

# Online Appendix for: The preference-expectation gap in support for female candidates: Evidence from Japan

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## A Experimental Designs

Experiment 1 Japanese wording (underlined texts are bolded in the survey):

- (Preference task) 次の2人の人物のうち、どちらがより小選挙区選出の衆議院議員として望ましいと思いますか。もし、どちらが望ましいかはっきりとは言えない場合でも、どちらか一方、あえていえばより望ましいと思われる方を選んでください。Choice: 人物1 ; 人物2
- (Expectation task) 次の2人の人物のうち、どちらがより衆議院議員選挙の小選挙区で勝利しそうだと思いますか。もし、どちらが勝利しそうかはっきりとは言えない場合でも、どちらか一方、あえていえばより勝利しそうと思われる方を選んでください。Choice: 人物1 ; 人物2

Table A1: Experiment 1 attributes and levels

Attribute	Levels
Gender (性別)	Male (男性); Female (女性)
Party (所属政党)	Liberal Democratic Party/LDP (自民党); Komeito (公明党); Constitutional Democratic Party/CDP (立憲民主党); Democratic Party for the People/DPFP (国民民主党); Japanese Communist Party/JCP (共産党); Japan Ishin Party (日本維新の会); Independent (無所属)
Age (年齢)	35 (35歳); 45 (45歳); 55 (55歳); 65 (65歳)
Political Experience (政治経験)	No Experience (経験なし); Local parliament member (地方議員); One term as a Diet Member (国会議員1期); Two terms or more as a Diet Member (国会議員2期以上)
Education (最終学歴)	High School (高校卒); College (大学卒); Graduate School (大学院卒)
Marital status (結婚歴)	Unmarried (未婚); Married (既婚); Divorced (離別)
Children Status (子の年齢 (一番下))	No Children (子なし); Children of 6- (6歳未満); Children of 6+ (6-17歳); Children of 18+ (18歳以上)
Residential Status (居住状況)	Live together with parent (親と共に居住); Live close to parent (親の近くに居住); Live far from parent (親から遠くに居住)

Experiment 2 Japanese wording (underlined texts are bolded in the survey):

- (Preference task, national) 次の2人の人物のうち、どちらが小選挙区選出の衆議院議員としてより望ましいと思いますか。もし、どちらが望ましいかはっきりとは言えない場合でも、どちらか一方、あえていえばより望ましいと思われる方を選んでください。Choice: 人物1; 人物2
- (Expectation task, national) 次の2人の人物のうち、どちらが衆議院議員選挙の小選挙区でより当選しそうだと思いますか。もし、どちらが当選しそうかはっきりとは言えない場合でも、どちらか一方、あえていえばより当選しそうと思われる方を選んでください。Choice: 人物1; 人物2
- (Preference, local) 小選挙区選出の衆議院議員 replaced with 市区町村議会議員.
- (Expectation, local) 衆議院議員選挙の小選挙区 replaced with 市区町村議会議員選挙.

Table A2: Experiment 2 attributes and levels

Attribute	Levels
Party affiliation (所属政党)	Ruling party in the Diet (国会における与党); Opposition party in the Diet (国会における野党); No affiliation/minor party (無所属・諸派)
Gender (性別)	Male (男性); Female (女性)
Age (年齢)	35; 45; 55; 65
Educational attainment (最終学歴)	High school (高校卒); University (大学卒); Graduate school (大学院卒)
Political experience (政治経験)	No experience (経験なし); Incumbent (1 term) (現職 (1期)); Incumbent (2 terms) (現職 (2期)); Incumbent (5 terms) (現職 (5期)); Former (1 term) (元職 (1期))
Family structure (家族構成)	Single & have children (独身で子がいる); Single & no children (独身で子はいない); Married & have children (結婚して子がいる); Married & no children (結婚して子はいない)
Living condition (居住状況)	Live with parents (親と共に居住); Live close to parents (親の近くに居住); Live far from parents (親から遠くに居住)
Policy focus (重点政策分野)	Defense/foreign policy (防衛・外交); Safety/social order (治安・社会秩序); Economy (経済); Welfare (福祉); Environment (環境); Education (教育); Women's status and social advancement (女性の地位・社会進出);
Native Place (出身地)	Local governance (地方自治) Local municipality (地元の市区町村); Local prefecture (地元の都道府県); Non-local prefecture (地元ではない都道府県)

## B Full Results of Conjoint Experiments

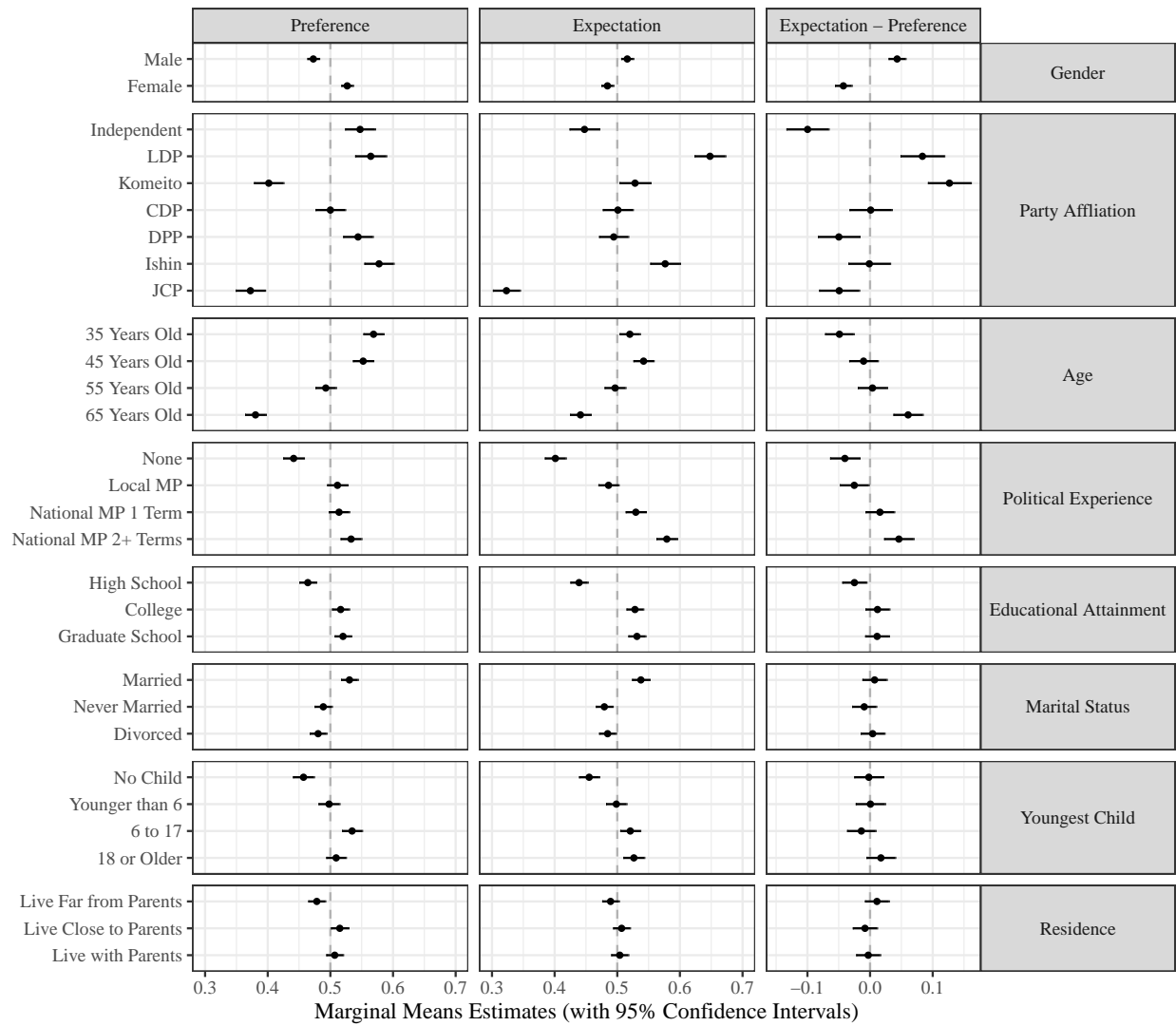


Figure A1: Full results from Experiment 1

	Preference	Expectation	Expectation – Preference	
Male	0.000	0.001	0.000	Gender
Female	0.000	0.001	0.000	
Independent	0.000	0.000	0.000	Party Affiliation
LDP	0.000	0.000	0.000	
Komeito	0.000	0.026	0.000	
CDP	1.000	0.937	0.955	
DPP	0.000	0.633	0.003	
Ishin	0.000	0.000	0.943	
JCP	0.000	0.000	0.003	
35 Years Old	0.000	0.016	0.000	Age
45 Years Old	0.000	0.000	0.378	
55 Years Old	0.380	0.683	0.747	
65 Years Old	0.000	0.000	0.000	
None	0.000	0.000	0.001	Political Experience
Local MP	0.177	0.092	0.032	
National MP 1 Term	0.096	0.000	0.179	
National MP 2+ Terms	0.000	0.000	0.000	
High School	0.000	0.000	0.011	Educational Attainment
College	0.019	0.000	0.226	
Graduate School	0.003	0.000	0.247	
Married	0.000	0.000	0.467	Marital Status
Never Married	0.109	0.003	0.343	
Divorced	0.004	0.026	0.669	
No Child	0.000	0.000	0.867	Youngest Child
Younger than 6	0.807	0.856	0.961	
6 to 17	0.000	0.011	0.231	
18 or Older	0.253	0.002	0.141	
Live Far from Parents	0.002	0.116	0.259	Residence
Live Close to Parents	0.035	0.315	0.414	
Live with Parents	0.312	0.565	0.765	

p-values from significance test

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A2: p-values from significance tests in full results from Experiment 1

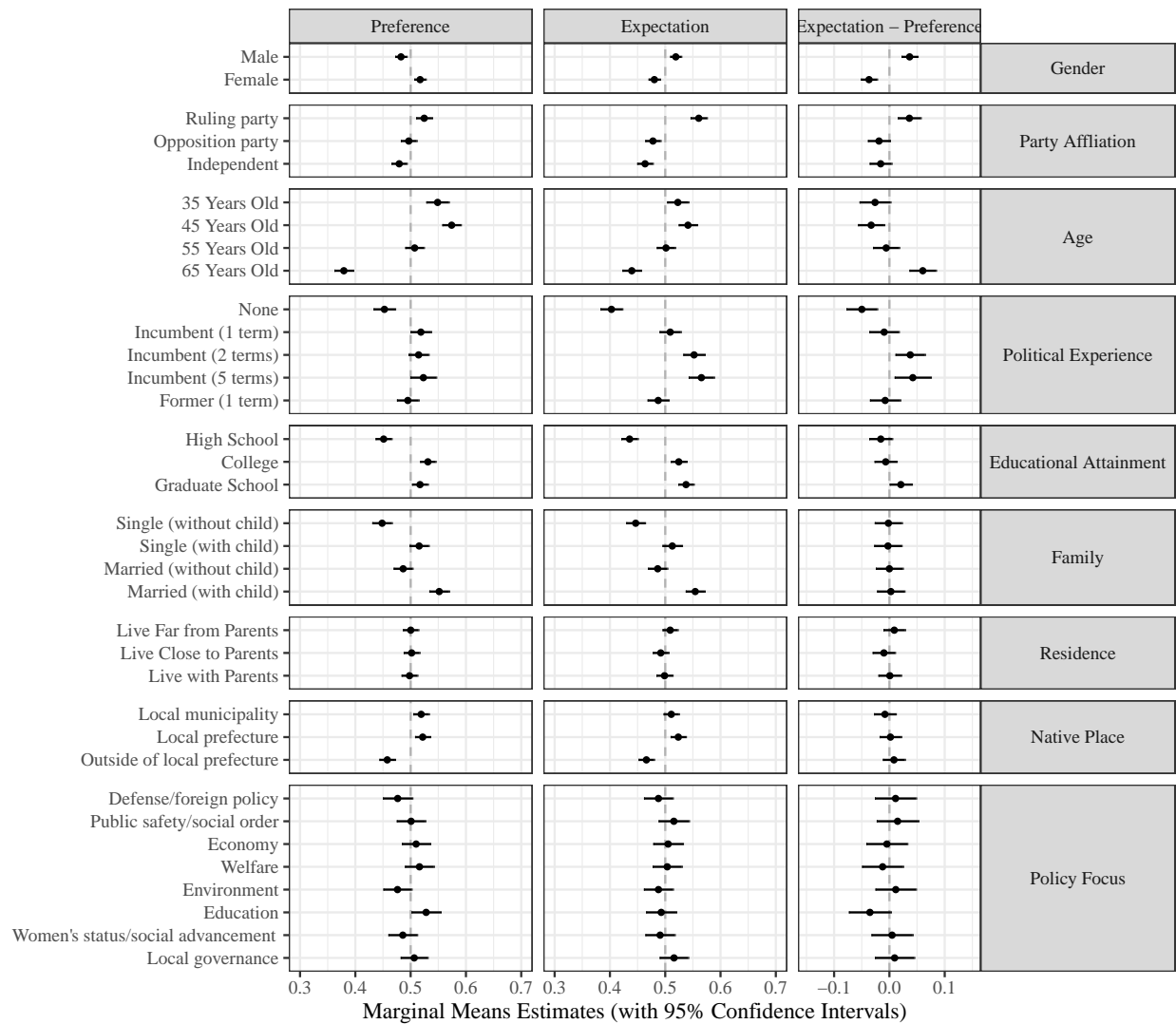


Figure A3: Full results from Experiment 2 (House of Representatives)

	Preference	Expectation	Expectation – Preference	
Male	0.001	0.000	0.000	Gender
Female	0.001	0.000	0.000	
Ruling party	0.001	0.000	0.001	Party Affiliation
Opposition party	0.645	0.002	0.065	
Independent	0.003	0.000	0.118	
35 Years Old	0.000	0.020	0.069	Age
45 Years Old	0.000	0.000	0.006	
55 Years Old	0.401	0.871	0.627	
65 Years Old	0.000	0.000	0.000	
None	0.000	0.000	0.000	Political Experience
Incumbent (1 term)	0.052	0.358	0.488	
Incumbent (2 terms)	0.122	0.000	0.006	
Incumbent (5 terms)	0.054	0.000	0.012	
Former (1 term)	0.615	0.193	0.584	
High School	0.000	0.000	0.143	Educational Attainment
College	0.000	0.001	0.512	
Graduate School	0.021	0.000	0.044	
Single (without child)	0.000	0.000	0.884	Family
Single (with child)	0.083	0.157	0.836	
Married (without child)	0.122	0.127	0.995	
Married (with child)	0.000	0.000	0.838	
Live Far from Parents	0.983	0.202	0.379	Residence
Live Close to Parents	0.804	0.265	0.336	
Live with Parents	0.785	0.866	0.945	
Local municipality	0.009	0.121	0.424	Native Place
Local prefecture	0.002	0.001	0.853	
Outside of local prefecture	0.000	0.000	0.420	
Defense/foreign policy	0.086	0.358	0.559	Policy Focus
Public safety/social order	0.951	0.266	0.442	
Economy	0.449	0.699	0.808	
Welfare	0.232	0.783	0.518	
Environment	0.069	0.363	0.539	
Education	0.038	0.603	0.069	
Women's status/social advancement	0.288	0.496	0.797	
Local governance	0.605	0.228	0.604	

p-values from significance test

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A4: p-values from significance tests in full results from Experiment 2 (House of Representatives)

