

Online Appendix for:  
Candidate Choice without Party Labels: New Insights from U.S.  
Mayoral Elections 1945-2007 and Conjoint Survey Experiments

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**A Sample Demographics**

Table A.1: Demographic Characteristics of Experimental Samples

Respondent Race					
	White	Black	Hispanic	Other	
mTurk	0.787	0.066	0.045	0.102	
YouGov	0.670	0.116	0.142	0.071	

Respondent Gender		
	Female	Male
mTurk	0.455	0.545
YouGov	0.518	0.482

Respondent Ideology				
	Liberal	Conservative	Moderate	Other
mTurk	0.444	0.232	0.273	0.051
YouGov	0.204	0.354	0.351	0.091

Respondent Party Identification			
	Democrat	Independent	Republican
mTurk	0.581	0.164	0.254
YouGov	0.385	0.270	0.346

Respondent Education					
	Less than high school	High School / GED	Some College	Four-Year College	Graduate School
mTurk	0.005	0.092	0.359	0.403	0.141
YouGov	0.121	0.306	0.318	0.164	0.091

Respondent Age					
	18 to 29	30 to 39	40 to 49	50 to 59	60 or over
mTurk	0.459	0.274	0.122	0.093	0.051
YouGov	0.209	0.163	0.150	0.149	0.328

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Cell entries are sample proportions.  
 YouGov entries calculated using sample weights.  
 MTurk N: 1,204; YouGov N: 1,200.

## B Alternative Mechanism: Satisficing

In the main text, we showed that in nonpartisan elections, voters weigh the political experience of candidates more heavily. However, our experimental design leaves open an alternative explanation: the smaller coefficients on the political experience attributes in the partisan elections may be an artifact of *satisficing*. Hainmueller et al. (2015) describe a “satisficing/masking tradeoff” in conjoint experiments. Masking occurs when subjects use the revealed candidate attributes to infer something about an unrevealed attribute. Satisficing occurs when subjects fail to incorporate all the available information to them, and instead make their decision based on some subset of the available attributes. All else equal, increasing the number of attributes alleviates the masking problem but exacerbates the satisficing problem.

Heinmuller, Yamamoto, and Hopkins (2015) show that as the number of attributes increases, the coefficient on any particular attribute-level gets closer to zero. This pattern is due to satisficing: as the number of attributes increases, subjects give each individual attribute less weight.

In our application, subjects evaluate candidates on five attributes in the nonpartisan elections and on six attributes in the partisan elections. We are concerned that the significant interaction effect we find for the political experience variables may be due to the mechanical relationship with the number of attributes.

To show that satisficing is *not* the driver of this interaction effect, we need to exploit a situation in which the number of attributes stays constant, but we vary whether the election is “partisan” or not. Our experiment provides such a situation. In some elections, the party of the two candidates is different, but in others, the candidates are from the same party. If our claim that in the absence of party cues, voters rely on political experience more heavily is correct, then we should see more weight being given to political experience when the two candidates are from the same party than when they are from different parties.

Figures B.1 and B.2 show our results, for the MTurk and YouGov samples, respectively. On MTurk, we observe a statistically significant interaction: the effects for the political experience attribute are stronger when candidates are from the same party. On YouGov, the effect of political experience does not vary across the two types of elections.

We conclude from this analysis that while satisficing remains a concern, there is some evidence that the substitution of political experience for party cues occurs for these elections as well.

