**Appendix 1: Additional Data on Advertising Analyses**

|  |  |  |  |
| --- | --- | --- | --- |
| **Table A1: Descriptive Data on Women of Color who Aired Campaign Ads** | | | |
| **Year** | **Office** | **Candidate** | **Number** |
| 2010 | Governor | Black Women | 0 |
| 2010 | Governor | Latina | 0 |
| 2010 | Governor | Asian Woman | 0 |
| 2010 | Governor | Other Minority | 1 |
| 2010 | House | Black Women | 5 |
| 2010 | House | Latina | 4 |
| 2010 | House | Asian Woman | 1 |
| 2010 | House | Other Minority | 0 |
| 2010 | Senate | Black Women | 0 |
| 2010 | Senate | Latina | 0 |
| 2010 | Senate | Asian Woman | 0 |
| 2010 | Senate | Other Minority | 0 |
| 2012 | Governor | Black Women | 0 |
| 2012 | Governor | Latina | 0 |
| 2012 | Governor | Asian Woman | 0 |
| 2012 | Governor | Other Minority | 0 |
| 2012 | House | Black Women | 5 |
| 2012 | House | Latina | 3 |
| 2012 | House | Asian Woman | 6 |
| 2012 | House | Other Minority | 0 |
| 2012 | Senate | Black Women | 0 |
| 2012 | Senate | Latina | 0 |
| 2012 | Senate | Asian Woman | 1 |
| 2012 | Senate | Other Minority | 0 |
| 2014 | Governor | Black Women | 0 |
| 2014 | Governor | Latina | 1 |
| 2014 | Governor | Asian Woman | 1 |
| 2014 | Governor | Other Minority | 0 |
| 2014 | House | Black Women | 2 |
| 2014 | House | Latina | 2 |
| 2014 | House | Asian Woman | 2 |
| 2014 | House | Other Minority | 0 |
| 2014 | Senate | Black Women | 1 |
| 2014 | Senate | Latina | 0 |
| 2014 | Senate | Asian Woman | 0 |
| 2014 | Senate | Other Minority | 0 |
| 2016 | Governor | Black Women | 0 |
| 2016 | Governor | Latina | 0 |
| 2016 | Governor | Asian Woman | 0 |
| 2016 | Governor | Other Minority | 0 |
| 2016 | House | Black Women | 3 |
| 2016 | House | Latina | 5 |
| 2016 | House | Asian Woman | 6 |
| 2016 | House | Other Minority | 2 |
| 2016 | Senate | Black Women | 1 |
| 2016 | Senate | Latina | 2 |
| 2016 | Senate | Asian Woman | 2 |
| 2016 | Senate | Other Minority | 0 |
| 2018 | Governor | Black Women | 1 |
| 2018 | Governor | Latina | 1 |
| 2018 | Governor | Asian Woman | 2 |
| 2018 | Governor | Other Minority | 0 |
| 2018 | House | Black Women | 14 |
| 2018 | House | Latina | 9 |
| 2018 | House | Asian Woman | 6 |
| 2018 | House | Other Minority | 3 |
| 2018 | Senate | Black Women | 0 |
| 2018 | Senate | Latina | 0 |
| 2018 | Senate | Asian Woman | 1 |
| 2018 | Senate | Other Minority | 0 |

