Online Appendix
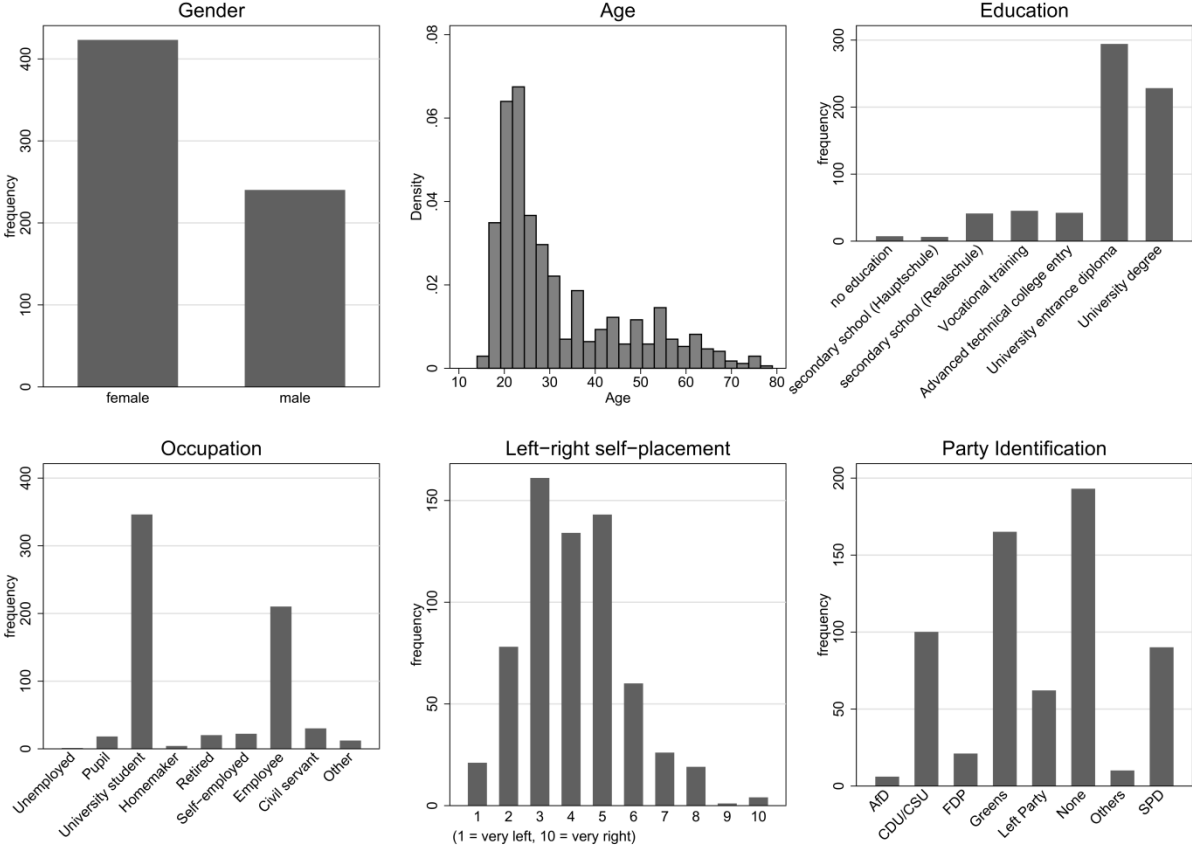