Supplementary Information
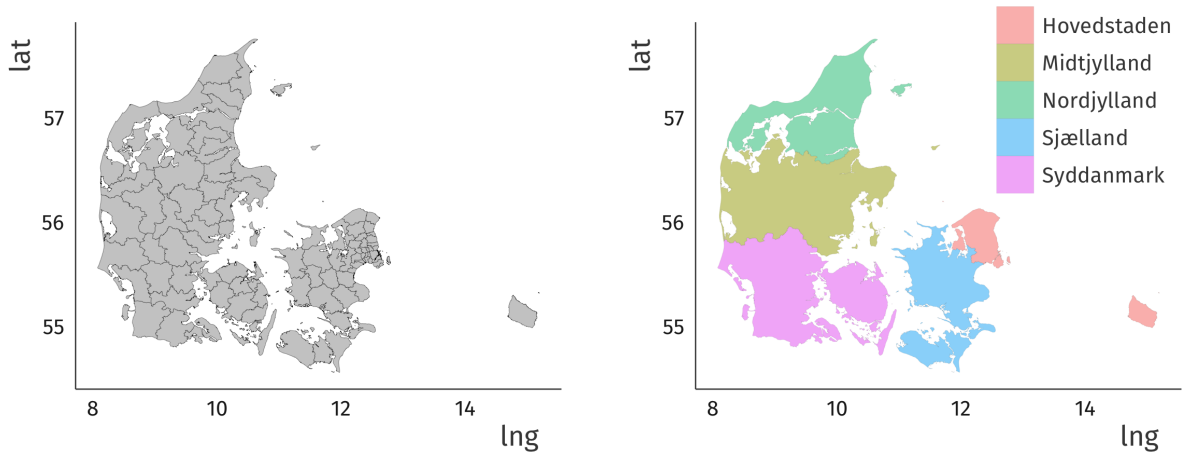
Contents

A Maps

Figure SI 4: Danish Municipalities and Danish Regions

Note: The maps show the geographic boundaries of the 98 Danish municipalities (left) and five regions (right).

Figure SI 5: Differences in Shares of Candidates across Municipalities and Regions
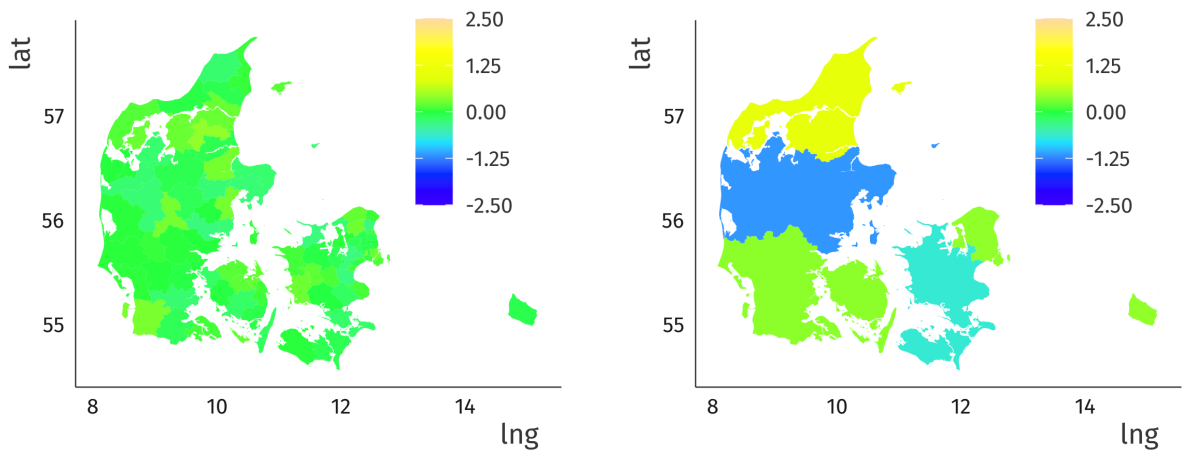
Note: The maps show the differences between the share of party candidates in the reduced sample and the share of party candidates in the election across municipalities and regions.

B   Treatment Text in Danish

Experimental manipulation

Ny rapport om politiske problemer i din region

—

Kære *navn på kandidat*,

Vi skriver til dig, fordi du stiller op til kommunalvalg 2021.

Vi er forskere ved Name of University, og vi vil gerne gøre dig opmærksom på nye forskningsresultater vedrørende *[klimaforandringer/offentlige skoler]*.

Helt konkret har vi undersøgt [borgernes holdninger til/politiske partiers holdninger til/mediernes fokus på/tal og statistikker på] emnet i din region.

Hvis du er interesseret i, hvad [borgerne synes/partierne synes/medierne skriver/tallene siger] om [klimaforandringer/offentlige skoler], kan du følge dette link til vores forskningsrapport: klik her for at se rapporten

Mvh.
Author 1, PhD
Author 2, PhD
Name of Department
Name of University

C   Main Analysis – Regression Tables – DV: Click

	Model 1
	DV: Click
(Intercept)	0.269***
	(0.011)
Cue - Public Opinion	-0.004
	(0.016)
Cue - Rival Party	-0.025
	(0.016)
Cue - Media	-0.037*
	(0.016)
N	6035

$^{***}p < 0.001; ^{**}p < 0.01; ^{*}p < 0.05$

Table SI 2: Regression Table – Cue (OLS with HC2 Std. Error)

	Model 2
	DV: Click
(Intercept)	0.234***
	(0.008)
Issue - School	0.038***
	(0.011)
N	6035

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Table SI 3: Regression Table – Problem (OLS with HC2 Std. Error)

	Model 3
	DV: Click
(Intercept)	0.367***
	(0.054)
Cue - Public Opinion	-0.004
	(0.016)
Cue - Rival Party	-0.025
	(0.016)
Cue - Media	-0.037*
	(0.016)
Issue - School	0.038***
	(0.011)
Block variables	Yes
N	6035

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Table SI 4: Regression Table – Main Model (OLS with HC2 Std. Error)

	Model 4
	DV: Click
(Intercept)	0.346***
	(0.054)
Cue - Public Opinion	0.024
	(0.022)
Cue - Rival Party	0.018
	(0.022)
Cue - Media	-0.026
	(0.021)
Issue - School	0.079***
	(0.023)
Cue - Public Opinion:Issue - School	-0.056
	(0.032)
Cue - Rival Party:Issue - School	-0.086**
	(0.032)
Cue - Media:Issue - School	-0.021
	(0.031)
Block variables	Yes
N	6035

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Table SI 5: Regression Table – Interaction Model (OLS with HC2 Std. Error)

Figure SI 6: Click Rate by Block Affiliation.
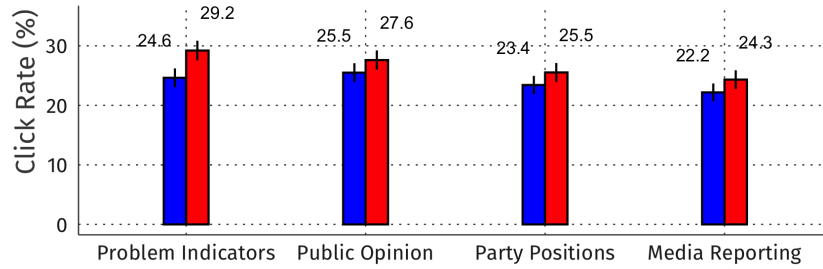
Note: Error bars represent ± 1 standard error (HC2)
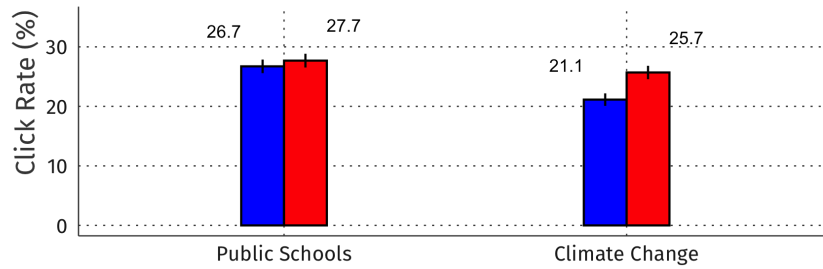
Note: Error bars represent ± 1 standard error (HC2)

Note: The Liberal Party, Conservative People's Party, Danish People's Party, The New Right, and Liberal Alliance belong to the blue block. The Social Democrats, Social Liberal Party, Socialist People's Party, Unity List – The Red-Greens, and The Alternative belong to the red block.

Figure SI 7: Click Rate by Party Affiliation.
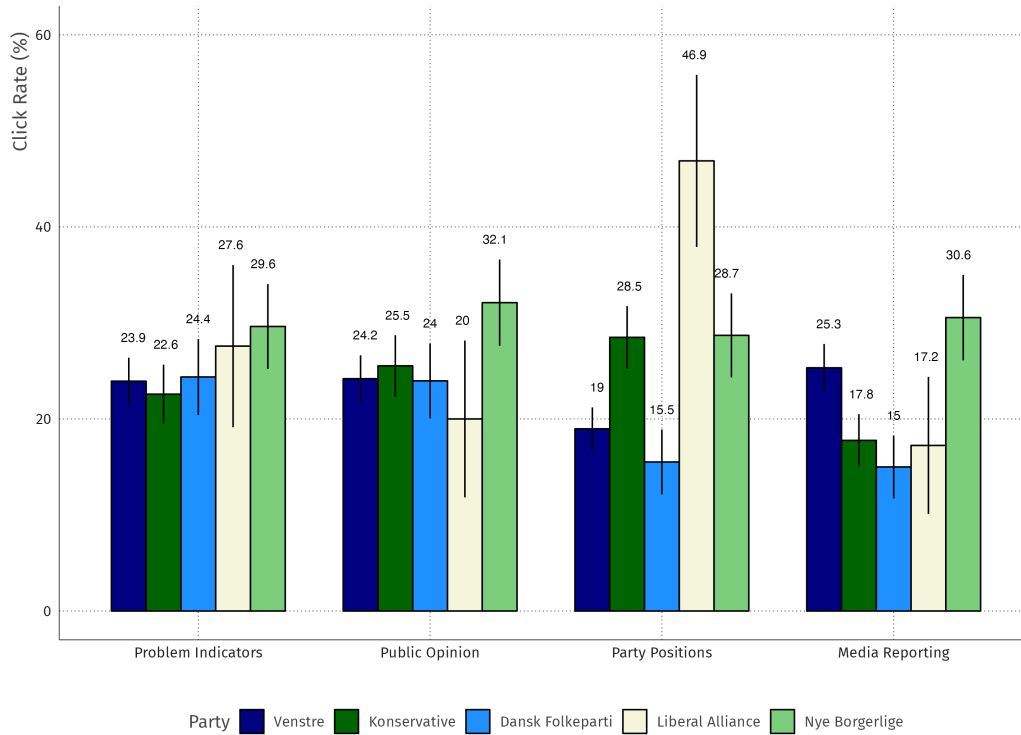
Note: The upper panel shows parties belonging to the right/blue bloc. The lower panel shows parties belonging to the left/red bloc.

