Appendix E: Full Numerical Results and Model Specifications

Hypotheses testing (Model A)

Model A1. H1, H2, and H3 were tested by estimating Average Marginal Component Effects (AMCEs), using the R package "cregg" developed by Leeper (2020). The AMCEs indicate how much the rating of a profile (in our case, incivility perceptions) changes when a given attribute is compared to a chosen baseline (Hainmueller et al., 2014). Our analytical model (Model A1, see Table E1) includes incivility perceptions as the dependent variable. The independent variables are the postulated contextual drivers of incivility perceptions, i.e., each attribute included in the conjoint design: candidate gender (baseline: Female), leadership traits (baseline: High communion/low agency), insider/outsider status (baseline: Insider, attack type), issue type (baseline: Economic issue) and prevalence of incivility (baseline: Low incivility context). Considering the well-established role of partisanship in coloring incivility perceptions, we also included an additional attribute capturing whether respondents rated an uncivil attack from an in-party candidate, an out-party candidate, or a candidate with undisclosed party affiliation (baseline: "undisclosed party affiliation"). This ensures we accurately isolate the impact of the attributes under investigation. While specific hypotheses regarding this attribute have not been formulated, it likely deeply influences perceptions of incivility. Thus, by incorporating it into our model, we ensure that we accurately isolate the impact of the attributes under investigation. As AMCEs were calculated on a stacked dataset, whereby each profile is treated as the unit of analysis, the model was corrected for within-respondent clustering. Results were considered significant at the p-value of 0.008.

Table E1. Results of conjoint analysis. Model A1.

Attribute	**Level**	***ACME***	***se***	***z***	***p***
Candidate: gender *(Ref: Female)*	Male	0.55	0.43	1.270	0.204
Candidate: leadership traits *(Ref: High communion, low agency)*	High agency, low communion	4.24	0.47	9.001	0.000
Candidate: insider/outsider status *(Ref: Insider)*	Outsider	0.10	0.44	0.227	0.820
Attack type *(Ref: Attack)*	Counterattack	-0.46	0.43	-1.066	0.286
Issue type *(Ref: Economic issue)*	Moral issue	0.32	0.43	0.751	0.453
Incivility context *(Ref: Low incivility context)*	High incivility context	3.56	0.47	7.508	0.000
Partisan congruency *(Ref: Unknown)*	Outparty	3.925	0.58	6.647	0.000
	Inparty	-2.68	0.63	-4.227	0.000

Model A2 (Robustness check 1). As a first robustness check, Model A1 was replicated by running an OLS regression model with incivility perceptions as our dependent variable and each attribute as independent variables, controlling for respondents' gender (binary; male = 47%, female = 52%), political interest (4-point scale, from "not at all interested" to "very interested" ; $M = 3.28$, $SD = 0.73$), partisan identification (7-point scale, from strong Democrat to strong Republican; $M = 3.44$, $SD = 2.14$) and issue importance (5-point scale, from "not at all important" to "very important;" $M = 3.89$, $SD = 1.23$). The model is corrected for within-respondent clustering. Results are considered significant at the p-value of 0.008.

Table E2. Results from OLS Multiple regression model predicting incivility perceptions from each of the conjoint attributes, controlling for respondents' sex, political interest, strength of partisan identification, and issue importance.

	DV: Incivility perceptions	
	Coeff.	**se**
Male (Candidate)	0.52	0.43
High agency, low communion	4.22***	0.43
Outsider	0.13	0.43
Counterattack	-0.42	0.43
Moral issue	0.41	0.43
High incivility context	3.56***	0.43
Partisan congruency (Ref: Unknown)		
Inparty	3.76***	0.52
Outparty	-2.79***	0.52
Male (Respondent)	-1.83***	0.44
Political interest	-0.76	0.30
Strength of partisan identification	-0.86***	0.10
Issue importance	0.14	0.18
(Intercept)	57.34***	1.36
Observations	10,880	
Adjusted R^2	0.04	
F Statistic	34.02*** (df = 12; 10,867)	

Notes : ****p < 0.001, **p < 0.005, *p < 0.008*

Model A3 & Model A4 (Robustness check 2). As a second robustness check, Model A1 was replicated per type of potentially uncivil conduct, i.e., insulting language and ridicule. This meant running the same model splitting the sample in two: one the one hand, respondents who rated an attack containing insulting language (Model A3; $N = 5{,}455$), on the other respondents who rated an attack containing ridicule (Model A4; $N = 5{,}465$).

