# Canadian Parties Matter More than You Think: Party and Leader Ratings Moderate Party Cue Effects
# Online Appendix

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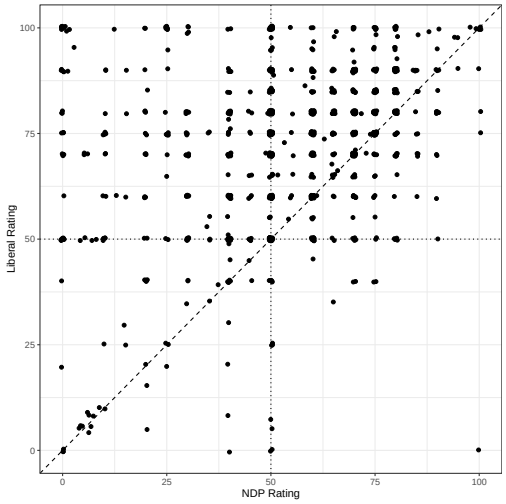
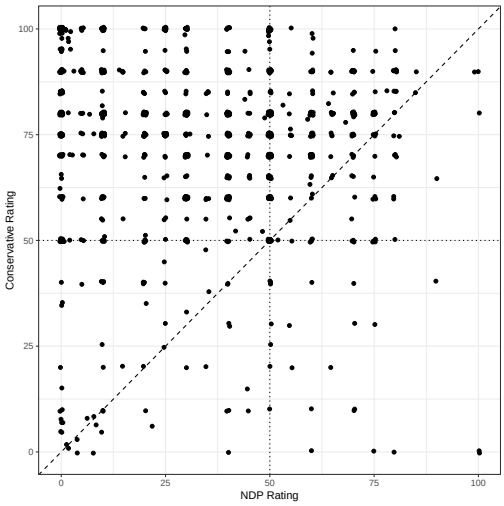
# 1 Party Ratings by Party Identification

Figure 1: Party Ratings by Party Identification

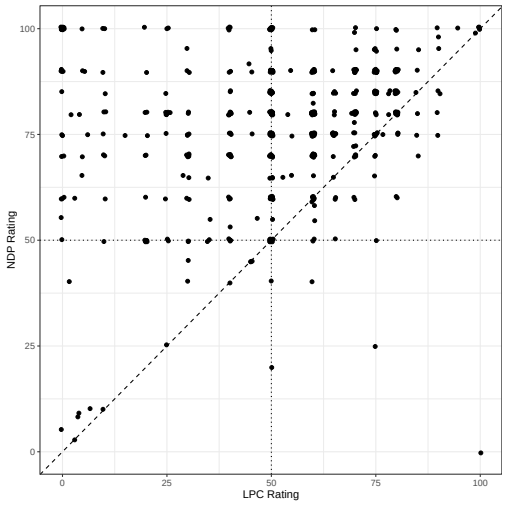
(a) Ratings of Liberals vs NDP by Liberal Identifiers