Figure SI 8: Click Rate by Party Affiliation.
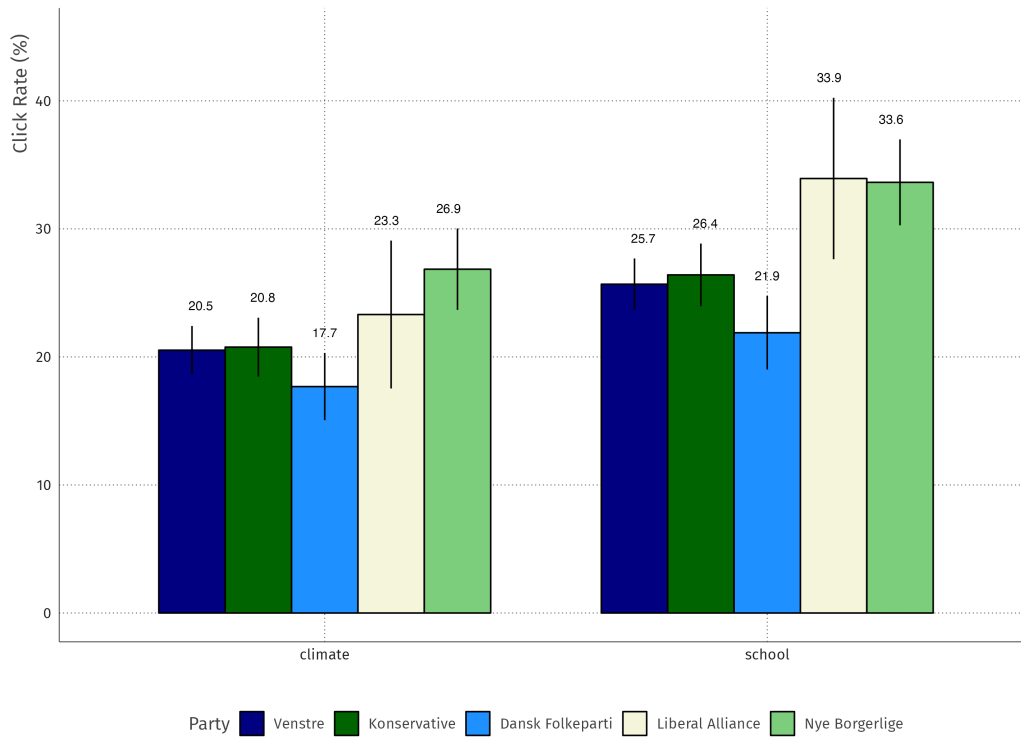
Note: Error bars represent ± 1 standard error (HC2)
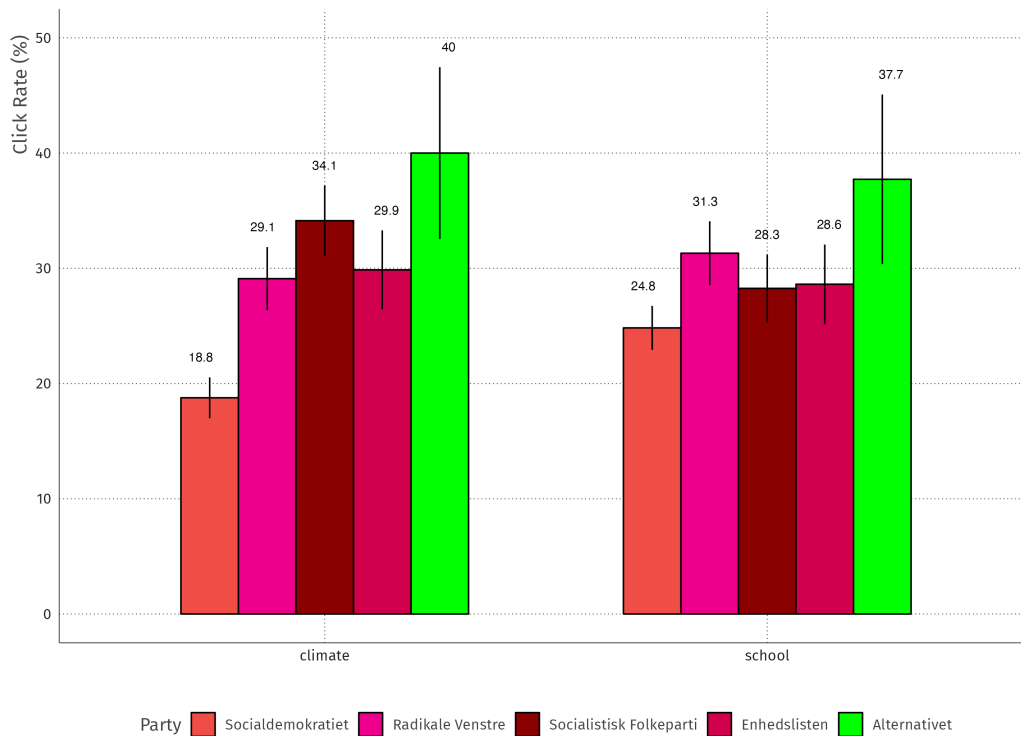
Note: Error bars represent ± 1 standard error (HC2)

Note: The upper panel shows parties belonging to the right/blue bloc. The lower panel shows parties belonging to the left/red bloc.

D   Additional Analysis – DV: Click (Public Schools vs. Climate Change)

D.1   Theoretical expectation

We expect that politicians may engage differently with information about a societal problem dependent on problem characteristics. Problems differ in their specific characteristics and, consequently, their attractiveness to politicians, parties, and the public (Cobb, 1983; Rochefort and Cobb, 1993). Whether or not a problem is addressed is highly related to its obtrusiveness (Soroka, 2002b). Here, the expectation is that a more obtrusive issue, which affects many citizens immediately on a daily basis, will draw more att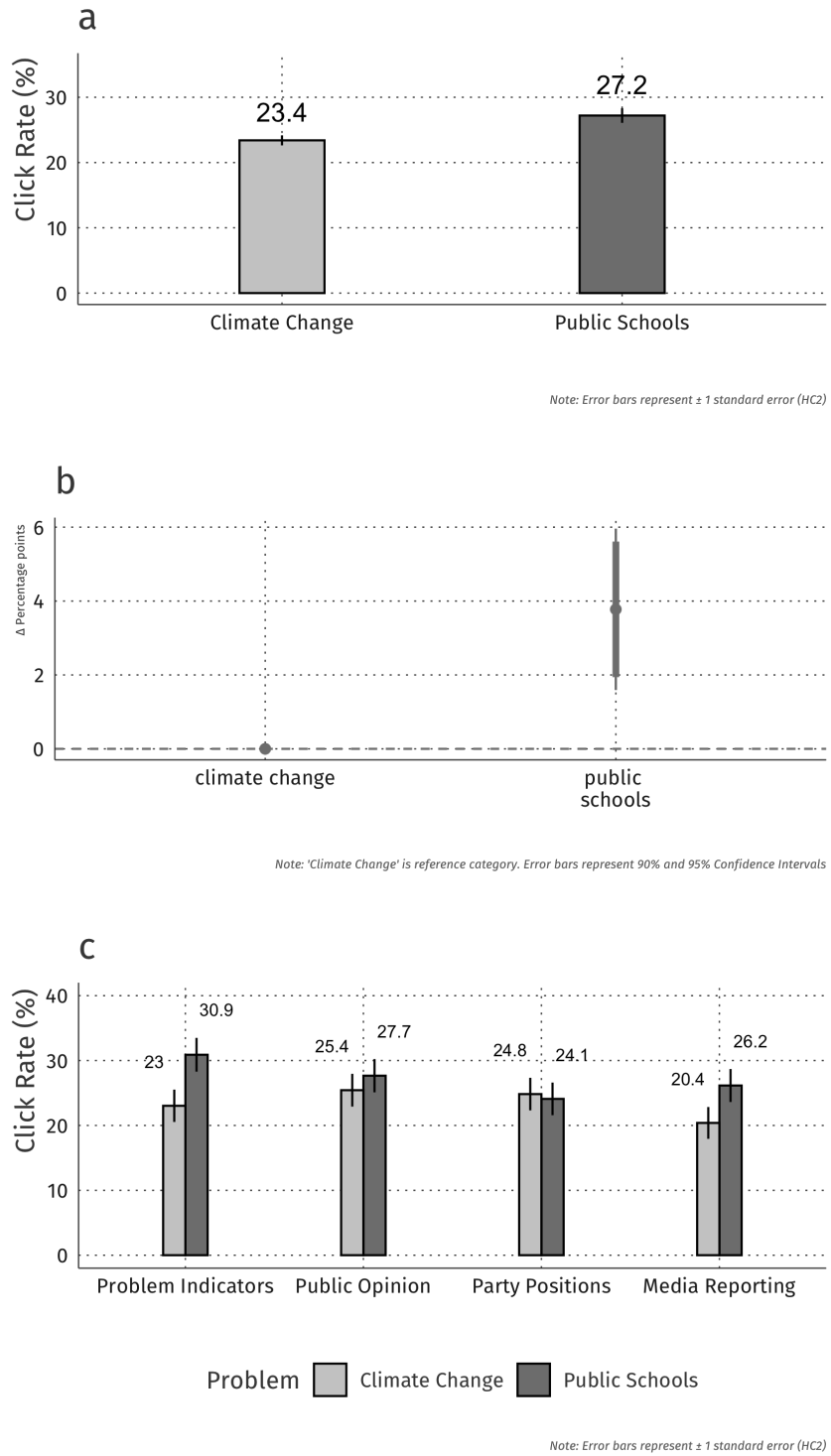ention. As others have argued in the literature (Green-Pedersen, 2019), this is the case with public schools more than climate change (i.e., the two problems under consideration in this study) because citizens either go to school themselves, have recently graduated, or have children or grandchildren who attend school. Hence, most citizens have close experience with the problem. The effects of climate change, such as heavy rain, flooding, drought, or wildfires, are becoming more visible but are still relatively rare events that occur occasionally and locally. We therefore expect that politicians' attention to a problem will be higher if problem information features a more obtrusive problem (public schools) compared to the less obtrusive problem (climate change).