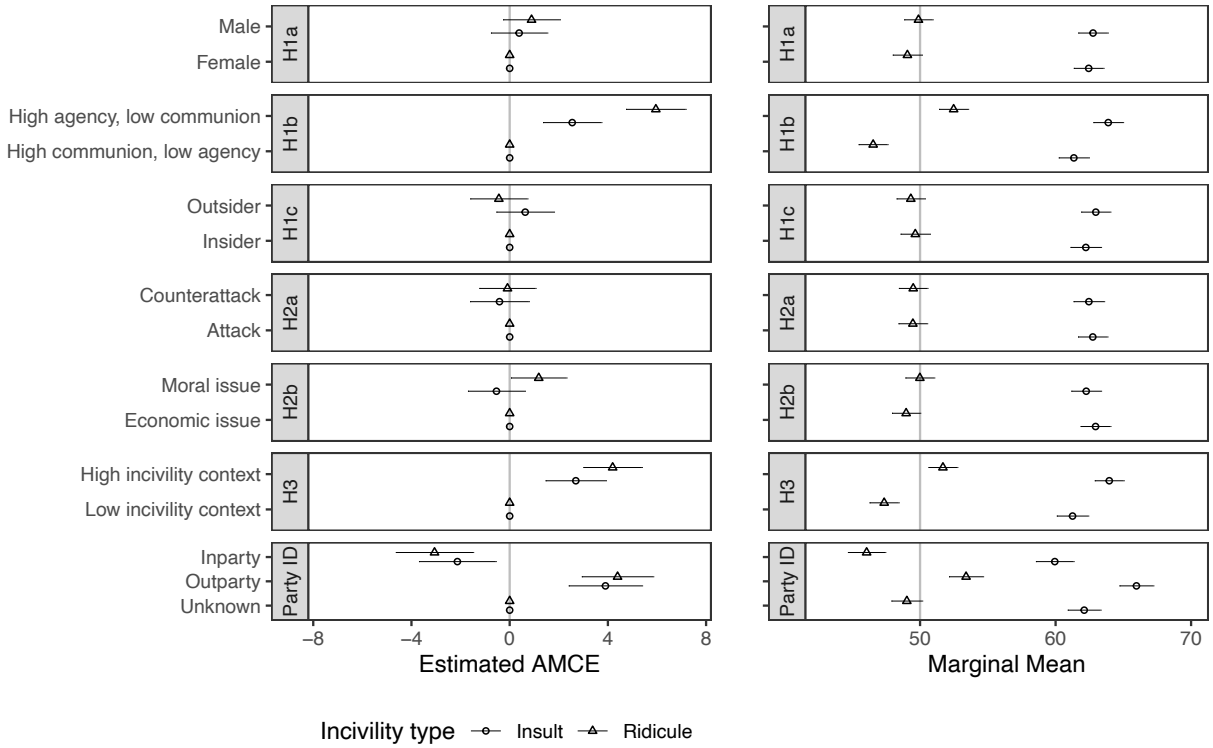
