

## Appendix

Figure A1: *List of 30 Policy Questions in the VAA*

1. Government spending should be cut further in order to balance the budget.
2. The number of public sector employees in Northern Ireland should be reduced.
3. Inheritance tax should be abolished.
4. The top rate of income tax should be increased.
5. Tax credits to supplement wages are too costly and should be abolished.
6. The recreational use of cannabis should be decriminalised.
7. Less serious crimes should be punished with community service, not imprisonment.
8. Women should be free to decide on matters of abortion.
9. Same sex and heterosexual couples should enjoy the same rights to marry.
10. Doctors should be allowed to help terminally ill patients to die, if they so wish.
11. Northern Ireland should be more confident about its Christian heritage.
12. Businesses should be allowed to refuse custom to those who hold views contrary to their religious faith.
13. Young people should be given the right to vote at the age of 16.
14. The Northern Ireland government should continue to block the extraction of shale gas (fracking).
15. Post-primary schools in Northern Ireland should be able to select pupils according to ability.
16. University tuition fees should be scrapped.
17. Private sector involvement in the NHS should be reduced.
18. The UK should remain within the European Union.
19. Overall, EU membership has been a bad thing for Northern Ireland.
20. The right of EU citizens to work in the United Kingdom should be restricted.
21. For social housing, priority should be given to people whose parents and grandparents were born locally.
22. State benefits should only be available to those who have lived in the UK for at least five years.
23. Northern Ireland should remain part of the United Kingdom.
24. The IRA's violent campaign during the Troubles was totally unacceptable and always wrong.
25. There should be strict limits on the number of days the Union flag can be flown on public buildings.
26. Parades should only be allowed after talks between marchers and residents.
27. The British security services should be required to release all material related to troubles-related offences.
28. Legislation to promote and protect the Irish language should be introduced in Northern Ireland.
29. A referendum on Irish reunification should be held during the lifetime of the next Assembly.
30. Legislation passed by the Assembly should require support from a majority of Unionist and a majority of Nationalist MLAs.

Table A1: *Multilevel OLS regression model predicting party preference (full model of Table 1 including controls)*

	<i>Model 1 (people with a vote intention)</i>		<i>Model 2 (people with no vote intention)</i>	
	<i>B</i>	<i>SE</i>	<i>B</i>	<i>SE</i>
<i>Advice score</i>	8.34*	0.13	6.92*	0.24
<i>Treatment</i>	0.04	0.06	-0.07	0.11
<i>Advice*treatment</i>	0.46*	0.17	0.67*	0.31
<i>Alliance (ref)</i>	-		-	
<i>DUP</i>	-1.61*	0.09	-1.44*	0.14
<i>Greens</i>	-0.43*	0.09	-0.37*	0.13
<i>SDLP</i>	-1.68*	0.09	-0.98*	0.13
<i>Sinn Fein</i>	-2.57*	0.09	-2.11*	0.13
<i>TUV</i>	-1.52*	0.10	-1.67*	0.15
<i>UKIP</i>	-1.99*	0.10	-2.11*	0.14
<i>UUP</i>	-1.43*	0.09	-1.23*	0.14
<i>Constant</i>	3.55*	0.08	3.16*	0.12
<i>N (respondents)</i>	2,228		784	
<i>N (PTVs)</i>	15,917		5,632	

Note: \* =  $p < 0.05$ . This table shows the results of two multilevel OLS regression models predicting PTVs. Model 1 is for people who expressed a vote intention, model 2 for people who did not express a vote intention. The key independent variables are the respondent's advice score for each party and whether they were treated. Treatment is being given advice scores before being asked the PTV question. Also included are fixed effects for party.

Table A2: *Multilevel OLS regression model predicting party preference*

	<i>Model 1 (Protestants)</i>		<i>Model 2 (Catholics)</i>	
	<i>B</i>	<i>SE</i>	<i>B</i>	<i>SE</i>
<i>Treatment</i>	0.07	0.15	-0.05	0.12
<i>PTV for unionist party</i>	1.35*	0.12	-4.99*	0.10
<i>PTV for cross-bloc party</i>	3.78*	1.34	-0.03	0.11
<i>PTV for nationalist party</i>	-		-	
<i>Treatment*unionist</i>	0.18	0.17	0.00	0.15
<i>Treatment*cross-bloc</i>	-0.32	0.20	0.25	0.16
<i>Treatment*nationalist</i>	-	-	-	-
<i>Constant</i>	1.64*	0.10	5.50*	0.08
<i>N (respondents)</i>	1,316		1,183	
<i>N (PTVs)</i>	9,474		8,337	

