

# Populist voters like dark politicians

Alessandro Nai, University of Amsterdam, [a.nai@uva.nl](mailto:a.nai@uva.nl)

Published in *Personality and Individual Differences*

November 2021

## APPENDIX

---

APPENDIX A. ADDITIONAL INFORMATION AND PROTOCOLS

APPENDIX B. FULL RESULTS & ROBUSTNESS CHECKS

APPENDIX A.  
ADDITIONAL INFORMATION AND PROTOCOLS

**Table A1.** Candidates under investigation

Country	Election date	Candidate name	Party	Expert ratings	
				BF	DT
Australia	18-May-19	Pauline Hanson	One Nation	5	10
Australia	18-May-19	Scott Morrison	Liberal–National Coalition	7	5
Australia	18-May-19	Bill Shorten	Labor	4	4
Austria	15-Oct-17	Christian Kern	Social Democratic Party of Austria	5	4
Austria	15-Oct-17	Sebastian Kurz	Austrian People's Party	7	6
Austria	15-Oct-17	Heinz-Christian Strache	Freedom Party of Austria	3	8
Brazil	7-Oct-18	Jair Bolsonaro	Social Liberal Party	7	9
Brazil	7-Oct-18	Fernando Haddad	Workers' Party	7	6
Canada	21-Oct-19	Andrew Scheer	Conservative Party	3	6
Chile	19-Nov-17	Sebastián Piñera	Independent candidate / Chile Vamos	4	7
Costa Rica	4-Feb-18	Fabricio Alvarado	National Restoration Party	6	4
Costa Rica	4-Feb-18	Antonio Álvarez	National Liberation Party	9	10
Finland	14-Apr-19	Petteri Orpo	National Coalition Party	5	4
Finland	14-Apr-19	Antti Rinne	Social Democratic Party of Finland	5	3
France	23-Apr-17	Marine Le Pen	Front National	6	7
France	23-Apr-17	Emmanuel Macron	En Marche	5	9
France	23-Apr-17	Jean-Luc Mélenchon	La France Insoumise	5	3
Germany	24-Sep-17	Alexander Gauland	Alternative for Germany	8	6
Germany	24-Sep-17	Angela Merkel	CDU/CSU	11	13
Germany	24-Sep-17	Martin Schulz	SPD	11	13
Hungary	8-Apr-18	Viktor Orbán	Fidesz	4	4
Iceland	28-Oct-17	Bjarni Benediktsson	Independence Party	5	3
Iceland	29-Oct-16	Oddný Guðbjörg Harðardóttir	Social Democratic Alliance	4	4
Iceland	29-Oct-16	Katrín Jakobsdóttir	Left-Green Movement	3	3
Iceland	29-Oct-16	Birgitta Jónsdóttir	Pirate Party	4	3
Italy	4-Mar-18	Silvio Berlusconi	Forza Italia	9	9
Italy	4-Mar-18	Luigi Di Maio	Movimento 5 Stelle	5	7
Italy	4-Mar-18	Matteo Renzi	Partito Democratico	7	5
Italy	4-Mar-18	Matteo Salvini	Lega	3	6
Lithuania	9-Oct-16	Algirdas Butkevičius	Social Democratic Party of Lithuania	5	5
Lithuania	9-Oct-16	Ramūnas Karbauskis	Lithuanian Peasant and Greens Union	3	5
Lithuania	9-Oct-16	Gabrielius Landsbergis	Homeland Union – Lith. Christian Democrats	6	5
Montenegro	16-Oct-16	Milo Đukanović	Democratic Party of Socialists of Montenegro	5	5
Montenegro	16-Oct-16	Miodrag Lekić	Key Coalition	8	5
New Zealand	23-Sep-17	Bill English	National	4	5
Norway	11-Sep-17	Erna Solberg	Conservative Party	6	4
Norway	11-Sep-17	Jonas Gahr Støre	Labour Party	7	3
Portugal	6-Oct-19	António Costa	Socialist Party	11	7
Portugal	6-Oct-19	Catarina Martins	Left Bloc	5	9
Portugal	6-Oct-19	Rui Rio	Social Democratic Party	5	5
Sweden	9-Sep-18	Jimmie Åkesson	Sweden Democrats	7	7
Sweden	9-Sep-18	Stefan Löfven	Swedish Social Democratic Party	4	6
Turkey	24-Jun-18	Recep Tayyip Erdoğan	Justice and Development Party	7	12
UK	8-Jun-17	Jeremy Corbyn	Labour Party	12	6
UK	8-Jun-17	Tim Farron	Liberal Democrats	3	3
UK	8-Jun-17	Theresa May	Conservative Party	8	13
UK	8-Jun-17	Paul Nuttall	UK Independence Party	6	4
USA	8-Nov-16	Hillary Clinton	Democratic Party	32	25
USA	8-Nov-16	Donald Trump	Republican Party	27	33

Expert rating: Number of experts that have provided ratings for the Big Five (BF) and Dark Triad (DT).

