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

−0.2
−0.1
0.0
0.1
0.2

Change Pr(Candidate is More Conservative)