Supplementary Material

Perceptions of the Social Status Hierarchy and Its Cultural and Economic Sources

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All replication files (data and code) are available online in the Harvard Dataverse under the DOI: 10.7910/DVN/8JFKC1

Contents

A. Survey and sample

The respondents were recruited by gfs.bern and Bilendi from their online access panels. They were compensated for the survey according to the usual rates of these companies. The questionnaire was preceded by an informed consent form providing information to the respondents about the content of the survey, that their participation is completely voluntary, that their data will be kept confidential, protected and only stored anonymously. Respondents only advanced to the questionnaire once they agreed with the form.

Tables A1 and A2 display the characteristics of the survey sample. Migration background is a binary variable displaying whether a respondent or at least one of their parents were born in a country other than Switzerland. LGBQ respondents include all individuals who reported a different sexual orientation than heterosexual (respondents who selected a different gender identity than male or female are not included here). The typology of urban and rural places of residence of respondents is taken from the Swiss Federal Statistical Office and reflects the density, size, and accessibility of municipalities (Federal Statistical Office Switzerland 2017). Intermediate and rural municipalities were combined.

To categorize income, the midpoints of five intervals (the item asked for net household income in Swiss francs and offered five intervals) were equivalized according to household size, after which three categories of approximately equal size were constructed. Educational degrees were recoded to low, medium, and high levels (also used for quota sampling). For the two SSS groups, those with status below the median (7) are low status, while those with values of 7 or above are high status (see Table A2 for the distribution). For SDO, those with values below or equal to the median (3) are low on SDO, while those with values of 4 or above are high SDO. Left/right self-placement was surveyed on a scale from 0 (left) to 10 (right). In the categorical coding, the left group comprises all respondents with a value below the median (5), the right group ranges from 5 to 10.

Table A1: Categorical variables

		N	Percent
Gender	other	7	0.28
	male	1218	47.93
	female	1316	51.79
Income group (hh. equivalized)	low income	789	31.05
	medium income	761	29.95
	high income	711	27.98
Education group	low	1027	40.42
	medium	813	32.00
	high	700	27.55
Age group	18-39 years	753	29.63
	40-59 years	805	31.68
	above 60 years	983	38.69
Sexual orientation	LGBQ	185	7.28
	heterosexual	2296	90.36
Migration background	no	1909	75.13
	yes	627	24.68
Urban/rural residence	rural	867	34.12
	urban	1642	64.62
Social status	low status	1160	45.65
	high status	1317	51.83
Past social status	past low status	1215	47.82
	past high status	1242	48.88
Future social status	future low status	956	37.62
	future high status	1444	56.83
Social dominance orientation	low SDO	1506	59.27
	high SDO	972	38.25
Left/right self-placement	left	1150	45.26
	right	1291	50.81
	All	2541	100.00

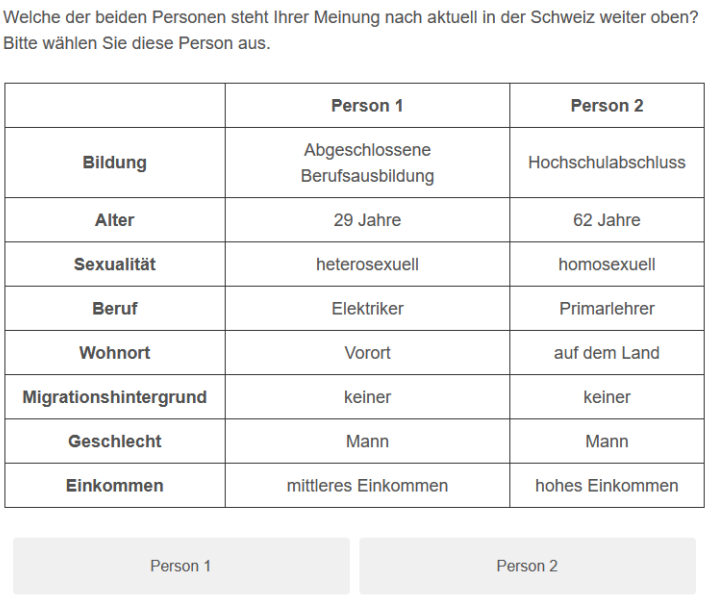
Table A2: Continuous variables

	Unique (#)	Missing (%)	Mean	SD	Min	Median	Max
Age	73	0	51.3	17.0	18.0	54.0	96.0
SSS	11	3	6.4	1.6	1.0	7.0	10.0
Past SSS	11	3	6.3	1.9	1.0	7.0	10.0
Future SSS	11	6	5.9	1.9	1.0	6.0	10.0
SDO	8	2	2.9	1.5	1.0	3.0	7.0
L/R self-placement	12	4	4.5	2.4	0.0	5.0	10.0

B. Item wording

The introduction page before the first conjoint task prepared respondents for the structure of the design. It read: *"Some groups in Switzerland are more on top and others more at the bottom of society. Now we will show you* ***five comparisons*** *of fictive people. We are interested in* ***where you think they stand in society***" (translated from German). Each task was then introduced with: *"Here you see a table with characteristics of two different people. Some groups in Switzerland are more on top and others more at the bottom of society. Which of these two people is in your opinion currently higher up in Switzerland? Please select this person"* (see Figure B1). After the table, respondents are asked for the rating-based outcome: *"Please also position both people on the societal scale from "bottom" (1) to "top" (10)."*

Figure B1: Screenshot of conjoint task



Subjective social status was measured using the standard social ladder question (as i.e. Gidron and Hall 2017): *"Some groups in Switzerland are more on top and others more at the bottom of society. Where would you place yourself and other people like you on a scale from 1 to 10, where 1 is the lowest and 10 the highest position?"*. Respondents were also asked to indicate their position thinking about a time 30 years ago as well as 30 years from today on the same scale. SSS was asked before the experiment to not induce post-treatment bias by priming respondents about the characteristics that I deem important for social status.

Table B1: Attributes of the conjoint design in original German language

Attributes	**Levels**
Bildung	Sekundarschulabschluss
	Abgeschlossene Berufsausbildung
	Hochschulabschluss
Einkommen	Geringes Einkommen
	Mittleres Einkommen
	Hohes Einkommen
Beruf	Kellner/Kellnerin
	Gärtner/Gärtnerin
	Elektriker/Elektrikerin
	Primarlehrer/Primarlehrerin
	Anwalt/Anwältin
	Ingenieur/Ingenieurin
Geschlecht	Frau
	Mann
Sexualität	Heterosexual
	Homosexual
Migrationshintergrund	Keiner
	Italienisch
	Kosovarisch
	Türkisch
	Nigerianisch
Alter	29 Jahre
	46 Jahre
	62 Jahre
Wohnort	Grosse Stadt
	Vorort
	Auf dem Land

C. Constrained randomization of the conjoint

While it is not ideal to impose constraints on the randomization of levels in a conjoint design – as it may impede the interpretation of results – there is an important trade off between this goal and preventing survey respondents from dropping out due to frustration with having to rank impossible profiles on the status hierarchy. Thus, I excluded some impossible or highly implausible combinations between occupation and education, as well as between occupation and income. This means that the effects of the constrained occupation/education/income levels partly depend on each other. For example, because there are no lawyers with a high school degree in the data, the effects of 'lawyer' and 'university degree' cannot be regarded as completely separate from each other. This is a limitation, which however also reflects complexities of social reality. It is not possible to disentangle completely whether a lawyer is regarded as having prestige because of her occupation or her high educational qualification, as access to the occupation is restricted by education in the first place.

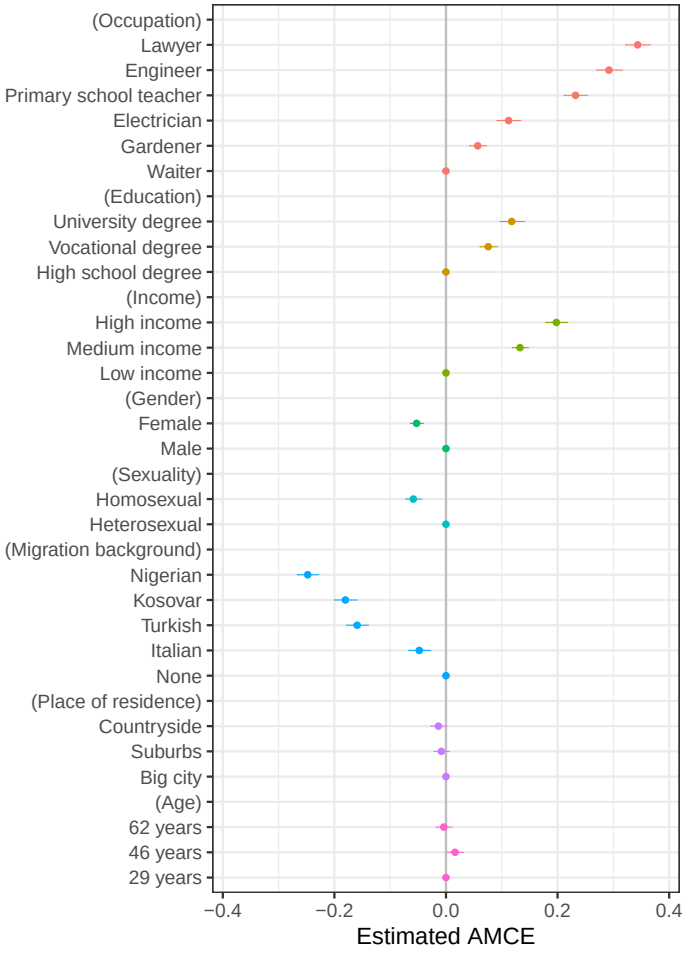
However and importantly, the design did not restrict attributes to such a degree that they depend fully on each other. For example, waiters can have all educational degrees. Likewise, income can vary at least between two levels for each occupation. This allows the estimation of all AMCEs and marginal means. Additionally, for the cultural sources, which were of particular interest, the design is fully randomized.

