ONLINE APPENDIX

Additional Tables and Figures

Levels for each social category are presented in table 1[1][2]. Descriptive statistics for the presented profiles are presented in table 3[3]. Descriptive statistics for respondents (without weights) are presented in table 2.

---

[1]Levels were defined to be as similar as possible between respondents and profiles. They are identical except for income, where respondents' income levels are divided into smaller groups. For the analysis, the respondents' perception of their family's class was not considered.

[2]For Subjective family class, the matching occurs when the family class of the profile matches the self-categorization of the respondent's subjective class. Age matching considered a 10-year threshold. If the difference in ages between respondent and profile was equal or less than 10, then matching would occur.

[3]Gender and region did not present missing values (they are used for the sampling process). To deal with missing attributes of the voters' profiles, due to non-response, two strategies were followed. For all attributes, apart from ethnicity and religion, missing values were randomly imputed using STATA to fill in missing values using a multivariate imputation through chained equations (MICE). In other words, I imputed multiple variables iteratively via a sequence of univariate imputation models, one for each imputation variable, with fully conditional specifications of prediction equations. Specifically, multiple linear regression was used for age, logistic regression for home status, subjective class, and subjective family class, and ordinal logistic for education and income. Gender, region, and vote (2017 General Election vote), were used as predictors. For ethnicity and religion, an "unknown" category was included in the experiment as a possible level of these attributes.

TABLE 1: Levels used for each attribute of profiles

Social.Identity	Category
Gender	Male
	Female
Ethnicity	He/She is White
	He/She is ethnically mixed
	He/She is Asian/Asian British
	He/She is Black
	The person's ethnicity is unknown
Age	[X] years old
Religion	Describes himself/herself as having no religion
	Describes his/her religion as Christian (no denomination)
	Describes his/her religion as Roman Catholic
	Describes his/her religion as Church of England/Anglican
	Describes his/her religion as Presbyterian/Church of Scotland
	Describes his/her religion as Methodist
	Describes his/her religion as Hindu
	Describes his/her religion as Islam
	The person's religion is unknown
Region	Lives in the East Midlands
	Lives in the East of England
	Lives in London
	Lives in North East
	Lives in North West
	Lives in Scotland
	Lives in South East
	Lives in South West
	Lives in Wales
	Lives in West Midlands
	Lives in Yorkshire & Humber
Home status	Owns the home where he/she lives
	Rents the home where he/she lives
Education	Does not have a university degree
	Has a university degree
Annual household income	Household Income is less than £5,199 per year
	Household Income is between £5,200 and £15,599 per year
	Household income is between £15,600 and £25,999 per year
	Household income is between £26,000 and £36,399 per year
	Household income is between £36,400 and £44,999 per year
	Household income is between £45,000 and £59,999 per year
	Household income is between £60,000 and £99,999 per year
	Household income is greater than £100,000 per year
Subjective class	Describes himself/herself as Middle class
	Describes himself/herself as Working class
Subjective family class	Describes his/her family when growing up as Middle class
	Describes his/her family when growing up as Working class

TABLE 2: Descriptive statistics for respondents

Characteristic	N = 1,656
Age	52 (20, 90)
Ethnicity	
Asian	56 (3.5%)
Black	9 (0.6%)
Mixed	20 (1.2%)
White	1,529 (95%)
Unknown	42
Annual Income	
£10,000 to £14,999	139 (9.4%)
£100,000 to £149,999	17 (1.1%)
£15,000 to £19,999	113 (7.6%)
£150,000 and over	9 (0.6%)
£20,000 to £24,999	120 (8.1%)
£25,000 to £29,999	122 (8.2%)
£30,000 to £34,999	94 (6.4%)
£35,000 to £39,999	81 (5.5%)
£40,000 to £44,999	77 (5.2%)
£45,000 to £49,999	53 (3.6%)
£5,000 to £9,999	86 (5.8%)
£50,000 to £59,999	61 (4.1%)
£60,000 to £69,999	22 (1.5%)
£70,000 to £99,999	46 (3.1%)
Don't know	112 (7.6%)
Prefer not to answer	278 (19%)
under £5,000	49 (3.3%)
Unknown	177
Religion	
Church of England/Anglican/Episcopal	379 (31%)
Hinduism	11 (0.9%)
Islam	27 (2.2%)
Methodist	26 (2.1%)
No religion	648 (53%)
Presbyterian/Church of Scotland	35 (2.9%)
Roman Catholic	96 (7.9%)
Unknown	434
Home Status	
Own outright	494 (37%)
Own with a mortgage	402 (30%)

