

ONLINE APPENDIX

A Survey

A.1 Survey link and questions in English

Link: https://cebi.eu.qualtrics.com/jfe/form/SV_6PcXP1t0Mw89iqp

Background and Political views

1. What is your birth year?
Dropdown menu with years. Only 1969-1973 accepted.
2. What is your gender?
Male; Female
3. How many siblings do you have with the same biological mother and father as you?
0; 1; 2 or more
4. Which municipality did you live in at the beginning of 2017? Note that in the following options, some of the municipalities are grouped together.
Dropdown menu with Danish municipalities
5. Which of the following categories best describes your highest educational level?
Primary education; Upper secondary education; Vocational education and training; Short cycle higher education; Bachelor program or vocational bachelor education; Master program or PhD program
6. What was your employment status at the beginning of 2017?
Full-time employment; Part-time employment; Self-employed; Unemployed; Not in the work-force
7. Which sector did you work in at the beginning of 2017? Note that we mean the sector which your workplace belongs to. For example, if you work with PR in a bank you should choose the sector “Finance and insurance” and not the sector “Information and communication”.
Construction; Real estate activities; Business services; Finance and insurance; Trade and transport; Manufacturing, raw material extraction and utilities; Information and communication; Culture, leisure and other services; Agriculture, forestry and fishing; Public administration, education, health and social work activities
8. Which party did you vote for in the last general election (in 2015)?
Socialdemokratiet; Venstre, Danmarks Liberale Parti; Radikale Venstre; Enhedslisten - De Rød-Grønne; Det Konservative Folkeparti; Alternativet; SF - Socialistisk Folkeparti; Liberal Alliance; Kristendemokraterne; Dansk Folkeparti; Other; Did not vote; Do not wish to answer
9. How would you describe your attitude on economic policy?
Very left-wing; Left-wing; Moderate; Right-wing; Very right-wing

Income

1. We will now ask you about your total income BEFORE tax in 2017. You should NOT include contributions to employer-managed pension schemes or mandatory pension contributions. When we later will inform you about your own position, it is important that you state your total income as precisely as possible. If you are in doubt about the amounts, you can view

them on your annual statement for 2017 from SKAT under *Opgørelse af indkomst* below *Før AM-bidrag*. You can also see a description of the different categories below. Note: In the scheme below we ask you to please state the yearly amounts in entire thousand DKK. If you enter 1, this corresponds to 1,000 DKK.

Salary and fees; Net profit from self-employment; Unemployment benefits, social assistance, study grants and pension payments

Perceptions

1. Instruction alvideo
2. We will now ask you a question to see if you have understood the video's explanation of the ladder's different positions. Think about a person with an income where 73 out of 100 people have an income that is the same as or lower than this person's income. 27 out of 100 people have an income that is higher than this person's income. Select this person's position on the income ladder using the slider below.
3. What do you think the income for P50 was in 2017 for individuals born in [PIPED BIRTH YEAR]? Remember that P50 is the income, where half have an income that is the same as or lower than this income, and half have an income that is higher than this income. Remember also that income is before tax for the whole of 2017 and consists of salary, net profit from self-employment, other business income, unemployment benefits, and transfers and payments from private and public pensions. Note: Please state your answer in entire thousand DKK. If you enter 1 it corresponds to 1,000 DKK
4. We will now ask you what you think the before tax income for P50 was in 2017 for the groups below that you are a part of. The first slider shows your answer from the previous question. You can use the other sliders to select what you think the income was for P50 for the different groups of people who were born the same year as you.
One horizontal slider for each reference group. The slider for cohort is locked at the amount entered in the previous question.
5. What do you think the income for P95 was in 2017 for individuals born in [PIPED BIRTH YEAR]? Remember that P95 is the income where 95 out of 100 have an income that is the same as or lower than this income, and 5 out of 100 have an income that is higher than this income. Please state your answer in entire thousand DKK. If you enter 1, it corresponds to 1,000 DKK
6. We will now ask you what you think the before tax income for P95 was in 2017 for the groups below that you are a part of. The first slider shows your answer from the previous question. You can use the other sliders to select what you think the income was for P95 for the different groups of people who were born the same year as you.
One horizontal slider for each reference group. The slider for cohort is locked at the amount entered in the previous question.
7. Rank among all people born in [PIPED BIRTH YEAR]. You previously reported that you had a yearly income in 2017 of [PIPED INCOME] DKK before tax. We will now ask you to report where you think this income placed you on the income ladder in 2017 for people who were born in [PIPED BIRTH YEAR]. Use the slider to select your position. Later, we will inform you about your true position.
8. Rank among [PIPED GENDER]. Now, think about all [PIPED GENDER] born in [PIPED BIRTH YEAR]. Use the slider to select where you think you were placed on the income ladder in 2017 for this group of people. Later, we will inform you about your true position.