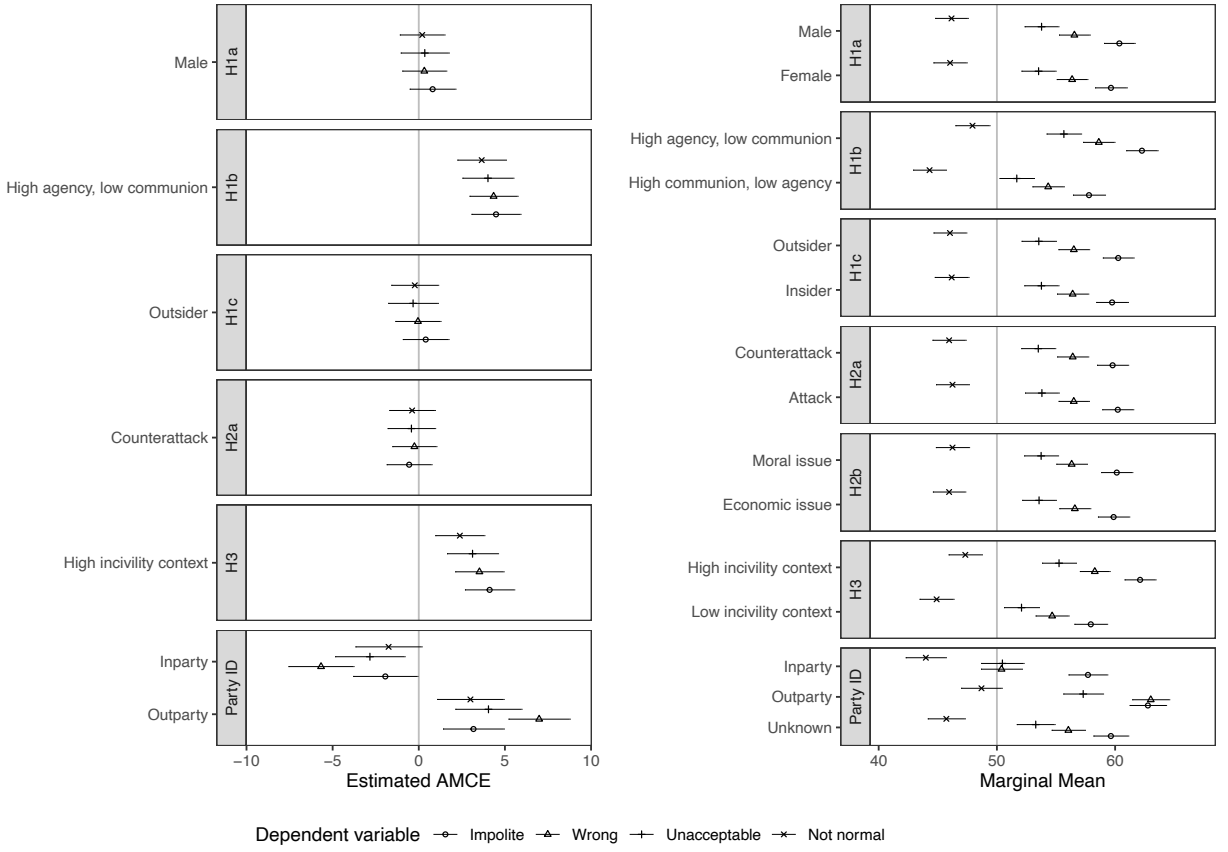


