# Appendix

## Sample information

In both surveys, we collected information on several background variables. Table A1 presents descriptive statistics for the citizen respondents by gender, age, EU referendum vote and party vote in the 2017 general election. Table A2 shows descriptive statistics for the elite respondents by gender, respondent group, experience in their field (in their elected position or as a journalist working in the media and covering politics) and party membership (for the elected representatives).

Table A1: Number of respondents by gender, age-group, referendum vote in 2016 and party vote in 2017 in the Sky survey.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Gender** |  | **Respondents** | **Age** | **Respondents** |
| Male |  | 964 | Under 45 | 512 |
| Female |  | 917 | 45+ | 1369 |
| Total |  | 1881 | Total | 1881 |
|  |  |  |  |  |
| **Referendum Vote** |  | **Respondents** | **Vote in 2017** | **Respondents** |
| Remain |  | 943 | Conservative | 824 |
| Leave |  | 879 | Labour | 532 |
| Total |  | 1822 | Liberal Democrats | 87 |
|  |  |  | UKIP | 77 |
|  |  |  | Other | 115 |
|  |  |  | Did not vote | 195 |
|  |  |  | Total | 1830 |

Table A2: A number of respondents by gender, group, experience in field and political party (if applicable) in the elite survey.

|  |  |  |  |
| --- | --- | --- | --- |
| **Gender** | **Respondents** | **Experience in field** | **Respondents** |
| Female | 18 | Less than 5 years | 15 |
| Male | 41 | 5 to 10 years | 12 |
|  |  | 11 to 20 years | 25 |
|  |  | Over 20 years | 7 |
| **Group** |  | **Party** |  |
| MP | 7 | Labour | 15 |
| Lord | 20 | Conservative | 6 |
| MEP | 2 | Liberal Democrats | 6 |
| AM | 4 | Regional Parties | 7 |
| MSP | 9 | Crossbench | 5 |
| MLA | 5 | Other | 6 |
| Journalist - Broadcast | 8 | Journalist | 14 |
| Journalist - Newspaper | 5 |  |  |
| Journalist - Commentator | 1 |  |  |

## Question wording

**Traits**

“Where 1 is least important and 10 is most important, how important are each of the following to making a good politician?” [scale from 1-10]

* is sincere
* is principled
* works hard
* is wise
* is clever
* is warm
* has personality
* is level-headed
* is inspiring
* understands everyday life
* is trustworthy
* is honest
* is genuine
* means what they say
* is good on the international stage
* is strong
* is presentable in terms of their looks and voice
* dresses well
* appears comfortable mixing with most people in most situations
* is in touch with ordinary people
* has had a proper job outside politics

**Trust**

Do you think that British politicians are out merely for themselves, for their party, or to do their best for their country?

* Themselves
* Their party
* Their country
* Don’t know

How much you personally trust the UK government?

* I trust them very much
* I trust them a little bit
* I neither trust nor distrust them
* I distrust them a little bit
* I do not trust them at all

On a scale of 1-5 (where 1 is ‘not at all’, and 5 is ‘very’) how confident are you in the ability of the UK Government to address the following issues?

* Education
* The environment
* Immigration
* Industrial relations
* Health and the NHS
* Refugees, asylum seekers
* Climate change
* Management of the economy
* National security
* Brexit
* Housing

Do you think that the standards of honesty and integrity of elected politicians in the UK have been improving in recent years, have been declining, or have they stayed about the same?

* Improving
* Declining
* Stayed about the same
* Don't know

In general, do you feel that the people in government are too often interested in looking after themselves, or do you feel that they can be trusted to do the right thing nearly all the time?