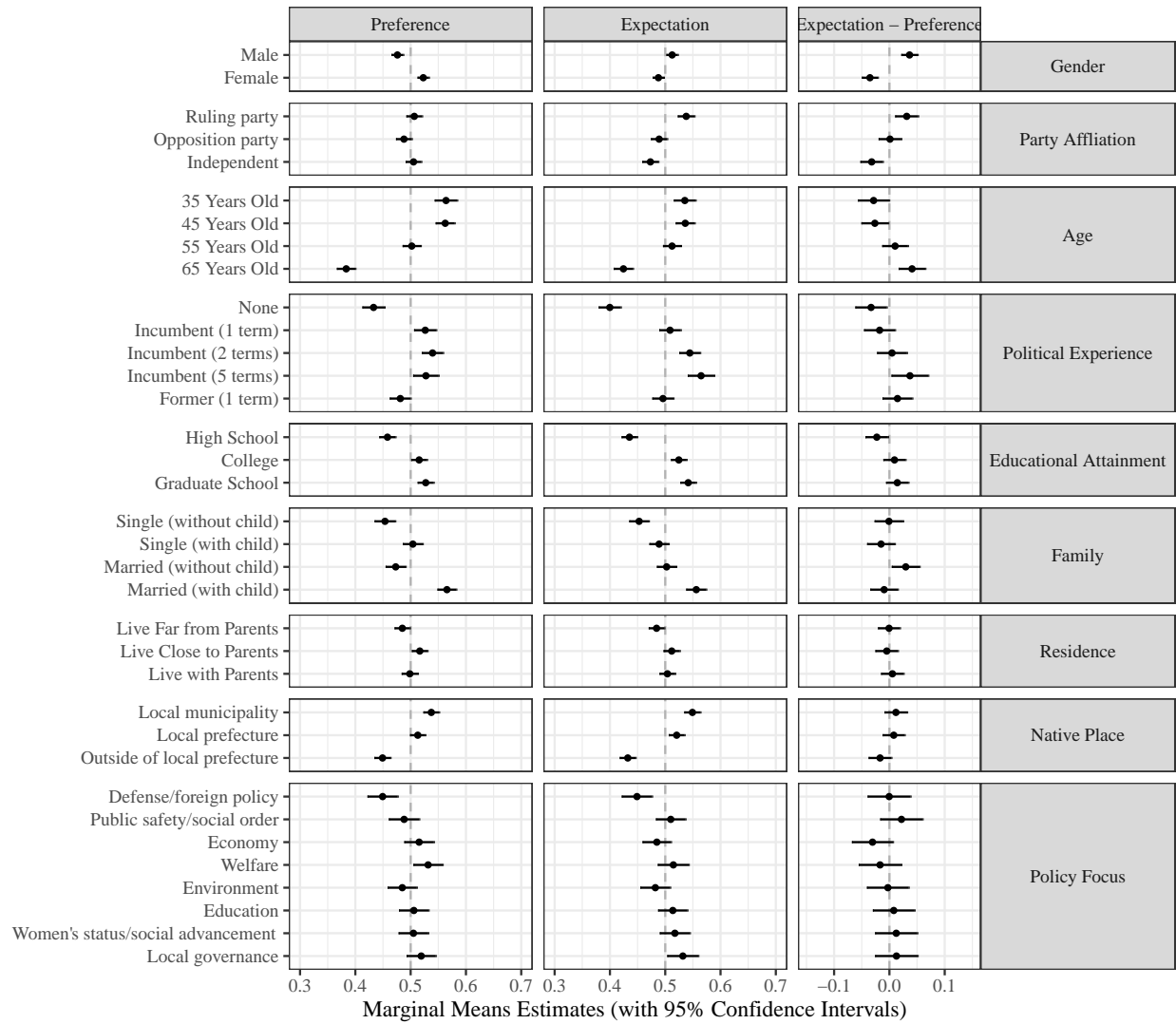


Figure A5: Full results from Experiment 2 (Municipal Council)



	Preference	Expectation	Expectation – Preference	
Male	0.000	0.018	0.000	Gender
Female	0.000	0.018	0.000	
Ruling party	0.364	0.000	0.003	Party Affiliation
Opposition party	0.099	0.145	0.919	
Independent	0.469	0.000	0.002	
35 Years Old	0.000	0.000	0.049	Age
45 Years Old	0.000	0.000	0.034	
55 Years Old	0.810	0.141	0.387	
65 Years Old	0.000	0.000	0.001	
None	0.000	0.000	0.022	Political Experience
Incumbent (1 term)	0.010	0.384	0.217	
Incumbent (2 terms)	0.000	0.000	0.729	
Incumbent (5 terms)	0.019	0.000	0.029	
Former (1 term)	0.054	0.678	0.289	
High School	0.000	0.000	0.029	Educational Attainment
College	0.036	0.001	0.372	
Graduate School	0.000	0.000	0.168	
Single (without child)	0.000	0.000	0.948	Family
Single (with child)	0.660	0.217	0.239	
Married (without child)	0.004	0.776	0.022	
Married (with child)	0.000	0.000	0.455	
Live Far from Parents	0.035	0.031	0.950	Residence
Live Close to Parents	0.023	0.118	0.645	
Live with Parents	0.845	0.586	0.604	
Local municipality	0.000	0.000	0.261	Native Place
Local prefecture	0.068	0.005	0.442	
Outside of local prefecture	0.000	0.000	0.109	
Defense/foreign policy	0.000	0.000	0.982	Policy Focus
Public safety/social order	0.401	0.464	0.266	
Economy	0.262	0.249	0.108	
Welfare	0.020	0.305	0.391	
Environment	0.262	0.195	0.885	
Education	0.669	0.312	0.683	
Women's status/social advancement	0.709	0.209	0.526	
Local governance	0.154	0.027	0.518	

p-values from significance test

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A6: p-values from significance tests in full results from Experiment 2 (Municipal Council)

## C Main Results using Average Marginal Component Effect

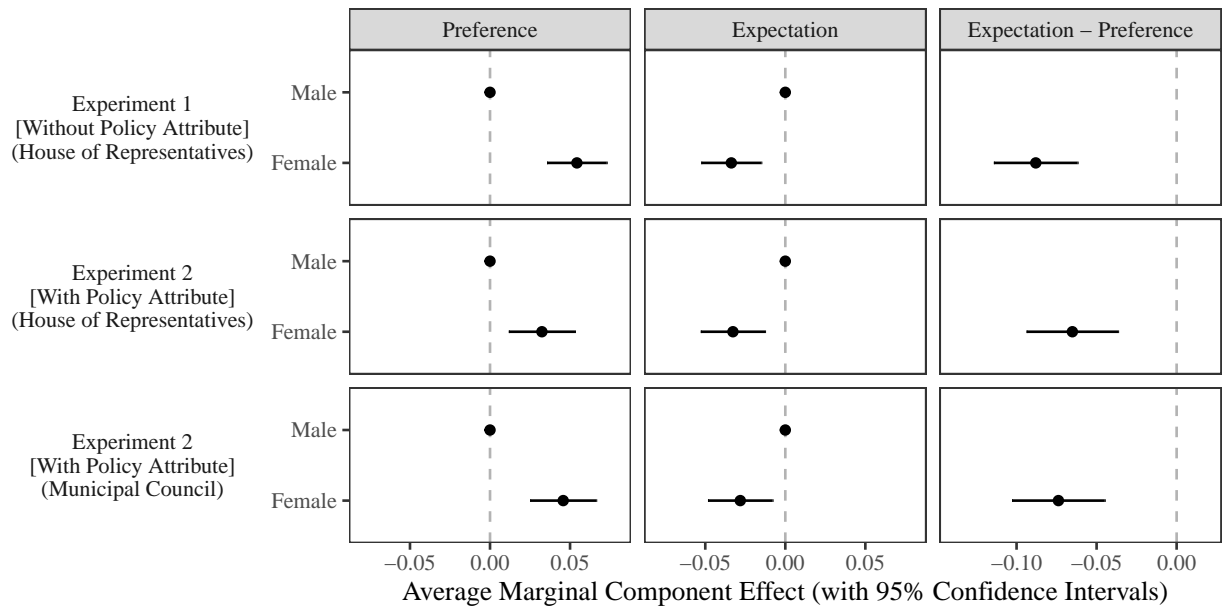


Figure A7: Individuals prefer female political candidates more than male ones, but they expect females to have lower chances to win elections than males (results using Average Marginal Component Effects)

		Preference	Expectation	Expectation - Preference
Experiment 1 [Without Policy Attribute] (House of Representatives)	Male	NA	NA	
	Female	0.000	0.000	0.000
Experiment 2 [With Policy Attribute] (House of Representatives)	Male	NA	NA	
	Female	0.002	0.001	0.000
Experiment 2 [With Policy Attribute] (Municipal Council)	Male	NA	NA	
	Female	0.000	0.006	0.000

p-values from significance test ( $H_0=0$ )

Figure A8: p-values for the main results using Average Marginal Component Effects

## D Moderation by Gender Role Attitudes

### *D.1 The Set of Questions Used to Measure Gender Role Attitudes*

Q: 社会における男性と女性のあり方について、次のような意見があります。それぞれについてのあなたのお気持ちをお答えください。

A: 反対 (1); どちらかといえば反対 (2); どちらかといえば賛成 (3); 賛成 (4)

1. 結婚しても、相手に満足できないときは、いつでも離婚すればよい
2. 夫に十分な収入がある場合には、妻は仕事をもたない方がよい
3. なんとんでも女性の幸福は結婚にある
4. 男性も身の回りのことや炊事をすべきだ
5. 夫は外で働き、妻は家庭を守るべきだ
6. なんとんでも男性の幸福は結婚にある
7. 母親が仕事をもつと、小学校へあがる前の子どもによくない影響を与える
8. 結婚しても、必ずしも子どもをもつ必要はない
9. 妻にとっては、自分の仕事をもつよりも、夫の仕事の手助けをする方が大切である

We use the following procedure to generate a binary variable of gender role attitudes:

1. Impute missing values by the intermediate score ( $= 2.5$ ).
2. Pool respondents in Experiments 1 and 2 and perform a factor analysis with a single factor principal factor solution.
3. Calculate the factor score using the Bartlett method.
4. Identify the median of the factor score (pooling respondents in Experiments 1 and 2) and split each group of respondents by this median value.

## D.2 Results using Average Marginal Component Effect

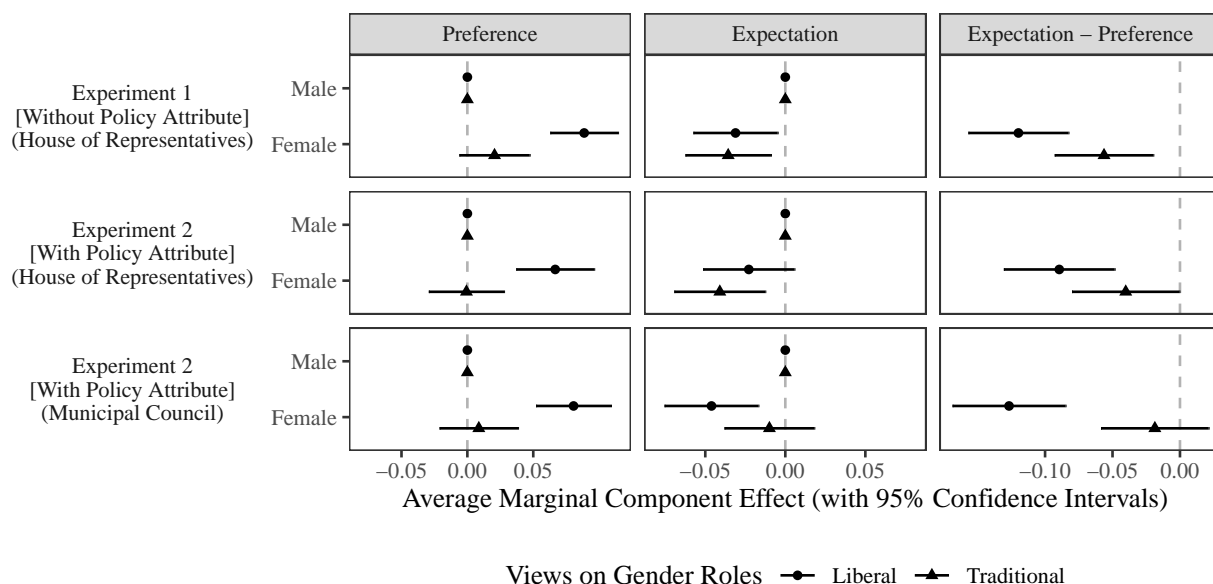


Figure A9: Preference-expectation gap is larger for those who have a liberal gender role view, because they prefer women more strongly but expect women to be no more advantaged compared to those who have a traditional gender role view

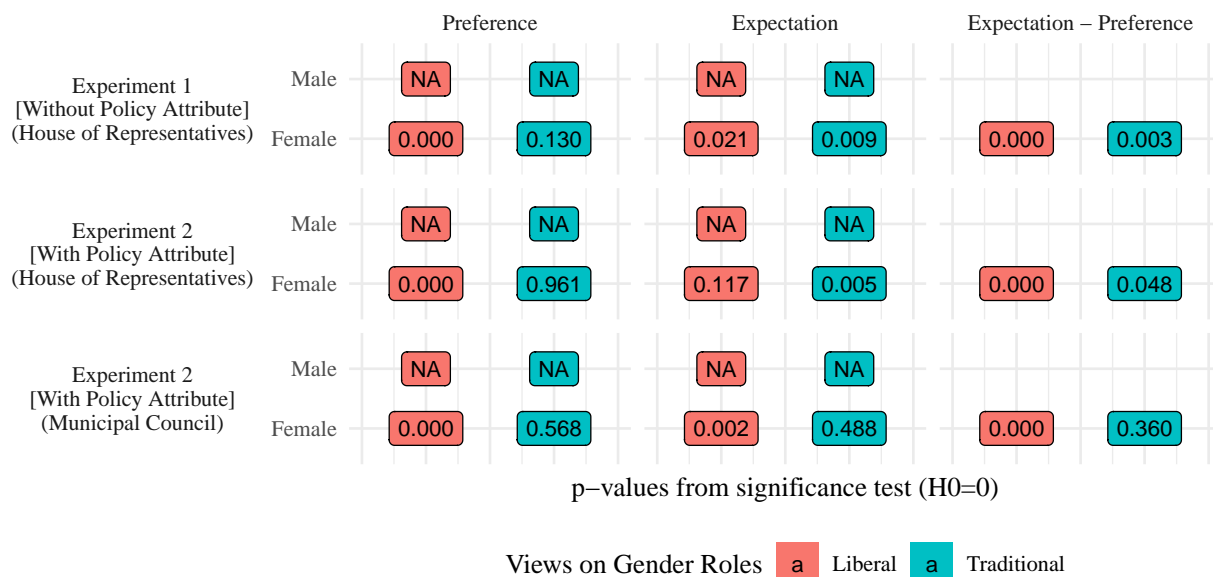


Figure A10: p-values from the results on the moderating effect of gender role attitudes using Average Marginal Component Effect

