**Appendix**

**Table A.** Factor Loadings Rotated Principal Component Factor Analysis Candidate Characteristics (N=1,131)

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Factor 1** | **Factor 2**  |
| Sociodemographic Profile |  |  |
|  | Age  | .05 | .77 |
|  | Gender  | -.00 | .81 |
|  | Education | .20 | .67 |
| Competence and Experience |  |  |
|  | Reliability | .86 | .02 |
|  | Ability to Manage Things | .86 | .03 |
|  | Public Speaking and Presentation Skills | .64 | .17 |
|  | Prior Experience in Politics | .68 | .15 |
| Issue Positions | .68 | .08 |
|  |  |  |  |
| Party Affiliation | .37 | .19 |
| Eigenvalue | 3.20 | 1.59 |

*Source:* 2015 Finnish Election Survey

**Table B.** Summary of Control Variables

|  |  |  |
| --- | --- | --- |
| **Variables** | **Question** | **(Recoded) Categories** |
| Gender | What is your gender? | (1) Female(0) Male |
| Age (and its squared Value) | What is your year of birth? | Continuous variable |
| Education | What is the highest level of education or degree you have completed? | (1) A polytechnic/university of applied sciences or university education(0) Upper secondary level education or lower |
| Occupational Status | What is your occupational status? | (1) An intermediate level job, managers and professional employees (higher white collar employment)(0) All others (including students, retired and unemployed people)  |
| Marital Status | What is your marital status? | (1) Married or registered partnership(0) Other |
| Church Attendance | Apart from weddings, funerals etc., how often do you go to church? | (1) Never (reference category)(2) Once a year(3) Regularly (2-11 times a year)(4) At least once a month |
| Left/Right Self Position | Using the left-right scale, where would you place yourself? | (1) Left position – score 0 to 3 (reference category)(2) Middle position – score 4 to 6(3) Right position – score 7 to 10 (4) Don’t know  |
| Strength of Party ID | How stable is your political party identification? | Continuous variable: (1) Not at all stable to (4) Completely stable |

**Table C.** Descriptive Statistics for All Explanatory and Control Variables (N=1,173)

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables** | **Range** | **Mean/****Proportion** | **Standard Deviation** |
| Political Knowledge  | 0-4 | 2.80 | 1.13 |
| Political Interest  | 1-4 | 2.98 | .77 |
| Traditional Media Attention  | 1-4 | 2.19 | .54 |
| Online Media Attention | 1-4 | 1.55 | .58 |
| Female | 0/1 | 50.5% |  |
| Age | 18-93 | 46.8 | .25 |
| Higher Education | 0/1 | 36.3% |  |
| Higher White Collar Work | 0/1 | 28.0% |  |
| Married | 0/1 | 44.7% |  |
| Church Attendance (ref. Never)  |  |  |  |
|  | Once a year | 0/1 | 26.9% |  |
|  | 2-11 times a year | 0/1 | 25.8% |  |
|  | At least once a month | 0/1 | 9.0% |  |
| Left-Right Self Position (ref. Left position) |  |  |  |
|  | Middle Position | 0/1 | 41.2% |  |
|  | Right position | 0/1 | 37.7% |  |
|  | Don’t know | 0/1 | 6.9% |  |
| Strength Party Identification | 1-4 | 2.9 | .92 |

*Source:* 2015 Finnish Election Survey

**Table D.** Percentages Per Answer Category For Importance Candidate Characteristics

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Not at all** | **Somewhat** | **A lot** | **Decisive** |  | **Total N** |
| Sociodemographic Profile |  |  |  |  |  |  |
|  | *Age*  | *47.3* | *34.2* | *14.0* | *4.5* |  | *1,171* |
|  | *Gender*  | *58.3* | *23.1* | *11.1* | *7.5* |  | *1,169* |
|  | *Education* | *35.2* | *35.2* | *23.0* | *6.6* |  | *1,169* |
| Competence and Experience |  |  |  |  |  |  |
|  | *Reliability* | *8.1* | *19.0* | *43.7* | *29.2* |  | *1,159* |
|  | *Ability to Manage Things* | *7.3* | *15.8* | *44.7* | *32.2* |  | *1,167* |
|  | *Public Speaking and Presentation Skills* | *16.9* | *30.8* | *37.5* | *14.7* |  | *1,161* |
|  | *Prior Experience in Politics* | *22.2* | *32.1* | *29.7* | *16.0* |  | *1,165* |
|  |  |  |  |  |  |  |  |
| Issue Positions | 6.9 | 17.9 | 40.9 | 34.4 |  | 1,170 |
|  |  |  |  |  |  |  |  |
| Party Affiliation | 8.6 | 19.6 | 26.9 | 45.0 |  | 1,166 |

*Source:* 2015 Finnish Election Survey

*Note:* All results are for weighted data.