**Table A2.** Personality scores for all candidates (mean scores across expert ratings)

Country	Election date	Candidate	E	A	C	Es	O	N	P	M	Dark core
Australia	18-May-19	Hanson	2.80	0.60	1.70	0.50	0.30	3.50	3.20	2.30	3.00
Australia	18-May-19	Morrison	3.39	1.22	2.47	2.20	0.67	3.30	2.50	3.50	3.10
Australia	18-May-19	Shorten	1.80	1.80	3.30	2.70	1.75	2.88	1.50	2.25	2.21
Austria	15-Oct-17	Kern	2.33	2.67	3.08	2.30	2.38	2.40	1.05	1.40	1.62
Austria	15-Oct-17	Kurz	1.24	1.85	3.72	3.17	1.25	3.63	2.64	2.57	2.95
Austria	15-Oct-17	Strache	3.33	1.17	3.33	2.33	1.00	3.31	2.38	2.11	2.60
Brazil	7-Oct-18	Bolsonaro	2.75	1.15	1.83	1.03	1.60	3.50	3.17	3.33	3.33
Brazil	7-Oct-18	Haddad	1.50	2.25	3.01	3.19	3.04	2.29	1.50	1.19	1.66
Canada	21-Oct-19	Scheer	0.93	1.35	2.71	2.50	0.13	2.48	1.50	1.64	1.87
Chile	19-Nov-17	Piñera	2.75	2.00	2.88	2.25	1.38	3.29	2.93	2.79	3.00
Costa Rica	4-Feb-18	Alvarado	2.80	2.68	2.36	2.83	1.13	3.54	2.14	3.02	2.90
Costa Rica	4-Feb-18	Álvarez	1.60	2.14	2.50	1.33	1.33	3.43	2.68	2.82	2.98
Finland	14-Apr-19	Orpo	1.67	2.08	3.00	3.42	1.20	3.13	1.75	2.25	2.38
Finland	14-Apr-19	Rinne	1.80	2.00	2.60	2.20	1.40	1.63	1.20	1.50	1.44
France	23-Apr-17	Le Pen	2.93	1.07	2.43	2.14	2.01	3.00	3.26	3.28	3.18
France	23-Apr-17	Macron	2.70	2.40	3.20	2.70	3.10	3.55	1.99	2.68	2.74
France	23-Apr-17	Mélenchon	3.42	1.50	2.33	0.73	3.05	3.25	1.96	2.67	2.63
Germany	24-Sep-17	Gauland	2.21	0.34	2.39	1.99	1.27	3.10	3.58	2.62	3.10
Germany	24-Sep-17	Merkel	0.56	2.41	3.80	3.73	1.65	1.82	1.89	1.51	1.74
Germany	24-Sep-17	Schulz	2.20	2.04	2.63	2.23	2.25	2.29	1.63	1.46	1.79
Hungary	8-Apr-18	Orbán	3.10	0.80	3.33	2.00	2.10	3.50	3.25	2.88	3.21
Iceland	28-Oct-17	Benediktsson	2.80	2.00	3.70	3.10	1.40	3.25	2.25	3.08	2.86
Iceland	29-Oct-16	Harðardóttir	3.13	2.25	2.00	1.63	3.75	2.88	2.63	2.00	2.50
Iceland	29-Oct-16	Jakobsdóttir	3.13	2.88	3.42	3.50	3.25	0.67	0.83	1.00	0.83
Iceland	29-Oct-16	Jónsdóttir	2.88	2.00	3.13	3.00	1.75	2.38	2.38	2.21	2.32
Italy	4-Mar-18	Berlusconi	3.45	2.62	2.10	2.10	2.35	3.61	2.94	3.39	3.31
Italy	4-Mar-18	Di Maio	2.48	1.21	2.60	1.83	1.64	2.83	1.83	2.28	2.31
Italy	4-Mar-18	Renzi	3.00	1.71	2.00	2.07	2.00	3.50	3.20	2.60	3.10
Italy	4-Mar-18	Salvini	3.03	1.40	1.98	1.10	2.43	2.83	2.42	2.33	2.53
Lithuania	9-Oct-16	Butkevičius	1.37	2.83	1.25	2.08	0.75	3.00	1.50	2.10	2.20
Lithuania	9-Oct-16	Karbauskis	1.63	2.25	3.63	3.13	2.79	2.63	1.65	2.97	2.42
Lithuania	9-Oct-16	Landsbergis	3.17	2.42	3.17	2.50	3.25	3.30	1.90	2.40	2.53
Montenegro	16-Oct-16	Đukanović	2.40	1.60	3.40	2.20	1.60	2.98	2.83	2.75	2.86
Montenegro	16-Oct-16	Lekić	1.25	1.94	2.88	3.19	1.75	2.60	0.90	1.00	1.50
New Zealand	23-Sep-17	English	1.13	1.25	3.13	3.25	0.88	2.70	2.50	2.10	2.43
Norway	11-Sep-17	Solberg	2.14	2.43	3.14	3.57	1.64	1.50	2.13	1.75	1.79
Norway	11-Sep-17	Støre	2.00	2.21	3.43	3.07	1.86	2.30	0.83	1.08	1.41
Portugal	6-Oct-19	Costa	2.65	2.12	2.88	2.13	2.50	3.65	2.13	2.72	2.84
Portugal	6-Oct-19	Martins	2.62	1.89	3.02	2.83	2.62	2.73	1.91	1.86	2.17
Portugal	6-Oct-19	Rio	2.03	1.67	3.00	2.58	1.67	2.30	1.30	1.80	1.80
Sweden	9-Sep-18	Åkesson	2.50	0.71	2.50	1.64	1.14	2.07	2.64	1.93	2.21
Sweden	9-Sep-18	Löfven	0.75	2.63	3.25	2.75	1.13	1.64	1.06	1.29	1.33
Turkey	24-Jun-18	Erdoğan	3.16	0.63	2.69	0.75	2.06	3.63	3.50	2.92	3.35
UK	8-Jun-17	Corbyn	1.50	1.79	2.07	2.39	2.33	1.88	2.17	1.38	1.81
UK	8-Jun-17	Farron	2.67	2.50	3.33	2.67	2.33	3.00	1.75	1.40	2.05
UK	8-Jun-17	May	0.74	1.06	1.94	1.67	0.64	2.54	3.15	2.29	2.66
UK	8-Jun-17	Nuttall	2.33	1.08	1.00	1.50	1.17	3.25	3.00	2.13	2.79
USA	8-Nov-16	Clinton	2.00	2.03	3.48	3.12	2.21	2.87	1.70	2.22	2.27
USA	8-Nov-16	Trump	3.61	0.18	0.68	0.43	1.88	3.91	3.66	3.44	3.67
Mean			2.31	1.77	2.72	2.31	1.81	2.84	2.21	2.25	2.43
SD			0.81	0.68	0.71	0.82	0.80	0.68	0.77	0.69	0.64

E = Extraversion, A = Agreeableness, C = Conscientiousness, Es = Emotional stability, O = Openness

N = Narcissism, P = Psychopathy, M = Machiavellianism.