Table C1: Constraints between levels of conjoint design: Excluded combinations

Occupation	**Education**	**Income**
Lawyer	High school degree	
Lawyer	Vocational degree	
Lawyer		Low income
Engineer	High school degree	
Engineer	Vocational degree	
Engineer		Low income
Primary school teacher	High school degree	
Primary school teacher	Vocational degree	
Electrician	High school degree	
Electrician	University degree	
Gardener	University degree	
Gardener		High income
Waiter		High income

D. Choice-based outcome results

Figure D1: Average marginal component effects for the sources of social status



Note: Results of the choice-based outcome of the conjoint. Standard errors were clustered to level of respondents and bars display 95% confidence intervals. See Table D1.

Table D1: Choice-based outcome, AMCEs

Attribute	Level	AMCE	Std. Error	p
Occupation	Waiter	0	NA	NA
Occupation	Gardener	0.0569	0.00924	7.46e-10
Occupation	Electrician	0.112	0.0129	3.99e-18
Occupation	Primary school teacher	0.232	0.0128	1.85e-73
Occupation	Engineer	0.292	0.014	5.54e-97
Occupation	Lawyer	0.344	0.0135	1.65e-143
Education	High school degree	0	NA	NA
Education	Vocational degree	0.0757	0.00922	2.27e-16
Education	University degree	0.118	0.0132	3.46e-19
Income	Low income	0	NA	NA
Income	Medium income	0.133	0.00722	2.1e-75
Income	High income	0.198	0.00992	1.66e-88
Gender	Male	0	NA	NA
Gender	Female	-0.0527	0.00572	3.37e-20
Sexuality	Heterosexual	0	NA	NA
Sexuality	Homosexual	-0.0585	0.00726	8.01e-16
Migr.backg	None	0	NA	NA
Migr.backg	Italian	-0.0479	0.01	1.78e-06
Migr.backg	Turkish	-0.159	0.00978	1.24e-59
Migr.backg	Kosovar	-0.18	0.0102	1.63e-70
Migr.backg	Nigerian	-0.248	0.00964	1.25e-145
Place	Big city	0	NA	NA
Place	Suburbs	-0.00832	0.00709	0.241
Place	Countryside	-0.0136	0.0071	0.0548
Age	29 years	0	NA	NA
Age	46 years	0.0163	0.00721	0.0241
Age	62 years	-0.00407	0.00724	0.574

Note: Respondents with missing values on choice outcome were excluded, resulting in 2382 respondents and estimation based on the evaluation of 23820 profiles (five pair-wise comparisons per respondent). No standard errors and p-values reported for reference categories, as these are fixed at zero for AMCEs.

Table D2: Choice-based outcome, marginal means

Attribute	Level	Marginal mean	Std. error	p
Occupation	Waiter	0.326	0.00486	0
Occupation	Gardener	0.356	0.00629	0
Occupation	Electrician	0.492	0.00795	0
Occupation	Primary school teacher	0.65	0.00737	0
Occupation	Engineer	0.769	0.00857	0
Occupation	Lawyer	0.823	0.00742	0
Education	High school degree	0.288	0.00607	0
Education	Vocational degree	0.418	0.00445	0
Education	University degree	0.655	0.00356	0
Income	Low income	0.327	0.00434	0
Income	Medium income	0.527	0.00363	0
Income	High income	0.746	0.00588	0
Gender	Male	0.526	0.00318	0
Gender	Female	0.474	0.00324	0
Sexuality	Heterosexual	0.51	0.00164	0
Sexuality	Homosexual	0.459	0.00661	0
Migr.backg	None	0.564	0.00266	0
Migr.backg	Italian	0.515	0.00965	0
Migr.backg	Turkish	0.41	0.00948	0
Migr.backg	Kosovar	0.385	0.00984	0
Migr.backg	Nigerian	0.307	0.00911	1.17e-248
Place	Big city	0.507	0.00463	0
Place	Suburbs	0.498	0.00456	0
Place	Countryside	0.495	0.00459	0
Age	29 years	0.494	0.0046	0
Age	46 years	0.514	0.00469	0
Age	62 years	0.492	0.00474	0

Note: Respondents with missing values on choice outcome were excluded, resulting in 2382 respondents and estimation based on the evaluation of 23820 profiles (five pair-wise comparisons per respondent).

E. Attribute importance

To compare the importance of conjoint attribute with different numbers of levels (ranging from two to six in this study), some transformations are necessary: Attributes with fewer levels have a smaller range due to the higher probability of co-occurrence of the same level (as explained by Leeper, Hobolt, and Tilley 2020: 210). For example, the AMCE of an attribute with two levels can only range from -0.5 to 0.5, compared to the range $(-0.8, 0.8)$ for an attribute with five levels. The bounds are generally determined by $\pm(1 - \frac{1}{l})$, where l is the number of levels.

I thus applied two transformations: First, I rescaled the AMCEs to the range $(-1, 1)$ (see Table E1). Second, to aggregate the influence of each attribute, I computed the share that each attribute contributes to the overall range in AMCEs. This is done by taking the maximum range between levels of one attribute (i.e., the AMCE for lawyers minus the AMCE for waiters) and dividing this number by the sum of all maximum attribute ranges. This procedure is slightly adapted from Orme (2019: 79–80), who calculates attribute importance based on the measure of part-worth utility, a common estimate of interest in marketing applications of conjoints. The resulting importance scores (Table E2) sum up to 100 percent.

Table E1: Choice-based outcome, rescaled AMCEs

Attribute	Level	# Levels	Bounds	AMCE	rescaled AMCE
Occupation	Waiter	6	-0.83;0.83	0	0
Occupation	Gardener	6	-0.83;0.83	0.0569	0.0683
Occupation	Electrician	6	-0.83;0.83	0.112	0.135
Occupation	Primary school teacher	6	-0.83;0.83	0.232	0.278
Occupation	Engineer	6	-0.83;0.83	0.292	0.351
Occupation	Lawyer	6	-0.83;0.83	0.344	0.412
Education	High school degree	3	-0.67;0.67	0	0
Education	Vocational degree	3	-0.67;0.67	0.0757	0.114
Education	University degree	3	-0.67;0.67	0.118	0.177
Income	Low income	3	-0.67;0.67	0	0
Income	Medium income	3	-0.67;0.67	0.133	0.199
Income	High income	3	-0.67;0.67	0.198	0.297
Gender	Male	2	-0.5;0.5	0	0
Gender	Female	2	-0.5;0.5	-0.0527	-0.105
Sexuality	Heterosexual	2	-0.5;0.5	0	0
Sexuality	Homosexual	2	-0.5;0.5	-0.0585	-0.117
Migration.background	None	5	-0.8;0.8	0	0
Migration.background	Italian	5	-0.8;0.8	-0.0479	-0.0598
Migration.background	Turkish	5	-0.8;0.8	-0.159	-0.199
Migration.background	Kosovar	5	-0.8;0.8	-0.18	-0.225
Migration.background	Nigerian	5	-0.8;0.8	-0.248	-0.31
Place.of.residence	Big city	3	-0.67;0.67	0	0
Place.of.residence	Suburbs	3	-0.67;0.67	-0.00832	-0.0125
Place.of.residence	Countryside	3	-0.67;0.67	-0.0136	-0.0204
Age	29 years	3	-0.67;0.67	0	0
Age	46 years	3	-0.67;0.67	0.0163	0.0244
Age	62 years	3	-0.67;0.67	-0.00407	-0.0061

Note: In the last column, AMCEs are rescaled with bounds of $(-1, 1)$. The column *Bounds* displays the bounds for unscaled AMCEs. N: evaluation of 23820 profiles.

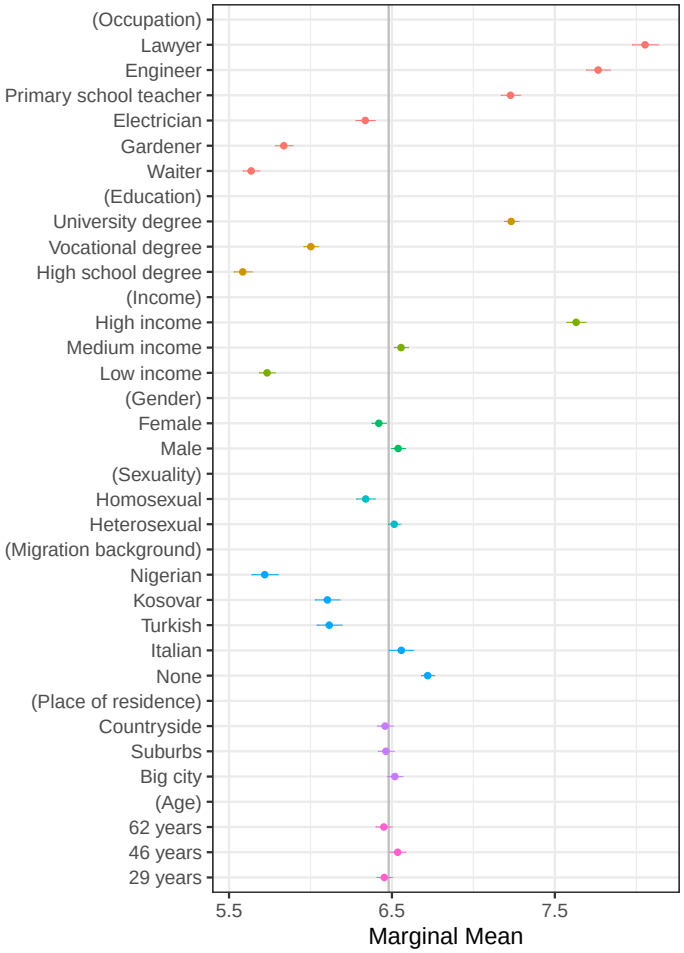
Table E2: Choice-based outcome, importance of attributes

Attribute	Dimension	AMCE range	Sum of ranges	Importance in %
Occupation	economic	0.412	1.469	28.068
Migr.backg	cultural	0.310	1.469	21.090
Income	economic	0.297	1.469	20.203
Education	economic	0.177	1.469	12.035
Sexuality	cultural	0.117	1.469	7.962
Gender	cultural	0.105	1.469	7.174
Age	neither	0.030	1.469	2.076
Place	cultural	0.020	1.469	1.391

Note: The calculation of importance scores, explained in the main text, is based on rescaled AMCEs to adjust for diverging lower and upper bounds (see Table E1).

