

**Image that matters: News media consumption and party leader effects on voting behavior**  
**ONLINE APPENDIX**

**Table A1.** Detailed list of included National Election Studies

Country	Year	Principal investigator(s)	Study description
Austria	2013	Sylvia Kritzinger, Eva Zeglovits, Julian Aichholzer, Christian Glantschnigg, Konstantin Glinitzer, David Johann, Kathrin Thomas & Markus Wagner	Austrian National Election Study, Pre- and Post Panel Study 2013
Denmark	2005	Jørgen Goul Andersen	Danish National Election Study 2005
	2007	Jørgen Goul Andersen and Kasper Møller Hansen	Danish National Election Study 2007
	2011	Rune Stubager, Kasper Møller Hansen and Jørgen Goul Andersen	Danish National Election Study 2011
Finland	2003	Lauri Karvonen and Heikki Paloheimo	Finnish National Election Study 2003
	2007	Heikki Paloheimo	Finnish National Election Study 2007
	2011	Sami Borg and Kimmo Grönlund	Finnish National Election Study 2011
Germany	2002	Jurgen Falter, Osgard Gabriel, and Hans Rattinger	Political Attitudes, Political Participation and Voter Conduct in United Germany 2002
	2009	Hans Rattinger, Sigrid Roßteutscher, Rüdiger Schmitt-Beck, Bernhard Weßels, Aiko Wagner	German Longitudinal Election Study 2009, Post-election Cross Section
	2013	Hans Rattinger, Sigrid Roßteutscher, Rüdiger Schmitt-Beck, Bernhard Weßels, Christof Wolf, Aiko Wagner and Heiko Giebler	German Longitudinal Election Study 2013, Post-election Cross-Section
Greece	1996	Nikiforos Diamandouros	Comparative National Elections Project: Module 2
Ireland	2007	Michael Marsh and Richard Sinnott	Irish National Election Study 2002-2007
Italy	1990	Arturo Parisi and Hans Schadee	ITANES 1990: Italian National Election Study 1990
	1996	Piergiorgio Corbetta and Arturo Parisi	ITANES 1996: Italian National Election Study 1996
	2001	Mario Caciagli and Piergiorgio Corbetta	ITANES 2001: Italian National Election Study 2001
	2006	Paolo Bellucci and Paolo Segatti	ITANES 2006: Italian National Election Study 2006
	2008	Paolo Bellucci and Paolo Segatti	ITANES 2008: Italian National Election Study 2008
	2013	Paolo Bellucci and Paolo Segatti	ITANES 2013: Italian National Election Study 2013
Netherlands	1986	Cees van der Eijk, Kees Niemoeller, Galen Irwin	Dutch Parliamentary Election Study 1986
	1989	Hans Anker and Erik Oppenhuis	Dutch Parliamentary Election Study 1989
	1994	Hans Anker and Erik Oppenhuis	Dutch Parliamentary Election Study 1994
	1998	Kees Aarts, Henk van der Kolk and M. Kamp	Dutch Parliamentary Election Study 1998

Country	Year	Principal investigator(s)	Study description
Netherlands	2002	Galen Irwin, Joop van Holsteyn and Jan den Ridder	Dutch Parliamentary Election Study 2002/3
	2006	Kees Aarts, Henk van der Kolk, Martin Rosema and Hans Schmeets	Dutch Parliamentary Election Study 2006
	2010	Henk van der Kolk, Kees Aarts and Jean N. Tillie	Dutch Parliamentary Election Study 2010
Portugal	2002	António Barreto, Marina Costa Lobo, Pedro Magalhães	Portuguese Election Study 2002
	2005	António Barreto, Marina Costa Lobo, Pedro Magalhães	Portuguese Election Study 2005
	2009	Marina Costa Lobo, Pedro Magalhães	Portuguese Election Study 2009
	2015	Marina Costa Lobo, Pedro Magalhães, João Tiago Gaspar	Portuguese Election Study 2015
Spain	2000	Centro de Investigaciones Sociologicas	Preelectoral y Postelectoral Elecciones Generales y Autonomicas de Andalucia, 2000
	2008	Centro de Investigaciones Sociologicas	Preelectoral y Postelectoral Elecciones Generales y Autonomicas de Andalucia, 2008
	2011	Centro de Investigaciones Sociologicas	Preelectoral y Postelectoral Elecciones Generales, 2011
	2015	Centro de Investigaciones Sociologicas	Preelectoral y Postelectoral Elecciones Generales, 2015
	2016	Centro de Investigaciones Sociologicas	Postelectoral Elecciones Generales, 2016
Sweden	1982	Johannes Andersen, Jörgen Goul Andersen, Hans-Dieter Klingemann, Hermann Schmitt, Bernhard Wessels, Tanja Binder, John Curtice, Jacques Thomassen, Kees Aarts, Cees van der Eijk	The European Voter Database. Continuity File of National Election studies in Sweden
	1985		
	1988		
	1991		
	1994		
	1998		
	2002	Sören Holmberg and Henrik Oscarsson	Swedish Election Study 2002
	2006	Sören Holmberg, Henrik Oscarsson and Per Hedberg	Swedish Election Study 2006
Switzerland	2010	Sören Holmberg, Henrik Oscarsson and Per Hedberg	Swedish Election Study 2010
	2003	Georg Lutz	Swiss National Election Studies, Cumulated File 1971-2011
	2007	Peter Selb, Georg Lutz, Marc Buehlmann, Marco Steenbergen, Philipp Leimgruber, Sarah Nicolet, Alexander Widmer, Dominique Joye, Florence Passy, Daniele Caramani	Swiss National Electoral Studies (Selects) 2007: Post-Election Survey
	2011	Georg Lutz	Swiss National Electoral Studies (Selects) 2011: Post-Election Survey
	2015	Georg Lutz	Swiss National Electoral Studies (Selects) 2015: Post-Election Survey
United Kingdom	2015	Ed Fieldhouse, Jane Green, Hermann Schmitt, Geoff Evans, Cees van der Eijk, Jon Mellon and Chris Prosser	British Election Study, 2015 (Face-to-Face Survey)