Own (part-own) through shared ownership scheme (i.e. pay part mortgage, part rent)	11 (0.8%)
Rent from a private landlord	168 (13%)
Rent from my local authority	55 (4.1%)
Rent from a housing association	95 (7.1%)
Neither I live with my parents, family or friends but pay some rent to them	42 (3.1%)
Neither I live rent-free with my parents, family or friends	51 (3.8%)
Other	23 (1.7%)
Don't know	0 (0%)
Unknown	315
Class	
No	424 (26%)
Yes, middle class	413 (25%)
Yes, working class	689 (42%)
Yes, other	29 (1.8%)
Skipped	0 (0%)
Not Asked	0 (0%)
Don't know	91 (5.5%)
Unknown	10
Education	
None	117 (7.1%)
Level 1	52 (3.1%)
Level 2	333 (20%)
Level 3	313 (19%)
Level 4	131 (7.9%)
Level 5 and above	459 (28%)
Other	251 (15%)
Gender	
Male	749 (45%)
Female	907 (55%)
Region	
North East	60 (3.6%)
North West	191 (12%)
Yorkshire and the Humber	154 (9.3%)
East Midlands	117 (7.1%)
West Midlands	148 (8.9%)
East of England	158 (9.5%)
London	183 (11%)
South East	251 (15%)
South West	163 (9.8%)
Wales	87 (5.3%)
Scotland	144 (8.7%)

Northern Ireland	0 (0%)
Non UK & Invalid	0 (0%)

[1] Median (0%, 100%); n (%)

T A B L E 3: Descriptive statistics for profiles

Characteristic	N = 16,560
Age	49 (34, 64)
Ethnicity	
Asian/Asian British	1,055 (6.4%)
Black	295 (1.8%)
Mixed	259 (1.6%)
White	13,967 (84%)
Unknown	984 (5.9%)
Annual_Income	
between £15,600 and £25,999	3,286 (20%)
between £26,000 and £36,399	2,876 (17%)
between £36,400 and £44,999	1,668 (10%)
between £45,000 and £59,999	1,967 (12%)
between £5,200 and £15,599	3,053 (18%)
between £60,000 and £99,999	2,262 (14%)
greater than £100,000	694 (4.2%)
less than £5,199	754 (4.6%)
Religion	
Roman Catholic	3,734 (23%)
Church of England/Anglican/Episcopal	2,629 (16%)
Hindu	246 (1.5%)
Islam	912 (5.5%)
Methodist	266 (1.6%)
Presbyterian/Church of Scotland	202 (1.2%)
No religion	8,016 (48%)
Unknown	555 (3.4%)
Home Status	
Owns home	11,522 (70%)
Rents home	5,038 (30%)
Class	
Middle class	5,699 (34%)
Working class	10,861 (66%)
Family Class	
Family middle class	4,486 (27%)

Family working class	12,074 (73%)
Education	
Not University	10,780 (65%)
University	5,780 (35%)
Gender	
Male	8,111 (49%)
Female	8,449 (51%)
Region	
Lives in London	1,907 (12%)
Lives in North East	825 (5.0%)
Lives in North West	1,913 (12%)
Lives in Scotland	1,508 (9.1%)
Lives in South East	2,317 (14%)
Lives in South West	1,474 (8.9%)
Lives in the East Midlands	1,229 (7.4%)
Lives in the East of England	1,543 (9.3%)
Lives in Wales	806 (4.9%)
Lives in West Midlands	1,578 (9.5%)
Lives in Yorkshire & Humber	1,460 (8.8%)

