Average Marginal Component Effect -- Norwegian conjoint experiment Sample: Respondents who received an unfavorable outcome. Subgroups: Issue importance. General prime Specific prime · Democratic prime Lamenting politician -Not shown -Political leader · factor(importance) Messenger Local newspaper -**Important** Not important Winning politician gloats -Winner gloats Not shown -Large majority -Winning Slight majority margin Not shown -1.00.90.80.70.60.50.40.30.20.10.00.10.20.30.40.50.60.70.80.91.0Marginal effect, willingnes to accept decision