Codebook

Not Just Women for Women Dataset

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1 Dataset Overview

This dataset contains responses from a survey experiment designed to examine preferences for political candidates and attitudes toward gender and politics. The survey includes a conjoint experiment in which respondents evaluate hypothetical political candidates with randomized attributes.

1.1 Structure of the Data

- Number of observations: 25,180
- Unit of analysis: Candidate profile evaluated by respondent
- Design: Respondent-level survey with repeated conjoint tasks

Each respondent evaluates multiple candidate profiles. Candidate attributes are randomly assigned.

2 Conjoint Attributes

The conjoint experiment presents candidates with randomized attributes describing their background and political positions.

2.1 Candidate Gender (gender_cand)

Value	Description
0	Male candidate
1	Female candidate

2.2 Political Experience (pol_experience)

Value	Description
1	No previous political experience
2	Has stood as a candidate previously
3	Has been a local councilor
4	Has been a Member of Parliament

2.3 Previous Occupation (previous_occupation)

Value	Description
1	Worked as a teacher
2	Worked as a social worker
3	Worked as military personnel
4	Worked as a legal professional
5	Worked as a business owner

2.4 Number of Children (children_cand)

Value	Description
1	Has no children
2	Has one child
3	Has two children
4	Has three children

2.5 Ethnic Group (ethnic_group)

Value	Description
1	White
2	Black
3	Asian

2.6 Party Affiliation (party_id)

Value	Description
1	Reform UK
2	Liberal Democrats

3	Labour Party
4	Green Party
5	Conservative Party

2.7 Brexit Position (brexit)

Value	Description
1	Remain
2	Leave

2.8 Localness (localness)

Value	Description
1	New to the area
2	Lived in the area for 2 years
3	Lived in the area for 15 years
4	Born in the area

3 Outcome Variables

3.1 Chosen Candidate (chosen)

Binary variable indicating whether the candidate profile was selected in the conjoint task.

Value	Description
0	Candidate not selected
1	Candidate selected

3.2 Candidate Rating (rating)

Respondents rated the chosen candidate on a scale from 0 to 10.

Value	Description
0	Very negative evaluation
10	Very positive evaluation

4 Respondent Characteristics

4.1 Gender (gender)

Value	Description
0	Man
1	Woman

4.2 Age (age)

Respondent's age measured in years.

Variable	Description
age	Age of respondent in years

4.3 Education (education)

Value	Description
1	Primary education
2	Secondary education
3	University degree
4	Postgraduate degree

4.4 Number of Children

Number of children the respondent has.

Value	Description
0–9	Number of children reported by the respondent
9	Prefer not to say / Missing response

4.5 Sexual Orientation (sexuality)

Value	Description
0	Heterosexual
1	LGBA

4.6 Political Interest (Q1)

Generally speaking, how interested would you say you are in politics?

Value	Description
1	Very interested
2	Fairly interested
3	Somewhat interested
4	Not at all interested

4.7 Vote Choice (Q5)

Which party did you vote for?

Value	Description
1	Conservative
2	Labour
3	Liberal Democrat
4	Reform UK
5	Scottish National Party
6	Plaid Cymru
7	Green Party
8	Independent candidate
9	Other party

4.8 Support for Gender Equality (gender_equality)

Respondents indicate their support for gender equality on a scale from 0 to 10.

Value	Description
0	No support for gender equality
10	Strong support for gender equality

5 Derived Variables

5.1 Chosen Woman (chosen_woman)

Binary variable indicating whether the selected candidate is female.

Value	Description

0	Selected candidate is male
1	Selected candidate is female

5.2 Women with Children (women_with_children)

Binary interaction variable indicating whether the candidate is a woman with children.

Value	Description
0	Female candidate without children
1	Female candidate with children

5.3 Women with Military Background (women_military)

Binary interaction variable indicating whether the candidate is a woman with military experience.

Value	Description
0	Female candidate with non-military background
1	Female candidate with military background

6 Gender Identity Measures

6.1 Masculinity (masculinity)

Self-assessed masculinity on a scale from 0 to 6.

Value	Description
0	Not masculine at all
6	Very masculine

6.2 Femininity (femininity)

Self-assessed femininity on a scale from 0 to 6.

Value	Description
0	Not feminine at all
6	Very feminine

6.3 Gender Identity Type (gender_identity)

Value	Description
1	Hyper gender identity
2	Strong gender identity
3	Weak gender identity
4	Counter-stereotypical gender identity

6.4 Self-importance of Gender Identity (gender_imp)

Importance of gender identity in self-concept.

Value	Description
0	Not important at all
6	Very important