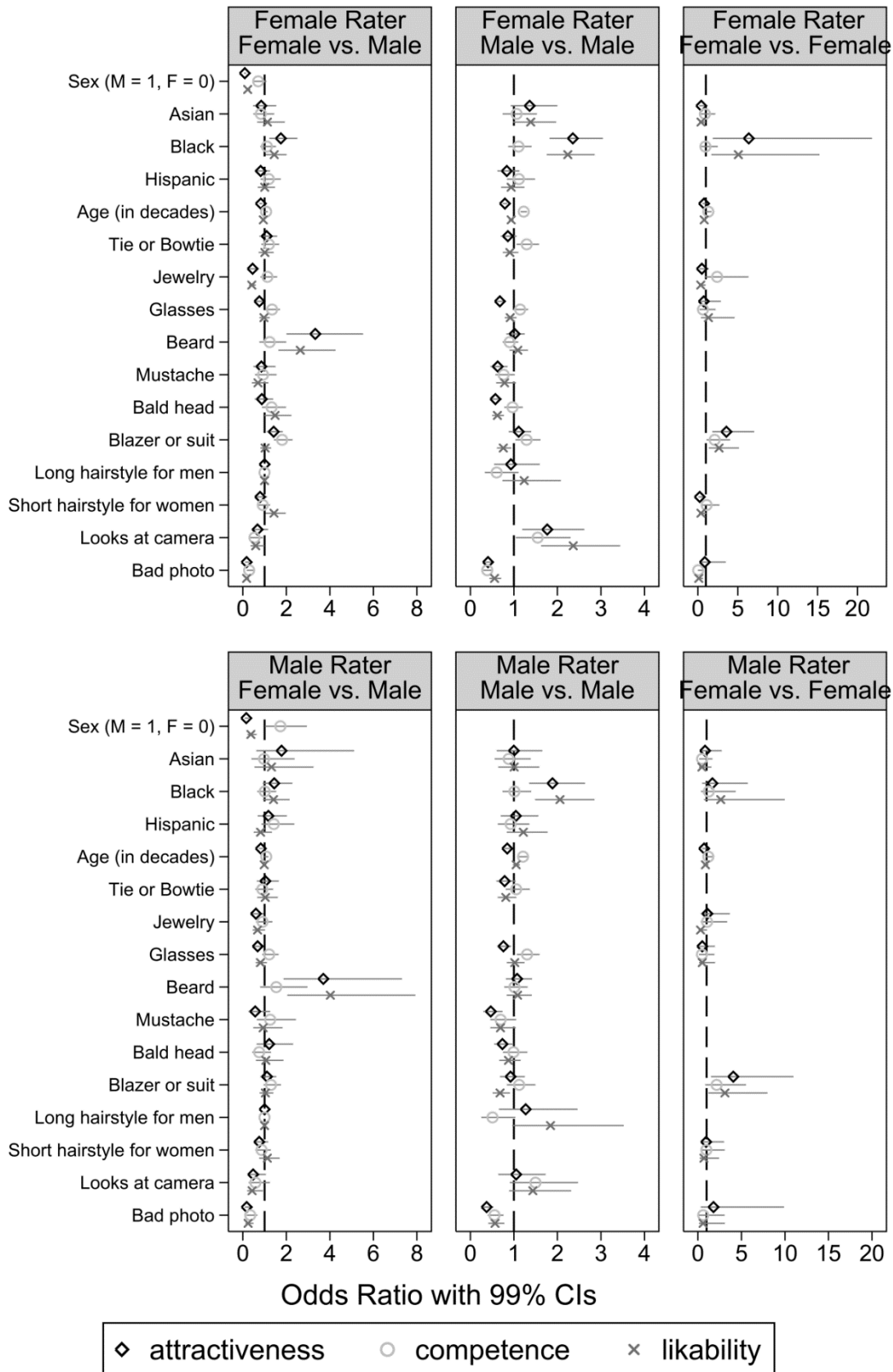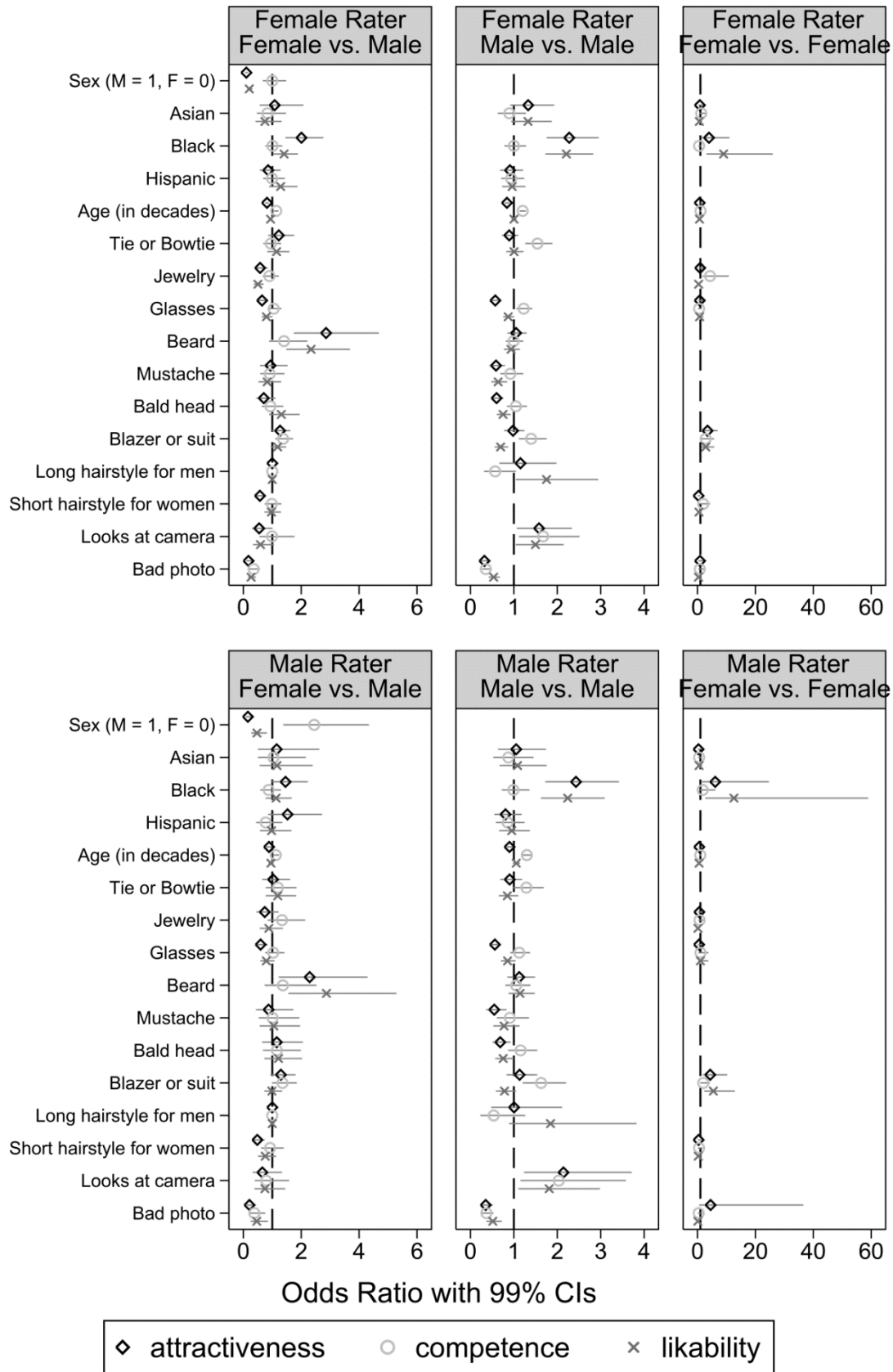
A1: Descriptive statistics for the raters

