Appendix

A Rainbow Ceiling? Sexual Orientation and Party Leader Evaluations

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A Research with Human Subjects

The study involved engagement with human participants recruited from Bilendi's online panel. Respondents were presented with a consent form prior to participation in the survey. They were informed that, if they agreed to participate, they would be asked to take a short survey about hypothetical political parties and leaders, lasting about 7-10 minutes. They were told that they could skip any questions they preferred not to answer and stop participating at any time.

The consent form emphasized that participation was voluntary, that the researchers did not collect any personally identifying information, that there were no costs associated with participation, and that respondents would be compensated according to the details of their agreement with Bilendi. Participants received 1.9 USD for completing the survey, which aligned with the UK National Living Wage at the time the survey was fielded. The full consent page can be found in the pre-registration document, which contains the complete survey instrument.

After reading the form, respondents were asked for their consent to participate in the study. The survey was presented only to those who gave their consent.

The survey presented respondents with hypothetical political parties and leaders; therefore, it did not engage in any type of deception or intervene in political processes.

B Sample

We conducted our study in partnership with Bilendi, a global market research firm with over 4 million active online panelists across 37 countries. Bilendi operates proprietary panels dedicated only to Market & Social Research, which are continuously updated to maintain accuracy and quality. Panel members are recruited through a variety of country-specific sources, including search engine advertising, targeted partnerships, and email campaigns. To ensure data integrity, Bilendi uses a double opt-in process, requiring panelists to confirm their

registration via email, with both email and IP addresses verified to prevent duplicates. Our sample consists of 1,198 respondents from Bilendi's online panel in the United Kingdom, and was designed using quotas to match the population distribution of gender, age, and region. All participants were sourced exclusively from Bilendi's proprietary online panels, with no external partners involved. Participants were randomly selected from Bilendi's panel using stratified quota sampling to match the specified age, gender, and regional distributions.[1]

B.1 Descriptive statistics

Our sample used gender, age, and region quotas based on the 2021 UK Census. As Table A1 shows, our sample closely matches the targeted census quotas and is remarkably similar to the 2019 British Election Study sample, the gold standard for UK public opinion research.

Table A1: Summary Statistics

	Sample							2019 BES	2021 UK Census
Variable	N	Mean	Std. Dev.	Min	Pctl. 25	Pctl. 75	Max	Mean	Mean
Age	1195	50	17	18	36	63	89	53	
Age (categorical)	1195								
... 18-29	212	18%						13%	18.8%
... 30-49	402	34%						31%	33.2%
... >49	581	49%						56%	48%
Woman	1196	0.51	0.5	0	0	1	1	0.53	0.51
Years since full-time education	1104	20	5.7	13	16	22	60		
LR - self-placement	1195	5.1	2.1	0	4	6	10		
Region	1185								
... East Midlands	95	8%						7%	7.5%
... East of England	106	9%						9%	9.7%
... London	178	15%						11%	13.5%
... North East	46	4%						5%	4.1%
... North West	136	11%						12%	11.4%
... Scotland	104	9%						10%	8.4%
... South East	161	14%						13%	14.3%
... South West	101	9%						9%	8.8%
... Wales	67	6%						5%	4.8%
... West Midlands	108	9%						9%	9.1%
... Yorkshire	83	7%						10%	8.4%
"Hope female prime minister soon"	1170	3.2	0.8	1	3	4	5		
"Men more capable (reverse-coded)"	1171	3.9	1.1	1	3	5	5		
"Parties should include more female MPs"	1170	3.4	0.95	1	3	4	5		
"Hope gay prime minister soon"	1170	2.8	0.97	1	2	3	5		
"Straight more capable (reverse-coded)"	1170	3.7	1.2	1	3	5	5		
"Parties should include more gay MPs"	1170	3	1	1	3	4	5		

[1] For more information on Bilendi's methodology, see https://www.bilendi.co.uk/.

B.2 Power Analysis

The sample consisted of 1198 survey respondents. We set that number in accordance with conventional guidance aiming at enhancing the power of our analyses.[2] Qualtrics recommends the following formula, provided by Sawtooth Software:

Number of respondents = (multiplier*c)/(t*a)

multiplier = 750-1000

c = largest number of levels across all features

t = number of tasks or questions

a = number of alternatives or choices per question,

with the additional recommendation of using a multiplier of 750 for larger projects and 1000 for smaller projects. In our survey, c = 5, t = 4, and a = 2. Therefore, an appropriate target sample for our survey should be 625 participants. Since we want to obtain fine-grained point-estimates to enhance comparisons, we opted for a sample size of 1200 respondents. We are using a factorial/conjoint design with four tasks and two profiles each. This means that each respondent enters the dataset eight times, resulting in a maximum of 9584 observations.

C Experimental Manipulation

We test our hypotheses through a conjoint survey experiment. Conjoint designs are a type of factorial experiment in which participants are typically asked to evaluate pairs of hypothetical profiles that display a series of attributes, with their levels randomly assigned (Hainmueller, Hopkins and Yamamoto 2014). Conjoints are useful tools to obtain reliable measures of multidimensional preferences (Bansak et al. 2021), which makes them particularly suited for our study.

Building on previous research on candidate selection, we specified eight key attributes of political parties and leaders, which serve as our treatment conditions. These are: the

[2] See https://www.qualtrics.com/support/conjoint-project/getting-started-conjoints/getting-started-choice-based/conjoint-analysis-white- paper/SurveyandSampleSize.

leader's selectorate; the number of candidates that competed in the leadership election; the party's polling standing before the leadership election; the elected leader's gender, age, sexual orientation, and experience; and his or her margin of victory in the election for party leadership. Table A2 displays these attributes and their corresponding levels. For most of the attributes, levels were randomized uniformly. However, to ensure that respondents do not encounter completely unrealistic profiles, we employed restricted randomization on two occasions: the combination of 23 years of experience as MP with 46 or 38 years old.[3] We note that we use some of these attributes regarding the selection procedures and competition for party leadership in a separate project.

Table A2: Conjoint design. All attributes and attribute levels

Attribute	**Levels**
Who selects the leader	Party members/Party's parliamentary faction
Number of candidates in the leadership election	[One/Two/Four/Seven] [candidate/candidates]
Party's polling standing before the leadership election	Party [lost/gained] [5/1]% of [support/additional support]
Elected leader's gender	Woman/Man
Elected leader's sexual orientation	Straight/Gay
Elected leader's age	38/46/54/62/70
Elected leader's previous experience	Member of Parliament for [5/11/17/23] years
Leader won the party leadership election	Unanimously/With [51/60/80]% support

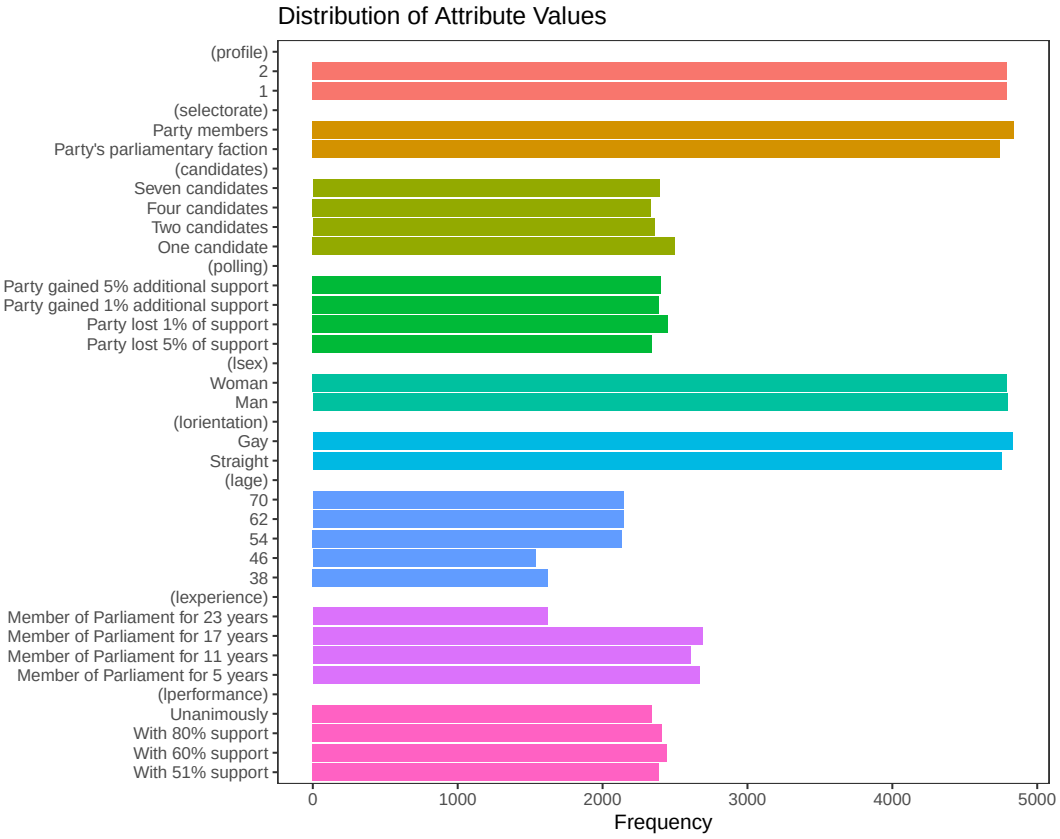
Figure A1 plots the distribution of attribute levels across tasks. As observed, the randomization functioned as expected. The levels of attributes are uniformly distributed, with minor variations due to the profile restrictions we implemented.

The instructions provided to participants and a sample conjoint table can also be found below:

For the next few minutes, we are going to describe to you five pairs of hypothetical

[3] Permitting those combinations would have implied presenting respondents with a leader who entered Parliament at either 23 or 15 years old, scenarios which are extremely rare.

Figure A1: Randomization check



political parties and their leaders. For each pair of parties, please indicate your attitudes toward the party and its leader. Even if you aren't entirely sure, please read each question carefully and choose the answers that feel best to you.

There will also be some intuitive definitions provided to you as you complete the tasks, these will remain there for you to reference at your convenience.

Remember, you will see hypothetical political parties and their leaders.

Figure A2: Sample Conjoint Table

Question 1

Please carefully review the options detailed below, then please answer the questions.

	Party A	**Party B**
Who selects the leader	Party members	Party members
Number of candidates in the leadership election	One candidate	Seven candidates
Party's polling standing before the leadership election	Party gained 5% additional support	Party gained 1% additional support
Elected leader's gender	Man	Woman
Elected leader's sexual orientation	Straight	Straight
Elected leader's age	70	62
Elected leader's previous experience	Member of Parliament for 11 years	Member of Parliament for 11 years
Leader won the party leadership election	With 80% support	With 60% support

Notes:

- **"Who selects the leader"** shows who is responsible for choosing the new party leader. "Party members" means the party's registered members elected the leader through a one-member-one-vote system, and "Party's parliamentary faction" means that the leader was elected by the party's parliamentary faction.

- "**Leader won the party leadership election"** shows how the elected leader performed in the leadership competition.

Figure A3 represents a CONSORT flow diagram illustrating the experimental procedure. A total of 2,988 subjects gave their consent to participate in the study. Ninety-six respondents failed the attention check at the beginning by not selecting the color "brown" and were therefore excluded. Additionally, 1,694 respondents either did not finish the survey because they dropped out at some point or because we had already reached the quotas corresponding to their demographic, leading to their surveys being terminated. The final sample, therefore, includes 1,998 respondents who passed the attention check at the beginning of the survey by

correctly selecting the color "brown" and completed the survey.

After passing this initial check, respondents proceeded to the conjoint experiment, where they evaluated pairs of hypothetical leaders (Leader A and Leader B). For each pair, respondents were presented with the full set of five leader evaluation questions. Respondents were not forced to answer every question in the conjoint task, which explains the occasional missing responses for specific leader evaluation questions (as shown in the last column of Table A15). To compute the Leader Evaluation Index—an additive measure—we included only respondents who completed all the leader evaluation questions, which was the vast majority (9050 out of 9584 effective respondents).

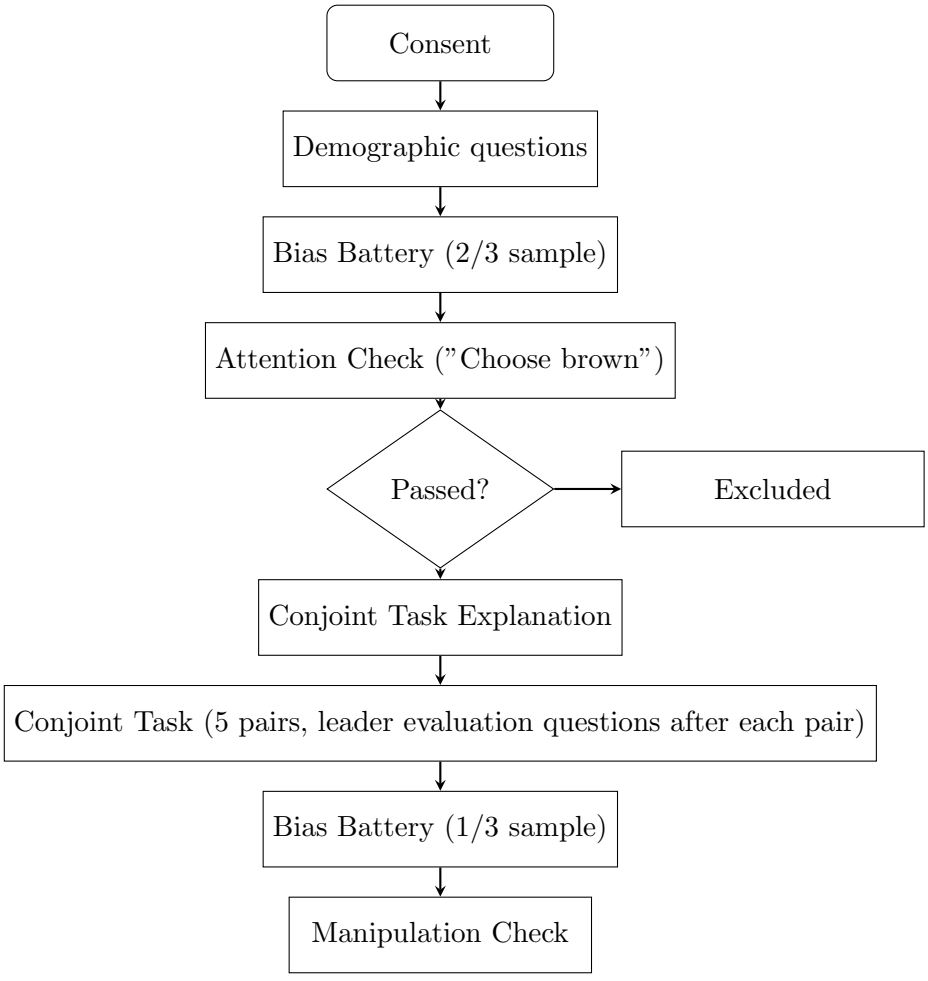


Figure A3: CONSORT flow diagram illustrating the experimental procedure.

