Online appendix

Article: "This Time I'm (not) Voting". A comprehensive overview of campaign factors influencing turnout at European Parliament Elections

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Content

Table A1. Operationalization of survey variables

Variable	Operationalization
Dependent variable	
Electoral participation EP elections	*In talking to people about the European Parliament elections we often find that a lot of people were not able to vote due to lack of time, illness or other reasons. Which of the following statements best describes you?* **[post-election wave]** 1) *I did not vote in the European Parliament elections in May this year.* 2) *I thought about voting this time - but didn't.* 3) *I usually vote, but didn't this time.* 4) *I am sure, I did vote in the European Parliament elections in May this year.*
Independent variables	
Question wording	*How often did you do any of the following during the past weeks?* **[post-election wave]** Answer items were all of the following, partly combined 15 items. 7-point answer scale ranging from 1 Never to 7 Daily.
Passive	
Analogue (TV, radio, newspaper, etc.)	Combined measure of three items: *See something about the European Parliamentary elections on TV.* *Read something about the European Parliamentary elections in a newspaper.* *Hear something about the European Parliamentary elections on the radio.* Cronbach's Alpha: 0.78
Social media	*See something about the European Parliamentary elections on social media, such as Facebook or Twitter.* (single item)
Party ads (social media)	*See political parties' advertising for the European Parliamentary elections on social media.* (single item)
Poster	*See parties' political poster advertisements for the European Parliamentary elections.* (single item)
Active	
Event attendance	*Attend a meeting or campaign event about the European Parliamentary elections.* (single item)
Info search online	Combined measure of two items: *Search for information on the European Parliamentary elections on a website.* *Visit a political party's European section on their website.* Cronbach's Alpha: 0.79

Reading party material	*Read material from political parties about the European Parliamentary elections.* (single item)
Communi-cation online	Combined measure of two items: *Post something on the internet or on social media about the European Parliamentary elections.* *Mention something on social media regarding which party you will vote for in the European Parliamentary elections.* Cronbach's Alpha: 0.87
Try to convince others (what) to vote	Combined measure of two items: *Try to persuade someone else why they should vote in the European Parliamentary elections.* *Try to persuade someone else of your political opinion regarding the European Parliamentary elections.* Cronbach's Alpha: 0.87
Interpersonal EU communi-cation (3 separate items)	*How often do you discuss EU politics with ...* 1) *your family and/or close friends?* 2) *colleagues, acquaintances and/or neighbours?* 3) *people online (e.g., on social media)?* 7-point answer scale ranging from 1 never to 7 very often.

Control variables

Vote intention	*As you may know, elections for the European Parliament will be held in May 2019. Many people will not vote in these elections, while others will. If you think of the upcoming European Parliamentary elections in May 2019, will you vote?* **[pre-election wave]** 7-point answer scale ranging from 1 I certainly will not vote to 7 I certainly will vote.
Political participation	Additive measure of eight items (yes/no answers; scale recoded into 0 to 1 measure): **[post-election wave]** 1) *Take part in demonstrations, strike actions or other protest events.* 2) *Volunteer in an organization or community in your neighborhood (e.g. a civic organization or urban garden).* 3) *Maintain common facilities in your neighborhood (e.g. kindergartens, waterworks, parks, roads).* 4) *In a status update on Facebook or similar social media express your opinion on a political or societal matter.* 5) *On Facebook or similar social media share other users' updates concerning a political or societal matter.* 6) *Contact a politician to express your opinion (in person, via email or social media).* 7) *Sign an online petition.* 8) *Buy or boycott products for political, ethical or environmental reasons.* Cronbach's Alpha: 0.71