**Table E.** Ordinary Least Squares Regression Analyses Explaining the Likelihood That Various Candidate Characteristics Influenced Voters’ Choice of a Candidate (Robust Standard Errors between brackets).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Sociodemographic Profile** | **Competence and Experience** | **Policy Positions** | **Party Affiliation** |
| Political Knowledge  | .04\* | (.02) | .04† | (.02) | .05\* | (.03) | .10\*\*\* | (.03) |
| Political Interest  | .03 | (.03) | .01 | (.04) | .02 | (.04) | .02 | (.05) |
| Traditional Media Attention | .01 | (.05) | .22\*\*\* | (.06) | .10† | (.06) | .07 | (.06) |
| Online Media Attention | .05 | (.05) | .04 | (.05) | .17\*\* | (.06) | -.01 | (.06) |
| Female  | .23\*\*\* | (.04) | .01 | (.05) | .03 | (.06) | .02 | (.06) |
| Age | -.01 | (.01) | .00 | (.01) | -.01 | (.01) | -.02† | (.01) |
| Age Squared | .00 | (.00) | -.00 | (.00) | .00 | (.00) | .00 | (.00) |
| Higher Education | .13\*\* | (.05) | .00 | (.05) | .12\* | (.06) | -.09 | (.06) |
| Higher White Collar Work | -.01 | (.05) | -.05 | (.05) | -.05 | (.06) | -.07 | (.07) |
| Married | -.10\* | (.05) | -.04 | (.05) | .00 | (.06) | -.07 | (.06) |
| Church Attendance (ref. Never) |  |  |  |  |  |  |  |  |
|  | Once a year | .09† | (.05) | .04 | (.06) | .13† | (.07) | .06 | (.07) |
|  | 2-11 times a year | .09† | (.06) | .19\*\* | (.06) | .11 | (.07) | .06 | (.08) |
|  | At least once a month | .00 | (.08) | .17\* | (.08) | .21\* | (.09) | .08 | (.10) |
| Left-Right Position (ref. Left Position) |  |  |  |  |  |  |  |  |
|  | Middle Position | -.04 | (.07) | -.04 | (.07) | -.28\*\*\* | (.08) | -.22\* | (.09) |
|  | Right position | .04 | (.07) | .11 | (.08) | -.08 | (.08) | -.10 | (.09) |
|  | Don’t know | -.21\* | (.10) | -.10 | (.11) | -.21 | (.14) | -.07 | (.14) |
| Strength Party Identification | .02 | (.02) | .05 | (.03) | .03 | (.03) | .43\*\*\* | (.04) |
| Constant | 1.40\*\*\* | (.19) | 1.76\*\*\* | (.21) | 2.61\*\*\* | (.25) | 1.96\*\*\* | (.28) |
| R-Squared | .07 | .09 | .09 | .21 |
| N | 1,166 | 1,139 | 1,170 | 1,166 |