A2: Determinants of attractiveness, competence and likability (regular background)

Odds Ratio with 99% CIs

◇ attractiveness   ○ competence   × likability

A3: Determinants of attractiveness, competence and likability (uniform background)

Odds Ratio with 99% CIs

◇ attractiveness   ○ competence   × likability

A4: Determinants of attractiveness, competence and likability (young vs. old raters)

Odds Ratio with 99% CIs

◇ attractiveness   ○ competence   × likability
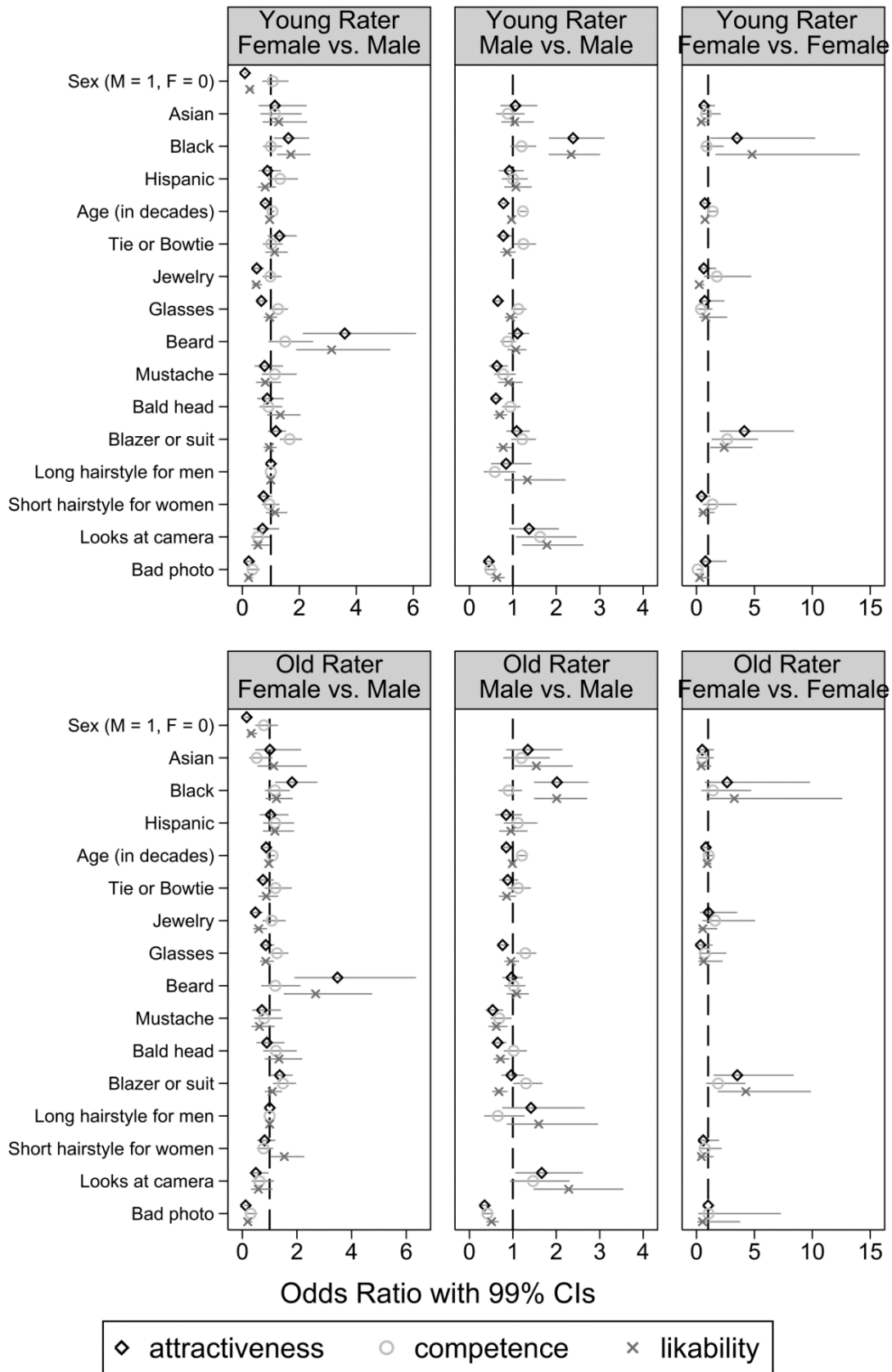
A5: Determinants of attractiveness, competence and likability (left vs. right raters)