Figure E1. ACMEs (on the left) and Marginal Means (on the right) predicting incivility perceptions by type of incivility. Results from Model A3 (insulting language) and Model A4 (ridicule)

Model A5, A6, A7, A8 (Robustness check 3). As a final robustness check, M1 was replicated using the "impoliteness" and "appropriateness" scales as dependent variables, instead of the composite measure of incivility perceptions. This simply meant substituting incivility perceptions with respondents' rating of each attacke on the following measures: "impolite" (Model A5), "wrong" (Model A6), "unacceptable" (Model A7), and "not normal (Model A8).



Note: *To ease comparison, the ACMEs model does not present the attributes' reference categories (always set to zero)*

Figure E2. ACMEs (on the left) and Marginal Means (on the right) predicting perceptions of impoliteness and inappropriateness. Results from Models A5 (dv: polite-impolite), A6 (dv: right-wrong), A7 (dv: acceptable-unacceptable), A8 (dv: normal-not normal)

Exploratory analysis 1 (Model B)

Model B1. We explore the relationship between individual-level factors and incivility perceptions by regressing the latter on each individual level variable (one model per variable), controlling for age, gender, educational level, political interest, partisan identification, issue importance, and partisan congruence.

Table E3. Results from OLS Multiple regression models predicting incivility perceptions from individual-level correlates. Model B1.1-B1.9.

	MB1.1	**MB1.2**	**MB1.3**	**MB1.4**	**MB1.5**	**MB1.6**	**MB1.7**	**MB1.8**	**MB1.9**
	Coeff. (se)	*Coeff. (se)*	*Coeff. (se)*	*Coeff. (se)*	*Coeff. (se)*	*Coeff. (se)*	*Coeff. (se)*	*Coeff. (se)*	*Coeff. (se)*
Populist attitudes	-0.76** (0.23)								
Authoritarian aggression		-1.86*** (0.19)							
Perceived social marginalization			-0.45*** (0.08)						
Perceived status loss				-0.45*** (0.08)					
Perceived inability to gain status					-0.37*** (0.08)				
Narcissism						-1.07*** (0.16)			
Psychopathy							-0.19 (0.18)		
Machiavellianism								-0.58*** (0.16)	
Trait aggressiveness									-0.63** (0.19)
Male (Respondent)	-1.71*** (0.44)	-1.58*** (0.44)	-159*** (0.44)	-1.59*** (0.44)	-1.60*** (0.44)	-1.54*** (0.44)	-1.59*** (0.45)	-1.51*** (0.45)	-1.47*** (0.45)
Age	0.10*** (0.02)	0.11*** (0.02)	0.09*** (0.02)	0.09*** (0.02)	0.09*** (0.02)	0.089**(0.02)	0.10*** (0.02)	0.09*** (0.02)	0.09*** (0.02)
Education	0.15 (0.13)	0.18 (0.12)	0.17 (0.13)	0.17 (0.13)	0.18 (0.13)	0.34** (0.13)	0.21 (0.13)	0.22 (0.13)	0.19 (0.13)
Political interest	-1.23*** (0.31)	-1.28*** (0.31)	-1.13 *** (0.31)	-1.11*** (0.31	-1.16*** (0.31)	-1.11** (0.31)	-1.23*** (0.31)	-1.20*** (0.31)	-1.20*** (0.31)
Strength of partisan identification	-0.85*** (0.11)	-0.39*** (0.12)	-0.90*** (0.10)	-0.88*** (0.10)	-0.92*** (0.10)	-0.91*** (0.10)	-0.91*** (0.10)	-0.92*** (0.10)	-0.91*** (0.10)
Issue importance	0.15 (0.18)	0.10 (0.18)	0.10 (0.18)	0.11 (0.18)	0.09 (0.18)	0.05 (0.18)	0.05 (0.18)	0.05 (0.18)	0.07 (0.18)
Partisaship (Ref: Unknown)									
Inparty	3.72*** (0.53)	3.83*** (0.53)	3.72*** (0.53)	3.70*** (0.53)	3.75*** (0.53)	3.89*** (0.53)	3.75*** (0.53)	3.79*** (0.53)	3.75*** (0.53)
Outparty	-2.75*** (0.53)	-2.65*** (0.53)	-2.73*** (0.53)	-2.74*** (0.53)	-2.71*** (0.53)	-2.62*** (0.53)	-2.71*** (0.53)	-2.69*** (0.53)	-2.71*** (0.53)
Intercept	60.07*** (2.39)	60.86*** (2.06)	58.11*** (2.04)	57.77*** (2.03)	58.05*** (2.05)	58.11*** (2.03)	56.56*** (2.07)	57.73*** (2.06)	58.37*** (2.13)
Observation	10850	10850	10850	10850	10850	10850	10850	10850	10850
Adjusted R^2	0.025	0.032	0.027	0.027	0.026	0.028	0.024	0.025	0.025
F Statistic	31.22*** (df = 9; 10840)	41.99*** (df = 9; 10840)	34.35*** (df = 9; 10840)	34.65*** (df = 9; 10840)	33.56*** (df = 9; 10840)	36.40*** (df = 9; 10840)	31.23*** (df = 9; 10840)	32.58*** (df = 9; 10840)	32.32*** (df = 9; 10840)