**Table A2.** Detailed list of question wording, answer categories and recoding strategy for newspapers items

Country	Year	Question wording	Answer scale	Recoding strategy	Notes
Austria	2013	How often do you read newspapers to learn about political events in Austria?	1. Almost every day 2. Several times a week 3. Several times a month 4. Less frequently 5. Never	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4, 5	
Denmark	2005	How often: reading newspaper	1. Every day 2. 5-6 times a week 3. 3-4 times a week 4. 1-2 times a week 5. Less than once a week 6. Never	<i>Always:</i> 1, 2 <i>Often:</i> 3 <i>Rarely:</i> 4 <i>Never:</i> 5, 6	
	2007 2011	How often: reading newspaper	<i>Number of days per week</i>	<i>Always:</i> 7, 6 <i>Often:</i> 5, 4, 3 <i>Rarely:</i> 2, 1 <i>Never:</i> 0	
Finland	2003	How much attention did you pay to media coverage of the parliamentary elections in newspaper articles?	1. A great deal of attention	<i>Always:</i> 1	
	2007 2011		2. A fair amount of attention 3. Only a little 4. Paid no attention at all	<i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4	
Germany	2002 2009 2013	Here on this list you can see different newspapers. On how many days of the week on average do you read reports on political events in Germany in [NEWSPAPER] during the election campaign?	<i>Number of days per week</i>	<i>Always:</i> 7, 6 <i>Often:</i> 5, 4, 3 <i>Rarely:</i> 2, 1 <i>Never:</i> 0	Respondents were asked how often they read news on different newspapers. We have taken the value of the respondent's most often read newspaper
Greece	1996	During the electoral campaign, how frequently did you follow political news through newspapers?	1. Every day/almost every day 2. 3-4 days a week 3. 1-2 days a week 4. Less frequently 5. Never or almost never	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4, 5	

Country	Year	Question wording	Answer scale	Recoding strategy	Notes
Ireland	2007	On a scale 0 - 7, where 0 means never and 7 means every day, how often do you do the following? Read the newspaper	<i>Number of days per week</i>	<i>Always: 7, 6 Often: 5, 4, 3 Rarely: 2, 1 Never: 0</i>	
Italy	1990	Do you usually read a newspaper? If so, how frequently?	1. Don't read	<i>Always: 5</i>	
	1996		2. Less than once a week	<i>Often: 4</i>	
	2001		3. 1-2 days a week	<i>Rarely: 3</i>	
	2006		4. 3-5 days a week	<i>Never: 2, 1</i>	
	2008		5. (Almost) Every day		
	2013	Do you usually read a newspaper – physically or online, excluding sports' news? If so, how frequently?	1. No, never 2. Less than once a week 3. 1 day a week 4. 2 days a week 5. 3 days a week 6. 4 days a week 7. 5 days a week 8. 6 days a week 9. Every day	<i>Always: 9, 8 Often: 7, 6, 5 Rarely: 4, 3 Never: 2, 1</i>	
Netherlands	1986	When there is domestic news in the newspapers, for example news about governmental problems, how often do you read such news?	1. (Nearly) Always	<i>Always: 1</i>	
	1989		2. Often	<i>Often: 2</i>	
	1994		3. Now and then	<i>Rarely: 3</i>	
	1998		4. Seldom or never	<i>Never: 4, 5</i>	
	2002		5. Does not read newspaper		
	2006	How often do you read a newspaper?	1. (Almost) daily	<i>Always: 1</i>	
	2010		2. A few times a week 3. A few times a month 4. Seldom or never	<i>Often: 2 Rarely: 3 Never: 4</i>	
Portugal	2002	Frequency of readership of political news in the newspaper	1. Every day 2. Several times a week 3. Once a week 4. Less than once a week 5. Never	<i>Always: 1 Often: 2 Rarely: 3 Never: 4, 5</i>	

