**APPENDIX 1**

The data used in this survey is the fifth wave of the British Cooperation Campaign Analysis Project, a survey under the direction of principal investigators Raymond Duch (Oxford University), Simon Jackman (Stanford University) and Lynn Vavreck (UCLA) regarding the May 6, 2010 British general election. Four pre-campaign waves, one formal campaign wave and one post-election wave constitute the survey. The fifth wave is the formal campaign wave, and it was conducted by internet interviews by YouGov between April 23 and May 4, 2010; N = 762. More information is available online, at: <http://ccap.nuff.ox.ac.uk/?p=projects&sp=british>.

**Tory voting intention**: Takes the value of (1) when respondent is leaning towards or has the intention to vote for a Conservative candidate, (0) otherwise.

**Age**: Real age ranging from 18 to 79 years old, recoded on a continuous scale from youngest (0) to oldest (1).

**Female**: Takes the value of (0) for men and the value of (1) for women.

**Education**: Takes the value of (0) when the respondent has no formal qualifications; (0.17) when the respondent falls in one of the following categories: youth training certificate/skillseekers, trade apprenticeship completed, clerical or commercial or city or guild certificate, CSE grades 2-5; (0.33) when the respondent falls into one of the following categories: CSE grade 1, GCE O level, GCSE, School, Scottish ordinary / Lower Certificate; (0.5) when the respondent falls into one of the following categories: GCE A level or Higher Certificate, Scottish Higher Certificate; (0.67) when the respondent has a Nursing qualification (eg SEN, SRN, SCM), a Teaching qualification (not degree), or a University Diploma; (0.88) when the respondent has a university or CNAA first degree (eg BA), or other technical or professional degree; (1) when the respondent has university or CNAA higher degree (eg MA).

**Occupation**: Takes the value of (0) when respondents are in occupations that are classified as upper middle class, middle class, or lower middle class, and the value of (1) when respondents are in occupations that are classified as skilled working class, working class, or in the lowest classes. As is usual in British election studies, occupations are ranked going from the bottom to the top of the occupational scale, from A to E, and these rankings given corresponding labels, as follows:.

|  |  |  |
| --- | --- | --- |
| Grade   | Social class   | Chief income earner's occupation |
| A | Upper middle class      | Higher managerial, administrative or professional |
| B | Middle class             | Intermediate managerial, administrative or professional |
| C1 | Lower middle class     | Supervisory or clerical and junior managerial, administrative or professionals |
| C2 | Skilled working class   | Skilled manual workers |
| D | Working class            | Semi and unskilled manual workers |
| E | The lowest      | Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income or subsistence |

**Region**: Takes the value of (1) is the respondent lives in the North East, North West, Wales or Scotland and 0 otherwise.

**Income**: Fifteen-point salary scale rescaled from smallest income (0) to largest income (1).

**Low-risk assets**: Takes the value of (1) when respondent’s household owns all of the following assets: house or apartment, country house, savings account; (0.67) when household owns 2 assets; (0.33) when household owns 1 asset; and (0) when household own none of these assets.

**High-risk assets** : Takes the value of (1) when respondent owns all of the following assets: a business, a piece of land or a farm, stocks, rental properties; (0.67) when respondent owns 2 assets; (0.33) when respondent owns 1 asset; and (0) when respondent owns none of these assets.

**Party Identification**: A variable derived from the question “Generally speaking, do you think of yourself as Labour, Conservative, Liberal Democrat, or what?”, and taking the value of (1) when the respondent answered Conservative, (0) if he mentioned another party and 0.5 if he mentioned no party.

**Ideology**: Dichotomous variable taking the value of (1) when respondent is above 5 and (0) when 5 or below, on a self-positioning ideology scale of integer numbers where 0 is maximum left and 1 is maximum right.

**Valence**: Based on the retrospective sociotropic economic perceptions question phrased “Would you say that OVER THE PAST YEAR the nation’s economy has gotten much better, gotten better, stayed about the same, gotten worse, or gotten much worse?”; responses were coded (1) for “got much worse”; (0.5) for “got worse” and (0) otherwise.

**Position**: To the question “Suppose a rich person has one pound sterling, and a poor person has one pound sterling. How much tax should each pay on that pound sterling?”, responses were coded (1) for “rich person pays 30 pence, poor person pays 30 pence or for rich 40 pence, poor 30 pence, (0.5) for rich 50 pence, poor 20 pence; and (0) for rich 60 pence, poor 10 pence.