I Survey Experiment Instrument (`variable names` in parentheses)

The survey was offered in both English and Krio. Only the English version is displayed below.

Pre-Treatment Questions

Answer options are shown in square brackets after the question:

1. Do you prefer to take this survey in English or in Krio? (`language`) [English/Krio]
2. Informed Consent Script
3. Do you agree to participate in this study? (`consent_final`) [Yes/No; survey ends if no.]
4. Can you confirm you are above 18 years old? (`above18`) [Yes/No]
5. In which province do you live? (`province_final`) [List of provinces]
6. In which district do you live? (`district_final`) [List of districts]
7. Are you a man or a woman? (`gender_final`) [Man/Woman]
8. What type of area do you live in: urban, rural, peri-urban? (`urbanrural_final`) [Urban/Peri-urban/Rural]
9. How often if at all do you discuss politics with friends or family? (`discusspolitics_final`) [Very often/Sometimes/Rarely/Never/Prefer not to say]
10. Do you own a smartphone? (`smartphone_final`) [Yes/No]
11. Are you registered to vote? (`registered_final`) [Yes/No]
12. What language do you speak at home? (`homelanguage_final`) [List of language options]
13. What is the highest level of education you have completed? (`education_final`) [No formal education/primary school/Junior secondary school/Senior secondary or high school/Bachelor's degree (College, university, technical or vocational school)/Postgraduate degree (Master's, PhD, etc)/Prefer not to say]
14. Are you or have you ever been married? (`married_final`) [No, I'm single and never been married/Yes, I am married/Yes, but I am widowed/Yes, but I am divorced/Yes, but I am separated/Prefer not to say]
15. Do you have any children? (`children_final`) [Yes/No]
16. How old are you (`age_final`) [number]

Treatments (treatment_arm)

Pure control respondents were shown, "Now we would like to ask you some questions about a hypothetical parliamentary election that could take place in your country. Please answer questions to the best of your ability. There are no right or wrong answers here. We are interested in your opinions." These respondents received no additional information about the electoral system.

Every other respondent was shown a similar opening paragraph, "Now we would like to ask you some questions about a hypothetical parliamentary election that might take place in your country. We'd like you to read the description of the electoral rules that might be used and then answer questions to the best of your ability. There are no right or wrong answers here. We are interested in your opinions." Then they were randomly assigned to one of the following pieces of additional information:

FPTP: "Imagine that an election is taking place in Sierra Leone that uses first-past-the-post rules. These rules mean that voters choose a specific MP candidate on the ballot and that whichever candidate gets the most votes wins."

MMD PR + 12% Threshold: "Imagine that an election is taking place in Sierra Leone that uses proportional representation rules. These rules mean that voters choose a specific party (not candidate) on the ballot, that there are multiple MPs elected per district, and that parties get seats in parliament according to the size of their vote share in the district. Party leaders decide which candidates take those seats. In order to get any seats, a party has to get at least 12% of the vote."

MMD PR: "Imagine that an election is taking place in Sierra Leone that uses proportional representation rules. These rules mean that voters choose a specific party (not candidate) on the ballot, that there are multiple MPs elected per district, and that parties get seats in parliament according to the size of their vote share in the district. Party leaders decide which candidates take those seats."

MMD PR + Gender Quotas: "Imagine that an election is taking place in Sierra Leone that uses proportional representation rules. These rules mean that voters choose a specific party (not candidate) on the ballot, that there are multiple MPs elected per district, and that parties get seats in parliament according to the size of their vote share in the district. Party leaders decide which candidates take those seats. Parties are also required to have one third of their candidates running in that election be women."