D.2   Results - Experiment

The click rate of candidates who were offered access to a report about public schools is 27.2%. Among those who were offered problem information about climate change, 23.4% clicked on the link (see panel a below). As shown in panel b of Figure 9, we estimate a statistically significant 3.8 [95% CI: 1.6 to 6.0] percentage point ITT effect on clicking for the public school condition compared to the climate change condition. The result lends support to the expectation that politicians are more likely to attend to obtrusive problems that affect many citizens compared to less obtrusive problems. Panel c in Figure 9 shows click rates by cue and problem conditions based on interactions between the experimental conditions. The results show that party candidates are particularly keen to access problem information with statistical problem indicators about public schools (30.9%). Problem information that shows party positions has the lowest click rate in the public school condition. For climate change, we see that it is the problem information featuring public opinion that has the highest click rate (25.4%) followed by party positions (24.8%), problem indicators (23.0%), and media reporting (20.4%).

Figure SI 9: Click Rates by Problem Condition and Effects on Clicking

a

Note: Error bars represent ± 1 standard error (HC2)

b

Note: 'Climate Change' is reference category. Error bars represent 90% and 95% Confidence Intervals

c

Note: Error bars represent ± 1 standard error (HC2)

Note: Results based on models in Tables SI 3, 4, and 5.

D.3 Results - Interviews

Our interviews also reassure the finding in the experiment that politicians are most interested in problem information that features highly obtrusive problems. Most politicians said that they are particularly interested in problem indicators about public schools and welfare issues because solving everyday problems can make a difference in citizens' lives. "Schools are just more immediate, tangible, and relevant to us and our voters. Schools are right before us, and we can do something about them as opposed to climate change", one respondent said. In addition, a number of politicians said that climate change is an important problem. However, when going into detail with why this is the case and what can be done about it, they focused on citizen-oriented implementation at the local level, such as the expansion of charging stations for electric cars, waste sorting, and meat-free days in public canteens.

E   Additional Analysis - Incumbents vs. Non-Incumbents

We explore possible differences between incumbents and non-incumbents and note that the subgroup analysis was not specified prior to administering the experiment. Our sample includes 1,442 incumbent candidates (equaling 24%) who seek reelection alongside candidates that challenge the incumbents.[10]

In terms of attention to problem information, it might be that incumbent candidates more so than challenger candidates attend to rival parties rather than the media, public opinion, and statistical indicators. Through their four years in office, incumbent candidates have gained important experience that presumably leads them to be even more risk averse and strategic than the challengers. Assuming that they appreciate life as representatives, they have more at stake because they have something to lose if they are not reelected. On the contrary, these politicians have achieved public office and may have become keen on genuinely solving problems. Perhaps the time in office has revealed to them that it is indeed possible to find ways to overcome actual problems and in this way improve the welfare of citizens. Hence, they are concerned with the actual problem levels and their voters (i.e., the public) more than with what other actors do and say (i.e., the media and rival parties).

Figure 10 shows click rates by types of problem information for incumbents and non-incumbents. Incumbents are particularly interested in accessing statistical problem indicators as 28.9% of incumbents assigned to the condition clicked on the link. The click rate for incumbents who were offered problem information featuring public opinion is 26.0%. The rates for the two remaining conditions are 21.0% (party positions) and 18.9% (media reporting) and differ from the click rates of non-incumbents in both substance and statistical significance. The click rates of non-incumbents are much more balanced across experimental conditions. Nevertheless, we see that non-incumbents are also keen to access statistical problem information (26.3%). We find similar patterns when comparing party candidates who were elected in the current election (i.e., post-treatment) with those who were not (see Figure SI 13 and Table SI 8). In addition, our results show that the number of personal votes is positively correlated with the probability of

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[10]To determine incumbent status of party candidates, we match our data with official election results provided by KMDvalg. The name of a person is sometimes listed differently in the two databases (mainly because of middle names and initials). We apply fuzzy string matching based on the candidates' first name, last name, municipality, and political party and match observations with a Jaro-Winkler distance below 0.10. Results are robust to the use of different distance metrics and thresholds.

clicking on the link. This pattern is stronger for party candidates who were offered problem information about statistical indicators and public opinion (see Figure SI 14). The key take away from the analysis of our experimental data is that politicians in our sample attend to problem information, and more so to statistical problem indicators and public concern than rival party positions and media reporting. This pattern is most pronounced for incumbent candidates and elected candidates in our sample.

Figure SI 10: Click Rates by Treatment Conditions and Incumbent Status
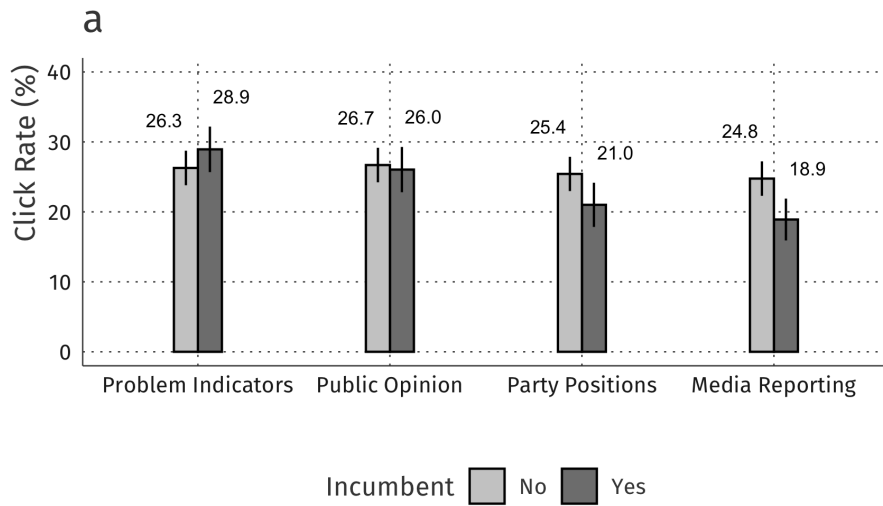
Note: Error bars represent ± 1 standard error (HC2)

Note: Results based on model in Table SI 6.

E.1 Additional Analysis – Incumbents vs. Non-Incumbents: Regression Tables

	Model 1
	DV: Click
(Intercept)	0.359***
	(0.054)
Cue - Public Opinion	0.004
	(0.019)
Cue - Rival Party	-0.009
	(0.018)
Cue - Media	-0.015
	(0.018)
incumbent	0.024
	(0.029)
Issue - School	0.036**
	(0.013)
Cue - Public Opinion:incumbent	-0.033
	(0.037)
Cue - Rival Party:incumbent	-0.071*
	(0.036)
Cue - Media:incumbent	-0.085*
	(0.035)
incumbent:Issue - School	0.006
	(0.025)
Block variables	Yes
N	6035

$^{***}p < 0.001; ^{**}p < 0.01; ^{*}p < 0.05$

Table SI 6: Regression Table – Interaction Model (OLS with HC2 Std. Error)

Figure SI 11: Click Rates by Treatment Conditions and Incumbent Status

Note: Error bars represent ± 1 standard error (HC2)
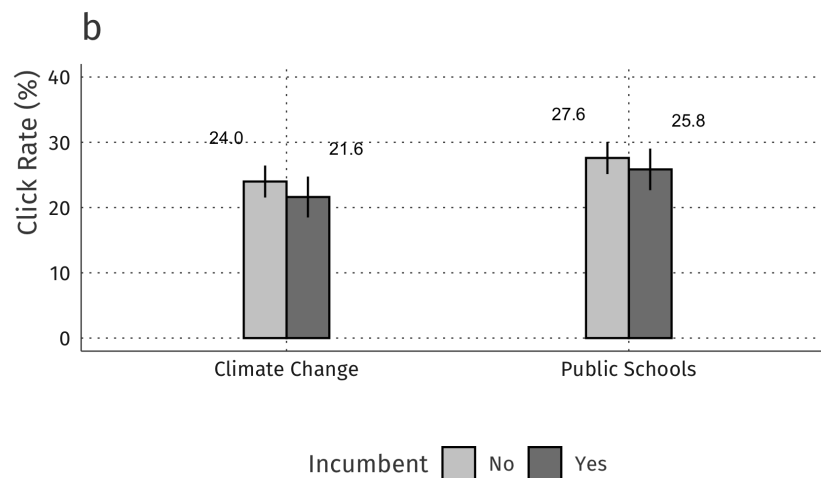
Note: Results based on model in Table SI 6.

Panel b in Figure 11 shows click rates for incumbents and non-incumbents by experimental problem conditions. Both incumbents (25.8% vs. 21.6%) and non-incumbents (27.6% vs. 24.0%) favor problem information about public schools compared to climate change.

E.2   Additional Analysis – Incumbents vs. Non-Incumbents: Accounting for Background Variables

We incorporated additional data from a voting advice application survey to strengthen our confidence that the above results are driven by incumbency status and not other characteristics that are correlated with incumbency statues. The data on candidate demographics include age, gender, education, and profession. Table 7 shows differences in the background characteristics between incumbents and non-incumbents, highlighting differences, especially in gender, profession, education, and party affiliation. In response, we conducted a new analysis, adding interaction terms between treatment status and the background variables gender, profession, education, and party affiliation. The results, shown in Figure 12, confirm our initial interpretation. Incumbents prioritize problem indicators and public opinion, showing less interest in party positions and media reporting. Non-incumbents display a more balanced interest across information type categories.

Figure SI 12: Click Rates by Treatment Conditions and Incumbent Status
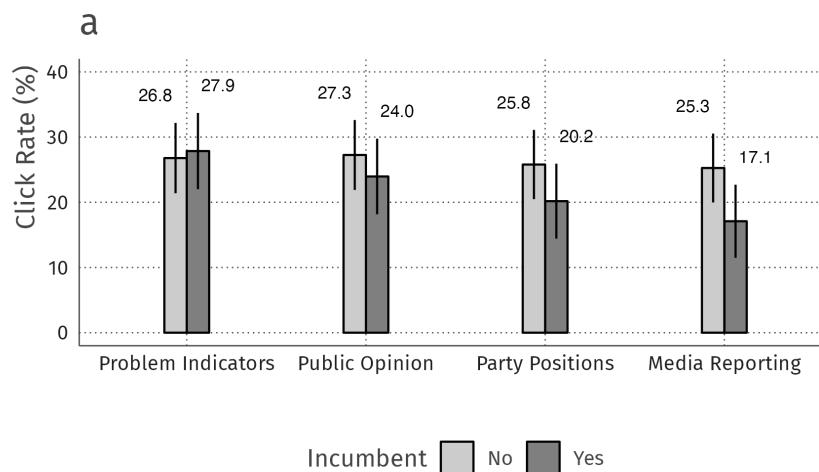

Note: Error bars represent ± 1 standard error (HC2)

Note: Results based on model specification that interacts treatment status with incumbent status and includes interactions of the treatment status with background characteristics.

