Online Appendix of

"Multi-dimensional Policy Preferences in the 2015 British General Election: A Conjoint Analysis"

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A   Comparison with Representative Samples and Analysis with Population Weights

The manuscript uses the data from an original survey where the respondents were recruited from the Survey Sampling International's (SSI) Online Panel. In the manuscript, Table A2 in the appendix provides a comparison between the SSI sample and the British Election Survey (BES)'s Wave 5 core sample on five variables – Age, Gender, Education, Political interest, and Party identifiers (proportion). The BES Wave 5 is administered in the similar period (31 March– 6 May, 2015) as ours (30 April – 4 May, 2015), and the core samples are representative of population. The basic demographics – age, gender, and education – as well as the proportion of party identifiers are nearly identical.

This online appendix provides replication of our main results in Figures 2-4 using population weights on our SSI sample (to match the marginal distribution of the age, education, and gender of the population). The population weights are calculated from the marginal distribution of these three variables from the 2011 Census.[1]. We use an R package, survey (Lumley, 2016), to calculate post-stratification weights. As shown below, the results are consistent regardless of the application of population weights.

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[1]Data from https://www.nomisweb.co.uk/census/2011/dc5102ew

Figure A.1: Replication of Figure 2: Comparison between weighted and unweighted sample
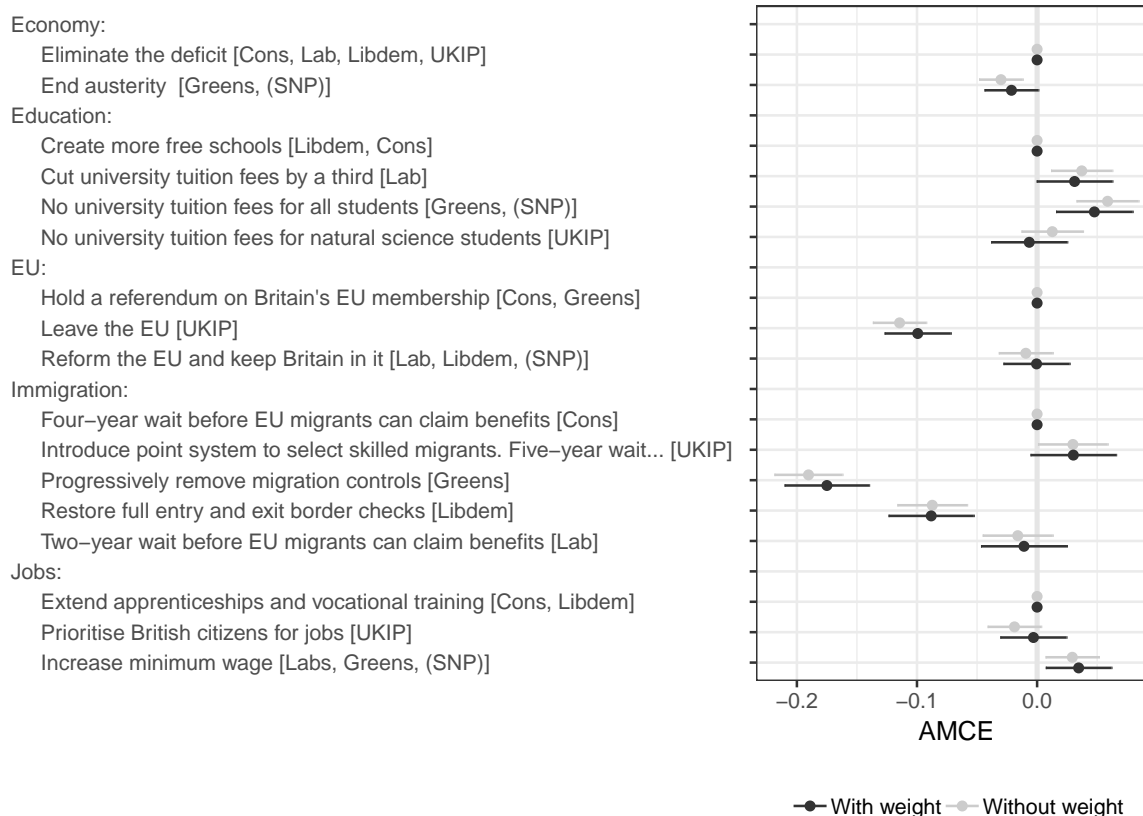