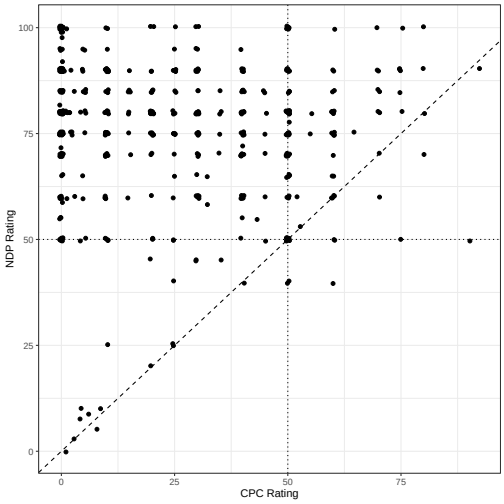

(b) Ratings of Conservatives vs NDP by Conservative Identifiers




(c) Ratings of NDP vs Liberals by NDP Identifiers



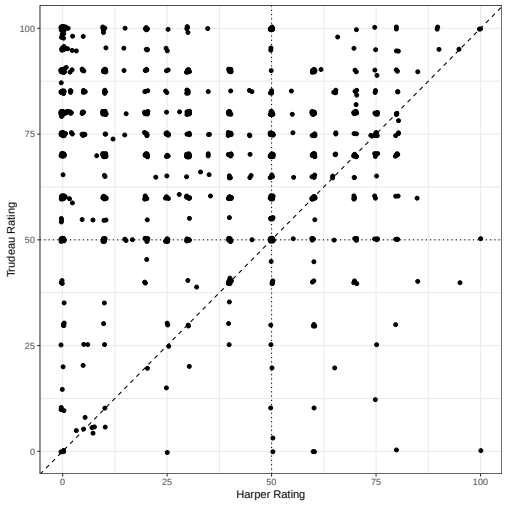

(d) Ratings of NDP vs Conservatives by NDP Identifiers



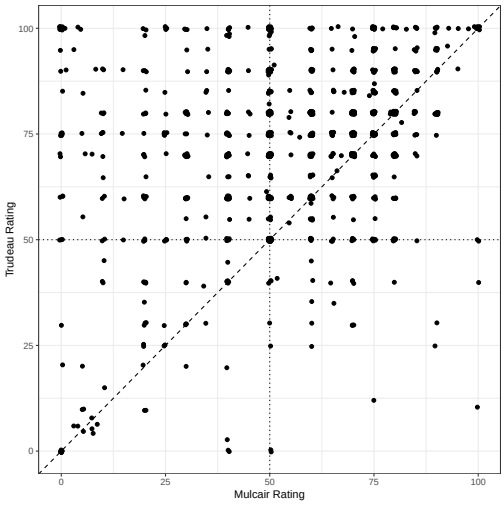
# 2 Leader Ratings by Party Identification

Figure 2: Leader Ratings by Party Identification

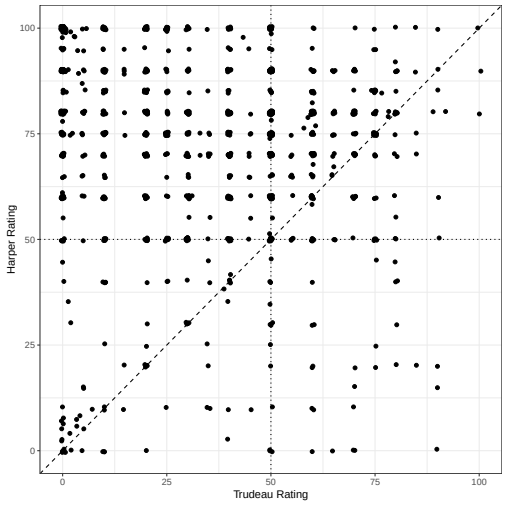
(a) Ratings of Trudeau vs Harper by Liberal Identifiers