Table SI 7: Background characteristics - Incumbent vs. Non-Incumbent

Characteristic	Incumbent	Non-Incumbent
Age (Mean)	52.9	49.8
Gender (%)		
Male	61.1%	52.1%
Female	28.2%	27.8%
Other	0.07%	0.15%
Not provided	10.7%	19.6%
Education (%)		
Primary School	1.1%	0.7%
10th grade	1.3%	1.5%
High School	7.1%	7.1%
Vocational	24.2%	20.2%
Bachelor	24.5%	21.8%
Master	21.5%	21.5%
PhD	1.1%	1.2%
Not provided	18.9%	25.9%
Profession (%)		
Outside the Labor Market	6.1%	7.7%
Student	1.2%	4.6%
Private Sector Employee/Self-employed	35.3%	34.8%
Public Employee	23.2%	20.5%
Leader	8.0%	6.7%
Other Political Position	9.0%	0,7%
Not Specified	17.2%	25.0%
Political Party (%)		
Social Democrats	41.2%	17.1%
Liberal Party	27.7%	18.2%
Conservative People's Party	10.1%	13.5%
Social Liberal Party	3.7%	12.7%
Socialist People's Party	4.6%	10.0%
Danish People's Party	8.0%	7.8%
The New Right	0%	9.4%
Unity List - The Red-Greens (%)	3.8%	7.2%
Liberal Alliance	0.5%	2.4%
The Alternative	0.3%	1.8%

F Additional Analysis – Elected vs. Not Elected

We note that elected refers to candidates who were elected in the current election (i.e., post-treatment).

Figure SI 13: Click Rates by Treatment Conditions and Election Status

a

Click Rate (%) by Problem Indicators (24.6, 32.4), Public Opinion (24.0, 32.1), Party Positions (22.6, 28.7), Media Reporting (22.7, 24.6).

Elected: No, Yes

Note: Error bars represent ± 1 standard error (HC2)

b

Click Rate (%) by Climate Change (21.6, 27.6), Public Schools (25.4, 31.4).

Elected: No, Yes

Note: Error bars represent ± 1 standard error (HC2)
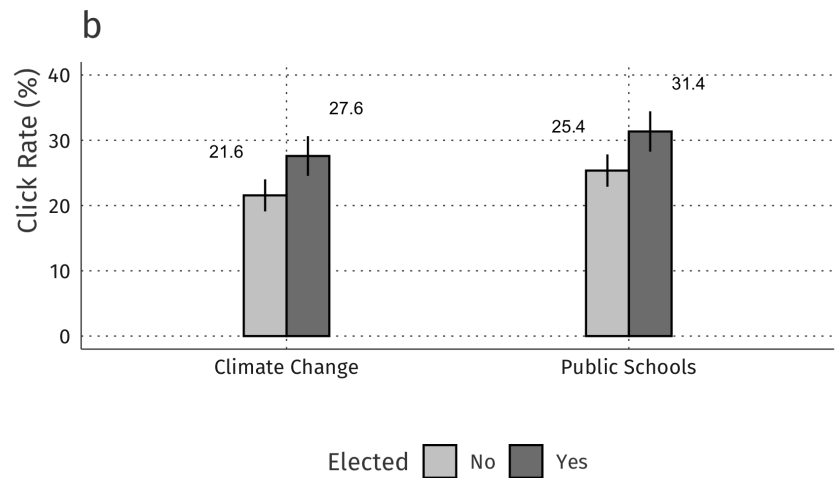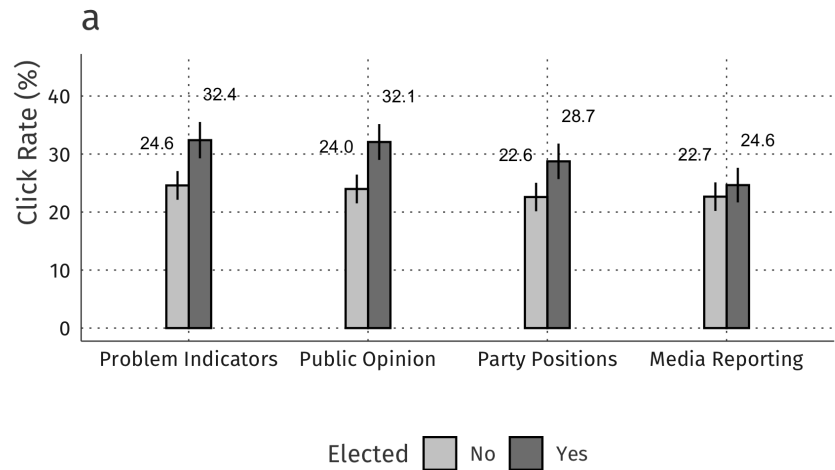
Note: ITT estimates based on model in Table SI 8.

	Model 1
	DV: Click
(Intercept)	0.360***
	(0.054)
Cue - Public Opinion	-0.006
	(0.019)
Cue - Rival Party	-0.020
	(0.019)
Cue - Media	-0.019
	(0.019)
elected	0.078**
	(0.028)
Issue - School	0.038**
	(0.013)
Cue - Public Opinion:elected	0.003
	(0.036)
Cue - Rival Party:elected	-0.017
	(0.035)
Cue - Media:elected	-0.058
	(0.034)
elected:Issue - School	-0.000
	(0.025)
Block variables	Yes
N	6035

$^{***}p < 0.001; {}^{**}p < 0.01; {}^{*}p < 0.05$

Table SI 8: Regression Table – Interaction Model (OLS with HC2 Std. Error)

G   Additional Analysis – Personal Votes

Figure SI 14: Click Rates and Personal Vote
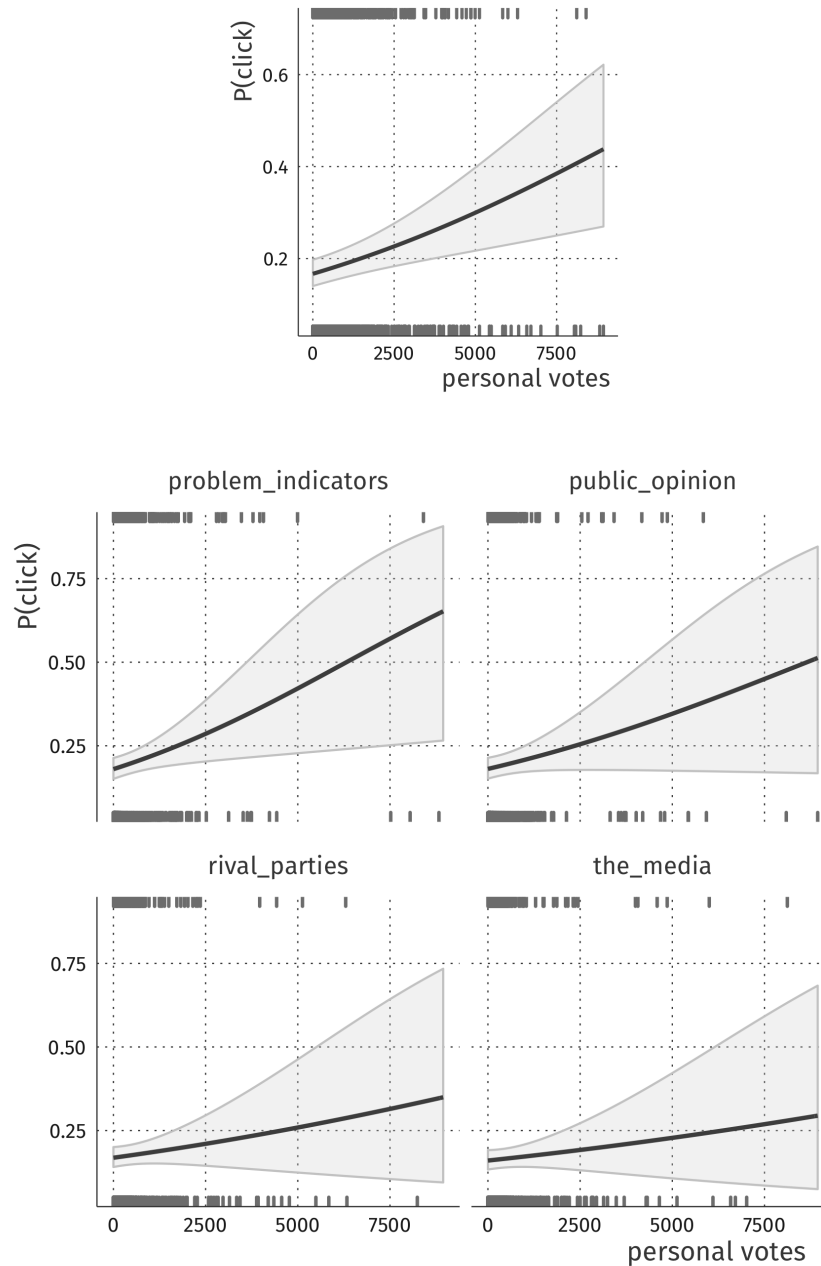
Note: The upper panel shows the main effect of the number of personal votes. The lower panels show interaction effects between the number of personal votes and treatment conditions. Note that the x-axis is truncated to exclude nine extreme observations beyond 10,000 personal votes.

H Bounds on Treatment Effects

In the following, we report bounds on the estimated treatment effects by re-coding outcome values for the 199 observations that are missing because our email failed or bounced back. First, we show how the missing values are distributed across our eight treatment conditions (see Table SI 10). Second, we re-analyze our main analysis based on re-coded outcome values for the missing observations (see Table SI 9). At the top, we report the estimated treatment effects from the main analysis. Below, we show results if missing outcome values are all coded 0 (no click) or 1 (all click). In addition, we show results if candidates in the media treatment condition who failed to receive our email would have clicked at excessive rates compared to the remaining treatment conditions. Excessive clicking is defined by assigning 30 percent of observations in the treatment condition to clicking, while no one in the remaining treatment conditions is assigned to clicking. Similarly, we show results if candidates in the climate change treatment condition who failed to receive our email would have clicked excessively using the same definition.

