Gender – Male
Gender – Female
Race – White
Race – Black
Race – Hispanic
Religion – None
Religion – Evangelical Protestant
Religion – Protestant
Religion – Catholic
Occupation – Attorney
Occupation – State Legislator
Occupation – Farmer
Occupation – Factory Foreman
Occupation – Political Staffer
Occupation – Teacher
Occupation – Small Business Owner
Occupation – Former US Army Major
Occupation – CEO
Occupation – City Council Member
Personality – Decent
Personality – Inspiring
Personality – Intelligent
Personality – Compassionate
Personality – Knowledgeable
Personality – Strong Leader
Personality – Moral
Personality – Empathetic
Endorsements – Major area newspapers
Endorsements – Gun control groups
Endorsements – Environmental groups
Endorsements – Civil rights groups
Endorsements – Reproductive rights groups
Endorsements – Labor unions
Endorsements – Business groups
Endorsements – Veterans groups
Endorsements – Energy groups
Endorsements – Tax reform groups
Endorsements – Tea Party groups
Endorsements – Gun rights groups
Endorsements – Christian groups
Record – Help my constituents get the benefits they deserve
Record – Work across the aisle to get things done
Record – Secure appointment to a powerful legislative committee
Record – Stand with my party to do what's right
Record – Refuse to compromise my principles even when it means taking on my party
Issue – Promote expanding free trade agreements
Issue – Defend the rights of LGBT individuals
Issue – Expand government and unemployment assistance for those in need
Issue – Protect a woman's right to choose
Issue – Provide a path to citizenship for undocumented immigrants
Issue – Raise taxes on those making more than $250,000 a year
Issue – Strengthen gun control through commonsense restrictions
Issue – Reform policing and stop racial profiling
Issue – Regulate CO2 emissions to combat global warming
Issue – Reduce the size of military and number of military bases
Issue – Protect jobs and industry from unfair foreign trade
Issue – Prevent and prosecute abuse of government assistance programs
Issue – Cut taxes on income and capital gains for all
Issue – Toughen sentences and penalties for criminals
Issue – Expand domestic oil and gas production through drilling
Issue – Protect gun owners' rights to defend themselves and others
Issue – Strengthen our military and national defense
Issue – Strengthen border security to stop illegal immigration
Issue – Defend traditional marriage and religious beliefs
Issue – Protect the lives of the unborn

Experimentally Manipulated Variable

−0.2   −0.1   0.0   0.1   0.2
Change Pr(Candidate is More Conservative)