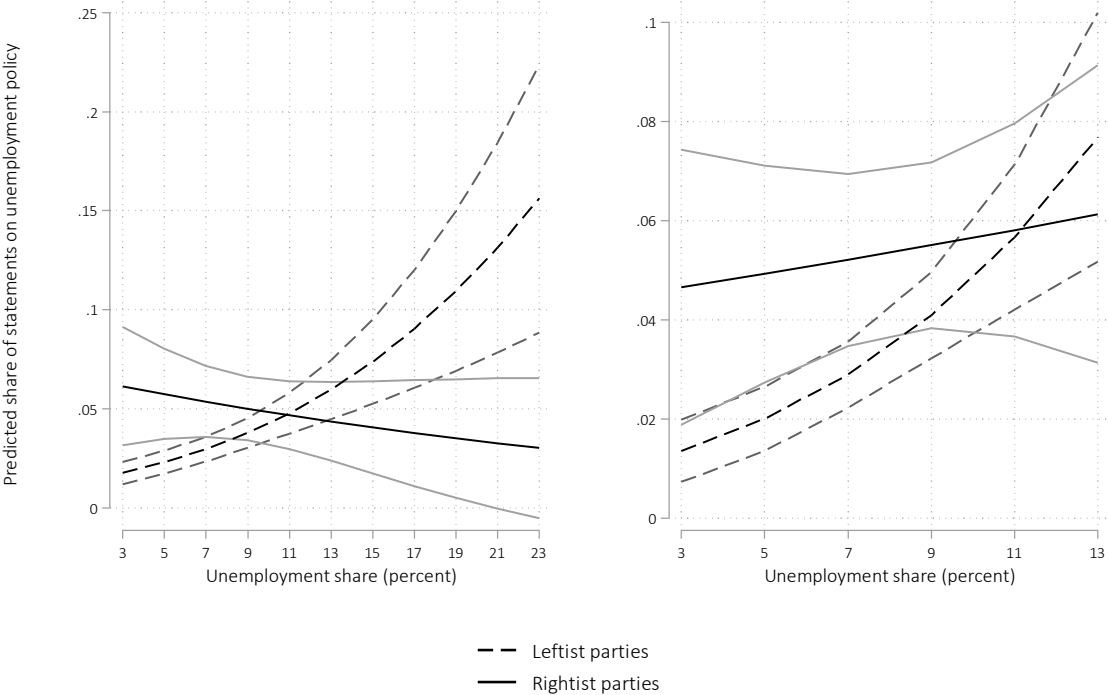


APPENDIX

Figure A1: The effect of left-right positioning in economic and welfare policy issues and unemployment on the emphasis of unemployment policy in the final weeks of an election campaign (left-hand panel: Spain 2011 included; right-hand panel: Spain 2011 excluded)



Note: Marginal effects for model A2 (Table A3). Dashed line represents a party positioned at the boundary of the lowest quartile of the left-right scale (i.e. a leftist party), solid line represents a party positioned at the boundary of the highest quartile of the left-right scale (i.e. a rightist party). Lighter lines depict 90 percent confidence intervals.

Table A1: Descriptive statistics

	N	Mean	Standard deviation	Minimum	Maximum
Saliency of unemployment (campaign)	110	0.041	0.052	0	0.333
Unemployment	110	8.086	4.048	3.6	22.6
Saliency welfare (manifesto)	110	0.097	0.050	0	0.259
Saliency labour groups (manifesto)	110	0.034	0.037	0	0.178
Saliency economic policy (manifesto)	110	0.074	0.043	0	0.171
Saliency combined (manifesto)	110	0.204	0.074	0.069	0.427
Socialist or Social Democratic Party (binary)	110	0.336	0.475	0	1
Government Party (binary)	110	0.264	0.443	0	1

Table A2: Average marginal effects for the impact of a parties' policy profile and the unemployment rate on unemployment policy saliency in parties' campaign statements

	Model 1	Model 2	Model 3	Model 4
Saliency combined (manifesto)	0.164*** (3.58)	0.155*** (3.57)		
Unemployment rate		0.0035** (3.57)		0.0035** (2.88)
Saliency welfare policy (manifesto)			0.141* (2.46)	0.138* (2.48)
Saliency labour groups (manifesto)			0.157+ (1.70)	.162+ (1.73)
Saliency economic policy (manifesto)			0.219* (2.48)	0.1798* (2.15)
Party Size (vote share)	0.0005 (1.26)	0.0004 (1.10)	0.0005 (.230)	0.0004 (1.09)
Observations	110	110	110	110