**Appendix 2:**

**Coding Procedures for Advertising Data**

We coded ads based on parental status in two parts. First, we coded ads that discussed any mentions of a candidate’s family members, my brother, my mom, and ads that mentioned a candidate’s own familial roles, I’m a mother or I’m a father. Coders were instructed to code only ads that mention a candidate’s own family and not general mentions of families, such as “Families in America are struggling.: The entire corpus of campaign ads was coded to identify these family mentions. 10% of the ads were coded by 2 independent coders to ensure a reasonable level of intercoder reliability. We include the intercoder reliability statistics for the ads broken down by year and office below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Table A2: Intercoder Reliability** | | | | |
| **Data Set** | **x Double Coded** | **% Agreement** | **Cohen’s**  **Kappa** | **Krippendorf’s Alpha** |
| 2010 Governor | 183 | 93.77% | .78662 | .78673709 |
| 2010 House | 311 | 95.09% | .75448 | .75437221 |
| 2010 Senate | 140 | 98.48% | .80732 | .8073353 |
| 2012 Governor | 52 | 93.12% | .71936 | .71949385 |
| 2012 House | 271 | 94.09% | .71936 | .71949385 |
| 2012 Senate | 162 | 98.688 | .77318 | .7732511 |
| 2014 Governor | 162 | 94.91% | .871125 | .87119085 |
| 2014 House | 210 | 96.19% | .87683333 | .87705226 |
| 2014 Senate | 185 | 98.92% | .79225064 | .79225064 |
| 2016 Governor | 70 | 90% | .8544 | .85508553 |
| 2016 House | 200 | 95.81% | .9193 | .91947199 |
| 2016 Senate | 139 | 93.52% | .8057 | .80612574 |
| 2018 Governor | 229 | 96.87% | .85168 | .85192743 |
| 2018 House | 374 | 89.11% | .63435 | .63328838 |
| 2018 Senate | 159 | 91.25% | .7500425 | .75012305 |

Based on these data of ads that include some mention of a candidate’s family, we then conducted a second round of coding of these approximately 1,890 campaign ads that mentioned family in some way. A coder, blind to the exact purpose of this study, reviewed all 1,890 ad transcripts and indicated whether the candidate’s familial mention disclosed the candidate’s own parental status. The coder relied on the following instructions:

*If the ad text refers to a candidate’s parental status, mother or father, and/or discusses the candidate’s children, either the candidate talking about their kids or a child appearing in the ad and talking about their parent (the candidate) then you will code the ad as a parental ad.*

*Examples of parental references to code for:*

*father/mother—only about the candidate as a mother or father, not about mothers and fathers generally such as “Moms in America support….”*

*Any references to the candidate’s son, daughter*

*Code other familial references such as references to grandparents, aunts/uncles, brothers, sisters as other family references not parental references.*

*Do not code for general and vague references to families or familial roles such as “Families in America are struggling, single moms in America are struggling…”*

Just over 10% of these ads, 250 ads, were coded by a second coder blind to the purpose of this study. This coder used the same instructions above. The intercoder reliability for ads that mention a candidate’s parental status was Cohen’s kappa = 0.7274, and using the more stringent Krippendorf’s alpha = 0.7278. Both intercoder reliability tests indicate a very high level of agreement between the coders.

**Data Collection on Candidate’s Parental Status**

To supplement our campaign advertising data we also collected data on whether the candidates who aired televised ads in a general election House, Senate, or gubernatorial race between 2010 and 2018 were, in fact, mothers (or fathers) at the time they were running for office. A team of student researchers searched for a candidate’s parental status using several objective data sources: (a) the biography page of a candidate’s campaign website, (b) the biography page of an incumbent politicians official government website, or (c) Ballotpedia entries that are often based on candidate disclosures of information. Students relied on the first two sources as their primary way to check a candidate’s parental status as these are sites where candidates are choosing to declare information about whether they have children as opposed to sites that merely speculate on a candidate’s parental status.

We found parental status data for about 1,440 general election candidates in our data, there are 115 candidates that we could confirm were not parents at the time they ran for office, and 87 general election candidates for whom we just could not confirm one way or the other whether they were a parent. If there was any ambiguity in the publicly available information about a candidate’s parental status we left this as missing data, and we only recorded candidates as non-parents if we could find definitive information that the candidate does not have children.

Table A3 below breaks down candidates by gender, party, and racial/ethnic minority status with data on how many candidates in our data set that are parents.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table A3: Candidate Parental Status, Gender, Party, Race and Disclosing Parental Status in Ads** | | | | | |
| **Candidate Gender** | **Candidate Party** | **Candidate Race/Ethnicity** | **Number of candidates** | **% of Candidates within Gender, Party, and Parental Status** | **% of All Candidates who are Parents**  **(N = 1440)** |
| Women | Democratic | Minority | 10 | 4.55% | 0.69% |
| Women | Republican | Minority | 2 | 2% | 0.14% |
| Women | Democratic | White | 82 | 37.27% | 5.69% |
| Women | Republican | White | 43 | 43% | 2.99% |
| Men | Democratic | Minority | 12 | 9.08% | 0.83% |
| Men | Republican | Minority | 5 | 0.75% | 0.347% |
| Men | Democratic | White | 133 | 28% | 9.24% |
| Men | Republican | White | 220 | 32.84% | 15.28% |
|  |  |  |  |  |  |

