CODEBOOK

Field experiment dataset (`fieldexpdata.csv`)

- `donorxdays` : Whether individual has donated by x days post-treatment: 1=Donated, 0= Did not donate, cumulative from 1 to x days post-treatment
- `donation_totalxdays` : Total amount individual donated by x days post-treatment in GBP, cumulative total from 1 to x days post-treatment
- `donation_nrxdays` : Total number of times individual donated by x days post-treatment, cumulative total from 1 to x days post-treatment
- `pret_donorxdays` : Whether individual has donated by x days pre-treatment: 1=Donated, 0= Did not donate
- `pret_donation_totalxdays` : Total amount individual donated by x days pre-treatment in GBP, cumulative total from 1 to x days pre-treatment
- `pret_donation_nrxdays` : Total number of times individual donated by x days pre-treatment, cumulative total from 1 to x days pre-treatment
- `block` : Block variable used for random assignment: whether individual had donated to party in past
- `pret_donor1year` : Whether individual has donated to party in the past year pre-treatment: 1=Donated, 0= Did not donate
- `pret_donation_total1year` : Total amount individual has donated to party in the past year pre-treatment
- `pret_donation_nr1year` : Total number of times individual has donated to party in the past year pre-treatment
- `treat_email` : Email treatment: 1=Assigned to receive a campaign email, 0=Control (no email)
- `treat_issue` : Issue identity treatment: 1=Assigned to receive issue identity cue, 0=Assigned to receive party identity cue
- `treat_negative` : Negative identity treatment: 1=Assigned to receive negative identity cue, 0=Assigned to receive positive identity cue
- `treat_dblask` : Double ask treatment: 1=Assigned to receive double ask, 0=Assigned to receive single ask
- `treatment_cat`: Experimental condition, all conditions (character)
- `treatment_cat_negative` : Experimental condition, pooled by negative vs positive (character)
- `treatment_cat_issue`: Experimental condition, pooled by issue vs party (character)
- `dem_member` : Pre-treatment membership status: 1= is member of party, 0=not member
- `dem_region` : Pre-treatment region (character)
- `dem_fundraiser` : Pre-treatment fundraiser: 1=has ever fundraised, 0=not fundraised
- `dem_membership_amount_num` : Pre-treatment membership amount (in GBP)
- `dem_pret.volunteer` : Pre-treatment volunteering status: 1=has volunteered, 0=has not volunteered

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Survey dataset (`surveydata.csv`)

- `dem_age` : Age in years

- `dem_gender_female`: Gender (binary): 1= female, 0= male

- `dem_employment_fulltime` : Employment status (binary): 1= Full-time employed, 0=Other
- `treatment_cat`: Treatment condition (character)

- `treat_target_` : Pooled treatment condition: issue vs party (character)

- `treat_id_` : Pooled treatment condition: negative vs positive (character)

- `treat_id_negative` : Pooled treatment condition: negative vs positive (binary)
- `treat_target_issue` : Pooled treatment condition: issue vs party (binary)

- `polid` : Outcome variable: perceived negative identity (character)

- `polid_negative` : Outcome variable: perceived negative identity (binary)

- `we_id` : Outcome variable: perceived identity (character)

- `topic_polparty` : Outcome variable: perceived topic of email is political parties

- `topic_brexit` : Outcome variable: perceived topic of email is Brexit

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British Election Study dataset (wave 19) (`BES2019_W19.dta`)

- `brexitID` : Dichotomous measure indicating if BES respondent has a Brexit identity or not: 1=Yes, 0= No
- `parttyID` : Dichotomous measure indicating if BES respondent has a party identity or not: 1=Yes, 0= No
- `doubleID` : Four-point categorical measure indicating if BES respondent has a party identity and Brexit identity: Has no identity; Has party identity only; Has Brexit identity only; Has both party and Brexit identity
- `euRefDoOver` : Dichotomous measure indicating if BES respondent support holding a second referendum on membership of the EU: 1=Yes, 0= No
- `euRefVote` : Categorical indicator of of BES respondents' vote intentions in a hypothetical second referendum on the UK's membership of the EU: Leave, Remain; Would not vote; Don't know

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British Election Study dataset (wave 23) (`BES2019_W23.dta`)

- `brexitID` : Dichotomous measure indicating if BES respondent has a Brexit identity or not: 1=Yes, 0= No
- `parttyID` : Dichotomous measure indicating if BES respondent has a party identity or not: 1=Yes, 0= No
- `doubleID` : Four-point categorical measure indicating if BES respondent has a party identity and Brexit identity: Has no identity; Has party identity only; Has Brexit identity only; Has both party and Brexit identity

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