**Appendix A – Additional Models**

For all of Canada combined, 25.5% of survey respondents rated no candidates, and when restricted to voters only, this goes down to 18.6% (Table A1).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Table A1: Number of candidates rated, by respondent type** | | | | |
|  | Outside Quebec | | Inside Quebec | |
| Candidates rated | All respondents | Voters only | All respondents | Voters only |
| 0 | 26.9% | 18.2% | 21.6% | 15% |
| 1 | 14.3% | 13.9% | 11.3% | 11.5% |
| 2 | 10.8% | 11.3% | 8.5% | 9.4% |
| 3 | 11.6% | 12.3% | 8.4% | 9% |
| 4 | 36.3% | 35.4% | 15.2% | 17.3% |
| 5 | NA | NA | 35.1% | 37.9% |

For all of Canada combined, 21.7% of voters not supplied with party labels rated no candidates, while for those with party labels, this goes down to 15.5% (Table A2).

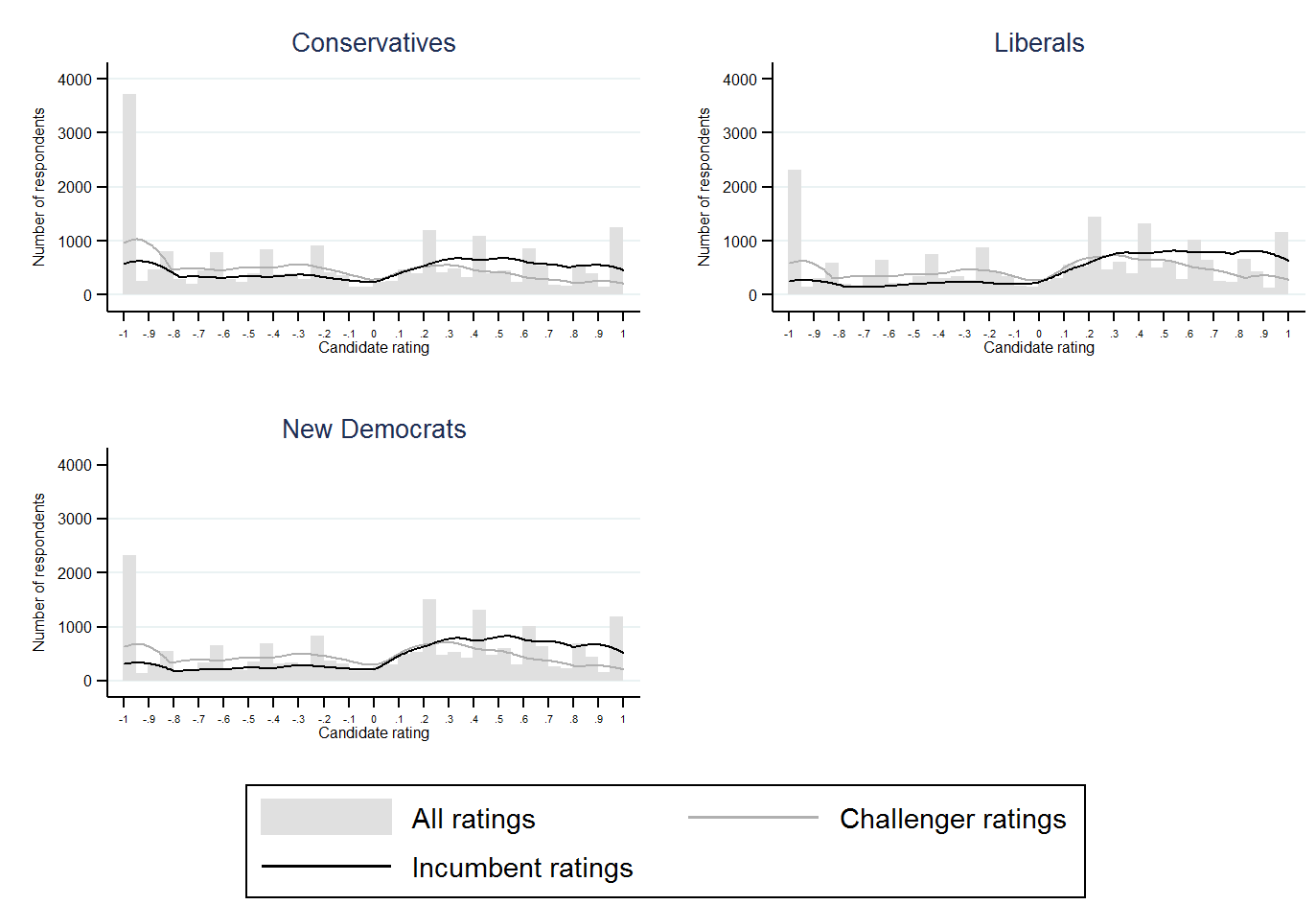
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Table A2: Number of candidates rated, by candidate assessment labels** | | | | |
|  | Voters outside Quebec | | Voters inside Quebec | |
| Candidates rated | No party labels | Party labels | No party labels | Party labels |
| 0 | 22.5% | 16.1% | 17.9% | 11.9% |
| 1 | 16.2% | 13.1% | 13.7% | 9.4% |
| 2 | 12.2% | 11.6% | 10.1% | 8.3% |
| 3 | 11.2% | 15.6% | 8.7% | 9.3% |
| 4 | 38% | 43.8% | 15% | 19.6% |
| 5 | NA | NA | 34.2% | 41.6% |

|  |  |  |
| --- | --- | --- |
| **Table A3: Percent of candidates assessed, by party** | | |
| Candidates rated | Voters outside Quebec | Voters inside Quebec |
| Conservative | 68.4% | 65.4% |
| Liberal | 63.8% | 66.7% |
| NDP | 60.8% | 71.2% |
| Bloc Quebecois | NA | 63.4% |
| Green | 48.9% | 49.1% |

**Table A4: Proportion of respondents that rated each party’s candidate, by incumbency**

|  |  |  |
| --- | --- | --- |
|  | **Challenger** | **Incumbent** |
| Conservative | 55.3% | 70.7% |
| Liberal | 56% | 74.7% |
| NDP | 52.1% | 70.7% |
| Bloc Quebecois | 57.7% | 84.2% |
| Green Party | 44.3% | 73.7% |

*Note that these estimates are based on weighted results. There were very few BQ or Green Party incumbent candidates*

