figure_6_barplot.rds

candidate	Candidate identifier. Created using name and state postal code.
added_text	Hand coded variable indicating that the candidate either added new pertinent issue text or there was no change in the candidate's issue text between the primary and general election.
changed_text	Hand coded variable indicating that the candidate made changes to pertinent issue text between the primary and general election. No substantive change in content or length.
subtracted text	Hand coded variable indicating that the candidate either deleted all pertinent issue text or there was a decrease in the length of pertinent issue text between the primary and general election.
type	Dichotomous indicator for observation as belonging to the gender issue text analysis (male) or Black-associated issue text analysis (white).

missingness_data.rds

unique	Unique identifier for each candidate. Created using candidate name, jacobson state-district identifier, and year. Merging variable to combine data sets.
truly_missing	Dichotomous indicator for whether a candidate did not (1) or did (0) have a campaign website issue platform in the 2018 or 2020 congressional election.
contested_2	Factor variable indicating whether a candidate ran unopposed (Unopposed), garnered less than 5% of the vote in their partisan primary (Uncompetitive), or garnered 5% or more of the vote and against other candidates (Contested).
quality_cand	Factor variable indicating whether a non-veteran Democratic candidate is currently an incumbent (2), previously held public office (1), or has no elected experience (0).
ss_party	Factor variable indicating whether a candidate's congressional election had an incumbent running in that same partisan primary (Incumbent, Same Party), an incumbent running in the other partisan primary (Incumbent, Other Party), or no running incumbent (Open Seat).
money	Dichotomous indicator for whether (1) or not (0) a candidate raised more than $2,000 prior to their primary election.

gender_text.rds

unique	Unique identifier for each candidate. Created using candidate name, jacobson state-district identifier, and year. Merging variable to combine data sets.

text	Text strings from candidate campaign website discussing women's issues as a campaign platform point.
gender	Dichotomous indicator for candidate identifying as female (1) or male (0)

race_text.rds

unique	Unique identifier for each candidate. Created using candidate name, jacobson state-district identifier, and year. Merging variable to combine data sets.
text	Text strings from candidate campaign website discussing women's issues as a campaign platform point.
black	Dichotomous indicator candidate identifying as Black (1) or white (0)

male_democrats_data.rds

unique	Unique identifier for each candidate. Created using candidate name, jacobson state-district identifier, and year. Merging variable to combine data sets.
strategic	Dichotomous indicator for male Democrat's status as a "professional" candidate (1) or not (0). Professionalized candidates are those individuals who are currently holding a seat in Congress, garner electoral experience before running for Congress, or accumulating sufficient funds in the primary to mount a credible campaign.
quality_cand	Dichotomous indicator for male Democrat's status as having elected experience (1) or not (0).
narrow_female	Dichotomous indicator for male Democrat's status as having discussed women's issues in their web-based campaign platform (1) or not (0).
women_number	Dichotomous indicator for male Democrat's status as having run against a female-identifying opponent in a partisan primary election (1) or not (0).
openrrace	Dichotomous indicator for male Democrat's status as having run in a congressional district that without (1) or with (0) a running incumbent.
dem_pres_average	Congressional district average Democratic presidential vote-share across 2016 and 2020 (0-100).

primary_type	Dichotomous indicator for male Democratic candidate's congressional district as having open (1) or closed/semi-closed (0) primary election rules.
year	Factor variable for the year of the congressional election (2018, 2020)
minority	Dichotomous indicator for male Democratic candidate's status as non-white (1) or white (0). Excluded in these data are candidates who identify as Black or African American.
ss_party	Factor variable for partisanship of a male Democratic candidate's congressional district as Democratic safe (greater than 55% average Democratic presidential vote-share), Republican safe (less than 45% average Democratic presidential vote-share), or Competitive (45-55% average Democratic presidential vote-share).
qual_chall	Factor variable indicating whether a male Democratic candidate is currently an incumbent (2), previously held public office (1), or has no elected experience (0).
candnumber	Numeric variable for the number of opponents in a candidate's partisan primary election
Value	Factor variable indicating whether a male Democratic candidate ran against a female candidate who *discussed* women's issues in her own campaign platform (3), ran against a female candidate who *did not discuss* women's issues in her own campaign platform (2), or did not run against a female candidate (0).
strategic_female	Dichotomous indicator whether (1) or not (0) the male Democrat ran against at least one "professional" female candidate. Professionalized candidates are those individuals who are currently holding a seat in Congress, garner electoral experience before running for Congress, or accumulating sufficient funds in the primary to mount a credible campaign.

race_democrats_data.rds

unique	Unique identifier for each candidate. Created using candidate name, jacobson state-district identifier, and year. Merging variable to combine data sets.
narrow_race	Dichotomous indicator for white Democratic candidate's status as having discussed Black-associated issues in their web-based campaign platform (1) or not (0).
black_number	Dichotomous indicator for white Democrat's status as having run against a Black opponent in a partisan primary election (1) or not (0).