Notes : ****p < 0.001, **p < 0.01, *p < 0.05*

Model B2, B3 (Robustness check 1). Models B1.1-B1.9 are replicated per incivility type.

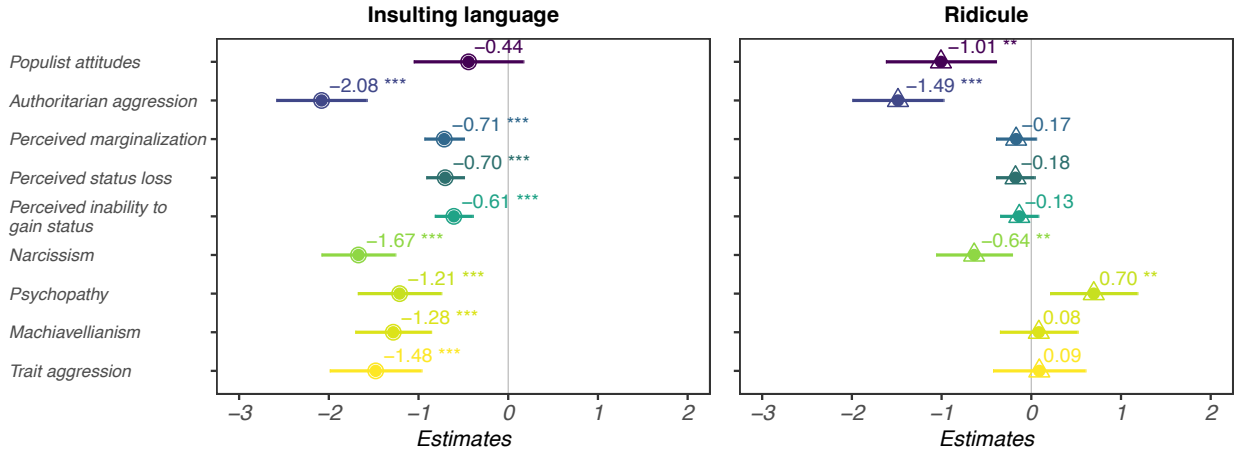


*Figure E3. Regression coefficients for individual-level correlates of perceptions of incivility, by incivility type. Results from OLS regression Models B2.1 – B2.9 (insulting language), B3.1-B3.9 (ridicule). All models control for age, gender, education, political interest, strength of partisan identification, issue importance, and partisan congruency. Note: ***p < 0.001, **p < 0.01, *p < 0.05.*

Model B3, B4, B5, B6, B7 (Robustness check 2). Models B1.1-B1.9 are replicated using the "impoliteness" and "appropriateness" scales as dependent variables.

