Online Appendix for

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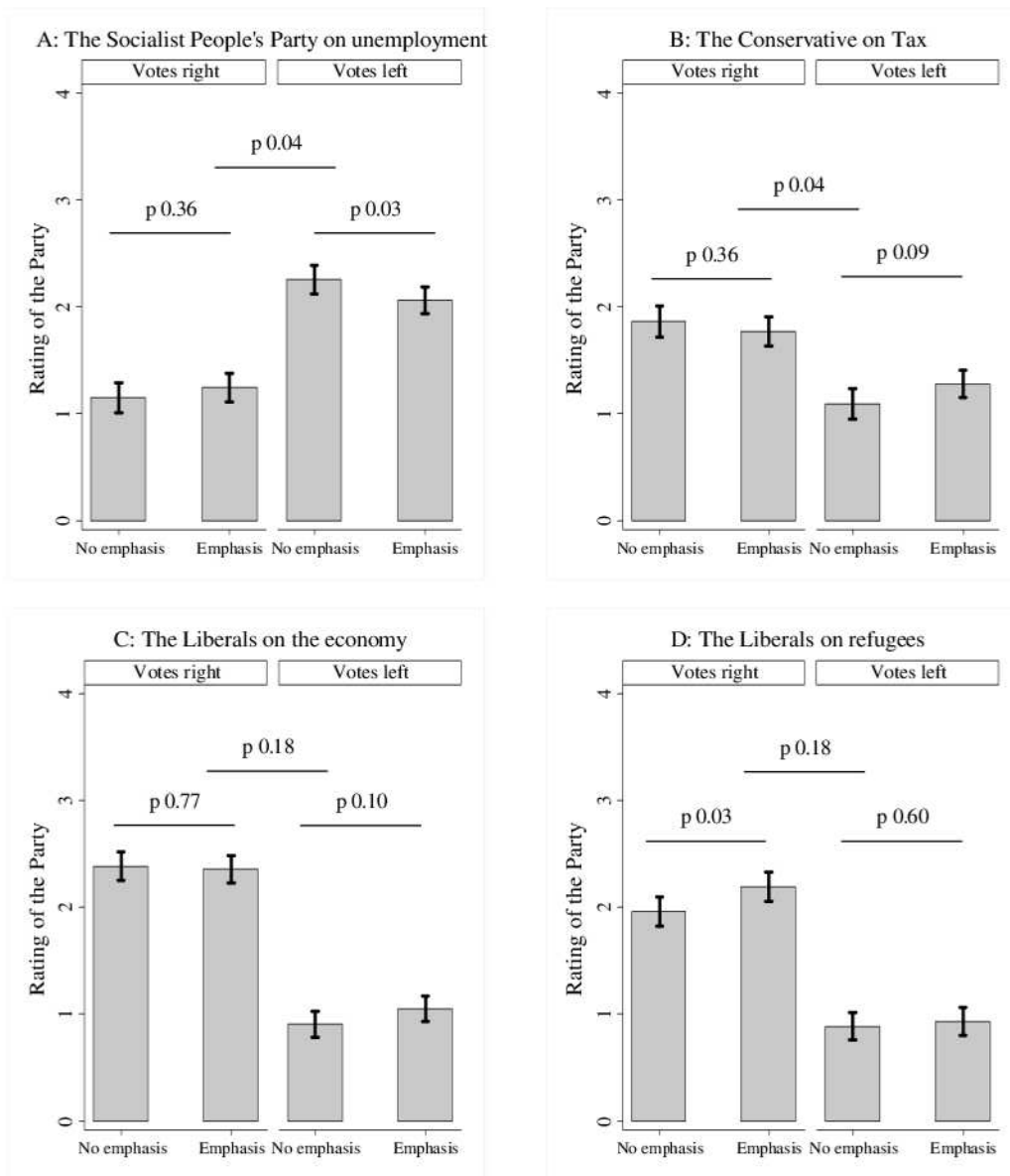
What can a party say?