D Full Results

This section reports the full results from the figures presented in the main paper. The model from Figure 1—corresponding to Tables A3 and A4—was estimated with the full set of conjoint attributes to ensure comparability and consistency with regard to the bias-corrected estimates presented in Appendix D.

We report the coefficient estimates, standard errors, z-scores, and p-values of the AMCEs, MMs, and Differences in MMs. Additionally, we provide their respective lower and upper bounds, which were estimated from two standard deviations above and below the mean.

D.1 Figure 1

Table A3: Treatment effects (AMCEs) on leadership evaluations (N=9050)

Attribute	Level	Estimate	SE	z	p	Lower	Upper
selectorate	Party's parliamentary faction	0.00					
selectorate	Party members	0.23	0.04	5.70	0.00	0.15	0.32
candidates	One candidate	0.00					
candidates	Two candidates	0.21	0.05	3.84	0.00	0.10	0.32
candidates	Four candidates	0.34	0.06	5.78	0.00	0.22	0.45
candidates	Seven candidates	0.40	0.06	7.02	0.00	0.29	0.52
polling	Party lost 5% of support	0.00					
polling	Party lost 1% of support	0.23	0.06	3.86	0.00	0.11	0.34
polling	Party gained 1% additional support	0.47	0.06	7.85	0.00	0.35	0.58
polling	Party gained 5% additional support	0.77	0.06	12.50	0.00	0.65	0.89
lsex	Man	0.00					
lsex	Woman	0.17	0.04	4.06	0.00	0.09	0.25
lorientation	Straight	0.00					
lorientation	Gay	-0.23	0.04	-5.26	0.00	-0.32	-0.14
lage	38	0.00					
lage	46	-0.06	0.07	-0.80	0.42	-0.19	0.08
lage	54	0.01	0.07	0.09	0.93	-0.12	0.13
lage	62	-0.18	0.07	-2.78	0.01	-0.32	-0.05
lage	70	-0.41	0.07	-6.13	0.00	-0.54	-0.28
lexperience	Member of Parliament for 5 years	0.00					
lexperience	Member of Parliament for 11 years	0.35	0.05	6.75	0.00	0.25	0.46
lexperience	Member of Parliament for 17 years	0.53	0.05	10.03	0.00	0.43	0.64
lexperience	Member of Parliament for 23 years	0.65	0.07	9.87	0.00	0.52	0.78
lperformance	With 51% support	0.00					
lperformance	With 60% support	0.30	0.06	5.27	0.00	0.19	0.41
lperformance	With 80% support	0.76	0.06	13.60	0.00	0.65	0.87
lperformance	Unanimously	0.78	0.06	13.07	0.00	0.67	0.90

Table A4: Treatment effects (MMs) on leadership evaluations (N=9050)

Attribute	Level	Estimate	SE	z	p	Lower	Upper
selectorate	Party's parliamentary faction	2.38	0.02	109.01	0.00	2.34	2.42
selectorate	Party members	2.62	0.02	123.89	0.00	2.58	2.66
candidates	One candidate	2.26	0.04	62.80	0.00	2.19	2.33
candidates	Two candidates	2.46	0.04	68.67	0.00	2.39	2.53
candidates	Four candidates	2.60	0.04	71.18	0.00	2.53	2.67
candidates	Seven candidates	2.69	0.04	74.23	0.00	2.62	2.76
polling	Party lost 5% of support	2.14	0.04	55.67	0.00	2.06	2.21
polling	Party lost 1% of support	2.35	0.04	64.02	0.00	2.27	2.42
polling	Party gained 1% additional support	2.60	0.04	71.52	0.00	2.53	2.67
polling	Party gained 5% additional support	2.90	0.04	78.59	0.00	2.83	2.98
lsex	Man	2.42	0.02	113.82	0.00	2.37	2.46
lsex	Woman	2.58	0.02	121.73	0.00	2.54	2.63
lorientation	Straight	2.62	0.02	115.76	0.00	2.58	2.67
lorientation	Gay	2.38	0.02	107.14	0.00	2.34	2.42
lage	38	2.58	0.05	55.12	0.00	2.49	2.68
lage	46	2.52	0.05	53.80	0.00	2.43	2.61
lage	54	2.68	0.04	71.79	0.00	2.61	2.75
lage	62	2.48	0.04	66.05	0.00	2.41	2.56
lage	70	2.26	0.04	56.97	0.00	2.18	2.33
lexperience	Member of Parliament for 5 years	2.16	0.03	65.69	0.00	2.09	2.22
lexperience	Member of Parliament for 11 years	2.51	0.03	72.91	0.00	2.44	2.57
lexperience	Member of Parliament for 17 years	2.68	0.03	79.67	0.00	2.62	2.75
lexperience	Member of Parliament for 23 years	2.75	0.05	58.29	0.00	2.66	2.84
lperformance	With 51% support	2.04	0.04	57.38	0.00	1.97	2.11
lperformance	With 60% support	2.34	0.04	66.28	0.00	2.27	2.41
lperformance	With 80% support	2.80	0.04	78.43	0.00	2.73	2.87
lperformance	Unanimously	2.83	0.04	76.64	0.00	2.76	2.91

D.2 Figure 2

Table A5: Treatment effects (MMs) on leadership evaluations conditional on leader's sex (N=9050)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
Straight	lsex	Man	2.55	0.04	68.97	0.00	2.48	2.63
Straight	lsex	Woman	2.69	0.04	72.46	0.00	2.62	2.76
Gay	lsex	Man	2.28	0.04	61.28	0.00	2.20	2.35
Gay	lsex	Woman	2.48	0.04	67.43	0.00	2.41	2.55

Table A6: Treatment effects (Difference in MMs) on leadership evaluations conditional on leader's sex (N=9050)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
Gay - Straight	lsex	Man	-0.28	0.05	-5.27	0.00	-0.38	-0.17
Gay - Straight	lsex	Woman	-0.21	0.05	-3.98	0.00	-0.31	-0.11

D.3 Figure 3

Table A7: Treatment effects (MMs) on leadership evaluations conditional on leader's experience (N=9050)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
Straight	lexperience	Member of Parliament for 5 years	2.26	0.05	44.18	0.00	2.16	2.36
Straight	lexperience	Member of Parliament for 11 years	2.67	0.05	50.43	0.00	2.56	2.77
Straight	lexperience	Member of Parliament for 17 years	2.80	0.05	54.18	0.00	2.70	2.90
Straight	lexperience	Member of Parliament for 23 years	2.85	0.07	39.69	0.00	2.71	2.99
Gay	lexperience	Member of Parliament for 5 years	2.05	0.05	40.21	0.00	1.95	2.15
Gay	lexperience	Member of Parliament for 11 years	2.35	0.05	44.63	0.00	2.25	2.45
Gay	lexperience	Member of Parliament for 17 years	2.57	0.05	50.31	0.00	2.47	2.67
Gay	lexperience	Member of Parliament for 23 years	2.64	0.07	38.69	0.00	2.51	2.78

Table A8: Treatment effects (Difference in MMs) on leadership evaluations conditional on leader's experience (N=9050)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
Gay - Straight	lexperience	Member of Parliament for 5 years	-0.21	0.07	-2.91	0.00	-0.35	-0.07
Gay - Straight	lexperience	Member of Parliament for 11 years	-0.32	0.07	-4.24	0.00	-0.46	-0.17
Gay - Straight	lexperience	Member of Parliament for 17 years	-0.23	0.07	-3.21	0.00	-0.38	-0.09
Gay - Straight	lexperience	Member of Parliament for 23 years	-0.21	0.10	-2.11	0.03	-0.40	-0.01

E Robustness

E.1 Intra-Respondent Reliability estimation and correction

Following Clayton et al. (2023), we estimated the intra-respondent reliability (IRR) of our sample. We did this by design, adding one extra task —i.e., task 5— at the end of the survey that repeated the first task, but with the order of profiles flipped between left and right.

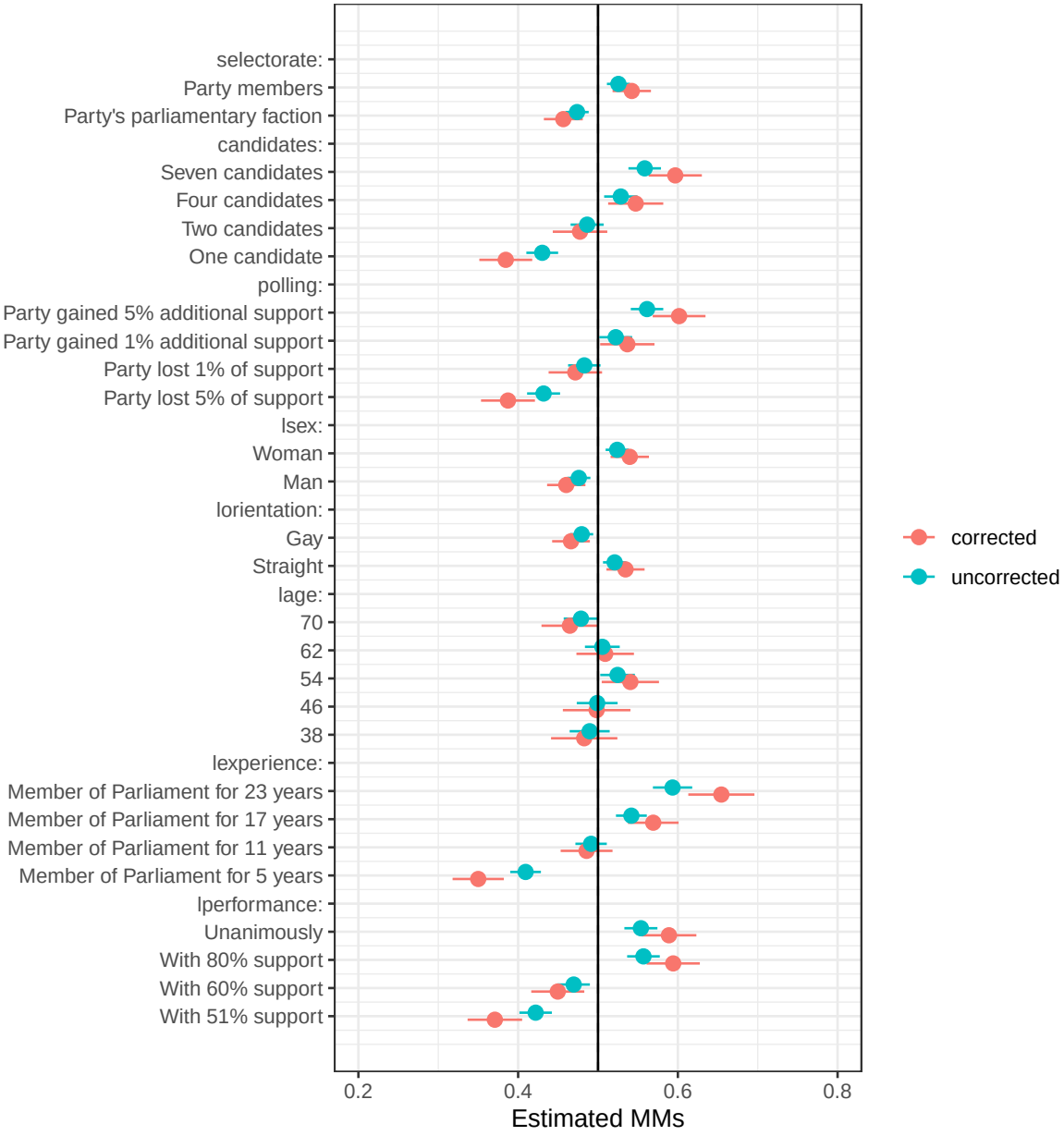
We use Clayton et al. (2023)'s software `projoint` to compare answers to questions in task 5 to questions in task 1, which allows us to estimate the IRR for each of our leadership evaluation outcome measures. These estimates are reported in Table A9. On average across all the evaluation outcome measures, when faced with two identical conjoint tasks just moments apart, respondents in our survey select the same profile 68.3% of the time, with a range of 67% and 69.7% depending on the item. These estimates of IRR are about halfway from flipping coins (50% agreement) and perfect reliability (100%), reinforcing the robustness of our findings.

Tables A10 to A14 and Figures A4 to A8 present the uncorrected and corrected Marginal Means of our treatment on each of the evaluation items, showing that these two sets of estimates are highly consistent across outcome measures.

Table A9: Estimated Intra-Respondent Reliability

leadership Evaluation Item	IRR
"Which of these leaders most earned their position?"	0.683
"Which of these leaders would be more effective in passing legislation?"	0.680
"Which of these leaders will work harder on behalf of the party?"	0.670
"Which of these leaders would be more effective in unifying the party?"	0.684
"Which of these leaders would help their party win more seats in next election?"	0.697

Figure A4: Treatment effects on leadership evaluation item 1:
"Which of these leaders earned their position?"

