

Electability and Gender Codebook

Clean Partisan Strategy Data

This is the raw dataset used to derive crosstabs for the percentage of respondents saying Clinton lost to identity politics.

responseid: The respondent ID number

female: A dummy variable for gender, where 1 indicates women and 0 indicates men

treatment: A dummy variable for the treatment condition, where 1 indicates that respondents received the identity politics narrative and 0 indicates that they did not

vote1-vote10: Indicates which candidate the respondent voted for in each of the ten trial heats

gender01-gender20: Indicates the gender of each of the twenty candidates in the ten trial heats

ideology01-ideology20: Indicates the ideology of each of the twenty candidates in the ten trial heats

policy01-policy20: Indicates the policy platform of each of the twenty candidates in the ten trial heats

race01-race20: Indicates the race of each of the twenty candidates in the ten trial heats

clintonid: A dummy variable where 1 indicates that the respondent believed Clinton lost to identity politics and 0 indicates that they did not

Stacked Partisan Strategy Data

This version of the dataset is used to derive the marginal effect of each candidate characteristic on vote share. It includes twenty entries for each respondent. Respondents chose between twenty candidates across ten trial heats. Each entry captures whether the respondent voted for a candidate with a particular set of characteristics. This is a standard conjoint data structure, allowing candidate characteristics to be regressed on vote choice and isolate the discrete electoral impact of each trait. Standard errors are clustered to account for the fact that there are multiple entries per respondents. Predicted probabilities for the vote share of candidates with every possible combination of characteristics are then derived.

responseid: The respondent ID number

female: A dummy variable for gender, where 1 indicates women and 0 indicates men

treatment: A dummy variable for the treatment condition, where 1 indicates that respondents received the identity politics narrative and 0 indicates that they did not

candnum: The candidate ID number

candvote: A dummy variable, where 1 indicates the respondent voted for that candidate and 0 indicates that they did not

candgender: A dummy variable for candidate gender, where 0 indicates a man candidate (the baseline) and 1 indicates a woman

candideology: A variable that indicates the ideology of the candidate, where 0 indicates moderately liberal (the baseline), 1 indicates slightly liberal, and 2 indicates very liberal

candpolicy: A variable that indicates the policy platform of the candidate, where 1 indicates good jobs (the baseline), 2 indicates fair employment for women and minorities, 3, indicates criminal justice reform for non-violent offenders, 3 and 4 indicates fair sentencing for minorities and people of color

candrace: A variable that indicates the race of the candidate, where 1 indicates white (the baseline), 2 indicates Asian American, 3 indicates Hispanic/Latino, and 4 indicates African American