Messages matter: How voter education campaigns affect citizens' willingness to vote for women
Codebook

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```r
# R version 4.2.2 (2022-10-31) -- 'Innocent and Trusting' install packages
# install.packages('pacman')

# load required libraries
pacman::p_load(memisc, tidyverse, formatR)  # memisc_0.99.22, # tidyverse_1.3.0 #format R
↪  Version: 1.14

# set working directory setwd('')


# load datasets

## conjoint data
master <- read_csv("mm_conjoint_data.csv")

## respondents data
psat <- read_csv("mm_respondent_data.csv")
```

Conjoint data

```r
## conjoint data

conjoint_dat <- data.set(master)
class(conjoint_dat)

names(conjoint_dat) <- names(master)



conjoint_dat <- within(conjoint_dat, {
    description(round_num) <- "Conjoint round"
    description(rd_rand_a_party) <- "Party of candidate"
    description(rd_rand_a_promises) <- "Candidate policy focus"
    description(rd_rand_a_education) <- "Level of education of candidate"
    description(rd_rand_a_gender) <- "Gender of candidate"
    description(rd_rand_a_profession) <- "Profession/occupation of candidate"
    description(PARENT_KEY) <- "Respondent ID"
    description(KEY) <- "Respondent-conjoint-profile round (pairs) ID"
    description(candidate) <- "Candidate number in pair"
    description(outcome_binary_resp) <- "Whether respondent will vote for candidate in
    ↪  profile"
```

```
    description(outcome_binary_other) <- "Whether others will vote for candidate in
    ↪  profile"
    description(resp_pref_first) <- "Whether respondent's was randomly assigned to choose
    ↪  their preferred candidate first"

    foreach(x = c(round_num, rd_rand_a_party, rd_rand_a_promises, rd_rand_a_education,
        rd_rand_a_gender, rd_rand_a_profession, candidate, outcome_binary_resp,
↪   outcome_binary_other,
        resp_pref_first), {
        measurement(x) <- "ordinal"
    })

    labels(round_num) <- c(First = 1, Second = 2, Third = 3, Fourth = 4, Fifth = 5,
        Sixth = 6)

    labels(rd_rand_a_party) <- c(Independent = 0, Minor = 1, Major = 2)
    labels(rd_rand_a_promises) <- c(Boreholes = 0, Education = 1, Roads = 2)
    labels(rd_rand_a_education) <- c(Secondary = 0, University = 1)
    labels(rd_rand_a_gender) <- c(Male = 0, Female = 1)
    labels(rd_rand_a_profession) <- c(Teacher = 0, `Maize farmer` = 1, `Major business
    ↪  owner` = 2)
    labels(candidate) <- c(First = 1, Second = 2)
    labels(outcome_binary_resp) <- c(No = 0, Yes = 1)
    labels(outcome_binary_other) <- c(No = 0, Yes = 1)
    labels(resp_pref_first) <- c(No = 0, Yes = 1)

})
```

Descriptive statistics of variables in conjoint data

```
memisc::codebook(conjoint_dat)
```

```
## ================================================================================
##
##    round_num 'Conjoint round'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels       N Percent
##
##    1 'First'            5260    16.7
##    2 'Second'           5260    16.7
##    3 'Third'            5260    16.7
##    4 'Fourth'           5260    16.7
##    5 'Fifth'            5260    16.7
##    6 'Sixth'            5260    16.7
##
## ================================================================================
##
##    rd_rand_a_party 'Party of candidate'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels       N Percent
##
##    0 'Independent'     10502    33.3
##    1 'Minor'           10445    33.1
##    2 'Major'           10613    33.6
##
## ================================================================================
##
##    rd_rand_a_promises 'Candidate policy focus'
##
## --------------------------------------------------------------------------------
##
```

```
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels       N Percent
##
##    0 'Boreholes'       10477    33.2
##    1 'Education'       10345    32.8
##    2 'Roads'           10738    34.0
##
## ============================================================================
##
##    rd_rand_a_education 'Level of education of candidate'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels       N Percent
##
##    0 'Secondary'       15809    50.1
##    1 'University'      15751    49.9
##
## ============================================================================
##
##    rd_rand_a_gender 'Gender of candidate'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels       N Percent
##
##    0 'Male'            15781    50.0
##    1 'Female'          15779    50.0
##
## ============================================================================
##
##    rd_rand_a_profession 'Profession/occupation of candidate'
##
## ----------------------------------------------------------------------------
##
```