[1] Median (IQR); n (%)

Figure 1 presents the results for the analysis using linear model rather than the logistic ordinal version in the article. Patterns remain largely unchanged.
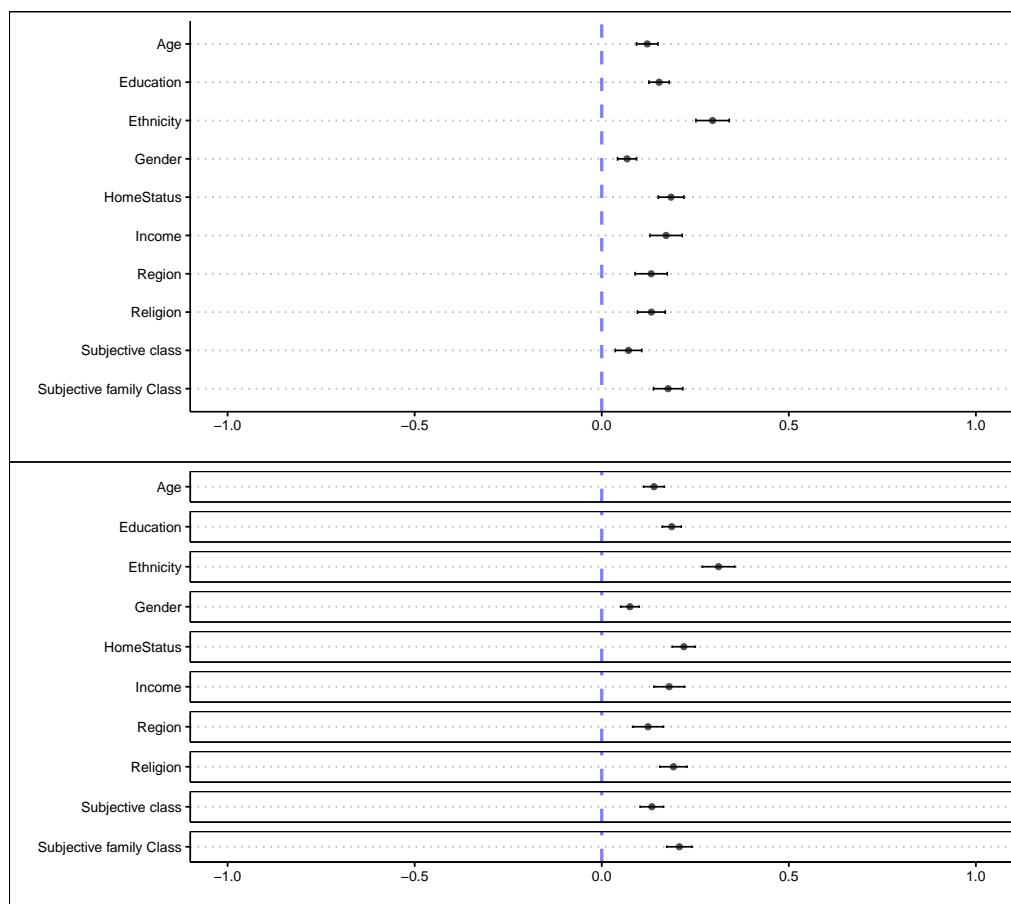
Figure 1: Political commonality by social category. Multivariate linear regression (top) and linear model with one variable at a time (bottom)

Testing robustness of operationalization

As a sensitivity test, the coefficients of the main analysis are replicated, separating estimates by the relative position of the task (first, second, third, fourth, or fifth). Figure 2 shows that there is no noticeable pattern depending on the number of tasks.

As another robustness check, I plot the obtained coefficients according to how many levels each characteristic has. This is to assess whether the size of the size of the coefficients is related to the number of levels. I run this analysis for all characteristics, except age (the only characteristic operationalized as continuous). Figure 3 shows this comparison. There is no clear pattern which would suggest the size of estimate depends on having more or less levels.