**Appendix 2: Full Models from Advertising Analyses**

**Table A4: Parental Status Directly Mentioned in Ads**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Gender & Race | Democratic Interactions | Women Only |
|  |  |  |  |
| Female Candidate | 0.709\*\*\* | 0.765\*\*\* | -- |
|  | (0.166) | (0.203) |  |
|  |  |  |  |
| Racial/Ethnic Minority Candidate | -0.236  (0.235) | -0.531  (0.333) | -- |
|  |  |
|  |  |  |  |
| Female Candidate x Racial/Ethnic Candidate | -0.454  (0.435) | -1.030\*\*  (0.517) | -- |
|  |  |
|  |  |  |  |
| Democratic Candidate | -0.088 | -0.111 | -0.294 |
|  | (0.088) | (0.113) | (0.195) |
|  |  |  |  |
| Incumbent Candidate | -1.192\*\*\* | -1.188\*\*\* | -0.827\*\*\* |
|  | (0.125) | (0.125) | (0.233) |
|  |  |  |  |
| Candidate Parent | 4.081\*\*\* | 4.087\*\*\* | 3.418\*\*\* |
|  | (0.413) | (0.413) | (0.618) |
|  |  |  |  |
| Candidate Sponsor | -0.221 | -0.215 | -0.422\* |
|  | (0.141) | (0.142) | (0.220) |
|  |  |  |  |
| Candidate Appearance in Ad | 0.364  (0.248) | 0.365  (0.248) | 0.804  (0.579) |
|  |
| Senate Race | -0.235\* | -0.249\* | 0.112 |
|  | (0.133) | (0.137) | (0.292) |
|  |  |  |  |
| House Race | -0.000 | -0.001 | 0.025 |
|  | (0.123) | (0.125) | (0.336) |
|  |  |  |  |
| Competitive Race | -0.311\*\*\* | -0.306\*\*\* | -0.226 |
|  | (0.103) | (0.104) | (0.165) |
|  |  |  |  |
| Open Seat Race | 0.101 | 0.088 | 0.129 |
|  | (0.098) | (0.099) | (0.192) |
|  |  |  |  |
| Length of ad, in seconds | 0.029\*\*\* | 0.029\*\*\* | 0.022\*\* |
|  | (0.005) | (0.005) | (0.011) |
|  |  |  |  |
| Mixed Gender Race | -0.054 | -0.049 | 0.033 |
|  | (0.158) | (0.156) | (0.354) |
|  |  |  |  |
| All Women Race | 0.040 | 0.034 | -0.117 |
|  | (0.277) | (0.278) | (0.414) |
|  |  |  |  |
| Contrast Ads | -1.381\*\*\* | -1.381\*\*\* | -1.295\*\*\* |
|  | (0.109) | (0.108) | (0.218) |
|  |  |  |  |
| Attack Ads | -2.783\*\*\* | -2.781\*\*\* | -3.452\*\*\* |
|  | (0.412) | (0.409) | (1.117) |
|  |  |  |  |
| Majority-Minority District | 0.327  (0.291) | 0.353  (0.283) | 0.925\*\*  (0.410) |
|  |
| Year 2010 | -0.153 | -0.144 | -1.035\*\*\* |
|  | (0.139) | (0.140) | (0.308) |
|  |  |  |  |
| Year 2012 | -0.314\*\* | -0.304\*\* | -1.009\*\*\* |
|  | (0.140) | (0.141) | (0.285) |
|  |  |  |  |
| Year 2014 | -0.227 | -0.220 | -0.833\*\* |
|  | (0.153) | (0.152) | (0.361) |
|  |  |  |  |
| Year 2018 | -0.285 | -0.274 | -1.139\*\*\* |
|  | (0.232) | (0.234) | (0.395) |
|  |  |  |  |
| Female Candidate x Democratic Candidate | -- | -0.088  (0.226) | -- |
|  |  |  |
|  |  |  |  |
| Racial/Ethnic Candidate x Democratic Candidate | -- | 0.479  (0.349) | -- |
|  |  |  |
|  |  |  |  |
| Female Candidate x Racial/Ethnic Candidate x Democratic Candidate | -- | 0.603  (0.708) | -- |
|  |  |  |
|  |  |  |  |
| Black Woman | -- | -- | 0.084 |
|  |  |  | (0.643) |
|  |  |  |  |
| Latina | -- | -- | -1.849\*\*\* |
|  |  |  | (0.583) |
|  |  |  |  |
| AAPI Woman | -- | -- | -2.051\*\* |
|  |  |  | (0.896) |
|  |  |  |  |
| Other Minority Woman | -- | -- | 1.041  (0.663) |
|  |  |  |
|  |  |  |  |
| Constant | -7.208\*\*\* | -7.206\*\*\* | -5.860\*\*\* |
|  | (0.514) | (0.516) | (0.959) |
| Observations | 27467 | 27467 | 4361 |
| Pseudo *R*2 | 0.233 | 0.234 | 0.229 |

