**Supplemental Online Appendix (SOA)**

## SOA A1: Information on Netquest sampling

**Netquest Protocol**

The Netquest survey uses opt-in panels, based on existing databases of nationally representative samples of residents of Spain.  The panel is constrained to individuals of at least 18 years of age.  The sample is stratified with representative quotas of the Spanish population by geographical area (seven geographical areas), age group, and gender.  Netquest compensates economically all participants with vouchers that can be used later to purchase goods at Netquest's online store.  Full documentation on sample compilation is available upon request.

**SOA Table A1. Comparison of Samples. Spain (without Catalonia)**

| Variable | Netquest survey | National Representative Survey | Survey |
|---|---|---|---|
| Female | Women: 51% | Women: 51% | CIS 2976. January 2013 |
| Age | Mean: 38.7% (sd: 11.5)<br>18-24: 12.35%<br>25-34: 26.92%<br>35-44: 29.87%<br>45-55: 21.02%<br>55+: 9.84% | Mean: 47.52% (sd: 17.6)<br>18-24: 8.75%<br>25-34: 20.01%<br>35-44: 20.85%<br>45-54: 17.94%<br>55+: 32.45% | CIS 2976. January 2013 |
| Vote recall (Nov. 11 elections) | PSOE: 19.11%<br>PP: 27.32%<br>IU: 9.21%<br>UPyD: 8.32% | PSOE: 22.22%<br>PP: 30.35%<br>IU: 5.68%<br>UPyD: 3.51% | CIS 2976. January 2013 |
| Ideology (1-10) | 4.51 (sd: 2.2) | 4.85 (sd: 1.84) | CIS 2976. January 2013 |
| Education | Primary or basic secondary: 10.17%<br>Upper secondary: 36.87%<br>University: 52.96% | Primary or basic secondary: 45.02%<br>Upper secondary: 30.16%<br>University: 24.82% | CIS 2976. January 2013 |
| Unemployed | 21.2% | 26.31% | CIS 2976. January 2013 |
| Income | We define income deciles based on the information INE's *Encuesta de Condiciones de Vida* (The national representative survey used in international studies on income distribution such as the Luxembourg Income Study). Perfect representativeness of the survey means that 10 % of the sample fall into each decile. The actual percentages for each decile are the following: $1^{st}$: 8.25%; $2^{nd}$: 11.25%; $3^{rd}$: 9.71%; $4^{th}$: 10.25%; $5^{th}$: 10.21%; $6^{th}$:10.54%; $7^{th}$:10.11%; $8^{th}$: 11.29%; $9^{th}$: 10.93%; $10^{th}$: 7.46% | | INE, Encuesta de Condiciones de Vida 2011. |

**SOA Table A2. Comparison of Samples. Catalonia**

| Variable | Netquest survey | National Representative Survey | Survey |
|---|---|---|---|
| Female | Women: 51.0% | Women: 50.7% | CIS 2976. January 2013 |
| Age | Mean: 38.7% (sd: 11.5)<br>18-24: 9.7%<br>25-34: 15.65%<br>35-44: 19.14%<br>45-55: 28.41%<br>55+: 27.10% | Mean: 47.52% (sd: 17.6)<br>18-24: 7.81%<br>25-34: 20.65%<br>35-44: 20.15%<br>45-54: 17.88%<br>55+: 33.5% | CIS 2976. January 2013 |
| Vote recall (Nov. 11 elections) | PSOE: 16.83%<br>PP: 9.42%<br>IU: 8.92%<br>UPyD: 1%<br>CiU: 19.5% | PSOE: 20.54%<br>PP: 7.92%<br>IU: 8.66%<br>UPyD: 1.49%<br>CiU: 12.38% | CIS 2976. January 2013 |
| Ideology (1-10) | 3.87 (sd: 2.04) | 3.94 (sd: 1.84) | CIS 2976. January 2013 |
| Education | Primary or basic secondary: 10.09%<br>Upper secondary: 39.19%<br>University: 50.71% | Primary or basic secondary: 40.1%<br>Upper secondary: 35.5%<br>University: 24.5% | CIS 2976. January 2013 |
| Unemployed | 15.1% | 26.98% | CIS 2976. January 2013 |
| Income | We define income deciles based on the information INE's *Encuesta de Condiciones de Vida* (The national representative survey used in international studies on income distribution such as the Luxembourg Income Study). Perfect representativeness of the survey means that 10 % of the sample fall into each decile. The actual percentages for each decile are the following:<br>1st : 5.25%; 2nd: 6.42%; 3rd: 7.33%; 4th: 8.17%; 5th: 10.5%;<br>6th:11.25%; 7th:11.33%; 8th: 13.25%; 9th: 14.92%; 10th: 11.58% | | INE, Encuesta de Condiciones de Vida 2011. |

**SOA Table B: Randomization check**

|  | (1) Group 1 | (2) Group 2 | (3) Group 3 |
|---|---|---|---|
| age | -0.0026 | 0.0038 | -0.00097 |
|  | (0.0034) | (0.0034) | (0.0030) |
| female | 0.020 | 0.028 | -0.037 |
|  | (0.081) | (0.080) | (0.070) |
| unemployed | -0.17 | 0.10 | 0.050 |
|  | (0.11) | (0.10) | (0.090) |
| hhsize | 0.00024 | -0.020 | 0.015 |
|  | (0.034) | (0.034) | (0.030) |
| decile | -0.0099 | 0.0064 | 0.0025 |
|  | (0.015) | (0.015) | (0.013) |
| _cons | -0.93*** | -1.20*** | -0.046 |
|  | (0.22) | (0.22) | (0.19) |
| N | 4000 | 4000 | 4000 |
| $R^2$ |  |  |  |

Standard errors in parentheses
* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

**SOA Table C: Comparing Group 2 to Group 1**

|  | (1)<br>logratio | (2)<br>concentration |
|---|---|---|
| group 2 | -0.15*** | -0.022*** |
|  | (0.043) | (0.0064) |
| decile | -0.026*** | -0.0033** |
|  | (0.0086) | (0.0013) |
| age | 0.011*** | 0.0015*** |
|  | (0.0019) | (0.00028) |
| female | 0.18*** | 0.030*** |
|  | (0.044) | (0.0066) |
| educ | -0.071** | -0.0100** |
|  | (0.034) | (0.0050) |
| ideology | -0.040*** | -0.0081*** |
|  | (0.0097) | (0.0014) |
| unemployed | 0.085 | 0.0094 |
|  | (0.057) | (0.0084) |
| _cons | 1.63*** | 0.30*** |
|  | (0.13) | (0.019) |
| $N$ | 1673 | 1673 |
| $R^2$ | 0.058 | 0.059 |

Standard errors in parentheses
* $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

**SOA D: Screenshots**

# Encuesta (Test)

Ayuda

Así pues, crees que hay un 25% de hogares en España que viven con un nivel de ingresos mensuales mayores que los tuyos, y un 75% de hogares en España con ingresos menores que los tuyos.

De acuerdo con la información que nos has ofrecido anteriormente sobre tu nivel aproximado de ingresos, y según los datos más recientes sobre distribución de ingresos del Instituto Nacional de Estadística (INE) en realidad en España hay menos de un 10% de hogares con un nivel de ingresos MAYORES que los tuyos, y más de un 90% de hogares con un nivel de ingresos MENORES que los tuyos.

0%      25%      50%      75%      100%