**Appendix**

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| --- | --- | --- | --- | --- |
| **Table A1: Candidates Included in Media Analysis, by Incumbency, Party, and Sex** | | | | |
|  | **Democrats** | | **Republicans** | |
|  | ***Female*** | ***Male*** | ***Female*** | ***Male*** |
| Incumbent | 44 | 141 | 12 | 102 |
| Challenger | 21 | 81 | 22 | 163 |
| Open Seat | 7 | 30 | 2 | 38 |
| **Total** | **72** | **252** | **36** | **303** |

Notes: Data are based on 342 districts with at least one story mentioning a candidate in the 2010 House race.

***Description of Newspaper Coding***

Very little political science research has sought to analyze media coverage of House elections from more than a handful of districts. Thus, there is no accepted method for identifying the local news outlets that serve a particular House contest. To identify the appropriate newspaper for each House race, we first consulted maps of the 380 congressional districts represented in our 2010 Cooperative Congressional Election Study survey data. We identified the largest city in each district, and then determined whether the city had a daily newspaper that we could access through one of several electronic databases or through the newspaper’s online archives. In the vast majority of cases, this was a straightforward, though time-consuming, task. In the few cases for which we could not gain access to newspaper coverage from the district’s largest-circulation daily paper, we relied on coverage from the next largest paper.

Before undertaking the content analysis, two coders participated in several hours of practice coding, using news stories from House elections in previous years. This allowed us to refine the coding scheme and to minimize confusion and maximize consistency between the coders.

After the practice coding, we identified every news story in each congressional district from October 2 through November 2, 2010 (Election Day) that mentioned at least one of the two major-party candidates. We included in the sample straight news reports, news analyses, editorials, and op-ed columns. We did not code letters to the editor. We did not restrict the analysis strictly to “campaign” stories because we assume that any information about the House candidates is potentially relevant for voters. As a result, our coding includes a comprehensive analysis of the media coverage to which voters could have been exposed in the lead-up to the election. Our analyses do not include independent and minor-party candidates.

Coders read the full text of each article, recording a number of pieces of information. The key variables were references to a candidate’s sex or gender, references to a candidate’s character traits, and references to issues in connection with a candidate.

Table A2 provides an overview of our media data. The figures in the table represent summary statistics on the circulation size of the newspapers in our sample, the number of stories about the congressional race, and the length of those stories. The circulation of the newspapers and the amount of attention to the House race varies quite a bit, as one would expect, given differences in district composition and competitiveness. In all, we coded 4,748 stories in 342 districts. There are 38 districts for which we did not find any coverage of the race, but the absence of coverage is unrelated to the presence of a female candidate. (See Online Appendix for the list of newspapers.)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Table A2: Summary Statistics on Newspaper Sample and News Stories** | | | | |
|  | **Mean** | **Standard Deviation** | **Minimum** | **Maximum** |
|  |  |  |  |  |
| Daily Circulation of Newspaper | 196,462 | 200,763 | 6,772 | 876,638 |
|  |  |  |  |  |
| Number of Stories | 14 | 13 | 1 | 81 |
|  |  |  |  |  |
| Average Number of Words in a Story | 700 | 253 | 34 | 1,967 |

Notes: Data are based on 342 districts with at least one story mentioning a major-party candidate in the 2010 House race. The total number of stories is 4,748.

***Coding of Media Coverage Variables***

*Mentions of Candidate Sex:* Coders read the full text of each story and recorded the number of times a candidate’s sex or gender was mentioned. References included explicit mentions of a candidate being a man or woman (e.g., “As a woman running for political office...”), as well as gender-specific roles. For example, if a candidate was referred to as juggling her role as campaigner and mother, then that was coded as a gender mention. In other words, we coded material that clearly identified a candidate as one gender or the other – “mother,” “father,” etc. – and we counted references to a candidate’s physical appearance, style of dress, clothing, hair and makeup, and so forth. In short, we sought to capture a wide range of references in news coverage that would draw a reader’s attention to the sex of a candidate. (We should note, however, that we did not count use of feminine and masculine pronouns, such as “she” and “he.”)

*Mentions of Candidate Traits:* Coders also recorded the number of explicit references to candidate traits, both positive and negative (e.g., “honest” and “dishonest”). These references could come from candidates themselves (“I have shown the leadership abilities to represent this district effectively”), their opponents (“My opponent does not care about the people of this district”), or reporters (“Questions about Thompson’s trustworthiness have been a problem for her campaign”).

We coded for traits that fell into one of the four dimensions that previous research has identified as salient for voters: competence, leadership, integrity, and empathy. Although we began the coding with a list of traits commonly included in previous studies, coders also recorded references to additional traits they encountered in coverage. A few traits for which we coded did not, however, fall into one of these four categories (e.g., “loyal”). In this paper, we do not focus on this small subset of traits, but we found no differences in coverage on this “general character” dimension for male and female candidates. In total, we coded for 131 separate specific trait references that fell into the four trait dimensions. Table A3 displays the full list.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Table A3: Specific Trait References Coded from News Coverage** | | | | |
|  | **Competence** | **Leadership** | **Integrity** | **Empathy** |
|  |  |  |  |  |
| **Positive** | accomplished, articulate, assertive, careful, cautious,  competent, consistent,  contemplative, creative,  dedicated, determined, diligent, effective, experienced, focused, good speaker/orator, hardworking, has common-sense, intelligent, knowledgeable, open-minded, pragmatic, proactive, rational, reasonable, reliable, responsible, savvy, thoughtful, understated, wonky | active, ambitious, brave, committed, confident, consistent, courageous, decisive, direct, effective, energetic, enthusiastic, entrepreneurial, feisty, fighter, independent, independent thinker, maverick, optimistic, passionate, persistent, straight shooter, strong, strong leader, team player, tough | decent, earnest, ethical, has integrity, honest, honorable, principled, reliable, sincere, trustworthy | accessible, affable, caring, compassionate, concerned with needs of district, courteous, empathetic, engaging, friendly, good listener, in touch, kind, likeable, listens to constituents, nice, personable |
|  |  |  |  |  |
| **Negative** | careless, clueless, incompetent, ineffective, inexperienced, irrational, irresponsible, not pragmatic, reactive, superficial, unfit, uninformed, unintelligent, unprofessional | adversarial, afraid, argumentative, combative, fearful, flip-flopper, inconsistent, lack of confidence, lackadaisical, lacks vision, not independent, party puppet/lapdog, rigid, scared, unsure, weak, weak leader | dirty fighter, dishonest, disingenuous, greedy, hypocritical, immoral, lacks integrity, liar, malicious, manipulative, not trustworthy, unethical | aloof, not caring, not engaged, out of touch |