Standard errors in parentheses

\* p<0.10, \*\* p<0.05, \*\*\* p<0.01

**Appendix 3: Experimental Design Information & Full Experimental Results**

**Treatments & Questionnaire**

**A picture containing person, clothing, suit

Description automatically generatedA picture containing person, outdoor, ground, suit

Description automatically generated**

This past weekend the race for the open House seat continued as candidates gave speeches at a local rally. Sandra Jones spoke at the rally about how her experiences shaped her decision to run for office. Jones stated to the crowd: “I know what it’s like to struggle. Like you, I worry about how safe it is for children, about health care, and the economy.” Voters head to the polls on Tuesday to select a candidate.

This past weekend the race for the open House seat continued as candidates gave speeches at a local rally. Sandra Jones spoke at the rally about how her experiences as a mother shaped her decision to run for office. Jones stated to the crowd: “As a mom, I know what it’s like to struggle. Like you, I worry about how safe it is for my children, about health care, and the economy.” Voters head to the polls on Tuesday to select a candidate.

If there were an election today, how likely is it you would vote for Jones?

Very Likely, Somewhat Likely, Somewhat Unlikely, Very Likely

Please rate how well each phrase or adjective describes the candidate you read about. Give the first impression that comes to mind.

Very Well, Somewhat Well, Somewhat Unwell, Very Unwell

Strong Leadership

Cares about people like me

|  |  |  |
| --- | --- | --- |
| **Table A5: Demographic Characteristics of Experimental Samples** | | |
|  | **Motherhood Study** | **2020 Census** |
| % White | 53% | 62.71% |
| % Black | 17% | 12.92% |
| % Latino | 17.53% | 18.55% |
| % Asian | 9% | 5.75% |
| Age (M, SD) | 35 (12.51) years | 65+ years |
| % Women | 64% | 50.77% |
| % College Degree or higher | 58% | 43.84% |

*Note:* We intentionally over-sampled individuals belonging to a racial or ethnic minority group.

**Table A6: Randomization Check**

|  |  |
| --- | --- |
| *White Woman, Control* | |
| *Black Woman, Control* | |
| Political Interest | 0.034 | |
|  | (0.046) | |
|  |  | |
| Age | 0.005 | |
|  | (0.009) | |
|  |  | |
| Female Participant | -0.176 | |
|  | (0.217) | |
|  |  | |
| Participant Ideology | -0.047 | |
|  | (0.061) | |
|  |  | |
| Racial/Ethnic Minority | 0.012 | |
|  | (0.206) | |
|  |  | |
| Employed | 0.271 | |
|  | (0.228) | |
|  |  | |
| Marital Status | -0.179 | |
|  | (0.257) | |
|  |  | |
| Kids at Home | 0.146 | |
|  | (0.140) | |
|  |  | |
| College Degree | -0.333 | |
|  | (0.208) | |
|  |  | |
| Constant | -0.074 | |
|  | (0.554) | |
| *White Woman, Motherhood* |  | |
| Political Interest | 0.029 | |
|  | (0.046) | |
|  |  | |
| Age | 0.011 | |
|  | (0.009) | |
|  |  | |
| Female Participant | -0.124 | |
|  | (0.217) | |
|  |  | |
| Participant Ideology | -0.021 | |
|  | (0.066) | |
|  |  | |
| Racial/Ethnic Minority | 0.268 | |
|  | (0.205) | |
|  |  | |
| Employed | 0.361 | |
|  | (0.230) | |
|  |  | |
| Marital Status | 0.006 | |
|  | (0.251) | |
|  |  | |
| Kids at Home | 0.119 | |
|  | (0.139) | |
|  |  | |
| College Degree | -0.106 | |
|  | (0.204) | |
|  |  | |
| Constant | -0.764 | |
|  | (0.575) | |
| *Black Woman, Motherhood* |  | |
| Political Interest | 0.050 | |
|  | (0.046) | |
|  |  | |
| Age | -0.003 | |
|  | (0.009) | |
|  |  | |
| Female Participant | -0.283 | |
|  | (0.215) | |
|  |  | |
| Participant Ideology | -0.084 | |
|  | (0.061) | |
|  |  | |
| Racial/Ethnic Minority | 0.283 | |
|  | (0.206) | |
|  |  | |
| Employed | 0.251 | |
|  | (0.229) | |
|  |  | |
| Marital Status | 0.295 | |
|  | (0.249) | |
|  |  | |
| Kids at Home | 0.034 | |
|  | (0.140) | |
|  |  | |
| College Degree | -0.068 | |
|  | (0.204) | |
|  |  | |
| Constant | 0.063 | |
|  | (0.554) | |
| Observations | 798 | |
| Pseudo *R*2 | 0.011 | |

