

Online Appendix

Measuring Knowledge of Parties' Legislative Seat Shares

Political Science Research and Methods

Seonghui Lee
Agustina Haime
Randolph Stevenson

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A. Questionnaire

A1. UK Survey Questions used for Figure 2

(* In most questions, party names in the response category are shown in randomized order.)

[Party recognition] Several political parties are listed below. Please tell us the ones you recognize as being active in British politics, regardless of whether you can recall anything else about the party.

- Social Democratic and Labour Party (SDLP)
- Conservative Party
- Ulster Unionist Party (UUP)
- Sinn Fein
- Plaid Cymru
- Democratic Unionist Party (DUP)
- Labour Party
- Scottish National Party (SNP)
- Alliance Party of Northern Ireland
- UK Independence Party (UKIP)
- Green Party of England and Wales
- Liberal Democrats

[Party LR position] In politics people sometimes talk of “Left” and “Right.” Please place yourself on the scale below, where 0 means the most Left and 10 means the most Right. After you have placed yourself, please also place the listed parties.

	Most Right										Don't Know	
	0	1	2	3	4	5	6	7	8	9	10	
Yourself	<input type="radio"/>											
Democratic Unionist Party (DUP)	<input type="radio"/>											
Conservative Party	<input type="radio"/>											
Labour Party	<input type="radio"/>											
Liberal Democrats	<input type="radio"/>											
Social Democratic and Labour Party (SDLP)	<input type="radio"/>											
Scottish National Party (SNP)	<input type="radio"/>											
Plaid Cymru	<input type="radio"/>											
UK Independence Party (UKIP)	<input type="radio"/>											
Green Party of England and Wales	<input type="radio"/>											
Sinn Fein	<input type="radio"/>											
Ulster Unionist Party (UUP)	<input type="radio"/>											
Alliance Party of Northern Ireland	<input type="radio"/>											

[Party tax position] Now, on the issue of the level of Taxes versus Spending on Social Welfare and Health Programs, where would you place yourself and the following parties?

	Lower Taxes and Less Spending							Higher Taxes and More Spending		Don't Know
	1	2	3	4	5	6	7			
Yourself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>
Conservative Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>
Labour Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>
Liberal Democratic Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>

Scottish Nationalist Party (SNP)	<input type="radio"/>							
UK Independence Party (UKIP)	<input type="radio"/>							

[Party EU position] Now, on the issue of EU integration, where would you place yourself and the following parties?

	Less Integration with the EU 1	2	3	4	5	6	More Integration with the EU 7	Don't Know
Yourself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conservative Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labour Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liberal Democratic Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scottish Nationalist Party (SNP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UK Independence Party (UKIP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Party Scottish position] Now, on the issue of how much independence from the UK Scotland should be granted, where would you place yourself and the following parties?

	Less Scottish Independence 1	2	3	4	5	6	More Scottish Independence 7	Don't Know
Yourself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conservative Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labour Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liberal Democratic Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scottish Nationalist Party (SNP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UK Independence Party (UKIP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Party policy influence] The “legislative process” consists of legislators proposing, modifying, and voting on legislation. Ultimately, this process produces a set of new laws and modifications to old laws. Taking into account all of the various means parties may use to influence the legislative process, how much influence do you think each of the parties below ultimately had on the outcomes of the legislative process in the United Kingdom since the last election?

	No influence	Very little influence	Some influence	Quite a bit of influence	A great deal of influence	Complete influence	Don't know
Democratic Unionist Party (DUP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conservative Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labour Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liberal Democrats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Democratic and Labour Party (SDLP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scottish National Party (SNP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plaid Cymru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UK Independence Party (UKIP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green Party of England and Wales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinn Fein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ulster Unionist Party (UUP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alliance Party of Northern Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Party frequency in cabinet] How frequently, since about 1980, would you say each of the following parties have been in government (held seats in the cabinet)?

	Never	Sometimes	Frequently	Don't know
Democratic Unionist Party (DUP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conservative Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labour Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liberal Democrats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Democratic and Labour Party (SDLP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scottish National Party (SNP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plaid Cymru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UK Independence Party (UKIP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green Party of England and Wales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinn Fein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ulster Unionist Party (UUP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alliance Party of Northern Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Party role in cabinet] Please choose the option which best describes each party's role in the current government (the government formed after the 2010 election).