9. Rank within [PIPED MUNICIPALITY] municipality. Now, think about people who also lived in [PIPED MUNICIPALITY] municipality at the beginning of 2017 and were born in [PIPED BIRTH YEAR]. Use the slider to select where you think you were placed on the income ladder in 2017 for this group of people. Later, we will inform you about your true position.
10. Rank within the educational level [PIPED EDUCATION]. Now, think about people whose educational level also was [PIPED EDUCATION] at the beginning of 2017 and were born in [PIPED BIRTH YEAR]. Use the slider to select where you think you were placed on the income ladder in 2017 for this group of people. Later, we will inform you about your true position.
11. Rank within the sector [PIPED SECTOR]. Now, think about people who also worked in the sector [PIPED SECTOR] at the beginning of 2017 and were born in [PIPED BIRTH YEAR]. Use the slider to select where you think you were placed on the income ladder in 2017 for this group of people. Later, we will inform you about your true position.
12. Think about your [FOR WOMEN: mother's. FOR MEN: father's] total income in the year in which you turned 15. Compared to [FOR WOMEN: mothers. FOR MEN: fathers] of children, who were also born in [PIPED BIRTH YEAR], where do you think your [FOR WOMEN: mother. FOR MEN: father] was placed on the income ladder in the year where you turned 15?
13. Is your income higher or lower than [FOR RESPONDENTS WITH ONE SIBLING: your brother's/sister's income? FOR RESPONDENTS WITH 2 OR MORE SIBLINGS: the average income of your siblings?]
Higher; The same; Lower
14. Think about your co-workers at the beginning of 2017. By co-workers, we mean the people who had the same workplace as you at the beginning of 2017. A workplace usually has the same address so if you for instance worked in a chain store then your co-workers are those who worked in the same store as you and not all the people who were employed in the same firm. How many people worked at your workplace at the beginning of 2017 including yourself? If you do not remember the exact number, then report your best guess.
15. Imagine that we rank you and your colleagues by your income in 2017 such that the person with the lowest income is number 1 and the person with the highest income is number [PIPED # COWORKERS]. What do you think your position was in this rank in 2017?
16. Think about your neighbors at the beginning of 2017. By neighbors, we mean the people who lived on the same road as you if you lived in a house or the people living on the same stairwell as you if you lived in an apartment. Think only about the people, who were between 25 and 65 years old. How many people lived on the same road or on the same stairwell as you, including your own household, at the beginning of 2017? If you do not remember the exact number, then report your best guess.
17. Imagine that we rank you and your neighbors by your income in 2017 such that the person with the lowest income is number 1 and the person with the highest income is number [PIPED # NEIGHBORS]. What do you think your position was in this rank in 2017?
18. Think about your schoolmates when you were 15 years old. By schoolmates, we mean everybody at your school who was born in [PIPED BIRTH YEAR], and not just the people in your class. How many schoolmates were you including yourself? If you do not remember the exact number, then report your best guess.

19. Imagine that we rank you and your schoolmates by your income in 2017, such that the person with the lowest income is number 1 and the person with the highest income is number [PIPED # SCHOOLMATES]. What do you think your position was in this rank in 2017?

Treatment

For the treatment group this block appears here. For the control group it appears after the block “Outcomes.”

For each reference group, cohort/gender/municipality/educational level/sector, we provide the following information on separate pages along with a visualization of the difference:

You GUESSED that you were on position PXX.

Based on the income you reported, your TRUE position is PXX.

You are actually X positions higher/lower on the ladder than you thought.