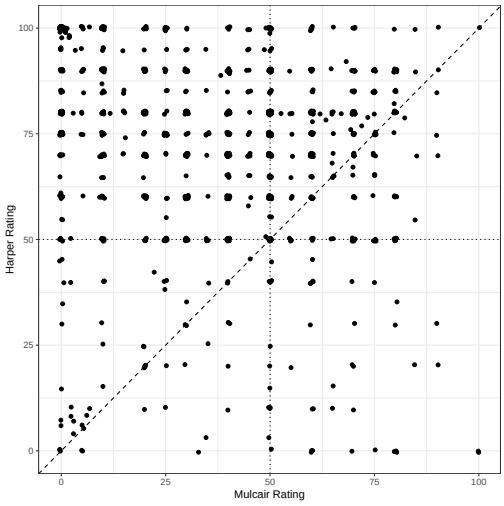

(b) Ratings of Trudeau vs Mulcair by Liberal Identifiers



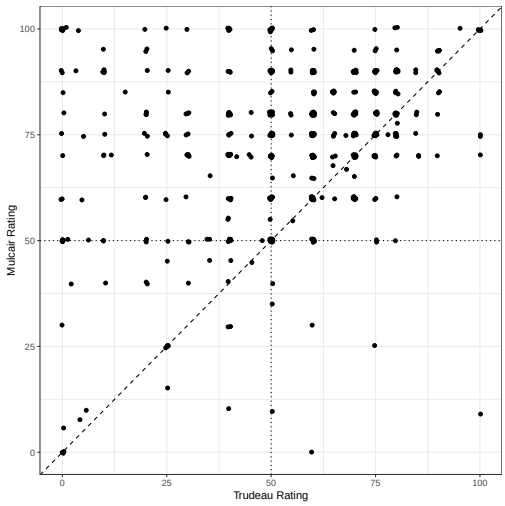

(c) Ratings of Harper vs Trudeau by Conservative Identifiers



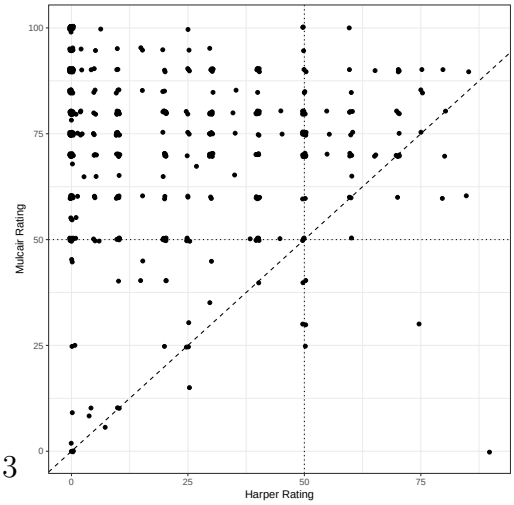

(d) Ratings of Harper vs Mulcair by Conservative Identifiers




(e) Ratings of Mulcair vs Trudeau by NDP Identifiers




(f) Ratings of Mulcair vs Harper by NDP Identifiers



# 3 Details of Variables and Models

## 3.1 Study 1

Table 1: Numbers of Respondents in Each Group

| | |
|---|---|
| Control | 49 |
| Liberal Treatment | 49 |
| Conservative Treatment | 49 |
| NDP Treatment | 49 |

Regression model. For each policy issue, we ran the following model:

$$
\begin{aligned}
Y = {} & \alpha_0 + \beta_1 * \text{Liberal Treatment} + \beta_2 * \text{Liberal Partisan} + \beta_3 * \text{Liberal Feeling Thermometer} \\
& + \beta_4 * \text{Liberal Treatment} * \text{Liberal Partisan} + \beta_5 * \text{Liberal Treatment} * \text{Liberal Feeling Thermometer} \\
& + \beta_6 * \text{Liberal Treatment} * \text{Liberal Partisan} * \text{Liberal Feeling Thermometer} + \beta_7 * \text{NDP Treatment} \\
& + \beta_8 * \text{NDP Partisan} + \beta_9 * \text{NDP Feeling Thermometer} + \beta_{10} * \text{NDP Treatment} * \text{NDP Partisan} \\
& + \beta_{11} * \text{NDP Treatment} * \text{NDP Feeling Thermometer} \\
& + \beta_{12} * \text{NDP Treatment} * \text{NDP Partisan} * \text{NDP Feeling Thermometer} \\
& + \beta_{13} * \text{Conservative Treatment} + \beta_{14} * \text{Conservative Partisan} + \beta_{15} * \text{Conservative Feeling Thermometer} \\
& + \beta_{16} * \text{Conservative Treatment} * \text{Conservative Partisan} \\
& + \beta_{17} * \text{Conservative Treatment} * \text{Conservative Feeling Thermometer} \\
& + \beta_{18} * \text{Conservative Treatment} * \text{Conservative Partisan} * \text{Conservative Feeling Thermometer} + \epsilon
\end{aligned} \tag{1}
$$

Note that we ran more complex models for Study 1 to point to obvious inconsistencies (reactions to treatments that vary depending on party ratings among partisans of a given party and among non-partisans of that party) in reactions to the treatments. For Studies 2 and 3, we kept the models as simple as possible.

For more details about the study and the dataset, see the original study Merolla, Stephenson, and Zechmeister (2008).