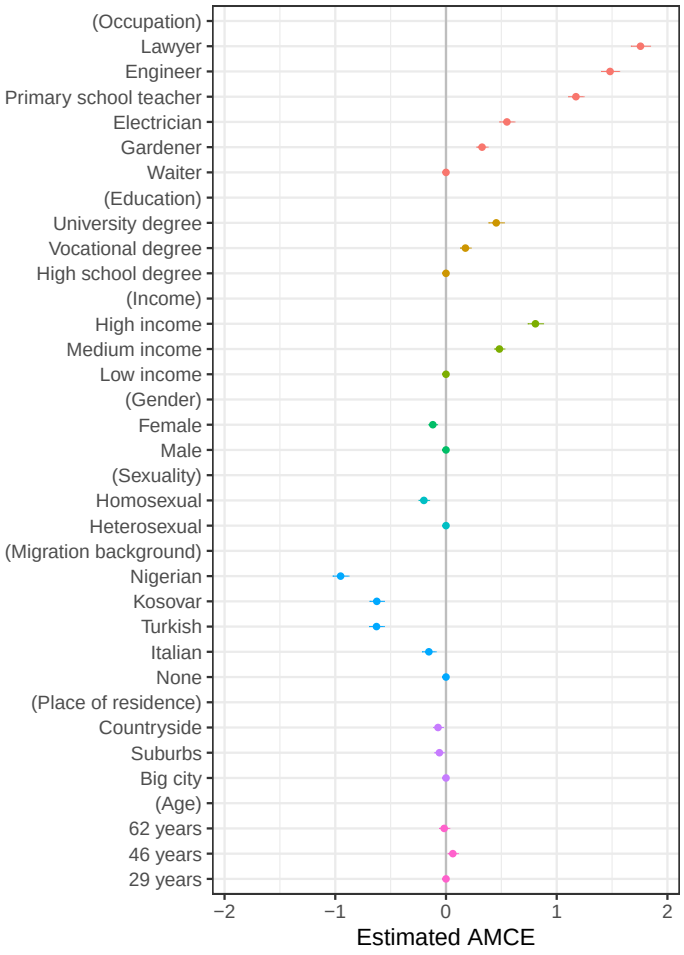
F. Rating outcome results

Figure F1: Rating outcome: Marginal Means



Note: Results of the rating-based outcome of the conjoint: Both profiles in a task were rated from 1, low status, to 10, high status. The darker gray line is the overall mean status position (6.47). Standard errors were clustered to level of respondents and bars display 95% confidence intervals. See Table F2.

Figure F2: Rating outcome: Average Marginal Component Effects



Note: Results of the rating-based outcome of the conjoint: Both profiles in a task were rated from 1, low status, to 10, high status. Standard errors were clustered to level of respondents and bars display 95% confidence intervals. See Table F1.

Table F1: Rating outcome, AMCEs

Attribute	Level	AMCE	Std. Error	p
Occupation	Waiter	0	NA	NA
Occupation	Gardener	0.326	0.0302	4.72e-27
Occupation	Electrician	0.55	0.0411	6.33e-41
Occupation	Primary school teacher	1.17	0.0418	8.86e-174
Occupation	Engineer	1.48	0.0497	4.63e-195
Occupation	Lawyer	1.76	0.0525	1.66e-245
Education	High school degree	0	NA	NA
Education	Vocational degree	0.175	0.0289	1.39e-09
Education	University degree	0.454	0.0419	2.6e-27
Income	Low income	0	NA	NA
Income	Medium income	0.482	0.0229	7.61e-99
Income	High income	0.808	0.0352	1.07e-116
Gender	Male	0	NA	NA
Gender	Female	-0.119	0.0195	1.13e-09
Sexuality	Heterosexual	0	NA	NA
Sexuality	Homosexual	-0.2	0.024	8.06e-17
Migr.backg	None	0	NA	NA
Migr.backg	Italian	-0.155	0.0311	6.58e-07
Migr.backg	Turkish	-0.628	0.0339	1.13e-76
Migr.backg	Kosovar	-0.625	0.0329	2.02e-80
Migr.backg	Nigerian	-0.952	0.0362	3.47e-152
Place	Big city	0	NA	NA
Place	Suburbs	-0.0594	0.0228	0.0093
Place	Countryside	-0.072	0.0228	0.00159
Age	29 years	0	NA	NA
Age	46 years	0.0616	0.0234	0.00832
Age	62 years	-0.0165	0.0236	0.485

Note: Respondents with missing values on rating outcome were excluded, resulting in 2436 respondents and estimation based on the evaluation of 24360 profiles (five pair-wise comparisons per respondent). No standard errors and p-values reported for reference categories, as these are fixed at zero for AMCEs.

Table F2: Rating outcome, marginal means

Attribute	Level	Marginal mean	Std. error	p
Occupation	Waiter	5.64	0.026	0
Occupation	Gardener	5.84	0.0276	0
Occupation	Electrician	6.34	0.0299	0
Occupation	Primary school teacher	7.23	0.0303	0
Occupation	Engineer	7.77	0.0379	0
Occupation	Lawyer	8.05	0.0411	0
Education	High school degree	5.58	0.0282	0
Education	Vocational degree	6	0.0231	0
Education	University degree	7.23	0.0227	0
Income	Low income	5.73	0.0247	0
Income	Medium income	6.56	0.0217	0
Income	High income	7.63	0.0298	0
Gender	Male	6.54	0.0214	0
Gender	Female	6.42	0.0221	0
Sexuality	Heterosexual	6.51	0.0193	0
Sexuality	Homosexual	6.34	0.0296	0
Migr.backg	None	6.72	0.0208	0
Migr.backg	Italian	6.56	0.0378	0
Migr.backg	Turkish	6.11	0.0389	0
Migr.backg	Kosovar	6.1	0.0385	0
Migr.backg	Nigerian	5.72	0.0411	0
Place	Big city	6.52	0.024	0
Place	Suburbs	6.46	0.0245	0
Place	Countryside	6.46	0.0246	0
Age	29 years	6.45	0.0239	0
Age	46 years	6.54	0.0249	0
Age	62 years	6.45	0.0254	0

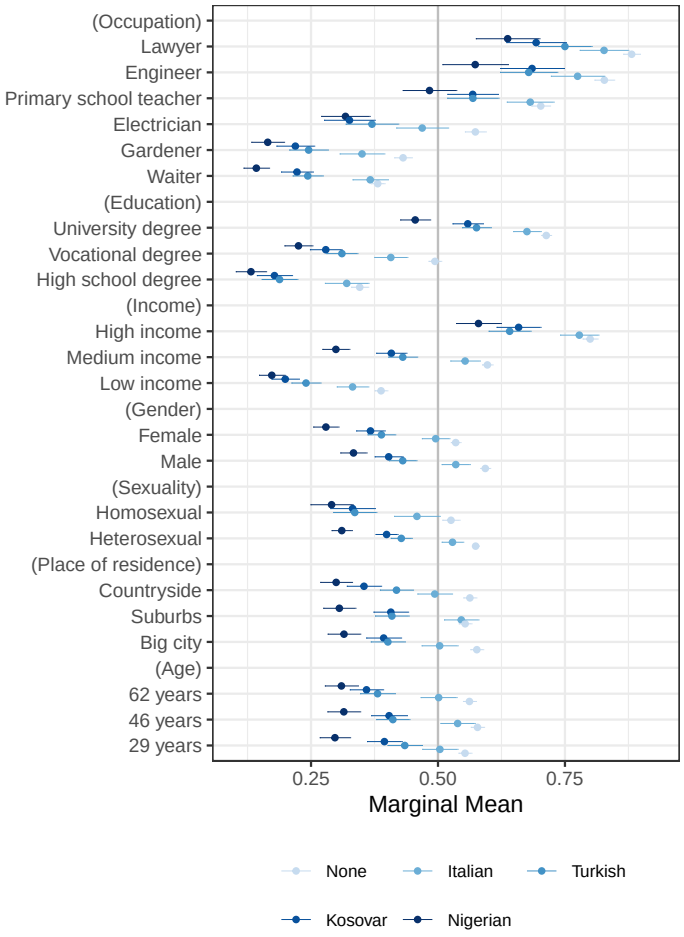
Note: Respondents with missing values on rating outcome were excluded, resulting in 2436 respondents and estimation based on the evaluation of 24360 profiles (five pair-wise comparisons per respondent).

