

Appendix 1. Study 1 and Study 2 measures

Measures	Item	Modalities	Source
Pitch	“This voice is...”	1 = low-pitched to 7 = high-pitched	
Brightness	“This voice is...”	1 = soft, dull to 7 = sharp, bright	1
Roughness	“This voice is...”	1 = smooth, regular to 7 = rough, irregular	
Speaker gender	“This speaker is a...”	1 = man, 2 = woman	
Voice arousal	“This voice is ...”	1 = calm to 7 = excited	2
Voice masculinity	“This voice is masculine”		
Speaker warmth	“This speaker is warm”		3
Speaker competence	“This speaker is competent”		
Attitude toward the speaker	“I like this speaker”	1 = strongly disagree to 7 = strongly agree	
Attitude toward the candidate	“I like this candidate”		4
Purchase intentions	“I want to buy this brand”		
Vote intentions	“I want to vote for this candidate”		
Candidate recognition	“Which presidential candidate is it?”, coded as accurate or inaccurate		

Legend: 1 = Huang et al., 2001, Von Bismarck, 1974; 2 = Bänziger, Patel and Scherer, 2014; Laukka, Juslin and Bresin, 2005; 3 = Zuckerman, Hodgins and Miyake, 1993; and 4 = MacKenzie, Lutz and Belch (1986).