Note: The dots are the point estimates for the Average Marginal Component Effects (AMCE) of different policy positions on a respondent choosing the hypothetical party that takes the position. The horizontal lines indicate the 95-percent confidence intervals. The black dots and lines indicate the results from the model with the population weights. The gray dots and lines for the results without the population weights are shown for the comparison. The position of the Conservative party is the baseline in all five policy domains, and thus does not show confidence intervals.

Figure A.2: Replication of Figure 3 using weighted sample
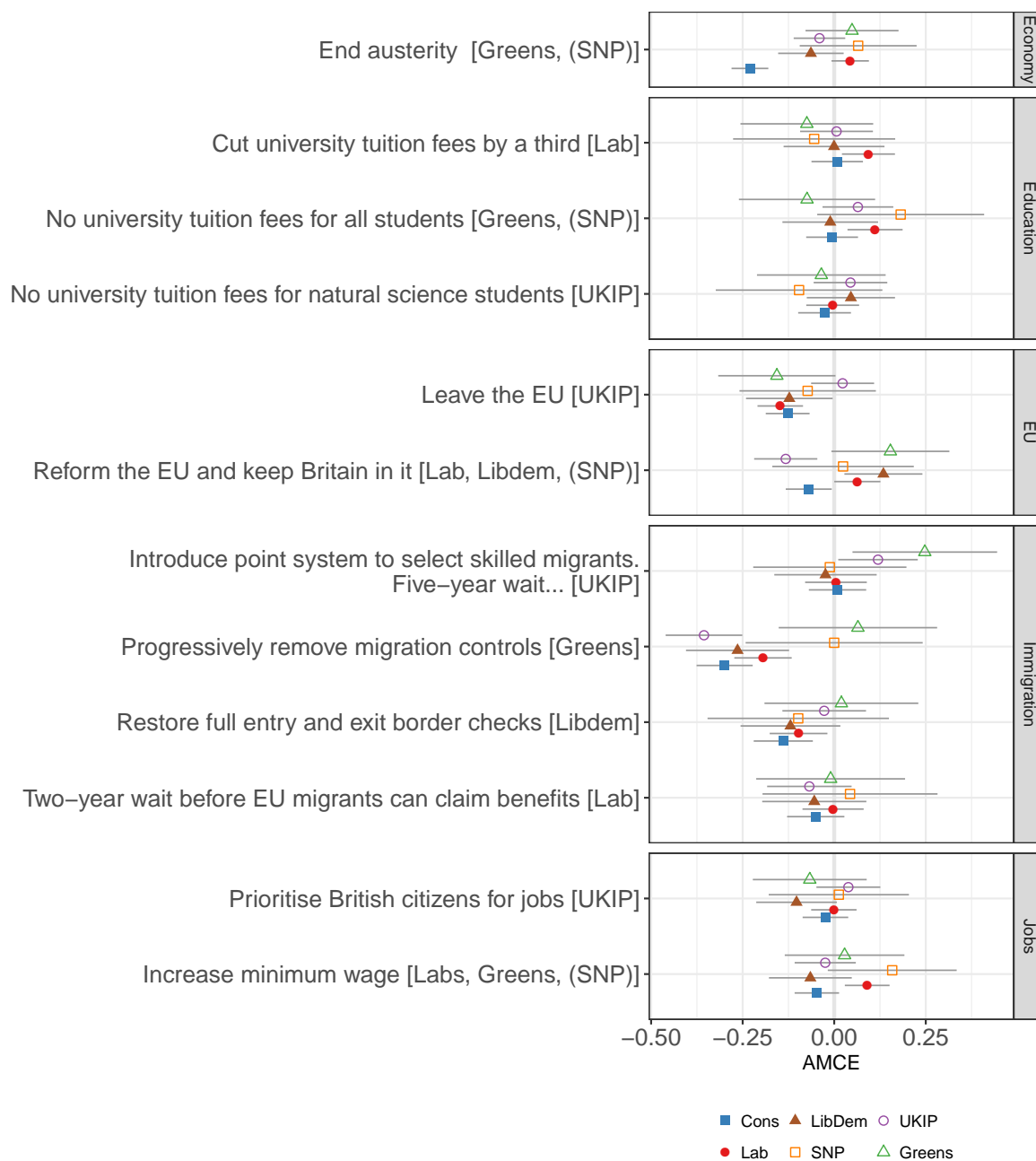
Note: The symbols indicate the estimates for the Average Marginal Component Effects (AMCE) of different policy positions on the probability of choosing the party that takes the position. The horizontal lines indicate 95 percent confidence intervals. Models are run separately for each party's intended voters. Baseline policy positions (the Conservatives' positions) are not plotted.

