Dataset Description for "Party Affiliation and the Evaluation of Non-Prototypical Candidates" (Severson)

1) File Description

CCES14_FSU_OUTPUT.dta: This is a STATA dataset file which includes a combination of content from the Common Content of the 2014 CCES and the 2014 FSU Team Module.

prototype_jeps.do: This is a STATA .do file which includes commented code used to generate the results and graphics in the paper.

prototype_log.pdf: This is a printout of the STATA console showing the successful running of prototype_jeps.do with the associated dataset.

2) Overview of the 2014 CCES

The following excerpts provide a brief overview of the design of the 2014 CCES. More information on the 2014 CCES can be found on the "Guide to the 2014 CCES Content" available at the Harvard University Dataverse Project at:

https://dataverse.harvard.edu/file.xhtml?fileId=2794577&version=RELEASED&version=.0:

Introduction

"The 2014 CCES involved 48 teams, yielding a Common Content sample of 56,200 cases. The subjects for this study were recruited during the fall of 2014. Each research team purchased a 1,000 person national sample survey, conducted in October and November of 2014 by YouGov/Polimetrix of Palo Alto, CA. Each survey has approximately 120 questions. For each survey of 1,000 persons, half of the questionnaire was developed and controlled entirely by each individual research team, and half of the questionnaire is devoted to Common Content. The Common Content consists of the questions common to all team modules and has a sample size equal to the total sample size of all team modules combined. Most of the 30 teams purchased 1,000 person surveys, thought the Harvard/MIT team purchased additional cases to increase their sample size and size of the Common Content. All cases were selected through the Internet and YouGov/Polimetrix constructed matched random samples for this study.

Interviews for the 2014 survey were conducted in two waves. The Pre-Election wave was conducted during October, 2014, and gauged issue preferences, knowledge of the candidates, some demographics, and vote intentions. The Post-Election wave was conducted the two weeks following Election Day (November 6, 2014). Data Release 1 occurred on March 11, 2013. Data for this study is archived and available at the Harvard University Dataverse Project."

Weighting

"For each team and the common content, the matched cases were then weighted to the sampling frame using entropy balancing. The matched cases and the frame were combined and the combined cases were balanced on multiple moment conditions. The moment conditions included age, gender, education, race, voter registration, ideology, baseline party ID, born again status, political interest, plus their interactions. The resultant weights were then post-stratified by age, gender, education, race, and voter registration status, as needed. Additionally, for the common content, the weights were post-stratified across states and

statewide political races. Weights larger than 15 in the common content were trimmed and the final weights normalized to equal sample size. The team data weights were trimmed at 7."

Florida State University Team Module

The CCES is directed by Stephen Ansolabehere, Department of Government, Harvard University, and Douglas Rivers, Department of Political Science, Stanford University, and Chief Scientist and Director of YouGov Polimetrix. The organizer of the 2014 FSU CCES Module was Brad Gomez (bgomez@fsu.edu). 1000 participants participated in the FSU team module.

3) Variable Descriptions

Dependent Variables

- *Prototype Perceptions*

How similar do you think <Republican/Democrat>Louis Harrison's views are to those of most <Republicans/Democrats>?

1 = Very Dissimilar; 4 = Neither Similar Nor Dissimilar; 7 = Very Similar

- *Vote Propensity*

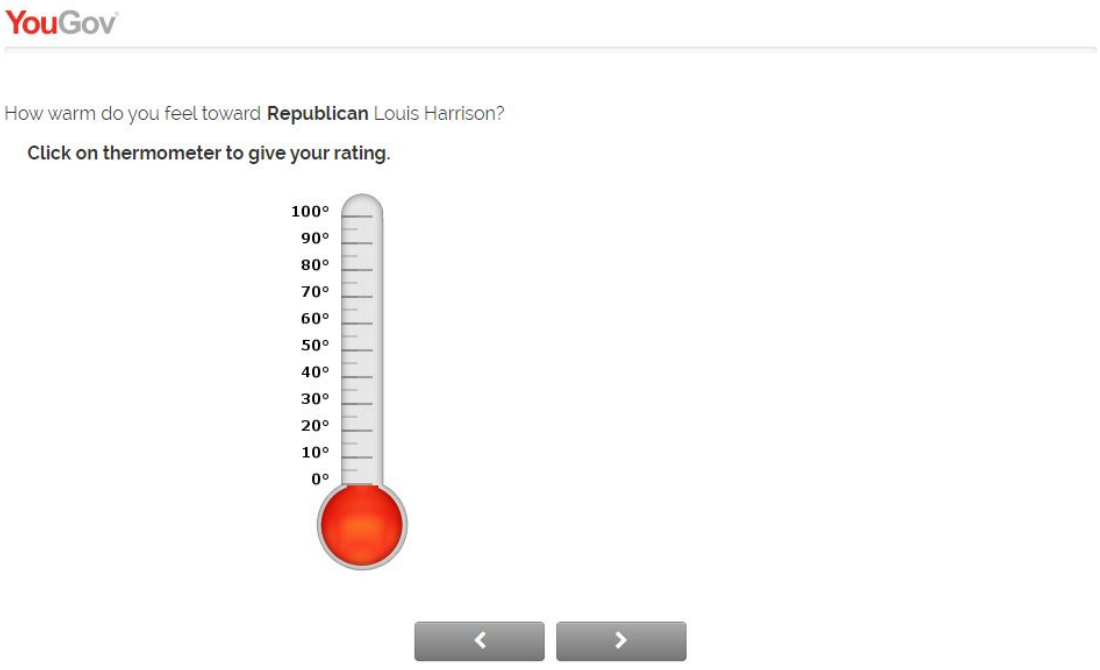
"How likely would you be to vote for <Republican/Democrat> Louis Harrison in a coming election?"

