# Codebook for the replication data of "Why Voters Prefer Politicians with Particular Personal Attributes: The Role of Voter Demand for Populists"

## Study 1

**rid**

Respondents' ID.

**POP1–3, ANT1–3, MAN1–3**

Populist attitudes scale by Castanho Silva et al.[1]

"Please read the following statements and answer whether you agree or disagree with these statements."

- Politicians should always listen closely to the problems of the people. (POP1)
- Politicians don't have to spend time among ordinary people to do a good job. (POP2)
- The will of the people should be the highest principle in this country's politics. (POP3)
- The government is pretty much run by a few big interests looking out for themselves. (ANT1)
- Government officials use their power to try to improve people's lives. (ANT2)
- Quite a few of the people running the government are crooked. (ANT3)
- You can tell if a person is good or bad if you know their politics. (MAN1)
- The people I disagree with politically are not evil. (MAN2)
- The people I disagree with politically are just misinformed. (MAN3)

1: Strongly agree
2: Agree
3: Somewhat agree
4: Neither agree nor disagree
5: Somewhat disagree
6: Disagree
7: Strongly disagree

[1] Castanho Silva B, Andreadis I, Anduiza E, Blanuša N, Corti YM, Delfino G, Rico G, Ruth-Lovell SP, Spruyt B, Steenbergen M and Littvay L (2018) Public opinion surveys: A new scale. In: Hawkins KA, Carlin R, Littvay L and Kaltwasser CR (eds.) *The Ideational Approach to Populism: Concept, Theory, and Method*. London: Routledge, pp. 150–177.

**Q*x*_AE_A/B_*y***

Perceived anti-elitism of the *y*-th candidate in the *x*-th task of the conjoint experiment. "A" means answers for the conjoint with party affiliation, and "B" means answers for the conjoint without party affiliation.

"How do you feel about each of the Candidates [X] and [Y] when you use the measure of 'desire to maintain the existing way of the society' as one extreme and 'being active in breaking vested interests' as the other?"

1: Desire to maintain the existing way of the society

2:

3:

4:

5:

6: Being active in breaking vested interests

**Q*x*_PC_A/B_*y***

Perceived people-centrism of the *y*-th candidate in the *x*-th task of the conjoint experiment. "A" means answers for the conjoint with party affiliation, and "B" means answers for the conjoint without party affiliation.

"How do you feel about each of the Candidates [X] and [Y] when you use the measure of 'placing importance on the opinions of politicians and experts' as one extreme and 'placing importance on the opinions of the general public' as the other?"

1: Placing importance on the opinions of politicians and experts

2:

3:

4:

5:

6: Placing importance on the opinions of the general public

**condition**

Whether a respondent was displayed conjoint tables with or without candidates' party affiliation.

0: With party affiliation

1: Without party affiliation

**F-*x*-*z***

The *z*-th attribute in the *x*-th task of the conjoint experiment. Because the order of attributes was fixed within respondents, they are constant for $x = 1, \ldots, 5$.

**F-*x*-y-*z***

The *y*-th candidate level for the *z*-th attribute in the *x*-th task of the conjoint experiment.

The following variables were not used in this study's analysis, and the author provides them for reference.

**gender2**

Respondents' gender asked in the survey in addition to the binary gender variable provided by Lucid Marketplace (gender). This variable was used for blocked randomization in Study 2.

"Please select your gender."
1: Man
2: Woman
3: Non-binary/third gender
4: Prefer not to say

**DQ1–10**

Directed questions and dummy questions to incorporate them. Note that because respondents who failed to pass the directed questions were excluded immediately in the survey, DQ1 and DQ2 take constant values in the data.

"For each of the opinions listed below, please choose the response that most closely matches your feelings."
- For this question, please select "somewhat disagree." (DQ1)
- For this question, please select "somewhat agree." (DQ2)
- We should abolish nuclear power right now. (DQ3)
- Japan's defense capabilities should be strengthened. (DQ4)
- The Constitution should be revised. (DQ5)
- It is only natural for privacy and individual rights to be limited to protect public security. (DQ6)

- If both partners in a married couple wish to retain their pre-marriage surnames after marriage, the law should permit them to do so. (DQ7)
- Japan should not hesitate to preemptively attack if an attack by another country is expected. (DQ8)
- Marriage between two males or two females should be legalized. (DQ9)
- Taxation of those with high income and much property should be raised. (DQ10)
1: Agree
2: Somewhat agree
3: Neither agree nor disagree
4: Somewhat disagree
5: Disagree

**gender**
Respondents' gender.
1: Man
2: Woman

**age**
Respondents' age.

**edu**
Respondents' educational level.
1: Junior high school
2: High school
3: Technical college
4: Vocational school
5: Junior college
6: University
7: Graduate school (Master's course)
8: Graduate school (Doctoral course)

**pref**
Respondents' prefecture of residence.
1: Hokkaido
2: Aomori
3: Iwate

4: Miyagi
5: Akita
6: Yamagata
7: Fukushima
8: Ibaraki
9: Tochigi
10: Gumma
11: Saitama
12: Chiba
13: Tokyo
14: Kanagawa
15: Niigata
16: Toyama
17: Ishikawa
18: Fukui
19: Yamanashi
20: Nagano
21: Gifu
22: Shizuoka
23: Aichi
24: Mie
25: Shiga
26: Kyoto
27: Osaka
28: Hyogo
29: Nara
30: Wakayama
31: Tottori
32: Shimane
33: Okayama
34: Hiroshima
35: Yamaguchi
36: Tokushima
37: Kagawa
38: Ehime
39: Kochi

40: Fukuoka
41: Saga
42: Nagasaki
43: Kumamoto
44: Oita
45: Miyazaki
46: Kagoshima
47: Okinawa

**order**
Order of questions in conjoint tasks.
0: Perceived people-centrism was first.
1: Perceived anti-elitism was first.