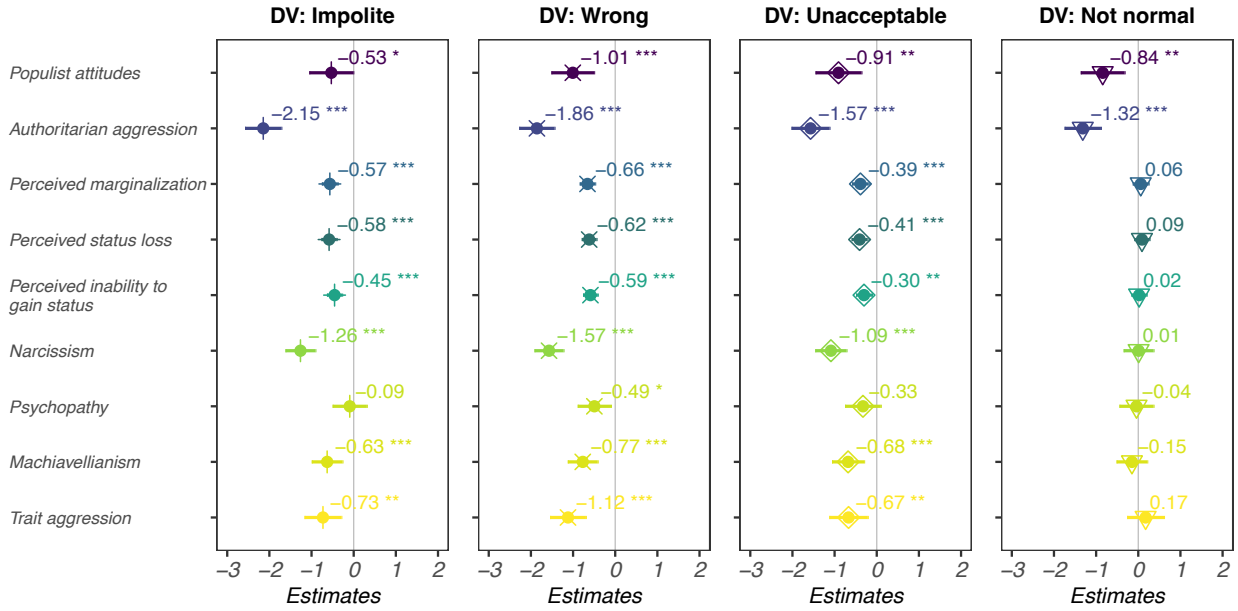


*Figure E4. Regression coefficients for individual-level correlates of perceptions of "impoliteness" and "inappropriateness.". Results from Models B4.1-B4.9 (dv: polite-impolite), B5.1-B5.9 (dv: right-wrong), B6.1-B6.9 (dv: acceptable-unacceptable), B7.1-B7.9 (dv: normal-not normal). All models control for age, gender, education, political interest, strength of partisan identification, issue importance, and partisan congruency. Note: ***p < 0.001, **p < 0.01, *p < 0.05.*

Sensitivity analysis for Model B1

A sensitivity analysis was conducted with the R package sensemakr (Cinelli & Hazlett, 2020) to estimate how unobserved confounders may have biased the observed correlations between each individual level predictor and incivility perceptions (for a similar application see Steiner et al., 2023). Partisan congruency was included as benchmark covariate.

Populist attitudes	*Partial R^2*	0.001
	Robustness value (q = 1)	0.029
	Robustness value (q = 1, alpha = 0.05)	0.011
Authoritarian aggression	*Partial R^2*	0.001
	Robustness value (q = 1)	0.089
	Robustness value (q = 1, alpha = 0.05)	0.072
Perceived social marginalization	*Partial R^2*	0.003
	Robustness value (q = 1)	0.050
	Robustness value (q = 1, alpha = 0.05)	0.032
Narcissism	*Partial R^2*	0.004
	Robustness value (q = 1)	0.063
	Robustness value (q = 1, alpha = 0.05)	0.046
Psychopathy	*Partial R^2*	0.001
	Robustness value (q = 1)	0.010
	Robustness value (q = 1, alpha = 0.05)	0.000
Machiavellianism	*Partial R^2*	0.001
	Robustness value (q = 1)	0.034
	Robustness value (q = 1, alpha = 0.05)	0.016
Trait aggressiveness	*Partial R^2*	0.001
	Robustness value (q = 1)	0.031
	Robustness value (q = 1, alpha = 0.05)	0.013

Exploratory analysis 2 (Model C)

Model C1. We conducted a separate mediation analysis for each of the attribute of the conjoint that significantly predicted variations in incivility perceptions, namely leadership traits and incivility setting. Following a model-based causal mediation analysis, we proceed in two steps. We first specified the mediator and the outcome models. The first one modelled the mediator (i.e., incivility perceptions) as a function of the independent variable (i.e., each conjoint attribute). The second modelled the dependent variable (i.e., candidate evaluation) as a function of both the mediator and the independent variable. We used linear regression models for both models, controlling for respondents' gender, political interest, partisanship, issue importance, and partisan congruence. The results of these models were then used to conduct a mediation analysis using the R mediation packaged by Tingley and colleagues (2012).