All variable range between 0 “very low” and 4 “very high.”

**Table A3.** Personality scores for all candidates; expert agreement (standard deviations)

Country	Election date	Candidate	Standard deviations							
			E	A	C	Es	O	N	P	M
Australia	AUS_L_20190518	Hanson	1.10	0.93	0.97	0.55	0.45	0.58	0.97	1.08
Australia	AUS_L_20190518	Morrison	0.75	0.83	1.16	0.87	0.70	0.50	0.97	0.55
Australia	AUS_L_20190518	Shorten	1.07	0.64	0.69	1.06	0.85	0.75	1.11	0.88
Austria	AUT_L_20171015	Kern	1.29	0.90	0.46	0.89	0.94	1.41	0.92	1.09
Austria	AUT_L_20171015	Kurz	1.42	1.21	0.89	0.82	1.09	0.46	1.45	1.11
Austria	AUT_L_20171015	Strache	0.29	0.29	0.79	1.34	1.00	0.75	1.00	1.10
Brazil	BRA_P_20181007	Bolsonaro	1.19	1.18	1.27	1.04	1.03	0.85	1.33	0.99
Brazil	BRA_P_20181007	Haddad	0.59	1.02	1.15	1.11	0.65	0.90	0.98	1.25
Canada	CAN_L_20191021	Scheer	0.96	0.91	0.51	1.24	0.25	0.61	1.22	0.84
Chile	CHL_P_20171119	Piñera	0.50	1.12	1.65	1.35	1.12	1.17	1.01	0.97
Costa Rica	CRI_P_20180204	Alvarado	1.16	0.84	0.95	0.74	1.06	0.53	1.64	1.08
Costa Rica	CRI_P_20180204	Álvarez	0.81	0.93	1.19	1.12	1.21	0.80	1.02	1.25
Finland	FIN_L_20190414	Orpo	1.11	1.03	0.92	0.53	0.59	0.89	0.88	1.46
Finland	FIN_L_20190414	Rinne	1.22	0.97	1.24	1.07	1.03	0.74	0.45	0.55
France	FRA_P_20170423	Le Pen	1.13	0.60	1.01	0.98	0.55	1.16	0.98	0.83
France	FRA_P_20170423	Macron	0.88	0.77	0.63	0.77	0.84	0.57	1.22	0.94
France	FRA_P_20170423	Mélenchon	1.06	0.89	0.98	0.83	1.11	1.15	1.33	1.29
Germany	DEU_L_20170924	Gauland	1.29	0.57	0.90	0.92	1.15	0.80	0.61	1.16
Germany	DEU_L_20170924	Merkel	0.65	1.20	0.46	0.44	0.93	1.18	0.96	0.97
Germany	DEU_L_20170924	Schulz	1.04	1.16	1.21	1.21	1.30	1.25	1.09	1.03
Hungary	HUN_L_20180408	Orbán	0.84	0.89	0.52	1.05	1.14	0.58	0.70	0.66
Iceland	ICE_L_20171028	Benediktsson	1.18	0.97	0.27	0.84	0.92	0.96	1.23	0.58
Iceland	ICE_L_20161029	Harðardóttir	1.04	0.29	0.88	0.66	0.50	0.63	1.13	0.88
Iceland	ICE_L_20161029	Jakobsdóttir	0.89	1.04	0.58	0.50	0.70	0.58	1.44	1.33
Iceland	ICE_L_20161029	Jónsdóttir	0.75	1.12	1.24	0.50	0.70	0.54	1.34	0.77
Italy	ITA_L_20180304	Berlusconi	0.82	1.28	1.13	1.11	1.69	0.86	1.17	0.70
Italy	ITA_L_20180304	Di Maio	1.07	1.21	0.71	1.11	1.02	0.68	1.40	1.03
Italy	ITA_L_20180304	Renzi	0.98	1.07	1.33	1.05	1.38	0.64	0.82	1.56
Italy	ITA_L_20180304	Salvini	0.85	1.59	1.13	0.50	1.39	1.44	1.44	1.78
Lithuania	LTH_L_20161009	Butkevičius	0.53	0.96	0.84	1.34	0.84	0.77	0.45	1.03
Lithuania	LTH_L_20161009	Karbauskis	1.25	0.87	0.54	0.77	0.77	1.17	1.31	0.86
Lithuania	LTH_L_20161009	Landsbergis	0.48	0.94	0.48	0.67	0.59	0.87	0.72	0.77
Montenegro	MTN_L_20161016	Đukanović	1.00	1.15	0.54	0.73	1.11	0.80	1.19	0.90
Montenegro	MTN_L_20161016	Lekić	1.28	0.85	1.19	1.08	0.87	1.14	0.82	1.21
New Zealand	NZL_L_20170923	English	0.75	0.87	1.46	0.50	0.90	0.64	1.14	0.77
Norway	NOR_L_20170911	Solberg	1.05	1.09	0.84	0.51	1.25	0.79	1.19	1.00
Norway	NOR_L_20170911	Store	0.98	0.97	0.59	1.01	0.96	0.87	1.12	0.90
Portugal	PRT_L_20191006	Costa	1.00	0.95	0.93	1.05	1.01	0.57	1.40	1.38
Portugal	PRT_L_20191006	Martins	1.00	1.17	0.98	0.88	0.90	1.01	1.33	1.37
Portugal	PRT_L_20191006	Rio	1.05	0.83	1.08	0.98	1.31	1.58	0.87	1.72
Sweden	SWE_L_20180909	Åkesson	0.95	0.61	0.96	1.26	0.88	1.11	0.58	0.65
Sweden	SWE_L_20180909	Löfven	0.70	0.48	0.70	1.44	0.54	1.09	0.47	1.08
Turkey	TUR_P_20180624	Erdoğan	0.99	0.82	1.09	0.89	1.16	0.64	0.71	0.81
UK	GBR_L_20170608	Corbyn	1.02	1.18	1.44	1.21	1.34	1.39	1.09	1.06
UK	GBR_L_20170608	Farron	0.87	0.58	0.58	0.58	0.58	0.85	1.23	1.03
UK	GBR_L_20170608	May	0.86	1.05	1.37	1.14	0.49	1.21	0.71	0.91
UK	GBR_L_20170608	Nuttall	0.89	1.28	0.75	1.01	0.99	0.89	0.35	0.80
USA	USA_P_20161108	Clinton	1.20	1.19	0.97	1.16	1.13	0.85	1.40	1.16
USA	USA_P_20161108	Trump	0.61	0.46	0.94	0.79	1.17	0.32	0.95	0.74
Mean			0.95	0.93	0.92	0.92	0.94	0.87	1.04	1.02