Odds Ratio with 99% CIs

◇ attractiveness   ○ competence   × likability
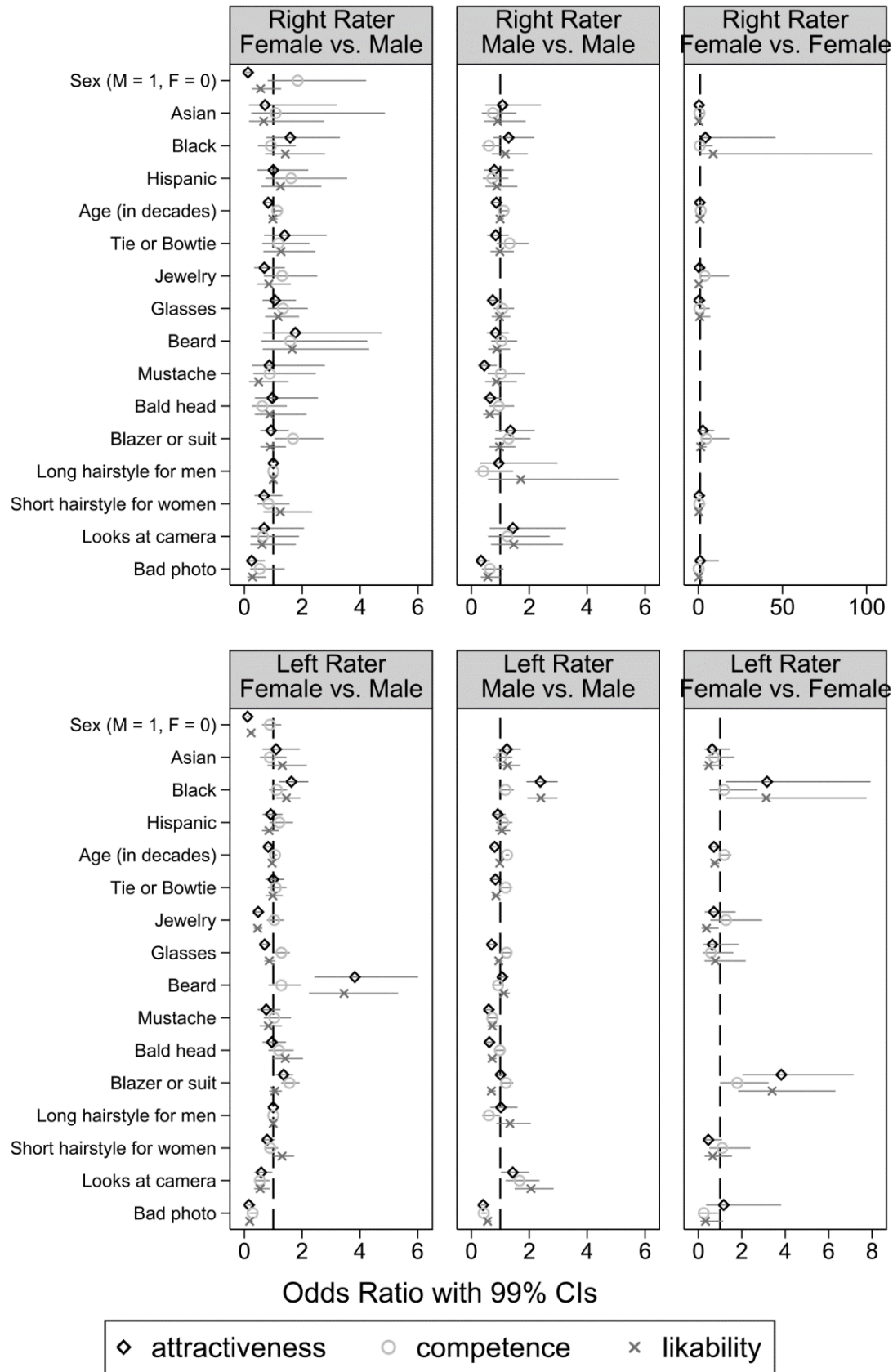
A6: Ambiguity weighting by latency times

The fastest click of each rater is assigned a weighting factor of 1.0 while the slowest click gets a weight of 0.2. The final weighted proportion of clicks for candidate A in district X computes as follows:

$$p_{A,X} = \frac{\sum_{i=1}^{n_X}(r(A)_{i,X} \cdot w_{i,X})}{\sum_{i=1}^{n_X}(w_{i,X})}$$

with: $n_X = $ number of ratings in district X

           $w_{i,X} = $ weight for rating i in district X

           $r(A)_{i,X} = $ rating i for candidate A in district X (i.e. 0 or 1);

A7: Variable overview (all variables measure on the level of the electoral district, N = 401)

