

Online appendix A - Results pre-test

Tourism

'Zeker zijn dat Utrecht geen pretpark wordt'

(Be certain - that Utrecht will not become a theme park)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Tourism (1)	6.08	.76
Environment (2)	2.76	1.76
Housing market (3)	3.44	1.78

Crime:

'Zeker zijn van een veilige buurt'

(Be certain - of a safe neighborhood)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Integration (1)	3.96	1.88
Crime (2)	6.52	.87
Tourism (3)	2.92	1.78

Integration

'Zeker zijn van goede opvang voor vluchtelingen'

(Be certain - of good shelter for refugees)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Integration (1)	6.20	.71
Crime (2)	3.48	1.85
Housing market (3)	4.32	1.75

Job market

'Zeker zijn van goed werk voor iedereen'
(Be certain - of good work for everybody)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Integration (1)	4.68	1.78
Job market (2)	6.68	.63
Education (3)	4.76	1.99

Health care

'Zeker zijn van goede zorg in de buurt'
(Be certain - of good health care in your neighborhood)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Crime (1)	2.04	1.21
Health care (2)	6.88	2.44
Integration (3)	2.44	1.78

Education

'Zeker zijn van eerlijke kansen voor ieder kind'
(Be certain - of fair chances for every child)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Education (1)	6.68	.56
Health care (2)	4.44	2.12
Integration (3)	5.28	1.67

Housing market

'Zeker zijn van betaalbare huizen in alle wijken'
(Be certain - of affordable houses in all neighborhoods)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Fiscal policy (1)	4.64	1.50
Housing market (2)	6.64	.57
Job market (3)	3.40	1.89

Tourism

'Utrecht is groter en mooier dan de binnenstad alleen'
(Utrecht is more and better than just its city center)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Integration (1)	2.36	1.41
Housing market (2)	4.84	1.97
Tourism (3)	5.52	1.64

Crime

'Utrecht wordt niet vanzelf veiliger'
Utrecht does not become safer by itself

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Education (1)	3.08	1.87
Crime (2)	6.80	.41
Integration (3)	3.88	1.86

Integration

'Nieuwkomers leren de Nederlandse taal'
(Newcomers learn the Dutch language)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Education (1)	5.72	1.90
Integration (2)	6.40	1.26
Tourism (3)	1.92	1.41

Job market

'Werk moet lonen'
(Work should pay off)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Job market (1)	6.00	1.47
Fiscal policy (2)	5.84	1.38
Integration (3)	3.32	2.08

Health care

'Minder formulieren, meer zorg'

(Less forms, more health care)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Health care (1)	6.72	.46
Education (2)	3.36	2.31
Housing market (3)	2.08	1.44

Education

'Wij willen scholen waar alle kinderen kunnen excelleren'

(We want schools where all children can excel)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Education (1)	6.76	.44
Integration (2)	5.08	1.63
Crime (3)	2.56	1.50

Housing market

'Goede mix van koop- en huurwoningen'

(A good mix of owner and tenant occupied homes)

Can you indicate the extent to which you think the message refers to the following themes?

	M	SD
Integration (1)	3.28	2.01
Housing market (2)	6.83	.38
Entrepreneurship (3)	3.84	2.04

Online Appendix B - Stimuli and their translations



Crime: Be certain - of a safe neighborhood - Vote March 21



Integration: Be certain - of good shelter for refugees - vote March 21



Job market: Be certain - of good work for everybody - vote March 21



Health care - Be certain - of good health care in your neighborhood - vote March 21

**Zeker
zijn**
–
**van
eerlijke
kansen
voor ieder
kind.**

Stem 21 maart



Education - Be certain - of fair chances for every child - vote March 21

**Zeker
zijn**
–
**van
betaalbare
huizen in
alle wijken.**

Stem 21 maart



Housing market - Be certain - of affordable houses in all neighborhoods - vote March 21

Appendix C – Questionnaire T1

Original survey was in Dutch.