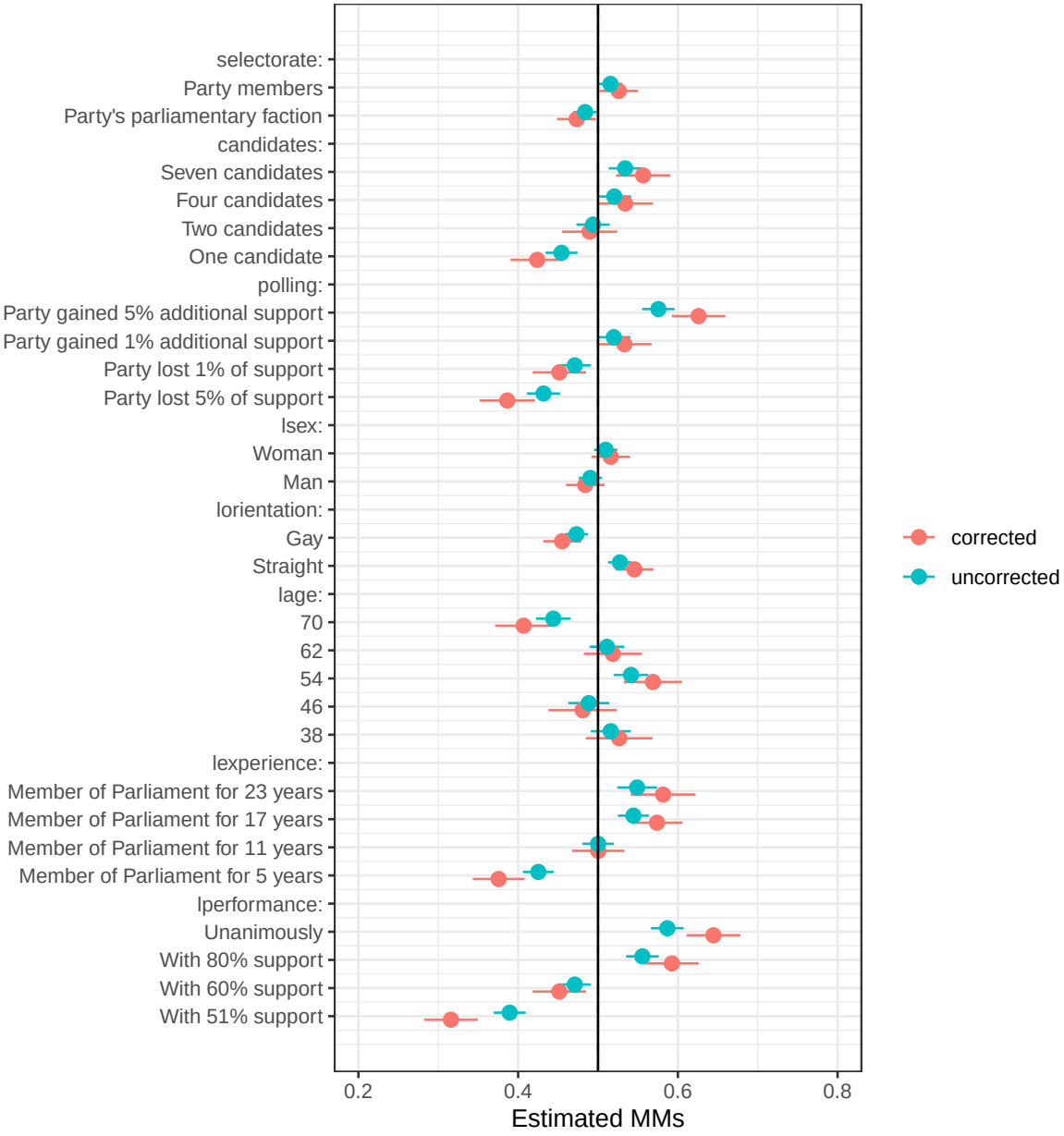


Horizontal bars represent 95% confidence intervals.

Table A10: Treatment effects (MMs) on leadership evaluation item 1 with IRR correction (N = 9112)

Attribute	Level	Estimand	Estimate	SE	Lower	Upper
selectorate	Party members	MM uncorrected	0.53	0.01	0.51	0.54
selectorate	Party members	MM corrected	0.54	0.01	0.52	0.57
selectorate	Party's parliamentary faction	MM uncorrected	0.47	0.01	0.46	0.49
selectorate	Party's parliamentary faction	MM corrected	0.46	0.01	0.43	0.48
candidates	Seven candidates	MM uncorrected	0.56	0.01	0.54	0.58
candidates	Seven candidates	MM corrected	0.60	0.02	0.56	0.63
candidates	Four candidates	MM uncorrected	0.53	0.01	0.51	0.55
candidates	Four candidates	MM corrected	0.55	0.02	0.51	0.58
candidates	Two candidates	MM uncorrected	0.49	0.01	0.47	0.51
candidates	Two candidates	MM corrected	0.48	0.02	0.44	0.51
candidates	One candidate	MM uncorrected	0.43	0.01	0.41	0.45
candidates	One candidate	MM corrected	0.38	0.02	0.35	0.42
polling	Party gained 5% additional support	MM uncorrected	0.56	0.01	0.54	0.58
polling	Party gained 5% additional support	MM corrected	0.60	0.02	0.57	0.63
polling	Party gained 1% additional support	MM uncorrected	0.52	0.01	0.50	0.54
polling	Party gained 1% additional support	MM corrected	0.54	0.02	0.50	0.57
polling	Party lost 1% of support	MM uncorrected	0.48	0.01	0.46	0.50
polling	Party lost 1% of support	MM corrected	0.47	0.02	0.44	0.51
polling	Party lost 5% of support	MM uncorrected	0.43	0.01	0.41	0.45
polling	Party lost 5% of support	MM corrected	0.39	0.02	0.35	0.42
lsex	Woman	MM uncorrected	0.52	0.01	0.51	0.54
lsex	Woman	MM corrected	0.54	0.01	0.52	0.56
lsex	Man	MM uncorrected	0.48	0.01	0.46	0.49
lsex	Man	MM corrected	0.46	0.01	0.44	0.48
lorientation	Gay	MM uncorrected	0.48	0.01	0.47	0.49
lorientation	Gay	MM corrected	0.47	0.01	0.44	0.49
lorientation	Straight	MM uncorrected	0.52	0.01	0.51	0.54
lorientation	Straight	MM corrected	0.53	0.01	0.51	0.56
lage	70	MM uncorrected	0.48	0.01	0.46	0.50
lage	70	MM corrected	0.46	0.02	0.43	0.50
lage	62	MM uncorrected	0.51	0.01	0.48	0.53
lage	62	MM corrected	0.51	0.02	0.47	0.55
lage	54	MM uncorrected	0.52	0.01	0.50	0.55
lage	54	MM corrected	0.54	0.02	0.50	0.58
lage	46	MM uncorrected	0.50	0.01	0.47	0.52
lage	46	MM corrected	0.50	0.02	0.46	0.54
lage	38	MM uncorrected	0.49	0.01	0.46	0.51
lage	38	MM corrected	0.48	0.02	0.44	0.52
lexperience	Member of Parliament for 23 years	MM uncorrected	0.59	0.01	0.57	0.62
lexperience	Member of Parliament for 23 years	MM corrected	0.65	0.02	0.61	0.70
lexperience	Member of Parliament for 17 years	MM uncorrected	0.54	0.01	0.52	0.56
lexperience	Member of Parliament for 17 years	MM corrected	0.57	0.02	0.54	0.60
lexperience	Member of Parliament for 11 years	MM uncorrected	0.49	0.01	0.47	0.51
lexperience	Member of Parliament for 11 years	MM corrected	0.49	0.02	0.45	0.52
lexperience	Member of Parliament for 5 years	MM uncorrected	0.41	0.01	0.39	0.43
lexperience	Member of Parliament for 5 years	MM corrected	0.35	0.02	0.32	0.38
lperformance	Unanimously	MM uncorrected	0.55	0.01	0.53	0.57
lperformance	Unanimously	MM corrected	0.59	0.02	0.55	0.62
lperformance	With 80% support	MM uncorrected	0.56	0.01	0.54	0.58
lperformance	With 80% support	MM corrected	0.59	0.02	0.56	0.63
lperformance	With 60% support	MM uncorrected	0.47	0.01	0.45	0.49
lperformance	With 60% support	MM corrected	0.45	0.02	0.42	0.48
lperformance	With 51% support	MM uncorrected	0.42	0.01	0.40	0.44
lperformance	With 51% support	MM corrected	0.37	0.02	0.34	0.40

Figure A5: Treatment effects on leadership evaluation item 2:
"Which of these leaders would be more effective in passing legislation?"

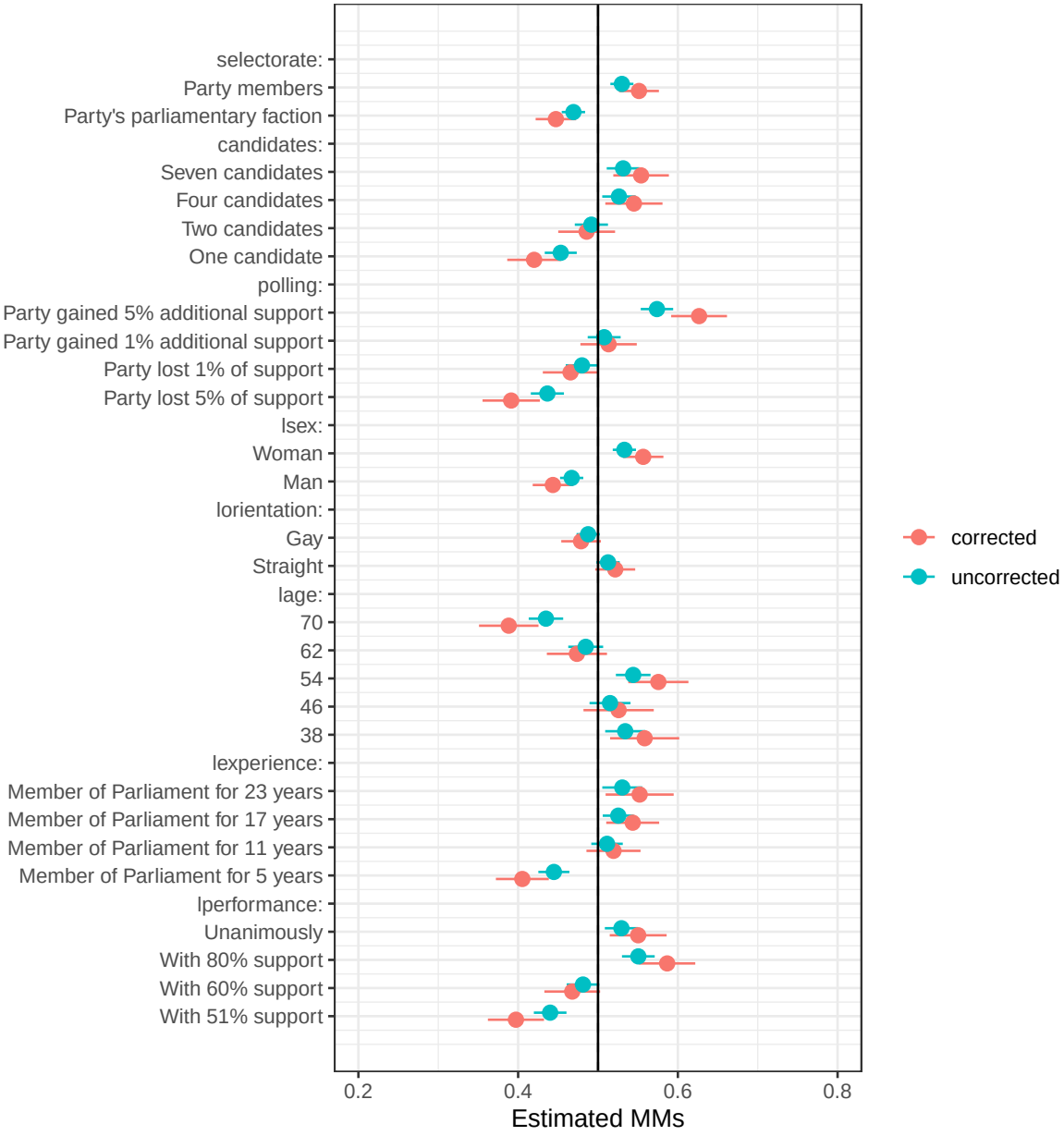


Horizontal bars represent 95% confidence intervals.

Table A11: Treatment effects (MMs) on leadership evaluation item 2 with IRR correction (N = 9088)

Attribute	Level	Estimand	Estimate	SE	Lower	Upper
selectorate	Party members	MM uncorrected	0.52	0.01	0.50	0.53
selectorate	Party members	MM corrected	0.53	0.01	0.50	0.55
selectorate	Party's parliamentary faction	MM uncorrected	0.48	0.01	0.47	0.50
selectorate	Party's parliamentary faction	MM corrected	0.47	0.01	0.45	0.50
candidates	Seven candidates	MM uncorrected	0.53	0.01	0.51	0.55
candidates	Seven candidates	MM corrected	0.56	0.02	0.52	0.59
candidates	Four candidates	MM uncorrected	0.52	0.01	0.50	0.54
candidates	Four candidates	MM corrected	0.53	0.02	0.50	0.57
candidates	Two candidates	MM uncorrected	0.49	0.01	0.47	0.51
candidates	Two candidates	MM corrected	0.49	0.02	0.46	0.52
candidates	One candidate	MM uncorrected	0.45	0.01	0.43	0.47
candidates	One candidate	MM corrected	0.42	0.02	0.39	0.46
polling	Party gained 5% additional support	MM uncorrected	0.58	0.01	0.56	0.60
polling	Party gained 5% additional support	MM corrected	0.63	0.02	0.59	0.66
polling	Party gained 1% additional support	MM uncorrected	0.52	0.01	0.50	0.54
polling	Party gained 1% additional support	MM corrected	0.53	0.02	0.50	0.57
polling	Party lost 1% of support	MM uncorrected	0.47	0.01	0.45	0.49
polling	Party lost 1% of support	MM corrected	0.45	0.02	0.42	0.49
polling	Party lost 5% of support	MM uncorrected	0.43	0.01	0.41	0.45
polling	Party lost 5% of support	MM corrected	0.39	0.02	0.35	0.42
lsex	Woman	MM uncorrected	0.51	0.01	0.50	0.52
lsex	Woman	MM corrected	0.52	0.01	0.49	0.54
lsex	Man	MM uncorrected	0.49	0.01	0.48	0.50
lsex	Man	MM corrected	0.48	0.01	0.46	0.51
lorientation	Gay	MM uncorrected	0.47	0.01	0.46	0.49
lorientation	Gay	MM corrected	0.46	0.01	0.43	0.48
lorientation	Straight	MM uncorrected	0.53	0.01	0.51	0.54
lorientation	Straight	MM corrected	0.55	0.01	0.52	0.57
lage	70	MM uncorrected	0.44	0.01	0.42	0.47
lage	70	MM corrected	0.41	0.02	0.37	0.44
lage	62	MM uncorrected	0.51	0.01	0.49	0.53
lage	62	MM corrected	0.52	0.02	0.48	0.55
lage	54	MM uncorrected	0.54	0.01	0.52	0.56
lage	54	MM corrected	0.57	0.02	0.53	0.61
lage	46	MM uncorrected	0.49	0.01	0.46	0.51
lage	46	MM corrected	0.48	0.02	0.44	0.52
lage	38	MM uncorrected	0.52	0.01	0.49	0.54
lage	38	MM corrected	0.53	0.02	0.48	0.57
lexperience	Member of Parliament for 23 years	MM uncorrected	0.55	0.01	0.52	0.57
lexperience	Member of Parliament for 23 years	MM corrected	0.58	0.02	0.54	0.62
lexperience	Member of Parliament for 17 years	MM uncorrected	0.54	0.01	0.52	0.56
lexperience	Member of Parliament for 17 years	MM corrected	0.57	0.02	0.54	0.61
lexperience	Member of Parliament for 11 years	MM uncorrected	0.50	0.01	0.48	0.52
lexperience	Member of Parliament for 11 years	MM corrected	0.50	0.02	0.47	0.53
lexperience	Member of Parliament for 5 years	MM uncorrected	0.43	0.01	0.41	0.44
lexperience	Member of Parliament for 5 years	MM corrected	0.38	0.02	0.34	0.41
lperformance	Unanimously	MM uncorrected	0.59	0.01	0.57	0.61
lperformance	Unanimously	MM corrected	0.64	0.02	0.61	0.68
lperformance	With 80% support	MM uncorrected	0.56	0.01	0.54	0.58
lperformance	With 80% support	MM corrected	0.59	0.02	0.56	0.63
lperformance	With 60% support	MM uncorrected	0.47	0.01	0.45	0.49
lperformance	With 60% support	MM corrected	0.45	0.02	0.42	0.48
lperformance	With 51% support	MM uncorrected	0.39	0.01	0.37	0.41
lperformance	With 51% support	MM corrected	0.32	0.02	0.28	0.35

Figure A6: Treatment effects on leadership evaluation item 3:
"Which of these leaders will work harder on behalf of the party?"

