Codebooks for data used in Rune Stubager, 'How are social groups linked to the vote? Social group perceptions and party choice', *British Journal of Political Science.*

Codebook observational data

Variable name	Variable label	Categories
gender	Gender	0 Male 1 Female
generat	Generation	2 Born before 1959 3 Born 1960-1974 4 Born 1975-1989 5 Born after 1990
egppar	Parents' occupation	1 Higher Professionals 2 Lower Professionals 3 Routine Non-Manual Labour 4 Self-Employed 5 Skilled Manual Labour 6 Unskilled Manual Labour 7 NA
educ	Education	1 Elementary school only 2 Vocational education 3 Short further education 4 Bachelor degree 5 Post-graduate degree
egpclass	Occupation	1 Higher Professionals 2 Lower Professionals 3 Routine Non-Manual Labour 4 Self-Employed 5 Skilled Manual Labour 6 Unskilled Manual Labour 7 NA
hhkat	Household income	1 1st Quintile 2 2nd Quintile 3 3rd Quintile 4 4th Quintile 5 9th Decile 6 10th Decile 7 NA
q2	Class identification	1 Lower Class 2 Working Class 3 Lower Middle Class 4 Middle Class 5 Upper Middle Class 7 NA
vurd1	Working class evaluation	Standardized scale
vurd2	Middle class evaluation	Standardized scale
vurd3	Upper mid. class evaluat.	Standardized scale
vurd4	Upper class evaluation	Standardized scale

kaempak	Party fights working class interests	0-1 scale
kaempmk	Party fights middle class interests	0-1 scale
kaempomk	Party fights upper middle class interests	0-1 scale
kaempok	Party fights upper class interests	0-1 scale
party3	Party choice	1 Left Socialist 2 Social Democrat 3 Social Liberal 4 Danish People's Party 5 Economic Right

Codebook for experimental data

q3	Class identification	1 Lower Class 2 Working Class 3 Lower Middle Class 4 Middle Class 5 Upper Middle Class 7 NA
q6	Working class evaluation	0-10 scale
q9	SPP fights for working class interests	0-10 scale
q10_1	Probability of voting for SPP	0-10 scale
Splitgroup1	First treatment	0 Working class evaluations: Negative 1 Working class evaluations: Positive
Splitgroup2	Second treatment	0 SPP fights for working class interests 1 SPP fights against working class interests

Note: SPP: Socialist People's Party.