Table SI 9: Missing Values by Treatment Condition

Condition	Absolute	Percentage
Problem Indicator – School	35	17%
Problem Indicator – Climate	16	8%
Public Opinion – School	26	13%
Public Opinion – Climate	21	11%
Rival Party – School	25	13%
Rival Party – Climate	24	12%
Media – School	27	14%
Media – Climate	25	13%
Sum	199	100 %

Table SI 10: Bounds on Treatment Effects

Recoding	Condition	Δ Percentage Points	Lower CI 95%	Upper CI 95%
Main Analysis	Public Opinion (vs. Problem Indicator)	-0.4	-3.5	2.7
Main Analysis	Rival Parties (vs. Problem Indicator)	-2.4	-5.6	0.6
Main Analysis	Media (vs. Problem Indicator)	-3.7	-6.7	-0.6
Main Analysis	School (vs. Climate Change)	3.8	1.6	6.0
No click	Public Opinion (vs. Problem Indicator)	-0.3	-3.3	2.7
No click	Rival Parties (vs. Problem Indicator)	-2.3	-5.3	0.6
No click	Media (vs. Problem Indicator)	-3.6	-6.6	-0.6
No click	School (vs. Climate Change)	3.4	1.3	5.6
All click	Public Opinion (vs. Problem Indicator)	-0.6	-3.7	2.6
All click	Rival Parties (vs. Problem Indicator)	-2.5	-5.6	0.6
All click	Media (vs. Problem Indicator)	-3.5	-6.6	-0.4
All click	School (vs. Climate Change)	4.3	2.1	6.5
Media click	Public Opinion (vs. Problem Indicator)	-0.3	-3.3	2.7
Media click	Rival Parties (vs. Problem Indicator)	-2.3	-5.4	0.6
Media click	Media (vs. Problem Indicator)	-2.6	-5.6	0.4
Media click	School (vs. Climate Change)	3.3	1.2	5.4
Climate click	Public Opinion (vs. Problem Indicator)	-0.3	-3.4	2.8
Climate click	Rival Parties (vs. Problem Indicator)	-2.2	-5.2	0.9
Climate click	Media (vs. Problem Indicator)	-3.4	-6.4	-0.4
Climate click	School (vs. Climate Change)	2.6	0.4	4.7

I   Main Analysis – Logistic Regression

	Model 1
	DV: Click
(Intercept)	-0.998***
	(0.058)
Cue - Public Opinion	-0.020
	(0.082)
Cue - Rival Party	-0.129
	(0.083)
Cue - Media	-0.197*
	(0.084)
N	6035

$^{***}p < 0.001;\ ^{**}p < 0.01;\ ^{*}p < 0.05$

Table SI 11: Regression Table – Cue (Logistic Regression with HC2 Std. Error)

	Model 2
	DV: Click
(Intercept)	-1.185***
	(0.043)
Issue - School	0.201***
	(0.059)
N	6035

$^{***}p < 0.001;\ ^{**}p < 0.01;\ ^{*}p < 0.05$

Table SI 12: Regression Table – Problem (Logistic Regression with HC2 Std. Error)

	Model 3
	DV: Click
(Intercept)	−0.572*
	(0.229)
Cue - Public Opinion	−0.020
	(0.083)
Cue - Rival Party	−0.131
	(0.084)
Cue - Media	−0.198*
	(0.085)
Issue - School	0.202***
	(0.060)
Block variables	Yes
N	6035

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table SI 13: Regression Table – Main Model (Logistic Regression with HC2 Std. Error)

	Model 4
	DV: Click
(Intercept)	−0.682**
	(0.236)
Cue - Public Opinion	0.132
	(0.121)
Cue - Rival Party	0.100
	(0.121)
Cue - Media	−0.157
	(0.125)
Issue - School	0.405***
	(0.118)
Cue - Public Opinion:Issue - School	−0.290
	(0.166)
Cue - Rival Party:Issue - School	−0.446**
	(0.168)
Cue - Media:Issue - School	−0.078
	(0.170)
Block variables	Yes
N	6035

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table SI 14: Regression Table – Interaction Model (Logistics Regression with HC2 Std. Error)

J Additional Analysis – DV: Download

Figure SI 15: Downloads by Treatment Conditions and Effects on Download
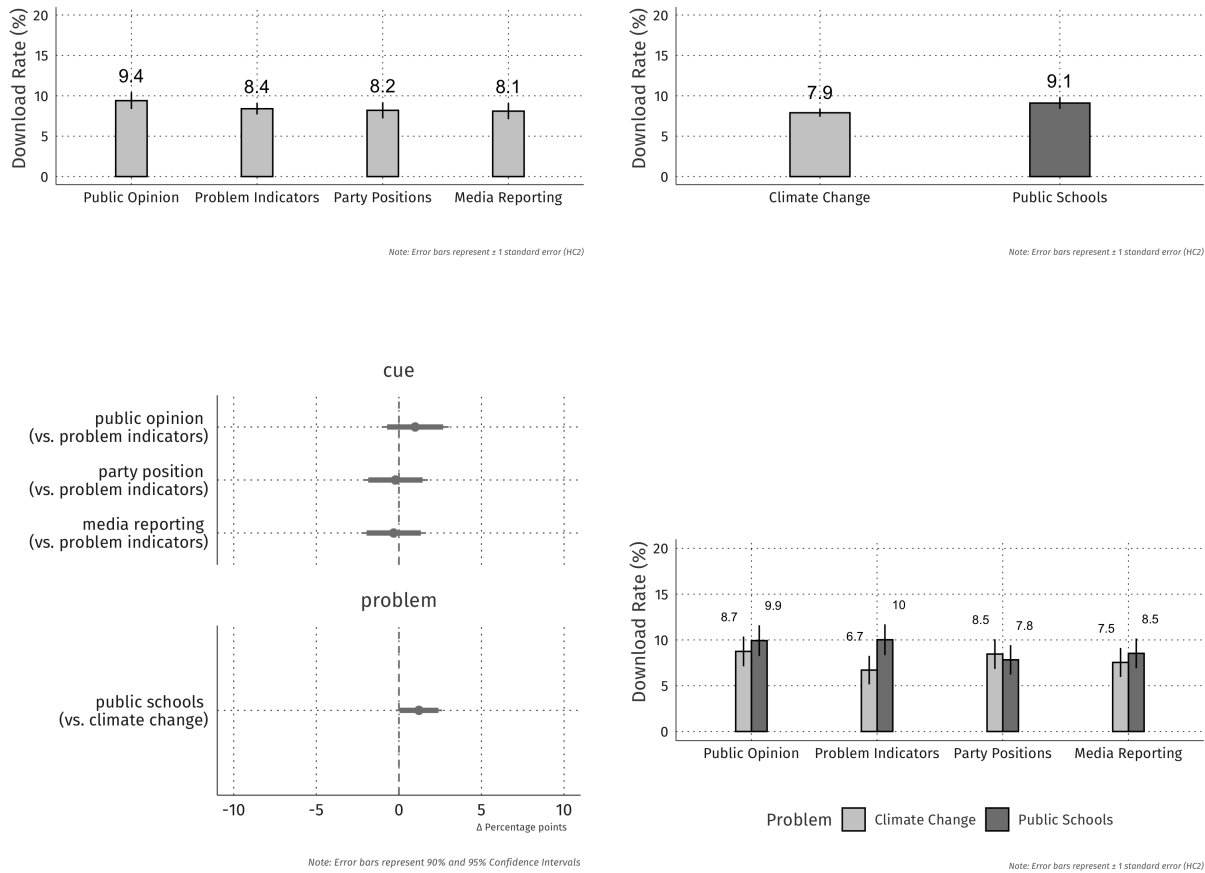
Note: ITT estimates based on models in Tables SI 15, 16, 17, and 18.

	Model 1
	DV: Download
(Intercept)	0.084***
	(0.007)
Cue – Public Opinion	0.010
	(0.010)
Cue – Rival Party	-0.002
	(0.010)
Cue – Media	-0.003
	(0.010)
N	6035

$^{***}p < 0.001; ^{**}p < 0.01; ^{*}p < 0.05$

Table SI 15: Regression Table – Cue (OLS with HC2 Std. Error)

	Model 2
	DV: Download
(Intercept)	0.079***
	(0.005)
Issue - School	0.012
	(0.007)
N	6035

***$p < 0.001$; **$p < 0.01$; *$p < 0.05$

Table SI 16: Regression Table – Problem (OLS with HC2 Std. Error)

	Model 3
	DV: Download
(Intercept)	0.157***
	(0.041)
Cue - Public Opinion	0.011
	(0.010)
Cue - Rival Party	-0.002
	(0.010)
Cue - Media	-0.003
	(0.010)
Issue - School	0.012
	(0.007)
Block variables	Yes
N	6035

***$p < 0.001$; **$p < 0.01$; *$p < 0.05$

Table SI 17: Regression Table – Main Model (OLS with HC2 Std. Error)

	Model 4
	DV: Download
(Intercept)	0.146***
	(0.041)
Cue - Public Opinion	0.020
	(0.014)
Cue - Rival Party	0.017
	(0.014)
Cue - Media	0.008
	(0.013)
Issue - School	0.033*
	(0.014)
Cue - Public Opinion:Issue - School	-0.021
	(0.021)
Cue - Rival Party:Issue - School	-0.039*
	(0.020)
Cue - Media:Issue - School	-0.023
	(0.020)
Block variables	Yes
N	6035

***$p < 0.001$; **$p < 0.01$; *$p < 0.05$

Table SI 18: Regression Table – Interaction Model (OLS with HC2 Std. Error)
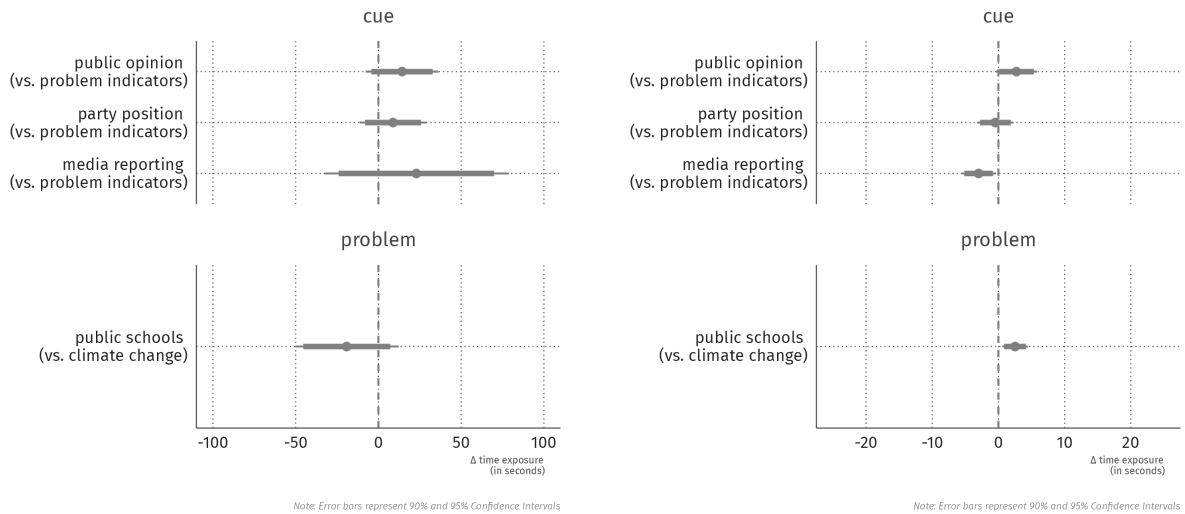
K Additional Analysis – DV: Time Exposure

Figure SI 16: Effect of Email Invitation on Report Time Exposure

Note: Error bars represent 90% and 95% Confidence Intervals

Note: ITT estimates based on model in Table SI 19.