EU political interest	*How interested would you say you are in EU politics?* ***[pre-election wave]*** 7-point answer scale ranging from 1 not at all interested to 7 very interested.
Political efficacy (external)	Combined measure of three agreement scale items (all reversed): ***[pre-election wave]*** *I don't think public officials care much what people like me think.* *Generally speaking, those we elect to public office lose touch with the people pretty quickly.* *Parties are only interested in people's votes but not in their opinions.* 7-point answer scale with 1 Fully disagree … 4 Neither agree nor disagree … 7 Fully agree. Cronbach's Alpha: 0.85
Economic evaluation	*What do you think about the economy? How do you evaluate the general economic situation as compared to 12 months ago in [COUNTRY]?* ***[pre-election wave]*** 7-point answer scale with 1 is a lot worse … 4 has stayed the same … 7 is a lot better.
Satisfaction with government	*Now thinking about the [NATIONALITY] government, how satisfied are you with the way it is doing its job?* ***[pre-election wave]*** 7-point answer scale ranging from 1 Extremely dissatisfied to 7 Extremely satisfied.
Trust EP	Agreement scale for following item*:* ***[pre-election wave]*** *I trust the European Parliament.* 7-point answer scale with 1 Fully disagree … 4 Neither agree nor disagree … 7 Fully agree.
Civic duty to vote	Combined measure of four agreement scale items: ***[pre-election wave]*** *It's every citizen's duty to vote in an election.* *I would be seriously neglecting my duty as a citizen if I didn't vote.* *I feel a sense of satisfaction when I vote.* *I would feel very guilty if I didn't vote in an election.* 7-point answer scale with 1 Fully disagree … 4 Neither agree nor disagree … 7 Fully agree. Cronbach's Alpha: 0.89
Left-right	*In political matters people talk of "the left" and "the right". What is your position? Please indicate your views using any number on a scale from 0 to 10, where 0 means "left" and 10 means "right".* ***[pre-election wave for DE, DK, ES, HU & NL; post-election wave for CZ, FR, GR, PL & SE]*** [0 Left … 10 Right]

Education	Country-specific educational attainment recoded into ES-ISCED code containing seven categories (recoding followed approach in European Social Survey). ***[pre-election wave]***
Age	Birth year recoded into age; included as simple and squared term. ***[pre-election wave]***
Woman	Binary variable indicating female respondents (1). ***[pre-election wave]***

Table A2. Correlation coefficients between main campaign predictor variables (linear).

	Analogue media	Social Media	Party ads (SM)	Political Poster	Event attendance	Active info search	Party material	Active comm. online	Convince others	Family comm.	Colleague comm.	Online comm.
Analogue media	1											
Social Media	0.4545	1										
Party ads (SM)	0.4803	0.641	1									
Political poster	0.5226	0.3828	0.5223	1								
Event attendance	0.3243	0.3585	0.382	0.1941	1							
Active info search	0.4573	0.4994	0.5238	0.3661	0.5917	1						
Party material	0.4933	0.4302	0.5231	0.4122	0.4766	0.7114	1					
Active comm. online	0.3063	0.4189	0.4197	0.222	0.684	0.5783	0.48	1				
Convince others	0.4021	0.3701	0.4236	0.3276	0.5268	0.567	0.5232	0.6213	1			
Family comm.	0.4649	0.3269	0.3541	0.3723	0.2364	0.4063	0.4176	0.2775	0.4365	1		
Colleague comm.	0.4429	0.3423	0.3782	0.3417	0.3394	0.4308	0.4223	0.3677	0.4668	0.6858	1	
Online comm.	0.2856	0.4407	0.3998	0.2165	0.495	0.4799	0.4249	0.6364	0.5012	0.4208	0.5208	1

Table A3. Variance inflation factors (VIF) and tolerance (1/VIF) for predictor variables.