## 3.2 Study 2

### 3.2.1 Descriptives of Variables

Table 2: Numbers of Respondents in Each Group

| | |
|---|---|
| Control | 766 |
| Harper Treatment | 736 |

Table 3: Numeric Variables

| Variable | Mean | Median | St Dev |
|---|---|---|---|
| Coal Policy (Treatment) | 0.72 | 0.67 | 0.32 |
| Coal Policy (Control) | 0.67 | 0.67 | 0.34 |
| Harper Feeling Thermometer | 4.66 | 5.00 | 2.84 |

Table 4: Vote Choice

| Response | Number (%) |
|---|---|
| Conservative | 332 (22.10) |
| NDP | 212 (14.11) |
| LPC | 312 (20.77) |
| BQ | 44 (2.93) |
| Green | 89 (5.93) |
| Other | 42 (2.80) |
| None | 471 (31.36) |

Table 5: Would never vote Conservative

| | |
|---|---|
| Never Conservative | 533 (35.49%) |
| Other Answer | 969(64.51%) |

To test for balance between the treatment and control groups, we regressed the treatment indicator on vote choice, the variable indicating the respondent would never vote Conservative and the Harper feeling thermometer. F-statistic: 0.663 ($p < 0.7245$). There is therefore no evidence of imbalance.

### 3.2.2 Regression Model

Y: coal policy preference

$$Y = \alpha_0 + \beta_1 * Treatment + \beta_2 * \text{Harper Feeling Thermometer} + \beta_3 * Treatment * \text{Harper Feeling Thermometer} + \epsilon_1 \quad (2)$$

## 3.3 Study 3

### 3.3.1 Descriptives of Variables

Table 6: Numbers of Respondents in Each Group

| | |
|---|---|
| Control | 881 |
| Party Cue Treatment | 879 |

Table 7: Numeric Variables

| Variable | Mean | Median | St Dev |
|---|---|---|---|
| $Y_1$: Green Policy (Treatment) | 0.58 | 0.50 | 0.30 |
| $Y_2$: Liberal Policy (Treatment) | 0.46 | 0.50 | 0.33 |
| $Y_3$: Conservative Policy (Treatment) | 0.67 | 0.75 | 0.27 |
| $Y_4$: NDP Policy (Treatment) | 0.41 | 0.50 | 0.32 |
| $Y_1$: Green Policy (Control) | 0.70 | 0.75 | 0.26 |
| $Y_2$: Liberal Policy (Control) | 0.53 | 0.50 | 0.32 |
| $Y_3$: Conservative Policy (Control) | 0.77 | 0.75 | 0.25 |
| $Y_4$: NDP Policy (Control) | 0.45 | 0.50 | 0.33 |
| Green Feeling Thermometer | 33.75 | 28.50 | 29.33 |
| Liberal Feeling Thermometer | 38.38 | 38.00 | 33.41 |
| Conservative Feeling Thermometer | 42.30 | 40.00 | 34.47 |
| NDP Feeling Thermometer | 40.75 | 40.00 | 31.82 |

Table 8: Vote Choice

| Response | Number (%) |
|---|---|
| Green | 290 (8.75) |
| LPC | 667 (20.13) |
| CPC | 1130 (34.11) |
| NDP | 460 (13.88) |
| PPC | 126 (3.80) |
| BQ | 115 (3.47) |
| Abstain | 525 (15.85) |

To test for balance between the treatment and control groups, we regressed the treatment indicator on vote choice, and each of the feeling thermometers. F-statistic: 0.4848 ($p < 0.9007$). There is therefore no evidence of imbalance.

### 3.3.2 Models with Vote Choice as Moderator

Green Policy:

$$\begin{aligned} Y_1 = {} & \alpha_0 + \beta_1 * Treatment + \beta_2 * \text{Vote Liberal} + \beta_3 * \text{Vote Conservative} + \beta_4 * \text{Vote NDP} \\ & + \beta_5 * \text{Vote PPC} + \beta_6 * \text{Vote BQ} + \beta_7 * \text{Abstain} + \beta_8 * Treatment + \beta_9 * \text{Vote Liberal} * Treatment \\ & + \beta_{10} * \text{Vote Conservative} * Treatment + \beta_{11} * \text{Vote NDP} * Treatment + \beta_{12} * \text{Vote PPC} * Treatment \\ & + \beta_{13} * \text{Vote BQ} * Treatment + \beta_{14} * \text{Abstain} * Treatment + \epsilon_1 \end{aligned} \tag{3}$$