*Mentions of Issues in Connection with a Candidate:* We tracked every time an issue was mentioned, beginning with a list of issues commonly included in previous studies and then recording references to additional issues as they emerged in the coverage. We then classified them in two ways. First, we classified them as “women’s issues,” “men’s issues,” or neither. Second, we divided them into eight broad categories following previous scholars’ coding schemes: (1) Civil and Social Order, (2) Defense, Security, and Military, (3) Social Welfare, (4) Taxes and Spending, (5) Foreign Affairs, (6) Race and Social Groups, (7) Government Functioning, and (8) Economy. Table A4 presents a list of the 173 issues we identified.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Table A4: Specific Issue References Coded from News Coverage** | | | | |
| **“Women’s Issues”** | **“Men’s Issues”** | **Defense, Security, Military** | **Taxes and Spending** | **Race and Social Groups** |
| abortion, advocacy for women, birth control/contraception, children’s issues (child care), domestic violence, ERA/pay equity, family planning, pornography, women’s health care, women’s issues (not abortion, contraception) | Afghanistan, crime, criminal justice system, death penalty, defense, defense spending, Guantanamo Bay, guns, hunting rights, intelligence, Iran, Iraq, military, national security, nuclear weapons, Pakistan, Patriot Act, public safety, securing the border, security, terrorism, war | Afghanistan, defense, defense spending, GI bill, Guantanamo Bay, intelligence, Iran, Iraq, military issues (bases, benefits, health care, pay), NASA/space, national security, nuclear weapons, Pakistan, Patriot Act, security, veterans’ affairs, war | arts programs, balanced budget, budget/spending, Bush tax cuts, business, debt ceiling, debt or deficit, earmarks/pork, funding for local projects, government size/power, oil subsidies, other program funding, research and development, spending, taxes/tax breaks | advocacy for women, affirmative action, civil rights, Don’t Ask, Don’t Tell, ERA/pay equity, gay rights, marriage equality, Native American issues, race advocacy, racial equality, seniors, workplace discrimination, workplace diversity |
| **Civil and Social Order** | **Social Welfare** | **Economy** | **Foreign Affairs** | **Government Functioning** |
| abortion, alcohol, assisted suicide, bullying, civil liberties, crime, criminal justice system, death penalty, domestic violence, English as the national language, gambling and casinos, guns, hate crimes, hunting rights, illegal drugs, immigration, police or fire funding, pornography, privacy, public safety, religion/religious issues/creationism taught in schools, school prayer, securing the border, separation of church and state, social issues, stem cell research | 9/11 workers health plan, birth control/contraception, BP oil spill, cap and trade, children’s issues/child care, climate change, education, energy/electricity/coal/nuclear power, entitlements, environment, family planning, health care/health insurance/Obamacare, homelessness, Medicaid, medical research, Medicare, mining, natural gas, oil drilling, oil pipelines, prescription drugs, school vouchers, social security, social services, student loans, teacher salaries, utilities, water, welfare, wildlife/forests, women’s health, women’s issues (not abortion, contraception), work safety, workers’ compensation | agriculture, auto industry, bailout, banks, business, Cash for Clunkers, consumer protection, credit card reform, economy, ethanol subsidies, farms, federal employee wages, Freddie Mac/Fannie Mae, free enterprise, gas prices, global currency, housing/foreclosures, inequality (economic), infrastructure, jobs, labor, manufacturing, minimum wage, mortgage rates, net neutrality, outsourcing, personal finances, poverty, redistribution of wealth, regulations, retirement, stimulus, TARP, technology, tourism, transportation, unemployment, unions, Wall Street reform | Africa, China, diplomacy, foreign policy, human rights, international issues in health, Israel, Mexico, Middle East, other specific country, spending on foreign aid, trade | campaign finance reform, constitutional amendments, decreasing partisanship in Congress, disaster relief/ FEMA, ethics, FDA, government reform/transparency, insurance reform (not health care), lobbying, PACs, personal scandal, reforms to congressional campaigns, term limits, tort reform, wages for members of Congress and other elected officials |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table A5: The Impact of Candidate Sex on Trait Mentions in 2010 U.S. House Campaign News Coverage**  **(Ordinary Least Squares Regression Coefficients and Standard Errors)** | | | | | | | | |
|  | **Negative**  **Competence** | **Positive**  **Competence** | **Negative**  **Empathy** | **Positive Empathy** | **Negative Leadership** | **Positive Leadership** | **Negative Integrity** | **Positive Integrity** |
| Female Candidate | -0.001 | 0.001 | 0.011 | 0.001 | -0.002 | 0.004 | -0.017 | -0.005 |
|  | (0.006) | (0.008) | (0.010) | (0.005) | (0.003) | (0.009) | (0.013) | (0.006) |
| Female Opponent | 0.009 | -0.008 | -0.003 | 0.011 | 0.002 | -0.002 | -0.005 | -0.017 \* |
|  | (0.006) | (0.009) | (0.003) | (0.007) | (0.004) | (0.010) | (0.013) | (0.008) |
| Incumbent | 0.006 | 0.012 | 0.011 \* | 0.013 \* | 0.010 \* | 0.014 \* | 0.021 \* | -0.003 |
|  | (0.007) | (0.008) | (0.005) | (0.004) | (0.003) | (0.006) | (0.009) | (0.007) |
| Democrat | -0.002 | 0.005 | -0.010 | -0.000 | 0.000 | 0.007 | -0.007 | -0.013 |
|  | (0.005) | (0.008) | (0.006) | (0.004) | (0.003) | (0.006) | (0.009) | (0.009) |
| Competitiveness | 0.009 | 0.010 | 0.002 \* | 0.003 | 0.003 \* | 0.011 \* | 0.033 \* | 0.007 |
|  | (0.006) | (0.006) | (0.001) | (0.002) | (0.001) | (0.003) | (0.010) | (0.006) |
| Constant | 0.018 \* | 0.018 \* | 0.004 \* | -0.001 | 0.001 | 0.007 | 0.021 \* | 0.022 \* |
|  | (0.007) | (0.007) | (0.001) | (0.003) | (0.002) | (0.006) | (0.006) | (0.010) |
| Adjusted R2 | 0.008 | 0.008 | 0.019 | 0.025 | 0.019 | 0.030 | 0.061 | 0.003 |
|  |  |  |  |  |  |  |  |  |
| N | 663 | 663 | 663 | 663 | 663 | 663 | 663 | 663 |