Standard errors in parentheses

\* p<0.10, \*\* p<0.05, \*\*\* p<0.01

|  |  |  |  |
| --- | --- | --- | --- |
| **Table A7: Full Set of Experimental Comparisons, M(SD)** | | | |
| ***Strong Leadership*** | | | |
|  | **Motherhood Message** | **Control** | **p-value** |
| Black Woman | 0.6666667  (0.2270017) | 0.7077409  (0.2263071) | 0.0643 |
| White Woman | 0.631746  (0.203237) | 0.6183801  (0.1862646) | 0.4805 |
| p-value | 0.0982 | 0.0000 |  |
| ***Cares About People Like Me*** | | | |
|  | **Motherhood Message** | **Control** | **p-value** |
| Black Woman | 0.768116  (0.2563393) | 0.7977883  (0.258558) | 0.2394 |
| White Woman | 0.6714286  (0.2756821) | 0.6292835  (0.27908150) | 0.1185 |
| p-value | 0.0002 | 0.0000 |  |
| ***Vote Support*** | | | |
|  | **Motherhood Message** | **Control** | **p-value** |
| Black Woman | 0.6793049  (0.2296727) | 0.6871069  (0.2105721) | 0.7159 |
| White Woman | 0.5805947  (0.2108162) | 0.5732087  (0.2107908) | 0.7175 |
| p-value | 0.0000 | 0.0000 |  |

*Note:* All p-values from two-tailed t-tests. Means presented with standard deviations in parentheses.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table A8: Comparisons in Motherhood Treatment Based on Participant Race/Ethnicity, M(SD)** | | | |
| ***Strong Leadership*** | | | |
|  | **Minority Participants** | **White Participants** | **p-value** |
| Black Woman, Motherhood | .6697819  (.2444149) | .6633664  (.2081402) | 0.8391 |
| White Woman, Motherhood | .6330275  (.2172829) | .6303631  (.1879775) | 0.9246 |
| p-value | 0.2439 | 0.2384 |  |
| ***Cares About People Like Me*** | | | |
|  | **Minority Participants** | **White Participants** | **p-value** |
| Black Woman, Motherhood | .7955975  (.254362) | .7392739  (.2564889 ) | 0.1143 |
| White Woman, Motherhood | .6207951  (.3024859) | .7260726  (.2328378) | 0.0054 |
| p-value | 0.0000 | 0.7021 |  |
| ***Vote Support*** | | | |
|  | **Minority Participants** | **White Participants** | **p-value** |
| Black Woman, Motherhood | .6728972  (.233384) | .6858974  (.2267301) | 0.6820 |
| White Woman, Motherhood | .5382263  (.2308878) | .625  (.1780119) | 0.0025 |
| p-value | 0.0000 | 0.0000 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Table A8: Comparisons in Motherhood Treatment Based on Participant Gender** | | | |
| ***Strong Leadership*** | | | |
|  | **Women Participants** | **Men Participants** | **p-value** |
| Black Woman, Motherhood | .7052342  (.2072308) | .6130268 (.2431148) | 0.0036 |
| White Woman, Motherhood | .6430446  (.2021974) | .6144578  (.2048327) | 0.3202 |
| p-value | 0.0175 | 0.9670 |  |
| ***Cares About People Like Me*** | | | |
|  | **Women Participants** | **Men Participants** | **p-value** |
| Black Woman, Motherhood | .8126722  (.2313109) | .7054264  (.277329) | 0.0028 |
| White Woman, Motherhood | .6745407  (.2893298) | .6666667  (.2550307) | 0.8402 |
| p-value | 0.0001 | 0.3461 |  |
| ***Vote Support*** | | | |
|  | **Women Participants** | **Men Participants** | **p-value** |
| Black Woman, Motherhood | .7024794  (.2143105 ) | .6481482  (.2466308) | 0.0893 |
| White Woman, Motherhood | .5879265  (.2118895) | .5697675  (.2099877) | 0.5386 |
| p-value | 0.0001 | 0.0247 |  |