Note: Table entries are average marginal effects based on population averaged panel fractional probit regression models with z statistics in parentheses. Dependent variable is issue saliency of unemployment in campaign messages. Significance: + p<0.1, * p<0.05, ** p<0.01, *** p<0.001

Table A3: Issue saliency devoted to unemployment in campaign communication

	Model A1	Model A2	Model A3
Left-right position	-0.00451 (-0.11)	0.0208 (0.55)	-0.00823 (-0.18)
Unemployment (centred)	0.0432** (3.21)	-0.00156 (-0.10)	0.0457** (2.78)
Government Party	0.142 (1.33)	0.0817 (0.71)	0.150 (1.41)
Combined saliency (manifesto, centred)	1.875*** (3.31)	1.827** (3.09)	1.863** (3.27)
Party size (vote share)	0.00368 (0.82)	0.00561 (1.23)	0.00386 (0.88)
Left-right position X Unemployment (centred)		-0.0329*** (-3.34)	
Government Party X Unemployment (centred)			-0.0119 (-0.68)
Constant	-1.902*** (-16.72)	-1.889*** (-17.57)	-1.914*** (-16.83)
Observations	110	110	110

Table entries are fractional probit regression coefficients with z statistics in parentheses. Dependent variable is issue saliency of unemployment in campaign messages. Standard errors are clustered by country
+ p<0.1, * p<0.05, ** p<0.01, *** p<0.001

Table A4: The impact of a parties' policy profile and the unemployment rate on unemployment policy saliency in parties' campaign statements (sample excluding Spanish general election in 2011)

	Model A4		Model A5		Model A6		Model A7	
	Coefficient	AME	Coefficient	AME	Coefficient	AME	Coefficient	AME
Combined saliency (manifesto, centred)	1.825** (3.09)	.143** (3.33)	1.729** (3.10)	.135** (3.45)				
Unemployment			0.0667*** (3.57)	.0052** (3.45)			0.0704*** (3.59)	
Saliency welfare policy (manifesto)					1.882** (2.75)	.1476** (2.73)	1.195 (1.57)	.093 (1.6)
Saliency labour groups (manifesto)					1.232 (0.96)	.0966 (.98)	2.051+ (1.79)	.1598+ (1.87)
Saliency economic policy (manifesto)					2.483* (2.30)	.195* (2.35)	2.352* (2.34)	.1832* (2.44)
Party Size (vote share)	0.00571 (1.17)	.0004 (1.15)	0.00299 (0.67)	.0002 (.67)	0.00517 (1.07)	.0004 (1.05)	0.00268 (0.59)	.0002 (.58)
Constant	-2.279*** (-14.28)		-2.715*** (-12.34)		-2.305*** (-14.26)		-2.743*** (-12.70)	
Observations	104		104		104		104	

Note: Table entries are population averaged panel fractional probit regression coefficients with z statistics in parentheses. Dependent variable is issue saliency of unemployment in campaign messages. Significance: + p<0.1, * p<0.05, ** p<0.01, *** p<0.001

Table A5: The impact of a parties' ideological background and the government-opposition status on parties' campaign statements (sample excluding Spanish general election in 2011)

	Model A8	Model A9	Model A10
Socialist/Social Democratic Party Family	0.154+ (1.71)	0.166+ (1.76)	
Unemployment (centred)	0.0646*** (3.49)	0.0361 (1.11)	0.0758*** (3.45)
Government Party	0.206+ (1.91)	0.194+ (1.67)	0.146 (1.27)
Socialist/Social Democratic Party X Unemployment (centred)		0.0541 (1.31)	
Government Party X Unemployment (centred)			-0.0263 (-0.72)
Combined saliency (manifesto, centred)	1.586** (3.01)	1.602** (3.04)	1.747** (3.08)
Party size (vote share)	0.0000751 (0.02)	-0.000150 (-0.03)	0.00151 (0.34)
Constant	-1.895*** (-21.11)	-1.907*** (-22.11)	-1.842*** (-21.61)
Observations	104	104	104

Note: Table entries are population averaged panel fractional probit regression coefficients with z statistics in parentheses. Dependent variable is issue saliency of unemployment in campaign messages. Significance: + p<0.1, * p<0.05, ** p<0.01, *** p<0.001