G. Interaction effects - cultural profile attributes

The conjoint experiment was designed to isolate types of (dis)advantage to find their respective additive impact on social status. Although not the main focus of this study, it is worth asking whether considering intersecting axes of inequality (Cole 2009) yields diverging results. This has implications for the perceived importance of cultural disadvantage *across* economic attributes. Crucially, since the migration background turned out to be so important, does the disadvantage of a migration background hold even across high levels of economic status? Figure G1 displays the interaction effects for each attribute and the profile migration background. It shows that the racial hierarchy persists for people with both high and low status on other dimensions, both economic and cultural. For example, lawyers with a Nigerian migration background are perceived to stand much lower in the social status hierarchy than lawyers without a migration background.

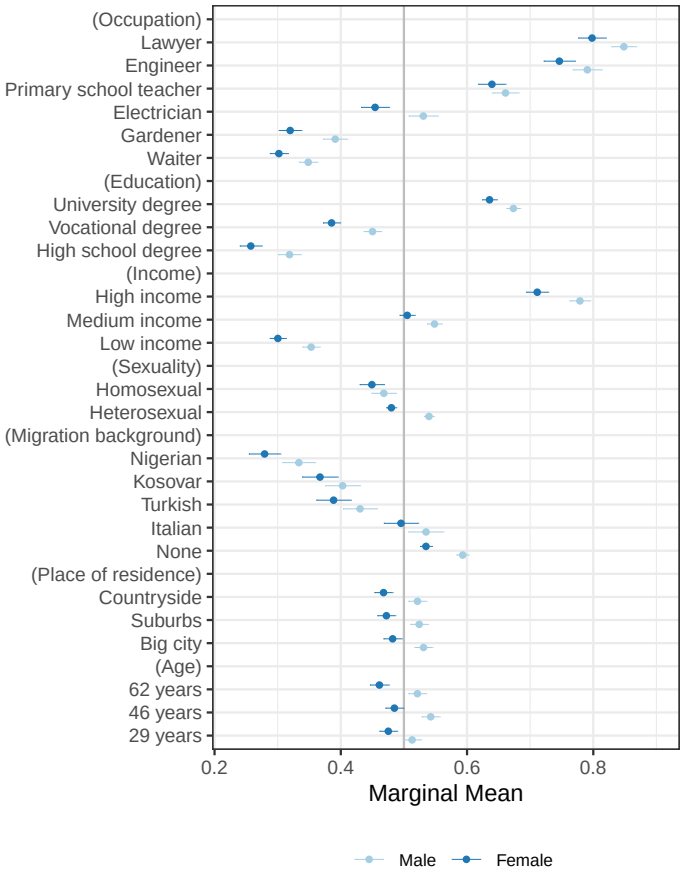
Overall, the interaction results indicate that respondents perceive additive layers of (dis)advantage for all cultural attributes. They support the notion that cultural disadvantage is strong and on par with economic disadvantage, as the former does not disappear once a person has reached a certain level of socioeconomic status. Some multiplicative combinations exist: Men in the female-coded occupation of primary teachers receive a smaller status advantage than men in other occupations (Figure G2). The status difference between gay and straight men is larger than between lesbian and straight women (Figure G3). Finally, homosexual people are perceived to experience discrimination in the countryside and suburbs, but less so in big cities (Figure G4). However, these are divergences in levels, not in the direction of effects.

Figure G1: Interaction effects of profile migration background with all other profile attributes



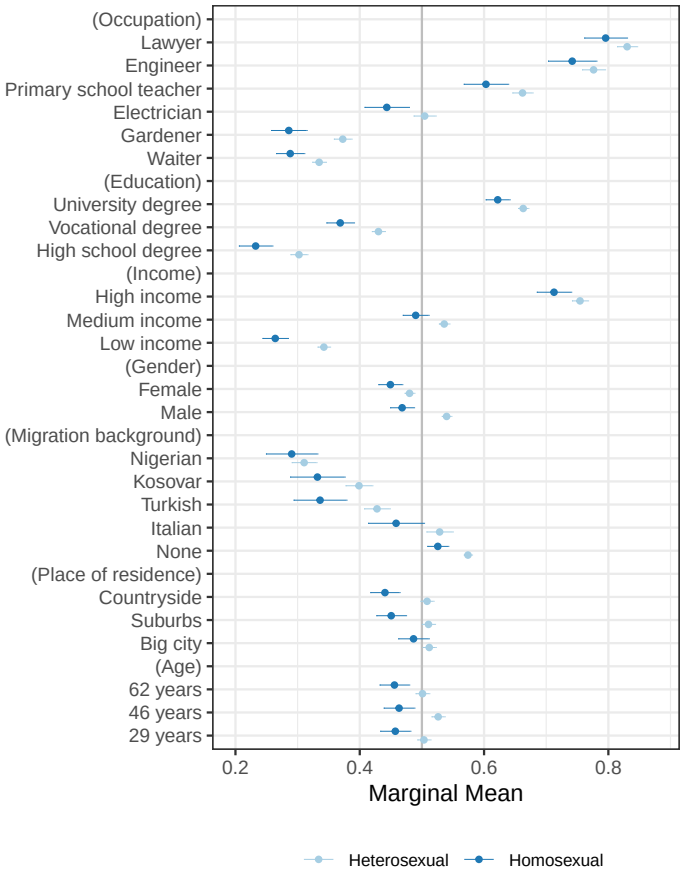
Note: Results of the choice-based outcome of the conjoint. Standard errors were clustered to level of respondents and bars display 95% confidence intervals. See Table G1 in appendix.

Figure G2: Interaction effects by profile gender



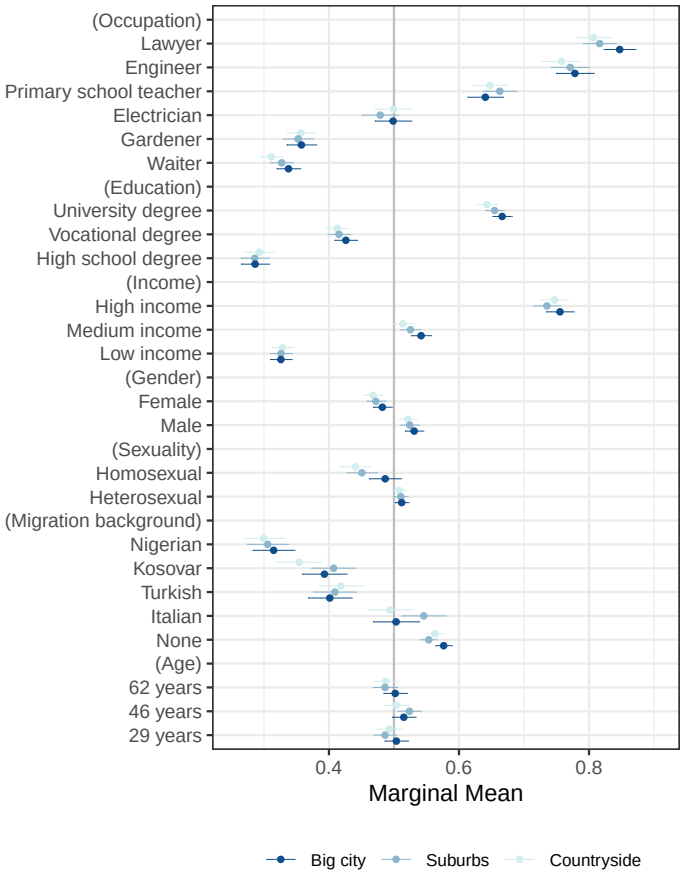
Note: Results of the choice-based outcome of the conjoint. Standard errors were clustered to level of respondents and bars display 95% confidence intervals.

Figure G3: Interaction effects by profile sexual orientation



Note: Results of the choice-based outcome of the conjoint. Standard errors were clustered to level of respondents and bars display 95% confidence intervals.

Figure G4: Interaction effects by profile place of residence



Note: Results of the choice-based outcome of the conjoint. Standard errors were clustered to level of respondents and bars display 95% confidence intervals.