```
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels              N Percent
##
##    0 'Teacher'                10389    32.9
##    1 'Maize farmer'           10450    33.1
##    2 'Major business owner'   10721    34.0
##
## ============================================================================
##
##    PARENT_KEY 'Respondent ID'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: character
##    Measurement: nominal
##
##    Min: "uuid:0014e04d-de96-436c-aee3-fa2cff9cff6a"
##    Max: "uuid:ffce890b-7ec1-49ef-b7dd-c4246d4ec687"
##
## ============================================================================
##
##    KEY 'Respondent-conjoint-profile round (pairs) ID'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: character
##    Measurement: nominal
##
##    Min: "uuid:0014e04d-de96-436c-aee3-fa2cff9cff6a/consented-attributes-eligible-voting-rounds[1]"
##    Max: "uuid:ffce890b-7ec1-49ef-b7dd-c4246d4ec687/consented-attributes-eligible-voting-rounds[6]"
##
## ============================================================================
##
##    candidate 'Candidate number in pair'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels       N Percent
```

```
##
##    1 'First'           15780    50.0
##    2 'Second'          15780    50.0
##
## ============================================================================
##
##    outcome_binary_resp 'Whether respondent will vote for candidate in profile'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels       N Percent
##
##    0 'No'              15898    50.4
##    1 'Yes'             15662    49.6
##
## ============================================================================
##
##    outcome_binary_other 'Whether others will vote for candidate in profile'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels       N Percent
##
##    0 'No'              15944    50.5
##    1 'Yes'             15616    49.5
##
## ============================================================================
##
##    resp_pref_first 'Whether respondent's was randomly assigned to choose their
##    preferred candidate first'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels       N Percent
```

```
##
##    0 'No'              15700    49.7
##    1 'Yes'             15860    50.3
```

Respondents' characteristics

```
## personal data
resp_dat <- data.set(psat)
names(resp_dat) <- names(psat)

resp_dat <- within(resp_dat, {
    description(SubmissionDate) <- "Interview date"
    description(KEY) <- "Respondent ID"
    description(enumerator) <- "Enumerator name"
    description(q2) <- "Constituency name"
    description(region) <- "Region name"
    description(party_order) <- "Order of display of conjoint attribute: Party"
    description(promises_order) <- "Order of display of conjoint attribute: Policy focus"
    description(education_order) <- "Order of display of conjoint attribute: Education"
    description(gender_order) <- "Order of display of conjoint attribute: Gender"
    description(profession_order) <- "Order of display of conjoint attribute:
    ↪  Profession/occupation"

    description(q5_age) <- "Respondent age"
    description(female) <- "Respondent gender (female=1)"
    description(primary_or_less) <- "Education level"
    description(employed) <- "Employment status"
    description(correctMPname) <- "Respondent correctly named constituency's Member of
    ↪  Parliament"
    description(correctMPparty) <- "Respondent correctly named party of constituency's
    ↪  Member of Parliament"
    description(close_to_a_party) <- "Respondent report being close to a party"
    description(party_dpp) <- "Party close to: DPP"
    description(party_mcp) <- "Party close to: MCP"
    description(party_utm) <- "Party close to: UTM"
    description(turnout_last_elect) <- "Respondent voted in last election"
    description(own_radio) <- "Asset ownership: radio"
    description(own_tv) <- "Asset ownership: television"
    description(own_motor) <- "Asset ownership: motorcycle"
    description(own_mobile) <- "Asset ownership: mobile phone "
    description(total_assets) <- "Total asset ownership"
    description(ethnic_chewa) <- "Ethnicity: Chewa"
    description(ethnic_lomwe) <- "Ethnicity: Lomwe"
    description(ethnic_yao) <- "Ethnicity: Yao"
    description(conservative) <- "Hold conservative attitude towards women"
    description(tr_video) <- "Video treatment"
    description(q4) <- "Respondent gender (orginal)"
```