Liberal Policy:

$$\begin{aligned} Y_2 = {} & \alpha_0 + \beta_1 * Treatment + \beta_2 * \text{Vote Liberal} + \beta_3 * \text{Vote Conservative} + \beta_4 * \text{Vote NDP} \\ & + \beta_5 * \text{Vote PPC} + \beta_6 * \text{Vote BQ} + \beta_7 * \text{Abstain} + \beta_8 * Treatment + \beta_9 * \text{Vote Liberal} * Treatment \\ & + \beta_{10} * \text{Vote Conservative} * Treatment + \beta_{11} * \text{Vote NDP} * Treatment + \beta_{12} * \text{Vote PPC} * Treatment \\ & + \beta_{13} * \text{Vote BQ} * Treatment + \beta_{14} * \text{Abstain} * Treatment + \epsilon_2 \end{aligned} \tag{4}$$

Conservative Policy:

$$\begin{aligned} Y_3 = {} & \alpha_0 + \beta_1 * Treatment + \beta_2 * \text{Vote Liberal} + \beta_3 * \text{Vote Conservative} + \beta_4 * \text{Vote NDP} \\ & + \beta_5 * \text{Vote PPC} + \beta_6 * \text{Vote BQ} + \beta_7 * \text{Abstain} + \beta_8 * Treatment + \beta_9 * \text{Vote Liberal} * Treatment \\ & + \beta_{10} * \text{Vote Conservative} * Treatment + \beta_{11} * \text{Vote NDP} * Treatment + \beta_{12} * \text{Vote PPC} * Treatment \\ & + \beta_{13} * \text{Vote BQ} * Treatment + \beta_{14} * \text{Abstain} * Treatment + \epsilon_3 \end{aligned} \tag{5}$$

NDP Policy:

$$\begin{aligned} Y_4 = {} & \alpha_0 + \beta_1 * Treatment + \beta_2 * \text{Vote Liberal} + \beta_3 * \text{Vote Conservative} + \beta_4 * \text{Vote NDP} \\ & + \beta_5 * \text{Vote PPC} + \beta_6 * \text{Vote BQ} + \beta_7 * \text{Abstain} + \beta_8 * Treatment + \beta_9 * \text{Vote Liberal} * Treatment \\ & + \beta_{10} * \text{Vote Conservative} * Treatment + \beta_{11} * \text{Vote NDP} * Treatment + \beta_{12} * \text{Vote PPC} * Treatment \\ & + \beta_{13} * \text{Vote BQ} * Treatment + \beta_{14} * \text{Abstain} * Treatment + \epsilon_4 \end{aligned} \tag{6}$$

#### 3.3.3 Models with Feeling Thermometers as Moderator

Green Policy:

$$\begin{aligned} Y_1 = {} & \alpha_0 + \beta_1 * Treatment + \beta_2 * \text{Green Feeling Thermometer} \\ & + \beta_3 * Treatment * \text{Green Feeling Thermometer} + \epsilon_1 \end{aligned} \tag{7}$$

Liberal Policy:

$$\begin{aligned} Y_2 = {} & \alpha_0 + \beta_1 * Treatment + \beta_2 * \text{Liberal Feeling Thermometer} \\ & + \beta_3 * Treatment * \text{Liberal Feeling Thermometer} + \epsilon_2 \end{aligned} \tag{8}$$

Conservative Policy:

$$\begin{aligned} Y_3 = {} & \alpha_0 + \beta_1 * Treatment + \beta_2 * \text{Conservative Feeling Thermometer} \\ & + \beta_3 * Treatment * \text{Conservative Feeling Thermometer} + \epsilon_3 \end{aligned} \tag{9}$$

NDP Policy:

$$\begin{aligned} Y_4 = {} & \alpha_0 + \beta_1 * Treatment + \beta_2 * \text{NDP Feeling Thermometer} \\ & + \beta_3 * Treatment * \text{NDP Feeling Thermometer} + \epsilon_4 \end{aligned} \tag{10}$$