



Electoral Shocks: The Volatile Voter in a Turbulent World

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Identity scale questions

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Party identity

Generally speaking, do you think of yourself as Labour, Conservative, Liberal Democrat, or what?

Conservative, Labour, Liberal Democrat, Scottish National Party (SNP) [Scotland only], Plaid Cymru [Wales only], United Kingdom Independence Party (UKIP), Green Party, Other party, No - None

Earlier you said that you tend to identify as [party]. Thinking about this party, how much do you agree with these statements?

When I speak about this party, I usually say 'we' instead of 'they'. I am interested in what other people think about this party. When people criticize this party, it feels like a personal insult. I have a lot in common with other supporters of this party. If this party does badly in opinion polls, my day is ruined.* When I meet someone who supports this party, I feel connected with this person. When I speak about this party, I refer to them as 'my party'.* When people praise this party, it makes me feel good.

Strongly disagree - Disagree - Agree - Strongly agree

* No equivalent referendum identity question asked and so these items are excluded from the scales used to compare referendum identity strength.

EU referendum identity

Thinking about the EU referendum, do you think of yourself as closer to either the 'Leave' or 'Remain' side? If yes, which one?

The remain side - The leave side - Neither

You said that you feel closer to the [EU referendum side]. Thinking about this side, how much do you agree with these statements?

When I speak about the **(p.259)** [EU referendum side], I usually say 'we' instead of 'they'. I am interested in what other people think about the [EU referendum side]. When people criticize the [EU referendum side], it feels like a personal insult. I have a lot in common with other supporters of the [EU referendum side]. When I meet someone who supports the [EU referendum side], I feel connected with this person. When people praise the [EU referendum side], it makes me feel good. If the [EU referendum side] side does badly in opinion polls, my day is ruined*

Strongly disagree - Disagree - Agree - Strongly agree

*Waves 7-9 only and so excluded from the scales used to compare referendum identity strength.

Scottish independence referendum identity

Thinking about the Scottish independence debate, do you think of yourself as closer to either the 'Yes' (pro-independence) or 'No' (anti-independence) side? If yes, which one?

The Yes side - The No side - Neither

You said that you feel closer to the [Scottish referendum side]. Thinking about this side, how much do you agree with these statements?

When I speak about the [Scottish referendum side], I usually say 'we' instead of 'they'. I am interested in what other people think about the [Scottish referendum side]. When people criticize the [Scottish referendum side], it feels like a personal insult. I have a lot in common with other supporters of the [Scottish referendum side]. When I meet someone who supports the [Scottish referendum side], I feel connected with this person. When people praise the [Scottish referendum side], it makes me feel good.

Strongly disagree - Disagree - Agree - Strongly agree

Table A10.1 Linear regression model of feelings towards the Labour and Conservative parties as a function of party and referendum identity strength

	Like Labour	Like Conservatives
Conservative-Labour party identity strength	-1.026***	1.111***
	(0.0137)	(0.0144)
Leave-Remain referendum identity strength	-0.208***	0.312***
	(0.0105)	(0.0111)
Party X referendum identity strength	0.0261***	0.0207***
	(0.00499)	(0.00525)
Constant	4.258***	4.536***
	(0.0266)	(0.0279)
N	7186	7201

* $p < 0.05$

** $p < 0.01$

(***) $p < 0.001$

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