```
description(q23) <- "What message did you take from the video?"
description(q24) <- "Which of the following do you think best describe the video"
description(q27) <- "Do you feel close to any particular party?"
description(q28) <- "What party is that?"
description(validdata) <- "Whether data was part of pilot survey"
description(q19_v) <- "In parliamentary elections, it is better to vote for a man
↪  than a woman because the man is more likely to win."
description(q20_v) <- "After the 2025 elections, we will have more women MPs than we
↪  have today"
description(q21_v) <- "A woman running for parliament in my constituency is likely to
↪  be unsuccessful as she would face discriminations from parties or voters."
description(q22_v) <- "Men make better political leaders than women"
description(tr_video_lv) <- "Video treatment(change reference category)"

foreach(x = c(region, q2, q4, party_order, promises_order, education_order,
↪  gender_order,
    profession_order, q19_v, q20_v, q21_v, q22_v, q23, q24, q27, q28, tr_video,
    female, primary_or_less, employed, agric_worker, correctMPname, correctMPparty,
    close_to_a_party, party_dpp, party_mcp, party_utm, turnout_last_elect, own_radio,
    own_tv, own_motor, own_mobile, total_assets, ethnic_chewa, ethnic_lomwe,
    ethnic_yao, ethnic_sena, conservative, validdata, tr_video_lv), {
    measurement(x) <- "ordinal"
})

labels(region) <- c(Central = 2, Southern = 3)
labels(q2) <- c(`Nkhotakota South East` = 47, `Nkhotakota North East` = 44, `Ntchisi
↪  South` = 49,
    `Ntchisi North` = 50, `Salima Central` = 60, `Salima North` = 59, `Chiradzulu
    ↪  East` = 143,
    `Chiradzulu South` = 140, `Nsanje North` = 193, `Nsanje Central` = 191, `Phalombe
    ↪  Central` = 170,
    `Phalombe South` = 169)
labels(q4) <- c(Male = 1, Female = 2, `Prefer not to say` = 3, Missing = NA)
labels(q19_v) <- c(`Strongly agree` = 1, Agree = 2, Disagree = 3, `Strongly disagree`
↪  = 4,
    `Refuse to answer` = -999, `Do not know [do not read]` = 999, Missing = NA)
labels(q20_v) <- c(`Strongly agree` = 1, Agree = 2, Disagree = 3, `Strongly disagree`
↪  = 4,
    `Refuse to answer` = -999, `Do not know [do not read]` = 999, Missing = NA)
labels(q21_v) <- c(`Strongly agree` = 1, Agree = 2, Disagree = 3, `Strongly disagree`
↪  = 4,
    `Refuse to answer` = -999, `Do not know [do not read]` = 999, Missing = NA)
```