Notes: Each dependent variable is scaled by the number of stories in a district. Cell entries are unstandardized OLS regression coefficients with robust standard

errors in parentheses. Level of significance: \* p < .05.

|  |  |  |
| --- | --- | --- |
| **Table A6: The Impact of Candidate Sex on Issue Coverage in 2010 U.S. House Campaign News Coverage** | | |
|  | **References to**  **“Women’s Issues”** | **References to**  **“Men’s Issues”** |
|  |  |  |
| Female Candidate | 0.007 (0.010) | 0.007 (0.021) |
|  |  |  |
| Female Opponent | -0.006 (0.010) | -0.007 (0.016) |
|  |  |  |
| Incumbent | -0.006 (0.007) | 0.073 (0.013) \* |
|  |  |  |
| Democrat | -0.010 (0.006) | -0.008 (0.012) |
|  |  |  |
| Competitiveness | 0.012 (0.006) \* | 0.020 (0.008) \* |
|  |  |  |
| Constant | 0.025 (0.006) \* | 0.047 (0.010) \* |
|  |  |  |
| Adjusted R2 | 0.016 | 0.052 |
|  |  |  |
| N | 663 | 663 |
|  |  |  |

Notes: Each dependent variable is scaled by the number of stories in a district. Cell entries are unstandardized OLS

regression coefficients with robust standard errors in parentheses. Level of significance: \* p < .05.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Table A7: Evaluations of 2010 U.S. House Candidates’ Traits, by Candidate Party and Sex** | | | | |
|  |  | | | |
|  | **Democratic Candidates** | | **Republican Candidates** | |
|  | ***Women*** | ***Men*** | ***Women*** | ***Men*** |
|  |  |  |  |  |
| Strong Leader | 2.48  (1.01) | 2.34 (0.97) | 2.57 (0.90) | 2.45 (0.99) |
|  |  |  |  |  |
| Empathetic | 2.47  (1.10) | 2.34  (1.04) | 2.41  (0.98) | 2.35 (1.06) |
| Trustworthy | 2.49 (1.05) | 2.41 (0.99) | 2.56 (0.93) | 2.42 (1.01) |
|  |  |  |  |  |
| N | 202 | 674 | 91 | 805 |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Competent | 4.39  (1.90) | 4.10  (1.95) | 4.27  (1.76) | 4.33  (2.00) |
|  |  |  |  |  |
| Has Integrity | 4.35  (1.98) | 4.18  (2.00) | 4.31  (1.92) | 4.41  (2.07) |
| N | 154 | 496 | 64 | 589 |
|  |  |  |  |  |