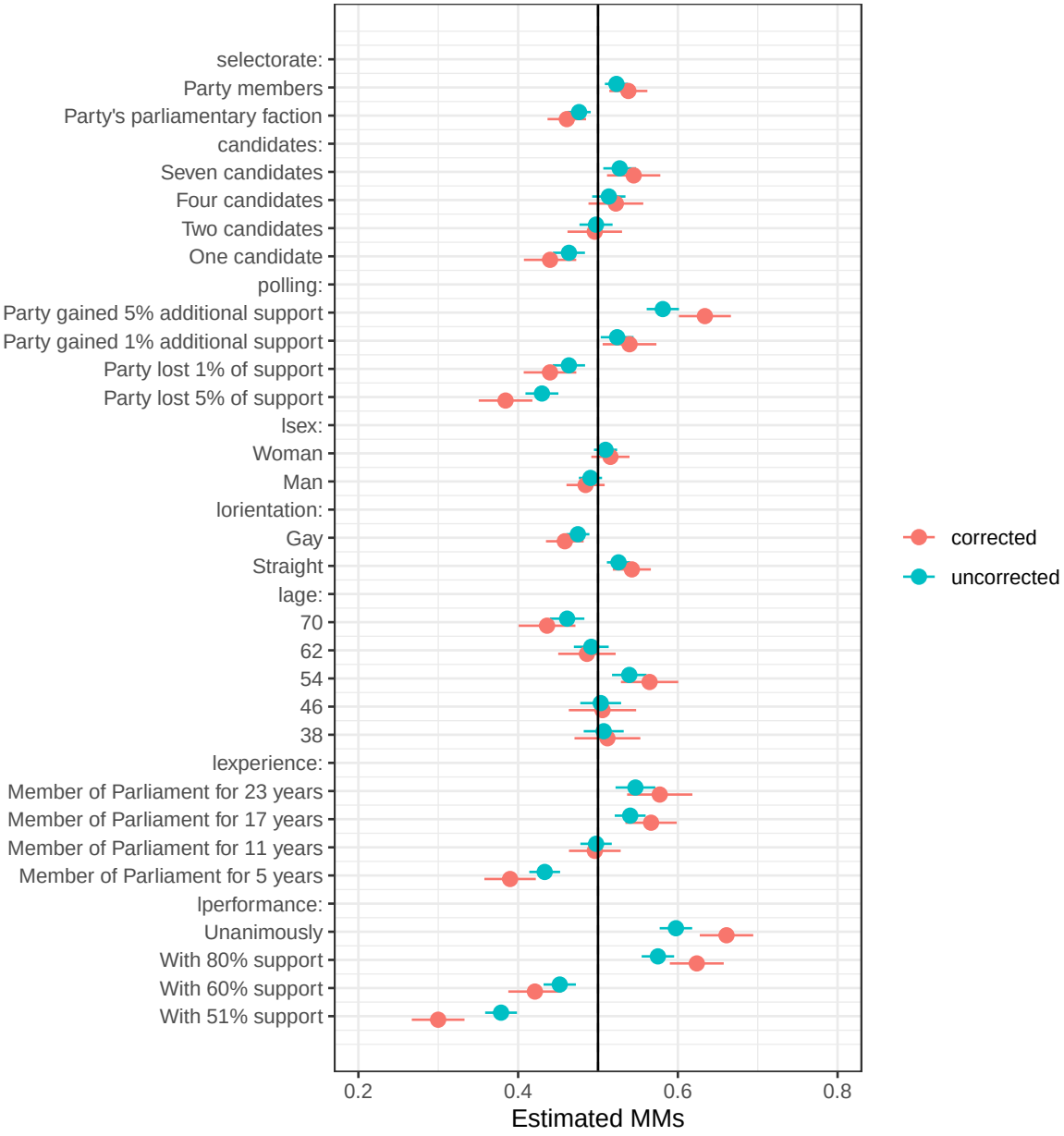


Horizontal bars represent 95% confidence intervals.

Table A12: Treatment effects (MMs) on leadership evaluation item 3 with IRR correction (N = 9066)

Attribute	Level	Estimand	Estimate	SE	Lower	Upper
selectorate	Party members	MM uncorrected	0.53	0.01	0.52	0.54
selectorate	Party members	MM corrected	0.55	0.01	0.53	0.58
selectorate	Party's parliamentary faction	MM uncorrected	0.47	0.01	0.45	0.48
selectorate	Party's parliamentary faction	MM corrected	0.45	0.01	0.42	0.47
candidates	Seven candidates	MM uncorrected	0.53	0.01	0.51	0.55
candidates	Seven candidates	MM corrected	0.55	0.02	0.52	0.59
candidates	Four candidates	MM uncorrected	0.53	0.01	0.51	0.55
candidates	Four candidates	MM corrected	0.54	0.02	0.51	0.58
candidates	Two candidates	MM uncorrected	0.49	0.01	0.47	0.51
candidates	Two candidates	MM corrected	0.49	0.02	0.45	0.52
candidates	One candidate	MM uncorrected	0.45	0.01	0.43	0.47
candidates	One candidate	MM corrected	0.42	0.02	0.39	0.45
polling	Party gained 5% additional support	MM uncorrected	0.57	0.01	0.55	0.59
polling	Party gained 5% additional support	MM corrected	0.63	0.02	0.59	0.66
polling	Party gained 1% additional support	MM uncorrected	0.51	0.01	0.49	0.53
polling	Party gained 1% additional support	MM corrected	0.51	0.02	0.48	0.55
polling	Party lost 1% of support	MM uncorrected	0.48	0.01	0.46	0.50
polling	Party lost 1% of support	MM corrected	0.47	0.02	0.43	0.50
polling	Party lost 5% of support	MM uncorrected	0.44	0.01	0.42	0.46
polling	Party lost 5% of support	MM corrected	0.39	0.02	0.36	0.43
lsex	Woman	MM uncorrected	0.53	0.01	0.52	0.55
lsex	Woman	MM corrected	0.56	0.01	0.53	0.58
lsex	Man	MM uncorrected	0.47	0.01	0.45	0.48
lsex	Man	MM corrected	0.44	0.01	0.42	0.47
lorientation	Gay	MM uncorrected	0.49	0.01	0.47	0.50
lorientation	Gay	MM corrected	0.48	0.01	0.45	0.50
lorientation	Straight	MM uncorrected	0.51	0.01	0.50	0.53
lorientation	Straight	MM corrected	0.52	0.01	0.50	0.55
lage	70	MM uncorrected	0.43	0.01	0.41	0.46
lage	70	MM corrected	0.39	0.02	0.35	0.43
lage	62	MM uncorrected	0.48	0.01	0.46	0.51
lage	62	MM corrected	0.47	0.02	0.44	0.51
lage	54	MM uncorrected	0.54	0.01	0.52	0.57
lage	54	MM corrected	0.58	0.02	0.54	0.61
lage	46	MM uncorrected	0.52	0.01	0.49	0.54
lage	46	MM corrected	0.53	0.02	0.48	0.57
lage	38	MM uncorrected	0.53	0.01	0.51	0.56
lage	38	MM corrected	0.56	0.02	0.52	0.60
lexperience	Member of Parliament for 23 years	MM uncorrected	0.53	0.01	0.51	0.56
lexperience	Member of Parliament for 23 years	MM corrected	0.55	0.02	0.51	0.59
lexperience	Member of Parliament for 17 years	MM uncorrected	0.53	0.01	0.51	0.54
lexperience	Member of Parliament for 17 years	MM corrected	0.54	0.02	0.51	0.58
lexperience	Member of Parliament for 11 years	MM uncorrected	0.51	0.01	0.49	0.53
lexperience	Member of Parliament for 11 years	MM corrected	0.52	0.02	0.49	0.55
lexperience	Member of Parliament for 5 years	MM uncorrected	0.44	0.01	0.43	0.46
lexperience	Member of Parliament for 5 years	MM corrected	0.41	0.02	0.37	0.44
lperformance	Unanimously	MM uncorrected	0.53	0.01	0.51	0.55
lperformance	Unanimously	MM corrected	0.55	0.02	0.51	0.59
lperformance	With 80% support	MM uncorrected	0.55	0.01	0.53	0.57
lperformance	With 80% support	MM corrected	0.59	0.02	0.55	0.62
lperformance	With 60% support	MM uncorrected	0.48	0.01	0.46	0.50
lperformance	With 60% support	MM corrected	0.47	0.02	0.43	0.50
lperformance	With 51% support	MM uncorrected	0.44	0.01	0.42	0.46
lperformance	With 51% support	MM corrected	0.40	0.02	0.36	0.43

Figure A7: Treatment effects on leadership evaluation item 4:
"Which of these leaders would be more effective in unifying the party?"

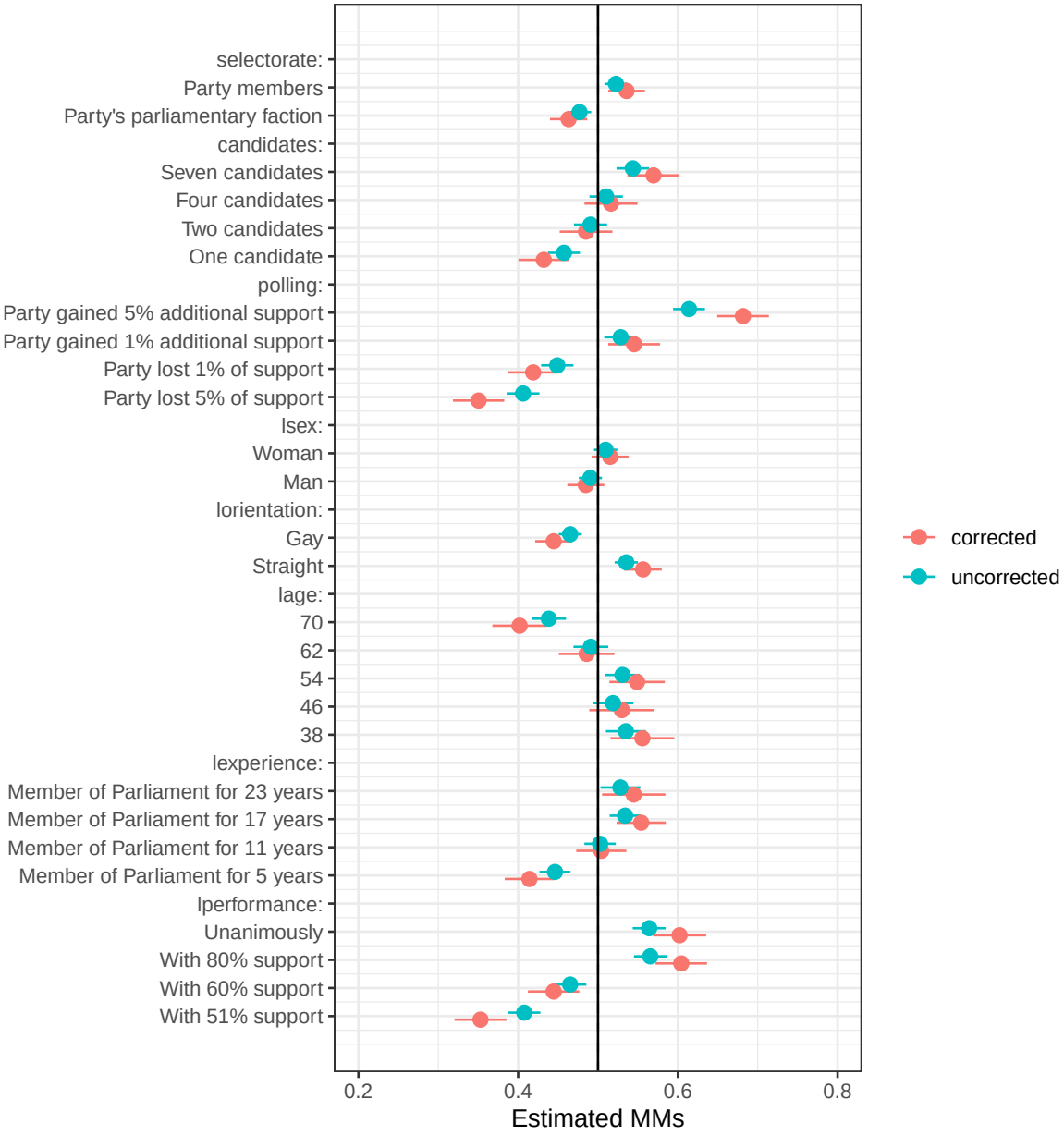


Horizontal bars represent 95% confidence intervals.

