Variable list: French Party Campaign Organisation Online Questionnaire (version: 03.02.25)

Note: This document reports the original (unstandardized) coding for the full set of variables generated from the DiCED post-election online party survey conducted in France after the 2022 Presidential election. The parties’ variable scores are recorded in the DiCED open access dataset *French Campaign Org Survey anon.sav*. A subset of these variables are used in the *Swiss Political Science Review* article “What drives data-driven campaigning (DDC)?: A comparative analysis of the institutional and organizational factors shaping the adoption of DDC in the French and German party systems.” DOI:10.1111/spsr.12652

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Contents

[Party type 2](#_Toc120614388)

[Section 1: Campaign Communication Channels 2](#_Toc120614389)

[Tools 2](#_Toc120614390)

[Communication channels: TV, radio, newspapers, posters, leaflets, etcetera 3](#_Toc120614391)

[Communication channels Official websites, email 4](#_Toc120614392)

[Communication channels: Social media – free/organic/owned content i.e. party posts, tweets, etcetera 5](#_Toc120614393)

[Section 2: Data generation/collection 6](#_Toc120614394)

[Types of data collected 6](#_Toc120614395)

[Types of data collected 7](#_Toc120614396)

[Section 3: Data analysis 8](#_Toc120614397)

[Techniques and tools 8](#_Toc120614398)

[Section 4: Internal organization and decision making 9](#_Toc120614399)

[Internal Communication Tools 9](#_Toc120614400)

[Social Media Platforms for Internal Communication 10](#_Toc120614401)

[Use of professional companies or external consultants 11](#_Toc120614402)

[Influence on deciding the message 12](#_Toc120614403)

[Influence on deciding the message 13](#_Toc120614404)

[Perceived importance of PMT 15](#_Toc120614405)

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| --- | --- |
| Party Type | 1 = Major  2= Minor  3 = Fringe |

# Section 1: Campaign Communication Channels

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| --- | --- | --- | --- |
| Q1:  There are a range of different tools and channels that candidates or parties can use when they **communicate with voters during** elections. For each of those listed below could you tell us whether your party or campaign team made use of them in this election? Just leave the item blank if it wasn’t used. | | | |
| Tools | | | |
| *Item* | Name in dataset | *Value* | *Meaning/Label* |
| Voter Databases | Q1\_Tools\_Databases | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Specially designed apps for mobile devices | Q1\_Tools\_Apps | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Constituent Relationship Management Software (CRM) | Q1\_Tools\_RelationshipSoftware | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Direct mailing software | Q1\_Tools\_directAdvertisingSoftware | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |

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| --- | --- | --- | --- |
| Q1:  There are a range of different tools and channels that candidates or parties can use when they **communicate with voters during** elections. For each of those listed below could you tell us whether your party or campaign team made use of them in this election? Just leave the item blank if it wasn’t used. | | | |
| Communication channels: TV, radio, newspapers, posters, leaflets, etcetera | | | |
| *Item* | Name in dataset | *Value* | *Meaning/Label* |
| TV: Production of content for television channels (outside YouTube or other video platforms) | Q1\_TV\_1 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| TV: Coverage of the campaign in TV news (outside YouTube or other video platforms) | Q1\_TV\_2 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| TV: Official campaign clips (free) | Q1\_TV\_3 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Radio: General news coverage of the campaign (free) | Q1\_Rad\_1 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Radio: Public broadcasting slots (free) | Q1\_Rad\_2 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Newspapers/Print media: general news coverage of the campaign (free) | Q1\_JournPress | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Posters | Q1\_Affiches | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Leaflets – delivered by hand | Q1\_TractsBroch\_1 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Leaflets – delivered by post (different from the official envelope for candidate manifestos) | Q1\_TractsBroch\_2 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Face to face canvassing | Q1\_Demar | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Public meetings | Q1\_Reunion | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Phone: landline calls/telemarketing | Q1\_Phon\_1 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Phone: Mobile phone calls | Q1\_Phon\_2 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Phone: SMS/text messaging | Q1\_Phon\_3 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |

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| --- | --- | --- | --- |
| Q1:  There are a range of different tools and channels that candidates or parties can use when they **communicate with voters during** elections. For each of those listed below could you tell us whether your party or campaign team made use of them in this election? Just leave the item blank if it wasn’t used. | | | |
| Communication channels Official websites, email | | | |
| *Item* | Name in dataset | *Value* | *Meaning/Label* |
| Official websites: Official site of the candidate | Q1\_Web\_1 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Official websites: Main party site/homepage | Q1\_Web\_2 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Official websites: Local party sites/homepage | Q1\_Web\_3 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Official websites: Mobilisation website for the registration of activists/volunteers | Q1\_Web\_4 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Email: Direct emails to individual voters | Q1\_Email\_1 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Email: E-news bulletins/e-mail shots | Q1\_Email\_2 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |

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| Q1:  There are a range of different tools and channels that candidates or parties can use when they **communicate with voters during** elections. For each of those listed below could you tell us whether your party or campaign team made use of them in this election? Just leave the item blank if it wasn’t used. | | | |
| Communication channels: Social media – free/organic/owned content i.e. party posts, tweets, etcetera | | | |
| *Item* | Name in dataset | *Value* | *Meaning/Label* |
| Twitter | Q1\_SM\_1 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Facebook | Q1\_SM\_2 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Instagram | Q1\_SM\_3 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| YouTube | Q1\_SM\_4 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| WhatsApp | Q1\_SM\_5 | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |
| Podcasts | Q1\_Podcast | 0 | Did not use |
|  |  | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 8 | DK/Not sure |

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| Q1 – Other:  Other (please use this space to add in other communication tools and channels that were important for the party or campaign team that are not listed above). |
| Name in dataset: TBD |

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| Q2: Of the tools and channels that the campaign team or party made use of in the campaign, could you select the top 3 in terms of their effectiveness in helping to communicate the candidate’s message to voters, and provide a short explanation as to why you considered them to be so useful? |
| Name in dataset: TBD |
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| Q3: And could you also tell us from the list which were the least useful to you and again why this was the case? |
| Name in dataset: TBD |
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# Section 2: Data generation/collection

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| Q4: As well as using tools to communicate their message out to voters, campaign teams and parties can also make use of a range of methods and tools to collect information on voters. Looking at the following list, can you please indicate which of the following (if any) **sources of voter data** were used by the campaign team or the party?  Responses: YES / NO / DK, not sure | | | |
| Types of data collected | | | |
| Item | Name in dataset | Value | Meaning/Label |
| Public records i.e. information from the electoral or voters register | Q4\_DataUse\_1 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Census data | Q4\_DataUse\_2 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Companies supplying consumer / marketing data on individual voters e.g. Experian | Q4\_DataUse\_3 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Local or national party recorded data by the campaign team or the party | Q4\_DataUse\_4 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Online opinion polls conducted or commissioned by the party or the campaign team | Q4\_DataUse\_5 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Offline (face to face /phone) opinion polls conducted or commissioned by the party or the campaign team | Q4\_DataUse\_6 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Focus groups conducted or commissioned by the party or the campaign team | Q4\_DataUse\_7 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Experiments (online i.e. A/B testing of messages) | Q4\_DataUse\_8 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Experiments (offline or field-based i.e. testing the impact of GOTV messages) | Q4\_DataUse\_9 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Data from social media platforms e.g. Twitter, Facebook, Instagram profile information | Q4\_DataUse\_10 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |

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| Q3 – Other:  Other (please use this space to add in other types of voter data that were important for the campaign team or the party that are not listed above). |
| Name in dataset: OtherDataCollected |

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| Q5: And could you tell us from the list below which (if any) of the following **types of data** were collected or processed about voters?  Responses YES /NO/ DK not sure | | | |
| Types of data collected | | | |
| Item | Name in dataset | Value | Meaning/Label |
| Geographic information i.e. postcode, home address | Q3\_DataColl\_1 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Online contact information i.e. email address | Q3\_DataColl\_2 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Mobile phone numbers | Q3\_DataColl\_3 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Landline phone numbers | Q3\_DataColl\_4 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Demographic information e.g. sex, age, education, etc. | Q3\_DataColl\_5 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Activities and interests, e.g. community or voluntary organisation membership, hobbies | Q3\_DataColl\_6 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Online activities e.g. purchasing, apps downloaded, sites visited | Q3\_DataColl\_7 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Political outlook e.g. likely to vote, party preference etc. | Q3\_DataColl\_8 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Political activities e.g. if voted in the past, if they donated, volunteered, joined an event or rally, contacted the party or the campaign organization | Q3\_DataColl\_9 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |
| Psychological or some type of personality profiling information. | Q3\_DataColl\_10 | 0 | No |
|  |  | 1 | Yes |
|  |  | 12 | Don’t know |
|  |  | -99 | Missing |

