

Appendix A. Party-specific treatments

Table A1. Sample and population of politicians

Party	Participants	Population
Centre Party	9.98%	8%
Liberals	9.98%	7%
Moderates	20.98%	22%
Social Democrats	30.05%	31%
The Left	10.64%	6%
Green Party	8.65%	8%
Sweden Democrats	2.12%	10%

Note: The population percentages reflect politicians at the municipal level. Almost 90 percent of the politicians in Sweden are active at the municipal level (Karlsson and Gilljam 2014). Some of these combine their local engagement with a seat in the national parliament. Note that columns do not add up to 100% because some small parties and independent politicians are left out of this comparison but do count towards the total.

Table A2. Current poll and reference points used in experiment per party

Party	Frame	Current poll	Reference point	
			Poll	Month/Yr
Centre Party	Losses	6.1%	7.4%	10/2015
	Gains	6.1%	4.6%	5/2014
Liberals	Losses	5.4%	6.3%	5/2014
	Gains	5.4%	4.8%	2/2015
Moderates	Losses	24.7%	28.3%	5/2013
	Gains	24.7%	20.9%	4/2014
Social Democrats	Losses	29.5%	34.3%	2/2014
	Gains	29.5%	24.8%	2/2015

The Left	Losses	6.8%	8.0%	5/2014
	Gains	6.8%	5.6%	12/2014
Green Party	Losses	4.7%	6.3%	11/2015
	Gains	4.7%	3.5%	5/2016
Sweden Democrats	Losses	17.3%	20%	12/2015
	Gains	17.3%	14.4%	3/2015

Centre Party

Losses frame: The latest party preference survey from Statistics Sweden gave the Center Party 6.1 percent. This is a decrease compared with the 7.4 percent that the party received in October 2015 with Swedish voter opinion (which is a combination of several opinion institutes).

Gains frame: The latest party preference survey from Statistics Sweden gave the Center Party 6.1 percent, an increase compared to the 4.6 received in May 2014 with the Swedish voter opinion (which is a combination of several opinion institutes).

Liberals

Losses frame: The latest party preference survey from Statistics Sweden gave the Liberals 5.4 percent. This is a decrease compared with the 6.3 percent that the party received in May 2014 with the Swedish voter opinion (which is a combination of several opinion institutes).

Gains frame: The latest party preference survey from Statistics Sweden gave the Liberals 5.4 percent. This is an increase compared with the 4.8 percent that the party received in February 2015 Swedish voter opinion (which is a combination of several opinion institutes).

Moderates

Losses frame: The latest party preference survey from Statistics Sweden gave the Conservatives 24.7 percent. This is a decrease compared with the 28.3 percent that the party received in May 2013 Swedish voter opinion (which is a combination of several opinion institutes).

Gains frame: The latest party preference survey from Statistics Sweden gave the Conservatives 24.7 percent. This is an increase compared to the 20.9 percent that the party received in May

2014 with the Swedish voter opinion (which is a combination of several opinion institutes).

The Social Democrats

Losses frame: The latest party preference survey from Statistics Sweden gave the Social Democrats 29.5 percent. This is a decrease compared with the 34.3 percent that the party received in February 2014 Swedish voter opinion (which is a combination of several opinion institutes).

Gains frame: The latest party preference survey from Statistics Sweden gave the Social Democrats 29.5 percent. This is an increase compared to the 24.8 percent that the party received in February 2015 Swedish voter opinion (which is a combination of several opinion institutes).

The Left

Losses frame: The latest party preference survey from Statistics Sweden gave the Left Party 6.8 percent. This is a decrease compared with the 8.0 percent that the party received in May 2014 with the Swedish voter opinion (which is a combination of several opinion institutes).

Gains frame: The latest party preference survey from Statistics Sweden gave the Left Party 6.8 percent. This is an increase compared with the 5.6 percent that the party received in December 2014 Swedish voter opinion (which is a combination of several opinion institutes).

Green Party

Losses frame: The latest party preference survey from Statistics Sweden gave the Green Party 4.7 percent. This is a decrease compared with the 6.3 percent that the party received in November 2015 in the Swedish voter opinion (which is a combination of several opinion institutes).