E = Extraversion, A = Agreeableness, C = Conscientiousness, Es = Emotional stability, O = Openness, N = Narcissism, P = Psychopathy, M = Machiavellianism.

Original variable range between 0 “very low” and 4 “very high”

## Table A4. Personality batteries

---

### Big Five

(TIPI, adapted from Gosling et al., 2013)

*Here are a number of personality traits that may or may not apply to [candidate]. Please indicate the extent to which you agree or disagree with the following statements. You should rate the extent to which the pair of traits applies to [candidate], even if one characteristic applies more strongly than the other. In your opinion, [candidate] might be someone who is...*

- (bf1) ... Extraverted, enthusiastic*
- (bf2) ... Critical, quarrelsome*
- (bf3) ... Dependable, self-disciplined*
- (bf4) ... Anxious, easily upset*
- (bf5) ... Open to new experiences, complex*
- (bf6) ... Reserved, quiet*
- (bf7) ... Sympathetic, warm*
- (bf8) ... Disorganized, careless*
- (bf9) ... Calm, emotionally stable*
- (bf10) ... Conventional, uncreative*

[0 'disagree strongly' to 4 'agree strongly']

**Extraversion** is the average score of bf1 and bf6 (reversed)

**Agreeableness** is the average score of bf2 (reversed) and bf7

**Conscientiousness** is the average score of bf3 and bf8 (reversed)

**Emotional stability** is the average score of bf4 (reversed) and bf9

**Openness** is the average score of bf5 and bf10 (reversed)

---

### Dark Triad

(simplified D12, adapted from Jonason & Webster, 2010)

*Next, please indicate the extent to which you agree or disagree with the following statements, related to personality traits that may or may not apply to [candidate]. In your opinion, [candidate] might be someone who ...*

- (dt1) ... Wants to be admired by others*
- (dt2) ... Shows a lack of remorse*
- (dt3) ... Might manipulate others to succeed*
- (dt4) ... Wants attention from others*
- (dt5) ... Tends to be callous or insensitive*
- (dt6) ... Tends to use flattery to succeed*

[0 'disagree strongly' to 4 'agree strongly']

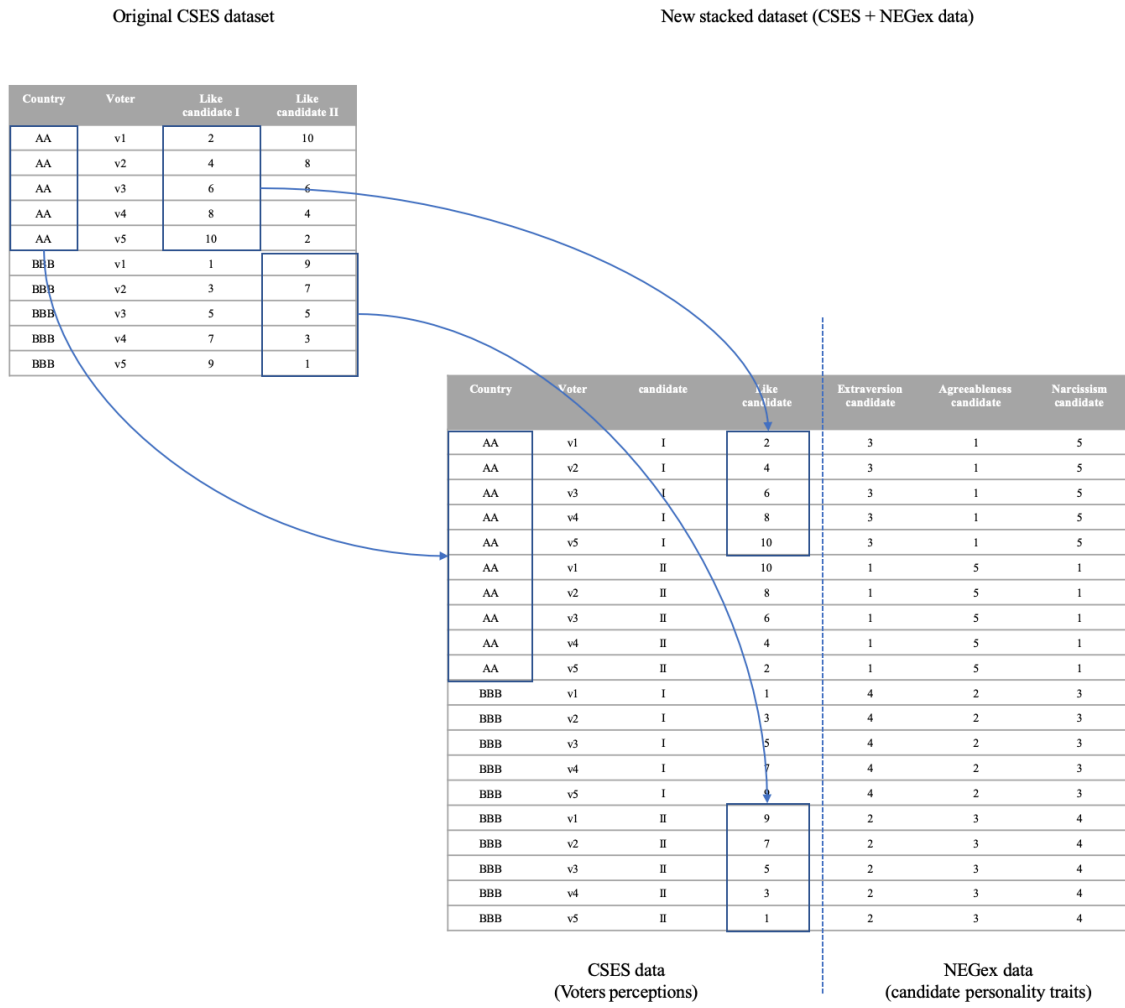
**Narcissism** is the average score of dt1 and dt4