Notes: Cell entries are means, with standard deviations in parentheses. Measures for “Strong Leader,” “Empathetic,” and “Trustworthy” are on a 1 – 4 scale, with higher values indicating more positive evaluations. Measures for “Competence” and “Integrity” are on a 1 – 7 scale, with higher values indicating more positive evaluations. N varies slightly across traits, as some respondents did not answer all the questions. None of the gender differences is significant at p < .05.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table A8: The Impact of Candidate Sex on Evaluations of Democratic U.S. House Candidates, 2010** | | | | | |
|  | **Strong Leader** | **Empathetic** | **Trustworthy** | **Competent** | **Has Integrity** |
| Female Candidate | -0.25 (.0.19) | -0.20 (0.19) | -0.25 (0.17) | -0.03 (0.17) | -0.09 (0.20) |
| Incumbent | 0.29 (0.18) | 0.21 (0.20) | 0.34 (0.19) | 0.34 (0.17) | 0.37 (0.19) \* |
| Positive Trait Coverage | 0.03 (0.03) | 0.03 (0.03) | 0.06 (0.03) | 0.06 (0.02) \* | 0.06 (0.03) |
| Negative Trait Coverage | -0.03 (0.02) | -0.02 (0.02) | -0.05 (0.03) | 0.02 (0.03) | -0.05 (0.02) \* |
| Coverage Mentions of Candidate Sex | -0.01 (0.01) | 0.00 (0.01) | -0.00 (0.01) | -0.01 (0.01) | -0.01 (0.01) |
| Coverage Mentions of Candidate Sex x Female Candidate | 0.08 (0.04) \* | 0.10 (0.02) \* | 0.06 (0.03) \* | 0.06 (0.04) | 0.05 (0.04) |
| Coverage of “Women’s Issues” | -0.04 (0.04) | -0.03 (0.03) | -0.03 (0.02) | 0.02 (0.04) | 0.01 (0.03) |
| Coverage of “Men’s Issues” | -0.02 (0.02) | -0.04 (0.03) | -0.02 (0.02) | -0.04 (0.02) | -0.03 (0.03) |
| Number of Stories | 0.01 (0.01) | 0.01 (0.01) | 0.01 (0.01) | 0.00 (0.01) | 0.01 (0.01) |
| Vote Share | 1.44 (0.57) \* | 0.49 (0.64) | 0.89 (0.69) | 0.57 (0.52) | 0.11 (0.62) |
| Party Identification | -0.49 (0.05) \* | -0.40 (0.05) \* | -0.43 (0.05) \* | -0.38 (0.04) \* | -0.36 (0.09) \* |
| Ideology | -0.27 (0.10) \* | -0.57 (0.10) \* | -0.40 (0.09) \* | -0.35 (0.08) \* | -0.36 (0.09) \* |
| Sex | 0.02 (0.14) | -0.03 (0.14) | -0.15 (0.15) | 0.18 (0.14) | 0.16 (0.15) |
| Race | 0.08 (0.19) | 0.11 (0.19) | 0.16 (0.19) | -0.14 (0.16) | -0.06 (0.17) |
| Interest in News | 0.12 (0.10) | 0.22 (0.11) \* | 0.23 (0.10) \* | 0.09 (0.11) | 0.22 (0.12) \* |
| Education | -0.08 (0.05) | 0.01 (0.05) | 0.01 (0.05) | 0.06 (0.04) | 0.11 (0.05) \* |
| Age | -0.00 (0.01) | 0.00 (0.01) | 0.01 (0.01) | 0.00 (0.00) | 0.01 (0.01) |
| Threshold 1 | -3.33 (0.63) \* | -3.46 (0.62) \* | -2.76 (0.64) \* |  |  |
| Threshold 2 | -1.42 (0.62) \* | -1.84 (0.61) \* | -0.95 (0.64) |  |  |
| Threshold 3 | 1.02 (0.60) | 0.25 (0.61) | 1.36 (0.65) \* |  |  |
| Constant |  |  |  | 5.31 (0.56) \* | 4.60 (0.59) \* |
| Pseudo R2 or R2 | 0.18 | 0.18 | 0.17 | 0.42 | 0.38 |
| Log Likelihood | - 974.46 | -1003.46 | -981.74 | -1174.76 | -1162.09 |
| Chi-squared | 317.12 | 276.95 | 282.79 |  |  |
| N | 733 | 734 | 728 | 563 | 552 |

Notes: Cell entries for “Strong Leader,” “Empathetic,” and “Trustworthy” are ordered logistic regression coefficients with robust standard errors in parentheses. Cell entries for “Competent” and “Has Integrity” are OLS regression coefficients with robust standard errors in parentheses. Level of significance: \* p < .05.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table A9: The Impact of Candidate Sex on Evaluations of Republican U.S. House Candidates, 2010** | | | | | |
|  | **Strong Leader** | **Empathetic** | **Trustworthy** | **Competent** | **Has Integrity** |
| Female Candidate | 0.45 (0.25) | 0.19 (0.22) | 0.31 (0.22) | 0.02 (0.22) | -0.01 (0.24) |
| Incumbent | 0.18 (0.19) | 0.17 (0.20) | 0.37 (0.19) | -0.05 (0.19) | -0.07 (0.18) |
| Positive Trait Coverage | 0.02 (0.05) | 0.05 (0.04) | 0.03 (0.04) | 0.04 (0.04) | -0.01 (0.04) |
| Negative Trait Coverage | -0.02 (0.02) | -0.04 (0.02) \* | -0.03 (0.02) | -0.03 (0.01) \* | -0.04 (0.01) \* |
| Coverage Mentions of Candidate Sex | -0.02 (0.05) | -0.05 (0.04) | -0.03 (0.04) | 0.03 (0.04) | -0.03 (0.05) |
| Coverage Mentions of Candidate Sex x Female Candidate | -0.14 (0.10) | -0.11 (0.10) | -0.10 (0.09) | -0.05 (0.09) | -0.08 (0.10) |
| Coverage of “Women’s Issues” | -0.00 (0.02) | 0.01 (0.03) | 0.02 (0.02) | 0.02 (0.03) | 0.03 (0.02) |
| Coverage of “Men’s Issues” | 0.03 (0.03) | 0.02 (0.03) | -0.01 (0.03) | -0.02 (0.04) | 0.02 (0.04) |
| Number of Stories | 0.01 (0.01) | 0.01 (0.01) | 0.01 (0.01) | -0.00 (0.01) | 0.00 (0.01) |
| Vote Share | 0.58 (0.55) | -0.41 (0.60) | -0.51 (0.57) | 0.60 (0.56) | 0.43 (0.57) |
| Party Identification | 0.34 (0.04) \* | 0.45 (0.05) \* | 0.36 (0.05) \* | 0.38 (0.04) \* | 0.36 (0.04) \* |
| Ideology | 0.54 (0.09) \* | 0.56 (0.09) \* | 0.45 (0.09) \* | 0.42 (0.08) \* | 0.48 (0.09) \* |
| Sex | 0.11 (0.14) | 0.26 (0.14) \* | 0.03 (0.14) | -0.21 (0.13) | -0.23 (0.15) |
| Race | 0.11 (0.18) | -0.22 (0.19) | -0.02 (0.19) | -0.23 (0.18) | -0.23 (0.17) |
| Interest in News | 0.03 (0.12) | -0.05 (0.10) | 0.06 (0.10) | -0.08 (0.11) | -0.02 (0.11) |
| Education | 0.01 (0.05) | 0.04 (0.05) | 0.02 (0.05) | 0.04 (0.05) | 0.05 (0.05) |
| Age | -0.00 (0.01) | 0.00 (0.01) | 0.01 (0.01) | -0.00 (0.01) | 0.00 (0.01) |
| Threshold 1 | 1.83 (0.65) \* | 1.90 (0.62) \* | 1.65 (0.60) \* |  |  |
| Threshold 2 | 3.68 (0.67) \* | 3.67 (0.63) \* | 3.32 (0.61) \* |  |  |
| Threshold 3 | 6.04 (0.69) \* | 5.63 (0.65) \* | 5.50 (0.63) \* |  |  |
| Constant |  |  |  | 1.59 (0.64) \* | 1.12 (0.69) |
| Pseudo R2 or R2 | 0.16 | 0.19 | 0.14 | 0.42 | 0.42 |
| Log Likelihood | -993.58 | -1015.17 | -988.51 | -1157.89 | -1147.45 |
| Chi-squared | 237.59 | 281.32 | 250.54 |  |  |
| N | 744 | 742 | 731 | 551 | 536 |