## Study 2 (main survey)

For variables included in both datasets of Studies 1 and 2, the meanings and codings of variables are the same. Below are lists of variables included only in the Study 2 dataset.

**LR**
Respondents' ideological self-placement.

"Political positions are sometimes expressed using the terms 'liberal (left)' and 'conservative (right).' Where do you think your position lies on this scale?"
1: Liberal (left)
2: Somewhat liberal (left)
3: Neither liberal nor conservative
4: Somewhat conservative (right)
5: Conservative (right)

**Q*x*_M_*y***
Favorability of the *y*-th candidate in the *x*-th task of the conjoint experiment.

"How do you feel about each of the Candidates [X] and [Y] when you use the measure of 'being quite undesirable as a member of the HoR' as one extreme and 'being very

desirable as a member of the HoR' as the other?"
1: Being quite undesirable as a member of the HoR
2:
3:
4:
5:
6: Being very desirable as a member of the HoR

**block**
Block ID for blocked randomization.
1: Man/18–34 years old/liberal or somewhat liberal
2: Man/18–34 years old /neither liberal nor conservative
3: Man/18–34 years old /conservative or somewhat conservative
4: Man/35–54 years old /liberal or somewhat liberal
5: Man/35–54 years old /neither liberal nor conservative
6: Man/35–54 years old /conservative or somewhat conservative
7: Man/55–69 years old /liberal or somewhat liberal
8: Man/55–69 years old /neither liberal nor conservative
9: Man/55–69 years old /conservative or somewhat conservative
10: Woman/18–34 years old/liberal or somewhat liberal
11: Woman/18–34 years old /neither liberal nor conservative
12: Woman/18–34 years old /conservative or somewhat conservative
13: Woman/35–54 years old /liberal or somewhat liberal
14: Woman/35–54 years old /neither liberal nor conservative
15: Woman/35–54 years old /conservative or somewhat conservative
16: Woman/55–69 years old /liberal or somewhat liberal
17: Woman/55–69 years old /neither liberal nor conservative
18: Woman/55–69 years old /conservative or somewhat conservative
19: Other/18–34 years old/liberal or somewhat liberal
20: Other/18–34 years old /neither liberal nor conservative
21: Other/18–34 years old /conservative or somewhat conservative
22: Other/35–54 years old /liberal or somewhat liberal
23: Other/35–54 years old /neither liberal nor conservative
24: Other/35–54 years old /conservative or somewhat conservative
25: Other/55–69 years old /liberal or somewhat liberal
26: Other/55–69 years old /neither liberal nor conservative

27: Other/55–69 years old /conservative or somewhat conservative

**note-($2x + y - 2$)**
Represents the "special notes" attribute level for the $y$-th candidate in the $x$-th task of the conjoint experiment. These notes were not shown to respondents in the natural mediator arm, even though they were included in the dataset.

## Study 2 (pilot surveys)

The meanings and codings of all variables in the pilot survey dataset for Study 2 are consistent with those in the datasets for Study 1 and the main survey of Study 2.

## Profiles of the candidates from the 2017 House of Representatives election

This dataset covers candidates from both single-member districts and proportional representation. However, only the single-member district candidates have detailed variable records beyond name and party. See Online Appendix C.2 for more detailed definitions of variables.

**name**
Candidates' name.

**gender**
Candidates' gender.
M: Man
W: Woman

**age**
Candidates' age.

**education**
Candidates' educational attainment.
HS: Includes junior high school, high school, vocational school, technical college, and

junior college
PU: Bachelor's Degree from a private university
NU: Bachelor's Degree from a national or public universities other than UTokyo and Kyoto University
UTokyo: Bachelor's Degree specifically from The University of Tokyo or Kyoto University
Graduate: Master's Degree, Doctoral Degree, or equivalent
Foreign: Bachelor's, Master's, or Doctoral Degree from a foreign university

**occupation**
Candidates' prior occupation.
Employee: Business employee
Business: Business executive
Lawyer: Includes lawyers, administrative scriveners, tax accountants, and other related professions (*shigyo*)
Reporter: A member of a press company
Government: Government employee
Secretary: Secretary of a Diet member
Celebrity: Celebrity (TV anchorperson, commentator, actor, athlete, etc.)
Local: Local politician

**dynasty**
Candidates' dynastic status.
0: No relatives who are politicians
1: Their parent is a former local politician
2: Their parent is a former Diet member
3: Their parent is a former minister

**terms**
Candidates' number of terms served in the House of Representatives.

**party**
Candidates' party affiliation, excluding supplemental nominations (*tsuika konin*).
LDP: the Liberal Democratic Party
POH: the Party of Hope
CDP: the Constitutional Democratic Party

Komei: Komeito
JIP: the Japan Innovation Party (Ishin)
JCP: the Japanese Communist Party
Other: other minor parties
Indep: independent candidate