As for age, I replicate the bivariate analysis of age closeness in the paper with different operationlizations. In the original operationalization, respondent and profile are considered to be

in the same age category when the difference between the two is less than 10 (years). Figure 4 shows the estimate for matching age is largely unaffected by the choosing different thresholds.
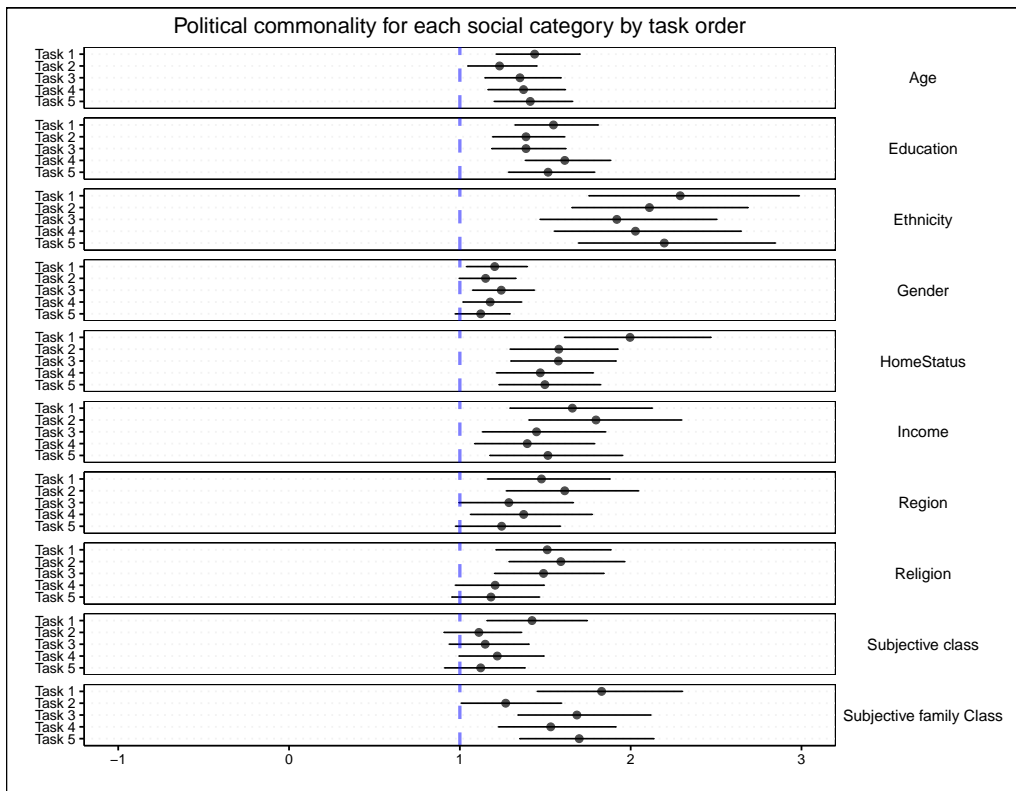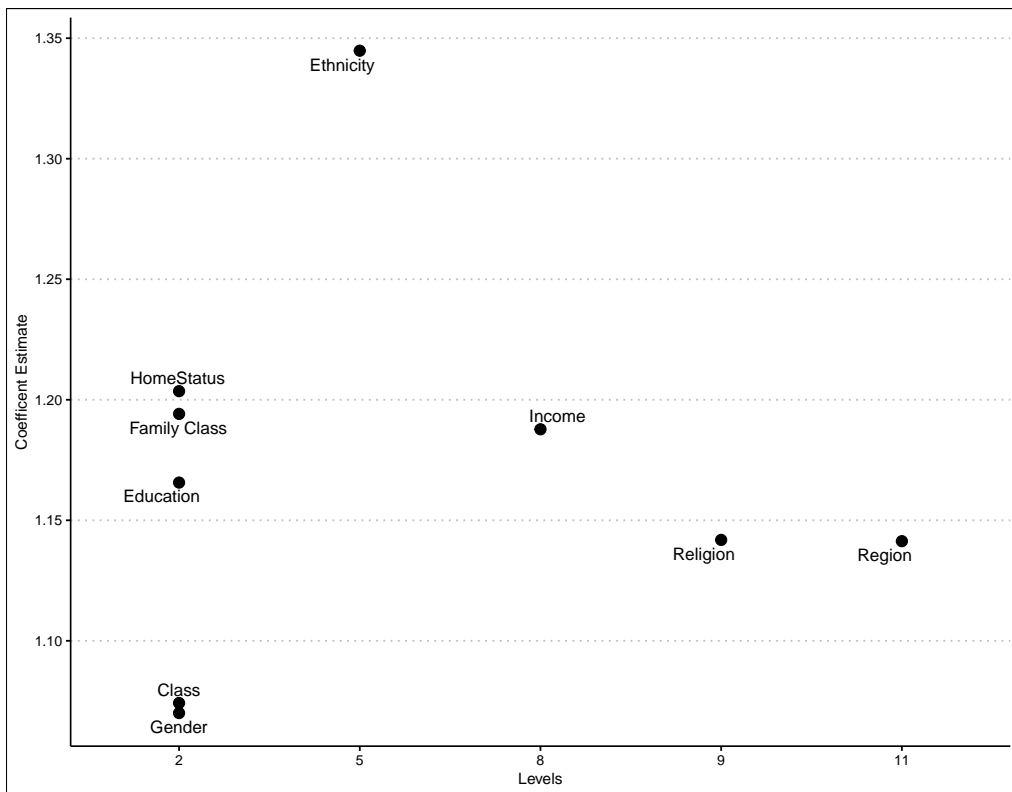

