"Electability Salience Can Bias Voting Decisions"

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Source for all variables is an original survey; questionnaire is presented in Appendix A.

Three datasets are included in the file analysis_data.Rdata

Codebook for respondent_data (62 columns, 1211 rows)
This dataset is at the level of the respondent-Democratic presidential candidate.

Variable	Variable Definition	Value & Value Label(s)
subject_id	respondent number	integer, 1 to 1211
date	Date of survey	date
political_interest	Rescaled report to whether respondent follows politics	Numeric, 0 to 1
ideology	Rescaled 7-point ideology question	Numeric, 0 to 1
gender	Response to gender question	Factor, 2 levels
education	Description of education category	Factor, 3 levels
order	Treatment condition	character
preferences_trump	Elicited preference for Trump	integer, 0 to 100
preferences_sanders	Elicited preference for Sanders	integer, 0 to 100
preferences_warren	Elicited preference for Warren	integer, 0 to 100
preferences_biden	Elicited preference for Biden	integer, 0 to 100
preferences_buttigieg	Elicited preference for Buttigieg	integer, 0 to 100
preferences_bloomberg	Elicited preference for Bloomberg	integer, 0 to 100
preferences_klobuchar	Elicited preference for Klobuchar	integer, 0 to 100
preferences_yang	Elicited preference for Yang	integer, 0 to 100
electability_sanders	Elicited electability for Sanders	integer, 0 to 100
electability_warren	Elicited electability for Warren	integer, 0 to 100
electability_biden	Elicited electability for Biden	integer, 0 to 100
electability_buttigieg	Elicited electability for Buttigieg	integer, 0 to 100
electability_bloomberg	Elicited electability for Bloomberg	integer, 0 to 100
electability_klobuchar	Elicited electability for Klobuchar	integer, 0 to 100

electability_yang	Elicited electability for Yang	integer, 0 to 100
ranking_sanders	Elicited ranking for Sanders	integer, 1 to 7
ranking_warren	Elicited ranking for Warren	integer, 1 to 7
ranking_biden	Elicited ranking for Biden	integer, 1 to 7
ranking_buttigieg	Elicited ranking for Buttigieg	integer, 1 to 7
ranking_bloomberg	Elicited ranking for Bloomberg	integer, 1 to 7
ranking_klobuchar	Elicited ranking for Klobuchar	integer, 1 to 7
ranking_yang	Elicited ranking for Yang	integer, 1 to 7
registered_voter	Indicator for whether respondent reports being a registered voter	Integer, 0 to 1
vote_2020	Indicator for whether respondent intends to vote in 2020 primary	Integer, 0 to 1
vote_2016	Indicator for whether respondent voted in 2020 election	Integer, 0 to 1
support_2016	Name of candidate supported in 2016	character
democrat	Whether respondent is Democratic party ID	Integer, always 1
strong_democrat	Indicator for whether respondent was a “Strong Democrat”	Integer, 0 to 1
follows_politics	Rescaled report to whether respondent follows politics	Numeric, 0 to 1
need_for_cognition	Rescaled summative measure of need for cognition	Numeric, 0.04 to 1
female	Indicator for whether respondent reports being female	Integer, 0 to 1
age_category	Description of age category	Factor, 5 levels
electability_last	Indicator for whether electability was elicited last	Integer, 0 to 1
preferences_last	Indicator for whether preference was elicited last	Integer, 0 to 1
race_ethnicity	Description of race/ethnicity category	Factor, 4 levels
n_attention_fails	Count of attention checks failed	integer, 0 to 3
campaign_knowledge	rescaled summative measure of campaign knowledge	numeric, -1 to 1
n_opps_electability_vs_preferences	Number of candidates where respondent would make different decisions based on electability and preferences	Integer, 0 to 7
frac_electability_beat_preferences	Fraction of the time respondent’s ranking cohered	Numeric, 0 to 1