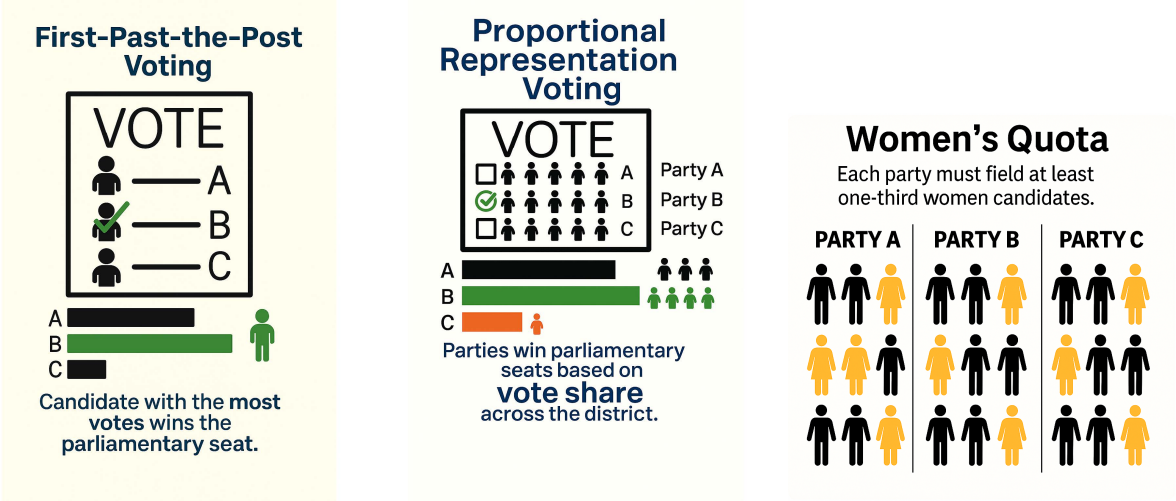
MMD PR + 12% Threshold + Gender Quotas: "Imagine that an election is taking place in Sierra Leone that uses proportional representation rules. These rules mean that voters choose a specific party (not candidate) on the ballot, that there are multiple MPs elected per district, and that parties get seats in parliament according to the size of their vote share in the district. Party leaders decide which candidates take those seats. In order to get any seats, a party has to get at least 12% of the vote. Parties are also required to have one third of their candidates running in that election be women."

MMD PR + 1% Threshold + Gender Quotas: "Imagine that an election is taking place in Sierra Leone that uses proportional representation rules. These rules mean that voters choose a specific party (not candidate) on the ballot, that there are multiple MPs elected per district, and that parties get seats in parliament according to the size of their vote share in the district. Party leaders decide which candidates take those seats. In order to get any seats, a party has to get at least 1% of the vote. Parties are also required to have one third of their candidates running in that election be women."

FPTP + Gender Quotas: "Imagine that an election is taking place in Sierra Leone that uses first-past-the-post rules. These rules mean that voters choose a specific MP candidate on the ballot and that whichever candidate gets the most votes wins. Parties are also required to have one third of their candidates running in that election be women."

Gender Quotas Alone: "Imagine that an election is taking place in Sierra Leone in which parties are required to have one third of their MP candidates running in the election be women."

In addition to the treatment text, respondents were shown a simple infographic about the electoral rules they were being primed about to help visualize the rules:



(a) FPTP (b) PR (MMD) (c) Gender quota

Figure I.1: **Infographics shown in the survey experiment. Each respondent saw one infographic alongside the treatment text depending on treatment assignment. Infographic (c) was displayed to respondents in the "Gender Quotas Alone" treatment. Pure Control respondents did not receive any infographic.**

Outcome Measures

Depending on the treatment respondents were assigned to, they first received appropriate comprehension check question(s) to reinforce the treatment (between 1-3 comprehension check questions, based on the treatment). Pure control respondents did not receive the comprehension check reinforcement. The treatment text was also displayed at the top of each outcome question page on Qualtrics to continue to reinforce the treatment as respondents went through the outcome module:

- In the election described above, do people select a party or a candidate on the ballot? [A party/A candidate/I don't know] (`comprehension_check_rules`)
- In the election described above, what share of each party's candidates have to be women? [One half/One fourth/One third/All/I don't know] (`comprehension_check_womenrep`)
- In the election described above, what is the minimum share of the total vote a party must get to win any seats? (`comprehension_check_thresh`) [1%/10%/12%/I don't Know]

Then all respondents across treatments were subjected to a standard battery of outcome questions:

