**Appendix A:**

**Table A1: OLS model of the tone of the news coverage of candidates**

|  |  |
| --- | --- |
|  | DV: Tone |
| Gender | -0.110 (0.106) |
| Party (Ref: CAQ) |  |
| Party: PLQ | -0.149 (0.145) |
| Party: PQ | 0.033 (0.163) |
| Party: QS | 0.042 (0.151) |
| Leader | -0.382\*\*\*(0.114) |
| Minister | -0.015(0.215) |
| Incumbent | 0.220\*(0.123) |
| Competitive Riding | 0.081 (0.111) |
| Competitive Candidate | -0.139\*\*(0.063) |
| MTL/QC | 0.187 (0.130) |
| Intercept | 0.555 \*(0.237) |
| R-squared | 0.034 |
| N | 352 |
| Log-likelihood | -492.940 |
| Huber-White standard errors in parentheses (clustered by candidate) | |

**Appendix B: Supplemental Models and Statistics**

Table B1: Zero-inflated Poisson Count Model Estimates of the Number of Mentions Each Candidate Received - Excluding Party Leaders.

|  |  |  |
| --- | --- | --- |
|  | Number of Mentions in the News Media | |
|  | Poisson | Logit: |
| Variable | Number of Mentions | Mentionned or Not |
| Gender | -0.214\*\*\*(0.021) | 0.383\*(0.213) |
| Party (CAQ=Ref.) |  |  |
| Party=PLQ | -1.141\*\*\*(0.035) | 0.002(0.356) |
| Party=PQ | 0.076\*\*(0.035) | -0.443(0.370) |
| Party=QS | 0.104\*\*\*(0.036) | -0.031(0.287) |
| Minister (1=M) | 0.296\*\*\*(0.041) |  |
| Incumbent (1=I) | 0.540\*\*\*(0.029) | -1.750\*\*\*(0.561) |
| Competitive Candidate | 0.358\*\*\*(0.014) | -0.492\*\*\*(0.128) |
| Competitive Riding | 0.110\*\*\*(0.023) | -0.382\*(0.228) |
| Montréal/Québec (1=MTL/QC) | 0.514\*\*\*(0.239) | -0.166(0.232) |
| Constant | 1.827\*\*\*(0.058) | 0.184(0.497) |
|  |  |  |
| N | 500 | |
| Nonzero | 352 | |
| Log-likelihood | -8613 | |
| Vuont test (ZIP vs. Poisson) | 6.663 | |
| Vuong p-value | ~0 | |
| Standard errors in parantheses |  |  |
| \*p<0.05, \*\*p<0.01, \*\*\*p<0.001 |  |  |

Table B2: Zero-inflated Poisson Count Model Estimates of the Number of Mentions Each Candidate Received

|  |  |  |
| --- | --- | --- |
|  | Number of Mentions in the News Media | |
|  | Poisson | Logit: |
| Variable | Number of Mentions | Mentionned or Not |
| Gender | -0.628\*\*\*(0.048) | 0.276\*(0.201) |
| Party (CAQ=Ref.) |  |  |
| Party=PLQ | -0.349\*\*\*(0.070) | -0.488(0.311) |
| Party=PQ | -0.435\*\*\*(0.066) | -0.676\*\*(0.332) |
| Party=QS | -0.574\*\*\*(0.065) | -0.034(0.315) |
| Leader (1=L) | 4.011\*\*\*(0.042) |  |
| Minister (1=M) | 0.503\*\*\*(0.070) |  |
| Incumbent (1=I) | 0.439\*\*\*(0.055) | -1.003\*\*\*(0.317) |
| Competitive Candidate | 0.109\*\*\*(0.044) | -0.459\*\*\*(0.119) |
| Competitive Riding | -0.008\*\*\*(0.044) | -0.052(0.208) |
| Montréal/Québec (1=MTL/QC) | 0.421\*\*\*(0.042) | 0.158(0.217) |
| Constant | 1.923\*\*\*(0.113) | 1.722\*\*\*(0.497) |
|  |  |  |
| N | 500 | |
| Nonzero | 219 | |
| Log-likelihood | -2063 | |
| Vuont test (ZIP vs. Poisson) | 4.471 | |
| Vuong p-value | ~0 | |
| Standard errors in parantheses |  |  |
| \*p<0.05, \*\*p<0.01, \*\*\*p<0.001 |  |  |
| Excluding Radio-Canada reduces our non-zero cases from 352 to 219 as Radio-Canada extensively covered the elections across Québec | | |

**Table B3: descriptive statistics of our variables by gender**