Country	Year	Question wording	Answer scale	Recoding strategy	Notes
Portugal	2005	During the electoral campaign, how often did you follow political news in newspapers?	1. Daily/almost every day 2. 3-4 days a week 3. 1-2 days a week 4. Less frequently 5. Never	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4, 5	
	2009 2015	During the electoral campaign, how often did you follow political news in newspapers or magazines, in paper or online?	1. Daily/almost every day 2. 3-4 days a week 3. 1-2 days a week 4. Less frequently 5. Never	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4, 5	
Spain	2000	During this electoral campaign, could you tell me how frequently have you followed electoral and political information in the general newspapers?	1. Every day/almost every day	<i>Always:</i> 1	
	2008		2. 4-5 days a week	<i>Often:</i> 2	
	2011		3. 2-3 days a week	<i>Rarely:</i> 4, 5	
	2015		4. Only on the weekends	<i>Never:</i> 6	
	2016		5. Rarely 6. Never or almost never		
Sweden	1982	How often do you read news and articles about politics in the daily press?	1. Never	<i>Always:</i> 4	
	1985		2. Occasionally	<i>Often:</i> 3	
	1988		3. Often	<i>Rarely:</i> 2	
	1991		4. Every day	<i>Never:</i> 1	
	1994				
	1998				
	2002				
	2006				
	2010				
Switzerland	2003 2007 2011	How many days/week does R read news in the newspaper	<i>Number of days per week</i>	<i>Always:</i> 7, 6 <i>Often:</i> 5, 4, 3 <i>Rarely:</i> 2, 1 <i>Never:</i> 0	
	2015	I would like to know how attentively have you followed, over the last days, political affairs on [newspapers]	1. Not at all attentive 2. Not very attentive 3. Rather attentive 4. Very attentive	<i>Always:</i> 4 <i>Often:</i> 3 <i>Rarely:</i> 2 <i>Never:</i> 1	

Country	Year	Question wording	Answer scale	Recoding strategy	Notes
United Kingdom	2015	Do you regularly read about politics or current affairs in one or more newspapers (either online or in print)?	1. Yes 2. No	<i>Always:</i> n/a <i>Often:</i> 1 <i>Rarely:</i> n/a <i>Never:</i> 2	

**Table A3.** Detailed list of question wording, answer categories and recoding strategy for television items

Country	Year	Question wording	Answer scale	Recoding strategy	Notes
Austria	2013	How often do you use the television to learn about political events in Austria?	1. Almost every day 2. Several times a week 3. Several times a month 4. Less frequently 5. Never	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4, 5	
Denmark	2005	How often: news on [CHANNEL]	1. Every day 2. 5-6 times a week 3. 3-4 times a week 4. 1-2 times a week 5. Less than once a week 6. Never	<i>Always:</i> 1, 2 <i>Often:</i> 3 <i>Rarely:</i> 4 <i>Never:</i> 5, 6	Respondents were asked how often they watched TV news on 3 different channels (TV2 News; DR1; DR2). We have taken the value of the respondent's most watched news channel
	2007 2011	How often: TV news	<i>Number of days per week</i>	<i>Always:</i> 7, 6 <i>Often:</i> 5, 4, 3 <i>Rarely:</i> 2, 1 <i>Never:</i> 0	
Finland	2003 2011	How much attention did you pay to media coverage of the parliamentary elections in television news and current affairs programmes?	1. A great deal of attention 2. A fair amount of attention 3. Only a little 4. Paid no attention at all	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4	
	2007	How much important information did you get for your voting choice from news and current affairs programmes on television?	1. A great deal of attention 2. A fair amount of attention 3. Only a little 4. Paid no attention at all	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4	
Germany	2002	How often do you watch news casts on the first or second channel? What is meant here are the news casts of ARD or ZDF, namely Tagesschau, Tagesthemen, Heute and Heute-Journal.	<i>Number of days per week</i>	<i>Always:</i> 7, 6 <i>Often:</i> 5, 4, 3 <i>Rarely:</i> 2, 1 <i>Never:</i> 0	Respondents were asked how often they watched TV news on different channels. We have taken the value of the respondent's most watched news channel



