**Online supplementary materials for “How campaigns enhance European issues voting during European Parliament elections”**

**S1: Descriptive statistics and representativeness**

Table S1 present descriptive statistics, table S2 present a comparison between the sample and the voting age Danish population. The census data is drawn from Statistics Denmark.[[1]](#footnote-1) As can be seen from table S2 the sample is slightly older and more highly educated than the population as a whole.

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| **Table S1:** Descriptive statistics |   |   |   |   |   |
| Variable | Mean | Std. Dev. | Min | Max | n |
| Pro-government attitudes | 4.15 | 2.66 | 0.00 | 10.00 | 2310 |
| Interest in politics | 75.29 | 23.86 | 0.00 | 100.00 | 2310 |
| Interest in EU politics | 63.58 | 26.04 | 0.00 | 100.00 | 2310 |
| Informed | 90.50 | 18.78 | 0.00 | 100.00 | 2310 |
| Knowledge: Patent court | 75.54 | 36.22 | 0.00 | 100.00 | 1706 |
| Pro-integration attitudes | 4.69 | 2.43 | 0.00 | 10.00 | 2181 |
| Integrationist voters | 0.60 | 0.49 | 0.00 | 1.00 | 1642 |
| Government voters | 0.28 | 0.45 | 0.00 | 1.00 | 1573 |
| Voted for Pro-EU party at last national election | 0.54 | 0.50 | 0.00 | 1.00 | 2310 |
| Voted for government party at last national election | 0.31 | 0.46 | 0.00 | 1.00 | 2310 |
| Ideology | 4.03 | 2.79 | -1.00 | 9.00 | 2173 |
| National Economic Perceptions | 0.55 | 0.21 | 0.00 | 1.00 | 2212 |
| Male (ref: Male) | 0.48 | 0.50 | 0.00 | 1.00 | 2310 |
| Age in years | 51.58 | 14.62 | 19.00 | 93.00 | 2310 |
| Primary education | 0.11 | 0.31 | 0.00 | 1.00 | 2310 |
| Secondary school | 0.07 | 0.26 | 0.00 | 1.00 | 2310 |
| Vocational secondary school | 0.04 | 0.19 | 0.00 | 1.00 | 2310 |
| Vocational school | 0.22 | 0.41 | 0.00 | 1.00 | 2310 |
| Short tertiary education | 0.11 | 0.31 | 0.00 | 1.00 | 2310 |
| Long tertiary education | 0.31 | 0.46 | 0.00 | 1.00 | 2310 |
| Longer tertiary education | 0.15 | 0.36 | 0.00 | 1.00 | 2310 |
| 0 weeks out | 0.14 | 0.34 | 0.00 | 1.00 | 2310 |
| 2 weeks out | 0.14 | 0.35 | 0.00 | 1.00 | 2310 |
| 4 weeks out | 0.14 | 0.34 | 0.00 | 1.00 | 2310 |
| 6 weeks out | 0.16 | 0.37 | 0.00 | 1.00 | 2310 |
| 8 weeks out | 0.16 | 0.36 | 0.00 | 1.00 | 2310 |
| 10 weeks out | 0.13 | 0.33 | 0.00 | 1.00 | 2310 |
| 12 weeks out | 0.14 | 0.35 | 0.00 | 1.00 | 2310 |

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| **Table S2:** Respondents across region, gender, age group and education compared to distribution among Danish voting age population |
| **Region***:* | Percent in population | Percent in sample |  |
| Capital | 30 | 33 |  |
| Sealand | 15 | 15 |  |
| Southern Denmark | 22 | 20 |  |
| Mid-Jutland | 23 | 21 |  |
| North-Jutland | 11 | 12 |  |
| **Gender***:* |  |  |  |
| Men | 49 | 52 |  |
| Women | 51 | 48 |  |
| **Age group:** |  |  |  |
| 18-39 years old | 32 | 22 |  |
| 40-59 years old | 35 | 46 |  |
| 60+ years old | 32 | 32 |  |
| **Education:** |  |  |  |
| Compulsory schooling | 32 | 11 |  |
| Lower secondary school  | 9 | 11 |  |
| Vocational education | 33 | 22 |  |
| Short-term tertiary | 5 | 11 |  |
| Medium-term tertiary | 15 | 31 |  |
| Long-term tertiary | 7 | 15 |  |
| n=2,310 for second column. |  |  |  |

**S2: Some additional results**

Figure S1 present the average marginal effects related to ideology described in the section “Discussion of the Results” in the main article. As can be seen from figure S1, the average marginal effect of ideology is slightly negative across all waves in the model predicting votes for the governing party, for the model predicting votes for pro-EU party ideology is about zero across the different waves. What does this tell us? It tells us that voters do not become more issue oriented in general during campaings for the European parliament. Only EU issue voting seems to increase.

 On a technical note, it is important to realize that we omit the interactions between integration attitudes, government evaluation and campaign progression. As such, there is only one interaction in each of the estimated models – those between ideology and campaign progression. The reason for omitting the original interactions is principally due to estimation efficiency. If we included them, we would need to have two attitudinal variables interaction with the weeks until election variable.



Figure S1: Average marginal effect of pro-integration attitudes and pro-government attitudes with 90 pct. confidence intervals. See replication materials for estimation details.

Figure S2 presents the average marginal effects related to national economic perceptions described in the section “Discussion of the Results” in the main article. As can be seen from figure S2, the effect of economic evaluations becomes smaller as the campaign commences, and is virtually non-existent in the final week of the campaign. A test of equality of the marginal effects reveal that the changes are statistically significant (χ2( 3) = 34.17, p< 0.01). This tells us that the decrease in importance of national factors, which we hypothesized above, is not limited to any one factor. Not only beliefs about the quality of the national government, but also beliefs about the national economy, becomes less important as election day grows closer.



Figure S2: Average marginal effect of evaluation of the national economy with 90 pct. confidence intervals. See replication materials for estimation details.

1. Percent in population calculated on the basis of Statistics Denmark. Database: FOLK1D from [www.statistikbanken.dk](http://www.statistikbanken.dk). (3. quarter 2014). Accesed: 2017-1-20. [↑](#footnote-ref-1)