	with electability rather than preferences	
n_opps_electability_vs_expected_utility	Number of candidates where respondent would make different decisions based on electability and expected utility	Integer, 0 to 7
frac_electability_beat_expected_utility	Fraction of the time respondent's ranking cohered with electability rather than expected utility	Numeric, 0 to 1
n_opps_expected_utility_vs_preferences	Number of candidates where respondent would make different decisions based on expected utility and preferences	Integer, 0 to 7
frac_expected_utility_beat_preferences	Fraction of the time respondent's ranking cohered with expected utility rather than preferences	Numeric, 0 to 1
trump_least_preferred	Indicator for whether Trump was the least preferred candidate by respondent.	Integer, 0 to 1
consistent_with_preferences	Fraction of all decisions consistent with preferences	Numeric, 0 to 1
consistent_with_electability	Fraction of all decisions consistent with electability	Numeric, 0 to 1
consistent_with_expected_utility	Fraction of all decisions consistent with expected utility	Numeric, 0 to 1
preferences_type	Indicator for whether respondent can be coded as preferences type	Integer, 0 to 1
electability_type	Indicator for whether respondent can be coded as electability type	Integer, 0 to 1
expected_utility_type	Indicator for whether respondent can be coded as expected utility type	Integer, 0 to 1
type1	Code for respondent as a type if the fraction of the time she is consistent with that type is greater than each of the other two fractions	Factor, 3 levels
pure_type	Indicator for whether respondent is coded as only one type by type1 coding rule	Integer, 0 to 1
type2	Code for respondent as a type based on Cox PH ranking (main coding rule used in the paper)	Factor, 3 levels

type3	Code for respondent as a type based on Cox PH reversed ranking	Factor, 3 levels
main	Indicator for inclusion of observation in main analyses	Integer, 0 to 1

Codebook for respondent_candidate_data_data (30 columns, 8477 rows)
This dataset is at the level of the respondent-Democratic presidential candidate.

Variable	**Variable Definition**	**Value & Value Label(s)**
subject_id	respondent number	integer, 1 to 1211
order	Treatment condition	character
electability_last	Indicator for whether electability was elicited last	Integer, 0 to 1
n_attention_fails	Count of attention checks failed	integer, 0 to 3
campaign_knowledge	rescaled summative measure of campaign knowledge	numeric, -1 to 1
preferences_trump	Elicited preference for Trump	integer, 0 to 100
candidate	Name of candidate	character
preferences	Elicited preference for candidate	integer, 0 to 100
electability	Elicited electability for candidate	integer, 0 to 100
ranking	Respondent's ranking of candidate	Integer, 1 to 7
expected_utility	Calculated as described in text.	numeric, 0 to 100
trump_least_preferred	Indicator for whether Trump was the least preferred candidate by respondent.	Integer, 0 to 1
registered_voter	Indicator for whether respondent reports being a registered voter	Integer, 0 to 1
vote_2020	Indicator for whether respondent intends to vote in 2020 primary	Integer, 0 to 1
vote_2016	Indicator for whether respondent voted in 2020 election	Integer, 0 to 1
support_2016	Name of candidate supported in 2016	character
strong_democrat	Indicator for whether respondent was a "Strong Democrat"	Integer, 0 to 1
follows_politics	Rescaled report to whether respondent follows politics	Numeric, 0 to 1

need_for_cognition	Rescaled summative measure of need for cognition	Numeric, 0.04 to 1
female	Indicator for whether respondent reports being female	Integer, 0 to 1
age_category	Description of age category	Factor, 5 levels
education	Description of education category	Factor, 3 levels
race_ethnicity	Description of race/ethnicity category	Factor, 4 levels
centered_scaled_preferences	Mean-centered and standardized preferences	Numeric, -3.1 to 3.4
centered_scaled_electability	Mean-centered and standardized electability	Numeric, -3.2 to 3.4
male_candidate	Indicator for whether candidate is male	Integer, 0 to 1
white_male_candidate	Indicator for whether candidate is white and male	Integer, 0 to 1
straight_white_male_candidate	Indicator for whether candidate is straight, white, and male	Integer, 0 to 1
status	deprecated	Integer, always 1
main	Indicator for inclusion of observation in main analyses	Integer, 0 to 1

Codebook for respondent_candidate_dyad_data (48 columns and 25431 rows)
This dataset is at the level of the responsdent and each undirected candidate dyad (1211 respondents X 7 candidate A X 6 candidate B / 2 = 25431, where division by 2 yields undirected candidate dyads).