Table G1: Interaction effects of profile migration background (PMB) with all other attributes, marginal means (MM)

By PMB	Attribute	Level	MM	Std. error	p
None	Occupation	Waiter	0.381	0.00689	0
None	Occupation	Gardener	0.431	0.00882	0
None	Occupation	Electrician	0.574	0.0105	0
None	Occupation	Primary school teacher	0.702	0.00937	0
None	Occupation	Engineer	0.828	0.00987	0
None	Occupation	Lawyer	0.881	0.00839	0
None	Education	High school degree	0.346	0.00855	0
None	Education	Vocational degree	0.494	0.00633	0
None	Education	University degree	0.713	0.00487	0
None	Income	Low income	0.388	0.00635	0
None	Income	Medium income	0.597	0.00525	0
None	Income	High income	0.8	0.00747	0
None	Gender	Male	0.593	0.00491	0
None	Gender	Female	0.535	0.00484	0
None	Sexuality	Heterosexual	0.574	0.00338	0
None	Sexuality	Homosexual	0.526	0.0086	0
None	Place	Big city	0.576	0.00642	0
None	Place	Suburbs	0.554	0.00636	0
None	Place	Countryside	0.563	0.00647	0
None	Age	29 years	0.553	0.00646	0
None	Age	46 years	0.578	0.00664	0
None	Age	62 years	0.562	0.00651	0
Italian	Occupation	Waiter	0.367	0.0178	1.2e-94
Italian	Occupation	Gardener	0.35	0.0224	5.22e-55
Italian	Occupation	Electrician	0.469	0.0261	2.03e-72
Italian	Occupation	Primary school teacher	0.682	0.0235	1.59e-184
Italian	Occupation	Engineer	0.775	0.0268	1.49e-183
Italian	Occupation	Lawyer	0.827	0.0244	6.76e-252
Italian	Education	High school degree	0.32	0.0219	1.97e-48
Italian	Education	Vocational degree	0.407	0.0166	5.96e-133
Italian	Education	University degree	0.675	0.0138	0
Italian	Income	Low income	0.332	0.0158	1.99e-97
Italian	Income	Medium income	0.553	0.0148	1.03e-305
Italian	Income	High income	0.778	0.0192	0
Italian	Gender	Male	0.535	0.0141	0
Italian	Gender	Female	0.495	0.0138	1.05e-280
Italian	Sexuality	Heterosexual	0.529	0.0108	0
Italian	Sexuality	Homosexual	0.459	0.023	8.52e-89
Italian	Place	Big city	0.503	0.0181	1.73e-170
Italian	Place	Suburbs	0.546	0.0173	3.69e-219
Italian	Place	Countryside	0.494	0.0174	5.76e-177
Italian	Age	29 years	0.504	0.0177	1.3e-177
Italian	Age	46 years	0.539	0.0172	3.7e-215

Italian	Age	62 years	0.501	0.018	7.04e-170
Turkish	Occupation	Waiter	0.244	0.0151	2.14e-58
Turkish	Occupation	Gardener	0.245	0.0194	1.04e-36
Turkish	Occupation	Electrician	0.37	0.0264	1.27e-44
Turkish	Occupation	Primary school teacher	0.569	0.0257	3.39e-108
Turkish	Occupation	Engineer	0.679	0.0288	5.41e-123
Turkish	Occupation	Lawyer	0.75	0.0268	1.77e-172
Turkish	Education	High school degree	0.188	0.0179	8.19e-26
Turkish	Education	Vocational degree	0.311	0.0156	2.14e-88
Turkish	Education	University degree	0.576	0.0144	0
Turkish	Income	Low income	0.24	0.0146	7.49e-61
Turkish	Income	Medium income	0.431	0.0145	9.63e-194
Turkish	Income	High income	0.641	0.0211	1.99e-203
Turkish	Gender	Male	0.431	0.0138	2.05e-213
Turkish	Gender	Female	0.389	0.0139	3.91e-172
Turkish	Sexuality	Heterosexual	0.428	0.0106	0
Turkish	Sexuality	Homosexual	0.336	0.0217	3.99e-54
Turkish	Place	Big city	0.401	0.0171	2.66e-121
Turkish	Place	Suburbs	0.409	0.0169	7.93e-130
Turkish	Place	Countryside	0.418	0.0166	1.39e-139
Turkish	Age	29 years	0.435	0.0173	1.42e-139
Turkish	Age	46 years	0.411	0.0167	1.31e-133
Turkish	Age	62 years	0.381	0.0175	3.47e-105
Kosovar	Occupation	Waiter	0.222	0.016	4.56e-44
Kosovar	Occupation	Gardener	0.219	0.019	6.66e-31
Kosovar	Occupation	Electrician	0.326	0.0255	1.84e-37
Kosovar	Occupation	Primary school teacher	0.568	0.0254	9.36e-111
Kosovar	Occupation	Engineer	0.685	0.0321	6.56e-101
Kosovar	Occupation	Lawyer	0.693	0.0299	6.72e-119
Kosovar	Education	High school degree	0.178	0.0177	7.73e-24
Kosovar	Education	Vocational degree	0.279	0.0159	3.53e-69
Kosovar	Education	University degree	0.559	0.0153	2.08e-293
Kosovar	Income	Low income	0.199	0.0137	1.36e-47
Kosovar	Income	Medium income	0.408	0.0152	3.81e-159
Kosovar	Income	High income	0.659	0.0221	7.19e-196
Kosovar	Gender	Male	0.403	0.014	7.54e-182
Kosovar	Gender	Female	0.367	0.0144	3.36e-144
Kosovar	Sexuality	Heterosexual	0.399	0.011	5.68e-288
Kosovar	Sexuality	Homosexual	0.332	0.0224	1.12e-49
Kosovar	Place	Big city	0.393	0.0175	1.21e-111
Kosovar	Place	Suburbs	0.407	0.0174	1.65e-121
Kosovar	Place	Countryside	0.354	0.0172	5.14e-94
Kosovar	Age	29 years	0.394	0.0175	5.76e-113
Kosovar	Age	46 years	0.404	0.018	1.12e-111
Kosovar	Age	62 years	0.359	0.0167	2.41e-102
Nigerian	Occupation	Waiter	0.142	0.0128	1.15e-28
Nigerian	Occupation	Gardener	0.165	0.0164	1.3e-23

Nigerian	Occupation	Electrician	0.318	0.0243	5.2e-39
Nigerian	Occupation	Primary school teacher	0.483	0.0269	2.76e-72
Nigerian	Occupation	Engineer	0.573	0.0329	5.19e-68
Nigerian	Occupation	Lawyer	0.637	0.032	1.96e-88
Nigerian	Education	High school degree	0.132	0.0152	4.91e-18
Nigerian	Education	Vocational degree	0.225	0.014	4.72e-58
Nigerian	Education	University degree	0.455	0.015	1.92e-201
Nigerian	Income	Low income	0.173	0.0129	3.56e-41
Nigerian	Income	Medium income	0.299	0.0135	3.78e-108
Nigerian	Income	High income	0.58	0.0226	1.19e-145
Nigerian	Gender	Male	0.334	0.0132	1.48e-141
Nigerian	Gender	Female	0.279	0.0127	2e-107
Nigerian	Sexuality	Heterosexual	0.311	0.0102	3.64e-205
Nigerian	Sexuality	Homosexual	0.29	0.0211	4.81e-43
Nigerian	Place	Big city	0.315	0.0164	1.22e-82
Nigerian	Place	Suburbs	0.306	0.0161	4.61e-80
Nigerian	Place	Countryside	0.299	0.016	1.16e-78
Nigerian	Age	29 years	0.297	0.0152	1.41e-84
Nigerian	Age	46 years	0.315	0.0164	1.17e-81
Nigerian	Age	62 years	0.31	0.0166	1.19e-77

Note: Respondents with missing values on choice outcome were excluded, resulting in 2382 respondents and estimation based on the evaluation of 23820 profiles (five pair-wise comparisons per respondent).

H. Subgroup analyses

Table H1 shows the results of the analysis of deviance to analyze the consensus on all conjoint profile attribute effects between different subgroups. There are no significant subgroup differences based on SSS, income, migration background, sexual orientation, urban/rural place of residence, social dominance orientation (SDO), or left/right self-positioning. That means that these respondent groups, even ideologically defined ones, share a status hierarchy consensus. Furthermore, this finding of no significant difference holds when splitting the sample into three groups of low, medium, and high SSS. When comparing groups based on high or low past/future SSS (again, split below vs. equal to or above the respective median), there are also no significant subgroup differences.

The left plot of Figure H1 displays the results from the conjoint experiment (marginal means) by SSS group. It shows that the pattern is remarkably similar across levels of respondent SSS. From the right plot, which visualizes the difference between marginal means for the low and high status group for each attribute, it becomes clear that there is only a significant difference for one attribute level, the Kosovar migration background. This profile characteristic is placed substantially lower in the status hierarchy by people with high SSS, whereas the other migration backgrounds are not evaluated differently. Migration from Kosovo to Switzerland was driven by different factors over time, from labor migration starting in the 1960s to family reunification and then to refugee migration in the 1990s. This might lead to differing perceptions of the Swiss-Kosovar community, of which many members only gained citizenship in the 2000s and 2010s.