Figure 2: Sensitivity test

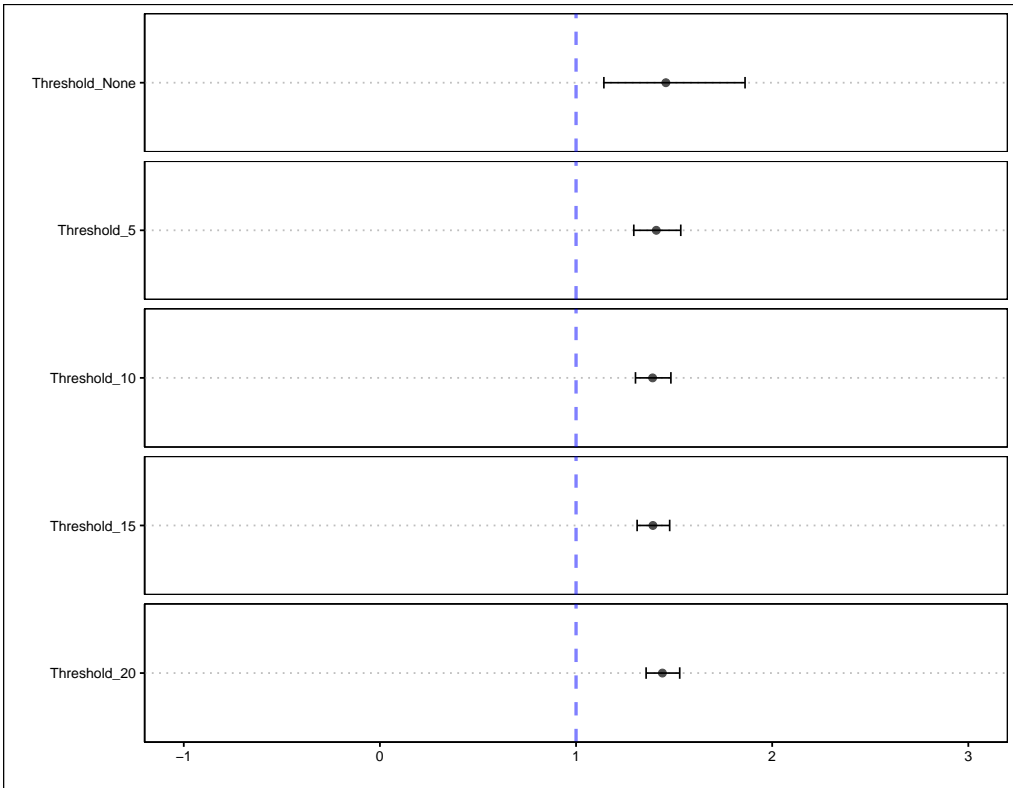*Figure 3:* Levels versus Estimates of Multivariate Regression (odds ratio)