Notes: Cell entries for “Strong Leader,” “Empathetic,” and “Trustworthy” are ordered logistic regression coefficients with robust standard errors in parentheses. Cell entries for “Competent” and “Has Integrity” are OLS regression coefficients with robust standard errors in parentheses. Level of significance: \* p < .05.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Table A10: Evaluations of 2010 U.S. House Candidates’ Competence and Integrity, by Candidate Party and Sex (Full CCES Sample)** | | | | |
|  |  | | | |
|  | **Democratic Candidates** | | **Republican Candidates** | |
|  | ***Women*** | ***Men*** | ***Women*** | ***Men*** |
| Competent | 4.14  (2.03) | 4.16  (1.92) | 4.36  (1.89) | 4.54  (1.84) |
|  |  |  |  |  |
| Has Integrity | 4.25  (2.04) | 4.21  (1.97) | 4.52  (1.92) | 4.61  (1.91) |
|  |  |  |  |  |
| N | 8,172 | 26,068 | 7,146 | 28,547 |

Notes: Cell entries are means, with standard deviations in parentheses. Measures are on a 1 – 7 scale, with higher values indicating more positive evaluations. N varies slightly across traits, as some respondents did not answer both questions. None of the gender differences is significant at p < .05.

|  |
| --- |
| **Table A11: Newspapers Included in the Media Content Analysis, by Congressional District** |

