**Codebook: Pilot survey – Group Appeals and Political Representation**

**Q1** **DemographicsClass**

People sometimes describe themselves as belonging to different social classes. Would you describe yourself as belonging to the upper class, the upper-middle class, the lower-middle class, the working class, or the lower class?

upper class 1

upper-middle class 2

lower-middle class 3

working class 4

lower class 5

none of the above 88

don’t know 99

**Q2 DemographicsResidency**

Which of the following best describes your residential area?

village 1

small town 2

mid-size town 3

center of a large city 4

suburbs of a large city 5

don’t know 99

**Q3 DemographicsEmployment**

Which of the following best describes you current employment status?

private sector employee 1

public sector employee 2

farmer 3

manual worker 4

self-employed with paid employee 5

self-employed without paid employee 6

retiree 7

none of the above 88

don’t know 99

**Q4 DemographicsEducation**

Which of the following best describes the highest level of education you have completed to date?

no formal education 1

primary education / lower secondary education 2

higher secondary education 3

post-secondary (non-university) education 4

university education 5

don’t know 99

**Q5** **IdentityClass**

You indicated that you are [upper class/upper-middle class/lower-middle class/working class/lower class]. How important is being [upper class/upper-middle class/lower-middle class/working class/lower class] to your identity?

Not at all important 1

A little important 2

Moderately important 3

Very important 4

Extremely important 5

**Q6** **IdentityResidency**

You indicated that you are from a [village/small town/mid-size town/center of a large city/suburbs of a large city]. How important is being from a [village/small town/mid-size town/center of a large city/suburbs of a large city] to your identity?

Not at all important 1

A little important 2

Moderately important 3

Very important 4

Extremely important 5

**Q7 IdentityEmployment**

You indicated that you are a [private sector employee/public sector employee/farmer/manual worker/self-employed with paid employee/self-employed without paid employee/retiree]. How important is being a [private sector employee/public sector employee/farmer/manual worker/self-employed with paid employee/self-employed without paid employee/retiree] to your identity?

Not at all important 1

A little important 2

Moderately important 3

Very important 4

Extremely important 5

**Q8 Sympathy**

In Ireland there are different social groups on which one can have different opinions. Generally speaking, can you indicate the extent to which you experience positive or negative feelings towards the following groups on a scale from 0 (very negative feelings) to 10 (very positive feelings)?

Q8\_1: People from the upper class

Q8\_2: People from the middle class

Q8\_3: People from the lower class

Q8\_4: Urban residents

Q8\_5: Rural residents

Q8\_6: Private sector employees

Q8\_7: Public sector employees

Q8\_8: Manual workers

Q8\_9: Farmers

Q8\_10: Self-employed

Q8\_11: Retirees

0 = very negative feelings 0

1 1

2 2

3 3

4 4

5 5

6 6

7 7

8 8

9 9

10 = very positive feelings 10

**Q9** **Left-Right Self-Placement**

In politics, people sometimes talk about left and right. Where would you place yourself on a scale from 0 to 10 where 0 means the left and 10 means the right?

0 = left 0

1 1

2 2

3 3

4 4

5 5

6 6

7 7

8 8

9 9

10 = right 10

**Q10** **VotedLastElection**

At the last national parliamentary election on February 8, 2020, there were many citizens who did not vote or could not vote for good reasons. What about you, which of the following statements applies to you?

Yes, I did vote 1

I thought about voting, but I did not do so this time 2

I usually vote, but I did not this time 3

No, I did not vote 4

I don’t know 5

**Q11 AttentionCheck**

When important news is announced, people often go online to keep up to date with the latest developments. We want to know which news channels people trust to get this information. We also want to know whether respondents pay attention to this issue. To show that you have read this text in full, please ignore the question below and select RTÉ and The Irish Times as your two answers.

If there is important news, which news source would you visit first? (Please select only one answer)

The Irish Times 1

The Irish Sun 2

The Irish Independent 3

RTÉ 4

The Irish Mirror 5

The Journal IE 6

**Q12a InGroupAppeals**

Generally speaking, how well would you say this statement represents you? *(in-group appeal)*

“We want to give [in-group] a stronger voice in politics”

0 = not at all 0

1 1

2 2

3 3

4 4

5 5

6 6

7 7

8 8

9 9

10 = very well 10

**Q12b** **InGroupAppealOpen**

We would like to know what you were thinking about while answering the previous question about how well the statement you read represents you. Please enter your answer below. Try to write down all the thoughts you had while answering that previous question as clearly as possible. Try to be as honest as possible. One sentence is sufficient. Ignore spelling, grammar, and punctuation placement.