Table A13: Treatment effects (MMs) on leadership evaluation item 4 with IRR correction (N = 9116)

Attribute	Level	Estimand	Estimate	SE	Lower	Upper
selectorate	Party members	MM uncorrected	0.52	0.01	0.51	0.54
selectorate	Party members	MM corrected	0.54	0.01	0.51	0.56
selectorate	Party's parliamentary faction	MM uncorrected	0.48	0.01	0.46	0.49
selectorate	Party's parliamentary faction	MM corrected	0.46	0.01	0.44	0.49
candidates	Seven candidates	MM uncorrected	0.53	0.01	0.51	0.55
candidates	Seven candidates	MM corrected	0.54	0.02	0.51	0.58
candidates	Four candidates	MM uncorrected	0.51	0.01	0.49	0.53
candidates	Four candidates	MM corrected	0.52	0.02	0.49	0.56
candidates	Two candidates	MM uncorrected	0.50	0.01	0.48	0.52
candidates	Two candidates	MM corrected	0.50	0.02	0.46	0.53
candidates	One candidate	MM uncorrected	0.46	0.01	0.44	0.48
candidates	One candidate	MM corrected	0.44	0.02	0.41	0.47
polling	Party gained 5% additional support	MM uncorrected	0.58	0.01	0.56	0.60
polling	Party gained 5% additional support	MM corrected	0.63	0.02	0.60	0.67
polling	Party gained 1% additional support	MM uncorrected	0.52	0.01	0.50	0.54
polling	Party gained 1% additional support	MM corrected	0.54	0.02	0.51	0.57
polling	Party lost 1% of support	MM uncorrected	0.46	0.01	0.44	0.48
polling	Party lost 1% of support	MM corrected	0.44	0.02	0.41	0.47
polling	Party lost 5% of support	MM uncorrected	0.43	0.01	0.41	0.45
polling	Party lost 5% of support	MM corrected	0.38	0.02	0.35	0.42
lsex	Woman	MM uncorrected	0.51	0.01	0.49	0.52
lsex	Woman	MM corrected	0.52	0.01	0.49	0.54
lsex	Man	MM uncorrected	0.49	0.01	0.48	0.51
lsex	Man	MM corrected	0.48	0.01	0.46	0.51
lorientation	Gay	MM uncorrected	0.47	0.01	0.46	0.49
lorientation	Gay	MM corrected	0.46	0.01	0.43	0.48
lorientation	Straight	MM uncorrected	0.53	0.01	0.51	0.54
lorientation	Straight	MM corrected	0.54	0.01	0.52	0.57
lage	70	MM uncorrected	0.46	0.01	0.44	0.48
lage	70	MM corrected	0.44	0.02	0.40	0.47
lage	62	MM uncorrected	0.49	0.01	0.47	0.51
lage	62	MM corrected	0.49	0.02	0.45	0.52
lage	54	MM uncorrected	0.54	0.01	0.52	0.56
lage	54	MM corrected	0.56	0.02	0.53	0.60
lage	46	MM uncorrected	0.50	0.01	0.48	0.53
lage	46	MM corrected	0.51	0.02	0.46	0.55
lage	38	MM uncorrected	0.51	0.01	0.48	0.53
lage	38	MM corrected	0.51	0.02	0.47	0.55
lexperience	Member of Parliament for 23 years	MM uncorrected	0.55	0.01	0.52	0.57
lexperience	Member of Parliament for 23 years	MM corrected	0.58	0.02	0.54	0.62
lexperience	Member of Parliament for 17 years	MM uncorrected	0.54	0.01	0.52	0.56
lexperience	Member of Parliament for 17 years	MM corrected	0.57	0.02	0.53	0.60
lexperience	Member of Parliament for 11 years	MM uncorrected	0.50	0.01	0.48	0.52
lexperience	Member of Parliament for 11 years	MM corrected	0.50	0.02	0.46	0.53
lexperience	Member of Parliament for 5 years	MM uncorrected	0.43	0.01	0.41	0.45
lexperience	Member of Parliament for 5 years	MM corrected	0.39	0.02	0.36	0.42
lperformance	Unanimously	MM uncorrected	0.60	0.01	0.58	0.62
lperformance	Unanimously	MM corrected	0.66	0.02	0.63	0.69
lperformance	With 80% support	MM uncorrected	0.58	0.01	0.55	0.60
lperformance	With 80% support	MM corrected	0.62	0.02	0.59	0.66
lperformance	With 60% support	MM uncorrected	0.45	0.01	0.43	0.47
lperformance	With 60% support	MM corrected	0.42	0.02	0.39	0.45
lperformance	With 51% support	MM uncorrected	0.38	0.01	0.36	0.40
lperformance	With 51% support	MM corrected	0.30	0.02	0.27	0.33

Figure A8: Treatment effects on leadership evaluation item 5:
"Which of these leaders would help their party win more seats in next election?"



Horizontal bars represent 95% confidence intervals.

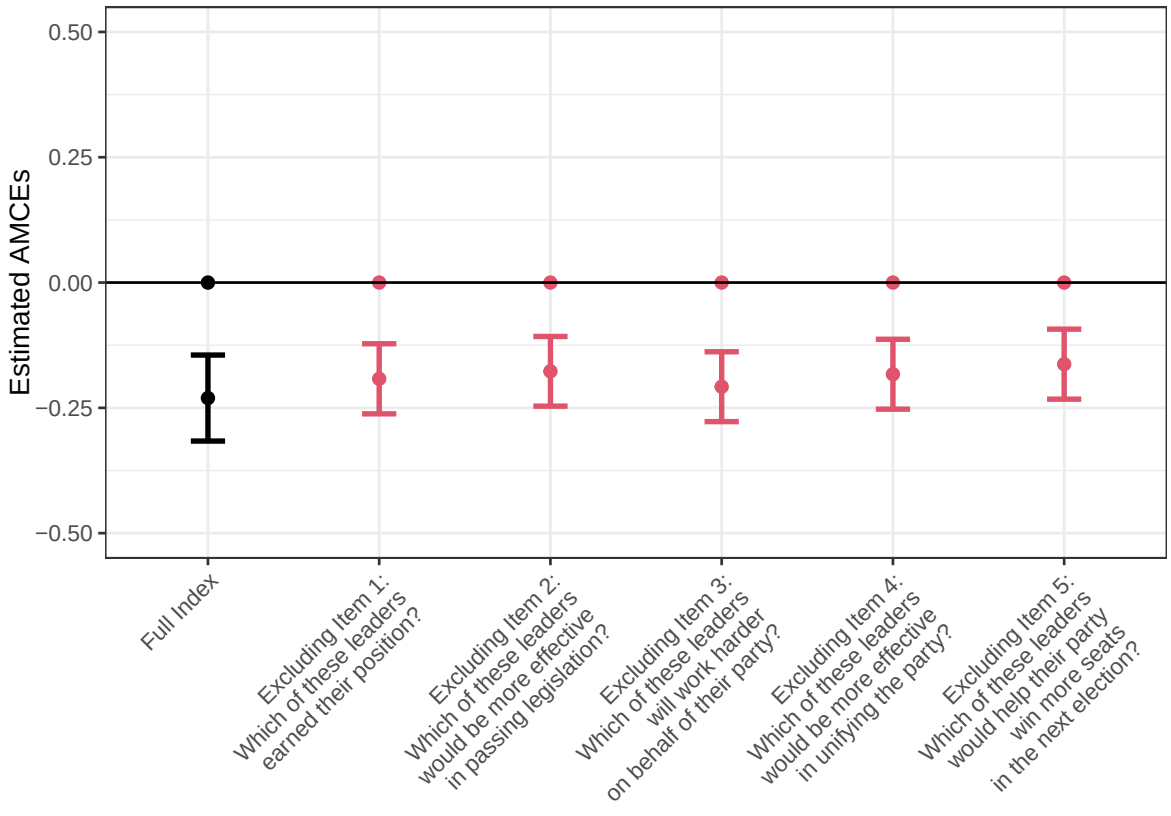
Table A14: Treatment effects (MMs) on leadership evaluation item 5 with IRR correction (N = 9090)

Attribute	Level	Estimand	Estimate	SE	Lower	Upper
selectorate	Party members	MM uncorrected	0.52	0.01	0.51	0.54
selectorate	Party members	MM corrected	0.54	0.01	0.51	0.56
selectorate	Party's parliamentary faction	MM uncorrected	0.48	0.01	0.46	0.49
selectorate	Party's parliamentary faction	MM corrected	0.46	0.01	0.44	0.49
candidates	Seven candidates	MM uncorrected	0.54	0.01	0.52	0.56
candidates	Seven candidates	MM corrected	0.57	0.02	0.54	0.60
candidates	Four candidates	MM uncorrected	0.51	0.01	0.49	0.53
candidates	Four candidates	MM corrected	0.52	0.02	0.48	0.55
candidates	Two candidates	MM uncorrected	0.49	0.01	0.47	0.51
candidates	Two candidates	MM corrected	0.49	0.02	0.45	0.52
candidates	One candidate	MM uncorrected	0.46	0.01	0.44	0.48
candidates	One candidate	MM corrected	0.43	0.02	0.40	0.46
polling	Party gained 5% additional support	MM uncorrected	0.61	0.01	0.59	0.63
polling	Party gained 5% additional support	MM corrected	0.68	0.02	0.65	0.71
polling	Party gained 1% additional support	MM uncorrected	0.53	0.01	0.51	0.55
polling	Party gained 1% additional support	MM corrected	0.55	0.02	0.51	0.58
polling	Party lost 1% of support	MM uncorrected	0.45	0.01	0.43	0.47
polling	Party lost 1% of support	MM corrected	0.42	0.02	0.39	0.45
polling	Party lost 5% of support	MM uncorrected	0.41	0.01	0.39	0.43
polling	Party lost 5% of support	MM corrected	0.35	0.02	0.32	0.38
lsex	Woman	MM uncorrected	0.51	0.01	0.50	0.52
lsex	Woman	MM corrected	0.52	0.01	0.49	0.54
lsex	Man	MM uncorrected	0.49	0.01	0.48	0.50
lsex	Man	MM corrected	0.48	0.01	0.46	0.51
lorientation	Gay	MM uncorrected	0.47	0.01	0.45	0.48
lorientation	Gay	MM corrected	0.44	0.01	0.42	0.47
lorientation	Straight	MM uncorrected	0.54	0.01	0.52	0.55
lorientation	Straight	MM corrected	0.56	0.01	0.53	0.58
lage	70	MM uncorrected	0.44	0.01	0.42	0.46
lage	70	MM corrected	0.40	0.02	0.37	0.44
lage	62	MM uncorrected	0.49	0.01	0.47	0.51
lage	62	MM corrected	0.49	0.02	0.45	0.52
lage	54	MM uncorrected	0.53	0.01	0.51	0.55
lage	54	MM corrected	0.55	0.02	0.51	0.58
lage	46	MM uncorrected	0.52	0.01	0.49	0.54
lage	46	MM corrected	0.53	0.02	0.49	0.57
lage	38	MM uncorrected	0.53	0.01	0.51	0.56
lage	38	MM corrected	0.56	0.02	0.52	0.60
lexperience	Member of Parliament for 23 years	MM uncorrected	0.53	0.01	0.50	0.55
lexperience	Member of Parliament for 23 years	MM corrected	0.54	0.02	0.51	0.58
lexperience	Member of Parliament for 17 years	MM uncorrected	0.53	0.01	0.51	0.55
lexperience	Member of Parliament for 17 years	MM corrected	0.55	0.02	0.52	0.58
lexperience	Member of Parliament for 11 years	MM uncorrected	0.50	0.01	0.48	0.52
lexperience	Member of Parliament for 11 years	MM corrected	0.50	0.02	0.47	0.54
lexperience	Member of Parliament for 5 years	MM uncorrected	0.45	0.01	0.43	0.47
lexperience	Member of Parliament for 5 years	MM corrected	0.41	0.02	0.38	0.45
lperformance	Unanimously	MM uncorrected	0.56	0.01	0.54	0.58
lperformance	Unanimously	MM corrected	0.60	0.02	0.57	0.64
lperformance	With 80% support	MM uncorrected	0.57	0.01	0.55	0.59
lperformance	With 80% support	MM corrected	0.60	0.02	0.57	0.64
lperformance	With 60% support	MM uncorrected	0.47	0.01	0.44	0.49
lperformance	With 60% support	MM corrected	0.44	0.02	0.41	0.48
lperformance	With 51% support	MM uncorrected	0.41	0.01	0.39	0.43
lperformance	With 51% support	MM corrected	0.35	0.02	0.32	0.39

E.2 Validation of evaluation index

The analyses of this paper were conducted using an additive five-item evaluation index as the outcome. To ensure the robustness of our findings, we provide alternative specifications of our index. First, as we showed above in Tables A10-A14 and Figures A4-A8, our results were robust when we ran our models separately for each item on the index. Second, we recomputed our index five times by iteratively leaving out one of the five items. Figure A9 below compares the coefficient estimates from Figure 1 in the body of the paper—which used the full index—to the results of five different models, each excluding one of the items. We see that our estimations are not affected by specific items, as the confidence intervals of all the models overlap, which reinforces the robustness of our findings.

Figure A9: Treatment effect of leader's sexual orientation on leadership evaluations excluding one item at a time from the index



Vertical bars represent 95% confidence intervals. Baseline: straight leader.

Table A15 below displays descriptive statistics for each of the items and for the index. As we can see, each leader evaluation item ranges from 0 to 1, with a mean of 0.5. This result is expected, as each item asks respondents to choose between the two profiles they read about. Similarly, the Leader Evaluation Index ranges from 0 to 5, with a mean of 2.5, reflecting its construction as an additive index of the five dichotomous items.

Table A15: Summary Statistics for Leader Evaluation Index and Items

Question	**Mean**	**SD**	**Min**	**Max**	**Non-Missing**	**Missing**
1. "earned their position?"	0.5	0.50	0	1	9112	472
2. "would be more effective in passing legislation?"	0.5	0.50	0	1	9088	496
3. "will work harder on behalf of their party?"	0.5	0.50	0	1	9066	518
4. "would be more effective in unifying the party?"	0.5	0.50	0	1	9116	468
5. "would help their party win more seats in the next election?"	0.5	0.50	0	1	9090	494
Leader Evaluation Index	2.5	1.96	0	5	9050	534

All models in the manuscript and appendix are estimated with standard errors clustered at the respondent level. This is a common approach in the literature on conjoint experiments, which accounts for the fact that each survey respondent appears in the dataset multiple times—specifically, two for each pair of profiles they evaluate. By clustering standard errors, we address the potential correlation in responses completed by the same respondent.

Respondent fixed effects are another approach that could be considered to control for respondent-level correlation in responses. To assess whether our results are robust to that approach, we estimated the effect of a leader's sexual orientation on the Leader Evaluation Index using Ordinary least squares (OLS) regressions with respondent fixed effects (see Table A16). OLS estimates are substantively comparable to AMCEs since both approaches focus on the average marginal effect of an attribute.

