**Supplementary Materials for ‘“Our Issue Positions are Strong, and Our**

**Opponents’ Valence is Weak”: An Analysis of Parties’ Campaign**

**Strategies in Ten West-European Democracies’**

This memo includes the supplementary information that is referenced in the main text of our paper. Table S1 lists all the parties that are included in our empirical analyses. Table S2 reports the parameters for the election fixed effects models reported in Table 5 in the main text of the paper.

**Table S1. List of Parties included in the Empirical Analyses**

|  |  |  |
| --- | --- | --- |
| **Country** | **Election** | **Party** |
| Spain | 2004, 2008, 2011 | PSOE (Socialist Workers' Party) |
| PP (People's Party) |
| IU (United Left) (IU-LV Plural Left in 2011) |
| CiU (Convergence & Union) |
| ERC (Republican Left of Catalonia) |
| EAJ/PNV (Basque Nationalist Party) |
| UPyD (Union, Progress, and Democracy) (only in 2008 and 2011) |
| Czech Republic | 2010, 2013 | Czech Social Democratic Party—CSSD |
| Civic Democratic Party—ODS |
| Communist Party of Bohemia and Moravia—KSCM |
| Christian Democratic Party—Czechoslovak People's Party—KDU–CSL |
| TOP 09 |
| Public Affairs—VV (only in 2010) |
| ANO 2011 (only in 2013) |
| Tomio Okamura's Dawn of Direct Democracy (only in 2013) |
| The government (CSSD + ODS + SZ as a whole in 2010, ODS + TOP 09 + VV/LIDEM as a whole in 2013) |
| Denmark | 2007, 2011 | Venstre  |
| Socialdemokraterne |
| Dansk Folkeparti  |
| Socialistik Folkeparti  |
| Det Konservative Folkeparti  |
| Det Radikale Venstre  |
| Enhedslisten  |
| Ny Alliance (only in 2007) |
| Liberal Alliance (only in 2011) |
| The government (Venstre and Det Konservative Folkeparti as a whole) |
| Germany | 2009, 2013 | CDU |
| CSU |
| CDU/CSU (as a unitary actor) |
| SPD |
| FDP |
| Buendnis 90/Die Gruenen |
| Die Linke |
| AfD (only in 2013) |
| PIRATEN (only in 2013) |
| The government (CDU + CSU + SPD as a whole for 2009, CDU + CSU + FDP as a whole for 2013) |
| Hungary | 2006, 2010 | Fidesz |
| KDNP |
| Fidesz–KDNP alliance as a whole |
| MSZP (Hungarian Socialist Party) |
| MIEP–Jobbik (MIEP–Jobbik Third Way Alliance of Parties) (Jobbik on its own in 2010) |
| SZDSZ (Alliance of Free Democrats) (only in 2006) |
| MDF (Hungarian Democratic Forum) (only in 2006) |
| LMP (Politics Can Be Different) (only in 2010) |
| The government (MSZP–SZDSZ in 2006, please code the MSZP option above if the government is the subject for the 2010 election) |
| The Netherlands | 2010, 2012 | PvdA |
| CDA |
| VVD |
| D66 |
| SP |
| PVV |
| ChristenUnie |
| GroenLinks |
| PvdD (Party for the Animals) (only in 2010) |
| 50PLUS (only in 2012) |
| The government (CDA + PvdA + CU as a whole in 2010, VVD + CDA as a whole in 2012) |
| Poland | 2007, 2011 | Law and Justice (PiS) |
| Civic Platform (PO) |
| Left and Democrats (LiD) |
| Polish Peasant's Party (PSL) |
| League of Polish Families (LPR) (only in 2007) |
| Self–Defense of the Republic of Poland (SRP) (only in 2007) |
| Palikot’s Movement (RP) (only in 2011) |
| Poland Comes First (PJN) (only in 2011) |
| The government (PiS + SRP + LPR as a whole in 2007, PO + PSL as a whole in 2011) |
| Portugal | 2009, 2011 | Partido Socialista (PS) |
| Partido Social Democrata (PSD) |
| Coligacao Democratica Unitaria (CDU) |
| Bloco de Esquerda |
| CDS—Partido Popular (CDS–PP) |
| Sweden | 2010, 2014 | Left party (v) |
| Green party (mp) |
| Social democratic party (s) |
| Center party (c) |
| Liberal party (fp) |
| Moderate party (m) |
| Christian democratic party (kd) |
| The Sweden democrats (sd) |
| Feminist initiative (fi) |
| Red–green alliance |
| The government (Moderate party M, Center party C, Liberal party FP, Christian democratic party KD as a whole for both elections) |
| United Kingdom | 2005, 2010, 2015 | Labour Party |
| Liberal Democratic Party |
| Conservative Party |
| UKIP (included in 2015) |
| The Scottish National Party (included in 2015) |
| Government(included in 2015) |
| Spain | 2004, 2008, 2011 | PSOE (Socialist Workers' Party) |
| PP (People's Party) |
| IU (United Left) (IU-LV Plural Left in 2011) |
| CiU (Convergence & Union) |
| ERC (Republican Left of Catalonia) |
| EAJ/PNV (Basque Nationalist Party) |
| UPyD (Union, Progress, and Democracy) (only in 2008 and 2011) |