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| Q5 – Other:  Other (please use this space to add in other sources of voter data that were important for the campaign team or the party that are not listed above). |
| Name in dataset: TBD |
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| Q6 – Microtargeting:  Finally for this section, thinking about the sources and types of data your campaign team or the party made use of in this election, to what extent were they used to engage in the practice of ‘micro-targeting’ of messages to voters? By micro-targeting we mean designing and/or delivering messages to appeal to individual voters specifically, rather than broader groups of voters e.g., those living in a certain area, or that shared certain traits such as age or being male/female. | |
| Name in dataset: Q5\_MicroTargeting1 | |
| 0 | The campaign team or the party did not use micro-targeting |
| 1 | The campaign team or the party engaged in some micro-targeting |
| 2 | Yes, the campaign team or the party did engage in a significant amount of micro-targeting |
| 12 | Not sure/Don’t know |

# Section 3: Data analysis

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| Q7: As well as understanding more about the nature of the data the campaign team or the party collects on voters we are also interested to learn more about how those data are analysed during the campaign. Looking through the following list could you tell us whether your campaign made use of any of the following techniques or tools of analysis? | | | |
| Techniques and tools | | | |
| Item | Name in dataset | Value | Meaning/Label |
| Descriptive statistics e.g. averages, frequencies, cross-tables | Q6\_DataAnalysis\_1 | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 12 | DK |
| Statistical analysis techniques e.g. regression, anova, factor analysis | Q6\_DataAnalysis\_2 | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  |  |  |
|  |  |  |  |
| Data analytics /computer modelling to forecast outcomes in key constituencies. | Q6\_DataAnalysis\_3 | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 12 | DK |
| Data analytics / computer modelling to predict individual voter behaviour, e.g., likelihood to vote, donate etc. | Q6\_DataAnalysis\_4 | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 12 | DK |
| ‘Real time’ or ex-ante/ex-post testing of online messages i.e. A/B testing of content or e-mail messages | Q6\_DataAnalysis\_5 | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 12 | DK |
|  |  |  |  |
| Behavioural insights /nudge theory | Q6\_DataAnalysis\_6 | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 12 | DK |
| Artificial Intelligence (AI) or machine learning tools (e.g., natural language programming (NLP) tools) to examine sentiment or topics of voter conversations /discussions online | Q6\_DataAnalysis\_7 | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 12 | DK |
| Qualitative analysis of text-based data e.g., discourse or manual content analysis of focus group discussions | Q6\_DataAnalysis\_8 | 1 | Used a little |
|  |  | 2 | Used a lot |
|  |  | 12 | DK |

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| Q7 – Other:  Other (please use this space to add in other methods to analyse voter data that were important for the campaign team or the party that are not listed above). |
| Name in dataset: TBD |
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# Section 4: Internal organization and decision making

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| Q8: Established and newer digital tools can also be used for internal party communication. Looking through the list below, could you specify whether your party or campaign team made use of them during this election campaign **to communicate with, and organise the activities of local party staff and volunteers/activists/supporters?** | | | |
| Internal Communication Tools | | | |
| Item | Name in dataset | Value | Meaning/Label |
| In person meetings (online or offline) | Q7\_InternCommTools\_1 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Landline Phone | Q7\_InternCommTools\_2 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Mobile Phone | Q7\_InternCommTools\_3 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Volunteer/Supporter database | Q7\_InternCommTools\_4 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Printed material e.g. newsletters | Q7\_InternCommTools\_5 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Online ‘leader-board’ to report /monitor success of volunteers/supporters | Q7\_InternCommTools\_6 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Mobile apps/devices specially designed for volunteers to log voter interactions | Q7\_InternCommTools\_7 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Computer generated walk sheets or canvassing guides | Q7\_InternCommTools\_8 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Main candidate website | Q7\_InternCommTools\_9 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Main party Website | Q7\_InternCommTools\_10 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Local party websites | Q7\_InternCommTools\_11 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| E-newsletters | Q7\_InternCommTools\_12 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Email | Q7\_InternCommTools\_13 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| SMS/text messaging | Q7\_InternCommTools\_14 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Online mobilisation site, by registration/Resource hub for activists/supporters | Q7\_InternCommTools\_15 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |

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| Q8 (continued): Established and newer digital tools can also be used for internal party communication. Looking through the list below, could you specify whether your party or campaign team made use of them during this election campaign to communicate with, and organise the activities of local party staff and volunteers/activists/supporters? | | | |
| Social Media Platforms for Internal Communication | | | |
| Item | Name in dataset | Value | Meaning/Label |
| Twitter | Q7\_InterncommSM\_1 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Facebook | Q7\_InterncommSM\_2 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| Instagram | Q7\_InterncommSM\_3 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| YouTube | Q7\_InterncommSM\_4 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |
| WhatsApp | Q7\_InterncommSM\_5 | 0 | Did not use |
|  |  | 1 | Used |
|  |  | 12 | DK |

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| Q9: Again, thinking about the ways the campaign team or the party made use of these tools, could you specify which of them was **most useful** for the party to communicate with and organise activities of local party staff and volunteers/activists or supporters, and which were **least useful** and why? |
| Most useful: |
| Least useful: |

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| Q10 (part 1):  At the national/central headquarters did you have staff and/or volunteers who were allocated to work on the party’s digital campaign? If yes, then*, could you indicate approximately how many people? What was the overall /size of team of volunteers* |
| Name in dataset: TBD |
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| --- | --- |
| Q10 (part 2):  At the national/central headquarters did you have staff and/or volunteers who were allocated to work on the party’s digital campaign? If yes, then: *How many of them were paid staff, versus working on a voluntary basis (a rough estimate in numbers or a % is fine).* | |
| Name in dataset: Q9\_PaidStaffYN | |
| Number of paid staff | (recoded into a binary, 1 = yes, 0 = no) |
| Number of volunteers | Not used for creating Q9\_PaidStaffYN |

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| Q10 (part 3):  Was the digital team further divided into sub-teams? e.g. some people were responsible for the website, and social media profiles, others for the database, or analysis of the data? |
| Name in dataset: TBD |
| Yes /No / DK |
| If yes, *can you list what the sub-teams were, and briefly describe what they were responsible for and how many people roughly were in each sub-team?* |
| Name in dataset: TBD |
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| Q11: Did the campaign team or the party make use of any professional companies or external consultants for: | | | |
| Use of professional companies or external consultants | | | |
| Item | Name in dataset | Value | Meaning/Label |
| The design and content of candidate or party websites / social media profiles | Q10\_ExternalAdvisor\_1 | 0 | Not, did not use/N/A |
|  |  | 1 | No, done internally |
|  |  | 2 | Yes |
|  |  | 12 | Don’t know |
| The day to day maintaining and updating of candidate or party sites and profiles | Q10\_ExternalAdvisor\_2 | 0 | Not, did not use/N/A |
|  |  | 1 | No, done internally |
|  |  | 2 | Yes |
|  |  | 12 | Don’t know |
| Construction / maintenance of candidate or party databases | Q10\_ExternalAdvisor\_3 | 0 | Not, did not use/N/A |
|  |  | 1 | No, done internally |
|  |  | 2 | Yes |
|  |  | 12 | Don’t know |
| Data analytics and ‘big data’ to help in developing and implementing its campaign strategy? | Q10\_ExternalAdvisor\_4 | 0 | Not, did not use/N/A |
|  |  | 1 | No, done internally |
|  |  | 2 | Yes |
|  |  | 12 | Don’t know |