### D.3 Full Results of Conjoint Experiments

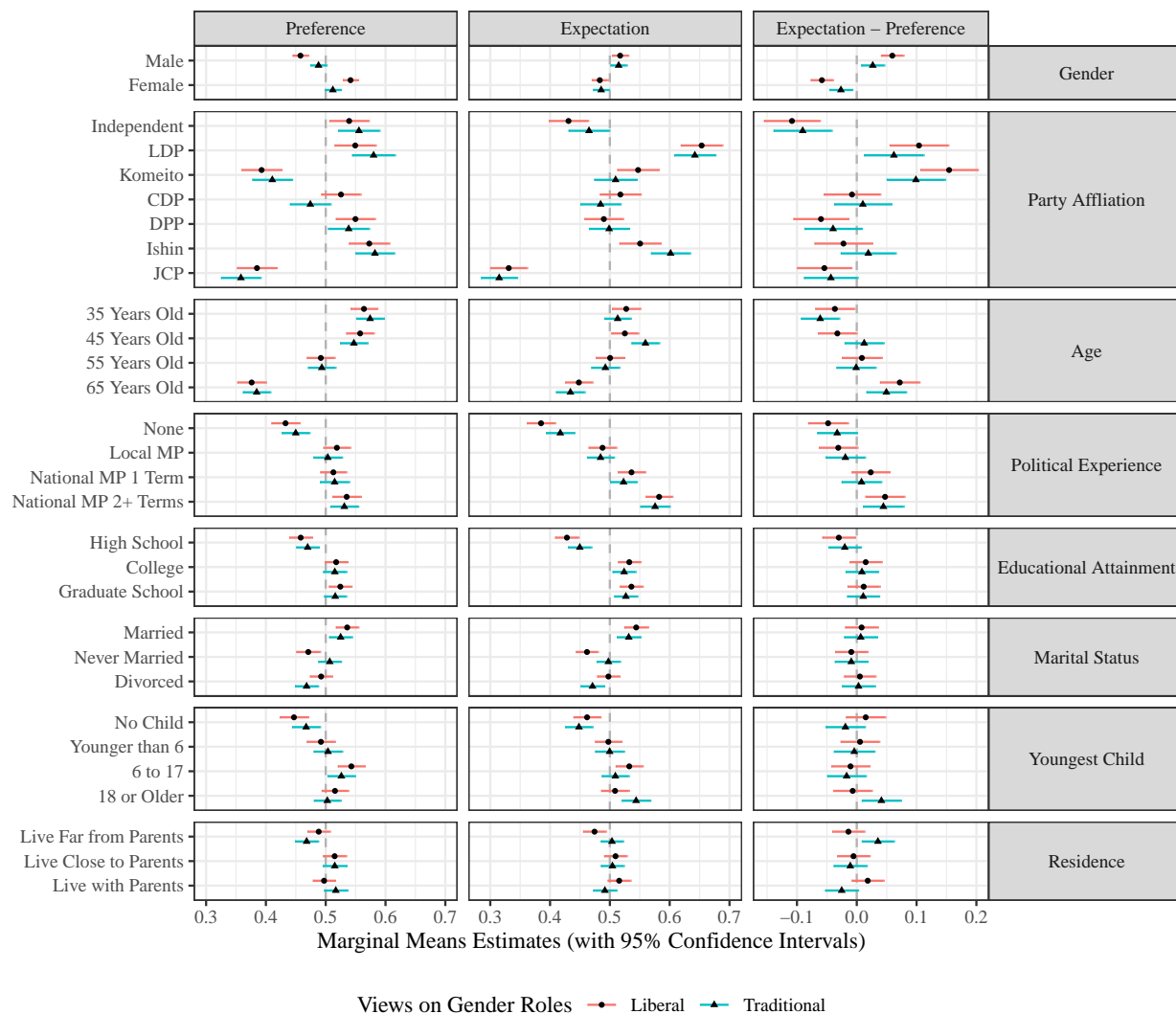


Figure A11: Full results from Experiment 1, moderated by gender role attitudes

	Preference		Expectation		Expectation – Preference		
Male	0.000	0.086	0.014	0.036	0.000	0.007	Gender
Female	0.000	0.085	0.014	0.035	0.000	0.007	
Independent	0.020	0.002	0.000	0.045	0.000	0.000	Party Affiliation
LDP	0.005	0.000	0.000	0.000	0.000	0.015	
Komeito	0.000	0.000	0.008	0.599	0.000	0.000	
CDP	0.128	0.139	0.312	0.367	0.742	0.678	
DPP	0.003	0.029	0.541	0.941	0.011	0.106	
Ishin	0.000	0.000	0.004	0.000	0.367	0.413	
JCP	0.000	0.000	0.000	0.000	0.019	0.059	
35 Years Old	0.000	0.000	0.024	0.249	0.028	0.000	Age
45 Years Old	0.000	0.000	0.029	0.000	0.049	0.459	
55 Years Old	0.493	0.580	0.975	0.527	0.616	0.949	
65 Years Old	0.000	0.000	0.000	0.000	0.000	0.004	
None	0.000	0.000	0.000	0.000	0.005	0.053	Political Experience
Local MP	0.104	0.775	0.300	0.178	0.061	0.257	
National MP 1 Term	0.250	0.230	0.002	0.047	0.150	0.640	
National MP 2+ Terms	0.004	0.009	0.000	0.000	0.005	0.010	
High School	0.000	0.002	0.000	0.000	0.032	0.148	Educational Attainment
College	0.075	0.125	0.001	0.015	0.276	0.537	
Graduate School	0.012	0.091	0.000	0.007	0.403	0.431	
Married	0.000	0.011	0.000	0.002	0.563	0.640	Marital Status
Never Married	0.004	0.492	0.000	0.801	0.509	0.510	
Divorced	0.417	0.001	0.796	0.004	0.697	0.836	
No Child	0.000	0.006	0.001	0.000	0.374	0.256	Youngest Child
Younger than 6	0.507	0.754	0.823	0.974	0.742	0.808	
6 to 17	0.000	0.027	0.005	0.427	0.524	0.304	
18 or Older	0.172	0.815	0.464	0.000	0.677	0.014	
Live Far from Parents	0.226	0.001	0.008	0.711	0.309	0.010	Residence
Live Close to Parents	0.134	0.137	0.329	0.661	0.695	0.444	
Live with Parents	0.772	0.090	0.113	0.403	0.180	0.074	

p-values from significance test

Views on Gender Roles a Liberal a Traditional

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A12: p-values from significance tests in full results from Experiment 1, moderated by gender role attitudes

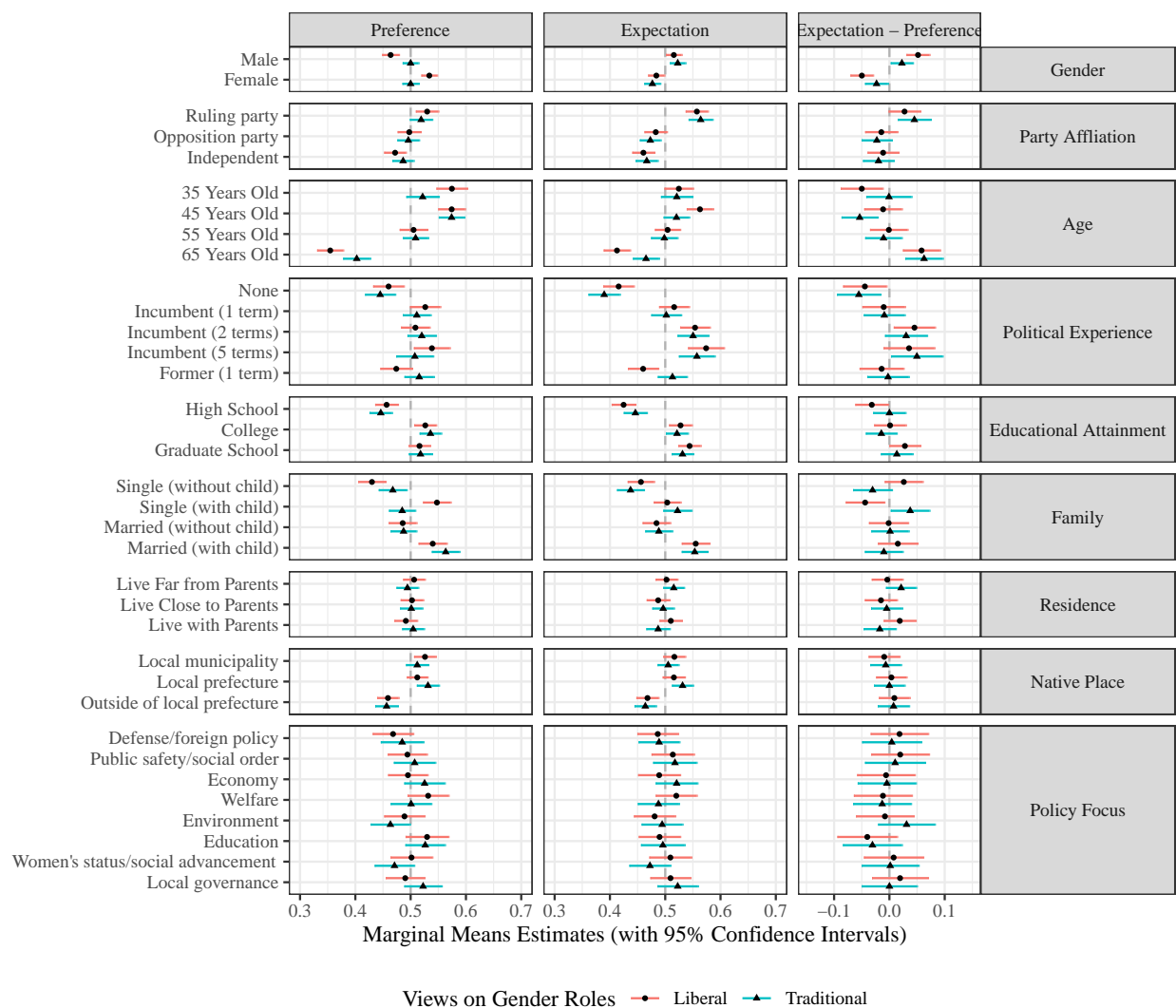


Figure A13: Full results from Experiment 2 (House of Representatives), moderated by gender role attitudes

	Preference		Expectation		Expectation – Preference		
Male	0.000	1.000	0.033	0.002	0.000	0.028	Gender
Female	0.000	1.000	0.033	0.002	0.000	0.028	
Ruling party	0.004	0.068	0.000	0.000	0.062	0.003	Party Affiliation
Opposition party	0.815	0.676	0.102	0.005	0.329	0.103	
Independent	0.005	0.169	0.000	0.001	0.428	0.163	
35 Years Old	0.000	0.149	0.062	0.152	0.010	0.969	Age
45 Years Old	0.000	0.000	0.000	0.086	0.514	0.001	
55 Years Old	0.677	0.440	0.711	0.898	0.954	0.532	
65 Years Old	0.000	0.000	0.000	0.004	0.001	0.000	
None	0.005	0.000	0.000	0.000	0.027	0.006	Political Experience
Incumbent (1 term)	0.059	0.390	0.246	0.888	0.602	0.628	
Incumbent (2 terms)	0.515	0.127	0.000	0.000	0.018	0.120	
Incumbent (5 terms)	0.021	0.657	0.000	0.001	0.131	0.037	
Former (1 term)	0.078	0.254	0.004	0.334	0.490	0.898	Educational Attainment
High School	0.000	0.000	0.000	0.000	0.037	0.998	
College	0.009	0.000	0.009	0.037	0.934	0.308	
Graduate School	0.108	0.097	0.000	0.002	0.051	0.361	Family
Single (without child)	0.000	0.013	0.000	0.000	0.139	0.090	
Single (with child)	0.000	0.210	0.770	0.089	0.014	0.036	
Married (without child)	0.265	0.285	0.217	0.354	0.938	0.945	
Married (with child)	0.002	0.000	0.000	0.000	0.406	0.567	Residence
Live Far from Parents	0.535	0.566	0.813	0.112	0.789	0.130	
Live Close to Parents	0.813	0.907	0.227	0.715	0.305	0.735	
Live with Parents	0.412	0.651	0.329	0.241	0.204	0.243	Native Place
Local municipality	0.010	0.251	0.105	0.588	0.511	0.641	
Local prefecture	0.211	0.002	0.129	0.001	0.796	0.998	
Outside of local prefecture	0.000	0.000	0.002	0.000	0.531	0.607	Policy Focus
Defense/foreign policy	0.090	0.438	0.473	0.558	0.491	0.877	
Public safety/social order	0.749	0.705	0.485	0.381	0.465	0.710	
Economy	0.790	0.178	0.574	0.285	0.821	0.864	
Welfare	0.095	0.966	0.292	0.520	0.664	0.626	
Environment	0.551	0.044	0.314	0.769	0.763	0.237	
Education	0.134	0.150	0.592	0.833	0.147	0.261	
Women's status/social advancement	0.934	0.111	0.632	0.145	0.779	0.955	
Local governance	0.587	0.194	0.608	0.229	0.455	0.999	

p-values from significance test

Views on Gender Roles a Liberal a Traditional

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A14: p-values from significance tests in full results from Experiment 2 (House of Representatives), moderated by gender role attitudes



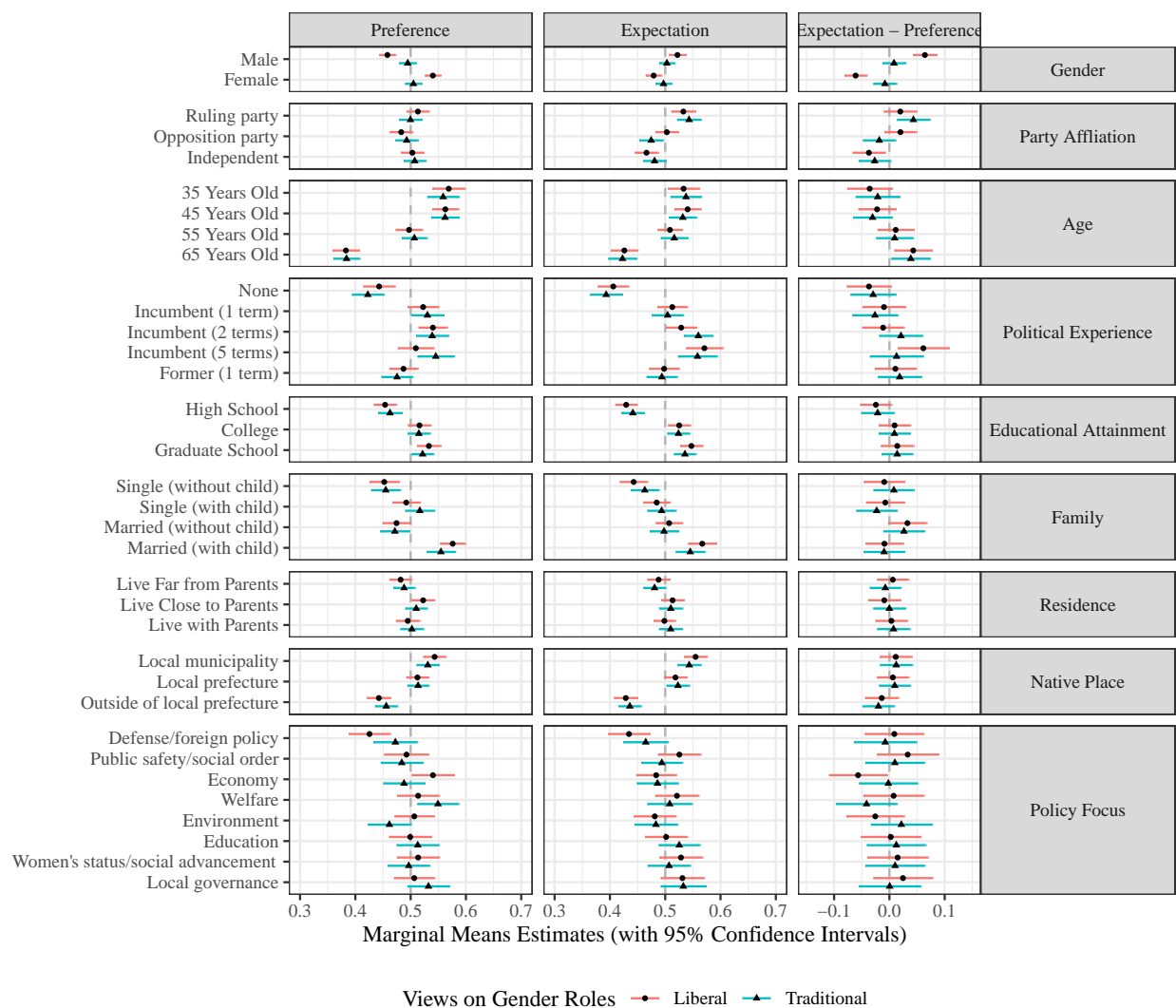


Figure A15: Full results from Experiment 2 (Municipal Council), moderated by gender role attitudes