Source: (Baumann and Gross, 2016: 29-30)

Note: Only parties which have a value of all variable of interest in the ParlGov database (Döring and Manow 2019) are used in our presented analysis.

**Table S2. Predicting whether Parties Self-Portray**

**on Issues versus Valence: Election-specific Intercepts**

|  |  |  |
| --- | --- | --- |
| **Variable** | **Basic Model** **(1)** | **Full Model****(2)** |
| ***party j*’*s Left-Right extremity* (*t*)** | **.173\*\*****(.058)** | **.149\*****(.061)** |
| ***j* *is the Prime Ministerial party* (*t*)** | **-.233\*\*****(.082)** | **-.226\*****(.095)** |
| *j is a junior coalition partner* (*t*) |  | -.041(.154) |
| *j is a mainstream party* |  | -.129(.135) |
| *Days until the election* (*t*) |  | .006(.006) |
| Election-specific intercepts |  |  |
| Czech Republic 2013 | -.159 (.152) | -.163 (.161) |
| Germany 2009 | 1.125\*\*\* (.250) | 1.094\*\*\* (.255) |
| Germany 2013 | .533†(.303) | .486 (.308) |
| Denmark 2007 | .887\*\* (.332) | .866\* (.341) |
| Denmark 2011 | 1.654\*\*\*(.304) | 1.633\*\*\* (.313) |
| Spain 2008 | -.087 (.184) | -.114 (.203) |
| Spain 2011 | -.315 †(.181) | -.330 (.196) |
| Hungary 2006 | -.025(.279) | -.003 (.284) |
| Hungary 2010 | -.033(.227) | -.091 (.236) |
| Netherlands 2010 | .602\*\*(.224) | .567\* (.234) |
| Netherlands 2012 | .376(.268) | .323 (.281) |
| Poland 2007 | -.589\*\*(.235) | -.599\* (.247) |
| Poland 2011 | -.262(.199) | -.283 (.206) |
| Portugal 2009 | -.490†(.252) | -.513† (.288) |
| Portugal 2011 | -.556†(.307) | -.578† (.309) |
| Sweden 2010 | 1.189\*\*\*(.281) | 1.147 \*\*\* (.284) |
| Sweden 2014 | 2.617\*\*\*(.364) | 2.556 \*\*\* (.372) |
| United Kingdom 2005 | .456\*(.210) | .404† (.229) |
| United Kingdom 2010 | .287(.203) | .243(.224) |
| United Kingdom 2015 | 1.062\*\*\*(.208) | 1.020 \*\*\* (.224) |
| Constant | .698\*\*(.234) | .813\* (.339) |
| N | 7,380 | 7,380 |
| Pseudo-R-squared | .0733 | .0738 |

\*\*\* *p*<.000 ; \*\* *p*<.01 ; \* *p*<.05. †<.10

Notes. For these logit analyses the dependent variable is the log of the ratio of the probabilities that a given statement *i* in a newspaper article that was coded as a self-presentation by party *j* in year *t* was coded as issue-based, and the probability it was coded as valence-based. The top number in each cell is the unstandardized coefficient, and the number in parentheses below is the standard error. Standard errors are clustered on 71 parties.