Experimentally Manipulated Variable

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