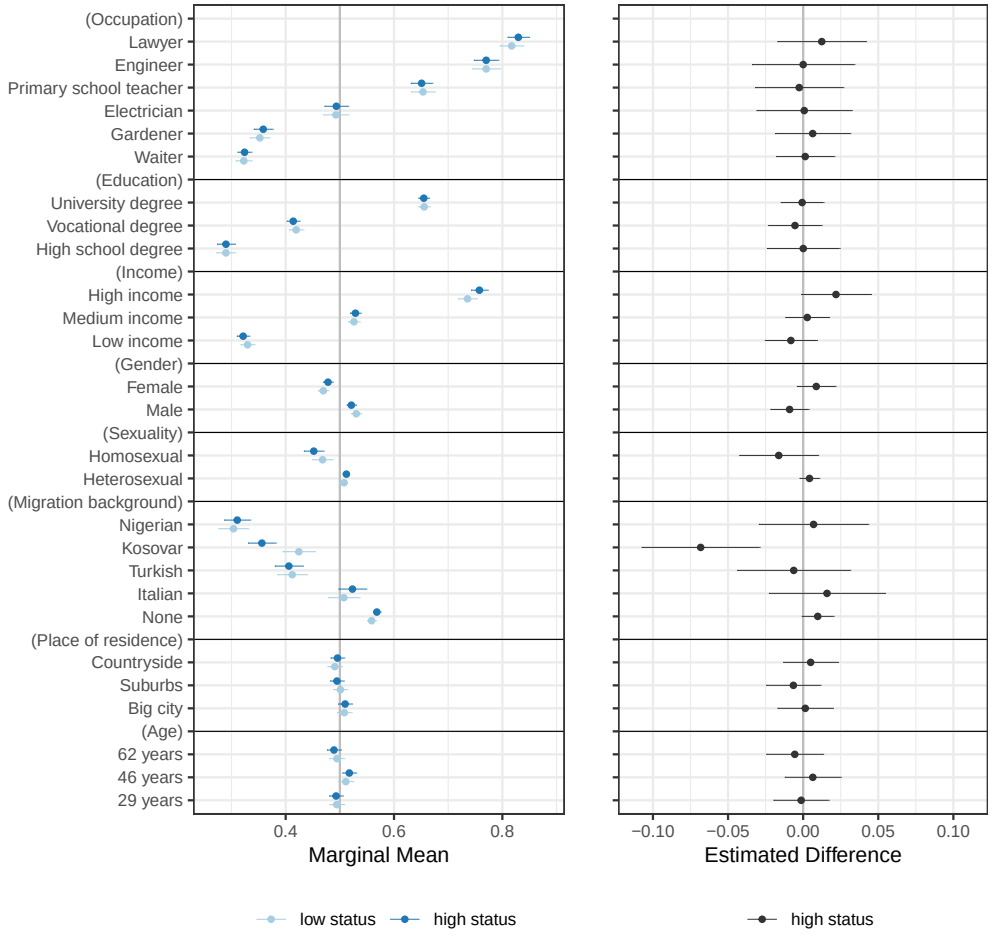
Some subgroup differences in the perception of a status hierarchy exist for different age and educational groups, as well as based on gender, as shown by the analysis of deviance and discussed in the main text. Next to a slightly differing perception of gender and racial hierarchies, men and women also differ slightly in their placement based on the income of profiles, with income having a weaker effect for women than for men (Figure H3). For age and educational groups, the differences are not substantial (displayed in Figures H5 and H6).

Table H1: Analysis of deviance: Test for subgroup heterogeneity based on respondent characteristics (economic and cultural sources)

	Resid. Df	Resid. Dev	Df	Deviance	F	Pr(>F)
Age						
1	23799	4775				
2	23757	4763	42	11.7	1.39	0.0488
Education						
1	23789	4772				
2	23747	4758	42	13.6	1.62	0.0068
Gender						
1	23739	4762				
2	23718	4754	21	8.1	1.93	0.0066
Income						
1	21289	4265				
2	21247	4256	42	9.0	1.07	0.3500
Left/right self-positioning						
1	22959	4585				
2	22938	4580	21	5.4	1.29	0.1677
Migration background						
1	23759	4767				
2	23738	4763	21	3.4	0.80	0.7178
Sexual orientation						
1	23259	4658				
2	23238	4654	21	3.8	0.89	0.5999
Social dominance orientation						
1	23279	4658				
2	23258	4654	21	4.6	1.09	0.3466
Subjective social status						
1	23239	4653				
2	23218	4649	21	4.2	1.00	0.4539
Urban/rural residence						
1	23539	4717				
2	23518	4713	21	4.2	1.01	0.4505

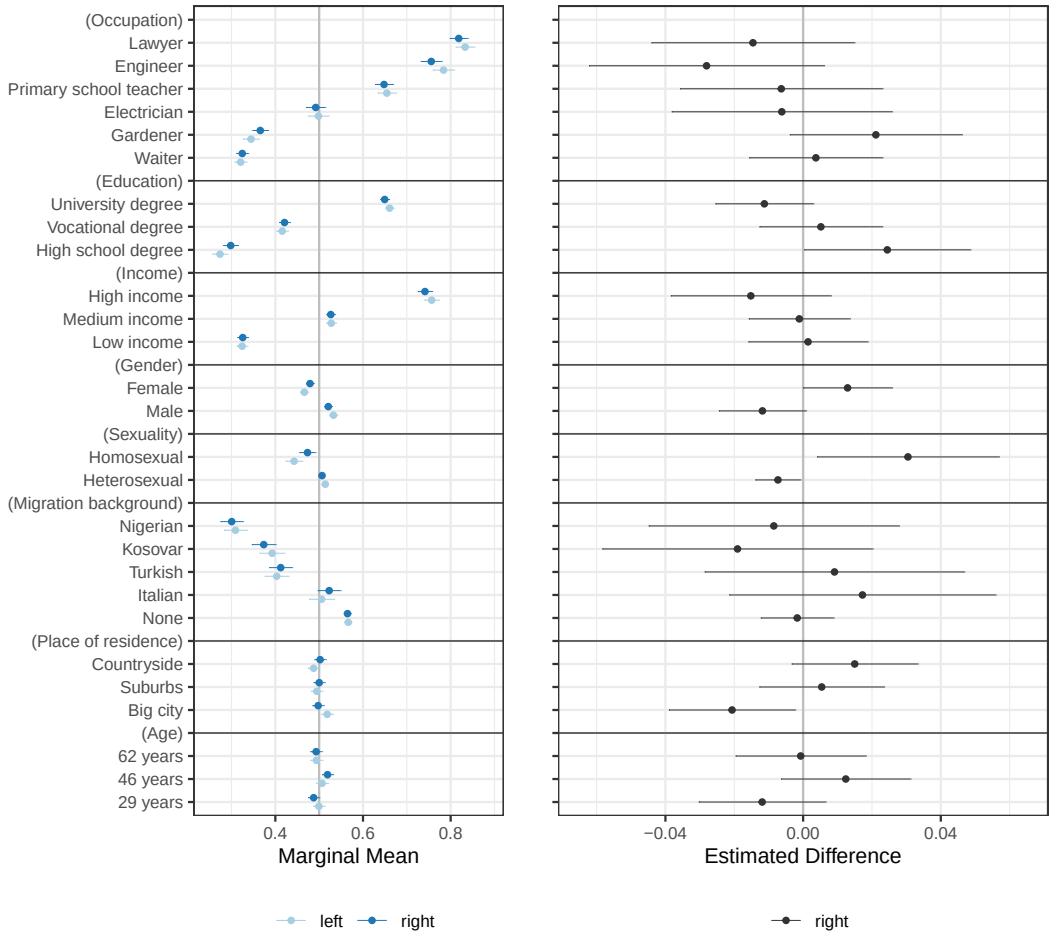
Note: Model 2 for each characteristic includes all interactions between categories of the characteristic with attribute effects, then compares them to the reduced additive model 1 that contains all attribute effects, via an F-test.

Figure H1: Subgroup heterogeneity by respondent subjective social status



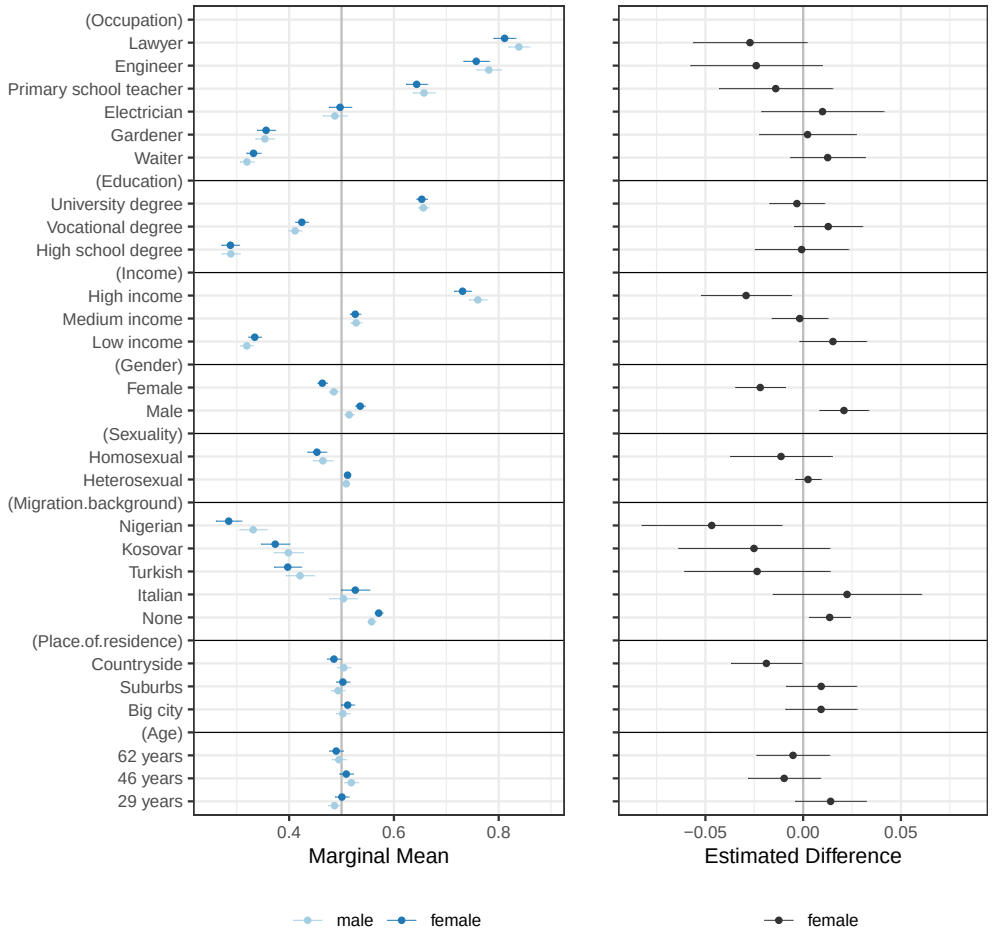
Note: Results of the choice-based outcome of the conjoint: Left plot shows marginal means by respondent SSS, right plot shows difference between the two groups. SSS was surveyed on a scale from 1 to 10, those with status below the median (7) are low status, while those with values of 7 or above are high status. Standard errors were clustered to level of respondents and bars display 95% confidence intervals.