[open ended question]

**Q12c InGroupAppealStatements**

*(respondents see only one random statements when “or” is indicated)*

Thinking again about the statement above, please indicate to what extent you agree with the following statements: Do you completely agree, somewhat agree, partly agree, partly disagree, somewhat disagree or completely disagree with each of these statements?

Q12c\_0: The party cares about people like me

or

Q12c\_1: The party listens to people like me

or

Q12c\_2: The party respects people like me

Q12c\_3: I would share this statement on my social networks

or

Q12c\_4: I would tell my friends and family about this statement

Q12c\_5: I feel recognized by this statement as who I am

or

Q12c\_6: I feel valued by this statement

Q12c\_7: This statement shows that the party seeks to represent people like me

or

Q12c\_8: This statement shows that the party represents people like me

Q12c\_9: Statement 9 This statement promotes the policy views that I hold

Q12c\_10: Statement 10 This statement raises an issue that is important to me

Completely disagree 1

Somewhat disagree 2

Partly agree/disagree 3

Somewhat agree 4

Completely agree 5

**Q13a** **outGroupAppeal**

To what extent do you agree with the statement above? *(out-group appeal shown here below)*

“[out-group] deserve more attention from policymakers”

Strongly disagree 1

Somewhat disagree 2

Neither agree nor disagree 3

Somewhat agree 4

Strongly agree 5

**Q13b** **outGroupAppealOpen**

We would like to know what you were thinking about while answering the previous question about how well the statement you read represents you. Please enter your answer below. Try to write down all the thoughts you had while answering that previous question as clearly as possible. Try to be as honest as possible. One sentence is sufficient. Ignore spelling, grammar, and punctuation placement.

[open ended question]

**Q13c outGroupAppealStatements**

*(respondents see only one random statements when “or” is indicated)*

Thinking again about the statement above, please indicate to what extent you agree with the following statements: Do you completely agree, somewhat agree, partly agree, partly disagree, somewhat disagree or completely disagree with each of these statements?

Q13c\_3: I would share this statement on my social networks

or

Q13c\_4: I would tell my friends and family about this statement

Q13c\_9: This statement promotes the policy views that I hold

Q13c\_10: This statement raises an issue that is important to me

Q13c\_11: This statement shows that the party cares about [outGroup]

or

Q13c\_12: This statement shows that the party seeks to represent [outGroup]

or

Q13c\_13: This statement shows that the party represents [outGroup]

Completely disagree 1

Somewhat disagree 2

Partly agree/disagree 3

Somewhat agree 4

Completely agree 5

**Q14** **ChoiceBetweenAppeals**

If you have to choose one of these statements to appear on a party’s campaign poster, which of the two statements do you think is better?

“We want to give [in-group/no\_in-group] a stonger voice in politics”

“[out-group/no\_out-group] deserve more attention from policymakers”

Statement 1 0

Statement 2 1

**Q15a** **compareInGroupYesAppeal**

*(if respondents have an in-group)*

Generally speaking, how well would you say this statement represents you?

“We want to give [in-group] a stronger voice in politics”

0 = not at all 0

1 1

2 2

3 3

4 4

5 5

6 6

7 7

8 8

9 9

10 = very well 10

**Q15b** **compareInGroupNoAppeal**

*(if respondents do not have an in-group)*

To what extent do you agree with the statement above? *(in-group appeal shown here below)*

“We should give [women] a stronger voice in politics”

Strongly disagree 1

Somewhat disagree 2

Neither agree nor disagree 3

Somewhat agree 4

Strongly agree 5

**Q15c** **compareInGroupOpen**

We would like to know what you were thinking about while answering the previous question about how well the statement you read represents you. Please enter your answer below. Try to write down all the thoughts you had while answering that previous question as clearly as possible. Try to be as honest as possible. One sentence is sufficient. Ignore spelling, grammar, and punctuation placement.