**Psychopathy** is the average score of dt2 and dt5

**Machiavellianism** is the average score of dt3 and dt6

---

**Figure A1. Stacking procedure**



APPENDIX B.  
FULL RESULTS & ROBUSTNESS CHECKS

**Table B1.** Candidate likeability

	M1			M2			M3		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
<i>Voter</i>									
Populist attitudes (POP)	-0.06	(0.02)	***	-0.73	(0.05)	***	1.13	(0.04)	***
Satisfaction with democracy	0.30	(0.02)	***	0.30	(0.02)	***	0.29	(0.02)	***
Interest in politics	0.03	(0.01)	*	0.04	(0.01)	**	0.03	(0.01)	*
Ideological distance with candidate	-5.89	(0.06)	***	-5.89	(0.06)	***	-5.84	(0.06)	***
Female	0.08	(0.02)	***	0.07	(0.02)	**	0.07	(0.02)	***
Year born	-0.01	(0.00)	***	-0.01	(0.00)	***	-0.01	(0.00)	***
<i>Candidate</i>									
Female	0.46	(0.34)		0.44	(0.31)		0.35	(0.33)	
Year born	0.00	(0.01)		0.00	(0.01)		0.00	(0.01)	
Incumbent	1.20	(0.31)	***	1.17	(0.28)	***	1.07	(0.31)	***
Western country	-0.43	(0.32)		-0.41	(0.29)		-0.43	(0.31)	
Extraversion	0.22	(0.24)		0.18	(0.22)		0.14	(0.24)	
Agreeableness	-0.21	(0.29)		-0.24	(0.26)		2.01	(0.29)	***
Conscientiousness	0.34	(0.28)		0.32	(0.25)		0.28	(0.27)	
Emotional stability	-0.13	(0.30)		-0.09	(0.28)		-0.05	(0.30)	
Openness	0.33	(0.21)		0.35	(0.19)	†	0.31	(0.20)	
Dark core	-0.68	(0.33)	*	-1.51	(0.31)	***	-0.52	(0.32)	
POP * Dark core				0.28	(0.02)	***			
POP * Agreeableness							-0.70	(0.02)	***
Intercept	19.96	(23.16)		21.64	(21.00)		16.79	(22.71)	
N(voters)	70,690			70,690			70,690		
N(candidates)	49			49			49		
R2	0.195			0.200			0.213		

Note: The dependent variable measures voters' likeability of the candidate and varies between 0 "Strongly dislike" and 10 "Strongly like." All models are random-effect hierarchical linear regressions (HLM) performed on the stacked dataset, where voters are nested within individual candidates that they had to evaluate.

\*\*\* p<0.001, \*\* p<0.01, \* p<0.05, † p<0.1

**Table B2.** Candidate likeability (separate analyses for the three dark traits)

	M1 Coef	Se	Sig	M2 Coef	Se	Sig	M3 Coef	Se	Sig
<i>Voter</i>									
Populist attitudes (POP)	-0.29	(0.06)	***	-0.90	(0.04)	***	-0.47	(0.05)	***
Satisfaction with democracy	0.30	(0.02)	***	0.30	(0.02)	***	0.30	(0.02)	***
Interest in politics	0.04	(0.01)	**	0.03	(0.01)	*	0.04	(0.01)	**
Ideological distance with candidate	-5.89	(0.06)	***	-5.87	(0.06)	***	-5.89	(0.06)	***
Female	0.07	(0.02)	***	0.07	(0.02)	**	0.07	(0.02)	***
Year born	-0.01	(0.00)	***	-0.01	(0.00)	***	-0.01	(0.00)	***
<i>Candidate</i>									
Female	0.44	(0.34)		0.48	(0.35)		0.45	(0.32)	
Year born	-0.00	(0.01)		-0.00	(0.01)		-0.00	(0.01)	
Incumbent	1.15	(0.28)	***	1.13	(0.28)	***	1.17	(0.26)	***
Western country	-0.43	(0.28)		-0.44	(0.28)		-0.44	(0.26)	†
Extraversion	0.13	(0.21)		0.10	(0.22)		0.13	(0.20)	
Agreeableness	-0.40	(0.29)		-0.46	(0.30)		-0.43	(0.28)	
Conscientiousness	0.23	(0.25)		0.18	(0.26)		0.22	(0.24)	
Emotional stability	-0.17	(0.26)		-0.11	(0.27)		-0.14	(0.25)	
Openness	0.39	(0.18)	*	0.42	(0.19)	*	0.40	(0.17)	*
Narcissism	-1.12	(0.29)	***	-0.79	(0.29)	**	-0.84	(0.27)	**
Psychopathy	-0.70	(0.33)	*	-1.92	(0.34)	***	-0.71	(0.31)	*
Machiavellianism	0.74	(0.31)	*	0.72	(0.31)	*	0.15	(0.30)	
POP * Narcissism	0.08	(0.02)	***						
POP * Psychopathy				0.38	(0.02)	***			
POP * Machiavellianism							0.18	(0.02)	***
Intercept	26.53	(20.55)		28.93	(21.05)		27.34	(19.52)	
N(voters)	70,690			70,690			70,690		
N(candidates)	49			49			49		
R2	0.204			0.211			0.205		

Note: The dependent variable measures voters' likeability of the candidate and varies between 0 "Strongly dislike" and 10 "Strongly like." All models are random-effect hierarchical linear regressions (HLM) performed on the stacked dataset, where voters are nested within individual candidates that they had to evaluate.