As we can see in Table A16, results remain substantively identical. Specifically, the effect of a leader's sexual orientation (gay vs. heterosexual) on the Leader Evaluation Index remains negative and statistically significant, with the magnitude of the coefficient varying only slightly between models.

Table A16: OLS Regression Models of Leader's Sexual Orientation

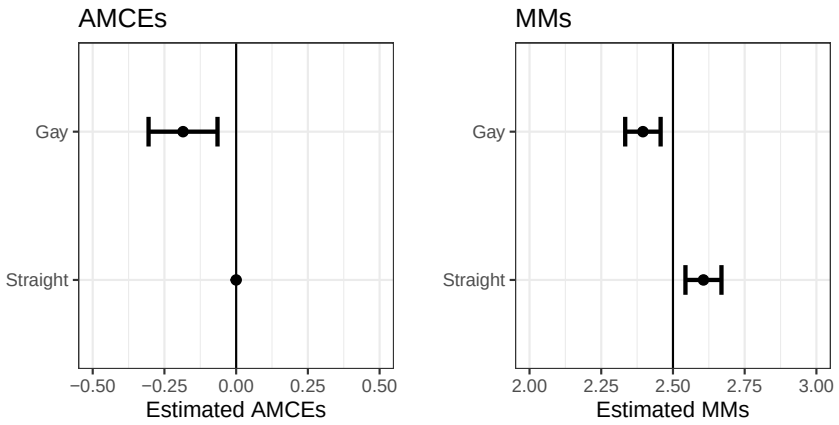
	Dependent variable:	
	Leader Evaluation Index	
	Base Model	Fixed Effects Model
	(1)	(2)
Elected leader's sexual orientation = Gay	−0.240***	−0.278***
	(0.045)	(0.056)
Constant	2.621***	2.639***
	(0.023)	(0.028)
Respondent-Clustered Standard Errors	Yes	Yes
Respondent Fixed Effects	No	Yes
Observations	9,050	9,050
R^2	0.004	0.004

*p<0.05; **p<0.01; ***p<0.001

E.3 Respondents who answered "The Position of Party Leader"

We measured respondents' attentiveness at the end of the survey with a question asking about the profiles they read about. Specifically, we asked: "*Based on what you read, to which office were the politicians in the examples elected?*" Respondents were asked to choose one among the following answers: "A seat in a local Parliament;" "A seat in the national Parliament;" "The position of party leader;" "None of the above;" and "I don't know." "The position of party leader," the correct answer, was chosen by 605 respondents. Of the remaining respondents, 179 selected "A seat in the national Parliament," 89 selected "A seat in the local Parliament," 198 selected "I don't know," 50 selected "None of the above," and 77 did not provide an answer. To ensure the robustness of the findings, we reestimated our models only for those respondents (Figures A10 to A12, and Tables A17 to A22), with results remaining unchanged.

Figure A10: Effect of leader's sexual orientation on leader evaluations. Respondents who passed the manipulation check



Horizontal bars represent 95% confidence intervals.

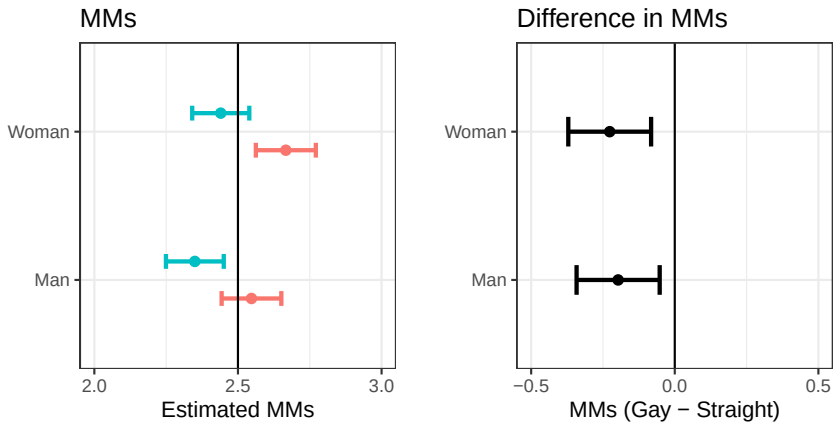
Table A17: Treatment effects (AMCEs) on leadership evaluations. Respondents who passed the manipulation check (N=4748)

Attribute	Level	Estimate	SE	z	p	Lower	Upper
selectorate	Party's parliamentary faction	0.00					
selectorate	Party members	0.30	0.06	5.08	0.00	0.19	0.42
candidates	One candidate	0.00					
candidates	Two candidates	0.30	0.07	4.09	0.00	0.16	0.44
candidates	Four candidates	0.47	0.08	5.74	0.00	0.31	0.63
candidates	Seven candidates	0.56	0.08	7.13	0.00	0.41	0.72
polling	Party lost 5% of support	0.00					
polling	Party lost 1% of support	0.25	0.08	3.05	0.00	0.09	0.40
polling	Party gained 1% additional support	0.43	0.09	5.06	0.00	0.26	0.60
polling	Party gained 5% additional support	0.84	0.09	9.89	0.00	0.68	1.01
lsex	Man	0.00					
lsex	Woman	0.12	0.06	2.18	0.03	0.01	0.23
lorientation	Straight	0.00					
lorientation	Gay	-0.19	0.06	-3.02	0.00	-0.31	-0.06
lage	38	0.00					
lage	46	0.03	0.09	0.35	0.72	-0.15	0.22
lage	54	0.05	0.09	0.59	0.55	-0.12	0.22
lage	62	-0.14	0.09	-1.47	0.14	-0.32	0.05
lage	70	-0.49	0.09	-5.34	0.00	-0.67	-0.31
lexperience	Member of Parliament for 5 years	0.00					
lexperience	Member of Parliament for 11 years	0.34	0.07	4.75	0.00	0.20	0.48
lexperience	Member of Parliament for 17 years	0.58	0.07	7.76	0.00	0.43	0.72
lexperience	Member of Parliament for 23 years	0.67	0.09	7.46	0.00	0.49	0.84
lperformance	With 51% support	0.00					
lperformance	With 60% support	0.31	0.08	3.97	0.00	0.16	0.47
lperformance	With 80% support	0.83	0.07	11.04	0.00	0.68	0.98
lperformance	Unanimously	1.00	0.08	11.94	0.00	0.84	1.17

Table A18: Treatment effects (MMs) on leadership evaluations. Respondents who passed the manipulation check (N=4748)

Attribute	Level	Estimate	SE	z	p	Lower	Upper
selectorate	Party's parliamentary faction	2.34	0.03	72.11	0.00	2.28	2.40
selectorate	Party members	2.65	0.03	86.41	0.00	2.59	2.71
candidates	One candidate	2.17	0.05	42.95	0.00	2.08	2.27
candidates	Two candidates	2.44	0.05	49.59	0.00	2.35	2.54
candidates	Four candidates	2.63	0.05	50.72	0.00	2.53	2.74
candidates	Seven candidates	2.76	0.05	54.01	0.00	2.66	2.86
polling	Party lost 5% of support	2.14	0.05	39.61	0.00	2.03	2.24
polling	Party lost 1% of support	2.35	0.05	45.91	0.00	2.24	2.45
polling	Party gained 1% additional support	2.57	0.05	48.58	0.00	2.46	2.67
polling	Party gained 5% additional support	2.96	0.05	55.88	0.00	2.86	3.06
lsex	Man	2.45	0.03	83.86	0.00	2.39	2.51
lsex	Woman	2.55	0.03	87.02	0.00	2.49	2.61
lorientation	Straight	2.61	0.03	81.37	0.00	2.54	2.67
lorientation	Gay	2.40	0.03	76.07	0.00	2.33	2.46
lage	38	2.59	0.06	39.79	0.00	2.46	2.71
lage	46	2.60	0.07	39.44	0.00	2.47	2.72
lage	54	2.72	0.05	53.86	0.00	2.62	2.81
lage	62	2.51	0.05	45.60	0.00	2.40	2.62
lage	70	2.13	0.06	38.18	0.00	2.03	2.24
lexperience	Member of Parliament for 5 years	2.14	0.05	46.61	0.00	2.05	2.23
lexperience	Member of Parliament for 11 years	2.47	0.05	50.25	0.00	2.37	2.56
lexperience	Member of Parliament for 17 years	2.72	0.05	57.96	0.00	2.63	2.82
lexperience	Member of Parliament for 23 years	2.75	0.07	41.92	0.00	2.62	2.88
lperformance	With 51% support	1.97	0.05	40.14	0.00	1.87	2.06
lperformance	With 60% support	2.27	0.05	45.82	0.00	2.18	2.37
lperformance	With 80% support	2.80	0.05	58.44	0.00	2.71	2.89
lperformance	Unanimously	2.98	0.05	56.41	0.00	2.88	3.09

Figure A11: Treatment effects on leadership evaluations conditional on leader's sex. Respondents who passed the manipulation check



Blue coefficients are for LG and red are for straight leaders. Horizontal bars represent 95% confidence intervals.

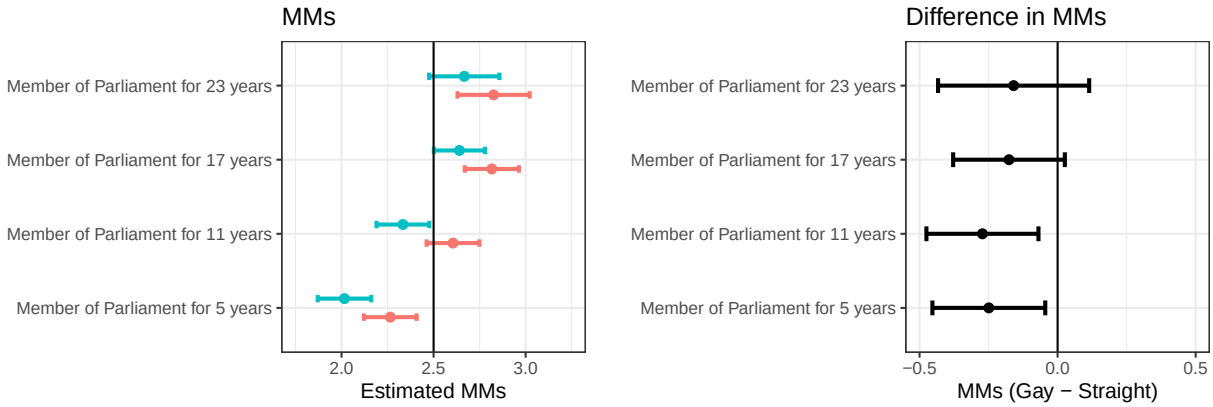
Table A19: Treatment effects (MMs) on leadership evaluations conditional on leader's sex. Respondents who passed the manipulation check (N=4748)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
Straight	lsex	Man	2.55	0.05	48.05	0.00	2.44	2.65
Straight	lsex	Woman	2.67	0.05	50.05	0.00	2.56	2.77
Gay	lsex	Man	2.35	0.05	45.76	0.00	2.25	2.45
Gay	lsex	Woman	2.44	0.05	48.13	0.00	2.34	2.54

Table A20: Treatment effects (Difference in MMs) on leadership evaluations conditional on leader's sex. Respondents who passed the manipulation check (N=4748)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
Gay - Straight	lsex	Man	-0.20	0.07	-2.67	0.01	-0.34	-0.05
Gay - Straight	lsex	Woman	-0.23	0.07	-3.08	0.00	-0.37	-0.08

Figure A12: Treatment effects on leadership evaluations conditional on leader's experience. Respondents who passed the manipulation check



Blue coefficients are for LG and red are for straight leaders. Horizontal bars represent 95% confidence intervals.

Table A21: Treatment effects (MMs) on leadership evaluations conditional on leader's experience. Respondents who passed the manipulation check (N=4748)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
Straight	lexperience	Member of Parliament for 5 years	2.26	0.07	30.93	0.00	2.12	2.41
Straight	lexperience	Member of Parliament for 11 years	2.61	0.07	35.58	0.00	2.46	2.75
Straight	lexperience	Member of Parliament for 17 years	2.82	0.08	37.54	0.00	2.67	2.96
Straight	lexperience	Member of Parliament for 23 years	2.83	0.10	28.26	0.00	2.63	3.02
Gay	lexperience	Member of Parliament for 5 years	2.02	0.07	27.17	0.00	1.87	2.16
Gay	lexperience	Member of Parliament for 11 years	2.33	0.07	31.88	0.00	2.19	2.48
Gay	lexperience	Member of Parliament for 17 years	2.64	0.07	37.27	0.00	2.50	2.78
Gay	lexperience	Member of Parliament for 23 years	2.67	0.10	27.37	0.00	2.48	2.86

Table A22: Treatment effects (Difference in MMs) on leadership evaluations conditional on leader's experience. Respondents who passed the manipulation check (N=4748)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
Gay - Straight	lexperience	Member of Parliament for 5 years	-0.25	0.10	-2.39	0.02	-0.45	-0.04
Gay - Straight	lexperience	Member of Parliament for 11 years	-0.27	0.10	-2.63	0.01	-0.48	-0.07
Gay - Straight	lexperience	Member of Parliament for 17 years	-0.18	0.10	-1.71	0.09	-0.38	0.03
Gay - Straight	lexperience	Member of Parliament for 23 years	-0.16	0.14	-1.14	0.25	-0.43	0.11

Lastly, Figure A13 compares the treatment effect of a leader's sexual orientation on the Leader Evaluation Index for two groups: those who answered correctly versus the rest (N=8820). We do not find differences in the effect of a leader's sexual orientation when comparing those who passed the manipulation check with the rest of the sample, likely

because the group that did not pass the check is heterogeneous, including respondents who answered "I don't know," "None of the above," or who did not complete the question. While some respondents did select either "A seat in local Parliament" or "A seat in the national Parliament," given power concerns, we do not believe that such a small sample size allows us to make proper comparisons between those who answered the question correctly and those who indicated they were evaluating a legislative candidate. Additionally, the manipulation check question was presented to participants at the very end of a lengthy survey. Thus, in addition to participants genuinely believing they were evaluating a legislative candidate, participant fatigue or lack of attention post-treatment may also explain incorrect responses to this question. As stated above, though we can compare the results of our study with the results of existing experimental work on perceptions of LGBTQ legislators, we agree that our study does not allow us to directly compare evaluations of leaders with those of legislative candidates. However, given the dearth of literature on evaluations of gay politicians in executive office, we believe it is important to assess perceptions of LG party leaders and have provided a theoretical argument for why we may expect leaders to be evaluated on different criteria (even if both leaders and legislators receive a penalty from voters). We believe this is a ripe area for future studies.