```
labels(q22_v) <- c(`Strongly agree` = 1, Agree = 2, Disagree = 3, `Strongly disagree`
↪  = 4,
    `Refuse to answer` = -999, `Do not know [do not read]` = 999, Missing = NA)
labels(female) <- c(No = 0, Yes = 1, Missing = NA)
labels(primary_or_less) <- c(No = 0, Yes = 1, Missing = NA)
labels(employed) <- c(No = 0, Yes = 1, Missing = NA)
labels(agric_worker) <- c(No = 0, Yes = 1, Missing = NA)
labels(correctMPname) <- c(No = 0, Yes = 1, Missing = NA)
labels(correctMPparty) <- c(No = 0, Yes = 1, Missing = NA)
labels(close_to_a_party) <- c(No = 0, Yes = 1, Missing = NA)
labels(party_dpp) <- c(No = 0, Yes = 1, Missing = NA)
labels(party_mcp) <- c(No = 0, Yes = 1, Missing = NA)
labels(party_utm) <- c(No = 0, Yes = 1, Missing = NA)
labels(turnout_last_elect) <- c(No = 0, Yes = 1, Missing = NA)
labels(own_radio) <- c(No = 0, Yes = 1, Missing = NA)
labels(own_tv) <- c(No = 0, Yes = 1, Missing = NA)
labels(own_motor) <- c(No = 0, Yes = 1, Missing = NA)
labels(own_mobile) <- c(No = 0, Yes = 1, Missing = NA)
labels(total_assets) <- c(No = 0, Yes = 1, Missing = NA)
labels(ethnic_chewa) <- c(No = 0, Yes = 1, Missing = NA)
labels(ethnic_lomwe) <- c(No = 0, Yes = 1, Missing = NA)
labels(ethnic_yao) <- c(No = 0, Yes = 1, Missing = NA)
labels(ethnic_sena) <- c(No = 0, Yes = 1, Missing = NA)
labels(conservative) <- c(No = 0, Yes = 1, Missing = NA)
labels(q24) <- c(`Voting for a woman running for MP is often a waste of one's vote,
↪  as she is unlikely to win` = 1,
    `Voting for a woman running for MP can help her win` = 2, `None of the above` =
    ↪  3,
    `Refuse to answer` = 998, `Do not know [do not read]` = 999)
labels(q27) <- c(`No (Does not feel close to ANY party)` = 1, `Yes (Feel close to a
↪  party)` = 2,
    `Refused to answer (do not read)` = -999, `Do not know [do not read] (do not
    ↪  read)` = 999)
labels(q28) <- c(`Alliance for Democracy (AFORD)` = 1, `Democratic Progressive Party
↪  (DPP)` = 2,
    `Malawi Forum for Unity and Development (MAFUNDE)` = 3, `Malawi Congress Party
    ↪  (MCP)` = 4,
    `National Salvation Front (NSF)` = 5, `New Rainbow Coalition Party (NARC)` = 6,
    `People's Democratic Movement (PDM)` = 7, `People's Party (PP)` = 8,
    `People's Progressive Movement (PPM)` = 9, `People's Transformation Party
    ↪  (PETRA)` = 10,
    `Republican Party (RP)` = 11, `United Democratic Front (UDF)` = 12, `New Labor
    ↪  Party (NLP)` = 13,
```

```
        `Chipani Cha Fuko (CCP)` = 14, `United Independent  Party (UIP)` = 15, `Tonse
        ↪  Alliance (MCP-UTM)` = 16,
        `DPP-UDF Alliance` = 17, `United Transformation Movement (UTM)` = 18, `Mbakuwaku
        ↪  Movement for Development (MMD)` = 19,
        Other = 99, `Refused to answer` = -999, `Do not know [do not read]` = 999)

})
```

Descriptive statistics of variables in respondents' data

```
memisc::codebook(resp_dat)
```

```
## ================================================================================
##
##    SubmissionDate 'Interview date'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: character
##    Measurement: nominal
##
##    Min: "01-Apr-2022 15:16:23"
##    Max: "31-Mar-2022 21:15:56"
##
## ================================================================================
##
##    KEY 'Respondent ID'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: character
##    Measurement: nominal
##
##    Min: "uuid:0014e04d-de96-436c-aee3-fa2cff9cff6a"
##    Max: "uuid:ffce890b-7ec1-49ef-b7dd-c4246d4ec687"
##
## ================================================================================
##
##    enumerator 'Enumerator name'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: character
##    Measurement: nominal
##
##    Min: "Abdul Razack c. Hamza"
##    Max:   "Vitumbiko Khalikapo"
##
## ================================================================================
##
##    region 'Region name'
```

```
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     2   'Central'     1492  56.7  56.3
##     3   'Southern'    1139  43.3  43.0
##    NA M                 18         0.7
##
## ==============================================================================
##
##    q2 'Constituency name'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels                 N Valid Total
##
##     44   'Nkhotakota North East'   175   6.7   6.6
##     47   'Nkhotakota South East'   179   6.8   6.8
##     49   'Ntchisi South'           398  15.1  15.0
##     50   'Ntchisi North'           389  14.8  14.7
##     59   'Salima North'            175   6.7   6.6
##     60   'Salima Central'          176   6.7   6.6
##    140   'Chiradzulu South'        188   7.1   7.1
##    143   'Chiradzulu East'         189   7.2   7.1
##    169   'Phalombe South'          187   7.1   7.1
##    170   'Phalombe  Central'       181   6.9   6.8
##    191   'Nsanje Central'          217   8.2   8.2
##    193   'Nsanje North'            177   6.7   6.7
##     NA M                            18         0.7
##
## ==============================================================================
##
##    q4 'Respondent gender (orginal)'
##
## ------------------------------------------------------------------------------
##
```

