

Appendix 1. Study 1 and Study 2 measures

Measures	Item	Modalities	Source
Pitch	“This voice is...”	1 = low-pitched to 7 = high-pitched	1
Brightness	“This voice is...”	1 = soft, dull to 7 = sharp, bright	
Roughness	“This voice is...”	1 = smooth, regular to 7 = rough, irregular	
Speaker gender	“This speaker is a...”	1 = man, 2 = woman	2
Voice arousal	“This voice is ...”	1 = calm to 7 = excited	
Voice masculinity	“This voice is masculine”	1 = strongly disagree to 7 = strongly agree	3
Speaker warmth	“This speaker is warm”		
Speaker competence	“This speaker is competent”		
Attitude toward the speaker	“I like this speaker”	1 = strongly disagree to 7 = strongly agree	4
Attitude toward the candidate	“I like this candidate”		
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).