Variable	**Variable Definition**	**Value & Value Label(s)**
subject_id	respondent number	integer, 1 to 1211
order	Treatment condition	character
electability_last	Indicator for whether electability was elicited last	Integer, 0 to 1
n_attention_fails	Count of attention checks failed	integer, 0 to 3
campaign_knowledge	rescaled summative measure of campaign knowledge	numeric, -1 to 1
preference_for_trump	Elicited preference for Trump	integer, 0 to 100
cand.x	Name of 1st candidate in dyad	character
preferences.x	Preferences for 1st candidate	Numeric, 0 to 100
electability.x	Electability for 1st candidate	Numeric, 0 to 100
expected_utility.x	Expected utility for 1st candidate	Numeric, 0 to 100
ranking.x	Ranking for 1st candidate	Integer, 1 to 7

cand.y	Name of 2nd candidate in dyad	character
preferences.y	Preferences for 2nd candidate	Numeric, 0 to 100
electability.y	Electability for 2nd candidate	Numeric, 0 to 100
expected_utility.y	Expected utility for 2nd candidate	Numeric, 0 to 100
ranking.y	Ranking for 2nd candidate	Integer, 1 to 7
difference_in_preferences	preferences.x – preferences.y	Numeric, -100 to 100
difference_in_electability	electability.x – electability.y	Numeric, -100 to 100
difference_in_expected_utility	expected_utility.x – expected_utility.y	Numeric, -100 to 100
sign_difference_in_preferences	Sign of difference_in_preferences	Integer, -1 to 1
sign_difference_in_electability	Sign of difference_in_electability	Integer, -1 to 1
sign_difference_in_expected_utility	Sign of difference_in_expected_utility	Integer, -1 to 1
vote	Which candidate, x (1st) or y 2nd), respondent ranked higher	Character
consistent_with_preferences	Indicator for whether ranking was consistent with preferences	Integer, 0 to 1
consistent_with_electability	Indicator for whether ranking was consistent with electability	Integer, 0 to 1
consistent_with_expected_utility	Indicator for whether ranking was consistent with expected utility	Integer, 0 to 1
can_compare_electability_and_preferences	Indicator for whether electability and preferences yield different rankings	Integer, 0 to 1
can_compare_electability_and_expected_utility	Indicator for whether electability and expected utility yield different rankings	Integer, 0 to 1
can_compare_preferences_and_expected_utility	Indicator for whether preferences and expected utility yield different rankings	Integer, 0 to 1
trump_least_preferred	Indicator for whether Trump was the least preferred candidate by respondent.	Integer, 0 to 1
registered_voter	Indicator for whether respondent reports being a registered voter	Integer, 0 to 1
vote_2020	Indicator for whether respondent intends to vote in 2020 primary	Integer, 0 to 1
vote_2016	Indicator for whether respondent voted in 2020 election	Integer, 0 to 1

support_2016	Name of candidate supported in 2016	character
strong_democrat	Indicator for whether respondent was a “Strong Democrat”	Integer, 0 to 1
follows_politics	Rescaled report to whether respondent follows politics	Numeric, 0 to 1
need_for_cognition	Rescaled summative measure of need for cognition	Numeric, 0.04 to 1
female	Indicator for whether respondent reports being female	Integer, 0 to 1
age_category	Description of age category	Factor, 5 levels
education	Description of education category	Factor, 3 levels
race_ethnicity	Description of race/ethnicity category	Factor, 4 levels
Sanders	Indicator for whether Sanders is included in dyad	Integer, 0 to 1
Biden	Indicator for whether Biden is included in dyad	Integer, 0 to 1
Buttigieg	Indicator for whether Buttigieg is included in dyad	Integer, 0 to 1
Warren	Indicator for whether Warren is included in dyad	Integer, 0 to 1
Yang	Indicator for whether Yang is included in dyad	Integer, 0 to 1
Klobuchar	Indicator for whether Klobuchar is included in dyad	Integer, 0 to 1
Bloomberg	Indicator for whether Bloomberg is included in dyad	Integer, 0 to 1