1. If you were voting in the election described above, how many hours would you be willing to wait in line to vote? (`hours_wait_vote`) [integer entry for number of hours]
2. Briefly, can you explain why you would wait this amount of time to vote? (`open_wait_text` in SL_followup_qual_dataset.csv)[Open-ended response]
3. How much do you trust that the election described above would be conducted freely and fairly? (`trust_free_fair`) [Trust a lot/Trust some/Trust a little/Trust not at all/Prefer not to say]
4. How likely do you think the election described above would involve electoral violence? (`expect_violence`) [Not at all likely/A little bit likely/Somewhat likely/Very likely/Prefer not to say]
5. How likely do you think the election described above would involve electoral misconduct? (`expect_fraud`) [Not at all likely/A little bit likely/Somewhat likely/Very likely/Prefer not to say]
6. Briefly, can you explain why you believe the election described above would be run in this way? (`open_trust_text` in SL_followup_qual_dataset.csv) [Open-ended response]

7. If a candidate running in the election above promised to deliver a clinic to your neighborhood or chiefdom, how much would you believe that promise? (`believe_clinic`)
    - I would believe strongly in that promise
    - I would believe in that promise somewhat
    - I would believe in that promise a little bit
    - I would not believe at all in that promise
    - Prefer not to say
8. If a candidate running in the election above promised to deliver a school to your neighborhood or chiefdom, how much would you believe that promise? (`believe_school`)
    - I would believe strongly in that promise
    - I would believe in that promise somewhat
    - I would believe in that promise a little bit
    - I would not believe at all in that promise
    - Prefer not to say
9. If a candidate running in the election above promised to deliver money to your neighborhood or chiefdom, how much would you believe that promise? (`believe_money`)
    - I would believe strongly in that promise
    - I would believe in that promise somewhat
    - I would believe in that promise a little bit
    - I would not believe at all in that promise
    - Prefer not to say
10. Briefly, can you explain why you believe in these promises to this degree? (`open_clientelist_text` in SL_followup_qual_dataset.csv) [Open-ended response]
11. How much do you agree or disagree with the following statements? *(Drag the slider buttons below to any number between 1-10 you believe represents your level of agreement with each statement.)* [10-point sliding scale from Strongly disagree (1) - Strongly agree (10), with intermediate categories labeled on the slider.]
    (a) My vote would matter in the election described above (`slider_vote_matters`)
    (b) I am likely to have good options for candidates/parties to vote for in the above election (`slider_good_options`)
    (c) Politics is too complicated for someone like me to understand (`slider_politics_complicated`)
    (d) Those who govern this country are interested in what people like me think (`slider_govt_interested`)
    (e) People like me can make a difference in politics (`slider_make_difference`)
    (f) The election above chooses political representatives in a fair way (`slider_election_fair`)
    (g) Women candidates are likely to get elected in the above election (`slider_women_elected`)
12. Which of the following things do you think candidates in the election described above would be most likely to prioritize if elected? *(Choose one.)*
    - Development policies that help the whole country (`priority_elected_country_wide_development`)
    - Development policies that benefit specific neighborhoods or chiefdoms
        - (`priority_elected_neighborhood_chiefdom_development`)
    - Development policies that benefit large districts (`priority_elected_district_level_development`)

- Their own relationships with party leaders (priority_elected_party_leader_relationships)
- Their relationships with business leaders (priority_elected_business_leader_relationships)
- Development policies that help women in particular (priority_elected_women_focused_development)

13. Which of the following things do you think candidates in the election described above would be most likely to campaign on before the election to try and win support? *(Choose one.)*

    - Development policies that help the whole country (priority_campaign_country_wide_development)
    - Development policies that benefit specific neighborhoods or chiefdoms
        - (priority_campaign_neighborhood_chiefdom_development)
    - Development policies that benefit large districts (priority_campaign_district_level_development)
    - Their own relationships with party leaders (priority_campaign_party_leader_relationships)
    - Their relationships with business leaders (priority_campaign_business_leader_relationships)
    - Development policies that help women in particular (priority_campaign_women_focused_development)

Thank you for completing the survey. In order to compensate you for your time, we will need your phone number to send airtime to your number. It may take up to 7 days to process but will reach you shortly. Please note that you will not be contacted by the research team for any purpose other than compensation on this number, and your number will be deleted after the amount has been sent to your number. Your answers to the survey are also not linked to your phone number. Please enter the local phone number (starting with '0') on which you would like to receive airtime below: (enter phone number).

To confirm eligibility for compensation, please re-enter your age here (in years): (enter age).