How parties' communication can influence voters' issue ownership perceptions
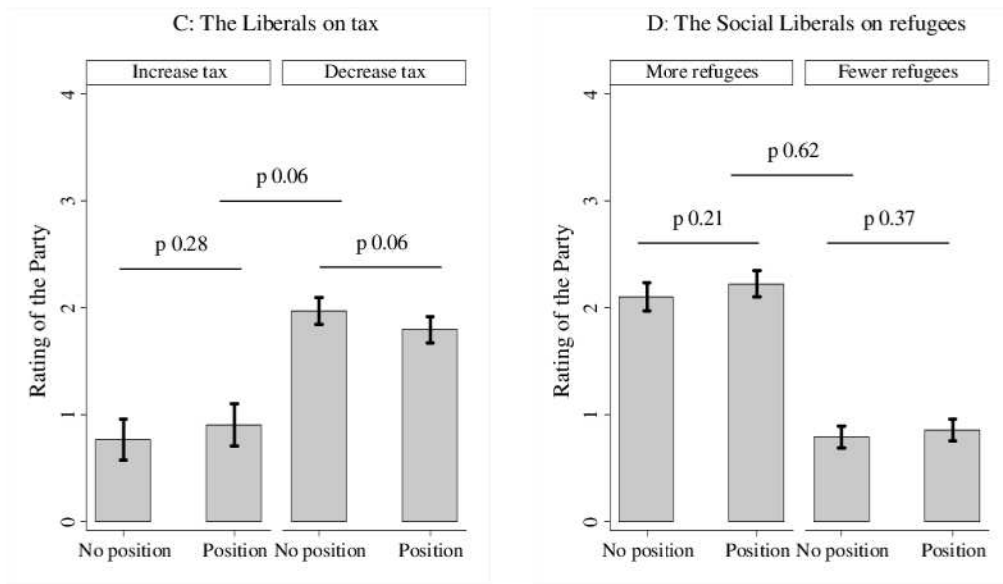
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This online appendix contains supplementary information in the form of additional

analyses and an overview of the wording and randomization of all experiments.

Figure A1. The effect of a party's issue emphasis on its ownership rating on this issue conditional on respondents' vote choice.

Note: In the triangle of p-values above the bars, the upper p-value denotes the statistical significance of the interaction term between vote choice and experimental condition (i.e. the difference-in-differences).

Figure A2. The effect of a party's issue position on its ownership rating on this issue conditional on respondents' issue position.

Note: In the triangle of p-values above the bars, the upper p-value denotes the statistical significance of the interaction term between the respondents' position on the issue and the experimental condition (i.e. the difference-in-differences).

Figure A3. The effect of a party's issue constituency link on its ownership rating on this issue conditional on respondents' vote choice.
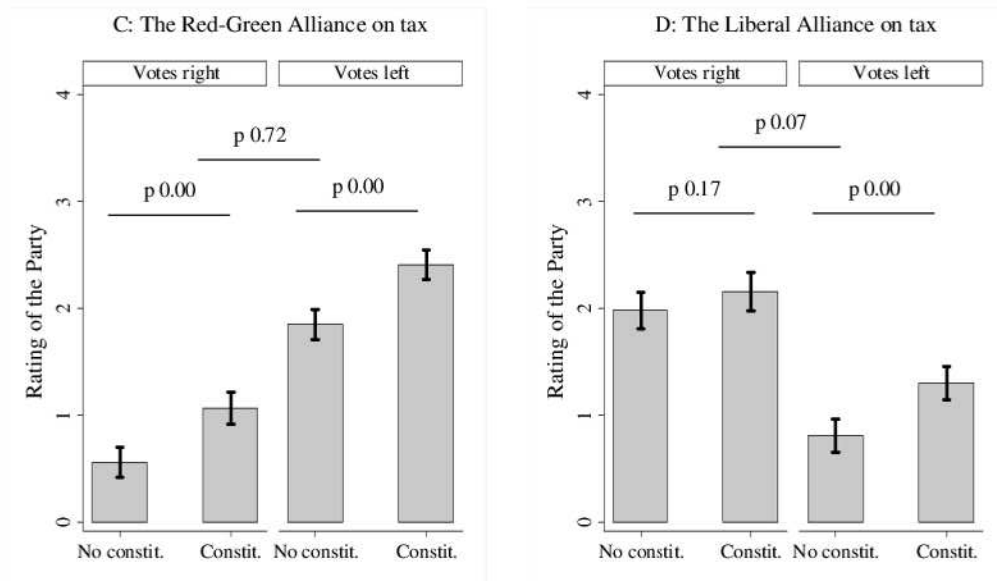

Note: In the triangle of p-values above the bars, the upper p-value denotes the statistical significance of the interaction term between vote choice and experimental condition (i.e. the difference-in-differences). "Constit." refers to constituency.

The Survey Experiments

Set 1: Information about party issue emphasis

Respondents were randomly allocated to either E1 and E3 or E2 and E4.

Experiment 1

Respondents were randomly allocated to either V1 or V2

V1. Political parties prioritize political questions differently. In the political debate, the Socialist People's Party often emphasize unemployment. The party leader, Pia Olsen Dyhr, has for instance recently said that jobs 'is one of the concerns that we pay the most attention to'. Considering that the Socialist People's Party often puts emphasis on unemployment, how god or bad do you think the party is at handling this issue? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. How god or bad do you think the Socialist People's Party is at handling unemployment? (Very good, good, neither good or bad, bad, very bad, don't know).