|  |  |  |  |
| --- | --- | --- | --- |
| Q12: Thinking more broadly about the role of internal and external actors in the running of your election campaign, and particularly messaging of voters, we are interested to find out about how important various groups were in the decisions over the content of those messages, and how these were communicated to voters. Looking through the following list how much influence would you say each of the following groups had firstly in **deciding** on the message?  A great deal of influence, a fair amount of influence, a little influence, no influence at all. DK/Not sure | | | |
| Influence on deciding the message | | | |
| Item | Name in dataset | Value | Meaning/Label |
| Grassroots activists and ordinary supporters | Q11\_InfluenceDecision\_1 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Big Tech and Social media companies such Facebook, Google, and Twitter | Q11\_InfluenceDecision\_2 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Pollsters and opinion research companies | Q11\_InfluenceDecision\_3 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Media advisors and PR consultancy firms | Q11\_InfluenceDecision\_4 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Data analysts and experts in computing and AI | Q11\_InfluenceDecision\_5 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Campaign team or Local/District party organizational staff, and people with fieldwork training and experience | Q11\_InfluenceDecision\_6 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| The campaign team or staff of the party organisation at national level | Q11\_InfluenceDecision\_7 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Mainstream media organizations and journalists | Q11\_InfluenceDecision\_8 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| The candidates | Q11\_InfluenceDecision\_9 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |

|  |  |  |  |
| --- | --- | --- | --- |
| Q13: And secondly, how much influence would you say the following groups had in **communicating** that message?  Great deal of influence, a fair amount of influence, a little influence, no influence at all. DK/Not sure | | | |
| Influence on communicating the message | | | |
| Item | Name in dataset | Value | Meaning/Label |
| Grassroots activists and ordinary supporters | Q1\_InfluenceComm\_1 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Big Tech and Social media companies such Facebook, Google, and Twitter | Q1\_InfluenceComm\_2 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Pollsters and opinion research companies | Q1\_InfluenceComm\_3 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Media advisors and PR consultancy firms | Q1\_InfluenceComm\_4 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Data analysts and experts in computing and AI | Q1\_InfluenceComm\_5 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Campaign team or Local/District party organizational staff, and people with fieldwork training and experience | Q1\_InfluenceComm\_6 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| The campaign team or staff of the party organisation at national level | Q1\_InfluenceComm\_7 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| Mainstream media organizations and journalists | Q1\_InfluenceComm\_8 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |
| The candidates | Q1\_InfluenceComm\_9 | 0 | No influence at all |
|  |  | 1 | A little influence |
|  |  | 2 | A fair amount of influence |
|  |  | 3 | A great deal of influence |
|  |  | 12 | Don’t know |

|  |  |  |  |
| --- | --- | --- | --- |
| Q14:  Finally, based on your experience of this election, how important do you think some of the new voter targeting techniques using data analytics and computer modeling are for your campaign team or your party in relation to the following tasks: | | | |
| Perceived importance of PMT | | | |
| Item | Name in dataset | Value | Meaning/Label |
| mobilizing new voters (those who have never voted before) to turnout | Q13\_ImportanceMicrotargetfor\_1 | 0 | Not important at all |
|  |  | 1 | Somewhat important |
|  |  | 2 | Quite important |
|  |  | 3 | Of major importance |
|  |  | 4 | Most important |
| mobilizing non-voters (those who have decided not to vote/have withdrawn) to turnout | Q13\_ImportanceMicrotargetfor\_2 | 0 | Not important at all |
|  |  | 1 | Somewhat important |
|  |  | 2 | Quite important |
|  |  | 3 | Of major importance |
|  |  | 4 | Most important |
| converting or persuading voters who are undecided to support the party | Q13\_ImportanceMicrotargetfor\_3 | 0 | Not important at all |
|  |  | 1 | Somewhat important |
|  |  | 2 | Quite important |
|  |  | 3 | Of major importance |
|  |  | 4 | Most important |
| converting or persuading voters who are supporting the opposition to support the party | Q13\_ImportanceMicrotargetfor\_4 | 0 | Not important at all |
|  |  | 1 | Somewhat important |
|  |  | 2 | Quite important |
|  |  | 3 | Of major importance |
|  |  | 4 | Most important |
| reaching new volunteers and supporters | Q13\_ImportanceMicrotargetfor\_5 | 0 | Not important at all |
|  |  | 1 | Somewhat important |
|  |  | 2 | Quite important |
|  |  | 3 | Of major importance |
|  |  | 4 | Most important |
| raising money and appealing for donations | Q13\_ImportanceMicrotargetfor\_6 | 0 | Not important at all |
|  |  | 1 | Somewhat important |
|  |  | 2 | Quite important |
|  |  | 3 | Of major importance |
|  |  | 4 | Most important |