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

Change Pr(Candidate is More Conservative)