Experiment 2

Respondents were randomly allocated to either V1 or V2

V1. Political parties prioritize political questions differently. In the political debate, the Conservatives often emphasize taxation. The party leader, Søren Pape Poulsen, has for instance recently said that the party likes to talk 'loud and long about taxes, and as much as possible'. Considering that the Conservatives often put emphasis on taxation, how god or bad do you think the party is at handling this issue? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. How god or bad do you think the Conservatives is at handling taxation? (Very good, good, neither good or bad, bad, very bad, don't know).

Experiment 3

Respondents were randomly allocated to either V1 or V2

V1. Political parties prioritize political questions differently. In the political debate, the Liberals often emphasize the Danish economy. Its party leader, Lars Løkke Rasmussen, has for instance recently said that 'it has never been more important to have a solid economy'. Considering that the Liberals often put emphasis on the Danish economy, how god or bad do you think the party is at handling this issue? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. How god or bad do you think the Liberals are at handling the Danish economy? (Very good, good, neither good or bad, bad, very bad, don't know).

Experiment 4

Respondents were randomly allocated to either V1 or V2

V1. Political parties prioritize political questions differently. In the political debate, the Liberals often emphasize the refugee policy. The party has for instance recently said that one of its 'key priorities' is to have a reasonable refugee policy. Considering that the Liberals often put emphasis on the refugee policy, how god or bad do you think the party is at handling this issue? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. How god or bad do you think the Liberals are at handling the refugee policy? (Very good, good, neither good or bad, bad, very bad, don't know).

Set 2: Information about party constituency representation

Respondents were randomly allocated to either E5 or E6.

Experiment 5

Respondents were randomly allocated to either V1 or V2

V1. Political parties are often seen as representing different groups in society. The Red-Green Alliance is for instance by some seen as representatives of the lowest income groups when taxation is being debated. Considering that the Red-Green Alliance is seen by some to represent the lowest income groups when taxation is being debated, how good or bad do you think the party is at handling taxation? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. How god or bad do you think the Red-Green Alliance is at handling taxation? (Very good, good, neither good or bad, bad, very bad, don't know).

Experiment 6

Respondents were randomly allocated to either V1 or V2

V1. Political parties are often seen as representing different groups in society. The Liberal Alliance is for instance by some seen as representatives of the well-off when taxation is being debated. Considering that the Liberal Alliance is seen by some to represent the well-off when taxation is being debated, how good or bad do you think the party is at handling taxation? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. How god or bad do you think the Liberal Alliance is at handling taxation? (Very good, good, neither good or bad, bad, very bad, don't know).

Set 3: Information about party positions

Experiment 7

Respondents were randomly allocated to either V1 or V2

V1. Political Parties have different opinions on taxation. In recent years, the Liberals have for instance advocated for lowering the tax rate. Considering that the Liberals in recent years have advocated for lowering the tax rate, how good or bad do you think the

party is at handling taxation? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. How god or bad do you think the Liberals are at handling taxation? (Very good, good, neither good or bad, bad, very bad, don't know).

Experiment 8

Respondents were randomly allocated to either V1 or V2

V1. Political Parties have different opinions on the refugee policy. In recent years, the Social Liberals have for instance advocated for receiving more refugees. Considering that the Social Liberals in recent years have advocated for receiving more refugees, how good or bad do you think the party is at handling the refugee policy? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. How god or bad do you think the Social Liberals are at handling the refugee policy? (Very good, good, neither good or bad, bad, very bad, don't know).

Set 4: Information about party performance on the economy

Respondents were randomly allocated to either Set 4 or 5.

Experiment 9

Respondents were randomly allocated to either V1, V2 or V3. V1 and V2 each consisted of an intro text and two questions. V3 consisted of three questions.

V1. Political parties are often evaluated on how they handle an issue. While the Social Democrats were in government, the unemployment rate decreased from 225,000 persons to 182,000 persons according to figures from Statistics Denmark.

Q1. Considering that the unemployment rate decreased while the Social Democrats were in government, how good or bad do you think the Social Democrats are at

handling unemployment? (Very good, good, neither good or bad, bad, very bad, don't know).

Q2. The unemployment rate is very important for the Danish economy. Considering that the unemployment rate decreased while the Social Democrats were in government, how god or bad do you think the Social Democrats are at handling the Danish economy? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. Political parties are often evaluated on how they handle an issue. While the Social Democrats were in government, the public finances improved from a deficit of 14.5 billion DKK in the fourth quarter of 2011 to a surplus of 12.4 billion DKK in the fourth quarter of 2014 according to figures from Statistics Denmark.

Q1. Considering that the public finances improved while the Social Democrats were in government, how good or bad do you think the Social Democrats are at balancing the public budget? (Very good, good, neither good or bad, bad, very bad, don't know).

Q2. It is very important for the Danish economy whether there is a surplus or deficit in the public finances. Considering that the public finances improved while the Social Democrats were in government, how god or bad do you think the Social democrats are at handling the Danish economy? (Very good, good, neither good or bad, bad, very bad, don't know).