* Usually themselves
* Sometimes themselves
* Sometimes trusted
* Usually trusted

## Alternative factor analyses of citizen data

1. Principal-component factor analysis of 21 measures of the relative importance of politicians’ personality traits, promax rotation with **three** factors.

|  |  |  |  |
| --- | --- | --- | --- |
| **Traits** | **Factor1** | **Factor2** | **Factor3** |
| *Sincere* |  | 0,38 |  |
| *Trustworthy* | 0,59 | 0,38 |  |
| *Honest* | 0,57 | 0,33 |  |
| *Means what they say* | 0,53 | 0,31 |  |
| *Genuine* | 0,55 | 0,31 |  |
| *Principled* |  | 0,50 |  |
| *In touch with ordinary people* | 0,76 |  |  |
| *Understands everyday life* | 0,67 |  |  |
| *Comfortable w/most people* |  | -0,56 |  |
| *Presentable looks and voice* | -0,49 |  | -0,41 |
| *Dresses well* | -0,56 |  | -0,36 |
| *Clever* |  | -0,56 |  |
| *Works Hard* |  |  | 0,59 |
| *Wise* |  | -0,55 |  |
| *Level-headed* |  | 0,36 |  |
| *Warm* | -0,32 | 0,50 |  |
| *Inspiring* | -0,64 | 0,46 |  |
| *Has Personality* |  | 0,37 |  |
| *Good on international stage* | -0,40 |  |  |
| *Strong* |  |  | 0,33 |
| *Has had a proper job outside politics* |  |  | -0,49 |

1. Principal-component factor analysis of 21 measures of the relative importance of politicians’ personality traits, promax rotation with **four** factors.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Traits** | **Factor1** | **Factor2** | **Factor3** | **Factor4** |
| *Sincere* | 0,54 |  |  |  |
| *Trustworthy* | 0,74 |  |  |  |
| *Honest* | 0,67 |  |  |  |
| *Means what they say* | 0,62 |  |  |  |
| *Genuine* | 0,67 |  |  |  |
| *Principled* | 0,56 |  |  |  |
| *In touch with ordinary people* |  | 0,74 |  |  |
| *Understands everyday life* |  | 0,65 |  |  |
| *Comfortable w/most people* | -0,45 | 0,44 |  |  |
| *Presentable looks and voice* |  | -0,49 | -0,47 |  |
| *Dresses well* |  | -0,49 | -0,40 |  |
| *Clever* | -0,37 |  |  | 0,32 |
| *Works Hard* |  |  |  | 0,60 |
| *Wise* |  |  | -0,42 |  |
| *Level-headed* |  |  | 0,41 |  |
| *Warm* |  |  | 0,64 |  |
| *Inspiring* |  | -0,52 | 0,48 |  |
| *Has Personality* |  |  | 0,47 |  |
| *Good on international stage* |  | -0,34 |  | 0,33 |
| *Strong* |  |  | 0,34 |  |
| *Has had a proper job outside politics* | -0,49 |  |  | -0,72 |

1. Principal-component factor analysis of 21 measures of the relative importance of politicians’ personality traits, promax rotation with **six** factors.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Traits** | **Factor1** | **Factor2** | **Factor3** | **Factor4** | **Factor5** | **Factor6** |
| *Sincere* | 0,48 |  |  |  |  |  |
| *Trustworthy* | 0,81 |  |  |  |  |  |
| *Honest* | 0,74 |  |  |  |  |  |
| *Means what they say* | 0,69 |  |  |  |  |  |
| *Genuine* | 0,69 |  |  |  |  |  |
| *Principled* | 0,56 |  |  |  |  |  |
| *In touch with ordinary people* |  | 0,71 |  |  |  |  |
| *Understands everyday life* |  | 0,61 |  |  |  |  |
| *Comfortable w/most people* | -0,54 | 0,58 |  | 0,33 |  |  |
| *Presentable looks and voice* |  | -0,35 | -0,38 |  |  | -0,33 |
| *Dresses well* | -0,36 | -0,36 | -0,30 |  |  | -0,30 |
| *Clever* | -0,54 |  |  |  | -0,37 |  |
| *Works Hard* |  |  |  |  |  | 0,84 |
| *Wise* | -0,36 |  |  |  |  |  |
| *Level-headed* |  |  | 0,42 |  |  |  |
| *Warm* |  | -0,32 | 0,73 |  |  |  |
| *Inspiring* |  | -0,57 | 0,38 |  |  |  |
| *Has Personality* |  |  | 0,70 |  |  |  |
| *Good on international stage* |  |  |  |  | 0,44 |  |
| *Strong* |  |  |  |  | 0,80 |  |
| *Has had a proper job outside politics* | -0,31 |  |  | -0,91 |  |  |