```
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels            N Valid Total
##
##     1   'Male'               1307  49.7  49.0
##     2   'Female'             1320  50.2  49.5
##     3   'Prefer not to say'     3   0.1   0.1
##    NA M 'Missing'              19         0.7
##    NA M                        19         0.7
##
## ==============================================================================
##
##    q5_age 'Respondent age'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: interval
##
##    Values       N Percent
##
##    NA M        19     0.7
##
##         Min: 18.000
##         Max: 95.000
##        Mean: 37.282
##    Std.Dev.: 15.159
##
## ==============================================================================
##
##    party_order 'Order of display of conjoint attribute: Party'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values                N Valid Total
##
##         (unlab.val.)  2616 100.0  98.8
##    NA M                 33         1.2
##
```

```
## ================================================================================
##
##    promises_order 'Order of display of conjoint attribute: Policy focus'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values                N N Valid Total
##
##         (unlab.val.)  2616 100.0  98.8
##    NA M                 33         1.2
##
## ================================================================================
##
##    education_order 'Order of display of conjoint attribute: Education'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values                N N Valid Total
##
##         (unlab.val.)  2616 100.0  98.8
##    NA M                 33         1.2
##
## ================================================================================
##
##    gender_order 'Order of display of conjoint attribute: Gender'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values                N N Valid Total
##
##         (unlab.val.)  2616 100.0  98.8
##    NA M                 33         1.2
##
## ================================================================================
```

```
##
##    profession_order 'Order of display of conjoint attribute:
##    Profession/occupation'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values                N Valid Total
##
##         (unlab.val.)  2616 100.0  98.8
##    NA M                 33         1.2
##
## ==============================================================================
##
##    q19_v 'In parliamentary elections, it is better to vote for a man than a
##    woman because the man is more likely to win.'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels                      N Valid Total
##
##    -999   'Refuse to answer'              4   0.2   0.1
##       1   'Strongly agree'               331  12.6  12.4
##       2   'Agree'                        397  15.1  14.9
##       3   'Disagree'                     705  26.8  26.4
##       4   'Strongly disagree'           1187  45.1  44.5
##     999   'Do not know [do not read]'     6   0.2   0.2
##      NA M 'Missing'                      19         0.7
##      NA M                                19         0.7
##
## ==============================================================================
##
##    q20_v 'After the 2025 elections, we will have more women MPs than we have
##    today'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
```

```
##    Measurement: ordinal
##
##    Values and labels                       N Valid Total
##
##    -999   'Refuse to answer'              3   0.1   0.1
##       1   'Strongly agree'              1097  41.7  41.1
##       2   'Agree'                         961  36.5  36.0
##       3   'Disagree'                      270  10.3  10.1
##       4   'Strongly disagree'             178   6.8   6.7
##     999   'Do not know [do not read]'     121   4.6   4.5
##      NA M 'Missing'                        19         0.7
##      NA M                                  19         0.7
##
## ============================================================================
##
##    q21_v 'A woman running for parliament in my constituency is likely to be
##    unsuccessful as she would face discriminations from parties or voters.'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels                       N Valid Total
##
##    -999   'Refuse to answer'              2   0.1   0.1
##       1   'Strongly agree'               290  11.0  10.9
##       2   'Agree'                        311  11.8  11.7
##       3   'Disagree'                     705  26.8  26.4
##       4   'Strongly disagree'           1317  50.1  49.4
##     999   'Do not know [do not read]'     5   0.2   0.2
##      NA M 'Missing'                        19         0.7
##      NA M                                  19         0.7
##
## ============================================================================
##
##    q22_v 'Men make better political leaders than women'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
```

