**Online Appendix A: Descriptives of candidate variables**

|  |  |  |
| --- | --- | --- |
|  | Mean (S.D) | Freq (%) |
| **Congruence variables** |  |  |
| *Same gender* |  |  |
| * Yes
 |  |  7644(48.95) |
| * No
 |  |  7971(51.05) |
| *Same age* |  |  |
| * Yes
 |  |  7236(50.06) |
| * No
 |  |  7218(49.94) |
| *Same municipality* |  |  |
| * Yes
 |  | 14133(97.78) |
| * No
 |  |  321(2.22) |
|  |  |  |
| **Candidate level variables** |  |  |
| *Age* |  |  |
| * Young (18-30)
 |  |  178(13.59) |
| * Middle aged (31-65)
 |  | 1085(82.82) |
| * Elder (65+)
 |  |  47(3.59) |
| *Gender* |  |  |
| * Male
 |  |  684(49.5) |
| * Female
 |  |  662(50.5) |
| *First candidate* |  |  |
| * Yes
 |  |  63(4.8) |
| * No
 |  |  1247(95.2)  |
| *Last candidate* |  |  |
| * Yes
 |  |  63(4.8) |
| * No
 |  |  1247(95.2)  |
| *Mayor* |  |  |
| * Yes
 |  |  127(9.7) |
| * No
 |  | 1183(90.3) |
| *Minister* |  |  |
| * Yes
 |  |  34(2.6) |
| * No
 |  | 1276(97.4) |
| *Experience Flemish parliament* |  |  |
| * Yes
 |  |  102(7.8) |
| * No
 |  | 1208(92.2) |
| *Experience Federal parliament* |  |  |
| * Yes
 |  |  120(9.2) |
| * No
 |  | 1190(90.8) |
| *Media attention* |  4.24(26.0) |  |
| *Media attention t-1* | 42.56(189.7) |  |
|  |  |  |
| **Voter variables** |  |  |
| *Gender* |  |  |
| * Male
 |  | 7508(51.94) |
| * Female
 |  | 6946(48.06) |
| *Age* |  |  |
| * Young (18-30)
 |  | 1941(13.43) |
| * Middle aged (31-65)
 |  | 9023(62.43) |
| * Elder (65+)
 |  | 3490(24.15) |

**Online Appendix B: Full model**

|  |  |
| --- | --- |
|  | **Model 1****b(SE)** |
| *Level 1 (dyadic)* |  |
| Same gender |  .402(.08)\*\* |
| Same age group |  .060(.09) |
| Same municipality |  3.346(.18)\*\* |
|  |  |
| *Candidate characteristics* |  |
| Ballot list position |  .098(.01)\*\* |
| First candidate on the list |  2.602(.24)\*\* |
| Last candidate on the list |  1.189(.29)\*\* |
| Experience Flemish parliament |  .535(.17)\*\* |
| Experience Federal parliament |  .807(.17)\*\* |
| Mayor |  .016(.16) |
| Minister |  .001(.27) |
| Media coverage(log) |  .051(.03)\* |
| Media coverage t-1(log) |  .032(.03) |
| Other candidates in municipality |  .071(.08) |
|  |  |
| Number of preferential votes |  .488(.01)\*\* |
|  |  |
| *Party (ref: Christian-Democrats)* |  |
| * Regionalists
 |  -.200(.16) |
| * Green
 |  -.087(.22) |
| * Social-Democrats
 |  -.291(.18) |
| * Liberals
 |  -.089(.18) |
| * Far Right
 |  .267(.36) |
| * Socialists
 |  .391(.37) |
|  |  |
| *District (Ref: Antwerp)* |  |
| * Limburg
 |  1.0017(.19)\*\* |
| * Oost-Vlaanderen
 |  .387(.17)\* |
| * Vlaams-Brabant
 |  .460(.20)\* |
| * West-Vlaanderen
 |  .558(.18)\*\* |
|  |  |
| Federal level |  .212(.12) |
|  |  |
| Constant |  -4.582(.27)\*\* |
| $$σ²\_{voters}$$ | .072 |
| $$σ²\_{candidates}$$ | .889  |

***N (dyadic pairs): 14,454. N (candidates): 1,310. N (voters): 394.***

***\*p <.05, \*\* p<.01***

**Online Appendix C: Robustness age**

|  |  |  |
| --- | --- | --- |
|  | **Model A****b(SE)** | **Model B****b(SE)** |
| Same age group |  - .044(.09) |  - .007(.16) |
| *Age(ref=middle age (36-60)* |  |  |
| * Young voter (≤35)
 |  |  -.116(.18) |
| * Elder voter (60+)
 |  |  .176(.16) |
| Same age group \* young voter |  |  .402(.29) |
| Same age group \* Elder voter |  |  -.629(.40) |

***\*p<.05, \*\*p<.01; Controlling for all other variables (see model 1)***

|  |  |  |
| --- | --- | --- |
|  | **Model C****b(SE)** | **Model D****b(SE)** |
| Same age group |  -.012(.09) |  .209(.17) |
| *Age(ref=middle age1 (31-45)* |  |  |
| * Young voter (≤30)
 |  |  -.167(.16) |
| * middle age2 (46-60)
 |  |  .096(.15) |
| * Elder voter (60+)
 |  |  .128(.13) |
| Same age group \* young voter |  |  .635(.40) |
| Same age group \* middle age |  |  -.399(.25) |
| Same age group \* Elder voter |  |  .369(.71) |

***\*p<.05, \*\*p<.01; Controlling for all other variables (see model 1)***

|  |  |  |
| --- | --- | --- |
|  | **Model E****b(SE)** | **Model F****b(SE)** |
| Age difference |  .004(.00) |  .003(.01) |
| *Age(ref=middle age (31-65)* |  |  |
| * Young voter (≤30)
 |  |  .415(.26) |
| * Elder voter (65+)
 |  |  .116(.24) |
| Same age group \* young voter |  |  .026(.01)\* |
| Same age group \* Elder voter |  |  -.001(.01) |

***\*p<.05, \*\*p<.01; Controlling for all other variables (see model 1)***

**Online Appendix D: Test with political interest and education as controls**

|  |  |
| --- | --- |
|  | **Model G****b(SE)** |
| *Level 1 (dyadic)* |  |
| Same gender |  .400(.08)\*\* |
| Same age |  .068(.09) |
| Same municipality |  3.344(.18)\*\* |
|  |  |
| *Candidate characteristics* |  |
| Ballot list position |  .098(.01)\*\* |
| First candidate  |  2.607(.24)\*\* |
| Last candidate  |  1.194(.29)\*\* |
| Flemish parliament |  .538(.17)\*\* |
| Federal parliament |  .804(.17)\*\* |
| Mayor |  .018(.16) |
| Minister |  -.004(.27) |
| Media coverage(log) |  .051(.03) |
| Media coverage t-1(log) |  .031(.03) |
| Other candidates in municipality |  .072(.08) |
|  |  |
| *Voter characteristics* |  |
| Number of preferential votes |  .484(.02)\*\* |
| *Education (ref = lower educated)* |  |
| * Middle educated
 |  .046(.12) |
| * High educated
 |  -.063(.12) |
| Political interest |  .025(.02) |
|  |  |
| Constant | -4.702(.30)\*\* |
| $$σ²\_{voters}$$ |  .060 |
| $$σ²\_{candidates}$$ |  .887 |

***N(dyadic pairs):14,454.N(candidates):1,310.N(voters):394.***

***\*p<.05,\*\*p<.01***

***Controlling for party and district dummies.***