1. Party of the current Prime Minister (Choose 1 party)
2. Party in the current cabinet but is not the current Prime Minister
3. Party is currently in the opposition
4. Party has no seats in the House of Commons

	1. Prime Minister's Party	2. Cabinet Party	3. Opposition Party	4. No Seats in the House of Commons	Don't know
Democratic Unionist Party (DUP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conservative Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Labour Party	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Liberal Democrats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Democratic and Labour Party (SDLP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scottish National Party (SNP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plaid Cymru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UK Independence Party (UKIP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green Party of England and Wales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinn Fein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ulster Unionist Party (UUP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alliance Party of Northern Ireland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Party control of ministries] As you may know, the current government divides functional responsibility over broad areas of policy and administration among various government departments, each headed by a cabinet minister from one of the government parties.

In the last question, you indicated that the current governing cabinet includes the following parties: [SHOW PARTY NAMES THAT THE RESPONDENT CHOSE IN THE PREVIOUS QUESTION]

[Note: if this is not the cabinet you intended, use the back button below to navigate to the previous page and change your answer before proceeding]

Please tell us which of these parties heads each of the government departments listed below.

	[PARTY NAMES THE RESPONDENT CHOSE IN PREVIOUS QUESTION]	Don't Know
Treasury	<input type="radio"/>	<input type="radio"/>
Business Innovation and Skills	<input type="radio"/>	<input type="radio"/>
Communities and Local Government	<input type="radio"/>	<input type="radio"/>
Culture Media and Sport	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>
Environment	<input type="radio"/>	<input type="radio"/>
International Development	<input type="radio"/>	<input type="radio"/>
Transport	<input type="radio"/>	<input type="radio"/>
Work and Pensions	<input type="radio"/>	<input type="radio"/>
Energy and Climate Change	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>
Foreign Office	<input type="radio"/>	<input type="radio"/>
Scotland Office	<input type="radio"/>	<input type="radio"/>
Wales Office	<input type="radio"/>	<input type="radio"/>
Northern Ireland Office	<input type="radio"/>	<input type="radio"/>
Justice	<input type="radio"/>	<input type="radio"/>
Defence	<input type="radio"/>	<input type="radio"/>
Home Office	<input type="radio"/>	<input type="radio"/>

* Only a selected number of ministries are randomly shown to respondents.

[Evaluation of economy] Looking back over the last year, would you say that the economic situation in the UK has gotten much better, somewhat better, somewhat worse, much worse, or has it stayed the same?

- Much better
- Somewhat better
- Stayed the same
- Somewhat worse
- Much worse
- Don't know

[Media use: attention test] When a big news story breaks people often go online to get up to the minute details on what is going on. We want to know which websites people trust to get this information. We also want to know if people are paying attention to the question. To show that you've read this much, please ignore the question and select The Times and ITN as your two answers. When there is a big news story, which is the one news website you would visit first? (Please only choose one)

- The Guardian
- The Times
- BBC
- The Independent
- The Daily Mail
- The Telegraph
- Sky News
- ITN
- Daily Express
- Daily Mirror
- The Sun
- Daily Star

[Knowledge: earthquake] Which country was recently struck by a large earthquake that killed over 3000 people?

- Nepal
- India
- Tibet
- Japan
- Indonesia
- The Dominican Republic
- Don't Know

[Knowledge: EU referendum] Which of the political parties listed below support having a referendum on the UK's membership in the European Union?

	Support	Do not support	Don't Know
Conservatives			
Labour			
Liberal democrats			
UKIP			
SNP			
The Greens			

[Knowledge: support carers] Which party promises to allocate 150 million pounds to support "carers"?

- Liberal democrats
- Conservatives
- Labour
- The Greens
- SNP
- UKIP
- Don't Know

A2. Danish Survey Questions used for Figure 2

(* Translated in English)

[Political interest] How interested would you say you are in politics?

- Very interested
- Fairly interested
- Little interested
- Not at all interested

[Political knowledge] And how much informed would you say you are about politics (e.g., how much do you know about political parties, party leaders, politicians and political debates)?