Table E4. Summary of indirect, direct, and total effect of contextual drivers on candidate evaluation through incivility perceptions.

	Leadership traits (model C1.1)			***Incivility context (model C1.2)***		
		Percentile bootstrap [a] 95% confidence interval			Percentile bootstrap [a] 95% confidence interval	
	Estimate	Lower	Upper	Estimate	Lower	Upper
Indirect	-2.97***	-3.56	-2.37	-2.56***	-3.15	-1.96
Direct	-3.22***	-4.01	-2.52	-2.31***	-3.09	-1.62
Total	-6.18***	-7.14	-5.30	-4.87***	-5.82	-3.99
Prop. Mediated	0.48***	0.41	0.56	0.53***	0.43	0.64

*Notes. ***p < .001, **p < .01, *p < .05*
[a] 1,000 bootstrap samples.

Table E5. Summary of indirect, direct, and total effect of partisan congruence on candidate evaluation through incivility perceptions.

	Outparty (Ref: Unknown) (model C1.3)			***Inparty (Ref: Unknown) (model C1.4)***			***Inparty (Ref: Outparty) (model C1.5)***		
		Percentile bootstrap [a] 95% confidence interval			Percentile bootstrap [a] 95% confidence interval			Percentile bootstrap [a] 95% confidence interval	
	Estimate	Lower	Upper	Estimate	Lower	Upper	Estimate	Lower	Upper
Indirect	-2.69***	-3.38	-1.98	1.95***	1.22	2.72	4.64***	3.79	5.42
Direct	-5.48***	-6.38	-4.53	6.97***	6.10	7.79	12.46***	11.50	13.40
Total	-8.18***	-9.29	-7.08	8.92***	7.79	10.05	17.10***	15.84	18.30
Prop. Mediated	0.33***	0.26	0.41	0.22***	0.15	0.28	0.27***	0.23	0.31

*Notes. ***p < .001, **p < .01, *p < .05*
[a] 1,000 bootstrap samples.

Model C2, C3 (Robustness check 1). Model C1.1 and C1.2 are replicated per incivility type.

Table E6. Summary of indirect, direct, and total effect of contextual drivers on candidate evaluation through incivility perceptions for respondents exposed to "insulting language" (N = 5,455)

	Leadership traits (model C2.1)			***Incivility context (model C2.2)***		
		Percentile bootstrap [a] 95% confidence interval			Percentile bootstrap [a] 95% confidence interval	
	Estimate	Lower	Upper	Estimate	Lower	Upper
Indirect	-1.67***	-2.42	-0.91	-1.89***	-1.63	-1.12
Direct	-2.75***	-3.87	-1.76	-2.42***	-3.54	-1.43
Total	-4.42***	-5.73	-3.18	-4.31***	-5.61	-3.08
Prop. Mediated	0.38***	0.24	0.53	0.44***	0.29	0.61

*Notes. ***p < .001, **p < .01, *p < .05*
[a] 1,000 bootstrap samples.

Table E7. Summary of indirect, direct, and total effect of contextual drivers on candidate evaluation through incivility perceptions for respondents exposed to "ridicule" (N = 5,465)

	Leadership traits (model C3.1)			***Incivility context (model C3.2)***		
		Percentile bootstrap [a] 95% confidence interval			Percentile bootstrap [a] 95% confidence interval	
	Estimate	Lower	Upper	Estimate	Lower	Upper
Indirect	-4.36***	-5.21	-3.50	-3.14***	-4.00	-2.28
Direct	-3.57***	-4.69	-2.60	-2.16***	-3.25	-1.19
Total	-7.93***	-9.29	-6.69	-5.30***	-6.65	-4.07
Prop. Mediated	0.55***	0.46	0.65	0.59***	0.47	0.75

*Notes. ***p < .001, **p < .01, *p < .05*
[a] 1,000 bootstrap samples.