Variable	operationalization	min / max	mean (sd)
		For dummies: % of cases	
Dependent Variable	Vote share winner – vote share runner up in the House election on November 8	0 / 100	32.142 (18.640)
Attractiveness (picture set1)	Latency weighted mean of clicks for the winning candidate compared to the runner-up. Appearance ratings based on pictures with regular background.	0 / 1	0.529 (0.279)
Competence (picture set1)		0.202 / 1	0.564 (0.202)
Likability (picture set1)		0.050 / 1	0.513 (0.225)
Attractiveness (picture set2)	Latency weighted mean of clicks for the winning candidate compared to the runner-up. Appearance ratings based on pictures with uniform slate-grey background.	0 / 1	0.540 (0.290)
Competence (picture set2)		0 / 1	0.586 (0.208)
Likability (picture set2)		0.023 / 1	0.525 (0.221)
Gender	Four dummies indicating the gender configuration of the race	Winner / Runner up: ♂ / ♂ ♂ / ♀ ♀ / ♂ ♀ / ♀	63.59 17.21 15.46 3.74
Incumbency	Three dummies indicating who of the candidates (if any) was the incumbent	Incumbent = … Winner 2016: Runner up 2016: Neither winner nor runner up:	85.29% 2.00% 12.72%
Incumbency in years			
Age difference	Age of the winner minus age of the runner up	-35.66 / 49.29	-5.871 (16.071)
Unemployment rate	In %	2.620 / 14.563	6.350 (1.931)
Senior-to-youth-rate	$\frac{\text{Share of seniors (> 60)}}{\text{Share of youth (<25)}}$	0.273 / 1.819	0.662 (0.193)
Males	Male population in %	45.437 / 52.637	49.237 (0.938)
Blacks	Black population in %	0.439 / 66.327	12.167 (13.493)
Hispanics	Hispanic population in %	0.954 / 87.616	17.434 (18.096)
Rental vacancy rate	Percentage of rental houses that is vacant	1.1 / 19.4	5.895 (2.412)
Median household income	In 1000 $	31.789 / 120.089	58.219 (15.439)
Persons without health insurance	In %	1.931 / 31.403	9.328 (4.427)
Persons with BA or higher	In %	9.1 / 71.5	30.357 (10.218)
District not safe	District has been rated as "not safe" (= leaning, likely or toss up) by at least one of the following predictions on November 7, 2016: Cook Political Report, Daily Kos Elections, the Rothenberg Political Report, and Real Clear Politics.	14.46%	
Toss-up district	District has been rated as "toss-up" by at least one of the following predictions on November 7, 2016: Cook Political Report, Daily Kos Elections, the Rothenberg Political Report, and Real Clear Politics.	6.23%	
District with two candidates from same party	Two candidates from the same party received the most votes.	2.99%	
Absolute margin Trump-Clinton	Absolute difference between the percentage of votes for Donald Trump and Hilary Clinton at the presidential elections 2016; data from the Partisan Voting Index by the Cook Political Report 2017	0 / 87	26.484 (18.439)
Winner Republican	Dummy indicating whether the winner was a Republican	56.36%	
Disbursement difference	$100 \cdot \frac{\text{total disbursement of the winner}}{\text{total disbursement of the winner + total disbursement of the runner up}}$ Data from the Federal Election Commission, campaign finance data.	15.897 / 100	88.358 (16.785)

