**Online Appendix**

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| Table A: Overview of Talk Show Sample |
| **Switzerland** | **Germany** | **France** | **Italy** | **United Kingdom** | **United States** |
| Arena (SFR 1) | Günther Jauch (ARD) | Le Grand Jury (LCI) | Ballarò (Rai3) | Andrew Marr Show (BCC1) | Meet the Press (NBC) |
| 17.04.15 | 24.04.15 | 19.04.15 | 26.04.15 | 05.04.15 | 12.04.15 | 14.04.15 | 21.04.15 | 19.04.15 | 26.04.15 | 19.04.15 | 26.04.15 |
| 01.05.015 | 08.05.15 | 03.05.15 | 10.05.15 | 26.04.15 | 10.05.15 | 28.04.15 | 05.05.15 | 03.05.15 | 10.05.15 | 03.05.15 | 10.05.15 |
| SonnTalk (Tele Züri) | Maybrit Illner (ZDF) | Le Grand Journal (Canal+) | Servizio Pubblico (La7) | Question Time (BBC1) | This Week (ABC) |
| 19.04.15 | 26.04.15 | 16.04.15 | 23.04.15 | 20.04.15 | 29.04.15 | 16.04.15 | 23.04.15 | 16.04.15 | 23.04.15 | 19.04.15 | 26.04.15 |
| 03.05.15 | 10.05.15 | 30.04.15 | 07.05.15 | 07.05.15 | 11.05.15 | 30.04.15 | 07.05.15 | 30.04.15 | 08.05.15 | 03.05.15 | 10.05.15 |

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| Table B: Reliability Scores |
| **Dimension** | **Populism-Related Communication**  | **Percent Agreement** | **Brennan and Prediger’s κ** |
| Anti-Elitism  | Discrediting the elite | 0.88 | 0.75 |
| Blaming the elite | 0.82 | 0.65 |
| Detaching the elite | 0.95 | 0.89 |
| Total | 0.88 | 0.76 |
| People-Centrism | Stressing virtues | 0.99 | 0.98 |
| Praising achievements | 0.97 | 0.99 |
| Stating a monolithic people | 0.83 | 0.65 |
| Demonstrating closeness | 0.98 | 0.96 |
| Total | 0.94 | 0.90 |
| Restoring Sovereignty | Demanding popular sovereignty | 1.00 | 0.99 |
| Denying elite sovereignty | 0.97 | 0.93 |
| Total | 0.99 | 0.96 |
| Negativity | Negativism | 0.96 | 0.94 |
| Crisis rhetoric | 0.96 | 0.92 |
| Total | 0.96 | 0.93 |
| Emotionality | Emotional tone | 0.97 | 0.94 |
| Absolutism | 0.98 | 0.97 |
| Patriotism | 0.98 | 0.97 |
| Total | 0.98 | 0.96 |
| Sociability | Colloquialism | 0.97 | 0.94 |
| Intimization | 0.99 | 0.98 |
| Total | 0.98 | 0.96 |
| Total |   | 0.96 | 0.91 |

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| Table C: Overview of political party and individual politicians in the sample |
| **Country** | **Party** | **Politicians** |
| CH | GPS | Girod, Bastien / Vischer, Daniel / Hochuli, Susanne |
| SP | Wermuth, Cédric / Aebischer, Matthias / Fetz, Anita / Naef, Martin / Tschäppät, Alexander |
| CVP | Büchler, Jakob / Humbel Näf, Ruth / Pfister, Gerhard |
| GLP | Moser, Tiana Angelina |
| FDP | Schneider-Ammann, Johann / Fiala, Doris / Markwalder, Christa |
| SVP | Blocher, Christoph / Amstutz, Adrian / Reimann, Lukas / Köppel, Roger / Fehr, Hans / Rutz, Gregor / Herzog, Verena |
| DE | Linke | Gysi, Gregor / Wagenknecht, Sahra |
| SPD | Platzeck, Matthias / Giffey, Franziska / Maas, Heiko |
| Gruenen | Künast, Elly Renate / Roth, Claudia / Göring-Eckardt, Katrin |
| CDU | Altmaier, Peter / Binninger, Clemens / Strobl, Thomas / Bosbach, Wolfgang |
| CSU | Friedrich, Hans-Peter |
| FDP | Suding, Katja |
| AfD | Petry, Frauke |
| FR | PS | Moscovici, Pierre / Le Foll, Stéphane / Le Guen, Jean-Marie |
| Independent | Ménard, Robert |
| IT | RI | Bonino, Emma |
| Independent | Pisapia, Giuliano |
| PD | Fassina, Stefano / Martina, Maurizio / Kyenge, Cécile / Bersani, Pier Luigi / Emiliano, Michele / Gentiloni, Paolo / Bonafè, Simona / Chiamparino, Sergio / Fiano, Emanuele / Gozi, Sandro / Tinagli, Irene |
| M5S | Taverna, Paola |
| SC | Zanetti, Enrico |
| FI | Ravetto, Laura / Cattaneo, Alessandro |
| FDL | Meloni, Giorgia |
| LN | Salvini, Matteo / Fedriga, Massimiliano |
| IdV | de Magistris, Luigi |
| UK | Green | Bennett, Natalie |
| Lab | Miliband, Edward / Harman, Harriet / Cooper, Yvette / Umunna, Chuka |
| SNP | Robertson, Angus / Sturgeon, Nicola / Swinney, John |
| Plaid | Wood, Leanne |
| LibDem | Clegg, Nick / Cable, Vincent / Swinson, Jo / Ashdown, Paddy |
| Cons | Cameron, David / Hague, William / Shapps, Grant / Maude, Francis / Johnson, Boris |
| UKIP | Carswell, Douglas / Farage, Nigel / Nuttall, Paul |
| US | R | Boehner, John / McCaul, Michael / Gingrich, Newt / Hutchinson, Asa / Fiorina, Carly / Kasich, John / Steele, Michael / Lee, Mike |
| D | McCaskill, Claire / Cummings, Elijah / Delaney, John / Feinstein, Dianne / O'Malley, Martin / Rawlings-Blake, Stephanie / McAuliffe, Terry / Wisniewski, John / Sanders, Bernie |