		Preference		Expectation		Expectation – Preference		
	Male	0.000	0.503	0.005	0.675	0.000	0.437	Gender
	Female	0.000	0.504	0.004	0.675	0.000	0.440	
	Ruling party	0.200	0.975	0.003	0.000	0.191	0.004	Party Affiliation
	Opposition party	0.103	0.490	0.782	0.019	0.178	0.219	
	Independent	0.760	0.469	0.002	0.064	0.013	0.067	
	35 Years Old	0.000	0.000	0.021	0.008	0.085	0.295	Age
	45 Years Old	0.000	0.000	0.001	0.012	0.194	0.091	
	55 Years Old	0.815	0.556	0.449	0.186	0.494	0.573	
	65 Years Old	0.000	0.000	0.000	0.000	0.013	0.030	
	None	0.000	0.000	0.000	0.000	0.068	0.157	Political Experience
	Incumbent (1 term)	0.112	0.042	0.352	0.770	0.620	0.210	
	Incumbent (2 terms)	0.002	0.009	0.040	0.000	0.553	0.295	
	Incumbent (5 terms)	0.568	0.007	0.000	0.001	0.009	0.599	
	Former (1 term)	0.326	0.085	0.882	0.665	0.569	0.355	Educational Attainment
	High School	0.000	0.001	0.000	0.000	0.090	0.158	
	College	0.129	0.147	0.014	0.018	0.526	0.529	
	Graduate School	0.002	0.032	0.000	0.000	0.343	0.326	Family
	Single (without child)	0.000	0.001	0.000	0.004	0.616	0.668	
	Single (with child)	0.532	0.215	0.209	0.619	0.672	0.217	
	Married (without child)	0.046	0.034	0.564	0.869	0.066	0.162	Residence
	Married (with child)	0.000	0.000	0.000	0.001	0.602	0.608	
	Live Far from Parents	0.075	0.232	0.243	0.060	0.669	0.603	Native Place
	Live Close to Parents	0.032	0.312	0.204	0.351	0.536	0.995	
	Live with Parents	0.631	0.825	0.877	0.358	0.803	0.619	
	Local municipality	0.000	0.003	0.000	0.000	0.434	0.409	Policy Focus
	Local prefecture	0.227	0.168	0.073	0.028	0.669	0.502	
	Outside of local prefecture	0.000	0.000	0.000	0.000	0.364	0.172	
	Defense/foreign policy	0.000	0.171	0.001	0.087	0.742	0.793	
	Public safety/social order	0.712	0.405	0.192	0.743	0.242	0.716	
	Economy	0.039	0.529	0.372	0.461	0.034	0.941	
	Welfare	0.485	0.009	0.289	0.694	0.784	0.139	
	Environment	0.714	0.054	0.327	0.396	0.335	0.441	
	Education	0.966	0.507	0.931	0.180	0.927	0.644	
	Women's status/social advancement	0.487	0.858	0.152	0.724	0.593	0.706	
	Local governance	0.726	0.096	0.119	0.115	0.369	0.986	

p-values from significance test

Views on Gender Roles a Liberal a Traditional

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A16: p-values from significance tests in full results from Experiment 2 (Municipal Council), moderated by gender role attitudes

## E Moderation by Respondent's Gender

Respondents with self-identified nonbinary gender (neither male nor female) are excluded from all the analyses below.

### E.1 Figure that is parallel to Figure 2

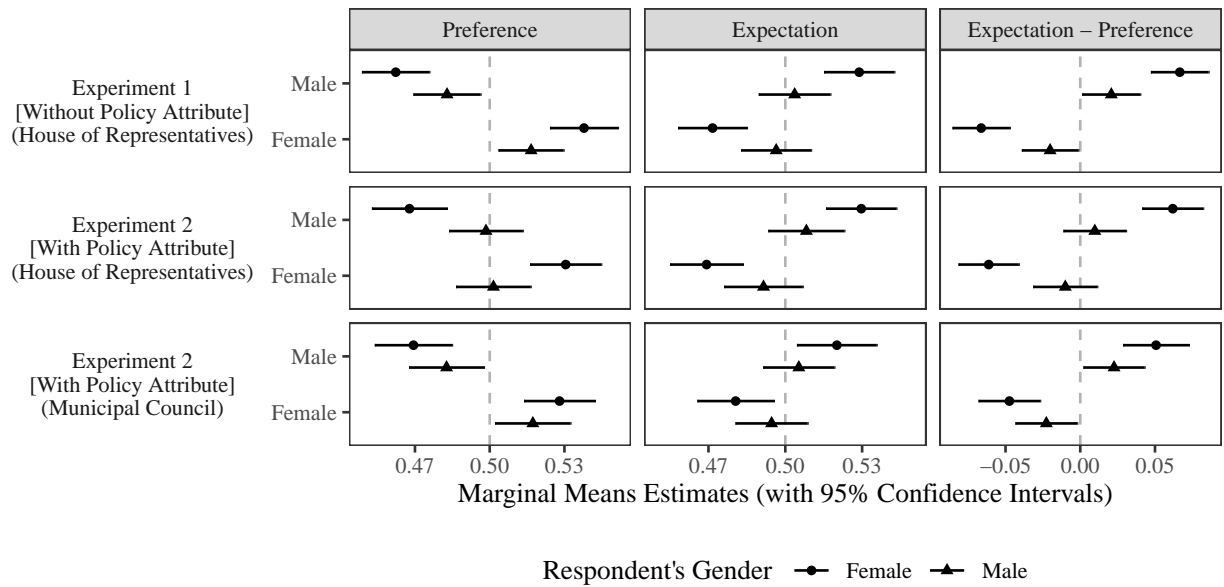


Figure A17: Preference-expectation gap in support for female candidates is larger for female voters, because they prefer women more strongly but expect women to be no more advantaged or even disadvantaged compared to male voters

## E.2 Results using Average Marginal Component Effect

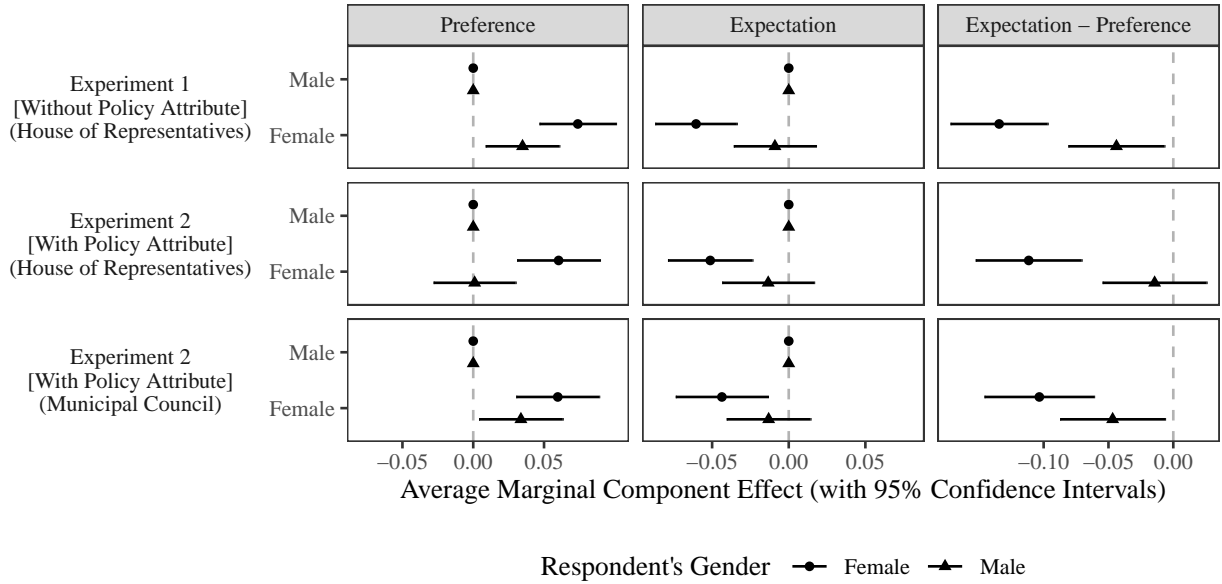


Figure A18: Results on the moderating effect of respondent's gender using Average Marginal Component Effect

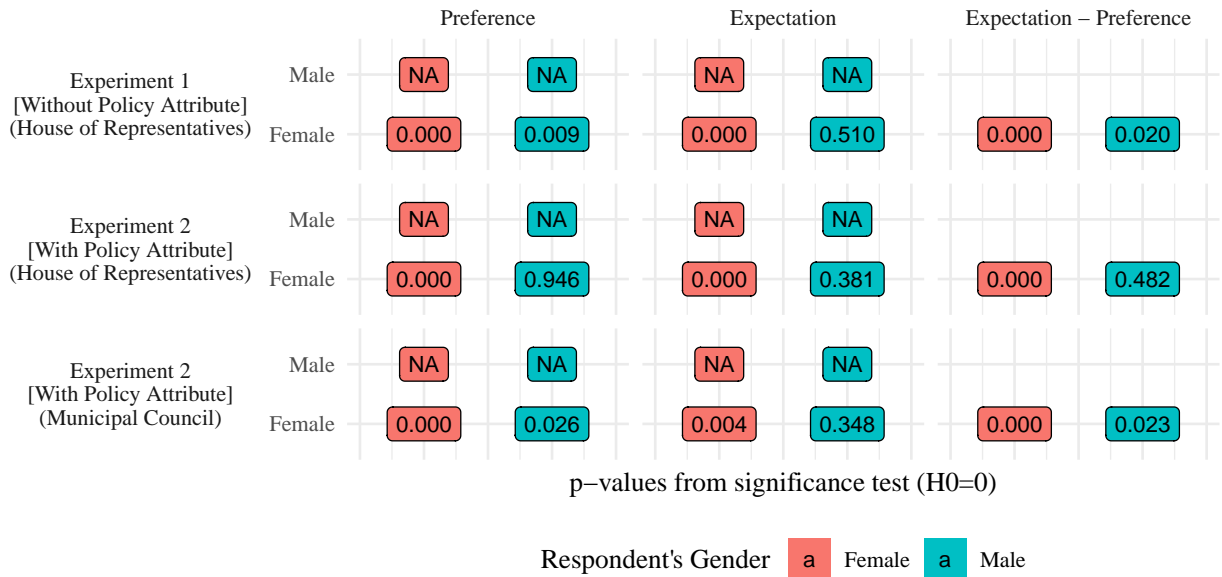


Figure A19: p-values from the results on the moderating effect of respondent's gender using Average Marginal Component Effect