**Table A9: Participant Parenthood Interaction Models**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Strong Leadership | Cares About | Vote Choice |
| Black Woman Condition | 0.107\*\*\* | 0.209\*\*\* | 0.135\*\*\* |
|  | (0.024) | (0.031) | (0.025) |
|  |  |  |  |
| Motherhood Condition | 0.024 | 0.046 | -0.009 |
|  | (0.024) | (0.030) | (0.024) |
|  |  |  |  |
| Black Woman Condition x Motherhood Condition | -0.070\*\*  (0.034) | -0.071\*  (0.043) | -0.018  (0.035) |
|  |
| Participant Parenthood Status | 0.029 | 0.063 | -0.002 |
|  | (0.033) | (0.042) | (0.034) |
|  |  |  |  |
| Black Woman x Participant Parenthood Status | -0.028  (0.045) | -0.106\*  (0.058) | -0.060  (0.047) |
|  |
| Motherhood Condition x Participant Parenthood Status | -0.006  (0.045) | 0.035  (0.058) | 0.080\*  (0.047) |
|  |
| Black Woman Condition x Motherhood Condition x Participant Parenthood Status | 0.050  (0.064) | -0.020  (0.082) | 0.008  (0.066) |
|  |
| Liberal Participants | -0.036 | -0.039 | -0.032 |
|  | (0.026) | (0.033) | (0.026) |
|  |  |  |  |
| Conservative Participants | 0.044\*\* | 0.023 | 0.039\*\* |
|  | (0.019) | (0.025) | (0.020) |
|  |  |  |  |
| Political Interest | -0.002 | -0.001 | 0.000 |
|  | (0.003) | (0.004) | (0.003) |
|  |  |  |  |
| Age | -0.002\*\*\* | -0.001 | -0.001 |
|  | (0.001) | (0.001) | (0.001) |
|  |  |  |  |
| Female Participant | 0.042\*\*\* | 0.057\*\*\* | 0.044\*\*\* |
|  | (0.015) | (0.020) | (0.016) |
|  |  |  |  |
| Racial/Ethnic Minority | -0.024 | -0.076\*\*\* | -0.053\*\*\* |
|  | (0.015) | (0.019) | (0.015) |
|  |  |  |  |
| Employed | -0.008 | -0.017 | 0.007 |
|  | (0.016) | (0.021) | (0.017) |
|  |  |  |  |
| Marital Status | -0.004 | 0.013 | 0.022 |
|  | (0.018) | (0.023) | (0.018) |
|  |  |  |  |
| College Degree | -0.044\*\*\* | -0.032\* | -0.022 |
|  | (0.015) | (0.019) | (0.015) |
|  |  |  |  |
| Constant | 0.681\*\*\* | 0.664\*\*\* | 0.578\*\*\* |
|  | (0.037) | (0.047) | (0.038) |
| Observations | 809 | 808 | 807 |
| Adjusted *R*2 | 0.089 | 0.107 | 0.103 |