- Very informed
- Fairly informed
- Not very informed
- Not at all informed

[Party recognition] – See the question in the UK survey

[Party tax position] – See the question in the UK survey

[Party EU position] – See the question in the UK survey

[Party asylum position] Now, on the issue of asylum rules in Denmark, where would you place yourself and the following parties?

	Less strict asylum rules							More strict asylum rules	Don't Know
	1	2	3	4	5	6	7		
Yourself	○	○	○	○	○	○	○		○
Socialdemokratiet	○	○	○	○	○	○	○		○
Radikale Venstre	○	○	○	○	○	○	○		○
Det Konservative Folkeparti	○	○	○	○	○	○	○		○
Socialistisk Folkeparti	○	○	○	○	○	○	○		○
Liberal Alliance	○	○	○	○	○	○	○		○
Kristendemokraterne	○	○	○	○	○	○	○		○
Dansk Folkeparti	○	○	○	○	○	○	○		○
Venstre	○	○	○	○	○	○	○		○
Enhedslisten	○	○	○	○	○	○	○		○
Alternativet	○	○	○	○	○	○	○		○

[Party policy influence] – See the question in the UK survey

[Party frequency in cabinet] – See the question in the UK survey

[Party role in cabinet] – See the question in the UK survey

[Evaluation of economy] – See the question in the UK survey

[News awareness: scandal] Which sports organization was recently involved in a scandal where several members were arrested?

- IOC
- DBU
- UEFA
- FIFA
- DHF
- CONCACAF
- Don't Know

[News awareness: UK election] Which of the following parties formed a government in Great Britain after the election May 7th, 2005?

	In government	Out of government	Don't Know
Conservatives			
Labour			
Liberal Democrats			
UK Independence Party (UKIP)			
Scottish National Party (SNP)			
The Greens			

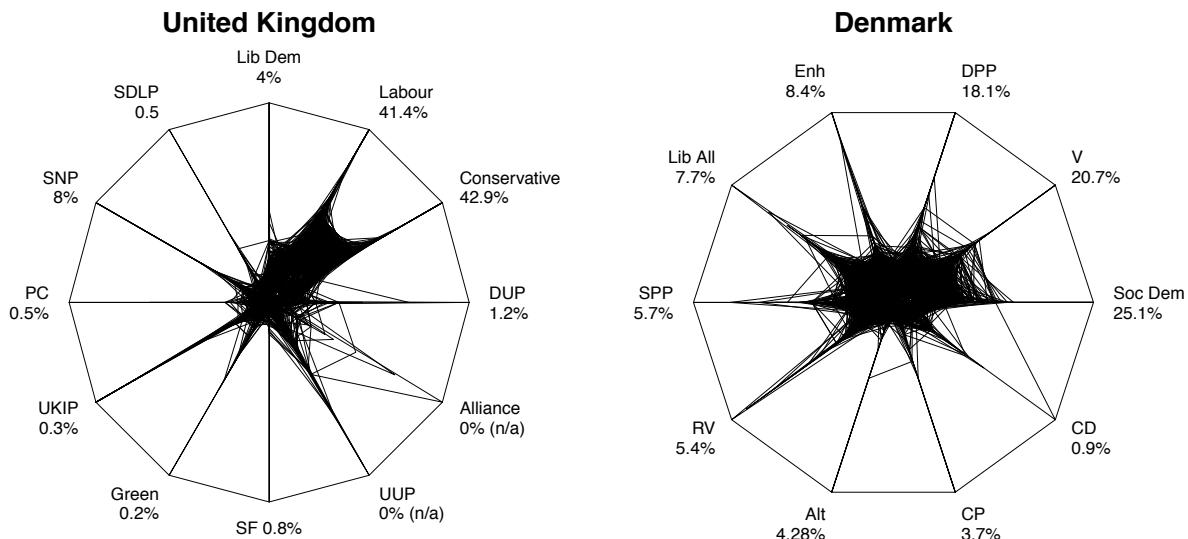
[News awareness: work hours] Which party made a proposal about a 30 hour work week during the Danish election campaign?

- Socialdemokratiet
- Radikale Venstre
- Det Konservative Folkeparti
- Socialistisk Folkeparti
- Liberal Alliance
- Kristendemokraterne
- Dansk Folkeparti
- Venstre
- Enhedslisten
- Alternativet
- Don't Know

[Vote intention] Now we would like to ask you some questions about the general election on June 18th. Which party will you vote for in the general election on June 18th?