\*\*\* p<0.001, \*\* p<0.01, \* p<0.05, † p<0.1



**Table B3.** Candidate likeability (adjusted measures of personality)

	M1			M2			M3		
	Coef	Se	Sig	Coef	Se	Sig	Coef	Se	Sig
<i>Voter</i>									
Populist attitudes (POP)	-0.06	(0.02)	***	-0.05	(0.02)	**	-0.04	(0.02)	*
Satisfaction with democracy	0.30	(0.02)	***	0.30	(0.02)	***	0.30	(0.02)	***
Interest in politics	0.03	(0.01)	*	0.03	(0.01)	**	0.03	(0.01)	*
Ideological distance with candidate	-5.89	(0.06)	***	-5.89	(0.06)	***	-5.86	(0.06)	***
Female	0.08	(0.02)	***	0.07	(0.02)	***	0.07	(0.02)	***
Year born	-0.01	(0.00)	***	-0.01	(0.00)	***	-0.01	(0.00)	***
<i>Candidate</i>									
Female	0.50	(0.36)		0.50	(0.32)		0.41	(0.34)	
Year born	0.00	(0.01)		0.00	(0.01)		-0.00	(0.01)	
Incumbent	1.18	(0.33)	***	1.16	(0.30)	***	1.03	(0.32)	**
Western country	-0.40	(0.33)		-0.40	(0.29)		-0.41	(0.32)	
Extraversion (adjusted)	0.15	(0.25)		0.14	(0.22)		0.11	(0.25)	
Agreeableness (adjusted)	-0.13	(0.32)		-0.15	(0.28)		2.31	(0.32)	***
Conscientiousness (adjusted)	0.42	(0.29)		0.41	(0.26)		0.36	(0.28)	
Emotional stability (adjusted)	-0.23	(0.32)		-0.22	(0.28)		-0.16	(0.31)	
Openness (adjusted)	0.37	(0.24)		0.37	(0.21)	†	0.33	(0.23)	
Dark core (adjusted)	-0.65	(0.36)	†	-1.03	(0.33)	**	-0.51	(0.35)	
POP * Dark core (adjusted)				0.13	(0.02)	***			
POP * Agreeableness (adjusted)							-0.77	(0.02)	***
Intercept	17.84	(24.41)		17.90	(21.67)		20.50	(23.64)	
N(voters)	70,690			70,690			70,690		
N(candidates)	49			49			49		
R2	0.193			0.194			0.208		

Note: The dependent variable measures voters' likeability of the candidate and varies between 0 "Strongly dislike" and 10 "Strongly like." All models are random-effect hierarchical linear regressions (HLM) performed on the stacked dataset, where voters are nested within individual candidates that they had to evaluate.

\*\*\* p<0.001, \*\* p<0.01, \* p<0.05, † p<0.1

**Table B4.** Candidate likeability (controlling for average expert profile)

	M1 Coef	Se	Sig	M2 Coef	Se	Sig	M3 Coef	Se	Sig
<i>Voter</i>									
Populist attitudes (POP)	-0.06	(0.02)	***	-0.73	(0.05)	***	1.13	(0.04)	***
Satisfaction with democracy	0.30	(0.02)	***	0.30	(0.02)	***	0.29	(0.02)	***
Interest in politics	0.03	(0.01)	**	0.04	(0.01)	**	0.03	(0.01)	*
Ideological distance with candidate	-5.89	(0.06)	***	-5.88	(0.06)	***	-5.84	(0.06)	***
Female	0.08	(0.02)	***	0.07	(0.02)	**	0.07	(0.02)	***
Year born	-0.01	(0.00)	***	-0.01	(0.00)	***	-0.01	(0.00)	***
<i>Candidate</i>									
Female	0.30	(0.38)		0.28	(0.34)		0.22	(0.37)	
Year born	0.01	(0.01)		0.00	(0.01)		0.00	(0.01)	
Incumbent	1.53	(0.35)	***	1.49	(0.32)	***	1.41	(0.35)	***
Western country	-0.49	(0.39)		-0.46	(0.35)		-0.49	(0.38)	
Extraversion	0.40	(0.26)		0.35	(0.24)		0.33	(0.26)	
Agreeableness	-0.23	(0.33)		-0.28	(0.30)		1.94	(0.33)	***
Conscientiousness	0.40	(0.31)		0.37	(0.28)		0.34	(0.31)	
Emotional stability	-0.09	(0.34)		-0.05	(0.31)		-0.01	(0.33)	
Openness	0.34	(0.28)		0.37	(0.25)		0.33	(0.27)	
Dark core	-0.97	(0.37)	**	-1.79	(0.34)	***	-0.83	(0.36)	*
POP * Dark core				0.28	(0.02)	***			
POP * Agreeableness							-0.70	(0.02)	***
<i>Experts</i>									
Percent domestic	0.27	(1.36)		0.34	(1.23)		0.38	(1.33)	
Average familiarity	-0.27	(0.37)		-0.24	(0.34)		-0.20	(0.36)	
Average simplicity	0.27	(0.21)		0.27	(0.19)		0.26	(0.20)	
Average left-right	-0.05	(0.27)		-0.04	(0.24)		0.02	(0.26)	
Percent female	-2.00	(1.29)		-1.86	(1.16)		-1.99	(1.26)	
Percent with PhD	0.96	(1.11)		0.94	(1.00)		1.02	(1.09)	
N ratings Big Five	-0.06	(0.05)		-0.06	(0.05)		-0.05	(0.05)	
N ratings Dark Triad	0.08	(0.05)		0.08	(0.05)		0.07	(0.05)	
Intercept	10.42	(25.72)		13.29	(23.26)		9.72	(25.16)	
N(voters)	70,690			70,690			70,690		
N(candidates)	49			49			49		
R2	0.208			0.212			0.223		

Note: The dependent variable measures voters' likeability of the candidate and varies between 0 "Strongly dislike" and 10 "Strongly like." All models are random-effect hierarchical linear regressions (HLM) performed on the stacked dataset, where voters are nested within individual candidates that they had to evaluate.