|  |  |  |
| --- | --- | --- |
| **State** | **District** | **Newspaper** |
| Alabama | 1 | Press-Register |
|  | 2 | Dothan Eagle |
|  | 3 | Montgomery Advertiser |
|  | 4 | Daily Mountain Eagle |
|  | 5 | Huntsville Times |
|  | 6 | Birmingham News |
|  | 7 | Birmingham News |
| Alaska |  | Anchorage Daily News |
| Arizona | 1 | Arizona Daily Sun |
|  | 2 | Arizona Republic |
|  | 3 | Arizona Republic |
|  | 4 | Arizona Republic |
|  | 5 | Arizona Republic |
|  | 6 | East Valley Tribune |
|  | 7 | Arizona Daily Star |
|  | 8 | Sierra Vista Herald |
| Arkansas | 1 | Jonesboro Sun |
|  | 2 | Arkansas Democrat-Gazette |
|  | 3 | Southwest Times Record |
|  | 4 | Pine Bluff Commercial |
| California | 1 | Napa Valley Register |
|  | 2 | Chico Enterprise Record |
|  | 3 | Sacramento Bee |
|  | 4 | Sacramento Bee |
|  | 5 | Sacramento Bee |
|  | 6 | Press Democrat |
|  | 7 | San Francisco Chronicle |
|  | 8 | San Francisco Chronicle |
|  | 9 | Oakland Tribune |
|  | 10 | Oakland Tribune |
|  | 11 | San Jose Mercury News |
|  | 12 | San Francisco Chronicle |
|  | 13 | San Jose Mercury News |
|  | 14 | San Jose Mercury News |
|  | 15 | San Jose Mercury News |
|  | 16 | San Jose Mercury News |
|  | 17 | Monterey County Herald |
|  | 18 | Fresno Bee |
|  | 19 | Fresno Bee |
|  | 20 | Fresno Bee |
|  | 21 | Fresno Bee |
|  | 22 | Bakersfield Californian |
|  | 23 | Tribune |
|  | 24 | Ventura County Star |
|  | 25 | Daily Press |
|  | 26 | Inland Valley Daily Bulletin |
|  | 27 | LA Times |
|  | 28 | LA Times |
|  | 29 | LA Times |
|  | 30 | LA Times |
|  | 31 | LA Times |
|  | 32 | LA Times |
|  | 33 | LA Times |
|  | 34 | LA Times |
|  | 35 | LA Times |
|  | 36 | Daily Breeze |
|  | 37 | LA Times |
|  | 38 | Daily Breeze |
|  | 39 | LA Times |
|  | 40 | LA Times |
|  | 41 | LA Times |
|  | 42 | Inland Valley Daily Bulletin |
|  | 43 | LA Times |
|  | 44 | LA Times |
|  | 45 | LA Times |
|  | 46 | LA Times |
|  | 47 | Orange County Register |
|  | 48 | LA Times |
|  | 49 | San Diego Union-Tribune |
|  | 50 | San Diego Union-Tribune |
|  | 51 | San Diego Union-Tribune |
|  | 52 | San Diego Union-Tribune |
|  | 53 | San Diego Union-Tribune |
| Colorado | 1 | Denver Post |
|  | 2 | Daily Camera |
|  | 3 | Pueblo Chieftain |
|  | 4 | Greeley Tribune |
|  | 5 | Gazette |
|  | 6 | Denver Post |
|  | 7 | Denver Post |
| Connecticut | 1 | Hartford Courant |
|  | 2 | The Day |
|  | 3 | New Haven Register |
|  | 4 | Connecticut Post |
|  | 5 | Republican-American |
| Delaware |  | Delaware News Journal |
| District of Columbia |  | Washington Post |
| Florida | 1 | Northwest Florida Daily News |
|  | 2 | Tallahassee Democrat |
|  | 3 | Orlando Sentinel |
|  | 4 | Florida Times Union |
|  | 5 | Orlando Sentinel |
|  | 6 | Ocala Star Banner |
|  | 7 | Daytona Beach News Journal |
|  | 8 | Orlando Sentinel |
|  | 9 | Tampa Bay Times |
|  | 10 | Tampa Bay Times |
|  | 11 | Tampa Tribune |
|  | 12 | Orlando Sentinel |
|  | 13 | Sarasota Herald Tribune |
|  | 14 | Fort Myers News-Press |
|  | 15 | Orlando Sentinel |
|  | 16 | Palm Beach Post |
|  | 17 | Sun Sentinel |
|  | 18 | Miami Herald |
|  | 19 | Sun Sentinel |
|  | 20 | Sun Sentinel |
|  | 21 | Miami Herald |
|  | 22 | Palm Beach Post |
|  | 23 | Sun Sentinel |
|  | 24 | Orlando Sentinel |
|  | 25 | Miami Herald |
| Georgia | 1 | Brunswick News |
|  | 2 | Columbus Ledger-Enquirer |
|  | 3 | Telegraph |
|  | 4 | Atlanta Journal Constitution |
|  | 5 | Atlanta Journal Constitution |
|  | 6 | Atlanta Journal Constitution |
|  | 7 | Atlanta Journal Constitution |
|  | 8 | Telegraph |
|  | 9 | Daily Citizen |
|  | 10 | Augusta Chronicle |
|  | 11 | Atlanta Journal Constitution |
|  | 12 | Savannah Morning News |
|  | 13 | Atlanta Journal Constitution |
| Hawaii | 1 | Honolulu Star-Advertiser |
|  | 2 | Hawaii Tribune Herald |
| Idaho | 1 | Lewiston Morning Tribune |
|  | 2 | Idaho Statesman |
| Illinois | 1 | Chicago Sun-Times |
|  | 2 | Chicago Sun-Times |
|  | 3 | Chicago Sun-Times |
|  | 4 | Chicago Sun-Times |
|  | 5 | Chicago Sun-Times |
|  | 6 | Arlington Heights Daily Herald |
|  | 7 | Chicago Sun-Times |
|  | 8 | Arlington Heights Daily Herald |
|  | 9 | Arlington Heights Daily Herald |
|  | 10 | Arlington Heights Daily Herald |
|  | 11 | Pantagraph |
|  | 12 | Belleville News Democrat |
|  | 13 | Chicago Sun-Times |
|  | 14 | Pantagraph |
|  | 15 | News Gazette |
|  | 16 | Rockford Register Star |