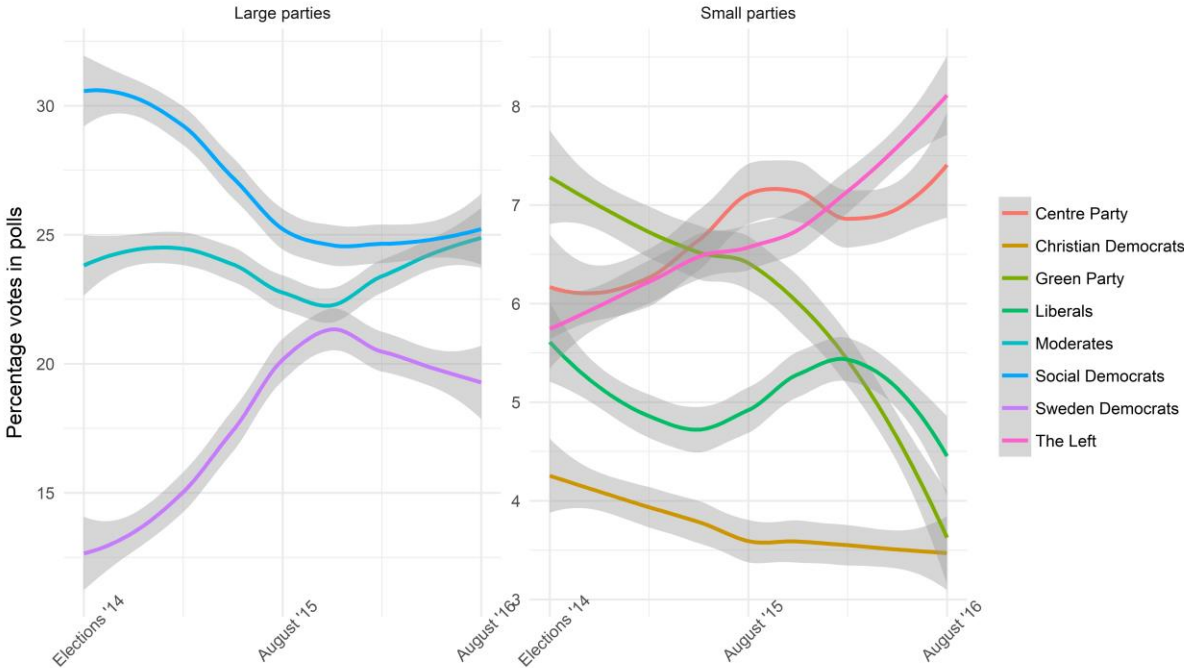
Gains frame: The latest party preference survey from Statistics Sweden gave the Green Party 4.7 percent. This is an increase compared with the 3.5 percent that the party had earlier in May.

Sweden Democrats

Losses frame: The latest party preference survey from Statistics Sweden gave Sweden Democrats 17.3 percent. This is a decrease compared with the 20 percent that the party received in December 2015 in Swedish voter opinion (which is a combination of several opinion institutes).

Gains frame: The latest party preference survey from Statistics Sweden gave Sweden Democrats 17.3 percent. This is an increase compared to the 14.4 percent that the party received in March 2015 with Swedish voter opinion (which is a combination of several opinion institutes). The last questions asks about the participants expectation of the performance of their party in the next election. Appendix B contains the full wording of question and possible answers.

Figure A1. Trends in opinion polls in Sweden



Note: Estimates are averages of polled vote share per party from several polling companies (Novus, Sentio, Yougov, Ipsos and Sifo).

Appendix B. Questionnaire.

Questions:

1. How satisfied are you with the support your party has in public opinion right now?

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied.

2. Given public opinion trends, do you feel that the party should change its policy, or do you feel that you should not change its policy?

1. Change its policies in several areas,
2. Change its policies in a few areas,
3. Not change its policies at all

3. If you think of economic policy in terms of a left-right scale, do you feel that your party should go to the left or to the right in their policy development?

1. Much more to the left,
2. Slightly more to the left,
3. No change is needed
4. Slightly more to the right,
5. Much more to the right,

4. If you think of welfare policies in terms of a left-right scale, do you feel that your party should go to the left or to the right in their policy development?

1. Much more to the left,
2. Slightly more to the left,
3. No change is needed
4. Slightly more to the right,
5. Much more to the right,