*Source:* 2015 Finnish Election Survey

\*\*\*p<.001; \*\*p<.01; \*p<.05; †p<.10

**Table F.** Ordinary Least Squares Regression Analyses Explaining the Relative Influence of Various Candidate Characteristics on Voters’ Choice of a Candidate (Robust Standard Errors between brackets).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Sociodemographic Profile** | **Competence and Experience** | **Policy Positions** | **Party Affiliation** |
| Political Knowledge  | -.00 | (.01) | -.01 | (.01) | -.01 | (.01) | .02 | (.01) |
| Political Interest  | .01 | (.01) | -.02 | (.02) | .01 | (.02) | -.00 | (.03) |
| Traditional Media Attention | -.05\* | (.02) | .07\*\* | (.02) | -.02 | (.03) | -.05 | (.03) |
| Online Media Attention | .01 | (.02) | -.02 | (.02) | .05\* | (.03) | -.03 | (.03) |
| Female  | .08\*\*\* | (.02) | -.04† | (.02) | -.02 | (.02) | -.04 | (.03) |
| Age | .00 | (.00) | .00 | (.00) | -.00 | (.00) | -.00 | (.01) |
| Age Squared | .00 | (.00) | -.00 | (.00) | -.00 | (.00) | .00 | (.00) |
| Higher Education | .04\* | (.02) | -.01 | (.02) | .04 | (.03) | -.09\* | (.03) |
| Higher White Collar Work | .01 | (.02) | .00 | (.02) | .00 | (.03) | -.03 | (.04) |
| Married | -.03 | (.02) | -.00 | (.02) | .03 | (.03) | .01 | (.03) |
| Church Attendance (ref. Never) |  |  |  |  |  |  |  |  |
|  | Once a year | -.01 | (.02) | -.03 | (.02) | .02 | (.03) | -.02 | (.04) |
|  | 2-11 times a year | -.01 | (,02) | .03 | (.02) | -.01 | (.03) | -.06 | (.04) |
|  | At least once a month | -.04 | (.03) | .03 | (.03) | .04 | (.04) | -.08† | (.04) |
| Left-Right Position (ref. Left Position) |  |  |  |  |  |  |  |  |
|  | Middle Position | .04 | (.03) | .05† | (.03) | -.06 | (.04) | -.03 | (.05) |
|  | Right position | .02 | (.02) | .06† | (.03) | -.05 | (.04) | -.06 | (.05) |
|  | Don’t know | .00 | (.06) | -.00 | .04 | -.03 | (.06) | .04 | (.07) |
| Strength Party Identification | -.03\*\* | (.01) | -.05\*\*\* | (.01) | -.08\*\*\* | (.02) | .17\*\*\* | (.02) |
| Constant | -.32\*\*\* | (.09) | -.02 | (.10) | .52\*\*\* | (.12) | .08 | (.15) |
| R-Squared | .05 | .06 | .09 | .11 |
| N | 1,131 | 1,131 | 1,131 | 1,131 |

*Source:* 2015 Finnish Election Survey

\*\*\*p<.001; \*\*p<.01; \*p<.05; †p<.10

**Table G.** Correlations Between the Different Candidate Characteristics

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Sociodemographic Profile** | **Competence and Experience** | **Policy Positions** | **Party Affiliation** |
| **Sociodemographic Profile** | 1.00 |  |  |  |
| **Competence and Experience** | .23 | 1.00 |  |  |
| **Policy Positions** | .17 | .50 | 1.00 |  |
| **Party Affiliation** | .15 | .29 | .22 | 1.00 |

*Source:* 2015 Finnish Election Survey

**Table H.** Ordered Logit Regression Analyses Explaining the Likelihood That Policy Positions and Party Affiliation Influenced Voters’ Choice of a Candidate (Robust Standard Errors between brackets).

|  |  |  |
| --- | --- | --- |
|  | **Policy Positions** | **Party Affiliation** |
| Political Knowledge  | .10† | (.06) | .20\*\*\* | (.06) |
| Political Interest  | .07 | (.09) | .03 | (.10) |
| Traditional Media Attention | .19 | (.14) | .15 | (.14) |
| Online Media Attention | .37\*\* | (.13) | -.07 | (.14) |
| Female  | .05 | (.12) | .03 | (.13) |
| Age | -.02 | (.02) | -.04† | (.02) |
| Age Squared | .00 | (.00) | .00† | (.00) |
| Higher Education | .25† | (.13) | -.19 | (.13) |
| Higher White Collar Work | -.11 | (.14) | -.16 | (.15) |
| Married | -.00 | (.13) | -.14 | (.13) |
| Church Attendance (ref. Never) |  |  |  |  |
|  | Once a year | .22 | (.15) | .05 | (.15) |
|  | 2-11 times a year | .24 | (.16) | .09 | (.17) |
|  | At least once a month | .46\* | (.22) | .06 | (.23) |
| Left-Right Position (ref. Left Position) |  |  |  |  |
|  | Middle Position | -.58\*\* | (.18) | -.45\* | (.20) |
|  | Right position | -.14 | (.18) | -.25 | (.20) |
|  | Don’t know | -.45 | (.30) | -.09 | (.31) |
| Strength Party Identification | .08 | (.08) | .84\*\*\* | (.08) |
| Cut 1 | -1.88 | (.58) | -.48 | (.63) |
| Cut 2 | -.33 | (.56) | 1.15 | (.63) |
| Cut 3 | 1.54 | (.56) | 2.53 | (.63) |
| Pseudo R-Squared | .03 | .09 |
| N | 1,170 | 1,166 |

*Source:* 2015 Finnish Election Survey

\*\*\*p<.001; \*\*p<.01; \*p<.05; †p<.10