### E.3 Full Results of Conjoint Experiments

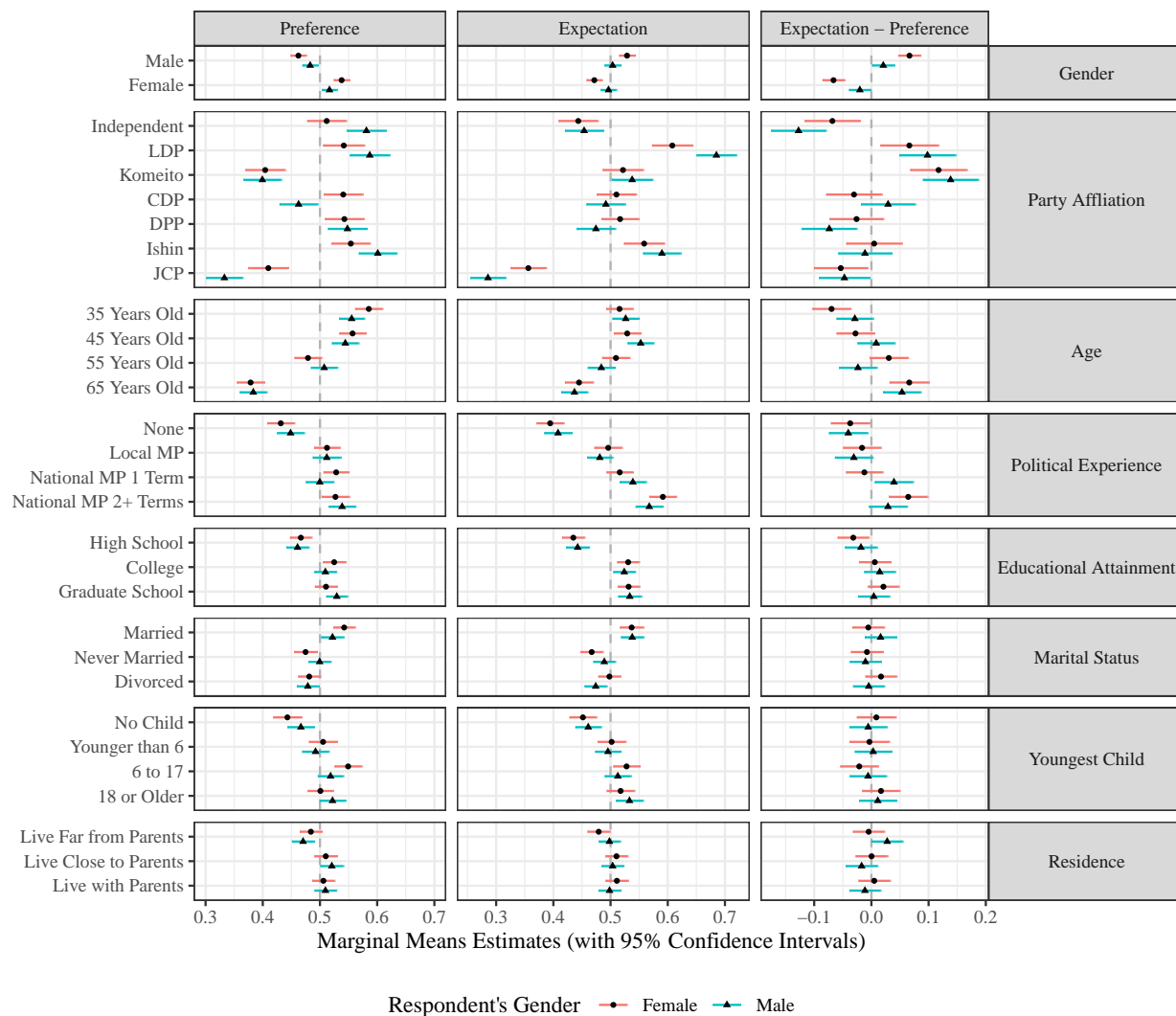


Figure A20: Full results from Experiment 1, moderated by respondent's gender

	Preference		Expectation		Expectation – Preference		
Male	0.000	0.013	0.000	0.610	0.000	0.036	Gender
Female	0.000	0.013	0.000	0.610	0.000	0.036	
Independent	0.499	0.000	0.001	0.007	0.006	0.000	Party Affiliation
LDP	0.024	0.000	0.000	0.000	0.010	0.000	
Komeito	0.000	0.000	0.227	0.037	0.000	0.000	
CDP	0.019	0.028	0.561	0.632	0.220	0.229	
DPP	0.014	0.005	0.313	0.138	0.278	0.003	
Ishin	0.002	0.000	0.001	0.000	0.846	0.636	
JCP	0.000	0.000	0.000	0.000	0.025	0.036	
35 Years Old	0.000	0.000	0.186	0.024	0.000	0.076	Age
45 Years Old	0.000	0.000	0.015	0.000	0.098	0.613	
55 Years Old	0.080	0.531	0.441	0.180	0.076	0.163	
65 Years Old	0.000	0.000	0.000	0.000	0.000	0.001	
None	0.000	0.000	0.000	0.000	0.031	0.018	Political Experience
Local MP	0.284	0.339	0.740	0.096	0.330	0.068	
National MP 1 Term	0.012	0.976	0.172	0.001	0.452	0.021	
National MP 2+ Terms	0.028	0.001	0.000	0.000	0.000	0.089	
High School	0.001	0.000	0.000	0.000	0.022	0.200	Educational Attainment
College	0.014	0.334	0.002	0.014	0.674	0.291	
Graduate School	0.284	0.002	0.001	0.001	0.127	0.763	
Married	0.000	0.028	0.000	0.000	0.703	0.254	Marital Status
Never Married	0.013	0.954	0.001	0.261	0.586	0.455	
Divorced	0.055	0.030	0.839	0.008	0.227	0.734	
No Child	0.000	0.005	0.000	0.001	0.618	0.732	Youngest Child
Younger than 6	0.668	0.512	0.877	0.686	0.845	0.846	
6 to 17	0.000	0.103	0.017	0.275	0.207	0.719	
18 or Older	0.946	0.059	0.155	0.006	0.317	0.506	
Live Far from Parents	0.104	0.003	0.037	0.837	0.731	0.044	Residence
Live Close to Parents	0.318	0.044	0.298	0.709	0.985	0.228	
Live with Parents	0.546	0.325	0.271	0.859	0.721	0.415	

p-values from significance test

Respondent's Gender a Female a Male

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A21: p-values from significance tests in full results from Experiment 1, moderated by respondent's gender

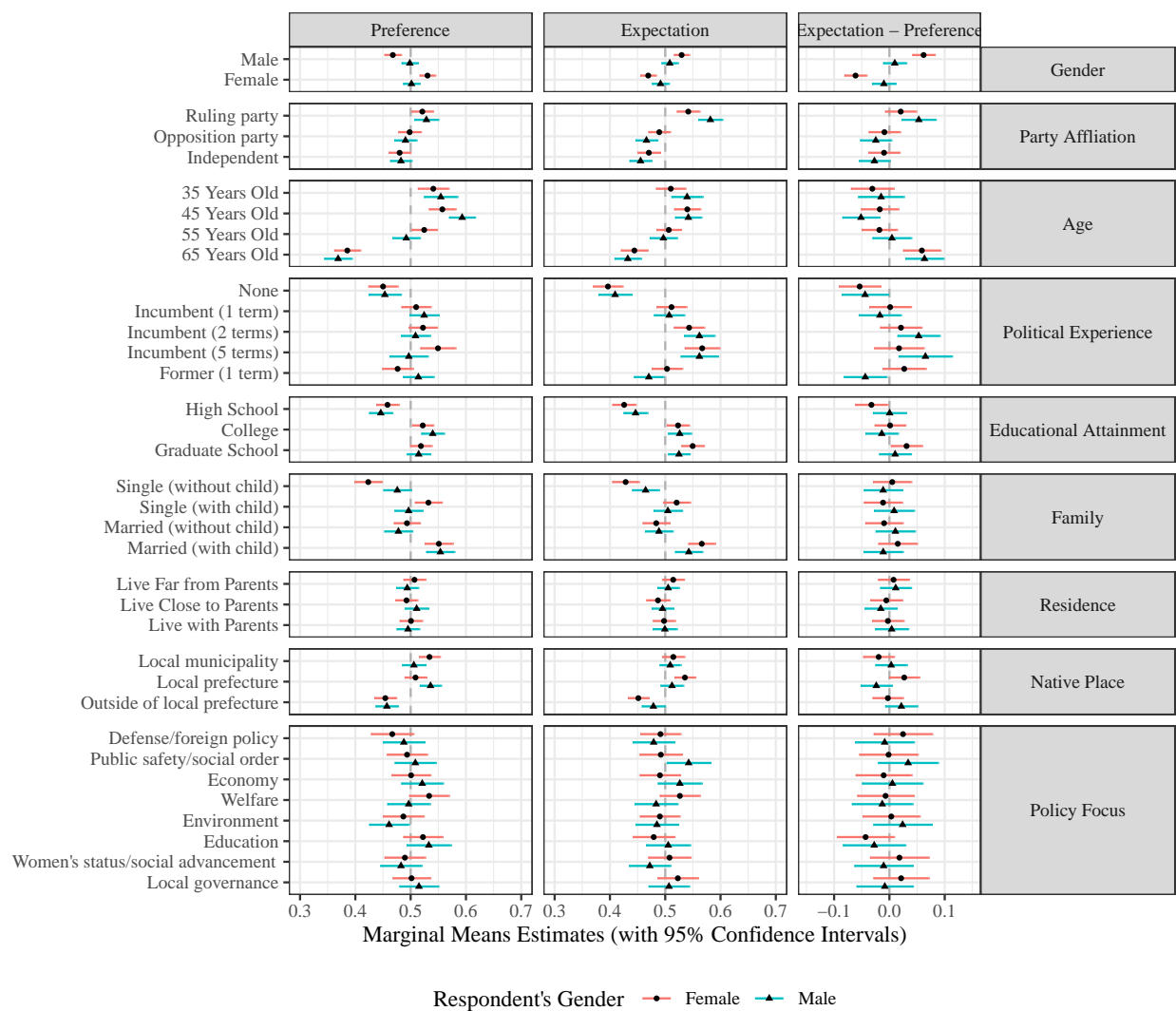


Figure A22: Full results from Experiment 2 (House of Representatives), moderated by respondent's gender

		Preference		Expectation		Expectation – Preference		
Gender	Male	0.000	0.844	0.000	0.278	0.000	0.364	
	Female	0.000	0.844	0.000	0.277	0.000	0.360	
Party Affiliation	Ruling party	0.033	0.011	0.000	0.000	0.155	0.001	
	Opposition party	0.864	0.364	0.283	0.001	0.537	0.088	
	Independent	0.049	0.077	0.005	0.000	0.504	0.056	
Age	35 Years Old	0.004	0.000	0.458	0.006	0.118	0.477	
	45 Years Old	0.000	0.000	0.001	0.001	0.313	0.003	
	55 Years Old	0.038	0.533	0.572	0.792	0.270	0.798	
	65 Years Old	0.000	0.000	0.000	0.000	0.001	0.000	
Political Experience	None	0.000	0.002	0.000	0.000	0.005	0.040	
	Incumbent (1 term)	0.460	0.071	0.412	0.611	0.943	0.377	
	Incumbent (2 terms)	0.088	0.512	0.002	0.000	0.276	0.007	
	Incumbent (5 terms)	0.002	0.849	0.000	0.000	0.447	0.008	
	Former (1 term)	0.097	0.330	0.816	0.030	0.180	0.027	
Educational Attainment	High School	0.000	0.000	0.000	0.000	0.031	0.981	
	College	0.025	0.000	0.025	0.014	0.929	0.358	
	Graduate School	0.063	0.178	0.000	0.013	0.032	0.483	
Family	Single (without child)	0.000	0.059	0.000	0.004	0.772	0.527	
	Single (with child)	0.010	0.773	0.099	0.722	0.515	0.648	
	Married (without child)	0.580	0.086	0.190	0.377	0.578	0.552	
	Married (with child)	0.000	0.000	0.000	0.001	0.399	0.538	
Residence	Live Far from Parents	0.492	0.549	0.149	0.598	0.597	0.425	
	Live Close to Parents	0.462	0.318	0.221	0.631	0.702	0.290	
	Live with Parents	0.953	0.649	0.834	0.952	0.851	0.789	
Native Place	Local municipality	0.000	0.590	0.155	0.353	0.170	0.827	
	Local prefecture	0.380	0.000	0.000	0.246	0.055	0.101	
	Outside of local prefecture	0.000	0.000	0.000	0.044	0.839	0.148	
Policy Focus	Defense/foreign policy	0.090	0.521	0.645	0.277	0.362	0.752	
	Public safety/social order	0.728	0.655	0.684	0.036	0.955	0.222	
	Economy	0.964	0.277	0.607	0.192	0.688	0.846	
	Welfare	0.069	0.857	0.153	0.408	0.790	0.645	
	Environment	0.487	0.034	0.598	0.446	0.897	0.375	
	Education	0.217	0.108	0.279	0.792	0.102	0.341	
	Women's status/social advancement	0.581	0.359	0.693	0.144	0.505	0.698	
	Local governance	0.927	0.404	0.222	0.720	0.406	0.749	

p-values from significance test

Respondent's Gender a Female a Male

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A23: p-values from significance tests in full results from Experiment 2 (House of Representatives), moderated by respondent's gender



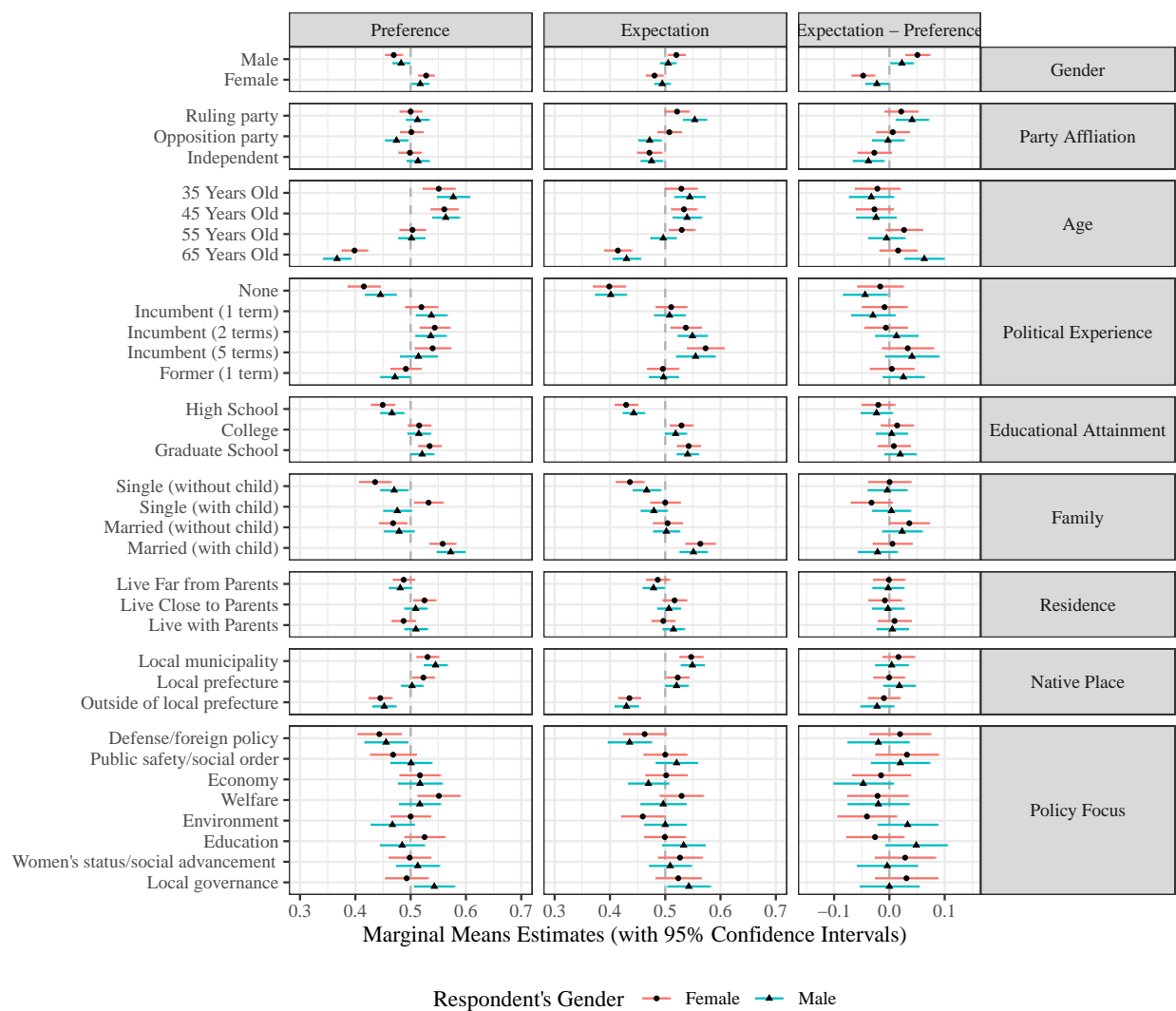


Figure A24: Full results from Experiment 2 (Municipal Council), moderated by respondent's gender