Variable	VIF	1/VIF
Passive exposure		
Analogue media		
sometimes	3.24	0.308847
(very) often	4.03	0.247851
Social media		
sometimes	2.10	0.475316
(very) often	2.62	0.381241
Party ads on social media		
sometimes	2.32	0.430211
(very) often	2.75	0.364253
Political poster		
sometimes	3.04	0.329357
(very) often	3.39	0.294654
Active engagement		
Event attendance		
sometimes	1.72	0.580624
(very) often	1.77	0.564274
Information search online		
sometimes	2.00	0.499474
(very) often	2.55	0.391677
Reading party material		
sometimes	2.10	0.476449
(very) often	2.54	0.393994
Communication online		
sometimes	1.73	0.576778
(very) often	2.17	0.461177
Try to convince others		
sometimes	1.59	0.628835
(very) often	2.00	0.500529
Interpersonal EU communication		
Family		
sometimes	3.00	0.333528
(very) often	3.71	0.269494
Colleagues		
sometimes	2.17	0.461778
(very) often	2.52	0.396445
People online		
sometimes	1.54	0.647779
(very) often	1.81	0.553824
Political participation	1.45	0.691126
EU political interest	1.77	0.565168
Political efficacy (external)	1.20	0.835075
Economic evaluation	1.44	0.694659
Satisfaction w. government	1.51	0.661135
Trust EP	1.26	0.79367
Civic duty to vote	1.26	0.793142
Left-right	1.04	0.95993
Age	1.24	0.808739
Woman	1.07	0.936491
Education (ESISCED)	1.10	0.90747
Mean VIF	2.08	

Table A4. Robustness check: Results of the logistic multilevel regression model with linear campaign predictors.

	Dependent variable:
	turnout
Passive exposure	
Analogue media (TV, newspaper, etc.)	-0.073** (0.024)
Social media	-0.003 (0.019)
Party ads on social media	-0.032 (0.021)
Political poster	0.061*** (0.017)
Active engagement	
Event attendance	-0.162*** (0.029)
Information search online	0.178*** (0.030)
Reading party material	0.039 (0.024)
Communication online	-0.138*** (0.033)
Try to convince others (what) to vote	0.241*** (0.028)
Interpersonal EU communication	
Family	0.069** (0.023)
Colleagues	-0.069** (0.026)
People online	-0.161*** (0.026)
Vote intention (t-1)	0.389*** (0.015)
Political participation	0.466*** (0.138)
EU political interest	0.165*** (0.021)
Political efficacy (ext)	0.044* (0.020)
Economic evaluation	-0.047* (0.024)
Satisfaction w government	-0.010 (0.019)
Trust EP	-0.024 (0.019)
Civic duty to vote	0.207*** (0.020)
Left-right	-0.048 (0.039)
Left-right2	0.005 (0.004)
Age	0.024* (0.010)
Age^2	-0.0001 (0.0001)
Woman	-0.230*** (0.052)
Education (ESISCED)	0.103*** (0.015)
Constant	-3.012*** (0.318)
Observations	12,388
Log Likelihood	-5,007.361
Akaike Inf. Crit.	10,070.720
Bayesian Inf. Crit.	10,278.610

Note. *p<0.05 **p<0.01 ***p<0.001

Table A5. Robustness check: Results of the logistic multilevel regression model with alternative subsets of respondents.