\*\*\* p<0.001, \*\* p<0.01, \* p<0.05, † p<0.1

**Table B5.** Candidate likeability (only respondents that follow politics in the media closely)

	M1 Coef	Se	Sig	M2 Coef	Se	Sig	M3 Coef	Se	Sig
<i>Voter</i>									
Populist attitudes (POP)	-0.04	(0.02)	*	-0.76	(0.06)	***	1.20	(0.04)	***
Satisfaction with democracy	0.26	(0.02)	***	0.25	(0.02)	***	0.25	(0.02)	***
Interest in politics	-0.07	(0.02)	**	-0.07	(0.02)	**	-0.08	(0.02)	***
Ideological distance with candidate	-6.50	(0.07)	***	-6.49	(0.07)	***	-6.42	(0.07)	***
Female	0.07	(0.03)	**	0.07	(0.03)	*	0.07	(0.03)	*
Year born	-0.01	(0.00)	***	-0.01	(0.00)	***	-0.01	(0.00)	***
<i>Candidate</i>									
Female	0.44	(0.38)		0.41	(0.34)		0.34	(0.36)	
Year born	-0.00	(0.01)		0.00	(0.01)		-0.00	(0.01)	
Incumbent	1.27	(0.35)	***	1.24	(0.31)	***	1.14	(0.34)	***
Western country	-0.37	(0.35)		-0.34	(0.32)		-0.38	(0.34)	
Extraversion	0.23	(0.27)		0.20	(0.24)		0.15	(0.26)	
Agreeableness	-0.17	(0.32)		-0.21	(0.29)		2.08	(0.32)	***
Conscientiousness	0.43	(0.31)		0.41	(0.28)		0.37	(0.30)	
Emotional stability	-0.20	(0.34)		-0.16	(0.30)		-0.13	(0.33)	
Openness	0.33	(0.23)		0.35	(0.21)	†	0.30	(0.22)	
Dark core	-0.72	(0.37)	†	-1.59	(0.34)	***	-0.56	(0.36)	
POP * Dark core				0.30	(0.03)	***			
POP * Agreeableness							-0.73	(0.02)	***
Intercept	21.33	(25.77)		22.82	(23.17)		18.11	(24.92)	
N(voters)	45,019			45,019			45,019		
N(candidates)	49			49			49		
R2	0.239			0.245			0.259		

Note: The dependent variable measures voters' likeability of the candidate and varies between 0 "Strongly dislike" and 10 "Strongly like." All models are random-effect hierarchical linear regressions (HLM) performed on the stacked dataset, where voters are nested within individual candidates that they had to evaluate.

\*\*\* p<0.001, \*\* p<0.01, \* p<0.05, † p<0.1

**Table B6.** Candidate likeability (controlling for candidate populism)

	M1 Coef	Se	Sig	M2 Coef	Se	Sig	M3 Coef	Se	Sig
<i>Voter</i>									
Populist attitudes (POP)	-0.49	(0.02)	***	-0.73	(0.05)	***	1.13	(0.04)	***
Satisfaction with democracy	0.31	(0.02)	***	0.30	(0.02)	***	0.29	(0.02)	***
Interest in politics	0.03	(0.01)	*	0.04	(0.01)	**	0.03	(0.01)	*
Ideological distance with candidate	-5.81	(0.06)	***	-5.89	(0.06)	***	-5.84	(0.06)	***
Female	0.06	(0.02)	**	0.07	(0.02)	**	0.07	(0.02)	***
Year born	-0.01	(0.00)	***	-0.01	(0.00)	***	-0.01	(0.00)	***
<i>Candidate</i>									
Female	0.31	(0.33)		0.38	(0.31)		0.29	(0.34)	
Year born	0.00	(0.01)		0.00	(0.01)		0.00	(0.01)	
Incumbent	1.15	(0.30)	***	1.22	(0.29)	***	1.12	(0.31)	***
Western country	-0.37	(0.31)		-0.33	(0.30)		-0.34	(0.32)	
Extraversion	0.10	(0.24)		0.10	(0.23)		0.05	(0.25)	
Agreeableness	-0.11	(0.32)		-0.07	(0.31)		2.20	(0.34)	***
Conscientiousness	0.28	(0.27)		0.31	(0.25)		0.27	(0.27)	
Emotional stability	-0.04	(0.29)		-0.04	(0.28)		0.00	(0.30)	
Openness	0.34	(0.20)	†	0.35	(0.19)	†	0.32	(0.20)	
Dark core	-0.59	(0.31)	†	-1.48	(0.31)	***	-0.49	(0.32)	
Populist	-3.58	(0.45)	***	0.42	(0.42)		0.46	(0.45)	
POP * Populist	1.22	(0.03)	***						
POP * Dark core				0.28	(0.02)	***			
POP * Agreeableness							-0.70	(0.02)	***
Intercept	20.02	(21.97)		20.24	(21.07)		15.25	(22.61)	
N(voters)	70,690			70,690			70,690		
N(candidates)	49			49			49		
R2	0.219			0.199			0.212		

Note: The dependent variable measures voters' likeability of the candidate and varies between 0 "Strongly dislike" and 10 "Strongly like." All models are random-effect hierarchical linear regressions (HLM) performed on the stacked dataset, where voters are nested within individual candidates that they had to evaluate.

