B Survey questions

Below, we detail the survey questions employed to operationalise each of the variables employed in our analyses.

B.1 Survey question used to derive dependent variable

Family conflicts

Q: Due to the 2022 elections, did you stop talking to any of your family members? If so, with whom?

- No
- Spouse/partner
- Mother
- Father
- Son(s)
- Daughter(s)
- Maternal grandmother
- Maternal grandfather
- Paternal grandmother
- Paternal grandfather

We employ answers to this question to derive a count measure of the number of family members with whom the respondent cut ties. The variable takes the value of 0 for respondents who did not report severing ties with any family member (i.e., answered 'no'). No one reported more than four family conflicts, so the variable ranges from 0 to 4 and has a mean of 0.04—indicative of the low prevalence of election-driven family conflicts.

B.2 Survey questions used to derive independent variables

Electoral divergences

Q: Considering your vote for president in the 2022 elections, would you say that your 1) Spouse/partner; 2) Mother; 3) Father; 4) Son(s); 5) Daughter(s); 6) Maternal grandmother; 7) Maternal grandfather; 8) Paternal grandmother; and 9) Paternal grandfather:

- Voted for the same candidate as me (0)
- Voted for a different candidate, and that wasn't a problem (1)
- Voted for a different candidate, and that was a problem (1)

The variable captures the number of declared family members that voted for respondents' opposing candidate. The variable ranges from 0 to 7, with each unit corresponding to a family member who voted for the 'other side' of the electoral dispute (in constructing this variable, we do not distinguish responses on whether this was/was not a problem). For example, the variable takes a value of 3 for a respondent who declared having three family members who voted for the candidate they did not support. The variable takes a value of 0 for respondents whose family members voted for the same candidate as themselves, those whose relatives did not vote, or whose vote preferences were unknown to the respondent. The variable has a mean of 0.60, indicative of the low levels of within-family electoral divergences in our sample.

Antagonism Lula/Bolsonaro supporters

Q: On the scale below, 0 corresponds to 'I don't identify at all', and 10 corresponds to 'I identify a lot', how do you feel about 1) People who voted for Lula; 2) People who voted for Bolsonaro?

- I don't identify at all (0)
- 1
- 2

- 3
- 4
- 5
- 6
- 7
- 8
- 9
- I identify a lot (10)

To generate *antagonism Lula/Bolsonaro supporters*, we invert this scale so higher values correspond to a lack of identification with each of the two groups. Both variables range from 0 to 10 and have a mean of 5.78.

Political salience

Q: How often do you talk about politics?

- Never (0)
- At least once a month (1)
- At least once a week (2)
- Every day (3)

The variable takes on the original response values, ranging from 0 to 3. It has a mean of 1.44.

Women

Q: Gender

- Male (0)
- Female (1)

Although the questionnaire asked respondents about their 'gender', it only offered two possible responses (male or female). We assign a value of 0 to those who declared being male and 1 to those who declared being female.

Non-white

Q: Considering the following categories, what is your race/ethnicity?

- Asian
- White
- Indigenous
- Brown
- Black

This question mirrors official race/ethnicity categories employed by the Brazilian Bureau of Geography and Statistics and other publicly collected data. We employ answers to this question to derive a binary measure in which 0 corresponds to white and 1 corresponds to all other races/ethnic groups.

Non-heterosexual

Q: What is your sexual orientation?

- Heterosexual (sexual and/or love interest in individuals of the opposite sex)
- Homosexual (sexual and/or loving interest in individuals of the same sex as mine)
- Bisexual (sexual and/or loving interest in individuals of both sexes)
- I don't know
- I prefer not to answer

We employ answers to this question to derive a binary measure in which 0 corresponds to heterosexual (N=2,215) and 1 to homosexual (N=111), bisexual (N=125), or those who responded 'I don't know' (N=17) and 'I prefer not to answer' (N=58).

Questions about sexual orientation are still rarely included in surveys in Brazil. Because sexual minorities continue to be marginalised in our setting, some respondents may be wary of disclosing non-heterosexual orientation; critically, this may be endogenous to the electoral dispute we study—in which one of the two main candidates was openly LGBTQI+-phobic.

Since disclosing heterosexuality is not stigmatised, in our main analyses, we employ a conservative approach and assign a value of 0 to respondents who declared to be heterosexual (N=2,215) and a value of 1 to all other respondents (as described above).

In robustness checks (reported in Appendix I), we drop respondents who replied 'I don't know' and 'I prefer not to answer' from the analyses. As shown, our results are not only robust to this alternative operationalisation but become stronger.

Evangelical

Q: Regarding your religion, you are:

- Agnostic (has faith but does not follow any specific religion)
- Candomblecist
- Catholic
- Pentecostal Evangelical (Church of God, Assembly of God, Universal Church of the Kingdom of God, etc.)
- Jewish
- Kardecist / Spiritist
- Traditional Protestant (Baptist, Calvinist, Methodist, Presbyterian, Lutheran, etc.)
- Jehovah's Witness
- Umbandist
- Another
- I have no religion (Atheist)
- I don't know / Prefer not to answer

We employ answers to this question to derive a binary measure in which a value of 1 corresponds to Neo-Pentecostal, Pentecostal Evangelical or Traditional Protestant and a value of 0 to all other options.

B.3 Survey questions used to derive control variables

Family size

Q: Below, we list some types of family members. Please tell us about any living relatives you have. (Please check all that apply.)

- No
- Spouse/partner
- Mother
- Father
- Son(s)
- Daughter(s)
- Maternal grandmother
- Maternal grandfather
- Paternal grandmother
- Paternal grandfather

We employ answers to this question to derive a count measure of the number of living family members respondents declared as having. Due to the centrality of family in the survey, respondents who stated they did not have any living family members were deemed ineligible to proceed. Eligible respondents, therefore, could have stated having between 1 and 9 living family members at the time of the survey. No respondent reported having all family members included in our list; as such, the variable ranges from 1 to 7. It has a mean of 3.20.

Age

Q: Age

This variable measures age in years. It ranges from 18 to 83 and has a mean of 40.92.

Education

Q: What is the highest level of education you have achieved?

- Illiterate/ Primary or elementary school I incomplete (1)
- Primary or elementary school I complete/ junior high or elementary school II incomplete (2)
- Junior high or elementary II (3)
- High school incomplete (4)
- High school (5)
- Higher education incomplete (6)
- Higher education (7)
- Graduate studies (8)

Income

Q: Considering the income of all working adults in your home, what is the total monthly income in your residence?

- Up to R$1,212 (1)
- From R$1,213 to R$2,424 (2)
- From R$2,425 to R$3,636 (3)
- From R$3,637 to R$6,060 (4)
- From R$6,061 to R$12,120 (5)
- From R$12,121 to R$18,180 (6)
- Over R$18,181 (7)

scale, representing a total increase of 50 percentage points over 7 ED units (an average of approximately 7.1 percentage points). This suggests that the impact of one additional unit of electoral disagreement is about 65% greater for non-heterosexuals than for heterosexuals.