**Supplementary materials for the article**

**Internal Politics and Activism in Former Rebel Parties**

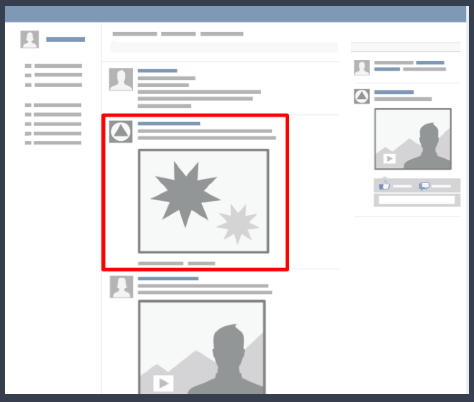
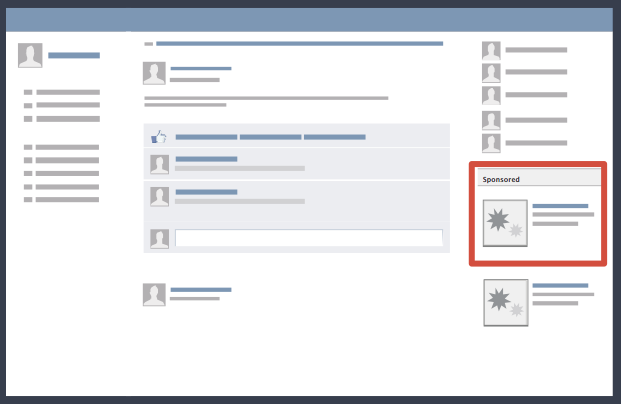
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**Figure 1:** Advertising box placement on the Facebook interface (Source: Facebook.com)

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**Figure 2:** Example of a Facebook advertisement box, Spanish original for the post-election survey

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*Note:* English translation reads “Do you support the FARC party? Then please participate in our 5-minute survey. Your opinion is important!”

**Table 1:** Summary statistics of age quotas used to target CD supporters

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quotas** | **Clicks** | **Reach** | **Impressions** | **Cost (Euro)** | **CTR (R)** | **Cost p. Cl.** | **Supporter Participation** | **Response Rate** |
| **Age: 18-24** | 375 | 7,010 | 8,294 | 5.34 | 5.35% | 0.014 | 140 | 37.33% |
| **Age: 25-29** | 222 | 5,960 | 6,858 | 5.37 | 3.72% | 0.024 | 104 | 46.85% |
| **Age: 30-34** | 311 | 5,824 | 6,769 | 5.30 | 5.34% | 0.017 | 129 | 41.48% |
| **Age: 35-39** | 336 | 5,785 | 6,571 | 5.37 | 5.81% | 0.016 | 154 | 45.83% |
| **Age: 40-44** | 295 | 6,036 | 7,223 | 5.29 | 4.89% | 0.018 | 147 | 49.83% |
| **Age: 45-49** | 259 | 4,770 | 5,690 | 5.25 | 5.43% | 0.020 | 147 | 56.76% |
| **Age: 50-54** | 351 | 4,276 | 4,929 | 5.31 | 8.21% | 0.015 | 154 | 43.87% |
| **Age: 55-59** | 283 | 4,116 | 5,187 | 5.30 | 6.88% | 0.019 | 148 | 52.30% |
| **Age: 60+** | 391 | 4,624 | 5,607 | 5.27 | 8.46% | 0.013 | 316 | 80.82% |
| **Total** | 2,823 | 49,102 | 57,128 | 47.80 | 5.75% | 0.017 | 1,339  (1,456) | 47.43%  (51.58%) |