```
##    Values and labels                      N Valid Total
##
##    -999   'Refuse to answer'              6   0.2   0.2
##       1   'Strongly agree'               350  13.3  13.1
##       2   'Agree'                        377  14.3  14.1
##       3   'Disagree'                     652  24.8  24.4
##       4   'Strongly disagree'           1236  47.0  46.3
##     999   'Do not know [do not read]'     9   0.3   0.3
##      NA M 'Missing'                      19         0.7
##      NA M                                19         0.7
##
## ============================================================================
##
##    q23 'What message did you take from the video?'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: character
##    Measurement: ordinal
##
##    Min: "1 man had a basin who as had a loan with another man. The man wanted to grab the basin to ca
##    Max:                                                                                  "Youth from the
##
## ============================================================================
##
##    q24 'Which of the following do you think best describe the video'
##
## ----------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels
##
##      1   'Voting for a woman running for MP is often a waste of one's vote, as she is unlikely to wi
##      2   'Voting for a woman running for MP can help her win'
##      3   'None of the above'
##    998   'Refuse to answer'
##    999   'Do not know [do not read]'
##     NA M
##
## ============================================================================
##
```

```
##    q27 'Do you feel close to any particular party?'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels                                      N Valid Total
##
##    -999   'Refused to answer (do not read)'              14   0.5   0.5
##       1   'No (Does not feel close to ANY party)'       788  30.0  29.7
##       2   'Yes (Feel close to a party)'                1817  69.1  68.6
##     999   'Do not know [do not read] (do not read)'     11   0.4   0.4
##      NA M                                               19         0.7
##
## ==============================================================================
##
##    q28 'What party is that?'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels                                        N Valid Total
##
##    -999   'Refused to answer'                                1   0.1   0.0
##       1   'Alliance for Democracy (AFORD)'                  0   0.0   0.0
##       2   'Democratic Progressive Party (DPP)'             901  49.6  34.0
##       3   'Malawi Forum for Unity and Development (MAFUNDE)'  0   0.0   0.0
##       4   'Malawi Congress Party (MCP)'                    714  39.3  27.0
##       5   'National Salvation Front (NSF)'                   0   0.0   0.0
##       6   'New Rainbow Coalition Party (NARC)'               0   0.0   0.0
##       7   'People's Democratic Movement (PDM)'               0   0.0   0.0
##       8   'People's Party (PP)'                             12   0.7   0.5
##       9   'People's Progressive Movement (PPM)'              1   0.1   0.0
##      10   'People's Transformation Party (PETRA)'            0   0.0   0.0
##      11   'Republican Party (RP)'                            0   0.0   0.0
##      12   'United Democratic Front (UDF)'                   41   2.3   1.5
##      13   'New Labor Party (NLP)'                            0   0.0   0.0
##      14   'Chipani Cha Fuko (CCP)'                           0   0.0   0.0
##      15   'United Independent  Party (UIP)'                  0   0.0   0.0
##      16   'Tonse Alliance (MCP-UTM)'                         9   0.5   0.3
```

```
##      17   'DPP-UDF Alliance'                                    0   0.0   0.0
##      18   'United Transformation Movement (UTM)'              131   7.2   4.9
##      19   'Mbakuwaku Movement for Development (MMD)'           2   0.1   0.1
##      99   'Other'                                             5   0.3   0.2
##     999   'Do not know [do not read]'                         0   0.0   0.0
##      NA M                                                    832        31.4
##
## ===============================================================================
##
##    tr_video 'Video treatment'
##
## -------------------------------------------------------------------------------
##
##    Storage mode: character
##    Measurement: ordinal
##
##    Min:       "Control"
##    Max: "Low viability"
##
## ===============================================================================
##
##    female 'Respondent gender (female=1)'
##
## -------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          1310  49.8  49.1
##     1   'Yes'         1320  50.2  49.5
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ===============================================================================
##
##    primary_or_less 'Education level'
##
## -------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
```

```
##
##    Values and labels     N Valid Total
##
##     0   'No'           662  25.2  24.8
##     1   'Yes'         1968  74.8  73.8
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ===============================================================================
##
##    employed 'Employment status'
##
## -------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          2299  87.4  86.2
##     1   'Yes'          331  12.6  12.4
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ===============================================================================
##
##    agric_worker
##
## -------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          2494  94.8  93.5
##     1   'Yes'          136   5.2   5.1
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ===============================================================================
##
##    correctMPname 'Respondent correctly named constituency's Member of
```