|  | 17 | State Journal Register |
|  | 18 | Peoria Journal Star |
|  | 19 | State Journal Register |
| Indiana | 1 | Post-Tribune |
|  | 2 | South Bend Tribune |
|  | 3 | Journal Gazette |
|  | 4 | Paper of Montgomery County |
|  | 5 | Kokomo Tribune |
|  | 6 | Indianapolis Star |
|  | 7 | Indianapolis Star |
|  | 8 | Evansville Courier & Press |
|  | 9 | Herald Times |
| Iowa | 1 | Waterloo-Cedar Falls Courier |
|  | 2 | Cedar Rapids Gazette |
|  | 3 | Des Moines Register |
|  | 4 | Waterloo-Cedar Falls Courier |
|  | 5 | Sioux City Journal |
| Kansas | 1 | Salina Journal |
|  | 2 | Topeka Capital Journal |
|  | 3 | Lawrence Journal-World |
|  | 4 | Wichita Eagle |
| Kentucky | 1 | Paducah Sun |
|  | 2 | Owensboro Messenger-Inquirer |
|  | 3 | Courier-Journal |
|  | 4 | Kentucky Post |
|  | 5 | Commonwealth Journal |
|  | 6 | Lexington Herald-Leader |
| Louisiana | 1 | Times Picayune |
|  | 2 | Times Picayune |
|  | 3 | Daily Iberian |
|  | 4 | Shreveport Times |
|  | 5 | News-Star |
|  | 6 | Advocate |
|  | 7 | Shreveport Times |
| Maine | 1 | Portland Press Herald |
|  | 2 | Bangor Daily News |
| Maryland | 1 | Star Democrat |
|  | 2 | Capital Gazette |
|  | 3 | Capital Gazette |
|  | 4 | Washington Post |
|  | 5 | Washington Post |
|  | 6 | Frederick News-Post |
|  | 7 | Baltimore Sun |
|  | 8 | Washington Post |
| Massachusetts | 1 | Berkshire Eagle |
|  | 2 | Republican |
|  | 3 | Worcester Telegram & Gazette |
|  | 4 | Standard Times |
|  | 5 | Lowell Sun |
|  | 6 | Salem News |
|  | 7 | Metro-West Daily News |
|  | 8 | Boston Herald |
|  | 9 | Boston Globe |
|  | 10 | Patriot Ledger |
| Michigan | 1 | Evening News |
|  | 2 | Muskegon Chronicle |
|  | 3 | Grand Rapids Press |
|  | 4 | Traverse City Record-Eagle |
|  | 5 | Detroit News |
|  | 6 | Kalamazoo Gazette |
|  | 7 | Jackson Citizen Patriot |
|  | 8 | Grand Rapids Press |
|  | 9 | Oakland Press |
|  | 10 | Detroit News |
|  | 11 | Detroit News |
|  | 12 | Detroit News |
|  | 13 | Detroit News |
|  | 14 | Detroit News |
|  | 15 | Detroit News |
| Minnesota | 1 | Post-Bulletin |
|  | 2 | Star Tribune |
|  | 3 | Star Tribune |
|  | 4 | Star Tribune |
|  | 5 | Star Tribune |
|  | 6 | Star Tribune |
|  | 7 | InForum Fargo-Moorhead |
|  | 8 | Duluth News Tribune |
| Mississippi | 1 | Northeast Mississippi Daily Journal |
|  | 2 | Northeast Mississippi Daily Journal |
|  | 3 | Sun Herald |
|  | 4 | Sun Herald |
| Missouri | 1 | St. Louis Post Dispatch |
|  | 2 | St. Louis Post Dispatch |
|  | 3 | St. Louis Post Dispatch |
|  | 4 | Jefferson City News Tribune |
|  | 5 | Kansas City Star |
|  | 6 | St. Joseph News-Press |
|  | 7 | Joplin Globe |
|  | 8 | St. Louis Post Dispatch |
|  | 9 | Columbia Daily Tribune |
| Montana |  | Billings Gazette |
| Nebraska | 1 | Lincoln Journal Star |
|  | 2 | Omaha World herald |
|  | 3 | Grand Island Independent |
| Nevada | 1 | Las Vegas Review Journal |
|  | 2 | Nevada Appeal |
|  | 3 | Las Vegas Review Journal |
| New Hampshire | 1 | New Hampshire Union Leader |
|  | 2 | Concord Monitor |
| New Jersey | 1 | The Record |
|  | 2 | Press of Atlantic City |
|  | 3 | Burlington County Times |
|  | 4 | Times |
|  | 5 | The Record |
|  | 6 | Asbury Park Press |
|  | 7 | Star-Ledger |
|  | 8 | The Record |
|  | 9 | The Record |
|  | 10 | Star-Ledger |
|  | 11 | Daily Record |
|  | 12 | Asbury Park Press |
|  | 13 | Jersey Journal |
| New Mexico | 1 | Albuquerque Journal |
|  | 2 | Las Cruces Sun News |
|  | 3 | Santa Fe New Mexican |
| New York | 1 | Newsday |
|  | 2 | Newsday |
|  | 3 | Newsday |
|  | 2 | Newsday |
|  | 5 | New York Daily News |
|  | 6 | New York Daily News |
|  | 7 | New York Daily News |
|  | 8 | New York Times |
|  | 9 | New York Times |
|  | 10 | New York Daily News |
|  | 11 | New York Daily News |
|  | 12 | New York Times |
|  | 13 | New York Times |
|  | 14 | New York Times |
|  | 15 | New York Times |
|  | 16 | New York Daily News |
|  | 17 | New York Daily News |
|  | 18 | New York Daily News |
|  | 19 | Times Herald-Record |
|  | 20 | Post-Star |
|  | 21 | Albany Times Union |
|  | 22 | Times Herald-Record |
|  | 23 | Watertown Daily Times |
|  | 24 | Post-Standard |
|  | 25 | Post-Standard |
|  | 26 | Buffalo News |
|  | 27 | Buffalo News |
|  | 28 | Buffalo News |
|  | 29 | Buffalo News |
| North Carolina | 1 | News & Record (Greensboro) |
|  | 2 | News and Observer |