Figure 4: Political commonality for different age operationalization Bivariate models (odds ratio)

Perceived political commonalities within sub-groups

As an additional analysis, I include an interaction effect for the respondents' level within each sub-group. Overall the importance of each social category does not show significant variation by level for most sub-groups. While not all of these differences are statistically significant, the data suggest women might be more sensitive to gender similarities than men, those with lower incomes more sensitive to income similarities than those with higher incomes, the non-religious more sensitive to religious similarity than the religious, and the working class more sensitive to class similarity than the middle class. However, caution is needed as some categories are too small to say much about them. That is, the experiment gives little information on the social identities for minority sub-groups. This is the case of less numerous religions and ethnicity. Grouping Muslim, Methodist, and the Church of Scotland (with matching still within each level, and hence grouping only of the interaction effect) still leads to a large confidence intervals (and a non-significant estimates). This is clearly the case for non-white ethnicity (grouping BAME respondents), as well. In this case, the confidence interval is several times larger than the entire x scale. The measurement design allows me to also evaluate the way class and ethnicity interact, at least for white respondents. Figure 6 shows the difference in relevance of each social category for white respondents that identify as either working class or middle class. While there are some differences in the importance given to some groupings (such as age, education, and region), I find no evidence that the relevance of ethnicity differs by social class.