**

**Figure A1: Distribution of Candidate Rating by Incumbency Status**

**Table A5: Parsimonious multinomial logit model of vote choice, outside Quebec .**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | Green |  |
| Cons. cand. | -0.85\*\*\* | (0.23) | -0.87\*\*\* | (0.25) | -0.63\* | (0.28) |
| Lib. cand. | 1.03\*\*\* | (0.22) | -0.75\*\* | (0.25) | -0.35 | (0.30) |
| NDP cand. | -0.66\*\* | (0.21) | 1.27\*\*\* | (0.23) | -0.26 | (0.31) |
| Green cand. | -0.05 | (0.25) | -0.28 | (0.27) | 1.41\*\*\* | (0.35) |
| Harper eval. | -1.77\*\*\* | (0.22) | -1.90\*\*\* | (0.23) | -1.57\*\*\* | (0.27) |
| Trudeau eval. | 2.35\*\*\* | (0.23) | -0.12 | (0.24) | 0.53\* | (0.25) |
| Mulcair eval. | 0.28 | (0.21) | 2.02\*\*\* | (0.25) | 0.53 | (0.29) |
| Duceppe eval. | -0.02 | (0.20) | -0.15 | (0.21) | 0.20 | (0.25) |
| May eval. | 0.24 | (0.23) | 0.37 | (0.25) | 1.00\*\* | (0.30) |
| Lib. eval. | 3.31\*\*\* | (0.29) | 0.01 | (0.25) | 0.03 | (0.28) |
| Cons. eval. | -3.47\*\*\* | (0.30) | -3.39\*\*\* | (0.31) | -3.01\*\*\* | (0.33) |
| NDP eval. | 0.04 | (0.23) | 4.04\*\*\* | (0.32) | 0.16 | (0.28) |
| BQ eval. | 0.29 | (0.19) | 0.47\* | (0.20) | -0.19 | (0.24) |
| Green eval. | -0.57\* | (0.24) | -0.75\*\* | (0.27) | 2.67\*\*\* | (0.34) |
| Cons. PID | -1.20\*\*\* | (0.17) | -1.36\*\*\* | (0.20) | -0.78\*\* | (0.26) |
| Lib. PID | 1.03\*\*\* | (0.17) | 0.27 | (0.19) | 0.27 | (0.26) |
| NDP ID | 0.32 | (0.30) | 1.16\*\*\* | (0.29) | 0.53 | (0.34) |
| Green PID | 0.29 | (0.33) | 0.14 | (0.36) | 1.73\*\*\* | (0.34) |
| Atlantic | 0.01 | (0.22) | -0.20 | (0.23) | -0.32 | (0.36) |
| West | -0.08 | (0.13) | 0.17 | (0.14) | -0.01 | (0.18) |
| Constant | -0.06 | (0.15) | -0.42\* | (0.16) | -1.39\*\*\* | (0.21) |
| Observations | 13193 |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. Ontario is the reference category for region. None / Don't know is the reference category for party ID.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A6: Parsimonious multinomial logit model of vote choice, inside Quebec.**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | BQ |  | Green |  |
| Cons. cand. | -0.89\*\* | (0.32) | -0.90\*\* | (0.32) | -0.71\* | (0.33) | -0.86 | (0.46) |
| Lib. cand. | 1.77\*\*\* | (0.34) | -0.25 | (0.34) | -0.14 | (0.36) | 1.09 | (0.59) |
| NDP cand. | -0.15 | (0.29) | 1.53\*\*\* | (0.29) | -0.22 | (0.35) | -0.00 | (0.50) |
| BQ cand. | 0.38 | (0.41) | 0.16 | (0.38) | 1.33\*\* | (0.42) | -0.51 | (0.52) |
| Green cand. | -0.26 | (0.36) | -0.56 | (0.35) | -0.88\* | (0.37) | 0.30 | (0.59) |
| Harper eval. | -2.62\*\*\* | (0.45) | -2.80\*\*\* | (0.47) | -2.57\*\*\* | (0.47) | -2.93\*\*\* | (0.56) |
| Trudeau eval. | 2.87\*\*\* | (0.39) | 0.67 | (0.38) | 1.01\*\* | (0.36) | 0.74 | (0.49) |
| Mulcair eval. | -0.12 | (0.34) | 2.06\*\*\* | (0.39) | 0.10 | (0.41) | 1.31\*\* | (0.49) |
| Duceppe eval. | -1.21\*\* | (0.40) | -0.95\*\* | (0.37) | 0.36 | (0.42) | -0.49 | (0.48) |
| May eval. | -0.02 | (0.33) | 0.34 | (0.31) | 0.17 | (0.35) | 1.21\*\* | (0.47) |
| Lib. eval. | 2.79\*\*\* | (0.49) | -0.45 | (0.37) | -0.23 | (0.36) | -1.15\* | (0.53) |
| Cons. eval. | -3.84\*\*\* | (0.51) | -3.59\*\*\* | (0.52) | -3.16\*\*\* | (0.54) | -2.84\*\*\* | (0.55) |
| NDP eval. | -0.33 | (0.39) | 3.47\*\*\* | (0.45) | 0.77 | (0.46) | 0.17 | (0.51) |
| BQ eval. | 1.04\* | (0.41) | 0.90\* | (0.37) | 3.55\*\*\* | (0.45) | -0.19 | (0.52) |
| Green eval. | 0.12 | (0.33) | 0.02 | (0.28) | -0.38 | (0.36) | 2.36\*\*\* | (0.60) |
| Cons. PID | -0.80\* | (0.39) | -0.59 | (0.38) | -0.60 | (0.44) | -0.48 | (0.65) |
| Lib. PID | 0.78\* | (0.39) | -0.15 | (0.37) | -0.61 | (0.55) | -0.22 | (0.57) |
| NDP ID | -0.19 | (0.43) | 1.05\* | (0.41) | 0.25 | (0.45) | 0.17 | (0.60) |
| BQ PID | 0.22 | (0.41) | -0.05 | (0.40) | 1.24\*\* | (0.40) | 0.97 | (0.52) |
| Green PID | -0.06 | (0.72) | -0.24 | (0.72) | 0.45 | (0.82) | 2.13\*\* | (0.70) |
| Constant | 0.19 | (0.33) | 0.01 | (0.33) | 0.05 | (0.34) | -1.42\*\* | (0.47) |
| Observations | 5593 |  |  |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. None / Don't know is the reference category for party ID.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A7: Multinomial logit model of vote choice, outside Quebec, respondents who did not receive party labels with their candidate assessments.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | Green |  |
| Cons. cand. | -0.98\*\*\* | (0.26) | -1.02\*\*\* | (0.27) | -0.83\* | (0.35) |
| Lib. cand. | 0.93\*\*\* | (0.27) | -0.96\*\* | (0.30) | -0.23 | (0.36) |
| NDP cand. | -0.13 | (0.28) | 1.74\*\*\* | (0.29) | -0.24 | (0.38) |
| Green cand. | -0.23 | (0.32) | -0.25 | (0.34) | 0.93 | (0.51) |
| Harper eval. | -3.03\*\*\* | (0.23) | -3.26\*\*\* | (0.24) | -2.93\*\*\* | (0.28) |
| Trudeau eval. | 3.39\*\*\* | (0.25) | -0.08 | (0.22) | 0.50\* | (0.25) |
| Mulcair eval. | 0.83\*\*\* | (0.24) | 4.45\*\*\* | (0.30) | 0.92\*\* | (0.32) |
| Duceppe eval. | -0.46\* | (0.22) | -0.13 | (0.24) | -0.38 | (0.31) |
| May eval. | -0.30 | (0.23) | -0.34 | (0.25) | 2.10\*\*\* | (0.33) |
| Taxes | 1.14 | (0.86) | 1.86 | (0.96) | 0.29 | (1.21) |
| Intl. security | -1.04\* | (0.52) | -1.87\*\*\* | (0.54) | -0.82 | (0.66) |
| Intl. aid | 0.35 | (0.40) | -0.09 | (0.43) | 0.25 | (0.52) |
| Social spending | -0.49 | (0.61) | -0.14 | (0.62) | 0.39 | (0.74) |
| Cons. PID | -1.59\*\*\* | (0.21) | -1.77\*\*\* | (0.26) | -1.17\*\*\* | (0.35) |
| Lib. PID | 1.85\*\*\* | (0.24) | 0.54\* | (0.26) | 0.52 | (0.36) |
| NDP ID | 0.51 | (0.38) | 1.89\*\*\* | (0.36) | 0.87\* | (0.42) |
| Green PID | 0.20 | (0.42) | 0.34 | (0.44) | 2.38\*\*\* | (0.44) |
| Cons. incumbent | -0.17 | (0.20) | -0.07 | (0.22) | 0.50 | (0.27) |
| Lib. incumbent | 0.18 | (0.31) | -0.03 | (0.32) | -0.23 | (0.50) |
| NDP incumbent | -0.06 | (0.26) | 0.65\* | (0.28) | 0.47 | (0.35) |
| Green incumbent | -1.75 | (1.37) | -1.32 | (1.37) | -0.16 | (1.33) |
| BC | 0.13 | (0.32) | 0.10 | (0.33) | 0.56 | (0.42) |
| MB | -0.07 | (0.37) | -0.20 | (0.40) | -0.28 | (0.58) |
| NB | 0.58 | (0.55) | 0.12 | (0.56) | -0.13 | (0.73) |
| NL | 0.02 | (0.59) | 0.29 | (0.61) | 0.96 | (0.83) |
| NS | 0.65 | (0.44) | -0.16 | (0.46) | 0.59 | (0.58) |
| ON | -0.02 | (0.27) | -0.37 | (0.27) | -0.12 | (0.36) |
| PEI | -0.33 | (0.59) | -0.39 | (0.63) | 1.07 | (0.88) |
| SK | -0.60 | (0.50) | -0.51 | (0.53) | -0.24 | (0.71) |
| Female | 0.05 | (0.17) | 0.11 | (0.19) | 0.06 | (0.23) |
| Age | -0.01 | (0.01) | 0.01 | (0.01) | -0.01 | (0.01) |
| Income | -0.01 | (0.04) | 0.02 | (0.05) | -0.03 | (0.05) |
| Constant | 0.25 | (0.73) | -0.61 | (0.80) | -1.71 | (0.94) |
| Observations | 6595 |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. Alberta is the reference category for province. None / Don't know is the reference category for party ID.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A8: Multinomial logit model of vote choice, outside Quebec, respondents who received party labels with their candidate assessments.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | Green |  |
| Cons. cand. | -1.27\*\*\* | (0.30) | -1.03\*\* | (0.33) | -0.99\*\* | (0.36) |
| Lib. cand. | 2.18\*\*\* | (0.33) | -0.38 | (0.34) | -0.23 | (0.43) |
| NDP cand. | -0.77\* | (0.32) | 1.84\*\*\* | (0.35) | -0.34 | (0.45) |
| Green cand. | -0.38 | (0.33) | -0.67 | (0.38) | 2.25\*\*\* | (0.50) |
| Harper eval. | -3.44\*\*\* | (0.26) | -3.54\*\*\* | (0.28) | -3.23\*\*\* | (0.30) |
| Trudeau eval. | 3.45\*\*\* | (0.27) | 0.19 | (0.26) | 0.55 | (0.33) |
| Mulcair eval. | 0.18 | (0.26) | 2.99\*\*\* | (0.30) | 0.24 | (0.34) |
| Duceppe eval. | 0.16 | (0.21) | -0.03 | (0.22) | 0.03 | (0.28) |
| May eval. | 0.29 | (0.26) | 0.34 | (0.29) | 1.95\*\*\* | (0.39) |
| Taxes | 0.14 | (0.88) | -0.56 | (0.90) | 0.61 | (1.18) |
| Intl. security | -0.97 | (0.54) | -1.29\* | (0.54) | -1.26 | (0.70) |
| Intl. aid | 0.40 | (0.44) | 0.64 | (0.47) | 0.53 | (0.60) |
| Social spending | 0.01 | (0.60) | 0.66 | (0.62) | -0.03 | (0.71) |
| Cons. PID | -1.75\*\*\* | (0.27) | -2.04\*\*\* | (0.26) | -1.34\*\*\* | (0.35) |
| Lib. PID | 1.33\*\*\* | (0.23) | 0.18 | (0.25) | 0.05 | (0.34) |
| NDP ID | 0.61 | (0.41) | 2.20\*\*\* | (0.40) | 0.99\* | (0.48) |
| Green PID | 0.19 | (0.45) | -0.11 | (0.48) | 2.22\*\*\* | (0.45) |
| Cons. incumbent | 0.38 | (0.21) | 0.11 | (0.23) | 0.30 | (0.28) |
| Lib. incumbent | -0.06 | (0.34) | -0.06 | (0.34) | 0.46 | (0.43) |
| NDP incumbent | 0.47 | (0.27) | 0.49 | (0.29) | 0.08 | (0.37) |
| Green incumbent | -2.48\* | (1.03) | -2.77\*\* | (0.91) | -0.05 | (0.73) |
| BC | -0.04 | (0.33) | -0.16 | (0.35) | 0.12 | (0.42) |
| MB | 0.02 | (0.47) | -0.90 | (0.50) | -0.22 | (0.67) |
| NB | -1.27\* | (0.51) | -1.34\*\* | (0.51) | -1.41 | (0.76) |
| NL | -0.28 | (0.59) | -1.17 | (0.66) | -0.99 | (0.93) |
| NS | 0.33 | (0.43) | -0.79 | (0.45) | -1.27 | (0.92) |
| ON | 0.06 | (0.27) | -0.18 | (0.28) | 0.32 | (0.33) |
| PEI | 1.37 | (1.01) | 0.15 | (0.93) | 1.36 | (1.27) |
| SK | 0.55 | (0.56) | 0.18 | (0.52) | -0.25 | (0.65) |
| Female | 0.14 | (0.18) | 0.03 | (0.19) | 0.01 | (0.24) |
| Age | -0.01 | (0.01) | -0.01 | (0.01) | -0.02\* | (0.01) |
| Income | -0.11\* | (0.04) | -0.14\*\* | (0.05) | -0.16\*\* | (0.06) |
| Constant | 0.53 | (0.81) | 1.17 | (0.83) | -0.15 | (0.95) |
| Observations | 6598 |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. Alberta is the reference category for province. None / Don't know is the reference category for party ID.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A9: Multinomial logit model of vote choice, inside Quebec, respondents who did not receive party labels with their candidate assessments.**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | BQ |  | Green |  |
| Cons. cand. | -1.13\* | (0.45) | -0.88\* | (0.44) | -0.53 | (0.48) | -1.02 | (0.66) |
| Lib. cand. | 1.43\*\* | (0.50) | -0.57 | (0.48) | -0.67 | (0.54) | 0.50 | (0.76) |
| NDP cand. | -0.39 | (0.40) | 1.57\*\*\* | (0.41) | -0.63 | (0.49) | 0.53 | (0.69) |
| BQ cand. | 0.18 | (0.39) | -0.01 | (0.39) | 1.91\*\*\* | (0.44) | -1.01 | (0.56) |
| Green cand. | 0.09 | (0.46) | -0.41 | (0.45) | -1.06\* | (0.49) | 0.64 | (0.77) |
| Harper eval. | -3.95\*\*\* | (0.44) | -4.23\*\*\* | (0.43) | -3.77\*\*\* | (0.47) | -4.10\*\*\* | (0.74) |
| Trudeau eval. | 4.11\*\*\* | (0.44) | 0.20 | (0.33) | 0.72\* | (0.36) | 0.54 | (0.50) |
| Mulcair eval. | -0.39 | (0.39) | 3.51\*\*\* | (0.44) | 0.34 | (0.44) | 1.10\* | (0.56) |
| Duceppe eval. | -0.87\*\* | (0.28) | -0.36 | (0.29) | 2.37\*\*\* | (0.38) | -0.29 | (0.39) |
| May eval. | 0.18 | (0.37) | 0.72\* | (0.37) | 0.29 | (0.40) | 1.88\*\* | (0.60) |
| Taxes | 1.25 | (1.59) | 3.64\* | (1.50) | 2.91 | (1.67) | 5.88\*\* | (1.99) |
| Intl. security | -0.84 | (0.98) | -2.70\*\* | (0.95) | -0.20 | (1.06) | -2.49\* | (1.23) |
| Intl. aid | 0.73 | (0.76) | 0.01 | (0.83) | -2.31\* | (0.91) | -3.15\*\* | (1.06) |
| Social spending | 0.41 | (0.71) | 0.52 | (0.76) | 0.59 | (0.83) | 1.62 | (1.28) |
| Cons. PID | -0.68 | (0.45) | -1.17\* | (0.51) | -1.57\* | (0.63) | -0.57 | (0.84) |
| Lib. PID | 0.90\* | (0.45) | -0.37 | (0.45) | -0.94 | (0.63) | -1.02 | (0.69) |
| NDP ID | -0.06 | (0.56) | 1.63\*\* | (0.52) | 0.09 | (0.57) | -0.02 | (0.75) |
| BQ PID | 0.80 | (0.55) | 0.34 | (0.54) | 1.75\*\*\* | (0.52) | 0.34 | (0.75) |
| Green PID | 1.20 | (1.25) | 0.74 | (1.09) | 0.75 | (1.14) | 3.96\*\*\* | (1.06) |
| Cons. incumbent | 0.58 | (0.46) | 0.14 | (0.50) | 0.02 | (0.61) | 0.08 | (0.92) |