Figure H2: Subgroup heterogeneity by respondent left/right self-placement



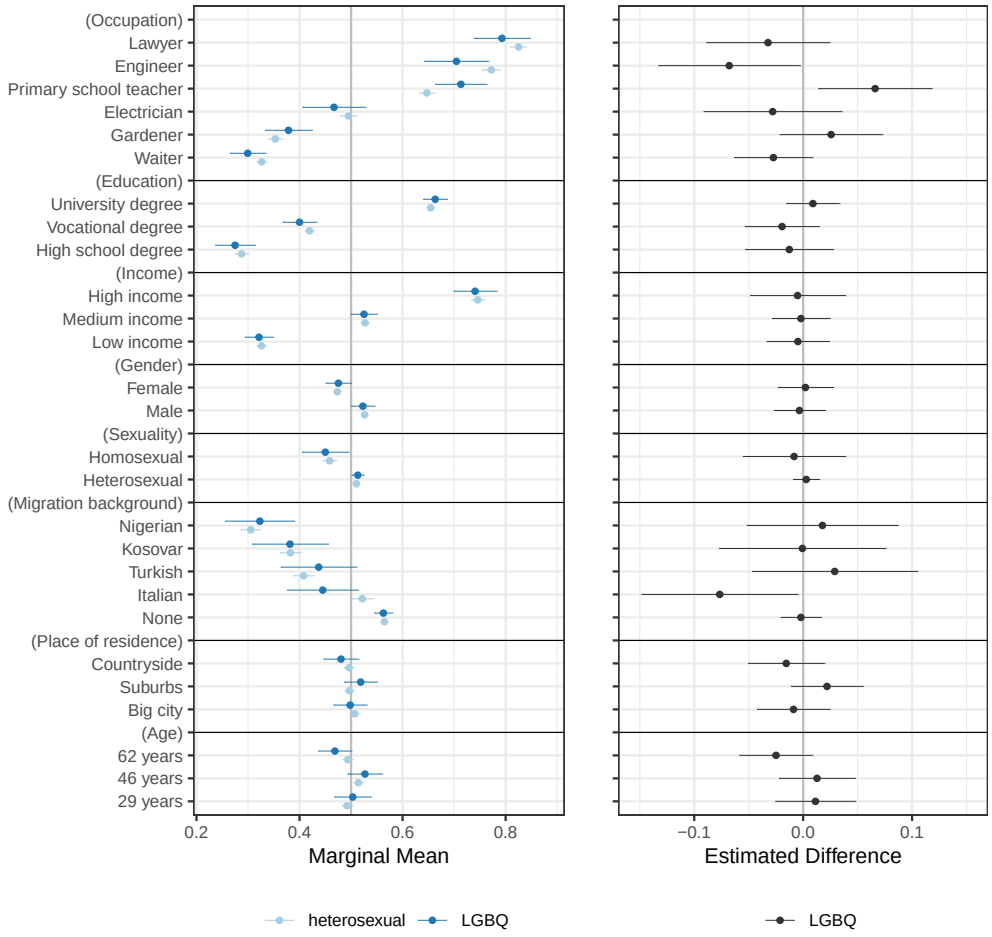
Note: Results of the choice-based outcome of the conjoint: Left plot shows marginal means by respondent left/right ideological self-placement, right plot shows difference between the two groups. Left/right self-placement was surveyed on a scale from 0 (left) to 10 (right). The left group comprises all respondents with a value below the median (5), the right group ranges from 5 to 10. Standard errors were clustered to level of respondents and bars display 95% confidence intervals.

Figure H3: Subgroup heterogeneity by respondent gender



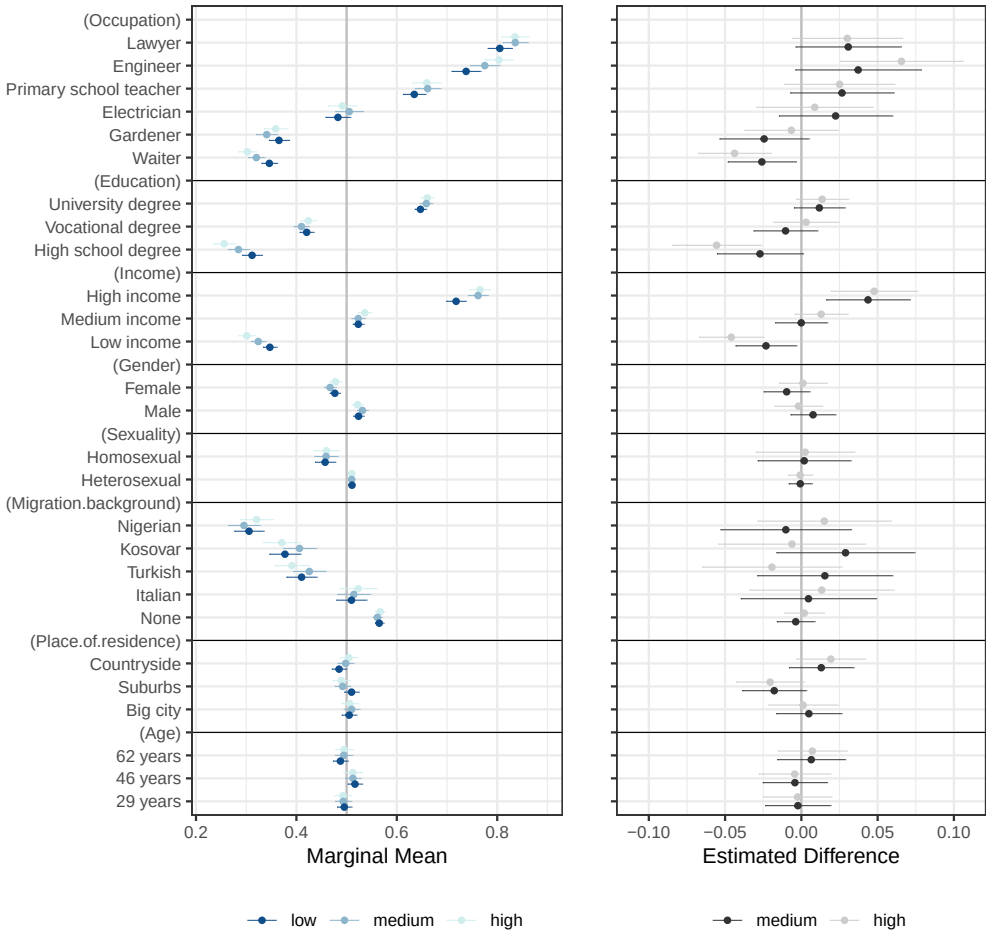
Note: Results of the choice-based outcome of the conjoint: Left plot shows marginal means by respondent gender, right plot shows difference between the two. Standard errors were clustered to level of respondents and bars display 95% confidence intervals.

Figure H4: Subgroup heterogeneity by respondent sexual orientation



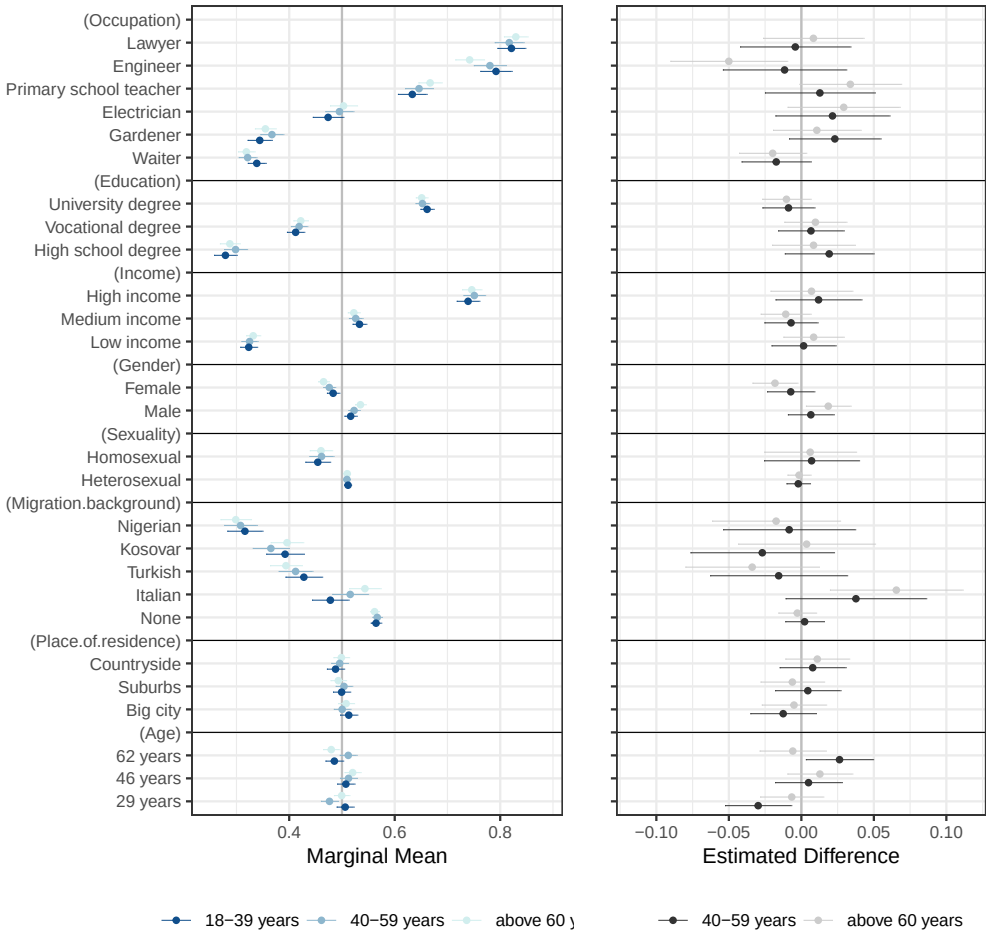
Note: Results of the choice-based outcome of the conjoint: Left plot shows marginal means by respondent sexuality, right plot shows difference between the two. Standard errors were clustered to level of respondents and bars display 95% confidence intervals.