Finally, Figure 7 presents the results of the combined interaction of 2017 General Election vote and EU referendum vote.
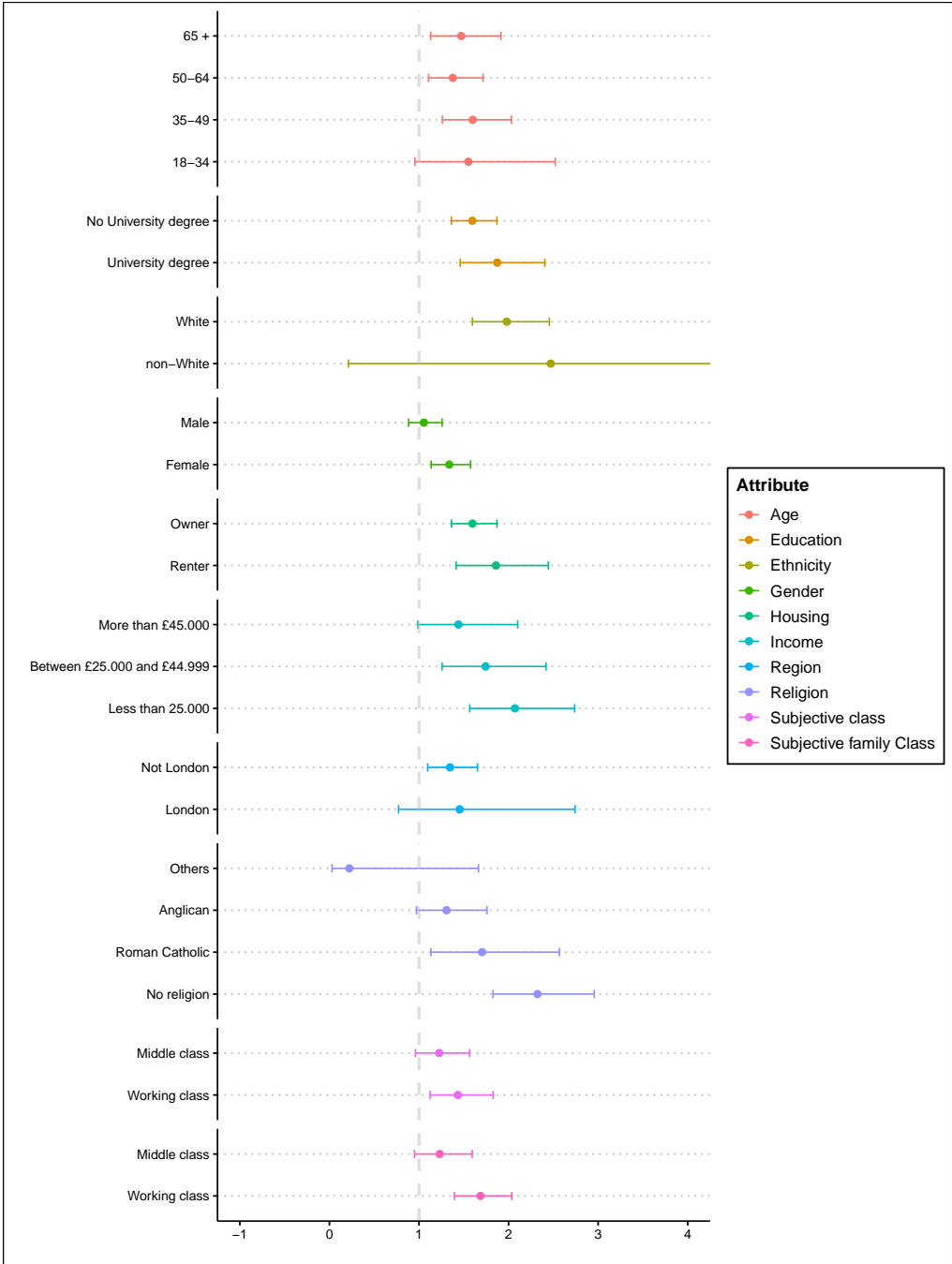
Figure 5: Political commonality for each social category by level of each social category. Multivariate ordinal logistic regression