| Lib. incumbent | -0.65 | (0.71) | -1.05 | (0.66) | -1.33 | (0.72) | -0.98 | (0.85) |
| NDP incumbent | 0.44 | (0.33) | 0.31 | (0.33) | 0.38 | (0.36) | 0.16 | (0.56) |
| BQ incumbent | 13.03\*\*\* | (1.02) | 12.91\*\*\* | (0.89) | 12.50\*\*\* | (1.09) | 12.50\*\*\* | (1.17) |
| Green incumbent | -0.04 | (1.32) | 1.37 | (1.28) | 2.76 | (1.54) | 1.40 | (1.47) |
| Female | -0.02 | (0.28) | -0.14 | (0.28) | -0.06 | (0.31) | 0.41 | (0.45) |
| Age | -0.01 | (0.01) | -0.01 | (0.01) | -0.02 | (0.01) | -0.03\* | (0.01) |
| Income | -0.06 | (0.07) | 0.02 | (0.07) | -0.08 | (0.07) | 0.04 | (0.14) |
| Constant | -0.27 | (1.42) | -0.53 | (1.30) | -0.09 | (1.36) | -1.37 | (1.90) |
| Observations | 2786 |  |  |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. Alberta is the reference category for province. None / Don't know is the reference category for party ID.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A10: Multinomial logit model of vote choice, inside Quebec, respondents who received party labels with their candidate assessments.**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | BQ |  | Green |  |
| Cons. cand. | -2.54\*\*\* | (0.42) | -2.25\*\*\* | (0.48) | -2.16\*\*\* | (0.48) | -1.90\*\* | (0.73) |
| Lib. cand. | 3.07\*\*\* | (0.45) | 0.20 | (0.41) | -0.11 | (0.42) | 1.14 | (0.75) |
| NDP cand. | -0.47 | (0.42) | 2.05\*\*\* | (0.40) | -0.10 | (0.47) | -1.04 | (0.70) |
| BQ cand. | 0.27 | (0.48) | 0.17 | (0.47) | 1.80\*\*\* | (0.51) | -1.16 | (0.72) |
| Green cand. | -0.37 | (0.44) | -0.75 | (0.43) | -0.31 | (0.51) | 1.50 | (0.84) |
| Harper eval. | -3.94\*\*\* | (0.40) | -3.72\*\*\* | (0.44) | -3.19\*\*\* | (0.42) | -3.34\*\*\* | (0.60) |
| Trudeau eval. | 3.80\*\*\* | (0.38) | 0.35 | (0.37) | 1.15\*\* | (0.36) | 0.06 | (0.45) |
| Mulcair eval. | -0.18 | (0.39) | 3.55\*\*\* | (0.46) | 0.09 | (0.47) | 1.05 | (0.54) |
| Duceppe eval. | 0.20 | (0.40) | -0.08 | (0.36) | 2.05\*\*\* | (0.41) | -0.15 | (0.53) |
| May eval. | 0.12 | (0.46) | 0.18 | (0.42) | 0.05 | (0.44) | 2.48\*\*\* | (0.59) |
| Taxes | 2.05 | (1.51) | 0.59 | (1.41) | 0.86 | (1.53) | 1.82 | (2.27) |
| Intl. security | -2.02 | (1.04) | -3.81\*\*\* | (0.96) | -1.92 | (1.00) | -3.69\*\* | (1.30) |
| Intl. aid | 1.02 | (0.86) | 2.53\*\* | (0.78) | 2.58\*\* | (0.87) | 0.01 | (1.18) |
| Social spending | 1.44 | (0.90) | 0.89 | (0.83) | 0.29 | (0.90) | 1.15 | (1.23) |
| Cons. PID | -1.67\*\*\* | (0.50) | -0.84 | (0.46) | -0.92 | (0.55) | -2.65\* | (1.20) |
| Lib. PID | 1.56\*\* | (0.49) | 0.37 | (0.48) | 0.18 | (0.59) | 0.51 | (0.78) |
| NDP ID | -0.08 | (0.59) | 1.30\* | (0.55) | 0.48 | (0.60) | 0.40 | (0.76) |
| BQ PID | -0.43 | (0.54) | -0.03 | (0.48) | 1.78\*\*\* | (0.51) | 0.87 | (0.63) |
| Green PID | -0.35 | (1.00) | -0.17 | (1.02) | 0.88 | (1.10) | 2.03 | (1.06) |
| Cons. incumbent | -0.39 | (0.60) | -0.18 | (0.58) | 0.23 | (0.54) | -0.48 | (1.06) |
| Lib. incumbent | -0.13 | (0.68) | -0.40 | (0.64) | -0.58 | (1.00) | -1.40 | (0.79) |
| NDP incumbent | -0.16 | (0.36) | -0.38 | (0.32) | -0.32 | (0.33) | -0.28 | (0.48) |
| BQ incumbent | -0.32 | (2.16) | -0.92 | (2.09) | -2.67 | (1.93) | -11.53\*\*\* | (1.66) |
| Green incumbent | -1.27 | (1.08) | -1.17 | (1.36) | -2.70\* | (1.28) | -1.95 | (1.15) |
| Female | 0.08 | (0.31) | 0.01 | (0.29) | 0.19 | (0.31) | 0.17 | (0.40) |
| Age | -0.00 | (0.01) | -0.01 | (0.01) | 0.00 | (0.01) | -0.01 | (0.01) |
| Income | 0.09 | (0.07) | -0.00 | (0.07) | -0.07 | (0.08) | -0.05 | (0.11) |
| Constant | -1.32 | (1.39) | 1.07 | (1.29) | -0.48 | (1.39) | -0.21 | (1.71) |
| Observations | 2807 |  |  |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. Alberta is the reference category for province. None / Don't know is the reference category for party ID.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A11: Multinomial logit model of vote choice, outside Quebec, excluding non-raters.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | Green |  |
| Cons. cand. | -1.16\*\*\* | (0.20) | -1.13\*\*\* | (0.21) | -1.06\*\*\* | (0.24) |
| Lib. cand. | 1.56\*\*\* | (0.21) | -0.56\* | (0.23) | -0.17 | (0.27) |
| NDP cand. | -0.43\* | (0.21) | 1.73\*\*\* | (0.23) | -0.26 | (0.29) |
| Green cand. | -0.33 | (0.23) | -0.52\* | (0.26) | 1.72\*\*\* | (0.34) |
| Harper eval. | -2.92\*\*\* | (0.19) | -3.05\*\*\* | (0.20) | -2.63\*\*\* | (0.23) |
| Trudeau eval. | 3.20\*\*\* | (0.21) | -0.09 | (0.19) | 0.35 | (0.22) |
| Mulcair eval. | 0.38\* | (0.19) | 3.52\*\*\* | (0.23) | 0.53\* | (0.25) |
| Duceppe eval. | -0.11 | (0.17) | 0.05 | (0.18) | -0.05 | (0.24) |
| May eval. | 0.10 | (0.19) | 0.15 | (0.20) | 1.70\*\*\* | (0.28) |
| Taxes | 1.08 | (0.71) | 0.65 | (0.74) | 1.45 | (0.97) |
| Intl. security | -1.00\* | (0.41) | -1.43\*\*\* | (0.43) | -1.04\* | (0.53) |
| Intl. aid | 0.25 | (0.32) | 0.16 | (0.34) | 0.29 | (0.43) |
| Social spending | -0.42 | (0.49) | 0.09 | (0.51) | -0.01 | (0.59) |
| Cons. PID | -1.66\*\*\* | (0.20) | -1.99\*\*\* | (0.21) | -1.39\*\*\* | (0.28) |
| Lib. PID | 1.32\*\*\* | (0.20) | 0.09 | (0.21) | 0.04 | (0.28) |
| NDP ID | 0.31 | (0.33) | 1.57\*\*\* | (0.32) | 0.27 | (0.38) |
| Green PID | 0.03 | (0.35) | -0.18 | (0.36) | 1.86\*\*\* | (0.36) |
| Cons. incumbent | 0.11 | (0.17) | 0.05 | (0.18) | 0.18 | (0.22) |
| Lib. incumbent | -0.11 | (0.24) | -0.19 | (0.26) | 0.01 | (0.36) |
| NDP incumbent | 0.12 | (0.23) | 0.51\* | (0.24) | 0.14 | (0.29) |
| Green incumbent | -0.98 | (0.72) | -1.91\*\* | (0.72) | 0.18 | (0.66) |
| BC | 0.09 | (0.27) | -0.19 | (0.26) | 0.45 | (0.33) |
| MB | -0.02 | (0.34) | -0.55 | (0.37) | -0.07 | (0.49) |
| NB | -0.15 | (0.43) | -0.61 | (0.43) | -0.55 | (0.59) |
| NL | -0.01 | (0.41) | -0.54 | (0.45) | 0.31 | (0.61) |
| NS | 0.68 | (0.37) | -0.35 | (0.38) | -0.94 | (0.55) |
| ON | 0.13 | (0.23) | -0.29 | (0.23) | 0.17 | (0.28) |
| PEI | 0.13 | (0.59) | -0.43 | (0.59) | 1.08 | (0.79) |
| SK | -0.03 | (0.46) | -0.25 | (0.45) | -0.34 | (0.61) |
| Female | 0.13 | (0.14) | -0.02 | (0.15) | 0.02 | (0.18) |
| Age | -0.01 | (0.00) | -0.00 | (0.00) | -0.01 | (0.01) |
| Income | -0.05 | (0.03) | -0.07\* | (0.04) | -0.07 | (0.04) |
| Constant | 0.24 | (0.62) | 0.74 | (0.64) | -0.89 | (0.76) |
| Observations | 10899 |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. Alberta is the reference category for province. None / Don't know is the reference category for party ID.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A12: Multinomial logit model of vote choice, inside Quebec, excluding non-raters**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | BQ |  | Green |  |
| Cons. cand. | -2.03\*\*\* | (0.36) | -1.78\*\*\* | (0.33) | -1.47\*\*\* | (0.35) | -1.31\*\* | (0.51) |
| Lib. cand. | 2.00\*\*\* | (0.38) | -0.30 | (0.33) | -0.48 | (0.35) | 0.82 | (0.50) |
| NDP cand. | -0.45 | (0.30) | 1.86\*\*\* | (0.30) | -0.48 | (0.35) | -0.37 | (0.48) |
| BQ cand. | 0.45 | (0.32) | 0.11 | (0.32) | 1.91\*\*\* | (0.34) | -0.79 | (0.46) |
| Green cand. | -0.06 | (0.34) | -0.56 | (0.32) | -0.48 | (0.35) | 0.73 | (0.57) |
| Harper eval. | -3.24\*\*\* | (0.31) | -3.43\*\*\* | (0.30) | -2.97\*\*\* | (0.31) | -3.39\*\*\* | (0.55) |
| Trudeau eval. | 3.92\*\*\* | (0.35) | 0.44 | (0.27) | 1.07\*\*\* | (0.28) | 0.34 | (0.35) |
| Mulcair eval. | 0.06 | (0.31) | 3.96\*\*\* | (0.35) | 0.34 | (0.34) | 1.37\*\*\* | (0.41) |
| Duceppe eval. | -0.73\* | (0.30) | -0.37 | (0.27) | 2.20\*\*\* | (0.32) | -0.23 | (0.35) |
| May eval. | -0.01 | (0.31) | 0.34 | (0.30) | -0.07 | (0.31) | 1.99\*\*\* | (0.44) |
| Taxes | 2.30 | (1.37) | 2.49\* | (1.17) | 1.92 | (1.25) | 4.53\*\* | (1.54) |
| Intl. security | -2.54\*\* | (0.79) | -3.87\*\*\* | (0.74) | -1.75\* | (0.80) | -3.67\*\*\* | (0.98) |
| Intl. aid | 0.56 | (0.70) | 1.12 | (0.67) | 0.38 | (0.74) | -1.49 | (0.86) |
| Social spending | 0.90 | (0.68) | 0.42 | (0.64) | 0.71 | (0.71) | 1.88\* | (0.96) |
| Cons. PID | -1.13\*\* | (0.40) | -1.26\*\*\* | (0.38) | -1.25\*\* | (0.48) | -1.16 | (1.00) |
| Lib. PID | 0.98\* | (0.41) | -0.38 | (0.39) | -0.24 | (0.51) | -0.43 | (0.57) |
| NDP ID | -0.32 | (0.46) | 1.11\*\* | (0.40) | 0.26 | (0.47) | -0.11 | (0.58) |
| BQ PID | 0.26 | (0.45) | -0.25 | (0.41) | 1.33\*\* | (0.42) | 0.24 | (0.54) |
| Green PID | 0.46 | (0.85) | 0.36 | (0.73) | 0.77 | (0.85) | 2.79\*\*\* | (0.76) |
| Cons. incumbent | 0.07 | (0.39) | 0.20 | (0.41) | 0.31 | (0.43) | -0.28 | (0.71) |
| Lib. incumbent | -1.16\* | (0.54) | -1.33\* | (0.52) | -1.90\* | (0.84) | -1.73\*\* | (0.63) |
| NDP incumbent | -0.07 | (0.26) | -0.19 | (0.26) | -0.01 | (0.26) | -0.21 | (0.40) |
| BQ incumbent | 0.05 | (1.37) | 0.34 | (1.26) | -0.50 | (1.23) | -0.48 | (1.39) |
| Green incumbent | -2.01\* | (0.96) | -0.72 | (1.07) | -1.01 | (1.43) | -1.27 | (1.07) |
| Female | 0.15 | (0.25) | -0.08 | (0.23) | -0.00 | (0.25) | 0.27 | (0.33) |
| Age | -0.02\* | (0.01) | -0.02\* | (0.01) | -0.01 | (0.01) | -0.02\* | (0.01) |
| Income | 0.00 | (0.06) | -0.03 | (0.05) | -0.12\* | (0.06) | -0.07 | (0.11) |
| Constant | 0.35 | (1.23) | 1.15 | (1.10) | 0.09 | (1.17) | -0.24 | (1.51) |
| Observations | 4779 |  |  |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. None / Don't know is the reference category for party ID.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A13: Multinomial logit model of vote choice, outside Quebec, without incumbency variables.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | Green |  |
| Cons. cand. | -1.18\*\*\* | (0.20) | -1.10\*\*\* | (0.21) | -0.96\*\*\* | (0.24) |
| Lib. cand. | 1.45\*\*\* | (0.22) | -0.67\*\* | (0.24) | -0.27 | (0.28) |
| NDP cand. | -0.41 | (0.21) | 1.91\*\*\* | (0.23) | -0.31 | (0.30) |
| Green cand. | -0.22 | (0.23) | -0.47 | (0.26) | 1.75\*\*\* | (0.35) |
| Harper eval. | -3.11\*\*\* | (0.17) | -3.23\*\*\* | (0.18) | -2.94\*\*\* | (0.21) |
| Trudeau eval. | 3.41\*\*\* | (0.18) | 0.09 | (0.17) | 0.50\* | (0.20) |
| Mulcair eval. | 0.47\*\* | (0.18) | 3.57\*\*\* | (0.21) | 0.63\*\* | (0.23) |
| Duceppe eval. | -0.15 | (0.16) | -0.06 | (0.17) | -0.22 | (0.21) |
| May eval. | -0.06 | (0.18) | -0.04 | (0.19) | 1.92\*\*\* | (0.25) |
| Taxes | 0.57 | (0.61) | 0.65 | (0.66) | 0.52 | (0.84) |
| Intl. security | -0.94\* | (0.37) | -1.52\*\*\* | (0.39) | -0.98\* | (0.47) |
| Intl. aid | 0.39 | (0.29) | 0.25 | (0.31) | 0.41 | (0.39) |
| Social spending | -0.29 | (0.43) | 0.18 | (0.44) | 0.07 | (0.52) |
| Cons. PID | -1.66\*\*\* | (0.17) | -1.91\*\*\* | (0.19) | -1.26\*\*\* | (0.25) |
| Lib. PID | 1.55\*\*\* | (0.17) | 0.34 | (0.18) | 0.27 | (0.25) |
| NDP ID | 0.52 | (0.28) | 2.00\*\*\* | (0.27) | 0.87\*\* | (0.32) |
| Green PID | 0.20 | (0.31) | 0.11 | (0.33) | 2.25\*\*\* | (0.31) |
| BC | 0.06 | (0.23) | 0.03 | (0.23) | 0.35 | (0.28) |
| MB | -0.03 | (0.29) | -0.52 | (0.32) | -0.16 | (0.43) |
| NB | -0.29 | (0.39) | -0.64 | (0.40) | -0.60 | (0.55) |
| NL | -0.20 | (0.40) | -0.34 | (0.43) | -0.12 | (0.60) |
| NS | 0.40 | (0.31) | -0.37 | (0.32) | -0.33 | (0.49) |
| ON | 0.04 | (0.19) | -0.21 | (0.19) | 0.13 | (0.24) |
| PEI | 0.87 | (0.61) | 0.16 | (0.58) | 1.41 | (0.76) |
| SK | -0.16 | (0.35) | -0.31 | (0.35) | -0.27 | (0.47) |
| Female | 0.12 | (0.13) | 0.11 | (0.13) | 0.07 | (0.16) |
| Age | -0.01 | (0.00) | -0.00 | (0.00) | -0.01\* | (0.01) |
| Income | -0.06 | (0.03) | -0.06 | (0.03) | -0.10\* | (0.04) |
| Constant | 0.45 | (0.54) | 0.35 | (0.57) | -0.61 | (0.66) |
| Observations | 13193 |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. Alberta is the reference category for province. None / Don't know is the reference category for party ID.