A8: Main models with influential cases excluded

	Model 1	Model 2	Model 3	Model 4
Perceived physical appearance				
Attractiveness	5.439***	5.457***	2.209	
	(1.957)	(1.516)	(1.733)	
Competence	1.116		1.392	5.822**
	(2.153)		(2.181)	(2.257)
Likability	-1.746		0.824	
	(1.939)		(1.956)	
Gender				
Winner: female & Runner up: female	-1.272		-0.810	
	(2.067)		(1.978)	
Winner: male & Runner up: female	1.308	1.953**	1.002	
	(0.920)	(0.918)	(0.930)	
Winner: female & Runner up: male	-1.971*	-2.916***	-1.389	
	(1.100)	(1.007)	(1.113)	
Incumbency				
Incumbent = runner up	-3.046		-2.255	
	(2.420)		(2.510)	
Incumbent = no one	-2.621**		-2.773***	
	(1.041)		(1.055)	
Incumbency in years	0.180***	0.164***	0.176***	0.144***
	(0.0436)	(0.0417)	(0.0450)	(0.0466)
Controls				
Age difference	-0.0228		-0.0300	-0.0556**
	(0.0260)		(0.0263)	(0.0257)
Unemployment rate	-0.819**	-0.512**	-0.761**	-0.536**
	(0.326)	(0.234)	(0.314)	(0.249)
Senior-to-youth rate	0.274		0.673	
	(2.172)		(2.124)	
Males %	-1.443**		-1.347**	-0.774*
	(0.594)		(0.587)	(0.461)
Blacks %	0.0759		0.0671	
	(0.0509)		(0.0530)	
Hispanics %	0.101**		0.0731*	
	(0.0425)		(0.0396)	
Rental vacancy rate	-0.0500		-0.0815	
	(0.177)		(0.176)	
Median household income in 1000$	-0.0805*		-0.0572	
	(0.0446)		(0.0452)	
Persons without health insurance %	-0.359**	-0.193*	-0.295*	
	(0.145)	(0.103)	(0.153)	
Persons with BA or higher %	-0.0406	-0.131***	-0.0618	-0.118**
	(0.0611)	(0.0460)	(0.0625)	(0.0484)
District not safe	-1.917	-2.648*	-1.705	-2.735*
	(1.464)	(1.435)	(1.438)	(1.457)
Toss-up district	2.506		2.505	
	(1.881)		(1.895)	
District with two candidates from same party	-10.34***	-7.551***	-9.562***	-9.317***
	(1.986)	(2.028)	(1.900)	(2.098)
Disbursement share winner	0.222***	0.253***	0.231***	0.229***
	(0.0328)	(0.0313)	(0.0330)	(0.0309)
Absolute margin Trump-Clinton	0.718***	0.704***	0.731***	0.729***
	(0.0266)	(0.0238)	(0.0284)	(0.0276)
Winner: Republican	2.950***		3.413***	2.147**
	(1.075)		(1.072)	(0.979)
Constant	70.35**	-4.687	63.20**	31.72
	(30.62)	(3.929)	(29.90)	(23.58)
Observations	376	378	376	381
R-squared	0.849	0.827	0.849	0.817

Note: To test whether the most influential cases alter the main effects, all cases with a Cook's distance greater than 4/N were excluded from the models. Models 1 and 2 use the appearance-ratings from picture set 1 (regular background), models 3 and 4 those from picture set 2 (uniform background). Models 2 and 4 with stepwise backward selection. Robust standard errors in parentheses. *** p<0.01, ** p<0.05, * p<0.1

A9: Main models with standardized coefficients

	Model 1	Model 2	Model 3	Model 4
Perceived physical appearance				
Attractiveness	0.176***	0.155***	0.122***	0.100***
Competence	0.00947		0.0128	
Likability	-0.0531		-0.0176	
Gender				
Winner: female & Runner up: female	0.0136		0.0179	
Winner: male & Runner up: female	0.0610*	0.0664**	0.0524	0.0628*
Winner: female & Runner up: male	-0.102***	-0.117***	-0.0927***	-0.103***
Incumbency				
Incumbent = runner up	-0.0256		-0.0196	
Incumbent = no one	-0.0370		-0.0416	
Incumbency in years	0.0307		0.0327	
Controls				
Age difference	0.0679	0.0767*	0.0484	
Unemployment rate	-0.0726		-0.0766	
Senior-to-youth rate	-0.0172		-0.0163	
Males %	-0.0436		-0.0459	
Blacks %	0.0583		0.0504	
Hispanics %	0.0387		0.0366	
Rental vacancy rate	0.00340		0.00410	
Median household income in 1000$	-0.0376		-0.0261	
Persons without health insurance %	-0.0162		-0.0132	
Persons with BA or higher %	-0.0479		-0.0553	
District not safe	-0.00997		-0.00322	
Toss-up district	0.0238		0.0251	
District with two candidates from same party	-0.101**	-0.0927**	-0.0933**	-0.0872**
Disbursement share winner	0.268***	0.297***	0.280***	0.310***
Absolute margin Trump-Clinton	0.658***	0.666***	0.664***	0.675***
Winner: Republican	0.0300		0.0414	
Observations	401	401	401	401
R-squared	0.698	0.685	0.691	0.676