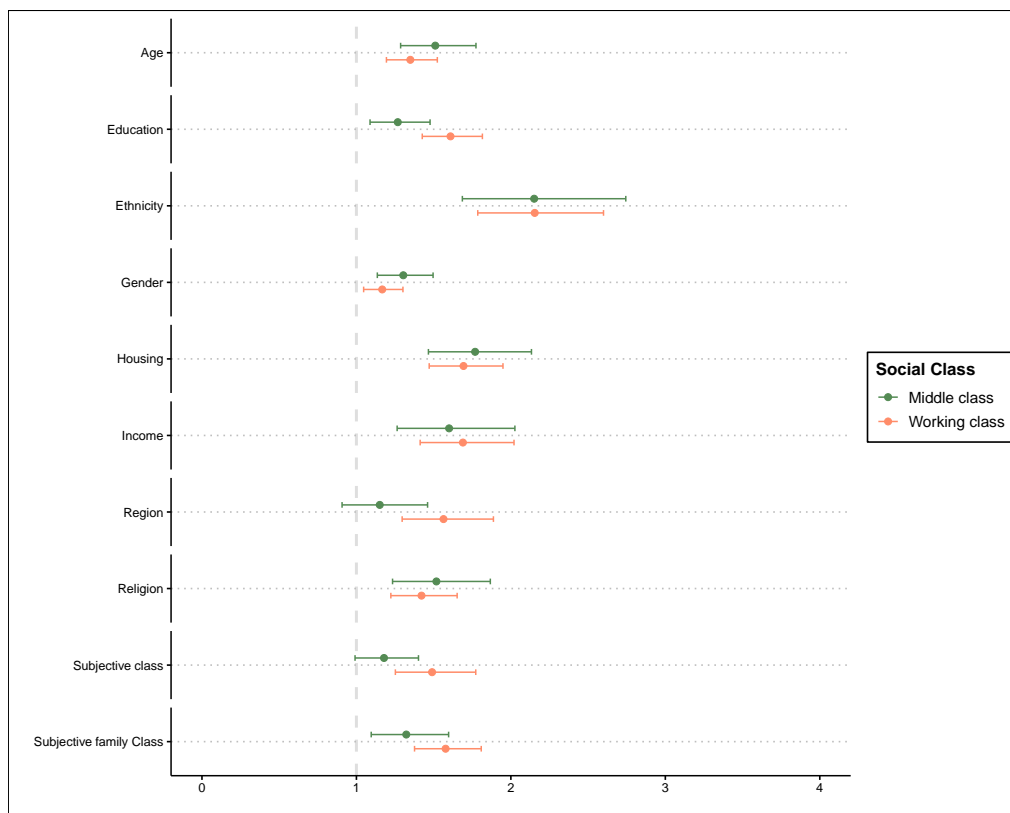
Figure 6: Political commonality by social class among white respondents. Multivariate ordinal logistic regression
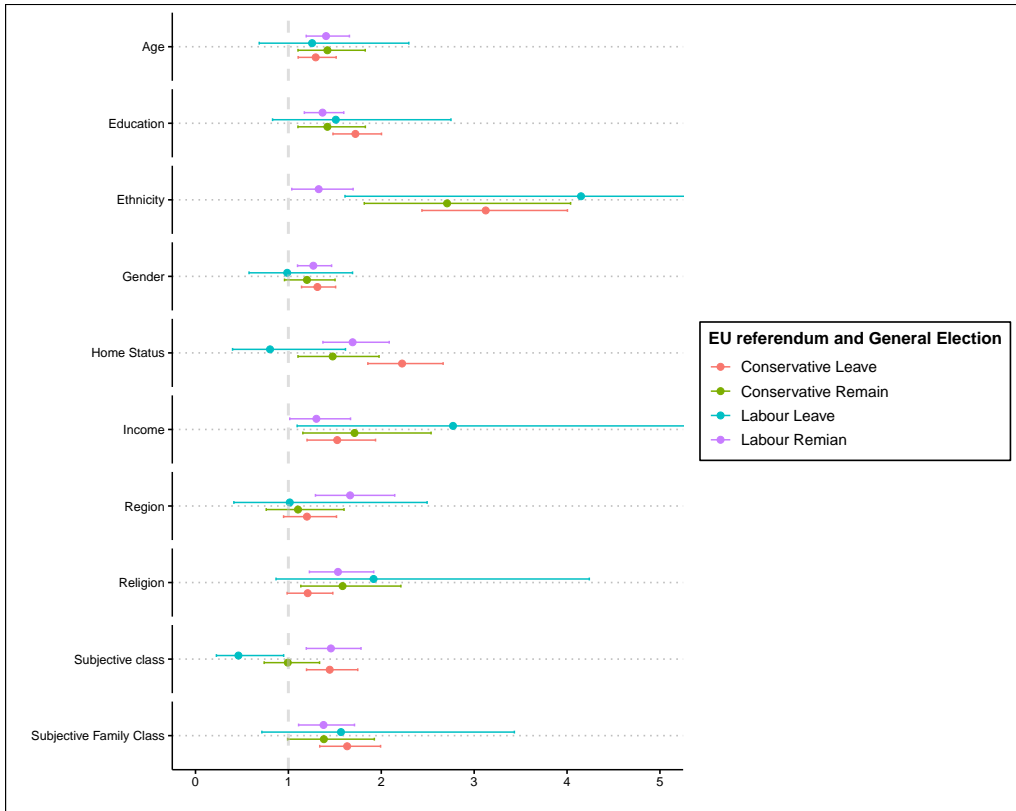
Figure 7: Political commonality by both party vote in the 2017 General Election and EU referendum vote