Candidate ratings are a decisive factor for 4.0% of voters. See appendix for details.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A14: Multinomial logit model of vote choice, inside Quebec, without incumbency variables.**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | BQ |  | Green |  |
| Cons. cand. | -1.72\*\*\* | (0.39) | -1.42\*\*\* | (0.34) | -1.24\*\*\* | (0.36) | -1.24\* | (0.54) |
| Lib. cand. | 2.03\*\*\* | (0.43) | -0.24 | (0.36) | -0.36 | (0.38) | 0.72 | (0.55) |
| NDP cand. | -0.32 | (0.30) | 1.76\*\*\* | (0.29) | -0.36 | (0.35) | -0.09 | (0.51) |
| BQ cand. | 0.45 | (0.34) | 0.18 | (0.33) | 1.79\*\*\* | (0.36) | -0.88 | (0.54) |
| Green cand. | -0.23 | (0.36) | -0.56 | (0.34) | -0.58 | (0.37) | 0.75 | (0.64) |
| Harper eval. | -3.90\*\*\* | (0.34) | -4.02\*\*\* | (0.32) | -3.50\*\*\* | (0.33) | -3.84\*\*\* | (0.52) |
| Trudeau eval. | 3.75\*\*\* | (0.34) | 0.22 | (0.26) | 0.82\*\* | (0.26) | 0.24 | (0.34) |
| Mulcair eval. | -0.19 | (0.30) | 3.57\*\*\* | (0.33) | 0.28 | (0.32) | 1.16\*\* | (0.39) |
| Duceppe eval. | -0.46 | (0.28) | -0.24 | (0.25) | 2.17\*\*\* | (0.30) | -0.18 | (0.34) |
| May eval. | 0.19 | (0.32) | 0.43 | (0.29) | 0.17 | (0.31) | 2.13\*\*\* | (0.44) |
| Taxes | 1.86 | (1.39) | 2.16 | (1.13) | 1.87 | (1.19) | 3.90\*\* | (1.48) |
| Intl. security | -1.14 | (0.78) | -2.89\*\*\* | (0.72) | -0.79 | (0.75) | -2.58\*\* | (0.94) |
| Intl. aid | 0.80 | (0.63) | 1.15 | (0.61) | 0.40 | (0.64) | -1.59\* | (0.79) |
| Social spending | 0.77 | (0.60) | 0.51 | (0.57) | 0.41 | (0.61) | 1.46 | (0.90) |
| Cons. PID | -1.00\*\* | (0.38) | -0.94\*\* | (0.35) | -1.12\*\* | (0.41) | -0.77 | (0.90) |
| Lib. PID | 1.13\*\* | (0.36) | 0.00 | (0.35) | -0.35 | (0.44) | -0.19 | (0.54) |
| NDP ID | -0.06 | (0.42) | 1.57\*\*\* | (0.38) | 0.47 | (0.41) | 0.27 | (0.55) |
| BQ PID | 0.24 | (0.39) | 0.17 | (0.36) | 1.74\*\*\* | (0.36) | 0.63 | (0.49) |
| Green PID | -0.13 | (0.79) | -0.02 | (0.76) | 0.63 | (0.86) | 2.60\*\*\* | (0.75) |
| Female | -0.04 | (0.24) | -0.16 | (0.22) | -0.04 | (0.23) | 0.17 | (0.32) |
| Age | -0.01 | (0.01) | -0.01 | (0.01) | -0.01 | (0.01) | -0.02 | (0.01) |
| Income | 0.01 | (0.06) | 0.00 | (0.05) | -0.08 | (0.05) | -0.03 | (0.11) |
| Constant | -0.79 | (1.20) | 0.11 | (1.01) | -0.52 | (1.03) | -1.26 | (1.45) |
| Observations | 5593 |  |  |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. None / Don't know is the reference category for party ID.

