

Online Appendix

Table A: Overview of Talk Show Sample

Switzerland	Germany	France	Italy	United Kingdom	United States
Arena (SFR 1)	Günther Jauch (ARD)	Le Grand Jury (LCI)	Ballarò (Rai3)	Andrew Marr Show (BBC1)	Meet the Press (NBC)
SonnTalk (Tele Züri)	Maybrit Illner (ZDF)	Le Grand Journal (Canal+)	Servizio Pubblico (La7)	Question Time (BBC1)	This Week (ABC)

Table B: Sample of Press Outlets

	Upmarket daily newspaper		Mass-market daily newspaper		Weekly magazine
	Left-leaning	Right-leaning	Paid-for	Free	
Switzerland	Tages-Anzeiger	Neue Zürcher Zeitung	Blick	20 Minuten	Weltwoche WOZ Die Wochenzeitung
Germany	Süddeutsche Zeitung	Frankfurter Allgemeine Zeitung	Bild B.Z.	^a	Spiegel Focus
France	Monde	Figaro	^a	20 Minutes Metro	Express Point
Italy	Repubblica	Corriere della Sera	^a	Metro Leggo	Espresso ^b
UK	Guardian	Times	Sun Daily Mirror	^a	Economist Spectator
US	Washington Post	New York Times	USA Today New York Daily News	^a	Time National Review

Note: ^a Market sector plays a marginal role in the country's media landscape. ^b Not available due to technical reasons

Table C: Reliability Scores Populist Communication and Political Issues

Dimension	Variable	Percent Agreement	Brennan and Prediger's κ
Anti-Elitism	Discrediting the elite	0.88	0.75
	Blaming the elite	0.82	0.65
	Detaching the elite	0.95	0.89
	Total	0.88	0.76
People-Centrism	Stressing virtues	0.99	0.98
	Praising achievements	0.97	0.99
	Stating a monolithic people	0.83	0.65
	Demonstrating closeness	0.98	0.96
	Total	0.94	0.90
Restoring Sovereignty	Demanding popular sovereignty	1.00	0.99
	Denying elite sovereignty	0.97	0.93
	Total	0.99	0.96
Negativity	Negativism	0.96	0.94
	Crisis rhetoric	0.96	0.92
	Total	0.96	0.93
Emotionality	Emotional tone	0.97	0.94
	Absolutism	0.98	0.97
	Patriotism	0.98	0.97
	Total	0.98	0.96
Sociability	Colloquialism	0.97	0.94
	Intimization	0.99	0.98
	Total	0.98	0.96
Issues	Political Issues	0.77	0.72
	Populist Issues	0.89	0.78
	Total	0.83	0.75
Total		0.94	0.89

Table D: Descriptive Statistics for Populist Communication and Political Issues

Dimension	Variable	N	Min	Max	Mean	Standard Deviation
Anti-Elitism	Discrediting the elite	2517	.00	1.00	0.06	0.24
	Blaming the elite	2517	.00	1.00	0.07	0.26
	Detaching the elite	2517	.00	1.00	0.01	0.12
	Total	2517	.00	1.00	0.11	0.32
People-Centrism	Stressing virtues	2517	.00	1.00	0.01	0.08
	Praising achievements	2517	.00	1.00	0.01	0.09
	Stating a monolithic people	2517	.00	1.00	0.01	0.10
	Demonstrating closeness	2517	.00	1.00	0.01	0.12
	Total	2517	.00	1.00	0.04	0.18
Restoring Sovereignty	Demanding popular sovereignty	2517	.00	1.00	0.00	0.04
	Denying elite sovereignty	2517	.00	1.00	0.01	0.08
	Total	2517	.00	1.00	0.01	0.09
Populist content		2517	.00	1.00	0.15	0.36
Negativity	Negativism	2517	.00	1.00	0.16	0.36
	Crisis rhetoric	2517	.00	1.00	0.11	0.31
	Total	2517	.00	1.00	0.22	0.41
Emotionality	Emotional tone	2517	.00	1.00	0.14	0.35
	Absolutism	2517	.00	1.00	0.02	0.15
	Patriotism	2517	.00	1.00	0.02	0.14
	Total	2517	.00	1.00	0.17	0.38
Sociability	Colloquialism	2517	.00	1.00	0.06	0.25
	Intimization	2517	.00	1.00	0.01	0.07
	Total	2517	.00	1.00	0.07	0.26
Populist Style		2517	.00	1.00	0.37	0.48
Populist Communication	Co-occurrence	2517	.00	1.00	0.09	0.29
Issues	Welfare	2517	.00	1.00	0.04	0.20
	Economy	2517	.00	1.00	0.12	0.33
	Budget	2517	.00	1.00	0.06	0.24
	Freedom and rights	2517	.00	1.00	0.11	0.31
	Europe	2517	.00	1.00	0.07	0.26
	Education	2517	.00	1.00	0.03	0.18
	Immigration	2517	.00	1.00	0.19	0.39
	Army	2517	.00	1.00	0.01	0.08
	Security	2517	.00	1.00	0.03	0.17
	Ecology	2517	.00	1.00	0.01	0.12
	Institutional Reforms	2517	.00	1.00	0.05	0.22
	Infrastructure	2517	.00	1.00	0.01	0.09
	Elections	2517	.00	1.00	0.21	0.41
	Events	2517	.00	1.00	0.04	0.21
	Populist Issues		2517	.00	1.00	0.43