SUPPLEMENTARY MATERIALS

A1. Interviews: Sample description

Interviews were conducted between January and February 2025. All interviews were conducted by the same interviewer, on Zoom. The average length of the interview was 57 minutes. Five interviewees were men and two women. The interviewees ranged in age from 31 to 69. No one was a member of the Greens; two were members of the Italian Left before the 2024 EP elections; one got their membership afterwards; four were not members of either Italian Left or the Greens, neither before the election nor at the time of the interview. Two interviewees were from northern Italy, from the Red Zone, one from the South. Three were from the main city in their region (i.e., "capoluogo di regione"); two from a town below one hundred thousand inhabitants; one from a town below fifty thousand inhabitants; and one from a very small town of only a few thousand inhabitants. Three were retired, and the remaining four had at least one university degree. A summary of the interviewee profiles is provided in the table below.

Characteristic	Subcategory	Number of interviewees
Gender	Male	5
	Female	2
Age	Gen Z/Millennial	4
	Gen X	0
	Boomer	3
Party Membership	Member	3
	Non-member	4
Region	North	2
	Red Zone	4
	South	1
Town Size	Very small town	1
	<50,000	1
	<100,000	2
	Regional capital	3

A2. Interview guide, as submitted to the Committee for Ethical Approval (Translated to English from Italian)

The interviews will be semi-structured, meaning the interviewee will be left free to talk but will also be asked a few specific questions which are supposed to guide the flow of the conversation. In line with the theory on party identification and ideology and voting behavior (Miller 1991), voting habits and voting behavior (Dinas 2012), leaders and voting behavior (Garzia et al., 2020), and the importance of issue voting (De Sio & Lachat, 2020), we plan to ask the following questions (unless the respondent spontaneously provides such information):

- Why did you vote for AVS in the last European election?
- Are you currently member of any party?
- Have you ever been member of any party? If yes, why are you not anymore?
- Is there any party you feel closer to?
- Could you attempt to rank the parties from the one you feel closest to you to the one you feel farthest from you?
- Was it the first time you voted for AVS? If not, do you remember in which occasions you had already voted for them?
- Do you tend to vote for the same party – over the years, and in different electoral contests (national, European, regional, city) – or are you more the type who "starts from scratch" in every election?
- What do you think of the leaders of the main parties in Italy?
- Do you know the leaders of AVS? Do you like them?
- Did you express any preference back in June? Why?
- What is your opinion on the candidates for AVS in the last European election?
- When you think about politics, is there any issue that concerns you in particular?

A3. Infographic used to disseminate the link on social media

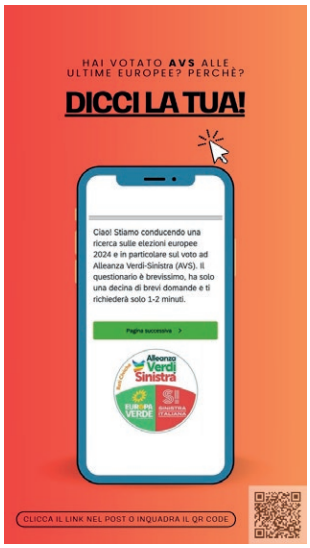
The infographic below was circulated alongside the following message:

> Hai votato Alleanza Verdi-Sinistra alle ultime Europee? Perché? Dicci la tua rispondendo a questo brevissimo questionario anonimo: https://lnkd.in/gb3tewB6
> (*Did you vote for AVS in the last European elections? Why? Share your thoughts by replying to this very short anonymous survey: https://lnkd.in/gb3tewB6*)

The visual content of the infographic included the following messages (translated from Italian):

- "DICCI LA TUA!" – *Tell us what you think!*
- *"We are conducting research on the 2024 European elections, and in particular on voting for the Greens and Left Alliance (AVS). The survey is very short – just about ten brief questions – and will take only 1–2 minutes of your time."*
- "GRAZIE" – *Thank you*
- *"Contributions like yours help advance scientific research on the opinions and expectations of voters."*

– "If you know someone who voted for AVS, feel free to share the link with them too!"
– "Did you vote for AVS in the last European elections? Why?"





A4. Questionnaire (translated to English from Italian)

Hi! We are conducting research on the 2024 European elections, particularly on voting for Greens and the Left Alliance (AVS). The questionnaire is very brief, with only about ten short questions, and will take just 1-2 minutes of your time.

In the European elections (June 2024), did you vote for the Greens and the Left Alliance (AVS)?
○ Yes
○ No

Skip To: End of Survey If In the European elections (June 2024), did you vote for the Greens and Left Alliance (AVS)? = No

Did you also express any preferences? (We won't ask what they were)
○ Yes
○ No

Can you tell why you voted for AVS? (You can write a single word, a sentence, or a short paragraph)

_____

How much did the following factors influence your decision to vote for AVS in June?

	Irrelevant	Slightly relevant	Very relevant	Crucial
The situation in Gaza	○	○	○	○
The climate crisis	○	○	○	○
Workers' rights and protections	○	○	○	○
The personalities of the two leaders (Bonelli and Fratoianni)	○	○	○	○
The candidacy of Ilaria Salis	○	○	○	○
The left-wing ideology	○	○	○	○

If not AVS, would you have voted for another party? If so, which one? You can select more than one option.
○ Democratic Party
○ Brothers of Italy
○ Action
○ League
○ Go Italy
○ Italy Alive
○ Five Star Movement
○ Peace, Earth, and Dignity
○ Another party
○ I wouldn't have voted

Many people who voted for AVS in June had voted differently in the previous national elections (25 September 2022). Do you remember who you voted for?
○ Democratic Party
○ Brothers of Italy
○ We Moderates
○ League
○ Go Italy
○ Action-Italy Alive
○ Greens and the Left Alliance
○ Five Star Movement
○ Another party
○ I did not vote
○ I don't remember
○ I voted for two different parties: one in the Chamber and one in the Senate

Display This Question:
If Many people who voted for AVS in June had voted differently in the previous national elections (25 September... = I voted for two different parties: one in the Chamber and one in the Senate

If you remember, could you indicate the names of the two different parties you voted for in September 2022?

_____

In politics, people sometimes talk about "left" and "right." On a scale from 0 to 10, where 0 means "left" and 10 means "right," where would you place yourself?

0 1 2 3 4 5 6 7 8 9 10

My position ()

Region

▼ Abruzzo (1) ... Veneto (20)

Year of birth

__/__/____

Gender

○ Female
○ Male
○ Non-binary
○ Other
○ Prefer not to answer

Would you be available for an interview (online or in-person) to explore some of the topics touched upon in the survey? If you click "yes," to ensure the anonymity of your responses, you will be redirected to a separate page where you can enter your email. A researcher from the team will contact you within a few weeks.

○ Yes
○ No