Candidate ratings are a decisive factor for 6.2% of voters. See appendix for details.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A15: Multinomial logit model of vote choice, outside Quebec, with campaign spending.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | Green |  |
| Cons. cand. | -1.15\*\*\* | (0.20) | -1.05\*\*\* | (0.21) | -0.98\*\*\* | (0.24) |
| Lib. cand. | 1.42\*\*\* | (0.22) | -0.64\*\* | (0.24) | -0.25 | (0.28) |
| NDP cand. | -0.39 | (0.21) | 1.74\*\*\* | (0.23) | -0.28 | (0.30) |
| Green cand. | -0.20 | (0.23) | -0.41 | (0.26) | 1.58\*\*\* | (0.35) |
| Harper eval. | -3.12\*\*\* | (0.17) | -3.26\*\*\* | (0.18) | -2.93\*\*\* | (0.21) |
| Trudeau eval. | 3.41\*\*\* | (0.18) | 0.07 | (0.17) | 0.51\* | (0.20) |
| Mulcair eval. | 0.46\*\* | (0.18) | 3.61\*\*\* | (0.21) | 0.61\*\* | (0.23) |
| Duceppe eval. | -0.16 | (0.16) | -0.07 | (0.17) | -0.18 | (0.21) |
| May eval. | -0.04 | (0.18) | -0.02 | (0.19) | 1.94\*\*\* | (0.26) |
| Taxes | 0.52 | (0.62) | 0.46 | (0.67) | 0.44 | (0.86) |
| Intl. security | -0.98\*\* | (0.38) | -1.57\*\*\* | (0.39) | -1.02\* | (0.48) |
| Intl. aid | 0.35 | (0.29) | 0.26 | (0.32) | 0.39 | (0.39) |
| Social spending | -0.24 | (0.43) | 0.24 | (0.45) | 0.09 | (0.53) |
| Cons. PID | -1.65\*\*\* | (0.17) | -1.89\*\*\* | (0.19) | -1.23\*\*\* | (0.25) |
| Lib. PID | 1.58\*\*\* | (0.17) | 0.37\* | (0.18) | 0.31 | (0.25) |
| NDP ID | 0.54 | (0.28) | 2.03\*\*\* | (0.27) | 0.91\*\* | (0.32) |
| Green PID | 0.20 | (0.31) | 0.12 | (0.33) | 2.29\*\*\* | (0.31) |
| Cons. incumbent | 0.14 | (0.15) | 0.11 | (0.17) | 0.34 | (0.20) |
| Lib. incumbent | 0.02 | (0.22) | -0.02 | (0.23) | 0.08 | (0.33) |
| NDP incumbent | 0.18 | (0.22) | 0.46\* | (0.23) | 0.29 | (0.29) |
| Green incumbent | -1.97\* | (0.87) | -1.95\* | (0.82) | -0.91 | (0.79) |
| Cons. spending | -0.00 | (0.00) | -0.00 | (0.00) | -0.00 | (0.00) |
| Lib. spending | 0.01\* | (0.00) | 0.00 | (0.00) | 0.00 | (0.00) |
| NDP. spending | -0.00 | (0.00) | 0.00 | (0.00) | -0.01 | (0.00) |
| Green spending | 0.00 | (0.00) | 0.00 | (0.00) | 0.01\* | (0.00) |
| BC | 0.04 | (0.25) | -0.14 | (0.26) | 0.26 | (0.31) |
| MB | -0.08 | (0.30) | -0.59 | (0.32) | -0.20 | (0.44) |
| NB | -0.44 | (0.40) | -0.71 | (0.41) | -0.90 | (0.57) |
| NL | -0.38 | (0.41) | -0.50 | (0.44) | -0.16 | (0.61) |
| NS | 0.25 | (0.33) | -0.63 | (0.34) | -0.32 | (0.51) |
| ON | -0.07 | (0.21) | -0.30 | (0.21) | 0.10 | (0.26) |
| PEI | 0.67 | (0.64) | 0.22 | (0.60) | 1.33 | (0.81) |
| SK | -0.09 | (0.36) | -0.35 | (0.36) | -0.17 | (0.48) |
| Female | 0.12 | (0.13) | 0.09 | (0.13) | 0.03 | (0.17) |
| Age | -0.01 | (0.00) | -0.00 | (0.00) | -0.01\* | (0.01) |
| Income | -0.06 | (0.03) | -0.06 | (0.03) | -0.09\* | (0.04) |
| Constant | 0.50 | (0.57) | 0.30 | (0.62) | -0.42 | (0.72) |
| Observations | 13193 |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. Alberta is the reference category for province. None / Don't know is the reference category for party ID.