Figure A.3: Replication of Figure 4 using weighted sample
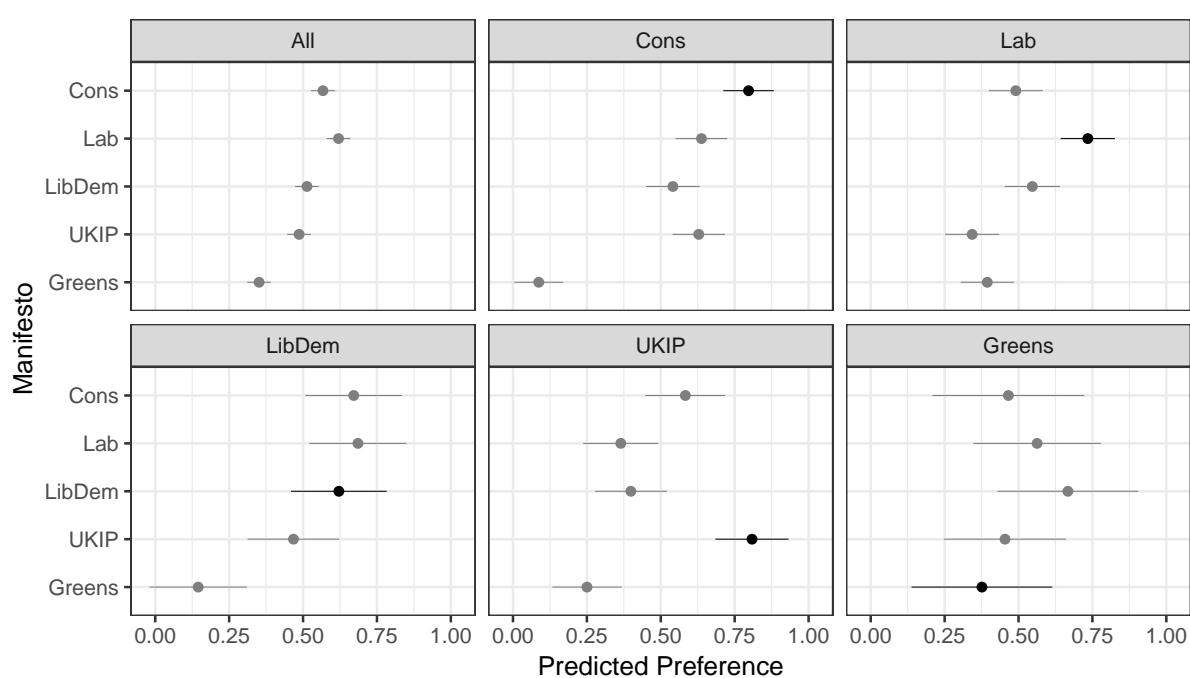
Note: Each panel presents the results for a group of party supporters, except for the top left panel, which is for the general public (i.e., all respondents combined). The dots indicate predicted utility of the party manifestos and the horizontal lines indicate 95 confidence intervals. The black dots indicate the preference for the party each voter group intends to support.

References

Lumley, Thomas. 2016. "survey: analysis of complex survey samples.". R package version 3.32.