|  | 3 | Jacksonville Daily News |
|  | 4 | Herald-Sun |
|  | 5 | Winston-Salem Journal |
|  | 6 | Winston-Salem Journal |
|  | 7 | Fayetteville Observer |
|  | 8 | Charlotte Observer |
|  | 9 | Gaston Gazette |
|  | 10 | Hickory Daily Record |
|  | 11 | Charlotte Observer |
|  | 12 | Charlotte Observer |
|  | 13 | News and Observer |
| North Dakota |  | Bismarck Tribune |
| Ohio | 1 | Journal News |
|  | 2 | Portsmouth Daily Times |
|  | 3 | Dayton Daily News |
|  | 4 | Lima News |
|  | 5 | Bowling Green Sentinel Tribune |
|  | 6 | Athens Messenger |
|  | 7 | Springfield News-Sun |
|  | 8 | Journal News |
|  | 9 | Toledo Blade |
|  | 10 | Plain Dealer |
|  | 11 | Plain Dealer |
|  | 12 | Columbus Dispatch |
|  | 13 | Akron Beacon Journal |
|  | 14 | Star Beacon |
|  | 15 | Columbus Dispatch |
|  | 16 | Repository |
|  | 17 | Vindicator |
|  | 18 | Times Reporter |
| Oklahoma | 1 | Tulsa World |
|  | 2 | Muskogee Daily Phoenix and Times-Democrat |
|  | 3 | Enid News and Eagle |
|  | 4 | Lawton Constitution |
|  | 5 | Oklahoman |
| Oregon | 1 | Oregonian |
|  | 2 | Bulletin |
|  | 3 | Oregonian |
|  | 4 | Register-Guard |
|  | 5 | Oregonian |
| Pennsylvania | 1 | Philadelphia Inquirer |
|  | 2 | Philadelphia Inquirer |
|  | 3 | Erie Times-News |
|  | 4 | Beaver County Times |
|  | 5 | Centre Daily Times |
|  | 6 | Reading Eagle |
|  | 7 | Philadelphia Inquirer |
|  | 8 | Bucks County Courier Times |
|  | 9 | Public Opinion |
|  | 10 | Daily Item |
|  | 11 | Times Tribune |
|  | 12 | Tribune-Democrat |
|  | 13 | Reporter |
|  | 14 | Pittsburgh Post-Gazette |
|  | 15 | Morning Call |
|  | 16 | Reading Eagle |
|  | 17 | Patriot-News |
|  | 18 | Tribune-Review |
|  | 19 | York Daily Record |
| Rhode Island | 1 | Providence Journal |
|  | 2 | Providence Journal |
| South Carolina | 1 | Post and Courier |
|  | 2 | Island Packet |
|  | 3 | Anderson Independent-Mail |
|  | 4 | Herald-Journal |
|  | 5 | Herald |
|  | 6 | The State |
| South Dakota |  | Rapid City Journal |
| Tennessee | 1 | Greeneville Sun |
|  | 2 | Knoxville News Sentinel |
|  | 3 | Chattanooga Times-Free Press |
|  | 4 | Daily Herald |
|  | 5 | Tennessean |
|  | 6 | Herald-Citizen |
|  | 7 | Commercial Appeal |
|  | 8 | Commercial Appeal |
|  | 9 | Commercial Appeal |
| Texas | 1 | Tyler Morning Telegraph |
|  | 2 | Beaumont Enterprise |
|  | 3 | Dallas Morning News |
|  | 4 | Dallas Morning News |
|  | 5 | Dallas Morning News |
|  | 6 | Houston Chronicle |
|  | 7 | Lubbock Avalanche-Journal |
|  | 8 | Houston Chronicle |
|  | 9 | Austin American-Statesman |
|  | 10 | Houston Chronicle |
|  | 11 | San Angelo Standard-Times |
|  | 12 | Fort Worth Star-Telegram |
|  | 13 | Dallas Morning News |
|  | 14 | Fort Worth Star-Telegram |
|  | 15 | Monitor |
|  | 16 | Corpus Christi Caller-Times |
|  | 17 | Dallas Morning News |
|  | 18 | McKinney Courier Gazette |
|  | 19 | Dallas Morning News |
|  | 20 | Austin American-Statesman |
|  | 21 | Dallas Morning News |
|  | 22 | Houston Chronicle |
|  | 23 | San Antonio Express-News |
|  | 24 | Corsicana Daily Sun |
|  | 25 | Austin American-Statesman |
|  | 26 | Houston Chronicle |
|  | 27 | Beaumont Enterprise |
|  | 28 | Laredo Morning Times |
|  | 29 | Houston Chronicle |
|  | 30 | Fort Worth Star-Telegram |
|  | 31 | Amarillo Globe-News |
|  | 32 | Dallas Morning News |
| Utah | 1 | Salt Lake Tribune |
|  | 2 | Salt Lake Tribune |
|  | 3 | Salt Lake Tribune |
| Vermont |  | Burlington Free Press |
| Virginia | 1 | Free Lance Star |
|  | 2 | Virginian Pilot |
|  | 3 | Virginian Pilot |
|  | 4 | Richmond Times-Dispatch |
|  | 5 | Daily Progress |
|  | 6 | Roanoke Times |
|  | 7 | Richmond Times-Dispatch |
|  | 8 | Washington Post |
|  | 9 | Bristol Herald Courier |
|  | 10 | Winchester Star |
|  | 11 | Washington Post |
| Washington | 1 | Seattle Times |
|  | 2 | Daily Herald |
|  | 3 | Columbian |
|  | 4 | Tri-City Herald |
|  | 5 | Spokesman-Review |
|  | 6 | News Tribune |
|  | 7 | Seattle Times |
|  | 8 | Seattle Times |
|  | 9 | Olympian |
| West Virginia | 1 | Wheeling News-Register |
|  | 2 | Charleston Gazette |
|  | 3 | Herald-Dispatch |
| Wisconsin | 1 | Janesville Gazette |
|  | 2 | Wisconsin State Journal |
|  | 3 | La Crosse Tribune |
|  | 4 | Milwaukee Journal Sentinel |
|  | 5 | Waukesha Freeman |
|  | 6 | Oshkosh Northwestern |
|  | 7 | Leader-Telegram |
|  | 8 | Milwaukee Journal Sentinel |
| Wyoming |  | Star-Tribune |