Country	Year	Question wording	Answer scale	Recoding strategy	Notes
Germany	2009 2013	On average, on how many days of the week did you watch Tagesschau or Tagesthemen on ARD during the election campaign?	<i>Number of days per week</i>	<i>Always: 7, 6 Often: 5, 4, 3 Rarely: 2, 1 Never: 0</i>	Respondents were asked how often they watched TV news on different channels. We have taken the value of the respondent's most watched news channel
Greece	1996	During the electoral campaign, how frequently did you follow political news through television?	1. (Almost) Every day 2. 3-4 days a week 3. 1-2 days a week 4. Less frequently 5. Never or almost never	<i>Always: 1 Often: 2 Rarely: 3 Never: 4, 5</i>	
Ireland	2007	On a scale 0 - 7, where 0 means never and 7 means every day, how often do you do the following? Watch TV news	<i>Number of days per week</i>	<i>Always: 7, 6 Often: 5, 4, 3 Rarely: 2, 1 Never: 0</i>	
Italy	1990 2001 2006 2008 2013	Do you usually watch news programs? If so, how frequently?	1. Never 2. Less than once a week 3. 1-2 days a week 4. 3-5 days a week 5. (Almost) Every day	<i>Always: 5 Often: 4 Rarely: 3 Never: 2, 1</i>	
	1996	During the election campaign did you happen to see any TV news programmes? If so, how often?	1. Never 2. Less than once a week 3. 1-2 days a week 4. 3-5 days a week 5. (Almost) Every day	<i>Always: 5 Often: 4 Rarely: 3 Never: 2, 1</i>	
Netherlands	1986 1989 1994 1998 2002	Could you indicate on this showcard how often you generally watch the [CHANNEL] television newscast?	1. (Almost) daily 2. 3-4 times per week 3. 1-2 times per week 4. Less than once a week 5. Does not own a TV set	<i>Always: 1 Often: 2 Rarely: 3 Never: 4, 5</i>	Respondents were asked how often they watched TV news on different channels. We have taken the value of the respondent's most watched news channel

Country	Year	Question wording	Answer scale	Recoding strategy	Notes
Netherlands	2006 2010	How often do you watch a newscast?	1. (Almost) daily 2. 3-4 times per week 3. 1-2 times per week 4. Less than once a week	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4, 5	Respondents were asked how often they watched TV news on different channels. We have taken the value of the respondent's most watched news channel
Portugal	2002	Frequency watching news or programs about politics on television	1. Every day 2. Several times a week 3. Once a week 4. Less than once a week 5. Never	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4, 5	
	2005 2009 2015	During the electoral campaign, how often did you follow political news on television?	1. Daily/almost every day 2. 3-4 days a week 3. 1-2 days a week 4. Less frequently 5. Never	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4, 5	
Spain	2000 2008 2011 2015 2016	During this electoral campaign, could you tell me how frequently have you followed electoral and political information on the television?	1. (Almost) Every day 2. 4-5 days a week 3. 2-3 days a week 4. Only on the weekends 5. Rarely 6. Never or almost never	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 4, 5 <i>Never:</i> 6	
Sweden	1982 1985 1988 1991 1994 1998 2002 2006 2010	How often do you watch Rapport (TV, national channel 2)?	1. 6-7 days a week 2. 3-5 days a week 3. 1-2 days a week 4. More seldom 5. Never	<i>Always:</i> 1 <i>Often:</i> 2 <i>Rarely:</i> 3 <i>Never:</i> 4, 5	

Country	Year	Question wording	Answer scale	Recoding strategy	Notes
Switzerland	2003 2007 2011	How many days/week does R watch news on TV	<i>Number of days per week</i>	<i>Always: 7, 6 Often: 5, 4, 3 Rarely: 2, 1 Never: 0</i>	
	2015	I would like to know how attentively have you followed, over the last days, political affairs on [television]	1. Not at all attentive 2. Not very attentive 3. Rather attentive 4. Very attentive	<i>Always: 4 Often: 3 Rarely: 2 Never: 1</i>	
United Kingdom	2015	On a typical day, how much time do you spend watching television news or programmes about politics and current affairs?	1. None, no time at all 2. Less than 1/2 hour 3. 1/2 hour to 1 hour 4. 1 to 2 hours 5. More than 2 hours	<i>Always: 5, 4 Often: 3 Rarely: 2 Never: 1</i>	