- Socialdemokratiet
- Radikale Venstre
- Det Konservative Folkeparti
- Socialistisk Folkeparti
- Liberal Alliance
- Kristendemokraterne
- Dansk Folkeparti
- Venstre
- Enhedslisten
- Alternativet
- A candidate outside of the parties
- Blank vote
- Do not expect to vote
- Have not yet decided

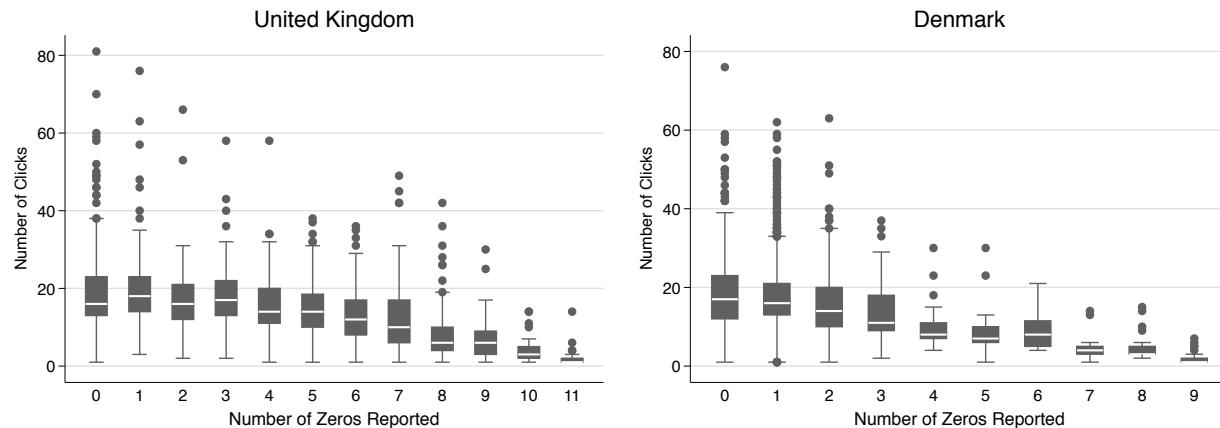
B. Figure: Distribution of Responses to Party Size Questions



In this figure, each axis is the seat share of the indicated party, with the hub of each axis at a zero share and the outermost point 100%. For example, if a respondent assigned 100% of the seats to the Liberal Democrats (and so zero to everyone else), she would have a point at the upper end of the Lib Dem axis and points at zero on all the others. By connecting each respondent's points on each axis, the diagram maps out a "star" pattern for each respondent. For each country the accurate shares (according to the polling averages the week of the survey) are given for reference.¹

¹While we show only one version of these graphs here, one can examine the same graphs choosing a random order for the parties. This is useful because by placing different parties adjacent to one another different patterns can more easily be seen. We have done so and find no significant patterns that are not already clear in Figure B. More generally, all these different versions reinforce the general reasonableness of the distributions.

C. Figure: Relationship between Number of Parties Assigned Zero (number or percentage of seats) and the Number of “Clicks” Made in Answering the Question²



Respondents that were using a mouse (or a finger on a mobile device) had to click in each answer box to make a change (including changing the default entry of zero to another number or revising an earlier entry). Thus, the minimum number of clicks one could make to complete the page is one – a case in which the respondent assigned 100% of the seats to one party and left the default score of 0 for all the others. The maximum number of clicks is theoretically unlimited, but is 81 for the UK (median: 13, SD: 10) and 163 for Denmark (median: 15, SD: 11).

Given this, we can get an estimate of the number of “extra” clicks respondents made by subtracting the number of zeros for each respondent from the number of clicks. This is an estimate of the number of “extra” clicks made above the minimum needed to fill out the form, which we interpret as a measure of the number of adjustments that the respondent made to her initial distribution of seats.³ We call these the number of “changes”.

² The Danish graph is truncated at 100 on Y-axis, so misses several outliers.