		Preference		Expectation		Expectation – Preference		
	Male	0.000	0.024	0.011	0.456	0.000	0.031	Gender
	Female	0.000	0.025	0.011	0.456	0.000	0.032	
	Ruling party	1.000	0.239	0.058	0.000	0.159	0.007	Party Affiliation
	Opposition party	0.898	0.014	0.498	0.007	0.686	0.864	
	Independent	0.900	0.196	0.011	0.013	0.076	0.008	
	35 Years Old	0.001	0.000	0.045	0.002	0.294	0.108	Age
	45 Years Old	0.000	0.000	0.004	0.003	0.115	0.186	
	55 Years Old	0.774	0.896	0.012	0.763	0.115	0.761	
	65 Years Old	0.000	0.000	0.000	0.000	0.359	0.000	
	None	0.000	0.000	0.000	0.000	0.428	0.030	Political Experience
	Incumbent (1 term)	0.192	0.009	0.450	0.582	0.672	0.139	
	Incumbent (2 terms)	0.002	0.010	0.008	0.000	0.746	0.510	
	Incumbent (5 terms)	0.015	0.409	0.000	0.002	0.160	0.099	
	Former (1 term)	0.536	0.037	0.768	0.826	0.828	0.185	
	High School	0.000	0.002	0.000	0.000	0.180	0.109	Educational Attainment
	College	0.138	0.159	0.006	0.055	0.348	0.779	
	Graduate School	0.001	0.051	0.000	0.000	0.591	0.176	
	Single (without child)	0.000	0.018	0.000	0.009	0.986	0.832	Family
	Single (with child)	0.014	0.059	1.000	0.086	0.088	0.838	
	Married (without child)	0.013	0.129	0.746	0.861	0.051	0.209	
	Married (with child)	0.000	0.000	0.000	0.000	0.762	0.234	
	Live Far from Parents	0.206	0.069	0.206	0.034	0.947	0.875	Residence
	Live Close to Parents	0.015	0.383	0.123	0.532	0.588	0.862	
	Live with Parents	0.239	0.364	0.739	0.136	0.540	0.712	
	Local municipality	0.002	0.000	0.000	0.000	0.264	0.785	Native Place
	Local prefecture	0.021	0.799	0.029	0.051	0.972	0.216	
	Outside of local prefecture	0.000	0.000	0.000	0.000	0.497	0.143	
	Defense/foreign policy	0.005	0.025	0.058	0.001	0.491	0.476	Policy Focus
	Public safety/social order	0.133	0.967	1.000	0.281	0.273	0.462	
	Economy	0.371	0.402	0.930	0.100	0.572	0.084	
	Welfare	0.009	0.386	0.138	0.862	0.443	0.476	
	Environment	1.000	0.099	0.042	1.000	0.134	0.235	
	Education	0.174	0.452	0.965	0.090	0.326	0.086	
	Women's status/social advancement	0.928	0.518	0.186	0.642	0.306	0.888	
	Local governance	0.715	0.022	0.259	0.030	0.284	0.998	

p-values from significance test

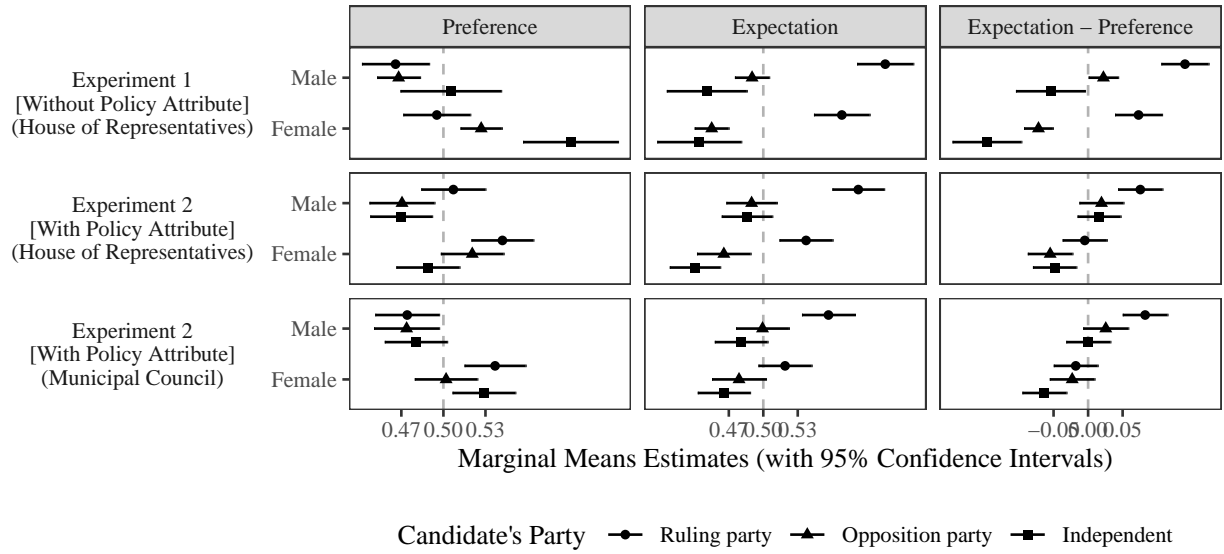
Respondent's Gender a Female a Male

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A25: p-values from significance tests in full results from Experiment 2 (Municipal Council), moderated by respondent's gender

## F Moderation by Candidate's Party

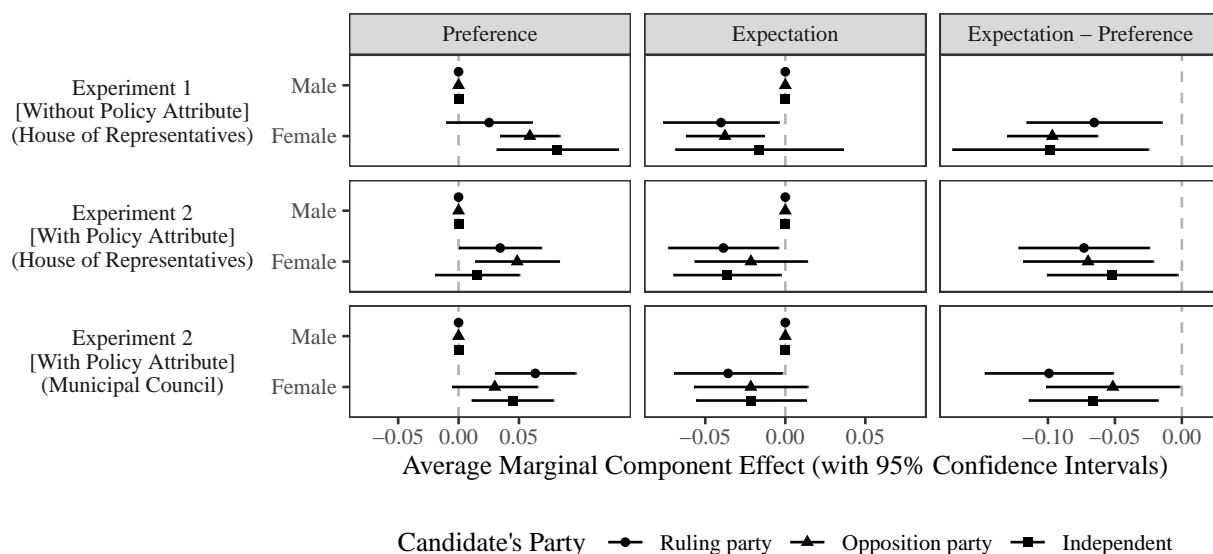
### F.1 Figure that is parallel to Figure 2



Note: In Experiment 1, ruling parties are LDP and Komeito; Opposition parties are CDP, DPP, Ishin, and JCP.

Figure A26: Preference-expectation gap in support for female candidates is no smaller for ruling party candidates after filtering away the direct effect of party status

## F.2 Results using Average Marginal Component Effect



Note: In Experiment 1, ruling parties are LDP and Komeito; Opposition parties are CDP, DPP, Ishin, and JCP.

Figure A27: Results on the moderating effect of candidate's party using Average Marginal Component Effect

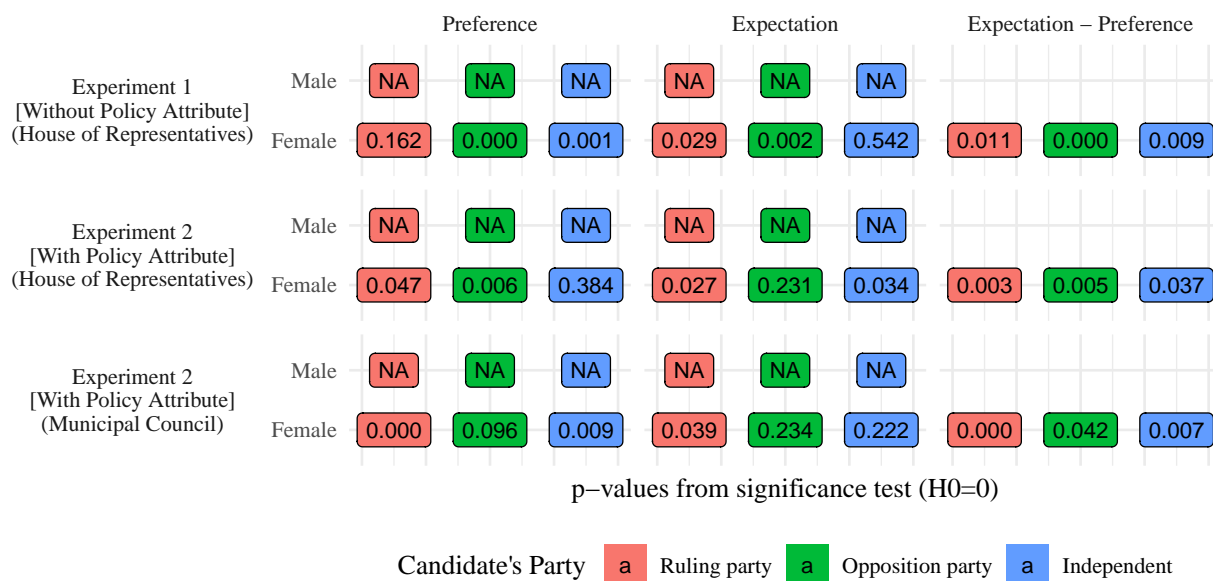


Figure A28: p-values from the results on the moderating effect of candidate's party using Average Marginal Component Effect

### F.3 Full Results of Conjoint Experiments

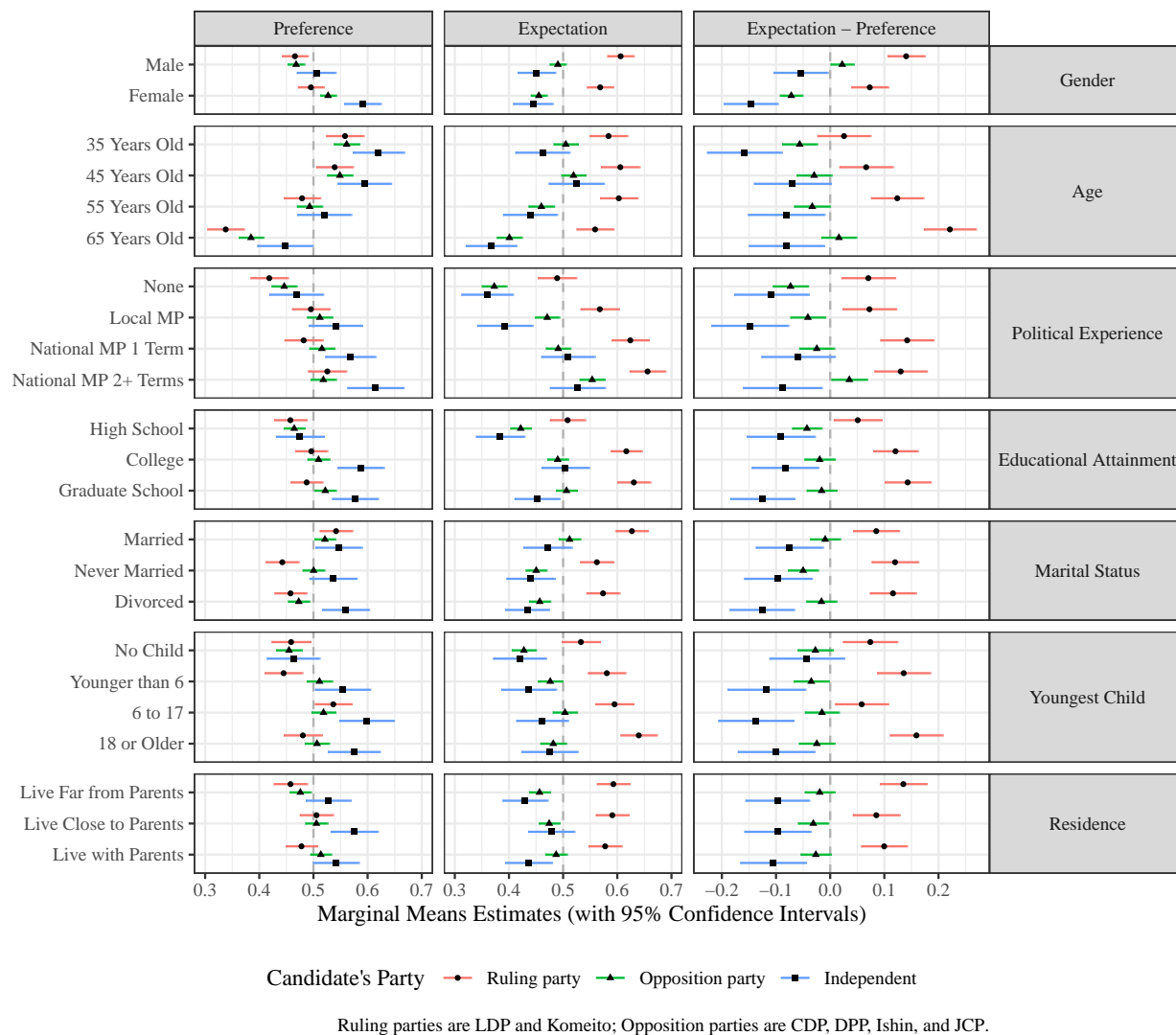


Figure A29: Full results from Experiment 1, moderated by candidate's party

		Preference			Expectation			Expectation – Preference			
Gender	Male	0.005	0.000	0.772	0.000	0.201	0.006	0.000	0.042	0.033	
	Female	0.700	0.000	0.000	0.000	0.000	0.003	0.000	0.000	0.000	
Age	35 Years Old	0.001	0.000	0.000	0.000	0.665	0.137	0.309	0.001	0.000	
	45 Years Old	0.024	0.000	0.000	0.000	0.093	0.347	0.008	0.072	0.055	
	55 Years Old	0.222	0.556	0.433	0.000	0.001	0.017	0.000	0.050	0.025	
	65 Years Old	0.000	0.000	0.045	0.001	0.000	0.000	0.000	0.331	0.023	
Political Experience	None	0.000	0.000	0.214	0.543	0.000	0.000	0.005	0.000	0.002	
	Local MP	0.791	0.322	0.106	0.000	0.010	0.000	0.004	0.012	0.000	
	National MP 1 Term	0.315	0.186	0.004	0.000	0.430	0.716	0.000	0.134	0.088	
	National MP 2+ Terms	0.156	0.126	0.000	0.000	0.000	0.306	0.000	0.035	0.018	
Educational Attainment	High School	0.005	0.000	0.271	0.618	0.000	0.000	0.024	0.002	0.005	
	College	0.794	0.368	0.000	0.000	0.308	0.858	0.000	0.175	0.008	
	Graduate School	0.404	0.028	0.000	0.000	0.530	0.023	0.000	0.264	0.000	
Marital Status	Married	0.007	0.031	0.033	0.000	0.246	0.211	0.000	0.512	0.017	
	Never Married	0.000	0.980	0.104	0.000	0.000	0.008	0.000	0.000	0.003	
	Divorced	0.005	0.007	0.007	0.000	0.000	0.001	0.000	0.256	0.000	
Youngest Child	No Child	0.024	0.000	0.135	0.068	0.000	0.001	0.004	0.099	0.221	
	Younger than 6	0.002	0.350	0.038	0.000	0.040	0.014	0.000	0.036	0.001	
	6 to 17	0.035	0.098	0.000	0.000	0.767	0.113	0.020	0.345	0.000	
	18 or Older	0.277	0.571	0.002	0.000	0.135	0.346	0.000	0.140	0.006	
Residence	Live Far from Parents	0.007	0.015	0.196	0.000	0.000	0.001	0.000	0.168	0.001	
	Live Close to Parents	0.720	0.600	0.001	0.000	0.009	0.319	0.000	0.030	0.002	
	Live with Parents	0.137	0.168	0.056	0.000	0.204	0.004	0.000	0.061	0.001	

p-values from significance test

Candidate's Party a Ruling party a Opposition party a Independent

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A30: p-values from significance tests in full results from Experiment 1, moderated by candidate's party