**Table 2:** Summary statistics of age quotas used to target CR supporters

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quotas** | **Clicks** | **Reach** | **Impressions** | **Cost (Euro)** | **CTR (R)** | **Cost p. Cl.** | **Supporter Participation** | **Response Rate** |
| **Age: 18-24** | 183 | 5,980 | 6,896 | 5.30 | 3.06% | 0.029 | 16 | 8.74% |
| **Age: 25-29** | 184 | 5,828 | 6,743 | 5.33 | 3.16% | 0.029 | 16 | 8.70% |
| **Age: 30-34** | 152 | 5,611 | 6,430 | 5.30 | 2.71% | 0.035 | 18 | 11.84% |
| **Age: 35-39** | 163 | 5,526 | 6,609 | 5.33 | 2.95% | 0.033 | 18 | 11.04% |
| **Age: 40-44** | 144 | 4,624 | 5,408 | 5.35 | 3.11% | 0.037 | 13 | 9.03% |
| **Age: 45-49** | 149 | 4,113 | 5,022 | 5.27 | 3.62% | 0.035 | 16 | 10.74% |
| **Age: 50-54** | 169 | 3,891 | 4,846 | 5.26 | 4.34% | 0.031 | 13 | 7.69% |
| **Age: 55-59** | 166 | 3,584 | 4,441 | 5.32 | 4.63% | 0.032 | 18 | 10.84% |
| **Age: 60+** | 207 | 3,975 | 4,767 | 5.30 | 5.21% | 0.026 | 17 | 8.21% |
| **Total** | 1,517 | 43,370 | 51,162 | 47.76 | 3.50% | 0.031 | 145  (149) | 9.56%  (9.82%) |

**Table 3:** Summary statistics of age quotas used to target PC supporters

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quotas** | **Clicks** | **Reach** | **Impressions** | **Cost (Euro)** | **CTR (R)** | **Cost p. Cl.** | **Supporter Participation** | **Response Rate** |
| **Age: 18-24** | 91 | 2,552 | 5,002 | 5.30 | 3.57% | 0.058 | 30 | 32.97% |
| **Age: 25-29** | 87 | 2,406 | 4,588 | 5.28 | 3.62% | 0.061 | 28 | 32.18% |
| **Age: 30-34** | 60 | 2,658 | 4,750 | 5.34 | 2.26% | 0.089 | 16 | 26.67% |
| **Age: 35-39** | 77 | 2,797 | 5,188 | 5.30 | 2.75% | 0.069 | 24 | 31.17% |
| **Age: 40-44** | 77 | 2,436 | 4,579 | 5.32 | 3.16% | 0.069 | 32 | 41.56% |
| **Age: 45-49** | 83 | 2,108 | 4,066 | 5.33 | 3.94% | 0.064 | 18 | 21.69% |
| **Age: 50-54** | 87 | 1,868 | 3,715 | 5.32 | 4.66% | 0.061 | 20 | 22.99% |
| **Age: 55-59** | 79 | 1,756 | 3,586 | 5.27 | 4.50% | 0.067 | 18 | 22.78% |
| **Age: 60+** | 89 | 1,853 | 3,221 | 5.30 | 4.80% | 0.060 | 24 | 26.97% |
| **Total** | 730 | 20,654 | 38,695 | 47.76 | 3.53% | 0.065 | 210  (221) | 28.77%  (30.27%) |

**Table 4:** Summary statistics of age quotas used to target PLC supporters

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quotas** | **Clicks** | **Reach** | **Impressions** | **Cost (Euro)** | **CTR (R)** | **Cost p. Cl.** | **Supporter Participation** | **Response Rate** |
| **Age: 18-24** | 125 | 6,014 | 6,969 | 5.33 | 2.08% | 0.043 | 24 | 19.20% |
| **Age: 25-29** | 96 | 5,830 | 6,883 | 5.35 | 1.65% | 0.056 | 18 | 18.75% |
| **Age: 30-34** | 115 | 5,647 | 6,432 | 5.32 | 2.04% | 0.046 | 18 | 15.65% |
| **Age: 35-39** | 88 | 5,860 | 7,195 | 5.29 | 1.50% | 0.060 | 15 | 17.05% |
| **Age: 40-44** | 85 | 5,004 | 6,155 | 5.30 | 1.70% | 0.062 | 25 | 29.41% |
| **Age: 45-49** | 113 | 4,086 | 4,908 | 5.35 | 2.77% | 0.047 | 15 | 13.27% |
| **Age: 50-54** | 101 | 3,700 | 4,654 | 5.24 | 2.73% | 0.052 | 20 | 19.80% |
| **Age: 55-59** | 113 | 3,690 | 4,781 | 5.32 | 3.06% | 0.047 | 23 | 20.35% |
| **Age: 60+** | 145 | 3,479 | 4,291 | 5.29 | 4.17% | 0.036 | 33 | 22.76% |
| **Total** | 981 | 44,021 | 52,268 | 47.79 | 2.23% | 0.049 | 191  (204) | 19.47%  (20.80%) |