Campaign spending is as a percent of the limit, including personal and other spending not subject to the limit.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Table A16: Multinomial logit model of vote choice, inside Quebec, with campaign spending.**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |
|  | Liberal |  | NDP |  | BQ |  | Green |  |
| Cons. cand. | -1.80\*\*\* | (0.40) | -1.48\*\*\* | (0.36) | -1.30\*\*\* | (0.37) | -1.32\* | (0.55) |
| Lib. cand. | 2.01\*\*\* | (0.41) | -0.21 | (0.35) | -0.40 | (0.37) | 0.81 | (0.57) |
| NDP cand. | -0.34 | (0.30) | 1.78\*\*\* | (0.29) | -0.30 | (0.35) | -0.08 | (0.53) |
| BQ cand. | 0.43 | (0.32) | 0.09 | (0.31) | 1.83\*\*\* | (0.35) | -0.97 | (0.53) |
| Green cand. | -0.14 | (0.34) | -0.49 | (0.32) | -0.47 | (0.36) | 0.74 | (0.59) |
| Harper eval. | -3.92\*\*\* | (0.32) | -4.00\*\*\* | (0.31) | -3.52\*\*\* | (0.32) | -3.74\*\*\* | (0.51) |
| Trudeau eval. | 3.80\*\*\* | (0.33) | 0.24 | (0.25) | 0.89\*\*\* | (0.26) | 0.23 | (0.34) |
| Mulcair eval. | -0.22 | (0.29) | 3.55\*\*\* | (0.32) | 0.18 | (0.31) | 1.14\*\* | (0.38) |
| Duceppe eval. | -0.48 | (0.27) | -0.26 | (0.25) | 2.18\*\*\* | (0.30) | -0.24 | (0.33) |
| May eval. | 0.20 | (0.30) | 0.46 | (0.29) | 0.17 | (0.30) | 2.18\*\*\* | (0.43) |
| Taxes | 1.93 | (1.36) | 2.28\* | (1.13) | 2.02 | (1.16) | 3.86\*\* | (1.46) |
| Intl. security | -1.10 | (0.81) | -2.94\*\*\* | (0.74) | -0.83 | (0.78) | -2.63\*\* | (0.97) |
| Intl. aid | 0.67 | (0.59) | 1.08 | (0.58) | 0.33 | (0.63) | -1.67\* | (0.77) |
| Social spending | 0.74 | (0.57) | 0.49 | (0.55) | 0.43 | (0.61) | 1.44 | (0.87) |
| Cons. PID | -1.01\*\* | (0.36) | -0.95\*\* | (0.34) | -1.19\*\* | (0.40) | -0.88 | (0.90) |
| Lib. PID | 1.14\*\*\* | (0.34) | -0.02 | (0.34) | -0.36 | (0.43) | -0.31 | (0.52) |
| NDP ID | -0.03 | (0.41) | 1.53\*\*\* | (0.37) | 0.41 | (0.40) | 0.20 | (0.54) |
| BQ PID | 0.26 | (0.39) | 0.16 | (0.36) | 1.72\*\*\* | (0.36) | 0.64 | (0.48) |
| Green PID | 0.12 | (0.79) | 0.19 | (0.77) | 0.88 | (0.87) | 2.84\*\*\* | (0.77) |
| Cons. incumbent | -0.03 | (0.43) | 0.17 | (0.44) | -0.01 | (0.49) | 0.07 | (0.72) |
| Lib. incumbent | -0.84 | (0.59) | -0.98 | (0.56) | -1.28 | (0.73) | -1.14 | (0.67) |
| NDP incumbent | 0.10 | (0.27) | -0.03 | (0.25) | 0.01 | (0.25) | 0.07 | (0.42) |
| BQ incumbent | 0.48 | (1.50) | -0.18 | (1.42) | 0.07 | (1.42) | -0.22 | (1.66) |
| Green incumbent | -1.21 | (0.78) | -0.33 | (0.82) | -0.54 | (1.15) | -0.68 | (0.94) |
| Cons. spending | 0.01 | (0.01) | 0.00 | (0.01) | 0.00 | (0.01) | -0.00 | (0.01) |
| Lib. spending | 0.01 | (0.01) | 0.01 | (0.01) | 0.00 | (0.01) | 0.01 | (0.01) |
| NDP. spending | -0.00 | (0.01) | -0.00 | (0.01) | -0.02 | (0.01) | -0.00 | (0.01) |
| BQ spending | 0.01 | (0.01) | 0.02 | (0.01) | -0.01 | (0.01) | 0.00 | (0.02) |
| Green spending | -0.01 | (0.01) | -0.01 | (0.01) | -0.02 | (0.01) | 0.01 | (0.02) |
| Female | -0.01 | (0.24) | -0.12 | (0.22) | -0.01 | (0.23) | 0.20 | (0.30) |
| Age | -0.01 | (0.01) | -0.01 | (0.01) | -0.01 | (0.01) | -0.02 | (0.01) |
| Income | 0.01 | (0.06) | 0.01 | (0.05) | -0.08 | (0.06) | -0.04 | (0.10) |
| Constant | -1.12 | (1.33) | -0.19 | (1.13) | 0.08 | (1.17) | -1.26 | (1.65) |
| Observations | 5593 |  |  |  |  |  |  |  |