Figure A13: Difference in Marginal Means: treatment effects on leadership evaluations conditional on passing the manipulation check

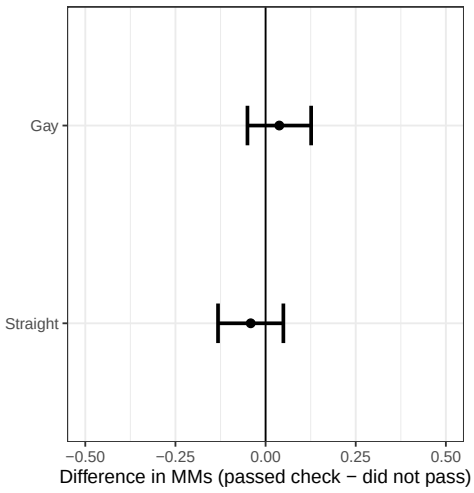


Table A23: Difference in Marginal Means: treatment effects on leadership evaluations conditional on passing the manipulation check (N=8820)

By	Attribute	Level	Estimate	SE	z	p
passed check - did not pass	lorientation	Straight	-0.0412	0.0462	-0.892	0.372
passed check - did not pass	lorientation	Gay	0.0381	0.0451	0.845	0.398

E.4 Treatment effects conditional on respondents' bias towards gay politicians

We collected information about respondents' biases toward gay and women politicians by randomly assigning them to answer a battery of six bias-related questions. In order to mitigate any priming effects, participants were randomly assigned to answer the bias battery either pre-treatment (with a probability 2/3) or post-treatment (with a probability 1/3). We asked respondents for their agreement or disagreement with the following statements:

1. "*I hope the UK will have a female prime minister again soon.*"
2. "*Men are more capable of making political decisions than women.*"
3. "*Political parties should do more to ensure the number of women in the House of Commons increases.*"
4. "*I hope the UK will have a gay prime minister soon.*"
5. "*Straight people are more capable of making political decisions than gay people.*"
6. "*Political parties should do more to ensure the number of gay people in the House of Commons increases.*"

The order in which these six items were presented was randomized for each respondent. Response options were "*Disagree strongly*;" "*Disagree*;" "*Neither agree nor disagree*;" "*Agree*;" and "*Agree strongly.*" Answers were coded on a 1-5 scale, where higher values mean more egalitarian attitudes.[4] To assess respondents' homophobic views, we combined the answers from items 4, 5, and 6 on an additive scale. For detailed analysis of treatment effects conditional on respondents' bias towards LG politicians, see Appendix E.

[4] This task implied reverse-coding items 2 and 5 to ensure consistency.

Table A24 displays the distribution of subjects across the bias-battery groups. We see that randomization worked as expected: almost 2/3 of respondents answered the bias questions pre-treatment (i.e., group A), and 1/3 answered post-treatment (i.e., group B).

Table A24: Assignment to bias battery by group

Group	Frequency	Percent
A	822	68.6
B	376	31.4
Total	1198	100.0

Table A25 plots a series of linear regressions of each of the bias items on a dummy variable indicating belonging to group B (the group who answered the bias battery post-treatment). We see that group A and group B do not differ in their answers to the items, which suggests that our treatment did not prime answers to the bias questions, a finding that aligns with recent evidence in survey experiment design (e.g., Sheagley and Clifford 2023).

Table A25: Assessing differences in answers to bias questions across bias battery groups

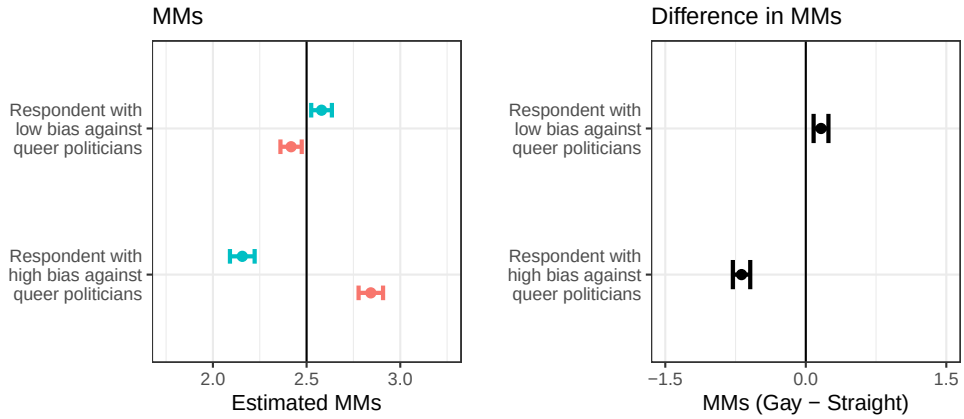
	Hope female prime minister (1)	Men more capable (2)	Parties should more female MPs (3)	Hope gay prime minister (4)	Straight more capable (5)	Parties should more gay MPs (6)
Answered post-treatment	0.078	−0.064	−0.043	0.023	−0.098	−0.020
	(0.051)	(0.069)	(0.061)	(0.062)	(0.076)	(0.067)
Constant	3.172***	3.872***	3.421***	2.797***	3.762***	2.985***
	(0.028)	(0.038)	(0.033)	(0.034)	(0.041)	(0.037)
Unique respondents	1,170	1,171	1,170	1,170	1,170	1,170
R^2	0.002	0.001	0.0004	0.0001	0.001	0.0001

*p<0.05; **p<0.01; ***p<0.001

We used the three-item battery measuring bias towards LG politicians to assess how those attitudes conditioned subjects' responses to the treatment. For this purpose, we classified respondents as "high bias against LG politicians" if their additive score on the bias items was below the median value of the indicator (which refers to a score of 10 out of 15). We coded the rest as "low bias against LG politicians." Figure A14 plots the conditional MMs of a party leader's sexual orientation on evaluations for those two types of respondents, and the

corresponding difference in MMs. We see that respondents with negative attitudes towards LG politicians give harsher penalties to LG leaders than their counterparts with less bias against them.

Figure A14: Treatment effects on leadership evaluations conditional on respondents' bias towards LG politicians



Blue coefficients are for LG and red are for straight leaders. Horizontal bars represent 95% confidence intervals.

Table A26: Treatment effects (MMs) on leadership evaluations conditional on respondents' bias towards LG politicians (N=8962)

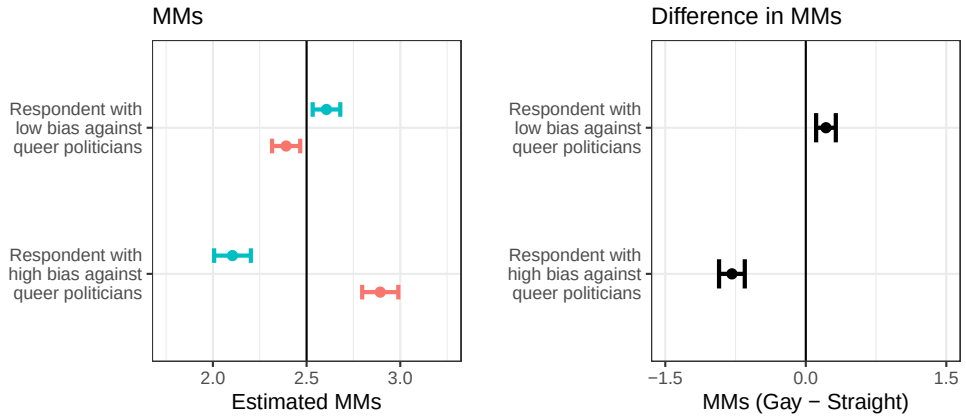
By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
High bias against LG politicians	lorientation	Straight	2.84	0.03	85.37	0.00	2.78	2.91
High bias against LG politicians	lorientation	Gay	2.16	0.03	64.12	0.00	2.09	2.22
Low bias against LG politicians	lorientation	Straight	2.42	0.03	83.32	0.00	2.36	2.47
Low bias against LG politicians	lorientation	Gay	2.58	0.03	91.59	0.00	2.52	2.64

Table A27: Treatment effects (Difference in MMs) on leadership evaluations conditional on respondents' bias towards LG politicians (N=8962)

By	Feature	Level	Estimate	SE	z	p	Lower	Upper
Gay - Straight	bias LG	High bias against LG politicians	-0.69	0.05	-14.50	0.00	-0.78	-0.59
Gay - Straight	bias LG	Low bias against LG politicians	0.16	0.04	4.02	0.00	0.08	0.24

Figure A15 and Tables A28 to A29 replicate these analyses with the sample of respondents who passed the attention check, yielding consistent results. We observe that respondents who have low biases against LG politicians and passed the attention check tend to evaluate LG party leaders slightly more positively than straight leaders ($p < 0.001$). Conversely, respondents with high bias against LG politicians in this sample still evaluate LG party leaders more harshly than their straight counterparts.

Figure A15: Treatment effects on leadership evaluations conditional on respondents' bias towards LG politicians. Respondents who passed the manipulation check



Blue coefficients are for LG and red are for straight leaders. Horizontal bars represent 95% confidence intervals.

Table A28: Treatment effects (MMs) on leadership evaluations conditional on respondents' bias towards LG politicians. Respondents who passed the manipulation check (N=4748)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
High bias against LG politicians	lorientation	Straight	2.89	0.05	58.81	0.00	2.80	2.99
High bias against LG politicians	lorientation	Gay	2.10	0.05	42.09	0.00	2.01	2.20
Low bias against LG politicians	lorientation	Straight	2.39	0.04	62.41	0.00	2.32	2.47
Low bias against LG politicians	lorientation	Gay	2.61	0.04	69.35	0.00	2.53	2.68

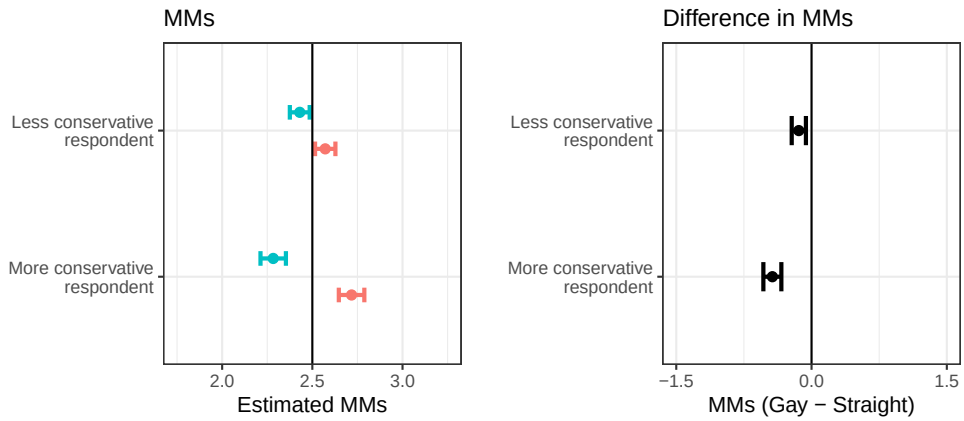
Table A29: Treatment effects (Difference in MMs) on leadership evaluations conditional on respondents' bias towards LG politicians. Respondents who passed the manipulation check (N=4748)

By	Feature	Level	Estimate	SE	z	p	Lower	Upper
Gay - Straight	bias LG	High bias against LG politicians	-0.79	0.07	-11.26	0.00	-0.93	-0.65
Gay - Straight	bias LG	Low bias against LG politicians	0.22	0.05	4.01	0.00	0.11	0.32

E.5 Treatment effects conditional on respondents' ideology

Our experiment also recorded respondents' left-right self-placement on a 0-10 ideological scale. We classified respondents as "more conservative" if they took positions greater than 5 on the scale, and "less conservative" otherwise. Figure A16 plots the results. We see that conservative respondents give harsher penalties to LG leaders than their ideological counterparts. Respondents who are less conservative (scoring from 0-5) also penalize LG leaders—a -0.14-point difference between LG and straight leaders, ($p < .001$)—, but conservative respondents penalize those leaders more harshly (-0.43, $p < .001$), and the differences between the two groups are statistically significant.

Figure A16: Treatment effects on leadership evaluations conditional on respondents' ideology



Blue coefficients are for LG and red are for straight leaders. Horizontal bars represent 95% confidence intervals.

Table A30: Treatment effects (MMs) on leadership evaluations conditional on respondents' ideology (N=9032)

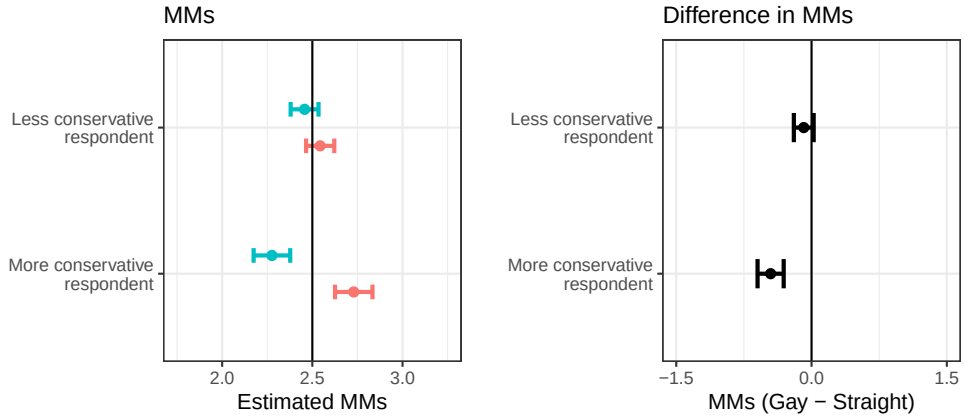
By	Feature	Level	Estimate	SE	z	p	Lower	Upper
Less conservative respondent	lorientation	Straight	2.57	0.03	89.29	0.00	2.52	2.63
Less conservative respondent	lorientation	Gay	2.43	0.03	86.62	0.00	2.38	2.49
More conservative respondent	lorientation	Straight	2.72	0.04	75.35	0.00	2.65	2.79
More conservative respondent	lorientation	Gay	2.28	0.04	63.52	0.00	2.21	2.35

Table A31: Treatment effects (Difference in MMs) on leadership evaluations conditional on respondents' ideology (N=9032)

By	Feature	Level	Estimate	SE	z	p	Lower	Upper
Gay - Straight	ideology	Less conservative respondent	-0.14	0.04	-3.51	0.00	-0.22	-0.06
Gay - Straight	ideology	More conservative respondent	-0.43	0.05	-8.54	0.00	-0.53	-0.33

Figure A17 replicates the analyses with the sample of Respondents who passed the manipulation check. We see that only respondents who are conservative penalize LG leaders ($p < 0.001$), whereas the evidence does not produce statistically significant results for less conservative respondents ($p = 0.12$).