Figure B.1: Mechanical Turk Partisan Choice

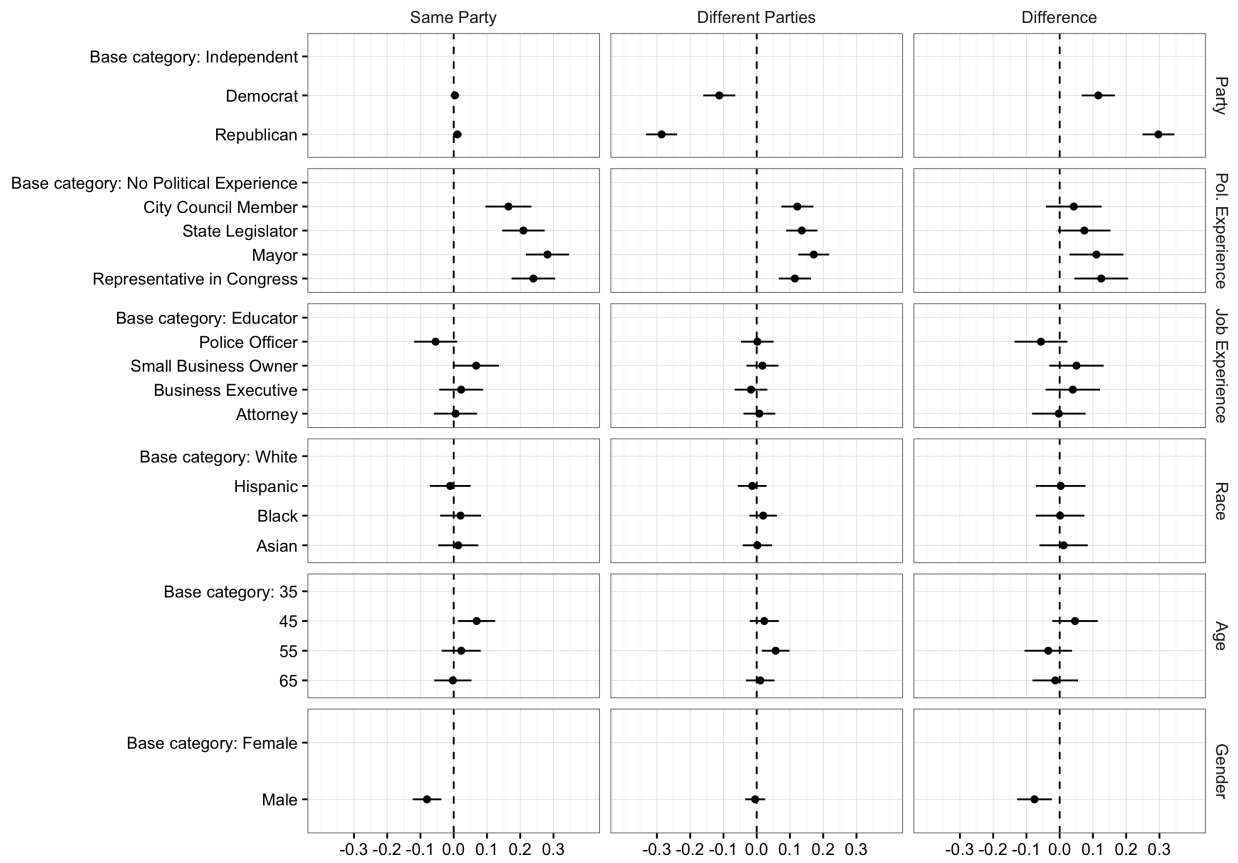
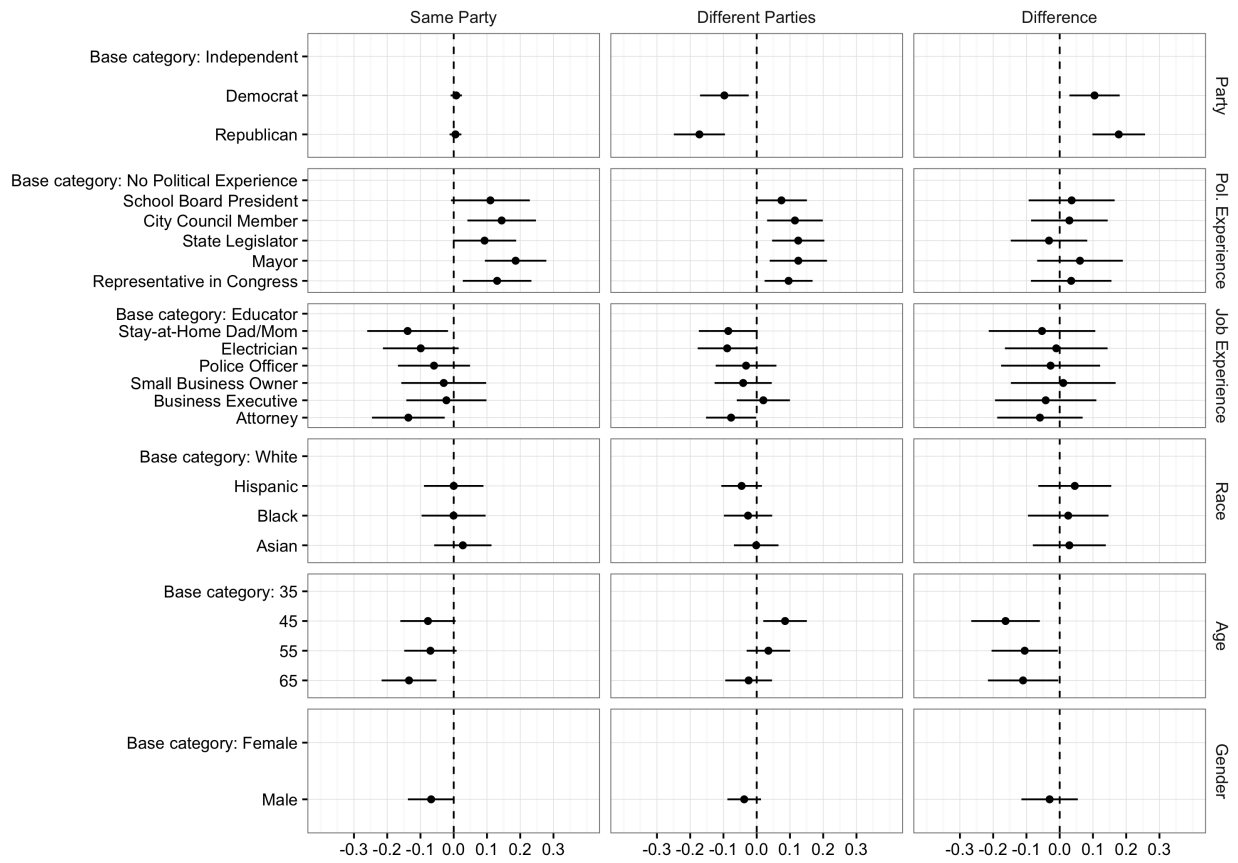