1.1 Do you have a newspaper subscription?

a. Yes

b. No (Continue to 1.3)

1.2 To what newspaper are you subscribed?

1.3 Did you read a paper newspaper in the past month?

1.4 Did you read an online newspaper article in the past month?

Name of newspaper: _____

1.5 Do you use Facebook?

a. Yes

b. No

2.1 Could you indicate for the following issues, which are part of the tasks of the municipality, how important those issues are for you personally? The score of 1 stands for not at all important, and the score of 10 stands for very important. You can also answer 'I don't know'.

a. Tourism in our city

1 2 3 4 5 6 7 8 9 10 99

b. Crime in our city

1 2 3 4 5 6 7 8 9 10 99

c. Integration in our city

1 2 3 4 5 6 7 8 9 10 99

e. Job market in our city

1 2 3 4 5 6 7 8 9 10 99

f. Quality of health care in our city

1 2 3 4 5 6 7 8 9 10 99

g. Quality of education in our city

1 2 3 4 5 6 7 8 9 10 99

h. Housing market in our city

1 2 3 4 5 6 7 8 9 10 99

Appendix D - Questionnaire T2

Original survey was in Dutch.

1.1 Could you indicate for the following issues, which are part of the tasks of the municipality, how important those issues are for you personally? The score of 1 stands for not at all important, and the score of 10 stands for very important. You can also answer 'I don't know'.

a. Tourism in our city

1 2 3 4 5 6 7 8 9 10 99

b. Crime in our city

1 2 3 4 5 6 7 8 9 10 99

c. Integration in our city

1 2 3 4 5 6 7 8 9 10 99

e. Job market in our city

1 2 3 4 5 6 7 8 9 10 99

f. Quality of health care in our city

1 2 3 4 5 6 7 8 9 10 99

g. Quality of education in our city

1 2 3 4 5 6 7 8 9 10 99

h. Housing market in our city

1 2 3 4 5 6 7 8 9 10 99

i. Availability of stores in our city

1 2 3 4 5 6 7 8 9 10 99

2.1 When we talk to people about the municipality elections, we often notice that people were not able to vote because they had no time, were sick, or because of other reasons. What statement best describes your situation?

1) I did not vote for the municipality elections. [continue to 2.2]

2) I thought about voting, but did not do so this time. [continue to 2.2]

3) I usually vote, but, this time, I did not. [continue to 2.2]

4) I voted for the municipality elections

2.2 Could you indicate the likelihood that you would have cast your vote for the following parties for the recent municipality elections? (1 = most unlikely, 10 = most likely)

a. PvdA

1 2 3 4 5 6 7 8 9 10

b. CDA

1 2 3 4 5 6 7 8 9 10

c. VVD

1 2 3 4 5 6 7 8 9 10

3.1 To what extent did the campaigns of the following political parties align with the topics that you yourself find important? (1 = not at all, 10 = to a very large extent, 99 = I don't know)

a. CDA

1 2 3 4 5 6 7 8 9 10 99

b. D66

1 2 3 4 5 6 7 8 9 10 99

c. GroenLinks

1 2 3 4 5 6 7 8 9 10 99

d. Partij van de Arbeid (PvdA)

1 2 3 4 5 6 7 8 9 10 99

e. Socialistische Partij (SP)

1 2 3 4 5 6 7 8 9 10 99

f. VVD

1 2 3 4 5 6 7 8 9 10 99

4.1 Have you seen this message in the run up to the municipality elections?

a. Yes

b. No [ga door naar vraag 4.3]

c. Don't know [ga door naar vraag 4.3]



5.2 How did you receive this message?

a. via postal mail

b. via Facebook

- c. via postal mail as well as via Facebook
- d. don't know

5.3 Could you, apart from your opinion about the party behind the message, indicate to what extent this message appeals to you personally (1 = 'not at all', 7 = 'to a very large extent')

1 2 3 4 5 6 7

Appendix E – Likelihood to vote for CDA and VVD

OLS regression detailing effect PvdA stimulus on likelihood to vote for CDA

Vote likelihood CDA (T2)	<i>B</i>	<i>SE</i>	<i>t</i>	<i>p</i>	<i>95% CI</i>
Vote likelihood CDA T1	.47	.12	4.03	<.001	.24 – .71
Condition*	-.44	.40	-1.09	.28	-1.23 – .36
Constant	1.70	.37	4.54	<.001	.96 – 2.44

N = 84. *Control = 0, experimental = 1; $R^2 = .17$

OLS regression detailing effect PvdA stimulus on likelihood to vote for VVD

Vote likelihood VVD (T2)	<i>B</i>	<i>SE</i>	<i>t</i>	<i>p</i>	<i>95% CI</i>
Vote likelihood VVD T1	.56	.14	4.10	<.001	.29 – .84
Condition*	-.50	.42	-1.20	.23	-1.33 – .33
Constant	1.82	.40	4.60	<.001	1.03 – 2.61

N = 84. *Control = 0, experimental = 1; $R^2 = .18$