**Table A4.** Detailed list of leader evaluation items

Country	Year	Question wording	Answer scale	Recoding strategy
Austria	2013	How much do you like the following politicians? Please rate each politician on a scale from 0 to 10. 0 means you strongly dislike that politician and 10 means that you strongly like that politician.	0. Strongly dislike 10. Strongly like	<i>none</i>
Denmark	2005 2007 2011	I would like to ask you how well or bad you think of some of our political leaders when 0 means you think very bad about the person and 10 means you think really well about the person.	0. Very bad 10. Very good	<i>None</i>
Finland	2003 2007 2011	Rate the following leaders on a scale from 0 (strongly dislike) to 10 (strongly like).	0. Strongly dislike 10. Strongly like	<i>None</i>
Germany	2002	Generally speaking, what do you think of [LEADER] ? Please use the following scale. “+5” means that you have a very positive view of this politician, whereas “-5” means that you have a very negative view of this politician.	-5. Very negative view 5. Very positive view	5-points were added to the original scale, so that the recoded scale ranges from 0 to 10
	2009 2013	Please tell me what you think about some leading politicians. Please use the scale from - 5 to + 5 for this purpose.	-5. Strongly dislike 5. Strongly like	5-points were added to the original scale, so that the recoded scale ranges from 0 to 10
Greece	1996	We would like to know your feelings towards some persons and social organization on a scale from 0-10. If you feel very favorable towards this person, you can give him the highest score of 10; if you feel hostile towards this person you can give him a 0 (zero); if you feel absolutely neutral towards this person, you can give him a 5.	1. Hostile 10. Favorable	Values from 1 to 5 in the original scale were recoded by subtracting 1-point, so that the recoded scale ranges from 0 to 10 with no observations in the middle point of the scale
Ireland	2007	And what do you think of the party leaders? After I read the name of a party leader, please rate them on a scale from 0 to 10, where 0 means you strongly dislike that candidate and 10 means that you strongly like that candidate.	0. Strongly dislike 10. Strongly like	<i>none</i>

Country	Year	Question wording	Answer scale	Recoding strategy
Italy	1990	I shall now read you a list of national politicians. For each of them tell me whether you have ever heard of them and, if so, give them a score from 1 to 10 according to your opinion of them: 1 means a totally negative judgment and 10 means a totally positive judgment.	1. Totally negative	Values from 1 to 5 in the original scale were recoded by subtracting 1-point, so that the recoded scale ranges from 0 to 10 with no observations in the middle point of the scale
	1996		10. Totally positive	
	2001			
	2006			
	2008	I shall now read you a list of national politicians. For each of them tell me whether you have ever heard of them and, if so, give them a score from 0 to 10 according to your opinion of them: 0 means a totally negative judgment and 10 means a totally positive judgment.	0. Totally negative	none
	2013		10. Totally positive	
Netherlands	1986	<i>See: Thomassen, J. (2005). The European Voter. Oxford: Oxford University Press</i>		none
	1989			
	1994			
	1998			
	2002	I would also like to know how sympathetic you find the following politicians. You can give each [politician] a score between 0 and 100. The more sympathetic you find a [politician] , the higher the score you give. A score of 50 means that you find a [politician] neither sympathetic nor unsympathetic.	0. Very unsympathetic 100. Very sympathetic	The original values were divided by 10 and then rounded to the nearest integer value, so that the recoded scale ranges from 0 to 10
	2006	I would like to know from you how sympathetic you find party leaders. To this end you can give points between 0 and 10 to the respective party leaders. 0 means that you find this party leader very unsympathetic and 10 means that you find this party leader very sympathetic.	0. Very unsympathetic	none
	2010		10. Very sympathetic	
Portugal	2002	Degree of sympathy for political leaders	0. Great antipathy	none
	2005		10. Great sympathy	
	2009	I would like to know what you think about each one of our political leaders, using a scale from 0 to 10, where ZERO means Great dislike for the political leader, TEN means that you fell Great sympathy for the leader and FIVE you feel indifference for the leader	0. Great dislike	none
	2015		10. Great sympathy	

Country	Year	Question wording	Answer scale	Recoding strategy
Spain	2000	I'm going to read out a series of political leaders' names. Please tell me, for each one, whether you know of them and how you value their political performance. Grade them from 0 to 10, where 0 means that you value them "very bad" and 10 means that you value them "very good".	0. Very bad	<i>none</i>
	2008		10. Very good	
	2011			
	2015			
	2016			
Sweden	1982	<i>See: Thomassen, J. (2005). The European Voter. Oxford: Oxford University Press</i>		<i>none</i>
	1985			
	1988			
	1991			
	1994			
	1998			
	2002	On this card there is a kind of scale. I would like you to use it to illustrate how much you like or dislike the different [party leaders]. Use 'plus' figures for [party leaders] you like and 'minus' figures for [party leaders] parties you dislike.	-5. Strongly dislike 5. Strongly like	5-points were added to the original scale, so that the recoded scale ranges from 0 to 10
	2006	I'd like to know what you think about each of our [political leaders]. Please rate the [political leaders] on a scale from 0 to 10, where 0 means you strongly dislike that [political leader] and 10 means that you strongly like that [political leader].	0. Strongly dislike 10. Strongly like	<i>none</i>
	2010	On this card there is a kind of scale. I would like you to use it to illustrate how much you like or dislike the different [party leaders]. Use 'plus' figures for [party leaders] you like and 'minus' figures for [party leaders] parties you dislike.	-5. Strongly dislike 5. Strongly like	5-points were added to the original scale, so that the recoded scale ranges from 0 to 10
Switzerland	2003	And can you tell me what sympathy you have for the following political figures on a scale from 0 to 10, where 0 means "no sympathy" and 10 "very strong sympathy"?	0. No sympathy	<i>none</i>
	2007		10. Very strong sympathy	
	2011			
	2015			
United Kingdom	2015	Now, let's think more generally about the party leaders. Using a scale that runs from 0 to 10, where 0 means strongly dislike and 10 means strongly like, how do you feel about...	0. Strongly dislike 10. Strongly like	<i>none</i>