Figure H5: Subgroup heterogeneity by respondent education level



Note: Results of the choice-based outcome of the conjoint: Left plot shows marginal means by respondents' educational level, right plot shows difference between medium/high and low education. Standard errors were clustered to level of respondents and bars display 95% confidence intervals.

Figure H6: Subgroup heterogeneity by respondent age group



Note: Results of the choice-based outcome of the conjoint: Left plot shows marginal means by respondent age group, right plot shows difference between middle-aged/older and younger respondents. Standard errors were clustered to level of respondents and bars display 95% confidence intervals.

Table H2: Subgroup marginal means (MM) and difference in MM by respondent migration background (RMB)

By RMB	Attribute	Level	MM	MM diff.	Std. error diff.
no MB	Occupation	Waiter	0.326	-0.00183	0.0113
with MB	Occupation	Waiter	0.324	-0.00183	0.0113
no MB	Occupation	Gardener	0.348	0.0312	0.0144
with MB	Occupation	Gardener	0.379	0.0312	0.0144
no MB	Occupation	Electrician	0.497	-0.0224	0.018
with MB	Occupation	Electrician	0.475	-0.0224	0.018
no MB	Occupation	Primary school teacher	0.653	-0.0104	0.0178
with MB	Occupation	Primary school teacher	0.642	-0.0104	0.0178
no MB	Occupation	Engineer	0.767	0.00955	0.0196
with MB	Occupation	Engineer	0.776	0.00955	0.0196
no MB	Occupation	Lawyer	0.824	-0.00168	0.0173
with MB	Occupation	Lawyer	0.822	-0.00168	0.0173
no MB	Education	High school degree	0.282	0.0241	0.014
with MB	Education	High school degree	0.306	0.0241	0.014
no MB	Education	Vocational degree	0.419	-0.00242	0.0105
with MB	Education	Vocational degree	0.416	-0.00242	0.0105
no MB	Education	University degree	0.654	0.00254	0.00844
with MB	Education	University degree	0.657	0.00254	0.00844
no MB	Income	Low income	0.325	0.00828	0.0101
with MB	Income	Low income	0.333	0.00828	0.0101
no MB	Income	Medium income	0.526	0.00421	0.00853
with MB	Income	Medium income	0.53	0.00421	0.00853
no MB	Income	High income	0.748	-0.0111	0.0138
with MB	Income	High income	0.737	-0.0111	0.0138
no MB	Gender	Male	0.526	-0.00145	0.00748
with MB	Gender	Male	0.525	-0.00145	0.00748
no MB	Gender	Female	0.474	0.00105	0.00768
with MB	Gender	Female	0.475	0.00105	0.00768
no MB	Sexuality	Heterosexual	0.51	-0.000898	0.00375
with MB	Sexuality	Heterosexual	0.51	-0.000898	0.00375
no MB	Sexuality	Homosexual	0.458	0.0031	0.0151
with MB	Sexuality	Homosexual	0.461	0.0031	0.0151
no MB	Migr.backg	None	0.566	-0.00691	0.00627
with MB	Migr.backg	None	0.559	-0.00691	0.00627
no MB	Migr.backg	Italian	0.508	0.0282	0.0225
with MB	Migr.backg	Italian	0.536	0.0282	0.0225
no MB	Migr.backg	Turkish	0.413	-0.014	0.022
with MB	Migr.backg	Turkish	0.399	-0.014	0.022
no MB	Migr.backg	Kosovar	0.381	0.0161	0.0229
with MB	Migr.backg	Kosovar	0.397	0.0161	0.0229
no MB	Migr.backg	Nigerian	0.305	0.00749	0.0216
with MB	Migr.backg	Nigerian	0.312	0.00749	0.0216
no MB	Place	Big city	0.507	-0.00151	0.0107
with MB	Place	Big city	0.506	-0.00151	0.0107
no MB	Place	Suburbs	0.497	0.0066	0.0106
with MB	Place	Suburbs	0.503	0.0066	0.0106
no MB	Place	Countryside	0.496	-0.00448	0.0105
with MB	Place	Countryside	0.491	-0.00448	0.0105
no MB	Age	29 years	0.495	-0.00461	0.0104
with MB	Age	29 years	0.49	-0.00461	0.0104
no MB	Age	46 years	0.515	-0.00225	0.0111
with MB	Age	46 years	0.512	-0.00225	0.0111
no MB	Age	62 years	0.49	0.00752	0.0117

with MB	Age	62 years	0.498	0.00752	0.0117

Note: Respondents with missing values on choice outcome were excluded, resulting in 2382 respondents and estimation based on the evaluation of 23820 profiles (five pair-wise comparisons per respondent).

Table H3: Subgroup marginal means (MM) and difference in MM by respondent place of residence (RP)

By RP	Attribute	Level	MM	MM diff.	Std. error diff.
rural	Occupation	Waiter	0.329	-0.00642	0.0104
urban	Occupation	Waiter	0.323	-0.00642	0.0104
rural	Occupation	Gardener	0.365	-0.0151	0.0131
urban	Occupation	Gardener	0.35	-0.0151	0.0131
rural	Occupation	Electrician	0.495	-0.00343	0.0169
urban	Occupation	Electrician	0.491	-0.00343	0.0169
rural	Occupation	Primary school teacher	0.632	0.0303	0.0155
urban	Occupation	Primary school teacher	0.662	0.0303	0.0155
rural	Occupation	Engineer	0.76	0.0145	0.0185
urban	Occupation	Engineer	0.774	0.0145	0.0185
rural	Occupation	Lawyer	0.823	0.00206	0.0159
urban	Occupation	Lawyer	0.825	0.00206	0.0159
rural	Education	High school degree	0.298	-0.0162	0.0129
urban	Education	High school degree	0.282	-0.0162	0.0129
rural	Education	Vocational degree	0.426	-0.0122	0.00953
urban	Education	Vocational degree	0.414	-0.0122	0.00953
rural	Education	University degree	0.644	0.0177	0.00754
urban	Education	University degree	0.662	0.0177	0.00754
rural	Income	Low income	0.328	-0.00247	0.00912
urban	Income	Low income	0.326	-0.00247	0.00912
rural	Income	Medium income	0.53	-0.00551	0.00782
urban	Income	Medium income	0.525	-0.00551	0.00782
rural	Income	High income	0.747	-0.001	0.0123
urban	Income	High income	0.746	-0.001	0.0123
rural	Gender	Male	0.526	-0.000138	0.00669
urban	Gender	Male	0.525	-0.000138	0.00669
rural	Gender	Female	0.474	4.31e-05	0.00681
urban	Gender	Female	0.474	4.31e-05	0.00681
rural	Sexuality	Heterosexual	0.509	0.0017	0.0035
urban	Sexuality	Heterosexual	0.511	0.0017	0.0035
rural	Sexuality	Homosexual	0.464	-0.00819	0.0139
urban	Sexuality	Homosexual	0.456	-0.00819	0.0139
rural	Migr.backg	None	0.567	-0.00383	0.0056
urban	Migr.backg	None	0.563	-0.00383	0.0056
rural	Migr.backg	Italian	0.513	0.00167	0.0202
urban	Migr.backg	Italian	0.514	0.00167	0.0202
rural	Migr.backg	Turkish	0.417	-0.0115	0.02
urban	Migr.backg	Turkish	0.405	-0.0115	0.02
rural	Migr.backg	Kosovar	0.373	0.0185	0.021
urban	Migr.backg	Kosovar	0.392	0.0185	0.021
rural	Migr.backg	Nigerian	0.298	0.0145	0.0191
urban	Migr.backg	Nigerian	0.313	0.0145	0.0191
rural	Place	Big city	0.501	0.00858	0.00975
urban	Place	Big city	0.51	0.00858	0.00975
rural	Place	Suburbs	0.495	0.00462	0.00962
urban	Place	Suburbs	0.5	0.00462	0.00962
rural	Place	Countryside	0.503	-0.0132	0.00964
urban	Place	Countryside	0.49	-0.0132	0.00964

rural	Age	29 years	0.489	0.00713	0.00983
urban	Age	29 years	0.496	0.00713	0.00983
rural	Age	46 years	0.526	-0.0166	0.00985
urban	Age	46 years	0.509	-0.0166	0.00985
rural	Age	62 years	0.485	0.00947	0.00986
urban	Age	62 years	0.495	0.00947	0.00986

Note: Respondents with missing values on choice outcome were excluded, resulting in 2382 respondents and estimation based on the evaluation of 23820 profiles (five pair-wise comparisons per respondent).

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