	Dependent variable: electoral participation		
	(1) "Likely" abstainers	(2) Uncertain respondents	(3) "Likely" voters
Passive exposure			
Analogue media (TV, radio, newspaper, etc.) (ref. (almost) never)			
sometimes	-0.198 (0.217)	-0.314* (0.139)	-0.344* (0.136)
(very) often	-0.310 (0.295)	-0.426* (0.180)	-0.399* (0.161)
Social media (ref. (almost) never)			
sometimes	-0.079 (0.202)	-0.058 (0.131)	-0.070 (0.109)
(very) often	-0.136 (0.256)	-0.258 (0.165)	0.090 (0.132)
Party ads on social media (ref. (almost) never)			
sometimes	-0.336 (0.215)	0.103 (0.137)	-0.136 (0.114)
(very) often	-0.621* (0.290)	0.110 (0.175)	-0.275* (0.139)
Political poster (ref. (almost) never)			
sometimes	0.546* (0.219)	0.174 (0.143)	-0.074 (0.128)
(very) often	0.604* (0.249)	0.175 (0.159)	0.250 (0.139)
Active engagement			
Event attendance (ref. (almost) never)			
sometimes	-0.082 (0.269)	-0.480*** (0.144)	-0.265* (0.116)
(very) often	0.081 (0.409)	-0.810*** (0.231)	-0.781*** (0.173)
Information search online (ref. (almost) never)			
sometimes	0.367 (0.227)	0.347** (0.133)	0.367*** (0.104)
(very) often	0.842* (0.391)	0.966*** (0.211)	0.492** (0.159)
Reading party material (ref. (almost) never)			
sometimes	0.079 (0.213)	0.323* (0.131)	0.172 (0.105)
(very) often	0.086 (0.339)	0.246 (0.187)	0.290* (0.147)
Communication online (ref. (almost) never)			
sometimes	-0.631* (0.283)	-0.569*** (0.152)	-0.087 (0.119)
(very) often	-1.320** (0.506)	-0.679** (0.244)	-0.270 (0.185)
Try to convince others (what) to vote (ref. (almost) never)			
sometimes	0.706** (0.223)	0.819*** (0.133)	0.455*** (0.101)
(very) often	1.792*** (0.425)	1.149*** (0.217)	0.552*** (0.145)
Interpersonal EU communication			
With family members (ref. never)			
sometimes	0.086 (0.208)	0.174 (0.133)	0.137 (0.129)
(very) often	0.436 (0.305)	0.243 (0.188)	0.245 (0.159)
With colleagues (ref. never)			
sometimes	0.157 (0.198)	-0.125 (0.122)	-0.040 (0.111)
(very) often	-0.147 (0.359)	-0.107 (0.202)	-0.329* (0.157)
With people online (ref. never)			
sometimes	-0.171 (0.212)	-0.221 (0.118)	-0.291** (0.104)
(very) often	-1.360** (0.439)	-0.780*** (0.217)	-0.799*** (0.172)
Political participation	0.770 (0.412)	0.245 (0.225)	0.572** (0.197)
EU political interest	0.277*** (0.054)	0.106** (0.035)	0.169*** (0.030)
Political efficacy (ext)	0.011 (0.052)	0.035 (0.037)	0.029 (0.029)
Economic evaluation	-0.062 (0.064)	-0.006 (0.041)	-0.047 (0.033)
Satisfaction w gov.	-0.088 (0.054)	0.006 (0.032)	0.001 (0.026)
Trust EP	-0.0003 (0.052)	-0.031 (0.035)	-0.018 (0.025)

Civic duty to vote	0.377*** (0.045)	0.156*** (0.036)	0.199*** (0.029)
Left-right	-0.078 (0.101)	-0.020 (0.070)	-0.072 (0.054)
Left-right^2	0.013 (0.009)	0.003 (0.006)	0.006 (0.005)
Age	-0.003 (0.028)	0.039* (0.017)	0.027 (0.014)
Age^2	0.0002 (0.0003)	-0.0003 (0.0002)	-0.0001 (0.0001)
Woman	-0.026 (0.145)	-0.177* (0.085)	-0.281*** (0.076)
Education (ESISCED)	0.089* (0.044)	0.080** (0.025)	0.129*** (0.022)
Constant	-3.241*** (0.777)	-2.211*** (0.490)	-0.684 (0.425)
Observations	1,406	2,812	8,170
Log Likelihood	-647.699	-1,732.196	-2,591.785
Akaike Inf. Crit.	1,373.397	3,542.392	5,261.571
Bayesian Inf. Crit.	1,578.089	3,774.116	5,534.892

Note. *p<0.05 **p<0.01 ***p<0.001; standard errors in parentheses. The alternative subsets are comprising 'likely abstainers' (1 & 2 on vote certainty scale), 'uncertain respondents' (3, 4 & 5) and 'likely voters' (6 & 7).