1 = Very Unlikely; 4 = Neither Unlikely nor Likely; 7 = Very Likely

- *Feeling Thermometer Score*

"How warm do you feel toward <Republican/Democrat> Louis Harrison?"

0 = Very Cold; 50 = Neutral; 100 = Very Warm



Interaction Terms

- *Political Knowledge*

The political knowledge index is a summative scale of four questions, coded 0 if the incorrect answer was given and coded 1 if the correct answer was given. Scale values range from 0 (low political knowledge) to 4 (high political knowledge). The following questions were used in the construction of the index.

Political_Know1: "Is the U.S. federal budget deficit – the amount by which the government's spending exceeds the amount of money it collects – now bigger, about the same, or smaller than it was during most of the 1990s?"

1 = Bigger; 2 = Smaller; 3 = About the Same

Political_Know2: "For how many years is a United States Senator elected – that is, how many years are there in one full term of office for a U.S. Senator?"

1 = 2 years; 2 = 4 years; 3 = 6 years

Political_Know3: "What is Medicare?"

1 = A program run by the U.S. federal government to pay for old people's health care; 2 = A program run by state governments to provide health care to poor people; 3 = A private health insurance plan sold to individuals in all 50 states; 4 = A private, non-profit organization that runs free health clinics.

Political_Know4: "On which of the following does the U.S. federal government currently spend the least?"

1 = Foreign Aid; 2 = Medicare; 3 = National Defense; 4 = Social Security

- *Party Affiliation*

"Would you call yourself a strong Democrat or a not very strong Democrat? Would you call yourself a strong Republican or a not very strong Republican? Do you think of yourself as closer to the Democratic or the Republican Party?"

1= Strong Democrat; 2 = Not very strong Democrat; 3 = Lean Democrat; 4 = Independent; 5 = Lean Republican; 6 = Not very strong Republican; 7 = Strong Republican; 8 = Not sure; 98 = Skipped; 99 = Not Asked

Covariates Assessed for Balance

- *Ideology*

"Thinking about politics these days, how would you describe your own political viewpoint?"

1 = Very Liberal; 2 = Liberal; 3 = Moderate; 4 = Conservative; 5 = Very Conservative; 6 = Not Sure; 8 = Skipped; 9 = Not Asked

- *Political Interest*

"How often do you pay attention to what's going on in government and politics?"

1 = Never; 2 = Some of the Time; 3 = About Half of the Time; 4 = Most of the Time; 5 = Always

- *Education*

"What is the highest level of education you have completed?"

1 = No HS; 2 = High school graduate; 3 = Some college; 4 = 2-year; 5 = 4-year; 6 = Post-grad; 8 = Skipped; 9 = Not Asked

- *Gender*[1]

"Are you male or female?"

1 = Male; 2 = Female; 8 = Skipped; 9 = Not Asked

- *Race*[2]

"What racial or ethnic group best describes you?"

1 = White; 2 = Black; 3 = Hispanic; 4 = Asian; 5 = Native American; 6 = Mixed; 7 = Other; 8 = Middle Eastern; 98 = Skipped; 99 = Not Asked

- *Religion*[3]

"What is your present religion, if any?"

1 = Protestant; 2 = Roman Catholic; 3 = Mormon; 4 = Eastern or Greek Orthodox; 5 = Jewish; 6 = Muslim; 7= Buddhist; 8 = Hindu; 9 = Atheist; 10 = Agnostic; 11 = Nothing in particular; 12 = Something else; 98 = Skipped; 99 = Not Asked

[1] Gender was recoded in the .do file as a dichotomous variable where 0 = Male; 1 = Female.
[2] Race was recoded in the .do file as a dichotomous variable where 0 = Non-White; 1 = White.
[3] Religion was recoded in the .do file as a dichotomous variable where 0 = Non-Protestant; 1 =Protestant.

4) Dataset Construction

The data used in this paper is a combination of the 2014 CCES' Common Content module and FSU's team module. Analysis of this data was performed using the statistical software, STATA v. 13, and restricted to only participants in the FSU module.