Robust standard errors in parentheses

Conservative vote choice is the base outcome of the dependent variable. None / Don't know is the reference category for party ID.

Campaign spending is as a percent of the limit, including personal and other spending not subject to the limit.

\* *p* < 0.05, \*\* *p* < 0.01, \*\*\* *p* < 0.001

**Appendix B – Information on Study and Variables**

**Information on Study**

We contracted Research Now to procure an online sample of 35,000 members of the Canadian general population, stratified on province and balanced on gender and age. We aimed for 50% men and 50% women. We aimed to have 28% of our respondents aged 18-34, 27% aged 35-49 and 46% aged 50 and higher. Our provincial targets follow the relative demographic weights of the provinces.

Sampling occurred from August 26th to October 18th, 2015. The survey instrument was presented on the Qualtrics online platform.

**Weights**

The data have been weighted using an iterative "raking'' process, as provided by the ipf raking command in STATA13. Weight targets were determined using the most recent Statistics Canada 2016 Census data. The data has been weighted to reflect the Canadian adult population on the basis of age, gender, province, education and language. All weight targets reflect the national level, apart from language, which reflects the distribution of languages at the provincial level. The Canadian territories are not included in the data and hence are not included in the weight targets. A maximum of 50 iterations were completed. The dataset includes the weights produced as a variable, named “weight”.

We assessed the representativeness of our weighted data by comparing our results with the results of public polling firms throughout the 2015 federal election campaign. We have found that our results have consistently followed the results reported in the media from firms such as Nanos Research, Ipsos Reid and Forum.