V3. The order of Q1, Q2 and Q3 was randomized.

Q1. How god or bad do you think the Social Democrats are at handling unemployment? (Very good, good, neither good or bad, bad, very bad, don't know).

Q2. How god or bad do you think the Social Democrats are at balancing the public budget? (Very good, good, neither good or bad, bad, very bad, don't know).

Q3. How god or bad do you think the Social Democrats are at handling the Danish economy? (Very good, good, neither good or bad, bad, very bad, don't know).

Set 5: Information about party performance on unemployment

Experiment 10

Respondents were randomly allocated to either V1, V2 or V3. V1 and V2 each consisted of an intro text and two questions. V3 consisted of three questions.

V1. Political parties are often evaluated on how they handle an issue. The Social Democratic government for instance increased by 250 million DKK the annual spending on continued education for the unemployed so that they can find a new job.

Q1. Considering that the Social Democratic government increased by 250 million DKK the annual spending on continued education for the unemployed, how good or bad do you think the Social Democrats are at ensuring that the unemployed get continued education so that they can find a new job? (Very good, good, neither good or bad, bad, very bad, don't know).

Q2. Considering that the Social Democratic government increased by 250 million DKK the annual spending on continued education for the unemployed so that they can find a new job, how good or bad do you think the Social Democrats are at handling unemployment? (Very good, good, neither good or bad, bad, very bad, don't know).

V2. Political parties are often evaluated on how they handle an issue. The Social Democratic government for instance reduced the entitlement period for unemployment benefits from four to two years to make it less attractive to receive unemployment benefits so that the unemployed will be more inclined to seek jobs.

Q1. Considering that the Social Democratic government decreased the entitlement period for unemployment benefits from four to two years, how good or bad do you think the Social Democrats are at ensuring that it is less attractive to receive

unemployment benefits so that the unemployed will be more inclined to seek jobs? (Very good, good, neither good or bad, bad, very bad, don't know).

Q2. Considering that the Social Democratic government decreased the entitlement period of unemployment benefit from four to two years so that the unemployed will be more inclined to seek jobs, how good or bad do you think the Social Democrats are at handling unemployment? (Very good, good, neither good or bad, bad, very bad, don't know).

V3. The order of Q1, Q2 and Q3 was randomized.

Q1. How god or bad do you think the Social Democrats are at ensuring that the unemployed get continued education so that they can find a new job? (Very good, good, neither good or bad, bad, very bad, don't know).

Q2. How god or bad do you think the Social Democrats are at ensuring that it is less attractive to receive unemployment benefits so that the unemployed will be more inclined to seek jobs? (Very good, good, neither good or bad, bad, very bad, don't know).

Q3. How god or bad do you think the Social Democrats are at handling unemployment? (Very good, good, neither good or bad, bad, very bad, don't know).

Tabel A1. Overview of the randomization in the survey experiments. Total N = 2,014.

Set 1: Randomization for the test of information about a party's issue emphasis

Experiment 1 and 3 (N = 1,009)		Experiment 2 and 4 (N = 1,005)	
Experiment 1: Socialist People's Party on unemployment		Experiment 2: Conservatives on taxation	
Treatment (N = 515)	Control (N = 494)	Treatment (N = 518)	Control (N = 487)
Experiment 3: Liberals on the economy		Experiment 4: Liberals on refugees	
Treatment (N = 508)	Control (N = 501)	Treatment (N = 492)	Control (N = 513)

Set 2: Randomization for the test of information about a party's link to an issue constituency

Experiment 5: Red-Green Alliance on taxation (N = 1,026)		Experiment 6: Liberal Alliance on taxation (N = 988)	
Treatment (N = 490)	Control (N = 536)	Treatment (N = 471)	Control (N = 517)

Set 3: Randomization for the test of information about a party's position on an issue

Experiment 7: Liberals on taxation	
Treatment (N = 1,039)	Control (N = 975)
Experiment 8: Social Liberals on refugees	
Treatment (N = 1,001)	Control (N = 1,013)

Set 4 + Set 5: Randomization for the test of information about a party's performance on an issue

Set 4: Experiment 9		
Treatment 1: Social Democrats on unemployment and the economy due to unemployment (N = 337)	Treatment 2: Social Democrats on the budget balance and the economy due to the budget balance (N = 309)	Control: Social Democrats on unemployment, the budget balance and the economy (N = 359, order of items randomized)

Set 5: Experiment 10		
Treatment 1: Social Democrats on continued education and unemployment due to continued education (N = 327)	Treatment 2: Social Democrats on benefit attractiveness and unemployment due to benefit attractiveness (N = 332)	Control: Social Democrats on continued education, benefit attractiveness and unemployment (N = 350, order of items randomized)