```
##    Parliament'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'           477  18.1  17.9
##     1   'Yes'         2153  81.9  80.7
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ==============================================================================
##
##    correctMPparty 'Respondent correctly named party of constituency's Member of
##    Parliament'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'           640  24.3  24.0
##     1   'Yes'         1990  75.7  74.6
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ==============================================================================
##
##    close_to_a_party 'Respondent report being close to a party'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'           788  30.2  29.3
```

```
##     1   'Yes'         1817  69.8  67.5
##    NA M 'Missing'       44         1.6
##    NA M                 44         1.6
##
## ================================================================================
##
##    party_dpp 'Party close to: DPP'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'           916  50.4  26.3
##     1   'Yes'          901  49.6  25.9
##    NA M 'Missing'      832        23.9
##    NA M                832        23.9
##
## ================================================================================
##
##    party_mcp 'Party close to: MCP'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          1103  60.7  31.7
##     1   'Yes'          714  39.3  20.5
##    NA M 'Missing'      832        23.9
##    NA M                832        23.9
##
## ================================================================================
##
##    party_utm 'Party close to: UTM'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
```

```
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          1686  92.8  48.4
##     1   'Yes'          131   7.2   3.8
##    NA M 'Missing'      832        23.9
##    NA M                832        23.9
##
## ===============================================================================
##
##    turnout_last_elect 'Respondent voted in last election'
##
## -------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'           682  25.9  25.6
##     1   'Yes'         1948  74.1  73.0
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ===============================================================================
##
##    own_radio 'Asset ownership: radio'
##
## -------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          1630  62.0  61.1
##     1   'Yes'         1000  38.0  37.5
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ===============================================================================
##
```

```
##    own_tv 'Asset ownership: television'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          2408  91.6  90.3
##     1   'Yes'          222   8.4   8.3
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ==============================================================================
##
##    own_motor 'Asset ownership: motorcycle'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          2382  90.6  89.3
##     1   'Yes'          248   9.4   9.3
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ==============================================================================
##
##    own_mobile 'Asset ownership: mobile phone '
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'           936  35.6  35.1
##     1   'Yes'         1694  64.4  63.5
```

```
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ================================================================================
##
##    total_assets 'Total asset ownership'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'           752  28.6  28.2
##     1   'Yes'          959  36.5  35.9
##    NA M 'Missing'       19         0.7
##         (unlab.val.)   919  34.9  34.4
##    NA M                 19         0.7
##
## ================================================================================
##
##    ethnic_chewa 'Ethnicity: Chewa'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          1325  50.4  49.7
##     1   'Yes'         1305  49.6  48.9
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ================================================================================
##
##    ethnic_lomwe 'Ethnicity: Lomwe'
##
## --------------------------------------------------------------------------------
##
##    Storage mode: double
```

```
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          1980  75.3  74.2
##     1   'Yes'          650  24.7  24.4
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ===============================================================================
##
##    ethnic_yao 'Ethnicity: Yao'
##
## -------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          2503  95.2  93.8
##     1   'Yes'          127   4.8   4.8
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ===============================================================================
##
##    ethnic_sena
##
## -------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          2347  89.2  88.0
##     1   'Yes'          283  10.8  10.6
##    NA M 'Missing'       19         0.7
##    NA M                 19         0.7
##
## ===============================================================================
##
```

```
##    conservative 'Hold conservative attitude towards women'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: double
##    Measurement: ordinal
##
##    Values and labels     N Valid Total
##
##     0   'No'          1496  57.1  55.9
##     1   'Yes'         1126  42.9  42.1
##    NA M 'Missing'       27         1.0
##    NA M                 27         1.0
##
## ==============================================================================
##
##    validdata 'Whether data was part of pilot survey'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: integer
##    Measurement: ordinal
##
##    Values                N Valid Total
##
##         (unlab.val.)  2647 100.0  99.9
##    NA M                  2         0.1
##
## ==============================================================================
##
##    tr_video_lv 'Video treatment(change reference category)'
##
## ------------------------------------------------------------------------------
##
##    Storage mode: character
##    Measurement: ordinal
##
##    Min:       "Control"
##    Max: "Low viability"
```