**Table 5:** Summary statistics of age quotas used to target PSUN supporters

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quotas** | **Clicks** | **Reach** | **Impressions** | **Cost (Euro)** | **CTR (R)** | **Cost p. Cl.** | **Supporter Participation** | **Response Rate** |
| **Age: 18-24** | 170 | 5,409 | 6,423 | 5.41 | 3.14% | 0.032 | 16 | 9.41% |
| **Age: 25-29** | 151 | 5,231 | 6,215 | 5.41 | 2.89% | 0.036 | 8 | 5.30% |
| **Age: 30-34** | 134 | 5,310 | 6,434 | 5.41 | 2.52% | 0.040 | 8 | 5.97% |
| **Age: 35-39** | 150 | 4,944 | 5,975 | 5.43 | 3.03% | 0.036 | 16 | 10.67% |
| **Age: 40-44** | 155 | 4,038 | 4,804 | 5.38 | 3.84% | 0.035 | 7 | 4.52% |
| **Age: 45-49** | 220 | 3,884 | 4,794 | 5.37 | 5.66% | 0.024 | 6 | 2.73% |
| **Age: 50-54** | 182 | 3,388 | 4,201 | 5.35 | 5.37% | 0.029 | 12 | 6.59% |
| **Age: 55-59** | 221 | 3,361 | 4,293 | 5.38 | 6.58% | 0.024 | 16 | 7.24% |
| **Age: 60+** | 280 | 3,318 | 3,771 | 5.37 | 8.44% | 0.019 | 9 | 3.21% |
| **Total** | 1,663 | 39,549 | 46,910 | 48.51 | 4.20% | 0.029 | 98  (102) | 5.89%  (6.13%) |

**Table 6:** Summary statistics of age quotas used to target AV supporters

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quotas** | **Clicks** | **Reach** | **Impressions** | **Cost (Euro)** | **CTR (R)** | **Cost p. Cl.** | **Supporter Participation** | **Response Rate** |
| **Age: 18-24** | 339 | 5,548 | 6,573 | 5.29 | 6.11% | 0.016 | 206 | 60.77% |
| **Age: 25-29** | 203 | 4,593 | 5,464 | 5.23 | 4.42% | 0.026 | 105 | 51.72% |
| **Age: 30-34** | 213 | 4,074 | 5,031 | 5.30 | 5.23% | 0.025 | 97 | 45.54% |
| **Age: 35-39** | 235 | 4,094 | 5,163 | 5.26 | 5.74% | 0.022 | 91 | 38.72% |
| **Age: 40-44** | 202 | 3,462 | 4,529 | 5.26 | 5.83% | 0.026 | 69 | 34.16% |
| **Age: 45-49** | 193 | 3,087 | 3,934 | 5.12 | 6.25% | 0.027 | 59 | 30.57% |
| **Age: 50-54** | 212 | 3,045 | 4,035 | 5.19 | 6.96% | 0.024 | 56 | 26.42% |
| **Age: 55-59** | 162 | 2,306 | 3,124 | 5.21 | 7.03% | 0.032 | 40 | 24.69% |
| **Age: 60+** | 243 | 2,743 | 3,476 | 5.22 | 8.86% | 0.021 | 60 | 24.69% |
| **Total** | 2,002 | 33,118 | 41,329 | 47.17 | 6.05% | 0.024 | 783  (802) | 39.11%  (40.06%) |

**Table 7:** Summary statistics of age quotas used to target PDA supporters

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quotas** | **Clicks** | **Reach** | **Impressions** | **Cost (Euro)** | **CTR (R)** | **Cost p. Cl.** | **Supporter Participation** | **Response Rate** |
| **Age: 18-24** | 170 | 4,587 | 5,360 | 5.32 | 3.71% | 0.031 | 111 | 65.29% |
| **Age: 25-29** | 167 | 4,796 | 5,817 | 5.24 | 3.48% | 0.031 | 72 | 43.11% |
| **Age: 30-34** | 145 | 3,982 | 4,805 | 5.23 | 3.64% | 0.036 | 50 | 34.48% |
| **Age: 35-39** | 124 | 3,744 | 4,692 | 5.29 | 3.31% | 0.043 | 42 | 33.87% |
| **Age: 40-44** | 128 | 3,166 | 4,206 | 5.23 | 4.04% | 0.041 | 41 | 32.03% |
| **Age: 45-49** | 154 | 2,642 | 3,611 | 5.23 | 5.83% | 0.034 | 42 | 27.27% |
| **Age: 50-54** | 151 | 2,496 | 3,429 | 5.24 | 6.05% | 0.035 | 30 | 19.87% |
| **Age: 55-59** | 151 | 2,450 | 3,456 | 5.16 | 6.16% | 0.034 | 26 | 17.22% |
| **Age: 60+** | 219 | 2,590 | 3,576 | 5.20 | 8.46% | 0.024 | 53 | 24.20% |
| **Total** | 1,409 | 31,183 | 38,952 | 47.14 | 4.52% | 0.033 | 467  (478) | 33.14%  (33.92%) |