³ It was possible to move through the form using the [tab] key instead of clicking. If a respondent did this, then these “clicks” are missed. Thus our number of changes is a minimum number of changes. Since we have no reason to believe that the use of the [tab] vs. mouse was systematically different for respondents randomized to different treatments, the relative differences across treatments should be unaffected.

D. Figure: Number of Changes Made in Answering the Question by Treatment Condition⁴

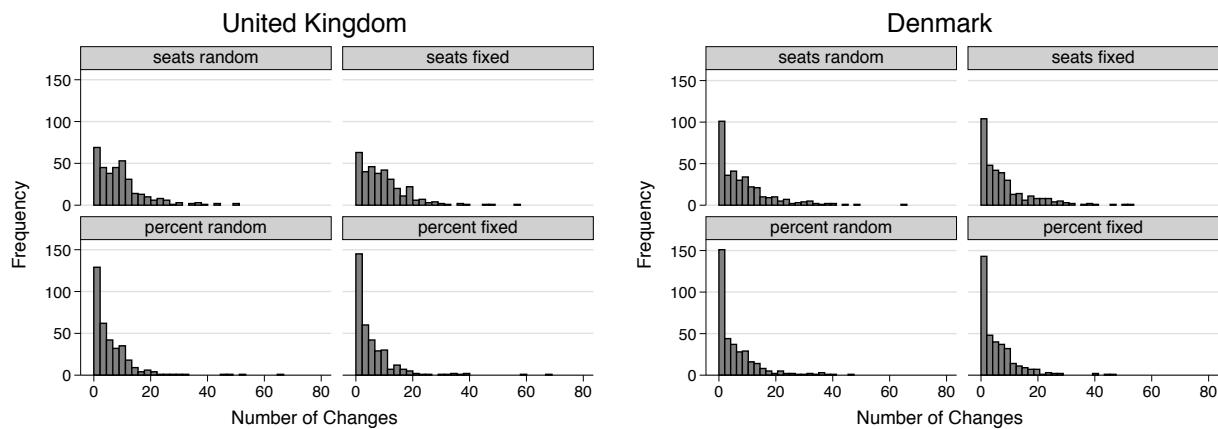
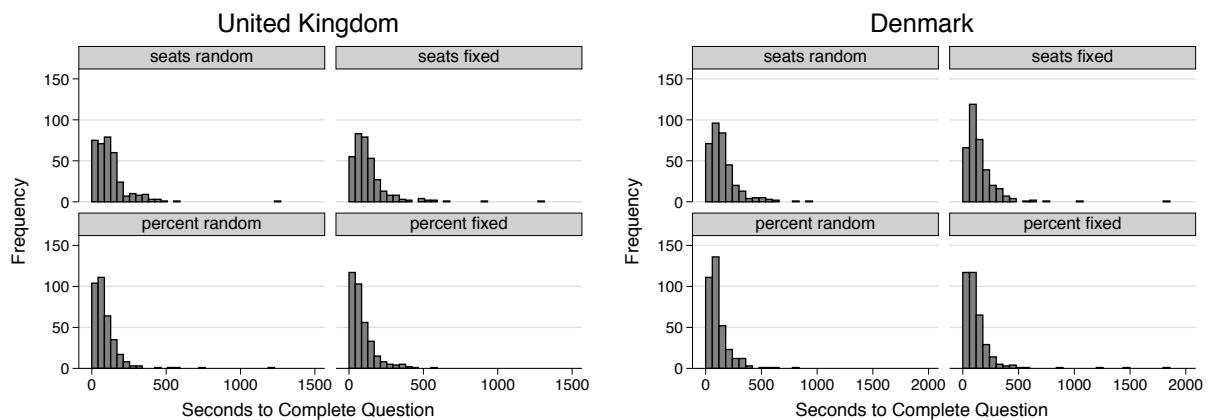


Figure E provides the distribution of the number of changes for respondents in each treatment condition. The evidence of differences between the seat and percentage treatment that are apparent in this Figure are also consistent with differences in the time it took respondents in these conditions to complete the question. The relevant distributions are given in Figure F below.