Standard errors in parentheses

\* p<0.10, \*\* p<0.05, \*\*\* p<0.01

|  |  |  |  |
| --- | --- | --- | --- |
| **Table A10: Differences based on Participant Ideology across Conditions** | | | |
| **Cares about people like me** | | | |
| **Conditions** | **Liberals** | **Moderates** | **Conservatives** |
| Black Woman, Mom | 0.8229  (0.2047) | 0.7568  (0.3108) | 0.6190  (0.2817) |
| White Woman, Mom | 0.6592  (0.2816) | 0.6936  (0.3108) | 0.6979  (0.2590) |
| p-value | 0.0001 | 0.3595 | 0.2386 |
| Black Woman, Mom | 0.8229  (0.2047) | 0.7568  (0.3108) | 0.6190  (0.2817) |
| Black Woman, No Mom | 0.8387  (0.2269) | 0.7609  (0.2781) | 0.7143  (0.2817) |
| p-value | 0.5620 | 0.9495 | 0.1979 |
| White Woman, Mom | 0.6592  (0.2816) | 0.6936  (0.3108) | 0.6979  (0.2590) |
| White Woman, No Mom | 0.6223  (0.2690) | 0.6053  (0.3365) | 0.6806  (0.2688) |
| p-value | 0.2666 | 0.2183 | 0.8080 |
| Black Woman, No Mom | 0.8387  (0.2269) | 0.7609  (0.2781) | 0.7143  (0.2817) |
| White Woman, No Mom | 0.6223  (0.2690) | 0.6053  (0.3365) | 0.6806  (0.2688) |
| p-value | 0.001 | 0.0228 | 0.6716 |
| **Strong Leadership** | | | |
| **Conditions** | **Liberals** | **Moderates** | **Conservatives** |
| Black Woman, Mom | 0.7158  (0.1914) | 0.6306  (0.2192) | 0.5429  (0.2811) |
| White Woman, Mom | 0.6368  (0.2022) | 0.6216  (0.1785) | 0.5938  (0.2811) |
| p-value | 0.0013 | 0.8468 | 0.4270 |
| Black Woman, Mom | 0.7158  (0.1914) | 0.6306  (0.2192) | 0.5429  (0.2811) |
| Black Woman, No Mom | 0.7527  (0.2033) | 0.6739  (0.2276) | 0.5833  (0.2505) |
| p-value | 0.1380 | 0.3840 | 0.5535 |
| White Woman, Mom | 0.6368  (0.2022) | 0.6216  (0.1785) | 0.5938  (0.2811) |
| White Woman, No Mom | 0.6154  (0.1783) | 0.6140  (0.2392) | 0.624  (0.1789) |
| p-value | 0.3495 | 0.8770 | 0.5895 |
| Black Woman, No Mom | 0.7527  (0.2033) | 0.6739  (0.2276) | 0.5833  (0.2505) |
| White Woman, No Mom | 0.6140  (0.2392) | 0.6154  (0.1783) | 0.624  (0.1789) |
| p-value | 0.0001 | 0.2443 | 0.5000 |
| **Vote Support** | | | |
| **Conditions** | **Liberals** | **Moderates** | **Conservatives** |
| Black Woman, Mom | 0.7209  (0.2116) | 0.6306  (0.2580) | 0.5810  (0.2335) |
| White Woman, Mom | 0.5796  (0.1957) | 0.5766  (0.2306) | 0.5729  (0.2278) |
| p-value | 0.0001 | 0.3456 | 0.8872 |
| Black Woman, Mom | 0.7209  (0.2116) | 0.6306  (0.2580) | 0.5810  (0.2335) |
| Black Woman, No Mom | 0.7263  (0.1862) | 0.6522  (0.1982) | 0.5714  (0.2376) |
| p-value | 0.8315 | 0.6682 | 0.8737 |
| White Woman, Mom | 0.5796  (0.1957) | 0.5766  (0.2306) | 0.5729  (0.2278) |
| White Woman, No Mom | 0.5734  (0.1914) | 0.5526  (0.2928) | 0.6087  (0.1921) |
| p-value | 0.7909 | 0.6959 | 0.5428 |
| Black Woman, No Mom | 0.7263  (0.1862) | 0.6522  (0.1982) | 0.5714  (0.2376) |
| White Woman, No Mom | 0.5734  (0.1914) | 0.5526  (0.2928) | 0.6087  (0.1921) |
| p-value | 0.0001 | 0.0679 | 0.5469 |