Note: Robust standardized coefficients. Models 1 and 2 use the appearance-ratings from picture set 1 (regular background), models 3 and 4 those from picture set 2 (uniform background). Models 2 and 4 with stepwise backward selection. *** p<0.01, ** p<0.05, * p<0.1

A10: Main models without "disbursement share winner"

	Model 1	Model 2	Model 3	Model 4
Perceived physical appearance				
Attractiveness	13.35***	11.52***	9.085***	8.719***
	(3.976)	(2.681)	(3.235)	(2.361)
Competence	2.843		2.669	
	(3.796)		(3.868)	
Likability	-5.136		-1.803	
	(3.829)		(3.679)	
Gender				
Winner: female & Runner up: female	0.0106		0.676	
	(3.182)		(3.086)	
Winner: male & Runner up: female	2.165		1.705	
	(1.741)		(1.753)	
Winner: female & Runner up: male	-5.306***	-6.217***	-4.703**	-5.459***
	(1.786)	(1.533)	(1.892)	(1.605)
Incumbency				
Incumbent = runner up	-8.957**	-10.50***	-8.303**	-8.888**
	(3.577)	(3.287)	(3.627)	(3.542)
Incumbent = no one	-4.250**	-4.576***	-4.633***	-4.391***
	(1.752)	(1.595)	(1.744)	(1.635)
Incumbency in years	0.0769		0.0792	
	(0.0769)		(0.0779)	
Controls				
Age difference	0.0847	0.105**	0.0620	0.0898*
	(0.0700)	(0.0534)	(0.0667)	(0.0527)
Unemployment rate	-0.662		-0.720	
	(0.492)		(0.511)	
Senior-to-youth rate	-2.719		-2.419	-4.581*
	(2.885)		(2.895)	(2.693)
Males %	-1.139		-1.189	-1.091*
	(0.873)		(0.902)	(0.637)
Blacks %	0.0696		0.0591	
	(0.0813)		(0.0865)	
Hispanics %	0.0558		0.0563	
	(0.0611)		(0.0615)	
Rental vacancy rate	0.155		0.158	
	(0.308)		(0.313)	
Median household income in 1000$	-0.0531	-0.0753**	-0.0382	-0.0614*
	(0.0626)	(0.0317)	(0.0631)	(0.0324)
Persons without health insurance %	-0.0333		-0.0179	
	(0.233)		(0.243)	
Persons with BA or higher %	-0.0576		-0.0745	
	(0.104)		(0.106)	
District not safe	-7.151***	-8.277***	-7.164***	-8.271***
	(1.623)	(1.332)	(1.596)	(1.372)
Toss-up district	-2.276		-2.338	
	(2.065)		(2.117)	
District with two candidates from same party	-15.75***	-15.01***	-14.99***	-14.77***
	(5.809)	(5.419)	(5.704)	(5.430)
Absolute margin Trump-Clinton	0.707***	0.705***	0.715***	0.716***
	(0.0400)	(0.0347)	(0.0405)	(0.0357)
Winner: Republican	1.538		2.089	2.233*
	(1.510)		(1.581)	(1.321)
Constant	72.61	14.66***	74.88	70.35**
	(44.70)	(2.272)	(45.95)	(31.81)
Observations	402	402	402	402
R-squared	0.673	0.659	0.663	0.655

Note: Robust standardized coefficients. Models 1 and 2 use the appearance-ratings from picture set 1 (regular background), models 3 and 4 those from picture set 2 (uniform background). Models 2 and 4 with stepwise backward selection. *** p<0.01, ** p<0.05, * p<0.1

A11: Interaction between incumbency and attractiveness (predicted values)