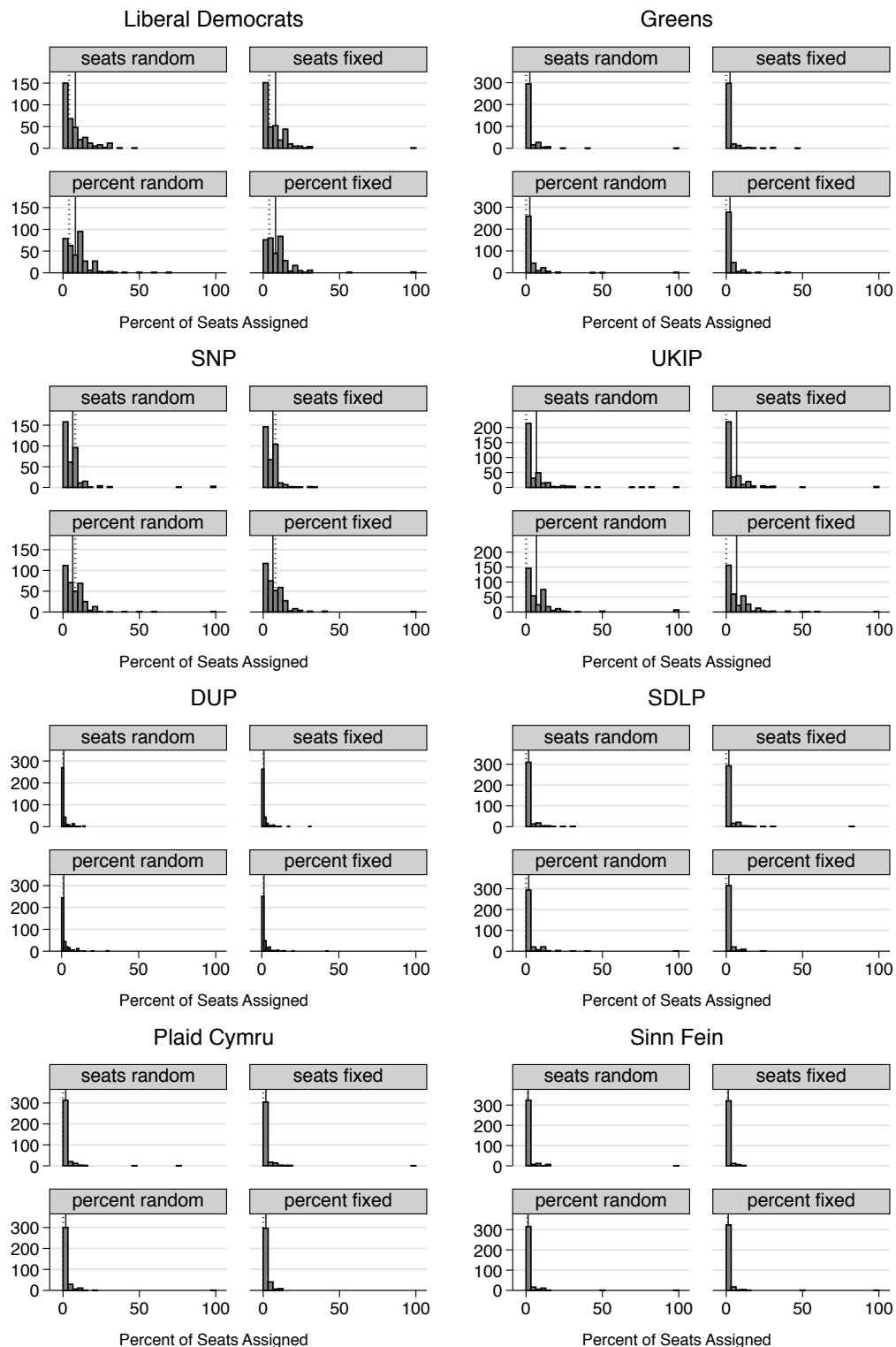
E. Figure: Number of Seconds to Complete the Question by Treatment Condition⁵



⁴ The Danish graph is truncated at 90 on x-axis (thus, a few outliers around 150 on x-axis are not included).