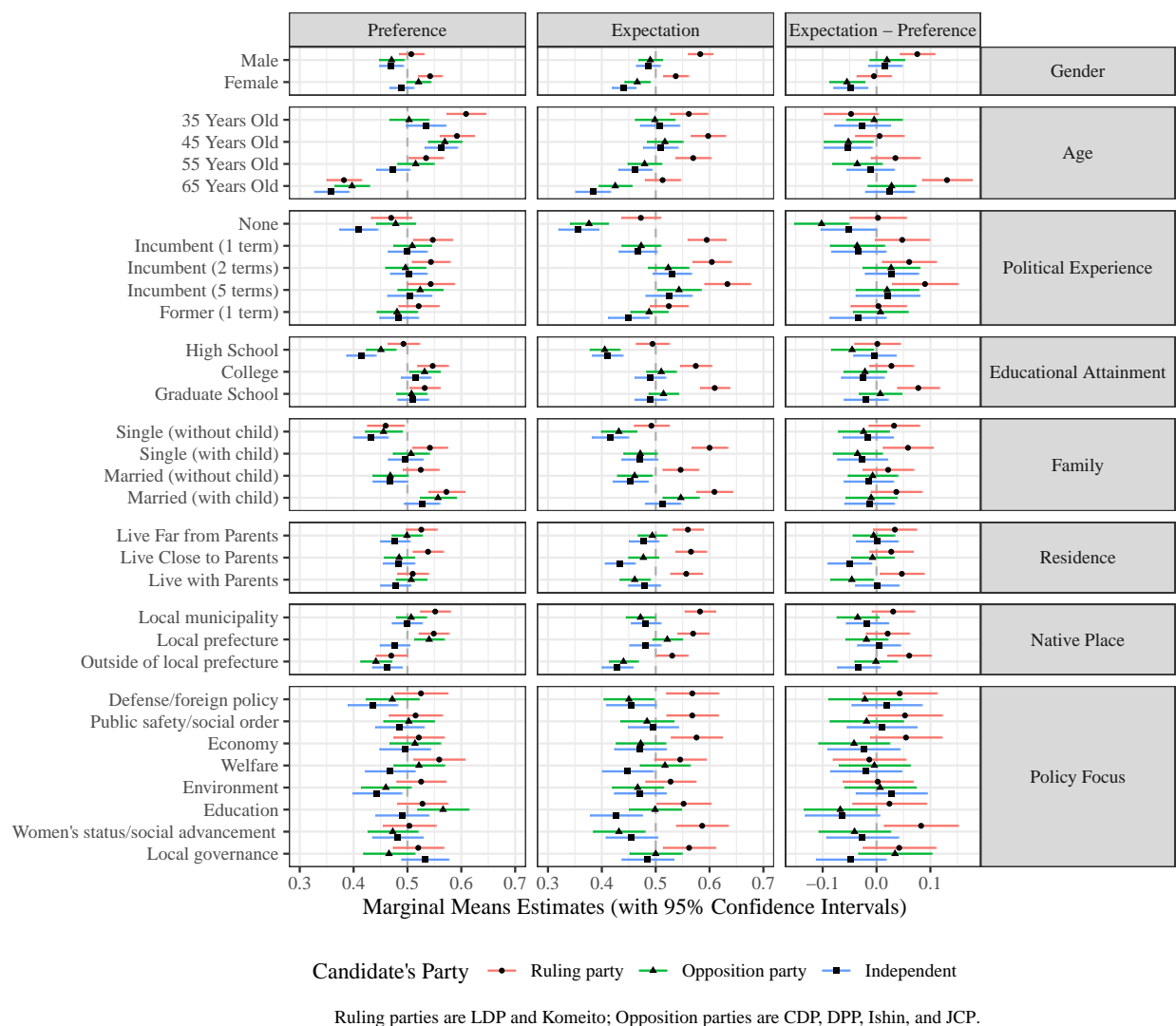


Figure A31: Full results from Experiment 2 (House of Representatives), moderated by candidate's party

		Preference			Expectation			Expectation – Preference			
Gender	Male	0.543	0.013	0.008	0.000	0.366	0.209	0.000	0.235	0.316	
	Female	0.000	0.072	0.338	0.002	0.004	0.000	0.766	0.001	0.003	
Age	35 Years Old	0.000	0.873	0.069	0.001	0.938	0.686	0.064	0.867	0.317	
	45 Years Old	0.000	0.000	0.000	0.000	0.312	0.591	0.808	0.024	0.018	
	55 Years Old	0.033	0.375	0.090	0.000	0.197	0.016	0.131	0.126	0.608	
	65 Years Old	0.000	0.000	0.000	0.444	0.000	0.000	0.000	0.217	0.291	
Political Experience	None	0.113	0.237	0.000	0.138	0.000	0.000	0.920	0.000	0.046	
	Incumbent (1 term)	0.011	0.617	1.000	0.000	0.140	0.064	0.065	0.160	0.196	
	Incumbent (2 terms)	0.015	0.844	0.905	0.000	0.224	0.099	0.018	0.317	0.265	
	Incumbent (5 terms)	0.054	0.269	0.860	0.000	0.036	0.267	0.004	0.508	0.495	
	Former (1 term)	0.272	0.311	0.385	0.177	0.488	0.008	0.894	0.782	0.191	
Educational Attainment	High School	0.622	0.000	0.000	0.705	0.000	0.000	0.946	0.023	0.862	
	College	0.001	0.028	0.272	0.000	0.464	0.473	0.183	0.287	0.200	
	Graduate School	0.023	0.602	0.482	0.000	0.302	0.518	0.000	0.730	0.340	
Family	Single (without child)	0.020	0.010	0.000	0.626	0.000	0.000	0.174	0.318	0.495	
	Single (with child)	0.011	0.696	0.821	0.000	0.070	0.076	0.013	0.129	0.264	
	Married (without child)	0.145	0.056	0.049	0.006	0.018	0.005	0.370	0.758	0.526	
	Married (with child)	0.000	0.001	0.111	0.000	0.006	0.429	0.128	0.679	0.565	
Residence	Live Far from Parents	0.081	0.947	0.096	0.000	0.640	0.113	0.096	0.783	0.961	
	Live Close to Parents	0.008	0.277	0.275	0.000	0.106	0.000	0.182	0.712	0.015	
	Live with Parents	0.505	0.630	0.116	0.000	0.006	0.156	0.025	0.024	0.961	
Native Place	Local municipality	0.000	0.631	0.950	0.000	0.041	0.193	0.127	0.077	0.385	
	Local prefecture	0.001	0.004	0.090	0.000	0.125	0.182	0.314	0.347	0.840	
	Outside of local prefecture	0.038	0.000	0.007	0.037	0.000	0.000	0.003	0.951	0.100	
Policy Focus	Defense/foreign policy	0.320	0.261	0.006	0.006	0.037	0.051	0.224	0.532	0.567	
	Public safety/social order	0.550	0.920	0.525	0.005	0.522	0.837	0.132	0.594	0.769	
	Economy	0.378	0.562	0.840	0.002	0.234	0.240	0.108	0.213	0.485	
	Welfare	0.015	0.374	0.168	0.064	0.467	0.031	0.697	0.904	0.560	
	Environment	0.274	0.089	0.015	0.244	0.166	0.233	0.947	0.845	0.414	
	Education	0.244	0.006	0.691	0.042	0.960	0.003	0.493	0.052	0.070	
	Women's status/social advancement	0.886	0.248	0.440	0.000	0.005	0.066	0.018	0.229	0.441	
	Local governance	0.403	0.158	0.145	0.012	1.000	0.541	0.222	0.322	0.151	

p-values from significance test

Respondent's Gender   a   Ruling party   a   Opposition party   a   Independent

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A32: p-values from significance tests in full results from Experiment 2 (House of Representatives), moderated by candidate's party



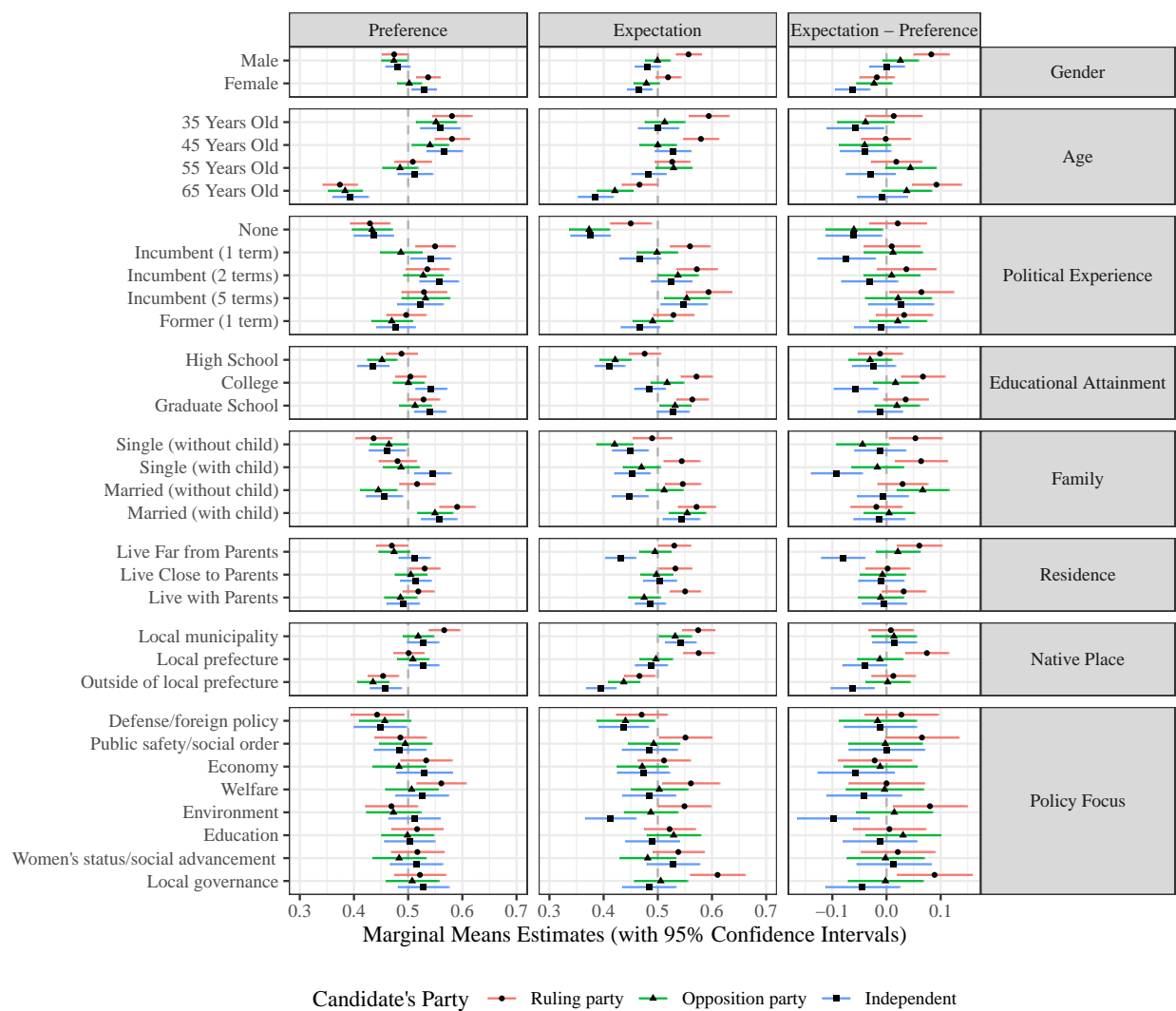


Figure A33: Full results from Experiment 2 (Municipal Council), moderated by candidate's party

	Preference			Expectation			Expectation – Preference			
Male	0.026	0.027	0.085	0.000	0.955	0.102	0.000	0.125	0.983	Gender
Female	0.001	0.866	0.011	0.109	0.078	0.003	0.271	0.164	0.000	
35 Years Old	0.000	0.006	0.002	0.000	0.496	0.968	0.617	0.145	0.029	Age
45 Years Old	0.000	0.018	0.000	0.000	1.000	0.101	0.951	0.096	0.100	
55 Years Old	0.619	0.362	0.435	0.105	0.088	0.294	0.450	0.063	0.196	
65 Years Old	0.000	0.000	0.000	0.042	0.000	0.000	0.000	0.109	0.729	
None	0.000	0.000	0.001	0.009	0.000	0.000	0.440	0.024	0.020	Political Experience
Incumbent (1 term)	0.007	0.494	0.030	0.002	0.935	0.087	0.713	0.664	0.006	
Incumbent (2 terms)	0.080	0.136	0.002	0.000	0.047	0.189	0.185	0.719	0.230	
Incumbent (5 terms)	0.165	0.155	0.312	0.000	0.012	0.028	0.032	0.490	0.392	
Former (1 term)	0.845	0.116	0.205	0.129	0.615	0.073	0.221	0.442	0.711	Educational Attainment
High School	0.400	0.000	0.000	0.103	0.000	0.000	0.567	0.133	0.243	
College	0.769	0.974	0.004	0.000	0.270	0.301	0.001	0.435	0.005	
Graduate School	0.055	0.393	0.006	0.000	0.029	0.064	0.092	0.361	0.561	Family
Single (without child)	0.000	0.046	0.023	0.566	0.000	0.002	0.033	0.072	0.613	
Single (with child)	0.265	0.439	0.009	0.009	0.084	0.005	0.009	0.487	0.000	
Married (without child)	0.322	0.001	0.009	0.006	0.499	0.002	0.208	0.006	0.757	
Married (with child)	0.000	0.003	0.001	0.000	0.002	0.012	0.435	0.845	0.570	Residence
Live Far from Parents	0.041	0.072	0.440	0.044	0.726	0.000	0.004	0.314	0.000	
Live Close to Parents	0.031	0.745	0.347	0.031	0.865	0.825	0.922	0.727	0.631	
Live with Parents	0.203	0.349	0.522	0.000	0.091	0.319	0.121	0.607	0.833	Native Place
Local municipality	0.000	0.202	0.064	0.000	0.034	0.004	0.702	0.514	0.486	
Local prefecture	0.946	0.559	0.044	0.000	0.822	0.415	0.000	0.570	0.049	
Outside of local prefecture	0.001	0.000	0.005	0.020	0.000	0.000	0.540	0.920	0.002	Policy Focus
Defense/foreign policy	0.022	0.074	0.035	0.213	0.028	0.007	0.427	0.651	0.730	
Public safety/social order	0.553	0.830	0.530	0.039	0.753	0.560	0.059	0.947	0.997	
Economy	0.167	0.496	0.253	0.643	0.229	0.274	0.526	0.733	0.114	
Welfare	0.008	0.797	0.310	0.023	0.919	0.507	0.999	0.920	0.235	
Environment	0.207	0.287	0.645	0.047	0.610	0.000	0.021	0.691	0.004	
Education	0.495	0.958	0.918	0.366	0.247	0.690	0.877	0.386	0.718	
Women's status/social advancement	0.490	0.505	0.546	0.117	0.476	0.254	0.547	0.956	0.700	
Local governance	0.365	0.764	0.241	0.000	0.827	0.517	0.012	0.955	0.201	

p-values from significance test

Respondent's Gender   a   Ruling party   a   Opposition party   a   Independent

Note: H0=0.5 for preference and expectation tasks. H0=0 for preference–expectation gap.