	Model 1	Model 2
	DV: Time exposure (in seconds)	Time exposure (in seconds)
		10 influential outliers removed
(Intercept)	481.095	18.879*
	(468.582)	(7.557)
Cue – Public Opinion	14.309	4.463*
	(11.221)	(2.005)
Cue – Rival Party	8.837	-0.454
	(10.280)	(1.401)
Cue – Media	22.929	-2.298
	(28.526)	(1.490)
Issue – School	-19.1167	3.041*
	(15.977)	(1.216)
Block variables	Yes	Yes
N	6035	6025

$^{***}p < 0.001;\ ^{**}p < 0.01;\ ^{*}p < 0.05$

Table SI 19: Regression Table – Main Model (OLS with HC2 Std. Error)

K.1 Additional Analysis – DV: Time Exposure - Log Transformed

Figure SI 17: Effect of Email Invitation on Report Time Exposure

Note: Error bars represent 90% and 95% Confidence Intervals

Note: ITT estimates based on model in Table SI 20.

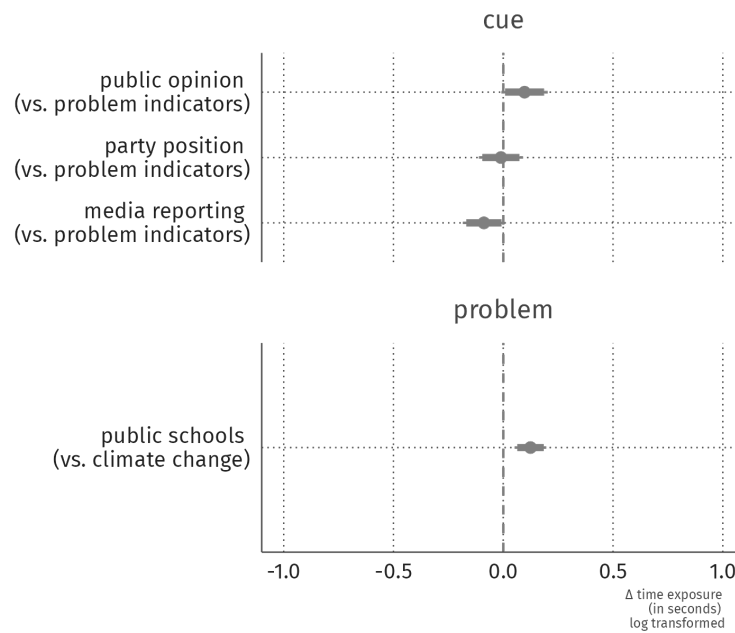|	Model 1 Model 2
	DV: Time exposure (in seconds) log transformed
(Intercept)	1.024***
	(0.224)
Cue - Public Opinion	0.097
	(0.054)
Cue - Rival Party	-0.010
	(0.051)
Cue - Media	-0.088
	(0.049)
Issue - School	0.124***
	(0.036)
Block variables	Yes
N	6035

$^{***}p < 0.001$; $^{**}p < 0.01$; $^{*}p < 0.05$

Table SI 20: Regression Table – Main Model (OLS with HC2 Std. Error)

K.2 Additional Analysis – DV: Time Exposure - Selection Model

Figure SI 18: Effect of Email Invitation on Report Time Exposure

Note: Error bars represent 90% and 95% Confidence Intervals

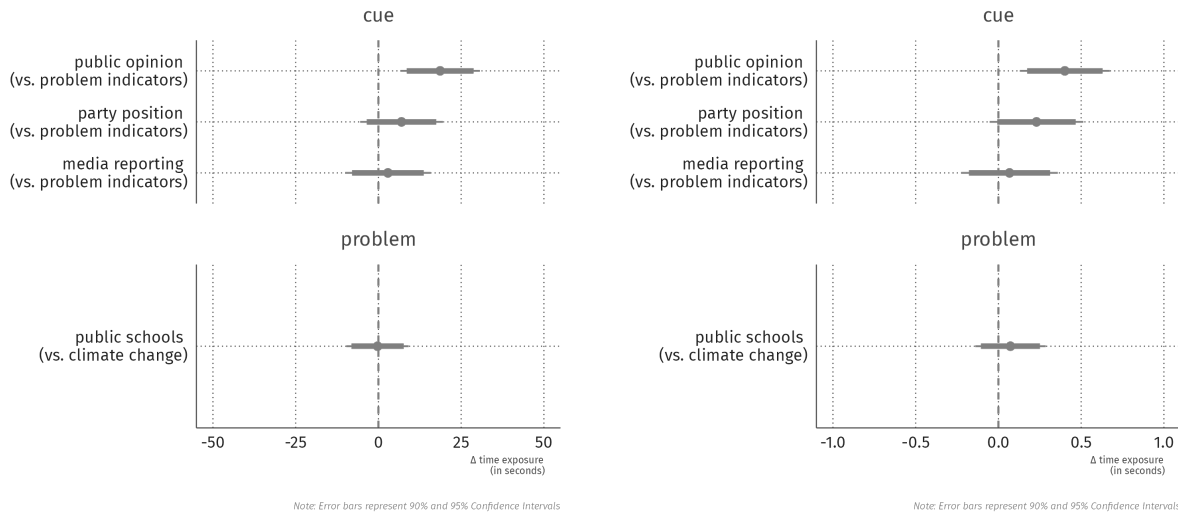*Note:* ITT estimates based on model in Table SI 21.

	Model 1	Model 2
	DV: Time exposure (in seconds)	Time exposure (in seconds) log transformed
(Intercept)	136.654***	3.753***
	30.544	0.658
Cue - Public Opinion	18.644**	0.401**
	6.826	0.147
Cue - Rival Party	6.974	0.230
	7.085	0.153
Cue - Media	2.865	0.067
	7.315	0.158
Issue - School	-0.259	0.073
	5.337	0.115
Block variables	Yes	Yes
N	6025	6025

$^{***}p < 0.001; {}^{**}p < 0.01; {}^{*}p < 0.05$

Table SI 21: Regression Table – 2nd Stage - Selection Model

L   Replies from Party Candidates

As described in our pre-analysis plan and the main text of this manuscript, replies from party candidates via email are not considered an outcome measure. In this section, we give a brief overview of the replies that we received from party candidates as a response to our treatment email and debriefing email.

L.1 Replies to Treatment Email

We received 137 email replies from party candidates as a response to our treatment email. The overwhelming majority were short thank-you emails which confirms the positive value of our field experiment for study participants. Several emails voiced further requests, including requests for reports on different topics and about specific municipalities. 40 individuals notified us that they were not (or no longer) running for election. Only eight replies were negative, including emails stating that we should not write to the candidate's work email or complaining about the timing of our email (i.e., 'too busy to read reports during election campaign'). A single email included abusive language.

Seven party candidates wanted to click on the link but had concerns about phishing because their email service notified them that they had never received an email from the sender before. We immediately replied to these emails and confirmed that we had sent the email. We also replied to all other emails, but this was only done after data collection was completed.

L.2 Replies to Debriefing Email

Our debriefing email emphasized that party candidates should get in contact with us if they wanted to 1) receive a short summary report of the study results or 2) have their outcome measures deleted from the data. In total, 143 party candidates requested a summary report. The report (drafted in Danish) includes the main findings as reported in the main part of this manuscript. The report will be drafted and sent after peer review. Seven party candidates requested to have their data deleted. We replied to confirm that we had received their request and deleted the data.

M Elite Interviews

Table SI 22 gives an overview of our semi-structured interviews. In total, we contacted 90 candidates and conducted 18 interviews throughout 10 December 2021 and 28 January 2022 (interview rate 20%). Our interviewees represent seven parties and 14 municipalities. We interviewed 11 men and seven women. Seven interviewees were incumbents before the election in November 2021, and 12 interviewees were elected in the election.

Table SI 22: Interview Data

Contacted	Interviews	Parties	Municipalities	Incumbent yes/no	Elected yes/no	Male/Female	click yes/no
90	18	7	14	7/11	12/6	11/7	12/6

Our interviews lasted 32 minutes on average. Our interview guideline is divided into three blocks. To begin with, we asked interviewees what topics they are interested in and how they find out which topics deserve or require their attention. Subsequently, we asked about the role of public opinion, rival parties, the media, and statistical indicators and how these influence their

problem attention. Finally, we asked about our initial email and the campaign period. Below, we present our interview guideline.

Introduction:

In short, I'm interested in how politicians or political candidates find out what topics and issues deserve political attention, broadly speaking. There are no right or wrong answers – it's your immediate thoughts and reflections that I would like to hear about. I reckon that our talk will last approx. 20-30 minutes. Our talk is anonymous; i.e., I do not use your name or other things that can identify you in our project. I will, at most, use small quotes from our talk.

Do you have any questions before we get started?

From topic to issue:

- There are countless topics in the world. What topics are you interested in right now? (Why that topic? Is something going on the moment that makes you focus on that topic?)

- How do you find out what problems in society deserve or require your attention? (What is crucial for your assessment, what problems are important? How do you get the impression that something is a problem at all?)
  Reasons for attention:

  Really exciting. I have also thought about some reasons why you as a candidate/politician become aware of a problem, and I would like to hear what you think about those reasons.

- What about citizens' attitudes? Do citizens' attitudes matter for how aware you are of a problem? (Why are they important for what you see as a problem? Where do you find that information? How do you find out what citizens think?)

- Sometimes, other parties may focus a lot on a problem. Does that affect your focus on the problem? (Why are they important for what you see as a problem? How do you find out what the other parties are focusing on? Where do you find out?)

- Other times, it may be the media that focuses on a problem. Does it matter for your problem attention? (Why are they important for what you see as a problem? How do you assess what the media has as its focus?)

- What about numbers and statistics that say something about how the problem is developing? Do they matter for how aware you are of the problem? (How do you use them? Where can you find them? Can you give an example?)

- Are any of those (citizens, parties, the media, and numbers and statistics) more important than others when you assess what you want to focus on?
  Specifically about our email:

  Now, I have asked the most important questions, and it's been really exciting to hear your thoughts. Finally, I would like to end with the email we sent you in October.

