Average Marginal Component Effect -- Norwegian conjoint experiment Sample: Respondents who evaluated the road toll issue General prime -Specific prime -Democratic prime Lamenting politician -Not shown -Political leader · Messenger Local newspaper -Winning politician gloats -Winner gloats Not shown -Large majority -Winning Slight majority margin Not shown --1.0 -0.9 -0.8 -0.7 -0.6 -0.5 -0.4 -0.3 -0.2 -0.1 0.0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 Marginal effect, willingnes to accept decision