Outcomes

1. On a scale from 1 to 7 where 1 is “Completely fair”, 4 is “Neither fair nor unfair” and 7 is “Completely unfair”, indicate to what extent you think that it is fair or unfair that there are differences in income among people born the same year as you WITHIN the following groups that you are yourself a part of?
 - (a) Differences in income among people born in [PIPED BIRTH YEAR]
 - (b) Differences in income among [PIPED GENDER] born in [PIPED BIRTH YEAR]
 - (c) Differences in income among people living in [PIPED MUNICIPALITY] municipality
 - (d) Differences in income among people with the educational level [PIPED EDUCATION]
 - (e) Differences in income among people working in the sector [PIPED SECTOR]
2. Now, think about people born the same year as you WITHIN these groups (indicated below). On a scale from 1 to 7 where 1 is “Only luck”, 4 is “Equally important”, and 7 is “Only effort”, indicate to what extent you think that differences in income are caused by differences in peoples’ efforts over their lifetime or rather by luck? By luck, we mean conditions that you have no control over. By effort, we mean conditions that you can control.
 - (a) Reason for different incomes among people born in [PIPED BIRTH YEAR]?
 - (b) Reason for different incomes among [PIPED GENDER] born in [PIPED BIRTH YEAR]?
 - (c) Reason for different incomes among people living in [PIPED MUNICIPALITY] municipality?
 - (d) Reason for different incomes among people with the educational level [PIPED EDUCATION]?
 - (e) Reason for different incomes among people working in the sector [PIPED SECTOR]?
3. Which party would you vote for if there was a general election today?
Socialdemokratiet; Venstre, Danmarks Liberale Parti; Radikale Venstre; Enhedslisten - De Rød-Grønne; Det Konservative Folkeparti; Alternativet; SF - Socialistisk Folkeparti; Liberal Alliance; Kristendemokraterne; Dansk Folkeparti; Nye Borgerlige; Other; Do not wish to answer
4. Below, you see six statements that you can agree or disagree with. On a scale from 1 to 7 where 1 is “Completely agree”, 4 is “Neither agree nor disagree”, and 7 is “Completely disagree”, indicate to what extent you agree or disagree with each statement.
 - (a) Income inequality is a problem in Denmark

- (b) The government should increase redistribution of income by increasing taxes and transfers to reduce inequality
- (c) I am generally satisfied with my life
- (d) My work has generally paid off
- (e) People with high incomes have worked hard for their income and deserve it
- (f) If a person is poor this is mainly due to lack of effort from his or her side

Outro

1. It is important for our study that we only use responses from people, who have given the survey their full attention. You will automatically participate in the lottery no matter what you answer, but we would like to know how much attention you have given the survey.
1 I barely gave the survey any attention; ... ; 7 I gave the survey my full attention
2. Do you think that the survey was biased?
Yes, it was right-winged; Yes, it was left-winged; No, it was neutral
3. If you have any comments about the survey, then you are welcome to write them here:

A.2 Instructional video link and script

Link: <https://www.dropbox.com/s/ya1z0nlmii5tkpo/Instruktionsvideo.m4v?dl=0>

We will now ask you some questions regarding the distribution of income between Danes born the same year as you. It may be difficult to answer, but we ask you to try your best.

There are differences between peoples' incomes. Some people have a high income, others have a low income. The ladder to the left illustrates **how the incomes are distributed between Danes** born the same year as you. This is also called the income distribution.

Think of 100 people born the same year as you. They are ranked according to their income such that the person with the lowest income is at the bottom of the ladder and the person with the highest income is at the top of the ladder.

Look at the person next to the first rung of the ladder. 5 out of 100 people (i.e., 5 %) have an income that is the same as or **lower** than the income of this person. We call this P5, because the person has position 5 on the income ladder.

The person on the middle rung has position 50. **Exactly half** of all people (i.e., 50 %) born the same year as you have an income that is the same as or **lower** than the income of this person and **exactly half** have an income that is **higher** than the income of this person. We call the position in the middle for P50. Remember that P50 is the position in the middle since we will use this several times in the following questions.

The person next to the top rung has position 95. 95 out of 100 (i.e., 95 %) have an income that is the same as or **lower** than the income of this person and only 5 out of 100 people born the same year as you (i.e. 5 %) have an income that is higher than the income of this person. Remember what P95 indicates since we are going to use this several times.

Shortly, we will now ask you what you think the income is for P50 and P95, respectively, for Danes born the same year as you. Next, we will ask you what you think **your position** is on the ladder. You are welcome to watch the video again if you are not sure of the meaning of the different positions.