5. To what extent do you think your party should change its policy for how they communicate with voters?

1. Not at all
2. To a rather limited extent
3. To some extent

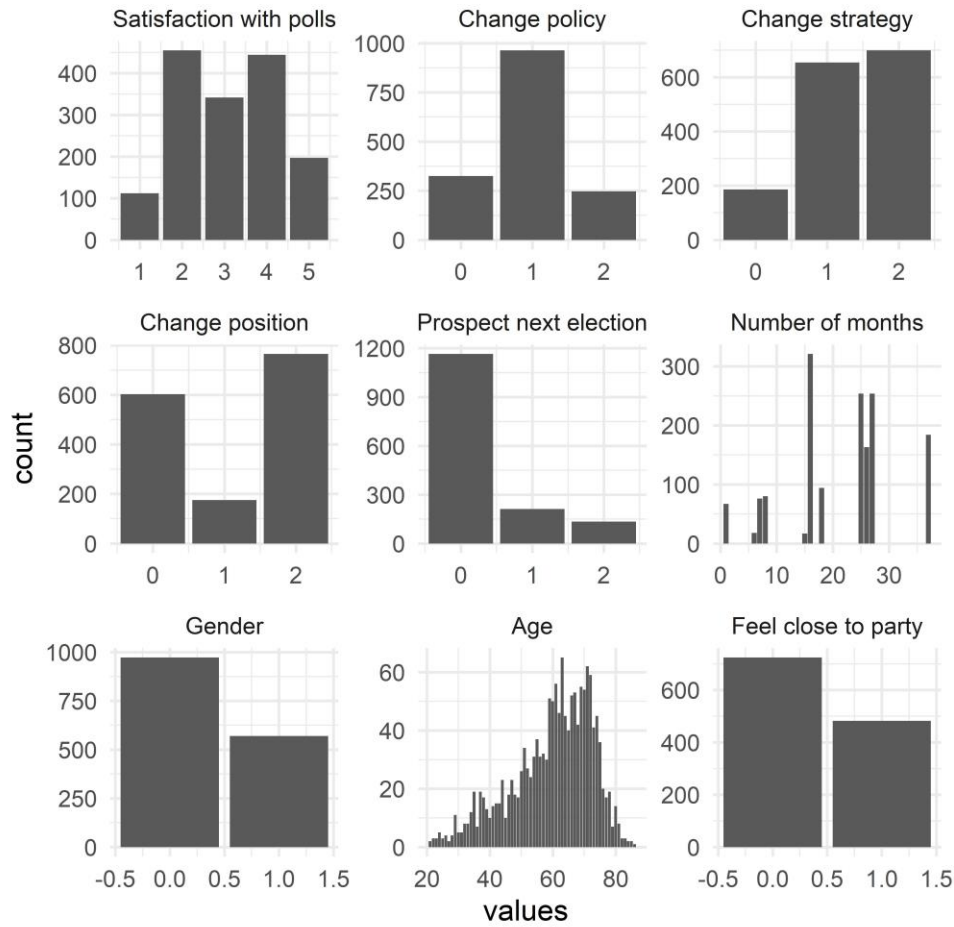
4. To a fairly large extent
5. To a large extent

6. If you think of SCB's latest poll and how it will go in the next general election. Do you think your party will do better or worse in the national election 2018?

1. Much better
2. Somewhat better,
3. About the same
4. Somewhat worse
5. Much worse.

Appendix C. Summary stats and full regression models

Figure C1. Summary stats of variables



Note: distributions of core study variables.

Table C1. Regression coefficients predicting satisfaction with polls

Dependent variable:

Satisfaction with polls

Months between poll and reference point	-0.019*** (0.003)
Losing in recent polls	0.948*** (0.055)
Gains Treatment	-0.610*** (0.055)
Constant	3.307*** (0.099)
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Observations	1,520
R ²	0.272
Adjusted R ²	0.271
Residual Std. Error	0.998 (df = 1516)
F Statistic	189.214*** (df = 3; 1516)

Note: OLS regression with satisfaction polls as dependent variable. Entries are unstandardized regression coefficient with standard errors between brackets. *** $p < .001$

Table C2. Regression coefficients predicting responses to polls

	<i>Dependent variable:</i>	
	Change policy (1)	Change strategy (2)
Losing in recent polls	0.415*** (0.122)	0.897*** (0.116)
Gains Treatment	-0.218* (0.120)	-0.191* (0.114)
Gender	-0.200 (0.127)	0.265** (0.121)
Age	0.002 (0.005)	-0.008 (0.005)
Closeness to party	1.283*** (0.135)	0.651*** (0.119)
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Observations	1,164	1,168
Log Likelihood	-998.229	-1,103.364

Note: ordinal logit regression with change policy (column 1) and change strategy (column 2) as dependent variables. Entries are unstandardized regression coefficient with standard errors between brackets. * $p < .1$, ** $p < .05$, *** $p < .01$

Table C3. Regression coefficients predicting responses to polls

	<i>Dependent variable:</i>			
	Shift position		Prospects next election	
	Stick (1)	Radicalize (2)	Same (3)	Worse (4)
Losing in recent polls	0.512** (0.208)	0.436*** (0.128)	-1.583*** (0.145)	-2.431*** (0.201)
Gains Treatment	0.062 (0.204)	-0.077 (0.127)	-0.118 (0.140)	-0.330* (0.182)
Gender	-0.473** (0.228)	-0.238* (0.134)	0.106 (0.147)	-0.396* (0.206)
Age	0.012 (0.009)	-0.010* (0.005)	-0.008 (0.006)	-0.015** (0.008)
Closeness to party	1.156*** (0.210)	0.401*** (0.133)	-0.322** (0.147)	0.385** (0.184)
Constant	-2.679*** (0.627)	0.653* (0.355)	1.264*** (0.404)	1.250** (0.495)
Akaike Inf. Crit.	2,197.313	2,197.313	2,128.679	2,128.679

Note: multinomial logit regressions with change policy (columns 1 and 2) and prospects next elections (columns 3 and 4) as dependent variables. Entries are unstandardized regression coefficient with standard errors between brackets. * $p < .1$, ** $p < .05$, *** $p < .01$