Assignment 3

MNL and CL models

1. Why does one need *alternative*-specific coefficients in a multinomial model with only *individual*-specific variables?

Vote choice in a multi-party system

The file `BESdata.Rdata` contains data on vote intentions from the 2010 British election study. The choice set (variable `vote`) has three options: Brown, Cameron, and Clegg. The data-set contains individual characteristics (such as age and education) as well as an alternative-specific covariate, an approval rating of each candidate.

vote	Brown, Cameron, Clegg
appBrown	Approval rating, Brown
appCameron	Approval rating, Cameron
appClegg	Approval rating, Clegg
gender	1 if male
age	Age [in years]
income	Income
union	1 if union member
persfin	Personal financial situation
natecon	National economic situation

1. Estimate a model of vote choice as a function of union membership adjusting for differences between individuals in terms of their age and gender.

2. Does a candidate's approval rating affect vote choices? Does your conclusion change if you account for individual characteristics?

3. Illustrate the effect of approval on vote choice using predicted probabilities.