Figure A17: Treatment effects on leadership evaluations conditional on respondents' ideology. Respondents who passed the manipulation check



Blue coefficients are for LG and red are for straight leaders. Horizontal bars represent 95% confidence intervals.

Table A32: Treatment effects (MMs) on leadership evaluations conditional on respondents' ideology. Respondents who passed the manipulation check (N=4740)

By	Attribute	Level	Estimate	SE	z	p	Lower	Upper
Less conservative respondent	lorientation	Straight	2.54	0.04	63.76	0.00	2.47	2.62
Less conservative respondent	lorientation	Gay	2.46	0.04	62.34	0.00	2.38	2.53
More conservative respondent	lorientation	Straight	2.73	0.05	51.53	0.00	2.63	2.83
More conservative respondent	lorientation	Gay	2.28	0.05	43.97	0.00	2.17	2.38

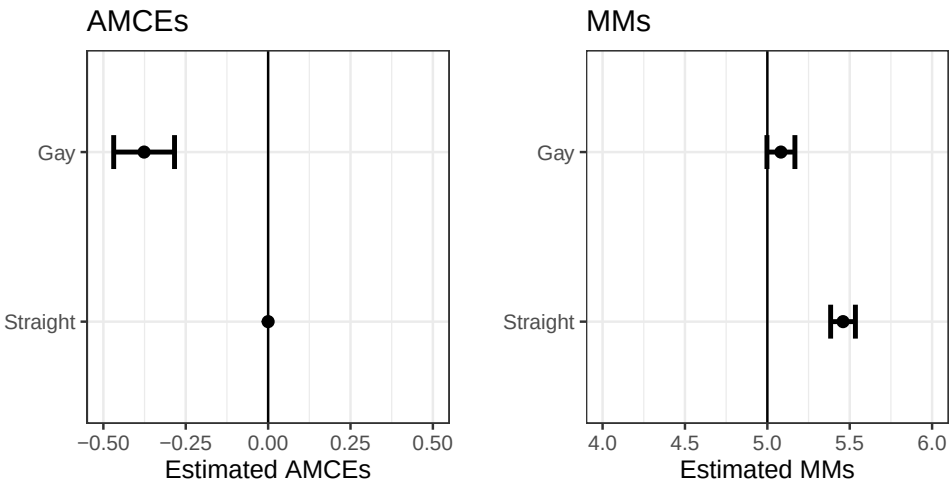
Table A33: Treatment effects (Difference in MMs) on leadership evaluations conditional on respondents' ideology. Respondents who passed the manipulation check (N=4740)

By	Feature	Level	Estimate	SE	z	p	Lower	Upper
Gay - Straight	ideology	Less conservative respondent	-0.09	0.06	-1.54	0.12	-0.20	0.02
Gay - Straight	ideology	More conservative respondent	-0.45	0.07	-6.14	0.00	-0.60	-0.31

E.6 Treatment effects on ideological party positioning

In addition to the main analyses, we also assessed how participants viewed the ideology of a hypothetical party led by LG and straight leaders. Figures A18 and A19 display the results. While participants perceived the hypothetical parties to be right of center, they did perceive parties led by LG leaders to be .38 points more left-wing than those led by straight leaders ($p < .001$). This result is in line with the existing literature, which finds that LG politicians are often perceived to be more left-leaning than their heterosexual counterparts (Golebiowska 2003; Magni and Reynolds 2021)

Figure A18: Treatment effects on ideological party positioning



Horizontal bars represent 95% confidence intervals.

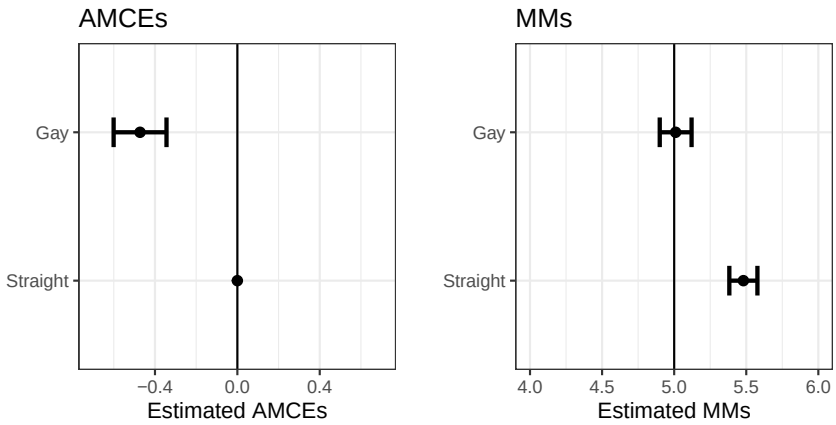
Table A34: Treatment effects (AMCEs) onideological party positioning (N=9144)

Attribute	Level	Estimate	SE	z	p	Lower	Upper
selectorate	Party's parliamentary faction	0.00					
selectorate	Party members	-0.01	0.04	-0.33	0.74	-0.10	0.07
candidates	One candidate	0.00					
candidates	Two candidates	-0.03	0.06	-0.55	0.58	-0.15	0.08
candidates	Four candidates	-0.08	0.06	-1.36	0.17	-0.20	0.04
candidates	Seven candidates	-0.08	0.06	-1.42	0.16	-0.20	0.03
polling	Party lost 5% of support	0.00					
polling	Party lost 1% of support	0.08	0.06	1.32	0.19	-0.04	0.19
polling	Party gained 1% additional support	-0.03	0.06	-0.44	0.66	-0.14	0.09
polling	Party gained 5% additional support	0.11	0.06	1.85	0.06	-0.01	0.22
lsex	Man	0.00					
lsex	Woman	-0.16	0.04	-3.86	0.00	-0.25	-0.08
lorientation	Straight	0.00					
lorientation	Gay	-0.38	0.05	-7.99	0.00	-0.47	-0.28
lage	38	0.00					
lage	46	0.21	0.07	2.94	0.00	0.07	0.36
lage	54	0.15	0.07	2.16	0.03	0.01	0.28
lage	62	0.24	0.07	3.52	0.00	0.11	0.38
lage	70	0.31	0.07	4.50	0.00	0.18	0.45
lexperience	Member of Parliament for 5 years	0.00					
lexperience	Member of Parliament for 11 years	0.12	0.06	2.03	0.04	0.00	0.23
lexperience	Member of Parliament for 17 years	0.16	0.05	2.90	0.00	0.05	0.26
lexperience	Member of Parliament for 23 years	0.03	0.06	0.46	0.65	-0.09	0.15
lperformance	With 51% support	0.00					
lperformance	With 60% support	-0.07	0.06	-1.33	0.18	-0.18	0.04
lperformance	With 80% support	0.03	0.06	0.51	0.61	-0.08	0.14
lperformance	Unanimously	-0.02	0.06	-0.39	0.70	-0.14	0.09

Table A35: Treatment effects (MMs) on ideological party positioning (N=9144)

Attribute	Level	Estimate	SE	z	p	Lower	Upper
selectorate	Party's parliamentary faction	5.28	0.04	130.98	0.00	5.20	5.36
selectorate	Party members	5.26	0.04	135.23	0.00	5.18	5.34
candidates	One candidate	5.31	0.05	107.41	0.00	5.22	5.41
candidates	Two candidates	5.29	0.05	105.66	0.00	5.19	5.38
candidates	Four candidates	5.23	0.05	109.02	0.00	5.14	5.33
candidates	Seven candidates	5.24	0.05	104.35	0.00	5.14	5.34
polling	Party lost 5% of support	5.23	0.05	107.03	0.00	5.13	5.32
polling	Party lost 1% of support	5.31	0.05	114.60	0.00	5.22	5.40
polling	Party gained 1% additional support	5.20	0.05	107.66	0.00	5.11	5.30
polling	Party gained 5% additional support	5.33	0.05	105.86	0.00	5.24	5.43
lsex	Man	5.35	0.04	136.74	0.00	5.28	5.43
lsex	Woman	5.19	0.04	129.74	0.00	5.11	5.26
lorientation	Straight	5.46	0.04	142.33	0.00	5.38	5.53
lorientation	Gay	5.08	0.04	117.33	0.00	5.00	5.17
lage	38	5.09	0.06	88.44	0.00	4.98	5.20
lage	46	5.30	0.06	93.14	0.00	5.19	5.41
lage	54	5.23	0.05	101.32	0.00	5.13	5.33
lage	62	5.31	0.05	102.97	0.00	5.21	5.41
lage	70	5.38	0.05	104.43	0.00	5.28	5.49
lexperience	Member of Parliament for 5 years	5.18	0.05	110.80	0.00	5.09	5.27
lexperience	Member of Parliament for 11 years	5.30	0.05	108.41	0.00	5.20	5.39
lexperience	Member of Parliament for 17 years	5.34	0.05	115.06	0.00	5.24	5.43
lexperience	Member of Parliament for 23 years	5.25	0.06	92.52	0.00	5.14	5.36
lperformance	With 51% support	5.29	0.05	110.22	0.00	5.19	5.38
lperformance	With 60% support	5.21	0.05	109.74	0.00	5.12	5.30
lperformance	With 80% support	5.31	0.05	108.54	0.00	5.22	5.41
lperformance	Unanimously	5.27	0.05	108.76	0.00	5.17	5.36

Figure A19: Treatment effects on ideological party positioning. Respondents who passed the manipulation check



Horizontal bars represent 95% confidence intervals.

Table A36: Treatment effects (AMCEs) on ideological party positioning. Respondents who passed the manipulation check (N=4809)

Attribute	Level	Estimate	SE	z	p	Lower	Upper
selectorate	Party's parliamentary faction	0.00					
selectorate	Party members	-0.02	0.06	-0.41	0.68	-0.13	0.09
candidates	One candidate	0.00					
candidates	Two candidates	-0.04	0.08	-0.57	0.57	-0.19	0.11
candidates	Four candidates	-0.09	0.08	-1.08	0.28	-0.25	0.07
candidates	Seven candidates	-0.19	0.07	-2.52	0.01	-0.33	-0.04
polling	Party lost 5% of support	0.00					
polling	Party lost 1% of support	0.08	0.08	1.04	0.30	-0.07	0.23
polling	Party gained 1% additional support	-0.11	0.08	-1.42	0.16	-0.26	0.04
polling	Party gained 5% additional support	0.03	0.07	0.44	0.66	-0.11	0.17
lsex	Man	0.00					
lsex	Woman	-0.20	0.06	-3.63	0.00	-0.31	-0.09
lorientation	Straight	0.00					
lorientation	Gay	-0.47	0.07	-7.21	0.00	-0.60	-0.34
lage	38	0.00					
lage	46	0.24	0.09	2.58	0.01	0.06	0.42
lage	54	0.12	0.09	1.28	0.20	-0.06	0.29
lage	62	0.30	0.09	3.17	0.00	0.11	0.48
lage	70	0.32	0.09	3.50	0.00	0.14	0.51
lexperience	Member of Parliament for 5 years	0.00					
lexperience	Member of Parliament for 11 years	-0.04	0.07	-0.52	0.60	-0.17	0.10
lexperience	Member of Parliament for 17 years	0.06	0.07	0.87	0.38	-0.08	0.20
lexperience	Member of Parliament for 23 years	0.01	0.08	0.15	0.88	-0.15	0.17
lperformance	With 51% support	0.00					
lperformance	With 60% support	-0.04	0.07	-0.61	0.54	-0.18	0.09
lperformance	With 80% support	0.07	0.08	0.94	0.35	-0.08	0.22
lperformance	Unanimously	0.04	0.08	0.52	0.60	-0.11	0.19

Table A37: Treatment effects (MMs) on ideological party positioning. Respondents who passed the manipulation check (N=4809)

Attribute	Level	Estimate	SE	z	p	Lower	Upper
selectorate	Party's parliamentary faction	5.26	0.05	100.41	0.00	5.15	5.36
selectorate	Party members	5.23	0.05	107.20	0.00	5.13	5.33
candidates	One candidate	5.32	0.07	79.91	0.00	5.19	5.45
candidates	Two candidates	5.28	0.06	84.51	0.00	5.16	5.40
candidates	Four candidates	5.22	0.06	85.74	0.00	5.10	5.34
candidates	Seven candidates	5.15	0.06	82.94	0.00	5.03	5.27
polling	Party lost 5% of support	5.23	0.06	84.91	0.00	5.11	5.35
polling	Party lost 1% of support	5.33	0.06	86.40	0.00	5.20	5.45
polling	Party gained 1% additional support	5.14	0.06	87.22	0.00	5.03	5.26
polling	Party gained 5% additional support	5.27	0.06	82.81	0.00	5.14	5.39
lsex	Man	5.34	0.05	109.22	0.00	5.25	5.44
lsex	Woman	5.14	0.05	100.54	0.00	5.04	5.24
lorientation	Straight	5.48	0.05	110.24	0.00	5.38	5.58
lorientation	Gay	5.01	0.06	88.99	0.00	4.90	5.12
lage	38	5.04	0.07	71.39	0.00	4.90	5.17
lage	46	5.28	0.08	69.94	0.00	5.14	5.43
lage	54	5.17	0.06	79.70	0.00	5.05	5.30
lage	62	5.33	0.07	77.36	0.00	5.20	5.47
lage	70	5.36	0.07	73.99	0.00	5.22	5.50
lexperience	Member of Parliament for 5 years	5.23	0.06	90.03	0.00	5.12	5.35
lexperience	Member of Parliament for 11 years	5.20	0.06	86.81	0.00	5.08	5.31
lexperience	Member of Parliament for 17 years	5.28	0.06	86.81	0.00	5.16	5.40
lexperience	Member of Parliament for 23 years	5.28	0.07	75.39	0.00	5.14	5.42
lperformance	With 51% support	5.23	0.06	86.30	0.00	5.11	5.35
lperformance	With 60% support	5.18	0.06	89.90	0.00	5.06	5.29
lperformance	With 80% support	5.30	0.06	84.23	0.00	5.18	5.43
lperformance	Unanimously	5.27	0.07	79.58	0.00	5.14	5.40

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