Codebook for the replication data of "What Do You Mean by 'Democrat' and 'Republican'? Evidence from a Conjoint Experiment"

This file is a codebook for "raw_data.csv." Variable names in italics correspond to those listed in Online Appendix A. See Online Appendix A for the question wording and options for these variables. Dagger marks indicate variables not used in the analyses of this study.

condition
Experimental condition
0: "Democrat" condition
1: "Republican" condition

F.1.1–F.4.2.6
These variables, which were output by Conjoint Survey Design Tool, indicate attribute-levels and their order shown in conjoint tasks.

E1, E2, ..., E6†
They correspond to pages displaying explanatory texts. All respondents take 1.

T1_1, T2_1, ..., T14_1†
"How many total seconds the page was visible before the respondent clicks the first time" (https://www.qualtrics.com/support/survey-platform/survey-module/editing-questions/question-types-guide/advanced/timing/).

T1_2, T2_2, ..., T14_2†
"How many total seconds the page was visible before the respondent clicks the last time (not including clicking the next button)" (Ibid.).

T1_3, T2_3, ..., T14_3
"How many total seconds pass before the respondent clicks the next button (i.e., the total amount of time the respondent spends on the page)" (Ibid.). Only T9.D_3–T12.D_3 and T9.R_3–T12.R_3 were used in the analyses.

T1_4, T2_4, ..., T14_4†
"How many total times the respondent clicks on the page" (Ibid.).

Q0†

Warning message

Q1

Gender

Q2

Age

Q3

State of regidence

Q4

Self party identification

Q4.D†

A response for the following follow-up question for those who chose "Democrat" in Q4: "Would you call yourself a strong Democrat or a not very strong Democrat?"

1: Strong Democrat

2: Not very strong Democrat

Q4.R†

A response for the following follow-up question for those who chose "Republican" in Q4: "Would you call yourself a strong Republican or a not very strong Republican?"

1: Strong Republican

2: Not very strong Republican

Q4.I†

A response for the following follow-up question for those who chose "Independent" or "Other party" in Q4: "Do you think of yourself as closer to the Republican Party or to the Democratic Party?"

1: Closer to the Republican Party

2: Closer to the Democratic Party

3: Neither

Q5_1–Q5_11
Issue attitudes (and directed questions)

Q6†
Vote intention for the 2016 presidential election measured by the following question: "If the 2016 presidential election were between Hillary Clinton for the Democrats and Donald Trump for the Republicans, would you vote for Hillary Clinton, Donald Trump, someone else, or probably not vote?"
1: Hillary Clinton
2: Donald Trump
3: Other candidate
4: Would not vote

Q7–Q13
Political knowledge

Q14.0.D, ..., Q17.0.D, Q14.0.R, ..., Q17.0.R†
They correspond to segments displaying conjoint tables. All respondents take 1.

Q14.1.D, ..., Q17.1.D, Q14.1.R, ..., Q17.1.R
Choice responses for *conjoint tasks*

Q14.2.D_1, Q14.2.D_2, ..., Q17.2.D_1, Q17.2.D_2
Q14.2.R_1, Q14.2.R_2, ..., Q17.2.R_1, Q17.2.R_2
Rating responses for *conjoint tasks*

Q18_1–Q18_8
Instructional manipulation check

Q19
Education

Q20†
Respondents' occupation measured by the following question: "Please indicate your occupation."
1: Management, professional, and related

2: Service
3: Sales and office
4: Farming, fishing, and forestry
5: Construction, extraction, and maintenance
6: Production, transportation, and material moving
7: Government
8: Retired
9: Unemployed
10: Other
11: Don't know

Q21
Race

Q22†
Respondents' religion measured by the following question: "What is your Religion?"
1: Protestant Christian
2: Catholic
3: Jewish
4: Islam
5: Buddhist
6: Other
7: Atheist
8: Don't know

Q22.2†
A response for the following follow-up question for those who did not choose "Atheist" or "Don't know" in Q22: "Apart from occasional weddings or funerals, how often do you go to religious services?"
1: Every week
2: Almost every week
3: Once or twice a month
4: A few times a year
5: Never
6: Don't know

Q23[†]

Respondents' household income measured by the following question: "What is your combined annual household income?"

1: Less than $30,000
2: $30,000–$39,999
3: $40,000–$49,999
4: $50,000–$59,999
5: $60,000–$69,999
6: $70,000–$79,999
7: $80,000–$89,999
8: $90,000–$99,999
9: $100,000 or more
10: Don't know