

Supplementary Material

1 QUESTIONS

Translation of the main questions asked during the focus groups.

Part 1

How would you evaluate your general knowledge of Quebec politicians?

Do you know how politicians look like?

According to you, how *should* a politician look like?

Part 2

Do you follow electoral campaigns in Quebec? How?

Do you watch leaders' debates? If yes, what do you remember about them?

What do you consider when forming political opinions?

What do you consider when you vote?

If you decided, tomorrow morning, to vote in your school district without knowing the candidates, what would guide your choice?

Part 3

How would an ideal candidate look like?

Participants were shown pictures of politicians

Part 4

According to you, are there differences between men and women in politics?

According to you, are there differences between older and younger people in politics?

According to you, are there differences between people of different origins in politics?

Would you feel better represented by a politician who looks like you?