Figure B.2: YouGov Partisan Choice



## C Mechanism: Competence

In addition to candidate preference, we also asked respondents to rate the candidates in terms of their competence: “On a scale from 0 to 100, how competent do you think these candidates would be as mayor?” In this section, we reproduce Figures 1 and 2 from the main text using this alternative dependent variable. The results are very similar, but we present them here for completeness.

Figure C.3: Mechanical Turk Main Analysis (Competence, Analogous to Figure 1)

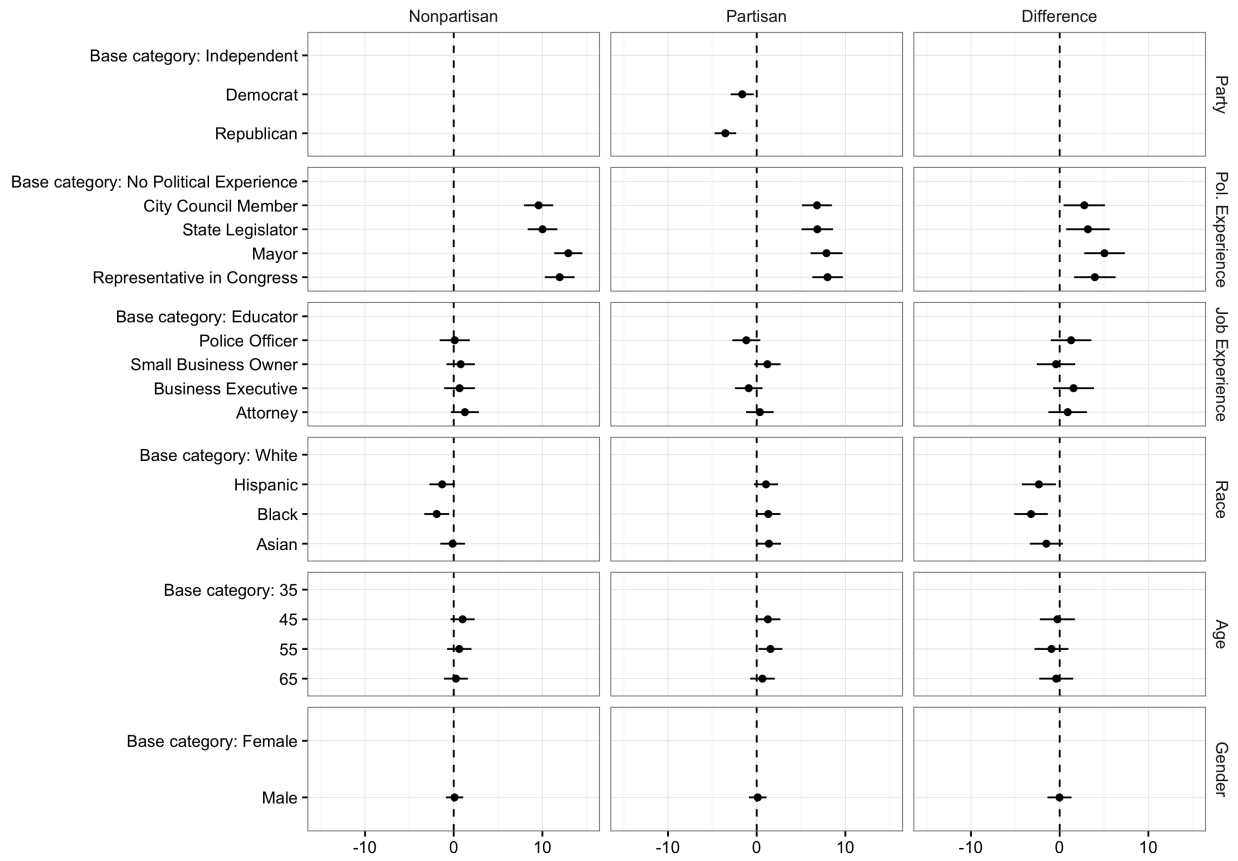
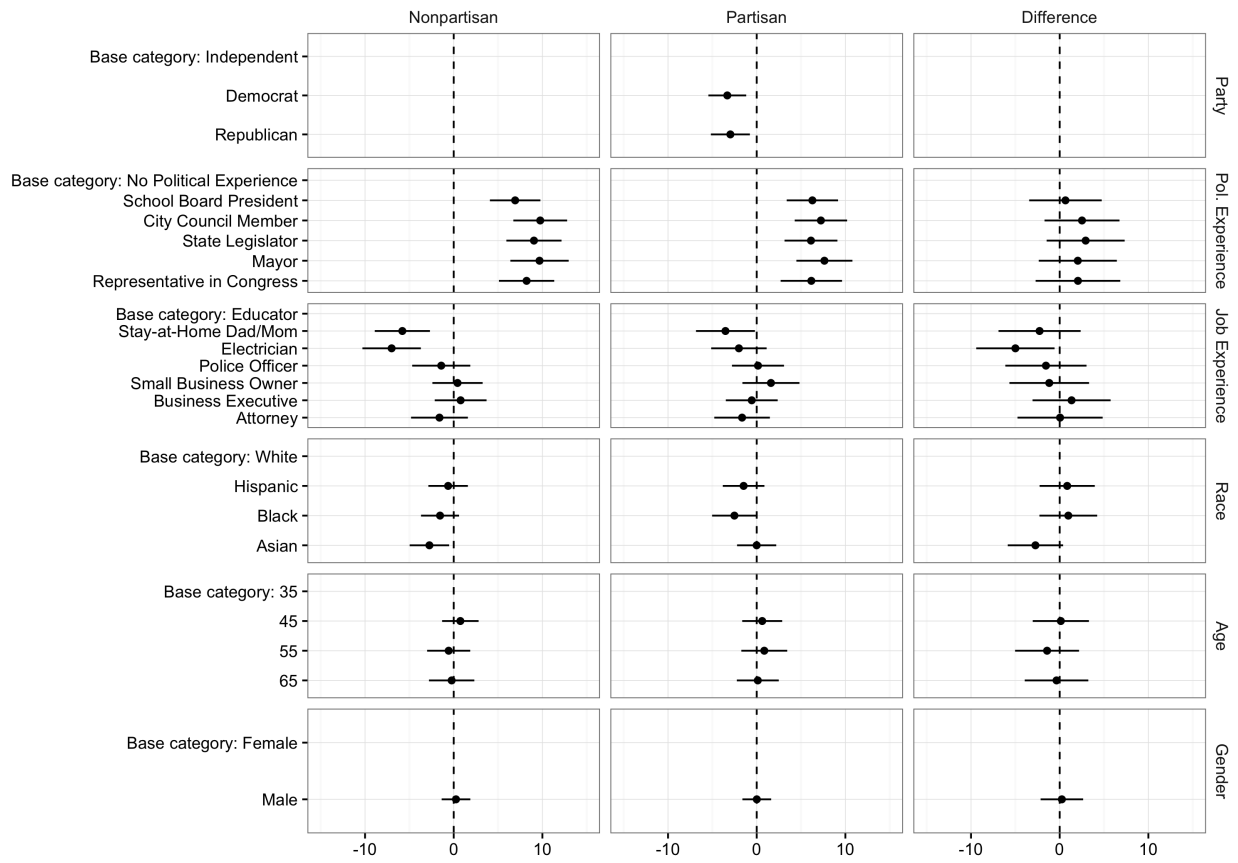


Figure C.4: YouGov Main Analysis (Competence, Analogous to Figure 2)



## References

Hainmueller, J., Hopkins, D. J., and Yamamoto, T. (2015). Learning More from Conjoint Experiments through a Doubly Randomized Design. *Unpublished Manuscript*.