quality_cand	Dichotomous indicator for white Democrat's status as having elected experience (1) or not (0).
openrrace	Dichotomous indicator for white Democrat's status as having run in a congressional district that without (1) or with (0) a running incumbent.
ss_party	Factor variable for partisanship of a white Democratic candidate's congressional district as Democratic safe (greater than 55% average Democratic presidential vote-share), Republican safe (less than 45% average Democratic presidential vote-share), or Competitive (45-55% average Democratic presidential vote-share).
primary_type	Dichotomous indicator for white Democratic candidate's congressional district as having open (1) or closed/semi-closed (0) primary election rules.
gf	Dichotomous indicator for white Democratic candidate's status has having run in a primary election held after on or before 04/26/2020 (1) or after 04/26/2020 (0)
gender	Dichotomous indicator for white Democratic candidate as female (1) or male (0)
black_dicho	Dichotomous indicator for congressional district percent Black/African American population as above (1) or below (0) the national average.
south	Dichotomous indicator for congressional district as in the south (1) or not (0).
dem_pres_average	Congressional district average Democratic presidential vote-share across 2016 and 2020 (0-100).
black_alone	Percent of population in congressional district identifying as Black/African American population as reported on the 2018 American Communities Survey from the U.S. Census Bureau.
qual_chall	Factor variable indicating whether a male Democratic candidate is currently an incumbent (2), previously held public office (1), or has no elected experience (0).
strategic	Dichotomous indicator for white Democrat status as a "professional" candidate (1) or not (0). Professionalized candidates are those individuals who are currently holding a seat in Congress, garner electoral experience before running for Congress, or accumulating sufficient funds in the primary to mount a credible campaign.
candnumber	Numeric variable for the number of opponents in a candidate's partisan primary election

Value	Factor variable indicating whether a white Democratic candidate ran against a Black candidate who *discussed* Black-associated issues in their own campaign platform (3), ran against a Black candidate who *did not discuss* Black-associated issues in their own campaign platform (2), or did not run against a Black candidate (0).
strategic_black	Dichotomous indicator whether (1) or not (0) the white Democrat ran against at least one "professional" Black candidate. Professionalized candidates are those individuals who are currently holding a seat in Congress, garner electoral experience before running for Congress, or accumulating sufficient funds in the primary to mount a credible campaign.

vet_republican_data.rds

unique	Unique identifier for each candidate. Created using candidate name, jacobson state-district identifier, and year. Merging variable to combine data sets.
strategic	Dichotomous indicator for non-veteran Republican's status as a "professional" candidate (1) or not (0). Professionalized candidates are those individuals who are currently holding a seat in Congress, garner electoral experience before running for Congress, or accumulating sufficient funds in the primary to mount a credible campaign.
narrow_military	Dichotomous indicator for non-veteran Republican candidate's status as having discussed veterans' issues in their web-based campaign platform (1) or not (0).
military_number	Dichotomous indicator for non-veteran Republican's status as having run against a military veteran opponent in a partisan primary election (1) or not (0).
quality_cand	Dichotomous indicator for non-veteran Republican's status as having elected experience (1) or not (0).
openrrace	Dichotomous indicator for non-veteran Republican's status as having run in a congressional district that without (1) or with (0) a running incumbent.
rep_pres_average	Congressional district average Republican presidential vote-share across 2016 and 2020 (0-100).
primary_type	Dichotomous indicator for white Republican candidate's congressional district as having open (1) or closed/semi-closed (0) primary election rules.

year	Factor variable for the year of the congressional election (2018, 2020)
vet_rescaled	Percent of population in congressional district who currently or previously served in the U.S. Armed Forces as reported by a 2015 survey by the U.S. Army.
installations	Numeric value for the number of military installations residing in a non-veteran Republican candidate's congressional district (0-21).
gender	Dichotomous indicator for non-veteran Republican candidate as female (1) or male (0)
qual_chall	Factor variable indicating whether a non-veteran Republican candidate is currently an incumbent (2), previously held public office (1), or has no elected experience (0).
vet_pop	Dichotomous indicator for congressional district percent military veteran population as above (1) or below (0) the national average.
ss_party	Factor variable for partisanship of a non-veteran Republican candidate's congressional district as Democratic safe (less than 55% average Republican presidential vote-share), Republican safe (more than 45% average Republican presidential vote-share), or Competitive (45-55% average Republican presidential vote-share).

vet_democrat_data.rds

unique	Unique identifier for each candidate. Created using candidate name, jacobson state-district identifier, and year. Merging variable to combine data sets.
strategic	Dichotomous indicator for non-veteran Democrat's status as a "professional" candidate (1) or not (0). Professionalized candidates are those individuals who are currently holding a seat in Congress, garner electoral experience before running for Congress, or accumulating sufficient funds in the primary to mount a credible campaign.
narrow_military	Dichotomous indicator for non-veteran Democrat candidate's status as having discussed veterans' issues in their web-based campaign platform (1) or not (0).
military_number	Dichotomous indicator for non-veteran Democrat's status as having run against a military veteran opponent in a partisan primary election (1) or not (0).
quality_cand	Dichotomous indicator for non-veteran Democrat's status as having elected experience (1) or not (0).

openrrace	Dichotomous indicator for non-veteran Democrat's status as having run in a congressional district that without (1) or with (0) a running incumbent.
dem_pres_average	Congressional district average Democratic presidential vote-share across 2016 and 2020 (0-100).
primary_type	Dichotomous indicator for white Democratic candidate's congressional district as having open (1) or closed/semi-closed (0) primary election rules.
year	Factor variable for the year of the congressional election (2018, 2020)
vet_rescaled	Percent of population in congressional district who currently or previously served in the U.S. Armed Forces as reported by a 2015 survey by the U.S. Army.
installations	Numeric value for the number of military installations residing in a non-veteran Republican candidate's congressional district (0-21).
gender	Dichotomous indicator for non-veteran Democratic candidate as female (1) or male (0)
qual_chall	Factor variable indicating whether a non-veteran Democratic candidate is currently an incumbent (2), previously held public office (1), or has no elected experience (0).
vet_pop	Dichotomous indicator for congressional district percent military veteran population as above (1) or below (0) the national average.
ss_party	Factor variable for partisanship of a non-veteran Democratic candidate's congressional district as Democratic safe (more than 55% average Democratic presidential vote-share), Republican safe (less than 45% average Democratic presidential vote-share), or Competitive (45-55% average Democratic presidential vote-share).