83	0.13			2.49	0.15		
N-V+	2.78	0.14			2.84	0.13			2.25	0.15		
N+V+	2.94	0.14			3.19	0.13			2.97	0.15		

Note: Two-way ANOVA results. The dependent variables are described in the text.

Appendix Table 3 (Cont'd). The effects of nonverbal confidence and message quality on affective, qualifications, and electability ratings (N=92)									
Post-hoc group comparison of means									
	Affective ratings			**Qualifications ratings**			**Electability ratings**		
	Mean difference	Std. dev.	p-value	Mean difference	Std. dev.	p-value	Mean difference	Std. dev.	p-value
N+V+ vs. N-V-	0.32	0.20	0.11	0.61	0.19	0.00	0.80	0.21	0.00
N+V+ vs. N-V+	0.16	0.20	0.43	0.35	0.19	0.07	0.72	0.21	0.00
N+V+ vs. N+V-	0.17	0.20	0.39	0.36	0.19	0.06	0.48	0.21	0.02
N+V- vs. N-V-	0.14	0.20	0.47	0.25	0.19	0.19	0.32	0.21	0.12
N-V+ vs. N-V-	0.16	0.20	0.43	0.26	0.19	0.17	0.07	0.21	0.73
N+V- vs. N-V+	0.01	0.20	0.94	0.01	0.19	0.94	0.25	0.21	0.23
Note: Two-way ANOVA results. The dependent variables are described in the text.									

Appendix 2. The candidate's environmental post (Website snapshot)

Appendix 3. The candidate speeches

The high quality message:

Hi. My name is William Johnson, and I am your Liberal candidate in the next federal election.

Today I want to talk about the environment and about what I, and the Liberal Party with your help, will do to make it better.

I know that you worry about the effects of global warming, but that you also worry about your jobs. The Conservatives say it is impossible to do all three: to maintain our standard of living, protect our jobs and reduce greenhouse gas emissions.

As a Liberal, I say "we can and we will!"

We can, if we implement my three priorities: to save jobs, to save on energy consumption, and to save on consumption of fossil fuels! And I ask you to stand by me, and my party, to see these three goals through.

One, we need to save jobs. Energy-efficiency is the industry of the future. Yet our government is allowing thousands of high-tech jobs to be out-sourced to other countries. Canadians should get their fair share of the billions of dollars being invested in environmentally-friendly industries. These jobs aren't just in research, they are on the factory floor, and our citizens deserve them.

Two, we need to save energy in our homes. The Conservatives have slashed 400 million from two programs that helped to fund home renovations and new energy efficient buildings. These Liberal programs enabled Canadians to consume less energy, without sacrificing their comfort. Instead of cutting, I pledge to reinvest in innovative programs like these.

Three, we need to save on consumption of fossil fuels. We need to start using alternative energy sources. The Conservatives slashed almost 600 million from programs that produced wind power and other renewable energy sources. These programs should be promoted, not cut!

This, we can do. This, we should do. And, with your vote, as your Liberal MP this is what I'll fight for.

(315 words)

The low quality message:

Hi. My name is William Johnson, and I would like to be your next Liberal MP.

Today I would like to talk about the environment and about my policy plans.

I know you are worried about global warming, and about what the government does about it. The Conservatives keep telling us that reducing greenhouse gas emissions is not possible if we want to preserve our standard of living and jobs. But this is not true, and I urge you to give me your

vote so that we can finally start acting responsibly.

I believe there are several ways to improve our performance on these matters, like working harder to make our homes more energy efficient, reducing our consumption of fossil fuel, and protecting jobs. I believe my party and I have a clear and responsible environmental program, and I intend to fight for it if elected.

For me, consuming energy more efficiently is really important. Under the Conservatives, millions of dollars have been cut from programs that encouraged people to consume less energy in their homes, and which promoted more energy efficient buildings. This money should be put back.

Our consumption of fossil fuels remains high, and our investments in other energies remain low. In fact millions were cut from programs encouraging the production of renewable energy sources such as wind power. So, I believe that it is important to support the use of alternative energy, and I will fight to put the money back.

Keeping environmentally friendly jobs here is really important to me. I think that energy-efficiency is a whole new industry in itself. Canadians should get a fair share of the jobs and billions of dollars invested in environmentally-friendly industries. These are jobs in research and on the factory floor, and they should absolutely be kept here.

Thank you for supporting me to create a cleaner and better environmental future for our citizens.

(316 words)