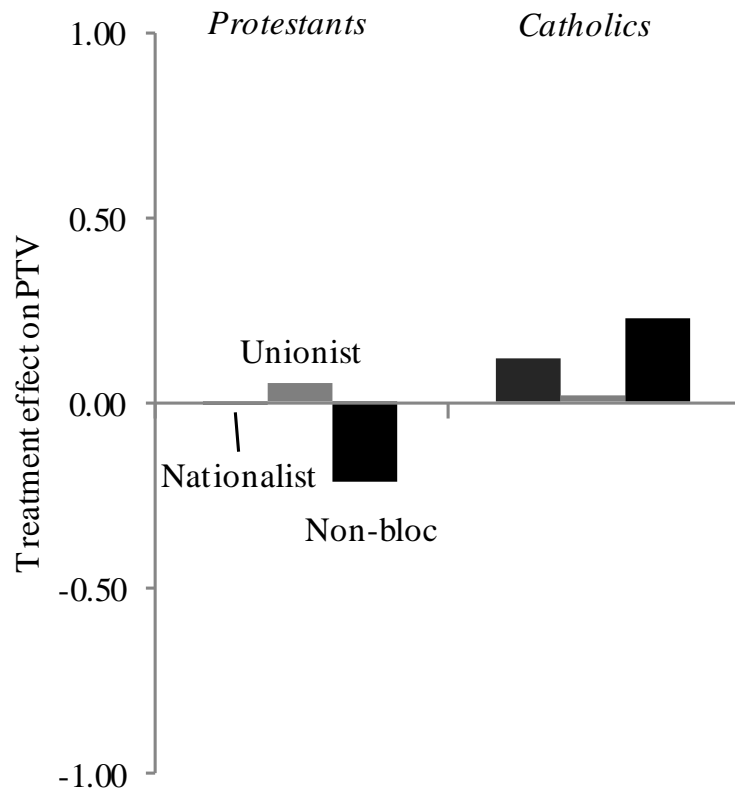
Note: \* =  $p < 0.05$ . This table shows the results of two multilevel OLS regression models predicting PTVs. Model 1 is for Protestants and model 2 for Catholics. The key independent variables are type of party being rated and treatment. Treatment is being given advice scores before being asked the PTV question.

Table A3: *Robustness test for Table 1 using matched treatment and control groups*

	<i>Model 1 (people with a vote intention)</i>		<i>Model 2 (people with no vote intention)</i>	
	<i>B</i>	<i>SE</i>	<i>B</i>	<i>SE</i>
<i>Advice score</i>	8.49*	0.20	7.21*	0.39
<i>Treatment</i>	0.05	0.07	-0.22	0.14
<i>Advice*treatment</i>	0.52*	0.25	1.14*	0.53
<i>N (respondents)</i>	962		307	
<i>N (PTVs)</i>	7,583		2,420	

Note: \* =  $p < 0.05$ . This table shows the results of two multilevel OLS regression models predicting PTVs. Model 1 is for people who expressed a vote intention, model 2 for people who did not express a vote intention. The key independent variables are the respondent's advice score for each party and whether they were treated. Treatment is being given advice scores before being asked the PTV question. Also included in the models (but not shown) are fixed effects for party and a constant. Treatment and control groups are matched using propensity score analysis. Matching is one-to-one and uses nine variables. Six categorical variables based on exact matching (gender, age, education, political interest, vote intention and religious community) and nearest neighbour matching for three continuous issue scales (placement on economic left-right, social conservative-liberal and unionist-nationalist axes).

Figure A2: *Robustness test for Figure 2 using matched treatment and control groups*



*Note:* The scores report differences between the treatment group and the control group separately for Catholics and Protestants. Treatment and control groups are matched using propensity score analysis. Matching is one-to-one and uses nine variables. Six categorical variables based on exact matching (gender, age, education, political interest, vote intention and religious community) and nearest neighbour matching for three continuous issue scales (placement on economic left-right, social conservative-liberal and unionist-nationalist axes).

Table A4: *Comparison of control group and treatment group*

<i>Variable</i>	<i>Control group</i>	<i>Treatment group</i>
Women	33.7%	34.3%
Education level 1	1.3%	0.7%
Education level 2	8.5%	7.8%
Education level 3	14.3%	17.1%
Education level 4	6.4%	7.9%
Education level 5	69.5%	66.6%
Political interest: none at all	1.1%	1.7%
Political interest: not very much	8.0%	10.8%
Political interest: some	31.7%	32.7%
Political interest: quite a lot	37.2%	35.4%
Political interest: a great deal	22.1%	19.4%
Community background: Protestant	46.3%	45.1%
Community background: Catholic	36.9%	39.0%
Community background: none	13.2%	13.0%
Community background: other	3.6%	2.9%
First vote: Unionist party	15.5%	16.2%
First vote: Nationalist party	19.9%	20.0%
First vote: Non-aligned party	44.4%	38.1%
First vote: undecided	20.3%	25.7%
Mean placement on economic left-right	-0.24	-0.20
Mean placement on conservative-liberal	-0.52	-0.46
Mean placement on unionist-nationalist	0.12	0.10