[open ended question]

**Q15d compareStatementsInGroupYes**

*(if respondents have an in-group; respondents see only one random statements when “or” is indicated)*

Thinking again about the statement above, please indicate to what extent you agree with the following statements: Do you completely agree, somewhat agree, partly agree, partly disagree, somewhat disagree or completely disagree with each of these statements?

Q15d\_0: The party cares about people like me

or

Q15d\_1: The party listens to people like me

or

Q15d\_2: The party respects people like me

Q15d\_3: I would share this statement on my social networks

or

Q15d\_4: I would tell my friends and family about this statement

Q15d\_5: I feel recognized by this statement as who I am

or

Q15d\_6: I feel valued by this statement

Q15d\_7: This statement shows that the party seeks to represent people like me

or

Q15d\_8: This statement shows that the party represents people like me

Q15d\_9: This statement promotes the policy views that I hold

Q15d\_10: This statement raises an issue that is important to me

Completely disagree 1

Somewhat disagree 2

Partly agree/disagree 3

Somewhat agree 4

Completely agree 5

**Q15e compareStatementsInGroupNo**

*(if respondents do not have an in-group; respondents see only one random statements when “or” is indicated)*

Thinking again about the statement above, please indicate to what extent you agree with the following statements: Do you completely agree, somewhat agree, partly agree, partly disagree, somewhat disagree or completely disagree with each of these statements?

Q15e\_3: I would share this statement on my social networks

or

Q15e\_4: I would tell my friends and family about this statement

Q15e\_9: This statement promotes the policy views that I hold

Q15e\_10: This statement raises an issue that is important to me

Q15e\_17: This statement shows that the party cares about [Women]

or

Q15e\_18: This statement shows that the party seeks to represent [Women]

or

Q15e\_19: This statement shows that the party represents [Women]

Completely disagree 1

Somewhat disagree 2

Partly agree/disagree 3

Somewhat agree 4

Completely agree 5

**Q16a** **compareOutGroupAppeal**

To what extent do you agree with the statement above? *(out-group appeal shown here below)*

“[out-group/no\_out-group] deserve more attention from policymakers” *(no\_out-group = students)*

Strongly disagree 1

Somewhat disagree 2

Neither agree nor disagree 3

Somewhat agree 4

Strongly agree 5

**Q16b** **compareOutGroupOpen**

We would like to know what you were thinking about while answering the previous question about how well the statement you read represents you. Please enter your answer below. Try to write down all the thoughts you had while answering that previous question as clearly as possible. Try to be as honest as possible. One sentence is sufficient. Ignore spelling, grammar, and punctuation placement.

[open ended question]

**Q16c compareStatementsOutGroup**

*(if respondents have an out-group; respondents see only one random statements when “or” is indicated)*

Thinking again about the statement above, please indicate to what extent you agree with the following statements: Do you completely agree, somewhat agree, partly agree, partly disagree, somewhat disagree or completely disagree with each of these statements?

Q16c\_3: I would share this statement on my social networks

or

Q16c\_4: I would tell my friends and family about this statement

Q16c\_9: This statement promotes the policy views that I hold

Q16c\_10: This statement raises an issue that is important to me

Q16c\_11: This statement shows that the party cares about [outGroup]

or

Q16c\_12: This statement shows that the party seeks to represent [outGroup]

or

Q16c\_13: This statement shows that the party represents [outGroup]

*(if respondents do not have an out-group; respondents see only one random statements when “or” is indicated)*

Thinking again about the statement above, please indicate to what extent you agree with the following statements: Do you completely agree, somewhat agree, partly agree, partly disagree, somewhat disagree or completely disagree with each of these statements?

Q16c\_3: Statement 3 I would share this statement on my social networks

or

Q16c\_4: Statement 4 I would tell my friends and family about this statement

Q16c\_9: This statement promotes the policy views that I hold

Q16c\_10: This statement raises an issue that is important to me

Q16c\_14: This statement shows that the party cares about [Students]

or

Q16c\_15: This statement shows that the party seeks to represent [Students]

or

Q16c\_16: This statement shows that the party represents [Students]

Completely disagree 1

Somewhat disagree 2

Partly agree/disagree 3

Somewhat agree 4

Completely agree 5