Figure A34: p-values from significance tests in full results from Experiment 2 (Municipal Council), moderated by candidate's party

## **G Pre-analysis plan for the first experiment: Preference-expectation gap in support for female candidates in Japanese parliamentary elections**

### **Registration Metadata**

#### ***Title***

Preference-expectation gap in support for female candidates in Japanese parliamentary elections

#### ***Description***

This study examines the extent to which personal preference for female candidates in Japanese parliamentary elections correlates with personal evaluations of female candidates' likelihood of winning.

#### ***Contributors***

Anonymous contributor(s)

#### ***License***

MIT License, 2022, Anonymous contributor(s)

#### ***Subjects***

Social and Behavioral Sciences, Political Science, Comparative Politics

### **Study Information**

#### ***Hypotheses***

H1: Individuals are personally not less likely to prefer/view as desirable female political candidates than male political candidates.

H2: Individuals believe other individuals are less likely to prefer/view as desirable female political candidates than male political candidates. i.e. Individuals believe female political candidates are less electable (i.e. likely to win) than male political candidates.

### **Design Plan**

#### ***Study type***

Experiment - A researcher randomly assigns treatments to study subjects, this includes field or lab experiments. This is also known as an intervention experiment and includes randomized controlled trials.

### ***Blinding***

For studies that involve human subjects, they will not know the treatment group to which they have been assigned.

### **Is there any additional blinding in this study?**

N/A

### ***Study design***

A conjoint survey experiment whereby respondents review profiles of two hypothetical candidates randomly generated from a set of attributes (see attached document) and then choose between the candidates. All subjects review 6 pairs of profiles. For 3 profiles, subjects choose the candidate they personally prefer/view as desirable. For 3 profiles, they choose the candidate they think a majority of other subjects prefer/view as desirable (i.e. is more likely to win).

We also collect personal information from subjects, including their gender, age, education, marital status, residential environment, annual household income, and partisanship.

Attached are the survey instrument in Japanese, as well as a draft of the English translation.

experiment\_fempoljp\_spring22\_v2.1.docx

experiment\_fempoljp\_spring21\_v2.1\_en.txt

### ***Randomization***

To avoid learning effects, we randomize the order in which subjects are asked to make two types of decisions: select the candidate they personally prefer/view as desirable and select the candidate they think a majority of other subjects prefer/view as desirable.

We also randomize attribute levels across conjoint tasks. See section on "Variables" for constraints on how attribute levels are randomized.

In any conjoint task, we maintain the same order of the attributes, as listed in the manipulated variable section. The order is typical of the realistic candidate profile to ensure external validity.

## **Sampling Plan**

### ***Existing Data***

Registration prior to creation of data

### ***Explanation of existing data***

N/A

### ***Data collection procedures***

Participants will be recruited from the monitor pool of the online survey company, Rakuten Insight, with the criteria that they are 18 or older. The entire experiment will be conducted in Japanese.

### ***Sample size***

n=1800

### ***Sample size rationale***

Since the unit of analysis is rated candidate profile, 1800 subjects who each rate 6 candidate profiles provide us with sufficient power.

### ***Stopping rule***

N/A

## **Variables**

### ***Manipulated Variables***

#### **Conditions:**

A binary measure of whether respondents evaluate candidate profiles in the context of national (House of Representatives) or local election (municipal council).

#### **Conjoint attributes and levels:**

1. Gender (性別): Male (男性); Female (女性)
2. Party (所属政党): Liberal Democratic Party/LDP (自民党); Komeito (公明党); Constitutional Democratic Party/CDP (立憲民主党); Democratic Party for the People/DPFP (国民民主党); Japanese Communist Party/JCP (共産党); Japan Ishin Party (日本維新の会); Independent (無所属)
3. Age (年齢): 35 (35歳); 45 (45歳); 55 (55歳); 65 (65歳)
4. Political Experience (政治経験): No Experience (経験なし); Local parliament member (地方議員); One term as a Diet Member (国会議員 1 期); Two terms or more as a Diet Member (国会議員 2 期以上)
5. Education (最終学歴): High School (高校卒); College (大学卒); Graduate School (大学院卒)
6. Marital status (結婚歴): Unmarried (未婚); Married (既婚); Divorced (離別)
7. Children Status (子の年齢 (一番下)): No Children (子なし); Children of 6- (6 歳未満); Children of 6+ (6 – 17歳); Children of 18+ (18 歳以上)

8. Residential Status (居住状況) : Live together with parent (親と共に居住); Live close to parent (親の近くに居住); Live far from parent (親から遠くに居住)

### **Constraints:**

Parties are constrained so that a candidate from ruling party (LDP or Komeito) is always matched with one from opposition (All else).

### ***Measured variables***

#### **Outcome variables:**

1. Perception of which candidate is more desirable/preferred
2. Perception of which candidate is more likely to win

Covariates include: [see attached file for measurement]:

1. Gender and Age [genderage]
2. Education [edu]
3. Residential environment [urban], [postcode]
4. Socioeconomic status: income [income], occupation [employment]
5. Family status: married and have kids or not [marrykids]
6. Political views: support for the current Kishida cabinet [pmsup], interest in politics [polint], vote in the 2021 election [voted], partisanship [psup]
7. Political knowledge: Self-assessed levels of political knowledge [selfknow] and aggregated score of answers to 9 factual test questions. Following Delli Carpini and Keeter (1996), three questions are on political institutions, four questions are on ideological position of parties (LDP versus CDP, LDP versus JCP, Ishin versus CDP, Ishin versus JCP), and two questions are on political leaders. We will use both the continuous scale and the binary scale (median split). [know\_court, know\_cabinet; know\_hoc; ppos\_2; ppos\_3; ppos\_5; ppos\_6; know\_kishi; know\_makishima]

### ***Indices***

To create a continuous scale of aggregated variables, we sum up question responses and rescale to a unit interval.

To create a binary scale of aggregated variables, we sum up question responses and recode those above the midpoint as 1, those below the midpoint as 0.

## Analysis Plan

### *Statistical models*

We estimate the average marginal component effect (AMCE) of each attribute on the probability that the candidate will be chosen as the preferred candidate as well as the more likely to win candidate, where the average is taken over all possible combinations of the other candidate attributes. We run the analysis separately for each dependent variable and for national/local election conditions.

### *Transformations*

Continuous variables will be standardized in the standard deviation units.

### *Inference criteria*

Alpha = .05 and 0.10; two-tailed.

### *Data exclusion*

Cases who take too long or too short time (3SD above/below the mean) to complete each conjoint task are excluded.

### *Missing data*

If respondents do not complete all conjoint tasks, we retain the choices they did make.

### *Exploratory analysis*

We expect certain candidate attributes moderate the relationship between their gender and level of support. Therefore, we will look for interaction effects between gender and political party, education, marital status, children status, and residential status.

We expect certain voter attributes moderate the relationship between candidate gender and level of support. Therefore, we will look for interaction effects between candidates' gender and voters' gender, political party, marital status, children status, education residential environment.

## Other

### *Other*

N/A

## **H Pre-analysis plan for the second experiment: Preference-expectation gap in support for female candidates in Japanese national and local elections**

### **Registration Metadata**

#### ***Title***

Preference-expectation gap in support for female candidates in Japanese national and local elections

#### ***Description***

This study examines the extent to which personal preference for female candidates in Japanese parliamentary elections correlates with personal evaluations of female candidates' likelihood of winning. Furthermore, it tests whether this correlation varies by national or local-level election.

#### ***Contributors***

Anonymous contributor(s)

#### ***License***

MIT License, 2022, Anonymous contributor(s)

#### ***Subjects***

Social and Behavioral Sciences, Political Science, Comparative Politics

### **Study Information**

#### ***Hypotheses***

H1: Individuals are personally not less likely to prefer/view as desirable female political candidates than male political candidates.

H2: Individuals believe other individuals are less likely to prefer/view as desirable female political candidates than male political candidates. In other words, individuals believe female political candidates are less electable (i.e. less likely to win) than male political candidates.

H3: The preference-electability gap is wider in national elections than in local elections. In both national and local elections, individuals are personally not less likely to prefer/view as desirable female political candidates than male political candidates. More so in national than local elections, individuals believe other individuals are less likely to prefer/view as desirable female political candidates than male political candidates.



## Design Plan

### *Study type*

Experiment - A researcher randomly assigns treatments to study subjects, this includes field or lab experiments. This is also known as an intervention experiment and includes randomized controlled trials.

### *Blinding*

For studies that involve human subjects, they will not know the treatment group to which they have been assigned.

### **Is there any additional blinding in this study?**

N/A

### *Study design*

Respondents are randomized into two conditions: national election (House of Representatives) and local election (municipal council). Within each condition, a conjoint survey experiment whereby respondents review profiles of two hypothetical candidates randomly generated from sets of attributes and then choose between the candidates. All subjects review 8 pairs of profiles. For 4 profiles, subjects choose the candidate they personally prefer/view as desirable. For 4 profiles, they choose the candidate they think is more likely to get elected (i.e. a majority of other subjects prefer/view as desirable).

The specific attributes that are randomized are described below. Attribute order is randomized across each respondent (gender -> age and family structure -> living condition orders are preserved to make a profile look natural).

We also collect personal information from subjects, including their gender, age, education, marital status, residential environment, annual household income, and partisanship.

Attached are the entire survey instrument in Japanese, as well as a draft of the English translation.

experiment\_fempoljp\_spring22\_v3.1.docx  
experiment\_fempoljp\_spring21\_v3.1\_en.txt

### *Randomization*

To avoid learning effects, we randomize the order in which subjects are asked to make two types of decisions: select the candidate they personally prefer/view as desirable and select the candidate they think is more likely to be elected.

We also randomize attribute levels across conjoint tasks and also attribute orders across respondents. See section on "Variables" for constraints on how attribute levels are randomized.

In any conjoint task within the same respondent, we maintain the same order of the attributes, but the order is randomized across respondents to avoid ordering effects.

## Sampling Plan

### *Existing Data*

Registration prior to creation of data

### *Explanation of existing data*

N/A

### *Data collection procedures*

Participants will be recruited from the monitor pool of the online survey company, Rakuten Insight, with the criteria that they are 18 or older. The entire experiment will be conducted in Japanese.

### *Sample size*

n=2400

### *Sample size rationale*

According to Orme 2019 (<https://sawtoothsoftware.com/resources/technical-papers/sample-size-issues-for-conjoint-analysis-studies>), the minimum required N for conjoint experiment is calculated by  $(n \cdot t \cdot a) / c \geq 500$  where n is the number of respondents, t is the number of tasks, a is number of alternatives per task (not including the none alternative), and c is equal to the largest number of levels for any one attribute (p.64). In our experiment, n is 1200 (under each election context), t is 4, a is 2, and c is 8 (see Variable section) and thus  $(n \cdot t \cdot a) / c = (1200 \cdot 4 \cdot 2) / 8 = 1200 > 500$ , and satisfying this minimal sample size.

### *Stopping rule*

N/A

## Variables

### *Manipulated Variables*

#### Conditions:

A binary measure of whether respondents evaluate candidate profiles in the context of national (House of Representatives) or local election (municipal council).

#### Conjoint attributes and levels:

1. party affiliation: ruling party in the Diet; opposition party in the Diet; No affiliation/minor party (所属政党: 国会における与党、国会における野党、無所属・諸派)
2. gender: male; female (性別: 男性、女性)

3. age: 35; 45; 55; 65 (年齢)
4. educational attainment: high school, university, graduate school (最終学歴：高校卒、大学卒、大学院卒)
5. political experience: no experience; incumbent (1 term); incumbent (2 terms); incumbent (5 terms); former (1 term) (政治経験：経験なし、現職（１期）、現職（２期）、現職（５期）、元職（１期）)
6. family structure: single & have children, single & no children, married & have children, married & no children (家族構成：独身で子がいる、独身で子はいない、結婚して子がいる、結婚して子はいない)
7. living condition: live with parents, live close to parents, live far from parents (居住状況：親と共に居住、親の近くに居住、親から遠くに居住)
8. policy focus: defense/foreign policy; safety/social order; economy; welfare; environment; education; women's status and social advancement; local governance (重点政策分野：防衛・外交、治安・社会秩序、経済、福祉、環境、教育、女性の地位・社会進出、地方自治)
9. area of origin: local municipality, local prefecture, non-local prefecture (出身地：地元の市区町村、地元の都道府県、地元ではない都道府県)

### **Constraints:**

Attribute order sets, gender to age, and family structure to living conditions are always preserved to make the profile look natural.

### ***Measured variables***

#### **Outcome variables:**

1. Perception of which candidate is more desirable/preferred
2. Perception of which candidate is more likely to win

Covariates include: [see attached file for measurement]:

1. Gender and Age [genderage]
2. Education [edu]
3. Residential environment [urban], [postcode]
4. Socioeconomic status: income [income], occupation [employment]
5. Family status: married and have kids or not [marrykids]
6. Political views: support for the current Kishida cabinet [pmsup], interest in politics [polint], vote in the 2021 election [voted], partisanship [psup]

7. Political knowledge: Self-assessed levels of political knowledge [selfknow] and aggregated score of answers to 9 factual test questions. Following Delli Carpini and Keeter (1996), three questions are on political institutions, four questions are on ideological position of parties (LDP versus CDP, LDP versus JCP, Ishin versus CDP, Ishin versus JCP), and two questions are on political leaders. We will use both the continuous scale and the binary scale (median split). [know\_court, know\_cabinet; know\_hoc; ppos\_2; ppos\_3; ppos\_5; ppos\_6; know\_kishi; know\_makishima]

### ***Indices***

To create a continuous scale of aggregated variables, we sum up question responses and rescale to a unit interval.

To create a binary scale of aggregated variables, we sum up question responses and recode those above the midpoint as 1, those below the midpoint as 0.

## **Analysis Plan**

### ***Statistical models***

We estimate the average marginal component effect (AMCE) of each attribute on the probability that the candidate will be chosen as the preferred candidate as well as the more likely to win candidate, where the average is taken over all possible combinations of the other candidate attributes. We run the analysis separately for each dependent variable and for national/local election conditions.

### ***Transformations***

Continuous variables will be standardized in the standard deviation units.

### ***Inference criteria***

Alpha = .05 and 0.10; two-tailed.

### ***Data exclusion***

Cases who take too long or too short time (3SD above/below the mean) to complete each conjoint task are excluded.

### ***Missing data***

If respondents do not complete all conjoint tasks, we retain the choices they did make.

### ***Exploratory analysis***

We expect certain candidate attributes to moderate the relationship between their gender and level of support. Therefore, we will look for interaction effects between gender and age, political party, political experience, education, family structure, residential status, policy focus, and the area of origin.

We expect certain voter attributes to moderate the relationship between candidate gender and level of support. Therefore, we will look for interaction effects between candidates' gender and voters' gender, age, political party, family structure, education, residential environment, political knowledge and policy focus.

## **Other**

*Other*

N/A