**Table A5.** List of parties included in the conditional logit analysis, by party family

Country	Year	Far Left	Social-Democrat	Conservative/Christian	Conservative/Liberal
Austria	2013	Die Grünen	Sozialdemokratische Partei Österreichs	Österreichische Volkspartei	Freiheitliche Partei Österreichs
Denmark	2005	Socialistisk Folkeparti	Socialdemokraterne	Det Konservative Folkeparti	Venstre
Denmark	2007	Socialistisk Folkeparti	Socialdemokraterne	Det Konservative Folkeparti	Venstre
Denmark	2011	Socialistisk Folkeparti	Socialdemokraterne	Det Konservative Folkeparti	Venstre
Finland	2003	Vasemmistoliitto	Suomen Sosialidemokraattinen Puolue	Suomen Keskusta	Kansallinen Kokoomus
Finland	2007	Vasemmistoliitto	Suomen Sosialidemokraattinen Puolue	Suomen Keskusta	Kansallinen Kokoomus
Finland	2011	Vasemmistoliitto	Suomen Sosialidemokraattinen Puolue	Suomen Keskusta	Kansallinen Kokoomus
Germany	2002	-	Sozialdemokratische Partei Deutschlands	Christlich Demokratische Union Deutschlands	-
Germany	2009	Partei des Demokratischen Sozialismus	Sozialdemokratische Partei Deutschlands	Christlich Demokratische Union Deutschlands	Freie Demokratische Partei
Germany	2013	Die Linke	Sozialdemokratische Partei Deutschlands	Christlich Demokratische Union Deutschlands	Freie Demokratische Partei
Greece	1996	Synaspismos	PASOK	Nea Dimokratia	-
Ireland	2007	Green Party	Labour Party	Fianna Fail	Progressive Democrats
Italy	1990	Partito Comunista Italiano	Partito Socialista Italiano	Democrazia Cristiana	Partito Liberale Italiano
Italy	1996	Rifondazione Comunista	Partito Democratico della Sinistra	Forza Italia	-
Italy	2001	Rifondazione Comunista	Democratici di Sinistra	Forza Italia	Italia dei Valori
Italy	2006	Rifondazione Comunista	Democratici di Sinistra	Forza Italia	-
Italy	2008	Sinistra Arcobaleno	Partito Democratico	Popolo della Libertà	Italia dei Valori
Italy	2013	Sinistra Ecologia e Libertà	Partito Democratico	Popolo della Libertà	Scelta Civica
Netherlands	1986	-	Partij van de Arbeid	Christen-Democratisch Appèl	Volkspartij voor Vrijheid en Democratie
Netherlands	1989	-	Partij van de Arbeid	Christen-Democratisch Appèl	Volkspartij voor Vrijheid en Democratie
Netherlands	1994	Groenlinks	Partij van de Arbeid	Christen-Democratisch Appèl	Volkspartij voor Vrijheid en Democratie
Netherlands	1998	Groenlinks	Partij van de Arbeid	Christen-Democratisch Appèl	Volkspartij voor Vrijheid en Democratie
Netherlands	2002	Groenlinks	Partij van de Arbeid	Christen-Democratisch Appèl	Volkspartij voor Vrijheid en Democratie
Netherlands	2006	Groenlinks	Partij van de Arbeid	Christen-Democratisch Appèl	Volkspartij voor Vrijheid en Democratie
Netherlands	2010	Groenlinks	Partij van de Arbeid	Christen-Democratisch Appèl	Volkspartij voor Vrijheid en Democratie
Portugal	2002	Coligação Democrática Unitária	Partido Socialista	CDS – Partido Popular	Partido Social Democrata
Portugal	2005	Coligação Democrática Unitária	Partido Socialista	CDS – Partido Popular	Partido Social Democrata