**Table B1 - Question Wording and Variable Construction**

|  |  |  |
| --- | --- | --- |
| **Variable** | **Survey Question(s)** | **Variable Construction** |
| **Votechoice** | Respondents were first asked:  *“In the next federal election, are you certain to vote, likely, unlikely, or certain not to vote?”*  Those who were certain to vote; or likely to vote were then asked:  *“Which party do you think you will vote for?”*  Those who responded they already voted were asked:  *“For which party did you vote?”* | Response categories were:   1. Liberal Party 2. Conservative Party 3. New Democratic Party 4. Bloc Quebecois 5. Green Party 6. Undecided 7. Don’t Know   Half of the respondents were randomly assigned to receive the party names as listed above; the other half received the party names and the names of the respective party leaders.  For the creation of the vote choice variable the Undecided and Don’t Know responses were excluded. The order of the parties was randomized, with the “Undecided” and “Don’t know” responses static as the last two. |
| **Local Candidate Evaluations** | *“How do you feel about the local candidates in your riding?”* | Respondents were asked to move a slider on a 0-100 scale. With 0 = really dislike the candidate and 100 = really like the candidate. The starting point of the slide was 50, which is considered the neutral point. This variable was recoded to range between -1 and +1 with 0 denoting the neutral point.  Similar to the votechoice variable, half the respondents were given a version of the question including party labels, and half given a version without them. The order of the parties was randomized. |
| **Party Leader Evaluations** | “*How do you feel about the party leaders?”* | Respondents were asked to rate the following party leaders:   1. Stephen Harper 2. Justin Trudeau 3. Thomas Mulcair 4. Gilles Duceppe 5. Elizabeth   Using a slider ranging from 0-100 with 0 = really dislike the party leader; 100 = really like the party leader. The starting point of the slider was 50. This variable was recoded to range between -1 and +1 with 0 denoting the neutral point. |
| **Taxes** | Question 1: “*How much should individuals making between $50,000 and $100,000 a year pay in income taxes?”*  Question 2: “*How much should individuals making between $100,000 and $200,000 a year pay in income taxes?”*  Question 3: “*In 2014, the amount of income that was exempt from personal income tax was $11,138. How much income do you think should be exempt from personal income tax?”*  Question 4: “*The Goods and Services Tax (GST or HST) should be increased.”*  Question 5: *“How much should corporations pay in taxes?”*  Question 6: “*How much should small businesses pay in taxes?”*  Question 7: *“Married and common law couples should be allowed to split their income to pay less income taxes.”* | Questions 1, 2, 3, 5, 6 had the response categories:   1. Much Less 2. Less 3. The Same as now 4. More 5. Much More 6. DK   Questions 4 and 7 had response categories:   1. Strongly Disagree 2. Disagree 3. Neither Agree nor Disagree 4. Agree 5. Strongly agree 6. DK   DK responses are taken to be neutral and set to response category 3.  The scales for questions 3 and 7 were reversed to fit with the other questions. The scale variable reflects a summation of all 7 items and is recoded to range between 0-1 and has a Cronbach’s Alpha of the variable is 0.47. |
| **International Security** | Question 1: “*The federal government should have more powers to combat terrorism, even if it means that citizens have to give up more privacy”*  Question 2: “*How much should the federal government spend on the Canadian military?”*  Question 3: “*Canada should continue its military mission against ISIS”*  Question 4: “*biggest threat Canada faces is from terrorism”* | Questions 1, 3 and 4 had response categories:   1. Strongly Disagree 2. Disagree 3. Neither Agree nor Disagree 4. Agree 5. Strongly agree 6. DK   Question 2 had response categories:   1. Much Less 2. Less 3. The Same as now 4. More 5. Much More 6. DK   DK responses are taken to be neutral and set to response category 3. The scale variable reflects a summation of all 4 items and is recoded to range between 0-1 and has a Cronbach’s Alpha of the variable is 0.73. |
| **International Aid** | Question 1: “*How much should Canada spend on aid to poorer countries?”*  Question 2: “*Canada should increase the number of immigrants it admits each year.”*  Question 3: *“Canada should increase the number of refugees it admits each year.”* | Question 1 had response categories:   1. Much Less 2. Less 3. The Same as now 4. More 5. Much More 6. DK   Questions 2 and 3 had response categories:   1. Strongly Disagree 2. Disagree 3. Neither Agree nor Disagree 4. Agree 5. Strongly agree 6. DK   DK responses are taken to be neutral and set to response category 3. The scale variable reflects a summation of all 4 items and is recoded to range between 0-1 and has a Cronbach’s Alpha of the variable is 0.83. |
| **Social Spending** | Question 1: “*How much should the federal government spend on health care?”*  Question 2: *“How much should the federal government spend on postsecondary education?”* | Question 1 and 2 had response categories:   1. Much Less 2. Less 3. The Same as now 4. More 5. Much More 6. DK   DK responses are taken to be neutral and set to response category 3. The scale variable reflects a summation of all 4 items and is recoded to range between 0-1 and has a Cronbach’s Alpha of the variable is 0.77. |
| **Partisan Identity** | *“In federal politics, do you usually think of yourself as a:”*   1. Liberal 2. Conservative 3. New Democrat 4. Bloc Québécois 5. Green 6. None of these 7. Don't know | Respondents receive the value 1 if they identify with any of the parties; non-partisan identifiers and DK respondents form the reference category. The list of partisan identities was randomized. |
| **Incumbency** |  | Denotes whether or not the local candidate was an incumbent or challenger. Takes the value of 1 if the candidate is an incumbent. Data were taken from Elections Canada |
| **Spending** |  | Reflects the campaign spending of the candidate. The variable reflects the candidate’s total spending as a percentage of the spending limit. Data were taken from Elections Canada. |
| **Region** | *“In which province/territory do you live?”* | Response categories:   1. Alberta 2. British Columbia 3. Manitoba 4. New Brunswick 5. Newfoundland and Labrador 6. Northwest Territories 7. Nova Scotia 8. Nunavut 9. Ontario 10. Prince Edward Island 11. Quebec 12. Saskatchewan 13. Yukon |
| **Female** | *“What is your gender?”* | Response categories:   1. Male 2. Female 3. Other   The variable is recoded such that male/other = 0 and female = 1 |
| **Age** | *“In what year were you born?”* | Recoded to denote respondents age. Respondents below the age of 18 are removed. |
| **Income** | *“What was your total household income last year?”* | Response categories:   1. Less than $20,000 2. $20,000 to $39,999 3. $40,000 to $59,999 4. $60,000 to $79,999 5. $80,000 to $99,999 6. $100,000 to $119,999 7. $120,000 to $149,999 8. $150,000 to $199,999 9. $200,000 or more |

**Table B2 – Descriptives of variables used in study**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | | |
|  | | | | |
| Variable | Mean | Min | Max | S. D. |
|  | | | | |
| **Candidate Evaluation** | | | | |
| Cons. cand. | -.17 | -1 | 1 | .69 |
| Lib. cand. | .10 | -1 | 1 | .61 |
| NDP cand. | .09 | -1 | 1 | .60 |
| BQ cand.  Green cad. | -.54  -.10 | -1  -1 | 1  1 | .55  .56 |
| **Leaders** | | | | |
| Harper eval. | -.25 | -1 | 1 | .70 |
| Trudeau eval. | .08 | -1 | 1 | .64 |
| Mulcair eval. | .07 | -1 | 1 | .59 |
| Duceppe eval. | -.42 | -1 | 1 | .56 |
| May eval. | -.06 | -1 | 1 | .56 |
| **Policy Attitudes** | | | | |
| Taxes | .45 | 0 | 1 | .11 |
| Intl. security | .54 | 0 | 1 | .22 |
| Intl. aid | .46 | 0 | 1 | .23 |
| Social spending | .62 | 0 | 1 | .24 |
| **Party Identification** | | | | |
| Cons. PID | .28 | 0 | 1 | .45 |
| Lib. PID | .31 | 0 | 1 | .46 |
| NDP PID | .19 | 0 | 1 | .39 |
| Green PID  **Incumbency**  Conservative  Liberal  NDP  Green  BQ  **Spending**  Conservative  Liberal  NDP  Green  BQ | .04  0.34  0.08  0.28  0.01  0.00  47  40  28  6  16 | 0  0  0  0  0  0  0.5  1  0.3  0  0.1 | 1  1  1  1  1  1  150  119  116  113  65 | .19  0.47  0.27  0.45  0.09  0.05  30  25  23  17  10 |
| **Provinces** | | | | |
| BC | .10 | 0 | 1 | .31 |
| MB | .04 | 0 | 1 | .20 |
| NB | .02 | 0 | 1 | .15 |
| NL | .02 | 0 | 1 | .15 |
| NS | .03 | 0 | 1 | .16 |
| ON | .35 | 0 | 1 | .48 |
| PEI | .01 | 0 | 1 | .07 |
| SK | .03 | 0 | 1 | .16 |
| **Socio-demographic** | | | | |
| Female | .48 | 0 | 1 | .50 |
| Age | 48 | 18 | 95 | 16 |
| Income | 4.41 | 1 | 9 | 2.12 |
|  |  |  |  |  |