- In the email, we offered you access to a report on [schools / climate] in your region. Do you remember our email?

- Do you remember if you clicked on our link? Why did you do that? (Did you have any expectations about what would be in the report? Do you remember what you thought of the report? Was it interesting?)

- During the period around the local election, did you receive similar inquiries with information about a topic or problem? How many? Can you give an example? From other researchers? From interest groups? Or similar?

N Pre-Analysis Plan

N.1 Deviation from Pre-Analysis Plan

After pre-registration but before the final randomization, we realized that a few observations from the Social Democratic Party were duplicated. The observations on party candidates brought together in the final data frame came from two different files and had different municipality values attached by mistake. After assigning the correct municipality and removing duplicates, the number of observations was 6,293. In addition, we observed and deleted a few additional duplicates where email addresses of party candidates were registered both in upper and lower case. As described in the main part of the paper, the final number of party candidates that we contacted via email is 6,281 and not 6,310 as reported in the pre-analysis plan.

O Report Examples
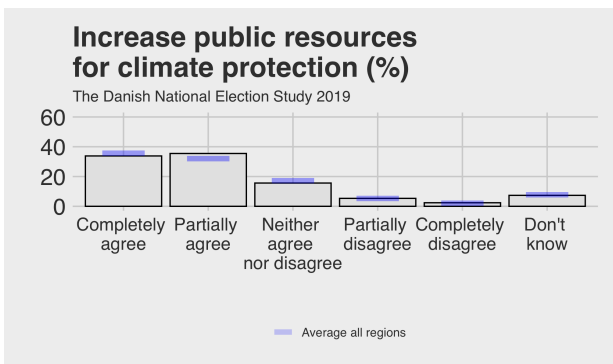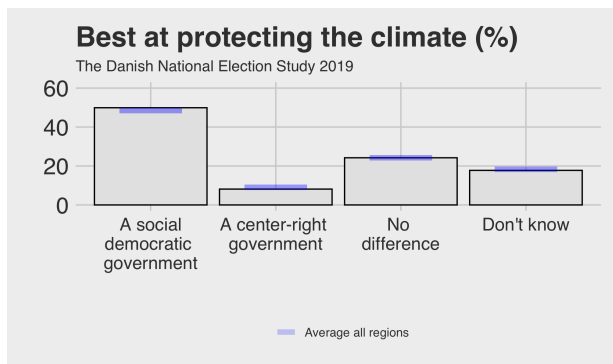
O.1 Public opinion toward climate change (English)

Citizens' attitudes towards climate in your region

This report shows citizens' attitudes towards climate in Central Denmark Region. The report is based on data from The Danish National Election Project, Concito's Climate Barometer and search results from Google Trends. Combined, the indicators in the data give an overview of the public opinion on climate in Central Denmark Region.

The indicators include climate changes in local areas, use of public resources to protect the climate and interest in climate changes. In addition, the report shows Central Denmark Region's position in relation to the average in all regions.

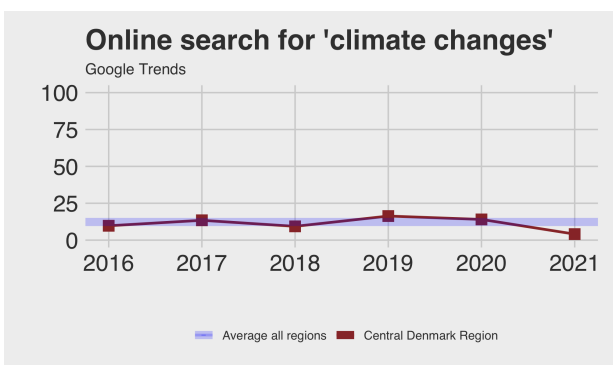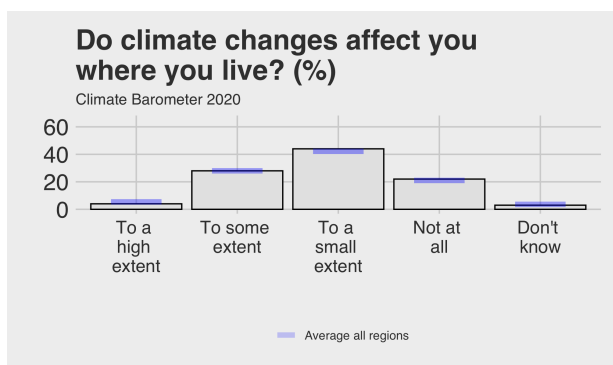**Competence and public resources**

The figure on the left shows respondents' preferences for a social democratic or a center-right government in terms of protecting the climate (the grey boxes). The blue line indicates the average for all regions.

Best at protecting the climate (%)

The Danish National Election Study 2019

Average all regions

Increase public resources for climate protection (%)

The Danish National Election Study 2019

Average all regions

The figure on the right shows the respondents' attitudes towards increased use of public resources to fight climate change (the grey boxes). The blue line indicates the average for all regions. The numbers in both figures are from the Danish National Election Project.

Effects of and interest in climate changes

The figure on the left shows the extent to which climate changes have affected respondents in their local area in Central Denmark Region. The data are from Concito's Climate Barometer fielded in the summer of 2020. The effect is measured in five response categories: to a high extent (1), to some extent (2), to a small extent (3), not at all (4), and don't know (5).

Do climate changes affect you where you live? (%)

Climate Barometer 2020

Average all regions

Online search for 'climate changes'

Google Trends

Average all regions — Central Denmark Region

The figure on the right shows the average interest in climate changes over time measured via Google searches for the term 'climate changes' (the red line). A value of 100 is the highest popularity of the term 'climate changes' in searches; a value of 50 indicates that the term is half as popular. The blue line indicates the average across all regions over time.

O.2 Public opinion toward climate change (Danish)

### Borgernes holdninger på klimaområdet i din region

Den følgende rapport viser borgernes holdninger på klimaområdet i Region Midtjyl- land. Rapporten er baseret på data fra Det Danske Valgprojekt, Klimabarometer samt søgeresultater fra Google Trends. Dataene viser forskellige indikatorer, som tilsammen giver et overblik over

den offentlige mening på klimaområde i Region Midtjylland.

De forskellige indikatorer omfatter klimaforandringer i lokalområdet, brug af offentlige ressourcer til at beskytte klimaet og interesse for klimaforandringer. Udover tallene for Region Midtjylland viser rapporten også, hvordan regionen ligger i forhold til gennemsnittet i alle regioner.

**Kompetence og offentlige ressourcer**

Figuren til venstre viser hvilken regering folk synes er bedst til at beskytte klimaet (de grå kasser). Den blå linje viser gennemsnittet for alle regioner. Tallene viser, hvor stor en andel af respondenter i Det Danske Valgprojekt der synes at en socialdemokratisk regering eller en borgerlig regering er bedst til at beskytte klimaet.
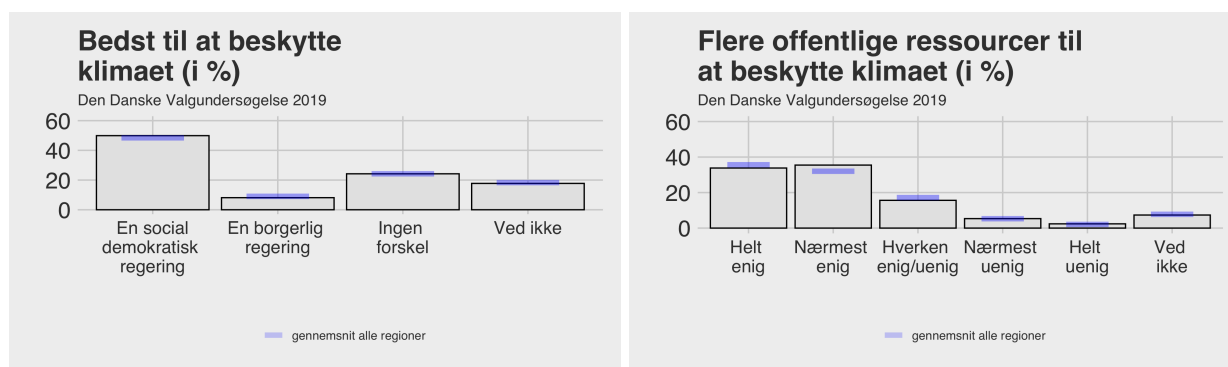
Figuren til højre viser folks mening til brugen af offentlige midler til at bekæmpe klimaforandringer (de grå kasser). Den blå linje viser gennemsnittet for alle regioner. Tallene viser, hvor enig eller uening befolkningen er i at bruge flere offentlige ressourcer til at beskytte klimaet.

Påvirkning af og interesse for klimaforandringer

Figuren til venstre viser hvor påvirket folk er af klimaforandringer i deres lokalom- rådet i Region Midtjylland. Dataene stammer fra Klimabarometer, der er gennem- ført af CONCITO - Danmarks grønne tænketank i sommer 2020. Påvirkning er målt ved fem svarkategorier: i høj grad (1), i nogen grad (2), i mindre grad (3), slet ikke (4) og ved ikke (5).
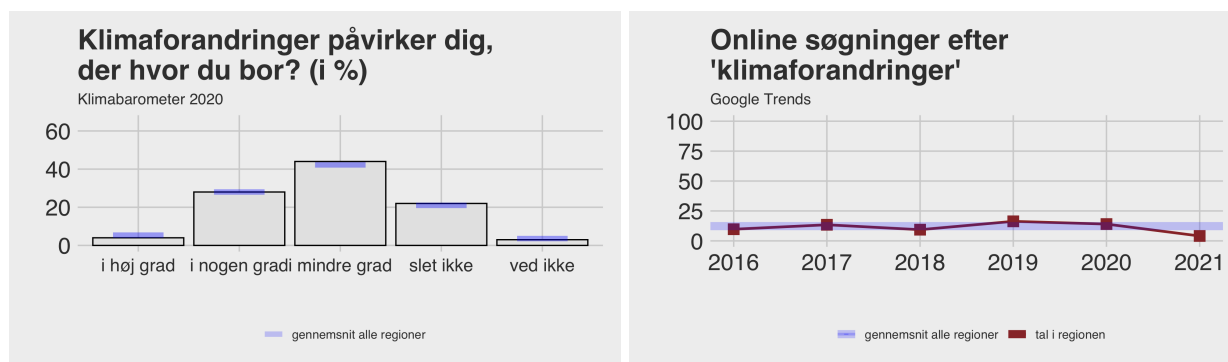
Figuren til højre viser den gennemsnitlige interesse for klimaforandringer over tid målet gennem Google-søgninger for ordet 'klimaforandringer' (den røde linje). En værdi på 100 er klimaforandringers højeste popularitet i søgninger, mens en værdi på 50 indikerer, at udtrykket er halvt så populært. Den blå linje viser gennemsnittet på tværs af alle regioner over tid.