Country	Year	Far Left	Social-Democrat	Conservative/Christian	Conservative/Liberal
Portugal	2009	Coligação Democrática Unitária	Partido Socialista	CDS – Partido Popular	Partido Social Democrata
Portugal	2015	Coligação Democrática Unitária	Partido Socialista	-	Partido Social Democrata
Spain	2000	Izquierda Unida	Partido Socialista Obrero Español	Partido Popular	-
Spain	2008	Izquierda Unida	Partido Socialista Obrero Español	Partido Popular	-
Spain	2011	Izquierda Unida	Partido Socialista Obrero Español	Partido Popular	Unión Progreso y Democracia
Spain	2015	Izquierda Unida	Partido Socialista Obrero Español	Partido Popular	Ciudadanos
Spain	2016	Podemos	Partido Socialista Obrero Español	Partido Popular	Ciudadanos
Sweden	1982	Vänsterpartiet	Socialdemokraterna	Moderaterna	Liberalerna
Sweden	1985	Vänsterpartiet	Socialdemokraterna	Moderaterna	Liberalerna
Sweden	1988	Vänsterpartiet	Socialdemokraterna	Moderaterna	Liberalerna
Sweden	1991	Vänsterpartiet	Socialdemokraterna	Moderaterna	Liberalerna
Sweden	1994	Vänsterpartiet	Socialdemokraterna	Moderaterna	Liberalerna
Sweden	1998	Vänsterpartiet	Socialdemokraterna	Moderaterna	Liberalerna
Sweden	2002	Vänsterpartiet	Socialdemokraterna	Moderaterna	Liberalerna
Sweden	2006	Vänsterpartiet	Socialdemokraterna	Moderaterna	Liberalerna
Sweden	2010	Vänsterpartiet	Socialdemokraterna	Moderaterna	Liberalerna
Switzerland	2003	-	Sozialdemokratische Partei der Schweiz	Christlichdemokratische Volkspartei der Schweiz	Freisinnig-Demokratische Partei
Switzerland	2007	-	Sozialdemokratische Partei der Schweiz	Christlichdemokratische Volkspartei der Schweiz	Freisinnig-Demokratische Partei
Switzerland	2011	-	Sozialdemokratische Partei der Schweiz	Christlichdemokratische Volkspartei der Schweiz	Freisinnig-Demokratische Partei
Switzerland	2015	-	Sozialdemokratische Partei der Schweiz	Christlichdemokratische Volkspartei der Schweiz	Freisinnig-Demokratische Partei
UK	2015	Greens	Labour Party	Conservative Party	Liberal Democrats



**Table A6.** Conditional logit models: full estimation results

	(1)	(2)
Leader evaluation	1.268*** (0.0183)	1.273*** (0.0184)
Partisanship	0.927*** (0.0125)	0.927*** (0.0125)
Ideological proximity	0.974*** (0.0144)	0.976*** (0.0145)
Leader evaluation*	-	0.0993***
Newspaper/Television-Centrism		(0.0160)
<b><i>Far Left</i></b>		
Age	-0.00784*** (0.00180)	-0.00792*** (0.00180)
Female	-0.0241 (0.0525)	-0.0224 (0.0526)
Educational attainment	0.144*** (0.0363)	0.143*** (0.0363)
Interest in politics	0.200*** (0.0604)	0.200*** (0.0606)
Newspaper exposure	-0.0285 (0.0527)	-0.0303 (0.0532)
Television exposure	-0.0584 (0.0500)	-0.0574 (0.0503)
Newspaper/Television-Centrism	-0.0291 (0.0536)	-0.0421 (0.0539)
<b><i>Conservative/Christian</i></b>		
Age	0.00520*** (0.00123)	0.00511*** (0.00123)
Female	0.0207 (0.0378)	0.0194 (0.0379)
Educational attainment	0.0944*** (0.0267)	0.0939*** (0.0268)
Interest in politics	0.0846 (0.0443)	0.0876* (0.0444)
Newspaper exposure	0.0228 (0.0382)	0.0156 (0.0387)
Television exposure	-0.0546 (0.0368)	-0.0513 (0.0370)
Newspaper/Television-Centrism	0.0453 (0.0392)	0.0367 (0.0394)
<b><i>Conservative/Liberal</i></b>		
Age	0.00509*** (0.00134)	0.00514*** (0.00134)
Female	0.0836* (0.0415)	0.0818* (0.0415)
Educational attainment	0.228*** (0.0289)	0.228*** (0.0289)
Interest in politics	0.0174 (0.0486)	0.0133 (0.0485)
Newspaper exposure	0.139** (0.0423)	0.137** (0.0426)
Television exposure	-0.0675 (0.0408)	-0.0680 (0.0409)
Newspaper/Television-Centrism	0.0784 (0.0431)	0.0877* (0.0431)

Log-likelihood	-22414.503	-22391.159
Wald chi-2	17063.37	17063.89
AIC	45137.0	45092.3
BIC	46714.3	46679.8
N (respondents)	207322	207322
N (observations)	58945	58945

*Note:* Cell entries are standardized logistic regression estimates. Standard errors (in parentheses) are clustered robust at the respondent-level. All models include year and country fixed-effects. Reference category: Social-Democrats \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table A7.** Leave-One-Out Cross Validation (LOOCV) for interaction effect models