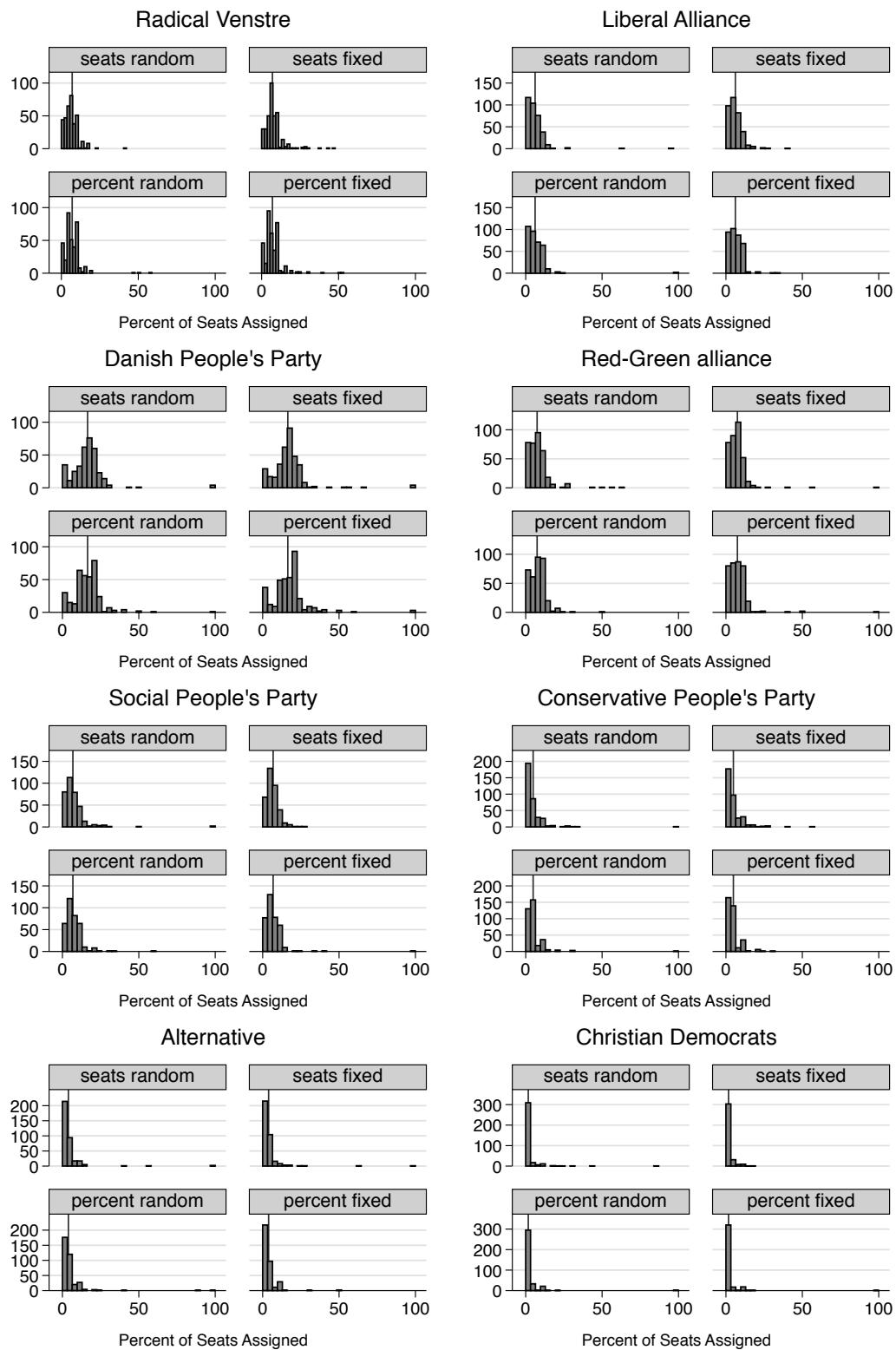
⁵ The Danish graph is truncated at 3000 on x-axis in Denmark graph (one outlier at 30000+ not included).

F1. Figure. UK: Distribution of Respondents' Expectations of Seat Shares (Parties not shown in the main text)



Note: Y-axis denotes frequency; Dashed vertical line for polling average seat percentage; Solid line for polling average vote percentage.

F2. Figure. Denmark: Distribution of Respondents' Expectations of Seat Shares (Parties not shown in the main text)



Note: Y-axis denotes frequency.