O.3 Public opinion toward public schools (English)

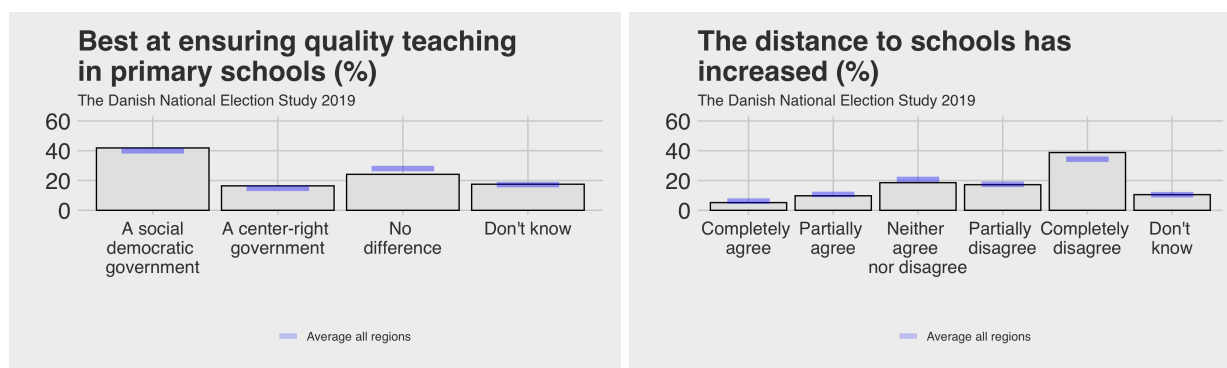**Citizens' attitudes towards schools in your region**

This report shows citizens' attitudes towards schools in Central Denmark Region. The report is based on data from The Danish National Election Project, a user satisfaction survey conducted by Statistics Denmark and search results from Google Trends. Combined, the indicators in the data give an overview of the public opinion on schools in Central Denmark Region.

The indicators include developments in local schools, satisfaction with schools and interest in private schools. In addition, the report shows Central Denmark Region's position in relation to the average in all regions.

Competence and developments in local schools

The figure on the left shows respondents' preferences for a social democratic or a center-right government in terms of ensuring quality teaching in primary schools (the grey boxes). The blue line indicates the average for all regions.

The figure on the right shows respondents' attitudes towards developments in local schools (the grey boxes). The blue line indicates the average for all regions. The numbers show whether the respondents agree or disagree that the distance to the schools has increased. The numbers in both figures are from the Danish National Election Project.


Best at ensuring quality teaching in primary schools (%)
The Danish National Election Study 2019
A social democratic government / A center-right government / No difference / Don't know
Average all regions

The distance to schools has increased (%)
The Danish National Election Study 2019
Completely agree / Partially agree / Neither agree nor disagree / Partially disagree / Completely disagree / Don't know
Average all regions

Satisfaction with schools and interest in private schools

The figure on the left shows parents' satisfaction with primary schools, teaching, school management and the school's anti-bullying initiatives in Central Denmark Region. The data are from a user satisfaction survey conducted by Statistics Denmark in the spring of 2020. In the survey,

satisfaction on the individual questions is measured on a scale from 1 to 5 with five response categories: very dissatisfied (1), dissatisfied (2), neither/nor (3), satisfied (4), and very satisfied (5).
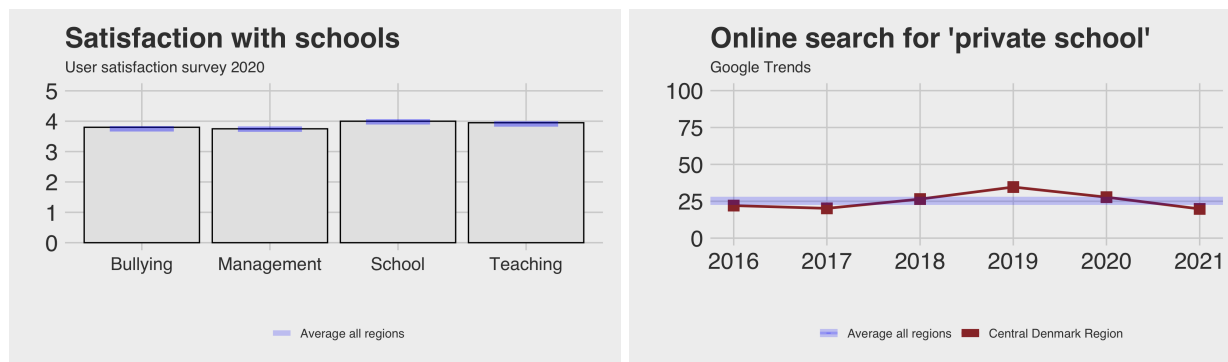
The figure on the right shows the average interest in private schools over time measured via Google searches for the term 'private school' (the red line). A value of 100 is the highest popularity of the term 'private school' in searches; a value of 50 indicates that the term is half as popular. The blue line indicates the average across all regions over time.

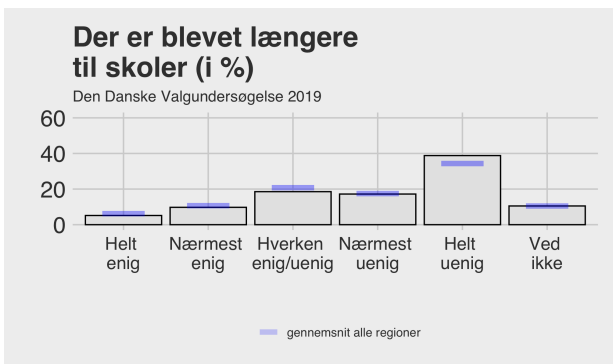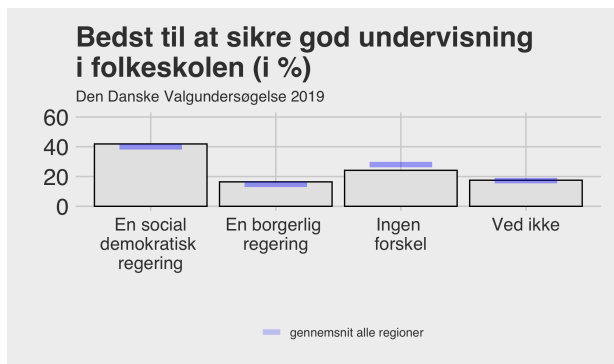## O.4   Public opinion toward public schools (Danish)

Borgernes holdninger på skoleområdet i din region

Den følgende rapport viser borgernes holdninger på skoleområdet i Region Midtjyl- land. Rapporten er baseret på data fra Det Danske Valgprojekt, brugertilfredshed- sundersøgelsen gennemført af Danmarks Statistik samt søgeresultater fra Google Trends. Dataene viser forskel- lige indikatorer, som tilsammen giver et overblik over den offentlige mening på folkeskoleom- råde i Region Midtjylland.

De forskellige indikatorer omfatter skoleudviklingen i lokalområdet, tilfredshed med skoler, og interesse for privatskoler. Udover tallene for Region Midtjylland viser rapporten også, hvor- dan regionen ligger i forhold til gennemsnittet i alle regioner.

#### Kompetence og skoleudvikling i lokalområdet

Figuren til venstre viser hvilken regering folk synes er bedst til at sikre den gode undervisning i folkeskolen (de grå kasser). Den blå linje viser gennemsnittet for alle regioner. Tallene viser, hvor stor en andel af respondenter i Det Danske Valgprojekt der synes at en socialdemokratisk regering eller en borgerlig regering er bedst til at sikre god undervisning i folkeskolen.

Bedst til at sikre god undervisning i folkeskolen (i %)
Den Danske Valgundersøgelse 2019

Der er blevet længere til skoler (i %)
Den Danske Valgundersøgelse 2019

Figuren til højre viser folks mening på udvikling af skoleområdet (de grå kasser). Den blå linje viser gennemsnittet i alle regioner. Tallene viser, om respondenter er enig eller uenig i at der er blevet længere til skoler.

Tilfredshed med skoler og interesse for privatskoler

Figuren til venstre viser forældres tilfredshed med folkeskoler, undervisning, skoleledelse og skolens indsats for at bekæmpe mobning i Region Midtjylland. Dataene stammer fra brugertil- fredshedsundersøgelsen af folkeskolen, der er gen- nemført af Danmarks Statistik i forår 2020. I spørgeskemaet er tilfredsheden på de enkelte spørgsmål målt på en skala fra 1 til 5 ved fem svarkategorier: meget utilfreds (1), utilfreds (2), hverken eller (3), tilfreds (4), og meget tilfreds (5).

Tilfredshed med folkeskoler
Brugertilfredshedsundersøgelse 2020

Online søgning efter 'privatskole'
Google Trends
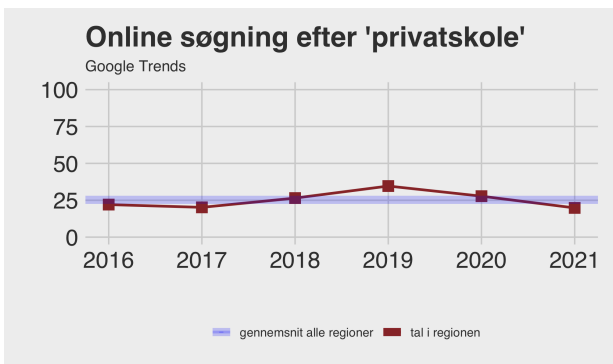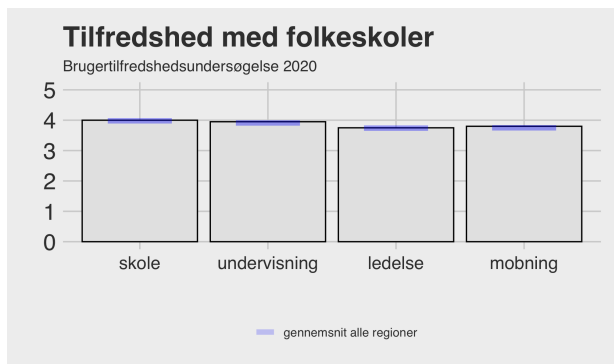
Figuren til højre viser den gennemsnitlige interesse for privatskoler over tid målt gennem folks Google-søgninger efter ordet 'privatskole' (den røde linje). En værdi på 100 er privatskol- ernes højeste popularitet i søgningerne, mens en værdi på 50 indikerer, at det er halvt så pop- ulært. Den blå linje viser gennemsnittet på tværs af alle regioner over tid.