<i>Case(s) excluded</i>	<i>Conditional logit</i>	<i>Stacked data matrix</i>
Austria	0.097*** (0.016)	0.075*** (0.007)
Denmark	0.110*** (0.016)	0.089*** (0.008)
Finland	0.100*** (0.016)	0.078*** (0.007)
Germany	0.096*** (0.016)	0.079*** (0.007)
Greece	0.106*** (0.016)	0.083*** (0.007)
Ireland	0.100*** (0.016)	0.077*** (0.007)
Italy	0.094*** (0.016)	0.082*** (0.008)
Netherlands	0.097*** (0.016)	0.074*** (0.008)
Portugal	0.100*** (0.016)	0.074*** (0.007)
Spain	0.078*** (0.016)	0.054*** (0.008)
Sweden	0.101*** (0.018)	0.078*** (0.008)
Switzerland	0.093*** (0.018)	0.066*** (0.008)
United Kingdom	0.102*** (0.016)	0.082*** (0.008)
Mediterranean EL-ES-IT-PT	0.069*** (0.017)	0.056*** (0.009)
North/Central AT-CH-DE-DK-FI-NL-SE	0.032 (0.037)	0.078*** (0.013)
North Atlantic IE-UK	0.103*** (0.016)	0.083*** (0.008)

Note: \*\*\*  $p < 0.001$

**Table A8.** Full estimation results for Hierarchical logit models (HLM), by party family

	Far Left	Social-Democrats	Conservative/Christian	Conservative/Liberal
Age	-0.0178*** (0.00149)	-0.00738*** (0.000866)	-0.000722 (0.000957)	-0.00735*** (0.00105)
Gender (Female=1)	-0.0317 (0.0435)	0.0304 (0.0269)	0.00565 (0.0301)	0.0375 (0.0329)
Educational attainment	0.238*** (0.0297)	-0.155*** (0.0189)	-0.0404 (0.0214)	0.197*** (0.0230)
Interest in politics	-0.120* (0.0484)	-0.319*** (0.0306)	-0.265*** (0.0341)	-0.302*** (0.0379)
Newspaper exposure	-0.0591 (0.0444)	-0.0894** (0.0272)	-0.0571 (0.0309)	0.0545 (0.0347)
Television exposure	-0.190*** (0.0424)	-0.0465 (0.0261)	-0.120*** (0.0296)	-0.115*** (0.0329)
Newspaper/Television-Centrism	-0.0580 (0.0512)	-0.0248 (0.0290)	-0.0142 (0.0340)	0.00204 (0.0367)
Ideological proximity	1.220*** (0.0364)	1.112*** (0.0190)	1.394*** (0.0241)	-1.246*** (0.0268)
Partisanship	0.925*** (0.0198)	1.772*** (0.0243)	1.472*** (0.0254)	1.119*** (0.0215)
Leader evaluations	1.052*** (0.0320)	0.994*** (0.0188)	1.206*** (0.0236)	0.900*** (0.0228)
Leader evaluations *Newspaper/Television-Centrism	0.0783** (0.0276)	0.0738*** (0.0173)	0.111*** (0.0204)	0.108*** (0.0197)
Constant	-2.967*** (0.169)	0.532*** (0.111)	-1.198*** (0.177)	-1.939*** (0.197)
Random intercept (STUDYID)	-0.494*** (0.120)	-0.720*** (0.108)	0.00955 (0.105)	0.0566 (0.114)
Log-likelihood	-7929.4529	-18446.589	-15127.265	-12874.091
Wald chi-2	5289.91	12630.77	10817.28	7262.52
AIC	15884.9	36919.2	30280.5	25774.2
BIC	15998.2	37036.1	30397.3	25888.1
N (respondents)	45040	59503	58611	47397
N (parties)	41	48	47	42

*Note:* Cell entries are standardized logistic regression estimates. Standard errors (in parentheses). All models include random intercepts at the election study level (STUDYID). \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

**Table A9.** Interaction effects with 3-point vs. 7-point NP/TV-centrism index

	<i>Conditional logit</i>		<i>Stacked data matrix</i>	
	(1)	(2)	(3)	(4)
<b><i>Respondent*party-level covariates</i></b>				
Leader evaluation	1.273*** (0.0184)	1.275*** (0.0185)	1.047*** (0.0086)	1.047*** (0.0086)
Partisanship	0.927*** (0.0125)	0.927*** (0.0125)	0.748*** (0.0062)	0.747*** (0.0062)
Ideological proximity	0.976*** (0.0145)	0.976*** (0.0145)	0.958*** (0.0093)	0.958*** (0.0093)
<b><i>Cross-level interaction</i></b>				
Leader evaluation*	0.0993*** (0.0160)	-	0.0772*** (0.0077)	-
NP/TV-Centrism (3-points)				
Leader evaluation*	-	0.1161*** (0.0169)	-	0.0853*** (0.0079)
NP/TV-Centrism (7-points)				

*Note:* Cell entries are standardized logistic regression estimates. Standard errors (in parentheses) are clustered robust at the respondent-level. All models include year and country fixed-effects. Respondent-specific controls (age, gender, education, political interest, newspaper consumption, television consumption, and score on the Newspaper/Television-Centrism index) are included, but coefficients are not shown for parsimony. \*\*\*  $p < 0.001$ .