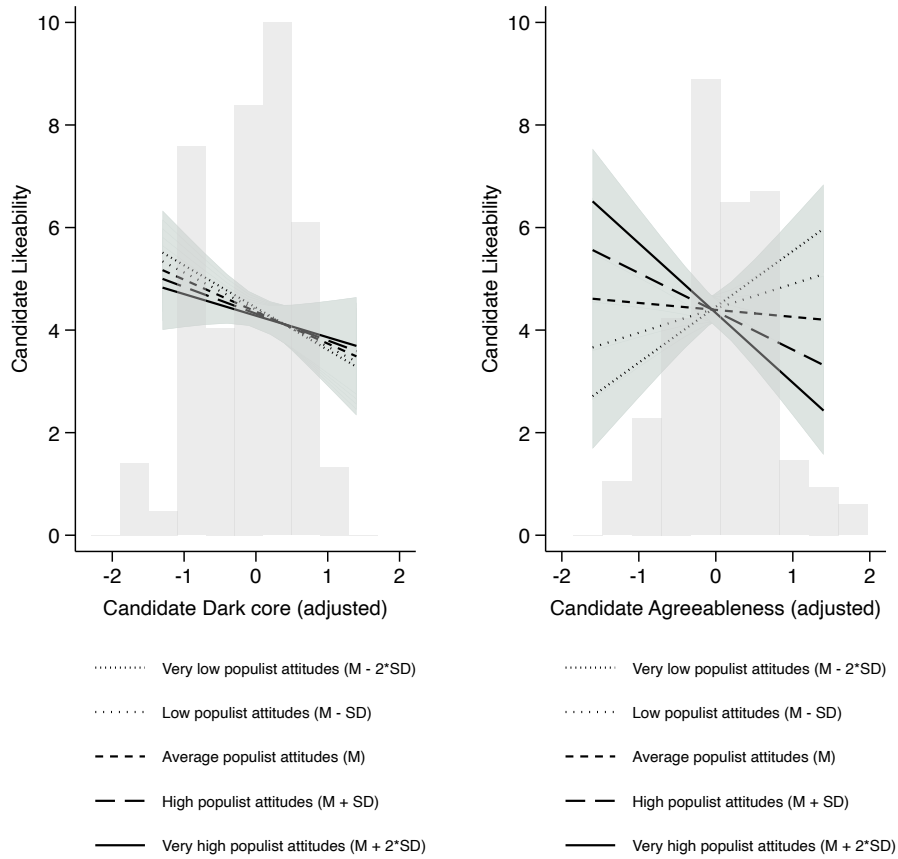
\*\*\* p<0.001, \*\* p<0.01, \* p<0.05, † p<0.1

**Table B7.** Zero-order correlations (candidate personality traits)

		E	A	C	Es	O	N	P
Extraversion (E)	<i>r</i>	.						
	<i>p</i>							
Agreeableness (A)	<i>r</i>	-0.23	.					
	<i>p</i>	0.110						
Conscientiousness (C)	<i>r</i>	-0.19	0.39	.				
	<i>p</i>	0.180	0.006					
Emotional stability (Es)	<i>r</i>	-0.43	0.63	0.72	.			
	<i>p</i>	0.002	0.000	0.000				
Openness (O)	<i>r</i>	0.35	0.38	0.20	0.11	.		
	<i>p</i>	0.012	0.006	0.162	0.466			
Narcissism (N)	<i>r</i>	0.49	-0.37	-0.32	-0.49	-0.07	.	
	<i>p</i>	0.000	0.010	0.026	0.000	0.651		
Psychopathy (P)	<i>r</i>	0.43	-0.69	-0.50	-0.63	-0.20	0.60	.
	<i>p</i>	0.002	0.000	0.000	0.000	0.168	0.000	
Machiavellianism (M)	<i>r</i>	0.53	-0.39	-0.27	-0.44	-0.09	0.78	0.70
	<i>p</i>	0.000	0.006	0.059	0.002	0.532	0.000	0.000

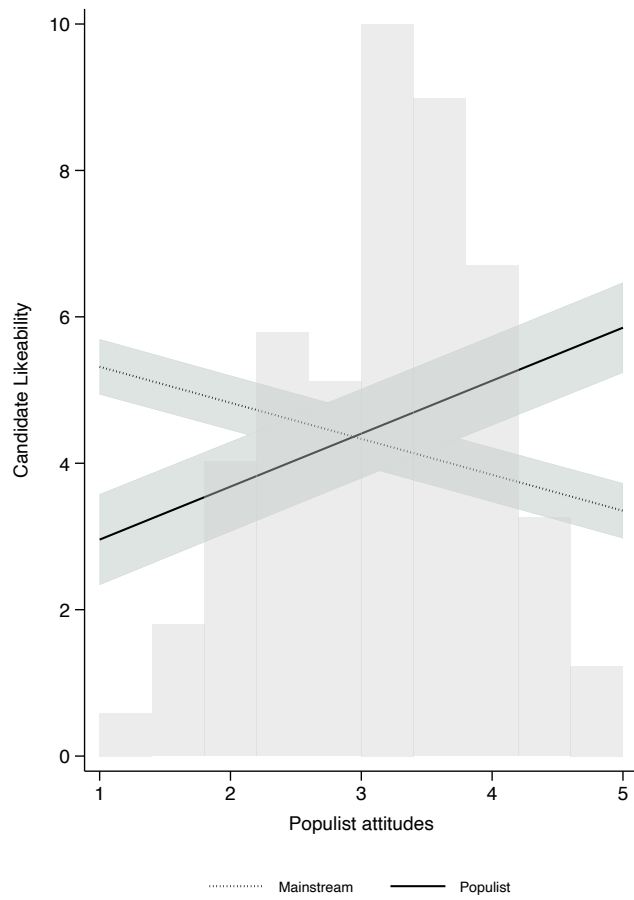
N=49

**Figure B1.** Candidate likeability, candidate personality, and voter populist attitudes. Marginal effects (adjusted measures of personality)



Marginal effects with 95% confidence intervals based on coefficients in Table B3 (M2 and M3). All other variables fixed at their mean value.

**Figure B2.** Candidate likeability, candidate populist profile, and voter populist attitudes



Marginal effects with 95% confidence intervals based on coefficients in Table B6 (M1). All other variables fixed at their mean value.