Model C4, C5, C6, C7 (Robustness check 1). Model C1.1 and C1.2 are replicated using the "impoliteness" and "appropriateness" scales as mediating variables.

Table E8. Summary of indirect, direct, and total effect of contextual drivers on candidate evaluation through perceptions of "impoliteness."

	Leadership traits (model C4.1)			***Incivility context (model C4.2)***		
		Percentile bootstrap [a] 95% confidence interval			Percentile bootstrap [a] 95% confidence interval	
	Estimate	Lower	Upper	Estimate	Lower	Upper
Indirect	-2.39***	-2.91	-1.86	-2.25***	-2.75	-1.70
Direct	-3.79***	-4.65	-3.05	-2.64***	-3.48	-1.90
Total	-6.18***	-7.15	-5.27	-4.87***	-5.81	-3.96
Prop. Mediated	0.39***	0.32	0.47	0.46***	0.37	0.57

*Notes. ***p < .001, **p < .01, *p < .05*
[a] 1,000 bootstrap samples.

Table E9. Summary of indirect, direct, and total effect of contextual drivers on candidate evaluation through perceptions of "wrongness".

	Leadership traits (model C5.1)			***Incivility context (model C5.2)***		
		Percentile bootstrap [a] 95% confidence interval			Percentile bootstrap [a] 95% confidence interval	
	Estimate	Lower	Upper	Estimate	Lower	Upper
Indirect	2.86***	-3.51	-2.24	-2.42***	-3.05	-1.78
Direct	-3.31***	-4.06	-2.65	-2.44***	-3.20	-1.79
Total	-6.19***	-7.13	-5.31	-4.86***	-5.81	-3.99
Prop. Mediated	0.47***	0.39	0.55	0.50***	0.40	0.60

*Notes. ***p < .001, **p < .01, *p < .05*
[a] 1,000 bootstrap samples.

Table E10. Summary of indirect, direct, and total effect of contextual drivers on candidate evaluation through perceptions of "unacceptability".

	Leadership traits (model C6.1)			***Incivility context (model C6.2)***		
		Percentile bootstrap [a] 95% confidence interval			Percentile bootstrap [a] 95% confidence interval	
	Estimate	Lower	Upper	Estimate	Lower	Upper
Indirect	-2.00***	-2.52	-1.48	-1.61***	-2.12	-1.08
Direct	-4.18***	-5.03	-3.44	-3.27***	-4.12	-2.52
Total	-6.18***	-7.14	-5.28	-4.87***	-5.83	-3.96
Prop. Mediated	0.33***	0.25	0.40	0.33***	0.24	0.43

*Notes. ***p < .001, **p < .01, *p < .05*
[a] 1,000 bootstrap samples.

Table E100. Summary of indirect, direct, and total effect of contextual drivers on candidate evaluation through perceptions of "abnormality".

	Leadership traits (model C7.1)			***Incivility context (model C7.2)***		
		Percentile bootstrap [a] 95% confidence interval			Percentile bootstrap [a] 95% confidence interval	
	Estimate	Lower	Upper	Estimate	Lower	Upper
Indirect	-1.38***	-1.77	-1.00	-0.96***	-1.34	-0.58
Direct	-4.81***	-5.74	-3.99	-3.91***	-4.83	-3.10
Total	-6.19***	-7.16	-5.31	-4.87***	-5.84	-4.00
Prop. Mediated	0.23***	0.17	0.29	0.20***	0.13	0.28

*Notes. ***p < .001, **p < .01, *p < .05*
[a] 1,000 bootstrap samples.