**Table 8:** Summary statistics of age quotas used to target Decentes and FARC supporters, pre-election survey

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quotas** | **Clicks** | **Reach** | **Impressions** | **Cost (Euro)** | **CTR (R)** | **Cost p. Cl.** | **Supporter Participation** | **Response Rate** |
| **Age: 18-24** | 515 | 15,361 | 18,876 | 13.76 | 3.35% | 0.027 | 262 | 50.87% |
| **Age: 25-29** | 372 | 13,217 | 17,274 | 14.17 | 2.81% | 0.038 | 196 | 52.69% |
| **Age: 30-34** | 394 | 11,175 | 15,242 | 13.91 | 3.53% | 0.035 | 168 | 42.64% |
| **Age: 35-39** | 361 | 10,442 | 14,624 | 13.84 | 3.46% | 0.038 | 97 | 26.87% |
| **Age: 40-44** | 350 | 8,854 | 12,937 | 13.98 | 3.95% | 0.040 | 85 | 24.29% |
| **Age: 45-49** | 363 | 7,651 | 11,433 | 13.91 | 4.74% | 0.038 | 63 | 17.36% |
| **Age: 50-54** | 385 | 6,736 | 10,484 | 13.87 | 5.72% | 0.036 | 70 | 18.18% |
| **Age: 55-59** | 385 | 6,301 | 9,829 | 13.86 | 6.11% | 0.036 | 76 | 19.74% |
| **Age: 60+** | 507 | 6,689 | 9,476 | 13.87 | 7.58% | 0.027 | 69 | 13.61% |
| **Total** | 3,632 | 86,426 | 120,175 | 125 | 4.20% | 0.034 | 1,086  (1,131) | 29.90%  (31.14%) |

**Table 9:** Summary statistics of age quotas used to target FARC supporters, post-election survey

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Quotas** | **Clicks** | **Reach** | **Impressions** | **Cost (Euro)** | **CTR (R)** | **Cost p. Cl.** | **Supporter Participation** | **Response Rate** |
| **Age: 18-24** | 1,405 | 27,288 | 55,507 | 21.16 | 5.15% | 0.015 | 797 | 56.73% |
| **Age: 25-29** | 1,046 | 21,836 | 45,183 | 21.14 | 4.79% | 0.020 | 434 | 41.49% |
| **Age: 30-34** | 884 | 18,180 | 39,334 | 21.08 | 4.86% | 0.024 | 296 | 33.48% |
| **Age: 35-39** | 726 | 12,316 | 33,808 | 21.09 | 5.89% | 0.029 | 243 | 33.47% |
| **Age: 40-44** | 664 | 13,100 | 30,723 | 21.15 | 5.07% | 0.032 | 192 | 28.92% |
| **Age: 45-49** | 706 | 11,680 | 28,272 | 21.08 | 6.04% | 0.030 | 147 | 20.82% |
| **Age: 50-54** | 762 | 10,856 | 28,025 | 21.06 | 7.02% | 0.028 | 165 | 21.65% |
| **Age: 55-59** | 790 | 9,720 | 26,201 | 21.07 | 8.13% | 0.027 | 164 | 20.76% |
| **Age: 60+** | 1,165 | 9,076 | 27,026 | 21.05 | 12.84% | 0.018 | 169 | 14.51% |
| **Total** | 8,148 | 134,052 | 314,079 | 189.88 | 6.08% | 0.023 | 2,607  (3,048) | 32.00%  (37.41%) |

*Note*: CTR = Click-through rate (reach/clicks), participants in brackets include those without age information.