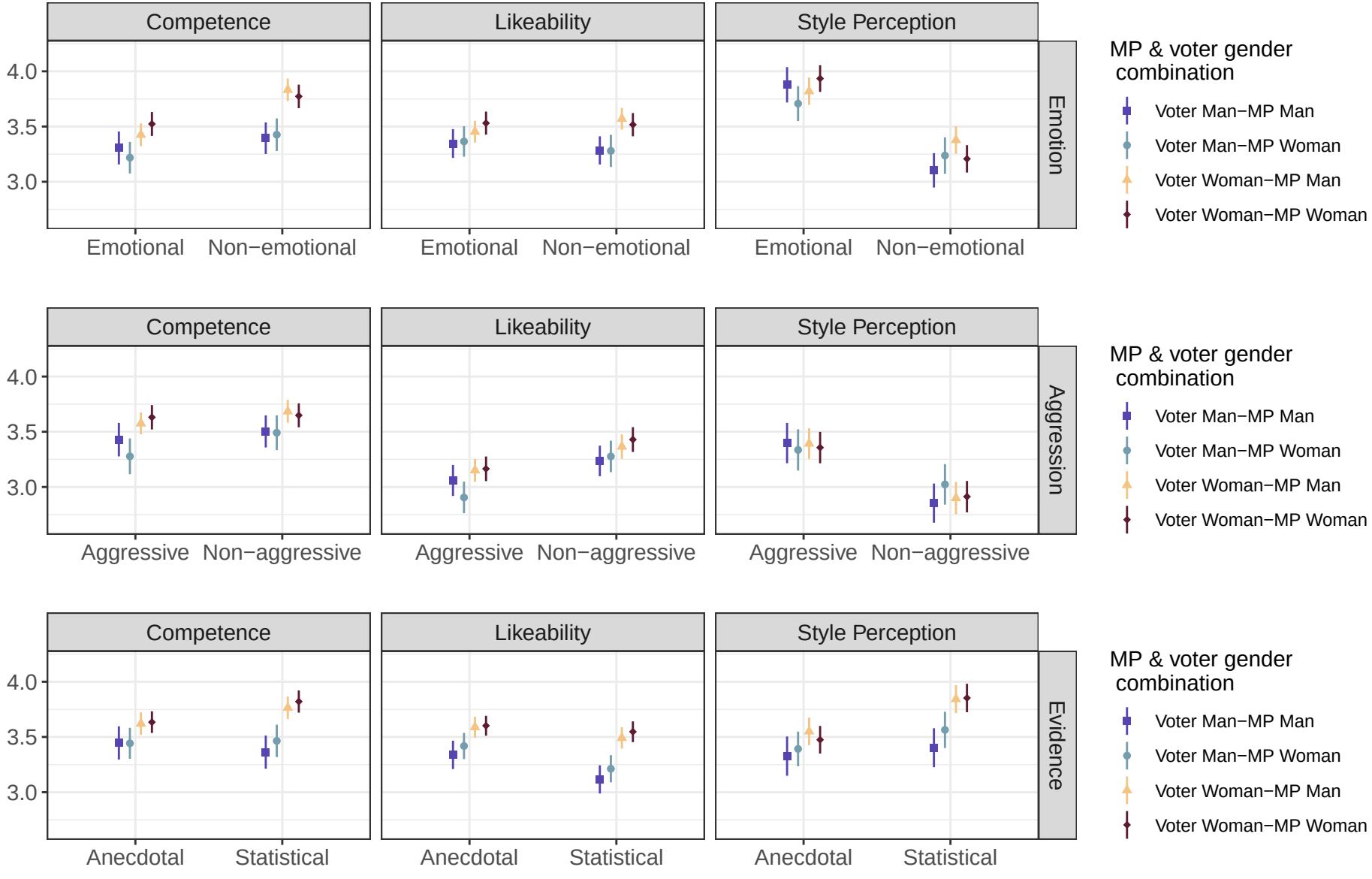
Competence
Likeability
Style Perception
Emotion
4.0
3.5
3.0
Emotional
Non−emotional
Aggression
Aggressive
Non−aggressive
Evidence
Anecdotal
Statistical
MP & voter gender combination
Voter Man−MP Man
Voter Man−MP Woman
Voter Woman−MP Man
Voter Woman−MP Woman